

PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
SEPTEMBER 14-17, 2007 NEWS INTEREST INDEX OMNIBUS SURVEY
FINAL TOPLINE
N=1,032

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?”]**

| | <u>Very Closely</u> | <u>Fairly Closely</u> | <u>Not too Closely</u> | <u>Not at all Closely</u> | <u>DK/ Refused</u> |
|--|-------------------------|---------------------------|----------------------------|-------------------------------|------------------------|
| a. News about the current situation and events in Iraq | 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, 2007¹ | 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 |

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

Q.1 CONTINUED...

| | <u>Very Closely</u> | <u>Fairly Closely</u> | <u>Not too Closely</u> | <u>Not at all Closely</u> | <u>DK/ Refused</u> |
|------------------------------------|-------------------------|---------------------------|----------------------------|-------------------------------|------------------------|
| 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 |
| 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. General David Petraeus's report to Congress about how things are going in Iraq | 25 | 27 | 20 | 27 | 1=100 |
| September 7-10, 2007⁵ | 25 | 27 | 22 | 26 | *=100 |

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."

⁵ From March 30-April 2, 2007 to September 7-10, 2007, the story was listed as "The debate in Washington over U.S. policy 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> |
|--|------------------------|--------------------------|---------------------------|------------------------------|-----------------------|
| August 30-September 2, 2007 | 22 | 27 | 20 | 31 | *=100 |
| August 24-27, 2007 | 25 | 30 | 19 | 25 | 1=100 |
| August 3-6, 2007 | 21 | 33 | 20 | 26 | *=100 |
| July 27-30, 2007 | 24 | 28 | 20 | 27 | 1=100 |
| July 20-23, 2007 | 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 |
| c. Reports about a British girl who disappeared while on vacation in Portugal | 11 | 22 | 29 | 37 | 1=100 |
| d. The sixth anniversary of the September 11 th terrorist attacks | 26 | 33 | 23 | 18 | *=100 |
| September 2006 <i>Fifth Anniversary</i> ⁶ | 27 | 35 | 25 | 12 | 1=100 |
| September 2002 <i>First Anniversary</i> | 39 | 35 | 18 | 7 | 1=100 |
| e. The release of a taped message from Osama Bin Laden | 14 | 24 | 28 | 33 | 1=100 |
| f. News about candidates for the 2008 presidential election | 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 |

⁶ In September 2006, the story was listed as "The upcoming fifth anniversary of the September 11th terrorist attacks." In September 2002, the story was listed as "Coverage of the upcoming anniversary of the September 11th terrorist attacks."

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> |
|-----------------------------------|------------------------|--------------------------|---------------------------|------------------------------|-----------------------|
| 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 |
| 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 |

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...

| | <u>Very Closely</u> | <u>Fairly Closely</u> | <u>Not too Closely</u> | <u>Not at all Closely</u> | <u>DK/ Refused</u> |
|-----------------------------------|-------------------------|---------------------------|----------------------------|-------------------------------|------------------------|
| 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? **[DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE]**

- 23 News about the current situation and events in Iraq
- 14 News about candidates for the 2008 presidential election
- 14 General David Petraeus's report to Congress about how things are going in Iraq
- 11 The sixth anniversary of the September 11th terrorist attacks
- 8 Reports about a British girl who disappeared while on vacation in Portugal
- 3 The release of a taped message from Osama Bin Laden
- 13 Some other story (SPECIFY)
- 14 Don't know/Refused

100

Now thinking about the 2008 presidential election...

Q.3 I'm going to name some people and organizations. If you heard that one of them was supporting a presidential candidate would you be more likely to vote for that candidate, less likely to vote for that candidate or wouldn't it make any difference?

| | More likely to vote | Less likely to vote | Wouldn't make a difference | DK/ Refused |
|-----------------------------------|------------------------|------------------------|-------------------------------|----------------|
| a. Your local newspaper | 14 | 14 | 69 | 3=100 |
| January, 2004 | 7 | 7 | 83 | 3=100 |
| January, 2000 | 11 | 10 | 76 | 3=100 |
| b. Your minister, priest or rabbi | 18 | 12 | 67 | 3=100 |
| January, 2004 | 13 | 4 | 80 | 3=100 |
| January, 2000 | 18 | 7 | 70 | 5=100 |
| c. Jay Leno | 6 | 16 | 76 | 2=100 |
| January, 2004 | 3 | 10 | 84 | 3=100 |
| d. Oprah Winfrey | 15 | 15 | 69 | 1=100 |
| January, 2000 | 14 | 11 | 72 | 3=100 |
| e. Tiger Woods | 6 | 13 | 79 | 2=100 |
| f. Bill O'Reilly | 11 | 21 | 64 | 4=100 |
| g. Angelina Jolie | 6 | 18 | 74 | 2=100 |
| h. Alan Greenspan | 18 | 14 | 65 | 3=100 |
| i. The governor of your state | 19 | 18 | 61 | 2=100 |
| j. Toby Keith | 3 | 14 | 75 | 8=100 |
| k. Kanye West | 4 | 15 | 75 | 6=100 |
| l. Bill Gates | 13 | 14 | 71 | 2=100 |
| January, 2000 | 11 | 9 | 76 | 4=100 |
| m. Jon Stewart | 10 | 15 | 71 | 4=100 |
| n. Donald Trump | 5 | 20 | 73 | 2=100 |

Q.4 How much, if anything, have you heard about Oprah Winfrey's decision to support Barack Obama for president? Have you heard a lot, a little, or nothing at all?

| | |
|-----|-----------------------------|
| 16 | A lot |
| 46 | A little |
| 38 | Nothing at all |
| * | No answer/Don't know (VOL.) |
| 100 | |

Q.5 Do you think Oprah's support for Barack Obama will help his candidacy, hurt his candidacy or won't it make any difference?

| | |
|----------|------------------------------------|
| 60 | Will help his candidacy |
| 3 | Will hurt his candidacy |
| 31 | Won't make any difference |
| <u>6</u> | Don't know/Refused (VOL.) |
| 100 | |