

SECTION N: POLITICAL STUDY

N5 1. (John McCain, the leading Republican Party candidate) - As you may know, there are candidates who are currently running to succeed U.S. president George Bush in the November U.S. election. Which of these candidates are you aware of?

	World Regions									
	Total	North America	LATAM	Europe	APAC	European Union	G-8 Countries	BRIC	Influencer	Not an influencer
Base: All respondents Weighted	22605	2036	3046	10350	7173	9346	8110	4077	3397	19208
	22000	2000	3000	10000	7000	9000	8000	4000	3187	18813
John McCain, the leading Republican Party candidate										
Aware	13693	1676	1397	6817	3803	6168	5776	2063	2144	11548
	62%	84%	47%	68%	54%	69%	72%	52%	67%	61%
Not aware	8307	324	1603	3183	3197	2832	2224	1937	1043	7264
	38%	16%	53%	32%	46%	31%	28%	48%	33%	39%

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N5_2. (Barack Obama, a Democratic Party Candidate) - As you may know, there are candidates who are currently running to succeed U.S. president George Bush in the November U.S. election. Which of these candidates are you aware of?

	World Regions									
	Total	North America	LATAM	Europe	APAC	European Union	G-8 Countries	BRIC	Influencer	Not an influencer
Base: All respondents Weighted	22605	2036	3046	10350	7173	9346	8110	4077	3397	19208
	22000	2000	3000	10000	7000	9000	8000	4000	3187	18813
Barack Obama, a Democratic Party Candidate										
Aware	17985	1826	2258	8683	5217	7823	6890	2613	2696	15289
	82%	91%	75%	87%	75%	87%	86%	65%	85%	81%
Not aware	4015	174	742	1317	1783	1177	1110	1387	492	3524
	18%	9%	25%	13%	25%	13%	14%	35%	15%	19%

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N5_3. (Hillary Clinton, a Democratic Party Candidate) - As you may know, there are candidates who are currently running to succeed U.S. president George Bush in the November U.S. election. Which of these candidates are you aware of?

		World Regions								
	Total	North America	LATAM	Europe	APAC	European Union	G-8 Countries	BRIC	Influencer	Not an influencer
Base: All respondents Weighted	22605	2036	3046	10350	7173	9346	8110	4077	3397	19208
	22000	2000	3000	10000	7000	9000	8000	4000	3187	18813
Hillary Clinton, a Democratic Party Candidate										
Aware	20144	1881	2720	9445	6098	8505	7496	3339	2990	17154
	92%	94%	91%	94%	87%	94%	94%	83%	94%	91%
Not aware	1857	119	280	555	902	495	504	661	198	1659
	8%	6%	9%	6%	13%	6%	6%	17%	6%	9%

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N5. (Aware Summary) As you may know, there are candidates who are currently running to succeed U.S. president George Bush in the November U.S. election. Which of these candidates are you aware of?

	World Regions									
	Total	North America	LATAM	Europe	APAC	European Union	G-8 Countries	BRIC	Influencer	Not an influencer
Base: All respondents Weighted	22605	2036	3046	10350	7173	9346	8110	4077	3397	19208
	22000	2000	3000	10000	7000	9000	8000	4000	3187	18813
Aware Summary										
Hilary Clinton, a Democratic Party Candidate	20144	1881	2720	9445	6098	8505	7496	3339	2990	17154
	92%	94%	91%	94%	87%	94%	94%	83%	94%	91%
Barack Obama, a Democratic Party Candidate	17985	1826	2258	8683	5217	7823	6890	2613	2696	15289
	82%	91%	75%	87%	75%	87%	86%	65%	85%	81%
John McCain, the leading Republican Party candidate	13693	1676	1397	6817	3803	6168	5776	2063	2144	11548
	62%	84%	47%	68%	54%	69%	72%	52%	67%	61%

		World Regions								
	Total	North America	LATAM	Europe	APAC	European Union	G-8 Countries	BRIC	Influencer	Not an influencer
Base: Aware of all three candidates Weighted	13577	1700	1304	6803	3770	6177	5746	1896	2211	11366
	12871	1651	1261	6536	3423	5914	5563	1725	2022	10849
Barack Obama	7094	632	764	3789	1908	3465	3031	843	1103	5990
	55%	38%	61%	58%	56%	59%	54%	49%	55%	55%
Hillary Clinton	4020	520	361	2192	947	1925	1615	593	639	3381
	31%	32%	29%	34%	28%	33%	29%	34%	32%	31%
John McCain	1758	498	137	555	568	523	918	290	279	1478
	14%	30%	11%	8%	17%	9%	16%	17%	14%	14%

		World Regions								
	Total	North America	LATAM	Europe	APAC	European Union	G-8 Countries	BRIC	Influencer	Not an influencer
Base: Aware of all three candidates	13577	1700	1304	6803	3770	6177	5746	1896	2211	11366
	Weighted	12871	1651	1261	6536	3423	5914	5563	2022	10849
Very/ Somewhat Closely (Net)	10353	1374	1120	5032	2827	4607	4424	1473	1788	8565
	80%	83%	89%	77%	83%	78%	80%	85%	88%	79%
Very closely	1964	383	224	773	584	719	1022	326	446	1518
	15%	23%	18%	12%	17%	12%	18%	19%	22%	14%
Somewhat closely	8389	990	896	4259	2244	3888	3402	1147	1342	7047
	65%	60%	71%	65%	66%	66%	61%	66%	66%	65%
Not following at all	2518	277	141	1504	596	1306	1140	252	234	2285
	20%	17%	11%	23%	17%	22%	20%	15%	12%	21%