

Delivers the Right Consumers

Every Marketer's Dream

Demographic Profile: MRI

Total Adults	3,324,000
Male/Female	60% / 40%
Median Age	48.1
Median HHI	\$76,929
Median IEI	\$49,194
Own Home	76%
Median Home Value	\$292,113

	Composition	Index
HHI \$100,000+	37%	171
HHI \$75,000+	51%	146
HHI \$50,000+	69%	126
IEI \$60,000+	32%	214
IEI \$50,000+	37%	183
Graduated College+	44%	171
Attended College	73%	138
Top Management	19%	200
Professional/Managerial	36%	153
Married	63%	112
C Level	17%	200