



# TABLET USERS

## DEMOGRAPHIC

## % COMP

Women	88%
Men	11%

## AGE

## % COMP

18-34	14%
35-54	33%
55+	45%
Median Age	50.1

## HOUSEHOLD INCOME

Median HHI	\$89,820
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## CHILDREN

## % COMP

Any Child Under 18	23%
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## CIRCULATION

Total Distribution	160,190
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## READERSHIP

Total Number of Tablet Readers per Issue	8,933
Total number of Sessions per Issue	27,984

## ENGAGEMENT

Total Amount of Time Spent per Reader per Issue	28:15
Average Number of Sessions per Reader per Issue	3.13

Sources: *Better Homes and Gardens'* Active Tablet Subscribers, Once a year. MPA Consumer Mktg/Digital new stand partner 2015 circulation reports, includes all newsstands

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