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Interview date: January 20, 2009 Afternoon & Evening  
 Interviews: 835  
 463 Democrats; 333 Republicans  
 Sampling margin of error for a 50% statistic with 95%  
 confidence is:  $\pm 3.4$  for all adults;  
 $\pm 4.6$  for Democrats;  $\pm 5.4$  for Republicans

ASSOCIATED PRESS-KNOWLEDGE NETWORKS POLL  
 INAUGURATION DAY SURVEY  
 January 21, 2009

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

**Q1A.** Please think about all the different ways you got general news or information about today's inauguration events in Washington, DC. Please choose if you got any news or any information about the inauguration from each of these sources, or not. Please select all that apply.

	<b>Rep</b>	<b>Dem</b>	<b>Total</b>
Internet news sites accessed by computer	34%	37%	35%
Internet blogs	2%	3%	3%
Internet social networking sites like MySpace or Facebook accessed by computer	4%	6%	5%
News sites accessed with your cell phone	2%	4%	3%
Text messages received on your cell phone	1%	2%	1%
Instant messages received on a computer	1%	3%	3%
TV	82%	86%	83%
Radio	32%	38%	36%
Newspapers (printed on paper)	28%	34%	31%
Magazines	4%	10%	7%
Word of mouth from friends, family or co-workers	23%	32%	28%
Other	1%	0%	0%
I did not receive any news or information about the inauguration from any source	7%	4%	5%

**Q1B.** Let's talk only about today and how you saw or listened to today's coverage of the inauguration. Please tell us about how you saw or listened to today's coverage of the actual inauguration ceremonies. Please select all that apply.

	<b>Rep</b>	<b>Dem</b>	<b>Total</b>
Internet news sites accessed by computer	24%	20%	21%
Internet blogs	1%	1%	1%
Internet social networking sites like MySpace or Facebook accessed by computer	1%	2%	1%
News sites accessed with your cell phone	0%	1%	1%
Text messages received on your cell phone	1%	1%	1%
Instant messages received on a computer	0%	1%	0%
TV	69%	81%	75%
Radio	18%	19%	19%
Newspapers (printed on paper)	7%	10%	9%
Magazines	0%	2%	1%
Word of mouth from friends, family or co-workers	8%	16%	13%
Other	0%	0%	0%
I did not receive any news or information about the inauguration from any source	14%	8%	11%

[SHOW IF 2 OR MORE OF SOURCES SELECTED IN Q1B (NOT INCLUDING "OTHER" AND "NONE")]

**Q2.** Thinking about today, were you doing more than one of these things at the same time to watch or stay informed about today's inauguration? Please select those that you were doing at the same time. Please select all that apply.

[SHOW RESPONSE OPTIONS SELECTED AT Q2, EXCLUDING "OTHER" & "I DID NOT RECEIVE..."]

	<b>Rep</b>	<b>Dem</b>	<b>Total</b>
Internet news sites accessed by computer	16%	16%	15%
Internet blogs	2%	2%	2%
Internet social networking sites like MySpace or Facebook accessed by computer	1%	1%	1%
News sites accessed with your cell phone	0%	0%	0%
Text messages received on your cell phone	0%	2%	1%
Instant messages received on a computer	0%	2%	1%
TV	25%	38%	33%
Radio	15%	10%	12%
Newspapers (printed on paper)	6%	11%	10%
Magazines	0%	1%	1%
Word of mouth from friends, family or co-workers	7%	19%	15%
No – I was doing only one thing at a time	67%	55%	59%

[SHOW IF TV SELECTED IN Q1B]

**Q3A.** Did you watch any inauguration TV coverage in a group setting – with friends, family, and/or coworkers?

	<b>Rep</b>	<b>Dem</b>	<b>Total</b>
Yes	39%	52%	47%
No	61%	48%	53%

[SHOW IF TV OR RADIO SELECTED IN Q1B]

**Q3B.** Were you using any of the below while also watching or listening to the inauguration? Please select all that apply.

	<b>Rep</b>	<b>Dem</b>	<b>Total</b>
Social networking websites like Facebook, MySpace	1%	3%	2%
Phone talking to friends or family	9%	13%	11%
Web blogs	0%	1%	1%
None of these while watching or listening to the inauguration	90%	84%	87%

**Q4.** How well does this word describe the way you felt today when thinking about the inauguration of Barack Obama as President of the United States?

[REVERSE THE SCALE FOR HALF OF RESPONDENTS; RANDOM ORDER, SHOW EACH ITEM ON A SEPARATE SCREEN]

	<b>Rep</b>	<b>Dem</b>	<b>Total</b>
<b>Relieved</b>			
Very well	12%	48%	32%
Somewhat well	17%	30%	24%
Slightly well	25%	13%	19%
Not at all well	47%	9%	25%
<b>Excited</b>			
Very well	17%	58%	40%
Somewhat well	17%	23%	20%
Slightly well	23%	12%	17%
Not at all well	43%	8%	23%
<b>Interested</b>			
Very well	26%	64%	46%
Somewhat well	30%	25%	27%
Slightly well	25%	7%	16%
Not at all well	19%	3%	11%
<b>Frustrated</b>			
Very well	14%	6%	9%
Somewhat well	18%	8%	13%
Slightly well	19%	7%	12%
Not at all well	50%	79%	66%
<b>Angry</b>			
Very well	7%	3%	5%
Somewhat well	10%	6%	8%
Slightly well	15%	4%	9%
Not at all well	68%	87%	79%

**Q4 (continued).** How well does this word describe the way you felt today when thinking about the inauguration of Barack Obama as President of the United States?

[REVERSE THE SCALE FOR HALF OF RESPONDENTS; RANDOM ORDER, SHOW EACH ITEM ON A SEPARATE SCREEN]

	<b>Rep</b>	<b>Dem</b>	<b>Total</b>
<b>Proud</b>			
Very well	25%	60%	45%
Somewhat well	22%	22%	22%
Slightly well	26%	12%	18%
Not at all well	28%	5%	15%
<b>Hopeful</b>			
Very well	22%	65%	46%
Somewhat well	23%	25%	24%
Slightly well	27%	7%	16%
Not at all well	28%	2%	14%
<b>Indifferent</b>			
Very well	9%	12%	11%
Somewhat well	18%	10%	13%
Slightly well	25%	13%	19%
Not at all well	48%	66%	57%
<b>Worried</b>			
Very well	21%	7%	14%
Somewhat well	23%	18%	20%
Slightly well	30%	30%	30%
Not at all well	26%	45%	36%
<b>Overwhelmed</b>			
Very well	6%	22%	15%
Somewhat well	10%	24%	18%
Slightly well	24%	16%	19%
Not at all well	59%	38%	47%

[SHOW IF Q1B IS NOT "I DID NOT RECEIVE ANY NEWS OR INFORMATION"]

**Q5A.** Did you see or hear any of President Obama's inaugural address, or not?

	<b>Rep</b>	<b>Dem</b>	<b>Total</b>
Yes	77%	83%	79%
No	23%	17%	21%

[SHOW IF ANSWERED YES IN Q5A]

**Q5B.** How would you rate Barack Obama's speech?

[REVERSE THE SCALE FOR HALF OF RESPONDENTS]

	<b>Rep</b>	<b>Dem</b>	<b>Total</b>
Excellent	32%	64%	51%
Good	49%	32%	40%
Only fair	17%	3%	9%
Poor	1%	0%	1%

[SHOW IF ANSWERED YES IN Q5A]

**Q5C.** How did Barack Obama's speech make you feel about the future when it comes to the following?

[REVERSE THE SCALE FOR HALF OF RESPONDENTS. KEEP "NEITHER ONE" AND "NOT SURE" LAST.  
 RANDOM ORDER, PUT EACH ITEM ON A SEPARATE SCREEN]

	<b>Rep</b>	<b>Dem</b>	<b>Total</b>
<b>The national economy</b>			
More Optimistic	33%	69%	54%
More Pessimistic	19%	6%	11%
Neither one	31%	17%	22%
Not sure	17%	8%	12%
<b>The future of your own family</b>			
More Optimistic	29%	63%	50%
More Pessimistic	17%	7%	10%
Neither one	41%	20%	28%
Not sure	14%	11%	12%
<b>Race relations</b>			
More Optimistic	49%	69%	61%
More Pessimistic	11%	5%	7%
Neither one	30%	17%	22%
Not sure	10%	9%	9%
<b>America's image around the world</b>			
More Optimistic	49%	80%	68%
More Pessimistic	7%	4%	5%
Neither one	26%	9%	16%
Not sure	17%	6%	11%
<b>The war in Iraq</b>			
More Optimistic	21%	61%	46%
More Pessimistic	17%	6%	10%
Neither one	39%	21%	28%
Not sure	23%	11%	16%
<b>The people's trust in government</b>			
More Optimistic	38%	67%	56%
More Pessimistic	15%	4%	8%
Neither one	33%	19%	25%
Not sure	13%	9%	11%

**Q6.** As of this moment, how would you describe your personal feeling about the direction of the country now that Barack Obama is President?

[REVERSE THE SCALE FOR HALF OF RESPONDENTS. KEEP "NEITHER ONE" AND "NOT SURE" LAST]

	<b>Rep</b>	<b>Dem</b>	<b>Total</b>
Optimistic	30%	73%	53%
Pessimistic	29%	3%	15%
Neither one	17%	10%	14%
Not sure	23%	13%	18%

**Q7.** Do you think Michelle Obama made a good fashion statement in her inaugural outfit choice?

	<b>Rep</b>	<b>Dem</b>	<b>Total</b>
Yes	27%	50%	40%
No	9%	3%	5%
Don't care	64%	47%	55%

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**DEMOGRAPHICS**

**AGE**

18-29	21%
30-44	27%
45-59	28%
60+	24%

**GENDER**

Male	48%
Female	52%

**EDUCATION**

Less than high school	13%
High school	31%
Some college	28%
Bachelors degree or higher	27%

**RACE / ETHNICITY**

White, Non-Hispanic	69%
Black, Non-Hispanic	11%
Other, Non-Hispanic	5%
Hispanic	14%
2+ Races, Non-Hispanic	1%

**CENSUS REGION**

Northeast	18%
Midwest	22%
South	37%
West	23%

**MARITAL STATUS**

Married	54%
Single (never married)	4%
Divorced	10%
Widowed	3%
Separated	25%
Living with Partner	4%

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## METHODOLOGY

The survey was conducted using the web-enabled KnowledgePanel<sup>®</sup>, a probability-based web 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<sup>®</sup>. 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>.

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## 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<sup>®</sup>. 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](http://www.knowledgenetworks.com).