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2010 SPRING MRI | 2009 MRI DOUBLEBASE | MRI AUDIENCE TREND | PRINT

DEMOGRAPHICS



| MRI Spring 2010 | Aud (000) | % Comp |
|---------------------|-----------|--------|
| Adults | 13,990 | 100% |
| Men | 3,372 | 24% |
| Women | 10,618 | 76% |
| Age 18 to 24 | 3,553 | 25% |
| Age 25 to 34 | 4,447 | 32% |
| Age 35 to 44 | 2,817 | 20% |
| Age 45 to 54 | 1,968 | 14% |
| Age 55+ | 1,205 | 9% |
| Age 18 to 34 | 8,000 | 57% |
| Age 18 to 49 | 11,940 | 85% |
| Age 25 to 49 | 8,387 | 60% |
| Age 25 to 54 | 9,232 | 66% |
| Median Age | 32.5 | |

| 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+ | 4,639 | 33% |
| HHI \$75,000+ | 7,106 | 51% |
| HHI \$60,000+ | 8,600 | 62% |
| HHI \$50,000+ | 9,608 | 69% |
| HHI \$40,000+ | 10,915 | 78% |
| HHI \$30,000+ | 11,992 | 86% |
| Median HHI | \$76,124 | |
| Employed | 10,036 | 72% |
| Professional/Managerial | 3,729 | 27% |

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|--------------------------|-------|-----|
| Any College | 9,229 | 66% |
| Grad College+ | 4,128 | 30% |
| Attending College | 2,189 | 16% |

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|-----------------------|-------|-----|
| Single | 6,158 | 44% |
| Married | 6,304 | 45% |
| Any Kids in HH | 7,336 | 52% |

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|-----------------------------|-----------|-----|
| Own Home | 8,662 | 62% |
| Median Value of Home | \$226,405 | |

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|--------------------------------|--------|-----|
| White | 10,321 | 74% |
| Black | 1,848 | 13% |
| Asian | 461 | 3% |
| Other | 1,481 | 11% |
| Spanish/Hispanic Origin | 2,015 | 14% |

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|--------------------------|--------|-----|
| Metropolitan CBSA | 12,540 | 90% |
| A/B County | 11,288 | 81% |
| C/D County | 2,702 | 19% |

Source: MRI Spring 2010

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|--------------------------------|----------|-----|
| 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% |

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

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

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

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

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

Source: MRI Doublebase 2009

| MRI Audience Trend | Spring 2010 | Fall 2009 | Spring 2009 | Fall 2008 | Spring 2008 | Fall 2007 |
|------------------------------|--------------------|------------------|--------------------|------------------|--------------------|------------------|
| Total Audience (000) | 13,990 | 13,310 | 12,072 | 11,461 | 11,238 | 11,793 |
| Male Audience (000) | 3,372 | 3,028 | 3,159 | 3,082 | 3,044 | 3,489 |
| % Male | 24% | 23% | 26% | 27% | 27% | 30% |
| Female Audience (000) | 10,618 | 10,282 | 8,913 | 8,378 | 8,194 | 8,304 |
| % Female | 76% | 77% | 74% | 73% | 73% | 70% |
| Median Age | 32.5 | 31.8 | 31.9 | 31.4 | 33.0 | 32.9 |

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|-------------------------|----------|----------|----------|----------|----------|----------|
| Median HHI | \$76,124 | \$74,556 | \$73,032 | \$70,921 | \$72,035 | \$70,292 |
| Any College | 66% | 68% | 69% | 69% | 68% | 67% |
| Readers per Copy | 7.47 | 7.04 | 6.52 | 6.20 | 6.10 | 6.74 |

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