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FOR FURTHER INFORMATION:
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Do Political Endorsements Matter?
THE OPRAH FACTOR AND CAMPAIGN 2008

Hillary Clinton continues to lead Barack Obama by a wide margin in the race for the Democratic presidential nomination. But Obama has something Clinton doesn't have – the support of Oprah Winfrey. Winfrey endorsed Obama in May of this year and recently held a fundraiser for him at her Malibu, Calif. home. While political endorsements generally have little impact on voter preferences, there is no telling whether Winfrey can do for Obama what she has done for the countless books and products she's endorsed over the years.

When compared with several other celebrities and public figures, Winfrey is more influential than most, ranking on a par with Bill Gates and slightly behind Alan Greenspan. But most Americans say endorsements by celebrities and other well-known figures, including Oprah, would not affect their voting decisions: Nearly seven-in-ten Americans (69%) say that if they heard Winfrey was supporting a presidential candidate it would not influence their vote. And among those who do see an impact, the net expected effects are so mixed as to cancel each other out. Among the 30% who say they would be influenced by a Winfrey endorsement, 15% say they would be more likely to vote for the candidate and 15% say they would be less likely to do so.

While most Americans say Winfrey's endorsement of a generic candidate would not influence their own vote, 60% believe her support for Obama will help his candidacy. Only 3% think her support will hurt Obama's candidacy, and 31% say it won't make any difference. Nearly two-thirds of Americans have heard about Winfrey's decision to support Obama – 16% have heard a lot, 46% have heard a little.

Oprah's Endorsement of Obama	
<i>How much have you heard about it?</i>	<u>%</u>
A lot	16
A little	46
Nothing at all	38
Don't know	*
	<u>100</u>
<i>Impact on your vote?</i>	
More likely to support	15
Less likely to support	15
No effect on vote	69
Don't know	<u>1</u>
	<u>100</u>
<i>Oprah's support will...</i>	
Help Obama's candidacy	60
Hurt Obama's candidacy	3
Not make any difference	31
Don't know	<u>6</u>
	<u>100</u>

The most recent installment of the weekly *News Interest Index* tested the potential impact of 14 individuals and institutions, including Winfrey, on voter preferences in the coming presidential election. State governors are the most influential – 37% say their governor’s endorsement might affect their vote. But the impact of their endorsement is decidedly mixed. While 19% say they would be more likely to vote for a candidate their governor endorsed, almost exactly as many (18%) said this endorsement would make them less likely to support the candidate.

Former Federal Reserve Chairman Alan Greenspan is one of only two individuals tested in the poll who had a net positive impact on potential voters. While 65% of the public said an endorsement from Greenspan wouldn’t affect their voting choice, 18% said it would make them more likely to support a candidate (14% said less likely). Republicans are more likely than Democrats to see a Greenspan endorsement as a plus.

<i>Endorsement by...</i>	<i>Impact on Vote</i>			
	<u>More likely</u>	<u>Less likely</u>	<u>No diff.</u>	<u>Don't know</u>
	%	%	%	%
The governor of your state	19	18	61	2=100
Bill O'Reilly	11	21	64	4=100
Alan Greenspan	18	14	65	3=100
Your minister, priest, rabbi	18	12	67	3=100
Your local newspaper	14	14	69	3=100
Oprah Winfrey	15	15	69	1=100
Bill Gates	13	14	71	2=100
Jon Stewart	10	15	71	4=100
Donald Trump	5	20	73	2=100
Angelina Jolie	6	18	74	2=100
Kanye West	4	15	75	6=100
Toby Keith	3	14	75	8=100
Jay Leno	6	16	76	2=100
Tiger Woods	6	13	79	2=100

Religious leaders have a positive impact on voters as well: 18% say an endorsement from their minister, priest or rabbi would make them more likely to vote for a candidate (12% say less likely). Clergy influence is especially potent among Republicans. Fully 27% say they would be positively influenced by a clergy endorsement. This compares with only 17% of Democrats.

A local newspaper’s endorsement of a candidate would have a mixed impact on the public – 14% would be influenced positively, 14% negatively. Microsoft chairman Bill Gates has a similarly mixed impact: 13% of the public say a Gates endorsement would make them more likely to support a candidate, 14% say it would have the opposite effect.

Endorsements from the remaining individuals in the poll, all celebrities of one kind or another, would have a net negative though limited impact on the public. Bill O’Reilly, host of *The O’Reilly Factor* on Fox News, elicited the strongest reaction. Nearly a third of the public said an endorsement from O’Reilly would influence their vote choice – 21% said it would have a negative impact, 11% said positive. Not surprisingly, the responses were divided along partisan

lines: 26% of Republicans said if O'Reilly supported a candidate, they would be more likely to vote for that candidate. This compares with only 5% of Democrats.

An endorsement from Daily Show host Jon Stewart, while having a limited impact on the general public, would influence a significant number of young people. Among those under age 30, 23% say if Stewart endorsed a candidate they would be more likely to vote for that candidate. This compares with only 6% among those ages 30 and older.

Oprah's Audience

In spite of the continued growth of her media empire, the potential impact of an endorsement from Oprah Winfrey remains about where it was eight years ago. In January 2000, 14% of the public said Winfrey's support for a presidential candidate would influence them positively, 11% said it would influence them negatively, and 72% said it would have no impact on their vote choice.

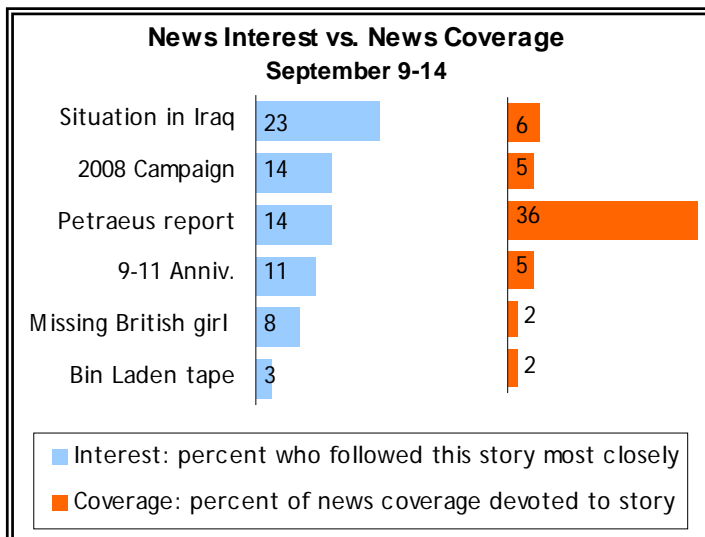
Today blacks and young people are the most likely to be influenced by Winfrey's opinion. Fully 28% of blacks say an endorsement from Winfrey would make them more likely to support a candidate, 16% say less likely and 55% say it would make no difference. Among whites, 12% would be influenced positively by Winfrey, 16% negatively and 71% wouldn't be influenced at all. Among young people, nearly half say if Winfrey were supporting a candidate it would affect their vote choice. However, they are split about evenly in terms of whether they would follow Winfrey's lead (26%) or reject her chosen candidate (23%). Women would see a Winfrey endorsement as a net positive, while men would view it as a negative, though the differences are not dramatic.

<i>Endorsement by Oprah...</i>	<i>Impact on Vote</i>			
	<u>More likely</u> %	<u>Less likely</u> %	<u>No diff.</u> %	<u>Don't know</u> %
<i>Sex</i>				
Women	17	12	69	2=100
Men	13	19	67	1=100
<i>Race</i>				
White	12	16	71	1=100
Black	28	16	55	1=100
<i>Age</i>				
18-29	26	23	50	1=100
30-49	15	11	72	2=100
50-64	12	13	73	2=100
65+	8	20	71	1=100
<i>Party ID</i>				
Republican	10	22	68	*=100
Democrat	23	13	64	*=100
Independent	12	15	72	1=100

An endorsement by Winfrey would have a positive impact on many Democrats: 23% say they would be more likely to vote for Winfrey's chosen candidate (13% say less likely). Even so, 64% say Winfrey's support would have no impact on their vote.

Iraq Tops News Interest and Coverage

General David Petraeus's long-awaited progress report on the war in Iraq made the Iraq policy debate last week's most heavily covered news story – 36% of all national news coverage was devoted to this story. The public focused intently on Iraq as well. The situation on the ground in Iraq was the most closely followed news story of the week. Roughly three-in-ten Americans (31%) followed Iraq news very closely and 23% listed this as the single news story they followed



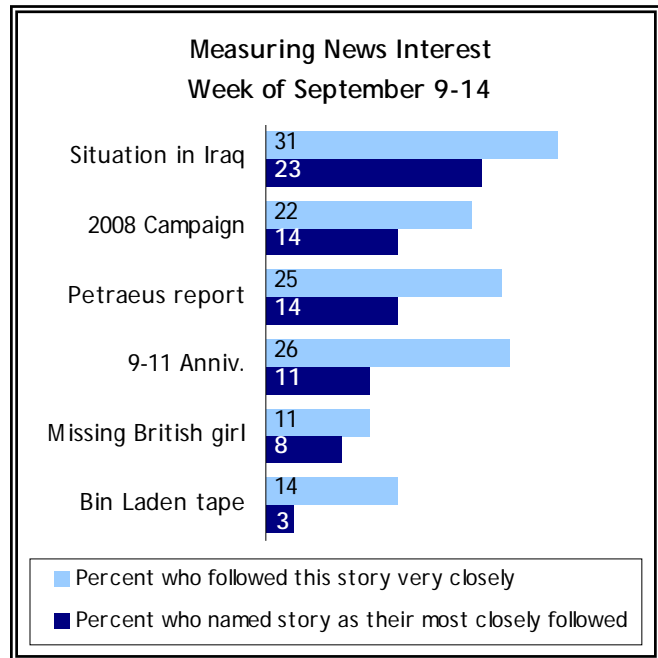
more closely than any other. One-in-four paid very close attention to Petraeus's report and 14% said this was their top story of the week. Republicans and Democrats followed the Petraeus story in nearly equal proportions. Independents paid somewhat less attention.

While public interest in Petraeus's testimony was relatively high, it was far less than the attention given to President Bush's initial announcement about the surge strategy in January of this year. Fully 40% of Americans followed that story very closely. The national media devoted slightly more time to the Iraq policy debate this past week than they had during the week of Bush's surge announcement (36% vs. 34% the week of January 7-12).

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 September 9-14 and survey data measuring public interest in the top news stories of the week was collected September 14-17 from a nationally representative sample of 1,032 adults.

Interest in the presidential campaign remained steady in spite of a slight falloff in coverage. Roughly one-in-five Americans (22%) followed campaign news very closely and 14% listed this as their most closely followed story. Coverage of the campaign comprised 5% of the overall newshole.

As has been the case every year since 2001, the anniversary of the Sept. 11 terrorist attacks was a major news story. The national media devoted 5% of their overall coverage to 9-11 commemorations. Roughly a quarter of the public (26%) followed the coverage very closely and 11% said this was the story they followed most closely last week. Interest in the anniversary was comparable to what it had been on the fifth anniversary in 2006 (27% very closely) but far below interest in the first anniversary in 2002 (39%).



The release of the latest messages from Osama Bin Laden – first a video tape released a few days before Sept. 11 and then an audio message on the anniversary – generated relatively little public interest. Only 14% of the public paid very close attention to the messages and 3% said this was the story they followed most closely last week. The media devoted 2% of its overall coverage to this story.

The case of the missing four-year-old British girl who disappeared from a resort in Portugal attracted a small news audience last week. Only 11% of the public followed this story very closely, even as the little girl’s parents came under suspicion, while 8% said this was the news story they followed most closely.

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 six projects that make up the Pew Research Center, a nonpartisan "fact tank" that provides information on the issues, attitudes and trends shaping America and the world.

The Center's purpose is to serve as a forum for ideas on the media and public policy through public opinion research. In this role it serves as an important information resource for political leaders, journalists, scholars, and public interest organizations. All of our current survey results are made available free of charge.

All of the Center's research and reports are collaborative products based on the input and analysis of the entire Center staff consisting of:

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PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
SEPTEMBER 14-17, 2007 NEWS INTEREST INDEX OMNIBUS SURVEY
FINAL TOPLINE
N=1,032

Q.1 As I read a list of some stories covered by news organizations this past week, 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. News about the current situation and events in Iraq	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, 2007¹	31	38	18	12	1=100
March 16-19, 2007	34	34	17	15	*=100
March 9-12, 2007	34	37	16	13	*=100
March 2-5, 2007	37	37	16	9	1=100
February 23-26, 2007	36	36	15	13	*=100
February 16-19, 2007	30	36	19	14	1=100
February 9-12, 2007	37	34	18	11	*=100
February 2-5, 2007	38	38	17	7	*=100
January 26-29, 2007	36	38	15	11	*=100
January 19-22, 2007	37	34	18	10	1=100
January 12-15, 2007	38	36	17	8	1=100
January, 2007	46	40	8	5	1=100
January 5-8, 2007	40	32	16	12	0=100
December, 2006	42	39	12	7	*=100
November 30-December 3, 2006	40	36	13	11	*=100
Mid-November, 2006	44	38	12	6	*=100

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

Q.1 CONTINUED...

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

b. General David Petraeus's report to Congress about how things are going in Iraq	25	27	20	27	1=100
September 7-10, 2007⁵	25	27	22	26	*=100

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

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."

Q.1 CONTINUED...

	Very <u>Closely</u>	Fairly <u>Closely</u>	Not too <u>Closely</u>	Not at all <u>Closely</u>	DK/ <u>Refused</u>
August 30-September 2, 2007	22	27	20	31	*=100
August 24-27, 2007	25	30	19	25	1=100
August 3-6, 2007	21	33	20	26	*=100
July 27-30, 2007	24	28	20	27	1=100
July 20-23, 2007	23	24	24	28	1=100
July 13-16, 2007	20	30	20	30	*=100
July 6-9, 2007	27	26	23	24	*=100
June 1-4, 2007	20	27	24	27	2=100
May 24-27, 2007	30	32	20	18	*=100
May 18-21, 2007	24	32	19	24	1=100
May 11-14, 2007	25	26	19	29	1=100
May 4-7, 2007	30	31	19	20	*=100
April 27-30, 2007	18	31	21	29	1=100
April 20-23, 2007	22	29	24	25	*=100
April 12-16, 2007	25	29	22	23	1=100
April 5-9, 2007	31	28	20	21	*=100
March 30-April 2, 2007	26	29	21	23	1=100
TREND FOR COMPARISON:					
January 12-15, 2007: President Bush's proposal to increase the number of U.S. troops in Iraq	40	33	13	13	1=100
c. Reports about a British girl who disappeared while on vacation in Portugal	11	22	29	37	1=100
d. The sixth anniversary of the September 11 th terrorist attacks	26	33	23	18	*=100
September 2006 <i>Fifth Anniversary</i> ⁶	27	35	25	12	1=100
September 2002 <i>First Anniversary</i>	39	35	18	7	1=100
e. The release of a taped message from Osama Bin Laden	14	24	28	33	1=100
f. News about candidates for the 2008 presidential election	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

⁵ From March 30-April 2, 2007 to September 7-10, 2007, the story was listed as "The debate in Washington over U.S. policy in Iraq."

⁶ In September 2006, the story was listed as "The upcoming fifth anniversary of the September 11th terrorist attacks." In September 2002, the story was listed as "Coverage of the upcoming anniversary of the September 11th terrorist attacks."

Q.1 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, 2007⁷	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 ⁸	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

⁷ January 19-22, 2007 asked about "Recent announcements by prominent Democrats about plans to run for president in 2008."

⁸ 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.1 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, 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
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.2 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]**

- 23 News about the current situation and events in Iraq
- 14 News about candidates for the 2008 presidential election
- 14 General David Petraeus's report to Congress about how things are going in Iraq
- 11 The sixth anniversary of the September 11th terrorist attacks
- 8 Reports about a British girl who disappeared while on vacation in Portugal
- 3 The release of a taped message from Osama Bin Laden
- 13 Some other story (SPECIFY)
- 14 Don't know/Refused

100

Now thinking about the 2008 presidential election...

Q.3 I'm going to name some people and organizations. If you heard that one of them was supporting a presidential candidate would you be more likely to vote for that candidate, less likely to vote for that candidate or wouldn't it make any difference?

	More likely to vote	Less likely to vote	Wouldn't make a difference	DK/ Refused
a. Your local newspaper	14	14	69	3=100
January, 2004	7	7	83	3=100
January, 2000	11	10	76	3=100
b. Your minister, priest or rabbi	18	12	67	3=100
January, 2004	13	4	80	3=100
January, 2000	18	7	70	5=100
c. Jay Leno	6	16	76	2=100
January, 2004	3	10	84	3=100
d. Oprah Winfrey	15	15	69	1=100
January, 2000	14	11	72	3=100
e. Tiger Woods	6	13	79	2=100
f. Bill O'Reilly	11	21	64	4=100
g. Angelina Jolie	6	18	74	2=100
h. Alan Greenspan	18	14	65	3=100
i. The governor of your state	19	18	61	2=100
j. Toby Keith	3	14	75	8=100
k. Kanye West	4	15	75	6=100
l. Bill Gates	13	14	71	2=100
January, 2000	11	9	76	4=100
m. Jon Stewart	10	15	71	4=100
n. Donald Trump	5	20	73	2=100

Q.4 How much, if anything, have you heard about Oprah Winfrey's decision to support Barack Obama for president? Have you heard a lot, a little, or nothing at all?

16	A lot
46	A little
38	Nothing at all
*	No answer/Don't know (VOL.)
100	

Q.5 Do you think Oprah's support for Barack Obama will help his candidacy, hurt his candidacy or won't it make any difference?

60	Will help his candidacy
3	Will hurt his candidacy
31	Won't make any difference
<u>6</u>	Don't know/Refused (VOL.)
100	