

Topline

By Outlet

Placement/Prominence Percent of Stories							
	Newspaper¹	Online	Morning Network	Commercial Nightly Network	Cable	Talk Radio	NPR
Lead	12.5%	19.8%	10.6%	6.5%	11.1%	16.7%	0.0%
2nd or 3rd	47.6%	29.2%	27.9%	22.1%	26.2%	33.8%	12.2%
4 th and Lower	39.9%	50.9%	61.5%	71.4%	62.6%	49.5%	87.8%

Placement/ Prominence Percent of Stories									
	Morning Network Total	ABC Morning	CBS Morning	NBC Morning	Commercial Nightly Network Total	ABC Nightly	CBS Nightly	NBC Nightly	PBS
Lead	10.6%	12.3%	10.8%	9.1%	6.5%	7.0%	3.6%	8.9%	0.0%
2nd or 3rd	27.9%	17.3%	31.1%	33.6%	22.1%	18.6%	16.4%	30.4%	0.0%
4 th and below	61.5%	70.3%	58.1%	57.3%	71.4%	74.4%	80.0%	60.7%	100%

Placement/Prominence Percent of Stories				
	Cable Total	CNN	Fox	MSNBC
Lead	11.1%	5.0%	12.8%	15.1%
2 nd or 3 rd	26.3%	17.6%	26.1%	34.3%
4 th and below fold	62.6%	77.4%	61.0%	50.6%

¹ For newspapers, 2nd or 3rd story refers to all stories above the fold (except the lead) and 4th or lower refers to stories below the fold.

Primary Figure – Overall								
Percent of Stories								
	All Media	Newspapers	Online	Morning Network	Commercial Nightly Network	Cable	Talk Radio	NPR
All Democrats	49.0%	47.6%	54.7%	51.3%	49.4%	45.7%	56.7%	41.5%
Hillary Clinton	16.9%	13.7%	10.4%	17.4%	11.7%	17.5%	26.7%	17.1%
Barack Obama	13.8%	13.7%	18.9%	15.1%	14.3%	13.9%	10.5%	7.3%
John Edwards	4.1%	3.6%	4.7%	3.4%	3.9%	3.0%	8.6%	4.9%
Elizabeth Edwards	3.1%	3.0%	6.6%	6.0%	6.5%	0.8%	1.9%	4.9%
Joe Biden	2.4%	0.6%	5.7%	3.0%	2.6%	2.5%	1.0%	0.0%
Other Democrats	8.7%	13.0%	8.4%	6.4%	10.4%	8.0%	8.0%	7.3%
All Republicans	30.7%	31.5%	30.2%	26.8%	27.9%	34.2%	28.6%	24.4%
Rudy Giuliani	9.3%	7.1%	11.3%	10.9%	9.1%	9.4%	11.4%	2.4%
John McCain	6.9%	9.5%	7.5%	6.4%	7.1%	7.5%	4.3%	4.9%
Mitt Romney	5.1%	7.7%	5.7%	4.9%	2.6%	5.7%	2.9%	4.9%
Fred Thompson	3.3%	4.8%	4.7%	1.5%	3.9%	3.9%	1.9%	2.4%
Other Republicans	6.1%	2.4%	1.0%	3.1%	5.2%	7.7%	8.1%	9.8%
Other	1.0%	1.2%	1.9%	0.4%	0.6%	0.9%	2.9%	0.0%
No Primary Figure	19.3%	19.7%	13.2%	21.5%	22.1%	19.2%	11.8%	34.1%
Number of Stories	1742	168	106	265	154	722	210	41

Primary Figure - Network TV									
Percent of Stories									
	Morning Network	ABC Morning	CBS Morning	NBC Morning	Commercial Nightly Network	ABC Nightly	CBS Nightly	NBC Nightly	PBS Nightly
All Democrats	51.3%	59.3%	44.6%	50.0%	49.4%	51.1%	56.4%	41.1%	34.3%
Hillary Clinton	17.4%	21.0%	14.9%	16.4%	11.7%	14.0%	14.5%	7.1%	5.7%
Barack Obama	15.1%	17.3%	12.2%	15.5%	14.3%	14.0%	18.2%	10.7%	2.9%
John Edwards	3.4%	2.5%	1.4%	5.5%	3.9%	4.7%	7.3%	3.6%	0.0%
Elizabeth Edwards	6.0%	7.4%	5.4%	5.5%	6.5%	7.0%	3.6%	8.9%	5.7%
Joe Biden	3.0%	3.7%	2.7%	2.7%	2.6%	2.3%	1.8%	3.6%	2.9%
Other Democrats	6.4%	7.4%	8.0%	4.4%	10.4%	9.2%	11.0%	10.8%	17.1%
All Republicans	26.8%	18.5%	35.1%	27.3%	27.9%	27.9%	25.5%	30.4%	25.7%
Rudy Giuliani	10.9%	8.6%	14.9%	10.0%	9.1%	11.6%	3.6%	12.5%	2.9%
John McCain	6.4%	4.9%	9.5%	5.5%	7.1%	7.0%	9.1%	5.4%	11.4%
Mitt Romney	4.9%	2.5%	4.1%	7.3%	2.6%	2.3%	3.6%	1.8%	2.9%
Fred Thompson	1.5%	1.2%	1.4%	1.8%	3.9%	4.7%	3.6%	3.6%	0.0%
Other Republicans	3.1%	1.3%	5.2%	2.7%	5.2%	2.3%	5.6%	7.1%	8.5%
Other	0.4%	1.2%	0%	0%	0.6%	0%	3.6%	1.8%	0%
No Primary Figure	21.5%	21.0%	20.3%	22.7%	22.0%	20.9%	14.5%	26.8%	40.0%
Number of Stories	265	81	74	110	154	43	55	56	35

Primary Figure - Cable				
Percent of Stories				
	Cable Total	CNN	Fox News	MSNBC
All Democrats	45.7%	46.9%	43.6%	46.4%
Hillary Clinton	17.5%	15.9%	18.8%	17.7%
Barack Obama	13.9%	15.5%	11.5%	14.3%
John Edwards	3.0%	3.3%	3.7%	2.3%
Elizabeth Edwards	0.8%	1.3%	0.5%	0.8%
Joe Biden	2.5%	2.9%	2.8%	1.9%
Other Democrats	8.0%	8.0%	6.3%	9.4%
All Republicans	34.2%	31.0%	34.4%	37.0%
Rudy Giuliani	9.4%	5.9%	8.3%	13.6%
John McCain	7.5%	6.7%	9.2%	6.8%
Mitt Romney	5.7%	7.1%	4.1%	5.7%
Fred Thompson	3.9%	2.1%	6.0%	3.8%
Other Republicans	7.7%	9.2%	6.8%	7.1%
Other	0.9%	0.8%	1.9%	0.0%
No Primary Figure	19.2%	21.3%	20.1%	16.6%
Number of Stories	722	239	218	265

Party Tone by Media																
Percent of Stories																
N = Total number of stories																
	All Media				Newspapers				Online				Morning Network Total			
	Pos	Ne u	Ne g	N	Pos	Ne u	Ne g	N	Pos	Ne u	Ne g	N	Pos	Ne u	Ne g	N
Democra ts	34.8 %	38. 7	26. 5	85 3	58.8 %	30. 0	11. 3	8 0	31.0 %	53. 4	15. 5	5 8	43.4 %	39. 0	17. 6	13 6
Republic ans	26.2 %	39. 1	34. 8	53 5	26.4 %	34. 0	39. 6	5 3	34.4 %	53. 1	12. 5	3 2	26.8 %	42. 3	31. 0	71

Party Tone by Media																
Percent of Stories																
N = Total number of stories																
	Commercial Nightly Network Total				Cable Total				Talk Radio				NPR			
	Pos	Ne u	Ne g	N	Pos	Ne u	Ne g	N	Pos	Ne u	Ne g	N	Pos	Ne u	Ne g	N
Democra ts	39.5 %	43. 4	17. 1	7 6	33.9 %	40. 6	25. 5	33 0	14.3 %	18. 5	67. 2	11 9	41.2 %	52. 9	5.9	1 7
Republic ans	18.6 %	44. 2	37. 2	4 3	28.7 %	40. 9	30. 4	24 7	18.3 %	11. 7	70. 0	60	30.0 %	50. 0	20. 0	1 0

Party Tone by Media - Morning Network																
Percent of Stories																
N = Total number of stories																
	Morning Network Total				ABC				CBS				NBC			
	Pos	Neu	Neg	N	Pos	Neu	Neg	N	Pos	Neu	Neg	N	Pos	Neu	Neg	N
Democrats	43.4%	39.0	17.6	136	37.5%	39.6	22.9	48	51.5%	30.3	18.2	33	43.6%	43.6	12.7	55
Republicans	26.8%	42.3	31.0	71	33.3%	40.0	26.7	51	15.4%	53.8	30.8	26	33.3%	33.3	33.3	30

Party Tone by Media – Commercial Nightly Network																
Percent of Stories																
N = Total number of stories																
	ABC Nightly				CBS Nightly				NBC Nightly				PBS Nightly			
	Pos	Neu	Neg	N	Pos	Neu	Neg	N	Pos	Neu	Neg	N	Pos	Neu	Neg	N
Democrats	40.9%	40.9	18.2	22	45.2%	38.7	16.1	31	30.4%	52.2	17.4	23	8.3%	66.7	25.0	12
Republicans	16.7%	50.0	33.3	12	14.3%	42.9	42.9	14	23.5%	41.2	35.3	17	0.0%	77.8	22.2	9

Party Tone by Media – Cable																
Percent of Stories																
N = Total number of stories																
	Cable Total				CNN				Fox News				MSNBC			
	Pos	Neu	Neg	N	Pos	Neu	Neg	N	Pos	Neu	Neg	N	Pos	Neu	Neg	N
Democrats	33.9%	40.6	25.5	330	27.7%	49.1	23.2	112	24.2%	38.9	36.8	95	47.2%	34.1	18.7	123
Republicans	28.7%	40.9	30.4	247	13.5%	45.9	40.5	74	32.0%	46.7	21.3	75	37.8%	32.7	29.6	98

General Topic								
Percent of Stories								
	All Media	Newspapers	Online	Morning Network	Commercial Nightly Network	Cable	Talk Radio	NPR
Political Topics	63.4%	70.8%	68.9%	63.8%	67.5%	61.6%	55.2%	58.5%
Strategy and Polls	50.0%	45.2%	59.4%	51.3%	51.9%	50.0%	45.2%	39.0%
Fundraising	7.3%	16.1%	3.8%	7.9%	9.1%	6.4%	1.9%	17.1%
Other Political Topics	6.0%	9.1%	5.7%	4.5%	6.5%	5.2%	8.1%	2.4%
Personal Topics	17.3%	16.7%	15.1%	20.4%	17.5%	16.1%	21.0%	14.6%
Marriage Relationships	3.7%	2.4%	4.7%	4.5%	3.9%	3.9%	4.3%	2.4%
Personal Health	5.1%	2.4%	5.7%	8.7%	9.1%	2.9%	4.3%	9.8%
Religion	2.1%	1.2%	1.9%	0.8%	1.3%	3.0%	2.9%	0.0%
Other Personal Topics	6.4%	11.2%	2.8%	6.4%	3.2%	6.3%	9.5%	2.4%
Domestic Policy	7.2%	4.8%	5.7%	4.5%	1.9%	8.4%	12.4%	14.6%
Abortion	2.9%	0.6%	0.9%	3.0%	1.9%	3.9%	3.8%	2.4%
Other Domestic Policy Issues	4.3%	4.1%	4.8%	1.5%	0.0%	4.5%	8.6%	12.2%
Foreign Policy	7.5%	3.6%	5.7%	6.0%	7.8%	9.6%	6.2%	12.2%
Iraq War	6.3%	3.6%	5.7%	6.0%	6.5%	8.0%	2.4%	12.2%
Other Foreign Policy Issues	1.2%	0.0%	0.0%	0.0%	1.3%	1.6%	3.8%	0.0%
Public Record	1.4%	1.8%	0.0%	1.1%	2.6%	1.5%	1.4%	0.0%
Electorate	1.1%	1.2%	1.9%	1.9%	0.6%	0.8%	1.9%	0.0%
Miscellaneous	2.0%	1.2%	2.8%	2.3%	1.9%	1.9%	1.9%	0.0%

General Topic - Network									
Percent of Stories									
	Morning Network	ABC Morning	CBS Morning	NBC Morning	Commercial Nightly Network	ABC Nightly	CBS Nightly	NBC Nightly	PBS
Political Topics	63.8%	55.6%	77.0%	60.9%	67.5%	69.8%	69.1%	64.3%	85.7%
Strategy and Polls	51.3%	43.2%	62.2%	50.0%	51.9%	53.5%	52.7%	50.0%	71.4%
Fundraising	7.9%	7.4%	8.1%	8.2%	9.1%	11.6%	9.1%	7.1%	5.7%
Other Political Topics	4.5%	4.9%	6.7%	2.7%	6.5%	4.7%	7.3%	7.1%	8.6%
Personal Topics	20.4%	28.4%	12.2%	20.0%	17.5%	14.0%	18.2%	19.6%	11.4%
Marriage Relationships	4.5%	7.4%	1.4%	4.5%	3.9%	4.7%	1.8%	5.4%	0.0%
Personal Health	8.7%	12.3%	6.8%	7.3%	9.1%	9.3%	7.3%	10.7%	5.7%
Religion	0.8%	0.0%	0.0%	1.8%	1.3%	0.0%	3.6%	0.0%	0.0%
Other Personal Topics	6.4%	8.6%	4.1%	6.4%	3.2%	0.0%	5.5%	3.6%	5.7%
Domestic Policy	4.5%	6.2%	4.1%	3.6%	1.9%	2.3%	0.0%	3.6%	0.0%
Abortion	3.0%	4.9%	2.7%	1.8%	1.9%	2.3%	0.0%	3.6%	0.0%
Other Domestic Policy Issues	1.5%	1.2%	1.4%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Foreign Policy	6.0%	4.9%	4.1%	8.2%	7.8%	9.3%	7.3%	7.1%	2.9%
Iraq War	6.0%	4.9%	4.1%	8.2%	6.5%	9.3%	5.5%	5.4%	2.9%
Other Foreign Policy Issues	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	1.8%	1.8%	0.0%
Public Record	1.1%	0.0%	1.4%	1.8%	2.6%	0.0%	3.6%	3.6%	0.0%
Electorate	1.9%	1.2%	0.0%	3.6%	0.6%	2.3%	0.0%	0.0%	0.0%
Miscellaneous	2.3%	3.7%	1.4%	1.8%	1.9%	2.3%	1.8%	1.8%	0.0%

General Topic - Cable				
Percent of Stories				
	Cable Total	CNN	Fox News	MSNBC
Political Topics	61.6%	53.6%	68.3%	63.4%
Strategy and Polls	50.0%	39.7%	56.4%	54.0%
Fundraising	6.4%	7.5%	4.1%	7.2%
Other Political Topics	5.3%	6.3%	7.8%	2.3%
Personal Topics	16.1%	26.4%	10.1%	11.7%
Marriage Relationships	3.9%	4.2%	2.3%	4.9%
Personal Health	2.9%	3.8%	2.8%	2.3%
Religion	3.0%	6.7%	1.4%	1.1%
Other Personal Topics	6.2%	11.7%	3.7%	3.4%
Domestic Policy	8.4%	7.1%	8.7%	9.4%
Abortion	3.9%	2.1%	5.5%	4.2%
Other Domestic Policy Issues	4.6%	5.0%	3.2%	5.3%
Foreign Policy	9.0%	6.7%	9.6%	12.1%
Iraq War	8.0%	5.4%	8.3%	10.2%
Other Foreign Policy Issues	1.5%	1.3%	1.4%	1.9%
Public Record	1.5%	2.1%	0.9%	1.5%
Electorate	0.8%	0.8%	0.9%	0.8%
Miscellaneous	1.9%	3.3%	1.4%	1.1%

Impact								
Percent of Stories								
	All Media	Newspapers	Online	Morning Network	Commercial Nightly Network	Cable	Talk Radio	NPR
Citizens	11.9%	18.5%	11.3%	7.5%	10.4%	11.2%	15.4%	12.2%
Politicians	85.8%	78.6%	86.8%	90.6%	87.7%	86.8%	81.8%	87.8%
Interest Groups	0.6%	2.4%	0.0%	0.0%	0.0%	0.6%	0.7%	0.0%
Other	0.2%	0.6%	1.8%	1.9%	1.9%	1.4%	2.4%	0.0%

Impact - Network									
Percent of Stories									
	Morning Network	ABC Morning	CBS Morning	NBC Morning	Commercial Nightly Network	ABC Nightly	CBS Nightly	NBC Nightly	PBS
Citizens	7.5%	11.1%	1.4%	9.1%	10.4%	9.3%	7.3%	14.3%	8.6%
Politicians	90.6%	86.4%	95.9%	90.0%	87.7%	90.7%	89.1%	83.9%	82.9%
Interest Groups	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	1.9%	2.5%	2.7%	0.9%	1.9%	0.0%	3.6%	1.8%	8.6%

Impact - Cable				
	Cable Total	CNN	Fox News	MSNBC
Citizens	11.2%	9.6%	12.8%	11.3%
Politicians	86.8%	87.4%	84.9%	87.9%
Interest Groups	0.6%	0.8%	0.5%	0.4%
Others	1.4%	2.1%	1.8%	0.4%

Story Trigger Percent of Stories								
	All Media	Newspapers	Online	Morning Network	Commercial Nightly Network	Cable	Talk Radio	NPR
Candidate/Campaign	46.3%	36.9%	55.7%	54.3%	56.5%	44.2%	34.8%	41.5%
Observer Driven	9.2%	6.0%	11.3%	8.3%	11.0%	9.8%	10.5%	9.8%
Press	28.5%	46.4%	12.3%	25.3%	14.9%	30.2%	40.0%	19.5%
Debates/External Events	14.5%	10.7%	19.8%	11.7%	16.9%	13.6%	12.9%	26.8%
Independent Polls	1.1%	0.0%	0.9%	0.4%	0.0%	1.8%	1.9%	0.0%
Other	0.4%	0.0%	0.0%	0.0%	0.6%	0.4%	0%	2.4%

Story Trigger - Network Percent of Stories									
	Morning Network	ABC Morning	CBS Morning	NBC Morning	Commercial Nightly Network	ABC Nightly	CBS Nightly	NBC Nightly	PBS
Candidate/Campaign	54.3%	53.1%	54.1%	55.5%	56.5%	67.4%	52.7%	51.8%	54.3%
Observer Driven	8.3%	11.1%	12.2%	3.6%	11.0%	11.6%	12.7%	8.9%	0.0%
Press	25.3%	25.9%	17.6%	30.0%	14.9%	9.3%	16.4%	17.9%	14.3%
Debates/External Events	11.7%	9.9%	14.9%	10.9%	16.9%	11.6%	16.4%	21.4%	26.6%
Independent Polls	0.4%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	1.8%	0.0%	2.9%

Story Trigger - Cable				
Percent of Stories				
	Cable Total	CNN	Fox News	MSNBC
Candidate/Campaign	44.2%	43.5%	45.4%	43.8%
Observer Driven	9.8%	13.8%	11.0%	5.3%
Press	30.2%	32.2%	30.3%	28.3%
Debates/External Events	13.6%	6.7%	11.5%	21.5%
Independent Polls	1.8%	2.5%	1.8%	1.1%
Others	0.4%	1.3%	0.0%	0.0%

By Candidate

Placement²									
Percent of Stories									
N = Number of stories									
	Total	All Democrats	Hillary Clinton	Barack Obama	John Edwards	All Republicans	Rudy Giuliani	John McCain	Mitt Romney
Lead	11.3%	12.7%	12.6%	13.8%	9.9%	9.0%	10.5%	9.1%	8.0%
2 nd or 3 rd	29.0%	30.0%	27.6%	30.4%	32.4%	28.6%	34.0%	25.6%	28.4%
4 th and Lower	59.6%	57.3%	59.9%	55.8%	57.7%	62.4%	55.6%	65.3%	63.6%
N=	1742	853	294	240	71	535	162	121	88

Tone									
Percent of Stories									
N = Number of stories									
	Total	All Democrats	Hillary Clinton	Barack Obama	John Edwards	All Republicans	Rudy Giuliani	John McCain	Mitt Romney
Positive	25.4%	34.8%	26.9%	46.7%	31.0%	26.2%	27.8%	12.4%	34.1%
Neutral	31.3%	38.7%	35.4%	37.5%	33.8%	39.1%	35.2%	39.7%	35.2%
Negative	23.9%	26.5%	37.8%	15.8%	35.2%	34.8%	37.0%	47.9%	30.7%
N=	1742	853	294	240	71	535	162	121	88

² For newspapers, 2nd or 3rd story refers to all stories above the fold (except the lead) and 4th or lower refers to stories below the fold.

General Topic									
Percent of Stories									
N = Number of stories									
	Total	All Democrats	Hillary Clinton	Barack Obama	John Edwards	All Republicans	Rudy Giuliani	John McCain	Mitt Romney
Political	63.4%	58.6%	68.0%	57.1%	35.2%	64.9%	53.7%	64.5%	55.7%
Personal	17.3%	24.3%	13.6%	17.9%	42.3%	12.5%	11.1%	4.1%	28.4%
Domestic Policy	7.2%	5.2%	5.4%	6.3%	14.1%	12.1%	22.2%	11.6%	9.1%
Foreign Policy	7.5%	7.2%	9.9%	8.3%	7.0%	7.5%	7.4%	16.5%	3.4%
Public Record	1.4%	1.3%	1.7%	1.3%	0.0%	2.1%	3.1%	2.5%	3.4%
Electorate	1.1%	0.9%	0.7%	1.7%	1.4%	0.7%	1.9%	0.8%	0.0%
Misc.	2.0%	2.6%	0.7%	7.5%	0.0%	0.1%	0.6%	0.0%	0.0%
N=	1742	853	294	240	71	535	162	121	88

Story Trigger									
Percent of Stories									
N = Number of stories									
	Total	All Democrats	Hillary Clinton	Barack Obama	John Edwards	All Republicans	Rudy Giuliani	John McCain	Mitt Romney
Candidate/Campaign	46.3%	57.4%	47.6%	64.6%	56.3%	46.0%	37.0%	63.6%	52.3%
Observer Driven	9.2%	8.9%	13.9%	4.6%	2.8%	8.6%	7.4%	4.1%	10.2%
Press	28.5%	25.0%	30.3%	23.3%	33.8%	31.4%	35.8%	22.3%	29.5%
Debates/External	14.5%	7.6%	6.5%	5.8%	7.0%	12.1%	16.7%	8.3%	6.8%
Other	1.5%	1.1%	1.7%	1.7%	0.0%	1.9%	3.1%	1.7%	1.1%
N=	1722	853	294	240	71	535	162	121	88

Impact									
Percent of Stories									
	Total	All Democrats	Hillary Clinton	Barack Obama	John Edwards	All Republicans	Rudy Giuliani	John McCain	Mitt Romney
Citizens	11.9%	12.3%	12.6%	12.9%	16.9%	13.1%	18.5%	14.9%	13.6%
Politicians	85.8%	86.3%	86.1%	85.8%	83.1%	85.4%	81.5%	83.5%	85.2%
Interest Groups	0.6%	0.4%	0.7%	0.0%	0.0%	0.4%	0.0%	0.0%	1.1%
Other	0.7%	1.0%	0.7%	0.9%	0.0%	1.1%	0.0%	7.7%	0.0%
N=	1742	853	294	240	71	535	162	121	88

PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
SEPTEMBER 28 – OCTOBER 1, 2007 NEWS INTEREST INDEX OMNIBUS SURVEY
FINAL TOPLINE
N=1,018

Now thinking about the 2008 presidential campaign...

Q.3 In general, how would you rate the job the press has done in covering the presidential campaign [READ]?

	<u>Excellent</u>	<u>Good</u>	<u>Only Fair</u>	<u>Poor</u>	<u>DK/Refused</u>	
Sept. 28-Oct. 1, 2007	6	35	32	21	6=100	
February 2-5, 2007³	11	45	32	11	1=100	(N=633)
June, 2004	10	37	34	15	4=100	
Early February, 2004	11	43	30	12	4=100	
June, 2000	7	41	38	10	4=100	
March, 2000	10	46	32	9	3=100	
February, 2000	13	50	25	7	5=100	
September, 1996	13	44	29	11	3=100	
July, 1996	7	35	42	14	2=100	
February, 1996	16	45	25	10	4=100	
September, 1992	12	45	27	11	5=100	
May, 1992	10	44	33	10	3=100	
March, 1992	12	51	28	6	3=100	
February, 1992	11	45	32	7	5=100	

Q.4 Would you like to see MORE coverage or LESS coverage of [INSERT ITEM; ROTATE]?

	<u>More coverage</u>	<u>Less coverage</u>	<u>(VOL) Same amount</u>	<u>DK/Refused</u>
a. The candidates' personal backgrounds and experiences	55	36	6	3=100
May 24-27, 2007	54	39	4	3=100
June, 2000 ⁴	42	50	4	4=100
October, 1991	46	41	8	5=100
b. The candidates' positions on issues	77	17	4	2=100
May 24-27, 2007	76	19	3	2=100
June, 2000 ⁵	85	9	3	3=100
October, 1991	80	11	5	4=100
c. Which candidate is leading in the latest polls	42	45	9	4=100
May 24-27, 2007	42	46	6	6=100
June, 2000	44	42	6	8=100
d. The candidates who are not frontrunners	55	37	5	3=100

³ For February 2-5, 2007, the item was asked only of those following the 2008 presidential campaign 'Very' or 'fairly' closely and was part of a randomized list of news stories. The story was listed as "News about candidates for the 2008 presidential election."

⁴ In June, 2000 and October, 1991 the question asked about: "The candidates discussing their personal backgrounds and experiences."

⁵ In June, 2000 and October, 1991 the question asked about: "The candidates discussing their position on issues."

	May 24-27, 2007	54	39	4	3=100
e.	The sources of candidates' campaign money	55	35	7	3=100
	June, 2000	49	44	2	5=100
f.	The candidate debates	57	32	8	3=100
	May 24-27, 2007	57	36	5	2=100
	June, 2000 ⁶	64	28	5	3=100
	October, 1991	58	28	9	5=100

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OCTOBER 12-15, 2007 NEWS INTEREST INDEX OMNIBUS SURVEY
FINAL TOPLINE
N=1,011

Q.3 As I read a list of some stories covered by news organizations this past week, 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?”]

f.	News about candidates for the 2008 presidential election	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
	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

⁶ In June, 2000 and October, 1991 the question asked about: “The candidates debating each other.”

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, 2007⁷	24	27	22	26	1=100
2004 Presidential Election					
November, 2004 (RVs)	52	36	8	4	*=100
Mid-October, 2004	46	30	12	11	1=100
August, 2004	32	38	16	14	*=100
July, 2004	29	37	18	15	1=100
April, 2004	31	33	19	16	1=100
Mid-March, 2004	35	34	18	13	*=100
Late February, 2004	24	40	23	12	1=100
Early February, 2004 ⁸	29	37	20	13	1=100
Mid-January, 2004	16	30	27	26	1=100
Early January, 2004	14	32	30	23	1=100
December, 2003	16	26	27	30	1=100
November, 2003	11	26	34	28	1=100
October, 2003	12	27	28	32	1=100
September, 2003	17	25	30	27	1=100
Mid-August, 2003	12	27	27	33	1=100
May, 2003	8	19	31	41	1=100
January, 2003	14	28	29	28	1=100
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

⁷ January 19-22, 2007 asked about "Recent announcements by prominent Democrats about plans to run for president in 2008."

⁸ From May 2003 to Early February 2004 and in March 1992, the story was listed as "The race for the Democratic nomination." In January 2003, the story was listed as "Recent announcements by prominent Democrats about plans to run for president in 2004." In September 2000, Early September and July 1996, and May 1992, the question asked about "the presidential election campaign." In January, March and April 1996, the story was listed as "News about the Republican presidential candidates." In August 1992, the story was listed as "News about the presidential election." In July 1992, the story was listed as "News about the presidential campaign." In January 1992, the story was listed as "News about the Democratic candidates for the presidential nomination." In 1988, the story was introduced as being from "this past year" and was listed as "News about the presidential campaign in 1988."

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
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