

**PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS**  
**FEBRUARY 16-19, 2007 NEWS INTEREST INDEX OMNIBUS SURVEY**  
**FINAL TOPLINE**  
**N=1019**

Q.1A 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]**

38 Anna Nicole Smith  
 28 George W. Bush  
 3 Barack Obama  
 3 Hillary Clinton  
 1 Britney Spears  
 1 Nancy Pelosi  
 9 Other  
 17 Don't know/Refused  
 100

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, ALWAYS INCLUDING a. AND b. AS A BLOCK IN ORDER] [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 in Iraq	<b>30</b>	<b>36</b>	<b>19</b>	<b>14</b>	<b>1=100</b>
Feb 9-12, 2007	<b>37</b>	<b>34</b>	<b>18</b>	<b>11</b>	<b>*=100</b>
Feb 2-5, 2007	<b>38</b>	<b>38</b>	<b>17</b>	<b>7</b>	<b>*=100</b>
Jan 26-29, 2007	<b>36</b>	<b>38</b>	<b>15</b>	<b>11</b>	<b>*=100</b>
Jan 19-22, 2007	<b>37</b>	<b>34</b>	<b>18</b>	<b>10</b>	<b>1=100</b>
Jan 12-15, 2007	<b>38</b>	<b>36</b>	<b>17</b>	<b>8</b>	<b>1=100</b>
January, 2007	46	40	8	5	1=100
Jan 5-8, 2007	<b>40</b>	<b>32</b>	<b>16</b>	<b>12</b>	<b>0=100</b>
December, 2006	42	39	12	7	*=100
Nov 30 – Dec 3, 2006	<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
June, 2005	41	39	12	7	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

**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, 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
October, 2003	38	40	14	7	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>1</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>2</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	48	29	15	6	2=100
<b>b. Reports that Iran may be supplying weapons to insurgents in Iraq</b>					
	<b>28</b>	<b>32</b>	<b>20</b>	<b>19</b>	<b>1=100</b>
<b>Feb 2-5, 2007<sup>3</sup></b>	<b>33</b>	<b>38</b>	<b>18</b>	<b>10</b>	<b>1=100</b>
<b>TREND FOR COMPARISON:</b>					
August, 1988 <sup>4</sup>	22	38	29	11	*=100
<b>c. The death of Anna Nicole Smith</b>					
	<b>14</b>	<b>25</b>	<b>29</b>	<b>31</b>	<b>1=100</b>
<b>Feb 9-12, 2007</b>	<b>11</b>	<b>27</b>	<b>31</b>	<b>30</b>	<b>1=100</b>
<b>d. Cold winter weather and snowstorms in the Northeast and Midwest</b>					
	<b>30</b>	<b>33</b>	<b>18</b>	<b>18</b>	<b>1=100</b>
<b>Feb 9-12, 2007<sup>5</sup></b>	<b>36</b>	<b>36</b>	<b>15</b>	<b>13</b>	<b>*=100</b>
<b>Jan 19-22, 2007</b>	<b>31</b>	<b>32</b>	<b>22</b>	<b>14</b>	<b>1=100</b>

<sup>1</sup> From March 20 to April 16, 2003 the story was listed as "News about the war in Iraq."

<sup>2</sup> From 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." In Early September, 2002 the story was listed as "Debate over the possibility that the U.S. will invade Iraq."

<sup>3</sup> For February 2-5, 2007 the story was listed as "Mounting tensions between the United States and Iran."

<sup>4</sup> In August, 1988 the story was listed as "The cease fire in the war between Iran and Iraq."

<sup>5</sup> 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 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."

**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>Jan 5-8, 2007</b>	<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
e. News about candidates for the 2008					
presidential election	<b>18</b>	<b>32</b>	<b>22</b>	<b>27</b>	<b>1=100</b>
<b>Feb 9-12, 2007</b>	<b>24</b>	<b>30</b>	<b>24</b>	<b>21</b>	<b>1=100</b>
<b>Feb 2-5, 2007</b>	<b>24</b>	<b>36</b>	<b>22</b>	<b>18</b>	<b>*=100</b>
<b>Jan 26-29, 2007</b>	<b>24</b>	<b>33</b>	<b>23</b>	<b>20</b>	<b>*=100</b>
<b>Jan 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<sup>7</sup></b>					
November, 2004 (RVs)	52	36	8	4	*=100
Mid-October, 2004	46	30	12	11	1=100
Early September, 2004	40	34	14	11	1=100
August, 2004	32	38	16	14	*=100
July, 2004	29	37	18	15	1=100
June, 2004	28	34	19	18	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	29	37	20	13	1=100
Mid-January, 2004	16	30	27	26	1=100
Early January, 2004	14	32	30	23	1=100
December, 2003	16	26	27	30	1=100
November, 2003	11	26	34	28	1=100
October, 2003	12	27	28	32	1=100
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	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

<sup>6</sup> January 19-22, 2007 asked about: "Recent announcements by prominent Democrats about plans to run for president in 2008."

<sup>7</sup> In previous election years, the question wording of stories varies due to factors such as timing within the election cycle (primaries or general election) and the nature of the race (incumbent candidate or open field of candidates).

**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><i>1996 Presidential Election</i></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
April, 1996	23	35	25	17	*=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><i>1992 Presidential Election</i></b>					
October, 1992 (RVs)	55	36	7	2	0=100
September, 1992 (RVs)	47	36	11	6	*=100
August, 1992 (RVs)	36	51	11	2	0=100
July, 1992	20	45	26	9	*=100
May, 1992	32	44	16	8	*=100
March, 1992	35	40	16	9	*=100
January, 1992	11	25	36	27	1=100
December, 1991	10	28	32	30	*=100
October, 1991	12	26	31	29	2=100
<b><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
f. Recent negotiations to shut down North Korea's nuclear weapons program					
	<b>15</b>	<b>31</b>	<b>22</b>	<b>31</b>	<b>1=100</b>
Late October, 2006 <sup>8</sup>	45	33	13	8	1=100
February, 2005 <sup>9</sup>	22	34	22	22	*=100
September, 2003	19	32	27	21	1=100
May, 2003	27	40	22	11	*=100
March, 2003	34	34	19	12	1=100
February, 2003	33	34	18	13	2=100
January, 2003	33	34	18	14	1=100
Late October, 2002	25	31	23	20	1=100
June, 1994	27	33	26	14	*=100

<sup>8</sup> In October, 2006 the story was listed as "North Korea's announcement that it recently tested a nuclear weapon."

<sup>9</sup> From January, 2003 to February, 2005 the story was listed as, "North Korea's nuclear weapons program." In Late October 2002 the story was listed as "North Korea's admission that it has been secretly developing nuclear weapons." In June 1994 the story was listed as "Reports about North Korea's building of nuclear weapons and refusal to allow UN inspections."

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.]

- 26 News about the current situation in Iraq
  - 6 Reports that Iran may be supplying weapons to insurgents in Iraq
  - 16 The death of Anna Nicole Smith
  - 16 Cold winter weather and snowstorms in the Northeast and Midwest
  - 9 News about candidates for the 2008 presidential election
  - 2 Recent negotiations to shut down North Korea's nuclear weapons program
  - 7 Some other story (SPECIFY)
  - 18 Don't know/Refused
- 100

**IF DON'T KNOW/REFUSED IN Q.2, SKIP Q.3 [N=840]:**

Q.3 Of all the stories I just mentioned, are there any that you wish you had more time to follow? [DO NOT READ; DISPLAY PRE-CODES; ACCEPT UP TO THREE RESPONSES BUT DO NOT PROBE FOR MORE THAN ONE]

- 15 News about the current situation in Iraq
- 10 Reports that Iran may be supplying weapons to insurgents in Iraq
- 3 The death of Anna Nicole Smith
- 5 Cold winter weather and snowstorms in the Northeast and Midwest
- 12 News about candidates for the 2008 presidential election
- 8 Recent negotiations to shut down North Korea's nuclear weapons program
- 62 None of these
- 2 Don't know/Refused

Q.4 Where do you regularly go for news about national and international issues –television, newspapers, radio, magazines, or the internet? [ACCEPT TWO ANSWERS: IF ONLY ONE RESPONSE IS GIVEN, PROBE ONCE FOR ADDITIONAL RESPONSE]

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

Q.5 On television, do you regularly get news about national and international issues from [READ, RANDOMIZE ITEMS 2 THRU 4 AND 5 THRU 8 SEPARATELY, AND RANDOMIZE SETS OF ITEMS (NETWORK; CABLE; LOCAL). ACCEPT MULTIPLE ANSWERS BUT DO NOT PROBE FOR ADDITIONAL

- 77 Television
  - 18 Local news programming
  - 17 ABC Network news
  - 15 CBS Network news
  - 19 NBC Network news
  - 24 CNN Cable news
  - 7 MSNBC Cable news
  - 22 The Fox News Cable Channel
  - 5 CNBC Cable news
  - 3 Other (VOL.)
  - 3 Don't know/Refused (VOL. DO NOT READ)
- 43 Newspapers
- 19 Radio
- 3 Magazines
- 32 Internet
- 1 Other (VOL. – SPECIFY)
- 2 Don't know/Refused (VOL.)