

## VERANDA

CROSS-PLATFORM  
READER PROFILE (FUSION)

## DEMOGRAPHICS

WOMEN .....	74%
MEN .....	26%
MEDIAN AGE .....	54.8
AGE 25-54 .....	42%
NOW MARRIED .....	62%

## HOUSEHOLD INCOME

MEDIAN HHI .....	\$88,265
HHI \$100,000+ .....	45%
HHI \$150,000+ .....	32%

## EDUCATION

ANY COLLEGE .....	72%
GRADUATED COLLEGE OR MORE .....	42%

## HOME OWNERSHIP/VALUE

MEDIAN HOME VALUE .....	\$353,944
HOME OWNERSHIP .....	75%
VALUE OF OWNED HOME \$250,000+ .....	48%
VALUE OF OWNED HOME \$400,000+ .....	33%

## NET WORTH

MEDIAN HH NET WORTH .....	\$368,083
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SOURCE: 2022 COMSCORE MULTI-PLATFORM © MRI-SIMMONS (06-22/S22)

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