

LATINA[®]

**Reaching 2,733,000
Acculturated Latinas**

	Adults
Median Age	36
A18-34	48%
A18-49	81%
Head of Household	46%
Total Principal Shopper	65%
Median HHI	\$39,531
HHI \$50,000+	42%
HHI \$75,000+	25%
Any College Employed	41%
	58%
Parent	66%
Parent of a child 7-12	35%

Source: MRI Doublebase 2011



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