



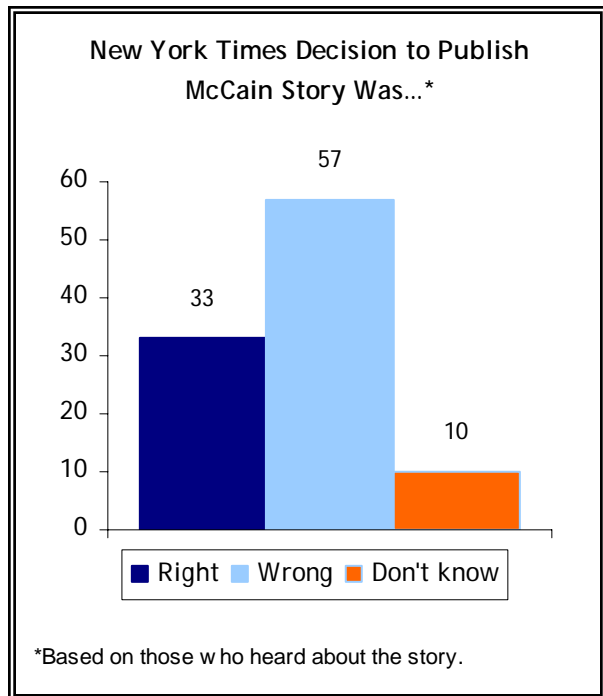
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FOR FURTHER INFORMATION:  
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**Beef Recall and Failing Satellite Attract Attention**

**NY TIMES' MCCAIN STORY DRAWS PUBLIC INTEREST – AND DISAPPROVAL**

An overwhelming majority of Americans (81%) are aware of news reports that John McCain may have had an improper relationship with a female lobbyist several years ago. About half (48%) of the public has heard a lot about this story, which first appeared in the New York Times late last week. Another 33% has heard at least a little about the story. By a nearly two-to-one margin those who have heard about the McCain story think the New York Times was wrong to publish it – 57% say the Times did the wrong thing in publishing the story, 33% say the paper did the right thing.



Republicans are only slightly more likely than Democrats to have heard about the McCain story (87% of Republicans have heard at least a little compared with 80% of Democrats). However, partisan views on the role of the New York Times differ dramatically. By a 75% to 16% margin Republicans who are aware of the story say the Times did the wrong thing by publishing it. Democrats are evenly split on the issue – 47% say the Times was wrong, 45% say the paper was right. Independents have a more negative view of the

	Have Heard...			
	A lot %	A little %	Nothing at all %	Don't know %
McCain's relationship with a lobbyist	48	33	19	*=100
Obama may have plagiarized speech	39	35	26	*=100
Michelle Obama proud of her country for first time	35	25	39	1=100

Times' decision (55% wrong, 33% right).

Two other negative campaign news stories, both relating to Barack Obama, also gained wide recognition from the public. Roughly three-quarters of the public heard about reports that Obama may have plagiarized lines from a speech by Massachusetts Gov. Deval Patrick. Four-in-ten (39%) heard a lot about this story, 35% heard at least a little. Fully 60% of the public heard about Michelle Obama's comment that this is the first time in her adult life that she has been really proud of her country (35% heard a lot, 25% heard a little). Republicans, Democrats and independents report hearing about these stories in roughly equal proportions.

Nonetheless, much of the news about Obama last week was positive and focused on his win in the Feb. 19 Wisconsin primary, according to the Project for Excellence in Journalism's Campaign Coverage Index. Among the major candidates still in the presidential race, Obama was the leading newsmaker of the week. The Illinois Senator has clearly become the most visible candidate in the eyes of the public. Fully 53% named him as the candidate they had heard the most about in the news lately, only 23% named Clinton. Earlier this month, Obama led Clinton by a much narrower margin in terms of visibility (38% named Obama the week of Feb. 4-10 while 31% named Clinton). In spite of a substantial amount of news coverage of his campaign last week, only 13% named the McCain as the candidate they had heard the most about lately.

### Who Gets Campaign News Where?

Interest in news about the campaign more generally remains extremely high. Last week 42% of the public followed campaign news very closely. This is down only marginally from the previous week and much higher than comparable points in previous presidential elections. The dominant sources for campaign news are network and cable

From:	Get news about the campaign...				
	Regu- larly	Some- times	Hardly ever	Never	Don't know
	%	%	%	%	%
Network TV news	57	20	11	12	*=100
Cable TV news	52	17	10	21	*=100
Newspapers	42	19	17	22	*=100
Internet	34	17	12	36	1=100

television news. Fully 57% of Americans say they regularly get information about the presidential campaign from network TV news and 52% say the same about cable news. By comparison only 42% say they regularly get campaign news from newspapers. Roughly a third (34%) regularly access campaign news on the internet.

Reliance on campaign news sources differs dramatically across age groups. Older Americans are much more likely than younger ones to rely on newspapers for campaign news. Fully 56% of those ages 50 and older regularly get campaign news from newspapers. This compares with only 32% of those under age 50. Younger people are more apt to get their

campaign news from the internet. Among those under age 50, 41% regularly get campaign news from the internet. Only 24% of those ages 50 and older turn to the internet for campaign news. The differences in reliance on cable and network television are narrower, with older people somewhat more likely than their younger counterparts to use these sources for campaign news.

In terms of how informative people find various campaign news sources, cable news, network news and the internet are judged about equally. Among those who get campaign news from cable TV regularly or sometimes, 37% say they learn a great deal from the coverage. Roughly the same proportion gives network news high marks for its coverage: 35% of those who get campaign news from the networks say they learn a great deal. And among those who get campaign news from the internet, 36% say they learn a great deal. Newspapers don't fare quite as well as these other sources: 31% of those who get campaign news from newspapers say they learn a great deal.

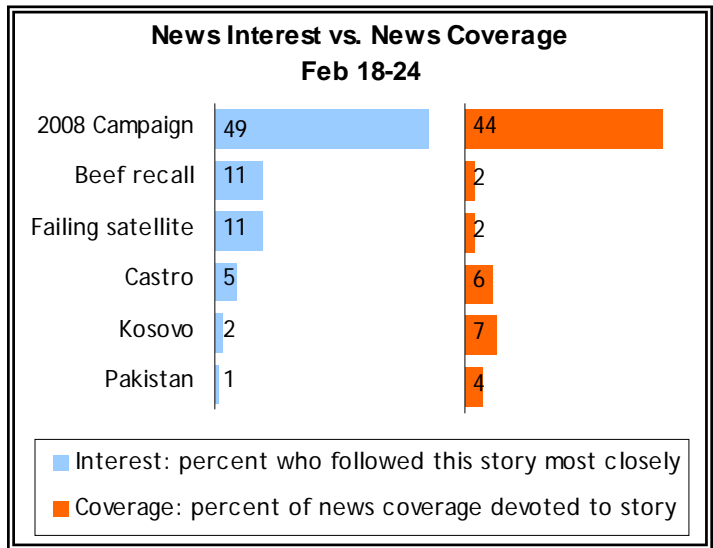
	How much do you learn?				
	A great deal	Some	Not much	Nothing at all	Don't know
	%	%	%	%	%
<i>From campaign coverage on...</i>					
Cable TV news	37	44	15	4	*=100
The internet	36	40	16	8	0=100
Network TV news	35	46	15	4	*=100
Newspapers	31	46	19	4	*=100

\* Based on those who get campaign news from each regularly or sometimes.

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. 18-24 and survey data measuring public interest in the top news stories of the week was collected Feb. 22-25 from a nationally representative sample of 1,006 adults.

## High Interest in Beef Recall and Failing Satellite

Beyond the campaign, two news stories drew large audiences last week. Nearly one-in-three Americans (29%) paid very close attention to the U.S. Department of Agriculture’s recall of over 100 million pounds of frozen beef. Attention to this story was on par with other recent product recalls such as those affecting Chinese toys and other products last summer and fall and contaminated pet food last spring. Roughly one-in-ten (11%) said this was the single news story they followed more closely than any other last week.



A quarter of Americans (26%) paid very close attention to the U.S. Navy’s successful interception of a failing spy satellite. Another 34% followed this story fairly closely.

Two dramatic international news stories attracted relatively little interest from the public. Fewer than one-in-five (18%) Americans paid very close attention to Fidel Castro’s resignation as president of Cuba. The national news media devoted 6% of its overall coverage to this story. Even fewer Americans closely followed violence at the U.S. embassy in Serbia in the wake of Kosovo declaring its independence – 14% followed this story very closely. The news media devoted 7% of its coverage to this story.

Interest in events in Pakistan has fallen significantly in recent weeks. Only 9% of the public followed the parliamentary elections in which Pervez Musharaff’s ruling party lost political control.

## 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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Scott Keeter, Director of Survey Research  
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**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 Closely	Fairly Closely	Not too Closely	Not at all Closely	DK/ Refused
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
<b>TREND FOR COMPARISON:<sup>1</sup></b>					
November 9-12, 2007: <i>Chinese toys</i>	33	34	17	15	1=100
August 17-20, 2007: <i>Chinese toys/other products</i>	28	32	21	19	*=100
June 29-July 2, 2007: <i>Chinese food/other products</i>	26	30	20	24	*=100
May 4-7, 2007: <i>Contaminated pet food</i>	28	28	21	22	1=100
September, 1997: <i>Contaminated hamburger meat</i>	40	37	16	7	*=100
c. Fidel Castro resigning as president of Cuba August, 2006 <sup>2</sup>	18	37	25	20	*=100
	19	34	23	23	1=100

<sup>1</sup> 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."

<sup>2</sup> 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	<b>9</b>	<b>24</b>	<b>28</b>	<b>39</b>	<b>*=100</b>
<b>TREND FOR COMPARISON:<sup>3</sup></b>					
<b>January 11-14, 2008: <i>Pakistan instability</i></b>	<b>19</b>	<b>33</b>	<b>20</b>	<b>27</b>	<b>1=100</b>
<b>January 4-7, 2008: <i>Bhutto assassination</i></b>	<b>32</b>	<b>36</b>	<b>15</b>	<b>16</b>	<b>1=100</b>
<b>Nov. 30-Dec. 3, 2007: <i>Pakistan instability</i></b>	<b>16</b>	<b>28</b>	<b>26</b>	<b>30</b>	<b>*=100</b>
<b>Nov. 23-26, 2007: <i>Pakistan instability</i></b>	<b>13</b>	<b>27</b>	<b>31</b>	<b>28</b>	<b>1=100</b>
<b>Nov. 16-19, 2007: <i>Pakistan instability</i></b>	<b>20</b>	<b>30</b>	<b>21</b>	<b>28</b>	<b>1=100</b>
<b>Nov. 9-12, 2007: <i>Pakistan instability</i></b>	<b>20</b>	<b>29</b>	<b>23</b>	<b>28</b>	<b>*=100</b>
<b>October 19-22, 2007: <i>Pakistan bombing aimed at Bhutto</i></b>	<b>21</b>	<b>28</b>	<b>21</b>	<b>30</b>	<b>*=100</b>
<b>July 13-16, 2007: <i>Raid on Pakistani mosque</i></b>	<b>10</b>	<b>19</b>	<b>23</b>	<b>47</b>	<b>1=100</b>
e. The U.S. Navy shooting down a failing spy satellite	<b>26</b>	<b>34</b>	<b>20</b>	<b>20</b>	<b>*=100</b>
f. News about candidates for the 2008 presidential election	<b>42</b>	<b>37</b>	<b>13</b>	<b>8</b>	<b>*=100</b>
<b>February 15-18, 2008</b>	<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>4</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>

<sup>3</sup> 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.”

<sup>4</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>
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>5</sup>	24	27	22	26	1=100
<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>6</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

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

<sup>6</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>
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
<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.]**

- 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