

# Demographic Profile - Fit Readers

## GENDER

Male	41%
Female	59%

## AGE

18 to 24	2%
25 to 34	14%
35 to 44	5%
45 to 54	25%
55 to 64	30%
65+	25%

## MARITAL STATUS

Married	55%
Single (never married)	21%
Widowed, divorced, legally separated	25%

## EDUCATION

High school graduate	14%
Some college	31%
College graduate/ post grad work or degree	54%

## EMPLOYMENT

Employed full time	46%
Employed part time	19%

## OCCUPATION SUMMARY

White collar	56%
Blue collar	9%

## RACE/ETHNICITY

White	75%
Hispanic	24%
Other	2%

## HOUSEHOLD INCOME

Less than \$25,000	1%
\$25,000 - \$34,999	13%
\$35,000 - \$44,999	8%
\$45,000 - \$74,999	25%
\$75,000 - \$99,999	22%
\$100,000 - \$149,999	18%
\$150,000 +	14%

## TENURE

Home owner	88%
Renter	4%
Other	8%

## HOUSEHOLD SIZE

One to two	58%
Three to four	22%
Five to six	19%
Seven +	2%

## MARKET VALUE OF HOME OWNED

Less than \$100,000	4%
\$100,000 - \$149,999	10%
\$150,000 - \$199,999	12%
\$200,000 - \$249,999	13%
\$250,000 - \$299,999	9%
\$300,000 +	41%