



## **Knowledge Networks Project Report**

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## Study Design & Documentation

### Introduction

Knowledge Networks conducted the Picture Quiz on Notables on behalf of the Pew Research Center. Specifically, the study examined knowledge and awareness of major political figures and other political information. The survey was conducted using sample from KnowledgePanel®.

### Sample Definition, Field Period & Survey Length

The target population consisted of nationally representative, non-institutionalized adults age 18 and over residing in the United States. To sample the population, Knowledge Networks sampled households from its KnowledgePanel, a probability-based web panel designed to be representative of the United States.

The completion and qualification rates for the survey are presented below.

<b>Field Start</b>	<b>Field End</b>	<b>N Fielded</b>	<b>N Completed</b>	<b>% Completed</b>	<b>N Qualified</b>	<b>% Qualified</b>
9/30/2011	10/11/2011	1,638	1,168	71.3%	1,168	100%

Participants completed the survey in approximately 6 minutes. Appendix A contains the final programmed questionnaire fielded for the project.

### Survey Cooperation Enhancements

Besides the standard measures taken by Knowledge Networks to enhance survey cooperation, the following steps were also taken:

- Email reminders to survey non-responders were sent on Day 3 of the field period.

### Data File Deliverables and Descriptions

Knowledge Networks prepared fully formatted SPSS files containing the survey data and individual screen timing variables. The table below shows a detailed description of the final deliverables Knowledge Networks has prepared.

<b>Delivery Date</b>	<b>File Type</b>	<b>File Name</b>	<b>File Size</b>	<b>N Records</b>	<b>Inclusion of Standard Background Demographics</b>
10/18/2011	SPSS SAV	Pew_Sept2011_KnowledgeSurvey_client.sav	1,379kb	1,168	Yes
10/20/2011	SPSS SAV	Pew_Sept2011_KnowledgeSurvey_timing_client.sav	860kb	1,168	No

Please also note the following for the survey data file: "Not asked" responses are recoded as system-missing and "Refused" cases are coded as -1 set to system-missing.

The table below shows the name and description of each of the supplemental, demographic, and other profile variables delivered to the client.

<b>Name</b>	<b>Label</b>
CaselD	Case ID
tm_start	Interview start time (GMT)
tm_finish	Interview finish time (GMT)
duration	Interview duration in minutes
XPARTY7	XPARTY7: Political Party
XIDEO	XIDEO: Political Ideology
XPPA0003	XPPA0003: Voter Registration
weight	Post-stratification weight
sampwt_original	Panel base weight
Q2b_Q2c_Q2d_Order1	DATA-ONLY: Q2 item shown first
Q2b_Q2c_Q2d_Order2	DATA-ONLY: Q2 item shown second
Q2b_Q2c_Q2d_Order3	DATA-ONLY: Q2 item shown third
Q3_to_Q21_Order4	DATA-ONLY: Q3-Q21 item shown 4th
Q3_to_Q21_Order5	DATA-ONLY: Q3-Q21 item shown 5th
Q3_to_Q21_Order6	DATA-ONLY: Q3-Q21 item shown 6th
Q3_to_Q21_Order7	DATA-ONLY: Q3-Q21 item shown 7th
Q3_to_Q21_Order8	DATA-ONLY: Q3-Q21 item shown 8th
Q3_to_Q21_Order9	DATA-ONLY: Q3-Q21 item shown 9th
Q3_to_Q21_Order10	DATA-ONLY: Q3-Q21 item shown 10th
Q3_to_Q21_Order11	DATA-ONLY: Q3-Q21 item shown 11th
Q3_to_Q21_Order12	DATA-ONLY: Q3-Q21 item shown 12th
Q3_to_Q21_Order13	DATA-ONLY: Q3-Q21 item shown 13th
Q3_to_Q21_Order14	DATA-ONLY: Q3-Q21 item shown 14th
Q3_to_Q21_Order15	DATA-ONLY: Q3-Q21 item shown 15th
Q3_to_Q21_Order16	DATA-ONLY: Q3-Q21 item shown 16th
Q3_to_Q21_Order17	DATA-ONLY: Q3-Q21 item shown 17th
Q3_to_Q21_Order18	DATA-ONLY: Q3-Q21 item shown 18th
Q3_to_Q21_Order19	DATA-ONLY: Q3-Q21 item shown 19th
Q3_01_Order	DATA-ONLY: Clinton.jpg shown in this position
Q3_02_Order	DATA-ONLY: Richardson.jpg shown in this position
Q3_03_Order	DATA-ONLY: Biden.jpg shown in this position
Q3_04_Order	DATA-ONLY: Rice.jpg shown in this position

Q4_01_Order	DATA-ONLY: Chairman of the Federal Reserve shown in this position
Q4_02_Order	DATA-ONLY: Commissioner of the National Football League shown in this position
Q4_03_Order	DATA-ONLY: Secretary of Education shown in this position
Q4_04_Order	DATA-ONLY: CBS Evening News Anchor shown in this position
Q5_01_Order	DATA-ONLY: Sonia Sotomayor shown in this position
Q5_02_Order	DATA-ONLY: Maria Bartiromo shown in this position
Q5_03_Order	DATA-ONLY: Soledad O'Brien shown in this position
Q5_04_Order	DATA-ONLY: Elena Kagan shown in this position
Q6_01_Order	DATA-ONLY: Moammar Gadhafi shown in this position
Q6_02_Order	DATA-ONLY: Hamid Karzai shown in this position
Q6_03_Order	DATA-ONLY: Nicolas Sarkozy shown in this position
Q6_04_order	DATA-ONLY: Silvio Berlusconi shown in this position
Q7_01_Order	DATA-ONLY: Jobs.jpg shown in this position
Q7_02_Order	DATA-ONLY: Gates.jpg shown in this position
Q7_03_Order	DATA-ONLY: Zuckerberg.jpg shown in this position
Q7_04_Order	DATA-ONLY: Whitman.jpg shown in this position
Q8_01_Order	DATA-ONLY: Crescent-and-Star.gif shown in this position
Q8_02_Order	DATA-ONLY: Cross.gif shown in this position
Q8_03_Order	DATA-ONLY: Star-of-David.gif shown in this position
Q8_04_Order	DATA-ONLY: Hindu-Symbol.gif shown in this position
Q9_01_Order	DATA-ONLY: Republican Party shown in this position
Q9_02_Order	DATA-ONLY: Democratic Party shown in this position
Q9_03_Order	DATA-ONLY: Green Party shown in this position
Q9_04_Order	DATA-ONLY: Libertarian Party shown in this position
Q10_01_Order	DATA-ONLY: Israel shown in this position
Q10_02_Order	DATA-ONLY: Saudi Arabia shown in this position
Q10_03_Order	DATA-ONLY: Egypt shown in this position
Q10_04_Order	DATA-ONLY: Turkey shown in this position
Q13_01_Order	DATA-ONLY: Liberal shown in this position
Q13_02_Order	DATA-ONLY: Moderate shown in this position
Q13_03_Order	DATA-ONLY: Conservative shown in this position
Q15_01_Order	DATA-ONLY: David Cameron shown in this position
Q15_02_Order	DATA-ONLY: Angela Merkel shown in this position
Q15_03_Order	DATA-ONLY: Tony Hayward shown in this position
Q15_04_Order	DATA-ONLY: Richard Branson shown in this position
Q19_01_Order	DATA-ONLY: John Boehner shown in this position
Q19_02_Order	DATA-ONLY: Nancy Pelosi shown in this position
Q19_03_Order	DATA-ONLY: Newt Gingrich shown in this position
Q19_04_Order	DATA-ONLY: Mitch McConnell shown in this position
Q20_01_Order	DATA-ONLY: Greece shown in this position
Q20_02_Order	DATA-ONLY: Germany shown in this position
Q20_03_Order	DATA-ONLY: Great Britain shown in this position
Q20_04_Order	DATA-ONLY: Switzerland shown in this position
Q22a_01_Order	DATA-ONLY: Television shown in this position
Q22a_02_Order	DATA-ONLY: Newspapers shown in this position
Q22a_03_Order	DATA-ONLY: Radio shown in this position
Q22a_04_Order	DATA-ONLY: Magazines shown in this position

Q22a_05_Order	DATA-ONLY: The internet shown in this position
Q23_01_Order	DATA-ONLY: Local news programming shown in this position
Q23_02_Order	DATA-ONLY: ABC Network news shown in this position
Q23_03_Order	DATA-ONLY: CBS Network news shown in this position
Q23_04_Order	DATA-ONLY: NBC Network news shown in this position
Q23_05_Order	DATA-ONLY: CNN Cable news shown in this position
Q23_06_Order	DATA-ONLY: MSNBC Cable news shown in this position
Q23_07_Order	DATA-ONLY: The Fox News Cable Channel shown in this position
PPAGE	Age
ppagecat	Age - 7 Categories
ppagect4	Age - 4 Categories
PPEDUC	Education (Highest Degree Received)
PPEDUCAT	Education (Categorical)
PPETHM	Race / Ethnicity
PPGENDER	Gender
PPHHHEAD	Household Head
PPHHSIZE	Household Size
PPHOUSE	Housing Type
PPINCIMP	Household Income
PPMARIT	Marital Status
PPMSACAT	MSA Status
PPNET	HH Internet Access
PPREG4	Region 4 - Based on State of Residence
ppreg9	Region 9 - Based on State of Residence
PPRENT	Ownership Status of Living Quarters
PPSTATEN	State
PPT01	Presence of Household Members - Children 0-2
PPT25	Presence of Household Members - Children 2-5
PPT612	Presence of Household Members - Children 6-12
PPT1317	Presence of Household Members - Children 13-17
PPT18OV	Presence of Household Members - Adults 18+
PPWORK	Current Employment Status
ppphone	Of all the telephone calls that you and other household members receive, are. . .
BROWSER	DATA ONLY: BROWSER





## **Knowledge Networks Methodology**

### **Introduction**

Knowledge Networks (KN) has recruited the first online research panel that is representative of the entire U.S. population. Panel members are randomly recruited through probability-based sampling, and households are provided with access to the Internet and hardware if needed.

Knowledge Networks selects households by using address-based sampling methods; formerly, KN relied on random-digit dialing (RDD). Once households are recruited for the panel, they are contacted by e-mail for survey taking or panelists visit their online member page for survey taking (instead of being contacted by phone or postal mail). This allows surveys to be fielded very quickly and economically. In addition, this approach reduces the burden placed on respondents, since e-mail notification is less intrusive than telephone calls, and most respondents find answering Web questionnaires more interesting and engaging than being questioned by a telephone interviewer. Furthermore, respondents have the freedom to choose what time of day to participate in research.

Documentation regarding KnowledgePanel sampling, data collection procedures, weighting, and IRB-bearing issues are available at the below online resources.

- <http://www.knowledgenetworks.com/ganp/reviewer-info.html>
- <http://www.knowledgenetworks.com/knpanel/index.html>
- <http://www.knowledgenetworks.com/ganp/irbsupport/>

### **Panel Recruitment Methodology**

When Knowledge Networks began recruiting in 1999, the company established the first online research panel (now called KnowledgePanel<sup>®</sup>) based on probability sampling covering both the online and offline populations in the U.S. Panel members are recruited through national random samples, originally by telephone and now almost entirely by postal mail. Households are provided with access to the Internet and hardware if needed. Unlike Internet convenience panels, also known as “opt-in” panels, that includes only individuals with Internet access who volunteer themselves for research, KnowledgePanel recruitment uses dual sampling frames that includes both listed and unlisted telephone numbers, telephone and non-telephone households, and cell-phone-only households, as well as households with and without Internet access. Only persons sampled through these probability-based techniques are eligible to participate on KnowledgePanel. Unless invited to do so as part of these national samples, no one on their own can volunteer to be on the panel.

## **RDD and ABS Sample Frames**

KnowledgePanel members today could have been recruited by either the former random digit dialing (RDD) sampling or the current address-based sampling (ABS) methodologies. In this section, we will describe the RDD-based methodology; the ABS methodology is described in a separate section below. To offset attrition, multiple recruitment samples are fielded evenly throughout the calendar year.

KnowledgePanel recruitment methodology has used the quality standards established by selected RDD surveys conducted for the Federal government (such as the CDC-sponsored National Immunization Survey).

KN employed list-assisted RDD sampling techniques based on a sample frame of the U.S. residential landline telephone universe. For purposes of efficiency, KN excludes only those banks of telephone numbers (a bank consists of 100 numbers) that had fewer than two directory listings. Additionally, an oversampling was conducted within a stratum of telephone exchanges that had high concentrations of African American and Hispanic households based on Census data. Note that recruitment sampling is done without replacement, thus numbers already fielded do not get fielded again.

A telephone number for which a valid postal address can be matched occurred in about 67-70% of each sample. These address-matched cases were all mailed an advance letter informing them that they had been selected to participate in KnowledgePanel. For purposes of efficiency, the unmatched numbers were most recently under-sampled at a rate of 0.75 relative to the matched numbers. Both the minority oversampling mentioned above and this under-sampling of non-address households are adjusted appropriately in the panel's weighting procedures.

Following the mailings, telephone recruitment by trained interviewers/recruiters begins for all sampled telephone numbers. Telephone numbers for cases sent to recruiters were dialed for up to 90 days, with at least 14 dial attempts for cases in which no one answers the phone, and for numbers known to be associated with households. Extensive refusal conversion was also performed. The recruitment interview, about 10 minutes in length, begins with informing the household member that the household had been selected to join KnowledgePanel. If the household does not have a computer and access to the Internet, the household member is told that in return for completing a short survey weekly, the household will be provided with free monthly Internet access and a laptop computer (in the past, the household was provided with a WebTV device). All members of the household are enumerated, and some initial demographic and background information on prior computer and Internet use was collected.

Households that informed recruiters that they had a home computer and Internet access were asked to take KN surveys using their own equipment and Internet connection. Incentive points per survey, redeemable for cash, are given to these "PC" (personal computer) respondents for completing their surveys. Panel members provided with a laptop computer and free Internet access do not participate in this per-survey points-incentive program. However, all panel members do receive special incentive points for select surveys to improve response rates and/or

for all longer surveys as a modest compensation for the extra burden of their time and participation.

For those panel members receiving a laptop computer, each unit is custom-configured prior to shipment with individual email accounts so that it is ready for immediate use by the household. Most households are able to install the hardware without additional assistance, although KN maintains a toll-free telephone line for technical support. The KN Call Center contacts household members who do not respond to e-mail and attempts to restore both contact and participation. PC panel members provide their own e-mail addresses, and we send their weekly survey invitations to that e-mail account.

All new panel members receive an initial survey for the dual purpose of welcoming them as new panel members and introducing them to how online survey questionnaires work. New panel members also complete a separate profile survey that collects essential demographic information such as gender, age, race, income, and education to create a personal member profile. This information can be used to determine eligibility for specific studies and is factored in for weighting purposes. Operationally, once the profile information is stored, it does not need to be re-collected as a part of each and every survey. This information is also updated annually for all panel members. Once new members have completed their profile surveys, they are designated as “active,” and considered ready to be sampled for client studies. [Note: Parental or legal guardian consent is also collected for the purpose of conducting surveys with teenage panel members, aged 13 to 17.]

Once a household is recruited and each household member’s e-mail address is either obtained or provided, panel members are sent survey invitations linked through a personalized e-mail message (instead of by phone or postal mail). This contact method permits surveys to be fielded quickly and economically, and also facilitates longitudinal research. In addition, this approach reduces the burden placed on respondents, since e-mail notification is less intrusive than telephone calls and allows research subjects to participate in research when it is convenient for them.

### **Address-Based Sampling (ABS) Methodology**

When KN first started panel recruitment in 1999, the conventional opinion among survey experts was that probability-based sampling could be carried out cost effectively through the use of a national RDD samples. The RDD landline frame at the time allowed access to 96% of U.S. households. This is no longer the case. In 2009, Knowledge Networks introduced use of the ABS sample frame to panel recruitment to reflect the real changes in society and telephony over recent years. Those changes that have reduced the long-term scientific viability of landline RDD sampling methodology are as follows: declining respondent cooperation in telephone surveys as reflected in “do not call” lists, call screening, caller-ID devices, and answering machines; dilution of the RDD sample frame as measured by the working telephone number rate; and finally, the emergence of cell phone-only households (CPOHH) because such households are excluded from the RDD frame because they have no landline telephone.

According to the Centers for Disease Control and Prevention (January-June 2010), approximately 28.6% of all U.S. households cannot be contacted through RDD sampling—26.6% as a result of CPOHH status and 2% because they have no telephone service whatsoever. Among some age segments, the RDD non-coverage would be substantial: 40% of young adults, ages 18–24, reside in CPOHHs, 51% of those ages 25–29, and 40% of those ages 30–34.<sup>1</sup>

After conducting an extensive pilot project in 2008, KN made the decision to move toward address-based sample (ABS) frame in response to the growing number of cell-phone-only households that are outside the RDD frame. Before conducting the ABS pilot, we also experimented with supplementing its RDD samples with cell-phone samples. However, this approach would not be cost effective—and raised a number of other operational, data quality, and liability issues (for example, calling cell phones while respondents were driving).

The key advantage of the ABS sample frame is that it allows sampling of almost all U.S. households. An estimated 97% of households is “covered” in sampling nomenclature. Regardless of household telephone status, those households can be reached and contacted through postal mail. Second, the KNABS pilot project revealed several additional advantages beyond expected improvement in recruiting adults from CPOHHs:

- Improved sample representativeness for minority racial and ethnic groups
- Improved inclusion of lower educated and low income households
- Exclusive inclusion of the fraction of CPOHHs that have neither a landline telephone nor Internet access (approximately four to six percent of US households).

ABS involves probability-based sampling of addresses from the U.S. Postal Service’s Delivery Sequence File. Randomly sampled addresses are invited to join KnowledgePanel through a series of mailings and, in some cases, telephone follow-up calls to non-responders when a telephone number can be matched to the sampled address. Operationally, invited households have the option to join the panel by one of several ways:

- Completing and returning a paper form in a postage-paid envelope,
- Calling a toll-free hotline maintained by Knowledge Networks, or
- Going to a dedicated KN web site and completing an online recruitment form.

After initially accepting the invitation to join the panel, respondents are then “profiled” online by answering key demographic questions about themselves. This profile is maintained through the same procedures that were previously established for RDD-recruited panel members. Respondents not having an Internet connection are provided a laptop computer and free Internet service. Respondents sampled from the ABS frame, like those sampled from the RDD frame, are

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<sup>1</sup> Blumberg SJ, Luke JV. Wireless substitution: Early release of estimates from the National Health Interview Survey, January–June 2010. National Center for Health Statistics. December 2010. Available from: <http://www.cdc.gov/nchs/nhis.htm>.

offered the same privacy terms and confidentiality protections that we have developed over the years and that have been reviewed by dozens of Institutional Review Boards.

Large-scale ABS sampling for KnowledgePanel recruitment began in April 2009. As a result, sample coverage on KnowledgePanel of CPOHHs, young adults, and non-whites has been increasing steadily since that time.

Because KnowledgePanel members have been recruited from two different sample frames, RDD and ABS, KN implemented several technical processes to merge samples sourced from these frames. KN's approach preserves the representative structure of the overall panel for the selection of individual client study samples. An advantage of mixing ABS frame panel members in any KnowledgePanel sample is a reduction in the variance of the weights. ABS-sourced samples tend to align more closely to the overall demographic distributions in the population, and thus the associated adjustment weights are somewhat more uniform and less varied. This variance reduction efficaciously attenuates the sample's design effect and confirms a real advantage for study samples drawn from KnowledgePanel with its dual frame construction.

## **Survey Administration**

For client surveys, samples are drawn at random from among active panel members. Depending on the study, eligibility criteria will be applied or in-field screening of the sample will be carried out. Sample sizes can range widely depending on the objectives and design of the study.

Once assigned to a survey, members receive a notification e-mail letting them know there is a new survey available for them to take. This email notification contains a link that sends them to the survey questionnaire. No login name or password is required. The field period depends on the client's needs and can range anywhere from a few hours to several weeks.

After three days, automatic email reminders are sent to all non-responding panel members in the sample. If email reminders do not generate a sufficient response, an automated telephone reminder call can be initiated. The usual protocol is to wait at least three to four days after the e-mail reminder before calling. To assist panel members with their survey taking, each individual has a personalized "home page" that lists all the surveys that were assigned to that member and have yet to be completed.

Knowledge Networks also operates an ongoing modest incentive program to encourage participation and create member loyalty. Members can enter special raffles or can be entered into special sweepstakes with both cash rewards and other prizes to be won.

The typical survey commitment for panel members is one survey per week or four per month with duration of 10 to 15 minutes per survey. Some client surveys exceed this time, and in the case of longer surveys, an additional incentive can be provided.

## Survey Sampling from KnowledgePanel

Once Panel Members are recruited and profiled, they become eligible for selection for specific client surveys. In most cases, the specific survey sample represents a simple random sample from the panel, for example, a general population survey. Customized stratified random sampling based on profile data can also be conducted as required by the study design.

The general sampling rule is to assign no more than one survey per week to members. Allowing for rare exceptions during some weeks, this limits a member's total assignments per month to four or six surveys. In certain cases, a survey sample calls for pre-screening, that is, members are drawn from a subsample of the panel (such as females, Republicans, grocery shoppers, etc.). In such cases, care is taken to ensure that all subsequent survey samples drawn that week are selected in such a way as to result in a sample that remains representative of the panel distributions.

For this survey, a nationally representative sample of U.S. adults (18 and older) was selected.

## Sample Weighting

The design for KnowledgePanel® recruitment begins as an equal probability sample with several enhancements incorporated to improve efficiency. Since any alteration in the selection process is a deviation from a pure equal probability sample design, statistical weighting adjustments are made to the data to offset known selection deviations. These adjustments are incorporated in the sample's **base weight**.

There are also several sources of survey error that are an inherent part of any survey process, such as non-coverage and non-response due to panel recruitment methods and to inevitable panel attrition. We address these sources of sampling and non-sampling error by using a **panel demographic post-stratification weight** as an additional adjustment.

All the above weighting is done before the study sample is drawn. Once a study sample is finalized (all data collected and a final data set made), a set of **study-specific post-stratification weights** are constructed so that the study data can be adjusted for the study's sample design and for survey non-response.

A description of these types of weights follows.

### The Base Weight

In a KnowledgePanel sample there are seven known sources of deviation from an equal probability of selection design. These are corrected in the Base Weight and are described below.

1. Under-sampling of telephone numbers unmatched to a valid mailing address

An address match is attempted on all the Random Digit Dial (RDD)-generated telephone numbers in the sample after the sample has been purged of business and institutional numbers and screened for non-working numbers. The success rate for address matching is in the 60 to 70% range. Households having telephone numbers with valid addresses are sent an advance letter, notifying them that they will be contacted by phone to join KnowledgePanel. The remaining, unmatched numbers are under-sampled as a recruitment efficiency strategy. Advance letters improve recruitment success rates. Under-sampling was suspended between July 2005 and April 2007. It was resumed in May 2007, using a sampling rate of 0.75. RDD recruitment ended in July 2009.

2. RDD selection proportional to the number of telephone landlines reaching the household

As part of the field data collection operation, information is collected on the number of separate telephone landlines in each selected household. The probability of selecting a multiple-line household is down-weighted by the inverse of the number of landlines. RDD recruitment ended in July 2009.

3. Some minor oversampling of Chicago and Los Angeles in early pilot surveys

Two pilot surveys carried out in Chicago and Los Angeles when the panel was initially being built increased the relative size of the sample from these two cities. With natural attrition and growth in size, that impact is disappearing over time. It remains part of our base adjustment weighting because of a small number of extant panel members from that initial panel cohort.

4. Early oversampling the four largest states and central region states

At the time when the panel was first being built, survey demand in the four largest states (California, New York, Florida, and Texas) necessitated oversampling during January–October 2000. Similarly, the central region states were oversampled for a brief period of time. These now diminishing effects still remain in the panel membership and thus weighting adjustments are required for these geographic areas.

5. Under-sampling of households not covered by the MSN<sup>®</sup> TV service network

Certain small areas of the U.S. are not serviced by MSN<sup>®</sup>, thus the MSN<sup>®</sup>TV units distributed to non-Internet households prior to January 2009 could not be used for those recruited non-Internet households. Overall, the result is a small residual under-sample in those geographic areas which requires a minor weighting adjustment for those locations. Since January 2010, laptop computers with dial-up access are being distributed to non-Internet households thus eliminating this under-coverage component.

## 6. RDD oversampling of African American and Hispanic telephone exchanges

As of October 2001, oversampling of telephone exchanges with a higher density of minority households (specifically, African American and Hispanic) was implemented to increase panel membership for those groups. These exchanges were oversampled at approximately twice the rate of other exchanges. This oversampling is corrected in the base weight. RDD recruitment ended in July 2009.

## 7. Address-based sample phone match adjustment

Toward the end of 2008, Knowledge Networks began recruiting panel members by using an address-based sample (ABS) frame in addition to RDD recruitment. Once recruitment through the mail, including follow-up mailings to ABS non-respondents was completed, telephone recruitment was added. Non-responding ABS households where a landline telephone number could be matched to an address were subsequently called and telephone recruitment was initiated. This effort resulted in a slight overall disproportionate number of landline households being recruited in a given ABS sample. A base weight adjustment is applied to return the ABS recruitment panel members to the sample's correct national proportion of phone-match and no phone-match households.

## 8. ABS oversample stratification adjustment

In late 2009 the ABS sample began incorporating a geographic stratification design. Census blocks with high density minority communities were oversampled (Stratum 1) and the balance of the census blocks (Stratum 2) were relatively under-sampled. The definition of high density and minority community and the relative proportion between strata differed among specific ABS samples. In 2010, the two strata were redefined to target high density Hispanic areas in Stratum 1 and all else in Stratum 2. In 2011, pre-identified ancillary information and not census block data were used to construct and target four strata as follows: Hispanic ages 18-24, Non-Hispanic ages 18-24, Hispanic ages 25+ and Non-Hispanic ages 25+. An appropriate base weight adjustment is applied to each relevant sample to correct for these stratified designs. Also in 2011, a separate sample targeting only persons ages 18-24 was fielded across the year also using predictive ancillary information. Combined with the four-stratum sample, the base weight adjustment compensates for cases from this unique young adult over-sample.

## **The Panel Demographic Post-stratification Weight**

To reduce the effects of any non-response and non-coverage bias in the overall panel membership (before the study sample is drawn), a post-stratification adjustment is applied based on demographic distributions from the most recent August 2011 data from the Current Population Survey (CPS). The benchmark distributions for Internet access among the U.S. population of adults are obtained from the most recent special CPS supplemental survey measuring Internet access (October 2009).

The overall panel post-stratification variables include:

- Gender (Male/Female)



- Age (18–29, 30–44, 45–59, and 60+)
- Race/Hispanic ethnicity (White/Non-Hispanic, Black/Non-Hispanic, Other/Non-Hispanic, 2+ Races/Non-Hispanic, Hispanic)
- Education (Less than High School, High School, Some College, Bachelor and beyond)
- Census Region (Northeast, Midwest, South, West)
- Household income (under \$10k, \$10K to <\$25k, \$25K to <\$50k, \$50K to <\$75k, \$75K to <\$100k, \$100K+)
- Home ownership status (Own, Rent/Other)
- Metropolitan Area (Yes, No)
- Internet Access (Yes, No)

The Panel Demographic Post-stratification weight is applied prior to a probability proportional to size (PPS) selection of a study sample from KnowledgePanel. This weight is designed for sample selection purposes.

### **Study-Specific Post-Stratification Weights**

Once the sample has been selected and fielded, and all the study data are collected and made final, a post-stratification process is used to adjust for any survey non-response as well as any non-coverage or under- and over-sampling resulting from the study-specific sample design. Demographic and geographic distributions for the non-institutionalized, civilian population ages 18+ from the August 2011 CPS are used as benchmarks in this adjustment. The Spanish language proficiency distributions are from the most currently available Pew Hispanic Center Survey (2007).

The following benchmark distributions are utilized for this post-stratification adjustment

- Age by Gender (Males 18–29, 30–44, 45–59, and 60+, Females 18–29, 30–44, 45–59, and 60+)
- Race/Hispanic ethnicity (White/Non-Hispanic, Black/Non-Hispanic, Other/Non-Hispanic, 2+ Races/Non-Hispanic, Hispanic)
- Education (Less than High School, High School, Some College, Bachelors and higher)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan Area (Yes, No)
- Internet Access (Yes, No)

Comparable distributions are calculated by using all completed cases from the field data ( $n = 1,168$ ). Since study sample sizes are typically too small to accommodate a complete cross-tabulation of all the survey variables with the benchmark variables, a raking procedure is used for the post-stratification weighting adjustment. Using the base weight as the starting weight, this procedure adjusts the sample data back to the selected benchmark proportions. Through an iterative convergence process, the weighted sample data are optimally fitted to the marginal distributions.

After this final post-stratification adjustment, the distribution of the calculated weights are examined to identify and, if necessary, trim outliers at the extreme upper and lower tails of the

weight distribution (trimming rules: 0.94%, 99.06%). The post-stratified and trimmed weights are then scaled to the sum of the total sample size of all eligible respondents. This is WEIGHT in the final deliverable dataset.

**Design Effect for WEIGHT<sup>2</sup>:** 1.50

**Margin of Error (95% Confidence Interval):** +/- 2.9%

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<sup>2</sup> Deviation from a simple random sample design.

## Appendix A: Final Programmed Questionnaire

### September 2011 Knowledge Survey September, 2011 - Questionnaire -

**[SP]**

Q.1F1 Do you follow what's going on in government and public affairs...?

- 1 Most of the time
- 2 Some of the time
- 3 Only now and then
- 4 Hardly at all

**[SP]**

Q.2 Just in general, how much do you enjoy keeping up with the news...?

- 1 A lot
- 2 Some
- 3 Not much
- 4 Not at all

#### **[RANDOMIZE AND RECORD ORDER OF Q2b-d]**

**[SP]**

Q2b.

**[SHOW INTRO TEXT FOR FIRST ITEM ONLY]** The next few questions are about stories that have been in the news. Please tell us how closely you happened to follow each news story...?

#### **News about candidates for the 2012 presidential elections**

- 1 Very closely
- 2 Fairly closely
- 3 Not too closely
- 4 Not at all closely

**[SP]**

Q2c. Please tell us how closely you happened to follow each news story...?

#### **Reports about the condition of the U.S. economy**

- 1 Very closely
- 2 Fairly closely
- 3 Not too closely
- 4 Not at all closely

**[SP]**

Q2d. Please tell us how closely you happened to follow each news story...?

#### **The current situation and events in Afghanistan**

- 1 Very closely
- 2 Fairly closely
- 3 Not too closely
- 4 Not at all closely

[DISPLAY]

The next several questions are about some people and things that have been in the news. Please answer as best you can. If you don't know the answer to a question, just move on to the next.

[RANDOMIZE AND RECORD ORDER OF Q.3 TO Q.21]

[CREATE DOV Q3\_ORDER TO RECORD ORDER OF ANSWER CHOICES IN Q3]

[SP]

[RANDOMIZE]

[DISPLAY PICTURES WITH RADIO BUTTON UNDERNEATH, DO NOT DISPLAY NAMES]

Q.3 Which one is the current Secretary of State? [RANDOMIZE][FOUR PICTURES]

- 1 Hillary Clinton
- 2 Bill Richardson
- 3 Joe Biden
- 4 Condoleezza Rice

[CREATE DOV Q4\_ORDER TO RECORD ORDER OF ANSWER CHOICES IN Q4]

[SP]

[RANDOMIZE]

[DISPLAY PICTURE OF BEN BERNANKE CENTERED AT THE TOP OF THE SCREEN]

Q.4 What position does this person hold? [RANDOMIZE] [PICTURE OF BEN BERNANKE]

- 1 Chairman of the Federal Reserve
- 2 Commissioner of the National Football League
- 3 Secretary of Education
- 4 CBS Evening News Anchor

[CREATE DOV Q5\_ORDER TO RECORD ORDER OF ANSWER CHOICES IN Q5]

[SP]

[RANDOMIZE]

[DISPLAY PICTURE OF SONIA SOTOMAYOR CENTERED AT THE TOP OF THE SCREEN]

Q.5 Who is this? [RANDOMIZE] [PICTURE OF SOTOMAYOR]

- 1 Sonia Sotomayor
- 2 Maria Bartiromo
- 3 Soledad O'Brien
- 4 Elena Kagan

[CREATE DOV Q6\_ORDER TO RECORD ORDER OF ANSWER CHOICES IN Q6]

[SP]

[RANDOMIZE]

[DISPLAY PICTURE OF MOAMMAR GADHAFI CENTERED AT THE TOP OF THE SCREEN]

Q.6 Who is this? [RANDOMIZE] [PICTURE OF GADHAFI]

- 1 Moammar Gadhafi
- 2 Hamid Karzai
- 3 Nicolas Sarkozy
- 4 Silvio Berlusconi

[CREATE DOV Q7\_ORDER TO RECORD ORDER OF ANSWER CHOICES IN Q7]

[SP]

[RANDOMIZE]

[DISPLAY PICTURES WITH RADIO BUTTON UNDERNEATH, DO NOT DISPLAY NAMES]

Q.7 Which one is a co-founder of Apple? [RANDOMIZE][FOUR PICTURES]

- 1 Steve Jobs
- 2 Bill Gates
- 3 Mark Zuckerberg
- 4 Meg Whitman

[CREATE DOV Q8\_ORDER TO RECORD ORDER OF ANSWER CHOICES IN Q8]

[SP]

[RANDOMIZE]

[DISPLAY PICTURES WITH RADIO BUTTON UNDERNEATH, DO NOT DISPLAY NAMES]

Q.8 Which of these symbols is associated with Islam? [RANDOMIZE][FOUR SYMBOLS]

- 1 Crescent and star
- 2 Cross
- 3 Star of David
- 4 Hindu symbol

[CREATE DOV Q9\_ORDER TO RECORD ORDER OF ANSWER CHOICES IN Q9]

[SP]

[RANDOMIZE]

[DISPLAY PICTURE OF ELEPHANT CENTERED AT THE TOP OF THE SCREEN]

Q.9 Which political party does this symbol represent...? [RANDOMIZE] [PICTURE OF ELEPHANT]

- 1 Republican Party
- 2 Democratic Party
- 3 Green Party
- 4 Libertarian Party

[CREATE DOV Q10\_ORDER TO RECORD ORDER OF ANSWER CHOICES IN Q10]

[SP]

[RANDOMIZE]

[DISPLAY PICTURE OF ISRAEL HIGHLIGHTED ON MAP CENTERED AT THE TOP OF THE SCREEN]

Q.10 What Middle Eastern country is highlighted on this map...? [RANDOMIZE] [ISRAEL HIGHLIGHTED ON REGIONAL MAP]

- 1 Israel
- 2 Saudi Arabia
- 3 Egypt
- 4 Turkey

[SP]

[DISPLAY PICTURE OF MAP WITH FOUR NUMBERED COUNTRIES]

[SHOW NUMBERS AS ANSWER CHOICES, NOT THE NAMES OF THE COUNTRIES]

Q.11 Which country is Brazil? [RANDOMIZE] [MAP WITH FOUR COUNTRIES NUMBERED]

- 1 Brazil
- 2 Chile
- 3 Venezuela
- 4 Ecuador

[SP]

Q.12 Thinking about Congress, do Republicans currently have a majority in...? [SHOW IN ORDER]

- 1 The House of Representatives

- 2 The Senate
- 3 Both the House and Senate
- 4 Neither the House nor the Senate

**[CREATE DOV Q13\_ORDER TO RECORD ORDER OF ANSWER CHOICES IN Q13]**

**[SP]**

**[RANDOMIZE]**

Q.13 The Chief Justice of the Supreme Court is John Roberts. Is he generally considered a...?  
**[RANDOMIZE]**

- 1 Liberal
- 2 Moderate
- 3 Conservative

**[SP]**

Q.14 Is the national unemployment rate as reported by the government currently closer to...?  
**[SHOW IN ORDER]**

- 1 5%
- 2 9%
- 3 15%
- 4 21%

**[CREATE DOV Q15\_ORDER TO RECORD ORDER OF ANSWER CHOICES IN Q15]**

**[SP]**

**[RANDOMIZE]**

Q.15 Who is the Prime Minister of Great Britain...? **[RANDOMIZE]**

- 1 David Cameron
- 2 Angela Merkel
- 3 Tony Hayward
- 4 Richard Branson

**[SP]**

Q.16 Do Pakistan and Afghanistan share a border, or not? **[LIST IN ORDER]**

- 1 Yes, they do
- 2 No, they do not

**RANDOMIZE QUESTIONS 3-21**

**ASK ALL:**

**[SP]**

Q.17 Since the start of military action in Afghanistan, about how many U.S. military personnel have been killed? Around... **[SHOW IN ORDER]**?

- 1 180
- 2 1,800
- 3 18,000
- 4 180,000

**[SP]**

Q.18 Is the Dow Jones Industrial Average currently closer to... **[SHOW IN ORDER]**?

- 1 3,000
- 2 6,000
- 3 11,000
- 4 16,000

**[CREATE DOV Q19\_ORDER TO RECORD ORDER OF ANSWER CHOICES IN Q19]**

**[SP]**

**[RANDOMIZE]**

Q.19 Who is the current Speaker of the U.S. House of Representatives? **[RANDOMIZE]**

- 1 John Boehner
- 2 Nancy Pelosi
- 3 Newt Gingrich
- 4 Mitch McConnell

**[CREATE DOV Q20\_ORDER TO RECORD ORDER OF ANSWER CHOICES IN Q20]**

**[SP]**

**[RANDOMIZE]**

Q.20 What European country is facing severe debt problems and possible default...? **[RANDOMIZE]**

- 1 Greece
- 2 Germany
- 3 Great Britain
- 4 Switzerland

**[SP]**

Q.21 Is the percentage of Americans in poverty as reported by the government currently closer to...? **[SHOW IN ORDER]**

- 1 1%
- 2 5%
- 3 15%
- 4 30%

**[CREATE DOV Q22A\_ORDER TO RECORD ORDER OF ANSWER CHOICES IN Q22A]**

**[MP]**

**[ALLOW RESPONDENTS TO CHOOSE UP TO 2 ANSWERS]**

**[DEFAULT INSTRUCTIONS SHOULD READ: Please select up to 2 choices]**

**[RANDOMIZE]**

Q.22A How do you get most of your news about national and international issues? ?

- 1 Television
- 2 Newspapers
- 3 Radio
- 4 Magazines
- 5 The internet

**IF TELEVISION (1) IN Q.22A OR Q.22B ASK:**

**[CREATE DOV Q23\_ORDER TO RECORD ORDER OF ANSWER CHOICES IN Q23]**

**[IF Q.22A=1 ]**

**[MP]**

**[ALLOW UP TO 2 ANSWERS]**

**[RANDOMIZE ITEMS 2 THRU 4 AND 5 THRU 7 SEPARATELY, AND RANDOMIZE SETS OF ITEMS (LOCAL; NETWORK; CABLE)]**

Q.23 On television, do you get most of your news about national and international issues from...?  
**[RANDOMIZE ITEMS 2 THRU 4 AND 5 THRU 7 SEPARATELY, AND RANDOMIZE SETS OF ITEMS (LOCAL; NETWORK; CABLE). ACCEPT UP TO TWO RESPONSES]**

- 1 Local news programming

- 2 ABC Network news
- 3 CBS Network news
- 4 NBC Network news
- 5 CNN Cable news
- 6 MSNBC Cable news
- 7 The Fox News Cable Channel

**[SP]**

PARTY. In politics TODAY, do you consider yourself a Republican, Democrat, or independent?

- 1 Republican
- 2 Democrat
- 3 Independent

**[IF QPARTY=3 OR REFUSED]**

**[SP]**

PARTYLN. As of today do you lean more to the Republican Party or more to the Democratic Party?

- 1 Republican
- 2 Democrat

**INSERT STANDARD CLOSE WITH THE FOLLOWING TEXT CHANGE:**

Do you have any reactions or comments you would like to share about this survey?

**[DISPLAY]**

Thank you for completing the survey. This survey is being conducted for the Pew Research Center for the People & the Press. In the coming weeks, a report will issued on this survey and will be available at [peoplepress.org](http://peoplepress.org). Thank you for your time.



## Appendix B: Codebook with Unweighted Values

**CASEID:** Case ID

**TM\_START:** Interview start time (GMT)

**TM\_FINISH:** Interview finish time (GMT)

**DURATION:** Interview duration in minutes

### XPARTY7 XPARTY7: Political Party

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Strong Republican	168	14.4	14.4	14.4
	2 Not Strong Republican	142	12.2	12.2	26.5
	3 Leans Republican	209	17.9	17.9	44.4
	4 Undecided/Independent/Other	43	3.7	3.7	48.1
	5 Leans Democrat	205	17.6	17.6	65.7
	6 Not Strong Democrat	170	14.6	14.6	80.2
	7 Strong Democrat	231	19.8	19.8	100.0
	Total	1168	100.0	100.0	

### XIDEO XIDEO: Political Ideology

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Extremely liberal	40	3.4	3.4	3.4
	2 Liberal	137	11.7	11.7	15.2
	3 Slightly liberal	128	11.0	11.0	26.1
	4 Moderate, middle of the road	412	35.3	35.3	61.4
	5 Slightly conservative	137	11.7	11.7	73.1
	6 Conservative	233	19.9	19.9	93.1
	7 Extremely conservative	53	4.5	4.5	97.6
	9 Missing	28	2.4	2.4	100.0
	Total	1168	100.0	100.0	

**XPPA0003 XPPA0003: Voter Registration**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Yes, I am registered to vote at my present address	893	76.5	76.5	76.5
	2 Yes, I am registered to vote at a different address	64	5.5	5.5	81.9
	3 No, I am not registered to vote	173	14.8	14.8	96.7
	4 Not sure	31	2.7	2.7	99.4
	5 Missing	7	.6	.6	100.0
	Total	1168	100.0	100.0	

**WEIGHT: Post-stratification weight**

**SAMPWT\_ORIGINAL: Panel base weight**

**Q1 Q1: Do you follow what's going on in government and public affairs...?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	-1 Refused	7	.6	.6	.6
	1 Most of the time	307	26.3	26.3	26.9
	2 Some of the time	396	33.9	33.9	60.8
	3 Only now and then	229	19.6	19.6	80.4
	4 Hardly at all	229	19.6	19.6	100.0
	Total	1168	100.0	100.0	

**Q2 Q2: Just in general, how much do you enjoy keeping up with the news...?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	-1 Refused	14	1.2	1.2	1.2
	1 A lot	276	23.6	23.6	24.8
	2 Some	545	46.7	46.7	71.5
	3 Not much	242	20.7	20.7	92.2
	4 Not at all	91	7.8	7.8	100.0
	Total	1168	100.0	100.0	

**Q2b\_Q2c\_Q2d\_Order1 DATA-ONLY: Q2 item shown first**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Q2b	389	33.3	33.3	33.3
	2 Q2c	370	31.7	31.7	65.0
	3 Q2d	409	35.0	35.0	100.0
	Total	1168	100.0	100.0	

**Q2b\_Q2c\_Q2d\_Order2 DATA-ONLY: Q2 item shown second**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Q2b	408	34.9	34.9	34.9
	2 Q2c	398	34.1	34.1	69.0
	3 Q2d	362	31.0	31.0	100.0
	Total	1168	100.0	100.0	

**Q2b\_Q2c\_Q2d\_Order3 DATA-ONLY: Q2 item shown third**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Q2b	371	31.8	31.8	31.8
	2 Q2c	400	34.2	34.2	66.0
	3 Q2d	397	34.0	34.0	100.0
	Total	1168	100.0	100.0	

**Q2b Q2b: [News about candidates for the 2012 presidential elections] Please tell us how closely you happened to follow each news story...?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	-1 Refused	7	.6	.6	.6
	1 Very closely	147	12.6	12.6	13.2
	2 Fairly closely	334	28.6	28.6	41.8
	3 Not too closely	438	37.5	37.5	79.3
	4 Not at all closely	242	20.7	20.7	100.0
	Total	1168	100.0	100.0	

**Q2c Q2c: [Reports about the condition of the U.S. economy] Please tell us  
how closely you happened to follow each news story...?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	-1 Refused	11	.9	.9	.9
	1 Very closely	258	22.1	22.1	23.0
	2 Fairly closely	502	43.0	43.0	66.0
	3 Not too closely	277	23.7	23.7	89.7
	4 Not at all closely	120	10.3	10.3	100.0
	Total	1168	100.0	100.0	

**Q2d Q2d: [The current situation and events in Afghanistan] Please tell us  
how closely you happened to follow each news story...?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	-1 Refused	10	.9	.9	.9
	1 Very closely	71	6.1	6.1	6.9
	2 Fairly closely	402	34.4	34.4	41.4
	3 Not too closely	475	40.7	40.7	82.0
	4 Not at all closely	210	18.0	18.0	100.0
	Total	1168	100.0	100.0	

**Q3\_to\_Q21\_Order1 DATA-ONLY: Q3-Q21 item shown 1st**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Q3	59	5.1	5.1	5.1
	2 Q4	78	6.7	6.7	11.7
	3 Q5	62	5.3	5.3	17.0
	4 Q6	58	5.0	5.0	22.0
	5 Q7	53	4.5	4.5	26.5
	6 Q8	55	4.7	4.7	31.3
	7 Q9	62	5.3	5.3	36.6
	8 Q10	68	5.8	5.8	42.4
	9 Q11	54	4.6	4.6	47.0
	10 Q12	63	5.4	5.4	52.4
	11 Q13	80	6.8	6.8	59.2
	12 Q14	64	5.5	5.5	64.7
	13 Q15	57	4.9	4.9	69.6
	14 Q16	68	5.8	5.8	75.4
	15 Q17	52	4.5	4.5	79.9
	16 Q18	55	4.7	4.7	84.6
	17 Q19	64	5.5	5.5	90.1
	18 Q20	65	5.6	5.6	95.6
	19 Q21	51	4.4	4.4	100.0
	Total	1168	100.0	100.0	

**Q3\_to\_Q21\_Order2 DATA-ONLY: Q3-Q21 item shown 2nd**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Q3	57	4.9	4.9	4.9
	2 Q4	56	4.8	4.8	9.7
	3 Q5	66	5.7	5.7	15.3
	4 Q6	50	4.3	4.3	19.6
	5 Q7	64	5.5	5.5	25.1
	6 Q8	61	5.2	5.2	30.3
	7 Q9	66	5.7	5.7	36.0
	8 Q10	48	4.1	4.1	40.1
	9 Q11	70	6.0	6.0	46.1
	10 Q12	54	4.6	4.6	50.7
	11 Q13	63	5.4	5.4	56.1
	12 Q14	53	4.5	4.5	60.6
	13 Q15	81	6.9	6.9	67.6
	14 Q16	58	5.0	5.0	72.5
	15 Q17	66	5.7	5.7	78.2
	16 Q18	61	5.2	5.2	83.4
	17 Q19	69	5.9	5.9	89.3
	18 Q20	55	4.7	4.7	94.0
	19 Q21	70	6.0	6.0	100.0
	Total	1168	100.0	100.0	

**Q3\_to\_Q21\_Order3 DATA-ONLY: Q3-Q21 item shown 3rd**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Q3	63	5.4	5.4	5.4
	2 Q4	60	5.1	5.1	10.5
	3 Q5	80	6.8	6.8	17.4
	4 Q6	67	5.7	5.7	23.1
	5 Q7	68	5.8	5.8	28.9
	6 Q8	49	4.2	4.2	33.1
	7 Q9	67	5.7	5.7	38.9
	8 Q10	60	5.1	5.1	44.0
	9 Q11	51	4.4	4.4	48.4
	10 Q12	62	5.3	5.3	53.7
	11 Q13	50	4.3	4.3	58.0
	12 Q14	53	4.5	4.5	62.5
	13 Q15	58	5.0	5.0	67.5
	14 Q16	62	5.3	5.3	72.8
	15 Q17	52	4.5	4.5	77.2
	16 Q18	72	6.2	6.2	83.4
	17 Q19	52	4.5	4.5	87.8
	18 Q20	72	6.2	6.2	94.0
	19 Q21	70	6.0	6.0	100.0
	Total	1168	100.0	100.0	

**Q3\_to\_Q21\_Order4 DATA-ONLY: Q3-Q21 item shown 4th**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Q3	45	3.9	3.9	3.9
	2 Q4	63	5.4	5.4	9.2
	3 Q5	73	6.3	6.3	15.5
	4 Q6	63	5.4	5.4	20.9
	5 Q7	56	4.8	4.8	25.7
	6 Q8	63	5.4	5.4	31.1
	7 Q9	50	4.3	4.3	35.4
	8 Q10	58	5.0	5.0	40.3
	9 Q11	64	5.5	5.5	45.8
	10 Q12	53	4.5	4.5	50.3
	11 Q13	65	5.6	5.6	55.9
	12 Q14	61	5.2	5.2	61.1
	13 Q15	70	6.0	6.0	67.1
	14 Q16	67	5.7	5.7	72.9
	15 Q17	60	5.1	5.1	78.0
	16 Q18	59	5.1	5.1	83.0
	17 Q19	65	5.6	5.6	88.6
	18 Q20	67	5.7	5.7	94.3
	19 Q21	66	5.7	5.7	100.0
	Total	1168	100.0	100.0	



**Q3\_to\_Q21\_Order5 DATA-ONLY: Q3-Q21 item shown 5th**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Q3	64	5.5	5.5	5.5
	2 Q4	68	5.8	5.8	11.3
	3 Q5	44	3.8	3.8	15.1
	4 Q6	71	6.1	6.1	21.1
	5 Q7	58	5.0	5.0	26.1
	6 Q8	67	5.7	5.7	31.8
	7 Q9	58	5.0	5.0	36.8
	8 Q10	62	5.3	5.3	42.1
	9 Q11	52	4.5	4.5	46.6
	10 Q12	71	6.1	6.1	52.7
	11 Q13	62	5.3	5.3	58.0
	12 Q14	57	4.9	4.9	62.8
	13 Q15	59	5.1	5.1	67.9
	14 Q16	61	5.2	5.2	73.1
	15 Q17	58	5.0	5.0	78.1
	16 Q18	68	5.8	5.8	83.9
	17 Q19	65	5.6	5.6	89.5
	18 Q20	51	4.4	4.4	93.8
	19 Q21	72	6.2	6.2	100.0
	Total	1168	100.0	100.0	

**Q3\_to\_Q21\_Order6 DATA-ONLY: Q3-Q21 item shown 6th**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Q3	72	6.2	6.2	6.2
	2 Q4	52	4.5	4.5	10.6
	3 Q5	72	6.2	6.2	16.8
	4 Q6	65	5.6	5.6	22.3
	5 Q7	59	5.1	5.1	27.4
	6 Q8	50	4.3	4.3	31.7
	7 Q9	48	4.1	4.1	35.8
	8 Q10	72	6.2	6.2	42.0
	9 Q11	65	5.6	5.6	47.5
	10 Q12	59	5.1	5.1	52.6
	11 Q13	79	6.8	6.8	59.3
	12 Q14	59	5.1	5.1	64.4
	13 Q15	57	4.9	4.9	69.3
	14 Q16	67	5.7	5.7	75.0
	15 Q17	62	5.3	5.3	80.3
	16 Q18	58	5.0	5.0	85.3
	17 Q19	52	4.5	4.5	89.7
	18 Q20	72	6.2	6.2	95.9
	19 Q21	48	4.1	4.1	100.0
	Total	1168	100.0	100.0	

**Q3\_to\_Q21\_Order7 DATA-ONLY: Q3-Q21 item shown 7th**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Q3	72	6.2	6.2	6.2
	2 Q4	56	4.8	4.8	11.0
	3 Q5	60	5.1	5.1	16.1
	4 Q6	59	5.1	5.1	21.1
	5 Q7	71	6.1	6.1	27.2
	6 Q8	66	5.7	5.7	32.9
	7 Q9	47	4.0	4.0	36.9
	8 Q10	66	5.7	5.7	42.6
	9 Q11	66	5.7	5.7	48.2
	10 Q12	55	4.7	4.7	52.9
	11 Q13	66	5.7	5.7	58.6
	12 Q14	69	5.9	5.9	64.5
	13 Q15	54	4.6	4.6	69.1
	14 Q16	77	6.6	6.6	75.7
	15 Q17	62	5.3	5.3	81.0
	16 Q18	54	4.6	4.6	85.6
	17 Q19	73	6.3	6.3	91.9
	18 Q20	37	3.2	3.2	95.0
	19 Q21	58	5.0	5.0	100.0
	Total	1168	100.0	100.0	

**Q3\_to\_Q21\_Order8 DATA-ONLY: Q3-Q21 item shown 8th**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Q3	63	5.4	5.4	5.4
	2 Q4	58	5.0	5.0	10.4
	3 Q5	46	3.9	3.9	14.3
	4 Q6	61	5.2	5.2	19.5
	5 Q7	57	4.9	4.9	24.4
	6 Q8	61	5.2	5.2	29.6
	7 Q9	66	5.7	5.7	35.3
	8 Q10	69	5.9	5.9	41.2
	9 Q11	63	5.4	5.4	46.6
	10 Q12	63	5.4	5.4	52.0
	11 Q13	60	5.1	5.1	57.1
	12 Q14	57	4.9	4.9	62.0
	13 Q15	54	4.6	4.6	66.6
	14 Q16	50	4.3	4.3	70.9
	15 Q17	77	6.6	6.6	77.5
	16 Q18	66	5.7	5.7	83.1
	17 Q19	63	5.4	5.4	88.5
	18 Q20	64	5.5	5.5	94.0
	19 Q21	70	6.0	6.0	100.0
	Total	1168	100.0	100.0	

**Q3\_to\_Q21\_Order9 DATA-ONLY: Q3-Q21 item shown 9th**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Q3	63	5.4	5.4	5.4
	2 Q4	61	5.2	5.2	10.6
	3 Q5	47	4.0	4.0	14.6
	4 Q6	71	6.1	6.1	20.7
	5 Q7	58	5.0	5.0	25.7
	6 Q8	58	5.0	5.0	30.7
	7 Q9	72	6.2	6.2	36.8
	8 Q10	48	4.1	4.1	40.9
	9 Q11	54	4.6	4.6	45.5
	10 Q12	43	3.7	3.7	49.2
	11 Q13	61	5.2	5.2	54.5
	12 Q14	60	5.1	5.1	59.6
	13 Q15	75	6.4	6.4	66.0
	14 Q16	68	5.8	5.8	71.8
	15 Q17	72	6.2	6.2	78.0
	16 Q18	64	5.5	5.5	83.5
	17 Q19	58	5.0	5.0	88.4
	18 Q20	67	5.7	5.7	94.2
	19 Q21	68	5.8	5.8	100.0
	Total	1168	100.0	100.0	

**Q3\_to\_Q21\_Order10 DATA-ONLY: Q3-Q21 item shown 10th**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Q3	68	5.8	5.8	5.8
	2 Q4	66	5.7	5.7	11.5
	3 Q5	66	5.7	5.7	17.1
	4 Q6	47	4.0	4.0	21.1
	5 Q7	66	5.7	5.7	26.8
	6 Q8	61	5.2	5.2	32.0
	7 Q9	70	6.0	6.0	38.0
	8 Q10	65	5.6	5.6	43.6
	9 Q11	61	5.2	5.2	48.8
	10 Q12	70	6.0	6.0	54.8
	11 Q13	54	4.6	4.6	59.4
	12 Q14	70	6.0	6.0	65.4
	13 Q15	52	4.5	4.5	69.9
	14 Q16	58	5.0	5.0	74.8
	15 Q17	67	5.7	5.7	80.6
	16 Q18	53	4.5	4.5	85.1
	17 Q19	60	5.1	5.1	90.2
	18 Q20	66	5.7	5.7	95.9
	19 Q21	48	4.1	4.1	100.0
	Total	1168	100.0	100.0	

**Q3\_to\_Q21\_Order11 DATA-ONLY: Q3-Q21 item shown 11th**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Q3	60	5.1	5.1	5.1
	2 Q4	67	5.7	5.7	10.9
	3 Q5	64	5.5	5.5	16.4
	4 Q6	54	4.6	4.6	21.0
	5 Q7	69	5.9	5.9	26.9
	6 Q8	70	6.0	6.0	32.9
	7 Q9	58	5.0	5.0	37.8
	8 Q10	52	4.5	4.5	42.3
	9 Q11	59	5.1	5.1	47.3
	10 Q12	73	6.3	6.3	53.6
	11 Q13	61	5.2	5.2	58.8
	12 Q14	64	5.5	5.5	64.3
	13 Q15	74	6.3	6.3	70.6
	14 Q16	52	4.5	4.5	75.1
	15 Q17	54	4.6	4.6	79.7
	16 Q18	63	5.4	5.4	85.1
	17 Q19	61	5.2	5.2	90.3
	18 Q20	53	4.5	4.5	94.9
	19 Q21	60	5.1	5.1	100.0
	Total	1168	100.0	100.0	

**Q3\_to\_Q21\_Order12 DATA-ONLY: Q3-Q21 item shown 12th**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Q3	71	6.1	6.1	6.1
	2 Q4	59	5.1	5.1	11.1
	3 Q5	55	4.7	4.7	15.8
	4 Q6	56	4.8	4.8	20.6
	5 Q7	85	7.3	7.3	27.9
	6 Q8	65	5.6	5.6	33.5
	7 Q9	57	4.9	4.9	38.4
	8 Q10	57	4.9	4.9	43.2
	9 Q11	58	5.0	5.0	48.2
	10 Q12	56	4.8	4.8	53.0
	11 Q13	53	4.5	4.5	57.5
	12 Q14	56	4.8	4.8	62.3
	13 Q15	58	5.0	5.0	67.3
	14 Q16	76	6.5	6.5	73.8
	15 Q17	60	5.1	5.1	78.9
	16 Q18	55	4.7	4.7	83.6
	17 Q19	64	5.5	5.5	89.1
	18 Q20	62	5.3	5.3	94.4
	19 Q21	65	5.6	5.6	100.0
	Total	1168	100.0	100.0	



**Q3\_to\_Q21\_Order13 DATA-ONLY: Q3-Q21 item shown 13th**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Q3	66	5.7	5.7	5.7
	2 Q4	55	4.7	4.7	10.4
	3 Q5	57	4.9	4.9	15.2
	4 Q6	58	5.0	5.0	20.2
	5 Q7	61	5.2	5.2	25.4
	6 Q8	73	6.3	6.3	31.7
	7 Q9	65	5.6	5.6	37.2
	8 Q10	58	5.0	5.0	42.2
	9 Q11	66	5.7	5.7	47.9
	10 Q12	63	5.4	5.4	53.3
	11 Q13	63	5.4	5.4	58.6
	12 Q14	68	5.8	5.8	64.5
	13 Q15	59	5.1	5.1	69.5
	14 Q16	50	4.3	4.3	73.8
	15 Q17	55	4.7	4.7	78.5
	16 Q18	63	5.4	5.4	83.9
	17 Q19	63	5.4	5.4	89.3
	18 Q20	67	5.7	5.7	95.0
	19 Q21	58	5.0	5.0	100.0
	Total	1168	100.0	100.0	

**Q3\_to\_Q21\_Order14 DATA-ONLY: Q3-Q21 item shown 14th**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Q3	59	5.1	5.1	5.1
	2 Q4	60	5.1	5.1	10.2
	3 Q5	63	5.4	5.4	15.6
	4 Q6	75	6.4	6.4	22.0
	5 Q7	57	4.9	4.9	26.9
	6 Q8	66	5.7	5.7	32.5
	7 Q9	56	4.8	4.8	37.3
	8 Q10	54	4.6	4.6	42.0
	9 Q11	79	6.8	6.8	48.7
	10 Q12	71	6.1	6.1	54.8
	11 Q13	61	5.2	5.2	60.0
	12 Q14	62	5.3	5.3	65.3
	13 Q15	52	4.5	4.5	69.8
	14 Q16	61	5.2	5.2	75.0
	15 Q17	61	5.2	5.2	80.2
	16 Q18	74	6.3	6.3	86.6
	17 Q19	53	4.5	4.5	91.1
	18 Q20	46	3.9	3.9	95.0
	19 Q21	58	5.0	5.0	100.0
	Total	1168	100.0	100.0	

**Q3\_to\_Q21\_Order15 DATA-ONLY: Q3-Q21 item shown 15th**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Q3	53	4.5	4.5	4.5
	2 Q4	60	5.1	5.1	9.7
	3 Q5	64	5.5	5.5	15.2
	4 Q6	62	5.3	5.3	20.5
	5 Q7	49	4.2	4.2	24.7
	6 Q8	60	5.1	5.1	29.8
	7 Q9	63	5.4	5.4	35.2
	8 Q10	73	6.3	6.3	41.4
	9 Q11	64	5.5	5.5	46.9
	10 Q12	70	6.0	6.0	52.9
	11 Q13	58	5.0	5.0	57.9
	12 Q14	68	5.8	5.8	63.7
	13 Q15	68	5.8	5.8	69.5
	14 Q16	70	6.0	6.0	75.5
	15 Q17	55	4.7	4.7	80.2
	16 Q18	55	4.7	4.7	84.9
	17 Q19	61	5.2	5.2	90.2
	18 Q20	59	5.1	5.1	95.2
	19 Q21	56	4.8	4.8	100.0
	Total	1168	100.0	100.0	

**Q3\_to\_Q21\_Order16 DATA-ONLY: Q3-Q21 item shown 16th**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Q3	52	4.5	4.5	4.5
	2 Q4	63	5.4	5.4	9.8
	3 Q5	66	5.7	5.7	15.5
	4 Q6	58	5.0	5.0	20.5
	5 Q7	64	5.5	5.5	25.9
	6 Q8	60	5.1	5.1	31.1
	7 Q9	77	6.6	6.6	37.7
	8 Q10	63	5.4	5.4	43.1
	9 Q11	56	4.8	4.8	47.9
	10 Q12	69	5.9	5.9	53.8
	11 Q13	58	5.0	5.0	58.7
	12 Q14	61	5.2	5.2	64.0
	13 Q15	65	5.6	5.6	69.5
	14 Q16	57	4.9	4.9	74.4
	15 Q17	46	3.9	3.9	78.3
	16 Q18	65	5.6	5.6	83.9
	17 Q19	67	5.7	5.7	89.6
	18 Q20	58	5.0	5.0	94.6
	19 Q21	63	5.4	5.4	100.0
	Total	1168	100.0	100.0	

**Q3\_to\_Q21\_Order17 DATA-ONLY: Q3-Q21 item shown 17th**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Q3	55	4.7	4.7	4.7
	2 Q4	59	5.1	5.1	9.8
	3 Q5	53	4.5	4.5	14.3
	4 Q6	78	6.7	6.7	21.0
	5 Q7	55	4.7	4.7	25.7
	6 Q8	59	5.1	5.1	30.7
	7 Q9	69	5.9	5.9	36.6
	8 Q10	55	4.7	4.7	41.4
	9 Q11	57	4.9	4.9	46.2
	10 Q12	55	4.7	4.7	50.9
	11 Q13	58	5.0	5.0	55.9
	12 Q14	73	6.3	6.3	62.2
	13 Q15	61	5.2	5.2	67.4
	14 Q16	54	4.6	4.6	72.0
	15 Q17	71	6.1	6.1	78.1
	16 Q18	69	5.9	5.9	84.0
	17 Q19	54	4.6	4.6	88.6
	18 Q20	74	6.3	6.3	94.9
	19 Q21	59	5.1	5.1	100.0
	Total	1168	100.0	100.0	

**Q3\_to\_Q21\_Order18 DATA-ONLY: Q3-Q21 item shown 18th**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Q3	64	5.5	5.5	5.5
	2 Q4	59	5.1	5.1	10.5
	3 Q5	50	4.3	4.3	14.8
	4 Q6	59	5.1	5.1	19.9
	5 Q7	59	5.1	5.1	24.9
	6 Q8	68	5.8	5.8	30.7
	7 Q9	57	4.9	4.9	35.6
	8 Q10	75	6.4	6.4	42.0
	9 Q11	59	5.1	5.1	47.1
	10 Q12	74	6.3	6.3	53.4
	11 Q13	58	5.0	5.0	58.4
	12 Q14	65	5.6	5.6	64.0
	13 Q15	58	5.0	5.0	68.9
	14 Q16	52	4.5	4.5	73.4
	15 Q17	77	6.6	6.6	80.0
	16 Q18	52	4.5	4.5	84.4
	17 Q19	60	5.1	5.1	89.6
	18 Q20	65	5.6	5.6	95.1
	19 Q21	57	4.9	4.9	100.0
	Total	1168	100.0	100.0	

**Q3\_to\_Q21\_Order19 DATA-ONLY: Q3-Q21 item shown 19th**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Q3	62	5.3	5.3	5.3
	2 Q4	68	5.8	5.8	11.1
	3 Q5	80	6.8	6.8	18.0
	4 Q6	56	4.8	4.8	22.8
	5 Q7	59	5.1	5.1	27.8
	6 Q8	56	4.8	4.8	32.6
	7 Q9	60	5.1	5.1	37.8
	8 Q10	65	5.6	5.6	43.3
	9 Q11	70	6.0	6.0	49.3
	10 Q12	44	3.8	3.8	53.1
	11 Q13	58	5.0	5.0	58.0
	12 Q14	48	4.1	4.1	62.2
	13 Q15	56	4.8	4.8	67.0
	14 Q16	60	5.1	5.1	72.1
	15 Q17	61	5.2	5.2	77.3
	16 Q18	62	5.3	5.3	82.6
	17 Q19	64	5.5	5.5	88.1
	18 Q20	68	5.8	5.8	93.9
	19 Q21	71	6.1	6.1	100.0
	Total	1168	100.0	100.0	

**Q3\_01\_Order DATA-ONLY: Clinton.jpg shown in this position**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	269	23.0	23.0	23.0
	2	305	26.1	26.1	49.1
	3	292	25.0	25.0	74.1
	4	302	25.9	25.9	100.0
	Total	1168	100.0	100.0	

**Q3\_02\_Order DATA-ONLY: Richardson.jpg shown in this position**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	307	26.3	26.3	26.3
	2	273	23.4	23.4	49.7
	3	292	25.0	25.0	74.7
	4	296	25.3	25.3	100.0
	Total	1168	100.0	100.0	

**Q3\_03\_Order DATA-ONLY: Biden.jpg shown in this position**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	292	25.0	25.0	25.0
	2	289	24.7	24.7	49.7
	3	303	25.9	25.9	75.7
	4	284	24.3	24.3	100.0
	Total	1168	100.0	100.0	

**Q3\_04\_Order DATA-ONLY: Rice.jpg shown in this position**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	300	25.7	25.7	25.7
	2	301	25.8	25.8	51.5
	3	281	24.1	24.1	75.5
	4	286	24.5	24.5	100.0
	Total	1168	100.0	100.0	

**Q3 Q3: Q3: Which one is the current Secretary of State?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	-1 Refused	60	5.1	5.1	5.1
	1 Clinton.jpg	958	82.0	82.0	87.2
	2 Richardson.jpg	29	2.5	2.5	89.6
	3 Biden.jpg	36	3.1	3.1	92.7
	4 Rice.jpg	85	7.3	7.3	100.0
	Total	1168	100.0	100.0	

**Q4\_01\_Order DATA-ONLY: Chairman of the Federal Reserve shown in this position**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	299	25.6	25.6	25.6
	2	305	26.1	26.1	51.7
	3	269	23.0	23.0	74.7
	4	295	25.3	25.3	100.0
	Total	1168	100.0	100.0	



**Q4\_02\_Order DATA-ONLY: Commissioner of the National Football League shown in this position**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	301	25.8	25.8	25.8
	2	288	24.7	24.7	50.4
	3	303	25.9	25.9	76.4
	4	276	23.6	23.6	100.0
	Total	1168	100.0	100.0	

**Q4\_03\_Order DATA-ONLY: Secretary of Education shown in this position**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	284	24.3	24.3	24.3
	2	286	24.5	24.5	48.8
	3	300	25.7	25.7	74.5
	4	298	25.5	25.5	100.0
	Total	1168	100.0	100.0	

**Q4\_04\_Order DATA-ONLY: CBS Evening News Anchor shown in this position**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	284	24.3	24.3	24.3
	2	289	24.7	24.7	49.1
	3	296	25.3	25.3	74.4
	4	299	25.6	25.6	100.0
	Total	1168	100.0	100.0	

**Q4 Q4: {Chairman-of-Federal-Reserve.jpg} What position does this person hold?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	-1 Refused	212	18.2	18.2	18.2
	1 Chairman of the Federal Reserve	816	69.9	69.9	88.0
	2 Commissioner of the National Football League	22	1.9	1.9	89.9
	3 Secretary of Education	92	7.9	7.9	97.8
	4 CBS Evening News Anchor	26	2.2	2.2	100.0
	Total	1168	100.0	100.0	

**Q5\_01\_Order DATA-ONLY: Sonia Sotomayor shown in this position**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	262	22.4	22.4	22.4
	2	301	25.8	25.8	48.2
	3	309	26.5	26.5	74.7
	4	296	25.3	25.3	100.0
	Total	1168	100.0	100.0	

**Q5\_02\_Order DATA-ONLY: Maria Bartiromo shown in this position**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	284	24.3	24.3	24.3
	2	304	26.0	26.0	50.3
	3	292	25.0	25.0	75.3
	4	288	24.7	24.7	100.0
	Total	1168	100.0	100.0	

**Q5\_03\_Order DATA-ONLY: Soledad O'Brien shown in this position**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	291	24.9	24.9	24.9
	2	299	25.6	25.6	50.5
	3	282	24.1	24.1	74.7
	4	296	25.3	25.3	100.0
	Total	1168	100.0	100.0	

**Q5\_04\_Order DATA-ONLY: Elena Kagan shown in this position**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	331	28.3	28.3	28.3
	2	264	22.6	22.6	50.9
	3	285	24.4	24.4	75.3
	4	288	24.7	24.7	100.0
	Total	1168	100.0	100.0	

**Q5 Q5L {Sotomayor.jpg} Who is this?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	-1 Refused	186	15.9	15.9	15.9
	1 Sonia Sotomayor	764	65.4	65.4	81.3
	2 Maria Bartiromo	99	8.5	8.5	89.8
	3 Soledad O'Brien	37	3.2	3.2	93.0
	4 Elena Kagan	82	7.0	7.0	100.0
	Total	1168	100.0	100.0	

**Q6\_01\_Order DATA-ONLY: Moammar Gadhafi shown in this position**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	303	25.9	25.9	25.9
	2	302	25.9	25.9	51.8
	3	295	25.3	25.3	77.1
	4	268	22.9	22.9	100.0
	Total	1168	100.0	100.0	

**Q6\_02\_Order DATA-ONLY: Hamid Karzai shown in this position**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	263	22.5	22.5	22.5
	2	304	26.0	26.0	48.5
	3	300	25.7	25.7	74.2
	4	301	25.8	25.8	100.0
	Total	1168	100.0	100.0	

**Q6\_03\_Order DATA-ONLY: Nicolas Sarkozy shown in this position**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	321	27.5	27.5	27.5
	2	275	23.5	23.5	51.0
	3	272	23.3	23.3	74.3
	4	300	25.7	25.7	100.0
	Total	1168	100.0	100.0	

**Q6\_04\_order DATA-ONLY: Silvio Berlusconi shown in this position**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	281	24.1	24.1	24.1
	2	287	24.6	24.6	48.6
	3	301	25.8	25.8	74.4
	4	299	25.6	25.6	100.0
	Total	1168	100.0	100.0	

**Q6 Q6: {Gadhafi.jpg} Who is this?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	-1 Refused	111	9.5	9.5	9.5
	1 Moammar Gadhafi	946	81.0	81.0	90.5
	2 Hamid Karzai	45	3.9	3.9	94.3
	3 Nicolas Sarkozy	28	2.4	2.4	96.7
	4 Silvio Berlusconi	38	3.3	3.3	100.0
	Total	1168	100.0	100.0	

**Q7\_01\_Order DATA-ONLY: Jobs.jpg shown in this position**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	262	22.4	22.4	22.4
	2	305	26.1	26.1	48.5
	3	313	26.8	26.8	75.3
	4	288	24.7	24.7	100.0
	Total	1168	100.0	100.0	

**Q7\_02\_Order DATA-ONLY: Gates.jpg shown in this position**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	292	25.0	25.0	25.0
	2	292	25.0	25.0	50.0
	3	279	23.9	23.9	73.9
	4	305	26.1	26.1	100.0
	Total	1168	100.0	100.0	

**Q7\_03\_Order DATA-ONLY: Zuckerberg.jpg shown in this position**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	318	27.2	27.2	27.2
	2	270	23.1	23.1	50.3
	3	282	24.1	24.1	74.5
	4	298	25.5	25.5	100.0
	Total	1168	100.0	100.0	

**Q7\_04\_Order DATA-ONLY: Whitman.jpg shown in this position**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	296	25.3	25.3	25.3
	2	301	25.8	25.8	51.1
	3	294	25.2	25.2	76.3
	4	277	23.7	23.7	100.0
	Total	1168	100.0	100.0	

**Q7 Q7: Which one is a co-founder of Apple?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	-1 Refused	85	7.3	7.3	7.3
	1 Jobs.jpg	851	72.9	72.9	80.1
	2 Gates.jpg	182	15.6	15.6	95.7
	3 Zuckerberg.jpg	36	3.1	3.1	98.8
	4 Whitman.jpg	14	1.2	1.2	100.0
	Total	1168	100.0	100.0	

**Q8\_01\_Order DATA-ONLY: Crescent-and-Star.gif shown in this position**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	281	24.1	24.1	24.1
	2	317	27.1	27.1	51.2
	3	286	24.5	24.5	75.7
	4	284	24.3	24.3	100.0
	Total	1168	100.0	100.0	

**Q8\_02\_Order DATA-ONLY: Cross.gif shown in this position**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	302	25.9	25.9	25.9
	2	285	24.4	24.4	50.3
	3	304	26.0	26.0	76.3
	4	277	23.7	23.7	100.0
	Total	1168	100.0	100.0	

**Q8\_03\_Order DATA-ONLY: Star-of-David.gif shown in this position**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	299	25.6	25.6	25.6
	2	295	25.3	25.3	50.9
	3	295	25.3	25.3	76.1
	4	279	23.9	23.9	100.0
	Total	1168	100.0	100.0	

**Q8\_04\_Order DATA-ONLY: Hindu-Symbol.gif shown in this position**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	286	24.5	24.5	24.5
	2	271	23.2	23.2	47.7
	3	283	24.2	24.2	71.9
	4	328	28.1	28.1	100.0
	Total	1168	100.0	100.0	

**Q8 Q8: Which of these symbols is associated with Islam?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	-1 Refused	116	9.9	9.9	9.9
	1 Crescent-and-Star.gif	497	42.6	42.6	52.5
	2 Cross.gif	11	.9	.9	53.4
	3 Star-of-David.gif	151	12.9	12.9	66.4
	4 Hindu-Symbol.gif	393	33.6	33.6	100.0
	Total	1168	100.0	100.0	

**Q9\_01\_Order DATA-ONLY: Republican Party shown in this position**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	309	26.5	26.5	26.5
	2	293	25.1	25.1	51.5
	3	281	24.1	24.1	75.6
	4	285	24.4	24.4	100.0
	Total	1168	100.0	100.0	

**Q9\_02\_Order DATA-ONLY: Democratic Party shown in this position**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	296	25.3	25.3	25.3
	2	305	26.1	26.1	51.5
	3	267	22.9	22.9	74.3
	4	300	25.7	25.7	100.0
	Total	1168	100.0	100.0	

**Q9\_03\_Order DATA-ONLY: Green Party shown in this position**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	274	23.5	23.5	23.5
	2	278	23.8	23.8	47.3
	3	311	26.6	26.6	73.9
	4	305	26.1	26.1	100.0
	Total	1168	100.0	100.0	

**Q9\_04\_Order DATA-ONLY: Libertarian Party shown in this position**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	289	24.7	24.7	24.7
	2	292	25.0	25.0	49.7
	3	309	26.5	26.5	76.2
	4	278	23.8	23.8	100.0
	Total	1168	100.0	100.0	

**Q9 Q9: {Republican-Party.gif} Which political party does this symbol represent...?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	-1 Refused	63	5.4	5.4	5.4
	1 Republican Party	874	74.8	74.8	80.2
	2 Democratic Party	178	15.2	15.2	95.5
	3 Green Party	12	1.0	1.0	96.5
	4 Libertarian Party	41	3.5	3.5	100.0
	Total	1168	100.0	100.0	

**Q10\_01\_Order DATA-ONLY: Israel shown in this position**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	299	25.6	25.6	25.6
	2	279	23.9	23.9	49.5
	3	303	25.9	25.9	75.4
	4	287	24.6	24.6	100.0
	Total	1168	100.0	100.0	

**Q10\_02\_Order DATA-ONLY: Saudi Arabia shown in this position**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	317	27.1	27.1	27.1
	2	270	23.1	23.1	50.3
	3	279	23.9	23.9	74.1
	4	302	25.9	25.9	100.0
	Total	1168	100.0	100.0	

**Q10\_03\_Order DATA-ONLY: Egypt shown in this position**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	270	23.1	23.1	23.1
	2	315	27.0	27.0	50.1
	3	291	24.9	24.9	75.0
	4	292	25.0	25.0	100.0
	Total	1168	100.0	100.0	



**Q10\_Q4\_Order DATA-ONLY: Turkey shown in this position**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	282	24.1	24.1	24.1
	2	304	26.0	26.0	50.2
	3	295	25.3	25.3	75.4
	4	287	24.6	24.6	100.0
	Total	1168	100.0	100.0	

**Q10 Q10: {Israel.gif} What Middle Eastern country is highlighted on this map...?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	-1 Refused	188	16.1	16.1	16.1
	1 Israel	680	58.2	58.2	74.3
	2 Saudi Arabia	137	11.7	11.7	86.0
	3 Egypt	58	5.0	5.0	91.0
	4 Turkey	105	9.0	9.0	100.0
	Total	1168	100.0	100.0	

**Q11 Q11: {Q11.gif} Which country is Brazil?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	-1 Refused	93	8.0	8.0	8.0
	1 Venezuela	41	3.5	3.5	11.5
	2 Brazil	906	77.6	77.6	89.0
	3 Chile	88	7.5	7.5	96.6
	4 Ecuador	40	3.4	3.4	100.0
	Total	1168	100.0	100.0	

**Q12 Q12: Thinking about Congress, do Republicans currently have a majority in...?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	-1 Refused	117	10.0	10.0	10.0
	1 The House of Representatives	523	44.8	44.8	54.8
	2 The Senate	173	14.8	14.8	69.6
	3 Both the House and Senate	244	20.9	20.9	90.5
	4 Neither the House nor the Senate	111	9.5	9.5	100.0
	Total	1168	100.0	100.0	

**Q13\_01\_Order DATA-ONLY: Liberal shown in this position**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	387	33.1	33.1	33.1
	2	390	33.4	33.4	66.5
	3	391	33.5	33.5	100.0
	Total	1168	100.0	100.0	

**Q13\_02\_Order DATA-ONLY: Moderate shown in this position**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	382	32.7	32.7	32.7
	2	383	32.8	32.8	65.5
	3	403	34.5	34.5	100.0
	Total	1168	100.0	100.0	

**Q13\_03\_Order DATA-ONLY: Conservative shown in this position**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	399	34.2	34.2	34.2
	2	395	33.8	33.8	68.0
	3	374	32.0	32.0	100.0
	Total	1168	100.0	100.0	

**Q13 Q13: The Chief Justice of the Supreme Court is John Roberts. Is he generally considered a...?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	-1 Refused	213	18.2	18.2	18.2
	1 Liberal	173	14.8	14.8	33.0
	2 Moderate	233	19.9	19.9	53.0
	3 Conservative	549	47.0	47.0	100.0
	Total	1168	100.0	100.0	

**Q14 Q14: Is the national unemployment rate as reported by the government currently closer to...?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	-1 Refused	52	4.5	4.5	4.5
	1 5%	17	1.5	1.5	5.9
	2 9%	694	59.4	59.4	65.3
	3 15%	230	19.7	19.7	85.0
	4 21%	175	15.0	15.0	100.0
	Total	1168	100.0	100.0	

**Q15\_01\_Order DATA-ONLY: David Cameron shown in this position**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	307	26.3	26.3	26.3
	2	304	26.0	26.0	52.3
	3	299	25.6	25.6	77.9
	4	258	22.1	22.1	100.0
	Total	1168	100.0	100.0	

**Q15\_02\_Order DATA-ONLY: Angela Merkel shown in this position**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	287	24.6	24.6	24.6
	2	284	24.3	24.3	48.9
	3	283	24.2	24.2	73.1
	4	314	26.9	26.9	100.0
	Total	1168	100.0	100.0	

**Q15\_03\_Order DATA-ONLY: Tony Hayward shown in this position**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	292	25.0	25.0	25.0
	2	302	25.9	25.9	50.9
	3	298	25.5	25.5	76.4
	4	276	23.6	23.6	100.0
	Total	1168	100.0	100.0	

**Q15\_04\_Order DATA-ONLY: Richard Branson shown in this position**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	282	24.1	24.1	24.1
	2	278	23.8	23.8	47.9
	3	288	24.7	24.7	72.6
	4	320	27.4	27.4	100.0
	Total	1168	100.0	100.0	

**Q15 Q15: Who is the Prime Minister of Great Britain... ?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	-1 Refused	208	17.8	17.8	17.8
	1 David Cameron	453	38.8	38.8	56.6
	2 Angela Merkel	39	3.3	3.3	59.9
	3 Tony Hayward	343	29.4	29.4	89.3
	4 Richard Branson	125	10.7	10.7	100.0
	Total	1168	100.0	100.0	

**Q16 Q16: Do Pakistan and Afghanistan share a border, or not?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	-1 Refused	108	9.2	9.2	9.2
	1 Yes, they do	899	77.0	77.0	86.2
	2 No, they do not	161	13.8	13.8	100.0
	Total	1168	100.0	100.0	

**Q17 Q17: Since the start of military action in Afghanistan, about how many U.S. military personnel have been killed? Around...**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	-1 Refused	119	10.2	10.2	10.2
	1 180	48	4.1	4.1	14.3
	2 1,800	594	50.9	50.9	65.2
	3 18,000	313	26.8	26.8	92.0
	4 180,000	94	8.0	8.0	100.0
	Total	1168	100.0	100.0	

**Q18 Q18: Is the Dow Jones Industrial Average currently closer to...?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	-1 Refused	194	16.6	16.6	16.6
	1 3,000	135	11.6	11.6	28.2
	2 6,000	181	15.5	15.5	43.7
	3 11,000	618	52.9	52.9	96.6
	4 16,000	40	3.4	3.4	100.0
	Total	1168	100.0	100.0	

**Q19\_01\_Order DATA-ONLY: John Boehner shown in this position**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	307	26.3	26.3	26.3
	2	286	24.5	24.5	50.8
	3	286	24.5	24.5	75.3
	4	289	24.7	24.7	100.0
	Total	1168	100.0	100.0	

**Q19\_02\_Order DATA-ONLY: Nancy Pelosi shown in this position**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	294	25.2	25.2	25.2
	2	296	25.3	25.3	50.5
	3	298	25.5	25.5	76.0
	4	280	24.0	24.0	100.0
	Total	1168	100.0	100.0	

**Q19\_03\_Order DATA-ONLY: Newt Gingrich shown in this position**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	273	23.4	23.4	23.4
	2	280	24.0	24.0	47.3
	3	307	26.3	26.3	73.6
	4	308	26.4	26.4	100.0
	Total	1168	100.0	100.0	

**Q19\_04\_Order DATA-ONLY: Mitch McConnell shown in this position**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	294	25.2	25.2	25.2
	2	306	26.2	26.2	51.4
	3	277	23.7	23.7	75.1
	4	291	24.9	24.9	100.0
	Total	1168	100.0	100.0	

**Q19 Q19: Who is the current Speaker of the U.S. House of Representatives?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	-1 Refused	105	9.0	9.0	9.0
	1 John Boehner	668	57.2	57.2	66.2
	2 Nancy Pelosi	256	21.9	21.9	88.1
	3 Newt Gingrich	75	6.4	6.4	94.5
	4 Mitch McConnell	64	5.5	5.5	100.0
	Total	1168	100.0	100.0	

**Q20\_01\_Order DATA-ONLY: Greece shown in this position**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	297	25.4	25.4	25.4
	2	301	25.8	25.8	51.2
	3	287	24.6	24.6	75.8
	4	283	24.2	24.2	100.0
	Total	1168	100.0	100.0	

**Q20\_02\_Order DATA-ONLY: Germany shown in this position**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	302	25.9	25.9	25.9
	2	284	24.3	24.3	50.2
	3	291	24.9	24.9	75.1
	4	291	24.9	24.9	100.0
	Total	1168	100.0	100.0	

**Q20\_03\_Order DATA-ONLY: Great Britain shown in this position**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	299	25.6	25.6	25.6
	2	278	23.8	23.8	49.4
	3	274	23.5	23.5	72.9
	4	317	27.1	27.1	100.0
	Total	1168	100.0	100.0	

**Q20\_04\_Order DATA-ONLY: Switzerland shown in this position**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	270	23.1	23.1	23.1
	2	305	26.1	26.1	49.2
	3	316	27.1	27.1	76.3
	4	277	23.7	23.7	100.0
	Total	1168	100.0	100.0	

**Q20 Q20: What European country is facing severe debt problems and possible default...?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	-1 Refused	131	11.2	11.2	11.2
	1 Greece	718	61.5	61.5	72.7
	2 Germany	113	9.7	9.7	82.4
	3 Great Britain	150	12.8	12.8	95.2
	4 Switzerland	56	4.8	4.8	100.0
	Total	1168	100.0	100.0	

**Q21 Q21: Is the percentage of Americans in poverty as reported by the government currently closer to...?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	-1 Refused	89	7.6	7.6	7.6
	1 1%	11	.9	.9	8.6
	2 5%	104	8.9	8.9	17.5
	3 15%	538	46.1	46.1	63.5
	4 30%	426	36.5	36.5	100.0
	Total	1168	100.0	100.0	

**Q22a\_01\_Order DATA-ONLY: Television shown in this position**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	230	19.7	19.7	19.7
	2	227	19.4	19.4	39.1
	3	243	20.8	20.8	59.9
	4	225	19.3	19.3	79.2
	5	243	20.8	20.8	100.0
	Total	1168	100.0	100.0	

**Q22a\_02\_Order DATA-ONLY: Newspapers shown in this position**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	216	18.5	18.5	18.5
	2	249	21.3	21.3	39.8
	3	238	20.4	20.4	60.2
	4	230	19.7	19.7	79.9
	5	235	20.1	20.1	100.0
	Total	1168	100.0	100.0	

**Q22a\_03\_Order DATA-ONLY: Radio shown in this position**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	249	21.3	21.3	21.3
	2	219	18.8	18.8	40.1
	3	245	21.0	21.0	61.0
	4	244	20.9	20.9	81.9
	5	211	18.1	18.1	100.0
	Total	1168	100.0	100.0	

**Q22a\_04\_Order DATA-ONLY: Magazines shown in this position**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	231	19.8	19.8	19.8
	2	240	20.5	20.5	40.3
	3	220	18.8	18.8	59.2
	4	239	20.5	20.5	79.6
	5	238	20.4	20.4	100.0
	Total	1168	100.0	100.0	



**Q22a\_05\_Order DATA-ONLY: The internet shown in this position**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	242	20.7	20.7	20.7
	2	233	19.9	19.9	40.7
	3	222	19.0	19.0	59.7
	4	230	19.7	19.7	79.4
	5	241	20.6	20.6	100.0
	Total	1168	100.0	100.0	

**Q22\_1 Q22: [Choice 1] How do you get most of your news about national and international issues?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	-1 Refused	34	2.9	2.9	2.9
	1 Television	599	51.3	51.3	54.2
	2 Newspapers	155	13.3	13.3	67.5
	3 Radio	114	9.8	9.8	77.2
	4 Magazines	11	.9	.9	78.2
	5 The internet	255	21.8	21.8	100.0
	Total	1168	100.0	100.0	

**Q22\_2 Q22: [Choice 2] How do you get most of your news about national and international issues?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Television	185	15.8	40.8	40.8
	2 Newspapers	110	9.4	24.3	65.1
	3 Radio	49	4.2	10.8	75.9
	4 Magazines	6	.5	1.3	77.3
	5 The internet	103	8.8	22.7	100.0
	Total	453	38.8	100.0	
Missing	System	715	61.2		
Total		1168	100.0		

**Q23\_01\_Order DATA-ONLY: Local news programming shown in this position**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	267	22.9	34.1	34.1
	4	252	21.6	32.1	66.2
	7	265	22.7	33.8	100.0
	Total	784	67.1	100.0	
Missing	System	384	32.9		
Total		1168	100.0		

**Q23\_02\_Order DATA-ONLY: ABC Network news shown in this position**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	84	7.2	10.7	10.7
	2	140	12.0	17.9	28.6
	3	126	10.8	16.1	44.6
	4	74	6.3	9.4	54.1
	5	140	12.0	17.9	71.9
	6	136	11.6	17.3	89.3
	7	84	7.2	10.7	100.0
	Total	784	67.1	100.0	
Missing	System	384	32.9		
Total		1168	100.0		

**Q23\_03\_Order DATA-ONLY: CBS Network news shown in this position**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	91	7.8	11.6	11.6
	2	116	9.9	14.8	26.4
	3	131	11.2	16.7	43.1
	4	94	8.0	12.0	55.1
	5	134	11.5	17.1	72.2
	6	126	10.8	16.1	88.3
	7	92	7.9	11.7	100.0
	Total	784	67.1	100.0	
Missing	System	384	32.9		
Total		1168	100.0		

**Q23\_04\_Order DATA-ONLY: NBC Network news shown in this position**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	84	7.2	10.7	10.7
	2	131	11.2	16.7	27.4
	3	130	11.1	16.6	44.0
	4	93	8.0	11.9	55.9
	5	123	10.5	15.7	71.6
	6	135	11.6	17.2	88.8
	7	88	7.5	11.2	100.0
	Total	784	67.1	100.0	
Missing	System	384	32.9		
Total		1168	100.0		

**Q23\_05\_Order DATA-ONLY: CNN Cable news shown in this position**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	80	6.8	10.2	10.2
	2	140	12.0	17.9	28.1
	3	132	11.3	16.8	44.9
	4	90	7.7	11.5	56.4
	5	136	11.6	17.3	73.7
	6	124	10.6	15.8	89.5
	7	82	7.0	10.5	100.0
	Total	784	67.1	100.0	
Missing	System	384	32.9		
Total		1168	100.0		

**Q23\_06\_Order DATA-ONLY: MSNBC Cable news shown in this position**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	88	7.5	11.2	11.2
	2	128	11.0	16.3	27.6
	3	134	11.5	17.1	44.6
	4	91	7.8	11.6	56.3
	5	124	10.6	15.8	72.1
	6	129	11.0	16.5	88.5
	7	90	7.7	11.5	100.0
	Total	784	67.1	100.0	
Missing	System	384	32.9		
Total		1168	100.0		

**Q23\_07\_Order DATA-ONLY: The Fox News Cable Channel shown in this position**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	90	7.7	11.5	11.5
	2	129	11.0	16.5	27.9
	3	131	11.2	16.7	44.6
	4	90	7.7	11.5	56.1
	5	127	10.9	16.2	72.3
	6	134	11.5	17.1	89.4
	7	83	7.1	10.6	100.0
	Total	784	67.1	100.0	
Missing	System	384	32.9		
Total		1168	100.0		

**Q23\_1 Q23: [Choice 1] On television, do you get most of your news about national and international issues from...?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	-1 Refused	6	.5	.8	.8
	1 Local news programming	234	20.0	29.8	30.6
	2 ABC Network news	86	7.4	11.0	41.6
	3 CBS Network news	87	7.4	11.1	52.7
	4 NBC Network news	118	10.1	15.1	67.7
	5 CNN Cable news	87	7.4	11.1	78.8
	6 MSNBC Cable news	37	3.2	4.7	83.5
	7 The Fox News Cable Channel	129	11.0	16.5	100.0
	Total	784	67.1	100.0	
Missing	System	384	32.9		
Total		1168	100.0		

**Q23\_2 Q23: [Choice 2] On television, do you get most of your news about national and international issues from...?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Local news programming	70	6.0	18.7	18.7
	2 ABC Network news	70	6.0	18.7	37.3
	3 CBS Network news	48	4.1	12.8	50.1
	4 NBC Network news	60	5.1	16.0	66.1
	5 CNN Cable news	58	5.0	15.5	81.6
	6 MSNBC Cable news	33	2.8	8.8	90.4
	7 The Fox News Cable Channel	36	3.1	9.6	100.0
	Total	375	32.1	100.0	
Missing	System	793	67.9		
Total		1168	100.0		

**PARTY In politics TODAY, do you consider yourself a Republican, Democrat, or independent?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	-1 Refused	56	4.8	4.8	4.8
	1 Republican	335	28.7	28.7	33.5
	2 Democrat	426	36.5	36.5	69.9
	3 Independent	351	30.1	30.1	100.0
	Total	1168	100.0	100.0	

**PARTYLN As of today do you lean more to the Republican Party or more to the Democratic Party?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	-1 Refused	86	7.4	21.1	21.1
	1 Republican	153	13.1	37.6	58.7
	2 Democrat	168	14.4	41.3	100.0
	Total	407	34.8	100.0	
Missing	System	761	65.2		
Total		1168	100.0		

**PPAGE: Age**

**ppagecat Age - 7 Categories**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 18-24	124	10.6	10.6	10.6
	2 25-34	188	16.1	16.1	26.7
	3 35-44	207	17.7	17.7	44.4
	4 45-54	237	20.3	20.3	64.7
	5 55-64	184	15.8	15.8	80.5
	6 65-74	167	14.3	14.3	94.8
	7 75+	61	5.2	5.2	100.0
Total		1168	100.0	100.0	

**ppagect4 Age - 4 Categories**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 18-29	226	19.3	19.3	19.3
	2 30-44	293	25.1	25.1	44.4
	3 45-59	345	29.5	29.5	74.0
	4 60+	304	26.0	26.0	100.0
Total		1168	100.0	100.0	

**PPEDUC Education (Highest Degree Received)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No formal education	2	.2	.2	.2
	2 1st, 2nd, 3rd, or 4th grade	3	.3	.3	.4
	3 5th or 6th grade	4	.3	.3	.8
	4 7th or 8th grade	19	1.6	1.6	2.4
	5 9th grade	18	1.5	1.5	3.9
	6 10th grade	42	3.6	3.6	7.5
	7 11th grade	27	2.3	2.3	9.8
	8 12th grade NO DIPLOMA	64	5.5	5.5	15.3
	9 HIGH SCHOOL GRADUATE - high school DIPLOMA or the equivalent (GED)	339	29.0	29.0	44.3
	10 Some college, no degree	214	18.3	18.3	62.7
	11 Associate degree	98	8.4	8.4	71.1
	12 Bachelors degree	204	17.5	17.5	88.5
	13 Masters degree	95	8.1	8.1	96.7
	14 Professional or Doctorate degree	39	3.3	3.3	100.0
	Total	1168	100.0	100.0	

**PPEDUCAT Education (Categorical)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Less than high school	179	15.3	15.3	15.3
	2 High school	339	29.0	29.0	44.3
	3 Some college	312	26.7	26.7	71.1
	4 Bachelor's degree or higher	338	28.9	28.9	100.0
	Total	1168	100.0	100.0	

**PPETHM Race / Ethnicity**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 White, Non-Hispanic	764	65.4	65.4	65.4
	2 Black, Non-Hispanic	129	11.0	11.0	76.5
	3 Other, Non-Hispanic	38	3.3	3.3	79.7
	4 Hispanic	206	17.6	17.6	97.3
	5 2+ Races, Non-Hispanic	31	2.7	2.7	100.0
	Total	1168	100.0	100.0	

**PPGENDER Gender**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Male	570	48.8	48.8	48.8
	2 Female	598	51.2	51.2	100.0
	Total	1168	100.0	100.0	

**PPHHHEAD Household Head**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 No	223	19.1	19.1	19.1
	1 Yes	945	80.9	80.9	100.0
	Total	1168	100.0	100.0	

**PPHHSIZE Household Size**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	197	16.9	16.9	16.9
	2	412	35.3	35.3	52.1
	3	196	16.8	16.8	68.9
	4	188	16.1	16.1	85.0
	5	93	8.0	8.0	93.0
	6	50	4.3	4.3	97.3
	7	15	1.3	1.3	98.5
	8	9	.8	.8	99.3
	9	5	.4	.4	99.7
	10	1	.1	.1	99.8
	12	2	.2	.2	100.0
	Total	1168	100.0	100.0	

**PPHOUSE Housing Type**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 A one-family house detached from any other house	812	69.5	69.5	69.5
	2 A one-family house attached to one or more houses	92	7.9	7.9	77.4
	3 A building with 2 or more apartments	204	17.5	17.5	94.9
	4 A mobile home	56	4.8	4.8	99.7
	5 Boat, RV, van, etc.	4	.3	.3	100.0
	Total	1168	100.0	100.0	



**PPINCIMP Household Income**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Less than \$5,000	33	2.8	2.8	2.8
	2 \$5,000 to \$7,499	22	1.9	1.9	4.7
	3 \$7,500 to \$9,999	27	2.3	2.3	7.0
	4 \$10,000 to \$12,499	35	3.0	3.0	10.0
	5 \$12,500 to \$14,999	38	3.3	3.3	13.3
	6 \$15,000 to \$19,999	41	3.5	3.5	16.8
	7 \$20,000 to \$24,999	56	4.8	4.8	21.6
	8 \$25,000 to \$29,999	61	5.2	5.2	26.8
	9 \$30,000 to \$34,999	60	5.1	5.1	31.9
	10 \$35,000 to \$39,999	63	5.4	5.4	37.3
	11 \$40,000 to \$49,999	101	8.6	8.6	46.0
	12 \$50,000 to \$59,999	109	9.3	9.3	55.3
	13 \$60,000 to \$74,999	110	9.4	9.4	64.7
	14 \$75,000 to \$84,999	85	7.3	7.3	72.0
	15 \$85,000 to \$99,999	79	6.8	6.8	78.8
	16 \$100,000 to \$124,999	108	9.2	9.2	88.0
	17 \$125,000 to \$149,999	55	4.7	4.7	92.7
	18 \$150,000 to \$174,999	37	3.2	3.2	95.9
	19 \$175,000 or more	48	4.1	4.1	100.0
	Total	1168	100.0	100.0	

**PPMARIT Marital Status**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Married	651	55.7	55.7	55.7
	2 Widowed	64	5.5	5.5	61.2
	3 Divorced	116	9.9	9.9	71.1
	4 Separated	23	2.0	2.0	73.1
	5 Never married	227	19.4	19.4	92.6
	6 Living with partner	87	7.4	7.4	100.0
	Total	1168	100.0	100.0	

**PPMSACAT MSA Status**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 Non-Metro	186	15.9	15.9	15.9
	1 Metro	982	84.1	84.1	100.0
	Total	1168	100.0	100.0	

**PPNET HH Internet Access**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 No	277	23.7	23.7	23.7
	1 Yes	891	76.3	76.3	100.0
	Total	1168	100.0	100.0	

**PPREG4 Region 4 - Based on State of Residence**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Northeast	189	16.2	16.2	16.2
	2 Midwest	279	23.9	23.9	40.1
	3 South	434	37.2	37.2	77.2
	4 West	266	22.8	22.8	100.0
	Total	1168	100.0	100.0	

**ppreg9 Region 9 - Based on State of Residence**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 New England	50	4.3	4.3	4.3
	2 Mid-Atlantic	139	11.9	11.9	16.2
	3 East-North Central	190	16.3	16.3	32.4
	4 West-North Central	89	7.6	7.6	40.1
	5 South Atlantic	227	19.4	19.4	59.5
	6 East-South Central	67	5.7	5.7	65.2
	7 West-South Central	140	12.0	12.0	77.2
	8 Mountain	86	7.4	7.4	84.6
	9 Pacific	180	15.4	15.4	100.0
	Total	1168	100.0	100.0	

**PPRENT Ownership Status of Living Quarters**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Owned or being bought by you or someone in your household	856	73.3	73.3	73.3
	2 Rented for cash	273	23.4	23.4	96.7
	3 Occupied without payment of cash rent	39	3.3	3.3	100.0
	Total	1168	100.0	100.0	

PPSTATEN State

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	11 ME	5	.4	.4	.4
	12 NH	4	.3	.3	.8
	13 VT	3	.3	.3	1.0
	14 MA	20	1.7	1.7	2.7
	15 RI	5	.4	.4	3.2
	16 CT	13	1.1	1.1	4.3
	21 NY	60	5.1	5.1	9.4
	22 NJ	27	2.3	2.3	11.7
	23 PA	52	4.5	4.5	16.2
	31 OH	52	4.5	4.5	20.6
	32 IN	27	2.3	2.3	22.9
	33 IL	45	3.9	3.9	26.8
	34 MI	34	2.9	2.9	29.7
	35 WI	32	2.7	2.7	32.4
	41 MN	30	2.6	2.6	35.0
	42 IA	10	.9	.9	35.9
	43 MO	24	2.1	2.1	37.9
	44 ND	2	.2	.2	38.1
	45 SD	5	.4	.4	38.5
	46 NE	12	1.0	1.0	39.6
	47 KS	6	.5	.5	40.1
	51 DE	3	.3	.3	40.3
	52 MD	16	1.4	1.4	41.7
	53 DC	2	.2	.2	41.9
	54 VA	31	2.7	2.7	44.5
	55 WV	11	.9	.9	45.5
	56 NC	29	2.5	2.5	47.9
	57 SC	24	2.1	2.1	50.0
	58 GA	33	2.8	2.8	52.8
	59 FL	78	6.7	6.7	59.5
	61 KY	17	1.5	1.5	61.0
	62 TN	23	2.0	2.0	62.9
	63 AL	19	1.6	1.6	64.6
	64 MS	8	.7	.7	65.2
	71 AR	5	.4	.4	65.7
	72 LA	16	1.4	1.4	67.0
	73 OK	15	1.3	1.3	68.3
	74 TX	104	8.9	8.9	77.2
	81 MT	3	.3	.3	77.5
	82 ID	8	.7	.7	78.2
	83 WY	1	.1	.1	78.3
	84 CO	23	2.0	2.0	80.2
	85 NM	6	.5	.5	80.7
	86 AZ	29	2.5	2.5	83.2
	87 UT	8	.7	.7	83.9
	88 NV	8	.7	.7	84.6
	91 WA	34	2.9	2.9	87.5
	92 OR	16	1.4	1.4	88.9
	93 CA	127	10.9	10.9	99.7
	94 AK	1	.1	.1	99.8
	95 HI	2	.2	.2	100.0
	Total	1168	100.0	100.0	

**PPT01 Presence of Household Members - Children 0-2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	1086	93.0	93.0	93.0
	1	73	6.3	6.3	99.2
	2	6	.5	.5	99.7
	3	2	.2	.2	99.9
	4	1	.1	.1	100.0
	Total	1168	100.0	100.0	

**PPT25 Presence of Household Members - Children 2-5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	1027	87.9	87.9	87.9
	1	112	9.6	9.6	97.5
	2	26	2.2	2.2	99.7
	3	3	.3	.3	100.0
	Total	1168	100.0	100.0	

**PPT612 Presence of Household Members - Children 6-12**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	965	82.6	82.6	82.6
	1	125	10.7	10.7	93.3
	2	62	5.3	5.3	98.6
	3	16	1.4	1.4	100.0
	Total	1168	100.0	100.0	

**PPT1317 Presence of Household Members - Children 13-17**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	985	84.3	84.3	84.3
	1	140	12.0	12.0	96.3
	2	35	3.0	3.0	99.3
	3	6	.5	.5	99.8
	4	2	.2	.2	100.0
	Total	1168	100.0	100.0	

**PPT18OV Presence of Household Members - Adults 18+**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	244	20.9	20.9	20.9
	2	629	53.9	53.9	74.7
	3	168	14.4	14.4	89.1
	4	85	7.3	7.3	96.4
	5	30	2.6	2.6	99.0
	6	5	.4	.4	99.4
	7	5	.4	.4	99.8
	9	1	.1	.1	99.9
	11	1	.1	.1	100.0
	Total	1168	100.0	100.0	

**PPWORK Current Employment Status**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Working - as a paid employee	553	47.3	47.3	47.3
	2 Working - self-employed	77	6.6	6.6	53.9
	3 Not working - on temporary layoff from a job	16	1.4	1.4	55.3
	4 Not working - looking for work	119	10.2	10.2	65.5
	5 Not working - retired	223	19.1	19.1	84.6
	6 Not working - disabled	87	7.4	7.4	92.0
	7 Not working - other	93	8.0	8.0	100.0
	Total	1168	100.0	100.0	

ppphone Of all the telephone calls that you and other household members receive, are.

..

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	-2 Not asked	18	1.5	1.5	1.5
	1 (Cell phone only household)	229	19.6	19.7	21.2
	2 All or almost all calls received on cell phones	152	13.0	13.1	34.3
	3 Some received on cell phones and some on regular phones	529	45.3	45.5	79.8
	4 Very few or none on cell phones	149	12.8	12.8	92.6
	5 (Regular phone only household)	86	7.4	7.4	100.0
	Total	1163	99.6	100.0	
Missing	System	5	.4		
Total		1168	100.0		

**BROWSER: DATA ONLY: BROWSER**