

# Reader's Digest

## Demographic Profile—Women

Audience Demographics	Total U.S. (000)	(000)	Reader's Digest Comp.	Cov.
	Adults			
Women	114,942	23,151	100%	20.1%
Age 18-49	67,280	10,637	46%	15.8%
Age 25-49	53,264	9,058	39%	17.0%
Age 25-54	63,818	11,654	50%	18.3%
Age 35-49	33,390	6,495	28%	19.5%
Age 35+	81,051	19,010	82%	23.5%
Age 50+	47,662	12,515	54%	26.3%
<b>Median Age</b>	<b>46</b>		<b>52</b>	
HHI \$40,000+	70,967	14,515	63%	20.5%
HHI \$50,000+	60,407	12,265	53%	20.3%
HHI \$60,000+	50,948	10,187	44%	20.0%
HHI \$75,000+	38,732	7,826	34%	20.2%
HHI \$100,000+	24,523	4,641	20%	18.9%
<b>Median HHI</b>	<b>\$53,104</b>		<b>\$53,316</b>	
Attended/Graduated College+	62,324	12,679	55%	20.3%
Graduated College+	29,123	5,481	24%	18.8%
Professional/Managerial	26,387	4,939	21%	18.7%
Employed	66,910	12,273	53%	18.3%
Married	62,089	13,477	58%	21.7%
Single	25,323	3,236	14%	12.8%
Kids in Household	49,140	8,635	37%	17.6%
Own Home	79,894	17,668	76%	22.1%
Own Home Valued \$100,000+	64,808	13,907	60%	21.5%
Own Home Valued \$200,000+	42,283	8,437	36%	20.0%

Source: MRI Spring 2008  
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Life well shared.