



PRESENTED BY



**FARMERS**

July 26—Aug 1, 2010—UCLA

**SPECTATOR  
DEMOGRAPHICS**

<b>Gender</b>	Female	55%
	Male	45%
<b>Age</b>	Under 13	3.7%
	13-19	9.8%
	20-29	8.6%
	30-39	22%
	40-49	19.4%
	50-59	16%
	60-69	13.5%
	Over 70	7.1%
	Mean response	<b>43</b>
<b>Highest Level of Education</b>	Elementary School	3.6%
	Some High School	3.9%
	High School	9.1%
	Some College	12.3%
	College	35.5%
	Trade School	1.4%
	Graduate School	16%
	Post Graduate School	18.2%
<b>Annual Household Income</b>	Under 25,000	2.7%
	\$25 - \$49,000	6.7%
	\$50 - \$74,999	14.9%
	\$75 - \$99,999	14.9%
	\$100- \$149,999	16.2%
	\$150- \$199,999	12.2%
	\$200- \$249,999	7.6%
	\$250- \$299,999	4.4%
	\$300 - \$399,999	4.5%
	\$400- \$499,999	4.7%
	Over \$500,000	11.2%
	Mean Response	<b>\$217,035</b>



Demographics were collected in 2006 by a US Open Series representative through an on-site survey.

