

Appendix A: KnowledgePanel® Demographic Comparisons – 18-34 Year Olds – August 2011.

		Adult Panel Members ¹	Adult U.S. Population (June 2011 CPS ² except as footnoted)
Gender	Male	49.5%	50.3%
	Female	50.5%	49.7%
Age	18–24	41.9%	41.8%
	25–34	58.1%	58.2%
Race	White Only	73.4%	77.3%
	Black (African American) Only	15.8%	14.2%
	American Indian, Alaskan Native Only	0.8%	1.0%
	Asian Only	3.4%	5.1%
	Hawaiian or Pacific Islander Only	0.8%	0.3%
	2+ Races	5.8%	2.1%
Hispanic Ethnicity	Hispanic	19.7%	19.5%
	Non-Hispanic	80.3%	80.5%
Employment Status	In the Labor Force	84.2%	75.7%
	Employed	62.5%	66.3%
	Unemployed	21.7%	9.4%
	Not in the Labor Force	15.8%	24.3%
Marital Status	Married	34.2%	30.6%
	Not Married	65.8%	69.4%
Housing Ownership³	Own	53.7%	53.4%
	Rent/Other	46.3%	46.6%
Level of Education	Less than High School Diploma	15.6%	14.5%
	High School Diploma or Equivalent	30.3%	28.4%
	Some College	31.6%	33.9%
	Bachelor's Degree or Beyond	22.6%	23.3%
Household Income⁴	Under \$10,000	7.3%	8.4%
	\$10,000–\$24,999	16.0%	17.1%
	\$25,000–\$49,999	25.8%	27.4%
	\$50,000–\$74,999	17.2%	19.6%
	\$75,000 or more	33.7%	27.5%
Census Region	Northeast	16.7%	17.7%
	Midwest	21.1%	21.2%
	South	37.2%	36.8%
	West	25.1%	24.3%
Internet Access (Household)⁵	Any Connection Speed	75.6%	78.2%
	Broadband	73.1%	76.8%

When you are making a marketing investment decision or conducting social science research, only KnowledgePanel® will do!

¹ Active profiled adults are weighted to be representative of the U.S. population on age, gender, race, Hispanic ethnicity, language proficiency, region, metro status, education, household income, homeownership, and Internet access using post-stratification adjustments to offset any non-response or non-coverage bias.

² Estimates were calculated using June 2011 CPS microdata available at www.census.gov. The data are weighted using CPS final individual weights.

³ National housing statistics are from March 2010 CPS Annual Social and Economic Supplement.

⁴ National income statistics are from March 2010 CPS Annual Social and Economic Supplement.

⁵ National Internet coverage statistics are from October 2010 CPS Internet and Computer Usage Supplement.