

Better Homes  
& Gardens

# women READERS



DEMOGRAPHIC	(000)	% COMP
Women	21,247	100%
Adult Readers Per Copy	2.18	
AGE	(000)	% COMP
18-34	3,911	18%
18-49	8,497	40%
25-49	7,238	34%
25-54	9,087	43%
50+	12,751	60%
Median Age	55.6	
HOUSEHOLD INCOME	(000)	% COMP
\$50,000+	13,504	64%
\$75,000+	9,737	46%
\$100,000+	6,869	32%
Median HH Income	\$68,939	
MARITAL STATUS	(000)	% COMP
Married	11,857	56%
HOME OWNERSHIP	(000)	% COMP
Own Home	15,423	73%
Median Home Value	247,567	
EDUCATION/EMPLOYMENT	(000)	% COMP
Att/Grad College	13,560	64%
Graduated College	6,735	32%
Employed	10,279	48%
CHILDREN	(000)	% COMP
Parent	5,966	28%
Families (Married & Parent)	4,022	19%
Any Child Under 6	2,778	13%
Any Child Under 17-17	4,538	21%

Source: \*MRI Doublebase 2021, Base: Adults