

# Albuquerque Journal Readers

## ■ DEMOGRAPHIC PROFILE

### GENDER

Male	105,421	49%
Female	110,954	51%

### AGE

18 to 24	19,956	9%
25 to 34	20,970	10%
35 to 44	24,318	11%
45 to 54	47,159	22%
55 to 64	42,685	20%
65+	61,287	28%

### MARITAL STATUS

Married	134,781	62%
Single (never married)	44,461	21%
Widowed, divorced, legally separated	37,133	17%

### EDUCATION

High school graduate	68,887	32%
Some college	69,544	32%
College graduate/ post grad work or degree	73,592	34%

### EMPLOYMENT

Employed full time	97,849	45%
Employed part time	31,203	14%

### OCCUPATION SUMMARY

White collar	95,234	44%
Blue collar	33,818	16%

### RACE/ETHNICITY

White	116,517	54%
Black/African American	3,235	2%
Asian	419	<1%
Hispanic	81,404	38%
Other	14,800	7%

### HOUSEHOLD INCOME

Less than \$25,000	16,098	7%
\$25,000 - \$34,999	26,226	12%
\$35,000 - \$44,999	28,953	13%
\$45,000 - \$74,999	48,002	22%
\$75,000 - \$99,999	47,059	22%
\$100,000 - \$149,999	34,314	16%
\$150,000 +	15,723	7%

### TENURE

Home owner	184,158	85%
Renter	27,359	13%
Other	4,858	2%

### HOUSEHOLD SIZE

One to two	114,803	53%
Three to four	69,304	32%
Five to six	29,383	14%
Seven +	2,885	1%

### MARKET VALUE OF HOME OWNED

Less than \$100,000	13,677	6%
\$100,000 - \$149,999	26,893	12%
\$150,000 - \$199,999	36,882	17%
\$200,000 - \$249,999	30,874	14%
\$250,000 - \$299,999	24,564	11%
\$300,000 - \$349,999	19,863	9%
\$350,000 - \$499,999	18,593	9%
\$500,000 +	12,812	6%

ALBUQUERQUE JOURNAL



Base: 216,375 Daily Readers, Albuquerque CBSA  
Percentages may not equal 100 due to rounding.

Source: Scarborough Report, October 2007-September 2008