

Demographic Profile - Business Outlook Readers

GENDER

Male	53%
Female	47%

AGE

18 to 24	6%
25 to 34	9%
35 to 44	19%
45 to 54	25%
55 to 64	21%
65+	21%

MARITAL STATUS

Married	64%
Single (never married)	19%
Widowed, divorced, legally separated	17%

EDUCATION

High school graduate	26%
Some college	31%
College graduate/ post grad work or degree	39%

EMPLOYMENT

Employed full time	50%
Employed part time	11%

OCCUPATION SUMMARY

White collar	40%
Blue collar	21%

RACE/ETHNICITY

White	59%
Black/African American	3%
Asian	1%
Hispanic	32%
Other	5%

HOUSEHOLD INCOME

Less than \$25,000	7%
\$25,000 - \$34,999	15%
\$35,000 - \$44,999	12%
\$45,000 - \$74,999	23%
\$75,000 - \$99,999	21%
\$100,000 - \$149,999	15%
\$150,000 +	7%

TENURE

Home owner	88%
Renter	11%
Other	1%

HOUSEHOLD SIZE

One to two	54%
Three to four	35%
Five to six	10%
Seven +	1%

MARKET VALUE OF HOME OWNED

Less than \$100,000	7%
\$100,000 - \$149,999	14%
\$150,000 - \$199,999	16%
\$200,000 - \$249,999	13%
\$250,000 - \$299,999	12%
\$300,000 +	26%