



FOR IMMEDIATE RELEASE:
 Thursday, September 27, 2007

FOR FURTHER INFORMATION:
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Jena Six Demonstrations Draw Huge Black Audience
MODEST INTEREST IN O.J. SIMPSON ARREST

O.J. Simpson's recent arrest on robbery and assault charges was the most heavily covered news story last week. Yet public interest in the Simpson case was fairly modest. Overall, just 13% of Americans say they followed reports about Simpson's arrest very closely, while 17% listed it as the single story they followed most closely. By contrast, there was much greater public interest in the situation in Iraq: 32% say they paid very close attention to the war, and 25% followed it more closely than any other story last week.

Simpson's latest legal troubles drew somewhat more interest from blacks than whites. About a quarter of blacks (24%) cited Simpson's arrest as the week's top story, compared with 15% of whites. There was broad agreement among both blacks and whites, however, that Simpson's case received too much press coverage though the coverage was fair.

Top Stories Differ for Blacks and Whites	
---- <i>Most Closely Followed Story</i> ----	
<u>Whites</u>	<u>Blacks</u>
1. Iraq war (29%)	1. Jena six (40%)
2. O.J. Simpson (15%)	2. O.J. Simpson (24%)
3. Campaign (12%)	3. Iraq war (7%)
4. Iraq policy (9%)	4. Iraq policy (6%)
5. Jena Six (9%)	5. Mukasey (5%)
6. Mukasey (2%)	6. Campaign (2%)

A much larger racial gap emerged on another high profile news story: the demonstrations in Jena, Louisiana in support of six black teenagers involved in a schoolyard fight. The so-called Jena Six story was by far the biggest story of the week among African Americans. Fully half of blacks say they followed this story very closely, while 40% listed it as the story they followed most closely last week. By contrast, just 11% of whites followed the story very closely and 9% listed it as their top story. The national news media devoted 5% of its coverage to this story, which is less than half of the amount of coverage that news organizations devoted to the Simpson arrest (13%).

No Sympathy for O.J.

When asked about the main reason why many people are following the Simpson story, 66% of the public says it is because they want to see him finally convicted of a crime. Another 20% say people follow this story because they have an ongoing interest in news about Simpson. Just 3% believe that

people follow the story because they sympathize with the former football star. Blacks and whites are largely in agreement on this question: 66% of whites and 63% of blacks say most people follow the Simpson story because they want to see him finally get convicted.

<i>Main reason so many people are following the story</i>	<u>Total</u> %	<u>White</u> %	<u>Black</u> %
They want to see him convicted	66	66	63
They have an ongoing interest	20	19	25
They sympathize with O.J.	3	3	7
Other/Don't know	<u>11</u>	<u>12</u>	<u>5</u>
	100	100	100

The news media receives divided marks for its coverage of the Simpson story. Six-in-ten Americans say the coverage has been fair, but about as many (62%) say the story has gotten too much press coverage.

About the same numbers of blacks and whites rate the coverage of Simpson's arrest as fair, though somewhat more blacks view the coverage as unfair (32% vs. 17%). The racial gap was much larger in opinions about coverage of former quarterback Michael Vick's recent legal problems. More than half of blacks (51%) thought Vick was treated unfairly by the media, compared with only 12% of whites.

Nearly two-thirds of Americans (62%) say the press overcovered the Simpson story, compared with 26% who view the amount of coverage as appropriate, and 5% who say it received too little coverage. The views of blacks and whites are nearly identical on this question.

Just 37% of the public say that they found the Simpson story interesting. On this measure blacks and whites have slightly different views. Slightly more than a third of whites (35%) view this story as interesting, compared with 51% of African Americans.

<i>Press treatment of Simpson has been...</i>	<u>Total</u> %	<u>White</u> %	<u>Black</u> %
Fair	60	62	60
Unfair	19	17	32
Don't know	<u>21</u>	<u>21</u>	<u>8</u>
	100	100	100
<i>Amount of coverage:</i>			
Too much	62	63	63
Too little	5	3	9
Right amount	26	27	25
Don't know	<u>7</u>	<u>7</u>	<u>3</u>
	100	100	100
<i>Following the story:</i>			
Very closely	13	12	27
Fairly closely	27	27	32
Not too closely	33	33	24
Not at all closely	26	27	17
Don't know	<u>1</u>	<u>1</u>	<u>0</u>
	100	100	100
<i>The story is...</i>			
Interesting	37	35	51
Not interesting	60	62	45
Don't know	<u>3</u>	<u>3</u>	<u>4</u>
	100	100	100

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 September 16-21 and survey data measuring public interest in the top news stories of the week was collected September 21-24 from a nationally representative sample of 1,005 adults.

The Week's Top Newsmakers

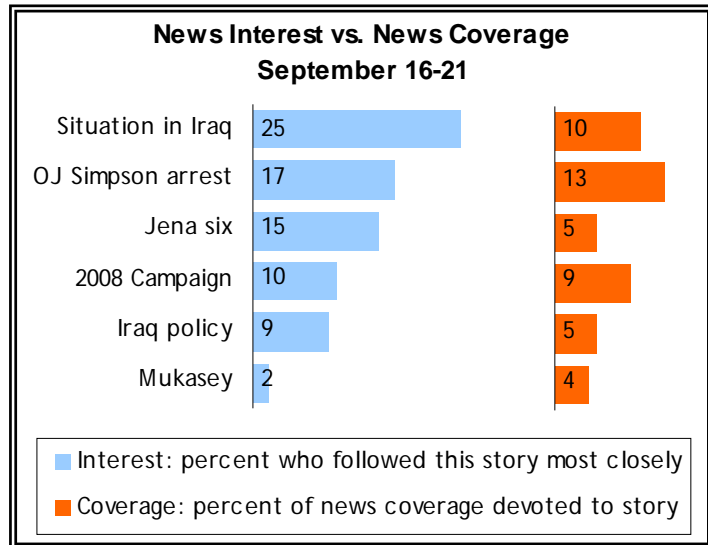
Despite the modest interest in his case, O.J. Simpson tops the list of prominent names in the news for last week. When asked to name the person they have heard the most about in the news lately, 26% name Simpson. Blacks are almost twice as likely as whites to name Simpson. President Bush came in second place at 21%. On only one other occasion this year has someone other than Bush been the most visible newsmaker. In February, Anna Nicole Smith topped Bush by a significant margin shortly after her death (38% named Smith and 28% named Bush). Britney Spears came in third place on the list of top newsmakers last week (12%).

Top Newsmakers	
<i>Heard the most about in the news lately...*</i>	<u>%</u>
O.J Simpson	26
George W. Bush	21
Britney Spears	12
Hillary Clinton	4
Mahmoud Ahmadinejad	3
General David Petraeus	2
Paris Hilton	1
George Clooney	1
Brad Pitt	1
Lindsay Lohan	1
Larry Craig	1
Barack Obama	1
Alan Greenspan	1
Osama bin Laden	1
Rudy Giuliani	1
Angelina Jolie	1
Other	11
No answer	<u>11</u>
	100

* Open ended responses.

Iraq Tops News Interest

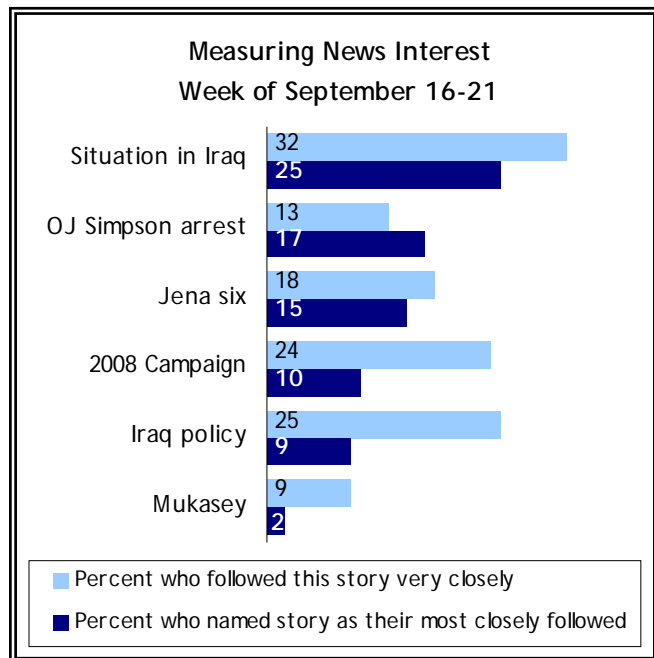
The Iraq war was the news story the public followed most closely last week. Nearly a third of the public (32%) followed news about the situation in Iraq very closely and 25% listed this as the story they followed most closely. The percentage of Americans following the war has remained remarkably steady throughout the year. The national news media devoted 10% of its overall coverage to events in Iraq last week and 5% to the Iraq policy debate.



Coverage of the Iraq policy debate declined sharply from the previous week when Gen. Petraeus' report to Congress and Bush's prime-time address made it the top news story. Public interest in the story remained unchanged from the previous week: 25% followed the Iraq policy debate very closely and 9% said this was the story they followed most closely.

Roughly a quarter of the public (24%) paid very close attention to news about the 2008 presidential campaign and 10% listed this as their top news story of the week. Democrats continued to follow campaign news more closely than Republicans. Coverage of the campaign comprised 9% of the national newshole, making it the third most heavily covered news story of the week.

There was relatively little public interest in President Bush's nomination of Michael Mukasey as attorney general. Overall, just 9% say they paid very close attention to this story and 2% listed it as their most closely followed story. The national news media devoted 4% of coverage to the nomination.



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
SEPTEMBER 21-24, 2007 NEWS INTEREST INDEX OMNIBUS SURVEY
FINAL TOPLINE
N=1,005

Q.1 Can you tell me the name of the person you've heard the most about in the news lately? **[PROBE IF NECESSARY: Just the name that comes to mind FIRST when you think about who's been in the news lately] [OPEN-END, RECORD FIRST MENTION ONLY]**

		Aug. 10- <u>13, 2007</u>	June 29- <u>July 2, 2007</u>	May 18-21, <u>2007</u>	March 30- <u>April 2, 2007</u>	Feb. 16-19, <u>2007</u>
26	O.J. Simpson					
21	George W. Bush	32	29	39	36	28
12	Britney Spears	3		1	2	1
4	Hillary Clinton	8	4	3	3	3
3	Mahmoud Ahmadinejad					
2	General David Petraeus					
1	Paris Hilton	4	26	7		
1	George Clooney					
1	Brad Pitt					
1	Lindsay Lohan	5				
1	Barack Obama	4	3	3	2	3
1	Senator Larry Craig					
1	Alan Greenspan					
1	Osama bin Laden					
1	Rudy Giuliani	1			1	
1	Angelina Jolie					
11	Other					
<u>11</u>	Don't know/Refused					
100						

Q.2 As I read a list of some stories covered by news organizations this past week, tell me if you happened to follow each news story very closely, fairly closely, not too closely, or not at all closely. First, **[INSERT ITEM; RANDOMIZE ITEMS] [IF NECESSARY "Did you follow [ITEM] very closely, fairly closely, not too closely or not at all closely?"]**

	Very <u>Closely</u>	Fairly <u>Closely</u>	Not too <u>Closely</u>	Not at all <u>Closely</u>	DK/ <u>Refused</u>
a. News about the current situation and events in Iraq					
Iraq	32	38	17	13	*=100
September 14-17, 2007	31	36	18	15	0=100
September 7-10, 2007	32	34	20	14	*=100
August 30 – September 2, 2007	31	34	18	16	1=100
August 24-27, 2007	34	36	18	12	*=100
August 17-20, 2007	33	34	18	15	*=100
August 10-13, 2007	36	37	14	13	*=100
August 3-6, 2007	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

Q.2 CONTINUED...

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

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

Q.2 CONTINUED...

	<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<u>DK/ Refused</u>
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 debate in Washington over U.S. policy in Iraq					
	25	28	20	27	*=100
September 14-17, 2007⁵	25	27	20	27	1=100
September 7-10, 2007	25	27	22	26	*=100
August 30-September 2, 2007	22	27	20	31	*=100
August 24-27, 2007	25	30	19	25	1=100
August 3-6, 2007	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

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 September 14-17, 2007 asked about "General David Petraeus's report to Congress about how things are going in Iraq."

Q.2 CONTINUED...

	<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<u>DK/ Refused</u>
c. O.J. Simpson's recent arrest on charges of armed robbery	13	27	33	26	1=100
TREND FOR COMPARISON:					
February, 1997 <i>Verdict in civil trial</i>	30	30	19	20	1=100
December, 1996 <i>Civil trial</i>	28	27	20	25	*=100
September, 1995 <i>Murder trial</i>	23	32	22	22	1=100
August, 1995 <i>Murder trial</i>	19	28	25	27	1=100
June, 1995 <i>Murder trial</i>	15	24	28	33	*=100
March, 1995 <i>Murder trial</i>	23	30	23	23	1=100
February, 1995 <i>Murder trial</i>	23	33	24	19	1=100
December, 1994 <i>Simpson case</i>	23	29	25	22	1=100
October, 1994 <i>Simpson case</i>	25	32	24	17	2=100
September, 1994 <i>Simpson case</i>	30	33	22	15	*=100
June, 1994 <i>Simpson arrest</i>	48	29	16	6	1=100
d. George Bush's nomination of Michael Mukasey to be the next U.S. Attorney General	9	22	26	43	*=100
e. Demonstrations in Jena, Louisiana about six black teenagers involved in a schoolyard fight	18	27	25	30	*=100
f. News about candidates for the 2008 presidential election	24	31	22	23	*=100
September 14-17, 2007	22	31	24	23	*=100
September 7-10, 2007	18	34	26	22	*=100
August 30-September 2, 2007	19	35	21	25	*=100
August 24-27, 2007	22	28	24	26	*=100
August 17-20, 2007	19	27	24	30	*=100
August 10-13, 2007	23	32	21	24	*=100
August 3-6, 2007	19	31	25	25	*=100
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

Q.2 CONTINUED...

	Very <u>Closely</u>	Fairly <u>Closely</u>	Not too <u>Closely</u>	Not at all <u>Closely</u>	DK/ <u>Refused</u>
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, 2007⁶	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 ⁷	29	37	20	13	1=100
Mid-January, 2004	16	30	27	26	1=100
Early January, 2004	14	32	30	23	1=100
December, 2003	16	26	27	30	1=100
November, 2003	11	26	34	28	1=100
October, 2003	12	27	28	32	1=100
September, 2003	17	25	30	27	1=100
Mid-August, 2003	12	27	27	33	1=100
May, 2003	8	19	31	41	1=100
January, 2003	14	28	29	28	1=100
2000 Presidential Election					
Early November, 2000 (RVs)	39	44	12	5	*=100
Mid-October, 2000 (RVs)	40	37	15	8	*=100
Early October, 2000 (RVs)	42	36	15	6	1=100
September, 2000	22	42	21	15	*=100
July, 2000	21	38	20	20	1=100
June, 2000	23	32	23	21	1=100
May, 2000	18	33	26	23	*=100
April, 2000	18	39	22	20	1=100
March, 2000	26	41	19	13	1=100
February, 2000	26	36	21	17	*=100
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

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

⁷ From May 2003 to Early February 2004 and in March 1992, the story was listed as "The race for the Democratic nomination." In January 2003, the story was listed as "Recent announcements by prominent Democrats about plans to run for president in 2004." In September 2000, Early September and July 1996, and May 1992, the question asked about "the presidential election campaign." In January, March and April 1996, the story was listed as "News about the Republican presidential candidates." In August 1992, the story was listed as "News about the presidential election." In July 1992, the story was listed as "News about the presidential campaign." In January 1992, the story was listed as "News about the Democratic candidates for the presidential nomination." In 1988, the story was introduced as being from "this past year" and was listed as "News about the presidential campaign in 1988."

Q.2 CONTINUED...

	Very <u>Closely</u>	Fairly <u>Closely</u>	Not too <u>Closely</u>	Not at all <u>Closely</u>	DK/ <u>Refused</u>
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.3 Which ONE of the stories I just mentioned have you followed most closely, or is there another story you've been following MORE closely? **[DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE]**

- 25 News about the current situation and events in Iraq
- 17 O.J. Simpson's recent arrest on charges of armed robbery
- 15 Demonstrations in Jena, Louisiana about six black teenagers involved in a schoolyard fight
- 10 News about candidates for the 2008 presidential election
- 9 The debate in Washington over U.S. policy in Iraq
- 2 George Bush's nomination of Michael Mukasey to be the next U.S. Attorney General
- 8 Some other story (**SPECIFY**)
- 14 Don't know/Refused
- 100

Now thinking about O.J. Simpson's recent arrest...

Q.4 Would you say the press has been fair or unfair in the way it has covered this story?

		---Michael Vick--- <u>August 24-27, 2007</u> ⁸
60	Fair	65
19	Unfair	18
<u>21</u>	Don't know/Refused	<u>17</u>
100		100

⁸ For August 24-27, 2007, the question asked about press coverage of "Michael Vick's involvement with illegal dog fighting."

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

---Michael Vick---		
<u>August 24-27, 2007</u>		
62	Too much	49
5	Too little	6
26	Right amount	37
7	Don't know	8
100		100

Q.6 Do you find this story interesting or not interesting?

37	Interesting
60	Not interesting
<u>3</u>	Don't know/Refused
100	

Q.7 What do you think is the MAIN reason why so many people are following the O.J. Simpson story? Do you think it is because... **[READ AND ROTATE]**?

3	They sympathize with O.J. Simpson
66	They want to see O.J. Simpson finally convicted of a crime
20	They have a continuing interest in news about O.J. Simpson
4	Other (VOL.)
<u>7</u>	Don't know/Refused
100	