

## 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 yrs		

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](mailto:tracy.hadel@meredith.com)

**Parents**