



stats: adults

FITNESS Total Audience: 5,569,000

Median Age: 35.8

Median HHI: \$66,938

Median Home Value: \$245,946

46% married

36% single

49% any children in household

49% age 18-34

22% age 35-44

20% age 45-54

9% age 55+

67% attended college+

32% graduated college+

72% HHI \$40K+

63% HHI \$50K+

45% HHI \$75K+

73% employed

32% professional/managerial

57% own a home