

House Beautiful



Affluent Adult Demographics Reaching 1.5 million affluent adults

MEDIAN AGE: 44.5
 MEDIAN HHI: \$187,941
 MEDIAN HH NET WORTH: \$1,453,420

	AUDIENCE	COMP
MALE732,000	.47%
FEMALE.....	.805,000	.53%
AGES 35-44.....	.479,000	.31.2%
AGES 35-54.....	.824,000	.53.6%
AGES 45-54.....	.345,000	.22.4%
MARRIED1,410,000	.91.7%
ANY CHILDREN.....	.979,000	.63.7%
HOUSEHOLD INCOME \$150,000+1,166,000	.75.9%
HOUSEHOLD INCOME \$200,000+.....	.642,000	.41.8%
HOUSEHOLD INCOME \$250,000+.....	.316,000	.20.6%
GRADUATED COLLEGE+.....	.1,343,000	.87.4%
OWN HOME.....	.1,441,000	.93.8%
LIQUID ASSETS OF \$3M+.....	195,000	.12.7%
LIQUID ASSETS OF \$1M+	630,000	.41.0%