

PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
APRIL 4-7, 2008 NEWS INTEREST INDEX OMNIBUS SURVEY
TOPLINE
N=1,005

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.]

		March 28-31 <u>2008</u>	March 20-24, <u>2008</u>	March 14-17, <u>2008</u>	March 7-10, <u>2008</u>
45	Barack Obama	53	70	57	38
34	Hillary Clinton	30	15	26	37
6	John McCain	4	3	4	6
1	Other (SPECIFY)	2	1	2	4
<u>14</u>	Don't know/Refused	<u>11</u>	<u>11</u>	<u>11</u>	<u>15</u>
100		100	100	100	100

Q.2 Would you say the news you've been hearing or reading about [INSERT RESPONSE FROM Q.1] has been mostly positive, mostly negative or a mix of both?

	---Candidate heard the most about in Q.1---		
	Barack <u>Obama</u>	Hillary <u>Clinton</u>	John <u>McCain</u>
Mostly positive	33	14	39
Mostly negative	10	22	4
Mix of both	56	63	57
Don't know/Refused	<u>1</u>	<u>1</u>	<u>0</u>
	100	100	100
	(N=469)	(N=323)	(N=70)

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 government proposal to overhaul the way the nation's financial system is regulated	17	24	27	32	*=100
b. News about the upcoming summer Olympics in Beijing, China	5	18	31	45	1=100
TREND FOR COMPARISON:¹					
August, 2004: <i>Athens preparations</i>	10	22	29	38	1=100
c. News about the current situation and events in Iraq	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

¹ August, 2004 asked about: "Preparations for the summer Olympics in Athens, Greece."

Q.2 CONTINUED...

	Very <u>Closely</u>	Fairly <u>Closely</u>	Not too <u>Closely</u>	Not at all <u>Closely</u>	DK/ <u>Refused</u>
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
March 30-April 2, 2007	34	37	16	13	*=100
March 23-March 26, 2007 ²	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

²

From May, 2003 to March 23-26, 2007, the story was listed as “News about the current situation in Iraq.”

Q.2 CONTINUED...

	<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<u>DK/ Refused</u>
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
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

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.”

Q.2 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 September, 2002 ⁵	48	29	15	6	2=100
d. Results of recent elections in Zimbabwe	4	13	19	63	1=100
e. Reports about the condition of the U.S. economy	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
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

⁵ In Early September, 2002, the story was listed as "Debate over the possibility that the U.S. will invade Iraq."

Q.2 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, 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

f. News about candidates for the 2008 presidential election

	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, 2008⁶	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

⁶ From January 11-14, 2008 the story was listed as “News about the New Hampshire primaries and the presidential campaign.”

Q.2 CONTINUED...

	Very <u>Closely</u>	Fairly <u>Closely</u>	Not too <u>Closely</u>	Not at all <u>Closely</u>	DK/ <u>Refused</u>
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 ⁷	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 ⁸	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

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."

Q.2 CONTINUED...

	<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<u>DK/ Refused</u>
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
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.]**

- 34 News about candidates for the 2008 presidential election
- 28 Reports about the condition of the U.S. economy
- 11 The current situation and events in Iraq
- 2 News about the upcoming summer Olympics in Beijing, China
- 3 A government proposal to overhaul the way the nation's financial system is regulated
- * Results of recent elections in Zimbabwe
- 7 Some other story (**SPECIFY**)
- 15 Don't know/Refused
- 100

Now I would like to ask you about some things that have been in the news recently. Not everyone will have heard of them...

ROTATE QUESTIONS 5 THROUGH 9.

Q.5 Do you happen to know which of the two remaining Democratic candidates, Hillary Clinton or Barack Obama, currently has the highest number of pledged delegates?

- 11 Hillary Clinton
- 77 Barack Obama *{correct answer}*
- 12 Don't know/Refused
- 100

Q.6 Do you happen to know the name of the state where the next big Democratic primary will be held?

- 41 Pennsylvania *{correct answer}* **[DO NOT READ]**
- 11 Other **[SPECIFY] [DO NOT READ]**
- 48 Don't know/Refused **[DO NOT READ]**
- 100

Q.6a Do you happen to know if Senator John McCain is in his . . . **[READ ENTIRE LIST BEFORE RECORDING ONE ANSWER.]**

- 6 50s
- 26 60s
- 59 70s *{correct answer}*
- 2 Or, 80s
- 7 Don't know/Refused **[DO NOT READ]**
- 100

Q.7 Do you happen to know which part of the world President Bush visited most recently? Was it... **[READ; ROTATE]**

- 10 China
- 34 Eastern Europe *{correct answer}*
- 16 Africa
- 19 The Middle East
- 21 Don't know/Refused **[DO NOT READ]**
- 100

Q.8 Since the start of military action in Iraq, about how many U.S. military personnel have been killed? To the best of your knowledge, have there been ... **[READ IN ORDER]** troop deaths?

April 4-7, <u>2008</u>	Feb 28- March 2, <u>2008</u>	
6	11	Around 2,000
15	35	Around 3,000
60	28	Around 4,000
16	23	Around 5,000
--	--	Other (VOL.)
<u>3</u>	<u>3</u>	DK/Ref (VOL.)
100	100	

Aug 9-16, <u>2007</u>	June 22-25, <u>2007</u>		Feb <u>2007</u>	Dec <u>2006</u>	
8	9	Around 1,500	5	6	Around 1,000
19	20	Around 2,500	17	24	Around 2,000
54	49	Around 3,500	55	47	Around 3,000
17	12	Around 4,500	17	16	Around 4,000
--	3	Other (VOL.)	1	1	Other (VOL.)
<u>2</u>	<u>7</u>	DK/Ref (VOL.)	<u>5</u>	<u>6</u>	DK/Ref (VOL.)
100	100		100	100	

April <u>2006</u>		Oct <u>2005</u>		June <u>2005</u>	April <u>2004</u>	
4	Around 500	5	Around 500	4	28	Under 500
16	Around 1,500	23	Around 1,000	13	55	500 to 1,000
53	Around 2,500	48	Around 2,000	54	6	1,000 to 2,000
19	Around 3,500	19	Around 3,000	24	4	More than 2,000
1	Other (VOL.)	1	Other (VOL.)	--	--	Other (VOL.)
<u>7</u>	DK/Ref (VOL.)	<u>4</u>	DK/Ref (VOL.)	<u>5</u>	<u>7</u>	DK/Ref (VOL.)
100		100		100	100	

Correct answers for each trend highlighted in bold

Q.9 Do you happen to know what state U.S. Senator Barack Obama represents in Congress? Is it... **[READ AND RANDOMIZE]**

71	Illinois {correct answer}
2	New York
3	Arizona [OR]
10	New Hampshire
14	Don't know/Refused [VOL. DO NOT READ]
100	

TREND FOR COMPARISON:
John McCain
Feb. 28-March 2, 2008

56	Arizona {correct answer}
9	Colorado
4	New Mexico [OR]
19	New Hampshire
12	Don't know/Refused
100	