



FOR IMMEDIATE RELEASE:  
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FOR FURTHER INFORMATION:  
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**Jackson's Comments Top Campaign Event of the Week**  
**CANDIDATES' POLICY POSITIONS STILL NOT WIDELY KNOWN**

While Barack Obama has been the dominant figure in the presidential campaign, both in press coverage and public visibility, most Americans say they do not know very much about his policy positions. Only 40% say they know a lot or a fair amount about his positions on foreign policy; 59% say they know just some or very little.

These numbers are unchanged from early March. Even among Democrats, just 49% currently know at least a fair amount about Obama's foreign policy positions, while 50% know just some or very little.

Although John McCain has made foreign policy the centerpiece of his campaign, his positions on this subject are only slightly better known than Obama's. Currently, 45% say they know a lot or a fair amount about McCain's positions on foreign policy, while 53% know just some or very little. In March, somewhat more people said they were aware of McCain's foreign policy stances (52%).

The candidates' economic policies also are not very well known by the public.

Only about half of Americans (49%) say they know a lot or a fair amount about Obama's economic positions; just 46% say they know at least a fair amount about McCain's.

Limited Public Awareness of Candidates' Policy Positions		
	March 2008	July 2008
	%	%
<i>Know about candidates' foreign policy positions...</i>		
<b>Obama</b>		
A lot/fair amount	40	40
Just some/Very little	58	59
Don't know	<u>2</u>	<u>1</u>
	100	100
<b>McCain</b>		
A lot/A fair amount	52	45
Just some/Very little	46	53
Don't know	<u>2</u>	<u>2</u>
	100	100
<i>Know about candidates' economic positions...</i>		
<b>Obama:</b>		
A lot/a fair amount	--	49
Just some/Very little	--	49
Don't know	--	<u>2</u>
		100
<b>McCain:</b>		
A lot/a fair amount	--	46
Just some/Very little	--	52
Don't know	--	<u>2</u>
		100

## Jackson Comments Widely Heard

Nearly half of the public (48%) heard a lot about derogatory remarks that the Rev. Jesse Jackson made last week about Barack Obama. This is nearly as high as the percentage that heard a lot about the videotaped sermons by Obama's former pastor Rev. Jeremiah Wright, when that story broke in late March (51% heard a lot about the videos).

	How much have you heard...			
	A	A	Nothing	DK
	lot	little	at all	
%	%	%	%	
Obama securing Dem nomination (6/9)	73	20	7	*=100
Rev. Wright's recent speeches (5/5)	62	22	15	1=100
Clinton suspending campaign (6/9)	55	32	12	1=100
Obama's delegate majority (5/25)	55	31	14	*=100
Obama's race & politics speech (3/24)	54	31	15	*=100
Obama's "bitter" statement (4/21)	52	26	21	1=100
Clinton pressed to drop out (5/12)	52	33	15	*=100
Rev. Wright videos (3/24)	51	28	21	*=100
McCain and female lobbyist (2/25)	48	33	19	*=100
Jesse Jackson's comment (7/14)	48	29	22	1=100

Jackson's comments, which were picked up on an open microphone, were a major storyline in news coverage of the campaign last week. According to the Project for Excellence in Journalism's (PEJ) Campaign Coverage Index, 13% of all campaign coverage was devoted to the fallout from this incident. Among those who were paying very close attention to campaign news, 73% heard a lot about this story.

In other campaign news last week, 28% of the public heard a lot about McCain advisor Phil Gramm suggesting that the U.S. has become a nation of "whiners" and that the economy is in a "mental recession." Another 31% of the public heard a little about his, and 40% heard nothing at all.

Only 17% of Americans say they heard a lot about a television interview that the Obama family granted to Access Hollywood. Nearly half of the public (46%) heard nothing about this. About a quarter of Democrats (26%) heard a lot about this, compared with 12% of Republicans and 13% of independents.

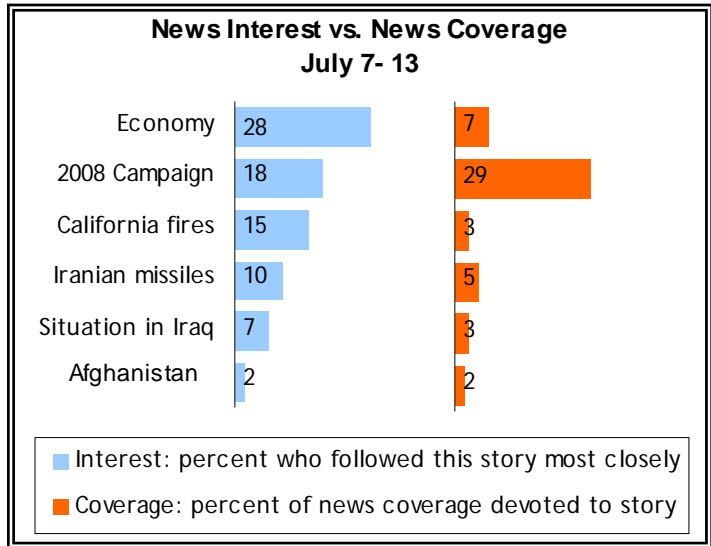
## Economy Continues to Dominate Public Interest

While the media continued to focus heavily on the presidential campaign last week, the public was more interested in news about conditions of the U.S. economy. More than four-in-ten Americans (44%) followed economic news very closely last week, down just slightly from a fifteen-year high recorded at the end of June (49% for June 27-30). Nearly three-in-ten (28%) said they followed this story more closely than other news, making the economy the week's top story.

The campaign was the week's most heavily covered story, accounting for 29% of all coverage, according to PEJ's News Coverage Index. By contrast, news about the economy filled 7% of the newshole.

Public interest in the presidential race remained largely unchanged last week. Nearly three-in-ten Americans (28%) paid very close attention to the campaign and 18% said it was their top story for the week.

News that the Iranian government tested missiles capable of striking Israel attracted the very close attention of one-in-four Americans last week; 10% said this was their most closely followed story. News organizations devoted 5% of the newshole to this story.



This summer's wildfires in California have not attracted the same level of public attention – or news coverage – as fires in the state last fall. Last week, 22% of the public followed the California fires very closely; 15% said it was their most closely followed story. Last October, 40% said they followed wildfires in California very closely. News coverage of last fall's fires in California was much more extensive than coverage of the current fires (38% of newshole then vs. 3% currently).

News about the conflicts in Iraq and Afghanistan continue to attract modest interest from the public. Last week, about a quarter of Americans (24%) followed the situation in Iraq very closely and 7% named it as their top story. The military effort in Afghanistan was followed very closely by 19% of the public and 2% said they followed news from Afghanistan most closely. News organizations devoted 3% of all coverage to events in Iraq and 2% of coverage to the war in Afghanistan.

## 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 seven 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  
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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**  
**JULY 11-14, 2008 NEWS INTEREST INDEX OMNIBUS SURVEY**  
**TOPLINE**  
**N=1,001**

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]

	<u>Hillary Clinton</u>	<u>Barack Obama</u>	<u>John McCain</u>	<u>Other</u>	<u>Don't know/Refused</u>
July 11-14, 2008	1	72	10	4	13=100
July 3-7, 2008	2	71	11	1	15=100
June 27-30, 2008	3	75	10	2	10=100
June 20-23, 2008	3	74	12	1	10=100
June 13-16, 2008	5	69	12	2	12=100
June 6-9, 2008	22	67	2	1	8=100
May 30-June 2, 2008	27	54	5	1	13=100
May 22-25, 2008	27	51	8	2	12=100
May 16-19, 2008	25	59	4	2	10=100
May 9-12, 2008	36	52	2	2	8=100
May 2-5, 2008	29	57	2	2	10=100
April 25-28, 2008	38	46	3	1	12=100
April 18-21, 2008	28	55	4	1	12=100
April 11-14, 2008	24	51	8	2	15=100
April 4-7, 2008	34	45	6	1	14=100
March 28-31, 2008	30	53	4	2	11=100
March 20-24, 2008	15	70	3	1	11=100
March 14-17, 2008	26	57	4	2	11=100
March 7-10, 2008	37	38	6	4	15=100

Q.2 Please think about each of the following presidential candidates [INSERT NAME. 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?

	<u>More Favorable</u>	<u>Less Favorable</u>	<u>Opinion has Not changed</u>	<u>Don't know</u>
a. Barack Obama	15	17	64	4=100
July 3-7, 2008	17	17	62	4=100
June 27-30, 2008	21	19	56	4=100
June 20-23, 2008	16	16	66	2=100
June 13-16, 2008	17	15	64	4=100
June 6-9, 2008	19	17	61	3=100
May 30-June 2, 2008	17	21	58	4=100
May 22-25, 2008	18	20	60	2=100
May 16-19, 2008	19	19	59	3=100
May 9-12, 2008	20	23	55	2=100
May 2-5, 2008	11	25	59	5=100
April 25-28, 2008	16	24	58	2=100
April 18-21, 2008	18	24	54	4=100
March 28-31, 2008	18	27	52	3=100
March 20-24, 2008	22	30	46	2=100
b. John McCain	14	15	66	5=100
July 3-7, 2008	15	16	64	5=100
June 27-30, 2008	17	21	58	4=100
June 20-23, 2008	15	18	65	2=100

Q.2 CONTINUED...

	More <u>Favorable</u>	Less <u>Favorable</u>	Opinion has <u>Not change</u>	Don't <u>know</u>
June 13-16, 2008	13	18	66	3=100
June 6-9, 2008	14	15	65	6=100
May 30-June 2, 2008	11	20	64	5=100
May 22-25, 2008	15	18	63	4=100
May 16-19, 2008	14	21	62	3=100
May 9-12, 2008	12	18	67	3=100
May 2-5, 2008	10	13	71	6=100
April 25-28, 2008	14	16	65	5=100
April 18-21, 2008	18	15	61	6=100
March 28-31, 2008	18	20	57	5=100
March 20-24, 2008	18	18	61	3=100

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. The military effort in Afghanistan against Taliban fighters	19	28	29	23	1=100
<b>July 3-7, 2008</b>	19	28	32	21	*=100
<b>June 20-23, 2008</b>	20	30	30	20	*=100
<b>TREND FOR COMPARISON:</b>					
Late July, 2002 <sup>1</sup>	41	38	13	7	1=100
June, 2002	38	32	20	9	1=100
April, 2002	39	39	13	8	1=100
Early April, 2002	45	37	12	5	1=100
February, 2002	47	39	8	5	1=100
January, 2002	51	35	9	4	1=100
December, 2001	44	38	12	5	1=100
Mid-November, 2001	49	36	11	3	1=100
Early November, 2001	45	36	12	6	1=100
Mid-October, 2001	51	35	10	3	1=100
b. Wild fires in California	22	34	28	16	*=100
<b>TREND FOR COMPARISON:</b>					
<b>October 26-29, 2007: California wildfires</b>	40	41	13	6	*=100
<b>January 12-15, 2007: Fires in Malibu, Calif</b>	10	20	31	38	1=100
November, 2003: <i>California wildfires</i>	38	35	17	9	1=100
September, 2001: <i>Wild fires in the west</i>	28	37	24	11	*=100
December, 1993: <i>Southern California fires</i>	44	39	13	4	*=100
July, 1990: <i>Southern California fires</i>	29	35	24	12	0=100
c. Reports about the condition of the U.S. economy	44	33	12	10	1=100
<b>June 27-30, 2008</b>	49	31	12	7	1=100
<b>June 13-16, 2008</b>	42	33	14	11	*=100
<b>May 9-12, 2008</b>	45	31	13	11	*=100
<b>May 2-5, 2008</b>	43	31	15	10	1=100
<b>April 18-21, 2008</b>	41	35	13	10	1=100

<sup>1</sup> From Mid-October, 2001 to Late July, 2002 the story was listed as “the U.S. military effort in Afghanistan.”

**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>
<b>April 4-7, 2008</b>	<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
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

**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>
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
d. The Iranian government firing test missiles capable of striking Israel	<b>25</b>	<b>29</b>	<b>22</b>	<b>23</b>	<b>1=100</b>
<b>TREND FOR COMPARISON: <sup>2</sup></b>					
<b>January 11-14, 2008: Encounter between U.S. and Iranian ships</b>	<b>25</b>	<b>26</b>	<b>21</b>	<b>27</b>	<b>1=100</b>
<b>December 7-10, 2007: Intelligence report on Iran's nuclear weapons program</b>	<b>25</b>	<b>31</b>	<b>20</b>	<b>23</b>	<b>1=100</b>
<b>October 26-29, 2007: Mounting tensions September 28 – October 1, 2007: Ahmadinejad visit to U.S.</b>	<b>26</b>	<b>34</b>	<b>21</b>	<b>18</b>	<b>1=100</b>
<b>June 1-4, 2007: US-Iranian talks</b>	<b>23</b>	<b>31</b>	<b>20</b>	<b>25</b>	<b>1=100</b>
<b>February 23-26, 2007: Mounting tensions</b>	<b>19</b>	<b>27</b>	<b>27</b>	<b>26</b>	<b>1=100</b>
<b>February 16-19, 2007: Iran supplying weapons to Iraqi insurgents</b>	<b>29</b>	<b>37</b>	<b>18</b>	<b>15</b>	<b>1=100</b>
<b>February 2-5, 2007: Mounting tensions</b>	<b>28</b>	<b>32</b>	<b>20</b>	<b>19</b>	<b>1=100</b>
<b>February 2-5, 2007: Mounting tensions</b>	<b>33</b>	<b>38</b>	<b>18</b>	<b>10</b>	<b>1=100</b>
e. The current situation and events in Iraq	<b>24</b>	<b>35</b>	<b>24</b>	<b>16</b>	<b>1=100</b>
<b>July 3-7, 2008</b>	<b>25</b>	<b>35</b>	<b>25</b>	<b>15</b>	<b>*=100</b>
<b>June 20-23, 2008</b>	<b>25</b>	<b>36</b>	<b>24</b>	<b>15</b>	<b>*=100</b>
<b>May 9-12, 2008</b>	<b>29</b>	<b>35</b>	<b>21</b>	<b>14</b>	<b>1=100</b>
<b>May 2-5, 2008</b>	<b>26</b>	<b>35</b>	<b>25</b>	<b>13</b>	<b>1=100</b>
<b>April 25-28, 2008</b>	<b>29</b>	<b>35</b>	<b>23</b>	<b>12</b>	<b>1=100</b>
<b>April 18-21, 2008</b>	<b>29</b>	<b>39</b>	<b>20</b>	<b>11</b>	<b>1=100</b>
<b>April 11-14, 2008</b>	<b>25</b>	<b>39</b>	<b>20</b>	<b>15</b>	<b>1=100</b>
<b>April 4-7, 2008</b>	<b>25</b>	<b>37</b>	<b>23</b>	<b>15</b>	<b>*=100</b>
<b>March 28-31, 2008</b>	<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>
<b>February 29-March 3, 2008</b>	<b>28</b>	<b>40</b>	<b>19</b>	<b>13</b>	<b>*=100</b>
<b>February 8-11, 2008</b>	<b>24</b>	<b>35</b>	<b>25</b>	<b>16</b>	<b>*=100</b>
<b>February 1-4, 2008</b>	<b>28</b>	<b>39</b>	<b>22</b>	<b>11</b>	<b>*=100</b>
<b>January 25-28, 2008</b>	<b>23</b>	<b>35</b>	<b>26</b>	<b>16</b>	<b>*=100</b>
<b>January 18-21, 2008</b>	<b>31</b>	<b>33</b>	<b>20</b>	<b>15</b>	<b>1=100</b>
<b>January 11-14, 2008</b>	<b>25</b>	<b>38</b>	<b>21</b>	<b>16</b>	<b>*=100</b>
<b>January 4-7, 2008</b>	<b>27</b>	<b>38</b>	<b>20</b>	<b>15</b>	<b>*=100</b>
<b>December 14-17, 2007</b>	<b>26</b>	<b>32</b>	<b>24</b>	<b>18</b>	<b>*=100</b>
<b>December 7-10, 2007</b>	<b>28</b>	<b>37</b>	<b>21</b>	<b>14</b>	<b>*=100</b>
<b>November 23-26, 2007</b>	<b>25</b>	<b>37</b>	<b>21</b>	<b>16</b>	<b>1=100</b>
<b>November 16-19, 2007</b>	<b>31</b>	<b>37</b>	<b>19</b>	<b>12</b>	<b>1=100</b>

<sup>2</sup> January 11-14, 2008 asked about: "News about a naval encounter between U.S. and Iranian ships." December 7-10, 2007 asked about: "A new intelligence report stating that Iran stopped its nuclear weapons program in 2003." October 26-29, 2007, February 23-26, 2007 and February 2-5, 2007 asked about: "Mounting tensions between the United States and Iran." September 28-October 1, 2007 asked about: "Iranian President Mahmoud Ahmadinejad's recent trip to New York City where he spoke at Columbia University and the United Nations." June 1-4, 2007 asked about: "Recent talks between the United States and Iran." February 16-19, 2007 asked about: "Reports that Iran may be supplying weapons to insurgents in Iraq."



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>
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>3</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
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

<sup>3</sup> 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>
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>4</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>5</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
Early October, 2002	60	28	6	5	1=100
Early September, 2002 <sup>6</sup>	48	29	15	6	2=100

f. News about candidates for the 2008 presidential election	<b>28</b>	<b>34</b>	<b>22</b>	<b>15</b>	<b>1=100</b>
<b>July 3-7, 2008</b>	<b>25</b>	<b>35</b>	<b>23</b>	<b>17</b>	<b>*=100</b>
<b>June 27-30, 2008</b>	<b>39</b>	<b>33</b>	<b>18</b>	<b>10</b>	<b>*=100</b>
<b>June 20-23, 2008</b>	<b>28</b>	<b>38</b>	<b>22</b>	<b>12</b>	<b>*=100</b>

<sup>4</sup> From March 20-24, 2003 to April 11-16, 2003, the story was listed as “News about the war in Iraq.”

<sup>5</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.”

<sup>6</sup> In Early September, 2002, the story was listed as “Debate over the possibility that the U.S. will invade Iraq.”

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>
June 13-16, 2008	35	35	20	10	*=100
June 6-9, 2008	38	35	17	10	*=100
May 30-June 2, 2008	30	35	21	14	*=100
May 22-25, 2008	32	37	20	11	*=100
May 16-19, 2008	33	37	19	10	1=100
May 9-12, 2008	35	36	18	11	*=100
May 2-5, 2008	27	35	23	14	1=100
April 25-28, 2008	34	37	18	11	*=100
April 18-21, 2008	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, 2008 <sup>7</sup>	32	31	19	17	1=100
January 4-7, 2008	33	36	19	11	1=100
December 14-17, 2007	25	34	22	19	*=100
December 7-10, 2007	24	35	22	19	*=100
November 30 – December 3, 2007	23	35	23	19	*=100
November 23-26, 2007	20	33	26	20	1=100
November 16-19, 2007	26	33	21	19	1=100
November 9-12, 2007	21	33	25	21	*=100
November 2-5, 2007	27	30	21	21	1=100
October 26-29, 2007	21	34	26	19	*=100
October 19-22, 2007	23	32	22	23	*=100
October 12-15, 2007	13	31	26	30	*=100
October 5-8, 2007	22	30	24	24	*=100
September 28 – October 1, 2007	21	34	25	20	*=100
September 21-24, 2007	24	31	22	23	*=100
September 14-17, 2007	22	31	24	23	*=100
September 7-10, 2007	18	34	26	22	*=100
August 30-September 2, 2007	19	35	21	25	*=100
August 24-27, 2007	22	28	24	26	*=100
August 17-20, 2007	19	27	24	30	*=100
August 10-13, 2007	23	32	21	24	*=100
August 3-6, 2007	19	31	25	25	*=100
July 27-30, 2007	19	32	22	26	1=100
July 20-23, 2007	16	26	30	27	1=100
July 13-16, 2007	17	29	27	27	*=100
July 6-9, 2007	24	29	24	22	1=100
June 29-July 2, 2007	20	32	25	23	*=100
June 22-25, 2007	18	31	21	30	*=100
June 15-18, 2007	17	32	26	25	*=100

<sup>7</sup> January 11-14, 2008 asked about: “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>
<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>8</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>9</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
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

<sup>8</sup> January 19-22, 2007 asked about: "Recent announcements by prominent Democrats about plans to run for president in 2008."

<sup>9</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.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>
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.]**

- 28 Reports about the condition of the U.S. economy
  - 18 News about the candidates for the 2008 presidential election
  - 15 Wild fires in California
  - 10 The Iranian government firing test missiles capable of striking Israel
  - 7 The current situation and events in Iraq
  - 2 The military effort in Afghanistan against Taliban fighters
  - 7 Some other story (SPECIFY)
  - 13 Don't know/Refused
- 100

Thinking about the presidential campaign...

**ROTATE Q.5 AND Q.6**

Q.5 From what you've heard or read, how much would you say you know about **[READ AND ROTATE]** positions on foreign policy? Would you say you know a lot, a fair amount, just some, or very little?

	<u>A lot</u>	<u>A fair amount</u>	<u>Just some</u>	<u>Very little</u>	<u>Don't know</u>
a. Barack Obama's February 29-March 3, 2008	13 12	27 28	24 21	35 37	1=100 2=100
b. John McCain's February 29-March 3, 2008	16 19	29 33	20 19	33 27	2=100 2=100

Q.6 From what you've heard or read, how much would you say you know about **[READ AND ROTATE]** positions on the economy? Would you say you know a lot, a fair amount, just some, or very little?

	<u>A lot</u>	<u>A fair amount</u>	<u>Just some</u>	<u>Very little</u>	<u>Don't know</u>
a. Barack Obama's	15	34	24	25	2=100
b. John McCain's	14	32	22	30	2=100

Q.7 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 ITEMS]**

	<u>A lot</u>	<u>A little</u>	<u>Nothing at all</u>	<u>DK/Refused</u>
a. Jesse Jackson being overheard making a crude comment about Barack Obama	48	29	22	1=100
b. A television interview with Barack Obama, his wife and his two daughters	17	36	46	1=100
c. Phil Gramm, an economic advisor to John McCain, suggesting that the U.S. has become a nation of whiners	28	31	40	1=100