

Value in billions

Volume in millions

Product	Category	Demographic	Value	Volume	Unit Price
Readers	Age	18 to 24			
Readers	Age	25 to 34			
Readers	Age	35 to 44			
Readers	Age	45 to 54			
Readers	Age	55 to 64			
Readers	Age	65 plus			
Readers	Gender	Female			
Readers	Gender	Male			
Readers	Income	Less than \$25,000			
Readers	Income	\$25,000 to \$34,999			
Readers	Income	\$35,000 to \$49,999			
Readers	Income	\$50,000 to \$74,999			
Readers	Income	\$75,000 to \$99,999			
Readers	Income	\$100,000 to \$149,999			
Readers	Income	\$150,000 to \$199,999			
Readers	Income	\$200,000 or more			
Readers	Race	American Indian or Alaska Native			
Readers	Race	Asian			
Readers	Race	Black or African American			
Readers	Race	East Asian			
Readers	Race	Middle Eastern or North African			
Readers	Race	Multiracial			
Readers	Race	Native Hawaiian or other Pacific Islander			
Readers	Race	Other			
Readers	Race	White			
Readers	Hispanic	No			
Readers	Hispanic	Yes			