

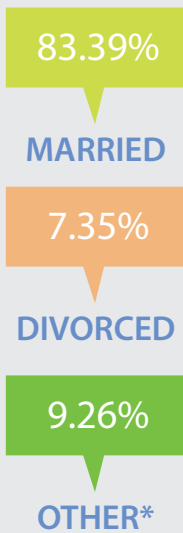
READER SURVEY

nwa Motherload.com

Where moms click!

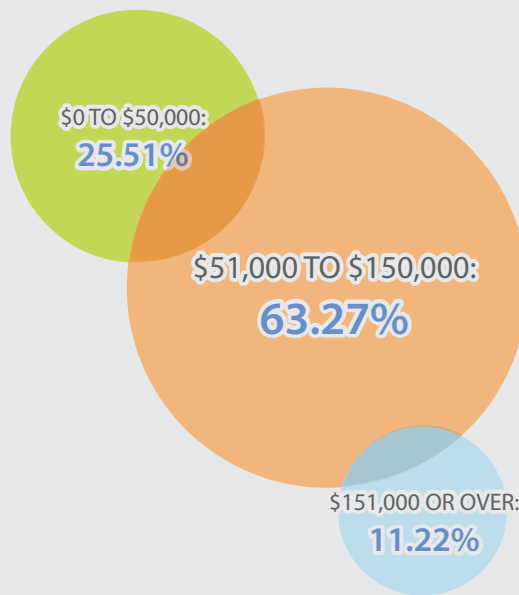
reader demographics

MARITAL STATUS

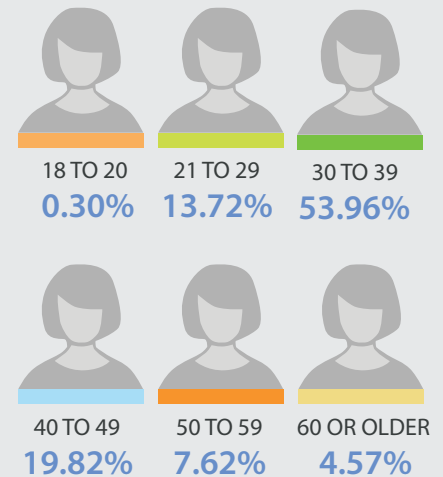


*widowed, separated, domestic partner/civil union, single with significant other, single and never married

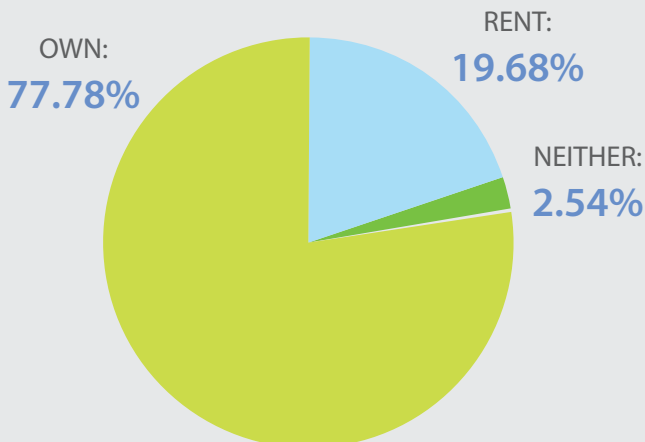
HOUSEHOLD INCOME



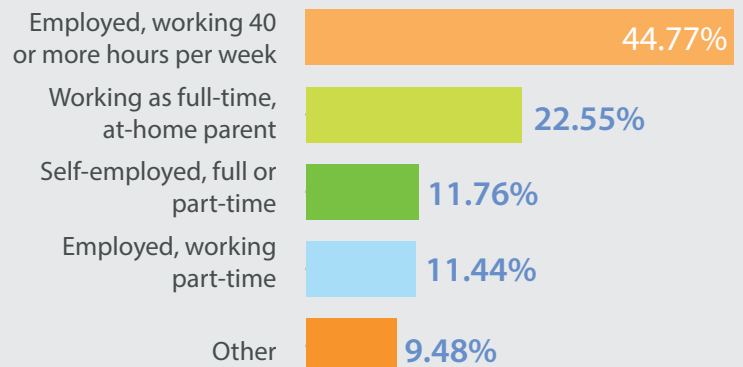
AUDIENCE AGE



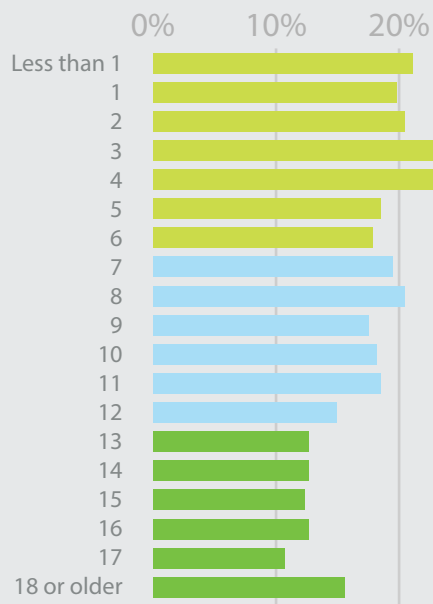
HOME OWNERSHIP



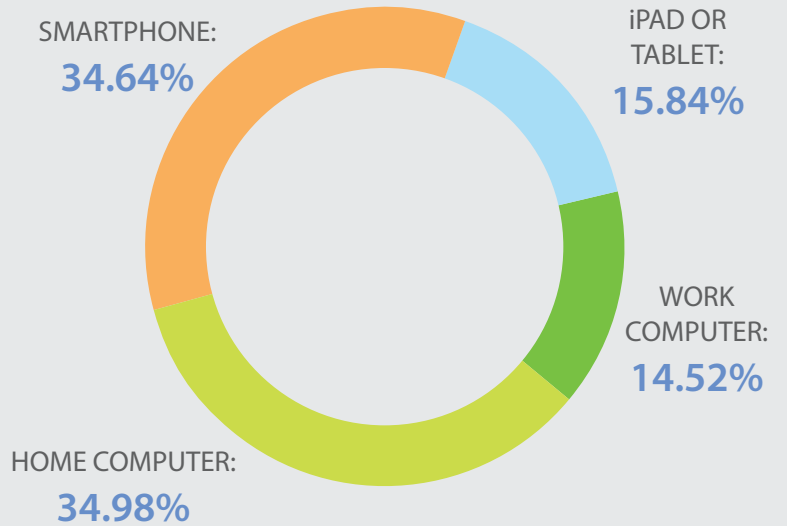
WORKING STATUS



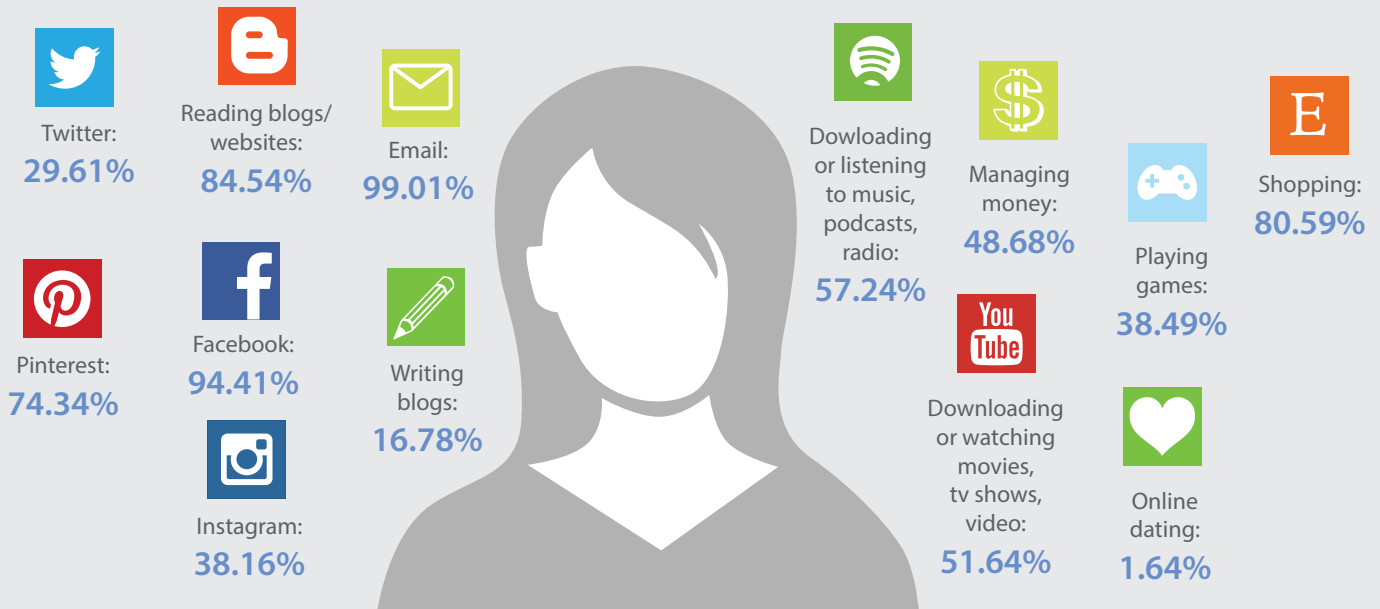
AGES OF CHILDREN



SITE VISITS BY MEDIA TYPE



MEDIA USAGE



USERS SAY THEY

