



FOR IMMEDIATE RELEASE:  
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FOR FURTHER INFORMATION:  
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**Just 28% Say Media Going Easy on Obama**  
**CANDIDATES' FOREIGN POLICY VIEWS NOT WIDELY KNOWN**

As is often the case, voters say they would like to see more coverage of the candidates' positions on the issues and less coverage of which candidate is leading in the latest polls. More than three-quarters of the public (78%) would like to see more coverage of the candidates' positions on domestic issues and 74% would like to see more coverage of foreign policy positions.

But there may be more urgency to the public's plea in this election cycle than in the past. Fewer than half the public (40%) know a lot or a fair amount about Democratic front runner Barack Obama's foreign policy positions. This compares with 54% who know at least a fair amount about Hillary Clinton's positions on foreign policy and 52% who know as much about John McCain's positions.

<i>How much do you know about...</i>	Total	Following	Rep/	Dem/
		Campaign	Lean	Lean
		Very	Rep	Dem
	%	Closely	%	%
Obama's foreign policy positions:				
A lot/A fair amount	40	54	32	50
Just some/Very little	58	45	67	48
Don't know	<u>2</u>	<u>1</u>	<u>1</u>	<u>2</u>
	100	100	100	100
Clinton's foreign policy positions:				
A lot/A fair amount	54	71	49	63
Just some/Very little	45	28	50	36
Don't know	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>
	100	100	100	100
McCain's foreign policy positions:				
A lot/a fair amount	52	67	61	48
Just some/Very little	46	31	38	50
Don't know	<u>2</u>	<u>2</u>	<u>1</u>	<u>2</u>
	100	100	100	100

Even among those who have been following campaign news very closely, only a bare majority (54%) say they know a lot or a fair amount about Obama's foreign policy positions. Fully a quarter say they know very little. By comparison, 71% of those who are paying very close attention to campaign news know a lot or a fair amount about Clinton's positions on foreign policy and nearly as many (67%) know at least a fair amount about McCain's positions. Democrats know more about Clinton's positions on foreign policy than they do about Obama's positions. More than six-in-ten Democrats or independents who lean Democratic (63%) know a

lot or a fair amount about Clinton’s foreign policy positions, while 50% know a lot or a fair amount about Obama’s positions. Among Republicans, 61% know a lot or a fair amount about McCain’s positions on foreign policy.

### Public Wants More Issue Coverage

Democrats, Republicans and independents are in agreement that the media should focus more on issues – both foreign and domestic – in covering the presidential campaign. Among both Democrats and Republicans, 77% would like to see more coverage of foreign policy issues such as the Iraq war, the war on terror and world poverty; 73% of independents say the same. Similarly, 83% of Democrats, 76% of Republicans, and 77% of independents would like to see more coverage of domestic issues such as health care, the economy and taxes.

Democrats and Republicans differ over how much coverage should be devoted to other aspects of the campaign. While the public overall would like to see less coverage of the religious beliefs of the candidates, Republicans are much more likely than Democrats to say they’d like to see more of this type of coverage (50% of Republicans would like to see more compared with 27% of Democrats). Republicans are also somewhat more likely than Democrats to want more coverage of the candidates’ personal backgrounds and experiences (62% of Republicans vs. 52% of Democrats).

	Total	Rep	Dem	Ind
<i>Like to see more coverage of...</i>	%	%	%	%
Candidates’ domestic policy positions	78	76	83	77
Candidates’ foreign policy positions	74	77	77	73
Candidates’ personal backgrounds	55	62	52	52
Which candidate is leading in the polls	35	28	43	34
Candidates’ religious beliefs	31	50	27	21

While a majority of the public (53%) would like to see *less* coverage of which candidate is leading in the latest polls, Democrats are less critical of this aspect of campaign coverage than are Republicans. While 43% of Democrats say the press should spend more time reporting on the polls, only 28% of Republicans share this view. Fully 62% of Republicans say the press should devote less time to the polls. Views on this topic have shifted somewhat since the fall. In late-September, the public was evenly divided over whether the press should spend more or less time reporting on the horse race (42% more vs. 45% less). Now the balance has clearly shifted in favor of less coverage.

## Has the Press been too easy on Obama?

While the public would like to see more coverage of the issues, most Americans are not critical of the tone of the campaign coverage. Majorities continue to say the press has been fair in the way it has covered the three remaining major candidates. Complaints from the Clinton campaign and others that the media has been too easy on Obama seem to have had a limited impact on public opinion. Fully 58% of the public say the press has been fair in the way it has covered Obama's campaign; 28% say the press has been too easy on the Illinois senator – up slightly from 23% in early February. The public is somewhat more critical of the way the press has covered the Clinton campaign, 18% say the press has been too tough on Clinton

while only 8% say the same about coverage of Obama. Even so, 58% say the press has been fair to Clinton. Nearly two-thirds of Americans (64%) say the McCain campaign has gotten fair treatment from the press. Equal percentages (14%) say the press has been either too easy or too tough on McCain.

<i>Press coverage of _____ has been...</i>	Feb 2008 %	March 2008 %	<i>Diff. Feb-Mar</i>
<b>Barack Obama</b>			
Too easy	23	28	+5
Too tough	8	8	0
Fair	61	58	-3
Don't know	<u>8</u>	<u>6</u>	
	100	100	
<b>Hillary Clinton</b>			
Too easy	24	19	-5
Too tough	20	18	-2
Fair	48	58	+10
Don't know	<u>8</u>	<u>5</u>	
	100	100	
<b>John McCain</b>			
Too easy	14	14	0
Too tough	9	14	+5
Fair	63	64	+1
Don't know	<u>14</u>	<u>8</u>	
	100	100	

Among Democrats and independents who lean Democratic, 18% say the press has been too easy on Obama, while 25% say the press has been too tough on Clinton. A large majority of Republicans and Republican-leaning independents (63%) say the press has been fair in its coverage of McCain. However, the percentage believing the press has been too tough on McCain has increased significantly in recent weeks (from 12% to 22%), in the wake of the New York Times article about McCain's relationship with a female lobbyist. Only 9% of Republicans now say the press has been too easy on the Arizona senator (down from 19% in early February).

<i>Press coverage has been...</i>	<u>Obama*</u> %	<u>Clinton*</u> %	<u>McCain**</u> %
Too easy	18	10	9
Too tough	11	25	22
Fair	66	62	63
Don't know	<u>5</u>	<u>3</u>	<u>6</u>
	100	100	100

\* Based on Democrats and Democratic leaners.  
\*\* Based on Republicans and Republican leaners.

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

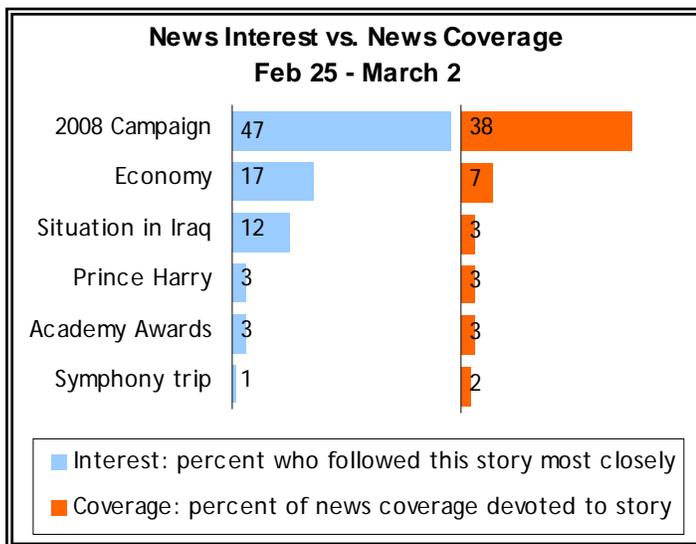
in conjunction with The Project for Excellence in Journalism’s *News Coverage Index*, which monitors the news reported by major newspaper, television, radio and online news outlets on an ongoing basis. In the most recent week, data relating to news coverage was collected from Feb. 25 - March 2 and survey data measuring public interest in the top news stories of the week was collected Feb. 29 – March 3 from a nationally representative sample of 1,010 adults.

### Campaign Dominates, Iraq Fades from News Agenda

According to the Project for Excellence in Journalism, since the beginning of October, 2007, the presidential campaign has been the most heavily covered news story each week with only two exceptions: the California wildfires in late-October and the turmoil in Pakistan in early November. The massive amount of coverage devoted to the campaign has not been lost on the public. When asked in an open-ended format to name the first story that comes to mind when thinking about what’s been in the news lately, 45% of the public point to the presidential campaign. Another 9% say politics. In November, 2007, only 10% volunteered the campaign. The Iraq war, which dominated the news agenda and the public consciousness a year ago, is no longer at the forefront of Americans’ minds. Only 5% name the war as the story that comes to mind when they think about what’s been in the news lately. This is down from 16% in November, 2007 and 55% in January, 2007. The economy is now mentioned by 14% of the public, up from 4% in the fall.

For its part, the national news media devoted 38% of its coverage to the presidential campaign last week. More than four-in-ten Americans (43%) paid very close attention to the campaign last week, and 47% listed this as the single news story they were following more closely than any other.

The condition of the U.S. economy was the second most closely followed news story last week: 38% followed this story very closely and 17% listed this as their most closely followed story. Interest in economic news is significantly higher now than it was in the fall of 2007.



Fewer than three-in-ten (28%) followed news about the Iraq war very closely; 12% listed Iraq as their most closely followed story. The national news media devoted 3% of its overall coverage to Iraq. In other foreign news, 16% paid very close attention to news that Britain’s

Prince Harry had been fighting in the war in Afghanistan. The media devoted 3% of its coverage for the entire week to this late-breaking story.

The public expressed relatively little interest in the recent Academy Awards ceremony. Only 7% followed the Oscars very closely, another 12% paid fairly close attention. Fully 61% did not follow the awards at all, up significantly from 47% in 1990.

## 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 29 – MARCH 3, 2008 NEWS INTEREST INDEX OMNIBUS SURVEY**  
**FINAL TOPLINE**  
**N=1,010**

Q.1 What is the FIRST news story that comes to mind when you think about what's been in the news lately?  
**[OPEN END. RECORD FIRST MENTION ONLY; FIRST FEW WORDS/BASIC CONCEPT IS SUFFICIENT]**

	Nov 2-5, <u>2007</u>	Jan 12-15, <u>2007</u>	Jan 5-8, <u>2007</u>	Dec 14-18, <u>2006</u>	Nov 30- Dec 3, <u>2006</u>
45 Presidential campaign	10				
14 Economy/Housing/Gas and oil prices	4		2	2	
9 Politics (general)					
5 Iraq War	16	55	34	39	44
2 Weather/Global warming	2				
1 Ricin found in Las Vegas hotel					
1 Israel/Gaza strip					
4 Misc. crime	4	4	4	10	7
2 Misc. international	1	2	1	1	1
2 Misc. local	6	1	4	3	3
1 Misc. accidents	2	1	--	2	3
5 Other	42	28	43	32	25
<u>9</u> No Answer/Don't know	<u>13</u>	<u>9</u>	<u>12</u>	<u>11</u>	<u>17</u>
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. The Academy Awards April, 1990	<b>7</b> 10	<b>12</b> 21	<b>20</b> 22	<b>61</b> 47	<b>*=100</b> 0=100
b. News about the current situation and events in Iraq	<b>28</b>	<b>40</b>	<b>19</b>	<b>13</b>	<b>*=100</b>
February 8-11, 2008	<b>24</b>	<b>35</b>	<b>25</b>	<b>16</b>	<b>*=100</b>
February 1-4, 2008	<b>28</b>	<b>39</b>	<b>22</b>	<b>11</b>	<b>*=100</b>
January 25-28, 2008	<b>23</b>	<b>35</b>	<b>26</b>	<b>16</b>	<b>*=100</b>
January 18-21, 2008	<b>31</b>	<b>33</b>	<b>20</b>	<b>15</b>	<b>1=100</b>
January 11-14, 2008	<b>25</b>	<b>38</b>	<b>21</b>	<b>16</b>	<b>*=100</b>
January 4-7, 2008	<b>27</b>	<b>38</b>	<b>20</b>	<b>15</b>	<b>*=100</b>
December 14-17, 2007	<b>26</b>	<b>32</b>	<b>24</b>	<b>18</b>	<b>*=100</b>
December 7-10, 2007	<b>28</b>	<b>37</b>	<b>21</b>	<b>14</b>	<b>*=100</b>
November 23-26, 2007	<b>25</b>	<b>37</b>	<b>21</b>	<b>16</b>	<b>1=100</b>
November 16-19, 2007	<b>31</b>	<b>37</b>	<b>19</b>	<b>12</b>	<b>1=100</b>
November 9-12, 2007	<b>29</b>	<b>38</b>	<b>19</b>	<b>13</b>	<b>1=100</b>
November 2-5, 2007	<b>31</b>	<b>35</b>	<b>18</b>	<b>15</b>	<b>1=100</b>
October 26-29, 2007	<b>28</b>	<b>37</b>	<b>21</b>	<b>13</b>	<b>1=100</b>
October 19-22, 2007	<b>28</b>	<b>37</b>	<b>20</b>	<b>15</b>	<b>*=100</b>
October 12-15, 2007	<b>26</b>	<b>36</b>	<b>18</b>	<b>19</b>	<b>1=100</b>
October 5-8, 2007	<b>29</b>	<b>33</b>	<b>22</b>	<b>16</b>	<b>*=100</b>

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>
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>1</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
February, 2006	39	42	12	6	1=100
January, 2006	40	40	12	7	1=100

<sup>1</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>
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>2</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>3</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>4</sup>	48	29	15	6	2=100
c. The New York Philharmonic performing a concert in North Korea	<b>6</b>	<b>16</b>	<b>20</b>	<b>58</b>	<b>*=100</b>
d. News that Britain's Prince Harry has been fighting in the war in Afghanistan	<b>16</b>	<b>30</b>	<b>27</b>	<b>27</b>	<b>*=100</b>
e. Reports about the condition of the U.S. economy	<b>38</b>	<b>35</b>	<b>15</b>	<b>11</b>	<b>1=100</b>
<b>February 15-18, 2008</b>	<b>37</b>	<b>36</b>	<b>11</b>	<b>16</b>	<b>8=100</b>
<b>February 1-4, 2008</b>	<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>

<sup>2</sup> From March 20-24, 2003 to April 11-16, 2003, the story was listed as "News about the war in Iraq."

<sup>3</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>4</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>
<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
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

**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	43	34	14	9	*=100
February 22-25, 2008	42	37	13	8	*=100
February 15-18, 2008	44	36	10	10	*=100
February 8-11, 2008	39	37	15	9	0=100
February 1-4, 2008	37	35	16	12	*=100
January 25-28, 2008	36	37	14	12	1=100
January 18-21, 2008	36	34	18	12	*=100
January 11-14, 2008 <sup>5</sup>	32	31	19	17	1=100
January 4-7, 2008	33	36	19	11	1=100
December 14-17, 2007	25	34	22	19	*=100
December 7-10, 2007	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

<sup>5</sup> From January 11-14, 2008 the story was listed as “News about the New Hampshire primaries and the presidential campaign.”

**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>
<b>March 2-5, 2007</b>	<b>19</b>	<b>31</b>	<b>26</b>	<b>23</b>	<b>1=100</b>
<b>February 23-26, 2007</b>	<b>22</b>	<b>33</b>	<b>24</b>	<b>21</b>	<b>*=100</b>
<b>February 16-19, 2007</b>	<b>18</b>	<b>32</b>	<b>22</b>	<b>27</b>	<b>1=100</b>
<b>February 9-12, 2007</b>	<b>24</b>	<b>30</b>	<b>24</b>	<b>21</b>	<b>1=100</b>
<b>February 2-5, 2007</b>	<b>24</b>	<b>36</b>	<b>22</b>	<b>18</b>	<b>*=100</b>
<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>6</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>7</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>					

<sup>6</sup> January 19-22, 2007 asked about "Recent announcements by prominent Democrats about plans to run for president in 2008."

<sup>7</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...**

	Very <u>Closely</u>	Fairly <u>Closely</u>	Not too <u>Closely</u>	Not at all <u>Closely</u>	DK/ <u>Refused</u>
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
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.]**

- 47 News about candidates for the 2008 presidential election
  - 17 Reports about the condition of the U.S. economy
  - 12 News about the current situation and events in Iraq
  - 3 News that Britain's Prince Harry has been fighting in the war in Afghanistan
  - 3 The Academy Awards
  - 1 The New York Philharmonic performing a concert in North Korea
  - 8 Some other story (SPECIFY)
  - 9 Don't know/Refused
- 100

Thinking about the presidential campaign...

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	<b>14</b>	<b>14</b>	<b>64</b>	<b>8=100</b>
	<b>February 1-4, 2008</b>	<b>14</b>	<b>9</b>	<b>63</b>	<b>14=100</b>
c.	Barack Obama	<b>28</b>	<b>8</b>	<b>58</b>	<b>6=100</b>
	<b>February 1-4, 2008</b>	<b>23</b>	<b>8</b>	<b>61</b>	<b>8=100</b>
d.	Hillary Clinton	<b>19</b>	<b>18</b>	<b>58</b>	<b>5=100</b>
	<b>February 1-4, 2008</b>	<b>24</b>	<b>20</b>	<b>48</b>	<b>8=100</b>

Still thinking about the presidential campaign . . .

Q.5 Would you like to see more coverage or less coverage of [READ AND ROTATE]?

		<u>More coverage</u>	<u>Less coverage</u>	<u>(VOL) Same amount</u>	<u>DK/ Refused</u>
a.	The candidates' personal backgrounds and experiences	<b>55</b>	<b>39</b>	<b>5</b>	<b>1=100</b>
	<b>September 28-October 1, 2007</b>	<b>55</b>	<b>36</b>	<b>6</b>	<b>3=100</b>
	<b>May 24-27, 2007</b>	<b>54</b>	<b>39</b>	<b>4</b>	<b>3=100</b>
	June, 2000 <sup>8</sup>	42	50	4	4=100
	October, 1991	46	41	8	5=100
b.	The candidates' positions on domestic issues such as health care, the economy and taxes	78	15	5	2=100
c.	The candidates' positions on foreign policy issues such as the Iraq war, the war on terror, and world poverty	74	20	5	1=100
d.	Which candidate is leading in the latest polls	<b>35</b>	<b>53</b>	<b>10</b>	<b>2=100</b>
	<b>September 28-October 1, 2007</b>	<b>42</b>	<b>45</b>	<b>9</b>	<b>4=100</b>
	<b>May 24-27, 2007</b>	<b>42</b>	<b>46</b>	<b>6</b>	<b>6=100</b>
	June, 2000	44	42	6	8=100
e.	The religious beliefs of the candidates	<b>31</b>	<b>63</b>	<b>4</b>	<b>2=100</b>

Q.6 From what you've heard or read, how much would you say you know about [READ AND ROTATE] positions on foreign policy? Would you say you know a lot, a fair amount, just some, or very little?

	<u>A lot</u>	<u>A fair amount</u>	<u>Just some</u>	<u>Very little</u>	<u>Don't know</u>
a. Barack Obama's	12	28	21	37	2=100
b. Hillary Clinton's	16	38	20	25	1=100
c. John McCain's	19	33	19	27	2=100

<sup>8</sup> In June, 2000 and October, 1991 the question asked about: "The candidates discussing their personal backgrounds and experiences."