



FOR IMMEDIATE RELEASE:
 Wednesday, July 15, 2009

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

Public Divided Over Palin Press Coverage

AMERICANS REMAINED FOCUSED ON MICHAEL JACKSON

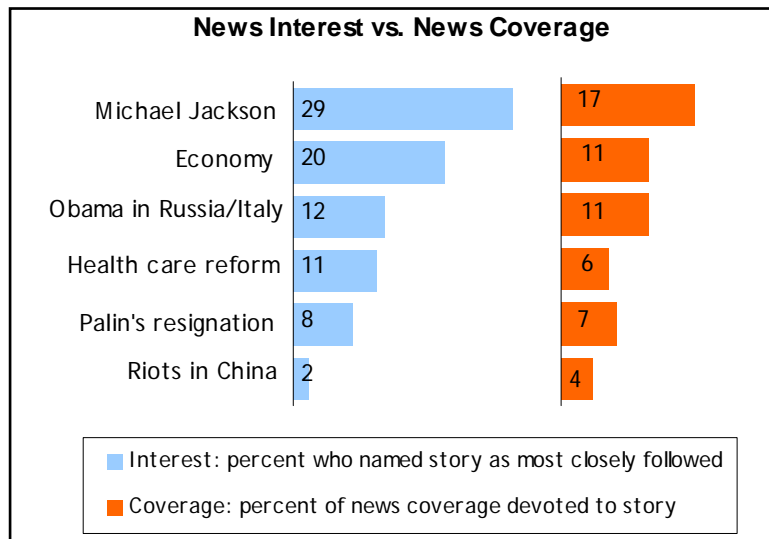
The death of pop star Michael Jackson continued to grab public attention last week, with Americans saying it was the story they followed most closely for the third straight week. Moreover, Jackson’s death was by far the week’s most talked about news story.

About three-in-ten (29%) say they followed Jackson’s memorial service and the controversy surrounding his June 25 death more

closely than any other major story last week. According to the latest weekly News Interest Index survey, conducted July 10-13 by the Pew Research Center for the People & the Press, a quarter say they tracked Jackson news very closely. That’s equal to the share that said they were following this story very closely one week earlier and down only slightly from 30% just after Jackson’s death.

When people are asked what recent news story they have been talking about with friends, 43% mention Jackson’s death. The economy ranks a distant second, mentioned by 18%, while several stories – including the resignation of Alaska Gov. Sarah Palin – tie for third with 8% each. People could offer as many as three responses.

The aftermath of Jackson’s death was also the week’s most reported story, according to a separate analysis by the Pew Research Center’s Project for Excellence in Journalism. With extensive coverage of the July 7 memorial service, as well as reports about alleged misuse of



prescription drugs and a possible custody fight over his children, reporting on Jackson filled 17% of the newshole from July 6-12.

The many elements of the Jackson story continue to hold Americans' interest – especially African Americans' interest – as demonstrated by both the share following the story very closely and those talking about the story with friends. While more than four-in-ten (43%) mention Jackson's death when asked what they have been talking about with friends, the share rises to two-thirds (67%) among African Americans. Although Jackson's death is also the most mentioned story for whites, the proportion is smaller: 39%.

News the Public Is Talking About

*What recent news story, if any, have you and your friends been talking about?**

%	43	Death of pop singer Michael Jackson
	18	State of the economy
	8	Health care reform
	8	Resignation of Alaska Gov. Sarah Palin
	8	Murder of quarterback Steve McNair
	6	Crime stories
	6	Rising unemployment

*Open-ended question; top categories shown. Total percentages add to more than 100 because people could offer multiple responses.

Close to two-in-ten (18%) of the public as a whole say they are talking with friends about the state of the economy, while 8% mention health care reform, Palin's resignation or the murder of retired quarterback Steve McNair in Nashville. Smaller shares (6%) mention rising unemployment or certain crime stories. People mention many other stories, though no others top 4%. The total adds up to more than 100% because people could mention up to three stories.

Meanwhile, a greater share of African Americans (56%) than whites (18%) continues to say they are following the Jackson story very closely. The previous week, 48% of blacks said they were tracking news about Jackson very closely compared with 20% of whites.

For the public as a whole, the share that says they are following Jackson stories most closely – now 29% – has stayed at about three-in-ten since the weekend following his death.

Continuing Divide over Palin Coverage

Just as they were during the 2008 presidential campaign, Americans are divided in reactions to media coverage of Palin, last year's GOP vice presidential candidate. The aftermath of Palin's July 3 announcement that she was resigning as governor proved to be one of the most reported stories of the week, accounting for 7% of the newshole examined by PEJ, though a relatively modest share of the

Press Coverage of Sarah Palin Has Been...

	Total	Rep	Dem	Ind
	%	%	%	%
July 2009				
Too easy	12	5	18	10
Too tough	36	54	20	40
Fair	41	32	49	38
Don't know	11	8	13	11
	<u>Total</u>	<u>Rep</u>	<u>Dem</u>	<u>Ind</u>
	%	%	%	%
Early October 2008				
Too easy	21	7	32	20
Too tough	38	63	18	41
Fair	38	27	47	36
Don't know	3	3	3	3

public (14%) say they followed this story very closely.

Four-in-ten (41%) say the press has been fair to Palin, while 36% say it has been too tough on her. Just 12% say it has been too easy. Partisans differ sharply. More than half of Republicans (54%) say the media has been too tough on Palin, compared with 20% of Democrats and 40% of independents. Among conservative Republicans, 65% say the media has been too tough. About half of Democrats (49%) say the media has been fair in its coverage, compared with 32% of Republicans and 38% of independents.

In early October, one month before the Nov. 4 election, 38% said they thought the media was being too tough on the Alaska governor and an equal share thought the media was being fair. About two-in-ten (21%) said the media had been too easy on her. At that time, the partisan differences were slightly wider: 63% of Republicans said the media was being too tough, compared with 18% of Democrats and 41% of independents.

The public is also divided about the amount of coverage that Palin has gotten recently, with 38% saying they are hearing too much about Palin and 40% saying they are hearing the right amount. Almost half of Republicans (47%) say they are hearing the right amount about Palin's plans, compared with 31% of Democrats and 44% of independents. A plurality of Democrats (45%) say they are hearing too much about Palin, compared with 27% of Republicans and 38% of independents. Close to six-in-ten (58%) liberal Democrats say they are hearing too much about Palin, while 52% of conservative Republicans say they are hearing the right amount.

Economy's Troubles Closely Watched

As they have since the economic crisis began last fall, Americans also continue to closely track developments in the economy. Close to four-in-ten (37%) say they very closely followed the economy last week. Two-in-ten say the economy was the story they followed most closely, while economic news made up 11% of the newshole examined by PEJ.

About a quarter (24%) say they very closely followed the debate in Washington over health care reform. For 11%, this was the story they followed more closely than any other. Reporting on the health care debate accounted for 6% of coverage.

President Obama's trip to Russia and the G-8 summit was very closely followed by 14% and was the most closely followed story for 12%. The media devoted 11% of the newshole to the president's travels to Russia and Italy.

The public did not closely track the violent street fighting in western China between Muslim Uighurs and Chinese Han. Just 5% say they followed these stories very closely, while

2% say this was the story they followed most closely. According to PEJ, the media devoted 4% of the coverage to the riots in China.

Health Care Reform: Many Know About Public Plan and Potential Cost

The public appears to be well aware of key issues in the debate over whether and how to reform the nation’s health care system. About four-in-ten say they have heard a lot about the idea of a government health plan alternative to private insurance (41%) and the potential cost of the changes being debated (40%). Comparable percentages say they have heard a little about these two aspects of the debate (43% each).

A slightly smaller share (31%) says they have heard a lot about a possible plan to tax certain

What American’s are Hearing About Health Care Reform...			
	A lot	A little	Nothing at all
<i>How much have you heard about...</i>	%	%	%
The idea of a gov’t health plan alternative to private insurance	41	43	16
The potential cost of health care reform	40	43	17
Plan to tax health care benefits to help pay for greater coverage	31	43	25

private health care benefits to help pay for coverage of more Americans, while 43% say they have a little about this. One quarter says they have heard nothing at all about it. Fewer say they have heard nothing at all about potential costs (17%) or a public health care plan alternative (16%).

A somewhat larger percentage of Republicans (37%) than Democrats (27%) say they have heard a lot about the proposal to tax some private health care benefits. This difference is more pronounced between self-described conservative Republicans and liberal Democrats (44% vs. 22%, of the groups have heard a lot about this proposal). On the two other health care issues examined in the survey, partisans are about equally likely to have heard a lot about them.

On each of these specific aspects of the health care debate, older Americans (those 65 and older) are more likely than those younger than 40 to have heard a lot about them.

NFL Quarterback’s Murder Widely Known

More than eight-in-ten say they have heard at least a little about the killing of quarterback Steve McNair in what police say was a murder-suicide by his 20-year-old girlfriend. Four-in-ten (41%) say they have heard a lot about McNair’s death, while 43% say they have heard a little. Men were somewhat more likely than women to have heard a lot about this story (46% vs. 36%), though large percentages of both men and women heard something about it.

Close to two-thirds say they have heard either a lot (26%) or a little (38%) about allegations that workers at a

What the Public's Hearing About...			
	A lot %	A little %	Nothing at all %
<i>How much have you heard about...</i>			
Murder of quarterback Steve McNair in Nashville	41	43	16
Allegations about cemetery workers reselling grave sites	26	38	35
Claims of discrimination against minority children at pool	16	31	53
Cyber attacks on American and South Korean web sites	15	36	49

Chicago-area cemetery dug up and moved bodies so they could sell the spaces again. A smaller share had heard about a Philadelphia-area pool that rescinded an agreement to let children from a mostly minority summer camp program swim there. Close to half heard at least a little about this story (16% a lot, 31% a little). Still, a majority (53%) heard nothing at all about this.

A relatively small share say they heard a lot about a cyber security scare effecting U.S. and South Korean government web sites. Fewer than two-in-ten (15%) say they heard a lot about the computer attacks on the web sites, including well-used government sites; 36% heard a little about these stories. About half (49%) of the public heard nothing at all about the internet breach.

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 from July 6-12, 2009 and survey data measuring public interest in the top news stories of the week were collected July 10-13, 2009 from a nationally representative sample of 1,000 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. The News Interest Index survey collects 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.

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
Juliana Menasce Horowitz, Robert Suls, Shawn Neidorf, Leah Christian and Jocelyn Kiley
Research Associates
Kathleen Holzwart, Alec Tyson and Jacob Poushter, Research Analysts

PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
July 10-13, 2009 NEWS INTEREST INDEX OMNIBUS SURVEY
TOPLINE
N=1000

Q.1 What recent news story, if any, have you and your friends been talking about [OPEN END. PROBE ONCE FOR ADDITIONAL MENTIONS. RECORD UP TO THREE. RECORD EACH RESPONSE ON SEPARATE SCREEN. DO NOT READ PRECODE LIST. DO NOT SUGGEST ANSWERS]?

43	Death of pop singer Michael Jackson
18	State of the economy
8	Health care reform
8	Resignation of Alaska Gov. Sarah Palin
8	Murder of football player Steve McNair
6	Crime stories
6	Rising unemployment
4	Obama's trip to Russia, the G-8 Summit in Italy and Africa
4	Obama, general mentions
4	Local news
4	Gas prices
4	Other celebrity deaths (e.g. Farrah Fawcett, Billy Mays)
3	The auto industry
3	Sports stories
3	Government/politics, generally
3	Weather
3	State budget/taxes
2	Iran
2	North Korea
2	The stimulus package
2	The nomination of Sonia Sotomayor to the Supreme Court/her confirmation hearings
1	Iraq
1	Cap and trade/the energy bill/energy
1	Swine flu
1	News about African American children being kept from using a pool near Philadelphia
1	South Carolina Gov. Mark Sanford and his affair
1	Religion
1	Chicago-area cemetery plot scandal
1	The oil industry
1	The war/the troops/Iraq and Afghanistan (mentioned together)
1	Afghanistan
15	Other (VOL.)
18	No answer/Don't know/Refused (VOL.)

Figures add to more than 100% because of multiple responses.

Q.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?”]

	Very closely	Fairly closely	Not too closely	Not at all closely	DK/Refused
a. Michael Jackson’s funeral and controversy surrounding his death	25	26	24	24	1
July 2-5, 2009: <i>The death of singer Michael Jackson</i>	25	29	28	18	1
June 26-29, 2009	30	28	23	19	*
TREND FOR COMPARISON—celebrity deaths:					
March 20-23, 2009: <i>Death of actress Natasha Richardson in a skiing accident</i>	18	28	24	30	*
October 3-6, 2008: <i>Death of Paul Newman</i>	19	29	28	23	1
June 13-16, 2008: <i>Death of Meet the Press host Tim Russert</i>	28	23	19	30	*
January 25-28, 2008: <i>Death of actor Heath Ledger</i>	13	29	27	30	1
November 30-December 3, 2007: <i>Death of NFL player Sean Taylor</i>	14	25	22	38	1
March 2-5, 2007: <i>Death of Anna Nicole Smith</i>	14	19	30	36	1
February 23-26, 2007	13	22	33	31	1
February 16-19, 2007	14	25	29	31	1
February 9-12, 2007	11	27	31	30	1
September, 2006: <i>Death of the Crocodile Hunter, Steve Irwin, from a stingray strike</i>	30	36	21	12	1
December, 2001: <i>Death of former Beatle George Harrison</i>	10	23	30	35	2
July, 1999: <i>Death of John F. Kennedy Jr., his wife and sister-in-law in a plane crash near Martha’s Vineyard</i>	54	29	13	4	0
March, 1999: <i>Death of former baseball player Joe DiMaggio</i>	18	33	27	21	1
June, 1998: <i>The death of Frank Sinatra</i>	17	31	31	20	1
September, 1997: <i>The death of Princess Diana</i>	54	31	11	4	*
August, 1995: <i>The death of Jerry Garcia</i>	9	19	23	45	4
August, 1995: <i>The death of Mickey Mantle</i>	24	36	21	18	1
May, 1994: <i>The suicide of rock star Kurt Cobain</i>	7	14	25	52	2
TREND FOR COMPARISON—Michael Jackson:					
June, 2005: <i>Michael Jackson trial</i>	13	31	29	26	1
Mid-March, 2005	12	23	32	32	1
February, 2005	8	17	30	44	1
November, 2003: <i>Recent charges of child molestation against Michael Jackson</i>	29	27	22	20	2
January, 1994: <i>Michael Jackson’s personal problems</i>	19	30	30	20	1
December, 1993	15	25	27	32	1
b. President Obama’s trip to Russia and the G-8 Summit in Italy	14	30	24	30	1
TREND FOR COMPARISON:					
April 17-20, 2009: <i>Trip to Mexico and Latin America</i>	17	26	25	32	*

Q.2 CONTINUED...

	<u>Very closely</u>	<u>Fairly closely</u>	<u>Not too closely</u>	<u>Not at all closely</u>	<u>DK/ Refused</u>
April 9-13, 2009: <i>Visit to Turkey and Iraq</i>	23	29	22	26	*
April 3-6, 2009: <i>Trip to Europe and meetings with foreign leaders</i>	25	35	21	19	*
c. Reports about the condition of the U.S. economy	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	*
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	*

Q.2 CONTINUED...

	<u>Very closely</u>	<u>Fairly closely</u>	<u>Not too closely</u>	<u>Not at all closely</u>	<u>DK/ Refused</u>
February 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	*
January, 2003	40	35	13	11	1
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	*

Q.2 CONTINUED...

	<u>Very closely</u>	<u>Fairly closely</u>	<u>Not too closely</u>	<u>Not at all closely</u>	<u>DK/ Refused</u>
February, 1992	47	37	10	6	*
January, 1992	44	40	11	5	*
October, 1991	36	38	16	9	1
d. Debate in Washington over health care reform	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	*
TREND FOR COMPARISON:¹					
May 15-18, 2009: <i>Debate over 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	*
September, 1994: <i>The Clinton administration's health care reform proposals</i>	32	41	18	9	*
June, 1994	34	40	19	7	*
May, 1994	37	37	16	9	1
January, 1994	38	38	15	9	*
Early January, 1994	40	40	14	6	*
December, 1993	45	35	12	7	1
October, 1993	44	32	17	6	1
September, 1993	49	34	11	6	*
August, 1993: <i>Reports about the White House task force on health care reform headed by Hillary Clinton</i>	27	32	25	15	1
June, 1993	28	38	19	15	*
May, 1993	30	30	25	14	1
e. Riots in western China	5	18	27	50	*
TREND FOR COMPARISON:					
March 20-24, 2008: <i>Violent protests in Tibet against the Chinese government</i>	12	27	26	35	*
f. Sarah Palin's resignation as governor of Alaska	14	28	28	30	*
TREND FOR COMPARISON:					
November 14-17, 2008: <i>News about Sarah Palin and her political future</i>	16	23	31	30	*

¹ May 15-18, 2009 asked about: "Debate over Barack Obama's health care plans." March 6-9, 2009 asked about: "Barack Obama proposing a \$630 billion fund for overhauling the U.S. health care system." September, 1993 through September, 1994 asked about: "The Clinton Administration's health care reform proposals." May, 1993 through August, 1993 asked about: "Reports about the White House task force on health care reform headed by Hillary Clinton."

Q.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.]

- 29 Michael Jackson's funeral and controversy surrounding his death
- 20 Reports about the condition of the U.S. economy
- 12 President Obama's trip to Russia and the G-8 Summit in Italy
- 11 Debate in Washington over health care reform
- 8 Sarah Palin's resignation as governor of Alaska
- 2 Riots in western China
- 9 Some other story (VOL.)
- 10 Don't know/Refused (VOL.)

Q.4 How much if anything, have you heard about each of the following? Have you heard a lot, a little or nothing at all? [READ AND RANDOMIZE]

	<u>A lot</u>	<u>A little</u>	<u>Nothing at all</u>	<u>DK/Refused</u>
a. Claims that a private swimming pool near Philadelphia discriminated against a group of black and Latino children	16	31	53	1
b. Computer attacks on American and South Korean government web sites	15	36	49	*
TREND FOR COMPARISON: April 9-13, 2009: <i>Reports that foreign spies have hacked into the U.S. electric grid</i>	14	34	52	*
c. The murder of quarterback Steve McNair in Nashville	41	43	16	*
d. Allegations that workers at a cemetery near Chicago dug up bodies and resold graves for their own profit	26	38	35	*

On another topic...

Q.5 All things considered....these days have you been hearing too much, too little, or the right amount about Sarah Palin?

	Oct. 24-27, <u>2008²</u>
38 Too much	46
18 Too little	18
40 Right amount	33
4 Don't know/Refused (VOL.)	3

Q.6 Would you say the press has been too easy, too tough or fair in the way it has covered Sarah Palin?

	Oct. 3-6, <u>2008³</u>
12 Too easy	21
36 Too tough	38
41 Fair	38
11 Don't know/Refused (VOL.)	3

² For October 24-27, 2008 this item was asked as part of a list of candidates.

³ For October 3-6, 2008 this item was asked as part of a list of candidates.

Q.7 Now thinking about the debate over health care reform... How much if anything, have you heard about each of the following? Have you heard a lot, a little or nothing at all?

	<u>A lot</u>	<u>A little</u>	<u>Nothing at all</u>	<u>DK/ Refused</u>
a. The idea of a government health plan as an alternative to private insurance	41	43	16	*
b. A proposal to tax workers health care benefits to help pay for expanded health coverage	31	43	25	1
c. The potential cost of health care reform	40	43	17	*