



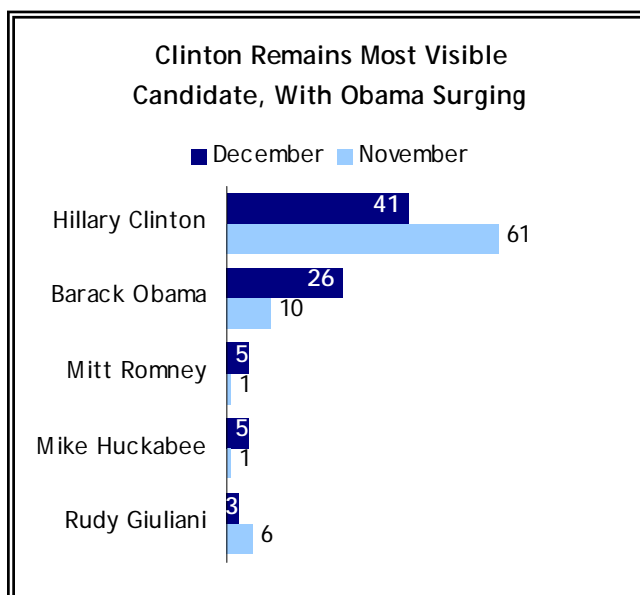
FOR IMMEDIATE RELEASE:
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FOR FURTHER INFORMATION:
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Romney's Speech Well Received by Republicans

OPRAH BOOSTS OBAMA'S VISIBILITY

Oprah Winfrey's well-publicized appearances with Barack Obama have raised Obama's visibility, especially among African Americans. Roughly a quarter of Americans (26%) say they have heard more about Obama recently than any other presidential candidate, up from just 10% in November. Meanwhile, though Hillary Clinton remains the most visible candidate overall, the proportion citing her as the candidate they have heard the most about fell from a high of 61% in November to 41% in the current poll.



Far more African Americans cite Obama (51%) than Clinton (27%) as the candidate they have heard the most about recently. In November, these figures were roughly the reverse, with 50% naming Clinton and 15% Obama. Whites were also more likely to name Obama this month compared with last month, but the increase was not as great (23% this month up from 9% in November).

Obama Raises Visibility, Especially Among Blacks						
	----Whites----			----Blacks----		
	Nov %	Dec %	Change	Nov %	Dec %	Change
<i>Most prominent candidate in the news:</i>						
Hillary Clinton	63	43	-20	50	27	-23
Barack Obama	9	23	+14	15	51	+36
Other	13	22	+9	13	1	-12
Don't know	15	12	-3	22	21	-1
	100	100		100	100	

Oprah and Obama

Obama's increased visibility is no doubt linked to his campaign appearances with Winfrey. Fully 74% of the public could correctly identify Obama as the candidate Oprah had endorsed. Awareness of Winfrey's support for Obama was equally high across parties, genders and racial groups.

Most Americans view Winfrey's support for Obama as a plus for his campaign. Six-in-ten say her support will help his candidacy, only 1% thinks it will hurt his candidacy, and 31% say it will not make any difference. The same percentage said Winfrey's endorsement would help Obama in a September poll. Democrats, Republicans and Independents are all in agreement that Oprah's support for Obama will help not hurt his candidacy (64% of Democrats, 63% of Republicans, and 61% of Independents say it will help).

Oprah's Support for Obama Widely Known	
	Percent
<i>Which Democratic candidate has Oprah endorsed?</i>	
Barack Obama	74
Hillary Clinton	9
John Edwards	2
Other	1
Don't know	14
	100
<i>Oprah's support for Obama will...</i>	
Help his candidacy	60
Hurt his candidacy	1
Not make a difference	31
Don't know	8
	100

Romney, Religion and the Republicans

The leading Republican candidates continue to lag behind Obama and Clinton in public visibility. Mitt Romney was named by just 5% as the candidate they heard the most about, despite Romney's highly anticipated speech about religion and politics on Dec. 6. Similarly, while Mike Huckabee has surged in the polls, just 5% name him as the candidate they have heard the most about. While both men are far less visible than the leading Democrats, this is an improvement for both Romney and Huckabee over November when just 1% named them as the most visible candidates.

As in the past, even Republicans are more likely to name Democratic candidates than GOP candidates when asked who they have been hearing the most about in the news. More than half of Republicans (56%) named a Democratic candidate while just 28% named a Republican candidate. The gap was even greater in November when more than three times as many Republicans pointed to a Democratic candidate rather than a GOP candidate as most visible (70% vs. 19%). In the current survey, 9% of Republicans name Romney as the most prominent candidate in the news, 8% mention Huckabee, while 7% cite Rudy Giuliani.

Most Americans say they heard either a lot (31%) or a little (31%) about Romney's speech about his faith and politics; 37% heard nothing at all about the speech. Romney receives mixed reviews on the speech from those who had heard a least a little about it. Nearly half

(49%) who heard about the speech said Romney did an excellent or good job addressing the concerns some voters may have about his Mormon faith. Four-in-ten (39%) said he did only a fair or poor job. Republicans and GOP-leaning independents had a generally positive view of the speech; 60% thought Romney did an excellent or good job addressing voters' concerns about his faith, compared with 28% who thought he did a fair or poor job.

White Republican evangelical Protestants, as well as non-evangelicals, had positive reactions to Romney's speech. Majorities in both groups said Romney did an excellent or good job in addressing his faith; the differences in these views are not statistically significant.

Romney Addresses His Faith				
--Republican/lean Republican--				
White				
Evangelical				
<i>Heard about Romney speech</i>	<u>Total</u>	<u>All</u>	<u>Protestant</u>	<u>Other</u>
	%	%	%	%
A lot	31	38	34	39
A little	31	30	33	29
Nothing at all	37	32	33	31
Don't know	<u>1</u>	<u>*</u>	<u>0</u>	<u>1</u>
	100	100	100	100
(N Size)	(1018)	(395)	(128)	(267)
--Republican/lean Republican--				
White				
Evangelical				
<i>Rate Romney's job addressing his faith</i>	<u>Total</u>	<u>All</u>	<u>Protestant</u>	<u>Other</u>
	%	%	%	%
Excellent/good	49	60	53	63
Only fair/poor	39	28	34	25
Don't know	<u>12</u>	<u>12</u>	<u>13</u>	<u>12</u>
	100	100	100	100
(N Size)	(684)	(292)	(97)	(195)

Romney's speech, along with news of Huckabee's strength in the polls, were two of the dominant themes in campaign press coverage last week. Stories focusing mainly on the Republican candidates made up 46% of the campaign newshole, while stories focusing on the Democrats made up 36% of the newshole (15% of the stories focused equally on Republican and Democratic candidates).¹

The news of Huckabee's surge reached a large percentage of the public. Among Republicans, 54% were able to identify Huckabee as the GOP candidate who has been moving up in the polls recently. Four-in-ten Democrats (39%) knew Huckabee had improved his standing, as did 45% of independents.

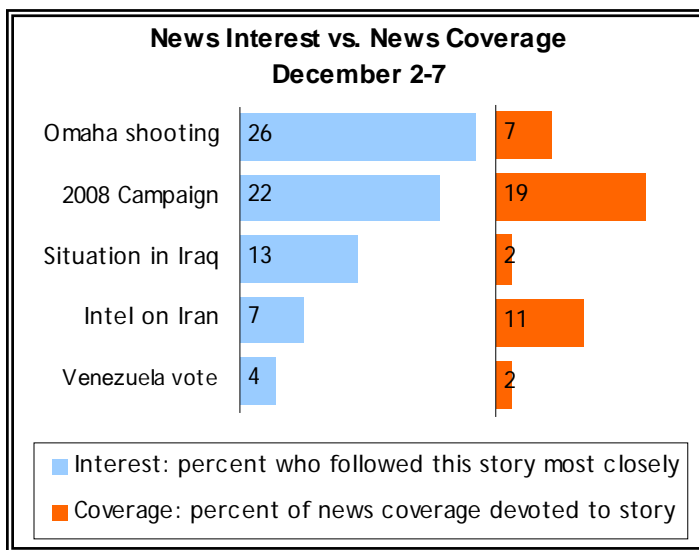
These findings are based on the most recent installment of the weekly *News Interest Index*, an ongoing project of the Pew Research Center for the People & the Press. The index, building on the Center's longstanding research into public attentiveness to major news stories, examines news interest as it relates to the news media's agenda. The weekly survey is conducted in conjunction with The Project for Excellence in Journalism's *News Coverage Index*, which monitors the news reported by major newspaper, television, radio and online news outlets on an

¹ News coverage of the campaign was coded through December 7 and therefore does not include weekend coverage of Oprah Winfrey's campaign appearances with Barack Obama.

ongoing basis. In the most recent week, data relating to news coverage was collected from December 2-7 and survey data measuring public interest in the top news stories of the week was collected December 7-10 from a nationally representative sample of 1,018 adults.

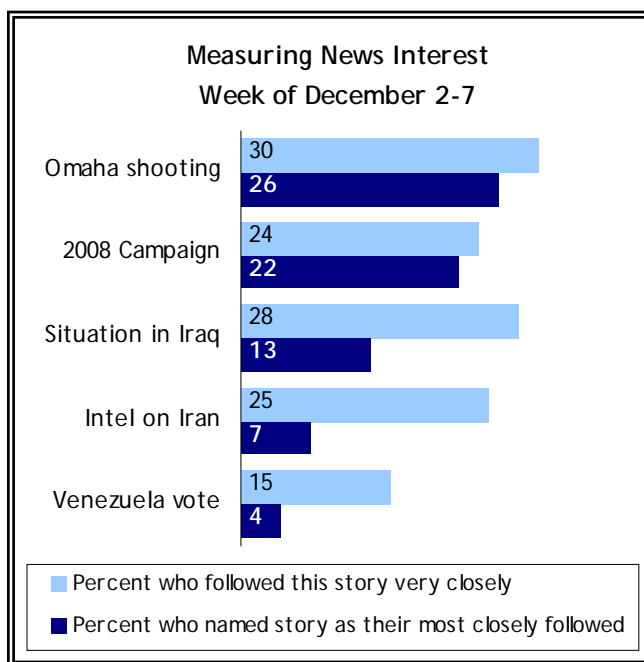
Omaha Shooting and Campaign Dominate News Interest

The deadly shooting spree at a shopping mall in Omaha, Nebraska was the most closely followed news story last week. Three-in-ten followed the shooting very closely and 26% listed this as the single news story they followed more closely than any other. The national news media devoted 7% of its overall coverage to this story – making it the third most heavily covered news story of the week. The shooting received the most coverage from online news outlets and network TV news.



The campaign was also a top news story last week. Roughly a quarter of the public (24%) followed campaign news very closely and 22% listed this as their most closely followed story of the week.

The Iraq war, which has been the public's most closely followed news story throughout much of the year, has nearly fallen off the media's radar screen. Last week, the national media devoted 2% of its overall coverage to events in Iraq making it the ninth most heavily covered news story of the week. The previous week the war received 3% of the national news coverage, placing it eighth overall. In spite of reduced coverage, the public is still following events in Iraq fairly closely, illustrating the continuing importance the public places on the story. Last week, 28% of Americans paid very close attention to news about the current



situation and events in Iraq and 13% listed this as their most closely followed news story.

A quarter of the public paid very close attention to an intelligence report stating that Iran had halted its nuclear weapons program in 2003, 7% listed this as their top story. The media focused heavily on the report and reactions to it – devoting 11% of the national newshole to this story.

In overseas news, 15% of the public followed the recent Venezuelan referendum vote very closely; 4% listed this as their top story of the week.

Also in the news last week, the Bush administration announced a plan intended to protect some homeowners from foreclosure. The proposal would freeze interest rates for the next five years on certain adjustable rate mortgages. Most Americans (70%) heard either a lot (31%) or a little (39%) about this proposal; 29% heard nothing at all about the plan.

About the News Interest Index

The *News Interest Index* is a weekly survey conducted by the Pew Research Center for the People & the Press aimed at gauging the public's interest in and reaction to major news events.

This project has been undertaken in conjunction with the Project for Excellence in Journalism's *News Coverage Index*, an ongoing content analysis of the news. The News Coverage Index catalogues the news from top news organizations across five major sectors of the media: newspapers, network television, cable television, radio and the internet. Each week (from Sunday through Friday) PEJ will compile this data to identify the top stories for the week. The News Interest Index survey will collect data from Friday through Monday to gauge public interest in the most covered stories of the week.

Results for the weekly surveys are based on telephone interviews among a nationwide sample of approximately 1,000 adults, 18 years of age or older, conducted under the direction of ORC (Opinion Research Corporation). For results based on the total sample, one can say with 95% confidence that the error attributable to sampling is plus or minus 3.5 percentage points.

In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls, and that results based on subgroups will have larger margins of error.

For more information about the Project for Excellence in Journalism's News Coverage Index, go to www.journalism.org.

About the Pew Research Center for the People & the Press

The Pew Research Center for the People & the Press is an independent opinion research group that studies attitudes toward the press, politics and public policy issues. We are sponsored by The Pew Charitable Trusts and are one of eight projects that make up the Pew Research Center, a nonpartisan "fact tank" that provides information on the issues, attitudes and trends shaping America and the world.

The Center's purpose is to serve as a forum for ideas on the media and public policy through public opinion research. In this role it serves as an important information resource for political leaders, journalists, scholars, and public interest organizations. All of our current survey results are made available free of charge.

All of the Center's research and reports are collaborative products based on the input and analysis of the entire Center staff consisting of:

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PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
DECEMBER 7-10, 2007 NEWS INTEREST INDEX OMNIBUS SURVEY
FINAL TOPLINE
N=1,018

Q.1 There are already many candidates for the 2008 presidential election. Can you tell me the name of the candidate you've heard the MOST about in the news lately? **[OPEN-END. DO NOT READ LIST. RECORD FIRST MENTION ONLY]**

		Nov 9-12, <u>2007</u>	Sep 7-10, <u>2007</u>	Jul 20-23, <u>2007</u>	Jun 1-4, <u>2007</u>	Apr 27-30, <u>2007</u>	Mar 16-19, <u>2007</u>
41	Hillary Clinton	61	41	42	32	41	37
26	Barack Obama	10	20	22	20	23	24
5	Mitt Romney	1	2	2	3	1	1
5	Mike Huckabee	1	--	--	--	--	--
3	Rudy Giuliani	6	4	2	4	3	3
1	Fred Thompson	1	8	2	4	*	--
1	Ron Paul	1	*	*	*	--	--
1	George W. Bush	1	1	3	1	1	2
1	John Edwards	*	2	2	2	3	1
*	John McCain	*	2	2	2	4	3
1	Other	1	1	2	2	1	4
<u>15</u>	Don't know/Refused	<u>17</u>	<u>19</u>	<u>21</u>	<u>30</u>	<u>23</u>	<u>25</u>
100		100	100	100	100	100	100

Q.2 As I read a list of some stories covered by news organizations this past week, please tell me if you happened to follow each news story very closely, fairly closely, not too closely, or not at all closely. First, **[INSERT ITEM; RANDOMIZE ITEMS] [IF NECESSARY "Did you follow [ITEM] very closely, fairly closely, not too closely or not at all closely?"]**

	<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<u>DK/ Refused</u>
a. News about the current situation and events in Iraq	28	37	21	14	*=100
November 23-26, 2007	25	37	21	16	1=100
November 16-19, 2007	31	37	19	12	1=100
November 9-12, 2007	29	38	19	13	1=100
November 2-5, 2007	31	35	18	15	1=100
October 26-29, 2007	28	37	21	13	1=100
October 19-22, 2007	28	37	20	15	*=100
October 12-15, 2007	26	36	18	19	1=100
October 5-8, 2007	29	33	22	16	*=100
September 28 – October 1, 2007	30	41	18	11	*=100
September 21-24, 2007	32	38	17	13	*=100
September 14-17, 2007	31	36	18	15	0=100
September 7-10, 2007	32	34	20	14	*=100
August 30 – September 2, 2007	31	34	18	16	1=100
August 24-27, 2007	34	36	18	12	*=100
August 17-20, 2007	33	34	18	15	*=100
August 10-13, 2007	36	37	14	13	*=100
August 3-6, 2007	29	40	19	12	*=100
July 27-30, 2007	28	36	19	16	1=100
July 20-23, 2007	28	34	21	16	1=100
July 13-16, 2007	25	41	17	16	1=100
July 6-9, 2007	36	34	18	12	*=100

Q.2 CONTINUED...

	<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<u>DK/ Refused</u>
June 29-July 2, 2007	32	35	19	13	1=100
June 22-25, 2007	30	36	18	15	1=100
June 15-18, 2007	30	37	20	13	*=100
June 8-11, 2007	32	38	15	14	1=100
June 1-4, 2007	30	36	20	13	1=100
May 24-27, 2007	33	36	18	12	1=100
May 18-21, 2007	36	34	15	14	1=100
May 11-14, 2007	30	34	18	17	1=100
May 4-7, 2007	38	37	15	10	*=100
April 27-30, 2007	27	35	21	16	1=100
April 20-23, 2007	28	35	22	15	*=100
April 12-16, 2007	34	33	20	13	*=100
April 5-9, 2007	33	39	16	11	1=100
March 30-April 2, 2007	34	37	16	13	*=100
March 23-March 26, 2007²	31	38	18	12	1=100
March 16-19, 2007	34	34	17	15	*=100
March 9-12, 2007	34	37	16	13	*=100
March 2-5, 2007	37	37	16	9	1=100
February 23-26, 2007	36	36	15	13	*=100
February 16-19, 2007	30	36	19	14	1=100
February 9-12, 2007	37	34	18	11	*=100
February 2-5, 2007	38	38	17	7	*=100
January 26-29, 2007	36	38	15	11	*=100
January 19-22, 2007	37	34	18	10	1=100
January 12-15, 2007	38	36	17	8	1=100
January, 2007	46	40	8	5	1=100
January 5-8, 2007	40	32	16	12	0=100
December, 2006	42	39	12	7	*=100
November 30-December 3, 2006	40	36	13	11	*=100
Mid-November, 2006	44	38	12	6	*=100
September, 2006	33	43	14	8	2=100
August, 2006	41	39	12	7	1=100
June, 2006	37	43	13	6	1=100
May, 2006	42	35	15	7	1=100
April, 2006	43	36	13	7	1=100
March, 2006	43	38	12	6	1=100
February, 2006	39	42	12	6	1=100
January, 2006	40	40	12	7	1=100
December, 2005	45	38	11	5	1=100
Early November, 2005	41	40	13	6	*=100
Early October, 2005	43	36	15	6	*=100
Early September, 2005	32	40	20	7	1=100
July, 2005	43	37	13	6	1=100
Mid-May, 2005	42	42	11	5	*=100
Mid-March, 2005	40	39	14	5	2=100
February, 2005	38	45	13	4	*=100
January, 2005	48	37	11	4	*=100
December, 2004	34	44	15	6	1=100
Mid-October, 2004	42	38	11	8	1=100
Early September, 2004	47	37	9	6	1=100
August, 2004	39	42	12	6	1=100

² From May, 2003 to March 23-26, 2007, the story was listed as "News about the current situation in Iraq."

Q.2 CONTINUED...

	Very <u>Closely</u>	Fairly <u>Closely</u>	Not too <u>Closely</u>	Not at all <u>Closely</u>	DK/ <u>Refused</u>
July, 2004	43	40	11	6	*=100
June, 2004	39	42	12	6	1=100
April, 2004	54	33	8	5	*=100
Mid-March, 2004	47	36	12	4	1=100
Early February, 2004	47	38	10	4	1=100
Mid-January, 2004	48	39	9	4	*=100
December, 2003	44	38	11	6	1=100
November, 2003	52	33	9	5	1=100
September, 2003	50	33	10	6	1=100
Mid-August, 2003	45	39	10	5	1=100
Early July, 2003	37	41	13	8	1=100
June, 2003	46	35	13	6	*=100
May, 2003	63	29	6	2	*=100
April 11-16, 2003 ³	47	40	10	2	1=100
April 2-7, 2003	54	34	9	2	1=100
March 20-24, 2003	57	33	7	2	1=100
March 13-16, 2003 ⁴	62	27	6	4	1=100
February, 2003	62	25	8	4	1=100
January, 2003	55	29	10	4	2=100
December, 2002	51	32	10	6	1=100
Late October, 2002	53	33	8	5	1=100
Early October, 2002	60	28	6	5	1=100
Early September, 2002 ⁵	48	29	15	6	2=100
b. A new intelligence report stating that Iran stopped its nuclear weapons program in 2003	25	31	20	23	1=100
TREND FOR COMPARISON:⁶					
October 26-29, 2007: Mounting tensions	26	34	21	18	1=100
September 28 – October 1, 2007:					
Ahmadinejad visit to U.S.	23	31	20	25	1=100
June 1-4, 2007: US-Iranian talks	19	27	27	26	1=100
February 23-26, 2007: Mounting tensions	29	37	18	15	1=100
February 16-19, 2007: Iran supplying weapons to Iraqi insurgents	28	32	20	19	1=100
February 2-5, 2007: Mounting tensions	33	38	18	10	1=100
c. A shooting at a shopping mall in Omaha, Nebraska where eight people were killed	30	36	18	15	1=100
d. Recent parliamentary elections in Russia	5	14	22	58	1=100

³ From March 20-24, 2003 to April 11-16, 2003, the story was listed as “News about the war in Iraq.”

⁴ From Early October, 2002, to March 13-16, 2003, the story was listed as “Debate over the possibility that the U.S. will take military action in Iraq.”

⁵ In Early September, 2002, the story was listed as “Debate over the possibility that the U.S. will invade Iraq.”

⁶ From October 26-29, 2007, February 23-26, 2007 and February 2-5, 2007, the story was listed as “Mounting tensions between the United States and Iran.” From September 28-October 1, 2007, the story was listed as “Iranian President Mahmoud Ahmadinejad’s recent trip to New York City where he spoke at Columbia University and the United Nations.” From June 1-4, 2007, the story was listed as “Recent talks between the United States and Iran.” From February 16-19, 2007, the story was listed as “Reports that Iran may be supplying weapons to insurgents in Iraq.”

Q.2 CONTINUED...

	<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<u>DK/ Refused</u>
e. The defeat of a referendum vote in Venezuela that would have increased the powers of President Hugo Chavez	15	18	22	43	2=100
TREND FOR COMPARISON:⁷					
January, 2003: <i>Political instability</i>	5	16	29	49	1=100
May, 2002: <i>Attempted overthrow of Chavez</i>	6	13	27	53	1=100
f. News about candidates for the 2008 presidential election	24	35	22	19	*=100
November 30 – December 3, 2007	23	35	23	19	*=100
November 23-26, 2007	20	33	26	20	1=100
November 16-19, 2007	26	33	21	19	1=100
November 9-12, 2007	21	33	25	21	*=100
November 2-5, 2007	27	30	21	21	1=100
October 26-29, 2007	21	34	26	19	*=100
October 19-22, 2007	23	32	22	23	*=100
October 12-15, 2007	13	31	26	30	*=100
October 5-8, 2007	22	30	24	24	*=100
September 28 – October 1, 2007	21	34	25	20	*=100
September 21-24, 2007	24	31	22	23	*=100
September 14-17, 2007	22	31	24	23	*=100
September 7-10, 2007	18	34	26	22	*=100
August 30-September 2, 2007	19	35	21	25	*=100
August 24-27, 2007	22	28	24	26	*=100
August 17-20, 2007	19	27	24	30	*=100
August 10-13, 2007	23	32	21	24	*=100
August 3-6, 2007	19	31	25	25	*=100
July 27-30, 2007	19	32	22	26	1=100
July 20-23, 2007	16	26	30	27	1=100
July 13-16, 2007	17	29	27	27	*=100
July 6-9, 2007	24	29	24	22	1=100
June 29-July 2, 2007	20	32	25	23	*=100
June 22-25, 2007	18	31	21	30	*=100
June 15-18, 2007	17	32	26	25	*=100
June 8-11, 2007	19	30	24	26	1=100
June 1-4, 2007	16	27	32	24	1=100
May 24-27, 2007	22	33	23	22	*=100
May 18-21, 2007	18	31	24	27	*=100
May 11-14, 2007	18	30	23	28	1=100
May 4-7, 2007	23	34	21	21	1=100
April 27-30, 2007	14	30	29	26	1=100
April 20-23, 2007	18	28	27	27	*=100
April 12-16, 2007	18	28	27	27	*=100
April 5-9, 2007	25	30	26	19	*=100
March 30-April 2, 2007	20	29	27	23	1=100
March 23-26, 2007	20	32	22	26	*=100
March 16-19, 2007	15	28	29	27	1=100
March 9-12, 2007	24	30	23	23	*=100
March 2-5, 2007	19	31	26	23	1=100

⁷

In January, 2003, the story was listed as “Political instability in Venezuela.” In May, 2002, the story was listed as “The attempted overthrow of the president of Venezuela.”

Q.2 CONTINUED...

	<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<u>DK/ Refused</u>
February 23-26, 2007	22	33	24	21	*=100
February 16-19, 2007	18	32	22	27	1=100
February 9-12, 2007	24	30	24	21	1=100
February 2-5, 2007	24	36	22	18	*=100
January 26-29, 2007	24	33	23	20	*=100
January 19-22, 2007⁸	24	27	22	26	1=100
2004 Presidential Election					
November, 2004 (RVs)	52	36	8	4	*=100
Mid-October, 2004	46	30	12	11	1=100
August, 2004	32	38	16	14	*=100
July, 2004	29	37	18	15	1=100
April, 2004	31	33	19	16	1=100
Mid-March, 2004	35	34	18	13	*=100
Late February, 2004	24	40	23	12	1=100
Early February, 2004 ⁹	29	37	20	13	1=100
Mid-January, 2004	16	30	27	26	1=100
Early January, 2004	14	32	30	23	1=100
December, 2003	16	26	27	30	1=100
November, 2003	11	26	34	28	1=100
October, 2003	12	27	28	32	1=100
September, 2003	17	25	30	27	1=100
Mid-August, 2003	12	27	27	33	1=100
May, 2003	8	19	31	41	1=100
January, 2003	14	28	29	28	1=100
2000 Presidential Election					
Early November, 2000 (RVs)	39	44	12	5	*=100
Mid-October, 2000 (RVs)	40	37	15	8	*=100
Early October, 2000 (RVs)	42	36	15	6	1=100
September, 2000	22	42	21	15	*=100
July, 2000	21	38	20	20	1=100
June, 2000	23	32	23	21	1=100
May, 2000	18	33	26	23	*=100
April, 2000	18	39	22	20	1=100
March, 2000	26	41	19	13	1=100
February, 2000	26	36	21	17	*=100
January, 2000	19	34	28	18	1=100
December, 1999	16	36	24	23	1=100
October, 1999	17	32	28	22	1=100
September, 1999	15	31	33	20	1=100
July, 1999	15	38	24	22	1=100
June, 1999	11	25	29	34	1=100
1996 Presidential Election					
November, 1996 (RVs)	34	45	15	6	*=100
October, 1996	31	39	18	12	*=100

⁸ January 19-22, 2007 asked about "Recent announcements by prominent Democrats about plans to run for president in 2008."

⁹ From May 2003 to Early February 2004 and in March 1992, the story was listed as "The race for the Democratic nomination." In January 2003, the story was listed as "Recent announcements by prominent Democrats about plans to run for president in 2004." In September 2000, Early September and July 1996, and May 1992, the question asked about "the presidential election campaign." In January, March and April 1996, the story was listed as "News about the Republican presidential candidates." In August 1992, the story was listed as "News about the presidential election." In July 1992, the story was listed as "News about the presidential campaign." In January 1992, the story was listed as "News about the Democratic candidates for the presidential nomination." In 1988, the story was introduced as being from "this past year" and was listed as "News about the presidential campaign in 1988."

Q.2 CONTINUED...

	<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<u>DK/ Refused</u>
Early September, 1996	24	36	23	17	*=100
July, 1996	22	40	23	14	1=100
March, 1996	26	41	20	13	*=100
January, 1996	10	34	31	24	1=100
September, 1995	12	36	30	22	*=100
August, 1995	13	34	28	25	*=100
June, 1995	11	31	31	26	1=100
1992 Presidential Election					
October, 1992 (RVs)	55	36	7	2	0=100
September, 1992 (RVs)	47	36	11	6	*=100
August, 1992 (RVs)	36	51	11	2	0=100
July, 1992	20	45	26	9	*=100
May, 1992	32	44	16	8	*=100
March, 1992	35	40	16	9	*=100
January, 1992	11	25	36	27	1=100
December, 1991	10	28	32	30	*=100
October, 1991	12	26	31	29	2=100
1988 Presidential Election					
October, 1988 (RVs)	43	44	11	2	*=100
August, 1988 (RVs)	39	45	13	3	*=100
May, 1988	22	46	23	6	3=100
November, 1987	15	28	35	21	1=100
September, 1987	14	34	37	14	1=100

Q.3 Which ONE of the stories I just mentioned have you followed most closely, or is there another story you've been following MORE closely? **[DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE.]**

- 26 A shooting at a shopping mall in Omaha, Nebraska where eight people were killed
- 22 News about candidates for the 2008 presidential election
- 13 News about the current situation and events in Iraq
- 7 A new intelligence report stating that Iran stopped its nuclear weapons program in 2003
- 4 The defeat of a referendum vote in Venezuela that would have increased the powers of President Hugo Chavez
- * Recent parliamentary elections in Russia
- 12 Some other story (**SPECIFY**)
- 16 Don't know/Refused
- 100

Now I'm going to ask you about some things that have been in the news lately, not everyone will have heard of them...

Q.4 Do you happen to know which of the following Republican presidential candidates has been moving up in the polls recently? **[READ; ROTATE]**

- 43 Mike Huckabee {correct answer}
- 11 Mitt Romney
- 9 John McCain
- 13 Rudy Giuliani
- 1 Other (**DO NOT READ**)
- 23 Don't know/Refused (**DO NOT READ**)
- 100

Q.5 Do you happen to know which of the following Democratic presidential candidates Oprah Winfrey has endorsed? **[READ; ROTATE]**

74	Barack Obama <i>{correct answer}</i>
9	Hillary Clinton
2	John Edwards
*	Dennis Kucinich
1	Other (DO NOT READ)
<u>14</u>	Don't know/Refused (DO NOT READ)
100	

IF RESPONDENT DID NOT ANSWER "BARACK OBAMA" IN Q.5, READ:

Oprah Winfrey is supporting Barack Obama for president.

ASK ALL:

Q.6 Do you think Oprah's support for Barack Obama will help his candidacy, hurt his candidacy, or won't it make any difference?

		Sep 14-17, <u>2007</u>
60	Will help his candidacy	60
1	Will hurt his candidacy	3
31	Won't make any difference	31
<u>8</u>	Don't know/Refused	<u>6</u>
100		100

Now thinking about some other things...

Q.7 How much if anything have you heard about...**[READ ROTATE]** Have you heard a lot, a little or nothing at all?

		<u>A lot</u>	<u>A little</u>	<u>Nothing at all</u>	<u>Don't know</u>
a.	Republican presidential candidate Mitt Romney's recent speech about his faith and politics	31	31	37	1=100
b.	A proposal to freeze interest rates for five years on certain adjustable-rate mortgages	31	39	29	1=100

IF Q.7a=1-2, ASK: [N=684]

Q.8 Thinking about Mitt Romney's speech, do you think he did an excellent, good, only fair, or poor job addressing the concerns some voters may have about his Mormon faith?

14	Excellent
35	Good
28	Only fair
11	Poor
<u>12</u>	Don't know/Refused
100	