



CROSS-PLATFORM READER PROFILE (FUSION)

DEMOGRAPHICS

WOMEN	74%
MEN	26%
MEDIAN AGE	56.2
AGE 25-54	40.5%
NOW MARRIED	52.8%

HOUSEHOLD INCOME

MEDIAN HHI	\$85,536
HHI \$100,000+	41.6%
HHI \$150,000+	26.4%

EDUCATION

ANY COLLEGE	70.8%
GRADUATED COLLEGE OR MORE	42%

HOME OWNERSHIP/VALUE

MEDIAN HOME VALUE	\$402,125
HOME OWNERSHIP	67.1%
VALUE OF OWNED HOME \$250,000+	47.8%
VALUE OF OWNED HOME \$400,000+	33.7%

NET WORTH

MEDIAN HH NET WORTH	\$349,479
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