

Reader's Digest vs. Family

DEMOGRAPHIC PROFILE

Demographics	Reader's Digest			Family Edition		
	(000)	% Comp	Index	(000)	% Comp	Index
Adults	37,839	100%	100	21,947	100%	100
Men	14,687	39%	80	8,492	39%	80
Women	23,151	61%	118	13,454	61%	119
Age 18-24	2,529	7%	52	1,940	9%	69
Age 25-34	4,196	11%	62	3,220	15%	82
Age 35-49	10,488	28%	94	8,048	37%	124
Age 50+	20,625	55%	137	8,739	40%	100
Age 18-34	6,725	18%	58	5,160	24%	77
Age 18-49	17,214	46%	75	13,208	60%	100
Age 25-54	18,801	50%	87	14,426	66%	116
Median Age		52.1			46.5	
Attended/Graduated College+	21,396	57%	106	13,400	61%	115
Graduated College	6,536	17%	101	4,227	19%	112
Graduated College+	10,181	27%	104	6,375	29%	112
HHI <\$30,000	8,984	24%	96	4,004	18%	74
HHI \$30,000+	28,854	76%	101	17,943	82%	109
HHI \$40,000+	25,074	66%	102	16,125	74%	113
HHI \$50,000+	21,420	57%	102	14,094	64%	115
HHI \$60,000+	18,124	48%	102	12,129	55%	117
HHI \$75,000+	13,834	37%	102	9,410	43%	119
Median HHI		\$57,587			\$66,377	

Source: MRI Spring 2008
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