



FOR IMMEDIATE RELEASE:
 Thursday, April 17, 2008

FOR FURTHER INFORMATION:
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49% Say Network News Anchors Are All About the Same
LESS NEWS IS GOOD NEWS FOR MCCAIN

John McCain’s campaign for president has been flying under the news media’s radar since he sewed up the Republican nomination in early March. In recent weeks, he has received less news coverage – and has been consistently less visible to the public – than either Barack Obama or Hillary Clinton.

Nonetheless, far more Americans say the news they have been hearing about McCain is generally positive than say the same about coverage of Obama or Clinton. By a margin of 36%-11%, more Americans say the news they have been hearing about McCain has been mostly positive rather than mostly negative; 44% say the news about the Arizona senator has been mixed.

Perceptions of Clinton’s press coverage are strikingly different. Fully 36% say the news they have been hearing about the former first lady has been mostly negative, while just 13% say it has been mostly positive. A 47% plurality says there has been a mix of positive and negative news.

More See Coverage of McCain as Mostly Positive				
	<i>News about candidate has been...</i>			
	<u>Mostly positive</u>	<u>Mostly negative</u>	<u>Mix of both</u>	<u>Don't know</u>
	%	%	%	%
John McCain	36	11	44	9=100
Barack Obama	21	23	53	3=100
Hillary Clinton	13	36	47	4=100

Views of Obama’s coverage are evenly divided between those who see it as mostly positive (21%) and mostly negative. A narrow majority (53%) say it has been a mixture of both. The survey was conducted April 11-14, following the initial news reports of Obama’s controversial comments about working-class voters. At a San Francisco fundraiser, Obama said that small-town voters, embittered over their economic circumstances, cling to religion, guns, and anti-immigrant beliefs.

Obama remained the most visible presidential candidate last week, although Clinton received more press coverage, according to Project for Excellence in Journalism. Roughly half of the public (51%) said Obama is the candidate they had heard the most about in the news last week. A quarter (24%) named Clinton and 8% named McCain. According to the PEJ's Campaign Coverage Index, Clinton was featured prominently in 56% of all campaign news stories last week; Obama was featured in 46%; and McCain was featured in 35% of campaign coverage.

<i>Candidates in the news:</i>	Heard most <u>about</u> %	Actual <u>coverage</u> * %
Barack Obama	51	46
Hillary Clinton	24	56
John McCain	8	35

*Actual coverage based on the Project for Excellence in Journalism's Campaign Coverage Index for the week of April 7-13. Percentages show the number of stories where a candidate was a significant or dominant newsmaker.

Public interest in the campaign was largely unchanged from the past few weeks, and remains well below where it stood in mid-March, following the most recent major primary contests. Overall, 31% of Americans say they followed campaign news very closely. Roughly four-in-ten Democrats (39%) say they followed campaign news very closely compared with just 24% of Republicans.

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 April 7-13 and survey data measuring public interest in the top news stories of the week was collected April 11-14 from a nationally representative sample of 1,003 adults.

Plurality Sees Three News Anchors as 'About the Same'

Amid declining ratings for the nightly network news broadcasts, and increasing controversy over Katie Couric's tenure as the CBS News anchor, nearly half of the public (49%) says that the three nightly news anchors are about the same. Somewhat

	<u>Total</u>	<i>Among those who watch...</i>			
		ABC/ Gibson	CBS/ Couric	NBC/ Williams	PBS/ Lehrer
<i>Evening news anchors:</i>	%	%	%	%	%
Are all about the same	49	53	56	53	39
Some are better than others	41	44	39	46	50
Don't know	<u>10</u>	<u>3</u>	<u>5</u>	<u>1</u>	<u>11</u>
	100	100	100	100	100
(N=)	(1,003)	(200)	(175)	(222)	(69)

fewer (41%) say that some news anchors are better than others.

Notably, there are no significant differences among those who say they watch the CBS, ABC or NBC evening news shows about whether news anchors are largely similar. A majority (56%) of those who watch the CBS Evening News with Katie Couric express this view, as do 53% of both those who watch ABC World News Tonight with Charles Gibson, and viewers of NBC Nightly News with Brian Williams.

Viewers of the PBS NewsHour with Jim Lehrer are somewhat less likely than the audience for the big three networks to say all news anchors are alike. By a margin of 50%-39%, Lehrer’s viewers say some anchors are better than others.

People who expressed high interest in several news stories last week are more likely than others to make distinctions among the news anchors. Half of ‘high interest’ news consumers – a group constituting a third of the public – say some news anchors are better than others. That compares with just 36% of those who expressed less interest in the week’s news stories.

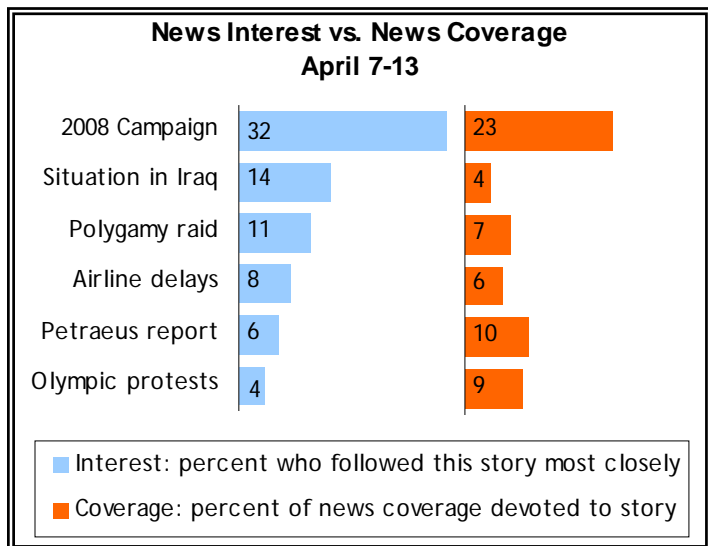
High Interest News Consumers More Likely to See Anchor Differences

	<i>News Interest*</i>		
	<u>Total</u>	<u>High</u>	<u>Low</u>
<i>Evening new anchors:</i>	%	%	%
Are all about the same	49	43	52
Some better than others	41	50	36
Don't know	10	7	12
	100	100	100

* 'High' interest news consumers reported following very closely two or more of the six news stories asked about in the survey, while 'Low' interest news consumers followed fewer than two stories very closely.

Petraeus Draws Small Audience

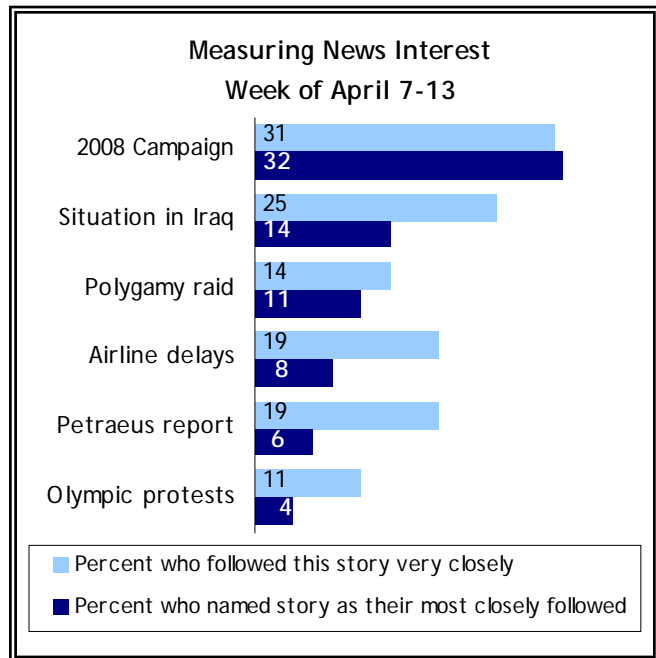
The Iraq policy debate was back in the news last week, as Gen. David Petraeus delivered his latest progress report on the war to members of Congress. The national news media devoted 10% of its coverage to the Iraq policy debate and another 4% to events on the ground in Iraq. Roughly one-in-five Americans (19%) paid very close attention to Petraeus’ appearance before Congress. Just 6% listed news about Petraeus as the single story they followed more closely than any other last week – ranking it fifth among the top six stories of the week.



There was greater public interest in news about Petraeus' report to Congress last September. At that time, 25% said they were following the story very closely, while 14% listed it as their most closely followed story.

Public interest in the situation in Iraq remained largely unchanged last week. One-in-four Americans paid very close attention to the situation in Iraq last week and 14% said it was their top story for the week.

About one-in-five Americans (19%) paid very close attention to the recent spate of airline delays and cancellations; 8% said it was the story they followed most closely last week. The percentage of Americans following the airline story very closely has increased modestly from late March, when 14% were following very closely. Coverage of the story has increased significantly over that same time period (from 1% during the last week in March to 6% in the current survey).



The raid on a polygamist religious compound in Texas drew the very close attention of 14% of the public; 11% said this was the story they followed most closely. Women were twice as likely as men to list this as their most closely followed story (15% vs. 7%).

The public paid relatively little attention to protests along the route of the Olympic torch procession, in spite of a significant amount of news coverage of the protests. One-in-ten Americans (11%) followed the protests very closely and 4% listed this as their most closely followed story. The national media devoted 9% of its overall coverage 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.

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
APRIL 11-14, 2008 NEWS INTEREST INDEX OMNIBUS SURVEY
TOPLINE
N=1,003

ASK FORM A ONLY: [N=505]

Q.1FA Can you tell me the name of the person you've heard the most about in the news lately? [**PROBE IF NECESSARY**: Just the name that comes to mind **FIRST** when you think about who's been in the news lately] [**OPEN-END, RECORD FIRST MENTION ONLY**]

		<u>2008</u>		<u>-----2007-----</u>					
		<u>Jan</u>	<u>Nov</u>	<u>Sept</u>	<u>Aug</u>	<u>June 29-</u>	<u>May</u>	<u>March 30-</u>	<u>Feb</u>
		<u>25-28</u>	<u>23-26</u>	<u>21-24</u>	<u>10-13</u>	<u>July 2</u>	<u>18-21</u>	<u>April 2</u>	<u>16-19</u>
41	Barack Obama	24	3	1	4	3	3	2	3
24	Hillary Clinton	23	21	4	8	4	3	3	3
7	George W. Bush	5	19	21	32	29	39	36	28
3	John McCain	2							
2	Britney Spears	6	7	12	3		1	2	1
1	Pope Benedict								
1	Dalai Lama								
7	Other								
<u>14</u>	Don't know/Refused								
100									

ASK FORM B ONLY: [N=498]

Q.1FB 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.**]

		<u>April</u>	<u>March</u>	<u>March</u>	<u>March</u>	<u>March</u>
		<u>4-7,</u>	<u>28-31,</u>	<u>20-24,</u>	<u>14-17,</u>	<u>7-10,</u>
		<u>2008</u>	<u>2008</u>	<u>2008</u>	<u>2008</u>	<u>2008</u>
51	Barack Obama	45	53	70	57	38
24	Hillary Clinton	34	30	15	26	37
8	John McCain	6	4	3	4	6
2	Other (SPECIFY)	1	2	1	2	4
<u>15</u>	Don't know/Refused	<u>14</u>	<u>11</u>	<u>11</u>	<u>11</u>	<u>15</u>
100		100	100	100	100	100

ASK FORM B ONLY: [N=498]

Q.2FB Would you say the news you've been hearing or reading about [**READ; ROTATE**] has been mostly positive, mostly negative or a mix of both?

		<u>Mostly</u>	<u>Mostly</u>	<u>Mix of</u>	<u>DK/</u>
		<u>Positive</u>	<u>Negative</u>	<u>both</u>	<u>Refused</u>
a.	Hillary Clinton	13	36	47	4=100
b.	Barack Obama	21	23	53	3=100
c.	John McCain	36	11	44	9=100

ASK ALL:

Q.3 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. General David Petraeus’s report to Congress about how things are going in Iraq					
September 14-17, 2007	19	29	23	28	1=100
TREND FOR COMPARISON:	25	27	20	27	1=100
November 30-December 2, 2007: <i>Iraq policy debate</i> ¹	23	28	21	28	*=100
November 16-19, 2007	23	30	21	25	1=100
November 2-5, 2007	21	29	23	26	1=100
October 26-29, 2007	21	25	25	28	1=100
October 19-22, 2007	21	28	20	31	*=100
October 12-15, 2007	19	23	22	36	*=100
October 5-8, 2007	20	28	23	29	*=100
September 28 – October 1, 2007	22	32	22	24	*=100
September 21-24, 2007	25	28	20	27	*=100
September 7-10, 2007	25	27	22	26	*=100
August 30-September 2, 2007	22	27	20	31	*=100
August 24-27, 2007	25	30	19	25	1=100
August 3-6, 2007	21	33	20	26	*=100
July 27-30, 2007	24	28	20	27	1=100
July 20-23, 2007	23	24	24	28	1=100
July 13-16, 2007	20	30	20	30	*=100
July 6-9, 2007	27	26	23	24	*=100
June 1-4, 2007	20	27	24	27	2=100
May 24-27, 2007	30	32	20	18	*=100
May 18-21, 2007	24	32	19	24	1=100
May 11-14, 2007	25	26	19	29	1=100
May 4-7, 2007	30	31	19	20	*=100
April 27-30, 2007	18	31	21	29	1=100
April 20-23, 2007	22	29	24	25	*=100
April 12-16, 2007	25	29	22	23	1=100
April 5-9, 2007	31	28	20	21	*=100
March 30-April 2, 2007	26	29	21	23	1=100
January 12-15, 2007: President Bush’s proposal to increase the number of U.S. troops in Iraq	40	33	13	13	1=100
b. Protests along the route of the Olympic torch procession					
April 4-7, 2008: <i>Upcoming Olympics</i> ²	11	28	30	30	1=100
TREND FOR COMPARISON:	5	18	31	45	1=100
August, 2004: <i>Athens preparations</i> ³	10	22	29	38	1=100

¹ All trend dates, with the exception of September 14-17, 2007, asked about, “The debate in Washington over U.S. policy in Iraq.”

² April 4-7, 2008 asked about “News about the upcoming summer Olympics in Beijing, China.”

³ August, 2004 asked about: “Preparations for the summer Olympics in Athens, Greece.”

Q.3 CONTINUED...

	<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<u>DK/ Refused</u>
c. News about the current situation and events in Iraq	25	39	20	15	1=100
April 4-7, 2008	25	37	23	15	*=100
March 28-31, 2008	29	40	19	11	1=100
March 20-24, 2008	30	38	19	13	*=100
March 14-17, 2008	29	38	23	10	*=100
March 7-10, 2008	28	39	18	15	*=100
February 29-March 3, 2008	28	40	19	13	*=100
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

Q.3 CONTINUED...

	<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<u>DK/ Refused</u>
March 23-March 26, 2007⁴	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
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 ⁵	47	40	10	2	1=100

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

Q.3 CONTINUED...

	Very <u>Closely</u>	Fairly <u>Closely</u>	Not too <u>Closely</u>	Not at all <u>Closely</u>	DK/ <u>Refused</u>
April 2-7, 2003	54	34	9	2	1=100
March 20-24, 2003	57	33	7	2	1=100
March 13-16, 2003 ⁶	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 ⁷	48	29	15	6	2=100
d. A raid on a polygamist religious compound in Texas	14	30	30	25	1=100
TREND FOR COMPARISON:					
May, 1993: <i>Waco Siege</i> ⁸	50	37	10	3	*=100
e. Widespread airline delays and cancellations due to safety concerns	19	30	30	21	*=100
March 28-31, 2008 ⁹	14	26	27	32	1=100
f. News about candidates for the 2008 presidential election	31	37	22	10	*=100
April 4-7, 2008	33	36	17	14	*=100
March 28-31, 2008	31	41	18	10	*=100
March 20-24, 2008	34	37	18	11	*=100
March 14-17, 2008	40	37	16	7	*=100
March 7-10, 2008	39	36	15	9	1=100
February 29-March 3, 2008	43	34	14	9	*=100
February 22-25, 2008	42	37	13	8	*=100
February 15-18, 2008	44	36	10	10	*=100
February 8-11, 2008	39	37	15	9	0=100
February 1-4, 2008	37	35	16	12	*=100
January 25-28, 2008	36	37	14	12	1=100
January 18-21, 2008	36	34	18	12	*=100
January 11-14, 2008¹⁰	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

⁵ From March 20-24, 2003 to April 11-16, 2003, the story was listed as “News about the war in Iraq.”

⁶ 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.”

⁷ In Early September, 2002, the story was listed as “Debate over the possibility that the U.S. will invade Iraq.”

⁸ May, 1993 asked about: “The Waco, Texas incident.”

⁹ March 28-31, 2008 asked about “Issues with safety inspections on commercial airlines.”

¹⁰ From January 11-14, 2008 the story was listed as “News about the New Hampshire primaries and the presidential campaign.”

Q.3 CONTINUED...

	Very <u>Closely</u>	Fairly <u>Closely</u>	Not too <u>Closely</u>	Not at all <u>Closely</u>	DK/ <u>Refused</u>
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 ¹¹	24	27	22	26	1=100
2004 Presidential Election					
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 ¹²	29	37	20	13	1=100

¹¹ January 19-22, 2007 asked about “Recent announcements by prominent Democrats about plans to run for president in 2008.”

¹² 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

Q.3 CONTINUED...

	Very <u>Closely</u>	Fairly <u>Closely</u>	Not too <u>Closely</u>	Not at all <u>Closely</u>	DK/ <u>Refused</u>
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
2000 Presidential Election					
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
1996 Presidential Election					
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
1992 Presidential Election					
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
1988 Presidential Election					

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.3 CONTINUED...

	Very <u>Closely</u>	Fairly <u>Closely</u>	Not too <u>Closely</u>	Not at all <u>Closely</u>	DK/ <u>Refused</u>
October, 1988 (<i>RVs</i>)	43	44	11	2	*=100
August, 1988 (<i>RVs</i>)	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.4 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.]**

- 32 News about candidates for the 2008 presidential election
- 14 The current situation and events in Iraq
- 11 A raid on a polygamist religious compound in Texas
- 8 Widespread airline delays and cancellations due to safety concerns
- 6 General David Petraeus's report to Congress about how things are going in Iraq
- 4 Protests along the route of the Olympic torch procession
- 10 Some other story (**SPECIFY**)
- 15 Don't know/Refused
- 100

On another subject...

Q.5 When you get a chance to watch one of the broadcast network evening news programs, which one do you generally watch **[READ; ROTATE]?**

- 21 ABC World News Tonight with Charles Gibson
- 17 CBS Evening News with Katie Couric
- 23 NBC Nightly News with Brian Williams
- 6 The PBS NewsHour with Jim Lehrer
- 3 Can't name just one/Watch a mix of them **[DO NOT READ]**
- 29 Don't watch any of them **[DO NOT READ]**
- 1 Don't know/Refused **[DO NOT READ]**
- 100

NO QUESTIONS 6 AND 7.

Q.8 In your view, are all of these evening news ANCHORS about the same or do you think some are better than others?

- 49 All are about the same
- 41 Some are better than others
- 10 Don't know/Refused
- 100