

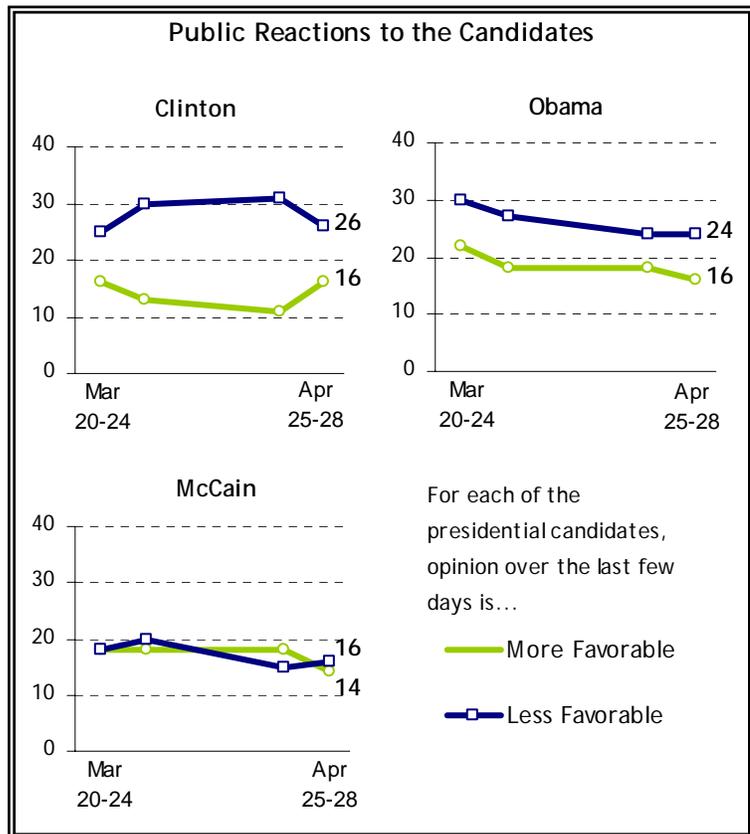


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FOR FURTHER INFORMATION:
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McCain Stays Under the Radar
DEMOCRATIC CAMPAIGN TAKING A TOLL ON BOTH OBAMA & CLINTON

Over the past six weeks the intense, and often negative, contest between Obama and Clinton has dominated media coverage of the campaign as well as public attention. And over this period, more Americans have consistently said their views of Obama and Clinton have become less favorable, rather than more favorable, in recent days. In four separate surveys conducted since March 20, when asked about each of the Democratic candidates, between 25%-31% of the public has said their opinions have recently become less favorable. (In each survey, a majority said their opinions of the candidates have not been affected by the campaign.)



Meanwhile, John McCain has received far less attention from the media or the public, and this is reflected in public reactions over this period. Relatively fewer people say their opinion has either improved or worsened. In the latest survey, just 14% say their impression of McCain has become more favorable in recent days, and just 16% say less favorable.

While the public's immediate reactions have been somewhat negative toward both Democratic candidates, the cumulative effect of this period has been more significant for Obama. The latest Pew Research Center for the People & the Press poll finds Obama's favorability rating

down 4 points and his unfavorable rating up 8 points since March. Clinton’s overall favorability ratings started far lower than Obama’s and have shifted only marginally since March, though other negative ratings of both Clinton and Obama have grown. McCain’s overall favorability ratings, on the other hand, have not declined at all. [See “[Obama’s Image Slips, His Lead Over Clinton Disappears](#)” also released May 1, 2008 by the Pew Research Center for the People & the Press.]

Many Democrats Not Sure Primary Process is Working

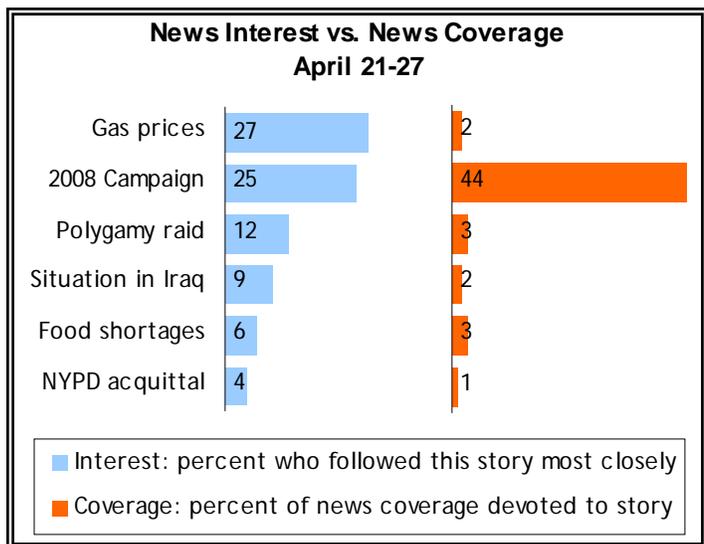
As the Democratic primary campaign has drawn on, public views about the effectiveness of the primary process have only worsened. In the current survey 39% say this year’s presidential primaries have been a good way of determining who the best qualified nominees are, while 57% say they have not. In February, following the Super Tuesday primaries, opinions were more evenly divided: 43% said the primaries were a good way to determine the best nominees, 52% said they were not.

Fewer Satisfied with Primary Process				
-----April 25-28, 2008-----				
	Total	Rep	Dem	Ind
	%	%	%	%
<i>Have primaries been a good way of determining best nominees?</i>				
Yes	39	37	46	34
No	57	60	50	62
Don't know	<u>4</u>	<u>3</u>	<u>4</u>	<u>4</u>
	100	100	100	100
-----Feb 8-11, 2008-----				
Yes	43	41	53	40
No	52	55	41	57
Don't know	<u>5</u>	<u>4</u>	<u>6</u>	<u>3</u>
	100	100	100	100

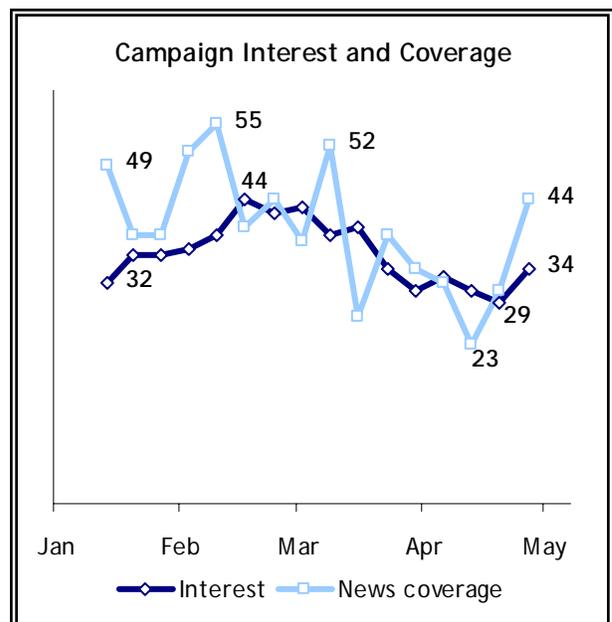
While views have slipped across party lines, Democrats remain more confident in the primary process than either Republicans or independents. Among Democrats, 46% now say that the primary process is a good way of determining the best qualified nominees, while fewer Republicans (37%) or independents (34%) agree that the primaries are an effective process.

Too Much Campaign Coverage, Too Little Coverage of Other Issues

During the week of the Pennsylvania primary, the national media focused heavily on the presidential campaign. News of the campaign eclipsed most other stories – as the media devoted 44% of its overall coverage to the presidential race, up from 31% the previous week. Public interest ticked up only modestly: 34% followed campaign news very closely up from 29% the previous week. One-in-four listed the campaign as the single news story they followed more closely than any other, placing it on par with rising gas prices. The gap between interest in campaign news and coverage of the campaign is larger than it has been in recent weeks.



Fully half of the public (51%) now says news organizations are giving too much coverage to the campaign. This represents a significant change in opinion from late-January of this year, when 36% said the media was over-covering the campaign and a majority (52%) thought the media was devoting the right amount of coverage to the story. Among Democrats, 47% now say the media is giving the campaign too much coverage, up from 30% in late-January.



There were two stories this past week that the public would like to have heard more about. A majority (54%) says news organizations are giving too little coverage to the global food shortage. Only 8% say this story has received too much coverage and a third say the amount of coverage has been about right. Public interest in this story nearly doubled from the previous week. Roughly a quarter (24%) of the public followed news about the food shortages very closely (up from 14% a week earlier). The national media devoted 3% of its overall coverage to this story compared with 44% of the newshole devoted to the campaign.

Another story which deserves more media attention, according to the public, is the situation in Iraq – 44% say news organizations have been giving too little coverage to this story. In the past, solid pluralities have said the media was devoting the right amount of coverage to the Iraq war. In the current survey, 42% think the amount of coverage is appropriate, only 12% say the story is getting too much coverage. The media devoted 2% of its coverage to the war last week and 9% of the public said the war was the story they followed most closely.

	Too <u>much</u> %	Too <u>little</u> %	Right <u>amount</u> %	DK %
<i>Current</i>				
Campaign	51	7	38	4=100
Polygamist raid	36	15	44	5=100
Gas prices	19	26	52	3=100
NYPD acquittal	14	32	41	13=100
Situation in Iraq	12	44	42	2=100
Food shortages	8	54	33	5=100
<i>January 2008</i>				
Campaign	36	9	52	3=100
Situation in Iraq	13	35	47	5=100

The public is divided over how thoroughly the media covered the acquittal of three New York City police officers in the shooting of an unarmed black man Sean Bell. A plurality (41%) say the media devoted the right amount of coverage to this story, but a substantial minority (32%) say the story deserved more coverage. Blacks were much more likely than whites to say there has been too little coverage of this story (48% of blacks vs. 29% of whites).

A plurality (44%) say the media has devoted the right amount of coverage to the fallout from a raid on a polygamist religious compound in Texas. More than a third (36%) say the media has over-covered this story, and 15% say the story has received too little coverage. One-in-five Americans followed this story very closely last week, unchanged from the previous week. The media devoted 3% of its overall coverage to the story.

These findings are based on the most recent installment of the weekly *News Interest Index*, an ongoing project of the Pew Research Center for the People & the Press. The index, building on the Center’s longstanding research into public attentiveness to major news stories, examines news interest as it relates to the news media’s agenda. The weekly survey is conducted in conjunction with The Project for Excellence in Journalism’s *News Coverage Index*, which monitors the news reported by major newspaper, television, radio and online news outlets on an ongoing basis. In the most recent week, data relating to news coverage was collected from April 21-27 and survey data measuring public interest in the top news stories of the week was collected April 25-28 from a nationally representative sample of 1,004 adults.

Gas Prices Top News Interest, Public Wants to Know *Why* They’re So High

People were highly interested in news about rising gas prices last week as the average price of a gallon of gasoline reached a record high. More than six-in-ten Americans (62%) said that they were following news about rising gas prices very closely, significantly higher than at

approximately this time period last year (48% in mid-May). Public interest in news about gas prices is comparable to April, 2006 when 65% were following gas prices very closely.

The rising prices of gasoline rivaled the presidential campaign for the news story Americans were following more closely than any other last week, something that few other stories have done during the presidential primary season. Roughly three-in-ten Americans (27%) said that gas prices was their most closely followed story, while a comparable 25% were most interested in the presidential campaign. The national news media devoted 2% of overall coverage to gas prices. Stories

Week	#1 Most Closely Followed story	# 2 Most Closely Followed story
Dec 30-Jan 4	2008 Campaign (34%)	Bhutto's death (21%)
Jan 6-11	2008 Campaign (40%)	U.S. economy (14%)
Jan 13-18	2008 Campaign (36%)	U.S. economy (20%)
Jan 21-27	2008 Campaign (36%)	Stock market (14%)
Jan 28-Feb 3	2008 Campaign (32%)	U.S. economy (23%)
Feb 4-10	2008 Campaign (45%)	Tornadoes in South (17%)
Feb 11-17	2008 Campaign (46%)	U.S. economy (15%)
Feb 18-24	2008 Campaign (49%)	Beef recall (11%)
Feb 25-Mar 2	2008 Campaign (47%)	U.S. economy (17%)
March 3-9	2008 Campaign (46%)	Oil prices (17%)
March 10-16	2008 Campaign (37%)	Spitzer (14%)
March 17-23	2008 Campaign (32%)	Economy (24%)
March 24-30	2008 Campaign (31%)	Economy (28%)
Mar 31-Apr 6	2008 Campaign (34%)	Economy (28%)
April 7-13	2008 Campaign (32%)	Iraq war (14%)
April 14-20	2008 Campaign (26%)	Economy (22%)
April 21-27	Gas prices (27%)	Campaign (25%)

Respondents were asked which one of the six top news stories of the week they had followed most closely.

about the condition of the economy were the only other news item so far this year to receive as much public attention as news about the presidential campaign. During the week of March 24-30, 31% of the public followed news about the campaign most closely, while a comparable 28% were most interested in news about the U.S. economy.

When asked to identify what they are most interested in learning from news about gas prices, more than half of Americans (53%) say they are interested in learning why gas prices are rising, while another third (32%) are most interested in knowing about the impact of gas prices on the national economy. Only 11% of the public are most interested in knowing the price of gas in their area. Compared with a year ago the public expresses more interest in the causes of changing gas prices. Last May, 40% of Americans said they were most interested in learning

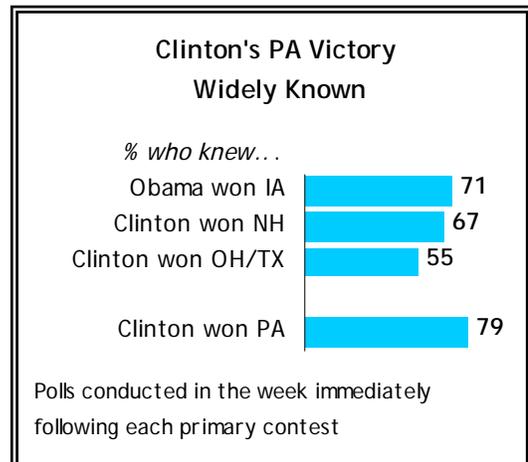
	May 2007	Apr 2008
	%	%
Why prices are rising/fluctuating	40	53
Effects on national economy	30	32
Price of gas in your area	24	11
None/Don't know	6	4
	100	100

In May, 2007 the question asked about why gas prices are fluctuating.

about why gas prices were fluctuating, another three-in-ten were most interested in the effects on the economy and 24% were most interested in the local price of gas.

Hillary's Pennsylvania Victory Widely Known

Although only a third of the public followed campaign news very closely last week, an overwhelming majority (79%) knew that Hillary Clinton had won the Pennsylvania Democratic primary. This is much higher than the percentage that knew Clinton had won most of the March 4th primaries, which included Ohio and Texas (55%). It also exceeds the percentage who knew about her widely publicized win in the New Hampshire primary (67%).



Many Americans are also paying close attention to what lies ahead for the two remaining Democratic candidates. Nearly half (47%) could name at least one of the states which will hold a primary on May 6. A third correctly identified Indiana and 28% named North Carolina. In early April, with two weeks to go before the Pennsylvania primary, 41% correctly identified that state as the site of the next big Democratic primary.

The Democratic candidates continue to dominate public attention. In the current poll, 46% of the public said Obama is the candidate they've heard the most about in the news lately, and 38% named Clinton. Only 3% said McCain is the candidate they had heard the most about in the past week or so. This is consistent with the Project for Excellence in Journalism's (PEJ) measure of campaign coverage by the national media. According to PEJ, the Democrats dominated campaign coverage by a margin of 81%-11%. Obama was the most heavily covered candidate last week – he was featured prominently in 70% of all campaign stories. Clinton was featured in 64% of campaign stories, and McCain was featured in 17%.

A majority of the public continues to say the press has been fair in the way it has covered the two Democratic candidates. Some 57% say press coverage of Clinton has been fair, up marginally from 55% last month. The remainder of the public is evenly split with 20% saying the press has been too easy on Clinton and 18% saying it has been too tough.

Similarly, a narrow majority (52%) say the press has been fair in its coverage of Obama. Those who do see press bias in the coverage of Obama are more likely to say the press has been too easy on the Illinois Senator (26%) than too hard (17%).

The perception that McCain is receiving fair coverage is even more widespread – 65% of the public say the press has been fair in the way it has covered the Arizona senator. One-in-five say the press is being too easy on McCain, only 8% say the coverage has been too tough.

About the News Interest Index

The *News Interest Index* is a weekly survey conducted by the Pew Research Center for the People & the Press aimed at gauging the public's interest in and reaction to major news events.

This project has been undertaken in conjunction with the Project for Excellence in Journalism's *News Coverage Index*, an ongoing content analysis of the news. The News Coverage Index catalogues the news from top news organizations across five major sectors of the media: newspapers, network television, cable television, radio and the internet. Each week (from Sunday through Friday) PEJ will compile this data to identify the top stories for the week. The News Interest Index survey will collect data from Friday through Monday to gauge public interest in the most covered stories of the week.

Results for the weekly surveys are based on telephone interviews among a nationwide sample of approximately 1,000 adults, 18 years of age or older, conducted under the direction of ORC (Opinion Research Corporation). For results based on the total sample, one can say with 95% confidence that the error attributable to sampling is plus or minus 3.5 percentage points.

In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls, and that results based on subgroups will have larger margins of error.

For more information about the Project for Excellence in Journalism's News Coverage Index, go to www.journalism.org.

About the Pew Research Center for the People & the Press

The Pew Research Center for the People & the Press is an independent opinion research group that studies attitudes toward the press, politics and public policy issues. We are sponsored by The Pew Charitable Trusts and are one of eight projects that make up the Pew Research Center, a nonpartisan "fact tank" that provides information on the issues, attitudes and trends shaping America and the world.

The Center's purpose is to serve as a forum for ideas on the media and public policy through public opinion research. In this role it serves as an important information resource for political leaders, journalists, scholars, and public interest organizations. All of our current survey results are made available free of charge.

All of the Center's research and reports are collaborative products based on the input and analysis of the entire Center staff consisting of:

Andrew Kohut, Director
Scott Keeter, Director of Survey Research
Carroll Doherty and Michael Dimock, Associate Directors
Kim Parker Senior Researcher
Juliana Menasce Horowitz, Robert Suls, Shawn Neidorf, Leah Christian and Jocelyn Kiley, Research Associates
Kathleen Holzward, Research Analyst
James Albrightain and Alec Tyson, Research Assistants

PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
APRIL 25-28, 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.]

		April 18-21, <u>2008</u>	April 11-14, <u>2008</u>	April 4-7, <u>2008</u>	March 28-31, <u>2008</u>	March 20-24, <u>2008</u>	March 14-17, <u>2008</u>	March 7-10, <u>2008</u>
46	Barack Obama	55	51	45	53	70	57	38
38	Hillary Clinton	28	24	34	30	15	26	37
3	John McCain	4	8	6	4	3	4	6
1	Other (SPECIFY)	1	2	1	2	1	2	4
<u>12</u>	Don't know/Refused	12	<u>15</u>	<u>14</u>	<u>11</u>	<u>11</u>	<u>11</u>	<u>15</u>
100		100	100	100	100	100	100	100

Q.1A Thinking about [INSERT CANDIDATE; 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 <u>favorable</u>	Less <u>favorable</u>	Opinion has <u>not changed</u>	Don't <u>know</u>
a.	Hillary Clinton	16	26	56	2=100
	April 18-21, 2008	11	31	55	3=100
	March 28-31, 2008	13	30	55	2=100
	March 20-24, 2008	16	25	57	2=100
b.	Barack Obama	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
c.	John McCain	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

ASK ALL:

Q.2 As I read a list of some stories covered by news organizations this past week, please tell me if you happened to follow each news story very closely, fairly closely, not too closely, or not at all closely. First, [INSERT ITEM; RANDOMIZE ITEMS] [IF NECESSARY "Did you follow [ITEM] very closely, fairly closely, not too closely or not at all closely?"]

		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 acquittal of three New York City police officers in the shooting of an unarmed man on his wedding day	13	24	24	38	1=100
	TREND FOR COMPARISON:					
	March, 2000: <i>Acquittal in Diallo case</i> ¹	28	35	20	17	0=100

¹ March, 2000 asked about: "The acquittal of four New York policemen who shot and killed Amadou Diallo, an African immigrant."

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>
b. A raid on a polygamist religious compound in Texas	20	36	25	18	1=100
April 18-21, 2008	20	32	27	20	1=100
April 11-14, 2008	14	30	30	25	1=100
TREND FOR COMPARISON:					
May, 1993: <i>Waco Siege</i> ²	50	37	10	3	*=100
c. News about the current situation and events in Iraq	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
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

² May, 1993 asked about: "The Waco, Texas incident."

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>
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
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

³

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>
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
d. The rising price of gasoline	62	23	10	5	*=100
May 24-27, 2007	52	29	10	8	1=100
May 18-21, 2007 ⁷	48	27	16	8	1=100
August, 2006 ⁸	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

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.”

⁷ For May 18-21, 2007 the item was not asked as part of a list.

⁸ 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.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>
May, 2001	61	26	6	6	1=100
Early October, 2000	56	25	12	6	1=100
June, 2000	61	25	9	5	*=100
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
TREND FOR COMPARISON:					
The rising price of oil					
March 7-10, 2008	43	33	12	11	1=100
November 9-12, 2007	44	28	14	13	1=100
e. Reports about a worldwide food shortage	24	33	22	21	*=100
April 18-21, 2008	14	25	25	34	2=100
f. News about candidates for the 2008 presidential election	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, 2008⁹	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

⁹ January 11-14, 2008 asked about: "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>
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	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, 2007¹⁰	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 ¹¹	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

¹⁰ January 19-22, 2007 asked about: "Recent announcements by prominent Democrats about plans to run for president in 2008."

¹¹ 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>
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
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.3 Which ONE of the stories I just mentioned have you followed most closely, or is there another story you've been following MORE closely? **[DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE.]**

- 27 The rising price of gasoline
- 25 News about candidates for the 2008 presidential election
- 12 A raid on a polygamist religious compound in Texas
- 9 The current situation and events in Iraq
- 6 Reports about a worldwide food shortage
- The acquittal of three New York City police officers in the shooting of an unarmed man on his wedding day
- 4
- 5 Some other story (**SPECIFY**)
- 12 Don't know/Refused
- 100

Q.4 Do you think news organizations are giving too much coverage, too little coverage, or the right amount of coverage to **[INSERT ITEM, ROTATE]**?

	<u>Too much coverage</u>	<u>Too little coverage</u>	<u>Right amount of coverage</u>	<u>DK/Refused</u>
a. The acquittal of three New York City police officers in the shooting of an unarmed man on his wedding day	14	32	41	13=100
b. A raid on a polygamist religious compound in Texas	36	15	44	5=100
c. The current situation and events in Iraq	12	44	42	2=100
January 25-28, 2008	13	35	47	5=100
December 14-17, 2007	15	36	44	5=100
November 16-19, 2007	14	34	48	4=100
November 2-5, 2007¹²	18	33	43	6=100
July 20-23, 2007	18	28	48	6=100
June 1-4, 2007	23	23	47	7=100
d. The rising price of gasoline	19	26	52	3=100
e. Reports about a worldwide food shortage	8	54	33	5=100
f. News about candidates for the 2008 presidential election	51	7	38	4=100
January 25-28, 2008	36	9	52	3=100
January 18-21, 2008	33	11	51	5=100
January 11-14, 2008¹³	40	11	44	5=100
January 4-7, 2008	40	11	43	6=100
December 14-17, 2007	32	16	48	4=100
November 16-19, 2007	32	13	51	4=100
July 20-23, 2007	32	18	43	7=100
June 1-4, 2007	33	12	47	8=100

¹² For November 2-5, 2007 this item was not part of a list, it was a stand alone question and asked about: "The war in Iraq."

¹³ From January 4-7, 2008 through January 11-14, 2008 the question was worded: "Thinking about the presidential campaign... Do you think news organizations are giving too much, too little or the right amount of coverage to the campaign?"

Q.5 In following news about gas prices, which of the following would you say you are MOST interested in?
[READ AND ROTATE]

		May 18-21, <u>2007</u> ¹⁴
11	Finding out the price of gas in your area	24
53	Learning about why gas prices are rising [OR]	40
32	Hearing about how rising gas prices are impacting the nation's economy	30
2	None of the above [VOL. DO NOT READ]	5
<u>2</u>	Don't know/Refused [VOL. DO NOT READ]	<u>1</u>
100		100

Q.6 Thinking about the presidential primaries so far, generally, do you think they have been a good way of determining who the best qualified nominees are or not?

		Feb 8-11, <u>2008</u>	Feb <u>2004</u>	March <u>2000</u>	March <u>1996</u>	March <u>1992</u>	Jan <u>1992</u>	<i>Gallup</i> June <u>1988</u>	May <u>1988</u>	Jan <u>1988</u>	<i>Newsweek</i> March <u>1980</u>
39	Yes	43	40	41	35	31	51	48	56	61	40
57	No	52	46	50	58	59	41	37	31	23	48
<u>4</u>	DK/Refused	<u>5</u>	<u>14</u>	<u>9</u>	<u>7</u>	<u>10</u>	<u>8</u>	<u>15</u>	<u>13</u>	<u>16</u>	<u>12</u>
100		100	100	100	100	100	100	100	100	100	100

Q.7 Would you say the press has been too easy, too tough or fair in the way it has covered **[INSERT NAME; RANDOMIZE]**?

		<u>Too easy</u>	<u>Too tough</u>	<u>Fair</u>	DK/ <u>Refused</u>
a.	Hillary Clinton	20	18	57	5=100
	March 20-24, 2008	21	17	55	7=100
	February 29-March 3, 2008	19	18	58	5=100
	February 1-4, 2008	24	20	48	8=100
b.	Barack Obama	26	17	52	5=100
	March 20-24, 2008	23	15	55	7=100
	February 29-March 3, 2008	28	8	58	6=100
	February 1-4, 2008	23	8	61	8=100
c.	John McCain	20	8	65	7=100
	March 20-24, 2008	18	9	62	11=100
	February 29-March 3, 2008	14	14	64	8=100
	February 1-4, 2008	14	9	63	14=100

¹⁴ For May 18-21, 2007 the question was worded: "Still thinking about gas prices, what would you say you are most interested in... Finding out the price of gas in your area, learning about why gas prices are fluctuating nationally, [OR] hearing about how rising gas prices are impacting the nation's economy"

Q.8 Do you happen to know which Democratic candidate won the Pennsylvania primary? [**IF RESPONDENT SAYS YES BUT DOES NOT PROVIDE NAME, ASK: Who was it?**]

		<i>March 4th Primaries (OH, TX) Mar 7-10, 2008¹⁵</i>	<i>NH Primary Jan 11-14, 2008¹⁶</i>		<i>Iowa Caucus Jan 4-7 2008¹⁷</i>	
79	Hillary Clinton	55	67	Hillary Clinton	71	Barack Obama
3	Yes, all others	23	8	Yes, all others	5	Yes, all others
<u>18</u>	DK/Refused	<u>22</u>	<u>25</u>	DK/Refused	<u>24</u>	DK/Refused
100		100	100		100	

Correct answers highlighted in bold

Q.9 Can you name either of the states where the NEXT big Democratic primaries will be held on May 6? [**DO NOT READ LIST. RECORD AS MANY AS APPLY. IF RESPONDENT SAYS YES BUT DOES NOT PROVIDE STATES, ASK: What are they?**]

34	Indiana {correct answer}
28	North Carolina {correct answer}
11	Other
45	Don't know/Refused

TREND FOR COMPARISON:

		<i>PA Primary April 4-7, 2008¹⁸</i>	
47	Named at least one May 6 state (IN or NC)	41	Pennsylvania
8	Other	11	Other
<u>45</u>	DK/Refused	<u>48</u>	DK/Refused
100		100	

¹⁵ March 7-10, 2008 asked about: "Which Democratic candidate won most of the primaries last Tuesday?"

¹⁶ January 11-14, 2008 asked about: "Which Democratic candidate won in the New Hampshire Democratic Primary?"

¹⁷ January 4-7, 2008 asked about: "Which Democratic candidate won the Iowa Democratic Caucus?"

¹⁸ April 4-7, 2008 asked about: "The name of the state where the next big Democratic primary will be held."