



THE PEW RESEARCH CENTER
For The People & The Press

NEWS Release
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Midwest Tornadoes Top Story for Public and Press

The devastating tornadoes that ripped through the Midwest last week dominated the public's news interest and received much more coverage than any other story.

About half of the public (48%) says they followed news about the powerful tornadoes that struck Joplin, Mo., more closely than any other news last week. None of the week's other top stories comes close, according to the latest weekly News Interest Index survey conducted May 26-29 among 1,000 adults by the Pew Research Center for the People & the Press.

News Interest vs. News Coverage

	News Interest	News Coverage
Midwest tornadoes	48	22
Federal budget deficit	8	7
State/local budgets	7	1
2012 elections	5	9
Israeli-Palest. dispute	5	5
Obama's Europe trip	3	3

News interest shows the percentage of people who say they followed this story most closely, Pew Research Center for the People & the Press, May 26-29, 2011. News coverage shows the percentage of news coverage devoted to each story, Pew Research Center's Project for Excellence in Journalism, May 23-29, 2011.

News about the tornadoes made up 22% of all coverage, according to a separate analysis by the Pew Research Center's Project for Excellence in Journalism (PEJ). News about the tornadoes made up 46% of network news airtime and 38% of cable news coverage examined last week.

More than four-in-ten Americans (45%) say they very closely followed news about the tornadoes. Half of women (50%) say they followed this news very closely, compared with

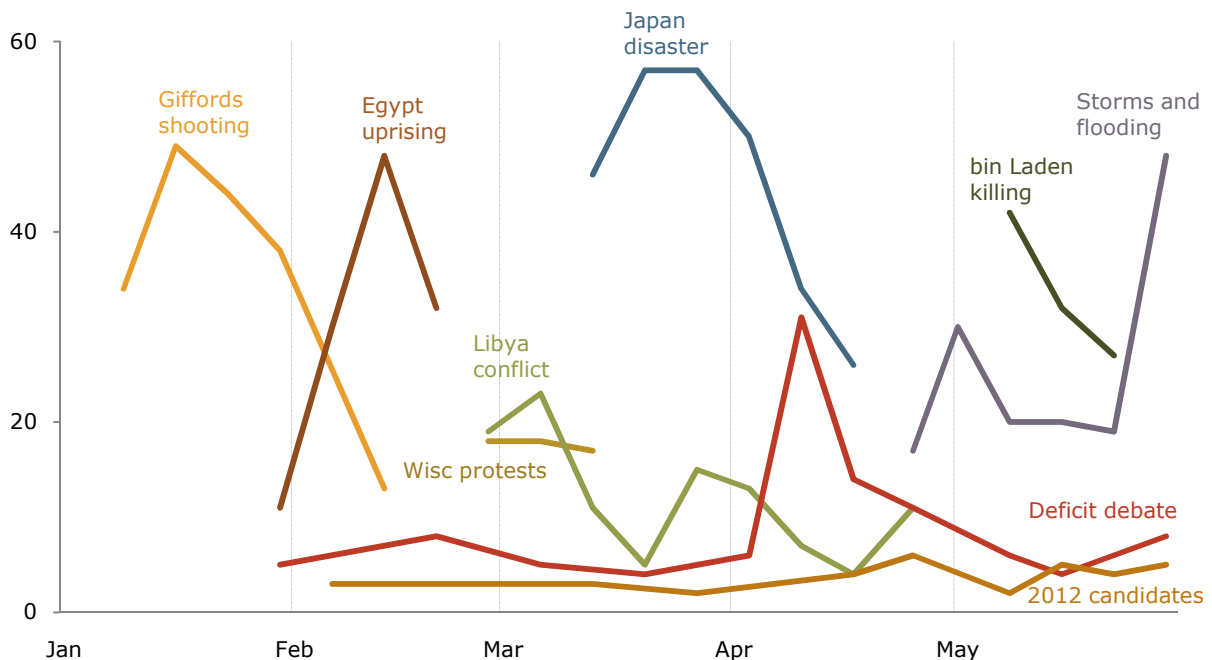
38% of men. And though this week's devastation occurred in the Midwest, interest was comparable across the country: 48% in the South, 45% in the Northeast, 43% in the Midwest and 40% in the West say they followed news about the tornadoes very closely.

A Year of Major Breaking Stories

The public showed only modest interest in the week's other top stories, continuing a trend seen throughout much of 2011. A series of major breaking news stories – including the shootings in Tucson, the upheaval in the Middle East, the disasters in Japan and the killing of Osama bin Laden – has dominated the news agenda for both the media and the public this year. And that has routinely resulted in less public attention to other news, such as the debate in Washington over how to address the federal deficit and long-term debt and the early stages of the 2012 presidential campaign.

Deficit Debate, 2012 Campaign Remain on Back Burner

Percent following each story most closely...



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A quarter of the public (25%) says they very closely followed the ongoing discussions in Washington last week over how to handle the federal budget deficit and reduce the national debt; just 8% say this was the news they followed most closely. The only week this year when the deficit debate drew substantial public interest was in early April, when a government shutdown loomed. [In the April 7-10 News Interest survey](#), 47% followed news about the threat of a shutdown very closely and 31% followed this story most closely.

Two-in-ten say they followed news about the 2012 presidential campaign very closely last week, up slightly from a week earlier (15%) and matching the high for the year hit in mid-April. Still, just 5% say this was the news they followed most closely. News about the campaign, focused on the potential Republican candidates, made up 9% of coverage.

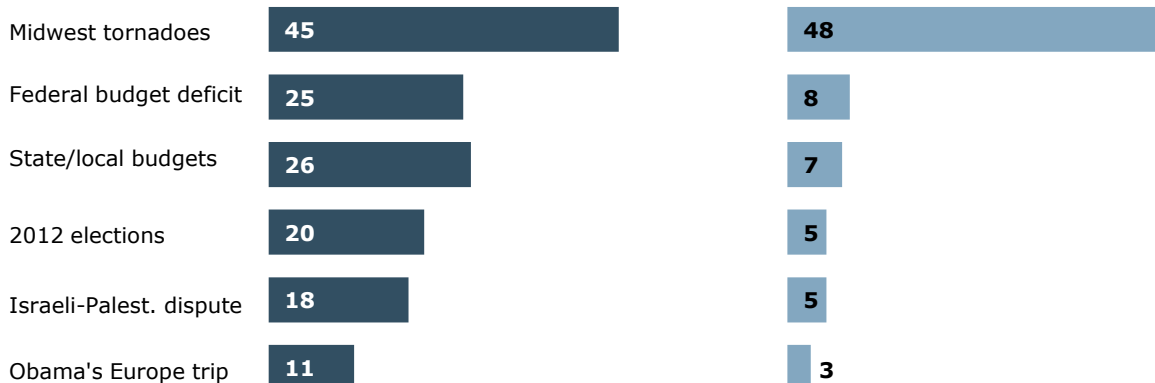
About a quarter (26%) say they followed news about state and local budget problems very closely; 7% say this was the news they followed most closely. News about state and local budget problems made up just 1% of the national coverage analyzed by PEJ, though these are often local stories covered more closely by local and regional media.

Nearly two-in-ten (18%) say they followed news about the conflict between the Israelis and the Palestinians very closely; 5% say this was the news they followed most closely. News about the conflict – and the response to efforts by President Obama to restart negotiations over creation of a Palestinian state – made up 5% of coverage.

News Interest

% following each story very closely

Which one story did you follow most closely?



PEW RESEARCH CENTER May 26-29, 2011.

Meanwhile, about one-in-ten (11%) say they followed news about Obama's trip to Europe last week very closely. Just 3% say this was the news they followed most closely. The president's trip made up 3% of coverage.

Most Aware of Oprah's Final Show

Nearly three-quarters of the public (73%) say they heard at least a little about the end of Oprah Winfrey's daytime talk show; 36% say they heard a lot about this while 37% say they heard a little. About a quarter (26%) say they heard nothing at all.

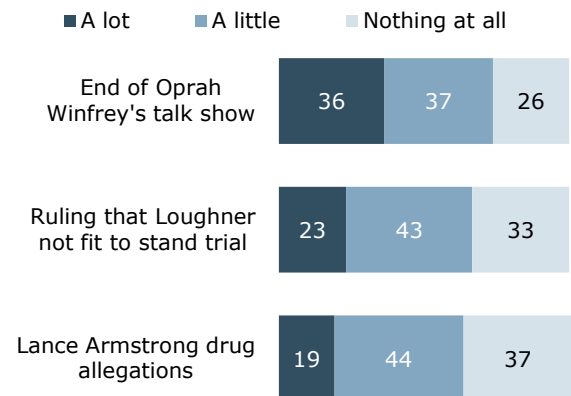
In November 2009, when Winfrey announced her show would end this year, comparable numbers had heard this news. At that time, 33% said they had heard a lot about this and 45% said they had heard a little; 21% said they heard nothing at all.

Women are much more likely than men to say they heard a lot about Winfrey's final talk show (45% vs. 27%). And African Americans are much more likely than whites to say they heard a lot about Winfrey's final program (55% vs. 34%).

Two-thirds of the public (66%) say they heard at least a little about a judge finding Jared Loughner not fit to stand trial on allegations that he killed six and severely wounded Rep. Gabrielle Giffords in a January shooting spree in Tucson, Ariz. About a quarter (23%) say they heard a lot about the ruling, while 43% say they heard a little. A third (33%) say they heard nothing at all about this.

More than six-in-ten (63%) say they heard at least a little about the latest allegations against Lance Armstrong, the bicycle racing champion who has been accused of using performance enhancing drugs. About two-in-ten (19%) say they heard a lot about this, while 44% say they heard a little. More than a third (37%) say they heard nothing about this.

Oprah's Exit Widely Known



PEW RESEARCH CENTER May 26-29, 2011.

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 May 23-29, and survey data measuring public interest in the top news stories of the week were collected May 26-29, 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. (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 May 26-29, 2011, among a national sample of 1,000 adults 18 years of age or older living in the continental United States (670 respondents were interviewed on a landline telephone, and 330 were interviewed on a cell phone, including 125 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.

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 is also weighted to match current patterns of telephone status 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	1,000	4.0 percentage points
Republicans	263	7.5 percentage points
Democrats	320	7.0 percentage points
Independents	330	6.5 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.

PEW RESEARCH CENTER NEWS INTEREST INDEX
MAY 26-29, 2011 OMNIBUS
FINAL TOPLINE
N=1,000

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>	<u>DK/ Refused</u>
a. Discussions in Washington about how to address the federal budget deficit					
May 26-29, 2011	25	26	20	29	*
May 12-15, 2011	21	26	24	28	1
TRENDS FOR COMPARISON:					
May 5-8, 2011: <i>Discussions in Washington about how to address the federal budget deficit and national debt</i>	29	28	22	20	1
April 21-25, 2011	30	31	18	21	*
April 14-17, 2011	36	27	18	19	1
April 7-10, 2011: <i>The threat of a government shutdown because of budget disagreements in Washington</i>	47	26	15	12	*
March 31-April 3, 2011: <i>Discussions in Washington about how to address the federal budget deficit</i>	30	27	21	22	*
March 17-20, 2011	24	25	24	26	1
March 3-6, 2011	26	29	19	26	1
February 17-20, 2011	27	30	17	25	1
December 2-5, 2010	35	25	21	17	2
November 11-14, 2010: <i>Proposals made by leaders of the federal budget deficit commission</i>	15	21	21	41	1
January 9-12, 2009: <i>Projections of a record high federal budget deficit this year</i>	35	30	19	16	*
November, 1990: <i>Congressional and administration efforts to reach a budget deficit agreement</i>	34	33	20	11	2
October, 1990: <i>Attempts by Congress and the administration to find ways to reduce the budget deficit</i>	34	37	17	12	*
b. News about state and local budget problems					
May 26-29, 2011	26	29	19	26	*
March 17-20, 2011	26	29	22	23	1
February 17-20, 2011	28	31	17	23	1
January 6-9, 2011	24	37	18	20	1
June 24-27, 2010	26	35	22	15	1
March 5-8, 2010	31	32	19	18	*
April 9-13, 2009	28	30	21	21	*
c. Deadly tornadoes in the Midwest					
May 26-29, 2011	45	33	13	9	*
TRENDS FOR COMPARISON:					
May 5-8, 2011: <i>Tornadoes and flooding in the South and Midwest</i>	41	37	15	7	*
April 28-May 1, 2011: <i>Deadly storms in the South</i>	45	29	14	12	1

PEW.1 CONTINUED...

	Very closely	Fairly closely	Not too closely	Not at all closely	(VOL.) DK/Ref
April 21-25, 2011: <i>Deadly storms in the South and Midwest</i>	29	33	18	20	*
June 13-16, 2008: <i>A tornado that killed four Boy Scouts at a camp in Iowa</i>	32	35	17	16	*
May 30-June 2, 2008: <i>Midwest</i> ¹	30	33	21	15	1
February 8-11, 2008: <i>South and Midwest</i>	25	42	19	13	1
May 11-14, 2007: <i>Tornadoes and floods in the Midwest</i>	22	35	23	19	1
March 2-5, 2007: <i>South and Midwest</i>	33	38	18	11	*
May, 1999: <i>Oklahoma and Kansas</i>	38	40	15	6	1
d. President Barack Obama's trip to Europe May 26-29, 2011	11	21	27	40	1
TRENDS FOR COMPARISON:					
November 11-14, 2010: <i>President Obama's trip to Asia</i>	18	26	21	33	2
November 4-7, 2010	14	21	23	40	1
November 20-23, 2009	11	19	29	41	*
November 13-16, 2009	8	19	28	44	1
August 14-17, 2009: <i>President Obama's trip to Mexico</i>	9	20	26	44	*
July 10-13, 2009: <i>President Obama's trip to Russia and the G-8 Summit in Italy</i>	14	30	24	30	1
April 17-20, 2009: <i>Trip to Mexico and Latin America</i>	17	26	25	32	*
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	*
e. News about possible candidates for the 2012 presidential elections					
May 26-29, 2011	20	27	24	28	*
May 19-22, 2011	15	27	24	32	1
May 12-15, 2011	15	22	26	35	1
May 5-8, 2011	16	24	27	32	1
April 21-25, 2011	18	26	23	32	1
April 14-17, 2011	20	23	29	27	1
March 24-27, 2011	13	19	26	41	1
March 10-13, 2011	15	21	26	38	0
February 10-13, 2011	16	19	24	40	*
February 3-6, 2011	15	20	23	42	*
TRENDS FOR COMPARISON:					
October 24-27, 2008: <i>2008 Presidential Election</i>	44	36	11	8	1
October 17-20, 2008	61	28	7	4	*
October 10-13, 2008	52	31	12	5	*
October 3-6, 2008	57	31	8	4	*
September 26-29, 2008	56	29	10	5	*
September 19-22, 2008	47	33	14	6	*
September 12-15, 2008	40	38	14	7	1
September 5-8, 2008	45	39	12	4	*
August 29-31, 2008	45	32	15	8	*
August 22-25, 2008	31	36	22	11	*
August 15-18, 2008	25	41	19	14	1
August 8-11, 2008	27	38	22	13	*
August 1-4, 2008	30	42	19	9	*

¹ March 2-5, 2007 through May 30-June 2, 2008 asked about "Violent storms and tornadoes" in each region. May, 1999 asked about "Tornadoes in Oklahoma and Kansas."

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 25-28, 2008	30	34	21	15	*
July 18-21, 2008	30	35	21	14	*
July 11-14, 2008	28	34	22	15	1
July 3-7, 2008	25	35	23	17	*
June 27-30, 2008	39	33	18	10	*
June 20-23, 2008	28	38	22	12	*
June 13-16, 2008	35	35	20	10	*
June 6-9, 2008	38	35	17	10	*
May 30-June 2, 2008	30	35	21	14	*
May 22-25, 2008	32	37	20	11	*
May 16-19, 2008	33	37	19	10	1
May 9-12, 2008	35	36	18	11	*
May 2-5, 2008	27	35	23	14	1
April 25-28, 2008	34	37	18	11	*
April 18-21, 2008	29	41	19	10	1
April 11-14, 2008	31	37	22	10	*
April 4-7, 2008	33	36	17	14	*
March 28-31, 2008	31	41	18	10	*
March 20-24, 2008	34	37	18	11	*
March 14-17, 2008	40	37	16	7	*
March 7-10, 2008	39	36	15	9	1
February 29-March 3, 2008	43	34	14	9	*
February 22-25, 2008	42	37	13	8	*
February 15-18, 2008	44	36	10	10	*
February 8-11, 2008	39	37	15	9	0
February 1-4, 2008	37	35	16	12	*
January 25-28, 2008	36	37	14	12	1
January 18-21, 2008	36	34	18	12	*
January 11-14, 2008 ²	32	31	19	17	1
January 4-7, 2008	33	36	19	11	1
December 14-17, 2007	25	34	22	19	*
December 7-10, 2007	24	35	22	19	*
November 30 - December 3, 2007	23	35	23	19	*
November 23-26, 2007	20	33	26	20	1
November 16-19, 2007	26	33	21	19	1
November 9-12, 2007	21	33	25	21	*
November 2-5, 2007	27	30	21	21	1
October 26-29, 2007	21	34	26	19	*
October 19-22, 2007	23	32	22	23	*
October 12-15, 2007	13	31	26	30	*
October 5-8, 2007	22	30	24	24	*
September 28 - October 1, 2007	21	34	25	20	*
September 21-24, 2007	24	31	22	23	*
September 14-17, 2007	22	31	24	23	*
September 7-10, 2007	18	34	26	22	*
August 30-September 2, 2007	19	35	21	25	*
August 24-27, 2007	22	28	24	26	*
August 17-20, 2007	19	27	24	30	*
August 10-13, 2007	23	32	21	24	*
August 3-6, 2007	19	31	25	25	*
July 27-30, 2007	19	32	22	26	1
July 20-23, 2007	16	26	30	27	1
July 13-16, 2007	17	29	27	27	*
July 6-9, 2007	24	29	24	22	1
June 29-July 2, 2007	20	32	25	23	*
June 22-25, 2007	18	31	21	30	*
June 15-18, 2007	17	32	26	25	*

² January 11-14, 2008 asked about: "News about the New Hampshire primaries and the presidential campaign."

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/Ref</u>
June 8-11, 2007	19	30	24	26	1
June 1-4, 2007	16	27	32	24	1
May 24-27, 2007	22	33	23	22	*
May 18-21, 2007	18	31	24	27	*
May 11-14, 2007	18	30	23	28	1
May 4-7, 2007	23	34	21	21	1
April 27-30, 2007	14	30	29	26	1
April 20-23, 2007	18	28	27	27	*
April 12-16, 2007	18	28	27	27	*
April 5-9, 2007	25	30	26	19	*
March 30-April 2, 2007	20	29	27	23	1
March 23-26, 2007	20	32	22	26	*
March 16-19, 2007	15	28	29	27	1
March 9-12, 2007	24	30	23	23	*
March 2-5, 2007	19	31	26	23	1
February 23-26, 2007	22	33	24	21	*
February 16-19, 2007	18	32	22	27	1
February 9-12, 2007	24	30	24	21	1
February 2-5, 2007	24	36	22	18	*
January 26-29, 2007	24	33	23	20	*
January 19-22, 2007 ³	24	27	22	26	1
November, 2004 (RVs): 2004 Presidential Election	52	36	8	4	*
Mid-October, 2004	46	30	12	11	1
August, 2004	32	38	16	14	*
July, 2004	29	37	18	15	1
April, 2004	31	33	19	16	1
Mid-March, 2004	35	34	18	13	*
Late February, 2004	24	40	23	12	1
Early February, 2004 ⁴	29	37	20	13	1
Mid-January, 2004	16	30	27	26	1
Early January, 2004	14	32	30	23	1
December, 2003	16	26	27	30	1
November, 2003	11	26	34	28	1
October, 2003	12	27	28	32	1
September, 2003	17	25	30	27	1
Mid-August, 2003	12	27	27	33	1
May, 2003	8	19	31	41	1
January, 2003	14	28	29	28	1
Early November, 2000 (RVs): 2000 Presidential Election	39	44	12	5	*
Mid-October, 2000 (RVs)	40	37	15	8	*
Early October, 2000 (RVs)	42	36	15	6	1
September, 2000	22	42	21	15	*
July, 2000	21	38	20	20	1
June, 2000	23	32	23	21	1
May, 2000	18	33	26	23	*
April, 2000	18	39	22	20	1
March, 2000	26	41	19	13	1
February, 2000	26	36	21	17	*

³ January 19-22, 2007 asked about: "Recent announcements by prominent Democrats about plans to run for president in 2008."

⁴ From May 2003 to Early February 2004 and in March 1992, the story was listed as "The race for the Democratic nomination." In January 2003, the story was listed as "Recent announcements by prominent Democrats about plans to run for president in 2004." In September 2000, Early September and July 1996, and May 1992, the question asked about "the presidential election campaign." In January, March and April 1996, the story was listed as "News about the Republican presidential candidates." In August 1992, the story was listed as "News about the presidential election." In July 1992, the story was listed as "News about the presidential campaign." In January 1992, the story was listed as "News about the Democratic candidates for the presidential nomination." In 1988, the story was introduced as being from "this past year" and was listed as "News about the presidential campaign in 1988."

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
January, 2000	19	34	28	18	1
December, 1999	16	36	24	23	1
October, 1999	17	32	28	22	1
September, 1999	15	31	33	20	1
July, 1999	15	38	24	22	1
June, 1999	11	25	29	34	1
November, 1996 (RVs): 1996 Presidential Election	34	45	15	6	*
October, 1996	31	39	18	12	*
f. Debate about how to resolve the Israeli- Palestinian dispute					
May 26-29, 2011	18	23	24	34	*
TREND FOR COMPARISON:					
September 30-October 3, 2010: <i>Israeli- Palestinian peace talks</i>	11	26	29	24	1
September 16-19, 2010	13	21	26	40	*
September 2-6, 2010: <i>Israeli-Palestinian peace talks in Washington</i>	14	24	27	35	1
March 26-29, 2010: <i>Reports about tensions between Israel and the United States</i>	20	27	21	31	1
March 19-22, 2010: <i>Reports about tensions in the Middle East between Israelis and Palestinians</i>	15	28	27	30	1
June 19-22, 2009: <i>The situation between Israelis and Palestinians</i>	15	26	30	29	1
January 23-26, 2009: <i>Conflict between the Israeli military and Hamas forces in Gaza</i>	31	31	18	20	*
January 16-19, 2009	24	31	22	22	1
January 9-12, 2009	34	35	18	13	0
January 2-4, 2009	28	32	22	18	*
March 7-10, 2008: <i>Continued violence in the Middle East between the Palestinians and the Israelis</i>	20	33	26	21	*
January 11-14, 2008: <i>News about President Bush attending peace talks in Israel</i>	16	30	23	30	1
Nov. 30-Dec. 3, 2007: <i>The Middle East Peace Summit in Annapolis, Maryland</i>	11	25	24	39	1
August, 2006: <i>The military conflict between Israel and Hezbollah forces in Lebanon</i>	40	34	14	10	2
September, 2003: <i>Continued violence in the Middle East between the Palestinians and the Israelis</i>	31	36	20	13	*
June, 2003: <i>President Bush's summit meeting with world leaders and with the prime ministers of Israel and the Palestinian Authority</i>	20	36	24	19	1
Early June, 2003: <i>Continued violence in the Middle East between the Palestinians and the Israelis</i>	26	40	20	13	1
December, 2002	29	36	22	12	1
Early October, 2002	32	39	20	8	1
June, 2002	38	33	18	10	1
April, 2002	38	37	14	10	1
Early April, 2002	44	33	13	9	1
December, 2001	31	40	19	9	1
Early September, 2001	21	33	25	20	1

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/Ref</u>
April, 2001: <i>Continued violence in the Middle East</i>	22	34	24	19	1
January, 2001: <i>Renewed efforts at reaching a peace agreement in the Middle East</i>	21	32	29	17	1
Mid-October, 2000: <i>Continued violence in the Middle East between the Palestinians and the Israelis</i>	30	38	18	13	1
Early October, 2000: <i>Renewed violence in the Middle East between the Palestinians and the Israelis</i>	21	30	27	21	1
July, 2000: <i>The Middle East peace summit at Camp David</i>	15	30	24	31	*
November, 1998: <i>The latest Mideast peace agreement between Israel and the Palestinians</i>	18	33	28	19	2
Early October, 1998 (RVs): <i>Renewed efforts at reaching a peace agreement in the Middle East</i>	21	40	27	12	*
January, 1997: <i>Renewed tensions between Israelis and Palestinians over Hebron</i>	12	23	29	35	1
October, 1996: <i>Renewed violence between Israelis & Palestinians on the West Bank and in Jerusalem</i>	17	34	26	23	*
September, 1995: <i>The latest Mideast peace agreement between Israel and the Palestinians</i>	11	32	29	27	1
Late September, 1993: <i>The peace accords between Israel and the PLO</i>	23	33	24	19	1
Early September, 1993: <i>Talks between Israel and the PLO about Arab self-rule for the Gaza Strip and the West Bank town of Jericho</i>	19	31	23	26	1
January, 1993: <i>Israel's expulsion of 400 Moslem fundamentalists following the murder of an Israeli soldier in the West Bank</i>	10	25	31	33	1
October, 1991: <i>President Bush's decision to postpone loan guarantees to Israel</i>	15	25	30	29	1
June, 1990: <i>The incident in Gaza in which a deranged Israeli killed seven Palestinians and the West Bank riots that followed</i>	11	28	30	30	1
May, 1988: <i>The conflict in the Middle East between the Palestinians and the Israelis in the occupied territories</i>	18	37	34	9	2

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 26-29

2011

48	Deadly tornadoes in the Midwest
8	Discussions in Washington about how to address the federal budget deficit
7	News about state and local budget problems
5	News about possible candidates for the 2012 presidential elections
5	Debate about how to resolve the Israeli-Palestinian dispute
3	President Barack Obama's trip to Europe
10	Some other story (VOL.)
13	Don't know/Refused (VOL.)

ASK ALL:

PEW.3 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 WITH ITEM d ALWAYS LAST**]

	<u>A lot</u>	<u>A little</u>	<u>Nothing at all</u>	(VOL.) <u>DK/Ref</u>
a. The end of Oprah Winfrey's daytime talk show May 26-29, 2011	36	37	26	1
TRENDS FOR COMPARISON:				
May 19-22, 2011: <i>Katie Couric stepping down from her role as anchor of the CBS Evening News</i>	8	47	44	1
July 1-5, 2010: <i>Larry King announcing he will retire from his CNN talk show in the fall</i>	15	45	39	1
November 20-23, 2009: <i>Oprah Winfrey announcing that she will end her daytime talk show in 2011</i>	33	45	21	1
November 9-12, 2007: <i>Possible abuse of students at Oprah Winfrey's school for disadvantaged girls in South Africa</i>	23	50	27	*
September 14-17, 2007: <i>Oprah Winfrey's decision to support Barack Obama for president</i>	16	46	38	*
b. Allegations that Lance Armstrong used performance-enhancing drugs during his cycling career May 26-29, 2011	19	44	37	*
TRENDS FOR COMPARISON:				
January 15-18, 2010: <i>Retired baseball player Mark McGwire admitting he used steroids during his career</i>	30	55	15	*
c. A judge ruling that Jared Loughner is not mentally competent to stand trial for the Arizona shooting rampage that injured Congresswoman Gabrielle Giffords May 26-29, 2011	23	43	33	*
TRENDS FOR COMPARISON:				
January 13-16, 2011: <i>Barack Obama's speech at the memorial for victims of the Arizona shooting</i>	37	38	25	1
January 13-16, 2011: <i>Sarah Palin's comments on the Arizona shooting</i>	19	39	40	1

PEWWP.1, PEW.4a-PEW.4e TO BE RELEASED SEPARATELY