

# Demographic Profile

<b>AUDIENCE PER ISSUE</b> .....	<b>3,013,000</b>
<b>READERS PER COPY</b> .....	<b>7.25</b>
<b>MEDIAN AGE</b> .....	<b>45.9</b>
<b>MEDIAN HOUSEHOLD INCOME (HHI)</b> .....	<b>\$115,088</b>
<b>MEDIAN PERSONAL INCOME (IEI)</b> .....	<b>\$66,097</b>
<b>MEDIAN VALUE OF HOME</b> .....	<b>\$331,461</b>

Southwest Spirit		
Demographics	Comp%	Index
Men	52%	107
Women	48%	93
Married	60.6%	111
Single	39.4%	87
<b>Age</b>		
Age 25-54	67.7%	122
Age 35-49	35.4%	127
Age 35-54	49.2%	132
<b>Education</b>		
College Educated	82.7%	150
Graduated College or Further	57.4%	211
Post-Graduate Degree	21.0%	217
<b>Employment</b>		
Professional/Managerial	44.4%	197
Top Management	11.6%	289
<b>Home Ownership</b>		
Owns a Home	76.7%	109
Value of Owned Home: \$300,000+	43.3%	226
Value of Owned Home: \$500,000+	17.2%	248
<b>Affluence</b>		
HHI \$100,000+	58.1%	231
HHI \$150,000+	31.3%	301
HHI \$200,000+	16.8%	359
IEI \$75,000+	33.6%	327
IEI \$100,000+	24.0%	428
IEI \$150,000+	11.1%	545

Source: 2011 GfK MRI Spring