

Demographic Profile

Total Audience

	Audience (000)	% Comp	Index
Readers per copy	6.80		
Hispanic Adults	1,028	100.0	100
Women	612	59.6	121
Men	416	40.4	80
Age			
18-24	242	23.5	125
18-34	491	47.7	110
18-44	730	71.0	110
18-49	861	83.7	114
25-54	676	65.7	106
55+	111	10.8	57
Median	36.1		
HHI			
\$40,000+	552	53.7	91
\$50,000+	465	45.3	94
Median	\$44,303		
Education			
Attd/Grad College+	234	22.7	68
Grad High School+	610	59.3	93
Employment Status			
Employed	648	63.1	95
Marital Status			
Married	508	49.5	88
Single/Sep/Wid/Div	520	50.6	116
Household Size			
3-4	396	38.5	99
5+	449	43.7	114
Children in Household			
< 2 years old	201	19.6	132
< 6 years old	389	37.8	114
<18 years old	643	62.5	108
County			
A/B	874	85.0	100
C/D	154	15.0	98

Demographic Profile

Total Women

	Audience (000)	% Comp	Index
Readers per copy	3.87		
Hispanic Women	612	100.0	100
Age			
18-24	153	25.0	143
18-34	278	45.3	110
18-44	445	72.6	114
18-49	491	80.1	110
25-54	364	59.5	95
55+	95	15.5	78
Median	37.0		
HHI			
\$40,000+	296	48.3	87
\$50,000+	252	41.1	92
Median	\$38,760		
Education			
Attd/Grad College+	159	26.0	74
Grad High School+	378	61.8	94
Employment Status			
Employed	300	49.0	89
Marital Status			
Married	300	49.0	88
Single/Sep/Wid/Div	312	51.0	115
Household Size			
3-4	246	40.2	101
5+	265	43.3	119
Children in Household			
< 2 years old	141	23.0	159
< 6 years old	265	43.3	127
<18 years old	428	69.9	116
County			
A/B	546	89.1	106
C/D	67	10.9	68

Source: Simmons Winter 2008 NHCS Unified Adult Full Year Study