



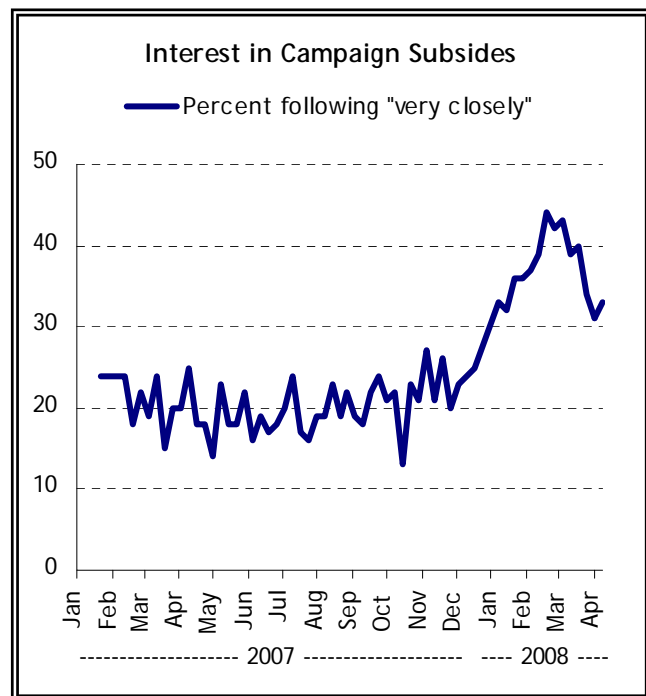
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FOR FURTHER INFORMATION:  
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## Awareness of U.S. War Fatalities Rebounds CAMPAIGN NEWS INTEREST DIPS

With the presidential campaign in something of a lull, public interest in campaign news has declined. Last week, 33% of the public paid very close attention to campaign news, down from 44% in mid-February. Public interest in the campaign, which had consistently surpassed attentiveness to previous presidential contests, is now comparable to the level measured in April 2004 (31% very closely).

The public is generally aware of salient facts about the presidential race and the candidates' backgrounds. Fully 77% correctly named Barack Obama as the Democratic candidate with the highest number of pledged delegates. In addition, a solid majority correctly estimated John McCain's age, with 59% saying he is in his 70s (McCain is 71).



Fewer Americans were able to come up with the name of the state where the next major Democratic primary contest will be held. About four-in-ten (41%) could recall Pennsylvania as the next primary state, while 48% did not know and 11% mentioned another state.

### **Most Aware of U.S. Death Toll in Iraq**

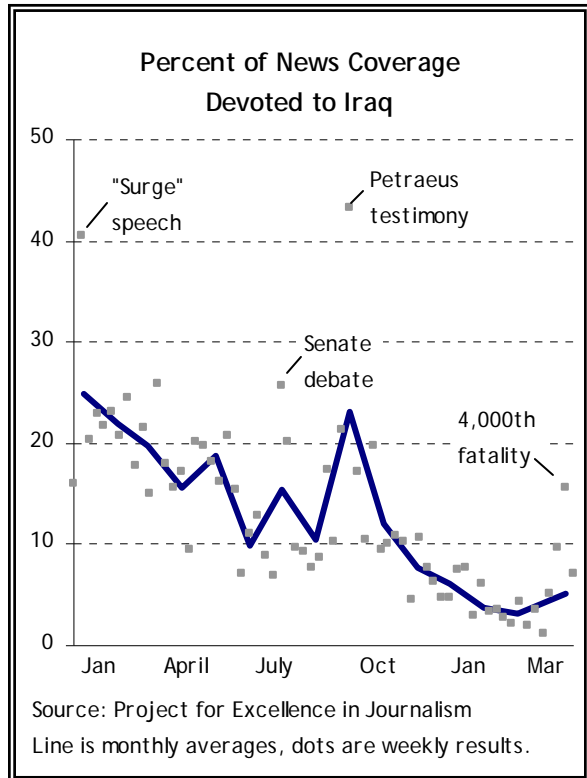
The latest weekly *News Interest Index* shows that public awareness of the U.S. death toll in Iraq has risen dramatically since early March. Currently, 60% correctly estimated the number of military deaths, up from just 28% in early March. For most of the course of the war, approximately half of Americans were aware of the general level of fatalities.

An analysis of news coverage of Iraq by the Project for Excellence in Journalism found that press attention to the war increased during the week of March 24, following an uptick of violence in the country and the 4,000 death milestone being reached on March 23. From March 24-30, 16% of news coverage was devoted to events in Iraq, according to PEJ. From January through mid-March, by contrast, an average of 3% of news coverage was devoted to Iraq.

Moreover, news of the milestone itself received prominent coverage, leading the network news morning shows, NPR's Morning Edition, and three of the four network evening news broadcasts on March 24. It received front page mention in all four national newspapers (New York Times, Washington Post, Wall Street Journal, and USA Today) on either March 24 or March 25. And it was the lead story March 24 on all five online news sites analyzed by PEJ.

While awareness of the number of troop deaths has increased sharply in all demographic groups, the change has been particularly striking among college graduates. Currently, 71% of college graduates know the number of U.S. troop deaths in Iraq, up from 27% in March. The increase has been smaller among those with less education. As in August 2007, there are substantial educational differences in awareness of U.S. troop fatalities; these differences had largely disappeared in March.

Older respondents are far more likely to know the number of troop deaths than are younger people; 73% of those 65 and older correctly answered the question, compared with just 45% among those ages 18-29. Awareness of U.S. fatalities increased among all age groups, but less among the youngest group.



**Awareness of U.S. Fatalities Rises, Particularly Among College Grads**

<i>Know number of US troop deaths</i>	Aug 2007 %	Mar 2008 %	Apr 2008 %	<i>Change Mar-Apr</i>
Total	54	28	60	+32
Men	60	34	64	+30
Women	47	23	56	+33
18-29	39	24	45	+21
30-49	54	28	60	+32
50-64	56	28	62	+34
65+	69	38	73	+35
College grad+	60	27	71	+44
Some college	51	33	56	+23
H.S. or less	47	27	52	+25
Republican	53	26	65	+39
Democrat	49	30	58	+28
Independent	59	29	61	+32

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 31-April 6 and survey data measuring public interest in the top news stories of the week was collected April 4-7 from a nationally representative sample of 1,005 adults.

### Obama Still Most Visible

The media divided its focus fairly evenly last week between Obama and Clinton, according to the Project for Excellence in Journalism’s Campaign Coverage Index. Obama was featured prominently in 56% of all campaign stories, while Clinton was featured in 55% of the stories. Nonetheless, Obama remains the most visible candidate to the public; 45% named the Illinois senator as the candidate they have heard the most about in the news recently while 34% pointed to Clinton.

Among those who have been hearing the most about Obama in the news recently, a majority (56%) says the tone of that coverage has been a mix of positive and negative news. A third says that most of what they have heard or read about Obama has been positive, while just 10% say most of the news has been negative.

<i>News about that candidate has been...</i>	<i>Heard the most about in the news lately:</i>		
	<u>Obama</u> %	<u>Clinton</u> %	<u>McCain</u> %
Mostly positive	33	14	39
Mostly negative	10	22	4
Mix of both	56	63	57
Don't know/Refused	1	1	0
	100 (N=469)	100 (N=323)	100 (N=70)

Perceptions of Clinton’s coverage are somewhat different. More than six-in-ten (63%) of those who have heard the most about Clinton recently say the news about her has been mixed; of the remainder, 22% say the coverage has been mostly negative and 14% say it has been mostly positive.

News coverage of John McCain increased significantly last week. McCain was featured prominently in 30% of all campaign stories, up from 24% a week earlier, and 17% the week before that. However, the Arizona senator still lags far behind the two leading Democratic candidates in terms of public visibility. Only 6% named McCain as the candidate they had heard the most about in the news lately, largely unchanged from last week’s 4%. Even among Republicans, only 10% named McCain as the candidate they had been hearing the most about recently.

Among those who identified McCain as the most visible candidate of the week, many (39%) believe the recent coverage of his campaign has been mostly positive. Just 4% say it has been mostly negative, and 57% say the coverage has been a mix of positive and negative news.

### Mixed Knowledge of Campaign Facts

Nearly eight-in-ten Americans (77%) – including comparable numbers of Democrats, Republicans and independents – know that Obama leads Clinton in pledged delegates. Even a solid majority of those who are not paying much attention to the campaign (61%) are aware that Obama has the lead over Clinton.

More than seven-in-ten (71%) know that Obama represents the state of Illinois in the U.S. Senate. Republicans are about as likely as Democrats to know this, while somewhat fewer independents correctly identified Illinois as the state Obama represents.

Most Americans (59%) also know that McCain is in his 70s; about a third (32%) estimate his age as younger (in his 50s or 60s), while 2% say that McCain is older (in his 80s). About two-thirds of Republicans (68%) knew that McCain is in his 70s, compared with 58% of Democrats and 54% of independents.

When asked in open-ended format the state where the next major Democratic primary will be held, 41% correctly named Pennsylvania. Among Democrats, just 42% could name Pennsylvania as the site of the next major presidential primary.

Public Knowledge of Campaign Facts	
<i>Who has highest number of pledged delegates?</i>	Percent
Obama	77
Clinton	11
Don't know	<u>12</u>
	100
<i>Which state does Obama represent?</i>	
Illinois	71
Other state	15
Don't know	<u>14</u>
	100
<i>Is McCain in his...?</i>	
50s	6
60s	26
70s	59
80s	2
Don't know	<u>7</u>
	100
<i>Where is the next big Democratic primary?</i>	
Pennsylvania	41
Other state	11
Don't know	<u>48</u>
	100

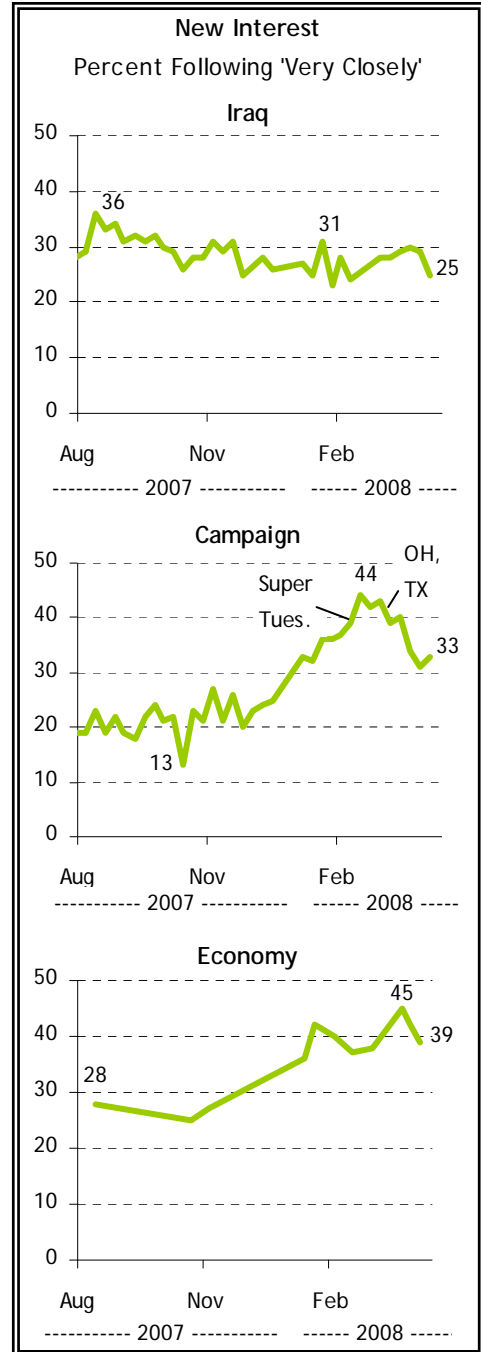
### Interest in Iraq News Still Modest

While public awareness of the number of fatalities in Iraq has increased sharply, interest in news about the war remains modest. Just a quarter of Americans say they followed news about the situation in Iraq very closely last week, which is down slightly from previous weeks. About one-in-ten (11%) say they followed Iraq more closely than any other story last week, well below the percentages listing the presidential campaign (34%) and the economy (28%).

Interest in the Iraq war is lower now than it was last summer. In mid-August 2007, 36% paid very close attention to news about the situation in Iraq. Since the start of the year, interest in the war has been fairly stable, with between 25% and 31% paying very close attention on a weekly basis.

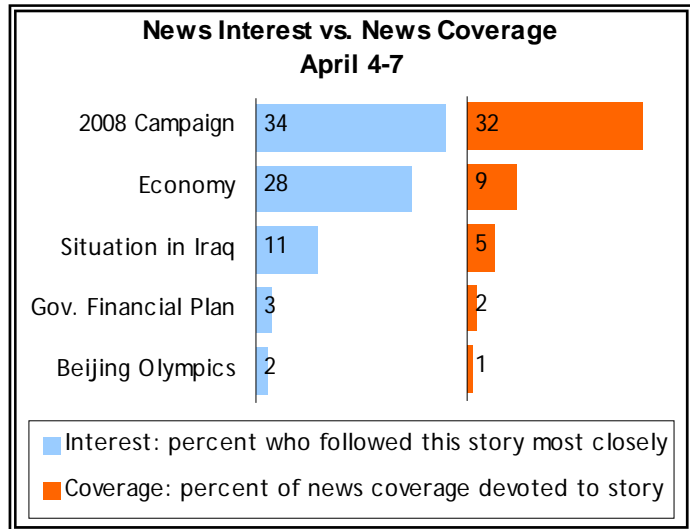
At the same time, interest in news about the campaign and the condition of the U.S. economy has grown significantly over the last eight months. Interest in the campaign rose sharply in early 2008, peaking in late February and early March, before declining somewhat in recent weeks.

Public attentiveness to economic news also is much higher than it was last summer. In August 2007, 28% of the public said they were following news about the condition of the U.S. economy very closely. However, as the economic climate worsened early this year, interest in economic news increased sharply. In late March, fully 45% said they were tracking economic news very closely – the highest level measured in 15 years (See “Obama and Wright Controversy Dominate News Cycle,” March 27, 2008.) Currently, 39% say they are following economic news very closely.



## News of the Week

Outside of the campaign, the economy and Iraq, Americans showed little interest in last week's other news stories. Just 5% followed news about the upcoming summer Olympics in Beijing very closely and even fewer (2%) called it their most closely followed story of the week. Interest was somewhat higher in news about a government proposal to overhaul national financial regulations; 17% of the public followed the story very closely, while 3% called it their top story.



The media devoted 2% of its overall coverage to President Bush's trip to Europe. When asked in a multiple choice question which part of the world Bush had recently visited, only 34% of the public knew he had been in Eastern Europe. Fewer than half of Republicans (42%) were aware of the region where Bush traveled.

## 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  
Kathleen Holzward, Research Analyst  
James Albrightain and Alec Tyson, Research Assistants

**PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS**  
**APRIL 4-7, 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 28-31 <u>2008</u>	March 20-24, <u>2008</u>	March 14-17, <u>2008</u>	March 7-10, <u>2008</u>
45	Barack Obama	53	70	57	38
34	Hillary Clinton	30	15	26	37
6	John McCain	4	3	4	6
1	Other (SPECIFY)	2	1	2	4
<u>14</u>	Don't know/Refused	<u>11</u>	<u>11</u>	<u>11</u>	<u>15</u>
100		100	100	100	100

Q.2 Would you say the news you've been hearing or reading about [INSERT RESPONSE FROM Q.1] has been mostly positive, mostly negative or a mix of both?

---Candidate heard the most about in Q.1---

	Barack <u>Obama</u>	Hillary <u>Clinton</u>	John <u>McCain</u>
Mostly positive	33	14	39
Mostly negative	10	22	4
Mix of both	56	63	57
Don't know/Refused	<u>1</u>	<u>1</u>	<u>0</u>
	100	100	100
	(N=469)	(N=323)	(N=70)

Q.3 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. A government proposal to overhaul the way the nation's financial system is regulated	17	24	27	32	*=100
b. News about the upcoming summer Olympics in Beijing, China	5	18	31	45	1=100
<b>TREND FOR COMPARISON:<sup>1</sup></b>					
August, 2004: <i>Athens preparations</i>	10	22	29	38	1=100
c. News about the current situation and events in Iraq	25	37	23	15	*=100
<b>March 28-31, 2008</b>	29	40	19	11	1=100
<b>March 20-24, 2008</b>	30	38	19	13	*=100
<b>March 14-17, 2008</b>	29	38	23	10	*=100
<b>March 7-10, 2008</b>	28	39	18	15	*=100
<b>February 29-March 3, 2008</b>	28	40	19	13	*=100
<b>February 8-11, 2008</b>	24	35	25	16	*=100

<sup>1</sup> August, 2004 asked about: "Preparations for the summer Olympics in Athens, Greece."



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 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
February 2-5, 2007	38	38	17	7	*=100
January 26-29, 2007	36	38	15	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>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
December, 2002	51	32	10	6	1=100
Late October, 2002	53	33	8	5	1=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>
Early October, 2002	60	28	6	5	1=100
Early September, 2002 <sup>5</sup>	48	29	15	6	2=100
d. Results of recent elections in Zimbabwe	<b>4</b>	<b>13</b>	<b>19</b>	<b>63</b>	<b>1=100</b>
e. Reports about the condition of the U.S. economy	<b>39</b>	<b>37</b>	<b>12</b>	<b>12</b>	<b>*=100</b>
<b>March 28-31, 2008</b>	<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
January, 1994	34	39	16	10	1=100
Early January, 1994	36	44	13	7	*=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...**

	<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<u>DK/ Refused</u>
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>33</b>	<b>36</b>	<b>17</b>	<b>14</b>	<b>*=100</b>
<b>March 28-31, 2008</b>	<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>
<b>July 27-30, 2007</b>	<b>19</b>	<b>32</b>	<b>22</b>	<b>26</b>	<b>1=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>
<b>July 20-23, 2007</b>	<b>16</b>	<b>26</b>	<b>30</b>	<b>27</b>	<b>1=100</b>
<b>July 13-16, 2007</b>	<b>17</b>	<b>29</b>	<b>27</b>	<b>27</b>	<b>*=100</b>
<b>July 6-9, 2007</b>	<b>24</b>	<b>29</b>	<b>24</b>	<b>22</b>	<b>1=100</b>
<b>June 29-July 2, 2007</b>	<b>20</b>	<b>32</b>	<b>25</b>	<b>23</b>	<b>*=100</b>
<b>June 22-25, 2007</b>	<b>18</b>	<b>31</b>	<b>21</b>	<b>30</b>	<b>*=100</b>
<b>June 15-18, 2007</b>	<b>17</b>	<b>32</b>	<b>26</b>	<b>25</b>	<b>*=100</b>
<b>June 8-11, 2007</b>	<b>19</b>	<b>30</b>	<b>24</b>	<b>26</b>	<b>1=100</b>
<b>June 1-4, 2007</b>	<b>16</b>	<b>27</b>	<b>32</b>	<b>24</b>	<b>1=100</b>
<b>May 24-27, 2007</b>	<b>22</b>	<b>33</b>	<b>23</b>	<b>22</b>	<b>*=100</b>
<b>May 18-21, 2007</b>	<b>18</b>	<b>31</b>	<b>24</b>	<b>27</b>	<b>*=100</b>
<b>May 11-14, 2007</b>	<b>18</b>	<b>30</b>	<b>23</b>	<b>28</b>	<b>1=100</b>
<b>May 4-7, 2007</b>	<b>23</b>	<b>34</b>	<b>21</b>	<b>21</b>	<b>1=100</b>
<b>April 27-30, 2007</b>	<b>14</b>	<b>30</b>	<b>29</b>	<b>26</b>	<b>1=100</b>
<b>April 20-23, 2007</b>	<b>18</b>	<b>28</b>	<b>27</b>	<b>27</b>	<b>*=100</b>
<b>April 12-16, 2007</b>	<b>18</b>	<b>28</b>	<b>27</b>	<b>27</b>	<b>*=100</b>
<b>April 5-9, 2007</b>	<b>25</b>	<b>30</b>	<b>26</b>	<b>19</b>	<b>*=100</b>
<b>March 30-April 2, 2007</b>	<b>20</b>	<b>29</b>	<b>27</b>	<b>23</b>	<b>1=100</b>
<b>March 23-26, 2007</b>	<b>20</b>	<b>32</b>	<b>22</b>	<b>26</b>	<b>*=100</b>
<b>March 16-19, 2007</b>	<b>15</b>	<b>28</b>	<b>29</b>	<b>27</b>	<b>1=100</b>
<b>March 9-12, 2007</b>	<b>24</b>	<b>30</b>	<b>23</b>	<b>23</b>	<b>*=100</b>
<b>March 2-5, 2007</b>	<b>19</b>	<b>31</b>	<b>26</b>	<b>23</b>	<b>1=100</b>
<b>February 23-26, 2007</b>	<b>22</b>	<b>33</b>	<b>24</b>	<b>21</b>	<b>*=100</b>
<b>February 16-19, 2007</b>	<b>18</b>	<b>32</b>	<b>22</b>	<b>27</b>	<b>1=100</b>
<b>February 9-12, 2007</b>	<b>24</b>	<b>30</b>	<b>24</b>	<b>21</b>	<b>1=100</b>
<b>February 2-5, 2007</b>	<b>24</b>	<b>36</b>	<b>22</b>	<b>18</b>	<b>*=100</b>
<b>January 26-29, 2007</b>	<b>24</b>	<b>33</b>	<b>23</b>	<b>20</b>	<b>*=100</b>
<b>January 19-22, 2007<sup>7</sup></b>	<b>24</b>	<b>27</b>	<b>22</b>	<b>26</b>	<b>1=100</b>
<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
Mid-August, 2003	12	27	27	33	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>
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.4 Which ONE of the stories I just mentioned have you followed most closely, or is there another story you've been following MORE closely? **[DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE.]**

- 34 News about candidates for the 2008 presidential election
  - 28 Reports about the condition of the U.S. economy
  - 11 The current situation and events in Iraq
  - 2 News about the upcoming summer Olympics in Beijing, China
  - 3 A government proposal to overhaul the way the nation's financial system is regulated
  - \* Results of recent elections in Zimbabwe
  - 7 Some other story (**SPECIFY**)
  - 15 Don't know/Refused
- 100

Now I would like to ask you about some things that have been in the news recently. Not everyone will have heard of them...

**ROTATE QUESTIONS 5 THROUGH 9.**

Q.5 Do you happen to know which of the two remaining Democratic candidates, Hillary Clinton or Barack Obama, currently has the highest number of pledged delegates?

- 11 Hillary Clinton
  - 77 Barack Obama *{correct answer}*
  - 12 Don't know/Refused
- 100

Q.6 Do you happen to know the name of the state where the next big Democratic primary will be held?

- 41 Pennsylvania *{correct answer}* **[DO NOT READ]**
  - 11 Other **[SPECIFY]** **[DO NOT READ]**
  - 48 Don't know/Refused **[DO NOT READ]**
- 100

Q.6a Do you happen to know if Senator John McCain is in his . . . **[READ ENTIRE LIST BEFORE RECORDING ONE ANSWER.]**

- 6 50s
  - 26 60s
  - 59 70s *{correct answer}*
  - 2 Or, 80s
  - 7 Don't know/Refused **[DO NOT READ]**
- 100

Q.7 Do you happen to know which part of the world President Bush visited most recently? Was it... **[READ; ROTATE]**

- 10 China
  - 34 Eastern Europe *{correct answer}*
  - 16 Africa
  - 19 The Middle East
  - 21 Don't know/Refused **[DO NOT READ]**
- 100

Q.8 Since the start of military action in Iraq, about how many U.S. military personnel have been killed? To the best of your knowledge, have there been ... **[READ IN ORDER]** troop deaths?

April 4-7, <u>2008</u>	Feb 28- March 2, <u>2008</u>	
6	11	Around 2,000
15	35	Around 3,000
<b>60</b>	<b>28</b>	<b>Around 4,000</b>
16	23	Around 5,000
--	--	Other (VOL.)
<u>3</u>	<u>3</u>	DK/Ref (VOL.)
100	100	

Aug 9-16, <u>2007</u>	June 22-25, <u>2007</u>		Feb <u>2007</u>	Dec <u>2006</u>	
8	9	Around 1,500	5	6	Around 1,000
19	20	Around 2,500	17	24	Around 2,000
<b>54</b>	<b>49</b>	<b>Around 3,500</b>	<b>55</b>	<b>47</b>	<b>Around 3,000</b>
17	12	Around 4,500	17	16	Around 4,000
--	3	Other (VOL.)	1	1	Other (VOL.)
<u>2</u>	<u>7</u>	DK/Ref (VOL.)	<u>5</u>	<u>6</u>	DK/Ref (VOL.)
100	100		100	100	

April <u>2006</u>		Oct <u>2005</u>		June <u>2005</u>	April <u>2004</u>	
4	Around 500	5	Around 500	4	28	Under 500
16	Around 1,500	23	Around 1,000	13	<b>55</b>	<b>500 to 1,000</b>
<b>53</b>	<b>Around 2,500</b>	<b>48</b>	<b>Around 2,000</b>	<b>54</b>	6	<b>1,000 to 2,000</b>
19	Around 3,500	19	Around 3,000	24	4	More than 2,000
1	Other (VOL.)	1	Other (VOL.)	--	--	Other (VOL.)
<u>7</u>	DK/Ref (VOL.)	<u>4</u>	DK/Ref (VOL.)	<u>5</u>	<u>7</u>	DK/Ref (VOL.)
100		100		100	100	

Correct answers for each trend highlighted in bold

Q.9 Do you happen to know what state U.S. Senator Barack Obama represents in Congress? Is it... **[READ AND RANDOMIZE]**

71	Illinois {correct answer}
2	New York
3	Arizona [OR]
10	New Hampshire
<b>14</b>	<b>Don't know/Refused [VOL. DO NOT READ]</b>
100	

**TREND FOR COMPARISON:**

**John McCain**

Feb. 28-March 2, 2008

56	Arizona {correct answer}
9	Colorado
4	New Mexico [OR]
19	New Hampshire
<b>12</b>	<b>Don't know/Refused</b>
100	