

Demographic Profile: Adults

TOTAL ADULTS 4,180,000

AGE	% COMP	INDEX
Age 18-49	71%	128
Age 25-49	66%	154
Age 25-54	76%	145
Median Age: 42.8 yrs.		

EDUCATION

Attended/Graduated College +	62%	107
Graduated College +	32%	107

HOUSEHOLD

HHI \$50,000+	61%	102
Median HHI: \$65,060		
Median Home Value: \$221,379		

CHILDREN IN HOUSEHOLD

Any Kids in Household	69%	175
2+ Kids in Household	48%	205
Kids Age 3-5	20%	172
Kids Age 6-11	42%	226
Kids Age 8-12	37%	228
Kids Age 3-12	53%	201
Average Age of Kids: 9.0 yrs.		



Source: MRI Doublebase 2016

FOR MORE INFORMATION, please contact your *FamilyFun* sales representative or Tracy Hadel, Associate Publisher, 212.455.1208, tracy.hadel@meredith.com