

Adults	Total	People en Espanol Print (incl. Tablet Edition) Readers (PRINT)	PEOPLEENESPANOL.COM [S]	People en Espanol Print (incl. Tablet Edition) Readers or PEOPLEENESPANOL.COM [S] (PRINT + DIGITAL)
Total Row				
Aud(000)	248885	6870	2153	8916
% Horiz		2.8	.9	3.6
Adults				
Aud(000)	248885	6870	2153	8916
% Horiz		2.8	.9	3.6
% Vert	100.0	100.0	100.0	100.0
Index		100	100	100
Men				
Aud(000)	120167	2468	1164	3573
% Horiz		2.1	1.0	3.0
% Vert	48.3	35.9	54.1	40.1
Index		74	112	83
Women				
Aud(000)	128718	4402	990	5343
% Horiz		3.4	.8	4.2
% Vert	51.7	64.1	46.0	59.9
Index		124	89	116

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Median Age	47.3	45.8	44.7	45.6
Age 18-24				
Aud(000)	29526	701	143	841
% Horiz		2.4	.5	2.8
% Vert	11.9	10.2	6.6	9.4
Index		86	56	80
Age 25-34				
Aud(000)	44726	1416	283	1675
% Horiz		3.2	.6	3.7
% Vert	18.0	20.6	13.1	18.8
Index		115	73	105
Age 35-54				
Aud(000)	82524	2330	1241	3498
% Horiz		2.8	1.5	4.2
% Vert	33.2	33.9	57.6	39.2
Index		102	174	118
Age 55-64				
Aud(000)	41695	1121	304	1420
% Horiz		2.7	.7	3.4
% Vert	16.8	16.3	14.1	15.9
Index		97	84	95
Age 65+				
Aud(000)	50414	1302	182	1482
% Horiz		2.6	.4	2.9
% Vert	20.3	19.0	8.5	16.6
Index		94	42	82

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Age 18-34				
Aud(000)	74252	2117	426	2516
% Horiz		2.9	.6	3.4
% Vert	29.8	30.8	19.8	28.2
Index		103	66	95
Age 35-49				
Aud(000)	61280	1807	1046	2780
% Horiz		2.9	1.7	4.5
% Vert	24.6	26.3	48.6	31.2
Index		107	197	127
Age 50+				
Aud(000)	113353	2946	682	3619
% Horiz		2.6	.6	3.2
% Vert	45.5	42.9	31.7	40.6
Index		94	70	89

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Married

Aud(000)	131495	3359	1149	4480
% Horiz		2.6	.9	3.4
% Vert	52.8	48.9	53.4	50.2
Index		93	101	95

Moms (Women w/ any Kids under 18 years in HH)

Aud(000)	50391	2399	384	2759
% Horiz		4.8	.8	5.5
% Vert	20.2	34.9	17.8	30.9
Index		172	88	153

Any Kids under 18 years in HH

Aud(000)	94354	3229	873	4073
% Horiz		3.4	.9	4.3
% Vert	37.9	47.0	40.5	45.7
Index		124	107	120

Presence of Children By Age: 0 - 23 Months

Aud(000)	16680	554	131	680
% Horiz		3.3	.8	4.1
% Vert	6.7	8.1	6.1	7.6
Index		120	91	114

CHH < 6

Aud(000)	42157	1505	321	1812
% Horiz		3.6	.8	4.3
% Vert	16.9	21.9	14.9	20.3
Index		129	88	120

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Presence of Children By Age: any child 6 - 17 Years

Aud(000)	73261	2756	669	3399
% Horiz		3.8	.9	4.6
% Vert	29.4	40.1	31.1	38.1
Index		136	106	130

Presence of Children By Age: any child 12 - 17 Years

Aud(000)	46534	1764	427	2170
% Horiz		3.8	.9	4.7
% Vert	18.7	25.7	19.8	24.3
Index		137	106	130

Average Household Size

3.06	3.84	3.19	3.69
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Bachelor's Degree/Post Grad Degree

Aud(000)	79281	1067	703	1721
% Horiz		1.3	.9	2.2
% Vert	31.9	15.5	32.7	19.3
Index		49	103	61

Any College

Aud(000)	149976	2190	1276	3409
% Horiz		1.5	.9	2.3
% Vert	60.3	31.9	59.3	38.2
Index		53	98	63

Employed

Aud(000)	156993	3915	1505	5358
% Horiz		2.5	1.0	3.4
% Vert	63.1	57.0	69.9	60.1
Index		90	111	95

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Median HHI \$	\$72,977	\$47,843	\$72,774	\$51,606
Household Income \$50,000 or More				
Aud(000)	163440	3214	1431	4611
% Horiz		2.0	.9	2.8
% Vert	65.7	46.8	66.5	51.7
Index		71	101	79
Household Income \$60,000 or More				
Aud(000)	145559	2466	1222	3658
% Horiz		1.7	.8	2.5
% Vert	58.5	35.9	56.8	41.0
Index		61	97	70
Household Income \$75,000 or More				
Aud(000)	121152	1811	1051	2848
% Horiz		1.5	.9	2.4
% Vert	48.7	26.4	48.8	31.9
Index		54	100	66
Household Income \$100,000 or More				
Aud(000)	86613	943	876	1808
% Horiz		1.1	1.0	2.1
% Vert	34.8	13.7	40.7	20.3
Index		39	117	58