



DEMOGRAPHIC PROFILE

2008 SPRING MRI

Total Audience	2,938,000
Women	83%
Men	17%

Age	
25-49	45%
25-54	61%
35-54	47%
55+	32%
Median Age	49.2

Household Income	
\$50,000+	71%
\$75,000+	56%
\$100,000+	45%
\$150,000+	20%
Median HHI	\$88,938

Education	
Attended/Graduated College+	74%
Graduated College+	36%

Occupation	
Employed	66%
Professional/Managerial	32%

Home Ownership	
Own Home	78%

Home Value	
\$100,000+	70%
\$150,000+	56%
\$200,000+	46%
Median Value	\$239,645

Source: 2008 Spring MRI

SouthernAccents
BEAUTIFUL HOMES, GRACIOUS LIVING, A SENSE OF PLACE