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**38% Have Heard a Lot about “Obama’s a Muslim” Rumors**

**PUBLIC CLOSELY TRACKING DETAILS OF CAMPAIGN**

Not only are Americans following election news in record numbers this year, they are tracking the details of the campaign – the charges, countercharges and controversial advertisements – extremely closely. Large majorities say they have heard at least something about rumors that Barack Obama is a Muslim; Hillary Clinton’s 3:00 a.m. phone call ad; and George Bush’s endorsement of John McCain. And the revelation that a top foreign policy advisor to Barack Obama had referred to Clinton as a “monster,” a one-day story at best, registered with a large percentage of the public.

The most widely recognized item tested in the survey was rumors that Obama, who has made clear that he is a Christian, is actually a Muslim. Nearly four-in-ten Americans (38%) have heard a lot about these rumors, while 41% have heard at least a little about them.

Public Focused on Campaign Events				
<i>How much have you heard about...</i>	<u>A lot</u> %	<u>A little</u> %	<u>Nothing at all</u> %	<u>Don't know</u> %
Rumors that Obama is a Muslim	38	41	19	2=100
Clinton's 3 a.m. phone call ad	38	24	37	1=100
Bush endorsement of McCain	36	39	24	1=100
Obama advisor calling Clinton a "monster"	29	34	36	1=100
Obama's connections to Rezko	20	35	44	1=100
Clinton tax returns	19	33	47	1=100
Nicholson ad for Clinton	9	27	63	1=100

The public is nearly twice as likely to be aware of these rumors as to have heard about Obama’s connections to a Chicago businessman, Tony Rezko, who is currently on trial for corruption. Republicans and Democrats are equally likely to have heard about the Muslim rumors.

Fully 38% of the public has heard a lot about Clinton’s ad that raised the issue of which candidate is most qualified to answer the phone at 3:00 a.m. in a national emergency. Nearly half of residents of the South (45%) say they have heard a lot about this, which aired only in Texas. But even in the West, where no primaries were held last week, 30% have heard a lot about it. Nearly equal proportions of Republicans and Democrats are aware of the ad.

More than a third of the public (36%) has heard a lot about Bush’s endorsement of McCain, 39% have heard a little about this. Democrats are just as likely as Republicans to have heard about the endorsement.

News that one of Obama’s top foreign policy advisors, Samantha Power, referred to Clinton as a “monster” in a newspaper interview reached a large segment of the public. Power quickly resigned from the campaign after the comment was revealed. About three-in-ten (29%) say they heard a lot about this and 34% heard a little. Roughly a third heard nothing at all.

One-in-five Americans have heard a lot about Obama’s ties to Rezko, the Chicago businessman; 35% have heard a little about this. Among those who are following the campaign very closely, a third has heard a lot about Obama’s connections to Rezko. Among those who are not paying as close attention to the campaign, only 12% have heard a lot about this. More than half (55%) haven’t heard anything at all.

Roughly half of the public says they have heard at least a little about calls for Clinton to release her tax returns (19% have heard a lot, 33% have heard a little). Fewer are familiar with an ad featuring Jack Nicholson praising Clinton (9% have heard a lot, 27% have heard a little). More Democrats than Republicans have heard about the Nicholson ad.

### Most Think Superdelegates will Pick Nominee

A 56% majority of the public says that superdelegates will ultimately pick the Democratic nominee for president. Only 26% believe either Clinton or Obama will win enough support in the state primaries and caucuses to win the nomination outright.

<i>How will nominee be chosen?</i>	<u>Total</u> %	<u>Rep</u> %	<u>Dem</u> %	<u>Ind</u> %	Following campaign very closely %
State primaries/caucuses	26	23	33	26	23
Superdelegates	56	64	51	57	64
Don't know	<u>18</u>	<u>13</u>	<u>16</u>	<u>17</u>	<u>13</u>
	100	100	100	100	100

Democrats are more closely divided than Republicans over what the outcome of the nomination process will be. Even so, 51% of Democrats say the superdelegates will end up picking the nominee. Among those who have been following campaign news very closely, nearly two-thirds (65%) say superdelegates will have the final say.

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 March 3-9 and survey data measuring public interest in the top news stories of the week was collected March 7-10 from a nationally representative sample of 1,006 adults.

### Clinton and Obama Tied in Coverage and Visibility

With the Republican nomination settled, media coverage of the campaign focused heavily on the Democratic candidates last week. Clinton and Obama received roughly the same amount of coverage from the national media. The two candidates also were in a virtual tie in terms of public visibility.

According to the Project for Excellence in Journalism’s Campaign Coverage Index, Clinton was featured prominently in 60% of all campaign stories, and Obama was featured in 58%. Nearly four-in-ten Americans (38%) named Obama as the candidate they had heard the most about in the news in the last week or so, while 37% pointed to Clinton.

<i>Candidates in the news:</i>	Heard most about %	Actual coverage*
Barack Obama	38	58
Hillary Clinton	37	60
John McCain	6	26

\* Actual coverage based on the Project for Excellence in Journalism’s Campaign Coverage Index for the week of March 3-9. Percentages show the number of stories where a candidate was a significant or dominant newsmaker.

McCain trailed far behind the Democrats both in terms of coverage and visibility. During the week in which he shored up his party’s nomination, the Arizona senator was featured prominently in 26% of all campaign stories, and only 6% of the public said he was the candidate they had heard the most about in the news.

Both Republicans and Democrats were far more likely to name Obama or Clinton than to cite McCain as the most visible candidate last week. Candidate visibility differed along gender lines. A greater share of women than men cited Hillary Clinton (43% vs. 31%), and conversely more men than women named Obama (42% vs. 34%).

Overall, 39% of the public paid very close attention to news about the campaign last week, down slightly from 43% the previous week. Nearly half of the public (46%) listed the campaign as the single news story they followed more closely than any other.

## Few Surprised by Clinton March 4 Wins

A majority of the public (55%) could correctly identify Hillary Clinton as the candidate who won most of the primary contests held on Tuesday, March 4<sup>1</sup>. However, more Americans could name the winners in early presidential contests in New Hampshire (67% correctly named Clinton) and Iowa (71% correctly named Obama).

Knowledge of who won the most Democratic primaries varied by gender, education, age and by how closely one followed news about the campaign. Men and women each followed the campaign equally closely last week; however men were somewhat more likely than women to correctly identify Clinton as the candidate who won more of the primaries on March 4<sup>th</sup>. College graduates were better able to answer this question than those with

less education; and similarly, Americans over age 50 were better informed than those under 50. Not surprisingly, Americans who followed the campaign very closely were more likely to know that Clinton had more victories than those who were paying less attention to news about the campaign.

Most of those who knew that Hillary Clinton won most of the primaries on March 4 were not surprised by her victories; although pre-election polls, particularly those in Ohio and Texas, showed close races between Clinton and Obama. Only 39% of those who knew that Clinton won more of the March 4 primaries than Obama were surprised by the election results; 59% were not surprised. Half or more of several key voting groups evaluated in this study said that they were not surprised by the outcome; including, men and women and Republicans and Democrats.

	Clin- <u>ton</u> %	Oba- <u>ma</u> %	Other/ <u>DK</u> %
Total	55	22	23=100
Republican	59	22	19=100
Democrat	56	26	18=100
Independent	55	20	25=100
Men	59	22	19=100
Women	52	23	25=100
College grad	70	19	11=100
Some college	47	24	29=100
HS or less	44	26	30=100
18-29	38	27	35=100
30-49	56	21	23=100
50-64	67	19	14=100
65+	58	25	17=100
<i>Followed campaign</i>			
Very closely	69	21	10=100
Fairly closely	55	26	19=100
Not too closely	42	22	36=100
Not at all closely	23	14	63=100

	Know <u>who won?</u> %	Sur- <u>prised</u> %	Not <u>surprised</u> %	<u>DK</u> %
Clinton's Mar 4 victories	55 ⇒	39	59	2=100
Clinton's N.H. win	67 ⇒	43	57	*=100
Obama's Iowa win*	71 ⇒	37	59	4=100

\* Asked the weekend after the Iowa caucuses.  
Percent "surprised" based on those who could name the winner.

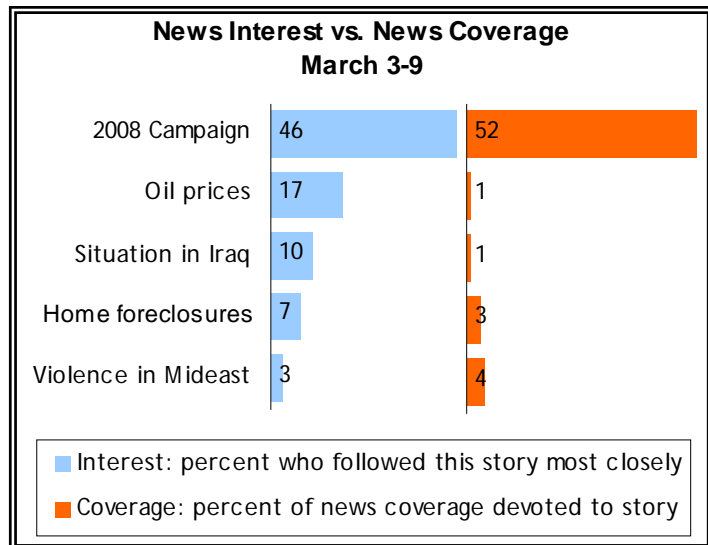
<sup>1</sup> Clinton was the victor in Ohio, Rhode Island and Texas, while Obama was the winner in Vermont on March 4, 2008.

## Oil Prices Draw Large Audience

There was bad economic news for consumers last week, as both oil prices and home mortgage foreclosures reached record highs. Public interest in these stories was substantial during a week filled mostly with campaign news.

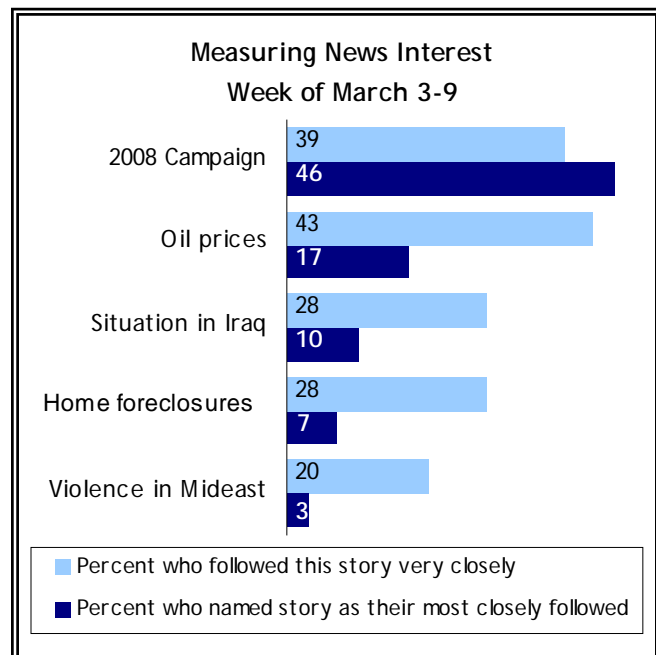
More than four-in-ten Americans (43%) say they followed news about the rising price of oil very closely last week. Aside from the presidential campaign, oil prices were cited most often as the news story the public followed more closely than any other (17%).

Interest in this story was high despite the fact that national news organizations devoted only 1% of the total news coverage to this story. Public interest in news about oil prices is comparable to November 2007, when oil reached \$100 per barrel for the first time. At that time, 44% of Americans were following news about oil prices very closely (23% most closely that week).



Roughly three-in-ten Americans (28%) say they paid very close attention to reports that home mortgage foreclosures reached an all-time high during the last quarter of 2007. The news media devoted 3% of the newshole to reports about record home foreclosures.

Public interest in news about the war in Iraq has remained steady for several months. Last week, 28% of Americans followed news about Iraq very closely and 10% said it was their most closely followed story.



Continued violence between the Palestinians and the Israelis in both Gaza and Jerusalem did not register highly with the American public. One-in-five followed Israeli-Palestinian tensions very closely and just 3% 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**  
**MARCH 7-10, 2008 NEWS INTEREST INDEX OMNIBUS SURVEY**  
**TOPLINE**  
**N=1,006**

Q.1 Apart from who you support, which presidential candidate have you heard the most about in the news in the last week or so? [OPEN-END. RECORD FIRST MENTION ONLY.]

37 Hillary Clinton  
 38 Barack Obama  
 6 John McCain  
 4 Other (SPECIFY)  
 15 Don't know/Refused  
 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?"]

	<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<u>DK/ Refused</u>
a. The election of a new president in Russia	<b>7</b>	<b>18</b>	<b>23</b>	<b>51</b>	<b>1=100</b>
<b>TREND FOR COMPARISON:<sup>2</sup></b>					
<b>December 7-10, 2007: Parliamentary Elections in Russia</b>	<b>5</b>	<b>14</b>	<b>22</b>	<b>58</b>	<b>1=100</b>
b. Continued violence in the Middle East between the Palestinians and the Israelis	<b>20</b>	<b>33</b>	<b>26</b>	<b>21</b>	<b>*=100</b>
<b>TREND FOR COMPARISON:<sup>3</sup></b>					
September, 2003	31	36	20	13	*=100
Early June, 2003	26	40	20	13	1=100
December, 2002	29	36	22	12	1=100
Early October, 2002	32	39	20	8	1=100
June, 2002	38	33	18	10	1=100
April, 2002	38	37	14	10	1=100
Early April, 2002	44	33	13	9	1=100
December, 2001	31	40	19	9	1=100
Early September, 2001	21	33	25	20	1=100
April, 2001	22	34	24	19	1=100
Mid-October, 2000	30	38	18	13	1=100
Early October, 2000	21	30	27	21	1=100
January, 1997	12	23	29	35	1=100
October, 1996	17	34	26	23	*=100
May, 1988	18	37	34	9	2=100
c. News about the current situation and events in Iraq	<b>28</b>	<b>39</b>	<b>18</b>	<b>15</b>	<b>*=100</b>
<b>February 29-March 3, 2008</b>	<b>28</b>	<b>40</b>	<b>19</b>	<b>13</b>	<b>*=100</b>

<sup>2</sup> December 7-10, 2007 asked about, "Recent parliamentary elections in Russia."

<sup>3</sup> In April 2001 the story was listed as "Continued violence in the Middle East." In Early October 2000 the story was listed as "Renewed violence in the Middle East between the Palestinians and the Israelis." In January 1997 the story was listed as "Renewed tensions between Israelis and Palestinians over Hebron." In October 1996 the story was listed as "Renewed violence between Israelis & Palestinians on the West Bank and in Jerusalem." In May 1988 the story was listed as "The conflict in the Middle East between the Palestinians and the Israelis in the occupied territories."

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>
February 8-11, 2008	24	35	25	16	*=100
February 1-4, 2008	28	39	22	11	*=100
January 25-28, 2008	23	35	26	16	*=100
January 18-21, 2008	31	33	20	15	1=100
January 11-14, 2008	25	38	21	16	*=100
January 4-7, 2008	27	38	20	15	*=100
December 14-17, 2007	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
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>4</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

<sup>4</sup> From May, 2003 to March 23-26, 2007, the story was listed as “News about the current situation in Iraq.”



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>January 26-29, 2007</b>	<b>36</b>	<b>38</b>	<b>15</b>	<b>11</b>	<b>*=100</b>
<b>January 19-22, 2007</b>	<b>37</b>	<b>34</b>	<b>18</b>	<b>10</b>	<b>1=100</b>
<b>January 12-15, 2007</b>	<b>38</b>	<b>36</b>	<b>17</b>	<b>8</b>	<b>1=100</b>
January, 2007	46	40	8	5	1=100
<b>January 5-8, 2007</b>	<b>40</b>	<b>32</b>	<b>16</b>	<b>12</b>	<b>0=100</b>
December, 2006	42	39	12	7	*=100
<b>November 30-December 3, 2006</b>	<b>40</b>	<b>36</b>	<b>13</b>	<b>11</b>	<b>*=100</b>
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
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>5</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>6</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

<sup>5</sup> From March 20-24, 2003 to April 11-16, 2003, the story was listed as "News about the war in Iraq."

<sup>6</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."

**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>
Late October, 2002	53	33	8	5	1=100
Early October, 2002	60	28	6	5	1=100
Early September, 2002 <sup>7</sup>	48	29	15	6	2=100
d. A record number of home mortgage foreclosures	<b>28</b>	<b>33</b>	<b>19</b>	<b>20</b>	<b>*=100</b>
e. The rising price of oil	<b>43</b>	<b>33</b>	<b>12</b>	<b>11</b>	<b>1=100</b>
<b>November 9-12, 2007</b>	<b>44</b>	<b>28</b>	<b>14</b>	<b>13</b>	<b>1=100</b>
<b>TREND FOR COMPARISON:<sup>8</sup></b>					
The rising price of gasoline					
<b>May 24-27, 2007</b>	<b>52</b>	<b>29</b>	<b>10</b>	<b>8</b>	<b>1=100</b>
August, 2006	60	26	7	5	2=100
June, 2006	58	26	10	5	1=100
May, 2006	69	21	6	3	1=100
April, 2006	65	22	8	4	1=100
December, 2005	61	27	7	4	1=100
Early November, 2005	61	27	9	2	1=100
Late October, 2005	67	23	7	3	*=100
Early October, 2005	65	25	6	3	1=100
Early September, 2005	71	19	7	3	*=100
Mid-May, 2005	58	27	9	5	1=100
Mid-March, 2005	50	32	13	5	*=100
Mid-October, 2004	64	22	8	5	1=100
August, 2004	52	29	10	8	1=100
July, 2004	56	25	11	7	1=100
June, 2004	58	26	9	6	1=100
April, 2004	46	30	15	8	1=100
Early April, 2004	58	23	10	8	1=100
Mid-March, 2004	47	27	14	10	2=100
September, 2003	45	27	15	11	1=100
March 2003	52	27	11	9	1=100
February, 2003	53	25	12	9	1=100
June, 2001	56	31	7	5	1=100
May, 2001	61	26	6	6	1=100
Early October, 2000	56	25	12	6	1=100
June, 2000	61	25	9	5	*=100
March, 2000	58	28	10	4	*=100
October, 1990	62	26	8	4	*=100
September, 1990	56	28	11	5	*=100
August, 1990	57	27	10	5	1=100
f. News about candidates for the 2008 presidential election	<b>39</b>	<b>36</b>	<b>15</b>	<b>9</b>	<b>1=100</b>
<b>February 29-March 3, 2008</b>	<b>43</b>	<b>34</b>	<b>14</b>	<b>9</b>	<b>*=100</b>
<b>February 22-25, 2008</b>	<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>

<sup>7</sup> In Early September, 2002, the story was listed as "Debate over the possibility that the U.S. will invade Iraq."

<sup>8</sup> From October, 2000 to August, 2006, the story was listed as "The high price of gasoline these days." From August, 1990 to June, 2000, the story was listed as "Recent increases in the price of gasoline."

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>
January 25-28, 2008	36	37	14	12	1=100
January 18-21, 2008	36	34	18	12	*=100
January 11-14, 2008 <sup>9</sup>	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
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

<sup>9</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>
<b>January 19-22, 2007<sup>10</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>11</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

<sup>10</sup> January 19-22, 2007 asked about "Recent announcements by prominent Democrats about plans to run for president in 2008."

<sup>11</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>
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.]**

- 46 News about candidates for the 2008 presidential election
- 17 The rising price of oil
- 10 News about the current situation and events in Iraq
- 7 A record number of home mortgage foreclosures
- 3 Continued violence in the Middle East between the Palestinians and the Israelis
- \* The election of a new president in Russia
- 6 Some other story (**SPECIFY**)
- 11 Don't know/Refused
- 100

Thinking about the presidential campaign...

Q.4 Do you happen to know which Democratic candidate won most of the primaries last Tuesday? **[IF RESPONDENT SAYS YES BUT DOES NOT PROVIDE NAME, ASK: Who was it?]**

	<i>NH</i> <i>Primary</i> Jan 11-14, <u>2008</u> <sup>12</sup>		<i>Iowa</i> <i>Caucus</i> Jan 4-7 <u>2008</u> <sup>13</sup>	
<b>55</b>	<b>Hillary Clinton</b>	<b>67</b>	<b>Hillary Clinton</b>	<b>71</b> <b>Barack Obama</b>
22	Barack Obama	8	Yes, All Others	5 Yes, All Others
1	Yes, all other			
<u>22</u>	DK/Refused	<u>25</u>	DK/Refused	<u>24</u> DK/Refused
100		100		100

**Correct answers highlighted in bold**

<sup>12</sup> For January 11-14, 2008 the question asked about, "Which Democratic candidate won in the New Hampshire Democratic Primary."  
<sup>13</sup> For January 4-7, 2008 the question asked about, "Which Democratic candidate won the Iowa Democratic Caucus?"

**IF '1' HILLARY CLINTON IN Q.4, ASK: [N=606]**

Q.5 Were you surprised that Hillary Clinton won or not?

		<i>NH</i>		<i>Iowa</i>	
		<i>Primary</i>		<i>Caucus</i>	
		Jan 11-14,		Jan 4-7,	
		<u>2008</u>		<u>2008</u>	
39	Surprised	43	Surprised (Clinton won)	37	Surprised (Obama won)
59	Not surprised	57	Not surprised	59	Not surprised
<u>2</u>	DK/Refused	*	DK/Refused	4	DK/Refused
100		<u>100</u>		<u>100</u>	

**ASK ALL:**

Q.6 Thinking about the Democratic primary process, do you think either Hillary Clinton or Barack Obama will win enough support in the state primaries and caucuses to win the nomination outright OR do you think party officials, known as super delegates, will end up picking the nominee?

26	Clinton or Obama will win enough support in the primaries and caucuses
56	Super delegates will end up picking the nominee
<u>18</u>	Don't know/Refused
100	

Q.7 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]**

	<u>A lot</u>	<u>A little</u>	<u>Nothing at all</u>	<u>DK/Refused</u>
a. A campaign ad featuring actor Jack Nicholson endorsing Hillary Clinton	9	27	63	1=100
b. A campaign ad for Hillary Clinton that asks which candidate is the most qualified to answer the phone at 3 am in a national emergency	38	24	37	1=100
c. President Bush meeting with John McCain and endorsing him for president	36	39	24	1=100
d. Barack Obama's connections to a Chicago businessman who is currently on trial for corruption	20	35	44	1=100
e. Rumors being circulated that Barack Obama is a Muslim	38	41	19	2=100
f. Calls for Hillary Clinton to release her tax returns	19	33	47	1=100
g. An advisor to Barack Obama calling Hillary Clinton a monster	29	34	36	1=100