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Ziegler Media News Coverage Survey

Conducted November 23 - 25, 2008

n=1,000 Actual Voters

MoE= ± 3.1% @ 95% Confidence Interval



Methodology & Demographics

Demographics

Age	Survey Results
18-34	14%
35-44	20%
45-54	23%
55-64	25%
65-74	7%
75 and over	9%
Gender	
Men	47%
Women	53%

Party	Survey Results
Republican	32%
Independent	27%
Democrat	39%
Region	
Northeast	6%
Mid-Atlantic	16%
Great Lakes	19%
Farm Belt	6%
Deep South	16%
Outer South	17%
Mountain	7%
Pacific	14%

Methodology

On behalf of Zeigler Media, Wilson Research Strategies conducted a nationwide research study of actual voters in the 2008 Presidential Race.

Respondents were sampled using a Registration Digit Dialing (RDD) methodology. The sample was stratified based on the geographic distribution of actual votes cast in the 2008 Presidential Election.

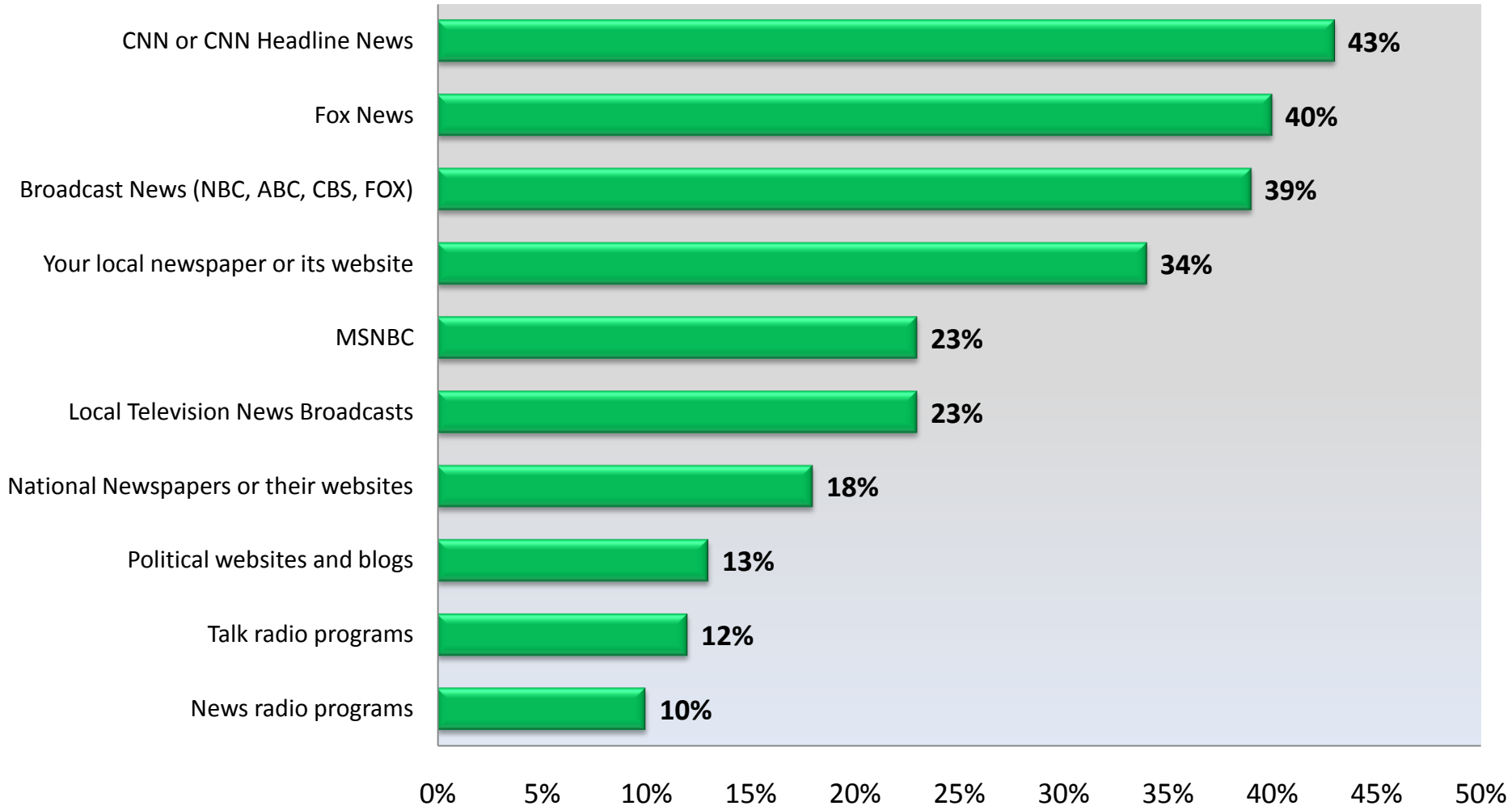
Respondents were contacted by phone via a live telephone operator interview November 23 - 25, 2008. The study has a sample size of n=1,000 voters. The margin of error is equal to $\pm 3.1\%$ in 95 out of 100 cases.

After interviewing concluded, responses were weighted so that the final data would reflect the actual vote outcome of the 2008 Presidential Election as well as the demographics of the electorate as reported in the National Election Pool Exit Polls.

News Sources

CNN and Fox News were the leading mentions for campaign news sources, followed by network broadcasts and local newspapers.

Which of the following sources would you say you frequently used to get news and information about the presidential campaign?



There is clear evidence of polarization in the types of coverage that voters viewed. CNN viewers did not mention another source of information in large numbers. Similarly, Fox News viewers generally did not get information from other sources. The only real overlap was for MSNBC voters, two-thirds of whom also got information from CNN.

And thinking some more about the recent presidential campaign...people got news and information about the campaign from a lot of different sources. Which of the following sources would you say you frequently used to get news and information about the presidential campaign? (Multiple Responses Accepted)

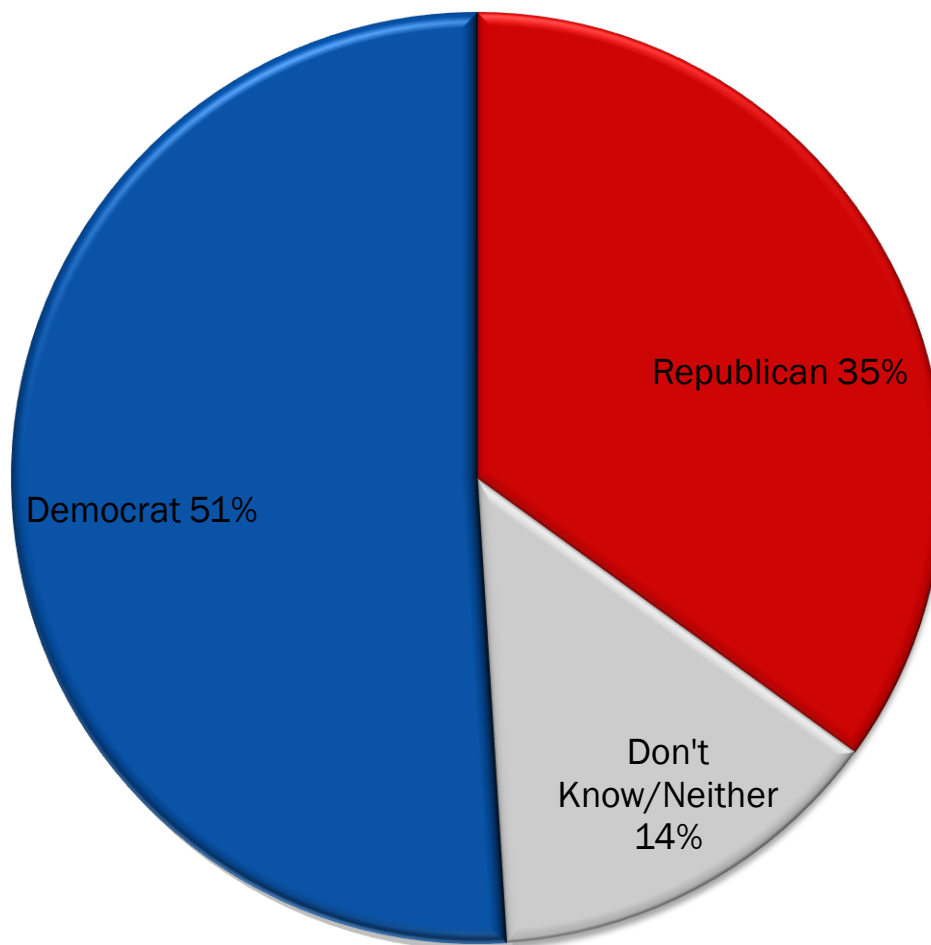
	CNN Viewers	Fox News Viewers	Local TV News Viewers	MSNBC Viewers
CNN	--	45%	48%	66%
Fox News	42%	--	40%	43%
National Broadcast News	44%	35%	55%	54%
Local Newspaper	35%	33%	38%	40%
MSNBC	35%	25%	33%	--
Local TV News	25%	22%	--	33%



Control of Congress

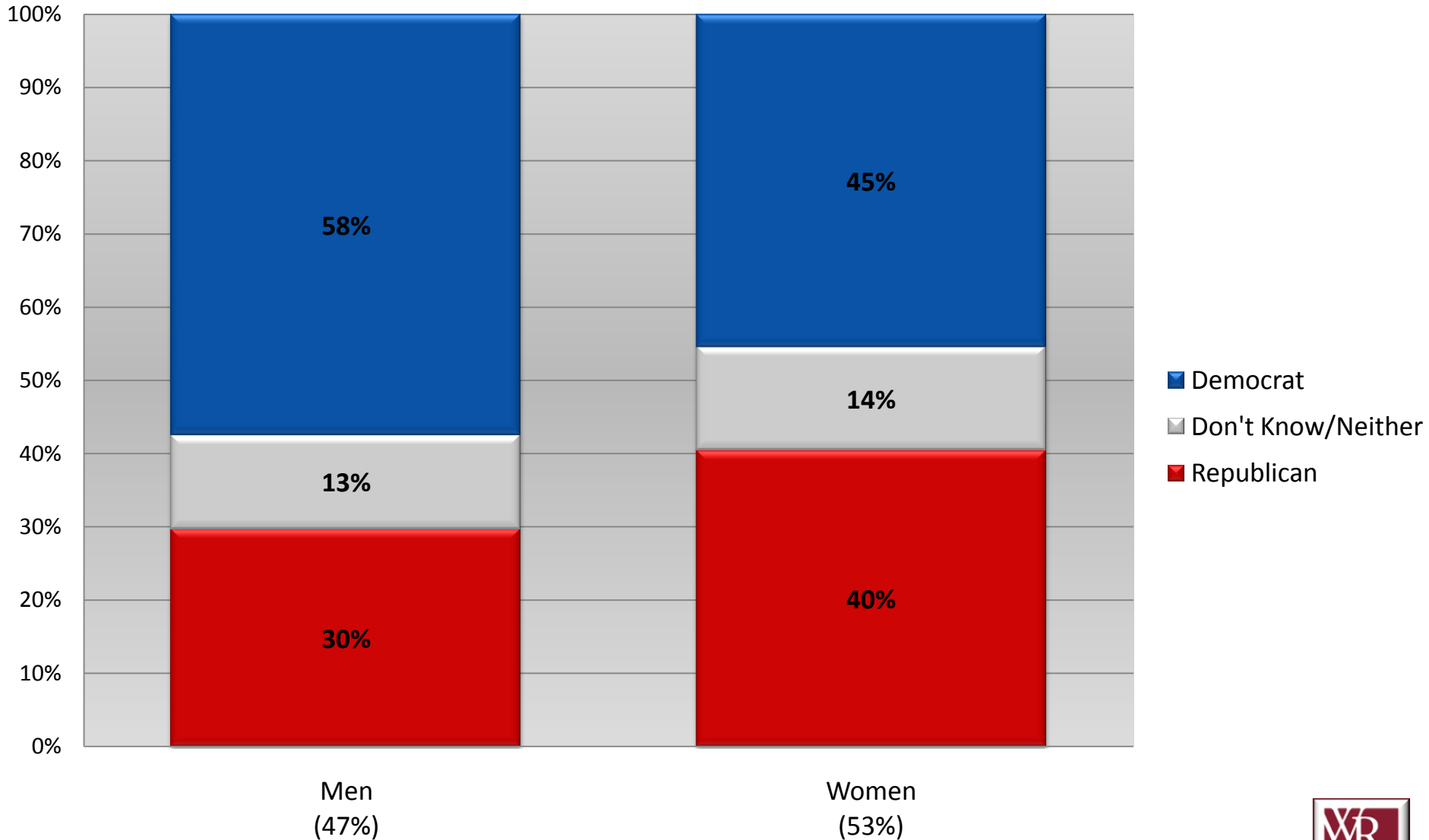
While a majority of voters knew that Democrats controlled Congress before this election, more than one-third of voters think that Republicans held both houses before the election.

Before this past election, which political party controlled both houses of Congress?



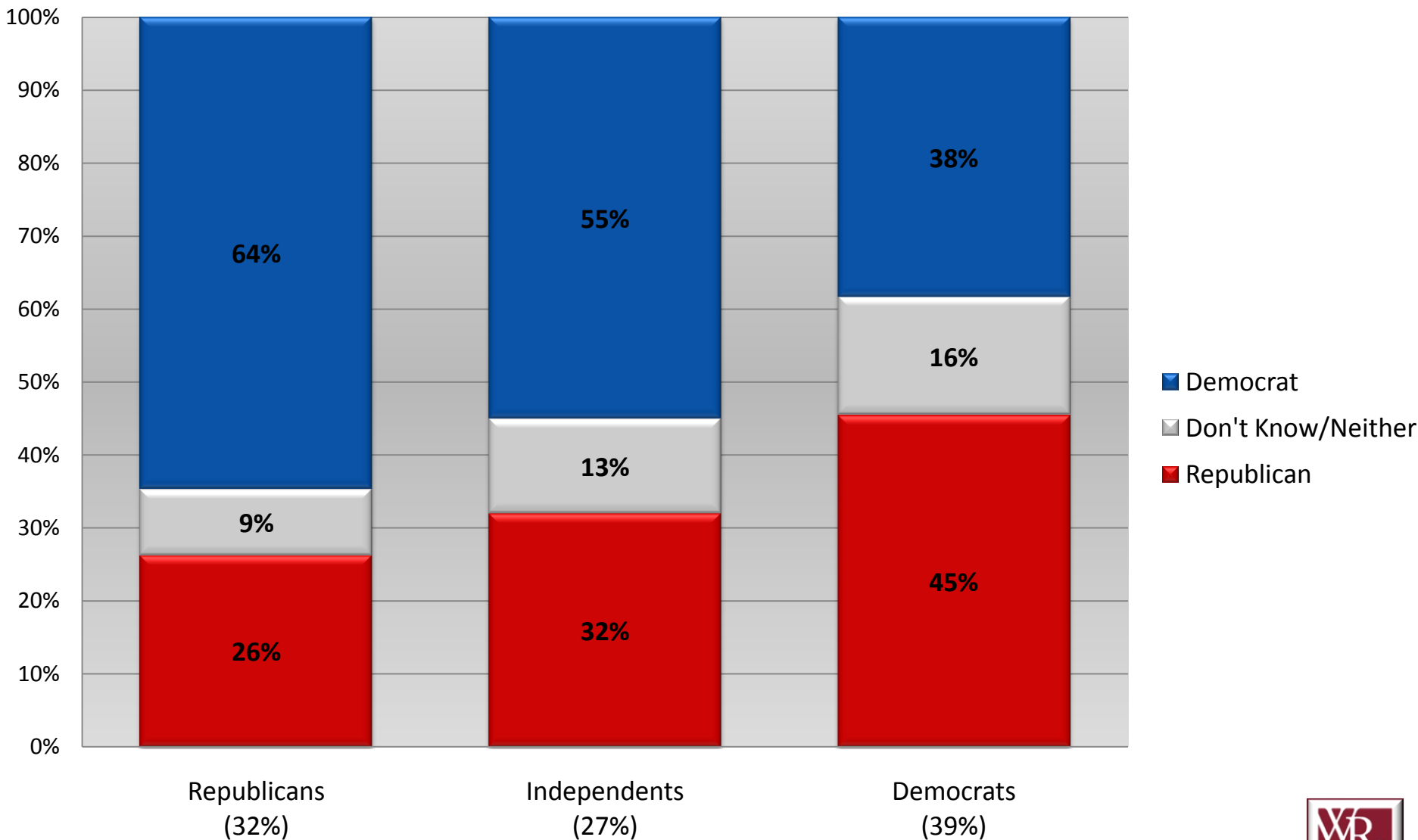
Women are almost equally split over who controls Congress.

Before this past election, which political party controlled both houses of Congress?



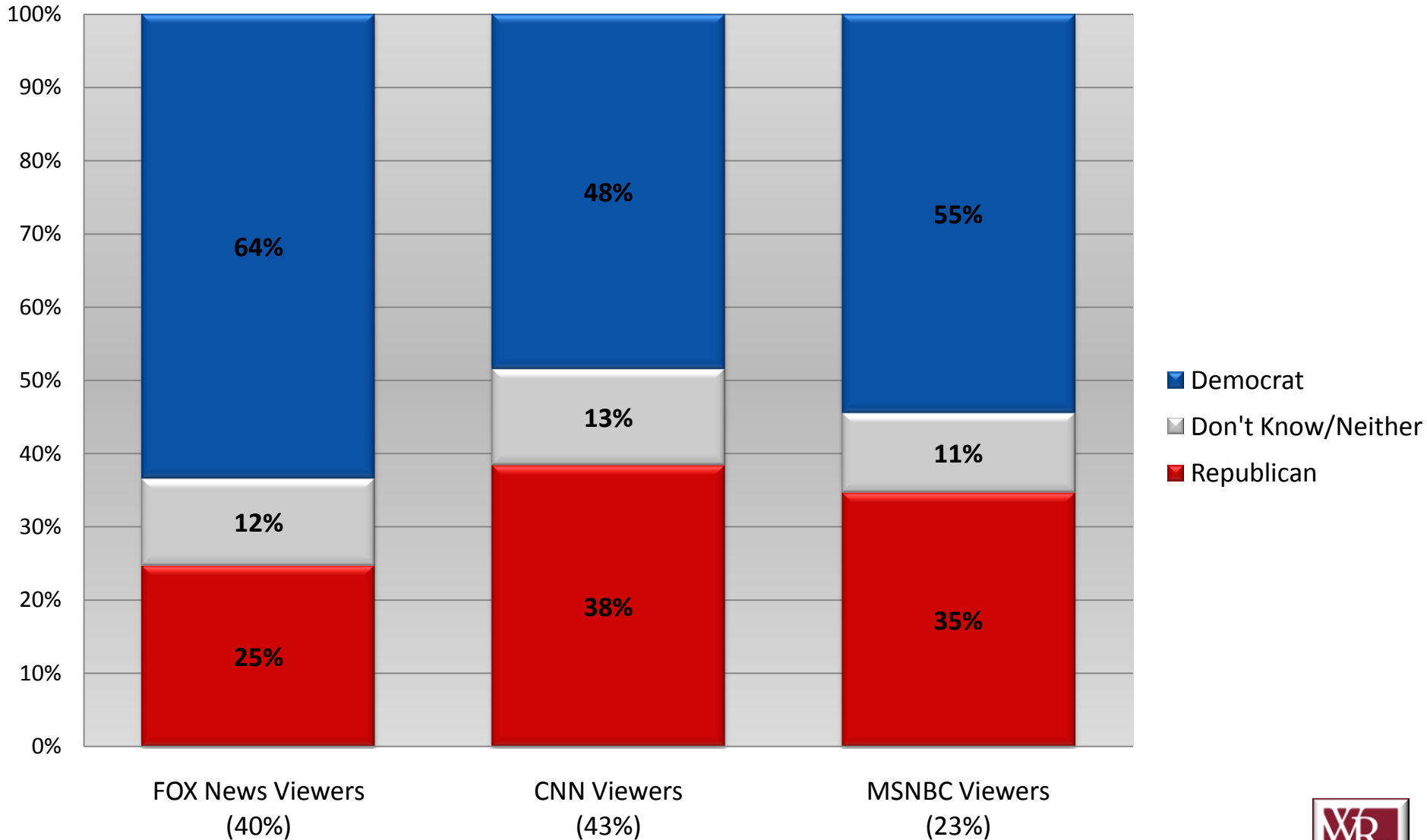
While Republicans and Independents generally knew Democrats were in control of Congress before the election, a majority of Democrats thought that Republicans still held both houses.

Before this past election, which political party controlled both houses of Congress?



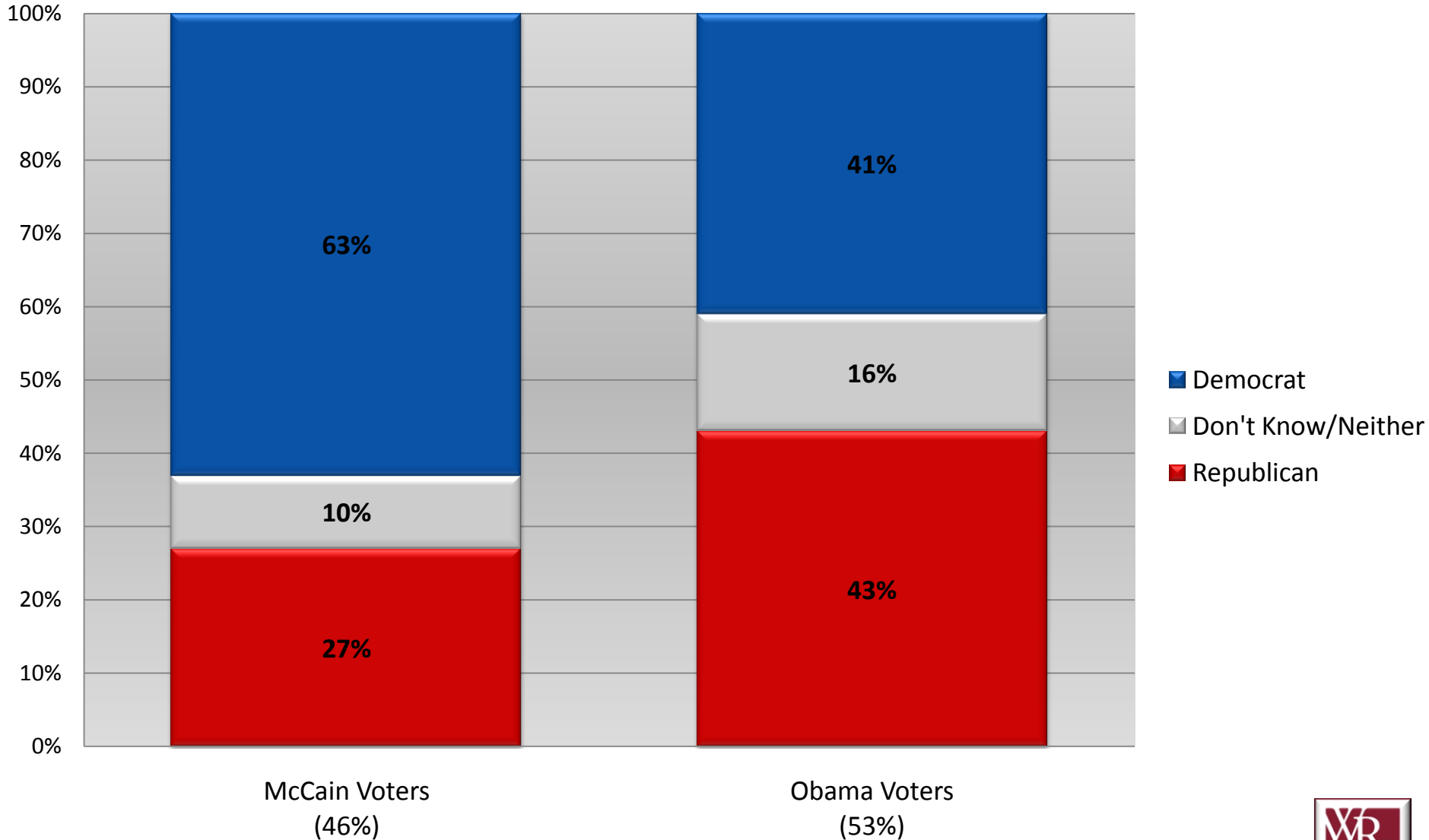
Fox News viewers were the most likely to know that Democrats controlled Congress while CNN viewers showed the most confusion over the issue.

Before this past election, which political party controlled both houses of Congress?



This basic difference of facts extended to the Presidential candidates as well. McCain voters knew Democrats were in control of Congress while a plurality of Obama voters think Republicans controlled both houses.

Before this past election, which political party controlled both houses of Congress?



Candidate Statements

Barack Obama

While there was broad awareness of the two Obama stories that were part of McCain campaign advertising and stump speeches, other Obama stories were largely unknown.

Now, I am going to read you some statements that may apply to one of the candidates for President and Vice President. For each one please tell me which candidate you believe that statement applies to.

Which Candidate...

% Correct:

... said the government should redistribute wealth?

82%

... reportedly held their first political fundraiser at the home of Bill Ayers and his wife, two leaders of the 1960's terrorist organization the Weather Underground?

77%

... claimed to have campaigned in 57 states?

35%

... said that their policies would bankrupt any company that built a coal burning power plant and said their policies would make electricity prices skyrocket?

31%

... won their first election by getting all of their opponents kicked off the ballot?

20%

Joe Biden

Neither Biden story was broadly known, though his comment about Obama facing a “generated international crisis” was more recalled than his abandoning the 1988 campaign due to plagiarism.

Now, I am going to read you some statements that may apply to one of the candidates for President and Vice President. For each one please tell me which candidate you believe that statement applies to.

Which Candidate...

% Correct:

... said that Obama would be tested in his first six months as President by a generated international crisis?

55%

... had to quit a previous political campaign because they were found to have plagiarized a speech?

30%

John McCain

McCain's "house gaffe" was recalled by three-quarters of the electorate. His earlier involvement with the Keating Five scandal was not as well remembered.

Now, I am going to read you some statements that may apply to one of the candidates for President and Vice President. For each one please tell me which candidate you believe that statement applies to.

Which Candidate...

% Correct:

... could not say how many houses they own?

76%

... was accused of taking campaign contributions and trips in the exchange for stopping regulators from investigating Charles Keating who eventually went to jail for fraud as part of a 1980's savings and loan scandal?

47%

Sarah Palin

Both Palin stories we tested were well known.

Now, I am going to read you some statements that may apply to one of the candidates for President and Vice President. For each one please tell me which candidate you believe that statement applies to.

Which Candidate...

% Correct:

... currently has a pregnant teenage daughter?

95%

... and their family wore clothes that their political party reportedly spent \$150,000 on?

82%

But there seems to be some confusion between authentic Palin stories and Tina Fey's Saturday Night Live parody of Palin.

Now, I am going to read you some statements that may apply to one of the candidates for President and Vice President. For each one please tell me which candidate you believe that statement applies to.

Which Candidate...

... said they could see Russia from their house?

% Answering "Sarah
Palin":

80%

% Answering "None of
Them":

3%

Story-Candidate Match Performance

McCain's voters were more likely than Obama voters to correctly match nine or more stories to the candidate they were about.

Now, I am going to read you some statements that may apply to one of the candidates for President and Vice President. For each one please tell me which candidate you believe that statement applies to.

# of Correct Responses	Obama Voters	McCain Voters
1	2%	1%
2	2%	3%
3	5%	2%
4	7%	5%
5	9%	6%
6	11%	8%
7	15%	12%
8	13%	17%
9	17%	11%
10	10%	11%
11	5%	12%
12	3%	8%
13	--	4%

The same was true among Independents who voted for each candidate.

Now, I am going to read you some statements that may apply to one of the candidates for President and Vice President. For each one please tell me which candidate you believe that statement applies to.

# of Correct Responses	Obama Independents	McCain Independents
1	1%	1%
2	1%	6%
3	5%	3%
4	4%	2%
5	12%	5%
6	8%	6%
7	14%	11%
8	18%	14%
9	20%	15%
10	10%	13%
11	7%	9%
12	--	10%
13	--	6%

News source was also important, with Fox News viewers being the most likely to identify ten or more stories correctly. MSNBC viewers did the least well, with less than one-third correctly matching ten or more stories with the correct candidate.

Now, I am going to read you some statements that may apply to one of the candidates for President and Vice President. For each one please tell me which candidate you believe that statement applies to.

# of Correct Responses	News Source				
	CNN	Fox News	MSNBC	Local News	Talk Radio
1	1%	1%		1%	
2	1%	1%	2%	3%	1%
3	2%	1%	3%	3%	3%
4	3%	4%	4%	5%	4%
5	5%	5%	8%	12%	4%
6	9%	6%	9%	10%	5%
7	10%	8%	10%	15%	11%
8	15%	12%	15%	15%	19%
9	15%	13%	21%	14%	11%
10	15%	12%	15%	10%	19%
11	12%	13%	8%	7%	12%
12	6%	14%	6%	3%	4%
13	5%	8%		1%	7%



News source was also important, with Fox News viewers being the most likely to identify ten or more stories correctly. CNN viewers did the least well, with less than one-third correctly matching ten or more stories with the correct candidate.

Now, I am going to read you some statements that may apply to one of the candidates for President and Vice President. For each one please tell me which candidate you believe that statement applies to.

# of Correct Responses	News Source				
	National Broadcast News	National Newspapers	Local Newspapers	News Radio	Political Websites/Blogs
1	1%	1%	2%	1%	--
2	4%	2%	2%	4%	1%
3	5%	3%	4%	6%	3%
4	7%	5%	6%	4%	4%
5	10%	2%	7%	4%	5%
6	9%	9%	9%	7%	5%
7	14%	15%	16%	14%	19%
8	16%	13%	16%	17%	21%
9	15%	18%	14%	15%	12%
10	9%	12%	12%	10%	11%
11	6%	12%	7%	10%	12%
12	4%	6%	4%	5%	4%
13	--	2%	2%	3%	3%





WILSON RESEARCH STRATEGIES

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We do much more than collect information. We interpret and analyze data to develop actionable strategies and tactics to best position our client versus the competition.

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