

Participation Rate and Demographic Summary of the Usable (n = 369) and Qualifying (n = 333) Samples

	Usable Sample		Qualifying Sample	
	N	Percentage	N	Percentage
Gender				
Female	217	58.8	197	59.2
Male	151	40.9	135	40.5
Age				
18	330	89.4	296	88.9
19	37	10.0	35	10.5
20 and above	1	0.3	1	0.3
Residency				
In-state	322	87.3	287	86.2
Out-of-state	49	13.2	43	12.9
International	3	0.8	3	0.9

table continues

Participation Rate and Demographic Summary of the Usable (n = 369) and Qualifying (n = 333) Samples continued

	Usable Sample		Qualifying Sample	
	N	Percentage	N	Percentage
Ethnicity				
White/Non-Hispanic	336	91.1	306	91.9
Black/Non-Hispanic	15	4.1	11	3.3
Asian/Pacific Islander	12	3.3	10	3.0
Hispanic	3	0.8	3	.9
American Indian/Alaskan Native	1	0.3	1	0.3
Non-Resident Alien	-	-	-	-

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Participation Rate and Demographic Summary of the Usable (n = 369) and Qualifying (n = 333) Samples continued

	Usable Sample		Qualifying Sample	
	N	Percentage	N	Percentage
Father's/Male Guardian's Education				
Did not complete high school	9	2.4	8	2.4
Completed high school	73	19.8	65	19.5
Some college	78	21.1	69	20.7
Completed college or more than college	205	55.6	188	56.5
Do not know	2	.5	1	0.3

table continues

Participation Rate and Demographic Summary of the Usable (n = 369) and Qualifying (n = 333) Samples continued

	Usable Sample		Qualifying Sample	
	N	Percentage	N	Percentage
Mother's/Female Guardian's Education				
Did not complete high school	6	1.6	5	1.5
Completed high school	79	21.4	66	19.8
Some college	88	23.8	81	24.3
Completed college or more than college	190	51.5	177	53.2
Do not know	3	.8	1	0.3

table continues

Participation Rate and Demographic Summary of the Usable (n = 369) and Qualifying (n = 333) Samples continued

	Usable Sample		Qualifying Sample	
	N	Percentage	N	Percentage
Perceived Family Income				
Under \$15,000	-	-	-	-
\$15,001-\$30,000	8	2.2	7	2.1
\$45,001-\$60,000	29	7.9	23	6.9
\$60,001-\$75,000	41	11.1	37	11.1
Over \$75,000	160	43.3	142	42.6
Do not know	108	29.3	102	30.6

Note: The initial sample included a total of 416 students. Of the 416 students, 47 surveys were eliminated due to being under the age of 18. The remaining number for the usable sample included 369 students. Of these 369 students, 33 were eliminated due to incompleteness of one or more of the surveys and are referred to as the qualifying sample (n = 333).

Appendix L
Descriptive Analyses for the Consumer Styles Inventory Statements