

PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
FEBRUARY 22-25, 2008 NEWS INTEREST INDEX OMNIBUS SURVEY
FINAL TOPLINE
N=1,006

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]

		Feb 8-11 <u>2008</u>	Jan 18-21 <u>2008</u>	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>
53	Barack Obama	38	29	37	38	26	10	20	22	20	23
23	Hillary Clinton	31	40	39	28	41	61	41	42	32	41
13	John McCain	13	5	4	1	*	*	2	2	2	4
1	Mike Huckabee	2	5	4	13	5	1	--	--	--	--
1	Mitt Romney	2	5	2	3	5	1	2	2	3	1
*	Ron Paul	1	*	1	1	1	1	*	*	*	--
*	George W. Bush	*	1	*	1	1	1	1	3	1	1
*	John Edwards	*	*	1	1	1	*	2	2	2	3
*	Fred Thompson	--	*	1	*	1	1	8	2	4	*
--	Rudy Giuliani	--	*	*	1	3	6	4	2	4	3
*	Other	*	1	*	*	1	1	1	2	2	1
<u>9</u>	DK/Refused	<u>13</u>	<u>14</u>	<u>11</u>	<u>13</u>	<u>15</u>	<u>17</u>	<u>19</u>	<u>21</u>	<u>30</u>	<u>23</u>
100		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. Violence at the U.S. embassy in Serbia following Kosovo declaring its independence	14	28	28	30	*=100
b. The U.S. Department of Agriculture recalling over 100 million pounds of frozen beef	29	36	19	16	*=100
TREND FOR COMPARISON:¹					
November 9-12, 2007: Chinese toys	33	34	17	15	1=100
August 17-20, 2007: Chinese toys/other products	28	32	21	19	*=100
June 29-July 2, 2007: Chinese food/other products	26	30	20	24	*=100
May 4-7, 2007: Contaminated pet food	28	28	21	22	1=100
September, 1997: Contaminated hamburger meat	40	37	16	7	*=100
c. Fidel Castro resigning as president of Cuba August, 2006 ²	18 19	37 34	25 23	20 23	*=100 1=100

¹ For November 9-12, 2007, the story was listed as, "The recall of various toys made in China that can be dangerous for children." For August 17-20, 2007, the story was listed as, "Safety issues involving toys and other products from China." For June 29-July 2, 2007, the story was listed as, "Safety issues involving food and other products from China." For May 4-7, 2007, the story was listed as, "Reports about contaminated pet food." In September, 1997, the story was listed as, "The recall of contaminated hamburger meat."

² In August, 2006, the story was listed as, "Fidel Castro handing control of Cuba to his brother because of an illness."

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>
d. Parliamentary elections and changes in party control in Pakistan	9	24	28	39	*=100
TREND FOR COMPARISON:³					
January 11-14, 2008: <i>Pakistan instability</i>	19	33	20	27	1=100
January 4-7, 2008: <i>Bhutto assassination</i>	32	36	15	16	1=100
Nov. 30-Dec. 3, 2007: <i>Pakistan instability</i>	16	28	26	30	*=100
Nov. 23-26, 2007: <i>Pakistan instability</i>	13	27	31	28	1=100
Nov. 16-19, 2007: <i>Pakistan instability</i>	20	30	21	28	1=100
Nov. 9-12, 2007: <i>Pakistan instability</i>	20	29	23	28	*=100
October 19-22, 2007: <i>Pakistan bombing aimed at Bhutto</i>	21	28	21	30	*=100
July 13-16, 2007: <i>Raid on Pakistani mosque</i>	10	19	23	47	1=100
e. The U.S. Navy shooting down a failing spy satellite	26	34	20	20	*=100
f. News about candidates for the 2008 presidential election	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, 2008⁴	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

³ For January 4-7, 2008 the story was listed as “The assassination of former Prime Minister Benazir Bhutto and resulting instability in Pakistan.” For January 11-14, 2008 and From November 9-12, 2007 through November 30-December 3, 2007 the story was listed as “Political instability in Pakistan.” For October 19-22, 2007 the story was listed as “A bombing in Pakistan aimed at former Prime Minister Benazir Bhutto that killed over 120 people.” For July 13-16, 2007 the story was listed as “The Pakistani government’s raid on a mosque held by Islamic radicals.”

⁴ 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>
July 27-30, 2007	19	32	22	26	1=100
July 20-23, 2007	16	26	30	27	1=100
July 13-16, 2007	17	29	27	27	*=100
July 6-9, 2007	24	29	24	22	1=100
June 29-July 2, 2007	20	32	25	23	*=100
June 22-25, 2007	18	31	21	30	*=100
June 15-18, 2007	17	32	26	25	*=100
June 8-11, 2007	19	30	24	26	1=100
June 1-4, 2007	16	27	32	24	1=100
May 24-27, 2007	22	33	23	22	*=100
May 18-21, 2007	18	31	24	27	*=100
May 11-14, 2007	18	30	23	28	1=100
May 4-7, 2007	23	34	21	21	1=100
April 27-30, 2007	14	30	29	26	1=100
April 20-23, 2007	18	28	27	27	*=100
April 12-16, 2007	18	28	27	27	*=100
April 5-9, 2007	25	30	26	19	*=100
March 30-April 2, 2007	20	29	27	23	1=100
March 23-26, 2007	20	32	22	26	*=100
March 16-19, 2007	15	28	29	27	1=100
March 9-12, 2007	24	30	23	23	*=100
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, 2007⁵	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 ⁶	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

⁵ January 19-22, 2007 asked about "Recent announcements by prominent Democrats about plans to run for president in 2008."

⁶ 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>
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
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.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.]**

- 49 News about candidates for the 2008 presidential election
- 11 The U.S. Department of Agriculture recalling over 100 million pounds of frozen beef
- 11 The U.S. Navy shooting down a failing spy satellite
- 5 Fidel Castro resigning as president of Cuba
- 2 Violence at the U.S. embassy in Serbia following Kosovo declaring its independence
- 1 Parliamentary elections and changes in party control in Pakistan
- 7 Some other story (**SPECIFY**)
- 14 Don't know/Refused
- 100

Thinking about the presidential campaign...

Q.4 How often do you get news about the presidential campaign from **[READ; RANDOMIZE]**, regularly, sometimes, hardly ever or never?

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>DK/Refused</u>
a. Cable news networks such as CNN, MSNBC and the Fox news cable channel	52	17	10	21	*=100
b. Newspapers	42	19	17	22	*=100
c. The internet	34	17	12	36	1=100
d. Network television news on CBS, ABC or NBC	57	20	11	12	*=100

IF 1 'REGULARLY' OR 2 'SOMETIMES' IN Q.4, ASK:

Q.5 How much do you LEARN from campaign coverage **[INSERT ITEM; RANDOMIZE]**? Would you say you learn a great deal, some, not much, or nothing at all?

	<u>A great deal</u>	<u>Some</u>	<u>Not much</u>	<u>Nothing At all</u>	<u>DK/Refused</u>	(N)
a. On cable news networks	37	44	15	4	*=100	(692)
b. In newspapers	31	46	19	4	*=100	(660)
c. On the internet	36	40	16	8	0=100	(473)
d. On network television news	35	46	15	4	*=100	(750)

Still thinking about the presidential campaign...

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 Q.6A AND Q.6B ONLY]**

	<u>A lot</u>	<u>A little</u>	<u>Nothing at all</u>	<u>DK/Refused</u>
a. Reports that Barack Obama may have plagiarized a speech by Massachusetts Governor Deval Patrick	39	35	26	*=100
b. Michelle Obama saying this is the first time in her adult life that she has been really proud of her country	35	25	39	1=100
c. Reports that Senator John McCain may have had an improper relationship with a female lobbyist several years ago	48	33	19	*=100

IF 'A LOT' OR 'A LITTLE,' IN Q.6C ASK: [N=846]

Q.6d As you may know the New York Times was the first major newspaper to report on the connection between John McCain and a female lobbyist. Do you think that it was the right thing or wrong thing for them to publish this story?

33 Right
57 Wrong
10 Don't Know/Refused
100