

# READER PROFILE

2008 Fall MRI  
WOMEN

	AUDIENCE (000)	% COMP	INDEX
WOMEN	1,526	100.0	100
AGE 25-49	609	40	87
AGE 25-54	1,065	70	126
AGE 35-54	965	63	166
AGE 45-54	742	49	252
AGE 35+	1,382	91	128
MEDIAN AGE	51		
HHI \$50,000+	1,272	83	156
HHI \$75,000+	987	65	186
HHI \$100,000+	785	51	229
MEDIAN HHI	\$103,372		
EMPLOYED	1,134	74	128
PROFESSIONAL/MANAGERIAL	622	41	179
2+ EMPLOYED IN HOUSEHOLD	593	39	138
MARRIED	1,000	66	121
ANY CHILDREN	566	37	85
ATTENDED COLLEGE	1,165	76	140
GRADUATED COLLEGE+	699	46	177
OWN HOME	1,218	80	114
MEDIAN HOME VALUE	\$387,492		



SMART TALK FOR SMART WOMEN

# More