



THE PEW RESEARCH CENTER
For The People & The Press

NEWS Release

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FOR IMMEDIATE RELEASE:
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FOR FURTHER INFORMATION:
Andrew Kohut, Director
Michael Remez, Senior Writer

Public Divided Over Tone of Mosque Fight Mosque Debate, Egg Recall Top Public Interest

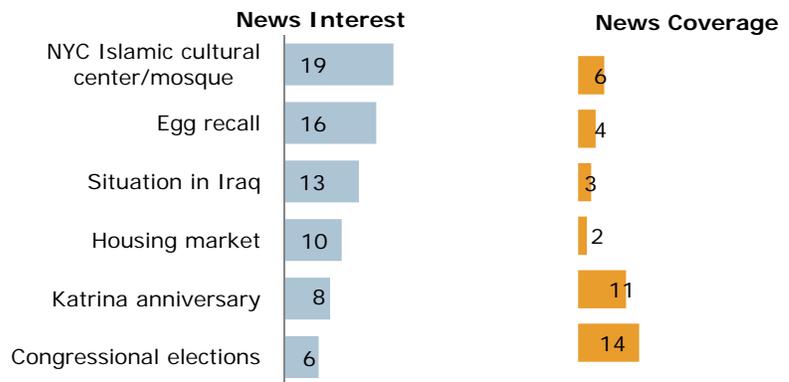
No one story dominated the public's news interest last week, as several story lines – including the debate over a mosque near Ground Zero in New York and the recall of hundreds of millions of eggs – vied for Americans' attention.

About two-in-ten (19%) say they followed the debate over plans for an Islamic cultural center and mosque in downtown Manhattan more closely than other major

stories. A comparable number (16%) say they followed the recall of more than half a billion eggs after an outbreak of salmonella most closely, according to the latest News Interest Index survey conducted Aug. 26-29 among 1002 adults by the Pew Research Center for the People & the Press.

As summer neared an end, the media also divided its attention among several top stories. The 2010 elections accounted for 14% of the newshole and stories examining New Orleans and the Gulf Coast five years after Hurricane Katrina made up another 11%, according to the Pew Research Center's Project for Excellence in Journalism (PEJ). The debate over the New York Islamic center accounted for 6% of coverage, while the egg recall made up 4%.

News Interest vs. Coverage



News interest shows the percentage of people who say they followed this story most closely, Pew Research Center for the People & the Press, August 26-29, 2010. News coverage shows the percentage of news coverage devoted to each story, Pew Research Center's Project for Excellence in Journalism, August 23-29, 2010.

Looking at the amount of coverage for certain stories, a third of the public (33%) says news organizations have given the mosque story too much coverage. A comparable 37% say the story received the right amount of attention, while 22% say it received too little. On the other hand, most (60%) say the egg recall received the right amount of coverage.

Plight of Chilean Miners and Floods in Pakistan Top Beck Rally

Close to eight-in-ten say they heard at least a little last week about the 33 miners found alive but still trapped in Chile; 37% say they heard a lot about this, while 41% heard a little. Another 21% say they heard nothing at all.

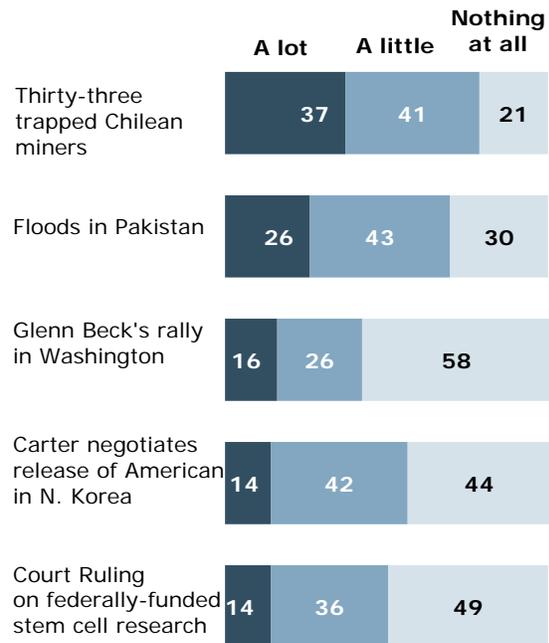
About seven-in-ten say they heard at least a little about the flooding in Pakistan and its aftermath; 26% heard a lot and 43% heard a little about this. Three-in-ten say they heard nothing at all about the flooding.

Just more than four-in-ten say they heard at least a little about the large rally in Washington on Saturday, Aug. 28, organized by talk show host Glenn Beck; 16% say they heard a lot about the rally, while 26% say they heard a little.

Nearly six-in-ten (58%), however, say they heard nothing at all about the event held on the anniversary of Martin Luther King's "I have a dream speech" at the same site. Roughly equal numbers of Republicans and Democrats say they heard at least a little about this story (47% of Republicans, 46% of Democrats). Slightly fewer independents (37%) say they heard at least a little about this.

The rally took place while the survey was in the field. Awareness of the event was greater on Saturday and Sunday than during the previous two days. (The number saying they had heard nothing at all about the rally dropped from 62% before the weekend to 49% on Saturday and Sunday).

Miners' Ordeal Widely Known



PEW RESEARCH CENTER August 26-29, 2010.
Don't know responses not shown.

Just 14% say they heard a lot about former President Jimmy Carter traveling to North Korea to negotiate the release of a jailed American. While 42% say they heard a little about this, another 44% say they heard nothing at all.

A comparable 14% say they heard a lot about a federal judge's ruling that blocked expansion of stem cell research using federal funds; 36% heard a little about this, while nearly half (49%) say they heard nothing at all.

Most Say Egg Recall Getting Right Amount of Coverage

Six-in-ten say news organizations have given the right amount of coverage to the recall of more than half a billion eggs after an outbreak of salmonella. About two-in-ten (21%) say this food safety story has gotten too little coverage, while 14% say it has gotten too much attention.

Nearly half of the public (48%) say the flooding in Pakistan has received the right amount of coverage; 33% say the flooding received too little coverage, while 10% say too much.

Opinions are more divided about coverage of the debate over the planned Islamic center and mosque in lower Manhattan. A third of the public says news organizations are giving too much coverage to the debate, while a comparable 37% say the story has received the right amount of coverage. Another 22% say it has received too little coverage. Partisans offer similar answers. For example, 40% of Republicans say the story got the right amount of coverage, compared with 35% of Democrats and 37% of independents.

The public is also divided over the amount of coverage given to the Beck rally: 24% say the event received too much coverage, 31% say too little and 27% say it got the right amount of coverage. Nearly three-in-ten Democrats (28%) say the rally received too much coverage, compared with 19% of Republicans; 26% of independents agree. On the other hand, 33% of Republicans say the rally got the right amount of coverage, compared with 23% of Democrats. Just over a quarter of independents (27%) agree.

Half say that the federal judge's ruling that blocked expansion of stem cell research using federal funds got too little coverage. Three-in-ten say it got the right amount, while just

Judging the Amount of Coverage

| <i>Amount of coverage...</i> | Too much | Right amount | Too little | DK |
|------------------------------|-----------------|---------------------|-------------------|-----------|
| | % | % | % | % |
| Egg recall | 14 | 60 | 21 | 5=100 |
| Pakistan floods | 10 | 48 | 33 | 9=100 |
| Mosque debate | 33 | 37 | 22 | 8=100 |
| Stem cell ruling | 7 | 30 | 50 | 13=100 |
| Beck rally | 24 | 27 | 31 | 18=100 |

PEW RESEARCH CENTER August 26-29, 2010.
 Figures may not add to 100% because of rounding.

7% say it got too little. Close to six-in-ten Democrats (57%) say this story got too little coverage, compared with 42% of Republicans; 53% of independents agree.

Tone of Debate Over New York Mosque

Americans are also divided over the tone of the mosque debate: 37% say the debate has been polite and respectful while a comparable 39% say it has been rude and disrespectful. About a quarter (24%) offer no opinion.

Among those who see the debate as rude and disrespectful, most (59% of that group) say those who oppose building the Islamic center are mostly to blame for this; 25% say those who think the center should be built should bear most of the blame. Another 8% volunteer that both sides share blame for the tone of the debate and an equal 8% say they don't know.

Last September, more than half (53%) of the public characterized the debate then underway over health care reform as rude and disrespectful; 31% said it was polite and respectful. Among those who said the debate had been rude and disrespectful, most (59% of that group) blamed opponents of the legislation; 17% blamed supporters, 17% volunteered that both sides shared the blame and 7% said they did not know.

Looking at the current debate, Republicans (53%) are more likely than Democrats (30%) or independents (35%) to say they see the debate as polite and respectful. Fully 45% of Democrats characterize the debate as rude and disrespectful, compared with 32% of Republicans. Nearly four-in-ten independents (39%) share this view.

Among Democrats who see the debate as rude, 71% say those who think the center should not be built are to blame, 18% say those who think it should be built are to blame and 6% say both. Among Republicans who see the debate this way, 50% blame opponents of the plan, while 33% blame those who think the center should be built; 12% say both. And among independents who see the debate as rude, 58% blame those who think the center should not be built, 28% blame those who think it should and 7% say both sides share the blame.

Public Divided Over Tone of Mosque Debate

| <i>Debate over mosque in NYC has been...</i> | Total % | Rep % | Dem % | Ind % |
|--|-------------------|-----------------|-----------------|-----------------|
| Polite and respectful | 37 | 53 | 30 | 35 |
| Rude and disrespectful | 39 | 32 | 45 | 39 |
| Don't know | <u>24</u> | <u>16</u> | <u>25</u> | <u>26</u> |
| | 100 | 100 | 100 | 100 |
| N | 1002 | 279 | 326 | 311 |

PEW RESEARCH CENTER August 26-29, 2010.
Figures may not add to 100% because of rounding.

The Week's Top Stories

The recall of more than half a billion eggs because of an outbreak of salmonella was among the week's most closely followed stories (16% most closely), while it accounted for 4% of the newshole measured by PEJ. About three-in-ten (31%) say they followed this news very closely. That nearly matches the 33% that said they followed news very closely in early 2009 about the recall of peanut products after another salmonella outbreak.

Nearly three-in-ten (28%) say they very closely followed the debate over plans for an Islamic center in lower Manhattan; 19% say this was the story they followed most closely. The controversy accounted for 6% of coverage, down from 15% one week earlier.

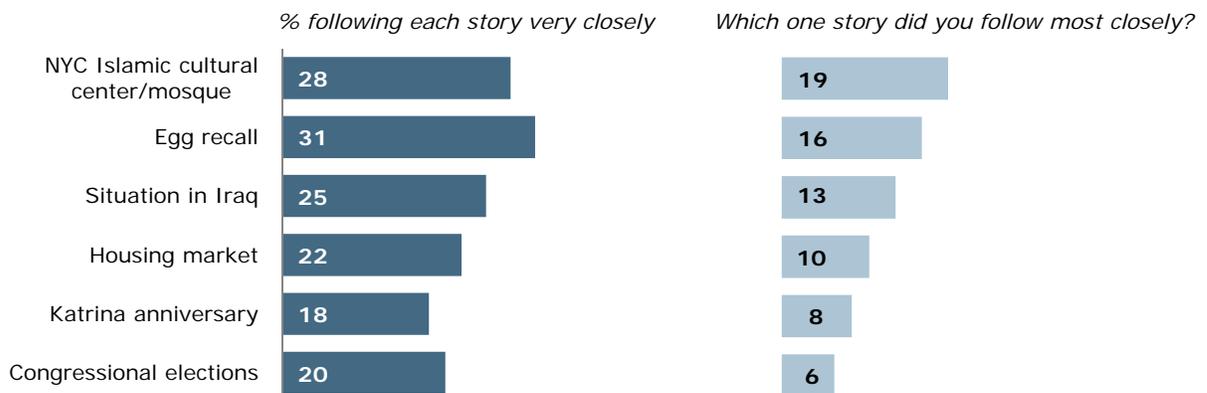
A quarter say they followed news about the situation in Iraq very closely, while 13% say this was the news they followed most closely. Reporting on Iraq made up 3% of coverage.

More than two-in-ten (22%) say they followed news about the U.S. housing market very closely; this was the most closely followed story for 10% of the public. News about the housing market made up 2% of coverage, while news about the economy overall – including the housing coverage – accounted for 9%.

Nearly two-in-ten (18%) say they followed news about the Katrina anniversary very closely, while 8% say this was the news they followed most closely. Reporting on the five year anniversary made up 11% of coverage.

News about the 2010 elections – including a series of August primaries – made up the single largest share of coverage (14%). Two-in-ten say they followed this news very closely, while 6% say it was the news they followed most closely.

Measuring News Interest



PEW RESEARCH CENTER August 26-29, 2010.

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 coverage. 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. In the most recent week, data relating to news coverage were collected August 23-29, and survey data measuring public interest in the top news stories of the week were collected August 26-29, from a nationally representative sample of 1,002 adults.

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 Monday through Sunday) PEJ compiles this data to identify the top stories for the week. (For more information about the Project for Excellence in Journalism's News Coverage Index, go to www.journalism.org.) The News Interest Index survey collects data from Thursday through Sunday to gauge public interest in the most covered stories of the week.

Results for this survey are based on telephone interviews conducted under the direction of Princeton Survey Research Associates International among a national sample of 1,003 adults living in the continental United States, 18 years of age or older, from August 26-29, 2010 (672 respondents were interviewed on a landline telephone, and 330 were interviewed on a cell phone, including 132 who had no landline telephone). Both the landline and cell phone samples were provided by Survey Sampling International. Interviews were conducted in English.

The combined landline and cell phone sample are weighted using an iterative technique that matches gender, age, education, race, Hispanic origin, region, and population density to parameters from the March 2009 Census Bureau's Current Population Survey. The sample is also weighted to match current patterns of telephone status based on extrapolations from the 2009 National Health Interview Survey. The weighting procedure also accounts for the fact that respondents with both landline and cell phones have a greater probability of being included in the combined sample and adjusts for household size within the landline sample. Sampling errors and statistical tests of significance take into account the effect of weighting. The following table shows the error attributable to sampling that would be expected at the 95% level of confidence for different groups in the survey:

| Group | Sample Size | Plus or minus ... |
|--------------|-------------|-----------------------|
| Total sample | 1,002 | 4.0 percentage points |
| Republicans | 279 | 7.5 percentage points |
| Democrats | 326 | 7.0 percentage points |
| Independents | 311 | 7.0 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.

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 seven 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

Michael Remez, Senior Writer

Leah Christian and Jocelyn Kiley, Senior Researchers

Robert Suls, Shawn Neidorf, and Alec Tyson, Research Associates

Jacob Poushter, Research Analyst

Mattie Ressler and Danielle Gewurz, Research Assistants

For more information about the Pew Research Center for the People & the Press' weekly News Interest Index, go to www.people-press.org.

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PEW RESEARCH CENTER NEWS INTEREST INDEX
AUGUST 26-29, 2010 OMNIBUS
FINAL TOPLINE
N=1002

PEW.1 HELD FOR FUTURE RELEASE

ASK ALL:

PEW.2 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] [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> | (VOL.) DK/Ref |
|---|-------------------------|---------------------------|----------------------------|-------------------------------|--------------------------|
| a. Reports about the U.S housing market August 26-29,2010 | 22 | 31 | 24 | 22 | 1 |
| TRENDS FOR COMPARISON: | | | | | |
| Feb 20-23, 2009: <i>The Obama administration's plan to help homeowners facing foreclosure which could cost as much as \$275 billion dollars</i> | 31 | 36 | 19 | 13 | 1 |
| September 12-15, 2008: <i>The federal government taking control of the mortgage companies Fannie Mae and Freddie Mac</i> | 28 | 35 | 19 | 17 | 1 |
| May 30-June 2, 2008: <i>Reports about problems in the U.S housing market</i> | 26 | 32 | 21 | 21 | 0 |
| March 7-10, 2008: <i>A record number of home mortgage foreclosures</i> | 28 | 33 | 19 | 20 | * |
| b. The current situation and events in Iraq August 26-29,2010 | 25 | 36 | 24 | 15 | 1 |
| TRENDS FOR COMPARISON: | | | | | |
| August 19-22, 2010: <i>The withdrawal of U.S. combat troops from Iraq</i> | 31 | 33 | 19 | 17 | 1 |
| August 5-8, 2010: <i>The current situation and events in Iraq</i> | 23 | 35 | 22 | 18 | 1 |
| May 13-16, 2010 | 31 | 34 | 21 | 13 | 2 |
| March 12-15, 2010 | 22 | 36 | 28 | 14 | * |
| March 5-8, 2010 | 26 | 34 | 20 | 20 | * |
| January 29-February 1, 2010 | 23 | 33 | 27 | 17 | * |
| January 15-18, 2010 | 20 | 35 | 28 | 17 | * |
| October 16-19, 2009 | 23 | 30 | 24 | 23 | * |
| September 11-14, 2009 | 21 | 33 | 30 | 16 | * |
| August 21-24, 2009 | 25 | 35 | 22 | 18 | 1 |
| August 14-17, 2009 | 19 | 38 | 23 | 18 | * |
| July 2-5, 2009: <i>U.S. troops withdrawing from Iraqi cities</i> | 25 | 34 | 20 | 21 | 0 |
| April 24-27, 2009: <i>The current situation and events in Iraq</i> | 21 | 35 | 25 | 19 | * |
| March 20-23, 2009 | 25 | 37 | 21 | 17 | * |
| February 27-March 2, 2009: <i>Barack Obama's plan to withdraw most U.S. troops from Iraq by August 2010</i> | 40 | 37 | 13 | 9 | 1 |
| December 12-15, 2008: <i>The current situation and events in Iraq</i> | 24 | 35 | 25 | 16 | * |
| November 21-24, 2008 | 32 | 31 | 24 | 13 | 0 |
| November 14-17, 2008 | 24 | 33 | 27 | 16 | * |
| October 31-November 3, 2008 | 30 | 35 | 22 | 12 | 1 |

PEW.2 CONTINUED...

| | Very <u>closely</u> | Fairly <u>closely</u> | Not too <u>closely</u> | Not at all <u>closely</u> | (VOL.) <u>DK/Ref</u> |
|--------------------------------|------------------------|--------------------------|---------------------------|------------------------------|-------------------------|
| October 24-27, 2008 | 29 | 35 | 25 | 11 | * |
| October 10-13, 2008 | 23 | 34 | 30 | 13 | * |
| October 3-6, 2008 | 29 | 33 | 28 | 10 | * |
| September 5-8, 2008 | 24 | 37 | 26 | 13 | * |
| August 29-31, 2008 | 22 | 32 | 29 | 16 | 1 |
| August 22-25, 2008 | 26 | 31 | 27 | 15 | 1 |
| August 1-4, 2008 | 27 | 40 | 23 | 10 | * |
| July 25-28, 2008 | 28 | 33 | 22 | 17 | * |
| July 18-21, 2008 | 33 | 35 | 20 | 12 | * |
| July 11-14, 2008 | 24 | 35 | 24 | 16 | 1 |
| July 3-7, 2008 | 25 | 35 | 25 | 15 | * |
| June 20-23, 2008 | 25 | 36 | 24 | 15 | * |
| May 9-12, 2008 | 29 | 35 | 21 | 14 | 1 |
| May 2-5, 2008 | 26 | 35 | 25 | 13 | 1 |
| April 25-28, 2008 | 29 | 35 | 23 | 12 | 1 |
| April 18-21, 2008 | 29 | 39 | 20 | 11 | 1 |
| April 11-14, 2008 | 25 | 39 | 20 | 15 | 1 |
| April 4-7, 2008 | 25 | 37 | 23 | 15 | * |
| March 28-31, 2008 | 29 | 40 | 19 | 11 | 1 |
| March 20-24, 2008 | 30 | 38 | 19 | 13 | * |
| March 14-17, 2008 | 29 | 38 | 23 | 10 | * |
| March 7-10, 2008 | 28 | 39 | 18 | 15 | * |
| February 29-March 3, 2008 | 28 | 40 | 19 | 13 | * |
| February 8-11, 2008 | 24 | 35 | 25 | 16 | * |
| February 1-4, 2008 | 28 | 39 | 22 | 11 | * |
| January 25-28, 2008 | 23 | 35 | 26 | 16 | * |
| January 18-21, 2008 | 31 | 33 | 20 | 15 | 1 |
| January 11-14, 2008 | 25 | 38 | 21 | 16 | * |
| January 4-7, 2008 | 27 | 38 | 20 | 15 | * |
| December 14-17, 2007 | 26 | 32 | 24 | 18 | * |
| December 7-10, 2007 | 28 | 37 | 21 | 14 | * |
| November 23-26, 2007 | 25 | 37 | 21 | 16 | 1 |
| November 16-19, 2007 | 31 | 37 | 19 | 12 | 1 |
| November 9-12, 2007 | 29 | 38 | 19 | 13 | 1 |
| November 2-5, 2007 | 31 | 35 | 18 | 15 | 1 |
| October 26-29, 2007 | 28 | 37 | 21 | 13 | 1 |
| October 19-22, 2007 | 28 | 37 | 20 | 15 | * |
| October 12-15, 2007 | 26 | 36 | 18 | 19 | 1 |
| October 5-8, 2007 | 29 | 33 | 22 | 16 | * |
| September 28 – October 1, 2007 | 30 | 41 | 18 | 11 | * |
| September 21-24, 2007 | 32 | 38 | 17 | 13 | * |
| September 14-17, 2007 | 31 | 36 | 18 | 15 | 0 |
| September 7-10, 2007 | 32 | 34 | 20 | 14 | * |
| August 30 – September 2, 2007 | 31 | 34 | 18 | 16 | 1 |
| August 24-27, 2007 | 34 | 36 | 18 | 12 | * |
| August 17-20, 2007 | 33 | 34 | 18 | 15 | * |
| August 10-13, 2007 | 36 | 37 | 14 | 13 | * |
| August 3-6, 2007 | 29 | 40 | 19 | 12 | * |
| July 27-30, 2007 | 28 | 36 | 19 | 16 | 1 |
| July 20-23, 2007 | 28 | 34 | 21 | 16 | 1 |
| July 13-16, 2007 | 25 | 41 | 17 | 16 | 1 |
| July 6-9, 2007 | 36 | 34 | 18 | 12 | * |
| June 29-July 2, 2007 | 32 | 35 | 19 | 13 | 1 |
| June 22-25, 2007 | 30 | 36 | 18 | 15 | 1 |
| June 15-18, 2007 | 30 | 37 | 20 | 13 | * |
| June 8-11, 2007 | 32 | 38 | 15 | 14 | 1 |
| June 1-4, 2007 | 30 | 36 | 20 | 13 | 1 |
| May 24-27, 2007 | 33 | 36 | 18 | 12 | 1 |

PEW.2 CONTINUED...

| | <u>Very closely</u> | <u>Fairly closely</u> | <u>Not too closely</u> | <u>Not at all closely</u> | (VOL.) DK/Ref |
|--|-------------------------|---------------------------|----------------------------|-------------------------------|--------------------------|
| May 18-21, 2007 | 36 | 34 | 15 | 14 | 1 |
| May 11-14, 2007 | 30 | 34 | 18 | 17 | 1 |
| May 4-7, 2007 | 38 | 37 | 15 | 10 | * |
| April 27-30, 2007 | 27 | 35 | 21 | 16 | 1 |
| April 20-23, 2007 | 28 | 35 | 22 | 15 | * |
| April 12-16, 2007 | 34 | 33 | 20 | 13 | * |
| April 5-9, 2007 | 33 | 39 | 16 | 11 | 1 |
| March 30-April 2, 2007 | 34 | 37 | 16 | 13 | * |
| March 23-March 26, 2007: <i>News about the current situation in Iraq</i> | 31 | 38 | 18 | 12 | 1 |
| March 16-19, 2007 | 34 | 34 | 17 | 15 | * |
| March 9-12, 2007 | 34 | 37 | 16 | 13 | * |
| March 2-5, 2007 | 37 | 37 | 16 | 9 | 1 |
| February 23-26, 2007 | 36 | 36 | 15 | 13 | * |
| February 16-19, 2007 | 30 | 36 | 19 | 14 | 1 |
| February 9-12, 2007 | 37 | 34 | 18 | 11 | * |
| February 2-5, 2007 | 38 | 38 | 17 | 7 | * |
| January 26-29, 2007 | 36 | 38 | 15 | 11 | * |
| January 19-22, 2007 | 37 | 34 | 18 | 10 | 1 |
| January 12-15, 2007 | 38 | 36 | 17 | 8 | 1 |
| January, 2007 | 46 | 40 | 8 | 5 | 1 |
| January 5-8, 2007 | 40 | 32 | 16 | 12 | 0 |
| December, 2006 | 42 | 39 | 12 | 7 | * |
| November 30-December 3, 2006 | 40 | 36 | 13 | 11 | * |
| Mid-November, 2006 | 44 | 38 | 12 | 6 | * |
| September, 2006 | 33 | 43 | 14 | 8 | 2 |
| August, 2006 | 41 | 39 | 12 | 7 | 1 |
| June, 2006 | 37 | 43 | 13 | 6 | 1 |
| May, 2006 | 42 | 35 | 15 | 7 | 1 |
| April, 2006 | 43 | 36 | 13 | 7 | 1 |
| March, 2006 | 43 | 38 | 12 | 6 | 1 |
| February, 2006 | 39 | 42 | 12 | 6 | 1 |
| January, 2006 | 40 | 40 | 12 | 7 | 1 |
| December, 2005 | 45 | 38 | 11 | 5 | 1 |
| Early November, 2005 | 41 | 40 | 13 | 6 | * |
| Early October, 2005 | 43 | 36 | 15 | 6 | * |
| Early September, 2005 | 32 | 40 | 20 | 7 | 1 |
| July, 2005 | 43 | 37 | 13 | 6 | 1 |
| Mid-May, 2005 | 42 | 42 | 11 | 5 | * |
| Mid-March, 2005 | 40 | 39 | 14 | 5 | 2 |
| February, 2005 | 38 | 45 | 13 | 4 | * |
| January, 2005 | 48 | 37 | 11 | 4 | * |
| December, 2004 | 34 | 44 | 15 | 6 | 1 |
| Mid-October, 2004 | 42 | 38 | 11 | 8 | 1 |
| Early September, 2004 | 47 | 37 | 9 | 6 | 1 |
| August, 2004 | 39 | 42 | 12 | 6 | 1 |
| July, 2004 | 43 | 40 | 11 | 6 | * |
| June, 2004 | 39 | 42 | 12 | 6 | 1 |
| April, 2004 | 54 | 33 | 8 | 5 | * |
| Mid-March, 2004 | 47 | 36 | 12 | 4 | 1 |
| Early February, 2004 | 47 | 38 | 10 | 4 | 1 |
| Mid-January, 2004 | 48 | 39 | 9 | 4 | * |
| December, 2003 | 44 | 38 | 11 | 6 | 1 |
| November, 2003 | 52 | 33 | 9 | 5 | 1 |
| September, 2003 | 50 | 33 | 10 | 6 | 1 |
| Mid-August, 2003 | 45 | 39 | 10 | 5 | 1 |
| Early July, 2003 | 37 | 41 | 13 | 8 | 1 |
| June, 2003 | 46 | 35 | 13 | 6 | * |

PEW.2 CONTINUED...

| | Very <u>closely</u> | Fairly <u>closely</u> | Not too <u>closely</u> | Not at all <u>closely</u> | (VOL.) <u>DK/Ref</u> |
|---|------------------------|--------------------------|---------------------------|------------------------------|-------------------------|
| May, 2003 | 63 | 29 | 6 | 2 | * |
| April 11-16, 2003: <i>News about the war in Iraq</i> | 47 | 40 | 10 | 2 | 1 |
| April 2-7, 2003 | 54 | 34 | 9 | 2 | 1 |
| March 20-24, 2003 | 57 | 33 | 7 | 2 | 1 |
| March 13-16, 2003: <i>Debate over the possibility that the U.S. will take military action in Iraq</i> | 62 | 27 | 6 | 4 | 1 |
| February, 2003 | 62 | 25 | 8 | 4 | 1 |
| January, 2003 | 55 | 29 | 10 | 4 | 2 |
| December, 2002 | 51 | 32 | 10 | 6 | 1 |
| Late October, 2002 | 53 | 33 | 8 | 5 | 1 |
| Early October, 2002 | 60 | 28 | 6 | 5 | 1 |
| Early September, 2002: <i>Debate over the possibility that the U.S. will invade Iraq</i> | 48 | 29 | 15 | 6 | 2 |
| c. The planned building of an Islamic cultural center and mosque in downtown New York City | | | | | |
| August 26-29, 2010 | 28 | 32 | 19 | 20 | * |
| August 19-22, 2010 | 31 | 25 | 17 | 27 | 1 |
| August 5-8, 2010 | 19 | 19 | 18 | 42 | 2 |
| d. News about this year's congressional elections | | | | | |
| August 26-29, 2010 | 20 | 27 | 23 | 28 | 1 |
| August 19-22, 2010 | 19 | 23 | 24 | 33 | 1 |
| August 12-15, 2010 | 20 | 22 | 19 | 38 | 1 |
| July 29-August 1, 2010 | 29 | 34 | 22 | 14 | * |
| July 15-18, 2010 | 17 | 23 | 26 | 33 | 1 |
| June 10-13, 2010 | 20 | 29 | 24 | 27 | 1 |
| May 20-23, 2010 | 23 | 25 | 24 | 27 | * |
| April 23-26, 2010 | 20 | 25 | 19 | 35 | * |
| March 5-8, 2010 | 25 | 27 | 21 | 26 | 1 |
| January 8-11, 2010 | 20 | 24 | 26 | 29 | 1 |
| TRENDS FOR COMPARISON: | | | | | |
| October 24-27, 2008: <i>News about candidates for local and statewide elections</i> | 20 | 35 | 24 | 20 | 1 |
| Early November, 2006: <i>News about candidates and election campaigns in your state and district</i> | 27 | 37 | 18 | 17 | 1 |
| Late October, 2006 (RVs) | 27 | 45 | 17 | 11 | * |
| Early October, 2006 | 21 | 38 | 25 | 15 | 1 |
| Early September, 2006 | 16 | 32 | 28 | 23 | 1 |
| August, 2006 | 20 | 29 | 28 | 22 | 1 |
| June, 2006 | 18 | 30 | 29 | 21 | 2 |
| May, 2006 | 18 | 28 | 30 | 23 | 1 |
| Early November, 2002 (RVs) | 27 | 46 | 18 | 9 | * |
| Late October, 2002 (RVs) | 28 | 34 | 24 | 13 | 1 |
| Early October, 2002 (RVs) | 21 | 46 | 22 | 10 | 1 |
| Early September, 2002 | 17 | 29 | 29 | 24 | 1 |
| Late October, 1998 (RVs) | 26 | 45 | 20 | 9 | * |

PEW.2 CONTINUED...

| | Very <u>closely</u> | Fairly <u>closely</u> | Not too <u>closely</u> | Not at all <u>closely</u> | (VOL.) <u>DK/Ref</u> |
|--|------------------------|--------------------------|---------------------------|------------------------------|-------------------------|
| Early October, 1998 (RVs) | 21 | 43 | 24 | 11 | 1 |
| Early September, 1998 | 17 | 32 | 28 | 23 | * |
| Early August, 1998 | 13 | 30 | 28 | 23 | 1 |
| June, 1998 | 9 | 27 | 33 | 30 | 1 |
| April, 1998 ¹ | 16 | 33 | 24 | 27 | * |
| November, 1994 | 18 | 42 | 25 | 15 | * |
| Late October, 1994 | 14 | 38 | 31 | 16 | 1 |
| Early October, 1994 | 23 | 34 | 23 | 19 | 1 |
| September, 1994 | 19 | 34 | 29 | 18 | * |
| November, 1990 | 38 | 34 | 17 | 11 | * |
| October, 1990 | 18 | 32 | 28 | 22 | * |
| e. The recall of more than half a billion eggs after an outbreak of salmonella | | | | | |
| August 26-29, 2010 | 31 | 29 | 25 | 15 | * |
| TRENDS FOR COMPARISON: | | | | | |
| January 29-February 1, 2010: <i>Toyota's recall and temporary halt of sales of many cars and trucks because of problems with sudden acceleration</i> | 21 | 30 | 22 | 26 | 1 |
| January 30-February 2, 2009: <i>The recall of peanut products after a nationwide outbreak of salmonella</i> | 33 | 38 | 20 | 9 | * |
| September 26-29, 2008: <i>Reports about contaminated milk powder in China</i> | 17 | 27 | 24 | 31 | 1 |
| February 22-25, 2008: <i>The U.S. Department of Agriculture recalling over 100 million pounds of frozen beef</i> | 29 | 36 | 19 | 16 | * |
| November 9-12, 2007: <i>The recall of various toys made in China that can be dangerous for children</i> | 33 | 34 | 17 | 15 | 1 |
| August 17-20, 2007: <i>Safety issues involving toys and other products from China</i> | 28 | 32 | 21 | 19 | * |
| June 29-July 2, 2007: <i>Safety issues involving food and other products from China</i> | 26 | 30 | 20 | 24 | |
| May 4-7, 2007: <i>Reports about contaminated pet food</i> | 28 | 28 | 21 | 22 | 1 |
| October, 2000: <i>The recall of defective Firestone tires</i> | 42 | 34 | 16 | 8 | * |
| September, 1997: <i>The recall of contaminated hamburger meat</i> | 40 | 37 | 16 | 7 | * |
| f. The fifth anniversary of Hurricane Katrina hitting New Orleans and the Gulf Coast | | | | | |
| August 26-29, 2010 | 18 | 28 | 26 | 27 | * |
| TRENDS FOR COMPARISON: | | | | | |
| December 2006: <i>Rebuilding efforts in areas affected by Hurricane Katrina</i> | 29 | 40 | 21 | 9 | 1 |
| March 2006 | 36 | 42 | 14 | 7 | 1 |
| December 2005 | 39 | 40 | 15 | 5 | 1 |

¹ In April 1998, September 1994 and October 1990, story was listed as "Candidates and election campaigns in your state." In November 1990, story was listed as "Candidates and elections in your state."

PEW.2 CONTINUED...

| | <u>Very closely</u> | <u>Fairly closely</u> | <u>Not too closely</u> | <u>Not at all closely</u> | (VOL.) DK/Ref |
|---|-------------------------|---------------------------|----------------------------|-------------------------------|--------------------------|
| Late October 2005: <i>The impact of Hurricanes Katrina and Rita on New Orleans and the Gulf Coast</i> | 69 | 24 | 5 | 2 | * |
| Early October 2005 | 73 | 21 | 4 | 2 | * |
| Early September 2005: <i>The impact of Hurricane Katrina on New Orleans</i> | 70 | 21 | 7 | 2 | * |

ASK ALL:

PEW.3 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.**]

| | |
|----|---|
| 19 | The planned building of an Islamic cultural center and mosque in downtown New York City |
| 16 | The recall of more than half a billion eggs after an outbreak of salmonella |
| 13 | The current situation and events in Iraq |
| 10 | Reports about the U.S. housing market |
| 8 | The fifth anniversary of Hurricane Katrina hitting New Orleans and the Gulf Coast |
| 6 | News about this year's congressional elections |
| 15 | Some other story (VOL.) |
| 13 | Don't know/Refused (VOL.) |

ASK ALL:

PEW.4 How much if anything, have you heard about each of the following? Have you heard a lot, a little or nothing at all? [**INSERT ITEM; RANDOMIZE**]

| | <u>A lot</u> | <u>A little</u> | <u>Nothing at all</u> | (VOL.) DK/Ref |
|--|--------------|-----------------|---------------------------|--------------------------|
| a. Former President Jimmy Carter traveling to North Korea to negotiate the return of a jailed American August 26-29, 2010 | 14 | 42 | 44 | * |
| TRENDS FOR COMPARISON: | | | | |
| June 12-15, 2009: <i>North Korea sentencing two U.S. Journalists to 12 years hard labor</i> | 44 | 29 | 26 | * |
| April 24-27, 2009: <i>Three American journalists prosecuted in North Korea and Iran</i> | 13 | 46 | 41 | * |
| b. Talk show host Glenn Beck's upcoming rally at the Lincoln Memorial, on the anniversary of Martin Luther King's "I have a dream" speech ² | | | | |
| August 26-29, 2010 | 16 | 26 | 58 | * |
| August 19-22, 2010 | 11 | 17 | 71 | * |
| TRENDS FOR COMPARISON: | | | | |
| September 18-21, 2009: <i>A September 12th rally in Washington to protest government spending and policies</i> | 23 | 37 | 40 | * |
| May 2-6, 2000: <i>The Million Mom March, a rally to be held in Washington, D.C. on Mother's Day in support of gun control</i> | 10 | 42 | 48 | * |

² The word "upcoming" was removed from items Pew.4b and Pew.5a in polling that took place on Saturday, Aug. 28, and Sunday, Aug. 29, as the event took place on Saturday, Aug 28, 2010.

PEW.4 CONTINUED...

| | <u>A lot</u> | <u>A little</u> | <u>Nothing at all</u> | (VOL.) <u>DK/Ref</u> |
|--|--------------|-----------------|-----------------------|--------------------------------|
| c. Thirty-three miners found alive, but still trapped in a mine in Chile August 26-29, 2010 | 37 | 41 | 21 | * |
| d. Flooding in Pakistan and its aftermath August 26-29, 2010 | 26 | 43 | 30 | * |
| e. A federal judge's ruling blocking the expansion of stem cell research using federal funds August 26-29, 2010 | 14 | 36 | 49 | * |

ASK ALL:

PEW.5 Do you think news organizations are giving too much coverage, too little coverage, or the right amount of coverage to each of the following? **[READ AND RANDOMIZE]**

| | <u>Too much coverage</u> | <u>Too little coverage</u> | <u>Right amount of coverage</u> | (VOL.) <u>DK/Ref</u> |
|---|--------------------------|----------------------------|---------------------------------|--------------------------------|
| a. Talk show host Glenn Beck's upcoming rally at the Lincoln Memorial, on the anniversary of Martin Luther King's "I have a dream" speech August 26-29, 2010 | 24 | 31 | 27 | 18 |
| b. The recall of more than half a billion eggs after an outbreak of salmonella August 26-29, 2010 | 14 | 21 | 60 | 5 |
| c. Flooding in Pakistan and its aftermath August 26-29, 2010 | 10 | 33 | 48 | 9 |
| d. The planned building of an Islamic cultural center and mosque in downtown New York City August 26-29, 2010 | 33 | 22 | 37 | 8 |
| e. A federal judge's ruling blocking the expansion of stem cell research using federal funds August 26-29, 2010 | 7 | 50 | 30 | 13 |

ASK ALL:

PEW.6 Thinking about the debate over the Islamic cultural center and mosque in downtown New York City, how would you characterize the tone of the debate? Has it been generally polite and respectful or generally rude and disrespectful?

Aug 26-29

2010

| | |
|----|----------------------------------|
| 37 | Polite and respectful |
| 39 | Rude and disrespectful |
| 24 | Don't know/Refused (VOL.) |

ASK IF "RUDE" (PEW.6=2) [N=389]:PEW.7 Who do you think is mostly to blame for this **[READ AND RANDOMIZE]**:

Aug 26-29

2010

- 25 Those who think the center should be built **[OR]**
- 59 Those who think the center should NOT be built
- 8 Both **(VOL.)**
- 8 Don't know/Refused **(VOL.)**

TREND FOR COMPARISON, September 11-14, 2009:

How would you characterize the tone of the debate over health care: Has it been generally polite and respectful or generally rude and disrespectful?

- 31 Polite and respectful
- 53 Rude and disrespectful
- 16 Don't know/Refused **(VOL.)**

IF RUDE: Who do you think is mostly to blame for this, the supporters of health care legislation or opponents of health care legislation?

- 17 Supporters
- 59 Opponents
- 17 Both **(VOL.)**
- 7 Don't know /Refused **(VOL.)**