

House Beautiful



Affluent Adult Demographics

Reaching 9.3 million affluent adults

MEDIAN AGE: 58.4
 MEDIAN HHI: \$73,374
 MEDIAN HH NET WORTH: \$296,341

	AUDIENCE	COMP
MALE	1,847,000	19.8%
FEMALE.....	7,491,000	80.2%
AGES 35-44.....	1,189,000	12.7%
AGES 45-54.....	1,975,000	21.2%
AGES 55-64.....	3,145,000	33.7%
MARRIED	4,850,000	51.9%
ANY CHILDREN.....	2,786,000	29.8%
HOUSEHOLD INCOME \$100,000+	3,476,000	37.2%
HOUSEHOLD INCOME \$150,000+	1,805,000	19.3%
GRADUATED COLLEGE+.....	3,312,000	35.5%
OWN HOME.....	16,851,000	73.4%
ANY HOME IMPROVEMENTS OR HOME REMODELING IN THE LAST 12 MONTHS	4,420,000	47.3%
ENTERTAIN FRIENDS OR RELATIVES AT HOME IN THE LAST 12 MONTHS	3,734,000	40.0%

SOURCE: 2021 comScore Multi-Platform MRI-Simmons (07-21/S21)

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