

WEEKLY READER RESEARCH  
YOUTH PRESIDENTIAL ELECTION TRACKING STUDY

**12/21/2006**



## **Methodology**

Results are based on Internet surveys with a nationally representative sample of 6-18 year olds recruited from Weekly Reader Research's INSIDERS survey panel. 2,451 interviews were conducted between December 22 and 24, 2007. For results based on the total sample, one can say with 95% confidence that the maximum margin of sampling error is  $\pm 1.8$  percentage points. We also report comparisons between the December measurement and a measurement taken August 4-6, 2007 involving a nationally representative sample of 2,267 6-18 year olds. In both the December and August polls, respondents were selected so that the results match the US Census in terms of age, race/ethnicity, gender and geographic location.

In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.

## **About Weekly Reader Research**

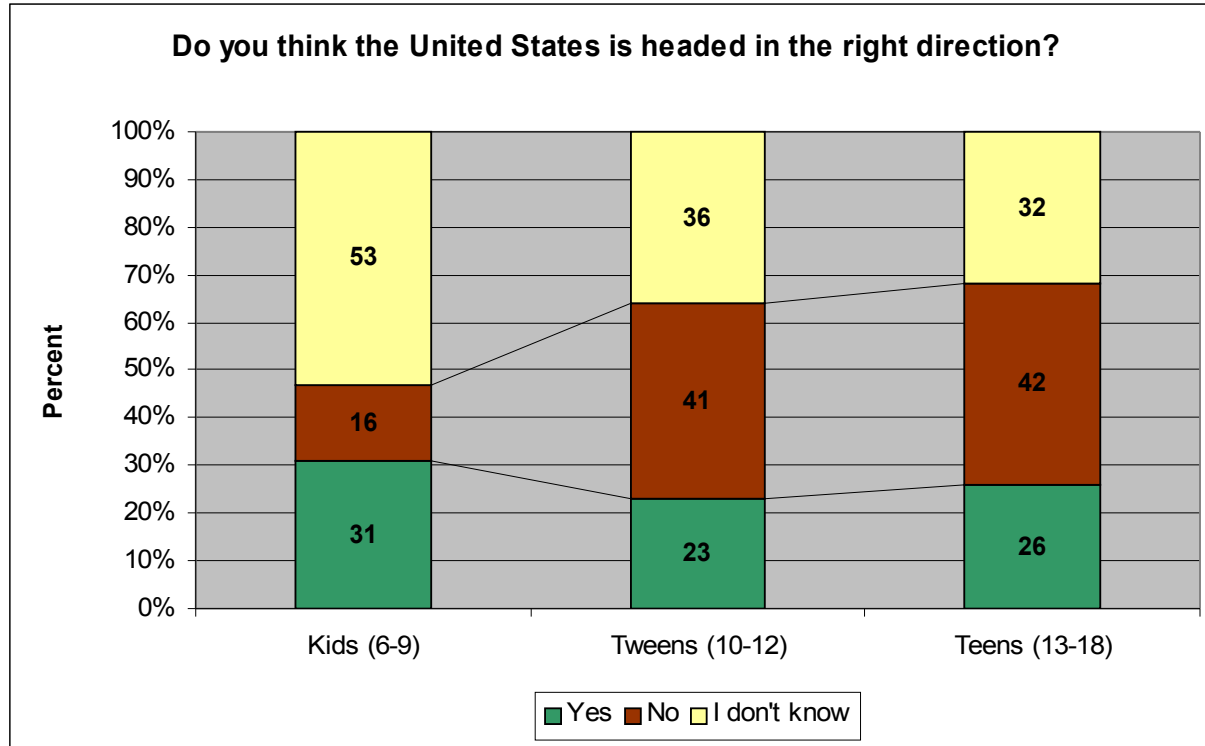
Weekly Reader Research is the premier youth and family survey research organization providing clients with a continuous stream of insights into the thoughts, attitudes and beliefs of America's kids, tweens and teens (and their parents!) To learn more about Weekly Reader Research, please visit [www.weeklyreaderresearch.com](http://www.weeklyreaderresearch.com). Children and teens between the ages of 4 and 19 years of age can also earn points for great prizes by giving their opinions by registering at [www.wrinsiders.com](http://www.wrinsiders.com). The site is safe and COPPA compliant. Weekly Reader Research is a division of Weekly Reader Custom Publishing. Learn more at [www.wrccp.com](http://www.wrccp.com).

For more information about Weekly Reader Research, please contact Peter Hios at 203-371-0403 or [phios@weeklyreader.com](mailto:phios@weeklyreader.com).



- Clinton is strong with kids (6-9 year olds) and tweens (10-12 year olds). Among teens, (13-18 year olds), Clinton and Obama are tied.
- Clinton is strong with girls of all ages
- Caucasian and Asian youth favor Clinton while African-American and Hispanic youth favor Obama.
- The youth vote is still largely undecided: 49% of kids, 38% of tweens and 25% of teens don't know which candidate they would vote for
- Among first time voters—youth who will be old enough to vote in the 2008 election for the first time—Obama is significantly ahead of Clinton (21.7% vs. 17.3%) among both boys and girls; but the election could swing either way with first time voters since 23% are undecided. Among first time voters, significantly more girls than boys are undecided (27% vs. 19%).
- 64% of first time voters say they would vote for a female for President and 71% say they would vote for an African-American.
- 64% of America's youth expect to see a female President in their lifetime while 56% expect an African-American to be elected President in their lifetime

41% of tweens and 42% of teens feel that the country is NOT headed in the right direction:



Tweens and teens who **DO** think the United States is headed in the right direction favor Clinton. Those who **DO NOT** favor Obama (and Ron Paul).

## Tracking

We also asked America's youth about the election in August, 2007. Since August:

- Clinton and Obama's share of the vote has remained virtually unchanged
- Among first time voters, both Clinton and Obama's share of the vote has slightly declined while Ron Paul and Mike Huckabee have statistically significantly increased
- The proportion of undecided voters has not changed since August, either among all youth or among first time voters
- Among first time voters, willingness to vote for a female or an African-American has not changed significantly
- Significantly more youth (and first time voters) think America is headed in the right direction now than in August. It is important to note, however, that the proportion that think America is not headed in the right direction is unchanged. What has changed in the last four or five months is the proportion who are unsure whether the country is headed in the right direction

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Here is a list of all the people who have said they want to run for President in 2008. If the election was tomorrow and you could vote, which one of these people would YOU vote for?

	6-9 Year Olds			10-12 Year Olds			13-18 year Olds			Race/Ethnicity						
	Total	Boys	Girls	Total	Boys	Girls	Total	Boys	Girls	Total	Boys	Girls	Asian	Afr. Am.	Cauc- asian	Hispanic
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
	2451	1227	1224	671	330	341	563	273	289	1217	623	594	102	371	1944	390
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Hillary Clinton	508	170	338	153	50	104	115	24	91	240	97	144	38	94	372	70
	20.7	13.9	27.6	22.9	15.0	30.4	20.4	8.7	31.3	19.7	15.5	24.2	37.0	25.2	19.1	18.0
			B			E			H			K	OP			
Barack Obama	377	197	179	60	25	35	78	51	27	239	122	118	14	157	199	78
	15.4	16.1	14.6	8.9	7.6	10.1	13.8	18.5	9.3	19.7	19.5	19.8	13.6	42.4	10.2	20.1
										Dg				MOP		o
Al Gore	123	82	41	30	29	2	17	13	5	75	41	35	6	11	104	21
	5.0	6.7	3.4	4.5	8.7	0.5	3.1	4.7	1.6	6.2	6.5	5.8	5.9	2.9	5.3	5.3
		C			F					g						
Rudy Giuliani	102	61	41	15	7	8	25	21	5	61	33	28	2	-	100	11
	4.1	5.0	3.3	2.3	2.2	2.4	4.5	7.6	1.6	5.0	5.3	4.7	1.7		5.1	2.7
										d					M	
Ron Paul	91	67	24	13	9	3	10	5	5	69	53	16	2	13	73	2
	3.7	5.5	2.0	1.9	2.9	0.9	1.7	1.8	1.6	5.7	8.4	2.8	2.2	3.5	3.8	0.6
		C								DG	L				P	
John Edwards	83	61	22	28	28	-	12	7	5	44	27	17	3	4	75	17
	3.4	5.0	1.8	4.1	8.4		2.1	2.5	1.7	3.6	4.3	2.8	3.1	0.9	3.9	4.3
		C													N	

Comparison Groups: BC/DGJ/EF/HI/KL/MNOP  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
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Politics 12.21.2007

Here is a list of all the people who have said they want to run for President in 2008. If the election was tomorrow and you could vote, which one of these people would YOU vote for?

	6-9 Year Olds			10-12 Year Olds			13-18 year Olds			Race/Ethnicity						
	Total	Boys	Girls	Total	Boys	Girls	Total	Boys	Girls	Total	Boys	Girls	Asian	Afr. Am.	Cauc-Asian	Hispanic
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Mike Huckabee	79 3.2	35 2.9	43 3.5	22 3.2	9 2.7	13 3.7	11 2.0	7 2.6	4 1.4	46 3.8	19 3.1	27 4.5	1 0.6	3 0.8	71 3.7	11 2.9
															MN	
John McCain	53 2.2	44 3.6	9 0.7	2 0.3	-	2 0.5	22 3.8	19 6.9	3 1.0	29 2.4	25 4.1	4 0.7	1 1.1	2 0.5	49 2.5	21 5.5
		C					D	i		D	L				n	
Mitt Romney	48 1.9	32 2.6	16 1.3	8 1.1	3 0.9	5 1.4	13 2.2	12 4.2	1 0.3	27 2.3	17 2.8	10 1.7	1 0.8	1 0.3	42 2.2	1 0.2
															NP	
Fred Thompson	29 1.2	15 1.2	14 1.1	5 0.7	-	5 1.4	10 1.8	6 2.1	5 1.6	14 1.1	10 1.5	4 0.7	0 0.4	-	29 1.5	-
Bill Richardson	22 0.9	18 1.5	3 0.3	-	-	-	19 3.3	17 6.1	2 0.7	3 0.3	2 0.3	1 0.2	0 0.4	18 4.7	4 0.2	2 0.4
		c					J							o		
Joseph Biden	17 0.7	14 1.2	3 0.2	-	-	-	3 0.6	2 0.8	1 0.4	14 1.1	12 1.9	2 0.3	2 1.6	3 0.8	10 0.5	2 0.6
											L					
Chris Dodd	16 0.6	9 0.7	6 0.5	-	-	-	4 0.8	2 0.7	2 0.8	11 0.9	7 1.2	4 0.7	1 0.5	2 0.5	12 0.6	3 0.7

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	Total	Boys	Girls	Total	Boys	Girls	Total	Boys	Girls	Total	Boys	Girls	Asian	Afr. Am.	Cauc-Asian	Hispanic
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Dennis Kucinich	15 0.6	7 0.6	7 0.6	-	-	-	2 0.4	2 0.7	-	13 1.0	6 0.9	7 1.2	1 1.1	0 0.1	13 0.7	3 0.7
Tommy Thompson	10 0.4	6 0.5	4 0.3	2 0.3	1 0.2	1 0.4	5 0.8	3 1.2	1 0.5	4 0.3	2 0.3	1 0.3	0 0.3	1 0.3	8 0.4	1 0.1
Chuck Hagel	8 0.3	4 0.3	3 0.3	-	-	-	-	-	-	8 0.6	4 0.7	3 0.6	-	-	8 0.4	1 0.2
Mike Gravel	7 0.3	5 0.4	2 0.1	-	-	-	-	-	-	7 0.6	5 0.8	2 0.3	0 0.3	-	6 0.3	1 0.2
Sam Brownback	5 0.2	1 0.1	5 0.4	3 0.5	-	3 0.9	1 0.2	-	1 0.3	1 0.1	1 0.1	0 0.1	0 *	-	5 0.3	1 0.2
George Pataki	5 0.2	3 0.2	2 0.2	-	-	-	0 0.1	0 0.1	-	5 0.4	2 0.4	2 0.4	-	2 0.5	3 0.1	0 0.1
Tom Tancredo	3 0.1	2 0.2	1 0.1	-	-	-	1 0.2	-	1 0.3	2 0.2	2 0.3	-	0 0.1	2 0.5	1 0.1	-
Duncan Hunter	2 0.1	2 0.2	-	-	-	-	-	-	-	2 0.2	2 0.3	-	-	-	2 0.1	1 0.2
I don't know	850 34.7	389 31.7	462 37.7	331 49.3	170 51.4	161 47.3	216 38.4	84 30.8	132 45.5	304 24.9	135 21.6	169 28.4	30 29.2	60 16.1	756 38.9	145 37.1
			b	gJ			J		h			K	n		mN	N
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Compared to the country today, do you think America will be a better place to live, a worse place to live or the same when people your age are in charge?

	6-9 Year Olds			10-12 Year Olds			13-18 year Olds			Race/Ethnicity						
	Total	Boys	Girls	Total	Boys	Girls	Total	Boys	Girls	Total	Boys	Girls	Asian	Afr. Am.	Cauc-Asian	Hispanic
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
	2451	1227	1224	671	330	341	563	273	289	1217	623	594	102	371	1944	390
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
America will be a better place to live	878	456	422	272	137	135	216	119	98	389	200	189	43	164	661	143
	35.8	37.2	34.5	40.6	41.6	39.6	38.4	43.4	33.8	32.0	32.1	31.9	41.7	44.3	34.0	36.8
				j												
America will be a worse place to live	635	291	344	107	45	62	155	62	93	373	184	190	25	108	494	83
	25.9	23.7	28.1	16.0	13.7	18.1	27.5	22.8	32.0	30.7	29.5	31.9	24.6	29.1	25.4	21.2
							D									D
America will be the same	938	479	459	292	147	144	192	93	99	455	240	215	34	99	789	164
	38.3	39.1	37.5	43.5	44.6	42.3	34.0	33.9	34.2	37.4	38.4	36.2	33.7	26.6	40.6	42.0
														N	n	n
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Would you vote for a female President of the United States?

	6-9 Year Olds			10-12 Year Olds			13-18 year Olds			Race/Ethnicity						
	Total	Boys	Girls	Total	Boys	Girls	Total	Boys	Girls	Total	Boys	Girls	Asian	Afr. Am.	Cauc- asian	Hisp anic
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
	2451	1227	1224	671	330	341	563	273	289	1217	623	594	102	371	1944	390
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Yes	1537	644	893	427	179	248	340	139	201	770	326	444	63	258	1196	274
	62.7	52.5	72.9	63.6	54.1	72.8	60.4	51.0	69.4	63.2	52.3	74.7	61.5	69.4	61.5	70.1
			B			E			H			K				
No	314	225	89	65	36	29	62	45	17	187	144	43	16	61	233	31
	12.8	18.3	7.3	9.7	10.8	8.6	11.1	16.4	6.0	15.4	23.2	7.2	15.7	16.5	12.0	8.0
		C						i		D	L					
I don't know	600	358	242	179	116	63	160	89	71	261	153	108	23	52	514	85
	24.5	29.2	19.8	26.7	35.1	18.6	28.5	32.6	24.6	21.4	24.5	18.1	22.9	14.1	26.5	21.9
		C			F		j				L				N	
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Do you think that, in your lifetime, a female will become President of the United States?

	6-9 Year Olds			10-12 Year Olds			13-18 year Olds			Race/Ethnicity						
	Total	Boys	Girls	Total	Boys	Girls	Total	Boys	Girls	Total	Boys	Girls	Asian	Afr. Am.	Cauc-Asian	Hispanic
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
	2451	1227	1224	671	330	341	563	273	289	1217	623	594	102	371	1944	390
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Yes	1561	721	839	419	190	229	359	168	191	783	363	420	71	254	1219	267
	63.7	58.8	68.6	62.4	57.5	67.2	63.7	61.5	65.8	64.3	58.3	70.6	69.1	68.5	62.7	68.5
			B									K				
No	284	180	104	70	49	21	50	24	26	163	107	57	15	46	220	54
	11.6	14.7	8.5	10.5	14.8	6.3	8.9	8.8	9.1	13.4	17.2	9.5	14.6	12.4	11.3	13.8
		C								g	L					
I don't know	606	325	281	182	91	90	154	81	73	271	153	118	17	71	505	69
	24.7	26.5	22.9	27.1	27.7	26.5	27.3	29.7	25.1	22.2	24.5	19.8	16.4	19.1	26.0	17.8
											1				M	
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Would you vote for an African-American person for President of the United States?

	6-9 Year Olds			10-12 Year Olds			13-18 year Olds			Race/Ethnicity						
	Total	Boys	Girls	Total	Boys	Girls	Total	Boys	Girls	Total	Boys	Girls	Asian	Afr. Am.	Cauc- asian	Hisp anic
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
	2451	1227	1224	671	330	341	563	273	289	1217	623	594	102	371	1944	390
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Yes	1679	802	877	444	199	246	380	194	186	856	410	446	66	326	1265	280
	68.5	65.4	71.6	66.2	60.2	72.0	67.5	70.8	64.3	70.3	65.8	75.0	64.5	87.7	65.1	71.9
			b									K		MOP		
No	223	143	79	34	25	9	47	23	24	141	95	46	14	17	188	29
	9.1	11.7	6.5	5.1	7.7	2.6	8.4	8.3	8.4	11.6	15.2	7.8	13.6	4.7	9.7	7.4
		C								D	L		N		n	
I don't know	549	281	268	193	106	86	136	57	79	221	118	102	22	28	492	81
	22.4	22.9	21.9	28.7	32.1	25.4	24.2	20.9	27.3	18.1	19.0	17.2	21.9	7.6	25.3	20.7
				J									N		N	N
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Do you think that, in your lifetime, an African-American person will become President of the United States?

	6-9 Year Olds									10-12 Year Olds			13-18 year Olds			Race/Ethnicity		
	Total	Boys	Girls	Total	Boys	Girls	Total	Boys	Girls	Total	Boys	Girls	Asian	Afr. Am.	Cauc-Asian	Hispanic		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)		
	2451	1227	1224	671	330	341	563	273	289	1217	623	594	102	371	1944	390		
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
Yes	1360	654	706	374	174	200	296	147	149	690	334	357	55	266	1023	220		
	55.5	53.4	57.6	55.8	52.8	58.7	52.6	53.7	51.5	56.7	53.5	60.0	53.8	71.7	52.6	56.5		
												K		MOp				
No	348	196	152	54	29	24	76	33	43	219	134	84	19	55	266	67		
	14.2	16.0	12.4	8.0	8.9	7.1	13.5	12.0	14.8	18.0	21.5	14.2	18.9	14.7	13.7	17.1		
										D	L							
I don't know	743	376	367	243	127	116	191	94	97	308	155	153	28	51	654	103		
	30.3	30.6	30.0	36.2	38.3	34.2	34.0	34.3	33.7	25.3	24.9	25.8	27.3	13.6	33.7	26.4		
				J			J						N		N	n		
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		

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Politics 12.21.2007

Do you think the United States is headed in the right direction?

	6-9 Year Olds						10-12 Year Olds			13-18 year Olds			Race/Ethnicity			
	Total	Boys	Girls	Total	Boys	Girls	Total	Boys	Girls	Total	Boys	Girls	Asian	Afr. Am.	Cauc- asian	Hisp anic
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
	2445	1223	1222	671	330	341	562	273	289	1212	620	592	101	370	1940	390
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Yes	659	352	307	211	102	109	131	75	56	317	175	142	36	116	496	103
	26.9	28.8	25.1	31.4	30.8	32.1	23.3	27.6	19.2	26.1	28.3	23.9	35.8	31.4	25.6	26.4
													o			
No	840	439	401	106	57	49	229	119	110	505	263	242	26	136	666	137
	34.3	35.9	32.8	15.8	17.3	14.3	40.6	43.5	37.9	41.7	42.5	40.9	25.7	36.7	34.3	35.0
							D			D					m	
I don't know	947	432	515	354	171	183	203	79	124	390	182	208	39	118	778	151
	38.7	35.3	42.1	52.7	51.9	53.6	36.1	28.8	42.9	32.2	29.3	35.2	38.5	31.8	40.1	38.6
			B	GJ					h			k				
NO ANSWER	6	4	2	-	-	-	1	1	-	5	3	2	1	1	4	-

Comparison Groups: BC/DGJ/EF/HI/KL/MNOP  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Politics 12.21.2007

Are you a

	6-9 Year Olds			10-12 Year Olds			13-18 year Olds			Race/Ethnicity						
	Total	Boys	Girls	Total	Boys	Girls	Total	Boys	Girls	Total	Boys	Girls	Asian	Afr. Am.	Cauc- asian	Hisp anic
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
	2451	1227	1224	671	330	341	563	273	289	1217	623	594	102	371	1944	390
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Boy	1227	1227	-	330	330	-	273	273	-	623	623	-	55	165	989	192
	50.0	100.0		49.2	100.0		48.6	100.0		51.2	100.0		53.5	44.5	50.9	49.3
Girl	1224	-	1224	341	-	341	289	-	289	594	-	594	48	206	954	198
	50.0		100.0	50.8		100.0	51.4		100.0	48.8		100.0	46.5	55.5	49.1	50.7
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BC/DGJ/EF/HI/KL/MNOP  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Politics 12.21.2007

How old were you on your most recent birthday

	6-9 Year Olds						10-12 Year Olds			13-18 year Olds			Race/Ethnicity			
	Total	Boys	Girls	Total	Boys	Girls	Total	Boys	Girls	Total	Boys	Girls	Asian	Afr. Am.	Cauc-Asian	Hispanic
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
	2451	1227	1224	671	330	341	563	273	289	1217	623	594	102	371	1944	390
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
6	148	79	69	148	79	69	-	-	-	-	-	-	4	15	128	19
	6.1	6.5	5.6	22.1	24.0	20.3							4.3	4.1	6.6	4.8
7	174	89	85	174	89	85	-	-	-	-	-	-	-	29	146	34
	7.1	7.3	7.0	26.0	27.0	25.0								7.8	7.5	8.7
8	189	96	93	189	96	93	-	-	-	-	-	-	9	29	148	35
	7.7	7.8	7.6	28.2	29.1	27.2							8.8	7.9	7.6	8.9
9	159	65	94	159	65	94	-	-	-	-	-	-	9	17	133	19
	6.5	5.3	7.7	23.7	19.8	27.5							8.7	4.5	6.9	4.8
10	180	85	95	-	-	-	180	85	95	-	-	-	9	15	151	34
	7.3	6.9	7.8				31.9	30.9	32.9				8.6	4.2	7.8	8.8
11	182	86	96	-	-	-	182	86	96	-	-	-	9	34	137	18
	7.4	7.0	7.8				32.3	31.3	33.2				8.6	9.2	7.0	4.7
12	201	103	98	-	-	-	201	103	98	-	-	-	9	35	158	36
	8.2	8.4	8.0				35.8	37.8	33.9				8.6	9.3	8.1	9.2
13	208	107	101	-	-	-	-	-	-	208	107	101	9	35	160	35
	8.5	8.7	8.3							17.1	17.1	17.0	8.8	9.4	8.2	9.1
14	212	109	103	-	-	-	-	-	-	212	109	103	9	35	163	36
	8.7	8.9	8.5							17.4	17.5	17.4	9.1	9.6	8.4	9.1

Comparison Groups: BC/DGJ/EF/HI/KL/MNOP  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Politics 12.21.2007

How old were you on your most recent birthday

	6-9 Year Olds			10-12 Year Olds			13-18 year Olds			Race/Ethnicity						
	Total	Boys	Girls	Total	Boys	Girls	Total	Boys	Girls	Asian	Afr. Am.	Hispanic				
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
15	204 8.3	105 8.5	100 8.1	-	-	-	-	-	-	204 16.8	105 16.8	100 16.8	9 9.0	33 9.0	157 8.1	33 8.5
16	201 8.2	103 8.4	98 8.0	-	-	-	-	-	-	201 16.5	103 16.5	98 16.5	9 8.8	32 8.7	155 8.0	32 8.3
17	197 8.0	101 8.2	96 7.9	-	-	-	-	-	-	197 16.2	101 16.2	96 16.2	8 8.3	31 8.4	154 7.9	30 7.8
18	195 8.0	99 8.1	96 7.8	-	-	-	-	-	-	195 16.0	99 15.9	96 16.1	9 8.5	30 8.0	155 8.0	29 7.4
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BC/DGJ/EF/HI/KL/MNOP  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Politics 12.21.2007

How would you classify your race

	6-9 Year Olds			10-12 Year Olds			13-18 year Olds			Race/Ethnicity						
	Total	Boys	Girls	Total	Boys	Girls	Total	Boys	Girls	Total	Boys	Girls	Afr. Am.	Cauc-Asian	Hispanic	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
	2451	1227	1224	671	330	341	563	273	289	1217	623	594	102	371	1944	390
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Asian/Oriental	102	55	48	22	13	9	26	14	13	54	28	26	102	-	-	1
	4.2	4.5	3.9	3.3	4.1	2.6	4.7	4.9	4.4	4.4	4.4	4.4	100.0			0.4
													P			
Black or African-American	371	165	206	90	30	60	84	35	49	197	100	97	-	371	-	15
	15.1	13.5	16.8	13.4	9.2	17.5	15.0	12.8	17.1	16.2	16.0	16.4	100.0			3.8
													P			
Native American/American Indian	34	18	16	3	1	2	6	5	2	25	12	13	-	-	-	6
	1.4	1.4	1.3	0.4	0.3	0.5	1.1	1.7	0.6	2.0	1.9	2.2				1.5
										D						
White or Caucasian	1944	989	954	556	285	271	446	220	226	942	484	458	-	-	1944	368
	79.3	80.7	78.0	82.8	86.4	79.4	79.2	80.6	77.9	77.4	77.7	77.1			100.0	94.4
															P	
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BC/DGJ/EF/HI/KL/MNOP  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Politics 12.21.2007

Are you of Hispanic or Latino origin

	6-9 Year Olds			10-12 Year Olds			13-18 year Olds			Race/Ethnicity						
	Total	Boys	Girls	Total	Boys	Girls	Total	Boys	Girls	Total	Boys	Girls	Asian	Afr. Am.	Cauc- asian	Hisp anic
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
	2451	1227	1224	671	330	341	563	273	289	1217	623	594	102	371	1944	390
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Yes	390	192	198	106	54	52	89	37	51	196	101	95	1	15	368	390
	15.9	15.7	16.2	15.8	16.5	15.2	15.7	13.7	17.7	16.1	16.2	15.9	1.4	4.0	18.9	100.0
															MN	MNO
No	2061	1034	1027	565	276	289	474	236	238	1022	522	499	101	356	1576	-
	84.1	84.3	83.8	84.2	83.5	84.8	84.3	86.3	82.3	83.9	83.8	84.1	98.6	96.0	81.1	
													O	O		
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BC/DGJ/EF/HI/KL/MNOP  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Politics 12.21.2007

Here is a list of all the people who have said they want to run for President in 2008. If the election was tomorrow and you could vote, which one of these people would YOU vote for?

	Census Region					First Time Voter			America will be...			Headed right direct?		
	Total	North		Mid West		Total	Boys	Girls	Better	Worse	Same	Yes	No	Don't Know
		East	South	West	West									
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	
	2451	573	847	703	328	593	303	290	878	635	938	659	840	947
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Hillary Clinton	508	130	159	142	77	103	38	64	229	130	150	151	197	160
	20.7	22.8	18.8	20.2	23.6	17.3	12.7	22.2	26.1	20.4	15.9	22.9	23.4	16.9
								G	K			n	N	
Barack Obama	377	84	118	127	47	129	60	69	154	84	139	120	154	102
	15.4	14.7	14.0	18.1	14.3	21.7	19.9	23.7	17.5	13.2	14.8	18.2	18.4	10.7
						A						N	N	
Al Gore	123	37	41	28	16	39	25	14	27	46	50	45	46	32
	5.0	6.5	4.9	4.0	5.0	6.6	8.4	4.8	3.1	7.2	5.4	6.8	5.5	3.4
										I		n		
Rudy Giuliani	102	41	36	20	5	30	16	14	41	25	36	41	26	35
	4.1	7.1	4.2	2.8	1.6	5.0	5.3	4.8	4.7	3.9	3.8	6.2	3.1	3.7
		DE										m		
Ron Paul	91	20	39	26	7	31	25	7	24	39	28	20	56	15
	3.7	3.4	4.6	3.6	2.3	5.3	8.2	2.3	2.7	6.1	3.0	3.0	6.7	1.6
							H			ik			LN	
John Edwards	83	21	32	15	15	21	13	7	28	25	30	25	34	22
	3.4	3.7	3.8	2.1	4.5	3.5	4.4	2.5	3.2	3.9	3.2	3.8	4.1	2.3
Mike Huckabee	79	7	42	23	6	29	12	17	28	22	29	24	25	29
	3.2	1.2	5.0	3.3	1.8	4.9	4.1	5.7	3.2	3.4	3.1	3.6	3.0	3.1
			Be											

Comparison Groups: BCDE/AF/GH/IJK/LMN  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Politics 12.21.2007

Here is a list of all the people who have said they want to run for President in 2008. If the election was tomorrow and you could vote, which one of these people would YOU vote for?

	Census Region					First Time Voter			America will be...			Headed right direct?		
	Total	North		Mid West		Total	Boys	Girls	Better	Worse	Same	Yes	No	Don't Know
		East	South	West	West									
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	
John McCain	53 2.2	12 2.0	26 3.1	11 1.6	4 1.2	19 3.3	16 5.4	3 1.0	23 2.6	15 2.3	15 1.6	15 2.2	30 3.6	8 0.8
							H						N	
Mitt Romney	48 1.9	6 1.0	17 2.1	9 1.3	15 4.7	12 2.0	8 2.6	4 1.4	12 1.4	14 2.2	21 2.2	19 2.9	12 1.4	17 1.8
					b									
Fred Thompson	29 1.2	5 0.9	13 1.5	8 1.1	3 1.0	5 0.8	4 1.4	1 0.2	8 0.9	12 1.8	10 1.0	8 1.2	14 1.7	7 0.7
Bill Richardson	22 0.9	3 0.5	1 0.2	17 2.4	1 0.4	3 0.5	2 0.6	1 0.4	18 2.0	- k	4 0.4	20 3.0	0 *	2 0.2
				C								MN		
Joseph Biden	17 0.7	6 1.1	4 0.5	4 0.5	3 0.9	7 1.2	7 2.4	-	6 0.6	5 0.8	6 0.7	5 0.7	6 0.7	6 0.6
Chris Dodd	16 0.6	7 1.1	6 0.7	2 0.3	1 0.3	4 0.7	2 0.7	2 0.7	7 0.8	4 0.6	5 0.5	11 1.7	4 0.4	0 *
												n		
Dennis Kucinich	15 0.6	9 1.5	1 0.1	3 0.4	2 0.6	8 1.3	2 0.7	6 1.9	5 0.5	6 1.0	4 0.4	4 0.6	8 1.0	2 0.2
		c												

Comparison Groups: BCDE/AF/GH/IJK/LMN  
 Independent T-Test for Means, Independent Z-Test for Percentages  
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 Lower case letters indicate significance at the 90% level.

Politics 12.21.2007

Here is a list of all the people who have said they want to run for President in 2008. If the election was tomorrow and you could vote, which one of these people would YOU vote for?

	Census Region					First Time Voter			America will be...			Headed right direct?		
	Total	North		Mid	West	Total	Boys	Girls	Better	Worse	Same	Yes	No	Don't Know
		East	South	West										
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	
Tommy Thompson	10 0.4	2 0.3	3 0.4	5 0.7	-	-	-	-	5 0.6	3 0.5	2 0.2	4 0.5	3 0.4	4 0.4
Chuck Hagel	8 0.3	2 0.4	2 0.2	3 0.4	1 0.2	7 1.1	4 1.2	3 1.0	1 0.1	3 0.5	3 0.3	1 0.1	2 0.3	4 0.4
Mike Gravel	7 0.3	2 0.4	1 0.1	2 0.3	1 0.3	4 0.7	4 1.2	1 0.2	3 0.3	3 0.5	1 0.1	2 0.4	2 0.3	2 0.2
Sam Brownback	5 0.2	-	2 0.2	4 0.5	-	1 0.1	1 0.2	-	3 0.4	1 0.1	2 0.2	1 0.1	1 0.1	4 0.4
George Pataki	5 0.2	2 0.3	2 0.3	-	1 0.3	2 0.3	2 0.6	-	3 0.3	1 0.2	1 0.1	1 0.2	3 0.4	0 *
Tom Tancredo	3 0.1	0 *	-	1 0.1	2 0.6	2 0.3	2 0.6	-	2 0.2	1 0.2	-	2 0.3	-	1 0.1
Duncan Hunter	2 0.1	1 0.1	1 0.1	-	1 0.2	2 0.4	2 0.7	-	2 0.2	-	-	1 0.2	1 0.1	-
I don't know	850 34.7 F	178 31.0	300 35.4	254 36.1	119 36.3	135 22.8	56 18.6	79 27.2 g	250 28.5	197 31.1	403 43.0 IJ	140 21.2	214 25.5	496 52.3 LM
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCDE/AF/GH/IJK/LMN  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Politics 12.21.2007

Compared to the country today, do you think America will be a better place to live, a worse place to live or the same when people your age are in charge?

	Census Region					First Time Voter			America will be...			Headed right direct?		
	Total	North		Mid West		Total	Boys	Girls	Better	Worse	Same	Yes	No	Don't Know
		East	South	West	West									
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	
	2451	573	847	703	328	593	303	290	878	635	938	659	840	947
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
America will be a better place to live	878	216	294	237	130	177	83	94	878	-	-	341	240	296
	35.8	37.7	34.8	33.7	39.8	29.8	27.3	32.4	100.0			51.7	28.6	31.3
												MN		
America will be a worse place to live	635	140	246	168	81	181	97	84	-	635	-	79	378	177
	25.9	24.5	29.0	23.9	24.6	30.6	32.1	29.0		100.0		11.9	45.0	18.7
													LN	L
America will be the same	938	217	306	298	117	235	123	112	-	-	938	239	222	474
	38.3	37.8	36.2	42.4	35.6	39.6	40.7	38.5			100.0	36.3	26.4	50.0
												M		IM
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCDE/AF/GH/IJK/LMN  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Weekly Reader Research

Politics 12.21.2007

Would you vote for a female President of the United States?

	Census Region					First Time Voter			America will be...			Headed right direct?		
	Total	North		Mid	West	Total	Boys	Girls	Better	Worse	Same	Yes	No	Don't Know
	(A)	East	South	West	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
	2451	573	847	703	328	593	303	290	878	635	938	659	840	947
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Yes	1537	384	545	407	201	378	157	221	634	381	522	465	534	535
	62.7	67.0	64.4	57.9	61.2	63.8	51.9	76.2	72.3	59.9	55.6	70.5	63.6	56.5
		D						G	JK			mN	n	
No	314	62	121	83	48	97	78	19	76	121	117	101	140	72
	12.8	10.8	14.3	11.8	14.7	16.3	25.7	6.5	8.7	19.0	12.5	15.3	16.7	7.6
							H			IK		N	N	
I don't know	600	127	181	213	79	118	68	50	167	134	299	93	166	340
	24.5	22.2	21.3	30.4	24.1	19.9	22.3	17.3	19.1	21.1	31.8	14.1	19.7	35.9
	f			BC							IJ		1	LM
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCDE/AF/GH/IJK/LMN  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Politics 12.21.2007

Do you think that, in your lifetime, a female will become President of the United States?

	Census Region				First Time Voter			America will be...			Headed right direct?			
	Total	North East	South	Mid West	West	Total	Boys	Girls	Better	Worse	Same	Yes	No	Don't Know
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
	2451	573	847	703	328	593	303	290	878	635	938	659	840	947
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Yes	1561	399	514	434	214	375	169	206	658	369	534	483	507	568
	63.7	69.6	60.7	61.7	65.2	63.3	55.8	71.0	74.9	58.0	57.0	73.2	60.4	60.0
		Cd						G	JK			MN		
No	284	60	100	84	40	91	61	31	62	127	95	90	134	59
	11.6	10.4	11.9	12.0	12.1	15.4	20.0	10.7	7.0	20.0	10.2	13.7	16.0	6.2
						a	H			IK		N	N	
I don't know	606	114	232	185	74	126	73	53	158	140	308	86	198	320
	24.7	19.9	27.4	26.4	22.7	21.3	24.2	18.3	18.0	22.0	32.9	13.1	23.6	33.8
			B								IJ		L	LM
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCDE/AF/GH/IJK/LMN  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Politics 12.21.2007

Would you vote for an African-American person for President of the United States?

	Census Region				First Time Voter			America will be...			Headed right direct?			
	Total	North		Mid	West	Total	Boys	Girls	Better	Worse	Same	Yes	No	Don't Know
	(A)	East	South	West	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
	2451	573	847	703	328	593	303	290	878	635	938	659	840	947
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Yes	1679	392	573	489	225	420	203	217	666	412	601	503	608	565
	68.5	68.4	67.7	69.5	68.6	70.8	67.0	74.9	75.9	64.9	64.0	76.3	72.4	59.7
									JK			N	N	
No	223	59	81	53	30	72	47	26	76	86	61	77	97	49
	9.1	10.3	9.5	7.6	9.2	12.2	15.4	8.8	8.6	13.6	6.5	11.6	11.5	5.2
							h			iK		N	N	
I don't know	549	122	193	161	73	101	53	47	136	137	277	80	135	333
	22.4	21.3	22.8	22.9	22.3	17.0	17.7	16.3	15.5	21.5	29.5	12.1	16.1	35.1
	F									i	IJ			LM
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCDE/AF/GH/IJK/LMN  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Politics 12.21.2007

Do you think that, in your lifetime, an African-American person will become President of the United States?

	Census Region					First Time Voter			America will be...			Headed right direct?		
	Total	North		Mid West		Total	Boys	Girls	Better	Worse	Same	Yes	No	Don't Know
		East	South	West	West									
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	
	2451	573	847	703	328	593	303	290	878	635	938	659	840	947
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Yes	1360	335	468	374	183	335	162	172	597	303	461	453	434	470
	55.5	58.5	55.3	53.2	55.7	56.4	53.6	59.4	68.0	47.7	49.2	68.7	51.7	49.7
									JK			MN		
No	348	76	118	105	48	114	72	42	96	155	98	103	183	61
	14.2	13.3	14.0	15.0	14.7	19.3	23.7	14.6	10.9	24.3	10.4	15.6	21.8	6.5
						A	H			IK		N	LN	
I don't know	743	162	260	224	97	144	69	75	186	178	379	103	223	415
	30.3	28.3	30.7	31.8	29.6	24.3	22.7	26.0	21.2	28.0	40.4	15.6	26.5	43.9
	F									i	IJ		L	LM
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCDE/AF/GH/IJK/LMN  
 Independent T-Test for Means, Independent Z-Test for Percentages  
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 Lower case letters indicate significance at the 90% level.

Politics 12.21.2007

Do you think the United States is headed in the right direction?

	Census Region					First Time Voter			America will be...			Headed right direct?		
	Total	North		Mid West		Total	Boys	Girls	Better	Worse	Same	Yes	No	Don't Know
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
	2445	572	846	701	327	591	302	289	877	634	935	659	840	947
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Yes	659	159	238	166	96	148	72	76	341	79	239	659	-	-
	26.9	27.8	28.2	23.6	29.3	25.1	23.8	26.4	38.9	12.4	25.6	100.0		
									JK		J			
No	840	216	284	235	104	255	139	116	240	378	222	-	840	-
	34.3	37.8	33.6	33.5	31.9	43.1	45.9	40.2	27.4	59.6	23.7		100.0	
						A				IK				
I don't know	947	197	323	300	127	188	92	96	296	177	474	-	-	947
	38.7	34.4	38.2	42.8	38.8	31.8	30.3	33.4	33.8	28.0	50.7			100.0
	F			b							IJ			
NO ANSWER	6	1	1	2	1	2	1	1	1	2	3	-	-	-

Comparison Groups: BCDE/AF/GH/IJK/LMN  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Politics 12.21.2007

Are you a

	Census Region				First Time Voter			America will be...			Headed right direct?			
	Total	North		Mid	West	Total	Boys	Girls	Better	Worse	Same	Yes	No	Don't Know
	(A)	East	South	West	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
	2451	573	847	703	328	593	303	290	878	635	938	659	840	947
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Boy	1227	283	423	357	163	303	303	-	456	291	479	352	439	432
	50.0	49.4	50.0	50.8	49.7	51.1	100.0		51.9	45.9	51.1	53.5 n	52.3 n	45.6
Girl	1224	290	424	346	165	290	-	290	422	344	459	307	401	515
	50.0	50.6	50.0	49.2	50.3	48.9		100.0	48.1	54.1	48.9	46.5	47.7	54.4 lm
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCDE/AF/GH/IJK/LMN  
 Independent T-Test for Means, Independent Z-Test for Percentages  
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 Lower case letters indicate significance at the 90% level.

Politics 12.21.2007

How old were you on your most recent birthday

	Census Region					First Time Voter			America will be...			Headed right direct?		
	Total	North		Mid	West	Total	Boys	Girls	Better	Worse	Same	Yes	No	Don't Know
	(A)	East	South	West	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
	2451	573	847	703	328	593	303	290	878	635	938	659	840	947
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
6	148	57	42	40	10	-	-	-	58	24	67	28	31	89
	6.1	10.0	4.9	5.6	3.0				6.6	3.7	7.1	4.3	3.7	9.4
		CdE									j			LM
7	174	28	60	68	19	-	-	-	112	14	48	56	26	92
	7.1	4.9	7.1	9.7	5.7				12.8	2.1	5.2	8.6	3.1	9.7
				b					JK		J	M		M
8	189	31	94	47	17	-	-	-	49	41	98	71	28	90
	7.7	5.4	11.0	6.7	5.3				5.6	6.5	10.5	10.7	3.3	9.5
			BdE								Ij	M		M
9	159	37	58	53	11	-	-	-	52	28	78	55	21	83
	6.5	6.4	6.8	7.6	3.4				6.0	4.5	8.3	8.4	2.5	8.7
											J	M		M
10	180	46	42	79	12	-	-	-	59	59	62	35	79	66
	7.3	7.9	5.0	11.3	3.8				6.7	9.3	6.6	5.2	9.4	6.9
		e		CE									1	
11	182	43	71	51	17	-	-	-	64	52	66	42	65	75
	7.4	7.5	8.3	7.3	5.2				7.3	8.2	7.0	6.4	7.7	7.9
12	201	35	73	67	27	-	-	-	94	44	64	54	85	62
	8.2	6.1	8.6	9.5	8.2				10.7	6.9	6.8	8.3	10.1	6.6

Comparison Groups: BCDE/AF/GH/IJK/LMN  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Weekly Reader Research

Politics 12.21.2007

How old were you on your most recent birthday

	Census Region					First Time Voter			America will be...			Headed right direct?		
	Total	North		Mid		Total	Boys	Girls	Better	Worse	Same	Yes	No	Don't Know
		East	South	West	West									
13	208 8.5	46 8.0	82 9.7	56 7.9	24 7.4	-	-	-	74 8.5	64 10.1	69 7.4	53 8.1	82 9.7	72 7.6
14	212 8.7	56 9.8	62 7.4	53 7.6	40 12.3	-	-	-	68 7.7	61 9.7	83 8.9	46 7.0	94 11.2 1	70 7.4
15	204 8.3	48 8.4	73 8.6	43 6.1	40 12.3 d	-	-	-	70 8.0	66 10.4	67 7.2	69 10.5	75 8.9	60 6.4
16	201 8.2	59 10.3	60 7.1	48 6.8	34 10.4	201 33.9 A	103 33.9	98 33.8	55 6.3	70 11.1 i	75 8.0	52 7.9	94 11.2 N	54 5.7
17	197 8.0	60 10.4	60 7.1	46 6.5	32 9.7	197 33.3 A	101 33.3	96 33.2	67 7.6	56 8.8	75 8.0	53 8.0	76 9.1	67 7.1
18	195 8.0	28 5.0	70 8.3	53 7.5	43 13.3 B	195 32.9 A	99 32.7	96 33.0	55 6.3	55 8.6	85 9.1	43 6.6	84 10.1	67 7.1
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCDE/AF/GH/IJK/LMN  
 Independent T-Test for Means, Independent Z-Test for Percentages  
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 Lower case letters indicate significance at the 90% level.

Politics 12.21.2007

## How would you classify your race

	Census Region				First Time Voter			America will be...			Headed right direct?			
	Total	North		Mid	West	Total	Boys	Girls	Better	Worse	Same	Yes	No	Don't Know
		East	South	West										
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	
	2451	573	847	703	328	593	303	290	878	635	938	659	840	947
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Asian/Oriental	102	26	20	13	43	26	13	13	43	25	34	36	26	39
	4.2	4.5	2.4	1.9	13.3	4.4	4.4	4.4	4.8	4.0	3.7	5.5	3.1	4.1
		d			BCD									
Black or African-American	371	85	159	104	24	93	47	46	164	108	99	116	136	118
	15.1	14.9	18.7	14.8	7.2	15.7	15.5	15.9	18.7	17.0	10.5	17.7	16.2	12.5
		E	E	E					K	K				
Native American/American Indian	34	7	9	8	9	10	4	6	10	8	16	10	12	12
	1.4	1.2	1.1	1.2	2.8	1.7	1.4	2.1	1.2	1.3	1.7	1.5	1.4	1.3
White or Caucasian	1944	456	659	577	252	463	238	225	661	494	789	496	666	778
	79.3	79.5	77.8	82.2	76.8	78.1	78.6	77.7	75.3	77.7	84.1	75.3	79.3	82.2
											Ij			1
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCDE/AF/GH/IJK/LMN  
 Independent T-Test for Means, Independent Z-Test for Percentages  
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 Lower case letters indicate significance at the 90% level.

Politics 12.21.2007

Are you of Hispanic or Latino origin

	Census Region				First Time Voter			America will be...			Headed right direct?			
	Total	North		Mid	West	Total	Boys	Girls	Better	Worse	Same	Yes	No	Don't Know
	(A)	East	South	West	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
	2451	573	847	703	328	593	303	290	878	635	938	659	840	947
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Yes	390	38	166	81	106	92	47	44	143	83	164	103	137	151
	15.9	6.6	19.6	11.5	32.2	15.4	15.6	15.3	16.3	13.0	17.5	15.6	16.3	15.9
			BD	b	BCD									
No	2061	536	681	622	222	501	256	246	734	552	774	556	703	796
	84.1	93.4	80.4	88.5	67.8	84.6	84.4	84.7	83.7	87.0	82.5	84.4	83.7	84.1
		CdE	E	CE										
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCDE/AF/GH/IJK/LMN  
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 Lower case letters indicate significance at the 90% level.

Politics 12.21.2007

Q4: Here is a list of all the people who have said they want to run for President in 2008. If the election was tomorrow and you could vote, which one of these people would YOU vote for?

			8/07		12/07		8/07		12/07		8/07		12/07		1st Vote	
	8/'07	12/'07	Boys	Boys	Girls	Girls	6-9	6-9	10-12	10-12	13-18	13-18	8/'07	12/07	8/'07	12/07
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)		
	2267	2451	1140	1227	1127	1224	653	671	537	563	1077	1217	520	593		
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
Hillary Clinton	470	508	174	170	296	338	146	153	113	115	211	240	98	103		
	20.7	20.7	15.3	13.9	26.3	27.6	22.4	22.9	21.0	20.4	19.6	19.7	18.8	17.3		
Barack Obama	326	377	165	197	162	179	23	60	85	78	219	239	124	129		
	14.4	15.4	14.5	16.1	14.3	14.6	3.5	8.9	15.9	13.8	20.3	19.7	23.9	21.7		
								g								
Rudy Giuliani	154	102	91	61	63	41	24	15	46	25	83	61	41	30		
	6.8	4.1	8.0	5.0	5.6	3.3	3.7	2.3	8.6	4.5	7.7	5.0	8.0	5.0		
	B		d		f						L					
Al Gore	146	123	87	82	60	41	24	30	19	17	104	75	47	39		
	6.5	5.0	7.6	6.7	5.3	3.4	3.6	4.5	3.5	3.1	9.6	6.2	9.1	6.6		
											L					
John Edwards	73	83	48	61	25	22	19	28	22	12	33	44	14	21		
	3.2	3.4	4.2	5.0	2.2	1.8	2.8	4.1	4.1	2.1	3.1	3.6	2.6	3.5		
John McCain	48	53	33	44	15	9	11	2	3	22	34	29	14	19		
	2.1	2.2	2.9	3.6	1.3	0.7	1.7	0.3	0.5	3.8	3.1	2.4	2.7	3.3		
										i						
Fred Thompson	47	29	24	15	23	14	24	5	4	10	19	14	10	5		
	2.1	1.2	2.1	1.2	2.0	1.1	3.7	0.7	0.7	1.8	1.7	1.1	2.0	0.8		
							h									

Comparison Groups: AB/CD/EF/GH/IJ/KL/MN  
 Independent T-Test for Means, Independent Z-Test for Percentages  
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 Lower case letters indicate significance at the 90% level.

Politics 12.21.2007

Q4: Here is a list of all the people who have said they want to run for President in 2008. If the election was tomorrow and you could vote, which one of these people would YOU vote for?

	8/'07		12/'07		8/07		12/07		8/07		12/07		1st Vote	
	Boys	Girls	Boys	Girls	6-9	10-12	6-9	10-12	13-18	13-18	8/'07	12/'07	8/'07	12/'07
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Mitt Romney	43 1.9	48 1.9	17 1.5	32 2.6	25 2.2	16 1.3	15 2.3	8 1.1	6 1.1	13 2.2	22 2.0	27 2.3	10 1.8	12 2.0
Ron Paul	21 0.9	91 3.7 A	13 1.2	67 5.5 C	8 0.7	24 2.0	-	13 1.9	2 0.4	10 1.7	19 1.8	69 5.7 K	12 2.3	31 5.3 M
Dennis Kucinich	20 0.9	15 0.6	18 1.6	7 0.6	3 0.2	7 0.6	14 2.1	-	-	2 0.4	6 0.6	13 1.0	1 0.2	8 1.3 m
Mike Huckabee	18 0.8	79 3.2 A	10 0.8	35 2.9 C	9 0.8	43 3.5 E	4 0.6	22 3.2	1 0.2	11 2.0	13 1.2	46 3.8 K	11 2.0	29 4.9 M
Chuck Hagel	15 0.7	8 0.3	1 0.1	4 0.3	14 1.2 f	3 0.3	13 1.9	-	1 0.1	-	2 0.2	8 0.6	2 0.4	7 1.1
George Pataki	12 0.5	5 0.2	9 0.8	3 0.2	3 0.2	2 0.2	4 0.6	-	2 0.4	0 0.1	6 0.5	5 0.4	2 0.3	2 0.3
Joseph Biden	11 0.5	17 0.7	7 0.6	14 1.2	4 0.3	3 0.2	1 0.1	-	5 1.0	3 0.6	5 0.4	14 1.1	2 0.4	7 1.2
Bill Richardson	10 0.4	22 0.9	7 0.6	18 1.5	3 0.3	3 0.3	2 0.3	-	6 1.1	19 3.3	2 0.2	3 0.3	1 0.2	3 0.5

Comparison Groups: AB/CD/EF/GH/IJ/KL/MN  
 Independent T-Test for Means, Independent Z-Test for Percentages  
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 Lower case letters indicate significance at the 90% level.

Politics 12.21.2007

Q4: Here is a list of all the people who have said they want to run for President in 2008. If the election was tomorrow and you could vote, which one of these people would YOU vote for?

	8/'07		12/'07		8/07		12/07		8/07		12/07		1st Vote	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Chris Dodd	8 0.4	16 0.6	5 0.4	9 0.7	3 0.3	6 0.5	2 0.3	-	1 0.1	4 0.8	6 0.5	11 0.9	1 0.1	4 0.7
Tom Tancredo	7 0.3	3 0.1	4 0.3	2 0.2	4 0.3	1 0.1	-	-	1 0.2	1 0.2	6 0.6	2 0.2	6 1.1	2 0.3
Duncan Hunter	6 0.3	2 0.1	4 0.4	2 0.2	2 0.2	-	3 0.5	-	1 0.1	-	3 0.2	2 0.2	0 0.1	2 0.4
Mike Gravel	6 0.3	7 0.3	4 0.3	5 0.4	2 0.2	2 0.1	1 0.2	-	1 0.2	-	3 0.3	7 0.6	2 0.4	4 0.7
Sam Brownback	5 0.2	5 0.2	1 0.1	1 0.1	4 0.4	5 0.4	-	3 0.5	3 0.5	1 0.2	3 0.2	1 0.1	1 0.3	1 0.1
Tommy Thompson	5 0.2	10 0.4	4 0.4	6 0.5	1 0.1	4 0.3	1 0.1	2 0.3	-	5 0.8	4 0.4	4 0.3	3 0.6	-
I don't know	814 35.9	850 34.7	415 36.4	389 31.7	400 35.5	462 37.7	323 49.5	331 49.3	215 40.1	216 38.4	276 25.6	304 24.9	118 22.7	135 22.8
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: AB/CD/EF/GH/IJ/KL/MN  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Politics 12.21.2007

Q11: Do you think the United States is headed in the right direction?

	8/07		12/07		8/07		12/07		8/07		12/07		1st Vote	
	8/'07	12/'07	Boys	Boys	Girls	Girls	6-9	6-9	10-12	10-12	13-18	13-18	8/'07	12/07
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
	2267	2445	1140	1223	1127	1222	653	671	537	562	1077	1212	520	591
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Yes	426	659	232	352	194	307	113	211	118	131	195	317	88	148
	18.8	26.9	20.3	28.8	17.2	25.1	17.3	31.4	22.1	23.3	18.1	26.1	17.0	25.1
		A		C		E		G				K		M
No	744	840	368	439	377	401	145	106	155	229	445	505	218	255
	32.8	34.3	32.2	35.9	33.4	32.8	22.2	15.8	28.8	40.6	41.3	41.7	41.9	43.1
										I				
I don't know	1097	947	541	432	556	515	395	354	264	203	438	390	213	188
	48.4	38.7	47.4	35.3	49.3	42.1	60.5	52.7	49.1	36.1	40.6	32.2	41.1	31.8
	B		D		F				J		L		N	
NO ANSWER	-	6	-	4	-	2	-	-	-	1	-	5	-	2

Comparison Groups: AB/CD/EF/GH/IJ/KL/MN

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Weekly Reader Research

Politics 12.21.2007

Q6: Compared to the country today, do you think America will be a better place to live, a worse place to live or the same when people your age are in charge?

			8/07		12/07		8/07		12/07		8/07		12/07		1st Vote	
	8/'07	12/'07	Boys	Boys	Girls	Girls	6-9	6-9	10-12	10-12	13-18	13-18	8/'07	12/07	8/'07	12/07
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)		
	2267	2451	1140	1227	1127	1224	653	671	537	563	1077	1217	520	593		
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
America will be a better place to live	736	878	378	456	358	422	245	272	180	216	311	389	133	177		
	32.5	35.8	33.2	37.2	31.8	34.5	37.6	40.6	33.5	38.4	28.8	32.0	25.6	29.8		
America will be a worse place to live	590	635	268	291	321	344	116	107	134	155	340	373	180	181		
	26.0	25.9	23.5	23.7	28.5	28.1	17.7	16.0	25.0	27.5	31.5	30.7	34.6	30.6		
America will be the same	941	938	494	479	447	459	292	292	222	192	427	455	207	235		
	41.5	38.3	43.3	39.1	39.7	37.5	44.7	43.5	41.4	34.0	39.6	37.4	39.8	39.6		
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-		

Comparison Groups: AB/CD/EF/GH/IJ/KL/MN

Independent T-Test for Means, Independent Z-Test for Percentages

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Weekly Reader Research

Politics 12.21.2007

Q7: Would you vote for a female President of the United States?

	8/'07	12/'07	8/07		12/07		8/07		12/07		8/07		12/07		1st Vote	
			Boys	Boys	Girls	Girls	6-9	6-9	10-12	10-12	13-18	13-18	8/'07	12/07	(M)	(N)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)		
	2267	2451	1140	1227	1127	1224	653	671	537	563	1077	1217	520	593		
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
Yes	1363	1537	567	644	796	893	346	427	334	340	682	770	339	378		
	60.1	62.7	49.7	52.5	70.6	72.9	53.1	63.6	62.3	60.4	63.3	63.2	65.2	63.8		
								g								
No	260	314	176	225	84	89	66	65	61	62	133	187	65	97		
	11.5	12.8	15.4	18.3	7.4	7.3	10.1	9.7	11.4	11.1	12.3	15.4	12.5	16.3		
												k				
I don't know	644	600	397	358	247	242	241	179	142	160	262	261	116	118		
	28.4	24.5	34.8	29.2	21.9	19.8	36.8	26.7	26.4	28.5	24.3	21.4	22.3	19.9		
	b		d				h									
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-		

Comparison Groups: AB/CD/EF/GH/IJ/KL/MN

Independent T-Test for Means, Independent Z-Test for Percentages

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Lower case letters indicate significance at the 90% level.

Weekly Reader Research

Politics 12.21.2007

Q8: Do you think that, in your lifetime, a female will become President of the United States?

	8/'07	12/'07	8/07		12/07		8/07		12/07		8/07		12/07		1st Vote	
			Boys	Boys	Girls	Girls	6-9	6-9	10-12	10-12	13-18	13-18	8/'07	12/07		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)		
	2267	2451	1140	1227	1127	1224	653	671	537	563	1077	1217	520	593		
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
Yes	1384	1561	621	721	763	839	387	419	341	359	657	783	320	375		
	61.1	63.7	54.5	58.8	67.7	68.6	59.2	62.4	63.4	63.7	61.0	64.3	61.6	63.3		
No	215	284	134	180	81	104	37	70	54	50	124	163	58	91		
	9.5	11.6	11.8	14.7	7.2	8.5	5.7	10.5	10.1	8.9	11.5	13.4	11.3	15.4		
I don't know	668	606	385	325	283	281	229	182	142	154	297	271	141	126		
	29.5	24.7	33.8	26.5	25.1	22.9	35.1	27.1	26.5	27.3	27.5	22.2	27.1	21.3		
	B		D								L		n			
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-		

Comparison Groups: AB/CD/EF/GH/IJ/KL/MN

Independent T-Test for Means, Independent Z-Test for Percentages

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Lower case letters indicate significance at the 90% level.

Weekly Reader Research

Politics 12.21.2007

Q9: Would you vote for an African-American person for President of the United States?

	8/'07		12/'07		8/'07		12/'07		8/'07		12/'07		1st Vote	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
	2267	2451	1140	1227	1127	1224	653	671	537	563	1077	1217	520	593
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Yes	1440	1679	649	802	791	877	369	444	343	380	727	856	362	420
	63.5	68.5	56.9	65.4	70.2	71.6	56.6	66.2	63.8	67.5	67.5	70.3	69.8	70.8
		A		C				g						
No	184	223	107	143	77	79	40	34	39	47	105	141	43	72
	8.1	9.1	9.4	11.7	6.8	6.5	6.2	5.1	7.3	8.4	9.7	11.6	8.3	12.2
I don't know	643	549	385	281	259	268	243	193	155	136	245	221	114	101
	28.4	22.4	33.7	22.9	23.0	21.9	37.3	28.7	28.9	24.2	22.8	18.1	21.9	17.0
	B		D								L			
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: AB/CD/EF/GH/IJ/KL/MN  
 Independent T-Test for Means, Independent Z-Test for Percentages  
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Politics 12.21.2007

Q10: Do you think that, in your lifetime, an African-American person will become President of the United States?

	8/'07	12/'07	8/07		12/07		8/07		12/07		8/07		12/07		1st Vote	
			Boys	Boys	Girls	Girls	6-9	6-9	10-12	10-12	13-18	13-18	8/'07	12/07		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)		
	2267	2451	1140	1227	1127	1224	653	671	537	563	1077	1217	520	593		
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
Yes	1199	1360	564	654	635	706	314	374	299	296	586	690	288	335		
	52.9	55.5	49.5	53.4	56.4	57.6	48.2	55.8	55.8	52.6	54.4	56.7	55.4	56.4		
No	238	348	140	196	98	152	43	54	51	76	144	219	76	114		
	10.5	14.2	12.3	16.0	8.7	12.4	6.5	8.0	9.5	13.5	13.4	18.0	14.6	19.3		
		A				e						K				
I don't know	830	743	436	376	393	367	296	243	187	191	347	308	156	144		
	36.6	30.3	38.3	30.6	34.9	30.0	45.3	36.2	34.8	34.0	32.2	25.3	30.1	24.3		
	B		D								L					
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-		

Comparison Groups: AB/CD/EF/GH/IJ/KL/MN  
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Weekly Reader Research