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FOR FURTHER INFORMATION:
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Biden Pick a Top Campaign Event

OBAMA’S BACKGROUND BETTER KNOWN THAN HIS ISSUE POSITIONS

As Barack Obama prepares to accept the Democratic Party’s nomination for president and frame his campaign message for the fall, many Americans still do not have a clear understanding of where he stands on the issues. Public awareness of Obama’s policy positions has increased modestly over the past month. Still, fewer than half (48%) know a lot or a fair amount about his foreign policy positions, while 51% say they know just some or very little. Somewhat more people (56%) know at least a fair amount about Obama’s economic positions, while 44% know just some or very little.

Public More Familiar with Candidates’ Personal Backgrounds than Policy Positions		
<i>How much do you know about...</i>	<u>Obama</u>	<u>McCain</u>
	%	%
Candidate’s personal background and qualifications?		
A lot/fair amount	62	64
Just some/Very little	37	35
Don’t know	<u>1</u>	<u>1</u>
	100	100
Candidate’s foreign policy positions?		
A lot/fair amount	48	54
Just some/Very little	51	45
Don’t know	<u>1</u>	<u>1</u>
	100	100
Candidate’s economic positions?		
A lot/fair amount	56	54
Just some/Very little	44	46
Don’t know	*	*
	<u>100</u>	<u>100</u>

Americans know more about Obama’s personal history than they do about his policy positions. More than six-in-ten (62%) say they know a lot or a fair amount about his background and qualifications, while 37% say they know just some or very little.

Similarly, more people say they know about John McCain’s background than are aware of his positions on foreign policy and economics. Overall, 64% say they know at least a fair amount about McCain’s background and qualifications; by comparison, 54% say they know a lot or a fair amount about his foreign policy positions and the same percentage (54%) says they are aware of his economic positions.

Democrats are more likely than Republican to say they know about Obama’s personal background and policy positions; the reverse is true for McCain. For their part, independents are

more familiar with McCain than they are with Obama – both in terms of the candidates’ foreign policy positions and their personal backgrounds. Among independents, 55% say they know a lot or a fair amount about McCain’s foreign policy positions, while only 42% know at least a fair amount about where Obama stands on foreign policy. Independents are even more familiar with McCain’s background and experience: 67% say they know a lot or a fair amount. Only 56% of independents know as much about Obama’s personal history. On economic policies, independents are equally familiar with both McCain and Obama.

Biden Pick a Major Campaign Event

While the announcement was made in an unconventional manner, news that Barack Obama had chosen Joe Biden to be his vice presidential running mate spread quickly to the public. Nearly six-in-ten Americans (58%) say they heard a lot about Obama’s choice this past weekend while another 35% heard a little about it. Just 7% said they heard nothing at all about Obama’s vice presidential selection.

The Biden pick ranks among the top five campaign events of the year. However, somewhat greater percentages heard a lot about Obama securing his party’s nomination in June (73%), his trip to the Middle East and Europe in July and the controversial speeches and statements made by Rev. Jeremiah Wright in May (62% each).

	Obama’s Selection of Biden a Top Campaign Event			
	<i>How much have you heard...</i>			
	A lot	A little	Nothing at all	DK
	%	%	%	%
Obama securing Dem nomination (6/9)	73	20	7	*=100
Obama’s trip to Middle East & Europe (7/28)	62	28	10	*=100
Rev. Wright’s recent speeches (5/5)	62	22	15	1=100
Obama’s VP choice (8/25)	58	35	7	*=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
Obama/Clinton campaign together (6/30)	43	41	16	*=100
New Yorker Cover (7/21)	41	26	33	*=100
Dem debate before PA primary (4/21)	42	37	21	*=100
McCain’s drilling proposal (6/23)	40	42	18	*=100
Obama’s decision on public funds (6/23)	40	37	23	*=100
Ferraro’s comments (3/17)	40	35	24	1=100
Obama plagiarism charges (2/25)	39	35	26	*=100
Clinton Bosnia claims (3/31)	39	29	32	*=100
Rumors Obama is a Muslim (3/10)	38	41	19	2=100
McCain’s seven houses (8/25)	38	26	35	1=100
Clinton 3:00 am ad (3/10)	38	24	37	1=100
Possible Clinton/Obama ticket (3/17)	37	46	17	*=100
Fla. & Mich. Delegate decision (6/2)	36	41	22	1=100

List represents the top 25 campaign events of the year. This week’s events highlighted in bold.

While the Obama campaign announced that Biden would be on the ticket via text messages to the cell phones of Obama supporters, very few Americans actually heard the news that way. The vast majority of Americans heard that Obama had selected Biden either by watching television (51%) or by going online (21%). Relatively few (9%) heard the news on the radio or through talking with others, and even fewer heard about it in the newspaper (6%). A mere 2% of the public (3% of Democrats) first learned that Obama had chosen Biden by receiving a text message on their cell phone.

	Percent
<i>First heard who Obama had chosen as VP from...</i>	%
Television	51
Internet	21
Talking with others	9
Radio	9
Newspaper	6
Text message	2
Other/DK	<u>2</u>
	100

Many Heard about McCain’s Houses

With much of the media’s focus on his search for a vice president, Obama clearly dominated the campaign coverage last week. According to the *Campaign Coverage Index* from Pew’s Project for Excellence in Journalism (PEJ), more than three-quarters (78%) of all campaign stories featured the Illinois senator while 56% featured John McCain. In addition, Obama continued to eclipse McCain in the race for public visibility: 77% of the public said Obama was the candidate they had heard the most about in the news over the past week, while just 11% named McCain.

The most prominent storyline on the McCain campaign last week involved an interview with the candidate where he said he was unsure how many houses he and his wife Cindy owned. Nearly four-in-ten Americans (38%) heard a lot about this story and another 26% heard a little about it. Roughly a third (35%) heard nothing at all about McCain’s statement. Democrats were slightly more likely than Republicans to have heard about the Arizona senator’s many houses.

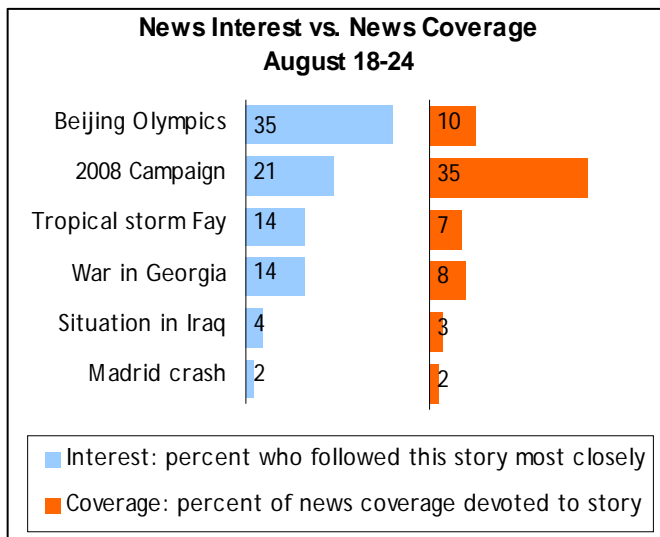
In terms of public awareness, the McCain real estate story is on par with several other campaign gaffes or controversies. Roughly the same proportion of Americans heard a lot about charges that Obama plagiarized from a speech given by Mass. Governor Deval Patrick (39% heard a lot); Hillary Clinton’s false claims that she had dodged sniper fire on a tarmac in Bosnia (39% heard a lot); and rumors that Obama is a Muslim (38%). However, the McCain statement was nowhere near as widely known as the Rev. Wright controversy (62% heard a lot), Obama’s statement that small town Americans are “bitter” (52%); or rumors that McCain had an improper relationship with a female lobbyist (48%).

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 August 18-24 and survey data measuring public interest in the top news stories of the week were collected August 22-25 from a nationally representative sample of 1,008 adults.

Campaign and Olympics Vie for Public’s Attention

Overall, interest in the presidential campaign was up modestly from earlier this month: 31% followed campaign news very closely and another 36% paid fairly close attention. At the same time, the public remained highly interested in the summer Olympics in Beijing. More than a third (35%) followed news about the Olympics very closely. The same proportion named the Olympics as the single news story they followed more closely than any other last week, making it the public’s most closely followed story.



Media coverage focused much more heavily on the campaign than on the Olympic Games. According to the *News Coverage Index* from Pew’s PEJ, 35% of the national newshole was devoted to the presidential campaign while 10% was devoted to the Olympics.

Roughly a quarter of the public (27%) paid very close attention to news about tropical storm Fay, which caused widespread flooding and evacuations in Florida; 14% listed Fay as their most closely followed news story of the week. Interest in the Florida storm was significantly greater than interest in Hurricane Dolly, which hit the Texas coast last month. The national media devoted 7% of its overall coverage to Fay.

Public interest in the ongoing conflict between Russia and the Republic of Georgia declined somewhat last week: 27% followed this story very closely, down from 35% the previous week. News coverage of the situation in Georgia fell off significantly. Last week the media devoted only 8% of its overall coverage to this story; the previous week the story accounted for 26% of the national newshole.

One-in-four Americans (26%) paid very close attention to news about Iraq last week, but only 4% listed Iraq as their most closely followed story. Relatively few people followed news about the plane crash in Madrid (8% very closely).

About the News Interest Index

The *News Interest Index* is a weekly survey conducted by the Pew Research Center for the People & the Press aimed at gauging the public's interest in and reaction to major news events.

This project has been undertaken in conjunction with the Project for Excellence in Journalism's *News Coverage Index*, an ongoing content analysis of the news. The News Coverage Index catalogues the news from top news organizations across five major sectors of the media: newspapers, network television, cable television, radio and the internet. Each week (from Sunday through Friday) PEJ will compile this data to identify the top stories for the week. The News Interest Index survey will collect data from Friday through Monday to gauge public interest in the most covered stories of the week.

Results for the weekly surveys are based on telephone interviews among a nationwide sample of approximately 1,000 adults, 18 years of age or older, conducted under the direction of ORC (Opinion Research Corporation). For results based on the total sample, one can say with 95% confidence that the error attributable to sampling is plus or minus 3.5 percentage points.

In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls, and that results based on subgroups will have larger margins of error.

For more information about the Project for Excellence in Journalism's News Coverage Index, go to www.journalism.org.

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 22-25, 2008 NEWS INTEREST INDEX OMNIBUS SURVEY
TOPLINE
N=1,008

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 22-25, 2008	77	11	3	9=100
August 15-18, 2008	62	19	4	15=100
August 8-11, 2008	69	15	5	11=100
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	22	21	54	3=100
August 15-18, 2008	16	21	60	3=100
August 8-11, 2008	15	18	64	3=100
August 1-4, 2008	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

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>
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	17	20	60	3=100
August 22-25, 2008	17	21	59	3=100
August 8-11, 2008	14	20	63	3=100
August 1-4, 2008	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. A plane crash in Madrid, Spain	8	22	32	37	1=100
TREND FOR COMPARISON:²					
July 20-23, 2007: <i>Brazil crash</i>	13	28	27	31	1=100
b. The impact of Tropical storm Fay on Florida	27	30	28	15	*=100
TREND FOR COMPARISON:					
July 25-28, 2008: <i>Dolly (Texas coast)</i>	19	29	29	23	*=100
November 2-5, 2007: <i>Noel (Bahamas and Cuba)</i>	11	22	31	35	1=100
September 7-10, 2007: <i>Felix and Henriette (Mexico and Central America)</i>	14	29	29	27	1=100

² July 20-23, 2007 asked about: “A plane crash in Brazil that killed nearly 200 people.”

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>
August 24-27, 2007: Dean (Mexico and Caribbean)	18	39	24	18	1=100
November, 2005: <i>Wilma (Mexico and Florida)</i>	34	37	21	8	*=100
September, 2005: <i>Katrina (New Orleans and Gulf Coast)</i>	70	21	7	2	*=100
July, 2005: <i>Recent hurricanes (Gulf coast)</i>	38	37	17	8	*=100
September, 2003: <i>Isabel</i>	47	28	15	10	*=100
Early October, 2002: <i>Recent hurricanes (Gulf of Mexico and Louisiana)</i>	38	34	18	10	*=100
c. The current situation and events in Iraq	26	31	27	15	1=100
August 1-4, 2008	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
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

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>
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 ³	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

³ 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>
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 ⁴	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 ⁵	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 ⁶	48	29	15	6	2=100
d. The Olympic Games in Beijing, China	35	31	19	15	*=100
August 15-18, 2008	35	31	17	16	1=100
August 8-11, 2008	24	29	24	23	*=100
August 1-4, 2008⁷	13	33	31	23	*=100
July 25-28, 2008	12	31	29	28	*=100
April 4-7, 2008	5	18	31	45	1=100
TREND FOR COMPARISON:					
Early September, 2004: <i>Summer/Athens</i>	25	25	21	29	*=100
Early October, 2000: <i>Summer/Sydney</i>	27	28	24	21	*=100
Early September, 1996: <i>Summer/Atlanta</i>	32	34	20	14	*=100
July, 1996: <i>Summer/Atlanta</i>	45	30	13	11	1=100

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

⁵ 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.”

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

⁷ For August 1-4, 2008 and April 4-7, 2008 the story was listed as “News about the upcoming Olympic games in Beijing, China.” For July 25-28, 2008 the story was listed as “News about China as the Beijing Olympic Games approach.”

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>
e. The ongoing hostilities between Russia and the Republic of Georgia	27	39	22	12	*=100
August 15-18, 2008	35	35	15	15	*=100
August 8-11, 2008⁸	17	22	23	37	1=100
TREND FOR COMPARISON:⁹					
June, 2002: <i>Tensions between India-Pakistan</i>	24	33	24	18	1=100
Jan., 2000: <i>Russian military in Chechnya</i>	10	25	30	34	1=100
Dec., 1999: <i>Russian military in Chechnya</i>	11	22	31	34	2=100
February, 1995: <i>Russia's fighting in Chechnya</i>	10	27	27	35	1=100
May, 1993: <i>Civil war in Bosnia</i>	23	34	28	13	2=100
January, 1992: <i>Civil war in Soviet Georgia</i>	11	35	33	20	1=100
f. News about candidates for the 2008 presidential election	31	36	22	11	*=100
August 15-18, 2008	25	41	19	14	1=100
August 8-11, 2008	27	38	22	13	*=100
August 1-4, 2008	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
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, 2008¹⁰	32	31	19	17	1=100

⁸ For August 8-11, 2008, the story was listed as "Russia sending troops into the Republic of Georgia."

⁹ In December, 1999 and January, 2000 the story was listed as "The conflict between the Russian military and the rebels in Chechnya." In January, 1992 the story was listed as "The outbreak of civil war in the former Soviet Republic of Georgia."

¹⁰ 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>
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
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 ¹¹	24	27	22	26	1=100

¹¹

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

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>
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 ¹²	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
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

¹²

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>
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.]**

- 35 The Olympic Games in Beijing, China
 - 21 News about the candidates for the 2008 presidential election
 - 14 The impact of Tropical storm Fay on Florida
 - 14 The ongoing hostilities between Russia and the Republic of Georgia
 - 4 The current situation and events in Iraq
 - 2 A plane crash in Madrid, Spain
 - 4 Some other story (**SPECIFY**)
 - 6 Don't know/Refused
- 100

Thinking about the presidential campaign...

ROTATE Q.5-7

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	17	31	22	29	1=100
July 11-14, 2008	13	27	24	35	1=100
February 29-March 3, 2008	12	28	21	37	2=100
b. John McCain's	22	32	19	26	1=100
July 11-14, 2008	16	29	20	33	2=100
February 29-March 3, 2008	19	33	19	27	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 July 11-14, 2008	21 15	35 34	22 24	22 25	*=100 2=100
b. John McCain's July 11-14, 2008	20 14	34 32	21 22	25 30	*=100 2=100

Q.7 From what you've heard or read, how much would you say you know about **[READ AND ROTATE]** background and qualifications? 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	27	35	16	21	1=100
b. John McCain's	30	34	16	19	1=100

Still thinking about the campaign...

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 ITEMS]**

	<u>A lot</u>	<u>A little</u>	<u>Nothing at all</u>	<u>DK/ know</u>
ITEM a.F2 ASKED AUGUST 23-25 ONLY [N=709]:				
a.F2 Barack Obama's choice of a vice presidential running mate	58	35	7	*=100
b. John McCain telling a reporter that he's not sure how many houses he and wife own	38	26	35	1=100

IF RESPONDENT HAS HEARD 'A LOT' OR 'A LITTLE' ABOUT OBAMA'S VICE PRESIDENTIAL CHOICE (a.F2=1,2), ASK [N=655]:

Q.9 How did you first learn who Barack Obama had chosen as his vice presidential running mate? Was it from talking with others, listening to the radio, watching television; reading a newspaper; going online, or getting a text message on your cell phone?

51	Television
21	Internet
9	Talking with others
9	Radio
6	Newspaper
2	Text message
*	Other [VOL. SPECIFY]
2	Did not know he had chosen a running mate until now [VOL.]
*	Don't know/Refused
100	