Q.1   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 Closely	Fairly Closely	Not too Closely	Not at all Closely	DK/ Refused
a. News about the current situation and events in Iraq	**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 23-26, 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**
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

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

Q.1 CONTINUED…

	Very Closely	Fairly Closely	Not too Closely	Not at all Closely	DK/ Refused
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
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. The six trapped Utah coal miners	**32**	**38**	**18**	**12**	***=100**
August 10-13, 2007	**36**	**35**	**14**	**15**	***=100**
TREND FOR COMPARISON:					
August 3-6, 2007: The bridge that collapsed in Minneapolis, Minnesota	**41**	**39**	**14**	**6**	***=100**
January, 2006: The death of 12 miners in a West Virginia coal mine	47	33	11	8	1=100

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

	Very Closely	Fairly Closely	Not too Closely	Not at all Closely	DK/ Refused
November, 2001: Crash of an American Airlines plane near JFK Airport in New York	48	34	13	4	1=100
February, 2000: Crash of an Alaskan Airlines jet near Los Angeles	35	40	17	8	*=100
June, 1999: Crash of an American Airlines flight in Arkansas	19	38	25	17	1=100
March, 1999: The derailment of an Amtrak train in Illinois	31	39	19	11	*=100
February 1996: Recent train crashes in Maryland, Colorado and New Jersey	24	40	24	11	1=100
September, 1993: Amtrak train wreck in Alabama	40	37	15	7	1=100
c. Recent major ups and downs in the U.S. stock market	**21**	**24**	**22**	**33**	***=100**
July 27-30, 2007	**15**	**26**	**21**	**37**	**1=100**
March 2-5, 2007[5]	**21**	**28**	**25**	**26**	***=100**
Early September, 2002	27	30	20	22	1=100
Late July, 2002	33	33	15	18	1=100
March, 2001	27	27	18	27	1=100
Mid-October, 2000	20	26	23	31	1=100
April, 2000	18	28	23	31	*=100
Early April, 2000	19	29	20	32	*=100
March, 2000	23	29	21	26	1=100
March, 1999	18	29	22	31	*=100
January, 1999	24	28	19	28	1=100
Early September, 1998	32	31	20	17	*=100
Mid-August, 1998	17	23	21	39	*=100
January, 1998	21	25	23	31	*=100
Early November, 1997	16	29	22	33	*=100
Mid-November, 1997	25	36	18	20	1=100
September, 1997	14	22	23	40	1=100
April, 1997	17	21	22	40	*=100
February, 1996	12	20	25	42	1=100
d. Safety issues involving toys and other products from China	**28**	**32**	**21**	**19**	***=100**
June 29-July 2, 2007[6]	**26**	**30**	**20**	**24**	***=100**
TREND FOR COMPARISON:					
May 4-7, 2007: Reports about contaminated pet food	**28**	**28**	**21**	**22**	**1=100**
e. Karl Rove's resignation from his position in the White House	**14**	**20**	**23**	**42**	**1=100**
TREND FOR COMPARISON:					
July, 2005: Reports that White House adviser Karl Rove may have leaked classified information about a CIA agent	23	25	26	25	1=100

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[5] March 2-5, 2007 asked about "The recent drop in the U.S. stock market." In Early November, 1997, the story was listed as "Thinking about last Monday when the stock market dropped, how closely did you follow what was happening?" From February, 1996 to Mid-November, 1997, the story was listed as "Recent major ups and downs in the stock market."

[6] From June 29-July 2, 2007 the question was listed as "Safety issues involving food and other products from China."

Q.1 CONTINUED…

	Very Closely	Fairly Closely	Not too Closely	Not at all Closely	DK/ Refused
f. News about candidates for the 2008 presidential election	**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[7]	**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[8]	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

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

[8]   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.1 CONTINUED…

	Very Closely	Fairly Closely	Not too Closely	Not at all Closely	DK/ Refused
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
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.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?

34　　The six trapped Utah coal miners
16　　News about the current situation and events in Iraq
11　　Safety issues involving toys and other products from China
10　　News about candidates for the 2008 presidential election
9　　Recent major ups and downs in the U.S. stock market
2　　Karl Rove's resignation from his position in the White House
11　　Some other story **(SPECIFY)**
7　　Don't Know/Refused
100

Q.3　We're interested how people follow different kinds of economic news. For example **[INSERT ITEM; RANDOMIZE]** Do you follow news about **[ITEM]** pretty regularly, or only when there are major headlines?

		Pretty regularly	Only when there are major headlines	DK/ Refused
a.	The stock market	35	56	9=100
b.	The housing market	37	55	8=100
c.	Gas and energy prices	69	28	3=100
d.	The price of food and consumer goods	53	43	4=100
e.	The job situation in the U.S	40	55	5=100
f.	Interest rates	35	57	8=100
g.	Financial news from around the world	28	64	8=100

Q.4　How do you get most of your news about economic and business related issues? From television, from newspapers, from radio, from magazines, or from the internet? **[ACCEPT TWO ANSWERS: IF ONLY ONE RESPONSE IS GIVEN, PROBE FOR ONE ADDITIONAL RESPONSE]**

79　　Television
44　　Newspapers
19　　Radio
7　　Magazines
39　　Internet
1　　Other **(VOL.)**
1　　Don't know/Refused **(VOL.)**

IF '1' TELEVISION ASK EITHER 1ST OR 2ND RESPONSE IN Q.4 ASK:

Q.5   On television, do you get most of economic and business news from **[READ AND RANDOMIZE. ACCEPT MULTIPLE ANSWERS BUT DO NOT PROBE FOR ADDITIONAL]**

      BASED ON TOTAL:

23	Network news like ABC, CBS and NBC
19	Local news programs
43	Cable News **(NET)**
20	CNN Cable news
13	The Fox News Cable Channel
6	MSNBC Cable news
4	CNBC Cable news
1	Other **(DO NOT READ)**
2	Don't know/Refused **(DO NOT READ)**

IF '5' INTERNET AS EITHER 1ST OR 2ND RESPONSE IN Q.4 ASK:

Q.6   What websites do you use to get economic and business news online? **[PROMPT IF NECESSARY:** Can you name any of the websites you go to MOST often for economic news?**] [OPEN END; ACCEPT MULTIPLE RESPONSES, DO NOT NEED TO TYPE .COM EXTENSION]**

      BASED ON TOTAL:

10	Yahoo/Yahoo Finance
7	CNN (Includes CNN.Money.com and CNNFN.com)
6	MSNBC
2	Google
2	MSN/moneycentral.msn.com
2	AOL
2	Fox News
2	New York Times/NYTimes.com
1	Wall Street Journal/WSJ.com
1	Bloomberg
1	Business 2.0
1	Network news websites (Includes ABC and CBS)
7	Other **[Specify]**
3	No Answer/Don't know/Refuse

ASK ALL:

Q.7   How much, if anything, have you heard about problems with sub-prime loans in the home mortgage market? **[READ]**

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

IF 'A LOT' OR 'A LITTLE' (1,2 IN Q.7) ASK [N=793]:
Q.8   In general, how well do you feel you understand the sub-prime loan situation? **[READ]**

          20   Very well
          44   Fairly well
          25   Not too well
          11   Not at all well
          <u>*</u>   Don't know/Refused **(VOL. DO NOT READ)**
          100

ASK ALL:
Q.9   Which of the following best describes your level of investment in the stock market? **[READ]**

          8   I trade stocks and other funds pretty regularly
          46   I have some long-term investments like retirement accounts, but don't trade stocks regularly
          44   I don't have any money in the stock market
          <u>2</u>   Don't know/Refused
          100