



# MNI STYLE & ENTERTAINMENT

## STYLE & ENTERTAINMENT

Entertainment

InStyle

People

	(000)	% Comp.	% Cov.	Index
Adults	51,133	100	23	100
Men	16,095	32	15	65
Women	35,038	68	31	132
<b>AGE</b>				
Age 18-24	9,015	18	32	138
Age 25-34	11,411	22	29	124
Age 35-54	21,121	41	24	106
Age 55-64	5,339	10	17	73
Age 65 or More	4,248	8	12	51
Age 25-54	32,531	64	26	112
Median Age	39			
<b>EDUCATION</b>				
Attended/Graduated College (Any College)	31,574	62	27	116
College Graduate+	14,633	29	26	111
<b>OCCUPATION</b>				
Professional/Managerial	13,751	27	27	115
Top Management	2,035	4	20	89
<b>HOUSEHOLD CHARACTERISTICS</b>				
Household Income \$50,000+	32,334	63	26	114
Household Income \$75,000+	22,712	44	28	124
Household Income \$100,000+	15,317	30	30	132
Household Income \$200,000+	2,825	6	32	137
Median Household Income	\$67,461			
Married	27,155	53	22	95
Children in HH	25,077	49	27	119
Own Home	34,280	67	22	96
Home Value \$200,000+	20,900	41	25	109
Home Value \$500,000+	5,676	11	28	121
Median Home Value	\$249,643			
<b>LIFESTYLE CHARACTERISTICS</b>				
Participates in yoga	3,929	8	35	154
Spent \$2,000+ on clothing	2,679	5	35	152
Go dancing	6,306	12	31	134
Influentials	11,250	22	29	126

Source: MRI Spring 2008