

# TOWN&COUNTRY / 2017 READER DEMOGRAPHICS

AUDIENCE	
TOTAL READERS	837,000
FEMALE/MALE	68%/32%
MEDIAN AGE	48

INCOME	
MEDIAN HHI	\$173,784
AVERAGE HHI	\$333,322
AVERAGE NET WORTH	\$1.8 million

CAREER	
PROFESSIONAL/ MANAGERIAL	72%
TOP MANAGEMENT	30%

EDUCATION	
COLLEGE	94%
POSTGRADUATE STUDY	40%

MARITAL STATUS	
MARRIED	79%
HOMEOWNER	87%
ANY CHILDREN	50%