

Demographic Profile: Adults

SNAPSHOT

Total Adults	4,848,000
Median Age	41.8 yrs.
Median HHI	\$69,032
Median Home Value	\$203,383

AGE	% COMP	INDEX
Age 18-49	70%	128
Age 25-49	62%	146
Age 25-54	71%	138

EDUCATION/INCOME

Attended/Graduated College+	59%	100
Graduated College+	33%	107
HHI \$75,000+	48%	104

CHILDREN IN HOUSEHOLD

Any Kids in Household	71%	183
2+ Kids in Household	49%	210
Kids Age 3-5	21%	189
Kids Age 6-11	42%	216
Kids Age 8-12	43%	252
Kids Age 3-12	55%	209
Average Age of Kids: 9.0 yrs.		



Source: MRI Fall 2017

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