

PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
JANUARY 25-28, 2008 NEWS INTEREST INDEX OMNIBUS SURVEY
FINAL TOPLINE
N=1,010

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**]

		-----2007-----						
		Nov	Sept	Aug	June 29-	May	March 30-	Feb
		<u>23-26</u>	<u>21-24</u>	<u>10-13</u>	<u>July 2</u>	<u>18-21</u>	<u>April 2</u>	<u>16-19</u>
24	Barack Obama	3	1	4	3	3	2	3
23	Hillary Clinton	21	4	8	4	3	3	3
11	Heath Ledger							
6	Britney Spears	7	12	3		1	2	1
5	George W. Bush	19	21	32	29	39	36	28
4	Tom Brady							
2	Clinton Unspec.							
2	John McCain							
2	Mitt Romney	1		1		1		
*	Bill Clinton							
9	Other							
<u>12</u>	Don't know/Refused							
100								

Q.2 As I read a list of some stories covered by news organizations this past week, please 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?"**]

		Very Closely	Fairly Closely	Not too Closely	Not at all Closely	DK/Refused
a.	President Bush and Congress agreeing on an economic stimulus plan	24	36	19	21	*=100
b.	News about the current situation and events in Iraq	23	35	26	16	*=100
	January 18-21, 2008	31	33	20	15	1=100
	January 11-14, 2008	25	38	21	16	*=100
	January 4-7, 2008	27	38	20	15	*=100
	December 14-17, 2007	26	32	24	18	*=100
	December 7-10, 2007	28	37	21	14	*=100
	November 23-26, 2007	25	37	21	16	1=100
	November 16-19, 2007	31	37	19	12	1=100
	November 9-12, 2007	29	38	19	13	1=100
	November 2-5, 2007	31	35	18	15	1=100
	October 26-29, 2007	28	37	21	13	1=100
	October 19-22, 2007	28	37	20	15	*=100
	October 12-15, 2007	26	36	18	19	1=100
	October 5-8, 2007	29	33	22	16	*=100
	September 28 – October 1, 2007	30	41	18	11	*=100
	September 21-24, 2007	32	38	17	13	*=100
	September 14-17, 2007	31	36	18	15	0=100
	September 7-10, 2007	32	34	20	14	*=100
	August 30 – September 2, 2007	31	34	18	16	1=100
	August 24-27, 2007	34	36	18	12	*=100

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>
August 17-20, 2007	33	34	18	15	*=100
August 10-13, 2007	36	37	14	13	*=100
August 3-6, 2007	29	40	19	12	*=100
July 27-30, 2007	28	36	19	16	1=100
July 20-23, 2007	28	34	21	16	1=100
July 13-16, 2007	25	41	17	16	1=100
July 6-9, 2007	36	34	18	12	*=100
June 29-July 2, 2007	32	35	19	13	1=100
June 22-25, 2007	30	36	18	15	1=100
June 15-18, 2007	30	37	20	13	*=100
June 8-11, 2007	32	38	15	14	1=100
June 1-4, 2007	30	36	20	13	1=100
May 24-27, 2007	33	36	18	12	1=100
May 18-21, 2007	36	34	15	14	1=100
May 11-14, 2007	30	34	18	17	1=100
May 4-7, 2007	38	37	15	10	*=100
April 27-30, 2007	27	35	21	16	1=100
April 20-23, 2007	28	35	22	15	*=100
April 12-16, 2007	34	33	20	13	*=100
April 5-9, 2007	33	39	16	11	1=100
March 30-April 2, 2007	34	37	16	13	*=100
March 23-March 26, 2007 ¹	31	38	18	12	1=100
March 16-19, 2007	34	34	17	15	*=100
March 9-12, 2007	34	37	16	13	*=100
March 2-5, 2007	37	37	16	9	1=100
February 23-26, 2007	36	36	15	13	*=100
February 16-19, 2007	30	36	19	14	1=100
February 9-12, 2007	37	34	18	11	*=100
February 2-5, 2007	38	38	17	7	*=100
January 26-29, 2007	36	38	15	11	*=100
January 19-22, 2007	37	34	18	10	1=100
January 12-15, 2007	38	36	17	8	1=100
January, 2007	46	40	8	5	1=100
January 5-8, 2007	40	32	16	12	0=100
December, 2006	42	39	12	7	*=100
November 30-December 3, 2006	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
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

¹ From May, 2003 to March 23-26, 2007, the story was listed as "News about the current situation 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>
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 ²	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 ³	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 ⁴	48	29	15	6	2=100

c. Recent major ups and downs in the U.S. stock market

	29	28	19	23	1=100
August 17-20, 2007	21	24	22	33	*=100
July 27-30, 2007	15	26	21	37	1=100
March 2-5, 2007⁵	21	28	25	26	*=100
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

² From March 20-24, 2003 to April 11-16, 2003, the story was listed as “News about the war in Iraq.”

³ 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.”

⁴ In Early September, 2002, the story was listed as “Debate over the possibility that the U.S. will invade Iraq.”

⁵ 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.”

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>
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
d. The death of actor Heath Ledger	13	29	27	30	1=100
e. Thousands of Palestinians crossing the border into Egypt	10	24	27	39	*=100
f. News about candidates for the 2008 presidential election	36	37	14	12	1=100
January 18-21, 2008	36	34	18	12	*=100
January 11-14, 2008⁶	32	31	19	17	1=100
January 4-7, 2008	33	36	19	11	1=100
December 14-17, 2007	25	34	22	19	*=100
December 7-10, 2007	24	35	22	19	*=100
November 30 – December 3, 2007	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
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

⁶ From January 11-14, 2008 the story was listed as “News about the New Hampshire primaries and the presidential campaign.”

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>
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, 2007⁷	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 ⁸	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
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

⁷ January 19-22, 2007 asked about "Recent announcements by prominent Democrats about plans to run for president in 2008."

⁸ 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
<i>1996 Presidential Election</i>					
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
<i>1992 Presidential Election</i>					
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
<i>1988 Presidential Election</i>					
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.]**

- 36 New about candidates for the 2008 presidential election
- 14 Recent major ups and downs in the U.S. stock market
- 12 The death of actor Heath Ledger
- 11 President Bush and Congress agreeing on an economic stimulus plan
- 6 News about the current situation and events in Iraq
- 2 Thousands of Palestinians crossing the border into Egypt
- 6 Some other story (**SPECIFY**)
- 13 Don't know/Refused
- 100

Q.4 Do you think news organizations are giving too much coverage, too little coverage, or the right amount of coverage to [INSERT ITEM, ROTATE]?

	<u>Too much coverage</u>	<u>Too little coverage</u>	<u>Right amount of coverage</u>	<u>DK/Refused</u>
a. President Bush and Congress agreeing on an economic stimulus plan	10	19	65	6=100
b. News about the current situation and events in Iraq	13	35	47	5=100
December 14-17, 2007	15	36	44	5=100
November 16-19, 2007	14	34	48	4=100
November 2-5, 2007⁹	18	33	43	6=100
July 20-23, 2007	18	28	48	6=100
June 1-4, 2007	23	23	47	7=100
c. Recent major ups and downs in the U.S. stock market	13	16	66	5=100
d. The death of actor Heath Ledger	52	5	37	6=100
e. Thousands of Palestinians crossing the border into Egypt	8	41	41	10=100
f. News about candidates for the 2008 presidential election	36	9	52	3=100
January 18-21, 2008	33	11	51	5=100
January 11-14, 2008¹⁰	40	11	44	5=100
January 4-7, 2008	40	11	43	6=100
December 14-17, 2007	32	16	48	4=100
November 16-19, 2007	32	13	51	4=100
July 20-23, 2007	32	18	43	7=100
June 1-4, 2007	33	12	47	8=100

⁹ For November 2-5, 2007 this item was not part of a list, it was a stand alone question and asked about: "The war in Iraq."

¹⁰ From January 4-7, 2008 through January 11-14, 2008 the question was worded: "Thinking about the presidential campaign... Do you think news organizations are giving too much, too little or the right amount of coverage to the campaign?"