



Basic demographic profile of the panel (August 2007)

| | Nation (n=1516) | | | New York City (n=180) | | |
|----------------------------------|-----------------|-------------------|---------------------|-----------------------|-------------------|---------------------|
| | US Census | Panel Weighted | Panel Unweighted | US Census | Panel Weighted | Panel Unweighted |
| New York City | 2.7 | 3.5 | 11.9 | 100.0 | 100.0 | 100.0 |
| Northeast | 19.0 | 20.6 | 28.4 | 100.0 | 100.0 | 100.0 |
| South | 35.6 | 35.8 | 29.4 | 0.0 | 0.0 | 0.0 |
| Midwest | 22.9 | 21.8 | 24.7 | 0.0 | 0.0 | 0.0 |
| West | 21.9 | 21.8 | 17.5 | 0.0 | 0.0 | 0.0 |
| White, non-Hispanic | 69.1 | 70.0 | 83.5 | 35.0 | 34.2 | 71.0 |
| Black or African American | 12.3 | 12.4 | 6.9 | 24.5 | 22.4 | 10.2 |
| Hispanic or Latino | 12.5 | 10.1 | 3.7 | 27.0 | 23.9 | 6.8 |
| Asian or Pacific Islander | 3.7 | 5.0 | 3.5 | 9.7 | 14.9 | 5.7 |
| Other | 2.4 | 2.5 | 2.3 | 3.8 | 4.6 | 6.3 |
| Female | 51.0 | 51.1 | 73.5 | 51.0 | 53.5 | 61.9 |
| Male | 49.0 | 48.9 | 26.5 | 49.0 | 46.5 | 38.1 |
| 18 to 24 years | 13.4 | 14.5 | 6.0 | 13.1 | 18.7 | 3.3 |
| 25 to 44 years | 40.7 | 39.6 | 48.7 | 43.5 | 50.7 | 35.0 |
| 45 to 64 years | 29.6 | 29.6 | 40.2 | 27.9 | 22.3 | 55.0 |
| 65 years and over | 16.7 | 16.3 | 5.1 | 15.5 | 8.3 | 6.7 |
| Less than \$25,000 | 28.7 | 29.8 | 16.9 | 34.9 | 22.3 | 12.3 |
| \$25,000-\$49,999 | 29.3 | 30.6 | 35.1 | 25.7 | 21.4 | 19.2 |
| \$50,000-\$74,9999 | 19.5 | 18.0 | 26.5 | 16.7 | 25.8 | 22.6 |
| \$75,000 or more | 22.5 | 21.7 | 21.6 | 22.7 | 30.5 | 45.9 |

Note: Census figures from American FactFinder, 2000 Census Quick Tables, available at www.census.gov.

Weighted results reflect post-stratification adjustments for region, race, gender, age and income.