

# Audience

## BUST attracts a smart and affluent audience of millennials

### GENDER

**98%** female  
**2%** male

### AGE

**32** median age  
**97%** 21+  
**85%** 18-34

### INCOME

**\$65,000** median income

### EDUCATION

**97%** college educated

### THEY'RE TREND SETTERS

**98%** know about the latest happenings and products before their friends do.

**87%** know a lot about pop culture, and their family and friends often seek their advice on what to watch and listen to.

### THEY'RE BIG SPENDERS

**94%** own a smart phone  
**85%** own a computer or laptop  
**77%** own a car  
**74%** own a digital camera  
**58%** own an e-reader or tablet

### THEY'RE FASHIONISTAS

**80%** of readers refer to *BUST* for fashion  
**78%** of readers buy 4+ pairs of sneakers a year  
**55%** of readers buy 4+ pairs of jeans a year  
**40%** work in fashion, arts, entertainment, and other creative fields

### THEY CARE ABOUT THE ENVIRONMENT

**95%** buy organic/green/sustainable products

### THEY'RE CRAFTY

**63%** are into visual arts  
**57%** like to cook  
**53%** like to knit, crochet, or sew

### THEY TRUST BUST

**98%** trust the recommendations they read in *BUST*  
**98%** say *BUST* inspires them and makes them feel good about themselves.

### THEY LIKE TO PARTY

**82%** drink beer regularly  
**80%** drink wine regularly

