

PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
May 20-23, 2010 NEWS INTEREST INDEX OMNIBUS SURVEY
FINAL TOPLINE
N=1,002

ASK ALL:

PEW.1 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.) <u>DK/ Refused</u>
a. Reports about the condition of the U.S. economy					
May 20-23, 2010	40	35	13	11	*
May 13-16, 2010	49	32	11	8	1
May 7-10, 2010	42	34	11	12	*
April 30-May 3, 2010	32	37	17	14	1
April 23-26, 2010	42	31	13	14	*
April 16-19, 2010	40	32	14	14	0
April 9-12, 2010	40	32	15	13	*
April 1-5, 2010	33	34	14	19	*
March 19-22, 2010	41	32	14	13	*
March 12-15, 2010	41	35	12	12	*
March 5-8, 2010	40	34	12	13	*
February 26-March 1, 2010	31	33	17	19	*
February 19-22, 2010	38	34	15	12	*
February 12-15, 2010	35	34	15	16	*
February 5-8, 2010	43	36	13	9	*
January 29-February 1, 2010	45	32	13	10	*
January 22-25, 2010	41	34	14	10	*
January 15-18, 2010	37	38	14	11	*
January 8-11, 2010	39	33	15	12	*
December 18-21, 2009	45	31	14	10	0
December 11-14, 2009	42	31	14	13	*
December 4-7, 2009	41	36	13	9	1
November 13-16, 2009	38	33	14	15	*
October 30-November 2, 2009	34	32	17	16	*
October 23-26, 2009	44	30	15	10	1
October 9-12, 2009	41	29	16	13	*
October 2-5, 2009	44	30	15	11	0
September 25-28, 2009	44	37	10	10	*
September 18-21, 2009	44	34	15	7	*
September 11-14, 2009	45	32	14	9	*
September 3-6, 2009	41	31	15	13	*
August 28-31, 2009	45	30	13	12	1
August 21-24, 2009	50	27	13	10	1
August 14-17, 2009	41	37	11	12	*
August 7-10, 2009	42	34	13	10	*
July 31-August 3, 2009	46	34	11	8	*
July 24-27, 2009	45	35	12	8	*
July 17-20, 2009	43	35	11	11	1
July 10-13, 2009	37	38	13	11	*
July 2-5, 2009	38	35	15	12	*
June 19-22, 2009	42	33	15	10	*

PEW.1 CONTINUED...

	Very <u>closely</u>	Fairly <u>closely</u>	Not too <u>closely</u>	Not at all <u>closely</u>	(VOL.) DK/ <u>Refused</u>
June 12-15, 2009	41	35	12	12	*
June 5-8, 2009	41	34	11	14	*
May 29-June 1, 2009	43	37	11	8	*
May 21-24, 2009	44	35	13	9	*
May 15-18, 2009	44	35	12	8	*
May 8-11, 2009	42	34	12	12	*
May 1-4, 2009	47	36	11	5	1
April 17-20, 2009	52	30	10	7	1
April 9-13, 2009	48	29	13	10	0
March 27-30, 2009	48	32	10	10	*
March 20-23, 2009	52	34	8	6	*
March 13-16, 2009	48	33	9	10	*
February 27-March 2, 2009	56	30	8	6	*
February 13-16, 2009	55	29	10	6	*
January 30-February 2, 2009	52	31	12	5	*
January 23-26, 2009	57	30	8	5	0
January 16-19, 2009	43	35	13	9	*
January 2-4, 2009	42	36	15	7	*
December 12-15, 2008	51	33	9	7	*
December 5-8, 2008	42	38	13	7	*
November 21-24, 2008	59	24	9	8	*
November 14-17, 2008	56	29	9	6	*
November 7-10, 2008	54	31	8	7	*
October 31-November 3, 2008	63	27	6	4	*
October 24-27, 2008	52	35	7	5	1
October 17-20, 2008	62	29	6	3	*
October 10-13, 2008	65	25	7	3	*
October 3-6, 2008	69	23	5	3	*
September 26-29, 2008	70	22	5	3	*
September 19-22, 2008	56	27	12	5	*
September 5-8, 2008	44	33	16	7	*
August 29-31, 2008	41	34	13	11	1
August 15-18, 2008	39	36	15	10	*
August 8-11, 2008	39	35	16	10	*
August 1-4, 2008	47	34	11	8	0
July 25-28, 2008	46	32	10	12	*
July 18-21, 2008	45	33	13	9	*
July 11-14, 2008	44	33	12	10	1
June 27-30, 2008	49	31	12	7	1
June 13-16, 2008	42	33	14	11	*
May 9-12, 2008	45	31	13	11	*
May 2-5, 2008	43	31	15	10	1
April 18-21, 2008	41	35	13	10	1
April 4-7, 2008	39	37	12	12	*
March 28-31, 2008	42	36	14	8	*
March 20-24, 2008	45	33	13	9	*
February 29-March 3, 2008	38	35	15	11	1
February 15-18, 2008	37	36	11	16	8
February 1-4, 2008	40	37	14	8	1
January 18-21, 2008	42	31	16	11	*
January 11-14, 2008	36	32	15	16	1
November 2-5, 2007	27	37	16	19	1
October 19-22, 2007	25	34	20	21	*

PEW.1 CONTINUED...

	Very <u>closely</u>	Fairly <u>closely</u>	Not too <u>closely</u>	Not at all <u>closely</u>	(VOL.) DK/ <u>Refused</u>
August 10-13, 2007	28	36	18	18	*
Mid-November, 2006	31	40	17	11	1
December, 2005	35	35	18	11	1
Early November, 2005	35	39	17	9	*
Mid-May, 2005	30	39	19	11	1
January, 2005	35	41	17	7	*
Mid-October, 2004	30	43	16	10	1
Early September, 2004	39	34	15	11	1
Mid-January, 2004	37	41	15	7	*
December, 2003	35	38	14	11	2
November, 2003	40	34	15	10	1
October, 2003	32	39	16	12	1
September, 2003	39	30	18	12	1
March, 2003	40	35	16	8	1
February, 2003	42	33	15	10	*
December, 2002	38	34	17	10	1
February, 2002	35	40	15	9	1
January, 2002	30	44	16	9	1
December, 2001	37	40	13	8	2
Mid-November, 2001	41	36	15	7	1
June, 2001	24	41	18	16	1
May, 2001	34	36	15	15	0
April, 2001	36	34	16	13	1
February, 2001	30	39	18	12	1
January, 2001	32	38	17	11	2
June, 1995	26	41	22	11	*
March, 1995	27	45	19	9	*
February, 1995	23	41	22	13	1
December, 1994	28	43	20	9	*
October, 1994	27	40	20	12	1
June, 1994	25	42	23	10	*
May, 1994	33	40	16	10	1
January, 1994	34	39	16	10	1
Early January, 1994	36	44	13	7	*
December, 1993	35	41	15	8	1
October, 1993	33	38	20	9	*
September, 1993	37	40	14	8	1
Early September, 1993	39	39	14	9	*
August, 1993	41	36	14	9	*
May, 1993	37	38	18	6	1
February, 1993	49	36	10	5	*
January, 1993	42	39	12	7	*
September, 1992	43	37	13	6	1
May, 1992	39	39	15	6	1
March, 1992	47	38	11	4	*
February, 1992	47	37	10	6	*
January, 1992	44	40	11	5	*
October, 1991	36	38	16	9	1

b. An oil leak in the Gulf of Mexico threatening the coast of several states

May 20-23, 2010	47	35	11	7	*
May 13-16, 2010	58	29	9	4	*

PEW.1 CONTINUED...

	<u>Very closely</u>	<u>Fairly closely</u>	<u>Not too closely</u>	<u>Not at all closely</u>	(VOL.) <u>DK/ Refused</u>
May 7-10, 2010	46	33	11	10	*
April 30-May 3, 2010: <i>Oil leaking into the ocean near the Louisiana coast after an off-shore oil rig explosion</i>	44	35	11	10	*
April 23-26, 2010: <i>An explosion on an off-shore oil rig near the coast of Louisiana</i>	21	35	22	23	*
TRENDS FOR COMPARISON:					
April 1-5, 2010: <i>President Obama's proposal to allow offshore oil and gas drilling</i>	20	24	21	33	1
July 25-28, 2008: <i>A major oil spill into the Mississippi River</i>	14	19	25	41	1
December 4-8, 2002: <i>The large oil spill polluting the coast of Spain</i>	15	29	28	27	1
May 4-7, 1989: <i>The Alaska oil spill</i>	52	37	7	4	--
c. A government crackdown on protestors in Thailand					
May 20-23, 2010	7	14	27	52	1
TREND FOR COMPARISON:					
July 31-August 3, 2009: <i>The Iranian government's crackdown on opposition protestors</i>	18	23	26	31	2
July 2-5, 2009: <i>News about controversy surrounding the recent Iranian election</i>	22	31	23	23	*
June 26-29, 2009: <i>The Iranian government's crackdown on election protestors</i>	31	27	18	23	1
June 19-22, 2009: <i>Protests in Iran over disputed elections</i>	28	28	21	22	1
March 20-24, 2008: <i>Violent protests in Tibet against the Chinese government</i>	12	27	26	35	*
September 28-October 1, 2007: <i>Pro-democracy protests by Buddhist monks in Burma</i>	13	27	20	39	1
March 17-21, 2005: <i>Protests and political changes in Lebanon</i>	10	28	25	36	1
October 6-8, 2000: <i>Civil unrest and rioting in Belgrade, Yugoslavia</i>	18	27	24	31	*
January 9-12, 1997: <i>Protests and demonstrations in Belgrade against Serbian President Milosevic</i>	7	14	29	49	1
d. Proposals for stricter regulation of banks and financial institutions					
May 20-23, 2010	22	29	21	28	1
April 30-May 3, 2010	19	28	19	33	1
April 23-26, 2010	27	26	20	27	*
TREND FOR COMPARISON:					
June 19-22, 2009: <i>The Obama administration's plans to expand regulations of financial institutions</i>	27	28	26	19	*
March 27-30, 2009: <i>The Obama administration's plans to expand regulations over financial institutions</i>	36	29	19	16	*

PEW.1 CONTINUED...

	Very <u>closely</u>	Fairly <u>closely</u>	Not too <u>closely</u>	Not at all <u>closely</u>	(VOL.) DK/ <u>Refused</u>
e. The current situation and events in Afghanistan					
May 20-23, 2010	22	33	25	20	*
April 9-12, 2010	21	29	27	22	1
TREND FOR COMPARISON:					
February 19-22, 2010: <i>The U.S. military effort in Afghanistan</i>	24	36	21	19	*
January 8-11, 2010: <i>Suicide bombing that killed seven Americans at a CIA base in Afghanistan</i>	24	31	27	17	1
December 11-14, 2009: <i>The U.S. military effort in Afghanistan</i>	35	33	18	13	*
December 4-7, 2009: <i>President Obama's decision to send more U.S. troops to Afghanistan</i>	43	33	14	8	1
November 20-23, 2009: <i>The debate over whether to send more troops to Afghanistan</i>	29	31	17	22	1
November 13-16, 2009	29	28	20	22	1
November 6-9, 2009: <i>The U.S. military effort in Afghanistan</i>	22	35	24	18	*
October 30-November 2, 2009	24	32	21	22	*
October 23-26, 2009	32	29	21	18	*
October 16-19, 2009	25	31	20	24	*
October 9-12, 2009	31	31	21	17	0
September 25-28, 2009: <i>The debate over whether to send more troops to Afghanistan</i>	27	40	17	16	*
September 18-21, 2009: <i>The U.S. military effort in Afghanistan</i>	26	33	25	16	*
September 11-14, 2009	25	35	22	18	1
September 3-6, 2009	23	33	23	21	0
August 7-10, 2009	24	32	23	21	1
March 20-23, 2009	24	32	22	22	*
February 20-23, 2009: <i>The Obama administration's decision to send 17,000 additional U.S. troops to Afghanistan</i>	27	29	24	19	1
January 30-February 2, 2009: <i>The U.S. military effort in Afghanistan</i>	26	34	24	16	*
January 2-4, 2009	22	33	23	21	1
October 24-27, 2008	28	32	22	17	1
October 10-13, 2008: <i>The military effort in Afghanistan against Taliban fighters</i>	19	34	29	18	*
September 12-15, 2008	21	34	25	19	1
August 29-31, 2008	18	27	32	23	*
July 18-21, 2008	27	33	24	16	*
July 11-14, 2008	19	28	29	23	1
July 3-7, 2008	19	28	32	21	*
June 20-23, 2008	20	30	30	20	*
Late July, 2002: <i>The U.S. military effort in Afghanistan</i>	41	38	13	7	1
June, 2002	38	32	20	9	1
April, 2002	39	39	13	8	1
Early April, 2002	45	37	12	5	1
February, 2002	47	39	8	5	1
January, 2002	51	35	9	4	1

PEW.1 CONTINUED...

	Very <u>closely</u>	Fairly <u>closely</u>	Not too <u>closely</u>	Not at all <u>closely</u>	(VOL.) DK/ <u>Refused</u>
December, 2001	44	38	12	5	1
Mid-November, 2001	49	36	11	3	1
Early November, 2001	45	36	12	6	1
Mid-October, 2001	51	35	10	3	1
f. News about this year's congressional elections					
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
TREND 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	*
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	*

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."

ASK ALL:

PEW.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.]

May 20-23

2010

- 46 An oil leak in the Gulf of Mexico threatening the coast of several states
- 15 Reports about the condition of the U.S. economy
- 7 The current situation and events in Afghanistan
- 5 News about this year's congressional elections
- 4 Proposals for stricter regulation of banks and financial institutions
- * A government crackdown on protestors in Thailand
- 12 Some other story (VOL.)
- 11 Don't know/Refused (VOL.)

QUESTION PEW.3 PREVIOUSLY RELEASED

ASK ALL:

PEW.4 As you may know, Congress is working on major legislation dealing with the regulation of banks and financial institutions. Thinking about this issue, do you think it... [INSERT ITEM; RANDOMIZE]. Do you think it is [NEXT ITEM]?

**TREND FOR COMPARISON:
ISSUE OF HEALTH CARE REFORM**

May 20-23		Dec 11-14	Oct 2-5	Sep 3-6	Jul 17-20
<u>2010</u>		<u>2009</u>	<u>2009</u>	<u>2009</u>	<u>2009</u>
a.	60 Is interesting [OR]	70	71	72	72
	34 Boring	27	26	26	25
	6 Don't know/Refused (VOL.)	2	2	2	3
b.	72 Affects you personally [OR]	80	74	73	78
	25 Does not affect you personally	19	24	26	21
	3 Don't know/Refused (VOL.)	1	2	1	1
c.	32 Is easy to understand [OR]	29	33	31	34
	62 Hard to understand	69	66	67	63
	6 Don't know/Refused (VOL.)	2	1	2	3
d.	87 Is important [OR]	93	94	93	95
	9 Unimportant	6	6	6	4
	3 Don't know/Refused (VOL.)	1	*	*	1

PEW.5 AND PEW.6 PREVIOUSLY RELEASED

ASK ALL:

PEW.7 Now I am going to read a list of things that have been in the news recently. For each, please tell me how often, if ever, it comes up in your conversations with family and friends. First, how often do you talk about [INSERT ITEM; RANDOMIZE]... frequently, occasionally, hardly ever or never? What about [NEXT ITEM]?

		Fre- quently	Occa- sionally	Hardly ever	Never	(VOL.) Don't know
		%	%	%	%	%
a.	The economy					
	May 20-23, 2010	68	24	4	4	1
	September, 2006	54	32	9	4	1
b.	The wars in Iraq and Afghanistan					
	May 20-23, 2010	36	40	16	8	*
	TREND FOR COMPARISON:					
	September, 2006: <i>The War in Iraq</i>	54	33	9	3	1
c.	Terrorism					
	May 20-23, 2010	32	38	20	9	*
	September, 2006	47	36	12	4	1
d.	Corruption in government					
	May 20-23, 2010	49	27	16	8	*
	September, 2006	36	35	20	8	1
e.	Immigration					
	May 20-23, 2010	37	33	18	11	1
	September, 2006	41	34	16	9	*
f.	The environment					
	May 20-23, 2010	39	39	16	6	*
	September, 2006	33	41	21	5	*
g.	Health care					
	May 20-23, 2010	56	31	8	5	*
	September, 2006	53	31	10	5	1
h.	Gas and energy prices					
	May 20-23, 2010	56	30	10	4	*
	September, 2006	75	19	3	2	1
i.	Education					
	May 20-23, 2010	54	30	11	6	0
	September, 2006	54	30	11	4	1
j.	The job situation					
	May 20-23, 2010	65	25	7	3	*
	September, 2006	42	30	19	7	2
k.	Political campaigns and elections					
	May 20-23, 2010	27	34	26	12	*

PEW.8-PEW.9 PREVIOUSLY RELEASED

ASK ALL:

PEW.10 Do you think news organizations are giving too much coverage, too little coverage, or the right amount of coverage to each of the following? [INSERT ITEM; RANDOMIZE] What about [NEXT ITEM]?

	<u>Too much coverage</u>	<u>Too little coverage</u>	<u>Right amount of coverage</u>	<u>(VOL.) Don't know</u>
a. The Tea Party movement May 20-23, 2010	24	34	28	14
TREND FOR COMPARISON: <i>Based on those who had heard a little/a lot about the Tea Party</i> April 16-19, 2010	24	29	41	6
b. An oil leak in the Gulf of Mexico threatening the coast of several states May 20-23, 2010	14	24	59	3
c. Proposals for stricter regulation of banks and financial institutions May 20-23, 2010	11	42	39	8