

MRI READER PROFILE

READERSHIP	AUDIENCE (000)	COVERAGE (%)	COMP (%)
Adults	5,330	2.3	100
Men	2,062	1.8	38.7
Women	3,268	2.7	61.3
AGE			
25-49	2,468	2.4	46.3
25-54	3,152	2.5	59.1
25-34	899	2.2	16.9
35-44	1,002	2.5	18.8
35-54	2,253	2.6	42.3
45-54	1,251	2.8	23.5
55-64	1,065	3.0	20.0
55+	1,955	2.6	36.7
Median Age: 49.8			
MARITAL STATUS			
Married	3,245	2.6	60.9
EDUCATION			
Att-Grad College+	4,316	3.4	81.0
Graduated College+	2,699	4.3	50.6
OCCUPATION			
Prof/Managerial	2,082	4.0	39.1
Top Executives*	1,360	4.1	25.5
HOUSEHOLD INCOME			
\$60,000+	3,926	3.5	73.7
\$75,000+	3,472	3.9	65.1
\$100,000+	2,562	4.5	48.1
\$150,000+	1,311	5.7	24.6
\$200,000+	740	7.3	13.9
Median HHI: \$97,170			
HOME OWNERSHIP			
Own Home	4,195	2.7	78.7
HOME VALUE			
\$200,000+	2,778	3.7	52.1
\$500,000+	791	5.4	14.8
Median Home Value: \$279,524			

*Includes: President/V.P./Treasurer/CEO/CFO/Board Member/General Manager/Owner-Partner/Manager

SOURCE: 2011 Fall MRI