

Better Homes
& Gardens

adult
READERS

DEMOGRAPHIC	(000)	% COMP
Adults	27,016	100%
Women	21,247	79%
Men	5,769	21%
Adult Readers Per Copy	2.18	
AGE	(000)	% COMP
18-34	5,328	20%
18-49	11,166	41%
25-49	9,485	35%
25-54	11,777	44%
50+	15,851	59%
Median Age	55.09	
HOUSEHOLD INCOME	(000)	% COMP
\$50,000+	17,430	65%
\$75,000+	12,689	47%
\$100,000+	9,103	34%
Median HH Income	\$70,454	
MARITAL STATUS	(000)	% COMP
Married	15,307	57%
HOME OWNERSHIP	(000)	% COMP
Own Home	19,620	73%
Median Home Value	\$248,095	
EDUCATION/EMPLOYMENT	(000)	% COMP
Att/Grad College	17,040	63%
Graduated College	8,447	31%
Employed	13,700	51%
CHILDREN	(000)	% COMP
Parent	7,505	28%
Families (Married & Parent)	5,216	19%
Any Child Under 6	3,638	14%
Any Child 7-17	5,615	21%

Source: *MRI Doublebase 2021, Base: Adults



For more information, please contact your BH&G Account Manager or Daren Mazzucca, Senior Vice President/Publisher, at daren.mazzucca@meredith.com.