

PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
JULY 20-23, 2007 NEWS INTEREST INDEX OMNIBUS SURVEY
FINAL TOPLINE
N=1,040

Q.1 There are already many candidates for the 2008 presidential election. Can you tell me the name of the candidate you've heard the MOST about in the news lately? [OPEN-END. RECORD FIRST MENTION ONLY]

| | | June 1-4, <u>2007</u> | April 27-30, <u>2007</u> | March 16-19, <u>2007</u> |
|-----------|--------------------|--------------------------|-----------------------------|-----------------------------|
| 42 | Hillary Clinton | 32 | 41 | 37 |
| 22 | Barack Obama | 20 | 23 | 24 |
| 3 | George W. Bush | 1 | 1 | 2 |
| 2 | John Edwards | 2 | 3 | 1 |
| 2 | John McCain | 2 | 4 | 3 |
| 2 | Rudy Giuliani | 4 | 3 | 3 |
| 2 | Fred Thompson | 4 | * | 0 |
| 2 | Mitt Romney | 3 | 1 | 1 |
| 1 | Bill Richardson | -- | -- | -- |
| 1 | Other | 2 | 1 | 4 |
| <u>21</u> | Don't know/Refused | <u>30</u> | <u>23</u> | <u>25</u> |
| 100 | | 100 | 100 | 100 |

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

| | Very <u>Closely</u> | Fairly <u>Closely</u> | Not too <u>Closely</u> | Not at all <u>Closely</u> | DK/ <u>Refused</u> |
|---|------------------------|--------------------------|---------------------------|------------------------------|-----------------------|
| a. News about the current situation and events in | | | | | |
| Iraq | 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 23-26, 2007 ¹ | 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 |

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

Q.2 CONTINUED...

| | Very <u>Closely</u> | Fairly <u>Closely</u> | Not too <u>Closely</u> | Not at all <u>Closely</u> | DK/ <u>Refused</u> |
|-------------------------------------|------------------------|--------------------------|---------------------------|------------------------------|-----------------------|
| February 23-26, 2007 | 36 | 36 | 15 | 13 | *=100 |
| February 16-19, 2007 | 30 | 36 | 19 | 14 | 1=100 |
| February 9-12, 2007 | 37 | 34 | 18 | 11 | *=100 |
| February 2-5, 2007 | 38 | 38 | 17 | 7 | *=100 |
| January 26-29, 2007 | 36 | 38 | 15 | 11 | *=100 |
| January 19-22, 2007 | 37 | 34 | 18 | 10 | 1=100 |
| January 12-15, 2007 | 38 | 36 | 17 | 8 | 1=100 |
| January, 2007 | 46 | 40 | 8 | 5 | 1=100 |
| January 5-8, 2007 | 40 | 32 | 16 | 12 | 0=100 |
| December, 2006 | 42 | 39 | 12 | 7 | *=100 |
| November 30-December 3, 2006 | 40 | 36 | 13 | 11 | *=100 |
| Mid-November, 2006 | 44 | 38 | 12 | 6 | *=100 |
| September, 2006 | 33 | 43 | 14 | 8 | 2=100 |
| August, 2006 | 41 | 39 | 12 | 7 | 1=100 |
| June, 2006 | 37 | 43 | 13 | 6 | 1=100 |
| May, 2006 | 42 | 35 | 15 | 7 | 1=100 |
| April, 2006 | 43 | 36 | 13 | 7 | 1=100 |
| March, 2006 | 43 | 38 | 12 | 6 | 1=100 |
| February, 2006 | 39 | 42 | 12 | 6 | 1=100 |
| January, 2006 | 40 | 40 | 12 | 7 | 1=100 |
| December, 2005 | 45 | 38 | 11 | 5 | 1=100 |
| Early November, 2005 | 41 | 40 | 13 | 6 | *=100 |
| Early October, 2005 | 43 | 36 | 15 | 6 | *=100 |
| Early September, 2005 | 32 | 40 | 20 | 7 | 1=100 |
| July, 2005 | 43 | 37 | 13 | 6 | 1=100 |
| Mid-May, 2005 | 42 | 42 | 11 | 5 | *=100 |
| Mid-March, 2005 | 40 | 39 | 14 | 5 | 2=100 |
| February, 2005 | 38 | 45 | 13 | 4 | *=100 |
| January, 2005 | 48 | 37 | 11 | 4 | *=100 |
| December, 2004 | 34 | 44 | 15 | 6 | 1=100 |
| Mid-October, 2004 | 42 | 38 | 11 | 8 | 1=100 |
| Early September, 2004 | 47 | 37 | 9 | 6 | 1=100 |
| August, 2004 | 39 | 42 | 12 | 6 | 1=100 |
| July, 2004 | 43 | 40 | 11 | 6 | *=100 |
| June, 2004 | 39 | 42 | 12 | 6 | 1=100 |
| April, 2004 | 54 | 33 | 8 | 5 | *=100 |
| Mid-March, 2004 | 47 | 36 | 12 | 4 | 1=100 |
| Early February, 2004 | 47 | 38 | 10 | 4 | 1=100 |
| Mid-January, 2004 | 48 | 39 | 9 | 4 | *=100 |
| December, 2003 | 44 | 38 | 11 | 6 | 1=100 |
| November, 2003 | 52 | 33 | 9 | 5 | 1=100 |
| September, 2003 | 50 | 33 | 10 | 6 | 1=100 |
| Mid-August, 2003 | 45 | 39 | 10 | 5 | 1=100 |
| Early July, 2003 | 37 | 41 | 13 | 8 | 1=100 |
| June, 2003 | 46 | 35 | 13 | 6 | *=100 |
| May, 2003 | 63 | 29 | 6 | 2 | *=100 |
| April 11-16, 2003 ² | 47 | 40 | 10 | 2 | 1=100 |
| April 2-7, 2003 | 54 | 34 | 9 | 2 | 1=100 |
| March 20-24, 2003 | 57 | 33 | 7 | 2 | 1=100 |
| March 13-16, 2003 ³ | 62 | 27 | 6 | 4 | 1=100 |

² From March 20-24, 2003 to April 11-16, 2003, the story was listed as "News about the war in Iraq."

Q.2 CONTINUED...

| | Very <u>Closely</u> | Fairly <u>Closely</u> | Not too <u>Closely</u> | Not at all <u>Closely</u> | DK/ <u>Refused</u> |
|---|------------------------|--------------------------|---------------------------|------------------------------|-----------------------|
| February, 2003 | 62 | 25 | 8 | 4 | 1=100 |
| January, 2003 | 55 | 29 | 10 | 4 | 2=100 |
| December, 2002 | 51 | 32 | 10 | 6 | 1=100 |
| Late October, 2002 | 53 | 33 | 8 | 5 | 1=100 |
| Early October, 2002 | 60 | 28 | 6 | 5 | 1=100 |
| Early September, 2002 ⁴ | 48 | 29 | 15 | 6 | 2=100 |
| b. An explosion in New York City caused by an underground steam pipe | 19 | 26 | 25 | 29 | 1=100 |
| c. The debate in Washington over U.S. policy in Iraq | 23 | 24 | 24 | 28 | 1=100 |
| July 13-16, 2007 | 20 | 30 | 20 | 30 | *=100 |
| July 6-9, 2007 | 27 | 26 | 23 | 24 | *=100 |
| June 1-4, 2007 | 20 | 27 | 24 | 27 | 2=100 |
| May 24-27, 2007 | 30 | 32 | 20 | 18 | *=100 |
| May 18-21, 2007 | 24 | 32 | 19 | 24 | 1=100 |
| May 11-14, 2007 | 25 | 26 | 19 | 29 | 1=100 |
| May 4-7, 2007 | 30 | 31 | 19 | 20 | *=100 |
| April 27-30, 2007 | 18 | 31 | 21 | 29 | 1=100 |
| April 20-23, 2007 | 22 | 29 | 24 | 25 | *=100 |
| April 12-16, 2007 | 25 | 29 | 22 | 23 | 1=100 |
| April 5-9, 2007 | 31 | 28 | 20 | 21 | *=100 |
| March 30-April 2, 2007 | 26 | 29 | 21 | 23 | 1=100 |
| TREND FOR COMPARISON: | | | | | |
| January 12-15, 2007: President Bush's proposal to increase the number of U.S. troops in Iraq | 40 | 33 | 13 | 13 | 1=100 |
| d. Reports that the terrorist network Al Qaeda is gaining strength | 26 | 30 | 22 | 21 | 1=100 |
| July 13-16, 2007 | 21 | 36 | 18 | 24 | 1=100 |
| e. A plane crash in Brazil that killed nearly 200 people | 13 | 28 | 27 | 31 | 1=100 |
| f. News about candidates for the 2008 presidential election | 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 |

³ From Early October, 2002, to March 13-16, 2003, the story was listed as "Debate over the possibility that the U.S. will take military action in Iraq."

⁴ In Early September, 2002, the story was listed as "Debate over the possibility that the U.S. will invade Iraq."

Q.2 CONTINUED...

| | Very <u>Closely</u> | Fairly <u>Closely</u> | Not too <u>Closely</u> | Not at all <u>Closely</u> | DK/ <u>Refused</u> |
|--|------------------------|--------------------------|---------------------------|------------------------------|-----------------------|
| 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, 2007⁵ | 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 ⁶ | 29 | 37 | 20 | 13 | 1=100 |
| Mid-January, 2004 | 16 | 30 | 27 | 26 | 1=100 |
| Early January, 2004 | 14 | 32 | 30 | 23 | 1=100 |
| December, 2003 | 16 | 26 | 27 | 30 | 1=100 |
| November, 2003 | 11 | 26 | 34 | 28 | 1=100 |
| October, 2003 | 12 | 27 | 28 | 32 | 1=100 |
| September, 2003 | 17 | 25 | 30 | 27 | 1=100 |
| Mid-August, 2003 | 12 | 27 | 27 | 33 | 1=100 |
| May, 2003 | 8 | 19 | 31 | 41 | 1=100 |
| January, 2003 | 14 | 28 | 29 | 28 | 1=100 |
| 2000 Presidential Election | | | | | |
| Early November, 2000 (RVs) | 39 | 44 | 12 | 5 | *=100 |
| Mid-October, 2000 (RVs) | 40 | 37 | 15 | 8 | *=100 |
| Early October, 2000 (RVs) | 42 | 36 | 15 | 6 | 1=100 |
| September, 2000 | 22 | 42 | 21 | 15 | *=100 |
| July, 2000 | 21 | 38 | 20 | 20 | 1=100 |
| June, 2000 | 23 | 32 | 23 | 21 | 1=100 |
| May, 2000 | 18 | 33 | 26 | 23 | *=100 |
| April, 2000 | 18 | 39 | 22 | 20 | 1=100 |
| March, 2000 | 26 | 41 | 19 | 13 | 1=100 |
| February, 2000 | 26 | 36 | 21 | 17 | *=100 |

⁵ January 19-22, 2007 asked about "Recent announcements by prominent Democrats about plans to run for president in 2008."

⁶ From May 2003 to Early February 2004 and in March 1992, the story was listed as "The race for the Democratic nomination." In January 2003, the story was listed as "Recent announcements by prominent Democrats about plans to run for president in 2004." In September 2000, Early September and July 1996, and May 1992, the question asked about "the presidential election campaign." In January, March and April 1996, the story was listed as "News about the Republican presidential candidates." In August 1992, the story was listed as "News about the presidential election." In July 1992, the story was listed as "News about the presidential campaign." In January 1992, the story was listed as "News about the Democratic candidates for the presidential nomination." In 1988, the story was introduced as being from "this past year" and was listed as "News about the presidential campaign in 1988."

Q.2 CONTINUED...

| | Very <u>Closely</u> | Fairly <u>Closely</u> | Not too <u>Closely</u> | Not at all <u>Closely</u> | DK/ <u>Refused</u> |
|-----------------------------------|------------------------|--------------------------|---------------------------|------------------------------|-----------------------|
| 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 |
| 1988 Presidential Election | | | | | |
| October, 1988 (RVs) | 43 | 44 | 11 | 2 | *=100 |
| August, 1988 (RVs) | 39 | 45 | 13 | 3 | *=100 |
| May, 1988 | 22 | 46 | 23 | 6 | 3=100 |
| November, 1987 | 15 | 28 | 35 | 21 | 1=100 |
| September, 1987 | 14 | 34 | 37 | 14 | 1=100 |

Q.3 Which ONE of the stories I just mentioned have you followed most closely, or is there another story you've been following MORE closely? **[DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE. IF "IRAQ" UNSPECIFIED, PROBE: "Do you mean events IN Iraq or the debate over Iraq POLICY?"]**

- 22 News about the current situation and events in Iraq
- 11 An explosion in New York City caused by an underground steam pipe
- 10 News about candidates for the 2008 presidential election
- 9 Reports that the terrorist network Al Qaeda is gaining strength
- 9 A plane crash in Brazil that killed nearly 200 people
- 8 The debate in Washington over U.S. policy in Iraq
- 13 Some other story (SPECIFY)
- 18 Don't know/Refused (VOL.)

100

Q.4 Do you think news organizations are giving too much coverage, too little coverage, or the right amount of coverage to **[INSERT ITEM, ROTATE]**?

| | | <u>Too much coverage</u> | <u>Too little coverage</u> | <u>Right amount of coverage</u> | <u>DK/Refused</u> |
|----|--|--------------------------|----------------------------|---------------------------------|-------------------|
| a. | News about the current situation and events in Iraq June 1-4, 2007 | 18 23 | 28 23 | 48 47 | 6=100 7=100 |
| b. | An explosion in New York City caused by an underground steam pipe | 15 | 16 | 58 | 11=100 |
| c. | The debate in Washington over U.S. policy in Iraq June 1-4, 2007 | 23 25 | 25 21 | 44 45 | 8=100 9=100 |
| d. | Reports that the terrorist network Al Qaeda is gaining strength | 18 | 29 | 45 | 8=100 |
| e. | A plane crash in Brazil that killed nearly 200 people | 7 | 25 | 58 | 10=100 |
| f. | News about candidates for the 2008 presidential election June 1-4, 2007 | 32 33 | 18 12 | 43 47 | 7=100 8=100 |