



MRI READER PROFILE

	AUD. (000)	COMP %
ADULTS.....	2,321	
WOMEN	1,709	74%
MEN.....	612	26%
READERS PER COPY	4.4	

AGE

AGE 25-54	1,179	51%
AGE 35+	1,654	71%
MEDIAN AGE	45.9	

EDUCATION

ATTENDED COLLEGE	1,391	60%
GRADUATED COLLEGE+	667	29%

EMPLOYMENT

EMPLOYED	1,313	57%
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HOUSEHOLD INCOME

\$75,000+	1,061	46%
\$100,000+	807	35%
MEDIAN HHI	\$68,337	
MEDIAN HH NET WORTH	\$192,967	

HOME OWNERSHIP

OWNS HOME	1,281	55.2%
A/B COUNTY	1,831	79%