

**A SNAPSHOT**

Total women	2,825,000
Median age	35.4
Median HHI	\$50,663
Hispanic origin	100%
Speaks mostly English at home, but some Spanish	77%
Speaks only English at home	23%

AGE	AUD (000)	% COMP
18-34	1,371	49%
25-34	890	32%
25-49	2,077	74%
25-54	2,151	76%

**EDUCATION, EMPLOYMENT & INCOME**

Attended/graduated college+	1,316	47%
Employed	1,812	64%
HHI \$50,000+	1,436	51%

**FAMILY SIZE**

Any kids	2,307	82%
2+ children in household	1,729	61%
Average age of kids: 9 yrs		

Source: MRI Doublebase 2017, Base: Women; Publisher-defined prototype