

FOR IMMEDIATE RELEASE:
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FOR FURTHER INFORMATION:
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McCain's Ads Seen As Negative, Obama's as Positive
OBAMA FATIGUE - 48% HEARING TOO MUCH ABOUT HIM

As he has since January, this week, Barack Obama enjoyed much more visibility as far as the public was concerned than did John McCain. By a margin of 76% to 11% respondents in Pew's weekly News Interest Index survey named Obama over McCain as the candidate they have heard the most about in recent days. But the same poll also shows that the Democratic candidate's media dominance may not be working in his favor. Close to half (48%) of Pew's interviewees went on to say that they have been hearing *too much* about Obama lately. And by a slight, but statistically significant margin – 22% to 16% – people say that recently they have a *less* rather than *more* favorable view of the putative Democratic nominee.

In contrast, if anything, Pew's respondents said they want to hear more, not less about the Republican candidate. Just 26% in the poll said they had heard too much about McCain, while a larger number (38%) reported that they had heard too little about the putative Republican candidate. However, as for Obama, a slight plurality reports that recently they have come to have a less favorable view of McCain rather than a more favorable view of him – (23% to 18%).

Many Think Obama is Overexposed				
<i>How much have you been hearing about Barack Obama?</i>	Total %	Rep %	Dem %	Ind %
Too much	48	67	34	51
Too little	10	8	8	10
Right amount	41	24	57	38
Don't know	1	1	1	1
	100	100	100	100
<i>How much have you been hearing about John McCain?</i>	Total %	Rep %	Dem %	Ind %
Too much	26	10	35	28
Too little	38	52	26	41
Right Amount	35	37	38	30
Don't know/Refused	1	1	1	1
	100	100	100	100

Awareness of Campaign Ads				
<i>Saw Obama commercial(s)</i>	Total %	Rep %	Dem %	Ind %
Yes	58	62	62	54
Mostly positive on Obama	38	32	46	34
Mostly negative on McCain	13	19	10	14
Neither/DK	7	11	6	6
No haven't seen/DK	42	38	38	46
	100	100	100	100
<i>Saw McCain commercial(s)</i>	Total %	Rep %	Dem %	Ind %
Yes	55	58	59	53
Mostly positive on McCain	19	23	17	18
Mostly negative on Obama	31	28	37	30
Neither/DK	5	7	5	5
No haven't seen/DK	45	42	41	47
	100	100	100	100

Not surprisingly, a very large number of Republicans say they have heard too much about Obama lately. But 51% of independents shared this opinion, and as many as a third of Democrats thought so too.

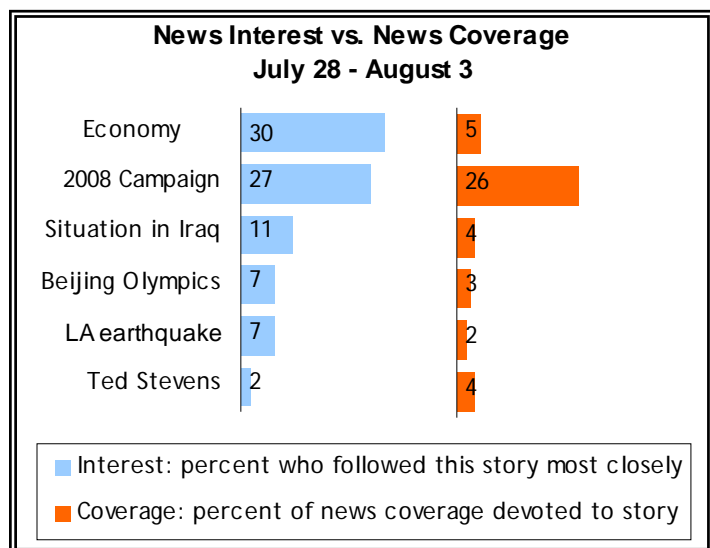
While Obama has dominated McCain as the candidate citizens say they have heard the most about in the news, roughly equal numbers say that they are aware of commercials on behalf of each candidate. About six-in-ten have seen commercials for both candidates. Most of those who are aware of Obama’s commercials say they are mostly positive messages about the candidate (38%), while fewer (13%) characterize them as negative messages about McCain. The balance of opinion about McCain’s commercials is the opposite – a plurality (31%) sees them as negative messages about his opponent, with fewer (19%) describing them as positive ads.

There is surprising partisan agreement about the campaign commercials of both candidates. On balance, both Republicans and Democrats think Obama’s commercials have been mostly positive. And pluralities of both Republicans and Democrats say McCain’s ads are mostly negative. Nonetheless Democrats are more likely than others to say Obama’s commercials are positive, and Republicans are less likely to characterize McCain’s ads as negative.

When asked about specific commercials, those tested for each candidate registered about similar recall levels – 41% of Pew’s respondents said they have seen McCain’s commercial that compares Barack Obama to Paris Hilton and Britney Spears. Almost the same number – (43%) report seeing Barack Obama’s commercial where he talks about his background growing up in Kansas.

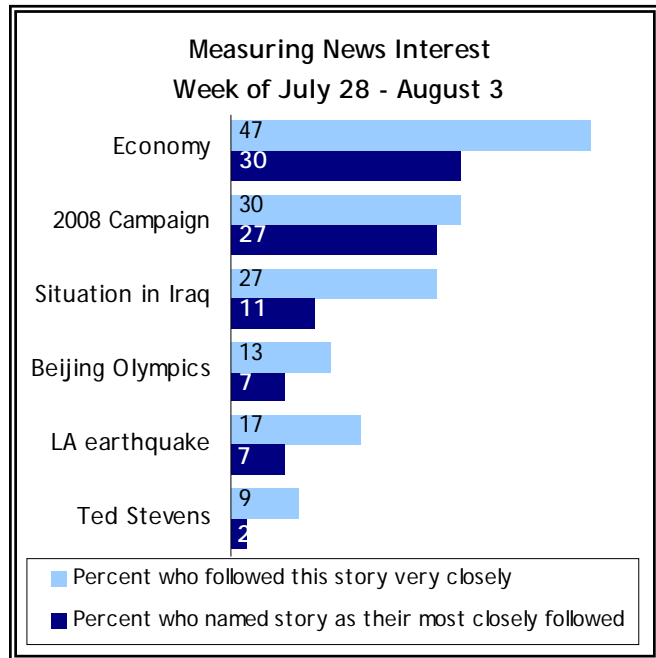
Economic and Campaign News Capture Most Attention

Public interest in news about economic conditions remained high last week amid reports about federal legislation to uplift the housing market and official projections of a half-trillion-dollar national budget deficit. About half of all Americans (47%) paid very close attention to news about the state of the U.S. economy and another 34% were following this news fairly closely. Three-in-ten (30%) said it was the news they followed most closely for the week, making the economy the



public's top story. Actual news coverage of the economy was the second most heavily covered story last week. The national news media devoted 5% of all coverage to the topic.

For the third straight week, the audience for campaign news totaled three-in-ten Americans who were following the presidential race very closely. While not the most closely followed news item of the week, the campaign was the public's number two story, with 27% of Americans citing the campaign as the story they were following more closely than any other. A far greater share of the national newshole was devoted to the presidential campaign last week than to any other major news story. More than one-quarter of all news (26%) focused on the campaign.



Roughly one-in-four Americans (27%) followed news about the Iraq war very closely and 11% listed this as their most closely followed story for the week. News about an earthquake that struck the Los Angeles area attracted the very close attention of 17% of the public. Predictably, residents of the West Coast followed the story more closely than residents of other regions of the country. The earthquake, which caused little damage last week, received 2% of all news coverage.

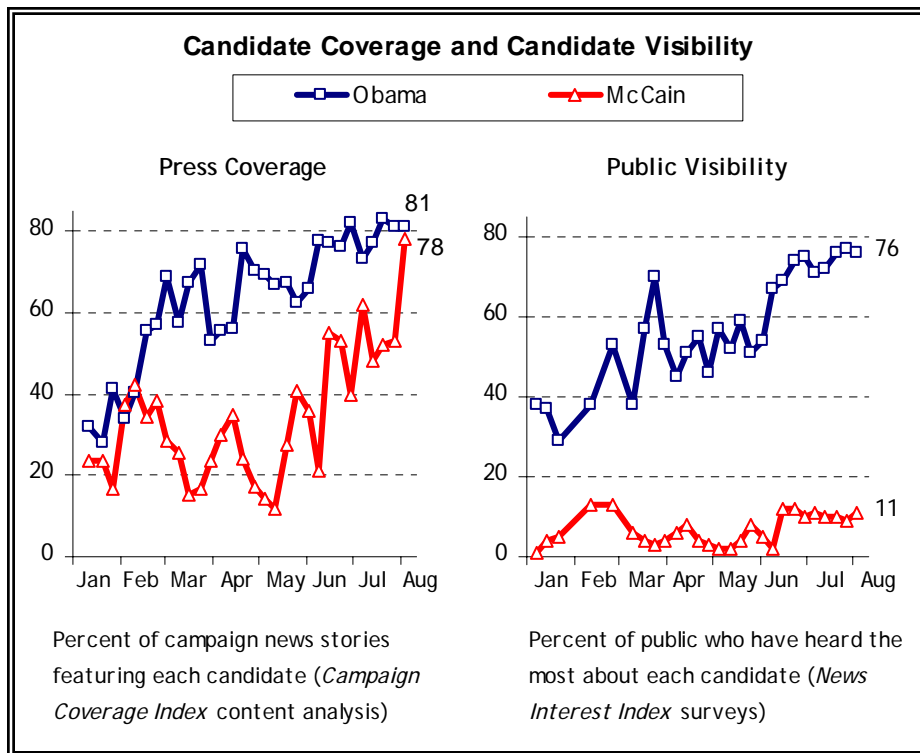
So far this summer, there is a relatively small American audience for news about the upcoming Olympic games in Beijing, China. Just 13% followed news about Olympic preparations very closely last week. Interest in the Chinese games remains unchanged from the previous week (12%). The media, for its part, devoted 3% of all news to the upcoming Olympics.

Overall, the press devoted 4% of coverage to the indictment of Alaska Sen. Ted Stevens for making false statements about his personal finances. However few in the public followed the story closely. Just 9% followed news about Sen. Stevens very closely and even fewer (2%) called it their most closely followed story of the week.

For the first time this year, John McCain attracted nearly as much media attention as his Democratic rival, Barack Obama. For the week of July 28-Aug. 3, Barack Obama was a featured candidate in 81% of all campaign stories and John McCain was a featured candidate in a

comparable 78% of all campaign reporting, according to the Project for Excellence in Journalism's Campaign Coverage Index.

While John McCain may have closed the gap in campaign news coverage, equaling the attention garnered by his opponent, Barack Obama remains the far more visible candidate in the eyes of the public. When asked which presidential candidate they have heard the most about in the news over the last week or so, 76% of the public names Barack Obama while just one-in-ten (11%) recalls John McCain. As many Republicans (76%) as Democrats (80%) cite Obama as the candidate they have heard most about in the news recently.



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 were collected from July 28 – August 3 and survey data measuring public interest in the top news stories of the week were collected August 1-4 from a nationally representative sample of 1,004 adults.

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 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:

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PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
AUGUST 1-4, 2008 NEWS INTEREST INDEX OMNIBUS SURVEY
TOPLINE
N=1,004

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>Barack Obama</u>	<u>John McCain</u>	<u>Other¹</u>	<u>Don't know/ Refused</u>
August 1-4, 2008	76	11	4	9=100
July 25-28, 2008	77	9	3	11=100
July 18-21, 2008	76	10	2	12=100
July 11-14, 2008	72	10	5	13=100
July 3-7, 2008	71	11	3	15=100
June 27-30, 2008	75	10	5	10=100
June 20-23, 2008	74	12	4	10=100
June 13-16, 2008	69	12	7	12=100
June 6-9, 2008	67	2	23	8=100
May 30-June 2, 2008	54	5	28	13=100
May 22-25, 2008	51	8	29	12=100
May 16-19, 2008	59	4	27	10=100
May 9-12, 2008	52	2	38	8=100
May 2-5, 2008	57	2	31	10=100
April 25-28, 2008	46	3	39	12=100
April 18-21, 2008	55	4	29	12=100
April 11-14, 2008	51	8	26	15=100
April 4-7, 2008	45	6	35	14=100
March 28-31, 2008	53	4	32	11=100
March 20-24, 2008	70	3	16	11=100
March 14-17, 2008	57	4	28	11=100
March 7-10, 2008	38	6	41	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	16	22	60	2=100
July 25-28, 2008	17	21	59	3=100
July 18-21, 2008	16	22	60	2=100
July 11-14, 2008	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

¹ Other includes responses for Hillary Clinton.

Q.2 CONTINUED...

	More <u>Favorable</u>	Less <u>Favorable</u>	Opinion has <u>Not change</u>	Don't <u>know</u>
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	18	23	57	2=100
July 25-28, 2008	16	19	62	3=100
July 18-21, 2008	17	15	65	3=100
July 11-14, 2008	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
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. Reports about the condition of the U.S. economy	47	34	11	8	0=100
July 25-28, 2008	46	32	10	12	*=100
July 18-21, 2008	45	33	13	9	*=100
July 11-14, 2008	44	33	12	10	1=100
June 27-30, 2008	49	31	12	7	1=100
June 13-16, 2008	42	33	14	11	*=100
May 9-12, 2008	45	31	13	11	*=100
May 2-5, 2008	43	31	15	10	1=100
April 18-21, 2008	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

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>
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
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
b. The current situation and events in Iraq	27	40	23	10	*=100
July 25-28, 2008	28	33	22	17	*=100
July 18-21, 2008	33	35	20	12	*=100
July 11-14, 2008	24	35	24	16	1=100
July 3-7, 2008	25	35	25	15	*=100
June 20-23, 2008	25	36	24	15	*=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>
May 9-12, 2008	29	35	21	14	1=100
May 2-5, 2008	26	35	25	13	1=100
April 25-28, 2008	29	35	23	12	1=100
April 18-21, 2008	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

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>
March 30-April 2, 2007	34	37	16	13	*=100
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

²

From May, 2003 to March 23-26, 2007, the story was listed as "News about the current situation 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>
April 11-16, 2003 ³	47	40	10	2	1=100
April 2-7, 2003	54	34	9	2	1=100
March 20-24, 2003	57	33	7	2	1=100
March 13-16, 2003 ⁴	62	27	6	4	1=100
February, 2003	62	25	8	4	1=100
January, 2003	55	29	10	4	2=100
December, 2002	51	32	10	6	1=100
Late October, 2002	53	33	8	5	1=100
Early October, 2002	60	28	6	5	1=100
Early September, 2002 ⁵	48	29	15	6	2=100
c. The Earthquake in Los Angeles	17	29	31	23	*=100
TREND FOR COMPARISON:					
May 30-June 2, 2008: China	26	39	21	14	*=100
May 22-25, 2008: China	23	42	24	11	*=100
May 16-19, 2008: China	30	41	17	12	*=100
October 2005: <i>Pakistan</i>	22	39	23	16	*=100
January 2005: <i>Earthquake and Tsunami in Indian Ocean</i>	58	32	7	3	*=100
January 2004: <i>Iran</i>	16	34	31	19	*=100
February 2001: <i>India</i>	15	33	31	20	1=100
October 1999: <i>Taiwan</i>	17	36	31	16	*=100
September 1999: <i>Turkey</i>	27	37	23	12	1=100
February 1995: <i>Japan</i>	25	47	20	8	*=100
January 1994: <i>Southern California</i>	63	31	5	1	0=100
July 1990: <i>Iran</i>	20	36	28	16	*=100
November 1989: <i>San Francisco</i>	73	22	3	2	*=100
d. News about the upcoming Olympic games in Beijing, China	13	33	31	23	*=100
July 25-28, 2008⁶	12	31	29	28	*=100
April 4-7, 2008	5	18	31	45	1=100
TREND FOR COMPARISON:⁷					
August, 2004: <i>Athens Preparations</i>	10	22	29	38	1=100
e. The federal indictment of Alaska Senator Ted Stevens for making false statements	9	22	25	44	*=100
f. News about candidates for the 2008 presidential election	30	42	19	9	*=100
July 25-28, 2008	30	34	21	15	*=100
July 18-21, 2008	30	35	21	14	*=100
July 11-14, 2008	28	34	22	15	1=100
July 3-7, 2008	25	35	23	17	*=100
June 27-30, 2008	39	33	18	10	*=100
June 20-23, 2008	28	38	22	12	*=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.”

⁶ For July 25-28, 2008 the story was listed as “News about China as the Beijing Olympic Games approach.”

⁷ August, 2004 asked about “Preparations for the summer Olympics in Athens, Greece.”

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 ⁸	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

⁸ 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>
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, 2007⁹	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 ¹⁰	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
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

⁹ January 19-22, 2007 asked about: "Recent announcements by prominent Democrats about plans to run for president in 2008."

¹⁰ 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
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
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.]**

- 30 Reports about the condition of the U.S. economy
 - 27 News about the candidates for the 2008 presidential election
 - 11 The current situation and events in Iraq
 - 7 News about the upcoming Olympic Games in Beijing, China
 - 7 The earthquake in Los Angeles
 - 2 The federal indictment of Alaska Senator Ted Stevens for making false statements
 - 7 Some other story (SPECIFY)
 - 2 Don't know/Refused
- 100

Thinking about the presidential campaign...

ROTATE Q.5 AND Q.6

Q.5 All things considered... these days have you been hearing too much, too little, or the right amount about Barack Obama?

48 Too much
 10 Too Little
 41 Right Amount
 1 Don't know/Refused
 100

Q.6 All things considered... these days have you been hearing too much, too little, or the right amount about John McCain?

26 Too much
 38 Too Little
 35 Right Amount
 1 Don't know/Refused
 100

ROTATE Q.7 AND Q.8

Q.7 In the past few weeks have you seen any television commercials on behalf of Barack Obama's candidacy, or not? **[IF YES, ASK: Were these ads mostly a positive message about Barack Obama or mostly a negative message about John McCain?]**

38 Yes have seen, mostly a positive message about Obama
 13 Yes have seen, mostly a negative message about McCain
 7 Yes have seen, neither/don't know
 40 No haven't seen
 2 Don't know/Refused
 100

Q.8 In the past few weeks have you seen any television commercials on behalf of John McCain's candidacy, or not? **IF YES, ASK: Were these ads mostly a positive message about John McCain or mostly a negative message about Barack Obama?**

19 Yes have seen, mostly a positive message about McCain
 31 Yes have seen, mostly a negative message about Obama
 5 Yes have seen, neither/don't know
 44 No haven't seen
 1 Don't know/Refused
 100

Q.9 Now I want to ask you about some specific campaign commercials. Not everyone will have seen them. Have you seen **[INSERT ITEM; ROTATE]**, or not?

		<u>Yes</u>	<u>No</u>	<u>DK/ Refused</u>
a.	John McCain's commercial comparing Barack Obama to Paris Hilton and Britney Spears	41	59	*=100
b.	Barack Obama's commercial talking about his background growing up in Kansas with a single mother	43	56	1=100