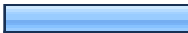











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



### 1. What is your gender?

		Response Percent	Response Count
Female		27.6%	2,069
Male		72.4%	5,440
answered question			7,509
skipped question			4











### 2. What was the highest rank you attained in the military?

		Response Percent	Response Count
N/A		10.1%	756
E1-E4		18.6%	1,396
E5-E9		50.9%	3,819
W1-W5		2.1%	156
O1-O3		3.8%	285
O4-O6		10.6%	793
O7-O10		0.5%	37
Other		3.6%	267
answered question			7,509
skipped question			4


### 3. In what branch of service do/did you serve?

		Response Percent	Response Count
Army		35.1%	2,633
Navy		20.0%	1,501
Air Force		24.6%	1,845
Marine Corps		7.6%	569
Coast Guard		1.7%	131
Other		1.0%	74
N/A		10.1%	756
<b>answered question</b>			<b>7,509</b>
<b>skipped question</b>			<b>4</b>





#### 4. What is your current military status?

		Response Percent	Response Count
Active Duty		10.6%	796
<b>Retired Military</b>		<b>39.4%</b>	<b>2,957</b>
Veteran		27.0%	2,025
National Guard/Reservist		6.1%	456
Government Employee		2.5%	190
Defense Contractor		0.5%	40
Considering Joining Military		0.7%	49
ROTC/Service Academy		0.2%	16
Military Spouse		11.9%	894
Military Enthusiast		1.1%	86
		<b>answered question</b>	<b>7,509</b>
		<b>skipped question</b>	<b>4</b>






#### 5. What was your military separation date?

		Response Percent	Response Count
<b>Military Separation Date</b>		<b>100.0%</b>	<b>5,148</b>
		<b>answered question</b>	<b>5,148</b>
		<b>skipped question</b>	<b>2,365</b>

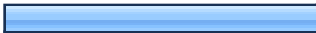

## 6. What best describes your current job?

		Response Percent	Response Count
Not employed		56.7%	2,922
Hourly		21.1%	1,085
Salaried		20.2%	1,042
Commission		1.9%	100
		<b>answered question</b>	<b>5,149</b>
		<b>skipped question</b>	<b>2,364</b>



## 7. Does your current occupation leverage your military skills & experience?

		Response Percent	Response Count
100% of the time		28.7%	615
50% of the time		31.4%	673
25% of the time		22.2%	476
never		17.2%	369
I'm not employed		0.5%	10
		<b>answered question</b>	<b>2,143</b>
		<b>skipped question</b>	<b>5,370</b>





**8. Do you feel that you are in a position below your level of military experience, training, and education (underemployed)?**

		Response Percent	Response Count
Yes		46.9%	1,004
No		53.1%	1,139
		<b>answered question</b>	<b>2,143</b>
		<b>skipped question</b>	<b>5,370</b>





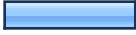
**9. Has a fellow veteran, or veteran friend ever help you land a job?**

		Response Percent	Response Count
Yes		29.4%	1,440
No		70.6%	3,461
		<b>answered question</b>	<b>4,901</b>
		<b>skipped question</b>	<b>2,612</b>










**10. Were you successful in finding employment at your final duty station or did you move?**

		Response Percent	Response Count
Yes, I found employment		32.4%	1,588
No, I had to move to get a job		29.7%	1,457
Still looking for employment		5.6%	273
Does not apply to me		32.3%	1,583
		<b>answered question</b>	<b>4,901</b>
		<b>skipped question</b>	<b>2,612</b>



## 11. If separated from the military, did you go back to school or find civilian employment after your separation?

		Response Percent	Response Count
I went back to school (including training and/or certifications)		20.6%	1,010
I couldn't afford to go back to school and found a civilian job		6.9%	338
I went back to school and found a civilian job at the same time		17.5%	859
<b>I found a civilian job</b>		<b>35.5%</b>	<b>1,741</b>
Does not apply to me		19.4%	953
		<b>answered question</b>	<b>4,901</b>
		<b>skipped question</b>	<b>2,612</b>




## 12. What's most important in a job after separating from the military? (Select top three)

		Response Percent	Response Count
Job security		74.7%	3,661
Salary		73.1%	3,582
Advancement opportunities		45.6%	2,234
Job prospects		8.5%	419
Work-life balance		40.2%	1,969
Location		35.5%	1,741
Childcare programs		1.2%	58
Accommodates my disability		11.3%	555
Proximity to a military installation		9.9%	484
		<b>answered question</b>	<b>4,901</b>
		<b>skipped question</b>	<b>2,612</b>




## 13. Do you have one more more disability ratings from the Veteran Affairs?

		Response Percent	Response Count
Yes		59.0%	2,893
No		41.0%	2,008
		<b>answered question</b>	<b>4,901</b>
		<b>skipped question</b>	<b>2,612</b>


### 14. Was it more challenging to find employment because of your disability?

		Response Percent	Response Count
Yes		27.1%	783
No		54.8%	1,584
Does not apply to me		18.2%	525
answered question			2,892
skipped question			4,621

### 15. Did employers not seem willing to hire you because of your disability?




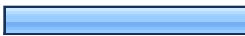



















		Response Percent	Response Count
Yes		20.2%	583
No		54.5%	1,576
Does not apply to me		25.3%	733
answered question			2,892
skipped question			4,621


### 16. What is your future military separation date? (Please estimate if no hard date is available.)

		Response Percent	Response Count
Military Separation Date		100.0%	1,874
answered question			1,874
skipped question			5,639



**17. Please selected all interests/hobbies that apply to you: (Select all that apply)**

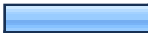



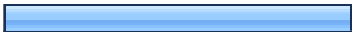






		Response Percent	Response Count
<b>Computers &amp; Technology</b>		<b>60.8%</b>	<b>3,938</b>
Music & Sound		47.9%	3,099
Sports		40.9%	2,650
Camping & Hiking		36.3%	2,351
Motorcycles		17.8%	1,151
Cars & Trucks		26.8%	1,734
Photography		27.1%	1,755
Computer Games		20.2%	1,306
Gardening		27.8%	1,799
Coupons		12.7%	822
Boating & Sailing		14.1%	914
Motorsports		7.6%	491
Bodybuilding		7.6%	495
Travel		50.6%	3,277
Martial Arts		7.9%	511
Fitness		36.5%	2,361
Running		14.1%	915
Cycling		10.6%	687
Dancing		9.9%	640
SCUBA Diving		9.1%	591
Aviation		13.2%	852
Hunting		19.1%	1,234
Video Gaming		14.6%	948

Fishing		32.8%	2,121
<b>answered question</b>			<b>6,473</b>
<b>skipped question</b>			<b>1,040</b>




### 18. Please select the response that most applies to you:

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	N/A	Rating Count
My military service experience influences who I am and the decisions I make in my life.	<b>56.6%</b> <b>(3,555)</b>	30.3% (1,903)	5.7% (357)	1.3% (83)	1.2% (73)	4.9% (309)	6,280
If a veteran reaches out to me for help (for example, in finding a job) I will take time to talk with them.	<b>67.7%</b> <b>(4,262)</b>	26.9% (1,695)	2.1% (134)	0.2% (13)	0.8% (53)	2.2% (136)	6,293
I feel a strong kinship with another veteran regardless of age.	<b>60.8%</b> <b>(3,789)</b>	28.5% (1,777)	5.6% (347)	0.5% (33)	0.8% (51)	3.8% (236)	6,233
I believe this statement is true: "If Veterans don't help each other, who will?"	<b>57.7%</b> <b>(3,630)</b>	28.4% (1,790)	9.0% (569)	2.6% (161)	1.4% (86)	0.9% (56)	6,292
<b>answered question</b>							<b>6,337</b>
<b>skipped question</b>							<b>1,176</b>




**19. In what ways do you continue to associate with your military service (select all that apply):**

		<b>Response Percent</b>	<b>Response Count</b>
Belong to The American Legion		21.3%	1,347
Belong to IAVA		2.6%	164
Belong to VFW		20.0%	1,268
Belong to other military association (Team Red White Blue, Marine Corps League, 1st Cav Association, etc.)		21.8%	1,379
<b>Belong to online communities like Military.com</b>		<b>51.9%</b>	<b>3,290</b>
Belong to Military.com only		21.4%	1,357
Volunteer to help veterans		24.7%	1,564
Participate in online communities		14.1%	896
Participate social media		28.2%	1,785
I don't really keep in touch with those I met in the military		10.4%	657
None of the above		7.6%	482
		<b>answered question</b>	<b>6,337</b>
		<b>skipped question</b>	<b>1,176</b>

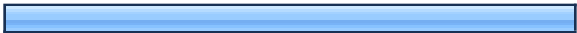


**20. Are you turned off by communications or advertising to veterans that may be overtly patriotic, disingenuous, or unauthentic?**

		Response Percent	Response Count
Yes		51.1%	3,200
No		29.4%	1,842
Does not impact me		19.5%	1,224
		<b>answered question</b>	<b>6,266</b>
		<b>skipped question</b>	<b>1,247</b>







**21. Are you less likely to consider buying a product or service if military images within an ad have obvious errors, for example hair too long, uniform not to regulations, not physically fit, etc.**

		Response Percent	Response Count
Yes		65.7%	4,125
No		16.3%	1,023
Does not impact me		17.9%	1,126
		<b>answered question</b>	<b>6,274</b>
		<b>skipped question</b>	<b>1,239</b>





## 22. Do you shop and/or purchase from stores/vendors that offer a military/veteran discount over those which don't?

		Response Percent	Response Count
Yes		85.8%	5,406
No		6.9%	435
Military/veteran discount is not important to me		7.3%	460
		<b>answered question</b>	<b>6,301</b>
		<b>skipped question</b>	<b>1,212</b>





## 23. What best describes your current educational situation?

		Response Percent	Response Count
Not continuing education at this time		67.2%	4,114
Completed school within past year		5.3%	323
Applying to school		3.0%	182
Considering school		9.6%	588
Student - full time		7.8%	476
Student - part time		7.2%	439
		<b>answered question</b>	<b>6,122</b>
		<b>skipped question</b>	<b>1,391</b>

## 24. Did you use Tuition Assistance while serving?

		Response Percent	Response Count
Yes		39.8%	2,435
No		45.4%	2,780
Not yet, but am planning to		4.9%	301
I am not eligible		9.9%	606
		<b>answered question</b>	<b>6,122</b>
		<b>skipped question</b>	<b>1,391</b>

## 25. Did you use your GI Bill benefits?






		Response Percent	Response Count
Yes		48.4%	2,964
No		26.9%	1,648
Not yet, but am planning to		12.3%	750
I am not eligible		12.4%	760
		<b>answered question</b>	<b>6,122</b>
		<b>skipped question</b>	<b>1,391</b>

## 26. What things are important in a military-friendly school?





	Very important	Quite important	Fairly important	Slightly important	Not at all important	Rating Count
Give credits for military service	<b>63.1%</b> <b>(3,865)</b>	21.2% (1,295)	8.9% (542)	3.1% (188)	3.8% (232)	6,122
"Military friendly school" badge earned (GI Jobs, Military Times, Military Advanced Education, etc.)	<b>40.9%</b> <b>(2,506)</b>	28.6% (1,753)	17.6% (1,078)	5.8% (356)	7.0% (429)	6,122
Overall reputation of the school	<b>59.5%</b> <b>(3,640)</b>	31.0% (1,899)	7.1% (436)	0.8% (51)	1.6% (96)	6,122
Offer military scholarships and grants	<b>54.6%</b> <b>(3,344)</b>	29.5% (1,809)	10.6% (650)	2.3% (140)	2.9% (179)	6,122
Accepts GI Bill benefits	<b>78.8%</b> <b>(4,824)</b>	14.6% (892)	3.3% (201)	0.7% (41)	2.7% (164)	6,122
Has a dedicated "military resource center" for veteran students	<b>49.6%</b> <b>(3,035)</b>	29.5% (1,808)	14.1% (863)	3.3% (199)	3.5% (217)	6,122
Offers special military discounts	<b>49.7%</b> <b>(3,045)</b>	30.2% (1,847)	13.3% (817)	3.8% (231)	3.0% (182)	6,122
Offer online programs	<b>48.4%</b> <b>(2,965)</b>	29.2% (1,790)	14.0% (857)	4.0% (243)	4.4% (267)	6,122
Has a campus (not an online school)	<b>29.9%</b> <b>(1,832)</b>	29.4% (1,799)	24.0% (1,469)	7.9% (485)	8.8% (537)	6,122
Offer state-level benefits to military	<b>50.4%</b> <b>(3,086)</b>	30.8% (1,888)	12.5% (763)	2.6% (161)	3.7% (224)	6,122
Offer on-base programs	<b>32.2%</b> <b>(1,969)</b>	25.3% (1,547)	20.6% (1,259)	7.8% (477)	14.2% (870)	6,122
CLEP (College Level Examination Program)	<b>36.3%</b> <b>(2,223)</b>	28.1% (1,720)	19.3% (1,182)	6.4% (391)	9.9% (606)	6,122
Offers ROTC classes	17.6% (1,075)	15.8% (967)	24.9% (1,527)	12.7% (779)	<b>29.0%</b> <b>(1,774)</b>	6,122
Are SOC (Service Member Opportunity College)	25.1% (1,539)	24.3% (1,489)	<b>25.5%</b> <b>(1,560)</b>	9.6% (586)	15.5% (948)	6,122
<b>answered question</b>						<b>6,122</b>

skipped question 1,391

**27. I have taken advantage of these government programs supporting military & veterans:  
(Select all that apply)**











		Response Percent	Response Count
Department of Labor Employment assistance		17.8%	854
<b>VA Healthcare</b>		<b>69.1%</b>	<b>3,313</b>
VA Education benefits		54.6%	2,615
State Education Benefits		16.3%	782
Discounted transit cards		8.3%	396
		<b>answered question</b>	<b>4,793</b>
		<b>skipped question</b>	<b>2,720</b>

**28. Did you consider the Tap Assistance Program helpful in your separation from the military to civilian life?**

		Response Percent	Response Count
Very helpful		11.4%	689
Somewhat helpful		16.8%	1,012
Not helpful		9.3%	561
<b>This does not apply to me</b>		<b>63.2%</b>	<b>3,804</b>
		<b>answered question</b>	<b>6,022</b>
		<b>skipped question</b>	<b>1,491</b>














**29. What are the top 3 greatest military & veteran needs for charities to support? (Select three.)**

		<b>Response Percent</b>	<b>Response Count</b>
Homelessness		57.8%	3,442
Free legal services		14.6%	872
<b>PTSD treatment</b>		<b>59.7%</b>	<b>3,555</b>
Home modifications for Wounded Warriors		37.5%	2,235
Scholarships for children of Fallen Warriors		24.3%	1,448
Veteran Service Organizations		30.7%	1,830
Bedside companionship for hospice veterans in VA centers		7.7%	460
Temporary housing for families of Wounded Warriors undergoing treatment		32.2%	1,917
Children of deployed servicemembers		15.9%	945
Military relief funds		19.6%	1,167
		<b>answered question</b>	<b>5,957</b>
		<b>skipped question</b>	<b>1,556</b>

### 30. Which of the following charities are you aware of or do you support?

	I support & financially contribute to them	I support but do not financially contribute	I have not heard of this charity	Rating Count
Wounded Warrior Project	29.9% (1,781)	<b>63.9% (3,808)</b>	6.5% (388)	5,957
Fisher House	10.2% (607)	<b>52.1% (3,101)</b>	38.2% (2,274)	5,957
Lone Survivor Foundation	1.4% (83)	30.8% (1,834)	<b>68.2% (4,061)</b>	5,957
Pat Tillman Foundation	2.2% (129)	<b>55.9% (3,328)</b>	42.5% (2,530)	5,957
Operation Homefront	5.4% (319)	<b>48.8% (2,906)</b>	46.3% (2,756)	5,957
Operation Support Our Troops America	6.0% (355)	<b>47.8% (2,848)</b>	46.7% (2,781)	5,957
Heroes at Home/Rebuilding Together	3.1% (187)	39.9% (2,374)	<b>57.3% (3,414)</b>	5,957
USO	31.0% (1,848)	<b>65.2% (3,884)</b>	4.4% (262)	5,957
Bob Woodruff Foundation	0.7% (44)	24.9% (1,486)	<b>74.7% (4,450)</b>	5,957
Iraq and Afghanistan Veterans of America	4.1% (242)	43.1% (2,565)	<b>53.3% (3,173)</b>	5,957
The American Legion	25.4% (1,511)	<b>69.1% (4,117)</b>	6.0% (358)	5,957
Veterans of Foreign Wars	24.2% (1,443)	<b>67.7% (4,032)</b>	8.5% (507)	5,957
AmVets	11.5% (686)	<b>61.8% (3,680)</b>	27.0% (1,608)	5,957
Disabled American Veterans	33.8% (2,013)	<b>57.3% (3,413)</b>	9.3% (556)	5,957
Vietnam Veterans of America	15.0% (892)	<b>67.4% (4,014)</b>	18.0% (1,074)	5,957
			<b>answered question</b>	<b>5,957</b>
			<b>skipped question</b>	<b>1,556</b>





**31. Do you have any major purchases planned in the next year? (Select all that apply.)**

		Response Percent	Response Count
Car		30.9%	1,537
Major appliance		16.6%	827
Television		16.0%	799
House		15.0%	747
Motorcycle		4.2%	208
Boat		2.0%	102
Computer		23.4%	1,166
Firearm		21.3%	1,062
Gaming system (xBox, Play Station, etc.)		8.9%	445
<b>Vacation/travel</b>		<b>48.4%</b>	<b>2,411</b>
Other		17.1%	852
		<b>answered question</b>	<b>4,982</b>
		<b>skipped question</b>	<b>2,531</b>






### 32. How do you normally do your personal shopping? (Should add up to 100%)

	Response Average	Response Total	Response Count
In-store	70.82	406,499	5,740
Online	27.02	142,393	5,269
Mail order/catalog	6.24	19,698	3,155
Telephone	3.08	8,410	2,728
<b>answered question</b>			<b>5,770</b>
<b>skipped question</b>			<b>1,743</b>







### 33. How many hours do you shop (browse) online each week?

	Response Percent	Response Count
Once a week (1-2 hours) 	47.2%	2,722
Few times a week (3-5 hours) 	34.2%	1,972
Frequently (8 hours plus) 	11.9%	686
Never 	6.8%	390
<b>answered question</b>		<b>5,770</b>
<b>skipped question</b>		<b>1,743</b>




### 34. How often do you make purchases online?

		Response Percent	Response Count
Once every few months		45.8%	2,641
Once a month		32.3%	1,866
Once a week		11.8%	681
A few times a week		3.7%	213
Never		6.4%	369
<b>answered question</b>			<b>5,770</b>
<b>skipped question</b>			<b>1,743</b>



### 35. What seasonal sales do you shop online for? (Select all that apply.)

		Response Percent	Response Count
Birthdays		56.2%	2,816
Mother's or Father's Day		29.6%	1,485
Valentine's Day		20.6%	1,033
Back to school		15.4%	773
Black Friday or Cyber Monday		41.6%	2,087
<b>Christmas or Winter Holidays</b>		<b>80.6%</b>	<b>4,042</b>
Other (please specify)			582
<b>answered question</b>			<b>5,013</b>
<b>skipped question</b>			<b>2,500</b>






### 36. On what device do you most often shop online?

		Response Percent	Response Count
Computer/PC		79.2%	4,568
Smart Phone		9.1%	526
Tablet		11.7%	676
		answered question	5,770
		skipped question	1,743

### 37. Do you ever drink energy shots?

		Response Percent	Response Count
Yes		16.5%	951
No		83.5%	4,819
		answered question	5,770
		skipped question	1,743

### 38. How many vehicles do you own in your household? (Select one or two that apply.)

		Response Percent	Response Count
1 car		26.3%	1,509
2 cars		49.8%	2,860
3 cars		22.0%	1,263
1 motorcycle		10.0%	572
None		2.7%	154
		answered question	5,747
		skipped question	1,766

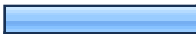

**39. What manufacturer would you consider for your next motorcycle purchase? 1 being your top choice and 6 being your last choice.**

	1	2	3	4	5	6	Rating Average	Rating Count
Harley-Davidson	<b>50.0%</b> (9)	27.8% (5)	0.0% (0)	0.0% (0)	5.6% (1)	16.7% (3)	2.33	18
Suzuki	22.2% (4)	<b>33.3%</b> (6)	22.2% (4)	0.0% (0)	16.7% (3)	5.6% (1)	2.72	18
Yamaha	5.6% (1)	22.2% (4)	<b>55.6%</b> (10)	16.7% (3)	0.0% (0)	0.0% (0)	2.83	18
Kawasaki	5.6% (1)	5.6% (1)	16.7% (3)	<b>66.7%</b> (12)	5.6% (1)	0.0% (0)	3.61	18
Victory	0.0% (0)	11.1% (2)	5.6% (1)	16.7% (3)	<b>61.1%</b> (11)	5.6% (1)	4.44	18
Honda	16.7% (3)	0.0% (0)	0.0% (0)	0.0% (0)	11.1% (2)	<b>72.2%</b> (13)	5.06	18
<b>answered question</b>								<b>18</b>
<b>skipped question</b>								<b>7,495</b>

**40. How often do you purchase a new or used car or motorcycle?**

		Response Percent	Response Count
Every year		0.3%	19
Every 2 years		2.3%	134
Every 3-5 years		22.4%	1,289
<b>5 years or more</b>		<b>73.1%</b>	<b>4,205</b>
I lease instead		1.9%	108
<b>answered question</b>			<b>5,755</b>
<b>skipped question</b>			<b>1,758</b>

**41. Have you purchased a new/used vehicle or motorcycle that included a military/veteran discount?**





		Response Percent	Response Count
Yes		28.6%	1,646
No		71.4%	4,109
answered question			5,755
skipped question			1,758

**42. How often do you travel on leisure each year by the following traveling options?**







	5+ times	3-5 times	2 times	Once	Never	Rating Count
By air	4.1% (232)	9.9% (565)	19.0% (1,084)	<b>38.5% (2,191)</b>	28.5% (1,621)	5,693
By bus	0.8% (43)	1.4% (74)	2.0% (110)	5.4% (294)	<b>90.4% (4,903)</b>	5,424
By train	0.9% (50)	1.3% (73)	3.0% (162)	10.2% (555)	<b>84.5% (4,583)</b>	5,423
answered question						5,711
skipped question						1,802



### 43. How do you typically book your vacation?

		Response Percent	Response Count
Search vacation packages and book online		46.8%	2,673
Book air and hotel online separately		32.8%	1,874
Rewards or preferred airline provider		10.8%	617
Travel agency		9.6%	547
		<b>answered question</b>	<b>5,711</b>
		<b>skipped question</b>	<b>1,802</b>

### 44. When you travel what types of lodging do you most often choose?

		Response Percent	Response Count
Discount hotel		64.3%	3,672
Luxury hotel		19.6%	1,122
Campground/RV		5.8%	329
Vacation rentals		8.2%	471
House sitting		1.0%	58
Hostels		1.0%	59
		<b>answered question</b>	<b>5,711</b>
		<b>skipped question</b>	<b>1,802</b>

#### 45. When was the last time you changed your wireless carrier?

		Response Percent	Response Count
Within last month		1.8%	101
In last 1-6 months		5.9%	336
In last 7-12 months		5.1%	288
In last 1-2 years		10.0%	570
<b>Over 2 years ago</b>		<b>77.3%</b>	<b>4,400</b>
<b>answered question</b>			<b>5,695</b>
<b>skipped question</b>			<b>1,818</b>

#### 46. What is your current wireless carrier?

		Response Percent	Response Count
Sprint		10.7%	611
US Cellular		1.2%	67
AT&T		30.2%	1,718
<b>Verizon</b>		<b>36.0%</b>	<b>2,049</b>
T-Mobile		8.1%	460
Provided by the military/employer		0.3%	19
Other		13.5%	771
<b>answered question</b>			<b>5,695</b>
<b>skipped question</b>			<b>1,818</b>






## 47. What is your age?

		Response Percent	Response Count
20 or younger		0.7%	40
21-29		8.2%	465
30-39		14.5%	822
40-49		18.7%	1,055
50-59		21.3%	1,202
<b>60-69</b>		<b>24.2%</b>	<b>1,368</b>
70 or older		12.4%	702
<b>answered question</b>			<b>5,654</b>
<b>skipped question</b>			<b>1,859</b>



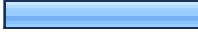


## 48. What best describes your ethnicity?

		Response Percent	Response Count
<b>White/Caucasian</b>		<b>67.9%</b>	<b>3,838</b>
Black/African American		9.7%	548
Hispanic/Latino		7.5%	426
Asian/Pacific Islander		3.7%	208
Native American		1.4%	81
Mixed ethnicity		2.8%	156
Do not wish to provide		5.7%	320
Other		1.4%	77
<b>answered question</b>			<b>5,654</b>
<b>skipped question</b>			<b>1,859</b>




## 49. What is your marital status?

		Response Percent	Response Count
Single		9.6%	543
<b>Married</b>		<b>77.1%</b>	<b>4,359</b>
Divorced		8.1%	458
Separated		1.8%	100
Widowed		3.4%	194
<b>answered question</b>			<b>5,654</b>
<b>skipped question</b>			<b>1,859</b>

## 50. What is your household annual income?

		Response Percent	Response Count
Less than \$25,000		11.1%	630
<b>\$25,000 to \$50,000</b>		<b>42.7%</b>	<b>2,417</b>
\$75,000 to \$100,000		29.2%	1,650
\$100,000 to \$150,000		12.6%	715
Greater than \$150,000		4.3%	242
<b>answered question</b>			<b>5,654</b>
<b>skipped question</b>			<b>1,859</b>

**51. You have completed our survey. Please provide us your email information so we may contact you in the event you are selected to receive an Apple iPad Mini.**

		<b>Response Percent</b>	<b>Response Count</b>
First name		99.2%	5,424
Last name		98.9%	5,410
Email		<b>99.7%</b>	<b>5,455</b>
		<b>answered question</b>	<b>5,469</b>
		<b>skipped question</b>	<b>2,044</b>