


Miami Book Fair Miami Dade College

2016 Demographics

200,000 attendees 

68% Female & **32%** Male | **73%** are between the ages of 17 and 54 | **20,000** children and students attend

 **32%** Annual household income in excess of **\$75,000**

 **88%** are from **South Florida**

72% have a **college degree**, with 25% having an advanced degree 

 **94%** of all fairgoers were either **satisfied** or extremely satisfied with their experience at the Book Fair

