



Better Homes  
& Gardens

BHG.COM

**DEMOGRAPHIC**

**% COMP**

Women	81%
Men	19%

**AGE**

**% COMP**

Adults 18-49	40%
Adults 25-54	45%
Adults 35-54	33%
Women 18-49	30%
Women 25-54	33%
Women 35-54	24%
Adults Median Age	55.57

**HOUSEHOLD**

**% COMP**

HH Income \$75K+	56%
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**AVERAGE MONTHLY TRAFFIC**

Total Digital Unique Views	10MM
Total Views	71MM
Average Mins Per Visit	31

Demo and Traffic Source: comScore, November 2021