

THE EMERGING DIGITAL READERS: WHAT CAN THEY TELL US ABOUT THE FUTURE OF MAGAZINE READING?

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Introduction

The arrival of the iPad just over three years ago was greeted with great excitement in the magazine industry. Digital replicas of magazines, which had been produced for PC and laptop screens for a decade, could now be produced for a hot new device with a form factor that was closer to that of a magazine – the size, dimensions, and even the weight of a typical magazine. The tablet, many believed, would lead to a rejuvenation of magazines, possibly heralding the future of the industry.

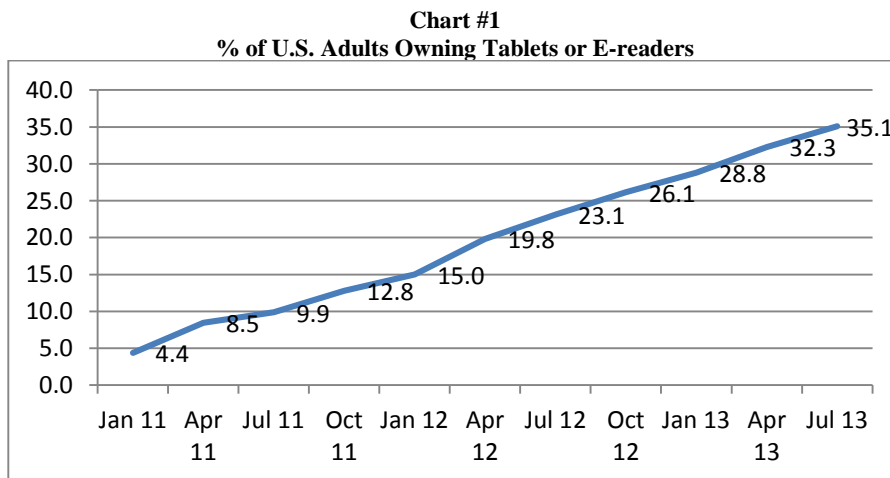
Two years ago, we reported on what we knew at the time about what the early adopters of tablets were doing with their devices, when they were doing them, how much time they were spending on them, and how their activities varied across demographic groups. These data came from surveys of a panel of device owners. Now that the use of tablets and the number of magazines offering digital editions has grown, GfK MRI has sufficient data in its Survey of the American Consumer (“National Study”) to offer a more detailed report on the current state of digital magazine reading in the US – the rate of growth of adoption of digital editions of magazines and the way they are being read now. Specifically, we will be reporting on who digital magazine readers are, how many of them there are, how many of these publications they are reading, and the amount of time they are spending with this new platform. This portrait of the US digital magazine reader in 2013 and how he/she has evolved over the last two years should provide signposts of the way this medium will continue to evolve and to affect the magazine landscape in the future.

A second source of data contributing to our knowledge of the state of the digital magazine reader: An online study of digital and print magazine buyers conducted by four U.S. publishers (Conde Nast, Hearst, Meredith, Time Inc.) in cooperation with GfK MRI. The study consisted of 27 separate surveys of digital subscribers, authenticators and print-only subscribers for 27 large circulation titles. Each of the four publishers generated their respective samples. Surveys were conducted between June and August, 2013.

Each questionnaire asked about reading/looking into the 6 most recent issues of a monthly magazine or the 8 most recent issues of a weekly magazine for both print and digital editions. Respondents were shown color reproductions of each print and digital issue cover. Demographics were also collected. Selected data from this study are also reported in a 2013 PDRF paper by Baim, et al.

Trends in Readership of Digital Magazines

Since the iPad’s launch in April of 2010 more than 140 million iPads have been sold worldwide¹. The tablet has been one of the most rapidly adopted new technologies in recent history.² Over the last three years, GfK MRI estimates that tablet/e-readership ownership has grown from 4.4% of adults in January of 2011 to 35.1% in July of 2013.



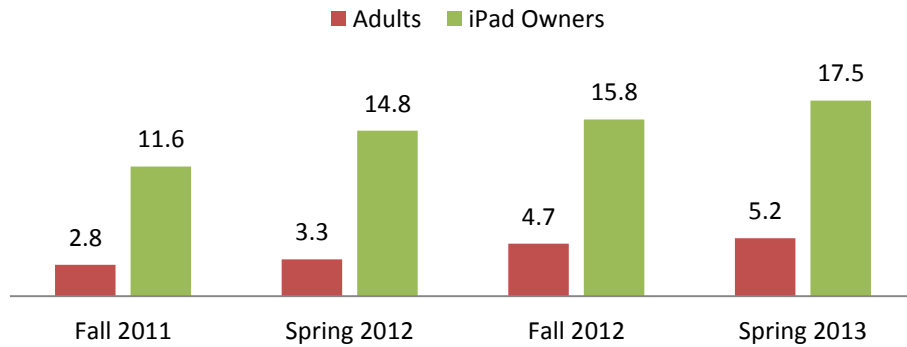
Source: GfK MRI’s *Survey of the American Consumer*®, 2013. July 2013 estimate is a projection based on the last 4 months of interviewing

¹ <http://www.zdnet.com/apple-q2-2013-hardware-sales-by-the-numbers-7000014459/>

² <http://www.technologyreview.com/news/427787/are-smart-phones-spreading-faster-than-any-technology-in-human-history/>

At the same time, as seen in Chart #2, readership of digital magazines has grown as well. In the second half of 2011, when GfK MRI first began asking about the individual platforms on which a recently-read magazine was consumed, we found that 2.8% of adults had read a digital edition (defined as having read an electronic reproduction or app in a magazine’s most recent publication interval) of at least one magazine measured by GfK MRI. While the percentage of digital edition readers remains quite small overall, it has climbed 87% in just 18 months, to 5.2% of adults, in the most recent six-month period surveyed. Some of this growth may simply be due to the increase in ownership of iPads or other tablets. However the incidence of digital readership among iPad owners appears to be growing as well, suggesting that digital magazine reading is taking up a greater slice of the tablet-activity pie.

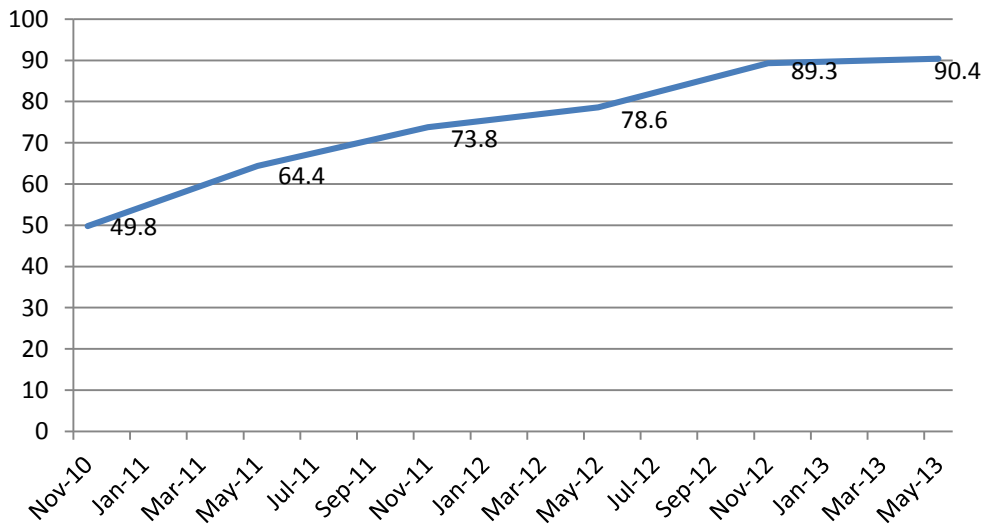
Chart #2
% Reading Any Digital Edition of a Magazine



Source: GfK MRI’s *Survey of the American Consumer*®, 2011-2013; “Spring” and “Fall” each represent one interviewing wave of data, fielded from March-November and from September-April for Fall and Spring, respectively.

Among iPad owners, growth of digital reading could be due, in part, to the rise in the number of published iPad editions overall – almost all MRI-measured magazines have iPad editions now, compared to about 70% at this time two year ago (Chart #3). But other factors likely contribute to this growth in digital reading, such as increased adoption of authentication models, faster download times, the introduction of more and more efficient distribution sources such as Apple’s newsstand and, of course, enhancements to the digital magazine applications.

Chart #3
% of GfK MRI-Measured Magazines with Digital Editions

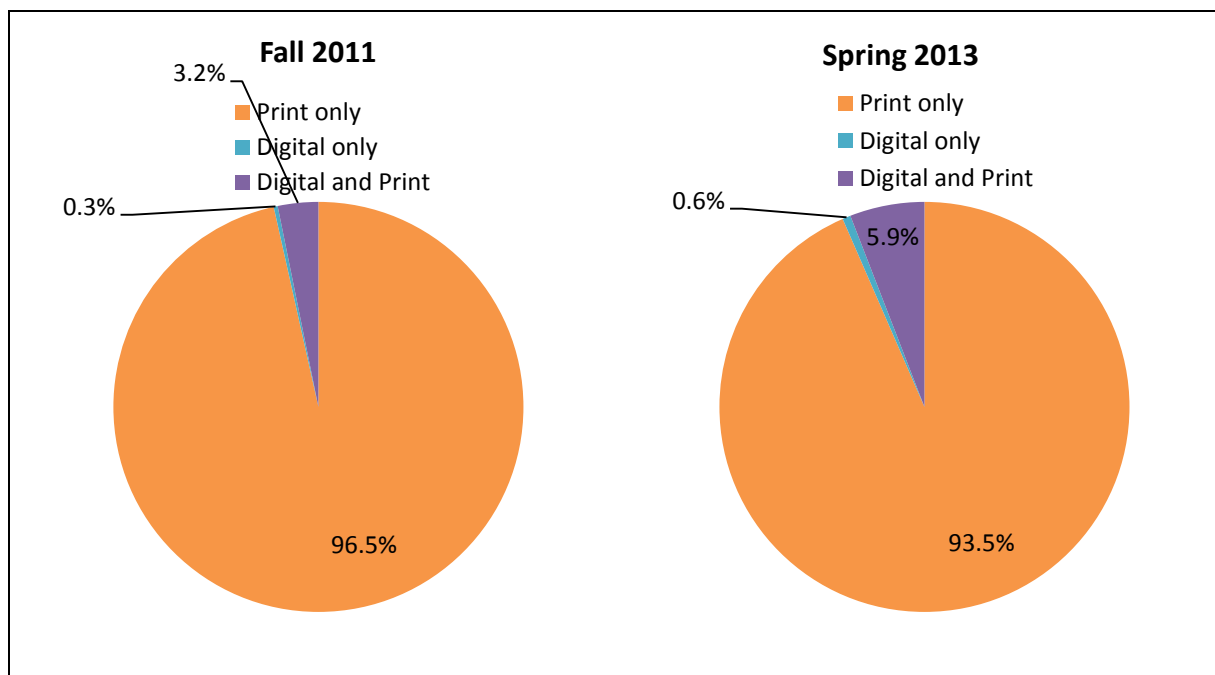


Source: GfK MRI

In spite of this sharp growth, however, it is apparent that digital magazine reading is still a somewhat niche activity:

- Though the proportion of iPad owners who read digital magazines has grown over the last two years, only 17% of tablet owners in our most recent release read digital editions of MRI-measured magazines within their most recent publication intervals.
- Print edition readers outnumber digital edition readers in our latest interviewing wave by 15 to 1.
- As illustrated in Chart #4, most digital magazine readers also read print magazines. Less than one percent of adults (and less than one percent of all magazine readers) read digital magazines but no paper magazines.
- Similarly, among those who read digital magazines, only about one in nine read digital editions exclusively. (9.9% in the six-month period ending in October, 2011, 11% in the six-month period ending in April, 2013.)

Chart #4
% of Print/Digital/Both Readership Among Magazine Readers



Source: GfK MRI's *Survey of the American Consumer*®, 2011-2013 "Spring" and "Fall" each represent one interviewing wave of data, fielded from March-November and from September-April for Fall and Spring, respectively

The observation that digital readers tend to read print editions as well, appears to be true even within the same title. As seen in Table #1, below, data from the online subscriber studies reveal that an average of 44% of digital-only subscribers (i.e. those who subscribe to the digital edition of a particular magazine, but not the printed edition) claim to have read at least one printed issue of the same title (among the most recent 6-8 issues). Print reading among digital subscribers could be due, in part, to out-of-home access (doctor's offices, salons, other homes, etc.) or perhaps to another household member bringing the print publication into the home.

Authenticated subscribers (i.e. those print subscribers who have been granted digital access to the same title) are overwhelmingly likely to read print editions (95%) of those magazines. The encouraging news for publishers, however, is that authenticated subscriptions are also clearly bringing in digital readers. About 68% of the authenticated subscribers surveyed claimed to have read both a print and a digital edition of the publication.

This high percentage of dual print and electronic edition readers (37% of digital-only and 68% of authenticated subscribers) suggests that there is a role for each type of platform (print and digital) in many readers' magazine consumption behavior. In order to better understand this relationship, further investigation of dual readers with regard to place of reading or time spent may be warranted. In addition, it could be informative to review frequency data (i.e. # of issues read out of 4 published) and issue by issue duplication, to get a sense of the patterns of readership within the different groups.

Table #1
Average % Read Print/Digital/Both Among Types of Subscribers

		SUBSCRIBERS		
		Print Only	Digital Only	Authenticator
READERS	Print only	81.7%	6.2%	27.1%
	Digital only	1.2%	56.1%	6.0%
	Both	17.1%	37.4%	67.8%

Publishers and GfK MRI, Digital and Print Subscriber Study 2013

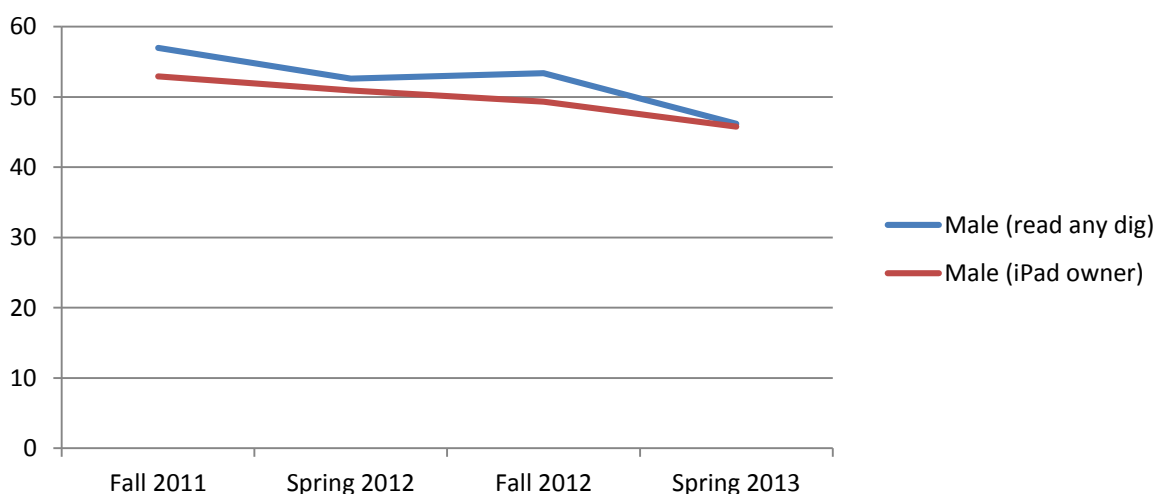
Profile of Digital Readers

When GfK MRI began asking about readership of digital magazines two years ago, the profile of the digital reader was closer to that of the early adopter of a new technology than that of the mass magazine audience. Digital readers tended to be younger, more male, better educated and more affluent than the rest of the American public. Contrary to what one might expect, however, they did not strongly resemble typical iPad owners. They were even more male and younger than iPad owners at the time, but less affluent and less likely to be college-educated. (See Table 1 in the Appendix) They were about twice as likely as typical iPad owners to fall into GfK MRI’s “Tech-Splorer” segment, defined, in part, as individuals who characterize themselves as heavy users of advanced technologies and among the first to try new gadgets and applications.

As tablet ownership has become more widespread, the profile of the digital magazine reader has shifted, becoming more like that of the typical iPad owner (See Table A2 in the Appendix). For instance, the gender ratio has flipped for both iPad owners and digital magazine readers, from more male to somewhat more female, in roughly the same proportions as print magazine readers and the general public. With a drop in the percentage of 18-24 year olds, digital magazine readers have gotten older, with a median age of 36.6 compared to 33.5 two years ago. While they are still quite a bit younger than the typical iPad owner (median age 41.1), their age compositions are beginning to look more alike. Finally, while education profiles for digital readers have fluctuated somewhat, they now are more likely to be college graduates, while iPad owners are less likely to be college graduates than before, so that their proportions of college graduates are now quite close. Digital readers’ income profiles have not changed much, but their income levels have converged with those of iPad owners.

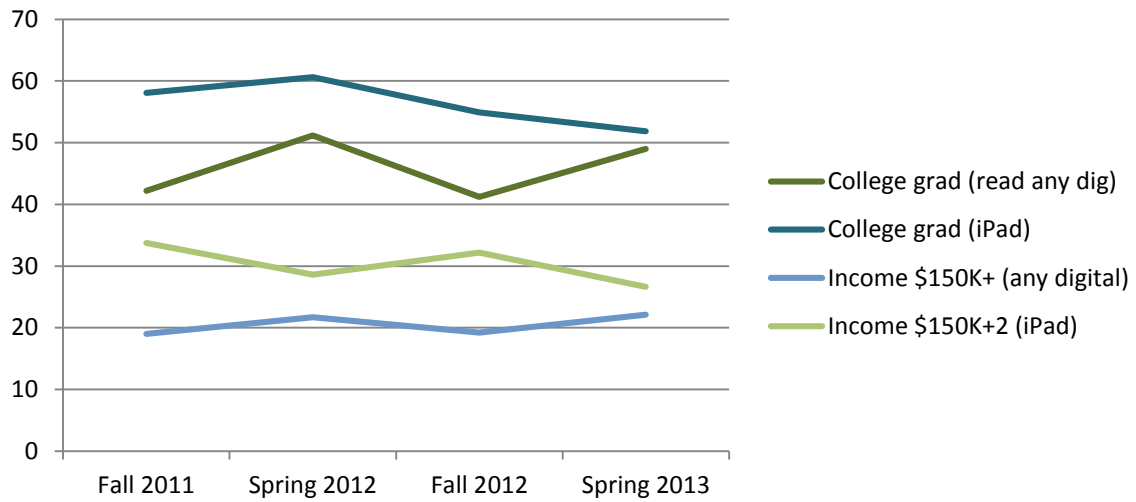
Charts 5, 6 and 7 below illustrate this trend toward demographic convergence of iPad and digital readers. It still remains to be seen whether this convergence will continue as tablet ownership and/or digital reading increases.

Chart #5
Composition of Digital Readers - % Male



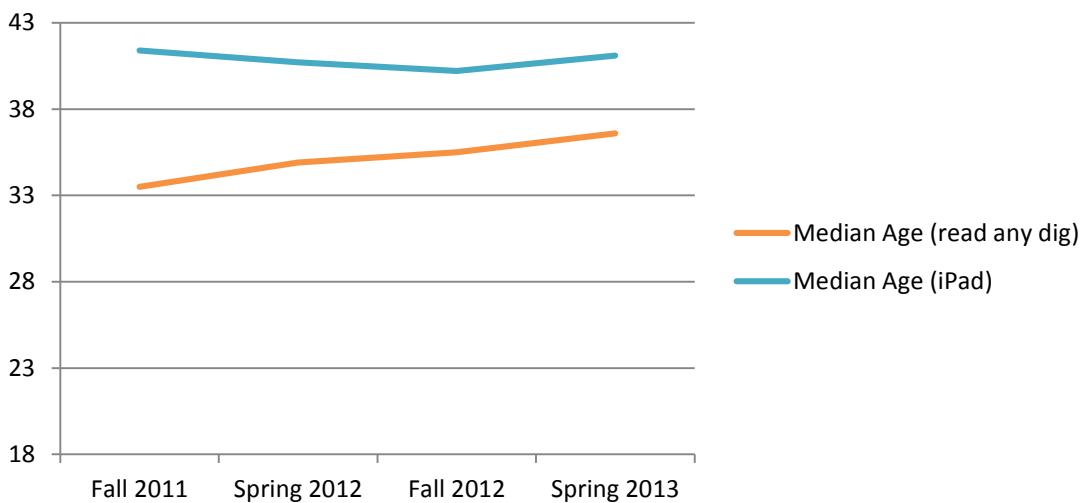
Source: GfK MRI’s *Survey of the American Consumer*®, 2011-2013; “Spring” and “Fall” each represent one interviewing wave of data, fielded from March-November and from September-April for Fall and Spring, respectively.

Chart #6
Composition of Digital Readers - % College Grad and % HHI 150K+



Source: GfK MRI's *Survey of the American Consumer*®, 2011-2013; "Spring" and "Fall" each represent one interviewing wave of data, fielded from March-November and from September-April for Fall and Spring, respectively.

Chart #7
Median Age of Digital Readers



Source: GfK MRI's *Survey of the American Consumer*®, 2011-2013; "Spring" and "Fall" each represent one interviewing wave of data, fielded from March-November and from September-April for Fall and Spring, respectively.

Those who read only digital magazines and no printed editions represent a potentially fresh market for magazine publishers. As seen in Table A3 in the Appendix, they are younger than other digital readers and more likely to be male. They are slightly less affluent and less likely to be college-educated than other digital readers, presumably because they are younger, but they are more educated and affluent than magazine readers in general.

Our strongest data source for understanding the demographic profile of digital magazine buyers, however, is the subscriber studies of 27 magazines with four major publishers. Though the response rates for the individual subscriber studies were considerably lower than that of the National Study (tending to rest in the single digits), the studies' sample sizes for the digital edition readers are larger than the numbers of claimed readers of the digital editions of those 27 magazines in the National Study (average sample sizes of over 150 per magazine for digital edition subscribers, over 200 per magazine for print edition subscribers, and over 300 per title for the 20 titles with samples of authenticators). Another benefit of using these data is that

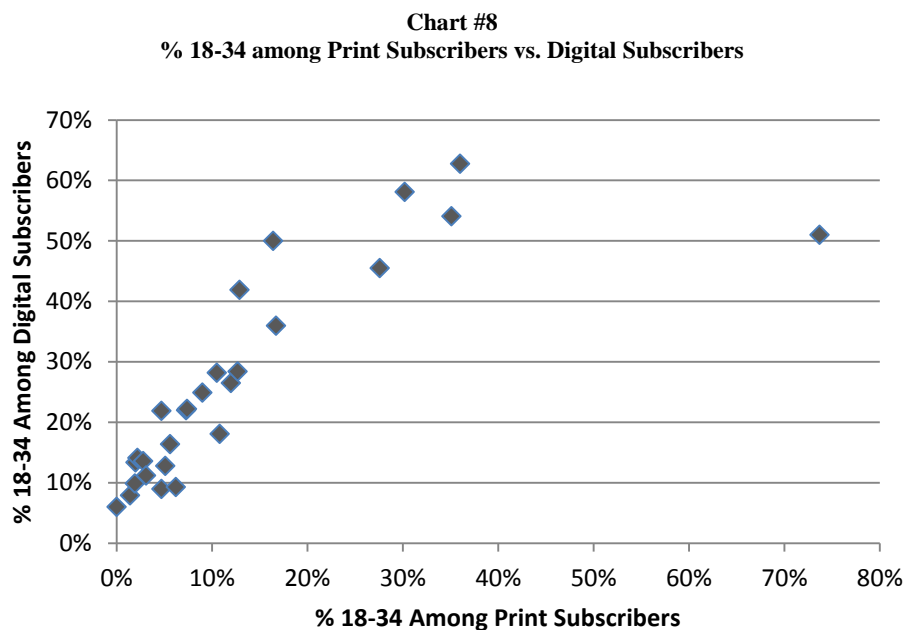
the classification of respondents into the three exclusive groups – digital subscribers (i.e. digital-only subscribers), print subscribers, and authenticators -- is based on the publishers' records, rather than respondents' claims.

These data indicate that for these 27 titles, digital subscribers (like digital-only readers in the GfK MRI National Study) were . . .

- Consistently more male
- More likely to be under 35 and much less likely to be 55 and over
- More likely to have children

. . . than print subscribers to the same titles. There was no consistent pattern with respect to education and income: For some magazines, the digital subscribers were more highly educated and more affluent, but for almost the same number of others, the reverse was true.

Age differences between print and digital subscribers were particularly noteworthy. Of the 27 titles, 26 of them had a greater percentage of 18-34 year olds in their digital subscriber pool than in their print subscriber base. It's interesting to note that the gap between the two subscriber groups in the percentage of a title's 18-34 year olds was widest for publications whose print edition already had a healthy 18-34 year old component. As you can see in the scatter plot, below, as the percentage of 18-34 year olds in the print edition rises, the difference between the print and digital age profiles becomes more pronounced. This suggests that while most digital publications are likely to attract younger readers, those publications whose print editions already skew young tend to see more of a dramatic change toward youthfulness in their digital age profile.



Source: Publishers in cooperation with GfK MRI, Digital and Print Subscriber Study 2013

The demographic breakdowns of authenticators tend to fall between those of purely print and purely digital subscribers. Specifically, authenticators tend to be . . .

- More male than pure print subscribers, but more female than pure digital subscribers;
- Younger than print subscribers, but older than digital subscribers;
- More affluent than either print or digital subscribers;
- Better educated than either print or digital subscribers;
- More likely to have children in the household than print subscribers but less likely to have children than digital subscribers

The portrait of authenticators that emerges here is one of especially well-educated, affluent magazine readers who are interested in trying a new platform for magazines but are not as fully immersed in digital culture as younger, childless, more male magazine readers who are content to part with an analog edition. They appear to be straddling the print and digital worlds both in terms of their consumption of magazines and in their demographic profile.

Other Behaviors of Digital Magazine Readers

The behavior profile of digital magazine readers on tablets seem to be shifting as well and becoming more like that of the average iPad owner. As shown in Table #2, one year ago, digital magazine readers were engaged in a slightly greater number of types of activities on their iPads (an average of 9.3 for digital magazine readers vs. 8.7 for all iPad owners, out of 22 activities measured) and used a slightly greater variety of apps (average of 6.8 for digital magazine readers vs. 5.8 for iPad owners, out of 24 types of apps measured), on average, than iPad users. Now, the variety of apps and activities used are comparable between these groups. The year-over-year changes may not be statistically significant, but their direction suggests that as magazine reading on tablets, especially the iPad, becomes more commonplace, readers appear to be exhibiting more typical iPad behavior patterns and so are less likely to be heavy tech users. It is also worth noting that both iPad and digital magazine readers tend to use a greater variety of types of apps and engage in a greater variety of activities than owners of other tablet brands, such as Nook Tablet or Amazon Kindle Fire. This could be due to the greater number of apps available on iPads and the increased likelihood for digital magazine reading to occur on iPads as opposed to other digital platforms.

Table #2
Average # of Types of Apps and Activities Used by Digital Magazine Readers vs. Typical iPad Owners

	Spring 2012		Spring 2013		
	iPad Owner	Digital Magazine Reader	iPad Owner	Digital Magazine Reader	Tablet, other than iPad
Avg. # of Different Types of Apps Used, last 30 days	5.8	6.8	6	6.4	4.3
Avg. # of Different Types of Activities Done, last 30 days	8.7	9.3	9.2	9	6.2

Source: GfK MRI's *Survey of the American Consumer*®, 2012-2013

How Many Digital Magazines Are Being Read

One indication that digital magazines have matured beyond the trial or experimental stage is that those who read them, often read more than one. In its Spring 2013 National Study, GfK MRI found that 42.5% of digital edition readers claimed to have read more than one digital magazine

Between the full-year National Study release of Spring 2012 and the full-year release of Spring 2013, the average number of digital editions of MRI-measured magazine read by digital edition readers grew very modestly from 2.1 to 2.3. Among those who read only digital magazines (and no printed magazines in the MRI-measured roster), however, growth in digital readership appears stronger, from an average of 1.9 digital titles to an average of 3.0 – an increase of 1.1 titles.

There do seem to be some indications that print magazine readers are migrating to digital editions and possibly away from printed copies. Among those who read digital editions of any MRI-measured magazines, the average of number of printed titles they read declined from 9.1 to 8.2 between the Spring of 2012 and the Spring of 2013. Among those who read both printed magazines and digital magazines (not necessarily of the same title), there was also a decline in the average number of print titles read from 10.1 to 9.2. So, those who have been exposed to digital magazines appear to be reading slightly fewer printed titles. Since we do not track the same respondents over time, we do not know whether digital editions are drawing in new readers who consumed fewer printed magazines than average or whether some printed magazine readers are turning away from printed copies to digital ones. The latter interpretation is bolstered by the fact that digital magazine readers appear to be particularly avid magazine readers. Both this year and last, digital magazine readers read more *printed* magazines than those who read printed magazines only.

Table #3
Average # of Print and Digital Magazines Read

	Avg. # of Print Magazines Read		Avg. # of Digital Magazines Read	
	Spring 2012	Spring 2013	Spring 2012	Spring 2013
Any Print Reading	7.0	7.2	<1	<1
Any Digital Reading	9.1	8.2	2.1	2.3
Print Only	6.9	7.1		
Print and Digital	10.1	9.2	2.1	2.2
Digital Only			1.9	3.0

Source : GfK MRI's *Survey of the American Consumer*®, 2012-2013

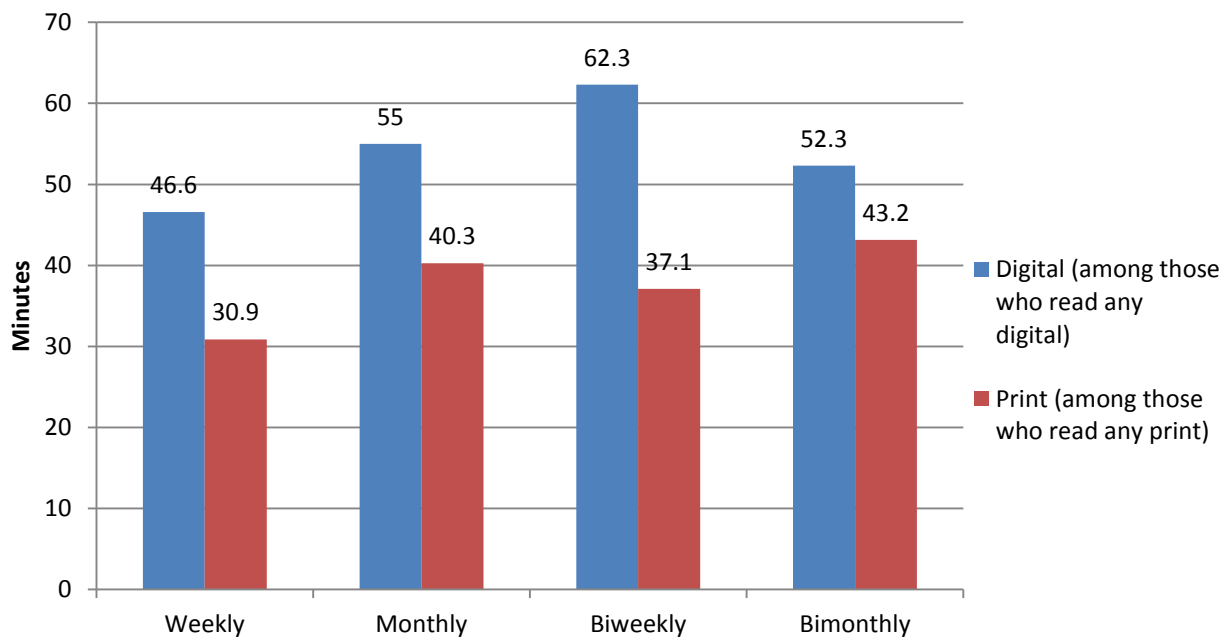
Time Spent Reading Digital Magazines

Since the iPad’s emergence, the publishing industry in the United States has been promoting digital editions as a platform that could enhance consumers’ and advertisers’ interests in magazines. Through lively color, the ability to interact with content and ads, and the sheer fun of swiping and pinching a screen -- without losing the magazine’s key appeals of comfortable form factor and portability -- it was believed that digital magazines on tablets could be even more engrossing and immersive an experience than they are in printed form. A key question about the future of the market for magazines then, is whether readers really do spend as much time, if not more, with digital magazines as they do with their analog forebears.

The evidence from GfK MRI’s National Study suggests that, thus far, they do. From data collected in GfK MRI’s latest annual National Study in the Spring of 2013³, readers of digital editions reported spending an average of 14 minutes more with the digital magazines that they read than readers of printed magazines spend with printed copies (an average of 53.5 minutes vs. an average of 39.3 minutes). This difference was observed for magazines of every publication frequency and every genre⁴. It was particularly pronounced for . . .

- Bi-weeklies, with which readers of digital editions spent an average of 25 minutes more than they did with their printed counterparts
- Sports books, with which digital readers spent an average of 26-minutes more; and
- Business/Finance titles, with a 17-minute gap.

Chart #9
Average Time Spent by Publication Frequency

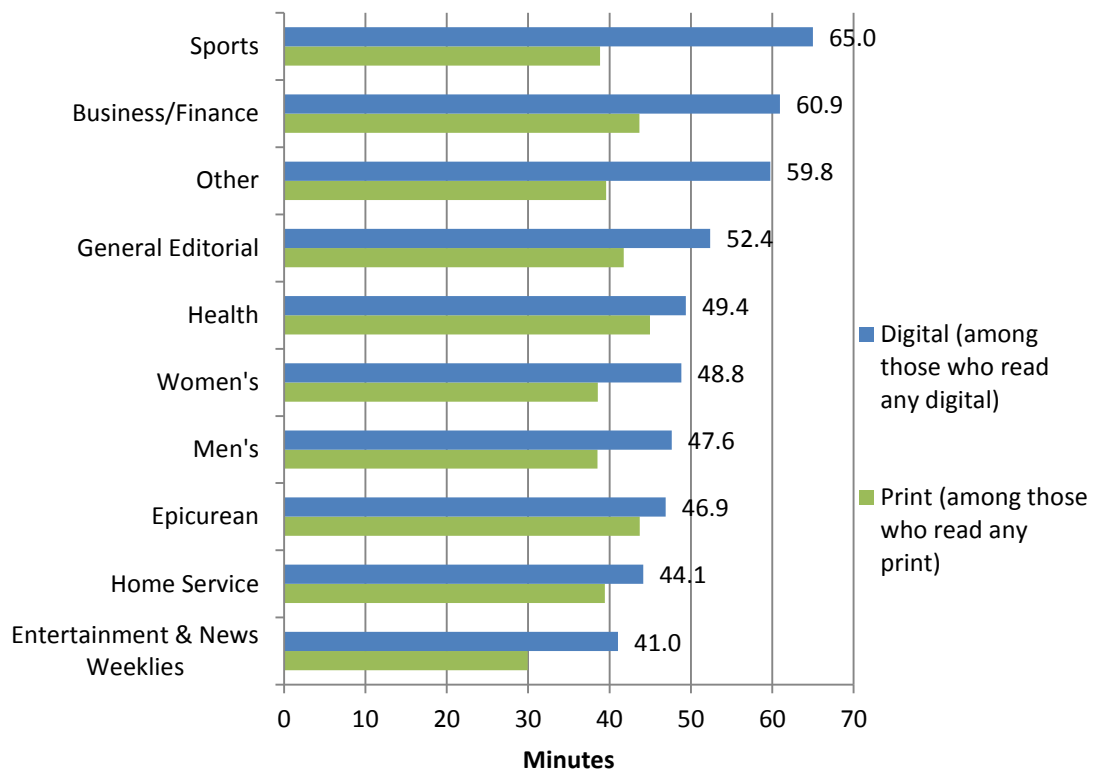


Source: GfK MRI’s *Survey of the American Consumer*, Spring 2013.

³ The questionnaire asks respondents to recall for each title read in its publication period, how much time in total was spent reading or looking into the publication. There are 12 possible response ranges, from “15 minutes or less” through “More than 5 hours.” “Time Spent” estimates were calculated using the mid-points of these ranges.

⁴ Tri-weeklies were not included in this analysis because there were too few cases on which to base any reliable conclusions.

Chart #10
Average Time Spent by Publication Genre



Source: GfK MRI's *Survey of the American Consumer*, Spring 2013. Genres for which there were fewer than 100 respondents were not included in this table, but the same pattern prevailed among all of them

These latter two categories are male-oriented, and indeed, the time gap appears considerably wider for men than for women: As seen in Table #4, below, men spend an average of 18.9 more minutes with digital than with printed magazines, on average, while women spend an average of 10 more minutes. The gap is particularly wide for 25-34 year-olds as well – 25 minutes. So, men and 25-34 year-olds are more likely to subscribe to digital editions of magazines and to spend more time with those they do read.

Table #4
Average # of Minutes Spent Reading by Demographics

	AVERAGE NUMBER OF MINUTES SPENT READING AN ISSUE OF		Difference (Digital – Printed)
	Digital Edition of Magazine	Printed Magazine	
Male	58.1	39.2	18.9
Female	49.3	39.3	10.0
Age 18-24	50.8	37.3	13.6
Age 25-34	61.0	36.4	24.5
Age 35-44	47.7	37.0	10.8
Age 45-54	53.1	38.5	14.7
Age 55+	55.6	43.3	12.3
HHI below \$75K	57.3	40.1	17.2
HHI \$75K-\$149K	48.8	37.0	11.8
HHI \$150K+	54.4	40.8	13.7
College graduate	51.9	39.1	12.9
Non-college graduate	54.9	39.4	15.5
Children in household	54.7	37.1	17.7
No children in household	52.3	40.9	11.4

Source: GfK MRI's *Survey of the American Consumer*, Spring 2013.

Compared to one year ago, data from GfK MRI's National Study shows an increase of six-and-a-half minutes in the amount of time spent by digital readers with the digital magazines they read. The increase was even greater for those who read only digital magazines. It is premature, however, at this point to declare any sort of trend in time spent with digital magazines; the variations within each year do not point in a consistent direction, and the sample size for digital-only readers is fairly small (109 in Spring 2013).

Table #5
Average # of Minutes Spent Reading by Print vs. Digital Readers

Readers of...	Avg. # of Minutes Spent Reading Printed Edition		Avg. # of Minutes Spent Reading Digital Edition	
	Spring 2012	Spring 2013	Spring 2012	Spring 2013
Any Print	40.9	39.3	47.2	51.0
Any Digital	39.8	42.6	46.9	53.5
Print Only	41.0	39.0		
Digital Only			44.3	69.3

Source: GfK MRI's *Survey of the American*

It is impossible to determine, however, whether the greater amount of time spent with digital magazines as compared to print reflects greater attraction to the format or the presumed tendency for digital editions to be read primarily by members of buyers' households. The average amount of time that digital readers spend with their magazines is close to the average amount of time that primary readers of printed copies spend with those printed versions of the magazines they read (53.2 minutes in GfK MRI's Spring 2013 report). Since pass-along reading of digital copies is most likely within the subscriber's/authenticators home, most digital edition readers are probably primary readers. As a result, digital edition readers may be devoting as much time with their magazines as they do because they (or other household members) are interested enough to buy them, rather than because of the format in which the magazine is delivered. Even so, digital magazines could benefit as an advertising medium if readers continue to engage in them with the same intensity with which print subscribers read their print editions.

Conclusions and Implications for the Future

While digital magazines, at present, reach a relatively small percentage of adults, there are encouraging signs of a promising future for them:

- Penetration of digital editions is growing both in the general public and within the tablet-owning community. As iPad and tablet ownership continues to spread, past trends suggest that digital magazine reading will spread along with it.
- Among digital-only readers especially, the average number of titles consumed appears to be increasing;
- Engagement with digital copies appears strong. Digital readers spend more time with their copies than the average hard-copy reader; Time-spent on digital copies is comparable to that of print subscribers.
- Digital reader profiles are quite attractive. Digital magazines are attracting more educated and affluent readers than their printed counterparts; Digital magazines are more popular with younger readers than older ones, signaling their appeal to the next generation of readers.

Digital magazines also present some questions and challenges to publishers:

- While growth in digital reading among tablet owners has been consistent, it has been modest. Digital readers in the population will likely increase as tablet ownership grows, but publishers need to increase the percentage of readers among tablet owners to have a significant impact on the magazine landscape.
- Digital magazine buyers still show a fair amount of loyalty to the legacy print platform of the magazines they buy, even those who subscribe exclusively to digital editions. Publishers are challenged to understand more thoroughly what role each of these platforms will serve for the magazine consumer and to determine and encourage the most valuable mix of print/digital behaviors.
- While digital editions have surely introduced some “new” readers to titles, there is also some evidence that a portion of digital-only magazine readers have made a “switch” from print.

We are still in the relative infancy of digital edition readership and innovations in the medium will surely continue. It remains to be seen whether forwarding of editions/articles or other pass-along behaviors become more possible and commonplace and/or new distribution models such as Next Issue Media (a “Netflix” like distribution model) increase in popularity. Publishers are challenged to understand the effect these type of innovations and others will have on the time readers spend with digital magazines and their levels of engagement with digital content and ads. If new distribution models take hold, it is foreseeable that the profiles and behaviors of digital readers could change considerably.

Acknowledgements

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The authors would also like to thank James Gagen and Seth Cohen for their assistance in the analysis of these data.

APPENDIX

Table A1
Demographic Comparison of Digital Readers to Print Readers and to iPad Owners
Fall 2011

	% of Any Digital Readers	% of Any Print Readers	% of iPad Owners	Index of Digital to Print Readers	Index of Digital to iPad Owners
Male	57%	46%	53%	124	108
Female	43%	54%	47%	80	91
18-24	28%	13%	11%	215	255
25-34	26%	18%	21%	144	124
35-44	20%	18%	30%	111	67
45-54	14%	19%	19%	74	74
55+	11%	32%	19%	34	58
Median Age	33.5	45.5	41.4		
HHI below \$75K	46%	59%	25%	78	184
HHI \$75K-\$149K	35%	30%	41%	117	85
HHI \$150K+	19%	11%	34%	173	56
College Graduate	42%	30%	58%	140	72

Source: GfK MRI's *Survey of the American Consumer*®, 2011 These data represent one interviewing wave of data, fielded from March-November, 2011

Table A2
Demographic Comparison of Digital Readers to Print Readers and to iPad Owners
Spring 2013

	% of Any Digital Readers	% of Any Print Readers	% of iPad Owners	Index of Digital to Print Readers	Index of Digital to iPad Owners
Male	46%	46%	46	100	100
Female	54%	54%	54	100	100
18-24	21%	13%	11%	162	191
25-34	25%	18%	22%	139	114
35-44	23%	17%	27%	135	85
45-54	20%	18%	19%	111	105
55+	12%	33%	21%	36	57
Median Age	36.6	45.5	41.1		
HHI below \$75K	43%	58%	33%	74	130
HHI \$75K-\$149K	35%	30%	41%	117	85
HHI \$150K+	22%	13%	26%	169	85
College Graduate	49%	31%	52%	158	94

Source: GfK MRI's *Survey of the American Consumer*®, 2013 These data represent one interviewing wave of data, fielded from September, 2012 -April, 2013

Table A3
Demographic Comparison of Digital-Only Readers to Print and Any Digital Readers
Spring 2013

	% of Digital-Only Readers	Index of Digital-Only Readers to Print Readers	Index of Digital-Only Readers to Any Digital Readers
Male	58%	108	117
Female	42%	93	82
18-24	26%	160	124
25-34	37%	145	139
35-44	15%	138	64
45-54	14%	93	82
55+	8%	35	68
Median Age			
HHI below \$75K	50%	73	117
HHI \$75K-\$149K	34%	124	92
HHI \$150K+	17%	172	80
College Graduate	37%	148	83

Source: GfK MRI's *Survey of the American Consumer*®, 2013. These data represent one interviewing wave of data, fielded from September, 2012 -April, 2013