

# Demographic Profile: Women

## A SNAPSHOT

Total women	7,833,000
Median age	38
Median HHI	\$60,358
Median home value	\$234,253

AGE	AUD (000)	% COMP
18-34	3,101	40
18-49	5,952	76
25-49	5,454	70
25-54	5,983	76

## EDUCATION

Attended/graduated college+	4,966	63
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## EMPLOYMENT AND INCOME

Employed	4,827	62
HHI \$50,000+	4,518	58

## FAMILY SIZE

Any kids	5,940	76
2+ children in household	4,034	52
Average age of kids: 7.5 yrs		

Source: MRI Doublebase 2019, Base: Women

For more information, please contact your *Parents* sales representative or Donna Lindskog, Sales Director, 212.551.7014, donna.lindskog@meredith.com

**Parents**