

# Readership PROFILE

## SEX

Female . . . . .	<b>63.3%</b>
Male . . . . .	<b>36.7%</b>

## AGE

Average Age . . . . .	<b>53.7 years</b>
25-44 . . . . .	<b>30.9%</b>
45-64 . . . . .	<b>21.4%</b>
65+ . . . . .	<b>23.9%</b>

## MARITAL STATUS

Married . . . . .	<b>67%</b>
Single . . . . .	<b>13.7%</b>
Separated, divorced, widowed . . . . .	<b>19.2%</b>

## CHILDREN

17 years or younger in household . . . . .	<b>29%</b>
--	------------

## HOME OWNERSHIP

Average value of home (Principal Home) . . . . .	<b>\$378,200</b>
Value of home less than \$100,000 . . . . .	<b>1.9%</b>
\$100,000 - \$199,999 . . . . .	<b>23.7%</b>
\$200,000 - \$299,999 . . . . .	<b>27.5%</b>
\$300,000 - \$499,999 . . . . .	<b>28.2%</b>
\$500,000 - \$999,999 . . . . .	<b>14.5%</b>
\$1,000,000 or more . . . . .	<b>4.1%</b>

## OCCUPATION INFORMATION

Management and Professional Operations . . . . .	<b>66.0%</b>
Owner/Partner . . . . .	<b>21.3%</b>
Member of Board of Directors/Trustees . . . . .	<b>15.4%</b>

## NET WORTH

Average net worth . . . . .	<b>\$986,200</b>
-----------------------------	------------------

## TOTAL HOUSEHOLD INCOME

Average household income . . . . .	<b>\$161,700</b>
\$50,000 - \$74,999 . . . . .	<b>16.8%</b>
\$80,000 - \$99,999 . . . . .	<b>19.1%</b>
\$100,000 - \$149,999 . . . . .	<b>21.9%</b>
\$150,000 - \$199,999 . . . . .	<b>10.7%</b>
\$200,000 + . . . . .	<b>17.8%</b>
\$1,000,000 + . . . . .	<b>1.3%</b>

## COLLEGE EDUCATION

4 Year College . . . . .	<b>35.8%</b>
Master's degree . . . . .	<b>19.7%</b>
Doctoral degree . . . . .	<b>2.1%</b>
Other professional degree . . . . .	<b>7.5%</b>
Graduated college or more . . . . .	<b>65.2%</b>
Post graduate study with degree . . . . .	<b>29.4%</b>

**Milwaukee** | **milwaukee**  
MAGAZINE | magazine.com

phone: (414) 273-1101 | fax: (414) 287-4373

