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FOR FURTHER INFORMATION:
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News Audiences Much Less Interested in GOP Race
DEMOCRATIC PRIMARIES REGISTER STRONGLY WITH PUBLIC

There has been no shortage of drama in either party's early presidential primaries, but in the public's view the Democratic contest has been far more compelling. Four-in-ten Americans (40%) say they find the Democratic primary race very interesting, nearly double the proportion describing the Republican race as very interesting (21%).

While press coverage of the campaign during the week of the New Hampshire primaries focused mainly on Hillary Clinton, Barack Obama and John McCain, the public remained focused primarily on the two Democratic frontrunners. McCain got virtually no boost in terms of his public visibility from the significant increase in press coverage of his campaign.

According to analysis by the Project for Excellence in Journalism, for the period Jan. 6-11, 25% of campaign news stories were primarily about Clinton. Nearly four-in-ten Americans (39%) named Clinton as the candidate they have heard the most about in the news lately – making her the most visible candidate from either party. About the same proportion of news stories focused primarily on Obama (16%) and McCain (15%). Yet while they received comparable amounts of coverage, fully 37%

Public Finds Democratic Race More Interesting

<i>How interesting to you?</i>	Democratic Republican	
	<u>race</u> %	<u>race</u> %
Very interesting	40	21
Somewhat interesting	33	35
Not too interesting	12	18
Not at all interesting	14	24
Don't know	<u>1</u>	<u>2</u>
	100	100

What The Press is Covering And What the Public is Hearing

<i>Candidates in the news</i>	Heard most	Actual
	<u>about</u> %	<u>coverage*</u> %
Hillary Clinton	39	25
Barack Obama	37	16
John McCain	4	15
Mike Huckabee	4	5
Mitt Romney	2	9

<i>Balance of press coverage</i>	Press is	Actual
	<u>covering</u> %	<u>coverage*</u> %
Democrats more	51	43
Republicans more	2	32
Both equally	42	19
Other/DK	<u>5</u>	<u>6</u>
	100	100

* Actual coverage based on the Project for Excellence in Journalism's Campaign Coverage Index for the week of Jan 6-11. Percentages show the number of stories focused primarily on a single candidate/party or where coverage was mixed or nonpartisan.

named Obama as the candidate they heard the most about, while just 4% named McCain.

Most Americans (51%) believe that news organizations devote more coverage to the Democratic than the Republican primary campaign. By contrast, just 2% say the Republicans have gotten more coverage, while 42% say both contests have received about equal coverage. In fact, the Democratic race *has* been covered more extensively. The Project for Excellence in Journalism found that during the week of the New Hampshire primary, 43% of all campaign stories focused mainly on the Democratic race while 32% were mostly about the Republicans. Another 19% of the stories were about candidates from both parties.

Modest Republican Interest in GOP Race

Democrats are engaged by their own party's race – as a solid majority (57%) says the Democratic campaign has been very interesting. Republicans, on the other hand, are much less engaged by their party's contest. Only 32% of Republicans say the GOP race has been very interesting. Among independents, the Democratic race is viewed as more interesting than the Republican race (35% of Independents consider the Democratic race very interesting, 19% see the GOP race as very interesting).

Interest in the Campaigns		
	<i>"Very interested" in...</i>	
	Dem	Rep
	<u>Race</u>	<u>Race</u>
	%	%
Total	40	21
Republican	27	32
Democrat	57	16
Independent	35	19
Men	37	23
Women	43	20
18-29	43	17
30-49	37	18
50+	41	27

While young people traditionally pay less attention to politics and elections, they have taken a real interest in this year's contest – particularly the race for the Democratic nomination. Fully 43% of those under age 30 say the Democratic presidential primary contest is very interesting. Young people are about as likely as older people to find the Democratic race interesting.

By contrast, just 17% of those under age 30 – and about the same proportion of those ages 30-49 (18%) -- say they are very interested in the Republican race. Those ages 50 and older are somewhat more likely than young people to express strong interest in the Republican race; still just 27% say they are very interested in the Republican contest, compared with 41% who say the same about the Democratic race.

Clinton Again Most Visible Candidate

Clinton's visibility increased following her unexpected victory in New Hampshire. Fully 39% said Clinton was the candidate they had heard the most about in the news lately, up from 28% the week of the Iowa caucuses. That week, Obama was the most visible candidate (at 38%), marking the first time that a candidate other than Clinton had led the list. Last week, 37% named Obama as the candidate they heard the most about.

McCain's prominence increased only slightly after his victory in New Hampshire (from 1% to 4%). Meanwhile, Mike Huckabee, named by 13% after he won the Iowa caucuses, was far less visible last week (4%).

<i>Candidate heard the most about lately</i>	Post-Iowa %	Post-NH %
Hillary Clinton	28	39
Barack Obama	38	37
Mike Huckabee	13	4
John McCain	1	4
Mitt Romney	3	2
John Edwards	1	1
Ron Paul	1	1
Rudy Giuliani	1	*
Fred Thompson	*	1
Other*	1	*
No answer	13	11
	100	100

*Includes respondents who named G.W. Bush.

Assessing the Coverage

A majority of Americans (51%) believe – correctly – that the press is devoting more coverage to the Democratic campaign than to the Republican contest. Republicans are especially likely to see a partisan imbalance in press coverage of the campaign.

Fully 65% of Republicans say the press has given more coverage to the Democratic candidates, compared with just 2% who say there has been more coverage of the Republicans, and 31% who see it balanced about equally. Just 43% of Democrats believe their party's candidates have received more coverage, while 48% say the amount of coverage has been fairly balanced. Half of independents believe the Democrats have gotten more coverage, while 44% say both parties' campaigns have received equal coverage.

<i>Press has been giving more press coverage to:</i>	Total %	Rep %	Dem %	Ind %
Democrats	51	65	43	50
Republicans	2	2	4	2
Both equally	42	31	48	44
Don't know	5	2	5	4
	100	100	100	100

Clinton Victory: Widely Known, Not Much of a Surprise

Two-thirds of the public (67%) could name Clinton as the candidate who won the New Hampshire Democratic primary. This is just slightly below the 71% who named Obama as the Democratic winner in Iowa the previous week. Far fewer (55%) could recall John McCain as the GOP victor, which was only slightly more than the 51% who correctly named Mike Huckabee as

the winner of the Iowa Republican caucuses. Just over half of the public (51%) could name both the Democratic and Republican winners in New Hampshire.

	Know <u>who won?</u> %		Sur- prised %	Not <u>surprised</u> %	DK %
Clinton's N.H. win	67	⇒	43	57	*=100
Obama's Iowa win*	71	⇒	37	59	4=100
McCain's N.H. win	55	⇒	33	65	2=100
Huckabee's Iowa win*	51	⇒	41	56	3=100

* Asked the weekend after the Iowa caucuses.
Percent "surprised" based on those who could name the winner.

In spite of the fact that Clinton's victory in New Hampshire defied most pre-election polls, a majority of those who knew that Clinton won the primary were not surprised by her victory. Only 43% of those who could name Clinton as the winner of the Democratic primary said they were surprised that she had won; 57% were not surprised.

Certain key voting groups, however, expressed more surprised than others. More men than women were surprised by Clinton's victory – 48% of the men vs. 37% of the women who knew Clinton had won the NH primary were surprised by her victory. Among those who had been following campaign news very closely, 52% were surprised about Clinton's

win. This compares to fewer than 40% of those paying less attention to campaign news. Similarly, while 50% of college graduates were surprised by Clinton's victory in New Hampshire, only 36% of those without a college diploma were surprised.

	<i>Surprised that Clinton won?</i>		
	<u>Yes</u> %	<u>No</u> %	<u>DK</u> %
Total	43	57	*=100
Men	48	52	0=100
Women	37	62	1=100
Republican	48	52	0=100
Democrat	37	62	1=100
Independent	45	55	0=100
<i>Following campaign news...</i>			
Very closely	52	48	0=100
Fairly closely	38	61	1=100
Not too/Not at all closely	34	66	0=100
College graduate	50	50	0=100
Some college	34	66	0=100
High school or less	38	60	2=100

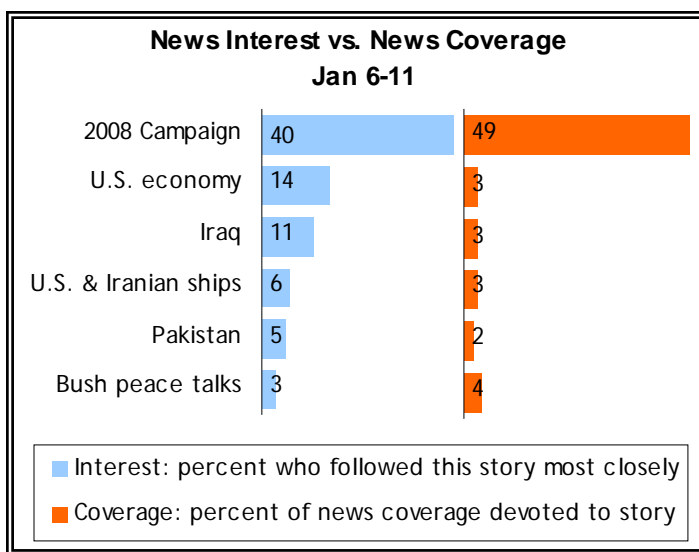
Based on those who could name the winner.

McCain's victory in New Hampshire was even less surprising to the public. Among those who knew McCain won, only 33% were surprised that the Arizona Senator had won, 65% were not surprised.

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 January 6-11 and survey data measuring public interest in the top news stories of the week was collected January 11-14 from a nationally representative sample of 1,001 adults.

Campaign and Economy Dominate News Interest

Nearly a third of the public followed news about the campaign very closely and four-in-ten listed the election as the story they were following more closely than any other. On Tuesday night, 38% of Americans tracked results of the New Hampshire primary as they were being reported. This is somewhat higher than the percentage that followed the results of the Iowa caucuses the previous week (30%). As was the case with Iowa, the vast majority of those who followed the New Hampshire primary results as they were coming in tracked them on television. Republicans, Democrats and Independents followed the New Hampshire results in roughly equal proportions.

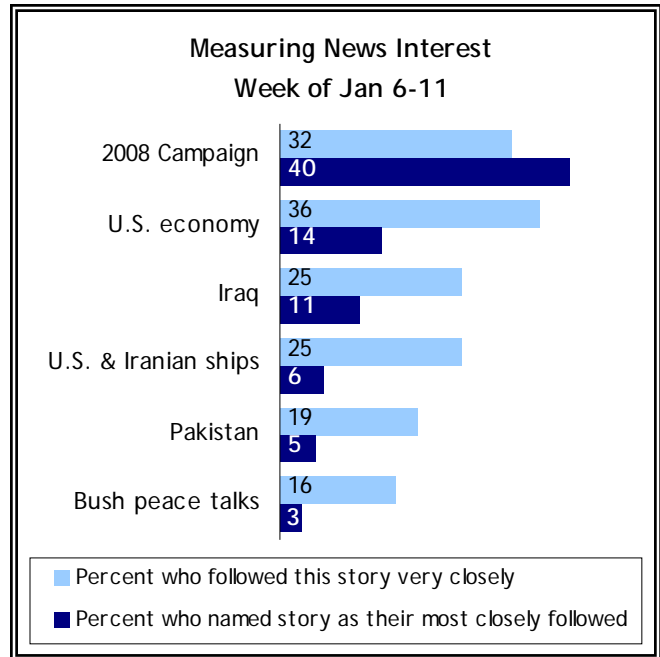


Interest in news about the condition of the U.S. economy spiked amid widespread speculation about a possible recession. Fully 36% of the public followed news about the economy very closely, up from 27% in November. Interest in news about the economy hasn’t reached this level in over two years. Equal proportions of Republicans and Democrats (35%) followed economic news very closely last week. Next to the presidential campaign, the economy was cited most often as the news story Americans were following more closely than any other (14%). The national news media devoted 3% of its overall coverage to economic stories.

Several international stories were among last week’s top news interest stories. A quarter of the public paid very close attention to the current situation in Iraq, 11% listed this as their most closely followed story. Interest in the Iraq war has remained relatively stable over the past

two months. News about an encounter between U.S. naval ships and several Iranian patrol boats in the Persian Gulf drew the very close attention of 25% of the public (6% listed this as their most closely followed story). Republicans were particularly interested in this story with 29% following very closely vs. 20% of Democrats.

Roughly one-in-five Americans (19%) paid very close attention to continuing instability in Pakistan, and 16% followed news about President Bush's peace talks in the Middle East very 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 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:

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PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
JANUARY 11-14, 2008 NEWS INTEREST INDEX OMNIBUS SURVEY
FINAL TOPLINE
N=1,001

Q.1 Thinking about the candidates for the 2008 presidential election, can you tell me the name of the candidate you've heard the MOST about in the news lately? [OPEN-END. DO NOT READ LIST. RECORD FIRST MENTION ONLY]

		Jan 4-7, <u>2008</u>	Dec 7-10, <u>2007</u>	Nov 9-12, <u>2007</u>	Sept 7-10, <u>2007</u>	July 20-23, <u>2007</u>	June 1-4, <u>2007</u>	Apr 27-30, <u>2007</u>	Mar 16-19, <u>2007</u>
39	Hillary Clinton	28	41	61	41	42	32	41	37
37	Barack Obama	38	26	10	20	22	20	23	24
4	Mike Huckabee	13	5	1	--	--	--	--	--
4	John McCain	1	*	*	2	2	2	4	3
2	Mitt Romney	3	5	1	2	2	3	1	1
1	John Edwards	1	1	*	2	2	2	3	1
1	Ron Paul	1	1	1	*	*	*	--	--
1	Fred Thompson	*	1	1	8	2	4	*	--
*	George W. Bush	1	1	1	1	3	1	1	2
*	Rudy Giuliani	1	3	6	4	2	4	3	3
*	Other	*	1	1	1	2	2	1	4
<u>11</u>	Don't know/Refused	<u>13</u>	<u>15</u>	<u>17</u>	<u>19</u>	<u>21</u>	<u>30</u>	<u>23</u>	<u>25</u>
100		100	100	100	100	100	100	100	100

Q.2 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?"]

	Very Closely	Fairly Closely	Not too Closely	Not at all Closely	DK/ Refused
a. News about the current situation and events in Iraq	25	38	21	16	*=100
January 4-7, 2008	27	38	20	15	*=100
December 14-17, 2007	26	32	24	18	*=100
December 7-10, 2007	28	37	21	14	*=100
November 23-26, 2007	25	37	21	16	1=100
November 16-19, 2007	31	37	19	12	1=100
November 9-12, 2007	29	38	19	13	1=100
November 2-5, 2007	31	35	18	15	1=100
October 26-29, 2007	28	37	21	13	1=100
October 19-22, 2007	28	37	20	15	*=100
October 12-15, 2007	26	36	18	19	1=100
October 5-8, 2007	29	33	22	16	*=100
September 28 – October 1, 2007	30	41	18	11	*=100
September 21-24, 2007	32	38	17	13	*=100
September 14-17, 2007	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

Q.2 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 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, 2007 ¹	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
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

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

Q.2 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-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. News about a naval encounter between U.S. and Iranian ships

	25	26	21	27	1=100
TREND FOR COMPARISON:⁵					
December 7-10, 2007: Intelligence report on Iran's nuclear weapons program	25	31	20	23	1=100
October 26-29, 2007: Mounting tensions	26	34	21	18	1=100
September 28 – October 1, 2007: Ahmadinejad visit to U.S.	23	31	20	25	1=100
June 1-4, 2007: US-Iranian talks	19	27	27	26	1=100
February 23-26, 2007: Mounting tensions	29	37	18	15	1=100
February 16-19, 2007: Iran supplying weapons to Iraqi insurgents	28	32	20	19	1=100
February 2-5, 2007: Mounting tensions	33	38	18	10	1=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.”

⁵ From December 7-10, 2007 the story was listed as “A new intelligence report stating that Iran stopped its nuclear weapons program in 2003.” From October 26-29, 2007, February 23-26, 2007 and February 2-5, 2007, the story was listed as “Mounting tensions between the United States and Iran.” From September 28-October 1, 2007, the story was listed as “Iranian President Mahmoud Ahmadinejad’s recent trip to New York City where he spoke at Columbia University and the United Nations.” From June 1-4, 2007, the story was listed as “Recent talks between the United States and Iran.” From February 16-19, 2007, the story was listed as “Reports that Iran may be supplying weapons to insurgents in Iraq.”

Q.2 CONTINUED...

	Very <u>Closely</u>	Fairly <u>Closely</u>	Not too <u>Closely</u>	Not at all <u>Closely</u>	DK/ <u>Refused</u>
c. News about political instability in Pakistan	19	33	20	27	1=100
TREND FOR COMPARISON:⁶					
January 4-7, 2008: Bhutto assassination	16	28	26	30	*=100
Nov. 30-Dec. 3, 2007: Pakistan instability	16	28	26	30	*=100
Nov. 23-26, 2007: Pakistan instability	13	27	31	28	1=100
Nov. 16-19, 2007: Pakistan instability	20	30	21	28	1=100
Nov. 9-12, 2007: Pakistan instability	20	29	23	28	*=100
October 19-22, 2007: Pakistan bombing aimed at Bhutto	21	28	21	30	*=100
July 13-16, 2007: Raid on Pakistani mosque	10	19	23	47	1=100
d. News about President Bush attending peace talks in Israel	16	30	23	30	1=100
TREND FOR COMPARISON:⁷					
Nov. 30-Dec. 3, 2007: Middle East peace summit in Annapolis, Maryland	11	25	24	39	1=100
June, 2003: <i>Summit with Mideast leaders</i>	20	36	24	19	1=100
January, 2001: <i>Renewed peace efforts</i>	21	32	29	17	1=100
July, 2000: <i>Camp David Mideast summit</i>	15	30	24	31	*=100
November, 1998: <i>Mideast Peace agreement</i>	18	33	28	19	2=100
Early Oct, 1998 (RVs): <i>Mideast Peace Agreement</i>	21	40	27	12	*=100
September, 1995: <i>Mideast Peace agreement</i>	11	32	29	27	1=100
Late Sept, 1993: <i>Peace accords between Israel and PLO</i>	23	33	24	19	1=100
Early Sept, 1993: <i>Talks on Arab self-rule</i>	19	31	23	26	1=100
e. Reports about the condition of the U.S. economy	36	32	15	16	1=100
November 2-5, 2007	27	37	16	19	1=100
October 19-22, 2007	25	34	20	21	*=100
August 10-13, 2007	28	36	18	18	*=100
Mid-November, 2006	31	40	17	11	1=100
December, 2005	35	35	18	11	1=100
Early November, 2005	35	39	17	9	*=100
Mid-May, 2005	30	39	19	11	1=100
January, 2005	35	41	17	7	*=100
Mid-October, 2004	30	43	16	10	1=100
Early September, 2004	39	34	15	11	1=100
Mid-January, 2004	37	41	15	7	*=100
December, 2003	35	38	14	11	2=100

⁶ From January 4-7, 2008 the story was listed as “The assassination of former Prime Minister Benazir Bhutto and resulting instability in Pakistan.” From November 9-12, 2007 through November 30-December 3, 2007 the story was listed as “Political instability in Pakistan.” For October 19-22, 2007 the story was listed as “A bombing in Pakistan aimed at former Prime Minister Benazir Bhutto that killed over 120 people.” For July 13-16, 2007 the story was listed as “The Pakistani government’s raid on a mosque held by Islamic radicals.”

⁷ In June, 2003 the item was listed as “President Bush’s summit meeting with world leaders and with the prime ministers of Israel and the Palestinian Authority.” In January 2001 and Early October 1998 the item was listed as “Renewed efforts at reaching a peace agreement in the Middle East.” In July 2000 the item was listed as “The Middle East peace summit at Camp David.” In November 1998 and September 1995 the item was listed as “The latest Mideast peace agreement between Israel and the Palestinians.” In Late September 1993 the item was listed as “The peace accords between Israel and the PLO.” In Early September 1993, the item was listed as “Talks between Israel and the PLO about Arab self-rule for the Gaza Strip and the West Bank town of Jericho.”

Q.2 CONTINUED...

	<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<u>DK/ Refused</u>
November, 2003	40	34	15	10	1=100
October, 2003	32	39	16	12	1=100
September, 2003	39	30	18	12	1=100
March, 2003	40	35	16	8	1=100
February, 2003	42	33	15	10	*=100
January, 2003	40	35	13	11	1=100
December, 2002	38	34	17	10	1=100
February, 2002	35	40	15	9	1=100
January, 2002	30	44	16	9	1=100
December, 2001	37	40	13	8	2=100
Mid-November, 2001	41	36	15	7	1=100
June, 2001	24	41	18	16	1=100
May, 2001	34	36	15	15	0=100
April, 2001	36	34	16	13	1=100
February, 2001	30	39	18	12	1=100
January, 2001	32	38	17	11	2=100
June, 1995	26	41	22	11	*=100
March, 1995	27	45	19	9	*=100
February, 1995	23	41	22	13	1=100
December, 1994	28	43	20	9	*=100
October, 1994	27	40	20	12	1=100
June, 1994	25	42	23	10	*=100
May, 1994	33	40	16	10	1=100
January, 1994	34	39	16	10	1=100
Early January, 1994	36	44	13	7	*=100
December, 1993	35	41	15	8	1=100
October, 1993	33	38	20	9	*=100
September, 1993	37	40	14	8	1=100
Early September, 1993	39	39	14	9	*=100
August, 1993	41	36	14	9	*=100
May, 1993	37	38	18	6	1=100
February, 1993	49	36	10	5	*=100
January, 1993	42	39	12	7	*=100
September, 1992	43	37	13	6	1=100
May, 1992	39	39	15	6	1=100
March, 1992	47	38	11	4	*=100
February, 1992	47	37	10	6	*=100
January, 1992	44	40	11	5	*=100
October, 1991	36	38	16	9	1=100

f. News about the New Hampshire primaries and the presidential campaign	32	31	19	17	1=100
January 4-7, 2008⁸	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

⁸ From January 26-29, 2007 through January 4-7, 2008 the story was listed as “News about candidates for the 2008 presidential election.”

Q.2 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 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
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 ⁹	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 ¹⁰	29	37	20	13	1=100

⁹ January 19-22, 2007 asked about “Recent announcements by prominent Democrats about plans to run for president in 2008.”

Q.2 CONTINUED...

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

10

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.2 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, 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.3 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.]**

- 40 News about the New Hampshire primaries and the presidential campaign
- 14 Reports about the condition of the U.S. economy
- 11 News about the current situation and events in Iraq
- 6 News about a naval encounter between U.S. and Iranian ships
- 5 News about political instability in Pakistan
- 3 News about President Bush attending peace talks in Israel
- 4 Some other story (**SPECIFY**)
- 17 Don't know/Refused
- 100

Thinking about the presidential campaign...

Q.4 Do you think news organizations are giving too much, too little or the right amount of coverage to the campaign?

			Jan 4-7, <u>2008</u>	Dec 14-17, <u>2007</u>	Nov 16-19, <u>2007</u>	July 20-23, <u>2007</u>	June 1-4, <u>2007</u>
<u>Total</u>	<u>RVs</u>						
40	40	Too much	40	32	32	32	33
11	11	Too little	11	16	13	18	12
44	44	Right amount	43	48	51	43	47
<u>5</u>	<u>5</u>	Don't know/Refused	<u>6</u>	<u>4</u>	<u>4</u>	<u>7</u>	<u>8</u>
100	100		100	100	100	100	100

(N=879)

ROTATE ITEMS Q.5 AND Q.6 WITH ITEMS Q.7 AND Q.8

ASK ALL:

Q.5 Do you happen to know which Republican candidate won in the New Hampshire Republican Primary? **[IF RESPONDENT SAYS YES BUT DOES NOT PROVIDE NAME, ASK: Who was it?]**

			<i>Iowa Republican Caucus</i>	
			<u>Jan 4-7, 2008¹¹</u>	
55	Yes, John McCain (Correct Answer)		51	Yes, Mike Huckabee
6	Yes, All Others		9	Yes, All Others
<u>39</u>	Don't know/Refused		<u>40</u>	Don't know/Refused
100			100	

¹¹ For January 4-7, 2008 the question asked about, "Which Republican candidate won the Iowa Republican Caucus."

IF YES, CORRECT ANSWER IN Q.5, ASK [N=626]:

Q.6 Were you surprised that John McCain won, or not?

		<i>Iowa Republican Caucus Jan 4-7, 2008¹²</i>		
33	Surprised	41		Surprised Huckabee won
65	Not surprised	56		Not Surprised
<u>2</u>	Don't know/Refused	<u>3</u>		Don't know/Refused
100		100		

ASK ALL:

Q.7 Do you happen to know which Democratic candidate won in the New Hampshire Democratic Primary?
[IF RESPONDENT SAYS YES BUT DOES NOT PROVIDE NAME, ASK: Who was it?]

		<i>Iowa Democratic Caucus Jan 4-7, 2008¹³</i>		
67	Yes, Hillary Clinton (Correct Answer)	71		Yes, Barack Obama
8	Yes, All Others	5		Yes, All Others
<u>25</u>	Don't know/Refused	<u>24</u>		Don't know/Refused
100		100		

IF YES, CORRECT ANSWER IN Q.7, ASK [N=741]:

Q.8 Were you surprised that Hillary Clinton won, or not?

		<i>Iowa Democratic Caucus Jan 4-7, 2008¹⁴</i>		
43	Surprised	37		Surprised Obama won
57	Not surprised	59		Not surprised
<u>*</u>	Don't know/Refused	<u>4</u>		Don't know/Refused
100		100		

Q.9 On Tuesday night, did you follow the results of the New Hampshire primaries as they were being reported, or not? **[IF YES, ASK: Did you follow the primary returns results on television, on the internet, or someplace else?]** **[RECORD AS MANY AS APPLY]**

		<i>Iowa Democratic Caucus Jan 4-7, 2008</i>	
38	Yes, followed the results	30	
34	Yes, on television		
3	Yes, on internet		
3	Yes, on radio		
*	Yes, someplace else		
62	No, did not follow results	70	
<u>*</u>	Don't know/Refused	<u>*</u>	
100		100	

¹² For January 4-7, 2008 the question asked: "Were you surprised that Mike Huckabee won, or not?"

¹³ For January 4-7, 2008 the question asked about, "Which Democratic candidate won the Iowa Democratic Caucus."

¹⁴ For January 4-7, 2008 the question asked: "Were you surprised that Barack Obama won, or not?"

ROTATE Q.10 WITH Q.11

Q.10 Regardless of what party you're in, would you say that the DEMOCRATIC presidential primary contest this year has been ... **[READ]**

40 Very interesting
33 Somewhat interesting
12 Not too interesting
14 Or, not at all interesting
1 Don't know/Refused
100

Q.11 Regardless of what party you're in, would you say that the REPUBLICAN presidential primary contest this year has been ... **[READ]**

21 Very interesting
35 Somewhat interesting
18 Not too interesting
24 Or, not at all interesting
2 Don't know/Refused
100

Q.12 From what you've seen and read, has the press been giving more coverage to **[ROTATE]** (the Democratic race between Obama, Clinton and Edwards) or (the Republican race between Huckabee, McCain, Romney and Giuliani), or has the press covered both campaigns about equally?

51 The Democratic race between Obama, Clinton, and Edwards
2 The Republican race between Huckabee, McCain, Romney and Giuliani
42 Both equally
5 Don't know/Refused
100