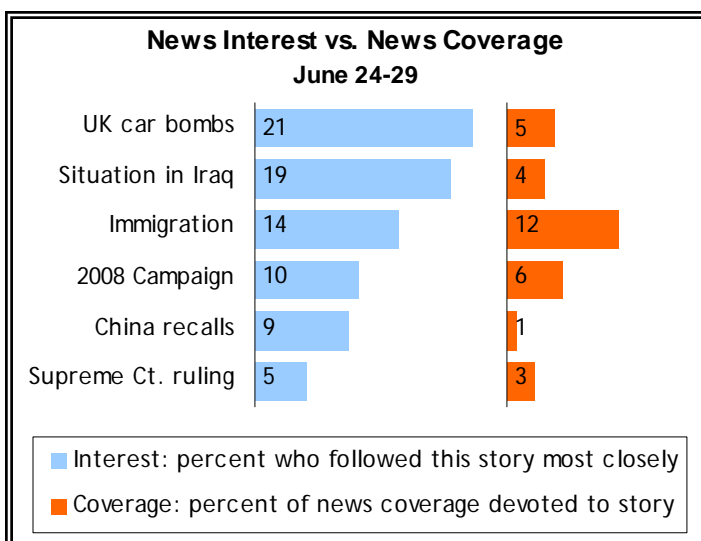


FOR IMMEDIATE RELEASE:
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FOR FURTHER INFORMATION:
Andrew Kohut, Director
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Traditional Media Spread the Word about Apple’s iPhone
BRITISH CAR BOMBS TOP NEWS INTEREST

Dramatic events in London and Scotland last week attracted a large news audience. Roughly a third of the public paid very close attention to news that British police had found and defused two car bombs in London, and another 31% followed the story fairly closely. Fully 21% said this was the single news story they followed more closely than any other – making it the most closely followed news story of the week.¹



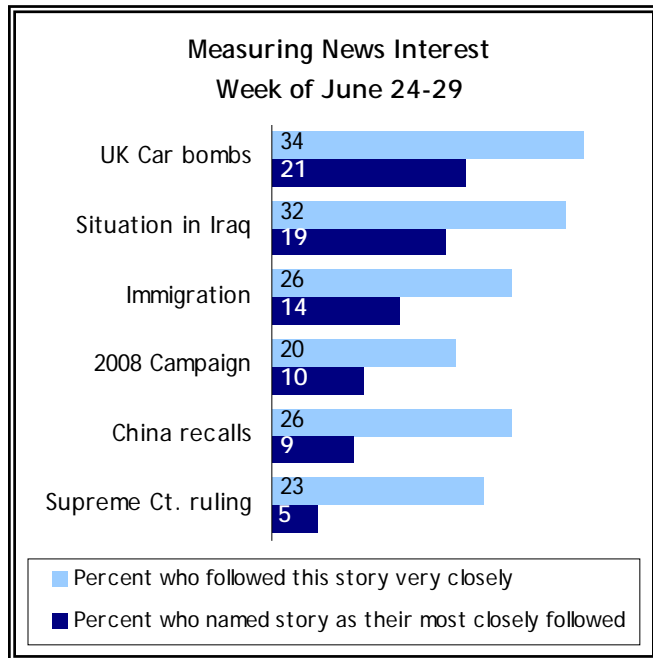
Interest in the attempted bombings did not reach the level of last summer’s major terrorism scare. In August 2006, 54% of the public paid very close attention to news about a foiled plot to blow up planes flying from England to the U.S. using liquid explosives.

Last week’s events in the United Kingdom received a substantial amount of news coverage in the U.S. Although the story did not break until Friday morning, it was the fourth most heavily covered news story of the week, accounting for 5% of the overall coverage. For Friday alone, the London story represented 27% of the news coverage for all sectors and 63% of cable news.

A large segment of the public remained focused on the Iraq war last week: 32% followed the situation in Iraq very closely and 19% listed this as their most closely followed story.

¹ Because the survey began on Friday, June 29, before the explosion at Glasgow airport, the question asked only about the events in London.

The demise of the immigration reform bill was the most heavily covered news story of the week – 12% of the overall newshole was devoted to this story. Roughly a quarter of the public followed the immigration debate very closely and 14% listed it as their most closely followed story. Until last week, roughly equal proportions of Democrats and Republicans were following the immigration debate. However, as the controversial legislation collapsed in the Senate, Republicans paid much closer attention than did Democrats (32% followed very closely vs. 19% of Democrats).



News about safety issues involving food and other products from China attracted a moderate audience despite relatively little coverage (1% of the newshole for the week). One-in-four Americans paid very close attention to this unfolding story and 9% said it was the story they followed most closely. In recent weeks, Chinese products including certain brands of toys, toothpaste and seafood have either been recalled or banned. This comes on the heels of the largest pet food recall in U.S. history earlier this year.

For the most part, the public does not believe that news organizations are exaggerating or underplaying problems with products from China. Fewer than a quarter (23%) say news coverage is making the situation sound like a bigger problem than it really is; 11% say the coverage makes it sound like a smaller problem than it really is. Overall, the public believes news coverage of these safety issues has been generally accurate (53%).

Fewer than one-in-four Americans paid very close attention to the Supreme Court’s ruling barring school districts from using race to determine which schools students attend. Only 5% listed this as their most closely followed story. Whites and blacks followed the ruling in roughly equal proportions. Democrats paid closer attention than Republicans to this story. Overall, 6% of the national newshole was devoted to news about the Supreme Court, with 3% focused specifically on the school desegregation ruling.

These findings are based on the most recent installment of the weekly *News Interest Index*, an ongoing project of the Pew Research Center for the People & the Press. The index,

building on the Center’s longstanding research into public attentiveness to major news stories, examines news interest as it relates to the news media’s agenda. The weekly survey is conducted in conjunction with The Project for Excellence in Journalism’s *News Coverage Index*, which monitors the news reported by major newspaper, television, radio and online news outlets on an ongoing basis. In the most recent week, data relating to news coverage was collected from June 24-29, and survey data measuring public interest in the top news stories of the week was collected June 29-July 2 from a nationally representative sample of 1,065 adults.

Traditional Media Delivers iPhone Message

As the much-anticipated Apple iPhone hit the stores on June 29, a large majority of Americans had heard at least something about the new product. Fully 46% of the public had heard a lot about the iPhone, and another 37% had heard a little. Just 16% say they have heard nothing at all about the new phone.

The vast majority of those who have heard something about the iPhone say they have been hearing most about it from traditional news sources like television, radio, newspapers, and magazines. Only 13% have heard about it mainly on the internet, and even fewer (5%) have heard about it from people they know.

Young people have heard the most about the iPhone – fully 59% have heard a lot about it. They are also much more likely than those over age 30 to have heard about the iPhone from internet sources rather than traditional media. Nonetheless, 68% of those ages 18-29 who have heard about the iPhone are hearing most about it from traditional sources, compared with 24% who are hearing most about the iPhone from internet sources.

Bush, Hilton Top Newsmakers of the Week

George W. Bush and Paris Hilton were the two most visible newsmakers last week. When asked to name the person they have heard the most about in the news lately, 29% named Bush and nearly as many (26%) named Hilton.

	Total	----AGE----		
		18-29	30-49	50+
<i>Heard about the iPhone?</i>				
A lot	46	59	42	44
A little	37	29	45	35
Nothing at all	16	12	13	20
Don’t know	1	*	*	1
	100	100	100	100
<i>Heard the most from...</i>				
Traditional media	82	68	80	93
Internet	13	24	14	4
People you know	5	8	6	2
Other/Don’t know	*	*	0	1
	100	100	100	100

<i>Heard the most about in the news lately...</i>	%
George W. Bush	29
Paris Hilton	26
Hillary Clinton	4
Chris Benoit	3
Barack Obama	3
Princess Diana	2
Scooter Libby	1
Tony Blair	1
Dick Cheney	1
Barry Bonds	1
Vladimir Putin	1
Gordon Brown	1
Jessie Davis	1
Other	9
No answer	17
	100

As a point of comparison, during the week that Anna Nicole Smith died (Feb. 11-16), 38% said that they had heard most about Smith, while 28% named Bush as the person they had heard the most about.

Other prominent newsmakers last week included Hillary Clinton (4% said she was the person they had heard the most about in the news lately) and Barack Obama (3%). Pro wrestler Chris Benoit, who reportedly took his own life after killing his wife and son, was mentioned by 3% of the public.

About the News Interest Index

The *News Interest Index* is a weekly survey conducted by the Pew Research Center for the People & the Press aimed at gauging the public's interest in and reaction to major news events.

This project has been undertaken in conjunction with the Project for Excellence in Journalism's *News Coverage Index*, an ongoing content analysis of the news. The News Coverage Index catalogues the news from top news organizations across five major sectors of the media: newspapers, network television, cable television, radio and the internet. Each week (from Sunday through Friday) PEJ will compile this data to identify the top stories for the week. The News Interest Index survey will collect data from Friday through Monday to gauge public interest in the most covered stories of the week.

Results for the weekly surveys are based on telephone interviews among a nationwide sample of approximately 1,000 adults, 18 years of age or older, conducted under the direction of ORC (Opinion Research Corporation). For results based on the total sample, one can say with 95% confidence that the error attributable to sampling is plus or minus 3.5 percentage points.

In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls, and that results based on subgroups will have larger margins of error.

For more information about the Project for Excellence in Journalism's News Coverage Index, go to www.journalism.org.

About the Pew Research Center for the People & the Press

The Pew Research Center for the People & the Press is an independent opinion research group that studies attitudes toward the press, politics and public policy issues. We are sponsored by The Pew Charitable Trusts and are one of six projects that make up the Pew Research Center, a nonpartisan "fact tank" that provides information on the issues, attitudes and trends shaping America and the world.

The Center's purpose is to serve as a forum for ideas on the media and public policy through public opinion research. In this role it serves as an important information resource for political leaders, journalists, scholars, and public interest organizations. All of our current survey results are made available free of charge.

All of the Center's research and reports are collaborative products based on the input and analysis of the entire Center staff consisting of:

Andrew Kohut, Director
Scott Keeter, Director of Survey Research
Carroll Doherty and Michael Dimock, Associate Directors
Carolyn Funk, Richard Wike and Kim Parker, Senior Researchers
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James Albrightain, Executive Assistant

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, 2007²	34	37	16	13	*=100
	31	38	18	12	1=100

² 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>
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
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 ³	47	40	10	2	1=100
April 2-7, 2003	54	34	9	2	1=100

³ From March 20-24, 2003 to April 11-16, 2003, the story was listed as "News about the war 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>
March 20-24, 2003	57	33	7	2	1=100
March 13-16, 2003 ⁴	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 ⁵	48	29	15	6	2=100
b. A Supreme Court ruling that public schools cannot use race to decide where students attend classes	23	23	19	34	1=100
c. Safety issues involving food and other products from China	26	30	20	24	*=100
May 4-7, 2007: Reports about contaminated pet food	28	28	21	22	1=100
d. British police finding and defusing a car bomb in London	34	31	16	18	1=100
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	26	30	21	23	*=100
June 22-25, 2007	24	28	22	26	*=100
June 15-18, 2007	22	32	21	25	*=100
June 8-11, 2007	24	29	20	26	1=100
May 24-27, 2007	27	31	22	19	1=100
April 12-16, 2007⁶	21	29	24	26	*=100
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	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

⁴ 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."

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

⁶ From April, 2006 to April 12-16, 2007, the story was listed as "The issue of immigration."

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...

	Very <u>Closely</u>	Fairly <u>Closely</u>	Not too <u>Closely</u>	Not at all <u>Closely</u>	DK/ <u>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
<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.]**

- 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
 - 5 A Supreme Court ruling that public schools cannot use race to decide where students attend classes
 - 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	