

A SNAPSHOT

Total adults	3,400,000
Median age	34.1
Median HHI	\$58,898
Median home value	\$314,516
Hispanic origin	100%
Speaks mostly English at home, but some Spanish	69%
Speaks only English at home	31%

AGE	AUD (000)	% COMP
18-34	1,845	54%
18-49	2,957	87%
25-49	2,574	76%
25-54	2,696	79%

EDUCATION, EMPLOYMENT & INCOME

Attended/graduated college+	1,836	54%
Employed	2,340	69%
HHI \$50,000+	1,945	57%

FAMILY SIZE

Any kids	2,818	83%
2+ children in household	2,052	60%
Average age of kids: 7.2 yrs		

Source: MRI Doublebase 2019; Publisher-defined prototype

For more information, please contact your *Parents Latina* sales representative or Donna Lindskog, Sales Director, 212.551.7014, donna.lindskog@meredith.com