

Demographic Profile - Women

	(000)	% Comp	Index
Total Women Readers	5,885	100.0	100
Age			
Age 18-34	3,843	65.3	223
Age 18-49	5,355	91.0	158
Age 25-44	3,841	65.3	184
Age 25-49	4,086	69.4	153
Median Age	31.4 years		
Education			
Att/Grad College+	3,538	60.1	107
Employment			
Employed	3,406	57.9	103
Married			
	3,498	59.4	112
Household Income			
Median HHI	\$55,456		
Children in Household			
Children 0-11 months	1,386	23.6	530
Children 12-23 Months	963	16.4	427
Children under 2	2,278	38.7	481
Children age 2-5	2,978	50.6	345
Children age 6-17	2,305	39.2	120
1+ children in HH	4,650	79.0	188
2+ children in HH	3,108	52.8	212
3+ children in HH	1,450	24.6	261

@ Publisher Defined Edition

Source: MRI Fall 2009

Base: Total Women