

Mid-America Research
 Santa Monica Place----Santa Monica, California
 Demographics

<u>GENDER:</u>	
FEMALE	55%
MALE	45%
<u>AGE:</u>	
18-24	17%
25-35	17%
35-44	27%
45-54	16%
55-64	13%
65 and over	10%
<u>MARITAL STATUS:</u>	
MARRIED	45%
SINGLE	35%
DIVORCED, SEPERATED. WIDOWED	20%
<u>HOME OWNERSHIP:</u>	
OWN	37%
RENT	63%
<u>DWELLING UNIT TYPE:</u>	
SINGLE FAMILY	35%
MULTI FAMILY	65%
<u>EDUCATION:</u>	
HIGH SCHOOL GRAD	15%
SOME COLLEGE	25%
COLLEGE GRAD	45%
GRADUATE STUDIES	15%

<u>EMPLOYED OUTSIDE HOME:</u>	
YES	70%
NO	30%
<u>OCCUPATION:</u>	
PROFESSIONAL/TECHNICAL	46%
MANAGER/ENTREPEUNER	10%
CLERICAL/WHITE COLLAR	12%
SALES	10%
SERVICE/HOUSEHOLD WORK	10%
CRAFTSMEN/FOREMAN	9%
SEMI SKILLED	2%
LABORERS	1%
<u>INCOME:</u>	
UNDER \$25K	10%
\$25K – \$34,999	10%
\$35K – \$49,999	20%
\$50K +	60%
<u>RACE:</u>	
AFRICAN-AMERICAN	5%
ASIAN	10%
HISPANIC	15%
WHITE	70%