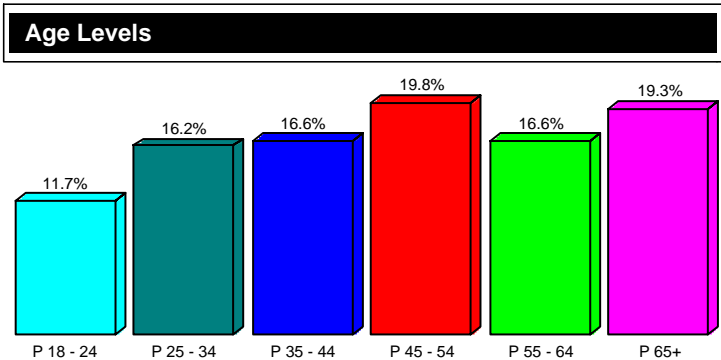


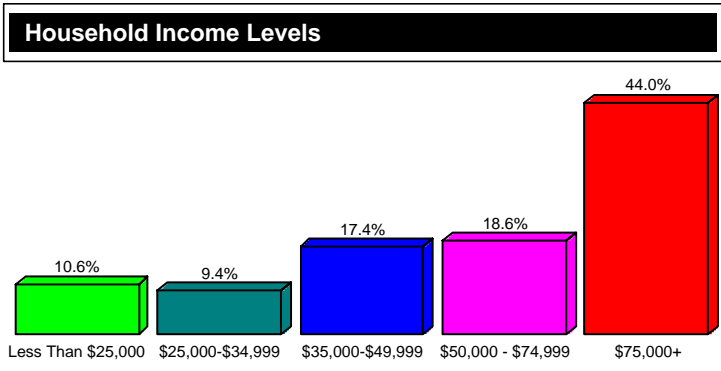
PHILADELPHIA - Release 2 2012 Aug11-Jul12 Scarborough

<b>Qualitative Criteria:</b> Adults 18 +	
DMA Survey Area	
Household used Coffee (mo)	
Qualitative Population: 4,103,802	Qualitative Respondents: 3,175

Sex			
47.2	% Male	52.8	% Female



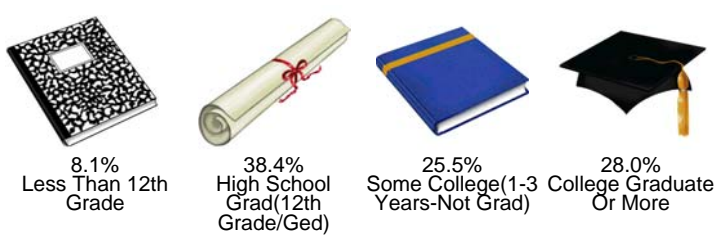
Employment Status	
Full-Time (35+ Hrs)	44.3%
Part-Time (<35 Hrs)	16.6%
Not Employed	
A Homemaker	8.7%
A Student	2.6%
Retired	16.7%
Disabled	4.1%
Temporarily Laid-Off	1.3%
Looking For Work	5.3%
Other	0.3%



Occupation Summary	
Management/Business/Financial Ops	11.2%
Professional/Related Occupations	15.6%
Service	9.1%
Sales/Office	13.9%
Farming/Fishing/Forestry	0.1%
Construction/Extraction/Maintenance	4.8%
Production/Transportation/Matl Mvng	5.9%
Military Specific	0.3%
White Collar	40.7%
Blue Collar	20.3%

# Child(Ren) Under 18 In Household	
No	62.4%
One	15.7%
Two	13.5%
Three Or More	8.4%

### Highest Education Level Attained



Own Or Rent Residence	
Own	74.1%
Rent	21.8%
Other -Do Not Own Or Rent	4.1%

