# PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS APRIL 11-14, 2008 NEWS INTEREST INDEX OMNIBUS SURVEY TOPLINE N=1,003

## ASK FORM A ONLY: [N=505]

Q.1FA Can you tell me the name of the person you've heard the most about in the news lately? [PROBE IF NECESSARY: Just the name that comes to mind FIRST when you think about who's been in the news lately] [OPEN-END, RECORD FIRST MENTION ONLY]

		2008	2007						
		Jan	Nov	Sept	Aug	June 29-	May	March 30-	Feb
		<u>25-28</u>	<u>23-26</u>	<u>21-24</u>	<u>10-13</u>	July 2	<u>18-21</u>	April 2	<u> 16-19</u>
41	Barack Obama	24	3	1	4	3	3	2	3
24	Hillary Clinton	23	21	4	8	4	3	3	3
7	George W. Bush	5	19	21	32	29	39	36	28
3	John McCain	2							
2	Britney Spears	6	7	12	3		1	2	1
1	Pope Benedict								
1	Dalai Lama								
7	Other								
<u>14</u>	Don't know/Refused								
100									

## ASK FORM B ONLY: [N=498]

Q.1FB Apart from who you support, which presidential candidate have you heard the most about in the news in the last week or so? [OPEN-END. RECORD FIRST MENTION ONLY.]

		April	March	March	March	March
		4-7,	28-31,	20-24,	14-17,	7-10,
		<u>2008</u>	<u>2008</u>	<u>2008</u>	<u>2008</u>	<u>2008</u>
51	Barack Obama	45	53	70	57	38
24	Hillary Clinton	34	30	15	26	37
8	John McCain	6	4	3	4	6
2	Other (SPECIFY)	1	2	1	2	4
<u>15</u>	Don't know/Refused	<u>14</u>	<u>11</u>	<u>11</u>	<u>11</u>	<u>15</u>
100		100	100	100	100	100

## ASK FORM B ONLY: [N=498]

Q.2FB Would you say the news you've been hearing or reading about [READ; ROTATE] has been mostly positive, mostly negative or a mix of both?

a.	Hillary Clinton	Mostly Positive 13	Mostly <u>Negative</u> 36	Mix of both 47	DK/ <u>Refused</u> 4=100
b.	Barack Obama	21	23	53	3=100
c.	John McCain	36	11	44	9=100

## **ASK ALL:**

Q.3 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?"]

		Very <u>Closely</u>	Fairly Closely	Not too Closely	Not at all Closely	DK/ Refused
a.	General David Petraeus's report to Congress					
	about how things are going in Iraq	19	29	23	28	1=100
	September 14-17, 2007	25	27	20	27	1=100
	TREND FOR COMPARISON:					
	November 30-December 2, 2007: Iraq					
	policy debate <sup>1</sup>	23	28	21	28	*=100
	November 16-19, 2007	23	30	21	25	1=100
	November 2-5, 2007	21	29	23	26	1=100
	October 26-29, 2007	21	25	25	28	1=100
	October 19-22, 2007	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
	September 21-24, 2007	25	28	20	27	*=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
	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
	January 12-15, 2007: President Bush's					
	proposal to increase the number of U.S.					
	troops in Iraq	40	33	13	13	1=100
b.	Protests along the route of the Olympic torch					
	procession	11	28	30	30	1=100
	April 4-7, 2008: <i>Upcoming Olympics</i> <sup>2</sup> TREND FOR COMPARISON:	5	18	31	45	1=100
	August, 2004: Athens preparations <sup>3</sup>	10	22	29	38	1=100

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All trend dates, with the exception of September 14-17, 2007, asked about, "The debate in Washington over U.S. policy in Iraq."

April 4-7, 2008 asked about "News about the upcoming summer Olympics in Beijing, China."

August, 2004 asked about: "Preparations for the summer Olympics in Athens, Greece."

Q.C 001/11/022		Very	Fairly	Not too	Not at all	DK/
NY 1 (4)		Closely	Closely	Closely	<u>Closely</u>	Refused
	current situation and events in	25	20	20	1.5	1 100
Iraq	00	<b>25</b>	39	20	15 15	1=100
April 4-7, 20		25	37	23	15	*=100
March 28-31		29	40	19	11	1=100
March 20-24		30	38	19	13	*=100
March 14-17		29	38	23	10	*=100
March 7-10,		28	39	18	15	*=100
•	-March 3, 2008	28	40	19	13	*=100
February 8-1		24	35	25	16	*=100
February 1-4		28	39	22	11	*=100
January 25-2		23	35	26	16	*=100
January 18-2		31	33	20	15	1=100
January 11-1		25	38	21	16	*=100
January 4-7,	2008	27	38	20	15	*=100
December 14		26	32	24	18	*=100
December 7-	10, 2007	28	37	21	14	*=100
November 23	3-26, 2007	25	37	21	16	1=100
November 16	5-19, 2007	31	37	19	12	1=100
November 9-	12, 2007	29	38	19	13	1=100
November 2-	*	31	35	18	15	1=100
October 26-2		28	37	21	13	1=100
October 19-2		28	37	20	15	*=100
October 12-1		26	36	18	19	1=100
October 5-8,		29	33	22	16	*=100
	8 – October 1, 2007	30	41	18	11	*=100
September 2		32	38	17	13	*=100
September 1		31	36	18	15	0=100
September 7		32	34	20	14	*=100
	September 2, 2007	31	34	18	16	1=100
August 24-27		34	36	18	12	*=100
August 17-20		33	34	18	15	*=100
August 10-13		36	37	14	13	*= <b>100</b>
August 3-6, 2		29	40	19	12	*= <b>100</b>
July 27-30, 2		28	36	19	16	1=100
July 20-23, 2		28	34	21	16	1=100
July 13-16, 2		25 25	41	17	16	1=100 1=100
July 6-9, 200		36	34	18	12	*=100
June 29-July		32	3 <del>4</del> 35	19	13	1=100
June 22-25, 2		30	36	18	15	1=100 1=100
June 15-18, 2		30	3 <del>0</del> 37	20	13	*=100
June 8-11, 20		32	38		13 14	
				15 20		1=100
June 1-4, 200		30	36	20	13	1=100
May 24-27, 2		33	36	18	12	1=100
May 18-21, 2		36	34	15	14	1=100
May 11-14, 2		30	34	18	17	1=100
May 4-7, 200		38	37 35	15	10	*=100
April 27-30,		27	35 35	21	16 15	1=100
April 20-23,		28	35	22	15	*=100
April 12-16,		34	33	20	13	*=100
April 5-9, 20		33	39	16	11	1=100
March 30-A <sub>l</sub>	oril 2, 2007	34	37	16	13	*=100

CONTINUED					
	Very	Fairly	Not too	Not at all	DK/
M1-22 M1-26, 20074	Closely	Closely 20	Closely	Closely	Refused
March 23-March 26, 2007 <sup>4</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
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
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 1=100
Mid-August, 2003	45	33 39	10	5	1=100 1=100
	43 37	39 41		3 8	1=100 1=100
Early July, 2003			13		
June, 2003	46 63	35	13	6	*=100 *=100
May, 2003	63 47	29	6	2	*=100
April 11-16, 2003 <sup>5</sup>	47	40	10	2	1=100

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

Q.	CONTINUED	Very <u>Closely</u>	Fairly Closely	Not too Closely	Not at all Closely	DK/ <u>Refused</u>
	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>6</sup>	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 <sup>7</sup>	48	29	15	6	2=100
d.	A raid on a polygamist religious compound in					
	Texas	14	30	30	25	1=100
	TREND FOR COMPARISON:					
	May, 1993: Waco Siege <sup>8</sup>	50	37	10	3	*=100
e.	Widespread airline delays and cancellations due					
	to safety concerns	19	30	30	21	*=100
	March 28-31, 2008 <sup>9</sup>	14	26	27	32	1=100
f.	News about candidates for the 2008					
	presidential election	31	37	22	10	*=100
	April 4-7, 2008	33	36	17	14	*=100
	March 28-31, 2008	31	41	18	10	*=100
	March 20-24, 2008	34	37	18	11	*=100
	March 14-17, 2008	40	37	16	7	*=100
	March 7-10, 2008	39	36	15	9	1=100
	February 29-March 3, 2008	43	34	14	9	*=100
	February 22-25, 2008	42	37	13	8	*=100
	February 15-18, 2008	44	36	10	10	*=100
	February 8-11, 2008	39	37	15	9	0=100
	February 1-4, 2008	37	35	16	12	*=100
	January 25-28, 2008	36	37	14	12	1=100
	January 18-21, 2008	36	34	18	12	*=100
	January 11-14, 2008 <sup>10</sup>	32	31	19	17	1=100
	January 4-7, 2008	33	36	19	11	1=100
	December 14-17, 2007	25	34	22	19	*=100
	December 7-10, 2007	24	35	22	19	*=100
	November 30 – December 3, 2007	23	35	23	19	*=100
	November 23-26, 2007	20	33	26	20	1=100
	November 16-19, 2007	26	33	21	19	1=100
	November 9-12, 2007	21	33	25	21	*=100
	November 2-5, 2007	27	30	21	21	1=100
	October 26-29, 2007	21	34	26	19	*=100
	October 19-22, 2007	23	32	22	23	*=100
	October 12-15, 2007	13	31	26	30	*=100

<sup>5</sup> 

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."

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

<sup>8</sup> May, 1993 asked about: "The Waco, Texas incident."

<sup>9</sup> March 28-31, 2008 asked about "Issues with safety inspections on commercial airlines."

From January 11-14, 2008 the story was listed as "News about the New Hampshire primaries and the presidential campaign."

S CONTINUED					
	Very	Fairly	Not too	Not at all	DK/
0 4 1 7 0 2007	Closely	Closely	Closely	Closely	Refused
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
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 <sup>11</sup>	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 <sup>12</sup>	29	37	20	13	1=100
J Jy		- •			

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

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

.5 CONTINUED					
	Very	Fairly	Not too	Not at all	DK/
M: 1 I 2004	Closely	Closely	Closely	Closely	Refused
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
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		01	01		1 100
October, 1992 (RVs)	55	36	7	2	0=100
September, $1992 (RVs)$	47	36	11	6	*=100
August, 1992 ( <i>RVs</i> )	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 1=100
December, 1991	10	28	32	30	*=100
October, 1991	10	26 26	31	30 29	2=100
1988 Presidential Election	12	20	31	<b>4</b> 7	∠ <b>-100</b>
October, 1988 (RVs)	43	44	11	2	*_100
	43 39	44 45	11	2 3	*=100 *=100
August, 1988 (RVs)	39	43	13	3	.=100

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
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.4 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.]
  - News about candidates for the 2008 presidential election
  - 14 The current situation and events in Iraq
  - 11 A raid on a polygamist religious compound in Texas
  - 8 Widespread airline delays and cancellations due to safety concerns
  - 6 General David Petraeus's report to Congress about how things are going in Iraq
  - 4 Protests along the route of the Olympic torch procession
  - 10 Some other story (**SPECIFY**)
  - 15 Don't know/Refused

100

#### On another subject...

- Q.5 When you get a chance to watch one of the broadcast network evening news programs, which one do you generally watch [**READ**; **ROTATE**]?
  - ABC World News Tonight with Charles Gibson
  - 17 CBS Evening News with Katie Couric
  - NBC Nightly News with Brian Williams
  - 6 The PBS NewsHour with Jim Lehrer
  - 3 Can't name just one/Watch a mix of them [DO NOT READ]
  - 29 Don't watch any of them [**DO NOT READ**]
  - <u>1</u> Don't know/Refused [**DO NOT READ**]

100

## NO QUESTIONS 6 AND 7.

- Q.8 In your view, are all of these evening news ANCHORS about the same or do you think some are better than others?
  - 49 All are about the same
  - 41 Some are better than others
  - 10 Don't know/Refused

100