

**PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS**  
**JANUARY 18-21, 2008 NEWS INTEREST INDEX OMNIBUS SURVEY**  
**FINAL TOPLINE**  
**N=1,005**

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

		Jan 11-14 <u>2008</u>	Jan 4-7, <u>2008</u>	Dec 7-10, <u>2007</u>	Nov 9-12, <u>2007</u>	Sept 7-10, <u>2007</u>	July 20-23, <u>2007</u>	June 1-4, <u>2007</u>	Apr 27-30, <u>2007</u>	Mar 16-19, <u>2007</u>
40	Hillary Clinton	39	28	41	61	41	42	32	41	37
29	Barack Obama	37	38	26	10	20	22	20	23	24
5	John McCain	4	1	*	*	2	2	2	4	3
5	Mike Huckabee	4	13	5	1	--	--	--	--	--
5	Mitt Romney	2	3	5	1	2	2	3	1	1
1	George W. Bush	*	1	1	1	1	3	1	1	2
*	John Edwards	1	1	1	*	2	2	2	3	1
*	Ron Paul	1	1	1	1	*	*	*	--	--
*	Fred Thompson	1	*	1	1	8	2	4	*	--
*	Rudy Giuliani	*	1	3	6	4	2	4	3	3
1	Other	*	*	1	1	1	2	2	1	4
<u>14</u>	DK/Refused	<u>11</u>	<u>13</u>	<u>15</u>	<u>17</u>	<u>19</u>	<u>21</u>	<u>30</u>	<u>23</u>	<u>25</u>
100		100	100	100	100	100	100	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?"]

	Very <u>Closely</u>	Fairly <u>Closely</u>	Not too <u>Closely</u>	Not at all <u>Closely</u>	DK/ <u>Refused</u>
a. News about the current situation and events in Iraq					
January 11-14, 2008	31	33	20	15	1=100
January 4-7, 2008	25	38	21	16	*=100
December 14-17, 2007	27	38	20	15	*=100
December 7-10, 2007	26	32	24	18	*=100
November 23-26, 2007	28	37	21	14	*=100
November 16-19, 2007	25	37	21	16	1=100
November 9-12, 2007	31	37	19	12	1=100
November 2-5, 2007	29	38	19	13	1=100
October 26-29, 2007	31	35	18	15	1=100
October 19-22, 2007	28	37	21	13	1=100
October 12-15, 2007	28	37	20	15	*=100
October 5-8, 2007	26	36	18	19	1=100
September 28 - October 1, 2007	29	33	22	16	*=100
September 21-24, 2007	30	41	18	11	*=100
September 14-17, 2007	32	38	17	13	*=100
September 7-10, 2007	31	36	18	15	0=100
August 30 - September 2, 2007	32	34	20	14	*=100
August 24-27, 2007	31	34	18	16	1=100
August 17-20, 2007	34	36	18	12	*=100
August 10-13, 2007	33	34	18	15	*=100
August 3-6, 2007	36	37	14	13	*=100
July 27-30, 2007	29	40	19	12	*=100
	28	36	19	16	1=100

Q.2 CONTINUED...

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

<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>
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
b. The murder of a pregnant marine and the search for her killer	<b>22</b>	<b>31</b>	<b>23</b>	<b>23</b>	<b>1=100</b>
<b>TREND FOR COMPARISON:</b>					
<b>Nov. 30-Dec 3, 2007: Investigation into missing Illinois woman Stacy Peterson</b>	<b>11</b>	<b>25</b>	<b>26</b>	<b>37</b>	<b>1=100</b>
<b>June 22-25, 2007 A missing Ohio woman who was nine months pregnant when she disappeared</b>	<b>23</b>	<b>29</b>	<b>25</b>	<b>22</b>	<b>1=100</b>
April, 2004: Murder of Laci Peterson	20	37	24	17	2=100
July, 2003: The murder of Laci Peterson, the pregnant California woman whose husband has been charged in her death	22	34	26	17	1=100
May, 2003	31	31	21	16	1=100
c. A congressional investigation into questionable spending practices at two veterans charities	<b>9</b>	<b>15</b>	<b>23</b>	<b>52</b>	<b>1=100</b>
d. George Bush's recent trip to the Middle East and news about renewed efforts at peace in the region	<b>17</b>	<b>30</b>	<b>25</b>	<b>28</b>	<b>*=100</b>
<b>January 11-14, 2008<sup>5</sup></b>	<b>16</b>	<b>30</b>	<b>23</b>	<b>30</b>	<b>1=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."

<sup>5</sup> From January 11-14, 2008 the story was listed as "News about President Bush attending peace talks in Israel"

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>TREND FOR COMPARISON:<sup>6</sup></b>					
<b>Nov. 30-Dec. 3, 2007: Middle East peace summit in Annapolis, Maryland</b>	<b>11</b>	<b>25</b>	<b>24</b>	<b>39</b>	<b>1=100</b>
June, 2003: <i>Summit with Mideast leaders</i>	20	36	24	19	1=100
January, 2001: <i>Renewed peace efforts</i>	21	32	29	17	1=100
July, 2000: <i>Camp David Mideast summit</i>	15	30	24	31	*=100
November, 1998: <i>Mideast Peace agreement</i>	18	33	28	19	2=100
Early Oct, 1998 (RVs): <i>Mideast Peace Agreement</i>	21	40	27	12	*=100
September, 1995: <i>Mideast Peace agreement</i>	11	32	29	27	1=100
Late Sept, 1993: <i>Peace accords between Israel and PLO</i>	23	33	24	19	1=100
Early Sept, 1993: <i>Talks on Arab self-rule</i>	19	31	23	26	1=100
e. Reports about the condition of the U.S. economy					
<b>January 11-14, 2008</b>	<b>42</b>	<b>31</b>	<b>16</b>	<b>11</b>	<b>*=100</b>
<b>November 2-5, 2007</b>	<b>36</b>	<b>32</b>	<b>15</b>	<b>16</b>	<b>1=100</b>
<b>October 19-22, 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

<sup>6</sup> In June, 2003 the item was listed as "President Bush's summit meeting with world leaders and with the prime ministers of Israel and the Palestinian Authority." In January 2001 and Early October 1998 the item was listed as "Renewed efforts at reaching a peace agreement in the Middle East." In July 2000 the item was listed as "The Middle East peace summit at Camp David." In November 1998 and September 1995 the item was listed as "The latest Mideast peace agreement between Israel and the Palestinians." In Late September 1993 the item was listed as "The peace accords between Israel and the PLO." In Early September 1993, the item was listed as "Talks between Israel and the PLO about Arab self-rule for the Gaza Strip and the West Bank town of Jericho."

**Q.2 CONTINUED...**

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

f. News about candidates for the 2008 presidential election

	<b>36</b>	<b>34</b>	<b>18</b>	<b>12</b>	<b>*=100</b>
<b>January 11-14, 2008<sup>7</sup></b>	<b>32</b>	<b>31</b>	<b>19</b>	<b>17</b>	<b>1=100</b>
<b>January 4-7, 2008</b>	<b>33</b>	<b>36</b>	<b>19</b>	<b>11</b>	<b>1=100</b>
<b>December 14-17, 2007</b>	<b>25</b>	<b>34</b>	<b>22</b>	<b>19</b>	<b>*=100</b>
<b>December 7-10, 2007</b>	<b>24</b>	<b>35</b>	<b>22</b>	<b>19</b>	<b>*=100</b>
<b>November 30 – December 3, 2007</b>	<b>23</b>	<b>35</b>	<b>23</b>	<b>19</b>	<b>*=100</b>
<b>November 23-26, 2007</b>	<b>20</b>	<b>33</b>	<b>26</b>	<b>20</b>	<b>1=100</b>
<b>November 16-19, 2007</b>	<b>26</b>	<b>33</b>	<b>21</b>	<b>19</b>	<b>1=100</b>
<b>November 9-12, 2007</b>	<b>21</b>	<b>33</b>	<b>25</b>	<b>21</b>	<b>*=100</b>
<b>November 2-5, 2007</b>	<b>27</b>	<b>30</b>	<b>21</b>	<b>21</b>	<b>1=100</b>
<b>October 26-29, 2007</b>	<b>21</b>	<b>34</b>	<b>26</b>	<b>19</b>	<b>*=100</b>
<b>October 19-22, 2007</b>	<b>23</b>	<b>32</b>	<b>22</b>	<b>23</b>	<b>*=100</b>
<b>October 12-15, 2007</b>	<b>13</b>	<b>31</b>	<b>26</b>	<b>30</b>	<b>*=100</b>
<b>October 5-8, 2007</b>	<b>22</b>	<b>30</b>	<b>24</b>	<b>24</b>	<b>*=100</b>
<b>September 28 – October 1, 2007</b>	<b>21</b>	<b>34</b>	<b>25</b>	<b>20</b>	<b>*=100</b>
<b>September 21-24, 2007</b>	<b>24</b>	<b>31</b>	<b>22</b>	<b>23</b>	<b>*=100</b>
<b>September 14-17, 2007</b>	<b>22</b>	<b>31</b>	<b>24</b>	<b>23</b>	<b>*=100</b>
<b>September 7-10, 2007</b>	<b>18</b>	<b>34</b>	<b>26</b>	<b>22</b>	<b>*=100</b>
<b>August 30-September 2, 2007</b>	<b>19</b>	<b>35</b>	<b>21</b>	<b>25</b>	<b>*=100</b>
<b>August 24-27, 2007</b>	<b>22</b>	<b>28</b>	<b>24</b>	<b>26</b>	<b>*=100</b>
<b>August 17-20, 2007</b>	<b>19</b>	<b>27</b>	<b>24</b>	<b>30</b>	<b>*=100</b>
<b>August 10-13, 2007</b>	<b>23</b>	<b>32</b>	<b>21</b>	<b>24</b>	<b>*=100</b>
<b>August 3-6, 2007</b>	<b>19</b>	<b>31</b>	<b>25</b>	<b>25</b>	<b>*=100</b>
<b>July 27-30, 2007</b>	<b>19</b>	<b>32</b>	<b>22</b>	<b>26</b>	<b>1=100</b>
<b>July 20-23, 2007</b>	<b>16</b>	<b>26</b>	<b>30</b>	<b>27</b>	<b>1=100</b>
<b>July 13-16, 2007</b>	<b>17</b>	<b>29</b>	<b>27</b>	<b>27</b>	<b>*=100</b>
<b>July 6-9, 2007</b>	<b>24</b>	<b>29</b>	<b>24</b>	<b>22</b>	<b>1=100</b>
<b>June 29-July 2, 2007</b>	<b>20</b>	<b>32</b>	<b>25</b>	<b>23</b>	<b>*=100</b>

<sup>7</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>June 22-25, 2007</b>	<b>18</b>	<b>31</b>	<b>21</b>	<b>30</b>	<b>*=100</b>
<b>June 15-18, 2007</b>	<b>17</b>	<b>32</b>	<b>26</b>	<b>25</b>	<b>*=100</b>
<b>June 8-11, 2007</b>	<b>19</b>	<b>30</b>	<b>24</b>	<b>26</b>	<b>1=100</b>
<b>June 1-4, 2007</b>	<b>16</b>	<b>27</b>	<b>32</b>	<b>24</b>	<b>1=100</b>
<b>May 24-27, 2007</b>	<b>22</b>	<b>33</b>	<b>23</b>	<b>22</b>	<b>*=100</b>
<b>May 18-21, 2007</b>	<b>18</b>	<b>31</b>	<b>24</b>	<b>27</b>	<b>*=100</b>
<b>May 11-14, 2007</b>	<b>18</b>	<b>30</b>	<b>23</b>	<b>28</b>	<b>1=100</b>
<b>May 4-7, 2007</b>	<b>23</b>	<b>34</b>	<b>21</b>	<b>21</b>	<b>1=100</b>
<b>April 27-30, 2007</b>	<b>14</b>	<b>30</b>	<b>29</b>	<b>26</b>	<b>1=100</b>
<b>April 20-23, 2007</b>	<b>18</b>	<b>28</b>	<b>27</b>	<b>27</b>	<b>*=100</b>
<b>April 12-16, 2007</b>	<b>18</b>	<b>28</b>	<b>27</b>	<b>27</b>	<b>*=100</b>
<b>April 5-9, 2007</b>	<b>25</b>	<b>30</b>	<b>26</b>	<b>19</b>	<b>*=100</b>
<b>March 30-April 2, 2007</b>	<b>20</b>	<b>29</b>	<b>27</b>	<b>23</b>	<b>1=100</b>
<b>March 23-26, 2007</b>	<b>20</b>	<b>32</b>	<b>22</b>	<b>26</b>	<b>*=100</b>
<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>8</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>9</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

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

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

**Q.2 CONTINUED...**

	<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<u>DK/ Refused</u>
Early October, 2000 (RVs)	42	36	15	6	1=100
September, 2000	22	42	21	15	*=100
July, 2000	21	38	20	20	1=100
June, 2000	23	32	23	21	1=100
May, 2000	18	33	26	23	*=100
April, 2000	18	39	22	20	1=100
March, 2000	26	41	19	13	1=100
February, 2000	26	36	21	17	*=100
January, 2000	19	34	28	18	1=100
December, 1999	16	36	24	23	1=100
October, 1999	17	32	28	22	1=100
September, 1999	15	31	33	20	1=100
July, 1999	15	38	24	22	1=100
June, 1999	11	25	29	34	1=100
<b>1996 Presidential Election</b>					
November, 1996 (RVs)	34	45	15	6	*=100
October, 1996	31	39	18	12	*=100
Early September, 1996	24	36	23	17	*=100
July, 1996	22	40	23	14	1=100
March, 1996	26	41	20	13	*=100
January, 1996	10	34	31	24	1=100
September, 1995	12	36	30	22	*=100
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.]**

- 36 New about candidates for the 2008 presidential election
- 20 Reports about the condition of the U.S. economy
- 16 The murder of a pregnant Marine and the search for her killer
- 7 News about the current situation and events in Iraq
- 3 George Bush's recent trip to the Middle East and news about renewed efforts at peace in the region
- \* A congressional investigation into questionable spending practices at two veterans charities
- 5 Some other story (**SPECIFY**)
- 13 Don't know/Refused
- 100

Q.4 Thinking about what you've been reading and hearing in the news recently, what one economic or financial problem have you heard the most about these days? **[DO NOT PROBE FOR ADDITIONAL MENTIONS. IF MORE THAN ONE MENTION, RECORD UP TO THREE RESPONSES IN ORDER OF MENTION]**

- 31 Housing/Mortgage crisis/Foreclosures/Sub-prime mortgages
- 14 Recession/Possible Recession
- 7 Economy/Economic problems/Financial problems (general)
- 7 Gas and oil prices
- 6 Stock market
- 3 Stimulus package/Tax rebate
- 3 Budget deficit/Government spending
- 3 Health care/Health care costs/Medicare
- 3 Jobs/Unemployment
- 2 Presidential election/Candidates talking about the economy
- 2 Iraq war/Cost of the war
- 2 Credit crisis/Big banks' lending practices
- 2 Inflation/Cost of living/Cost of food
- 1 Weak U.S. dollar
- 1 Taxes (general)
- 1 Interest rates
- 6 Other
- 8 None/no problem
- 7 Don't know/Refused

Q.6 Still thinking about the news, do you think news organizations are giving too much coverage, too little coverage, or the right amount of coverage to [INSERT ITEM, ROTATE]?

		<u>Too much coverage</u>	<u>Too little coverage</u>	<u>Right amount of coverage</u>	<u>DK/ Refused</u>
a.	Reports about conditions of the U.S. economy February, 2001 <sup>10</sup>	<b>11</b> 21	<b>32</b> 25	<b>52</b> 46	<b>5=100</b> 8=100
b.	News about candidates for the 2008 presidential election	<b>33</b>	<b>11</b>	<b>51</b>	<b>5=100</b>
	<b>January 11-14, 2008<sup>11</sup></b>	<b>40</b>	<b>11</b>	<b>44</b>	<b>5=100</b>
	<b>January 4-7, 2008</b>	<b>40</b>	<b>11</b>	<b>43</b>	<b>6=100</b>
	<b>December 14-17, 2008</b>	<b>32</b>	<b>16</b>	<b>48</b>	<b>4=100</b>
	<b>November 16-19, 2008</b>	<b>32</b>	<b>13</b>	<b>51</b>	<b>4=100</b>
	<b>July 20-23, 2007</b>	<b>32</b>	<b>18</b>	<b>43</b>	<b>7=100</b>
	<b>June 1-4, 2007</b>	<b>33</b>	<b>12</b>	<b>47</b>	<b>8=100</b>

<sup>10</sup> In February, 2001, the item was listed as “Signs of an economic slowdown.”

<sup>11</sup> From January 4-7, 2008 through January 11-14, 2008 the question was worded: “Thinking about the presidential campaign... Do you think news organizations are giving too much, too little or the right amount of coverage to the campaign?”