

TRAVEL + LEISURE
FAMILY

MRI READER PROFILE

READERSHIP	AUDIENCE (000)	COMP (%)	INDEX
Adults	1,503	100.0	100
Men	653	43.4	90
Women	851	56.6	110
AGE			
25-49	1,218	81.0	177
25-54	1,348	89.7	162
35-44	665	44.2	247
35-54	1,076	71.6	191
Median Age: 42.2			
MARITAL STATUS			
Married	1,091	72.6	133
CHILDREN IN HH			
Any kids under 18 years	1,503	100.0	246
Kids under 2 years old	167	11.1	149
Kids 2-5 years old	405	26.9	180
Kids 6-11 years old	763	50.8	275
Kids 12-17 years old	860	57.2	292
EDUCATION			
Att- Grad College+	1,242	82.6	150
Graduated College+	663	44.1	162
OCCUPATION			
Prof/Managerial	539	35.9	159
Top Executives*	439	29.2	196
HOUSEHOLD INCOME			
\$60,000+	1,154	76.8	154
\$75,000+	985	65.5	169
\$100,000+	765	50.9	202
\$150,000+	397	26.4	254
\$200,000+	185	12.3	263
Median HHI: \$101,808			
HOME OWNERSHIP			
Own Home	1,137	75.6	108
Home Value \$200,000+	839	55.8	166
Home Value \$500,000+	232	15.4	223
Median Home Value: \$272,958			

*Includes: President/V.P./Treasurer/CEO/CFO/Board Member/General Manager/Owner-Partner/Manager
 Note: Travel + Leisure Family Publisher Defined Group based on Travel + Leisure readers with children (age 0-17) in household
 SOURCE: 2011 Spring MRI