

2012 *demographics*

OVERVIEW

Total audience	14.5 million
Ratebase	2 million
7 day cume	81.6%
In-home readers	66%
Median age	44.7
Female/Male	57% / 43%
Median HHI	\$45,604

AUDIENCE (000)

Adults	14,526
Men	6,227
Women	8,299
18-34	4,888
18-49	8,617
25-49	6,239
25-54	7,618
HHI \$100,000+	2,470
HHI \$75,000+	4,068
Any college+	6,649
Employed	7,901
Parents	4,570
Any children in HH	6,173

Source: MRI Doublebase 2011



Demographics

