



FOR IMMEDIATE RELEASE:  
Wednesday October 29, 2008

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

**SNL Appearance, Wardrobe Flap Register Widely**  
**PALIN FATIGUE NOW RIVALS OBAMA FATIGUE**

Many Americans say they are hearing too much about Barack Obama in these final days of the 2008 presidential election – just as they did last summer – but a similar percentage now says the same about Sarah Palin. However, the public’s complaints notwithstanding, a relatively small amount of media coverage was devoted to the vice-presidential candidates last week. There continued to be much greater coverage of the presidential candidates, according to the Pew Research Center’s Project for Excellence in Journalism.

Four-in-ten (41%) now say they’ve been hearing too much about Obama; only 10% say they’ve been hearing too little about him. That’s down slightly from 48% in early August. But as many or more Americans (46%) say they’ve been hearing too much about Palin, though she has generally received much less media coverage than either Obama or John McCain.

Far fewer Americans (31%) say they’ve been hearing too much about McCain. In fact, a plurality (45%) says they have been hearing the right amount about the GOP presidential nominee. Roughly one-in-five (22%) say they have been hearing too little about McCain.

Are the Candidates Overexposed?				
<i>How much have you been hearing about _____?</i>	<u>Total</u>	<u>Rep</u>	<u>Dem</u>	<u>Ind</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
<i>Sarah Palin</i>				
Too much	46	29	58	48
Too little	18	28	9	20
Right amount	33	40	31	31
Don't know	<u>3</u>	<u>3</u>	<u>2</u>	<u>1</u>
	100	100	100	100
<i>Barack Obama</i>				
Too much	41	66	19	46
Too little	10	9	7	12
Right amount	47	24	73	41
Don't know	<u>2</u>	<u>1</u>	<u>1</u>	<u>1</u>
	100	100	100	100
<i>John McCain</i>				
Too much	31	20	37	33
Too little	22	32	9	26
Right amount	45	47	53	40
Don't know	<u>2</u>	<u>1</u>	<u>1</u>	<u>1</u>
	100	100	100	100
<i>Joe Biden</i>				
Too much	20	28	9	22
Too little	38	30	43	42
Right amount	37	34	44	34
Don't know	<u>5</u>	<u>8</u>	<u>4</u>	<u>2</u>
	100	100	100	100

In contrast to Palin, very few (20%) say they've been hearing too much about Joe Biden. Nearly four-in-ten (38%) say they have been hearing too little about Biden, while roughly the same proportion (37%) say they have been hearing the right amount about him.

Democrats are much more likely than Republicans to say they've been hearing too much about Palin. Even so, three-in-ten Republicans (29%) say they've been hearing too much about the Alaska governor.

Fully two-thirds of Republicans say they've been hearing too much about Obama, while only 19% of Democrats agree. The vast majority of Democrats (73%) say they've been hearing the right amount about Obama.

### Palin's Wardrobe, SNL Appearance Register Widely with Public

While Obama was the most heavily covered candidate last week, news coverage of Palin was up significantly from the previous week. According to the Pew's Project for Excellence in Journalism (PEJ), Palin was featured prominently in 22% of campaign news stories, compared to 8% one week earlier. Obama was featured in 61% of campaign stories, and McCain was featured in 50%. Increased coverage of Palin was fueled, at least in part, by the controversy surrounding the amount of money the Republican National Committee had spent on her wardrobe.

The flap over Palin's clothes registered widely with the public. Fully 52% heard a lot about the party's expenditure of about \$150,000 at high end stores for Palin and her family. Another 27% heard a little about this, and 20% heard nothing at all.

	A <u>lot</u> %	A <u>little</u> %	Nothing <u>at all</u> %	DK %
<i>How much have you heard about...</i>				
Palin's appearance on Saturday Night Live	56	30	14	*=100
\$150,000 for Palin's wardrobe	52	27	20	1=100
Powell's Obama endorsement	49	39	12	*=100
Biden's saying Obama will be tested	43	35	21	1=100
Obama's September fundraising	42	39	18	1=100

News about Palin's wardrobe was as widely heard about as news that Colin Powell had endorsed Obama for president. Roughly half of the public (49%) heard a lot about the Powell endorsement and 39% heard a little about it. Democrats were more likely than Republicans to have heard about each of these events. Fully 60% of Democrats heard a lot about Palin's wardrobe (compared with 43% of Republicans), and 56% of Democrats heard a lot about Powell's endorsement of Obama (vs. 46% of Republicans).

More than half of the public (56%) heard a lot about Palin's appearance on "Saturday Night Live," while 14% heard a little about this. As many Americans said they heard about

Palin's SNL appearance as said they heard about her being chosen as John McCain's running mate at the end of August.

In other campaign news, 43% heard a lot about Biden's comment that Obama would be tested by an international crisis early in his presidency. Republicans were more likely than Democrats to hear about Biden's comment (51% vs. 41% heard a lot). As has consistently been the case, Biden received much less media coverage last week than did Palin, according to Pew's PEJ. Roughly four-in-ten Americans (42%) heard a lot about the Obama campaign raising \$150 million in the month of September.

### Candidate Images

Views of Obama have become more stable in recent weeks. More than half of the public (52%) now says their opinion of the Democratic nominee has not changed in recent days. Among those whose views have changed, 24% say their opinion of Obama has become more favorable recently, while 21% say their view of him has become less favorable.

	More <u>favorable</u> %	Less <u>favorable</u> %	No <u>change</u> %	Don't <u>know</u> %
Barack Obama	24	21	52	3=100
John McCain	19	28	50	3=100
Joe Biden	14	23	57	6=100
Sarah Palin	20	33	43	4=100

Question: In the past few days, have you come to have a MORE favorable opinion of \_\_\_\_\_, a LESS favorable opinion, or hasn't your opinion of him/her changed lately?

Views of McCain have also become more settled. Half of the public says their opinion of McCain has not changed in recent days; 47% report some change. For the sixth consecutive week, changing opinions of McCain are more negative than positive. In the current poll, conducted October 24-27, only 19% say their opinion of McCain has become more favorable in recent days, while 28% say their opinion of him has become less favorable.

Similarly, changing views of Palin continue to be more negative. One-in-five say their opinion of Palin has become more favorable in recent days while 33% say their opinion of her has become less favorable. About four-in-ten (43%) say their view of Palin has not changed recently.

Most (57%) say their opinion of Biden hasn't changed in recent days. Among those whose view of Biden has changed, more say their opinion has become less favorable (23%) than more favorable (14%).

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 October 20-26 and survey data measuring public interest in the top news stories of the week were collected October 24-27 from a nationally representative sample of 1,008 adults.

### Public Still Learns More from News Coverage than from Commercials

In the presidential campaign, people say they have learned more from news reports on television than from the candidates' television commercials. This is especially true when it comes to learning where the candidates stand on the issues. Fully 72% of the public says news reports give them a better idea of the candidates' issue positions, while 14% say they learn more from campaign commercials.

The public also says that news reports are a better way of learning about who the candidates are as people: 66% say news reports

give them a better idea of what the candidates are like, while only 22% point to the candidates' commercials. When these questions were asked in October 1992, the findings were strikingly similar. Strong majorities said news reports were a better way of learning about the candidates issue positions and personalities.

News Reports More Valuable than Campaign Commercials	
<i>Which gives a better idea of candidates' issue positions?</i>	<u>Total</u>
	%
News reports on TV	72
Candidates' TV commercials	14
Neither (VOL.)	12
Don't know	<u>2</u>
	100
<i>Which gives a better idea of what candidate is like personally?</i>	
News reports on TV	66
Candidates' TV commercials	22
Neither (VOL.)	10
Don't know	<u>2</u>
	100

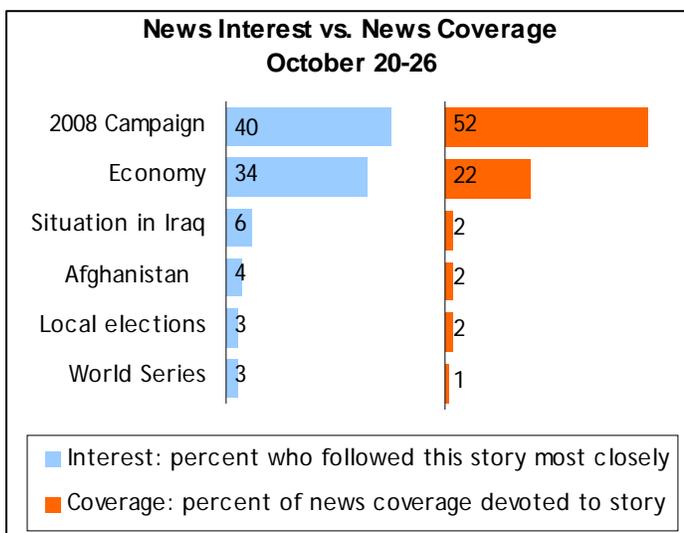
Voters are divided over the value of political polling. While 43% say reporting on who is ahead in the polls is a bad thing for the country, nearly as many (38%) say this type of reporting is a good thing. Some 14% say reporting on the polls is neither a good thing nor a bad thing. Twenty years ago, voters felt much same way about reporting on the horse race. In late October 1988, 45% said reporting on the polls was a bad thing for the country, 38% said it was a good thing, and 12% said this type of reporting was neither good nor bad.

Today, among the general public, Republicans and Democrats have dramatically different views on the value of the polls. While 60% of Republicans say reporting on the polls is a bad thing for the country, an identical percentage of Democrats say reporting on polls is a good thing. On balance, independents say reporting on the polls is a bad thing rather than a good thing (49%-33%).

## Campaign, Economy Continue to Dominate News Interest

Public interest in the campaign fell off somewhat last week – 44% followed news about the campaign very closely down from 61% the previous week. Interest was lower among Republicans, Democrats and independents. Democrats continue to track the campaign more closely than do Republicans: 52% of Democrats vs. 43% of Republicans followed campaign news very closely last week.

Four-in-ten Americans listed the campaign as the single news story they were following more closely than any other last week. The national news media, meanwhile, focused heavily on the campaign last week, devoting 52% of its overall coverage to election news, according to Pew’s PEJ.



While the public continued to pay close attention to the economy, the percent following economic news very closely (52%) was down significantly from the previous week (62%). Roughly one-in-three (34%) listed the economy as their most closely followed news story, while more (40%) named the campaign. For the previous five weeks, the economy had been the public’s most closely followed news story.

The national news media devoted 22% of its overall coverage to the economy crisis last week. Coverage of the economy has fallen off significantly in recent weeks. The week of September 29, when Congress was debating the financial bailout package, stories about the economic crisis accounted for 45% of news.

In evaluating the way the media has been covering the economy, a significant minority of the public (40%) says news reports are making the U.S. economy seem worse than it actually is. Only 11% say news reports are making the economy seem better than it really is, and 45% say they are showing the situation about the way it really is.

**Evaluating Media Coverage of the Economy**

<i>News reports make the economy seem...</i>	<u>Total</u> %	<u>Rep</u> %	<u>Dem</u> %	<u>Ind</u> %
Worse than it really is	40	55	27	42
Better than it really is	11	9	13	10
About the way it is	45	34	56	43
Don't know/Refused	<u>4</u>	<u>2</u>	<u>4</u>	<u>5</u>
	100	100	100	100

Republicans are much more likely than Democrats to say news reports on the economy make the situation seem worse than it actually is (55% vs. 27%). A majority of Democrats (56%) say news reports on the economy paint an accurate picture. Independents are divided with 42% saying news reports make things seem worse than they are and 43% saying the reports show the situation about the way it really is.

In other news last week, three-in-ten Americans (29%) paid very close attention to news about the Iraq war, and 6% listed this as the story they were following most closely. The national news media devoted 2% of its overall coverage to the situation in Iraq. The public was equally interested in news about the U.S. military effort in Afghanistan: 28% followed this story very closely and 4% listed it as their most closely followed story.

One-in-five Americans are closely tracking news about local and statewide elections (20% very closely). The national media devoted 2% of its overall coverage to these local races last week.

Interest in the Major League Baseball Playoffs and the World Series is not as high as it was last year. Only 12% are following baseball news very closely. At this time last year, 20% were following very 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](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 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  
Michael Remez, Senior Writer  
Juliana Menasce Horowitz, Robert Suls, Shawn Neidorf, Leah Christian and Jocelyn Kiley, Research Associates  
Kathleen Holzwart and Alec Tyson, Research Analysts

**PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS**  
**OCTOBER 24-27, 2008 NEWS INTEREST INDEX OMNIBUS SURVEY**  
**TOPLINE**  
**N=1,008**

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]

	<u>Barack Obama</u>	<u>John McCain</u>	<u>Sarah Palin<sup>1</sup></u>	<u>Other<sup>2</sup></u>	<u>Don't know/ Refused</u>
October 24-27, 2008	61	20	3	4	12=100
October 17-20, 2008	63	18	3	5	11=100
October 10-13, 2008	53	25	6	4	12=100
October 3-6, 2008	47	26	11	5	11=100
September 26-29, 2008	42	37	5	3	13=100
September 19-22, 2008	39	35	10	5	11=100
September 12-15, 2008	32	41	17	2	8=100
September 5-8, 2008	28	54	10	2	6=100
August 29-31, 2008	81	11		2	6=100
August 22-25, 2008	77	11		3	9=100
August 15-18, 2008	62	19		4	15=100
August 8-11, 2008	69	15		5	11=100
August 1-4, 2008	76	11		4	9=100
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

<sup>1</sup> Although the question specifically asks respondents to name a "presidential" candidate, Sarah Palin was accepted, as all responses were volunteered.

<sup>2</sup> "Other" includes responses for Hillary Clinton.

Q.2 Please think about each of the following candidates [INSERT NAME]. 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?<sup>3</sup> [ROTATE IN BLOCKS: A/B FIRST, FOLLOWED BY C/D]

	More Favorable	Less Favorable	Opinion has Not changed	Don't know
a. Barack Obama	24	21	52	3=100
October 17-20, 2008	33	23	43	1=100
October 10-13, 2008	29	21	48	2=100
October 3-6, 2008	28	23	47	2=100
September 26-29, 2008	31	23	45	1=100
September 19-22, 2008	25	20	53	2=100
September 12-15, 2008	20	20	58	2=100
September 5-8, 2008	20	20	59	1=100
August 29-31, 2008	29	19	50	2=100
August 22-25, 2008	22	21	54	3=100
August 15-18, 2008	16	21	60	3=100
August 8-11, 2008	15	18	64	3=100
August 1-4, 2008	16	22	60	2=100
July 25-28, 2008	17	21	59	3=100
July 18-21, 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
March 20-24, 2008	22	30	46	2=100
b. John McCain	19	28	50	3=100
October 17-20, 2008	24	34	41	1=100
October 10-13, 2008	17	33	47	3=100
October 3-6, 2008	21	29	47	3=100
September 26-29, 2008	24	35	40	1=100
September 19-22, 2008	20	30	48	2=100
September 12-15, 2008	28	25	45	2=100
September 5-8, 2008	35	24	40	1=100
August 29-31, 2008	28	22	47	3=100
August 22-25, 2008	17	20	60	3=100
August 15-18, 2008	17	21	59	3=100
August 8-11, 2008	14	20	63	3=100
August 1-4, 2008	18	23	57	2=100
July 25-28, 2008	16	19	62	3=100
July 18-21, 2008	17	15	65	3=100
July 11-14, 2008	14	15	66	5=100

<sup>3</sup> Prior to September 12-15, the question was worded, "Please think about each of the following *presidential* candidates..."

Q.2 CONTINUED...

	More <u>Favorable</u>	Less <u>Favorable</u>	Opinion has <u>Not change</u>	Don't <u>know</u>
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
c. Joe Biden				
October 17-20, 2008	14	23	57	6=100
October 10-13, 2008	20	18	57	5=100
October 3-6, 2008	23	14	56	7=100
September 26-29, 2008	34	20	42	4=100
September 19-22, 2008	15	19	60	6=100
September 12-15, 2008	17	19	55	9=100
September 5-8, 2008	14	18	58	10=100
d. Sarah Palin				
October 17-20, 2008	20	33	43	4=100
October 10-13, 2008	21	35	40	4=100
October 3-6, 2008	21	38	37	4=100
September 26-29, 2008	37	33	27	3=100
September 19-22, 2008	20	38	38	4=100
September 12-15, 2008	29	34	33	4=100
September 5-8, 2008	31	27	37	5=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; ROTATE ITEMS IN BLOCKS A-C FIRST, FOLLOWED BY D-F] [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 Major League Baseball Playoffs and World Series					
October 26-29, 2007	12	12	18	58	*=100
November, 1989 <sup>4</sup>	20	16	20	43	1=100
October, 1988	23	17	22	38	*=100
	31	21	19	28	1=100
b. Reports about the condition of the U.S. economy					
October 17-20, 2008	52	35	7	5	1=100
October 10-13, 2008	62	29	6	3	*=100
October 3-6, 2008	65	25	7	3	*=100
September 26-29, 2008	69	23	5	3	*=100
September 19-22, 2008	70	22	5	3	*=100

<sup>4</sup> In 1988 and 1989, the story was listed as “The World Series.”

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>
September 19-22, 2008	56	27	12	5	*=100
September 5-8, 2008	44	33	16	7	*=100
August 29-31, 2008	41	34	13	11	1=100
August 15-18, 2008	39	36	15	10	*=100
August 8-11, 2008	39	35	16	10	*=100
August 1-4, 2008	47	34	11	8	0=100
July 25-28, 2008	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
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

**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>
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

c. News about candidates for the 2008 presidential election

<b>44</b>	<b>36</b>	<b>11</b>	<b>8</b>	<b>1=100</b>	
<b>October 17-20, 2008</b>	<b>61</b>	<b>28</b>	<b>7</b>	<b>4</b>	<b>*=100</b>
<b>October 10-13, 2008</b>	<b>52</b>	<b>31</b>	<b>12</b>	<b>5</b>	<b>*=100</b>
<b>October 3-6, 2008</b>	<b>57</b>	<b>31</b>	<b>8</b>	<b>4</b>	<b>*=100</b>
<b>September 26-29, 2008</b>	<b>56</b>	<b>29</b>	<b>10</b>	<b>5</b>	<b>*=100</b>
<b>September 19-22, 2008</b>	<b>47</b>	<b>33</b>	<b>14</b>	<b>6</b>	<b>*=100</b>
<b>September 12-15, 2008</b>	<b>40</b>	<b>38</b>	<b>14</b>	<b>7</b>	<b>1=100</b>
<b>September 5-8, 2008</b>	<b>45</b>	<b>39</b>	<b>12</b>	<b>4</b>	<b>*=100</b>
<b>August 29-31, 2008</b>	<b>45</b>	<b>32</b>	<b>15</b>	<b>8</b>	<b>*=100</b>
<b>August 22-25, 2008</b>	<b>31</b>	<b>36</b>	<b>22</b>	<b>11</b>	<b>*=100</b>
<b>August 15-18, 2008</b>	<b>25</b>	<b>41</b>	<b>19</b>	<b>14</b>	<b>1=100</b>
<b>August 8-11, 2008</b>	<b>27</b>	<b>38</b>	<b>22</b>	<b>13</b>	<b>*=100</b>
<b>August 1-4, 2008</b>	<b>30</b>	<b>42</b>	<b>19</b>	<b>9</b>	<b>*=100</b>
<b>July 25-28, 2008</b>	<b>30</b>	<b>34</b>	<b>21</b>	<b>15</b>	<b>*=100</b>
<b>July 18-21, 2008</b>	<b>30</b>	<b>35</b>	<b>21</b>	<b>14</b>	<b>*=100</b>
<b>July 11-14, 2008</b>	<b>28</b>	<b>34</b>	<b>22</b>	<b>15</b>	<b>1=100</b>
<b>July 3-7, 2008</b>	<b>25</b>	<b>35</b>	<b>23</b>	<b>17</b>	<b>*=100</b>
<b>June 27-30, 2008</b>	<b>39</b>	<b>33</b>	<b>18</b>	<b>10</b>	<b>*=100</b>
<b>June 20-23, 2008</b>	<b>28</b>	<b>38</b>	<b>22</b>	<b>12</b>	<b>*=100</b>
<b>June 13-16, 2008</b>	<b>35</b>	<b>35</b>	<b>20</b>	<b>10</b>	<b>*=100</b>
<b>June 6-9, 2008</b>	<b>38</b>	<b>35</b>	<b>17</b>	<b>10</b>	<b>*=100</b>
<b>May 30-June 2, 2008</b>	<b>30</b>	<b>35</b>	<b>21</b>	<b>14</b>	<b>*=100</b>
<b>May 22-25, 2008</b>	<b>32</b>	<b>37</b>	<b>20</b>	<b>11</b>	<b>*=100</b>
<b>May 16-19, 2008</b>	<b>33</b>	<b>37</b>	<b>19</b>	<b>10</b>	<b>1=100</b>
<b>May 9-12, 2008</b>	<b>35</b>	<b>36</b>	<b>18</b>	<b>11</b>	<b>*=100</b>
<b>May 2-5, 2008</b>	<b>27</b>	<b>35</b>	<b>23</b>	<b>14</b>	<b>1=100</b>
<b>April 25-28, 2008</b>	<b>34</b>	<b>37</b>	<b>18</b>	<b>11</b>	<b>*=100</b>
<b>April 18-21, 2008</b>	<b>29</b>	<b>41</b>	<b>19</b>	<b>10</b>	<b>1=100</b>
<b>April 11-14, 2008</b>	<b>31</b>	<b>37</b>	<b>22</b>	<b>10</b>	<b>*=100</b>
<b>April 4-7, 2008</b>	<b>33</b>	<b>36</b>	<b>17</b>	<b>14</b>	<b>*=100</b>
<b>March 28-31, 2008</b>	<b>31</b>	<b>41</b>	<b>18</b>	<b>10</b>	<b>*=100</b>

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 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 <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

<sup>5</sup> 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>
<b>March 16-19, 2007</b>	<b>15</b>	<b>28</b>	<b>29</b>	<b>27</b>	<b>1=100</b>
<b>March 9-12, 2007</b>	<b>24</b>	<b>30</b>	<b>23</b>	<b>23</b>	<b>*=100</b>
<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

<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.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>
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
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
d. The current situation and events in Iraq	<b>29</b>	<b>35</b>	<b>25</b>	<b>11</b>	<b>*=100</b>
<b>October 10-13, 2008</b>	<b>23</b>	<b>34</b>	<b>30</b>	<b>13</b>	<b>*=100</b>
<b>October 3-6, 2008</b>	<b>29</b>	<b>33</b>	<b>28</b>	<b>10</b>	<b>*=100</b>
<b>September 5-8, 2008</b>	<b>24</b>	<b>37</b>	<b>26</b>	<b>13</b>	<b>*=100</b>
<b>August 29-31, 2008</b>	<b>22</b>	<b>32</b>	<b>29</b>	<b>16</b>	<b>1=100</b>
<b>August 22-25, 2008</b>	<b>26</b>	<b>31</b>	<b>27</b>	<b>15</b>	<b>1=100</b>
<b>August 1-4, 2008</b>	<b>27</b>	<b>40</b>	<b>23</b>	<b>10</b>	<b>*=100</b>
<b>July 25-28, 2008</b>	<b>28</b>	<b>33</b>	<b>22</b>	<b>17</b>	<b>*=100</b>
<b>July 18-21, 2008</b>	<b>33</b>	<b>35</b>	<b>20</b>	<b>12</b>	<b>*=100</b>
<b>July 11-14, 2008</b>	<b>24</b>	<b>35</b>	<b>24</b>	<b>16</b>	<b>1=100</b>
<b>July 3-7, 2008</b>	<b>25</b>	<b>35</b>	<b>25</b>	<b>15</b>	<b>*=100</b>
<b>June 20-23, 2008</b>	<b>25</b>	<b>36</b>	<b>24</b>	<b>15</b>	<b>*=100</b>
<b>May 9-12, 2008</b>	<b>29</b>	<b>35</b>	<b>21</b>	<b>14</b>	<b>1=100</b>
<b>May 2-5, 2008</b>	<b>26</b>	<b>35</b>	<b>25</b>	<b>13</b>	<b>1=100</b>
<b>April 25-28, 2008</b>	<b>29</b>	<b>35</b>	<b>23</b>	<b>12</b>	<b>1=100</b>
<b>April 18-21, 2008</b>	<b>29</b>	<b>39</b>	<b>20</b>	<b>11</b>	<b>1=100</b>
<b>April 11-14, 2008</b>	<b>25</b>	<b>39</b>	<b>20</b>	<b>15</b>	<b>1=100</b>
<b>April 4-7, 2008</b>	<b>25</b>	<b>37</b>	<b>23</b>	<b>15</b>	<b>*=100</b>
<b>March 28-31, 2008</b>	<b>29</b>	<b>40</b>	<b>19</b>	<b>11</b>	<b>1=100</b>
<b>March 20-24, 2008</b>	<b>30</b>	<b>38</b>	<b>19</b>	<b>13</b>	<b>*=100</b>
<b>March 14-17, 2008</b>	<b>29</b>	<b>38</b>	<b>23</b>	<b>10</b>	<b>*=100</b>
<b>March 7-10, 2008</b>	<b>28</b>	<b>39</b>	<b>18</b>	<b>15</b>	<b>*=100</b>
<b>February 29-March 3, 2008</b>	<b>28</b>	<b>40</b>	<b>19</b>	<b>13</b>	<b>*=100</b>
<b>February 8-11, 2008</b>	<b>24</b>	<b>35</b>	<b>25</b>	<b>16</b>	<b>*=100</b>
<b>February 1-4, 2008</b>	<b>28</b>	<b>39</b>	<b>22</b>	<b>11</b>	<b>*=100</b>

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>
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 <sup>8</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

<sup>8</sup> From May, 2003 to March 23-26, 2007, the story was listed as “News about the current situation in Iraq.”

**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>
<b>January 12-15, 2007</b>	<b>38</b>	<b>36</b>	<b>17</b>	<b>8</b>	<b>1=100</b>
January, 2007	46	40	8	5	1=100
<b>January 5-8, 2007</b>	<b>40</b>	<b>32</b>	<b>16</b>	<b>12</b>	<b>0=100</b>
December, 2006	42	39	12	7	*=100
<b>November 30-December 3, 2006</b>	<b>40</b>	<b>36</b>	<b>13</b>	<b>11</b>	<b>*=100</b>
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 <sup>9</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>10</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

<sup>9</sup> From March 20-24, 2003 to April 11-16, 2003, the story was listed as "News about the war in Iraq."

<sup>10</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."

**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, 2002 <sup>11</sup>	48	29	15	6	2=100
e. News about candidates for local and statewide elections	20	35	24	20	1=100
f. The U.S. military effort in Afghanistan	28	32	22	17	1=100
<b>October 10-13, 2008<sup>12</sup></b>	19	34	29	18	*=100
<b>September 12-15, 2008</b>	21	34	25	19	1=100
<b>August 29-31, 2008</b>	18	27	32	23	*=100
<b>July 18-21, 2008</b>	27	33	24	16	*=100
<b>July 11-14, 2008</b>	19	28	29	23	1=100
<b>July 3-7, 2008</b>	19	28	32	21	*=100
<b>June 20-23, 2008</b>	20	30	30	20	*=100
<b>TREND FOR COMPARISON:</b>					
Late July, 2002	41	38	13	7	1=100
June, 2002	38	32	20	9	1=100
April, 2002	39	39	13	8	1=100
Early April, 2002	45	37	12	5	1=100
February, 2002	47	39	8	5	1=100
January, 2002	51	35	9	4	1=100
December, 2001	44	38	12	5	1=100
Mid-November, 2001	49	36	11	3	1=100
Early November, 2001	45	36	12	6	1=100
Mid-October, 2001	51	35	10	3	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.]**

- 40 News about the candidates for the 2008 presidential election
  - 34 Reports about the conditions of the U.S. economy
  - 6 The current situation and events and Iraq
  - 4 The U.S. military effort in Afghanistan
  - 3 News about candidates for local and statewide elections
  - 3 The Major League Baseball Playoffs and World Series
  - 3 Some other story (VOL. SPECIFY)
  - 7 Don't know/Refused (VOL.)
- 100

**NO QUESTION 5**

Thinking about the presidential campaign...

Q.6 All things considered...these days have you been hearing too much, too little, or the right amount about **[READ; ROTATE ITEMS A/B AND C/D IN BLOCKS]?**

	<u>Too much</u>	<u>Too little</u>	<u>Right amount</u>	<u>Don't know</u>
a. Barack Obama	41	10	47	2=100
August 1-4, 2008	48	10	41	1=100
b. John McCain	31	22	45	2=100
August 1-4, 2008	26	38	35	1=100

<sup>11</sup> In Early September, 2002, the story was listed as "Debate over the possibility that the U.S. will invade Iraq."

<sup>12</sup> From June 20-23, 2008 to October 10-13, 2008 the story was listed as "The military effort in Afghanistan against Taliban fighters."

**Q.6 CONTINUED...**

	<u>Too much</u>	<u>Too little</u>	<u>Right amount</u>	<u>Don't know</u>
c. Joe Biden	20	38	37	5=100
d. Sarah Palin	46	18	33	3=100

**QUESTIONS 7 AND 8 HELD FOR FUTURE RELEASE**

**ASK ALL:**

Q.9 In your opinion, is the reporting of who is ahead in the polls a good thing or a bad thing for the country?

<b>BASED ON REGISTERED VOTERS [N=927]</b>		<b>-RV-</b>
		Late Oct
		<u>1988</u>
38	Good thing for the country	38
43	Bad thing for the country	45
14	Neither a good thing nor a bad thing (VOL.)	12
<u>5</u>	Don't know	<u>5</u>
100		100

Q.10 In this campaign, which is giving you a better idea of where the candidates stand on issues – news reports on TV or the candidates' TV commercials?

		Mid Oct
		<u>1992</u>
72	News reports on TV	65
14	Candidates' TV commercials	18
12	Neither (VOL.)	13
<u>2</u>	Don't know/Refused	<u>4</u>
100		100

Q.11 In this campaign, which is giving you a better idea of what the candidates are like personally – news reports on TV or the candidates' TV commercials?

		Mid Oct
		<u>1992</u>
66	News reports on TV	63
22	Candidates' TV commercials	23
10	Neither (VOL.)	9
<u>2</u>	Don't know/Refused	<u>5</u>
100		100

On another subject...

Q.12 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 ITEMS]**

	<u>A lot</u>	<u>A little</u>	<u>Nothing at all</u>	<u>DK/Refused</u>
a. Sarah Palin's recent appearance on Saturday Night Live	56	30	14	*=100
b. Colin Powell endorsing Barack Obama for president	49	39	12	*=100
c. Joe Biden's comment that Barack Obama would be tested by an international crisis early on in his presidency	43	35	21	1=100
d. Barack Obama's campaign raising \$150 million in the month of September	42	39	18	1=100
e. The Republican National Committee spending over \$150,000 on new clothes for Sarah Palin and her family members	52	27	20	1=100

Thinking about recent economic news...

Q.13 In general, do you think news reports are making the U.S. economy seem WORSE than it really is, BETTER than it really is, or are reports showing the situation about the way it really is?

	<u>June 13-16, 2008</u>	<u>Mar. 28-31, 2008<sup>13</sup></u>	<u>Nov. 9-12, 2007</u>	<u>Dec. 2005</u>
40 Worse	34	35	42	39
11 Better	14	16	17	18
45 About the way it really is	48	46	35	36
<u>4</u> Don't know/Refused (VOL.)	<u>4</u>	<u>3</u>	<u>6</u>	<u>7</u>
100	100	100	100	100

<sup>13</sup>

For March 28-31, 2008 this item was asked as part of a list.