

PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
OCTOBER 24-27, 2008 NEWS INTEREST INDEX OMNIBUS SURVEY
TOPLINE
N=1,008

QUESTIONS 1 THROUGH 6 PREVIOUSLY RELEASED

Q.7 How do you get most of your news about the presidential campaign? From television, from newspapers, from radio, from magazines, or from the internet? **[IF ONLY ONE RESPONSE IS GIVEN, PROBE FOR ONE ADDITIONAL RESPONSE BY SAYING: "IS THERE ANOTHER ONE YOU CAN NAME?" ACCEPT TWO ANSWERS:]**

NOTE: Totals may exceed 100% because of multiple responses.

	<u>Tele-</u> <u>vision</u>	<u>News-</u> <u>papers</u>	<u>Radio</u>	<u>Maga-</u> <u>zines</u>	<u>Inter-</u> <u>net</u>	<u>Other</u>	<u>DK/Ref</u>
October, 2008¹	72	29	21	3	33	2	1
October 24-27, 2008	72	25	24	3	33	1	1
October 17-20, 2002	73	32	18	3	33	2	1
May 30-June 2, 2008	70	29	15	2	29	2	1
March 20-24, 2008	72	25	12	3	26	1	1
Late December, 2007	71	30	13	4	26	3	2
November, 2006 ²	69	34	17	2	15	6	3
November, 2004	78	39	17	3	18	4	2
Mid-October, 2004	76	28	15	2	10	3	2
Early September, 2004	80	41	18	3	17	3	1
Early January, 2004	79	39	15	2	13	2	2
November, 2002	66	33	13	1	7	7	2
November, 2000 (RVs)	70	39	15	4	11	1	*
June, 2000	65	27	11	2	5	2	2
February, 2000	73	33	15	2	7	2	1
January, 2000	75	31	12	3	6	3	1
November, 1996 (RVs)	72	60	19	11	3	4	1
September, 1996	75	44	14	5	2	2	1
April, 1996	81	48	21	6	2	3	1
February, 1996	85	56	21	5	2	1	1
November, 1992 (RVs)	82	57	12	9	n/a	6	1
September, 1992	83	49	13	5	n/a	4	1
June, 1992	84	55	18	7	n/a	4	*
May, 1992	86	51	17	6	n/a	3	1
March, 1992	83	48	14	4	n/a	3	*
February, 1992	80	49	18	4	n/a	3	1

¹ Results for Q.7 and Q.8 are based on data collected October 17-20, 2008 and October 24-27, 2008 [N=2,011].

² November trends are from the Pew Internet & American Life Project.

IF '1' TELEVISION AS EITHER 1ST OR 2ND RESPONSE IN Q.7 ASK:

Q.8 On television, do you get most of your campaign news from [READ AND RANDOMIZE.
ACCEPT MULTIPLE ANSWERS BUT DO NOT PROBE FOR ADDITIONAL]

BASED ON TOTAL:

Oct <u>2008</u> ³	<i>Oct</i> 24-27, <u>2008</u>	<i>Oct</i> 17-20, <u>2008</u>		May 30- June 2, <u>2008</u>	March 20-24, <u>2008</u>
13	13	12	Local news programs	16	19
24	24	24	Network news like ABC, CBS and NBC	28	26
25	24	26	CNN Cable news	22	22
10	10	10	MSNBC Cable news	9	10
21	21	21	The Fox News Cable Channel	16	18
1	1	1	(DO NOT READ) Other	1	1
1	1	1	(DO NOT READ) Don't know/Refused	2	1

QUESTIONS 9 THROUGH 11 PREVIOUSLY RELEASED

ASK ALL:

On another subject...

Q.12 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. Sarah Palin's recent appearance on Saturday Night Live	56	30	14	*=100
b. Colin Powell endorsing Barack Obama for president	49	39	12	*=100
c. Joe Biden's comment that Barack Obama would be tested by an international crisis early on in his presidency	43	35	21	1=100
d. Barack Obama's campaign raising \$150 million in the month of September	42	39	18	1=100
e. The Republican National Committee spending over \$150,000 on new clothes for Sarah Palin and her family members	52	27	20	1=100

QUESTION 13 PREVIOUSLY RELEASED

³ Based on data collected October 17-20, 2008 and October 24-27, 2008 [N=2,011].

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OCTOBER 17-20, 2008 NEWS INTEREST INDEX OMNIBUS SURVEY
TOPLINE
N=1,003**

QUESTIONS 1 THROUGH 12 PREVIOUSLY RELEASED

ASK ALL:

On another subject...

Q.13 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 the community organizing group ACORN, which has been accused of voter registration fraud	48	34	18	*=100
b. A man known as Joe the plumber who was mentioned frequently in the most recent presidential debate	64	25	11	*=100

ITEM C. HELD FOR FUTURE RELEASE

d. John McCain's recent appearance on the Late Show with David Letterman	23	41	35	1=100
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