

Fit Readers

■ DEMOGRAPHIC PROFILE

GENDER

Male	37%
Female	63%

AGE

18 to 24	10%
25 to 34	3%
35 to 44	14%
45 to 54	25%
55 to 64	22%
65+	27%

MARITAL STATUS

Married	59%
Single (never married)	20%
Widowed, divorced, legally separated	21%

EDUCATION

High school graduate	22%
Some college	31%
College graduate/ post grad work or degree	46%

EMPLOYMENT

Employed full time	47%
Employed part time	20%

OCCUPATION SUMMARY

White collar	55%
Blue collar	11%

RACE/ETHNICITY

White	68%
Hispanic	26%
Other	6%

HOUSEHOLD INCOME

Less than \$25,000	6%
\$25,000 - \$34,999	9%
\$35,000 - \$44,999	10%
\$45,000 - \$74,999	22%
\$75,000 - \$99,999	24%
\$100,000 - \$149,999	20%
\$150,000 +	10%

TENURE

Home owner	88%
Renter	8%
Other	4%

HOUSEHOLD SIZE

One to two	61%
Three to four	29%
5+	10%

MARKET VALUE OF HOME OWNED

Less than \$100,000	5%
\$100,000 - \$149,999	13%
\$150,000 - \$199,999	20%
\$200,000 - \$249,999	15%
\$250,000 - \$299,999	11%
\$300,000 - \$349,999	8%
\$350,000 - \$499,999	8%
\$500,000 +	8%

Percentage may not equal 100 due to rounding.

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

The logo for 'fit' is displayed in a lowercase, serif font. It is positioned on a yellow rectangular background. To the left of the yellow background, there are two overlapping squares: a smaller light blue one on top and a larger yellow one below it, partially overlapping the yellow background of the logo.