

USA TODAY

Demographic Profile

MRI Spring 2009

	Audience (000)	Comp (%)	Index
Total Readers	3,739	100	
Men	2,598	70	144
Women	1,140	31	59
Age 18-49	2,212	59	99
Age 25-54	2,375	64	113
Age 35-54	1,723	46	120
Median Age	47		
Average Age	47		
Attended college or beyond	2,606	70	129
College graduate or beyond	1,408	38	142
Professional/Managerial	1,018	27	117
Top Management	472	13	137
Top/Middle Management	830	22	140
Influentials	548	15	173
Employed	2,876	77	122
HHI \$50,000 or more	2,710	73	126
HHI \$60,000 or more	2,316	62	126
HHI \$75,000, or more	1,889	51	133
HHI \$100,000 or more	1,419	38	155
HHI \$200,000 or more	388	10	230
Median household income	\$76,073		
Average household income	\$97,447		
Any children in household	1,341	36	89
Children 2-11	881	24	89
Children 12-17	663	18	91
Own a home	2,278	74	107

SOURCE: MRI Spring 2009



We're all in this together.