

DEAD Q

FAMILIARITY			
ALL			
EVEL KNIEVEL FALL '13 %	PERFORMERS OF THE PAST %	SPORTS PERSONALITIES %	
TOTAL SAMPLE	95	80	72
18 - 34	90	63	55
35 - 49	95	82	72
50 - 64	100	92	85
65 AND OVER	99	90	84
18 - 49	92	72	63
50 AND OVER	99	91	84
25 - 54	93	74	65
TOTAL MALES	96	84	81
18 - 34	92	68	67
35 - 49	95	86	80
50 AND OVER	99	91	90
25 - 54	94	80	77
TOTAL FEMALES	95	77	64
18 - 34	89	60	47
35 - 49	94	77	61
50 AND OVER	100	90	79
25 - 54	92	70	56
ANNUAL INCOME			
UNDER \$20,000	92	74	64
\$20,000 - \$39,999	96	79	70
\$40,000 - \$59,999	98	83	75
\$60,000 AND OVER	96	82	75
\$75,000 AND OVER	96	82	76
NIELSEN COUNTY SIZE			
A	95	81	74
B	95	79	71
C/D	96	80	71
REGION			
NORTH EAST	97	82	75
MIDWEST	96	80	72
SOUTH	94	80	72
WEST	95	79	70
OCCUPATION			
WHITE COLLAR	95	81	73
BLUE COLLAR	95	77	69
EDUCATION			
H. S. GRAD. OR LESS	96	80	71
SOME COLLEGE/DEGREE	95	80	73
RACE			
NON BLACK	96	80	71
BLACK	93	83	79
ETHNICITY			
HISPANIC	93	77	69
CABLE / SATELLITE / FIBER OPTIC SUBSCRIBERS			
TOTAL CABLE/SAT./FIBER OPTIC	96	81	74
CABLE	96	82	75
SATELLITE DISH	96	80	71
FIBER OPTIC	93	83	78
CLASSIC MOVIE PURCHASERS	97	83	76