



READ US, TALK US, TRUST US

WWW.USMAGAZINE.COM

HOME | **DEMOGRAPHICS** | CIRCULATION | RATES & SPECS | EDITORIAL CALENDAR | SIGNATURE INITIATIVES | CUSTOM SECTIONS | PRESS | CONTACT

2009 FALL MRI | 2009 MRI DOUBLEBASE | MRI AUDIENCE TREND | PRINT

DEMOGRAPHICS



MRI Fall 2009	Aud (000)	% Comp
Adults	13,310	100%
Men	3,028	23%
Women	10,282	77%
Age 18 to 24	3,651	27%
Age 25 to 34	4,204	32%
Age 35 to 44	2,526	19%
Age 45 to 54	1,812	14%
Age 55+	1,118	8%
Age 18 to 34	7,855	59%
Age 18 to 49	11,459	86%
Age 25 to 49	7,808	59%
Age 25 to 54	8,541	64%
Median Age	31.8	

MRI Doublebase 2009	Aud (000)	% Comp
Adults	11,667	100%
Men	3,098	27%
Women	8,569	73%
Age 18 to 24	2,894	25%
Age 25 to 34	3,811	33%
Age 35 to 44	2,646	23%
Age 45 to 54	1,436	12%
Age 55+	880	8%
Age 18 to 34	6,705	58%
Age 18 to 49	10,161	87%
Age 25 to 49	7,267	62%
Age 25 to 54	7,893	68%
Median Age	32.3	

HHI \$100,000+	4,165	31%
HHI \$75,000+	6,610	50%
HHI \$60,000+	8,117	61%
HHI \$50,000+	8,974	67%
HHI \$40,000+	10,224	77%
HHI \$30,000+	11,226	84%
Median HHI	\$74,556	
Employed	9,673	73%
Professional/Managerial	3,640	27%

Any College	9,041	68%
Grad College+	4,038	30%
Attending College	2,083	16%

Single	5,604	42%
Married	6,160	46%
Any Kids in HH	6,817	51%

Own Home	8,106	61%
Median Value of Home	\$224,672	

White	9,941	75%
Black	1,606	12%
Asian	499	4%
Other	1,456	11%
Spanish/Hispanic Origin	2,064	16%

Metropolitan CBSA	12,021	90%
A/B County	10,769	81%
C/D County	2,541	19%

Source: MRI Fall 2009

HHI \$100,000+	3,806	33%
HHI \$75,000+	5,579	48%
HHI \$60,000+	6,960	60%
HHI \$50,000+	7,775	67%
HHI \$40,000+	8,792	75%
HHI \$30,000+	9,609	82%
Median HHI	\$72,234	
Employed	8,775	75%
Professional/Managerial	3,239	28%

Any College	7,962	68%
Grad College+	3,623	31%
Attending College	1,882	16%

Single	4,745	41%
Married	5,529	47%
Any Kids in HH	5,848	50%

Own Home	7,260	62%
Median Value of Home	\$251,829	

White	8,900	76%
Black	1,370	12%
Asian	398	3%
Other	1,136	10%
Spanish/Hispanic Origin	1,720	15%

Metropolitan CBSA	10,363	89%
A/B County	9,254	79%
C/D County	2,413	21%

Source: MRI Doublebase 2009

MRI Audience Trend	Fall 2009	Spring 2009	Fall 2008	Spring 2008	Fall 2007	Spring 2007
Total Audience (000)	13,310	12,072	11,461	11,238	11,793	11,656
Male Audience (000)	3,028	3,159	3,082	3,044	3,489	3,398
% Male	23%	26%	27%	27%	30%	29%
Female Audience (000)	10,282	8,913	8,378	8,194	8,304	8,258
% Female	77%	74%	73%	73%	70%	71%
Median Age	31.8	31.9	31.4	33.0	32.9	31.4

Median HHI	\$74,556	\$73,032	\$70,921	\$72,035	\$70,292	\$64,474
Any College	68%	69%	69%	68%	67%	67%
Readers per Copy	7.04	6.52	6.20	6.10	6.74	6.88

[back to top](#)

© 2010 *Us Weekly*