

Research

Wondertime 2007 Subscriber Study TOTAL WOMEN

	% Comp.	Index
Total Women (as % of adults)	94.8%	183
Age		
18-34	46.5%	158
18-49	89.6%	153
25-34	42.5%	246
25-49	85.6%	185
25-54	87.7%	158
Median Age	35.6 yrs.	
Education		
Attended/Graduated College+	85.9%	158
Graduated College+	63.9%	253
Household Income		
\$40,000+	72.1%	117
\$50,000+	65.2%	124
\$75,000+	45.0%	134
\$100,000+	30.3%	142
Median HHI	\$76,900	145
Occupation		
Employed	56.6%	97
Marital Status		
Married	86.5%	160
Pregnant	8.2%	445
Presence of Children in HH	89.9%	210
Children Under Age 2	38.6%	449
Children Under Age 3	59.1%	473
Children Age 2-5	61.4%	401
Children Age 3-6	49.1%	317
Children Age 6-11	29.7%	151
Children Age 12-17	11.5%	55
Number of Children		
2+ Kids in HH	55.0%	219