



FOR IMMEDIATE RELEASE:  
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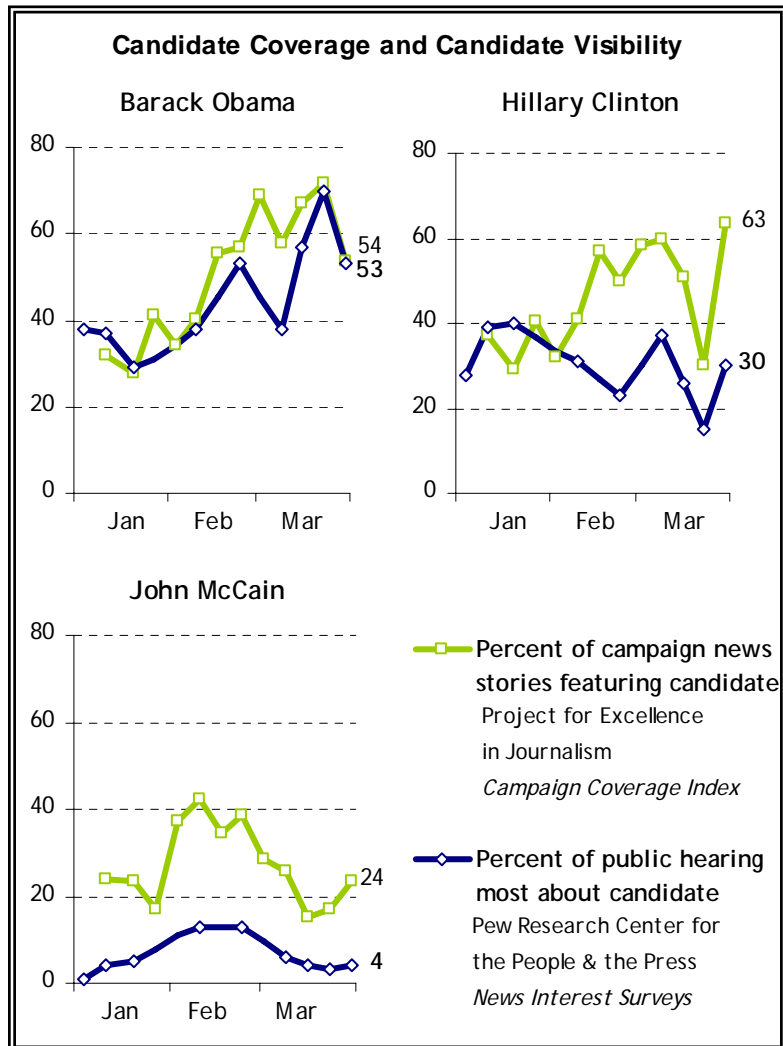
FOR FURTHER INFORMATION:  
Andrew Kohut, Director  
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**Many Say Economic Reporting Too Negative**  
**CLINTON CONTROVERSY HEAVILY COVERED BUT OBAMA MAINTAINS VISIBILITY EDGE**

Hillary Clinton's retraction of her claim that she came under sniper fire while visiting Bosnia in 1996 was one of the main campaign storylines last week. But the controversy over her statements did not resonate as widely as the furor over statements made by Barack Obama's pastor earlier in March. Roughly four-in-ten Americans heard a lot about Clinton's claim that she came under sniper fire, placing this story near the middle of the list of campaign news events this year in terms of overall visibility. By comparison, in Pew's News Interest Index survey a week ago, 51% reported having heard "a lot" about Rev. Wright's sermons.

While Clinton was the number one newsmaker of the

week, according to the Project for Excellence in Journalism's Campaign Coverage Index, she continues to lag behind Obama in terms of public visibility. PEJ's analysis of news coverage found that Clinton was featured prominently in 63% of all campaign stories last week, while



Barack Obama was featured in 54% and John McCain in just 24% of the stories. Yet when asked which candidate they had heard the most about last week, 53% said Obama, 30% Clinton and 4% McCain. This represents a significant shift from the previous week, when 70% cited Obama as the candidate they had heard the most about, 15% Clinton and 3% McCain.

Most Americans (55%) say their view of Hillary Clinton has not changed over the past few days. Overall, 30% say they have come to feel less favorably toward her over the past few days, while 13% say they have come to feel more favorably toward her. While Clinton’s statement about Bosnia has probably not helped her, balance of public reactions to Clinton are virtually unchanged from the previous week, before this story received widespread coverage.

Opinions about Barack Obama have a similar dynamic – just over half (52%) say their view of him has not changed in recent days, and among those who say it has changed, somewhat more say it is for the worse (27%) than for the better (18%). These reactions are virtually unchanged from the previous week, when news about Rev. Wright and Obama’s speech about race dominated campaign coverage.

<b>Most Say Opinions Unchanged In Recent Days</b>		
	<u>Mar 20-24</u>	<u>Mar 28-31</u>
<b>Hillary Clinton</b>	%	%
More favorable	16	13
Less favorable	25	30
Unchanged	57	55
Don't know	<u>2</u>	<u>2</u>
	100	100
<b>Barack Obama</b>		
More favorable	22	18
Less favorable	30	27
Unchanged	46	52
Don't know	<u>2</u>	<u>3</u>
	100	100
<b>John McCain</b>		
More favorable	18	18
Less favorable	18	20
Unchanged	61	57
Don't know	<u>3</u>	<u>5</u>
	100	100

In other campaign news last week, roughly two-thirds of the public heard something about Bill Richardson's decision to endorse Obama (28% heard a lot about this, 39% heard a little). A similar proportion heard about State Department contractors illegally accessing the passport records of the presidential candidates (26% heard a lot, 40% heard a little).

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 24-30 and survey data measuring public interest in the top news stories of the week was collected March 28-31 from a nationally representative sample of 1,005 adults.

Most Visible Election Events				
	How much have you heard...			
	A lot	A little	Nothing at all	DK
	%	%	%	%
<i>Last week's events**</i>				
Clinton's Bosnia claims	39	29	32	*=100
Richardson endorsing Obama	28	39	33	*=100
State Dept passport breach	26	40	34	*=100
<i>Previous weeks' events***</i>				
Obama race & politics speech	54	31	15	*=100
Rev. Wright videos	51	28	21	*=100
McCain and female lobbyist	48	33	19	*=100
Ferraro's comments	40	35	24	1=100
Obama plagiarism charges	39	35	26	*=100
Rumors Obama is Muslim	38	41	19	2=100
Clinton 3:00 am ad	38	24	37	1=100
Possible Clinton/Obama ticket	37	46	17	*=100
Bush endorsing McCain	36	39	24	1=100
Michelle Obama comments	35	25	39	1=100
Fla. and Mich. primary question	34	43	22	1=100
S. Power "monster" comment	29	34	36	1=100
McCain Iraq & Middle East trip	22	49	28	1=100
Obama's ties to Rezko	20	35	44	1=100
Clinton tax returns	19	33	47	1=100
McCain Iran/al Qaeda error	17	39	43	1=100
Nicholson ad for Clinton	9	27	63	1=100
** Survey conducted March 28-31				
*** Surveys conducted March 20-24, March 14-17, March 7-10 and Feb 22-25.				

## Is the Press Telling it Like it is?

While the presidential campaign has dominated the national newshole in recent months, the economy has also attracted a substantial amount of media coverage. Last week, the national news media devoted 7% of its overall coverage to the economy. The previous week, 16% of all coverage focused on economic news. For its part, the public has been following economic news very closely. Last week 42% of the public paid very close attention to news about the economy, down only slightly from a 15-year high of 45% the previous week.

While a 46% plurality of Americans say press reports on the economy are balanced, more than a third (35%) believe that the media is making the economic situation seem worse than it actually is. This criticism comes even while Americans themselves are overwhelmingly gloomy about the state of the economy. In the latest Pew Research Center for the People & the Press national survey, nearly nine-in-ten rate the economy as only fair (32%) or poor (56%).

	Total	Rep	Dem	Ind
	%	%	%	%
<i>News about economy makes it seem...</i>				
Worse than it is	35	43	31	35
Better than it is	16	13	19	14
About the way it is	46	42	48	47
Don't know	<u>3</u>	<u>2</u>	<u>2</u>	<u>4</u>
	100	100	100	100
<i>News about Iraq makes it seem...</i>				
Worse than it is	36	52	24	36
Better than it is	22	10	30	24
About the way it is	36	34	41	33
Don't know	<u>6</u>	<u>4</u>	<u>5</u>	<u>7</u>
	100	100	100	100

Opinions do not differ based on attentiveness to economic news – those following the economy closely are no more or less critical of the press coverage. But partisanship is a factor, with Republicans 12-points more likely than Democrats to say the media is making things seem worse than they are (43% vs. 31%).

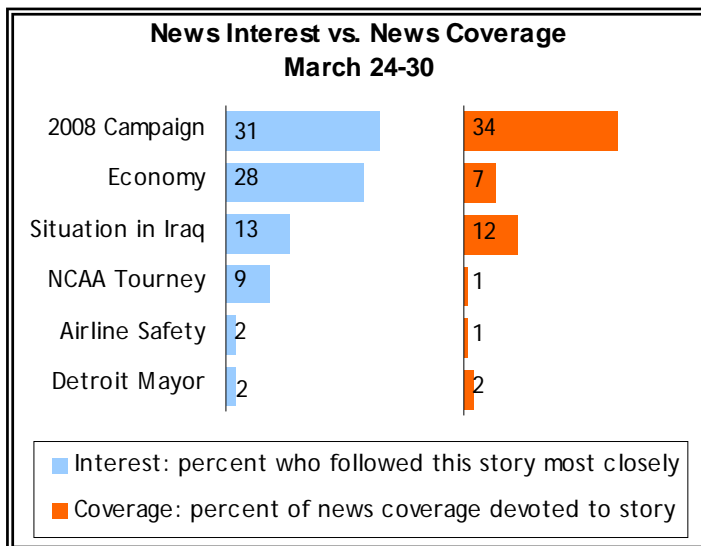
The partisan split is even greater with regard to coverage of the Iraq war. Overall, the public is fairly evenly split over how well news coverage reflects the reality on the ground in Iraq: 36% say news reports are making the situation in Iraq seem worse than it really is, 22% say the news is making the situation seem better than it is, and 36% say the news reports portray the situation about the way it really is.

Among Republicans, more than half (52%) say the media is making the war seem worse than it really is. This compares with only 24% of Democrats and 36% of independents. A plurality of Democrats believe news reports are painting an accurate picture of the situation in Iraq.

## Campaign and Economy Lead News Interest

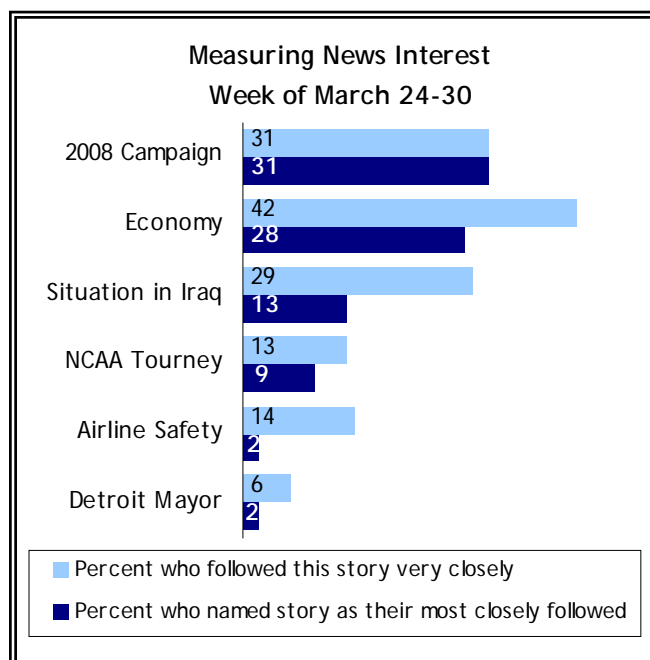
The public divided its attention last week between two top stories: the 2008 presidential campaign and reports on the condition of the U.S. economy.

Three-in-ten Americans (31%) followed campaign news very closely and an equal number called the race their most closely followed news story of the week. Democrats were slightly more likely than Republicans to have followed campaign news very closely (39%-31%). Overall interest in campaign news is down somewhat from February and early March. The percentage of Americans following the campaign very closely had been at or near 40% since early February and has started to slip over the past two weeks.



Media coverage of the campaign, though still substantial, has also begun to wane in recent weeks. Last week the national news media devoted 34% of its overall coverage to the campaign, down from 39% the previous week and 52% at the start of the month.

Despite receiving a significantly smaller share of media coverage, the condition of the U.S. economy is of at least as much interest to the American public. More than four-in-ten followed news about the condition of the U.S. economy very closely and 28% listed economic news as their most closely followed story. Republicans and Democrats followed the news in equal numbers, while those earning under \$30,000 a year were less likely than higher earners to have followed the story very closely.



In other news, with the 4,000th U.S. military death in Iraq and renewed violence in the country, news coverage of the Iraq war

increased last week. The media devoted 12% of its overall coverage to events in Iraq. This is by far the greatest amount of coverage devoted to Iraq in any given week thus far this year. In spite of the increase in coverage, public interest in the war remained steady: 29% followed Iraq news very closely (virtually unchanged from the previous four weeks) and 13% listed the war as the news story they followed most closely last week.

The ongoing NCCA basketball tournament was the top story for 9% of the public and 13% said they followed the story very closely. Unsurprisingly, men (19% very closely) were more than twice as likely as women (8% very closely) to have been following the tournament very closely.

The legal troubles of Detroit Mayor Kwame Kilpatrick generated little public interest or coverage. Only 4% of the public called reports about commercial airline safety inspections their top story of the week, though somewhat more (14%) said they followed the story 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](http://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:

Andrew Kohut, Director  
Scott Keeter, Director of Survey Research  
Carroll Doherty and Michael Dimock, Associate Directors  
Kim Parker Senior Researchers  
Juliana Menasce Horowitz, Robert Suls, Shawn Neidorf, Leah Christian and Jocelyn Kiley, Research Associates  
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**PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS**  
**MARCH 28-31, 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 20-24, <u>2008</u>	March 14-17, <u>2008</u>	March 7-10, <u>2008</u>
53	Barack Obama	70	57	38
30	Hillary Clinton	15	26	37
4	John McCain	3	4	6
2	Other (SPECIFY)	1	2	4
<u>11</u>	Don't know/Refused	<u>11</u>	<u>11</u>	<u>15</u>
100		100	100	100

Q.1A Thinking about [INSERT CANDIDATE; ROTATE]. In the past few days, have you come to have a MORE favorable opinion of (him/her), a LESS favorable opinion, or hasn't your opinion of (him/her) changed lately?

		More <u>favorable</u>	Less <u>favorable</u>	Opinion has <u>not changed</u>	Don't <u>know</u>
a.	Hillary Clinton	13	30	55	2=100
	<b>March 20-24, 2008</b>	<b>16</b>	<b>25</b>	<b>57</b>	<b>2=100</b>
b.	Barack Obama	18	27	52	3=100
	<b>March 20-24, 2008</b>	<b>22</b>	<b>30</b>	<b>46</b>	<b>2=100</b>
c.	John McCain	18	20	57	5=100
	<b>March 20-24, 2008</b>	<b>18</b>	<b>18</b>	<b>61</b>	<b>3=100</b>

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 <u>Closely</u>	Fairly <u>Closely</u>	Not too <u>Closely</u>	Not at all <u>Closely</u>	DK/ <u>Refused</u>
a.	The NCAA basketball tournament	<b>13</b>	<b>14</b>	<b>13</b>	<b>59</b>	<b>1=100</b>
	March, 1998	20	13	19	47	1=100
	April, 1990	24	16	14	46	*=100
b.	Detroit Mayor Kwame Kilpatrick's legal troubles	<b>6</b>	<b>17</b>	<b>28</b>	<b>48</b>	<b>1=100</b>
	<b>TREND FOR COMPARISON:<sup>1</sup></b>					
	February, 1990: Marion Barry arrest	28	40	19	13	0=100
c.	News about the current situation and events in Iraq	<b>29</b>	<b>40</b>	<b>19</b>	<b>11</b>	<b>1=100</b>
	<b>March 20-24, 2008</b>	<b>30</b>	<b>38</b>	<b>19</b>	<b>13</b>	<b>*=100</b>
	<b>March 14-17, 2008</b>	<b>29</b>	<b>38</b>	<b>23</b>	<b>10</b>	<b>*=100</b>
	<b>March 7-10, 2008</b>	<b>28</b>	<b>39</b>	<b>18</b>	<b>15</b>	<b>*=100</b>

<sup>1</sup> February, 1990 asked about: "The arrest of Washington's Mayor Barry on drug use charges."



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>
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
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 <sup>2</sup>	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

<sup>2</sup> From May, 2003 to March 23-26, 2007, the story was listed as “News about the current situation 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>
<b>February 2-5, 2007</b>	<b>38</b>	<b>38</b>	<b>17</b>	<b>7</b>	<b>*=100</b>
<b>January 26-29, 2007</b>	<b>36</b>	<b>38</b>	<b>15</b>	<b>11</b>	<b>*=100</b>
<b>January 19-22, 2007</b>	<b>37</b>	<b>34</b>	<b>18</b>	<b>10</b>	<b>1=100</b>
<b>January 12-15, 2007</b>	<b>38</b>	<b>36</b>	<b>17</b>	<b>8</b>	<b>1=100</b>
January, 2007	46	40	8	5	1=100
<b>January 5-8, 2007</b>	<b>40</b>	<b>32</b>	<b>16</b>	<b>12</b>	<b>0=100</b>
December, 2006	42	39	12	7	*=100
<b>November 30-December 3, 2006</b>	<b>40</b>	<b>36</b>	<b>13</b>	<b>11</b>	<b>*=100</b>
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
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 <sup>3</sup>	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 <sup>4</sup>	62	27	6	4	1=100
February, 2003	62	25	8	4	1=100
January, 2003	55	29	10	4	2=100

<sup>3</sup> From March 20-24, 2003 to April 11-16, 2003, the story was listed as "News about the war in Iraq."

<sup>4</sup> 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."

**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, 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 <sup>5</sup>	48	29	15	6	2=100
d. Issues with safety inspections on commercial airlines	<b>14</b>	<b>26</b>	<b>27</b>	<b>32</b>	<b>1=100</b>
e. Reports about the condition of the U.S. economy	<b>42</b>	<b>36</b>	<b>14</b>	<b>8</b>	<b>*=100</b>
<b>March 20-24, 2008</b>	<b>45</b>	<b>33</b>	<b>13</b>	<b>9</b>	<b>*=100</b>
<b>February 29-March 3, 2008</b>	<b>38</b>	<b>35</b>	<b>15</b>	<b>11</b>	<b>1=100</b>
<b>February 15-18, 2008</b>	<b>37</b>	<b>36</b>	<b>11</b>	<b>16</b>	<b>8=100</b>
<b>February 1-4, 2008</b>	<b>40</b>	<b>37</b>	<b>14</b>	<b>8</b>	<b>1=100</b>
<b>January 18-21, 2008</b>	<b>42</b>	<b>31</b>	<b>16</b>	<b>11</b>	<b>*=100</b>
<b>January 11-14, 2008</b>	<b>36</b>	<b>32</b>	<b>15</b>	<b>16</b>	<b>1=100</b>
<b>November 2-5, 2007</b>	<b>27</b>	<b>37</b>	<b>16</b>	<b>19</b>	<b>1=100</b>
<b>October 19-22, 2007</b>	<b>25</b>	<b>34</b>	<b>20</b>	<b>21</b>	<b>*=100</b>
<b>August 10-13, 2007</b>	<b>28</b>	<b>36</b>	<b>18</b>	<b>18</b>	<b>*=100</b>
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
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

<sup>5</sup> In Early September, 2002, the story was listed as "Debate over the possibility that the U.S. will invade 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>
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 candidates for the 2008					
presidential election	<b>31</b>	<b>41</b>	<b>18</b>	<b>10</b>	<b>*=100</b>
<b>March 20-24, 2008</b>	<b>34</b>	<b>37</b>	<b>18</b>	<b>11</b>	<b>*=100</b>
<b>March 14-17, 2008</b>	<b>40</b>	<b>37</b>	<b>16</b>	<b>7</b>	<b>*=100</b>
<b>March 7-10, 2008</b>	<b>39</b>	<b>36</b>	<b>15</b>	<b>9</b>	<b>1=100</b>
<b>February 29-March 3, 2008</b>	<b>43</b>	<b>34</b>	<b>14</b>	<b>9</b>	<b>*=100</b>
<b>February 22-25, 2008</b>	<b>42</b>	<b>37</b>	<b>13</b>	<b>8</b>	<b>*=100</b>
<b>February 15-18, 2008</b>	<b>44</b>	<b>36</b>	<b>10</b>	<b>10</b>	<b>*=100</b>
<b>February 8-11, 2008</b>	<b>39</b>	<b>37</b>	<b>15</b>	<b>9</b>	<b>0=100</b>
<b>February 1-4, 2008</b>	<b>37</b>	<b>35</b>	<b>16</b>	<b>12</b>	<b>*=100</b>
<b>January 25-28, 2008</b>	<b>36</b>	<b>37</b>	<b>14</b>	<b>12</b>	<b>1=100</b>
<b>January 18-21, 2008</b>	<b>36</b>	<b>34</b>	<b>18</b>	<b>12</b>	<b>*=100</b>
<b>January 11-14, 2008<sup>6</sup></b>	<b>32</b>	<b>31</b>	<b>19</b>	<b>17</b>	<b>1=100</b>
<b>January 4-7, 2008</b>	<b>33</b>	<b>36</b>	<b>19</b>	<b>11</b>	<b>1=100</b>
<b>December 14-17, 2007</b>	<b>25</b>	<b>34</b>	<b>22</b>	<b>19</b>	<b>*=100</b>
<b>December 7-10, 2007</b>	<b>24</b>	<b>35</b>	<b>22</b>	<b>19</b>	<b>*=100</b>
<b>November 30 – December 3, 2007</b>	<b>23</b>	<b>35</b>	<b>23</b>	<b>19</b>	<b>*=100</b>
<b>November 23-26, 2007</b>	<b>20</b>	<b>33</b>	<b>26</b>	<b>20</b>	<b>1=100</b>
<b>November 16-19, 2007</b>	<b>26</b>	<b>33</b>	<b>21</b>	<b>19</b>	<b>1=100</b>
<b>November 9-12, 2007</b>	<b>21</b>	<b>33</b>	<b>25</b>	<b>21</b>	<b>*=100</b>
<b>November 2-5, 2007</b>	<b>27</b>	<b>30</b>	<b>21</b>	<b>21</b>	<b>1=100</b>
<b>October 26-29, 2007</b>	<b>21</b>	<b>34</b>	<b>26</b>	<b>19</b>	<b>*=100</b>
<b>October 19-22, 2007</b>	<b>23</b>	<b>32</b>	<b>22</b>	<b>23</b>	<b>*=100</b>
<b>October 12-15, 2007</b>	<b>13</b>	<b>31</b>	<b>26</b>	<b>30</b>	<b>*=100</b>
<b>October 5-8, 2007</b>	<b>22</b>	<b>30</b>	<b>24</b>	<b>24</b>	<b>*=100</b>
<b>September 28 – October 1, 2007</b>	<b>21</b>	<b>34</b>	<b>25</b>	<b>20</b>	<b>*=100</b>
<b>September 21-24, 2007</b>	<b>24</b>	<b>31</b>	<b>22</b>	<b>23</b>	<b>*=100</b>
<b>September 14-17, 2007</b>	<b>22</b>	<b>31</b>	<b>24</b>	<b>23</b>	<b>*=100</b>
<b>September 7-10, 2007</b>	<b>18</b>	<b>34</b>	<b>26</b>	<b>22</b>	<b>*=100</b>
<b>August 30-September 2, 2007</b>	<b>19</b>	<b>35</b>	<b>21</b>	<b>25</b>	<b>*=100</b>
<b>August 24-27, 2007</b>	<b>22</b>	<b>28</b>	<b>24</b>	<b>26</b>	<b>*=100</b>
<b>August 17-20, 2007</b>	<b>19</b>	<b>27</b>	<b>24</b>	<b>30</b>	<b>*=100</b>
<b>August 10-13, 2007</b>	<b>23</b>	<b>32</b>	<b>21</b>	<b>24</b>	<b>*=100</b>
<b>August 3-6, 2007</b>	<b>19</b>	<b>31</b>	<b>25</b>	<b>25</b>	<b>*=100</b>

<sup>6</sup> 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>
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 <sup>7</sup>	24	27	22	26	1=100
<b>2004 Presidential Election</b>					
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 <sup>8</sup>	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

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

<sup>8</sup> 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>
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
<b>2000 Presidential Election</b>					
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
<b>1996 Presidential Election</b>					
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
<b>1992 Presidential Election</b>					
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
<b>1988 Presidential Election</b>					
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.]**

- 31 News about candidates for the 2008 presidential election
- 28 Reports about the condition of the U.S. economy
- 13 The current situation and events in Iraq
- 9 The NCAA basketball tournament
- 2 Issues with safety inspections on commercial airlines
- 2 Detroit Mayor Kwame Kilpatrick's legal troubles
- 5 Some other story (SPECIFY)
- 10 Don't know/Refused
- 100

Thinking about the presidential campaign...

Q.4 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. Hillary Clinton's claim that she came under sniper fire while visiting Bosnia	39	29	32	*=100
b. New Mexico Governor Bill Richardson's decision to endorse Barack Obama	28	39	33	*=100
c. State Department contractors illegally accessing the passport records of the presidential candidates	26	40	34	*=100

On another subject...

Q.5 In general, do you think news reports are making the **[INSERT ITEM; ROTATE]** seem WORSE than it really is, or BETTER than it really is, or are reports showing the situation about the way it really is?

	<u>Worse</u>	<u>Better</u>	<u>About the way it really is</u>	<u>DK/Refused</u>
a. U.S. economy	<b>35</b>	<b>16</b>	<b>46</b>	<b>3=100</b>
<b>November 9-12, 2007</b>	<b>42</b>	<b>17</b>	<b>35</b>	<b>6=100</b>
December, 2005	39	18	36	7=100
b. Situation in Iraq	<b>36</b>	<b>22</b>	<b>36</b>	<b>6=100</b>
<b>November 23-26, 2007</b>	<b>37</b>	<b>21</b>	<b>30</b>	<b>12=100</b>
<b>August 24-27, 2007</b>	<b>37</b>	<b>21</b>	<b>34</b>	<b>8=100</b>
<b>March 2-5, 2007</b>	<b>38</b>	<b>20</b>	<b>36</b>	<b>6=100</b>
April, 2006	37	17	35	11=100
December, 2005	39	19	35	7=100
Mid-September, 2005	35	19	38	8=100
October, 2003	38	14	36	12=100