## PEW RESEARCH CENTER FOR THE PEOPLE \& THE PRESS FEBRUARY 8-11 2008 NEWS INTEREST INDEX OMNIBUS SURVEY <br> FINAL TOPLINE $\mathrm{N}=1007$

Q. 1 Thinking about the candidates for the 2008 presidential election, can you tell me the name of the candidate you've heard the MOST about in the news lately? [OPEN-END. DO NOT READ LIST. RECORD FIRST MENTION ONLY]

|  |  | Jan | Jan | Jan | Dec | Nov | Sept | July | June | Apr |
| :--- | :--- | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | $18-21$ | $11-14$ | $4-7$, | $7-10$, | $9-12$, | $7-10$, | $20-23$, | $1-4$, | $27-30$, |
|  |  | $\underline{2008}$ | $\underline{2008}$ | $\underline{2008}$ | $\underline{2007}$ | $\underline{2007}$ | $\underline{2007}$ | $\underline{2007}$ | $\underline{2007}$ | $\underline{2007}$ |
| 38 | Barack Obama | 29 | 37 | 38 | 26 | 10 | 20 | 22 | 20 | 23 |
| 31 | Hillary Clinton | 40 | 39 | 28 | 41 | 61 | 41 | 42 | 32 | 41 |
| 13 | John McCain | 5 | 4 | 1 | $*$ | $*$ | 2 | 2 | 2 | 4 |
| 2 | Mitt Romney | 5 | 2 | 3 | 5 | 1 | 2 | 2 | 3 | 1 |
| 2 | Mike Huckabee | 5 | 4 | 13 | 5 | 1 | -- | -- | -- | -- |
| $*$ | George W. Bush | 1 | $*$ | 1 | 1 | 1 | 1 | 3 | 1 | 1 |
| $*$ | John Edwards | $*$ | 1 | 1 | 1 | $*$ | 2 | 2 | 2 | 3 |
| 1 | Ron Paul | $*$ | 1 | 1 | 1 | 1 | $*$ | $*$ | $*$ | -- |
| -- | Fred Thompson | $*$ | 1 | $*$ | 1 | 1 | 8 | 2 | 4 | $*$ |
| -- | Rudy Giuliani | $*$ | $*$ | 1 | 3 | 6 | 4 | 2 | 4 | 3 |
| $*$ | Other | 1 | $*$ | $*$ | 1 | 1 | 1 | 2 | 2 | 1 |
| $\underline{13}$ | DK/Refused | $\underline{14}$ | $\underline{11}$ | $\underline{13}$ | $\underline{15}$ | $\underline{17}$ | $\underline{19}$ | $\underline{21}$ | $\underline{30}$ | $\underline{23}$ |
| 100 |  | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Q. 2 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?"]
a. Tornadoes and violent storms in the South and Midwest Closely

Fairly Not too Closely Closely
Not at all
Closely

DK/ Refused TREND FOR COMPARISON:
March 2-5, 2007: South and Midwest May, 1999: Oklahoma and Kansas
$25 \quad 4$
$33 \quad 38$
38
19
13
$1=100$

38
40
18
$\begin{array}{cc}\mathbf{1 1} & *=100 \\ 6 & 1=100\end{array}$
b. News about the current situation and events in Iraq

February 1-4, 2008
January 25-28, 2008
January 18-21, 2008
January 11-14, 2008
January 4-7, 2008
December 14-17, 2007
December 7-10, 2007
November 23-26, 2007
November 16-19, 2007
November 9-12, 2007
November 2-5, 2007
October 26-29, 2007
October 19-22, 2007
October 12-15, 2007
October 5-8, 2007
September 28 - October 1, 2007

| 24 | 35 | 25 | 16 | $*=100$ |
| :--- | :--- | :--- | :--- | :--- |
| 28 | 39 | 22 | 11 | $*=\mathbf{1 0 0}$ |
| 23 | 35 | 26 | 16 | $*=100$ |
| 31 | 33 | 20 | 15 | $\mathbf{1}=\mathbf{1 0 0}$ |
| 25 | 38 | 21 | 16 | $*=100$ |
| 27 | 38 | 20 | 15 | $*=100$ |
| 26 | 32 | 24 | 18 | $*=100$ |
| 28 | 37 | 21 | 14 | $*=100$ |
| 25 | 37 | 21 | 16 | $\mathbf{1}=\mathbf{1 0 0}$ |
| 31 | 37 | 19 | 12 | $\mathbf{1}=100$ |
| 29 | 38 | 19 | 13 | $\mathbf{1}=100$ |
| 31 | 35 | 18 | 15 | $\mathbf{1}=100$ |
| 28 | 37 | 21 | 13 | $\mathbf{1}=\mathbf{1 0 0}$ |
| 28 | 37 | 20 | 15 | $*=100$ |
| 26 | 36 | 18 | 19 | $\mathbf{1}=\mathbf{1 0 0}$ |
| 29 | 33 | 22 | 16 | $*=100$ |
| 30 | 41 | 18 | 11 | $*=100$ |

## Q. 2 CONTINUED...

September 21-24, 2007
September 14-17, 2007
September 7-10, 2007
August 30 - September 2, 2007
August 24-27, 2007
August 17-20, 2007
August 10-13, 2007
August 3-6, 2007
July 27-30, 2007
July 20-23, 2007
July 13-16, 2007
July 6-9, 2007
June 29-July 2, 2007
June 22-25, 2007
June 15-18, 2007
June 8-11, 2007
June 1-4, 2007
May 24-27, 2007
May 18-21, 2007
May 11-14, 2007
May 4-7, 2007
April 27-30, 2007
April 20-23, 2007
April 12-16, 2007
April 5-9, 2007
March 30-April 2, 2007
March 23-March 26, $2007{ }^{1}$
March 16-19, 2007
March 9-12, 2007
March 2-5, 2007
February 23-26, 2007
February 16-19, 2007
February 9-12, 2007
February 2-5, 2007
January 26-29, 2007
January 19-22, 2007
January 12-15, 2007
January, 2007
January 5-8, 2007
December, 2006
November 30-December 3, 2006
Mid-November, 2006

| Very | Fairly | Not too | Not at all | DK/ |
| :---: | :---: | :---: | :---: | :---: |
| Closely | Closely | Closely | Closely | Refused |
| 32 | 38 | 17 | 13 | *=100 |
| 31 | 36 | 18 | 15 | $0=100$ |
| 32 | 34 | 20 | 14 | *=100 |
| 31 | 34 | 18 | 16 | 1=100 |
| 34 | 36 | 18 | 12 | *=100 |
| 33 | 34 | 18 | 15 | *=100 |
| 36 | 37 | 14 | 13 | *=100 |
| 29 | 40 | 19 | 12 | *=100 |
| 28 | 36 | 19 | 16 | 1=100 |
| 28 | 34 | 21 | 16 | 1=100 |
| 25 | 41 | 17 | 16 | 1=100 |
| 36 | 34 | 18 | 12 | *=100 |
| 32 | 35 | 19 | 13 | 1=100 |
| 30 | 36 | 18 | 15 | 1=100 |
| 30 | 37 | 20 | 13 | *=100 |
| 32 | 38 | 15 | 14 | 1=100 |
| 30 | 36 | 20 | 13 | 1=100 |
| 33 | 36 | 18 | 12 | 1=100 |
| 36 | 34 | 15 | 14 | 1=100 |
| 30 | 34 | 18 | 17 | 1=100 |
| 38 | 37 | 15 | 10 | *=100 |
| 27 | 35 | 21 | 16 | 1=100 |
| 28 | 35 | 22 | 15 | *=100 |
| 34 | 33 | 20 | 13 | *=100 |
| 33 | 39 | 16 | 11 | 1=100 |
| 34 | 37 | 16 | 13 | *=100 |
| 31 | 38 | 18 | 12 | 1=100 |
| 34 | 34 | 17 | 15 | *=100 |
| 34 | 37 | 16 | 13 | *=100 |
| 37 | 37 | 16 | 9 | 1=100 |
| 36 | 36 | 15 | 13 | * $=100$ |
| 30 | 36 | 19 | 14 | 1=100 |
| 37 | 34 | 18 | 11 | *=100 |
| 38 | 38 | 17 | 7 | *=100 |
| 36 | 38 | 15 | 11 | *=100 |
| 37 | 34 | 18 | 10 | 1=100 |
| 38 | 36 | 17 | 8 | 1=100 |
| 46 | 40 | 8 | 5 | 1=100 |
| 40 | 32 | 16 | 12 | 0=100 |
| 42 | 39 | 12 | 7 | *=100 |
| 40 | 36 | 13 | 11 | *=100 |
| 44 | 38 | 12 | 6 | *=100 |
| 33 | 43 | 14 | 8 | $2=100$ |
| 41 | 39 | 12 | 7 | $1=100$ |
| 37 | 43 | 13 | 6 | $1=100$ |
| 42 | 35 | 15 | 7 | $1=100$ |
| 43 | 36 | 13 | 7 | $1=100$ |
| 43 | 38 | 12 | 6 | $1=100$ |
| 39 | 42 | 12 | 6 | $1=100$ |
| 40 | 40 | 12 | 7 | $1=100$ |
| 45 | 38 | 11 | 5 | $1=100$ |

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## Q. 2 CONTINUED...

Early November, 2005
Early October, 2005
Early September, 2005
July, 2005
Mid-May, 2005
Mid-March, 2005
February, 2005
January, 2005
December, 2004
Mid-October, 2004
Early September, 2004
August, 2004
July, 2004
June, 2004
April, 2004
Mid-March, 2004
Early February, 2004
Mid-January, 2004
December, 2003
November, 2003
September, 2003
Mid-August, 2003
Early July, 2003
June, 2003
May, 2003
April 11-16, $2003^{2}$
April 2-7, 2003
March 20-24, 2003
March 13-16, $2003^{3}$
February, 2003
January, 2003
December, 2002
Late October, 2002
Early October, 2002
Early September, $2002^{4}$

| Very | Fairly | Not too | Not at all | DK/ |
| :---: | :---: | :---: | :---: | :---: |
| Closely | Closely | Closely | Closely | Refused |
| 41 | 40 | 13 | 6 | *=100 |
| 43 | 36 | 15 | 6 | *=100 |
| 32 | 40 | 20 | 7 | $1=100$ |
| 43 | 37 | 13 | 6 | $1=100$ |
| 42 | 42 | 11 | 5 | *=100 |
| 40 | 39 | 14 | 5 | $2=100$ |
| 38 | 45 | 13 | 4 | *=100 |
| 48 | 37 | 11 | 4 | *=100 |
| 34 | 44 | 15 | 6 | $1=100$ |
| 42 | 38 | 11 | 8 | $1=100$ |
| 47 | 37 | 9 | 6 | $1=100$ |
| 39 | 42 | 12 | 6 | $1=100$ |
| 43 | 40 | 11 | 6 | *=100 |
| 39 | 42 | 12 | 6 | $1=100$ |
| 54 | 33 | 8 | 5 | *=100 |
| 47 | 36 | 12 | 4 | $1=100$ |
| 47 | 38 | 10 | 4 | $1=100$ |
| 48 | 39 | 9 | 4 | *=100 |
| 44 | 38 | 11 | 6 | $1=100$ |
| 52 | 33 | 9 | 5 | $1=100$ |
| 50 | 33 | 10 | 6 | $1=100$ |
| 45 | 39 | 10 | 5 | $1=100$ |
| 37 | 41 | 13 | 8 | $1=100$ |
| 46 | 35 | 13 | 6 | *=100 |
| 63 | 29 | 6 | 2 | *=100 |
| 47 | 40 | 10 | 2 | $1=100$ |
| 54 | 34 | 9 | 2 | $1=100$ |
| 57 | 33 | 7 | 2 | $1=100$ |
| 62 | 27 | 6 | 4 | $1=100$ |
| 62 | 25 | 8 | 4 | $1=100$ |
| 55 | 29 | 10 | 4 | $2=100$ |
| 51 | 32 | 10 | 6 | $1=100$ |
| 53 | 33 | 8 | 5 | $1=100$ |
| 60 | 28 | 6 | 5 | $1=100$ |
| 48 | 29 | 15 | 6 | $2=100$ |

c. A shooting at a city council meeting in Missouri where six people were killed

TREND FOR COMPARISON: ${ }^{5}$
December 14-17, 2007: Colorado Religious
Centers
December 7-10, 2007: Omaha Mall
d. President Bush and Congress agreeing on an economic stimulus plan

January 25-28, 2008

| 23 | 21 | $1=100$ |
| :--- | :--- | :--- |
| 19 | 21 | $*=100$ |

[^1]e. Microsoft's offer to buy Yahoo TREND FOR COMPARISON:

Aug. 3-6, 2007: Murdoch's purchase

| of Wall Street Journal/Dow Jones | $\mathbf{7}$ | $\mathbf{1 7}$ | $\mathbf{2 2}$ | $\mathbf{5 4}$ | $\boldsymbol{*}=\mathbf{1 0 0}$ |
| :--- | :---: | :---: | :---: | :---: | :---: |
| January, 2000: AOL-Time Warner merge | 17 | 28 | 27 | 26 | $2=100$ |
| December, 1998: Exxon-Mobil merger | 8 | 26 | 27 | 38 | $1=100$ |
| December, 1998: AOL-Netscape merger <br> June, 1998: Chrysler-Daimler Benz merger | 12 | 2 | 19 | 23 | 50 |
| $2=100$ |  |  |  |  |  |
| September, 1995: Time Warner-Turner <br> Broadcasting Merger | 6 | 27 | 38 | $1=100$ |  |
| August, 1995: Purchase of ABC by Disney <br> January, 1991: Purchase of MCA by | 10 | 24 | 32 | 37 | $2=100$ |
| Japanese electronics company, Matsushita | 9 | 20 | 32 | 30 | $1=100$ |

f. News about candidates for the 2008
presidential election
February 1-4, 2008
January 25-28, 2008
January 18-21, 2008
January 11-14, 2008 ${ }^{6}$
January 4-7, 2008
December 14-17, 2007
December 7-10, 2007
November 30 - December 3, 2007
November 23-26, 2007
November 16-19, 2007
November 9-12, 2007
November 2-5, 2007
October 26-29, 2007
October 19-22, 2007
October 12-15, 2007
October 5-8, 2007
September 28 - October 1, 2007
September 21-24, 2007
September 14-17, 2007
September 7-10, 2007
August 30-September 2, 2007
August 24-27, 2007
August 17-20, 2007
August 10-13, 2007
August 3-6, 2007
July 27-30, 2007
July 20-23, 2007
July 13-16, 2007
July 6-9, 2007
June 29-July 2, 2007
June 22-25, 2007
June 15-18, 2007
June 8-11, 2007
June 1-4, 2007
May 24-27, 2007

| Very Closely | Fairly Closely | Not too Closely | Not at all Closely | DK/ Refused |
| :---: | :---: | :---: | :---: | :---: |
| 10 | 22 | 23 | 44 | 1=100 |
| 7 | 17 | 22 | 54 | *=100 |
| 17 | 28 | 27 | 26 | $2=100$ |
| 8 | 26 | 27 | 38 | 1=100 |
| 6 | 19 | 23 | 50 | $2=100$ |
| 12 | 22 | 27 | 38 | $1=100$ |
| 6 | 23 | 32 | 37 | $2=100$ |
| 10 | 24 | 35 | 30 | $1=100$ |
| 9 | 20 | 32 | 38 | $1=100$ |
| 39 | 37 | 15 | 9 | $0=100$ |
| 37 | 35 | 16 | 12 | *=100 |
| 36 | 37 | 14 | 12 | 1=100 |
| 36 | 34 | 18 | 12 | *=100 |
| 32 | 31 | 19 | 17 | 1=100 |
| 33 | 36 | 19 | 11 | 1=100 |
| 25 | 34 | 22 | 19 | *=100 |
| 24 | 35 | 22 | 19 | *=100 |
| 23 | 35 | 23 | 19 | *=100 |
| 20 | 33 | 26 | 20 | 1=100 |
| 26 | 33 | 21 | 19 | 1=100 |
| 21 | 33 | 25 | 21 | *=100 |
| 27 | 30 | 21 | 21 | 1=100 |
| 21 | 34 | 26 | 19 | *=100 |
| 23 | 32 | 22 | 23 | * $=100$ |
| 13 | 31 | 26 | 30 | *=100 |
| 22 | 30 | 24 | 24 | *=100 |
| 21 | 34 | 25 | 20 | * $=100$ |
| 24 | 31 | 22 | 23 | *=100 |
| 22 | 31 | 24 | 23 | *=100 |
| 18 | 34 | 26 | 22 | *=100 |
| 19 | 35 | 21 | 25 | *=100 |
| 22 | 28 | 24 | 26 | *=100 |
| 19 | 27 | 24 | 30 | *=100 |
| 23 | 32 | 21 | 24 | *=100 |
| 19 | 31 | 25 | 25 | *=100 |
| 19 | 32 | 22 | 26 | 1=100 |
| 16 | 26 | 30 | 27 | 1=100 |
| 17 | 29 | 27 | 27 | *=100 |
| 24 | 29 | 24 | 22 | 1=100 |
| 20 | 32 | 25 | 23 | *=100 |
| 18 | 31 | 21 | 30 | *=100 |
| 17 | 32 | 26 | 25 | *=100 |
| 19 | 30 | 24 | 26 | 1=100 |
| 16 | 27 | 32 | 24 | 1=100 |
| 22 | 33 | 23 | 22 | * $=100$ |

[^2]
## Q. 2 CONTINUED...

May 18-21, 2007
May 11-14, 2007
May 4-7, 2007
April 27-30, 2007
April 20-23, 2007
April 12-16, 2007
April 5-9, 2007
March 30-April 2, 2007
March 23-26, 2007
March 16-19, 2007
March 9-12, 2007
March 2-5, 2007
February 23-26, 2007
February 16-19, 2007
February 9-12, 2007
February 2-5, 2007
January 26-29, 2007
January 19-22, $2007{ }^{7}$
2004 Presidential Election
November, 2004 (RVs)
Mid-October, 2004
August, 2004
July, 2004
April, 2004
Mid-March, 2004
Late February, 2004
Early February, $2004^{8}$
Mid-January, 2004
Early January, 2004
December, 2003
November, 2003
October, 2003
September, 2003
Mid-August, 2003
May, 2003
January, 2003
2000 Presidential Election
Early November, 2000 (RVs)
Mid-October, 2000 (RVs)
Early October, 2000 (RVs)
September, 2000
July, 2000
June, 2000
May, 2000

| Very | Fairly | Not too | Not at all | DK/ |
| :---: | :---: | :---: | :---: | :---: |
| Closely | Closely | Closely | Closely | Refused |
| 18 | 31 | 24 | 27 | *=100 |
| 18 | 30 | 23 | 28 | 1=100 |
| 23 | 34 | 21 | 21 | 1=100 |
| 14 | 30 | 29 | 26 | 1=100 |
| 18 | 28 | 27 | 27 | *=100 |
| 18 | 28 | 27 | 27 | *=100 |
| 25 | 30 | 26 | 19 | *=100 |
| 20 | 29 | 27 | 23 | 1=100 |
| 20 | 32 | 22 | 26 | *=100 |
| 15 | 28 | 29 | 27 | 1=100 |
| 24 | 30 | 23 | 23 | *=100 |
| 19 | 31 | 26 | 23 | 1=100 |
| 22 | 33 | 24 | 21 | *=100 |
| 18 | 32 | 22 | 27 | 1=100 |
| 24 | 30 | 24 | 21 | 1=100 |
| 24 | 36 | 22 | 18 | *=100 |
| 24 | 33 | 23 | 20 | *=100 |
| 24 | 27 | 22 | 26 | 1=100 |
| 52 | 36 | 8 | 4 | *=100 |
| 46 | 30 | 12 | 11 | $1=100$ |
| 32 | 38 | 16 | 14 | *=100 |
| 29 | 37 | 18 | 15 | $1=100$ |
| 31 | 33 | 19 | 16 | $1=100$ |
| 35 | 34 | 18 | 13 | *=100 |
| 24 | 40 | 23 | 12 | $1=100$ |
| 29 | 37 | 20 | 13 | $1=100$ |
| 16 | 30 | 27 | 26 | $1=100$ |
| 14 | 32 | 30 | 23 | $1=100$ |
| 16 | 26 | 27 | 30 | $1=100$ |
| 11 | 26 | 34 | 28 | $1=100$ |
| 12 | 27 | 28 | 32 | $1=100$ |
| 17 | 25 | 30 | 27 | $1=100$ |
| 12 | 27 | 27 | 33 | $1=100$ |
| 8 | 19 | 31 | 41 | $1=100$ |
| 14 | 28 | 29 | 28 | $1=100$ |
| 39 | 44 | 12 | 5 | *=100 |
| 40 | 37 | 15 | 8 | *=100 |
| 42 | 36 | 15 | 6 | $1=100$ |
| 22 | 42 | 21 | 15 | *=100 |
| 21 | 38 | 20 | 20 | $1=100$ |
| 23 | 32 | 23 | 21 | $1=100$ |
| 18 | 33 | 26 | 23 | *=100 |

[^3]
## Q. 2 CONTINUED...

April, 2000
March, 2000
February, 2000
January, 2000
December, 1999
October, 1999
September, 1999
July, 1999
June, 1999
1996 Presidential Election
November, 1996 (RVs)
October, 1996
Early September, 1996
July, 1996
March, 1996
January, 1996
September, 1995
August, 1995
June, 1995
1992 Presidential Election
October, 1992 (RVs)
September, 1992 (RVs)
August, 1992 (RVs)
July, 1992
May, 1992
March, 1992
January, 1992
December, 1991
October, 1991

| Very | Fairly | Not too | Not at all | DK/ |
| :---: | :---: | :---: | :---: | :---: |
| Closely | Closely | Closely | Closely | Refused |
| 18 | 39 | 22 | 20 | 1=100 |
| 26 | 41 | 19 | 13 | $1=100$ |
| 26 | 36 | 21 | 17 | *=100 |
| 19 | 34 | 28 | 18 | $1=100$ |
| 16 | 36 | 24 | 23 | $1=100$ |
| 17 | 32 | 28 | 22 | $1=100$ |
| 15 | 31 | 33 | 20 | $1=100$ |
| 15 | 38 | 24 | 22 | $1=100$ |
| 11 | 25 | 29 | 34 | $1=100$ |
| 34 | 45 | 15 | 6 | *=100 |
| 31 | 39 | 18 | 12 | *=100 |
| 24 | 36 | 23 | 17 | *=100 |
| 22 | 40 | 23 | 14 | $1=100$ |
| 26 | 41 | 20 | 13 | *=100 |
| 10 | 34 | 31 | 24 | $1=100$ |
| 12 | 36 | 30 | 22 | *=100 |
| 13 | 34 | 28 | 25 | *=100 |
| 11 | 31 | 31 | 26 | $1=100$ |
| 55 | 36 | 7 | 2 | $0=100$ |
| 47 | 36 | 11 | 6 | *=100 |
| 36 | 51 | 11 | 2 | $0=100$ |
| 20 | 45 | 26 | 9 | *=100 |
| 32 | 44 | 16 | 8 | *=100 |
| 35 | 40 | 16 | 9 | *=100 |
| 11 | 25 | 36 | 27 | $1=100$ |
| 10 | 28 | 32 | 30 | *=100 |
| 12 | 26 | 31 | 29 | $2=100$ |
| 43 | 44 | 11 | 2 | *=100 |
| 39 | 45 | 13 | 3 | *=100 |
| 22 | 46 | 23 | 6 | $3=100$ |
| 15 | 28 | 35 | 21 | $1=100$ |
| 14 | 34 | 37 | 14 | $1=100$ |

Q. 3 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.]

45 News about candidates for the 2008 presidential election
17 Tornadoes and violent storms in the South and Midwest
9 News about the current situation and events in Iraq
8 President Bush and Congress agreeing on an economic stimulus plan
3 A shooting at a city council meeting in Missouri where six people were killed
1 Microsoft's offer to buy Yahoo
4 Some other story (SPECIFY)
13 Don't know/Refused
100

Thinking about the presidential campaign...
Q.3a Thinking about the presidential primaries so far, generally do you think they have been a good way of determining who the best qualified nominees are or not?

|  |  |  |  | Gallup |  |  |  | Newsweek |  |  |
| :--- | :--- | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Feb | March | March | March | Jan | June | May | Jan | March |
|  |  | $\underline{2004}$ | $\underline{2000}$ | $\underline{1996}$ | $\underline{1992}$ | $\underline{1992}$ | $\underline{1988}$ | $\underline{1988}$ | $\underline{1988}$ | $\frac{1980}{40}$ |
| 43 | Yes | 40 | 41 | 35 | 31 | 51 | 48 | 56 | 61 | 40 |
| 52 | No | 46 | 50 | 58 | 59 | 41 | 37 | 31 | 23 | 48 |
| $\underline{5}$ | DK/Refused | $\underline{14}$ | $\underline{9}$ | $\underline{7}$ | $\underline{10}$ | $\underline{8}$ | $\underline{15}$ | $\underline{13}$ | $\underline{16}$ | $\underline{12}$ |
| 100 |  | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Q.3b All in all, how would you rate the job the press has done in covering the presidential campaign so far: excellent, good, only fair, or poor?

|  | Only |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Excellent | Good | Fair | Poor | DK/Refused |  |
| February 8-11, 2008 | 11 | 44 | 27 | 17 | 1=100 |  |
| Sept. 28-Oct. 1, $2007{ }^{9}$ | 6 | 35 | 32 | 21 | 6=100 |  |
| February 2-5, $2007{ }^{10}$ | 11 | 45 | 32 | 11 | 1=100 | $(\mathrm{N}=633)$ |
| 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 | $5=100$ |  |

Q. 4 How much influence do you think news organizations have on which candidates become the presidential nominees: too much, too little or about the right amount?

|  | Too <br> much | Too <br> little | Right <br> amount | DK/ <br> Refused |
| :--- | :---: | :---: | :---: | :---: |
| February 8-11, 2008 | $\mathbf{5 4}$ | $\mathbf{4}$ | $\mathbf{3 9}$ | $\mathbf{3}=\mathbf{1 0 0}$ <br> February, 2004$\frac{63}{}$ |
| September, 1999 | 5 | 28 | $4=100$ |  |
| October, 1996 (Registered voters) | 67 | 4 | 30 | $2=100$ |
| September, 1996 (Registered voters) | 64 | 4 | 25 | $4=100$ |
| September 1992 (Registered voters) | 54 | 4 | 30 | $2=100$ |
| February, 1992 | 58 | 5 | 37 | $5=100$ |
| January, 1992 |  | 5 | 33 | $4=100$ |
| October, 1988 (Registered voters) | 53 | 4 | 40 | $3=100$ |
|  | 58 | 3 | 36 | $3=100$ |

[^4]| Q.4 CONTINUED... | Too <br> much | $\underline{c}$loo <br> little | Right <br> amount | DK/ <br> Refused |
| :--- | :---: | :---: | :---: | :---: |
| August, 1988 (Registered voters) | 54 | 1 | 41 | $4=100$ |
| May 1988 | 47 | 4 | 41 | $8=100$ |
| January, 1988 | 51 | 4 | 37 | $8=100$ |
| November, 1987 | 59 | 5 | 31 | $5=100$ |

Q. 5 On Tuesday night, did you follow the results of the Super Tuesday primaries as they were being reported, or not? [IF YES, ASK:] Did you follow the primary returns ... [READ LIST. RECORD AS MANY AS APPLY. WAIT FOR YES OR NO FOR EACH]

|  | New <br> Hampshire <br> Primaries | Iowa <br> Democratic <br> Caucuses |  |
| :---: | :---: | :---: | :---: |
| 60 | Yes, followed the results | Jan 11-14, 2008 | Jan 4-7, 2008 |
| 49 | Yes, on television | 38 | 30 |
| 11 | Yes, on internet | 3 |  |
| 11 | Yes, on radio | 3 |  |
| 0 | Yes, someplace else | $*$ |  |
| 40 | No, did not follow results | 62 | 70 |
| $\frac{*}{100}$ | Don't know/Refused | $\boxed{*}$ | $\frac{*}{100}$ |

## NO QUESTION 6.

Q. 7 Do you happen to know if many conservative talk radio hosts, such as Rush Limbaugh and Sean Hannity, are supporting or opposing John McCain's campaign for president?
$7 \quad$ Yes, supporting
27 Yes, opposing \{Correct answer\}
66 No, don’t know/ Refused
100

Please tell me . . .
SP1 In politics, as of today, do you consider yourself a Republican, a Democrat, or an Independent?

| 28 | Republican |
| :---: | :--- |
| 35 | Democrat |
| 32 | Independent |
| 1 | Other party |
| $\frac{4}{4}$ | Don't know/Refused |
| $\mathbf{1 0 0}$ |  |

## IF RESPONDENT SAYS ‘INDEPENDENT’, ‘OTHER PARTY’ OR ‘DON’T KNOW’ (SP1=03-99),

 ASK [ $\mathrm{N}=398$ ]:SP2 As of today, do you lean more to the Democratic Party or the Republican Party?

| 41 | Democratic |
| :---: | :--- |
| 21 | Republican |
| 29 | Neither/other |
| $\underline{9} 9$ | Don't know/Refused |
| 100 |  |

## ASK OF DEMOCRATS AND DEMOCRATIC LEANING INDEPENDENTS ONLY: [N=482]

Q. 8 As I read some words and phrases, tell me whether you think each better describes [READ NAMES; WITH HALF OF RESPONDENTS GETTING CLINTON FIRST, HALF GETTING OBAMA FIRST] [INSERT ITEM; RANDOMIZE], or whether it doesn't describe either of them? (First,) [INSERT ITEM; RANDOMIZE], (Does this better describe [NAMES] or don't you think it describes either of them)?

|  |  | Hillary | Barack |  | (VOL.) | DK/ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Clinton | Obama | Neither | Both | Refused |
| a. | Is prepared to lead the country | 38 | 28 | 14 | 16 | 4=100 |
| b. | Has the best chance of getting elected president in November | 41 | 40 | 7 | 6 | $6=100$ |
| c. | Most likely to bring about change | 26 | 52 | 8 | 12 | $2=100$ |
| d. | Honest and trustworthy | 21 | 40 | 14 | 21 | $4=100$ |
| e. | Inspiring | 20 | 54 | 10 | 14 | $2=100$ |
| f. | Someone who is hard to like | 42 | 9 | 42 | 2 | 5=100 |
| g. | Doesn't stand for anything | 16 | 11 | 62 | 3 | $8=100$ |
| h. | Too inexperienced for the job | 18 | 35 | 38 | 4 | $5=100$ |

## ASK OF REPUBLICANS AND REPUBLICAN LEANING INDEPENDENTS ONLY: [=381]

Q. 9 Now I have a different kind of question...as I say some words or phrases, tell me whether you think each one describes John McCain or not. (First,) [READ AND RANDOMIZE], (does this describe John McCain or not)?
a. Has an admirable character

| Yes, describes <br> McCain <br> 75 | No, does not <br> describe McCain | Don’t know/ <br> $\frac{\text { Refused }}{}$ |
| :---: | :---: | :---: |
| 73 | 22 | $5=100$ |
| 44 | 46 | $10=100$ |
| 19 | 78 | $3=100$ |
| 34 | 50 | $16=100$ |
| 70 | 22 | $8=100$ |


[^0]:    1 From May, 2003 to March 23-26, 2007, the story was listed as "News about the current situation in Iraq."

[^1]:    2 From March 20-24, 2003 to April 11-16, 2003, the story was listed as "News about the war in Iraq."
    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."
    In Early September, 2002, the story was listed as "Debate over the possibility that the U.S. will invade Iraq."
    December 14-17, 2007 asked about "Shootings at two religious centers in Colorado." December 7-10, 2007, asked about
    "A shooting at a shopping mall in Omaha, Nebraska where eight people were killed."

[^2]:    $6 \quad$ From January 11-14, 2008 the story was listed as "News about the New Hampshire primaries and the presidential campaign."

[^3]:    7 January 19-22, 2007 asked about "Recent announcements by prominent Democrats about plans to run for president in 2008."

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

[^4]:    9 For February 2-5, 2007 and September 28-October 1, 2007, the question was worded "In general, how would you rate the job the press has done in covering the presidential campaign: excellent, good, only fair or poor."
    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."
    11 In January 1988, May 1988 and January 1992, the question was asked: "How much influence do you feel news organizations have on which candidates become presidential nominees?" In November 1987, the question was asked: "How much influence do you feel news organizations have on which candidates become their parties' presidential nominees?" Registered voter trends from 1996, 1992 and 1988 were asked: "... which candidate becomes the president?"

