

MRI Fall 2016



AUDIENCE PROFILE: ADULTS

	Audience (000)	Coverage (%)	Comp (%)	Index
Adults	41,417	16.94	100.00	100
Men	12,508	10.60	30.20	63
Women	28,910	22.84	69.80	135
Readers-per-copy	12.02			

AGE

18-24	5,098	16.77	12.31	99
21+	39,266	16.95	94.81	100
21-29	5,962	15.34	14.40	91
25-34	6,524	15.03	15.75	89
35-44	6,706	16.64	16.19	98
45-54	8,192	18.96	19.78	112
55+	14,898	17.08	35.97	101
65+	7,605	16.38	18.36	97
18-34	11,622	15.75	28.06	93
18-49	22,233	16.49	53.68	97
25-54	21,422	16.88	51.72	100
35-54	14,898	17.84	35.97	105
Women & Age 18-34	8,403	22.75	20.29	134
Women & Age 25-54	15,015	23.30	36.25	138
Median Age	48			

EDUCATION

High School Graduate+	37,748	17.59	91.14	104
Any College	25,791	18.13	62.27	107
Grad Coll+	12,576	17.26	30.36	102

HOUSEHOLD INCOME

\$50,000+	26,204	17.48	63.27	103
\$60,000+	23,157	17.62	55.91	104
\$75,000+	18,862	17.71	45.54	105
\$100,000+	13,774	18.47	33.26	109
\$150,000+	6,413	18.78	15.48	111
Median HHI	\$68,551			

EMPLOYMENT

Employed	24,801	16.61	59.88	98
Professional/Managerial	10,114	17.11	24.42	101

	Audience (000)	Coverage (%)	Comp (%)	Index
--	-------------------	-----------------	-------------	-------

HOUSEHOLD

Any Kids < 18 Years in HH	16,123	16.73	38.93	99
Any Kids 12-17	8,146	17.63	19.67	104
Any Kids 6-11	8,036	17.15	19.40	101
Any Kids < 6	7,753	15.74	18.72	93
Moms	11,666	22.47	28.17	133
Moms and Any Kids < 6	5,587	20.56	13.49	121
Moms and Any Kids 6-11	5,663	22.28	13.67	132
Moms and Any Kids 12-17	5,873	23.81	14.18	141

MARITAL STATUS

Never married	11,631	16.83	28.08	99
Now married	21,589	16.70	52.12	99
Legally separated/ widowed/divorced	8,198	17.75	19.79	105
Engaged	2,318	19.61	5.60	116

CENSUS REGIONS

North East	8,630	19.56	20.84	115
South	14,664	15.91	35.41	94
Midwest	8,576	16.43	20.71	97
West	9,547	17.03	23.05	101

RACE

White only	30,214	16.77	72.95	99
Black/African American only	5,627	19.01	13.59	112
Other race	5,577	16.04	13.46	95
Hispanic	6,507	17.26	15.71	102