

MARKETING INFO

New Man

The *New Man* reader has it all. He is married, well educated and enjoys the status of a professional or managerial job earning a high income. The median income of a reader is \$59,000.

	New Man Males	MRI U.S. Males	Index
Marital Status			
Married	88.7%	60.7%	146
Age			
Median Age: 42.3	42.3	41.1	103
30-34	13.9%	10.8%	129
35-39	19.8%	11.8%	168
40-44	18.8%	11.1%	169
45-49	13.9%	9.2%	151
50-54	10.5%	7.0%	150
Educational Level			
Any college	83.3%	49.2%	169
Graduated college or more	57.0%	23.4%	244
Post-graduate study w/degree	24.9%	7.6%	328
Employment Status			
Employed (net)	92.8%	72.9%	127
Full-time (30 or more hours)	89.4%	67.2%	133
Household Income			
Median HHI: \$59,000	59.0	42.1	140
\$50,000 - \$59,999	15.4%	9.9%	156
\$60,000 - \$74,999	16.6%	11.2%	148
\$75,000 - \$99,999	15.1%	10.1%	150
\$100,000 or more	16.6%	9.3%	178
\$100,000 - \$149,999	10.4%	6.5%	160
Median Household Net Worth: \$177,800			
Occupation			
Professional/managerial (net)	51.3%	28.7%	193
Managerial	25.3%	15.2%	166
Sales	14.1%	10.1%	140
Total Number Of Children Living In Household			
Any children in household	61.5%	39.0%	158
Two	23.5%	14.4%	163
Three or more	21.1%	8.4%	251

Source: MRI custom, MRI Spring 1997

STRANG
CONSUMER RESEARCH COMPANY

600 Rinehart Road
Lake Mary, Florida 32746
Phone: 407-333-0600
FAX: 407-333-7100
www.newmanmag.com