

Demographic Profile: Women

SNAPSHOT

Total Women	4,076,000
Median Age	40.5 yrs.
Median HHI	\$74,135
Median Home Value	\$202,017

AGE	% COMP	INDEX
Age 18-49	72%	134
Age 25-49	64%	153
Age 25-54	73%	143

EDUCATION/INCOME

Attended/Graduated College+	62%	102
Graduated College+	36%	115
HHI \$75,000+	49%	114

CHILDREN IN HOUSEHOLD

Any Kids in Household	72 %	174
2+ Kids in Household	49%	200
Kids Age 3-5	22%	194
Kids Age 6-11	42%	205
Kids Age 8-12	44%	241
Kids Age 3-12	56%	202
Average Age of Kids: 9.0 yrs.		



Source: MRI Fall 2017

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