

Demographic Profile: Women

TOTAL WOMEN 3,597,000

AGE	% COMP	INDEX
Age 18-49	72%	132
Age 25-49	67%	158
Age 25-54	76%	147
Median Age: 42.5 yrs.		

EDUCATION

Attended/Graduated College +	65%	108
Graduated College +	32%	108

HOUSEHOLD INCOME

HHI \$50,000+	63%	110
Median HHI: \$67,635		
Median Home Value: \$225,870		

CHILDREN IN HOUSEHOLD

Any Kids in Household	71%	169
2+ Kids in Household	49%	198
Kids Age 3-5	18%	153
Kids Age 6-11	43%	217
Kids Age 8-12	38%	223
Kids Age 3-12	54%	192
Average Age of Kids: 9.1 yrs.		



Source: MRI Doublebase 2016

FOR MORE INFORMATION, please contact your *FamilyFun* sales representative or Tracy Hadel, Associate Publisher, 212.455.1208, tracy.hadel@meredith.com