

Reader's Digest Demographic Profile—Adults

Audience Demographics	Total U.S. (000)	(000)	Reader's Digest Comp.	Cov.
Adults	222,210	37,839	100%	17.0%
Men	107,268	14,687	39%	13.7%
Women	114,942	23,151	61%	20.1%
Age 18-49	133,941	17,214	46%	12.9%
Age 25-49	105,629	14,685	39%	13.9%
Age 25-54	126,250	18,801	50%	14.9%
Age 35-49	65,793	10,488	28%	15.9%
Age 35+	154,062	31,114	82%	20.2%
Age 50+	88,269	20,625	55%	23.4%
Median Age	45		52	
HHI \$40,000+	144,635	25,074	66%	17.3%
HHI \$50,000+	123,593	21,420	57%	17.3%
HHI \$60,000+	104,572	18,124	48%	17.3%
HHI \$75,000+	79,843	13,834	37%	17.3%
HHI \$100,000+	50,613	8,232	22%	16.3%
Median HHI	\$56,565		\$57,587	
Attended/Graduated College+	118,175	21,396	57%	18.1%
Graduated College+	57,396	10,181	27%	17.7%
Professional/Managerial	51,876	8,757	23%	16.9%
Employed	144,183	21,666	57%	15.0%
Married	124,341	23,904	63%	19.2%
Single	56,008	5,598	15%	10.0%
Kids in Household	91,400	13,937	37%	15.2%
Own Home	154,672	29,236	77%	18.9%
Own Home Valued \$100,000+	126,857	23,619	62%	18.6%
Own Home Valued \$200,000+	83,352	14,376	38%	17.2%

Source: MRI Spring 2008
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