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FOR FURTHER INFORMATION:
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Spitzer Scandal: Heavy Coverage, Moderate Interest
MOST AWARE OF FERRARO’S COMMENTS, WRIGHT VIDEOS

On the eve of Barack Obama’s major speech on race and politics, most Americans said they had heard at least a little about the videos showing the Rev. Jeremiah Wright making racially-charged statements to his Chicago congregation.

At the time of the survey, however, there was greater public awareness of other recent campaign events. Last week, in fact, more Americans said they had heard a lot about Geraldine Ferraro’s statements asserting that Obama’s race has been a

major advantage in his campaign than had heard about videos of Wright preaching to his congregation; 40% said they had heard a lot about Ferraro’s statements, while 31% had heard a lot about videos of Wright’s sermons.

Looking at the major campaign events of the past month, more Americans heard about accusations that Obama had plagiarized sections of a speech by Massachusetts Gov. Deval Patrick than heard about the Wright tapes. Fewer heard about Obama’s connections to Tony Rezko. The most widely known campaign story over this period of time involved reports that John McCain may have had an improper relationship with a female lobbyist – 48% of the public heard a lot about this.

On the Campaign Trail: Which Events are Americans Hearing About?				
<i>How much have you heard about...</i>	<u>A lot</u> %	<u>A little</u> %	<u>Nothing at all</u> %	<u>Don't know</u> %
<i>Last week's events:</i>				
Ferraro's comments	40	35	24	1=100
Possible Clinton/Obama ticket	37	46	17	*=100
Fla. and Mich. primary question	34	43	22	1=100
Rev. Wright videos	31	36	33	*=100
<i>Previous weeks' events:</i>				
McCain and female lobbyist	48	33	19	*=100
Obama plagiarism charges	39	35	26	*=100
Obama Muslim rumors	38	41	19	2=100
Clinton 3:00 am ad	38	24	37	1=100
Bush endorsing McCain	36	39	24	1=100
Michelle Obama comments	35	25	39	1=100
Samantha Power "monster" comment	29	34	36	1=100
Obama's ties to Rezko	20	35	44	1=100
Clinton tax returns	19	33	47	1=100
Nicholson ad for Clinton	9	27	63	1=100

In other major campaign news last week, 37% of the public heard a lot about Clinton’s suggestions that she might consider Obama as her running mate. Nearly half of the public (46%) heard a little about this while 17% have heard nothing at all. Roughly a third (34%) have heard a lot about the debate over how to handle the outcome of the Democratic primaries in Florida and Michigan; 43% have heard a little about this and 22% have heard nothing at all.

Obama was by far the leading newsmaker during a week where dueling racial controversies drove much of the campaign news coverage. According to the Project for Excellence in Journalism’s Campaign Coverage Index, Obama was featured prominently in 67% of all campaign stories while Clinton was featured in 51%. McCain was the featured newsmaker in only 15% of campaign stories.

Obama also came out ahead of Clinton as the most visible candidate in the eyes of the public. Fully 57% of the public said Obama was the candidate they had heard the most about in the news in the past week, while 26% named Clinton. Only 4% of the public and 8% of Republicans named McCain as the candidate they had heard the most about in the news last week. The previous week Obama and Clinton were in a virtual tie in terms of public visibility (37% named Clinton, 38% named Obama), with McCain trailing far behind both Democrats (6%).

Overall, the campaign accounted for 27% of the national newshole last week. Public interest in the campaign remained high – 40% followed the story very closely and 37% listed this as the single news story they followed more closely than any other last week. In another measure of public engagement in the campaign, an overwhelming majority of Americans are talking about the campaign with family and friends. Fully 84% say the campaign has come up in conversations with people they know.

Spitzer Situation Sad, Not Funny

The media’s focus was split last week between the presidential race and the scandal involving New York Gov. Eliot Spitzer. The Spitzer scandal is the first story this year to draw the national media’s attention away from the campaign. Coverage of Spitzer accounted for 23% of the national newshole (compared with 27% for the campaign). Cable TV news devoted 34% of its coverage to the story.

<i>Is Spitzer situation...?</i>	<u>Yes</u> %	<u>No</u> %	<u>DK</u> %
Sad	68	30	2=100
Important	47	51	2=100
Interesting	47	51	2=100
Funny	17	81	2=100

The vast majority of Americans knew little or nothing about Spitzer prior to last week’s revelations about his involvement with a prostitution ring. Nearly half of the public (47%) knew

nothing at all about Spitzer before last week and 33% knew only a little about the New York governor. One-in-five (19%) said they knew a lot about Spitzer.

Most Americans (68%) view the Spitzer situation as sad while very few (17%) see it as funny. Notably, men are more than twice as likely as women to say the situation is funny (24% of men vs. 11% of women). The public is much more evenly divided over the importance of the scandal. While 47% say it is important, slightly more (51%) disagree. Roughly equal proportions of Republicans (52%) and Democrats (49%) view the situation as important. Similarly, 47% of Americans say the Spitzer story is interesting, while 51% say it is not interesting.

Young people stand out in their views on Spitzer’s troubles – they are much more likely than their older counterparts to view the situation as both interesting and funny. Among those under age 30, 59% say the Spitzer story is interesting. This compares with 44% of those ages 30 and older. Nearly a third of young people (31%) say the story is funny compared with only 13% of those aged 30 and older. The under-30 crowd is also much less likely to see Spitzer’s predicament as sad.

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 March 10-16 and survey data measuring public interest in the top news stories of the week was collected March 14-17 from a nationally representative sample of 1,005 adults.

Mixed Reactions to Coverage of Spitzer Scandal

Overall, the press receives positive ratings for its coverage of the Spitzer scandal. A majority of Americans (56%) say the press has done an excellent (14%) or good (42%) job in covering the story, while 36% say the press has done only a fair (26%) or poor (10%) job. Notwithstanding, half of the public (53%) say press coverage devoted to Gov. Spitzer was excessive, while 35% say it received the right amount of coverage. Only 5% say the story has received too little coverage.

Majority Says “Too Much” Spitzer Coverage	
	<u>Total</u>
<i>Job press has done:</i>	%
Excellent	14
Good	42
Only fair	26
Poor	10
Don’t know	<u>8</u>
	100
<i>Amount of coverage:</i>	
Too much	53
Too little	5
Right amount	35
Don’t know	<u>7</u>
	100

The public had a similar reaction to recent scandals involving racist remarks by radio's Don Imus and news that NFL quarterback Michael Vick was involved in illegal dog fighting. For both of these stories about half of the public said the media had allotted too much coverage. Last year's celebrity starlet scandals drew

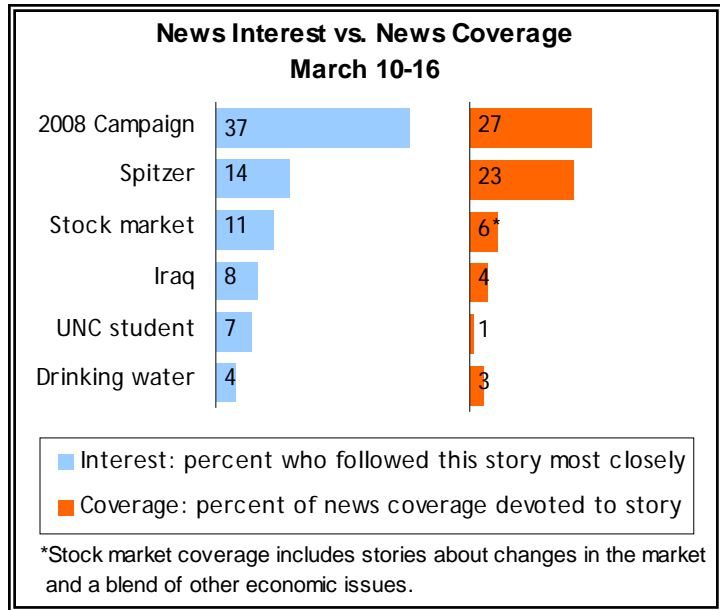
	Too much	Too little	Right Amount	DK
<i>Amount of coverage of...</i>	%	%	%	%
Celeb starlet scandals {7/07}	87	2	8	3=100
Don Imus remarks {4/07}	57	6	29	8=100
Eliot Spitzer & prostitution	53	5	35	7=100
Vick dog fighting case {8/07}	49	6	37	8=100

far greater negative reactions from the public. In July, fully 87% of Americans said that celebrity scandals involving Britney Spears, Paris Hilton and Lindsay Lohan received too much coverage and just 8% said they received the right amount of media attention.

Both Republicans and Democrats offer positive ratings of the Spitzer coverage, with roughly six-in-ten of both groups calling the coverage excellent or good. With regards to the amount of news coverage devoted to the scandal, partisans also agree that on balance the story received too much coverage.

Spitzer Rivals '08 Campaign for News Coverage and Public Interest

The heavy coverage of the Spitzer story got people talking last week. Nearly six-in-ten Americans (59%) say that revelations about Gov. Spitzer's involvement in a prostitution ring has come up in conversation with the people they know, compared with 40% who say the scandal was not a topic of conversation.



Overall, 26% followed the Spitzer scandal very closely last week. That equals the level of public interest in the 2006 congressional page scandal involving former Rep. Mark Foley and

is significantly higher than the percentage that followed the Larry Craig scandal very closely (19%).

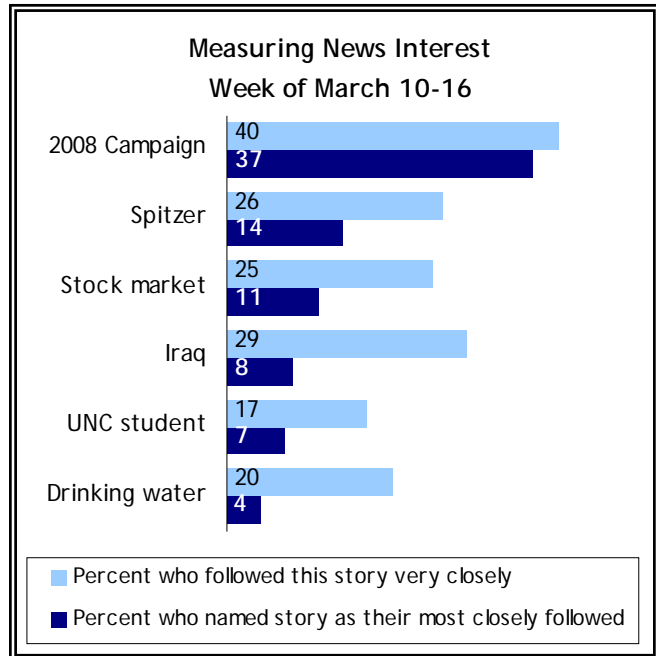
In addition, 14% said that Spitzer was the story they followed most closely last week. The overwhelming majority of this group (80%) says they talked about the Spitzer scandal with the people they know.

Overall, 25% of Americans paid very close attention to recent ups and down in the stock market and 11% said this was the single news story they followed more closely than any other. The media devoted 6% of its overall coverage to the stock market and other economic issues. Interest in the market is comparable to the level registered in late January when 29% followed the market very closely.

Stories about the murder of a female student at the University of North Carolina attracted the very close attention of one-in-six Americans (17%); 7% said this was the story they followed most closely. Southerners followed this story more closely than people from other regions of the country.

Public interest in the Iraq war is virtually unchanged from earlier in the year. Last week, 29% of Americans followed news about Iraq very closely and 8% said it was the story they followed most closely.

An investigation that found small amounts of certain medicines in public drinking water received a modest amount of media coverage (3% of the overall newshole for the week). One-in-five Americans followed the story very closely and 4% listed it as their most closely followed story of the week.



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
MARCH 14-17, 2008 NEWS INTEREST INDEX OMNIBUS SURVEY
TOPLINE
N=1,005

Q.1 Apart from who you support, which presidential candidate have you heard the most about in the news in the last week or so? [OPEN-END. RECORD FIRST MENTION ONLY.]

		March 7-10, 2008
26	Hillary Clinton	37
57	Barack Obama	38
4	John McCain	6
2	Other (SPECIFY)	4
<u>11</u>	Don't know/Refused	<u>15</u>
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?"]

	<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<u>DK/ Refused</u>
a. The Governor of New York Eliot Spitzer resigning because of his involvement with a prostitution ring	26	35	24	15	*=100
TREND FOR COMPARISON:¹					
September 7-10, 2007: <i>Larry Craig's political future</i>	16	27	27	29	1=100
August 30-September 2, 2007: <i>Larry Craig's arrest</i>	19	29	22	29	1=100
October 2006: <i>Mark Foley's resignation</i>	26	32	23	18	1=100
October 1989: <i>Barney Frank scandal</i>	6	19	26	48	1=100
b. The murder of a female student at the University of North Carolina	17	31	27	25	*=100
c. News about the current situation and events in Iraq	29	38	23	10	*=100
March 7-10, 2008	28	39	18	15	*=100
February 29-March 3, 2008	28	40	19	13	*=100
February 8-11, 2008	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

¹ October 1989 asked about: "The scandal involving Congressman Barney Frank and a male prostitute." October 2006 asked about: "The resignation of Congressman Mark Foley, who sent inappropriate messages to young people." August 30-September 2, 2007 asked about: "Idaho Senator Larry Craig's arrest for disorderly conduct in a men's restroom in the Minneapolis airport." September 7-10, 2007 asked about: "Reports about Idaho Senator Larry Craig's political future following his arrest for disorderly conduct in a men's restroom."

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>
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
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 ²	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

² 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>
September, 2006	33	43	14	8	2=100
August, 2006	41	39	12	7	1=100
June, 2006	37	43	13	6	1=100
May, 2006	42	35	15	7	1=100
April, 2006	43	36	13	7	1=100
March, 2006	43	38	12	6	1=100
February, 2006	39	42	12	6	1=100
January, 2006	40	40	12	7	1=100
December, 2005	45	38	11	5	1=100
Early November, 2005	41	40	13	6	*=100
Early October, 2005	43	36	15	6	*=100
Early September, 2005	32	40	20	7	1=100
July, 2005	43	37	13	6	1=100
Mid-May, 2005	42	42	11	5	*=100
Mid-March, 2005	40	39	14	5	2=100
February, 2005	38	45	13	4	*=100
January, 2005	48	37	11	4	*=100
December, 2004	34	44	15	6	1=100
Mid-October, 2004	42	38	11	8	1=100
Early September, 2004	47	37	9	6	1=100
August, 2004	39	42	12	6	1=100
July, 2004	43	40	11	6	*=100
June, 2004	39	42	12	6	1=100
April, 2004	54	33	8	5	*=100
Mid-March, 2004	47	36	12	4	1=100
Early February, 2004	47	38	10	4	1=100
Mid-January, 2004	48	39	9	4	*=100
December, 2003	44	38	11	6	1=100
November, 2003	52	33	9	5	1=100
September, 2003	50	33	10	6	1=100
Mid-August, 2003	45	39	10	5	1=100
Early July, 2003	37	41	13	8	1=100
June, 2003	46	35	13	6	*=100
May, 2003	63	29	6	2	*=100
April 11-16, 2003 ³	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 ⁴	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 ⁵	48	29	15	6	2=100

³ From March 20-24, 2003 to April 11-16, 2003, the story was listed as “News about the war in Iraq.”

⁴ 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.”

⁵ In Early September, 2002, the story was listed as “Debate over the possibility that the U.S. will invade 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>
d. Recent major ups and downs in the U.S. stock market	25	31	23	21	*=100
January 25-28, 2008	29	28	19	23	1=100
August 17-20, 2007	21	24	22	33	*=100
July 27-30, 2007	15	26	21	37	1=100
March 2-5, 2007⁶	21	28	25	26	*=100
Early September, 2002	27	30	20	22	1=100
Late July, 2002	33	33	15	18	1=100
March, 2001	27	27	18	27	1=100
Mid-October, 2000	20	26	23	31	1=100
April, 2000	18	28	23	31	*=100
Early April, 2000	19	29	20	32	*=100
March, 2000	23	29	21	26	1=100
March, 1999	18	29	22	31	*=100
January, 1999	24	28	19	28	1=100
Early September, 1998	32	31	20	17	*=100
Mid-August, 1998	17	23	21	39	*=100
January, 1998	21	25	23	31	*=100
Early November, 1997	16	29	22	33	*=100
Mid-November, 1997	25	36	18	20	1=100
September, 1997	14	22	23	40	1=100
April, 1997	17	21	22	40	*=100
February, 1996	12	20	25	42	1=100
e. Reports that small amounts of certain medicines have been found in many drinking water supplies	20	34	23	22	1=100
f. News about candidates for the 2008 presidential election	40	37	16	7	*=100
March 7-10, 2008	39	36	15	9	1=100
February 29-March 3, 2008	43	34	14	9	*=100
February 22-25, 2008	42	37	13	8	*=100
February 15-18, 2008	44	36	10	10	*=100
February 8-11, 2008	39	37	15	9	0=100
February 1-4, 2008	37	35	16	12	*=100
January 25-28, 2008	36	37	14	12	1=100
January 18-21, 2008	36	34	18	12	*=100
January 11-14, 2008⁷	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

⁶ March 2-5, 2007 asked about “The recent drop in the U.S. stock market.” In Early November, 1997, the story was listed as “Thinking about last Monday when the stock market dropped, how closely did you follow what was happening?” From February, 1996 to Mid-November, 1997, the story was listed as “Recent major ups and downs in the stock market.”

⁷ 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>
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 ⁸	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 ⁹	29	37	20	13	1=100

⁸ 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

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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.]**

- 37 News about candidates for the 2008 presidential election
- The Governor of New York Eliot Spitzer resigning because of his involvement with a
- 14 prostitution ring
- 11 Recent major ups and downs in the U.S. stock market
- 8 News about the current situation and events in Iraq
- 7 The murder of a female student at the University of North Carolina
- Reports that small amounts of certain medicines have been found in many drinking water
- 4 supplies
- 7 Some other story (SPECIFY)
- 12 Don't know/Refused
- 100

Q.4 Regardless of whether you've followed these topics in the news, can you tell me if each of the following has come up in conversation with the people you know, or not? **[INSERT ITEM; ROTATE]**

	Yes, topic <u>of conversation</u>	No, not topic <u>of conversation</u>	<u>Don't know</u>
a. The economy	80	20	*=100
b. The presidential campaign	84	16	*=100
c. The scandal involving New York Gov. Eliot Spitzer	59	40	1=100

Thinking about Eliot Spitzer's resignation as Governor of New York...

Q.5 In general, how would you rate the job the press has done in covering this story **[READ]?**

- 14 Excellent
- 42 Good
- 26 Only fair
- 10 Poor
- 8 Don't know/Refused **[VOL. DO NOT READ]**
- 100

Q.6 Do you think news organizations are giving too much, too little, or the right amount of coverage to this story?

- 53 Too much
- 5 Too little
- 35 Right amount
- 7 Don't know/Refused
- 100

Q.7 Before this week, how much had you heard about Eliot Spitzer **[READ]**?

19 A lot
 33 A little
 47 Nothing at all
1 **[VOL. DO NOT READ]** Don't know/Refused
 100

Q.7A Please tell me if you think each of the following words describes the Eliot Spitzer situation, or not. Is it **[ROTATE ITEMS]**

	<u>Yes, applies</u>	<u>No, does not</u>	<u>Don't know</u>
a. Important	47	51	2=100
b. Interesting	47	51	2=100
c. Funny	17	81	2=100
d. Sad	68	30	2=100

Now thinking about the presidential campaign...

Q.8 How much if anything have you heard about each of the following? Have you heard a lot, a little or nothing at all? **[READ ITEMS; ROTATE]**

	<u>A lot</u>	<u>A little</u>	<u>Nothing at all</u>	<u>DK/ Refused</u>
a. Geraldine Ferraro's recent comment that Barack Obama wouldn't be where he is today if he was a white man	40	35	24	1=100
b. Hillary Clinton's suggestion that she might consider Barack Obama as her running mate	37	46	17	*=100
c. Discussions about how to handle the outcome of the Democratic primaries in Florida and Michigan	34	43	22	1=100
d. Videos of the pastor of Barack Obama's church in Chicago preaching to the congregation	31	36	33	*=100