

The CHRISTIAN SCIENCE MONITOR



Over 500,000 people
read *The Christian Science
Monitor* daily

	print	online*
Total Daily Readers	56,063	884,000*

Gender

Men	41%	48%
Women	59%	52%

Age

Average (Mean) Age	66	44
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Education

Graduated college	83%	12%
Completed graduate school	47%	37%

Occupation

Owner/Partner	18%	22%
C-level executive (CEO, CFO, etc)	10%	---

Affluent

Median HHI	\$83,000	\$77,500
Household net worth	\$1,058,000	---
Total value of investments	\$533,200	(\$100,000 - \$249,999)

Homeowners

Own home	89%	65.7%
Own Second Home	13%	---

Source: Monitor data via the 2007
Subscriber Study,
MRI Custom Division
*ComScore PLAN METRIX SITE
AUDIENCE PROFILE REPORT -
Dec. 2009

