



The GOP's Invisible Men: Democratic Candidates Dominate the News

Heading into their first debate Thursday evening, what Republican candidates for the presidency need most is to gain visibility. The latest *News Interest Index* survey finds that two Democratic candidates – Hillary Clinton and Barack Obama – continue to be far and away the most visible, even to Republicans.

When asked to name the candidate they've heard the most about in the news lately, 41% of Americans volunteered Clinton and another 23% named Barack Obama. Mentions of all other candidates – including leading Republicans – were in single digits: 4% or fewer named John McCain, Rudy Giuliani, Mitt Romney or John Edwards. The overall visibility of the candidates is virtually unchanged from a month ago.

Even among Republicans, Clinton and Obama overshadowed the other

candidates. A majority of Republicans say they have heard the most about Clinton (38%) or Obama (22%) in the news recently. Just 8% of Republicans say Giuliani has been the most visible candidate recently, 5% cite McCain, and 2% Romney. Little has changed from a month ago, when 8% of Republicans were hearing most about Giuliani, 6% McCain, and less than 1% Romney. Overall, just 16% of Republicans say they have heard the most about a GOP candidate, while 64% name a Democratic candidate.

<i>Heard the most about in the news lately...</i>	<u>Total</u>	<u>Rep</u>	<u>Dem</u>	<u>Ind</u>	<i>March</i>
	%	%	%	%	<u>16-19</u> %
Hillary Clinton	41	38	51	38	37
Barack Obama	23	22	27	22	24
John McCain	4	5	2	5	3
John Edwards	3	4	3	3	1
Rudy Giuliani	3	8	0	3	3
Mitt Romney	1	2	*	1	1
George W. Bush	1	1	*	1	2
Fred Thompson	*	1	0	*	0
Other	1	3	1	1	4
No answer	<u>23</u>	<u>16</u>	<u>16</u>	<u>26</u>	<u>25</u>
	100	100	100	100	100

PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
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FINAL TOPLINE
N=1,040

Q.1 There are already many 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. RECORD FIRST MENTION ONLY]**

		<u>March 16-19, 2007</u>
41	Hillary Clinton	37
23	Barack Obama	24
3	John Edwards	1
4	John McCain	3
3	Rudy Giuliani	3
1	Mitt Romney	1
1	George W. Bush	2
*	Fred Thompson	0
1	Other	4
<u>23</u>	Don't know/Refused	<u>25</u>
100		100