



**FOR IMMEDIATE RELEASE:**  
**Tuesday, August 28, 2007**

**FOR FURTHER INFORMATION:**  
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**Blacks Say Press Treated Vick Unfairly**  
**MICHAEL VICK CASE DRAWS LARGE AUDIENCE**

Michael Vick's legal troubles attracted a large news audience last week. One-in-four Americans followed the Vick story very closely and 18% said it was the single news story they followed more closely than any other. Overall, the public believes Vick, the Atlanta Falcons quarterback, has been treated fairly by the press, but there is a sharp racial divide on this issue. While 69% of whites say the press has been fair in the way it has covered this story, only 38% of blacks agree.

|                                 | Total     | White     | Black     |
|---------------------------------|-----------|-----------|-----------|
|                                 | %         | %         | %         |
| <i>Press treatment of Vick:</i> |           |           |           |
| Fair                            | 65        | 69        | 38        |
| Unfair                          | 18        | 12        | 51        |
| Don't know                      | <u>17</u> | <u>19</u> | <u>11</u> |
|                                 | 100       | 100       | 100       |
| <i>Amount of coverage:</i>      |           |           |           |
| Too much                        | 49        | 49        | 56        |
| Too little                      | 6         | 5         | 13        |
| Right amount                    | 37        | 38        | 28        |
| Don't know                      | <u>8</u>  | <u>8</u>  | <u>3</u>  |
|                                 | 100       | 100       | 100       |

A narrow majority of blacks (51%) say Vick has been treated unfairly by the media.

In spite of these differences, blacks and whites agree that the Vick story has been over-covered. Roughly half of whites (49%) and 56% of blacks say news organizations are giving too much coverage to this story. Very few whites or blacks say the story has received too little coverage (5% and 13%). Nearly four-in-ten whites (38%) and 28% of blacks say the Vick story has received about the right amount of coverage.

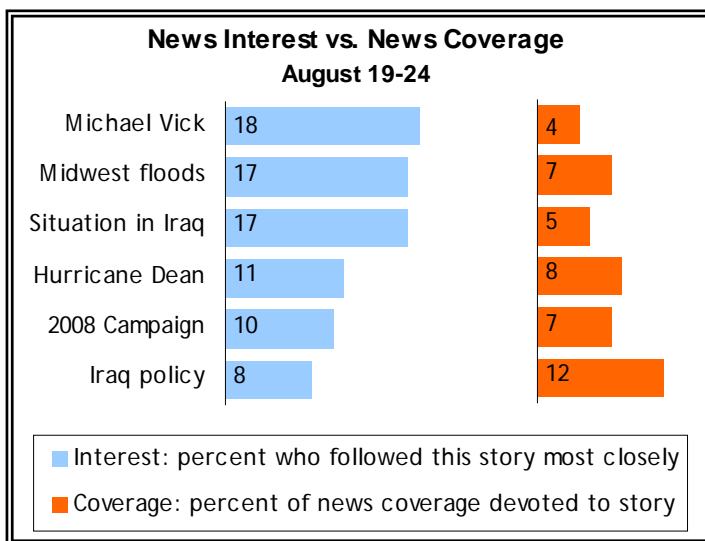
Blacks have paid closer attention than whites to this story as it has evolved over the past month. In late July, 32% of blacks vs. 20% of whites followed allegations that Vick had been involved in illegal dog fighting very closely. Similarly, this past week, as Vick agreed to plead guilty to the federal charges leveled against him, 32% of blacks paid very close attention compared to 22% of whites. Fully 37% of blacks listed Vick's legal troubles as their most closely followed news story last week, making it by far the top news story of the week among blacks. For whites, the most closely followed stories were the floods in the Midwest and the situation in Iraq.

Americans are paying closer attention to Vick’s legal problems than they did to allegations of sexual assault against NBA superstar Kobe Bryant. In the summer of 2003, 17% of the public followed the allegations against Bryant very closely. Mike Tyson’s 1992 rape trial attracted more attention than either the Vick or Bryant stories – 32% of the public paid very close attention to that story.

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 August 19-24 and survey data measuring public interest in the top news stories of the week was collected August 24-27 from a nationally representative sample of 1,049 adults.

### Floods and Iraq War Draw Large News Audiences

In other news this week, aside from the Vick story, the situation in Iraq and the devastating floods in the Midwest were the public’s most closely followed news stories. A third of Americans (34%) paid very close attention to the situation in Iraq and 17% listed this as their most closely followed news story. Roughly a quarter (27%) followed the floods very closely and 17% listed this as their most closely followed story. Interest in the floods was particularly high in those states that were directly affected – 41% of Midwesterners followed the story very closely.



Though Hurricane Dean received slightly more press coverage than the Midwest floods, the public paid closer attention to the floods. Fewer than one-in-five (18%) followed news about the hurricane very closely, 11% listed this as their top news story of the week. Hurricanes that impact the U.S. directly invariably draw a larger audience than do storms, such as Dean, that hit the Caribbean or Mexico.

Interest in the 2008 presidential campaign remained about where it has been throughout the summer months. Roughly one-in-five Americans (22%) followed campaign news very closely last week, with Democrats paying closer attention than Republicans. One-in-ten listed the campaign as their most closely followed story of the week.

The Iraq policy debate, the most heavily-covered news story of the week, drew the very close attention of 25% of the public. While 12% of the national newshole was devoted to this story, only 8% of the public said this was the story they followed most closely.

### Figures in Iraq not Well Known

As the deadline approaches for a highly anticipated report on the effectiveness of the U.S. troop surge in Iraq, still well under half of Americans (39%) are able to name General David Petraeus, the U.S. Commander there. The percentage of the public able to name Petraeus increased slightly from 30% in June. A similar percentage can now identify the Iraqi Prime Minister, Nouri al-Maliki (36%), up slightly from 27% at the beginning of the summer.

|  | <u>June</u> | <u>Aug</u> |
|--|-------------|------------|
| <i>Name U.S. Commander in Iraq:</i>    | <u>%</u>    | <u>%</u>   |
| Gen. David Petraeus ( <i>correct</i> ) | 30          | 39         |
| Gen. Peter Pace                        | 13          | 10         |
| Gen. John Abizaid                      | 14          | 11         |
| Don't know                             | <u>43</u>   | <u>40</u>  |
|  | 100         | 100        |
| <i>Name of Iraqi Prime Minister:</i>   |             |            |
| Nouri al-Maliki ( <i>correct</i> )     | 27          | 36         |
| Muqtada al-Sadr                        | 19          | 16         |
| Mahmoud Abbas                          | 15          | 13         |
| Don't know                             | <u>39</u>   | <u>35</u>  |
|  | 100         | 100        |

## 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](http://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**  
**AUGUST 24-27, 2007 NEWS INTEREST INDEX OMNIBUS SURVEY**  
**FINAL TOPLINE**  
**N=1,049**

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<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> |
|--|-------------------------|---------------------------|----------------------------|-------------------------------|------------------------|
| a. News about the current situation and events in Iraq |                         |                           |                            |                               |                        |
| Iraq   | <b>34</b>               | <b>36</b>                 | <b>18</b>                  | <b>12</b>                     | <b>*=100</b>           |
| <b>August 17-20, 2007</b>                              | <b>33</b>               | <b>34</b>                 | <b>18</b>                  | <b>15</b>                     | <b>*=100</b>           |
| <b>August 10-13, 2007</b>                              | <b>36</b>               | <b>37</b>                 | <b>14</b>                  | <b>13</b>                     | <b>*=100</b>           |
| <b>August 3-6, 2007</b>                                | <b>29</b>               | <b>40</b>                 | <b>19</b>                  | <b>12</b>                     | <b>*=100</b>           |
| <b>July 27-30, 2007</b>                                | <b>28</b>               | <b>36</b>                 | <b>19</b>                  | <b>16</b>                     | <b>1=100</b>           |
| <b>July 20-23, 2007</b>                                | <b>28</b>               | <b>34</b>                 | <b>21</b>                  | <b>16</b>                     | <b>1=100</b>           |
| <b>July 13-16, 2007</b>                                | <b>25</b>               | <b>41</b>                 | <b>17</b>                  | <b>16</b>                     | <b>1=100</b>           |
| <b>July 6-9, 2007</b>                                  | <b>36</b>               | <b>34</b>                 | <b>18</b>                  | <b>12</b>                     | <b>*=100</b>           |
| <b>June 29-July 2, 2007</b>                            | <b>32</b>               | <b>35</b>                 | <b>19</b>                  | <b>13</b>                     | <b>1=100</b>           |
| <b>June 22-25, 2007</b>                                | <b>30</b>               | <b>36</b>                 | <b>18</b>                  | <b>15</b>                     | <b>1=100</b>           |
| <b>June 15-18, 2007</b>                                | <b>30</b>               | <b>37</b>                 | <b>20</b>                  | <b>13</b>                     | <b>*=100</b>           |
| <b>June 8-11, 2007</b>                                 | <b>32</b>               | <b>38</b>                 | <b>15</b>                  | <b>14</b>                     | <b>1=100</b>           |
| <b>June 1-4, 2007</b>                                  | <b>30</b>               | <b>36</b>                 | <b>20</b>                  | <b>13</b>                     | <b>1=100</b>           |
| <b>May 24-27, 2007</b>                                 | <b>33</b>               | <b>36</b>                 | <b>18</b>                  | <b>12</b>                     | <b>1=100</b>           |
| <b>May 18-21, 2007</b>                                 | <b>36</b>               | <b>34</b>                 | <b>15</b>                  | <b>14</b>                     | <b>1=100</b>           |
| <b>May 11-14, 2007</b>                                 | <b>30</b>               | <b>34</b>                 | <b>18</b>                  | <b>17</b>                     | <b>1=100</b>           |
| <b>May 4-7, 2007</b>                                   | <b>38</b>               | <b>37</b>                 | <b>15</b>                  | <b>10</b>                     | <b>*=100</b>           |
| <b>April 27-30, 2007</b>                               | <b>27</b>               | <b>35</b>                 | <b>21</b>                  | <b>16</b>                     | <b>1=100</b>           |
| <b>April 20-23, 2007</b>                               | <b>28</b>               | <b>35</b>                 | <b>22</b>                  | <b>15</b>                     | <b>*=100</b>           |
| <b>April 12-16, 2007</b>                               | <b>34</b>               | <b>33</b>                 | <b>20</b>                  | <b>13</b>                     | <b>*=100</b>           |
| <b>April 5-9, 2007</b>                                 | <b>33</b>               | <b>39</b>                 | <b>16</b>                  | <b>11</b>                     | <b>1=100</b>           |
| <b>March 30-April 2, 2007</b>                          | <b>34</b>               | <b>37</b>                 | <b>16</b>                  | <b>13</b>                     | <b>*=100</b>           |
| <b>March 23-26, 2007<sup>1</sup></b>                   | <b>31</b>               | <b>38</b>                 | <b>18</b>                  | <b>12</b>                     | <b>1=100</b>           |
| <b>March 16-19, 2007</b>                               | <b>34</b>               | <b>34</b>                 | <b>17</b>                  | <b>15</b>                     | <b>*=100</b>           |
| <b>March 9-12, 2007</b>                                | <b>34</b>               | <b>37</b>                 | <b>16</b>                  | <b>13</b>                     | <b>*=100</b>           |
| <b>March 2-5, 2007</b>                                 | <b>37</b>               | <b>37</b>                 | <b>16</b>                  | <b>9</b>                      | <b>1=100</b>           |
| <b>February 23-26, 2007</b>                            | <b>36</b>               | <b>36</b>                 | <b>15</b>                  | <b>13</b>                     | <b>*=100</b>           |
| <b>February 16-19, 2007</b>                            | <b>30</b>               | <b>36</b>                 | <b>19</b>                  | <b>14</b>                     | <b>1=100</b>           |
| <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                  |

<sup>1</sup> 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<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> |
|------------------------------------|-------------------------|---------------------------|----------------------------|-------------------------------|------------------------|
| 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>2</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>3</sup>     | 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 <sup>4</sup> | 48                      | 29                        | 15                         | 6                             | 2=100                  |

|  |           |           |           |           |              |
|--|-----------|-----------|-----------|-----------|--------------|
| b. The debate in Washington over U.S. policy in Iraq | <b>25</b> | <b>30</b> | <b>19</b> | <b>25</b> | <b>1=100</b> |
| <b>August 3-6, 2007</b>                              | <b>21</b> | <b>33</b> | <b>20</b> | <b>26</b> | <b>*=100</b> |
| <b>July 27-30, 2007</b>                              | <b>24</b> | <b>28</b> | <b>20</b> | <b>27</b> | <b>1=100</b> |
| <b>July 20-23, 2007</b>                              | <b>23</b> | <b>24</b> | <b>24</b> | <b>28</b> | <b>1=100</b> |
| <b>July 13-16, 2007</b>                              | <b>20</b> | <b>30</b> | <b>20</b> | <b>30</b> | <b>*=100</b> |

<sup>2</sup> From March 20-24, 2003 to April 11-16, 2003, the story was listed as “News about the war in Iraq.”

<sup>3</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.”

<sup>4</sup> In Early September, 2002, the story was listed as “Debate over the possibility that the U.S. will invade Iraq.”

**Q.1 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>July 6-9, 2007</b>   | <b>27</b>              | <b>26</b>                | <b>23</b>                 | <b>24</b>                    | <b>*=100</b>          |
| <b>June 1-4, 2007</b>   | <b>20</b>              | <b>27</b>                | <b>24</b>                 | <b>27</b>                    | <b>2=100</b>          |
| <b>May 24-27, 2007</b>  | <b>30</b>              | <b>32</b>                | <b>20</b>                 | <b>18</b>                    | <b>*=100</b>          |
| <b>May 18-21, 2007</b>  | <b>24</b>              | <b>32</b>                | <b>19</b>                 | <b>24</b>                    | <b>1=100</b>          |
| <b>May 11-14, 2007</b>  | <b>25</b>              | <b>26</b>                | <b>19</b>                 | <b>29</b>                    | <b>1=100</b>          |
| <b>May 4-7, 2007</b>  | <b>30</b>              | <b>31</b>                | <b>19</b>                 | <b>20</b>                    | <b>*=100</b>          |
| <b>April 27-30, 2007</b>  | <b>18</b>              | <b>31</b>                | <b>21</b>                 | <b>29</b>                    | <b>1=100</b>          |
| <b>April 20-23, 2007</b>  | <b>22</b>              | <b>29</b>                | <b>24</b>                 | <b>25</b>                    | <b>*=100</b>          |
| <b>April 12-16, 2007</b>  | <b>25</b>              | <b>29</b>                | <b>22</b>                 | <b>23</b>                    | <b>1=100</b>          |
| <b>April 5-9, 2007</b>  | <b>31</b>              | <b>28</b>                | <b>20</b>                 | <b>21</b>                    | <b>*=100</b>          |
| <b>March 30-April 2, 2007</b>   | <b>26</b>              | <b>29</b>                | <b>21</b>                 | <b>23</b>                    | <b>1=100</b>          |
| <b>TREND FOR COMPARISON:</b>  |                        |                          |                           |                              |                       |
| <b>January 12-15, 2007: President Bush's proposal to increase the number of U.S. troops in Iraq</b> | <b>40</b>              | <b>33</b>                | <b>13</b>                 | <b>13</b>                    | <b>1=100</b>          |
| c. NFL quarterback Michael Vick agreeing to plead guilty to federal dog fighting charges            |                        |                          |                           |                              |                       |
| <b>July 27-30, 2007<sup>5</sup></b>   | <b>26</b>              | <b>30</b>                | <b>21</b>                 | <b>22</b>                    | <b>1=100</b>          |
| <b>July 27-30, 2007<sup>5</sup></b>   | <b>21</b>              | <b>27</b>                | <b>22</b>                 | <b>29</b>                    | <b>1=100</b>          |
| <b>TREND FOR COMPARISON:</b>  |                        |                          |                           |                              |                       |
| August, 2003: Basketball star Kobe Bryant being accused of sexual assault                           | 17                     | 30                       | 28                        | 24                           | 1=100                 |
| February, 1992: Mike Tyson's rape trial   | 32                     | 37                       | 21                        | 10                           | *=100                 |
| July, 1989: Charges that Pete Rose has bet on baseball games  | 22                     | 32                       | 26                        | 20                           | *=100                 |
| d. The destruction caused by Hurricane Dean in Mexico and the Caribbean                             |                        |                          |                           |                              |                       |
|   | <b>18</b>              | <b>39</b>                | <b>24</b>                 | <b>18</b>                    | <b>1=100</b>          |
| <b>TREND FOR COMPARISON:</b>  |                        |                          |                           |                              |                       |
| November, 2005: The impact of Hurricane Wilma on Mexico and Florida                                 | 34                     | 37                       | 21                        | 8                            | *=100                 |
| September, 2005: Impact of Hurricane Katrina on New Orleans and the Gulf Coast                      | 70                     | 21                       | 7                         | 2                            | *=100                 |
| July, 2005: Recent hurricanes that have affected the Gulf Coast of the U.S.                         | 38                     | 37                       | 17                        | 8                            | *=100                 |
| September, 2003: Hurricane Isabel   | 47                     | 28                       | 15                        | 10                           | *=100                 |
| Early October, 2002: Recent hurricanes in the Gulf of Mexico and Louisiana                          | 38                     | 34                       | 18                        | 10                           | *=100                 |
| e. Floods in the Midwest and the plains states  |                        |                          |                           |                              |                       |
| <b>July 6-9, 2007 <i>Floods in Texas and the plains states</i></b>                                  | <b>27</b>              | <b>35</b>                | <b>20</b>                 | <b>18</b>                    | <b>*=100</b>          |
| July 6-9, 2007 <i>Floods in Texas and the plains states</i>   | 21                     | 29                       | 24                        | 26                           | *=100                 |
| January, 2006 <i>Floods in California</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                 |

<sup>5</sup> From July 27-30, 2007 the story was listed as, "Allegations that NFL quarterback Michael Vick was involved with illegal dog fighting."

**Q.1 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> |
|---|-------------------------|---------------------------|----------------------------|-------------------------------|------------------------|
| f. News about candidates for the 2008 presidential election | 22                      | 28                        | 24                         | 26                            | *=100                  |
| <b>August 17-20, 2007</b>                                   | 19                      | 27                        | 24                         | 30                            | *=100                  |
| <b>August 10-13, 2007</b>                                   | 23                      | 32                        | 21                         | 24                            | *=100                  |
| <b>August 3-6, 2007</b>                                     | 19                      | 31                        | 25                         | 25                            | *=100                  |
| <b>July 27-30, 2007</b>                                     | 19                      | 32                        | 22                         | 26                            | 1=100                  |
| <b>July 20-23, 2007</b>                                     | 16                      | 26                        | 30                         | 27                            | 1=100                  |
| <b>July 13-16, 2007</b>                                     | 17                      | 29                        | 27                         | 27                            | *=100                  |
| <b>July 6-9, 2007</b>                                       | 24                      | 29                        | 24                         | 22                            | 1=100                  |
| <b>June 29-July 2, 2007</b>                                 | 20                      | 32                        | 25                         | 23                            | *=100                  |
| <b>June 22-25, 2007</b>                                     | 18                      | 31                        | 21                         | 30                            | *=100                  |
| <b>June 15-18, 2007</b>                                     | 17                      | 32                        | 26                         | 25                            | *=100                  |
| <b>June 8-11, 2007</b>                                      | 19                      | 30                        | 24                         | 26                            | 1=100                  |
| <b>June 1-4, 2007</b>                                       | 16                      | 27                        | 32                         | 24                            | 1=100                  |
| <b>May 24-27, 2007</b>                                      | 22                      | 33                        | 23                         | 22                            | *=100                  |
| <b>May 18-21, 2007</b>                                      | 18                      | 31                        | 24                         | 27                            | *=100                  |
| <b>May 11-14, 2007</b>                                      | 18                      | 30                        | 23                         | 28                            | 1=100                  |
| <b>May 4-7, 2007</b>  | 23                      | 34                        | 21                         | 21                            | 1=100                  |
| <b>April 27-30, 2007</b>                                    | 14                      | 30                        | 29                         | 26                            | 1=100                  |
| <b>April 20-23, 2007</b>                                    | 18                      | 28                        | 27                         | 27                            | *=100                  |
| <b>April 12-16, 2007</b>                                    | 18                      | 28                        | 27                         | 27                            | *=100                  |
| <b>April 5-9, 2007</b>                                      | 25                      | 30                        | 26                         | 19                            | *=100                  |
| <b>March 30-April 2, 2007</b>                               | 20                      | 29                        | 27                         | 23                            | 1=100                  |
| <b>March 23-26, 2007</b>                                    | 20                      | 32                        | 22                         | 26                            | *=100                  |
| <b>March 16-19, 2007</b>                                    | 15                      | 28                        | 29                         | 27                            | 1=100                  |
| <b>March 9-12, 2007</b>                                     | 24                      | 30                        | 23                         | 23                            | *=100                  |
| <b>March 2-5, 2007</b>                                      | 19                      | 31                        | 26                         | 23                            | 1=100                  |
| <b>February 23-26, 2007</b>                                 | 22                      | 33                        | 24                         | 21                            | *=100                  |
| <b>February 16-19, 2007</b>                                 | 18                      | 32                        | 22                         | 27                            | 1=100                  |
| <b>February 9-12, 2007</b>                                  | 24                      | 30                        | 24                         | 21                            | 1=100                  |
| <b>February 2-5, 2007</b>                                   | 24                      | 36                        | 22                         | 18                            | *=100                  |
| <b>January 26-29, 2007</b>                                  | 24                      | 33                        | 23                         | 20                            | *=100                  |
| <b>January 19-22, 2007<sup>6</sup></b>                      | 24                      | 27                        | 22                         | 26                            | 1=100                  |
| <b>2004 Presidential Election</b>                           |                         |                           |                            |                               |                        |
| 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 <sup>7</sup>                           | 29                      | 37                        | 20                         | 13                            | 1=100                  |
| Mid-January, 2004   | 16                      | 30                        | 27                         | 26                            | 1=100                  |
| Early January, 2004   | 14                      | 32                        | 30                         | 23                            | 1=100                  |

<sup>6</sup> January 19-22, 2007 asked about "Recent announcements by prominent Democrats about plans to run for president in 2008."

<sup>7</sup> 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<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, 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                  |
| <b>2000 Presidential Election</b> |                         |                           |                            |                               |                        |
| 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                  |
| <b>1996 Presidential Election</b> |                         |                           |                            |                               |                        |
| 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                  |
| <b>1992 Presidential Election</b> |                         |                           |                            |                               |                        |
| 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                  |
| <b>1988 Presidential Election</b> |                         |                           |                            |                               |                        |
| 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?

- 18 NFL quarterback Michael Vick agreeing to plead guilty to federal dog fighting charges
- 17 Floods in the Midwest and the plains states
- 17 News about the current situation and events in Iraq
- 11 The destruction caused by Hurricane Dean in Mexico and the Caribbean
- 10 News about candidates for the 2008 presidential election
- 8 The debate in Washington over U.S. policy in Iraq
- 11 Some other story (SPECIFY)
- 8 Don't Know/Refused
- 100

Now thinking about Michael Vick's involvement with illegal dog fighting...

Q.3 Would you say the press has been fair or unfair in the way it has covered this story?

- 65 Fair
- 18 Unfair
- 17 Don't know/Refused
- 100

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

- 49 Too much
- 6 Too little
- 37 Right amount
- 8 Don't know/Refused
- 100

Now thinking about Iraq...

Q.5 In general, do you think news reports are making the situation in Iraq seem WORSE than it really is or BETTER than it really is, or are reports showing the situation about the way it really is?

|          |                            | March 2-5,  | April       | Dec         | Mid-        | Oct         |
|----------|----------------------------|-------------|-------------|-------------|-------------|-------------|
|          |                            | <u>2007</u> | <u>2006</u> | <u>2005</u> | <u>2005</u> | <u>2003</u> |
| 37       | Worse                      | 38          | 37          | 39          | 35          | 38          |
| 21       | Better                     | 20          | 17          | 19          | 19          | 14          |
| 34       | About the way it really is | 36          | 35          | 35          | 38          | 36          |
| <u>8</u> | Don't Know/Refused         | <u>6</u>    | <u>11</u>   | <u>7</u>    | <u>8</u>    | <u>12</u>   |
| 100      |                            | 100         | 100         | 100         | 100         | 100         |

Now I'd like to ask you about some things that have been happening in Iraq recently. Not everyone will have heard about them.

Q.6 Do you happen to know the name of the U.S. Commander in Iraq? Is it... [READ; ROTATE]

|           |                                       | June 22-25, |
|-----------|---------------------------------------|-------------|
|           |                                       | <u>2007</u> |
| 39        | General David Petraeus {correct}      | 30          |
| 10        | General Peter Pace                    | 13          |
| 11        | General John Abizaid                  | 14          |
| <u>40</u> | Don't know/Refused (VOL. DO NOT READ) | <u>43</u>   |
| 100       |                                       | 100         |

Q.7 Do you happen to know the name of the Prime Minister of Iraq? Is it... [READ; ROTATE]

June 22-25,

2007

|           |  |           |
|-----------|--|-----------|
| 36        | Nouri al-Maliki <i>{correct}</i>               | 27        |
| 16        | Muqtada al-Sadr                                | 19        |
| 13        | Mahmoud Abbas                                  | 15        |
| <u>35</u> | Don't know/Refused ( <b>VOL. DO NOT READ</b> ) | <u>39</u> |
| 100       |  | 100       |