



TO: Interested Parties
FROM: The Mellman Group, Inc.
RE: Title IX
DATE: June 14, 2007

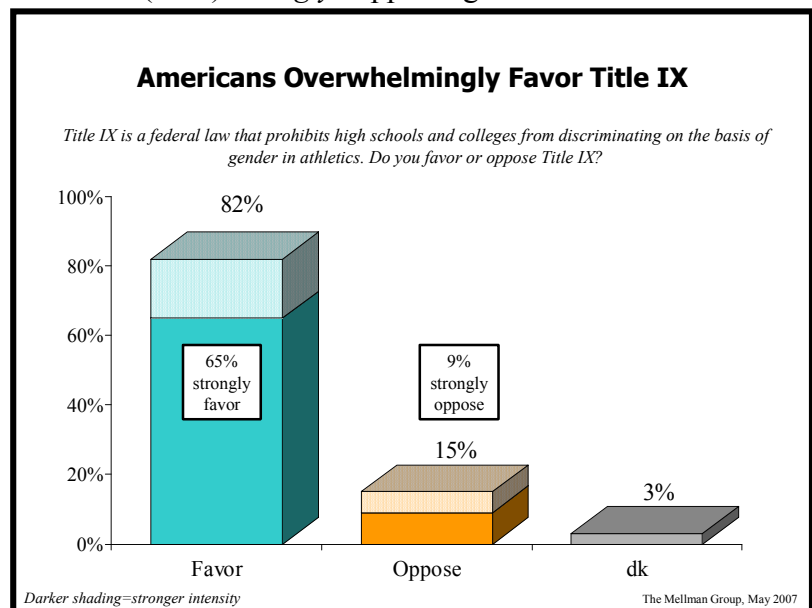
This analysis represents the findings of a national survey of 1000 adults, who were interviewed by telephone May 22-24, 2007. To insure an unbiased sample, random-digit-dialing techniques were used. The margin of error for this survey is +/-3.1% at the 95% level of confidence. The margin of error is higher for subgroups.

Thirty-five years after first being enacted into law, Title IX remains extremely popular legislation with overwhelming, bipartisan support. Americans not only support the law in vast numbers; they also support those who would take action to remedy cases of inequality. However, ignorance remains a major obstacle—most Americans simply do not know what steps to take in such cases.

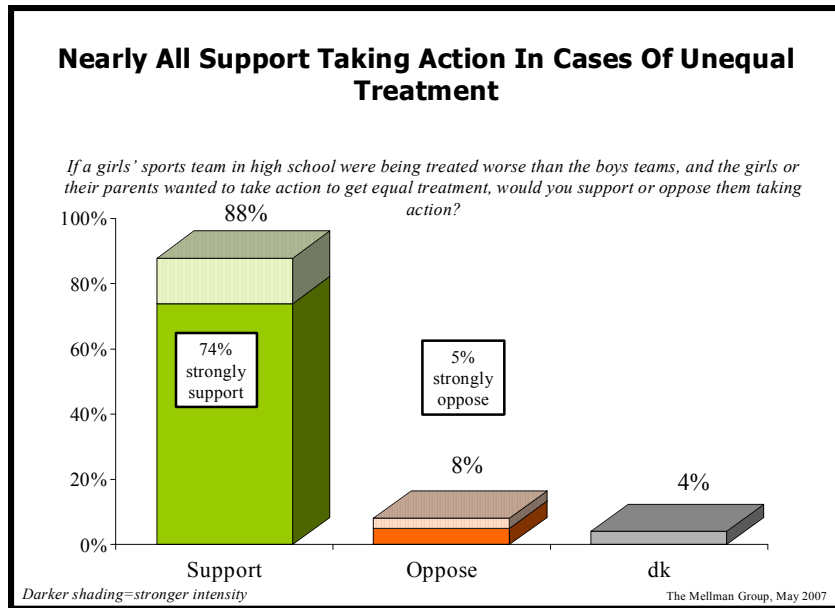
There Is Strong Support For Title IX

Our recent poll confirms overwhelming support for Title IX, “which prohibits high schools and colleges from discriminating on the basis of gender in athletics.” Thirty five years after the legislation was enacted, more than 8 in 10 voters (82%) still support Title IX, while only 15% oppose it. Moreover, support for the law is intense with nearly two-thirds (65%) *strongly* supporting the law and fewer than one in ten (9%) *strongly* opposing it.

Support for Title IX is both deep and wide, crossing the political spectrum. Majorities of Democrats (86% favor, 11% oppose), independents (78% favor, 15% oppose) and Republicans (78% favor, 19% oppose) favor the law. Majorities also support the law across gender and age, with nearly united support from women (86%) and men (77%). Voters in every part of the country favor the law by wide margins. In addition, both parents (80% favor, 19% oppose) and those without children (83% favor, 13% oppose) strongly support Title IX.



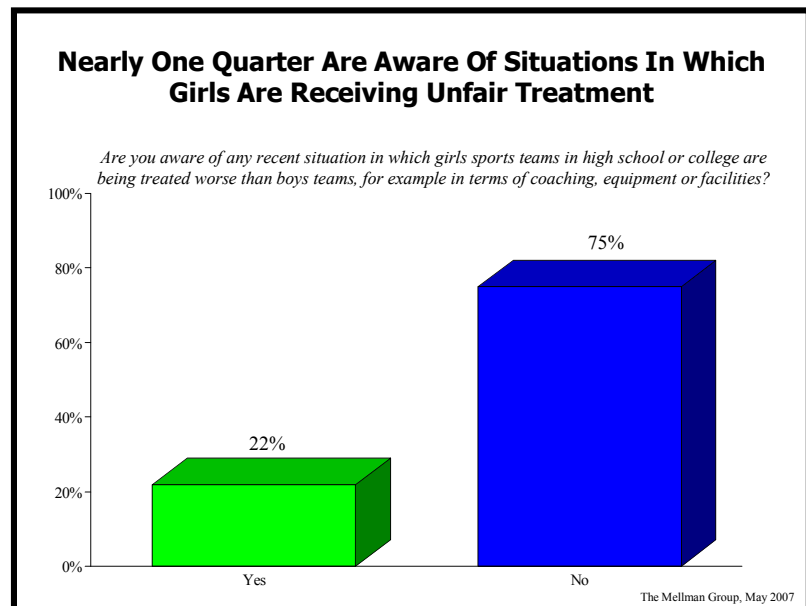
Americans Support Those Who Take Action To Ensure Compliance



In addition to overwhelming support for keeping Title IX as the law of the land, Americans are nearly unanimous in backing those who take action to redress cases of unequal treatment. Nearly all Americans (88%) support girls or their parents acting in cases of a girl's high school team being treated "worse than the boys' sports teams". Again there backing across gender, with 84% of men and 92% of women supporting action. Across both the political and ideological spectrum, Americans support action by those who are being unfairly treated (Democrats 93%, Republicans 84%,

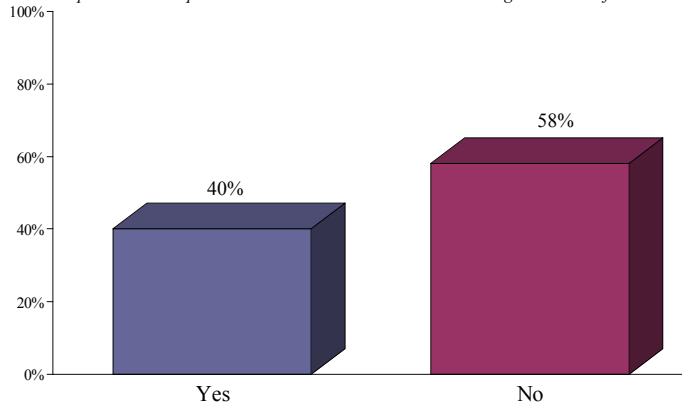
independents 85%, liberal 95%, moderate 91%, conservative 81%). Even two-thirds of those who oppose Title IX (68%) support taking action to address discrimination when it occurs.

Moreover, nearly one-quarter of Americans (22%) are personally aware of recent situations in which cases of unequal treatment have occurred. Of these respondents, nearly all (95%) support taking action to address said discrimination.



Most Do Not Know What Steps To Take If Violations Occur

If you observed unequal treatment of the boys and girls teams at your local school, would you know what steps to take to require school administrators to make the changes needed to follow Title IX?



The Mellman Group, May 2007

Ignorance About The Steps To Take Is A Hurdle To Taking Action

Despite a willingness to take action in cases of unequal treatment, most Americans simply do not know what steps to take to enforce compliance with Title IX. Only four-in-ten (40%) know what should be done compared to 58% who admit their ignorance on this score. Neither parents (45% know what steps to take), nor those who favor Title IX (39%), nor those who support action (40%), have a clear sense of what should be done to redress cases of discrimination.