

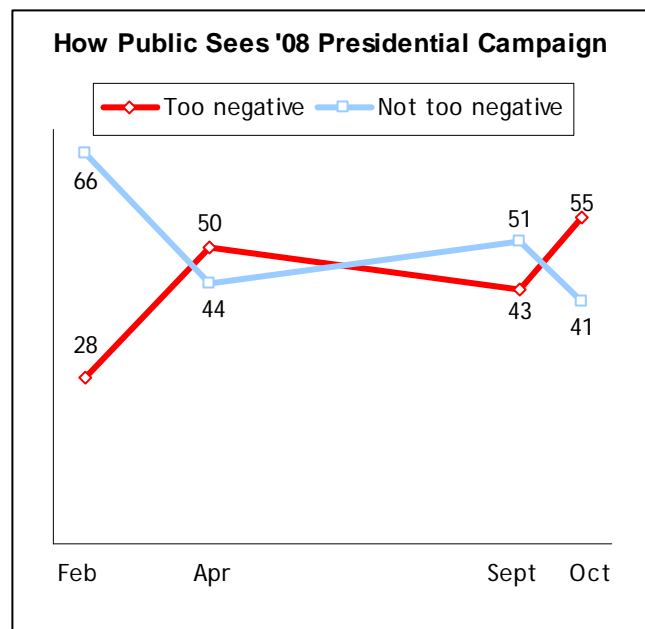


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FOR FURTHER INFORMATION:
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McCain Ads Seen as Less Truthful
CAMPAIGN SEEN AS INCREASINGLY NEGATIVE

With less than three weeks to go before the election, there is a growing sense among the public that the tone of the presidential campaign has changed. A majority of Americans (55%) now say that the campaign is too negative. This is up significantly from 43% a month ago and represents a dramatic change from the beginning of the primary season when only 28% said the campaign was too negative. Perceptions of the tone of the current campaign are nearly identical to views of the 2004 presidential campaign. In October, 2004, 57% of registered voters said the campaign was too negative.



In spite of criticism about the tone of the campaign, the public remains highly engaged in the process. Fully 71% say the campaign is interesting, and a strong majority (63%) says the campaign has been informative thus far. Furthermore, the percent saying the campaign is too long has actually fallen since April, when the election was still more than six months away.

Democrats and independents are more likely than Republicans to say the campaign has been too negative. In September, there were only slight differences among the three groups – Democrats, independents and Republicans all narrowly said the campaign was *not* too negative. Today, 62% of Democrats and 57% of independents say the campaign is too negative, while only 47% of Republicans agree.

Changing sentiments about the tone of the campaign coincide with a dramatic increase in the percentage of Americans who have seen the presidential candidates' television commercials in recent weeks. Fully 80% say they have seen a television commercial on behalf of Barack Obama's candidacy recently and nearly as many (76%) report having seen a commercial on behalf of John McCain. In mid-September, only 54% of the public had seen an ad for Obama and 58% had seen a McCain ad.

On balance, those who have seen Obama's ads believe they are truthful. Nearly half (47%) say Obama's ads are truthful, while 24% say they are not truthful. The public is more evenly split over the truthfulness of McCain's campaign ads: 35% say they are truthful, while 33% say they are not.

Democrats overwhelmingly believe that Obama's television ads are truthful, while they doubt the veracity of McCain's. Similarly, Republicans believe McCain's ads are truthful, while a plurality says Obama's are not. Independents have a much more favorable view of Obama's ads than they do of McCain's. By a margin of 42%-26% independents say Obama's ads are truthful. When it comes to McCain's ads, independents are evenly divided: 32% say they are truthful and 33% say they are not.

	Total	Rep	Dem	Ind
<i>Are Obama's ads truthful?</i>	%	%	%	%
Yes	47	27	66	42
No	24	44	10	26
Don't know	9	10	6	14
Haven't seen/DK	<u>20</u>	<u>19</u>	<u>18</u>	<u>18</u>
	100	100	100	100
<i>Are McCain's ads truthful?</i>				
Yes	35	57	21	32
No	33	14	51	33
Don't know	8	6	7	11
Haven't seen/DK	<u>24</u>	<u>23</u>	<u>21</u>	<u>24</u>
	100	100	100	100

Campaign: Interesting, Informative and Long

The public has consistently found the presidential campaign to be interesting. Seven-in-ten said it was interesting in February 2008; 59% in April; and 68% in mid-September.

Nearly two-thirds (63%) now say the campaign has been informative, while only 34% say it has not been informative. Democrats are more likely than Republicans or independents to find the campaign interesting and informative. Fully 80% of Democrats say the campaign has been interesting, compared with 70% of

	Total	Rep	Dem	Ind
<i>The campaign has been...</i>	%	%	%	%
Interesting	71	70	80	65
Dull	25	28	16	31
Neither (VOL.)	3	2	2	3
Don't know	<u>1</u>	<u>0</u>	<u>2</u>	<u>1</u>
	100	100	100	100
Informative	63	57	70	61
Not informative	34	41	26	36
Neither (VOL.)	2	2	3	1
Don't know	<u>1</u>	<u>*</u>	<u>1</u>	<u>2</u>
	100	100	100	100
Too long	57	63	50	61
Not too long	39	30	49	35
Neither (VOL.)	3	7	1	3
Don't know	<u>1</u>	<u>*</u>	<u>*</u>	<u>1</u>
	100	100	100	100

Republicans and 65% of independents. Similarly, while 70% of Democrats say the campaign has been informative, fewer independents (61%) and Republicans (57%) agree.

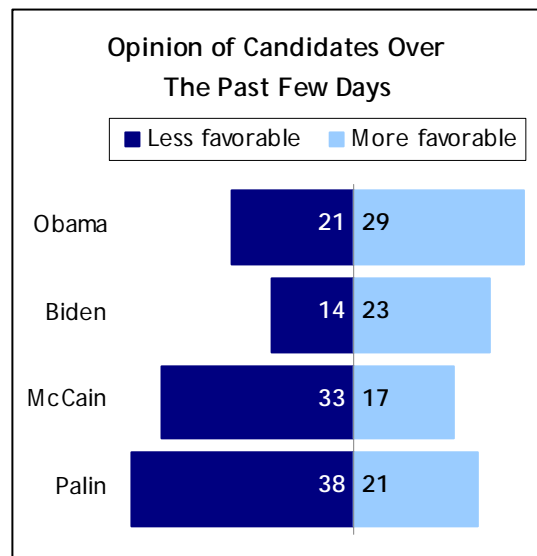
A majority of the public (57%) says the campaign has been too long, while 39% say it has not been too long. Republicans and independents are more likely than Democrats to say the campaign has been too long. This year's voters are somewhat more likely than voters in 2004 to say the campaign has been too long (57% this year vs. 51% in 2004).

McCain, Palin Images Becoming Less Favorable

The public continued to pay close attention to campaign news last week. More than half (52%) say they followed the campaign very closely, down marginally from 57% the previous week. Fully half have heard a lot about Obama's connection to former 1960's radical William Ayers, while 35% have heard a little about this. Only 15% say they haven't heard anything at all about the Ayers controversy. Roughly equal proportions of Democrats and Republicans have heard a lot about this story. Compared to other campaign events, public awareness of the Ayers story is similar to awareness of videos of Obama's former pastor Rev. Jeremiah Wright making controversial statements when that story first broke earlier this year (51% had heard a lot about the Wright videos in late March).

Public views of the candidates continue to fluctuate. For John McCain and Sarah Palin, changing views are more negative than positive. In the survey conducted Oct. 10-13, fully a third of the public say their opinion of McCain has become less favorable in recent days, while only 17% say their view of the GOP nominee has become more favorable.

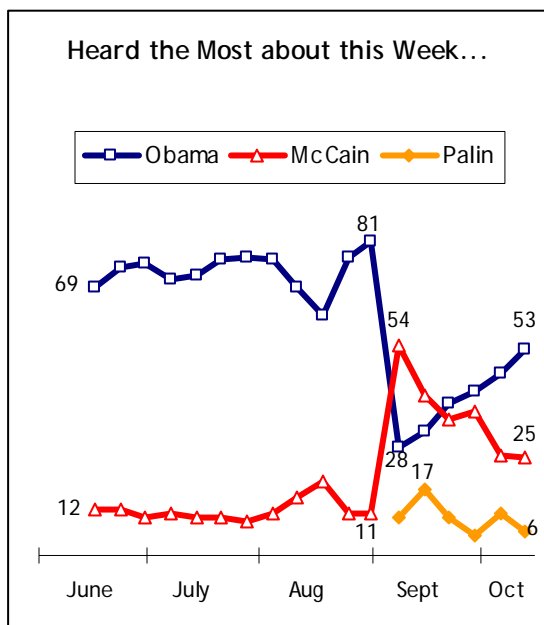
Views of Sarah Palin also turned more negative: 38% say their opinion of Palin has become less favorable in recent days, while 21% say their opinion of the Alaska governor has become more favorable. Palin's public image had improved significantly the week of the vice presidential debate. Since then, the views of Republicans, who rallied behind her after the debate, have become more static, and the views of independents have become less favorable.



Obama's image improved somewhat last week: 29% say their view of the Democratic nominee has become more favorable in recent days while 21% say it has become less favorable. Views of Joe Biden have changed relatively little: 23% say their opinion of Biden has become

more favorable recently, 14% say their opinion has become less favorable and 56% say their view of Biden has not changed in recent days.

While the two presidential candidates received roughly the same amount of news coverage last week, Obama was clearly the most visible candidate in the eyes of the public. According to the Pew Research Center’s Project for Excellence in Journalism, Obama was featured prominently in 79% of all campaign news stories last week and McCain was featured in 74%. More than half of the public (53%) says Obama was the candidate they heard the most about in the news last week, while only 25% name McCain.



McCain was the most visible candidate for two weeks during and after the Republican convention. Since that time, Obama has been steadily boosting his position as the most heard about candidate.

Ratings of Campaign Coverage Improve

Heading into the final weeks of the campaign, public opinion is divided on the question of how well the press is covering the race. A slim majority (53%) rates coverage of the campaign as excellent or good, while another 45% say it is only fair or poor. In June, press ratings were nearly the reverse, with a narrow majority (54%) calling the coverage only fair or poor and somewhat fewer rating it excellent or good (43%).

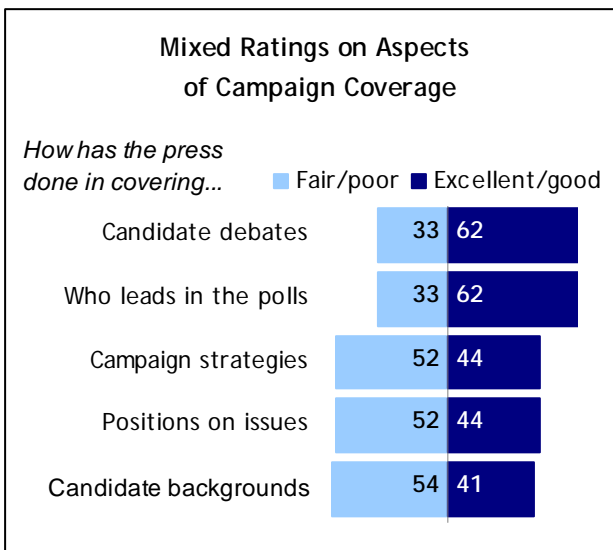
Impressions of press coverage run strongly along party lines. In the current poll, fully 70% of Democrats rate press coverage positively, but fewer than four-in-ten (38%) Republicans share this view. Independents, meanwhile, are divided on the subject. From June to now, the opinions of Republicans have not changed, but among Democrats the share who rate the job the press is doing positively increased 20 points (50% ‘excellent’ or ‘good’ in June and 70% now).

	<i>Quality of press coverage is...</i>		
	Excellent/ good %	Fair/ poor %	DK %
Oct 10-13	53	45	2=100
May 30-June 2	43	54	3=100
<i>October:</i>			
Republican	38	61	1=100
Democrat	70	28	2=100
Independent	47	53	*=100
Male	46	52	2=100
Female	59	39	2=100
18-34	59	36	5=100
35-49	50	49	1=100
50-64	52	47	1=100
65+	44	53	3=100

A greater percentage of women than men give the press high marks on how well they are covering the campaign. Six-in-ten women (59%) rate the job the press is doing as excellent or good, while fewer than half (46%) of men do. Notably, in early June at the close of primary season, majorities of both men (55%) and women (54%) saw campaign coverage as only fair or poor.

Opinions about the quality of campaign coverage appear to be correlated with age. A 59% majority of young people (ages 18-34) rate press coverage positively, while middle-aged Americans are more divided on the quality of campaign reporting. Among older Americans (those 65 and older), most say the coverage is only fair or poor (53%), compared with 44% who say it is excellent or good.

From the public’s perspective, some aspects of the presidential campaign have been covered better than others. Americans give the press high marks for coverage of the candidate debates and reporting on which candidate is leading in the latest polls. For both of these facets of the campaign, 62% say that the press has done an excellent or good job and a third says its performance has been only fair or poor.



About half (52%) say that the press has done only a fair or poor job in covering campaign strategies and the same percentage says this about coverage of the candidates’ positions on issues. Somewhat fewer view coverage of these two aspects of the campaign positively. In both cases, 44% say that campaign reporting has been excellent or good.

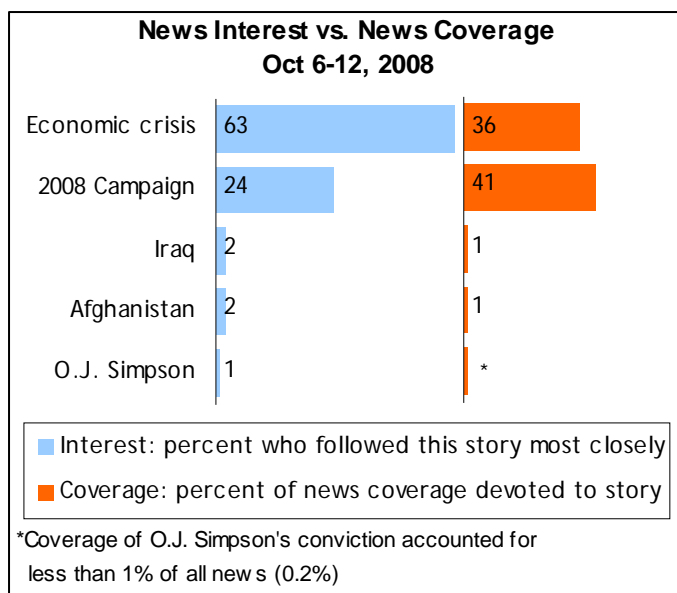
The area in which the public sees the greatest weakness in campaign coverage is in news about the candidates’ personal backgrounds and experiences. A majority (54%) say that the press has done only a fair or poor job, while roughly four-in-ten (41%) say the coverage has been excellent or good.

As seen in their overall ratings of campaign coverage, Republicans express more critical views on specific aspects of campaign reporting than either Democrats or independents. Roughly two thirds of Republicans offer only fair or poor ratings for how well the press has covered campaign strategies (66%), candidates’ backgrounds (65%) and the issue positions they hold (64%).

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 6-12 and survey data measuring public interest in the top news stories of the week were collected October 10-13 from a nationally representative sample of 1,006 adults.

Public Still Focused on Economic News

A substantial majority of Americans (65%) continued to pay very close attention to news about the economy last week. This is down slightly from 69% the previous week but still extremely high from a historical perspective. In addition, 59% followed news about the recent downturn in the U.S. stock market very closely. Interest in stock market news was particularly high among college graduates, those with annual household incomes of \$75,000 or higher and those 50 and older.



Overall, nearly two-thirds of Americans (63%) list either economic conditions or the stock market drop as the single news story they followed more closely than any other last week. One-in-four (24%) list the campaign as their most closely followed story. For its part, the national news media divided its focus between the economy and the campaign last week. According to Pew's Project for Excellence in Journalism, 41% of the national newshole last week was devoted to the presidential campaign, while 36% was devoted to the current financial crisis.

In a footnote to the larger economic crisis, 52% of the public say they heard a lot about executives from insurance giant AIG holding a retreat at a luxury resort shortly after the company received billions of dollars from the federal government. Another 26% heard a little about this story and 21% heard nothing at all. Nearly as many (48%) heard a lot about General Motors stock falling to its lowest level in 58 years. Relatively few Americans heard a lot about last weekend's White House meeting among President Bush and G-7 finance ministers (29%).

In other news last week, 23% of the public followed news about the Iraq war very closely and 19% paid very close attention to news about the war in Afghanistan. Very few listed either of these stories as their most closely followed news story of the week (2% for each). Only 8% followed news of O.J. Simpson's conviction on charges of kidnapping and armed robbery very closely. Another 13% followed the news fairly closely. The public was much more interested in this story when Simpson was arrested in September, 2007: 13% followed news about the arrest very closely, 27% followed it fairly closely.

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:

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PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
OCTOBER 10-13, 2008 NEWS INTEREST INDEX OMNIBUS SURVEY
TOPLINE
N=1,006

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>
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

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

	<u>More Favorable</u>	<u>Less Favorable</u>	<u>Opinion has Not changed</u>	<u>Don't know</u>
a. Barack Obama	29	21	48	2=100
October 3-6, 2008	28	23	47	2=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...

	<u>More Favorable</u>	<u>Less Favorable</u>	<u>Opinion has Not change</u>	<u>Don't know</u>
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	17	33	47	3=100
October 3-6, 2008	21	29	47	3=100
September 26-29, 2008	24	35	40	1=100
September 19-22, 2008	20	30	48	2=100
September 12-15, 2008	28	25	45	2=100
September 5-8, 2008	35	24	40	1=100
August 29-31, 2008	28	22	47	3=100
August 22-25, 2008	17	20	60	3=100
August 15-18, 2008	17	21	59	3=100
August 8-11, 2008	14	20	63	3=100
August 1-4, 2008	18	23	57	2=100
July 25-28, 2008	16	19	62	3=100
July 18-21, 2008	17	15	65	3=100
July 11-14, 2008	14	15	66	5=100
July 3-7, 2008	15	16	64	5=100
June 27-30, 2008	17	21	58	4=100
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

Q.2 CONTINUED...

	More <u>Favorable</u>	Less <u>Favorable</u>	Opinion has <u>Not change</u>	Don't <u>know</u>
March 28-31, 2008	18	20	57	5=100
March 20-24, 2008	18	18	61	3=100
c. Joe Biden	23	14	56	7=100
October 3-6, 2008	34	20	42	4=100
September 26-29, 2008	15	19	60	6=100
September 19-22, 2008	17	19	55	9=100
September 12-15, 2008	14	18	58	10=100
d. Sarah Palin	21	38	37	4=100
October 3-6, 2008	37	33	27	3=100
September 26-29, 2008	20	38	38	4=100
September 19-22, 2008	29	34	33	4=100
September 12-15, 2008	31	27	37	5=100

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

	<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<u>DK/ Refused</u>
a. O.J. Simpson’s conviction on charges of kidnapping and armed robbery	8	13	36	43	*=100
September 21-24, 2007 ⁴	13	27	33	26	1=100
TREND FOR COMPARISON:					
February, 1997 <i>Verdict in civil trial</i>	30	30	19	20	1=100
December, 1996 <i>Civil trial</i>	28	27	20	25	*=100
September, 1995 <i>Murder trial</i>	23	32	22	22	1=100
August, 1995 <i>Murder trial</i>	19	28	25	27	1=100
June, 1995 <i>Murder trial</i>	15	24	28	33	*=100
March, 1995 <i>Murder trial</i>	23	30	23	23	1=100
February, 1995 <i>Murder trial</i>	23	33	24	19	1=100
December, 1994 <i>Simpson case</i>	23	29	25	22	1=100
October, 1994 <i>Simpson case</i>	25	32	24	17	2=100
September, 1994 <i>Simpson case</i>	30	33	22	15	*=100
June, 1994 <i>Simpson arrest</i>	48	29	16	6	1=100
b. Reports about the condition of the U.S. economy	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

⁴ September 21-24, 2007 asked about, “O.J. Simpson’s recent arrest on charges of armed robbery.”

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 13-16, 2008	42	33	14	11	*=100
May 9-12, 2008	45	31	13	11	*=100
May 2-5, 2008	43	31	15	10	1=100
April 18-21, 2008	41	35	13	10	1=100
April 4-7, 2008	39	37	12	12	*=100
March 28-31, 2008	42	36	14	8	*=100
March 20-24, 2008	45	33	13	9	*=100
February 29-March 3, 2008	38	35	15	11	1=100
February 15-18, 2008	37	36	11	16	8=100
February 1-4, 2008	40	37	14	8	1=100
January 18-21, 2008	42	31	16	11	*=100
January 11-14, 2008	36	32	15	16	1=100
November 2-5, 2007	27	37	16	19	1=100
October 19-22, 2007	25	34	20	21	*=100
August 10-13, 2007	28	36	18	18	*=100
Mid-November, 2006	31	40	17	11	1=100
December, 2005	35	35	18	11	1=100
Early November, 2005	35	39	17	9	*=100
Mid-May, 2005	30	39	19	11	1=100
January, 2005	35	41	17	7	*=100
Mid-October, 2004	30	43	16	10	1=100
Early September, 2004	39	34	15	11	1=100
Mid-January, 2004	37	41	15	7	*=100
December, 2003	35	38	14	11	2=100
November, 2003	40	34	15	10	1=100
October, 2003	32	39	16	12	1=100
September, 2003	39	30	18	12	1=100
March, 2003	40	35	16	8	1=100
February, 2003	42	33	15	10	*=100
January, 2003	40	35	13	11	1=100
December, 2002	38	34	17	10	1=100
February, 2002	35	40	15	9	1=100
January, 2002	30	44	16	9	1=100
December, 2001	37	40	13	8	2=100
Mid-November, 2001	41	36	15	7	1=100
June, 2001	24	41	18	16	1=100
May, 2001	34	36	15	15	0=100
April, 2001	36	34	16	13	1=100
February, 2001	30	39	18	12	1=100
January, 2001	32	38	17	11	2=100
June, 1995	26	41	22	11	*=100
March, 1995	27	45	19	9	*=100
February, 1995	23	41	22	13	1=100
December, 1994	28	43	20	9	*=100
October, 1994	27	40	20	12	1=100
June, 1994	25	42	23	10	*=100
May, 1994	33	40	16	10	1=100
January, 1994	34	39	16	10	1=100
Early January, 1994	36	44	13	7	*=100
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

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>
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 current situation and events and Iraq	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
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

Q.3 CONTINUED...

	Very <u>Closely</u>	Fairly <u>Closely</u>	Not too <u>Closely</u>	Not at all <u>Closely</u>	DK/ <u>Refused</u>
August 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
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

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>
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
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
d. Recent major drops in the U.S. stock market	59	26	9	6	*=100
July 3-7, 2008⁹	22	29	23	26	*=100
March 14-17, 2008	25	31	23	21	*=100
January 25-28, 2008	29	28	19	23	1=100
August 17-20, 2007	21	24	22	33	*=100
July 27-30, 2007	15	26	21	37	1=100
March 2-5, 2007	21	28	25	26	*=100
Early September, 2002	27	30	20	22	1=100
Late July, 2002	33	33	15	18	1=100
March, 2001	27	27	18	27	1=100

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

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

Q.3 CONTINUED...

	<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<u>DK/ Refused</u>
Mid-October, 2000	20	26	23	31	1=100
April, 2000	18	28	23	31	*=100
Early April, 2000	19	29	20	32	*=100
March, 2000	23	29	21	26	1=100
March, 1999	18	29	22	31	*=100
January, 1999	24	28	19	28	1=100
Early September, 1998	32	31	20	17	*=100
Mid-August, 1998	17	23	21	39	*=100
January, 1998	21	25	23	31	*=100
Early November, 1997	16	29	22	33	*=100
Mid-November, 1997	25	36	18	20	1=100
September, 1997	14	22	23	40	1=100
April, 1997	17	21	22	40	*=100
February, 1996	12	20	25	42	1=100
e. The military effort in Afghanistan against Taliban fighters					
	19	34	29	18	*=100
September 12-15, 2008	21	34	25	19	1=100
August 29-31, 2008	18	27	32	23	*=100
July 18-21, 2008	27	33	24	16	*=100
July 11-14, 2008	19	28	29	23	1=100
July 3-7, 2008	19	28	32	21	*=100
June 20-23, 2008	20	30	30	20	*=100
TREND FOR COMPARISON:					
Late July, 2002 ¹⁰	41	38	13	7	1=100
June, 2002	38	32	20	9	1=100
April, 2002	39	39	13	8	1=100
Early April, 2002	45	37	12	5	1=100
February, 2002	47	39	8	5	1=100
January, 2002	51	35	9	4	1=100
December, 2001	44	38	12	5	1=100
Mid-November, 2001	49	36	11	3	1=100
Early November, 2001	45	36	12	6	1=100
Mid-October, 2001	51	35	10	3	1=100
f. News about candidates for the 2008 presidential election					
	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

¹⁰ From Mid-October, 2001 to Late July, 2002 the story was listed as “the U.S. military effort in Afghanistan.”

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>
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 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

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>
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, 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

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>
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.]

- 38 Reports about the conditions of the U.S. economy
 - 25 Recent major drops in the U.S. stock market
 - 24 News about the candidates for the 2008 presidential election
 - 2 The current situation and events and Iraq
 - 2 The military effort in Afghanistan against Taliban fighters
 - 1 O.J. Simpson's conviction on charges of kidnapping and armed robbery
 - 2 Some other story (VOL. SPECIFY)
 - 6 Don't know/Refused (VOL.)
- 100

Thinking about the presidential campaign...

Q.5 All in all, how would you rate the job the press has done in covering the presidential campaign so far: excellent, good, only fair, or poor?

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

Still thinking about the way the press has covered the presidential campaign...

Q.6 Would you say the press has done an excellent, good, only fair or poor job of covering each of the following? [ROTATE ITEMS]

	<u>Excellent</u>	<u>Good</u>	<u>Only fair</u>	<u>Poor</u>	<u>DK/Refused</u>
a. The candidates' personal backgrounds and experiences	11	30	33	21	5=100
May 30-June 2, 2008	8	31	33	24	4=100
b. The candidates' campaign strategies	8	36	35	17	4=100
May 30-June 2, 2008	7	32	39	18	4=100
c. The candidates' positions on issues	8	36	34	18	4=100
May 30-June 2, 2008	7	30	33	26	4=100

Q.6 CONTINUED...

		<u>Excellent</u>	<u>Good</u>	Only <u>fair</u>	<u>Poor</u>	DK/ <u>Refused</u>
d.	Which candidate is leading in the latest polls	21	41	23	10	5=100
	May 30-June 2, 2008	18	41	24	11	6=100
e.	The candidate debates	21	41	23	10	5=100
	May 30-June 2, 2008	11	37	29	16	7=100

Q.7 AND Q.8 HELD FOR FUTURE RELEASE

Q.9 How would you describe the presidential election campaign so far – is it [READ ITEM a. FIRST, THEN ROTATE ITEMS b. AND c.]

		Sept 12-15, <u>2008</u>	Apr 18-21, <u>2008</u>	Feb 15-18, <u>2008</u>	Oct 12-15, <u>2007</u>	April <u>2007</u>	—RVs— Mid-Oct <u>2004</u>	—RVs— Early Sept <u>2004</u>	June <u>2004</u>	June <u>2000</u>	July <u>1996</u>
a.	71 Interesting OR	68	59	70	37	34	66	50	33	28	21
	25 Dull	26	35	25	55	52	28	42	57	65	73
	3 Neither (VOL.)	5	5	4	5	6	5	6	4	4	3
	<u>1</u> DK/Refused	<u>1</u>	<u>1</u>	<u>1</u>	<u>3</u>	<u>8</u>	<u>1</u>	<u>2</u>	<u>6</u>	<u>3</u>	<u>3</u>
	100	100	100	100	100	100	100	100	100	100	100
		Sept 12-15, <u>2008</u>	Apr 18-21, <u>2008</u>	Feb 15-18, <u>2008</u>	Oct 12-15, <u>2007</u>	April <u>2007</u>	—RVs— Mid-Oct <u>2004</u>	—RVs— Early Sept <u>2004</u>	June <u>2004</u>	Mid- March <u>2004</u>	
b.	55 Too negative OR	43	50	28			57	62	45	47	
	41 Not too negative	51	44	66			38	32	46	47	
	3 Neither (VOL.)	4	4	3			3	1	2	2	
	<u>1</u> DK/Refused	<u>2</u>	<u>2</u>	<u>3</u>			<u>2</u>	<u>5</u>	<u>7</u>	<u>4</u>	
	100	100	100	100			100	100	100	100	
		Sept 12-15, <u>2008</u>	Feb 15-18, <u>2008</u>	Oct 12-15, <u>2007</u>	April <u>2007</u>	—RVs— Mid-Oct <u>2004</u>	—RVs— Early Sept <u>2004</u>	June <u>2004</u>	Mid- March <u>2004</u>		
c.	63 Informative OR	54	65				73	63	48	53	
	34 Not informative	41	31				22	33	46	42	
	2 Neither (VOL.)	3	2				3	1	2	2	
	<u>1</u> DK/Refused	<u>2</u>	<u>2</u>				<u>2</u>	<u>3</u>	<u>4</u>	<u>3</u>	
	100	100	100				100	100	100	100	
		Apr 18-21, <u>2008</u>	Feb 15-18, <u>2008</u>	Oct 12-15, <u>2007</u>	April <u>2007</u>	—RVs— Mid-Oct <u>2004</u>	—RVs— Early Sept <u>2004</u>	June <u>2004</u>	Mid- March <u>2004</u>		
d.	57 Too long OR	65	57	66	59		51	53	52	52	
	39 Not too long	29	40	28	32		43	42	42	44	
	3 Neither (VOL.)	5	*	3	3		3	2	2	1	
	<u>1</u> DK/Refused	<u>1</u>	<u>3</u>	<u>3</u>	<u>6</u>		<u>2</u>	<u>3</u>	<u>4</u>	<u>3</u>	
	100	100	100	100	100		100	100	100	100	

ROTATE Q.10 AND Q.11

Q.10 In the past few weeks, have you seen any television commercials on behalf of Barack Obama’s candidacy or not? **IF YES, ASK:** All in all, do you think Barack Obama’s commercials are truthful or not?

		Sept 12-15, 2008 ¹⁴	Aug 1-4, 2008
80	Yes (net)	54	58
47	Truthful		
24	Not truthful		
9	Don’t know		
18	No, haven’t seen any	44	40
<u>2</u>	Don’t know/Refused	<u>2</u>	<u>2</u>
100		100	100

Q.11 In the past few weeks, have you seen any television commercials on behalf of John McCain’s candidacy or not? **IF YES, ASK:** All in all, do you think John McCain’s commercials are truthful or not?

		Sept 12-15, 2008 ¹⁵	Aug 1-4, 2008
76	Yes (net)	58	55
35	Truthful		
33	Not truthful		
8	Don’t know		
22	No, haven’t seen any	40	44
<u>2</u>	Don’t know/Refused	<u>2</u>	<u>1</u>
100		100	100

Q.12 On another subject... How much if anything have you heard about each of the following? Have you heard a lot, a little or nothing at all? **[READ ITEMS; ROTATE ITEMS]**

		<u>A lot</u>	<u>A little</u>	<u>Nothing at all</u>	<u>DK/ Refused</u>
a.	Barack Obama’s connection to William Ayers, a former 1960s radical	50	35	15	*=100
b.	John McCain’s proposal for the government to buy up and re-negotiate the terms of bad mortgages	38	49	13	*=100
c.	Executives from the insurance company AIG holding a retreat at a luxury resort shortly after the company received billions from the federal government	52	26	21	1=100
d.	President Bush meeting at the White House with finance ministers from other nations to discuss the global economic crisis	29	53	18	*=100
e.	General Motors stock falling to its lowest level in 58 years	48	38	14	*=100
	TREND FOR COMPARISON:				
	October 3-6, 2008: Major U.S. automakers announcing steep drops in auto sales	32	52	16	*=100
	July 3-7, 2008: Ford and General Motors announcing steep drops in auto sales	34	44	22	*=100

¹⁴ For September 12-15, 2008 and August 1-4, 2008 the question did not asked respondents whether the commercials are truthful or not.

¹⁵ For September 12-15, 2008 and August 1-4, 2008 the question did not asked respondents whether the commercials are truthful or not.