

A SNAPSHOT

Total adults	13,714,000
Median age	36.1
Median HHI	\$57,844
Median home value	\$200,940

AGE	AUD (000)	% COMP
18-34	6,414	47
18-49	11,106	81
25-49	9,753	71
25-54	10,565	77

EDUCATION

Attended/graduated college+	8,879	65
Graduated college+	4,063	30

EMPLOYMENT AND INCOME

Employed	8,324	61
HHI \$50,000+	7,664	56

FAMILY SIZE

Any kids	10,825	79
2+ children in household	7,098	52
Average age of kids	7.4	

Source: MRI Doublebase 2015, Base: Adults

For more information, please contact your *Parents* sales representative or Tracy Hadel, Associate Publisher, 212.455.1208, tracy.hadel@meredith.com