



FOR IMMEDIATE RELEASE:  
 Thursday June 5, 2008

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

*PRIMARY WRAPUP:*  
**Even As Obama Controversies Widely Registered**  
**MANY SAY COVERAGE IS BIASED IN FAVOR OF OBAMA**

Over the course of the primary campaign season greater numbers heard about controversies associated with Barack Obama than heard about other campaign events. Nonetheless, far more Americans believe that the press coverage has favored Barack Obama than think it has favored Hillary Clinton.

<i>In covering the Democratic primaries, press has shown...</i>	Total	Rep	Dem	Ind
	%	%	%	%
Bias in favor of Obama	37	45	35	40
Bias in favor of Clinton	8	10	10	4
No bias	40	32	43	41
Other/Depends	7	5	6	8
Don't know	8	8	6	7
	100	100	100	100

Nearly four-in-ten (37%) say that in covering the Democratic race, news organizations have been biased toward Obama while just 8% say they have been biased toward Clinton; 40% say news organizations have shown no bias in their coverage. Substantial minorities of Republicans (45%) and independents (40%) say the press has been biased toward Obama; somewhat fewer Democrats (35%) see a pro-Obama bias.

The weekly *News Interest Index* finds that Obama has clearly been the dominant figure in the campaign thus far, both in terms of press coverage and public visibility. Despite the widespread belief that the press has favored Obama, many of the events that have registered most strongly with the public centered on controversies involving either Obama himself or his campaign.

Of nearly 40 campaign events that have been measured, Obama's relationship with his former pastor Rev. Jeremiah Wright remains the most widely heard about campaign story. In early May, 62% of the public said they had heard a lot about Wright's speeches dealing with race and the presidential campaign.

Aside from the Wright controversy, more than half of the public (52%) heard a lot about Obama's statement that some small-town Americans facing hard economic times become bitter and cling to guns and religion. An additional 51% said they had heard a lot about the videos of Rev. Wright's sermons in late March.

There also was extensive public awareness of more favorable developments involving Obama. A solid majority (55%) said they heard that Obama in late May had amassed a majority of all pledged delegates from the Democratic primaries. And 54% heard a lot about Obama's major speech on race and politics in March.

For Clinton, about half (52%) said they heard a lot about the debate in mid-May over whether she should end her campaign or stay in the race until the last primary. Four-in-ten Americans heard a lot about Geraldine Ferraro's comments that Obama would not be where he was today if he was a white man. Ferraro was loosely associated with the Clinton campaign at the time. Roughly the same number (39%) heard a lot about Clinton's claims that she had dodged sniper fire on a trip to Bosnia while Bill Clinton was president.

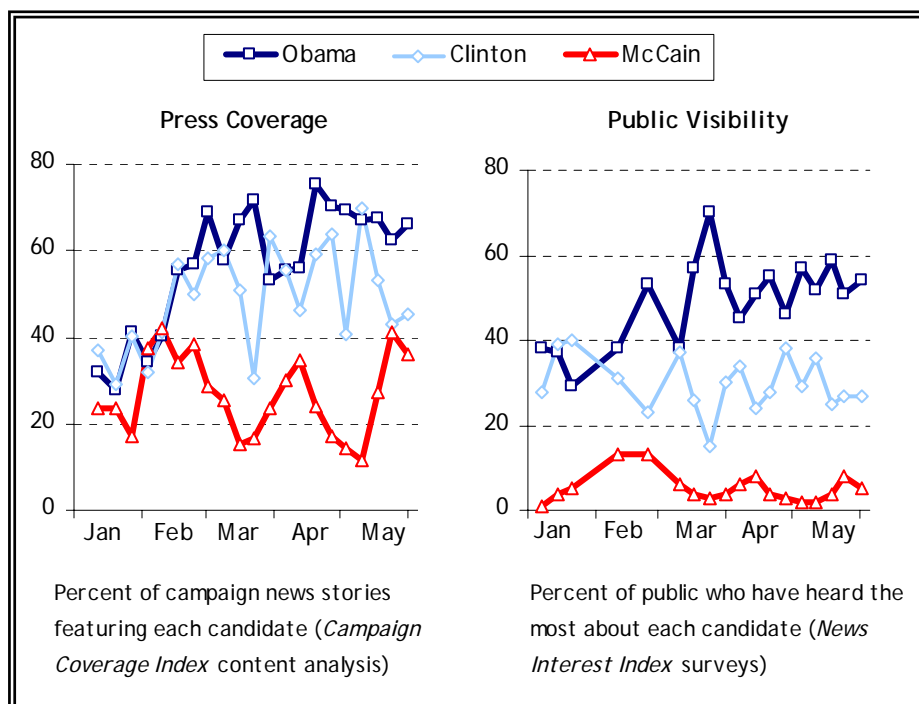
As for McCain, in February of this year, 48% of the public had heard a lot about reports – first published in the New York Times – suggesting that he may have had an improper relationship with a female lobbyist years ago.

Top Events of the Primary Campaign				
	<i>How much have you heard...</i>			
	A lot	A little	Nothing at all	DK
	%	%	%	%
Rev. Wright's recent speeches	62	22	15	1=100
Obama's delegate majority	55	31	14	*=100
Obama race & politics speech	54	31	15	*=100
Obama's "bitter" statement	52	26	21	1=100
Clinton pressed to drop out	52	33	15	*=100
Rev. Wright videos (3/24)	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 a Muslim	38	41	19	2=100
Clinton 3:00 am ad	38	24	37	1=100
Possible Clinton/Obama ticket	37	46	17	*=100
Fla. and Mich Delegate decision	36	41	22	1=100
Bush endorsement of McCain	36	39	24	1=100
Proposal to suspend gas tax	36	41	22	1=100
Priest criticizes Clinton	35	32	33	*=100
Michelle Obama 'proud' of U.S.	35	25	39	1=100
Fla. And Mich. primary question	34	43	22	1=100
Edwards endorsement of Obama	33	46	21	*=100
Hillary Clinton mentioning RFK	32	35	33	*=100
Rev. Wright videos (3/17)	31	36	33	*=100
Romney's speech on faith	31	31	37	1=100

The extensive public visibility of Obama's association with Wright is reflected in the fact that 77% named Obama as the candidate who disavowed his former pastor because of his controversial statements. By comparison, a smaller majority (57%) correctly identified Clinton as the candidate who claimed to have come under sniper fire while visiting Bosnia. And 42% named McCain as the candidate who has faced allegations of an improper relationship with a female lobbyist.

## Public and Press Focused on Obama

Since February's Super Tuesday primaries, Obama has consistently been the most visible presidential candidate in the eyes of the public. In 12 of 13 consecutive weeks, Obama has been the presidential candidate Americans have been hearing the most about in the news. Last week 54% named as Obama as the candidate they had heard to most about in the last week; 27% named Clinton and 5% named McCain.



News coverage of the candidates has fluctuated according to campaign events. Nonetheless, Obama has generally dominated the news cycle as well. According to the Project for Excellence in Journalism's (PEJ) Campaign Coverage Index, Obama has received more press coverage than either Clinton or McCain in 11 of the past 17 weeks. Clinton has dominated the campaign coverage in 4 of the last 17 weeks. McCain has not led the two Democratic candidates in terms of news coverage since the week of Feb. 4-10, when he became the presumptive Republican nominee following his victories in the GOP Super Tuesday primaries.

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 May

26 – June 1 and survey data measuring public interest in the top news stories of the week was collected May 30 – June 2 from a nationally representative sample of 1,002 adults.

### Rating Campaign News Coverage

As has been the case in three previous presidential campaigns, public views of how well the press has covered the presidential campaign have declined over the course of the primary season.

In February, a majority (55%) rated coverage of the campaign as either excellent or good, while 44% saw the coverage as only fair or poor. Currently, most Americans (54%) say the coverage has been only fair or poor, compared with 43% who rate it as excellent or good.

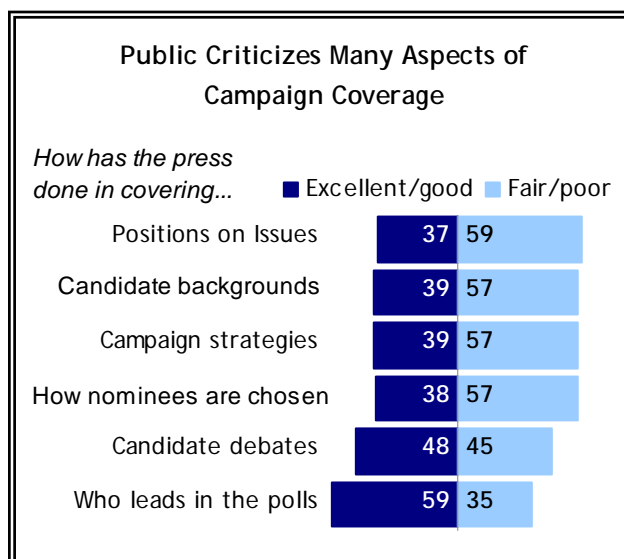
Opinions about press coverage of the campaign also declined during the course of the 2004, 2000 and 1996 campaigns. In 1992, however, ratings of press coverage of the campaign remained fairly stable, and positive, between February and May of that year (56% positive in February, 54% positive in May).

	<i>Quality of press coverage is...</i>		
	Excellent/ <u>good</u>	Fair/ <u>poor</u>	<u>DK</u>
	%	%	%
June 2008	43	54	3=100
February 2008	55	44	1=100
June 2004	47	49	4=100
February 2004	54	42	4=100
June 2000	48	48	4=100
February 2000	63	32	5=100
July 1996	42	56	2=100
February 1996	61	35	4=100
May 1992	54	43	3=100
February 1992	56	39	5=100

### Views of Specific Aspects of Coverage

The public is highly critical of how the press has done their job in several respects. About six-in-ten Americans say the press has done only a fair or poor job in covering the candidates' positions on issues (59%), campaign strategies (57%), the candidates' personal backgrounds or experiences (57%), and in explaining how the nominees are chosen (57%).

About half (48%) say the press has done an excellent or good job in covering the candidates' debates; roughly the same percentage (45%) say its performance has been only fair or poor.



The one area where the public believes the press has done well is in covering which candidate is leading in the horserace. Six-in-ten (59%) Americans say that the press has done an excellent or good job reporting on which candidate is leading in the latest polls, while roughly a third (35%) say the coverage is only fair or poor.

Partisans provide roughly equal ratings of the press on their coverage of the candidates' backgrounds, the campaign strategies and reporting on how the nominees are chosen. However, Republicans are somewhat more critical than Democrats of how the press has covered the discussion of issues in the presidential campaign. Two-thirds (66%) of Republicans rate the coverage of issues as 'only fair' or 'poor' compared with a small majority of Democrats (54%).

### The Press, the Public and the Primary Process

The public is not only critical of the way the press has covered the primary process, but also the influence it exerts on that process. Two-thirds of the public (66%) says the press has too much influence on which candidates become the presidential nominees, compared with 28% who say the press has the right amount of influence and 4% who believe it has too little influence.

The percentage saying the press is too influential in the primary process has increased significantly since February of this year. At that time, 54% said the press had too much influence and 39% said the amount of influence was about right. Public criticism of the press's influence over the nomination process is not a new phenomenon. In February 2004, 63% said the press had too much influence on which candidates became the nominees.

Currently, Republicans are more critical of the press in this regard than either Democrats or independents. Three-quarters of Republicans (76%) compared with 60% of Democrats and 68% of independents say the press has too much influence over nomination process.

In addition to criticizing the press for its role in the primary process, the public is critical of the process itself. Most Americans (60%) say the primaries have not been a good way of determining the best qualified nominees; just 35% express a positive view of the primaries. In early February, 43% said the primaries were a good way of determining who the nominees should be, 52% said they were not.

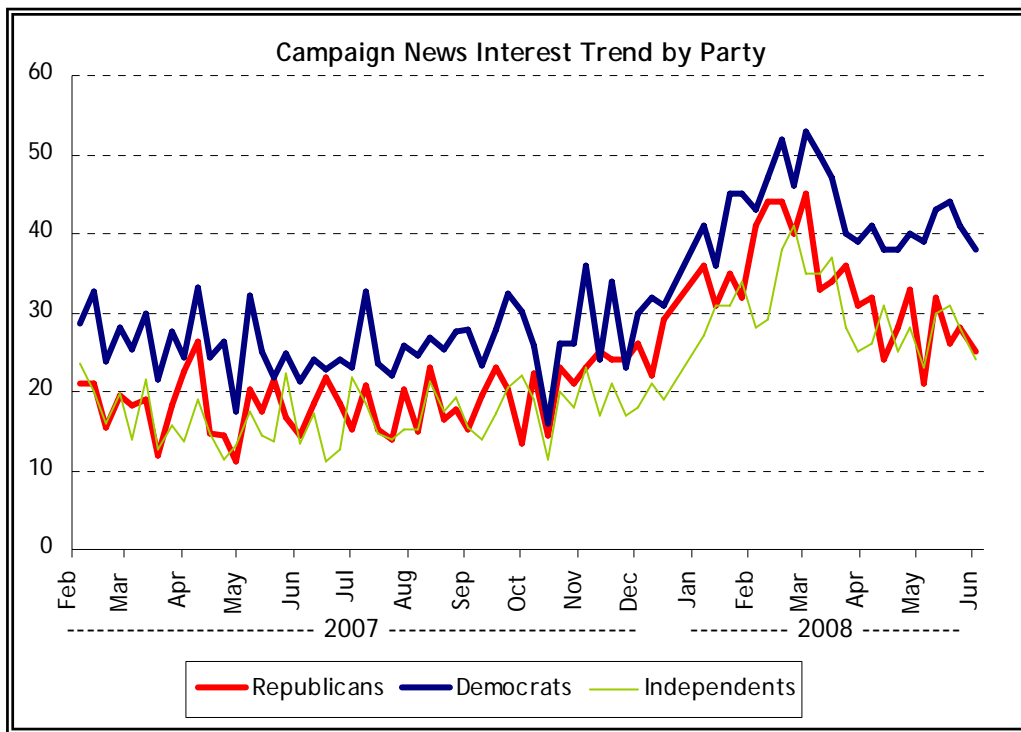
<i>Good way of choosing best qualified nominees?</i>	<u>Total</u> %	<u>Rep</u> %	<u>Dem</u> %	<u>Ind</u> %
Yes	35	31	45	28
No	60	65	52	67
Don't know	<u>5</u>	<u>4</u>	<u>3</u>	<u>5</u>
	100	100	100	100

Republicans and independents are the most critical of the process. Fully 65% of Republicans and 67% of independents say the primaries are not a good way of choosing the party

nominees. More than half of Democrats (52%) agree with this assessment. The balance of opinion among Democrats on this issue has changed since February when a 53% majority said the primaries were a good way of determining the best qualified nominees.

### Strong Public Interest in the Campaign

Overall, public interest in the presidential election has remained steady in recent weeks, with roughly a third of the public following news about the campaign very closely. Interest peaked in mid- to late-February when more than four-in-ten Americans were paying very close attention to the campaign. The intense public interest in the campaign during the primary season this year was unprecedented from a historical perspective. In past presidential elections, public interest has not reached that level until the weeks leading up to the general election.



Throughout the campaign, Democrats have consistently expressed more interest in news about the campaign than have either Republicans or independents. The gap has grown in recent weeks, as the Democratic race moved to a conclusion. Last week 38% of Democrats followed news about the campaign very closely, compared with 25% of Republicans and 24% of independents.

## Campaign News Sources

The main news sources that the public relies on for campaign news have changed little since last December, but there have been notable shifts since the 2004 campaign. Television remains the public's leading source for campaign news, though it is less dominant than during the last presidential campaign. The Internet is a much more important news source than it was in 2004.

Seven-in-ten Americans say they get most of their news about the election from television, which is about the same as in December (71%) but down 10 points since September 2004. About three-in-ten cite newspapers (29%), which is largely unchanged from December and a decline of 12 points since September 2004. As many people now cite the internet as cite newspapers as their main source of campaign news (29%); just 17% cited the internet in September 2004.

The internet has made substantial gains as a main source of campaign news across age groups, with the exception of those ages 65 and older. Among those ages 50-64, 23% cite the internet as their main source of election news, approximately double the proportion that cited the internet in 2004 (11%). Increasing percentages of those under age 35 and those ages 35-49 also say they get most of their campaign news from the internet (up 14 points in each group).

### Main Source for Campaign News

<i>First or second mentions</i>	Sept 2004	Dec 2007	June 2008
	%	%	%
Television	80	71	70
Newspapers	41	30	29
Internet	17	26	29
Radio	18	13	15
Magazines	3	4	2
Other	3	3	2
Don't know	1	2	1

Figures add to more than 100% because multiple responses were allowed.

### Internet Gains Across Age Groups

<i>Main source for campaign news</i>	18-34	35-49	50-64	65+
June 2008	%	%	%	%
Television	58	72	79	82
Newspapers	22	23	32	48
Internet	41	33	23	8
Radio	13	15	18	12
Magazines	3	2	2	4
Other	3	3	*	3
Don't know	1	1	1	1

	18-34	35-49	50-64	65+
Sept 2004	%	%	%	%
Television	76	78	84	84
Newspapers	31	41	44	57
Internet	27	19	11	4
Radio	18	22	15	15
Magazines	3	3	3	3
Other	4	2	2	1
Don't know	1	1	*	1

<i>Change in internet</i>	+14	+14	+12	+4
---------------------------	-----	-----	-----	----

First or second mentions. Figures add to more than 100% because multiple responses were allowed.

Among TV news outlets, the major cable networks are the dominant source for campaign news. Nearly half of the public rely on CNN (22%), the Fox News Channel (16%), or MSNBC (9%) for most of their campaign news. Fewer than three-in-ten (28%) rely on one of the three major broadcast networks and ever fewer (16%) rely on local TV news.

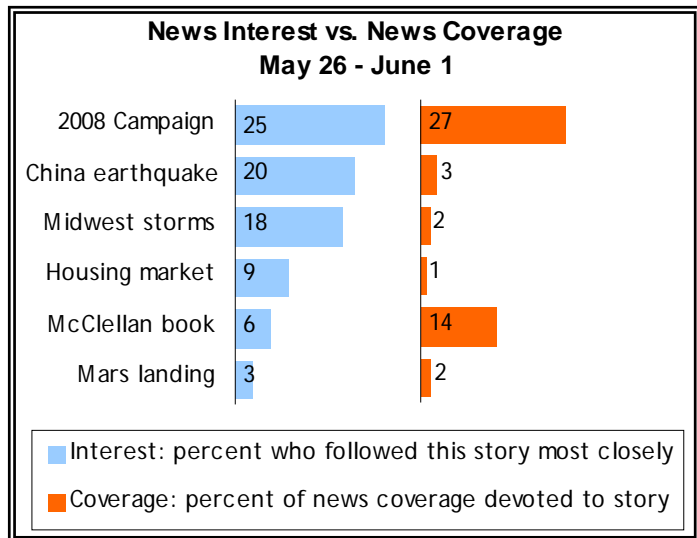
<i>First or Second Mention</i>	<u>Total</u> %	<u>Rep</u> %	<u>Dem</u> %	<u>Ind</u> %
Network TV	28	25	31	28
CNN	22	13	24	25
Fox	16	24	10	17
Local TV	16	12	14	19
MSNBC	9	8	11	9
Other	1	0	1	1
Don't know	2	2	2	1

Based on total population; multiple responses allowed.

Roughly equal proportions of Republicans and Democrats say they rely on Network TV, local TV or MSNBC Cable News for campaign coverage. For Fox and CNN, however, there are significant partisan differences. Far more Republicans (24%) than Democrats (10%) get most of their campaign news from Fox, while the opposite is true for CNN: 24% of Democrats look to CNN compared with just 13% of Republicans.

### News Interest: May 26-June 1

Aside from the 2008 presidential campaign, the public focused its attention on disaster news – both at home and abroad – while the media devoted most of its coverage elsewhere. One-in-five named the earthquake in China as the story they followed more closely than any other last week, on par with the interest levels when the earthquake struck in mid-May. The national news media devoted 3% of its coverage to the story.



News about violent storms and tornadoes in the Midwest also captured the public's attention last week with 18% of Americans calling the storms their top story. Unsurprisingly, those in the middle of the country (41%) were much more likely than those living elsewhere to have followed the story very closely. Just 2% of the national newshole was devoted to the storms.



## 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:

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 30-JUNE 2, 2008 NEWS INTEREST INDEX OMNIBUS SURVEY**  
**TOPLINE**  
**N=1,002**

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]

	<u>Hillary Clinton</u>	<u>Barack Obama</u>	<u>John McCain</u>	<u>Other</u>	<u>Don't know/Refused</u>
May 30-June 2, 2008	27	54	5	1	13=100
May 22-25, 2008	27	51	8	2	12=100
May 16-19, 2008	25	59	4	2	10=100
May 9-12, 2008	36	52	2	2	8=100
May 2-5, 2008	29	57	2	2	10=100
April 25-28, 2008	38	46	3	1	12=100
April 18-21, 2008	28	55	4	1	12=100
April 11-14, 2008	24	51	8	2	15=100
April 4-7, 2008	34	45	6	1	14=100
March 28-31, 2008	30	53	4	2	11=100
March 20-24, 2008	15	70	3	1	11=100
March 14-17, 2008	26	57	4	2	11=100
March 7-10, 2008	37	38	6	4	15=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?

	<u>More favorable</u>	<u>Less favorable</u>	<u>Opinion has not changed</u>	<u>Don't know</u>
a. Hillary Clinton	15	21	61	3=100
May 22-25, 2008	13	26	59	2=100
May 16-19, 2008	15	22	60	3=100
May 9-12, 2008	12	25	61	2=100
May 2-5, 2008	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	17	21	58	4=100
May 22-25, 2008	18	20	60	2=100
May 16-19, 2008	19	19	59	3=100
May 9-12, 2008	20	23	55	2=100
May 2-5, 2008	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	11	20	64	5=100
May 22-25, 2008	15	18	63	4=100
May 16-19, 2008	14	21	62	3=100
May 9-12, 2008	12	18	67	3=100
May 2-5, 2008	10	13	71	6=100
April 25-28, 2008	14	16	65	5=100

**Q.2 CONTINUED...**

	More <u>favorable</u>	Less <u>favorable</u>	Opinion has <u>not changed</u>	Don't <u>know</u>
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

**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?”]**

	<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<u>DK/ Refused</u>
a. Violent storms and tornadoes in the Midwest	30	33	21	15	1=100
<b>TREND FOR COMPARISON:</b>					
February 8-11, 2008: <i>South and Midwest</i>	25	42	19	13	1=100
March 2-5, 2007: <i>South and Midwest</i>	33	38	18	11	*=100
May, 1999: <i>Oklahoma and Kansas</i>	38	40	15	6	1=100
b. The NASA spacecraft Phoenix landing on Mars	11	20	29	40	*=100
<b>TREND FOR COMPARISON:<sup>1</sup></b>					
January, 2004: <i>Mars landing</i>	19	36	26	18	1=100
December, 1999: <i>Mars lander fails</i>	18	38	22	22	*=100
August, 1997: <i>Pathfinder explores Mars</i>	22	36	23	19	*=100
Sept., 1999: <i>NASA studies life on Mars</i>	8	19	31	41	1=100
c. The release of a book by Former White House Press Secretary Scott McClellan criticizing the Bush Administration	14	23	22	40	1=100
d. The earthquake in China	26	39	21	14	*=100
May 22-25, 2008	23	42	24	11	*=100
May 16-19, 2008	30	41	17	12	*=100
<b>TREND FOR COMPARISON:</b>					
October 2005: <i>Pakistan</i>	22	39	23	16	*=100
January 2005: <i>Earthquake and Tsunami in Indian Ocean</i>	58	32	7	3	*=100
January 2004: <i>Iran</i>	16	34	31	19	*=100
February 2001: <i>India</i>	15	33	31	20	1=100
October 1999: <i>Taiwan</i>	17	36	31	16	*=100
September 1999: <i>Turkey</i>	27	37	23	12	1=100
February 1995: <i>Japan</i>	25	47	20	8	*=100
January 1994: <i>Southern California</i>	63	31	5	1	0=100
July 1990: <i>Iran</i>	20	36	28	16	*=100
November 1989: <i>San Francisco</i>	73	22	3	2	*=100

<sup>1</sup> In January, 2004 the story was listed as “The successful landing of a NASA spracecraft on Mars.” In December 1999 the story was listed as “The failure of the Mars Polar Lander space craft to send data back to Earth.” In August 1997 the story was listed as “The exploration of the planet Mars by the Pathfinder spacecraft.” In Early September 1996 the story was listed as “NASA’s discovery of possible life on Mars.”

**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>
e. Reports about problems in the U.S housing market	26	32	21	21	0=100
<b>TREND FOR COMPARISON:<sup>2</sup></b>					
<b>March 7-10, 2008: <i>Record foreclosures</i></b>	28	33	19	20	*=100
f. News about candidates for the 2008 presidential election	30	35	21	14	*=100
<b>May 22-25, 2008</b>	32	37	20	11	*=100
<b>May 16-19, 2008</b>	33	37	19	10	1=100
<b>May 9-12, 2008</b>	35	36	18	11	*=100
<b>May 2-5, 2008</b>	27	35	23	14	1=100
<b>April 25-28, 2008</b>	34	37	18	11	*=100
<b>April 18-21, 2008</b>	29	41	19	10	1=100
<b>April 11-14, 2008</b>	31	37	22	10	*=100
<b>April 4-7, 2008</b>	33	36	17	14	*=100
<b>March 28-31, 2008</b>	31	41	18	10	*=100
<b>March 20-24, 2008</b>	34	37	18	11	*=100
<b>March 14-17, 2008</b>	40	37	16	7	*=100
<b>March 7-10, 2008</b>	39	36	15	9	1=100
<b>February 29-March 3, 2008</b>	43	34	14	9	*=100
<b>February 22-25, 2008</b>	42	37	13	8	*=100
<b>February 15-18, 2008</b>	44	36	10	10	*=100
<b>February 8-11, 2008</b>	39	37	15	9	0=100
<b>February 1-4, 2008</b>	37	35	16	12	*=100
<b>January 25-28, 2008</b>	36	37	14	12	1=100
<b>January 18-21, 2008</b>	36	34	18	12	*=100
<b>January 11-14, 2008<sup>3</sup></b>	32	31	19	17	1=100
<b>January 4-7, 2008</b>	33	36	19	11	1=100
<b>December 14-17, 2007</b>	25	34	22	19	*=100
<b>December 7-10, 2007</b>	24	35	22	19	*=100
<b>November 30 – December 3, 2007</b>	23	35	23	19	*=100
<b>November 23-26, 2007</b>	20	33	26	20	1=100
<b>November 16-19, 2007</b>	26	33	21	19	1=100
<b>November 9-12, 2007</b>	21	33	25	21	*=100
<b>November 2-5, 2007</b>	27	30	21	21	1=100
<b>October 26-29, 2007</b>	21	34	26	19	*=100
<b>October 19-22, 2007</b>	23	32	22	23	*=100
<b>October 12-15, 2007</b>	13	31	26	30	*=100
<b>October 5-8, 2007</b>	22	30	24	24	*=100
<b>September 28 – October 1, 2007</b>	21	34	25	20	*=100
<b>September 21-24, 2007</b>	24	31	22	23	*=100
<b>September 14-17, 2007</b>	22	31	24	23	*=100
<b>September 7-10, 2007</b>	18	34	26	22	*=100
<b>August 30-September 2, 2007</b>	19	35	21	25	*=100
<b>August 24-27, 2007</b>	22	28	24	26	*=100
<b>August 17-20, 2007</b>	19	27	24	30	*=100
<b>August 10-13, 2007</b>	23	32	21	24	*=100
<b>August 3-6, 2007</b>	19	31	25	25	*=100

<sup>2</sup> For March 7-10, 2008 the story was listed as “A record number of home mortgage foreclosures.”

<sup>3</sup> January 11-14, 2008 asked about: “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>
July 27-30, 2007	19	32	22	26	1=100
July 20-23, 2007	16	26	30	27	1=100
July 13-16, 2007	17	29	27	27	*=100
July 6-9, 2007	24	29	24	22	1=100
June 29-July 2, 2007	20	32	25	23	*=100
June 22-25, 2007	18	31	21	30	*=100
June 15-18, 2007	17	32	26	25	*=100
June 8-11, 2007	19	30	24	26	1=100
June 1-4, 2007	16	27	32	24	1=100
May 24-27, 2007	22	33	23	22	*=100
May 18-21, 2007	18	31	24	27	*=100
May 11-14, 2007	18	30	23	28	1=100
May 4-7, 2007	23	34	21	21	1=100
April 27-30, 2007	14	30	29	26	1=100
April 20-23, 2007	18	28	27	27	*=100
April 12-16, 2007	18	28	27	27	*=100
April 5-9, 2007	25	30	26	19	*=100
March 30-April 2, 2007	20	29	27	23	1=100
March 23-26, 2007	20	32	22	26	*=100
March 16-19, 2007	15	28	29	27	1=100
March 9-12, 2007	24	30	23	23	*=100
March 2-5, 2007	19	31	26	23	1=100
February 23-26, 2007	22	33	24	21	*=100
February 16-19, 2007	18	32	22	27	1=100
February 9-12, 2007	24	30	24	21	1=100
February 2-5, 2007	24	36	22	18	*=100
January 26-29, 2007	24	33	23	20	*=100
January 19-22, 2007 <sup>4</sup>	24	27	22	26	1=100
<b>2004 Presidential Election</b>					
November, 2004 (RVs)	52	36	8	4	*=100
Mid-October, 2004	46	30	12	11	1=100
August, 2004	32	38	16	14	*=100
July, 2004	29	37	18	15	1=100
April, 2004	31	33	19	16	1=100
Mid-March, 2004	35	34	18	13	*=100
Late February, 2004	24	40	23	12	1=100
Early February, 2004 <sup>5</sup>	29	37	20	13	1=100
Mid-January, 2004	16	30	27	26	1=100
Early January, 2004	14	32	30	23	1=100
December, 2003	16	26	27	30	1=100
November, 2003	11	26	34	28	1=100
October, 2003	12	27	28	32	1=100
September, 2003	17	25	30	27	1=100

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

<sup>5</sup> From May 2003 to Early February 2004 and in March 1992, the story was listed as "The race for the Democratic nomination." In January 2003, the story was listed as "Recent announcements by prominent Democrats about plans to run for president in 2004." In September 2000, Early September and July 1996, and May 1992, the question asked about "the presidential election campaign." In January, March and April 1996, the story was listed as "News about the Republican presidential candidates." In August 1992, the story was listed as "News about the presidential election." In July 1992, the story was listed as "News about the presidential campaign." In January 1992, the story was listed as "News about the Democratic candidates for the presidential nomination." In 1988, the story was introduced as being from "this past year" and was listed as "News about the presidential campaign in 1988."

**Q.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>
Mid-August, 2003	12	27	27	33	1=100
May, 2003	8	19	31	41	1=100
January, 2003	14	28	29	28	1=100
<b>2000 Presidential Election</b>					
Early November, 2000 (RVs)	39	44	12	5	*=100
Mid-October, 2000 (RVs)	40	37	15	8	*=100
Early October, 2000 (RVs)	42	36	15	6	1=100
September, 2000	22	42	21	15	*=100
July, 2000	21	38	20	20	1=100
June, 2000	23	32	23	21	1=100
May, 2000	18	33	26	23	*=100
April, 2000	18	39	22	20	1=100
March, 2000	26	41	19	13	1=100
February, 2000	26	36	21	17	*=100
January, 2000	19	34	28	18	1=100
December, 1999	16	36	24	23	1=100
October, 1999	17	32	28	22	1=100
September, 1999	15	31	33	20	1=100
July, 1999	15	38	24	22	1=100
June, 1999	11	25	29	34	1=100
<b>1996 Presidential Election</b>					
November, 1996 (RVs)	34	45	15	6	*=100
October, 1996	31	39	18	12	*=100
Early September, 1996	24	36	23	17	*=100
July, 1996	22	40	23	14	1=100
March, 1996	26	41	20	13	*=100
January, 1996	10	34	31	24	1=100
September, 1995	12	36	30	22	*=100
August, 1995	13	34	28	25	*=100
June, 1995	11	31	31	26	1=100
<b>1992 Presidential Election</b>					
October, 1992 (RVs)	55	36	7	2	0=100
September, 1992 (RVs)	47	36	11	6	*=100
August, 1992 (RVs)	36	51	11	2	0=100
July, 1992	20	45	26	9	*=100
May, 1992	32	44	16	8	*=100
March, 1992	35	40	16	9	*=100
January, 1992	11	25	36	27	1=100
December, 1991	10	28	32	30	*=100
October, 1991	12	26	31	29	2=100
<b>1988 Presidential Election</b>					
October, 1988 (RVs)	43	44	11	2	*=100
August, 1988 (RVs)	39	45	13	3	*=100
May, 1988	22	46	23	6	3=100
November, 1987	15	28	35	21	1=100
September, 1987	14	34	37	14	1=100

Q.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.]

- 25 News about candidates for the 2008 presidential election
- 20 The earthquake in China
- 18 Violent storms and tornadoes in the Midwest
- 9 Reports about problems in the U.S. housing market
- The release of a book by former White House Press Secretary Scott McClellan criticizing
- 6 the Bush Administration
- 3 The NASA spacecraft Phoenix landing on Mars
- 8 Some other story (SPECIFY)
- 11 Don't know/Refused
- 100

On another subject...

Q.5 Thinking about the presidential primaries so far, generally do you think they have been a good way of determining who the best qualified nominees are or not?

		<i>Gallup</i>						<i>Newsweek</i>			
		Feb 8-11, 2008	Feb 2004	March 2000	March 1996	March 1992	Jan 1992	June 1988	May 1988	Jan 1988	March 1980
35	Yes	43	40	41	35	31	51	48	56	61	40
60	No	52	46	50	58	59	41	37	31	23	48
<u>5</u>	DK/Refused	<u>5</u>	<u>14</u>	<u>9</u>	<u>7</u>	<u>10</u>	<u>8</u>	<u>15</u>	<u>13</u>	<u>16</u>	<u>12</u>
100		100	100	100	100	100	100	100	100	100	100

Q.6 All in all, how would you rate the job the press has done in covering the presidential campaign so far: excellent, good, only fair, or poor?

	<u>Only</u>				
	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>DK/Refused</u>
<b>May 30-June 2, 2008</b>	<b>9</b>	<b>34</b>	<b>34</b>	<b>20</b>	<b>3=100</b>
<b>February 8-11, 2008</b>	<b>11</b>	<b>44</b>	<b>27</b>	<b>17</b>	<b>1=100</b>
<b>Sept. 28-Oct. 1, 2007</b>	<b>6</b>	<b>35</b>	<b>32</b>	<b>21</b>	<b>6=100</b>
<b>2004 Election</b>					
June, 2004	10	37	34	15	4=100
Early February, 2004	11	43	30	12	4=100
<b>2000 Election</b>					
June, 2000	7	41	38	10	4=100
March, 2000	10	46	32	9	3=100
February, 2000	13	50	25	7	5=100
<b>1996 Election</b>					
September, 1996	13	44	29	11	3=100
July, 1996	7	35	42	14	2=100
February, 1996	16	45	25	10	4=100
<b>1992 Election</b>					
September, 1992	12	45	27	11	5=100
May, 1992	10	44	33	10	3=100
March, 1992	12	51	28	6	3=100
February, 1992	11	45	32	7	5=100

Still thinking about the way the press has covered the presidential campaign...

Q.7 Would you say the press has done an excellent, good, only fair or poor job of covering each of the following? [ROTATE ITEMS]

	<u>Excellent</u>	<u>Good</u>	<u>Only fair</u>	<u>Poor</u>	<u>DK/Refused</u>
a. The candidates' personal backgrounds and experiences	8	31	33	24	4=100
b. How the nominees are chosen	7	31	36	21	5=100
c. The candidates' campaign strategies	7	32	39	18	4=100
d. The candidates' positions on issues	7	30	33	26	4=100
e. Which candidate is leading in the latest polls	18	41	24	11	6=100
f. The candidate debates	11	37	29	16	7=100

Q.8 How much influence do you think news organizations have on which candidates become the presidential nominees: too much, too little or about the right amount?

	<u>Too much</u>	<u>Too little</u>	<u>Right amount</u>	<u>DK/Refused</u>
<b>May 30-June 2, 2008</b>	<b>66</b>	<b>4</b>	<b>28</b>	<b>2=100</b>
<b>February 8-11, 2008</b>	<b>54</b>	<b>4</b>	<b>39</b>	<b>3=100</b>
February, 2004	63	5	28	4=100
September, 1999	64	4	30	2=100
October, 1996 (Registered voters)	67	4	25	4=100
September, 1996 (Registered voters)	64	4	30	2=100
September 1992 (Registered voters)	54	4	37	5=100
February, 1992	58	5	33	4=100
January, 1992 <sup>6</sup>	53	4	40	3=100
October, 1988 (Registered voters)	58	3	36	3=100
August, 1988 (Registered voters)	54	1	41	4=100
May 1988	47	4	41	8=100
January, 1988	51	4	37	8=100
November, 1987	59	5	31	5=100

Q.9 In the way they have been covering the Democratic presidential primaries so far, do you think that news organizations are biased in favor of [Hillary Clinton], biased in favor of [Barack Obama], or don't you think news organizations have shown any bias one way or the other? [ROTATE BRACKETED ITEMS]

8	Biased in favor of Hillary Clinton
37	Biased in favor of Barack Obama
40	No bias
7	Other biases (VOL.)
8	Don't know/Refused (VOL.)
100	

<sup>6</sup> In January 1988, May 1988 and January 1992, the question was asked: "How much influence do you feel news organizations have on which candidates become presidential nominees?" In November 1987, the question was asked: "How much influence do you feel news organizations have on which candidates become their parties' presidential nominees?" Registered voter trends from 1996, 1992 and 1988 were asked: "... which candidate becomes the president?"



Q.10 How do you get most of your news about the presidential campaign? From television, from newspapers, from radio, from magazines, or from the internet? [ACCEPT TWO ANSWERS: IF ONLY ONE RESPONSE IS GIVEN, PROBE FOR ONE ADDITIONAL RESPONSE]

NOTE: Totals may exceed 100% because of multiple responses.

	<u>Tele- vision</u>	<u>News- papers</u>	<u>Radio</u>	<u>Maga- zines</u>	<u>Inter- net</u>	<u>Other</u>	<u>DK/Ref</u>
<b>May 30-June 2, 2008</b>	<b>70</b>	<b>29</b>	<b>15</b>	<b>2</b>	<b>29</b>	<b>2</b>	<b>1</b>
<b>March 20-24, 2008</b>	<b>72</b>	<b>25</b>	<b>12</b>	<b>3</b>	<b>26</b>	<b>1</b>	<b>1</b>
Late December, 2007	71	30	13	4	26	3	2
November, 2006 <sup>7</sup>	69	34	17	2	15	6	3
November, 2004	78	39	17	3	18	4	2
Mid-October, 2004	76	28	15	2	10	3	2
Early September, 2004	80	41	18	3	17	3	1
Early January, 2004	79	39	15	2	13	2	2
November, 2002	66	33	13	1	7	7	2
November, 2000 (RVs)	70	39	15	4	11	1	*
June, 2000	65	27	11	2	5	2	2
February, 2000	73	33	15	2	7	2	1
January, 2000	75	31	12	3	6	3	1
November, 1996 (RVs)	72	60	19	11	3	4	1
September, 1996	75	44	14	5	2	2	1
April, 1996	81	48	21	6	2	3	1
February, 1996	85	56	21	5	2	1	1
November, 1992 (RVs)	82	57	12	9	n/a	6	1
September, 1992	83	49	13	5	n/a	4	1
June, 1992	84	55	18	7	n/a	4	*
May, 1992	86	51	17	6	n/a	3	1
March, 1992	83	48	14	4	n/a	3	*
February, 1992	80	49	18	4	n/a	3	1

**IF '1' TELEVISION AS EITHER 1ST OR 2ND RESPONSE IN Q.10 ASK:**

Q.11 On television, do you get most of your campaign news from [READ AND RANDOMIZE. ACCEPT MULTIPLE ANSWERS BUT DO NOT PROBE FOR ADDITIONAL]

**BASED ON TOTAL:**

	March 20-24, <u>2008</u>
16 Local news programs	19
28 Network news like ABC, CBS and NBC	26
22 CNN Cable news	22
9 MSNBC Cable news	10
16 The Fox News Cable Channel	18
1 <b>(DO NOT READ)</b> Other	1
2 <b>(DO NOT READ)</b> Don't know/Refused	1

<sup>7</sup> November trends are from the Pew Internet & American Life Project.

Still thinking about the presidential campaign ...

Q.12 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. The Democratic National Committee meeting to decide on whether Florida and Michigan delegates can participate in the party convention this summer	36	41	22	1=100
b. Hillary Clinton mentioning Robert Kennedy's assassination during an interview	32	35	33	*=100
c. A Catholic priest criticizing Hillary Clinton while preaching at Barack Obama's church in Chicago	35	32	33	*=100

Next I would like to ask about some things that have been in the news. Not everyone will have heard about them...

Q.13 Do you happen to know which presidential candidate **[INSERT ITEM]**? **[DO NOT READ LIST. ROTATE ITEMS] [IF RESPONDENT SAYS YES BUT DOES NOT PROVIDE NAME, ASK: Who was it?]**

a. Claimed to have come under sniper fire while visiting Bosnia

57 Hillary Clinton {*Correct answer*}  
43 Names other candidate/Don't know/Refused  
 100

b. Disavowed his former pastor for controversial statements

77 Barack Obama {*Correct answer*}  
23 Names other candidate/Don't know/Refused  
 100

c. Faced allegations of an improper relationship with a female lobbyist

42 John McCain {*Correct answer*}  
58 Names other candidate/Don't know/Refused  
 100