

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
April 18-21, 2008	18	15	61	6=100

Q.2 CONTINUED...	More <u>favorable</u>	Less <u>favorable</u>	Opinion has <u>not changed</u>	Don't <u>know</u>
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
TREND FOR COMPARISON:					
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
TREND FOR COMPARISON:¹					
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
TREND FOR COMPARISON:					
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
e. Reports about problems in the U.S housing market	26	32	21	21	0=100
TREND FOR COMPARISON:²					
March 7-10, 2008: <i>Record foreclosures</i>	28	33	19	20	*=100

¹ In January, 2004 the story was listed as “The successful landing of a NASA spacecraft 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.”

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

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>
f. News about candidates for the 2008 presidential election	30	35	21	14	*=100
May 22-25, 2008	32	37	20	11	*=100
May 16-19, 2008	33	37	19	10	1=100
May 9-12, 2008	35	36	18	11	*=100
May 2-5, 2008	27	35	23	14	1=100
April 25-28, 2008	34	37	18	11	*=100
April 18-21, 2008	29	41	19	10	1=100
April 11-14, 2008	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, 2008 ³	32	31	19	17	1=100
January 4-7, 2008	33	36	19	11	1=100
December 14-17, 2007	25	34	22	19	*=100
December 7-10, 2007	24	35	22	19	*=100
November 30 – December 3, 2007	23	35	23	19	*=100
November 23-26, 2007	20	33	26	20	1=100
November 16-19, 2007	26	33	21	19	1=100
November 9-12, 2007	21	33	25	21	*=100
November 2-5, 2007	27	30	21	21	1=100
October 26-29, 2007	21	34	26	19	*=100
October 19-22, 2007	23	32	22	23	*=100
October 12-15, 2007	13	31	26	30	*=100
October 5-8, 2007	22	30	24	24	*=100
September 28 – October 1, 2007	21	34	25	20	*=100
September 21-24, 2007	24	31	22	23	*=100
September 14-17, 2007	22	31	24	23	*=100
September 7-10, 2007	18	34	26	22	*=100
August 30-September 2, 2007	19	35	21	25	*=100
August 24-27, 2007	22	28	24	26	*=100
August 17-20, 2007	19	27	24	30	*=100
August 10-13, 2007	23	32	21	24	*=100
August 3-6, 2007	19	31	25	25	*=100
July 27-30, 2007	19	32	22	26	1=100
July 20-23, 2007	16	26	30	27	1=100
July 13-16, 2007	17	29	27	27	*=100
July 6-9, 2007	24	29	24	22	1=100
June 29-July 2, 2007	20	32	25	23	*=100
June 22-25, 2007	18	31	21	30	*=100
June 15-18, 2007	17	32	26	25	*=100
June 8-11, 2007	19	30	24	26	1=100

³ 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>
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, 2007⁴	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 ⁵	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
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

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

⁵ 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>
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.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
 - 6 The release of a book by former White House Press Secretary Scott McClellan criticizing 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, <u>2008</u>	Feb <u>2004</u>	March <u>2000</u>	March <u>1996</u>	March <u>1992</u>	Jan <u>1992</u>	June <u>1988</u>	May <u>1988</u>	Jan <u>1988</u>	March <u>1980</u>
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>Excellent</u>	<u>Good</u>	<u>Only Fair</u>	<u>Poor</u>	<u>DK/Refused</u>
May 30-June 2, 2008	9	34	34	20	3=100
February 8-11, 2008	11	44	27	17	1=100
Sept. 28-Oct. 1, 2007	6	35	32	21	6=100
2004 Election					
June, 2004	10	37	34	15	4=100
Early February, 2004	11	43	30	12	4=100
2000 Election					
June, 2000	7	41	38	10	4=100
March, 2000	10	46	32	9	3=100
February, 2000	13	50	25	7	5=100
1996 Election					
September, 1996	13	44	29	11	3=100
July, 1996	7	35	42	14	2=100
February, 1996	16	45	25	10	4=100
1992 Election					
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

Q.7 CONTINUED...

	<u>Excellent</u>	<u>Good</u>	<u>Only fair</u>	<u>Poor</u>	<u>DK/Refused</u>
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>
May 30-June 2, 2008	66	4	28	2=100
February 8-11, 2008	54	4	39	3=100
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 ⁶	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.)
<u>8</u>	Don't know/Refused (VOL.)
100	

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>Television</u>	<u>News-papers</u>	<u>Radio</u>	<u>Maga-zines</u>	<u>Inter-net</u>	<u>Other</u>	<u>DK/Ref</u>
May 30-June 2, 2008	70	29	15	2	29	2	1
March 20-24, 2008	72	25	12	3	26	1	1
Late December, 2007	71	30	13	4	26	3	2
November, 2006 ⁷	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

⁶ 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?"

⁷ November trends are from the Pew Internet & American Life Project.

Q.10 CONTINUED...

	<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>
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 (DO NOT READ) Other	1
2 (DO NOT READ) Don't know/Refused	1

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