

PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
NOVEMBER 30 – DECEMBER 3, 2007 NEWS INTEREST INDEX OMNIBUS SURVEY
FINAL TOPLINE
N=1005

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. The investigation into missing Illinois woman Stacy Peterson	11	25	26	37	1=100
TREND FOR COMPARISON:					
June 22-25, 2007 A missing Ohio woman who was nine months pregnant when she disappeared	23	29	25	22	1=100
April, 2004: Murder of Laci Peterson	20	37	24	17	2=100
July, 2003: The murder of Laci Peterson, the pregnant California woman whose husband has been charged in her death	22	34	26	17	1=100
May, 2003	31	31	21	16	1=100
b. The Middle East peace summit in Annapolis, Maryland	11	25	24	39	1=100
June, 2003 ¹	20	36	24	19	1=100
January, 2001	21	32	29	17	1=100
July, 2000	15	30	24	31	*=100
November, 1998	18	33	28	19	2=100
Early Oct, 1998 (RVs)	21	40	27	12	*=100
September, 1995	11	32	29	27	1=100
Late September, 1993	23	33	24	19	1=100
Early September, 1993	19	31	23	26	1=100
c. Political instability in Pakistan	16	28	26	30	*=100
November 23-26, 2007	13	27	31	28	1=100
November 16-19, 2007	20	30	21	28	1=100
November 9-12, 2007	20	29	23	28	*=100
TREND FOR COMPARISON:					
October 19-22, 2007: A bombing in Pakistan aimed at former Prime Minister Benazir Bhutto that killed over 120 people	21	28	21	30	*=100
July 13-16, 2007: The Pakistani government’s raid on a mosque held by Islamic radicals	10	19	23	47	1=100
d. The death of NFL player Sean Taylor	14	25	22	38	1=100

¹ In June, 2003 the item was listed as “President Bush’s summit meeting with world leaders and with the prime ministers of Israel and the Palestinian Authority.” In January 2001 and Early October 1998 the item was listed as “Renewed efforts at reaching a peace agreement in the Middle East.” In July 2000 the item was listed as “The Middle East peace summit at Camp David.” In November 1998 and September 1995 the item was listed as “The latest Mideast peace agreement between Israel and the Palestinians.” In Late September 1993 the item was listed as “The peace accords between Israel and the PLO.” In Early September 1993, the item was listed as “Talks between Israel and the PLO about Arab self-rule for the Gaza Strip and the West Bank town of Jericho.”

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>
e. The debate in Washington over U.S. policy in Iraq	23	28	21	28	*=100
November 16-19, 2007	23	30	21	25	1=100
November 2-5, 2007	21	29	23	26	1=100
October 26-29, 2007	21	25	25	28	1=100
October 19-22, 2007	21	28	20	31	*=100
October 12-15, 2007	19	23	22	36	*=100
October 5-8, 2007	20	28	23	29	*=100
September 28 – October 1, 2007	22	32	22	24	*=100
September 21-24, 2007	25	28	20	27	*=100
September 14-17, 2007 ²	25	27	20	27	1=100
September 7-10, 2007	25	27	22	26	*=100
August 30-September 2, 2007	22	27	20	31	*=100
August 24-27, 2007	25	30	19	25	1=100
August 3-6, 2007	21	33	20	26	*=100
July 27-30, 2007	24	28	20	27	1=100
July 20-23, 2007	23	24	24	28	1=100
July 13-16, 2007	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
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
f. News about candidates for the 2008 presidential election	23	35	23	19	*=100
November 23-26, 2007	20	33	26	20	1=100
November 16-19, 2007	26	33	21	19	1=100
November 9-12, 2007	21	33	25	21	*=100
November 2-5, 2007	27	30	21	21	1=100
October 26-29, 2007	21	34	26	19	*=100
October 19-22, 2007	23	32	22	23	*=100
October 12-15, 2007	13	31	26	30	*=100
October 5-8, 2007	22	30	24	24	*=100
September 28 – October 1, 2007	21	34	25	20	*=100
September 21-24, 2007	24	31	22	23	*=100
September 14-17, 2007	22	31	24	23	*=100
September 7-10, 2007	18	34	26	22	*=100
August 30-September 2, 2007	19	35	21	25	*=100
August 24-27, 2007	22	28	24	26	*=100
August 17-20, 2007	19	27	24	30	*=100

² September 14-17, 2007 asked about "General David Petraeus's report to Congress about how things are going in Iraq."

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>
August 10-13, 2007	23	32	21	24	*=100
August 3-6, 2007	19	31	25	25	*=100
July 27-30, 2007	19	32	22	26	1=100
July 20-23, 2007	16	26	30	27	1=100
July 13-16, 2007	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, 2007 ³	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 ⁴	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

³ January 19-22, 2007 asked about "Recent announcements by prominent Democrats about plans to run for president in 2008."

⁴ 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>
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
October, 1991	12	26	31	29	2=100
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] ?**

- 25 News about candidates for the 2008 presidential election
- 14 The death of NFL player Sean Taylor
- 11 The debate in Washington over U.S. policy in Iraq
- 9 The investigation into missing Illinois woman Stacy Peterson
- 7 Political instability in Pakistan
- 4 The Middle East peace summit in Annapolis, Maryland
- 11 Some other story (**SPECIFY**)
- 19 Don't know/Refused
- 100

Now thinking about the presidential campaign...

Q.3 How much would you say you know about each of the following REPUBLICAN presidential candidates? First **[READ AND ROTATE]**, would you say you know a lot, some, not too much or nothing at all?

	<u>A lot</u>	<u>Some</u>	<u>Not too much</u>	<u>Nothing at all</u>	<u>DK/Ref</u>
a. Rudy Giuliani	28	42	19	11	*=100
b. Mitt Romney	16	31	24	28	1=100
c. John McCain	27	36	20	17	*=100
d. Fred Thompson	10	29	28	33	*=100
e. Mike Huckabee	11	20	26	42	1=100
f. Ron Paul	5	17	28	49	1=100

Now a few questions about some things that have been in the news about the presidential campaign. Not everyone will have heard of them.

Q.4 Did you happen to hear about a recent Republican debate where ordinary people submitted video questions through YouTube for the candidates to answer? **[IF YES, ASK: Did you watch the debate itself, or did you just hear or see reports in the news?]**

		Democratic Debate <u>July 27-30, 2007</u>	
15	Yes, watched the debate	13	
41	Yes, heard/saw reports but did not watch it	42	
43	No, haven't heard about it	44	
<u>1</u>	Don't know/Refused	<u>1</u>	
100		100	

Q.5 Do you happen to know the name of the Republican candidate who is **[READ AND ROTATE ITEMS a. THROUGH i.]?**

	<u>Rudy Giuliani</u>	<u>Mitt Romney</u>	<u>John McCain</u>	<u>Fred Thompson</u>	<u>Mike Huckabee</u>	<u>Ron Paul</u>	<u>Other</u>	<u>DK/Ref</u>
a. A former mayor of New York City	86	0	*	0	0	*	*	14=100
b. A Mormon	0	42	1	*	1	1	1	54=100

Q.5 CONTINUED...	<u>Rudy Giuliani</u>	<u>Mitt Romney</u>	<u>John McCain</u>	<u>Fred Thompson</u>	<u>Mike Huckabee</u>	<u>Ron Paul</u>	<u>Other</u>	<u>DK/Ref</u>
c. A former TV and movie actor	0	*	1	47	*	*	5	47=100
d. A former Baptist minister	*	2	0	1	21	2	2	72=100
e. A former governor of Massachusetts	*	35	2	1	1	*	1	60=100
f. A former governor of Arkansas	*	2	1	2	26	1	3	65=100
g. A supporter of abortion rights	30	3	1	1	1	1	2	61=100
h. Strongly opposed to the Iraq war	3	2	4	1	3	14	3	70=100
i. A former Vietnam prisoner of war	*	*	56	*	0	0	1	43=100