# PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS AUGUST 8-11, 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]

|                     | Barack       | John          |                    | Don't know/ |
|---------------------|--------------|---------------|--------------------|-------------|
|                     | <u>Obama</u> | <b>McCain</b> | Other <sup>1</sup> | Refused     |
| August 8-11, 2008   | 69           | 15            | 5                  | 11=100      |
| August 1-4, 2008    | 76           | 11            | 4                  | 9=100       |
| July 25-28, 2008    | 77           | 9             | 3                  | 11=100      |
| July 18-21, 2008    | 76           | 10            | 2                  | 12=100      |
| July 11-14, 2008    | 72           | 10            | 5                  | 13=100      |
| July 3-7, 2008      | 71           | 11            | 3                  | 15=100      |
| June 27-30, 2008    | 75           | 10            | 5                  | 10=100      |
| June 20-23, 2008    | 74           | 12            | 4                  | 10=100      |
| June 13-16, 2008    | 69           | 12            | 7                  | 12=100      |
| June 6-9, 2008      | 67           | 2             | 23                 | 8=100       |
| May 30-June 2, 2008 | 54           | 5             | 28                 | 13=100      |
| May 22-25, 2008     | 51           | 8             | 29                 | 12=100      |
| May 16-19, 2008     | 59           | 4             | 27                 | 10=100      |
| May 9-12, 2008      | 52           | 2             | 38                 | 8=100       |
| May 2-5, 2008       | 57           | 2             | 31                 | 10=100      |
| April 25-28, 2008   | 46           | 3             | 39                 | 12=100      |
| April 18-21, 2008   | 55           | 4             | 29                 | 12=100      |
| April 11-14, 2008   | 51           | 8             | 26                 | 15=100      |
| April 4-7, 2008     | 45           | 6             | 35                 | 14=100      |
| March 28-31, 2008   | 53           | 4             | 32                 | 11=100      |
| March 20-24, 2008   | 70           | 3             | 16                 | 11=100      |
| March 14-17, 2008   | 57           | 4             | 28                 | 11=100      |
| March 7-10, 2008    | 38           | 6             | 41                 | 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?

|    |                     | More             | Less             | Opinion has | Don't |
|----|---------------------|------------------|------------------|-------------|-------|
|    |                     | <u>Favorable</u> | <u>Favorable</u> | Not changed | know  |
| a. | Barack Obama        | 15               | 18               | 64          | 3=100 |
|    | August 1-4, 2008    | 16               | 22               | 60          | 2=100 |
|    | July 25-28, 2008    | 17               | 21               | 59          | 3=100 |
|    | July 18-21, 2008    | 16               | 22               | 60          | 2=100 |
|    | July 11-14, 2008    | 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 |

Other includes responses for Hillary Clinton.

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|    |                     | More             | Less             | Opinion has | Don't       |
|----|---------------------|------------------|------------------|-------------|-------------|
|    |                     | <u>Favorable</u> | <u>Favorable</u> | Not change  | <u>know</u> |
|    | 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               | 20               | 63          | 3=100       |
|    | August 1-4, 2008    | 18               | 23               | 57          | 2=100       |
|    | July 25-28, 2008    | 16               | 19               | 62          | 3=100       |
|    | July 18-21, 2008    | 17               | 15               | 65          | 3=100       |
|    | July 11-14, 2008    | 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       |
|    | 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    | Fairly  | Not too | Not at all | DK/     |
|----|---|---------|---------|---------|------------|---------|
|    |   | Closely | Closely | Closely | Closely    | Refused |
| a. | Reports about the condition of the U.S. | •       | •       | •       | •          |         |
|    | economy                                 | 39      | 35      | 16      | 10         | *=100   |
|    | August 1-4, 2008                        | 47      | 34      | 11      | 8          | 0=100   |
|    | July 25-28, 2008                        | 46      | 32      | 10      | 12         | *=100   |
|    | July 18-21, 2008                        | 45      | 33      | 13      | 9          | *=100   |
|    | July 11-14, 2008                        | 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   |
|    | 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   |
|    |   |         |         |         |            |         |

|                       | Very    | Fairly  | Not too | Not at all | DK/     |
|-----------------------|---------|---------|---------|------------|---------|
|                       | Closely | Closely | Closely | Closely    | Refused |
| 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   |
| 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   |
| ,                     | -       | -       | -       | •          |         |

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|----|--|------------------------|--------------------------|---------------------------|-----------------------|-----------------------|
|    |  | Very<br><u>Closely</u> | Fairly<br><u>Closely</u> | Not too<br><u>Closely</u> | Not at all<br>Closely | DK/<br><u>Refused</u> |
| b. | The suicide of the scientist linked to the anthrax                                     | 10                     | 26                       | 20                        | 22                    | 1 100                 |
|    | killings TREND FOR COMPARISON: <sup>2</sup>  | 10                     | 26                       | 30                        | 33                    | 1=100                 |
|    | February, 2004: <i>Poison ricin in Senate office</i>                                   |                        |                          |                           |                       |                       |
|    | building   | 12                     | 30                       | 28                        | 29                    | 1=100                 |
|    | Mid-November, 2001: Anthrax cases  | 41                     | 41                       | 12                        | 5                     | 1=100                 |
|    | Early-November, 2001: Anthrax cases  | 47                     | 35                       | 13                        | 4                     | 1=100                 |
| c. | The trial of Osama bin Laden's former driver at  |                        |                          |                           |                       |                       |
|    | Guantanamo military base   | 5                      | 15                       | 33                        | 46                    | 1=100                 |
|    | TREND FOR COMPARISON: <sup>3</sup>   |                        |                          |                           |                       |                       |
|    | April, 2006: Moussaoui trial   | 23                     | 33                       | 24                        | 19                    | 1=100                 |
| d. | The Olympic Games in Beijing, China  | 24                     | 29                       | 24                        | 23                    | *=100                 |
|    | August 1-4, 2008 <sup>4</sup>  | 13                     | 33                       | 31                        | 23                    | *=100                 |
|    | July 25-28, 2008   | 12                     | 31                       | 29                        | 28                    | *=100                 |
|    | April 4-7, 2008  | 5                      | 18                       | 31                        | 45                    | 1=100                 |
|    | TREND FOR COMPARISON:  | 27                     | 20                       | 24                        | 21                    | <b>*</b> 100          |
|    | Early October, 2000: <i>Summer/Sydney</i> Early September, 1996: <i>Summer/Atlanta</i> | 27<br>32               | 28<br>34                 | 24<br>20                  | 21<br>14              | *=100<br>*=100        |
|    | July, 1996: Summer/Atlanta   | 32<br>45               | 34<br>30                 | 13                        | 14                    | 1=100                 |
|    | July, 1990. Summer/Adana   | 43                     | 30                       | 13                        | 11                    | 1=100                 |
| e. | Russia sending troops into the Republic of   |                        |                          |                           |                       |                       |
|    | Georgia  | 17                     | 22                       | 23                        | 37                    | 1=100                 |
|    | TREND FOR COMPARISON: <sup>5</sup>   |                        |                          |                           |                       |                       |
|    | June, 2002: Tensions between India-Pakistan  | 24                     | 33                       | 24                        | 18                    | 1=100                 |
|    | Jan., 2000: Russian military in Chechnya   | 10                     | <b>25</b>                | 30                        | 34                    | 1=100                 |
|    | Dec., 1999: Russian military in Chechnya   | 11                     | 22                       | 31                        | 34                    | 2=100                 |
|    | February, 1995: Russia's fighting in Chechnya  | 10                     | 27                       | 27                        | 35                    | 1=100                 |
|    | May, 1993: Civil war in Bosnia   | 23<br>11               | 34                       | 28                        | 13                    | 2=100                 |
|    | January, 1992: Civil war in Soviet Georgia   | 11                     | 35                       | 33                        | 20                    | 1=100                 |
| f. | News about candidates for the 2008   |                        | 20                       |                           | 40                    | .t. 400               |
|    | presidential election  | 27                     | 38                       | 22                        | 13                    | *=100<br>* 100        |
|    | August 1-4, 2008   | 30                     | 42                       | 19                        | 9<br>15               | *=100<br>* 100        |
|    | July 25-28, 2008<br>July 18-21, 2008   | 30                     | 34                       | 21                        | 15<br>14              | *=100<br>*=100        |
|    | July 11-14, 2008   | 30<br>28               | 35<br>34                 | 21<br>22                  | 14<br>15              | *=100<br>1=100        |
|    | July 3-7, 2008   | 26<br>25               | 3 <del>4</del><br>35     | 23                        | 13<br>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<br>35                 | 17                        | 10                    | *=100                 |
|    | May 30-June 2, 2008  | 30                     | 35<br>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                 |
|    |  |                        |                          |                           |                       |                       |

In February, 2004 the story was listed as "The poison ricin found in a Senate office building." In November, 2001 the story was asked as "Reports of anthrax cases around the country."

In April, 2006 the story was listed as "Accused terrorist Zacarias Moussaoui's death penalty trial." For August 1-4, 2008 and April 4-7, 2008 the story was listed as "News about the upcoming Olympic games in Beijing,

China." For July 25-28, 2008 the story was listed as "News about China as the Beijing Olympic Games approach." In December, 1999 and January, 2000 the story was listed as "The conflict between the Russian military and the rebels in Chechnya." In January, 1992 the story was listed as "The outbreak of civil war in the former Soviet Republic of Georgia."

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|---------------------------------------|----------|----------------|----------|---------------|----------------|
|                                       | Very     | Fairly         | Not too  | Not at all    | DK/            |
| 35 25 2000                            | Closely  | <u>Closely</u> | Closely  | Closely       | Refused        |
| 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 <sup>6</sup>      | 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       | 3 <del>5</del> | 22       | 19            | *=100          |
| November 30 – December 3, 2007        | 23       | 35<br>35       | 23       | 19            | *=100          |
| November 23-26, 2007                  | 20       | 33             | 26<br>26 | 20            | 1=100          |
| November 16-19, 2007                  | 26<br>26 | 33             | 20<br>21 | 20<br>19      | 1=100<br>1=100 |
|                                       | 20<br>21 | 33             | 21<br>25 | 21            | *=100          |
| November 9-12, 2007                   |          |                | 25<br>21 | 21            |                |
| November 2-5, 2007                    | 27<br>21 | 30             |          |               | 1=100          |
| October 26-29, 2007                   |          | 34             | 26       | 19<br>22      | *=100<br>* 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          |
| <b>September 28 – October 1, 2007</b> | 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       | <del>27</del> | *=100          |
| May 11-14, 2007                       | 18       | 30             | 23       | 28            | 1=100          |
| May 4-7, 2007                         | 23       | 34             | 21       | 21            | 1=100          |
|                                       |          |                |          |               | _ 100          |

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January 11-14, 2008 asked about: "News about the New Hampshire primaries and the presidential campaign."

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|---|----------|----------|----------|------------|----------------|
|   | Very     | Fairly   | Not too  | Not at all | DK/            |
|   | Closely  | Closely  | Closely  | Closely    | Refused        |
| 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<br>22 | 27       | 23         | 1=100          |
| March 23-26, 2007   | 20       | 32       | 22       | 26<br>27   | *=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<br>22 | 31       | 26<br>24 | 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<br>24 | 30       | 24       | 21         | 1=100          |
| February 2-5, 2007  | 24<br>24 | 36       | 22<br>23 | 18<br>20   | *=100<br>*-100 |
| January 26-29, 2007   | 24<br>24 | 33<br>27 | 23<br>22 |            | *=100          |
| January 19-22, 2007 <sup>7</sup> 2004 Presidential Election | 24       | 41       | 22       | 26         | 1=100          |
| 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<br>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>8</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          |
| 2000 Presidential Election                                  | 11       | 20       | 2)       | 20         | 1 100          |
| Early November, 2000 (RVs)                                  | 39       | 44       | 12       | 5          | *=100          |
| Mid-October, 2000 ( <i>RVs</i> )                            | 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          |
| ,,  |          |          |          | - /        | 200            |

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

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."

|                              | Very           | Fairly  | Not too | Not at all | DK/     |
|------------------------------|----------------|---------|---------|------------|---------|
|                              | <u>Closely</u> | Closely | Closely | Closely    | Refused |
| 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 ( <i>RVs</i> ) | 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 ( <i>RVs</i> ) | 43             | 44      | 11      | 2          | *=100   |
| August, 1988 ( <i>RVs</i> )  | 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.]

- Reports about the condition of the U.S. economy
- News about the candidates for the 2008 presidential election
- The Olympic Games in Beijing, China
- 8 Russia sending troops into the Republic of Georgia
- 4 Suicide of the scientist linked to the anthrax killings
- 2 The trial of Osama Bin Laden's former driver at Guantanamo military base
- 9 Some other story (**SPECIFY**)
- 10 Don't know/Refused

100

On the subject of the Olympic Games...

Q.5 All things considered... was the decision to hold the 2008 Summer Olympics in China a good or bad decision?

|           |                    | Survey in U.S. <sup>9</sup> |
|-----------|--------------------|-----------------------------|
|           |                    | Spring 2008                 |
|           |                    | Global Attitudes Project:   |
| 52        | Good               | 41                          |
| 31        | Bad                | 43                          |
| <u>17</u> | Don't know/Refused | <u>17</u>                   |
| 100       |                    | 100                         |

- Q.6 How much of the Olympic Games (**ASK AUGUST 8 ONLY:** do you plan to watch?) (**ASK AUGUST 9-11:** are you watching?) [**READ IN ORDER**]
  - A lot of it
  - 36 Some of it
  - Very little of it
  - 17 None
  - \* Don't know/Refused (**VOL. DO NOT READ**)

100

Q.7 Which country do you think will win the most medals in the Olympics – the United States, China, Russia, Germany or some other country? [ACCEPT ONLY ONE RESPONSE]

|           |                    | Survey in China <sup>10</sup> |
|-----------|--------------------|-------------------------------|
|           |                    | Spring 2008                   |
|           |                    | Global Attitudes Project:     |
| 63        | US                 | 15                            |
| 17        | China              | 75                            |
| 3         | Russia             | 3                             |
| 2         | Germany            | 1                             |
| 2         | Other (SPECIFY)    | 0                             |
| <u>13</u> | Don't know/Refused | <u>6</u>                      |
| 100       |                    | 100                           |

- Q.8 All things considered, do you think President Bush's decision to visit China during the Olympic Games was the right thing to do or the wrong thing to do?
  - Right thing
  - Wrong thing
  - 10 Don't know/Refused (**VOL. DO NOT READ**)

100

Q.9 How much if anything about China itself are you learning from coverage of the Games? [READ LIST]

- 16 A lot
- 50 A little
- Nothing at all
- <u>1</u> Don't know/Refused (**VOL. DO NOT READ**)

100

The survey of the U.S. public was conducted by telephone, April 9-17, 2008 with a national sample of 1,000 adults.

The survey of the Chinese public was conducted face-to-face, March 28-April 19, 2008 with a sample of 3,212 adults from disproportionately urban areas.