

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.