

# READER DEMOGRAPHICS

*With mental\_floss, you'll reach an educated, affluent audience*

<b>PAID CIRCULATION</b>	100,000+	
<b>AGE</b>	25 – 34	23.1%
	35 – 44	23.7%
	45 – 54	25.0%
<b>GENDER</b>	Female	68%
	Male	32%
<b>EDUCATION</b>	Bachelor's	36.1%
	Post grad	28.4%
<b>INCOME</b>	\$50K - \$75K	18.2%
	\$75K - \$100K	16.5%
	\$100K - \$150K	18.0%
	\$150K+	18.0%
<b>HOME OWNERSHIP</b>	Own	71.4%
<b>OCCUPATION</b>	Professional	31.5%
	Administrative	9.7%
	Teacher	9.5%
	Technical	7.2%
<b>PASS ALONG</b>	To One Person	37.8%
	To Two or More	22.0%

Source: mental\_floss Reader Demographic Survey; University of Akron; Dec. 2005