

# MMR READER PROFILE

RELATIONSHIP	AUDIENCE (000)	COVERAGE (%)	COMP (%)
Adults	2,328	4.0	100.0
Men	1,004	3.4	43.1
Women	1,324	4.6	56.9
<b>AGE</b>			
25-49	967	3.5	41.5
25-54	1,298	3.7	55.8
25-34	184	2.4	7.9
35-44	445	3.6	19.1
35-54	1,113	4.1	47.8
45-54	669	4.5	28.7
55+	917	5.9	39.4
Median Age: 51			
<b>MARITAL STATUS</b>			
Married	1,844	4.5	79.2
<b>EDUCATION</b>			
Att-Grad College+	2,005	4.4	86.1
Graduated College+	1,510	4.8	64.9
<b>OCCUPATION</b>			
Prof/Managerial	1,483	4.2	63.7
Any Chief Officer	436	5.4	18.7
<b>HOUSEHOLD INCOME</b>			
\$150,000+	1,230	5.0	52.8
\$200,000+	714	6.1	30.7
\$300,000+	318	7.2	13.7
Median HHI: \$155,736			
<b>HH NET WORTH</b>			
\$1 Million+	860	5.7	36.9
Median HH Net Worth: \$753,157			
<b>HOME VALUE</b>			
\$250,000+	1,726	4.7	74.1
\$500,000+	741	5.9	31.8
\$750,000+	380	7.4	16.3
\$1,000,000+	182	8.0	7.8
Median Home Value: \$412,457			
<b>TRAVEL</b>			
Currently Own Valid Passport	1,925	5.0	82.7
5+ Foreign Air Round-Trips Past Year	103	9.6	4.4
5+ Domestic Air Round-Trips Past Year	875	5.2	37.6
11+ Total Air Round-Trips Past Year	470	6.4	20.2