

5. What range best describes your age.

| Reader Demographics | Market Demographics |
|---------------------|-----------------------|
| 00% | 07% 18 - 20 |
| 02% | 10% 21 - 24 |
| 11% | 12% 25 - 34 |
| 16% | 13% 35 - 44 |
| 26% | 19% 45 - 54 |
| 28% | 19% 55 - 64 |
| 14% | 11% 65 - 74 |
| 03% | 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 |
|---------------------|---------------------------|
| 00% | 08% under \$15,000 |
| 04% | 09% \$15,000 - \$24,999 |
| 04% | 10% \$25,000 - \$34,999 |
| 20% | 14% \$35,000 - \$49,999 |
| 21% | 20% \$50,000 - \$74,999 |
| 20% | 15% \$75,000 - \$99,999 |
| 10% | 09% \$100,000 - \$124,999 |
| 08% | 05% \$125,000 - \$149,999 |
| 07% | 05% \$150,000 - \$199,999 |
| 06% | 05% over \$200,000 |

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

| Reader Demographics | Market Demographics |
|---------------------|-----------------------------------|
| 01% | 09% Some High School or Less |
| 31% | 33% Graduated High School |
| 25% | 24% Some College |
| 28% | 21% Graduated College |
| 11% | 10% Completed Master Degree |
| 03% | 02% Completed Professional Degree |
| 01% | 01% Completed Doctorate Degree |



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