

PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
JANUARY 9-12, 2009 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] [IF ANSWER GIVEN ASK: Who else comes to mind?] [OPEN END. RECORD UP TO TWO MENTIONS. RECORD FIRST MENTION ON FIRST SCREEN AND SECOND MENTION ON SECOND SCREEN]**

NOTE: Total exceeds 100% because of multiple responses.

	Dec 5-8, <u>2008</u>	
72	Barack Obama	89
21	Rod Blagojevich	
17	George W. Bush	12
9	Bernard Madoff	
6	John Travolta	
5	Sarah Palin	8
3	Roland Burris	
3	Hillary Clinton	19
2	Caylee Anthony	
1	Caroline Kennedy	
1	Leon Panetta	
1	Arnold Schwarzenegger	
1	Bill Richardson	1
1	Joe Biden	
1	Oprah Winfrey	1
1	Pac Man Jones	
1	Patrick Swayze	
1	Michelle Obama	
13	Other answer given	
10	Don't know/No answer	

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?"]**

	<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<u>DK/ Refused</u>
a. Conflict between the Israeli military and Hamas forces in Gaza	34	35	18	13	0=100
January 2-4, 2009	28	32	22	18	*=100
TREND FOR COMPARISON:¹					
March 7-10, 2008	20	33	26	21	*=100
August, 2006	40	34	14	10	2=100

¹ In Early September 2001 through September, 2003 and for Mid-October 2000 and March 7-10, 2008 the item was listed as "Continued violence in the Middle East between the Palestinians and the Israelis." In August 2006 the item was listed as "The military conflict between Israel and Hezbollah forces in Lebanon." In April 2001 the item was listed as "Continued violence in the Middle East." In Early October 2000 the item was listed as "Renewed violence in the Middle East between the Palestinians and the Israelis." In January 1997 the item was listed as "Renewed tensions between Israelis and Palestinians over Hebron." In October 1996 the item was listed as "Renewed violence between Israelis & Palestinians on the West Bank and in Jerusalem." In May 1988 the item was listed as "The conflict in the Middle East between the Palestinians and the Israelis in the occupied territories."

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>
September, 2003	31	36	20	13	*=100
Early June, 2003	26	40	20	13	1=100
December, 2002	29	36	22	12	1=100
Early October, 2002	32	39	20	8	1=100
June, 2002	38	33	18	10	1=100
April, 2002	38	37	14	10	1=100
Early April, 2002	44	33	13	9	1=100
December, 2001	31	40	19	9	1=100
Early September, 2001	21	33	25	20	1=100
April, 2001	22	34	24	19	1=100
Mid-October, 2000	30	38	18	13	1=100
Early October, 2000	21	30	27	21	1=100
January, 1997	12	23	29	35	1=100
October, 1996	17	34	26	23	*=100
May, 1988	18	37	34	9	2=100
b. Projections of a record high federal budget deficit this year	35	30	19	16	*=100
c. The impeachment of the Governor of Illinois	21	31	25	22	1=100
TREND FOR COMPARISON:²					
January 2-4, 2009	25	34	23	17	1=100
December 12-15, 2008	29	35	19	16	1=100
d. Barack Obama's appointments and plans for his administration	30	37	21	12	*=100
January 2-4, 2009	32	35	16	17	*=100
December 12-15, 2008	30	34	20	16	*=100
December 5-8, 2008	36	38	15	11	*=100
November 21-24, 2008³	49	24	15	12	*=100
November 14-17, 2008	32	37	16	15	*=100
November 7-10, 2008	39	30	17	14	*=100
TREND FOR COMPARISON:⁴					
January, 2001: <i>G.W. Bush's appointments</i>	26	32	24	17	1=100
January, 1993: <i>Clinton's appointments</i>	24	42	22	11	1=100
e. Reports about the rising unemployment rate	45	34	14	7	*=100
December 5-8, 2008	40	33	17	10	*=100
November 7-10, 2008	39	32	17	12	*=100
June 6-9, 2008	25	31	23	21	*=100
f. Preparations for Barack Obama's inauguration	16	23	27	33	1=100

² For January 2-4, 2009 the item was listed as "The Governor of Illinois appointing someone to fill Obama's Senate seat while under investigation for corruption." For December 12-15, 2008 the item was listed as "The arrest of the Illinois Governor on corruption charges associated with Barack Obama's vacant Senate seat."

³ For November 7-10, 2008 through November 21-24, 2008 the item was listed as: "Plans for the new Obama administration."

⁴ January, 2001 asked about: "George W. Bush's cabinet choices and other high level appointments." January, 1993 asked about "Bill Clinton's cabinet choices and other high level appointments."

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.]**

- 24 The conflict between the Israeli military and Hama forces in Gaza
 - 22 Reports about the rising unemployment rate
 - 12 Barack Obama's appointments and plans for his administration
 - 9 The impeachment of the Illinois Governor
 - 9 Projections of a record high federal budget deficit this year
 - 8 Preparations for Barack Obama's inauguration
 - 9 Some other story (VOL.)
 - 7 Don't know/Refused (VOL.)
- 100

Q.4 From what you've read and heard, can you recall the names of anyone that Barack Obama has chosen for his cabinet or appointed to other high level government posts?

		G. W. Bush	Clinton
		Jan <u>2001</u>	Jan <u>1993</u>
65	Yes	43	21
<u>35</u>	No/Don't Know/No Answer	<u>57</u>	<u>79</u>
100		100	100

[IF YES, ASK:] Which names can you recall?
[DO NOT READ LIST. RECORD SINGLE MENTION ON FIRST SCREEN, SECOND SCREEN AND THIRD SCREEN IF NECESSARY. IF NECESSARY RECORD MULTIPLE MENTIONS ON FOURTH SCREEN. DO NOT PROBE FOR MORE THAN ONE MENTION]

NOTE: Total exceeds 100% because of multiple responses.

		<u>Jan 2001</u>		<u>Jan 1993</u>	
56	Hillary Clinton	33	Colin Powell	8	Lloyd Bentsen
14	Leon Panetta	8	John Ashcroft	4	Ron Brown
12	Bill Richardson	4	Condoleezza Rice	4	Warren Christopher
6	Rahm Emanuel	3	Christine Whitman	3	Les Aspin
4	Robert Gates	3	Tommy Thompson	2	Henry Cisneros
3	Tom Daschle	2	Donald Rumsfeld	2	Donna Shalala
3	Sanjay Gupta	2	Linda Chavez	2	Zoe Baird
2	Janet Napolitano	1	Spencer Abraham	1	Bruce Babbitt
2	Joe Biden	1	Norman Mineta	1	Jesse Brown
1	Eric Holder	1	Gale Norton	1	Federico Pena
1	Ken Salazar	*	Donald Evans	1	Richard Riley
1	Timothy Geitner	*	Mel Martinez	1	Robert Reich
1	Susan Rice	*	Alberto Gonzales	1	William Espy
1	Eric Shinseki	*	Rod Paige	1	Hazel O'Leary
*	Hilda Solis	*	Ann Veneman	*	Mac McClarty
*	Larry Summers	*	Anthony Principi	*	Leon Panetta
*	Arne Duncan	*	Andrew Card	*	Madeline Albright
*	Ron Kirk	*	Karen Hughes	*	Jocelyn Elders
*	Tom Vilsack	*	Paul O'Neill	*	Mickey Kantor
3	Other	*	Karl Rove	*	Anthony Lake
35	Don't know/No answer			*	Laura Tyson
				*	Clifton Wharton