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For Immediate Release

SurveyUSA Adds New Way To Analyze Poll Data Based on the 'Generation' of Survey Respondent

Verona NJ – October 30, 2006 – SurveyUSA, the nation's largest independent public opinion pollster, has added to each of its pre-election polls a new crosstab that divides respondents by "Generation."

The "Generation" demographic breakdown is in addition to the usual SurveyUSA "age-of-the-respondent" crosstab, which SurveyUSA has always included, since it began conducting pre-election polls in 1992.

Here are the newly added Generation breakdowns:

- **Generation Y** (born 1979 and later)
- **Generation X** (born 1966 to 1978)
- **Generation Jones** (born 1954 to 1965)
- **Baby Boomers** (born 1942 to 1953)
- **Mature** (born 1941 and before)

Here are the standard pre-election age breakdowns which SurveyUSA will continue to publish:

- Age 18 to 34
- Age 35 to 49
- Age 50 to 64
- Age 65+

"We are pleased to give SurveyUSA subscribers one more way to slice and dice our already rich data," says Jay H. Leve, Editor of SurveyUSA.

Unlike a respondent's age, which changes with each birthday, a "Generation" is a fixed attribute that stays with a respondent throughout his or her life. A person born between 1954 and 1965 will be assigned to "Generation Jones" for as long as he or she lives.

"The new 'Generation' crosstabs will allow scholars and analysts to test the theory that people born during a certain era have generational personality traits that are common to those born during that era – personality traits which follow the members of a particular generation as they age," Leve says.

About SurveyUSA: About SurveyUSA: SurveyUSA of Verona, N.J. is the nation's largest independent public opinion pollster, with 50 TV stations under long-term exclusive contract. Millions of Americans see the results of SurveyUSA research every night on their local TV news. SurveyUSA poll results can be seen on WABC-TV, KABC-TV, WCAU-TV, WBZ-TV, KPIX-TV, WUSA-TV, WXIA-TV, WDIV-TV, KING-TV, WFLA-TV, KSTP-TV, KSAX-TV, KPNX-TV, WKYC-TV, KUSA-TV, KXTV-TV, KSDK-TV, WMAR-TV, KATU-TV, KGTV-TV, KCTV-TV, WCPO-TV,



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