



FOR IMMEDIATE RELEASE:
Tuesday, June 22, 2010

FOR FURTHER INFORMATION:
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Limited Interest in World Cup
PUBLIC REACTS POSITIVELY TO EXTENSIVE GULF COVERAGE

While the oil leak in the Gulf of Mexico has accounted for an overwhelming proportion of recent news coverage, most Americans say the press is giving the right amount of attention to the still-unfolding disaster.

The latest News Interest Index survey conducted June 17-20 among 1,009 adults by the Pew Research Center finds that 53% say the press has devoted the right amount of coverage to the disaster. Among the remainder, as many say news organizations are giving too little coverage to the leak (21%) as say too much coverage (19%). Last month, 59% said the press devoted the right amount of coverage to the leak.

Last week, news about the leak, which included a presidential address about the crisis, accounted for 44% of the newshole, the highest percentage since the story broke on April 20 with a deadly explosion on an offshore oil rig, according to a separate analysis by the Pew Research Center's Project for Excellence in Journalism. That represents the highest amount of coverage for any news story since health care legislation was approved by Congress in March.

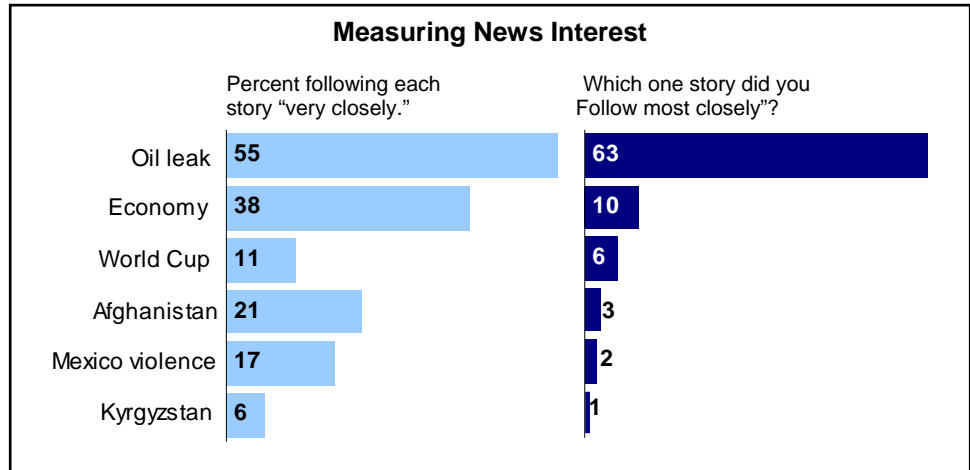
Public interest in the disaster remains strong. More than six-in-ten (63%) say they followed news about the oil leak more closely than any other story last week. A majority (56%) says the press has done an excellent or good job in covering the leak, though that is down from 66% in early May.

Public Sees Right Amount of Gulf Leak Coverage...		
	May 20-23	Jun 17-20
	%	%
Too much	14	19
Too little	24	21
Right amount	59	53
Don't know	3	6
	100	100
And Rates Coverage Positively		
	May 7-10	Jun 17-20
	%	%
Excellent/Good	66	56
Only fair/Poor	30	42
Don't know	4	3
	100	100

Pew Research Center June 17-20, 2010.
Figures may not add to 100% because of rounding.

The Week's News

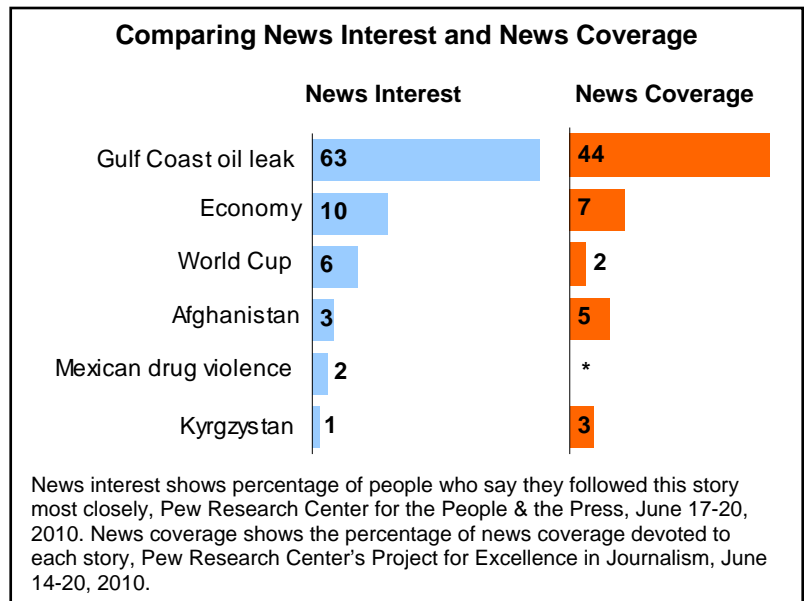
With so much public attention focused on the oil leak, only small percentages say they followed any of the other top stories most closely last week. Just 10% say this about the second ranked story,



news about the economy. Fewer name the World Cup soccer tournament in South Africa (6%), the situation and events in Afghanistan (3%), drug-related violence in Mexico (2%) or ethnic violence in Kyrgyzstan (1%).

More than half of Americans (55%) say they followed news about the oil leak very closely last week, while 38% say the same about the economy. About one-in-five (21%) say they followed news about Afghanistan very closely. Almost as many say the same about drug violence in Mexico (17%); 11% followed news about the World Cup very closely and 6% followed news out of Kyrgyzstan very closely.

Similar patterns are seen in news coverage. The oil leak accounted for 44% of the newshole, far surpassing coverage of the economy (7%) and Afghanistan (5%). Drug-related violence in Mexico consumed less than 1% of all news coverage.



World Cup Interest Low, On Par With Past Tournaments

Just 11% of Americans say they are following the World Cup soccer tournament in South Africa very closely, about as many as said this about the 2006 tournament in Germany (8% very closely) or the 2002 World Cup in Japan and South Korea (10%).

As is typically the case with sports stories, more men (14%) than women (8%) are following news about the World Cup. Interest is higher in the Northeast than in the South or Midwest. And more college graduates (15%) than those with no college experience (9%) say they are following the global soccer tournament very closely.

Independents (15%) are more likely than Republicans (7%) to say they are following news about the tournament very closely.

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 June 14-20, and survey data measuring public interest in the top news stories of the week were collected June 17-20, from a nationally representative sample of 1,009 adults.

Who is Following the World Cup Very Closely?	
	%
Total	11
Men	14
Women	8
Republican	7
Democrat	12
Independent	15
College grad	15
Some college	11
HS or less	9
Northeast	18
Midwest	8
South	9
West	13
Urban	16
Suburban	9
Rural	6

Pew Research Center June 17-20, 2010.

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 Friday through Monday 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 1,009 adults living in the continental United States, 18 years of age or older, from June 17-20, 2010 (678 respondents were interviewed on a landline telephone, and 331 were interviewed on a cell phone, including 104 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	1,009	4.0 percentage points
Republicans	299	7.0 percentage points
Democrats	280	7.5 percentage points
Independents	350	6.5 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.

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
Robert Suls, Shawn Neidorf, Leah Christian, Jocelyn Kiley and Alec Tyson, Research Associates
Jacob Poushter, Research Analyst

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

PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
NEWS INTEREST INDEX
June 17-20, 2010 OMNIBUS
FINAL TOPLINE
N=1,009

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/ Refused
a. Reports about the condition of the U.S. economy					
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	*
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	*

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>
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	*
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

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>
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	*
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

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>
b. A major oil leak in the Gulf of Mexico					
June 17-20, 2010	55	32	6	6	*
June 10-13, 2010	55	31	9	5	*
June 3-6, 2010	57	27	9	6	*
May 27-30, 2010	55	26	11	7	*
May 20-23, 2010: <i>An oil leak in the Gulf of Mexico threatening the coast of several states</i>	47	35	11	7	*
May 13-16, 2010	58	29	9	4	*
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. Ethnic violence in Kyrgyzstan					
June 17-20, 2010	6	11	21	58	3
TRENDS FOR COMPARISON:					
July 10-13, 2009: <i>Riots in Western China</i>	5	18	27	50	*
March 20-24, 2008: <i>Violent protests in Tibet against the Chinese government</i>	12	27	26	35	*
June 1-4, 2007: <i>Ethnic violence in the Darfur region of Sudan</i>	12	22	29	36	1
December, 2006	13	23	29	34	1
May, 2006	16	22	27	33	2
July, 2004: <i>Ethnic violence in Sudan</i>	14	22	27	35	2
January, 1999: <i>Massacre in Kosovo, Serbia</i>	9	21	24	44	2
March, 1998: <i>Ethnic conflict in Kosovo</i>	5	12	26	55	2
May, 1994: <i>Tribal massacre in Rwanda</i>	12	22	28	36	2
February, 1990: <i>Civil unrest and ethnic violence in Soviet Azerbaijan</i>	13	30	24	33	0
d. The current situation and events in Afghanistan					
June 17-20, 2010	21	30	27	22	*
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	*

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 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
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
e. The World Cup soccer tournament in South Africa					
June 17-20, 2010	11	14	22	52	*
June, 2006: <i>Soccer's World Cup championship being held in Germany</i>	8	15	19	57	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>
June, 2002: <i>Soccer's World Cup championship being held in Japan and South Korea</i>	10	16	23	50	1
f. News about drug-related violence in Mexico					
June 17-20, 2010	17	23	24	36	*
March 19-22, 2010	12	21	26	40	1
TRENDS FOR COMPARISON:					
March 27-30, 2009: <i>Hillary Clinton's recent trip to Mexico to discuss drug violence near the border</i>	14	24	23	39	*
Feb 27-March 2, 2009: <i>News about growing drug-related violence in Mexico</i>	18	28	23	31	*

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.]**

June 17-20

2010

63	The major oil leak in the Gulf of Mexico
10	Reports about the condition of the U.S. economy
6	The World Cup soccer tournament in South Africa
3	The current situation and events in Afghanistan
2	News about drug-related violence in Mexico
1	Ethnic violence in Kyrgyzstan
7	Some other story (VOL.)
8	Don't know/Refused (VOL.)

PEW.3 PREVIOUSLY RELEASED

PEW.4 In general, how would you rate the job the press has done in covering the oil leak in the Gulf of Mexico **[READ]**

		-----TREND FOR COMPARISON-----			
		Calif. wildfires Oct 26-29	MN bridge collapse Aug 3-6	Hurricane Katrina Sep 8-11	Hurricane Katrina Sep 6-7
June 17-20		May 7-10 ¹			
<u>2010</u>		<u>2010</u>	<u>2007</u>	<u>2007</u>	<u>2005</u>
17	Excellent	23	31	28	26
39	Good	43	47	48	37
27	Only fair	18	14	14	18
15	Poor	12	3	6	18
3	Don't know/Refused (VOL.)	4	5	4	1

¹ For May 7-10, 2010, the question asked about "an oil leak in the Gulf of Mexico threatening the coast of several states."

PEW.5 Do you think news organizations are giving too much coverage, too little coverage or the right amount of coverage to the oil leak in the Gulf of Mexico?

June 17-20 <u>2010</u>		May 20-23 ² <u>2010</u>
19	Too much coverage	14
21	Too little coverage	24
53	Right amount of coverage	59
6	Don't know/Refused (VOL.)	3

PEW.6 THROUGH PEW.10 PREVIOUSLY RELEASED

² For May 20-23, 2010, the question asked about "an oil leak in the Gulf of Mexico threatening the coast of several states."