

5. What range best describes your age.

Reader Demographics	Market Demographics
<01%	07% 18 - 20
02%	09% 21 - 24
13%	12% 25 - 34
16%	13% 35 - 44
24%	19% 45 - 54
24%	19% 55 - 64
15%	12% 65 - 74
06%	06% 75 - 84
<01%	03% 85 years or older

6. What range best describes your combined annual household income for last year?

Reader Demographics	Market Demographics
<01%	08% under \$15,000
04%	09% \$15,000 - \$24,999
07%	10% \$25,000 - \$34,999
18%	14% \$35,000 - \$49,999
22%	20% \$50,000 - \$74,999
17%	15% \$75,000 - \$99,999
13%	09% \$100,000 - \$124,999
07%	05% \$125,000 - \$149,999
07%	05% \$150,000 - \$199,999
05%	05% over \$200,000

7. What is the highest level of education you have obtained?

Reader Demographics	Market Demographics
<01%	08% Some High School or Less
27%	33% Graduated High School
31%	24% Some College
29%	21% Graduated College
08%	10% Completed Master Degree
04%	02% Completed Professional Degree
01%	02% Completed Doctorate Degree



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