

1. Closely Following 2016

How closely are you following news about the 2016 presidential elections?

	Gender			Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very closely	28%	37%	20%	14%	23%	33%	41%	25%	23%	41%
Somewhat closely	37%	37%	37%	27%	38%	39%	42%	39%	33%	40%
Not very closely	22%	16%	28%	33%	24%	19%	13%	24%	25%	14%
Not at all closely	13%	11%	15%	25%	16%	8%	4%	12%	19%	5%
Totals (Unweighted N)	100% (999)	100% (477)	100% (522)	100% (162)	100% (277)	100% (397)	100% (163)	100% (337)	100% (408)	100% (254)

	Race			Family Income			Region				
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Very closely	28%	31%	14%	21%	16%	38%	41%	28%	26%	29%	27%
Somewhat closely	37%	37%	37%	33%	38%	37%	37%	35%	42%	30%	43%
Not very closely	22%	21%	33%	19%	27%	16%	18%	20%	23%	25%	19%
Not at all closely	13%	10%	16%	27%	19%	9%	4%	17%	8%	16%	11%
Totals (Unweighted N)	100% (999)	100% (764)	100% (109)	100% (126)	100% (365)	100% (313)	100% (185)	100% (165)	100% (237)	100% (341)	100% (256)

2. Formally Announced Candidates

To the best of your knowledge, how many major candidates, including both Republicans and Democrats, have formally announced that they are running for president in 2016?

	Gender			Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
None	8%	7%	8%	18%	6%	6%	—	6%	11%	3%
1-2	14%	6%	21%	19%	18%	10%	10%	13%	18%	9%
3-5	57%	60%	53%	54%	60%	53%	62%	57%	51%	66%
6-9	18%	20%	15%	8%	13%	25%	22%	18%	16%	20%
10 or more	4%	6%	3%	2%	2%	6%	6%	6%	3%	3%
Totals (Unweighted N)	100% (993)	100% (477)	100% (516)	100% (157)	100% (276)	100% (397)	100% (163)	100% (336)	100% (405)	100% (252)

	Race				Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
None	8%	5%	7%	21%	13%	3%	1%	10%	4%	9%	7%
1-2	14%	13%	22%	15%	19%	15%	7%	13%	15%	15%	13%
3-5	57%	59%	52%	46%	51%	61%	62%	55%	59%	54%	59%
6-9	18%	19%	11%	14%	13%	17%	25%	16%	19%	16%	20%
10 or more	4%	4%	8%	4%	5%	4%	5%	6%	3%	6%	2%
Totals (Unweighted N)	100% (993)	100% (760)	100% (108)	100% (125)	100% (363)	100% (313)	100% (182)	100% (162)	100% (235)	100% (340)	100% (256)

3. Level of Coverage to Campaign

Do you think news organizations are currently giving too much coverage, too little coverage or the right amount of coverage to the 2016 presidential campaign?

	Gender			Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Too much	26%	30%	22%	21%	19%	28%	36%	31%	25%	20%
The right amount	44%	45%	44%	35%	43%	47%	52%	44%	38%	56%
Too little	9%	9%	9%	11%	8%	10%	5%	7%	7%	13%
Not sure	22%	17%	26%	32%	30%	15%	8%	18%	30%	10%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(476)	(521)	(161)	(277)	(397)	(162)	(337)	(408)	(252)

	Race				Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Too much	26%	28%	20%	15%	20%	29%	31%	27%	27%	24%	25%
The right amount	44%	43%	47%	46%	44%	42%	55%	44%	44%	46%	42%
Too little	9%	8%	7%	12%	11%	9%	4%	11%	11%	7%	7%
Not sure	22%	20%	26%	28%	24%	20%	10%	18%	18%	23%	26%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(762)	(109)	(126)	(365)	(313)	(183)	(165)	(236)	(341)	(255)

4. Plan to Start Paying Attention

When do you plan to start paying close attention to coverage of the next presidential election?

	Total	Gender		Age				3 Point Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
I am already paying close attention	31%	38%	24%	13%	27%	39%	43%	26%	27%	44%
Later in 2015	12%	10%	14%	18%	10%	11%	10%	17%	9%	11%
Early in 2016	19%	16%	21%	18%	17%	18%	23%	21%	15%	22%
Midway through 2016	15%	12%	17%	13%	17%	12%	19%	18%	14%	11%
Right before the November 2016 election	6%	5%	7%	10%	6%	5%	3%	8%	7%	2%
Never	7%	8%	7%	9%	8%	9%	0%	3%	13%	2%
Not sure	10%	11%	10%	19%	14%	7%	1%	7%	14%	8%
Totals (Unweighted N)	100% (996)	100% (477)	100% (519)	100% (160)	100% (277)	100% (396)	100% (163)	100% (336)	100% (407)	100% (253)

	Total	Race			Family Income			Region			
		White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
I am already paying close attention	31%	34%	20%	23%	24%	36%	40%	23%	30%	32%	35%
Later in 2015	12%	11%	11%	21%	11%	15%	9%	10%	18%	10%	11%
Early in 2016	19%	18%	21%	17%	18%	17%	26%	19%	19%	18%	19%
Midway through 2016	15%	14%	18%	14%	14%	17%	10%	16%	13%	17%	13%
Right before the November 2016 election	6%	5%	15%	5%	8%	3%	9%	10%	2%	5%	8%
Never	7%	8%	3%	7%	14%	4%	2%	8%	9%	8%	5%
Not sure	10%	10%	11%	13%	12%	7%	4%	15%	9%	11%	9%
Totals (Unweighted N)	100% (996)	100% (762)	100% (109)	100% (125)	100% (364)	100% (313)	100% (184)	100% (165)	100% (236)	100% (339)	100% (256)

5. Coverage Focus

Regardless of whether you follow news about the 2016 election, which two of the following do you think the news about the election should focus on most? Select up to two answers.

	Gender		Age				3 Point Party ID			
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Candidates' daily routines	3%	2%	4%	3%	4%	1%	2%	3%	2%	3%
Where candidates hold events	7%	6%	7%	6%	12%	5%	2%	9%	6%	5%
Who candidates are meeting with	10%	11%	9%	9%	8%	12%	10%	12%	7%	12%
How much money candidates have raised and where it comes from	33%	41%	26%	25%	32%	34%	42%	38%	32%	29%
Candidates' policy positions	63%	65%	61%	59%	59%	62%	76%	61%	62%	69%
Anything a candidate does should be covered	14%	13%	15%	6%	14%	18%	17%	15%	12%	16%
Not sure	13%	12%	15%	26%	15%	10%	2%	11%	18%	8%
Totals	(1,000)	(477)	(523)	(162)	(278)	(397)	(163)	(337)	(409)	(254)

	Total	Race			Family Income			Region			
		White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Candidates' daily routines	3%	1%	2%	11%	4%	3%	0%	1%	3%	3%	3%
Where candidates hold events	7%	6%	7%	8%	8%	8%	4%	5%	7%	5%	10%
Who candidates are meeting with	10%	10%	10%	6%	5%	13%	17%	8%	8%	10%	11%
How much money candidates have raised and where it comes from	33%	35%	21%	31%	29%	31%	46%	36%	27%	30%	40%
Candidates' policy positions	63%	69%	52%	43%	53%	67%	82%	55%	72%	57%	71%
Anything a candidate does should be covered	14%	13%	18%	15%	18%	13%	9%	16%	12%	18%	9%
Not sure	13%	11%	23%	21%	18%	10%	5%	18%	13%	13%	12%
Totals	(1,000)	(765)	(109)	(126)	(366)	(313)	(185)	(165)	(237)	(342)	(256)