



Basic demographic profile of the panel (December 2010)

	U.S. Census	Panel Weighted	Panel Unweighted
Northeast	18.3	20.7	28.1
South	37.0	35.9	29.9
Midwest	21.7	21.4	22.8
West	23.0	22.0	19.1
White, non-Hispanic	74.7	67.8	86.3
Black or African American	12.0	10.6	6.1
Hispanic or Latino	14.2	11.4	3.5
Other	13.4	10.2	4.1
Female	51.5	51.7	69.7
Male	48.5	48.3	30.3
18-34	38.3	27.1	18.0
35-64	44.5	56.7	72.3
65+	17.2	16.1	9.8
<\$25,000	24.7	22.5	21.3
\$25,000 to <\$75,000	43.4	44.4	51.2
\$75,000+	31.9	33.2	27.5

Note: Census figures from 2010, available at www.census.gov. Income figures from the American Community Survey 2009. Weighted results reflect post-stratification adjustments for race, age, gender, income, and region. n=876