



THE PEW RESEARCH CENTER
For The People & The Press

NEWS Release
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Hu Jintao’s Visit Draws Far More Coverage than Interest Tucson Rampage Still Top Story for Public

The public continued to show strong interest last week in news about the shooting rampage in Tucson, Ariz., though the story did not dominate media coverage as it had one week earlier.

More than four-in-ten Americans (44%) say they followed news about the aftermath of the Jan. 8 shootings more closely than any other news last week, according to the latest News Interest Index survey conducted Jan. 20-23 among 1,001 adults. One week earlier, 49% said this was the news they followed most closely.

News about the shootings and what followed them – with a strong focus on Rep. Gabrielle Giffords’ recovery and debate over angry political rhetoric in the United States – accounted for 17% of coverage last week, according to a separate analysis by the Pew Research Center’s Project for Excellence in Journalism (PEJ). The story accounted for 57% of the newshole in the week immediately after the shootings.

News Interest vs. News Coverage

	News Interest	News Coverage
Ariz. shootings	44	17
Economy	14	8
Health care vote	12	8
Hu Jintao visit	3	11
Troubles in Haiti	3	3
Instability in Tunisia	1	2

News interest shows the percentage of people who say they followed this story most closely, Pew Research Center for the People & the Press, January 20-23, 2011. News coverage shows the percentage of news coverage devoted to each story, Pew Research Center’s Project for Excellence in Journalism, January 17-23, 2011.

Among the other top stories for the public – both well behind the Arizona rampage – were news about the economy (14% most closely) and news about Republican efforts to repeal the health care law enacted in 2010 (12% most closely). These stories each accounted for 8% of coverage.

Few Americans say they followed news about the visit to this country by Chinese President Hu Jintao most closely (3%). Still, news about the visit accounted for 11% of the newshole, making the trip the second most covered story of the week.

Partisan Differences Over the Week's News

More than half of Democrats (55%) say they tracked news about the Arizona shootings very closely, compared with 44% of Republicans and 39% of independents. and while 54% of Democrats say the Arizona shooting were the story they followed most closely, fewer independents (44%) and Republicans (41%) say this.

There also is a gender gap in attentiveness to news about the Arizona shootings: 53% of women say it was the story they followed most closely, compared with 36% of men.

Republicans are more likely to say they followed news about the GOP effort to repeal last year's health care bill very closely (41%) than are either Democrats (29%) or independents (27%).

Republicans also are more likely to say that this was the story they followed most closely; 19% say this, compared with 10% each of Democrats and independents. Those 50 and older are much more likely to say they followed this news very closely than those 49 and younger (40% vs. 21%).

Tucson a Bigger Story for Dems, Health Care Registers More with Reps

<i>% following "very closely"</i>	Total %	Rep %	Dem %	Ind %
Ariz. shootings	45	44	55	39
Economy	37	43	34	35
Health care vote	29	41	29	27
Hu Jintao visit	13	16	15	12
Haiti	16	16	19	15
Tunisia	7	9	6	6

PEW RESEARCH CENTER Jan. 20-23, 2011.

Close to four-in-ten (37%) Americans say they followed news about the economy very closely last week, a level of interest little changed since the start of December; 14% say they followed news about the economy most closely. Partisan differences on economic news are slight.

Other stories garnered relatively low interest, including the visit to the U.S. by Chinese President Hu Jintao, news about political instability and earthquake recovery in Haiti and news about instability in Tunisia following the government's collapse there.

Just more than one-in-ten (13%) say they followed news about the Chinese leader's visit very closely, while 3% say this was the news they followed most closely. There are no significant differences in interest among partisans.

Meanwhile, 16% say they followed reports out of Haiti very closely and 7% say they followed news about instability in Tunisia that closely. News out of Haiti accounted for 3% of coverage, while news about Tunisia accounted for 2%.

News Interest

% following each story very closely

Which one story did you follow most closely?



PEW RESEARCH CENTER. January 20-23, 2011

Many Have Heard About Steve Jobs' Medical Leave

More than half of the public (56%) says they heard at least a little last week about Apple CEO Steve Jobs taking another medical leave. Nearly one quarter (23%) say they heard a lot about Jobs' announcement, while 33% say they heard a little. In June 2009, fewer (9%) had heard a lot about Jobs' liver transplant. At that point, 33% said they had heard a little about his transplant.

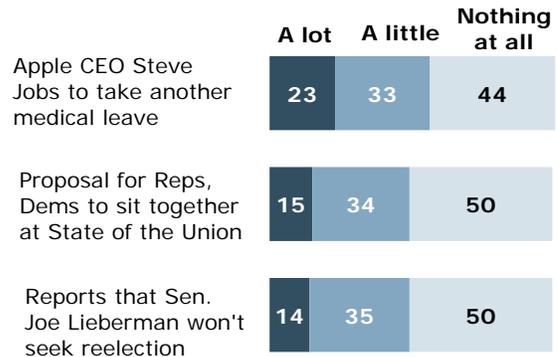
About half (49% each) say they heard at least a little about a proposal that Republicans and Democrats sit together at President Obama's Jan. 25 State of the Union address or about Sen. Joe Lieberman's announcement that he would not seek reelection in 2012.

Just 15% say they heard a lot about the proposal for bipartisan seating at the annual speech in the House chamber, while 34% heard a little about this. Half say they heard nothing about the plan. About two-in-ten Democrats (21%) say they had heard a lot about the proposal, compared with 10% of independents. Among Republicans, 17% say they heard a lot about this.

Looking at Lieberman's retirement plans, 14% say they heard a lot about the Connecticut independent's announcement while 35% heard a little. Again, 50% say they heard nothing at all about this. There are no significant differences among partisans.

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 January 17-23, and survey data measuring public interest in the top news stories of the week were collected January 20-23, from a nationally representative sample of 1,001 adults.

More Hear About Jobs' Departure than DC Political Developments



PEW RESEARCH CENTER Jan 20-23, 2011.

About the Survey

The analysis in this report is based on telephone interviews conducted January 20-23, 2011 among a national sample of 1,001 adults 18 years of age or older living in the continental United States (671 respondents were interviewed on a landline telephone, and 330 were interviewed on a cell phone, including 135 who had no landline telephone). The survey was conducted by interviewers at Princeton Data Source under the direction of Princeton Survey Research Associates International. A combination of landline and cell phone random digit dial samples were used; both samples were provided by Survey Sampling International. Interviews were conducted in English. Respondents in the landline sample were selected by randomly asking for the youngest adult male or female who is now at home. Interviews in the cell sample were conducted with the person who answered the phone, if that person was an adult 18 years of age or older. For detailed information about our survey methodology, see: <http://people-press.org/methodology/detailed>.

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 2010 Census Bureau's Current Population Survey. The sample also is weighted to match current patterns of telephone status and relative usage of landline and cell phones (for those with both), based on extrapolations from the 2010 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 sample sizes and 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	1001	4.0 percentage points
Republicans	283	7.0 percentage points
Democrats	307	7.0 percentage points
Independents	311	7.0 percentage points

Sample sizes and sampling errors for other subgroups are available upon request.

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:

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Scott Keeter, Director of Survey Research
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PEW RESEARCH CENTER NEWS INTEREST INDEX
JANUARY 20-23, 2011 OMNIBUS
FINAL TOPLINE
N=1001

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.) DK/Ref
a. Reports about the condition of the U.S. economy					
January 20-23, 2011	37	33	14	15	1
January 13-16, 2010	37	29	15	18	1
January 6-9, 2011	39	37	11	12	1
December 16-19, 2010	39	31	14	15	2
December 9-12, 2010	39	30	14	16	1
December 2-5, 2010	52	28	11	9	*
November 18-21, 2010	46	31	11	11	*
November 11-14, 2010	38	30	15	16	1
November 4-7, 2010	44	32	11	13	*
October 28-November 1, 2010	39	34	11	15	1
October 21-24, 2010	41	29	14	14	1
October 14-17, 2010	42	33	12	13	*
October 7-10, 2010	36	33	15	15	1
September 30-October 3, 2010	43	35	10	11	1
September 23-26, 2010	43	34	13	9	1
September 16-19, 2010	37	30	16	16	1
September 2-6, 2010	43	31	13	12	*
August 19-22, 2010	39	31	14	15	1
August 5-8, 2010	39	33	14	13	1
July 29-August 1, 2010	51	33	11	5	*
July 22-25, 2010	46	33	14	6	1
July 15-18, 2010	37	33	14	15	1
July 8-11, 2010	36	33	15	16	*
July 1-5, 2010	48	30	13	8	*
June 24-27, 2010	37	37	15	11	1
June 17-20, 2010	38	34	15	13	*
June 10-13, 2010	39	35	17	9	*
June 3-6, 2010	35	33	16	14	1
May 27-30, 2010	43	29	13	15	*
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	*

PEW.1 CONTINUED...

	<u>Very closely</u>	<u>Fairly closely</u>	<u>Not too closely</u>	<u>Not at all closely</u>	(VOL.) DK/Ref
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	*
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	*

PEW.1 CONTINUED...

	<u>Very closely</u>	<u>Fairly closely</u>	<u>Not too closely</u>	<u>Not at all closely</u>	(VOL.) DK/Ref
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	*
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	*

PEW.1 CONTINUED...

	Very <u>closely</u>	Fairly <u>closely</u>	Not too <u>closely</u>	Not at all <u>closely</u>	(VOL.) DK/Ref
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. Chinese President Hu Jintao's visit to the U.S. January 20-23, 2011	13	25	24	36	1
TRENDS FOR COMPARISON: November, 1997: <i>Chinese President Jiang Zemin's visit to the United States</i>	10	29	28	32	1
c. News about political instability and the earthquake recovery in Haiti January 20-23, 2011	16	29	26	28	1
TRENDS FOR COMPARISON: November 4-7, 2010: <i>A hurricane and a cholera outbreak in Haiti</i>	17	30	27	25	1
February 12-15, 2010: <i>The aftermath of a major earthquake and relief efforts in Haiti</i>	37	37	17	8	*
February 5-8, 2010	42	39	13	6	*
January 29-February 1, 2010	45	38	13	4	*
January 22-25, 2010	50	40	8	3	*
January 15-18, 2010: <i>A major earthquake in Haiti</i>	60	28	8	4	*
d. News about a congresswoman and others shot in Tucson, Arizona January 20-23, 2011	45	33	13	9	1
January 13-16, 2011	49	28	12	11	1
January 9, 2011 ¹	31	33	13	23	1
e. Political instability in Tunisia following the collapse of the government January 20-23, 2011	7	15	25	53	1
TRENDS FOR COMPARISON: January 13-16, 2010: <i>The collapse of the Lebanese government</i>	4	11	20	64	*
f. News about Republican efforts to repeal last year's health care law January 20-23, 2011	29	29	20	21	1
TRENDS FOR COMPARISON: December 16-19, 2010: <i>A federal judge ruling that parts of the new health care law are unconstitutional</i>	28	24	17	30	1
September 23-26, 2010: <i>News about portions of this year's health care reform law beginning to take effect</i>	37	31	17	14	1
April 16-19, 2010: <i>News about the new health care reform law</i>	40	30	16	14	*
April 9-12, 2010	46	27	15	12	*
April 1-5, 2010	42	27	14	16	*
March 26-29, 2010: <i>Debate over health care reform</i>	49	29	12	10	*

¹ Question asked about "news about a congresswoman shot in Tucson, Arizona," and was asked on January 9, 2011, only, following the shooting on January 8.

PEW.1 CONTINUED...

	Very <u>closely</u>	Fairly <u>closely</u>	Not too <u>closely</u>	Not at all <u>closely</u>	(VOL.) DK/Ref
March 19-22, 2010	51	24	11	14	*
March 12-15, 2010	40	31	16	13	*
March 5-8, 2010	42	27	17	15	*
February 26-March 1, 2010	29	29	19	22	*
February 19-22, 2010	33	28	19	19	*
January 29-February 1, 2010	39	27	16	17	*
January 22-25, 2010	41	32	15	11	*
January 15-18, 2010	37	27	19	18	*
January 8-11, 2010	39	26	20	15	*
December 18-21, 2009	42	27	16	14	*
December 11-14, 2009	42	30	15	14	*
December 4-7, 2009	42	28	15	14	1
November 20-23, 2009	42	29	14	15	*
November 13-16, 2009	38	26	17	17	1
November 6-9, 2009	35	28	15	22	1
October 30-November 2, 2009	32	26	19	23	*
October 23-26, 2009	40	27	16	17	1
October 16-19, 2009	36	28	15	21	*
October 9-12, 2009	37	29	14	19	1
October 2-5, 2009	39	29	16	16	*
September 25-28, 2009	45	31	12	12	0
September 18-21, 2009	44	26	19	11	*
September 11-14, 2009	44	27	14	15	*
September 3-6, 2009	40	26	16	17	0
August 28-31, 2009	40	28	17	14	1
August 21-24, 2009	49	24	12	15	1
August 14-17, 2009	39	31	15	15	1
August 7-10, 2009: <i>Debate in Washington over health care reform</i>	40	27	17	15	1
July 31-August 3, 2009	47	26	14	13	1
July 24-27, 2009	44	28	15	13	*
July 17-20, 2009	33	31	13	21	2
July 10-13, 2009	24	29	20	27	*
June 26-29, 2009	29	26	20	25	1
June 19-22, 2009	28	28	20	23	*
June 12-15, 2009	29	26	18	26	*
May 15-18, 2009: <i>Debate over Barack Obama's health care plans</i>	25	30	20	24	*
March 6-9, 2009: <i>Obama proposing a \$630 billion fund for overhauling health care</i>	41	32	13	14	*

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.]**

Jan 20-23

2011

44	News about a congresswoman and others shot in Tucson, Arizona
14	Reports about the condition of the U.S. economy
12	News about Republican efforts to repeal last year's health care law
3	Chinese President Hu Jintao's visit to the U.S.
3	News about political instability and the earthquake recovery effort in Haiti
1	Political instability in Tunisia following the collapse of the government
7	Some other story (VOL.)
15	Don't know/Refused (VOL.)

ASK ALL:PEW.3 How much, if anything, have you heard about each of the following **[INSERT; RANDOMIZE]**

	<u>A lot</u>	<u>A little</u>	<u>Nothing at all</u>	(VOL.) DK/Ref
a. Apple CEO Steve Jobs announcing that he will take another medical leave of absence January 20-23, 2011	23	33	44	1
TRENDS FOR COMPARISON: June 26-29, 2009: Apple CEO <i>Steve jobs disclosing that he had a liver transplant</i>	9	33	58	1
b. Reports that Connecticut Senator Joe Lieberman will not seek reelection in 2012 January 20-23, 2011	14	35	50	1
c. A proposal that Republicans and Democrats sit together at this year's State of the Union address, rather than on separate sides of the room January 20-23, 2011	15	34	50	1

PEW.4 AND PEW.5 PREVIOUSLY RELEASED**PEW.6 HELD FOR FUTURE RELEASE**