

House Beautiful



Adult Demographics/ MRI Fusion

Delivering an Audience of 7 million

MEDIAN AGE: 55
MEDIAN HHI: \$88,034
MEDIAN HH NET WORTH: \$315.965

	AUDIENCE	COMP
MEN/ WOMEN	1.5MM / 5.5MM	21.0% / 79.0%
AGES 18-34	1.2MM	16.8%
AGES 35-44	1.0MM	14.8%
AGES 45-54	1.2MM	16.9%
AGES 35-64	3.7MM	53.4%
MARRIED	4.4MM	62.4%
ANY CHILDREN	2.1MM	30.1%
HHI \$100,000+	2.9MM	41.6%
HHI \$150,000+	1.7MM	24.1%
GRADUATED COLLEGE+	2.8MM	39.7%
OWN HOME	5.0MM	71.7%

Source: 2022 comScore Multi-Platform © MRI-Simmons (o6-22/S22)

10/2023