

A SNAPSHOT

Total adults	12,826,000
Median age	37.3
Median HHI	\$59,134
Median home value	\$213,642

AGE	AUD (000)	% COMP
18-34	5,461	43
18-49	10,329	81
25-49	9,310	73
25-54	10,096	79

EDUCATION

Attended/graduated college+	7,963	62
Graduated college+	3,849	30

EMPLOYMENT AND INCOME

Employed	7,833	61
HHI \$50,000+	7,286	57

FAMILY SIZE

Any kids	9,928	77
2+ children in household	6,496	51
Average age of kids	7.6	

Source: MRI Doublebase 2016, Base: Adults

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

Parents