

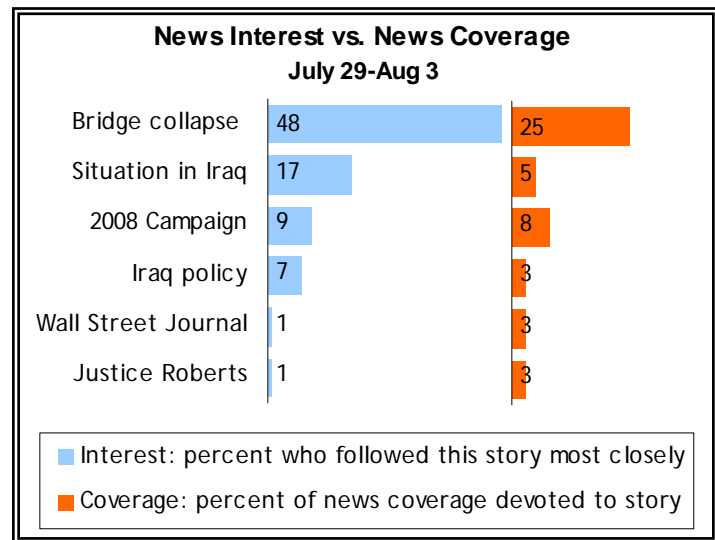


FOR IMMEDIATE RELEASE:
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FOR FURTHER INFORMATION:
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Small Audience For Murdoch’s Dow Jones Deal, Few Expect Change
BROAD INTEREST IN BRIDGE DISASTER, GOOD MARKS FOR COVERAGE

The bridge collapse in Minneapolis that killed five people and raised concerns about infrastructure safety nationwide surpassed all other news stories last week both in public interest and media coverage. Nearly half (48%) say this was the story they followed most closely last week, far exceeding interest in Iraq, the week’s next most closely followed story (17% most closely).



Coverage of the bridge collapse accounted for 25% of the newshole during the week of July 29-Aug. 3, with much of the coverage focused on the death toll and rescue efforts, as well as the implications for the safety of other bridges across the country. Only three other stories this year have received more coverage in a single week: the Virginia Tech shootings (51%) and firing of radio host Don Imus (26%), both in April; and the Iraq policy debate in January (34%). Coverage of the bridge disaster was particularly intensive immediately after the collapse occurred. From Aug. 1, the day of the disaster, through Aug. 3, news organizations devoted 41% of all coverage to this story.

Overall, 41% said they followed the Minnesota tragedy very closely, making it the third most closely followed story of the year. In May, 52% paid very close attention to rising gas prices, and in April 45% followed the Virginia Tech shootings very closely. In January, President Bush's announcement of the troop surge in Iraq drew about the same level of interest as the bridge collapse (40% very closely).

Among man-made disaster stories over the past decade, only two attracted greater public interest: the plane crash near New York's John F. Kennedy airport in November 2001, and the death of 12 coal miners in a West Virginia mine last year.

| Biggest Stories of 2007 | |
|--|------------------------------------|
| | % following <u>Very closely</u> |
| Gas prices {5-07} | 52 |
| Virginia Tech {4-07} | 45 |
| Minnesota bridge collapse {8-07} | 41 |
| Pres. Bush proposes troop surge {1-07} | 40 |
| Situation in Iraq {5-07, 2-07} | 38 |
| Cold winter weather {2-07} | 36 |
| UK police find London car bombs {6-07} | 34 |
| <u>Recent man-made disasters:</u> | |
| Plane crash near JFK airport {11-01} | 48 |
| Death of coal miners in W. Virginia {1-06} | 47 |
| Minnesota bridge collapse {8-07} | 41 |
| Plane crash near Los Angeles {2-00} | 35 |
| Train derailment in Illinois {3-99} | 31 |
| Train crashes in MD, CO and NJ {2-96} | 24 |
| Plane crash in Arkansas {6-99} | 19 |

High Marks for Bridge Coverage

The press gets positive ratings for its coverage of the Minneapolis bridge tragedy. More than three-quarters of the public say that news organizations have done an excellent (28%) or good (48%) job in covering this story. Just two-in-ten rated the coverage as either only fair (14%) or poor (6%).

In addition, most Americans feel that the amount of coverage devoted to the bridge was appropriate. Nearly two-thirds (64%) say the press gave the right amount of coverage to this story, while 23% say the bridge has been overcovered by the press. Only 8% say the bridge has been undercovered by the press. Only 8% say the story has received too little coverage. The public had a different reaction to the Virginia Tech shootings earlier in the year, when fully half (50%) said the press devoted too much coverage to the story, and 40% said the shootings had received the right amount of coverage.

| Positive Views of Bridge Coverage | |
|--------------------------------------|--------------|
| | <u>Total</u> |
| <i>Job press has done:</i> | % |
| Excellent | 28 |
| Good | 48 |
| Only fair | 14 |
| Poor | 6 |
| Don't know | <u>4</u> |
| | 100 |
| <i>Amount of coverage:</i> | |
| Too much | 23 |
| Too little | 8 |
| Right amount | 64 |
| Don't know | <u>5</u> |
| | 100 |

Murdoch’s Dow Jones Deal

Last week Rupert Murdoch, owner of News Corp., finalized purchase of Dow Jones & Company, publisher of The Wall Street Journal. The deal stirred intense interest among media insiders, but little attention among the public. Just 7% followed news of the purchase very closely, with another 17% following it fairly closely. More than half of the public (54%) said they were not following this story at all closely.

Interest in Rupert Murdoch’s purchase was higher among wealthier people than among those with lower household incomes. Nearly three-in-ten (29%) of those with household incomes of at least \$75,000 a year followed news of the deal very or fairly closely, compared with 19% of those with lower incomes.

Most people who have followed Murdoch’s purchase of the Journal (60%) believe that the change in ownership will not make much difference in the quality of the newspaper. About one-in-five (19%) say that Murdoch’s ownership of the paper will make it worse while 11% say that the change will make it better. Among the core audience for the deal -- those who followed the story *very* closely -- more say that the Journal will get worse rather than better under Murdoch (by 33% to 18%). However, a plurality (42%) of those who have been tracking the story very closely expect the change in ownership will not make much difference.

There also are some partisan differences in views of the purchase. About a quarter of Democrats (27%) say that Rupert Murdoch will make the newspaper worse, compared with 6% of Republicans who express this opinion. It is important to note, however, that more than half of all Republicans, Democrats and independents do not think that Murdoch’s control of the Wall Street Journal will make much difference.

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

| Will the Wall Street Journal Change? | | | | |
|--------------------------------------|---|-------|---------|--------|
| | <i>Murdoch will make the Journal...</i> | | | |
| | Better | Worse | No Diff | DK |
| Total* | 11 | 19 | 60 | 10=100 |
| <i>Followed story:</i> | | | | |
| Very closely | 18 | 33 | 42 | 7=100 |
| Fairly closely | 15 | 25 | 52 | 8=100 |
| Not too closely | 7 | 10 | 70 | 13=100 |
| Republicans | 15 | 6 | 67 | 12=100 |
| Democrats | 11 | 27 | 54 | 8=100 |
| Independents | 10 | 20 | 61 | 9=100 |

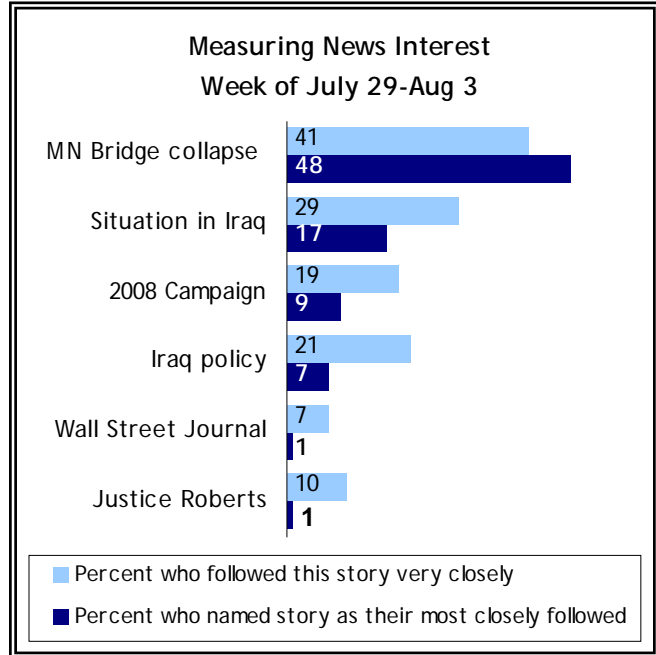
*Based on respondents who followed story very closely, fairly closely or not too closely.

29-Aug 3 and survey data measuring public interest in the top news stories of the week was collected Aug 3-6 from a nationally representative sample of 1,015 adults.

Iraq, Campaign '08 and Other News

While the bridge collapse dominated public interest last week, attentiveness to the situation in Iraq remained at about the same level as it has during the summer, with 29% following war news very closely. About one-in-five (21%) paid very close attention to the Iraq policy debate while a similar number (19%) followed the 2008 presidential campaign very closely.

Supreme Court Chief Justice John Roberts suffered a seizure and was hospitalized early last week while vacationing at his summer home in Maine. After a night in the hospital Roberts, the Court's youngest member, left the hospital fully recovered from the incident. The health scare for the Chief Justice received modest public interest last week: 10% followed the story very closely and just 1% said it was the story they followed most closely.



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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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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PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
AUGUST 3-6, 2007 NEWS INTEREST INDEX OMNIBUS SURVEY
FINAL TOPLINE
N=1015

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 | 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 23-26, 2007 ¹ | 31 | 38 | 18 | 12 | 1=100 |
| March 16-19, 2007 | 34 | 34 | 17 | 15 | *=100 |
| March 9-12, 2007 | 34 | 37 | 16 | 13 | *=100 |
| March 2-5, 2007 | 37 | 37 | 16 | 9 | 1=100 |
| February 23-26, 2007 | 36 | 36 | 15 | 13 | *=100 |
| February 16-19, 2007 | 30 | 36 | 19 | 14 | 1=100 |
| February 9-12, 2007 | 37 | 34 | 18 | 11 | *=100 |
| February 2-5, 2007 | 38 | 38 | 17 | 7 | *=100 |
| January 26-29, 2007 | 36 | 38 | 15 | 11 | *=100 |
| January 19-22, 2007 | 37 | 34 | 18 | 10 | 1=100 |
| January 12-15, 2007 | 38 | 36 | 17 | 8 | 1=100 |
| January, 2007 | 46 | 40 | 8 | 5 | 1=100 |
| January 5-8, 2007 | 40 | 32 | 16 | 12 | 0=100 |
| December, 2006 | 42 | 39 | 12 | 7 | *=100 |
| November 30-December 3, 2006 | 40 | 36 | 13 | 11 | *=100 |
| Mid-November, 2006 | 44 | 38 | 12 | 6 | *=100 |
| September, 2006 | 33 | 43 | 14 | 8 | 2=100 |
| August, 2006 | 41 | 39 | 12 | 7 | 1=100 |
| June, 2006 | 37 | 43 | 13 | 6 | 1=100 |
| May, 2006 | 42 | 35 | 15 | 7 | 1=100 |
| April, 2006 | 43 | 36 | 13 | 7 | 1=100 |
| March, 2006 | 43 | 38 | 12 | 6 | 1=100 |

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

Q.1 CONTINUED...

| | <u>Very Closely</u> | <u>Fairly Closely</u> | <u>Not too Closely</u> | <u>Not at all Closely</u> | <u>DK/ Refused</u> |
|---|-------------------------|---------------------------|----------------------------|-------------------------------|------------------------|
| 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 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. The bridge that collapsed in Minneapolis, Minnesota | 41 | 39 | 14 | 6 | *=100 |
| TREND FOR COMPARISON: | | | | | |
| January, 2006: The death of 12 miners in a West Virginia coal mine | 47 | 33 | 11 | 8 | 1=100 |
| November, 2001: Crash of an American Airlines plane near JFK Airport in New York | 48 | 34 | 13 | 4 | 1=100 |
| February, 2000: Crash of an Alaskan Airlines jet near Los Angeles | 35 | 40 | 17 | 8 | *=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.”

Q.1 CONTINUED...

| | <u>Very Closely</u> | <u>Fairly Closely</u> | <u>Not too Closely</u> | <u>Not at all Closely</u> | <u>DK/ Refused</u> |
|---|-------------------------|---------------------------|----------------------------|-------------------------------|------------------------|
| June, 1999: Crash of an American Airlines flight in Arkansas | 19 | 38 | 25 | 17 | 1=100 |
| March, 1999: The derailment of an Amtrak train in Illinois | 31 | 39 | 19 | 11 | *=100 |
| February 1996: Recent train crashes in Maryland, Colorado and New Jersey | 24 | 40 | 24 | 11 | 1=100 |
| September, 1993: Amtrak train wreck in Alabama | 40 | 37 | 15 | 7 | 1=100 |
| c. The debate in Washington over U.S. policy in Iraq | 21 | 33 | 20 | 26 | *=100 |
| July 27-30, 2007 | 24 | 28 | 20 | 27 | 1=100 |
| July 20-23, 2007 | 23 | 24 | 24 | 28 | 1=100 |
| July 13-16, 2007 | 20 | 30 | 20 | 30 | *=100 |
| July 6-9, 2007 | 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. Supreme Court Chief Justice John Roberts' recent seizure and hospitalization in Maine | 10 | 22 | 26 | 41 | 1=100 |
| TREND FOR COMPARISON: | | | | | |
| September, 2004: Former President Clinton's heart surgery | 19 | 31 | 25 | 24 | 1=100 |
| May, 1991: President George H. W. Bush's heart problems | 38 | 42 | 14 | 5 | 1=100 |
| e. Rupert Murdoch's purchase of Wall Street Journal publisher Dow Jones and Company | 7 | 17 | 22 | 54 | *=100 |
| TREND FOR COMPARISON: | | | | | |
| January, 2000: AOL-Time Warner merger | 17 | 28 | 27 | 26 | 2=100 |
| December, 1998: Exxon-Mobil merger | 8 | 26 | 27 | 38 | 1=100 |
| December, 1998: AOL-Netscape merger | 6 | 19 | 23 | 50 | 2=100 |
| June, 1998: Chrysler-Daimler Benz merger | 12 | 22 | 27 | 38 | 1=100 |
| September, 1995: Time Warner-Turner Broadcasting Merger | 6 | 23 | 32 | 37 | 2=100 |
| August, 1995: Purchase of ABC by Disney | 10 | 24 | 35 | 30 | 1=100 |
| January, 1991: Purchase of MCA by Japanese electronics company, Matsushita | 9 | 20 | 32 | 38 | 1=100 |
| f. News about candidates for the 2008 presidential election | 19 | 31 | 25 | 25 | *=100 |

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 27-30, 2007 | 19 | 32 | 22 | 26 | 1=100 |
| July 20-23, 2007 | 16 | 26 | 30 | 27 | 1=100 |
| July 13-16, 2007 | 17 | 29 | 27 | 27 | *=100 |
| July 6-9, 2007 | 24 | 29 | 24 | 22 | 1=100 |
| June 29-July 2, 2007 | 20 | 32 | 25 | 23 | *=100 |
| June 22-25, 2007 | 18 | 31 | 21 | 30 | *=100 |
| June 15-18, 2007 | 17 | 32 | 26 | 25 | *=100 |
| June 8-11, 2007 | 19 | 30 | 24 | 26 | 1=100 |
| June 1-4, 2007 | 16 | 27 | 32 | 24 | 1=100 |
| May 24-27, 2007 | 22 | 33 | 23 | 22 | *=100 |
| May 18-21, 2007 | 18 | 31 | 24 | 27 | *=100 |
| May 11-14, 2007 | 18 | 30 | 23 | 28 | 1=100 |
| May 4-7, 2007 | 23 | 34 | 21 | 21 | 1=100 |
| 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, 2007 ⁵ | 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 ⁶ | 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 |

⁵ January 19-22, 2007 asked about "Recent announcements by prominent Democrats about plans to run for president in 2008."

⁶ 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...

| | <u>Very Closely</u> | <u>Fairly Closely</u> | <u>Not too Closely</u> | <u>Not at all Closely</u> | <u>DK/ Refused</u> |
|-----------------------------------|-------------------------|---------------------------|----------------------------|-------------------------------|------------------------|
| 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 |
| 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?"]

48 The bridge that collapsed in Minneapolis, Minnesota
17 News about the current situation and events in Iraq
9 News about candidates for the 2008 presidential election
7 The debate in Washington over U.S. policy in Iraq
1 Rupert Murdoch's purchase of Wall Street Journal publisher Dow Jones and Company
1 Supreme Court Chief Justice John Roberts' recent seizure and hospitalization in Maine
8 Some other story (SPECIFY)
9 Don't know/Refused (VOL.)
100

IF FOLLOWING MURDOCH STORY (Q.1e=1,2,3), ASK [N=508]:

Q.3 Do you think Rupert Murdoch owning the Wall Street Journal will make it a better newspaper, a worse newspaper, or don't you think it will make much difference?

11 Better newspaper
19 Worse newspaper
60 Won't make much difference
10 Don't know/Refused
100

ASK ALL:

Now thinking about the bridge that collapsed in Minneapolis, Minnesota...

Q.4 In general, how would you rate the job the press has done in covering the bridge collapse [READ]?

28 Excellent
48 Good
14 Only fair
6 Poor
4 Don't know/Refused [VOL. DO NOT READ]
100

Q.5 Do you think news organizations are giving too much, too little, or the right amount of coverage to this story?

23 Too much
8 Too little
64 Right amount
5 Don't know/Refused
100