



## Research

Wondertime 2006 Fall MRI Reader Profile<sup>1</sup>

### TOTAL WOMEN

	Audience (000)	Comp. %
<b>Total Women</b>	1,368	100%
<b>Age</b>		
18-34	784	57.3%
18-49	1242	90.8%
25-49	989	72.3%
25-54	1046	76.5%
<b>Median Age</b>	33.2 yrs.	
<b>Education</b>		
Attended/Graduated College+	839	61.3%
<b>Household Income</b>		
\$40,000+	982	71.8%
\$50,000+	827	60.5%
\$75,000+	501	36.6%
<b>Median HHI</b>	\$62,098	
<b>Occupation</b>		
Professional/Managerial	339	24.8%
<b>Marital Status</b>		
Married	941	68.8%
<b>Presence Of Children in HH</b>	1173	85.7%
Children Age 0-6	983	71.9%
Children Age 0-2	661	48.3%
Children Age 2-5	692	50.6%
Children Age 7-12	454	33.2%
<b>Number of Children</b>		
2+ Kids in HH	795	58.1%

Source: 2006 Fall MRI

Base: Women

<sup>1</sup> Publisher's estimate