STATS

ADULTS

FITNESS Total Audience: 7,653,000
Median Age: 38
Median HHI: $67,767
Median Home Value: $214,600

50% married
33% single
50% any children in household

15% age 18-24
44% age 18-34
63% age 25-49
41% age 35-54

64% HHI $50K+
44% HHI $75K+

68% attended/graduated college+

67% employed
26% professional/managerial

63% own a home

73% A or B counties

46% Multi-Cultural

Source: MRI Fall 2011, Base: Adults; Numbers reflect percent composition