

2010 DEMOGRAPHIC PROFILE

DEMOGRAPHIC PROFILE

AUDIENCE PER ISSUE	3,238,700
READERS PER COPY	6.47
MEDIAN AGE	46.7
MEDIAN HOUSEHOLD INCOME (HHI)	\$102,890
MEDIAN PERSONAL INCOME (IEI)	\$59,731
MEDIAN VALUE OF HOME	\$323,298

Southwest Spirit

Demographics	Comp%	Index
Men	51.1%	106
Women	49.0%	95
Married	60.7%	110
Single	39.2%	87

Age	Comp%	Index
Age 25-54	63.0%	113
Age 35-49	30.9%	108
Age 35-54	43.3%	114

Education	Comp%	Index
College Educated	84.0%	153
Graduated College or Further	60.4%	224
Post-Graduate Degree	19.7%	218

Employment	Comp%	Index
Professional/Managerial	49.2%	215
Top Management	13.5%	325

Home Ownership	Comp%	Index
Owns a Home	75.6%	107
Value of Owned Home: \$300,000+	41.6%	203
Value of Owned Home: \$500,000+	14.8%	200

Affluence	Comp%	Index
HHI \$100,000+	51.3%	203
HHI \$150,000+	28.3%	263
HHI \$200,000+	12.1%	265

IEI \$75,000+	28.7%	278
IEI \$100,000+	18.1%	330
IEI \$150,000+	8.0%	397

Source: 2010 GfK MRI Spring

FOR MORE INFORMATION CONTACT:

Southwest

Ellynn Adoue

940.483.9223

ellynn.adoue@paceco.com

Nevada & Pacific Northwest

Traci Pelter

281.778.6536

traci.pelter@paceco.com

West Coast

Associate Publisher

Hilary Myrick

310.322.6273

hilary.myrick@paceco.com

Southeast

Erin Kavanagh

336.383.5825

erin.kavanagh@paceco.com

Northeast

Diane Ciaglia

732.360.0217

diane.ciaglia@paceco.com

Midwest

Bridget McBride

773.248.8771

bridget.mcbride@paceco.com