

2024 Adult Readers



DEMOGRAPHIC	(000)	% COMP
Adults	25,986	100%
Women	19,963	76.8%
Men	6,023	23.2%
Adult Readers Per Copy	3.94	1.0%
AGE	(000)	% COMP
18-34	54,09	20.8%
18-49	11,211	43.1%
25-49	9,185	35.3%
25-54	11,271	43.4%
50+	14,775	56.9%
Median Age	54.27	
HOUSEHOLD INCOME	(000)	% COMP
\$50,000+	17,365	66.8%
\$75,000+	12,794	49.2%
\$100,000+	9,279	35.7%
Median HH Income	\$73,849	
MARITAL STATUS	(000)	% COMP
Married	14,155	54.5%
HOME OWNERSHIP	(000)	% COMP
Own Home	18,440	71.0%
Median Home Value	\$282,132	
EDUCATION/EMPLOYMENT	(000)	% COMP
Att/Grad College	16,092	61.9%
Graduated College	8,108	31.2%
Employed	13,499	51.9%
CHILDREN	(000)	% COMP
Parent	6,332	24.4%
Families (Married & Parent)	4,370	16.8%
Any Child Under 6	3,941	15.2%
Any Child Under 17-17	6,478	24.9%

Source: *MRI Spring Doublebase 2023, Base: Adults

For more information, please contact your BHG Account Manager or
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