

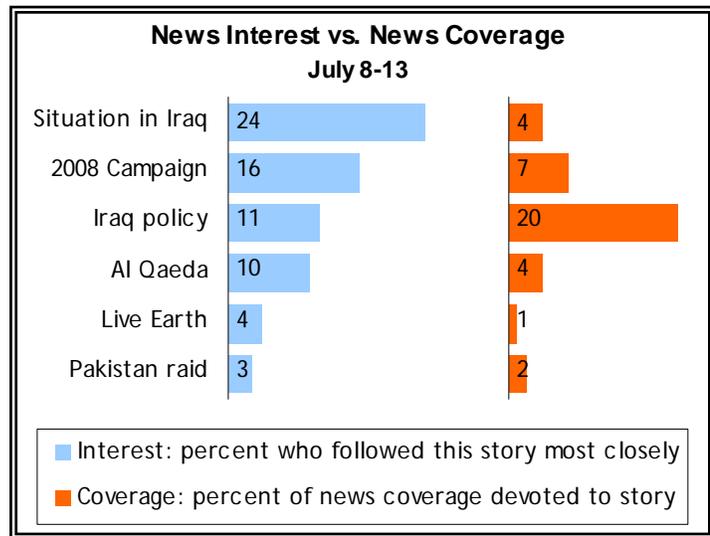


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FOR FURTHER INFORMATION:
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Harry Potter Book Widely Anticipated
News of the Week Doesn't Grab Public's Attention

While the media focused intently last week on the escalating debate over U.S. policy in Iraq, the public took a typical summer hiatus from the major news stories of the week. The Iraq war, rather than the policy debate, was the news story the public focused on most closely, but even attention to the war was down substantially from previous weeks. A quarter of the public paid very close attention to events in Iraq, down from 36% the week before and the lowest level recorded this year. Roughly the same proportion (24%) listed the war as the single news story they followed more closely than any other. Interest in the other ongoing news stories – the Iraq policy debate and the 2008 presidential campaign – was also somewhat lower than in previous weeks.



In addition to the hard news stories of the week, Harry Potter-mania became a news story of its own. The national media devoted 1% of its coverage for the week to news about the release of the newest Harry Potter movie and the upcoming release of the final book in the series. While the public wasn't particularly interested in Potter news (only 8% followed very closely), a substantial minority (25%) say they or someone in their household plan to buy the new Harry Potter book when it comes out. In households with teenagers, fully 44% say they plan to buy the book. The public's intentions may not translate into actual book sales after all the pre-release publicity dies down.

College graduates are much more likely than those who never attended college to say someone in their household plans to buy the new Harry Potter book (35% vs. 17%). Those age 65 and older are among the least likely to buy the book (11% say someone in their household will purchase it). Among those ages 50-64, however, 26% say they have plans to buy the new book.

	Total %	Teenager in household %	College grad %
<i>Following Harry Potter news:</i>			
Very closely	8	13	9
Fairly closely	13	20	18
Not too closely	22	26	28
Not at all closely	57	41	45
Don't know	*	0	*
	100	100	100
<i>Plan to buy book:*</i>			
Yes	25	44	35
No	74	56	64
Don't know	1	0	1
	100	100	100

* Respondent or someone in their household plans to buy the book.

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 July 8-13 and survey data measuring public interest in the top news stories of the week was collected July 13-16 from a nationally representative sample of 1,043 adults.

Campaign News Penetrates

In other news this week, the 2008 presidential campaign was the second most closely followed story: 17% of the public paid very close attention to campaign news and 16% listed this as the story they had followed most closely.

The media devoted 7% of its coverage to the campaign, with much of that coverage focused on problems within John McCain's campaign operation. While public interest in the campaign this past week was below average for the year, the overriding message that McCain's campaign is struggling came across to a majority of the

	Total %	Rep %	Dem %	Ind %
<i>Name GOP candidate who recently lost staff and is having trouble raising money:</i>				
McCain	56	64	56	55
Giuliani	9	8	8	10
Romney	3	4	4	3
Thompson	2	2	2	3
Other/DK	30	22	30	29
	100	100	100	100
<i>Name Democratic candidate who raised the most money in past three months:</i>				
Obama	45	44	50	43
Clinton	29	36	26	30
Edwards	2	1	4	2
Richardson	1	2	1	*
Other/DK	23	18	19	25
	100	100	100	100

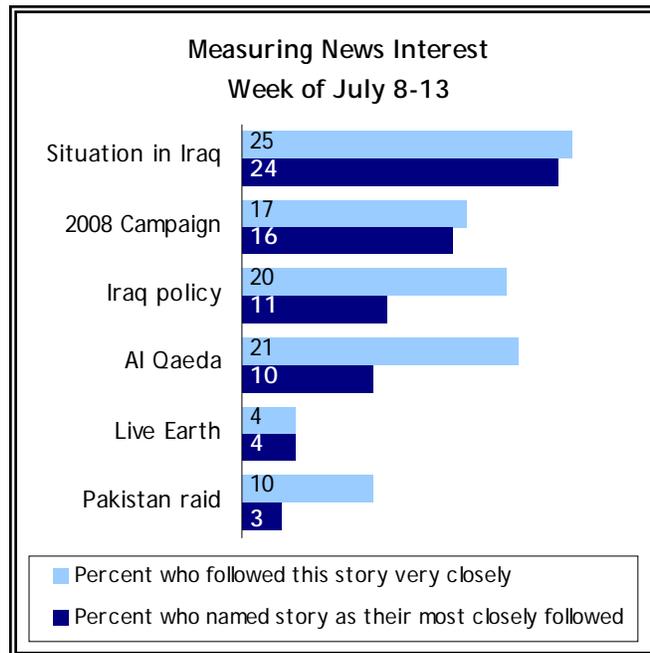
public. When asked to name the Republican candidate whose campaign recently lost several top staffers and has had trouble raising money, 56% of the public pointed to McCain. Fewer than 15% named Rudy Giuliani, Mitt Romney or Fred Thompson, and 30% gave no answer. Republicans were somewhat more aware than Democrats or independents of McCain’s problems. Even so, majorities from each group correctly identified McCain (64% of Republicans, 56% of Democrats and 55% of independents).

A plurality of the public was also aware that Barack Obama’s campaign had raised more money in the second quarter of 2007 than any of the other Democratic candidates. Fully 45% identified Obama as the candidate who had raised the most money, 29% thought it was Hillary Clinton, 2% named John Edwards and 1% named Bill Richardson. Democrats were somewhat more likely than Republicans or independents to answer this question correctly (50% vs. 44% and 43%, respectively).

News of Al Qaeda Resurgence Makes Modest Impact

The Iraq policy debate and news about Al Qaeda drew roughly equal levels of public attention last week. One-in-five Americans paid very close attention to the debate in Washington over U.S. policy in Iraq and 11% listed this as the single news story they followed most closely. Coverage of the policy debate dwarfed all other major news stories last week – the national media devoted 20% of its coverage to this story.

Reports that Al Qaeda may be gaining strength drew the very close attention of 21% of the public. One-in-ten listed this as their top story of the week. The media devoted 4% of its coverage to the Al Qaeda news. Another 4% of the newshole was taken up with stories about the increased threat of domestic terrorism – fueled in large part by Homeland Security Secretary Michael Chertoff’s comments on this subject.



The Pakistani government’s raid on a mosque held by Islamic radicals barely registered with the public. Only 10% paid very close attention to this story and 3% listed it as their most closely followed news story. The media devoted 2% of its overall coverage to this story.

Relatively few Americans paid very close attention to news about the Live Earth event – a series of coordinated concerts that took place on July 7. Only 4% followed this very closely and another 11% paid fairly close attention; 4% listed this as their top story of the week. The news media devoted 1% of its coverage to news about the Live Earth concerts in the week following the event.

Democrats paid more attention to Live Earth than did Republicans: 23% of Democrats followed the story at least fairly closely, compared with only 8% of Republicans. Fully 69% of Republicans did not follow the story at all. In spite of relatively low interest in the event, a majority of Americans understood the purpose of Live Earth: 62% knew that it was intended to raise awareness about global warming. Republicans and Democrats were equally well-informed on this point.

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 six 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:

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PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
JULY 13-16, 2007 NEWS INTEREST INDEX OMNIBUS SURVEY
FINAL TOPLINE
N=1,043

Q.1 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?”]**

	<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 the current situation and events in Iraq					
July 6-9, 2007	25	41	17	16	1=100
June 29-July 2, 2007	36	34	18	12	*=100
June 22-25, 2007	32	35	19	13	1=100
June 15-18, 2007	30	36	18	15	1=100
June 8-11, 2007	30	37	20	13	*=100
June 1-4, 2007	32	38	15	14	1=100
May 24-27, 2007	30	36	20	13	1=100
May 18-21, 2007	33	36	18	12	1=100
May 11-14, 2007	36	34	15	14	1=100
May 4-7, 2007	30	34	18	17	1=100
April 27-30, 2007	38	37	15	10	*=100
April 20-23, 2007	27	35	21	16	1=100
April 12-16, 2007	28	35	22	15	*=100
April 5-9, 2007	34	33	20	13	*=100
March 30-April 2, 2007	33	39	16	11	1=100
March 23-26, 2007¹	34	37	16	13	*=100
March 16-19, 2007	31	38	18	12	1=100
March 9-12, 2007	34	34	17	15	*=100
March 2-5, 2007	34	37	16	13	*=100
February 23-26, 2007	37	37	16	9	1=100
February 16-19, 2007	36	36	15	13	*=100
February 9-12, 2007	30	36	19	14	1=100
February 2-5, 2007	37	34	18	11	*=100
January 26-29, 2007	38	38	17	7	*=100
January 19-22, 2007	36	38	15	11	*=100
January 12-15, 2007	37	34	18	10	1=100
January, 2007	38	36	17	8	1=100
January 5-8, 2007	46	40	8	5	1=100
December, 2006	40	32	16	12	0=100
November 30-December 3, 2006	42	39	12	7	*=100
Mid-November, 2006	40	36	13	11	*=100
September, 2006	44	38	12	6	*=100
August, 2006	33	43	14	8	2=100
June, 2006	41	39	12	7	1=100
May, 2006	37	43	13	6	1=100
April, 2006	42	35	15	7	1=100
March, 2006	43	36	13	7	1=100
February, 2006	43	38	12	6	1=100
January, 2006	39	42	12	6	1=100
	40	40	12	7	1=100

¹ From May, 2003 to March 23-26, 2007, the story was listed as “News about the current situation in Iraq.”

Q.1 CONTINUED...

	<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<u>DK/ Refused</u>
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 ²	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 ³	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 ⁴	48	29	15	6	2=100
b. The Pakistani government's raid on a mosque held by Islamic radicals	10	19	23	47	1=100
c. The debate in Washington over U.S. policy in Iraq	20	30	20	30	*=100
July 6-9, 2007	27	26	23	24	*=100
June 1-4, 2007	20	27	24	27	2=100
May 24-27, 2007	30	32	20	18	*=100
May 18-21, 2007	24	32	19	24	1=100
May 11-14, 2007	25	26	19	29	1=100
May 4-7, 2007	30	31	19	20	*=100

² From March 20-24, 2003 to April 11-16, 2003, the story was listed as "News about the war in Iraq."

³ 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."

⁴ In Early September, 2002, the story was listed as "Debate over the possibility that the U.S. will invade Iraq."

Q.1 CONTINUED...

	<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<u>DK/ Refused</u>
April 27-30, 2007	18	31	21	29	1=100
April 20-23, 2007	22	29	24	25	*=100
April 12-16, 2007	25	29	22	23	1=100
April 5-9, 2007	31	28	20	21	*=100
March 30-April 2, 2007	26	29	21	23	1=100
TREND FOR COMPARISON:					
January 12-15, 2007: President Bush's proposal to increase the number of U.S. troops in Iraq	40	33	13	13	1=100
d. Reports that the terrorist network Al Qaeda is gaining strength	21	36	18	24	1=100
e. The Live Earth Concert	4	11	20	63	2=100
f. News about candidates for the 2008 presidential election	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, 2007⁵	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 ⁶	29	37	20	13	1=100

⁵ January 19-22, 2007 asked about "Recent announcements by prominent Democrats about plans to run for president in 2008."

Q.1 CONTINUED...

	Very <u>Closely</u>	Fairly <u>Closely</u>	Not too <u>Closely</u>	Not at all <u>Closely</u>	DK/ <u>Refused</u>
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
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

6

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.1 CONTINUED...

	Very <u>Closely</u>	Fairly <u>Closely</u>	Not too <u>Closely</u>	Not at all <u>Closely</u>	DK/ <u>Refused</u>
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.2 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 "IRAQ" UNSPECIFIED, PROBE: "Do you mean events IN Iraq or the debate over Iraq POLICY?"]**

- 24 News about the current situation and events in Iraq
- 16 News about candidates for the 2008 presidential election
- 11 The debate in Washington over U.S. policy in Iraq
- 10 Reports that the terrorist network Al Qaeda is gaining strength
- 4 The Live Earth Concert
- 3 The Pakistani government's raid on a mosque held by Islamic radicals
- 10 Some other story (**SPECIFY**)
- 22 Don't know/Refused (**VOL.**)
- 100

Now thinking about some other kinds of things...

Q.3 How closely have you been following news about the new Harry Potter movie and the final Harry Potter book, which is going to be released next weekend? **[READ]**

- 8 Very closely
- 13 Fairly closely
- 22 Not too closely
- 57 Not at all closely
- * Don't know/Refused **[DO NOT READ]**
- 100

Q.4 Are you or is someone in your household planning to buy the new Harry Potter book, or not?

- 25 Yes, planning to buy it
- 74 No, not planning to buy it
- 1 Don't know/Refused **[DO NOT READ]**
- 100

Now I'm going to ask you about some things that have been in the news lately, not everyone will have heard of them.

Q.5 The recent Live Earth event was a series of coordinated concerts organized to raise awareness about a certain issue. Do you happen to know whether the issue was **[READ; RANDOMIZE]**?

- 62 Global warming {correct}
- 2 AIDS
- 5 Hunger
- 3 The crisis in Darfur
- * Other **[DO NOT READ]**
- 28 Don't know/Refused **[DO NOT READ]**
- 100

ROTATE Q.6 AND Q.7

Now thinking about the 2008 presidential campaign...

Q.6 Do you happen to know the name of the Republican candidate whose campaign recently lost several top staffers and has had trouble raising money? Is it **[READ AND RANDOMIZE]**?

9 Rudy Giuliani
56 John McCain *{correct}*
3 Mitt Romney
2 Fred Thompson
* Other **[DO NOT READ]**
30 Don't know/Refused **[DO NOT READ]**
100

Q.7 Do you happen to know the name of the Democratic candidate who raised the most money in the past three months? Was it **[READ AND RANDOMIZE]**?

29 Hillary Clinton
45 Barack Obama
2 John Edwards
1 Bill Richardson
* Other **[DO NOT READ]**
23 Don't know/Refused **[DO NOT READ]**
100