

**PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS**  
**JUNE 27-30, 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>Hillary Clinton</u>	<u>Barack Obama</u>	<u>John McCain</u>	<u>Other</u>	<u>Don't know/Refused</u>
June 27-30, 2008	3	75	10	2	10=100
June 20-23, 2008	3	74	12	1	10=100
June 13-16, 2008	5	69	12	2	12=100
June 6-9, 2008	22	67	2	1	8=100
May 30-June 2, 2008	27	54	5	1	13=100
May 22-25, 2008	27	51	8	2	12=100
May 16-19, 2008	25	59	4	2	10=100
May 9-12, 2008	36	52	2	2	8=100
May 2-5, 2008	29	57	2	2	10=100
April 25-28, 2008	38	46	3	1	12=100
April 18-21, 2008	28	55	4	1	12=100
April 11-14, 2008	24	51	8	2	15=100
April 4-7, 2008	34	45	6	1	14=100
March 28-31, 2008	30	53	4	2	11=100
March 20-24, 2008	15	70	3	1	11=100
March 14-17, 2008	26	57	4	2	11=100
March 7-10, 2008	37	38	6	4	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	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
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	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

**Q.2 CONTINUED...**

	More <u>Favorable</u>	Less <u>Favorable</u>	Opinion has <u>Not change</u>	Don't <u>know</u>
<b>April 25-28, 2008</b>	<b>14</b>	<b>16</b>	<b>65</b>	<b>5=100</b>
<b>April 18-21, 2008</b>	<b>18</b>	<b>15</b>	<b>61</b>	<b>6=100</b>
<b>March 28-31, 2008</b>	<b>18</b>	<b>20</b>	<b>57</b>	<b>5=100</b>
<b>March 20-24, 2008</b>	<b>18</b>	<b>18</b>	<b>61</b>	<b>3=100</b>

**ASK ALL:**

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?"]

	<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<u>DK/ Refused</u>
a. The rising price of oil	<b>57</b>	<b>26</b>	<b>11</b>	<b>5</b>	<b>1=100</b>
<b>March 7-10, 2008</b>	<b>43</b>	<b>33</b>	<b>12</b>	<b>11</b>	<b>1=100</b>
<b>November 9-12, 2007</b>	<b>44</b>	<b>28</b>	<b>14</b>	<b>13</b>	<b>1=100</b>

**TREND FOR COMPARISON:<sup>1</sup>**

The rising price of gasoline

<b>June 6-9, 2008</b>	<b>66</b>	<b>19</b>	<b>7</b>	<b>7</b>	<b>1=100</b>
<b>May 22-25, 2008</b>	<b>65</b>	<b>22</b>	<b>9</b>	<b>4</b>	<b>*=100</b>
<b>May 16-19, 2008</b>	<b>64</b>	<b>21</b>	<b>10</b>	<b>4</b>	<b>1=100</b>
<b>May 2-5, 2008</b>	<b>63</b>	<b>23</b>	<b>9</b>	<b>4</b>	<b>1=100</b>
<b>April 25-28, 2008</b>	<b>62</b>	<b>23</b>	<b>10</b>	<b>5</b>	<b>*=100</b>
<b>May 24-27, 2007</b>	<b>52</b>	<b>29</b>	<b>10</b>	<b>8</b>	<b>1=100</b>
<b>May 18-21, 2007</b>	<b>48</b>	<b>27</b>	<b>16</b>	<b>8</b>	<b>1=100</b>
August, 2006	60	26	7	5	2=100
June, 2006	58	26	10	5	1=100
May, 2006	69	21	6	3	1=100
April, 2006	65	22	8	4	1=100
December, 2005	61	27	7	4	1=100
Early November, 2005	61	27	9	2	1=100
Late October, 2005	67	23	7	3	*=100
Early October, 2005	65	25	6	3	1=100
Early September, 2005	71	19	7	3	*=100
Mid-May, 2005	58	27	9	5	1=100
Mid-March, 2005	50	32	13	5	*=100
Mid-October, 2004	64	22	8	5	1=100
August, 2004	52	29	10	8	1=100
July, 2004	56	25	11	7	1=100
June, 2004	58	26	9	6	1=100
April, 2004	46	30	15	8	1=100
Early April, 2004	58	23	10	8	1=100
Mid-March, 2004	47	27	14	10	2=100
September, 2003	45	27	15	11	1=100
March 2003	52	27	11	9	1=100
February, 2003	53	25	12	9	1=100
June, 2001	56	31	7	5	1=100
May, 2001	61	26	6	6	1=100
Early October, 2000	56	25	12	6	1=100
June, 2000	61	25	9	5	*=100

<sup>1</sup> For May 18-21, 2007 the item was not asked as part of a list. From October, 2000 to August, 2006, the story was listed as "The high price of gasoline these days." From August, 1990 to June, 2000, the story was listed as "Recent increases in the price of gasoline."

**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>
March, 2000	58	28	10	4	*=100
October, 1990	62	26	8	4	*=100
September, 1990	56	28	11	5	*=100
August, 1990	57	27	10	5	1=100
b. The U.S. Supreme Court decision to overturn a ban on handguns in Washington, D.C.	<b>28</b>	<b>28</b>	<b>21</b>	<b>22</b>	<b>1=100</b>
<b>TREND FOR COMPARISON:<sup>2</sup></b>					
June, 1999: <i>Congress debates gun control</i>	28	37	22	12	1=100
December, 1993: <i>Passage of Brady handgun bill</i>	37	37	17	8	1=100
c. North Korea taking steps to halt its nuclear weapons program	<b>19</b>	<b>30</b>	<b>26</b>	<b>24</b>	<b>1=100</b>
<b>TREND FOR COMPARISON:<sup>3</sup></b>					
<b>February 16-19, 2007: Nuclear weapons negotiations</b>	<b>15</b>	<b>31</b>	<b>22</b>	<b>31</b>	<b>1=100</b>
Late October, 2006: <i>Nuclear weapons test</i>	45	33	13	8	1=100
February, 2005: <i>Nuclear weapons program</i>	22	34	22	22	*=100
September, 2003	19	32	27	21	1=100
May, 2003	27	40	22	11	*=100
March, 2003	34	34	19	12	1=100
February, 2003	33	34	18	13	2=100
January, 2003	33	34	18	14	1=100
Late October, 2002: <i>Admits to secret weapons program</i>	25	31	23	20	1=100
June, 1994: <i>Refuses U.N. inspections</i>	27	33	26	14	*=100
d. Violence in Zimbabwe over disputed elections	<b>13</b>	<b>25</b>	<b>27</b>	<b>33</b>	<b>2=100</b>
<b>April 4-7, 2008<sup>4</sup></b>	<b>4</b>	<b>13</b>	<b>19</b>	<b>63</b>	<b>1=100</b>
e. Reports about the condition of the U.S. economy	<b>49</b>	<b>31</b>	<b>12</b>	<b>7</b>	<b>1=100</b>
<b>June 13-16, 2008</b>	<b>42</b>	<b>33</b>	<b>14</b>	<b>11</b>	<b>*=100</b>
<b>May 9-12, 2008</b>	<b>45</b>	<b>31</b>	<b>13</b>	<b>11</b>	<b>*=100</b>
<b>May 2-5, 2008</b>	<b>43</b>	<b>31</b>	<b>15</b>	<b>10</b>	<b>1=100</b>
<b>April 18-21, 2008</b>	<b>41</b>	<b>35</b>	<b>13</b>	<b>10</b>	<b>1=100</b>
<b>April 4-7, 2008</b>	<b>39</b>	<b>37</b>	<b>12</b>	<b>12</b>	<b>*=100</b>
<b>March 28-31, 2008</b>	<b>42</b>	<b>36</b>	<b>14</b>	<b>8</b>	<b>*=100</b>
<b>March 20-24, 2008</b>	<b>45</b>	<b>33</b>	<b>13</b>	<b>9</b>	<b>*=100</b>
<b>February 29-March 3, 2008</b>	<b>38</b>	<b>35</b>	<b>15</b>	<b>11</b>	<b>1=100</b>
<b>February 15-18, 2008</b>	<b>37</b>	<b>36</b>	<b>11</b>	<b>16</b>	<b>8=100</b>
<b>February 1-4, 2008</b>	<b>40</b>	<b>37</b>	<b>14</b>	<b>8</b>	<b>1=100</b>
<b>January 18-21, 2008</b>	<b>42</b>	<b>31</b>	<b>16</b>	<b>11</b>	<b>*=100</b>
<b>January 11-14, 2008</b>	<b>36</b>	<b>32</b>	<b>15</b>	<b>16</b>	<b>1=100</b>

<sup>2</sup> In June, 1999 the story was listed as "Debates about gun control legislation in Congress and state legislatures." In December, 1993 the story was listed as "The passage of the Brady Bill, requiring a 5 day waiting period for the purchase of a handgun."

<sup>3</sup> For February 16-19, 2007 the story was listed as "Recent negotiations to shut down North Korea's nuclear weapons program." In October, 2006 the story was listed as "North Korea's announcement that it recently tested a nuclear weapon." From January, 2003 to February, 2005 the story was listed as, "North Korea's nuclear weapons program." In Late October 2002 the story was listed as "North Korea's admission that it has been secretly developing nuclear weapons." In June 1994 the story was listed as "Reports about North Korea's building of nuclear weapons and refusal to allow UN inspections."

<sup>4</sup> For April 4-7, 2008 the story was listed as "Results of recent elections in Zimbabwe."

**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>
<b>November 2-5, 2007</b>	<b>27</b>	<b>37</b>	<b>16</b>	<b>19</b>	<b>1=100</b>
<b>October 19-22, 2007</b>	<b>25</b>	<b>34</b>	<b>20</b>	<b>21</b>	<b>*=100</b>
<b>August 10-13, 2007</b>	<b>28</b>	<b>36</b>	<b>18</b>	<b>18</b>	<b>*=100</b>
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
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

**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>
f. News about candidates for the 2008 presidential election	39	33	18	10	*=100
<b>June 20-23, 2008</b>	28	38	22	12	*=100
<b>June 13-16, 2008</b>	35	35	20	10	*=100
<b>June 6-9, 2008</b>	38	35	17	10	*=100
<b>May 30-June 2, 2008</b>	30	35	21	14	*=100
<b>May 22-25, 2008</b>	32	37	20	11	*=100
<b>May 16-19, 2008</b>	33	37	19	10	1=100
<b>May 9-12, 2008</b>	35	36	18	11	*=100
<b>May 2-5, 2008</b>	27	35	23	14	1=100
<b>April 25-28, 2008</b>	34	37	18	11	*=100
<b>April 18-21, 2008</b>	29	41	19	10	1=100
<b>April 11-14, 2008</b>	31	37	22	10	*=100
<b>April 4-7, 2008</b>	33	36	17	14	*=100
<b>March 28-31, 2008</b>	31	41	18	10	*=100
<b>March 20-24, 2008</b>	34	37	18	11	*=100
<b>March 14-17, 2008</b>	40	37	16	7	*=100
<b>March 7-10, 2008</b>	39	36	15	9	1=100
<b>February 29-March 3, 2008</b>	43	34	14	9	*=100
<b>February 22-25, 2008</b>	42	37	13	8	*=100
<b>February 15-18, 2008</b>	44	36	10	10	*=100
<b>February 8-11, 2008</b>	39	37	15	9	0=100
<b>February 1-4, 2008</b>	37	35	16	12	*=100
<b>January 25-28, 2008</b>	36	37	14	12	1=100
<b>January 18-21, 2008</b>	36	34	18	12	*=100
<b>January 11-14, 2008<sup>5</sup></b>	32	31	19	17	1=100
<b>January 4-7, 2008</b>	33	36	19	11	1=100
<b>December 14-17, 2007</b>	25	34	22	19	*=100
<b>December 7-10, 2007</b>	24	35	22	19	*=100
<b>November 30 – December 3, 2007</b>	23	35	23	19	*=100
<b>November 23-26, 2007</b>	20	33	26	20	1=100
<b>November 16-19, 2007</b>	26	33	21	19	1=100
<b>November 9-12, 2007</b>	21	33	25	21	*=100
<b>November 2-5, 2007</b>	27	30	21	21	1=100
<b>October 26-29, 2007</b>	21	34	26	19	*=100
<b>October 19-22, 2007</b>	23	32	22	23	*=100
<b>October 12-15, 2007</b>	13	31	26	30	*=100
<b>October 5-8, 2007</b>	22	30	24	24	*=100
<b>September 28 – October 1, 2007</b>	21	34	25	20	*=100
<b>September 21-24, 2007</b>	24	31	22	23	*=100
<b>September 14-17, 2007</b>	22	31	24	23	*=100
<b>September 7-10, 2007</b>	18	34	26	22	*=100
<b>August 30-September 2, 2007</b>	19	35	21	25	*=100
<b>August 24-27, 2007</b>	22	28	24	26	*=100
<b>August 17-20, 2007</b>	19	27	24	30	*=100
<b>August 10-13, 2007</b>	23	32	21	24	*=100
<b>August 3-6, 2007</b>	19	31	25	25	*=100
<b>July 27-30, 2007</b>	19	32	22	26	1=100
<b>July 20-23, 2007</b>	16	26	30	27	1=100
<b>July 13-16, 2007</b>	17	29	27	27	*=100
<b>July 6-9, 2007</b>	24	29	24	22	1=100

<sup>5</sup> 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>
<b>June 29-July 2, 2007</b>	<b>20</b>	<b>32</b>	<b>25</b>	<b>23</b>	<b>*=100</b>
<b>June 22-25, 2007</b>	<b>18</b>	<b>31</b>	<b>21</b>	<b>30</b>	<b>*=100</b>
<b>June 15-18, 2007</b>	<b>17</b>	<b>32</b>	<b>26</b>	<b>25</b>	<b>*=100</b>
<b>June 8-11, 2007</b>	<b>19</b>	<b>30</b>	<b>24</b>	<b>26</b>	<b>1=100</b>
<b>June 1-4, 2007</b>	<b>16</b>	<b>27</b>	<b>32</b>	<b>24</b>	<b>1=100</b>
<b>May 24-27, 2007</b>	<b>22</b>	<b>33</b>	<b>23</b>	<b>22</b>	<b>*=100</b>
<b>May 18-21, 2007</b>	<b>18</b>	<b>31</b>	<b>24</b>	<b>27</b>	<b>*=100</b>
<b>May 11-14, 2007</b>	<b>18</b>	<b>30</b>	<b>23</b>	<b>28</b>	<b>1=100</b>
<b>May 4-7, 2007</b>	<b>23</b>	<b>34</b>	<b>21</b>	<b>21</b>	<b>1=100</b>
<b>April 27-30, 2007</b>	<b>14</b>	<b>30</b>	<b>29</b>	<b>26</b>	<b>1=100</b>
<b>April 20-23, 2007</b>	<b>18</b>	<b>28</b>	<b>27</b>	<b>27</b>	<b>*=100</b>
<b>April 12-16, 2007</b>	<b>18</b>	<b>28</b>	<b>27</b>	<b>27</b>	<b>*=100</b>
<b>April 5-9, 2007</b>	<b>25</b>	<b>30</b>	<b>26</b>	<b>19</b>	<b>*=100</b>
<b>March 30-April 2, 2007</b>	<b>20</b>	<b>29</b>	<b>27</b>	<b>23</b>	<b>1=100</b>
<b>March 23-26, 2007</b>	<b>20</b>	<b>32</b>	<b>22</b>	<b>26</b>	<b>*=100</b>
<b>March 16-19, 2007</b>	<b>15</b>	<b>28</b>	<b>29</b>	<b>27</b>	<b>1=100</b>
<b>March 9-12, 2007</b>	<b>24</b>	<b>30</b>	<b>23</b>	<b>23</b>	<b>*=100</b>
<b>March 2-5, 2007</b>	<b>19</b>	<b>31</b>	<b>26</b>	<b>23</b>	<b>1=100</b>
<b>February 23-26, 2007</b>	<b>22</b>	<b>33</b>	<b>24</b>	<b>21</b>	<b>*=100</b>
<b>February 16-19, 2007</b>	<b>18</b>	<b>32</b>	<b>22</b>	<b>27</b>	<b>1=100</b>
<b>February 9-12, 2007</b>	<b>24</b>	<b>30</b>	<b>24</b>	<b>21</b>	<b>1=100</b>
<b>February 2-5, 2007</b>	<b>24</b>	<b>36</b>	<b>22</b>	<b>18</b>	<b>*=100</b>
<b>January 26-29, 2007</b>	<b>24</b>	<b>33</b>	<b>23</b>	<b>20</b>	<b>*=100</b>
<b>January 19-22, 2007<sup>6</sup></b>	<b>24</b>	<b>27</b>	<b>22</b>	<b>26</b>	<b>1=100</b>
<b>2004 Presidential Election</b>					
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 <sup>7</sup>	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
<b>2000 Presidential Election</b>					
Early November, 2000 (RVs)	39	44	12	5	*=100

<sup>6</sup> January 19-22, 2007 asked about: "Recent announcements by prominent Democrats about plans to run for president in 2008."

<sup>7</sup> 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...**

	<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<u>DK/ Refused</u>
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
<b>1996 Presidential Election</b>					
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
<b>1992 Presidential Election</b>					
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
<b>1988 Presidential Election</b>					
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 rising price of oil
- 19 News about the candidates for the 2008 presidential election
- 16 Reports about the condition of the U.S. economy
- 9 The U.S. Supreme Court decision to overturn a ban on handguns in Washington, D.C.
- 3 Violence in Zimbabwe over disputed elections
- 2 North Korea taking steps to halt its nuclear weapons program
- 6 Some other story (**SPECIFY**)
- 10 Don't know/Refused
- 100

Thinking about the presidential campaign...

Q.5 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/ Refused</u>
a.	Barack Obama and Hillary Clinton holding a joint campaign event in Unity, New Hampshire	43	41	16	*=100
b.	The comment by an advisor to John McCain that a terrorist attack might help his campaign	18	29	52	1=100