

MiamiHerald.com and Miami.com Online Demographic Profile

		Accesses the Internet in the past 30 Day		MiamiHerald.com- past 30 days					
				Miami.com - past 30 days			Miami.com - past 30 days		
Adults (18+):		2,353,634		419,912			104,939		
Gender	Male	1,177,057	50%	254,593	61%	121	35,368	34%	67
	Female	1,176,577	50%	165,319	39%	79	69,571	66%	133
Age	18 - 34	791,372	34%	151,959	36%	108	40,040	38%	113
	35 - 54	1,018,360	43%	196,592	47%	108	47,785	46%	105
	55+	543,902	23%	71,361	17%	74	17,114	16%	71
	Median Age	42.4	-	41.0	-		40.8	-	
Education	College Graduate+	727,543	31%	176,400	42%	136	48,982	47%	151
	Some College	766,140	33%	138,120	33%	101	30,943	29%	91
Race/ Ethnicity	White non-Hispanic	872,851	37%	152,709	36%	98	25,493	24%	66
	Black non-Hispanic	353,031	15%	67,678	16%	107	10,060	10%	64
	Other non-Hispanic	98,676	4%	11,739	3%	67	2,146	2%	49
	Hispanics	1,029,076	44%	187,786	45%	102	67,240	64%	147
Household Income	\$50,000 or more	1,358,117	58%	289,177	69%	119	62,114	59%	103
	Avg. HHI	\$84,269	-	\$102,374	-	-	\$77,541	-	-
	Median HHI	\$60,710	-	\$80,920	-	-	\$65,521	-	-
Household Characteristics	Married	1,214,482	52%	213,622	51%	99	50,718	48%	94
	Presence of Children	1,024,589	44%	209,595	50%	115	41,827	40%	92
	Home Owner	1,548,855	66%	301,478	72%	109	64,907	62%	94
	Renter/Other	804,779	34%	118,434	28%	82	40,032	38%	112