

MRI READER PROFILE

READERSHIP	AUDIENCE (000)	COVERAGE (%)	COMP (%)
Adults	4,790	2.1	100
Men	2,147	2.0	44.8
Women	2,642	2.3	55.2
AGE			
25-49	2,272	2.2	47.4
25-54	2,913	2.3	60.8
25-34	597	1.5	12.5
35-44	1,071	2.6	22.4
35-54	2,317	2.7	48.4
45-54	1,246	2.8	26.0
55-64	1,066	3.1	22.3
55+	1,717	2.4	35.8
Median Age: 49.7			
MARITAL STATUS			
Married	2,982	2.4	62.3
EDUCATION			
Att- Grad College+	4,048	3.2	84.5
Graduated College+	2,527	4.1	52.8
OCCUPATION			
Prof/Managerial	1,813	3.5	37.8
Top Executives*	1,223	3.6	25.5
HOUSEHOLD INCOME			
\$60,000+	3,703	3.3	77.3
\$75,000+	3,257	3.7	68.0
\$100,000+	2,480	4.3	51.8
\$150,000+	1,378	5.6	28.8
\$200,000+	775	7.5	16.2
Median HHI: \$103,876			
HOME OWNERSHIP			
Own Home	3,800	2.4	79.3
HOME VALUE			
\$200,000+	2,863	3.5	59.8
\$500,000+	1,021	6.1	21.3
Median Home Value: \$319,932			

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

SOURCE: 2010 Spring MRI