

Demographic Profile: Adults

A SNAPSHOT

Total adults	11,179,000
Median age	38.13
Median HHI	\$66,179
Median home value	\$217,952

AGE	AUD (000)	% COMP
18-34	4,430	40
18-49	8,559	77
25-49	7,780	70
25-54	8,627	77

EDUCATION

Attended/graduated college+	6,830	61
Graduated college+	3,457	31

EMPLOYMENT AND INCOME

Employed	7,030	63
HHI \$50,000+	6,525	58

FAMILY SIZE

Any kids	8,490	76
2+ children in household	5,648	51
Average age of kids: 7.5 yrs		

Source: MRI Doublebase 2018, Base: Adults

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

Parents