



FOR IMMEDIATE RELEASE:
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FOR FURTHER INFORMATION:
 Andrew Kohut, Director
 Kim Parker, Senior Researcher

Most Say Wright's Comments Were Overcovered
WRIGHT CONTROVERSY TOP CAMPAIGN EVENT SO FAR

The latest round of news about Barack Obama and his former pastor Rev. Jeremiah Wright dominated campaign news coverage last week. According to the Project for Excellence in Journalism's (PEJ) Campaign Coverage Index, 42% of all campaign coverage last week dealt with the Rev. Wright controversy.

<i>Media coverage of Wright's recent comments:*</i>	Total %	Rep %	Dem %	Ind %
Too much	59	50	66	59
Too little	9	14	5	11
Right amount	26	31	25	23
Don't know	6	5	4	7
	100	100	100	100

* Based on those who heard a lot or a little about Wright's comments. (N=888)

Wright's comments are by far the biggest political event of the campaign to date: fully 62% say they have heard a lot or a little about Rev. Wright's recent speeches. As a point of comparison, just 36% say they heard a lot or a little about another campaign development last week – the calls by Hillary Clinton and John McCain to temporarily suspend the federal gasoline tax.

Most Americans (59%) think that news organizations have overcovered the Wright controversy. About two-thirds of Democrats (66%) and nearly as many independents (59%) say that news organizations have devoted too much coverage to Wright's recent speeches. But as many as half of Republicans agree that Wright's comments have received too much coverage.

Obama was by far the most visible presidential candidate last week; 57% say Obama is the candidate they heard the most about in the news recently while just 29% named Clinton. McCain barely registered with the public last week as only 2% said he was the candidate they had heard the most about.

	<i>In the past few days opinion has become...</i>			
	More favorable %	Less favorable %	No change %	Don't know %
Barack Obama	11	25	59	5=100
Hillary Clinton	14	16	65	5=100
John McCain	10	13	71	6=100

By the end of the week, a quarter of all Americans, including 26% of Democrats, said their opinion of Obama had become less favorable in recent days; fewer than half as many (11%) said their opinion of the Illinois senator had become more favorable.

People who said their impression of Obama had changed in recent days were asked if any specific events had caused them to change their view of him. Overall, a majority of those who said their opinion of Obama had become more negative volunteered a specific incident, with the Wright controversy mentioned most frequently (by 60% of those who cited a specific event). Descriptions included “the debacle concerning the Rev. Wright,” “the mess with his preacher” and “Jeremiah’s opinions.”

According to exit polls in North Carolina and Indiana, roughly half of the primary voters in those states said Obama’s relationship with Wright was an important factor in their vote. Those who said this was important voted overwhelmingly for Clinton. And exit polls in both states found late deciders backing Clinton to a greater extent than those who made up their minds earlier.

Wright’s Reemergence

Rev. Wright’s reemergence as a major figure in the presidential campaign became by far the biggest political event in the campaign to date. Fully 62% say they heard a lot about Wright’s recent speeches.

The top events in the campaign to date all involve either Wright or Obama: 54% said they heard a lot about Obama’s major speech about race in March; 52% heard a lot about Obama’s comments last month about “bitter” small-town Americans; and 51% said the same about videos of Wright’s sermons in March.

Wright Controversy Dominates Campaign Events				
	How much have you heard...			
	A <u>lot</u> %	A <u>little</u> %	Nothing <u>at all</u> %	DK <u>DK</u> %
<i>Last week’s events:</i>				
Rev. Wright’s recent speeches	62	22	15	1=100
Proposal to suspend gas tax	36	41	22	1=100
<i>Previous top events:</i>				
Obama race & politics speech	54	31	15	*=100
Obama’s “bitter” statement	52	26	21	1=100
Rev. Wright videos {3/20}	51	28	21	*=100
McCain and female lobbyist	48	33	19	*=100
Dem debate before PA primary	42	37	21	*=100
Ferraro’s comments	40	35	24	1=100
Obama plagiarism charges	39	35	26	*=100
Clinton’s Bosnia claims	39	29	32	*=100
Rumors Obama is Muslim	38	41	19	2=100
Clinton 3:00 am ad	38	24	37	1=100
Possible Clinton/Obama ticket	37	46	17	*=100

Opinions of Clinton and McCain More Stable

Opinions about Clinton and McCain were more stable last week. About as many people said their opinion of Clinton had become less favorable as more favorable in recent days (16% less favorable, 14% more favorable); 65% said their opinion of Clinton had not changed. This marks the first time in five surveys conducted since mid-March that the balance of recent opinion about Clinton was not substantially negative.

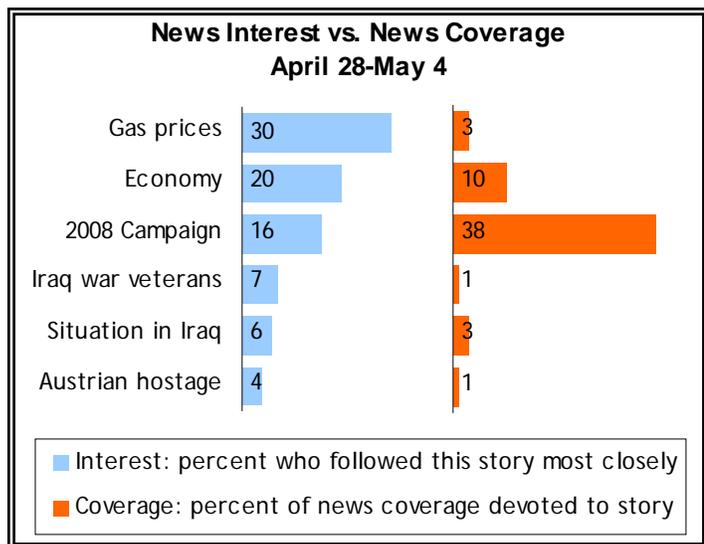
In the follow-up question about why their opinion of Clinton had become more or less favorable, no single issue was dominant. Some of those who said their opinion of Clinton had become more favorable recently cited her appearance on *The O'Reilly Factor* and her position on suspending the federal gas tax. Others said the gas tax was the reason their views of Clinton had become less favorable.

As with Clinton, a large majority (71%) said their opinion of McCain had not changed recently; 13% said their view had become less favorable while 10% said it had become more favorable. There were no dominant reasons offered for changing opinions of McCain.

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 28 – May 4 and survey data measuring public interest in the top news stories of the week was collected May 2-5 from a nationally representative sample of 1,003 adults.

More Interest in Gas Prices than Campaign News

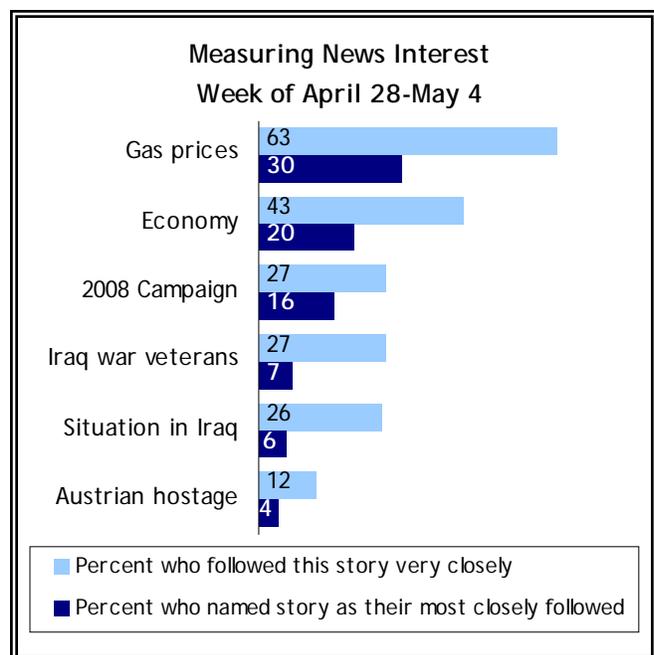
The presidential campaign once again was the most heavily covered story of the week, accounting for 38% of all news coverage. For the public, however, the rising price of gas, which emerged as a prominent issue in the campaign, was the top news story. More than six-in-ten (63%) say they followed news about gas prices very closely and 30% cited it as the story they followed most closely last week.



The public also closely tracked news about the national economy: 43% say they followed economic news very closely with 20% citing it as the story they followed most closely last week. The economy was the second most covered story, accounting for 10% of news coverage.

Another economic development – the arrival of federal tax rebate checks – also registered with the public. Fully 62% of the public has heard a lot about this and another 22% have heard a little.

Interest in campaign news remained fairly stable last week. Roughly a quarter of Americans (27%) say they followed news about the presidential campaign very closely, with 16% saying they followed it more closely than other any other story. Far more Democrats than independents or Republicans tracked campaign news very closely. About four-in-ten Democrats (39%) say they paid very close attention to news about the campaign, compared with 23% of independents and 21% of Republicans.



Miley Cyrus Photos

In other news last week, most Americans heard at least a little about the recent pictures of Disney star Miley Cyrus that appeared in Vanity Fair magazine. Roughly a quarter of the public (27%) heard a lot about the photos and another 37% heard a little about them.

Women are more likely than men to have heard about the Vanity Fair photos (31% of women vs. 23% of men heard a lot about them). Parents were no more likely than non-parents to have heard a lot about the photos of Cyrus, who is popular with young girls.

Nearly four-in-ten Americans (38%) say they actually saw the photos, and among this group the reaction was decidedly negative. Fully 59% thought they were inappropriate, while 27% thought they were appropriate. Men and women held roughly similar views on the issue with majorities of both groups saying the photos were inappropriate.

Parents who have seen the photos apparently have not been eager to discuss the issue with their children. Just 15% of parents with children under age 18 say they have discussed the Vanity Fair photos with their kids while 83% say they have not done so.

Miley Photos Widely Seen	
<i>Heard about the Miley Cyrus/Vanity Fair photos:</i>	
A lot	27%
A little	37
Nothing at all	35
DK/Refused	1
	100
<i>Seen the photos?</i>	
Yes, have seen	38
No, just heard about them	24
Haven't heard about them	36
DK/Refused	2
	100
<i>Photos were...?*</i>	
Appropriate	27
Inappropriate	59
DK/Refused	14
	100
* Based on those who have seen the photos (N=397)	

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:

Andrew Kohut, Director
Scott Keeter, Director of Survey Research
Carroll Doherty and Michael Dimock, Associate Directors
Kim Parker, Senior Researcher
Juliana Menasce Horowitz, Robert Suls, Shawn Neidorf, Leah Christian and Jocelyn Kiley, Research Associates
Kathleen Holzward, Research Analyst
James Albrightain and Alec Tyson, Research Assistants

**PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
MAY 2-5, 2008 NEWS INTEREST INDEX OMNIBUS SURVEY
TOPLINE
N=1,003**

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]

		April 25-28, <u>2008</u>	April 18-21, <u>2008</u>	April 11-14, <u>2008</u>	April 4-7, <u>2008</u>	March 28-31, <u>2008</u>	March 20-24, <u>2008</u>	March 14-17, <u>2008</u>	March 7-10, <u>2008</u>
57	Barack Obama	46	55	51	45	53	70	57	38
29	Hillary Clinton	38	28	24	34	30	15	26	37
2	John McCain	3	4	8	6	4	3	4	6
2	Other (SPECIFY)	1	1	2	1	2	1	2	4
<u>10</u>	Don't know/Refused	12	12	<u>15</u>	<u>14</u>	<u>11</u>	<u>11</u>	<u>11</u>	<u>15</u>
100		100	100	100	100	100	100	100	100

Q.2 Please think about each of the following presidential candidates [INSERT NAME. ROTATE]. In the past few days, have you come to have a MORE favorable opinion of (him/her), a LESS favorable opinion, or hasn't your opinion of (him/her) changed lately?

	More <u>favorable</u>	Less <u>favorable</u>	Opinion has <u>not changed</u>	Don't <u>know</u>
a. Hillary Clinton	14	16	65	5=100
April 25-28, 2008	16	26	56	2=100
April 18-21, 2008	11	31	55	3=100
March 28-31, 2008	13	30	55	2=100
March 20-24, 2008	16	25	57	2=100
b. Barack Obama	11	25	59	5=100
April 25-28, 2008	16	24	58	2=100
April 18-21, 2008	18	24	54	4=100
March 28-31, 2008	18	27	52	3=100
March 20-24, 2008	22	30	46	2=100
c. John McCain	10	13	71	6=100
April 25-28, 2008	14	16	65	5=100
April 18-21, 2008	18	15	61	6=100
March 28-31, 2008	18	20	57	5=100
March 20-24, 2008	18	18	61	3=100

IF RESPONDENT ANSWERED 'MORE' OR 'LESS' FAVORABLE OPINION OF A CANDIDATE [Q.2a-c=1,2], ASK:

Q.3 Can you think of anything specific that has happened in the past few days that has changed your view of [INSERT CANDIDATE'S NAME] or not? [IF RESPONDENT ANSWERS YES BUT DOES NOT PROVIDE AN ANSWER, ASK: What was it?] [OPEN-END, RECORD VERBATIM RESPONSE, DO NOT PROBE FOR ADDITIONAL RESPONSES]

a. **HILLARY CLINTON**

More Favorable (N=147)

41 Yes, answer given

59 Nothing specific/ DK/Refused

100

Q.3 CONTINUED...

Less Favorable (N=174)
 44 Yes, answer given
56 Nothing specific/ DK/Refused
 100

b. BARACK OBAMA

More Favorable (N=119)
 44 Yes, answer given
56 Nothing specific/DK/Refused
 100

Less Favorable (N=272)
 60 Yes, answer given
40 Nothing specific/ DK/Refused
 100

c. JOHN MCCAIN

More Favorable (N=134)
 31 Yes, answer given
69 Nothing specific/ DK/Refused
 100

Less Favorable (N=120)
 36 Yes, answer given
64 Nothing specific/ DK/Refused
 100

ASK ALL:

Q.4 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. Reports about the condition of the U.S. economy					
April 18-21, 2008	43	31	15	10	1=100
April 4-7, 2008	39	37	12	12	*=100
March 28-31, 2008	42	36	14	8	*=100
March 20-24, 2008	45	33	13	9	*=100
February 29-March 3, 2008	38	35	15	11	1=100
February 15-18, 2008	37	36	11	16	8=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

Q.4 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-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
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
b. News about soldiers from the Iraq war returning home	27	32	22	18	1=100
November 16-19, 2007	31	35	21	13	1=100
c. News about the current situation and events in Iraq	26	35	25	13	1=100
April 25-28, 2008	29	35	23	12	1=100
April 18-21, 2008	29	39	20	11	1=100
April 11-14, 2008	25	39	20	15	1=100

Q.4 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 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
March 23-March 26, 2007 ¹	31	38	18	12	1=100
March 16-19, 2007	34	34	17	15	*=100

¹ From May, 2003 to March 23-26, 2007, the story was listed as “News about the current situation in Iraq.”

Q.4 CONTINUED...

	Very <u>Closely</u>	Fairly <u>Closely</u>	Not too <u>Closely</u>	Not at all <u>Closely</u>	DK/ <u>Refused</u>
March 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 ²	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

² From March 20-24, 2003 to April 11-16, 2003, the story was listed as "News about the war in Iraq."

Q.4 CONTINUED...

	Very <u>Closely</u>	Fairly <u>Closely</u>	Not too <u>Closely</u>	Not at all <u>Closely</u>	DK/ <u>Refused</u>
March 13-16, 2003 ³	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 ⁴	48	29	15	6	2=100
d. An Austrian woman who was held hostage by her father for over 20 years	12	22	25	39	2=100
e. The rising price of gasoline	63	23	9	4	1=100
April 25-28, 2008	62	23	10	5	*=100
May 24-27, 2007	52	29	10	8	1=100
May 18-21, 2007 ⁵	48	27	16	8	1=100
August, 2006 ⁶	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

³ 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.”

⁴ In Early September, 2002, the story was listed as “Debate over the possibility that the U.S. will invade Iraq.”

⁵ For May 18-21, 2007 the item was not asked as part of a list.

⁶ 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.4 CONTINUED...

	<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<u>DK/ Refused</u>
TREND FOR COMPARISON:					
The rising price of oil					
March 7-10, 2008	43	33	12	11	1=100
November 9-12, 2007	44	28	14	13	1=100
f. News about candidates for the 2008 presidential election					
April 25-28, 2008	27	35	23	14	1=100
April 18-21, 2008	34	37	18	11	*=100
April 11-14, 2008	29	41	19	10	1=100
April 4-7, 2008	31	37	22	10	*=100
March 28-31, 2008	33	36	17	14	*=100
March 20-24, 2008	31	41	18	10	*=100
March 14-17, 2008	34	37	18	11	*=100
March 7-10, 2008	40	37	16	7	*=100
February 29-March 3, 2008	39	36	15	9	1=100
February 22-25, 2008	43	34	14	9	*=100
February 15-18, 2008	42	37	13	8	*=100
February 8-11, 2008	44	36	10	10	*=100
February 1-4, 2008	39	37	15	9	0=100
January 25-28, 2008	37	35	16	12	*=100
January 18-21, 2008	36	37	14	12	1=100
January 11-14, 2008 ⁷	36	34	18	12	*=100
January 4-7, 2008	32	31	19	17	1=100
December 14-17, 2007	33	36	19	11	1=100
December 7-10, 2007	25	34	22	19	*=100
November 30 – December 3, 2007	24	35	22	19	*=100
November 23-26, 2007	23	35	23	19	*=100
November 16-19, 2007	20	33	26	20	1=100
November 9-12, 2007	26	33	21	19	1=100
November 2-5, 2007	21	33	25	21	*=100
October 26-29, 2007	27	30	21	21	1=100
October 19-22, 2007	21	34	26	19	*=100
October 12-15, 2007	23	32	22	23	*=100
October 5-8, 2007	13	31	26	30	*=100
September 28 – October 1, 2007	22	30	24	24	*=100
September 21-24, 2007	21	34	25	20	*=100
September 14-17, 2007	24	31	22	23	*=100
September 7-10, 2007	22	31	24	23	*=100
August 30-September 2, 2007	18	34	26	22	*=100
August 24-27, 2007	19	35	21	25	*=100
August 17-20, 2007	22	28	24	26	*=100
August 10-13, 2007	19	27	24	30	*=100
August 3-6, 2007	23	32	21	24	*=100
July 27-30, 2007	19	31	25	25	*=100
July 20-23, 2007	19	32	22	26	1=100
July 13-16, 2007	16	26	30	27	1=100
July 6-9, 2007	17	29	27	27	*=100
June 29-July 2, 2007	24	29	24	22	1=100
	20	32	25	23	*=100

⁷ January 11-14, 2008 asked about: “News about the New Hampshire primaries and the presidential campaign.”

Q.4 CONTINUED...

	Very <u>Closely</u>	Fairly <u>Closely</u>	Not too <u>Closely</u>	Not at all <u>Closely</u>	DK/ <u>Refused</u>
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, 2007⁸	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 ⁹	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
2000 Presidential Election					
Early November, 2000 (RVs)	39	44	12	5	*=100

⁸ January 19-22, 2007 asked about: "Recent announcements by prominent Democrats about plans to run for president in 2008."

⁹ 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.4 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-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					
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.5 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.]**

- 30 The rising price of gasoline
- 20 Reports about the condition of the U.S. economy
- 16 News about candidates for the 2008 presidential election
- 7 News about soldiers from the Iraq war returning home
- 6 The current situation and events in Iraq
- 4 An Austrian woman who was held hostage by her father for over 20 years
- 7 Some other story (SPECIFY)
- 10 Don't know/Refused
- 100

Now thinking about some other things...

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, DO NOT ROTATE]**

		<u>A lot</u>	<u>A little</u>	<u>Nothing at all</u>	<u>DK/Refused</u>
a.	Federal tax rebate checks scheduled to arrive this month	62	32	6	*=100
b.	Recent pictures of Miley Cyrus taken for Vanity Fair Magazine	27	37	35	1=100

IF HEARD 'A LOT' OR 'A LITTLE' ABOUT THE MILEY CYRUS PHOTOS [Q.6b=1, 2] ASK: [N=615]

Q.7 Have you actually seen any of the photos, or have you just heard or read about them?

- 60 Yes, have seen
- 38 Have just heard/read about them
- 2 Don't know/Refused
- 100

IF RESPONDENT HAS SEEN THE PHOTOS [Q.7=1] ASK: [N=397]

Q.8 Overall, do you think the photos were appropriate or inappropriate?

- 27 Appropriate
- 59 Inappropriate
- 14 Don't know/Refused
- 100

IF RESPONDENT HAS HEARD ABOUT THE MILEY CYRUS PHOTOS [Q.6=1,2] AND RESPONDENT HAS CHILDREN UNDER AGE 18 LIVING IN THE HOUSEHOLD [S5A=1 OR S5B=1 OR S6=1], ASK: [N=189]

Q.9 Have you discussed the Miley Cyrus pictures with any of your children or not?

- 15 Yes, have discussed
- 83 No, have not discussed
- 2 Don't know/Refused
- 100

ASK ALL:

Now thinking about the presidential campaign...

Q.10 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, DO NOT ROTATE]**

	<u>A lot</u>	<u>A little</u>	<u>Nothing at all</u>	<u>DK/Refused</u>
a. A proposal by Hillary Clinton and John McCain to suspend the federal gasoline tax for the next several months	36	41	22	1=100
b. Barack Obama's former pastor Reverend Jeremiah Wright making several speeches recently about race and the presidential campaign	62	22	15	1=100

IF HEARD 'A LOT' OR 'A LITTLE' IN Q.10b [Q.10b=1, 2] ASK: [N=888]

Q.11 Do you think news organizations are giving too much, too little, or the right amount of coverage to Jeremiah Wright's comments?

59	Too much
9	Too Little
26	Right Amount
<u>6</u>	Don't know/Refused
100	