



## **PRESS ARTICLES CITING KNOWLEDGEPANEL® DATA 2008 – 2012**

---

---

### ABC News

“Poll Reveals Baby Boomers’ Retirement Fears” – ABC News, 4/6/11

“Obama Job Approval Rises Among Young Voters: Millennials More Likely to Vote Than GOP Candidate in 2012” – ABC News, 4/1/11

“Faking It? New Sex Study May Rat You Out” – ABC News, 10/4/10

“Global Warming and the Pollsters: Who’s Right?” – ABC News/Opinion, 6/16/10

### Advertising Age

“Stat of the Day: Tablet Owners Spend More Time Online Overall – AdAge.com, 10/20/11

“Even as Cable-TV Subs Rebound Slightly, More Consumers Say They Plan to Disconnect” - AdAge.com, 3/15/11

“iPad Users Prefer Advertising to Pay Model for Content” - AdAge.com, 1/17/11

“ESPN Advances Cross-media Metrics for World Cup, Football” - AdAge.com, 9/27/10

“The Click-through That May Be Hurting Your Brand” – AdAge.com, 6/21/10

“The New Ad-Buying Measures That May Be on Tap This Fall” – AdAge.com, 5/17/10

“ESPN Plans Massive Cross-Platform Research on World Cup” – AdAge.com, 3/22/10

“Is Recession Sex Even Better Than Makeup Sex?” - AdAge.com, 5/20/09

“The Show Did Go On (Sort of), and So Did P&G’s Brand Plugs” - AdAge.com, 1/10/08

“R-E-S-P-E-C-T: Why market Research Just Doesn’t Get It” - AdAge.com, 9/24/07

---

## **Associated Press: Knowledge Networks Polls**

“Really? Half of Young People Not That Upset by Hacking of Their Facebook and E-mail Accounts” – Forbes.com, 10/12/11

### **Associated Press-MTV Poll**

Poll: Young People See Oline Surs as Just Joking: 57 Percent Say They're "Trying To Be Funny"; Overweight Picked on Most – MSNBC.com, 9/20/11

“Young People Jaded By Slurs Online” – NPR.org, 9/20/11

“Young People See Online Slurs As Just Joking, Poll Shows – The Huffington Post, 9/20/11

### **Associated Press (general poll)**

“Study Says 1 in 13 US Children Have Food Allergy” – The Associated Press, 6/20/11

Above article appeared in multiple outlets, including:

- **ABC**
- **CBS**
- **NBC Nightly News**
- **NPR**
- **The New York Times**
- **The Wall Street Journal**
- **WashingtonPost.com**

### **Associated Press-Yahoo! News Poll (Election 2008):**

“AP Poll Shows Obama Backers Gleeeful, McCain’s Glum” – The Associated Press, 11/1/08

“One in Seven Voters Still Persuadable” – The Associated Press, 10/31/08

“Voters Souring on McCain, Obama Stays Steady - The Associated Press, 10/17/08

“Undecided Voters Not Satisfied with Both Candidates” - The Associated Press, 10/8/08

“Palin Didn’t Win Debate, but Didn’t Lose Either” – The Associated Press, 10/3/08

“Making the Case for Bailout without Saying It” – The Associated Press, 10/1/08

“2 Quick Polls Give Obama Edge in Debate” – The Associated Press, 9/27/08

---

“Nearly 1/2 of Americans Oppose Bailout” – The Associated Press, 9/26/08

“Obama Struggling to Win Over Clinton Voters” – The Associated Press, 9/23/08

“Poll Shows Gap between Blacks and Whites over Racial Discrimination” – The Associated Press, 9/22/08

“Poll: Racial Views Steer Some Away from Obama” - The Associated Press, 9/20/08

### **Associated Press-iVillage poll**

“Weight Worries: Poll Finds Disconnect between Body Image and Physical Health” – HuffingtonPost.com, 5/12/09 (Author: Lauran Neergaard)

“Poll: Women Value Weight over Physical Health” – msnbc.msn.com, 5/11/09

This poll also covered by:

- **FoxNews.com**
- **USAToday.com**

### **Associated Press-Knowledge Networks Sports Polls**

“AP-KN Poll: 18 NFL Games Fails to Excite Fans” – The Associated Press, 2/3/11

“All-Stars Shouldn’t Decide Series Edge” – The Associated Press, 7/12/09 (Author: Ben Walker)

“MLB Fans Feel Priced Out at Ballpark” – The Associated Press, 7/9/09 (Author: Ben Walker)

“MLB Set for Full Season of Replay – Fans Want More” – The Associated Press, 4/1/09

“AP Poll: Ballpark Figures Are Too High, Fans Say” – The Associated Press, 3/31/09

“Sex in the U.S.: New Survey Reveals Our Steamy Secrets” – The Associated Press, 10/4/10

“Many Think Health Overhaul Should Do More” – The Associated Press, 9/25/10

“Think Your Kid Isn’t Sexting? Think Again” – The Associated Press, 12/3/09

---

"Rising Digital Recorder Use Hit DVDs, Not TV, Says Survey" – The Associated Press, 10/28/08

The AP's version of the above article also appeared in:

- **Chicago Sun-Times**
- **Yahoo! Finance**
- **msnbc.msn.com**
- **cnbc.com**

"Poll: Public Anxiety on Economy Intensifies" – The Associated Press, 10/20/08

"Poll: Schools Not Properly Preparing Kids" - Boston.com (The Boston Globe) – June 27, 2008

## AdWeek

"How Consumers Find a Business" - 12/17/08, AdWeek

## BBC

"Public Supports Geo-engineering Ideas, Study Suggests – 10/24/11, BBC News (Study performed for the GAO)

"US Rivals Clash on Bail-out Vote" – BBC News (home page), 9/29/08

## The Baltimore Sun

"The Majority of Americans Believe in Global Warming" – The Baltimore Sun, 6/11/10

## Bloomberg News

"Fed Says 21% of Mobile Phone Users Did Banking with the Devices" – Bloomberg Businessweek, 3/14/12

"Study: Risky Online Behavior Common" - Bloomberg Businessweek, 6/15/11

"Van Horn Says Unemployed's Pessimism a Drag on Recovery: Video" – 12/29/10

"Climate-change Fervor Cools amid Disputed Science" – Bloomberg Business Week, 2/22/10.

"Yale Finds Climate-change Concern Wanes in U.S. – Bloomberg.com, 1/27/10

---

## The Boston Globe

“Obama Poll Standing Rises among “Millennials” – The Boston Globe, 4/1/11

“Climate Change Concerns Warm Up” - The Boston Globe, 6/10/10

“After Errors, Global Warming Gets a Cold Shoulder” – The Boston Globe, 3/8/10

## BusinessWeek

"Variety Spices Up Americans' Sex Lives, Survey Says" – BusinessWeek, 10/4/10

“Study Shows Psychological Impact of Unemployment,” BusinessWeek, 9/3/09

"Network TV and the Web: Fox's Take" – BusinessWeek, 11/24/08

## CBS News

“Teens on Facebook Are More Likely to Drink and Do Drugs, Says Study” – CBS News, 8/25/11

“Obama Still Popular Among Young Voters in New Poll” – CBS News, 4/1/11

“Sex Study Shockers: What the Neighbors Are Doing in Bed” – CBS News, 10/10

“Investors Wary of Stock Trading” - CBS News, 9/14/10

“Poll: 83% of Speech Watchers Approve of Obama’s State of the Union Proposals” – CBS News, 1/27/10

“Poll: Positive Reception for Obama Address” – CBS News, 2/24/09

## Chicago Tribune

“Students to Politicians: Tweet Me” – Chicago Tribune, 4/1/11

“Climate Change Skepticism a Litmus Test for GOP” – Chicago Tribune, 3/7/10

---

## The Christian Science Monitor

“Computer Security: Parents, Teenagers Take Risks Online” - Christian Science Monitor, 6/16/11

“Could US Budget Cuts Mean Slashing Aid to Africa?” – Christian Science Monitor, 6/3/11

“Are You Smarter than a Fox News Viewer? How about a CNN Viewer? Take Our Quiz to Find Out.” – The Christian Science Monitor, 12/22/10

“How Do You convince People of Global Warming in a Snowstorm?” – The Christian Science Monitor, 2/28/10

“Global Warming Doubts Could Hamper Climate Legislation” – The Christian Science Monitor, 3/8/10

## CNN

“Jobless and Hopeless in America” – CNN.com, 1/7/11

“Americans Cooling on Climate Change, Survey Says” – CNN.com, 1/27/10

“Survey Documents Teen Condon Use and U.S. Sexual Habits – CNN.com, 10/4/10

## Chronicle of Higher Education

“The Chronicle of Higher Education: Obama's Approval Rating Rises Among College Students” – Chronicle of Higher Education, 4/1/11

“College Students Agree With Other Young Adults: The Economy Hurts” – Chronicle of Higher Education, 3/9/10

## Forbes

“What It Feels Like To Be Unemployed” – Forbes.com, 9/29/09

“The Irrepressible American Optimism” – Forbes.com, 3/2/09

---

## Huffington Post

“Health Insurance, Once Lost, Stays Elusive As Americans Remain Uninsured” – The Huffington Post, 4/19/12

“Small Businesses Hacked, but Still Not Taking Precautions: Survey Says” – Huffingtonpost.com, 11/7/11

“Talk with Your Kids about Being Safer Online” – Huffingtonpost.com, 6/26/11

“Long-Term Unemployed Discourages, But Still Looking for Jobs, New Study Finds” – Huffingtonpost.com, 9/1/11

“Moving Home: When College Grads Face Uncertain Futures” – Huffingtonpost.com, 5/24/11

“Obama Approval Rating Increases Among College Students” – Huffingtonpost.com, 4/1/11

“Study: Public Sees Both Parties Cutting Deficits the Wrong Way” – Huffingtonpost.com, 3/3/11

“Missing Workers: 4.9 Million Out of Work and Forgotten” – Huffington Post, 12/4/10

“Sex Study by National Survey of Sexual Health and Behavior Is Biggest Since 1994” – HuffingtonPost.com, 10/4/10

“Long-Term Unemployment: 80 Percent of People Jobless Last Summer Still Out of Work” – HuffingtonPost.com, 5/4/10

## Los Angeles Times

“Survey Shows Holes in Health Insurance Coverage” – The Los Angeles Times, 4/19/12

“Americans Are Branching Out Sexually, Survey Finds” – Los Angeles Times, 10/5/10

“Global Warming Skepticism Rising in the GOP” – Los Angeles Times, 3/9/10

## Medical News Today

“AARP Report Details hardships of Chronically Ill and Their Caregivers, Urges Reform” – Medical News Today ([www.medicalnewstoday.com](http://www.medicalnewstoday.com)), 3/24/09

“Wide Public Support for Nationwide Study of Genes, Environment and Lifestyle” – Medical News Today ([www.medicalnewstoday.com](http://www.medicalnewstoday.com)), 11/13/08

---

## National Journal

“Survey Finds Gaps in Health Insurance” – National Journal, 4/19/12

“Millennials Still Prefer Newspapers for Political News” – National Journal, 3/31/11

## PBS

“So You Have a Liberal Arts Degree and Expect a Job?” – PBS NEWSHOUR, 1/3/11

“Bumps on the Road Back to Work” – All Things Considered/National Public Radio, 9/5/11

“Unemployment Drops to 9.1 Percent” – All Things Considered/National Public Radio, 8/5/11

“Poll Examines Life for The Long-Term Unemployed” – All Things Considered/National Public Radio, 12/24/10

“Poll: Americans Have Inflated View of Foreign Aid,” PBS NEWSHOUR, 12/6/10

“Study: Job Market Still Grim” – All Things Considered/National Public Radio, 5/4/10

## New York Daily News

“Americans Stressed by 9/11 Have Higher Heart Disease Rates” – NYDailyNews.com, 1/7/08

## The Hill

“Poll: Young Voters Increasingly Happy with Obama” – The Hill, 4/1/11

## The New York Times

“Young People’s Priorities” – The New York Times, 4/27/12

“Before Citing a Poll, Read the Fine Print” – The New York Times, 1/15/12

---

“National Study Finds Widespread Sexual Harassment of Students in Grades 7 to 12” – The New York Times, 11/7/11

“Fewer Americans Confident about Retirement Savings, Survey Finds” – The New York Times, 11/3/11

“Screen Time Higher Than Ever for Children” – The New York Times, 10/25/11

“Some Unemployed Find Fault in Extension of Jobless Benefits” – The New York Times, 10/6/11

“The Bright Side of Unemployment?” – The New York Times (Economix Blog), 9/2/11

“Many with New College Degree Find the Job Market Humbling” – The New York Times, 5/18/11

“A Girl’s Nude Photo, and Altered Lives” – The New York Times, 3/27/11

“How to Protect Foreign Aid? Improve It” – The New York Times (Opinionator Blog), 3/14/11

“For Some, a Recession-Proof Marriage” – The New York Times, 2/7/11

“Heavy Doses of DNA Data, with Few Side Effects” – The New York Times, 1/17/11

“Career Shift Often Means Drop in Living Standards” – The New York Times, 12/31/10

“The Data and the Reality” – The New York Times, 12/27/10

“Losing Hope about a Recovery” – The New York Times (Economix), 12/21/10

“Study: Some Viewers Were Misinformed by TV News” – The New York Times, 12/17/10

“Grown-Up, but Still Irresponsible” – The New York Times, 10/9/10

“How Your Views Compare with the Court” – The New York Times, 7/24/10

“How They’re Hurting” – 7/4/10

“The Great Rupture” – 7/3/10

“What Recovery? For the Unemployed, the Pain Gets Worse” - The New York Times, 7/2/10

---

“Survey Finds Jump in Health Insurance Cost for Individuals” – The New York Times, 6/21/10

“Obama's Choices on Energy and Climate” – The New York Times, DotEarth, 6/15/10

“Checking In on Last Year’s Unemployed” – The New York Times, 5/5/10

“They Should Know Better” – The New York Times, 4/13/10

“Prevention: More Health Care Workers Got Flu Shots This Season” – The New York Times, 4/8/10

“Scientists Taking Steps to Defend Work on Climate” – The New York Times, 3/2/10

“If Polls Say 'Yes' to a Climate Bill, Why Do Lawmakers Say 'Maybe'?” – The New York Times, 1/26/10

“Do Green Jobs Create Greener Americans?” – The New York Times, 10/29/09

“Finding a Guide for Online Networking” – The New York Times, 10/14/09

“How the Poll on the World Series Was Conducted” – The New York Times, 10/27/09

“Wait until 2017 before Job Market Recovers, Report Says” – The New York Times Economix Blog, 9/30/09

“A World of Hurt” – The New York Times, 9/15/09

“Jobless, Sleepless, Hopeless” – The New York Times, 9/5/09

“Volunteering Waning in Recession, Report Says” - The New York Times, 8/27/09

“The Ecstasy and the Agony” – The New York Times, 3/1/09

## Politico

“Study: A Quarter of Adults Face Insurance Gaps” – POLITICOPro, 4/19/12

“Poll: Youth Vote Dips for Obama” – Politico, 4/19/12

---

## Reuters

“Young voters have not abandoned Obama: Poll” – Reuters, 4/1/11

“Individuals See Health Insurance Costs Jump - Report” – Reuters, 6/21/10

“Support for U.S. Climate Regulation Growing – Poll” – Reuters, 6/8/10

“Poll: Key U.S. senators do not see a climate bill in 2010” – Reuters, 2/25/10

## United Press International

“Poll: More Concern Now about Climate” – UPI.com, 6/9/10

“U.S. Singles Happier with Sex than Married” – UPI.com, 5/12/10

“U.S. Concern about Global Warming Dropping” – UPI.com, 2/2/10

“Poll: Americans Oppose Israeli Settlements” – UPI.com, 4/29/09

“Analysis: Poll Says Govt Must Heed Polls” – UPI.com, 3/24/08

## The Wall Street Journal

“Insurance-Coverage Gaps for 48 Million Americans in 2011—Study,” The Wall Street Journal, 4/19/12

“Fed Sees Potential in Cell Phone Banking” – The Wall Street Journal, 3/14/12

“Americans Stumble on Math of Big Issues” – The Wall Street Journal, 1/7/12

“When – and Whether – To Have a Family” – The Wall Street Journal, 9/20/11

“Young Americans: Obama Is Doing Better” – The Wall Street Journal, 4/1/11

“Most People Want to Know the Risk of Getting Disease” – The Wall Street Journal, 1/11/11

“Which Is Epidemic—Sexting or Worrying about It?” - The Wall Street Journal, 4/8/09

---

## The Washington Post

“Study: Dating Abuse Is Difficult for Most Students to Identify and Stop” – The Washington Post, 9/15/11

“How the Tea Party Changed the Climate Debate” – The Washington Post, 9/7/11

“Social Media May Make Kids More Likely to Drink, Smoke, Do Drugs, Study Says” – The Washington Post, 8/24/11

“New Polls Value a College Degree” – The Washington Post, 5/18/11

“Many Baby Boomers in Poll See Financially Shaky Retirements, and Many Expect to Keep Working” – The Washington Post, 4/5/11

“How the Poll of Boomers Was Conducted” – The Washington Post, 4/5/11

“Young People Don’t Seem To Be Particularly Hot about Climate Change” – The Washington Post, 3/9/10

“Study Shows Recession Has Weighed Heavily on American Marriages” – The Washington Post, 2/7/11

“Harsh Winter a Sign of Disruptive Climate Change, Report Says” – The Washington Post, 1/28/10

“Digital TV Ready to Rule the Tube, Leaving Some Viewers in the Dark” – Washingtonpost.com, 6/11/09

## *WebMD*

Social Networking Tied to Teen Drug, Alcohol Use – WebMD, 8/24/11

## The White House Blog

“Another Survey Highlights the Importance of Reform” – The White House Blog, 6/22/10