

Diverse, affluent, and well-educated, LANG readers comprises a rich demographic profile.

Male	50%	HH Income \$50K+	60%
Female	50%	HH Income \$75K+	44%
		HH Income \$100K+	28%
Age 18-24	9%		
Age 25-34	12%	Average HH Income	\$94,303
Age 35-44	11%		
Age 45-54	20%	Married	56%
Age 55-64	19%	Own Home	72%
Age 65+	30%	College Educated (1+ yrs)	63%
		White Collar*	66%
Median Age	54		
White (non-Hispanic)	63%	Presence of Children by Age:	
Spanish/Hispanic Origin	22%	Under 2 years old	6%
African-American (non-Hispanic)	8%	2-5 years	15%
Asian (non-Hispanic)	3%	6-11 years	21%
Other	4%	12-17 years	25%