

THE PIPA/KNOWLEDGE NETWORKS POLL

THE AMERICAN PUBLIC ON INTERNATIONAL ISSUES

AMERICANS ON IRAQ

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**PROGRAM ON INTERNATIONAL
POLICY ATTITUDES (PIPA)**

A joint program of the Center on Policy Attitudes and the Center for International and Security Studies at the University of Maryland



**Knowledge
NETWORKS**

A polling, social science, and market research firm based in Menlo Park, California

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The Program on International Policy Attitudes (PIPA) is a joint program of the Center for International and Security Studies at Maryland and the Center on Policy Attitudes. PIPA undertakes research on American attitudes in both the public and in the policymaking community toward a variety of international and foreign policy issues. It seeks to disseminate its findings to members of government, the press, and the public as well as academia.

Knowledge Networks is a polling, social science, and market research firm based in Menlo Park, California. Knowledge Networks uses a large-scale nationwide research panel which is randomly selected from the national population of households having telephones and is subsequently provided internet access for the completion of surveys (and thus is not limited to those who already have internet access).

The Center for International and Security Studies at Maryland (CISSM), at the University of Maryland's School for Public Affairs, pursues policy-oriented scholarship on major issues facing the United States in the global arena. Using its research, forums, and publications, CISSM links the University and the policy community to improve communication between scholars and practitioners.

The Center on Policy Attitudes (COPA) is an independent non-profit organization of social science researchers devoted to increasing understanding of public and elite attitudes shaping contemporary public policy. Using innovative research methods, COPA seeks not only to examine overt policy opinions or positions, but to reveal the underlying values, assumptions, and feelings that sustain opinions.

Steven Kull, Clay Ramsay, Evan Lewis and Phil Warf designed the questionnaire and wrote the analysis.

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The search of existing poll data was done with the aid of the Roper POLL database.

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INTRODUCTION

The situation in Iraq has failed to achieve stability. With US troops stretched, and continuing to take casualties, the US has looked to other countries to provide troops, but key potential partners insist that the operation first be put under the United Nations with some form of collective decisionmaking. The operation in Iraq continues to face challenges on many fronts, raising concerns about the staying power of the American public. As no weapons of mass destruction or evidence of links to al-Qaeda are found in Iraq, the veracity of the Bush administration is being challenged, particularly in light of the recent admission that the president made incorrect assertions about Iraq seeking uranium from an African country. The administration is also being accused of being caught flat-footed by the continuing guerilla resistance on the ground. While the war with Iraq just weeks ago appeared to be a clear boon for the president's electoral prospects, some are beginning to reevaluate this. As Iraqis organize politically, and some begin to resist US presence in Iraq, questions arise about how much the Iraqi public supports the US operation there. The US decision to postpone elections, apparently for fear that unsatisfactory candidates would be elected, has prompted challenges about whether the US is genuinely committed to democracy in Iraq. As polls show that publics in most countries are critical of US action in Iraq, it is not clear if this criticism is being heard by the American public. Behind it all is the persisting question of whether the decision to go to war with Iraq should ever have been taken.

To find out how the American public is feeling about these various issues the Program on International Policy Attitudes and Knowledge Networks conducted a nationwide poll 1,066 American adults over July 11-20, 2003. The margin of error was plus or minus 3-3.5% depending on whether the question was asked to the full sample or three quarters of the sample. The poll was fielded using Knowledge Networks' nationwide panel, which is randomly selected from the entire adult population and subsequently provided internet access. For more

information about this methodology see page 13, or go to www.knowledgenetworks.com/ganp.

Funding for this research was provided by the Rockefeller Brothers Fund and the Ford Foundation.

Key findings were:

UN Role

A strong majority says the US should be willing to put the entire Iraq operation under the UN with joint decision making, if other countries would then be willing to contribute troops. The UN taking the lead in various aspects of the operation is strongly supported and would increase confidence among Americans that the US presence has the popular support of the Iraqi people.

Iraq Reconstruction

The public is showing increasing pessimism about the reconstruction effort in Iraq. A clear majority now says that the effort is not going well and two-thirds believe that in six months Iraq will still be unstable. An overwhelming majority says that the greatest challenges lie ahead. Nonetheless support for the operation remains strong and only 1 in 10 wants to the US to pull out of Iraq.

Bush Administration's Veracity

Half say that President Bush mishandled evidence that Iraq had tried to purchase material for making nuclear weapons from an African country, but a majority does not believe that he knowingly presented false evidence. For a majority, the fact that the president presented false evidence lowers their confidence in the president at least a little. Half say that in the future they will be more wary if the president makes assertions about a country having a WMD program. There has been a slight increase in the public's perception that the US government at least stretched the truth when it presented evidence for going to war with Iraq, so that this is now a strong majority position. However, smaller majorities say that the President himself stretched the truth.

Evaluation of Bush Administration

The president's handling of Iraq does not appear to be a net benefit for his electoral prospects, though half still give him good marks. A strong majority thinks the administration underestimated the difficulties it would face in Iraq.

opinion is negative toward US foreign policy in general.

Perceptions of WMD and Links to al-Qaeda

The belief that Iraq had WMD before the war has slipped to a modest majority, and the false belief that WMD have been found has slipped to one in five. There has been a significant drop in the controversial belief that there were substantial links between Iraq and al-Qaeda before the war and in the false belief that the US has found evidence of links between al-Qaeda and Iraq.

Perceptions of Attitudes of Iraqi People

An overwhelming majority believes that the majority of the Iraqi people is glad that the US overthrew Saddam Hussein. However, only half assume that the Iraqi people approve of how the US is conducting the operation in Iraq now, and only a bare majority believes that at this point the most Iraqis want the US to remain in Iraq. If the UN were to be in charge of reconstruction, a clear majority assumes that a majority would want the US to stay.

Iraqi Elections

The public is divided on whether, at this point, the US should conduct elections in Iraq even if it is likely that candidates unfriendly to the US will be elected. But an overwhelming majority agrees that the US will eventually need to do so.

View of Decision to Go to War

A clear majority continues to say that the US made the right decision in going to war with Iraq, but a minority says that the war was the best course of action for the US, and responses vary on whether the war was necessary.

Perceptions of World Public Opinion

The majority of Americans continue to be unaware that the majority of world public opinion is negative toward US action in Iraq, though a majority perceives that world public

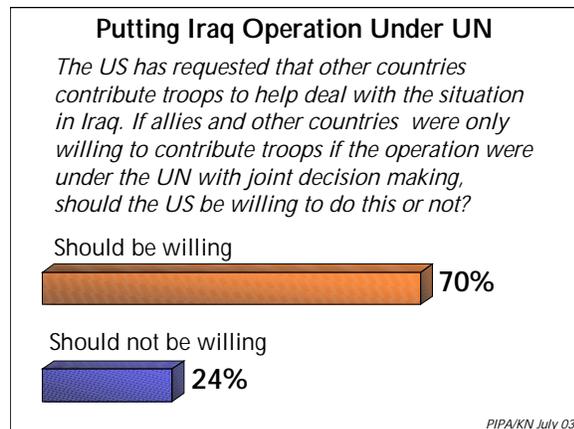
FINDINGS

UN Role

A strong majority says the US should be willing to put the Iraq operation under the UN with joint decision making, if other countries would then be willing to contribute troops. The UN taking the lead in various aspects of the operation is strongly supported, and would increase confidence among Americans that the US presence has the popular support of the Iraqi people.

As the US has become stretched in conducting its post-war operation in Iraq, it has looked to allies and other countries to contribute troops and other resources. Several of them have indicated that they would only do so if the operation was placed under the UN and was conducted with some form of collective decisionmaking. The Bush administration has not made a definite response to these proposals.

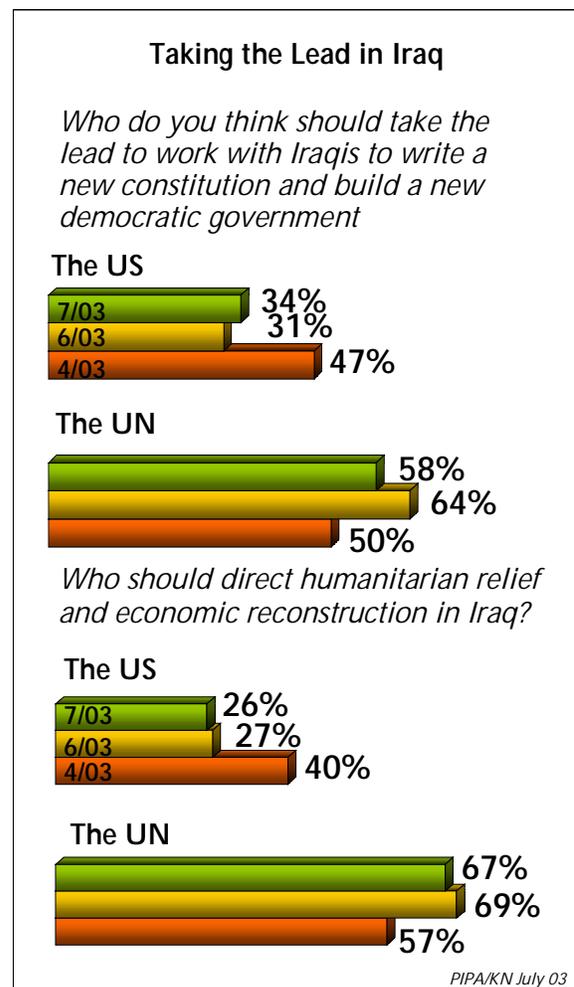
However, a large majority of the American public does appear to be ready to make such a deal. A strong 70% said that, "If allies and other countries were only willing to contribute troops if the operation were under the UN with joint decision making" the US should be willing to do this. Only 24% were opposed.



This is consistent with support for the UN taking the lead in various aspects of the Iraq operation - something that PIPA/KN has found over the last few months. Asked, "Who do you think should take the lead to work with Iraqis to write a new constitution and build a new democratic

government?" only 34% said the US should take the lead while 58% said that the UN should take the lead. This is down a bit from the 64% who favored the UN taking this role in June, which was a sharp jump from 50% in April. Enthusiasm may have tapered off a bit as the US government has appeared to be making headway in establishing a governing council.

Support is even higher for the UN taking the lead in relief efforts. In the current poll 67% said the UN, rather than the US, "should direct humanitarian relief and economic reconstruction in Iraq" (June 69%, April 57%).



While the Pentagon has insisted on being in charge of relief operations, the public tends to favor the US military playing a more limited role with the UN and international relief organizations taking the lead role. Asked, "what the role of the US military should be in Iraq in

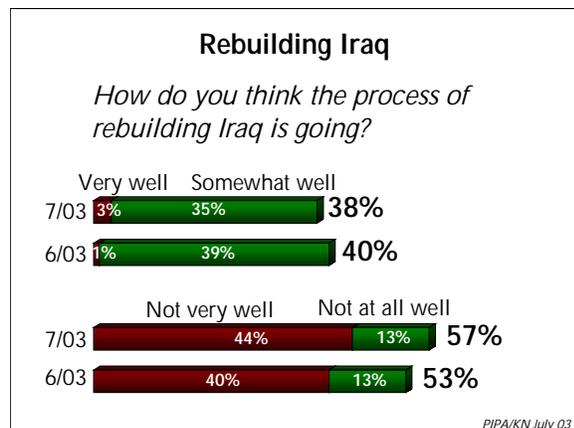
the post war period” only 22% said, “The US military should ...be in charge of all relief and reconstruction efforts” (down from 29% in April). 59% said, “The US military should remain in Iraq and provide security, but the UN and international aid organizations should be in charge of relief and reconstruction” (up from 54% in April). Just 15% said the military should simply withdraw.

If the UN were to take the lead in Iraqi reconstruction, more Americans would be confident that the operation would have the support of the Iraqi people. As discussed below, only 53% are confident that the majority of the Iraqi people want the US to stay in Iraq, but if the UN were to take the lead, this would jump to a much more robust 64%.

Iraq Reconstruction

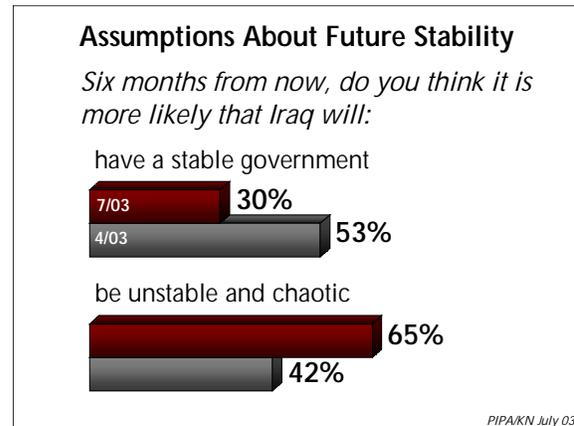
The public is showing increasing pessimism about the reconstruction effort in Iraq. A clear majority now says that the effort is not going well and two-thirds believe that in six months Iraq will still be unstable. An overwhelming majority says that the greatest challenges lie ahead. Nonetheless, support for the operation remains strong and only 1 in 10 wants to the US to pull out of Iraq.

The public is showing increasingly negative and pessimistic views of the reconstruction effort in Iraq. Asked how “the process of rebuilding Iraq is going,” a clear majority--57%--says that it is going not very well or not well at all (44% and



13% respectively). This is up from 53% in June. Just 38% say it is going somewhat or very well (35% and 3% respectively).

More striking, only 30% believe that Iraq would have a stable government in six months, down sharply from 53% in April. Sixty-five percent now believe that Iraq will still be “unstable and chaotic” in six months-- up from 42% in June.

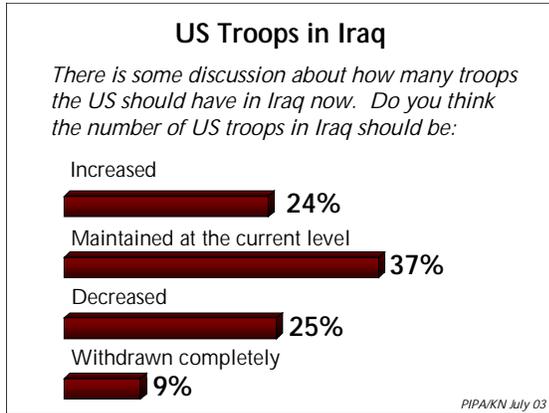


Consistent with this growing pessimism, only 16% say that in Iraq “the greatest challenges are behind us” while an overwhelming 80% say that “the greatest challenges remain ahead.”

Perhaps it is due to this renewed concern for the situation in Iraq that there has been a sharp increase in the level of attention paid to the situation in Iraq. Asked, “How closely are you following the news about the situation in Iraq now?” 56% say that they are following it somewhat or very closely (43% and 13% respectively). This is up 15% from June when 41% said they were following the situation somewhat or very closely (34% and 7% respectively).

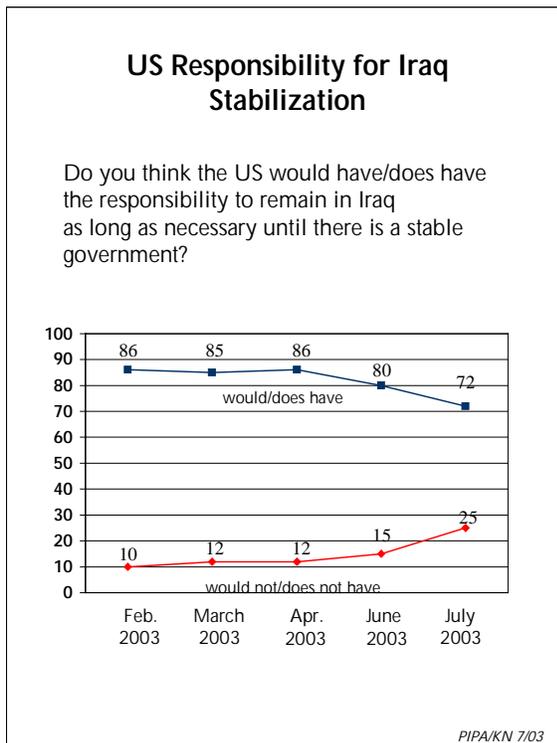
Despite all this pessimism, the public is showing virtually no desire to withdraw US troops. A mere 9% favor fully withdrawing US troops. Twenty-five percent favor reducing the number, 24% favor increasing the number, and 37% want to maintain the current level.

There has, however, been a modest drop in the large majority saying that the US has “the responsibility to remain in Iraq as long as



necessary until there is a stable government.” Seventy-two percent now hold this position, down from 80% in June and 86% in April.

But expectations of how long “the US will have to keep troops in Iraq” are unchanged. The median estimate continues to be two years--unchanged from previous months.



Bush Administration’s Veracity
Half say that President Bush mishandled evidence that Iraq had tried to purchase material for making nuclear weapons from

an African country, but a majority does not believe that he knowingly presented false evidence. For a majority, the fact that the president presented false evidence lowers their confidence in the president at least a little. Half say that in the future they will be more wary if the president makes assertions about a country having a WMD program. There has been a slight increase in the public’s perception that the US government at least stretched the truth when it presented evidence for going to war with Iraq, so that this is now a strong majority position. However, smaller majorities say that the President himself stretched the truth.

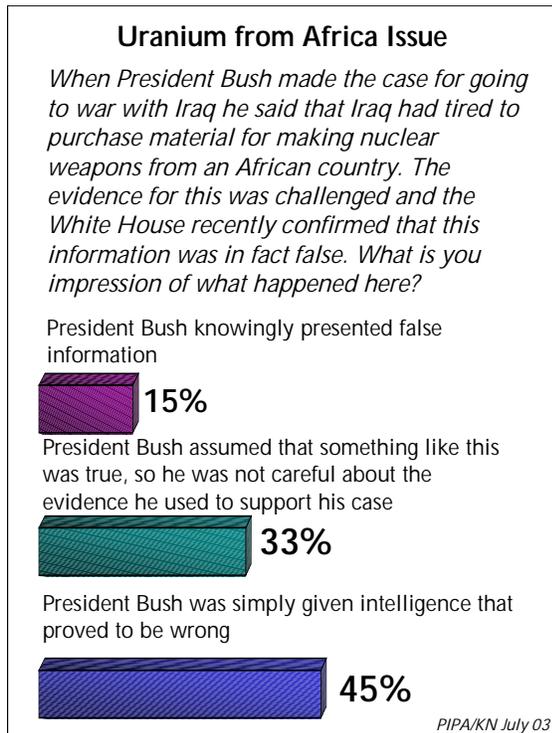
A prominent issue in the news has been the evidence cited by President Bush in his State of the Union speech, and subsequently admitted to be false, that Iraq had sought to acquire uranium from an African country.

Survey respondents were presented with the following statement: “When President Bush made the case for going to war with Iraq he said that Iraq had tried to purchase material for making nuclear weapons from an African country. The evidence for this was challenged and the White House recently confirmed that this information was in fact false.” Respondents were then asked to give their impression of what happened and were offered three options.

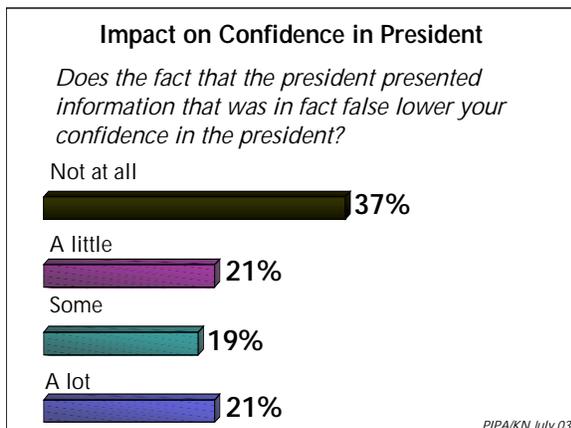
About half (48%) chose an option that suggested that the President had in some way mishandled the evidence, with 15% choosing the harshest option that the President “knowingly presented false information,” and 33% choosing the option that the President “assumed that something like this was true, so was not careful about the evidence he used to support his case.” Forty-five percent chose the most forgiving option that he was “simply given intelligence that proved to be wrong.”

At the same time a clear majority rejects the interpretation that the President simply lied. A separate sample was asked to choose between two more sharply-stated options. In this case only 27% chose the strong allegation that when the President presented the evidence he “knew it

was false” while a strong 68% said he “did not know it was false.”

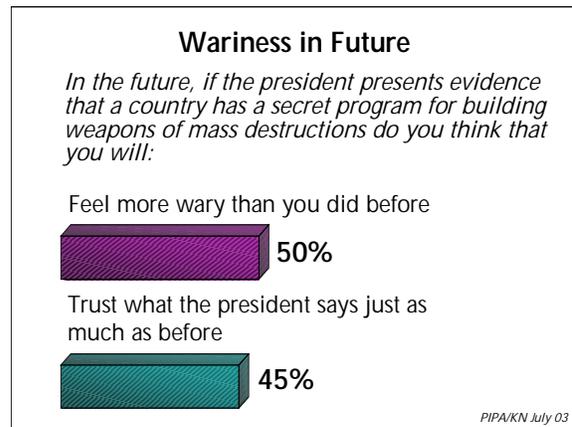


Regardless, these recent revelations appear to have shaken the public’s confidence in the president at least a little. Asked whether the fact that the president presented information that was in fact false lowered their confidence in the president, only 37% said that it did so “not at all.” A majority of 61% said that it did so to some extent with 21% saying “a little,” 19% “some,” and 21% “a lot.”



It also appears that for half of Americans the president’s credibility has been damaged.

Respondents were asked how they would feel if, in the future, “the president presents evidence that a country has a secret program for building weapons of mass destruction.” Fifty percent indicated they will “feel more wary than” they did before. Only 45% indicated they would “trust what the president says just as much as before.”

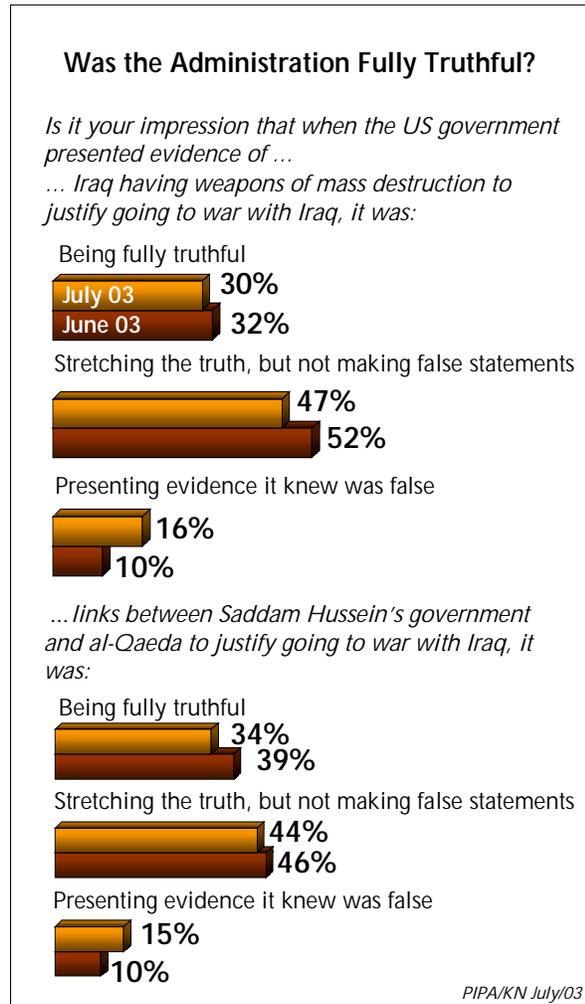


On the continuing question of the evidence that the Bush administration presented for going to war, a strong majority continues to say that the Bush administration was not entirely truthful. When it presented “evidence of Iraq having weapons of mass destruction” only 30% said it was being fully truthful (down from 32% in June). Sixty-three percent said that it was either “presenting evidence it knew was false,” (16%-- up from 10% in June) or “stretching the truth (47%).

When the Bush administration presented “evidence of links between Saddam Hussein’s government and al-Qaeda to justify going to war with Iraq” only 34% said the administration was being fully truthful (down from 39% in June), while 59% felt the US government was “presenting evidence it knew was false,” (15%-- up from 10% in June) or was “stretching the truth (44%).

Many also believe that the administration misrepresented the link between Iraq and September 11. A strong majority (67%) said that the Bush administration did “imply that Iraq under Saddam Hussein was involved in the

September 11th attacks,” though only 20% said they believe that this was in fact the case.



Though those surveyed do question the veracity of the Bush administration, most refrain from going so far as to say that the government was misleading. When asked, “Is it your impression that when the US government presented the evidence to justify going to war with Iraq” it was “being misleading,” only 42% said they believe the administration was misleading. A bare majority (52%) said the administration was “not being misleading.”

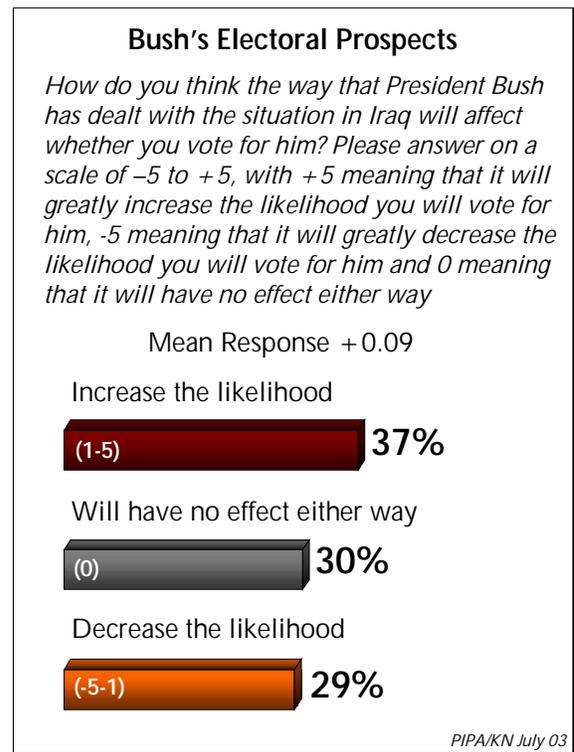
Also, interestingly, when asked about President Bush personally--as opposed to the Bush administration--there is less readiness to say that the president was being less than truthful when presenting evidence for going to war. Fifty-five percent said the president was “stretching the truth” or “presenting evidence he knew was

false” on Iraq’s WMD as compared to 63% for the Bush administration. While just 48% said Bush was doing so on Iraq’s links to al-Qaeda, 59% said the Bush administration was. Also, only 36% said that the president was being misleading when generally presenting evidence, as compared to 42% for the administration.

Evaluation of Bush Administration

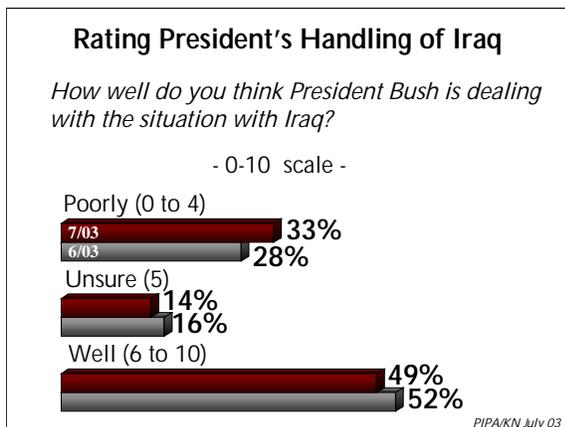
The president’s handling of Iraq does not appear to be a net benefit for his electoral prospects, though half still give him good marks. A strong majority thinks the administration underestimated the difficulties it would face in Iraq.

While a variety of polls showed that the Iraq war initially created a surge in support for President Bush, it now appears that his handling of the war is not likely to be a net benefit for his reelection bid. Respondents were asked how the president’s handling of Iraq will affect their likeliness to vote for him on a scale of +5 (meaning it would very much increase the likelihood) and -5 (meaning that it would very much decrease the likelihood). The mean score was just a hair above a completely neutral score at +0.09. A larger percentage (37%) said it



would increase the likelihood of voting for Bush than that decrease it (29%), but those that said it would decrease the likelihood gave more extreme ratings producing a net wash. Thirty percent indicated it would have no effect either way (zero).

Ratings of how well Bush has managed the situation with Iraq show a somewhat more positive picture. Asked to rate his performance on a 0 to 10 scale, about half (49%) gave a positive rating, a third (33%) gave a negative rating, while 14% gave a neutral rating. Here again the intensity was skewed in the negative direction so that the mean score was just barely above neutral--5.39.



These ratings are down a bit from June when 52% gave a positive rating, 28% a negative rating and 16% were neutral. Part of this downward movement may be explained by how the public perceives the administration anticipated the difficulties facing the US in Iraq. Sixty-three percent of those surveyed believed that the difficulty facing the US in Iraq was “greater than the Bush administration assumed it would be.”

So if the president still gets relatively positive ratings for his handling of Iraq, why does this not translate into more promising electoral prospects? Apparently those who think he is handling it poorly are more apt to have this disapproval influence their vote. Of those who say he is handling the situation poorly, 88% said they are less likely to vote for him as a result. Of those who say that he is handling it well,

76% said they were more likely to vote for him as a result. Thus, the overall effect is that the president’s handling of Iraq produce only a slight positive result.

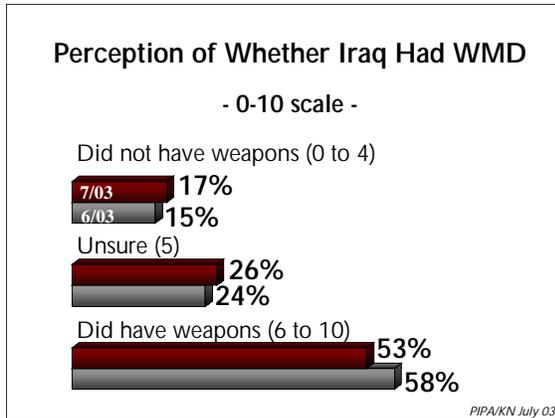
Looking at likely voters produces a bit more complex picture. Overall the balance is only slightly in favor of Bush’s reelection with a mean score of +0.23, but collapsing those above and below zero there is a more distinct leaning in favor of Bush with 43% saying that it increases the likelihood and 30% saying that it decreases the likelihood of voting for Bush. However, this is because Republican voters are more emphatic in their support for Bush than are Democrats in their opposition and may not reflect a real impact from Bush’s handling of Iraq. Among likely voters who are independent, and presumably more genuinely responsive to this variable, the mean score is -0.18 with 31% saying that it increases their likelihood of voting for Bush and 32% saying it decreases it.

Perceptions of WMD and Links to al-Qaeda

The belief that Iraq had WMD before the war has slipped to a modest majority and the false belief that WMD have been found has slipped to one in five. There has been a significant drop in the controversial belief that there were substantial links between Iraq and al-Qaeda before the war and in the false belief that the US has found evidence of links between al-Qaeda and Iraq.

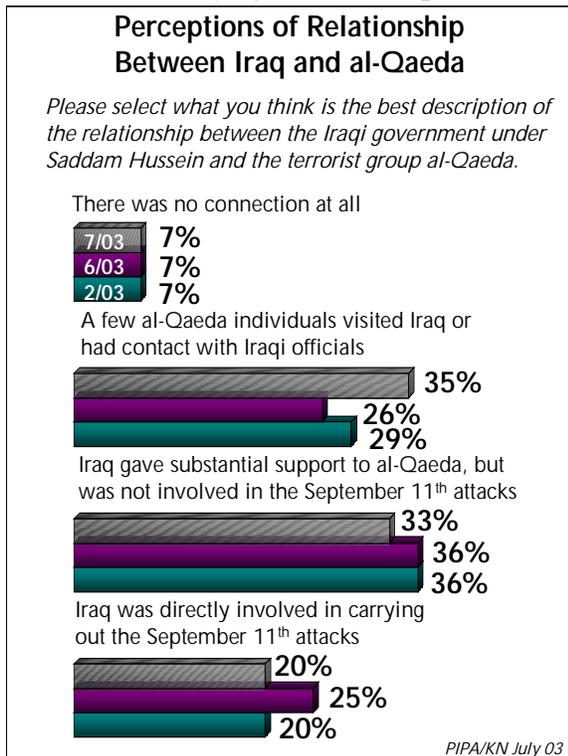
Americans are showing a mild softening in their confidence that Iraq had weapons of mass destruction. Respondents were asked to indicate, on a scale of 0 to 10, how certain they were that Iraq had weapons of mass destruction at the beginning of the war. Those who were confident Iraq did have such weapons (gave a score above 5) slipped to 53% from 58% in June. Those who were unsure increased from 24 to 26% (gave a score of 5). However, a small percentage -- 17% -- still have come to the conclusion that Iraq did not such have weapons, up from 15% in June (scored below 5).

There has been a gradual erosion in the mistaken belief that the US has actually found Iraqi



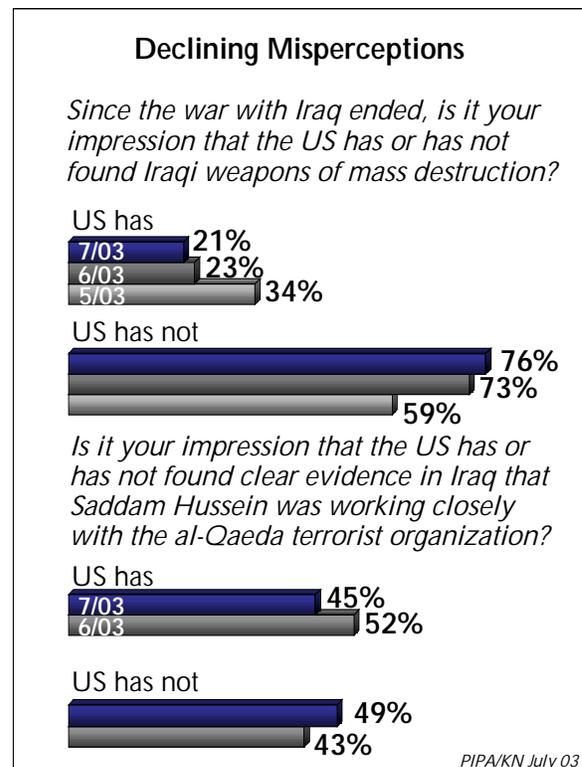
weapons of mass destruction. In May 34% believed, incorrectly, that WMD had been found. This declined to 23% in June and today that number is only 21%. Seventy-six percent now recognize that WMD have not been found.

There has been a sharp drop in the majority that holds the controversial belief that there were substantial connections between Iraq and al-Qaeda. Asked to characterize the relationship between Iraq and al-Qaeda, 53% (down from 61% in June) agreed that “Iraq gave substantial support to al-Qaeda” (33%) or was “directly involved in carrying out the September 11th



attacks” (20%). Forty-two percent (up from 33% in June) said “there was no connection at all”(7%) or that “a few al-Qaeda individuals visited Iraq or had contact with Iraqi officials (35%).

The number holding the false belief that the US has found “clear evidence in Iraq that Saddam Hussein was working closely with the al-Qaeda terrorist organization” has also declined. In June 52% of those surveyed held that misperception. Though still high, only 45% now believe this. A plurality of 49% now believe correctly that no clear evidence has been found.



Perceptions of Attitudes of Iraqi People

An overwhelming majority believes that the majority of the Iraqi people are glad that the US overthrew Saddam Hussein. However, only half assume that the Iraqi people approve of how the US is conducting the operation in Iraq now and only a bare majority believes that at this point most Iraqis want the US to remain in Iraq. If the UN were to be in charge of reconstruction a, clear majority assumes that a majority would want the US to stay.

When asked, “How do you think the majority of Iraqis feel about the fact that the US overthrew the government of Saddam Hussein,” an overwhelming 76% of respondents said they believe the Iraqi people are glad the US overthrew Saddam Hussein.

However, Americans show much less confidence about how the Iraqis feel about the US presence there now. Only 51% said that they think the majority of the Iraqi people approve of “how the US is conducting the operation in Iraq now.” More telling, only 53% said they believe “the majority of the Iraqi people want the US to” “stay for now,” while 42% assume that the majority wants the US to “leave.”

As discussed above, though, if the UN were to take the lead in Iraq reconstruction, confidence in the support of the Iraqi people would rise substantially. Those who felt the Iraqi people want the US to leave were asked a follow-up question on how the Iraqi people would feel “If

the UN would take the lead to work with the Iraqi people.” Twenty-seven percent (11 % of the full sample) said they thought the majority would then favor a continued US presence, raising the total to 64%.

Iraqi Elections

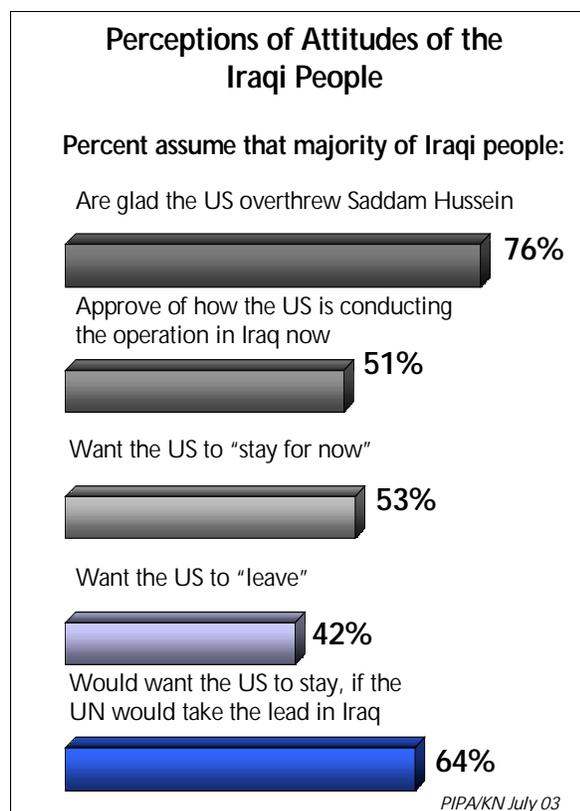
The public is divided on whether, at this point, the US should conduct elections in Iraq even if it is likely that candidates unfriendly to the US will be elected. But an overwhelming majority agrees that the US will eventually need to do so.

A recent controversy has centered around the US decision to put off previously scheduled elections in Iraq, according to some reports, because US officials were afraid that unsatisfactory candidates might be elected. When asked, “what do you think the US should do in regard to conducting elections in Iraq,” a plurality of 44% said the US should “proceed to hold elections, even if it is likely that candidates will be elected that are unfriendly to the US.” Forty-three percent felt the US should “put off holding elections until candidates emerge who are friendly to the US, even if it is likely the US will then be accused of not supporting democracy.”

When put in a longer time frame, however, an overwhelming majority said that the US will eventually need to allow elections to proceed, even if this would mean it would result in the election of undesirable candidates. An overwhelming 76% agreed with the statement, “At some point the US will need to let the Iraqi people decide who should lead their government, even if they elect a leader who is unfriendly to the US.” Similarly, 77% agreed with the same statement that posed the possibility that Iraqis may elect an Islamic religious leader who wants to institute Islamic law.

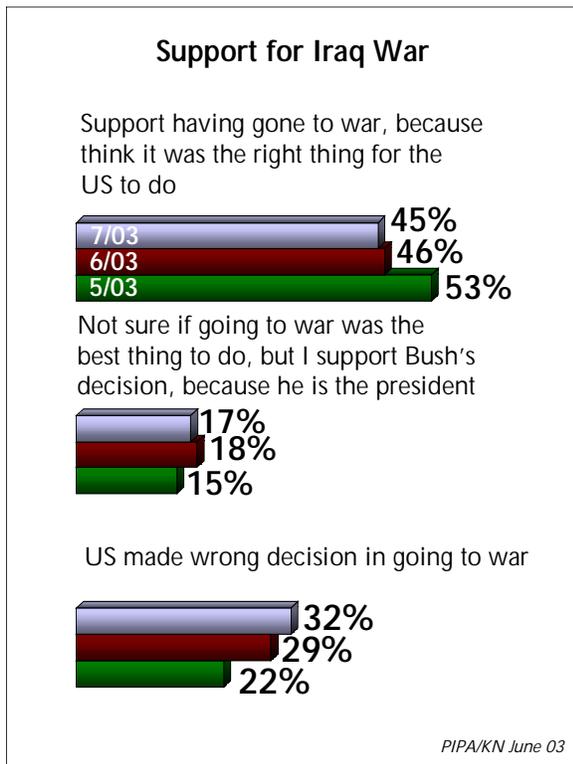
View of Decision to Go to War

A clear majority continues to say that the US made the right decision in going to war with Iraq, but a minority says that the war was the best course of action for the US, and



responses vary on whether the war was necessary.

When asked whether the US made the right decision to go to war with Iraq majorities affirm that it did. Given two response options, 63% answered that it was the right decision and 32% said it was the wrong decision -- barely changed from June. Asked to answer on a scale of +5 (meaning it was the right decision) to -5 (meaning the wrong decision) and 0 (unsure), support was more tempered, with 56% giving a positive score, 28% a negative score, and 14% a score of zero. Those saying it was the wrong decision gave more extreme responses, thus the overall mean score was just 1.13. Here too there was no significant change from June.



However, when probed, support for the war was softer than these numbers would suggest. The 63% who said that the US made the right decision were asked a follow on question that found just 45% (of the full sample) saying, “I support having gone to war, because I think it was the best thing for the US to do,” while 17% said, “I am not sure if going to war was the best

thing to do, but I support Bush’s decision, because he is the president.”

Questions about whether the war was necessary produced varying responses. In its simplest form 53% said “going to war with Iraq was...necessary.” Forty-four percent said it was not necessary with 17% saying that the results, nonetheless, have been more positive than negative, and 27% saying the results have been more negative than positive.

A July 8-9 CBS News poll found a slight majority saying that the war was not necessary. Given three options only 43% chose the one that said, “Iraq was a threat to the United States that required immediate military action” (down from 53% from June). Fifty-two percent said, “Iraq was a threat that could have been contained (43%), or “Iraq was not a threat to the United States at all” (9%).

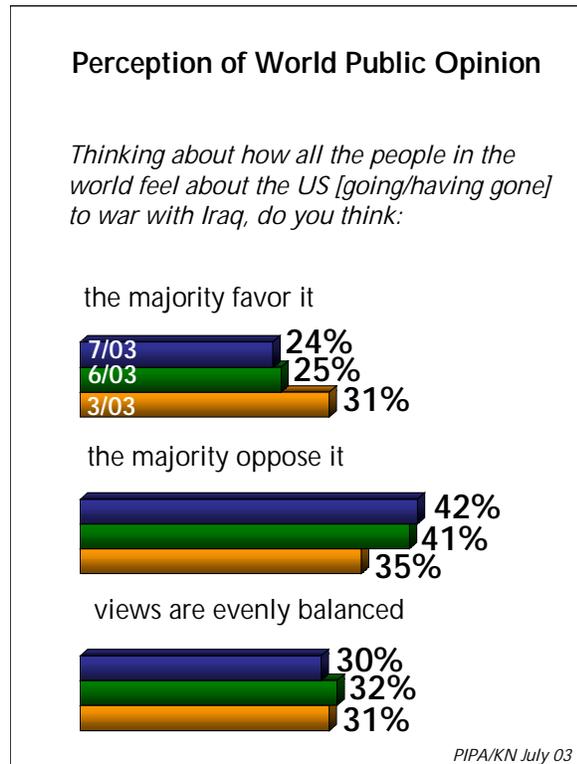
However when the current poll put the threat of WMD front and center and posed the alternative of continuing the course of action pursued before the war, a clear majority said that the war was necessary, Respondents were asked, “To deal with the possibility that Iraq might develop weapons of mass destruction do you think...” and were given two options. Fifty-nine percent said, “it was necessary to go to war with Iraq,” while 36% said, “the threat could have been contained by keeping some military forces in the region and having UN inspectors in Iraq.”

Perceptions of World Public Opinion

The majority of Americans continue to be unaware that the majority of world public opinion is negative toward US action in Iraq, though a majority perceives that world public opinion is negative toward US foreign policy in general.

Despite extensive international criticism and polls showing majority public opposition in most countries, the majority of Americans continue to be unaware that the preponderance of world public opinion is negative toward US action in Iraq. When asked, “how all the people

in the world feel about the US having gone to war with Iraq,” only 42% assumed that the “majority of people oppose the US having gone to war.” The majority of respondents either believed the “majority of people favor the US having gone to war” (24%) or that “views are evenly balanced”(30%)—statistically unchanged from June.



Interestingly, a majority of respondents did perceive that US foreign policy in general is viewed negatively. When asked, “how do you think people in other countries would rate how well the US is managing its foreign policy,” 56% assumed that, on average, people would give it a negative rating. Twenty-one percent assumed a neutral rating and just 20% assumed a positive rating. These are all statistically unchanged from June.

European attitudes are perceived as less critical. When asked how citizens of European ally countries “would rate how well the US is managing its foreign policy,” 46% assumed the average European would give a negative rating, 20% assumed a neutral rating and 29% a

positive rating. Overall there was no significant movement relative to June ratings.

METHODOLOGY

The poll was fielded by Knowledge Networks, a polling, social science, and market research firm in Menlo Park, California, with a randomly selected sample of its large- scale nationwide research panel. This panel is itself randomly selected from the national population of households having telephones and subsequently provided internet access for the completion of surveys (and thus is not limited to those who already have internet access). The distribution of the sample in the web-enabled panel closely tracks the distribution of United States Census counts for the US population on age, race, Hispanic ethnicity, geographical region, employment status, income, education, etc.

The panel is recruited using stratified random-digit-dial (RDD) telephone sampling. RDD provides a non-zero probability of selection for every US household having a telephone. Households that agree to participate in the panel are provided with free Web access and an Internet appliance, which uses a telephone line to connect to the Internet and uses the television as a monitor. In return, panel members participate in surveys three to four times a month. Survey responses are confidential, with identifying information never revealed without respondent approval. When a survey is fielded to a panel member, he or she receives an e-mail indicating that the survey is available for completion. Surveys are self-administered.

For more information about the methodology, please go to: www.knowledgenetworks.com/ganp