

Adults	Total	People en Espanol Print/Digital Readers (PRINT)	PeopleEnEspanol.com [S] (Monthly Net)	(MPx)	Print/Digital Readers (PRINT) or PeopleEnEspanol.com [S] (MPx) (Monthly Net) (PRINT + DIGITAL)
Total Row					
	Aud(000)	246398	6967	359	7303
	% Horiz		2.8	.1	3.0
Adults					
	Aud(000)	246398	6967	359	7303
	% Horiz		2.8	.1	3.0
	% Vert	100.0	100.0	100.0	100.0
	Index		100	100	100
Men					
	Aud(000)	118924	2304	236	2527
	% Horiz		1.9	.2	2.1
	% Vert	48.3	33.1	65.7	34.6
	Index		69	136	72
Women					
	Aud(000)	127474	4663	123	4776
	% Horiz		3.7	.1	3.7
	% Vert	51.7	66.9	34.3	65.4
	Index		129	66	126
Median Age					
		47.14	45.19	38.03	44.81
Age 18-24					
	Aud(000)	29993	863	75 *	937
	% Horiz		2.9	.3	3.1
	% Vert	12.2	12.4	20.9	12.8
	Index		102	172	105
Age 25-34					
	Aud(000)	44003	1028	49 *	1077
	% Horiz		2.3	.1	2.4
	% Vert	17.9	14.8	13.6	14.7
	Index		83	76	83
Age 18-34					
	Aud(000)	73996	1891	124	2014
	% Horiz		2.6	.2	2.7
	% Vert	30.0	27.1	34.5	27.6
	Index		90	115	92
Age 35-49					
	Aud(000)	61100	2337	148	2467
	% Horiz		3.8	.2	4.0
	% Vert	24.8	33.5	41.2	33.8
	Index		135	166	136
Age 50 or More					
	Aud(000)	111302	2739	86	2823
	% Horiz		2.5	.1	2.5
	% Vert	45.2	39.3	24.0	38.7
	Index		87	53	86

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Aud(000)	164663	2707		253	2949
% Horiz		1.6		.2	1.8
% Vert	66.8	38.9		70.5	40.4
Index		58		105	60
Now Married					
Aud(000)	129579	3273		167	3428
% Horiz		2.5		.1	2.6
% Vert	52.6	47.0		46.5	46.9
Index		89		88	89
Moms (Women w/ any Kids under 18 years in HH)					
Aud(000)	52312	2552		62 *	2606
% Horiz		4.9		.1	5.0
% Vert	21.2	36.6		17.3	35.7
Index		173		81	168
Any Kids under 18 years in HH					
Aud(000)	95558	3407		212	3599
% Horiz		3.6		.2	3.8
% Vert	38.8	48.9		59.1	49.3
Index		126		152	127
CHH 0 - 23 months					
Aud(000)	16608	486		32 *	516
% Horiz		2.9		.2	3.1
% Vert	6.7	7.0		8.9	7.1
Index		103		132	105
CHH < 6					
Aud(000)	43047	1574		81	1654
% Horiz		3.7		.2	3.8
% Vert	17.5	22.6		22.6	22.6
Index		129		129	130
CHH 6-17					
Aud(000)	75405	2937		169	3086
% Horiz		3.9		.2	4.1
% Vert	30.6	42.2		47.1	42.3
Index		138		154	138
CHH 12-17					
Aud(000)	46595	2003		105	2090
% Horiz		4.3		.2	4.5
% Vert	18.9	28.7		29.2	28.6
Index		152		155	151
Average Household Size					
	3.07	3.56		3.60	3.56
Grad Coll+					
Aud(000)	75623	1027		120	1137
% Horiz		1.4		.2	1.5
% Vert	30.7	14.7		33.4	15.6
Index		48		109	51

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Any College						
	Aud(000)	146198	2762		221	2971
	% Horiz		1.9		.2	2.0
	% Vert	59.3	39.6		61.6	40.7
	Index		67		104	69
Employed						
	Aud(000)	150609	4207		244	4437
	% Horiz		2.8		.2	2.9
	% Vert	61.1	60.4		68.0	60.8
	Index		99		111	99
Median HHI \$		\$69,028	\$40,162		\$71,215	\$41,150
HHI \$50,000+						
	Aud(000)	155987	2553		264	2816
	% Horiz		1.6		.2	1.8
	% Vert	63.3	36.6		73.5	38.6
	Index		58		116	61
HHI \$60,000+						
	Aud(000)	138000	2110		228	2338
	% Horiz		1.5		.2	1.7
	% Vert	56.0	30.3		63.5	32.0
	Index		54		113	57
HHI \$75,000+						
	Aud(000)	113409	1395		163	1557
	% Horiz		1.2		.1	1.4
	% Vert	46.0	20.0		45.4	21.3
	Index		44		99	46
HHI \$100,000+						
	Aud(000)	79575	872		105	977
	% Horiz		1.1		.1	1.2
	% Vert	32.3	12.5		29.2	13.4
	Index		39		91	41

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