



FOR IMMEDIATE RELEASE:
 Thursday, July 31, 2008

FOR FURTHER INFORMATION:
 Andrew Kohut, Director
 Kim Parker, Senior Researcher

42% Say Campaign Coverage Biased in Favor of Obama
OBAMA’S TRIP A TOP CAMPAIGN EVENT FOR PUBLIC

Barack Obama’s weeklong tour of the Middle East and Europe dominated campaign coverage last week, and 90% of the public heard at least something about his travels. Obama’s trip became one of the biggest campaign events thus far, with 62% saying they heard a lot about it. The only campaign development more widely known was Obama’s securing the Democratic nomination in June.

How Informative was Obama’s Trip?*				
<i>How much did you learn from coverage of Obama’s trip about his foreign policy views?</i>	<u>Total</u> %	<u>Rep</u> %	<u>Dem</u> %	<u>Ind</u> %
A great deal	15	12	20	13
Some	33	28	37	32
Not much	30	27	28	33
Nothing at all	22	33	15	22
Don’t know	*	*	0	*
	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>

* Based on those who heard a lot or a little about the trip.

Despite all the media attention and the high level of public awareness, only 15% say they learned a great deal about Obama’s approach to foreign policy from hearing or reading about his overseas trip. A third say they learned some about his foreign policy views, but more than half (52%) say they didn’t learn much or learned nothing at all.

Democrats learned more than Republicans or independents. Among Democrats who had heard about the trip, 20% say they learned a great deal about Obama’s foreign policy positions from hearing or reading about his travels, another 37% say they learned some. Among Republicans who had heard about the trip, 12% said they learned a great deal and 28% said they learned some. Most Republicans (60%) said they learned little or nothing from the coverage of the trip. Independents were more evenly split with 45% saying they learned a great deal or some about Obama’s foreign policy approach from following his trip and 55% saying they learned little or nothing.

Media coverage of Obama’s trip accounted for 51% of all campaign news last week, according to the Project for Excellence in Journalism’s (PEJ) Campaign Coverage Index, making

it one of the most heavily covered campaign stories of the year. As has been the case throughout the general election campaign, media coverage of Obama outweighed that of Republican John McCain last week by a significant margin: 81% of the campaign stories analyzed by PEJ prominently featured the Illinois senator, while 53% featured McCain. Obama has enjoyed a persistent advantage over McCain in terms of public visibility, and last week the gap between the two candidates was the widest it has been. Fully 77% of the public said Obama was the candidate they heard the most about in the news last week, only 9% named McCain.

Widespread Perceptions of Press Bias

The media's sustained focus on the Obama campaign has raised questions about press bias. Overall, 42% of the public say that in covering the presidential election, the press has shown bias in favor of Obama. Only 6% say the press has been biased in favor of McCain, and 42% say the press has shown no bias at all.

Republicans overwhelmingly believe the press has been biased toward Obama (71%). Even many Democrats say the press has been biased in favor of Obama (28%), while 42% of independents see some bias toward Obama.

Many Still See Press Bias in Favor of Obama				
July 2008:				
<i>In covering the presidential election, press has shown...</i>	<u>Total</u> %	<u>Rep</u> %	<u>Dem</u> %	<u>Ind</u> %
Bias in favor of Obama	42	71	28	42
Bias in favor of McCain	6	1	10	6
No bias	42	24	54	40
Other/Depends	4	1	3	6
Don't know	<u>6</u>	<u>3</u>	<u>5</u>	<u>6</u>
	100	100	100	100
June 2008:				
<i>In covering the Democratic primaries, press has shown...</i>				
Bias in favor of Obama	37	45	35	40
Bias in favor of Clinton	8	10	10	4
No bias	40	32	43	41
Other/Depends	7	5	6	8
Don't know/Refused	<u>8</u>	<u>8</u>	<u>6</u>	<u>7</u>
	100	100	100	100

The public reacted similarly to the coverage of the two leading Democratic candidates near the end of the nomination contest. In early June, before Hillary Clinton decided to suspend her presidential campaign, 37% of the public said the press had shown bias in favor of Barack Obama in its coverage of the Democratic primaries. Only 8% said the press had been biased in favor of Clinton and 40% said the press had shown no bias. Republicans were much less likely to see bias in coverage of the primaries than in coverage of the general election campaign. Independents reacted about the same in each instance – 40% said the press was biased toward Obama in the primaries, and 41% said the press was not biased toward either candidate.

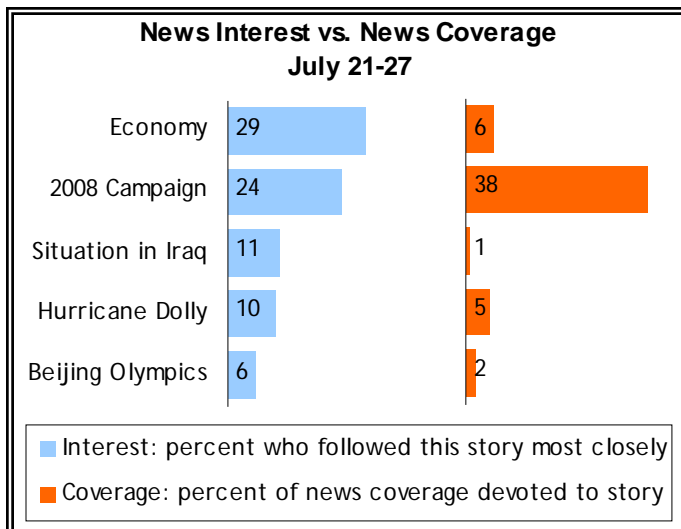
These findings are based on the most recent installment of the weekly *News Interest Index*, an ongoing project of the Pew Research Center for the People & the Press. The index, building on the Center's longstanding research into public attentiveness to major news stories, examines news interest as it 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 were collected from July 21-27 and survey data measuring public interest in the top news stories of the week were collected July 25-28 from a nationally representative sample of 1,002 adults.

Sustained Interest in Economic News

In other news last week, the public continued to follow news about the U.S. economy closely. Fully 46% paid very close attention to reports about the condition of the economy and 29% listed this as the single news story they followed more closely than any other. The national news media devoted 6% of its overall coverage to the economy.

The media focused much more heavily on the presidential election than on the economy: 38% of the national newshole was devoted to the campaign. Barack Obama’s trip did not boost overall interest in the campaign. Three-in-ten Americans followed campaign news very closely last week, unchanged from the previous two weeks. One-in-four (24%) listed the campaign as their most closely followed news story of the week.



Roughly three-in-ten (28%) paid very close attention to news about the war in Iraq, 11% listed this as their most closely followed story. News about Hurricane Dolly, which hit the South Texas coastline last week, was followed very closely by 19% of the public. The news media devoted 5% of its overall coverage to the hurricane.

As Beijing prepares for the Summer Olympics, 12% of Americans are very closely following news about China and the upcoming Games. Another 31% are following this fairly closely. Interest in the Olympic preparations is slightly higher than interest in the buildup to the 2004 Games in Athens, Greece (10% were following this story very closely in August, 2004 and 22% were following fairly closely).

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 seven 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:

Andrew Kohut, Director
Scott Keeter, Director of Survey Research
Carroll Doherty and Michael Dimock, Associate Directors
Kim Parker, Senior Researcher
Juliana Menasce Horowitz, Robert Suls, Shawn Neidorf, Leah Christian and Jocelyn Kiley, Research Associates
Kathleen Holzwart and Alec Tyson, Research Analysts
James Albrightain, Research Assistants

PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
JULY 25-28, 2008 NEWS INTEREST INDEX OMNIBUS SURVEY
TOPLINE
N=1,002

Q.1 Apart from who you support, which presidential candidate have you heard the most about in the news in the last week or so? [OPEN-END. RECORD FIRST MENTION ONLY]

	Barack <u>Obama</u>	John <u>McCain</u>	Other ¹	Don't know/ <u>Refused</u>
July 25-28, 2008	77	9	3	11=100
July 18-21, 2008	76	10	2	12=100
July 11-14, 2008	72	10	5	13=100
July 3-7, 2008	71	11	3	15=100
June 27-30, 2008	75	10	5	10=100
June 20-23, 2008	74	12	4	10=100
June 13-16, 2008	69	12	7	12=100
June 6-9, 2008	67	2	23	8=100
May 30-June 2, 2008	54	5	28	13=100
May 22-25, 2008	51	8	29	12=100
May 16-19, 2008	59	4	27	10=100
May 9-12, 2008	52	2	38	8=100
May 2-5, 2008	57	2	31	10=100
April 25-28, 2008	46	3	39	12=100
April 18-21, 2008	55	4	29	12=100
April 11-14, 2008	51	8	26	15=100
April 4-7, 2008	45	6	35	14=100
March 28-31, 2008	53	4	32	11=100
March 20-24, 2008	70	3	16	11=100
March 14-17, 2008	57	4	28	11=100
March 7-10, 2008	38	6	41	15=100

Q.2 Please think about each of the following presidential candidates [INSERT NAME. ROTATE]. In the past few days, have you come to have a MORE favorable opinion of (him/her), a LESS favorable opinion, or hasn't your opinion of (him/her) changed lately?

	More <u>Favorable</u>	Less <u>Favorable</u>	Opinion has <u>Not changed</u>	Don't <u>know</u>
a. Barack Obama	17	21	59	3=100
July 25-28, 2008	16	22	60	2=100
July 11-14, 2008	15	17	64	4=100
July 3-7, 2008	17	17	62	4=100
June 27-30, 2008	21	19	56	4=100
June 20-23, 2008	16	16	66	2=100
June 13-16, 2008	17	15	64	4=100
June 6-9, 2008	19	17	61	3=100
May 30-June 2, 2008	17	21	58	4=100
May 22-25, 2008	18	20	60	2=100
May 16-19, 2008	19	19	59	3=100
May 9-12, 2008	20	23	55	2=100
May 2-5, 2008	11	25	59	5=100
April 25-28, 2008	16	24	58	2=100
April 18-21, 2008	18	24	54	4=100
March 28-31, 2008	18	27	52	3=100

¹ Other includes responses for Hillary Clinton.

Q.2 CONTINUED...

	<u>More Favorable</u>	<u>Less Favorable</u>	<u>Opinion has Not change</u>	<u>Don't know</u>
March 20-24, 2008	22	30	46	2=100
b. John McCain	16	19	62	3=100
July 25-28, 2008	17	15	65	3=100
July 11-14, 2008	14	15	66	5=100
July 3-7, 2008	15	16	64	5=100
June 27-30, 2008	17	21	58	4=100
June 20-23, 2008	15	18	65	2=100
June 13-16, 2008	13	18	66	3=100
June 6-9, 2008	14	15	65	6=100
May 30-June 2, 2008	11	20	64	5=100
May 22-25, 2008	15	18	63	4=100
May 16-19, 2008	14	21	62	3=100
May 9-12, 2008	12	18	67	3=100
May 2-5, 2008	10	13	71	6=100
April 25-28, 2008	14	16	65	5=100
April 18-21, 2008	18	15	61	6=100
March 28-31, 2008	18	20	57	5=100
March 20-24, 2008	18	18	61	3=100

Q.3 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. Reports about the condition of the U.S. economy	46	32	10	12	*=100
July 18-21, 2008	45	33	13	9	*=100
July 11-14, 2008	44	33	12	10	1=100
June 27-30, 2008	49	31	12	7	1=100
June 13-16, 2008	42	33	14	11	*=100
May 9-12, 2008	45	31	13	11	*=100
May 2-5, 2008	43	31	15	10	1=100
April 18-21, 2008	41	35	13	10	1=100
April 4-7, 2008	39	37	12	12	*=100
March 28-31, 2008	42	36	14	8	*=100
March 20-24, 2008	45	33	13	9	*=100
February 29-March 3, 2008	38	35	15	11	1=100
February 15-18, 2008	37	36	11	16	8=100
February 1-4, 2008	40	37	14	8	1=100
January 18-21, 2008	42	31	16	11	*=100
January 11-14, 2008	36	32	15	16	1=100
November 2-5, 2007	27	37	16	19	1=100
October 19-22, 2007	25	34	20	21	*=100
August 10-13, 2007	28	36	18	18	*=100
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

Q.3 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, 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
b. The current situation and events in Iraq	28	33	22	17	*=100
July 18-21	33	35	20	12	*=100
July 11-14, 2008	24	35	24	16	1=100
July 3-7, 2008	25	35	25	15	*=100
June 20-23, 2008	25	36	24	15	*=100
May 9-12, 2008	29	35	21	14	1=100
May 2-5, 2008	26	35	25	13	1=100
April 25-28, 2008	29	35	23	12	1=100
April 18-21, 2008	29	39	20	11	1=100
April 11-14, 2008	25	39	20	15	1=100

Q.3 CONTINUED...

	Very <u>Closely</u>	Fairly <u>Closely</u>	Not too <u>Closely</u>	Not at all <u>Closely</u>	DK/ <u>Refused</u>
April 4-7, 2008	25	37	23	15	*=100
March 28-31, 2008	29	40	19	11	1=100
March 20-24, 2008	30	38	19	13	*=100
March 14-17, 2008	29	38	23	10	*=100
March 7-10, 2008	28	39	18	15	*=100
February 29-March 3, 2008	28	40	19	13	*=100
February 8-11, 2008	24	35	25	16	*=100
February 1-4, 2008	28	39	22	11	*=100
January 25-28, 2008	23	35	26	16	*=100
January 18-21, 2008	31	33	20	15	1=100
January 11-14, 2008	25	38	21	16	*=100
January 4-7, 2008	27	38	20	15	*=100
December 14-17, 2007	26	32	24	18	*=100
December 7-10, 2007	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
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 ²	31	38	18	12	1=100
March 16-19, 2007	34	34	17	15	*=100

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

Q.3 CONTINUED...

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

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

Q.3 CONTINUED...

	Very <u>Closely</u>	Fairly <u>Closely</u>	Not too <u>Closely</u>	Not at all <u>Closely</u>	DK/ <u>Refused</u>
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
c. The impact of Hurricane Dolly on the Texas coast	19	29	29	23	*=100
TREND FOR COMPARISON:					
November 2-5, 2007: Noel (Bahamas and Cuba)	11	22	31	35	1=100
September 7-10, 2007: Felix and Henriette (Mexico and Central America)	14	29	29	27	1=100
August 24-27, 2007: Dean (Mexico and Caribbean)	18	39	24	18	1=100
November, 2005: <i>Wilma (Mexico and Florida)</i>	34	37	21	8	*=100
September, 2005: <i>Katrina (New Orleans and Gulf Coast)</i>	70	21	7	2	*=100
July, 2005: <i>Recent hurricanes (Gulf coast)</i>	38	37	17	8	*=100
September, 2003: <i>Isabel</i>	47	28	15	10	*=100
Early October, 2002: <i>Recent hurricanes (Gulf of Mexico and Louisiana)</i>	38	34	18	10	*=100
d. News about China as the Beijing Olympic Games approach	12	31	29	28	*=100
April 4-7, 2008⁶	5	18	31	45	1=100
TREND FOR COMPARISON:⁷					
August, 2004: <i>Athens Preparations</i>	10	22	29	38	1=100
e. A major oil spill into the Mississippi River	14	19	25	41	1=100
f. News about candidates for the 2008 presidential election	30	34	21	15	*=100
July 18-21, 2008	30	35	21	14	*=100
July 11-14, 2008	28	34	22	15	1=100
July 3-7, 2008	25	35	23	17	*=100
June 27-30, 2008	39	33	18	10	*=100
June 20-23, 2008	28	38	22	12	*=100
June 13-16, 2008	35	35	20	10	*=100
June 6-9, 2008	38	35	17	10	*=100
May 30-June 2, 2008	30	35	21	14	*=100
May 22-25, 2008	32	37	20	11	*=100
May 16-19, 2008	33	37	19	10	1=100
May 9-12, 2008	35	36	18	11	*=100

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 April 4-7, 2008 the story was listed as “News about the upcoming summer Olympics in Beijing, China.”

⁷ August, 2004 asked about “Preparations for the summer Olympics in Athens, Greece.”

Q.3 CONTINUED...

	<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<u>DK/ Refused</u>
May 2-5, 2008	27	35	23	14	1=100
April 25-28, 2008	34	37	18	11	*=100
April 18-21, 2008	29	41	19	10	1=100
April 11-14, 2008	31	37	22	10	*=100
April 4-7, 2008	33	36	17	14	*=100
March 28-31, 2008	31	41	18	10	*=100
March 20-24, 2008	34	37	18	11	*=100
March 14-17, 2008	40	37	16	7	*=100
March 7-10, 2008	39	36	15	9	1=100
February 29-March 3, 2008	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 ⁸	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

⁸ January 11-14, 2008 asked about: “News about the New Hampshire primaries and the presidential campaign.”

Q.3 CONTINUED...

	Very <u>Closely</u>	Fairly <u>Closely</u>	Not too <u>Closely</u>	Not at all <u>Closely</u>	DK/ <u>Refused</u>
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
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, 2007⁹	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 ¹⁰	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

⁹ January 19-22, 2007 asked about: "Recent announcements by prominent Democrats about plans to run for president in 2008."

¹⁰ 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.3 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, 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
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.4 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.]**

- 29 Reports about the condition of the U.S. economy
- 24 News about the candidates for the 2008 presidential election
- 11 The current situation and events in Iraq
- 10 The impact of Hurricane Dolly on the Texas coast
- 6 News about China as the Beijing Olympic Games approach
- 2 A major oil spill into the Mississippi River
- 8 Some other story (SPECIFY)
- 10 Don't know/Refused
- 100

Thinking about the presidential campaign...

Q.5 In the way they have been covering the presidential election so far, do you think that news organizations are biased in favor of [Barack Obama], biased in favor of [John McCain], or don't you think news organizations have shown any bias one way or the other? **[ROTATE BRACKETED ITEMS]**

42 Biased in favor of Barack Obama
 6 Biased in favor of John McCain
 42 No bias
 4 Other biases (VOL.)
 6 Don't know/Refused (VOL.)
 100

Q.6 How much if anything have you heard about each of the following? Have you heard a lot, a little or nothing at all? **[READ ITEMS, ROTATE]**

		<u>A lot</u>	<u>A little</u>	<u>Nothing at all</u>	<u>DK/Refused</u>
a.	John McCain's proposal to lift the federal ban on oil drilling along coastal waters June 20-23, 2008	30 40	49 42	21 18	*=100 *=100
b.	Barack Obama's trip to the Middle East and Europe July 18-21, 2008 ¹¹	62 34	28 42	10 24	*=100 *=100

IF RESPONDENT HAS HEARD 'A LOT' OR 'A LITTLE' ABOUT OBAMA'S TRIP (Q.6b=01-02) ASK [N=919]:

Q.7 How much if anything did you learn about Barack Obama's approach to foreign policy from hearing or reading about his overseas trip this past week? Would you say you learned a great deal, some, not much, or nothing at all about his approach to foreign policy from coverage of the trip?

15 A great deal
 33 Some
 30 Not much
 22 Nothing at all
 * Don't know/Refused (VOL.)
 100

¹¹ From July 18-21, 2008, the story was listed as "Barack Obama's upcoming trip to Europe and the Middle East."