

FOOD & WINE

READER PROFILE

MRI SPRING 2011

READERSHIP

	AUDIENCE (000)	COMPOSITION (%)	INDEX
Total Adults	7,420	100	100
Men	2,893	39	81
Women	4,527	61	118
A/B County	5,965	80	112

AGE

Age 25-49	3,535	48	104
Age 25-54	4,350	59	106
Median Age 46.5			

EDUCATION

Attended College+	5,422	73	133
Graduated College+	3,387	46	168

OCCUPATION

Employed	5,174	70	116
Full Time Employed	4,042	55	114
Professional/Managerial	2,374	32	142

HOUSEHOLD INCOME

HHI \$50,000+	5,477	74	127
HHI \$60,000+	4,890	66	133
HHI \$75,000+	4,159	56	145
HHI \$100,000	2,974	40	159
Median HHI: \$84,480			

PERSONAL INCOME

IEI \$50,000+	2,467	33	155
Median IEI: \$47,736			

DEMOGRAPHIC CROSSTABS

Age 25-54/HHI \$75,000+	2,651	36	142
Age 25-49/Dual Income/ HHI \$75,000+	1,467	20	155
Age 25-49/HHI \$75,000+/ Children in Household	1,298	18	131

Total U.S Adult Index=100