



# Adult Readers

DEMOGRAPHIC	(000)	% COMP
Adults	39,376	100%
Women	31,499	80.0
Men	7,876	20.0
Adult Readers Per Copy	5.23	
<b>AGE</b>		
18-34	8,631	21.9
18-49	18,849	47.9
25-49	15,872	40.3
35-49	10,218	25.9
25-54	20,468	52.0
Median Age	51.02	
<b>HOUSEHOLD INCOME</b>		
\$50,000+	24,174	61.4
\$60,000+	21,106	53.6
\$75,000+	16,887	42.9
\$100,000+	11,328	28.8
Median HH Income	\$65,041	
<b>HOUSEHOLD NET WORTH</b>		
\$500,000+	9,676	24.6
Median HH Net Worth	\$255,426	
<b>MARITAL STATUS</b>		
Married	23,269	59.1
<b>HOME OWNERSHIP</b>		
Own Home	28,639	72.7
Median Home Value	\$200,106	
<b>EDUCATION/EMPLOYMENT</b>		
Att/Grad College+	24,260	61.6
Graduated College+	11,051	28.1
Employed	22,399	56.9
Dual Income Household	10,924	27.7
<b>CHILDREN</b>		
Parent	12,477	31.7
Families (Married and Parent)	9,020	22.9
Any Child Under 18	15,265	38.8
<b>INFLUENTIALS</b>		
3+ Public Activities	3,627	9.2

Source: MRI Fall 2014, Base: Adults

For more information about BHG, please contact your BHG Account Executive or Christine Guilfoyle, SVP/Publisher, Better Homes and Gardens at 212-551-7131.