

2012 Audience

PROFILE (MRI FALL 2011)

ADULTS

PEOPLE EN ESPAÑOL

TOTAL AUDIENCE (000)	7,248
Female	58%
Male	42%
Median age	38
Age 18 - 24	20%
Age 25 - 34	21%
Age 35 - 49	38%
Age 50+	21%
Own home	43%
Married	54%
Have children	68%
Kids < 6yrs.	38%
Kids 6-17 yrs.	54%
Presence of Children by age 12-17	35%
Average HH size	4.3
Any college	35%
Employed	65%
Median HHI	\$40,099
HHI \$50,000+	39%
HHI \$75,000+	20%

MRI FALL 2011



Adamari López



Romeo



Kate de Castillo



Eugenio Siller



Aracely Arámbula



PeopleEnEspañol.com

2012 Audience

COMPETITIVE PROFILE (MRI FALL 2011)

WOMEN

PEOPLE EN ESPAÑOL LATINA

TOTAL AUDIENCE (000)	4,205	1,943
Median age	38	34
Age 18 - 24	19%	20%
Age 25 - 34	20%	32%
Age 35 - 49	39%	29%
Age 50+	22%	19%
Own home	44%	49%
Married	56%	38%
Have children	71%	66%
Kids < 6yrs.	37%	41%
Kids 6-17 yrs.	58%	48%
Presence of Children by age 12-17	39%	35%
Average HH size	4.3	4.4
Any college	38%	49%
Employed	55%	55%
Median HHI	\$39,617	\$42,484
HHI \$50,000+	39%	40%
HHI \$75,000+	22%	24%

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COMPETITIVE PROFILE (MRI FALL 2011)

ADULTS

PEOPLE EN ESPAÑOL LATINA

TOTAL AUDIENCE (000)	7,248	2,590
Female	58%	75%
Male	42%	25%
Median age	38	37
Age 18 - 24	20%	16%
Age 25 - 34	21%	29%
Age 35 - 49	38%	33%
Age 50+	21%	22%
Own home	43%	49%
Married	54%	43%
Have children	68%	59%
Kids < 6yrs.	38%	34%
Kids 6-17 yrs.	54%	44%
Presence of Children by age 12-17	35%	33%
Average HH size	4.3	4.1
Any college	35%	45%
Employed	65%	57%
Median HHI	\$40,099	\$42,310
HHI \$50,000+	39%	41%
HHI \$75,000+	20%	21%

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