THE ASSOCIATED PRESS-KNOWLEDGE NETWORKS POLL
PRESIDENTIAL CAMPAIGN AD SURVEY OF REGISTERED VOTERS
CONDUCTED BY KNOWLEDGE NETWORKS
October 13, 2008

All interviews were conducted with registered voters.

NOTE: all results shown are weighted and are percentages unless otherwise labeled. Results represent all registered adults unless otherwise indicated. Numbers may not add to 100 due to rounding.

FAV1.   For each of the following individuals, please select if you have a favorable or unfavorable impression of that person. If you don't know enough about the person to have an opinion, you can say that too.

George W. Bush	Rep	Dem	Total
Very favorable	16	2	8
Somewhat favorable	46	4	22
Somewhat unfavorable	20	13	16
Very unfavorable	17	79	51
Don't know enough to say	2	3	3

Barack Obama	Rep	Dem	Total
Very favorable	7	52	31
Somewhat favorable	19	28	24
Somewhat unfavorable	21	8	15
Very unfavorable	50	7	26
Don't know enough to say	4	5	5

John McCain	Rep	Dem	Total
Very favorable	28	5	14
Somewhat favorable	54	18	34
Somewhat unfavorable	12	33	24
Very unfavorable	4	38	22
Don't know enough to say	3	6	5

LV6. How often would you say you vote?

	Total
Always	56
Nearly always	31
Part of the time	8
Seldom	3
Never	2

CND1. How much thought, if any, have you given to candidates who are running for president in 2008?

	Total
A lot	68
Some	26
Not much	4
None at all	2

VOT3B. If the 2008 general election for President were being held today and these were the candidates, would you vote for…

	Rep	Dem	Total
Barack Obama and Joe Biden, the Democrats	14	88	54
John McCain and Sarah Palin, the Republicans	78	10	40
Bob Barr and Wayne Allyn Root, the Libertarians	2	0	2
Ralph Nader and Matt Gonzales, the independents	2	0	1
Someone else	5	2	4

[ASK IF OBAMA, MCCAIN, NADER OR BARR TO VOT3B]
VOT3BB. Are you certain to support [FILL RESPONSE FROM VOT3B] or do you think you might change your mind?

	Rep	Dem	Total
Certain to support [CANDIDATE]	82	88	85
Might change my mind	18	12	15

ISS2. How important is each of the following issues to you personally?

	Rep	Dem	Total
The economy			
Not at all Important	3	3	3
Slightly Important	2	0	1
Moderately Important	8	3	6
Very Important	32	21	28
Extremely Important	54	73	62
Health care			
Not at all Important	5	2	4
Slightly Important	8	3	5
Moderately Important	27	10	18
Very Important	29	33	32
Extremely Important	31	53	42
Social security			
Not at all Important	6	3	4
Slightly Important	6	5	5
Moderately Important	24	17	20
Very Important	33	29	32
Extremely Important	30	46	39
Political corruption			
Not at all Important	6	2	4
Slightly Important	7	8	8
Moderately Important	17	17	16
Very Important	30	31	31
Extremely Important	40	42	41
Taxes			
Not at all Important	4	3	3
Slightly Important	4	6	5
Moderately Important	16	22	19
Very Important	38	35	37
Extremely Important	38	34	36
Federal budget deficit			
Not at all Important	5	2	4
Slightly Important	4	4	4
Moderately Important	24	15	19
Very Important	35	37	37
Extremely Important	32	41	36

ISS33. Who do you trust to do a better job of handling each of these issues?

	Rep	Dem	Total
The economy			
Barack Obama	14	73	44
John McCain	54	9	28
Both Equally	11	7	10
Neither	21	12	18
Health care			
Barack Obama	14	76	47
John McCain	47	7	23
Both Equally	17	7	12
Neither	22	10	18
Social security			
Barack Obama	10	67	40
John McCain	52	8	26
Both Equally	16	12	14
Neither	23	13	21
Political corruption			
Barack Obama	9	53	32
John McCain	55	8	28
Both Equally	14	20	18
Neither	23	19	23
Taxes			
Barack Obama	14	71	43
John McCain	61	10	31
Both Equally	9	8	9
Neither	17	12	17
Federal budget deficit			
Barack Obama	11	65	39
John McCain	46	8	24
Both Equally	15	11	13
Neither	28	16	24

Q1. There have been two televised debates between Barack Obama and John McCain, and one between Joe Biden and Sarah Biden. How many, if any of these debates, have you seen in full or in part?

	TOTAL
None	21
One	16
Two	25
Three	39

Q2. How many times have you seen campaign ads on television in the last 7 days that were approved by either Barack Obama or John McCain? Please give us your best estimate.

	TOTAL
None	11
1 to 10	43
11 to 20	22
21 to 30	11
More than 30	14

[ASK IF NOT NONE TO PREVIOUS QUESTION]
Q3. Did you see ads that were approved by

	TOTAL
Barack Obama	11
John McCain	8
Both	80
Some other presidential candidate	0
None of the above	1

Q4. In your opinion, how fair or unfair do you think the televised campaign ads have been?

	Rep	Dem	Total
Very fair	5	6	5
Somewhat fair	21	21	20
Somewhat unfair	31	36	33
Very unfair	18	17	19
No opinion	25	21	23

	White, Non-Hispanic (n=918)	Black, Non-Hispanic (n=149)	Other Non-Hispanic (n=59)	Hispanic (n=147)
Very fair	4	5	2	16
Somewhat fair	19	20	14	28
Somewhat unfair	34	35	36	21
Very unfair	18	17	31	21
No opinion	25	23	19	15

Q5. Which campaign in your opinion has run televised campaign ads that are more fair and accurate?

	Rep	Dem	Total
Barack Obama	8	62	37
John McCain	34	5	18
Both about the same	58	33	45

	White, Non-Hispanic	Black, Non-Hispanic	Other Non-Hispanic	Hispanic
Barack Obama	30	77	42	37
John McCain	21	0	12	19
Both about the same	49	23	46	44

Q6A. Do the ads done for and approved by Barack Obama talk about who he is and explain his views on the issues, or mostly attack the other candidate?

	Rep	Dem	Total
Talk about who he is	18	22	20
Explain Views on the Issues	22	58	43
Mostly attack	60	20	38

	White, Non-Hispanic	Black, Non-Hispanic	Other Non-Hispanic	Hispanic
Talk about who he is	21	12	17	21
Explain Views on the Issues	34	82	59	49
Mostly attack	45	6	24	31

Q6B. Do the ads done for and approved by John McCain talk about who he is and explain his views on the issues, or mostly attack the other candidate?

	Rep	Dem	Total
Talk about who he is	21	7	12
Explain Views on the Issues	29	9	19
Mostly attack	50	84	68

	White, Non-Hispanic	Black, Non-Hispanic	Other Non-Hispanic	Hispanic
Talk about who he is	12	3	14	22
Explain Views on the Issues	23	4	14	15
Mostly attack	65	93	73	63

[new screen]
Now we are going to show you two televised ads that have been run by candidates.

30-SECOND VIDEOS RUN

   Obama AD – The "Prescription" or "Dome" Ad. Ad notes that McCain's health would plan "would result in taxes on your health insurance benefits" and that it "taxes health care instead of fixing it." Available on Youtube by a Youtube search on "Barack Obama Prescription Ad."

   McCain AD -- The "Painful Taxes" ad. Ad notes "Obama and his liberal Congressional allies want a massive government" that ends with "Can your family afford that?" Available on Youtube by a YouTube search on "John McCain Dome Ad."

POST-VIDEO QUESTIONS

Now we would like to ask you a few more questions.

SEEN_PRESCRIPTION. Had you personally seen this ad on television before seeing it in this survey, or not?

	TOTAL
Had seen it before	41
Had not seen it before	59

SEEN_DOME. Had you personally seen this ad on television before seeing it in this survey, or not?

	TOTAL
Had seen it before	25
Had not seen it before	75

Q7A. Now that you have a chance to see some campaign ads, do the ads done for and approved by Barack Obama talk about who he is and explain his views on the issues, or mostly attack the other candidate?

	Rep	Dem	Total	Pre-Video Total
Talk about who he is	4	6	6	20
Explain Views on the Issues	11	41	27	43
Mostly attack	85	53	67	38

Q7B. Now that you have a chance to see some campaign ads, do the ads done for and approved by John McCain talk about who he is and explain his views on the issues, or mostly attack the other candidate?

	Rep	Dem	Total	Pre-Video Total
Talk about who he is	7	4	6	12
Explain Views on the Issues	25	12	18	19
Mostly attack	68	84	77	68

Q8. Do you believe that campaign ads like these are helpful or unhelpful for people to make up their minds?

	Rep	Dem	Total
Helpful	14	14	14
Unhelpful	45	40	42
Neither Helpful nor Unhelpful	42	46	44

Q9A. In your opinion, do campaign ads like these make you less likely or more likely to vote for Barack Obama?

	Rep	Dem	Total
More likely	5	28	17
Less likely	43	11	26
No effect	53	60	57

Q9B. In your opinion, do campaign ads like these make you less likely or more likely to vote for John McCain?

	Rep	Dem	Total
More likely	20	3	10
Less likely	43	11	26
No effect	53	60	57

FAV1POST. For each of the following individuals, please select if you have a favorable or unfavorable impression of that person. If you don't know enough about the person to have an opinion, you can say that too.

George W. Bush	Rep	Dem	Total
Very favorable	16	2	8
Somewhat favorable	46	3	21
Somewhat unfavorable	19	12	16
Very unfavorable	17	79	52
Don't know enough to say	2	4	3

Barack Obama	Rep	Dem	Total
Very favorable	7	49	30
Somewhat favorable	16	30	24
Somewhat unfavorable	26	9	16
Very unfavorable	48	6	25
Don't know enough to say	4	5	5

John McCain	Rep	Dem	Total
Very favorable	28	4	14
Somewhat favorable	52	18	33
Somewhat unfavorable	13	33	24
Very unfavorable	4	40	23
Don't know enough to say	4	5	6

INT4PST. Do any of the following words describe how you feel about the upcoming presidential election? Check all that apply.

	% Answering 'Yes'		
	Rep	Dem	Total
Excited	14	26	20
Interested	37	57	46
Frustrated	66	46	56
Bored	14	9	12
Angry	30	28	29
Proud	10	16	13
Hopeful	31	58	45
Overwhelmed	20	18	19
Helpless	5	5	5
None of the above	0	0	0

ISS33POST. Who do you trust to do a better job of handling each of these issues?

	TOTAL	PRE-VIDEO TOTAL
The economy		
Barack Obama	43	44
John McCain	26	28
Both Equally	10	10
Neither	21	18
Health care		
Barack Obama	48	47
John McCain	22	23
Both Equally	10	12
Neither	21	18
Social security		
Barack Obama	40	40
John McCain	25	26
Both Equally	13	14
Neither	22	21
Political corruption		
Barack Obama	31	32
John McCain	27	28
Both Equally	18	18
Neither	25	23
Taxes		
Barack Obama	40	43
John McCain	30	31
Both Equally	10	9
Neither	21	17
Federal budget deficit		
Barack Obama	38	39
John McCain	25	24
Both Equally	13	13
Neither	25	24

IMG1A/B. Please tell me how well each word describes [CANDIDATE NAME]

Likable		Obama	McCain
	Not at all well	17	25
	Slightly well	22	37
	Somewhat well	27	27
	Very well	34	12
Decisive			
	Not at all well	27	24
	Slightly well	25	31
	Somewhat well	27	30
	Very well	22	15
Strong			
	Not at all well	20	23
	Slightly well	24	25
	Somewhat well	29	32
	Very well	27	21
Honest			
	Not at all well	32	26
	Slightly well	22	32
	Somewhat well	24	26
	Very well	23	16
Experienced			
	Not at all well	41	11
	Slightly well	28	19
	Somewhat well	22	29
	Very well	10	41
Compassionate			
	Not at all well	22	31
	Slightly well	22	34
	Somewhat well	28	23
	Very well	28	13
Refreshing			
	Not at all well	28	52
	Slightly well	20	30
	Somewhat well	23	14
	Very well	30	5
Ethical			
	Not at all well	28	26
	Slightly well	23	32
	Somewhat well	25	26
	Very well	24	15
Inspiring			
	Not at all well	24	43
	Slightly well	18	31
	Somewhat well	24	18
	Very well	35	8
Competent			
	Not at all well	25	21
	Slightly well	24	28
	Somewhat well	24	32
	Very well	28	19
Intelligent			
	Not at all well	11	17
	Slightly well	16	28
	Somewhat well	29	35
	Very well	44	21
Attractive			
	Not at all well	20	48
	Slightly well	26	35
	Somewhat well	31	14
	Very well	23	3

LV3. How much interest do you have in following news about the campaign for president, a great deal, quite a bit, only some, very little, or no interest at all?

	TOTAL
A great deal	33
Quite a bit	31
Only some	23
Very little	7
No interest at all	6

LV2. In talking to people about elections, we often find that a lot of people were not able to vote because they weren't registered, they were sick, or they just didn't have time. Which one of the following statements best describes you?

	TOTAL
I did not vote in the 2004 presidential election	8
I thought about voting in the 2004 presidential election, but didn't	1
I usually vote, but didn't in the 2004 presidential election	3
I'm sure I voted in the 2004 presidential election	88

[ASK IF LV2=1 or 2 or 3]
LV2A. Why didn't you vote in the 2004 presidential election?

	TOTAL
Too young to vote at the time	24
Not registered	10
Too busy, something came up	27
Other	40

LV31. On November 4, 2008, the election for President will be held. Using a 0 to-10 scale, where 10 means you are completely certain you will vote and 1 means you are completely certain you will NOT vote, how likely are you to vote in the upcoming presidential election? You can use any number between 1 and 10 to indicate how you strongly feel about your likelihood to vote.

	TOTAL
0 - Certain will NOT vote	2
1	1
2	0
3	1
4	1
5	3
6	0
7	1
8	4
9	6
10 - Certain to vote	81

LV7. Do you happen to know where people in your neighborhood go to vote, or not?

	TOTAL
Yes	88
No	12

DEMOGRAPHICS

AGE

18-29	18
30-44	27
45-59	29
60+	27

GENDER

Male	47
Female	53

EDUCATION

Less than high school	10
High school	29
Some college	30
Bachelors degree or higher	32

RACE / ETHNICITY

White, Non-Hispanic	71
Black, Non-Hispanic	12
Other, Non-Hispanic	5
Hispanic	11
2+ Races, Non-Hispanic	3

CENSUS REGION

Northeast	18
Midwest	23
South	36
West	22

MARITAL STATUS

Married	49
Single (never married)	7
Divorced	13
Widowed	2
Separated	23
Living with Partner	7

METHODOLOGY

The survey was conducted using the web-enabled KnowledgePanel[SM], a probability-based Panel designed to be representative of the U.S. population. Initially, participants are chosen scientifically by a random selection of telephone numbers. Persons in selected households are then invited by telephone to participate in the web-enabled KnowledgePanel[SM].   For those who agree to participate, but do not already have Internet access, Knowledge Networks provides at no cost an Internet appliance and Internet service connection. People who already have computers and Internet service are permitted to participate using their own equipment. Panelists then receive unique log-in information for accessing surveys online, and then are sent emails three to four times a month inviting them to participate in research. More technical information is available at http://www.knowledgenetworks.com/ganp/reviewer-info.html.

ABOUT KNOWLEDGE NETWORKS

Knowledge Networks delivers quality and service to guide leaders in business, government, and academia – uniquely bringing scientifically valid research to the online space through its probability-based, online KnowledgePanel[SM]. The company delivers unique study design, science, analysis, and panel maintenance, along with a commitment to close collaboration at every stage of the research process. Knowledge Networks leverages its expertise in brands, media, advertising, and public policy issues to provide insights that speak directly to clients' most important concerns. For more information about Knowledge Networks, visit www.knowledgenetworks.com.