

House Beautiful



AFFLUENT FEMALE DEMOGRAPHICS

The Largest Affluent Female Audience in the Shelter Category

House Beautiful reaches over 640,000 affluent, educated, professional consumers who are women—more than any other shelter magazine.

	AUDIENCE	COMP	INDEX
Total Audience	640,000	100%	

AGES 35-54	271,000	42.3%	98
AGES 45-54	163,000	25.5%	106

Median Age: 53.2

MARRIED	537,000	83.9%	113
ANY CHILDREN	253,000	39.5%	100
HOUSEHOLD INCOME \$150,000+	466,000	72.8%	103
HOUSEHOLD INCOME \$200,000+	275,000	43.0%	121
HOUSEHOLD INCOME \$250,000+	167,000	26.1%	131

Median Household Income: \$188,195

ATTENDED COLLEGE+	617,000	96.4%	102
GRADUATED COLLEGE+	492,000	76.9%	107
EMPLOYED	460,000	71.9%	98
OWN HOME	592,000	92.5%	103
HOUSEHOLD NET WORTH \$500,000+	480,000	75.0%	119
HOUSEHOLD NET WORTH \$750,000+	390,000	60.9%	120

Median Home Value: \$512,276

LIQUID ASSETS/RE VALUE OF \$750K+	497,000	77.7%	116
LIQUID ASSETS/RE VALUE OF \$1M+	422,000	65.9%	121
LIQUID ASSETS/RE VALUE OF \$3M+	146,000	22.8%	149

Median Value of Financial Accounts/Real Estate: \$1,473,258

SOURCE: Ipsos Doublebase 2018 [Base: Women, Heads of House, Household Income \$125,000+].

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