

NATIONAL SELECT

Women Readers

DEMOGRAPHIC	(000)	% COMP
Women	21,241	100%

AGE	(000)	% COMP
18-34	3,982	19%
18-49	9,698	46%
25-49	8,552	40%
25-54	10,769	51%
50+	11,543	54%
Median Age	52	

HOUSEHOLD	(000)	% COMP
\$50,000+	13,530	64%
\$75,000+	9,733	46%
\$100,000+	6,973	33%
Median HH Income	\$68,742	

MARITAL STATUS	(000)	% COMP
Married	12,498	59%

HOME OWNERSHIP	(000)	% COMP
Own Home	15,274	72%
Median Home Value	\$253,910	

EDUCATION/EMPLOYMENT	(000)	% COMP
Att/Grad College	13,421	63%
Graduated College	6,518	31%
Employed	11,093	52%

CHILDREN	(000)	% COMP
Parent	6,791	32%
Families (Married & Parent)	4,971	23%
Any Child Under 18	8,254	39%

2018 RATES	
P4C Gross Open:	\$465,100
PBW Gross Open	\$385,300

Source: MRI Spring 2017, Base: Women

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