

MRI Fall 2005

Survey facts:

Mediamark Research Inc. conducts an ongoing, comprehensive study of the adult population of the United States. This study, released every Spring and Fall, has been conducted continuously since 1979 and surveys the demographics, product usage, and media exposure of all persons aged 18 and over in the contiguous 48 states. According to MRI data, *The Economist's* audience is young, well educated, affluent, influential and displays attributes associated with "Wantedness" for the publication. *The Economist* offers the highest composition of College grads out of all measured titles on MRI. Economist readers are also more likely to make a personal purchase online than any other publication on MRI.

Median Age		
		Years
The Economist		38.1
Fortune		43.5
BusinessWeek		44.9
Forbes		46.6
WSJ		47.6
New Yorker		48.1
<i>All Respondent Median 44.3</i>		

College Degree+		
	% Comp.	Index
The Economist	76.9%	305
WSJ	74.2%	294
New Yorker	58.7%	233
BusinessWeek	55.5%	220
Fortune	55.3%	220
Forbes	55.1%	219
<i>Audience 54,384,000 Respondents 8,250</i>		

Median Household Income		
		\$ Dollars
WSJ		113,519
The Economist		97,052
Fortune		93,122
BusinessWeek		89,200
Forbes		87,754
New Yorker		73,365
<i>All Respondent Median HHI \$ 52,311</i>		

"Influentials"		
	% Comp.	Index
The Economist	30.9%	344
New Yorker	29.3%	326
WSJ	25.7%	287
Forbes	24.5%	272
Fortune	24.2%	270
BusinessWeek	23.4%	261
<i>Audience 19,369 Respondents 2,653</i>		

Managers/Professionals		
	% Comp.	Index
The Economist	56.2%	249
WSJ	52.3%	231
BusinessWeek	43.4%	192
Forbes	42.5%	188
New Yorker	42.4%	188
Fortune	42.2%	187
<i>Audience 48,810 Respondents 6,903</i>		

Personal Purchase on Internet in Past Month		
	% Comp.	Index
The Economist	63.2%	245
WSJ	54.7%	212
BusinessWeek	50.6%	196
Forbes	47.0%	182
New Yorker	46.6%	181
Fortune	46.0%	178
<i>Audience 55,681 Respondents 7,713</i>		

Minutes Spent Reading		
		Minutes
The Economist		54
New Yorker		53
Fortune		39
Forbes		39
BusinessWeek		35
<i>*Newspapers not measured for this category</i>		

"One of my Favorites"		
		%
The Economist		40.2%
New Yorker		36.0%
Forbes		23.6%
Fortune		19.0%
BusinessWeek		15.5%
<i>*Newspapers not measured for this category</i>		