

online

ONLINE DEMOGRAPHIC PROFILE

Gender

72% Female, **28%** Male

Age

Median Age: **35**

16% are 25-34

27% are 35-44

27% are 45-54

Marital Status

61% married, **21%** single

Education

77% have attended college

HHI

Median HHI is \$57,114

\$50,000 or more: **43.3%**

\$75,000 or more: **25%**

Presence of Children

40% no kids

38% 1-2 kids

18% 3-4 kids

Source: Reader Survey 2007

DEMOGRAPHIC PROFILE

NATURAL
FEEL GOOD • LOOK GOOD • DO GOOD
HEALTH