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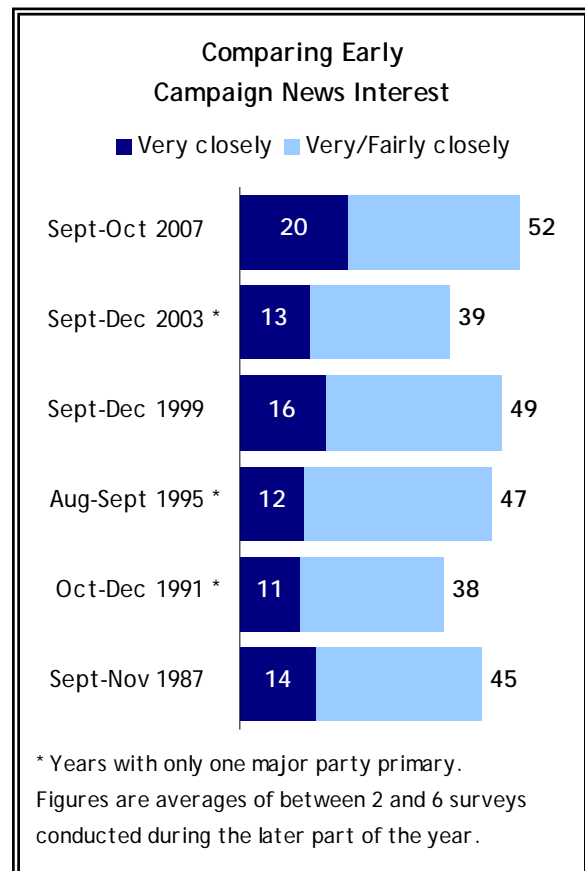
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Democratic Candidates Better Known, Even Among Republicans **MODEST INTEREST IN 2008 CAMPAIGN NEWS**

The 2008 presidential campaign began much earlier than usual, but public interest in the campaign is at most only modestly higher than in previous campaigns. While Democrats are following the campaign more closely than at the same stage in previous primary contests, Republicans are no more engaged than in the past, resulting in a sizable partisan gap in campaign interest.

The Republicans' disengagement, if not disillusionment, with the campaign is borne out by the fact that many more Republicans are able to recall unprompted the names of Democratic frontrunners Hillary Clinton and Barack Obama than can name Rudy Giuliani and other leading GOP candidates.

Public familiarity with the leading Democratic candidates is extraordinarily high compared with candidates in past campaigns. Clinton and Obama have become household names to substantial majorities of Americans. By contrast, the Republican candidates as a group are about as well known as previous GOP candidates, while Giuliani is less well known than past Republican frontrunners.



Overall, 81% can name a Democratic candidate unprompted, with 78% volunteering Clinton's name and 62% Obama's. By contrast, 59% could name any Republican candidate. Giuliani is the best known Republican candidate, with 45% of the public naming him.

Even among Republicans, Clinton and Obama are much more visible than Giuliani or any other GOP presidential candidate. When asked to name any Democratic presidential candidate, 79% of Republicans named Clinton and 60% mentioned Obama. Asked for the name of a GOP candidate, 57% of Republicans named Giuliani. No other Republican candidate was mentioned by even half of Republicans.

Notably, the current GOP candidates as a group are about as well known as past Republican candidates, among Republicans and the public generally. At a comparable point in the 2000 campaign, the last time there was a contest for the GOP nomination, 63% could name a Republican candidate, which is on par with the current measure (59%).

But the leading Democrats are far better known than their predecessors. At this point in the 2004 election cycle, just 41% of the public could name a Democratic candidate, compared with 81% currently. John Kerry and Howard Dean received the most mentions in the fall of 2003 (19% each); that compares with 78% for Clinton and 60% for Obama.

Pew's weekly *News Interest Index* finds that since the beginning of September, 20% of the public, on average, has followed campaign news very closely, while 52% have followed it very or fairly closely. Interest was nearly as great at this point in the 2000 campaign, the last time that both parties had competitive contests for presidential nominations (52% now vs. 49% then).

While campaign interest has fluctuated from week to week, overall interest in the fall (September to mid-October) is no higher than it was during the first three months of this year (52% very/fairly closely from January-March).

Clinton and Obama are Household Names Historically High Familiarity*		
	Able to name any candidate	Most cited names
<i>Democratic</i>		
<i>primary</i>	%	
Oct 2007	81	78% Clinton, 62% Obama
Sept 2003	41	19% Kerry, 19% Dean
Sept 1999	52	46% Gore, 16% Bradley
Oct 1991	27	10% Clinton, 8% Kerrey
<i>Republican</i>		
<i>primary</i>		
Oct 2007	59	45% Giuliani, 30% Romney
Sept 1999	63	54% Bush, 16% Eliz. Dole
Aug 1995	56	51% B. Dole, 18% Gramm

*Open-ended recall of candidate names. Based on general public. Respondents allowed to list as many names as they can recall.

As was the case earlier this year, fewer Republicans than Democrats say they are following news about the campaign. Since the beginning of September, 62% of Democrats, on average, have followed campaign news very or fairly closely; that compares with 52% of Republicans and 47% of independents.

	Fall <u>1987</u>	Fall <u>1991</u>	Fall <u>1995</u>	Fall <u>1999</u>	Fall <u>2003</u>	Fall <u>2007</u>
	%	%	%	%	%	%
Republicans	36	30	60	57	36	52
Democrats	55	53	41	51	51	62
Independents	39	33	44	42	39	47

Bold figures denote years when a Democratic or Republican primary was contested.

At this stage in the 2000 campaign, Republicans were somewhat more likely than Democrats to say they were following campaign news. Nearly six-in-ten Republicans (57%) and 51% of Democrats said they followed news about the candidates very or fairly closely. At that time, independents lagged well behind members of both parties in campaign news interest (42% very/fairly closely). Independents are more interested in the current campaign, and now are nearly as attentive as Republicans to news about the candidates (47% vs. 52%).

The news interest survey also finds that, with the first primary elections still at least a month away, the public continues to express campaign fatigue. Two-thirds (66%) describe the campaign as “too long,” up from 59% in April. A substantial though smaller majority (55%) describes the campaign as “dull” rather than interesting. The public’s overall evaluations of press coverage of the campaign are largely negative: 53% say the coverage has been only fair or poor while 41% rate the coverage as good or excellent.

Familiarity Gap

The Republican candidates as a group are about as visible as GOP candidates at comparable points during the 2000 and 1996 election cycles. Currently, 59% can name any Republican candidate. In September 1999, 63% of Americans could name a Republican candidate and four years earlier, 56% were able to do so. However, Giuliani is not as well known as George Bush was at this stage in 2000 and Bob Dole was in 1996; 45% currently are able to name Giuliani, compared with 54% who named Bush in September 1999, and 51% who named Dole in August 1995.

Can name one or more Dem. candidates	Total %	Rep %	Dem %	Ind %
Clinton	78	79	86	73
Obama	62	60	68	60
Edwards	28	29	31	27
Richardson	7	6	9	7
Kucinich	6	2	10	6
Biden	5	3	7	6
Dodd	2	1	4	2
Gravel	1	0	1	*

Can name one or more Rep. candidates	Total %	Rep %	Dem %	Ind %
Giuliani	45	57	40	45
Romney	30	37	24	33
Thompson	27	40	18	29
McCain	24	32	21	24
Huckabee	8	11	6	8
Paul	7	13	5	6
Brownback	4	8	3	2
Tancredo	2	4	1	2
Hunter	1	1	1	*

Notably, substantially more Republicans named Clinton as a Democratic candidate than named Giuliani, the frontrunner for the GOP nomination, as a Republican candidate. Fully 79% of Republicans mentioned Clinton when asked to name a Democratic candidate, while only 57% named Giuliani when asked for a Republican. Obama matched Giuliani in familiarity among Republicans (60%).

Other Republican candidates are far less familiar to Republicans than Giuliani. Fred Thompson was named as a candidate by 40% of Republicans, while Mitt Romney was named by 37%. Roughly a quarter of Republicans (27%) could not name a single GOP candidate.

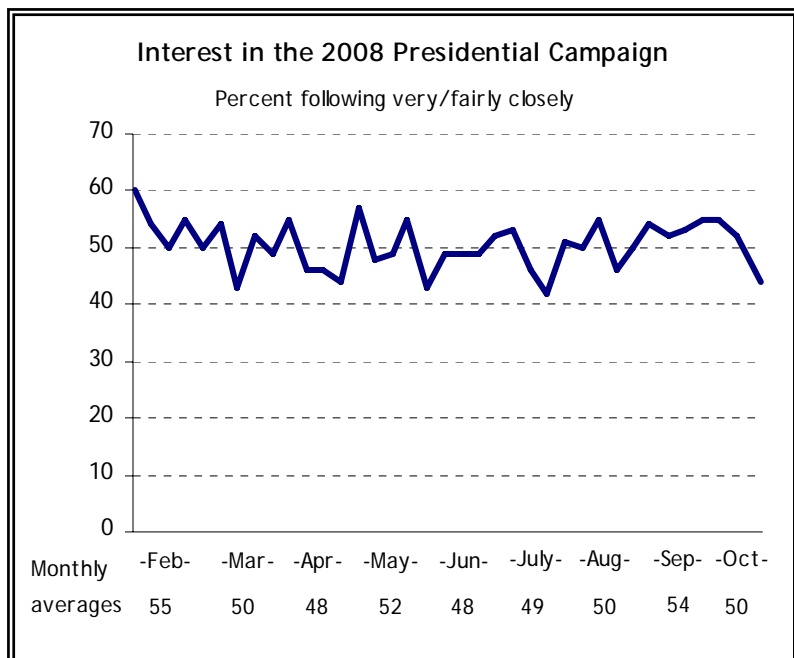
Among Democrats, Clinton is almost universally recognized; 86% of Democrats named Clinton as a Democratic candidate. About two-thirds (68%) named Obama, while 31% named Edwards. Just 10% of Democrats could not name any Democratic presidential candidate.

Independents are much more familiar with the Democratic field than with the Republican candidates. Fully 73% of independents named Clinton and 60% named Obama. While 45% of independents named Giuliani, the other leading GOP candidates were known by a third or less of this group. About four-in-ten independents (39%) could not name a GOP candidate. By contrast, 24% could not name a Democratic candidate.

Campaign Interest Flat

If anything, public interest in news about the presidential campaign has been a bit lower in the past few weeks than it was earlier this year.

In Pew's most recent weekly *News Interest Index*, conducted Oct. 12-15, just 13% said they were following the campaign very closely, while 31% said they were following it fairly closely. The combined very/fairly measure, at 43%, was among the lowest interest levels

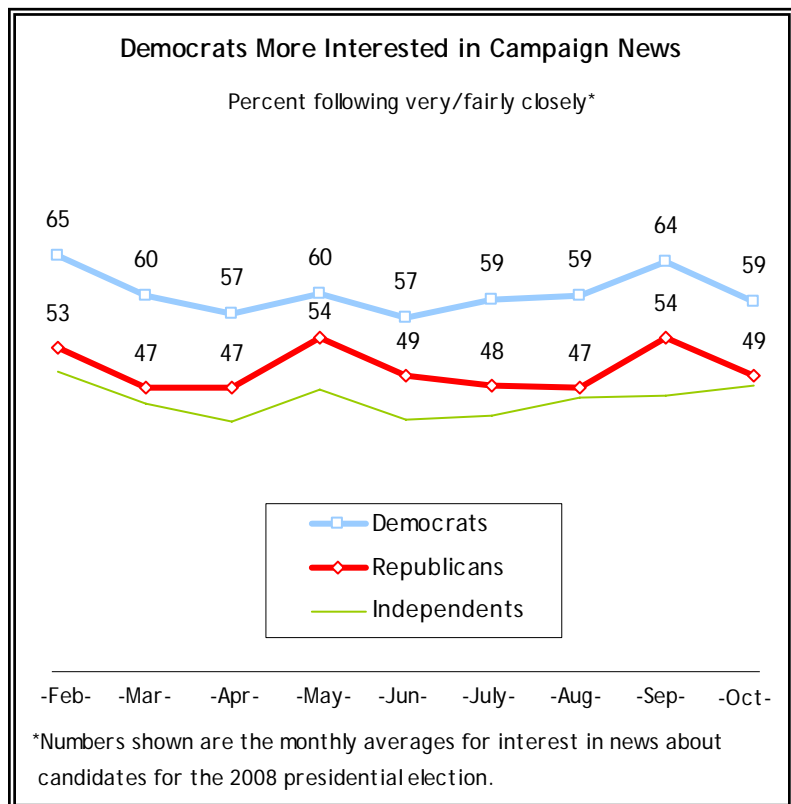


of the year. Notably, the campaign received more press coverage than any other story of the week, according to [The Project for Excellence in Journalism's News Coverage Index](#).

If previous patterns of campaign interest hold, public attentiveness is likely to increase once primaries are conducted. In 2004, for example, the proportion following the election very or fairly closely rose from 42% in December 2003 to 69% by March 2004. In other recent elections, there also has been a sharp rise in public interest during the primary season.

Democrats have consistently expressed more interest in news about the campaign than have either Republicans or independents. In October weekly news interest surveys, 59% of Democrats said they were following the campaign, compared with 49% of Republicans and 48% of independents.

In addition, Democratic interest in the campaign currently is significantly higher than in past campaigns. In surveys from September-December 2003, about half of Democrats (51%) on average paid very or fairly close attention to the campaign, and the same number of Democrats followed campaign news very or fairly closely during the fall of 1999 (51%, on average, from September to December). In the current campaign, 62% of Democrats said they tracked news about the campaign at least fairly closely in September and October.



Other measures of political engagement have shown a similar pattern. Overall, the percentage of Americans who say they have given “a lot” of thought to the candidates has remained fairly stable since the beginning of the year. In September, 27% said they were giving a lot of thought to the candidates, which was nearly identical to the level in April (26%). In September, somewhat more Democrats (35%) than Republicans (30%) or independents (20%) said they were giving a lot of thought to the candidates.

A Long, Dull Campaign

The public's overall impression of the presidential campaign is that it is too long and not very interesting. Overall, 66% say the campaign is too long, while 55% describe it as dull. Just 37% say they think the campaign is interesting.

As the campaign has progressed through the summer and into the fall, it has not become more interesting to the public. In April, 34% said the campaign was interesting, nearly identical to the proportion who say that six months later. The percentage saying the campaign is too long has increased somewhat since April (from 59% in April to 66% now).

	Total	Rep	Dem	Ind
<i>The campaign is...</i>	%	%	%	%
Interesting	37	36	49	29
Dull	55	54	48	63
Neither	5	5	2	7
Don't know	<u>3</u>	<u>5</u>	<u>1</u>	<u>1</u>
	100	100	100	100
<i>The campaign is...</i>				
Too long	66	74	61	68
Not too long	28	22	36	25
Neither	3	3	3	2
Don't know	<u>3</u>	<u>1</u>	*	<u>5</u>
	100	100	100	100
<i>Amount of campaign news:</i>				
Feel overloaded	41	47	33	44
Like having so much info	50	44	60	46
Other	5	5	4	7
Don't know	<u>4</u>	<u>4</u>	<u>3</u>	<u>3</u>
	100	100	100	100

Solid majorities of Republicans, Democrats and independents say this campaign is too long. Democrats are more likely than Republicans to find the campaign interesting (49% vs. 36%), though even among Democrats, nearly half (48%) say the campaign has been dull so far. Independents have the most negative views of the campaign in this regard – 63% describe it as dull.

Public evaluations of the *amount* of campaign information available are more positive. Half say they like having a lot of information about the campaign, while 41% say they feel “overloaded” by the amount of campaign information. Republicans and independents are far more likely than Democrats to say they feel overloaded (47% of Republicans, 44% of independents vs. 34% of Democrats).

These findings are consistent with a July News Interest survey in which a plurality (43%) said that the press devotes the right amount of coverage to news about the presidential candidates; about a third (32%) said there is too much coverage is devoted to campaign news; just 18% said there is too little coverage of the campaign. In the July survey, twice as many Republicans as Democrats said that the press devotes too much coverage to news about the campaign (40% vs. 19%).

Beyond partisanship, age has an impact on views of the campaign. Older Americans overwhelmingly feel the current campaign is too long – 75% of those over age 50 share this view. Among those under age 30, only 49% say the campaign is too long. Older voters are also

much more likely to feel overloaded by campaign news. Nearly half of those over age 50 (49%) feel overloaded, compared to only a quarter of those under age 30. Fully two-thirds of young people (65%) say they like having so much campaign information.

Rating Coverage of the Campaign

In rating the job the press has done in covering the 2008 presidential campaign, the balance of opinion is largely negative at this point in the race. More than half of Americans (53%) rate the coverage as only fair or poor, while 41% say the coverage is excellent or good. Democrats are decidedly more positive in their assessments than either Republicans or Independents. About six-in-ten Democrats (57%) say that the coverage is excellent or good compared with just 40% of Republicans and less than a third of independents (32%). Independents are the most critical of campaign coverage; fully 61% of this group gives the press an only fair or poor rating.

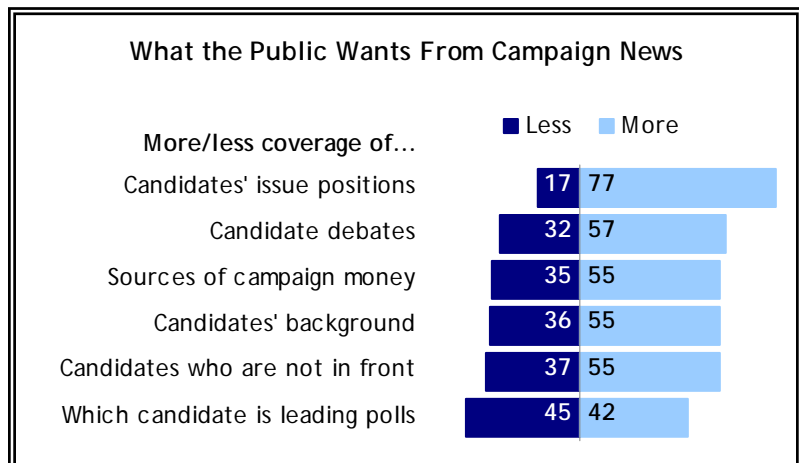
<i>Press coverage of presidential campaign</i>	Total %	Rep %	Dem %	Ind %
Excellent	6	4	8	5
Good	35	36	49	27
Only fair	32	34	25	37
Poor	21	23	14	24
Don't know	6	3	4	7
	100	100	100	100
<i>NET: Excellent/Good</i>	41	40	57	32

Those who are closely following the presidential campaign are evenly divided over whether the press is doing an excellent or good job (48%) or an only fair or poor job (50%) of reporting on the campaign. Those who were following this story very or fairly closely back in February were somewhat more positive in their assessments of campaign coverage (56% excellent or good vs. 43% fair or poor).

Public Wants More Issues Coverage

A substantial number of Americans (77%) continue to say that they would like to see more coverage of the candidates' positions on issues. That opinion is virtually unchanged since May (76%).

There is less agreement in public views about other aspects of campaign coverage. Majorities say they want more coverage of the candidates' debates (57%), their sources of campaign money (55%), their personal backgrounds (55%), and the candidates who are *not* frontrunners (55%). However, a



third or more says that they would like to see less coverage of each of these aspects of the presidential campaign.

The public is decidedly unenthusiastic about one area of campaign coverage: just 42% say they would like to see more coverage of which candidate is leading in the polls, while 45% wants to see less coverage. That result, like others relating to campaign coverage, has changed very little since May.

Eight-in-ten Democrats (82%) and Republicans (79%) and three-quarters of independents (74%) say that they would like more news coverage of the candidates' positions on the issues. Half or more of each group also wants more coverage devoted to the debates, the sources of campaign fundraising, and the candidates' backgrounds. Independents (60%) are somewhat more likely than Republicans (52%) or Democrats (49%) to want more coverage of the candidates who are not the frontrunners.

	<u>Rep</u>	<u>Dem</u>	<u>Ind</u>
<i>Like to see more coverage of...</i>	%	%	%
Candidates' issue positions	79	82	74
Candidate debates	56	63	54
Sources of campaign money	50	52	58
Candidates' personal backgrounds	59	54	55
Candidates who are not frontrunners	52	49	60
Which candidate is leading in polls	40	56	35

The only area where there is a clear partisan difference is on coverage of who is leading in the polls. Democrats (56%) are much more likely than Republicans (40%) or independents (35%) to say they would like to see more coverage of which candidate is ahead in the polls.

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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Scott Keeter, Director of Survey Research
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PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
OCTOBER 12-15, 2007 NEWS INTEREST INDEX OMNIBUS SURVEY
FINAL TOPLINE
N=1,011

Thinking about the 2008 presidential election...

ROTATE Q.1 AND Q.2

Q.1 Can you tell me the names of any candidates who are running for the Democratic nomination for President in 2008? ... Can you think of any others? **[PROBE FOR MULTIPLE RESPONSES, INCLUDING MULTIPLE "OTHERS" IN ADDITION TO PRECODES: IF RESPONDENT MENTIONS A NAME BUT VOLUNTEERS THAT THE PERSON IS NOT PLANNING TO RUN, DO NOT CODE NAME; IF RESPONDENT MAKES DISTINCTIONS BETWEEN CANDIDATES THEY LIKE OR DISLIKE, OR SAYS "I don't like/won't vote for any of them" PROBE WITH "This question is only which candidates you've HEARD OF, not which candidates you like.]**

		<u>Sept</u> <u>2003</u>	<u>April</u> <u>2003</u>	<u>Jan</u> <u>2003</u>	<u>Sept</u> <u>1999</u>	<u>Oct</u> <u>1991</u>	<u>May</u> <u>1991</u>
19	Could not name a candidate	59	68	65	48	73	76
81	Could name a candidate	41	32	35	52	27	24
78	Hillary Clinton						
62	Barack Obama						
28	John Edwards						
7	Bill Richardson						
6	Dennis Kucinich						
5	Joe Biden						
2	Chris Dodd						
1	Al Gore						
1	Mike Gravel						
3	Other						

Q.2 Can you tell me the names of any candidates who are running for the Republican nomination for President in 2008? ... Can you think of any others? **[PROBE FOR MULTIPLE RESPONSES, INCLUDING MULTIPLE "OTHERS" IN ADDITION TO PRECODES: IF RESPONDENT MENTIONS A NAME BUT VOLUNTEERS THAT THE PERSON IS NOT PLANNING TO RUN, DO NOT CODE NAME; IF RESPONDENT MAKES DISTINCTIONS BETWEEN CANDIDATES THEY LIKE OR DISLIKE, OR SAYS "I don't like/won't vote for any of them" PROBE WITH "This question is only which candidates you've HEARD OF, not which candidates you like.]**

		<u>Sept</u> <u>1999</u>	<u>Aug</u> <u>1995</u>
41	Could not name a candidate	37	44
59	Could name a candidate	63	56
45	Rudy Giuliani		
30	Mitt Romney		
27	Fred Thompson		
24	John McCain		
8	Mike Huckabee		
7	Ron Paul		
4	Sam Brownback		
2	Tom Tancredo		
1	Duncan Hunter		
1	Newt Gingrich		
5	Other		

Q.3 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?”]**¹

	<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	26	36	18	19	1=100
b. The debate in Washington over U.S. policy in Iraq	19	23	22	36	*=100
c. The shooting at a high school in Cleveland, Ohio	22	32	25	20	1=100
d. The issue of immigration	23	29	19	29	*=100
e. Former Vice President Al gore receiving the Nobel Peace Prize	19	28	20	32	1=100
f. News about candidates for the 2008 presidential election	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
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

¹ Questions Q.3a through Q.3e presented for context, but without trends.

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>
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, 2007²	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 ³	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
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

² January 19-22, 2007 asked about "Recent announcements by prominent Democrats about plans to run for president in 2008."

³ 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...

	Very <u>Closely</u>	Fairly <u>Closely</u>	Not too <u>Closely</u>	Not at all <u>Closely</u>	DK/ <u>Refused</u>
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.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] ? IF "IRAQ" UNSPECIFIED, PROBE: "Do you mean events IN Iraq or the debate over Iraq POLICY?"]**

- 20 News about the current situation and events in Iraq
- 17 The shooting at a high school in Cleveland, Ohio
- 11 The issue of immigration
- 8 News about candidates for the 2008 presidential election
- 8 Former Vice President Al gore receiving the Nobel Peace Prize
- 6 The debate in Washington over U.S. policy in Iraq
- 12 Some other story (SPECIFY)
- 18 Don't know/Refused
- 100

Thinking about the presidential campaign...

Q.5 How would you describe the presidential election campaign so far – is it interesting to you, or would you say it is dull

		April <u>2007</u>	-RVs- Mid-Oct <u>2004</u>	-RVs- Early Sept <u>2004</u>	June <u>2004</u>	June <u>2000</u>	July <u>1996</u>
37	Interesting	34	66	50	33	28	21
55	Dull	52	28	42	57	65	73
5	Neither (VOL.)	6	5	6	4	4	3
<u>3</u>	Don't know/Refused	<u>8</u>	<u>1</u>	<u>2</u>	<u>6</u>	<u>3</u>	<u>3</u>
100		100	100	100	100	100	100

Q.6 And do you think the presidential election is too long, or not too long?

		April <u>2007</u>	-RVs- Mid-Oct <u>2004</u>	-RVs- Early Sept <u>2004</u>	June <u>2004</u>	Mid-March <u>2004</u>
66	Too long	59	51	53	52	52
28	Not too long	32	43	42	42	44
3	Neither applies (VOL.)	3	3	2	2	1
<u>3</u>	Don't know/Refused	<u>6</u>	<u>3</u>	<u>3</u>	<u>4</u>	<u>3</u>
100		100	100	100	100	100

Q.8 Some people say they feel overloaded with news about the presidential campaign. Others say they like having so much information. How about you... do you feel overloaded, or do you like having so much information?

41	Overloaded
50	Like it
5	Other (VOL.)
<u>4</u>	Don't know/Refused
100	

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SEPTEMBER 28 – OCTOBER 1, 2007 NEWS INTEREST INDEX OMNIBUS SURVEY
FINAL TOPLINE
N=1,018

Now thinking about the 2008 presidential campaign...

Q.3 In general, how would you rate the job the press has done in covering the presidential campaign [READ]?

	<u>Excellent</u>	<u>Good</u>	<u>Only Fair</u>	<u>Poor</u>	<u>DK/Refused</u>	
Sept. 28-Oct. 1, 2007	6	35	32	21	6=100	
February 2-5, 2007⁴	11	45	32	11	1=100	(N=633)
June, 2004	10	37	34	15	4=100	
Early February, 2004	11	43	30	12	4=100	
June, 2000	7	41	38	10	4=100	
March, 2000	10	46	32	9	3=100	
February, 2000	13	50	25	7	5=100	
September, 1996	13	44	29	11	3=100	
July, 1996	7	35	42	14	2=100	
February, 1996	16	45	25	10	4=100	
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	

4

For February 2-5, 2007, the item was asked only of those following the 2008 presidential campaign 'Very' or 'fairly' closely and was part of a randomized list of news stories. The story was listed as "News about candidates for the 2008 presidential election."

Q.4 Would you like to see MORE coverage or LESS coverage of [INSERT ITEM; ROTATE]?

		<u>More coverage</u>	<u>Less coverage</u>	(VOL) <u>Same amount</u>	<u>DK/ Refused</u>
a.	The candidates' personal backgrounds and experiences	55	36	6	3=100
	May 24-27, 2007	54	39	4	3=100
	June, 2000 ⁵	42	50	4	4=100
	October, 1991	46	41	8	5=100
b.	The candidates' positions on issues	77	17	4	2=100
	May 24-27, 2007	76	19	3	2=100
	June, 2000 ⁶	85	9	3	3=100
	October, 1991	80	11	5	4=100
c.	Which candidate is leading in the latest polls	42	45	9	4=100
	May 24-27, 2007	42	46	6	6=100
	June, 2000	44	42	6	8=100
d.	The candidates who are not frontrunners	55	37	5	3=100
	May 24-27, 2007	54	39	4	3=100
e.	The sources of candidates' campaign money	55	35	7	3=100
	June, 2000	49	44	2	5=100
f.	The candidate debates	57	32	8	3=100
	May 24-27, 2007	57	36	5	2=100
	June, 2000 ⁷	64	28	5	3=100
	October, 1991	58	28	9	5=100

⁵ In June, 2000 and October, 1991 the question asked about: "The candidates discussing their personal backgrounds and experiences."

⁶ In June, 2000 and October, 1991 the question asked about: "The candidates discussing their position on issues."

⁷ In June, 2000 and October, 1991 the question asked about: "The candidates debating each other."