

# Supporting Information

Holman et al. 10.1073/pnas.1316265110

**Table S1. GfK KnowledgePanel Demographic Comparisons, February 2013**

Demographic variable	Adult GfK panel members, %*	Adult US population, December 2012 Current Population Survey, % <sup>†</sup>	Holman et al. study sample, weighted, %
Sex			
Male	48.10	48.10	47.60
Female	51.90	51.90	52.40
Age			
18–24	11.80	12.70	11.00
25–34	17.10	17.50	15.90
35–44	16.90	16.80	19.10
45–54	17.40	18.50	18.00
55–64	18.90	16.40	18.80
65 or over	17.80	18.10	17.20
Race			
White only	77.60	79.50	78.50
Black (African American)	12.40	12.20	12.30
American Indian, Alaskan Native	0.90	1.00	1.30
Asian	3.30	5.30	4.50
Hawaiian or Pacific Islander	0.50	0.30	0.70
2+ races	5.20	1.60	2.70
Hispanic ethnicity			
Hispanic	14.50	15.00	13.30
Non-Hispanic	85.50	85.00	86.70
Employment status			
In the labor force	67.80	65.10	66.60
Employed	57.10	60.20	57.10
Unemployed	10.70	4.90	9.50
Not in the labor force	32.20	34.90	33.40
Marital Status			
Married	54.00	53.70	52.30
Not married	46.00	46.30	47.70
Housing ownership <sup>‡</sup>			
Own	69.80	68.90	68.90
Rent/other	30.20	31.10	31.10
Level of education			
Less than high school diploma	12.20	12.60	9.60
High school diploma	29.80	30.10	32.20
Some college	28.80	28.80	30.80
Bachelor's degree or beyond	29.20	28.60	27.30
Household income <sup>‡</sup>			
Under \$10,000	5.00	5.40	5.40
\$10,000–\$24,999	13.00	13.40	13.60
\$25,000–\$49,999	23.50	23.40	23.00
\$50,000–\$74,999	18.90	18.60	19.60
\$75,000 or more	39.50	39.20	38.30
Census region			
Northeast	18.30	18.20	18.30
Midwest	21.80	21.50	22.00
South	36.90	37.00	36.70
West	23.00	23.20	23.00
Internet access (household) <sup>§</sup>	75.20	75.00	75.80

\*Active profiled adults are weighted to be representative of the US population on age, sex, race, Hispanic ethnicity, language proficiency, region, metro status, education, household income, homeownership, and Internet access using poststratification adjustments to offset any nonresponse or noncoverage bias.

<sup>†</sup>Estimates were calculated using December 2012 Current Population Survey (CPS) microdata available at [www.census.gov](http://www.census.gov). The data are weighted using CPS final individual weights.

<sup>‡</sup>National housing and income statistics are from March 2012 CPS Annual Social and Economic Supplement.

<sup>§</sup>National Internet coverage statistics are from October 2010 CPS Internet and Computer Use Supplement.