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FOR FURTHER INFORMATION:
 Andrew Kohut, Director
 Kim Parker, Senior Researcher

Top Events of Campaign 2008

ELECTION WEEKEND NEWS INTEREST HITS 20-YEAR HIGH

As the long presidential campaign wound down last week, the public remained highly engaged. Fully 60% of registered voters said they were following campaign news very closely, while 28% said they were following fairly closely. That is the highest level of voter interest just before a presidential election since the Pew Research Center began tracking campaign news interest in 1988.

The final Pew Research Center

Weekly News Interest Index of the campaign finds that the public continued to hear a great deal about Joe the Plumber, the Ohio man who became nationally known after he confronted Barack Obama about his tax proposal. More than half of Americans (55%) say they heard a lot about 'Joe' campaigning with John McCain. Among other events last week, stories about long lines at early voting sites also registered widely (54% heard a lot).

A review of more than 75 campaign events since late 2007 shows that the top stories include a mix of historic moments, political gaffes, and the emergence of Joe the Plumber (Ohio plumber Joe Wurzelbacher), perhaps the year's most unlikely political celebrity. The top event occurred in June, when Obama locked up the Democratic nomination. Nearly three-quarters of the public (73%) said they heard a lot about that event.

In Waning Days of Campaign, Public Interest Remained High					
Based on Registered Voters					
<i>Election weekend:</i>	<i>Following campaign news...</i>				
	<u>Very closely</u> %	<u>Fairly closely</u> %	<u>Not too closely</u> %	<u>Not at all closely</u> %	<u>Don't know</u> %
2008	60	28	9	3	0=100
2004	52	36	8	4	*=100
2000	39	44	12	5	*=100
1996	34	45	15	6	*=100
1992	55	36	7	2	*=100
1988*	43	44	11	2	*=100

* 1988 figures based on a survey conducted Oct. 23-26.

On a very different note, nearly as many Americans (69%) heard a lot about the pregnancy of Sarah Palin’s unwed teenage daughter, which was announced shortly after McCain named his vice-presidential running mate. A few weeks later, as Congress considered legislation to address the worsening financial crisis, 65% of the public heard about McCain’s decision to suspend his campaign and his call to postpone the first presidential debate.

	<i>How much have you heard...</i>			
	<u>lot</u> %	<u>little</u> %	<u>at all</u> %	<u>DK</u> %
Obama securing Dem nomination (6/9/08)	73	20	7	*=100
Palin’s pregnant teenage daughter (9/8/08)	69	21	9	1=100
McCain suspending campaign (9/29/08)	65	21	14	*=100
Joe the plumber mentioned in debate (10/20/08)	64	25	11	*=100
Obama’s trip to Mideast and Europe (7/28/08)	62	28	10	*=100
Rev. Wright’s recent speeches (5/5/08)	62	22	15	1=100
Obama picks Biden for VP (8/25/08)	58	35	7	*=100
Palin’s appearance on SNL (10/27/08)	56	30	14	*=100
McCain picks Palin for VP (8/31/08)	56	30	13	1=100
Clinton suspending campaign (6/9/08)	55	32	12	1=100
Obama’s delegate majority (5/25/08)	55	31	14	*=100
Joe the plumber campaigns with McCain (11/3/08)	55	29	14	2=100
Obama’s lipstick on a pig comment (9/15/08)	55	25	19	1=100
Obama race & politics speech (3/24/08)	54	31	15	*=100
Long lines at early voting sites (11/3/08)	54	28	18	*=100
Obama’s “bitter” statement (4/21/08)	52	26	21	1=100
Clinton pressed to drop out (5/12/08)	52	33	15	*=100
\$150,000 worth of clothes for Palin (10/27/08)	52	27	20	1=100
Rev. Wright videos (3/24/08)	51	28	21	*=100
Obama’s connection to William Ayers (10/13/08)	50	35	15	*=100
Colin Powell endorsing Obama (10/27/08)	49	39	12	*=100
Obama’s connection to ACORN (10/20/08)	48	34	18	*=100
McCain and female lobbyist (2/25/08)	48	33	19	*=100
Jesse Jackson comment/gesture (7/14/08)	48	29	22	1=100
Obama’s 30 minute commercial (11/3/08)	47	29	24	*=100

A full list of campaign events is included as an appendix to this report.

The fourth most heard about event of the campaign was McCain’s introduction of Joe the Plumber at the third debate. Nearly two-thirds of the public (64%) heard a lot about Joe the Plumber that week.

Overall, events involving Obama dominate the list. Fully 13 of the top 25 campaign events involve the Democrat’s campaign, while eight involve McCain’s. And of those eight, four center more on Palin than McCain himself.

Obama’s July trip to the Middle East and Europe was widely heard about – 62% heard a lot about the trip and another 28% heard a little about it. In May, an equal percentage said they had heard a lot about the speeches and statements made by Obama’s former pastor, Rev. Jeremiah Wright. More than half of the public (54%) heard a lot about Obama’s March speech on race and politics made in response to the initial Wright controversy.

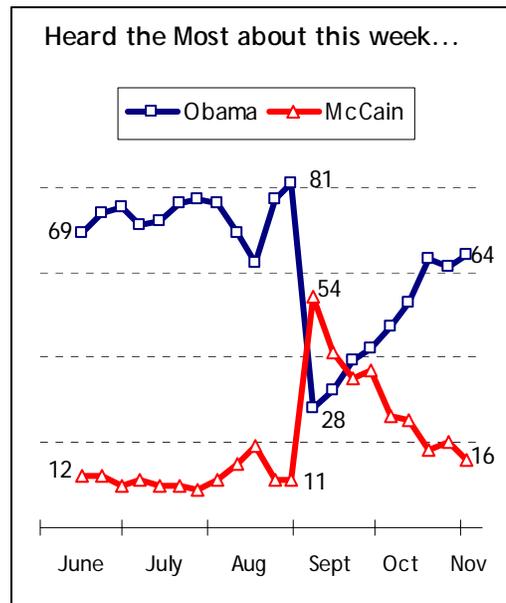
In addition, a few Obama gaffes or controversies made the list of top campaign events. Some 55% heard a lot about Obama’s comment -- aimed at McCain proposals -- about putting “lipstick on a pig,” and 52% heard a lot about his talk of the bitterness of small town Americans. Half of the public heard a lot about Obama’s association with William Ayers, while 48% heard a lot about connections to ACORN and its voter registration efforts.

A majority of Americans (56%) heard a lot about Palin’s appearance on “Saturday Night Live.” In fact, just as many heard a lot about her SNL appearance as heard about her selection for the GOP ticket. And last month, more than half (52%) heard a lot about the Republican National Committee spending about \$150,000 on new clothes for Palin.

While many of the top campaign events registered widely with both Republicans and Democrats, certain events may have had more resonance depending on party affiliation. Republicans were much more likely than Democrats to have heard a lot about McCain selecting Palin as his running mate. Republicans also heard more about Obama’s overseas trip and his ties to ACORN. Democrats, meanwhile, were more likely to have heard a lot about the long lines for early voting, Obama’s 30-minute political ad and Palin’s SNL appearance.

Obama Most Visible Candidate throughout Most of Campaign

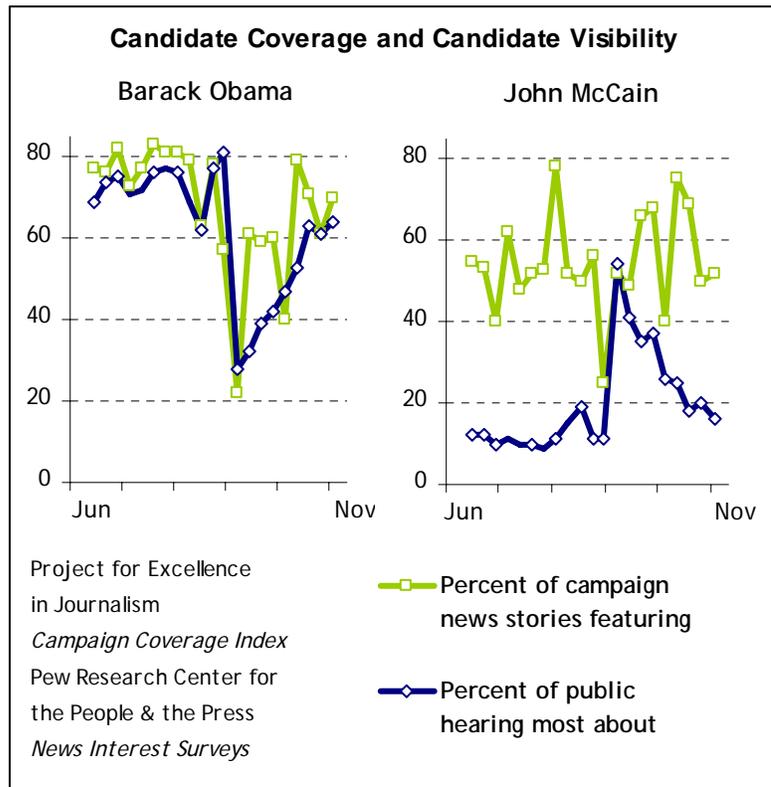
Throughout the general election campaign, Pew’s Weekly News Interest Index asked Americans which candidate they had been hearing the most about in the news in the last week or so. Obama dominated McCain by a roughly seven-to-one margin through most of the summer. McCain was the more visible on only two occasions: the week of the Republican convention and the week immediately following. From that point on, Obama gradually rebuilt his lead. Last week, 64% of the public said Obama was the candidate they had been hearing the most about in the news; only 16% named McCain.



While Americans consistently said they were hearing more about Obama than McCain, news coverage of the candidates was more balanced. Early in the summer, the media devoted significantly more coverage to Obama than to McCain, according to Pew’s Project for Excellence in Journalism (PEJ). By late August, though, the two candidates were receiving roughly the same amount of national news coverage.

Public perceptions of Obama’s visibility tracked closely with media coverage of his campaign. For McCain, even in the post convention period when his coverage was comparable to coverage of Obama, public perceptions of his visibility were considerably lower.

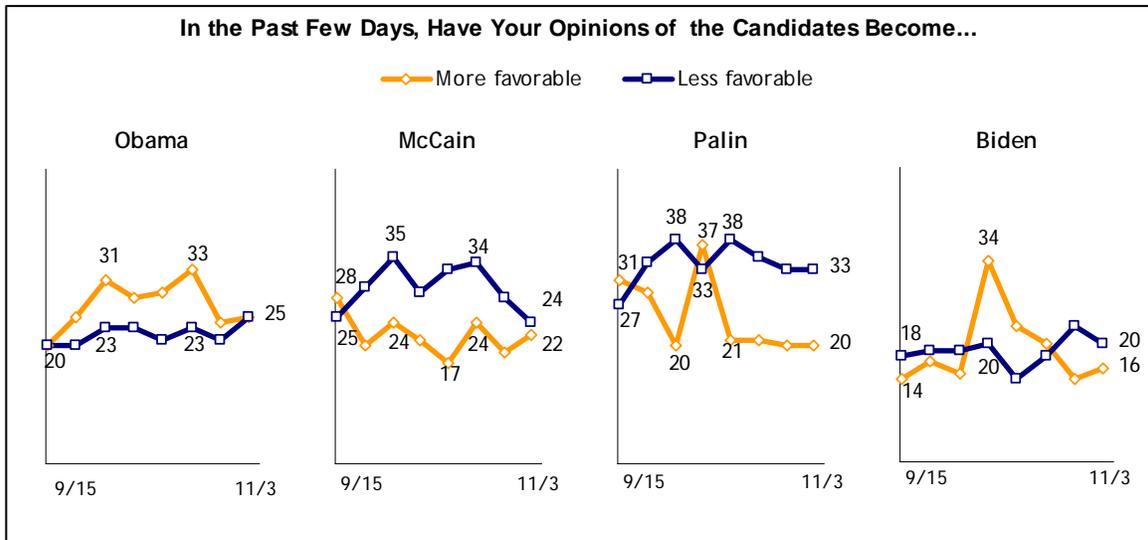
With polls showing Obama running strongly in the last days of the campaign, the Democrat dominated in both coverage and visibility. According to Pew’s PEJ, Obama was featured prominently in 70% of campaign stories; McCain was featured in 52%.



Shifting Images of the Candidates

The Weekly News Interest Index asked respondents each week whether their opinions of the candidates had become more or less favorable in recent days. During the last six weeks of the campaign, changing views of Obama were, on balance, more positive than negative. In interviews conducted Oct. 31-Nov. 3, Obama broke even – 25% of the public said their opinion of the Democratic nominee had become more favorable in recent days and an equal percentage said their view of him had become less favorable.

McCain’s image, meanwhile, worsened in recent weeks. From mid-September through the end of October, shifting views of McCain were more often negative than positive. In the most recent poll, 22% said their view of McCain has become more favorable in recent days, while 24% said their opinion of him had become less favorable.



Since her introduction in late August, views of Sarah Palin were among the most fluid. Majorities of the public consistently said that their opinion of her had changed in recent days. In most cases, the changing views were largely unfavorable. The big exception was the week of the vice presidential debate. In interviews conducted after the debate, 37% said their opinion of Palin had become more favorable in recent days, while 33% said their opinion had become less favorable.

Views of Joe Biden were more stable. For the most part, solid majorities reported weekly that their opinion of the Delaware senator had not changed in recent days. As with Palin, the week after the vice presidential debate was the only exception. Following the debate, 34% said their opinion of Biden had become more favorable, while 20% said it had become less favorable.

McCain Ads Seen as More Negative than Obama's

In the final days of the contest, the public saw the campaign commercials run by McCain as significantly more negative than the ads run by Obama. Four-in-ten said they had seen McCain ads that were “mostly a negative message about Obama,” while about two-in-ten (21%) said they had seen Obama ads that were mostly negative about McCain.

Compared to mid-September, many more Americans in the most recent survey said they had seen commercials for either candidate. Fully 77%

	Sept 12-15	Oct 31-Nov 3
<i>Saw Obama commercial(s)</i>	%	%
Yes	54	77
Mostly positive on Obama	24	49
Mostly negative on McCain	25	21
Neither/DK	5	7
No haven't seen/DK	46	23
	100	100
<i>Saw McCain commercial(s)</i>		
Yes	58	71
Mostly positive on McCain	25	24
Mostly negative on Obama	27	40
Neither/DK	6	7
No haven't seen/DK	42	29
	100	100

said they had seen an Obama ad “in the past few days,” up from 54% shortly after the party conventions. And 71% said they had seen a McCain ad – up from 58% in September. The current survey was conducted shortly after Obama broadcast a widely-watched, half-hour commercial that focused on his agenda and life story.

On balance, Obama’s ads are seen as mostly presenting a positive image about the candidate (49%), rather than a negative message about McCain (21%). In September, the public was almost evenly divided about the tone of Obama’s ads, with 24% saying they had seen mostly positive ads about Obama and 25% saying they had seen ads with mostly negative messages about McCain. In the current survey, only 9% of Democrats said they had seen an Obama ad that was mostly negative about McCain, compared with 33% of Republicans and 24% of independents.

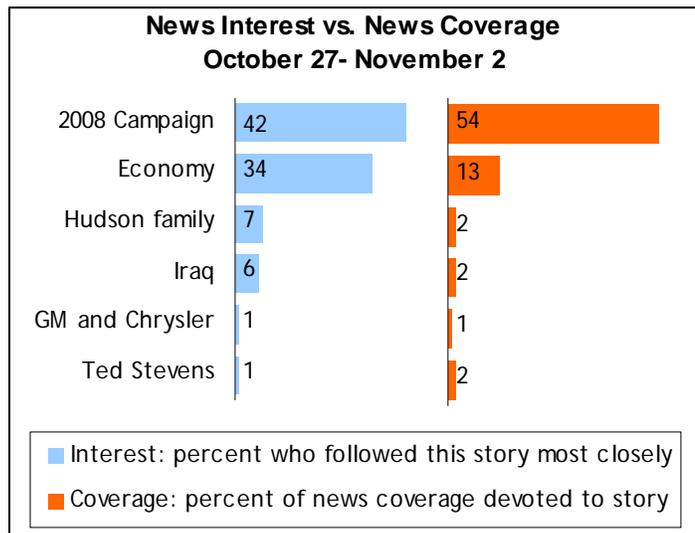
Impressions of McCain’s ads also shifted significantly since September. More now say his ads have been negative than in the earlier survey. Fully 40% said they had seen ads in the past few days that were mostly negative about Obama and about a quarter (24%) said they had seen commercials that were mostly positive about the Republican. In September, 27% said the ads were mostly negative about Obama, while 25% said they were mostly positive about McCain.

In the current survey, half of Democrats and 43% of independents said they had seen McCain ads with a mostly negative message about Obama. Only 19% of Republicans said they had seen McCain commercials with a mostly negative message about the Democrat.

These findings are based on the most recent installment of the weekly News Interest Index, an ongoing project of the Pew Research Center for the People & the Press. The index, building on the Center’s longstanding research into public attentiveness to major news stories, examines news interest as it relates to the news media’s agenda. The weekly survey is conducted in conjunction with The Project for Excellence in Journalism’s News Coverage Index, which monitors the news reported by major newspaper, television, radio and online news outlets on an ongoing basis. In the most recent week, data relating to news coverage were collected from October 27- November 2 and survey data measuring public interest in the top news stories of the week were collected October 31- November 3 from a nationally representative sample of 1,026 adults.

Many Still Closely Tracking Economic News

While news about the 2008 presidential campaign remained the public's top story for a second week in a row, the conditions of the U.S. economy continued to attract considerable public interest. For the last two weeks, a third of the public (34%) has listed the economy as their most closely followed news story. Greater than six-in-ten Americans (63%) were following the economy very closely last week and another 27% were following economic news fairly closely. According to Pew's



PEJ, news coverage of the economy accounted for 13% of the newshole, down somewhat from the previous week when it was 22% of total news.

The murder of actress Jennifer Hudson's mother, brother and nephew attracted the very close attention of 17% of the public. Fewer than one-in-ten (7%) listed news about the Hudsons as their most closely followed story of the week. As is often the case with tabloid stories, women were more interested in the story than men. Two-in-ten (22%) women followed this story very closely compared with 11% of men. The national media devoted 2% of all news to the Hudson family tragedy.

Despite very little news coverage concerning Iraq, three-in-ten Americans continue to follow the war very closely. Coverage and interest in the war have remained fairly stable this fall.

Merger talks between struggling automakers General Motors and Chrysler were followed very closely by 16% of the public last week. This story attracted less interest than news that General Motors was making major job cuts in 1992 and again when they announced job cuts in 2005.

The guilty verdict in the trial of Alaska Senator Ted Stevens attracted the very close attention of only 10% of the public. Roughly the same percentage followed Stevens' indictment in August for failing to report gifts and renovations to his home in accordance with Senate financial disclosure rules. Just 2% of the national newshole was devoted to this story.

About the News Interest Index

The *News Interest Index* is a weekly survey conducted by the Pew Research Center for the People & the Press aimed at gauging the public's interest in and reaction to major news events.

This project has been undertaken in conjunction with the Project for Excellence in Journalism's *News Coverage Index*, an ongoing content analysis of the news. The News Coverage Index catalogues the news from top news organizations across five major sectors of the media: newspapers, network television, cable television, radio and the internet. Each week (from Sunday through Friday) PEJ will compile this data to identify the top stories for the week. The News Interest Index survey will collect data from Friday through Monday to gauge public interest in the most covered stories of the week.

Results for the weekly surveys are based on telephone interviews among a nationwide sample of approximately 1,000 adults, 18 years of age or older, conducted under the direction of ORC (Opinion Research Corporation). For results based on the total sample, one can say with 95% confidence that the error attributable to sampling is plus or minus 3.5 percentage points.

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, and that results based on subgroups will have larger margins of error.

For more information about the Project for Excellence in Journalism's News Coverage Index, go to www.journalism.org.

About the Pew Research Center for the People & the Press

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 seven 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:

Andrew Kohut, Director
Scott Keeter, Director of Survey Research
Carroll Doherty and Michael Dimock, Associate Directors
Kim Parker, Senior Researcher
Michael Remez, Senior Writer
Juliana Menasce Horowitz, Robert Suls, Shawn Neidorf, Leah Christian and Jocelyn Kiley, Research Associates
Kathleen Holzwart and Alec Tyson, Research Analysts

Events of the 2008 Campaign

	<i>How much have you heard...</i>			
	A <u>lot</u> %	A <u>little</u> %	Nothing <u>at all</u> %	DK <u>DK</u> %
Obama securing Dem nomination (6/9/08)	73	20	7	*=100
Palin's pregnant teenage daughter (9/8/08)	69	21	9	1=100
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Rev. Wright videos (3/24/08)	51	28	21	*=100
Obama's connection to William Ayers (10/13/08)	50	35	15	*=100
Latest presidential polls (10/6/08)	50	39	11	*=100
Colin Powell endorsing Obama (10/27/08)	49	39	12	*=100
Obama's connection to ACORN (10/20/08)	48	34	18	*=100
McCain and female lobbyist (2/25/08)	48	33	19	*=100
Jesse Jackson comment/gesture (7/14/08)	48	29	22	1=100
Obama's 30 minute commercial (11/3/08)	47	29	24	*=100
Will Clinton supporters vote for Obama (8/31/08)	44	38	16	2=100
Obama/Clinton campaign together (6/30/08)	43	41	16	*=100
Biden saying Obama will be tested (10/27/08)	43	35	21	1=100
Muslim rumors about Obama (10/20/08)	42	45	13	*=100
Obama raising over \$150 million in Sept (10/27/08)	42	39	18	1=100
Dem debate before PA primary (4/21/08)	42	37	21	*=100
SNL skits with Tina Fey playing Palin (10/6/08)	42	30	27	1=100
Palin's interview with Katie Couric (10/6/08)	41	37	22	*=100
New Yorker cover of Obamas (7/21/08)	41	26	33	*=100
McCain's drilling proposal (6/23/08)	40	42	18	*=100
Obama's decision on public funds (6/23/08)	40	37	23	*=100
Ferraro's comments (3/17/08)	40	35	24	1=100
Obama plagiarism charges (2/25/08)	39	35	26	*=100
Clinton's Bosnia claims (3/31/08)	39	29	32	*=100
McCain's mortgage proposal (10/13/08)	38	49	13	*=100
Rumors Obama is a Muslim (3/10/08)	38	41	19	2=100
McCain's multiple homes (8/25/08)	38	26	35	1=100
Clinton 3:00 am ad (3/10/08)	38	24	37	1=100
Possible Clinton/Obama ticket (3/17/08)	37	46	17	*=100
Fla. and Mich. delegate decision (6/2/08)	36	41	22	1=100
Bush endorsement of McCain (3/10/08)	36	39	24	1=100
Proposal to suspend gas tax (5/5/08)	36	41	22	1=100
Palin's experience as Alaska governor (9/8/08)	35	48	17	*=100
Priest criticizes Clinton (6/2/08)	35	32	33	*=100
Palin's interview with ABC's Gibson (9/15/08)	35	32	32	1=100
Michelle Obama 'proud' of U.S. (2/25/08)	35	25	39	1=100

Events of the 2008 Campaign
(CONTINUED)

	<i>How much have you heard...</i>			
	A <u>lot</u>	A <u>little</u>	Nothing <u>at all</u>	DK
Fla. and Mich. primary question (3/17/08)	34	43	22	1=100
Obama's trip Mideast and Europe (7/21/08)	34	42	24	*=100
McCain pulling out of Michigan (10/6/08)	34	34	32	*=100
Edwards endorsement of Obama (5/19/08)	33	46	21	*=100
Questions about McCain's vetting of Palin (9/8/08)	33	43	23	1=100
Hillary Clinton mentioning RFK (6/2/08)	32	35	33	*=100
Palin's interview with Katie Couric (9/29/08)	31	37	32	*=100
Rev. Wright videos (3/17/08)	31	36	33	*=100
Romney's speech on faith (12/10/07)	31	31	37	1=100
McCain's drilling proposal (7/28/08)	30	49	21	*=100
Palin and troopergate (9/8/08)	30	41	28	1=100
Bush's "appeasement" speech (5/19/08)	29	36	34	1=100
Obama aide calls Clinton "monster" (3/10/08)	29	34	36	1=100
Michelle Obama on "The View" (6/23/08)	29	31	40	*=100
Richardson endorsing Obama (3/31/08)	28	39	33	*=100
McCain on redeployments from Iraq (6/16/08)	28	33	38	1=100
Phil Gramm calls U.S. nation of whiners (7/14/08)	28	31	40	1=100
Palin's visit to NYC (9/29/08)	26	43	30	1=100
State Dept passport breach (3/31/08)	26	40	34	*=100
Obama's VP vetter resigns (6/16/08)	24	37	39	*=100
McCain's Letterman Show appearance (10/20/08)	23	41	35	1=100
McCain's Iraq & Middle East trip (3/24/08)	22	49	28	1=100
McCain rejects ministers (5/25/08)	22	38	39	1=100
Bill Clinton campaigns for Obama in Fla. (11/3/08)	21	52	26	1=100
Obama's connections to Rezko (3/10/08)	20	35	44	1=100
Chelsea's role in Clinton campaign (4/21/08)	19	56	24	1=100
Clinton tax returns (3/10/08)	19	33	47	1=100
McCain's medical records (5/25/08)	18	39	43	*=100
McCain advisor on impact of terror attack (6/30/08)	18	29	52	1=100
McCain's speech on Iraq (5/19/08)	17	45	37	1=100
McCain Iran/al Qaeda error (3/24/08)	17	39	43	1=100
Obama family TV interview (7/14/08)	17	36	46	1=100
Oprah supporting Obama (9/17/07)	16	46	38	*=100
"The View" host campaigns with Palin (11/3/08)	14	36	49	1=100
Limbaugh's "Operation Chaos" (5/12/08)	14	28	58	*=100
McCain addresses NAACP (7/21/08)	13	40	47	*=100
Nicholson ad for Clinton (3/10/08)	9	27	63	1=100

PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
OCTOBER 31-NOVEMBER 3, 2008 NEWS INTEREST INDEX OMNIBUS SURVEY
TOPLINE
N=1,026

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]

	<u>Barack Obama</u>	<u>John McCain</u>	<u>Sarah Palin¹</u>	<u>Other²</u>	<u>Don't know/ Refused</u>
Oct. 31-Nov. 3, 2008	64	16	2	3	15=100
October 24-27, 2008	61	20	3	4	12=100
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, ROTATE]. 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]

	More <u>Favorable</u>	Less <u>Favorable</u>	Opinion has <u>Not changed</u>	Don't <u>know</u>
a. Barack Obama	25	25	49	1=100
October 24-27, 2008	24	21	52	3=100
October 17-20, 2008	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	22	24	52	2=100
October 24-27, 2008	19	28	50	3=100
October 17-20, 2008	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

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 changed</u>	Don't <u>know</u>
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
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				
October 24-27, 2008	16	20	60	4=100
October 17-20, 2008	14	23	57	6=100
October 10-13, 2008	20	18	57	5=100
October 3-6, 2008	23	14	56	7=100
September 26-29, 2008	34	20	42	4=100
September 19-22, 2008	15	19	60	6=100
September 12-15, 2008	17	19	55	9=100
September 5-8, 2008	14	18	58	10=100
d. Sarah Palin				
October 24-27, 2008	20	33	43	4=100
October 17-20, 2008	20	33	43	4=100
October 10-13, 2008	21	35	40	4=100
October 3-6, 2008	21	38	37	4=100
September 26-29, 2008	37	33	27	3=100
September 19-22, 2008	20	38	38	4=100
September 12-15, 2008	29	34	33	4=100
September 5-8, 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 [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. The possible merger of automakers General Motors and Chrysler	16	28	24	31	1=100
TREND FOR COMPARISON:⁴					
May 18-21, 2007: <i>DaimlerChrysler sells Chrysler</i>	8	20	25	46	1=100

⁴ May 18-21, 2007 asked about: "DaimlerChrysler's decision to sell Chrysler to a private equity firm." January, 1992 and December, 2005 asked about: "The major job cuts announced by General Motors." June, 1998 asked about: "The merger of the Chrysler Corporation and Daimler Benz." September 28-October 1, 2007 asked about "An agreement between General Motors and the United Auto Workers union that ended a two-day strike over wages and job security."

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>
September 28-October 1, 2007: Agreement between GM and UAW ending strike	14	28	28	30	*=100
December, 2005: <i>General Motors job cuts</i>	22	30	26	21	1=100
June, 1998: <i>Chrysler/Daimler Benz merger</i>	12	22	27	38	1=100
January, 1992: <i>General Motors job cuts</i>	35	38	18	9	*=100
b. Reports about the condition of the U.S. economy	63	27	6	4	*=100
October 24-27, 2008	52	35	7	5	1=100
October 17-20, 2008	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
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

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>
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
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. The murder of actress Jennifer Hudson's mother, brother and nephew	17	30	31	22	*=100
d. The current situation and events in Iraq	30	35	22	12	1=100
October 24-27, 2008	29	35	25	11	*=100
October 10-13, 2008	23	34	30	13	*=100
October 3-6, 2008	29	33	28	10	*=100
September 5-8, 2008	24	37	26	13	*=100
August 29-31, 2008	22	32	29	16	1=100
August 22-25, 2008	26	31	27	15	1=100
August 1-4, 2008	27	40	23	10	*=100
July 25-28, 2008	28	33	22	17	*=100
July 18-21, 2008	33	35	20	12	*=100
July 11-14, 2008	24	35	24	16	1=100
July 3-7, 2008	25	35	25	15	*=100
June 20-23, 2008	25	36	24	15	*=100
May 9-12, 2008	29	35	21	14	1=100
May 2-5, 2008	26	35	25	13	1=100
April 25-28, 2008	29	35	23	12	1=100
April 18-21, 2008	29	39	20	11	1=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>
April 11-14, 2008	25	39	20	15	1=100
April 4-7, 2008	25	37	23	15	*=100
March 28-31, 2008	29	40	19	11	1=100
March 20-24, 2008	30	38	19	13	*=100
March 14-17, 2008	29	38	23	10	*=100
March 7-10, 2008	28	39	18	15	*=100
February 29-March 3, 2008	28	40	19	13	*=100
February 8-11, 2008	24	35	25	16	*=100
February 1-4, 2008	28	39	22	11	*=100
January 25-28, 2008	23	35	26	16	*=100
January 18-21, 2008	31	33	20	15	1=100
January 11-14, 2008	25	38	21	16	*=100
January 4-7, 2008	27	38	20	15	*=100
December 14-17, 2007	26	32	24	18	*=100
December 7-10, 2007	28	37	21	14	*=100
November 23-26, 2007	25	37	21	16	1=100
November 16-19, 2007	31	37	19	12	1=100
November 9-12, 2007	29	38	19	13	1=100
November 2-5, 2007	31	35	18	15	1=100
October 26-29, 2007	28	37	21	13	1=100
October 19-22, 2007	28	37	20	15	*=100
October 12-15, 2007	26	36	18	19	1=100
October 5-8, 2007	29	33	22	16	*=100
September 28 – October 1, 2007	30	41	18	11	*=100
September 21-24, 2007	32	38	17	13	*=100
September 14-17, 2007	31	36	18	15	0=100
September 7-10, 2007	32	34	20	14	*=100
August 30 – September 2, 2007	31	34	18	16	1=100
August 24-27, 2007	34	36	18	12	*=100
August 17-20, 2007	33	34	18	15	*=100
August 10-13, 2007	36	37	14	13	*=100
August 3-6, 2007	29	40	19	12	*=100
July 27-30, 2007	28	36	19	16	1=100
July 20-23, 2007	28	34	21	16	1=100
July 13-16, 2007	25	41	17	16	1=100
July 6-9, 2007	36	34	18	12	*=100
June 29-July 2, 2007	32	35	19	13	1=100
June 22-25, 2007	30	36	18	15	1=100
June 15-18, 2007	30	37	20	13	*=100
June 8-11, 2007	32	38	15	14	1=100
June 1-4, 2007	30	36	20	13	1=100
May 24-27, 2007	33	36	18	12	1=100
May 18-21, 2007	36	34	15	14	1=100
May 11-14, 2007	30	34	18	17	1=100
May 4-7, 2007	38	37	15	10	*=100
April 27-30, 2007	27	35	21	16	1=100
April 20-23, 2007	28	35	22	15	*=100
April 12-16, 2007	34	33	20	13	*=100
April 5-9, 2007	33	39	16	11	1=100
March 30-April 2, 2007	34	37	16	13	*=100
March 23-March 26, 2007 ⁵	31	38	18	12	1=100

⁵ From May, 2003 to March 23-26, 2007, the story was listed as “News about the current situation in Iraq.”

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>
March 16-19, 2007	34	34	17	15	*=100
March 9-12, 2007	34	37	16	13	*=100
March 2-5, 2007	37	37	16	9	1=100
February 23-26, 2007	36	36	15	13	*=100
February 16-19, 2007	30	36	19	14	1=100
February 9-12, 2007	37	34	18	11	*=100
February 2-5, 2007	38	38	17	7	*=100
January 26-29, 2007	36	38	15	11	*=100
January 19-22, 2007	37	34	18	10	1=100
January 12-15, 2007	38	36	17	8	1=100
January, 2007	46	40	8	5	1=100
January 5-8, 2007	40	32	16	12	0=100
December, 2006	42	39	12	7	*=100
November 30-December 3, 2006	40	36	13	11	*=100
Mid-November, 2006	44	38	12	6	*=100
September, 2006	33	43	14	8	2=100
August, 2006	41	39	12	7	1=100
June, 2006	37	43	13	6	1=100
May, 2006	42	35	15	7	1=100
April, 2006	43	36	13	7	1=100
March, 2006	43	38	12	6	1=100
February, 2006	39	42	12	6	1=100
January, 2006	40	40	12	7	1=100
December, 2005	45	38	11	5	1=100
Early November, 2005	41	40	13	6	*=100
Early October, 2005	43	36	15	6	*=100
Early September, 2005	32	40	20	7	1=100
July, 2005	43	37	13	6	1=100
Mid-May, 2005	42	42	11	5	*=100
Mid-March, 2005	40	39	14	5	2=100
February, 2005	38	45	13	4	*=100
January, 2005	48	37	11	4	*=100
December, 2004	34	44	15	6	1=100
Mid-October, 2004	42	38	11	8	1=100
Early September, 2004	47	37	9	6	1=100
August, 2004	39	42	12	6	1=100
July, 2004	43	40	11	6	*=100
June, 2004	39	42	12	6	1=100
April, 2004	54	33	8	5	*=100
Mid-March, 2004	47	36	12	4	1=100
Early February, 2004	47	38	10	4	1=100
Mid-January, 2004	48	39	9	4	*=100
December, 2003	44	38	11	6	1=100
November, 2003	52	33	9	5	1=100
September, 2003	50	33	10	6	1=100
Mid-August, 2003	45	39	10	5	1=100
Early July, 2003	37	41	13	8	1=100
June, 2003	46	35	13	6	*=100
May, 2003	63	29	6	2	*=100
April 11-16, 2003 ⁶	47	40	10	2	1=100
April 2-7, 2003	54	34	9	2	1=100

⁶ From March 20-24, 2003 to April 11-16, 2003, the story was listed as "News about the war in Iraq."

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>
March 20-24, 2003	57	33	7	2	1=100
March 13-16, 2003 ⁷	62	27	6	4	1=100
February, 2003	62	25	8	4	1=100
January, 2003	55	29	10	4	2=100
December, 2002	51	32	10	6	1=100
Late October, 2002	53	33	8	5	1=100
Early October, 2002	60	28	6	5	1=100
Early September, 2002 ⁸	48	29	15	6	2=100
e. The guilty verdict in the trial of Alaska Senator Ted Stevens					
	10	23	28	38	1=100
August 1-4, 2008: Stevens' indictment⁹	9	22	25	44	*=100
f. News about the presidential election					
	57	29	9	5	*=100
October 24-27, 2008¹⁰	44	36	11	8	1=100
October 17-20, 2008	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

⁷ From Early October, 2002, to March 13-16, 2003, the story was listed as "Debate over the possibility that the U.S. will take military action in Iraq."

⁸ In Early September, 2002, the story was listed as "Debate over the possibility that the U.S. will invade Iraq."

⁹ August 1-4, 2008 asked about "The federal indictment of Alaska Senator Ted Stevens for making false statements."

¹⁰ From January 26-29, 2007 to January 4-7, 2008 and from January 18-21, 2008 to October 27-31, 2008 the story was listed as "News about candidates for the 2008 presidential election."

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>
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, 2008 ¹¹	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
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

¹¹ 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>
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, 2007¹²	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 ¹³	29	37	20	13	1=100
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

¹² January 19-22, 2007 asked about: "Recent announcements by prominent Democrats about plans to run for president in 2008."

¹³ 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>
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
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.]**

- 42 News about the presidential election
 - 34 Reports about the conditions of the U.S. economy
 - 7 The murder of actress Jennifer Hudson's mother, brother and nephew
 - 6 The current situation and events in Iraq
 - 1 The possible merger of automakers General Motors and Chrysler
 - 1 The guilty verdict in the trial of Alaska Senator Ted Stevens
 - 4 Some other story (VOL. SPECIFY)
 - 5 Don't know/Refused (VOL.)
- 100

Thinking about the presidential campaign...

ROTATE Q.5 AND Q.6

Q.5 In the past few days have you seen any television commercials on behalf of Barack Obama's candidacy, or not? **[IF YES, ASK: Were these ads mostly a positive message about Barack Obama or mostly a negative message about John McCain?]**

		Sept 12-15 <u>2008</u>	Aug 1-4, <u>2008</u> ¹⁴
49	Yes have seen, mostly a positive message about Obama	24	38
21	Yes have seen, mostly a negative message about McCain	25	13
7	Yes have seen, neither/don't know	5	7
21	No haven't seen	44	40
<u>2</u>	Don't know/Refused	<u>2</u>	<u>2</u>
100		100	100

Q.6 In the past few days have you seen any television commercials on behalf of John McCain's candidacy, or not? **[IF YES, ASK: Were these ads mostly a positive message about John McCain or mostly a negative message about Barack Obama?]**

		Sept 12-15 <u>2008</u>	Aug 1-4, <u>2008</u> ¹⁵
24	Yes have seen, mostly a positive message about McCain	25	19
40	Yes have seen, mostly a negative message about Obama	27	31
7	Yes have seen, neither/don't know	6	5
28	No haven't seen	40	44
<u>1</u>	Don't know/Refused	<u>2</u>	<u>1</u>
100		100	100

Q.7 How much if anything have you heard about each of the following? Have you heard a lot, a little or nothing at all? **[READ AND ROTATE]**

		<u>A lot</u>	<u>A little</u>	<u>Nothing at all</u>	<u>DK/Refused</u>
a.	Barack Obama's 30-minute campaign commercial which was broadcast Wednesday night on several major television networks	47	29	24	*=100
b.	Bill Clinton campaigning with Barack Obama in Florida	21	52	26	1=100
c.	Joe the Plumber endorsing and campaigning for John McCain	55	29	14	2=100
d.	TV talk show host Elizabeth Hasselback campaigning with Sarah Palin	14	36	49	1=100
e.	Long lines at polling places where early voting is allowed	54	28	18	*=100

¹⁴ For August 1-4, 2008 the question asked: "In the past few weeks have you seen any television commercials on behalf of John McCain's candidacy, or not?"

¹⁵ For August 1-4, 2008 the question asked: "In the past few weeks have you seen any television commercials on behalf of Barack Obama's candidacy, or not?"

IF HEARD ABOUT OBAMA'S COMMERCIAL (Q.7a=1,2) ASK: [N=748]

Q.8 Did you happen to watch Barack Obama's 30-minute commercial, or did you just hear or read about it in the news?

45	Watched the commercial
53	Didn't watch, just heard/read about it
<u>2</u>	Don't know/Refused
100	