

PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
MAY 24-27, 2007 NEWS INTEREST INDEX OMNIBUS SURVEY
FINAL TOPLINE
N=1,011

ROTATE Q.3 AND Q.4

Q.3 Would you say the press has been too easy, too tough, or fair in the way it has covered the Republican candidates for the 2008 presidential election?

20 Too easy
 15 Too tough
 48 Fair
 17 Don't know/Refused (VOL.)
 100

Q.4 Would you say the press has been too easy, too tough, or fair in the way it has covered the Democratic candidates for the 2008 presidential election?

25 Too easy
 9 Too tough
 50 Fair
 16 Don't know/Refused (VOL.)
 100

Q.5 Still thinking about the 2008 presidential campaign, would you like to see MORE coverage or LESS coverage of [INSERT ITEM; ROTATE]? How about, [INSERT ITEM; ROTATE] - would you like to see MORE coverage of this or LESS coverage of this?

		<u>More coverage</u>	<u>Less coverage</u>	<u>(VOL) Same amount</u>	<u>DK/Refused</u>
a.	The candidates' personal backgrounds and experiences	54	39	4	3=100
	June, 2000 ¹	42	50	4	4=100
	October, 1991	46	41	8	5=100
b.	The candidates' positions on issues	76	19	3	2=100
	June, 2000 ²	85	9	3	3=100
	October, 1991	80	11	5	4=100
c.	Which candidate is leading in the latest polls	42	46	6	6=100
	June, 2000	44	42	6	8=100
d.	The candidates who are not frontrunners	54	39	4	3=100
e.	The candidates' fundraising efforts	36	57	3	4=100
f.	The candidate debates	57	36	5	2=100
	June, 2000 ³	64	28	5	3=100
	October, 1991	58	28	9	5=100

¹ In June, 2000 and October, 1991 the question asked about: "The candidates discussing their personal backgrounds and experiences."
² In June, 2000 and October, 1991 the question asked about: "The candidates discussing their position on issues."
³ In June, 2000 and October, 1991 the question asked about: "The candidates debating each other."