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For The People & The Press

NEWS Release
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FOR RELEASE: FRIDAY, DECEMBER 7, 2007 10:00AM

Campaign 'Robo-Calls' Pervasive

IOWA, NH VOTERS HEAVILY COURTED, DEMS HAVE EDGE IN PERSONAL CONTACT

*A Survey Conducted in Association with
The Associated Press*

Also inside...

- Robo-calls reach 81% of Iowa voters
- Campaign less interesting to Republicans
- 28% have watched campaign videos online
- South Carolina campaign lags IA, NH

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Campaign ‘Robo-Calls’ Pervasive

IOWA, NH VOTERS HEAVILY COURTED, DEMS HAVE EDGE IN PERSONAL CONTACT

Voters in the early primary states of Iowa and New Hampshire are being inundated with mail, phone calls and other contacts from the presidential campaigns. In particular, overwhelming majorities of likely voters in both states have received pre-recorded calls, or “robo-calls,” about the campaign. However, far more Democratic voters than Republican voters in these states say they have been personally contacted by one of the campaigns.

Nearly two-thirds of likely voters in Iowa’s Democratic caucuses (65%) say they have been called by a representative of one of the campaigns. By comparison, 46% of likely Republican voters in Iowa say they have received a personal phone call from one of the campaigns.

In addition, a third of likely Democratic caucus-goers in Iowa (33%) say they have been visited at home by someone talking about the campaign. Just 8% of the state’s likely Republican caucus-goers say they have gotten a home visit from a campaign representative.

The partisan differences in campaign activity are somewhat less pronounced in New Hampshire. Still, twice as many likely Democratic primary voters than likely Republican voters in New Hampshire say they have been visited at home by someone talking about the campaign (30% vs. 15%).

Overwhelming numbers of both Democratic and Republican voters in the early primary states say they been contacted by the presidential campaigns in less personal ways – traditional mail about one or more of the candidates, or pre-recorded phone calls about the campaign. Roughly a third of likely voters in each party in Iowa (34% Republican, 33% Democrat), and comparable numbers of voters in New Hampshire, also say they have been emailed by one or more of the candidates.

Democrats Getting More Personal Contact in IA, NH						
	Iowa voters			N.H. voters		
	Dem	Rep	Diff	Dem	Rep	Diff
<i>Personal contact</i>	%	%		%	%	
Visited at home	33	8	+25	30	15	+15
Personal call	65	46	+19	56	45	+11
Attended event	45	28	+17	28	20	+8
<i>Mass communication</i>						
Received mail	81	78	+3	82	86	-4
Pre-recorded call	81	80	+1	67	70	-3
Received email	33	34	-1	30	25	+5
Donated money	18	14	+4	12	10	+2

Based on those likely to vote in the Democratic or Republican caucus or primary.

Notably, eight-in-ten likely voters in Iowa say they have received pre-recorded calls, or ‘robo-calls,’ from the campaigns. More than a third of all likely voters in Iowa (35%) say they usually listen to these pre-recorded calls, while 44% say they usually hang up. By contrast, many more likely voters in New Hampshire say they hang up on campaign robo-calls rather than stay on the line.

Voters who hang up on pre-recorded calls from the campaigns mostly view these calls as a minor annoyance, rather than something that makes them angry. In both Iowa and New Hampshire, roughly four-in-ten likely voters consider robo-calls a minor annoyance while far smaller percentages say the calls actually make them angry (5% in Iowa, 9% in New Hampshire).

Greater numbers of likely voters in both states say they usually listen to a personal campaign call than to a pre-recorded call. In Iowa, 50% of likely voters say they usually listen to a call from a person, compared with 35% who say they usually listen to a robo-call. In New Hampshire, about twice as many voters say they typically listen to a live, rather than recorded, campaign call (39% vs. 19%).

The primary state survey by the Pew Research Center for the People & the Press, in collaboration with the Associated Press, was conducted Nov. 7-25 among 724 voters likely to vote in Iowa’s Jan. 3 caucuses; 1,040 likely voters in New Hampshire’s Jan. 8 primary; and 841 likely voters in South Carolina’s Republican (Jan. 19) or Democratic primary (Jan. 26). In addition, a separate national survey was conducted among 915 voters who say they are likely to vote in a primary or caucus in their state.

As expected, most of the campaign activity has been focused on the earliest primary states – Iowa and New Hampshire. Compared with likely voters in those states, far smaller percentages of likely voters in South Carolina have received campaign mail or pre-recorded phone calls. In addition, just 19% of likely voters in South Carolina say they have received a personal call about the campaign; majorities of likely voters in both Iowa (58%) and New Hampshire (52%) say they have gotten such calls.

	IA	NH
	%	%
Received pre-recorded campaign calls?	81	68
Usually listen	35	19
Usually hang up	44	46
Minor annoyance	38	36
Makes me angry	5	9
Received campaign calls from a person?	58	52
Usually listen	50	39
Usually hang up	6	10

Based on likely primary/caucus voters.

	IA	NH	SC	Natl
	%	%	%	%
<i>Campaign contacts</i>				
Pre-recorded phone call	81	68	40	24
Received mail	80	83	43	28
Phone call from person	58	52	19	9
Received email	34	28	18	17
Attended event	39	24	11	4
Visited at home	24	23	4	2
Donated money	17	11	8	10

Based on likely primary/caucus voters.

Most voters in the early primary states say they have found news coverage of the campaign and the presidential debates helpful in their decisions about whom to vote for. But early state voters take a less positive view of the candidates' commercials; only about one-in-ten likely voters in the three early states have found the candidates commercials very helpful, roughly a third of the proportions saying they find campaign news and the debates very helpful.

Voters in New Hampshire express a somewhat more negative view of campaign commercials than do voters in Iowa and South Carolina. A narrow majority of likely voters in New Hampshire (51%) say the candidates' commercials have been not too or not at all helpful, compared with 43% of likely voters in Iowa and 41% in South Carolina.

Politically Engaged Iowans

Despite the intense political battles that candidates in both parties are waging in Iowa, there is no evidence that voters in that state are experiencing campaign fatigue. About seven-in-ten likely voters in Iowa say they find the campaign interesting, compared with 57% of likely voters in New Hampshire, 48% in South Carolina and 45% nationally.

In all three states, and among voters nationally, more Democrats than Republicans say they find the campaign interesting. In Iowa, 77% of likely participants in the Democratic caucus say the campaign is interesting, compared with 60% of those likely to attend a Republican caucus, and Republicans are twice as likely as Democrats to describe the campaign so far as "dull" (37% vs. 19%).

Voters in the early primary states also are tracking campaign news at higher rates than voters elsewhere. Four-in-ten likely voters in Iowa, and about as many in

News & Debates Have Been Helpful, Commercials Less So				
<i>How helpful to you in deciding who to vote for?</i>	<u>IA</u>	<u>NH</u>	<u>SC</u>	<u>Natl</u>
The news				
Very helpful	31	29	27	27
Somewhat helpful	54	55	54	54
Not too/Not at all	13	14	16	17
Presidential debates				
Very helpful	29	28	28	26
Somewhat helpful	43	42	41	42
Not too/Not at all	24	25	25	27
Candidates' commercials				
Very helpful	9	8	9	5
Somewhat helpful	45	39	44	24
Not too/at all helpful	43	51	41	65

Based on likely primary/caucus voters.

Campaign Interest Highest among Iowa Voters				
<i>Campaign is...</i>	<u>IA</u>	<u>NH</u>	<u>SC</u>	<u>Natl</u>
	%	%	%	%
Interesting	71	57	48	45
Dull	26	39	46	51
Neither/DK	<u>3</u>	<u>5</u>	<u>6</u>	<u>5</u>
	100	101	100	101
<i>Following campaign news...</i>				
Very closely	40	36	31	24
Fairly closely	47	48	43	50
Not closely	13	16	25	26
Don't know	<u>0</u>	<u>1</u>	<u>0</u>	<u>0</u>
	100	101	99	100

Based on likely primary/caucus voters.

Many Republican Voters Say Campaign is 'Dull'				
	<u>IA</u>	<u>NH</u>	<u>SC</u>	<u>Natl</u>
	%	%	%	%
Democrats*				
Interesting	77	62	60	49
Dull	19	33	36	46
Neither/DK	<u>4</u>	<u>5</u>	<u>5</u>	<u>4</u>
	100	100	101	99
Republicans*				
Interesting	60	50	39	40
Dull	37	45	55	56
Neither/DK	<u>3</u>	<u>5</u>	<u>7</u>	<u>4</u>
	100	100	101	100
<i>Interest gap</i>	+17	+12	+21	+9

* Based on likely voters in the Democratic and Republican primaries or caucuses.

New Hampshire, say they are paying very close attention to news about the campaign. That compares with 31% of likely voters in South Carolina, and just 24% among voters nationally. There are no significant partisan differences in attentiveness to campaign news.

However, nearly half of Iowa Democratic voters (45%) say they have attended a campaign event. That compares with 28% of likely GOP voters in Iowa. Far smaller percentages of Democrats and Republicans in New Hampshire (28% of Democrats, 20% of Republicans) say they have attended a campaign event.

Sizable minorities of likely Democratic and Republican voters in Iowa also say they have contributed money to any of the presidential candidates (18% of Democrats, 14% of Republicans). Slightly smaller numbers of likely voters in New Hampshire and South Carolina say they have donated money to the candidates. Nationally, about one-in-ten likely Republican (11%) and Democratic voters (9%) say they have given money to any of the candidates.

The Campaign Online

Aside from receiving email from the campaigns, voters are using the internet to watch video clips about candidates, visit candidates' websites, and access social networks such as Facebook and MySpace to get information about candidates or to sign up as a "friend."

Nationally, roughly three-in-ten (28%) of all likely primary voters say they have watched online video clips about the candidates or the election. Comparable percentages in Iowa and New Hampshire also report watching political video clips, though somewhat fewer likely voters in South Carolina have done so. In addition, 30% of likely voters in Iowa, and 29% in New Hampshire, say they have visited candidate websites; by comparison, fewer voters in South Carolina (16%), and nationally (17%), have accessed candidate websites.

	IA %	NH %	SC %	Natl %
Watched video clips about candidates or the election	31	29	23	28
Visited any of the candidates' websites	30	29	16	17
Visited a social network site to get candidate information or sign up as a "friend"	10	5	5	7
Any of the three	41	40	31	34
Among Democratic voters	43	41	30	35
Among Republican voters	38	39	31	34

Based on likely primary/caucus voters.

This is the first presidential campaign since the rise of social networking sites, such as Facebook and MySpace. Small proportions of the likely voters in the three states say they have visited one to these sites to learn about candidates or to sign up as a friend. Nationally, 7% of likely primary voters say they have visited one of these sites to get information on the candidates or to sign up as a friend.

There is no significant partisan gap with respect to campaign activities online. Despite describing the campaign as more “dull,” in both the primary states and nationwide Republicans are about as likely as Democrats to have viewed videos, visited candidate websites or visited social networking sites related to the campaigns.

However, there is a substantial age gap in online political activity, particularly when it comes to visiting social network sites to learn more about the campaign. Nationally, 17% of likely voters ages 18 to 34 say they have visited a social network site to learn about the campaign or sign up as a friend; no more than one-in-20 older voters go on these sites to engage in political activity. In addition, younger voters ages 18-34 are more likely than older voters to watch online video clips about the campaign.

Younger Voters Using Web				
<i>% nationwide who...</i>	18-	35-	50-	65+
Watched video clips about candidates or the election	<u>34</u>	<u>49</u>	<u>64</u>	<u>65+</u>
	%	%	%	%
Yes	42	29	29	10
No	50	63	55	39
Not online	<u>8</u>	<u>8</u>	<u>16</u>	<u>51</u>
	100	100	100	100
Visited any of the candidates' websites				
Yes	28	21	14	5
No	63	71	70	44
Not online	<u>9</u>	<u>8</u>	<u>16</u>	<u>51</u>
	100	100	100	100
Visited a social network site to get candidate information or sign up as a "friend"				
Yes	17	4	4	2
No	75	87	80	47
Not online	<u>8</u>	<u>9</u>	<u>16</u>	<u>51</u>
	100	100	100	100

Based on likely primary voters nationwide.

More Democrats Attending Events

Likely Democratic primary voters in Iowa and New Hampshire are considerably more likely to have attended a campaign event this year than at a comparable point four years ago. In late 2003, 34% of likely participants in the Iowa Democratic caucuses had attended a campaign event, compared with 45% this year. And among likely Democratic voters in New Hampshire, the percent attending an event has risen from 18% to 28%. Trends are not available for Republicans because there was no GOP nomination contest in 2004.

The internet, too, is playing a greater role this year than at a comparable point in the 2004 campaign. In Iowa, New Hampshire and South Carolina, the share of Democratic voters who have visited any of the candidate's websites is up. And in all three states as well as nationwide more Democratic voters are receiving campaign-related email.

Democratic Engagement Up Compared with Four Years Ago			
Attended a campaign event	2003	2007	Change
	%	%	
Iowa	34	45	+11
New Hampshire	18	28	+10
South Carolina	9	13	+4
National	--	6	--
Visited any candidate websites			
Iowa	22	29	+7
New Hampshire	20	29	+9
South Carolina	7	14	+7
National	--	16	--
Received campaign email*			
Iowa	27	33	+6
New Hampshire	22	30	+8
South Carolina	8	17	+9
National	10	19	+9

* The 2003 survey asked about sending OR receiving campaign related email. The 2007 survey asked only about receiving email. Based on likely Democratic voters.

Campaign Calls: A Closer Look

While virtually all Iowa and New Hampshire voters have received phone calls about the campaign or the candidates this year, for many Republicans these calls have been only in the impersonal form of a pre-recorded call.

Among likely Republican caucus-goers in Iowa, 83% have received either a personal call or a robo-call; a relatively large minority (37%) has *only* gotten pre-recorded campaign calls, while 43% have received both types of calls. While the overall outreach to likely Democratic caucus-goers has been about the same (86% have received one or more calls), just 21% of Democratic voters have only received robo-calls, while 61% have received both kinds of calls. The pattern is similar in New Hampshire, where more than three-quarters of both Democrats and Republicans have received one or more calls, but a greater share of Republicans (32%) than Democrats (23%) have received *only* automated calls.

Phone Saturation?				
	IA	NH	SC	Natl
	%	%	%	%
2007 Democrats				
Any calls	86	79	41	28
Both kinds	61	44	13	5
Pre-recorded only	21	23	23	17
Person only	4	12	5	6
Neither	<u>14</u>	<u>21</u>	<u>59</u>	<u>72</u>
	100	100	100	100
2007 Republicans				
Any calls	83	77	50	28
Both kinds	43	38	13	3
Pre-recorded only	37	32	30	22
Person only	3	7	7	3
Neither	<u>17</u>	<u>23</u>	<u>50</u>	<u>72</u>
	100	100	100	100
2003 Democrats				
<i>Been called by a campaign?*</i>				
Yes	74	55	16	18
No/DK	<u>26</u>	<u>45</u>	<u>84</u>	<u>82</u>
	100	100	100	100

Based on likely primary/caucus voters.
 * In 2003 question asked of likely Democratic voters only, and did not distinguish between personal and recorded calls.

In Iowa, telephone contacts were quite widespread already in 2003, but there is a notable increase in the rate of phone calls in New Hampshire. In late 2003 just 55% of likely Democratic voters had been called on the phone by a campaign (the 2003 survey did not distinguish between pre-recorded and live calls). Today, 79% of likely Democratic voters in New Hampshire have received either personal or pre-recorded calls. While less widespread, the upward trend in calling is apparent in South Carolina as well.

More Polling in Early States, Too

Just 7% of all likely voters nationwide say they have participated in other polls about the presidential campaign this year. However, substantial minorities of likely voters in both Iowa and New Hampshire report that they participated in other campaign surveys this year.

About three-in-ten likely caucus-goers in Iowa (32%), and nearly as many likely primary voters in New Hampshire (28%), say they have been polled about the campaign this year (not including this survey). At this stage, political polling has been less intensive in South Carolina; just 8% of the likely voters in that state say they participated in other polls.

ABOUT THE SURVEYS

Results for the national survey are based on telephone interviews conducted under the direction of Schulman, Ronca, & Bucuvalas, Inc. among a nationwide sample of 1,399 adults, 18 years of age or older, from November 20-26, 2007. For results based on the total sample, one can say with 95% confidence that the error attributable to sampling is plus or minus 3 percentage points. For results based on likely Democratic or Republican primary voters (N=915), the error attributable to sampling is plus or minus 3.5 percentage points.

Results for the state surveys are based on telephone interviews with a sample of 5,462 adults living in Iowa, New Hampshire, and South Carolina, conducted by Princeton Data Source, LLC under the direction of Princeton Survey Research International, from November 7-25, 2007.

The Iowa survey interviewed a total of 2,111 registered voters, including 724 who say they will definitely or probably attend either the Democratic or Republican caucuses. The margin of error for these likely caucus voters is +-4%.

The New Hampshire survey interviewed a total of 1,300 registered voters, including 1,040 who plan to vote in either the Democratic or Republican primaries. The margin of error for these likely primary voters is +-3.5%.

The South Carolina survey interviewed a total of 1,200 registered voters, including 841 who plan to vote in either the Democratic or Republican primaries. The margin of error for these likely primary voters is +-4%.

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

ABOUT THE CENTER

The Pew Research Center for the People & the Press is an independent opinion research group that studies attitudes toward the press, politics and public policy issues. We are sponsored by The Pew Charitable Trusts and are one of eight projects that make up the Pew Research Center, a nonpartisan "fact tank" that provides information on the issues, attitudes and trends shaping America and the world.

The Center's purpose is to serve as a forum for ideas on the media and public policy through public opinion research. In this role it serves as an important information resource for political leaders, journalists, scholars, and public interest organizations. All of our current survey results are made available free of charge.

All of the Center's research and reports are collaborative products based on the input and analysis of the entire Center staff consisting of:

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**PEW RESEARCH CENTER FOR THE PEOPLE AND THE PRESS
 IN ASSOCIATION WITH THE ASSOCIATED PRESS
 NOVEMBER 2007 PRIMARY STATES POLL
 FINAL LIKELY VOTER TOPLINE
 IA, NH, SC: November 7-25, 2007
 National: November 20-27**

- Due to rounding, percentages may not total 100%. The topline “total” columns always show 100%, however, because they are based on unrounded numbers.
- When the number of respondents in a category is less than one half of one percent (<0.5), the figure is rounded to zero (0%).
- Q.1 and Q.4 through Q.45 previously released.

	N (likely voters)
Natl.	915
IA	724
NH	1040
SC	841

Q.2 How much thought, if any, have you given to candidates who may be running for president in 2008? [READ]

	Natl.	IA	NH	SC
A lot	45	61	57	48
Some	35	30	31	31
Not much	13	4	7	11
None at all	7	4	3	9
DK/Refused	1	0	1	1
Total	100	100	100	100

Q.3 How closely have you been following news about candidates for the 2008 presidential election ... very closely, fairly closely, not too closely, or not at all closely?

	Natl.	IA	NH	SC
Very closely	24	40	36	31
Fairly closely	50	47	48	43
Not too closely	21	11	13	20
Not at all closely	5	2	3	5
DK/Refused	0	0	1	0
Total	100	100	100	100

Thinking about the campaigns again...

Q.46 How would you describe the presidential election campaign so far - is it interesting to you, or would you say it is dull?

	Natl.	IA	NH	SC
Interesting	45	71	57	48
Dull	51	26	39	46
Neither (VOL.)	3	2	3	4
DK/Refused	2	1	2	2
Total	100	100	100	100

Q.47 So far in the primary campaign, have you... (INSERT IN ORDER; ASKED OF FORM 1 ONLY IN NATIONAL SURVEY)

a. Received MAIL about one or more of the candidates

	Natl.	IA	NH	SC
Yes	28	80	83	43
No	69	20	16	56
DK/Refused	3	1	1	1
Total	100	100	100	100

b. Received EMAIL about one or more of the candidates

	Natl.	IA	NH	SC
Yes	17	34	28	18
No	81	65	71	80
DK/Refused	3	1	1	2
Total	100	100	100	100

c. Been VISITED AT HOME by someone talking about the campaign

	Natl.	IA	NH	SC
Yes	2	24	23	4
No	98	76	76	96
DK/Refused	0	0	0	0
Total	100	100	100	100

d. Received PRE-RECORDED telephone calls about the campaign

	Natl.	IA	NH	SC
Yes	24	81	68	40
No	75	19	31	60
DK/Refused	2	1	1	1
Total	100	100	100	100

e. Received a phone call from a LIVE PERSON about the campaign

	Natl.	IA	NH	SC
Yes	9	58	52	19
No	90	41	47	80
DK/Refused	1	1	1	1
Total	100	100	100	100

f. Contributed money to any of the presidential candidates

	Natl.	IA	NH	SC
Yes	10	17	11	8
No	90	83	89	91
DK/Refused	0	0	0	1
Total	100	100	100	100

g. Attended a campaign event

	Natl.	IA	NH	SC
Yes	4	39	24	11
No	95	61	75	89
DK/Refused	0	0	0	0
Total	100	100	100	100

IF RECEIVED PRE-RECORDED CALLS (1 IN Q.47d), ASK:

Q.48 When you receive pre-recorded telephone calls about the campaign, do you usually listen to them or usually hang up?

	Natl.	IA	NH	SC
Listen	32	43	28	41
Hang up	65	54	67	52
DK/Refused	4	3	5	7
Total	100	100	100	100

1. Based on respondents who have received pre-recorded calls. National N=122; Iowa N=612; New Hampshire N=742; South Carolina N=368. For results based on total respondents, see table in the report.

IF 'HANG UP' (2 IN Q.48), ASK:

Q.49 Would you say these pre-recorded calls make you angry, or are they just a minor annoyance?¹

	Natl.	IA	NH	SC
Makes me angry	24	11	20	10
Minor annoyance	76	87	79	90
DK/Refused	0	1	1	0
Total	100	100	100	100

1. Based on respondents who have received pre-recorded calls and who say they usually hang up. National N=80; Iowa N=337; New Hampshire N=510; South Carolina N=207. For results based on total respondents, see table in the report.

IF RECEIVED LIVE CALLS (1 IN Q.47e), ASK:

Q.50 When you receive telephone calls from a LIVE PERSON about the campaign, do you usually listen to them or usually hang up?¹

	Natl.	IA	NH	SC
Listen	52	86	76	75
Hang up	37	10	19	19
DK/Refused	11	4	6	6
Total	100	100	100	100

1. Based on respondents who have received live calls. National N=51; Iowa N=449; New Hampshire N=593; South Carolina N=169. For results based on total respondents, see table in the report.

Q.51 Do you go online to use the Internet, at least occasionally?

	Natl.	IA	NH	SC
Yes	78	79	78	71
No	21	21	22	29
DK/Refused	0	0	0	0
Total	100	100	100	100

Q.52 Do you send or receive email, at least occasionally?

	Natl.	IA	NH	SC
Yes	77	75	77	65
No	23	24	23	35
DK/Refused	0	1	0	0
Total	100	100	100	100

IF INTERNET USER (Q51=1 OR Q52=1) ASK:

Q.53 So far in the primary campaign, have you...

a. Visited any of the candidates' websites

	Natl.	IA	NH	SC
Yes	17	30	29	16
No	63	52	51	58
DK/Refused	0	0	0	0
Doesn't go online	19	19	20	27
Total	100	100	100	100

1. Based on total. "Doesn't go online" defined as No/DK in both Q.51 and Q.52.

b. Watched video clips about the candidates or the election that are available online¹

	Natl.	IA	NH	SC
Yes	28	31	29	23
No	53	51	51	50
DK/Refused	0	0	0	0
Doesn't go online	19	19	20	27
Total	100	100	100	100

1. Based on total. "Doesn't go online" defined as No/DK in both Q.51 and Q.52.

c. Visited a social network site like Facebook or MySpace to get information about a candidate or signed up as a "friend" for a candidate or group

	Natl.	IA	NH	SC
Yes	7	10	5	5
No	74	72	75	68
DK/Refused	0	0	0	0
Doesn't go online	19	19	20	27
Total	100	100	100	100

1. Based on total. "Doesn't go online" defined as No/DK in both Q.51 and Q.52.

Q.54 We are interested in different ways people learn about presidential candidates. For each item I read please tell me how helpful it has been to you so far in deciding which candidate to vote for? First, [INSERT ITEM; RANDOMIZE]. Has that been very helpful, somewhat helpful, not too helpful, or not at all helpful to you in deciding which candidate to vote for? How about [NEXT ITEM] [ASKED OF FORM 2 ONLY IN NATIONAL SURVEY]? a. The candidates' commercials

	Natl.	IA	NH	SC
Very helpful	5	9	8	9
Somewhat helpful	24	45	39	44
Not too helpful	30	26	24	19
Not at all helpful	35	17	27	22
DK/Refused	7	3	2	5
Total	100	100	100	100

b. The presidential debates

	Natl.	IA	NH	SC
Very helpful	26	29	28	28
Somewhat helpful	42	43	42	41
Not too helpful	14	14	10	11
Not at all helpful	13	10	15	14
DK/Refused	5	4	4	6
Total	100	100	100	100

c. What you have seen or read in the news

	Natl.	IA	NH	SC
Very helpful	27	31	29	27
Somewhat helpful	54	54	55	54
Not too helpful	10	9	9	9
Not at all helpful	7	4	5	7
DK/Refused	1	2	1	3
Total	100	100	100	100

Q.55 Not including this one, have you participated in any other polls about the presidential campaigns this year or not? IF YES (1 IN Q.55), ASK: Q.56 How many times have you been polled?

	Natl.	IA	NH	SC
Yes, once	3	10	9	4
Yes, twice	2	10	10	2
Yes, three times or more	2	12	9	2
No	93	67	71	92
DK/Refused	0	1	0	0
Total	100	100	100	100