

El Nuevo Herald Past Week Demographic Profile

		Hispanic Adults		El Nuevo Herald - Past Week Reader		
Hispanic Adults (18+):		1,603,517		404,846		
Gender	Male	748,719	47%	185,818	46%	98
	Female	854,798	53%	219,028	54%	101
Age	18 - 34	453,796	28%	45,644	11%	40
	35 - 54	635,071	40%	166,735	41%	104
	55+	513,750	32%	192,467	48%	148
	Median Age	45.6	-	53.3	-	
Education	College Graduate+	333,150	21%	76,706	19%	91
	Some College	417,205	26%	87,629	22%	83
Hispanic Origin	Cuban	688,477	43%	186,154	46%	107
	South American	304,101	19%	70,251	17%	91
	Central American	197,579	12%	65,431	16%	131
	Other	413,360	26%	83,010	21%	80
Household Income	\$50,000 or more	666,993	42%	114,075	28%	68
	Avg. HHI	\$63,521	-	\$56,885	-	-
	Median HHI	\$44,002	-	\$34,987	-	-
Household Characteristics	Married	849,296	53%	231,948	57%	108
	Presence of Children	697,580	44%	143,370	35%	81
	Home Owner	872,520	54%	188,660	47%	86
	Renter/Other	730,997	46%	216,186	53%	117