

1. Looking forward to 2016

Would you say you're looking forward to the presidential election in 2016, or not?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	54%	61%	48%	47%	48%	56%	70%	59%	43%	71%
No	30%	27%	32%	35%	32%	28%	21%	22%	41%	15%
Not sure	16%	12%	20%	19%	20%	15%	9%	18%	16%	14%
Totals (Unweighted N)	100% (1,000)	100% (483)	100% (517)	100% (199)	100% (278)	100% (361)	100% (162)	100% (334)	100% (430)	100% (236)

	Race			Family Income			Region				
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Yes	54%	58%	43%	46%	44%	59%	64%	46%	57%	53%	60%
No	30%	28%	40%	31%	39%	26%	19%	34%	26%	33%	23%
Not sure	16%	15%	17%	23%	16%	15%	17%	19%	16%	14%	17%
Totals (Unweighted N)	100% (1,000)	100% (749)	100% (114)	100% (137)	100% (358)	100% (297)	100% (195)	100% (179)	100% (240)	100% (340)	100% (241)

2. Pay attention to 2016

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

	Total	Gender		Age				Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
I am already paying close attention	41%	48%	33%	22%	34%	50%	56%	38%	38%	49%
Sometime in 2015	17%	15%	19%	16%	20%	18%	12%	23%	13%	19%
Early in 2016	11%	9%	14%	18%	8%	11%	10%	15%	8%	14%
Midway through 2016	9%	11%	8%	10%	13%	7%	8%	13%	9%	6%
Never	10%	8%	12%	15%	10%	8%	5%	2%	17%	3%
Not sure	12%	10%	14%	20%	14%	7%	9%	9%	15%	10%
Totals (Unweighted N)	100% (999)	100% (483)	100% (516)	100% (199)	100% (277)	100% (361)	100% (162)	100% (333)	100% (430)	100% (236)

	Total	Race			Family Income			Region			
		White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
I am already paying close attention	41%	42%	34%	37%	32%	44%	54%	40%	45%	40%	38%
Sometime in 2015	17%	17%	19%	18%	20%	18%	18%	14%	18%	17%	19%
Early in 2016	11%	11%	11%	13%	10%	10%	10%	11%	13%	8%	15%
Midway through 2016	9%	9%	9%	12%	10%	10%	9%	7%	10%	9%	11%
Never	10%	11%	8%	7%	15%	9%	4%	17%	6%	13%	3%
Not sure	12%	10%	19%	15%	14%	8%	5%	12%	7%	14%	14%
Totals (Unweighted N)	100% (999)	100% (749)	100% (113)	100% (137)	100% (357)	100% (297)	100% (195)	100% (178)	100% (240)	100% (340)	100% (241)

3. Coverage of 2016

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				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Too much	31%	33%	30%	22%	28%	33%	45%	30%	33%	29%
The right amount	36%	38%	34%	37%	36%	38%	31%	41%	30%	42%
Too little	11%	13%	9%	13%	9%	10%	11%	11%	9%	16%
Not sure	22%	16%	27%	28%	26%	18%	12%	18%	28%	13%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(482)	(515)	(199)	(277)	(360)	(161)	(334)	(429)	(234)

	Race				Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Too much	31%	35%	25%	18%	29%	33%	37%	35%	34%	33%	23%
The right amount	36%	33%	38%	48%	34%	44%	38%	41%	45%	31%	32%
Too little	11%	9%	13%	18%	13%	7%	8%	10%	8%	8%	18%
Not sure	22%	23%	23%	16%	23%	16%	17%	14%	13%	27%	26%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(746)	(114)	(137)	(357)	(297)	(194)	(178)	(239)	(340)	(240)

4. Commercial

If you had to watch a commercial, which of the following would you prefer to see?

	Total	Gender		Age				Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
A commercial for a political candidate	15%	19%	12%	19%	18%	12%	12%	21%	11%	18%
A commercial for a car dealership	42%	43%	41%	42%	39%	44%	42%	37%	44%	41%
A commercial for a prescription drug	13%	9%	18%	11%	15%	14%	12%	15%	11%	15%
Not sure	30%	30%	30%	28%	28%	30%	34%	27%	34%	25%
Totals (Unweighted N)	100% (997)	100% (480)	100% (517)	100% (197)	100% (277)	100% (361)	100% (162)	100% (333)	100% (430)	100% (234)

	Total	Race			Family Income			Region			
		White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
A commercial for a political candidate	15%	15%	13%	19%	16%	15%	15%	19%	13%	14%	16%
A commercial for a car dealership	42%	41%	45%	41%	41%	46%	39%	31%	49%	44%	40%
A commercial for a prescription drug	13%	13%	21%	10%	16%	12%	14%	18%	15%	11%	11%
Not sure	30%	31%	21%	29%	27%	27%	32%	32%	23%	30%	34%
Totals (Unweighted N)	100% (997)	100% (747)	100% (113)	100% (137)	100% (356)	100% (296)	100% (195)	100% (178)	100% (240)	100% (338)	100% (241)