

**Random Digit Dialing vs. Listed Sample:  
A Zogby International Research Study into Telephone Survey Methodologies**

**Zogby International**

John Zogby, President and CEO  
John Bruce, Vice President and Systems Administrator  
Rebecca Wittman, Vice President and Managing Editor  
Grace Q. Ren, Research Director

Philip A. Vanno, Writer

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## Table Of Contents

<b>Subject</b>	<b>Page</b>
I. Executive Summary	2
II. Narrative Analysis	6

## I. Executive Summary

From November 14, 2005 to January 26, 2007, Zogby International conducted four separate nationwide telephone surveys using a split sampling design. About half of the respondents were chosen at random from a Random Digit Dialing (RDD) sample frame, and the other half from a telephone directory list. Comparisons were made both in the samples' demographic constitution, and their responses on substantive questions. For demographic comparison, the samples were unweighted so that the quality of the samples can be assessed. For comparison on substantive questions, the samples were weighted because it is usually the weighted results that are reported as final.

*Out of the 103 total substantive questions from all four surveys, no difference was found between the listed and RDD samples 62.1% of the time, a small difference was found 35.0%, and a moderate difference was found 2.9%.<sup>1</sup>*

*Of the 49 total demographics from the four surveys, no sample difference was found 67% of the time, a small difference was found 31%, and a moderate difference was found 2%.*

The concept of random digit dialing was first developed in the 1970s out of the concern that samples drawn from telephone directories were potentially biased due to the exclusion of unlisted numbers. This is explained further in an article published in *The Public Opinion Quarterly* by Martin and Lester Frankel: "Mainly as a result of increasing mobility and explicit requests, many households are served by phones with numbers that are not listed in the current directory."

*"In 1970 the percentage of unlisted phone homes was as high as 40% in some areas and averages about 20% in the country...to overcome the problem of unlisted numbers the method of 'random digit dialing' was developed."<sup>2</sup>*

Back then RDD helped reach the households with unlisted phone numbers, which tended to have younger heads, more persons in the 18- to 34- years old group and fewer children over 12 years old. These households were more likely to have the middle range income than either high or low income. They were also more likely to be single parent families, or non-white families, with blue-collar, sales and service occupations.<sup>3</sup>

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<sup>1</sup>For each individual question, the p-value of 0.05 was used in the test of statistical significance. However, if we divide the p-value by the number of tests for each survey and use the new value as the cutting point, the number of questions where no difference exists will further increase.

<sup>2</sup>See Frankel, M. R., et al, "Fifty Years of Survey Sampling in the United States," *The Public Opinion Quarterly*, Vol. 51, (1987) p. S132. Some earlier studies on RDD include: 1) Glasser et al, "Random Digit Dialing as a method of Telephone Sampling," *Journal of Marketing Research*, Vol. 9, No. 1, (1972), pp.59-64; 2) Sudeman, S., "The Uses of Telephone Directories for Survey Sampling," *Journal of Marketing Research*, Vol. 10, No. 2, (1973), pp. 204-207.

<sup>3</sup> See Tybjee, T. T., "Telephone survey methods: The state of the art," *Journal of Marketing*, Vol. 43, No. 3. (1979), p 74.

However, with today's "democratization" of unlisted phone numbers, Pollster John Zogby maintains that is no longer a viable argument.

"The mom in the projects; the divorced father in Macomb County, Michigan; the blue-collar laborer; are just as likely today to have an unlisted phone number as the wealthy, conservative, physician in suburban Philadelphia," Zogby says. "It doesn't matter as much."

Zogby also points to the increased use of technologies to screen calls, such as answering machines, caller ID, privacy managers, and call blocking, as well as decreasing response rates, to show that RDD is not necessarily a better alternative to listed samples in terms of coverage, cost, productivity and even actual results.

"When I started in 1984, response rates averaged 65%," Zogby says. "You were twice as likely to get someone to answer the telephone. Today they don't answer the phone and they are much more likely to refuse to participate in a survey."

RDD sampling has the inherent problem of over-coverage due to the non-existent numbers, fax numbers, disconnected numbers and business numbers included in the sampling frame, which Zogby believes may introduce bias into the survey results. This is summarized aptly by author Larry J. Sabato in his book *The Rise of Political Consultants* when he says: "...random-digit dialing is not stratified sufficiently, calls commercial listings as well as personal listings indiscriminately (adding to interviewer fatigue), and generally leaves too much control up to the interviewer. (The more discretion an interviewer has, the greater the chance of error.)"<sup>4</sup>

"In situations where [the caller] can control the actual numbers that appear on the page, they may say: 'Well, I've been working three hours on area code 212 and three digit exchange 383, and I haven't gotten anybody, so I'm going to zap that page,'" Zogby says. "Now you are getting into caller-interviewer discretion. You are screwing up the sample essentially."

As a result of the built-in inefficiency of the RDD sample, the interviewer usually has to wait a long time before they finally get someone qualified on the phone. Consequently, the average number of calls made per complete interview in the RDD sample is much higher than it is in the listed sample,<sup>5</sup> which not only induces caller fatigue but also inflates survey expenses greatly. To make matters worse, recent changes

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<sup>4</sup> See Sabato, L. J., *The Rise of Political Consultants*, p.106, NY: Basic Books Inc., 1983.

<sup>5</sup> See Traugott, M. W. et al, "Using dual frame designs to reduce nonresponse in telephone surveys." *Public Opinion Quarterly* Vol. 51. No. 4. (1987), pp.522-539. In his study, calls made from the RDD frame required 3.1 times more dialings to reach a qualified household than the calls made from a list frame. Similarly, Psaty et al (see note 6) also reported 20% to 25% less effort to reach elderly adult respondents when a list frame was compared to an RDD frame.

in the nation's telephony systems have further decreased the density of working phone numbers and hence contributed to greater inefficiency of RDD sampling.<sup>6</sup>

RDD's lack of productivity and cost-effectiveness becomes more acute in studies focused on small areas. In addition to non-working and business phone numbers, RDD is also likely to generate numbers of many households outside the targeted area.<sup>7</sup> The fact that RDD methods are limited in their ability to match specific geographies makes them even less efficient when respondents are supposed to be from limited areas.

***In the academic world, no consensus has been reached among public opinion researchers on the superiority of RDD over listed samples. However, the results from a number of studies are consistent with Zogby's assessment that listed samples are more efficient, less costly to administer, and produce results similar to those of RDD.***

For example, in a study of health behaviors published in the *American Journal of Epidemiology*, results show that among 40 variables measuring various health behaviors, indicators of health status, and participation in health-related programs and classes, only three differed significantly between the two samples. The authors concluded that list sampling was an efficient method for this study and that the results were comparable with those obtained by random digit dialing techniques.<sup>8</sup>

An Australian study by the Centre for Population Studies in Epidemiology also reported that the use of directory listings produces only minimal bias over RDD samples, and concluded that: "efficiency and methodological ease of conducting list sampling makes it our preferred method of obtaining health behavior data."<sup>9</sup>

Researchers from the Institute for Public Service and Policy Research at the University of Southern California also point out that in their experimental study, the list sample "achieved a slightly higher response rate, was less costly than the RDD sample, and the results based on the two samples were largely similar. Overall the conclusions reached on the basis of these two samples would be the same."<sup>10</sup>

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<sup>6</sup> See Tucker, C. et al, "The current efficiency of list-assisted telephone sampling designs." *Public Opinion Quarterly* Vol. 66. No. 3. (2002), pp. 321-338.

<sup>7</sup> See Schejbal, J. A. et al, "Coverage error and cost issues in small area telephone surveys." *American Statistical Association: 1994 Proceedings of the Section on Survey Methods*, pp. 1287-1292.

<sup>8</sup> See Psaty, B. M. et al, "Sampling elderly in the community: A comparison of commercial telemarketing lists and random digit dialing techniques for assessing health behavior and health status." *American Journal of Epidemiology*, Vol. 134, No. 1. (1991) pp. 96-106.

<sup>9</sup> See Wilson, D. et al, "Random digit dialing and electronic white pages samples compared: demographic profiles and health estimates." *Australian and New Zealand Journal of Public Health* Vol. 23. (1999), pp. 627-633.

<sup>10</sup> Oldendick, R. W. et al. "Differences in an RDD and list sample: An experimental comparison." *Paper presented at the annual meeting of the American Association for Public Opinion Research, Pointe Hilton Tapatio Cliffs, Phoenix, Arizona, May 11, 2004.*

In general, researchers conducting dual frame studies report only slight differences in substantive results between list and RDD frame samples. Most of the studies indicated that the differences are not sufficient enough to alter the conclusions of the research, nor would they change the study's recommendations. Even in studies where significant differences arise between the two samples, no conclusion is drawn as to the former being a superior sampling method in all cases. Instead, it is suggested that the RDD sample is not error free, and that the researcher must balance the potential for reduction in survey error against the expected cost of alternative sampling methods.<sup>11</sup>

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<sup>11</sup> Guterbock, T. M. et al. "RDD vs. Listed: An experimental study of coverage error, costs and non-response in a statewide telephone survey." *Paper presented at the annual meeting of the American Association for Public Opinion Research, Nashville, Tennessee, May 17, 2003.*

## II. Narrative Analysis

This narrative analysis is divided into four parts as described here:

- 1) From **November 14, 2005 to December 2, 2005**, Zogby International conducted a nationwide telephone survey of 1,000 Roman Catholic parish members using a split sampling design. 482 respondents were chosen at random from RDD sample frame and 518 from telephone directory list. **Table 1 to Table 29** compare the two samples on 30 substantive questions while **Table 30 to Table 33** report results of comparison on 4 demographic questions.
- 2) The Zogby America survey that ran from **December 5, 2006 to December 8, 2006** interviewed 560 respondents from RDD sample frame and 643 from telephone directory list. **Table 34 to Table 62** report the results of sample comparison on 30 substantive questions while **Table 63 to Table 72** compare the two samples on 11 demographic questions.
- 3) From **December 12, 2006 to December 14, 2006**, another Zogby America survey using a split sampling design was conducted. Among the 1213 respondents, 552 respondents were chosen at random from RDD sample and 651 from telephone directory list. **Table 73 to Table 84** compare the two samples on 12 substantive questions while **Table 85 to Table 96** report the results of comparison on 12 demographic questions.
- 4) The third Zogby America survey that compared RDD and listed sampling was conducted from **January 24, 2007 to January 26, 2007**. Out of a total of 1168 respondents, 416 were drawn randomly from RDD sample frame and 752 from telephone directory list. **Table 97 to Table 129** report the results of comparison on 37 substantive questions. **Table 130 to Table 147** compare the two samples on 22 demographic questions.

**Part I**  
**Catholic Survey (11/14/2005 – 12/02/2005)**

Out of the 24 substantive questions, there was no statistically significant difference found between the two samples' *weighted* data 54.2% of the time:

**Table 1.**

	<i>To what extent do you agree or disagree with the statement that there should be an annual independent audit of Church finances at the PARISH level, with the results to be released publicly?</i>				
	<b>1-Strongly disagree</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5-Strongly agree</b>
RDD	15.0%	10.5%	11.5%	20.9%	42.1%
Listed	16.5%	6.7%	14.0%	15.1%	47.7%

**Table 2.**

	<i>To what extent do you agree or disagree with the statement that there should be an annual independent audit of Church finances at the Diocesan level, with the results to be released publicly?</i>				
	<b>1-Strongly disagree</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5-Strongly agree</b>
RDD	12.4%	7.3%	15.5%	18.5%	46.2%
Listed	12.7%	5.6%	13.2%	17.9%	50.5%

**Table 3.**

	<i>Which would be an acceptable way for a diocese to pay for the financial settlements resulting from the sexual abuse by priests? --- Closing parishes as a way to save money.</i>		
	<b>Acceptable</b>	<b>Not Acceptable</b>	<b>NS</b>
RDD Sample	30.7%	66.0%	3.3%
Listed Sample	34.1%	62.2%	3.7%

**Table 4.**

	<i>To what extent do you agree or disagree that the financial impact of the settlements will affect the ability of the Church to meet its mission, including programs that assist the disadvantaged members of society?</i>				
	<b>1-Strongly disagree</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5-Strongly agree</b>
RDD	13.0%	6.4%	19.0%	18.9%	42.7%
Listed	11.3%	5.7%	18.9%	22.9%	41.2%

**Table 5.**

	<i>In the last year, have your financial contributions to <u>Diocesan collections</u>, such as <u>Catholic Charities</u> or the <u>Bishops' Annual Appeal</u>, increased, decreased, or remained about the same?</i>			
	<b>Increased</b>	<b>Decreased</b>	<b>Same</b>	<b>NS</b>
RDD	13.2%	12.2%	73.6%	1.0%
Listed	9.2%	16.3%	73.3%	1.2%

**Table 6.**

	<i>In the last year, have your financial contributions to <u>Church National Collections</u>, such as the <u>American Bishops' Overseas Appeal</u> or the <u>Catholic Campaign for Human Development</u>, increased, decreased, or remained about the same?</i>			
	<b>Increased</b>	<b>Decreased</b>	<b>Same</b>	<b>NS</b>
RDD	6.0%	13.1%	78.7%	2.2%
Listed	6.4%	13.0%	78.6%	2.0%

**Table 7.**

	<i>During the past year, Catholic parishes have contributed many millions of dollars to aid victims of natural disasters like Hurricane Katrina. How would you rate the Church's performance in keeping its donors informed about how the funds are being used?</i>				
	<b>1-Very poor</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5-Excellent</b>
RDD	14.7%	21.1%	31.0%	18.0%	15.2%
Listed	18.4%	13.5%	32.8%	19.2%	16.1%

**Table 8.**

	<i>In two diocesan bankruptcy cases precipitated by law suits over the clergy sexual abuse scandal, legal effort is being made by plaintiffs to include in the financial settlements not only diocesan assets but also those of Catholic parishes and schools. If this occurred, how would it affect your decision to contribute to the Church?</i>			
	<b>Give more</b>	<b>Give less</b>	<b>No effect</b>	<b>NS</b>
RDD	11.7%	25.7%	57.4%	5.1%
Listed	8.8%	24.6%	60.4%	6.1%

**Table 9.**

	<i>To what extent do you agree that the Catholic Church needs to develop more modern methods of fundraising, such as electronic transfers from your checking account, to complement the traditional collection basket?</i>				
	<b>1-Strongly disagree</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5-Strongly agree</b>
RDD	35.0%	11.0%	17.2%	11.9%	24.9%
Listed	36.5%	11.8%	18.5%	11.9%	21.3%

**Table 10.**

	<i>To what extent do you agree that parishes should provide an annual open forum for parishioners where the parish's financial planning and methods of fund raising can be aired?</i>				
	<b>1-Strongly disagree</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5-Strongly agree</b>
RDD	2.9%	3.9%	14.7%	26.3%	52.3%
Listed	6.2%	3.8%	11.5%	18.0%	60.5%

**Table 11.**

	<i>In total, approximately how much money does your household contribute to all levels of the Catholic Church annually?</i>		
	<b>Specify</b>	<b>Nothing</b>	<b>Don't know</b>
RDD	87.9%	2.1%	10.0%
Listed	84.3%	1.3%	14.4%

**Table 12.**

	<i>Which would be an acceptable way for a diocese to pay for the financial settlements resulting from the sexual abuse by priests?--- A Reduction in diocesan program offerings.</i>		
	<b>Acceptable</b>	<b>Not Acceptable</b>	<b>Not sure</b>
RDD	30.4%	60.7%	8.9%
Listed	36.5%	56.7%	6.9%

**Table 13.**

	<i>How many hours per month do you spend either volunteering or participating in activities at your parish outside of attending Mass?</i>				
	<b>0</b>	<b>1-3</b>	<b>4-7</b>	<b>8-10</b>	<b>11+</b>
RDD	44.0%	33.3%	13.2%	3.4%	6.1%
Listed	52.1%	24.6%	12.1%	3.6%	7.5%

There was a small statistically significant difference found between the two samples 41.7% of the time:

**Table 14.**

	<i>How often do you attend Mass?</i>					
	<b>Daily</b>	<b>Weekly</b>	<b>2-3/ month</b>	<b>1/month</b>	<b>Few/year</b>	<b>Never</b>
RDD	4.9%	63.6%	12.5%	6.5%	10.8%	1.8%
Listed	4.6%	55.6%	15.2%	5.5%	16.2%	2.9%

**Table 15.**

	<i>How would you rate the U.S. Bishops as a group on their accountability on issues such as Church finances?</i>				
	<b>1-Very poor</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5-Excellent</b>
RDD	8.7%	14.8%	35.9%	28.2%	12.5%
Listed	12.3%	13.1%	42.7%	21.0%	11.0%

**Table 16.**

	<i>To what extent do you agree that the Church should be more accountable on issues such as church finances?</i>				
	<b>1-Strongly disagree</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5-Strongly agree</b>
RDD	4.5%	5.7%	24.8%	23.8%	41.3%
Listed	3.3%	3.2%	21.3%	27.1%	45.1%

**Table 17.**

	<i>Which would be an acceptable way for a diocese to pay for the financial settlements resulting from the sexual abuse by priests?</i>					
	<b>The sale of church property</b>			<b>A special diocesan-wide collection with funds specifically devoted to paying for the settlements</b>		
	<b>Acceptable</b>	<b>Not Acceptable</b>	<b>NS</b>	<b>Acceptable</b>	<b>Not Acceptable</b>	<b>NS</b>
RDD	31.5%	61.1%	7.4%	44.5%	52.5%	3.0%
Listed	45.0%	49.8%	5.2%	31.1%	64.7%	4.3%

**Table 18.**

	<i>Which would be an acceptable way for a diocese to pay for the financial settlements resulting from the sexual abuse by priests?</i>		
	<b>---Declaring bankruptcy as an appropriate way to protect Church assets.</b>		
	<b>Acceptable</b>	<b>Not Acceptable</b>	<b>NS</b>
RDD	29.4%	60.9%	9.7%
Listed	28.7%	65.5%	5.8%

**Table 19.**

	<i>In the last year, have your financial contributions to your parish increased, decreased, or remained about the same?</i>		
	<b>Increased</b>	<b>Decreased</b>	<b>Same</b>
RDD	30.0%	9.7%	60.3%
Listed	24.1%	16.7%	59.2%

**Table 20.**

	<i>To what extent do you agree that you have an adequate understanding of how your contributions to the Catholic Church are used?</i>				
	<b>1-Strongly disagree</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5-Strongly agree</b>
RDD	14.7%	11.1%	28.7%	16.6%	28.8%
Listed	22.3%	11.9%	21.6%	19.0%	25.2%

**Table 21.**

	<i>How would you rate the competence of the Church, in general, with regards to the handling of money?</i>				
	<b>1-Very poor</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5-Excellent</b>
RDD	4.9%	7.9%	42.8%	30.9%	13.5%
Listed	11.8%	12.9%	42.8%	20.2%	12.3%

**Table 22.**

	<i>To what extent do you agree that the Church makes good use of the managerial and financial expertise of its parishioners?</i>				
	<b>1-Strongly disagree</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5-Strongly agree</b>
RDD	5.6%	14.2%	33.0%	23.5%	23.7%
Listed	9.9%	21.0%	27.7%	23.3%	18.0%

A moderate difference was found between the samples 4.2% of the time:

**Table 23.**

	<i>Please tell me if you think there are any other ways to pay for financial settlements resulting for the sexual abuse by priests.</i>									
	<b>Priest</b>	<b>Donations/ Fundraisers</b>	<b>Sell assets</b>	<b>Vatican/ Diocese/ Church</b>	<b>Lower expenses</b>	<b>Lower settle- ments</b>	<b>Preventative /Allow priests to marry</b>	<b>Jail/law handle/no money/ remove priest</b>	<b>Other</b>	<b>None/ NS</b>
RDD	20.4 %	8.6%	3.8%	6.1%	1.9%	2.7%	2.8%	3.7%	2.3%	47.8%
Listed	20.7 %	3.9%	4.5%	4.9%	5.3%	1.0%	3.3%	1.2%	1.2%	54.1%

Out of the four demographic questions on the **11/14/05 Catholic Survey**, there was no difference found between the two samples' *unweighted* data 25% of the time:

**Table 24.**

	<b>Gender</b>	
	<b>Male</b>	<b>Female</b>
RDD	29.9%	70.1%
Listed	29.5%	70.5%

A small difference was found 50% of the time:

**Table 25.**

	<b>Race</b>				
	<b>White</b>	<b>Hispanic</b>	<b>African American</b>	<b>Asian</b>	<b>Other</b>
RDD	87.5%	6.5%	2.5%	2.1%	1.5%
Listed	93.4%	4.4%	0.8%	0.2%	1.2%

**Table 26.**

	<b>Income</b>								
	<b>&lt;\$15k</b>	<b>\$15-25k</b>	<b>\$25-35k</b>	<b>\$35-50k</b>	<b>\$50-75k</b>	<b>\$75-100k</b>	<b>\$100-150k</b>	<b>\$150-200k</b>	<b>\$200k+</b>
RDD	9.6%	9.6%	13.5%	16.8%	21.6%	15.2%	10.2%	2.0%	1.5%
Listed	11.9%	17.1%	11.4%	17.1%	18.3%	10.2%	10.0%	2.4%	1.4%

And finally, a moderate difference was found on 25% of the time:

**Table 27.**

	<b>Age Group</b>			
	<b>18-29</b>	<b>30-49</b>	<b>50-64</b>	<b>65+</b>
RDD	5.5%	31.7%	30.5%	32.4%
Listed	1.7%	20.4%	28.9%	48.9%

**Part II**  
**Zogby America Survey I (12/05/2006 – 12/08/2006)**

Out of the 30 substantive questions, no difference was found between the split listed and RDD samples' *weighted* data 73.3% of the time:

**Table 28.**

	<i>For whom did you vote in 2004 presidential election?</i>				
	<b>Kerry</b>	<b>Bush</b>	<b>Nader</b>	<b>Someone else</b>	<b>NS/ didn't vote/refuse</b>
RDD	38.3%	47.3%	0.8%	1.9%	11.7%
Listed	37.8%	45.4%	2.0%	1.0%	13.7%

**Table 29.**

	<i>Overall, how would you rate President Bush's Performance on the job?</i>				
	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>	<b>NS</b>
RDD	7.0%	24.0%	25.7%	43.0%	0.3%
Listed	7.9%	23.0%	26.1%	41.8%	1.2%

**Table 30.**

	<i>Please rate President Bush's handling of the war in Iraq as...</i>				
	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>	<b>NS</b>
RDD	4.3%	21.4%	20.0%	53.2%	1.2%
Listed	6.8%	16.9%	20.9%	53.8%	1.5%

**Table 31.**

	<i>Please rate President Bush's handling of the war on terrorism as...</i>				
	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>	<b>NS</b>
RDD	11.9%	30.1%	25.9%	31.4%	0.7%
Listed	13.4%	24.3%	29.5%	31.9%	1.0%

**Table 32.**

	<i>Please rate President Bush's handling of jobs and the economy as ...</i>				
	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>	<b>NS</b>
RDD	10.2%	24.7%	31.0%	31.9%	2.3%
Listed	10.7%	25.2%	30.5%	31.2%	2.5%

**Table 33.**

	<i>Overall, how would you rate Congress' performance on the job?</i>				
	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>	<b>NS</b>
RDD	0.7%	15.3%	42.6%	36.6%	4.8%
Listed	0.7%	16.4%	46.0%	33.4%	3.5%

**Table 34.**

	<i>How would you rate the job performance of Republicans in Congress?</i>				
	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>	<b>NS</b>
RDD	2.0%	19.5%	40.8%	33.6%	4.0%
Listed	2.2%	18.9%	37.2%	35.8%	5.9%

**Table 35.**

	<i>How would you rate the job performance of Democrats in Congress?</i>				
	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>	<b>NS</b>
RDD	2.4%	20.3%	45.6%	26.0%	5.8%
Listed	2.1%	16.1%	47.8%	27.2%	6.7%

**Table 36.**

	<i>Overall, do you think the U.S. is headed in the right direction or are things off on the wrong track?</i>			<i>Do you agree or disagree that the war in Iraq has been worth the loss of American lives?</i>		
	<b>Right direction</b>	<b>Wrong track</b>	<b>NS</b>	<b>Agree</b>	<b>Disagree</b>	<b>NS</b>
RDD	33.7%	57.4%	8.9%	32.4%	61.9%	5.7%
Listed	31.6%	56.1%	12.3%	34.7%	58.2%	7.1%

**Table 37.**

	<i>How often do you attend a religious service at a place of worship?</i>						
	<b>More than once a week</b>	<b>About once a week</b>	<b>Once or twice a month</b>	<b>Religious Holidays</b>	<b>Rarely</b>	<b>Never</b>	<b>NS</b>
RDD	18.6%	30.7%	13.7%	6.5%	19.6%	10.7%	0.3%
Listed	16.3%	32.5%	17.4%	5.7%	17.3%	10.6%	0.3%

**Table 38.**

	<i>Do you meet weekly with a group of 20 people or less to pray and study scriptures as your primary form of spiritual or religious gathering?</i>		
	<b>Yes</b>	<b>No</b>	<b>NS</b>
RDD	27.5%	71.9%	0.6%
Listed	30.5%	69.0%	0.5%

**Table 39.**

	<i>Are you more likely or less likely to attend a Christian worship service during the Christmas holiday season?</i>			
	<b>More likely</b>	<b>Less likely</b>	<b>No difference</b>	<b>NS</b>
RDD	59.6%	12.2%	27.0%	1.2%
Listed	62.3%	10.4%	26.5%	0.8%

**Table 40.**

	<i>Recently, Wal-Mart announced it will use the term “Christmas” this year in its holiday promotions. Do you agree or disagree that the term “Merry Christmas” is offensive to non-Christians during the holiday season?</i>				
	<b>Strongly agree</b>	<b>Somewhat agree</b>	<b>Somewhat disagree</b>	<b>Strongly disagree</b>	<b>NS</b>
RDD	10.6%	8.6%	16.0%	55.0%	9.8%
Listed	10.0%	4.7%	18.0%	58.0%	9.2%

**Table 41.**

	<i>What would make it harder for you to work—your car not starting, or losing Internet and email access?</i>				
	<b>Car not starting</b>	<b>No Internet/email</b>	<b>Both equally</b>	<b>Neither/other</b>	<b>NS</b>
RDD	78.0%	9.1%	2.8%	8.3%	1.9%
Listed	78.1%	12.0%	1.6%	6.8%	1.5%

**Table 42.**

	<i>Who do you think knows more about the Internet—the average 12 year old or your congressperson?</i>		
	<b>Average 12 year old</b>	<b>Congressperson</b>	<b>Other/NS</b>
RDD	84.1%	11.0%	4.9%
Listed	83.8%	8.6%	7.6%

**Table 43.**

	<i>In ten years, do you think there will be any location in the world that you cannot access with the Internet?</i>		
	<b>Yes</b>	<b>No</b>	<b>NS</b>
RDD	28.5%	66.4%	5.1%
Listed	26.7%	64.9%	8.4%

**Table 44.**

	<i>Do you agree or disagree that new camera and Internet technologies are turning us into a nation of voyeurs and paparazzi?</i>		
	<b>Agree</b>	<b>Disagree</b>	<b>NS</b>
RDD	66.2%	25.5%	8.4%
Listed	68.5%	23.0%	8.5%

**Table 45.**

	<i>Which political party do you think has a better grasp of the Internet and its importance—Democrats or Republicans?</i>				
	<b>Democrats</b>	<b>Republicans</b>	<b>Both</b>	<b>Neither</b>	<b>NS</b>
RDD	30.2%	21.6%	7.3%	10.0%	30.9%
Listed	29.2%	19.1%	6.4%	15.0%	30.3%

**Table 46.**

	<i>Are you willing to participate...?</i>		
	<b>Yes</b>	<b>No</b>	<b>NS</b>
RDD	86.9%	12.5%	0.6%
Listed	82.2%	17.4%	0.4%

**Table 47.**

<b>Do you have a cat(s)?</b>	
<b>Yes</b>	<b>No</b>
30.6%	69.4%
34.4%	65.6%

**Table 48. (0-9)**

	<i>How many (cats)?</i>									
	<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>
RDD	1.9%	53.5%	24.4%	6.3%	7.6%	2.0%	1.2%	--	--	0.6%
Listed	6.2%	42.7%	26.6%	6.9%	4.3%	6.5%	1.8%	0.4%	1.0%	0.9%

**Table 48. (Continued 10-20)**

	<i>How many (cats)?</i>						
	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>	<b>15</b>	<b>16</b>	<b>20</b>
RDD	0.4%	0.2%	0.6%	--	--	--	1.1%
Listed	1.5%	--	0.2%	0.5%	0.2%	0.5%	--

A small difference was found between the two samples 26.7% of the time:

**Table 49.**

	<i>If you were considering visiting or joining a church, would knowing that the church did not endorse the ordination of women as pastors negatively or positively impact your decision?</i>			
	<b>Negative impact</b>	<b>Positive impact</b>	<b>No difference</b>	<b>NS</b>
RDD	38.9%	13.9%	40.6%	6.5%
Listed	38.2%	15.4%	43.1%	3.3%

**Table 50.**

	<i>If you were considering visiting or joining a church, would knowing that the church did not endorse the ordination of women as pastors negatively or positively impact your decision?</i>			
	<b>Negative impact</b>	<b>Positive impact</b>	<b>No difference</b>	<b>NS</b>
RDD	43.7%	17.7%	33.0%	5.5%
Listed	37.4%	16.5%	41.5%	4.6%

**Table 51.**

	<i>Would you rather watch a citizen video of a news event or the evening news report of that event?</i>		
	<b>Citizen video</b>	<b>News report</b>	<b>NS</b>
RDD	19.6%	73.3%	7.1%
Listed	21.6%	66.1%	12.3%

**Table 52.**

	<i>From which of the following countries do you think the next Bill Gates is most likely to come from?</i>							
	<b>China</b>	<b>U.S.</b>	<b>India</b>	<b>Brazil</b>	<b>Russia</b>	<b>Japan</b>	<b>Other</b>	<b>NS</b>
RDD	25.5%	21.0%	16.1%	0.5%	2.6%	17.7%	0.6%	16.1%
Listed	26.2%	20.9%	10.6%	0.5%	1.8%	27.0%	1.4%	11.7%

**Table 53.**

	<i>Which do you think was the greater invention—the printing press or the Internet?</i>		
	<b>Printing press</b>	<b>Internet</b>	<b>NS</b>
RDD	60.1%	36.1%	3.7%
Listed	69.2%	27.8%	3.0%

**Table 54.**

	<i>Do you have the flu?</i>		
	<b>Yes</b>	<b>No</b>	<b>NS</b>
RDD	3.7%	95.3%	1.0%
Listed	7.1%	91.2%	1.7%

**Table 55.**

	<i>How many (cats) are recently sick?</i>						
	<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>10</b>
RDD	85.5%	12.2%	0.5%	0.6%	0.2%	1.1%	--
Listed	92.3%	4.6%	1.9%	0.9%	--	--	0.3%

**Table 56.**

	<i>Do you have chickens?</i>	
	<b>Yes</b>	<b>No</b>
RDD	2.0%	98.0%
Listed	4.8%	95.2%

Out of the 11 demographics on the **12/05/06 Zogby America** survey, no difference was detected between the samples' *unweighted* data 82% of the time:

**Table 57.**

	<i>Gender</i>		<i>Education</i>			
	<b>Male</b>	<b>Female</b>	<b>Less than high school</b>	<b>High school graduate</b>	<b>Some college</b>	<b>College graduate</b>
RDD	37.7%	62.3%	5.9%	26.3%	29.0%	38.8%
Listed	35.3%	64.7%	5.3%	26.5%	27.6	40.7%

**Table 58.**

	<i>Race</i>				
	<b>White</b>	<b>Hispanic</b>	<b>African American</b>	<b>Asian/Pacific</b>	<b>Other/mixed</b>
RDD	83.3%	4.4%	7.6%	1.1%	3.6%
Listed	82.2%	4.6%	8.7%	0.9%	3.6%

**Table 59.**

	<i>Political Ideology</i>						
	<b>Progressive/ Very liberal</b>	<b>Liberal</b>	<b>Moderate</b>	<b>Conservative</b>	<b>Very Conservative</b>	<b>Libertarian</b>	<b>NS</b>
RDD	7.2%	18.8%	29.9%	30.8%	5.2%	1.1%	7.0%
Listed	6.6%	17.3%	29.1%	30.3%	4.2%	2.0%	10.4%

**Table 60.**

	<i>Religious Affiliation</i>					
	<b>Roman Catholic</b>	<b>Protestant/other non-denominational Christian</b>	<b>Jewish</b>	<b>Muslim</b>	<b>Atheist/Realist/ Humanist</b>	<b>Other/no affiliation</b>
RDD	29.3%	51.1%	1.6%	0.5%	1.4%	16.0%
Listed	24.9%	51.5%	2.2%	0.2%	3.0%	18.4%

**Table 61.**

	<i>Do you consider yourself to be a born-again, evangelical, or fundamentalist Christian?</i>		
	<b>Yes</b>	<b>No</b>	<b>NS</b>
RDD	49.8%	47.3%	2.8%
Listed	56.5%	40.5%	3.0%

**Table 62.**

	<i>Income</i>						
	<b>Less than \$25,000</b>	<b>\$25,000-34,999</b>	<b>\$35,000-49,999</b>	<b>\$50,000-74,999</b>	<b>\$75,000-99,999</b>	<b>\$100,000 or more</b>	<b>Refuse</b>
RDD	16.8%	12.7%	15.5%	18.9%	9.1%	12.5%	14.5%
Listed	18.4%	13.8%	12.4%	17.9%	10.3%	11.7%	15.6%

**Table 63.**

	<i>Marital Status</i>			
	<b>Married</b>	<b>Single, never married</b>	<b>Divorced/widowed /separated</b>	<b>Civil union/domestic partnership</b>
RDD	58.0%	14.3%	26.6%	1.1%
Listed	60.3%	12.0%	26.9%	0.8%

**Table 64.**

	<i>Do you work outside the home for wages?</i>	
	<b>Yes</b>	<b>No</b>
RDD Sample	48.4%	51.6%
Listed Sample	45.5%	54.5%

And finally, a small difference was found 18% of the time:

**Table 65.**

	<i>Where you live?</i>				
	<b>Large City</b>	<b>Small City</b>	<b>Suburbs</b>	<b>Rural Area</b>	<b>NS</b>
RDD	20.7%	25.9%	25.4%	26.1%	2.0%
Listed	26.4%	27.8%	18.8%	26.1%	0.8%

**Table 66.**

	<i>How often do you shop at Wal-Mart?</i>				
	<b>Every Week</b>	<b>Few times per month</b>	<b>Couple of times a year</b>	<b>Never</b>	<b>Other</b>
RDD	28.3%	25.6%	26.2%	11.6%	8.2%
Listed	27.5%	32.0%	23.3%	12.0%	5.1%

**Part III**  
**Zogby America Survey II (12/12/2006 – 12/14/2006)**

Out of the 12 substantive questions, no difference was found between the split listed and RDD samples' *weighted* data 75% of the time:

**Table 67.**

	<i>Are you going to vote Democratic or Republican primary?</i>			
	<b>Democratic</b>	<b>Republican</b>	<b>Neither</b>	<b>NS</b>
RDD	36.7%	25.7%	19.6%	18.1%
Listed	42.2%	25.9%	13.7%	18.1%

**Table 68.**

	<i>If the Democratic primary for president were held today, for whom would you vote?</i>	
	<b>RDD Sample</b>	<b>Listed Sample</b>
Joe Biden	4.3%	1.4%
Wesley Clark	0.9%	2.8%
Hillary Clinton	28.8%	35.1%
John Edwards	5.8%	7.9%
John Kerry	5.8%	5.7%
Joe Lieberman	6.0%	2.2%
Barack Obama	20.4%	15.2%
Bill Richardson	0.7%	2.2%
Al Gore	7.4%	6.7%
Other	4.2%	3.8%
Not sure	15.7%	17.1%

**Table 69.**

	<i>If the Republican primary for president were held today, for whom would you vote?</i>	
	<b>RDD Sample</b>	<b>Listed Sample</b>
Jeb Bush	5.3%	5.0%
Newt Gingrich	9.1%	11.5%
Rudy Giuliani	21.3%	21.1%
John McCain	17.3%	16.5%
Condoleezza Rice	4.2%	7.3%
Mit Romney	8.7%	2.6%
Other	10.9%	5.4%
Not sure	23.2%	30.6%

**Table 70.**

	<i>Do you feel preserving English as our common language is important to maintaining our unity as a nation?</i>				
	<b>Strongly agree</b>	<b>Somewhat agree</b>	<b>Somewhat disagree</b>	<b>Strongly disagree</b>	<b>NS</b>
RDD	79.6%	13.9%	2.0%	4.2%	0.3%
Listed	81.6%	10.9%	2.7%	3.5%	1.3%

**Table 71.**

	<i>Do you think Congress and the president are doing enough to protect English's role as the common, unifying language of the United States?</i>		
	<b>Yes</b>	<b>No</b>	<b>Not sure</b>
RDD	24.3%	60.6%	15.1%
Listed	26.8%	59.1%	14.1%

**Table 72.**

	<i>Do you agree that the U.S. government should take a more active role in helping immigrants learn English?</i>				
	<b>Strongly agree</b>	<b>Somewhat agree</b>	<b>Somewhat disagree</b>	<b>Strongly disagree</b>	<b>NS</b>
RDD	50.3%	26.0%	10.9%	10.4%	2.5%
Listed	48.9%	28.2%	8.3%	11.5%	3.0%

**Table 73.**

	<i>Do you meet weekly with a group of 20 people or less to pray and study scriptures as your primary spiritual or religious gathering?</i>	
	<b>Yes</b>	<b>No</b>
RDD	23.6%	76.4%
Listed	25.6%	74.4%

**Table 74.**

	<i>Are you more or less likely to respond affirmatively to an invitation to visit a Christian worship service during the Christmas holiday season?</i>			
	<b>More likely</b>	<b>Less likely</b>	<b>No difference</b>	<b>NS</b>
RDD	41.8%	19.4%	35.3%	3.4%
Listed	42.2%	19.4%	37.0%	1.4%

**Table 75.**

	<i>If you were considering visiting or joining a church, would you know if the church considered homosexual behavior morally wrong negatively or positively impact your decision?</i>			
	<b>Negative impact</b>	<b>Positive impact</b>	<b>No difference</b>	<b>NS</b>
RDD	25.8%	30.2%	37.9%	6.1%
Listed	24.7%	31.7%	40.5%	3.0%

A small difference was found 17% of the time.

**Table 76.**

	<i>Do you feel that the United States is at risk of becoming a multi-lingual society where people can't communicate with each other because they don't speak the same language?</i>				
	<b>Strongly agree</b>	<b>Somewhat agree</b>	<b>Somewhat disagree</b>	<b>Strongly disagree</b>	<b>NS</b>
RDD	47.0%	24.6%	13.1%	11.9%	3.4%
Listed	42.3%	24.0%	15.1%	17.4%	1.2%

**Table 77.**

	<i>How often do you attend a religious service at a place of worship?</i>						
	<b>&gt;Weekly</b>	<b>Weekly</b>	<b>1-2/ month</b>	<b>Holidays</b>	<b>Rarely</b>	<b>Never</b>	<b>NS</b>
RDD	12.9%	29.1%	12.6%	6.5%	21.7%	16.2%	1.0%
Listed	20.5%	25.5%	15.4%	6.5%	18.9%	12.5%	0.7%

And a moderate difference was found 8% of the time.

**Table 78.**

	<i>In a few weeks many Americans will reflect on their lives and make New Years resolutions of changes they will make in 2007. What is the likelihood that you will resolve to attend religious services more in 2007?</i>				
	<b>Very likely</b>	<b>Somewhat likely</b>	<b>Somewhat unlikely</b>	<b>Very unlikely</b>	<b>NS</b>
RDD	19.7%	25.2%	13.4%	29.1%	12.6%
Listed	18.3%	21.5%	17.9%	38.8%	3.5%

Out of the 12 demographics for the **12/12/06 Zogby America**, no difference was found between the samples' *unweighted* data 75% of the time:

**Table 79.**

	<i>Party</i>				
	<b>Democratic</b>	<b>Republican</b>	<b>Independent/ Libertarian</b>	<b>NS</b>	<b>Missing</b>
RDD	31.0%	33.9%	18.8%	5.1%	11.2%
Listed	35.2%	33.3%	17.1%	3.5%	10.9%

**Table 80.**

	<i>Education</i>			
	<b>&lt; High School</b>	<b>High School Grad.</b>	<b>Some College</b>	<b>College +</b>
RDD	4.2%	27.3%	27.1%	41.5%
Listed	4.6%	27.5%	28.6%	39.3%

**Table 81.**

	<i>Where you live</i>			
	<b>Large City</b>	<b>Small City</b>	<b>Suburbs</b>	<b>Rural</b>
RDD	23.7%	30.7%	21.7%	23.9%
Listed	25.8%	28.4%	20.7%	25.2%

**Table 82.**

	<i>Political Ideology</i>					
	<b>Progressive</b>	<b>Liberal</b>	<b>Moderate</b>	<b>Conservative</b>	<b>Very Conservative</b>	<b>Libertarian</b>
RDD	6.4%	18.0%	29.9%	36.5%	6.6%	2.6%
Listed	7.6%	19.3%	32.5%	32.9%	5.2%	2.6%

**Table 83.**

	<i>Do you consider yourself to be a born-again, evangelical, or fundamentalist Christian?</i>	
	<b>Yes</b>	<b>No</b>
RDD	51.7%	48.3%
Listed	50.1%	49.9%

**Table 84.**

	<i>Marital Status</i>			
	<b>Married</b>	<b>Single</b>	<b>Divorced/widowed/ separated</b>	<b>Civil Union</b>
RDD	60.7%	13.6%	25.1%	0.5%
Listed	60.1%	11.1%	28.1%	0.6%

**Table 85.**

	<i>How often do you shop at Wal-Mart?</i>				
	<b>Weekly</b>	<b>Few times per month</b>	<b>Couple of times per year</b>	<b>Never</b>	<b>Other</b>
RDD	29.3%	28.7%	22.2%	15.6%	4.2%
Listed	25.4%	31.1%	23.1%	15.5%	5.0%

**Table 86.**

	<i>Household Income</i>						
	<b>&lt;\$25K</b>	<b>\$25-35K</b>	<b>\$35-50K</b>	<b>50-75K</b>	<b>\$75-100</b>	<b>\$100K+</b>	<b>Refuse</b>
RDD	17.0%	11.4%	14.3%	16.3%	10.9%	12.5%	17.6%
Listed	19.8%	9.5%	15.4%	16.6%	9.7%	14.9%	14.1%

**Table 87.**

	<i>Gender</i>	
	<b>Male</b>	<b>Female</b>
RDD	40.6%	59.4%
Listed	40.1%	59.9%

And finally, a small difference was found 25% of the time:

**Table 88.**

	<i>Age</i>			
	<b>18-29</b>	<b>30-49</b>	<b>50-64</b>	<b>65+</b>
RDD	7.6%	29.3%	30.7%	32.4%
Listed	4.9%	25.2%	32.2%	37.7%

**Table 89.**

	<i>Race</i>			
	<b>White</b>	<b>Hispanic</b>	<b>African American</b>	<b>Asian/Other</b>
RDD	86.6%	2.0%	6.6%	4.8%
Listed	81.1%	4.3%	10.2%	4.3%

**Table 90.**

	<i>Religious Affiliation</i>			
	<b>Catholic</b>	<b>Protestant</b>	<b>Jewish</b>	<b>Other/None</b>
RDD	33.6%	48.2%	0.7%	17.5%
Listed	23.9%	54.2%	2.2%	19.8%

**Part IV**  
**Zogby America Survey III (01/24/2007 – 01/26/2007)**

Out of the 37 substantive questions, there was no difference found between the *weighted* data of the split listed and RDD sample 54% of the time:

**Table 91.**

	<i>Overall, how would you rate President Bush's Performance on the job?</i>			
	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>
RDD	7.9%	26.2%	26.5%	39.4%
Listed	8.4%	22.6%	26.0%	43.0%

**Table 92.**

	<i>How would you rate President Bush's handling of the war in Iraq?</i>			
	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>
RDD	5.6%	16.1%	26.4%	51.9%
Listed	6.7%	18.7%	25.8%	48.8%

**Table 93.**

	<i>Overall, do you think the U.S. is headed in the right direction or are things off on the wrong track?</i>			<i>Do you agree or disagree that the war in Iraq has been worth the loss of American lives?</i>		
	<b>Right direction</b>	<b>Wrong track</b>	<b>NS</b>	<b>Agree</b>	<b>Disagree</b>	<b>NS</b>
RDD	38.7%	54.1%	7.1%	35.0%	61.5%	3.5%
Listed	32.2%	58.6%	9.3%	38.0%	56.2%	5.8%

**Table 94.**

	<i>Overall, do you approve or disapprove of the speech?</i>		
	<b>Approve</b>	<b>Disapprove</b>	<b>NS</b>
RDD	47.9%	45.2%	6.8%
Listed	51.1%	39.8%	9.1%

**Table 95.**

	<i>Do you feel the President will be successful or unsuccessful in executing the initiatives he spoke of in his speech?</i>		
	<b>Successful</b>	<b>Unsuccessful</b>	<b>NS</b>
RDD	26.7%	59.1%	14.2%
Listed	28.8%	53.9%	17.3%

**Table 96.**

	<i>Do you approve or disapprove of the way the Bush administration handles scientific facts and evidence, or do you not know enough to say?</i>				
	<b>Strongly approve</b>	<b>Somewhat approve</b>	<b>Somewhat disapprove</b>	<b>Strongly disapprove</b>	<b>Do not know enough to say</b>
RDD	7.8%	10.2%	10.2%	28.8%	43.1%
Listed	12.5%	8.2%	8.7%	25.4%	45.2%

**Table 97.**

	<i>Who do you think deserves the most credit for creating the Internet?</i>			
	<b>Al Gore</b>	<b>Vint Cerf</b>	<b>Max Planck</b>	<b>Other/NS</b>
RDD	10.8%	7.4%	10.4%	71.4%
Listed	8.0%	6.2%	7.7%	78.1%

**Table 98.**

	<i>Bruce Springsteen gets paid more money when which of the following happens?</i>		
	<b>His song is played on an FM radio station</b>	<b>His song is played on an Internet webcast</b>	<b>NS</b>
RDD	33.4%	34.4%	32.3%
Listed	30.4%	29.6%	40.0%

**Table 99.**

	<i>At what age is it appropriate for a child to: Have e-mail?</i>						
	<b>&lt;10</b>	<b>10-12</b>	<b>13-15</b>	<b>16-18</b>	<b>Adult</b>	<b>Never</b>	<b>NS</b>
RDD	7.5%	23.2%	27.3%	26.0%	13.4%	1.1%	1.6%
Listed	6.3%	17.8%	30.5%	25.5%	14.7%	1.3%	3.9%

**Table 100.**

	<i>At what age is it appropriate for a child to: Surf the web?</i>						
	<b>&lt;10</b>	<b>10-12</b>	<b>13-15</b>	<b>16-18</b>	<b>Adult</b>	<b>Never</b>	<b>NS</b>
RDD	8.8%	18.2%	24.2%	27.3%	15.6%	1.3%	4.6%
Listed	8.6%	16.9%	26.3%	23.7%	16.0%	3.2%	5.3%

**Table 101.**

	<i>What is the first thing you do with the Internet when you go online?</i>					
	<b>Check news and sports</b>	<b>Check and send email</b>	<b>Check out music and videos</b>	<b>Go to chat room or social network page</b>	<b>Other</b>	<b>Do not use the Internet</b>
RDD	14.5%	59.2%	2.1%	0.6%	10.3%	13.3%
Listed	14.6%	55.1%	1.4%	2.1%	9.1%	17.7%

**Table 102.**

	<i>Have you or someone you know (family or friend) ever been in or seen on a YouTube video or a video site like it?</i>		
	<b>Yes</b>	<b>No</b>	<b>NS</b>
RDD	13.5%	83.8%	2.7%
Listed	14.2%	82.9%	2.9%

**Table 103.**

	<i>Do you agree or disagree that our expectations of privacy have changed due to technologies and the Internet?</i>		
	<b>Agree</b>	<b>Disagree</b>	<b>NS</b>
RDD	91.1%	7.5%	1.4%
Listed	90.5%	7.8%	1.7%

**Table 104.**

	<i>Would it be OK with you if someone came to your door and invited you to attend his or her church?</i>			<i>Would it be OK with you if a Christian came to your door and counseled you on how to get into heaven?</i>		
	<b>Yes</b>	<b>No</b>	<b>NS</b>	<b>Yes</b>	<b>No</b>	<b>NS</b>
RDD	53.7%	45.6%	0.7%	30.7%	68.6%	0.7%
Listed	51.5%	47.8%	0.7%	33.7%	64.5%	1.8%

**Table 105.**

	<i>If you were considering visiting or joining a church, would knowing that the church considered homosexual behavior morally wrong impact your decision?</i>				<i>Have you or someone you know (family or friend) ever been in or seen on a YouTube video or a video site like it?</i>		
	<b>Negatively impact</b>	<b>Positively impact</b>	<b>No difference</b>	<b>NS</b>	<b>Yes</b>	<b>No</b>	<b>NS</b>
RDD	34.2%	19.7%	44.3%	1.8%	42.4%	44.6%	13.0%
Listed	33.3%	23.3%	42.0%	1.5%	43.7%	47.9%	8.4%

**Table 106.**

	<i>If you were considering visiting or joining a church, would knowing that the church does not meet in a traditional church building impact your decision?</i>			
	<b>Negatively impact</b>	<b>Positively impact</b>	<b>No difference</b>	<b>NS</b>
RDD	15.6%	8.1%	74.8%	1.5%
Listed	20.2%	4.8%	73.2%	1.8%

**Table 107.**

	<i>Do you think that your list making and management could be more effective?</i>		
	<b>Yes</b>	<b>No</b>	<b>NS</b>
RDD	60.9%	38.4%	0.7%
Listed	60.1%	38.8%	1.1%

A small difference was found 43.2% of the time:

**Table 108.**

	<i>Did you watch the President's State of the Union address on Tuesday?</i>	
	<b>Yes</b>	<b>No</b>
RDD	59.0%	41.0%
Listed	52.0%	48.0%

**Table 109.**

	<i>Have you, or someone you know, ever broken up with someone via email or text message?</i>	
	<b>Yes</b>	<b>No</b>
RDD	7.0%	93.0%
Listed	11.0%	89.0%

**Table 110.**

	<i><u>Statement A:</u> The Internet will inevitably open China by enabling citizens to get information and interact with the rest of the world, despite the Chinese government's best efforts to limit those contacts.</i>		
	<i><u>Statement B:</u> China will do with the Internet what it has historically done – it will absorb what it wants and reject the rest, and in doing this, with its huge population and economic power, it will change the way the Internet operates.</i>		
	<b>Agree with A</b>	<b>Agree with B</b>	<b>Neither/NS</b>
RDD	41.7%	48.3%	10.0%
Listed	44.9%	38.1%	17.0%

**Table 111.**

	<i>Imagine you have a 20 year-old daughter. Who would you <u>least</u> want your daughter to bring home as a boyfriend?</i>			
	<b>A guy she met at a Star Trek convention</b>	<b>A guy she met on the Internet</b>	<b>A guy she met at a bar</b>	<b>None/other/NS</b>
RDD	21.4%	33.4%	20.9%	24.3%
Listed	14.1%	31.5%	21.1%	33.3%

**Table 112.**

	<i>Do you personally know someone who had a situation with an online predator?</i>		<i>Have you ever had a really important project you need to finish, but surfed the Internet instead and missed the deadline?</i>	
	<b>Yes</b>	<b>No</b>	<b>Yes</b>	<b>No</b>
RDD	15.2%	84.8%	11.6%	88.4%
Listed	7.9%	92.1%	6.1%	93.9%

**Table 113.**

	<i>At what age is it appropriate for a child to: Participate in chat rooms and other social networking sites?</i>						
	<b>&lt;10</b>	<b>10-12</b>	<b>13-15</b>	<b>16-18</b>	<b>Adult</b>	<b>Never</b>	<b>NS</b>
RDD	1.5%	2.8%	13.8%	36.3%	31.0%	11.2%	3.5%
Listed	0.7%	2.7%	15.4%	25.9%	38.0%	13.2%	4.1%

**Table 114.**

	<i>If you had to give up two of the following, which two could it be?</i>				
	<b>Internet</b>	<b>TV</b>	<b>Radio</b>	<b>None</b>	<b>NS</b>
RDD	50.7%	37.5%	52.1%	1.2%	0.3%
Listed	67.2%	55.8%	64.1%	2.4%	0.9%

**Table 115.**

	<i>Who is most responsible for protecting a child online?</i>					
	<b>Parent</b>	<b>Website provider</b>	<b>Internet provider</b>	<b>Law enforcement</b>	<b>Other/none of the above</b>	<b>NS</b>
RDD	91.0%	0.4%	2.0%	3.0%	1.5%	2.1%
Listed	91.0%	1.5%	3.2%	0.8%	2.3%	1.1%

**Table 116.**

	<i>What would you be more apt to believe – A CBS news story by Katie Couric on an event or a citizen video on YouTube of the same event?</i>		
	<b>News story</b>	<b>Citizen Video</b>	<b>NS</b>
RDD	66.7%	23.1%	10.2%
Listed	58.7%	24.4%	16.9%

**Table 117.**

	<i>In the last year or two, video of news events taken by regular people have gotten a lot of attention. Which of the following best explains how a citizen video changed the way you viewed a news event?</i>					
	<b>Citizen videos are worthless</b>	<b>Told me the rest of the story</b>	<b>Showed me the news media was lying</b>	<b>Never watch citizen videos</b>	<b>Have never seen a citizen video</b>	<b>NS</b>
RDD	3.5%	34.5%	10.4%	7.3%	36.5%	7.8%
Listed	6.1%	35.7%	5.8%	14.7%	29.3%	8.4%

**Table 118.**

	<i>Have you ever used the Internet to do any of the following?</i>					
	<b>Find an old college friend</b>	<b>Find out about a new co-worker</b>	<b>Investigate a prospective boyfriend or girlfriend</b>	<b>Other/None of the above</b>	<b>Never use the Internet to find or investigate someone</b>	<b>NS</b>
RDD	24.4%	5.8%	3.6%	22.2%	27.3%	0.2%
Listed	28.4%	5.3%	5.9%	32.5%	38.8%	0.6%

**Table 119.**

	<i>Do you make lists for any of the following reasons?</i>						
	<b>For work</b>	<b>For school</b>	<b>For your personal life</b>	<b>For fun</b>	<b>For errands</b>	<b>Other reasons</b>	<b>I don't make lists</b>
RDD	49.6%	26.9%	58.5%	31.0%	69.2%	31.9%	16.2%
Listed	44.2%	21.9%	51.6%	22.3%	58.3%	26.6%	11.9%

**Table 120.**

	<i>Which of the following kinds of lists do you make?</i>						
	<b>Tasks/To-dos/ Appointments</b>	<b>Shopping lists</b>	<b>Gift lists</b>	<b>Lists to organize events</b>	<b>Lists to organize projects</b>	<b>Passwords/ User names</b>	<b>Bill due dates</b>
RDD	70.3%	73.8%	52.1%	42.2%	46.1%	22.9%	29.9%
Listed	57.6%	63.2%	41.6%	34.8%	38.9%	20.0%	21.3%

**Table 120. (Continued)**

	<i>Which of the following kinds of lists do you make?</i>			
	<b>Favorites (movies, TV shows, travel locales, people, etc.)</b>	<b>Travel packing</b>	<b>Setting career or personal goals</b>	<b>Other</b>
RDD	13.1%	35.0%	22.5%	4.5%
Listed	11.6%	27.4%	16.7%	4.6%

**Table 121.**

	<i>Which of the following items do you use to make your lists?</i>						
	<b>Post- its</b>	<b>Notebook/ pad/paper</b>	<b>Small electronic device</b>	<b>Computer (Excel, etc.)</b>	<b>Web-based application/ tool</b>	<b>Calendar/ Day- planner</b>	<b>Other</b>
RDD	34.0%	66.0%	16.1%	25.5%	7.6%	44.4%	3.5%
Listed	28.3%	61.1%	8.0%	16.8%	5.0%	35.5%	2.0%

**Table 122.**

	<i>What is the most important reason why you make lists?</i>						
	<b>They make me feel more organized</b>	<b>They do make me more organized</b>	<b>They reduce stress in my life</b>	<b>Enjoy making lists... even if I never use them</b>	<b>Habit</b>	<b>Other</b>	<b>NS</b>
RDD	26.9%	39.9%	14.8%	1.0%	4.3%	12.4%	0.7%
Listed	23.4%	47.8%	9.9%	1.9%	6.5%	10.2%	0.2%

And a moderate difference was found 3% of the time:

**Table 123.**

	<i>Which of the following would you consider to be an invasion of your privacy?</i>					
	<b>Someone you know posts a picture of you in a swimsuit online</b>	<b>A video of you talking with friends shows up online</b>	<b>Your dating profile can be seen online</b>	<b>Your geo-location was available to others</b>	<b>None</b>	<b>NS</b>
RDD	42.3%	35.8%	35.7%	48.5%	12.4%	1.3%
Listed	66.6%	58.8%	58.2%	66.6%	11.8%	2.0%

Out of the 22 demographics on the **01/24/07 Zogby America survey**, no difference was found between the samples' *unweighted* data 64% of the time:

**Table 124.**

	<i>In the 2004 Presidential election, for whom did you vote?</i>				
	<b>Kerry</b>	<b>Bush</b>	<b>Nader</b>	<b>Other</b>	<b>NS</b>
RDD	33.2%	48.8%	2.5%	3.3%	12.3%
Listed	36.6%	50.1%	1.4%	2.5%	9.5%

**Table 125.**

	<i>Party</i>			
	<b>Democratic</b>	<b>Republican</b>	<b>Independent</b>	<b>Libertarian</b>
RDD	38.1%	38.4%	22.6%	0.8%
Listed	39.3%	38.1%	21.8%	0.7%

**Table 126.**

	<i>Education</i>			
	<b>&lt;HS</b>	<b>HS Grad</b>	<b>Some College</b>	<b>College+</b>
RDD	4.6%	21.0%	28.7%	45.6%
Listed	3.9%	25.9%	25.1%	45.1%

**Table 127.**

	<i>Ideology</i>					
	<b>Progressive</b>	<b>Liberal</b>	<b>Moderate</b>	<b>Conservative</b>	<b>Very conservative</b>	<b>Libertarian</b>
RDD	6.6%	19.4%	27.1%	37.6%	7.4%	2.0%
Listed	7.0%	17.5%	30.5%	37.5%	5.8%	1.8%

**Table 128.**

	<i>Do you consider yourself to be a born-again, evangelical, or fundamentalist Christian?</i>	
	<b>Yes</b>	<b>No</b>
RDD	53.7%	46.3%
Listed	49.6%	50.4%

**Table 129.**

	<i>Marital Status</i>	
	<b>Yes</b>	<b>No/NS</b>
RDD	29.4%	70.6%
Listed	24.0%	76.0%

**Table 130.**

	<i>Are you or is any member of your family a member of the Armed Forces?</i>		<i>Do you consider yourself a NASCAR fan?</i>	
	<b>Yes</b>	<b>No/NS</b>	<b>Yes</b>	<b>No/NS</b>
RDD	42.8%	57.2%	22.1%	77.9%
Listed	47.4%	52.6%	21.3%	78.7%

**Table 131.**

	<i>How often do you attend church, mosque, synagogue, or other place of worship?</i>					
	<b>&gt;Weekly</b>	<b>Weekly</b>	<b>1-2/month</b>	<b>Holidays only</b>	<b>Rarely</b>	<b>Never</b>
RDD	15.8%	30.3%	16.4%	6.0%	20.8%	10.7%
Listed	14.9%	33.9%	13.8%	6.4%	20.2%	10.9%

**Table 132.**

	<i>How often do you shop at Wal-Mart?</i>					<i>Would you consider yourself to be a member of the “investor class?”</i>	
	<b>Weekly</b>	<b>Few/month</b>	<b>Couple/year</b>	<b>Never</b>	<b>Other/NS</b>	<b>Yes</b>	<b>No</b>
RDD	23.2%	30.2%	26.4%	15.0%	5.2%	47.3%	52.7%
Listed	26.1%	31.6%	22.6%	15.1%	4.6%	45.1%	54.9%

**Table 133.**

	<i>Do you consider yourself to be a mostly a resident of: your city or town, America, or the planet earth?</i>			<i>Do you currently have a valid passport?</i>	
	<b>My city/town</b>	<b>America</b>	<b>The planet earth</b>	<b>Yes</b>	<b>No/NS</b>
RDD	42.8%	41.7%	15.5%	36.8%	63.2%
Listed	47.9%	34.7%	17.4%	39.3%	60.7%

**Table 134.**

	<i>Income</i>					
	<b>&lt;\$25k</b>	<b>\$25-35k</b>	<b>\$35-50k</b>	<b>\$50-75k</b>	<b>\$75-100k</b>	<b>\$100k+</b>
RDD	14.6%	14.6%	16.2%	23.7%	11.0%	19.8%
Listed	16.0%	16.4%	15.0%	20.1%	12.9%	19.6%

And finally, a small difference was found 36% of the time:

**Table 135.**

	<i>Age Group</i>			
	<b>18-29</b>	<b>30-49</b>	<b>50-64</b>	<b>65+</b>
RDD	8.1%	30.5%	33.6%	27.7%
Listed	4.7%	27.1%	31.5%	36.7%

**Table 136.**

	<i>Race</i>				
	<b>Whites</b>	<b>Hispanics</b>	<b>African Americans</b>	<b>Asians</b>	<b>Other</b>
RDD	86.7%	4.1%	5.2%	0.6%	3.3%
Listed	91.9%	1.4%	3.5%	0.5%	2.7%

**Table 137.**

	<i>Party</i>			
	<b>Large City</b>	<b>Small City</b>	<b>Suburbs</b>	<b>Rural</b>
RDD	25.4%	27.6%	24.6%	22.4%
Listed	20.6%	25.6%	22.7%	31.2%

**Table 138.**

	<i>Religion</i>					
	<b>Catholic</b>	<b>Protestant</b>	<b>Jewish</b>	<b>Muslim</b>	<b>Atheist</b>	<b>Other</b>
RDD	34.6%	45.0%	2.5%	0.3%	0.8%	16.9%
Listed	22.6%	56.7%	1.9%	0.3%	2.5%	16.1%

**Table 139.**

	<i>Are you or is anyone in your household a member of a union?</i>	
	<b>Yes</b>	<b>No</b>
RDD	21.5%	78.5%
Listed	16.7%	83.3%

**Table 140.**

	<i>Are you a parent or guardian of a child under 17 who is living at home?</i>			
	<b>Married</b>	<b>Single</b>	<b>D/W/S</b>	<b>Civil Union</b>
RDD	60.5%	14.2%	24.7%	0.5%
Listed	64.1%	9.6%	25.0%	1.3%

**Table 141.**

	<i>Gender</i>		<i>Do you work outside the home for wages?</i>	
	<b>Male</b>	<b>Female</b>	<b>Yes</b>	<b>No/NS</b>
RDD	43.9%	56.1%	51.7%	48.3%
Listed	37.1%	62.9%	37.9%	62.1%