

# BHG.COM

## DEMOGRAPHIC % COMP

Women	77%
Adults w/ Kids <18	37%
Women w/ Kids <18	29%

## AGE % COMP

Adults 18-49	44%
Adults 25-54	49%
Adults 35-54	35%
Women 18-49	33%
Women 25-54	37%
Women 35-54	27%
Adults Median Age	52.7

## HOUSEHOLD % COMP

Adults Median HHI	\$78,117
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## AVERAGE MONTHLY TRAFFIC

Total Digital unique views	9,439,000
Total Views	41 million
Average mins per visit	3.1
Percent Desktop/mobile	28%/72%
Pages per visitor	5.7

Demo: comScore, December 2018  
Traffic: comScore, December 2018 & August 2019

