

Mature Life Readers

■ DEMOGRAPHIC PROFILE

GENDER

Male	28%
Female	72%

AGE

18 to 24	4%
25 to 34	4%
35 to 44	8%
45 to 54	22%
55 to 64	25%
65+	37%

MARITAL STATUS

Married	60%
Single (never married)	13%
Widowed, divorced, legally separated	26%

EDUCATION

High school graduate	31%
Some college	27%
College graduate/ post grad work or degree	39%

EMPLOYMENT

Employed full time	39%
Employed part time	14%

OCCUPATION SUMMARY

White collar	44%
Blue collar	9%

RACE/ETHNICITY

White	65%
Black/African American	1%
Asian	1%
Hispanic	30%
Other	3%

HOUSEHOLD INCOME

Less than \$25,000	12%
\$25,000 - \$34,999	12%
\$35,000 - \$44,999	15%
\$45,000 - \$74,999	24%
\$75,000 - \$99,999	18%
\$100,000 - \$149,999	14%
\$150,000 +	6%

TENURE

Home owner	89%
Renter	9%
Other	3%

HOUSEHOLD SIZE

One to two	68%
Three to four	25%
Five +	6%

MARKET VALUE OF HOME OWNED

Less than \$100,000	9%
\$100,000 - \$149,999	12%
\$150,000 - \$199,999	18%
\$200,000 - \$249,999	16%
\$250,000 - \$299,999	10%
\$300,000 - \$349,999	8%
\$350,000 - \$499,999	8%
\$500,000 +	7%

MATURE *Life*

Percentage may not equal 100 due to rounding.

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