



photo by Shelley Hiam

WHO THEY ARE:

Source: Fall 2010 Mediamark Research Inc.

195,000 Readers every week

gender:

Female	58.3%
Male	41.7%

age:

Average reader's age is 35.4.

marital status:

Single	55%
Married/partnered relationship	45%

household income:

Average \$65,300.

employment status:

Employed full-time	60.3%
Employed part-time	18%

education:

Four-year degree or higher	64.5%
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students:

Currently attending a college or university	18%
Full-time students	58.7%
Part-time students	41.3%

what they buy:

95.1%	have a personal computer.
71.1%	bought a paperback book in the past year.
54.8%	own two or more vehicles.
48.9%	own a smartphone.
40%	own their home.

what they do:

(over the past 12 months)

91.1%	go to the movies.
79.7%	attend a rock music performance.
74.6%	consume an alcoholic beverage at a bar/club/restaurant.
67.1%	attend another type of music performance.
63.7%	go to a museum.
57.7%	attend an art gallery or show.