



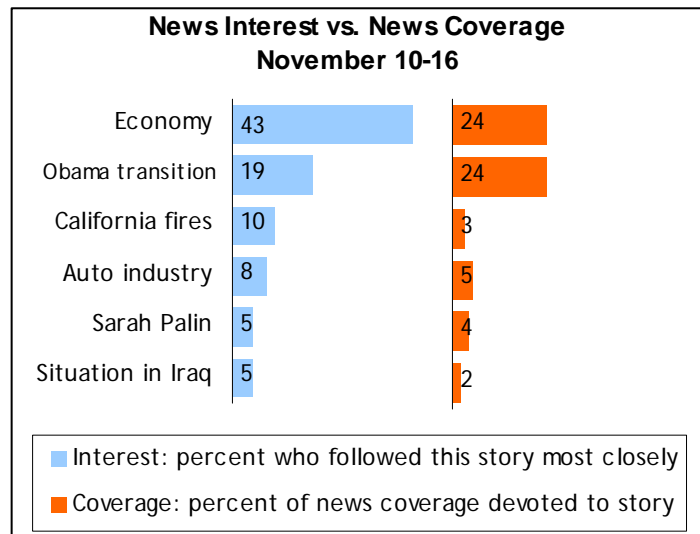
FOR IMMEDIATE RELEASE:
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FOR FURTHER INFORMATION:
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Diminishing Support for Government Bailout Plan **ECONOMIC PROBLEMS, ESPECIALLY IN DETROIT, ABSORB PUBLIC'S ATTENTION**

With the presidential election behind them, Americans have turned their attention back to the nation's economy. The economy was by far the public's top news story last week.

Fully 56% of the public followed news about the economy very closely last week, and as many as 43% listed this as the single news story they followed more closely than any other. In particular, Americans are beginning to focus more closely on the problems facing the U.S. auto industry.



Despite the public's changing focus, the national news media split its coverage between economic and political news last week. According to the Pew Research Center's Project for Excellence in Journalism, the media devoted as much attention to Barack Obama's plans for his administration as it did to the economic crisis.

Three-in-ten Americans paid very close attention to news about problems facing the U.S. auto industry last week. Interest in news about the fate of the Big Three automakers has increased significantly in recent weeks. Two weeks earlier, only 16% were paying very close attention to news about the possible merger of General Motors and Chrysler. The last time the public was tracking news about the auto industry this closely was in January 1992, when GM announced major job cuts and restructuring.

When asked to name the one economic or financial problem they have been hearing the most about in the news these days, the auto industry is the second most prominent issue, after the housing and mortgage crisis. About one-in-five (21%) named housing as the one economic problem they've been hearing the most about, while 17% named the auto industry. Other economic issues the public is hearing a lot about include the government bailout plan (13%), the credit crisis (11%), the stock market (9%) and unemployment (7%).

Top Economic Issues in the News	
<i>What one economic problem have you heard the most about in the news recently?</i>	<u>Percent*</u>
Housing/mortgage crisis	21
Auto industry	17
Government bailout plan	13
Economy (general)	13
Credit crisis/Wall St. banks	11
Stock market	9
Jobs/unemployment	7
Gas and oil prices	5
Health care costs	2
Other	8
None/no problem	2
Don't know	3

* Figures total more than 100% because multiple responses were accepted.

Weakening Support for Government Bailout Plan

The public is now evenly divided over whether the government is doing the right thing or the wrong thing by investing billions of dollars to keep financial institutions and markets secure. Four-in-ten say the government is doing the right thing, while 43% say the government is doing the wrong thing. In mid-September, when the bailout plan was initially announced, support was broad and bipartisan: 57% said it was the right thing to do, 30% said it was the wrong thing. By mid-October, after the details of the planned had been ironed out, support had fallen somewhat. However, the balance of opinion still favored the government's bailout plan (47% right thing vs. 37% wrong thing).

Democrats continue to favor the bailout plan, while support among Republicans and independents has slipped since October. Just a third of Republicans now say the government plan is the right thing to do, while a majority (53%) says it is the wrong thing to do. Among Democrats, 52% now say the government plan is the right thing to do, down only marginally from 54% in October. On balance, independents now oppose the plan (46% say it's the wrong thing to do, 37% say right thing).

Republicans and Independents Questioning Bailout Plan					
	Oct 16-19		Nov 14-17		<i>Change in % wrong</i>
	<u>Right thing</u>	<u>Wrong thing</u>	<u>Right thing</u>	<u>Wrong thing</u>	
Total	47	37	40	43	+6
Republicans	44	42	33	53	+11
Democrats	54	31	52	32	+1
Independents	45	41	37	46	+5

Question: As you may know, the government is investing billions to try to keep financial institutions and markets secure. Do you think this is the right thing or the wrong thing for the government to be doing?

While the public is now less sold on the current government bailout plan, there is considerable public interest in how the government plans to address the economy going forward. When asked what aspect of economic news they are most interested, a plurality of Americans

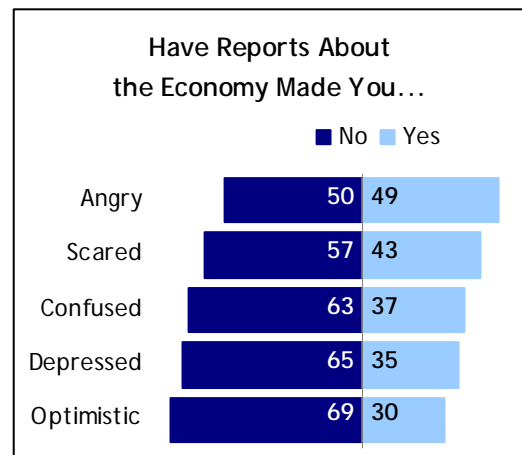
(46%) say they are interested in hearing about government plans and proposals for dealing with the economy. Another 37% say they are interested in hearing about how ordinary citizens are being affected by the economic crisis. Only 14% say they are most interested in hearing about how major businesses and banking institutions are being affected.

<i>Most interested in hearing about...</i>	<u>Percent</u>
How major businesses are being affected	14
How ordinary people are being affected	37
Government plans/proposals	46
None of these	2
Don't know	<u>1</u>
	100

Lower income Americans are mainly interested in hearing about how ordinary people are being affected by the economic downturn, while middle and upper income Americans are more interested in hearing about the government's plans for dealing with the economy. Among those with annual household incomes under \$30,000, fully half say they are most interested in hearing about the economy's impact on ordinary people. Among those with incomes between \$30,000 and \$75,000, roughly half (48%) say they're most interested in hearing about government plans and policies. The same is true for 52% of those with annual incomes in excess of \$75,000.

Half Say They are Angered by Economic News

News reports about the state of the economy elicit a variety of emotions from the public. Nearly half of Americans (49%) say they feel angry when seeing or hearing reports about the economy, while 43% say they feel scared. Nearly four-in-ten (37%) say they feel confused by economic news and about as many report feeling depressed (35%). Just 30% say they feel optimistic when they see or hear news reports about the economy, while 69% say they do not feel optimistic.



People ages 65 and older are more likely than younger Americans to feel angry with news about economic conditions. A solid majority of this age group (57%) says they feel angry when they see or hear reports about the economy. That compares with roughly half of those ages 30 to 64 (51%) and four-in-ten people under age 30.

Lower income Americans (those with annual household incomes under \$30,000) are more likely to report feeling scared about the economy, but also more likely to describe themselves as optimistic than are those in upper income households (those earning \$75,000 or more annually). Upper income Americans are less likely to feel many of these emotions but feelings of anger are shared equally across income groups.

Those who report following economic news very closely are more likely to report feeling angry, depressed, scared or optimistic by what they are seeing or hearing in the news than people who are following the economy less closely. Confusion is the one emotion shared by those following economic news very closely and those who are less interested.

Internet Main Source for Investment Advice

Amid all the economic turmoil on Wall Street and Main Street, many Americans are seeking out news and information to help them decide how and where to invest their money. Roughly three-in-ten (29%) say they get this type of information from news sources at least once a week (with 10% saying they get investment advice every day). Among those with annual household incomes of \$75,000 or higher, a third get investment advice from news sources at least once a week (17% daily). Lower and middle income Americans are much less likely to get daily updates.

The proportion of Americans seeking investment advice from news sources is significantly greater than it was eight years ago. In May 2000, 18% said they got investment information from news sources at least one a week, compared with 29% currently.

The internet has become the leading source for news and information about investing. Fully 31% of those who seek investment advice from news outlets say their main source is the internet. A quarter of those who get investment information cite television as their main source, while 15% name newspapers.

	May 2000 %	Nov 2008 %
<i>Main source for investment information:*</i>		
Internet	18	31
Television	26	25
Newspapers	23	15
Radio	3	6
Magazines	6	5
Broker (VOL.)	9	4
Friends/family (VOL.)	--	1
Other (VOL.)	8	3
None/Don't know	<u>7</u>	<u>10</u>
	100	100

* Based on those who get information about investing from news sources [N=800].

Investment news consumers are much more likely to turn to the internet now than they were in 2000 (18% listed the internet as their top source in May 2000). At the same time newspapers have become a less important source of information: 15% say newspapers are now their most important source for investment information compared with 23% in 2000. The percentage relying primarily on television news for investment advice is largely unchanged from May, 2000.

Those with annual incomes of \$75,000 or higher are among the most likely to rely on the internet for investment advice and information: 35% say the internet is their main source for this

type of information. Lower income Americans who seek investment advice from news sources rely more heavily on television. Nearly four-in-ten (37%) of those with annual incomes of less than \$30,000 a year say TV is their main source for investment news; 23% of those in this income category say they turn to the internet first.

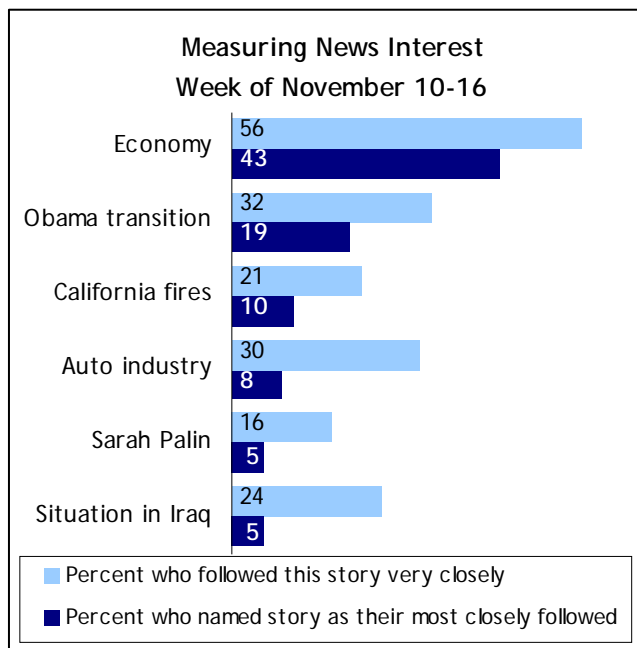
These findings are based on the most recent installment of the weekly News Interest Index, an ongoing project of the Pew Research Center for the People & the Press. The index, building on the Center’s longstanding research into public attentiveness to major news stories, examines news interest as it 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 November 10-16 and survey data measuring public interest in the top news stories of the week were collected November 14-17 from a nationally representative sample of 1,004 adults.

News of the Week

In other news last week, a third of Americans (32%) paid very close attention to news about plans for the new Obama administration, and another 37% followed this story fairly closely. One-in-five (19%) listed this as their most closely followed story of the week. Democrats were much more interested than Republicans in news about the Obama transition (48% of Democrats vs. 19% of Republicans followed very closely).

In other political news, 16% of the public followed stories about Sarah Palin very closely. The Alaska governor granted a host of television interviews last week, and by week’s end she had become the focus of 4% of the overall national newshole. Republicans followed news about Palin much more closely than did Democrats (27% vs. 14% followed very closely).

One-in-five Americans (21%) followed the wildfires in Southern California very closely last week and another 28% paid fairly close attention. Coverage of the fires accounted for 3% of the national newshole, according the Pew’s Project for Excellence in Journalism. Public interest



in last week's fires was nowhere near as high as last year's devastating fires in that region. In late October, 2007 40% of the public was following the California wildfires very closely.

One-in-four Americans (24%) paid very close attention to the Iraq war last week; the media devoted 2% of its overall coverage to the war.

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 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
Michael Remez, Senior Writer
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PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
NOVEMBER 14-17, 2008 NEWS INTEREST INDEX OMNIBUS SURVEY
TOPLINE
N=1,004

Q.1 Can you tell me the name of the person you've heard the most about in the news lately? [**PROBE IF NECESSARY**: Just the name that comes to mind **FIRST** when you think about who's been in the news lately] [**OPEN END. RECORD FIRST MENTION ONLY**]

85 Barack Obama
4 Sarah Palin
1 George W. Bush
1 John McCain
1 Henry Paulson
1 Hillary Clinton
2 Other
5 Don't know/Refused
100

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?"]

	<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<u>DK/ Refused</u>
a. News about problems facing U.S. automakers	30	35	20	15	*=100
TREND FOR COMPARISON: ¹					
October 31-November 3: Possible merger of GM and Chrysler	16	28	24	31	1=100
May 18-21, 2007: DaimlerChrysler sells Chrysler	8	20	25	46	1=100
September 28-October 1, 2007: Agreement between GM and UAW ending strike	14	28	28	30	*=100
December, 2005: General Motors job cuts	22	30	26	21	1=100
June, 1998: Chrysler/Daimler Benz merger	12	22	27	38	1=100
January, 1992: General Motors job cuts	35	38	18	9	*=100
b. Reports about the condition of the U.S. economy	56	29	9	6	*=100
November 7-10, 2008	54	31	8	7	*=100
October 31-November 3, 2008	63	27	6	4	*=100
October 24-27, 2008	52	35	7	5	1=100
October 17-20, 2008	62	29	6	3	*=100
October 10-13, 2008	65	25	7	3	*=100
October 3-6, 2008	69	23	5	3	*=100
September 26-29, 2008	70	22	5	3	*=100
September 19-22, 2008	56	27	12	5	*=100
September 5-8, 2008	44	33	16	7	*=100
August 29-31, 2008	41	34	13	11	1=100
August 15-18, 2008	39	36	15	10	*=100

¹ October 31-November 3, 2008 asked about: "The possible merger of automakers General Motors and Chrysler." May 18-21, 2007 asked about: "DaimlerChrysler's decision to sell Chrysler to a private equity firm." January, 1992 and December, 2005 asked about: "The major job cuts announced by General Motors." June, 1998 asked about: "The merger of the Chrysler Corporation and Daimler Benz." September 28-October 1, 2007 asked about "An agreement between General Motors and the United Auto Workers union that ended a two-day strike over wages and job security."

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 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
February 1-4, 2008	40	37	14	8	1=100
January 18-21, 2008	42	31	16	11	*=100
January 11-14, 2008	36	32	15	16	1=100
November 2-5, 2007	27	37	16	19	1=100
October 19-22, 2007	25	34	20	21	*=100
August 10-13, 2007	28	36	18	18	*=100
Mid-November, 2006	31	40	17	11	1=100
December, 2005	35	35	18	11	1=100
Early November, 2005	35	39	17	9	*=100
Mid-May, 2005	30	39	19	11	1=100
January, 2005	35	41	17	7	*=100
Mid-October, 2004	30	43	16	10	1=100
Early September, 2004	39	34	15	11	1=100
Mid-January, 2004	37	41	15	7	*=100
December, 2003	35	38	14	11	2=100
November, 2003	40	34	15	10	1=100
October, 2003	32	39	16	12	1=100
September, 2003	39	30	18	12	1=100
March, 2003	40	35	16	8	1=100
February, 2003	42	33	15	10	*=100
January, 2003	40	35	13	11	1=100
December, 2002	38	34	17	10	1=100
February, 2002	35	40	15	9	1=100
January, 2002	30	44	16	9	1=100
December, 2001	37	40	13	8	2=100
Mid-November, 2001	41	36	15	7	1=100
June, 2001	24	41	18	16	1=100
May, 2001	34	36	15	15	0=100
April, 2001	36	34	16	13	1=100
February, 2001	30	39	18	12	1=100
January, 2001	32	38	17	11	2=100
June, 1995	26	41	22	11	*=100
March, 1995	27	45	19	9	*=100
February, 1995	23	41	22	13	1=100
December, 1994	28	43	20	9	*=100
October, 1994	27	40	20	12	1=100
June, 1994	25	42	23	10	*=100
May, 1994	33	40	16	10	1=100

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>
January, 1994	34	39	16	10	1=100
Early January, 1994	36	44	13	7	*=100
December, 1993	35	41	15	8	1=100
October, 1993	33	38	20	9	*=100
September, 1993	37	40	14	8	1=100
Early September, 1993	39	39	14	9	*=100
August, 1993	41	36	14	9	*=100
May, 1993	37	38	18	6	1=100
February, 1993	49	36	10	5	*=100
January, 1993	42	39	12	7	*=100
September, 1992	43	37	13	6	1=100
May, 1992	39	39	15	6	1=100
March, 1992	47	38	11	4	*=100
February, 1992	47	37	10	6	*=100
January, 1992	44	40	11	5	*=100
October, 1991	36	38	16	9	1=100
c. California wildfires	21	28	29	22	*=100
TREND FOR COMPARISON:					
October 17-20, 2008: California wildfires	15	28	33	24	*=100
July 11-14, 2008: California wildfires	22	34	28	16	*=100
October 26-29, 2007: California wildfires	40	41	13	6	*=100
January 12-15, 2007: Fires in Malibu, Calif	10	20	31	38	1=100
November, 2003: California wildfires	38	35	17	9	1=100
September, 2001: Wild fires in the west	28	37	24	11	*=100
December, 1993: Southern California fires	44	39	13	4	*=100
July, 1990: Southern California fires	29	35	24	12	0=100
d. Plans for the new Obama administration	32	37	16	15	*=100
November 7-10, 2008	39	30	17	14	*=100
e. News about Sarah Palin and her political future	16	23	31	30	*=100
f. The current situation and events in Iraq	24	33	27	16	*=100
October 31-November 3, 2008	30	35	22	12	1=100
October 24-27, 2008	29	35	25	11	*=100
October 10-13, 2008	23	34	30	13	*=100
October 3-6, 2008	29	33	28	10	*=100
September 5-8, 2008	24	37	26	13	*=100
August 29-31, 2008	22	32	29	16	1=100
August 22-25, 2008	26	31	27	15	1=100
August 1-4, 2008	27	40	23	10	*=100
July 25-28, 2008	28	33	22	17	*=100
July 18-21, 2008	33	35	20	12	*=100
July 11-14, 2008	24	35	24	16	1=100
July 3-7, 2008	25	35	25	15	*=100
June 20-23, 2008	25	36	24	15	*=100
May 9-12, 2008	29	35	21	14	1=100
May 2-5, 2008	26	35	25	13	1=100
April 25-28, 2008	29	35	23	12	1=100
April 18-21, 2008	29	39	20	11	1=100
April 11-14, 2008	25	39	20	15	1=100
April 4-7, 2008	25	37	23	15	*=100

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>
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
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 ²	31	38	18	12	1=100
March 16-19, 2007	34	34	17	15	*=100
March 9-12, 2007	34	37	16	13	*=100

² 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>
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
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 ³	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 ⁴	62	27	6	4	1=100

³

From March 20-24, 2003 to April 11-16, 2003, the story was listed as "News about the war in Iraq."

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>
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 ⁵	48	29	15	6	2=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. IF RESPONDENT MENTIONS ELECTION, PROBE WITH: "Is that a story about the Presidential election, or news about elections in Congress?"]**

- 43 Reports about the conditions of the U.S. economy
 - 19 Plans for the new Obama administration
 - 10 California wildfires
 - 8 News about problems facing U.S. automakers
 - 5 News about Sarah Palin and her political future
 - 5 The current situation and events in Iraq
 - 4 Some other story (VOL. SPECIFY)
 - 6 Don't know/Refused (VOL.)
- 100

Q.3A When you see or hear news reports about the economy, does it make you feel... **[READ AND ROTATE]?**

	<u>Yes</u>	<u>No</u>	Don't <u>know</u>
a. Optimistic	30	69	1=100
b. Angry	49	50	1=100
c. Depressed	35	65	*=100
d. Confused	37	63	*=100
e. Scared	43	57	*=100

TREND FOR COMPARISON:

September 26-29, 2008: As you may know, the government is considering investing billions of dollars to try and keep financial institutions and markets secure. As you've thought about this, has it made you feel... **[READ AND ROTATE]?**

a. Optimistic	29	68	3=100
b. Angry	61	37	2=100
c. Scared	50	49	1=100
d. Confused	43	56	1=100

⁴ 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."

⁵ In Early September, 2002, the story was listed as "Debate over the possibility that the U.S. will invade Iraq."

Q.3B And next...How often, if ever, do you get information from news sources that helps you decide how and where to invest your money? Do you do this... [READ]?

		<u>May 2000</u> ⁶
10	Every day	4
8	Several times a week	5
11	About once a week	9
11	About once a month OR	13
40	Less often	38
20	Never (VOL.)	29
*	Don't know/Refused (VOL.)	<u>2</u>
100		100

IF (Q.3B=1-5), ASK:

Q.3C What is your main source for information that helps you decide how and where to invest your money... (READ)? [IF RESPONDENT GIVES A FIRST CHOICE, ASK:] What would say is your SECOND most important source?

			<i>--May 2000--</i> ⁷	
<u>Main</u>	<u>Second</u>		<u>Main</u>	<u>Second</u>
15	25	Newspapers	23	27
25	31	Television	26	26
5	7	Radio	3	9
5	10	Magazines	6	11
31	22	The Internet	18	15
5	1	Broker/Financial advisor (VOL.)	9	3
1	2	Friends/family	--	--
3	2	Other (VOL.)	8	6
<u>10</u>	--	None of these/DK/Refused (VOL.)	<u>7</u>	<u>3</u>
100	100		100	100

(n=800) (n=410)

⁶ In May 2000, the question was worded "How often, if ever, do you get information from news sources about investing.. that is, information that helps you decide how and where to invest your money?"

⁷ In May 2000, the question was worded "What is your main news source for information that helps you decide how and where to invest your money..."

Q.4 Thinking about what you've been reading and hearing in the news recently, what one economic or financial problem have you heard the most about these days? [OPEN END. DO NOT PROBE FOR ADDITIONAL MENTIONS. IF MORE THAN ONE MENTION, RECORD UP TO THREE RESPONSES IN ORDER OF MENTION]

		June 13-16, <u>2008</u>	Jan 18-21, <u>2008</u>
21	Housing/Mortgage crisis/Foreclosures/Sub-prime mortgages	11	31
17	Auto industry	--	--
13	Government bailout plan	--	--
13	Economy/Economic problems/Financial problems (general)	7	7
11	Wall Street banks/Credit crisis/Bank lending practices	2	2
9	Stock market	1	6
7	Jobs/Unemployment	2	3
5	Gas and oil prices	72	7
2	Health care/Health care costs/Medicare	2	3
1	Recession/Possible Recession	1	14
1	Taxes (general)	1	1
1	Inflation/Cost of living/Cost of food	2	2
1	The war in Iraq/The military	--	--
1	Lagging retail sales/Major retailers losing money	--	--
3	Other	2	6
2	None/no problem	2	8
3	Don't know/Refused	3	7

Q.5 In following news about the current economic situation, what would you say you are most interested in... [READ AND ROTATE]

14	Hearing about how major businesses and banking institutions are being affected
37	Hearing about how ordinary people are being affected
46	Hearing about government plans and proposals for dealing with the economy
2	None of the above [VOL. DO NOT READ]
<u>1</u>	Don't know/Refused [VOL. DO NOT READ]
100	

NO QUESTIONS 6 AND 7

Q.8 As you may know, the government is investing billions to try to keep financial institutions and markets secure. Do you think this is the right thing or the wrong thing for the government to be doing?

		Oct 16-19, <u>2008</u>	Sept 27-29, <u>2008</u> ⁸	Sept. 19-22 <u>2008</u>
40	Right thing	47	45	57
43	Wrong thing	37	38	30
<u>17</u>	Don't know/Refused (VOL.)	<u>16</u>	<u>17</u>	<u>13</u>
100		100	100	100

⁸

For September 27-29, 2008 and September 19-22, 2008 the question was worded, "As you may know, the government is potentially investing billions to try to keep financial institutions and markets secure. Do you think this is the right thing or the wrong thing for the government to be doing?" For September 27-29, 2008, an experiment testing the word "committing" instead of "investing" showed no difference in the results. Results for the two versions have been combined.