



**FOR IMMEDIATE RELEASE:**  
 Thursday, August 16, 2007

**FOR FURTHER INFORMATION:**  
 Andrew Kohut, Director  
 Kim Parker, Senior Researcher

**Press Gets Good Marks for Disaster Coverage**  
**FEW INTERESTED IN BONDS' HOME RUN RECORD**

While Barry Bonds' 756<sup>th</sup> career home run broke one of baseball's long standing records, it was a non-event for many Americans. Just 12% followed the story very closely, while a 42% plurality did not follow the story at all closely.

Bonds' record received significantly less public attention than the last home run milestone to fall, Roger Maris' single season record of 61 homers. Nearly three times as many Americans (33%) followed Mark McGwire and Sammy Sosa's quest for this record in September 1998, which McGwire broke in that season. Bonds set a new single-season high in the 2001 season.

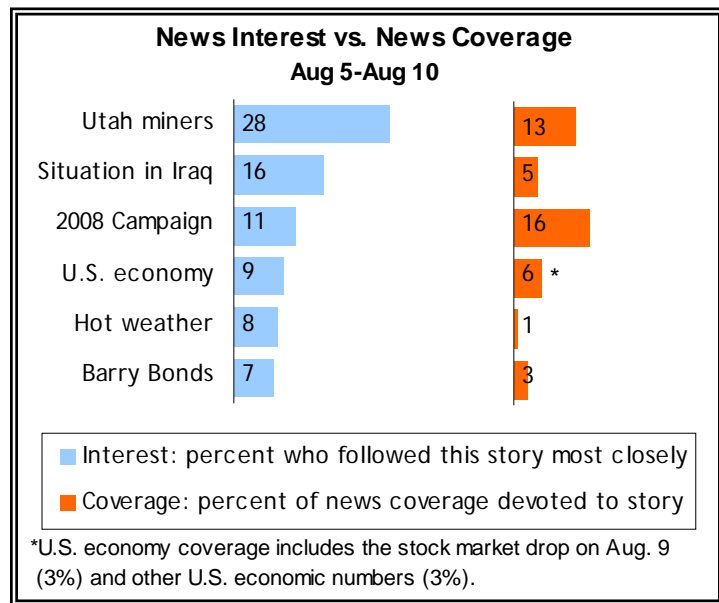
Public interest in Bonds' achievement varies by race – unlike the McGwire-Sosa chase in 1998. While 27% of African Americans followed Bonds' record-breaking home run very closely, just 10% of whites gave it the same level of attention. Meanwhile, whites were twice as likely as blacks (44% vs. 22%) to say they gave the story virtually no attention. This stands in stark contrast to the high levels of attention to the McGwire-Sosa chase in 1998, which was followed very closely by 26% of blacks and 35% of whites.

And as is often the case for sports news, more men than women followed reports about Bonds' record (16% vs. 8% following very closely). A similar gender gap was found in following the 1998 home run record.

<b>Relatively Few Follow Bonds' Record; More Interest Among Blacks Than Whites</b>			
<i>2007: Followed Bonds breaking the all-time home run record</i>			
	<u>Total</u>	<u>Black</u>	<u>White</u>
	%	%	%
Very closely	12	27	10
Fairly closely	23	33	21
Not too closely	23	18	25
Not at all closely	<u>42</u>	<u>22</u>	<u>44</u>
	100	100	100
<i>1998: Followed McGwire &amp; Sosa chasing single season home run record</i>			
	<u>Total</u>	<u>Black</u>	<u>White</u>
	%	%	%
Very closely	33	26	35
Fairly closely	26	30	26
Not too closely	18	16	18
Not at all closely	<u>23</u>	<u>28</u>	<u>21</u>
	100	100	100

## Utah Miners Top News Interest

The collapse of Utah’s Crandall Canyon Mine that trapped six mine workers and led to a major rescue effort topped the public’s news interest last week. Overall, nearly three-in-ten Americans (28%) said it was the story they followed more closely than any other. The coal mining accident shared the public’s attention for the most closely followed story of the week with the war in Iraq (16% most closely) and the 2008 presidential campaign (11%). U.S. economic conditions (9%), hot weather (8%), and the Barry Bonds record (7%) each was cited by fewer than one-in-ten Americans.



Reports on the Utah coal mine did not dominate the public’s news interests to the same degree as the Minneapolis bridge disaster from the week before. Public interest in both stories was quite high – 36% reported following the mining disaster very closely, compared with 41% who followed the bridge collapse very closely the previous week. But while nearly half of the public (48%) cited the bridge collapse as their *top* story the week after it occurred, just 28% listed the mine collapse as their top story this past week.

This may reflect the fact that news organizations devoted less coverage to the mine collapse than to the bridge disaster. While the bridge collapse took up 25% of the newshole in the first week of August, and as much as 41% in the days immediately following the collapse, the Utah mine collapse consumed 13% of the newshole this past week, according to figures from the Project for Excellence in Journalism. Reports about the 2008 campaign topped the news agenda this week.

The Utah mine also attracted less interest than a similar coal mining accident in West Virginia that killed 12 workers in January 2006. Close to half of the public (47%) followed the West Virginia coal miners very closely, compared with 36% who very closely followed last week’s coverage in Utah.

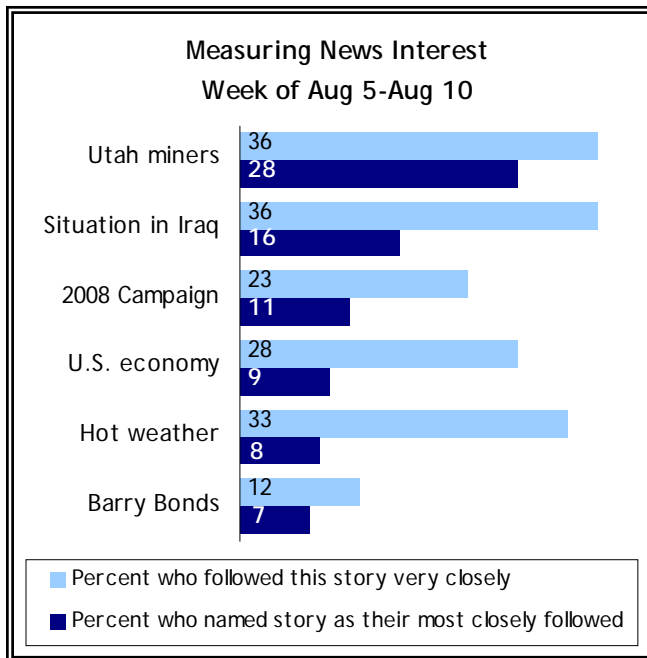
## Steady Interest in Campaign '08 and Iraq War

According to the Project for Excellence in Journalism’s *News Coverage Index*, press coverage of the presidential campaign reached its high for the year during the week of Aug. 5-10,

accounting for 16% of the newshole. Significant portions of the campaign stories were devoted to three presidential debates – one Republican and two Democrat – and the run-up to the Republican Iowa straw poll. Despite the flurry of campaign coverage, interest in the 2008 presidential race increased only slightly from the previous week, up four percentage points from 19% to 23% following campaign news very closely.

And while the war in Iraq received less coverage last week than is often the case (5% of the newshole), fully 36% of Americans reported following Iraq news very closely, up from 29% in the previous week.

As often happens with stories about the weather, many Americans paid close attention to news about the nation’s heat wave last week. One-third of the public (33%) followed news about hot weather and its impact on the country very closely, comparable to the proportion who followed the cold winter weather very closely in early February (36%).



### Few Criticize Press Coverage of Recent Disasters

The public has given notably favorable grades to the press for how it has covered both recent disasters that have topped the news – the collapse of the bridge in Minnesota and the collapse of the coal mine in Utah. When asked whether the press is giving too much, too little or the right amount of coverage to these stories, clear majorities in both cases (64% for the bridge coverage, 63% for the mine coverage) say the volume of coverage was appropriate. Relatively few (23% and 16%, respectively) criticized the press for going overboard in either instance.

This stands in stark contrast to how Americans judged coverage of the Virginia Tech shootings in April of this year, when half said the press gave too much coverage to the story, and just 40% said the right amount. While each

**Coverage of Utah Mine and Minnesota Bridge Seen as Appropriate**

	--Press coverage--				% of week's news
	Too much	Right amount	Too little	DK	
	%	%	%	%	
VA Tech shootings {4-07}	50	40	6	4=100	51%
Don Imus remarks {4-07}	57	29	6	8=100	26%
MN Bridge {8-07}	23	64	8	5=100	25%
UK car bombs {7-07}	19	57	17	7=100	14%
Utah Miners {8-07}	16	63	14	7=100	13%
TB traveler {6-07}	26	50	14	10=100	12%
Campaign 2008 {6-07}	33	47	12	8=100	9%
Iraq war {6-07}	23	47	23	7=100	7%
NY pipe explosion {7-07}	15	58	16	11=100	3%
Violence in Darfur {6-07}	10	27	49	14=100	2%

story is unique, the public's assessment in that instance also reflected the fact that 51% of the newshole was devoted to the Virginia Tech shootings in the week after the tragedy – a far higher concentration than either the Minnesota bridge collapse or the coal mine collapse received.

### Names in the News

When asked to name the person they have heard the most about in the news lately, about a third of Americans (32%) cite President Bush. Bush's overall visibility is on par with previous measures throughout the year. As the 2008 presidential campaign heats up, the percentage of Americans naming one of the candidates as the person they have heard the most about is rising. Collectively, four of the leading candidates were named as the most visible person in the news by 14% of Americans (Hillary Clinton by 8%; Barack Obama by 4%; and Mitt Romney and Rudy Giuliani by 1% each). The substantially greater visibility of Hillary Clinton and Barack Obama is consistent with a different version of this question that asks respondents which *candidate* they have heard the most about in the news; by this measure, Clinton and Obama eclipse the field in terms of overall visibility (See July 26, 2007: [Hillary Clinton Most Visible Presidential Candidate](#)).

Most Visible News Figures	
<i>Heard the most about in the news lately...</i>	<u>%</u>
George W. Bush	32
Hillary Clinton	8
Lindsay Lohan	5
Paris Hilton	5
Barry Bonds	4
Barack Obama	4
Britney Spears	3
Trapped Utah mines	3
Karl Rove	2
Merv Griffin	2
Michael Vick	2
Mitt Romney	1
Tiger Woods	1
Rudy Giuliani	1
Other	15
No answer	<u>13</u>
	100

Hollywood celebrities continue to populate the list of most visible news figures – 5% say they have heard more about actress Lindsay Lohan than anybody else recently, another 5% name Paris Hilton, while 3% name Britney Spears. Together, these three celebrities (13%) are mentioned about as often as the four leading presidential candidates (14%). Sports stars Barry Bonds (4%), Michael Vick (2%) and Tiger Woods (1%) also were mentioned.

Overall, just 2% cite departing presidential political adviser Karl Rove as the person they have heard most about. But in polling conducted Aug. 13, after Rove said he would step down, 8% cited Rove as the person they have heard most about in the news.

## 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 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:

Andrew Kohut, Director  
Scott Keeter, Director of Survey Research  
Carroll Doherty and Michael Dimock, Associate Directors  
Carolyn Funk, Richard Wike and Kim Parker, Senior Researchers  
Nilanthi Samaranyake, Survey and Data Manager  
April Clark, Juliana Menasce Horowitz, Robert Suls, Shawn Neidorf, Research Associates  
James Albrightain, Executive Assistant

**PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS**  
**AUGUST 10-13, 2007 NEWS INTEREST INDEX OMNIBUS SURVEY**  
**FINAL TOPLINE**  
**N=1020**

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**]

		<u>June 29- July 2, 2007</u>	<u>May 18-21, 2007</u>	<u>March 30- April 2, 2007</u>	<u>Feb. 16-19, 2007</u>
32	George W. Bush	29	39	36	28
8	Hillary Clinton	4	3	3	3
5	Lindsay Lohan				
4	Paris Hilton	26	7		
4	Barry Bonds	1			
4	Barack Obama	3	3	2	3
3	Britney Spears		1	2	1
3	Trapped Utah miners				
2	Karl Rove				
2	Merv Griffin				
2	Michael Vick				
1	Mitt Romney		1		
1	Tiger Woods				
1	Rudy Giuliani			1	
15	Other				
<u>13</u>	Don't know/Refused				
100					

Q.2 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					
Iraq	36	37	14	13	*=100
<b>August 3-6, 2007</b>	29	40	19	12	*=100
<b>July 27-30, 2007</b>	28	36	19	16	1=100
<b>July 20-23, 2007</b>	28	34	21	16	1=100
<b>July 13-16, 2007</b>	25	41	17	16	1=100
<b>July 6-9, 2007</b>	36	34	18	12	*=100
<b>June 29-July 2, 2007</b>	32	35	19	13	1=100
<b>June 22-25, 2007</b>	30	36	18	15	1=100
<b>June 15-18, 2007</b>	30	37	20	13	*=100
<b>June 8-11, 2007</b>	32	38	15	14	1=100
<b>June 1-4, 2007</b>	30	36	20	13	1=100
<b>May 24-27, 2007</b>	33	36	18	12	1=100
<b>May 18-21, 2007</b>	36	34	15	14	1=100
<b>May 11-14, 2007</b>	30	34	18	17	1=100
<b>May 4-7, 2007</b>	38	37	15	10	*=100
<b>April 27-30, 2007</b>	27	35	21	16	1=100
<b>April 20-23, 2007</b>	28	35	22	15	*=100

**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>
<b>April 12-16, 2007</b>	<b>34</b>	<b>33</b>	<b>20</b>	<b>13</b>	<b>*=100</b>
<b>April 5-9, 2007</b>	<b>33</b>	<b>39</b>	<b>16</b>	<b>11</b>	<b>1=100</b>
<b>March 30-April 2, 2007</b>	<b>34</b>	<b>37</b>	<b>16</b>	<b>13</b>	<b>*=100</b>
<b>March 23-26, 2007<sup>1</sup></b>	<b>31</b>	<b>38</b>	<b>18</b>	<b>12</b>	<b>1=100</b>
<b>March 16-19, 2007</b>	<b>34</b>	<b>34</b>	<b>17</b>	<b>15</b>	<b>*=100</b>
<b>March 9-12, 2007</b>	<b>34</b>	<b>37</b>	<b>16</b>	<b>13</b>	<b>*=100</b>
<b>March 2-5, 2007</b>	<b>37</b>	<b>37</b>	<b>16</b>	<b>9</b>	<b>1=100</b>
<b>February 23-26, 2007</b>	<b>36</b>	<b>36</b>	<b>15</b>	<b>13</b>	<b>*=100</b>
<b>February 16-19, 2007</b>	<b>30</b>	<b>36</b>	<b>19</b>	<b>14</b>	<b>1=100</b>
<b>February 9-12, 2007</b>	<b>37</b>	<b>34</b>	<b>18</b>	<b>11</b>	<b>*=100</b>
<b>February 2-5, 2007</b>	<b>38</b>	<b>38</b>	<b>17</b>	<b>7</b>	<b>*=100</b>
<b>January 26-29, 2007</b>	<b>36</b>	<b>38</b>	<b>15</b>	<b>11</b>	<b>*=100</b>
<b>January 19-22, 2007</b>	<b>37</b>	<b>34</b>	<b>18</b>	<b>10</b>	<b>1=100</b>
<b>January 12-15, 2007</b>	<b>38</b>	<b>36</b>	<b>17</b>	<b>8</b>	<b>1=100</b>
January, 2007	46	40	8	5	1=100
<b>January 5-8, 2007</b>	<b>40</b>	<b>32</b>	<b>16</b>	<b>12</b>	<b>0=100</b>
December, 2006	42	39	12	7	*=100
<b>November 30-December 3, 2006</b>	<b>40</b>	<b>36</b>	<b>13</b>	<b>11</b>	<b>*=100</b>
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

<sup>1</sup> 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>
June, 2003	46	35	13	6	*=100
May, 2003	63	29	6	2	*=100
April 11-16, 2003 <sup>2</sup>	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 <sup>3</sup>	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 <sup>4</sup>	48	29	15	6	2=100
<b>b. The six trapped Utah coal miners</b>	<b>36</b>	<b>35</b>	<b>14</b>	<b>15</b>	<b>*=100</b>
<b>TREND FOR COMPARISON:</b>					
August 3-6, 2007: The bridge that collapsed in Minneapolis, Minnesota	41	39	14	6	*=100
January, 2006: The death of 12 miners in a West Virginia coal mine	47	33	11	8	1=100
November, 2001: Crash of an American Airlines plane near JFK Airport in New York	48	34	13	4	1=100
February, 2000: Crash of an Alaskan Airlines jet near Los Angeles	35	40	17	8	*=100
June, 1999: Crash of an American Airlines flight in Arkansas	19	38	25	17	1=100
March, 1999: The derailment of an Amtrak train in Illinois	31	39	19	11	*=100
February 1996: Recent train crashes in Maryland, Colorado and New Jersey	24	40	24	11	1=100
September, 1993: Amtrak train wreck in Alabama	40	37	15	7	1=100
<b>c. Reports about the condition of the U.S. economy</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

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

<sup>3</sup> 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."

<sup>4</sup> 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>
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
October, 1991	36	38	16	9	1=100
d. Barry Bonds breaking the all time homerun record	<b>12</b>	<b>23</b>	<b>23</b>	<b>42</b>	<b>*=100</b>
<b>TREND FOR COMPARISON:</b>					
March, 2005: Recent reports of steroid use by some Major League Baseball players	18	34	24	23	1=100
December, 2004: Recent reports of steroid use by some Major League Baseball players	22	28	23	27	0=100
September, 1998: The attempt by Mark McGwire and Sammy Sosa to break Roger Maris' home run record	33	26	18	23	*100
August, 1998: The attempt by Mark McGwire and Sammy Sosa to break Roger Maris' home run record	18	19	18	44	1=100
e. The hot weather this summer and its impact on the country	<b>33</b>	<b>29</b>	<b>21</b>	<b>17</b>	<b>*=100</b>
February 16-19, 2007 <sup>5</sup>	<b>30</b>	<b>33</b>	<b>18</b>	<b>18</b>	<b>1=100</b>

<sup>5</sup> For February 16-19, 2007 the story was listed as "Cold winter weather and snowstorms in the Northeast and Midwest." For February 9-12, 2007 the story was listed as "Cold winter weather." For January 19-22, 2007 the story was listed as "Snow and ice storms in

**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>
Feb 9-12, 2007	<b>36</b>	<b>36</b>	<b>15</b>	<b>13</b>	<b>*=100</b>
Jan 19-22, 2007	<b>31</b>	<b>32</b>	<b>22</b>	<b>14</b>	<b>1=100</b>
Jan 5-8, 2007	<b>24</b>	<b>30</b>	<b>25</b>	<b>21</b>	<b>*=100</b>
January, 2001	42	31	15	11	1=100
January, 1999	37	34	17	12	*=100
Early December, 1998	39	35	13	12	1=100
January, 1994	51	30	12	7	*=100
f. News about candidates for the 2008 presidential election	<b>23</b>	<b>32</b>	<b>21</b>	<b>24</b>	<b>*=100</b>
<b>August 3-6, 2007</b>	<b>19</b>	<b>31</b>	<b>25</b>	<b>25</b>	<b>*=100</b>
<b>July 27-30, 2007</b>	<b>19</b>	<b>32</b>	<b>22</b>	<b>26</b>	<b>1=100</b>
<b>July 20-23, 2007</b>	<b>16</b>	<b>26</b>	<b>30</b>	<b>27</b>	<b>1=100</b>
<b>July 13-16, 2007</b>	<b>17</b>	<b>29</b>	<b>27</b>	<b>27</b>	<b>*=100</b>
<b>July 6-9, 2007</b>	<b>24</b>	<b>29</b>	<b>24</b>	<b>22</b>	<b>1=100</b>
<b>June 29-July 2, 2007</b>	<b>20</b>	<b>32</b>	<b>25</b>	<b>23</b>	<b>*=100</b>
<b>June 22-25, 2007</b>	<b>18</b>	<b>31</b>	<b>21</b>	<b>30</b>	<b>*=100</b>
<b>June 15-18, 2007</b>	<b>17</b>	<b>32</b>	<b>26</b>	<b>25</b>	<b>*=100</b>
<b>June 8-11, 2007</b>	<b>19</b>	<b>30</b>	<b>24</b>	<b>26</b>	<b>1=100</b>
<b>June 1-4, 2007</b>	<b>16</b>	<b>27</b>	<b>32</b>	<b>24</b>	<b>1=100</b>
<b>May 24-27, 2007</b>	<b>22</b>	<b>33</b>	<b>23</b>	<b>22</b>	<b>*=100</b>
<b>May 18-21, 2007</b>	<b>18</b>	<b>31</b>	<b>24</b>	<b>27</b>	<b>*=100</b>
<b>May 11-14, 2007</b>	<b>18</b>	<b>30</b>	<b>23</b>	<b>28</b>	<b>1=100</b>
<b>May 4-7, 2007</b>	<b>23</b>	<b>34</b>	<b>21</b>	<b>21</b>	<b>1=100</b>
<b>April 27-30, 2007</b>	<b>14</b>	<b>30</b>	<b>29</b>	<b>26</b>	<b>1=100</b>
<b>April 20-23, 2007</b>	<b>18</b>	<b>28</b>	<b>27</b>	<b>27</b>	<b>*=100</b>
<b>April 12-16, 2007</b>	<b>18</b>	<b>28</b>	<b>27</b>	<b>27</b>	<b>*=100</b>
<b>April 5-9, 2007</b>	<b>25</b>	<b>30</b>	<b>26</b>	<b>19</b>	<b>*=100</b>
<b>March 30-April 2, 2007</b>	<b>20</b>	<b>29</b>	<b>27</b>	<b>23</b>	<b>1=100</b>
<b>March 23-26, 2007</b>	<b>20</b>	<b>32</b>	<b>22</b>	<b>26</b>	<b>*=100</b>
<b>March 16-19, 2007</b>	<b>15</b>	<b>28</b>	<b>29</b>	<b>27</b>	<b>1=100</b>
<b>March 9-12, 2007</b>	<b>24</b>	<b>30</b>	<b>23</b>	<b>23</b>	<b>*=100</b>
<b>March 2-5, 2007</b>	<b>19</b>	<b>31</b>	<b>26</b>	<b>23</b>	<b>1=100</b>
<b>February 23-26, 2007</b>	<b>22</b>	<b>33</b>	<b>24</b>	<b>21</b>	<b>*=100</b>
<b>February 16-19, 2007</b>	<b>18</b>	<b>32</b>	<b>22</b>	<b>27</b>	<b>1=100</b>
<b>February 9-12, 2007</b>	<b>24</b>	<b>30</b>	<b>24</b>	<b>21</b>	<b>1=100</b>
<b>February 2-5, 2007</b>	<b>24</b>	<b>36</b>	<b>22</b>	<b>18</b>	<b>*=100</b>
<b>January 26-29, 2007</b>	<b>24</b>	<b>33</b>	<b>23</b>	<b>20</b>	<b>*=100</b>
<b>January 19-22, 2007<sup>6</sup></b>	<b>24</b>	<b>27</b>	<b>22</b>	<b>26</b>	<b>1=100</b>
<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>7</sup>	29	37	20	13	1=100

some parts of the country.” For January 5-8, 2007 the story was listed as “Winter snowstorms in the western U.S.” In January 2001 the story was listed as “Cold winter weather and storms in the Northeast and Midwest.” In January 1999 the story was listed as “Cold winter weather and storms in the Midwest.” In December, 1998 the story was listed as “Unseasonable weather patterns.” In January 1994 the story was listed as “News about cold weather conditions in the Northeast and Midwest.”

<sup>6</sup> 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
<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

7

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>
<b><i>1988 Presidential Election</i></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.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?

- 28 The six trapped Utah coal miners
  - 16 News about the current situation and events in Iraq
  - 11 News about candidates for the 2008 presidential election
  - 9 Reports about the condition of the U.S. economy
  - 8 The hot weather this summer and its impact on the country
  - 7 Barry Bonds breaking the all time home run record
  - 15 Some other story (SPECIFY)
  - 6 Don't Know/Refused
- 100

Now thinking about the trapped Utah coal miners...

Q.4 In general, how would you rate the job the press has done in covering the trapped miners [READ]?

- 21 Excellent
  - 47 Good
  - 18 Only fair
  - 7 Poor
  - 7 Don't know/Refused [VOL. DO NOT READ]
- 100

Q.5 Do you think news organizations are giving too much, too little, or the right amount of coverage to this story?

- 16 Too much
  - 14 Too little
  - 63 Right amount
  - 7 Don't know/Refused
- 100