

Issues in the 2008 Presidential Campaign

	Percent of Airings Mentioning Issue	
	Obama/DNC Ads	McCain/RNC Ads
Taxes	61.0	56.0
Healthcare	36.4	1.6
Jobs	35.7	4.7
National Defense	15.8	13.5
Energy	13.2	34.0
Iraq	12.6	0.2
Gas Prices	11.2	23.2
Education	10.3	3.2
Government Spending	5.1	42.8
National Debt	3.3	14.2

This table illustrates the percentage of each campaign's ads that mentioned each issue. Issues are included if they were mentioned in at least 10 percent of either campaign's advertisements.