



## Research

### Wondertime 2007 Subscriber Study TOTAL WOMEN

	% Comp.	Index
<b>Total Women (as in % of adults)</b>	94.8%	183
<b>Age</b>		
18-34	46.5%	157
18-49	89.6%	152
25-34	42.5%	244
25-49	85.6%	183
25-54	87.7%	157
<b>Median Age</b>	35.6 yrs.	
<b>Education</b>		
Attended/Graduated College+	85.9%	160
Graduated College	63.9%	260
<b>Household Income</b>		
\$40,000+	72.1%	120
\$50,000+	65.2%	129
\$75,000+	45.0%	142
\$100,000+	30.3%	157
<b>Median HHI</b>	\$76,900	151
<b>Occupation</b>		
Employed	56.6%	98
<b>Marital Status</b>		
Married	86.5%	160
Pregnant	8.2%	410
<b>Presence of Children in HH</b>	89.9%	212
Children Under Age 7	81.3%	365
Children Under Age 2	38.6%	444
Children Under Age 3	59.1%	473
Children Age 2-5	61.4%	399
Children Age 3-6	49.1%	327
Children Age 6-11	29.7%	152
<b>Number of Children</b>		
2+ Kids in HH	55.0%	213