

## Miami Herald Past Week Demographic Profile

		Market Adults		The Miami Herald - Past Week Print		
Adults (18+):		<b>3,350,167</b>		<b>1,058,853</b>		
<b>Gender</b>	Male	1,604,601	48%	546,919	52%	108
	Female	1,745,566	52%	511,934	48%	93
<b>Age</b>	18 - 34	885,415	26%	248,867	24%	89
	35 - 54	1,284,558	38%	432,289	41%	106
	55+	1,180,194	35%	377,697	36%	101
	Median Age	47.2	-	47.7	-	
<b>Education</b>	College Graduate+	828,840	25%	318,967	30%	122
	Some College	943,540	28%	296,275	28%	99
<b>Race/ Ethnicity</b>	White non-Hispanic	1,126,715	34%	363,403	34%	102
	Black non-Hispanic	488,588	15%	163,791	15%	106
	Other non-Hispanic	131,347	4%	44,545	4%	107
	Hispanics	1,603,517	48%	487,114	46%	96
<b>Household Income</b>	\$50,000 or more	1,589,214	47%	534,235	50%	106
	Avg. HHI	\$72,549	-	\$81,002	-	-
	Median HHI	\$48,185	-	\$50,736	-	-
<b>Household Characteristics</b>	Married	1,682,785	50%	504,610	48%	95
	Presence of Children	1,261,199	38%	368,640	35%	92
	Home Owner	2,139,891	64%	712,649	67%	105
	Renter/Other	1,210,276	36%	346,204	33%	91