

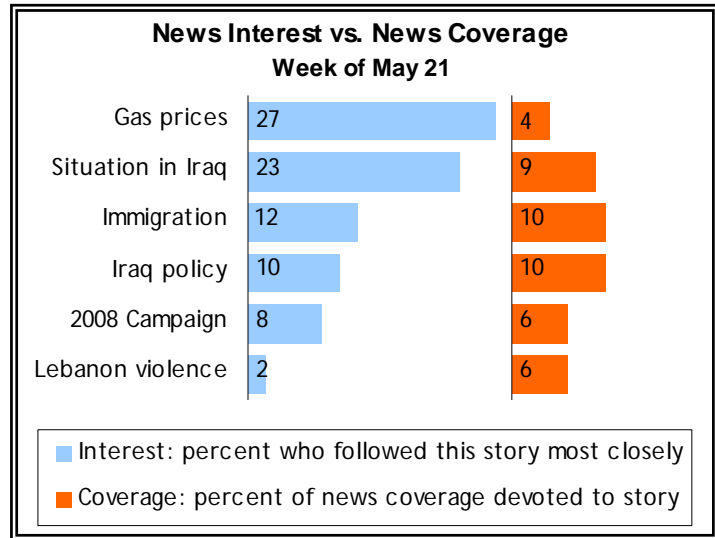


FOR IMMEDIATE RELEASE:  
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FOR FURTHER INFORMATION:  
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**TV Main Source for News on Gas Prices**  
**GAS PRICES TOP NEWS INTEREST**

The rising price of gasoline replaced the Iraq war last week as the public's most closely followed news story. More than half of the public (52%) paid very close attention to news about gas prices, and 27% said this was the single news story they followed more closely than any other. By comparison, 33% followed the situation in Iraq very closely, and 23% listed Iraq as their top news story of the week.



Historically, rising gas prices have attracted broad public interest. A year ago, even more Americans (69%) followed news about gas prices very closely. This past week, interest in gas prices outstripped media coverage of the issue by a wide margin. The national news media devoted 4% of its coverage to gasoline prices, making it the sixth most heavily covered news story of the week.

The public's interest in gas prices goes beyond just knowing where to find the cheapest gallon of gas. A plurality of Americans (40%) say they are interested in learning about why gas prices are fluctuating nationally, while 30% want to hear about how rising gas prices are impacting the nation's economy. Only about a quarter (24%) say they are mainly interested in knowing the price of gas in their area.

Two-thirds of Americans (67%) cite a media source as their main source of information about gasoline prices. Television is mentioned most frequently: 42% rely mainly on television news for information about gas prices; 13% newspapers; 7% the internet; and 5% cite radio news. Another 22% of Americans say they learn about the price of gas at their local gas station.

Interest in gas prices cuts across most major demographic groups, but there are some groups who are following the subject more intensely than others. Fully 61% of those who have never attended college are following news about gas prices very closely, compared with 40% of college graduates. Older Americans are following the story more closely than are younger people (58% of those over age 50 vs. 48% of those under age 50 are following very closely). Democrats are somewhat more interested in news about gas prices than are Republicans (59% vs. 47%).

These findings are based on the most recent installment of the weekly *News Interest Index*, an ongoing project of the Pew Research Center for the People & the Press. The index, building on the Center's longstanding research into public attentiveness to major news stories, examines news interest as it relates to the news media's agenda. The weekly survey is conducted in conjunction with The Project for Excellence in Journalism's *News Coverage Index*, which monitors the news reported by major newspaper, television, radio and online news outlets on an ongoing basis.

***Iraq and Immigration Draw an Audience***

Aside from gas prices, news about the Iraq war continued to draw considerable public interest. A third followed news about the situation in Iraq very closely, while 23% said it was the story they followed most closely. In addition, 30% paid very close attention to the debate in Washington over U.S. policy in Iraq, and 10% said this was the story they followed most closely.

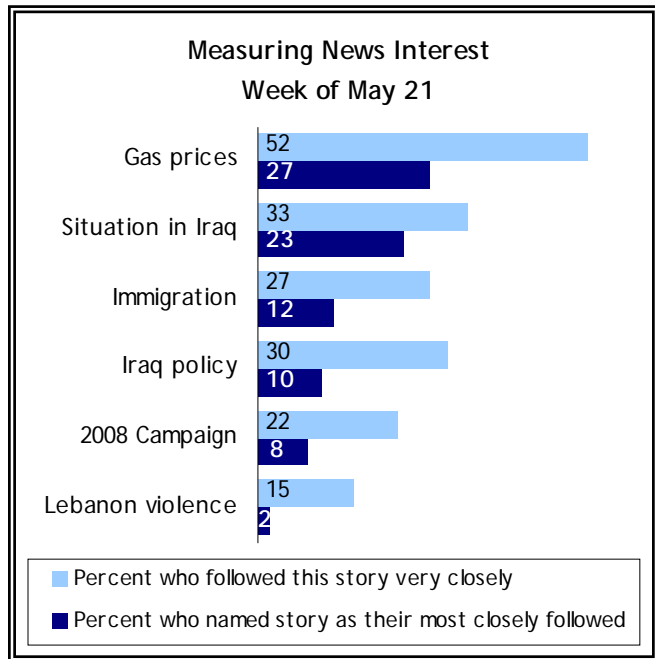
More than a quarter of the public paid very close attention to the debate in Congress over new immigration policy, and 12% listed this as their top story. Hispanics followed this story slightly more closely than did non-Hispanics (34% vs. 26% very closely). Republicans and Democrats followed the story in roughly equal proportions. The media devoted 10% of its coverage overall to the immigration debate, putting it on a par with the Iraq policy debate and events on the ground in Iraq.

Widespread Interest in Rising Gas Prices	
<i>Following news about gas prices...</i>	
Very closely	52
Fairly closely	29
Not too closely	10
Not at all closely	8
Don't know	1
	<u>100</u>
<i>Most interested in:</i>	
Why prices are fluctuating	40
Effects on national economy	30
Price of gas in your area	24
None/Don't know	6
	<u>100</u>
<i>Main source of information about gas prices:</i>	
<b>Media sources (NET)</b>	<b>67</b>
Television	42
Newspapers	13
Internet	7
Radio news	5
Local gas station	22
Word of mouth	5
Other	2
Don't know	4
	<u>100</u>

The 2008 presidential campaign drew very close attention from 22% of the public. This was the fourth-ranked story in terms of public interest. The national news media devoted 6% of its coverage for the week to the campaign. The bulk of the coverage was on television and radio. The campaign was not a top ten story last week for newspapers or online news sources.

The recent violence in Lebanon between militant groups and the Lebanese army received as much news coverage as the presidential campaign and more coverage than rising gas prices (6% overall).

This was the second most covered story online, with online sources devoting 15% of their coverage to the conflict. However, the public paid relatively little attention to the events in Lebanon; just 15% followed the story very closely and 2% said it was the story they followed most closely last week.



## About the News Interest Index

The *News Interest Index* is a weekly survey conducted by the Pew Research Center for the People & the Press aimed at gauging the public's interest in and reaction to major news events.

This project has been undertaken in conjunction with the Project for Excellence in Journalism's *News Coverage Index*, an ongoing content analysis of the news. The News Coverage Index catalogues the news from top news organizations across five major sectors of the media: newspapers, network television, cable television, radio and the internet. Each week (from Sunday through Friday) PEJ will compile this data to identify the top stories for the week. The News Interest Index survey will collect data from Friday through Monday to gauge public interest in the most covered stories of the week.

Results for the weekly surveys are based on telephone interviews among a nationwide sample of approximately 1,000 adults, 18 years of age or older, conducted under the direction of ORC (Opinion Research Corporation). For results based on the total sample, one can say with 95% confidence that the error attributable to sampling is plus or minus 3.5 percentage points.

In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls, and that results based on subgroups will have larger margins of error.

For more information about the Project for Excellence in Journalism's News Coverage Index, go to [www.journalism.org](http://www.journalism.org).

## About the Pew Research Center for the People & the Press

The Pew Research Center for the People & the Press is an independent opinion research group that studies attitudes toward the press, politics and public policy issues. We are sponsored by The Pew Charitable Trusts and are one of six projects that make up the Pew Research Center, a nonpartisan "fact tank" that provides information on the issues, attitudes and trends shaping America and the world.

The Center's purpose is to serve as a forum for ideas on the media and public policy through public opinion research. In this role it serves as an important information resource for political leaders, journalists, scholars, and public interest organizations. All of our current survey results are made available free of charge.

All of the Center's research and reports are collaborative products based on the input and analysis of the entire Center staff consisting of:

Andrew Kohut, Director  
Scott Keeter, Director of Survey Research  
Carroll Doherty and Michael Dimock, Associate Directors  
Carolyn Funk, Richard Wike and Kim Parker, Senior Researchers  
Nilanthi Samaranyake, Survey and Data Manager  
April Clark, Juliana Menasce Horowitz, Robert Suls, Shawn Neidorf and Dan Cox, Research Associates  
James Albrightain, Executive Assistant

**PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS**  
**MAY 24-27, 2007 NEWS INTEREST INDEX OMNIBUS SURVEY**  
**FINAL TOPLINE**  
**N=1,011**

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	<b>33</b>	<b>36</b>	<b>18</b>	<b>12</b>	<b>1=100</b>
<b>May 18-21, 2007</b>	<b>36</b>	<b>34</b>	<b>15</b>	<b>14</b>	<b>1=100</b>
<b>May 11-14, 2007</b>	<b>30</b>	<b>34</b>	<b>18</b>	<b>17</b>	<b>1=100</b>
<b>May 4-7, 2007</b>	<b>38</b>	<b>37</b>	<b>15</b>	<b>10</b>	<b>*=100</b>
<b>April 27-30, 2007</b>	<b>27</b>	<b>35</b>	<b>21</b>	<b>16</b>	<b>1=100</b>
<b>April 20-23, 2007</b>	<b>28</b>	<b>35</b>	<b>22</b>	<b>15</b>	<b>*=100</b>
<b>April 12-16, 2007</b>	<b>34</b>	<b>33</b>	<b>20</b>	<b>13</b>	<b>*=100</b>
<b>April 5-9, 2007</b>	<b>33</b>	<b>39</b>	<b>16</b>	<b>11</b>	<b>1=100</b>
<b>March 30-April 2, 2007</b>	<b>34</b>	<b>37</b>	<b>16</b>	<b>13</b>	<b>*=100</b>
<b>March 23-26, 2007<sup>1</sup></b>	<b>31</b>	<b>38</b>	<b>18</b>	<b>12</b>	<b>1=100</b>
<b>March 16-19, 2007</b>	<b>34</b>	<b>34</b>	<b>17</b>	<b>15</b>	<b>*=100</b>
<b>March 9-12, 2007</b>	<b>34</b>	<b>37</b>	<b>16</b>	<b>13</b>	<b>*=100</b>
<b>March 2-5, 2007</b>	<b>37</b>	<b>37</b>	<b>16</b>	<b>9</b>	<b>1=100</b>
<b>February 23-26, 2007</b>	<b>36</b>	<b>36</b>	<b>15</b>	<b>13</b>	<b>*=100</b>
<b>February 16-19, 2007</b>	<b>30</b>	<b>36</b>	<b>19</b>	<b>14</b>	<b>1=100</b>
<b>February 9-12, 2007</b>	<b>37</b>	<b>34</b>	<b>18</b>	<b>11</b>	<b>*=100</b>
<b>February 2-5, 2007</b>	<b>38</b>	<b>38</b>	<b>17</b>	<b>7</b>	<b>*=100</b>
<b>January 26-29, 2007</b>	<b>36</b>	<b>38</b>	<b>15</b>	<b>11</b>	<b>*=100</b>
<b>January 19-22, 2007</b>	<b>37</b>	<b>34</b>	<b>18</b>	<b>10</b>	<b>1=100</b>
<b>January 12-15, 2007</b>	<b>38</b>	<b>36</b>	<b>17</b>	<b>8</b>	<b>1=100</b>
January, 2007	46	40	8	5	1=100
<b>January 5-8, 2007</b>	<b>40</b>	<b>32</b>	<b>16</b>	<b>12</b>	<b>0=100</b>
December, 2006	42	39	12	7	*=100
<b>November 30-December 3, 2006</b>	<b>40</b>	<b>36</b>	<b>13</b>	<b>11</b>	<b>*=100</b>
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

<sup>1</sup> 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>
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 <sup>2</sup>	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 <sup>3</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>4</sup>	48	29	15	6	2=100
<b>b. The debate in Washington over U.S. policy in Iraq</b>					
	<b>30</b>	<b>32</b>	<b>20</b>	<b>18</b>	<b>*=100</b>
<b>May 18-21, 2007</b>	<b>24</b>	<b>32</b>	<b>19</b>	<b>24</b>	<b>1=100</b>
<b>May 11-14, 2007</b>	<b>25</b>	<b>26</b>	<b>19</b>	<b>29</b>	<b>1=100</b>
<b>May 4-7, 2007</b>	<b>30</b>	<b>31</b>	<b>19</b>	<b>20</b>	<b>*=100</b>
<b>April 27-30, 2007</b>	<b>18</b>	<b>31</b>	<b>21</b>	<b>29</b>	<b>1=100</b>
<b>April 20-23, 2007</b>	<b>22</b>	<b>29</b>	<b>24</b>	<b>25</b>	<b>*=100</b>
<b>April 12-16, 2007</b>	<b>25</b>	<b>29</b>	<b>22</b>	<b>23</b>	<b>1=100</b>
<b>April 5-9, 2007</b>	<b>31</b>	<b>28</b>	<b>20</b>	<b>21</b>	<b>*=100</b>
<b>March 30-April 2, 2007</b>	<b>26</b>	<b>29</b>	<b>21</b>	<b>23</b>	<b>1=100</b>
<b>TREND FOR COMPARISON:</b>					
<b>January 12-15, 2007: President Bush's proposal to increase the number of U.S. troops in Iraq</b>	<b>40</b>	<b>33</b>	<b>13</b>	<b>13</b>	<b>1=100</b>
<b>c. The debate in Congress over new immigration policy</b>					
	<b>27</b>	<b>31</b>	<b>22</b>	<b>19</b>	<b>1=100</b>
<b>April 12-16, 2007<sup>5</sup></b>	<b>21</b>	<b>29</b>	<b>24</b>	<b>26</b>	<b>*=100</b>

<sup>2</sup> From March 20-24, 2003 to April 11-16, 2003, the story was listed as "News about the war in Iraq."

<sup>3</sup> 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."

<sup>4</sup> 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>
August, 2006	34	40	16	9	1=100
June, 2006	36	41	15	7	1=100
May, 2006	44	33	13	9	1=100
April, 2006	39	34	16	10	1=100
d. News about candidates for the 2008 presidential election	<b>22</b>	<b>33</b>	<b>23</b>	<b>22</b>	<b>*=100</b>
<b>May 18-21, 2007</b>	<b>18</b>	<b>31</b>	<b>24</b>	<b>27</b>	<b>*=100</b>
<b>May 11-14, 2007</b>	<b>18</b>	<b>30</b>	<b>23</b>	<b>28</b>	<b>1=100</b>
<b>May 4-7, 2007</b>	<b>23</b>	<b>34</b>	<b>21</b>	<b>21</b>	<b>1=100</b>
<b>April 27-30, 2007</b>	<b>14</b>	<b>30</b>	<b>29</b>	<b>26</b>	<b>1=100</b>
<b>April 20-23, 2007</b>	<b>18</b>	<b>28</b>	<b>27</b>	<b>27</b>	<b>*=100</b>
<b>April 12-16, 2007</b>	<b>18</b>	<b>28</b>	<b>27</b>	<b>27</b>	<b>*=100</b>
<b>April 5-9, 2007</b>	<b>25</b>	<b>30</b>	<b>26</b>	<b>19</b>	<b>*=100</b>
<b>March 30-April 2, 2007</b>	<b>20</b>	<b>29</b>	<b>27</b>	<b>23</b>	<b>1=100</b>
<b>March 23-26, 2007</b>	<b>20</b>	<b>32</b>	<b>22</b>	<b>26</b>	<b>*=100</b>
<b>March 16-19, 2007</b>	<b>15</b>	<b>28</b>	<b>29</b>	<b>27</b>	<b>1=100</b>
<b>March 9-12, 2007</b>	<b>24</b>	<b>30</b>	<b>23</b>	<b>23</b>	<b>*=100</b>
<b>March 2-5, 2007</b>	<b>19</b>	<b>31</b>	<b>26</b>	<b>23</b>	<b>1=100</b>
<b>February 23-26, 2007</b>	<b>22</b>	<b>33</b>	<b>24</b>	<b>21</b>	<b>*=100</b>
<b>February 16-19, 2007</b>	<b>18</b>	<b>32</b>	<b>22</b>	<b>27</b>	<b>1=100</b>
<b>February 9-12, 2007</b>	<b>24</b>	<b>30</b>	<b>24</b>	<b>21</b>	<b>1=100</b>
<b>February 2-5, 2007</b>	<b>24</b>	<b>36</b>	<b>22</b>	<b>18</b>	<b>*=100</b>
<b>January 26-29, 2007</b>	<b>24</b>	<b>33</b>	<b>23</b>	<b>20</b>	<b>*=100</b>
<b>January 19-22, 2007<sup>6</sup></b>	<b>24</b>	<b>27</b>	<b>22</b>	<b>26</b>	<b>1=100</b>
<b>2004 Presidential Election</b>					
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>7</sup>	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

<sup>5</sup> From April, 2006 to April 12-16, 2007, the story was listed as “The issue of immigration.”

<sup>6</sup> January 19-22, 2007 asked about “Recent announcements by prominent Democrats about plans to run for president in 2008.”

<sup>7</sup> 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>
<b>2000 Presidential Election</b>					
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
<b>1996 Presidential Election</b>					
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
<b>1992 Presidential Election</b>					
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
<b>1988 Presidential Election</b>					
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
<b>e. The rising price of gasoline</b>					
August, 2006 <sup>8</sup>	<b>52</b>	<b>29</b>	<b>10</b>	<b>8</b>	<b>1=100</b>
August, 2006 <sup>8</sup>	60	26	7	5	2=100
June, 2006	58	26	10	5	1=100
May, 2006	69	21	6	3	1=100
April, 2006	65	22	8	4	1=100
December, 2005	61	27	7	4	1=100
Early November, 2005	61	27	9	2	1=100
Late October, 2005	67	23	7	3	*=100

<sup>8</sup> From October, 2000 to August, 2006, the story was listed as "The high price of gasoline these days."

**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>
Early October, 2005	65	25	6	3	1=100
Early September, 2005	71	19	7	3	*=100
Mid-May, 2005	58	27	9	5	1=100
Mid-March, 2005	50	32	13	5	*=100
Mid-October, 2004	64	22	8	5	1=100
August, 2004	52	29	10	8	1=100
July, 2004	56	25	11	7	1=100
June, 2004	58	26	9	6	1=100
April, 2004	46	30	15	8	1=100
Early April, 2004	58	23	10	8	1=100
Mid-March, 2004	47	27	14	10	2=100
September, 2003	45	27	15	11	1=100
March 2003	52	27	11	9	1=100
February, 2003	53	25	12	9	1=100
June, 2001	56	31	7	5	1=100
May, 2001	61	26	6	6	1=100
Early October, 2000	56	25	12	6	1=100
June, 2000 <sup>9</sup>	61	25	9	5	*=100
March, 2000	58	28	10	4	*=100
October, 1990	62	26	8	4	*=100
September, 1990	56	28	11	5	*=100
August, 1990	57	27	10	5	1=100

f. Violence in Lebanon between militant groups and the Lebanese army **15 24 28 32 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?"]**

- 27 The rising price of gasoline
- 23 News about the current situation and events in Iraq
- 12 The debate in Congress over new immigration policy
- 10 The debate in Washington over U.S. policy in Iraq
- 8 News about candidates for the 2008 presidential election
- 2 Violence in Lebanon between militant groups and the Lebanese army
- 5 Some other story (SPECIFY)
- 13 Don't know/Refused

100

<sup>9</sup> From August, 1990 to June, 2000, the story was listed as "Recent increases in the price of gasoline."

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**FINAL TOPLINE**  
**N=1,055**

Now, thinking about some other kinds of things...

Q.4 How closely have you been following news about the rising price of gasoline **[READ]**?

48	Very closely
27	Fairly closely
16	Not too closely
8	Not at all closely
<u>1</u>	Don't know/Refused
100	

Q.5 What would you say is your main source of information about gasoline prices? **[OPEN-END, RECORD FIRST MENTION ONLY]**

42	Television
22	Local gas station
13	Newspapers
7	The Internet
5	Radio news
5	Word of mouth/family, friends, co-workers
2	Some other <b>(SPECIFY)</b>
<u>4</u>	Don't know/Refused
100	

Q.6 Still thinking about gas prices, what would you say you are most interested in... **[READ AND ROTATE]**

24	Finding out the price of gas in your area
40	Learning about why gas prices are fluctuating nationally
30	Hearing about how rising gas prices are impacting the nation's economy
5	<b>[DO NOT READ]</b> None of the above
<u>1</u>	<b>[DO NOT READ]</b> Don't know/Refused
100	