

**PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS**  
**NOVEMBER 14-17, 2008 NEWS INTEREST INDEX OMNIBUS SURVEY**  
**TOPLINE**  
**N=1,004**

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]**

85 Barack Obama  
 4 Sarah Palin  
 1 George W. Bush  
 1 John McCain  
 1 Henry Paulson  
 1 Hillary Clinton  
 2 Other  
 5 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<br><u>Closely</u> | Fairly<br><u>Closely</u> | Not too<br><u>Closely</u> | Not at all<br><u>Closely</u> | DK/<br><u>Refused</u> |
|---|------------------------|--------------------------|---------------------------|------------------------------|-----------------------|
| a. News about problems facing U.S. automakers<br><b>TREND FOR COMPARISON:<sup>1</sup></b> | <b>30</b>              | <b>35</b>                | <b>20</b>                 | <b>15</b>                    | <b>*=100</b>          |
| <b>October 31-November 3: Possible merger of GM and Chrysler</b>                          | <b>16</b>              | <b>28</b>                | <b>24</b>                 | <b>31</b>                    | <b>1=100</b>          |
| <b>May 18-21, 2007: DaimlerChrysler sells Chrysler</b>                                    | <b>8</b>               | <b>20</b>                | <b>25</b>                 | <b>46</b>                    | <b>1=100</b>          |
| <b>September 28-October 1, 2007: Agreement between GM and UAW ending strike</b>           | <b>14</b>              | <b>28</b>                | <b>28</b>                 | <b>30</b>                    | <b>*=100</b>          |
| <b>December, 2005: General Motors job cuts</b>  | <b>22</b>              | <b>30</b>                | <b>26</b>                 | <b>21</b>                    | <b>1=100</b>          |
| <b>June, 1998: Chrysler/Daimler Benz merger</b>   | <b>12</b>              | <b>22</b>                | <b>27</b>                 | <b>38</b>                    | <b>1=100</b>          |
| <b>January, 1992: General Motors job cuts</b>   | <b>35</b>              | <b>38</b>                | <b>18</b>                 | <b>9</b>                     | <b>*=100</b>          |
| b. Reports about the condition of the U.S. economy  | <b>56</b>              | <b>29</b>                | <b>9</b>                  | <b>6</b>                     | <b>*=100</b>          |
| <b>November 7-10, 2008</b>  | <b>54</b>              | <b>31</b>                | <b>8</b>                  | <b>7</b>                     | <b>*=100</b>          |
| <b>October 31-November 3, 2008</b>  | <b>63</b>              | <b>27</b>                | <b>6</b>                  | <b>4</b>                     | <b>*=100</b>          |
| <b>October 24-27, 2008</b>  | <b>52</b>              | <b>35</b>                | <b>7</b>                  | <b>5</b>                     | <b>1=100</b>          |
| <b>October 17-20, 2008</b>  | <b>62</b>              | <b>29</b>                | <b>6</b>                  | <b>3</b>                     | <b>*=100</b>          |
| <b>October 10-13, 2008</b>  | <b>65</b>              | <b>25</b>                | <b>7</b>                  | <b>3</b>                     | <b>*=100</b>          |
| <b>October 3-6, 2008</b>  | <b>69</b>              | <b>23</b>                | <b>5</b>                  | <b>3</b>                     | <b>*=100</b>          |
| <b>September 26-29, 2008</b>  | <b>70</b>              | <b>22</b>                | <b>5</b>                  | <b>3</b>                     | <b>*=100</b>          |
| <b>September 19-22, 2008</b>  | <b>56</b>              | <b>27</b>                | <b>12</b>                 | <b>5</b>                     | <b>*=100</b>          |
| <b>September 5-8, 2008</b>  | <b>44</b>              | <b>33</b>                | <b>16</b>                 | <b>7</b>                     | <b>*=100</b>          |
| <b>August 29-31, 2008</b>   | <b>41</b>              | <b>34</b>                | <b>13</b>                 | <b>11</b>                    | <b>1=100</b>          |
| <b>August 15-18, 2008</b>   | <b>39</b>              | <b>36</b>                | <b>15</b>                 | <b>10</b>                    | <b>*=100</b>          |
| <b>August 8-11, 2008</b>  | <b>39</b>              | <b>35</b>                | <b>16</b>                 | <b>10</b>                    | <b>*=100</b>          |

<sup>1</sup> October 31-November 3, 2008 asked about: "The possible merger of automakers General Motors and Chrysler." May 18-21, 2007 asked about: "DaimlerChrysler's decision to sell Chrysler to a private equity firm." January, 1992 and December, 2005 asked about: "The major job cuts announced by General Motors." June, 1998 asked about: "The merger of the Chrysler Corporation and Daimler Benz." September 28-October 1, 2007 asked about "An agreement between General Motors and the United Auto Workers union that ended a two-day strike over wages and job security."

Q.2 CONTINUED...

|                           | Very<br><u>Closely</u> | Fairly<br><u>Closely</u> | Not too<br><u>Closely</u> | Not at all<br><u>Closely</u> | DK/<br><u>Refused</u> |
|---------------------------|------------------------|--------------------------|---------------------------|------------------------------|-----------------------|
| August 1-4, 2008          | 47                     | 34                       | 11                        | 8                            | 0=100                 |
| July 25-28, 2008          | 46                     | 32                       | 10                        | 12                           | *=100                 |
| July 18-21, 2008          | 45                     | 33                       | 13                        | 9                            | *=100                 |
| July 11-14, 2008          | 44                     | 33                       | 12                        | 10                           | 1=100                 |
| June 27-30, 2008          | 49                     | 31                       | 12                        | 7                            | 1=100                 |
| June 13-16, 2008          | 42                     | 33                       | 14                        | 11                           | *=100                 |
| May 9-12, 2008            | 45                     | 31                       | 13                        | 11                           | *=100                 |
| May 2-5, 2008             | 43                     | 31                       | 15                        | 10                           | 1=100                 |
| April 18-21, 2008         | 41                     | 35                       | 13                        | 10                           | 1=100                 |
| April 4-7, 2008           | 39                     | 37                       | 12                        | 12                           | *=100                 |
| March 28-31, 2008         | 42                     | 36                       | 14                        | 8                            | *=100                 |
| March 20-24, 2008         | 45                     | 33                       | 13                        | 9                            | *=100                 |
| February 29-March 3, 2008 | 38                     | 35                       | 15                        | 11                           | 1=100                 |
| February 15-18, 2008      | 37                     | 36                       | 11                        | 16                           | 8=100                 |
| February 1-4, 2008        | 40                     | 37                       | 14                        | 8                            | 1=100                 |
| January 18-21, 2008       | 42                     | 31                       | 16                        | 11                           | *=100                 |
| January 11-14, 2008       | 36                     | 32                       | 15                        | 16                           | 1=100                 |
| November 2-5, 2007        | 27                     | 37                       | 16                        | 19                           | 1=100                 |
| October 19-22, 2007       | 25                     | 34                       | 20                        | 21                           | *=100                 |
| August 10-13, 2007        | 28                     | 36                       | 18                        | 18                           | *=100                 |
| Mid-November, 2006        | 31                     | 40                       | 17                        | 11                           | 1=100                 |
| December, 2005            | 35                     | 35                       | 18                        | 11                           | 1=100                 |
| Early November, 2005      | 35                     | 39                       | 17                        | 9                            | *=100                 |
| Mid-May, 2005             | 30                     | 39                       | 19                        | 11                           | 1=100                 |
| January, 2005             | 35                     | 41                       | 17                        | 7                            | *=100                 |
| Mid-October, 2004         | 30                     | 43                       | 16                        | 10                           | 1=100                 |
| Early September, 2004     | 39                     | 34                       | 15                        | 11                           | 1=100                 |
| Mid-January, 2004         | 37                     | 41                       | 15                        | 7                            | *=100                 |
| December, 2003            | 35                     | 38                       | 14                        | 11                           | 2=100                 |
| November, 2003            | 40                     | 34                       | 15                        | 10                           | 1=100                 |
| October, 2003             | 32                     | 39                       | 16                        | 12                           | 1=100                 |
| September, 2003           | 39                     | 30                       | 18                        | 12                           | 1=100                 |
| March, 2003               | 40                     | 35                       | 16                        | 8                            | 1=100                 |
| February, 2003            | 42                     | 33                       | 15                        | 10                           | *=100                 |
| January, 2003             | 40                     | 35                       | 13                        | 11                           | 1=100                 |
| December, 2002            | 38                     | 34                       | 17                        | 10                           | 1=100                 |
| February, 2002            | 35                     | 40                       | 15                        | 9                            | 1=100                 |
| January, 2002             | 30                     | 44                       | 16                        | 9                            | 1=100                 |
| December, 2001            | 37                     | 40                       | 13                        | 8                            | 2=100                 |
| Mid-November, 2001        | 41                     | 36                       | 15                        | 7                            | 1=100                 |
| June, 2001                | 24                     | 41                       | 18                        | 16                           | 1=100                 |
| May, 2001                 | 34                     | 36                       | 15                        | 15                           | 0=100                 |
| April, 2001               | 36                     | 34                       | 16                        | 13                           | 1=100                 |
| February, 2001            | 30                     | 39                       | 18                        | 12                           | 1=100                 |
| January, 2001             | 32                     | 38                       | 17                        | 11                           | 2=100                 |
| June, 1995                | 26                     | 41                       | 22                        | 11                           | *=100                 |
| March, 1995               | 27                     | 45                       | 19                        | 9                            | *=100                 |
| February, 1995            | 23                     | 41                       | 22                        | 13                           | 1=100                 |
| December, 1994            | 28                     | 43                       | 20                        | 9                            | *=100                 |
| October, 1994             | 27                     | 40                       | 20                        | 12                           | 1=100                 |
| June, 1994                | 25                     | 42                       | 23                        | 10                           | *=100                 |
| May, 1994                 | 33                     | 40                       | 16                        | 10                           | 1=100                 |
| January, 1994             | 34                     | 39                       | 16                        | 10                           | 1=100                 |
| Early January, 1994       | 36                     | 44                       | 13                        | 7                            | *=100                 |

**Q.2 CONTINUED...**

|   | <u>Very<br/>Closely</u> | <u>Fairly<br/>Closely</u> | <u>Not too<br/>Closely</u> | <u>Not at all<br/>Closely</u> | <u>DK/<br/>Refused</u> |
|---|-------------------------|---------------------------|----------------------------|-------------------------------|------------------------|
| December, 1993  | 35                      | 41                        | 15                         | 8                             | 1=100                  |
| October, 1993   | 33                      | 38                        | 20                         | 9                             | *=100                  |
| September, 1993   | 37                      | 40                        | 14                         | 8                             | 1=100                  |
| Early September, 1993                                     | 39                      | 39                        | 14                         | 9                             | *=100                  |
| August, 1993  | 41                      | 36                        | 14                         | 9                             | *=100                  |
| May, 1993   | 37                      | 38                        | 18                         | 6                             | 1=100                  |
| February, 1993  | 49                      | 36                        | 10                         | 5                             | *=100                  |
| January, 1993   | 42                      | 39                        | 12                         | 7                             | *=100                  |
| September, 1992   | 43                      | 37                        | 13                         | 6                             | 1=100                  |
| May, 1992   | 39                      | 39                        | 15                         | 6                             | 1=100                  |
| March, 1992   | 47                      | 38                        | 11                         | 4                             | *=100                  |
| February, 1992  | 47                      | 37                        | 10                         | 6                             | *=100                  |
| January, 1992   | 44                      | 40                        | 11                         | 5                             | *=100                  |
| October, 1991   | 36                      | 38                        | 16                         | 9                             | 1=100                  |
| <b>c. California wildfires</b>                            | <b>21</b>               | <b>28</b>                 | <b>29</b>                  | <b>22</b>                     | <b>*=100</b>           |
| <b>TREND FOR COMPARISON:</b>                              |                         |                           |                            |                               |                        |
| <b>October 17-20, 2008: California wildfires</b>          | <b>15</b>               | <b>28</b>                 | <b>33</b>                  | <b>24</b>                     | <b>*=100</b>           |
| <b>July 11-14, 2008: California wildfires</b>             | <b>22</b>               | <b>34</b>                 | <b>28</b>                  | <b>16</b>                     | <b>*=100</b>           |
| <b>October 26-29, 2007: California wildfires</b>          | <b>40</b>               | <b>41</b>                 | <b>13</b>                  | <b>6</b>                      | <b>*=100</b>           |
| <b>January 12-15, 2007: Fires in Malibu, Calif</b>        | <b>10</b>               | <b>20</b>                 | <b>31</b>                  | <b>38</b>                     | <b>1=100</b>           |
| November, 2003: <i>California wildfires</i>               | 38                      | 35                        | 17                         | 9                             | 1=100                  |
| September, 2001: <i>Wild fires in the west</i>            | 28                      | 37                        | 24                         | 11                            | *=100                  |
| December, 1993: <i>Southern California fires</i>          | 44                      | 39                        | 13                         | 4                             | *=100                  |
| July, 1990: <i>Southern California fires</i>              | 29                      | 35                        | 24                         | 12                            | 0=100                  |
| <b>d. Plans for the new Obama administration</b>          | <b>32</b>               | <b>37</b>                 | <b>16</b>                  | <b>15</b>                     | <b>*=100</b>           |
| <b>November 7-10, 2008</b>                                | <b>39</b>               | <b>30</b>                 | <b>17</b>                  | <b>14</b>                     | <b>*=100</b>           |
| <b>e. News about Sarah Palin and her political future</b> | <b>16</b>               | <b>23</b>                 | <b>31</b>                  | <b>30</b>                     | <b>*=100</b>           |
| <b>f. The current situation and events in Iraq</b>        | <b>24</b>               | <b>33</b>                 | <b>27</b>                  | <b>16</b>                     | <b>*=100</b>           |
| <b>October 31-November 3, 2008</b>                        | <b>30</b>               | <b>35</b>                 | <b>22</b>                  | <b>12</b>                     | <b>1=100</b>           |
| <b>October 24-27, 2008</b>                                | <b>29</b>               | <b>35</b>                 | <b>25</b>                  | <b>11</b>                     | <b>*=100</b>           |
| <b>October 10-13, 2008</b>                                | <b>23</b>               | <b>34</b>                 | <b>30</b>                  | <b>13</b>                     | <b>*=100</b>           |
| <b>October 3-6, 2008</b>                                  | <b>29</b>               | <b>33</b>                 | <b>28</b>                  | <b>10</b>                     | <b>*=100</b>           |
| <b>September 5-8, 2008</b>                                | <b>24</b>               | <b>37</b>                 | <b>26</b>                  | <b>13</b>                     | <b>*=100</b>           |
| <b>August 29-31, 2008</b>                                 | <b>22</b>               | <b>32</b>                 | <b>29</b>                  | <b>16</b>                     | <b>1=100</b>           |
| <b>August 22-25, 2008</b>                                 | <b>26</b>               | <b>31</b>                 | <b>27</b>                  | <b>15</b>                     | <b>1=100</b>           |
| <b>August 1-4, 2008</b>                                   | <b>27</b>               | <b>40</b>                 | <b>23</b>                  | <b>10</b>                     | <b>*=100</b>           |
| <b>July 25-28, 2008</b>                                   | <b>28</b>               | <b>33</b>                 | <b>22</b>                  | <b>17</b>                     | <b>*=100</b>           |
| <b>July 18-21, 2008</b>                                   | <b>33</b>               | <b>35</b>                 | <b>20</b>                  | <b>12</b>                     | <b>*=100</b>           |
| <b>July 11-14, 2008</b>                                   | <b>24</b>               | <b>35</b>                 | <b>24</b>                  | <b>16</b>                     | <b>1=100</b>           |
| <b>July 3-7, 2008</b>                                     | <b>25</b>               | <b>35</b>                 | <b>25</b>                  | <b>15</b>                     | <b>*=100</b>           |
| <b>June 20-23, 2008</b>                                   | <b>25</b>               | <b>36</b>                 | <b>24</b>                  | <b>15</b>                     | <b>*=100</b>           |
| <b>May 9-12, 2008</b>                                     | <b>29</b>               | <b>35</b>                 | <b>21</b>                  | <b>14</b>                     | <b>1=100</b>           |
| <b>May 2-5, 2008</b>                                      | <b>26</b>               | <b>35</b>                 | <b>25</b>                  | <b>13</b>                     | <b>1=100</b>           |
| <b>April 25-28, 2008</b>                                  | <b>29</b>               | <b>35</b>                 | <b>23</b>                  | <b>12</b>                     | <b>1=100</b>           |
| <b>April 18-21, 2008</b>                                  | <b>29</b>               | <b>39</b>                 | <b>20</b>                  | <b>11</b>                     | <b>1=100</b>           |
| <b>April 11-14, 2008</b>                                  | <b>25</b>               | <b>39</b>                 | <b>20</b>                  | <b>15</b>                     | <b>1=100</b>           |
| <b>April 4-7, 2008</b>                                    | <b>25</b>               | <b>37</b>                 | <b>23</b>                  | <b>15</b>                     | <b>*=100</b>           |
| <b>March 28-31, 2008</b>                                  | <b>29</b>               | <b>40</b>                 | <b>19</b>                  | <b>11</b>                     | <b>1=100</b>           |
| <b>March 20-24, 2008</b>                                  | <b>30</b>               | <b>38</b>                 | <b>19</b>                  | <b>13</b>                     | <b>*=100</b>           |
| <b>March 14-17, 2008</b>                                  | <b>29</b>               | <b>38</b>                 | <b>23</b>                  | <b>10</b>                     | <b>*=100</b>           |

Q.2 CONTINUED...

|                                      | Very<br><u>Closely</u> | Fairly<br><u>Closely</u> | Not too<br><u>Closely</u> | Not at all<br><u>Closely</u> | DK/<br><u>Refused</u> |
|--------------------------------------|------------------------|--------------------------|---------------------------|------------------------------|-----------------------|
| March 7-10, 2008                     | 28                     | 39                       | 18                        | 15                           | *=100                 |
| February 29-March 3, 2008            | 28                     | 40                       | 19                        | 13                           | *=100                 |
| February 8-11, 2008                  | 24                     | 35                       | 25                        | 16                           | *=100                 |
| February 1-4, 2008                   | 28                     | 39                       | 22                        | 11                           | *=100                 |
| January 25-28, 2008                  | 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                 |
| 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 <sup>2</sup> | 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                 |

<sup>2</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<br><u>Closely</u> | Fairly<br><u>Closely</u> | Not too<br><u>Closely</u> | Not at all<br><u>Closely</u> | DK/<br><u>Refused</u> |
|-------------------------------------|------------------------|--------------------------|---------------------------|------------------------------|-----------------------|
| <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>3</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>4</sup>      | 62                     | 27                       | 6                         | 4                            | 1=100                 |
| February, 2003                      | 62                     | 25                       | 8                         | 4                            | 1=100                 |
| January, 2003                       | 55                     | 29                       | 10                        | 4                            | 2=100                 |

<sup>3</sup> From March 20-24, 2003 to April 11-16, 2003, the story was listed as "News about the war in Iraq."

<sup>4</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."

**Q.2 CONTINUED...**

|                                    | Very<br><u>Closely</u> | Fairly<br><u>Closely</u> | Not too<br><u>Closely</u> | Not at all<br><u>Closely</u> | DK/<br><u>Refused</u> |
|------------------------------------|------------------------|--------------------------|---------------------------|------------------------------|-----------------------|
| 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>5</sup> | 48                     | 29                       | 15                        | 6                            | 2=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. IF RESPONDENT MENTIONS ELECTION, PROBE WITH: "Is that a story about the Presidential election, or news about elections in Congress?"]**

- 43 Reports about the conditions of the U.S. economy
  - 19 Plans for the new Obama administration
  - 10 California wildfires
  - 8 News about problems facing U.S. automakers
  - 5 News about Sarah Palin and her political future
  - 5 The current situation and events in Iraq
  - 4 Some other story (**VOL. SPECIFY**)
  - 6 Don't know/Refused (**VOL.**)
- 100

Q.3A When you see or hear news reports about the economy, does it make you feel... **[READ AND ROTATE]?**

|               | <u>Yes</u> | <u>No</u> | Don't<br><u>know</u> |
|---------------|------------|-----------|----------------------|
| a. Optimistic | 30         | 69        | 1=100                |
| b. Angry      | 49         | 50        | 1=100                |
| c. Depressed  | 35         | 65        | *=100                |
| d. Confused   | 37         | 63        | *=100                |
| e. Scared     | 43         | 57        | *=100                |

**TREND FOR COMPARISON:**

**September 26-29, 2008:** As you may know, the government is considering investing billions of dollars to try and keep financial institutions and markets secure. As you've thought about this, has it made you feel... **[READ AND ROTATE]?**

|               |    |    |       |
|---------------|----|----|-------|
| a. Optimistic | 29 | 68 | 3=100 |
| b. Angry      | 61 | 37 | 2=100 |
| c. Scared     | 50 | 49 | 1=100 |
| d. Confused   | 43 | 56 | 1=100 |

<sup>5</sup> In Early September, 2002, the story was listed as "Debate over the possibility that the U.S. will invade Iraq."

Q.3B And next...How often, if ever, do you get information from news sources that helps you decide how and where to invest your money? Do you do this... [READ]?

|     |                           | <u>May 2000</u> <sup>6</sup> |
|-----|---------------------------|------------------------------|
| 10  | Every day                 | 4                            |
| 8   | Several times a week      | 5                            |
| 11  | About once a week         | 9                            |
| 11  | About once a month OR     | 13                           |
| 40  | Less often                | 38                           |
| 20  | Never (VOL.)              | 29                           |
| *   | Don't know/Refused (VOL.) | <u>2</u>                     |
| 100 |                           | 100                          |

**IF (Q.3B=1-5), ASK:**

Q.3C What is your main source for information that helps you decide how and where to invest your money... (READ)? [IF RESPONDENT GIVES A FIRST CHOICE, ASK:] What would say is your SECOND most important source?

|             |               | <u>--May 2000--</u> <sup>7</sup> |               |
|-------------|---------------|----------------------------------|---------------|
| <u>Main</u> | <u>Second</u> | <u>Main</u>                      | <u>Second</u> |
| 15          | 25            | 23                               | 27            |
| 25          | 31            | 26                               | 26            |
| 5           | 7             | 3                                | 9             |
| 5           | 10            | 6                                | 11            |
| 31          | 22            | 18                               | 15            |
| 5           | 1             | 9                                | 3             |
| 1           | 2             | --                               | --            |
| 3           | 2             | 8                                | 6             |
| <u>10</u>   | --            | <u>7</u>                         | <u>3</u>      |
| 100         | 100           | 100                              | 100           |
| (n=800)     | (n=410)       |                                  |               |

<sup>6</sup> In May 2000, the question was worded "How often, if ever, do you get information from news sources about investing.. that is, information that helps you decide how and where to invest your money?"

<sup>7</sup> In May 2000, the question was worded "What is your main news source for information that helps you decide how and where to invest your money..."

Q.4 Thinking about what you've been reading and hearing in the news recently, what one economic or financial problem have you heard the most about these days? [**OPEN END. DO NOT PROBE FOR ADDITIONAL MENTIONS. IF MORE THAN ONE MENTION, RECORD UP TO THREE RESPONSES IN ORDER OF MENTION**]

|    |  | June<br>13-16,<br><u>2008</u> | Jan<br>18-21,<br><u>2008</u> |
|----|--|-------------------------------|------------------------------|
| 21 | Housing/Mortgage crisis/Foreclosures/Sub-prime mortgages | 11                            | 31                           |
| 17 | Auto industry  | --                            | --                           |
| 13 | Government bailout plan                                  | --                            | --                           |
| 13 | Economy/Economic problems/Financial problems (general)   | 7                             | 7                            |
| 11 | Wall Street banks/Credit crisis/Bank lending practices   | 2                             | 2                            |
| 9  | Stock market   | 1                             | 6                            |
| 7  | Jobs/Unemployment  | 2                             | 3                            |
| 5  | Gas and oil prices                                       | 72                            | 7                            |
| 2  | Health care/Health care costs/Medicare                   | 2                             | 3                            |
| 1  | Recession/Possible Recession                             | 1                             | 14                           |
| 1  | Taxes (general)  | 1                             | 1                            |
| 1  | Inflation/Cost of living/Cost of food                    | 2                             | 2                            |
| 1  | The war in Iraq/The military                             | --                            | --                           |
| 1  | Lagging retail sales/Major retailers losing money        | --                            | --                           |
| 3  | Other  | 2                             | 6                            |
| 2  | None/no problem  | 2                             | 8                            |
| 3  | Don't know/Refused                                       | 3                             | 7                            |

Q.5 In following news about the current economic situation, what would you say you are most interested in... [**READ AND ROTATE**]

|          |  |
|----------|--|
| 14       | Hearing about how major businesses and banking institutions are being affected |
| 37       | Hearing about how ordinary people are being affected                           |
| 46       | Hearing about government plans and proposals for dealing with the economy      |
| 2        | None of the above [ <b>VOL. DO NOT READ</b> ]                                  |
| <u>1</u> | Don't know/Refused [ <b>VOL. DO NOT READ</b> ]                                 |
| 100      |  |

**NO QUESTIONS 6 AND 7**

Q.8 As you may know, the government is investing billions to try to keep financial institutions and markets secure. Do you think this is the right thing or the wrong thing for the government to be doing?

|           |                                    | Oct 16-19,<br><u>2008</u> | Sept 27-29,<br><u>2008</u> <sup>8</sup> | Sept. 19-22<br><u>2008</u> |
|-----------|------------------------------------|---------------------------|---|----------------------------|
| 40        | Right thing                        | 47                        | 45                                      | 57                         |
| 43        | Wrong thing                        | 37                        | 38                                      | 30                         |
| <u>17</u> | Don't know/Refused ( <b>VOL.</b> ) | <u>16</u>                 | <u>17</u>                               | <u>13</u>                  |
| 100       |                                    | 100                       | 100                                     | 100                        |

<sup>8</sup> For September 27-29, 2008 and September 19-22, 2008 the question was worded, "As you may know, the government is potentially investing billions to try to keep financial institutions and markets secure. Do you think this is the right thing or the wrong thing for the government to be doing?" For September 27-29, 2008, an experiment testing the word "committing" instead of "investing" showed no difference in the results. Results for the two versions have been combined.