

**PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS**  
**JUNE 29-JULY 2, 2007 NEWS INTEREST INDEX OMNIBUS SURVEY**  
**FINAL TOPLINE**  
**N=1,065**

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**]

		May 18-21, <u>2007</u>	March 30- <u>April 2, 2007</u>	Feb. 16-19, <u>2007</u>
29	George W. Bush	39	36	28
26	Paris Hilton	7		
4	Hillary Clinton	3	3	3
3	Chris Benoit			
3	Barack Obama	3	2	3
2	Princess Diana			
1	Scooter Libby			
1	Tony Blair	1		
1	Dick Cheney			
1	Barry Bonds			
1	Vladimir Putin			
1	Gordon Brown			
1	Jessie Davis			
9	Other			
<u>17</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					
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, 2007 <sup>1</sup>	34	37	16	13	*=100
	31	38	18	12	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.2 CONTINUED...

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

<sup>2</sup>

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

## Q.2 CONTINUED...

	<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<u>DK/ Refused</u>
March 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. A Supreme Court ruling that public schools cannot use race to decide where students attend classes	<b>23</b>	<b>23</b>	<b>19</b>	<b>34</b>	<b>1=100</b>
c. Safety issues involving food and other products from China	<b>26</b>	<b>30</b>	<b>20</b>	<b>24</b>	<b>*=100</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>
d. British police finding and defusing a car bomb in London	<b>34</b>	<b>31</b>	<b>16</b>	<b>18</b>	<b>1=100</b>
August, 2006: British officials stopping a terrorist plot to blow up planes flying to the U.S.	54	26	9	9	2=100
July, 2005: The terrorist bombings in London, England	48	37	11	4	*=100
e. The debate in Congress over new immigration policy	<b>26</b>	<b>30</b>	<b>21</b>	<b>23</b>	<b>*=100</b>
<b>June 22-25, 2007</b>	<b>24</b>	<b>28</b>	<b>22</b>	<b>26</b>	<b>*=100</b>
<b>June 15-18, 2007</b>	<b>22</b>	<b>32</b>	<b>21</b>	<b>25</b>	<b>*=100</b>
<b>June 8-11, 2007</b>	<b>24</b>	<b>29</b>	<b>20</b>	<b>26</b>	<b>1=100</b>
<b>May 24-27, 2007</b>	<b>27</b>	<b>31</b>	<b>22</b>	<b>19</b>	<b>1=100</b>
<b>April 12-16, 2007<sup>5</sup></b>	<b>21</b>	<b>29</b>	<b>24</b>	<b>26</b>	<b>*=100</b>
August, 2006	34	40	16	9	1=100
June, 2006	36	41	15	7	1=100
May, 2006	44	33	13	9	1=100
April, 2006	39	34	16	10	1=100
f. News about candidates for the 2008 presidential election	<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>

<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."

<sup>5</sup> From April, 2006 to April 12-16, 2007, the story was listed as "The issue of immigration."

## Q.2 CONTINUED...

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

<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> 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.2 CONTINUED...**

	<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<u>DK/ Refused</u>
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.3 Which ONE of the stories I just mentioned have you followed most closely, or is there another story you've been following MORE closely? **[DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE.]**

- 21 British police finding and defusing a car bomb in London
- 19 News about the current situation and events in Iraq
- 14 The debate in Congress over new immigration policy
- 10 News about candidates for the 2008 presidential election
- 9 Safety issues involving food and other products from China
- A Supreme Court ruling that public schools cannot use race to decide where students attend classes
- 5
- 9 Some other story (**SPECIFY**)
- 13 Don't know/Refused (**VOL.**)
- 100

**IF FOLLOWED CHINA STORY (1,2,3 IN Q2c) ASK [N=828]:**

Q.4 From what you've seen and heard, is news coverage of safety issues involving products from China making the situation sound like a bigger problem than it really is, a smaller problem than it really is, or has the coverage been pretty accurate?

23	Bigger problem than it really is
11	Smaller problem than it really is
53	Pretty accurate
<u>13</u>	Don't know/Refused
100	

**NO QUESTION 5**

**ASK ALL:**

Now on a different subject...

Q.6 How much, if anything, have you heard about the new Apple iPhone – a lot, a little, or nothing at all?

46	A lot
37	A little
16	Nothing at all
<u>1</u>	Don't know/Refused (VOL.)
100	

**IF 'A LOT' OR 'A LITTLE,' IN Q.6 ASK [N=872]:**

Q.7 Where have you been hearing the most about the iPhone, [READ AND ROTATE]?

82	From traditional news sources like television, radio, newspapers, and magazines
13	From the internet
5	From people you know
*	Other [VOL. DO NOT READ]
<u>*</u>	Don't know/Refused [VOL. DO NOT READ]
100	