

A SNAPSHOT

Total women	2,924,000
Median age	34
Median HHI	\$54,881
Median home value	\$320,550
Hispanic origin	100%
Speaks mostly English at home, but some Spanish	71%
Speaks only English at home	29%

AGE	AUD (000)	% COMP
18–34	1,643	56%
18–49	2,516	86%
25–49	2,200	75%
25–54	2,301	79%

EDUCATION, EMPLOYMENT & INCOME

Attended/graduated college+	1,570	54%
Employed	1,935	66%
HHI \$50,000+	1,563	54%

FAMILY SIZE

Any kids	2,399	82%
2+ children in household	1,737	59%
Average age of kids: 7.2 yrs		

Source: MRI Doublebase 2019, Base: Women; 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