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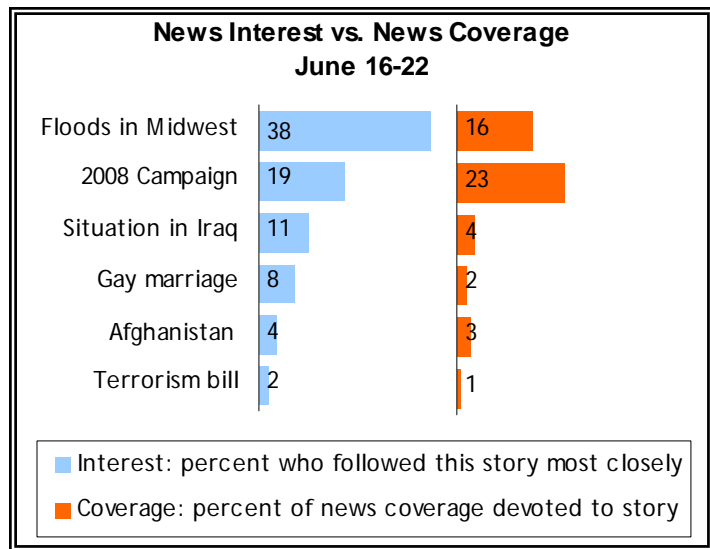
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**Government's Response to Floods Faulted**

**INTEREST IN FLOODS INCREASES, STILL LOWER THAN FOR '93 DELUGE**

As the floods in the Midwest continued to devastate parts of that region, public interest in the story increased moderately last week, but still remained significantly lower than interest in the massive floods that struck the region in 1993.

Roughly four-in-ten (39%) followed the floods in the Midwest very closely, up from 34% a week earlier. The floods were the public's top story last week with twice as many people citing the floods as their most closely followed story than cited the presidential campaign (38% vs. 19%). By contrast, news organizations devoted somewhat more coverage to the campaign than to the flooding. Still, public interest in Midwestern flooding is far lower than it was for the region's historic 1993 floods. In August 1993, nearly two-thirds of Americans (65%) followed the flooding very closely.



The public is largely satisfied with the amount of media coverage the Midwest floods have received. Fully 72% say that news organizations have been giving the right amount of coverage to the floods. Another 17% thought that the floods were under-covered and just 9% found the coverage excessive

There is much less satisfaction with the federal government's response to the floods. Only about a third of the public (34%) say the federal government has done an excellent or good job in responding to the floods, which is on par with the public's low ratings for the federal

government's response to Hurricane Katrina (38% excellent or good). By contrast, a solid majority (58%) gave positive marks to the federal government's response to last autumn's California wildfires.

Democrats are much more critical than Republicans of the federal government's response to the floods. Just a quarter of Democrats say the response has been excellent or good while 64% say it has been only fair or poor. A plurality of Republicans (47%) rate the federal government's efforts positively, while 38% rate them as only fair or poor.

The public gives higher marks for the response of state and local governments to the flooding with a narrow majority (51%) saying they have done an excellent or good job. That is higher than the public's ratings for how state and local governments handled Katrina (41% positive) but lower than the positive marks for the response to the California wildfires (76% excellent or good).

Low Marks for Government's Response to Floods		
	State & local government	Federal government
<i>Job in handling...</i>	%	%
<b>Midwestern floods</b>		
Excellent/Good	51	34
Only fair/Poor	35	53
Don't know	<u>14</u>	<u>13</u>
	100	100
<b>California wildfires (Oct 2007)</b>		
Excellent/Good	76	58
Only fair/Poor	16	34
Don't know	<u>8</u>	<u>8</u>
	100	100
<b>Hurricane Katrina (Sept 2005)</b>		
Excellent/Good	41	38
Only fair/Poor	51	58
Don't know	<u>8</u>	<u>4</u>
	100	100

The critical view of the federal government's response to the Midwest floods is consistent with a broader trend of declining ratings for the government more generally. According to a People-Press survey in May, overall favorability ratings for the federal government have fallen precipitously over the past year. The survey found that only 37% of Americans hold a favorable view of the federal government, while 58% express an unfavorable opinion. Ratings for state and local governments have remained much more stable. [See "[Federal Government's Favorable Ratings Slump](#)" released May 14, 2008 by the Pew Research Center for the People & the Press.]

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

16-22 and survey data measuring public interest in the top news stories of the week was collected June 20-23 from a nationally representative sample of 1,006 adults.

### **Campaign News Interest Slips**

The national news media devoted more coverage to the presidential campaign last week than to the Midwest flooding, even as the public expressed greater interest in the floods. Less than three-in-ten (28%) followed news about the campaign very closely, down from 35% the previous week. Roughly one-in-five (19%) listed the campaign as their most close followed news story.

Coverage of the campaign accounted for nearly a quarter of the national newshole (23%), which was little changed from the previous week (24%). Coverage of the Midwestern floods increased, from 10% the previous week to 16%, according to the Project for Excellence in Journalism's (PEJ) News Coverage Index.

In other news last week, 25% of the public paid very close attention to news about the current situation in Iraq, with 11% listing this as their top news story. There was moderate public interest in the recent events in Afghanistan: 20% followed the military efforts against Taliban fighters very closely and 4% listed this as their most closely followed story. The national media devoted 4% of its coverage to events in Iraq and 3% to news about the violence in Afghanistan.

As the state of California began implementing a court decision giving same-sex couples the right to marry, 22% of the public paid very close attention to this story. Relatively few Americans (15%) closely followed news about Congress's vote to expand government powers for eavesdropping on suspected terrorists.

In sport news last week, 18% of the public followed the Boston Celtics' victory in the NBA Finals very closely, while another 17% followed this story fairly closely. Roughly the same proportion paid very close attention to news that Tiger Woods will have knee surgery following his victory in the U.S. Open. As is usually the case with sports stories, men were more likely than women to have closely followed these events.

## Press Gets it Right on the Floods

While the public is satisfied with the amount of media coverage the Midwest floods have received, many Americans would like to see more coverage of the military conflicts in Afghanistan and Iraq. A majority (55%) says the press is devoting too little coverage to the military effort in Afghanistan against Taliban fighters. Fewer than one-in-ten (7%) say that this

	Too much %	Too little %	Right amount %	DK %
2008 Campaign	44	10	44	2=100
Same sex marriage in CA	44	12	39	5=100
Situation in Iraq	11	42	44	3=100
Terror surveillance vote	10	54	29	7=100
Midwest floods	9	17	72	2=100
Fighting in Afghanistan	7	55	34	4=100

story has received too much attention and a third (34%) say the level of coverage is about right. More Republicans than Democrats say the fighting in Afghanistan is under-covered (62% vs. 50%).

Americans are evenly divided about the amount of coverage news organizations are devoting to Iraq, with more than four-in-ten Americans (42%) saying the media has been giving too little coverage to the situation in Iraq, while 44% say the war has been receiving the right amount of coverage. Only 11% say this story has received too much attention. Opinion on coverage of Iraq is virtually unchanged from late April.

The public has mixed views about the amount of coverage the media is currently devoting to the presidential campaign: 44% say the campaign is receiving too much coverage, while 44% say the coverage is about right. In late April, when the media was devoting nearly half of the newshole to the campaign, a slight majority of Americans (51%) said the coverage was excessive.

A plurality of the public (44%) says news organizations have been giving too much coverage to the issue of same sex marriages in California. Just 12% said that news about same sex marriages has received too little media attention and 39% say the amount of coverage has been about right.

## Campaign Events

Barack Obama generated more news coverage last week than did John McCain. According to PEJ's Campaign Coverage Index, Obama was featured in 76% of all campaign stories, while McCain was featured in 53%. The candidates shared the spotlight with their spouses last week. Michelle Obama was the focus of roughly 10% of all campaign stories, while Cindy McCain received about half as much coverage.

Four-in-ten Americans heard a lot about John McCain’s proposal to lift the federal ban on oil drilling along coastal waters, another 42% heard a little about this. Republicans are more likely than Democrats to have heard about McCain’s proposal (89% vs. 76% heard a lot or a little).

	<i>Have heard...</i>			
	<u>A lot</u> %	<u>A little</u> %	<u>at all</u> %	<u>DK/ know</u> %
McCain’s drilling proposal	40	42	18	*=100
Obama’s decision on public funds	40	37	23	*=100
Michelle Obama on “The View”	29	31	40	*=100

The public was equally aware of Barack Obama’s decision to forgo public financing for his presidential campaign. Although the decision was announced late in the week, 40% of the public heard a lot about this and another 37% heard a little.

Three-in-ten (29%) heard a lot about Michelle Obama’s appearance on the daytime TV show The View. Another 31% heard a little about this and 40% heard nothing at all. Democrats and Republicans were equally likely to have heard a lot about Mrs. Obama’s television appearance, and there was no significant difference in awareness between men and women.

## 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 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  
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**PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS**  
**JUNE 20-23, 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 20-23, 2008	3	74	12	1	10=100
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	16	16	66	2=100
June 13-16, 2008	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	15	18	65	2=100
June 13-16, 2008	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

**Q.2 CONTINUED...**

	More <u>Favorable</u>	Less <u>Favorable</u>	Opinion has <u>Not change</u>	Don't <u>know</u>
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. Floods in the Midwest	39	36	14	11	*=100
<b>June 13-16, 2008</b>	34	34	18	14	*=100
<b>TREND FOR COMPARISON:</b>					
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
b. News about the current situation and events in Iraq	25	36	24	15	*=100
<b>May 9-12, 2008</b>	29	35	21	14	1=100
<b>May 2-5, 2008</b>	26	35	25	13	1=100
<b>April 25-28, 2008</b>	29	35	23	12	1=100
<b>April 18-21, 2008</b>	29	39	20	11	1=100
<b>April 11-14, 2008</b>	25	39	20	15	1=100
<b>April 4-7, 2008</b>	25	37	23	15	*=100
<b>March 28-31, 2008</b>	29	40	19	11	1=100
<b>March 20-24, 2008</b>	30	38	19	13	*=100
<b>March 14-17, 2008</b>	29	38	23	10	*=100
<b>March 7-10, 2008</b>	28	39	18	15	*=100
<b>February 29-March 3, 2008</b>	28	40	19	13	*=100
<b>February 8-11, 2008</b>	24	35	25	16	*=100
<b>February 1-4, 2008</b>	28	39	22	11	*=100
<b>January 25-28, 2008</b>	23	35	26	16	*=100
<b>January 18-21, 2008</b>	31	33	20	15	1=100
<b>January 11-14, 2008</b>	25	38	21	16	*=100
<b>January 4-7, 2008</b>	27	38	20	15	*=100
<b>December 14-17, 2007</b>	26	32	24	18	*=100
<b>December 7-10, 2007</b>	28	37	21	14	*=100
<b>November 23-26, 2007</b>	25	37	21	16	1=100
<b>November 16-19, 2007</b>	31	37	19	12	1=100
<b>November 9-12, 2007</b>	29	38	19	13	1=100
<b>November 2-5, 2007</b>	31	35	18	15	1=100
<b>October 26-29, 2007</b>	28	37	21	13	1=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>
October 19-22, 2007	28	37	20	15	*=100
October 12-15, 2007	26	36	18	19	1=100
October 5-8, 2007	29	33	22	16	*=100
September 28 – October 1, 2007	30	41	18	11	*=100
September 21-24, 2007	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
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, 2007 <sup>1</sup>	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

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

**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>
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>c. The military effort in Afghanistan against Taliban fighters</b>	<b>20</b>	<b>30</b>	<b>30</b>	<b>20</b>	<b>*=100</b>
<b>TREND FOR COMPARISON:</b>					
Late July, 2002 <sup>5</sup>	41	38	13	7	1=100
June, 2002	38	32	20	9	1=100
April, 2002	39	39	13	8	1=100
Early April, 2002	45	37	12	5	1=100

<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.”

<sup>5</sup> From Mid-October, 2001 to Late July, 2002 the story was listed as “the U.S. military effort in Afghanistan.”

**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>
February, 2002	47	39	8	5	1=100
January, 2002	51	35	9	4	1=100
December, 2001	44	38	12	5	1=100
Mid-November, 2001	49	36	11	3	1=100
Early November, 2001	45	36	12	6	1=100
Mid-October, 2001	51	35	10	3	1=100
d. News that Congress voted to expand government powers for eavesdropping on suspected terrorists	<b>15</b>	<b>24</b>	<b>25</b>	<b>36</b>	<b>*=100</b>
e. The issue of same sex marriage in California	<b>22</b>	<b>26</b>	<b>25</b>	<b>27</b>	<b>*=100</b>
<b>TREND FOR COMPARISON:<sup>6</sup></b>					
<b>May 16-19, 2008: CA Supreme Court ruling</b>	<b>19</b>	<b>27</b>	<b>25</b>	<b>28</b>	<b>1=100</b>
May 2004: <i>Gay marriage</i>	20	27	25	27	1=100
March 2004: <i>Gay Marriage</i>	29	33	20	17	1=100
Early-February 2004: <i>Debate over gay marriage</i>	26	32	22	19	1=100
Mid-August 2003: <i>Debate over gay marriage</i>	19	30	22	28	1=100
f. News about candidates for the 2008 presidential election	<b>28</b>	<b>38</b>	<b>22</b>	<b>12</b>	<b>*=100</b>
<b>June 13-16, 2008</b>	<b>35</b>	<b>35</b>	<b>20</b>	<b>10</b>	<b>*=100</b>
<b>June 6-9, 2008</b>	<b>38</b>	<b>35</b>	<b>17</b>	<b>10</b>	<b>*=100</b>
<b>May 30-June 2, 2008</b>	<b>30</b>	<b>35</b>	<b>21</b>	<b>14</b>	<b>*=100</b>
<b>May 22-25, 2008</b>	<b>32</b>	<b>37</b>	<b>20</b>	<b>11</b>	<b>*=100</b>
<b>May 16-19, 2008</b>	<b>33</b>	<b>37</b>	<b>19</b>	<b>10</b>	<b>1=100</b>
<b>May 9-12, 2008</b>	<b>35</b>	<b>36</b>	<b>18</b>	<b>11</b>	<b>*=100</b>
<b>May 2-5, 2008</b>	<b>27</b>	<b>35</b>	<b>23</b>	<b>14</b>	<b>1=100</b>
<b>April 25-28, 2008</b>	<b>34</b>	<b>37</b>	<b>18</b>	<b>11</b>	<b>*=100</b>
<b>April 18-21, 2008</b>	<b>29</b>	<b>41</b>	<b>19</b>	<b>10</b>	<b>1=100</b>
<b>April 11-14, 2008</b>	<b>31</b>	<b>37</b>	<b>22</b>	<b>10</b>	<b>*=100</b>
<b>April 4-7, 2008</b>	<b>33</b>	<b>36</b>	<b>17</b>	<b>14</b>	<b>*=100</b>
<b>March 28-31, 2008</b>	<b>31</b>	<b>41</b>	<b>18</b>	<b>10</b>	<b>*=100</b>
<b>March 20-24, 2008</b>	<b>34</b>	<b>37</b>	<b>18</b>	<b>11</b>	<b>*=100</b>
<b>March 14-17, 2008</b>	<b>40</b>	<b>37</b>	<b>16</b>	<b>7</b>	<b>*=100</b>
<b>March 7-10, 2008</b>	<b>39</b>	<b>36</b>	<b>15</b>	<b>9</b>	<b>1=100</b>
<b>February 29-March 3, 2008</b>	<b>43</b>	<b>34</b>	<b>14</b>	<b>9</b>	<b>*=100</b>
<b>February 22-25, 2008</b>	<b>42</b>	<b>37</b>	<b>13</b>	<b>8</b>	<b>*=100</b>
<b>February 15-18, 2008</b>	<b>44</b>	<b>36</b>	<b>10</b>	<b>10</b>	<b>*=100</b>
<b>February 8-11, 2008</b>	<b>39</b>	<b>37</b>	<b>15</b>	<b>9</b>	<b>0=100</b>
<b>February 1-4, 2008</b>	<b>37</b>	<b>35</b>	<b>16</b>	<b>12</b>	<b>*=100</b>
<b>January 25-28, 2008</b>	<b>36</b>	<b>37</b>	<b>14</b>	<b>12</b>	<b>1=100</b>
<b>January 18-21, 2008</b>	<b>36</b>	<b>34</b>	<b>18</b>	<b>12</b>	<b>*=100</b>
<b>January 11-14, 2008<sup>7</sup></b>	<b>32</b>	<b>31</b>	<b>19</b>	<b>17</b>	<b>1=100</b>
<b>January 4-7, 2008</b>	<b>33</b>	<b>36</b>	<b>19</b>	<b>11</b>	<b>1=100</b>
<b>December 14-17, 2007</b>	<b>25</b>	<b>34</b>	<b>22</b>	<b>19</b>	<b>*=100</b>
<b>December 7-10, 2007</b>	<b>24</b>	<b>35</b>	<b>22</b>	<b>19</b>	<b>*=100</b>

<sup>6</sup> May 16-19, 2008 asked about: "The California Supreme Court's decision giving same sex couples the right to marry." March, 2004 and May, 2004 asked about: "The issue of gay and lesbian marriage." August, 2003 and February, 2004 asked about: "The debate about allowing gays and lesbians to marry."

<sup>7</sup> 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>
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
May 18-21, 2007	18	31	24	27	*=100
May 11-14, 2007	18	30	23	28	1=100
May 4-7, 2007	23	34	21	21	1=100
April 27-30, 2007	14	30	29	26	1=100
April 20-23, 2007	18	28	27	27	*=100
April 12-16, 2007	18	28	27	27	*=100
April 5-9, 2007	25	30	26	19	*=100
March 30-April 2, 2007	20	29	27	23	1=100
March 23-26, 2007	20	32	22	26	*=100
March 16-19, 2007	15	28	29	27	1=100
March 9-12, 2007	24	30	23	23	*=100
March 2-5, 2007	19	31	26	23	1=100
February 23-26, 2007	22	33	24	21	*=100
February 16-19, 2007	18	32	22	27	1=100
February 9-12, 2007	24	30	24	21	1=100
February 2-5, 2007	24	36	22	18	*=100
January 26-29, 2007	24	33	23	20	*=100
January 19-22, 2007 <sup>8</sup>	24	27	22	26	1=100
<i>2004 Presidential Election</i>					
November, 2004 (RVs)	52	36	8	4	*=100
Mid-October, 2004	46	30	12	11	1=100
August, 2004	32	38	16	14	*=100

8

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

**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>
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>9</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
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

<sup>9</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.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>
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
<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.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.]**

- 38 Floods in the Midwest
  - 19 News about the candidates for the 2008 presidential election
  - 11 News about the current situation and events in Iraq
  - 8 The issue of same sex marriage in California
  - 4 The military effort in Afghanistan against Taliban fighters
  - 2 News that Congress voted to expand government powers for eavesdropping on suspected terrorists
  - 9 Some other story (SPECIFY)
  - 2 Don't know/Refused
- 100

Q.5 Do you think news organizations are giving too much coverage, too little coverage, or the right amount of coverage to **[INSERT ITEM, ROTATE]**?

	Too much <u>coverage</u>	Too little <u>coverage</u>	Right amount of <u>coverage</u>	DK/ <u>Refused</u>
a. Floods in the Midwest	<b>9</b>	<b>17</b>	<b>72</b>	<b>2=100</b>
b. News about the current situation and events in Iraq	<b>11</b>	<b>42</b>	<b>44</b>	<b>3=100</b>
<b>April 25-28, 2008</b>	<b>12</b>	<b>44</b>	<b>42</b>	<b>2=100</b>
<b>January 25-28, 2008</b>	<b>13</b>	<b>35</b>	<b>47</b>	<b>5=100</b>
<b>December 14-17, 2007</b>	<b>15</b>	<b>36</b>	<b>44</b>	<b>5=100</b>
<b>November 16-19, 2007</b>	<b>14</b>	<b>34</b>	<b>48</b>	<b>4=100</b>
<b>November 2-5, 2007<sup>10</sup></b>	<b>18</b>	<b>33</b>	<b>43</b>	<b>6=100</b>
<b>July 20-23, 2007</b>	<b>18</b>	<b>28</b>	<b>48</b>	<b>6=100</b>
<b>June 1-4, 2007</b>	<b>23</b>	<b>23</b>	<b>47</b>	<b>7=100</b>
c. The military effort in Afghanistan against Taliban fighters	<b>7</b>	<b>55</b>	<b>34</b>	<b>4=100</b>
d. News that Congress voted to expand government powers for eavesdropping on suspected terrorists	<b>10</b>	<b>54</b>	<b>29</b>	<b>7=100</b>
e. The issue of same sex marriage in California	<b>44</b>	<b>12</b>	<b>39</b>	<b>5=100</b>

<sup>10</sup> For November 2-5, 2007 this item was not part of a list, it was a stand alone question and asked about: "The war in Iraq."

**Q.5 CONTINUED...**

	<u>Too much coverage</u>	<u>Too little coverage</u>	<u>Right amount of coverage</u>	<u>DK/Refused</u>
f. News about candidates for the 2008 presidential election	<b>44</b>	<b>10</b>	<b>44</b>	<b>2=100</b>
<b>April 25-28, 2008</b>	<b>51</b>	<b>7</b>	<b>38</b>	<b>4=100</b>
<b>January 25-28, 2008</b>	<b>36</b>	<b>9</b>	<b>52</b>	<b>3=100</b>
<b>January 18-21, 2008</b>	<b>33</b>	<b>11</b>	<b>51</b>	<b>5=100</b>
<b>January 11-14, 2008<sup>11</sup></b>	<b>40</b>	<b>11</b>	<b>44</b>	<b>5=100</b>
<b>January 4-7, 2008</b>	<b>40</b>	<b>11</b>	<b>43</b>	<b>6=100</b>
<b>December 14-17, 2007</b>	<b>32</b>	<b>16</b>	<b>48</b>	<b>4=100</b>
<b>November 16-19, 2007</b>	<b>32</b>	<b>13</b>	<b>51</b>	<b>4=100</b>
<b>July 20-23, 2007</b>	<b>32</b>	<b>18</b>	<b>43</b>	<b>7=100</b>
<b>June 1-4, 2007</b>	<b>33</b>	<b>12</b>	<b>47</b>	<b>8=100</b>

Now thinking about some other things...

Q.6 Did you happen to following news about [INSERT ITEM, ROTATE] 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 Boston Celtics winning the NBA finals	<b>18</b>	<b>17</b>	<b>22</b>	<b>42</b>	<b>1=100</b>
b. News that Tiger Woods will be having knee surgery following his victory in the U.S. Open	<b>15</b>	<b>24</b>	<b>27</b>	<b>33</b>	<b>1=100</b>

Thinking about the Midwest floods...

Q.7 How would you rate [INSERT ITEM; ROTATE] been doing responding to the floods? Would you say excellent, good, only fair or poor?

	<u>Excellent</u>	<u>Good</u>	<u>Only fair</u>	<u>Poor</u>	<u>Don't know</u>
a. The job state and local governments have	<b>10</b>	<b>41</b>	<b>24</b>	<b>11</b>	<b>14=100</b>
<b>October 26-29, 2007: California wildfires</b>	<b>29</b>	<b>47</b>	<b>13</b>	<b>3</b>	<b>8=100</b>
Early September, 2005: <i>Katrina</i>	9	32	29	22	8=100
b. The job the federal government has	5	29	37	16	13=100
<b>October 26-29, 2007: California wildfires</b>	<b>14</b>	<b>44</b>	<b>26</b>	<b>8</b>	<b>8=100</b>
Early September, 2005: <i>Katrina</i>	8	30	29	29	4=100

<sup>11</sup> From January 4-7, 2008 through January 11-14, 2008 the question was worded: "Thinking about the presidential campaign... Do you think news organizations are giving too much, too little or the right amount of coverage to the campaign?"

Thinking about the presidential campaign...

Q.8 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>	<u>Nothing at all</u>	<u>DK/ Refused</u>
a. Michelle Obama's appearance on the daytime TV show, The View	29	31	40	*=100
b. John McCain's proposal to lift the federal ban on oil drilling along coastal waters	40	42	18	*=100
c. Barack Obama's decision to forgo public financing of his presidential campaign	40	37	23	*=100