

Demographic Profile: Women

A SNAPSHOT

Total women	10,073,000
Median age	37.4
Median HHI	\$65,960
Median home value	\$213,712

AGE	AUD (000)	% COMP
18-34	4,225	42
18-49	7,780	77
25-49	7,045	70
25-54	7,873	78

EDUCATION

Attended/graduated college+	6,442	64
Graduated college+	3,350	33

EMPLOYMENT AND INCOME

Employed	6,148	61
HHI \$50,000+	6,078	60

FAMILY SIZE

Any kids	7,898	78
2+ children in household	5,327	53
Average age of kids: 7 yrs		

Source: MRI Fall 2017, Base: Women

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

Parents