



Research

Wondertime 2005 Spring MRI Reader Profile¹ TOTAL WOMEN

	Audience (000)	Comp. %
Total Women	1,078	
Age		
18-34	611	56.7%
18-49	983	91.2%
25-49	783	72.6%
25-54	824	76.4%
Median Age	33.3 yrs.	
Median HHI	\$61,629	



Source: 2005 Spring MRI

Base: Women

¹ Publisher's estimate