



2010 SPRING MRI DEMOGRAPHIC PROFILE

AUDIENCE	8,032,000	EMPLOYMENT:	
READERS PER COPY	7.26	Employed	73.1%
Men	89.1%	Sales/Office Occup	15.9%
Women	10.9%	Nat Res/Const/Maint	11.3%
Married	53.8%	Prof/Managerial	22.2%
Own Home	71.7%	EDUCATION:	
Parent	32.0%	Attn Grad Coll+	55.7%
HHI:		Grad Coll+	23.8%
HHI \$50,000+	70.0%	RACE:	
HHI \$75,000+	49.5%	White/Caucasian	75.4%
HHI \$100,000+	31.7%	Black/African American	10.7%
Median HHI	\$74,312	Other	4.1%
AGE:		Asian	2.6%
18-24	17.5%	Hispanic	3.5%
18-34	42.6%		
25-54	61.6%		
35-64	50.2%		
Median Age	38.2		

