Q: Where is the information on the 9 bit mind?

A: "The Magical Number Seven, Plus or Minus Two: Some Limits on Our Capacity for Processing Information" by George Miller, Harvard University Psychology Professor – here is a quote by him "My problem is that I have been persecuted by an integer." So began perhaps the most famous paper in the history of experimental psychology. The Harvard psychologist George Miller, inspired by information theory, aimed to measure the "channel capacity" of the mind, and found that three very different tasks pointed to the same answer. People could associate about seven different labels with continuous stimuli (like loudnesses or colors); they could rapidly identify the number dots without counting them up to around seven; and they could hold about seven items in immediate memory. And there was an additional twist. The capacity of immediate memory was the same whether each item was a binary digit (1 bit), a decimal digit (3.3 bits), a letter of the alphabet (4.7 bits), or an English word chosen from a list of a thousand (10 bits). This elasticity suggests that people don't just passively transmit incoming information but recode it into mind-friendly units, which Miller called "chunks." Human information processing is thus constricted by a bottleneck of 7 plus or minus 2 chunks. With this remarkable insight, George Miller helped to launch the cognitive revolution (see pdf at http://pinker.wjh.harvard.edu/lectures/Rediscovery_Labels_revised.pdf) ushering in a new era of theory and research in American psychology.

You can also search "bandwidth of consciousness"

Some refer to chunks and some to bits of information. And the amounts vary but the message is the same – there are lots of bits of data out there (actuality) and very little in our conscious mind (reality).

Also, http://www.cellularwisdom.com/unconscious-mind.shtml also mentions 7 bits +/- 2