

PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
SEPTEMBER 26-29, 2008 NEWS INTEREST INDEX OMNIBUS SURVEY
TOPLINE
N=1,005

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	<u>Other</u> ²	Don't know/ <u>Refused</u>
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

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]

	More <u>Favorable</u>	Less <u>Favorable</u>	Opinion has <u>Not changed</u>	Don't <u>know</u>
a. Barack Obama	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

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.

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>
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	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
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	15	19	60	6=100
September 19-22, 2008	17	19	55	9=100
September 12-15, 2008	14	18	58	10=100

Q.2 CONTINUED...

	More <u>Favorable</u>	Less <u>Favorable</u>	Opinion has <u>Not change</u>	Don't <u>know</u>
d. Sarah Palin	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?”]

	Very <u>Closely</u>	Fairly <u>Closely</u>	Not too <u>Closely</u>	Not at all <u>Closely</u>	DK/ <u>Refused</u>
a. A bombing at a Marriott Hotel in Pakistan that killed over 50 people	16	32	23	28	1=100
TREND FOR COMPARISON:⁴					
August 15-18, 2008: <i>Pakistan instability</i>	10	25	29	35	1=100
February 22-25, 2008: <i>Parliamentary elections</i>	9	24	28	39	*=100
January 11-14, 2008: <i>Pakistan instability</i>	19	33	20	27	1=100
January 4-7, 2008: <i>Bhutto assassination</i>	32	36	15	16	1=100
Nov. 30-Dec. 3, 2007: <i>Pakistan instability</i>	16	28	26	30	*=100
Nov. 23-26, 2007: <i>Pakistan instability</i>	13	27	31	28	1=100
Nov. 16-19, 2007: <i>Pakistan instability</i>	20	30	21	28	1=100
Nov. 9-12, 2007: <i>Pakistan instability</i>	20	29	23	28	*=100
October 19-22, 2007: <i>Pakistan bombing aimed at Bhutto</i>	21	28	21	30	*=100
July 13-16, 2007: <i>Raid on Pakistani mosque</i>	10	19	23	47	1=100
b. Reports about the condition of the U.S. economy	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

⁴ November 9-12, 2007 through November 30-December 3, 2007; January 11-14, 2008 and August 15-18, 2008 asked about “Political instability in Pakistan.” February 22-25, 2008 asked about “Parliamentary elections and changes in party control in Pakistan.” January 4-7, 2008 asked about “The assassination of former Prime Minister Benazir Bhutto and resulting instability in Pakistan.” October 19-22, 2007 asked about “A bombing in Pakistan aimed at former Prime Minister Benazir Bhutto that killed over 120 people.” July 13-16, 2007 asked about “The Pakistani government’s raid on a mosque held by Islamic radicals.”

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 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
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

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, 1992	47	37	10	6	*=100
January, 1992	44	40	11	5	*=100
October, 1991	36	38	16	9	1=100
c. Reports about contaminated milk powder in China	17	27	24	31	1=100
TREND FOR COMPARISON:⁵					
February 22-25, 2008: U.S. Beef recall	29	36	19	16	*=100
November 9-12, 2007: Chinese toys	33	34	17	15	1=100
August 17-20, 2007: Chinese toys/other products	28	32	21	19	*=100
June 29-July 2, 2007: Chinese food/other products	26	30	20	24	*=100
May 4-7, 2007: Contaminated pet food	28	28	21	22	1=100
September, 1997: Contaminated hamburger meat	40	37	16	7	*=100
d. The debate in Washington over a plan to use government funds to stabilize financial markets	60	22	10	8	*=100
TREND FOR COMPARISON:⁶					
September 19-22, 2008: Wall Street turmoil	49	28	14	9	*=100
September 12-15, 2008: Government takeover of Fannie Mae and Freddie Mac	28	35	19	17	1=100
March 20-24, 2008: Bear Stearns buyout	21	26	21	32	*=100
August, 1989: Savings and loan bailout	26	30	20	23	1=100
e. Iranian President Mahmoud Ahmadinejad's recent trip to New York City where he spoke at the United Nations	13	22	27	38	*=100
TREND FOR COMPARISON:⁷					
September 28 – October 1, 2007: Ahmadinejad visit to U.S.	23	31	20	25	1=100
f. News about candidates for the 2008 presidential election	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

⁵ February 22-25, 2008 asked about "The U.S. Department of Agriculture recalling over 100 million pounds of frozen beef." November 9-12, 2007, asked about "The recall of various toys made in China that can be dangerous for children." August 17-20, 2007, asked about "Safety issues involving toys and other products from China." June 29-July 2, 2007, asked about "Safety issues involving food and other products from China." May 4-7, 2007, asked about "Reports about contaminated pet food." September, 1997, asked about "The recall of contaminated hamburger meat."

⁶ September 19-22, 2008 asked about: "Turmoil among major financial institutions on Wall Street." September 12-15, 2008 asked about: "The federal government taking control of the mortgage companies Fannie Mae and Freddie Mac." March 20-24, 2008 asked about: "The buyout of Wall Street investment bank Bear Stearns." August, 1989 asked about: "Passage in Congress of a bill to bailout ailing savings and loan institutions."

⁷ September 28-October 1, 2007, asked about "Iranian President Mahmoud Ahmadinejad's recent trip to New York City where he spoke at Columbia University and the United Nations."

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>
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, 2008 ⁸	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

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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>
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, 2007⁹	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 ¹⁰	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

⁹ January 19-22, 2007 asked about: "Recent announcements by prominent Democrats about plans to run for president in 2008."

¹⁰ 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>
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
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.]**

- 43 Reports about the conditions of the U.S. economy
- 27 The debate in Washington over a plan to use government funds to stabilize financial markets
- 15 News about the candidates for the 2008 presidential election
- 2 Reports about contaminated milk powder in China
- 1 A bombing at a Marriott Hotel in Pakistan that killed over 50 people
- 1 Iranian President Mahmoud Ahmadinejad's recent trip to New York City where he spoke at the United Nations
- 3 Some other story (SPECIFY)
- 8 Don't know/Refused
- 100

ASK Q.5 THROUGH Q.7 THROUGH MONDAY ONLY [N=701]:

Thinking about the presidential campaign...

Q.5 Did you happen to watch the presidential debate between Barack Obama and John McCain (last night/this past Friday night), or didn't you get a chance to see it? **IF YES, ASK:** How much of the debate did you watch: all of it, some of it, or only a little?

BASED ON REGISTERED VOTERS [N=639]:

		<i>Bush/Kerry</i>	<i>Gore/Bush</i>
		<u>Early Oct 2004</u>	<u>Early Oct 2000</u>
70	Yes (NET)	69	63
44	Yes, all	41	32
20	Yes, some	22	24
6	Yes, a little	6	7
30	No, didn't watch	31	37
<u>0</u>	Don't know/Refused	*	*
100		100	100

Q.6 Thinking about the news coverage about the presidential debate, do you think news organizations have been more favorable to John McCain in their coverage of the debate, more favorable to Barack Obama, or have they treated both about equally?

BASED ON REGISTERED VOTERS [N=639]:

		<i>Bush/Kerry</i>
		<u>Early Oct 2004</u>
7	More favorable to John McCain	11
35	More favorable to Barack Obama	26
49	Treated both equally	52
<u>9</u>	Don't know/Refused (VOL.)	<u>11</u>
100		100

Q.7 In reporting about the presidential debate, do you think news organizations paid **[READ AND ROTATE]**

BASED ON REGISTERED VOTERS [N=639]:

		<i>Bush/Kerry</i> <u>Early Oct 2004</u>
55	More attention to the qualities of the candidates	56
30	More attention to the issues and policy plans of the candidates	24
8	Both/Neither (VOL. DO NOT READ)	7
<u>7</u>	Don't know/Refused (VOL. DO NOT READ)	<u>13</u>
100	100	

ASK ALL:

Q.7a How likely is it that you will watch this coming Thursday's vice-presidential debate between Sarah Palin and Joe Biden?

BASED ON REGISTERED VOTERS [N=903]:

		<i>Cheney/Edwards</i> <u>Early Oct 2004</u>
69	Very likely	41
14	Somewhat likely, OR	29
16	Not likely	29
<u>1</u>	Don't know/Refused (VOL.)	<u>1</u>
100	100	100

Q.7b Regardless of which presidential candidate you support, who do you think will do the better job in the vice presidential debate **[READ AND ROTATE]**?

BASED ON REGISTERED VOTERS [N=903]:

34	Sarah Palin
53	Joe Biden
4	Neither/Both
<u>9</u>	Don't know/Refused
100	100

Q.8 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. John McCain deciding to suspend his presidential campaign and calling for a postponement of the first presidential debate	65	21	14	*=100
b. Sarah Palin's TV interview with Katie Couric of CBS News	31	37	32	*=100
TREND FOR COMPARISON:				
September 12-15, 2008: Sarah Palin's TV interview with Charles Gibson of ABC News	35	32	32	1=100
c. Sarah Palin's recent visit to New York where she met with several foreign leaders	26	43	30	1=100
d. George Bush's address to the nation about the need to stabilize the nation's financial markets	50	39	10	1=100

Q.8 CONTINUED...

	<u>A lot</u>	<u>A little</u>	<u>Nothing at all</u>	<u>DK/Refused</u>
e. Mortgage lender Washington Mutual being seized by the federal government and sold to J.P. Morgan Chase	56	32	12	*=100

Now thinking about recent economic news and what's been happening on Wall Street...

Q.9 How well would you say you understand recent financial problems involving Wall Street investment banks and other companies with ties to the housing market? **[READ IN ORDER]**

		Sept 19-22
		<u>2008</u>
26	Very well	24
49	Fairly well	48
18	Not too well [OR]	22
6	Not at all well	6
<u>1</u>	Don't know/Refused (VOL.)	<u>*</u>
100		100

NO QUESTION 10

Q.11 As you may know, the government is considering investing billions of dollars to try and keep financial institutions and markets secure. As you've thought about this, has it made you feel... **[READ AND ROTATE]?**

	<u>Yes</u>	<u>No</u>	<u>Don't know</u>
a. Optimistic	29	68	3=100
b. Angry	61	37	2=100
c. Scared	50	49	1=100
d. Confused	43	56	1=100