

# Demographic Profile: Women

## A SNAPSHOT

Total women	9,631,000
Median age	37.6
Median HHI	\$59,319
Median home value	\$216,719

AGE	AUD (000)	% COMP
18-34	3,983	41
18-49	7,379	77
25-49	6,669	69
25-54	7,351	76

## EDUCATION

Attended/graduated college+	5,871	61
Graduated college+	2,939	31

## EMPLOYMENT AND INCOME

Employed	5,765	60
HHI \$50,000+	5,494	57

## FAMILY SIZE

Any kids	7,341	76
2+ children in household	4,876	51
Average age of kids: 7.4 yrs		

Source: MRI Doublebase 2018, Base: Women

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

**Parents**