

Venue Readers

■ DEMOGRAPHIC PROFILE

GENDER

| | |
|--------|-----|
| Male | 39% |
| Female | 61% |

AGE

| | |
|----------|-----|
| 18 to 24 | 3% |
| 25 to 34 | 13% |
| 35 to 44 | 14% |
| 45 to 54 | 23% |
| 55 to 64 | 21% |
| 65+ | 26% |

MARITAL STATUS

| | |
|---|-----|
| Married | 53% |
| Single (never married) | 21% |
| Widowed, divorced, legally separated | 25% |

EDUCATION

| | |
|---|-----|
| High school graduate | 27% |
| Some college | 32% |
| College graduate/ post grad work or degree | 37% |

EMPLOYMENT

| | |
|--------------------|-----|
| Employed full time | 52% |
| Employed part time | 10% |

OCCUPATION SUMMARY

| | |
|--------------|-----|
| White collar | 41% |
| Blue collar | 21% |

RACE/ETHNICITY

| | |
|------------------------|-----|
| White | 50% |
| Black/African American | 2% |
| Asian | 1% |
| Hispanic | 41% |
| Other | 6% |

HOUSEHOLD INCOME

| | |
|-----------------------|-----|
| Less than \$25,000 | 9% |
| \$25,000 - \$34,999 | 9% |
| \$35,000 - \$44,999 | 18% |
| \$45,000 - \$74,999 | 26% |
| \$75,000 - \$99,999 | 15% |
| \$100,000 - \$149,999 | 17% |
| \$150,000 + | 6% |

TENURE

| | |
|------------|-----|
| Home owner | 89% |
| Renter | 13% |

HOUSEHOLD SIZE

| | |
|---------------|-----|
| One to two | 59% |
| Three to four | 27% |
| Five to six | 9% |
| Seven + | 5% |

MARKET VALUE OF HOME OWNED

| | |
|-----------------------|-----|
| Less than \$100,000 | 5% |
| \$100,000 - \$149,999 | 17% |
| \$150,000 - \$199,999 | 20% |
| \$200,000 - \$249,999 | 16% |
| \$250,000 - \$299,999 | 9% |
| \$300,000 - \$349,999 | 8% |
| \$350,000 - \$499,999 | 8% |
| \$500,000+ | 6% |

Percentage may not equal 100 due to rounding.

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



VENUE