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[www.knowledgenetworks.com](http://www.knowledgenetworks.com)

Interview dates: September 5, 2008 – September 15, 2008  
 Interviews: 1,740 adults; 1,546 registered voters  
 825 Democrats; 715 Republicans  
 Sampling margin of error for a 50% statistic with 95%  
 confidence is: ±2.3 for all adults; ±2.5 for registered voters  
 ±3.4 for Democrats; ±3.7 for Republicans

THE ASSOCIATED PRESS-YAHOO POLL  
 WAVE 7  
 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	Wave 4	Wave 5	Wave 6	Wave 7
Right direction	24	28	26	22	20	27	27
Wrong track	75	71	74	77	79	72	72
Refused / Not Answered	1	1	1	1	0	0	0

**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	Wave 4	Wave 5	Wave 7
Very happy	24	23	22	20	19	21
Somewhat happy	44	44	42	41	41	42
Neither happy nor unhappy	15	16	15	18	16	16
Somewhat unhappy	13	13	16	16	19	16
Very unhappy	4	3	4	5	6	5
Refused / Not Answered	0	0	0	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	11	25	15	43	6	0
	Wave 4	10	24	17	44	5	1
	Wave 5	9	23	19	45	4	0
	Wave 6	10	23	17	46	4	0
	Wave 7	10	23	17	46	3	0
Hillary Clinton	Wave 1	17	29	14	33	7	1
	Wave 2	17	29	15	32	6	1
	Wave 3	21	27	13	32	7	0
	Wave 4	19	27	16	33	6	0
	Wave 5	18	28	19	30	4	0
	Wave 6	24	29	17	28	3	0
	Wave 7	21	28	18	27	4	0
Barack Obama	Wave 1	11	33	18	15	22	1
	Wave 2	14	33	19	16	19	0
	Wave 3	17	32	19	17	14	1
	Wave 4	20	28	19	24	9	0
	Wave 5	22	27	20	24	7	0
	Wave 6	29	23	18	24	5	0
	Wave 7	26	26	18	24	6	0
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	1
	Wave 4	11	39	23	13	14	1
	Wave 5	10	39	23	16	11	0
	Wave 6	13	38	23	19	7	1
	Wave 7	19	37	22	16	7	0
Michelle Obama	Wave 5	11	20	15	20	34	0
	Wave 6	20	24	15	19	21	0
	Wave 7	16	27	18	18	21	0
Cindy McCain	Wave 5	5	22	11	6	55	1
	Wave 6	9	25	14	9	42	1
	Wave 7	13	28	16	8	35	0
Joe Biden	Wave 7	11	26	17	13	32	0
Sarah Palin	Wave 7	25	22	14	14	24	0
Bob Barr	Wave 7	1	5	10	7	78	1
Ralph Nader	Wave 7	3	21	25	16	34	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
	Wave 4	19	35	26	18	2
	Wave 5	18	35	26	19	2
	Wave 6	22	32	25	19	1
	Wave 7	21	33	24	21	2
The Republican Party	Wave 1	9	31	32	24	5
	Wave 2	9	32	32	22	5
	Wave 3	9	35	29	22	4
	Wave 4	8	33	29	26	4
	Wave 5	7	33	31	24	4
	Wave 6	10	30	30	27	3
	Wave 7	11	34	27	25	3

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

	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6	Wave 7
Yes, at my current address	76	76	78	78	80	79	81
Yes, but at a different address	7	7	6	7	6	6	5
No	13	14	14	13	12	13	11
Not sure	3	2	2	2	2	2	2
Refused / Not Answered	0	0	0	0	0	0	0

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

	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6	Wave 7
Always	40	43	42	43	44	47
Nearly always	30	30	28	30	29	28
Part of the time	10	9	10	9	8	7
Seldom	7	6	7	7	6	6
Never	13	13	12	12	13	11
Refused / Not Answered	0	0	0	0	0	0

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

	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6	Wave 7
Yes	80	84	83	85	84	87
No	20	16	17	15	16	12
Refused / Not Answered	0	0	0	0	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	Wave 4	Wave 5	Wave 6	Wave 7
A great deal	14	15	20	21	23	25	28
Quite a bit	31	33	34	35	36	37	35
Only some	33	33	30	28	26	25	25
Very little	14	11	10	10	10	8	8
No interest at all	7	7	6	6	5	5	4
Refused / Not Answered	0	0	0	0	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	Wave 4	Wave 5	Wave 6	Wave 7
A lot	28	29	37	48	50	54	53
Some	48	47	46	37	37	34	35
Not much	17	16	12	8	9	8	8
None at all	8	7	5	6	4	4	4
Refused / Not Answered	0	0	0	0	0	0	0

**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	5	3	3	4	8	64	0
Wave 4	8	2	1	1	4	3	3	3	7	66	0
Wave 5	9	2	2	1	5	2	2	4	7	66	0
Wave 6	9	2	2	1	4	2	2	4	8	66	0
Wave 7	8	1	1	1	5	3	3	5	6	67	0

**VOT3B.** If the 2008 general election for President were being held today and these were the candidates, would you vote for...

[RANDOMIZE THE FIRST TWO]

	Wave 4	Wave 5	Wave 6	Wave 7
Barack Obama, the Democrat	34	37	40	40
John McCain, the Republican	35	35	36	41
Bob Barr, the Libertarian	-	-	1	1
Ralph Nader, the independent	3	2	2	2
Someone else (specify)	5	3	3	2
Don't know	22	22	17	14
Refused / Not Answered	0	0	0	0

[ASK IF ANSWERED "DON'T KNOW" OR REFUSED TO ANSWER VOT3B]

**VOT3BA.** If you had to choose, is there one of these candidates that you lean more toward?

[RANDOMIZE THE FIRST TWO]

	Wave 5	Wave 6	Wave 7
Barack Obama, the Democrat	14	16	12
John McCain, the Republican	18	17	21
Bob Barr, the Libertarian	-	1	1
Ralph Nader, the independent	3	3	0
No, don't lean toward any of these candidates	26	28	20
Don't know	39	34	45
Refused / Not Answered	1	1	1

**PRES.** If the 2008 general election for President were being held today and these were the candidates, would you vote for...

[RECODED – VOT3B AND VOT3BA]

	Wave 5	Wave 6	Wave 7
Barack Obama, the Democrat	41	43	42
John McCain, the Republican	39	39	44
Bob Barr, the Libertarian	-	1	1
Ralph Nader, the independent	3	3	2
Someone else	3	3	2
Don't know	14	11	9
Refused / Not Answered	0	0	0

[ASK IF OBAMA, MCCAIN, NADER OR BARR TO VOT3B]

**VOT3BB.** Are you certain to support (FILL RESPONSE FROM VOT3B) or do you think you might change your mind?

	Wave 5	Wave 6	Wave 7
Certain to support (FILL RESPONSE FROM VOT3B)	79	83	82
Might change my mind	21	17	17
Refused / Not Answered	0	0	0

[RANDOMIZE THE ORDER OF VP3 AND VP4]

**VP3.** Does having Joe Biden as his vice-presidential running-mate make you more likely to vote for Barack Obama in November, less likely, or will it not have much effect on your vote?

[RANDOMIZE THE FIRST TWO RESPONSE OPTIONS]

More likely to vote for Barack Obama	15
Less likely to vote for Barack Obama	11
Will not have much effect	74
Refused / Not Answered	0

**VP4.** Does having Sarah Palin as his vice-presidential running-mate make you more likely to vote for John McCain in November, less likely, or will it not have much effect on your vote?

[RANDOMIZE THE FIRST TWO RESPONSE OPTIONS]

More likely to vote for John McCain	30
Less likely to vote for John McCain	18
Will not have much effect	52
Refused / Not Answered	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]

**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	25	30	7
	Wave 4	19	22	28	29	3
	Wave 5	20	22	25	31	2
	Wave 7	15	23	28	33	1
Decisive	Wave 1	21	31	28	11	9
	Wave 3	20	31	27	14	8
	Wave 4	24	31	27	14	3
	Wave 5	27	29	25	16	3
	Wave 7	26	31	25	16	1
Strong	Wave 1	19	29	27	15	9
	Wave 3	19	28	26	19	7
	Wave 4	22	28	29	19	3
	Wave 5	24	27	26	21	3
	Wave 7	20	30	25	24	1
Honest	Wave 1	18	28	29	16	9
	Wave 3	21	26	26	19	8
	Wave 4	27	27	26	17	3
	Wave 5	29	25	24	19	3
	Wave 7	23	30	23	23	1
Experienced	Wave 1	33	35	18	6	9
	Wave 3	36	31	18	7	7
	Wave 4	40	31	20	6	3
	Wave 5	45	28	19	5	3
	Wave 7	41	28	22	9	1
Compassionate	Wave 1	18	28	29	16	9
	Wave 3	17	25	29	21	8
	Wave 4	20	30	27	19	3
	Wave 5	23	26	27	21	3
	Wave 7	17	27	27	27	1
Refreshing	Wave 1	23	25	24	20	9
	Wave 3	21	20	24	27	8
	Wave 4	24	23	24	26	3
	Wave 5	26	20	23	29	3
	Wave 7	21	24	23	30	1

		Not at all well	Slightly well	Somewhat well	Very well	Refused / Not Answered
Ethical	Wave 1	18	28	29	16	9
	Wave 3	20	26	26	20	8
	Wave 4	26	26	26	19	3
	Wave 5	28	27	23	20	3
	Wave 7	23	28	24	23	1
Inspiring	Wave 4	24	22	26	25	3
	Wave 5	25	21	22	29	3
	Wave 7	21	23	23	32	1
Competent	Wave 7	23	28	25	23	1
Intelligent	Wave 7	10	19	32	38	1
Attractive	Wave 1	21	27	27	16	9
	Wave 3	21	23	27	21	8
	Wave 4	21	26	30	20	3
	Wave 5	21	26	28	22	3
	Wave 7	18	28	29	23	1

**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
	Wave 4	19	32	34	11	3
	Wave 5	20	32	33	13	3
	Wave 7	15	32	33	19	1
Decisive	Wave 1	16	32	29	13	11
	Wave 3	14	27	28	21	10
	Wave 4	16	28	35	17	3
	Wave 5	17	29	33	17	3
	Wave 7	13	25	33	28	1
Strong	Wave 1	16	29	28	17	10
	Wave 3	13	24	28	25	10
	Wave 4	15	26	32	24	3
	Wave 5	16	27	31	23	3
	Wave 7	12	25	28	35	1
Honest	Wave 1	15	31	29	14	11
	Wave 3	15	28	27	20	10
	Wave 4	17	29	33	17	3
	Wave 5	19	31	28	19	3
	Wave 7	15	28	30	26	1

		Not at all well	Slightly well	Somewhat well	Very well	Refused / Not Answered
Experienced	Wave 1	12	25	30	22	10
	Wave 3	10	21	28	30	10
	Wave 4	11	22	32	32	3
	Wave 5	9	19	32	37	3
	Wave 7	6	18	29	46	1
Compassionate	Wave 1	16	35	28	9	11
	Wave 3	16	31	31	12	11
	Wave 4	20	36	31	10	3
	Wave 5	21	35	30	11	3
	Wave 7	18	33	30	19	1
Refreshing	Wave 1	28	38	18	5	11
	Wave 3	26	35	21	7	10
	Wave 4	35	37	20	4	4
	Wave 5	41	33	18	6	3
	Wave 7	35	33	22	10	1
Ethical	Wave 1	15	30	29	14	10
	Wave 3	14	28	28	18	11
	Wave 4	16	31	34	15	3
	Wave 5	18	31	30	17	3
	Wave 7	15	28	32	24	1
Inspiring	Wave 4	28	35	26	8	3
	Wave 5	33	32	23	9	3
	Wave 7	25	30	28	15	1
Competent	Wave 7	11	26	32	30	1
Intelligent	Wave 7	9	24	38	29	1
Attractive	Wave 1	28	41	16	4	11
	Wave 3	27	36	21	5	11
	Wave 4	36	39	18	3	3
	Wave 5	41	35	18	3	3
	Wave 7	34	40	20	5	1

**IMG3.** Which candidate...

Is most like the people in your neighborhood?

Barack Obama	38
John McCain	59
Refused / Not Answered	2

Would you most like to have as your child's schoolteacher?

Barack Obama	55
John McCain	44
Refused / Not Answered	2

Would you most like to watch a football game with?

Barack Obama	50
John McCain	47
Refused / Not Answered	2

**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	30	56	0
	Wave 4	1	1	8	23	66	1
	Wave 5	1	1	7	27	63	0
	Wave 7	1	1	8	29	61	0
	The situation in Iraq	Wave 1	3	5	14	34	45
Wave 2		2	4	15	33	46	0
Wave 3		2	3	16	32	45	1
Wave 4		2	4	14	33	47	1
Wave 5		3	4	15	34	43	0
Wave 7		1	4	17	33	44	0
Terrorism		Wave 1	2	6	17	31	44
	Wave 2	2	6	18	29	45	1
	Wave 3	2	6	16	29	46	0
	Wave 4	2	5	18	28	46	1
	Wave 5	3	6	18	31	41	1
	Wave 7	2	6	18	27	47	1
	Health care	Wave 1	2	4	16	31	48
Wave 2		2	5	12	29	53	0
Wave 3		2	4	13	28	53	0
Wave 4		2	5	12	25	56	1
Wave 5		2	5	14	28	51	1
Wave 7		2	4	14	28	50	1

		Not at all important	Slightly important	Moderately important	Very important	Extremely important	Refused / Not Answered
Social security	Wave 1	2	5	17	34	42	0
	Wave 2	2	5	16	30	47	0
	Wave 3	2	4	16	29	48	1
	Wave 4	2	4	17	28	49	1
	Wave 5	2	5	15	31	47	1
	Wave 7	3	5	16	28	47	0
	Political corruption	Wave 1	3	6	19	32	39
Wave 2		2	6	17	31	43	1
Wave 3		3	4	16	33	44	1
Wave 4		2	5	16	29	48	0
Wave 5		3	5	18	34	39	1
Wave 7		2	5	17	34	41	0
Gas prices		Wave 1	2	5	16	30	47
	Wave 2	2	5	14	30	48	0
	Wave 3	2	4	15	28	51	1
	Wave 4	2	3	11	24	59	1
	Wave 5	2	2	9	21	65	0
	Wave 7	2	4	14	28	52	0
	Taxes	Wave 1	2	5	22	36	34
Wave 2		1	4	19	33	41	1
Wave 3		2	5	17	34	43	1
Wave 4		1	5	15	32	46	0
Wave 5		2	3	19	34	42	0
Wave 7		1	4	16	34	44	1
Immigration		Wave 1	4	10	23	28	35
	Wave 2	4	9	23	27	37	0
	Wave 3	3	9	24	25	38	1
	Wave 4	4	7	26	26	36	1
	Wave 5	5	12	25	26	31	1
	Wave 7	5	10	25	30	30	0
	Same-sex marriage	Wave 1	37	15	18	12	18
Wave 2		37	15	17	12	18	0
Wave 3		34	15	18	12	20	0
Wave 4		35	15	17	13	20	0
Wave 5		42	14	16	12	17	0
Wave 7		40	15	19	12	13	0

		Not at all important	Slightly important	Moderately important	Very important	Extremely important	Refused / Not Answered
Abortion	Wave 1	19	15	24	19	23	0
	Wave 2	17	16	24	19	23	1
	Wave 3	17	16	25	20	22	0
	Wave 4	17	17	25	18	23	1
	Wave 5	19	17	22	19	22	1
	Wave 7	17	15	25	21	22	1
	The environment	Wave 1	3	9	24	32	31
Wave 2		3	9	25	29	33	0
Wave 3		4	8	25	29	34	1
Wave 4		4	9	23	30	34	0
Wave 5		5	9	23	29	33	1
Wave 7		3	9	23	32	32	0
Federal budget deficit		Wave 1	-	-	-	-	-
	Wave 2	3	9	23	31	34	1
	Wave 3	2	6	22	35	34	1
	Wave 4	2	5	19	34	39	1
	Wave 5	3	6	22	32	36	1
	Wave 7	2	6	20	35	36	1
	Stem cell research	Wave 1	-	-	-	-	-
Wave 2		11	17	31	21	20	0
Wave 3		11	14	31	21	22	1
Wave 4		12	17	29	22	20	1
Wave 5		13	18	29	22	19	1
Wave 7		11	16	31	24	17	1
Racial Equality		Wave 7	10	13	26	27	24
Gun control	Wave 1	-	-	-	-	-	-
	Wave 2	12	15	25	21	26	0
	Wave 3	13	16	24	21	25	0
	Wave 4	11	16	26	22	23	0
	Wave 5	14	16	24	22	24	0
	Wave 7	14	15	26	23	21	0

		Not at all important	Slightly important	Moderately important	Very important	Extremely important	Refused / Not Answered
Housing prices	Wave 1	-	-	-	-	-	-
	Wave 2	5	10	26	29	29	0
	Wave 3	5	9	27	28	30	0
	Wave 4	5	8	27	30	29	0
	Wave 5	5	9	29	30	26	1
	Wave 7	5	9	28	32	26	0
Education	Wave 4	3	4	16	33	43	1
	Wave 5	3	4	17	34	41	1
	Wave 7	2	3	15	33	46	1

**ISS33.** Who do you trust to do a better job of handling each of these issues?

[GRID, RANDOMIZE ISSUES]

[RANDOMIZE RESPONSE CATEGORIES, EXCEPT BOTH EQUALLY AND NEITHER]

		Barack Obama	John McCain	Both Equally	Neither	Refused / Not Answered
The economy	Wave 5	33	27	18	21	2
	Wave 7	34	34	17	14	1
The situation in Iraq	Wave 5	34	38	10	16	1
	Wave 7	33	44	12	11	1
Terrorism	Wave 5	20	43	21	14	2
	Wave 7	21	46	23	9	1
Health care	Wave 5	37	23	18	20	2
	Wave 7	39	26	19	15	1
Social security	Wave 5	30	27	19	22	2
	Wave 7	31	32	19	16	0
Political corruption	Wave 5	27	22	21	28	1
	Wave 7	28	32	21	19	1
Gas prices	Wave 5	29	20	18	32	2
	Wave 7	30	30	19	20	1
Taxes	Wave 5	30	31	17	20	2
	Wave 7	33	36	15	15	1
Immigration	Wave 5	24	30	20	25	1
	Wave 7	24	33	24	19	1
Same-sex marriage	Wave 5	27	21	21	30	1
	Wave 7	33	21	20	25	1
Abortion	Wave 5	28	23	22	26	2
	Wave 7	31	29	21	18	1
The environment	Wave 5	34	15	29	21	1
	Wave 7	38	21	27	13	0

		Barack Obama	John McCain	Both Equally	Neither	Refused / Not Answered
Federal budget deficit	Wave 5	30	24	18	27	1
	Wave 7	32	30	18	19	1
Stem cell research	Wave 5	31	19	24	24	2
	Wave 7	34	22	25	19	1
Racial Equality	Wave 7	45	17	27	11	0
Gun control	Wave 5	23	31	23	22	1
	Wave 7	28	36	22	14	1
Education	Wave 5	35	19	27	17	1
	Wave 7	37	25	27	10	1
Housing prices	Wave 5	25	17	27	29	2
	Wave 7	31	23	25	20	1

**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	Wave 4	Wave 5	Wave 7
Excited	11	13	17	19	20	30
Interested	43	42	45	44	43	54
Frustrated	32	32	30	36	37	30
Bored	10	14	14	14	13	9
Angry	10	9	8	12	13	12
Proud	6	7	10	10	15	19
Hopeful	42	43	45	43	43	53
Overwhelmed	11	12	13	13	12	12
Helpless	16	18	16	19	23	17
None of the above	9	10	8	8	7	6
Refused / Not Answered	0	0	0	0	0	0

**IMG6.** The following are phrases some people use to describe political candidates. For each phrase, please tell me if it describes [INSERT CANDIDATE] not at all well, slightly well, somewhat well, or very well.

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

[LIST OF CANDIDATES TO INSERT, ASK THEM ALL, RANDOMIZE]

**Barack Obama**

		Not at all well	Slightly well	Somewhat well	Very well	Refused / Not Answered
He understands the problems of ordinary Americans	Wave 5	27	24	23	22	4
	Wave 7	25	26	22	27	1
He is too negative	Wave 5	53	24	11	8	4
	Wave 7	55	23	13	8	1
He will be a good leader of the military	Wave 5	44	26	16	11	4
	Wave 7	43	23	20	14	0
He is a problem-solver	Wave 5	27	29	23	16	4
	Wave 7	25	30	25	20	1
He is innovative	Wave 5	24	28	27	18	4
	Wave 7	22	29	27	21	1
He is too young	Wave 5	41	24	16	15	4
	Wave 7	46	26	15	11	1
He will work with both Democrats and Republicans	Wave 5	26	28	24	19	3
	Wave 7	28	26	24	21	0
He will fight for the less privileged	Wave 5	20	24	27	26	4
	Wave 7	15	26	27	31	0
He flip-flops on important issues	Wave 5	33	30	16	17	4
	Wave 7	32	27	21	20	1
He cares about people like you	Wave 5	29	24	22	21	4
	Wave 7	27	25	22	25	1
He will keep America safe	Wave 5	34	26	22	15	4
	Wave 7	32	26	23	18	1
He shares your values	Wave 5	36	22	21	17	3
	Wave 7	34	23	19	23	1
He will improve America's standing in the world	Wave 5	32	21	23	20	3
	Wave 7	29	23	20	26	0
He supports the interests of big business over the public interest	Wave 5	46	27	14	8	5
	Wave 7	46	29	15	9	1
He will be strongly influenced by lobbyists	Wave 5	32	32	18	14	4
	Wave 7	33	31	20	14	1

**John McCain**

		Not at all well	Slightly well	Somewha t well	Very well	Refused / Not Answered
He understands the problems of ordinary Americans	Wave 5	29	35	23	9	4
	Wave 7	32	28	26	15	1
He is too negative	Wave 5	42	33	14	6	5
	Wave 7	47	29	14	9	2
He will be a good leader of the military	Wave 5	15	21	29	31	4
	Wave 7	10	19	27	43	0
He is a problem-solver	Wave 5	22	35	29	11	4
	Wave 7	17	32	33	18	1
He is innovative	Wave 5	34	38	19	5	4
	Wave 7	28	36	25	10	1
He is too old	Wave 5	30	28	18	20	4
	Wave 7	33	26	19	21	1
He will work with both Democrats and Republicans	Wave 5	22	34	26	13	4
	Wave 7	18	29	32	20	1
He will fight for the less privileged	Wave 5	34	38	18	7	4
	Wave 7	34	31	23	11	1
He flip-flops on important issues	Wave 5	36	35	14	11	5
	Wave 7	40	32	18	10	1
He cares about people like you	Wave 5	32	34	21	10	4
	Wave 7	29	29	25	15	1
He will keep America safe	Wave 5	18	25	30	22	4
	Wave 7	13	24	30	32	1
He shares your values	Wave 5	34	31	22	9	4
	Wave 7	31	24	28	16	1
He will improve America's standing in the world	Wave 5	29	33	23	10	4
	Wave 7	23	29	30	17	1
He supports the interests of big business over the public interest	Wave 5	26	31	20	19	4
	Wave 7	28	26	22	23	1
He will be strongly influenced by lobbyists	Wave 5	27	35	19	14	5
	Wave 7	31	30	21	16	1

**IMG7.** Which best describes your feelings about John McCain?

[RANDOMIZE RESPONSES]

	Wave 5	Wave 7
McCain will continue the policies of George W. Bush	61	53
McCain will take the country in a new direction	36	46
Refused / Not Answered	3	1

**CIS14.** For each of the following, please indicate if you think the person has the right experience to be a good president of the United States.

[GRID RANDOMIZE RESPONSES]

	Yes	No	Refused / Not Answered
Barack Obama	46	53	0
John McCain	71	29	1
Joe Biden	54	45	1
Sarah Palin	39	61	1

**CIS15.** How liberal, moderate, or conservative are each of the following?

[GRID RANDOMIZE RESPONSES]

	Extremely liberal	Moderately liberal	Slightly liberal	Moderate	Slightly conservative	Somewhat conservative	Very conservative	Refused / Not Answered
Barack Obama	29	26	13	22	3	2	3	2
John McCain	3	3	5	21	17	30	18	3
Bob Barr	7	7	7	45	6	6	10	12
Ralph Nader	20	13	9	36	6	6	4	5
The Democratic Party	27	28	12	22	4	2	2	3
The Republican Party	2	3	4	18	10	29	30	2

**CIS18.** As far as you know, does [INSERT CANDIDATE NAME yellow font color?] support or oppose each of the following? Please answer “support” or “oppose” for each one.

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

**Barack Obama**

	Support	Oppose	Not sure	Refused / Not Answered
The use of stem cells taken from human embryos in medical research	46	5	48	1
Canceling the tax cuts passed since 2001 for people who are wealthy	59	11	30	1
Repealing Roe v. Wade	9	45	45	1
Allowing people to invest a portion of their Social Security taxes in the stock market	14	32	53	1
A timeline for removing troops from Iraq	78	5	17	1
Amending the U.S. Constitution to define marriage as being between a man and a woman	17	35	47	1
Expanding immigrant guest-worker programs	41	8	50	1
Creating a universal health insurance program	71	3	25	1
A nationwide law banning semi-automatic handguns	49	6	45	1

**John McCain**

	Support	Oppose	Not sure	Refused / Not Answered
The use of stem cells taken from human embryos in medical research	14	34	51	1
Canceling the tax cuts passed since 2001 for people who are wealthy	15	48	36	1
Repealing Roe v. Wade	34	15	50	1
Allowing people to invest a portion of their Social Security taxes in the stock market	42	8	49	1
A timeline for removing troops from Iraq	24	55	20	1
Amending the U.S. Constitution to define marriage as being between a man and a woman	42	17	40	1
Expanding immigrant guest-worker programs	26	25	48	1
Creating a universal health insurance program	16	48	35	1
A nationwide law banning semi-automatic handguns	14	39	46	1

**ISS34.** How about you? Do you support or oppose each of the following? Please answer “support” or “oppose” for each one.

[GRID, RANDOMIZE ITEMS]

	Support	Oppose	Not sure	Refused / Not Answered
The use of stem cells taken from human embryos in medical research	53	24	23	1
Canceling the tax cuts passed since 2001 for people who are wealthy	53	28	18	1
Repealing Roe v. Wade	21	45	32	2
Allowing people to invest a portion of their Social Security taxes in the stock market	42	33	25	1
A timeline for removing troops from Iraq	65	22	13	1
Amending the U.S. Constitution to define marriage as being between a man and a woman	46	34	20	1
Expanding immigrant guest-worker programs	30	42	27	1
Creating a universal health insurance program	57	26	16	1
A nationwide law banning semi-automatic handguns	54	30	16	1

[ASK FOR SUPPORTED ITEMS IN ISS34]

**ISS35.** You said you “support” these policies. How important are each of the following to you personally?

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

	Not at all important	Slightly important	Somewhat important	Very important	Extremely important	Refused / Not Answered
The use of stem cells taken from human embryos in medical research	3	10	27	32	28	0
Canceling the tax cuts passed since 2001 for people who are wealthy	2	8	25	31	33	1
Repealing Roe v. Wade	4	10	20	30	36	0
Allowing people to invest a portion of their Social Security taxes in the stock market	3	17	41	24	15	0
A timeline for removing troops from Iraq	0	3	17	36	43	0
Amending the U.S. Constitution to define marriage as being between a man and a woman	6	8	23	26	37	0
Expanding immigrant guest-worker programs	5	17	42	23	13	0
Creating a universal health insurance program	1	2	12	36	49	0
A nationwide law banning semi-automatic handguns	2	10	25	31	30	1

[ASK FOR OPPOSED ITEMS IN ISS34]

**ISS36.** You said you “oppose” these policies. How important is it to you that these policies are not implemented?

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

	Not at all important	Slightly important	Somewhat important	Very important	Extremely important	Refused / Not Answered
The use of stem cells taken from human embryos in medical research	6	6	22	28	37	0
Canceling the tax cuts passed since 2001 for people who are wealthy	6	6	24	27	35	1
Repealing Roe v. Wade	7	8	20	26	39	1
Allowing people to invest a portion of their Social Security taxes in the stock market	10	11	30	27	22	0
A timeline for removing troops from Iraq	5	9	22	30	33	1
Amending the U.S. Constitution to define marriage as being between a man and a woman	16	8	24	21	31	0
Expanding immigrant guest-worker programs	9	10	20	29	32	0
Creating a universal health insurance program	10	11	24	24	31	1
A nationwide law banning semi-automatic handguns	8	15	25	23	28	0

**CIS19.** How important do you think each issue is to [INSERT CANDIDATE NAME yellow font color]?

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

[LIST OF CANDIDATES TO INSERT, ASK THEM ALL, RANDOMIZE]

**Barack Obama**

	Not at all important	Slightly important	Somewhat important	Very important	Extremely important	Refused /Not Answered
The use of stem cells taken from human embryos in medical research	7	16	37	21	15	4
Canceling the tax cuts passed since 2001 for people who are wealthy	7	7	25	26	33	3
Repealing Roe v. Wade	33	12	27	14	10	4
Allowing people to invest a portion of their Social Security taxes in the stock market	23	19	35	12	7	3
A timeline for removing troops from Iraq	4	4	17	29	44	3
Amending the U.S. Constitution to define marriage as being between a man and a woman	29	17	29	14	8	3
Expanding immigrant guest-worker programs	7	14	41	22	12	4
Creating a universal health insurance program	5	5	22	27	38	3
A nationwide law banning semi-automatic handguns	7	11	35	23	20	3

**John McCain**

	Not at all important	Slightly important	Somewhat important	Very important	Extremely important	Refused /Not Answered
The use of stem cells taken from human embryos in medical research	18	22	35	15	7	3
Canceling the tax cuts passed since 2001 for people who are wealthy	33	14	24	15	11	3
Repealing Roe v. Wade	14	17	35	17	13	4
Allowing people to invest a portion of their Social Security taxes in the stock market	10	16	39	22	10	3
A timeline for removing troops from Iraq	27	16	22	17	15	3
Amending the U.S. Constitution to define marriage as being between a man and a woman	14	17	31	21	15	3
Expanding immigrant guest-worker programs	17	19	39	17	5	3
Creating a universal health insurance program	29	19	29	14	6	3
A nationwide law banning semi-automatic handguns	24	18	31	15	9	3

**FL1.** How much impact do you think the president's wife usually has on what happens in the country?

A great deal	8
A lot	18
A moderate amount	38
A little	28
None at all	8
Refused / Not Answered	0

**ISS37.** Do you support or oppose setting a timetable for the withdrawal of U.S. troops from Iraq?

Strongly support	45
Somewhat support	27
Somewhat oppose	14
Strongly oppose	12
Refused / Not Answered	1

**ISS38.** If Iran continues to produce material that can be used to develop nuclear weapons, would you support or oppose the U.S. taking military action against Iran?

Strongly support	24
Somewhat support	37
Somewhat oppose	24
Strongly oppose	12
Refused / Not Answered	2

**ISS39.** How likely is it that there will be a terrorist attack in the United States in the next year?

Not at all likely	17
Somewhat likely	37
Moderately likely	31
Very likely	10
Extremely likely	3
Refused / Not Answered	1

**ISS40.** Do you favor or oppose allowing oil drilling off the coast of the United States?

Strongly support	44
Somewhat support	32
Somewhat oppose	14
Strongly oppose	10
Refused / Not Answered	1

**CQ10.** How different is Barack Obama from most blacks?

Not at all different	21
Slightly different	21
Moderately different	32
Very different	19
Completely different	5
Refused / Not Answered	2

**FM1.** In some married couples, women take the main responsibility for the care of the home and children, while men take the main responsibility for supporting the family financially. Who benefits the most from this?

Men	6
Women	2
Children	17
Everyone benefits equally	66
No one benefits	8
Refused / Not Answered	1

**ISS41.** How satisfied or dissatisfied are you with the outcome of the nomination process for this year's presidential candidates?

Very satisfied	15
Somewhat satisfied	24
Neither satisfied nor dissatisfied	31
Somewhat dissatisfied	20
Very dissatisfied	10
Refused / Not Answered	0

**CIS20.** So far, three presidential campaign debates have been scheduled. Which candidate do you expect to do best in these debates?

Barack Obama	37
John McCain	25
Both equally	37
Refused / Not Answered	1

**RAC21.** Do you fear for the safety of Barack Obama, or not?

Yes, I fear for his safety	40
No, I do not fear for his safety	60
Refused / Not Answered	0

[RANDOMIZE ORDER OF KN1 AND KN2]

**KN1.** From what you have heard, where was John McCain born?

Arizona	42
Panama	25
Texas	19
California	9
Refused / Not Answered	6

**KN2.** From what you have heard, where was Barack Obama born?

Illinois	25
Hawaii	47
Kansas	12
Indonesia	12
Refused / Not Answered	4

**PIN1.** We're interested in different ways people hear about or talk about politics. How often does the subject of politics come up in each of the following?

[GRID, RANDOMIZE ITEMS]

		A lot	Some	Hardly ever	Never	Does not apply	Refused / Not Answered
At work	Wave 1	9	30	22	10	27	1
	Wave 7	13	31	17	9	29	1
At your church or place of worship	Wave 1	3	18	25	20	34	0
	Wave 7	4	16	21	19	39	1
In conversations with friends	Wave 1	14	49	27	7	4	0
	Wave 7	20	48	20	6	5	1
In conversations with family	Wave 1	18	49	22	7	4	0
	Wave 7	28	45	15	6	5	1
In conversations on an internet message board or blog	Wave 1	4	13	17	25	40	0
	Wave 7	9	14	13	18	45	1

**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
	Wave 4	8	12	80	0
	Wave 5	9	11	80	0
	Wave 7	11	12	76	1
	Contacted any elected official	Wave 1	16	21	62
Wave 2		16	19	64	1
Wave 3		15	21	63	0
Wave 4		17	19	63	1
Wave 5		16	19	64	1
Wave 7		18	22	59	1
Signed or circulated a petition		Wave 1	20	36	43
	Wave 2	19	31	50	0
	Wave 3	18	35	47	0
	Wave 4	20	33	47	0
	Wave 5	21	28	51	0
	Wave 7	21	36	42	1
	Attended a campaign event	Wave 1	5	20	75
Wave 2		5	18	77	0
Wave 3		5	18	76	0
Wave 4		7	17	76	0
Wave 5		7	16	77	0
Wave 7		7	18	75	1
Signed up for a political candidate's or political party's e-mail list		Wave 1	8	9	83
	Wave 2	8	8	84	1
	Wave 3	8	8	83	0
	Wave 4	11	7	81	0
	Wave 5	11	7	82	0
	Wave 7	13	8	78	1
	Volunteered or worked on behalf of a candidate, party or political issue	Wave 1	-	-	-
Wave 2		4	13	82	1
Wave 3		4	14	81	0
Wave 4		4	13	82	0
Wave 5		5	13	82	0
Wave 7		4	15	80	1

		Yes, within the last year	Yes, but longer than a year ago	No	Refused / Not Answered
Attended an organized protest of any kind	Wave 7	3	14	83	1
Attended a political meeting on local, town or school affairs	Wave 7	10	22	68	1
Been an active member of any group that tries to influence government or public policy, NOT INCLUDING a political party	Wave 7	7	8	84	1
Participated in a walk, run or ride for a cause	Wave 7	10	24	64	1
Worked with fellow citizens to solve a problem in your community	Wave 7	12	22	65	0
Called into a live radio or TV show to express an opinion	Wave 7	4	7	87	1
Sent a "letter to the editor" or other comments to a newspaper or magazine	Wave 7	6	15	78	1

**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	Wave 4	Wave 5	Wave 7
Yes, have been contacted	24	19	24	30	25	30
No, have not been contacted	75	80	76	70	75	69
Refused / Not Answered	0	1	0	0	0	1

[ASK IF YES, HAVE BEEN CONTACTED IN MOB1]

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

[RANDOMIZE]

	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 7
By phone	75	75	78	86	79	77
By postal mail	56	51	52	46	51	59
By email	24	26	24	23	25	26
In person at your home	8	8	8	8	10	10
In person at your work or school	2	1	2	2	2	1
In person at some other place like a shopping mall or church	4	3	3	4	6	4
Some other way (SPECIFY):	1	1	1	1	1	1
Refused / Not Answered	0	0	0	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	Wave 4	Wave 5	Wave 7
Democrats	27	27	31	35	38	34
Republicans	23	28	25	18	18	22
Both	45	41	39	43	40	42
Other (SPECIFY):	4	2	4	2	3	2
Refused / Not Answered	1	1	1	1	1	0

**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	Wave 4	Wave 5	Wave 7
Barack Obama	19	28	33	40	33	61
John McCain	9	13	24	29	34	63
Some other presidential candidate (SPECIFY)	1	1	1	0	0	1
None of the above	71	62	55	54	59	33
Refused / Not Answered	1	1	2	1	1	0

**MED3.** Have YOU done any of the following activities ONLINE?

[GRID, RANDOMIZE ITEMS]

		No	Yes, within the last month	Yes, within the last year	Yes, more than a year ago	Refused / Not Answered
Read political news stories from a news website	Wave 5	63	30	5	1	1
	Wave 7	56	38	4	1	1
Visited candidates' web sites	Wave 5	81	9	8	1	1
	Wave 7	79	12	8	1	1
Participated in message boards, chat rooms, or discussion groups about politics	Wave 5	93	3	2	1	1
	Wave 7	91	5	2	1	0
Gotten information about candidate's issue positions	Wave 5	70	16	11	2	1
	Wave 7	67	22	8	1	1
Gotten information about when or where to vote	Wave 5	84	5	7	3	1
	Wave 7	81	8	6	3	1
Contributed money to a candidate or political cause	Wave 5	90	4	3	3	1
	Wave 7	87	4	5	3	1
Looked for more information about candidates' positions on the issues	Wave 5	72	14	12	2	1
	Wave 7	69	21	9	1	1
Found out how the candidates were doing in public opinion polls	Wave 5	75	17	7	1	1
	Wave 7	69	25	4	1	1
Checked the accuracy of claims made by or about the candidates	Wave 5	77	14	7	1	1
	Wave 7	72	20	6	1	1
Watched video clips of a candidate's television ads	Wave 5	81	12	5	1	1
	Wave 7	75	20	4	1	1
Emailed an election official	Wave 5	89	4	5	2	1
	Wave 7	86	4	6	3	1
Received email about a political candidate	Wave 5	79	16	4	1	1
	Wave 7	74	21	3	1	1

**ID2.** Generally speaking, do you consider yourself...

[REVERSE SCALE FOR HALF OF SAMPLE]

Extremely liberal	4
Moderately liberal	12
Somewhat liberal	11
Moderate	35
Somewhat conservative	14
Moderately conservative	16
Extremely conservative	7
Refused / Not Answered	1

**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	Wave 4	Wave 5	Wave 6	Wave 7
Democrat	35	35	35	36	39	40	40
Republican	28	26	28	27	28	28	28
Independent	24	26	25	24	21	20	20
Some other party	1	1	1	1	1	1	1
None of these	12	11	11	11	10	11	10
Refused / Not Answered	0	0	0	0	1	1	1

[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	Wave 4	Wave 5	Wave 6	Wave 7
Strong	52	52	52	54	58	55	56
Not very strong	47	47	48	45	41	44	43
Refused / Not Answered	0	0	0	0	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	Wave 4	Wave 5	Wave 6	Wave 7
Closer to the Democratic Party	31	31	31	29	28	28	32
Closer to the Republican Party	25	25	27	25	25	27	28
Neither	43	43	43	45	45	44	40
Refused / Not Answered	1	0	0	0	1	1	1

[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	Wave 4	Wave 5	Wave 6	Wave 7
Democrat	46	47	46	47	48	49	50
Republican	37	36	38	36	36	36	36
Independent	8	9	8	9	8	7	6
Some other party	4	1	1	1	1	1	1
None of these	8	7	7	8	7	6	6
Refused / Not Answered	0	0	0	0	0	0	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?

	Wave 3	Wave 4	Wave 5	Wave 7
I'm registered as a Democrat	36	39	40	41
I'm registered as a Republican	29	29	28	28
I'm registered as unaffiliated or Independent	14	14	14	13
My state does not allow registration with a party	4	5	5	6
I'm not sure	16	13	13	12
Refused / Not Answered	0	0	0	0

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**DEMOGRAPHICS**

**AGE**

	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6	Wave 7
18-29	22	22	22	22	22	22	22
30-44	28	28	27	27	27	27	27
45-59	28	28	28	28	28	28	28
60+	23	23	23	23	23	23	23

**GENDER**

	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6	Wave 7
Male	48	48	48	48	48	49	49
Female	52	52	52	52	52	51	51

**EDUCATION**

	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6	Wave 7
Less than high school	13	14	14	14	14	14	14
High school	32	32	32	31	31	31	31
Some college	28	27	28	28	28	28	28
Bachelors degree or higher	27	27	27	27	27	27	27

**RACE / ETHNICITY**

	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6	Wave 7
White, Non-Hispanic	70	69	69	69	69	69	69
Black, Non-Hispanic	11	11	11	11	11	11	11
Other, Non-Hispanic	5	5	5	5	5	5	5
Hispanic	12	13	13	13	13	13	13
2+ Races, Non-Hispanic	1	1	1	1	1	1	1

**MARITAL STATUS**

	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6	Wave 7
Married	60	59	59	59	59	57	57
Single (never married)	22	22	22	22	22	24	24
Divorced	12	12	12	12	13	13	12
Widowed	5	5	5	5	5	4	4
Separated	2	2	2	2	2	2	2

**HOUSEHOLD SIZE**

	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6	Wave 7
1	17	17	17	18	17	18	19
2	38	38	38	38	38	38	37
3	19	19	19	18	18	18	19
4	16	16	15	16	16	16	16
5	7	7	7	7	7	7	7
6+	3	3	4	3	3	3	4

**CHILDREN LIVING IN HOUSEHOLD**

	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6	Wave 7
TOTAL ANY CHILDREN	32	31	31	30	31	28	30
Under 6	12	12	12	12	12	11	11
6-12	16	16	15	15	15	14	14
13-17	13	13	13	13	13	13	14
TOTAL NO CHILDREN	68	69	69	70	69	72	72

**REGION**

	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6	Wave 7
Northeast	19	18	18	18	18	18	18
Midwest	22	22	22	22	22	22	22
South	36	36	36	36	37	36	37
West	23	23	23	23	23	23	23

**METROPOLITAN STATUS**

	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6	Wave 7
Non-Metro	16	16	16	16	16	16	16
Metro	84	84	84	84	84	84	84

**WORK STATUS**

	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6	Wave 7
TOTAL EMPLOYED	58	59	58	59	59	59	59
I work as a paid employee	52	53	52	52	53	53	53
I am self-employed	4	5	5	4	5	5	5
I am an owner/partner in small business, professional practice, farm	2	1	2	2	2	1	1
I work at least 15 hrs/wk w/o pay in family business/farm	0	0	0	0	0	0	0
TOTAL NOT EMPLOYED	42	41	42	41	41	41	41
I am unemployed, temporarily laid off, but looking for work	5	5	5	5	4	5	5
I am retired	14	14	14	14	13	13	13
I am disabled	8	8	9	8	9	9	8
I am a homemaker	11	10	11	10	10	11	11
Other	4	4	4	4	4	3	3

**INCOME**

	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6	Wave 7
Under \$15,000	15	15	15	14	15	14	15
\$15,000 to less than \$20,000	5	5	6	5	5	5	5
\$20,000 to less than \$25,000	7	8	7	8	8	8	7
\$25,000 to less than \$30,000	6	5	6	6	6	6	5
\$30,000 to less than \$40,000	15	15	14	14	14	14	15
\$40,000 to less than \$50,000	12	12	12	13	12	12	11
\$50,000 to less than \$75,000	21	21	21	21	21	22	22
\$75,000 to less than \$100,000	11	11	11	11	11	11	11
\$100,000 or more	8	8	8	8	8	9	9

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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).