



**FOR IMMEDIATE RELEASE:**  
 Wednesday, June 20, 2007

**FOR FURTHER INFORMATION:**  
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**Network News is all the Same, Cable Networks more Distinct**  
**WHY CHANGE THE CHANNEL?**

In spite of their general criticisms of the media, Americans have good things to say about the major broadcast and cable news networks. The public draws few distinctions among the news divisions of the big three broadcast networks. There is much less consensus about the major cable news networks. Nearly half of the public sees real differences among CNN, the Fox News Channel and MSNBC, but four-in ten say the cable news outlets are all pretty much the same. National Public Radio is less well known to the public, but receives generally positive evaluations from those who can rate it.

Are the News Networks All the Same?		
	ABC, CBS & NBC News	Fox, CNN & MSNBC
	%	%
Pretty much the same	74	40
Real differences	18	48
Don't know	8	12
	100	100

When asked to name the one word that best describes their impression of six major news organizations, “good” is the word that comes to mind most often for each one. Beyond that, the big three broadcast networks – ABC, CBS and NBC – are most often described as “OK.” Other top descriptors for the networks include “biased,” “liberal” and “informative.”

One-Word Impressions Of the Big Three Broadcast Networks		
ABC News	CBS News	NBC News
Good (109)*	Good (100)	Good (105)
OK (41)	OK (41)	OK (32)
Biased (21)	Liberal (21)	Informative (22)
Informative (18)	Informative (17)	Fair (19)
Liberal (18)	Biased (11)	Liberal (18)

\* Numbers in parentheses represent the number of respondents who offered each response; they are not percentages.

CNN is the most recognizable news network among the six tested in the poll. Roughly 80% of respondents were able to come up with a word to describe CNN. After “good,” the most

frequently used word was “informative.” The words “liberal,” “news” and “great” also made CNN’s top six list.

The Fox News cable channel is the only outlet for which “conservative” and “Republican” were mentioned. Other descriptions of Fox included “excellent,” “OK,” “biased,” and “like it.”

The top words used to describe NPR included “excellent,” and “informative.” “Liberal” was mentioned about as often in describing NPR as it was

for CNN and the major broadcast networks, though “biased” was mentioned less often for NPR.

CNN	Fox News	NPR
Good (98)*	Good (94)	Good (68)
Informative (38)	Excellent (22)	Excellent (24)
OK (28)	OK (16)	Informative (24)
Liberal (24)	Biased (15)	Liberal (23)
News (19)	Like it (15)	OK (18)
Great (17)	Conservative (14)	Great (13)

\* Numbers in parentheses represent the number of respondents who offered each response; they are not percentages.

### Cable Audiences Make Deliberate Choices

In general, the public sees few differences among the three broadcast networks. Fully 74% say ABC News, CBS News and NBC News are all pretty much the same. Only 18% say there are real differences between the three. But impressions of the three major cable news networks differ substantially. While 40% of the public says CNN, the Fox News cable channel and MSNBC are pretty much the same, 48% see real differences among the three.

The feeling that the three broadcast networks are all pretty much the same is shared by network and cable news viewers alike. When it comes to evaluations of the cable news networks, however, cable viewers themselves are among the most likely to draw distinctions among the three major outlets. Among regular viewers of CNN, Fox and MSNBC, roughly 60% say that real differences separate

the cable news networks. This compares with 48% of the general public and 44% of regular viewers of the big three broadcast networks.

	REGULARLY WATCH...			
	ABC, CBS NBC	CNN	Fox	MSNBC
<i>ABC, CBS and NBC:</i>				
Pretty much the same	75	73	76	71
Real differences	21	23	18	24
Don't know	<u>4</u>	<u>4</u>	<u>6</u>	<u>5</u>
	100	100	100	100
<i>CNN, Fox and MSNBC:</i>				
Pretty much the same	46	36	37	34
Real differences	44	59	59	60
Don't know	<u>10</u>	<u>5</u>	<u>4</u>	<u>6</u>
	100	100	100	100

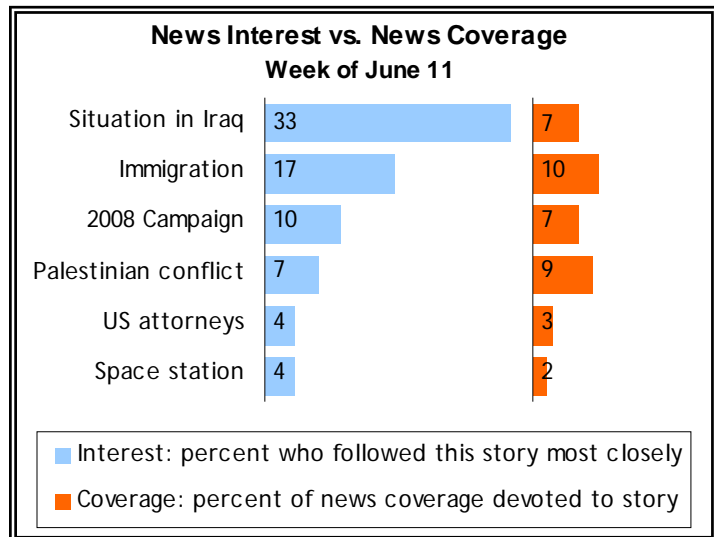
In addition, views of the cable networks differ sharply by education and partisanship. College graduates are much more likely than non-college graduates to see real differences between CNN, Fox and MSNBC. And Republicans are more likely than Democrats to see

differences. Among Republicans, 57% say there are real differences among the three major cable news networks; only 33% say the cable networks are all the same. Democrats are evenly split on this issue: 45% say there are real differences, 46% say the cable networks are all the same.

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 Top News Interest Index

In the news this week, the public remained focused on the Iraq war while the national news media divided their time fairly evenly among a host of domestic and international issues. Three-in-ten Americans followed events in Iraq very closely last week, and fully a third listed Iraq as the single news story they followed more closely than any other. The media devoted 7% of overall coverage for the week to events on the ground in Iraq.



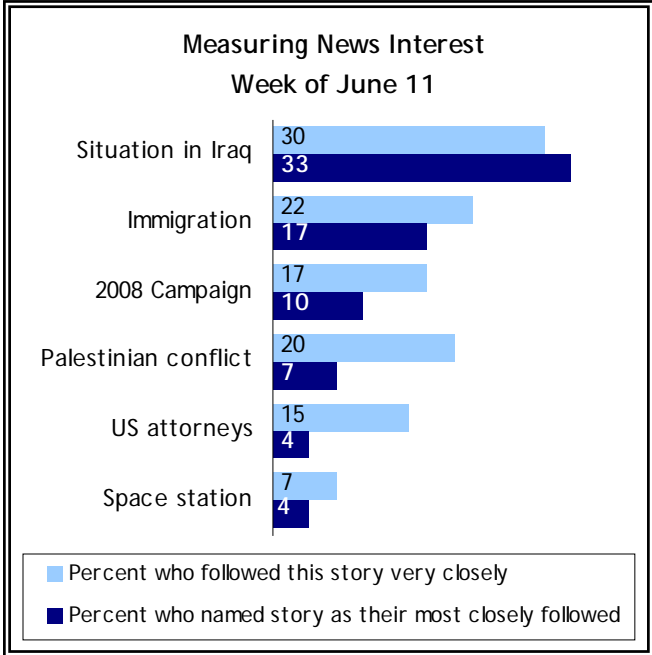
The most heavily covered news story of the week was the debate in Washington over a new immigration policy. Fully 10% of the newshole was devoted to this story as George Bush and congressional leaders attempted to keep the controversial reform legislation alive. The public paid fairly close attention to the immigration debate: 22% followed the story very closely and 17% said this was the story they followed more closely than any other.

Public interest in the 2008 presidential campaign remained steady last week. Despite the absence of major campaign events or debates, 17% of the public followed campaign news very closely and 10% listed this as their top story. The media devoted 7% of its overall coverage to the campaign.

The violent conflict between rival Palestinian groups was the second most heavily covered news story of the week (9% of the newshole). One-in-five Americans followed this story very closely, and 7% said it was their most closely followed story.

New developments in the U.S. attorney scandal put that story back in the media’s top tier. This was the fifth most heavily covered story of the week (3% of the newshole). The public is paying somewhat less attention to the story now than it had been in March and early April.

Democrats continue to follow this story much more closely than do Republicans.



Only a small segment of the public paid close attention to the recent problems aboard the international space station – 7% followed this story very closely and 4% listed it as their top story of the week. Ten years ago when the Russian space station Mir experienced problems, the American public was somewhat more interested.

## 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:

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**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	<b>30</b>	<b>37</b>	<b>20</b>	<b>13</b>	<b>*=100</b>
<b>June 8-11, 2007</b>	<b>32</b>	<b>38</b>	<b>15</b>	<b>14</b>	<b>1=100</b>
<b>June 1-4, 2007</b>	<b>30</b>	<b>36</b>	<b>20</b>	<b>13</b>	<b>1=100</b>
<b>May 24-27, 2007</b>	<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

<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>
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 <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. Problems with the computer systems on the international space station</b>	<b>7</b>	<b>21</b>	<b>30</b>	<b>42</b>	<b>*=100</b>
<b>TREND FOR COMPARISON</b>					
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
<b>c. Questions about how the White House and Attorney General Alberto Gonzales were involved in the firing of eight federal prosecutors</b>	<b>15</b>	<b>26</b>	<b>24</b>	<b>35</b>	<b>*=100</b>
<b>April 20-23, 2007</b>	<b>18</b>	<b>21</b>	<b>28</b>	<b>32</b>	<b>1=100</b>
<b>April 5-9, 2007</b>	<b>22</b>	<b>26</b>	<b>24</b>	<b>28</b>	<b>*=100</b>
<b>March 30-April 2, 2007</b>	<b>22</b>	<b>25</b>	<b>22</b>	<b>30</b>	<b>1=100</b>
<b>March 23-26, 2007</b>	<b>20</b>	<b>28</b>	<b>24</b>	<b>28</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>
<b>March 16-19, 2007</b>	<b>19</b>	<b>24</b>	<b>22</b>	<b>35</b>	<b>*=100</b>
<b>March 9-12, 2007<sup>5</sup></b>	<b>9</b>	<b>17</b>	<b>22</b>	<b>52</b>	<b>*=100</b>
d. News about candidates for the 2008 presidential election	<b>17</b>	<b>32</b>	<b>26</b>	<b>25</b>	<b>*=100</b>
<b>June 8-11, 2007</b>	<b>19</b>	<b>30</b>	<b>24</b>	<b>26</b>	<b>1=100</b>
<b>June 1-4, 2007</b>	<b>16</b>	<b>27</b>	<b>32</b>	<b>24</b>	<b>1=100</b>
<b>May 24-27, 2007</b>	<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

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

<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>
January, 2003	14	28	29	28	1=100
<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 debate in Congress over new immigration policy</b>					
<b>June 8-11, 2007</b>	<b>22</b>	<b>32</b>	<b>21</b>	<b>25</b>	<b>*=100</b>
<b>May 24-27, 2007</b>	<b>24</b>	<b>29</b>	<b>20</b>	<b>26</b>	<b>1=100</b>
<b>April 12-16, 2007<sup>8</sup></b>	<b>27</b>	<b>31</b>	<b>22</b>	<b>19</b>	<b>1=100</b>
August, 2006	21	29	24	26	*=100
June, 2006	34	40	16	9	1=100
	36	41	15	7	1=100

<sup>8</sup> 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	<b>20</b>	<b>31</b>	<b>24</b>	<b>25</b>	<b>*=100</b>

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