

KEY AUDIENCE

WOMEN 18+	AUD (000)	INDEX	COMP
GenXers (b.1965-1976)	1,312	108	21.8%
Age 35-49	1,722	112	28.6%
HHI \$50,000+	3,730	111	62.0%
HHI \$75,000+	2,783	123	46.2%
HHI \$100,000+	1,826	122	30.3%
IEI \$40,000+	1,689	129	28.1%
IEI \$60,000+	919	142	15.3%
Married or Engaged	3,612	106	60.0%
Dual Income HH	1,810	123	30.1%
Views Work as a Career	2,378	112	39.5%
W35-49 & Married or Engaged	1,172	108	19.5%
W35-49 & HHI \$75,000+	938	130	15.6%
W35-49 & Owns Home	1,154	112	19.2%
A18+ Total AUDIENCE: 6,829,000 W18+ Total AUDIENCE: 6,019,000			

Source: MRI, Spring 2014; Base: Women