EDC/AFSP
Public Perception of Suicide Prevention Survey Results
September 2018
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INTRODUCTION

Background & Objectives

The National Action Alliance for Suicide Prevention (Action Alliance) and the American Foundation for Suicide Prevention (AFSP) commissioned The Harris Poll to conduct baseline public perception testing to ultimately assess the impact of unified suicide prevention messaging efforts over time.

The initial baseline survey strove to...

Assess the public’s knowledge about suicide and the role they may play in being there for someone who is struggling or in crisis.

Uncover the public’s perception of barriers that may prevent individuals from trying to help someone at risk for suicide.
INTRODUCTION

Research Method

Mode:
Online survey

Length:
21 questions

Qualification Criteria:
• US residents
• Adults Ages 18+

Weighting:
Data weighted to ensure results are projectable to U.S. adults ages 18+

<table>
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<th>All Respondents</th>
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<td>Sample Size: 2,015</td>
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<td>Field Dates: August 28 – 30, 2018</td>
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Method Statement *(to be included in all press materials):*

This survey was conducted online within the United States by The Harris Poll on behalf of EDC and AFSP from August 28-30, 2018 among 2,015 U.S. adults ages 18 and older. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated.

Figures for age, sex, race/ethnicity, education, region and household income were weighted where necessary to bring them into line with their actual proportions in the population. Propensity score weighting was used to adjust for respondents’ propensity to be online.

All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and postsurvey weighting and adjustments. Therefore, Harris Poll avoids the words “margin of error” as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal.

Respondents for this survey were selected from among those who have agreed to participate in Harris Poll surveys. The data have been weighted to reflect the composition of the adult population. Because the sample is based on those who agreed to participate in the Harris Poll panel, no estimates of theoretical sampling error can be calculated.
Executive Summary
EXECUTIVE SUMMARY

Mental Health Beliefs & Experiences

- Mental health is equally important to physical health, but not treated as such by healthcare system
  - 80% say mental health and physical are equally important to their own health, but just 27% feel both are treated equally in the health care system – most (55%) feel the health care system treats physical health as more important

- Half feel seeing a mental health professional is a sign of strength, but many also see it as inaccessible
  - Just 16% of adults have seen a medical health professional in the last year

- Majority of adults have personal experiences with mental health
  - Most commonly depression (36%) and anxiety (35%)

- Many adults personally touched by suicide
  - Over half know someone with suicidal thoughts/tendencies
EXECUTIVE SUMMARY

Attitudes Towards Suicide

Most believe suicide is preventable and many want to know what they can do to help

- 94% feel suicidal is preventable at least sometimes
- 78% would be interested in learning how to play a role in helping someone who may be suicidal

There are many intervention points available where a person’s risk of suicide is increased

- Depression (80%), feeling hopeless (74%), and being bullied (71%) are the top risk factors

While a majority feel people show signs before committing suicide, relatively few feel they can identify those signs

- 7 in 10 feel suicidal people show signs
- 3 in 10 feel they can tell when someone is suicidal

Vast majority feel there is room to decrease suicides

- Many feel suicidal people do not seek help due to embarrassment and lack of belief they can be helped
EXECUTIVE SUMMARY

Conversations Around Suicide

Around 4 in 10 have ever talked with someone else about suicide

Comfort with talking about suicide (or lack thereof) may be a barrier

Adults show greater comfort levels talking about mental health than suicide

Majority say there are barriers that prevent them from discussing suicide with others

About half of those who have had a conversation found the experience beneficial

Just 6 in 10 feel comfortable talking with friends and family

56% are comfortable talking openly about mental health in public

Not knowing the right words (22%) and not having enough knowledge (22%) are top barriers

45% are comfortable talking openly about suicide in public
EXECUTIVE SUMMARY

Coping With Suicide

When faced with a specific situation of someone they know dealing with mental health or suicidal issues, a vast majority say they would do something

- 91% would do something if they were worried about someone’s mental health
- 94% would do something if someone close to them was thinking about suicide

However, over 6 in 10 do say there are barriers to helping someone with suicidal thoughts

- 28% fear they would make them feel worse

Most would encourage someone to visit a mental health professional or simply listen to their concerns

In seeking resources for personal coping, or to help someone else cope, about half would turn to a mental health provider

If personally dealing with suicidal thoughts, nearly three quarters would tell someone

- A spouse (33%) or mental health professional (33%) are most common options
Detailed Findings
Mental Health Beliefs & Experiences
Eight In 10 Say Physical And Mental Health Are Equally Important To Own Health

However, just over 1 in 4 feel they are treated as equally important by our current health care system.

Importance of Physical and Mental Health to Own Health

- 80% Equally important to own health
- 11% Mental health is more important than physical health.
- 9% Physical health is more important than mental health.
- Women (83%) more likely to say they are equally important

Importance of Physical and Mental Health in Current Health Care System

- 27% Equally important in HC system
- 55% Mental health is treated as more important than physical health.
- 11% Physical health is treated as more important than mental health.
- 7% Physical and mental health are treated as equally important.
- Not sure

BASE: QUALIFIED RESPONDENTS (n=2015)

Q10 Considering your own health, do you think that mental health or physical health is more important, or are they equally important?
Q15 Which of the following best describes how you think the importance of mental health and physical health are treated in our current health care system?
Seeing Mental Health Professional Is Sign Of Strength, But Inaccessible

While half see it as sign of strength, more than one in three feel it is something most people cannot afford and one quarter say it is not accessible for most people.

- 50% see it as a sign of strength
- 36% believe it is something most people can't afford
- 32% feel it is something people do not know where to find
- 25% think it is not accessible for most people
- 7% view it as a last resort
- 4% consider it only if not as good as seeing their minister, pastor, priest, or rabbi
- 4% see it as ineffective
- 3% believe it is not necessary because people should stand on their own
- 14% none of these reflect my opinion

**BASE: QUALIFIED RESPONDENTS (n=2015)**

Q20 Which of the following best reflects your opinion? Please select all that apply.
MENTAL HEALTH BELIEFS & EXPERIENCES

Few Have Seen A Mental Health Professional In Past Year

However, two thirds have seen a primary care physician.

Health Care Providers Seen In Past 12 Months

- **Primary care physician**: 67%
- **Medical specialist (e.g., cardiologist, endocrinologist)**: 28%
- **Nurse or nurse practitioner**: 25%
- **OB/GYN**: 17%
- **Psychiatrist**: 8%
- **Psychologist**: 7%
- **Other mental health counselor or therapist**: 6%
- **Other health care provider**: 11%
- **None**: 14%

16% have seen a mental health professional

**BASE: QUALIFIED RESPONDENTS (n=2015)**

Q05 Which of the following health care providers did you see in the past 12 months? Please select all that apply.
Mental Health Issue Experienced

57% Have experienced a mental health condition

43% say none (41%) or declined to answer (2%)

- Depression: 36%
- Anxiety: 35%
- Social Anxiety Disorder: 18%
- Obsessive Compulsive Disorder (OCD): 11%
- Panic Disorder: 11%
- Generalized Anxiety Disorder (GAD): 9%
- Bipolar Disorder: 9%
- Posttraumatic Stress Disorder (PTSD): 9%
- Alcohol Use Disorder: 7%
- Drug Use Disorder: 4%
- Eating Disorder (e.g., anorexia, bulimia): 5%
- Other mental health condition: 1%

Mental Health Beliefs & Experiences

Depression and Anxiety Are Most Common Mental Health Issues

Nearly six in 10 have thought they have a mental health condition.

BASE: QUALIFIED RESPONDENTS (n=2015)

Q30 Have you ever thought that you have any of the following? Please select all that apply.
MENTAL HEALTH BELIEFS & EXPERIENCES

About One In Five Adults Have Thought About Suicide; One In 10 Attempted

Over half know someone with personal experiences with suicide.

Personal Experiences with Suicide

53% Know someone who has committed suicide, attempted suicide, thought about suicide, or are worried about someone they know

BASE: QUALIFIED RESPONDENTS (n=2015)

Q90 Which of the following are true for you? Please select all that apply.

BASE: KNOW SOMEONE (n=1107)

Q125 You indicated that someone you know has, talked about, attempted, or died by suicide. What is your relationship to the individual(s) you know who has (have) thought about or died by suicide? Please select all that apply.

Young adults ages 18-34 (63%) are more likely to know someone

Decline to answer

Family member

Close friend

Acquaintance or friend of a friend

Coworker

Spouse/partner or significant other

Neighbor

Faith community member

Other

Decline to answer

BASE: QUALIFIED RESPONDENTS (n=2015)

Q90 Which of the following are true for you? Please select all that apply.

BASE: KNOW SOMEONE (n=1107)

Q125 You indicated that someone you know has, talked about, attempted, or died by suicide. What is your relationship to the individual(s) you know who has (have) thought about or died by suicide? Please select all that apply.

Young adults ages 18-34 (63%) are more likely to know someone

Decline to answer

Family member

Close friend

Acquaintance or friend of a friend

Coworker

Spouse/partner or significant other

Neighbor

Faith community member

Other

Decline to answer
Attitude Towards Suicide
**BELIEFS AROUND SUICIDE**

**Eight In 10 Disagree That If Someone Wants To Die, Nothing Can Be Done**

Seven in 10 feel most suicidal people usually show signs beforehand, but only three in 10 feel they can tell. The vast majority feel suicide is preventable.

**Agreements With Statements About Suicide**

- **I would be interested in learning how I might be able to play a role in helping someone who may be suicidal.**
  - Strongly Disagree: 7%
  - Somewhat Disagree: 16%
  - Somewhat Agree: 47%
  - Strongly Agree: 31%

- **Most people who die by suicide usually show some signs beforehand.**
  - Strongly Disagree: 7%
  - Somewhat Disagree: 23%
  - Somewhat Agree: 46%
  - Strongly Agree: 24%

- **Only clinical professionals (e.g. doctors, mental health professionals) can help someone who is suicidal.**
  - Strongly Disagree: 27%
  - Somewhat Disagree: 37%
  - Somewhat Agree: 25%
  - Strongly Agree: 11%

- **I can tell when someone is suicidal.**
  - Strongly Disagree: 28%
  - Somewhat Disagree: 41%
  - Somewhat Agree: 24%
  - Strongly Agree: 7%

- **If someone wants to die by suicide, there is nothing anyone can do to help them.**
  - Strongly Disagree: 50%
  - Somewhat Disagree: 30%
  - Somewhat Agree: 14%
  - Strongly Agree: 6%

**Feel suicide can be prevented at least sometimes**

- All the time: 10%
- Often: 33%
- Sometimes: 50%
- Rarely: 4%
- Never: 4%

**BASE: QUALIFIED RESPONDENTS (n=2015)**

Q55 How much do you agree or disagree with each of the following statements?

Q60 Do you think suicide can be prevented...?
Most Adults Are Aware of Various Risk Factors For Suicide

Adults feel the most common mitigating factors are depression, feeling hopeless, being bullied, financial problems, drug use, and relationship problems.

Factors That Increase Risk Of Suicide

- Depression: 80%
- Feeling hopeless: 74%
- Being bullied: 71%
- Financial problems: 69%
- Drug use: 65%
- Relationship problems (PTSD): 64%
- Alcohol use: 59%
- Losing a job: 58%
- Chronic pain: 58%
- Bipolar Disorder: 55%
- Chronic health conditions: 54%
- Anxiety: 53%
- Social Anxiety Disorder: 53%
- Panic Disorder: 52%
- Generalized Anxiety Disorder (GAD): 44%
- Eating disorder (e.g., anorexia, bulimia): 42%
- Obsessive Compulsive Disorder (OCD): 36%
- Other mental health condition: 35%
- Losing a job: 28%
- Not at all sure: 41%
- None: 1%
- Other: 3%
Beliefs Around Suicide

Adults See Many Barriers Keeping Suicidal People From Seeking Help

Top factors include feeling like nothing will help, embarrassment, lack of hope, and not knowing how to get help.

Factors That Prevent Suicidal People From Seeking Help

- Feeling like nothing will help: 68%
- Embarrassment: 63%
- Lack of hope: 62%
- Not knowing how to get help: 59%
- Can’t afford treatment: 55%
- Social stigma: 52%
- Lack of social support: 50%
- Fear of disappointing others: 48%
- Fear of losing a job: 45%
- Social stigma: 31%
- Other: 1%
- Not at all sure: 5%

Base: Qualified Respondents (n=2015)

Q70 What do you think are some of the barriers that prevent people who are thinking about suicide from seeking help? Please select all that apply.
More Research, Better Education Top Areas For Reducing Number Of Suicides

Overall, nine in 10 feel the number of suicides can be reduced.

**Actions That Would Help Reduce Number Of Suicides**

- **61% more research**
- **59%**
- **57%**
- **57%**
- **51%**
- **48%**
- **47%**
- **39%**
- **1%** say nothing will help
- **8%** are not at all sure

**90% Feel something can reduce number of suicides**

**Q75** Which of the following do you think would help reduce the number of people who die by suicide? Please select all that apply.

**BASE: QUALIFIED RESPONDENTS (n=2015)**
Conversations Around Suicide
COVERSATIONS AROUND SUICIDE

Over Four In 10 Adults Have Had A Conversation About Suicide

However, just 12% of adults have talked with a mental health provider. Nearly half of those who conversed with others say the conversation made them feel better.

Have talked with someone else about suicide
55% talked with no one
3% declined to answer

Impact of Talking about Suicide

48% feel much/ somewhat better
39% feel neither better nor worse
13% feel much/ somewhat worse

Person Talked With

- Friend: 21%
- Family member (other than spouse): 16%
- Spouse/Significant other/Partner: 14%
- Mental health provider (e.g., psychiatrist, psychologist, therapist): 12%
- Primary care doctor: 8%
- Hotline/Crisis line: 5%
- Coworker: 4%
- Social media network: 4%
- Clergy/Faith leader (i.e., minister, pastor, priest, rabbi, imam): 3%
- Other: 1%

BASE: QUALIFIED RESPONDENTS (n=2015)
Q130 Have you talked to any of the following people about suicide? Please select all that apply

BASE: SPOKEN WITH OTHERS ABOUT SUICIDE (n=873)
Q135 How does talking about suicide with others make you feel?.
### Low Comfort Levels With Talking About Suicide May Be A Barrier

Greater comfort levels exist for talking about mental health publicly, compared to suicide.

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<th>Activity</th>
<th>Comfort with Talking About Suicide</th>
<th>Comfortable (NET)</th>
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<tr>
<td>Being there for or helping a loved one who might be struggling or having thoughts of suicide</td>
<td>6% Not at all comfortable 18% Not very comfortable 42% Somewhat comfortable 34% Very comfortable</td>
<td>76%</td>
</tr>
<tr>
<td>Talking to a clinician (primary care doctor, mental health professional) if you have or are struggling with thoughts of suicide</td>
<td>10% Not at all comfortable 24% Not very comfortable 42% Somewhat comfortable 24% Very comfortable</td>
<td>66%</td>
</tr>
<tr>
<td>Talking to a friend or loved one if you have or are struggling with thoughts of suicide</td>
<td>12% Not at all comfortable 29% Not very comfortable 37% Somewhat comfortable 22% Very comfortable</td>
<td>59%</td>
</tr>
<tr>
<td>Discussing suicide with your friends and loved ones</td>
<td>13% Not at all comfortable 29% Not very comfortable 37% Somewhat comfortable 21% Very comfortable</td>
<td>58%</td>
</tr>
<tr>
<td>Talking openly in public about mental health</td>
<td>18% Not at all comfortable 26% Not very comfortable 34% Somewhat comfortable 22% Very comfortable</td>
<td>56%</td>
</tr>
<tr>
<td>Talking openly in public about suicide</td>
<td>23% Not at all comfortable 32% Not very comfortable 28% Somewhat comfortable 17% Very comfortable</td>
<td>45%</td>
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**BASE:** QUALIFIED RESPONDENTS (n=2015)

Q120 How comfortable do you feel...?
COVERSATIONS AROUND SUICIDE

Over Six In 10 Say Something Would Keep Them From Talking About Suicide

The top barrier is not knowing the right words to say, followed by not having enough knowledge.

Barriers to Taking About Suicide with Others

- Say nothing would prevent them from talking about suicide with others (37%)
- I don't know the right words to say (27%)
- Don't feel I have enough knowledge (22%)
- I'm not comfortable with the topic (17%)
- Fear of negative impact on me or my reputation (16%)
- I haven't had the opportunity (14%)
- Other (2%)

BASE: QUALIFIED RESPONDENTS (n=2015)
Q140 Which of the following would prevent you from talking about suicide with others? Please select all that apply.
Coping with Suicide
DEALING WITH SUICIDE

Nine In 10 Would Take Action If Worried About Someone’s Mental Health

Most commonly, adults would encourage seeking help from a mental health professional or primary care doctor, or offer to listen to concerns.

91% Would do something if they were worried about someone’s mental health

Top Actions for When Worried About Someone’s Mental Health

58% Encourage them to seek help from a mental health professional

52% Offer to listen to their concerns

47% Encourage them to seek help from a doctor or primary care health professional

45% Tell them I am worried about them

Additional Actions Taken

6% wouldn’t know what to do
3% would do nothing; it’s none of their business
DEALING WITH SUICIDE

Most Would Encourage Seeking Help Or Offer To Listen To Someone Suicidal

Overall, an overwhelming 94% would take action if someone close to them was considering suicide.

94% Would do something if someone close was thinking about suicide

Top Actions for Dealing with Someone Close Thinking of Suicide

- **64%** Encourage them to seek help from a mental health professional
- **60%** Offer to listen to their concerns
- **53%** Encourage them to seek help from a doctor or primary care health professional
- **50%** Help them make/take them to an appointment (e.g., primary care doctor, mental health professional, clergy)
- **50%** Stay with them until they could get help

Additional Actions Taken

- **49%** Tell them you are worried about them
- **44%** Offer to help them with everyday tasks to support them while they manage the crisis
- **44%** Talk with their friends or family about your concerns
- **38%** Provide them with a phone number for a crisis hotline or other resource
- **36%** Call a crisis hotline
- **32%** Encourage them to seek help from clergy (e.g., minister, priest, pastor, rabbi)
- **23%** Visit a website for information
- **23%** Call 9-1-1
- **22%** Tell them everything will be ok
- **10%** Take them to the emergency room (ER)
- **5%** Wouldn’t know what to do
- **1%** Would do nothing; it’s none of their business

**BASE: QUALIFIED RESPONDENTS (n=2015)**

Q80 Which of the following describe what you would do if someone close to you was thinking about suicide? Please select all that apply.
DEALING WITH SUICIDE

Six In 10 Say Something Might Stop Them From Helping Someone Close

Nearly three in 10 adults would be afraid they would make their friend/loved one feel worse.

Barriers to Trying to Help Someone Close with Suicidal Thoughts

- I would be afraid that I would make them feel worse: 28%
- I wouldn't know what to say or do: 23%
- I would be afraid that talking about it would increase the likelihood of them attempting suicide: 23%
- I would not be able to fix the problems they are facing: 21%
- I am not a doctor or medical professional: 18%
- I did not feel close enough to the person to ask if they needed help: 14%
- I wouldn't want to get involved: 5%
- Other: 1%

BASE: QUALIFIED RESPONDENTS (n=2015)
Q85 Which of the following might stop you from trying to help someone close to you who was thinking about suicide? Please select all that apply.
DEALING WITH SUICIDE

Nearly Three Quarters Say They Would Talk About Suicidal Thoughts

Most commonly, adults would talk to their spouse/significant other or a mental health provider.

Admitting Suicidal Thoughts

Would tell someone if they were having thoughts of suicide

73%

12% would tell no one
13% are not sure
2% declined to answer

Person Told

- Spouse/Significant other/Partner: 33%
- Mental health provider (e.g., psychiatrist, psychologist, therapist): 33%
- Friend: 31%
- Family member (other than spouse): 31%
- Primary care doctor: 27%
- Hotline/Crisis line: 20%
- Clergy/Faith leader (i.e., minister, pastor, priest, rabbi, imam): 13%
- Coworker: 4%
- Social media network: 4%
- Other: 1%

Q95 If you were having thoughts of suicide, who would you tell? Please select all that apply.
DEALING WITH SUICIDE

Adults Would Seek Resources From Mental Health Or Primary Care Provider

Additional sources for coping tips are a hotline/crisis line and internet searches.

**Top Sources for Resources/Tips About Coping with Suicide for Self or Loved One**

- **Mental health provider**: 51%
- **Doctor or primary care health professional**: 45%
- **Hotline/Crisis line**: 40%
- **Internet search**: 35%

**Additional Sources**

- **Family member (other than spouse)**: 24%
- **Friend**: 23%
- **Spouse/Significant other/Partner**: 22%
- **Clergy/Faith leader (i.e., minister, pastor, priest, rabbi, imam)**: 21%
- **Social media network**: 7%
- **News media (e.g., radio, TV, newspaper)**: 6%
- **Coworker**: 5%
- **Other**: 1%
- **No one**: 4%
- **Not sure**: 9%

**BASE: QUALIFIED RESPONDENTS (n=2015)**

Q150 Where would you go to obtain helpful resources or tips about coping with thoughts of suicide or helping a loved one who might be struggling with thoughts of suicide? Please select all that apply.
Demographics
**Demographics**

**Race**
- 67% White
- 12% Black or African American
- 3% Native American/Alaskan Native
- 7% Asian or Pacific Islander
- 10% Other race
- 1% Decline to answer

**Gender**
- 48% male
- 52% female

**Age**
- 18-34: 30%
- 35-44: 16%
- 45-54: 17%
- 55-64: 17%
- 65+: 20%

**MEAN 46.6 years**

**Race**
- 67% White
- 12% Black or African American
- 3% Native American/Alaskan Native
- 7% Asian or Pacific Islander
- 10% Other race
- 1% Decline to answer

**Hispanic Ethnicity**
- 16% Yes, of Hispanic origin
- 83% No, not of Hispanic origin
- 1% Decline to answer

**Children in HH**
- 64% 0 kids
- 29% 1 to 2 kids
- 7% 3+ kids

**Locale**
- 29% urban
- 52% suburban
- 18% rural

**Region**
- 21% Midwest
- 24% West
- 38% South
- 18% Northeast

**BASE: QUALIFIED RESPONDENTS (n=2015)**

Demographics
### Demographics

#### Education

- Less than high school: 3%
- Completed some high school: 8%
- High school graduate or equivalent (e.g., GED): 19%
- Job-specific training programs after high school: 4%
- Completed some college, but no degree: 10%
- Associate's degree: 17%
- College graduate (e.g., B.A., A.B., B.S.): 4%
- Completed some graduate school, but no degree: 11%
- Completed graduate school (e.g., M.S., M.D., Ph.D.): 11%

#### Income

- Less than $15,000: 8%
- $15,000-$24,999: 7%
- $25,000-$34,999: 8%
- $35,000-$49,999: 12%
- $50,000-$74,999: 17%
- $75,000-$99,999: 14%
- $100,000-$124,999: 14%
- $125,000 or more: 20%
- Decline to answer: 2%

#### Marital Status

- Single, never married: 28%
- Married or civil union / living with partner: 54%
- Divorced / separated / widowed: 18%

#### Employment

- Employed full time: 45%
- Employed part time: 11%
- Self-employed full time: 6%
- Not employed, but looking for work: 5%
- Not employed and not looking for work: 2%
- Not employed, unable to work: 4%
- Retired: 20%
- Student: 5%
- Homemaker: 7%