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FOR FURTHER INFORMATION:
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“Sopranos” Spoof vs. “Obama Girl”

CAMPAIGN INTERNET VIDEOS: VIEWED MORE ON TV THAN ONLINE

Short videos produced for the internet are becoming an important component of campaign news. In some cases, candidates themselves are producing videos and releasing them on their campaign websites. Candidates also are seeing their own gaffes or embarrassing moments packaged in a brief video and put up on the web for all to see. And while these videos originate on the internet, more people are viewing them on TV than online.

This week’s News Interest Index poll tested four popular campaign-related videos to measure public awareness of each and to determine where people have seen the videos – on the internet or on television. Many Americans are aware of these videos, but most report that they have seen them on TV. The four videos included in the poll were Hillary and Bill Clinton’s parody of the final episode of “The Sopranos;” a video entitled “I got a crush on Obama;” footage of John McCain joking about bombing Iran; and a tape of John Edwards brushing his hair to the tune of “I Feel Pretty.” Fully 44% of the public have heard of at least one of the four videos and 27% have seen at least one.

Overall, the video of the Clintons was the most recognized: 32% of the public have heard about the video and 19% have actually seen it. Half as many (16%) have heard about the Obama video, which features a young woman who calls herself “Obama Girl,” while 8% have seen this video. Nearly as many (15%) have

	Heard of	-----Yes, Have Heard of it-----				Have not heard of/DK
		Seen on internet	Seen on TV	Heard of/Not seen		
Clinton’s parody of Sopranos	32	4	15	13	68=100	
Obama girl	16	2	6	8	84=100	
Edwards brushing his hair	15	2	5	8	85=100	
McCain joking about bombing Iran	13	1	5	7	87=100	

heard about the John Edwards video and 7% have seen it. Finally, 13% have heard of the

McCain video and 6% have seen it. For each of the four videos tested in the poll, more than twice as many say they have viewed them on television as opposed to the internet.

The Clinton video was produced by the Clinton campaign and posted on the campaign’s website. Still, it was aired extensively on television news outlets. Fully 15% of the public first saw this video on television while 4% saw it first on the internet; another 13% say they have heard about it but not seen it. Similarly, 6% of the public first saw the Obama video on television, while 2% saw it first on the internet (8% have heard of it but not seen it).

A similar pattern can be seen for the Edwards and McCain videos: 5% say they watched the Edwards video on TV, 2% saw it on the internet. For the McCain video, 5% saw it first on television, 1% saw it on the internet.

Democrats are more likely than Republicans to have heard about both the Clinton and Obama videos. Roughly equal proportions of Democrats and Republicans have heard about the McCain and Edwards videos.

Video:	---PARTY ID---			---AGE---	
	Rep %	Dem %	Ind %	Under 50 %	50+ %
Clinton	27	38	31	27	38
Obama	12	20	14	15	16
Edwards	19	14	15	10	23
McCain	11	16	12	10	17

Although the campaign websites and internet videos are often geared toward younger voters, older people are more likely to have heard about three of the four videos – the Clinton video, the McCain video and the Edwards video. In all three cases, people ages 50 and older are more aware of the video than are those under age 50. The Obama video is the only one that all age groups have heard about in roughly equal numbers.

Iraq and U.K. Terror Plot Top News Interests

In the news last week, the war in Iraq and the investigation into the London and Glasgow car bombs were the most closely followed stories. Though there was relatively little coverage of events on the ground in Iraq, more than a third of the public (36%) paid very close attention to the war, and 22% listed it as the single news story they followed more closely than any other. Only 3% of the national newshole was devoted to the Iraq war last week. The media focused much more heavily on the fallout from the terrorist attack in Glasgow and the near miss in London. That story filled 14% of the newshole, making it the most heavily covered story of the week.

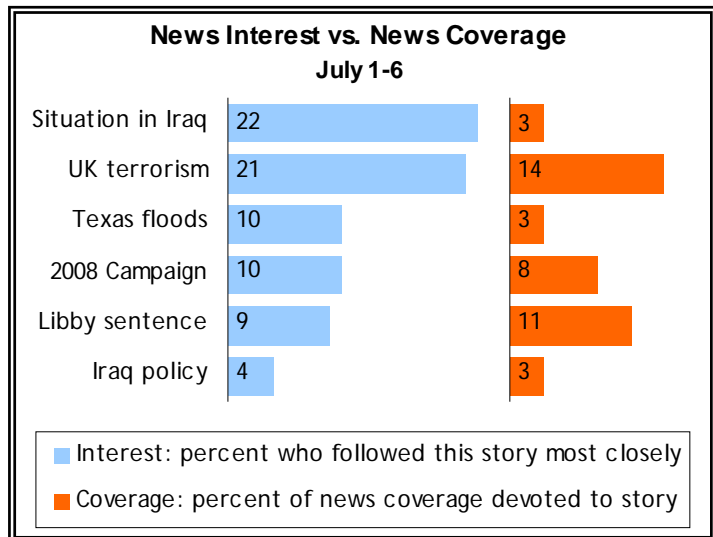
The public generally approves of the media’s coverage of the recent terrorist events in the U.K. Nearly two-thirds give the press excellent (19%) or good (45%) marks for its coverage.

Another 22% say the coverage has been only fair, and 7% rate it as poor. A majority of the public (57%) says news organizations are giving the right amount of coverage to this story. Only 19% say the story has received too much coverage, and a similar proportion (17%) say it has been under-covered.

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 July 1-6, and survey data measuring public interest in the top news stories of the week was collected July 6-9 from a nationally representative sample of 1,017 adults.

Democrats Tune in to Libby Story

George Bush’s decision to commute Scooter Libby’s prison sentence was the second most heavily covered news story last week. Overall, 11% of the national newshole was devoted to this story. The story was covered most extensively on cable television with 20% of the news on that sector focused on Libby.



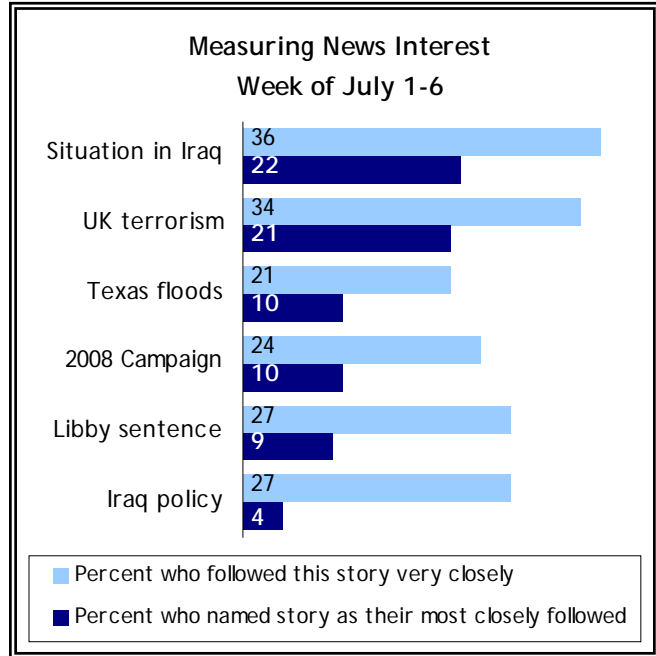
While coverage of Bush’s decision to commute Libby’s sentence was not quite as intense as coverage of the verdict had been, public interest in the story increased significantly. During Libby’s trial less than 10% of the public followed the story very closely, and just 13% paid very close attention to his guilty verdict in March. But 27% of the public paid very close attention to news of Bush’s decision to commute Libby’s sentence. Democrats are more interested than Republicans in this latest chapter (34% vs. 22% followed the Libby news very closely). Roughly one-in-ten Americans listed the Libby story as the one they followed more closely than any other this past week.

A quarter of the public (24%) followed news about the 2008 campaign very closely last week, and 10% listed this as their most closely followed story. The campaign was the third most

heavily covered news story (8% of the newshole), and the dominant theme of the coverage was the candidates' second-quarter fundraising totals. As has been the case for much of this year, Democrats paid closer attention than Republicans to campaign news (33% vs. 21% followed very closely).

The widespread flooding in Texas and the plains states attracted nearly as much interest as the presidential campaign, though much less news coverage. Roughly one-in-five Americans (21%) followed the floods very closely and 10% listed this as their most closely followed story. The national news media devoted 3% of its overall coverage to this story.

The Iraq policy debate heated up again last week, as prominent Republicans continued to speak out against the current administration's policy. More than a quarter of the public (27%) paid very close attention to the debate in Washington over U.S. policy in Iraq, but only 4% listed this as their most closely followed story of the week. This story constituted 3% of the overall newshole.



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:

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PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
JULY 6-9, 2007 NEWS INTEREST INDEX OMNIBUS SURVEY
FINAL TOPLINE
N=1,017

Q.1 As I read a list of some stories covered by news organizations this past week, tell me if you happened to follow each news story very closely, fairly closely, not too closely, or not at all closely. First, **[INSERT ITEM; RANDOMIZE ITEMS] [IF NECESSARY “Did you follow [ITEM] very closely, fairly closely, not too closely or not at all closely?”]**

	<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<u>DK/ Refused</u>
a. News about the current situation and events in Iraq					
Iraq	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 23-26, 2007¹	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

¹ From May, 2003 to March 23-26, 2007, the story was listed as “News about the current situation in Iraq.”

Q.1 CONTINUED...

	Very <u>Closely</u>	Fairly <u>Closely</u>	Not too <u>Closely</u>	Not at all <u>Closely</u>	DK/ <u>Refused</u>
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 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

b. George Bush's decision to commute the prison sentence of former vice presidential aide Lewis

"Scooter" Libby	27	24	20	29	*=100
March 9-12, 2007⁵ Verdict	13	20	23	44	*=100
Feb. 2-5, 2007 Trial	8	20	29	42	1=100
Jan 26-29, 2007 Trial	6	15	24	54	1=100
November, 2005 <i>Indictment</i>	24	29	23	23	1=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 9-12, 2007 asked about: "The verdict in the trial of former vice presidential aide Lewis 'Scooter' Libby." From January 26-29, 2007 to February 2-5, 2007, the story was listed as, "The trial of former vice presidential aide Lewis 'Scooter' Libby who is accused of perjury and obstruction of justice." In November 2005 the story was listed as, "The indictment of Vice President Cheney's Chief of Staff Lewis 'Scooter' Libby." In July 2005 the story was listed as "Reports that White House adviser Karl Rove may have leaked classified information about a CIA agent." In October 2003, the story was listed as "Reports that a White House official may have leaked classified information about a CIA agent."

Q.1 CONTINUED...

	Very <u>Closely</u>	Fairly <u>Closely</u>	Not too <u>Closely</u>	Not at all <u>Closely</u>	DK/ <u>Refused</u>
July, 2005 <i>Possible White House leak</i>	23	25	26	25	1=100
October, 2003 <i>Possible White House leak</i>	16	32	24	27	1=100
c. The debate in Washington over U.S. policy in Iraq					
Iraq	27	26	23	24	*=100
June 1-4, 2007	20	27	24	27	2=100
May 24-27, 2007	30	32	20	18	*=100
May 18-21, 2007	24	32	19	24	1=100
May 11-14, 2007	25	26	19	29	1=100
May 4-7, 2007	30	31	19	20	*=100
April 27-30, 2007	18	31	21	29	1=100
April 20-23, 2007	22	29	24	25	*=100
April 12-16, 2007	25	29	22	23	1=100
April 5-9, 2007	31	28	20	21	*=100
March 30-April 2, 2007	26	29	21	23	1=100
TREND FOR COMPARISON:					
January 12-15, 2007: President Bush's proposal to increase the number of U.S. troops in Iraq	40	33	13	13	1=100
d. The investigation into who was responsible for car bombs that were discovered in London and a car bomb that went off at an airport in Scotland					
Scotland	34	30	19	16	1=100
June 29-July 2, 2007⁶ London car bomb	34	31	16	18	1=100
TREND FOR COMPARISON:					
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. Floods in Texas and the plains states					
January, 2006 <i>Floods in California</i>	21	29	24	26	*=100
April, 2001 <i>Floods in the Midwest</i>	20	31	28	20	1=100
April, 2001 <i>Floods in the Midwest</i>	20	34	24	22	*=100
January, 1997 <i>Floods in the Pacific Northwest</i>	34	37	14	14	1=100
March, 1995 <i>Floods in California</i>	37	40	18	5	*=100
August, 1993 <i>Floods in the Midwest</i>	65	27	6	2	*=100
June, 1990 <i>Flooding in Texas and other Southwestern states</i>	34	39	17	10	*=100
f. News about candidates for the 2008 presidential election					
June 29-July 2, 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

⁶ June 29-July 2, 2007 asked about: "British police finding and defusing a car bomb in London."

Q.1 CONTINUED...

	Very <u>Closely</u>	Fairly <u>Closely</u>	Not too <u>Closely</u>	Not at all <u>Closely</u>	DK/ <u>Refused</u>
May 11-14, 2007	18	30	23	28	1=100
May 4-7, 2007	23	34	21	21	1=100
April 27-30, 2007	14	30	29	26	1=100
April 20-23, 2007	18	28	27	27	*=100
April 12-16, 2007	18	28	27	27	*=100
April 5-9, 2007	25	30	26	19	*=100
March 30-April 2, 2007	20	29	27	23	1=100
March 23-26, 2007	20	32	22	26	*=100
March 16-19, 2007	15	28	29	27	1=100
March 9-12, 2007	24	30	23	23	*=100
March 2-5, 2007	19	31	26	23	1=100
February 23-26, 2007	22	33	24	21	*=100
February 16-19, 2007	18	32	22	27	1=100
February 9-12, 2007	24	30	24	21	1=100
February 2-5, 2007	24	36	22	18	*=100
January 26-29, 2007	24	33	23	20	*=100
January 19-22, 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

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.1 CONTINUED...

	Very <u>Closely</u>	Fairly <u>Closely</u>	Not too <u>Closely</u>	Not at all <u>Closely</u>	DK/ <u>Refused</u>
March, 2000	26	41	19	13	1=100
February, 2000	26	36	21	17	*=100
January, 2000	19	34	28	18	1=100
December, 1999	16	36	24	23	1=100
October, 1999	17	32	28	22	1=100
September, 1999	15	31	33	20	1=100
July, 1999	15	38	24	22	1=100
June, 1999	11	25	29	34	1=100
1996 Presidential Election					
November, 1996 (RVs)	34	45	15	6	*=100
October, 1996	31	39	18	12	*=100
Early September, 1996	24	36	23	17	*=100
July, 1996	22	40	23	14	1=100
March, 1996	26	41	20	13	*=100
January, 1996	10	34	31	24	1=100
September, 1995	12	36	30	22	*=100
August, 1995	13	34	28	25	*=100
June, 1995	11	31	31	26	1=100
1992 Presidential Election					
October, 1992 (RVs)	55	36	7	2	0=100
September, 1992 (RVs)	47	36	11	6	*=100
August, 1992 (RVs)	36	51	11	2	0=100
July, 1992	20	45	26	9	*=100
May, 1992	32	44	16	8	*=100
March, 1992	35	40	16	9	*=100
January, 1992	11	25	36	27	1=100
December, 1991	10	28	32	30	*=100
1988 Presidential Election					
October, 1988 (RVs)	43	44	11	2	*=100
August, 1988 (RVs)	39	45	13	3	*=100
May, 1988	22	46	23	6	3=100
November, 1987	15	28	35	21	1=100
September, 1987	14	34	37	14	1=100

Q.2 Which ONE of the stories I just mentioned have you followed most closely, or is there another story you've been following MORE closely? [DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE. IF "IRAQ" UNSPECIFIED, PROBE: "Do you mean events IN Iraq or the debate over Iraq POLICY?"]

- 22 News about the current situation and events in Iraq
 - 21 The investigation into who was responsible for car bombs that were discovered in London and a car bomb that went off at an airport in Scotland
 - 10 Floods in Texas and the plains states
 - 10 News about candidates for the 2008 presidential election
 - 9 George Bush's decision to commute the prison sentence of former vice presidential aide Lewis "Scooter" Libby
 - 4 The debate in Washington over U.S. policy in Iraq
 - 8 Some other story (SPECIFY)
 - 16 Don't know/Refused (VOL.)
- 100

Now thinking about the recent terrorist events in England and Scotland...

Q.3 In general, how would you rate the job the press has done in covering this story **[READ]**?

19 Excellent
 45 Good
 22 Only fair
 7 Poor
7 Don't know/Refused **[DO NOT READ]**
 100

Q.4 Do you think news organizations are giving too much, too little or the right amount of coverage to this story?

19 Too much
 17 Too little
 57 Right amount
7 Don't know/Refused **[DO NOT READ]**
 100

Now I'd like to ask you about some videos that have been broadcast on the internet recently. Not everyone will have heard about them.

Q.5 Have you heard about **[INSERT ITEM; RANDOMIZE; IF YES, ASK: Have you actually seen the video or not? IF YES, ASK: Where did you see it first, on the Internet or on television?]**

	<u>TOTAL</u>	-----Yes, Have Heard of it-----			<u>Have not Heard of it</u>	<u>Don't Know</u>
		<u>Heard of/Seen on internet</u>	<u>Heard of/Seen on TV</u>	<u>Heard of/Not seen</u>		
a. The video showing a young woman who claims to have a crush on Barack Obama	16	2	6	8	84	*=100
b. The video that shows Hillary and Bill Clinton acting out a scene from the Sopranos	32	4	15	13	68	*=100
c. The video that shows John McCain joking about bombing Iran	13	1	5	7	87	*=100
d. The video that shows John Edwards combing his hair to the tune of "I Feel Pretty"	15	2	5	8	85	*=100