

MUSCLE & FITNESS Hers

The Best Demographics



	(000)	% Comp	Index
Total Adults	1,150	100	100
Total Women	1,012	88.0	169
Age 18-24	253	22.0	133
Age 25-34	283	24.6	261
Age 35-44	275	23.9	214
Age 25-54	730	63.5	211

Median Age **32**

	(000)	% Comp	Index
Any College	720	62.6	124
Grad. College	176	15.3	99
Employed	902	78.4	122
HHI \$40+	785	68.3	114
HHI \$50+	664	57.7	117

Median HHI **\$51,950**

Single	463	40.3	168
Married	515	44.8	78
Any Children	604	52.5	125