



audience



Adult Women



research

	Audience (000)	% Comp	Index
Total Women	12,678	100	100
Married	7,971	62.9	116
Employed Full Time	5,253	41.4	—
Age 35-49	4,067	32.1	110
Age 35-54	5,656	12.9	116
Age 30+	11,927	94.1	119
Median Age: 52.9			
HHI \$50,000+	7,012	55.3	107
HHI \$60,000+	5,760	45.4	105
HHI \$75,000	4,205	33.2	102
HHI \$100,000	2,476	19.5	96
Median HHI: \$55,380			
Attend/Grad College+	6,986	55.1	102
Grad College+	2,941	23.2	—
Own Home	10,348	81.6	117
Home Value \$100,000+	8,218	64.8	116
Home Value \$200,000+	4,851	38.3	105
Average Home Value: \$250,614			

Source: MRI Doublebase 2008
Base: Women