

PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
JUNE 8-11, 2007 NEWS INTEREST INDEX OMNIBUS SURVEY
FINAL TOPLINE
N=1,163

PROGRAM SO THAT EACH RESPONDENT IS ASKED ABOUT A RANDOM SELECTION OF THREE OF THE FOLLOWING SIX NEWS ORGANIZATIONS, IN RANDOM ORDER

Q.1 Please tell me what one word best describes your impression of [READ AND RANDOMIZE – THREE ITEMS ONLY] (OPEN-END. PROBE ONCE IF RESPONDENT ANSWERS “DON’T KNOW”).
 And what one word best describes your impression of...[INSERT NEXT ITEM]

<u>Fox News*</u>		<u>CNN</u>		<u>ABC News</u>		<u>CBS News</u>		<u>NBC News</u>		<u>NPR</u>	
94	Good	98	Good	109	Good	100	Good	105	Good	68	Good
22	Excellent	38	Informative	41	OK	41	OK	32	OK	24	Excellent
16	OK	28	OK	21	Bias(ed)	21	Liberal	22	Informative	24	Informative
15	Bias(ed)	24	Liberal	18	Informative	17	Informative	19	Fair	23	Liberal
15	Like it	19	News	18	Liberal	11	Bias(ed)	18	Liberal	18	OK
14	Conservative	17	Great	14	Great	10	Like it	16	Bias(ed)	13	Great
13	Informative	13	Fair	11	Alright	9	Fair	9	Excellent	10	Interesting
11	Fair	12	Excellent	10	Fair	8	Alright	8	Interesting	10	Fine
11	Great	11	Bias(ed)	9	Excellent	7	Adequate	8	Great	7	Fair
9	Interesting	7	Up-to-date	8	Interesting	6	Average	7	Alright	7	Boring
8	Balance(d)	7	Like it	7	Like it	6	Boring	6	Mediocre	7	Bias(ed)
7	Republican	7	Boring	5	Average	6	Excellent	5	Average	6	Wonderful
6	Alright	6	Reliable	5	Fine	6	Poor	5	Like it	5	Love it
6	Terrible	5	Interesting	4	Boring	5	Interesting	4	News	5	Music
5	Love it	5	Terrible			4	Bad	4	Adequate	4	Left
4	Bad	4	Dislike			4	Fine	4	Boring	4	Alright
4	Entertaining	4	Enjoy(able)			4	Great	4	Fine		
		4	Mediocre					4	Poor		
		4	World(wide)								
149	No answer (N=547)	122	No answer (N=592)	157	No answer (N=617)	170	No answer (N=575)	157	No answer (N=581)	225	No answer (N=577)

* The numbers listed represent the number of respondents who offered each response; the numbers are not percentages.

Note: Only responses that were mentioned by four or more respondents are shown.

PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
JUNE 15-18, 2007 NEWS INTEREST INDEX OMNIBUS SURVEY
FINAL TOPLINE
N=1.028

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					
Iraq	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, 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
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

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>
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. Problems with the computer systems on the international space station	7	21	30	42	*=100
TREND FOR COMPARISON					
September, 1997: Problems aboard the Russian space station Mir	15	37	25	23	*=100
August, 1997: Problems aboard the Russian Space station Mir	14	39	24	23	*=100
c. Questions about how the White House and Attorney General Alberto Gonzales were involved in the firing of eight federal prosecutors	15	26	24	35	*=100
April 20-23, 2007	18	21	28	32	1=100
April 5-9, 2007	22	26	24	28	*=100
March 30-April 2, 2007	22	25	22	30	1=100
March 23-26, 2007	20	28	24	28	*=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.”

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>
March 16-19, 2007	19	24	22	35	*=100
March 9-12, 2007⁵	9	17	22	52	*=100
d. News about candidates for the 2008 presidential election	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, 2007⁶	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 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

⁵ March 9-12, 2007 asked about "The firing of eight federal prosecutors by the Justice Department."

⁶ January 19-22, 2007 asked about "Recent announcements by prominent Democrats about plans to run for president in 2008."

⁷ 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>
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
e. The debate in Congress over new immigration policy					
June 8-11, 2007	22	32	21	25	*=100
May 24-27, 2007	24	29	20	26	1=100
April 12-16, 2007⁸	27	31	22	19	1=100
August, 2006	21	29	24	26	*=100
June, 2006	34	40	16	9	1=100
	36	41	15	7	1=100

⁸ From April, 2006 to April 12-16, 2007, the story was listed as "The issue of immigration."

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, 2006	44	33	13	9	1=100
April, 2006	39	34	16	10	1=100
f. The conflict in the Middle East between rival Palestinian groups	20	31	24	25	*=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.]**

- 33 News about the current situation and events in Iraq
- 17 The debate in Congress over new immigration policy
- 10 News about candidates for the 2008 presidential election
- 7 The conflict in the Middle East between rival Palestinian groups
- 4 Questions about how the White House and Attorney General Alberto Gonzales were involved in the firing of eight federal prosecutors
- 4 Problems with the computer systems on the international space station
- 6 Some other story (**SPECIFY**)
- 19 Don't know/Refused
- 100

Now I'd like to know your views about some national news organizations.

ROTATE Q.3 AND Q.4

Q.3 Thinking about the news on the three major television networks– ABC News, NBC News and CBS News – do you think **[READ]**?

- 74 All three are pretty much the same, OR
- 18 There are real differences between the three
- 8 **[DO NOT READ]** Don't know/Refused
- 100

Q.4 Thinking about the three major CABLE news networks – CNN, the Fox News cable channel, and MSNBC – do you think **[READ]**?

- 40 All three are pretty much the same, OR
- 48 There are real differences between the three
- 12 **[DO NOT READ]** Don't know/Refused
- 100

PLEASE PLACE THIS SERIES FURTHER BACK IN THE QUESTIONNAIRE

Q.5 Now I'd like to ask you about where you get your news. Do you regularly get news about national and international issues from **[INSERT ITEM, RANDOMIZE]**, or not? How about...**[INSERT NEXT ITEM]**?

	Yes, <u>regularly</u>	No, not <u>regularly</u>	DK/ <u>Refused</u>
a. Network television news, such as ABC, CBS or NBC	63	37	*=100
b. The Fox News cable channel	37	63	*=100
c. CNN	35	64	1=100
d. MSNBC	26	73	1=100