

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
	Wave 8	7	22	18	49	3	0
	Wave 9	6	23	19	49	4	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
	Wave 8	21	30	17	27	4	0
	Wave 9	21	29	18	27	5	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
	Wave 8	28	24	18	25	5	0
	Wave 9	32	23	16	24	5	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
	Wave 8	17	35	20	22	5	0
	Wave 9	16	33	22	23	5	0

		Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know enough to say	Refused / Not Answered
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
	Wave 8	18	22	15	20	24	0
	Wave 9	20	25	14	19	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
	Wave 8	11	28	14	10	37	0
	Wave 9	11	29	16	13	31	1
Joe Biden	Wave 7	11	26	17	13	32	0
	Wave 8	15	33	19	14	18	0
	Wave 9	18	31	17	15	19	1
Sarah Palin	Wave 7	25	22	14	14	24	0
	Wave 8	22	26	15	24	13	0
	Wave 9	20	25	15	28	11	1
Bob Barr	Wave 7	1	5	10	7	78	1
	Wave 8	1	5	9	7	78	1
	Wave 9	1	6	9	7	76	0
Ralph Nader	Wave 7	3	21	25	16	34	0
	Wave 8	4	22	25	15	34	0
	Wave 9	3	19	25	16	37	0

[ASK IF DID NOT ANSWER "YES, HAVE VOTED" TO LV8]

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
Wave 8	9	2	1	1	3	1	3	4	8	66	0
Wave 9	10	1	1	1	3	2	2	3	8	69	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	Wave 8	Wave 9
Barack Obama, the Democrat	34	37	40	40	42	44
John McCain, the Republican	35	35	36	41	39	38
Bob Barr, the Libertarian	-	-	1	1	2	1
Ralph Nader, the independent	3	2	2	2	1	2
Someone else (specify)	5	3	3	2	1	2
Don't know	22	22	17	14	15	13
Refused / Not Answered	0	0	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	Wave 8	Wave 9
Barack Obama, the Democrat	14	16	12	14	12
John McCain, the Republican	18	17	21	18	15
Bob Barr, the Libertarian	-	1	1	1	0
Ralph Nader, the independent	3	3	0	1	2
No, don't lean toward any of these candidates	26	28	20	20	17
Don't know	39	34	45	45	54
Refused / Not Answered	1	1	1	2	0

[FOR ALL RESPONDENTS]

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	Wave 8 – All Adults	Wave 8 – Likely Voters	Wave 9 – All Adults	Wave 9 – Likely Voters
Barack Obama, the Democrat	41	43	42	44	49	46	51
John McCain, the Republican	39	39	44	42	44	40	43
Bob Barr, the Libertarian	-	1	1	1	1	1	1
Ralph Nader, the independent	3	3	2	2	1	2	2
Someone else	3	3	2	1	1	2	1
Don't know	14	11	9	9	4	9	2
Refused / Not Answered	0	0	0	0	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	Wave 8	Wave 9
Certain to support (FILL RESPONSE FROM VOT3B)	79	83	82	86	88
Might change my mind	21	17	17	14	11
Refused / Not Answered	0	0	0	0	0

VOT4. Do you want to see the Republicans or the Democrats win control of Congress?

Republicans	42
Democrats	54
Refused / Not Answered	4

CIS25. We know that often people don't agree with one candidate on every issue. What issues, if any, do you disagree with [INSERT CANDIDATE NAME, in yellow font] about?

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

[OPEN-END, PEOPLE SOMETIMES PROVIDE MORE THAN ONE RESPONSE – CODED]

Barack Obama

Personal trait	8
Standing in election	0
Miscellaneous	3
Ideology/all issues	12
Economic issue	16
Taxes	17
Health care/Rx drugs/Medicare	11
Education	2
Social issue	10
Abortion	12
Foreign policy	7
Iraq	8
Political/Gov. associations	3
Environmental issues	3
Nothing	22
Don't know	6

John McCain

Personal trait	7
Standing in election	2
Miscellaneous	1
Ideology/all issues	12
Economic issue	24
Taxes	14
Health care/Rx drugs/Medicare	23
Education	2
Social issue	11
Abortion	9
Foreign policy	14
Iraq	8
Political/Gov. associations	9
Environmental issues	5
Nothing	8
Don't know	5

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	
	Wave 8	15	20	28	36	1	
	Wave 9	16	19	27	37	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	
Wave 8		26	25	26	21	1	
Wave 9		25	24	27	23	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	
	Wave 8	20	27	25	26	1	
	Wave 9	19	24	27	28	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	
Wave 8		27	24	24	24	1	
Wave 9		28	22	24	24	2	
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	
	Wave 8	42	25	23	10	0	
	Wave 9	39	26	23	11	1	

		Not at all well	Slightly well	Somewhat well	Very well	Refused / Not Answered	
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	
	Wave 8	17	27	27	28	1	
	Wave 9	17	25	27	29	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	
Wave 8		22	23	22	32	1	
Wave 9		22	20	23	33	1	
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	
	Wave 8	25	24	26	24	1	
	Wave 9	27	23	25	24	1	
Inspiring	Wave 4	24	22	26	25	3	
	Wave 5	25	21	22	29	3	
	Wave 7	21	23	23	32	1	
	Wave 8	22	20	23	34	1	
	Wave 9	21	20	24	34	1	
Competent	Wave 7	23	28	25	23	1	
	Wave 8	24	26	24	26	1	
	Wave 9	22	24	25	28	1	
Intelligent	Wave 7	10	19	32	38	1	
	Wave 8	10	19	28	43	0	
	Wave 9	10	17	28	44	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	
	Wave 8	20	25	31	24	1	
	Wave 9	18	24	30	27	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
	Wave 8	21	29	33	16	0
Decisive	Wave 9	23	30	31	15	1
	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 8	18	25	33	23	0
	Wave 9	20	24	33	22	1
	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
Honest	Wave 7	12	25	28	35	1
	Wave 8	17	22	31	30	0
	Wave 9	17	22	31	29	1
	Wave 1	15	31	29	14	11
	Wave 3	15	28	27	20	10
	Wave 4	17	29	33	17	3
Experienced	Wave 5	19	31	28	19	3
	Wave 7	15	28	30	26	1
	Wave 8	22	26	29	22	1
	Wave 9	24	26	27	21	1
	Wave 1	12	25	30	22	10
	Wave 3	10	21	28	30	10
Experienced	Wave 4	11	22	32	32	3
	Wave 5	9	19	32	37	3
	Wave 7	6	18	29	46	1
	Wave 8	8	14	31	46	0
	Wave 9	9	15	31	45	1

		Not at all well	Slightly well	Somewhat well	Very well	Refused / Not Answered
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
	Wave 8	24	30	30	15	1
	Wave 9	24	33	27	14	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
	Wave 8	44	29	21	6	1
	Wave 9	42	32	18	6	2
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
	Wave 8	20	27	32	20	1
	Wave 9	22	27	28	21	2
Inspiring	Wave 4	28	35	26	8	3
	Wave 5	33	32	23	9	3
	Wave 7	25	30	28	15	1
	Wave 8	33	28	25	13	1
	Wave 9	34	31	23	10	1
Competent	Wave 7	11	26	32	30	1
	Wave 8	17	22	33	27	1
	Wave 9	16	24	32	27	1
Intelligent	Wave 7	9	24	38	29	1
	Wave 8	11	23	38	27	0
	Wave 9	13	23	37	27	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
	Wave 8	42	35	18	4	1
	Wave 9	39	38	18	4	1

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
	Wave 9	1	2	7	24	65	1
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	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
	Wave 9	3	5	17	32	42	0
Terrorism	Wave 1	2	6	17	31	44	0
	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
	Wave 9	3	7	19	29	43	0
Health care	Wave 1	2	4	16	31	48	0
	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
	Wave 9	2	4	15	29	49	0
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
	Wave 9	2	5	18	29	46	1

		Not at all important	Slightly important	Moderately important	Very important	Extremely important	Refused / Not Answered	
Political corruption	Wave 1	3	6	19	32	39	0	
	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	
	Wave 9	2	5	19	29	44	0	
	Gas prices	Wave 1	2	5	16	30	47	0
		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	
Wave 9		2	5	19	31	43	0	
Taxes		Wave 1	2	5	22	36	34	0
		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	
	Wave 9	1	3	15	35	45	0	
	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	
Wave 4		4	7	26	26	36	1	
Wave 5		5	12	25	26	31	1	
Wave 7		5	10	25	30	30	0	
Wave 9		6	12	27	24	30	1	
Same-sex marriage		Wave 1	37	15	18	12	18	0
		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	
	Wave 9	35	16	18	12	18	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	
	Wave 9	15	16	24	19	25	1	
	The environment	Wave 1	3	9	24	32	31	0
		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	
Wave 9		6	10	26	27	31	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	
	Wave 9	2	5	19	33	41	0	
	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	
Wave 9		13	18	28	22	19	1	
Racial Equality		Wave 7	10	13	26	27	24	0
		Wave 9	10	14	27	25	23	1
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	
	Wave 9	13	17	28	21	20	1	

		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
	Wave 9	5	11	25	34	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
	Wave 9	3	6	16	34	40	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
	Wave 9	43	28	12	15	1
The situation in Iraq	Wave 5	34	38	10	16	1
	Wave 7	33	44	12	11	1
	Wave 9	38	41	9	12	1
Terrorism	Wave 5	20	43	21	14	2
	Wave 7	21	46	23	9	1
	Wave 9	26	46	18	9	1
Health care	Wave 5	37	23	18	20	2
	Wave 7	39	26	19	15	1
	Wave 9	46	23	13	17	1
Social security	Wave 5	30	27	19	22	2
	Wave 7	31	32	19	16	0
	Wave 9	39	27	17	17	1
Political corruption	Wave 5	27	22	21	28	1
	Wave 7	28	32	21	19	1
	Wave 9	30	28	18	23	1
Gas prices	Wave 5	29	20	18	32	2
	Wave 7	30	30	19	20	1
	Wave 9	34	22	20	22	1

		Barack Obama	John McCain	Both Equally	Neither	Refused / Not Answered
Taxes	Wave 5	30	31	17	20	2
	Wave 7	33	36	15	15	1
	Wave 9	41	32	9	18	1
Immigration	Wave 5	24	30	20	25	1
	Wave 7	24	33	24	19	1
	Wave 9	29	27	22	21	1
Same-sex marriage	Wave 5	27	21	21	30	1
	Wave 7	33	21	20	25	1
	Wave 9	33	25	19	22	1
Abortion	Wave 5	28	23	22	26	2
	Wave 7	31	29	21	18	1
	Wave 9	36	29	16	18	1
The environment	Wave 5	34	15	29	21	1
	Wave 7	38	21	27	13	0
	Wave 9	43	16	26	15	1
Federal budget deficit	Wave 5	30	24	18	27	1
	Wave 7	32	30	18	19	1
	Wave 9	37	28	13	21	1
Stem cell research	Wave 5	31	19	24	24	2
	Wave 7	34	22	25	19	1
	Wave 9	37	21	21	19	1
Racial Equality	Wave 7	45	17	27	11	0
	Wave 9	44	15	26	15	1
Gun control	Wave 5	23	31	23	22	1
	Wave 7	28	36	22	14	1
	Wave 9	30	31	21	15	1
Education	Wave 5	35	19	27	17	1
	Wave 7	37	25	27	10	1
	Wave 9	42	20	24	13	1
Housing prices	Wave 5	25	17	27	29	2
	Wave 7	31	23	25	20	1
	Wave 9	35	21	21	22	1

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
	Wave 8	23	25	20	30	1
	Wave 9	23	23	21	32	1
He will be a good leader of the military	Wave 5	44	26	16	11	4
	Wave 7	43	23	20	14	0
	Wave 8	44	22	18	14	1
	Wave 9	41	22	20	16	1
He is a problem-solver	Wave 5	27	29	23	16	4
	Wave 7	25	30	25	20	1
	Wave 8	25	29	22	22	1
	Wave 9	24	26	23	26	1
He is innovative	Wave 5	24	28	27	18	4
	Wave 7	22	29	27	21	1
	Wave 8	23	28	25	23	1
	Wave 9	20	27	25	26	2
He is too young	Wave 5	41	24	16	15	4
	Wave 7	46	26	15	11	1
	Wave 8	45	28	14	12	1
	Wave 9	42	27	16	14	1
He will work with both Democrats and Republicans	Wave 5	26	28	24	19	3
	Wave 7	28	26	24	21	0
	Wave 8	27	27	24	21	1
	Wave 9	26	26	24	24	0
He will fight for the less privileged	Wave 5	20	24	27	26	4
	Wave 7	15	26	27	31	0
	Wave 8	15	24	26	33	1
	Wave 9	15	23	27	35	1
He flip-flops on important issues	Wave 5	33	30	16	17	4
	Wave 7	32	27	21	20	1
	Wave 8	31	30	18	19	1
	Wave 9	33	29	18	19	1

		Not at all well	Slightly well	Somewhat well	Very well	Refused / Not Answered
He cares about people like you	Wave 5	29	24	22	21	4
	Wave 7	27	25	22	25	1
	Wave 8	27	23	21	27	1
	Wave 9	27	21	21	30	1
He will keep America safe	Wave 5	34	26	22	15	4
	Wave 7	32	26	23	18	1
	Wave 8	34	24	21	20	1
	Wave 9	33	23	22	22	1
He shares your values	Wave 5	36	22	21	17	3
	Wave 7	34	23	19	23	1
	Wave 8	36	20	19	23	1
	Wave 9	34	18	22	25	1
He will improve America's standing in the world	Wave 5	32	21	23	20	3
	Wave 7	29	23	20	26	0
	Wave 8	30	24	18	28	1
	Wave 9	27	22	19	31	1
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
	Wave 8	46	29	14	10	2
	Wave 9	50	25	12	11	1
He will be strongly influenced by lobbyists	Wave 5	32	32	18	14	4
	Wave 7	33	31	20	14	1
	Wave 8	29	33	19	16	2
	Wave 9	32	30	19	17	2
He is too negative	Wave 5	53	24	11	8	4
	Wave 7	55	23	13	8	1
	Wave 9	53	26	12	7	2
He is hot tempered	Wave 8	54	30	10	4	2
	Wave 9	58	26	10	4	2

John McCain

		Not at all well	Slightly well	Somewhat 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
	Wave 8	34	29	24	12	1
	Wave 9	36	30	21	12	1
He will be a good leader of the military	Wave 5	15	21	29	31	4
	Wave 7	10	19	27	43	0
	Wave 8	13	17	29	40	1
	Wave 9	14	17	28	39	1
He is a problem-solver	Wave 5	22	35	29	11	4
	Wave 7	17	32	33	18	1
	Wave 8	22	31	31	15	1
	Wave 9	23	32	29	16	1
He is innovative	Wave 5	34	38	19	5	4
	Wave 7	28	36	25	10	1
	Wave 8	32	35	23	7	2
	Wave 9	32	37	20	9	2
He is too old	Wave 5	30	28	18	20	4
	Wave 7	33	26	19	21	1
	Wave 8	30	27	19	23	1
	Wave 9	28	26	19	25	1
He will work with both Democrats and Republicans	Wave 5	22	34	26	13	4
	Wave 7	18	29	32	20	1
	Wave 8	19	31	33	17	1
	Wave 9	20	31	29	19	1
He will fight for the less privileged	Wave 5	34	38	18	7	4
	Wave 7	34	31	23	11	1
	Wave 8	37	32	21	8	1
	Wave 9	39	31	20	9	1
He flip-flops on important issues	Wave 5	36	35	14	11	5
	Wave 7	40	32	18	10	1
	Wave 8	32	36	18	13	1
	Wave 9	34	32	17	16	1
He cares about people like you	Wave 5	32	34	21	10	4
	Wave 7	29	29	25	15	1
	Wave 8	35	28	24	12	1
	Wave 9	36	28	21	14	1

		Not at all well	Slightly well	Somewhat well	Very well	Refused / Not Answered
He will keep America safe	Wave 5	18	25	30	22	4
	Wave 7	13	24	30	32	1
	Wave 8	18	21	32	28	1
	Wave 9	16	22	33	28	1
He shares your values	Wave 5	34	31	22	9	4
	Wave 7	31	24	28	16	1
	Wave 8	36	25	27	12	1
	Wave 9	37	25	23	14	1
He will improve America's standing in the world	Wave 5	29	33	23	10	4
	Wave 7	23	29	30	17	1
	Wave 8	30	28	29	12	1
	Wave 9	32	30	23	14	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
	Wave 8	23	29	23	25	1
	Wave 9	25	26	21	27	1
He will be strongly influenced by lobbyists	Wave 5	27	35	19	14	5
	Wave 7	31	30	21	16	1
	Wave 8	26	34	19	19	1
	Wave 9	29	32	20	17	2
He is too negative	Wave 5	42	33	14	6	5
	Wave 7	47	29	14	9	2
	Wave 9	38	29	16	15	2
He is hot tempered	Wave 8	31	31	20	17	1
	Wave 9	27	29	21	21	1

IMG7. Which best describes your feelings about John McCain?

[RANDOMIZE RESPONSES]

	Wave 5	Wave 7	Wave 8	Wave 9
McCain will continue the policies of George W. Bush	61	53	53	55
McCain will take the country in a new direction	36	46	45	44
Refused / Not Answered	3	1	2	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	Wave 7	46	53	0
	Wave 8	48	51	1
	Wave 9	51	48	1
John McCain	Wave 7	71	29	1
	Wave 8	69	30	1
	Wave 9	68	31	1
Joe Biden	Wave 7	54	45	1
	Wave 8	61	37	2
	Wave 9	64	35	1
Sarah Palin	Wave 7	39	61	1
	Wave 8	31	68	1
	Wave 9	28	71	1

CIS8. How well do you think [INSERT NAME OF CANDIDATE, yellow font color] understands how the federal government works?

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

Barack Obama

	Wave 6	Wave 9
Extremely well	14	20
Very well	24	28
Moderately well	29	23
Slightly well	17	17
Not at all	16	11
Refused / Not Answered	0	0

John McCain

	Wave 6	Wave 9
Extremely well	27	41
Very well	36	35
Moderately well	22	14
Slightly well	9	4
Not at all	6	6
Refused / Not Answered	1	0

CIS10. If [INSERT NAME OF CANDIDATE, yellow font color] is elected President, how much time and effort do you think he would spend working on the issues you would want him to work on the most?

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

Barack Obama

	Wave 6	Wave 9
A great deal	18	22
A lot	21	21
A moderate amount	26	24
A little	19	18
None at all	16	14
Refused / Not Answered	0	1

John McCain

	Wave 6	Wave 9
A great deal	8	11
A lot	20	22
A moderate amount	32	29
A little	25	25
None at all	15	13
Refused / Not Answered	1	1

CIS11. How well do you think [INSERT NAME OF CANDIDATE, yellow font color] understands the important issues the country will need to focus on during the next four years?

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

Barack Obama

	Wave 6	Wave 9
Not at all well	18	15
Slightly well	20	18
Moderately well	22	20
Very well	23	26
Extremely well	16	20
Refused / Not Answered	1	1

John McCain

	Wave 6	Wave 9
Not at all well	15	16
Slightly well	21	19
Moderately well	31	26
Very well	25	25
Extremely well	8	14
Refused / Not Answered	0	1

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 \$700 billion government program to stabilize financial institutions	Wave 9	62	10	27	1
Canceling the tax cuts passed since 2001 for people who are wealthy	Wave 7	59	11	30	1
	Wave 9	64	14	21	1
Repealing Roe v. Wade	Wave 7	9	45	45	1
	Wave 9	12	49	37	1
Banning affirmative action for women and minorities in college admissions	Wave 9	12	43	43	1
A timeline for removing troops from Iraq	Wave 7	78	5	17	1
	Wave 9	83	3	13	1
Establishing new taxes on oil and gas companies	Wave 9	62	8	29	1
Allowing gays to serve openly in the military	Wave 9	41	6	52	1
Creating a universal health insurance program	Wave 7	71	3	25	1
	Wave 9	77	5	17	1
A nationwide law banning semi-automatic handguns	Wave 7	49	6	45	1
	Wave 9	49	8	42	1

John McCain

		Support	Oppose	Not sure	Refused / Not Answered
The \$700 billion government program to stabilize financial institutions	Wave 9	70	7	22	1
Canceling the tax cuts passed since 2001 for people who are wealthy	Wave 7	15	48	36	1
	Wave 9	18	54	27	1
Repealing Roe v. Wade	Wave 7	34	15	50	1
	Wave 9	40	19	40	1
Banning affirmative action for women and minorities in college admissions	Wave 9	21	18	60	1
A timeline for removing troops from Iraq	Wave 7	24	55	20	1
	Wave 9	17	65	17	1
Establishing new taxes on oil and gas companies	Wave 9	20	46	33	1
Allowing gays to serve openly in the military	Wave 9	8	39	52	1
Creating a universal health insurance program	Wave 7	16	48	35	1
	Wave 9	17	58	24	1
A nationwide law banning semi-automatic handguns	Wave 7	14	39	46	1
	Wave 9	14	40	45	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 \$700 billion government program to stabilize financial institutions	Wave 9	29	44	26	1
Canceling the tax cuts passed since 2001 for people who are wealthy	Wave 7	53	28	18	1
	Wave 9	54	30	15	1
Repealing Roe v. Wade	Wave 7	21	45	32	2
	Wave 9	24	47	28	1
Banning affirmative action for women and minorities in college admissions	Wave 9	34	35	30	1
A timeline for removing troops from Iraq	Wave 7	65	22	13	1
	Wave 9	60	28	11	1
Establishing new taxes on oil and gas companies	Wave 9	53	27	19	1
Allowing gays to serve openly in the military	Wave 9	48	30	21	1
Creating a universal health insurance program	Wave 7	57	26	16	1
	Wave 9	54	30	15	1
A nationwide law banning semi-automatic handguns	Wave 7	54	30	16	1
	Wave 9	54	31	14	1

[NUMBER BOX, RANGE 0-100]

DIV2. What do you think are the chances that the majority of people in the U.S. House of Representatives and the majority of the people in the U.S. Senate after the November election will be Democrats? Please give an answer between 0% (meaning this definitely won't happen) and 100% (meaning this definitely will happen).

	Wave 6	Wave 9
0%	4	1
1-25%	3	3
26-49%	7	4
50%	28	21
51-75%	33	34
76-99%	16	23
100%	6	11
Refused / Not Answered	2	2

CIS12. Would you prefer that the next president be politically conservative, liberal, or moderate?

	Wave 6	Wave 9
Conservative	31	32
Liberal	21	18
Moderate	47	48
Refused / Not Answered	2	2

CIS13. How liberal, moderate, or conservative do you think [INSERT NAME OF CANDIDATE, yellow font color] is?

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

Barack Obama

	Wave 6	Wave 9
Extremely conservative	1	3
Moderately conservative	4	3
Slightly conservative	5	3
Moderate	23	17
Slightly liberal	13	16
Moderately liberal	23	26
Extremely liberal	28	29
Refused / Not Answered	3	3

John McCain

	Wave 6	Wave 9
Extremely conservative	14	15
Moderately conservative	33	38
Slightly conservative	19	18
Moderate	21	15
Slightly liberal	5	5
Moderately liberal	4	3
Extremely liberal	2	3
Refused / Not Answered	2	4

WIN10. Regardless of whom you support, who do you think will win the election on November 4 and become the next President of the United States?

[RANDOMIZE THE ORDER OF RESPONSE OPTIONS]

Barack Obama	72
John McCain	26
Refused / Not Answered	2

DST1. Now on a slightly different topic, please think of your overall debt, including any that is on credit cards, store credit, a mortgage or home equity loan, a car loan, student loans, or any other outstanding loan you may have.

Thinking about those debts you owe, how often do you worry about the total amount you owe in overall debt?

All of the time	15
Most of the time	15
Some of the time	29
Hardly ever	17
Not at all	12
Do not have any debt	12
Refused / Not Answered	1

[ASK IF ANSWERED "DO NOT HAVE ANY DEBT" TO DST1]

DST1A. Now just to make certain, when you say that you have no debt does that mean that you owe absolutely no money to anyone or for anything?

Yes, absolutely no debt	83
No, not what I mean	17
Refused / Not Answered	0

[IF "NO, NOT WHAT I MEAN" TO DST1A, LOOP BACK TO DST1]

[ASK IF NOT "DO NOT HAVE ANY DEBT" IN DST1 OR IF REFUSED TO ANSWER DST1A]

DST2. How much stress does the total debt you are carrying cause to you? Is it...

A great deal of stress	14
Quite a bit of stress	16
Some stress	29
Not very much stress	25
No stress at all	17
Refused / Not Answered	0

[ASK IF NOT "DO NOT HAVE ANY DEBT" IN DST1 OR IF REFUSED TO ANSWER DST1A]

DST3. Now, thinking ahead over the next five years, how much of a problem, if any, will the total debt you have taken on be for you? Will it be...

An extreme problem	7
A large problem	15
A medium problem	28
A small problem	24
No problem at all	24
Refused / Not Answered	1

[ASK IF NOT "DO NOT HAVE ANY DEBT" IN DST1 OR IF REFUSED TO ANSWER DST1A]

DST4. How concerned are you that you never will be able to pay off these debts? Are you ...

Very concerned	11
Quite concerned	11
Somewhat concerned	21
Not very concerned	26
Not at all concerned	30
Refused / Not Answered	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
	Wave 8	12	12	75	1
	Wave 9	12	11	77	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
Wave 8		19	22	58	1
Wave 9		19	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
	Wave 8	21	36	42	1
	Wave 9	23	33	44	1

		Yes, within the last year	Yes, but longer than a year ago	No	Refused / Not Answered	
Attended a campaign event	Wave 1	5	20	75	0	
	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	
	Wave 8	8	18	72	1	
	Wave 9	8	17	74	1	
	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		8	8	83	0	
Wave 4		11	7	81	0	
Wave 5		11	7	82	0	
Wave 7		13	8	78	1	
Wave 8		13	8	77	1	
Wave 9		14	7	79	0	
Volunteered or worked on behalf of a candidate, party or political issue		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	
	Wave 8	5	14	80	1	
	Wave 9	5	13	81	1	
	Attended an organized protest of any kind	Wave 7	3	14	83	1
		Wave 8	3	16	81	1
Wave 9		3	16	81	0	
Attended a political meeting on local, town or school affairs	Wave 7	10	22	68	1	
	Wave 8	11	24	65	1	
	Wave 9	11	21	67	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	
	Wave 8	8	9	83	1	
	Wave 9	8	8	83	1	

[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	Wave 8	Wave 9
Democrats	27	27	31	35	38	34	28	24
Republicans	23	28	25	18	18	22	23	19
Both	45	41	39	43	40	42	44	53
Other (SPECIFY):	4	2	4	2	3	2	4	3
Refused / Not Answered	1	1	1	1	1	0	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	Wave 4	Wave 5	Wave 7	Wave 8	Wave 9
Barack Obama	19	28	33	40	33	61	72	82
John McCain	9	13	24	29	34	63	71	74
Some other presidential candidate (SPECIFY)	1	1	1	0	0	1	1	2
None of the above	71	62	55	54	59	33	24	16
Refused / Not Answered	1	1	2	1	1	0	1	0

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

[REVERSE SCALE FOR HALF OF SAMPLE]

	Wave 7	Wave 8	Wave 9
Extremely liberal	4	4	4
Moderately liberal	12	11	9
Somewhat liberal	11	9	11
Moderate	35	37	35
Somewhat conservative	14	16	14
Moderately conservative	16	15	16
Extremely conservative	7	6	8
Refused	1	1	2

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	Wave 8	Wave 9
Democrat	35	35	35	36	39	40	40	40	40
Republican	28	26	28	27	28	28	28	27	29
Independent	24	26	25	24	21	20	20	21	21
Some other party	1	1	1	1	1	1	1	1	1
None of these	12	11	11	11	10	11	10	11	9
Refused / Not Answered	0	0	0	0	1	1	1	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	Wave 4	Wave 5	Wave 6	Wave 7	Wave 8	Wave 9
Strong	52	52	52	54	58	55	56	55	56
Not very strong	47	47	48	45	41	44	43	45	43
Refused / Not Answered	0	0	0	0	0	0	0	1	1

[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	Wave 8	Wave 9
Closer to the Democratic Party	31	31	31	29	28	28	32	29	33
Closer to the Republican Party	25	25	27	25	25	27	28	30	28
Neither	43	43	43	45	45	44	40	40	38
Refused / Not Answered	1	0	0	0	1	1	1	1	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	Wave 8	Wave 9
I'm registered as a Democrat	36	39	40	41	39	38
I'm registered as a Republican	29	29	28	28	27	28
I'm registered as unaffiliated or Independent	14	14	14	13	13	13
My state does not allow registration with a party	4	5	5	6	7	8
I'm not sure	16	13	13	12	13	12
Refused / Not Answered	0	0	0	0	0	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	Wave 5	Wave 8	Wave 9
Yes, have read or heard about public opinion polls about the upcoming presidential election	53	62	49	71	74
No, have not read or heard anything about public opinion polls about the upcoming presidential election	46	37	50	29	25
Refused / Not Answered	1	0	1	1	1

WORK STATUS

	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6	Wave 7	Wave 8	Wave 9
TOTAL EMPLOYED	58	59	58	59	59	59	59	59	60
I work as a paid employee	52	53	52	52	53	53	53	53	53
I am self-employed	4	5	5	4	5	5	5	4	5
I am an owner/partner in small business, professional practice, farm	2	1	2	2	2	1	1	2	1
I work at least 15 hrs/wk w/o pay in family business/farm	0	0	0	0	0	0	0	0	0
TOTAL NOT EMPLOYED	42	41	42	41	41	41	41	41	40
I am unemployed, temporarily laid off, but looking for work	5	5	5	5	4	5	5	4	4
I am retired	14	14	14	14	13	13	13	13	14
I am disabled	8	8	9	8	9	9	8	9	8
I am a homemaker	11	10	11	10	10	11	11	12	11
Other	4	4	4	4	4	3	3	3	3

INCOME

	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6	Wave 7	Wave 8	Wave 9
Under \$15,000	15	15	15	14	15	14	15	13	14
\$15,000 to less than \$20,000	5	5	6	5	5	5	5	5	5
\$20,000 to less than \$25,000	7	8	7	8	8	8	7	8	8
\$25,000 to less than \$30,000	6	5	6	6	6	6	5	6	6
\$30,000 to less than \$40,000	15	15	14	14	14	14	15	15	14
\$40,000 to less than \$50,000	12	12	12	13	12	12	11	11	11
\$50,000 to less than \$75,000	21	21	21	21	21	22	22	21	22
\$75,000 to less than \$100,000	11	11	11	11	11	11	11	12	11
\$100,000 or more	8	8	8	8	8	9	9	10	10

METHODOLOGY

The survey was conducted using the web-enabled KnowledgePanelSM, 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 KnowledgePanelSM. 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>.

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 KnowledgePanelSM. 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.