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Interview dates: January 18, 2008 – January 28, 2008  
 Interviews: 2,016 adults; 1,682 registered voters  
 943 Democrats; 740 Republicans  
 Sampling margin of error for a 50% statistic with 95%  
 confidence is: ±2.2 for all adults; ±2.4 for registered voters  
 ±3.2 for Democrats; ±3.6 for Republicans

THE ASSOCIATED PRESS-YAHOO POLL  
 WAVE 3  
 CONDUCTED BY KNOWLEDGE NETWORKS

**NOTE: all results shown are percentages unless otherwise labeled. Results represent all adults unless otherwise indicated. Numbers may not add to 100 due to rounding.**

**MD1.** Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?

	Wave 1	Wave 2	Wave 3
Right direction	24	28	26
Wrong track	75	71	74
Refused / Not Answered	1	1	1

**MD2.** When you think about how things are going in your life in general, would you say you are...

[RANDOMIZE HALF SAMPLE TO REVERSE THE ITEM ORDER]

	Wave 1	Wave 2	Wave 3
Very happy	24	23	22
Somewhat happy	44	44	43
Neither happy nor unhappy	15	16	15
Somewhat unhappy	13	13	16
Very unhappy	4	3	4
Refused / Not Answered	0	0	0

**FAV1.** For each of the following individuals, please select if you have a favorable or unfavorable impression of that person. If you don't know enough about the person to have an opinion, you can say that too.

[GRID, RANDOMIZE ALL THE NAMES]

		Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know enough to say	Refused / Not Answered
George W. Bush	Wave 1	10	23	19	43	4	0
	Wave 2	11	24	16	44	5	0
	Wave 3	10	25	16	43	5	0
Nancy Pelosi	Wave 1	4	17	14	21	44	1
	Wave 2	4	17	15	21	42	0
	Wave 3	4	18	15	22	41	0
Hillary Clinton	Wave 1	17	29	14	33	7	1
	Wave 2	17	29	15	32	6	1
	Wave 3	21	27	13	33	6	0
Barack Obama	Wave 1	11	33	18	15	22	1
	Wave 2	14	33	19	16	19	0
	Wave 3	16	33	19	17	14	1
John Edwards	Wave 1	7	33	19	15	25	0
	Wave 2	10	37	16	14	22	1
	Wave 3	10	38	17	14	19	1
Al Gore	Wave 1	17	32	18	22	10	1
	Wave 2	17	31	18	22	11	1
	Wave 3	18	30	17	23	10	1
Rudy Giuliani	Wave 1	9	35	22	14	20	0
	Wave 2	8	35	24	15	18	0
	Wave 3	6	34	25	16	18	0
Fred Thompson	Wave 1	5	20	13	9	52	1
	Wave 2	6	23	17	9	45	0
	Wave 3	6	22	17	12	42	1
John McCain	Wave 1	5	34	23	10	28	0
	Wave 2	8	38	20	8	26	0
	Wave 3	10	40	20	8	21	0
Mitt Romney	Wave 1	4	16	16	10	54	1
	Wave 2	6	21	19	9	44	1
	Wave 3	6	25	21	13	35	1
Bill Clinton	Wave 1	22	31	17	26	5	1
	Wave 2	25	28	16	25	5	0
	Wave 3	24	29	14	28	5	0

		Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know enough to say	Refused / Not Answered
Mike Huckabee	Wave 1	-	-	-	-	-	-
	Wave 2	7	19	13	8	52	1
	Wave 3	8	28	18	12	34	0
Michael Bloomberg	Wave 1	-	-	-	-	-	-
	Wave 2	3	15	15	7	61	0
	Wave 3	2	13	14	9	61	0
Oprah Winfrey	Wave 1	-	-	-	-	-	-
	Wave 2	17	39	19	15	9	1
	Wave 3	-	-	-	-	-	-
Ron Paul	Wave 1	-	-	-	-	-	-
	Wave 2	3	10	10	6	70	1
	Wave 3	4	13	13	9	61	0

**FAV2.** Do you have a favorable or unfavorable impression of...

[GRID, RANDOMIZE PARTIES]

		Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Refused / Not Answered
The Democratic Party	Wave 1	16	37	26	18	3
	Wave 2	17	36	28	17	2
	Wave 3	18	36	27	17	3
The Republican Party	Wave 1	9	31	32	24	5
	Wave 2	9	32	32	22	5
	Wave 3	9	35	30	22	4

**LV1.** Are you registered to vote?

	Wave 1	Wave 2	Wave 3
Yes, at my current address	76	76	77
Yes, but at a different address	7	7	6
No	13	14	14
Not sure	3	2	2
Refused / Not Answered	0	0	0

**PID1.** Do you consider yourself a Democrat, Republican, an Independent, a supporter of some other party, or none of these?

	Wave 1	Wave 2	Wave 3
Democrat	35	35	35
Republican	28	26	27
Independent	24	26	26
Some other party	1	1	1
None of these	12	11	11
Refused / Not Answered	0	0	0

[ASK IF DEMOCRAT OR REPUBLICAN IN PID1]

**PID2.** Would you call yourself a strong [Democrat/Republican] or a not very strong [Democrat/Republican]?

	Wave 1	Wave 2	Wave 3
Strong	52	52	53
Not very strong	47	47	47
Refused / Not Answered	0	0	0

[ASK IF INDEPENDENT, NONE OF THESE OR REFUSED / NOT ANSWERED IN PID1]

**PID3.** Do you think of yourself as CLOSER to the Democratic Party or to the Republican Party?

	Wave 1	Wave 2	Wave 3
Closer to the Democratic Party	31	31	32
Closer to the Republican Party	25	25	25
Neither	43	43	42
Refused / Not Answered	1	0	0

[COMBINED VARIABLE, PID1 AND PID3]

**PARTYID.** Do you consider yourself a Democrat, Republican, an Independent, a supporter of some other party, or none of these?

	Wave 1	Wave 2	Wave 3
Democrat	46	47	47
Republican	37	36	37
Independent	8	9	8
Some other party	1	1	1
None of these	8	7	7
Refused / Not Answered	0	0	0

**LV6.** How often would you say you vote?

	Wave 2	Wave 3
Always	40	42
Nearly always	30	30
Part of the time	10	8
Seldom	7	6
Never	13	13
Refused / Not Answered	0	0

**LV7.** Do you happen to know where people in your neighborhood go to vote, or not?

	Wave 2	Wave 3
Yes	80	84
No	20	16
Refused / Not Answered	0	0

**LV3.** How much interest do you have in following news about the campaign for president, a great deal, quite a bit, only some, very little, or no interest at all?

	Wave 1	Wave 2	Wave 3
A great deal	14	15	20
Quite a bit	31	33	35
Only some	33	33	30
Very little	14	11	9
No interest at all	7	7	6
Refused / Not Answered	0	0	0

**CND1.** How much thought, if any, have you given to candidates who may be running for president in 2008?

	Wave 1	Wave 2	Wave 3
A lot	28	29	37
Some	48	47	47
Not much	17	16	11
None at all	8	7	5
Refused / Not Answered	0	0	0

**LV4.** As of now, how likely are you to vote in the Democratic or Republican primary or caucuses for president?

	Wave 1	Wave 2	Wave 3
Very likely	50	52	51
Somewhat likely	22	18	18
Not too likely	13	14	10
Not at all likely	14	16	19
Already voted	-	-	2
Refused / Not Answered	1	0	0

[ASK IF DIDN'T ANSWER NOT AT ALL LIKELY IN LV4]

**LV5.** In which party's primary or caucuses are you most likely to vote?

[RANDOMIZE FIRST TWO RESPONSE OPTIONS]

	Wave 1	Wave 2	Wave 3
Democratic	43	43	47
Republican	32	32	34
Neither	4	4	3
Don't know	19	18	14
Not likely to vote	2	3	2
Refused / Not Answered	0	0	0

[ASK IF DEMOCRATIC IN LV5, OF IF DEMOCRAT AND NOT VOTING IN PRIMARY / CAUCUSES]

**VOTDEM.** If the 2008 Democratic presidential primary or caucuses in your state were being held today and these were the candidates, for whom would you vote?

[RANDOMIZE, DON'T KNOW IS ALWAYS LAST]

	Wave 1	Wave 2	Wave 3
Hillary Clinton	47	46	49
Barack Obama	23	25	28
John Edwards	13	13	15
Bill Richardson	2	2	-
Joe Biden	1	1	-
Chris Dodd	1	1	-
Mike Gravel	0	0	0
Dennis Kucinich	1	2	1
Don't know	13	11	7
Refused / Not Answered	0	0	0

[ASK IF SELECTED CANDIDATE IN VOT1 OR VOT1A]

**VOT1B1.** Are you certain to support [FILL CANDIDATE'S NAME] for the Democratic nomination or do you think you might change your mind?

	Wave 1	Wave 2	Wave 3
Certain to support [FILL CANDIDATE'S NAME]	49	55	59
Might change my mind	51	45	41
Refused / Not Answered	0	0	0

[ASK IF SELECTED CANDIDATE IN VOT1 OR VOT1A]

**VOT1C.** Who would be your second choice?

[RANDOMIZE, TAKE OUT CANDIDATE CHOSEN IN VOT1 OR VOT1A]

	Wave 1	Wave 2	Wave 3
Hillary Clinton	22	21	23
Barack Obama	22	23	26
John Edwards	20	24	28
Bill Richardson	2	3	-
Joe Biden	3	3	-
Chris Dodd	2	0	-
Mike Gravel	0	0	1
Dennis Kucinich	2	2	2
Don't know	27	24	21
Refused / Not Answered	0	0	0

[ASK IF DEMOCRATIC IN LV5, OF IF DEMOCRAT AND NOT VOTING IN PRIMARY / CAUCUSES]

**VOTDEMNEW.** If the 2008 Democratic presidential primary or caucuses in your state were being held today and these were the candidates, for whom would you vote?

(second choice replace withdrawn candidate)

[RANDOMIZE, DON'T KNOW IS ALWAYS LAST]

	Wave 3
Hillary Clinton	55
Barack Obama	31
John Edwards	-
Bill Richardson	-
Joe Biden	-
Chris Dodd	-
Mike Gravel	0
Dennis Kucinich	-
Don't know	13
Refused / Not Answered	0

[ASK IF REPUBLICAN IN LV5, OF IF REPUBLICAN AND NOT VOTING IN PRIMARY / CAUCUSES]

**VOTREP.** If the 2008 Republican presidential primary or caucuses in your state were being held today and these were the candidates, for whom would you vote?

[RANDOMIZE]

	Wave 1	Wave 2	Wave 3
Rudy Giuliani	27	21	12
Fred Thompson	17	11	9
John McCain	15	15	24
Mitt Romney	11	13	16
Mike Huckabee	9	20	23
Duncan Hunter	1	1	1
Ron Paul	3	4	4
Tom Tancredo	0	1	-
Don't know	17	14	10
Refused / Not Answered	0	0	0

[ASK IF SELECTED CANDIDATE IN VOT2 OR VOT2A]

**VOT2B1.** Are you certain to support [FILL CANDIDATE'S NAME] for the Republican nomination or do you think you might change your mind?

	Wave 1	Wave 2	Wave 3
Certain to support [FILL CANDIDATE'S NAME]	33	33	46
Might change my mind	67	67	54
Refused / Not Answered	0	0	0

[ASK IF SELECTED CANDIDATE IN VOT2 OR VOT2A]  
**VOT2C.** Who would be your second choice?

[RANDOMIZE, TAKE OUT CANDIDATE CHOSEN IN VOT2 OR VOT2A]

	Wave 1	Wave 2	Wave 3
Rudy Giuliani	19	17	12
Fred Thompson	13	12	10
John McCain	19	19	21
Mitt Romney	12	14	16
Mike Huckabee	6	11	14
Duncan Hunter	2	1	1
Ron Paul	3	2	6
Tom Tancredo	2	2	-
Don't know	24	23	20
Refused / Not Answered	0	0	0

[ASK IF REPUBLICAN IN LV5, OF IF REPUBLICAN AND NOT VOTING IN PRIMARY / CAUCUSES]

**VOTREPNEW.** If the 2008 Republican presidential primary or caucuses in your state were being held today and these were the candidates, for whom would you vote?

(second choice replace withdrawn candidate)

[RANDOMIZE]

	Wave 3
Rudy Giuliani	-
Fred Thompson	-
John McCain	30
Mitt Romney	21
Mike Huckabee	26
Duncan Hunter	-
Ron Paul	5
Tom Tancredo	-
Don't know	17
Refused / Not Answered	0



[ASK IF DEMOCRATIC IN LV5, OF IF DEMOCRAT AND NOT VOTING IN PRIMARY / CAUCUSES]

**WIN1.** Regardless of which candidate you would vote for, which one do you think would have the best chance of winning the general election in 2008 to become president?

[RANDOMIZE]

	Wave 1	Wave 2	Wave 3
Hillary Clinton	63	59	56
Barack Obama	14	21	32
John Edwards	19	17	11
Bill Richardson	2	1	-
Joe Biden	1	0	-
Chris Dodd	1	0	-
Mike Gravel	0	0	0
Dennis Kucinich	0	0	0
Refused / Not Answered	1	1	0

[ASK IF REPUBLICAN IN LV5, OF IF REPUBLICAN AND NOT VOTING IN PRIMARY / CAUCUSES]

**WIN2.** Regardless of which candidate you would vote for, which one do you think would have the best chance of winning the general election in 2008 to become president?

[RANDOMIZE]

	Wave 1	Wave 2	Wave 3
Rudy Giuliani	52	42	15
Fred Thompson	11	6	3
John McCain	18	17	41
Mitt Romney	13	15	22
Mike Huckabee	2	14	16
Duncan Hunter	0	1	0
Ron Paul	1	2	1
Tom Tancredo	0	0	-
Refused / Not Answered	2	3	2

**WIN3.** Which is more important to you as you think about how to vote in the primary?

Choosing a candidate who shares my beliefs on issues	90
Choosing a candidate who has the best chance of winning in November	9
Refused / Not Answered	1

**LV31.** On November 4, 2008, the election for President will be held. Using a 1-to-10 scale, where 10 means you are completely certain you will vote and 1 means you are completely certain you will NOT vote, how likely are you to vote in the upcoming presidential election? You can use any number between 1 and 10 to indicate how you strongly feel about your likelihood to vote.

	1 Certain will NOT vote	2	3	4	5	6	7	8	9	10 Certain to vote	Refused / Not Answered
Wave 1	7	2	3	1	4	3	4	5	6	63	1
Wave 2	9	2	2	1	5	3	3	5	9	61	0
Wave 3	9	2	1	1	4	3	3	4	8	64	0

**VOT3.** If the 2008 general election for President were being held today, would you vote for...

[RANDOMIZE THE FIRST TWO]

	Wave 1	Wave 2	Wave 3
The Democratic candidate	40	42	42
The Republican candidate	27	27	29
Neither	5	6	6
Don't know	28	25	24
Refused / Not Answered	0	0	0

**TRD1.** Regardless of how you plan to vote in the 2008 presidential election, how likely would you be to consider voting for an independent or third party candidate?

	Wave 2	Wave 3
Very likely	5	6
Somewhat likely	25	27
Not too likely	40	34
Not at all likely	29	32
Refused / Not Answered	1	1

[ASK IF VERY/SOMEWHAT LIKELY IN TRD1]

**TRD2.** Why do you say you might be willing to vote for an independent or third party candidate? Mark all that apply.

[RANDOMIZE]

I am fed up with both of the major parties	40
I vote for the candidate, not the party	62
I don't like any of the candidates running in either major party	13
I am tired of politics as usual	41
I don't think either party is focused on the issues that are important	28
I want to change the way things are done in Washington	40
Other (SPECIFY)	7
Refused / Not Answered	0

**WRD1.** What are the first few words that come to your mind when you think about each of the following candidates?

[open-end]

[RANDOMIZE]

**Hillary Clinton**

No Response	14
Miscellaneous	2
Don't Know	3
might support/maybe	1
Standing in Race	1
I Will Support	2
I will Not Support	4
<b>Net: Experience mention</b>	<b>9</b>
Experience: Other	0
Experience: Record, Qualif	4
Experience: Prev Career	1
Experience: Electability	3
Experience, Lack of	0
Experience: Not electable	0
<b>Net Personal mention</b>	<b>61</b>
Personal: Other Neutral	0
Personal: Strength	7
Personal: Inspiring	1
Personal: Honest	1
Personal: Ambitious	4
Personal: Intelligent	5
Personal: Wealth/Money	0
Personal: Attractive	0
Personal: Likeable/Nice	2
Personal: Cheater/Adulterer	0
Personal: Gender/Feminist	13
Personal: Race	0
Personal: Old	0
Personal: Weak	1
Personal: Uninspiring	0
Personal: Dishonest	10
Personal: Unintelligent	0
Personal: Unpatriotic	0
Personal: Unattractive	0
Personal: Not Likeable	8
Personal: moral/good	1
Personal: immoral/bad	1
Personal: other positive trait	1
Personal: other negative trait	4
<b>Net: Party Mention</b>	<b>1</b>
Party: Democrat	1
Party: Republican	0
Party: Uniter	0

Party: Divider	0
<b>Net: Association mention</b>	<b>14</b>
Assoc: Other Neutral	0
Assoc: Bill Clinton	7
Assoc: Bush	0
Assoc: Beholden to businesses, special interests	1
Assoc: Insider/Politician	2
Assoc: Outsider/Change	2
Assoc: Cares about people like me	1
<b>Net: Issues mention</b>	<b>9</b>
Issues: Other Neutral	0
Issues: Iraq/Terrorism	0
Issues: Foreign Policy	0
Issues: Economy	1
Issues: Immigration	0
Issues: Social Issues	0
Issues: Conservative/Traditional	0
Issues: Moderate	0
Issue: Liberal	5
Issue: social welfare (health care, education, etc)	1
Issues: Other Positive	1
Issues: Other Negative	0

**Barack Obama**

No Response	17
Miscellaneous	1
Don't Know	3
might support/maybe	2
Standing in Race	1
I Will Support	0
I will Not Support	3
<b>Net: Experience mention</b>	<b>14</b>
Experience: Record, Qualif	0
Experience: Prev Career	1
Experience: Electability	2
Experience, Lack of	10
Experience: Not electable	1
<b>Net Personal mention</b>	<b>56</b>
Personal: Strength	3
Personal: Inspiring	8
Personal: Honest	3
Personal: Ambitious	1
Personal: Intelligent	4
Personal: Patriotism	0
Personal: Wealth/Money	0
Personal: Attractive	1
Personal: Likeable/Nice	3

Personal: Gender/Feminist	0
Personal: Race	7
Personal: Religion	0
Personal: Muslim	4
Personal: Weak	1
Personal: Uninspiring	0
Personal: Dishonest	6
Personal: Unintelligent	0
Personal: Unpatriotic	1
Personal: Unattractive	0
Personal: Young	3
Personal: Not Likeable	3
Personal: moral/good	2
Personal: immoral/bad	1
Personal: other positive trait	2
Personal: other negative trait	2
<b>Net: Party Mention</b>	<b>1</b>
Party: Democrat	1
Party: Republican	0
Party: Independent/Maverick	0
Party: Uniter	0
Party: Divider	0
<b>Net: Association mention</b>	<b>11</b>
Assoc: Other Neutral	2
Assoc: Beholden to businesses, special interests	0
Assoc: Insider/Politician	0
Assoc: Outsider/Change	8
Assoc: Cares about people like me	1
Assoc: Other Positive	0
Assoc: Other Negative	0
<b>Net: Issues mention</b>	<b>6</b>
Issues: Other Neutral	0
Issues: Iraq/Terrorism	0
Issues: Economy	0
Issues: Immigration	0
Issues: Social Issues	0
Issues: Moderate	0
Issue: Liberal	4
Issue: social welfare (health care, education, etc)	0
Issues: Other Positive	1
Issues: Other Negative	1

**John Edwards**

No Response	19
Miscellaneous	1
Don't Know	12
might support/maybe	5

Standing in Race	1
I Will Support	1
I will Not Support	2
<b>Net: Experience mention</b>	<b>10</b>
Experience: Other	0
Experience: Record, Qualif	1
Experience: Prev Career	4
Experience: Electability	2
Experience, Lack of	2
Experience: Not electable	2
<b>Net Personal mention</b>	<b>45</b>
Personal: Other Neutral	1
Personal: Strength	1
Personal: Inspiring	1
Personal: Honest	3
Personal: Ambitious	1
Personal: Intelligent	2
Personal: Patriotism	0
Personal: Wealth/Money	2
Personal: Attractive	4
Personal: Likeable/Nice	6
Personal: Gender/Feminist	0
Personal: Race	0
Personal: Old	0
Personal: Religion	0
Personal: Weak	2
Personal: Uninspiring	0
Personal: Dishonest	6
Personal: Unintelligent	1
Personal: Young	1
Personal: Not Likeable	4
Personal: moral/good	5
Personal: immoral/bad	1
Personal: other positive trait	0
Personal: other negative trait	2
<b>Net: Party Mention</b>	<b>1</b>
Party: Democrat	1
Party: Republican	0
Party: Independent/Maverick	0
Party: Uniter	0
<b>Net: Association mention</b>	<b>10</b>
Assoc: Other Neutral	5
Assoc: Bill Clinton	0
Assoc: Bush	0
Assoc: Beholden to businesses, special interests	0
Assoc: Insider/Politician	1
Assoc: Outsider/Change	1
Assoc: Cares about people like me	3
<b>Net: Issues mention</b>	<b>7</b>
Issues: Other Neutral	0

Issues: Iraq/Terrorism	0
Issues: Economy	0
Issues: Social Issues	0
Issues: Conservative/Traditional	0
Issues: Moderate	0
Issue: Liberal	4
Issue: Single Issue candidate	0
Issue: social welfare (health care, education, etc)	0
Issues: Other Positive	1
Issues: Other Negative	0

**Rudy Giuliani**

No Response	20
Miscellaneous	1
Don't Know	5
might support/maybe	2
Standing in Race	1
I Will Support	0
I will Not Support	3
<b>Net: Experience mention</b>	<b>20</b>
Experience: Record, Qualif	2
Experience: Sept 11	10
Experience: Prev Career	5
Experience: Electability	1
Experience, Lack of	1
Experience: Not electable	1
<b>Net Personal mention</b>	<b>41</b>
Personal: Other Neutral	0
Personal: Strength	6
Personal: Inspiring	0
Personal: Honest	1
Personal: Ambitious	2
Personal: Intelligent	1
Personal: Patriotism	0
Personal: Wealth/Money	0
Personal: Attractive	0
Personal: Likeable/Nice	3
Personal: Cheater/Adulterer	3
Personal: Gender/Feminist	0
Personal: Race	0
Personal: Old	0
Personal: Religion	0
Personal: Weak	1
Personal: Dishonest	5
Personal: Lazy	0
Personal: Unintelligent	0
Personal: Unpatriotic	0
Personal: Unattractive	0

Personal: Not Likeable	5
Personal: moral/good	3
Personal: immoral/bad	3
Personal: other positive trait	2
Personal: other negative trait	4
<b>Net: Party Mention</b>	<b>1</b>
Party: Other	0
Party: Democrat	0
Party: Republican	1
Party: Independent/Maverick	0
Party: Uniter	0
Party: Divider	0
<b>Net: Association mention</b>	<b>13</b>
Assoc: Other Neutral	9
Assoc: Bush	0
Assoc: Beholden to businesses, special interests	2
Assoc: Insider/Politician	1
Assoc: Outsider/Change	0
Assoc: Cares about people like me	0
Assoc: Other Negative	0
<b>Net: Issues mention</b>	<b>6</b>
Issues: Other Neutral	0
Issues: Iraq/Terrorism	0
Issues: Economy	0
Issues: Immigration	0
Issues: Social Issues	1
Issues: Conservative/Traditional	1
Issues: Moderate	1
Issue: Liberal	2
Issue: Single Issue candidate	0
Issues: Other Positive	0
Issues: Other Negative	0

**Fred Thompson – To be coded**

**John McCain**

No Response	23
Miscellaneous	1
Don't Know	12
might support/maybe	2
Standing in Race	1
I Will Support	1
I will Not Support	1
<b>Net: Experience mention</b>	<b>16</b>
Experience: Other	0
Experience: Record, Qualif	3
Experience: Prev Career	0
Experience: Military Service	10
Experience: Electability	1



Experience, Lack of	0
Experience: Not electable	1
<b>Net: Personal mention</b>	<b>39</b>
Personal: Other Neutral	0
Personal: Strength	4
Personal: Inspiring	0
Personal: Honest	5
Personal: Ambitious	0
Personal: Intelligent	2
Personal: Patriotism	1
Personal: Attractive	0
Personal: Likeable/Nice	1
Personal: Gender/Feminist	0
Personal: Old	9
Personal: Religion	0
Personal: Weak	0
Personal: Uninspiring	1
Personal: Dishonest	2
Personal: Lazy	0
Personal: Unintelligent	0
Personal: Unpatriotic	0
Personal: Unattractive	0
Personal: Not Likeable	2
Personal: moral/good	5
Personal: immoral/bad	1
Personal: other positive trait	1
Personal: other negative trait	2
<b>Net: Party mention</b>	<b>3</b>
Party: Other	0
Party: Democrat	1
Party: Republican	1
Party: Independent/Maverick	0
Party: Uniter	0
<b>Net: Association mention</b>	<b>5</b>
Assoc: Other Neutral	0
Assoc: Bush	1
Assoc: Beholden to businesses, special interests	0
Assoc: Insider/Politician	2
Assoc: Outsider/Change	0
Assoc: Cares about people like me	0
Assoc: Other Negative	0
<b>Net: Issue mention</b>	<b>9</b>
Issues: Other Neutral	0
Issues: Iraq/Terrorism	3
Issues: Foreign Policy	0
Issues: Economy	0
Issues: Immigration	1
Issues: Social Issues	0
Issues: Conservative/Traditional	2
Issues: Moderate	1

Issue: Liberal	1
Issues: Other Positive	1
Issues: Other Negative	0

**Mitt Romney**

No Response	20
Miscellaneous	1
Don't Know	25
might support/maybe	2
Standing in Race	1
I Will Support	0
I will Not Support	2
<b>Net: Experience</b>	<b>5</b>
Experience: Record, Qualif	1
Experience: Prev Career	2
Experience: Electability	1
Experience, Lack of	0
Experience: Not electable	1
<b>Net: Personal mention</b>	<b>42</b>
Personal: Strength	1
Personal: Inspiring	1
Personal: Honest	2
Personal: Ambitious	1
Personal: Intelligent	1
Personal: Wealth/Money	3
Personal: Attractive	1
Personal: Likeable/Nice	1
Personal: Race	0
Personal: Religion	0
Personal: Muslim	0
Personal: Mormon	10
Personal: Weak	0
Personal: Uninspiring	0
Personal: Dishonest	9
Personal: Unintelligent	0
Personal: Unattractive	0
Personal: Young	0
Personal: Not Likeable	3
Personal: moral/good	4
Personal: immoral/bad	1
Personal: other positive trait	1
Personal: other negative trait	1
<b>Net: Party mention</b>	<b>1</b>
Party: Democrat	0
Party: Republican	1
Party: Divider	0
<b>Net: Association mention</b>	<b>4</b>
Assoc: Other Neutral	1
Assoc: Bush	0

Assoc: Beholden to businesses, special interests	1
Assoc: Insider/Politician	1
Assoc: Outsider/Change	1
Assoc: Cares about people like me	0
Assoc: Other Negative	0
<b>Net: Issues mention</b>	<b>4</b>
Issues: Other Neutral	0
Issues: Iraq/Terrorism	0
Issues: Economy	0
Issues: Immigration	0
Issues: Social Issues	0
Issues: Conservative/Traditional	3
Issues: Moderate	0
Issue: Liberal	0
Issue: social welfare (health care, education, etc)	0
Issues: Other Positive	0
Issues: Other Negative	0

**Mike Huckabee**

No Response	21
Miscellaneous	3
Don't Know	22
might support/maybe	2
Standing in Race	1
I Will Support	1
I will Not Support	2
<b>Net: Experience mention</b>	<b>4</b>
Experience: Other	0
Experience: Record, Qualif	1
Experience: Prev Career	0
Experience: Electability	2
Experience, Lack of	0
Experience: Not electable	1
<b>Net: Personal mention</b>	<b>38</b>
Personal: Other Neutral	0
Personal: Strength	1
Personal: Inspiring	1
Personal: Honest	4
Personal: Ambitious	0
Personal: Intelligent	1
Personal: Wealth/Money	0
Personal: Attractive	0
Personal: Likeable/Nice	3
Personal: Gender/Feminist	0
Personal: Race	0
Personal: Old	0
Personal: Religion	16

Personal: Mormon	0
Personal: Weak	0
Personal: Uninspiring	0
Personal: Dishonest	2
Personal: Unintelligent	0
Personal: Not Likeable	2
Personal: moral/good	5
Personal: immoral/bad	0
Personal: other positive trait	1
Personal: other negative trait	1
<b>Net: Party mention</b>	<b>2</b>
Party: Democrat	0
Party: Republican	1
Party: Uniter	0
Party: Divider	0
<b>Net: Association mention</b>	<b>5</b>
Assoc: Other Neutral	2
Assoc: Bill Clinton	0
Assoc: Bush	0
Assoc: Beholden to businesses, special interests	1
Assoc: Insider/Politician	1
Assoc: Outsider/Change	1
Assoc: Cares about people like me	1
Assoc: Other Positive	0
<b>Net: Issues mention</b>	<b>8</b>
Issues: Other Neutral	0
Issues: Iraq/Terrorism	0
Issues: Economy	0
Issues: Immigration	0
Issues: Social Issues	1
Issues: Conservative/Traditional	4
Issues: Moderate	0
Issue: Liberal	1
Issue: social welfare (health care, education, etc)	0
Issues: Other Positive	1
Issues: Other Negative	0

**Ron Paul – To be coded**

**APPBUSH.** Overall, do you approve, disapprove or have mixed feelings about the way George W. Bush is handling his job as President?

	Wave 1	Wave 2	Wave 3
Strongly approve	6	7	5
Somewhat approve	23	23	26
Have mixed feelings	11	11	10
Somewhat disapprove	20	20	20
Strongly disapprove	38	39	39
Refused / Not Answered	0	0	0

**APPCONG.** Overall, do you approve, disapprove or have mixed feelings about the way Congress is handling its job?

	Wave 1	Wave 2	Wave 3
Strongly approve	1	1	1
Somewhat approve	17	17	16
Have mixed feelings	22	22	21
Somewhat disapprove	40	39	41
Strongly disapprove	19	21	21
Refused / Not Answered	1	0	0

**IMG1.** Please tell me how well each word describes [INSERT NAME OF CANDIDATE].

[GRID, RANDOMIZE ITEMS – KEEP ORDER OF RANDOMIZED ITEMS THE SAME FOR EACH CANDIDATE]  
 [RANDOMIZE LIST OF CANDIDATES]

**Hillary Clinton**

		Not at all well	Slightly well	Somewhat well	Very well	Refused / Not Answered
Likable	Wave 1	34	22	21	19	4
	Wave 3	35	20	20	20	4
Decisive	Wave 1	25	23	27	20	4
	Wave 3	23	22	28	23	4
Strong	Wave 1	20	20	25	31	4
	Wave 3	20	19	25	33	4
Honest	Wave 1	36	23	22	15	4
	Wave 3	36	22	22	16	4
Experienced	Wave 1	21	22	26	27	4
	Wave 3	19	21	25	30	4
Compassionate	Wave 1	29	23	24	20	4
	Wave 3	29	22	24	21	4
Refreshing	Wave 1	39	20	20	18	5
	Wave 3	40	19	19	18	4
Ethical	Wave 1	33	23	23	16	4
	Wave 3	35	22	22	17	4
Liberal	Wave 1	13	21	27	34	5
	Wave 3	-	-	-	-	-
Moderate	Wave 1	30	30	24	11	5
	Wave 3	-	-	-	-	-
Conservative	Wave 1	46	24	16	9	5
	Wave 3	-	-	-	-	-
Attractive	Wave 1	32	27	23	14	4
	Wave 3	32	24	24	15	5

**Barack Obama**

		Not at all well	Slightly well	Somewhat well	Very well	Refused / Not Answered
Likable	Wave 1	18	23	28	23	8
	Wave 3	17	21	24	30	7
Decisive	Wave 1	21	31	28	11	9
	Wave 3	20	32	27	13	8
Strong	Wave 1	19	29	27	15	9
	Wave 3	19	29	26	19	7
Honest	Wave 1	18	28	29	16	9
	Wave 3	21	26	26	19	7
Experienced	Wave 1	33	35	18	6	9
	Wave 3	36	32	18	7	7
Compassionate	Wave 1	18	28	29	16	9
	Wave 3	18	25	28	21	8
Refreshing	Wave 1	23	25	24	20	9
	Wave 3	21	21	24	26	7
Ethical	Wave 1	18	28	29	16	9
	Wave 3	21	26	26	19	8
Liberal	Wave 1	15	25	28	23	9
	Wave 3	-	-	-	-	-
Moderate	Wave 1	24	35	25	7	9
	Wave 3	-	-	-	-	-
Conservative	Wave 1	40	31	14	6	9
	Wave 3	-	-	-	-	-
Attractive	Wave 1	21	27	27	16	9
	Wave 3	21	23	26	22	8

**John Edwards**

		Not at all well	Slightly well	Somewhat well	Very well	Refused / Not Answered
Likable	Wave 1	18	28	30	15	9
	Wave 3	17	25	30	19	9
Decisive	Wave 1	21	33	28	8	10
	Wave 3	18	35	27	10	10
Strong	Wave 1	20	33	28	9	10
	Wave 3	19	33	28	10	9
Honest	Wave 1	21	31	28	11	10
	Wave 3	20	30	28	14	9
Experienced	Wave 1	17	34	31	9	10
	Wave 3	15	35	30	10	9
Compassionate	Wave 1	18	29	30	13	10
	Wave 3	16	28	28	18	9
Refreshing	Wave 1	25	32	24	9	10
	Wave 3	23	30	27	11	9
Ethical	Wave 1	20	31	30	10	10
	Wave 3	20	30	28	13	9
Liberal	Wave 1	15	30	26	19	10
	Wave 3	-	-	-	-	-
Moderate	Wave 1	23	36	26	5	10
	Wave 3	-	-	-	-	-
Conservative	Wave 1	35	32	18	4	11
	Wave 3	-	-	-	-	-
Attractive	Wave 1	18	28	29	16	9
	Wave 3	15	24	30	21	10



**Rudy Giuliani**

		Not at all well	Slightly well	Somewhat well	Very well	Refused / Not Answered
Likable	Wave 1	19	30	27	16	8
	Wave 3	23	29	27	13	7
Decisive	Wave 1	15	27	33	17	8
	Wave 3	18	30	29	15	8
Strong	Wave 1	15	27	30	20	8
	Wave 3	18	27	30	18	7
Honest	Wave 1	21	32	28	11	8
	Wave 3	27	34	24	7	8
Experienced	Wave 1	15	27	30	20	8
	Wave 3	18	31	29	16	7
Compassionate	Wave 1	19	29	29	15	8
	Wave 3	24	31	27	11	8
Refreshing	Wave 1	28	32	23	9	8
	Wave 3	35	31	21	5	8
Ethical	Wave 1	21	32	28	9	9
	Wave 3	28	35	23	7	8
Liberal	Wave 1	32	37	18	5	9
	Wave 3	-	-	-	-	-
Moderate	Wave 1	20	39	27	6	9
	Wave 3	-	-	-	-	-
Conservative	Wave 1	18	34	29	11	9
	Wave 3	-	-	-	-	-
Attractive	Wave 1	34	37	17	4	8
	Wave 3	38	35	14	4	8

**Fred Thompson**

		Not at all well	Slightly well	Somewhat well	Very well	Refused / Not Answered
Likable	Wave 1	20	31	23	10	15
	Wave 3	24	31	20	11	14
Decisive	Wave 1	21	36	21	6	15
	Wave 3	25	36	17	9	14
Strong	Wave 1	21	34	22	8	15
	Wave 3	23	35	19	9	14
Honest	Wave 1	19	35	23	8	15
	Wave 3	21	35	20	9	14
Experienced	Wave 1	26	34	20	6	15
	Wave 3	29	34	16	7	14
Compassionate	Wave 1	22	38	20	5	15
	Wave 3	25	37	18	5	14
Refreshing	Wave 1	28	33	18	6	15
	Wave 3	34	34	12	6	14
Ethical	Wave 1	20	35	23	7	15
	Wave 3	22	36	20	8	14
Liberal	Wave 1	41	32	11	1	15
	Wave 3	-	-	-	-	-
Moderate	Wave 1	26	39	18	2	15
	Wave 3	-	-	-	-	-
Conservative	Wave 1	18	29	22	16	15
	Wave 3	-	-	-	-	-
Attractive	Wave 1	33	38	13	2	15
	Wave 3	38	35	11	2	14

**John McCain**

		Not at all well	Slightly well	Somewhat well	Very well	Refused / Not Answered
Likable	Wave 1	17	34	28	11	10
	Wave 3	16	30	30	15	10
Decisive	Wave 1	16	32	29	13	11
	Wave 3	14	28	28	20	10
Strong	Wave 1	16	29	28	17	10
	Wave 3	14	24	28	24	10
Honest	Wave 1	15	31	29	14	11
	Wave 3	15	28	27	20	10
Experienced	Wave 1	12	25	30	22	10
	Wave 3	11	22	28	29	10
Compassionate	Wave 1	16	35	28	9	11
	Wave 3	16	31	31	12	10
Refreshing	Wave 1	28	38	18	5	11
	Wave 3	27	35	21	7	10
Ethical	Wave 1	15	30	29	14	10
	Wave 3	15	29	28	18	11
Liberal	Wave 1	37	37	13	2	12
	Wave 3	-	-	-	-	-
Moderate	Wave 1	19	41	24	5	11
	Wave 3	-	-	-	-	-
Conservative	Wave 1	16	31	27	15	11
	Wave 3	-	-	-	-	-
Attractive	Wave 1	28	41	16	4	11
	Wave 3	28	36	21	4	11

**Mitt Romney**

		Not at all well	Slightly well	Somewhat well	Very well	Refused / Not Answered
Likable	Wave 1	26	32	19	8	16
	Wave 3	23	32	22	9	13
Decisive	Wave 1	25	35	19	5	16
	Wave 3	23	36	21	7	13
Strong	Wave 1	23	35	20	6	16
	Wave 3	21	35	23	8	13
Honest	Wave 1	25	32	20	8	16
	Wave 3	24	32	21	9	13
Experienced	Wave 1	24	34	20	6	16
	Wave 3	22	35	21	9	13
Compassionate	Wave 1	25	34	19	5	16
	Wave 3	24	34	22	6	13
Refreshing	Wave 1	30	33	16	5	16
	Wave 3	31	33	16	6	14
Ethical	Wave 1	24	31	20	8	17
	Wave 3	22	35	20	9	13
Liberal	Wave 1	42	32	8	2	16
	Wave 3	-	-	-	-	-
Moderate	Wave 1	29	36	16	2	16
	Wave 3	-	-	-	-	-
Conservative	Wave 1	23	29	20	13	16
	Wave 3	-	-	-	-	-
Attractive	Wave 1	27	32	17	8	16
	Wave 3	23	28	23	13	13

**Mike Huckabee**

		Not at all well	Slightly well	Somewhat well	Very well	Refused / Not Answered
Likable	Wave 2	16	32	24	11	18
	Wave 3	20	31	23	14	13
Decisive	Wave 2	16	36	23	7	18
	Wave 3	20	34	26	7	13
Strong	Wave 2	17	36	22	7	18
	Wave 3	20	36	23	8	13
Honest	Wave 2	17	30	26	10	18
	Wave 3	18	31	25	14	12
Experienced	Wave 2	18	37	21	7	18
	Wave 3	21	38	23	6	13
Compassionate	Wave 2	17	34	24	7	18
	Wave 3	19	31	26	11	13
Refreshing	Wave 2	24	32	20	7	18
	Wave 3	26	32	20	9	13
Ethical	Wave 2	16	32	23	10	18
	Wave 3	19	31	24	14	13
Liberal	Wave 2	42	29	10	2	18
	Wave 3	-	-	-	-	-
Moderate	Wave 2	23	39	18	3	18
	Wave 3	-	-	-	-	-
Conservative	Wave 2	14	30	22	17	18
	Wave 3	-	-	-	-	-
Attractive	Wave 2	23	38	19	3	18
	Wave 3	26	37	18	5	13

**IMG3.** Which candidate...

Is the person you'd MOST like to have on your bowling team?

	Wave 1	Wave 3
Hillary Clinton	20	17
Barack Obama	17	18
John Edwards	12	13
Rudy Giuliani	16	11
Fred Thompson	10	8
John McCain	8	8
Mitt Romney	5	5
Mike Huckabee	-	10
Other (SPECIFY):	10	7
Refused / Not Answered	3	3

Is the person you'd LEAST like to have on your bowling team?

	Wave 1	Wave 3
Hillary Clinton	38	35
Barack Obama	9	11
John Edwards	3	3
Rudy Giuliani	13	13
Fred Thompson	9	11
John McCain	6	5
Mitt Romney	12	7
Mike Huckabee	-	7
Other (SPECIFY):	4	4
Refused / Not Answered	4	4

Is the person you'd MOST like to bring on your family vacation?

	Wave 1	Wave 3
Hillary Clinton	22	20
Barack Obama	16	16
John Edwards	12	13
Rudy Giuliani	14	8
Fred Thompson	10	8
John McCain	7	8
Mitt Romney	5	5
Mike Huckabee	-	10
Other (SPECIFY):	10	8
Refused / Not Answered	4	5

Is the person you'd LEAST like to bring on your family vacation?

	Wave 1	Wave 3
Hillary Clinton	34	31
Barack Obama	12	14
John Edwards	3	3
Rudy Giuliani	15	14
Fred Thompson	9	9
John McCain	7	5
Mitt Romney	12	9
Mike Huckabee	-	8
Other (SPECIFY):	4	3
Refused / Not Answered	4	5

**ISS2.** How important is each of the following issues to you personally?

[GRID, RANDOMIZE ISSUES]

		Not at all important	Slightly important	Moderately important	Very important	Extremely important	Refused / Not Answered
The economy	Wave 1	1	2	13	38	46	0
	Wave 2	1	2	11	34	52	1
	Wave 3	1	1	10	29	58	0
The situation in Iraq	Wave 1	3	5	14	34	45	0
	Wave 2	2	4	15	33	46	0
	Wave 3	2	3	16	32	46	1
Terrorism	Wave 1	2	6	17	31	44	0
	Wave 2	2	6	18	29	45	1
	Wave 3	2	7	16	28	46	1
Health care	Wave 1	2	4	16	31	48	0
	Wave 2	2	5	12	29	53	0
	Wave 3	2	4	13	27	54	0
Social security	Wave 1	2	5	17	34	42	0
	Wave 2	2	5	16	30	47	0
	Wave 3	2	5	16	28	49	0
Political corruption	Wave 1	3	6	19	32	39	0
	Wave 2	2	6	17	31	43	1
	Wave 3	3	4	15	33	44	1
Gas prices	Wave 1	2	5	16	30	47	0
	Wave 2	2	5	14	30	48	0
	Wave 3	2	5	14	27	51	1
Taxes	Wave 1	2	5	22	36	34	0
	Wave 2	1	4	19	33	41	1
	Wave 3	2	5	16	33	43	1

		Not at all important	Slightly important	Moderately important	Very important	Extremely important	Refused / Not Answered
Immigration	Wave 1	4	10	23	28	35	0
	Wave 2	4	9	23	27	37	0
	Wave 3	3	9	24	25	38	1
Same-sex marriage	Wave 1	37	15	18	12	18	0
	Wave 2	37	15	17	12	18	0
	Wave 3	35	15	17	12	21	0
Abortion	Wave 1	19	15	24	19	23	0
	Wave 2	17	16	24	19	23	1
	Wave 3	17	15	26	20	22	0
The environment	Wave 1	3	9	24	32	31	0
	Wave 2	3	9	25	29	33	0
	Wave 3	4	8	25	28	35	1
Tax cuts	Wave 1	6	9	25	31	30	0
	Wave 2	-	-	-	-	-	-
	Wave 3	-	-	-	-	-	-
Federal budget deficit	Wave 1	-	-	-	-	-	-
	Wave 2	3	9	23	31	34	1
	Wave 3	2	6	21	35	35	1
Stem cell research	Wave 1	-	-	-	-	-	-
	Wave 2	11	17	31	21	20	0
	Wave 3	11	15	30	21	23	1
Affirmative action	Wave 1	-	-	-	-	-	-
	Wave 2	19	19	28	19	14	1
	Wave 3	19	18	26	21	15	1
Gun control	Wave 1	-	-	-	-	-	-
	Wave 2	12	15	25	21	26	0
	Wave 3	13	16	23	21	26	0
Housing prices	Wave 1	-	-	-	-	-	-
	Wave 2	5	10	26	29	29	0
	Wave 3	5	10	26	27	31	0



**INT4.** Do any of the following words describe how you feel about the upcoming presidential election? Check all that apply.

[RANDOMIZE]

	Wave 1	Wave 2	Wave 3
Excited	11	13	18
Interested	43	42	46
Frustrated	32	32	29
Bored	10	14	14
Angry	10	9	9
Proud	6	7	10
Hopeful	42	43	46
Overwhelmed	11	12	13
Helpless	16	18	16
None of the above	9	10	7
Refused / Not Answered	0	0	0

**CIS3.** Candidates take many positions and make many promises during a presidential campaign. How likely or unlikely do you think each of the candidates would be to act on their promises or positions if elected?

[RANDOMIZE CANDIDATES]

	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Refused / Not Answered
Hillary Clinton	24	31	19	23	3
John Edwards	15	42	21	17	5
Barack Obama	21	37	21	17	4
Rudy Giuliani	12	39	25	19	4
John McCain	19	42	20	13	6
Fred Thompson	10	36	28	20	6
Mike Huckabee	13	39	26	16	6
Mitt Romney	9	38	27	19	7

**CNG1.** If you had to choose, which would you prefer in a president?

[RANDOMIZE]

Someone who has experience in Washington and can get things done	52
Someone who is a Washington outsider who will change how things are done	47
Refused / Not Answered	1

**CNG2.** How much influence do you think a president can have to bring about changes in each of the following?

[GRID, RANDOMIZE ISSUES]

	A great deal of influence	Some influence	Only a little influence	No influence at all	Refused / Not Answered
Inflation	30	43	22	4	1
Interest rates	23	43	27	6	1
Gas prices	31	38	24	6	1
Housing prices	20	39	32	8	1
Federal budget deficit	48	38	11	2	1
Taxes	48	40	9	2	1
Health care costs	38	38	20	3	1
The way other countries view the U.S.	60	27	9	2	1

**CNG4.** Which comes closest to your view?

[RANDOMIZE]

If we elect the right person as president, we can really change how things work in Washington	55
We will never really be able to change the way things work in Washington, no matter who is elected president	44
Refused / Not Answered	1

**RAC1.** We're interested in how people feel about various groups. Please tell us whether you have a favorable or unfavorable impression of each of the following groups:

[GRID, RANDOMIZE ITEMS]

	Extremely favorable	Very favorable	Somewhat favorable	Neither favorable nor unfavorable	Somewhat unfavorable	Very unfavorable	Extremely unfavorable	Refused / Not Answered
Whites	20	25	16	34	2	0	1	1
Blacks	13	17	17	37	10	3	1	1
Hispanics	11	14	17	39	12	4	3	1
Asians	12	19	18	42	5	2	2	2
American Indians	17	20	18	39	4	1	1	1

**BIB1.** Which of the following comes closest to your views regarding the Bible?

The Bible is the actual word of God and is to be taken literally, word for word	29
The Bible is the word of God but not everything in it should be taken literally word for word	37
The Bible is a book written by men and is not the word of God	15
I'm not sure	19
Refused / Not Answered	0

**PIN2.** Have you ever...

[GRID, RANDOMIZE ITEMS]

		Yes, within the last year	Yes, but longer than a year ago	No	Refused / Not Answered
Contributed money to a candidate running for public office	Wave 1	6	14	79	0
	Wave 2	6	13	80	0
	Wave 3	7	13	79	0
Contacted any elected official	Wave 1	16	21	62	1
	Wave 2	16	19	64	1
	Wave 3	16	22	63	0
Signed or circulated a petition	Wave 1	20	36	43	1
	Wave 2	19	31	50	0
	Wave 3	18	34	47	0
Attended a campaign event	Wave 1	5	20	75	0
	Wave 2	5	18	77	0
	Wave 3	5	19	75	0
Signed up for a political candidate's or political party's e-mail list	Wave 1	8	9	83	0
	Wave 2	8	8	84	1
	Wave 3	9	8	83	0
Volunteered or worked on behalf of a candidate, party or political issue	Wave 1	-	-	-	-
	Wave 2	4	13	82	1
	Wave 3	4	15	81	0

**MOB1.** Recently, have you personally been contacted by any candidates, campaigns, or other groups urging you to vote in a particular way in the upcoming presidential elections, or not?

	Wave 1	Wave 2	Wave 3
Yes, have been contacted	24	19	23
No, have not been contacted	75	80	77
Refused / Not Answered	0	1	0

[ask if yes, have been contacted in mob1]

**MOB2.** How were you contacted? Were you contacted...

[RANDOMIZE]

	Wave 1	Wave 2	Wave 3
By phone	75	75	77
By postal mail	56	51	52
By email	24	26	26
In person at your home	8	8	9
In person at your work or school	2	1	2
In person at some other place like a shopping mall or church	4	3	3
Some other way (SPECIFY):	1	1	1
Refused / Not Answered	0	0	0

[ASK IF YES, HAVE BEEN CONTACTED IN MOB1]

**MOB3.** When you were contacted, were you urged to vote for...

[RANDOMIZE THE FIRST TWO]

	Wave 1	Wave 2	Wave 3
Democrats	27	27	32
Republicans	23	28	25
Both	45	41	38
Other (SPECIFY):	4	2	4
Refused / Not Answered	1	1	1

**AD1.** In the last week, have you personally seen any television ads for any of these presidential candidates?  
 Mark all that apply.

[RANDOMIZE]

	Wave 1	Wave 2	Wave 3
Hillary Clinton	23	30	34
Barack Obama	19	28	32
John Edwards	12	17	19
Rudy Giuliani	13	16	16
Fred Thompson	7	9	9
John McCain	9	13	23
Mitt Romney	9	16	20
Mike Huckabee	-	13	16
Some other presidential candidate (SPECIFY)	1	1	1
None of the above	71	62	56
Refused / Not Answered	1	1	2

**MED2.** Do you ever do any of the following online? Mark all that apply.

[RANDOMIZE]

Read political news stories from a news website	29
Visit candidate's web sites	11
Participate in message boards, chat rooms, or discussion groups about politics	3
Get information about the candidates' issue positions	19
Get information about when or where to vote	7
Contribute money to a candidate or political cause	4
Look for more information about candidate's positions on the issues	19
Find out how the candidates are doing in public opinion polls	18
Check the accuracy of claims made by or about the candidates	11
Watch video clips of a candidate's television advertising	9
Email, write to, or call an elected official	10
Visit a candidate's page on a social networking site like MySpace or Facebook	3
None of the above	54
Refused / Not Answered	2

**ID1.** Generally speaking, do you consider yourself...

[REVERSE SCALE FOR HALF OF SAMPLE]

	Wave 1	Wave 3
Very liberal	5	7
Somewhat liberal	16	18
Moderate	42	39
Somewhat conservative	25	22
Very conservative	10	11
Refused / Not Answered	2	1

[ASK IF YES, AT MY CURRENT ADDRESS OR YES, BUT AT A DIFFERENT ADDRESS IN LV1]

**REG1.** Do the state records show that you are currently registered as a Republican, a Democrat, an Independent, or do voters not register by party in your state?

I'm registered as a Democrat	37
I'm registered as a Republican	29
I'm registered as unaffiliated or Independent	14
My state does not allow registration with a party	5
I'm not sure	16
Refused / Not Answered	0

**PLS1.** In the last month, did you happen to read or hear about any public opinion polls about the presidential election, or not?

	Wave 2	Wave 3
Yes, have read or heard about public opinion polls about the upcoming presidential election	53	62
No, have not read or heard anything about public opinion polls about the upcoming presidential election	46	37
Refused / Not Answered	1	1

[ASK IF HAVE READ OR HEARD ABOUT PUBLIC OPINION POLLS ABOUT THE UPCOMING PRESIDENTIAL ELECTION]

**PLS2.** Please tell us anything you can remember about the polls you might have read or heard about. If you can remember who sponsored the poll(s), please tell us that too.

[OPEN-END]

### DEMOGRAPHICS

#### AGE

	Wave 1	Wave 2	Wave 3
18-29	22	22	22
30-44	28	28	27
45-59	28	28	28
60+	23	23	23

#### GENDER

	Wave 1	Wave 2	Wave 3
Male	48	48	48
Female	52	52	52

#### EDUCATION

	Wave 1	Wave 2	Wave 3
Less than high school	13	14	14
High school	32	32	32
Some college	28	27	28
Bachelors degree or higher	27	27	27

#### RACE / ETHNICITY

	Wave 1	Wave 2	Wave 3
White, Non-Hispanic	70	69	69
Black, Non-Hispanic	11	11	11
Other, Non-Hispanic	5	5	5
Hispanic	12	13	13
2+ Races, Non-Hispanic	1	1	1

**MARITAL STATUS**

	Wave 1	Wave 2	Wave 3
Married	60	59	59
Single (never married)	22	22	22
Divorced	12	12	12
Widowed	5	5	5
Separated	2	2	2

**HOUSEHOLD SIZE**

	Wave 1	Wave 2	Wave 3
1	17	17	17
2	38	38	39
3	19	19	19
4	16	16	14
5	7	7	7
6+	3	3	3

**CHILDREN LIVING IN HOUSEHOLD**

	Wave 1	Wave 2	Wave 3
TOTAL ANY CHILDREN	32	31	30
Under 6	12	12	12
6-12	16	16	15
13-17	13	13	12
TOTAL NO CHILDREN	68	69	70

**REGION**

	Wave 1	Wave 2	Wave 3
Northeast	19	18	18
Midwest	22	22	22
South	36	36	37
West	23	23	23

**METROPOLITAN STATUS**

	Wave 1	Wave 2	Wave 3
Non-Metro	16	16	16
Metro	84	84	84

## WORK STATUS

	Wave 1	Wave 2	Wave 3
TOTAL EMPLOYED	58	59	59
I work as a paid employee	52	53	52
I am self-employed	4	5	4
I am an owner/partner in small business, professional practice, farm	2	1	2
I work at least 15 hrs/wk w/o pay in family business/farm	0	0	0
TOTAL NOT EMPLOYED	42	41	41
I am unemployed, temporarily laid off, but looking for work	5	5	5
I am retired	14	14	14
I am disabled	8	8	8
I am a homemaker	11	10	11
Other	4	4	4

## INCOME

	Wave 1	Wave 2	Wave 3
Under \$15,000	15	15	15
\$15,000 to less than \$20,000	5	5	6
\$20,000 to less than \$25,000	7	8	7
\$25,000 to less than \$30,000	6	5	6
\$30,000 to less than \$40,000	15	15	15
\$40,000 to less than \$50,000	12	12	12
\$50,000 to less than \$75,000	21	21	20
\$75,000 to less than \$100,000	11	11	11
\$100,000 or more	8	8	8

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## METHODOLOGY

The survey was conducted using the web-enabled KnowledgePanel<sup>SM</sup>, a probability-based Panel designed to be representative of the U.S. population. Initially, participants are chosen scientifically by a random selection of telephone numbers. Persons in selected households are then invited by telephone to participate in the web-enabled KnowledgePanel<sup>SM</sup>. For those who agree to participate, but do not already have Internet access, Knowledge Networks provides at no cost an Internet appliance and Internet service connection. People who already have computers and Internet service are permitted to participate using their own equipment. Panelists then receive unique log-in information for accessing surveys online, and then are sent emails three to four times a month inviting them to participate in research. More technical information is available at <http://www.knowledgenetworks.com/ganp/reviewer-info.html>.

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## ABOUT KNOWLEDGE NETWORKS

Knowledge Networks delivers quality and service to guide leaders in business, government, and academia – uniquely bringing scientifically valid research to the online space through its probability-based, online KnowledgePanel<sup>SM</sup>. The company delivers unique study design, science, analysis, and panel maintenance, along with a commitment to close collaboration at every stage of the research process. Knowledge Networks leverages its expertise in brands, media, advertising, and public policy issues to provide insights that speak directly to clients' most important concerns. For more information about Knowledge Networks, visit [www.knowledgenetworks.com](http://www.knowledgenetworks.com).