

MMR READER PROFILE

RELATIONSHIP	AUDIENCE (000)	COVERAGE (%)	COMP (%)
Adults	2,647	6.1	100.0
Men	1,256	5.8	47.4
Women	1,391	6.5	52.6
AGE			
25-49	1,168	5.1	44.1
25-54	1,564	5.3	59.1
25-34	213	4.1	8.0
35-44	565	5.0	21.3
35-54	1,351	5.6	51.0
45-54	785	6.0	29.7
55+	1,051	8.2	39.7
Median Age: 52			
MARITAL STATUS			
Married	2,294	6.0	86.7
EDUCATION			
Att-Grad College+	2,266	6.5	85.6
Graduated College+	1,660	6.4	62.7
OCCUPATION			
Prof/Managerial	1,306	5.9	49.3
Any Chief Officer	518	7.0	19.6
HOUSEHOLD INCOME			
\$150,000+	1,370	7.8	51.8
\$200,000+	702	8.8	26.5
\$300,000+	335	10.6	12.7
Median HHI: \$152,902			
HH NET WORTH			
\$1 Million+	1,042	8.1	39.4
Median HH Net Worth: \$795,990			
HOME VALUE			
250,000	2,098	6.6	79.3
\$500,000+	972	8.6	36.7
\$750,000+	480	10.2	18.1
\$1,000,000+	243	10.6	9.2
Median Home Value: \$432,817			
TRAVEL			
Currently Own Valid Passport	2,183	7.6	82.5
5+ Foreign Air Round-Trips Past Year	377	13.9	14.2
5+ Domestic Air Round-Trips Past Year	1,543	7.3	58.3
11+ Total Air Round-Trips Past Year	681	9.1	25.7