

PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
OCTOBER 12-15, 2007 NEWS INTEREST INDEX OMNIBUS SURVEY
FINAL TOPLINE
N=1,011

Thinking about the 2008 presidential election...

ROTATE Q.1 AND Q.2

Q.1 Can you tell me the names of any candidates who are running for the Democratic nomination for President in 2008? ... Can you think of any others? **[PROBE FOR MULTIPLE RESPONSES, INCLUDING MULTIPLE "OTHERS" IN ADDITION TO PRECODES: IF RESPONDENT MENTIONS A NAME BUT VOLUNTEERS THAT THE PERSON IS NOT PLANNING TO RUN, DO NOT CODE NAME; IF RESPONDENT MAKES DISTINCTIONS BETWEEN CANDIDATES THEY LIKE OR DISLIKE, OR SAYS "I don't like/won't vote for any of them" PROBE WITH "This question is only which candidates you've HEARD OF, not which candidates you like."]**

		Sept <u>2003</u>	April <u>2003</u>	Jan <u>2003</u>	Sept <u>1999</u>	Oct <u>1991</u>	May <u>1991</u>
19	Could not name a candidate	59	68	65	48	73	76
81	Could name a candidate	41	32	35	52	27	24
78	Hillary Clinton						
62	Barack Obama						
28	John Edwards						
7	Bill Richardson						
6	Dennis Kucinich						
5	Joe Biden						
2	Chris Dodd						
1	Al Gore						
1	Mike Gravel						
3	Other						

Q.2 Can you tell me the names of any candidates who are running for the Republican nomination for President in 2008? ... Can you think of any others? **[PROBE FOR MULTIPLE RESPONSES, INCLUDING MULTIPLE "OTHERS" IN ADDITION TO PRECODES: IF RESPONDENT MENTIONS A NAME BUT VOLUNTEERS THAT THE PERSON IS NOT PLANNING TO RUN, DO NOT CODE NAME; IF RESPONDENT MAKES DISTINCTIONS BETWEEN CANDIDATES THEY LIKE OR DISLIKE, OR SAYS "I don't like/won't vote for any of them" PROBE WITH "This question is only which candidates you've HEARD OF, not which candidates you like."]**

		Sept <u>1999</u>	Aug <u>1995</u>
41	Could not name a candidate	37	44
59	Could name a candidate	63	56
45	Rudy Giuliani		
30	Mitt Romney		
27	Fred Thompson		
24	John McCain		
8	Mike Huckabee		
7	Ron Paul		
4	Sam Brownback		
2	Tom Tancredo		
1	Duncan Hunter		
1	Newt Gingrich		
5	Other		

Q.3 As I read a list of some stories covered by news organizations this past week, 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?”]**¹

	<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<u>DK/ Refused</u>
a. News about the current situation and events in Iraq	26	36	18	19	1=100
b. The debate in Washington over U.S. policy in Iraq	19	23	22	36	*=100
c. The shooting at a high school in Cleveland, Ohio	22	32	25	20	1=100
d. The issue of immigration	23	29	19	29	*=100
e. Former Vice President Al gore receiving the Nobel Peace Prize	19	28	20	32	1=100
f. News about candidates for the 2008 presidential election	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

¹ Questions Q.3a through Q.3e presented for context, but without trends.

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 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, 2007²	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 ³	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

² January 19-22, 2007 asked about "Recent announcements by prominent Democrats about plans to run for president in 2008."

³ From May 2003 to Early February 2004 and in March 1992, the story was listed as "The race for the Democratic nomination." In January 2003, the story was listed as "Recent announcements by prominent Democrats about plans to run for president in 2004." In September 2000, Early September and July 1996, and May 1992, the question asked about "the presidential election campaign." In January, March and April 1996, the story was listed as "News about the Republican presidential candidates." In August 1992, the story was listed as "News about the presidential election." In July 1992, the story was listed as "News about the presidential campaign." In January 1992, the story was listed as "News about the Democratic candidates for the presidential nomination." In 1988, the story was introduced as being from "this past year" and was listed as "News about the presidential campaign in 1988."

Q.3 CONTINUED...

	Very <u>Closely</u>	Fairly <u>Closely</u>	Not too <u>Closely</u>	Not at all <u>Closely</u>	DK/ <u>Refused</u>
October, 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
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] ? IF "IRAQ" UNSPECIFIED, PROBE: "Do you mean events IN Iraq or the debate over Iraq POLICY?"]**

- 20 News about the current situation and events in Iraq
- 17 The shooting at a high school in Cleveland, Ohio
- 11 The issue of immigration
- 8 News about candidates for the 2008 presidential election
- 8 Former Vice President Al gore receiving the Nobel Peace Prize
- 6 The debate in Washington over U.S. policy in Iraq
- 12 Some other story (SPECIFY)
- 18 Don't know/Refused
- 100

Thinking about the presidential campaign...

Q.5 How would you describe the presidential election campaign so far – is it interesting to you, or would you say it is dull

		April <u>2007</u>	-RVs- Mid-Oct <u>2004</u>	-RVs- Early Sept <u>2004</u>	June <u>2004</u>	June <u>2000</u>	July <u>1996</u>
37	Interesting	34	66	50	33	28	21
55	Dull	52	28	42	57	65	73
5	Neither (VOL.)	6	5	6	4	4	3
<u>3</u>	Don't know/Refused	<u>8</u>	<u>1</u>	<u>2</u>	<u>6</u>	<u>3</u>	<u>3</u>
100		100	100	100	100	100	100

Q.6 And do you think the presidential election is too long, or not too long?

		April <u>2007</u>	-RVs- Mid-Oct <u>2004</u>	-RVs- Early Sept <u>2004</u>	June <u>2004</u>	Mid-March <u>2004</u>
66	Too long	59	51	53	52	52
28	Not too long	32	43	42	42	44
3	Neither applies (VOL.)	3	3	2	2	1
<u>3</u>	Don't know/Refused	<u>6</u>	<u>3</u>	<u>3</u>	<u>4</u>	<u>3</u>
100		100	100	100	100	100

Q.8 Some people say they feel overloaded with news about the presidential campaign. Others say they like having so much information. How about you... do you feel overloaded, or do you like having so much information?

41	Overloaded
50	Like it
5	Other (VOL.)
<u>4</u>	Don't know/Refused
100	

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SEPTEMBER 28 – OCTOBER 1, 2007 NEWS INTEREST INDEX OMNIBUS SURVEY
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Now thinking about the 2008 presidential campaign...

Q.3 In general, how would you rate the job the press has done in covering the presidential campaign [READ]?

	<u>Excellent</u>	<u>Good</u>	<u>Only Fair</u>	<u>Poor</u>	<u>DK/Refused</u>	
Sept. 28-Oct. 1, 2007	6	35	32	21	6=100	
February 2-5, 2007⁴	11	45	32	11	1=100	(N=633)
June, 2004	10	37	34	15	4=100	
Early February, 2004	11	43	30	12	4=100	
June, 2000	7	41	38	10	4=100	
March, 2000	10	46	32	9	3=100	
February, 2000	13	50	25	7	5=100	
September, 1996	13	44	29	11	3=100	
July, 1996	7	35	42	14	2=100	
February, 1996	16	45	25	10	4=100	
September, 1992	12	45	27	11	5=100	
May, 1992	10	44	33	10	3=100	
March, 1992	12	51	28	6	3=100	
February, 1992	11	45	32	7	5=100	

4

For February 2-5, 2007, the item was asked only of those following the 2008 presidential campaign 'Very' or 'fairly' closely and was part of a randomized list of news stories. The story was listed as "News about candidates for the 2008 presidential election."

Q.4 Would you like to see MORE coverage or LESS coverage of [INSERT ITEM; ROTATE]?

		<u>More coverage</u>	<u>Less coverage</u>	(VOL) <u>Same amount</u>	<u>DK/ Refused</u>
a.	The candidates' personal backgrounds and experiences	55	36	6	3=100
	May 24-27, 2007	54	39	4	3=100
	June, 2000 ⁵	42	50	4	4=100
	October, 1991	46	41	8	5=100
b.	The candidates' positions on issues	77	17	4	2=100
	May 24-27, 2007	76	19	3	2=100
	June, 2000 ⁶	85	9	3	3=100
	October, 1991	80	11	5	4=100
c.	Which candidate is leading in the latest polls	42	45	9	4=100
	May 24-27, 2007	42	46	6	6=100
	June, 2000	44	42	6	8=100
d.	The candidates who are not frontrunners	55	37	5	3=100
	May 24-27, 2007	54	39	4	3=100
e.	The sources of candidates' campaign money	55	35	7	3=100
	June, 2000	49	44	2	5=100
f.	The candidate debates	57	32	8	3=100
	May 24-27, 2007	57	36	5	2=100
	June, 2000 ⁷	64	28	5	3=100
	October, 1991	58	28	9	5=100

⁵ In June, 2000 and October, 1991 the question asked about: "The candidates discussing their personal backgrounds and experiences."

⁶ In June, 2000 and October, 1991 the question asked about: "The candidates discussing their position on issues."

⁷ In June, 2000 and October, 1991 the question asked about: "The candidates debating each other."