

**PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
 DECEMBER 5-8, 2008 NEWS INTEREST INDEX OMNIBUS SURVEY
 TOPLINE
 N=1,004**

Q.1 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] [IF ANSWER GIVEN ASK: Who else comes to mind?] [OPEN END. RECORD UP TO TWO MENTIONS. RECORD FIRST MENTION ON FIRST SCREEN AND SECOND MENTION ON SECOND SCREEN]**

NOTE: Total exceeds 100% because of multiple responses.

- 89 Barack Obama
- 19 Hillary Clinton
- 12 George W. Bush
- 9 O.J. Simpson
- 8 Sarah Palin
- 7 John McCain
- 3 Britney Spears
- 3 Auto Company CEOs
- 2 Plaxico Burrell
- 1 Henry Paulson
- 1 Robert Gates
- 1 Oprah Winfrey
- 1 Bill Richardson
- 14 Other answer given
- 6 Don't know/No answer

On another topic...

Q.2 Are you hearing mostly good news about the economy these days, mostly bad news about the economy or a mix of both good and bad news?

- 1 Hearing mostly good news about the economy
- 80 Hearing mostly bad news about the economy **[OR]**
- 19 A mix of good and bad
- * Don't know/Refused **(VOL. DO NOT READ)**
- 100

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; ROTATE ITEMS IN BLOCKS A-C FIRST, FOLLOWED BY D-F] [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. The debate in Congress over a government bailout for the U.S. auto industry	34	38	17	11	*=100
November 21-24, 2008	41	26	17	15	1=100

Q.3 CONTINUED...

	<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<u>DK/ Refused</u>
TREND FOR COMPARISON:¹					
November 14-17, 2008: Problems facing automakers	30	35	20	15	*=100
October 31-November 3: Possible merger of GM and Chrysler	16	28	24	31	1=100
May 18-21, 2007: DaimlerChrysler sells Chrysler	8	20	25	46	1=100
September 28-October 1, 2007: Agreement between GM and UAW ending strike	14	28	28	30	*=100
December, 2005: General Motors job cuts	22	30	26	21	1=100
June, 1998: Chrysler/Daimler Benz merger	12	22	27	38	1=100
January, 1992: General Motors job cuts	35	38	18	9	*=100
b. Reports about the condition of the U.S. economy	42	38	13	7	*=100
November 21-24, 2008	59	24	9	8	*=100
November 14-17, 2008	56	29	9	6	*=100
November 7-10, 2008	54	31	8	7	*=100
October 31-November 3, 2008	63	27	6	4	*=100
October 24-27, 2008	52	35	7	5	1=100
October 17-20, 2008	62	29	6	3	*=100
October 10-13, 2008	65	25	7	3	*=100
October 3-6, 2008	69	23	5	3	*=100
September 26-29, 2008	70	22	5	3	*=100
September 19-22, 2008	56	27	12	5	*=100
September 5-8, 2008	44	33	16	7	*=100
August 29-31, 2008	41	34	13	11	1=100
August 15-18, 2008	39	36	15	10	*=100
August 8-11, 2008	39	35	16	10	*=100
August 1-4, 2008	47	34	11	8	0=100
July 25-28, 2008	46	32	10	12	*=100
July 18-21, 2008	45	33	13	9	*=100
July 11-14, 2008	44	33	12	10	1=100
June 27-30, 2008	49	31	12	7	1=100
June 13-16, 2008	42	33	14	11	*=100
May 9-12, 2008	45	31	13	11	*=100
May 2-5, 2008	43	31	15	10	1=100
April 18-21, 2008	41	35	13	10	1=100
April 4-7, 2008	39	37	12	12	*=100
March 28-31, 2008	42	36	14	8	*=100
March 20-24, 2008	45	33	13	9	*=100
February 29-March 3, 2008	38	35	15	11	1=100
February 15-18, 2008	37	36	11	16	8=100
February 1-4, 2008	40	37	14	8	1=100
January 18-21, 2008	42	31	16	11	*=100
January 11-14, 2008	36	32	15	16	1=100

¹ November 14-17, 2008 asked about: "News about problems facing U.S. automakers." October 31-November 3, 2008 asked about: "The possible merger of automakers General Motors and Chrysler." May 18-21, 2007 asked about: "DaimlerChrysler's decision to sell Chrysler to a private equity firm." January, 1992 and December, 2005 asked about: "The major job cuts announced by General Motors." June, 1998 asked about: "The merger of the Chrysler Corporation and Daimler Benz." September 28-October 1, 2007 asked about "An agreement between General Motors and the United Auto Workers union that ended a two-day strike over wages and job security."

Q.3 CONTINUED...

	Very <u>Closely</u>	Fairly <u>Closely</u>	Not too <u>Closely</u>	Not at all <u>Closely</u>	DK/ <u>Refused</u>
November 2-5, 2007	27	37	16	19	1=100
October 19-22, 2007	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
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

Q.3 CONTINUED...

	Very <u>Closely</u>	Fairly <u>Closely</u>	Not too <u>Closely</u>	Not at all <u>Closely</u>	DK/ <u>Refused</u>
c. The terrorist attacks in Mumbai, India	29	37	20	14	*=100
TREND FOR COMPARISON:²					
July 6-9, 2007: <i>Investigation into London car bombings</i>	34	30	19	16	1=100
June 29-July 2, 2007: <i>London car bomb</i>	34	31	16	18	1=100
August, 2006: <i>British officials stop terror plot</i>	54	26	9	9	2=100
July, 2005: The terrorist bombings in London, England	48	37	11	4	*=100
March, 2004: The terrorist bombings in Madrid, Spain	34	35	18	12	1=100
d. Barack Obama's appointments and plans for his administration	36	38	15	11	*=100
November 21-24, 2008 ³	49	24	15	12	*=100
November 14-17, 2008	32	37	16	15	*=100
November 7-10, 2008	39	30	17	14	*=100
TREND FOR COMPARISON:⁴					
January, 2001: <i>G.W. Bush's appointments</i>	26	32	24	17	1=100
January, 1993: <i>Clinton's appointments</i>	24	42	22	11	1=100
e. Reports about President Bush's last days in the White House	13	25	26	35	1=100
f. Reports about the rising unemployment rate	40	33	17	10	*=100
November 7-10, 2008	39	32	17	12	*=100
June 6-9, 2008	25	31	23	21	*=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.]

- 29 Reports about the conditions of the U.S. economy
 - 19 Barack Obama's appointments and plans for his administration
 - 18 The debate in Congress over a government bailout for the U.S. auto industry
 - 10 The terrorist attacks in Mumbai, India
 - 8 Reports about the rising unemployment rate
 - 2 Reports about President Bush's last days in the White House
 - 5 Some other story (VOL. SPECIFY)
 - 2 Don't know/Refused (VOL.)
- 100

² July 6-9, 2007 asked about: "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." June 29-July 2, 2007 asked about: "British police finding and defusing a car bomb in London." August, 2006 asked about: "British officials stopping a terrorist plot to blow up planes flying to the U.S."

³ For November 7-10, 2008 through November 21-24, 2008 the item was listed as: "Plans for the new Obama administration."

⁴ January, 2001 asked about: "George W. Bush's cabinet choices and other high level appointments." January 1, 1993 asked about "Bill Clinton's cabinet choices and other high level appointments."

On a different subject...

Q.5 In your opinion are news stories about the new Obama administration **[READ]**

56	Mostly positive
3	Mostly negative [OR]
38	A mix of positive and negative
<u>3</u>	Don't know/Refused (VOL. DO NOT READ)
100	