2014-2015 AUDIENCE

Student Gender
- 50% Male
- 50% Female

85% Commuter students

Student Ages
- 26-35: 43%
- 21-25: 30%
- 18-20: 21%
- 6%
- 36 or older

Student ethnicity
- African American: 12.1%
- Asian American: 19.3%
- Hispanic: 23.5%
- International: 8.5%
- Multiracial: 2.2%
- White: 33.1%
- Other: 1.3%

Class standing
- Freshman: 15.6%
- Sophomore: 15.9%
- Junior: 18.8%
- Senior: 26.1%
- Graduate: 23.6%

Student ethnicity by age:
- 18-20: 85%
- 21-25: 15.9%
- 26-35: 15.6%
- 36 or older: 18.8%

Student ethnicity by class standing:
- Freshman: 12.1%
- Sophomore: 19.3%
- Junior: 23.5%
- Senior: 8.5%
- Graduate: 2.2%

AUDIENCE
- 2,400 full-time administrators and professional staff*
- 3,500 faculty members*

POTENTIAL CUSTOMERS
- 40,000 students on campus
- $35,000 estimated household income
- $92,703 average annual salary for full-time faculty*
- $90,708 average annual salary for administrators*
- $51,629 average annual salary for professional staff*

*Estimated figures based on 2,400 full-time administrators and professional staff, 3,500 faculty members, and 40,000 students on campus.