



FOR IMMEDIATE RELEASE:  
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FOR FURTHER INFORMATION:  
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**Gender Divide In Caylee Anthony Interest**  
**BLAGOJEVICH ARREST GRABS PUBLIC ATTENTION**

The arrest of Illinois Gov. Rod Blagojevich last week on corruption charges drew public interest at levels rivaling or topping most national political scandals of the past few years. The charges include allegations that Blagojevich sought personal financial gain from his choice to fill President-elect Barack Obama’s senate seat.

About three-in-ten (29%) Americans say they followed the breaking scandal “very closely;” another 35% say they followed the story “fairly closely.” Only the congressional check bouncing scandal of 1992 – in which members of Congress were investigated for overdrawing their office checking accounts – and the initial Clinton-Lewinsky allegations in 1998 rated higher in terms of public interest. Roughly a third of Americans followed those stories very closely (36% and 34% respectively) when they first became public.

In comparison to other recent scandals, interest in the Blagojevich story is on par with March reports about New York Governor Eliot Spitzer’s involvement with a prostitute and the 2006 congressional page controversy involving former Rep. Mark Foley (26% followed each very closely). Other recent personal or political scandals, such as those involving Lewis “Scooter” Libby, the firing of federal

Political Scandals Past and Present	
	Followed very closely %
Congressional check bouncing {Apr 92}	36
Clinton/Lewinsky allegations {Feb 98}	34
<b>Blagojevich corruption charges {Dec 08}</b>	<b>29</b>
Gary Hart/Donna Rice allegations {Sept 87}	28
Spitzer resignation over prostitution {Mar 08}	26
Disappearance of Chandra Levy {Aug 01}	26
Rep. Foley resigns over page scandal {Oct 06}	26
Scooter Libby indictment {Nov 05}	24
Ethics charges against Gingrich {Jan 97}	23
Whitewater {May 94}	22
Firing of federal prosecutors {Apr 07}	22
Trent Lott resigns leadership post {Jan 03}	20
Larry Craig’s disorderly conduct {Aug 07}	19
Abramoff bribery admission {Jan 06}	18
Tom Delay indictment {Oct 05}	18
Jim Wright ethics investigation {May 89}	15
Ed Meese conflict of interest {May 88}	15
Clinton/Paula Jones legal case {May 94}	15
John Edwards admits to affair {Aug 08}	13
Charges against Dan Rostenkowski {Aug 93}	13
Keating Five investigation {May 91}	12
Wolfowitz resigns from World Bank {May 07}	10
Barney Frank scandal {Oct 89}	6
Detroit Mayor’s legal troubles {Mar 08}	6

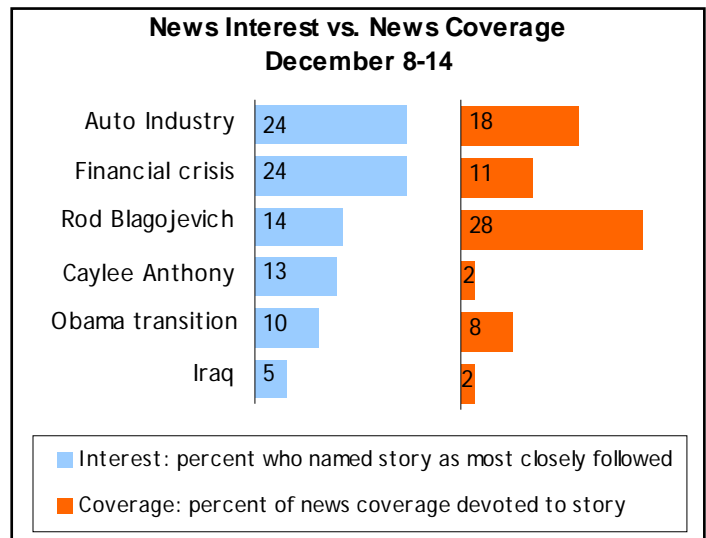
For stories measured multiple times the highest percent for “very closely” is shown.

prosecutors, or Sen. Larry Craig, received less public attention.

The governor’s arrest led all news coverage last week, accounting for 28% of the newshole, according to the Pew Research Center’s Project for Excellence in Journalism. The scandal was the top story in three sectors (online, radio and cable TV), making up 44% of all cable news coverage. The Blagojevich case surpassed the level of weekly news coverage devoted to Spitzer (23%) when that story broke earlier this year. Republicans and Democrats were about equally likely to have paid very close attention to the Blagojevich arrest (34% vs. 29%).

### Continuing Attention to Economic News

While the Blagojevich scandal dominated news coverage, many Americans remained focused on the nation’s economic crisis and news about a potential multi-billion government bailout for the U.S. auto industry. A majority (51%) followed economic news very closely. About one-in-four (24%) named economic news as the story they followed most closely. Four-in-ten (40%) say they followed news about the auto industry bailout very closely, while 24% list this as their top story. By comparison, 29% followed the Blagojevich scandal very closely and just 14% say it was the story they followed most closely.



Following the extensive Blagojevich coverage, press accounts favored news about government assistance to the automakers (18% of all news) over reports about the economy (11%).

In other news, slightly more than two-in-ten (22%) paid very close attention to the discovery of remains in Florida that could be those of missing toddler Caylee Anthony. For 13% of the public, news about that discovery was their top story of the week, roughly equal to the percentage who listed the Blagojevich scandal as their top story (14%).

	Percent followed very closely			
	Total	Women	Men	Diff
Murder of Laci Peterson {May 03}	31	40	22	+18
Missing Ohio woman {Jun 07}	23	29	18	+11
Missing Caylee Anthony {Dec 08}	22	27	16	+11
Missing Illinois woman {Dec 07}	11	15	7	+8
Pregnant marine murdered {Jan 08}	22	26	19	+7
Murdered UNC student {Mar 08}	17	19	14	+5

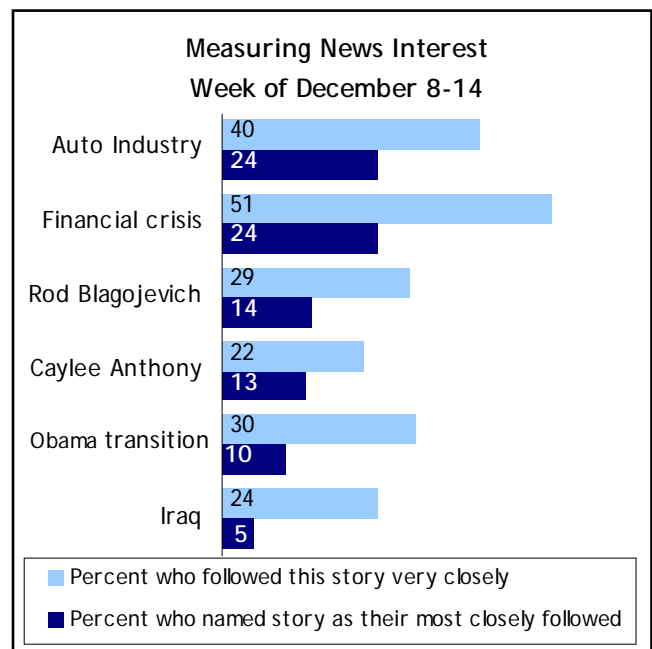
The level of interest in the Anthony story is comparable to that of several other stories about murder investigations and missing persons, though the 2003 Laci Peterson murder received more public attention. For example, slightly more than two-in-ten (22%) Americans paid very close attention to news about the murder of a pregnant marine in January 2008. Approximately the same percentage (23%) closely followed news in 2007 about a missing women from Ohio who was nine months pregnant when she disappeared.

As is often the case with stories about missing persons, a greater percentage of women than men reported following news about Caylee Anthony very closely (27% vs. 16%). The largest gender gap in news interest was seen in the Laci Peterson story. Four-in-ten women followed that story very closely in May 2003, compared with 22% of men.

On other stories, about one-in-four (24%) Americans paid very close attention to news about the current situation and events in Iraq last week. Mid-way through the survey’s field period, an Iraqi journalist hurled his shoes at President George W. Bush at a Baghdad press conference, drawing significant media attention. But an analysis of survey interviews conducted before and after the event indicate the incident did not influence the level of attention paid to events in Iraq last week.

The public continues to closely follow news about Barack Obama’s appointments and plans for his new administration, though less closely than in recent weeks. Three-in-ten followed the Obama transition very closely last week, down from 49% who were following it this closely at the end of November.

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 coverage. 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



December 8-14 and survey data measuring public interest in the top news stories of the week were collected December 12-15 from a nationally representative sample of 1,001 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 compiles this data to identify the top stories for the week. The News Interest Index survey collects 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:

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**PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS**  
**DECEMBER 12-15, 2008 NEWS INTEREST INDEX OMNIBUS SURVEY**  
**TOPLINE**  
**N=1,001**

Q.1 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 debate over a government bailout for the U.S. auto industry					
December 5-8, 2008 <sup>1</sup>	40	33	18	9	*=100
November 21-24, 2008	34	38	17	11	*=100
November 14-17, 2008: <i>Problems facing automakers</i>	41	26	17	15	1=100
<b>TRENDS FOR COMPARISON:<sup>2</sup></b>					
November 14-17, 2008: <i>Problems facing automakers</i>	30	35	20	15	*=100
October 31-November 3: <i>Possible merger of GM and Chrysler</i>	16	28	24	31	1=100
May 18-21, 2007: <i>DaimlerChrysler sells Chrysler</i>	8	20	25	46	1=100
September 28-October 1, 2007: <i>Agreement between GM and UAW ending strike</i>	14	28	28	30	*=100
December, 2005: <i>General Motors job cuts</i>	22	30	26	21	1=100
June, 1998: <i>Chrysler/Daimler Benz merger</i>	12	22	27	38	1=100
January, 1992: <i>General Motors job cuts</i>	35	38	18	9	*=100
b. Reports about the condition of the U.S. economy	51	33	9	7	*=100
December 5-8, 2008	42	38	13	7	*=100
November 21-24, 2008	59	24	9	8	*=100
November 14-17, 2008	56	29	9	6	*=100
November 7-10, 2008	54	31	8	7	*=100
October 31-November 3, 2008	63	27	6	4	*=100
October 24-27, 2008	52	35	7	5	1=100
October 17-20, 2008	62	29	6	3	*=100
October 10-13, 2008	65	25	7	3	*=100
October 3-6, 2008	69	23	5	3	*=100
September 26-29, 2008	70	22	5	3	*=100
September 19-22, 2008	56	27	12	5	*=100
September 5-8, 2008	44	33	16	7	*=100
August 29-31, 2008	41	34	13	11	1=100
August 15-18, 2008	39	36	15	10	*=100
August 8-11, 2008	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

<sup>1</sup> For November 21-24, 2008 and December 5-8, 2008 the item was listed as: “The debate in Congress over a government bailout for the U.S. auto industry.”

<sup>2</sup> November 14-17, 2008 asked about: “News about problems facing U.S. automakers.” October 31-November 3, 2008 asked about: “The possible merger of automakers General Motors and Chrysler.” May 18-21, 2007 asked about: “DaimlerChrysler’s decision to sell Chrysler to a private equity firm.” January, 1992 and December, 2005 asked about: “The major job cuts announced by General Motors.” June, 1998 asked about: “The merger of the Chrysler Corporation and Daimler Benz.” September 28-October 1, 2007 asked about “An agreement between General Motors and the United Auto Workers union that ended a two-day strike over wages and job security.”

Q.1 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 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
October 19-22, 2007	25	34	20	21	*=100
August 10-13, 2007	28	36	18	18	*=100
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

**Q.1 CONTINUED...**

	Very <u>Closely</u>	Fairly <u>Closely</u>	Not too <u>Closely</u>	Not at all <u>Closely</u>	DK/ <u>Refused</u>
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
c. The arrest of the Illinois Governor on corruption charges associated with Barack Obama's vacant Senate seat					
	<b>29</b>	<b>35</b>	<b>19</b>	<b>16</b>	<b>1=100</b>
d. Barack Obama's appointments and plans for his administration					
	<b>30</b>	<b>34</b>	<b>20</b>	<b>16</b>	<b>*=100</b>
<b>December 5-8, 2008</b>	<b>36</b>	<b>38</b>	<b>15</b>	<b>11</b>	<b>*=100</b>
<b>November 21-24, 2008<sup>3</sup></b>	<b>49</b>	<b>24</b>	<b>15</b>	<b>12</b>	<b>*=100</b>
<b>November 14-17, 2008</b>	<b>32</b>	<b>37</b>	<b>16</b>	<b>15</b>	<b>*=100</b>
<b>November 7-10, 2008</b>	<b>39</b>	<b>30</b>	<b>17</b>	<b>14</b>	<b>*=100</b>
<b>TREND FOR COMPARISON:<sup>4</sup></b>					
January, 2001: <i>G.W. Bush's appointments</i>	<b>26</b>	<b>32</b>	<b>24</b>	<b>17</b>	<b>1=100</b>
January, 1993: <i>Clinton's appointments</i>	<b>24</b>	<b>42</b>	<b>22</b>	<b>11</b>	<b>1=100</b>
e. The current situation and events in Iraq					
	<b>24</b>	<b>35</b>	<b>25</b>	<b>16</b>	<b>*=100</b>
<b>November 21-24, 2008</b>	<b>32</b>	<b>31</b>	<b>24</b>	<b>13</b>	<b>0=100</b>
<b>November 14-17, 2008</b>	<b>24</b>	<b>33</b>	<b>27</b>	<b>16</b>	<b>*=100</b>
<b>October 31-November 3, 2008</b>	<b>30</b>	<b>35</b>	<b>22</b>	<b>12</b>	<b>1=100</b>
<b>October 24-27, 2008</b>	<b>29</b>	<b>35</b>	<b>25</b>	<b>11</b>	<b>*=100</b>
<b>October 10-13, 2008</b>	<b>23</b>	<b>34</b>	<b>30</b>	<b>13</b>	<b>*=100</b>
<b>October 3-6, 2008</b>	<b>29</b>	<b>33</b>	<b>28</b>	<b>10</b>	<b>*=100</b>
<b>September 5-8, 2008</b>	<b>24</b>	<b>37</b>	<b>26</b>	<b>13</b>	<b>*=100</b>
<b>August 29-31, 2008</b>	<b>22</b>	<b>32</b>	<b>29</b>	<b>16</b>	<b>1=100</b>
<b>August 22-25, 2008</b>	<b>26</b>	<b>31</b>	<b>27</b>	<b>15</b>	<b>1=100</b>
<b>August 1-4, 2008</b>	<b>27</b>	<b>40</b>	<b>23</b>	<b>10</b>	<b>*=100</b>
<b>July 25-28, 2008</b>	<b>28</b>	<b>33</b>	<b>22</b>	<b>17</b>	<b>*=100</b>
<b>July 18-21, 2008</b>	<b>33</b>	<b>35</b>	<b>20</b>	<b>12</b>	<b>*=100</b>
<b>July 11-14, 2008</b>	<b>24</b>	<b>35</b>	<b>24</b>	<b>16</b>	<b>1=100</b>
<b>July 3-7, 2008</b>	<b>25</b>	<b>35</b>	<b>25</b>	<b>15</b>	<b>*=100</b>
<b>June 20-23, 2008</b>	<b>25</b>	<b>36</b>	<b>24</b>	<b>15</b>	<b>*=100</b>
<b>May 9-12, 2008</b>	<b>29</b>	<b>35</b>	<b>21</b>	<b>14</b>	<b>1=100</b>
<b>May 2-5, 2008</b>	<b>26</b>	<b>35</b>	<b>25</b>	<b>13</b>	<b>1=100</b>
<b>April 25-28, 2008</b>	<b>29</b>	<b>35</b>	<b>23</b>	<b>12</b>	<b>1=100</b>
<b>April 18-21, 2008</b>	<b>29</b>	<b>39</b>	<b>20</b>	<b>11</b>	<b>1=100</b>
<b>April 11-14, 2008</b>	<b>25</b>	<b>39</b>	<b>20</b>	<b>15</b>	<b>1=100</b>
<b>April 4-7, 2008</b>	<b>25</b>	<b>37</b>	<b>23</b>	<b>15</b>	<b>*=100</b>

<sup>3</sup> For November 7-10, 2008 through November 21-24, 2008 the item was listed as: "Plans for the new Obama administration."

<sup>4</sup> January, 2001 asked about: "George W. Bush's cabinet choices and other high level appointments." January, 1993 asked about "Bill Clinton's cabinet choices and other high level appointments."



Q.1 CONTINUED...

	Very <u>Closely</u>	Fairly <u>Closely</u>	Not too <u>Closely</u>	Not at all <u>Closely</u>	DK/ <u>Refused</u>
March 28-31, 2008	29	40	19	11	1=100
March 20-24, 2008	30	38	19	13	*=100
March 14-17, 2008	29	38	23	10	*=100
March 7-10, 2008	28	39	18	15	*=100
February 29-March 3, 2008	28	40	19	13	*=100
February 8-11, 2008	24	35	25	16	*=100
February 1-4, 2008	28	39	22	11	*=100
January 25-28, 2008	23	35	26	16	*=100
January 18-21, 2008	31	33	20	15	1=100
January 11-14, 2008	25	38	21	16	*=100
January 4-7, 2008	27	38	20	15	*=100
December 14-17, 2007	26	32	24	18	*=100
December 7-10, 2007	28	37	21	14	*=100
November 23-26, 2007	25	37	21	16	1=100
November 16-19, 2007	31	37	19	12	1=100
November 9-12, 2007	29	38	19	13	1=100
November 2-5, 2007	31	35	18	15	1=100
October 26-29, 2007	28	37	21	13	1=100
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>5</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

<sup>5</sup> From May, 2003 to March 23-26, 2007, the story was listed as “News about the current situation in Iraq.”

Q.1 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>March 2-5, 2007</b>	<b>37</b>	<b>37</b>	<b>16</b>	<b>9</b>	<b>1=100</b>
<b>February 23-26, 2007</b>	<b>36</b>	<b>36</b>	<b>15</b>	<b>13</b>	<b>*=100</b>
<b>February 16-19, 2007</b>	<b>30</b>	<b>36</b>	<b>19</b>	<b>14</b>	<b>1=100</b>
<b>February 9-12, 2007</b>	<b>37</b>	<b>34</b>	<b>18</b>	<b>11</b>	<b>*=100</b>
<b>February 2-5, 2007</b>	<b>38</b>	<b>38</b>	<b>17</b>	<b>7</b>	<b>*=100</b>
<b>January 26-29, 2007</b>	<b>36</b>	<b>38</b>	<b>15</b>	<b>11</b>	<b>*=100</b>
<b>January 19-22, 2007</b>	<b>37</b>	<b>34</b>	<b>18</b>	<b>10</b>	<b>1=100</b>
<b>January 12-15, 2007</b>	<b>38</b>	<b>36</b>	<b>17</b>	<b>8</b>	<b>1=100</b>
January, 2007	46	40	8	5	1=100
<b>January 5-8, 2007</b>	<b>40</b>	<b>32</b>	<b>16</b>	<b>12</b>	<b>0=100</b>
December, 2006	42	39	12	7	*=100
<b>November 30-December 3, 2006</b>	<b>40</b>	<b>36</b>	<b>13</b>	<b>11</b>	<b>*=100</b>
Mid-November, 2006	44	38	12	6	*=100
September, 2006	33	43	14	8	2=100
August, 2006	41	39	12	7	1=100
June, 2006	37	43	13	6	1=100
May, 2006	42	35	15	7	1=100
April, 2006	43	36	13	7	1=100
March, 2006	43	38	12	6	1=100
February, 2006	39	42	12	6	1=100
January, 2006	40	40	12	7	1=100
December, 2005	45	38	11	5	1=100
Early November, 2005	41	40	13	6	*=100
Early October, 2005	43	36	15	6	*=100
Early September, 2005	32	40	20	7	1=100
July, 2005	43	37	13	6	1=100
Mid-May, 2005	42	42	11	5	*=100
Mid-March, 2005	40	39	14	5	2=100
February, 2005	38	45	13	4	*=100
January, 2005	48	37	11	4	*=100
December, 2004	34	44	15	6	1=100
Mid-October, 2004	42	38	11	8	1=100
Early September, 2004	47	37	9	6	1=100
August, 2004	39	42	12	6	1=100
July, 2004	43	40	11	6	*=100
June, 2004	39	42	12	6	1=100
April, 2004	54	33	8	5	*=100
Mid-March, 2004	47	36	12	4	1=100
Early February, 2004	47	38	10	4	1=100
Mid-January, 2004	48	39	9	4	*=100
December, 2003	44	38	11	6	1=100
November, 2003	52	33	9	5	1=100
September, 2003	50	33	10	6	1=100
Mid-August, 2003	45	39	10	5	1=100
Early July, 2003	37	41	13	8	1=100
June, 2003	46	35	13	6	*=100
May, 2003	63	29	6	2	*=100
April 11-16, 2003 <sup>6</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>7</sup>	62	27	6	4	1=100

<sup>6</sup> From March 20-24, 2003 to April 11-16, 2003, the story was listed as "News about the war in Iraq."

**Q.1 CONTINUED...**

	Very <u>Closely</u>	Fairly <u>Closely</u>	Not too <u>Closely</u>	Not at all <u>Closely</u>	DK/ <u>Refused</u>
February, 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>8</sup>	48	29	15	6	2=100
f. The discovery of remains near the Florida home of missing child Caylee Anthony	<b>22</b>	<b>27</b>	<b>25</b>	<b>26</b>	<b>*=100</b>
<b>TRENDS FOR COMPARISON:</b>					
<b>March 14-17, 2008: The murder of a female student at the University of North Carolina</b>	<b>17</b>	<b>31</b>	<b>27</b>	<b>25</b>	<b>*=100</b>
<b>Jan. 18-21, 2008: The murder of a pregnant marine and the search for her killer</b>	<b>22</b>	<b>31</b>	<b>23</b>	<b>23</b>	<b>1=100</b>
<b>Nov. 30-Dec 3, 2007: Investigation into missing Illinois woman Stacy Peterson</b>	<b>11</b>	<b>25</b>	<b>26</b>	<b>37</b>	<b>1=100</b>
<b>June 22-25, 2007 A missing Ohio woman who was nine months pregnant when she disappeared</b>	<b>23</b>	<b>29</b>	<b>25</b>	<b>22</b>	<b>1=100</b>
April, 2004: Murder of Laci Peterson	20	37	24	17	2=100
July, 2003: The murder of Laci Peterson, the pregnant California woman whose husband has been charged in her death	22	34	26	17	1=100
May, 2003	31	31	21	16	1=100

Q.2 Which ONE of the stories I just mentioned have you followed most closely, or is there another story you've been following MORE closely? **[DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE.]**

- 24 The debate over a government bailout for the U.S. auto industry
- 24 Reports about the conditions of the U.S. economy
- The arrest of the Illinois Governor on corruptions charges associated with Barack
- 14 Obama's vacant Senate seat
- 13 The discovery of remains near the Florida home of missing child Caylee Anthony
- 10 Barack Obama's appointments and plans for his administration
- 5 The current situation and events in Iraq
- 3 Some other story (VOL. SPECIFY)
- 7 Don't know/Refused (VOL.)
- 100

<sup>7</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>8</sup> In Early September, 2002, the story was listed as "Debate over the possibility that the U.S. will invade Iraq."

On a different subject...

**ASK FORM A ONLY [N=538]:**

Q.3a In your opinion are news stories about the new Obama administration **[READ]**

		Dec 5-8, <u>2008</u>
52	Mostly positive	56
4	Mostly negative <b>[OR]</b>	3
40	A mix of positive and negative	38
<u>4</u>	Don't know/Refused ( <b>VOL. DO NOT READ</b> )	<u>3</u>
100		100

**ASK FORM B ONLY [N=463]:**

Q.3b Is the news you've been reading and hearing about the Obama administration... **[READ]**

49	Mostly positive
9	Mostly negative <b>[OR]</b>
40	A mix of positive and negative
<u>2</u>	Don't know/Refused ( <b>VOL. DO NOT READ</b> )
100	