

we are More

2005 FALL MRI

Adult Demographic
Profile in More



	AUDIENCE (000)	% COMP	INDEX
Adults	4,400	100.0	100
Women	3,871	88.0	170
Men	529	12.0	25
Married	3,101	70.5	125
Sep/Wid/Div	844	19.2	103
Single	456	10.4	42
Any Children in HH	1,833	41.7	100
Employed	3,119	70.9	110
Prof/Managerial	1,824	41.5	183
2+ Employed in HH	2,301	52.3	105
Age 18-24	38	0.9	7
Age 25-34	94	2.1	12
Age 35-44	1,589	36.1	178
Age 45-54	1,227	27.9	146
Age 55-64	1,144	26.0	197
Age 65+	308	7.0	43
Median Age	48.7		
HHI \$50,000+	3,449	78.4	151
HHI \$75,000+	2,714	61.7	191
HHI \$100,000+	2,052	46.6	243
Median HHI	\$94,396		
Attended College+	3,535	80.3	153
Graduated College+	2,145	48.7	193
Own Home	3,637	82.7	117
Median Value of Owned Home	\$336,763		

Prototype: Real Simple and InStyle
RPC: 4.00

Smart Talk for Smart Women