



**THE PEW RESEARCH CENTER**  
For The People & The Press

**NEWS Release**

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FOR IMMEDIATE RELEASE:  
Thursday, February 21, 2008

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## **Gore, Edwards Endorsements Would Have Modest Impact** **CAMPAIGN SEEN AS LESS NEGATIVE THAN 2004 CONTEST**

The public remains highly engaged in the presidential campaign, and strong majorities say the campaign is important, easy to follow, interesting and informative. The public's only major complaint about the campaign is its length: 57% say it is too long, while 40% disagree. However, campaign fatigue has not increased in recent months. If anything, the public is less concerned about the length of the campaign now than was the case last fall. In October, 66% said the campaign was too long, and 28% said it was not.

Relatively few Americans (28%) say the campaign has been too negative thus far. Two-thirds (66%) say it has not been too negative. By comparison, nearly half of the public found the campaign to be too negative at a comparable point in the 2004 election. In March 2004, 47% of Americans said the presidential campaign had been too negative, while 47% said it had not been too negative. By the fall of 2004, a solid majority of voters (57%) said the campaign was too negative.

### **Few View 2008 Campaign as Too Negative**

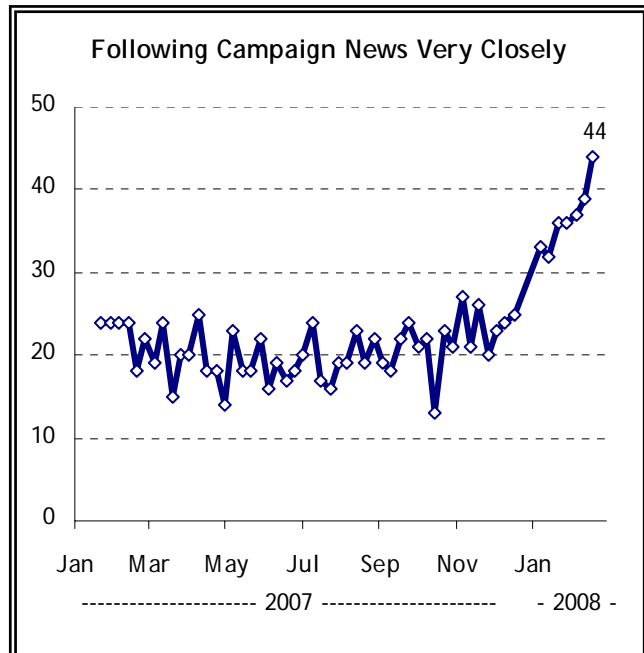
	March 2004	Oct 2004*	Feb 2008
<i>So far election has been...</i>	%	%	%
Too negative	47	57	28
Not too negative	47	38	66
Neither (VOL.)	2	3	3
Don't know/Refused	4	2	3
	100	100	100

Based on registered voters.

Those who are following the campaign very closely are among the *least* likely to view it as being too negative. Just 23% of those paying very close attention to the campaign say it has been too negative. This compares with 32% of those paying less attention to the campaign. In March 2004, those who were highly attentive to the presidential campaign were just as likely as those paying less attention to say it was too negative.

Republicans are somewhat more critical than Democrats of the tone of the campaign. Roughly a third of Republicans (34%) say the campaign has been too negative compared with only 19% of Democrats. Even so, a strong majority of Republicans (61%) says the campaign has not been excessively negative.

Public interest in the campaign continues to rise, and is much higher than at comparable periods in previous presidential elections. In fact, the current level of interest in campaign news rivals or surpasses interest in the very late stages of the 2004 and 2000 campaigns. Last week, 44% of the public followed news about the campaign very closely. In mid-October 2004, 46% were paying very close attention to the campaign. And in mid-October 2000, 40% were following very closely.



Fully 70% of the public now finds the campaign interesting, as opposed to dull. This is nearly twice the number that said the campaign was interesting last fall. In October 2007, 37% said the campaign was interesting, 55% said it was dull.

### Democrats Applaud Campaign

There are consistent partisan gaps in evaluations of the campaign, with Democrats expressing a more positive view of the campaign than either Republicans or independents. Nearly two-thirds of Republicans (63%) and 60% of independents complain that the campaign is too long. This compares with 49% of Democrats.

Democrats are more likely than Republicans or independents to find the campaign interesting: 80% of Democrats vs. 68% of Republicans and 64% of independents say the campaign is interesting rather than dull. Similarly, more Democrats than Republicans or independents say the campaign is informative (75% of Democrats vs. 64% of Republicans and 61% of independents).

The idea that this election is important cuts across party lines: 94% of Democrats, 89% of

Evaluating the Campaign				
	Total	Rep	Dem	Ind
<i>The campaign is...</i>	%	%	%	%
Important	90	89	94	87
Not important	10	11	6	12
Neither/DK	*	0	*	1
	100	100	100	100
Interesting	70	68	80	64
Dull	25	29	17	30
Neither/DK	5	3	3	6
	100	100	100	100
Informative	65	64	75	61
Not informative	31	33	22	36
Neither/DK	4	3	3	3
	100	100	100	100
Too long	57	63	49	60
Not too long	40	36	49	36
Neither/DK	3	1	2	4
	100	100	100	100
Too negative	28	34	19	33
Not too negative	66	61	78	59
Neither/DK	6	5	3	8
	100	100	100	100
Hard to follow	17	20	12	18
Easy to follow	80	79	86	79
Neither/DK	3	1	2	3
	100	100	100	100

Republicans and 87% of independents agree on this point.

### Gore More Influential than Edwards

An endorsement from Al Gore would have a modest impact on Democratic voters; 27% say if they heard Gore was supporting a presidential candidate they would be more likely to vote for that candidate. Fully two-thirds say a Gore endorsement would not affect their vote, and 6% say they would be less likely to vote for Gore's choice.

A Gore endorsement would have a greater impact on younger voters. Among those under age 50, 31% say they would be more likely to vote for a candidate who Gore supported, only 20% of those age 50 and older say the same.

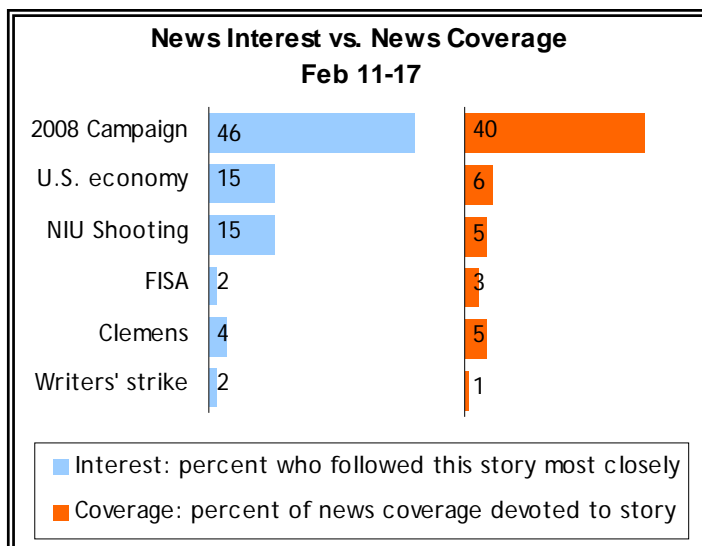
An endorsement from John Edwards would carry less weight with Democratic voters. Fewer than one-in-five (18%) say they would be more likely to vote for a candidate whom Edwards supported; 76% say an Edwards endorsement would not make any difference; and 5% say they would be less likely to vote for a candidate supported by Edwards. Edwards would have more influence with men than with women – 25% vs. 13% say they would be more likely to vote for a candidate Edwards had endorsed.

Impact of Gore, Edwards Endorsements On Democrats*		
	Endorsement by...	
	Edwards	Gore
Effect on vote choice:	%	%
More likely to vote	18	27
Less likely to vote	5	6
No difference	76	66
Don't know/Refused	1	1
	100	100
* Based on Democratic and Dem-leaning registered voters. (n=436)		

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 Feb. 11-17 and survey data measuring public interest in the top news stories of the week was collected Feb. 15-18 from a nationally representative sample of 1,005 adults.

## Limited Interest in Campus Shooting

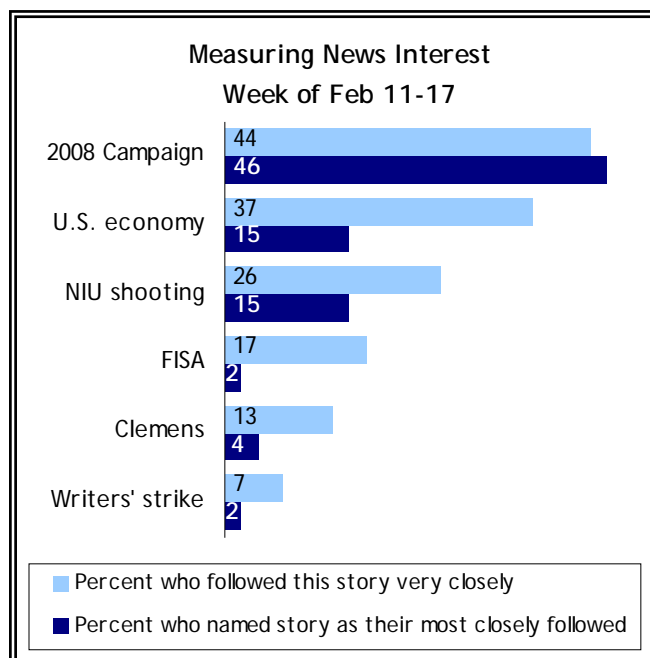
In other news this week, interest in the economy remained high, in spite of relatively little coverage. Fully 37% of the public followed news about the economy very closely, down slightly from 40% earlier this month. And 15% listed conditions in the U.S. economy as the single news story they followed more closely than any other last week. The national news media devoted 6% of its overall coverage to the economy.



The shootings at Northern Illinois University which resulted in the death of seven people attracted only modest interest. Roughly a quarter of the public (26%) followed this story very closely, and 15% listed this as their most closely followed story. Interest in this story was only slightly higher than interest in the shooting at a Cleveland, Ohio high school in October 2007, in which only the shooter died (22% followed that story very closely). In April 2007, 45% of the public paid very close attention to the shootings at Virginia Tech.

Only 17% of the public paid very close attention to Congress refusing to renew the Protect America Act, a temporary expansion of the government's eavesdropping authority under the Foreign Intelligence Surveillance Act (FISA). The national news media devoted 3% of its overall coverage to this story.

Roger Clemens' testimony before Congress about his alleged steroid use drew the very close attention of 13% of the public. Public interest in the ongoing saga of steroid use in professional sports has consistently been low, in spite of substantial media coverage. Last week the media devoted 5% of its coverage to the Clemens story, the same amount given to the Illinois shootings.



The end of the Hollywood writers' strike went largely unnoticed by the public. Only 7% paid very close attention to this 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**  
**FEBRUARY 15-18 2008 NEWS INTEREST INDEX OMNIBUS SURVEY**  
**FINAL TOPLINE**  
**N=1,005**

Q.1 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?”]**

	<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<u>DK/ Refused</u>
a. Roger Clemens testifying before Congress about steroid use	13	20	24	42	1=100
<b>TREND FOR COMPARISON:<sup>1</sup></b>					
Dec. 14-17, 2007: <i>Mitchell Report</i>	16	24	29	31	*=100
March, 2005: <i>Reports of Steroid Use</i>	18	34	24	23	1=100
December, 2004: <i>Reports of Steroid Use</i>	22	28	23	27	0=100
b. Reports about Congress refusing to make permanent a national security surveillance law	17	23	22	38	*=100
c. The end of the Hollywood writers' strike	7	23	25	45	*=100
November 9-12, 2007 <sup>2</sup>	9	27	28	36	*=100
d. Reports about the condition of the U.S. economy	37	36	11	16	*=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

<sup>1</sup> For December 14-17, 2007 the story was listed as “A report on steroid and performance-enhancing drug use in Major League Baseball.” In March, 2005 and December, 2005, the story was listed as “Recent reports of steroid use by some Major League Baseball players.”

<sup>2</sup> For November 9-12, the story was listed as, “A strike by Hollywood writers who work on scripts for TV series and movies.”

# **Q.1 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, 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
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
e. The shootings at Northern Illinois University that resulted in the death of 7 people	<b>26</b>	<b>40</b>	<b>19</b>	<b>15</b>	<b>0=100</b>
<b>TREND FOR COMPARISON:</b>					
<b>October 12-15, 2007: Cleveland High School</b>	<b>22</b>	<b>32</b>	<b>25</b>	<b>20</b>	<b>1=100</b>
<b>April 20-23, 2007: Virginia Tech</b>	<b>45</b>	<b>37</b>	<b>13</b>	<b>5</b>	<b>*=100</b>
October, 2006: <i>Schools in PA &amp; other states</i>	46	33	12	8	1=100
March, 2001: <i>San Diego high school</i>	39	37	16	7	1=100
March, 2000: <i>MI elementary school</i>	40	38	15	7	*=100
April, 1999: <i>Columbine High School</i>	68	24	6	2	*=100
June, 1998: <i>Springfield, OR high school</i>	46	36	14	4	*=100
March, 1998: <i>Jonesboro, AR middle school</i>	49	33	12	5	1=100
f. News about candidates for the 2008 presidential election	<b>44</b>	<b>36</b>	<b>10</b>	<b>10</b>	<b>*=100</b>
<b>February 8-11, 2008</b>	<b>39</b>	<b>37</b>	<b>15</b>	<b>9</b>	<b>0=100</b>
<b>February 1-4, 2008</b>	<b>37</b>	<b>35</b>	<b>16</b>	<b>12</b>	<b>*=100</b>
<b>January 25-28, 2008</b>	<b>36</b>	<b>37</b>	<b>14</b>	<b>12</b>	<b>1=100</b>
<b>January 18-21, 2008</b>	<b>36</b>	<b>34</b>	<b>18</b>	<b>12</b>	<b>*=100</b>
<b>January 11-14, 2008<sup>3</sup></b>	<b>32</b>	<b>31</b>	<b>19</b>	<b>17</b>	<b>1=100</b>

<sup>3</sup>

From January 11-14, 2008 the story was listed as "News about the New Hampshire primaries and the presidential campaign."



**Q.1 CONTINUED...**

	<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<u>DK/ Refused</u>
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
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, 2007 <sup>4</sup>	24	27	22	26	1=100

<sup>4</sup> January 19-22, 2007 asked about “Recent announcements by prominent Democrats about plans to run for president in 2008.”

## Q.1 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>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>5</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
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

<sup>5</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.1 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>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.2 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.]**

46	News about candidates for the 2008 presidential election
15	Reports about the condition of the U.S. economy
15	The shootings at Northern Illinois University that resulted in the death of 7 people
4	Roger Clemens testifying before Congress about steroid use
2	Reports about Congress refusing to make permanent a national security surveillance law
2	The end of the Hollywood writers' strike
5	Some other story (SPECIFY)
<u>11</u>	Don't know/Refused
100	

Thinking about the presidential campaign...

Q.3 How would you describe the presidential election campaign so far – is it interesting to you, or would you say it is dull?

		<u>Oct. 12-15, 2007</u>	<u>April 2007</u>	<u>—RVs— Mid-Oct 2004</u>	<u>—RVs— Early Sept 2004</u>	<u>June 2004</u>	<u>June 2000</u>	<u>July 1996</u>
70	Interesting	37	34	66	50	33	28	21
25	Dull	55	52	28	42	57	65	73
4	Neither (VOL.)	5	6	5	6	4	4	3
<u>1</u>	Don't know/Refused	<u>3</u>	<u>8</u>	<u>1</u>	<u>2</u>	<u>6</u>	<u>3</u>	<u>3</u>
100		100	100	100	100	100	100	100

Q.4 And thus far, is the presidential election .... **[READ AND RANDOMIZE]**

		<u>Oct 12-15, 2007</u>	<u>April 2007</u>	<u>—RVs— Mid-Oct 2004</u>	<u>—RVs— Early Sept 2004</u>	<u>June 2004</u>	<u>Mid-March 2004</u>
a.	90 Important OR	--	--	96	90	79	81
	10 Unimportant	--	--	3	9	18	17
	* Neither applies (VOL.)	--	--	1	*	1	1
	<u>*</u> Don't know/Refused	--	--	<u>*</u>	<u>1</u>	<u>2</u>	<u>1</u>
	100	--	--	100	100	100	100

**Q.4 CONTINUED...**

			Oct 12-15, <u>2007</u>	April <u>2007</u>	—RVs— Mid-Oct <u>2004</u>	—RVs— Early Sept <u>2004</u>	June <u>2004</u>	Mid-March <u>2004</u>
b.	65	Informative OR	--	--	73	63	48	53
	31	Not informative	--	--	22	33	46	42
	2	Neither applies (VOL.)	--	--	3	1	2	2
	<u>2</u>	Don't know/Refused	--	--	<u>2</u>	<u>3</u>	<u>4</u>	<u>3</u>
	100		--	--	100	100	100	100
c.	57	Too long OR	66	59	51	53	52	52
	40	Not too long	28	32	43	42	42	44
	*	Neither applies (VOL.)	3	3	3	2	2	1
	<u>3</u>	Don't know/Refused	<u>3</u>	<u>6</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>3</u>
	100		100	100	100	100	100	100
d.	28	Too negative OR	--	--	57	62	45	47
	66	Not too negative	--	--	38	32	46	47
	3	Neither applies (VOL.)	--	--	3	1	2	2
	<u>3</u>	Don't know/Refused	--	--	<u>2</u>	<u>5</u>	<u>7</u>	<u>4</u>
	100		--	--	100	100	100	100
e.	17	Hard to follow OR	--	--	12	21	32	28
	80	Easy to follow	--	--	84	75	63	68
	1	Neither applies (VOL.)	--	--	3	2	2	2
	<u>2</u>	Don't know/Refused	--	--	<u>1</u>	<u>2</u>	<u>3</u>	<u>2</u>
	100		--	--	100	100	100	100

Please tell me . . .

SP1 In politics, as of today, do you consider yourself a Republican, a Democrat, or an Independent?

26 Republican  
36 Democrat  
32 Independent  
2 Other party  
4 Don't know/Refused  
100

**IF RESPONDENT SAYS 'INDEPENDENT', 'OTHER PARTY' OR 'DON'T KNOW' (SP1=03-99), ASK [N=373]:**

SP2 As of today, do you lean more to the Democratic Party or the Republican Party?

47 Democratic  
27 Republican  
18 Neither/other  
8 Don't know/Refused  
100

**ASK OF DEMOCRATS AND DEMOCRATIC LEANING INDEPENDENTS ONLY: [N=505]**

Q.5 If [INSERT ITEM, ROTATE] said he was supporting a presidential candidate would you be more likely to vote for that candidate, less likely to vote for that candidate or wouldn't it make any difference?

	More likely <u>to vote</u>	Less likely <u>to vote</u>	Wouldn't make <u>a difference</u>	DK/ <u>Refused</u>
a. Al Gore	25	7	67	1=100
September, 2007	21	7	69	3=100
Early January, 2004 <sup>6</sup>	22	10	65	3=100
b. John Edwards	18	7	74	1=100

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<sup>6</sup> In January 2004, the question was part of a list asking about various people who might support candidates. The question was asked of a half sample of all respondents, including 354 Democrats and Democratic leaners, for whom results are shown.