QUALITAP™

Scarborough Instant Qualitative Profile

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

<table>
<thead>
<tr>
<th></th>
<th>% Male</th>
<th>% Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>48.5</td>
<td>51.5</td>
</tr>
</tbody>
</table>

### 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

- Less Than 12th Grade: 8.1%
- High School Grad (12th Grade/Ged): 34.3%
- Some College (1-3 Years-Not Grad): 31.7%
- College Graduate Or More: 25.9%

### Age Levels

- P 18 - 24: 12.7%
- P 25 - 34: 16.9%
- P 35 - 44: 16.6%
- P 45 - 54: 19.2%
- P 55 - 64: 16.7%
- P 65+: 17.9%

### Household Income Levels

- Less Than $25,000: 16.1%
- $25,000-$34,999: 13.3%
- $35,000-$49,999: 20.5%
- $50,000 - $74,999: 19.4%
- $75,000+: 30.6%

### # 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%