

# Boomer Readers

## ■ DEMOGRAPHIC PROFILE

### GENDER

Male	41%
Female	59%

### AGE

18 to 24	5%
25 to 34	6%
35 to 44	13%
45 to 54	26%
55 to 64	25%
65+	26%

### MARITAL STATUS

Married	63%
Single (never married)	15%
Widowed, divorced, legally separated	22%

### EDUCATION

High school graduate	30%
Some college	24%
College graduate/ post grad work or degree	45%

### EMPLOYMENT

Employed full time	48%
Employed part time	16%

### OCCUPATION SUMMARY

White collar	50%
Blue collar	14%

### RACE/ETHNICITY

White	65%
Black/African American	1%
Asian	3%
Hispanic	26%
Other	5%

### HOUSEHOLD INCOME

Less than \$25,000	5%
\$25,000 - \$34,999	16%
\$35,000 - \$44,999	11%
\$45,000 - \$74,999	17%
\$75,000 - \$99,999	24%
\$100,000 - \$149,999	19%
\$150,000 +	9%

### TENURE

Home owner	85%
Renter	12%
Other	4%

### HOUSEHOLD SIZE

One to two	61%
Three to four	32%
Five +	7%

### MARKET VALUE OF HOME OWNED

Less than \$100,000	6%
\$100,000 - \$149,999	11%
\$150,000 - \$199,999	20%
\$200,000 - \$249,999	11%
\$250,000 - \$299,999	12%
\$300,000 - \$349,999	7%
\$350,000 - \$499,999	8%
\$500,000+	9%

Percentage may not equal 100 due to rounding.

Source: Scarborough Report, October 2007-September 2008 (Albuquerque CBSA)

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