

**PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
 JUNE 13-16, 2008 NEWS INTEREST INDEX OMNIBUS SURVEY
 TOPLINE
 N=1,006**

QUESTIONS 1 THROUGH 10 HELD FOR FUTURE RELEASE

Still thinking about the presidential campaign...

Q.11 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, BUT ALWAYS KEEP A-B TOGETHER AND C-D TOGETHER AS BLOCKS]**

Q.11A & Q.11B HELD FOR FUTURE RELEASE

		<u>A lot</u>	<u>A little</u>	<u>Nothing at all</u>	<u>DK/ Refused</u>
c.	Cindy McCain, John McCain's wife May 22-25, 2008	9 8	45 46	46 46	*=100 *=100
d.	Michelle Obama, Barack Obama's wife May 22-25, 2008	30 21	48 55	22 24	*=100 *=100

**IF RESPONDENT HAS HEARD "A LOT" OR "A LITTLE" ABOUT CINDY McCAIN/
 MICHELLE OBAMA [Q.11c OR Q.11d =1, 2], ASK:**

Q.12 Would you say the news you've been hearing or reading about [INSERT ITEM, ROTATE] has been mostly positive, mostly negative or a mix of both?

	<u>Mostly positive</u>	<u>Mostly negative</u>	<u>Mix of both</u>	<u>DK Refused</u>	
a. Cindy McCain	31	7	53	9=100	(N) (608)
b. Michelle Obama	21	26	49	4=100	(814)