

reader profile

MRI Spring 2009

WOMEN



	AUDIENCE (000)	% COMP	INDEX
WOMEN	1,388	100	100
AGE 25-54	971	70	127
AGE 35-54	899	65	171
AGE 45-54	613	44	229
AGE 35+	1,296	93	132
MEDIAN AGE	51		
HHI \$50,000+	1,179	85	156
HHI \$75,000+	857	62	172
HHI \$100,000+	637	46	199
MEDIAN HHI	\$93,550		
EMPLOYED	958	70	121
PROFESSIONAL/MANAGERIAL	554	40	175
2+ EMPLOYED IN HOUSEHOLD	542	39	143
MARRIED	964	70	130
ATTENDED COLLEGE	1,123	81	147
GRADUATED COLLEGE+	732	53	201
OWN HOME	1,145	83	119
MEDIAN HOME VALUE	\$308,157		