

Demographic Profile: Adults

A SNAPSHOT

Total adults	9,286,000
Median age	38.9
Median HHI	\$64,023
Median home value	\$232,564

AGE	AUD (000)	% COMP
18-34	3,480	38
18-49	7,013	76
25-49	6,451	70
25-54	7,131	77

EDUCATION

Attended/graduated college+	5,919	64
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EMPLOYMENT AND INCOME

Employed	5,987	65
HHI \$50,000+	5,586	60

FAMILY SIZE

Any kids	6,970	75
2+ children in household	4,697	51
Average age of kids: 7.5 yrs		

Source: MRI Doublebase 2019, Base: Adults

For more information, please contact your *Parents* sales representative or Donna Lindskog, Sales Director, 212.551.7014, donna.lindskog@meredith.com

Parents