

Demographic Profile: Adults

A SNAPSHOT

Total adults	11,861,000
Median age	37.8
Median HHI	\$66,482
Median home value	\$216,261

AGE	AUD (000)	% COMP
18-34	4,789	40
18-49	9,148	77
25-49	8,305	70
25-54	9,333	79

EDUCATION

Attended/graduated college+	7,568	64
Graduated college+	3,881	33

EMPLOYMENT AND INCOME

Employed	7,664	65
HHI \$50,000+	7,291	62

FAMILY SIZE

Any kids	9,154	77
2+ children in household	6,240	53
Average age of kids: 7 yrs		

Source: MRI Fall 2017, Base: Adults

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

Parents