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FOR FURTHER INFORMATION:
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Obama's "Bitter" Comment Registers Widely
MORE AMERICANS VIEW CAMPAIGN AS TOO NEGATIVE

Interest in what the public perceives as an excessively negative presidential campaign declined in the days leading up to the Pennsylvania primary. Just 29% of Americans say they paid very close attention to news about the presidential campaign last week, the lowest percentage recorded since December 2007. By comparison, 43% said they were following campaign news very closely during the weekend leading up to the March primaries in Texas and Ohio. Interest in the campaign has fallen among Republicans, Democrats and independents. In late February, more than half of Democrats were following campaign news very closely; that number has fallen to 38%.

Perceptions about the tone of the campaign also have changed dramatically over the past two months. In mid-February, 28% said that the campaign was too negative, while 66% said it was not too negative. The balance of opinion has shifted: 50% now say the campaign is too negative, while 44% say it is not.

Democrats' views of the tone of the campaign have changed substantially since February. Currently, half of Democrats (50%) say the campaign has been too negative, more than double the proportion saying this in February (19%). Democrats are now about as likely as Republicans and independents to say the campaign is too negative; in February, they were much less likely than Republicans and independents to express this view.

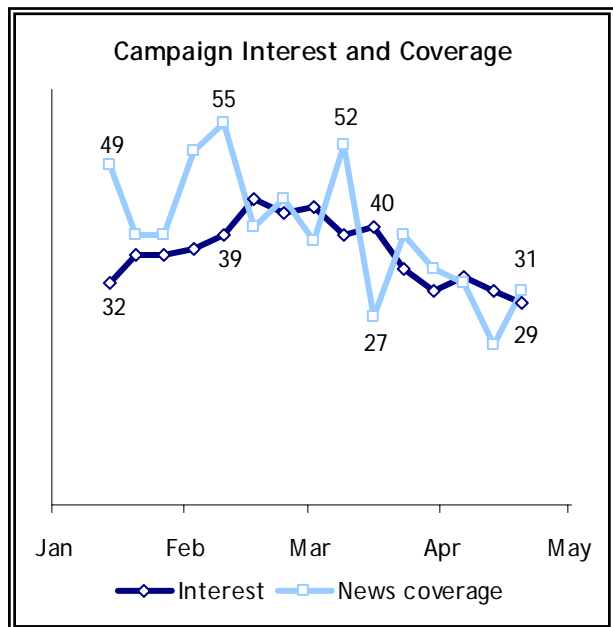
Half Now See Campaign as <i>Too Negative</i>				
---April 18-21, 2008---				
	<u>Total</u>	<u>Rep</u>	<u>Dem</u>	<u>Ind</u>
<i>So far campaign has been...</i>	%	%	%	%
Too negative	50	51	50	53
Not too negative	44	44	47	40
Neither (VOL.)	4	4	2	4
Don't know/Refused	<u>2</u>	<u>1</u>	<u>1</u>	<u>3</u>
	100	100	100	100
---Feb 15-18, 2008---				
	<u>Total</u>	<u>Rep</u>	<u>Dem</u>	<u>Ind</u>
Too negative	28	34	19	33
Not too negative	66	62	78	60
Neither (VOL.)	3	3	1	4
Don't know/Refused	<u>3</u>	<u>1</u>	<u>2</u>	<u>3</u>
	100	100	100	100

While an increasing percentage of Americans sees the campaign as too negative, more also say it is dull and too long. About a third (35%) says the campaign is dull, up from 25% in February. The percentage saying the campaign is interesting has fallen from 70% in February to 59% currently. Democrats continue to find the campaign more interesting than do Republicans or independents (73% of Democrats vs. 56% of Republicans and 53% of independents).

Nearly two-thirds of the public (65%) now says the campaign is too long, up from 57% in mid-February. Republicans are more likely than independents or Democrats to say the campaign is too long. Even among Democrats, however, a 57% majority sees the campaign as too long.

	Oct 12-15, 2007	Feb 15-18, 2008	Apr 18-21, 2008
<i>So far campaign has been...</i>	%	%	%
Interesting	37	70	59
Dull	55	25	35
Neither (VOL.)	5	4	5
Don't know/Refused	3	1	1
	100	100	100
Too long	66	57	65
Not too long	28	40	29
Neither (VOL.)	3	*	5
Don't know/Refused	3	3	1
	100	100	100

Diminished interest in the presidential campaign reflects not only changing views about the tone and content of the campaign but also declining news coverage of the presidential race. While media coverage of the campaign has fluctuated from week to week based on events, the overall amount of coverage is considerably less now than in February and March. During the month of February, national news organizations devoted, on average, nearly half of their weekly coverage to the campaign, according to the Project for Excellence in Journalism's (PEJ) News Coverage Index. In March, that average fell to below 40%.



For the first three weeks of April, campaign coverage constituted only about 30% of the overall newshole. Last week, the media devoted 31% of its coverage to the campaign. Cable TV news and talk radio devoted much more time to the campaign than other media sectors. By contrast, network TV news and online news sources divided their news coverage equally between the campaign and Pope Benedict XVI's visit to the U.S.

Obama's Statements Dominate Campaign Landscape

The fallout from Barack Obama's statement that some small town Americans cling to guns and religion because they are bitter about their economic situation was a dominant theme in the national media's campaign coverage last week. According to the PEJ's Campaign Coverage Index, fully a quarter of all campaign coverage last week focused on this storyline.

In terms of public awareness, the controversy surrounding Obama's statement has become one of the biggest political events of the campaign so far. More than half of the public (52%) says they heard a lot about Obama's statement. By comparison, 54% heard about Obama's March speech on race and politics, and 51% heard a lot about the videos of Obama's former pastor Rev. Jeremiah Wright.

	Top Campaign Events of the Year			
	<i>How much have you heard...</i>			
	A lot	A little	Nothing at all	DK
	%	%	%	%
Obama race & politics speech	54	31	15	*=100
Obama's "bitter" statement	52	26	21	1=100
Rev. Wright videos	51	28	21	*=100
McCain and female lobbyist	48	33	19	*=100
Dem debate before PA primary	42	37	21	*=100
Ferraro's comments	40	35	24	1=100
Obama plagiarism charges	39	35	26	*=100
Clinton's Bosnia claims	39	29	32	*=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

Recent campaign occurrences involving Hillary Clinton have not registered as widely as these events. Four-in-ten said they heard a lot about Clinton supporter Geraldine Ferraro's controversial comments about Obama and race while about the same percentage (39%) said they heard a lot about Clinton's claims that she came under sniper fire in Bosnia.

The other dominant campaign story of the week was the debate in Philadelphia between Obama and Clinton; 22% of all campaign coverage was about the debate. Roughly four-in-ten Americans say they heard a lot about the debate (42%), while 24% reported actually watching the debate. More Americans say they watched the Philadelphia debate that aired on ABC than either of the CNN/YouTube debates in November (15%) or last July (13%).

Chelsea Clinton has played an active role in her mother's campaign for the presidency, but only 19% say they have heard a lot about Clinton's campaign activities. Women are somewhat more likely than men to say they have heard a lot about Chelsea's Clinton involvement in her mother's campaign (23% vs. 15%).

Candidate Images Largely Unchanged

Most Americans (54%) said their opinion of Obama had not changed in the days before the survey. About a quarter (24%) said they had come to have a less favorable opinion of the Illinois Democrat, while 18% said their opinion of him had grown more favorable. In late March, following the emergence of the Wright controversy and Obama's speech on race, somewhat more (30%) said they had come to have a less favorable opinion of Obama, but a greater proportion also said their opinion had become more positive (22%).

A majority (55%) also said their opinion of Clinton was unchanged, but more reported feeling less favorably toward Clinton in recent days than toward Obama (31% Clinton vs. 24% Obama). About three times as many said they had a less favorable view of her in recent days (31%) than said they had a more favorable view of the New York senator (11%). These numbers also have not changed materially since late March, when 30% said they had come to have a less favorable opinion of Clinton recently.

More than a quarter of Democrats and Democratic-leaning independents said they had a less favorable impression of Clinton recently, compared with just 15% who said they had a more favorable opinion. Slightly fewer Democrats and Democratic-leaning independents (24%) said their opinion of John McCain, the presumptive GOP nominee, had become less favorable than said that about Clinton.

As is the case with Obama and Clinton, most Americans (61%) said their opinion of McCain had not changed recently. About as many said that their opinion of John McCain had grown more favorable as less favorable (18% vs. 15%).

However, a relatively large minority of Republicans and Republican-leaning independents (40%) said they had come to feel more favorable toward McCain in recent days.

	Total	Dem/ Lean Dem	Rep/ Lean Rep
Hillary Clinton	%	%	%
More favorable	11	15	8
Less favorable	31	28	38
Unchanged	55	55	53
Don't know	<u>3</u>	<u>2</u>	<u>1</u>
	100	100	100
Barack Obama			
More favorable	18	28	9
Less favorable	24	13	41
Unchanged	54	57	48
Don't know	<u>4</u>	<u>2</u>	<u>2</u>
	100	100	100
John McCain			
More favorable	18	4	40
Less favorable	15	24	3
Unchanged	61	66	55
Don't know	<u>6</u>	<u>6</u>	<u>2</u>
	100	100	100

Obama Again Most Visible

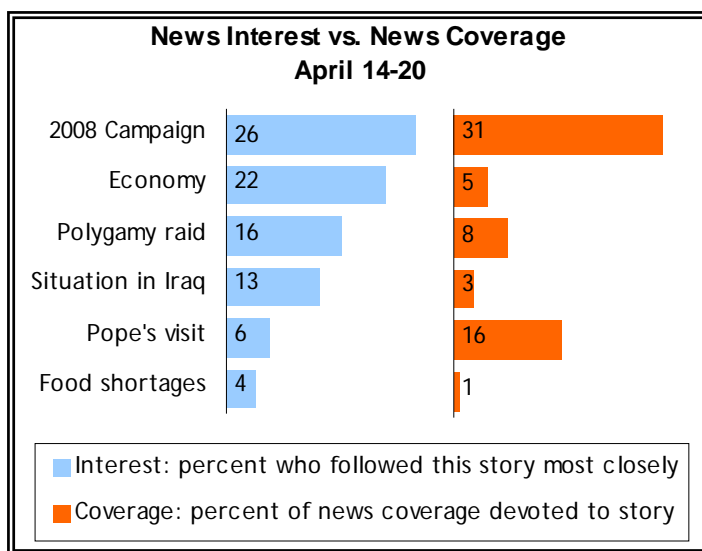
For the sixth straight week, Barack Obama was the most visible presidential candidate. Fully 55% of the public named Sen. Obama as the candidate they have been hearing the most about in the news in the last week, while about half that number named Clinton (28%) and just 4% named McCain. Public visibility for the three leading candidates was consistent with the

amount of news coverage they received, according to PEJ's Campaign Coverage Index (April 14-20). Obama was featured in 76% of all campaign stories, Clinton in 59%, and McCain in just 24%.

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 April 14-20 and survey data measuring public interest in the top news stories of the week was collected April 18-21 from a nationally representative sample of 1,009 adults.

Interest in Economy Rivals Campaign

Economic news remained high on the public's agenda last week with 41% of Americans saying they followed reports about the condition of the U.S. economy very closely. More than one-in-five called economic news their top story of the week, despite the fact that the national media paid relatively little attention to the story. Economic news filled only 5% of the newshole last week, well behind coverage of the 2008 campaign, the Pope's visit and the raid on a polygamist religious compound in Texas.

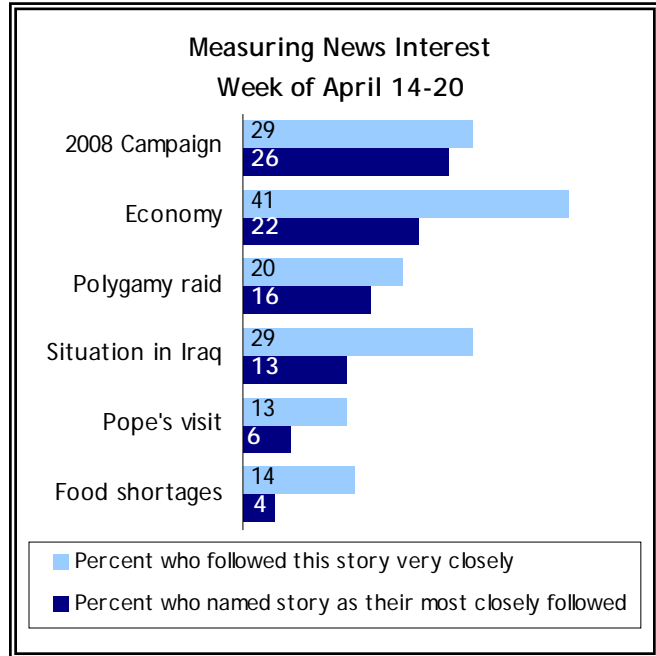


The Texas raid stayed in the news for a second straight week and public interest in the story increased somewhat. One-in-five (20%) followed the story very closely and 16% called the raid their most closely followed story of the week. Women, people with no greater than a high school education, and residents of the South were all more likely than other groups to have been following the story very closely.

Public interest in the Iraq war remained consistent last week. About three-in-ten (29%) say they followed news from Iraq very closely, while 13% say it was their top news story of the week. Those numbers are largely unchanged from the previous week.

Pope Benedict XVI's visit to the U.S. was the media's second biggest story of the week, but generated only modest public interest. Overall, 13% followed news about the pope's visit very closely and 6% called it their top story.

Reports about a worldwide food shortage also drew relatively little interest. The story drew the very close attention from 14% of the public, while just 4% named the food shortages as their top story of the week. The national media devoted 1% of its overall coverage to the story.



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
APRIL 18-21, 2008 NEWS INTEREST INDEX OMNIBUS SURVEY
TOPLINE
N=1,009

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.]

		April 11-14, <u>2008</u>	April 4-7, <u>2008</u>	March 28-31, <u>2008</u>	March 20-24, <u>2008</u>	March 14-17, <u>2008</u>	March 7-10, <u>2008</u>
55	Barack Obama	51	45	53	70	57	38
28	Hillary Clinton	24	34	30	15	26	37
4	John McCain	8	6	4	3	4	6
1	Other (SPECIFY)	2	1	2	1	2	4
<u>12</u>	Don't know/Refused	<u>15</u>	<u>14</u>	<u>11</u>	<u>11</u>	<u>11</u>	<u>15</u>
100		100	100	100	100	100	100

Q.2 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	11	31	55	3=100
	March 28-31, 2008	13	30	55	2=100
	March 20-24, 2008	16	25	57	2=100
b.	Barack Obama	18	24	54	4=100
	March 28-31, 2008	18	27	52	3=100
	March 20-24, 2008	22	30	46	2=100
c.	John McCain	18	15	61	6=100
	March 28-31, 2008	18	20	57	5=100
	March 20-24, 2008	18	18	61	3=100

ASK ALL:

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.	Pope Benedict XVI's visit to the U.S.	13	32	27	27	1=100
	TREND FOR COMPARISON:					
	May, 2005: Selection of the new Pope	22	33	23	20	2=100
b.	A raid on a polygamist religious compound in Texas	20	32	27	20	1=100
	April 11-14, 2008	14	30	30	25	1=100
	TREND FOR COMPARISON:					
	May, 1993: Waco Siege ¹	50	37	10	3	*=100

¹ May, 1993 asked about: "The Waco, Texas incident."

Q.3 CONTINUED...

	<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<u>DK/ Refused</u>
c. News about the current situation and events in Iraq	29	39	20	11	1=100
April 11-14, 2008	25	39	20	15	1=100
April 4-7, 2008	25	37	23	15	*=100
March 28-31, 2008	29	40	19	11	1=100
March 20-24, 2008	30	38	19	13	*=100
March 14-17, 2008	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
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

Q.3 CONTINUED...

	<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<u>DK/ Refused</u>
March 23-March 26, 2007²	31	38	18	12	1=100
March 16-19, 2007	34	34	17	15	*=100
March 9-12, 2007	34	37	16	13	*=100
March 2-5, 2007	37	37	16	9	1=100
February 23-26, 2007	36	36	15	13	*=100
February 16-19, 2007	30	36	19	14	1=100
February 9-12, 2007	37	34	18	11	*=100
February 2-5, 2007	38	38	17	7	*=100
January 26-29, 2007	36	38	15	11	*=100
January 19-22, 2007	37	34	18	10	1=100
January 12-15, 2007	38	36	17	8	1=100
January, 2007	46	40	8	5	1=100
January 5-8, 2007	40	32	16	12	0=100
December, 2006	42	39	12	7	*=100
November 30-December 3, 2006	40	36	13	11	*=100
Mid-November, 2006	44	38	12	6	*=100
September, 2006	33	43	14	8	2=100
August, 2006	41	39	12	7	1=100
June, 2006	37	43	13	6	1=100
May, 2006	42	35	15	7	1=100
April, 2006	43	36	13	7	1=100
March, 2006	43	38	12	6	1=100
February, 2006	39	42	12	6	1=100
January, 2006	40	40	12	7	1=100
December, 2005	45	38	11	5	1=100
Early November, 2005	41	40	13	6	*=100
Early October, 2005	43	36	15	6	*=100
Early September, 2005	32	40	20	7	1=100
July, 2005	43	37	13	6	1=100
Mid-May, 2005	42	42	11	5	*=100
Mid-March, 2005	40	39	14	5	2=100
February, 2005	38	45	13	4	*=100
January, 2005	48	37	11	4	*=100
December, 2004	34	44	15	6	1=100
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

² From May, 2003 to March 23-26, 2007, the story was listed as "News about the current situation in Iraq."

Q.3 CONTINUED...

	<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<u>DK/ Refused</u>
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
d. Reports about a worldwide food shortage	14	25	25	34	2=100
e. Reports about the condition of the U.S. economy	41	35	13	10	1=100
April 4-7, 2008	39	37	12	12	*=100
March 28-31, 2008	42	36	14	8	*=100
March 20-24, 2008	45	33	13	9	*=100
February 29-March 3, 2008	38	35	15	11	1=100
February 15-18, 2008	37	36	11	16	8=100
February 1-4, 2008	40	37	14	8	1=100
January 18-21, 2008	42	31	16	11	*=100
January 11-14, 2008	36	32	15	16	1=100
November 2-5, 2007	27	37	16	19	1=100
October 19-22, 2007	25	34	20	21	*=100
August 10-13, 2007	28	36	18	18	*=100
Mid-November, 2006	31	40	17	11	1=100
December, 2005	35	35	18	11	1=100
Early November, 2005	35	39	17	9	*=100
Mid-May, 2005	30	39	19	11	1=100
January, 2005	35	41	17	7	*=100
Mid-October, 2004	30	43	16	10	1=100
Early September, 2004	39	34	15	11	1=100
Mid-January, 2004	37	41	15	7	*=100
December, 2003	35	38	14	11	2=100
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

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>
February, 2001	30	39	18	12	1=100
January, 2001	32	38	17	11	2=100
June, 1995	26	41	22	11	*=100
March, 1995	27	45	19	9	*=100
February, 1995	23	41	22	13	1=100
December, 1994	28	43	20	9	*=100
October, 1994	27	40	20	12	1=100
June, 1994	25	42	23	10	*=100
May, 1994	33	40	16	10	1=100
January, 1994	34	39	16	10	1=100
Early January, 1994	36	44	13	7	*=100
December, 1993	35	41	15	8	1=100
October, 1993	33	38	20	9	*=100
September, 1993	37	40	14	8	1=100
Early September, 1993	39	39	14	9	*=100
August, 1993	41	36	14	9	*=100
May, 1993	37	38	18	6	1=100
February, 1993	49	36	10	5	*=100
January, 1993	42	39	12	7	*=100
September, 1992	43	37	13	6	1=100
May, 1992	39	39	15	6	1=100
March, 1992	47	38	11	4	*=100
February, 1992	47	37	10	6	*=100
January, 1992	44	40	11	5	*=100
October, 1991	36	38	16	9	1=100

f. News about candidates for the 2008

presidential election	29	41	19	10	1=100
April 11-14, 2008	31	37	22	10	*=100
April 4-7, 2008	33	36	17	14	*=100
March 28-31, 2008	31	41	18	10	*=100
March 20-24, 2008	34	37	18	11	*=100
March 14-17, 2008	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, 2008⁶	32	31	19	17	1=100
January 4-7, 2008	33	36	19	11	1=100
December 14-17, 2007	25	34	22	19	*=100
December 7-10, 2007	24	35	22	19	*=100
November 30 – December 3, 2007	23	35	23	19	*=100
November 23-26, 2007	20	33	26	20	1=100
November 16-19, 2007	26	33	21	19	1=100
November 9-12, 2007	21	33	25	21	*=100
November 2-5, 2007	27	30	21	21	1=100
October 26-29, 2007	21	34	26	19	*=100

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

Q.3 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 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 ⁷	24	27	22	26	1=100
2004 Presidential Election					
November, 2004 (RVs)	52	36	8	4	*=100
Mid-October, 2004	46	30	12	11	1=100
August, 2004	32	38	16	14	*=100
July, 2004	29	37	18	15	1=100
April, 2004	31	33	19	16	1=100
Mid-March, 2004	35	34	18	13	*=100
Late February, 2004	24	40	23	12	1=100
Early February, 2004 ⁸	29	37	20	13	1=100

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

Q.3 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

8

From May 2003 to Early February 2004 and in March 1992, the story was listed as "The race for the Democratic nomination." In January 2003, the story was listed as "Recent announcements by prominent Democrats about plans to run for president in 2004." In September 2000, Early September and July 1996, and May 1992, the question asked about "the presidential election campaign." In January, March and April 1996, the story was listed as "News about the Republican presidential candidates." In August 1992, the story was listed as "News about the presidential election." In July 1992, the story was listed as "News about the presidential campaign." In January 1992, the story was listed as "News about the Democratic candidates for the presidential nomination." In 1988, the story was introduced as being from "this past year" and was listed as "News about the presidential campaign in 1988."

Q.3 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.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.]**

- 26 News about candidates for the 2008 presidential election
- 22 Reports about the condition of the U.S. economy
- 16 A raid on a polygamist religious compound in Texas
- 13 The current situation and events in Iraq
- 6 Pope Benedict XVI's visit to the U.S.
- 4 Reports about a worldwide food shortage
- 4 Some other story (SPECIFY)
- 9 Don't know/Refused
- 100

Thinking about the presidential campaign...

Q.5 How would you describe the presidential election campaign so far – is it **[READ ITEM a. FIRST, THEN ROTATE ITEMS b. AND c.]**

		Feb 15-18, <u>2008</u>	Oct 12-15, <u>2007</u>	April <u>2007</u>	—RVs— Mid-Oct <u>2004</u>	—RVs— Early Sept <u>2004</u>	June <u>2004</u>	June <u>2000</u>	July <u>1996</u>
a.	59	70	37	34	66	50	33	28	21
	35	25	55	52	28	42	57	65	73
	5	4	5	6	5	6	4	4	3
	<u>1</u>	<u>1</u>	<u>3</u>	<u>8</u>	<u>1</u>	<u>2</u>	<u>6</u>	<u>3</u>	<u>3</u>
	100	100	100	100	100	100	100	100	100
		Feb 15-18, <u>2008</u>	Oct 12-15, <u>2007</u>	April <u>2007</u>	—RVs— Mid-Oct <u>2004</u>	—RVs— Early Sept <u>2004</u>	June <u>2004</u>	Mid- March <u>2004</u>	
b.	65	57	66	59	51	53	52	52	
	29	40	28	32	43	42	42	44	
	5	*	3	3	3	2	2	1	
	<u>1</u>	<u>3</u>	<u>3</u>	<u>6</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>3</u>	
	100	100	100	100	100	100	100	100	
c.	50	28	--	--	57	62	45	47	
	44	66	--	--	38	32	46	47	
	4	3	--	--	3	1	2	2	
	<u>2</u>	<u>3</u>	--	--	<u>2</u>	<u>5</u>	<u>7</u>	<u>4</u>	
	100	100	--	--	100	100	100	100	

Now thinking about some other things ...

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 ALL BUT ITEM d.]**

	<u>A lot</u>	<u>A little</u>	<u>Nothing at all</u>	<u>DK/Refused</u>
a. Barack Obama's statement that some small town Americans cling to guns and religion because they are bitter about their economic situation	52	26	21	1=100
b. Chelsea Clinton's role in her mother's presidential campaign	19	56	24	1=100
c. British Prime Minister Gordon Brown's visit to the U.S.	5	40	55	*=100
THIS ITEM ALWAYS LAST:				
d. The recent debate between Hillary Clinton and Barack Obama in Philadelphia	42	37	21	*=100

IF HEARD 'A LOT' OR 'A LITTLE' ABOUT THE DEBATE [Q.8d=1,2] ASK:

Q.9 Did you watch the debate itself, or did you just hear or see reports in the news?

BASED ON TOTAL

		-----YouTube Debates-----	
		<u>Republican</u>	<u>Democratic</u>
		<u>Nov 30-Dec 3, 2007</u>	<u>July 27-30, 2007</u>
24	Yes, watched the debate	15	13
54	Yes, heard/saw reports but did not watch	41	42
21	Didn't hear about debate	43	44
<u>2</u>	Don't know/Refused	<u>1</u>	<u>1</u>
100		100	100