

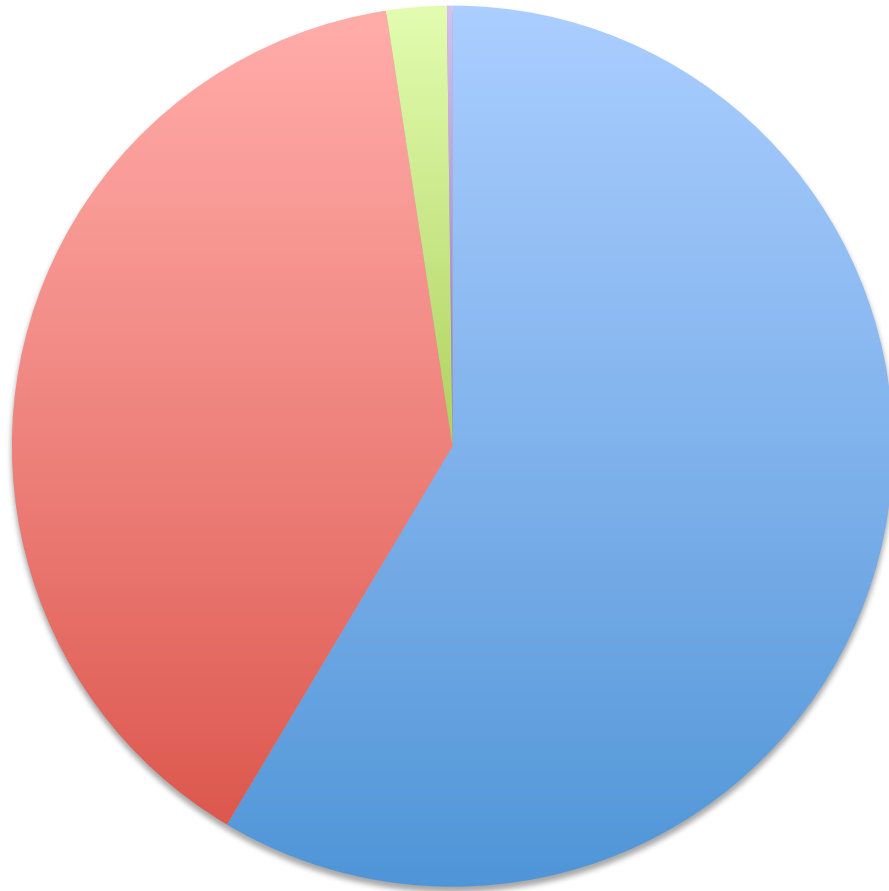


# Demographic Survey Results

PREPARED BY LIVE OAK COMMUNICATIONS

*The following survey results are based on a sample size of 591 randomly selected Centerfest attendees*

# GENDER



What gender do you identify as?

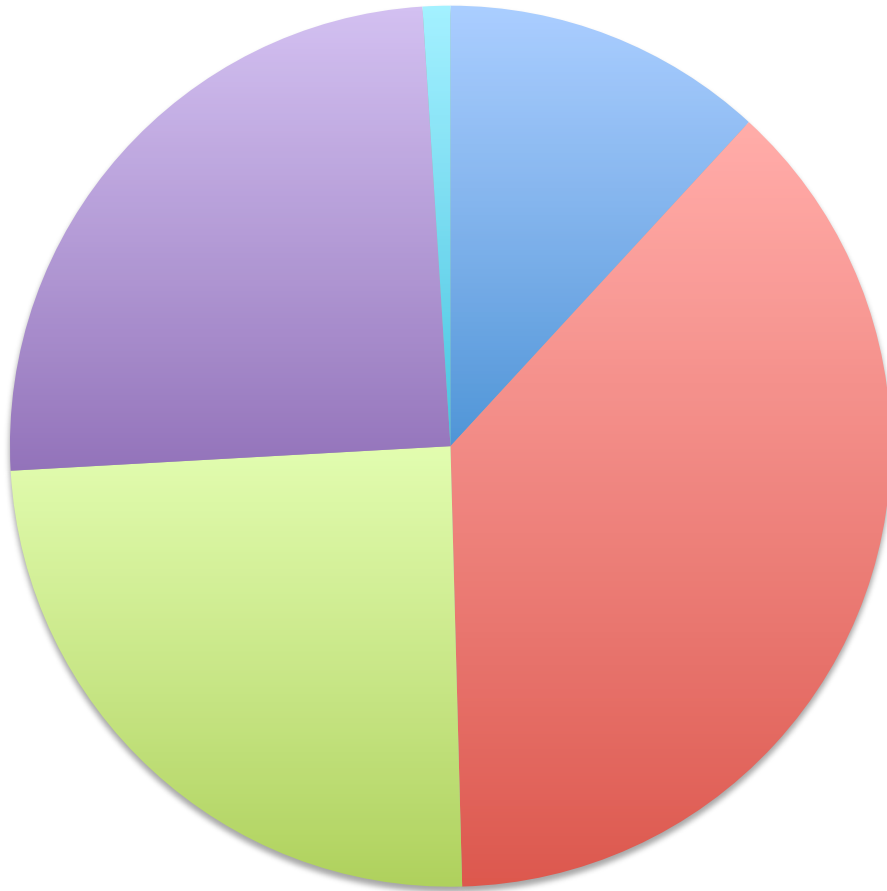
■ Female (345/591) = 58%

■ Male (230/591) = 39%

■ Other (13/591) = 2%

■ No Answer (3/591) = 1%

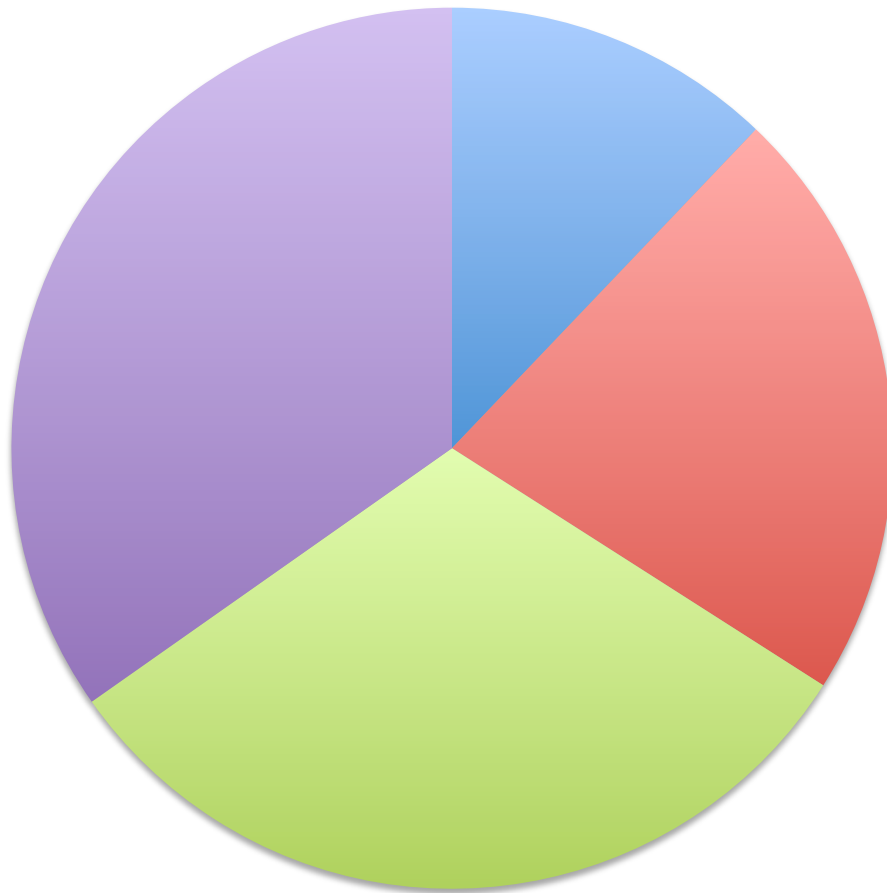
# AGE



How old are you?

- Under 21 (70/591) = 11%
- Ages 21-34 (223/591) = 38%
- Ages 35-49 (145/591) = 24%
- Ages 50+ (147/591) = 25%
- No answer (6/591) = 1%

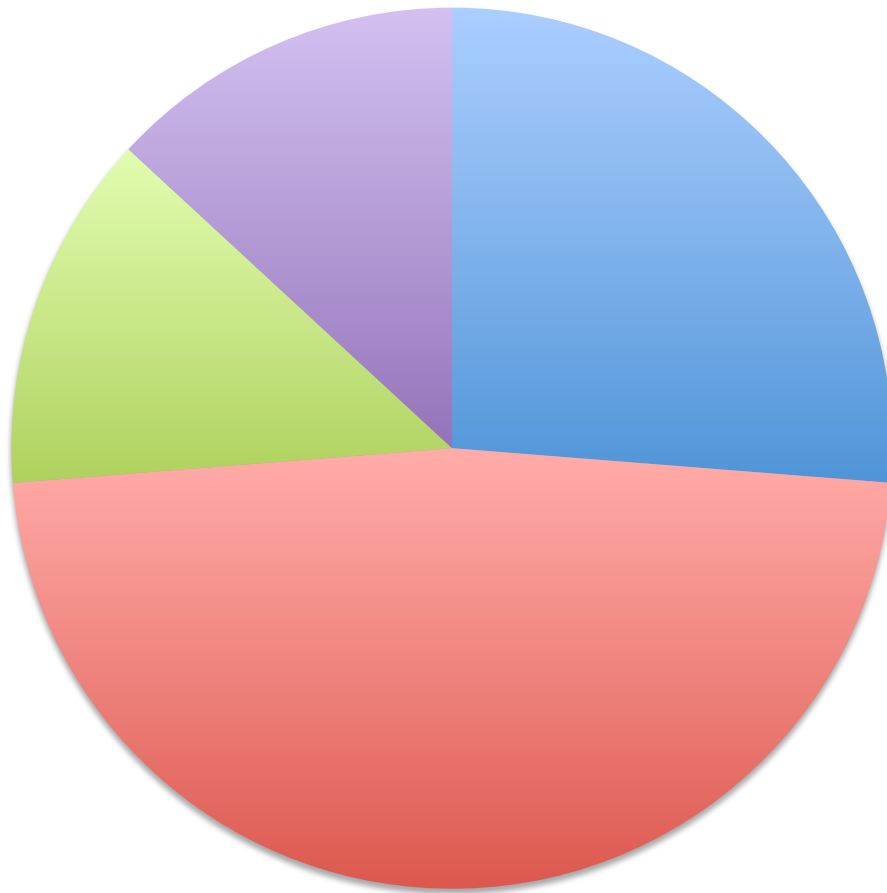
# EDUCATION



What is the highest level of education you have completed?

- High School  
(68/591) = 11%
- Some College/University  
(123/591) = 21%
- Undergraduate Degree  
(175/591) = 30%
- Graduate Degree  
(195/591) = 33%
- Other  
(29/591) = 5%

# MARITAL STATUS



What is your marital status?

■ Single  
(260/591) = 43%

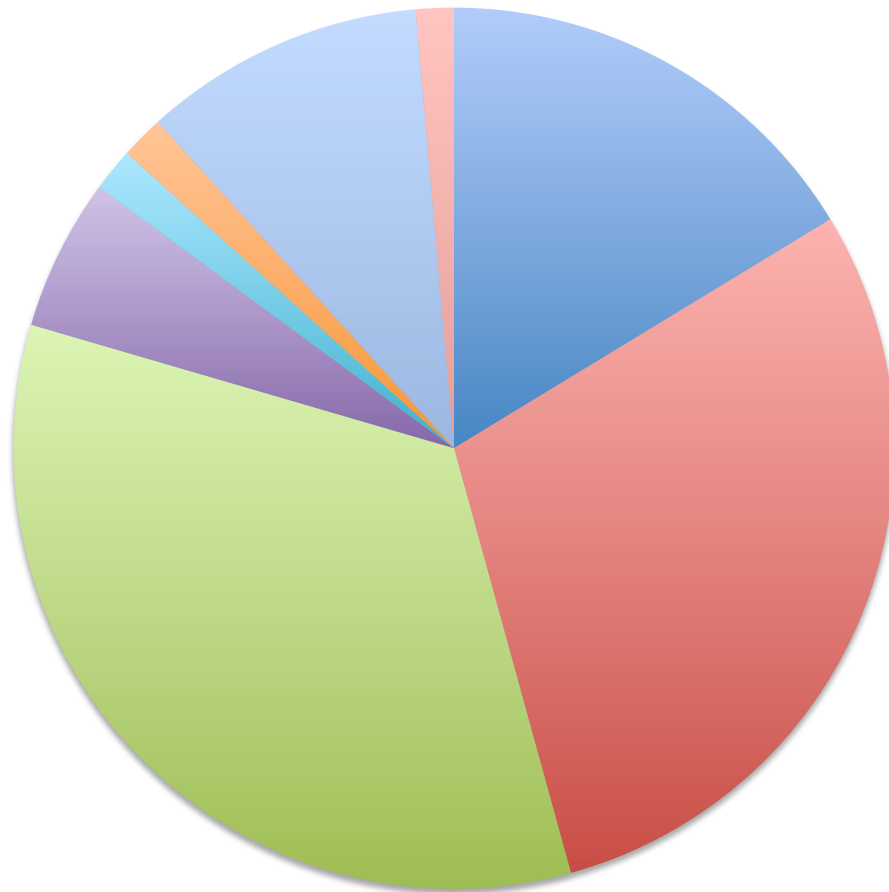
■ Married  
(263/591) = 45%

■ Domestic Partnership  
(34/591) = 6%

■ Other  
(34/591) = 6%

# INCOME

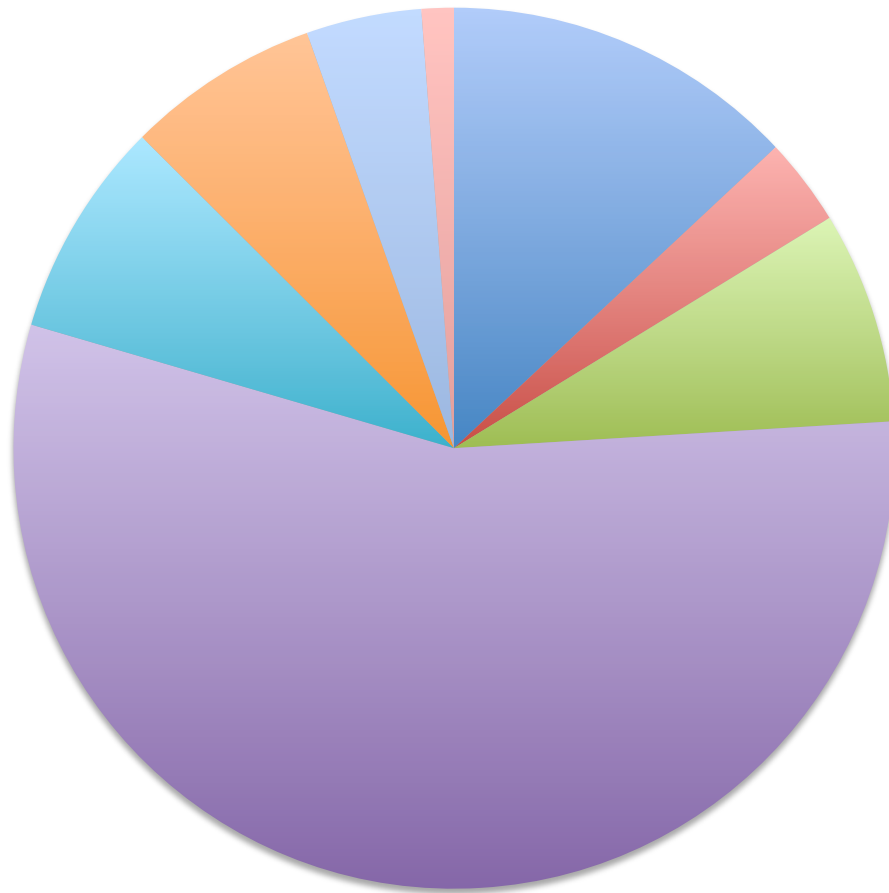
What is your average household income?



- Less than \$25,000  
(82/591) = 14%
- \$25,000-\$50,000  
(148/591) = 25%
- \$50,001-\$100,000  
(170/591) = 29%
- \$100,001-\$200,000  
(96/591) = 16%
- \$200,001-\$400,000  
(28/591) = 5%
- More than \$400,000  
(8/591) = 1%
- Prefer Not to Say  
(52/591) = 9%
- No Answer  
(7/591) = 1%

# EMPLOYMENT STATUS

What is your employment status?



- Student  
(77/591) = 13%
- Freelance  
(19/591) = 3%
- Self-Employed  
(46/591) = 8%
- Employed Full-Time  
(328/591) = 55%
- Employed Part-Time  
(47/591) = 8%
- Retired  
(42/591) = 7%
- Other  
(25/591) = 4%
- No Answer  
(7/591) = 2%