

Demographic Profile – Adults

	AUD (000)	% COMP	INDEX (U.S. = 100)
AUDIENCE			
Total	11,281		
Women	9,297	82.4%	159
Men	1,984	17.6%	36
READERS PER COPY			
Readers Per Copy	6.00		
Women	4.94		
Men	1.05		
PRINCIPAL SHOPPERS (DECISION MAKERS)			
Adults	9,240	81.9%	129
AGE			
Median Age	48.79		
Age 25-54	7,029	62.3%	111
Age 35-44	2,439	21.6%	114
Age 35-49	3,875	34.3%	118
Age 35-54	5,453	48.3%	126
Age 35+	9,168	81.3%	117
EDUCATION			
Att/Grad College+	7,701	68.3%	126
Grad College+	4,307	38.2%	144
STATUS			
Married	7,434	65.9%	119
OCCUPATION			
Employed	7,540	66.8%	106
Full Time	6,056	53.7%	104
Prof/I/Mngrl	4,034	35.8%	154



	AUD (000)	% COMP	INDEX (U.S. = 100)
HOUSEHOLD INCOME			
Median HHI	\$81,621		
HHI \$40,000+	8,799	78.0%	117
HHI \$50,000+	8,063	71.5%	124
HHI \$75,000+	6,161	54.6%	143
HHI \$100,000+	4,196	37.2%	151
HHI \$150,000+	1,927	17.1%	167
HOME			
Median Home Value	\$256,868		
Own Home	8,678	76.9%	111
Home Value \$75,000+	8,076	71.6%	115
Home Value \$100,000+	7,717	68.4%	119
Home Value \$300,000+	5,628	49.9%	137

Source: 2009 MRI Spring; Base of Adults

CookingLight

DEMOGRAPHICS

Demographic Profile – Women

	AUD (000)	% COMP	INDEX (U.S. = 100)
AUDIENCE			
Women	9,297		
READERS PER COPY			
Women	4.94		
PRINCIPAL SHOPPERS (DECISION MAKERS)			
Female	8,283	89.1%	105
AGE			
Median Age	49.00		
Age 25-54	5,707	61.4%	111
Age 35-44	1,995	21.5%	116
Age 35-49	3,092	33.3%	116
Age 35-54	4,361	46.9%	124
Age 35+	7,521	80.9%	115
EDUCATION			
Att/Grad College+	6,352	68.3%	124
Grad College+	3,576	38.5%	146
STATUS			
Married	6,051	65.1%	121
OCCUPATION			
Employed	6,046	65.0%	114
Full Time	4,675	50.3%	118
Prof/I/Mngrl	3,262	35.1%	153



	AUD (000)	% COMP	INDEX (U.S. = 100)
HOUSEHOLD INCOME			
Median HHI	\$79,195		
HHI \$40,000+	7,099	76.4%	121
HHI \$50,000+	6,449	69.4%	127
HHI \$75,000+	4,901	52.7%	147
HHI \$100,000+	3,395	36.5%	159
HHI \$150,000+	1,514	16.3%	170
HOME			
Median Home Value	\$252,737		
Own Home	7,162	77.0%	111
Home Value \$75,000+	6,568	70.6%	114
Home Value \$100,000+	6,287	67.6%	118
Home Value \$150,000+	4,612	49.6%	137

Affluent Readers

	AUD (000)	% COMP
ADULTS		
Adults	3,078	100.0%
Women	2,356	76.5%
Median Age	50.2	
EDUCATION		
Att/Grad. College+	2,622	85.2%
Grad. College+	1,889	61.4%
STATUS		
Married	2,735	88.9%
OCCUPATION		
Employed	2,273	73.8%
Full Time	1,765	57.3%
Prof/I/Mngrl	1,546	50.2%
INCOME/HOME		
Median HHI	\$144,943	
Med. Value Fin Accts.–Incl. Home	\$903,097	
Med. Value Fin Accts.–Excl. Home	\$429,450	
Millionaire Households	1,347	43.8%
Own Home	2,983	96.9%

