

Reader's Digest vs. Boomer

DEMOGRAPHIC PROFILE

Audience Demographics	Reader's Digest			Boomer Edition		
	(000)	% Comp	Index	(000)	% Comp	Index
Adults	37,839	100%	100	15,892	100%	100
Men	14,687	39%	80	6,228	39%	81
Women	23,151	61%	118	9,664	61%	118
Age 50-64	10,927	29%	123	4,665	29%	125
Age 50+	20,625	55%	137	12,788	81%	203
Age 55+	16,509	44%	143	11,335	71%	234
Age 65+	9,698	26%	158	8,123	51%	316
Median Age		52.1			65.4	
Attended/Graduated College+	21,396	57%	106	8,314	52%	98
Graduated College	6,536	17%	101	2,334	15%	86
Graduated College+	10,181	27%	104	3,859	24%	94
HHI <\$30,000	8,984	24%	96	4,770	30%	121
HHI \$30,000+	28,854	76%	101	11,122	70%	93
HHI \$40,000+	25,074	66%	102	9,255	58%	89
HHI \$50,000+	21,420	57%	102	7,622	48%	86
HHI \$60,000+	18,124	48%	102	6,176	39%	83
HHI \$75,000+	13,834	37%	102	4,689	30%	82
Median HHI		\$57,587			\$47,880	

Source: MRI Spring 2008
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