

PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
JULY 11-14, 2008 NEWS INTEREST INDEX OMNIBUS SURVEY
TOPLINE
N=1,001

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> |
|---------------------|------------------------|---------------------|--------------------|--------------|---------------------------|
| July 11-14, 2008 | 1 | 72 | 10 | 4 | 13=100 |
| July 3-7, 2008 | 2 | 71 | 11 | 1 | 15=100 |
| 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 | 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 |
| 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 | 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 |

Q.2 CONTINUED...

| | More <u>Favorable</u> | Less <u>Favorable</u> | Opinion has <u>Not change</u> | Don't <u>know</u> |
|---------------------|--------------------------|--------------------------|----------------------------------|----------------------|
| 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. The military effort in Afghanistan against Taliban fighters | | | | | |
| July 3-7, 2008 | 19 | 28 | 29 | 23 | 1=100 |
| June 20-23, 2008 | 19 | 28 | 32 | 21 | *=100 |
| June 20-23, 2008 | 20 | 30 | 30 | 20 | *=100 |
| TREND FOR COMPARISON: | | | | | |
| Late July, 2002 ¹ | 41 | 38 | 13 | 7 | 1=100 |
| June, 2002 | 38 | 32 | 20 | 9 | 1=100 |
| April, 2002 | 39 | 39 | 13 | 8 | 1=100 |
| Early April, 2002 | 45 | 37 | 12 | 5 | 1=100 |
| February, 2002 | 47 | 39 | 8 | 5 | 1=100 |
| January, 2002 | 51 | 35 | 9 | 4 | 1=100 |
| December, 2001 | 44 | 38 | 12 | 5 | 1=100 |
| Mid-November, 2001 | 49 | 36 | 11 | 3 | 1=100 |
| Early November, 2001 | 45 | 36 | 12 | 6 | 1=100 |
| Mid-October, 2001 | 51 | 35 | 10 | 3 | 1=100 |
| b. Wild fires in California | 22 | 34 | 28 | 16 | *=100 |
| TREND FOR COMPARISON: | | | | | |
| October 26-29, 2007: California wildfires | 40 | 41 | 13 | 6 | *=100 |
| January 12-15, 2007: Fires in Malibu, Calif | 10 | 20 | 31 | 38 | 1=100 |
| November, 2003: <i>California wildfires</i> | 38 | 35 | 17 | 9 | 1=100 |
| September, 2001: <i>Wild fires in the west</i> | 28 | 37 | 24 | 11 | *=100 |
| December, 1993: <i>Southern California fires</i> | 44 | 39 | 13 | 4 | *=100 |
| July, 1990: <i>Southern California fires</i> | 29 | 35 | 24 | 12 | 0=100 |
| c. Reports about the condition of the U.S. economy | 44 | 33 | 12 | 10 | 1=100 |
| June 27-30, 2008 | 49 | 31 | 12 | 7 | 1=100 |
| June 13-16, 2008 | 42 | 33 | 14 | 11 | *=100 |
| May 9-12, 2008 | 45 | 31 | 13 | 11 | *=100 |
| May 2-5, 2008 | 43 | 31 | 15 | 10 | 1=100 |
| April 18-21, 2008 | 41 | 35 | 13 | 10 | 1=100 |

¹ From Mid-October, 2001 to Late July, 2002 the story was listed as “the U.S. military effort in Afghanistan.”

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> |
|----------------------------------|-------------------------|---------------------------|----------------------------|-------------------------------|------------------------|
| April 4-7, 2008 | 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 |
| 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 |

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> |
|---|------------------------|--------------------------|---------------------------|------------------------------|-----------------------|
| 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 |
| d. The Iranian government firing test missiles capable of striking Israel | 25 | 29 | 22 | 23 | 1=100 |
| TREND FOR COMPARISON:² | | | | | |
| January 11-14, 2008: Encounter between U.S. and Iranian ships | 25 | 26 | 21 | 27 | 1=100 |
| December 7-10, 2007: Intelligence report on Iran's nuclear weapons program | 25 | 31 | 20 | 23 | 1=100 |
| October 26-29, 2007: Mounting tensions September 28 – October 1, 2007: Ahmadinejad visit to U.S. | 26 | 34 | 21 | 18 | 1=100 |
| June 1-4, 2007: US-Iranian talks | 23 | 31 | 20 | 25 | 1=100 |
| February 23-26, 2007: Mounting tensions | 19 | 27 | 27 | 26 | 1=100 |
| February 16-19, 2007: Iran supplying weapons to Iraqi insurgents | 29 | 37 | 18 | 15 | 1=100 |
| February 2-5, 2007: Mounting tensions | 28 | 32 | 20 | 19 | 1=100 |
| February 2-5, 2007: Mounting tensions | 33 | 38 | 18 | 10 | 1=100 |
| e. The current situation and events in Iraq | 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 |

² January 11-14, 2008 asked about: "News about a naval encounter between U.S. and Iranian ships." December 7-10, 2007 asked about: "A new intelligence report stating that Iran stopped its nuclear weapons program in 2003." October 26-29, 2007, February 23-26, 2007 and February 2-5, 2007 asked about: "Mounting tensions between the United States and Iran." September 28-October 1, 2007 asked about: "Iranian President Mahmoud Ahmadinejad's recent trip to New York City where he spoke at Columbia University and the United Nations." June 1-4, 2007 asked about: "Recent talks between the United States and Iran." February 16-19, 2007 asked about: "Reports that Iran may be supplying weapons to insurgents in Iraq."

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> |
|--------------------------------------|------------------------|--------------------------|---------------------------|------------------------------|-----------------------|
| 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 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 |

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> |
|------------------------------------|-------------------------|---------------------------|----------------------------|-------------------------------|------------------------|
| 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 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 |

f. News about candidates for the 2008

| | | | | | |
|-------------------------|-----------|-----------|-----------|-----------|--------------|
| presidential election | 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 |

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.”

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> |
|----------------------------------|------------------------|--------------------------|---------------------------|------------------------------|-----------------------|
| 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, 2008 ⁷ | 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 |
| 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 |

⁷ 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> |
|-----------------------------------|------------------------|--------------------------|---------------------------|------------------------------|-----------------------|
| 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 ⁸ | 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 ⁹ | 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 |

⁸ January 19-22, 2007 asked about: "Recent announcements by prominent Democrats about plans to run for president in 2008."

⁹ 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> |
|-----------------------------------|-------------------------|---------------------------|----------------------------|-------------------------------|------------------------|
| 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.]**

- 28 Reports about the condition of the U.S. economy
 - 18 News about the candidates for the 2008 presidential election
 - 15 Wild fires in California
 - 10 The Iranian government firing test missiles capable of striking Israel
 - 7 The current situation and events in Iraq
 - 2 The military effort in Afghanistan against Taliban fighters
 - 7 Some other story (SPECIFY)
 - 13 Don't know/Refused
- 100

Thinking about the presidential campaign...

ROTATE Q.5 AND Q.6

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 | 13 | 27 | 24 | 35 | 1=100 |
| February 29-March 3, 2008 | 12 | 28 | 21 | 37 | 2=100 |
| b. John McCain's | 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 | 15 | 34 | 24 | 25 | 2=100 |
| b. John McCain's | 14 | 32 | 22 | 30 | 2=100 |

Q.7 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. Jesse Jackson being overheard making a crude comment about Barack Obama | 48 | 29 | 22 | 1=100 |
| b. A television interview with Barack Obama, his wife and his two daughters | 17 | 36 | 46 | 1=100 |
| c. Phil Gramm, an economic advisor to John McCain, suggesting that the U.S. has become a nation of whiners | 28 | 31 | 40 | 1=100 |