

Demographic Profile - Sage Readers

GENDER

Male	27%
Female	73%

AGE

18 to 24	2%
25 to 34	9%
35 to 44	9%
45 to 54	23%
55 to 64	22%
65+	35%

MARITAL STATUS

Married	54%
Single (never married)	17%
Widowed, divorced, legally separated	29%

EDUCATION

High school graduate	28%
Some college	29%
College graduate/ post grad work or degree	40%

EMPLOYMENT

Employed full time	33%
Employed part time	15%

OCCUPATION SUMMARY

White collar	37%
Blue collar	11%

RACE/ETHNICITY

White	63%
Black/African American	2%
Asian	<1%
Hispanic	31%
Other	4%

HOUSEHOLD INCOME

Less than \$25,000	12%
\$25,000 - \$34,999	14%
\$35,000 - \$44,999	14%
\$45,000 - \$74,999	25%
\$75,000 - \$99,999	15%
\$100,000 - \$149,999	14%
\$150,000 +	8%

TENURE

Home owner	86%
Renter	12%
Other	3%

HOUSEHOLD SIZE

One to two	63%
Three to four	27%
Five to six	10%
Seven +	1%

MARKET VALUE OF HOME OWNED

Less than \$100,000	8%
\$100,000 - \$149,999	14%
\$150,000 - \$199,999	18%
\$200,000 - \$249,999	12%
\$250,000 - \$299,999	8%
\$300,000 +	26%