

2003 Reader Survey Demographics

- **Gender**

Male	96.8%
Female	3.2%

- **Marital Status**

Married	64.6%
Single	28.8%
Other	6.6%

- **Children in Household**

One	15.9%
Two	13.8%
3 or more	8.1%
None	62.2%

- **Education**

Graduated High School or Less	16.4%
Attended College (No Degree)	32.7%
Graduated 4-year College Plus	51.1%
Post-Graduate Study (w/o Degree)	8.9%
Post-Graduate Degree	23.3%
Master's Degree	13.0%
Doctoral Degree	2.3%
Other Professional Degree	8.0%

- **Employment**

Full-Time	57.1%
Part-Time	4.5%
Self Employed	13.8%
Retired	17.6%
Other	5.0%

- **Professional Level**

Executive/Administrator	41.8%
Professional	25.2%
Tech/Sales/Admin	15.4%
Crafts/Repair/Service	8.8%
Operator/Laborer	7.2%
Other	1.6%

(13.7% work for an automotive manufacturer, supplier, or dealership)

- **Home Ownership**

Own Home	72.4%
Own Co-op/Condo	4.6%
Rent Home or Apartment	17.5%
Other	5.5%

Own second home/vacation property	18.7%
-----------------------------------	-------

- **Market Value of Primary Residence**

\$200,000+	51.4%
\$500,000+	17.4%
\$750,000+	7.1%
\$1,000,000 or more	3.7%
Average Value	\$315,400
Median Value	\$220,700

- **Household Income**

HHI \$50,000+	66.7%
HHI \$75,000+	46.8%
HHI \$100,000+	33.7%
HHI \$150,000+	14.5%
Average HHI	\$103,600
Median HHI	\$82,800