



**FOR IMMEDIATE RELEASE:**  
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**FOR FURTHER INFORMATION:**  
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**Public Tunes into Georgia Conflict**

**STRONG ADVANCE INTEREST IN DEMOCRATIC CONVENTION**

The upcoming Democratic National Convention is generating much more public interest than did the party's convention four years ago. Fully 59% of Americans say they are interested in following what happens at the Democratic convention, up from 36% in 2004. Nearly a third (31%) say they are very interested, while 28% say they are fairly interested in developments from Denver next week.

<b>Strong Public Interest in Democratic Convention</b>				
<i>Interested in following Dem convention or not?</i>	<u>1992</u>	<u>2004</u>	<u>2008</u>	
	%	%	%	
Yes, interested	53	36	59	
No, not interested	45	63	41	
Don't know	<u>2</u>	<u>1</u>	<u>*</u>	
	100	100	100	
<i>Interested in following Rep convention or not?</i>	<u>1996</u>	<u>2000</u>	<u>2004</u>	<u>2008</u>
	%	%	%	%
Yes, interested	44	34	46	48
No, not interested	55	64	53	51
Don't know	<u>1</u>	<u>2</u>	<u>1</u>	<u>1</u>
	100	100	100	100

Roughly half of the public (48%) expresses interest in following this year's Republican National Convention. This is comparable to interest in the 2004 GOP convention, but significantly higher than 2000, when the party first selected George W. Bush as its nominee.

Democrats are especially enthusiastic about their party's convention next week. An overwhelming majority of Democrats (79%) say they are interested in following the convention. More than a third of Democrats (36%) say they plan to watch all or most of the television coverage of the convention, another 30% plan to watch some of it.

Most Democrats say they are very interested in hearing Barack Obama's speech accepting the party's nomination. However, those who favored Hillary Clinton for the Democratic nomination express only modest interest in Obama's address: just 43% say they are very interested in hearing Obama's acceptance speech while a larger percentage (56%) expresses strong interest in hearing Hillary Clinton's address to the convention.

## Interest in GOP Convention

Republicans are less intensely interested than Democrats in their party's convention. Seven-in-ten Republicans are interested in following what happens in Minneapolis; 39% are very interested and 31% are fairly interested. One-in-five Republicans plan to watch all or most of the convention coverage on TV, while 44% say they will watch some of it.

Independents are more interested in the Democratic convention than they are in the Republican convention. About half of independents (52%) say they are interested in following what goes on in Denver next week (21% are very interested, 31% fairly interested). Only 40% say they are interested in following the events at the GOP convention in Minneapolis. Nearly six-in-ten independents (59%) say are not interested in following the GOP convention, while 48% express no interest in the Democratic convention.

<i>Interested in following your party's convention?</i>	<u>Dems</u> %	<u>Reps</u> %
Interested	79	70
<i>Very interested</i>	51	39
<i>Fairly interested</i>	28	31
Not interested	21	30
Don't know	0	*
	<u>100</u>	<u>100</u>

<i>Interested in following Dem/Rep convention?</i>	<u>Dem</u> %	<u>Rep</u> %
Interested	52	40
<i>Very interested</i>	21	16
<i>Fairly interested</i>	31	24
Not interested	48	59
Don't know	*	1
	<u>100</u>	<u>100</u>

## Obama's Speech Most Anticipated Convention Event

Among the various events that will take place at the Democratic convention next week, the public is most interested in watching Barack Obama's acceptance speech: 33% say they are very interested in Obama's speech, while 25% are fairly interested. Before the Democratic convention in 2004, 25% said they were very interested in hearing John Kerry's acceptance speech. In 1992, an identical percentage (25%) expressed strong interest in Bill Clinton's acceptance address.

	<i>How interested...</i>				
	<u>Very</u> %	<u>Fairly</u> %	<u>too</u> %	<u>at all</u> %	<u>DK</u> %
<i>Democratic Convention:</i>					
Obama's speech	33	25	14	27	1=100
Party platform	28	36	13	23	*=100
Hillary Clinton's speech	28	24	14	34	*=100
Roll call of states	23	22	18	37	*=100
Michelle Obama's speech	20	24	17	39	*=100
<i>Republican Convention:</i>					
McCain's speech	24	28	15	33	*=100
Party platform	23	35	16	26	*=100
Roll call of states	17	22	20	41	*=100

Fully 58% of Democrats say they are very interested in Obama's speech. Again, Democratic enthusiasm outweighs the feelings of the party faithful in 2004, when only 46% of Democrats were very interested in hearing Kerry's speech.

Overall, 28% of Americans say they are very interested in the Democratic platform, which is comparable to the percentage expressing strong interest in the party's platform in 2004 (31%). Interest in the Democratic platform was much greater in 1992, when nearly four-in-ten Americans (38%) said they were very interested in the party's platform.

### Dems Divided Over Convention Speeches

As many Americans say they are very interested in Clinton's speech as in the Democratic platform (28%). While a solid majority of Clinton's supporters (56%) say they are very interested in her address to the delegates, interest is more muted among those who supported Obama for the nomination; just 37% of Obama's supporters say they are very interested in hearing Clinton's speech.

By contrast, while 60% of Obama supporters are very interested in his speech, just 43% of Clinton supporters say the same.

Among the other events scheduled for next week in Denver, 23% of the public say they are very interested in watching the traditional roll call of the states as they cast ballots at the convention, and 20% are very interested in hearing Michelle Obama's speech. Interest in Mrs. Obama's speech is much higher than interest in Laura Bush's convention speech in 2000. Just 10% said they were very interested in what Mrs. Bush had to say the year her husband first was nominated by his party.

	Clinton Supporters*	Obama Supporters*
	%	%
<i>Interested in hearing Clinton's speech?</i>		
Very interested	56	37
Fairly interest	26	28
Not too interested	10	15
Not at all interested	8	20
Don't Know	0	0
	100	100
<i>Interested in hearing Obama's speech?</i>		
Very interested	43	60
Fairly interest	24	29
Not too interested	15	5
Not at all interested	17	6
Don't Know	1	0
	100	100

\* Based on Democrats and Dem leaners who preferred Clinton/Obama during the Democratic nomination contest.

### Fewer Interested in McCain's Speech

Fewer Americans are very interested in hearing McCain's acceptance speech than Obama's (24% vs. 33%). And there is far less advance interest in McCain's speech among Republicans than there is interest in Obama's speech among Democrats. Just 43% of Republicans say there are very interested in McCain's speech, while 58% of Democrats are highly interested in Obama's address.

Nonetheless, interest in McCain's speech among the public is about as great as for Bush's acceptance speech in 2000. Roughly a quarter of Americans (23%) also said they were very interested in Bush's speech.

The public is about as interested in learning about the GOP Party platform as it is in hearing McCain's speech: 23% are very interested in the party platform. Somewhat fewer (17%) are very interested in watching the roll call of the states as they cast their ballots.

### Increased Interest in Georgia Conflict

The public was highly attentive this past week to the ongoing military conflict between Russia and the Republic of Georgia. More than a third (35%) say they followed this story very closely while another 35% say they followed it fairly closely.

Interest in the situation in Georgia increased significantly from the previous week when only 17% followed the story very closely. Higher public interest followed increased news coverage of the conflict. According to the *News Coverage Index* from Pew's Project for Excellence in Journalism the conflict between Russia and Georgia was the most heavily covered story by the national media last week, accounting for 26% of all news. The conflict supplanted the 2008 presidential campaign as the most heavily covered story of the week, which marked the first time a non-campaign story has drawn greater coverage than the campaign since November 2007.

Public Interest in Recent Foreign News Stories*		
Story...		Followed Very Closely %
Russia/Georgia conflict**	8/15/08	35
Investigation into UK car bombs**	7/06/07	34
Assassination of Benazir Bhutto	1/04/08	32
British sailors released by Iran**	4/05/07	31
Iran fires test missiles	7/11/08	25
Pakistan bomb aimed at Bhutto	10/19/07	21
Palestinian conflict**	6/15/07	20
Terrorist plot in Germany	9/07/07	20
Political instability in Pakistan**	11/16/07	20
Fidel Castro Resigns	2/22/08	18
Hostages rescued in Columbia	7/3/08	17
Violence in Lebanon	5/24/07	15
Referendum in Venezuela	12/07/07	15
Violence in Kenya	1/04/08	14
Pro-democracy protests in Burma	9/28/07	13
Elections/Violence in Zimbabwe**	6/27/08	13
Tony Blair's resignation	5/11/07	12
Tibetan protests of Chinese gov't	3/20/08	12
Ethnic violence in Darfur	6/01/07	12
Hezbollah protests in Lebanon	1/26/07	11
Raid on a Pakistani mosque	7/13/07	10
Military conflict in Somalia	1/05/07	9
Election of new Russian president	3/7/08	7
Parliamentary elections in Russia	12/07/07	5

\* Stories that do not directly involve the United States or Americans.

\*\*Interest in these stories was tracked over more than one week; highest reported interest shown here.

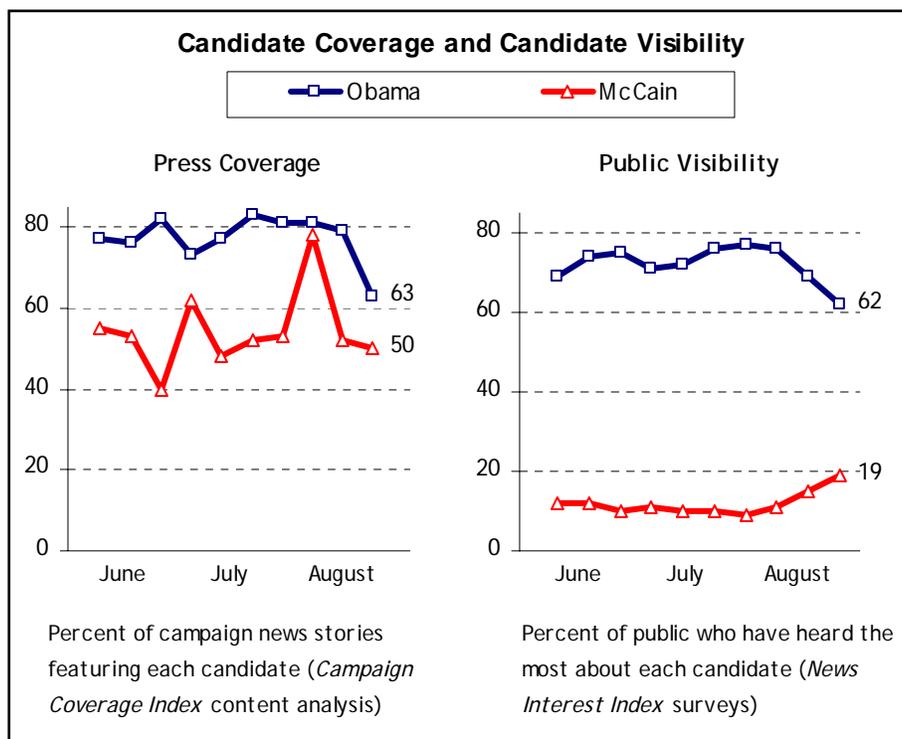
The crisis in Georgia is one of only a handful of recent overseas news stories that has attracted substantial public interest. This excludes stories in which the United States or U.S. citizens have played substantial roles, such as in the wars in Iraq and Afghanistan. Aside from the Georgia conflict, other closely followed foreign news events include the investigation of car bombs in London and Scotland in July 2007, the assassination of former Pakistani prime minister Benazir Bhutto in December 2007, and the release of British sailors held by Iran in April 2007. Each of these events also was followed very closely by roughly a third of the public.

## Campaign: McCain's Visibility Ticks Up

The news media and the public's attention were divided last week between the conflict in Georgia, the Beijing Olympics, and the presidential race. One-in-four Americans reported following the 2008 presidential campaign very closely, while the election fell to third on the list of top stories – just 15% said they followed the campaign more closely than any other major news story.

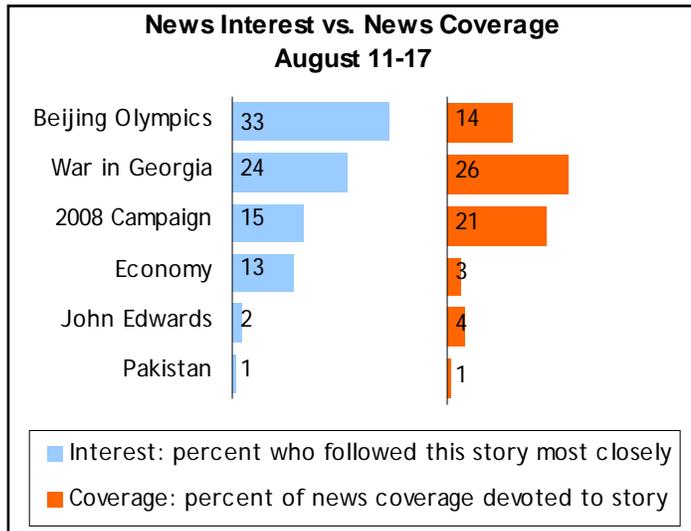
In terms of press coverage, Barack Obama, who was on vacation last week, still generated more campaign news coverage than John McCain (63% vs. 50%, according to the *Campaign Coverage Index* from Pew's Project for Excellence in Journalism). That said, last week was among the closest weeks between Obama and McCain in terms of campaign coverage since the general election began in earnest during early June.

In addition to narrowing the gap in coverage, John McCain also increased his public visibility last week relative to Barack Obama. While Obama was still by far the most visible candidate, John McCain narrowed that advantage somewhat: 62% of Americans now say that Obama is the candidate they have been hearing most about in the news, while 19% cite John McCain.



## Olympics Top News Interest: Games Draw Large Female Audience

While the events in Georgia attracted considerable public attention and news coverage last week, it was the Beijing Olympics that was the public's top story. One-third of all Americans cited the Olympics as the news story they had been following more closely than any other last week. Overall 35% said they were following the Games very closely, up from 24% the previous week. Compared with Summer Olympiads of the recent past, the Beijing Games are attracting slightly more attention than the 2004 Athens Summer Games and the 2000 Sydney competitions. Interest in Beijing last week did not match that of the Atlanta Games in 1996.



In most cases sporting events attract a larger male than female audience. Not so, when it comes to following the Summer Olympics. For the Beijing Games and the three preceding Summer Olympics, women have followed the events as closely as or more closely than men; while the Super Bowl, the World Series and the NCAA Basketball tournament attract a considerably larger male than

**Olympics Attract More Females Viewers than Other Sports**

		Total	Gender		gap
<i>Percent following Olympics news very closely</i>			Men %	Women %	
Beijing Olympics (week 2)	8/15/2008	35	36	35	-1
Beijing Olympics (week 1)	8/8/08	24	23	25	2
2004 Athens Olympic	9/8/2004	25	24	26	2
2000 Sydney Olympics	10/04/2000	27	25	28	3
1996 Atlanta Olympics	7/25/1996	45	42	47	5
<i>Percent following news about other sports very closely</i>					
2008 NCAA Basketball	3/28/2008	13	19	8	-11
2008 Super Bowl	2/1/2008	20	25	14	-11
2007 Super Bowl	2/9/2007	26	33	20	-13
2007 World Series	10/26/2007	20	24	16	-8
2006 Soccer World Cup	6/14/2006	8	10	6	-4
2002 Soccer World Cup	6/19/2002	10	12	7	-5

female audience. In the current Pew poll, as many as 35% of women called the Olympics their top story, far outpacing interest in other news. Men's news interest was divided between the Olympics and the conflict in Georgia (30% vs. 28%, respectively).

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 were collected from August 11-17 and survey data measuring public interest in the top news stories of the week were collected August 15-18 from a nationally representative sample of 1,001 adults.

### **In Other News...**

Reports about the condition of the U.S. economy were the fourth biggest news item for the public last week. Four-in-ten Americans (39%) were following this news very closely and 13% said this was their top story for the week. The economy accounted for 3% of total news for the week of August 11-17.

Former presidential candidate John Edwards' admission that he had an extramarital affair attracted the very close attention of just 13% of the public; just 2% said this was their most closely followed story. The media devoted 4% of the newshole to reporting on Edwards' affair.

One-in-ten Americans followed news about political instability in Pakistan very closely and just 1% said it was the story they followed more closely than any other.

## 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](http://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 seven 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 Holzwart and Alec Tyson, Research Analysts  
James Albrightain, Research Assistants

**PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS**  
**AUGUST 15-18, 2008 NEWS INTEREST INDEX OMNIBUS SURVEY**  
**TOPLINE**  
**N=1,001**

Q.1 Apart from who you support, which presidential candidate have you heard the most about in the news in the last week or so? [OPEN-END. RECORD FIRST MENTION ONLY]

	<u>Barack Obama</u>	<u>John McCain</u>	<u>Other<sup>1</sup></u>	<u>Don't know/ Refused</u>
August 15-18, 2008	62	19	4	15=100
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?

	<u>More Favorable</u>	<u>Less Favorable</u>	<u>Opinion has Not changed</u>	<u>Don't know</u>
a. Barack Obama	16	21	60	3=100
August 8-11, 2008	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

<sup>1</sup> Other includes responses for Hillary Clinton.

Q.2 CONTINUED...

	More <u>Favorable</u>	Less <u>Favorable</u>	Opinion has <u>Not change</u>	Don't <u>know</u>
May 16-19, 2008	19	19	59	3=100
May 9-12, 2008	20	23	55	2=100
May 2-5, 2008	11	25	59	5=100
April 25-28, 2008	16	24	58	2=100
April 18-21, 2008	18	24	54	4=100
March 28-31, 2008	18	27	52	3=100
March 20-24, 2008	22	30	46	2=100
b. John McCain	17	21	59	3=100
August 8-11, 2008	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 <u>Closely</u>	Fairly <u>Closely</u>	Not too <u>Closely</u>	Not at all <u>Closely</u>	DK/ <u>Refused</u>
a. Reports about the condition of the U.S. economy	39	36	15	10	*=100
August 8-11, 2008	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

**Q.3 CONTINUED...**

	<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<u>DK/ Refused</u>
<b>February 1-4, 2008</b>	<b>40</b>	<b>37</b>	<b>14</b>	<b>8</b>	<b>1=100</b>
<b>January 18-21, 2008</b>	<b>42</b>	<b>31</b>	<b>16</b>	<b>11</b>	<b>*=100</b>
<b>January 11-14, 2008</b>	<b>36</b>	<b>32</b>	<b>15</b>	<b>16</b>	<b>1=100</b>
<b>November 2-5, 2007</b>	<b>27</b>	<b>37</b>	<b>16</b>	<b>19</b>	<b>1=100</b>
<b>October 19-22, 2007</b>	<b>25</b>	<b>34</b>	<b>20</b>	<b>21</b>	<b>*=100</b>
<b>August 10-13, 2007</b>	<b>28</b>	<b>36</b>	<b>18</b>	<b>18</b>	<b>*=100</b>
Mid-November, 2006	31	40	17	11	1=100
December, 2005	35	35	18	11	1=100
Early November, 2005	35	39	17	9	*=100
Mid-May, 2005	30	39	19	11	1=100
January, 2005	35	41	17	7	*=100
Mid-October, 2004	30	43	16	10	1=100
Early September, 2004	39	34	15	11	1=100
Mid-January, 2004	37	41	15	7	*=100
December, 2003	35	38	14	11	2=100
November, 2003	40	34	15	10	1=100
October, 2003	32	39	16	12	1=100
September, 2003	39	30	18	12	1=100
March, 2003	40	35	16	8	1=100
February, 2003	42	33	15	10	*=100
January, 2003	40	35	13	11	1=100
December, 2002	38	34	17	10	1=100
February, 2002	35	40	15	9	1=100
January, 2002	30	44	16	9	1=100
December, 2001	37	40	13	8	2=100
Mid-November, 2001	41	36	15	7	1=100
June, 2001	24	41	18	16	1=100
May, 2001	34	36	15	15	0=100
April, 2001	36	34	16	13	1=100
February, 2001	30	39	18	12	1=100
January, 2001	32	38	17	11	2=100
June, 1995	26	41	22	11	*=100
March, 1995	27	45	19	9	*=100
February, 1995	23	41	22	13	1=100
December, 1994	28	43	20	9	*=100
October, 1994	27	40	20	12	1=100
June, 1994	25	42	23	10	*=100
May, 1994	33	40	16	10	1=100
January, 1994	34	39	16	10	1=100
Early January, 1994	36	44	13	7	*=100
December, 1993	35	41	15	8	1=100
October, 1993	33	38	20	9	*=100
September, 1993	37	40	14	8	1=100
Early September, 1993	39	39	14	9	*=100
August, 1993	41	36	14	9	*=100
May, 1993	37	38	18	6	1=100
February, 1993	49	36	10	5	*=100
January, 1993	42	39	12	7	*=100
September, 1992	43	37	13	6	1=100
May, 1992	39	39	15	6	1=100
March, 1992	47	38	11	4	*=100
February, 1992	47	37	10	6	*=100
January, 1992	44	40	11	5	*=100

**Q.3 CONTINUED...**

	Very <u>Closely</u>	Fairly <u>Closely</u>	Not too <u>Closely</u>	Not at all <u>Closely</u>	DK/ <u>Refused</u>
October, 1991	36	38	16	9	1=100
b. John Edwards' admission that he had an affair	13	26	30	30	1=100
c. News about political instability in Pakistan	10	25	29	35	1=100
<b>TREND FOR COMPARISON:<sup>2</sup></b>					
February 22-25, 2008: <i>Parliamentary elections</i>	9	24	28	39	*=100
January 11-14, 2008: <i>Pakistan instability</i>	19	33	20	27	1=100
January 4-7, 2008: <i>Bhutto assassination</i>	32	36	15	16	1=100
Nov. 30-Dec. 3, 2007: <i>Pakistan instability</i>	16	28	26	30	*=100
Nov. 23-26, 2007: <i>Pakistan instability</i>	13	27	31	28	1=100
Nov. 16-19, 2007: <i>Pakistan instability</i>	20	30	21	28	1=100
Nov. 9-12, 2007: <i>Pakistan instability</i>	20	29	23	28	*=100
October 19-22, 2007: <i>Pakistan bombing aimed at Bhutto</i>	21	28	21	30	*=100
July 13-16, 2007: <i>Raid on Pakistani mosque</i>	10	19	23	47	1=100
d. The Olympic Games in Beijing, China	35	31	17	16	1=100
August 8-11, 2008	24	29	24	23	*=100
August 1-4, 2008 <sup>3</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
<b>TREND FOR COMPARISON:</b>					
Early September, 2004: <i>Summer/Athens</i>	25	25	21	29	*=100
Early October, 2000: <i>Summer/Sydney</i>	27	28	24	21	*=100
Early September, 1996: <i>Summer/Atlanta</i>	32	34	20	14	*=100
July, 1996: <i>Summer/Atlanta</i>	45	30	13	11	1=100
e. The ongoing hostilities between Russia and the Republic of Georgia	35	35	15	15	*=100
August 8-11, 2008 <sup>4</sup>	17	22	23	37	1=100
<b>TREND FOR COMPARISON:<sup>5</sup></b>					
June, 2002: <i>Tensions between India-Pakistan</i>	24	33	24	18	1=100
Jan., 2000: <i>Russian military in Chechnya</i>	10	25	30	34	1=100
Dec., 1999: <i>Russian military in Chechnya</i>	11	22	31	34	2=100
February, 1995: <i>Russia's fighting in Chechnya</i>	10	27	27	35	1=100
May, 1993: <i>Civil war in Bosnia</i>	23	34	28	13	2=100
January, 1992: <i>Civil war in Soviet Georgia</i>	11	35	33	20	1=100
f. News about candidates for the 2008 presidential election	25	41	19	14	1=100

<sup>2</sup> February 22-25, 2008 asked about "Parliamentary elections and changes in party control in Pakistan." January 4-7, 2008 asked about "The assassination of former Prime Minister Benazir Bhutto and resulting instability in Pakistan." October 19-22, 2007 asked about "A bombing in Pakistan aimed at former Prime Minister Benazir Bhutto that killed over 120 people." July 13-16, 2007 asked about "The Pakistani government's raid on a mosque held by Islamic radicals."

<sup>3</sup> 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."

<sup>4</sup> For August 8-11, 2008, the story was listed as "Russia sending troops into the Republic of Georgia."

<sup>5</sup> 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."

Q.3 CONTINUED...

	Very <u>Closely</u>	Fairly <u>Closely</u>	Not too <u>Closely</u>	Not at all <u>Closely</u>	DK/ <u>Refused</u>
August 8-11, 2008	27	38	22	13	*=100
August 1-4, 2008	30	42	19	9	*=100
July 25-28, 2008	30	34	21	15	*=100
July 18-21, 2008	30	35	21	14	*=100
July 11-14, 2008	28	34	22	15	1=100
July 3-7, 2008	25	35	23	17	*=100
June 27-30, 2008	39	33	18	10	*=100
June 20-23, 2008	28	38	22	12	*=100
June 13-16, 2008	35	35	20	10	*=100
June 6-9, 2008	38	35	17	10	*=100
May 30-June 2, 2008	30	35	21	14	*=100
May 22-25, 2008	32	37	20	11	*=100
May 16-19, 2008	33	37	19	10	1=100
May 9-12, 2008	35	36	18	11	*=100
May 2-5, 2008	27	35	23	14	1=100
April 25-28, 2008	34	37	18	11	*=100
April 18-21, 2008	29	41	19	10	1=100
April 11-14, 2008	31	37	22	10	*=100
April 4-7, 2008	33	36	17	14	*=100
March 28-31, 2008	31	41	18	10	*=100
March 20-24, 2008	34	37	18	11	*=100
March 14-17, 2008	40	37	16	7	*=100
March 7-10, 2008	39	36	15	9	1=100
February 29-March 3, 2008	43	34	14	9	*=100
February 22-25, 2008	42	37	13	8	*=100
February 15-18, 2008	44	36	10	10	*=100
February 8-11, 2008	39	37	15	9	0=100
February 1-4, 2008	37	35	16	12	*=100
January 25-28, 2008	36	37	14	12	1=100
January 18-21, 2008	36	34	18	12	*=100
January 11-14, 2008 <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	35	22	19	*=100
November 30 – December 3, 2007	23	35	23	19	*=100
November 23-26, 2007	20	33	26	20	1=100
November 16-19, 2007	26	33	21	19	1=100
November 9-12, 2007	21	33	25	21	*=100
November 2-5, 2007	27	30	21	21	1=100
October 26-29, 2007	21	34	26	19	*=100
October 19-22, 2007	23	32	22	23	*=100
October 12-15, 2007	13	31	26	30	*=100
October 5-8, 2007	22	30	24	24	*=100
September 28 – October 1, 2007	21	34	25	20	*=100
September 21-24, 2007	24	31	22	23	*=100
September 14-17, 2007	22	31	24	23	*=100
September 7-10, 2007	18	34	26	22	*=100
August 30-September 2, 2007	19	35	21	25	*=100
August 24-27, 2007	22	28	24	26	*=100
August 17-20, 2007	19	27	24	30	*=100
August 10-13, 2007	23	32	21	24	*=100

<sup>6</sup> January 11-14, 2008 asked about: “News about the New Hampshire primaries and the presidential campaign.”

Q.3 CONTINUED...

	Very <u>Closely</u>	Fairly <u>Closely</u>	Not too <u>Closely</u>	Not at all <u>Closely</u>	DK/ <u>Refused</u>
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, 2007 <sup>7</sup>	24	27	22	26	1=100
<b>2004 Presidential Election</b>					
November, 2004 (RVs)	52	36	8	4	*=100
Mid-October, 2004	46	30	12	11	1=100
August, 2004	32	38	16	14	*=100
July, 2004	29	37	18	15	1=100
April, 2004	31	33	19	16	1=100
Mid-March, 2004	35	34	18	13	*=100
Late February, 2004	24	40	23	12	1=100
Early February, 2004 <sup>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

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

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

**Q.3 CONTINUED...**

	<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<u>DK/ Refused</u>
September, 2003	17	25	30	27	1=100
Mid-August, 2003	12	27	27	33	1=100
May, 2003	8	19	31	41	1=100
January, 2003	14	28	29	28	1=100
<b>2000 Presidential Election</b>					
Early November, 2000 (RVs)	39	44	12	5	*=100
Mid-October, 2000 (RVs)	40	37	15	8	*=100
Early October, 2000 (RVs)	42	36	15	6	1=100
September, 2000	22	42	21	15	*=100
July, 2000	21	38	20	20	1=100
June, 2000	23	32	23	21	1=100
May, 2000	18	33	26	23	*=100
April, 2000	18	39	22	20	1=100
March, 2000	26	41	19	13	1=100
February, 2000	26	36	21	17	*=100
January, 2000	19	34	28	18	1=100
December, 1999	16	36	24	23	1=100
October, 1999	17	32	28	22	1=100
September, 1999	15	31	33	20	1=100
July, 1999	15	38	24	22	1=100
June, 1999	11	25	29	34	1=100
<b>1996 Presidential Election</b>					
November, 1996 (RVs)	34	45	15	6	*=100
October, 1996	31	39	18	12	*=100
Early September, 1996	24	36	23	17	*=100
July, 1996	22	40	23	14	1=100
March, 1996	26	41	20	13	*=100
January, 1996	10	34	31	24	1=100
September, 1995	12	36	30	22	*=100
August, 1995	13	34	28	25	*=100
June, 1995	11	31	31	26	1=100
<b>1992 Presidential Election</b>					
October, 1992 (RVs)	55	36	7	2	0=100
September, 1992 (RVs)	47	36	11	6	*=100
August, 1992 (RVs)	36	51	11	2	0=100
July, 1992	20	45	26	9	*=100
May, 1992	32	44	16	8	*=100
March, 1992	35	40	16	9	*=100
January, 1992	11	25	36	27	1=100
December, 1991	10	28	32	30	*=100
October, 1991	12	26	31	29	2=100
<b>1988 Presidential Election</b>					
October, 1988 (RVs)	43	44	11	2	*=100
August, 1988 (RVs)	39	45	13	3	*=100
May, 1988	22	46	23	6	3=100
November, 1987	15	28	35	21	1=100
September, 1987	14	34	37	14	1=100

Q.4 Which ONE of the stories I just mentioned have you followed most closely, or is there another story you've been following MORE closely? **[DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE.]**

33	The Olympic Games in Beijing, China
24	The ongoing hostilities between Russia and the Republic of Georgia
15	News about the candidates for the 2008 presidential election
13	Reports about the condition of the U.S. economy
2	John Edwards' admission that he had an affair
1	News about political instability in Pakistan
2	Some other story ( <b>SPECIFY</b> )
<u>10</u>	Don't know/Refused
100	

**ASK ALL:**

As you may know, both the Democratic and Republican parties will be holding their conventions over the next few weeks...

**ROTATE Q.5 AND Q.6 AS A BLOCK WITH Q.7 AND Q.8 AS A BLOCK**

Q.5 Are you interested in following what happens at the upcoming DEMOCRATIC National Convention in Denver, or aren't you that interested in the convention? **[IF YES, ASK: Is that very or fairly interested?]**

		July <u>2004</u>	July <u>1992</u>
59	Interested	36	53
31	Very interested	19	26
28	Fairly interested/Don't know	17	27
41	Not interested	63	45
<u>*</u>	Don't know	<u>1</u>	<u>2</u>
100		100	100

Q.6 How much of the television coverage of the DEMOCRATIC convention do you plan to watch... do you think you'll watch all or most of the coverage, some of it, just a little, or none of it?

		July <u>2004</u>	July <u>2000</u>
20	All or most of the coverage	16	13
29	Some of it	29	28
26	Just a little	29	30
25	None of it	25	28
<u>*</u>	Don't know/Refused	<u>1</u>	<u>1</u>
100		100	100

Q.7 Are you interested in following what happens at the upcoming REPUBLICAN National Convention in Minneapolis, or aren't you that interested in the convention? **[IF YES, ASK: Is that very or fairly interested?]**

		August <u>2004</u>	July <u>2000</u>	July <u>1996</u>
48	Interested	46	34	44
22	Very interested	27	14	21
26	Fairly interested/Don't know	19	20	23
51	Not interested	53	64	55
<u>1</u>	Don't know	<u>1</u>	<u>2</u>	<u>1</u>
100		100	100	100

Q.8 How much of the television coverage of the REPUBLICAN convention do you plan to watch... do you think you'll watch all or most of the coverage, some of it, just a little, or none of it?

		August <u>2004</u>	July <u>2000</u>
14	All or most of the coverage	22	13
30	Some of it	29	28
29	Just a little	28	30
27	None of it	21	28
*	Don't know/Refused	*	<u>1</u>
100		100	100

**IF ASKED Q.5/Q.6 BLOCK FIRST ASK Q.9 BEFORE Q.10. IF ASKED Q.7/Q.8 BLOCK FIRST ASK Q.10 BEFORE Q.9**

Q.9 As I read some things that will happen at the Democratic Convention, tell me how interested you are in each event. First, are you very interested, fairly interested, not too interested or not at all interested in [INSERT ITEM; ROTATE ITEMS A – C first, FOLLOWED BY E-F.]?

		<u>Very Interested</u>	<u>Fairly Interested</u>	<u>Not too Interested</u>	<u>Not at all Interested</u>	<u>Don't know</u>
a.	Watching Barack Obama's acceptance speech	33	25	14	27	1=100
	July, 2004 ( <i>Kerry</i> )	25	26	14	34	1=100
	July, 1992 ( <i>Clinton</i> )	25	32	20	22	1=100
b.	Watching the roll call of the states as they cast their ballots	23	22	18	37	*=100
	July, 2004	22	24	19	34	1=100
	July, 1992	22	29	25	23	1=100
c.	Learning about the Democratic Party's platform	28	36	13	23	*=100
	July, 2004	31	31	15	22	1=100
	July, 1992	38	34	16	11	1=100

**NO ITEM d.**

e.	Watching Michelle Obama's speech at the convention	20	24	17	39	*=100
	July, 2000 ( <i>Laura Bush</i> )	10	19	19	51	1=100
f.	Watching Hillary Clinton's speech at the convention	28	24	14	34	*=100

Q.10 As I read some things that will happen at the REPUBLICAN Convention, tell me how interested you are in each event. First, are you very interested, fairly interested, not too interested or not at all interested in [INSERT ITEM; RANDOMIZE ITEMS]

		<u>Very Interested</u>	<u>Fairly Interested</u>	<u>Not too Interested</u>	<u>Not at all Interested</u>	<u>Don't know</u>
a.	Watching John McCain's acceptance speech	24	28	15	33	*=100
	July, 2000 ( <i>Bush</i> )	23	30	12	34	1=100
b.	Watching the roll call of the states as they cast their ballots	17	22	20	41	*=100
	July, 2000	17	23	15	44	1=100
c.	Learning about the Republican Party's platform	23	35	16	26	*=100
	July, 2000	23	35	14	27	1=100