

# 2024 Women Readers



<b>DEMOGRAPHIC</b>	<b>(000)</b>	<b>% COMP</b>
Women	19,963	100%
Adult Readers Per Copy	3.03	
<b>AGE</b>	<b>(000)</b>	<b>% COMP</b>
18-34	3,926	19.7%
18-49	8,214	41.1%
25-49	6,718	33.7%
25-54	8,342	41.8%
50+	11,749	58.9%
Median Age	55.35	
<b>HOUSEHOLD INCOME</b>	<b>(000)</b>	<b>% COMP</b>
\$50,000+	13,452	67.4%
\$75,000+	9,909	49.6%
\$100,000+	7,175	35.9%
Median HH Income	\$74,456	
<b>MARITAL STATUS</b>	<b>(000)</b>	<b>% COMP</b>
Married	10,754	53.9%
<b>HOME OWNERSHIP</b>	<b>(000)</b>	<b>% COMP</b>
Own Home	14,361	71.9%
Median Home Value	\$283,769	
<b>EDUCATION/EMPLOYMENT</b>	<b>(000)</b>	<b>% COMP</b>
Att/Grad College	12,754	63.9%
Graduated College	6,421	32.2%
Employed	9,749	48.8%
<b>CHILDREN</b>	<b>(000)</b>	<b>% COMP</b>
Parent	4,658	23.3%
Families (Married & Parent)	3,157	15.8%
Any Child Under 6	2,835	14.2%
Any Child Under 17-17	4,763	23.9%

Source: \*MRI Spring Doublebase 2023, Base: Women

For more information, please contact your BHG Account Manager or  
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