

		Adults	People En Espanol or PEOPLEENSPANOL.COM [S]	People En Espanol Magazine	PEOPLEENSPANOL.COM [S]
Adults	Weighted (000)	244525	7044	6937	125
	Horz %	100.00	2.88	2.84	0.05
	Vert %	100.00	100.00	100.00	100.00
	Index	100	100	100	100
Men	Weighted (000)	117951	2653	2631	26
	Horz %	100.00	2.25	2.23	0.02
	Vert %	48.24	37.67	37.92	20.35
	Index	100	78	79	42
Women	Weighted (000)	126574	4390	4306	100
	Horz %	100.00	3.47	3.40	0.08
	Vert %	51.76	62.33	62.08	79.65
	Index	100	120	120	154
Median Age		47.00	40.70	40.60	44.30
Age 18-24	Weighted (000)	30397	1063	1056	*
	Horz %	100.00	3.50	3.47	0.03
	Vert %	12.43	15.09	15.22	8.00
	Index	100	121	122	64
Age 25-34	Weighted (000)	43409	1488	1477	*
	Horz %	100.00	3.43	3.40	0.05
	Vert %	17.75	21.13	21.30	16.64
	Index	100	119	120	94
Age 18-34	Weighted (000)	73806	2551	2533	31
	Horz %	100	3.46	3.43	0.04
	Vert %	30.18	36.22	36.52	24.64
	Index	100	120	121	82
Age 35-49	Weighted (000)	61049	2465	2425	44
	Horz %	100	4.04	3.97	0.07
	Vert %	24.97	34.99	34.97	35.09
	Index	100	140	140	141
Age 50+	Weighted (000)	109670	2028	1978	50
	Horz %	100	1.85	1.8	0.05
	Vert %	44.85	28.79	28.51	40.27
	Index	100	64	64	90
Home owned	Weighted (000)	159658	2845	2788	61
	Horz %	100	1.78	1.75	0.04
	Vert %	65.29	40.4	40.2	48.35
	Index	100	62	62	74
Married	Weighted (000)	129245	3390	3334	65
	Horz %	100	2.62	2.58	0.05
	Vert %	52.86	48.12	48.06	51.57
	Index	100	91	91	98
Moms (Women w/ any Kids under 18 years in HH)	Weighted (000)	51910	2913	2879	49
	Horz %	100	5.61	5.55	0.09
	Vert %	21.23	41.35	41.51	38.85
	Index	100	195	196	183
Any Kids under 18 years in HH	Weighted (000)	96385	4389	4341	66
	Horz %	100	4.55	4.5	0.07
	Vert %	39.42	62.32	62.58	52.96
	Index	100	158	159	134

Projections relatively unstable, use with caution

Source: 2017 comScore Multi-Platform//GfK MRI Media + Fusion (06-17/F16) weighted to Population (000)



		Adults	People En Espanol or PEOPLEENESPANOL.COM [S]	People En Espanol Magazine	PEOPLEENESPANOL.COM [S]
Presence of Children By Age: 0 - 23 Months	Weighted (000)	17820	701	691	*
	Horz %	100	3.94	3.88	0.08
	Vert %	7.29	9.96	9.96	11.76
	Index	100	137	137	161
Any CHH < 6	Weighted (000)	44072	2210	2189	31
	Horz %	100	5.02	4.97	0.07
	Vert %	18.02	31.38	31.56	24.44
	Index	100	174	175	136
Presence of Children By Age: 6 - 17 Years	Weighted (000)	74202	3624	3588	53
	Horz %	100	4.88	4.83	0.07
	Vert %	30.35	51.45	51.72	41.94
	Index	100	170	170	138
Presence of Children By Age: 12 - 17 Years	Weighted (000)	46201	2184	2154	43
	Horz %	100	4.73	4.66	0.09
	Vert %	18.89	31	31.05	34.17
	Index	100	164	164	181
Mean number of people in HH		3.1	4	4	3.4
Grad Coll+	Weighted (000)	72866	720	697	*
	Horz %	100	0.99	0.96	0.03
	Vert %	29.8	10.22	10.04	18.73
	Index	100	34	34	63
Any College	Weighted (000)	142266	2447	2381	70
	Horz %	100	1.72	1.67	0.05
	Vert %	58.18	34.74	34.33	56.23
	Index	100	60	59	97
Employed	Weighted (000)	149312	4322	4263	77
	Horz %	100	2.89	2.86	0.05
	Vert %	61.06	61.37	61.46	61.17
	Index	100	100	101	100
Median HHI		65516.3	40239.5	40123.2	43263.1
HHI \$50,000+	Weighted (000)	149896	2556	2503	54
	Horz %	100	1.71	1.67	0.04
	Vert %	61.3	36.29	36.08	43.41
	Index	100	59	59	71
HHI \$75,000+	Weighted (000)	106498	1215	1179	37
	Horz %	100	1.14	1.11	0.04
	Vert %	43.55	17.25	16.99	29.77
	Index	100	40	39	68
HHI \$100,000+	Weighted (000)	74584	777	746	32
	Horz %	100	1.04	1	0.04
	Vert %	30.5	11.03	10.75	25.39
	Index	100	36	35	83

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Source: 2017 comScore Multi-Platform//GfK MRI Media + Fusion (06-17/F16) weighted to Population (000)

