

# DEMOGRAPHIC PROFILE

Good Housekeeping is read by one out of every five American women each month

	AUDIENCE (000)	GOOD HOUSEKEEPING COVERAGE (%)	COMP (%)	U.S. TOTAL COMP (%)
<b>TOTAL ADULTS</b>	21,096	9.1	100.0	100.0
Total Women	18,517	15.5	87.8	51.6
Total Men	2,579	2.3	12.2	48.4
<b>TOTAL WOMEN</b>				
Median Age	53.6 years			46.8 years
Age 18-34	2,733	7.7	14.8	29.6
Age 18-49	7,774	11.6	42.0	56.2
Age 35-49	5,042	15.8	27.2	26.6
Age 35-54	7,114	16.5	38.4	36.1
Age 25-54	9,264	14.5	50.0	53.4
Age 50+	10,743	20.5	58.0	43.8
<b>MEDIAN HHI</b>				
	\$62,117			\$55,655
Household Income \$100,000+	4,891	17.4	26.4	23.6
Household Income \$75,000+	7,386	17.1	39.9	36.2
Household Income \$50,000+	11,097	17.0	59.9	54.5
<b>OWN HOMES</b>				
	14,084	17.4	76.1	67.7
Home Value \$100,000+	11,137	17.3	60.1	53.8
<b>ATTENDED/GRADUATED COLLEGE+</b>				
	11,179	16.4	60.4	57.2
High School Graduate/Equivalent+	17,376	16.7	93.8	87.2
<b>EMPLOYED</b>				
	10,082	15.6	54.4	54.2
Working Mothers	3,718	14.6	20.1	21.3
Professional/Managerial	4,381	16.3	23.7	22.5
<b>MARRIED</b>				
	11,211	18.0	60.5	52.3
Mothers	5,364	13.1	29.0	34.2
Household Size 3+ People	8,772	13.8	47.4	53.3
One or More Children in HH	6,606	13.3	35.7	41.7
Children Under Age 6 in HH	2,461	10.5	13.3	19.7
Children Under Age 12 in HH	4,776	12.8	25.8	31.2
Children Age 6-17 in HH	5,444	14.4	29.4	31.7
<b>RACE/ETHNICITY</b>				
White	15,295	16.8	82.6	76.2
Black/African-American	2,283	15.4	12.3	12.4
Spanish/Hispanic Origin	1,333	8.4	7.2	13.2
<b>ADULT READERS PER COPY</b>				
	4.94			

Source: GfK MRI Spring 2012