November 12 - 13, 2013



1. Tallest building in US
Which of the following buildings is the tallest skyscraper in the United States?

		Ge	nder		Α	ge			Party ID		Voter R	egistration
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Empire State												
Building - New												
York City	9%	7%	11%	14%	16%	4%	3%	9%	8%	11%	8%	11%
Willis Tower (Sears												
Tower) - Chicago	16%	16%	16%	15%	16%	17%	16%	16%	15%	18%	16%	16%
Trump												
International -												
Chicago	2%	4%	1%	8%	0%	1%	0%	1%	4%	1%	2%	4%
One World Trade -												
New York City	51%	60%	43%	42%	42%	56%	64%	55%	48%	51%	57%	38%
Chrysler Building -												
New York City	3%	3%	2%	2%	3%	4%	1%	4%	3%	1%	3%	3%
Bank of America												
Tower - New York												
City	1%	0%	1%	2%	1%	0%	1%	1%	1%	2%	1%	1%
Not sure	18%	9%	26%	16%	23%	18%	13%	14%	22%	16%	14%	27%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(466)	(531)	(95)	(243)	(440)	(219)	(339)	(414)	(244)	(889)	(108)

1



			Race			Ed	lucation				Regi	on	
	Total	White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Empire State													
Building - New													
York City	9%	7%	20%	9%	3%	13%	7%	9%	2%	6%	9%	9%	10%
Willis Tower (Sears													
Tower) - Chicago	16%	18%	13%	9%	6%	12%	21%	17%	17%	19%	22%	12%	16%
Trump													
International -													
Chicago	2%	2%	1%	7%	15%	0%	5%	1%	_	_	_	1%	8%
One World Trade -													
New York City	51%	53%	47%	44%	52%	46%	47%	61%	68%	63%	51%	51%	44%
Chrysler Building -													
New York City	3%	3%	2%	2%	2%	2%	4%	1%	2%	_	4%	5%	1%
Bank of America													
Tower - New York													
City	1%	1%	_	_	10%	1%	0%	1%	0%	0%	2%	1%	1%
Not sure	18%	16%	17%	28%	13%	25%	16%	11%	11%	11%	13%	22%	20%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(817)	(100)	(80)	(29)	(262)	(356)	(221)	(129)	(164)	(181)	(378)	(274)

November 12 - 13, 2013



2. Tallest building in the world
Which of the following buildings is the tallest skyscraper in the world?

		Ge	nder		A	ge			Party ID		Voter R	egistration
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Burj Khalifa -												
Dubai	43%	55%	31%	43%	37%	46%	43%	44%	42%	40%	49%	27%
Taipei 101 - Taipei	2%	3%	2%	2%	2%	1%	5%	2%	3%	1%	2%	2%
Petronas Tower -												
Kuala Lumpur	6%	8%	3%	3%	11%	4%	4%	7%	4%	6%	6%	4%
Empire State												
Building - New												
York City	2%	1%	2%	2%	4%	0%	0%	2%	2%	0%	1%	3%
Willis Tower (Sears												
Tower) - Chicago	2%	1%	2%	3%	2%	1%	2%	3%	1%	2%	2%	_
Trump												
International -												
Chicago	1%	1%	0%	3%	_	_	0%	_	2%	0%	0%	2%
One World Trade -												
New York City	3%	1%	4%	_	4%	2%	7%	6%	1%	2%	3%	2%
Chrysler Building -												
New York City	0%	_	0%	1%	_	0%	0%	0%	0%	-	0%	-
Bank of America												
Tower - New York												
City	0%	_	0%	_	_	0%	_	_	_	0%	0%	_
Shanghai World												
Financial Center -												
Shangahi	6%	6%	6%	3%	6%	9%	3%	4%	6%	8%	3%	12%
The Shard -												
London	1%	0%	1%	3%	1%	0%	_	0%	1%	_	0%	2%
Mecca Royal Clock												
Tower - Mecca	1%	1%	1%	4%	1%	_	1%	2%	0%	2%	1%	2%
Not sure	35%	23%	46%	35%	34%	36%	34%	29%	37%	38%	31%	43%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(466)	(531)	(95)	(243)	(440)	(219)	(339)	(414)	(244)	(889)	(108)

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			Race			Ed	lucation			Region				
	Total	White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West	
Burj Khalifa -														
Dubai	43%	44%	36%	39%	14%	37%	43%	56%	57%	44%	42%	38%	48%	
Taipei 101 - Taipei	2%	2%	2%	1%	2%	3%	2%	2%	3%	2%	7%	2%	1%	
Petronas Tower -														
Kuala Lumpur	6%	6%	6%	4%	9%	4%	5%	6%	12%	10%	5%	6%	3%	
Empire State														
Building - New														
York City	2%	1%	5%	3%	_	3%	0%	1%	_	3%	2%	1%	1%	
Willis Tower (Sears														
Tower) - Chicago	2%	2%	1%	3%	_	1%	4%	2%	_	4%	3%	1%	0%	
Trump														
International -														
Chicago	1%	0%	_	5%	15%	_	0%	_	_	_	_	0%	3%	
One World Trade -														
New York City	3%	2%	4%	4%	1%	4%	1%	4%	2%	7%	1%	2%	2%	
Chrysler Building -														
New York City	0%	0%	_	_	_	_	0%	1%	_	_	_	0%	0%	
Bank of America														
Tower - New York														
City	0%	0%	_	_	_	-	0%	_	_	_	0%	_	_	
Shanghai World														
Financial Center -														
Shangahi	6%	7%	2%	1%	1%	3%	11%	4%	5%	5%	4%	8%	5%	
The Shard -														
London	1%	0%	5%	_	_	2%	_	1%	_	_	_	2%	_	
Mecca Royal Clock														
Tower - Mecca	1%	1%	2%	1%	6%	0%	2%	1%	0%	0%	1%	1%	1%	
Not sure	35%	34%	37%	38%	54%	44%	32%	23%	21%	25%	35%	38%	36%	
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
(Unweighted N)	(997)	(817)	(100)	(80)	(29)	(262)	(356)	(221)	(129)	(164)	(181)	(378)	(274)	

November 12 - 13, 2013



3. Favorite US skyscraper

What is your favorite skyscraper in the United States?

		Ge	nder		A	ge			Party ID		Voter R	egistration
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Empire State												
Building - New												
York City	34%	33%	35%	32%	26%	36%	45%	39%	31%	34%	36%	31%
Willis Tower (Sears												
Tower) - Chicago	10%	12%	8%	13%	13%	9%	4%	9%	9%	13%	11%	7%
Trump												
International -												
Chicago	1%	1%	2%	1%	3%	1%	_	3%	1%	1%	1%	3%
One World Trade -												
New York City	12%	14%	10%	11%	13%	11%	15%	10%	11%	18%	14%	9%
Chrysler Building -												
New York City	8%	9%	7%	9%	7%	9%	7%	11%	8%	4%	10%	4%
Bank of America	- , -				. , ,			, -	- 7.	, -		, -
Tower - New York												
City	0%	_	0%	1%	_	0%	_	0%	_	1%	0%	0%
Other	4%	5%	2%	2%	3%	6%	3%	3%	5%	2%	5%	2%
Not sure	30%	25%	35%	32%	35%	28%	27%	25%	36%	28%	25%	43%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(996)	(466)	(530)	(96)	(241)	(440)	(219)	(338)	(414)	(244)	(887)	(109)



			Race			Ed	lucation				Regi	on	
	Total	White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Empire State													
Building - New													
York City	34%	33%	43%	35%	46%	31%	37%	36%	31%	37%	24%	40%	31%
Willis Tower (Sears													
Tower) - Chicago	10%	11%	11%	3%	_	6%	13%	15%	9%	8%	23%	6%	8%
Trump													
International -													
Chicago	1%	2%	1%	1%	_	1%	1%	5%	_	4%	2%	1%	0%
One World Trade -													
New York City	12%	12%	13%	13%	15%	14%	12%	11%	4%	14%	11%	14%	10%
Chrysler Building -													
New York City	8%	9%	4%	8%	_	5%	9%	8%	20%	13%	6%	7%	8%
Bank of America													
Tower - New York													
City	0%	0%	1%	_	3%	_	_	_	1%	_	_	0%	_
Other	4%	4%	5%	0%	6%	2%	2%	6%	9%	3%	4%	4%	4%
Not sure	30%	30%	23%	39%	31%	40%	26%	20%	25%	21%	30%	29%	39%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(996)	(815)	(101)	(80)	(29)	(262)	(356)	(220)	(129)	(164)	(179)	(379)	(274)

November 12 - 13, 2013



4. Favorite skyscraper in the worldWhat is your favorite skyscraper in the world?

		Ge	nder		A	ge			Party ID	<u> </u>	Voter Registration		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered	
Burj Khalifa -													
Dubai	8%	10%	6%	10%	11%	7%	4%	12%	8%	2%	8%	8%	
Taipei 101 - Taipei	2%	3%	1%	3%	1%	3%	1%	1%	3%	2%	2%	3%	
Petronas Tower -													
Kuala Lumpur	3%	3%	3%	4%	3%	3%	1%	4%	2%	2%	3%	3%	
Empire State													
Building - New													
York City	18%	18%	17%	12%	17%	16%	29%	21%	14%	19%	19%	15%	
Willis Tower (Sears													
Tower) - Chicago	4%	5%	3%	6%	6%	3%	1%	4%	3%	5%	5%	2%	
Trump													
International -													
Chicago	0%	0%	0%	_	0%	0%	_	_	1%	_	0%	0%	
One World Trade -													
New York City	6%	8%	5%	6%	6%	7%	7%	4%	5%	13%	8%	4%	
Chrysler Building -													
New York City	3%	3%	3%	1%	2%	4%	4%	3%	3%	2%	4%	1%	
Bank of America													
Tower - New York													
City	_	_	_	_	_	_	_	_	_	_	_	_	
\$favus	1%	2%	0%	1%	1%	1%	0%	1%	2%	1%	2%	_	
Shanghai World													
Financial Center -													
Shangahi	1%	1%	2%	_	3%	2%	0%	2%	1%	0%	2%	1%	
The Shard -													
London	3%	3%	3%	5%	1%	3%	2%	4%	2%	3%	2%	5%	
Mecca Royal Clock													
Tower - Mecca	2%	2%	2%	2%	5%	1%	_	5%	1%	1%	1%	5%	
Other	2%	3%	2%	0%	2%	4%	3%	1%	4%	2%	3%	1%	
Not sure	46%	39%	53%	50%	43%	46%	47%	39%	51%	47%	43%	53%	
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
(Unweighted N)	(995)	(464)	(531)	(96)	(241)	(439)	(219)	(339)	(413)	(243)	(887)	(108)	

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			Race			Ed	lucation			Region				
	Total	White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West	
Burj Khalifa -														
Dubai	8%	8%	7%	11%	9%	6%	9%	11%	8%	10%	7%	9%	8%	
Taipei 101 - Taipei	2%	2%	5%	1%	_	2%	4%	1%	_	1%	2%	2%	3%	
Petronas Tower -														
Kuala Lumpur	3%	3%	4%	2%	2%	1%	3%	6%	6%	3%	5%	1%	4%	
Empire State														
Building - New														
York City	18%	17%	23%	16%	28%	18%	16%	19%	14%	22%	9%	24%	12%	
Willis Tower (Sears														
Tower) - Chicago	4%	4%	4%	1%	_	2%	5%	9%	2%	5%	11%	1%	2%	
Trump														
International -														
Chicago	0%	0%	_	_	_	0%	0%	_	_	_	_	1%	0%	
One World Trade -														
New York City	6%	8%	2%	4%	1%	8%	9%	2%	3%	6%	8%	6%	6%	
Chrysler Building -														
New York City	3%	4%	1%	0%	_	1%	4%	4%	9%	7%	3%	1%	3%	
Bank of America														
Tower - New York														
City	-	-	-	_	_	_	_	_		_		-	-	
\$favus	1%	1%	1%	_	_	1%	1%	2%	3%	0%	2%	1%	2%	
Shanghai World														
Financial Center -														
Shangahi	1%	1%	1%	2%	_	1%	2%	0%	4%	0%	2%	2%	1%	
The Shard -	20/	20/	-0/	.0/	20/		•0/	-0/	•0/	•0/	•0/	-0/	20/	
London	3%	3%	1%	4%	3%	_	4%	5%	4%	4%	4%	1%	3%	
Mecca Royal Clock	20/	20/	•0/			-0/	-0/	•0/	-0/	50/	-0/	-0/	00/	
Tower - Mecca	2%	2%	4%	-		2%	1%	4%	5%	6%	2%	1%	0%	
Other	2%	3%	2%	1%	7%	2%	2%	2%	3%	1%	4%	4%	1%	
Not sure	46%	44%	43%	59%	51%	56%	41%	35%	39%	34%	44%	46%	56%	
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
(Unweighted N)	(995)	(814)	(101)	(80)	(29)	(262)	(355)	(220)	(129)	(164)	(181)	(378)	(272)	