

2008 Audience Profile

U.S. News 2008 Audience Profile

Rate Base: 1,500,000

	%	INDEX
	COMPOSITION	INDEX
Total Adults		
Men	59	123
Women	41	78
Age		
18 - 49	53	86
25 - 49	43	89
25 - 54	53	92
Median Age	48.8 years	
Education		
Any College+	71	135
Graduated College+	40	160
Post Graduate Degree	15	184
Household Income		
HHI \$75,000+	41	123
HHI \$100,000+	28	138
HHI \$150,000+	13	155
Median HHI \$	\$64,288	
Job Title		
Top Management	6	148
Professional/Managerial	30	130
Business-to-Business Decision Maker	14	157
Online		
Internet/Oline Use in Past 30 Days	78	119
Online Purchase (Business or Personal)	40	137
Finance (Tracked Investments or Traded Stocks, Bonds or Mutual Funds Online)	21	194
Influentials*		
Influential SM (Net)	19	225
Super Influentials -5+	8	288

*Defined by Roper and MRI as respondents who did three or more specified public activities in the last 12 months.

Sources: MRI Doublebase 2007

3/14/08