

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)	247024	6853	1320	8045
% Horiz		2.8	.5	3.3
Adults				
Aud(000)	247024	6853	1320	8045
% Horiz		2.8	.5	3.3
% Vert	100.0	100.0	100.0	100.0
Index		100	100	100
Men				
Aud(000)	119259	2343	553	2872
% Horiz		2.0	.5	2.4
% Vert	48.3	34.2	41.9	35.7
Index		71	87	74
Women				
Aud(000)	127765	4510	767	5173
% Horiz		3.5	.6	4.0
% Vert	51.7	65.8	58.1	64.3
Index		127	112	124

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Median Age	47.22	44.88	31.90	43.27
Age 18-24				
Aud(000)	29782	877	386	1205
% Horiz		2.9	1.3	4.0
% Vert	12.1	12.8	29.2	15.0
Index		106	243	124
Age 25-34				
Aud(000)	44223	918	383	1294
% Horiz		2.1	.9	2.9
% Vert	17.9	13.4	29.0	16.1
Index		75	162	90
Age 18-34				
Aud(000)	74005	1795	769	2499
% Horiz		2.4	1.0	3.4
% Vert	30.0	26.2	58.3	31.1
Index		87	194	104
Age 35-49				
Aud(000)	61077	2384	319	2652
% Horiz		3.9	.5	4.3
% Vert	24.7	34.8	24.2	33.0
Index		141	98	133
Age 50 or More				
Aud(000)	111942	2674	232	2894
% Horiz		2.4	.2	2.6
% Vert	45.3	39.0	17.6	36.0
Index		86	39	79

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Now Married

Aud(000)	130390	3450	602	4020
% Horiz		2.6	.5	3.1
% Vert	52.8	50.3	45.6	50.0
Index		95	86	95

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

Aud(000)	52493	2527	424	2924
% Horiz		4.8	.8	5.6
% Vert	21.3	36.9	32.1	36.3
Index		174	151	171

Any Kids under 18 years in HH

Aud(000)	96884	3500	660	4118
% Horiz		3.6	.7	4.3
% Vert	39.2	51.1	50.0	51.2
Index		130	127	131

Presence of Children By Age: 0 - 23 Months

Aud(000)	16942	522	131	648
% Horiz		3.1	.8	3.8
% Vert	6.9	7.6	9.9	8.1
Index		111	145	117

CHH < 6

Aud(000)	43402	1564	363	1901
% Horiz		3.6	.8	4.4
% Vert	17.6	22.8	27.5	23.6
Index		130	157	134

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Presence of Children By Age: 6 - 17 Years

Aud(000)	75876	3110	534	3608
% Horiz		4.1	.7	4.8
% Vert	30.7	45.4	40.5	44.8
Index		148	132	146

Presence of Children By Age: 12 - 17 Years

Aud(000)	47355	2306	303	2573
% Horiz		4.9	.6	5.4
% Vert	19.2	33.6	23.0	32.0
Index		176	120	167

Average Household Size

3.08	3.74	3.72	3.73
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Bachelor's Degree/Post Grad Degree

Aud(000)	76755	765	326	1077
% Horiz		1.0	.4	1.4
% Vert	31.1	11.2	24.7	13.4
Index		36	79	43

Any College

Aud(000)	147478	2352	740	3031
% Horiz		1.6	.5	2.1
% Vert	59.7	34.3	56.1	37.7
Index		57	94	63

Employed

Aud(000)	151333	4165	994	5086
% Horiz		2.8	.7	3.4
% Vert	61.3	60.8	75.3	63.2
Index		99	123	103

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Median HHI \$	\$70,264	\$39,902	\$80,596	\$43,799
Household Income \$50,000 or More				
Aud(000)	158505	2646	914	3494
% Horiz		1.7	.6	2.2
% Vert	64.2	38.6	69.2	43.4
Index		60	108	68
Household Income \$60,000 or More				
Aud(000)	140342	1961	846	2766
% Horiz		1.4	.6	2.0
% Vert	56.8	28.6	64.1	34.4
Index		50	113	61
Household Income \$75,000 or More				
Aud(000)	115745	1358	709	2032
% Horiz		1.2	.6	1.8
% Vert	46.9	19.8	53.7	25.3
Index		42	115	54
Household Income \$100,000 or More				
Aud(000)	81745	896	492	1354
% Horiz		1.1	.6	1.7
% Vert	33.1	13.1	37.3	16.8
Index		40	113	51