

we are More

2005 FALL MRI

Female Demographic
Profile in More



	AUDIENCE (000)	% COMP	INDEX
Women	3,871	100.0	100
Married	2,681	69.3	127
Sep/Wid/Div	798	20.6	86
Single	392	10.1	47
Any Children in HH	1,587	41.0	93
Employed	2,687	69.4	121
Prof/Managerial	1,594	41.2	188
2+ Employed in HH	1,994	51.5	111
Age 18-24	36	0.9	8
Age 25-34	83	2.1	12
Age 35-44	1,361	35.2	177
Age 45-54	1,108	28.6	151
Age 55-64	1,012	26.1	196
Age 65+	272	7.0	39
Median Age	48.9		
HHI \$50,000+	3,004	77.6	159
HHI \$75,000+	2,347	60.6	201
HHI \$100,000+	1,788	46.2	259
Median HHI	\$93,415		
Attended College+	3,113	80.4	153
Graduated College+	1,860	48.0	199
Own Home	3,215	83.1	118
Median Value of Home	\$332,722		

Prototype: Real Simple and InStyle
RPC: 3.52

Smart Talk for Smart Women