

PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
OCTOBER 17-20, 2008 NEWS INTEREST INDEX OMNIBUS SURVEY
TOPLINE
N=1,003

Q.1 Apart from who you support, which presidential candidate have you heard the most about in the news in the last week or so? [OPEN-END. RECORD FIRST MENTION ONLY]

| | Barack <u>Obama</u> | John <u>McCain</u> | Sarah <u>Palin</u> ¹ | Other ² | Don't know/ <u>Refused</u> |
|-----------------------|------------------------|-----------------------|------------------------------------|--------------------|-------------------------------|
| October 17-20, 2008 | 63 | 18 | 3 | 5 | 11=100 |
| October 10-13, 2008 | 53 | 25 | 6 | 4 | 12=100 |
| October 3-6, 2008 | 47 | 26 | 11 | 5 | 11=100 |
| September 26-29, 2008 | 42 | 37 | 5 | 3 | 13=100 |
| September 19-22, 2008 | 39 | 35 | 10 | 5 | 11=100 |
| September 12-15, 2008 | 32 | 41 | 17 | 2 | 8=100 |
| September 5-8, 2008 | 28 | 54 | 10 | 2 | 6=100 |
| August 29-31, 2008 | 81 | 11 | | 2 | 6=100 |
| August 22-25, 2008 | 77 | 11 | | 3 | 9=100 |
| August 15-18, 2008 | 62 | 19 | | 4 | 15=100 |
| August 8-11, 2008 | 69 | 15 | | 5 | 11=100 |
| August 1-4, 2008 | 76 | 11 | | 4 | 9=100 |
| July 25-28, 2008 | 77 | 9 | | 3 | 11=100 |
| July 18-21, 2008 | 76 | 10 | | 2 | 12=100 |
| July 11-14, 2008 | 72 | 10 | | 5 | 13=100 |
| July 3-7, 2008 | 71 | 11 | | 3 | 15=100 |
| June 27-30, 2008 | 75 | 10 | | 5 | 10=100 |
| June 20-23, 2008 | 74 | 12 | | 4 | 10=100 |
| June 13-16, 2008 | 69 | 12 | | 7 | 12=100 |
| June 6-9, 2008 | 67 | 2 | | 23 | 8=100 |
| May 30-June 2, 2008 | 54 | 5 | | 28 | 13=100 |
| May 22-25, 2008 | 51 | 8 | | 29 | 12=100 |
| May 16-19, 2008 | 59 | 4 | | 27 | 10=100 |
| May 9-12, 2008 | 52 | 2 | | 38 | 8=100 |
| May 2-5, 2008 | 57 | 2 | | 31 | 10=100 |
| April 25-28, 2008 | 46 | 3 | | 39 | 12=100 |
| April 18-21, 2008 | 55 | 4 | | 29 | 12=100 |
| April 11-14, 2008 | 51 | 8 | | 26 | 15=100 |
| April 4-7, 2008 | 45 | 6 | | 35 | 14=100 |
| March 28-31, 2008 | 53 | 4 | | 32 | 11=100 |
| March 20-24, 2008 | 70 | 3 | | 16 | 11=100 |
| March 14-17, 2008 | 57 | 4 | | 28 | 11=100 |
| March 7-10, 2008 | 38 | 6 | | 41 | 15=100 |

¹ Although the question specifically asks respondents to name a "presidential" candidate, Sarah Palin was accepted, as all responses were volunteered.

² "Other" includes responses for Hillary Clinton.

Q.2 Please think about each of the following candidates [INSERT NAME]. In the past few days, have you come to have a MORE favorable opinion of (him/her), a LESS favorable opinion, or hasn't your opinion of (him/her) changed lately?³ [ROTATE IN BLOCKS: A/B FIRST, FOLLOWED BY C/D]

| | <u>More Favorable</u> | <u>Less Favorable</u> | <u>Opinion has Not changed</u> | <u>Don't know</u> |
|-----------------------|---------------------------|---------------------------|------------------------------------|-----------------------|
| a. Barack Obama | 33 | 23 | 43 | 1=100 |
| October 10-13, 2008 | 29 | 21 | 48 | 2=100 |
| October 3-6, 2008 | 28 | 23 | 47 | 2=100 |
| September 26-29, 2008 | 31 | 23 | 45 | 1=100 |
| September 19-22, 2008 | 25 | 20 | 53 | 2=100 |
| September 12-15, 2008 | 20 | 20 | 58 | 2=100 |
| September 5-8, 2008 | 20 | 20 | 59 | 1=100 |
| August 29-31, 2008 | 29 | 19 | 50 | 2=100 |
| August 22-25, 2008 | 22 | 21 | 54 | 3=100 |
| August 15-18, 2008 | 16 | 21 | 60 | 3=100 |
| August 8-11, 2008 | 15 | 18 | 64 | 3=100 |
| August 1-4, 2008 | 16 | 22 | 60 | 2=100 |
| July 25-28, 2008 | 17 | 21 | 59 | 3=100 |
| July 18-21, 2008 | 16 | 22 | 60 | 2=100 |
| July 11-14, 2008 | 15 | 17 | 64 | 4=100 |
| July 3-7, 2008 | 17 | 17 | 62 | 4=100 |
| June 27-30, 2008 | 21 | 19 | 56 | 4=100 |
| June 20-23, 2008 | 16 | 16 | 66 | 2=100 |
| June 13-16, 2008 | 17 | 15 | 64 | 4=100 |
| June 6-9, 2008 | 19 | 17 | 61 | 3=100 |
| May 30-June 2, 2008 | 17 | 21 | 58 | 4=100 |
| May 22-25, 2008 | 18 | 20 | 60 | 2=100 |
| May 16-19, 2008 | 19 | 19 | 59 | 3=100 |
| May 9-12, 2008 | 20 | 23 | 55 | 2=100 |
| May 2-5, 2008 | 11 | 25 | 59 | 5=100 |
| April 25-28, 2008 | 16 | 24 | 58 | 2=100 |
| April 18-21, 2008 | 18 | 24 | 54 | 4=100 |
| March 28-31, 2008 | 18 | 27 | 52 | 3=100 |
| March 20-24, 2008 | 22 | 30 | 46 | 2=100 |
| b. John McCain | 24 | 34 | 41 | 1=100 |
| October 10-13, 2008 | 17 | 33 | 47 | 3=100 |
| October 3-6, 2008 | 21 | 29 | 47 | 3=100 |
| September 26-29, 2008 | 24 | 35 | 40 | 1=100 |
| September 19-22, 2008 | 20 | 30 | 48 | 2=100 |
| September 12-15, 2008 | 28 | 25 | 45 | 2=100 |
| September 5-8, 2008 | 35 | 24 | 40 | 1=100 |
| August 29-31, 2008 | 28 | 22 | 47 | 3=100 |
| August 22-25, 2008 | 17 | 20 | 60 | 3=100 |
| August 15-18, 2008 | 17 | 21 | 59 | 3=100 |
| August 8-11, 2008 | 14 | 20 | 63 | 3=100 |
| August 1-4, 2008 | 18 | 23 | 57 | 2=100 |
| July 25-28, 2008 | 16 | 19 | 62 | 3=100 |
| July 18-21, 2008 | 17 | 15 | 65 | 3=100 |
| July 11-14, 2008 | 14 | 15 | 66 | 5=100 |
| July 3-7, 2008 | 15 | 16 | 64 | 5=100 |
| June 27-30, 2008 | 17 | 21 | 58 | 4=100 |

³ Prior to September 12-15, the question was worded, "Please think about each of the following *presidential* candidates..."

Q.2 CONTINUED...

| | More <u>Favorable</u> | Less <u>Favorable</u> | Opinion has <u>Not change</u> | Don't <u>know</u> |
|-----------------------|--------------------------|--------------------------|----------------------------------|----------------------|
| June 20-23, 2008 | 15 | 18 | 65 | 2=100 |
| June 13-16, 2008 | 13 | 18 | 66 | 3=100 |
| June 6-9, 2008 | 14 | 15 | 65 | 6=100 |
| May 30-June 2, 2008 | 11 | 20 | 64 | 5=100 |
| May 22-25, 2008 | 15 | 18 | 63 | 4=100 |
| May 16-19, 2008 | 14 | 21 | 62 | 3=100 |
| May 9-12, 2008 | 12 | 18 | 67 | 3=100 |
| May 2-5, 2008 | 10 | 13 | 71 | 6=100 |
| April 25-28, 2008 | 14 | 16 | 65 | 5=100 |
| April 18-21, 2008 | 18 | 15 | 61 | 6=100 |
| March 28-31, 2008 | 18 | 20 | 57 | 5=100 |
| March 20-24, 2008 | 18 | 18 | 61 | 3=100 |
| c. Joe Biden | 20 | 18 | 57 | 5=100 |
| October 10-13, 2008 | 23 | 14 | 56 | 7=100 |
| October 3-6, 2008 | 34 | 20 | 42 | 4=100 |
| September 26-29, 2008 | 15 | 19 | 60 | 6=100 |
| September 19-22, 2008 | 17 | 19 | 55 | 9=100 |
| September 12-15, 2008 | 14 | 18 | 58 | 10=100 |
| d. Sarah Palin | 21 | 35 | 40 | 4=100 |
| October 10-13, 2008 | 21 | 38 | 37 | 4=100 |
| October 3-6, 2008 | 37 | 33 | 27 | 3=100 |
| September 26-29, 2008 | 20 | 38 | 38 | 4=100 |
| September 19-22, 2008 | 29 | 34 | 33 | 4=100 |
| September 12-15, 2008 | 31 | 27 | 37 | 5=100 |

Q.3 As I read a list of some stories covered by news organizations this past week, please tell me if you happened to follow each news story very closely, fairly closely, not too closely, or not at all closely. First, [INSERT ITEM; ROTATE ITEMS IN BLOCKS A-C FIRST, FOLLOWED BY D-F] [IF NECESSARY “Did you follow [ITEM] very closely, fairly closely, not too closely or not at all closely?”]

| | <u>Very Closely</u> | <u>Fairly Closely</u> | <u>Not too Closely</u> | <u>Not at all Closely</u> | <u>DK/ Refused</u> |
|--|-------------------------|---------------------------|----------------------------|-------------------------------|------------------------|
| a. Wildfires in California | 15 | 28 | 33 | 24 | *=100 |
| TREND FOR COMPARISON: | | | | | |
| July 11-14, 2008: <i>California wildfires</i> | 22 | 34 | 28 | 16 | *=100 |
| October 26-29, 2007: <i>California wildfires</i> | 40 | 41 | 13 | 6 | *=100 |
| January 12-15, 2007: <i>Fires in Malibu, Calif</i> | 10 | 20 | 31 | 38 | 1=100 |
| November, 2003: <i>California wildfires</i> | 38 | 35 | 17 | 9 | 1=100 |
| September, 2001: <i>Wild fires in the west</i> | 28 | 37 | 24 | 11 | *=100 |
| December, 1993: <i>Southern California fires</i> | 44 | 39 | 13 | 4 | *=100 |
| July, 1990: <i>Southern California fires</i> | 29 | 35 | 24 | 12 | 0=100 |
| b. Reports about the condition of the U.S. economy | 62 | 29 | 6 | 3 | *=100 |
| October 10-13, 2008 | 65 | 25 | 7 | 3 | *=100 |
| October 3-6, 2008 | 69 | 23 | 5 | 3 | *=100 |
| September 26-29, 2008 | 70 | 22 | 5 | 3 | *=100 |
| September 19-22, 2008 | 56 | 27 | 12 | 5 | *=100 |
| September 5-8, 2008 | 44 | 33 | 16 | 7 | *=100 |
| August 29-31, 2008 | 41 | 34 | 13 | 11 | 1=100 |
| August 15-18, 2008 | 39 | 36 | 15 | 10 | *=100 |
| August 8-11, 2008 | 39 | 35 | 16 | 10 | *=100 |

Q.3 CONTINUED...

| | Very <u>Closely</u> | Fairly <u>Closely</u> | Not too <u>Closely</u> | Not at all <u>Closely</u> | DK/ <u>Refused</u> |
|---------------------------|------------------------|--------------------------|---------------------------|------------------------------|-----------------------|
| August 1-4, 2008 | 47 | 34 | 11 | 8 | 0=100 |
| July 25-28, 2008 | 46 | 32 | 10 | 12 | *=100 |
| July 18-21, 2008 | 45 | 33 | 13 | 9 | *=100 |
| July 11-14, 2008 | 44 | 33 | 12 | 10 | 1=100 |
| June 27-30, 2008 | 49 | 31 | 12 | 7 | 1=100 |
| June 13-16, 2008 | 42 | 33 | 14 | 11 | *=100 |
| May 9-12, 2008 | 45 | 31 | 13 | 11 | *=100 |
| May 2-5, 2008 | 43 | 31 | 15 | 10 | 1=100 |
| April 18-21, 2008 | 41 | 35 | 13 | 10 | 1=100 |
| April 4-7, 2008 | 39 | 37 | 12 | 12 | *=100 |
| March 28-31, 2008 | 42 | 36 | 14 | 8 | *=100 |
| March 20-24, 2008 | 45 | 33 | 13 | 9 | *=100 |
| February 29-March 3, 2008 | 38 | 35 | 15 | 11 | 1=100 |
| February 15-18, 2008 | 37 | 36 | 11 | 16 | 8=100 |
| February 1-4, 2008 | 40 | 37 | 14 | 8 | 1=100 |
| January 18-21, 2008 | 42 | 31 | 16 | 11 | *=100 |
| January 11-14, 2008 | 36 | 32 | 15 | 16 | 1=100 |
| November 2-5, 2007 | 27 | 37 | 16 | 19 | 1=100 |
| October 19-22, 2007 | 25 | 34 | 20 | 21 | *=100 |
| August 10-13, 2007 | 28 | 36 | 18 | 18 | *=100 |
| Mid-November, 2006 | 31 | 40 | 17 | 11 | 1=100 |
| December, 2005 | 35 | 35 | 18 | 11 | 1=100 |
| Early November, 2005 | 35 | 39 | 17 | 9 | *=100 |
| Mid-May, 2005 | 30 | 39 | 19 | 11 | 1=100 |
| January, 2005 | 35 | 41 | 17 | 7 | *=100 |
| Mid-October, 2004 | 30 | 43 | 16 | 10 | 1=100 |
| Early September, 2004 | 39 | 34 | 15 | 11 | 1=100 |
| Mid-January, 2004 | 37 | 41 | 15 | 7 | *=100 |
| December, 2003 | 35 | 38 | 14 | 11 | 2=100 |
| November, 2003 | 40 | 34 | 15 | 10 | 1=100 |
| October, 2003 | 32 | 39 | 16 | 12 | 1=100 |
| September, 2003 | 39 | 30 | 18 | 12 | 1=100 |
| March, 2003 | 40 | 35 | 16 | 8 | 1=100 |
| February, 2003 | 42 | 33 | 15 | 10 | *=100 |
| January, 2003 | 40 | 35 | 13 | 11 | 1=100 |
| December, 2002 | 38 | 34 | 17 | 10 | 1=100 |
| February, 2002 | 35 | 40 | 15 | 9 | 1=100 |
| January, 2002 | 30 | 44 | 16 | 9 | 1=100 |
| December, 2001 | 37 | 40 | 13 | 8 | 2=100 |
| Mid-November, 2001 | 41 | 36 | 15 | 7 | 1=100 |
| June, 2001 | 24 | 41 | 18 | 16 | 1=100 |
| May, 2001 | 34 | 36 | 15 | 15 | 0=100 |
| April, 2001 | 36 | 34 | 16 | 13 | 1=100 |
| February, 2001 | 30 | 39 | 18 | 12 | 1=100 |
| January, 2001 | 32 | 38 | 17 | 11 | 2=100 |
| June, 1995 | 26 | 41 | 22 | 11 | *=100 |
| March, 1995 | 27 | 45 | 19 | 9 | *=100 |
| February, 1995 | 23 | 41 | 22 | 13 | 1=100 |
| December, 1994 | 28 | 43 | 20 | 9 | *=100 |
| October, 1994 | 27 | 40 | 20 | 12 | 1=100 |
| June, 1994 | 25 | 42 | 23 | 10 | *=100 |
| May, 1994 | 33 | 40 | 16 | 10 | 1=100 |
| January, 1994 | 34 | 39 | 16 | 10 | 1=100 |
| Early January, 1994 | 36 | 44 | 13 | 7 | *=100 |

Q.3 CONTINUED...

| | Very <u>Closely</u> | Fairly <u>Closely</u> | Not too <u>Closely</u> | Not at all <u>Closely</u> | DK/ <u>Refused</u> |
|--|------------------------|--------------------------|---------------------------|------------------------------|-----------------------|
| December, 1993 | 35 | 41 | 15 | 8 | 1=100 |
| October, 1993 | 33 | 38 | 20 | 9 | *=100 |
| September, 1993 | 37 | 40 | 14 | 8 | 1=100 |
| Early September, 1993 | 39 | 39 | 14 | 9 | *=100 |
| August, 1993 | 41 | 36 | 14 | 9 | *=100 |
| May, 1993 | 37 | 38 | 18 | 6 | 1=100 |
| February, 1993 | 49 | 36 | 10 | 5 | *=100 |
| January, 1993 | 42 | 39 | 12 | 7 | *=100 |
| September, 1992 | 43 | 37 | 13 | 6 | 1=100 |
| May, 1992 | 39 | 39 | 15 | 6 | 1=100 |
| March, 1992 | 47 | 38 | 11 | 4 | *=100 |
| February, 1992 | 47 | 37 | 10 | 6 | *=100 |
| January, 1992 | 44 | 40 | 11 | 5 | *=100 |
| October, 1991 | 36 | 38 | 16 | 9 | 1=100 |
| | | | | | |
| c. News that Madonna and her husband Guy Ritchie are divorcing | 3 | 6 | 20 | 70 | 1=100 |
| | | | | | |
| d. Recent major ups and downs in the U.S. stock market | 54 | 31 | 9 | 6 | *=100 |
| October 10-13, 2008⁴ | 59 | 26 | 9 | 6 | *=100 |
| July 3-7, 2008 | 22 | 29 | 23 | 26 | *=100 |
| March 14-17, 2008 | 25 | 31 | 23 | 21 | *=100 |
| January 25-28, 2008 | 29 | 28 | 19 | 23 | 1=100 |
| August 17-20, 2007 | 21 | 24 | 22 | 33 | *=100 |
| July 27-30, 2007 | 15 | 26 | 21 | 37 | 1=100 |
| March 2-5, 2007 | 21 | 28 | 25 | 26 | *=100 |
| Early September, 2002 | 27 | 30 | 20 | 22 | 1=100 |
| Late July, 2002 | 33 | 33 | 15 | 18 | 1=100 |
| March, 2001 | 27 | 27 | 18 | 27 | 1=100 |
| Mid-October, 2000 | 20 | 26 | 23 | 31 | 1=100 |
| April, 2000 | 18 | 28 | 23 | 31 | *=100 |
| Early April, 2000 | 19 | 29 | 20 | 32 | *=100 |
| March, 2000 | 23 | 29 | 21 | 26 | 1=100 |
| March, 1999 | 18 | 29 | 22 | 31 | *=100 |
| January, 1999 | 24 | 28 | 19 | 28 | 1=100 |
| Early September, 1998 | 32 | 31 | 20 | 17 | *=100 |
| Mid-August, 1998 | 17 | 23 | 21 | 39 | *=100 |
| January, 1998 | 21 | 25 | 23 | 31 | *=100 |
| Early November, 1997 | 16 | 29 | 22 | 33 | *=100 |
| Mid-November, 1997 | 25 | 36 | 18 | 20 | 1=100 |
| September, 1997 | 14 | 22 | 23 | 40 | 1=100 |
| April, 1997 | 17 | 21 | 22 | 40 | *=100 |
| February, 1996 | 12 | 20 | 25 | 42 | 1=100 |

⁴ October 10-13, 2008 asked about "Recent major drops in the U.S. stock market." From July 27-30, 2007 to July 3-7, 2008 the story was listed as, "Recent major ups and downs in the U.S. stock market." March 2-5, 2007 asked about "The recent drop in the U.S. stock market." In Early November, 1997, the story was listed as "Thinking about last Monday when the stock market dropped, how closely did you follow what was happening?" From February, 1996 to Mid-November, 1997, the story was listed as "Recent major ups and downs in the stock market." For all other dates, the story was listed as "Recent major ups and downs in the U.S. stock market."

Q.3 CONTINUED...

| | Very <u>Closely</u> | Fairly <u>Closely</u> | Not too <u>Closely</u> | Not at all <u>Closely</u> | DK/ <u>Refused</u> |
|-------------------------------------|------------------------|--------------------------|---------------------------|------------------------------|-----------------------|
| e. The falling price of gas and oil | 53 | 33 | 11 | 3 | *=100 |
| TREND FOR COMPARISON: | | | | | |
| The rising price of gasoline | | | | | |
| July 3-7, 2008 | 62 | 25 | 8 | 4 | 1=100 |
| June 6-9, 2008 | 66 | 19 | 7 | 7 | 1=100 |
| May 22-25, 2008 | 65 | 22 | 9 | 4 | *=100 |
| May 16-19, 2008 | 64 | 21 | 10 | 4 | 1=100 |
| May 2-5, 2008 | 63 | 23 | 9 | 4 | 1=100 |
| April 25-28, 2008 | 62 | 23 | 10 | 5 | *=100 |
| May 24-27, 2007 | 52 | 29 | 10 | 8 | 1=100 |
| May 18-21, 2007⁵ | 48 | 27 | 16 | 8 | 1=100 |
| August, 2006 ⁶ | 60 | 26 | 7 | 5 | 2=100 |
| June, 2006 | 58 | 26 | 10 | 5 | 1=100 |
| May, 2006 | 69 | 21 | 6 | 3 | 1=100 |
| April, 2006 | 65 | 22 | 8 | 4 | 1=100 |
| December, 2005 | 61 | 27 | 7 | 4 | 1=100 |
| Early November, 2005 | 61 | 27 | 9 | 2 | 1=100 |
| Late October, 2005 | 67 | 23 | 7 | 3 | *=100 |
| Early October, 2005 | 65 | 25 | 6 | 3 | 1=100 |
| Early September, 2005 | 71 | 19 | 7 | 3 | *=100 |
| Mid-May, 2005 | 58 | 27 | 9 | 5 | 1=100 |
| Mid-March, 2005 | 50 | 32 | 13 | 5 | *=100 |
| Mid-October, 2004 | 64 | 22 | 8 | 5 | 1=100 |
| August, 2004 | 52 | 29 | 10 | 8 | 1=100 |
| July, 2004 | 56 | 25 | 11 | 7 | 1=100 |
| June, 2004 | 58 | 26 | 9 | 6 | 1=100 |
| April, 2004 | 46 | 30 | 15 | 8 | 1=100 |
| Early April, 2004 | 58 | 23 | 10 | 8 | 1=100 |
| Mid-March, 2004 | 47 | 27 | 14 | 10 | 2=100 |
| September, 2003 | 45 | 27 | 15 | 11 | 1=100 |
| March, 2003 | 52 | 27 | 11 | 9 | 1=100 |
| February, 2003 | 53 | 25 | 12 | 9 | 1=100 |
| June, 2001 | 56 | 31 | 7 | 5 | 1=100 |
| May, 2001 | 61 | 26 | 6 | 6 | 1=100 |
| Early October, 2000 | 56 | 25 | 12 | 6 | 1=100 |
| June, 2000 | 61 | 25 | 9 | 5 | *=100 |
| March, 2000 | 58 | 28 | 10 | 4 | *=100 |
| October, 1990 | 62 | 26 | 8 | 4 | *=100 |
| September, 1990 | 56 | 28 | 11 | 5 | *=100 |
| August, 1990 | 57 | 27 | 10 | 5 | 1=100 |
| The rising price of oil | | | | | |
| June 27-30, 2008 | 57 | 26 | 11 | 5 | 1=100 |
| March 7-10, 2008 | 43 | 33 | 12 | 11 | 1=100 |
| November 9-12, 2007 | 44 | 28 | 14 | 13 | 1=100 |

⁵ For May 18-21, 2007 the item was not asked as part of a list.

⁶ From October, 2000 to August, 2006, the story was listed as "The high price of gasoline these days." From August, 1990 to June, 2000, the story was listed as "Recent increases in the price of gasoline."

Q.3 CONTINUED...

| | <u>Very Closely</u> | <u>Fairly Closely</u> | <u>Not too Closely</u> | <u>Not at all Closely</u> | <u>DK/ Refused</u> |
|---|-------------------------|---------------------------|----------------------------|-------------------------------|------------------------|
| f. News about candidates for the 2008 presidential election | 61 | 28 | 7 | 4 | *=100 |
| October 10-13, 2008 | 52 | 31 | 12 | 5 | *=100 |
| October 3-6, 2008 | 57 | 31 | 8 | 4 | *=100 |
| September 26-29, 2008 | 56 | 29 | 10 | 5 | *=100 |
| September 19-22, 2008 | 47 | 33 | 14 | 6 | *=100 |
| September 12-15, 2008 | 40 | 38 | 14 | 7 | 1=100 |
| September 5-8, 2008 | 45 | 39 | 12 | 4 | *=100 |
| August 29-31, 2008 | 45 | 32 | 15 | 8 | *=100 |
| August 22-25, 2008 | 31 | 36 | 22 | 11 | *=100 |
| August 15-18, 2008 | 25 | 41 | 19 | 14 | 1=100 |
| August 8-11, 2008 | 27 | 38 | 22 | 13 | *=100 |
| August 1-4, 2008 | 30 | 42 | 19 | 9 | *=100 |
| July 25-28, 2008 | 30 | 34 | 21 | 15 | *=100 |
| July 18-21, 2008 | 30 | 35 | 21 | 14 | *=100 |
| July 11-14, 2008 | 28 | 34 | 22 | 15 | 1=100 |
| July 3-7, 2008 | 25 | 35 | 23 | 17 | *=100 |
| June 27-30, 2008 | 39 | 33 | 18 | 10 | *=100 |
| June 20-23, 2008 | 28 | 38 | 22 | 12 | *=100 |
| June 13-16, 2008 | 35 | 35 | 20 | 10 | *=100 |
| June 6-9, 2008 | 38 | 35 | 17 | 10 | *=100 |
| May 30-June 2, 2008 | 30 | 35 | 21 | 14 | *=100 |
| May 22-25, 2008 | 32 | 37 | 20 | 11 | *=100 |
| May 16-19, 2008 | 33 | 37 | 19 | 10 | 1=100 |
| May 9-12, 2008 | 35 | 36 | 18 | 11 | *=100 |
| May 2-5, 2008 | 27 | 35 | 23 | 14 | 1=100 |
| April 25-28, 2008 | 34 | 37 | 18 | 11 | *=100 |
| April 18-21, 2008 | 29 | 41 | 19 | 10 | 1=100 |
| April 11-14, 2008 | 31 | 37 | 22 | 10 | *=100 |
| April 4-7, 2008 | 33 | 36 | 17 | 14 | *=100 |
| March 28-31, 2008 | 31 | 41 | 18 | 10 | *=100 |
| March 20-24, 2008 | 34 | 37 | 18 | 11 | *=100 |
| March 14-17, 2008 | 40 | 37 | 16 | 7 | *=100 |
| March 7-10, 2008 | 39 | 36 | 15 | 9 | 1=100 |
| February 29-March 3, 2008 | 43 | 34 | 14 | 9 | *=100 |
| February 22-25, 2008 | 42 | 37 | 13 | 8 | *=100 |
| February 15-18, 2008 | 44 | 36 | 10 | 10 | *=100 |
| February 8-11, 2008 | 39 | 37 | 15 | 9 | 0=100 |
| February 1-4, 2008 | 37 | 35 | 16 | 12 | *=100 |
| January 25-28, 2008 | 36 | 37 | 14 | 12 | 1=100 |
| January 18-21, 2008 | 36 | 34 | 18 | 12 | *=100 |
| January 11-14, 2008⁷ | 32 | 31 | 19 | 17 | 1=100 |
| January 4-7, 2008 | 33 | 36 | 19 | 11 | 1=100 |
| December 14-17, 2007 | 25 | 34 | 22 | 19 | *=100 |
| December 7-10, 2007 | 24 | 35 | 22 | 19 | *=100 |
| November 30 – December 3, 2007 | 23 | 35 | 23 | 19 | *=100 |
| November 23-26, 2007 | 20 | 33 | 26 | 20 | 1=100 |
| November 16-19, 2007 | 26 | 33 | 21 | 19 | 1=100 |
| November 9-12, 2007 | 21 | 33 | 25 | 21 | *=100 |
| November 2-5, 2007 | 27 | 30 | 21 | 21 | 1=100 |

⁷ January 11-14, 2008 asked about: "News about the New Hampshire primaries and the presidential campaign."

Q.3 CONTINUED...

| | Very <u>Closely</u> | Fairly <u>Closely</u> | Not too <u>Closely</u> | Not at all <u>Closely</u> | DK/ <u>Refused</u> |
|-----------------------------------|------------------------|--------------------------|---------------------------|------------------------------|-----------------------|
| October 26-29, 2007 | 21 | 34 | 26 | 19 | *=100 |
| October 19-22, 2007 | 23 | 32 | 22 | 23 | *=100 |
| October 12-15, 2007 | 13 | 31 | 26 | 30 | *=100 |
| October 5-8, 2007 | 22 | 30 | 24 | 24 | *=100 |
| September 28 – October 1, 2007 | 21 | 34 | 25 | 20 | *=100 |
| September 21-24, 2007 | 24 | 31 | 22 | 23 | *=100 |
| September 14-17, 2007 | 22 | 31 | 24 | 23 | *=100 |
| September 7-10, 2007 | 18 | 34 | 26 | 22 | *=100 |
| August 30-September 2, 2007 | 19 | 35 | 21 | 25 | *=100 |
| August 24-27, 2007 | 22 | 28 | 24 | 26 | *=100 |
| August 17-20, 2007 | 19 | 27 | 24 | 30 | *=100 |
| August 10-13, 2007 | 23 | 32 | 21 | 24 | *=100 |
| August 3-6, 2007 | 19 | 31 | 25 | 25 | *=100 |
| July 27-30, 2007 | 19 | 32 | 22 | 26 | 1=100 |
| July 20-23, 2007 | 16 | 26 | 30 | 27 | 1=100 |
| July 13-16, 2007 | 17 | 29 | 27 | 27 | *=100 |
| July 6-9, 2007 | 24 | 29 | 24 | 22 | 1=100 |
| June 29-July 2, 2007 | 20 | 32 | 25 | 23 | *=100 |
| June 22-25, 2007 | 18 | 31 | 21 | 30 | *=100 |
| June 15-18, 2007 | 17 | 32 | 26 | 25 | *=100 |
| June 8-11, 2007 | 19 | 30 | 24 | 26 | 1=100 |
| June 1-4, 2007 | 16 | 27 | 32 | 24 | 1=100 |
| May 24-27, 2007 | 22 | 33 | 23 | 22 | *=100 |
| May 18-21, 2007 | 18 | 31 | 24 | 27 | *=100 |
| May 11-14, 2007 | 18 | 30 | 23 | 28 | 1=100 |
| May 4-7, 2007 | 23 | 34 | 21 | 21 | 1=100 |
| April 27-30, 2007 | 14 | 30 | 29 | 26 | 1=100 |
| April 20-23, 2007 | 18 | 28 | 27 | 27 | *=100 |
| April 12-16, 2007 | 18 | 28 | 27 | 27 | *=100 |
| April 5-9, 2007 | 25 | 30 | 26 | 19 | *=100 |
| March 30-April 2, 2007 | 20 | 29 | 27 | 23 | 1=100 |
| March 23-26, 2007 | 20 | 32 | 22 | 26 | *=100 |
| March 16-19, 2007 | 15 | 28 | 29 | 27 | 1=100 |
| March 9-12, 2007 | 24 | 30 | 23 | 23 | *=100 |
| March 2-5, 2007 | 19 | 31 | 26 | 23 | 1=100 |
| February 23-26, 2007 | 22 | 33 | 24 | 21 | *=100 |
| February 16-19, 2007 | 18 | 32 | 22 | 27 | 1=100 |
| February 9-12, 2007 | 24 | 30 | 24 | 21 | 1=100 |
| February 2-5, 2007 | 24 | 36 | 22 | 18 | *=100 |
| January 26-29, 2007 | 24 | 33 | 23 | 20 | *=100 |
| January 19-22, 2007 ⁸ | 24 | 27 | 22 | 26 | 1=100 |
| 2004 Presidential Election | | | | | |
| November, 2004 (RVs) | 52 | 36 | 8 | 4 | *=100 |
| Mid-October, 2004 | 46 | 30 | 12 | 11 | 1=100 |
| August, 2004 | 32 | 38 | 16 | 14 | *=100 |
| July, 2004 | 29 | 37 | 18 | 15 | 1=100 |
| April, 2004 | 31 | 33 | 19 | 16 | 1=100 |
| Mid-March, 2004 | 35 | 34 | 18 | 13 | *=100 |
| Late February, 2004 | 24 | 40 | 23 | 12 | 1=100 |
| Early February, 2004 ⁹ | 29 | 37 | 20 | 13 | 1=100 |

⁸ January 19-22, 2007 asked about: "Recent announcements by prominent Democrats about plans to run for president in 2008."

Q.3 CONTINUED...

| | <u>Very Closely</u> | <u>Fairly Closely</u> | <u>Not too Closely</u> | <u>Not at all Closely</u> | <u>DK/ Refused</u> |
|-----------------------------------|-------------------------|---------------------------|----------------------------|-------------------------------|------------------------|
| Mid-January, 2004 | 16 | 30 | 27 | 26 | 1=100 |
| Early January, 2004 | 14 | 32 | 30 | 23 | 1=100 |
| December, 2003 | 16 | 26 | 27 | 30 | 1=100 |
| November, 2003 | 11 | 26 | 34 | 28 | 1=100 |
| October, 2003 | 12 | 27 | 28 | 32 | 1=100 |
| September, 2003 | 17 | 25 | 30 | 27 | 1=100 |
| Mid-August, 2003 | 12 | 27 | 27 | 33 | 1=100 |
| May, 2003 | 8 | 19 | 31 | 41 | 1=100 |
| January, 2003 | 14 | 28 | 29 | 28 | 1=100 |
| 2000 Presidential Election | | | | | |
| Early November, 2000 (RVs) | 39 | 44 | 12 | 5 | *=100 |
| Mid-October, 2000 (RVs) | 40 | 37 | 15 | 8 | *=100 |
| Early October, 2000 (RVs) | 42 | 36 | 15 | 6 | 1=100 |
| September, 2000 | 22 | 42 | 21 | 15 | *=100 |
| July, 2000 | 21 | 38 | 20 | 20 | 1=100 |
| June, 2000 | 23 | 32 | 23 | 21 | 1=100 |
| May, 2000 | 18 | 33 | 26 | 23 | *=100 |
| April, 2000 | 18 | 39 | 22 | 20 | 1=100 |
| March, 2000 | 26 | 41 | 19 | 13 | 1=100 |
| February, 2000 | 26 | 36 | 21 | 17 | *=100 |
| January, 2000 | 19 | 34 | 28 | 18 | 1=100 |
| December, 1999 | 16 | 36 | 24 | 23 | 1=100 |
| October, 1999 | 17 | 32 | 28 | 22 | 1=100 |
| September, 1999 | 15 | 31 | 33 | 20 | 1=100 |
| July, 1999 | 15 | 38 | 24 | 22 | 1=100 |
| June, 1999 | 11 | 25 | 29 | 34 | 1=100 |
| 1996 Presidential Election | | | | | |
| November, 1996 (RVs) | 34 | 45 | 15 | 6 | *=100 |
| October, 1996 | 31 | 39 | 18 | 12 | *=100 |
| Early September, 1996 | 24 | 36 | 23 | 17 | *=100 |
| July, 1996 | 22 | 40 | 23 | 14 | 1=100 |
| March, 1996 | 26 | 41 | 20 | 13 | *=100 |
| January, 1996 | 10 | 34 | 31 | 24 | 1=100 |
| September, 1995 | 12 | 36 | 30 | 22 | *=100 |
| August, 1995 | 13 | 34 | 28 | 25 | *=100 |
| June, 1995 | 11 | 31 | 31 | 26 | 1=100 |
| 1992 Presidential Election | | | | | |
| October, 1992 (RVs) | 55 | 36 | 7 | 2 | 0=100 |
| September, 1992 (RVs) | 47 | 36 | 11 | 6 | *=100 |
| August, 1992 (RVs) | 36 | 51 | 11 | 2 | 0=100 |
| July, 1992 | 20 | 45 | 26 | 9 | *=100 |
| May, 1992 | 32 | 44 | 16 | 8 | *=100 |
| March, 1992 | 35 | 40 | 16 | 9 | *=100 |
| January, 1992 | 11 | 25 | 36 | 27 | 1=100 |
| December, 1991 | 10 | 28 | 32 | 30 | *=100 |
| October, 1991 | 12 | 26 | 31 | 29 | 2=100 |

⁹ From May 2003 to Early February 2004 and in March 1992, the story was listed as “The race for the Democratic nomination.” In January 2003, the story was listed as “Recent announcements by prominent Democrats about plans to run for president in 2004.” In September 2000, Early September and July 1996, and May 1992, the question asked about “the presidential election campaign.” In January, March and April 1996, the story was listed as “News about the Republican presidential candidates.” In August 1992, the story was listed as “News about the presidential election.” In July 1992, the story was listed as “News about the presidential campaign.” In January 1992, the story was listed as “News about the Democratic candidates for the presidential nomination.” In 1988, the story was introduced as being from “this past year” and was listed as “News about the presidential campaign in 1988.”

Q.3 CONTINUED...

| | <u>Very Closely</u> | <u>Fairly Closely</u> | <u>Not too Closely</u> | <u>Not at all Closely</u> | <u>DK/ Refused</u> |
|-----------------------------------|---------------------|-----------------------|------------------------|---------------------------|--------------------|
| 1988 Presidential Election | | | | | |
| October, 1988 (RVs) | 43 | 44 | 11 | 2 | *=100 |
| August, 1988 (RVs) | 39 | 45 | 13 | 3 | *=100 |
| May, 1988 | 22 | 46 | 23 | 6 | 3=100 |
| November, 1987 | 15 | 28 | 35 | 21 | 1=100 |
| September, 1987 | 14 | 34 | 37 | 14 | 1=100 |

Q.4 Which ONE of the stories I just mentioned have you followed most closely, or is there another story you've been following MORE closely? **[DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE.]**

- 38 News about the candidates for the 2008 presidential election
 - 24 Reports about the conditions of the U.S. economy
 - 18 Recent major drops in the U.S. stock market
 - 11 The falling price of gas and oil
 - 2 Wildfires in California
 - 0 News that Madonna and her husband Guy Ritchie are divorcing
 - 4 Some other story (VOL. SPECIFY)
 - 3 Don't know/Refused (VOL.)
- 100

Thinking about the presidential campaign...

ROTATE Q.5-7

Q.5 From what you've heard or read, how much would you say you know about **[READ AND ROTATE]** positions on foreign policy? Would you say you know a lot, a fair amount, just some, or very little?

| | <u>A lot</u> | <u>A fair amount</u> | <u>Just some</u> | <u>Very little</u> | <u>Don't know</u> |
|---------------------------|--------------|----------------------|------------------|--------------------|-------------------|
| a. Barack Obama's | 25 | 33 | 19 | 22 | 1=100 |
| August 22-25, 2008 | 17 | 31 | 22 | 29 | 1=100 |
| July 11-14, 2008 | 13 | 27 | 24 | 35 | 1=100 |
| February 29-March 3, 2008 | 12 | 28 | 21 | 37 | 2=100 |
| b. John McCain's | 30 | 34 | 16 | 19 | 1=100 |
| August 22-25, 2008 | 22 | 32 | 19 | 26 | 1=100 |
| July 11-14, 2008 | 16 | 29 | 20 | 33 | 2=100 |
| February 29-March 3, 2008 | 19 | 33 | 19 | 27 | 2=100 |

Q.6 From what you've heard or read, how much would you say you know about **[READ AND ROTATE]** positions on the economy? Would you say you know a lot, a fair amount, just some, or very little?

| | <u>A lot</u> | <u>A fair amount</u> | <u>Just some</u> | <u>Very little</u> | <u>Don't know</u> |
|--------------------|--------------|----------------------|------------------|--------------------|-------------------|
| a. Barack Obama's | 35 | 38 | 14 | 12 | 1=100 |
| August 22-25, 2008 | 21 | 35 | 22 | 22 | *=100 |
| July 11-14, 2008 | 15 | 34 | 24 | 25 | 2=100 |
| b. John McCain's | 31 | 38 | 15 | 15 | 1=100 |
| August 22-25, 2008 | 20 | 34 | 21 | 25 | *=100 |
| July 11-14, 2008 | 14 | 32 | 22 | 30 | 2=100 |

Q.7 From what you've heard or read, how much would you say you know about **[READ AND ROTATE]** background and qualifications? Would you say you know a lot, a fair amount, just some, or very little?

| | <u>A lot</u> | <u>A fair amount</u> | <u>Just some</u> | <u>Very little</u> | <u>Don't know</u> |
|--------------------------------------|--------------|----------------------|------------------|--------------------|-------------------|
| a. Barack Obama's August 22-25, 2008 | 34 27 | 39 35 | 13 16 | 14 21 | *=100 1=100 |
| b. John McCain's August 22-25, 2008 | 41 30 | 37 34 | 11 16 | 10 19 | 1=100 1=100 |

Now thinking about how the press has covered the presidential campaign...

Q.7c All in all, how would you rate the job the press has done in covering the presidential campaign so far: excellent, good, only fair, or poor?

| | <u>Excellent</u> | <u>Good</u> | <u>Only Fair</u> | <u>Poor</u> | <u>DK/Refused</u> |
|------------------------------|------------------|-------------|------------------|-------------|-------------------|
| October 17-20, 2008 | 14 | 38 | 24 | 22 | 2=100 |
| October 10-13, 2008 | 11 | 42 | 24 | 21 | 2=100 |
| May 30-June 2, 2008 | 9 | 34 | 34 | 20 | 3=100 |
| February 8-11, 2008 | 11 | 44 | 27 | 17 | 1=100 |
| Sept. 28-Oct. 1, 2007 | 6 | 35 | 32 | 21 | 6=100 |
| 2004 Election | | | | | |
| June, 2004 | 10 | 37 | 34 | 15 | 4=100 |
| Early February, 2004 | 11 | 43 | 30 | 12 | 4=100 |
| 2000 Election | | | | | |
| June, 2000 | 7 | 41 | 38 | 10 | 4=100 |
| March, 2000 | 10 | 46 | 32 | 9 | 3=100 |
| February, 2000 | 13 | 50 | 25 | 7 | 5=100 |
| 1996 Election | | | | | |
| September, 1996 | 13 | 44 | 29 | 11 | 3=100 |
| July, 1996 | 7 | 35 | 42 | 14 | 2=100 |
| February, 1996 | 16 | 45 | 25 | 10 | 4=100 |
| 1992 Election | | | | | |
| September, 1992 | 12 | 45 | 27 | 11 | 5=100 |
| May, 1992 | 10 | 44 | 33 | 10 | 3=100 |
| March, 1992 | 12 | 51 | 28 | 6 | 3=100 |
| February, 1992 | 11 | 45 | 32 | 7 | 5=100 |

Q.7d Who do you think most newspaper reporters and TV journalists want to see win the presidential election — Barack Obama or John McCain?

BASED ON REGISTERED VOTERS [N=893]:

| | <u>Mid-Oct 2004</u> | <u>Early Oct 2000</u> | <u>Early Sept 1996</u> | <u>Sept 1992</u> |
|------------------------------|---------------------|-----------------------|------------------------|-------------------|
| 70 Barack Obama | 50 <i>Kerry</i> | 47 <i>Gore</i> | 59 <i>Clinton</i> | 52 <i>Clinton</i> |
| 9 John McCain | 22 <i>Bush</i> | 23 <i>Bush</i> | 17 <i>Dole</i> | 17 <i>Bush</i> |
| n/a Other | n/a | n/a | 1 <i>Perot</i> | -- <i>Perot</i> |
| 8 Neither (VOL.) | 6 | 6 | 2 | 5 |
| <u>13</u> Don't know/Refused | <u>22</u> | <u>24</u> | <u>21</u> | <u>26</u> |
| 100 | 100 | 100 | 100 | 100 |

QUESTIONS 8 AND 9 WERE NOT RELEASED DUE TO CONCERNS ABOUT DATA RELIABILITY FOR THE OCTOBER 10-13, 2008 SURVEY

Q.8 How do you get most of your news about the presidential campaign? From television, from newspapers, from radio, from magazines, or from the internet? [ACCEPT TWO ANSWERS: IF ONLY ONE RESPONSE IS GIVEN, PROBE FOR ONE ADDITIONAL RESPONSE]

NOTE: Totals may exceed 100% because of multiple responses.

| | Tele- vision | News- papers | Radio | Maga- zines | Inter- net | Other | DK/Ref | 2 nd resp. |
|------------------------------|-----------------|-----------------|-----------|----------------|---------------|----------|----------|--------------------------|
| October 17-20, 2008 | 73 | 32 | 18 | 3 | 33 | 2 | 1 | 61% |
| October 10-13, 2008 | 74 | 19 | 16 | 2 | 30 | 2 | 1 | 44% |
| May 30-June 2, 2008 | 70 | 29 | 15 | 2 | 29 | 2 | 1 | 53% |
| March 20-24, 2008 | 72 | 25 | 12 | 3 | 26 | 1 | 1 | 42% |
| Late December, 2007 | 71 | 30 | 13 | 4 | 26 | 3 | 2 | 51% |
| November, 2006 ¹⁰ | 69 | 34 | 17 | 2 | 15 | 6 | 3 | |
| November, 2004 | 78 | 39 | 17 | 3 | 18 | 4 | 2 | 74% |
| Mid-October, 2004 | 76 | 28 | 15 | 2 | 10 | 3 | 2 | |
| Early September, 2004 | 80 | 41 | 18 | 3 | 17 | 3 | 1 | 66% |
| Early January, 2004 | 79 | 39 | 15 | 2 | 13 | 2 | 2 | 53% |
| November, 2002 | 66 | 33 | 13 | 1 | 7 | 7 | 2 | |
| November, 2000 (RVs) | 70 | 39 | 15 | 4 | 11 | 1 | * | |
| June, 2000 | 65 | 27 | 11 | 2 | 5 | 2 | 2 | |
| February, 2000 | 73 | 33 | 15 | 2 | 7 | 2 | 1 | |
| January, 2000 | 75 | 31 | 12 | 3 | 6 | 3 | 1 | |
| November, 1996 (RVs) | 72 | 60 | 19 | 11 | 3 | 4 | 1 | |
| September, 1996 | 75 | 44 | 14 | 5 | 2 | 2 | 1 | |
| April, 1996 | 81 | 48 | 21 | 6 | 2 | 3 | 1 | |
| February, 1996 | 85 | 56 | 21 | 5 | 2 | 1 | 1 | |
| November, 1992 (RVs) | 82 | 57 | 12 | 9 | n/a | 6 | 1 | |
| September, 1992 | 83 | 49 | 13 | 5 | n/a | 4 | 1 | |
| June, 1992 | 84 | 55 | 18 | 7 | n/a | 4 | * | |
| May, 1992 | 86 | 51 | 17 | 6 | n/a | 3 | 1 | |
| March, 1992 | 83 | 48 | 14 | 4 | n/a | 3 | * | |
| February, 1992 | 80 | 49 | 18 | 4 | n/a | 3 | 1 | |

IF '1' TELEVISION AS EITHER 1ST OR 2ND RESPONSE IN Q.7 ASK:

Q.9 On television, do you get most of your campaign news from [READ AND RANDOMIZE. ACCEPT MULTIPLE ANSWERS BUT DO NOT PROBE FOR ADDITIONAL]

BASED ON TOTAL:

| | May 30- June 2, 2008 | March 20-24, 2008 |
|---------------------------------------|----------------------------|-------------------------|
| 12 Local news programs | 16 | 19 |
| 24 Network news like ABC, CBS and NBC | 28 | 26 |
| 26 CNN Cable news | 22 | 22 |
| 10 MSNBC Cable news | 9 | 10 |
| 21 The Fox News Cable Channel | 16 | 18 |
| 1 (DO NOT READ) Other | 1 | 1 |
| 1 (DO NOT READ) Don't know/Refused | 2 | 1 |

¹⁰

November trends are from the Pew Internet & American Life Project.

Now thinking about the presidential debates...

Q.10 Did you happen to watch any of the presidential debates this year, or didn't you get a chance to see them? **IF YES, ASK:** How much of the debate coverage did you watch – all of it, some of it, or only a little?

| | |
|-----|----------------------------------|
| 41 | Yes, watched all of it |
| 32 | Yes, watched some of it |
| 7 | Yes, watched only a little of it |
| 20 | No, didn't watch |
| * | Don't know/Refused |
| 100 | |

IF WATCHED DEBATES (Q.10=1-3), ASK [N=805]:

Q.11 Overall, who do you think did the better job in the presidential debates – Barack Obama or John McCain?

| | |
|----------|------------------------------|
| 66 | Barack Obama |
| 21 | John McCain |
| 10 | Neither/Both (VOL.) |
| <u>3</u> | Don't know/Refused |
| 100 | |

Q.12 Did you find the debates **[READ AND ROTATE]**?

| | <u>Yes</u> | <u>No</u> | <u>Don't know</u> |
|-----------------|------------|-----------|-------------------|
| a. Informative | 70 | 28 | 2=100 |
| b. Interesting | 77 | 23 | *=100 |
| c. Entertaining | 49 | 50 | 1=100 |

ASK ALL:

On another subject...

Q.13 How much if anything have you heard about each of the following? Have you heard a lot, a little or nothing at all? **[READ ITEMS; ROTATE ITEMS]**

| | <u>A lot</u> | <u>A little</u> | <u>Nothing at all</u> | <u>DK/Refused</u> |
|--|--------------|-----------------|-----------------------|-------------------|
| a. Barack Obama's connection to the community organizing group ACORN, which has been accused of voter registration fraud | 48 | 34 | 18 | *=100 |
| b. A man known as Joe the plumber who was mentioned frequently in the most recent presidential debate | 64 | 25 | 11 | *=100 |
| c. Rumors being circulated that Barack Obama is a Muslim March 7-10, 2008 | 42 38 | 45 41 | 13 19 | *=100 2=100 |
| d. John McCain's recent appearance on the Late Show with David Letterman | 23 | 41 | 35 | 1=100 |