



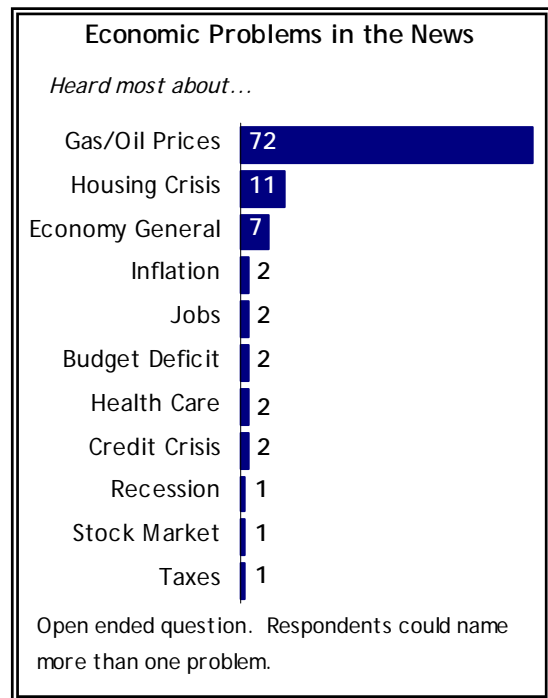
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FOR FURTHER INFORMATION:
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Fewer Following '08 Floods than in 1993
GAS PRICES DOMINATE THE PUBLIC'S ECONOMIC NEWS AGENDA

The public continues to express strong interest in news about the economy. More than four-in-ten (42%) tracked economic news very closely last week, only slightly below the 45% who tracked news about the economy very closely in mid-March, which was a 15-year high. And while several specific economic and financial news stories have been on the public's radar, none has been as dominant as the rising price of gas and oil.

When asked in an open-ended format to name the economic or financial problem they have been hearing the most about in the news lately, fully 72% of Americans point to gas and oil prices. No other issue comes close. The housing and mortgage crisis is a distant second with 11% of the public naming this as the economic issue they have been hearing the most about.



This represents a dramatic shift since January, when just 7% named gas prices as the economic story they had heard most about, while more than four times as many (31%) cited the housing crisis. The possibility of a recession was another frequently mentioned response in January: 14% named this as the issue they had been hearing the most about. Currently, only 1% cite a recession as the issue they've been hearing the most about.

The public's increased interest in rising gas and energy prices also is reflected in the larger percentage of Americans who say they follow this news regularly, not just when there are major headlines. More than eight-in-ten Americans (82%) report that they now follow news about gas and energy prices pretty regularly, up from 69% in August 2007.

However, the public also expresses greater interest in news about the price of food and other consumer goods, health care costs, jobs and housing than last summer. Nearly seven-in-ten (69%) say they follow news about the price of food and other consumer goods pretty regularly – up 16 points since August 2007 – while 50% say they regularly follow news about the housing market. Last summer only 37% said they regularly followed news about housing.

More than half of Americans (54%) say they follow news about health care costs pretty regularly, not just when there are major headlines; nearly as many (52%) follow news about jobs pretty regularly, up from 40% last year. Interest in international economic news, while lower than for other financial stories, also has increased since last August (from 28% to 36%).

	August 2007	June 2008	07-08 Change
<i>Regularly follow news about...</i>	%	%	%
Gas and energy prices	69	82	+13
Price of food/consumer goods	53	69	+16
Health care costs	n/a	54	n/a
Federal & local taxes	n/a	48	n/a
Job situation	40	52	+12
Housing market	37	50	+13
International economy	28	36	+8
Stock market	35	35	0

That is not the case, however, for news about the stock market. Just 35% say they follow news about the stock market pretty regularly – and not only when major news occurs – which is unchanged from August 2007.

The public’s interest in pocketbook issues, such as fuel and food prices is broad based, appealing to Americans across various educational and income groups. More than eight-in-ten college graduates (84%), people with some college education (81%), and those with no college experience (81%) report following news about gas and energy prices regularly. The same is true of those with annual household income under \$30,000 and those earning more than \$75,000 for whom roughly equal proportions regularly follow news about gas prices. Similarly, strong majorities of high, middle and low income Americans regularly follow news about the price of food and other consumer goods.

For some other types of economic news, such as financial news from around the world and news about the stock market there is a smaller audience overall and the appeal is greater among more affluent, more highly-educated Americans. Among college graduates, roughly half (49%) regularly follow news about the stock market compared with just 20% of those who have never attended college. More than four-in-ten Americans (46%) with household incomes of \$75,000 or more follow news about the stock market regularly. This compares with just 25% of those with annual incomes under \$50,000. The same education and income patterns can be seen for news about the global economy.

The national news media has devoted substantial coverage to the economy and rising gas and oil prices this year, although it has been overshadowed by coverage of the presidential campaign. According to the Project for Excellence in Journalism's (PEJ) News Content Index, from January 1 through May 30, news about the U.S. economy and rising gas and oil prices has comprised 8% of the national newshole. Over the same period, 39% of all news coverage was devoted to the campaign. Nonetheless, news about the economy and gas prices has received twice as much coverage as has news about Iraq – including both events on the ground and the Iraq policy debate – from the beginning of the year through the end of May.

Rating Economic Coverage

The public gives the press mixed grades for accurately reporting the state of the U.S. economy. A plurality (48%) says the news reports about the economy are showing the situation about the way it really is. A third (34%) say the media is making the economy seem worse than it really is, and 14% say the media is making conditions seem better than they actually are.

	Total %	Rep %	Dem %	Ind %
<i>News reports make the economy seem...</i>				
Worse than it really is	34	57	21	33
Better than it really is	14	7	17	16
About the way it really is	48	31	59	47
Don't know	4	5	3	4
	100	100	100	100

There are sharp partisan differences over how the media has reported on economic conditions. While a strong majority of Democrats (59%) say news reports are portraying the situation accurately, an equally large proportion of Republicans (57%) say the media is making the economy seem worse than it actually is. Independents come closer to Democrats in their views on this matter, with a 47% plurality saying news about the economy is showing the situation about the way it really is.

The Campaign and the Economy

When asked how much they have heard about the candidates' positions on various economic issues, gas and oil prices again top the list. Fully 56% of the public has heard a lot about the candidates' positions on this issue.

Nearly half (46%) say they have heard a lot about the candidates' positions on taxes, while 43% have heard a lot about the candidates' positions on health care reform.

<i>Candidates' positions on...</i>	<i>Have heard...</i>			
	A lot %	A little %	Nothing at all %	Don't know %
Gas and oil prices	56	36	7	1=100
Taxes	46	46	7	1=100
Health care reform	43	45	11	1=100
Job situation	35	53	11	1=100
Rising food prices	34	46	19	1=100
Free trade	18	50	31	1=100

However, just 35% have heard a lot about the candidates' positions on the job situation – an issue that has attracted increased public interest. Similarly, 34% have heard a lot about the candidates' positions on the rising price of food and other products; fully 69% of Americans say they follow this issue pretty regularly.

There are significant partisan gaps on some of these economic issues with Democrats more likely than Republicans to have heard a lot about where the candidates stand on the issues. More than half of Democrats (52%) have heard a lot about the candidates' positions on health care reform. This compares with only 33% of Republicans. Among Democrats, 42% have heard a lot about the candidates' positions on the job situation compared with 32% of Republicans.

Candidates' Economic Positions

In general terms, most Americans think they know at least something about Barack Obama and John McCain's positions on the economy. Yet only about a quarter of Americans (24%) say they know a great deal about where Obama stands on economic issues, while even fewer (18%) feel like they know a great deal about McCain's positions.

Sizable minorities say they know little or nothing about where the candidates stand on the economy. Three-in-ten (31%) say they don't know much (or anything) about Obama's positions and 40% feel they are not well-informed about McCain's economic plans and policies.

	Total	Rep	Dem	Following Campaign Very Closely
<i>How much do you know about...</i>	%	%	%	%
Obama's economic positions				
A great deal	24	17	34	43
Some	44	46	47	41
Not much	21	24	15	8
Nothing at all	10	11	4	7
Don't know	<u>1</u>	<u>2</u>	<u>0</u>	<u>1</u>
	100	100	100	100
McCain's economic positions				
A great deal	18	22	16	29
Some	41	54	38	41
Not much	25	19	29	18
Nothing at all	15	4	17	11
Don't know	<u>1</u>	<u>1</u>	<u>*</u>	<u>1</u>
	100	100	100	100

Democrats are more likely than Republicans to say they know a lot about the economic positions of their party's presumptive nominee. About a third of Democrats (34%) say they know a lot about where Obama stand on economic issues, compared with just 22% of Republicans who say the same about McCain.

Those who are following campaign news very closely know a lot more about Obama's economic positions than they do about McCain's positions: 43% of those who followed campaign news very closely last week said they know a lot about Obama's positions on the

economy. Among that same group, only 29% know a lot about where McCain stands on the economy.

Tracking the Campaign

With the Democratic nomination process wrapped up and the general election campaign underway, the public continued to pay close attention to campaign news last week. More than a third (35%) followed news about the presidential election very closely and another 35% paid fairly close attention. Democrats paid much closer attention to campaign news than did either Republicans or independents (45% of Democrats followed very closely vs. 30% of Republicans and independents).

Two events on the campaign trail last week did not register widely with the public. Just 28% of the public heard a lot about John McCain's statement in a recent interview that it is not too important when U.S. troops come home from Iraq. A third of the public heard a little about this incident.

Even fewer heard a lot about the head of Barack Obama's vice presidential search team, James Johnson, resigning from that post over questions about his personal finances: 24% heard a lot about this and 37% heard a little. Nearly four-in-ten (39%) heard nothing at all about this.

While John McCain received a considerable amount of news coverage last week, Barack Obama remains by far the more visible candidate in the eyes of the public. According to PEJ's Campaign Coverage Index, Obama was featured prominently in 77% of all campaign stories, while McCain was featured in 55% of campaign stories. Even so, fully 69% of the public said Obama was the candidate they had heard the most about in the news recently. This compares with only 12% who named McCain.

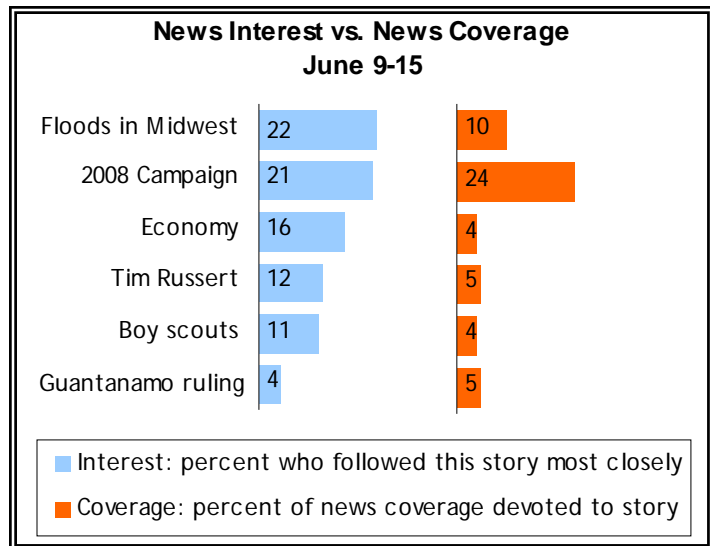
These findings are based on the most recent installment of the weekly *News Interest Index*, an ongoing project of the Pew Research Center for the People & the Press. The index, building on the Center's longstanding research into public attentiveness to major news stories, examines news interest as it relates to the news media's agenda. The weekly survey is conducted in conjunction with The Project for Excellence in Journalism's *News Coverage Index*, which monitors the news reported by major newspaper, television, radio and online news outlets on an ongoing basis. In the most recent week, data relating to news coverage was collected from June 9-15 and survey data measuring public interest in the top news stories of the week was collected June 13-16 from a nationally representative sample of 1,006 adults.

Fewer Following '08 Floods than in 1993

In other news last week, about a third of the public (34%) followed reports about floods in the Midwest very closely; 22% listed this as their most closely followed story for the week. The presidential campaign drew comparable interest.

News about the flooding accounted for 10% of all news last week and was the leading story on network news, comprising 16% of the network TV newshole. Not

surprisingly, residents of the Midwest followed this story more closely than people in other parts of the country. A majority (53%) of those living in the Midwest followed news about the floods very closely.



Public interest in the flooding fell far short of interest in a similar catastrophic flood in the region during 1993. In August of that year, fully two-thirds of Americans (65%) were very closely following news about Midwest floods.

Another weather related disaster attracted the public's attention last week, when a tornado touched down killing four Boy Scouts at a camp in Iowa. Three-in-ten Americans (32%) followed the story very closely and 11% said this was the story they followed most closely. The media devoted 4% of all news coverage to the tragedy.

Public Interest in Natural Disasters

Event	Date	% following very closely
San Francisco earthquake	Nov 1989	73
Hurricanes Katrina & Rita	Oct 2005	73
Hurricane Andrew	Sep 1992	66
Midwest floods	Aug 1993	65
Earthquake in Southern California	Jan 1994	63
Hurricane Hugo	Oct 1989	60
Tsunami in Indian Ocean	Jan 2005	58
Hurricanes Charley, Frances, Ivan	Sep 2004	52
Drought/Effect on farmers	Aug 1988	49
Hurricane Isabel	Sep 2003	47
Hurricane Floyd	Oct 1999	45
Fires in Southern California	Dec 1993	44
California wildfires	Oct 2007	40
Gulf coast hurricanes	Jul 2005	38
California wildfires	Nov 2003	38
Hurricanes in Gulf of Mexico	Oct 2002	38
Tornadoes in Oklahoma & Kansas	May 1999	38
Floods in California	Mar 1995	37
Hurricane Mitch	Nov 1998	36
Hurricane Wilma	Nov 2005	34
Midwest floods	June 2008	34

The untimely death of Tim Russert, the host of NBC's Meet the Press, was very closely followed by 28% of the public and 12% cited this as their most closely followed story of the week. The media devoted a substantial amount of weekend coverage to profiling Russert's life and career following his death on Friday, June 13. In total, coverage of Tim Russert accounted for 5% of the week's newshole.

About the News Interest Index

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

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

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

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

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

About the Pew Research Center for the People & the Press

The Pew Research Center for the People & the Press is an independent opinion research group that studies attitudes toward the press, politics and public policy issues. We are sponsored by The Pew Charitable Trusts and are one of eight 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
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PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
JUNE 13-16, 2008 NEWS INTEREST INDEX OMNIBUS SURVEY
TOPLINE
N=1,006

Q.1 Apart from who you support, which presidential candidate have you heard the most about in the news in the last week or so? [OPEN-END. RECORD FIRST MENTION ONLY]

	<u>Hillary Clinton</u>	<u>Barack Obama</u>	<u>John McCain</u>	<u>Other</u>	<u>Don't know/Refused</u>
June 13-16, 2008	5	69	12	2	12=100
June 6-9, 2008	22	67	2	1	8=100
May 30-June 2, 2008	27	54	5	1	13=100
May 22-25, 2008	27	51	8	2	12=100
May 16-19, 2008	25	59	4	2	10=100
May 9-12, 2008	36	52	2	2	8=100
May 2-5, 2008	29	57	2	2	10=100
April 25-28, 2008	38	46	3	1	12=100
April 18-21, 2008	28	55	4	1	12=100
April 11-14, 2008	24	51	8	2	15=100
April 4-7, 2008	34	45	6	1	14=100
March 28-31, 2008	30	53	4	2	11=100
March 20-24, 2008	15	70	3	1	11=100
March 14-17, 2008	26	57	4	2	11=100
March 7-10, 2008	37	38	6	4	15=100

Q.2 Please think about each of the following presidential candidates [INSERT NAME. ROTATE]. In the past few days, have you come to have a MORE favorable opinion of (him/her), a LESS favorable opinion, or hasn't your opinion of (him/her) changed lately?

	<u>More favorable</u>	<u>Less favorable</u>	<u>Opinion has not changed</u>	<u>Don't know</u>
a. Barack Obama	17	15	64	4=100
June 6-9, 2008	19	17	61	3=100
May 30-June 2, 2008	17	21	58	4=100
May 22-25, 2008	18	20	60	2=100
May 16-19, 2008	19	19	59	3=100
May 9-12, 2008	20	23	55	2=100
May 2-5, 2008	11	25	59	5=100
April 25-28, 2008	16	24	58	2=100
April 18-21, 2008	18	24	54	4=100
March 28-31, 2008	18	27	52	3=100
March 20-24, 2008	22	30	46	2=100
c. John McCain	13	18	66	3=100
June 6-9, 2008	14	15	65	6=100
May 30-June 2, 2008	11	20	64	5=100
May 22-25, 2008	15	18	63	4=100
May 16-19, 2008	14	21	62	3=100
May 9-12, 2008	12	18	67	3=100
May 2-5, 2008	10	13	71	6=100
April 25-28, 2008	14	16	65	5=100
April 18-21, 2008	18	15	61	6=100
March 28-31, 2008	18	20	57	5=100
March 20-24, 2008	18	18	61	3=100

ASK ALL:

Q.3 As I read a list of some stories covered by news organizations this past week, please 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. The U.S. Supreme Court ruling that foreign terror suspects held at Guantanamo Bay have the right to challenge their confinement	21	23	24	32	*=100
b. Floods in the Midwest	34	34	18	14	*=100
TREND FOR COMPARISON:					
August 24-27, 2007: <i>Floods in the Midwest and the plain states</i>	27	35	20	18	*=100
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
c. The death of Meet the Press host Tim Russert	28	23	19	30	*=100
d. A tornado that killed four boy scouts at a camp in Iowa	32	35	17	16	*=100
TREND FOR COMPARISON:¹					
May 30-June 2, 2008: <i>Midwest</i>	30	33	21	15	1=100
February 8-11, 2008: <i>South and Midwest</i>	25	42	19	13	1=100
March 2-5, 2007: <i>South and Midwest</i>	33	38	18	11	*=100
May, 1999: <i>Oklahoma and Kansas</i>	38	40	15	6	1=100
e. Reports about the condition of the U.S. economy	42	33	14	11	*=100
May 9-12, 2008	45	31	13	11	*=100
May 2-5, 2008	43	31	15	10	1=100
April 18-21, 2008	41	35	13	10	1=100
April 4-7, 2008	39	37	12	12	*=100
March 28-31, 2008	42	36	14	8	*=100
March 20-24, 2008	45	33	13	9	*=100
February 29-March 3, 2008	38	35	15	11	1=100
February 15-18, 2008	37	36	11	16	8=100
February 1-4, 2008	40	37	14	8	1=100
January 18-21, 2008	42	31	16	11	*=100
January 11-14, 2008	36	32	15	16	1=100
November 2-5, 2007	27	37	16	19	1=100
October 19-22, 2007	25	34	20	21	*=100
August 10-13, 2007	28	36	18	18	*=100

¹ March 2-5, 2007 through May 30-June 2, 2008 asked about “Violent storms and tornadoes” in each region. May, 1999 asked about “Tornadoes in Oklahoma and Kansas.”

Q.3 CONTINUED...

	<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<u>DK/ Refused</u>
Mid-November, 2006	31	40	17	11	1=100
December, 2005	35	35	18	11	1=100
Early November, 2005	35	39	17	9	*=100
Mid-May, 2005	30	39	19	11	1=100
January, 2005	35	41	17	7	*=100
Mid-October, 2004	30	43	16	10	1=100
Early September, 2004	39	34	15	11	1=100
Mid-January, 2004	37	41	15	7	*=100
December, 2003	35	38	14	11	2=100
November, 2003	40	34	15	10	1=100
October, 2003	32	39	16	12	1=100
September, 2003	39	30	18	12	1=100
March, 2003	40	35	16	8	1=100
February, 2003	42	33	15	10	*=100
January, 2003	40	35	13	11	1=100
December, 2002	38	34	17	10	1=100
February, 2002	35	40	15	9	1=100
January, 2002	30	44	16	9	1=100
December, 2001	37	40	13	8	2=100
Mid-November, 2001	41	36	15	7	1=100
June, 2001	24	41	18	16	1=100
May, 2001	34	36	15	15	0=100
April, 2001	36	34	16	13	1=100
February, 2001	30	39	18	12	1=100
January, 2001	32	38	17	11	2=100
June, 1995	26	41	22	11	*=100
March, 1995	27	45	19	9	*=100
February, 1995	23	41	22	13	1=100
December, 1994	28	43	20	9	*=100
October, 1994	27	40	20	12	1=100
June, 1994	25	42	23	10	*=100
May, 1994	33	40	16	10	1=100
January, 1994	34	39	16	10	1=100
Early January, 1994	36	44	13	7	*=100
December, 1993	35	41	15	8	1=100
October, 1993	33	38	20	9	*=100
September, 1993	37	40	14	8	1=100
Early September, 1993	39	39	14	9	*=100
August, 1993	41	36	14	9	*=100
May, 1993	37	38	18	6	1=100
February, 1993	49	36	10	5	*=100
January, 1993	42	39	12	7	*=100
September, 1992	43	37	13	6	1=100
May, 1992	39	39	15	6	1=100
March, 1992	47	38	11	4	*=100
February, 1992	47	37	10	6	*=100
January, 1992	44	40	11	5	*=100
October, 1991	36	38	16	9	1=100

f. News about candidates for the 2008 presidential election

	35	35	20	10	*=100
June 6-9, 2008	38	35	17	10	*=100
May 30-June 2, 2008	30	35	21	14	*=100

Q.3 CONTINUED...

	Very <u>Closely</u>	Fairly <u>Closely</u>	Not too <u>Closely</u>	Not at all <u>Closely</u>	DK/ <u>Refused</u>
May 22-25, 2008	32	37	20	11	*=100
May 16-19, 2008	33	37	19	10	1=100
May 9-12, 2008	35	36	18	11	*=100
May 2-5, 2008	27	35	23	14	1=100
April 25-28, 2008	34	37	18	11	*=100
April 18-21, 2008	29	41	19	10	1=100
April 11-14, 2008	31	37	22	10	*=100
April 4-7, 2008	33	36	17	14	*=100
March 28-31, 2008	31	41	18	10	*=100
March 20-24, 2008	34	37	18	11	*=100
March 14-17, 2008	40	37	16	7	*=100
March 7-10, 2008	39	36	15	9	1=100
February 29-March 3, 2008	43	34	14	9	*=100
February 22-25, 2008	42	37	13	8	*=100
February 15-18, 2008	44	36	10	10	*=100
February 8-11, 2008	39	37	15	9	0=100
February 1-4, 2008	37	35	16	12	*=100
January 25-28, 2008	36	37	14	12	1=100
January 18-21, 2008	36	34	18	12	*=100
January 11-14, 2008 ²	32	31	19	17	1=100
January 4-7, 2008	33	36	19	11	1=100
December 14-17, 2007	25	34	22	19	*=100
December 7-10, 2007	24	35	22	19	*=100
November 30 – December 3, 2007	23	35	23	19	*=100
November 23-26, 2007	20	33	26	20	1=100
November 16-19, 2007	26	33	21	19	1=100
November 9-12, 2007	21	33	25	21	*=100
November 2-5, 2007	27	30	21	21	1=100
October 26-29, 2007	21	34	26	19	*=100
October 19-22, 2007	23	32	22	23	*=100
October 12-15, 2007	13	31	26	30	*=100
October 5-8, 2007	22	30	24	24	*=100
September 28 – October 1, 2007	21	34	25	20	*=100
September 21-24, 2007	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

² January 11-14, 2008 asked about: “News about the New Hampshire primaries and the presidential campaign.”

Q.3 CONTINUED...

	Very <u>Closely</u>	Fairly <u>Closely</u>	Not too <u>Closely</u>	Not at all <u>Closely</u>	DK/ <u>Refused</u>
May 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, 2007³	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 ⁴	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

³ January 19-22, 2007 asked about: "Recent announcements by prominent Democrats about plans to run for president in 2008."

⁴ 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.3 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, 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
October, 1991	12	26	31	29	2=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.4 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.]**

- 22 Floods in the Midwest
- 21 News about the candidates for the 2008 presidential election
- 16 Reports about the condition of the U.S. economy
- 12 The death of Meet the Press host Tim Russert
- 11 A tornado that killed four boys scouts at a camp in Iowa
- 4 The U.S. Supreme Court ruling that foreign terror suspects held at Guantanamo Bay have the right to challenge their confinement
- 6 Some other story (SPECIFY)
- 8 Don't know/Refused
- 100

Q.5 Thinking about what you've been reading and hearing in the news recently, what one economic or financial problem have you heard the most about these days? [OPEN END. DO NOT PROBE FOR ADDITIONAL MENTIONS. IF MORE THAN ONE MENTION, RECORD UP TO THREE RESPONSES IN ORDER OF MENTION]

		January 18-21, 2008
72	Gas and oil prices	7
11	Housing/Mortgage crisis/Foreclosures/Sub-prime mortgages	31
7	Economy/Economic problems/Financial problems (general)	7
2	Inflation/Cost of living/Cost of food	2
2	Jobs/Unemployment	3
2	Health care/Health care costs/Medicare	3
2	Budget deficit/Government spending	3
2	Credit crisis/Big banks' lending practices	2
1	Recession/Possible Recession	14
1	Stock market	6
1	Taxes (general)	1
2	Other	6
2	None/no problem	8
3	Don't know/Refused	7

Q.6 In general, do you think news reports are making the U.S. economy seem WORSE than it really is, BETTER than it really is, or are reports showing the situation about the way it really is?

		Mar. 28-31, <u>2008</u> ⁵	Nov. 9-12, <u>2008</u>	Dec. <u>2005</u>
34	Worse	35	42	39
14	Better	16	17	18
48	About the way it really is	46	35	36
<u>4</u>	Don't know/Refused	<u>3</u>	<u>6</u>	<u>7</u>
100		100	100	100

Q.7 We're interested how people follow different kinds of economic news. For example [INSERT ITEM; RANDOMIZE] Do you follow news about [ITEM] pretty regularly, or only when there are major headlines?

		Pretty <u>regularly</u>	Only when there are major <u>headlines</u>	DK/ <u>Refused</u>
a.	The stock market	35	58	7=100
	August 17-20, 2007	35	56	9=100
b.	The housing market	50	47	3=100
	August 17-20, 2007	37	55	8=100
c.	Gas and energy prices	82	17	1=100
	August 17-20, 2007	69	28	3=100
d.	The price of food and consumer goods	69	30	1=100
	August 17-20, 2007	53	43	4=100
e.	The job situation in the U.S	52	46	2=100
	August 17-20, 2007	40	55	5=100

⁵ For March 28-31, 2008 this item was asked as part of a list.

Q.7 CONTINUED...

	Pretty <u>Regularly</u>	Only when there are major <u>headlines</u>	DK/ <u>Refused</u>
f. News about federal and local taxes	48	50	2=100
g. Financial news from around the world August 17-20, 2007	36 28	61 64	3=100 8=100
h. Health care costs	54	44	2=100

Now thinking about the presidential campaign...

Q.8 From what you've heard or read, how much would you say you know about **[READ AND ROTATE]** positions on the economy? Would you say you know a great deal, some, not much, or nothing at all?

	A great <u>deal</u>	<u>Some</u>	Not <u>much</u>	Nothing <u>at all</u>	DK/ <u>Refused</u>
a. Barack Obama's	24	44	21	10	1=100
b. John McCain's	18	41	25	15	1=100

Q.9 Thinking about the campaign in general, how much have you heard about the presidential candidates' positions on **[INSERT ITEM; ROTATE]**? Would you say you have heard a great deal, some, not much, or nothing at all?

	<u>A lot</u>	<u>A little</u>	Nothing <u>at all</u>	DK/ <u>Refused</u>
a. Taxes	46	46	7	1=100
b. Health care reform	43	45	11	1=100
c. Gas and oil prices	56	36	7	1=100
d. The job situation	35	53	11	1=100
e. Free trade	18	50	31	1=100
f. The rising prices of food	34	46	19	1=100

NO QUESTION 10

Still thinking about the presidential campaign...

Q.11 How much if anything have you heard about each of the following? Have you heard a lot, a little or nothing at all? **[READ ITEMS; ROTATE ITEMS, BUT ALWAYS KEEP A-B TOGETHER AND C-D TOGETHER AS BLOCKS]**

	<u>A lot</u>	<u>A little</u>	Nothing <u>at all</u>	DK/ <u>Refused</u>
a. John McCain saying in a recent interview that it is not too important when troops come home from Iraq	28	33	38	1=100
b. The head of Barack Obama's Vice Presidential search team resigning over questions about his personal finances	24	37	39	*=100

QUESTIONS 11.C-11.D AND QUESTION 12 PREVIOUSLY RELEASED