

The Sunday Journal Readers

■ DEMOGRAPHIC PROFILE

GENDER

Male	153,759	48%
Female	166,689	52%

AGE

18 to 24	35,827	11%
25 to 34	37,480	12%
35 to 44	45,662	14%
45 to 54	72,601	23%
55 to 64	58,870	18%
65+	70,008	22%

MARITAL STATUS

Married	197,359	62%
Single (never married)	62,652	20%
Widowed, divorced, legally separated	60,437	19%

EDUCATION

High school graduate	106,366	33%
Some college	101,711	32%
College graduate/ post grad work or degree	100,329	31%

EMPLOYMENT

Employed full time	154,140	48%
Employed part time	42,834	13%

OCCUPATION SUMMARY

White collar	140,469	44%
Blue collar	56,505	18%

RACE/ETHNICITY

White	167,357	52%
Black/African American	6,536	2%
Asian	2,148	1%
Hispanic	122,136	38%
Other	22,271	7%

HOUSEHOLD INCOME

Less than \$25,000	28,916	9%
\$25,000 - \$34,999	35,961	11%
\$35,000 - \$44,999	41,822	13%
\$45,000 - \$74,999	89,155	28%
\$75,000 - \$99,999	66,146	21%
\$100,000 - \$149,999	39,607	12%
\$150,000 +	18,841	6%

TENURE

Home owner	268,725	84%
Renter	41,956	13%
Other	9,767	3%

HOUSEHOLD SIZE

One to two	155,267	49%
Three to four	107,029	33%
Five to six	51,008	16%
Seven +	7,144	2%

MARKET VALUE OF HOME OWNED

Less than \$100,000	28,781	9%
\$100,000 - \$149,999	40,937	13%
\$150,000 - \$199,999	55,944	18%
\$200,000 - \$249,999	44,324	14%
\$250,000 - \$299,999	37,304	12%
\$300,000 - \$349,999	20,934	7%
\$350,000 - \$499,999	23,474	7%
\$500,000+	17,027	5%

THE SUNDAY JOURNAL



Base: 320,448 Sunday Readers, Albuquerque CBSA
Percentages may not equal 100 due to rounding.

Source: Scarborough Report, October 2007-September 2008