



Automobile Magazine

2010 MRI Spring Demographic Profile

AUDIENCE (000) 4,600,000

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Men 81.4%

Women 18.6%

Married 52.5%

Own Home 63.7%

Parent 33.0%

HHI:

HHI \$50,000+ 53.3%

HHI \$75,000+ 32.4%

HHI \$100,000+ 20.0%

Median HHI \$52,719

AGE:

18-24 17.6%

18-34 36.9%

25-54 63.2%

35-64 55.2%

Median Age 39.8

RACE:

White/Caucasian 54.4%

Black/African American 24.7%

Other 3.8%

Asian 3.3%

Hispanic 3.7%

EMPLOYMENT:

Employed 63.5%

Sales/Office Occup 12.8%

Nat Res/Const/Maint 8.6%

Prof/Managerial 22.17%

EDUCATION:

Attn Grad College+ 42.7%

Grad College+ 17.8%

