

20 November 2007
 THE HARRIS POLL GLOBAL OMNIBUS
 J6572 NOVEMBER GB 2007
 HARRIS INTERACTIVE
 A378 FT - WORLD AFFAIRS
 FIELD PERIOD: 1st - 6th NOVEMBER 2007

Page	Table	Title
1	6	Q1600 Should Russia be regarded more as a partner of the U.S. or more as a competitor? This Question Was Weighted To The General Population
2	12	Q1605 Should China be regarded more as a partner of the U.S. or more as a competitor? This Question Was Weighted To The General Population
3	18	Q1610 Is the US government right to speak out about possible human rights abuses in Russia or not? This Question Was Weighted To The General Population
4	24	Q1615 Is the US government right to speak out about possible human rights abuses in China or not? This Question Was Weighted To The General Population
5	30	Q1620 Thinking now of the future and the year 2020, which, if any, of the following countries or regions will be the dominant world power? This Question Was Weighted To The General Population
6	36	Q1625_1 How much do you agree or disagree with the following statements? The climate for entrepreneurs who want to start new businesses in Europe is as good as that in the U.S. This Question Was Weighted To The General Population
7	42	Q1625_2 How much do you agree or disagree with the following statements? The U.S. is a good place to set up a new business This Question Was Weighted To The General Population
8	48	Q1625_3 How much do you agree or disagree with the following statements? Venture capital and other finance to start new businesses are widely available in the U.S. This Question Was Weighted To The General Population
9	54	Q1625_4 How much do you agree or disagree with the following statements? The regulations that entrepreneurs starting new businesses face in the U.S. are a burden This Question Was Weighted To The General Population
10	60	Q1625_5 How much do you agree or disagree with the following statements? Risk taking entrepreneurs in the U.S. should be allowed to keep a substantial share of the wealth they create This Question Was Weighted To The General Population
11	66	Q1625_6 How much do you agree or disagree with the following statements? Fear of failure discourages many people from starting their own businesses in the U.S. This Question Was Weighted To The General Population
12	67	Q1625 How much do you agree or disagree with the following statements? GRID SUMMARY TABLE This Question Was Weighted To The General Population
13	84	Q1650 Which one, if any, of the following countries do you think is the greatest threat to global stability? This Question Was Weighted To The General Population
15	85	This Question Was Weighted To The General Population Analysis of Sample - United States
17	86	CLASSIFICATION TABLES - UNITED STATES (DEMOGRAPHIC)
19	87	WEIGHTING VARIABLES - UNITED STATES

Q1600 Should Russia be regarded more as a partner of the U.S. or more as a competitor?

20 Nov 2007
 Table 6

Base: All United States Adults 16-64

This Question Was Weighted To The General Population

	United States																	
	Gender			Age					Region				Presence of children in household		Income			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-east	Midwest	South	West	Yes	No	Less Than \$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1108	542	566	155	263	221	285	184	289	285	275	258	427	681	247	130	222	329
Weighted Base	1108	551	557	192*	243	247	280	146*	248	255	349	255	483	625	267	133*	192*	332
Russia should be regarded more as a competitor of the U.S.	478 43%	278 50% C	200 36%	54 28%	78 32%	124 50% DE	145 52% DE	76 52% DE	110 44%	105 41%	156 45%	106 42%	203 42%	275 44%	101 38%	58 44%	88 46%	168 50% O
Russia should be regarded more as a partner of the U.S.	258 23%	140 25%	118 21%	43 22%	67 27%	53 21%	67 24%	29 20%	54 22%	49 19%	81 23%	75 29%	101 21%	157 25%	62 23%	19 14%	38 20%	95 29% P
Not sure	371 33%	132 24%	239 43% B	95 49% FGH	98 40% FG	70 28%	68 24%	41 28%	84 34%	101 40%	112 32%	74 29%	178 37%	193 31%	104 39% R	56 42% R	66 34% R	70 21%
Sigma	1108 100%	551 100%	557 100%	192 100%	243 100%	247 100%	280 100%	146 100%	248 100%	255 100%	349 100%	255 100%	483 100%	625 100%	267 100%	133 100%	192 100%	332 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1605 Should China be regarded more as a partner of the U.S. or more as a competitor?

20 Nov 2007
 Table 12

Base: All United States Adults 16-64

This Question Was Weighted To The General Population

	United States																	
	Gender			Age					Region				Presence of children in household		Income			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-east	Midwest	South	West	Yes	No	Less Than \$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
Unweighted Base	1108	542	566	155	263	221	285	184	289	285	275	258	427	681	247	130	222	329
Weighted Base	1108	551	557	192*	243	247	280	146*	248	255	349	255	483	625	267	133*	192*	332
China should be regarded more as a competitor of the U.S.	638 58%	359 65% C	279 50%	60 31%	133 55% D	154 62% D	185 66% D	106 73% DE	144 58%	164 64% K	182 52%	147 58%	257 53%	381 61%	114 43%	84 63% O	126 66% O	221 67% O
China should be regarded more as a partner of the U.S.	228 21%	114 21%	114 20%	71 37% EFGH	51 21%	38 16%	49 18%	20 13%	53 21%	31 12%	94 27% J	50 20%	98 20%	130 21%	72 27% PQ	16 12%	27 14%	78 23%
Not sure	241 22%	77 14%	164 29% B	62 32% GH	59 24%	55 22%	45 16%	20 14%	51 21%	60 23%	73 21%	57 22%	128 26% N	114 18%	81 30% R	34 26% R	39 21% R	33 10%
Sigma	1108 100%	551 100%	557 100%	192 100%	243 100%	247 100%	280 100%	146 100%	248 100%	255 100%	349 100%	255 100%	483 100%	625 100%	267 100%	133 100%	192 100%	332 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1610 Is the US government right to speak out about possible human rights abuses in Russia or not?

20 Nov 2007
 Table 18

Base: All United States Adults 16-64

This Question Was Weighted To The General Population

	United States																	
	Gender			Age					Region				Presence of children in household		Income			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-east	Midwest	South	West	Yes	No	Less Than \$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1108	542	566	155	263	221	285	184	289	285	275	258	427	681	247	130	222	329
Weighted Base	1108	551	557	192*	243	247	280	146*	248	255	349	255	483	625	267	133*	192*	332
Yes	683 62%	372 68% C	311 56%	97 50%	139 57%	155 63%	204 73% DE	88 60%	149 60%	154 60%	217 62%	163 64%	281 58%	402 64%	135 51%	74 55%	121 63%	253 76% OPQ
No	175 16%	87 16%	88 16%	39 20%	27 11%	42 17%	39 14%	27 19%	45 18%	30 12%	60 17%	40 16%	79 16%	96 15%	32 12%	22 16%	35 18%	44 13%
Not sure	250 23%	92 17%	158 28% B	57 30% G	77 32% FG	49 20%	37 13%	30 21%	54 22%	71 28%	72 21%	52 20%	122 25%	127 20%	100 37% QR	38 28% R	36 19%	35 11%
Sigma	1108 100%	551 100%	557 100%	192 100%	243 100%	247 100%	280 100%	146 100%	248 100%	255 100%	349 100%	255 100%	483 100%	625 100%	267 100%	133 100%	192 100%	332 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1615 Is the US government right to speak out about possible human rights abuses in China or not?

20 Nov 2007
 Table 24

Base: All United States Adults 16-64

This Question Was Weighted To The General Population

	United States																	
	Gender			Age					Region				Presence of children in household		Income			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-east	Midwest	South	West	Yes	No	Less Than \$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1108	542	566	155	263	221	285	184	289	285	275	258	427	681	247	130	222	329
Weighted Base	1108	551	557	192*	243	247	280	146*	248	255	349	255	483	625	267	133*	192*	332
Yes	722 65%	390 71% C	331 59%	107 56%	148 61%	166 67%	210 75% DEH	90 62%	163 66%	162 63%	229 66%	167 65%	305 63%	417 67%	144 54%	81 60%	123 64%	264 79% OPQ
No	167 15%	86 16%	81 15%	31 16%	26 11%	42 17%	41 15%	27 19%	42 17%	31 12%	51 15%	43 17%	73 15%	94 15%	31 11%	22 17%	35 18%	45 13%
Not sure	219 20%	74 13%	145 26% B	54 28% FG	69 28% FG	39 16%	29 10%	28 19%	43 17%	62 24%	68 20%	45 18%	105 22%	114 18%	92 35% QR	31 23% R	34 18% R	24 7%
Sigma	1108 100%	551 100%	557 100%	192 100%	243 100%	247 100%	280 100%	146 100%	248 100%	255 100%	349 100%	255 100%	483 100%	625 100%	267 100%	133 100%	192 100%	332 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1620 Thinking now of the future and the year 2020, which, if any, of the following countries or regions will be the dominant world power?

20 Nov 2007
 Table 30

Base: All United States Adults 16-64

This Question Was Weighted To The General Population

	United States																	
	Gender		Age					Region				Presence of children in household		Income				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-east	Midwest	South	West	Yes	No	Less Than \$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1108	542	566	155	263	221	285	184	289	285	275	258	427	681	247	130	222	329
Weighted Base	1108	551	557	192*	243	247	280	146*	248	255	349	255	483	625	267	133*	192*	332
The US	438 40%	222 40%	217 39%	55 29%	92 38%	109 44% D	116 41%	67 46% D	93 38%	114 45%	134 38%	97 38%	180 37%	258 41%	87 32%	43 32%	93 49% OP	162 49% OP
China	263 24%	158 29% C	105 19%	66 35% EFG	51 21%	53 21%	58 21%	35 24%	63 26%	60 23%	92 26%	48 19%	131 27%	132 21%	56 21%	35 26%	41 21%	84 25%
Europe	44 4%	23 4%	21 4%	14 7%	11 5%	6 2%	10 3%	5 3%	9 4%	6 2%	12 3%	18 7%	12 3%	32 5%	14 5%	3 2%	6 3%	15 4%
India	23 2%	9 2%	14 3%	3 2%	4 2%	9 3%	6 2%	1 1%	4 1%	9 4% K	2 *	9 3%	7 2%	16 3%	12 4%	2 1%	* *	4 1%
Japan	22 2%	14 2%	8 1%	6 3%	4 2%	6 2%	5 2%	1 1%	4 2%	4 2%	12 3%	2 1%	17 3% N	5 1%	5 2%	3 2%	2 1%	3 1%
Russia	11 1%	7 1%	4 1%	- *	1 *	3 1%	3 1%	4 3%	1 *	3 1%	2 1%	5 2%	3 1%	8 1%	1 *	1 *	- *	7 2%
Other	9 1%	4 1%	5 1%	- *	1 1%	2 1%	3 1%	3 2%	3 1%	- *	5 1%	1 1%	4 1%	4 1%	2 1%	1 *	3 1%	2 *
None of these	26 2%	13 2%	13 2%	6 3%	1 *	8 3%	9 3%	1 1%	5 2%	2 1%	15 4%	3 1%	9 2%	16 3%	8 3%	6 5%	1 1%	7 2%
Not sure	271 24%	101 18%	170 31% B	42 22%	78 32%	52 21%	70 25%	29 20%	67 27%	57 22%	75 22%	72 28%	119 25%	153 24%	82 31% R	41 31% R	46 24%	48 14%
Sigma	1108 100%	551 100%	557 100%	192 100%	243 100%	247 100%	280 100%	146 100%	248 100%	255 100%	349 100%	255 100%	483 100%	625 100%	267 100%	133 100%	192 100%	332 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1625_1 How much do you agree or disagree with the following statements?

The climate for entrepreneurs who want to start new businesses in Europe is as good as that in the U.S.

Base: All United States Adults 16-64

This Question Was Weighted To The General Population

	United States																	
	Gender		Age					Region				Presence of children in household		Income				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-east	Midwest	South	West	Yes	No	Less Than \$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1108	542	566	155	263	221	285	184	289	285	275	258	427	681	247	130	222	329
Weighted Base	1108	551	557	192*	243	247	280	146*	248	255	349	255	483	625	267	133*	192*	332
(5) Strongly agree	28 3%	12 2%	16 3%	4 2%	8 3%	6 2%	8 3%	1 1%	8 3%	4 2%	6 2%	10 4%	12 2%	16 3%	7 3%	4 3%	4 2%	8 2%
(4) Somewhat agree	181 16%	107 19%	74 13%	29 15%	39 16%	44 18%	42 15%	27 18%	33 13%	41 16%	72 21%	36 14%	77 16%	104 17%	39 15%	23 18%	36 19%	65 20%
(3) Neither agree nor disagree	694 63%	305 55%	389 70% B	126 65%	165 68%	149 60%	157 56%	97 66%	159 64%	172 67%	203 58%	160 63%	311 64%	383 61%	171 64%	94 70%	114 59%	186 56%
(2) Somewhat disagree	153 14%	91 17%	62 11%	20 10%	26 11%	41 16%	54 19%	14 9%	41 17%	28 11%	46 13%	39 15%	67 14%	86 14%	31 12%	9 7%	26 14%	63 19% P
(1) Strongly disagree	52 5%	35 6%	16 3%	13 7%	5 2%	7 3%	19 7%	8 5%	8 3%	10 4%	23 7%	11 4%	16 3%	36 6%	19 7%	3 2%	12 6%	10 3%
Agree (NET)	208 19%	119 22%	90 16%	34 17%	47 19%	50 20%	50 18%	28 19%	40 16%	45 18%	78 22%	46 18%	89 18%	120 19%	46 17%	28 21%	40 21%	73 22%
Disagree (NET)	205 19%	126 23% C	79 14%	33 17%	31 13%	47 19%	73 26% EH	21 15%	49 20%	38 15%	68 20%	49 19%	83 17%	122 20%	50 19%	12 9%	38 20%	73 22% P
Mean	3.0	2.9	3.0	3.0	3.1 G	3.0	2.9	3.0	3.0	3.0	3.0	3.0	3.0	3.0	2.9	3.1	3.0	3.0
Std. Dev.	0.77	0.84	0.69	0.78	0.69	0.74	0.85	0.72	0.74	0.71	0.82	0.78	0.73	0.80	0.81	0.67	0.81	0.78
Sigma	1108 100%	551 100%	557 100%	192 100%	243 100%	247 100%	280 100%	146 100%	248 100%	255 100%	349 100%	255 100%	483 100%	625 100%	267 100%	133 100%	192 100%	332 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1625_2 How much do you agree or disagree with the following statements?
 The U.S. is a good place to set up a new business

20 Nov 2007
 Table 42

Base: All United States Adults 16-64

This Question Was Weighted To The General Population

	United States																	
	Gender			Age					Region				Presence of children in household		Income			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-east	Midwest	South	West	Yes	No	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1108	542	566	155	263	221	285	184	289	285	275	258	427	681	247	130	222	329
Weighted Base	1108	551	557	192*	243	247	280	146*	248	255	349	255	483	625	267	133*	192*	332
(5) Strongly agree	199 18%	113 20%	86 15%	28 14%	33 14%	43 17%	66 23% E	30 20%	39 16%	41 16%	77 22%	41 16%	89 18%	109 18%	52 19%	12 9%	42 22% P	59 18%
(4) Somewhat agree	467 42%	236 43%	231 42%	80 42%	96 39%	107 44%	119 43%	65 44%	118 48%	109 43%	143 41%	97 38%	206 43%	261 42%	93 35%	44 33%	94 49% O	164 49% OP
(3) Neither agree nor disagree	295 27%	124 23%	171 31% B	68 35% GH	89 36% FGH	59 24%	49 18%	30 21%	46 19%	77 30% I	82 23%	90 35% IK	135 28%	160 26%	84 31% QR	44 33% QR	35 18%	68 20%
(2) Somewhat disagree	105 9%	55 10%	50 9%	9 5%	19 8%	26 10%	33 12%	18 12%	31 13%	22 9%	27 8%	24 9%	36 7%	69 11%	18 7% OQ	28 21% OQ	18 9%	38 11%
(1) Strongly disagree	42 4%	23 4%	19 3%	7 4%	7 3%	13 5%	12 4%	4 2%	13 5%	6 2%	20 6%	3 1%	17 4%	24 4%	21 8% QR	5 4%	3 2%	4 1%
Agree (NET)	666 60%	349 63%	317 57%	108 56%	129 53%	150 61%	185 66% E	95 65%	158 64%	150 59%	220 63%	138 54%	295 61%	371 59%	144 54%	56 42%	136 71% OP	223 67% OP
Disagree (NET)	147 13%	78 14%	69 12%	16 8%	26 11%	38 15%	45 16%	21 14%	44 18%	28 11%	47 13%	27 11%	53 11%	93 15%	39 15% QR	33 25% QR	21 11%	42 12%
Mean	3.6	3.7	3.6	3.6	3.5	3.6	3.7	3.7	3.6	3.6	3.7	3.6	3.7	3.6	3.5	3.2	3.8 P	3.7 P
Std. Dev.	1.01	1.04	0.97	0.92	0.92	1.05	1.09	1.01	1.07	0.93	1.08	0.91	0.98	1.02	1.12	1.00	0.95	0.92
Sigma	1108 100%	551 100%	557 100%	192 100%	243 100%	247 100%	280 100%	146 100%	248 100%	255 100%	349 100%	255 100%	483 100%	625 100%	267 100%	133 100%	192 100%	332 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1625_3 How much do you agree or disagree with the following statements?
 Venture capital and other finance to start new businesses are widely available in the U.S.

Base: All United States Adults 16-64

This Question Was Weighted To The General Population

	United States																	
	Gender			Age					Region				Presence of children in household		Income			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-east	Midwest	South	West	Yes	No	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1108	542	566	155	263	221	285	184	289	285	275	258	427	681	247	130	222	329
Weighted Base	1108	551	557	192*	243	247	280	146*	248	255	349	255	483	625	267	133*	192*	332
(5) Strongly agree	70 6%	41 7%	30 5%	8 4%	10 4%	17 7%	28 10%	7 5%	17 7%	14 5%	25 7%	14 6%	33 7%	38 6%	20 8%	6 4%	10 5%	19 6%
(4) Somewhat agree	361 33%	210 38% C	151 27%	56 29%	78 32%	90 36%	82 29%	54 37%	80 32%	76 30%	112 32%	92 36%	155 32%	206 33%	57 21%	39 30%	75 39% O	131 39% O
(3) Neither agree nor disagree	453 41%	201 36%	253 45% B	96 50% FH	126 52% FGH	78 31%	104 37%	50 34%	99 40%	116 46%	135 39%	102 40%	205 43%	248 40%	124 46% R	61 46%	65 34%	115 35%
(2) Somewhat disagree	169 15%	76 14%	93 17%	23 12%	20 8%	49 20% E	48 17% E	29 20% E	36 15%	41 16%	59 17%	33 13%	72 15%	97 15%	44 16%	17 12%	37 19%	60 18%
(1) Strongly disagree	54 5%	23 4%	31 6%	8 4%	10 4%	13 5%	17 6%	6 4%	15 6%	8 3%	19 5%	13 5%	18 4%	36 6%	23 9% R	11 8% R	6 3%	7 2%
Agree (NET)	431 39%	251 45% C	181 32%	65 34%	88 36%	107 43%	111 40%	61 42%	98 39%	90 35%	137 39%	106 42%	187 39%	244 39%	77 29%	45 34%	84 44% O	150 45% O
Disagree (NET)	223 20%	100 18%	123 22%	32 16%	30 12%	62 25% E	65 23% E	35 24% E	51 21%	49 19%	77 22%	46 18%	90 19%	133 21%	67 25%	27 20%	43 22%	67 20%
Mean	3.2	3.3 C	3.1	3.2	3.2	3.2	3.2	3.2	3.2	3.2	3.2	3.2	3.2	3.2	3.0	3.1	3.2	3.3 O
Std. Dev.	0.94	0.95	0.93	0.86	0.82	1.01	1.04	0.94	0.98	0.88	0.98	0.93	0.91	0.96	1.01	0.95	0.93	0.90
Sigma	1108 100%	551 100%	557 100%	192 100%	243 100%	247 100%	280 100%	146 100%	248 100%	255 100%	349 100%	255 100%	483 100%	625 100%	267 100%	133 100%	192 100%	332 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1625_4 How much do you agree or disagree with the following statements?

The regulations that entrepreneurs starting new businesses face in the U.S. are a burden

Base: All United States Adults 16-64

This Question Was Weighted To The General Population

	United States																	
	Gender			Age					Region				Presence of children in household		Income			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-east	Midwest	South	West	Yes	No	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1108	542	566	155	263	221	285	184	289	285	275	258	427	681	247	130	222	329
Weighted Base	1108	551	557	192*	243	247	280	146*	248	255	349	255	483	625	267	133*	192*	332
(5) Strongly agree	135 12%	68 12%	67 12%	7 3%	23 9%	39 16% D	48 17% D	19 13% D	28 11%	31 12%	52 15%	25 10%	53 11%	82 13%	25 9%	21 15%	36 19%	45 14%
(4) Somewhat agree	343 31%	196 36% C	147 26%	45 24%	72 30%	66 27%	99 36%	61 42% DF	77 31%	90 35%	99 28%	77 30%	138 29%	205 33%	55 21%	44 33%	62 32%	128 38% O
(3) Neither agree nor disagree	454 41%	187 34%	267 48% B	105 54% GH	122 50% GH	100 40%	80 29%	48 33%	100 40%	102 40%	140 40%	112 44%	224 46% N	231 37%	135 51% QR	54 40%	66 34%	102 31%
(2) Somewhat disagree	139 13%	73 13%	66 12%	28 15%	22 9%	32 13%	42 15%	14 9%	37 15%	26 10%	40 11%	35 14%	55 11%	83 13%	39 15%	14 11%	22 11%	46 14%
(1) Strongly disagree	36 3%	27 5% C	9 2%	8 4%	4 2%	10 4%	10 4%	4 3%	6 2%	6 3%	19 5%	6 2%	12 2%	25 4%	13 5%	1 1%	7 4%	11 3%
Agree (NET)	478 43%	264 48% C	214 38%	52 27%	94 39%	104 42% D	147 53% DE	80 55% DE	105 42%	121 47%	151 43%	102 40%	192 40%	286 46%	80 30%	64 48% O	97 51% O	173 52% O
Disagree (NET)	175 16%	99 18%	76 14%	36 18%	26 11%	43 17%	52 19%	18 12%	43 17%	33 13%	58 17%	41 16%	67 14%	108 17%	52 19%	15 12%	29 15%	57 17%
Mean	3.4	3.4	3.4	3.1	3.4 D	3.4 D	3.5 D	3.5 D	3.3	3.4	3.4	3.3	3.3	3.4	3.2	3.5 O	3.5 O	3.5 O
Std. Dev.	0.96	1.02	0.90	0.82	0.84	1.03	1.05	0.94	0.94	0.92	1.04	0.91	0.91	1.00	0.95	0.91	1.04	1.00
Sigma	1108 100%	551 100%	557 100%	192 100%	243 100%	247 100%	280 100%	146 100%	248 100%	255 100%	349 100%	255 100%	483 100%	625 100%	267 100%	133 100%	192 100%	332 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1625_5 How much do you agree or disagree with the following statements?

Risk taking entrepreneurs in the U.S. should be allowed to keep a substantial share of the wealth they create

Base: All United States Adults 16-64

This Question Was Weighted To The General Population

	United States																	
	Gender			Age					Region				Presence of children in household		Income			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-east	Midwest	South	West	Yes	No	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1108	542	566	155	263	221	285	184	289	285	275	258	427	681	247	130	222	329
Weighted Base	1108	551	557	192*	243	247	280	146*	248	255	349	255	483	625	267	133*	192*	332
(5) Strongly agree	289 26%	152 28%	137 25%	43 22%	53 22%	70 28%	87 31%	35 24%	64 26%	60 24%	95 27%	69 27%	134 28%	154 25%	68 25%	27 20%	48 25%	97 29%
(4) Somewhat agree	415 37%	224 41%	191 34%	71 37%	85 35%	99 40%	95 34%	65 45%	95 38%	109 43%	129 37%	83 33%	178 37%	237 38%	87 33%	48 36%	87 45%	130 39%
(3) Neither agree nor disagree	298 27%	123 22%	175 31% B	64 33% F	88 36% FGH	50 20%	65 23%	31 21%	55 22%	63 25%	100 29%	78 31%	140 29%	158 25%	87 33% Q	34 26%	39 20%	76 23%
(2) Somewhat disagree	68 6%	36 6%	32 6%	6 3%	12 5%	23 9%	17 6%	10 7%	15 6%	18 7%	13 4%	21 8%	22 5%	46 7%	16 6%	9 7%	16 8%	22 6%
(1) Strongly disagree	38 3%	16 3%	22 4%	9 5%	5 2%	4 2%	15 5%	4 3%	19 7% JL	5 2%	12 3%	3 1%	8 2%	29 5%	9 3% OQR	16 12%	2 1%	7 2%
Agree (NET)	704 64%	376 68% C	328 59%	114 59%	138 57%	169 68%	183 65%	101 69%	159 64%	169 66%	224 64%	152 60%	313 65%	391 63%	155 58%	74 56%	135 70%	228 69%
Disagree (NET)	106 10%	51 9%	54 10%	14 7%	17 7%	28 11%	32 11%	14 10%	34 14%	23 9%	25 7%	24 9%	30 6%	76 12% M	25 9%	25 19% R	18 9%	29 9%
Mean	3.8	3.8	3.7	3.7	3.7	3.8	3.8	3.8	3.7	3.8	3.8	3.8	3.8	3.7	3.7	3.5	3.8 P	3.9 P
Std. Dev.	1.01	1.00	1.03	1.00	0.94	1.00	1.11	0.98	1.15	0.94	0.99	0.98	0.94	1.06	1.02	1.23	0.93	0.98
Sigma	1108 100%	551 100%	557 100%	192 100%	243 100%	247 100%	280 100%	146 100%	248 100%	255 100%	349 100%	255 100%	483 100%	625 100%	267 100%	133 100%	192 100%	332 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1625_6 How much do you agree or disagree with the following statements?
 Fear of failure discourages many people from starting their own businesses in the U.S.

Base: All United States Adults 16-64

This Question Was Weighted To The General Population

	United States																	
	Gender			Age					Region				Presence of children in household		Income			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-east	Midwest	South	West	Yes	No	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1108	542	566	155	263	221	285	184	289	285	275	258	427	681	247	130	222	329
Weighted Base	1108	551	557	192*	243	247	280	146*	248	255	349	255	483	625	267	133*	192*	332
(5) Strongly agree	302 27%	137 25%	165 30%	25 13%	74 31% D	73 30% D	83 30% D	46 32% D	64 26%	64 25%	98 28%	75 30%	124 26%	178 28%	84 32%	41 31%	60 31%	81 24%
(4) Somewhat agree	426 38%	218 40%	208 37%	69 36%	94 39%	94 38%	107 38%	62 42%	105 42%	108 42%	115 33%	98 38%	182 38%	244 39%	74 28%	49 37%	78 40%	164 49% O
(3) Neither agree nor disagree	259 23%	126 23%	134 24%	67 35% FGH	64 26% H	52 21%	55 20%	21 15%	50 20%	59 23%	90 26%	59 23%	134 28% N	125 20%	83 31% QR	33 25%	29 15%	52 16%
(2) Somewhat disagree	80 7%	42 8%	38 7%	16 9%	9 4%	18 7%	25 9%	11 7%	23 9%	23 9%	19 5%	15 6%	35 7%	45 7%	10 4%	8 6%	20 11% O	29 9%
(1) Strongly disagree	41 4%	29 5%	13 2%	15 8% E	1 1%	9 4%	10 4%	6 4%	5 2%	2 1%	27 8% IJ	8 3%	9 2%	33 5% M	16 6%	3 2%	6 3%	7 2%
Agree (NET)	727 66%	355 64%	372 67%	94 49%	168 69% D	167 68% D	190 68% D	108 74% D	170 68%	172 67%	213 61%	173 68%	305 63%	422 67%	159 59%	90 67%	138 72%	244 74% O
Disagree (NET)	121 11%	70 13%	51 9%	31 16% E	11 4%	28 11% E	35 13% E	17 11%	28 11%	24 10%	46 13%	23 9%	44 9%	78 12%	25 9%	11 8%	26 13%	36 11%
Mean	3.8	3.7	3.9	3.4	3.9 D	3.8 D	3.8 D	3.9 D	3.8	3.8	3.7	3.9	3.8	3.8	3.8	3.9	3.9	3.9
Std. Dev.	1.04	1.08	1.00	1.06	0.88	1.06	1.07	1.06	0.99	0.93	1.16	1.01	0.97	1.10	1.11	0.99	1.06	0.96
Sigma	1108 100%	551 100%	557 100%	192 100%	243 100%	247 100%	280 100%	146 100%	248 100%	255 100%	349 100%	255 100%	483 100%	625 100%	267 100%	133 100%	192 100%	332 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1625 How much do you agree or disagree with the following statements?

GRID SUMMARY TABLE

Base: All United States Adults 16-64

This Question Was Weighted To The General Population

Agree or disagree

	The climate for entrepreneurs who want to start new businesses in Europe is as good as that in the U.S.	The U.S. is a good place to set up a new business	Venture capital and other finance to start new businesses are widely available in the U.S.	The regulations that entrepreneurs starting new businesses face in the U.S. are a burden	Risk taking entrepreneurs in the U.S. should be allowed to keep a substantial share of the wealth they create	Fear of failure discourages many people from starting their own businesses in the U.S.
	(B)	(C)	(D)	(E)	(F)	(G)
Unweighted Base	1108	1108	1108	1108	1108	1108
Weighted Base	1108	1108	1108	1108	1108	1108
(5) Strongly agree	28 3%	199 18% BDE	70 6% B	135 12% BD	289 26% BCDE	302 27% BCDE
(4) Somewhat agree	181 16%	467 42% BDE	361 33% B	343 31% B	415 37% BE	426 38% BDE
(3) Neither agree nor disagree	694 63% CDEFG	295 27%	453 41% CFG	454 41% CFG	298 27%	259 23%
(2) Somewhat disagree	153 14% CFG	105 9% F	169 15% CFG	139 13% FG	68 6%	80 7%
(1) Strongly disagree	52 5%	42 4%	54 5%	36 3%	38 3%	41 4%
Agree (NET)	208 19%	666 60% BDE	431 39% B	478 43% B	704 64% BDE	727 66% BCDE
Disagree (NET)	205 19% CFG	147 13% F	223 20% CFG	175 16% FG	106 10%	121 11%
Mean	3.0	3.6 BDE	3.2 B	3.4 BD	3.8 BCDE	3.8 BCDE
Std. Dev.	0.77	1.01	0.94	0.96	1.01	1.04
Sigma	1108 100%	1108 100%	1108 100%	1108 100%	1108 100%	1108 100%

Proportions/Means: All Columns Tested (5% risk level)
 Overlap formulae used.

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Q1650 Which one, if any, of the following countries do you think is the greatest threat to global stability?

20 Nov 2007
 Table 84

Base: All United States Adults 16-64

This Question Was Weighted To The General Population

	United States																	
	Gender		Age					Region				Presence of children in household		Income				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-east	Midwest	South	West	Yes	No	Less Than \$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1108	542	566	155	263	221	285	184	289	285	275	258	427	681	247	130	222	329
Weighted Base	1108	551	557	192*	243	247	280	146*	248	255	349	255	483	625	267	133*	192*	332
Iran	289 26%	175 32% C	114 20%	18 9%	51 21% D	52 21% D	110 39% DEF	58 40% DEF	59 24%	69 27%	86 25%	76 30%	103 21%	187 30% M	51 19%	22 16%	54 28%	126 38% OP
North Korea	181 16%	83 15%	99 18%	36 18%	40 17%	43 17%	35 12%	28 19%	39 16%	36 14%	60 17%	47 18%	76 16%	105 17%	38 14%	30 22%	25 13%	56 17%
China	160 14%	83 15%	77 14%	31 16% H	35 15% H	46 18% H	39 14% H	8 5%	35 14%	45 18%	44 13%	36 14%	95 20% N	65 10%	43 16%	14 10%	36 19%	43 13%
Iraq	151 14%	46 8%	105 19% B	23 12%	33 14%	47 19% G	28 10%	20 14%	34 14%	41 16%	51 15%	24 10%	63 13%	89 14%	37 14%	27 20% R	28 14%	33 10%
US	140 13%	81 15%	59 11%	26 13%	33 14%	31 13%	38 14%	12 8%	36 15%	21 8%	53 15%	30 12%	62 13%	78 13%	33 12%	15 11%	23 12%	50 15%
Russia	29 3%	18 3%	11 2%	7 4%	5 2%	6 2%	5 2%	5 4%	7 3%	6 2%	11 3%	4 2%	14 3%	15 2%	10 4%	1 1%	6 3%	9 3%
Pakistan	9 1%	3 1%	6 1%	2 1%	1 *	* *	4 2%	2 1%	2 1%	1 1%	1 *	5 2%	6 1%	4 1%	1 *	1 1%	* *	5 1%
Syria	3 *	3 1%	-	-	-	-	1 *	2 1%	1 1%	1 *	-	1 *	-	3 *	-	-	2 1%	1 *
No one county - all are a threat	2 *	1 *	1 *	-	1 *	1 *	-	-	-	-	1 *	1 *	1 *	1 *	1 *	-	-	-
Middle East (country not specified)	1 *	1 *	-	-	-	-	1 *	1 *	1 *	1 *	-	-	1 *	1 *	-	-	1 *	1 *
India	1 *	-	1 *	-	-	1 *	-	-	1 *	-	-	-	-	1 *	-	-	-	1 *
Saudi Arabia	1 *	-	1 *	-	-	-	-	1 *	1 *	-	-	-	-	1 *	-	1 *	-	-
Afghanistan	* *	-	* *	-	-	-	* *	-	* *	-	-	-	-	* *	-	-	-	-
Other	5 *	* *	4 1%	-	-	* *	4 2%	-	4 2%	* *	-	-	* *	4 1%	* *	4 3% R	-	-

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 russell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

Q1650 Which one, if any, of the following countries do you think is the greatest threat to global stability?

20 Nov 2007
 Table 84

Base: All United States Adults 16-64

This Question Was Weighted To The General Population

	United States																	
	Gender			Age					Region				Presence of children in household		Income			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-east	Midwest	South	West	Yes	No	Less Than \$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Weighted Base	1108	551	557	192*	243	247	280	146*	248	255	349	255	483	625	267	133*	192*	332
Not sure	2*	2*	*	-	-	2	-	-	-	-	-	2	2*	-	2	-	-	-
Not stated / not answered / refused	5*	-	5	-	-	-	5	-	5	-	-	-	5	-	-	-	5	-
None	130	55	75	49	43	19	9	10	23	36	42	29	56	73	51	19	11	9
	12%	10%	13%	26% FGH	18% FGH	8%	3%	7%	9%	14%	12%	12%	12%	12%	19% QR	15% R	6%	3%
Sigma	1109	551	558	192	243	248	280	147	249	256	349	255	484	625	267	133	193	333
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

Analysis of Sample - United States

Base: All United States Adults 16+

This Question Was Weighted To The General Population

	United States																	
	Gender			Age					Region				Presence of children in household		Income			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-east	Midwest	South	West	Yes	No	Less Than \$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1108	542	566	155	263	221	285	184	289	285	275	258	427	681	247	130	222	329
Weighted Base	1108	551	557	192*	243	247	280	146*	248	255	349	255	483	625	267	133*	192*	332
United States Total	1108	551	557	192	243	247	280	146	248	255	349	255	483	625	267	133	192	332
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Gender Male	551	551	-	102	108	126	137	78	138	125	166	121	225	325	124	56	91	207
	50%	100%	-	53%	44%	51%	49%	54%	56%	49%	48%	48%	47%	52%	47%	42%	47%	62%
		C																OPQ
Female	557	-	557	90	135	121	143	68	110	130	183	134	257	299	143	77	102	125
	50%	-	100%	47%	56%	49%	51%	46%	44%	51%	52%	52%	53%	48%	53%	58%	53%	38%
			B												R	R	R	
Age 16-24	192	102	90	192	-	-	-	-	37	42	70	43	125	67	58	10	14	19
	17%	19%	16%	100%	-	-	-	-	15%	16%	20%	17%	26%	11%	22%	8%	7%	6%
				EF									N		PQR			
25-34	243	108	135	-	243	-	-	-	56	49	78	59	89	154	69	47	40	60
	22%	20%	24%	-	100%	-	-	-	22%	19%	22%	23%	19%	25%	26%	35%	21%	18%
					DFGH										R			
35-44	247	126	121	-	-	247	-	-	63	69	66	49	151	95	61	25	49	88
	22%	23%	22%	-	-	100%	-	-	25%	27%	19%	19%	31%	15%	23%	19%	26%	26%
						DEGH							N					
45-54	280	137	143	-	-	-	280	-	61	57	91	70	103	177	57	22	62	111
	25%	25%	26%	-	-	-	100%	-	25%	23%	26%	28%	21%	28%	21%	17%	32%	33%
							DEFH									P		OP
55-64	146	78	68	-	-	-	-	146	31	38	43	34	14	132	22	29	27	55
	13%	14%	12%	-	-	-	-	100%	12%	15%	12%	13%	3%	21%	8%	22%	14%	17%
								DEFG					M		O		O	
Northeast	248	138	110	37	56	63	61	31	248	-	-	-	126	122	38	39	54	84
	22%	25%	20%	19%	23%	26%	22%	21%	100%	-	-	-	26%	20%	14%	29%	28%	25%
									JKL						O	O	O	O
Midwest	255	125	130	42	49	69	57	38	-	255	-	-	114	141	51	39	47	73
	23%	23%	23%	22%	20%	28%	21%	26%	-	100%	-	-	24%	23%	19%	29%	24%	22%
										IKL								
South	349	166	183	70	78	66	91	43	-	-	349	-	145	204	102	32	63	94
	31%	30%	33%	37%	32%	27%	32%	30%	-	-	100%	-	30%	33%	38%	24%	33%	28%
											IJL							
West	255	121	134	43	59	49	70	34	-	-	-	255	97	158	76	23	28	80
	23%	22%	24%	22%	24%	20%	25%	23%	-	-	-	100%	20%	25%	28%	17%	15%	24%
													IJK		Q			

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

Analysis of Sample - United States

20 Nov 2007
 Table 85

Base: All United States Adults 16+

This Question Was Weighted To The General Population

	United States																	
	Gender			Age					Region				Presence of children in household		Income			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-east	Midwest	South	West	Yes	No	Less Than \$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Weighted Base	1108	551	557	192*	243	247	280	146*	248	255	349	255	483	625	267	133*	192*	332
Presence of children in household																		
Yes	483 44%	225 41%	257 46%	125 65% EGH	89 37% H	151 61% EGH	103 37% H	14 10%	126 51% L	114 45%	145 42%	97 38%	483 100% N	-	100 38%	37 28%	84 43% P	145 44% P
No	625 56%	325 59%	299 54%	67 35% DF	154 63% DF	95 39%	177 63% DF	132 90% DEFG	122 49%	141 55%	204 58%	158 62% I	-	625 100% M	167 62% QR	97 72% QR	109 57%	187 56%
Income																		
<= \$35K	267 24%	124 23%	143 26%	58 30% H	69 28% H	61 25%	57 20%	22 15%	38 15%	51 20%	102 29% I	76 30% I	100 21%	167 27% PQR	267 100% PQR	-	-	-
\$35K-\$49.9K	133 12%	56 10%	77 14%	10 5% DFG	47 19% DFG	25 10%	22 8%	29 20% DG	39 16%	39 15%	32 9%	23 9%	37 8%	97 15% M	-	133 100% OQR	-	-
\$50K-\$74.9K	192 17%	91 16%	102 18%	14 7% D	40 16% D	49 20% D	62 22% D	27 19% D	54 22% L	47 18%	63 18%	28 11%	84 17%	109 17%	-	-	192 100% OPR	-
\$75K+	332 30%	207 38% C	125 22%	19 10%	60 25% D	88 36% D	111 40% DE	55 38% DE	84 34%	73 29%	94 27%	80 31%	145 30%	187 30%	-	-	-	332 100% OPQ

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

CLASSIFICATION TABLES - UNITED STATES (DEMOGRAPHIC)

Base: All United States Adults 16+

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted Base	1108	1108
Weighted Base	1108	1108
GENDER -----		
Male	542 49%	551 50%
Female	566 51%	557 50%
AGE -----		
16-24	155 14%	192 17%
25-34	263 24%	243 22%
35-44	221 20%	247 22%
45-54	285 26%	280 25%
55+	184 17%	146 13%
REGION -----		
Northeast	289 26%	248 22%
Midwest	285 26%	255 23%
South	275 25%	349 31%
West	258 23%	255 23%
PRESENCE OF CHILDREN IN HOUSEHOLD -----		
Yes	427 39%	483 44%
No	681 61%	625 56%
INCOME -----		

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

CLASSIFICATION TABLES - UNITED STATES (DEMOGRAPHIC)

20 Nov 2007
Table 86

Base: All United States Adults 16+

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted Base	1108	1108
<= \$35K	247 22%	267 24%
\$35K-\$49.9K	130 12%	133 12%
\$50K-\$74.9K	222 20%	192 17%
\$75K+	329 30%	332 30%

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
Tel: 0208 263 5311

www.harrisinteractive.com/europe

WEIGHTING VARIABLES - UNITED STATES

Base: All United States Adults 16+

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted Base	1108	1108
Weighted Base	1108	1108
 <u>AGE CATEGORIES</u>		
16-29	298 27%	299 27%
30-39	239 22%	279 25%
40-49	271 24%	283 26%
50-64	300 27%	246 22%
 <u>GENDER</u>		
Male	542 49%	551 50%
Female	566 51%	557 50%
 <u>EDUCATION</u>		
High School or Less	168 15%	445 40%
Some College	298 27%	225 20%
Associates Degree	106 10%	96 9%
4 Year College Degree	237 21%	197 18%
Post-Graduate Schooling	261 24%	103 9%
9th Grade	1	1
10th Grade	13 1%	13 1%
11th Grade	24 2%	28 3%
 <u>RACE/ETHNICITY</u>		
Hispanic	69 6%	128 12%
Black/African American But Not Hispanic	64 6%	111 10%
All Others	975 88%	869 78%
 <u>REGION</u>		

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

www.harrisinteractive.com/europe

WEIGHTING VARIABLES - UNITED STATES

Base: All United States Adults 16+

	Unweighted Total	Weighted Total
Weighted Base	1108	1108

North-East 1	74 7%	83 7%
North-East 2	215 19%	166 15%
South 1	185 17%	243 22%
South 2	90 8%	106 10%
Midwest 1	186 17%	160 14%
Midwest 2	99 9%	95 9%
West 1	85 8%	80 7%
West 2	173 16%	175 16%

YEARLY HOUSEHOLD INCOME

Less than \$15,000	72 6%	87 8%
\$15,000 - \$24,999	79 7%	84 8%
\$25,000 - \$34,999	96 9%	96 9%
\$35,000 - \$49,999	130 12%	133 12%
\$50,000 - \$74,999	222 20%	192 17%
\$75,000 - \$99,999	132 12%	124 11%
\$100,000 or More	197 18%	208 19%
Unknown	38 3%	40 4%
Decline to Answer	142 13%	142 13%

PROPENSITY QUINTILE

Quintile 1	413 37%	290 26%
------------	------------	------------

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
 Tel: 0208 263 5311

WEIGHTING VARIABLES - UNITED STATES

20 Nov 2007
Table 87

Base: All United States Adults 16+

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted Base	1108	1108
Quintile 2	238 21%	253 23%
Quintile 3	195 18%	234 21%
Quintile 4	133 12%	168 15%
Quintile 5	84 8%	115 10%
Quintile 6	45 4%	48 4%

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
brussell@harrisinteractive.com OR dbottle@harrisinteractive.com
Tel: 0208 263 5311

www.harrisinteractive.com/europe