



Reader Profile

WELL-EDUCATED MAINSTREAM CONSUMERS

\$74,299	MEDIAN HHI	58.2	MEDIAN AGE	55%	FEMALE	64%	COLLEGE EDUCATED
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Adults 35+ _____ **85%**

Married _____ **63%**

Avg. Home Value _____ **\$301,771**

Own their own Home _____ **83%**

Lot size of 3+ acres _____ **7.5MM/439 index**