

Business Outlook Readers

■ DEMOGRAPHIC PROFILE

GENDER

Male	56%
Female	44%

AGE

18 to 24	5%
25 to 34	14%
35 to 44	17%
45 to 54	19%
55 to 64	21%
65+	25%

MARITAL STATUS

Married	66%
Single (never married)	18%
Widowed, divorced, legally separated	16%

EDUCATION

High school graduate	30%
Some college	28%
College graduate/ post grad work or degree	38%

EMPLOYMENT

Employed full time	51%
Employed part time	16%

OCCUPATION SUMMARY

White collar	44%
Blue collar	23%

RACE/ETHNICITY

White	61%
Black/African American	2%
Asian	1%
Hispanic	31%
Other	5%

HOUSEHOLD INCOME

Less than \$25,000	7%
\$25,000 - \$34,999	9%
\$35,000 - \$44,999	12%
\$45,000 - \$74,999	21%
\$75,000 - \$99,999	22%
\$100,000 - \$149,999	19%
\$150,000 +	10%

TENURE

Home owner	87%
Renter	13%

HOUSEHOLD SIZE

One to two	55%
Three to four	32%
Five to six	12%
Seven +	1%

MARKET VALUE OF HOME OWNED

Less than \$100,000	4%
\$100,000 - \$149,999	11%
\$150,000 - \$199,999	17%
\$200,000 - \$249,999	17%
\$250,000 - \$299,999	9%
\$300,000 - \$349,999	9%
\$349,999 - \$499,999	11%
\$500,000 +	9%

ALBUQUERQUE JOURNAL

Business

Outlook

Percentage may not equal 100 due to rounding.

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