



*NEWS Release*  
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**FOR IMMEDIATE RELEASE:**  
 Thursday, August 14, 2008

**FOR FURTHER INFORMATION:**  
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**Scant Attention to War in Georgia**  
**CHINA OLYMPICS ATTRACT CONSIDERABLE PUBLIC ATTENTION**

The China Olympics are catching on with the American public and attracting a sizeable news audience. A majority of Americans say they are watching at least some of the Olympic coverage. Public interest in the Beijing games is comparable to that of the 2000 summer Olympics in Sydney; yet substantially lower than when the games were held in Atlanta in 1996. Moreover, Americans' early skepticism about whether it was a good idea to hold the games in China has waned.

The number saying it was a "bad decision" to hold the Olympics in China has fallen to 31%, down from 43% in Pew's *Global Attitudes Survey* conducted in April, which showed Americans to be among the most negative about the games taking place in Beijing among the 23 nations surveyed at that time. Meanwhile, the share saying it was a "good decision" has risen 11 points to a slim 52% majority.

One-in-four Americans (24%) report following news about the Beijing games very closely, comparable to the 27% who very closely followed the 2000 Sydney Olympics. Predictably, public attention to these games is considerably less than the 45% of Americans who followed the 1996 Atlanta summer games very closely. (No comparable measure from 2004 is available.)

Are Americans Catching Olympic Fever?		
	April	Aug
	%	%
<i>How closely following [upcoming] Olympics*</i>		
Very closely	5	24
Fairly closely	18	29
Not too closely	31	24
Not at all closely	45	23
Don't know	1	*
	100	100
<i>Decision to hold Olympics in China was...**</i>		
Good decision	41	52
Bad decision	43	31
Don't know	17	17
	100	100
<i>How Much Olympics Are you watching?</i>		
A lot	--	22
Some	--	36
Very little	--	25
None	--	17
Don't know	--	*
		100

\* April 4-7, 2008 \*\* April 9-17, 2008

Americans who are following the Olympics are particularly likely to think the decision to have them in China was a good one. Fully 66% of Americans who are following

Olympics news very closely say it was a good decision to hold the games in China, compared with just 47% among those who are not following closely.

### No Gender Gap in Interest about the Olympics

The poll, conducted last weekend during the opening ceremonies and first several days of competition, asked Americans how much of the games they planned to watch or were currently watching. More than six-in-ten said that they were watching a lot (22%) or some (36%) of the events, while another quarter reported watching very little and 17% said they were watching none of the XXIX Olympiad. Roughly equal numbers of older and younger Americans, men and women reported watching the games.

### Russia-Georgia Conflict Garners Limited Attention

In the midst of the Olympics, campaign news and continuing economic concerns, the conflict between Russian and Georgian military forces received relatively limited attention from Americans. Just 17% reported following news about Russian troops entering Georgia very closely, while 37% said they didn't follow it closely at all.

The level of attention given to the Georgia conflict is comparable to previous international conflicts when they don't involve U.S. troops. The spike in military tensions between India and Pakistan in 2002 was followed very closely by 24% of Americans, and the conflict between the Russian military and rebels in Chechnya was tracked very closely by only about one-in-ten Americans. Even the 1993 civil war in Bosnia, which ultimately had far-reaching consequences for European politics, was followed very closely by just 23% of Americans.

Story...	Date	Followed Very Closely %
Tensions between India-Pakistan	June, 2002	24
Civil war in Bosnia	May, 1993	23
<b>Russia sends troops into Georgia</b>	<b>Aug, 2008</b>	<b>17</b>
Civil war in Soviet Georgia	Jan, 1992	11
Russian military in Chechnya*	Dec, 1999	11

\* Interest in this story was tracked over more than one survey; highest reported interest shown here.

### Upbeat about American Prospects at the Olympics

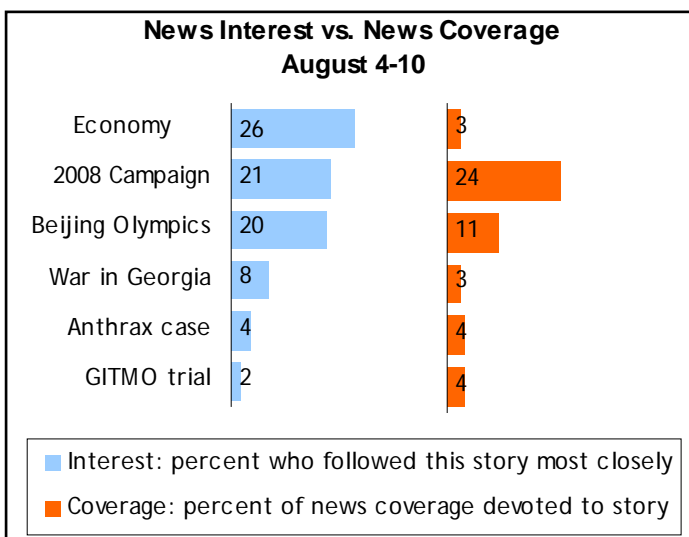
In interviewing through Monday night, most Americans remained optimistic that by the end of the Games, the U.S. will have won more gold medals than any other country. Nearly two-thirds (63%) think the U.S. will prevail in the gold medal count, while 17% think China will win more gold, and 7% say another country. The *Pew Global Attitudes Project's* April survey in China found that the Chinese people were at least as optimistic about their prospects. Fully 75% of Chinese believed that China would win the most gold medals in the games.

Country that will win the most gold medals...	(Apr '08)	(Aug '08)
	Chinese %	Americans %
United States	15	63
China	75	17
Others	4	7
Don't know	<u>6</u>	<u>13</u>
	100	100

Most Americans (68%) say that George W. Bush's decision to visit China during the games was the right thing to do. Just 22% thought that Bush's visit to China was a mistake. Strong majorities of Republicans (81%), Democrats (61%) and Independents (65%) agree that Bush did the right thing by going to China for the Olympic Games.

### News Interest and Press Coverage

Public interest in news about the Olympics rivaled that of the presidential campaign last week. Roughly one-in-four Americans followed each of these two stories very closely and approximately one-in-five said that either the campaign (21%) or the Olympics (20%) was the story they followed most closely last week. In terms of news coverage, campaign reporting exceeded Olympic coverage by more than double (24% vs. 11%), but there were significant differences

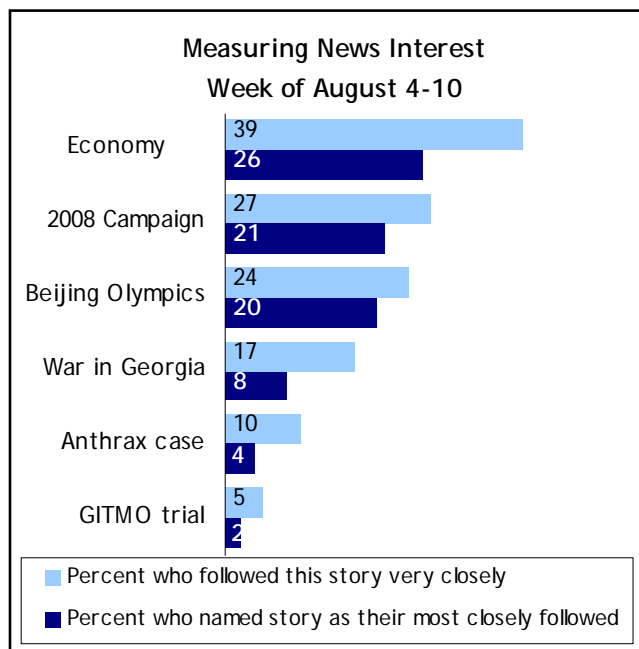


between media sectors. The campaign was the biggest story in three-out-of-five sectors (cable TV, network television and on radio), while the Olympics was the number one story in newspaper and online coverage.

### The Economy and Other News

Public interest in news about the economy remains high relative to other top stories of the week. Last week, 39% of Americans followed news about the U.S. economy very closely and 26% said it was the story they followed more closely than any other, making it the public's top news item.

Neither the suicide of a scientist linked to the 2001 anthrax killings nor the Guantanamo military trial of Osama bin Laden's former driver attracted considerable public attention. One-in-ten Americans



followed developments in the anthrax investigations very closely and just 4% called it their most closely followed story. Only 5% of the public followed the Guantanamo trial very closely and even fewer (2%) said it was their most closely followed story.

As in previous surveys more Americans said that Barack Obama was the candidate they had heard the most about in the news recently than identified John McCain (69% vs. 15%, respectively).

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 were collected from August 4-10 and survey data measuring public interest in the top news stories of the week were collected August 8-11 from a nationally representative sample of 1,005 adults.

## 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 seven 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  
Kim Parker, Senior Researcher  
Juliana Menasce Horowitz, Robert Suls, Shawn Neidorf, Leah Christian and Jocelyn Kiley, Research Associates  
Kathleen Holzwart and Alec Tyson, Research Analysts  
James Albrightain, Research Assistants

**PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS**  
**AUGUST 8-11, 2008 NEWS INTEREST INDEX OMNIBUS SURVEY**  
**TOPLINE**  
**N=1,005**

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>Barack Obama</u>	<u>John McCain</u>	<u>Other<sup>1</sup></u>	<u>Don't know/ Refused</u>
August 8-11, 2008	69	15	5	11=100
August 1-4, 2008	76	11	4	9=100
July 25-28, 2008	77	9	3	11=100
July 18-21, 2008	76	10	2	12=100
July 11-14, 2008	72	10	5	13=100
July 3-7, 2008	71	11	3	15=100
June 27-30, 2008	75	10	5	10=100
June 20-23, 2008	74	12	4	10=100
June 13-16, 2008	69	12	7	12=100
June 6-9, 2008	67	2	23	8=100
May 30-June 2, 2008	54	5	28	13=100
May 22-25, 2008	51	8	29	12=100
May 16-19, 2008	59	4	27	10=100
May 9-12, 2008	52	2	38	8=100
May 2-5, 2008	57	2	31	10=100
April 25-28, 2008	46	3	39	12=100
April 18-21, 2008	55	4	29	12=100
April 11-14, 2008	51	8	26	15=100
April 4-7, 2008	45	6	35	14=100
March 28-31, 2008	53	4	32	11=100
March 20-24, 2008	70	3	16	11=100
March 14-17, 2008	57	4	28	11=100
March 7-10, 2008	38	6	41	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	15	18	64	3=100
August 1-4, 2008	16	22	60	2=100
July 25-28, 2008	17	21	59	3=100
July 18-21, 2008	16	22	60	2=100
July 11-14, 2008	15	17	64	4=100
July 3-7, 2008	17	17	62	4=100
June 27-30, 2008	21	19	56	4=100
June 20-23, 2008	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

<sup>1</sup> Other includes responses for Hillary Clinton.

Q.2 CONTINUED...

	More <u>Favorable</u>	Less <u>Favorable</u>	Opinion has <u>Not change</u>	Don't <u>know</u>
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
b. John McCain	14	20	63	3=100
August 1-4, 2008	18	23	57	2=100
July 25-28, 2008	16	19	62	3=100
July 18-21, 2008	17	15	65	3=100
July 11-14, 2008	14	15	66	5=100
July 3-7, 2008	15	16	64	5=100
June 27-30, 2008	17	21	58	4=100
June 20-23, 2008	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
March 28-31, 2008	18	20	57	5=100
March 20-24, 2008	18	18	61	3=100

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?”]

	Very <u>Closely</u>	Fairly <u>Closely</u>	Not too <u>Closely</u>	Not at all <u>Closely</u>	DK/ <u>Refused</u>
a. Reports about the condition of the U.S. economy	39	35	16	10	*=100
August 1-4, 2008	47	34	11	8	0=100
July 25-28, 2008	46	32	10	12	*=100
July 18-21, 2008	45	33	13	9	*=100
July 11-14, 2008	44	33	12	10	1=100
June 27-30, 2008	49	31	12	7	1=100
June 13-16, 2008	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

**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>
<b>October 19-22, 2007</b>	<b>25</b>	<b>34</b>	<b>20</b>	<b>21</b>	<b>*=100</b>
<b>August 10-13, 2007</b>	<b>28</b>	<b>36</b>	<b>18</b>	<b>18</b>	<b>*=100</b>
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



**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>
b. The suicide of the scientist linked to the anthrax killings	<b>10</b>	<b>26</b>	<b>30</b>	<b>33</b>	<b>1=100</b>
<b>TREND FOR COMPARISON:<sup>2</sup></b>					
February, 2004: <i>Poison ricin in Senate office building</i>	12	30	28	29	1=100
Mid-November, 2001: <i>Anthrax cases</i>	41	41	12	5	1=100
Early-November, 2001: <i>Anthrax cases</i>	47	35	13	4	1=100
c. The trial of Osama bin Laden's former driver at Guantanamo military base	<b>5</b>	<b>15</b>	<b>33</b>	<b>46</b>	<b>1=100</b>
<b>TREND FOR COMPARISON:<sup>3</sup></b>					
April, 2006: <i>Moussaoui trial</i>	<b>23</b>	<b>33</b>	<b>24</b>	<b>19</b>	<b>1=100</b>
d. The Olympic Games in Beijing, China	<b>24</b>	<b>29</b>	<b>24</b>	<b>23</b>	<b>*=100</b>
<b>August 1-4, 2008<sup>4</sup></b>	<b>13</b>	<b>33</b>	<b>31</b>	<b>23</b>	<b>*=100</b>
<b>July 25-28, 2008</b>	<b>12</b>	<b>31</b>	<b>29</b>	<b>28</b>	<b>*=100</b>
<b>April 4-7, 2008</b>	<b>5</b>	<b>18</b>	<b>31</b>	<b>45</b>	<b>1=100</b>
<b>TREND FOR COMPARISON:</b>					
Early October, 2000: <i>Summer/Sydney</i>	27	28	24	21	*=100
Early September, 1996: <i>Summer/Atlanta</i>	32	34	20	14	*=100
July, 1996: <i>Summer/Atlanta</i>	45	30	13	11	1=100
e. Russia sending troops into the Republic of Georgia	<b>17</b>	<b>22</b>	<b>23</b>	<b>37</b>	<b>1=100</b>
<b>TREND FOR COMPARISON:<sup>5</sup></b>					
June, 2002: <i>Tensions between India-Pakistan</i>	<b>24</b>	<b>33</b>	<b>24</b>	<b>18</b>	<b>1=100</b>
Jan., 2000: <i>Russian military in Chechnya</i>	<b>10</b>	<b>25</b>	<b>30</b>	<b>34</b>	<b>1=100</b>
Dec., 1999: <i>Russian military in Chechnya</i>	<b>11</b>	<b>22</b>	<b>31</b>	<b>34</b>	<b>2=100</b>
February, 1995: <i>Russia's fighting in Chechnya</i>	<b>10</b>	<b>27</b>	<b>27</b>	<b>35</b>	<b>1=100</b>
May, 1993: <i>Civil war in Bosnia</i>	<b>23</b>	<b>34</b>	<b>28</b>	<b>13</b>	<b>2=100</b>
January, 1992: <i>Civil war in Soviet Georgia</i>	<b>11</b>	<b>35</b>	<b>33</b>	<b>20</b>	<b>1=100</b>
f. News about candidates for the 2008 presidential election	<b>27</b>	<b>38</b>	<b>22</b>	<b>13</b>	<b>*=100</b>
<b>August 1-4, 2008</b>	<b>30</b>	<b>42</b>	<b>19</b>	<b>9</b>	<b>*=100</b>
<b>July 25-28, 2008</b>	<b>30</b>	<b>34</b>	<b>21</b>	<b>15</b>	<b>*=100</b>
<b>July 18-21, 2008</b>	<b>30</b>	<b>35</b>	<b>21</b>	<b>14</b>	<b>*=100</b>
<b>July 11-14, 2008</b>	<b>28</b>	<b>34</b>	<b>22</b>	<b>15</b>	<b>1=100</b>
<b>July 3-7, 2008</b>	<b>25</b>	<b>35</b>	<b>23</b>	<b>17</b>	<b>*=100</b>
<b>June 27-30, 2008</b>	<b>39</b>	<b>33</b>	<b>18</b>	<b>10</b>	<b>*=100</b>
<b>June 20-23, 2008</b>	<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>

<sup>2</sup> In February, 2004 the story was listed as "The poison ricin found in a Senate office building." In November, 2001 the story was asked as "Reports of anthrax cases around the country."

<sup>3</sup> In April, 2006 the story was listed as "Accused terrorist Zacarias Moussaoui's death penalty trial."

<sup>4</sup> For August 1-4, 2008 and April 4-7, 2008 the story was listed as "News about the upcoming Olympic games in Beijing, China." For July 25-28, 2008 the story was listed as "News about China as the Beijing Olympic Games approach."

<sup>5</sup> In December, 1999 and January, 2000 the story was listed as "The conflict between the Russian military and the rebels in Chechnya." In January, 1992 the story was listed as "The outbreak of civil war in the former Soviet Republic of Georgia."

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 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 <sup>6</sup>	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
May 18-21, 2007	18	31	24	27	*=100
May 11-14, 2007	18	30	23	28	1=100

<sup>6</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>
<b>May 4-7, 2007</b>	<b>23</b>	<b>34</b>	<b>21</b>	<b>21</b>	<b>1=100</b>
<b>April 27-30, 2007</b>	<b>14</b>	<b>30</b>	<b>29</b>	<b>26</b>	<b>1=100</b>
<b>April 20-23, 2007</b>	<b>18</b>	<b>28</b>	<b>27</b>	<b>27</b>	<b>*=100</b>
<b>April 12-16, 2007</b>	<b>18</b>	<b>28</b>	<b>27</b>	<b>27</b>	<b>*=100</b>
<b>April 5-9, 2007</b>	<b>25</b>	<b>30</b>	<b>26</b>	<b>19</b>	<b>*=100</b>
<b>March 30-April 2, 2007</b>	<b>20</b>	<b>29</b>	<b>27</b>	<b>23</b>	<b>1=100</b>
<b>March 23-26, 2007</b>	<b>20</b>	<b>32</b>	<b>22</b>	<b>26</b>	<b>*=100</b>
<b>March 16-19, 2007</b>	<b>15</b>	<b>28</b>	<b>29</b>	<b>27</b>	<b>1=100</b>
<b>March 9-12, 2007</b>	<b>24</b>	<b>30</b>	<b>23</b>	<b>23</b>	<b>*=100</b>
<b>March 2-5, 2007</b>	<b>19</b>	<b>31</b>	<b>26</b>	<b>23</b>	<b>1=100</b>
<b>February 23-26, 2007</b>	<b>22</b>	<b>33</b>	<b>24</b>	<b>21</b>	<b>*=100</b>
<b>February 16-19, 2007</b>	<b>18</b>	<b>32</b>	<b>22</b>	<b>27</b>	<b>1=100</b>
<b>February 9-12, 2007</b>	<b>24</b>	<b>30</b>	<b>24</b>	<b>21</b>	<b>1=100</b>
<b>February 2-5, 2007</b>	<b>24</b>	<b>36</b>	<b>22</b>	<b>18</b>	<b>*=100</b>
<b>January 26-29, 2007</b>	<b>24</b>	<b>33</b>	<b>23</b>	<b>20</b>	<b>*=100</b>
<b>January 19-22, 2007<sup>7</sup></b>	<b>24</b>	<b>27</b>	<b>22</b>	<b>26</b>	<b>1=100</b>
<b>2004 Presidential Election</b>					
November, 2004 (RVs)	52	36	8	4	*=100
Mid-October, 2004	46	30	12	11	1=100
August, 2004	32	38	16	14	*=100
July, 2004	29	37	18	15	1=100
April, 2004	31	33	19	16	1=100
Mid-March, 2004	35	34	18	13	*=100
Late February, 2004	24	40	23	12	1=100
Early February, 2004 <sup>8</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

<sup>7</sup> January 19-22, 2007 asked about: "Recent announcements by prominent Democrats about plans to run for president in 2008."

<sup>8</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...**

	<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<u>DK/ Refused</u>
March, 2000	26	41	19	13	1=100
February, 2000	26	36	21	17	*=100
January, 2000	19	34	28	18	1=100
December, 1999	16	36	24	23	1=100
October, 1999	17	32	28	22	1=100
September, 1999	15	31	33	20	1=100
July, 1999	15	38	24	22	1=100
June, 1999	11	25	29	34	1=100
<b>1996 Presidential Election</b>					
November, 1996 (RVs)	34	45	15	6	*=100
October, 1996	31	39	18	12	*=100
Early September, 1996	24	36	23	17	*=100
July, 1996	22	40	23	14	1=100
March, 1996	26	41	20	13	*=100
January, 1996	10	34	31	24	1=100
September, 1995	12	36	30	22	*=100
August, 1995	13	34	28	25	*=100
June, 1995	11	31	31	26	1=100
<b>1992 Presidential Election</b>					
October, 1992 (RVs)	55	36	7	2	0=100
September, 1992 (RVs)	47	36	11	6	*=100
August, 1992 (RVs)	36	51	11	2	0=100
July, 1992	20	45	26	9	*=100
May, 1992	32	44	16	8	*=100
March, 1992	35	40	16	9	*=100
January, 1992	11	25	36	27	1=100
December, 1991	10	28	32	30	*=100
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.]**

- 26 Reports about the condition of the U.S. economy
  - 21 News about the candidates for the 2008 presidential election
  - 20 The Olympic Games in Beijing, China
  - 8 Russia sending troops into the Republic of Georgia
  - 4 Suicide of the scientist linked to the anthrax killings
  - 2 The trial of Osama Bin Laden's former driver at Guantanamo military base
  - 9 Some other story (SPECIFY)
  - 10 Don't know/Refused
- 100

On the subject of the Olympic Games...

Q.5 All things considered... was the decision to hold the 2008 Summer Olympics in China a good or bad decision?

		Survey in U.S. <sup>9</sup> Spring 2008 <i>Global Attitudes Project:</i>
52	Good	41
31	Bad	43
<u>17</u>	Don't know/Refused	<u>17</u>
100		100

Q.6 How much of the Olympic Games (**ASK AUGUST 8 ONLY:** do you plan to watch?) (**ASK AUGUST 9-11:** are you watching?) [**READ IN ORDER**]

22	A lot of it
36	Some of it
25	Very little of it
17	None
<u>*</u>	Don't know/Refused ( <b>VOL. DO NOT READ</b> )
100	

Q.7 Which country do you think will win the most medals in the Olympics – the United States, China, Russia, Germany or some other country? [**ACCEPT ONLY ONE RESPONSE**]

		Survey in China <sup>10</sup> Spring 2008 <i>Global Attitudes Project:</i>
63	US	15
17	China	75
3	Russia	3
2	Germany	1
2	Other ( <b>SPECIFY</b> )	0
<u>13</u>	Don't know/Refused	<u>6</u>
100		100

Q.8 All things considered, do you think President Bush's decision to visit China during the Olympic Games was the right thing to do or the wrong thing to do?

68	Right thing
22	Wrong thing
<u>10</u>	Don't know/Refused ( <b>VOL. DO NOT READ</b> )
100	

Q.9 How much if anything about China itself are you learning from coverage of the Games? [**READ LIST**]

16	A lot
50	A little
33	Nothing at all
<u>1</u>	Don't know/Refused ( <b>VOL. DO NOT READ</b> )
100	

<sup>9</sup> The survey of the U.S. public was conducted by telephone, April 9-17, 2008 with a national sample of 1,000 adults.

<sup>10</sup> The survey of the Chinese public was conducted face-to-face, March 28-April 19, 2008 with a sample of 3,212 adults from disproportionately urban areas.