

People

MRI FALL 2015

AUDIENCE PROFILE: ADULTS

	AUD (000)	% COMP.	% COVG.	INDEX
ADULTS				
Total Adults	38,853	100.0	16.2	100
Men	10,703	27.6	9.2	57
Women	28,150	72.5	22.6	140
Readers-per-copy	11.10			
AGE				
18-24	5,455	14.0	18.1	112
21+	36,841	94.8	16.1	100
21-29	6,480	16.7	16.5	102
25-34	6,191	15.9	14.5	90
35-44	6,464	16.6	16.2	100
45-54	7,699	19.8	17.9	111
55+	13,042	33.6	15.4	95
65+	6,437	16.6	14.4	89
18-34	11,647	30.0	16.0	99
18-49	21,859	56.3	16.4	101
25-54	20,355	52.4	16.2	100
35-54	14,163	36.5	17.0	106
Women, 18-34	8,393	21.6	23.1	143
Women, 25-54	14,667	37.8	23.0	142
Median Age	46.8			
EDUCATION				
High School Graduate+	34,776	89.5	16.5	102
Any College	24,341	62.7	17.4	108
Grad Coll+	11,759	30.3	16.7	103
HOUSEHOLD INCOME				
\$50,000+	23,981	61.7	16.7	104
\$60,000+	21,395	55.1	17.2	106
\$75,000+	17,268	44.4	17.4	108
\$100,000+	11,710	30.1	17.6	109
\$150,000+	5,211	13.4	17.9	111
Median HHI	\$67,155			
EMPLOYMENT				
Employed	24,469	63.0	16.8	104
Professional/Managerial	9,529	24.5	16.7	103
HOUSEHOLD				
Any Kids <18 years in HH	16,754	43.1	17.6	109
Any Kids 12-17 in HH	8,129	20.9	18.5	115
Any Kids 6-11 in HH	7,822	20.1	18.0	111
Any Kids <6 in HH	7,740	19.9	17.1	106
Moms	12,320	31.7	24.0	149
Moms and Any Kids <6 in HH	5,628	14.5	22.9	142
Moms and Any Kids 6-11 in HH	5,687	14.6	24.3	150
Moms and Any Kids 12-17 in HH	5,936	15.3	24.9	154
Never married	10,804	27.8	16.1	99
Now married	20,067	51.7	15.7	97
Legally separated/widowed/divorced	7,982	20.5	17.7	109
Engaged	2,320	6.0	21.2	131
CENSUS REGIONS				
North East	8,732	22.5	20.0	124
South	12,903	33.2	14.3	88
Midwest	8,612	22.2	16.7	104
West	8,606	22.2	15.7	97
RACE				
White only	28,371	73.0	16.0	99
Black/African American	5,202	13.4	17.9	111
All Others	5,279	13.6	15.7	97
Hispanic	6,193	15.9	16.9	105