

MRI Spring 2011 Demographic Profile

AUDIENCE: 10,251,000

AUDIENCE RATIO	AUDIENCE (000)	% COMPOSITION
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Female	9,417	92
Male	833	8

TOTAL ADULTS

AGE		
18 - 24	2,265	22
25 - 34	2,805	27
35 - 54	3,863	38
50+	2,093	20

Median Age: 35.3

HOUSEHOLD INCOME

\$100,000+	3,976	39
\$75,000+	5,524	54
\$60,000+	6,392	62
\$50,000+	7,225	71

Median HHI: \$81,434

EDUCATION

Att/Grad College+	7,740	76
Graduated College+	4,086	40

EMPLOYMENT

Employed	7,209	70
Professional/Managerial	3,213	31

HOME OWNERSHIP

Own Home	6,631	65
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MARITAL STATUS/CHILDREN

Single/Wid/Div/Sep	5,566	54
Married	4,685	46
Any Children in HH	5,357	52