

A SNAPSHOT

Total women	10,901,000
Median age	37.2
Median HHI	\$57,950
Median home value	\$213,783

AGE	AUD (000)	% COMP
18-34	4,694	43
18-49	8,784	81
25-49	7,852	72
25-54	8,487	78

EDUCATION

Attended/graduated college+	6,816	63
Graduated college+	3,224	30

EMPLOYMENT AND INCOME

Employed	6,305	58
HHI \$50,000+	6,065	56

FAMILY SIZE

Any kids	8,528	78
2+ children in household	5,561	51
Average age of kids	7.7	

Source: MRI Doublebase 2016, Base: Women

For more information, please contact your *Parents* sales representative or Tracy Hadel, Associate Publisher, 212.455.1208, tracy.hadel@meredith.com