



*NEWS Release*  
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FOR IMMEDIATE RELEASE:  
 Thursday, January 10, 2008

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**Intense Iowa Coverage Leads Many to Say “Too Much”**  
**POST-IOWA, DEMOCRATIC CANDIDATES STILL MOST VISIBLE**

In the wake of his victory in the Jan. 3 Iowa caucuses, Barack Obama for the first time supplanted Hillary Clinton as the most visible presidential candidate. Overall, 38% of Americans say they heard the most about Obama in the days immediately after the caucuses (Jan. 4-7), while 28% named Clinton as the most visible candidate. In measures throughout 2007, Hillary Clinton consistently dominated the list of who Americans had been hearing about in the news.

Despite his victory in Iowa’s Republican caucus, Mike Huckabee did not receive the same public attention as did Obama.

Just 13% of Americans name Huckabee as the candidate they were hearing the most about in the week after the caucuses, compared with 38% for Obama. This is true even among Republicans. About three-in-ten Republicans (31%) name Obama as the presidential candidate they heard the most about compared with 24% who name Huckabee.

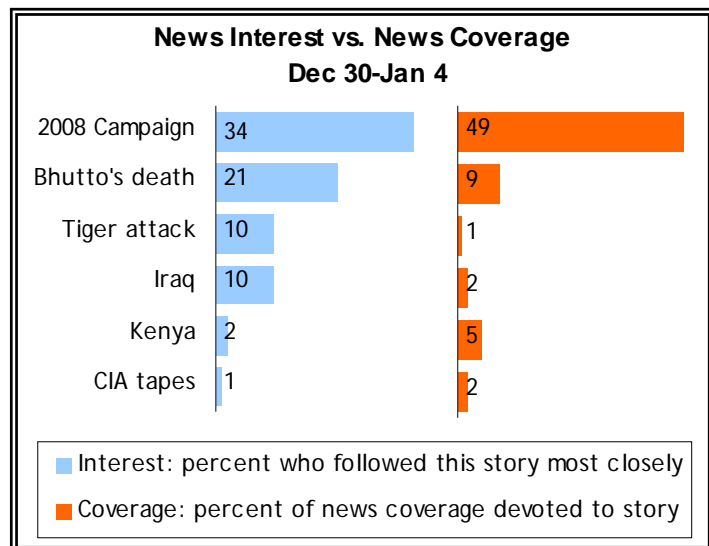
As a group, the Democratic candidates, led by Obama and Clinton, far surpass the GOP candidates in public visibility. Two-thirds of the public (67%) name a Democrat as the candidate they have heard the most about, with Obama and Clinton receiving the lion’s share of mentions. By contrast, just 19% name a Republican, with most (13%) mentioning Huckabee.

<i>Heard the most about in the news lately</i>	Total %	Rep %	Dem %	Ind %
Barack Obama	38	31	50	33
Hillary Clinton	28	22	32	32
Mike Huckabee	13	24	5	13
Mitt Romney	3	3	1	4
John Edwards	1	*	2	1
Ron Paul	1	1	0	2
Rudy Giuliani	1	3	0	0
John McCain	1	1	0	1
Fred Thompson	*	1	*	*
Other*	1	2	2	*
No answer	13	12	8	14
	100	100	100	100
<i>Percent who named...</i>				
Democratic candidate	67	53	84	66
Republican candidate	19	33	6	20

\*Includes respondents who named George W. Bush.

## Coverage Spikes, Some Public Backlash

The presidential campaign dominated news coverage last week, with roughly half of the newshole (49%) devoted to the tight nomination contests in both political parties, according to the Project for Excellence in Journalism's tracking of news content. Public interest in the campaign has increased but campaign news has not necessarily dominated the public's focus to the same extent. Just over a third (34%) say the campaign is the story they followed most closely last week, up 12 points from early December (Dec. 2-7). But many also say the assassination of Benazir Bhutto (21%), the tiger attack at the San Francisco zoo (10%), and news from Iraq (10%) were the stories they followed most closely.



There are signs that some Americans are growing weary of the coverage. For the first time since the campaign began, about as many say the press has devoted too much coverage to the campaign as say the amount of coverage has been appropriate (40% vs. 43%). In previous surveys, sizable pluralities said news organizations were devoting the right amount of coverage to the campaign. More Republicans (45%) than Democrats (32%) say that the press is devoting too much attention to the campaign; a finding that has been consistent throughout much of the campaign.

**As Coverage Increases,  
More Americans Say "Too Much"**

	June 2007	July 2007	Nov 2007	Dec 2007	Jan 2008
<i>Amount of press coverage...</i>	%	%	%	%	%
Too much	33	32	32	32	40
Too little	12	18	13	16	11
Right amount	47	43	51	48	43
Don't know	8	7	4	4	6
	100	100	100	100	100
% of news coverage given to the campaign	9	9	21	26	49

The dramatic increase in campaign coverage over the past several months may help to explain where signs of campaign fatigue are coming from. For the weeks that correspond with polling data on this subject, coverage grew from 9% of total news (May 27-June 1) up to 21% (Nov. 11-16) and to 49% last week (Dec 30-Jan 4).

## Half Able to Name Both Iowa Victors

As testament to the public’s modest attention, only about half of Americans (51%) could name Mike Huckabee as the winner in Iowa on the weekend following the caucuses. Many more people (71%) could name Obama as the Democratic victor in Iowa. Overall, only 49% of Americans could correctly identify who won both Iowa caucuses.

Republican voters were far more able to name Huckabee (61%) than were Democrats (45%) or independents (51%). Yet, reflecting Obama’s greater visibility, even among Republicans more could name Obama as the Democratic victor than Huckabee as the winner of the Republican caucus (76% vs. 61%).

Knowledge about who won the Iowa Republican and Democratic caucuses also varies by education, age and attentiveness to news about the campaign. College graduates are better informed than those without a college degree. And Americans over the age of 30 are more than twice as likely as those under 30 to know that both Obama and Huckabee were winners in Iowa. Those who are following news about the campaign very closely are more likely to know the caucus winners than those who are not paying as close attention. And while men reported following the campaign more closely than women last week, men and women were equally likely to correctly identify winners of the Iowa caucuses.

Percent correct	Obama %	Huckabee %	Knew both %
Total	71	51	49
Republican	76	61	59
Democrat	71	45	44
Independent	71	51	49
Registered voters	75	56	54
Not registered	47	23	22
Men	74	54	53
Women	68	48	46
College grad	86	69	68
Some college	66	47	44
HS or less	55	30	29
18-29	50	28	25
30-49	71	51	50
50-64	81	64	62
65+	81	59	58
<i>Followed campaign</i>			
Very closely	84	67	67
Fairly closely	80	54	52
Not too closely	56	37	34
Not at all closely	26	18	14

## Most Say Iowa Outcomes Not a Surprise

The majority of Americans who could identify the winners in Iowa were not surprised by the victories of Barack Obama or Mike Huckabee; although pre-election polls and intense campaigning in both the Democratic and Republican races showed very close contests on the eve of the caucuses. Six-in-ten Americans (59%) who knew that Obama won the Iowa Democratic caucus said that they were not surprised by the outcome. A comparable percentage of the public aware of Huckabee’s victory were not surprised (56%) by his

	Total %	Rep %	Dem %	Ind %
<i>Surprised Obama won?</i>				
Yes	37	36	47	30
No	59	61	51	66
Don't know	4	3	2	4
	100	100	100	100
<i>Surprised Huckabee won?</i>				
Yes	41	36	46	42
No	56	64	47	55
DK	3	0	7	3
	100	100	100	100

win in Iowa. Among the public aware of Obama’s win, about a third (37%) were surprised by his victory there and among those familiar with Huckabee’s success, 41% were surprised by his victory.

Democrats familiar with the outcome were evenly divided between surprised (47%) and not surprised (51%) by Obama’s victory, while a greater percentage of Republicans (61%) and Independents (66%) were not surprised by the showing from Obama. Among those familiar with Huckabee’s victory, partisans registered similar levels of surprise with the outcome. A greater percentage of Republicans (64%) and independents (55%) than Democrats (47%) were not surprised that Huckabee won the Iowa Republican caucus.

### Who Watched Caucus-Night Coverage

Three-in-ten (30%) Americans followed the results of the Iowa caucuses as they were being reported by the press. Television was far and away the public’s main source for caucus night coverage. A quarter of the public (26%) turned mainly to television for news about the Iowa election returns while only 3% went mainly to the internet and 1% to other news sources for the caucus results. No particular demographic group stood out as being the most likely to use the internet for news about the caucus results.

	Yes %	--Main Source--		
		On TV %	On web %	Other %
Total	30	26	3	1
18-29	22	20	2	0
30-49	26	21	3	2
50-64	40	36	3	1
65+	33	32	0	1
Men	28	24	3	1
Women	32	29	2	1
Republican	37	31	4	2
Democrat	35	32	2	1
Independent	22	20	1	1
Registered voters	33	29	3	1

Young people (under age 30) and independents were less engaged in following the caucuses as they were being reported compared with older Americans and those with partisan leanings. Women and men followed the caucus night coverage in roughly equal proportions (32% vs. 28%).

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 was collected from December 30-January 4 and survey data measuring public interest in the top news stories of the week was collected January 4-7 from a nationally representative sample of 1,005 adults.

## Bhutto Assassination Grabs America's Attention

The assassination of former Pakistani Prime Minister Benazir Bhutto was followed very closely by 32% of the public; a relatively high level of interest for news from abroad that does not involve American forces or foreign policy. In fact, as many Americans say they followed news from Pakistan very closely as report the same level of attention to the U.S. Presidential campaign. This despite receiving only a fraction of the press coverage (9%) compared with the campaign (49%).

Bhutto's assassination and the resulting political turmoil in Pakistan was the second biggest foreign news story of the last year. Only the car bomb plot in Britain last summer attracted more interest.

One factor affecting the high overall interest in the Bhutto assassination is the equally high level of attention from both men and women. Men typically express greater interest in foreign news stories – in fact, as recently as November 25% of men said they were closely following news about political instability in Pakistan, compared with just 14% of women. But attention to the Pakistan situation spiked among women with Bhutto's assassination. This week, women expressed just as

Story...	Date	Followed Very Closely %
Investigation into UK car bombs	07/06/2007	34
<b>Assassination of Benazir Bhutto</b>	<b>01/04/2008</b>	<b>32</b>
British sailors released by Iran*	04/05/2007	31
Pakistan bomb aimed at Bhutto	10/19/2007	21
Palestinian conflict*	06/15/2007	20
Terrorist plot in Germany	09/07/2007	20
Political instability in Pakistan*	11/09/2007	20
Afghanistan bomb (near Cheney)	03/02/2007	19
Violence in Lebanon	05/24/2007	15
Referendum in Venezuela	12/07/2007	15
Violence in Kenya	01/04/2008	14
Pro-democracy protests in Burma	09/28/2007	13
Tony Blair's resignation	05/11/2007	12
Ethnic violence in Darfur	06/01/2007	12
Hezbollah protests in Lebanon	01/26/2007	11
Raid on a Pakistani mosque	07/13/2007	10
Military conflict in Somalia	01/05/2007	9
Parliamentary elections in Russia	12/07/2007	5

\* Interest in these stories was tracked over more than one week; highest reported interest shown here.

Percent following foreign news very closely	Date	Gender		
		Men %	Women %	gap
Referendum in Venezuela	12/07/2007	22	10	12
Political instability in Pakistan*	11/09/2007	25	14	11
Palestinian conflict	06/15/2007	23	17	6
British sailors released by Iran	04/05/2007	34	28	6
Pakistan bombing aimed at Bhutto	10/19/2007	23	18	5
Violence in Lebanon	05/24/2007	17	12	5
Raid on a Pakistani mosque	07/13/2007	12	7	5
Tony Blair's resignation	05/11/2007	15	10	5
Ethnic violence in Darfur	06/01/2007	14	10	4
Terrorist plot in Germany	09/07/2007	22	18	4
Afghanistan bombing (near Cheney)	03/02/2007	20	17	3
Parliamentary elections in Russia	12/07/2007	6	3	3
Violence in Kenya	01/04/2008	15	12	3
Pro-democracy protests in Burma	09/28/2007	14	12	2
<b>Assassination of Benazir Bhutto</b>	<b>01/04/2008</b>	<b>33</b>	<b>32</b>	<b>1</b>
Military conflict in Somalia	01/05/2007	10	9	1
Hezbollah protests in Lebanon	01/26/2007	12	11	1
Investigation into UK car bombs	07/06/2007	34	34	0

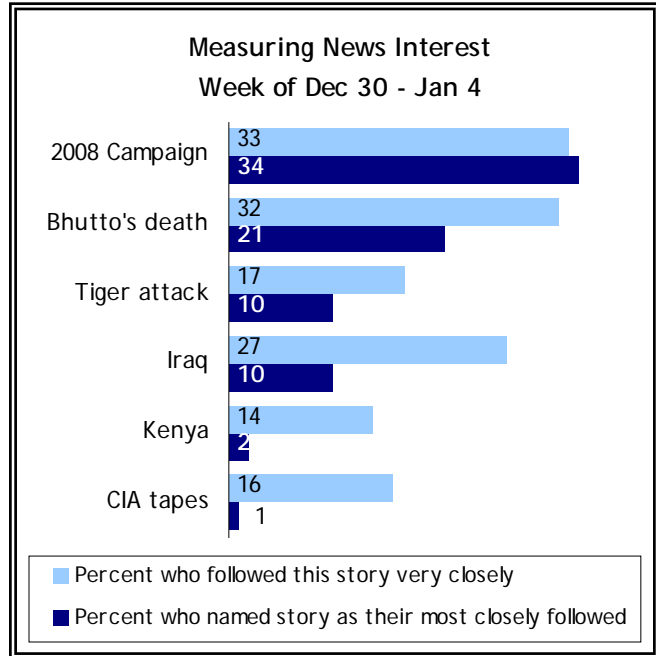
\* Interest in this story was tracked over more than one week; highest reported interest shown here.

much interest in the story (32%) as men (33%).

### Iraq War and Other News

Public interest in news about the Iraq war has remained steady over the past two months. Last week, 27% of Americans followed news about the war very closely and 10% said it was the story they followed more closely than any other.

The growing controversy surrounding destroyed terrorist interrogation tapes did not register highly with the public. One-in-six (16%) followed news about the destruction of CIA tapes very closely and just 1% listed this as their top story.



## 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 eight 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:

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**PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS**  
**JANUARY 4-7, 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]

		Dec 7-10 <u>2007</u>	Nov 9-12, <u>2007</u>	Sep 7-10, <u>2007</u>	Jul 20-23, <u>2007</u>	Jun 1-4, <u>2007</u>	Apr 27-30, <u>2007</u>	Mar 16-19, <u>2007</u>
38	Barack Obama	26	10	20	22	20	23	24
28	Hillary Clinton	41	61	41	42	32	41	37
13	Mike Huckabee	5	1	--	--	--	--	--
3	Mitt Romney	5	1	2	2	3	1	1
1	John Edwards	1	*	2	2	2	3	1
1	Ron Paul	1	1	*	*	*	--	--
1	George W. Bush	1	1	1	3	1	1	2
1	Rudy Giuliani	3	6	4	2	4	3	3
1	John McCain	*	*	2	2	2	4	3
*	Fred Thompson	1	1	8	2	4	*	--
*	Other	1	1	1	2	2	1	4
<u>13</u>	Don't know/Refused	<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

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	27	38	20	15	*=100
December 14-17	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



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 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
Mid-October, 2004	42	38	11	8	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>
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. Violence in Kenya following a disputed presidential election	<b>14</b>	<b>26</b>	<b>27</b>	<b>32</b>	<b>1=100</b>
c. The assassination of former Prime Minister Benazir Bhutto and resulting instability in Pakistan	<b>32</b>	<b>36</b>	<b>15</b>	<b>16</b>	<b>1=100</b>
<b>TREND FOR COMPARISON:<sup>5</sup></b>					
<b>Nov. 30 – Dec. 3, 2007: Pakistan instability</b>	<b>16</b>	<b>28</b>	<b>26</b>	<b>30</b>	<b>*=100</b>
<b>Nov. 23-26, 2007: Pakistan instability</b>	<b>13</b>	<b>27</b>	<b>31</b>	<b>28</b>	<b>1=100</b>
<b>Nov. 16-19, 2007: Pakistan instability</b>	<b>20</b>	<b>30</b>	<b>21</b>	<b>28</b>	<b>1=100</b>
<b>Nov. 9-12, 2007: Pakistan instability</b>	<b>20</b>	<b>29</b>	<b>23</b>	<b>28</b>	<b>*=100</b>
<b>October 19-22, 2007: Pakistan bombing aimed at Bhutto</b>	<b>21</b>	<b>28</b>	<b>21</b>	<b>30</b>	<b>*=100</b>
<b>July 13-16, 2007: Raid on Pakistani mosque</b>	<b>10</b>	<b>19</b>	<b>23</b>	<b>47</b>	<b>1=100</b>
d. Charges that intelligence official destroyed videotapes of the harsh treatment of suspected terrorists.	<b>16</b>	<b>24</b>	<b>24</b>	<b>35</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 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.”

**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>
December 14-17, 2007 <sup>6</sup>	15	25	25	35	*=100
e. A deadly tiger attack at a zoo in San Francisco	17	40	25	17	1=100
f. News about candidates for the 2008 presidential election	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
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

<sup>6</sup> For December 14-17, 2007 the story was listed as “Controversy over the CIA’s use of harsh interrogation techniques on suspected terrorists.”

**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>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>7</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>8</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
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

<sup>7</sup> January 19-22, 2007 asked about "Recent announcements by prominent Democrats about plans to run for president in 2008."

<sup>8</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...**

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

- 34 News about candidates for the 2008 presidential election
- 21 The assassination of former Prime Minister Benazir Bhutto and resulting instability in Pakistan
- 10 A deadly tiger attack at a zoo in San Francisco
- 10 News about the current situation and events in Iraq
- 2 Violence in Kenya following a disputed presidential election
- Charges that intelligence officials destroyed videotapes of the harsh treatment of suspected terrorists
- 1 Some other story (SPECIFY)
- 7 Don't know/Refused
- 15
- 100

Thinking about the presidential campaign...

Q.4 Do you think news organizations are giving too much, too little or the right amount of coverage to the campaign?

**--Based on RVs--**

	Jan 4-7, <u>2008</u>	Dec 14-17, <u>2007</u>	Nov 16-19, <u>2007</u>	July 20-23, <u>2007</u>	June 1-4 <u>2007</u>
40 Too much	41	32	32	32	33
11 Too little	9	16	13	18	12
43 Right amount	44	48	51	43	47
<u>6</u> Don't know/Refused	<u>6</u>	<u>4</u>	<u>4</u>	<u>7</u>	<u>8</u>
100	100	100	100	100	100

(N=864)

**ROTATE ITEMS Q.5 AND Q.6 WITH ITEMS Q.7 AND Q.8**

**ASK ALL:**

Q.5 Do you happen to know which Republican candidate won the Iowa Republican Caucus? **[IF RESPONDENT SAYS YES BUT DOES NOT PROVIDE NAME, ASK: Who was it?]**

		<i>--Based on RVs--</i>
51	Yes, Mike Huckabee ( <b>Correct Answer</b> )	56
9	Yes, All Others	8
<u>40</u>	Don't know/Refused	<u>36</u>
100		100
		(N=864)

**IF YES, CORRECT ANSWER IN Q.5, ASK [N=568]:**

Q.6 Were you surprised that Mike Huckabee won, or not?

		<i>--Based on RVs--</i>
41	Surprised	41
56	Not surprised	56
<u>3</u>	Don't know/Refused	<u>3</u>
100		100
		(N=525)

**ASK ALL:**

Q.7 Do you happen to know which Democratic candidate won the Iowa Democratic Caucus? **[IF RESPONDENT SAYS YES BUT DOES NOT PROVIDE NAME, ASK: Who was it?]**

		<i>--Based on RVs--</i>
71	Yes, Barack Obama ( <b>Correct Answer</b> )	75
5	Yes, All Others	5
<u>24</u>	Don't know/Refused	<u>20</u>
100		100
		(N=864)

**IF YES, CORRECT ANSWER IN Q.7, ASK [N=757]:**

Q.8 Were you surprised that Barack Obama won, or not?

		<i>--Based on RVs--</i>
37	Surprised	37
59	Not surprised	60
<u>4</u>	Don't know/Refused	<u>3</u>
100		100
		(N=684)

Q.9 On Thursday night, did you follow the results of the Iowa caucuses as they were being reported, or not? **[IF YES, ASK: Did you follow the caucus results mainly on television, mainly on the internet, or someplace else?]**

		<i>--Based on RVs--</i>
26	Yes, mainly on television	29
3	Yes, mainly on internet	3
1	Yes, someplace else	1
70	No, did not follow results	67
<u>*</u>	Don't know/Refused	<u>*</u>
100		100
		(N=864)