PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS OCTOBER 19-22, 2007 NEWS INTEREST INDEX OMNIBUS SURVEY FINAL TOPLINE N=1,010

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	Fairly	Not too	Not at all	DK/
	Navys shout the gurrent situation and ayants in	<u>Closely</u>	Closely	Closely	<u>Closely</u>	Refused
a.	News about the current situation and events in	28	27	20	15	* 100
	Iraq October 12, 15, 2007	28 26	37 36	20 18	15 19	*=100
	October 12-15, 2007	20 29	33	22	16	1=100 *=100
	October 5-8, 2007	30	33 41	18	10 11	
	September 28 – October 1, 2007	32	38	16 17	13	*=100 *=100
	September 21-24, 2007 September 14-17, 2007	32 31	36	18	15 15	
		32	36 34	20	15 14	0=100 *=100
	September 7-10, 2007 August 30 – September 2, 2007	31	34 34	18	14 16	
	August 24-27, 2007	34	3 4 36	18	10	1=100 *=100
	,	33	36 34	18	15	*=100 *=100
	August 17-20, 2007 August 10-13, 2007	36	3 4 37	14	13	*=100 *=100
		30 29	40	14 19	13	
	August 3-6, 2007	28	40 36	19 19	12 16	*=100
	July 27-30, 2007	28 28	36 34			1=100
	July 20-23, 2007	25 25	_	21	16 16	1=100
	July 13-16, 2007	25 36	41 34	17 18	10 12	1=100 *-100
	July 6-9, 2007	32	_			*=100
	June 29-July 2, 2007	32 30	35	19 18	13 15	1=100
	June 22-25, 2007	30 30	36 37		13	1=100 *-100
	June 15-18, 2007	30 32	37	20 15	13 14	*=100
	June 8-11, 2007		38	15 20		1=100
	June 1-4, 2007	30 33	36	20	13 12	1=100
	May 24-27, 2007	36	36	18	12 14	1=100
	May 18-21, 2007	30 30	34	15		1=100
	May 11-14, 2007	30 38	34	18 15	17 10	1=100 *-100
	May 4-7, 2007		37 35			*=100
	April 27-30, 2007	27	35 35	21	16 15	1=100
	April 20-23, 2007	28	35	22	15	*=100 * 100
	April 12-16, 2007	34	33	20	13	*=100
	April 5-9, 2007	33 34	39	16	11	1=100
	March 30-April 2, 2007	34 31	37 38	16	13 12	*=100
	March 23-March 26, 2007 ¹			18		1=100
	March 16-19, 2007	34 34	34	17	15	*=100 * 100
	March 9-12, 2007	34 37	37 37	16	13 9	*=100
	March 2-5, 2007		37	16 15		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 * 100
	February 2-5, 2007	38	38	17 15	7	*=100 * 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

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

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CONTINUED					
	Very	Fairly	Not too	Not at all	DK/ <u>Refused</u>
January, 2007	<u>Closely</u> 46	Closely 40	Closely 8	<u>Closely</u> 5	1=100
January 5-8, 2007	40	32	1 6	12	0=100
December, 2006	42	32 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
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

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

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."

Q.	CONTINUED					
		Very	Fairly	Not too	Not at all	DK/
		Closely	<u>Closely</u>	<u>Closely</u>	<u>Closely</u>	Refused
b.	The debate in Washington over U.S. policy in					
	Iraq	21	28	20	31	*=100
	October 12-15, 2007	19	23	22	36	*=100
	October 5-8, 2007	20	28	23	29	*=100
	September 28 – October 1, 2007	22	32	22	24	*= 100
				20	2 4 27	*=100
	September 21-24, 2007	25 25	28			
	September 14-17, 2007 ⁵	25	27	20	27	1=100
	September 7-10, 2007	25	27	22	26	*=100
	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
	· · · · · · · · · · · · · · · · · · ·	27	26	23	24	*=100
	July 6-9, 2007					
	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
		31	28	20	23 21	
	April 5-9, 2007					*=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.	The growing danger of a drug-resistant staph					
٠.	infection in the U.S.	26	31	19	24	0=100
	TREND FOR COMPARISON:	20	31	17	2-7	0-100
	June 2003: The lung disease called "SARS"	20	4.4	10	0	1 100
	that has spread from Asia	28	44	19	8	1=100
	May 2003: <i>SARS</i>	39	39	15	6	1=100
d.	Reports about the condition of the U.S.					
	economy	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
	1.0.0111001, 2003	10	57	13	10	1-100

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

September 14-17, 2007 asked about "General David Petraeus's report to Congress about how things are going in Iraq."

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I CONTINUED					
	Very	Fairly	Not too	Not at all	DK/
0.4.1	Closely	Closely	Closely	Closely	Refused
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
Getobel, 1991	30	30	10	,	1-100
A bombing in Pakistan aimed at former Prime					
Minister Benazir Bhutto that killed over 120					
people	21	28	21	30	*=100
TREND FOR COMPARISON:	21	20	21	30	-100
July 6-9, 2007: The investigation into who					
was responsible for car bombs that were					
discovered in London and a car bomb that					
went off at an airport in Scotland	34	30	19	16	1=100
October 2005: The recent terrorist bombings	34	30	1)	10	1-100
in Bali, Indonesia	12	31	26	29	1=100
	13	31	20	49	1-100
July 2005: The terrorist bombings in	40	27	11	4	*_100
London, England March, 2004: The terrorist hambines in	48	37	11	4	*=100
March, 2004: The terrorist bombings in	2.4	25	10	10	1 100
Madrid, Spain	34	35	18	12	1=100

Q.	1 CONTINUED					
		Very	Fairly	Not too	Not at all	DK/
	O . (. 1 2002) The . (<u>Closely</u>	Closely	<u>Closely</u>	Closely	Refused
	October, 2002: The terrorist bombing of a	20	2.4	25	20	1 100
	nightclub in Bali, Indonesia	20	34	25	20	1=100
f.	News about candidates for the 2008					
	presidential election	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 * 100
	June 15-18, 2007	17 19	32	26 24	25 26	*=100
	June 8-11, 2007	19 16	30 27	24 32	26 24	1=100 1=100
	June 1-4, 2007 May 24-27, 2007	22	33	23	24 22	*=100
	May 18-21, 2007	18	33	23 24	27	*=100
	May 11-14, 2007	18	30	23	28	1=100
	May 4-7, 2007	23	34	21	21	1=100 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 ⁶	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

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

I CONTINUED					
	Very	Fairly	Not too	Not at all	DK/
	Closely	Closely	Closely	Closely	Refused
Late February, 2004	24	40	23	12	1=100
Early February, 2004 ⁷	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	1.	20	2)	20	1 100
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 (KVS)	22	42	21	15	*=100
July, 2000	21	38	20	20	1=100
June, 2000	23	32	23	20	1=100
	18	33	25 26	23	
May, 2000					*=100
April, 2000	18	39	22	20	1=100
March, 2000	26 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

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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."

	Very	Fairly	Not too	Not at all	DK/
	Closely	Closely	Closely	Closely	Refused
January, 1992	11	25	36	27	1 = 100
December, 1991	10	28	32	30	*=100
October, 1991	12	26	31	29	2 = 100
1988 Presidential Election					
October, 1988 (<i>RVs</i>)	43	44	11	2	*=100
August, 1988 (<i>RVs</i>)	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]? IF "IRAQ" UNSPECIFIED, PROBE: "Do you mean events IN Iraq or the debate over Iraq POLICY?"]
 - The growing danger of a drug-resistant staph infection in the U.S.
 - 17 News about the current situation and events in Iraq
 - News about candidates for the 2008 presidential election
 - Reports about the condition of the U.S. economy
 A bombing in Pakistan aimed at former Prime Minister Benazir Bhutto that killed over 120
 people
 - 7 The debate in Washington over U.S. policy in Iraq
 - 10 Some other story (**SPECIFY**)
 - 18 Don't know/Refused

100

Q.3 Now thinking about the drug-resistant staph infection that's been in the news lately. How worried are you that you or someone in your family will be exposed to this infection – very worried, somewhat worried, not too worried, or not worried at all?

		May 2003 <i>SARS</i> ⁸
12	Very worried	12
32	Somewhat worried	23
32	Not too worried	31
23	Not worried at all	32
<u>1</u>	Don't know/Refused	<u>2</u>
100		100

Now thinking about some other kinds of things...

- Q.4 How closely have you been following news about talk show host Ellen DeGeneres's dispute with an animal adoption agency? **[READ]**
 - 5 Very closely
 - 13 Fairly closely
 - Not too closely
 - Not at all closely
 - * Don't know/Refused

100

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In May 2003, the question read, "One last question about the new disease known as Severe Acute Respiratory Syndrome, or SARS. How worried are you that you or someone in your family will be exposed to SARS – very worried, somewhat worried, not too worried, or not at all worried?"

Q.5	Do you think news organizations are giving too much, too little or the right amount of coverage to this
	story?

- 58 Too much
- Too little
- 8 20 <u>14</u> 100
- Right amount Don't know/Refused