

ATTACHMENT E:

KnowledgePanel® Demographic Comparisons – January 2009

		Adult Panel Members^a	Adult U.S. Population (Dec 2008 CPS^b except as footnoted)
Gender	Male	47.4%	48.3%
	Female	52.6%	51.7%
Age	18–24	10.2%	12.6%
	25–34	17.8%	17.8%
	35–44	19.3%	18.3%
	45–54	19.1%	19.6%
	55–64	17.8%	15.0%
	65 or over	15.7%	16.6%
Race	White Only	79.3%	81.2%
	Black (African American) Only	12.3%	11.8%
	American Indian, Alaskan Native Only	1.0%	0.9%
	Asian Only	1.7%	4.6%
	Hawaiian or Pacific Islander Only	0.4%	0.3%
	2+ Races	5.3%	1.3%
Hispanic Ethnicity	Hispanic	13.9%	13.7%
	Non-Hispanic	86.1%	86.3%
Employment Status	In the Labor Force	67.8%	67.4%
	Working full-time	52.1%	55.7%
	Working part-time	15.7%	11.8%
	Not in the Labor Force	32.2%	32.6%
Marital Status	Married	54.2%	55.6%
	Not Married	45.8%	44.4%
Housing Ownership	Own	73.7%	70.1%
	Rent/Other	26.3%	29.9%
Level of Education	Less than High School Diploma	12.6%	13.6%
	High School Diploma or Equivalent	30.3%	31.4%
	Some College	29.0%	28.0%
	Bachelor's Degree or Beyond	28.0%	26.9%

KnowledgePanel® Demographic Comparisons – January 2009
(continued)

		Adult Panel Members ^a	Adult U.S. Population (Dec 2008 CPS ^b except as footnoted)
Household Income	Under \$10,000	6.6%	6.0%
	\$10,000–\$24,999	15.6%	15.6%
	\$25,000–\$49,999	27.6%	26.6%
	\$50,000–\$74,999	20.2%	20.1%
	\$75,000 or more	30.0%	31.8%
Census Region	Northeast	18.5%	18.4%
	Midwest	22.3%	21.9%
	South	35.9%	36.5%
	West	23.3%	23.2%
Internet Access (Household)^c	Any Connection Speed	65.2%	64.0%
	Broadband	54.1%	48.0%

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

b. Estimates were calculated using CPS December 2008 microdata available at www.census.gov. The data are weighted using CPS final individual weights.

c. National Internet coverage statistics are from KN/SRI's *The Home Technology Monitor™* (Spring 2008).