

# WeightWatchers magazine

## DEMOGRAPHICS

Total Adults	10,900,000
Total Women	9,134,000
Total Men	1,766,000
Median Age (Adults)	45.0
Median Age (Women)	45.3
Adults 18-49	6,739,000
Adults 25-54	6,550,000
Att/Grad College+ (Adults)	6,573,000
Att/Grad College+ (Women)	5,595,000
Employed (Adults)	7,020,000
Employed (Women)	5,767,000
Median HHI (Adults)	\$64,610
Median HHI (Women)	\$64,692
Children in HH (under 18)	4,842,000
Live in A&B Counties	7,878,000

Sources: MRI Fall 2011