



WILSON RESEARCH STRATEGIES
324 Second Street, SE
Washington, D.C. 20003
202-470-6300
www.W-R-S.com

ZIEGLER_NEWS COVERAGE SURVEY_MQ_081125.DOC
ACTUAL VOTERS
NOVEMBER 23 - 25, 2008

SAMPLE:
n= 1000 Actual Voters
MoE=± 3.1%
NO CODE/ASK ALL QUESTIONS

INTRODUCTION: Good evening. My name is _____ and I'm calling from Wilson Research Strategies, a national public opinion firm. This evening we're conducting a short scientific study in your area and we'd like to get your opinions. We're not selling anything and your responses will be completely confidential.

SCREENER

- 1. First, are you or any member of your immediate family a member of the news media, a Public Relations company, or an active participant with any political campaign?
 - 1. Yes **TERMINATE**
 - 2. No/All other 100%

- 2. Are you registered to vote at this address?
 - 1. Yes 100%
 - 2. No/All other **TERMINATE**

- 3. Now thinking about the elections for President, Congress and other offices earlier this month, some people we talk to were not able to vote in those elections either because they didn't have time, didn't want to, or because the lines at their local polling place were just too long. How about you, did you vote in the elections earlier this month?
 - 1. Yes 100%
 - 2. No/All other **TERMINATE**

- X1. And still thinking about the recent elections, have you seen, read or heard anything recently about a poll conducted by pollster John Zogby asking people about various stories about the presidential and vice presidential candidates and statements by the candidates?
 - 1. Yes **TERMINATE**
 - 2. No/All other 100%



4. Now to begin with, for whom did you vote for President and Vice President in the recent election? ROTATE FIRST TWO

John McCain and Sarah Palin, the Republicans
 Barack Obama and Joe Biden, the Democrats
 ...or...
 someone else

IF REFUSED, READ:

Now I know your ballot is secret and private, but for the purposes of this very important scientific study, would you please consider telling me who you vote for.

1.	McCain/Palin	46%
2.	Obama/Biden	53%
3.	Someone else	1%
98.	Don't Recall DNR	*
99.	Refused DNR	*

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

1.	Republican	35%
2.	Democrat	51%
3.	Neither	5%
98.	Don't Know DNR	9%
99.	Refused DNR	*



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. If you don't think the statement is about any of the candidates or you're not sure which candidate a statement is about, just tell me that and we'll move on to the next one.

PROBE AFTER EACH STATEMENT

Which candidate do you think this statement is about **RANDOMIZE** Barack Obama, Joe Biden, John McCain, or Sarah Palin?

The (first/next) one is...**RANDOMIZE**

	Presiden tial Choice	Barack Obama 1.	Joe Biden 2.	John McCain 3.	Sarah Palin 4.	None of them 5.	Not Sure DNR 98.	Refused DNR 99.
6.	Which candidate could not say how many houses they own?	McCain 8%	1%	71%	1%	1%	17%	1%
		Obama 2%	1%	80%	2%	1%	14%	*
		Total 5%	1%	76%	1%	1%	15%	*
7.	Which candidate said they could see Russia from their house?	McCain 2%	*	1%	76%	5%	15%	1%
		Obama *	*	2%	85%	1%	12%	-
		Total 1%	*	1%	80%	3%	13%	*
8.	Which candidate had to quit a previous political campaign because they were found to have plagiarized a speech?	McCain 7%	33%	4%	1%	4%	51%	1%
		Obama 4%	27%	6%	1%	3%	58%	1%
		Total 5%	30%	5%	1%	3%	55%	1%
9.	Which candidate won their first election by getting all of their opponents kicked off the ballot?	McCain 29%	2%	2%	5%	2%	60%	1%
		Obama 13%	1%	7%	5%	4%	68%	2%
		Total 20%	2%	4%	5%	3%	64%	2%
10.	Which candidate and their family wore clothes that their political party reportedly spent \$150,000 on?	McCain 3%	*	3%	81%	-	12%	1%
		Obama 2%	-	6%	84%	*	9%	*
		Total 2%	*	4%	82%	*	10%	*
11.	Which candidate currently has a pregnant teenage daughter?	McCain 1%	-	1%	95%	*	2%	1%
		Obama 1%	*	1%	95%	*	3%	*
		Total 1%	*	1%	95%	*	3%	*
12.	Which candidate said that Obama would be tested in his first six months as President by a generated international crisis?	McCain *	59%	15%	2%	1%	22%	*
		Obama 1%	51%	24%	3%	*	21%	*
		Total *	55%	20%	2%	1%	21%	*
13.	Which candidate claimed to have campaigned in 57 states?	McCain 48%	3%	5%	2%	2%	40%	1%
		Obama 24%	2%	14%	12%	4%	43%	1%
		Total 35%	2%	10%	7%	3%	41%	1%



	Presidential Choice	Barack Obama 1.	Joe Biden 2.	John McCain 3.	Sarah Palin 4.	None of them 5.	Not Sure DNR 98.	Refused DNR 99.
14. Which candidate said that their policies would bankrupt any company that built a coal burning power plant and said their policies would make electricity prices skyrocket?	McCain	50%	2%	8%	1%	1%	37%	1%
	Obama	14%	2%	24%	3%	3%	52%	2%
	Total	31%	2%	17%	2%	2%	45%	1%
15. Which candidate said the government should redistribute wealth?	McCain	87%	-	3%	-	-	10%	-
	Obama	78%	*	5%	1%	2%	14%	*
	Total	82%	*	4%	*	1%	12%	*
16. Which candidate 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?	McCain	86%	-	1%	-	1%	12%	1%
	Obama	68%	*	5%	*	3%	22%	1%
	Total	77%	*	3%	*	2%	17%	1%
17. Which candidate 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.	McCain	12%	5%	42%	1%	2%	38%	1%
	Obama	2%	1%	53%	2%	3%	38%	1%
	Total	7%	3%	47%	1%	3%	38%	1%



18. 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? **RANDOMIZE, ACCEPT MULTIPLE RESPONSES**

	McCain	Obama	Total
1. Fox News	61%	22%	40%
2. CNN or CNN Headline News	34%	51%	43%
3. MSNBC	13%	32%	23%
4. National Television News Broadcasts on ABC, NBC, or CBS	32%	45%	39%
5. Local Television News Broadcasts	20%	25%	23%
6. National Newspapers like the New York Times, Washington Post, Wall Street Journal or their websites	14%	21%	18%
7. Your local newspaper or its website	31%	35%	34%
8. News radio programs	12%	9%	10%
9. Talk radio programs	16%	9%	12%
10. Political websites and blogs	13%	13%	13%
11. Other (Specify: _____) DNR	4%	6%	5%
98. Don't Know DNR	1%	1%	1%
99. Refused DNR	2%	*	1%

Now I have just a few more questions for demographic purposes only...

19. In politics today, do you usually think of yourself as a **ROTATE** Republican, Independent, or Democrat?

IF REPUBLICAN/DEMOCRAT, ASK:

Do you think of yourself as a STRONG (Republican/Democrat) or NOT-SO-STRONG (Republican/Democrat)?

TOTAL REPUBLICAN	32%
TOTAL DEMOCRAT	39%
1. Strong Republican	22%
2. Not-So-Strong Republican	10%
3. Independent/Something Else	27%
4. Not-So-Strong Democrat	9%
5. Strong Democrat	30%
6. DK/Refused DNR	2%



20. In what year were you born? **CAPTURE EXACT YEAR, RECODE INTO CATEGORIES, USE 999 FOR DK/REFUSED**
- | | | |
|----|-------|-----|
| 1. | 18-24 | 2% |
| 2. | 25-34 | 12% |
| 3. | 35-44 | 20% |
| 4. | 45-54 | 23% |
| 5. | 55-64 | 25% |
| 6. | 65-74 | 7% |
| 7. | 75+ | 9% |
21. Which of the following best describes your race or ethnicity?
- | | | |
|----|------------------------------------|-----|
| 1. | White | 74% |
| 2. | African-American | 13% |
| 3. | Hispanic, Mexican, Latino, Spanish | 9% |
| 4. | Asian | * |
| 5. | Native American or American Indian | 1% |
| 6. | Other (specify) _____ | 1% |
| 7. | Refused DNR | 2% |
22. Sex: **OBSERVATION**
- | | | |
|----|--------|-----|
| 1. | Male | 47% |
| 2. | Female | 53% |
23. Area: Urban/Suburban/Rural **PRE-CODE**
- | | | |
|----|----------|-----|
| 1. | Urban | 26% |
| 2. | Suburban | 49% |
| 3. | Rural | 19% |
24. Region **PRE-CODE**
- | | | |
|----|---------------|-----|
| 1. | Northeast | 6% |
| 2. | Mid Atlantic | 16% |
| 3. | Great Lakes | 19% |
| 4. | Farm Belt | 6% |
| 5. | Deep South | 16% |
| 6. | Outer South | 17% |
| 7. | Mountain West | 7% |
| 8. | Pacific | 14% |