

KEY AUDIENCE



WOMEN 18+	AUDIENCE	COMP	INDEX
Age 35+	4,004,000	94.2%	133
HHI \$75,000+	1,974,000	46.4%	105
HHI \$100,000+	1,373,000	32.3%	104
HH Net Worth 250K+	2,359,000	55.5%	112
Married or Engaged	2,710,000	63.8%	116
Female Principal Shoppers	3,732,000	87.8%	109
Owns Home	3,218,000	75.7%	112

A18+ Total Audience: 4,706,000

W18+ Total Audience: 4,250,000

SOURCE: MRI SPRING 2018; BASE: WOMEN