

Better Homes  
& Gardens

adult  
READERS

<b>DEMOGRAPHIC</b>	<b>(000)</b>	<b>% COMP</b>
Adults	30,756	100%
Women	24,641	80%
Men	6,115	20%
Adult Readers Per Copy	3.74	
<b>AGE</b>	<b>(000)</b>	<b>% COMP</b>
18-34	6,341	21%
18-49	12,901	42%
25-49	10,775	35%
25-54	13,567	44%
50+	17,855	58%
Median Age	54.44	
<b>HOUSEHOLD INCOME</b>	<b>(000)</b>	<b>% COMP</b>
\$50,000+	20,052	65%
\$75,000+	14,223	46%
\$100,000+	10,196	33%
Median HH Income	\$69,762	
<b>MARITAL STATUS</b>	<b>(000)</b>	<b>% COMP</b>
Married	17,633	57%
<b>HOME OWNERSHIP</b>	<b>(000)</b>	<b>% COMP</b>
Own Home	22,060	72%
Median Home Value	\$247,160	
<b>EDUCATION/EMPLOYMENT</b>	<b>(000)</b>	<b>% COMP</b>
Att/Grad College	19,686	64%
Graduated College	9,564	31%
Employed	16,628	54%
<b>CHILDREN</b>	<b>(000)</b>	<b>% COMP</b>
Parent	8,756	29%
Families (Married & Parent)	6,124	20%
Any Child Under 18	10,859	35%

Source: MRI Doublebase 2020, Base: Adults



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