

House Beautiful



Affluent Adult Demographics

Ranking #2 in the Set for Affluent Millennials

House Beautiful reaches 912,000 affluent, educated, professional consumers

MEDIAN AGE:	51.3
MEDIAN HHI:	\$191,918
MEDIAN HH NET WORTH:	\$1,300,969

	AUDIENCE	COMP
MALE276,000	30.3%
FEMALE.....	.635,000	69.6%
AGES 35-44.....	.172,000	18.9%
AGES 35-54.....	.414,000	45.4%
AGES 45-54.....	.243,000	26.6%
MARRIED824,000	90.4%
ANY CHILDREN.....	.415,000	45.5%
HOUSEHOLD INCOME \$150,000+695,000	76.2%
HOUSEHOLD INCOME \$200,000+.....	.410,000	45.0%
HOUSEHOLD INCOME \$250,000+.....	.239,000	26.2%
GRADUATED COLLEGE+.....	.714,000	78.3%
OWN HOME.....	.848,000	93.0%
LIQUID ASSETS/REVALUE OF \$2M+	211,000	23.1%
LIQUID ASSETS/REVALUE OF \$1M+.....	359,000	39.4%

SOURCE: Affluent Adult Ipsos Doublebase 2020, HHI \$125,000+

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