

# Data Accuracy

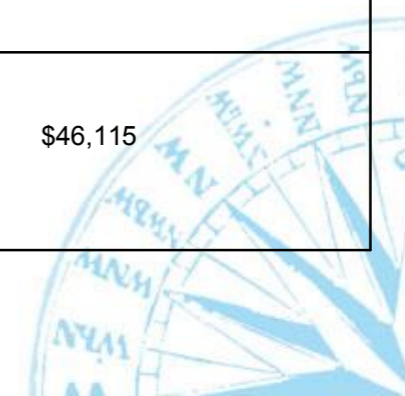
## A compilation of various examples

United States

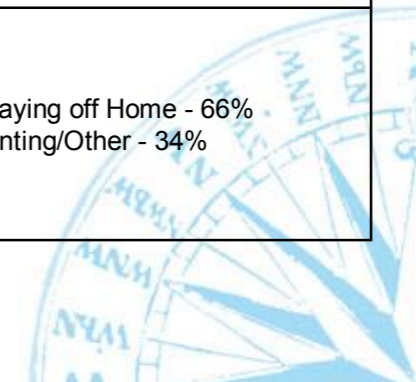
December 2008



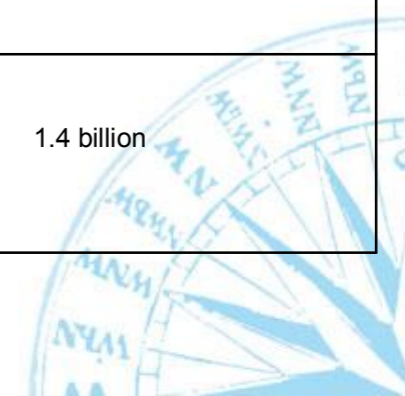
COMPARATIVE STATISTICS		EXTERNAL DATA SOURCE (ALL AGES UNLESS OTHERWISE STATED)	ROY MORGAN SINGLE SOURCE (AGED 14+ UNLESS OTHERWISE STATED) March 2008 - December 2008 n = 2,837
1	Labor Force (Number of Employed Persons)	143.3 million (Aged 16+) United States Department of Labor December 2008	137.1 million (Aged 16+)
2	Labor Force Participation Rate	65.7% (Aged 16+) United States Department of Labor December 2008	63.8% (Aged 16+)
3	Average Annual Household Income	\$67,609 Current Population Survey U.S. Census Bureau 2007	\$67,094
4	Average Annual Income - Full Time Employed	\$47,314 (Aged 15+) Current Population Survey U.S. Census Bureau 2007	\$46,115



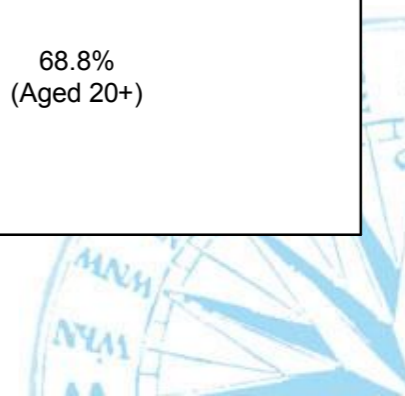
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5	Marital Status - Married	123.6 million people (Aged 18+) U.S. Census Bureau 2008	132.9 million people (Aged 18+)
6	Educational Attainment - Associate Degree or Higher	79 million people (Aged 18+) Current Population Survey, Annual Social & Economic Supplement U.S. Census Bureau 2008	75 million people (Aged 18+)
7	Housing Status	Owner Occupied - 67% Renting/Other - 33% U.S. Census Bureau 4th Quarter 2008	Own/Paying off Home - 66% Renting/Other - 34%



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8	Internet Users	222 million International Telecommunication Union (ITU) December 2007	236 million
9	Broadband Subscribers	80 million Organisation for Economic Co-operation and Development (OECD) December 2008	74 million Quarter to December 2008
10	Cell Phones - No of Subscribers	255 million CIA World Fact Book 2007	206 million
11	Cinema Attendance - Annual Visits	1.4 billion National Association of Theatre Owners (NATO) December 2008	1.4 billion



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12	Alcohol Consumption	61% (Aged 18+) National Center for Health Statistics (NCHS) 2006	62% (Aged 21+)
13	Smoking Incidence	20.9% (Aged 18+) National Health Interview Survey January-September 2008	*20.4% (Aged 18+) (*Note: Smoke Cigarettes)
14	Percentage of Population with an Overweight or Obese Body Mass Index	66.6% (Aged 20+) National Health and Nutrition Examination Survey (NHANES) National Center for Health Statistics (NCHS) 2005-2006	68.8% (Aged 20+)



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15	No. of Registered Vehicles	251 million vehicles* Bureau of Transportation Statistics U.S. Department of Transportation 2006 (*Note: Includes Commercial Vehicles)	218 million vehicles* (*Note: Excludes Commercial Vehicles)
16	Total Miles Driven in Last 12 Months	3,014 billion miles Bureau of Transportation Statistics U.S. Department of Transportation 2006	2,551 billion miles
17	Pet Ownership (% of Households)	Dog Owning - 41% Cat Owning - 34% National Pet Owners Survey American Pet Products Manufacturers Association (APPMA) 2009-2010	Dog Owning - 40% Cat Owning - 33%

