

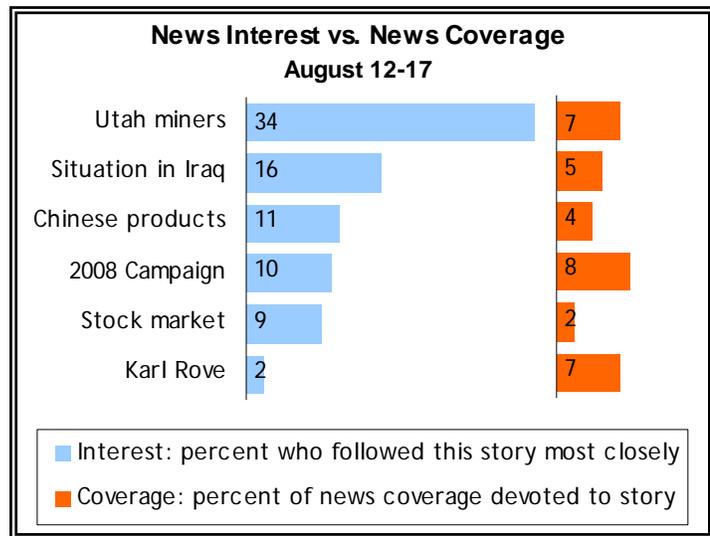


**FOR IMMEDIATE RELEASE:**  
 Thursday, August 23, 2007

**FOR FURTHER INFORMATION:**  
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**Modest Interest in Market Volatility**  
**UTAH MINERS TOP NEWS INTEREST**

For the second week in a row, the plight of six miners trapped in a Utah mine dominated public interest. Though coverage of the miners fell off significantly from the previous week, 32% of the public paid very close attention to the story and roughly the same proportion (34%) said this was the single news story they followed more closely than any other. News of the trapped miners and efforts to rescue them accounted for 7% of the national newshole last week, down from 13% the previous week.

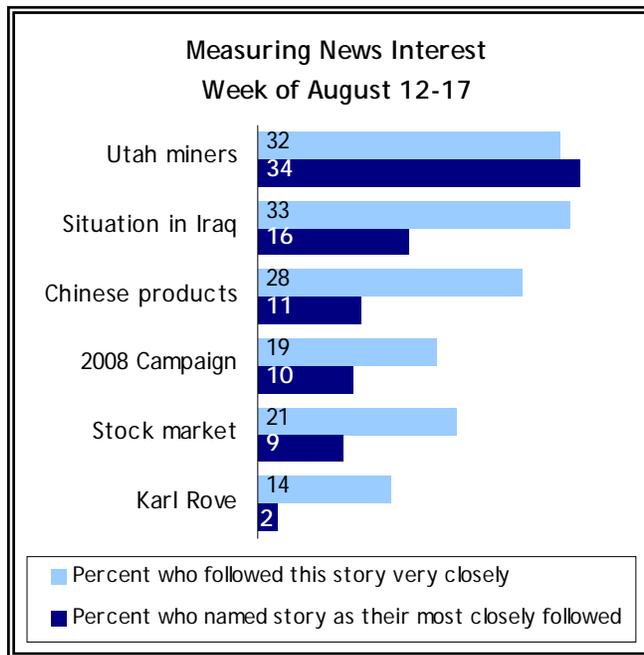


Americans continued to pay close attention to news from Iraq last week, while media coverage of events there remained relatively low. War news was followed very closely by one-in-three Americans (33%) and 16% said this was the story they followed most closely. Interest in the war is largely unchanged from the previous week when 36% were following news from Iraq very closely.

Nearly three-in-ten Americans (28%) paid very close attention to news about the recall of several toys and other products manufactured in China; 11% said this was the story they followed most closely last week. People living in households with children under the age of 6 were more likely than the general public to say this was the story they followed most closely (22% vs. 11%). The level of interest in this story was comparable to previous recalls of Chinese

products in June and May. However, news coverage of this most recent incident was more intense (4% of the national newshole for this past week).

The 2008 presidential campaign has been one of the top stories throughout the year in terms of coverage and was the top story in the Project for Excellence in Journalism’s [News Coverage Index for the second quarter of 2007](#). By contrast, campaign news has not dominated the public’s attention during this period. For the fourth straight week public interest in the presidential race has been hovering at one-in-five who followed the campaign very closely – 19% for this past week – and has remained relatively steady throughout the summer.



Only 14% of the public paid very close attention to the announcement that White House advisor Karl Rove will resign at the end of this month, and just 2% of the public said this was the story they followed most closely. A greater percentage of Democrats (18%) than Republicans (12%) were following Rove’s decision very closely. While public interest in Rove’s departure was modest, the media focused intently on the story across all sectors. Seven percent of the newshole was devoted to the Rove story, equaling that of coverage devoted to the Utah mine accident.

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 August 12-17 and survey data measuring public interest in the top news stories of the week was collected August 17-20 from a nationally representative sample of 1,025 adults.

### Stock Market News Attracts Modest Interest

Continuing volatility in the stock market made the U.S. economy a top news story again last week. One-in-five Americans followed news about the stock market very closely, and 9%

said this was the single news story they followed more closely than any other – making it the fifth most closely followed story of the week. The national news media devoted 7% of its overall coverage to the U.S. economy, and 2% of the coverage focused specifically on stock market news.

While interest in the stock market has been fairly consistent in recent months, only a minority of Americans follow stock market news on a regular basis. The core audience for stock market news is relatively narrow – comprising mainly more affluent individuals and those actively involved in the market. Consumer issues generate much greater public interest. Nearly seven-in-ten Americans regularly follow news about gas and energy prices, while 28% say they follow such news only when there are major headlines. A 53% majority follows news about the price of food and consumer goods regularly; 43% follow this news only when there are major headlines.

Other types of economic news mainly draw a large audience when there are major headlines. Four-in-ten Americans regularly follow news about the job situation in the U.S., 55% say they follow employment news only when there are major headlines. Even fewer Americans (37%) regularly follow news about the housing market, and 35% regularly follow news about the stock market and interest rates, while majorities say they follow these types of news only when there are major headlines. Finally, international financial news attracts the smallest audience: 28% follow financial news from around the world regularly while 64% follow it only when there are major headlines.

<i>Follow news about...</i>	<u>Pretty regularly</u> %	<u>Only when there are major headlines</u> %	<u>Don't know</u> %
Gas and energy prices	69	28	3=100
Price of food and consumer goods	53	43	4=100
Job situation	40	55	5=100
Housing market	37	55	8=100
Stock market	35	56	9=100
Interest rates	35	57	8=100
International economy	28	64	8=100

The top economic news topics also attract the broadest-based audiences. Interest in news about gas and energy prices is consistent across various educational and income groups. College graduates and those who never attended college are equally likely to follow this type of news regularly. Similarly, those with annual household incomes under \$30,000 and those with incomes in excess of \$75,000 follow gas prices in roughly equal proportions.

A similar pattern can be seen for news about food and other consumer goods. Interest in this type of news is comparable across different levels of education and income. Older Americans and women are among the most interested in consumer prices. Interest in news about the job situation is also fairly steady across income groups. However, those who never attended college follow job news somewhat more closely than those who attended or graduated from college.

	----Household income----			
	<\$30,000	\$30,000- \$49,999	\$50,000- \$74,999	\$75,000+
<i>Follow pretty regularly:</i>	%	%	%	%
Gas and energy prices	71	70	69	66
Price of food and consumer goods	52	56	59	45
Job situation	43	40	35	39
Housing market	32	28	37	48
Stock market	22	25	33	51
Interest rates	27	30	40	42
International economy	19	25	22	37

Other types of economic news appeal to a more affluent, more highly-educated audience. Nearly half of those with annual household incomes of \$75,000 or more regularly follow news about the housing market. This compares with roughly 30% of those with incomes under \$50,000. Among college graduates, 47% regularly follow housing news compared with 28% of those who have never attended college.

As with stock market news, higher-income Americans are much more likely than lower- and middle-income Americans to follow this type of news regularly. Men follow stock market news much more closely than do women. The same educational and income patterns can be seen for news about interest rates and international economic news. In each case, those with higher incomes and higher levels of education pay closer attention to news about these topics.

### Top Business News Sources

Television is the public's main source of news about economic and financial issues. Nearly eight-in-ten Americans (79%) say they get most of their economic news from television. Less than half of the public (44%) gets economic news from newspapers. The internet rivals newspapers as a primary source for economic news: 39% of Americans get most of their economic news from online sources. Relatively small percentages rely on radio (19%) and magazines (7%) for economic news.

	----Investment Status----			
	Total	Active trader	Some invest- ments but not a trader	No invest- ments
<i>Main business news source:*</i>	%	%	%	%
Television	79	54	71	90
Newspapers	44	43	45	44
Internet	39	60	42	33
Radio	19	23	22	16
Magazines	7	11	9	4
Other	1	1	1	1
Don't know	1	1	2	1

\* Total exceeds 100% because respondents could offer more than one news source.

Those who are actively involved in trading stocks and other funds rely heavily on the internet for business and economic news. The internet is the top source for business news among those who trade stocks regularly. Fully 60% of active traders get most of their business news online. This compares with 42% of those who have some long-term investments but don't trade stocks regularly and only 33% of those who don't have any money invested in the stock market. These non-investors rely heavily on television for their business news.

The vast majority of Americans who do get most of their business and economic news from television rely more on cable news sources than on network or local TV news. More than four-in-ten Americans (43%) tune into cable news for economic updates and information, 23% tune into network TV news and 19% rely on local news. Among cable outlets, CNN is the top news source at 20% followed by the Fox News Channel (13%), MSNBC (6%) and CNBC (4%).

Those who rely on the internet for business news turn to a variety of websites with no one source clearly dominating. One-in-ten Americans go to Yahoo or Yahoo Finance for business and economic news. Another 7% frequent CNN.com, while 6% visit MSNBC. The top 10 online business news sources are a mixture of internet-only sites (such as Yahoo, Google and AOL) and the websites of major news organizations (such as CNN, MSNBC, Fox News and the New York Times).

	%
Yahoo/Yahoo Finance	10
CNN	7
MSNBC	6
Google	2
MSN	2
AOL	2
Fox News	2
News York Times	2
Wall Street Journal	1
Bloomberg	1

Based on general public.

### Sub-Prime Mortgage Crisis

Most Americans have heard at least something about the problems with sub-prime loans in the home mortgage market. Nearly four-in-ten (39%) have heard a lot about this situation, 33% have heard a little, and 27% have heard nothing at all. College graduates and those in the highest income brackets are among the most likely to have heard a lot about the sub-prime mortgage crisis. Adults under age 30 have heard very little about this issue – fully 49% say they've heard nothing at all about it.

Among those who have heard about the issue, only 20% say they understand the situation very well. Another 44% say they understand it fairly well, and 36% say they either don't understand it too well or they don't understand it at all.

## 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:

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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  
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James Albrightain, Executive Assistant

**PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS**  
**AUGUST 17-20, 2007 NEWS INTEREST INDEX OMNIBUS SURVEY**  
**FINAL TOPLINE**  
**N=1,025**

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

<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>
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 <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>32</b>	<b>38</b>	<b>18</b>	<b>12</b>	<b>*=100</b>
<b>August 10-13, 2007</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	<b>41</b>	<b>39</b>	<b>14</b>	<b>6</b>	<b>*=100</b>
January, 2006: The death of 12 miners in a West Virginia coal mine	47	33	11	8	1=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>
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. Recent major ups and downs in the U.S. stock market</b>	<b>21</b>	<b>24</b>	<b>22</b>	<b>33</b>	<b>*=100</b>
<b>July 27-30, 2007</b>	<b>15</b>	<b>26</b>	<b>21</b>	<b>37</b>	<b>1=100</b>
<b>March 2-5, 2007<sup>5</sup></b>	<b>21</b>	<b>28</b>	<b>25</b>	<b>26</b>	<b>*=100</b>
Early September, 2002	27	30	20	22	1=100
Late July, 2002	33	33	15	18	1=100
March, 2001	27	27	18	27	1=100
Mid-October, 2000	20	26	23	31	1=100
April, 2000	18	28	23	31	*=100
Early April, 2000	19	29	20	32	*=100
March, 2000	23	29	21	26	1=100
March, 1999	18	29	22	31	*=100
January, 1999	24	28	19	28	1=100
Early September, 1998	32	31	20	17	*=100
Mid-August, 1998	17	23	21	39	*=100
January, 1998	21	25	23	31	*=100
Early November, 1997	16	29	22	33	*=100
Mid-November, 1997	25	36	18	20	1=100
September, 1997	14	22	23	40	1=100
April, 1997	17	21	22	40	*=100
February, 1996	12	20	25	42	1=100
<b>d. Safety issues involving toys and other products from China</b>	<b>28</b>	<b>32</b>	<b>21</b>	<b>19</b>	<b>*=100</b>
<b>June 29-July 2, 2007<sup>6</sup></b>	<b>26</b>	<b>30</b>	<b>20</b>	<b>24</b>	<b>*=100</b>
<b>TREND FOR COMPARISON:</b>					
May 4-7, 2007: Reports about contaminated pet food	<b>28</b>	<b>28</b>	<b>21</b>	<b>22</b>	<b>1=100</b>
<b>e. Karl Rove's resignation from his position in the White House</b>	<b>14</b>	<b>20</b>	<b>23</b>	<b>42</b>	<b>1=100</b>
<b>TREND FOR COMPARISON:</b>					
July, 2005: Reports that White House adviser Karl Rove may have leaked classified information about a CIA agent	23	25	26	25	1=100

<sup>5</sup> March 2-5, 2007 asked about "The recent drop in the U.S. stock market." In Early November, 1997, the story was listed as "Thinking about last Monday when the stock market dropped, how closely did you follow what was happening?" From February, 1996 to Mid-November, 1997, the story was listed as "Recent major ups and downs in the stock market."

<sup>6</sup> From June 29-July 2, 2007 the question was listed as "Safety issues involving food and other products from China."

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>
f. News about candidates for the 2008 presidential election	19	27	24	30	*=100
<b>August 10-13, 2007</b>	23	32	21	24	*=100
<b>August 3-6, 2007</b>	19	31	25	25	*=100
<b>July 27-30, 2007</b>	19	32	22	26	1=100
<b>July 20-23, 2007</b>	16	26	30	27	1=100
<b>July 13-16, 2007</b>	17	29	27	27	*=100
<b>July 6-9, 2007</b>	24	29	24	22	1=100
<b>June 29-July 2, 2007</b>	20	32	25	23	*=100
<b>June 22-25, 2007</b>	18	31	21	30	*=100
<b>June 15-18, 2007</b>	17	32	26	25	*=100
<b>June 8-11, 2007</b>	19	30	24	26	1=100
<b>June 1-4, 2007</b>	16	27	32	24	1=100
<b>May 24-27, 2007</b>	22	33	23	22	*=100
<b>May 18-21, 2007</b>	18	31	24	27	*=100
<b>May 11-14, 2007</b>	18	30	23	28	1=100
<b>May 4-7, 2007</b>	23	34	21	21	1=100
<b>April 27-30, 2007</b>	14	30	29	26	1=100
<b>April 20-23, 2007</b>	18	28	27	27	*=100
<b>April 12-16, 2007</b>	18	28	27	27	*=100
<b>April 5-9, 2007</b>	25	30	26	19	*=100
<b>March 30-April 2, 2007</b>	20	29	27	23	1=100
<b>March 23-26, 2007</b>	20	32	22	26	*=100
<b>March 16-19, 2007</b>	15	28	29	27	1=100
<b>March 9-12, 2007</b>	24	30	23	23	*=100
<b>March 2-5, 2007</b>	19	31	26	23	1=100
<b>February 23-26, 2007</b>	22	33	24	21	*=100
<b>February 16-19, 2007</b>	18	32	22	27	1=100
<b>February 9-12, 2007</b>	24	30	24	21	1=100
<b>February 2-5, 2007</b>	24	36	22	18	*=100
<b>January 26-29, 2007</b>	24	33	23	20	*=100
<b>January 19-22, 2007<sup>7</sup></b>	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

<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.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>
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
<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.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?

- 34 The six trapped Utah coal miners
  - 16 News about the current situation and events in Iraq
  - 11 Safety issues involving toys and other products from China
  - 10 News about candidates for the 2008 presidential election
  - 9 Recent major ups and downs in the U.S. stock market
  - 2 Karl Rove's resignation from his position in the White House
  - 11 Some other story (**SPECIFY**)
  - 7 Don't Know/Refused
- 100

Q.3 We're interested how people follow different kinds of economic news. For example **[INSERT ITEM; RANDOMIZE]** Do you follow news about **[ITEM]** pretty regularly, or only when there are major headlines?

	<u>Pretty regularly</u>	<u>Only when there are major headlines</u>	<u>DK/ Refused</u>
a. The stock market	35	56	9=100
b. The housing market	37	55	8=100
c. Gas and energy prices	69	28	3=100
d. The price of food and consumer goods	53	43	4=100
e. The job situation in the U.S	40	55	5=100
f. Interest rates	35	57	8=100
g. Financial news from around the world	28	64	8=100

Q.4 How do you get most of your news about economic and business related issues? From television, from newspapers, from radio, from magazines, or from the internet? **[ACCEPT TWO ANSWERS: IF ONLY ONE RESPONSE IS GIVEN, PROBE FOR ONE ADDITIONAL RESPONSE]**

- 79 Television
- 44 Newspapers
- 19 Radio
- 7 Magazines
- 39 Internet
- 1 Other (**VOL.**)
- 1 Don't know/Refused (**VOL.**)

**IF '1' TELEVISION ASK EITHER 1ST OR 2ND RESPONSE IN Q.4 ASK:**

Q.5 On television, do you get most of economic and business news from [READ AND RANDOMIZE. ACCEPT MULTIPLE ANSWERS BUT DO NOT PROBE FOR ADDITIONAL]

**BASED ON TOTAL:**

23 Network news like ABC, CBS and NBC  
19 Local news programs  
43 Cable News (**NET**)  
20 CNN Cable news  
13 The Fox News Cable Channel  
6 MSNBC Cable news  
4 CNBC Cable news  
1 Other (**DO NOT READ**)  
2 Don't know/Refused (**DO NOT READ**)

**IF '5' INTERNET AS EITHER 1ST OR 2ND RESPONSE IN Q.4 ASK:**

Q.6 What websites do you use to get economic and business news online? [PROMPT IF NECESSARY: Can you name any of the websites you go to MOST often for economic news?] [OPEN END; ACCEPT MULTIPLE RESPONSES, DO NOT NEED TO TYPE .COM EXTENSION]

**BASED ON TOTAL:**

10 Yahoo/Yahoo Finance  
7 CNN (Includes CNN.Money.com and CNNFN.com)  
6 MSNBC  
2 Google  
2 MSN/moneycentral.msn.com  
2 AOL  
2 Fox News  
2 New York Times/NYTimes.com  
1 Wall Street Journal/WSJ.com  
1 Bloomberg  
1 Business 2.0  
1 Network news websites (Includes ABC and CBS)  
7 Other [**Specify**]  
3 No Answer/Don't know/Refuse

**ASK ALL:**

Q.7 How much, if anything, have you heard about problems with sub-prime loans in the home mortgage market? [READ]

39 A lot  
33 A little  
27 Nothing at all  
1 Don't know/Refused (**VOL. DO NOT READ**)  
100

**IF 'A LOT' OR 'A LITTLE' (1,2 IN Q.7) ASK [N=793]:**

Q.8 In general, how well do you feel you understand the sub-prime loan situation? **[READ]**

20	Very well
44	Fairly well
25	Not too well
11	Not at all well
<u>*</u>	Don't know/Refused ( <b>VOL. DO NOT READ</b> )
100	

**ASK ALL:**

Q.9 Which of the following best describes your level of investment in the stock market? **[READ]**

8	I trade stocks and other funds pretty regularly
46	I have some long-term investments like retirement accounts, but don't trade stocks regularly
44	I don't have any money in the stock market
<u>2</u>	Don't know/Refused
100	