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SurveyUSA® Introduces New SurveyDNA™ Data-Analysis Tool

Verona NJ – May 17, 2006 – SurveyUSA®, the nation’s largest independent public opinion pollster, today introduced the SurveyDNA™ data-analysis tool, interactive software that makes it possible for SurveyUSA subscribers to disassemble and reassemble SurveyUSA’s poll data in ways not previously possible.

“SurveyDNA’ is to poll results what ‘open-source’ code is to software,” says Jay H. Leve, Editor of SurveyUSA.

“SurveyDNA will offer scholars, policy makers, campaign managers and bloggers, who want to better understand SurveyUSA’s research results, an unprecedented level of transparency into our processes, weighting and algorithms.

“SurveyDNA will for the first time allow subscribers to take apart our research, down to the smallest cell, study those cells, and then reassemble the cells using insights and expertise that may not exist within our organization.”

The announcement was made at the beginning of the annual convention of the American Association for Public Opinion Research (AAPOR).

SurveyDNA subscribers will be able to:

- Examine SurveyUSA’s unweighted data and see how SurveyUSA weighting changed the data.
- Re-weight SurveyUSA poll results in real-time, using state-of-the-art interactive rheostats.
- Create their own geographic sub-regions for analysis.
- Create their own subscriber-defined time-series for scrutiny.
- Re-define who is and who is not included as a likely voter in a SurveyUSA pre-election poll.
- Re-graph, using custom colors, fonts and shapes, SurveyDNA revelations.

“There are a lot of wonks today who debate SurveyUSA poll results. They argue with each other about how SurveyUSA results would differ if there were more Republicans, or fewer African Americans, or more Hispanic women in the sample,” Leve says.

Until today, all they could do is argue. But with SurveyDNA, subscribers will be able to re-weight SurveyUSA polls using any number of revised turnout models. Subscribers will be able to test multiple assumption sets in real-time.

SurveyDNA is in beta testing at present, with public launch scheduled for 3rd Quarter 2006 and full implementation for 4th Quarter, in time for the 2006 Mid-Term Elections.

“The idea that any one pollster has a monopoly on brilliance is silly,” Leve says.

“I hear all the time from people who tell me they’re smarter than SurveyUSA. SurveyDNA will give them a chance to prove it.”



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, KPNX-TV, WKYC-TV, WFOR-TV, KUSA-TV, KXTV-TV, KSDK-TV, WMAR-TV, KATU-TV, KGTV-TV, WTVD-TV, KCTV-TV, WCPO-TV, KSL-TV, WOAI-TV, WZZM-TV, WPTV-TV, KFOR-TV, WGRZ-TV, KOB-TV, WFMY-TV, WLNE-TV, WHAS-TV, KVBC-TV, WTLV-TV, KEYE-TV, WNYT-TV, KTHV-TV, WBIR-TV, WKRG-TV, KWCH-TV, WDBJ-TV, WCSH-TV, WHEC-TV, WLTX-TV, WYTV-TV, WCSC-TV, WDIO-TV, WLBZ-TV, KAAL-TV. These TV stations are owned by the nation's largest and most-respected media companies, including: ABC, CBS, NBC, The New York Times, Gannett, Scripps-Howard, Belo, Post-Newsweek, Tribune, McGraw-Hill, Clear Channel, Media-General, Fisher Broadcasting, Meredith Broadcasting, Freedom, and Hubbard Broadcasting. SurveyUSA® is Proud to Be America's Pollster®.

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