



TOTAL AUDIENCE
1,480,000

MALE
90%
FEMALE
10%

MEDIAN
HOUSEHOLD
INCOME
\$114,810

HOMEOWNERS
85%

MEDIAN
AGE
54

COLLEGE
GRADUATE+
75%

INFLUENTIALS
321
INDEX

PROFESSIONAL/
MANAGERIAL
172
INDEX

Source: Publisher's estimate derived from GfK MRI Doublebase 2017