

Sample Demographics. Holiday 2014 Survey

<b>Demographic</b>	<b>Value</b>
Male	47%
Female	53%
Adults living in household	1.90
Total children living in household	0.51
Household Income	
▪ Less than \$20,000	19.4%
▪ \$20,000 - \$39,999	31.3%
▪ \$40,000 - \$59,999	18.9%
▪ \$60,000 - \$79,999	12.9%
▪ \$80,000 - \$99,999	7.9%
▪ \$100,000 - \$119,999	3.2%
▪ \$120,000 or more	6.4%
Education	
▪ Did not graduate from high school	1.0%
▪ Graduated from high school, Did not attend college	20.0%
▪ Attended College, No Degree earned	28.1%
▪ Attended College, Associates or Trade Degree earned	14.5%
▪ Attended College, Bachelor's (B.S. or B.A.) Degree earned	24.5%
▪ Graduate or Advanced Degree (M.S., Ph.D., Law School)	10.8%
▪ Other	1.1%