SURVEY METHODOLOGY

Greenberg Quinlan Rosner designed and administered this telephone and web survey conducted by professional interviewers. The survey reached 1017 respondents from 19 to 29 years old. The survey was conducted May 29-June 19, 2007.

Telephone numbers for 410 landline respondents were generated by a random digit dial process, thereby allowing access to all listed and unlisted phones. Telephone numbers for an additional 100 landline respondents were taken from lists of households in high-density African-American or Hispanic areas. Telephone number for an additional 100 cell phone respondents were generated by a random digit dial process, restricted to cell phone exchanged, thereby allowing access to all cell phones. Sample for an additional 407 respondents were selected from a panel of younger web survey participants. The sample was stratified by state. Quotas were assigned to reflect the percentage of households within these states. The data were weighted by gender, age, race, education, region and type of sample to ensure an accurate reflection of the population. The sample size with these weights applied is 1017.

In interpreting survey results, all sample surveys are subject to possible sampling error; that is, the results of a survey may differ from those which would be obtained if the entire population were interviewed. The size of the sampling error depends upon both the total number of respondents in the survey and the percentage distribution of responses to a particular question. For example, if a response to a given question to which all respondents answered was 50%, we could be 95% confident that the true percentage would fall within plus or minus 3.1% of this percentage or between 46.9% and 53.1%. The table below represents the estimated sampling error for different percentage distributions of responses.

Sampling Error By Percentage
(at 95 in 100 confidence level)

PERCENTAGES NEAR

SAMPLE SIZE	10	20	30	40	50	60	70	80	90
1000	1.9	2.5	2.8	3.0	3.1	3.0	2.8	2.5	1.9
900	2.0	2.6	3.0	3.2	3.3	3.2	3.0	2.6	2.0
800	2.1	2.8	3.2	3.4	3.5	3.4	3.2	2.8	2.1
700	2.2	3.0	3.4	3.6	3.7	3.6	3.4	3.0	2.2
600	2.4	3.2	3.7	3.9	4.0	3.9	3.7	3.2	2.4
500	2.6	3.5	4.0	4.3	4.4	4.3	4.0	3.5	2.6
400	2.9	3.9	4.5	4.8	4.9	4.8	4.5	3.9	2.9
300	3.4	4.5	5.2	5.5	5.7	5.5	5.2	4.5	3.4
200	4.2	5.5	6.4	6.8	6.9	6.8	6.4	5.5	4.2
100	5.9	7.8	9.0	9.6	9.8	9.6	9.0	7.8	5.9