

**A SNAPSHOT**

Total adults	3,400,000
Median age	35.5
Median HHI	\$51,371
Hispanic origin	100%
Speaks mostly English at home, but some Spanish	75%
Speaks only English at home	25%

<b>AGE</b>	<b>AUD (000)</b>	<b>% COMP</b>
18–34	1,637	48%
25–34	1,126	33%
25–49	2,477	73%
25–54	2,595	76%

**EDUCATION, EMPLOYMENT & INCOME**

Attended/graduated college+	1,596	47%
Employed	2,233	66%
HHI \$50,000+	1,757	52%

**FAMILY SIZE**

Any kids	2,697	79%
2+ children in household	2,011	59%
Average age of kids: 9.1 yrs		

Source: MRI Doublebase 2017; Publisher-defined prototype