

Scarborough USA Plus - Release 1 2013 6 Month Scarborough

Qualitative Criteria: Adults 18 +
 Full Survey Area
 Geographic area of residence is Milwaukee DMA

Qualitative Population: 1,761,646

Qualitative Respondents: 1,085

Sex

48.5

% Male

51.5

% Female

Employment Status

Full-Time (35+ Hrs)	43.5%
Part-Time (<35 Hrs)	18.2%
Not Employed	
A Homemaker	8.0%
A Student	3.5%
Retired	16.2%
Disabled	5.1%
Temporarily Laid-Off	1.7%
Looking For Work	3.5%
Other	0.3%

Occupation Summary

Management/Business/Financial Ops	9.6%
Professional/Related Occupations	14.4%
Service	11.4%
Sales/Office	12.3%
Farming/Fishing/Forestry	0.0%
Construction/Extraction/Maintenance	6.4%
Production/Transportation/Matl Mvng	7.5%
Military Specific	0.0%
White Collar	36.3%
Blue Collar	25.3%

Highest Education Level Attained



8.1%
Less Than 12th Grade



34.3%
High School Grad(12th Grade/Ged)

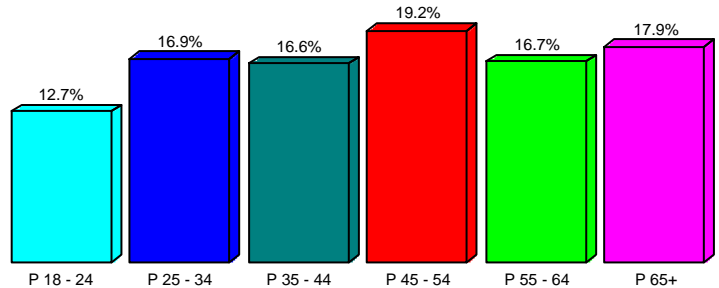


31.7%
Some College(1-3 Years-Not Grad)

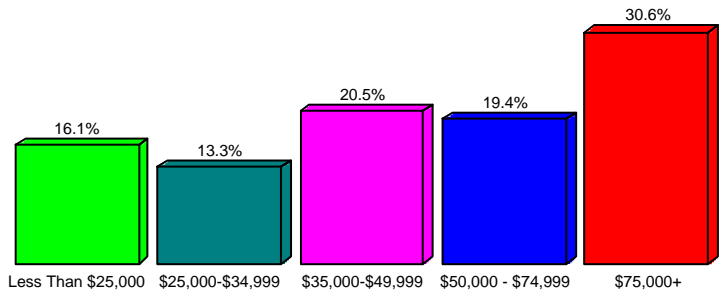


25.9%
College Graduate Or More

Age Levels



Household Income Levels



Child(Ren) Under 18 In Household

No	66.7%
One	13.4%
Two	13.1%
Three Or More	6.8%

Own Or Rent Residence

Own	64.9%
Rent	29.8%
Other -Do Not Own Or Rent	5.3%

