



FOR IMMEDIATE RELEASE:  
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FOR FURTHER INFORMATION:  
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**Many Democrats Say Media Tougher on Clinton than Obama**  
**PUBLIC SEES CANDIDATES FOCUSING ON ECONOMY**

Public interest in economic news remained high last week as 40% of Americans followed news about the condition of the U.S. economy very closely. Nearly one-in-four Americans (23%) listed the economy as the single news story they were following more closely than any other, placing it second only to the presidential campaign.

In addition, Americans most often cite the economy as the single issue they have heard the most about recently from the presidential candidates. Three-in-ten (29%) name the economy as the issue they have heard the most about, while 23% name the Iraq war and 16% cite health care. Fewer people say they have heard the most about immigration (7%), the need for change (5%), taxes (4%) and race (2%). Terrorism is named by just 1% as the issue they are hearing the most about from the candidates.

Republicans are slightly more likely than Democrats to say they are hearing the most about the economy (34% vs. 29%). Democrats, on the other hand, are more likely than Republicans to name health care (21% vs. 15%) and Iraq (28% vs. 23%).

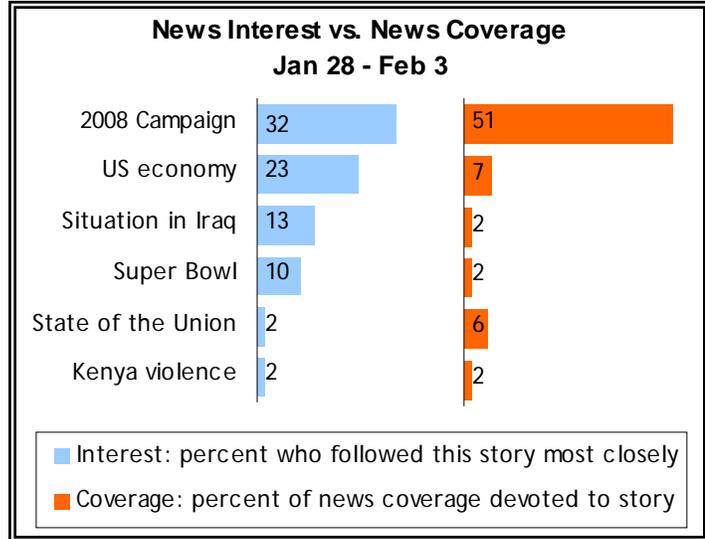
Top Campaign Issues	
<i>Heard the most about from the candidates lately ...*</i>	%
Economy	29
Iraq war	23
Health care	16
Immigration	7
Change	5
Taxes	4
Race	2
Candidates bickering	2
Other foreign policy	1
Housing/mortgage crisis	1
Terrorism	1
Other	5
Don't know/Refused	21

\* Based on open ended question, multiple responses allowed.

**Media Focuses Heavily on Campaign**

Interest in economic news last week was nearly on par with interest in the presidential campaign – 37% of the public say they followed campaign news very closely last week, and 32% listed this as their most closely followed story.

However, there was far more news coverage devoted to the presidential campaign than to the economy. Last week the media devoted 7% of its overall coverage to economic news, while 51% of the coverage was devoted to the campaign. This was the highest level of campaign coverage recorded so far this year, according to the Project for Excellence in Journalism. Campaign coverage was particularly dominant on cable news networks; fully 76% of the cable newshole was devoted to the campaign.



### Most Say Candidates Treated Fairly

Majorities of Democrats and Democratic-leaning independents say news organizations have been fair in the way they have treated both Barack Obama (71% fair) and Hillary Clinton (53% fair). However, nearly a third (31%) say the press has been too tough on Clinton; just 8% believe the press has been too tough on Obama. Roughly equal numbers of Democrats say that the press has gone too easy on Obama (15%) and Clinton(12%).

**More Democrats Say the Press Is Too Tough on Clinton\***

<i>Press coverage has been...</i>	<u>Clinton</u> %	<u>Obama</u> %
Too easy	12	15
Too tough	31	8
Fair	53	71
Don't know	4	6
	100	100

\*Based on Democrats and Democratic leaners.

There are smaller differences among Republicans in evaluations of press coverage of the leading GOP candidates. Among Republicans and Republican-leaning independents, majorities say the press has been fair in the way it has covered Republican candidates John McCain (58%), Mitt Romney (56%) and Mike Huckabee (55%).

However, somewhat more Republicans say the press has been too easy on McCain than say that about the other candidates. About one-in-five (19%) say that the press has been too easy on McCain, compared with 12% who say the press has been too easy on Mitt Romney, and 11% who say the same about coverage of Mike Huckabee. Conversely, somewhat more Republicans believe press coverage of Romney and Huckabee has been too tough than say that of coverage of McCain.

**More Republicans See Press Going Easy on McCain\***

<i>Press coverage has been...</i>	<u>Mc-Cain</u> %	<u>Rom-ney</u> %	<u>Huck-abee</u> %
Too easy	19	12	11
Too tough	12	19	17
Fair	58	56	55
Don't know	11	13	17
	100	100	100

\*Based on Republicans and Republican leaners.

Independent of how he has been portrayed in the media, John McCain received more press coverage than any of the other major candidates last week following his victory in the Florida primary. Close to four-in-ten campaign stories (37%) featured McCain as a significant or dominant newsmaker.

### Kennedy Endorsement Widely Known

Nearly six-in-ten Americans were aware of Sen. Ted Kennedy's endorsement of Obama – 59% named Kennedy as the long time senator who recently endorsed Obama. Though clearly aimed at Democratic voters, even more Republicans than Democrats knew about Kennedy's endorsement (64% of Republicans and Republican-leaners vs. 57% of Democrats and Democratic-leaners).

Somewhat fewer Americans knew about California Gov. Arnold Schwarzenegger's

endorsement of McCain. Half the public correctly identified Schwarzenegger as the governor of a large state who had recently endorsed McCain. Republicans were more likely to know about this endorsement than were Democrats (56% vs. 48%).

Those who have been closely following news about the presidential campaign were much more well-informed than the general public about these recent endorsements. More than seven-in-ten (72%) of those who have been following the campaign very closely knew of the Kennedy endorsement and 59% knew about Schwarzenegger's endorsement.

Awareness of Endorsements		
	<i>Percent who knew that...</i>	
	Schwarzenegger endorsed McCain	Kennedy endorsed Obama
	%	%
Total	50	59
Rep/lean Rep	56	64
Dem/lean Dem	48	57
<i>Following campaign...</i>		
Very closely	59	72
Fairly closely	55	62
Not too closely	39	48
Not at all closely	27	23

## Record Low Interest in State of the Union Address

Very few Americans paid close attention to President Bush's recent State of the Union address. Only 18% followed news about the speech very closely. Fully 65% said they either didn't follow it too closely or didn't follow it at all. The percent following the State of the Union is down significantly from last year when 25% paid very close attention. In 1992 when George H.W. Bush gave his final State of the Union address, 26% followed news about the speech very closely.

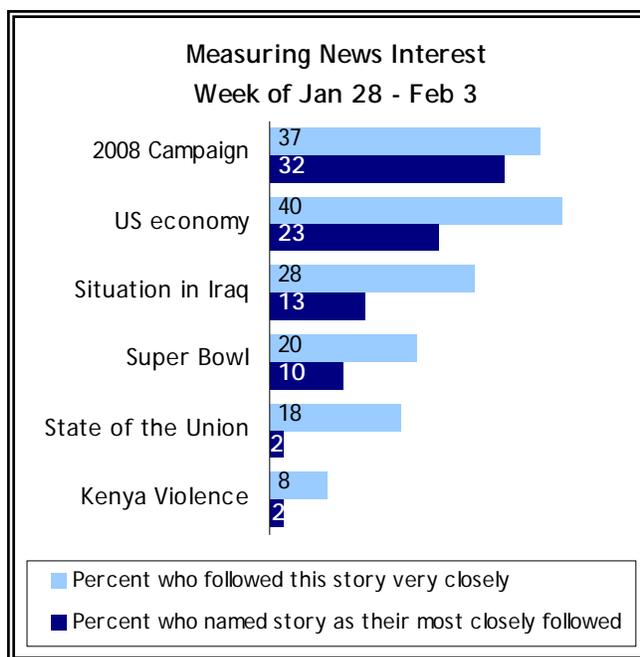
	Following News...			
	Very Closely %	Fairly Closely %	Not too/ Closely %	Don't Know %
Bush 2008	18	17	65	*=100
Bush 2007	25	26	48	1=100
Bush 2006	24	22	53	1=100
Bush 2003	36	24	39	1=100
Clinton 1994	26	25	49	*=100
Bush 1992	26	26	47	1=100

Interest in last week's State of the Union address was relatively low among partisans as well. Only 27% of Republicans followed the speech very closely while nearly a third paid no attention at all. For its part, the national media devoted a significant amount of coverage to Bush's address: 6% of the overall newshole focused on the State of the Union making it the third most heavily covered story after the campaign and the economy.

In other news, 28% of the public followed news about the Iraq war very closely (up slightly from 23% last week). Iraq was the most closely followed story for 13% of the public. The national media devoted 2% of its coverage to the war.

One-in-five Americans paid very close attention to the Super Bowl, and 10% listed this as their most closely followed story of the week. As is traditionally the case, men followed the game more closely than women (25% vs. 14% followed very closely). Interest was particularly high in the Northeast – 26% of Americans living in that region followed the Super Bowl very closely.

The public is paying very little attention to the ongoing violence and instability in Kenya. Only 8% followed news about Kenya very close. The media devoted 2% of its overall coverage to this story.



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 ongoing basis. In the most recent week, data relating to news coverage was collected from Jan. 28-Feb 3 and survey data measuring public interest in the top news stories of the week was collected Feb. 1-4 from a nationally representative sample of 1,005 adults.

## 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](http://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**  
**FEBRUARY 1-4, 2008 NEWS INTEREST INDEX OMNIBUS SURVEY**  
**FINAL TOPLINE**  
**N=1,005**

Q.1 Thinking about the presidential campaign, what one issue have you heard the most about from the candidates recently? [DO NOT PROBE FOR ADDITIONAL MENTIONS. IF MORE THAN ONE MENTION, RECORD UP TO THREE RESPONSES IN ORDER OF MENTION]

29	Economy
23	Iraq war
16	Health care
7	Immigration
5	Change
4	Taxes
2	Race
2	Candidates bickering/attacking each other
1	Other foreign policy/national security
1	Housing/mortgage crisis
1	Terrorism
5	Other
21	Don't know/Refused

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?"]

	Very Closely	Fairly Closely	Not too Closely	Not at all Closely	DK/ Refused
a. President Bush's State of the Union address	<b>18</b>	<b>17</b>	<b>20</b>	<b>45</b>	<b>*=100</b>
<b>TREND FOR COMPARISON:<sup>1</sup></b>					
<b>January 26-29, 2007: Bush</b>	<b>25</b>	<b>26</b>	<b>20</b>	<b>28</b>	<b>1=100</b>
February, 2006: <i>Bush</i>	24	22	19	34	1=100
February, 2003: <i>Bush</i>	36	24	15	24	1=100
January, 1994: <i>Clinton</i>	26	25	18	31	*=100
February, 1992: <i>Bush</i>	26	26	20	27	1=100
b. News about the current situation and events in Iraq	<b>28</b>	<b>39</b>	<b>22</b>	<b>11</b>	<b>*=100</b>
<b>January 25-28, 2008</b>	<b>23</b>	<b>35</b>	<b>26</b>	<b>16</b>	<b>*=100</b>
<b>January 18-21, 2008</b>	<b>31</b>	<b>33</b>	<b>20</b>	<b>15</b>	<b>1=100</b>
<b>January 11-14, 2008</b>	<b>25</b>	<b>38</b>	<b>21</b>	<b>16</b>	<b>*=100</b>
<b>January 4-7, 2008</b>	<b>27</b>	<b>38</b>	<b>20</b>	<b>15</b>	<b>*=100</b>
<b>December 14-17, 2007</b>	<b>26</b>	<b>32</b>	<b>24</b>	<b>18</b>	<b>*=100</b>
<b>December 7-10, 2007</b>	<b>28</b>	<b>37</b>	<b>21</b>	<b>14</b>	<b>*=100</b>
<b>November 23-26, 2007</b>	<b>25</b>	<b>37</b>	<b>21</b>	<b>16</b>	<b>1=100</b>
<b>November 16-19, 2007</b>	<b>31</b>	<b>37</b>	<b>19</b>	<b>12</b>	<b>1=100</b>
<b>November 9-12, 2007</b>	<b>29</b>	<b>38</b>	<b>19</b>	<b>13</b>	<b>1=100</b>
<b>November 2-5, 2007</b>	<b>31</b>	<b>35</b>	<b>18</b>	<b>15</b>	<b>1=100</b>
<b>October 26-29, 2007</b>	<b>28</b>	<b>37</b>	<b>21</b>	<b>13</b>	<b>1=100</b>

<sup>1</sup> For January 26-29, 2007, the story was listed as "Reports about George Bush's State of the Union address." In February, 2006 and February, 2007, the story was listed as "George W. Bush's State of the Union address." In January, 1994, the story was listed as "Reports about Bill Clinton's State of the Union address."

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>
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
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, 2007 <sup>2</sup>	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

<sup>2</sup> From May, 2003 to March 23-26, 2007, the story was listed as “News about the current situation 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>
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
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 <sup>3</sup>	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 <sup>4</sup>	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 <sup>5</sup>	48	29	15	6	2=100

c. Reports about the condition of the U.S.

economy	<b>40</b>	<b>37</b>	<b>14</b>	<b>8</b>	<b>1=100</b>
<b>January 18-21, 2008</b>	<b>42</b>	<b>31</b>	<b>16</b>	<b>11</b>	<b>*=100</b>
<b>January 11-14, 2008</b>	<b>36</b>	<b>32</b>	<b>15</b>	<b>16</b>	<b>1=100</b>
<b>November 2-5, 2007</b>	<b>27</b>	<b>37</b>	<b>16</b>	<b>19</b>	<b>1=100</b>
<b>October 19-22, 2007</b>	<b>25</b>	<b>34</b>	<b>20</b>	<b>21</b>	<b>*=100</b>
<b>August 10-13, 2007</b>	<b>28</b>	<b>36</b>	<b>18</b>	<b>18</b>	<b>*=100</b>
Mid-November, 2006	31	40	17	11	1=100
December, 2005	35	35	18	11	1=100
Early November, 2005	35	39	17	9	*=100

<sup>3</sup> From March 20-24, 2003 to April 11-16, 2003, the story was listed as "News about the war in Iraq."

<sup>4</sup> 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."

<sup>5</sup> In Early September, 2002, the story was listed as "Debate over the possibility that the U.S. will invade 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>
Mid-May, 2005	30	39	19	11	1=100
January, 2005	35	41	17	7	*=100
Mid-October, 2004	30	43	16	10	1=100
Early September, 2004	39	34	15	11	1=100
Mid-January, 2004	37	41	15	7	*=100
December, 2003	35	38	14	11	2=100
November, 2003	40	34	15	10	1=100
October, 2003	32	39	16	12	1=100
September, 2003	39	30	18	12	1=100
March, 2003	40	35	16	8	1=100
February, 2003	42	33	15	10	*=100
January, 2003	40	35	13	11	1=100
December, 2002	38	34	17	10	1=100
February, 2002	35	40	15	9	1=100
January, 2002	30	44	16	9	1=100
December, 2001	37	40	13	8	2=100
Mid-November, 2001	41	36	15	7	1=100
June, 2001	24	41	18	16	1=100
May, 2001	34	36	15	15	0=100
April, 2001	36	34	16	13	1=100
February, 2001	30	39	18	12	1=100
January, 2001	32	38	17	11	2=100
June, 1995	26	41	22	11	*=100
March, 1995	27	45	19	9	*=100
February, 1995	23	41	22	13	1=100
December, 1994	28	43	20	9	*=100
October, 1994	27	40	20	12	1=100
June, 1994	25	42	23	10	*=100
May, 1994	33	40	16	10	1=100
January, 1994	34	39	16	10	1=100
Early January, 1994	36	44	13	7	*=100
December, 1993	35	41	15	8	1=100
October, 1993	33	38	20	9	*=100
September, 1993	37	40	14	8	1=100
Early September, 1993	39	39	14	9	*=100
August, 1993	41	36	14	9	*=100
May, 1993	37	38	18	6	1=100
February, 1993	49	36	10	5	*=100
January, 1993	42	39	12	7	*=100
September, 1992	43	37	13	6	1=100
May, 1992	39	39	15	6	1=100
March, 1992	47	38	11	4	*=100
February, 1992	47	37	10	6	*=100
January, 1992	44	40	11	5	*=100
October, 1991	36	38	16	9	1=100
d. Violence and instability in Kenya	<b>8</b>	<b>19</b>	<b>26</b>	<b>46</b>	<b>1=100</b>
e. The Super Bowl	<b>20</b>	<b>21</b>	<b>27</b>	<b>32</b>	<b>*=100</b>
<b>TREND FOR COMPARISON</b>					
<b>February 9-12, 2007</b>	<b>26</b>	<b>21</b>	<b>16</b>	<b>36</b>	<b>1=100</b>
February, 2000	31	22	15	32	0=100
February, 1990	22	22	19	37	0=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>
f. News about candidates for the 2008 presidential election	37	35	16	12	*=100
<b>January 25-28, 2008</b>	36	37	14	12	1=100
<b>January 18-21, 2008</b>	36	34	18	12	*=100
<b>January 11-14, 2008<sup>6</sup></b>	32	31	19	17	1=100
<b>January 4-7, 2008</b>	33	36	19	11	1=100
<b>December 14-17, 2007</b>	25	34	22	19	*=100
<b>December 7-10, 2007</b>	24	35	22	19	*=100
<b>November 30 – December 3, 2007</b>	23	35	23	19	*=100
<b>November 23-26, 2007</b>	20	33	26	20	1=100
<b>November 16-19, 2007</b>	26	33	21	19	1=100
<b>November 9-12, 2007</b>	21	33	25	21	*=100
<b>November 2-5, 2007</b>	27	30	21	21	1=100
<b>October 26-29, 2007</b>	21	34	26	19	*=100
<b>October 19-22, 2007</b>	23	32	22	23	*=100
<b>October 12-15, 2007</b>	13	31	26	30	*=100
<b>October 5-8, 2007</b>	22	30	24	24	*=100
<b>September 28 – October 1, 2007</b>	21	34	25	20	*=100
<b>September 21-24, 2007</b>	24	31	22	23	*=100
<b>September 14-17, 2007</b>	22	31	24	23	*=100
<b>September 7-10, 2007</b>	18	34	26	22	*=100
<b>August 30-September 2, 2007</b>	19	35	21	25	*=100
<b>August 24-27, 2007</b>	22	28	24	26	*=100
<b>August 17-20, 2007</b>	19	27	24	30	*=100
<b>August 10-13, 2007</b>	23	32	21	24	*=100
<b>August 3-6, 2007</b>	19	31	25	25	*=100
<b>July 27-30, 2007</b>	19	32	22	26	1=100
<b>July 20-23, 2007</b>	16	26	30	27	1=100
<b>July 13-16, 2007</b>	17	29	27	27	*=100
<b>July 6-9, 2007</b>	24	29	24	22	1=100
<b>June 29-July 2, 2007</b>	20	32	25	23	*=100
<b>June 22-25, 2007</b>	18	31	21	30	*=100
<b>June 15-18, 2007</b>	17	32	26	25	*=100
<b>June 8-11, 2007</b>	19	30	24	26	1=100
<b>June 1-4, 2007</b>	16	27	32	24	1=100
<b>May 24-27, 2007</b>	22	33	23	22	*=100
<b>May 18-21, 2007</b>	18	31	24	27	*=100
<b>May 11-14, 2007</b>	18	30	23	28	1=100
<b>May 4-7, 2007</b>	23	34	21	21	1=100
<b>April 27-30, 2007</b>	14	30	29	26	1=100
<b>April 20-23, 2007</b>	18	28	27	27	*=100
<b>April 12-16, 2007</b>	18	28	27	27	*=100
<b>April 5-9, 2007</b>	25	30	26	19	*=100
<b>March 30-April 2, 2007</b>	20	29	27	23	1=100
<b>March 23-26, 2007</b>	20	32	22	26	*=100
<b>March 16-19, 2007</b>	15	28	29	27	1=100
<b>March 9-12, 2007</b>	24	30	23	23	*=100
<b>March 2-5, 2007</b>	19	31	26	23	1=100
<b>February 23-26, 2007</b>	22	33	24	21	*=100
<b>February 16-19, 2007</b>	18	32	22	27	1=100
<b>February 9-12, 2007</b>	24	30	24	21	1=100
<b>February 2-5, 2007</b>	24	36	22	18	*=100

<sup>6</sup> From January 11-14, 2008 the story was listed as “News about the New Hampshire primaries and the presidential campaign.”

**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>
<b>January 26-29, 2007</b>	<b>24</b>	<b>33</b>	<b>23</b>	<b>20</b>	<b>*=100</b>
<b>January 19-22, 2007<sup>7</sup></b>	<b>24</b>	<b>27</b>	<b>22</b>	<b>26</b>	<b>1=100</b>
<b>2004 Presidential Election</b>					
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 <sup>8</sup>	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
<b>2000 Presidential Election</b>					
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
<b>1996 Presidential Election</b>					
November, 1996 (RVs)	34	45	15	6	*=100
October, 1996	31	39	18	12	*=100
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

<sup>7</sup> January 19-22, 2007 asked about "Recent announcements by prominent Democrats about plans to run for president in 2008."

<sup>8</sup> 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>
August, 1995	13	34	28	25	*=100
June, 1995	11	31	31	26	1=100
<b>1992 Presidential Election</b>					
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
<b>1988 Presidential Election</b>					
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.]**

- 32 New about candidates for the 2008 presidential election
- 23 Reports about the condition of the U.S. economy
- 13 News about the current situation and events in Iraq
- 10 The Super Bowl
- 2 President Bush's State of the Union address
- 2 Violence and instability in Kenya
- 8 Some other story (**SPECIFY**)
- 10 Don't know/Refused
- 100

Thinking about the presidential candidates...

Q.4 Would you say the press has been too easy, too tough or fair in the way it has covered **[INSERT NAME; RANDOMIZE]**?

	<u>Too easy</u>	<u>Too tough</u>	<u>Fair</u>	<u>DK/ Refused</u>
a. John McCain	14	9	63	14=100
b. Mitt Romney	13	14	58	15=100
c. Barack Obama	23	8	61	8=100
d. Hillary Clinton	24	20	48	8=100
e. Mike Huckabee	15	13	53	19=100

Q.5 Do you happen to know the name of the long time U.S. Senator who recently endorsed Barack Obama for the Democratic presidential nomination? **[IF RESPONDENT SAYS YES BUT DOES NOT PROVIDE NAME, ASK: Who was it?]**

59 Yes, Edward Kennedy *{correct answer}*  
28 No, can't name the Senator who endorsed Barack Obama  
2 Yes, names someone else **[PLEASE SPECIFY]**  
11 Don't know/Refused  
100

Q.6 Do you happen to know what governor of a large state recently endorsed John McCain for the Republican presidential nomination? **[IF RESPONDENT SAYS YES BUT DOES NOT PROVIDE NAME, ASK: Who was it?]**

50 Yes, Arnold Schwarzenegger *{correct answer}*  
32 No, can't name the governor who endorsed John McCain  
6 Yes, names someone else **[PLEASE SPECIFY]**  
12 Don't know/Refused  
100