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FOR FURTHER INFORMATION:
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Media Themes That Connect with Voters
OBAMA INSPIRING BUT INEXPERIENCED, CLINTON PREPARED TO LEAD BUT “HARD TO LIKE”

Barack Obama is seen by most Democrats as inspiring and as most likely to bring about change. Hillary Clinton is widely viewed as prepared to lead the country, but also hard to like. These are some of the major themes in campaign news coverage – identified by the Project for Excellence in Journalism (PEJ) – which are registering with the public.

Obama has a clear advantage on three positive campaign themes. Fully 54% of Democrats and independents who lean Democratic say the word “inspiring” better describes Obama than Clinton, while 52% say the phrase “will bring change” applies more to the Illinois senator. By a wide margin (40%-21%), more Democrats also say that the phrase “honest and trustworthy” better describes Obama than Clinton.

How Democrats View Clinton and Obama						
	Phrase better describes...					Obama-Clinton diff
	Clin-ton	Oba-ma	Nei-ther	(Vol) Both	DK	
	%	%	%	%	%	
<i>Positive traits...</i>						
Inspiring	20	54	10	14	2=100	+34
Likely to bring change	26	52	8	12	2=100	+26
Honest & trustworthy	21	40	14	21	4=100	+19
Best chance in November	41	40	7	6	6=100	-1
Prepared to lead	38	28	14	16	4=100	-10
<i>Negative traits...</i>						
Too inexperienced	18	35	38	4	5=100	+17
Doesn't stand for anything	16	11	62	3	8=100	-5
Hard to like	42	9	42	2	5=100	-33

Based on Democrats and Democratic leaners.

Clinton holds a considerable advantage as the candidate more often viewed as “prepared to lead;” 38% of Democrats say this phrase better describes Clinton, while 28% say it applies to Obama. However, Clinton also is widely seen as “hard to like.” By more than four-to-one (42%-9%), more Democrats say this phrase better describes Clinton than Obama, while 42% say it applies to neither candidate. Obama also is associated with a negative trait: 35% say the phrase “too inexperienced for the job” better describes him than it does Clinton, while 38% say it describes neither candidate.

PEJ also identified several themes in the news coverage of John McCain, the frontrunner for the Republican nomination. Three-quarters of Republicans and independents who lean Republican say the phrase “has an admirable character” describes McCain, while about as many associate him with the phrases “has a good chance of getting elected in November” (73%), and “honest and trustworthy” (70%). McCain was not compared with any other GOP candidate in these dimensions; instead, Republican and Republican-leaning independents were asked whether the phrases applied to him.

<i>Phrase describes McCain?</i>	<u>Yes</u> %	<u>No</u> %	<u>DK</u> %
Has an admirable character	75	18	7=100
Good chance in November	73	22	5=100
Honest and trustworthy	70	22	8=100
Not a true conservative	44	46	10=100
Can't control his temper	34	50	16=100
Too old for the job	19	78	3=100

Based on Republicans and Republican leaners.

However, another prominent story angle identified by PEJ – that McCain is not a strong conservative – also has resonated with Republicans. Republicans are evenly divided over whether the phrase “not a true conservative” describes McCain. Nearly half (46%) say this phrase does not describe McCain, but about as many (44%) say that it does.

About a third of Republicans (34%) say that the phrase “can’t control his temper” describes McCain, while 50% say it does not. Notably, relatively few Republicans (19%) say that the phrase “too old for the job” describes the 71-year-old McCain; fully 78% say it does not describe him.

Talk Radio’s Limited Reach

Barely a quarter of Americans (27%) are aware that many conservative talk radio hosts are opposing John McCain’s campaign for president. Another 7% mistakenly believe hosts like Rush Limbaugh and Sean Hannity support McCain’s candidacy.

<i>Conservative talk radio hosts...</i>	<u>Total</u> %	<u>Rep</u> %	<u>Dem</u> %	<u>Ind</u> %
Are opposing McCain	27	31	24	29
Are supporting McCain	7	8	9	6
Don't know	66	61	67	65
	100	100	100	100

Question wording: “Do you happen to know if many conservative talk radio hosts, such as Rush Limbaugh and Sean Hannity, are supporting or opposing John McCain’s campaign for president?”

Even among Republicans, awareness of the arguments against McCain is limited. Only 31% know about the opposition to McCain on talk radio. Even among Republicans who are following the campaign “very closely” only 42% know that these hosts disapprove of McCain.

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 Feb. 4-10 and survey data measuring public interest in the top news stories of the week was collected Feb. 8-11 from a nationally representative sample of 1,007 adults.

Campaign News Interest for Super Tuesday Week

Public interest in news about the presidential campaign reached a new high during the week of Super Tuesday when voting took place in more than 20 states nationwide. Four-in-ten Americans (39%) followed news about candidates for the 2008 presidential election very closely, while 45% say they followed election news more closely than any other story last week.

Coverage of the campaign dominated the news cycle reaching its high point for the year at 55% of the weekly newshole. These high numbers for coverage and interest rival last year's most covered news story, the Virginia Tech shootings. More than half the national newshole was devoted to the shootings the week of April 16, and 56% of the public followed the story more closely than any other.

	Mar 1992	Mar 1996	Mar 2000	Feb 2004	Feb 2008
<i>Following campaign...</i>	%	%	%	%	%
Very closely	35	26	26	29	39
Fairly closely	40	41	41	37	37
Not too closely	16	20	19	20	15
Not at all closely	9	13	13	13	9
Don't know	*	*	1	1	0
	100	100	100	100	100
	Mar 1992	Feb 1996	Mar 2000	Feb 2004	Feb 2008
<i>Rate the quality of campaign coverage...</i>	%	%	%	%	%
Excellent/good	63	61	56	54	55
Fair/poor	34	35	41	42	44
Don't know	3	4	3	4	1
	100	100	100	100	100

* Dates correspond with surveys conducted immediately following Super Tuesday for each presidential election year.

Public interest in news about the presidential campaign this past week was higher than in comparable time periods during the last several election cycles. Fewer than three-in-ten followed campaign news very closely following Super Tuesdays in 1996, 2000 and 2004. Public interest in the 1992 Super Tuesday campaign was comparable to interest in this year's contest (35% followed very closely in March of 1992 and 39% today).

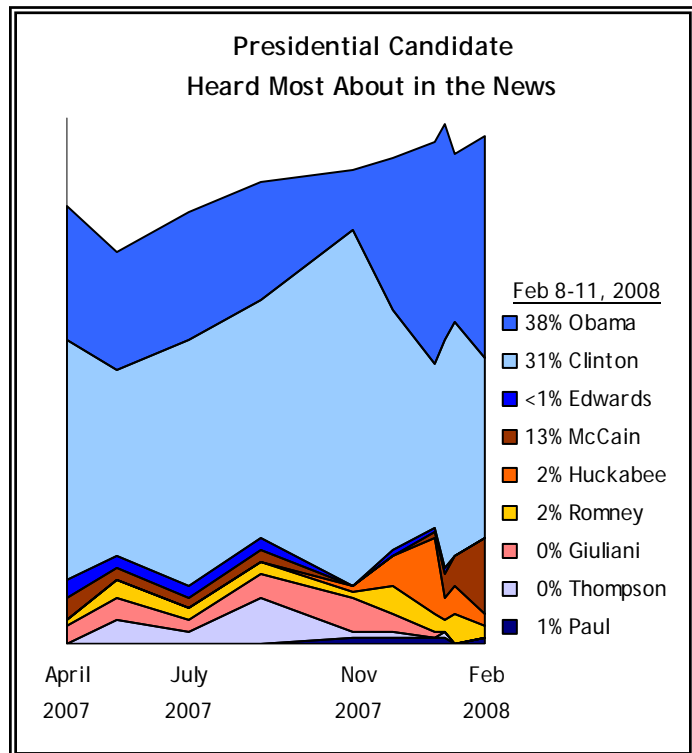
A small majority of the public gives news organizations high marks for their coverage of the presidential campaign: 55% of the public says that the press is doing an excellent (11%) or

good (44%) job covering the race. These numbers are comparable to the grades the press received in 2004 and 2000 but down somewhat from 1996 and 1992.

Candidate Visibility Favors Democrats, Despite Balanced Campaign Coverage

As has been the case throughout the 2008 presidential campaign, Democrats Clinton and Obama remain by far the most visible presidential candidates. Currently, 38% of Americans say that Obama is the candidate they have been hearing the most about in the news lately, while 31% name Clinton. By comparison, just 13% say that they have been hearing the most about Republican John McCain (up from 5%, Jan 18-21). Far fewer people named Republican presidential hopefuls Mike Huckabee (2%) and Ron Paul (1%) or Mitt Romney (2%) who suspended his campaign last week.

The national news coverage of the campaign last week focused primarily on Clinton, Obama and McCain; however, it did not favor any one candidate significantly, nor did it favor the Democratic candidates more than McCain, as public perceptions might suggest. According to PEJ's weekly Campaign Coverage Index, John McCain was featured as a significant or dominant newsmaker in 42% of campaign stories last week; 41% featured Clinton and 40% featured Obama.



Who Followed Super Tuesday Coverage

A majority of the public (60%) followed the election returns Tuesday night as the results of Super Tuesday voting and caucusing poured in from around the country. Far fewer Americans followed news coverage of the Iowa Caucuses (30%) and the New Hampshire primaries (38%) on the evenings of those contests. Roughly half of Americans (49%) followed Super Tuesday results on TV, making it the dominant source for election night coverage, while 11% each followed the returns on the internet or on radio. Republicans and Democrats were equally likely to have followed the coverage live, with 56% of both groups following results on TV. Roughly one-in-ten Republicans went to the the radio (13%) or the internet (9%) for primary results and comparable numbers of Democrats looked to these sources (12% on the internet and 10% on radio).

<i>Followed results on Tuesday night?</i>	<u>Total</u> %	<u>Rep</u> %	<u>Dem</u> %	<u>Ind</u> %
Yes	60	65	65	52
On TV*	49	56	56	38
On the internet	11	9	12	12
Over the radio	11	13	10	10
No/Don't know	<u>40</u>	<u>35</u>	<u>35</u>	<u>48</u>
	100	100	100	100

* Source figures add to more than total because multiple news sources accepted.

Republicans not Pleased with Nominating Process

Overall, 43% of Americans say that the presidential primaries so far have been a good way of determining who the best qualified nominees are, while a slim 52% majority says they are not the best way. The balance of opinion is largely unchanged from comparable points in the 2004 and 2000 primary seasons. In both 1996 and 1992 even fewer felt the primaries were working well, while nearly six-in-ten felt that they were not. Approval of the primary process was much more widespread in May, 1988, when 56% said they were working to determine the best qualified nominees.

	<u>Yes</u> %	<u>No</u> %	<u>DK</u> %
Feb 2008	43	52	5=100
Feb 2004	40	46	14=100
Mar 2000	41	50	9=100
Mar 1996	35	58	7=100
Mar 1992	31	59	10=100
May 1988	56	31	13=100
<i>Feb 2008:</i>			
Republicans	41	55	4=100
Democrats	53	41	6=100
Independents	40	57	3=100

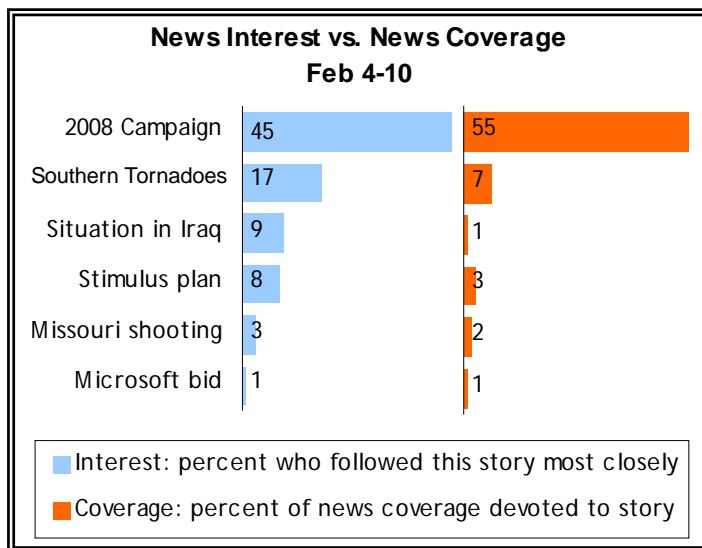
Most Democrats are upbeat about the effectiveness of the primary process, while most Republicans and independents disagree. Among Democrats, 53% say the primaries pick the best candidates, while 41% disagree. Among Republicans 41% say the primaries are selecting the most qualified candidates, while 55% say they are not.

Tornadoes, Iraq and Stimulus Plan

In other news last week, a quarter of Americans followed news about the tornadoes and violent storms that swept through the South and Midwest; 17% listed this as their most closely followed news story. The national news media devoted 7% of its coverage to this story.

While 24% of the public followed news about the current situation and events in Iraq very closely, Iraq was largely absent from the national media's agenda, filling a meager 1% of the newshole. Fewer than one-in-ten Americans cited Iraq as the story they followed most closely.

The public paid modest attention to the news that President Bush and Congress had agreed on an economic stimulus plan. About one-in-five (22%) followed news about the stimulus package very closely and 8% listed it as their top story.



Microsoft's bid to buy internet giant Yahoo garnered little national news coverage (1%) or interest (10% followed very closely and 1% listed this as their most closely followed story). There was a substantial gender gap in interest with men (15%) more than twice as likely as women (7%) to have followed the story very closely. Fully 50% of women say they didn't follow the story at all.

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
FEBRUARY 8-11, 2008 NEWS INTEREST INDEX OMNIBUS SURVEY
FINAL TOPLINE
N=1007

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 18-21 <u>2008</u>	Jan 11-14 <u>2008</u>	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>
38	Barack Obama	29	37	38	26	10	20	22	20	23
31	Hillary Clinton	40	39	28	41	61	41	42	32	41
13	John McCain	5	4	1	*	*	2	2	2	4
2	Mitt Romney	5	2	3	5	1	2	2	3	1
2	Mike Huckabee	5	4	13	5	1	--	--	--	--
*	George W. Bush	1	*	1	1	1	1	3	1	1
*	John Edwards	*	1	1	1	*	2	2	2	3
1	Ron Paul	*	1	1	1	1	*	*	*	--
--	Fred Thompson	*	1	*	1	1	8	2	4	*
--	Rudy Giuliani	*	*	1	3	6	4	2	4	3
*	Other	1	*	*	1	1	1	2	2	1
<u>13</u>	DK/Refused	<u>14</u>	<u>11</u>	<u>13</u>	<u>15</u>	<u>17</u>	<u>19</u>	<u>21</u>	<u>30</u>	<u>23</u>
100		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. Tornadoes and violent storms in the South and Midwest	25	42	19	13	1=100
TREND FOR COMPARISON:					
March 2-5, 2007: <i>South and Midwest</i>	33	38	18	11	*=100
May, 1999: <i>Oklahoma and Kansas</i>	38	40	15	6	1=100
b. News about the current situation and events in Iraq	24	35	25	16	*=100
February 1-4, 2008	28	39	22	11	*=100
January 25-28, 2008	23	35	26	16	*=100
January 18-21, 2008	31	33	20	15	1=100
January 11-14, 2008	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

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>
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
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

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>
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
c. A shooting at a city council meeting in Missouri where six people were killed	13	28	25	33	1=100
TREND FOR COMPARISON:⁵					
December 14-17, 2007: Colorado Religious Centers	17	31	24	27	1=100
December 7-10, 2007: Omaha Mall	30	36	18	15	1=100
d. President Bush and Congress agreeing on an economic stimulus plan	22	33	23	21	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 December 14-17, 2007 asked about “Shootings at two religious centers in Colorado.” December 7-10, 2007, asked about “A shooting at a shopping mall in Omaha, Nebraska where eight people were killed.”

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>
January 25-28, 2008	24	36	19	21	*=100
e. Microsoft's offer to buy Yahoo	10	22	23	44	1=100
TREND FOR COMPARISON:					
Aug. 3-6, 2007: Murdoch's purchase of Wall Street Journal/Dow Jones	7	17	22	54	*=100
January, 2000: AOL-Time Warner merge	17	28	27	26	2=100
December, 1998: Exxon-Mobil merger	8	26	27	38	1=100
December, 1998: AOL-Netscape merger	6	19	23	50	2=100
June, 1998: Chrysler-Daimler Benz merger	12	22	27	38	1=100
September, 1995: Time Warner-Turner Broadcasting Merger	6	23	32	37	2=100
August, 1995: Purchase of ABC by Disney	10	24	35	30	1=100
January, 1991: Purchase of MCA by Japanese electronics company, Matsushita	9	20	32	38	1=100
f. News about candidates for the 2008 presidential election	39	37	15	9	0=100
February 1-4, 2008	37	35	16	12	*=100
January 25-28, 2008	36	37	14	12	1=100
January 18-21, 2008	36	34	18	12	*=100
January 11-14, 2008⁶	32	31	19	17	1=100
January 4-7, 2008	33	36	19	11	1=100
December 14-17, 2007	25	34	22	19	*=100
December 7-10, 2007	24	35	22	19	*=100
November 30 – December 3, 2007	23	35	23	19	*=100
November 23-26, 2007	20	33	26	20	1=100
November 16-19, 2007	26	33	21	19	1=100
November 9-12, 2007	21	33	25	21	*=100
November 2-5, 2007	27	30	21	21	1=100
October 26-29, 2007	21	34	26	19	*=100
October 19-22, 2007	23	32	22	23	*=100
October 12-15, 2007	13	31	26	30	*=100
October 5-8, 2007	22	30	24	24	*=100
September 28 – October 1, 2007	21	34	25	20	*=100
September 21-24, 2007	24	31	22	23	*=100
September 14-17, 2007	22	31	24	23	*=100
September 7-10, 2007	18	34	26	22	*=100
August 30-September 2, 2007	19	35	21	25	*=100
August 24-27, 2007	22	28	24	26	*=100
August 17-20, 2007	19	27	24	30	*=100
August 10-13, 2007	23	32	21	24	*=100
August 3-6, 2007	19	31	25	25	*=100
July 27-30, 2007	19	32	22	26	1=100
July 20-23, 2007	16	26	30	27	1=100
July 13-16, 2007	17	29	27	27	*=100
July 6-9, 2007	24	29	24	22	1=100
June 29-July 2, 2007	20	32	25	23	*=100
June 22-25, 2007	18	31	21	30	*=100
June 15-18, 2007	17	32	26	25	*=100
June 8-11, 2007	19	30	24	26	1=100

⁶ From January 11-14, 2008 the story was listed as "News about the New Hampshire primaries and the presidential campaign."

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>
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

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.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>
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
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.]**

- 45 News about candidates for the 2008 presidential election
 - 17 Tornadoes and violent storms in the South and Midwest
 - 9 News about the current situation and events in Iraq
 - 8 President Bush and Congress agreeing on an economic stimulus plan
 - 3 A shooting at a city council meeting in Missouri where six people were killed
 - 1 Microsoft's offer to buy Yahoo
 - 4 Some other story (SPECIFY)
 - 13 Don't know/Refused
- 100

Thinking about the presidential campaign...

Q.3a Thinking about the presidential primaries so far, generally do you think they have been a good way of determining who the best qualified nominees are or not?

		<i>Gallup</i>					<i>Newsweek</i>			
		Feb	March	March	March	Jan	June	May	Jan	March
		<u>2004</u>	<u>2000</u>	<u>1996</u>	<u>1992</u>	<u>1992</u>	<u>1988</u>	<u>1988</u>	<u>1988</u>	<u>1980</u>
43	Yes	40	41	35	31	51	48	56	61	40
52	No	46	50	58	59	41	37	31	23	48
<u>5</u>	DK/Refused	<u>14</u>	<u>9</u>	<u>7</u>	<u>10</u>	<u>8</u>	<u>15</u>	<u>13</u>	<u>16</u>	<u>12</u>
100		100	100	100	100	100	100	100	100	100

Q.3b All in all, how would you rate the job the press has done in covering the presidential campaign so far: excellent, good, only fair, or poor?

	<u>Excellent</u>	<u>Good</u>	<u>Only Fair</u>	<u>Poor</u>	<u>DK/Refused</u>	
February 8-11, 2008	11	44	27	17	1=100	
Sept. 28-Oct. 1, 2007⁹	6	35	32	21	6=100	
February 2-5, 2007¹⁰	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	

Q.4 How much influence do you think news organizations have on which candidates become the presidential nominees: too much, too little or about the right amount?

	<u>Too much</u>	<u>Too little</u>	<u>Right amount</u>	<u>DK/Refused</u>
February 8-11, 2008	54	4	39	3=100
February, 2004	63	5	28	4=100
September, 1999	64	4	30	2=100
October, 1996 (Registered voters)	67	4	25	4=100
September, 1996 (Registered voters)	64	4	30	2=100
September 1992 (Registered voters)	54	4	37	5=100
February, 1992	58	5	33	4=100
January, 1992 ¹¹	53	4	40	3=100
October, 1988 (Registered voters)	58	3	36	3=100

⁹ For February 2-5, 2007 and September 28-October 1, 2007, the question was worded "In general, how would you rate the job the press has done in covering the presidential campaign: excellent, good, only fair or poor."

¹⁰ 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."

¹¹ In January 1988, May 1988 and January 1992, the question was asked: "How much influence do you feel news organizations have on which candidates become presidential nominees?" In November 1987, the question was asked: "How much influence do you feel news organizations have on which candidates become their parties' presidential nominees?" Registered voter trends from 1996, 1992 and 1988 were asked: "... which candidate becomes the president?"

Q.4 CONTINUED...	Too <u>much</u>	Too <u>little</u>	Right <u>amount</u>	DK/ <u>Refused</u>
August, 1988 (Registered voters)	54	1	41	4=100
May 1988	47	4	41	8=100
January, 1988	51	4	37	8=100
November, 1987	59	5	31	5=100

Q.5 On Tuesday night, did you follow the results of the Super Tuesday primaries as they were being reported, or not? **[IF YES, ASK:]** Did you follow the primary returns ... **[READ LIST. RECORD AS MANY AS APPLY. WAIT FOR YES OR NO FOR EACH]**

		<i>New Hampshire Primaries Jan 11-14, 2008</i>	<i>Iowa Democratic Caucuses Jan 4-7, 2008</i>
60	Yes, followed the results	38	30
49	Yes, on television	34	
11	Yes, on internet	3	
11	Yes, on radio	3	
0	Yes, someplace else	*	
40	No, did not follow results	62	70
*	Don't know/Refused	*	*
100		100	100

NO QUESTION 6.

Q.7 Do you happen to know if many conservative talk radio hosts, such as Rush Limbaugh and Sean Hannity, are supporting or opposing John McCain's campaign for president?

7	Yes, supporting
27	Yes, opposing <i>{Correct answer}</i>
66	No, don't know/ Refused
100	

Please tell me . . .

SP1 In politics, as of today, do you consider yourself a Republican, a Democrat, or an Independent?

28	Republican
35	Democrat
32	Independent
1	Other party
4	Don't know/Refused
100	

IF RESPONDENT SAYS 'INDEPENDENT', 'OTHER PARTY' OR 'DON'T KNOW' (SP1=03-99), ASK [N=398]:

SP2 As of today, do you lean more to the Democratic Party or the Republican Party?

41	Democratic
21	Republican
29	Neither/other
9	Don't know/Refused
100	

ASK OF DEMOCRATS AND DEMOCRATIC LEANING INDEPENDENTS ONLY: [N=482]

Q.8 As I read some words and phrases, tell me whether you think each better describes [READ NAMES; WITH HALF OF RESPONDENTS GETTING CLINTON FIRST, HALF GETTING OBAMA FIRST] [INSERT ITEM; RANDOMIZE], or whether it doesn't describe either of them? (First,) [INSERT ITEM; RANDOMIZE], (Does this better describe [NAMES] or don't you think it describes either of them)?

	Hillary <u>Clinton</u>	Barack <u>Obama</u>	<u>Neither</u>	(VOL.) <u>Both</u>	DK/ <u>Refused</u>
a. Is prepared to lead the country	38	28	14	16	4=100
b. Has the best chance of getting elected president in November	41	40	7	6	6=100
c. Most likely to bring about change	26	52	8	12	2=100
d. Honest and trustworthy	21	40	14	21	4=100
e. Inspiring	20	54	10	14	2=100
f. Someone who is hard to like	42	9	42	2	5=100
g. Doesn't stand for anything	16	11	62	3	8=100
h. Too inexperienced for the job	18	35	38	4	5=100

ASK OF REPUBLICANS AND REPUBLICAN LEANING INDEPENDENTS ONLY: [=381]

Q.9 Now I have a different kind of question...as I say some words or phrases, tell me whether you think each one describes John McCain or not. (First,) [READ AND RANDOMIZE], (does this describe John McCain or not)?

	Yes, describes <u>McCain</u>	No, does not <u>describe McCain</u>	Don't know/ <u>Refused</u>
a. Has an admirable character	75	18	7=100
b. Has a good chance of getting elected in November	73	22	5=100
c. Not a true conservative	44	46	10=100
d. Too old for the job	19	78	3=100
e. Can't control his temper	34	50	16=100
f. Honest and trustworthy	70	22	8=100