



**FOR IMMEDIATE RELEASE:**

**Wednesday, July 14, 2010**

**FOR FURTHER INFORMATION:**

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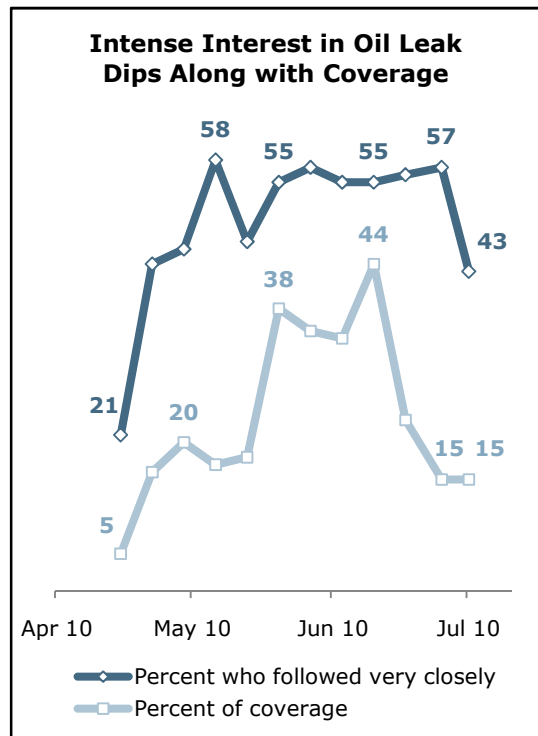
**Few See Leak Coverage as Excessive**

**MODEST DECLINE IN OIL LEAK INTEREST, SHARP DECLINE IN COVERAGE**

As the public continues to closely track news about the environmental disaster unfolding in the Gulf of Mexico, few Americans say news organization are giving the oil leak too much coverage.

The Gulf oil leak once again topped both public interest and media coverage last week, though the percent following the story very closely dropped to 43% from 57% the week of July 1-5. Still, 45% say they followed this news more closely than any other major story. Just 13% say they followed the next ranking story – the U.S. government’s legal challenge to Arizona’s new immigration law – most closely, according to the latest weekly News Interest Index conducted July 8-11 among 1,001 adults by the Pew Research Center for the People & the Press.

News about the oil spill accounted for 15% of coverage, more than double the next top story but far below the 44% devoted to the leak the week of June 14, according to a separate analysis by the Pew Research Center’s Project for Excellence in Journalism (PEJ). The percentage of coverage devoted to the spill declined in



**Public Sees Right Amount of Gulf Leak Coverage**

	May 20-23 %	Jun 17-20 %	July 8-11 %
Too much	14	19	15
Right amount	59	53	53
Too little	24	21	27
Don't know	3	6	5
	100	100	100

Pew Research Center July 8-11 Q4b  
Figures may not add to 100% because of rounding.

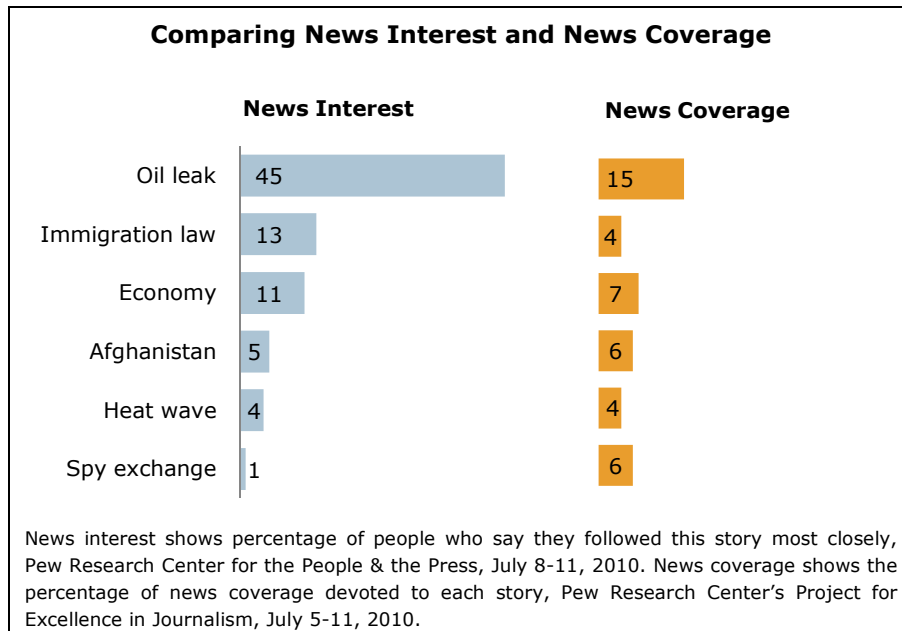
subsequent weeks as the media also focused on other major stories – such as the economy and the war in Afghanistan.

A majority (53%) now says that news organizations are giving the right amount of coverage to the oil leak, matching the number that said this last month. Just 15% say the story is getting too much coverage, while about a quarter (27%) say it is getting too little. Those numbers are little changed from May or June.

The public takes a more critical view of the amount of coverage devoted to two other stories last week. Seven-in-ten (71%) say the sentencing of actress Lindsay Lohan to jail time for probation violations received too much coverage; 61% say the same about coverage of NBA-star LeBron James’ televised announcement that he would join the Miami Heat next season.

### Leak Still Dominates Public’s Interest

Despite the decline in the percentage saying they followed oil leak news very closely, no other story comes close when people are asked which story they followed most closely. That has been the case each week since the start of May, shortly after the April 20 oil rig-explosion that sent oil spewing into the Gulf from an underwater well.



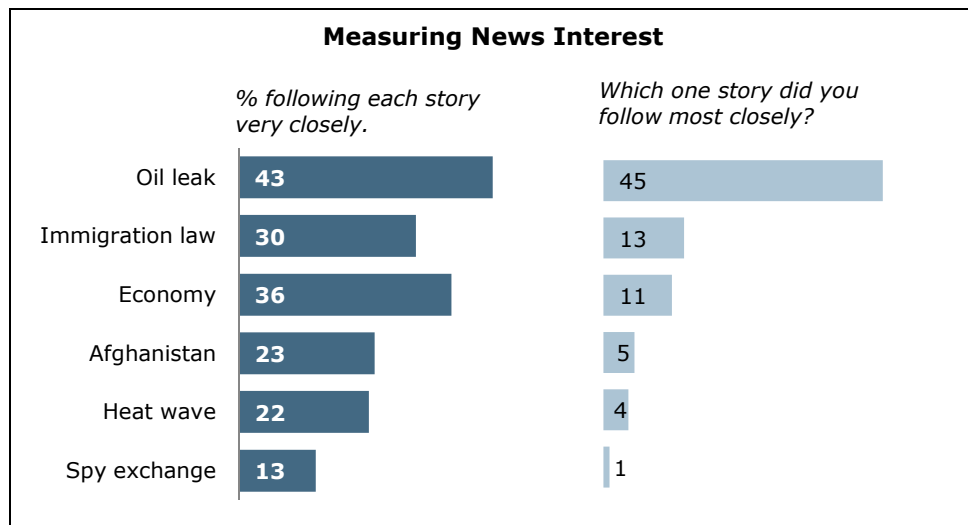
Though 30% say they followed news about the immigration lawsuit very closely, just 13% say this was the news they followed most closely. News about the immigration debate accounted for 4% of the newshole examined by PEJ.

More than a third (36%) say they followed news about the economy very closely, while 11% say this was the news they followed most closely. Last week, news about the economy accounted for 7% of coverage.

About a quarter (23%) say they followed news about the situation in Afghanistan very closely. That’s down slightly from the 29% that said they were following Afghanistan developments very closely one week earlier – shortly after the ouster of Gen. Stanley McChrystal as commander of U.S. forces there. Just 5% say this was the news they followed most closely last week. News about Afghanistan accounted for 6% of coverage.

Another 22% say they followed news about the heat wave that hit the east and the south very closely; 4% say this was the story they followed most closely. News about the heat wave accounted for 4% of coverage.

Just 13% say they very closely followed news about the exchange of suspected spies between the United States and Russia; 1% say this was the story they followed most closely. The spy story accounted for 6% of coverage.



### LeBron James’ Big Decision Widely Known

The public was much more aware last week of news involving two well-known celebrities than reports about visits to the United States by two foreign leaders. Four-in-ten (41%) say they heard a lot about LeBron James’ decision – announced live on ESPN on July 8 – to leave the Cleveland Cavaliers and join the Miami Heat basketball team. Another 27% say they heard a little about this. About three-in-ten (31%) say they heard nothing at all. Almost half of men (49%) say they heard a lot about James’ announcement, compared with 33% of women.

Just more than a quarter (27%) say they heard a lot about Lindsay Lohan getting sentenced to 90 days in jail for violating the terms of her probation. More than four-in-ten (42%) say they heard a little about this and 30% say they heard nothing at all. More women (31%) say they heard a lot about this than men (23%). Those 65 and older, meanwhile, were just as likely as those 18-29 to say they had heard a lot about Lohan’s sentencing (24% vs. 23%).

Visits to the U.S. by Israeli Prime Minister Benjamin Netanyahu and England’s Queen Elizabeth were less widely known. Just 13% say they heard a lot about Netanyahu’s trip, which included a meeting with President Obama in Washington. About a third (35%) heard a little about the visit, but 52% say they heard nothing at all.

<b>What the Public’s Hearing About ...</b>				
	A <u>lot</u> %	A <u>little</u> %	Nothing <u>at all</u> %	DK <u>  </u> %
Lebron James to play for Miami Heat	41	27	31	1=100
Lindsay Lohan sentenced to jail	27	42	30	1=100
Netanyahu’s diplomatic trip to U.S.	13	35	52	1=100
Queen of England visits U.S.	9	47	43	*=100

Pew Research Center July 8-11 Q3a-d.  
Figures may not add to 100% because of rounding.

Just 9% heard a lot about the queen’s visit, her first to New York since 1976, 47% heard a little about this and 43% say they heard nothing at all.

### **Too Much Coverage for Lindsay and LeBron**

Large majorities say news organizations gave too much coverage last week to Lohan’s legal woes (71%) and James’ announcement (61%), but majorities say the press gave the right amount of coverage to the heat wave that hit eastern and southern states (58%) and to the continuing oil leak in the Gulf of Mexico (53%).

While women were more likely than men to have heard a lot about Lohan’s troubles, the sexes were equally likely to say the story got too much coverage: 73% of men say this and 70% of women. On the other hand, men were more likely than women both to have heard a lot about James’ move and to say that the story got too much coverage (68% vs. 55%).

<b>Majorities See Too Much Coverage of Lindsay Lohan, LeBron James</b>				
	Too <u>much</u> %	Right <u>amount</u> %	Too <u>little</u> %	Don’t <u>know</u> %
Lindsay Lohan jail sentencing	71	12	5	11=100
LeBron James’ decision	61	19	4	15=100
Major oil leak in Gulf of Mexico	15	53	27	5=100
Heat wave in east and south	13	58	17	12=100
Reports about economy	8	42	45	5=100
Situation in Afghanistan	6	40	47	7=100

Pew Research Center July 8-11 Q4a-f.  
Figures may not add to 100% because of rounding.

Opinions about the amount of coverage given to the economy and the situation in Afghanistan are more divided. About four-in-ten (42%) say news organizations gave the right amount of coverage to the economy while 45% say they gave the economy too little coverage. Just 8% say they gave the economy too much coverage. In two surveys earlier this year – in February and April – the balance tilted more toward the right amount of coverage. In each, 46% said news organizations were giving the right amount of coverage to the economy and 34% said they were giving it too little coverage.

Currently, 47% say news organizations are giving too little coverage to the situation and events in Afghanistan, 40% say they are giving the right amount of coverage and 6% say too little coverage. In October 2009, 46% said right amount, 39% said too little and 11% said too much coverage.

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 July 5-11, and survey data measuring public interest in the top news stories of the week were collected July 8-11, from a nationally representative sample of 1,001 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](http://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 1,001 adults living in the continental United States, 18 years of age or older, from July 8-11, 2010 (670 respondents were interviewed on a landline telephone, and 331 were interviewed on a cell phone, including 123 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:

<b>Group</b>	<b>Sample Size</b>	<b>Plus or minus...</b>
Total sample .....	1,001 .....	4.0 percentage points
Republicans .....	266 .....	7.5 percentage points
Democrats .....	291 .....	7.0 percentage points
Independents .....	358 .....	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](http://www.people-press.org).

**PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS**  
**NEWS INTEREST INDEX**  
**JULY 8-11, 2010 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>	<b>(VOL.) DK/Ref</b>
a. Reports about the condition of the U.S. economy					
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	*
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

PEW.1 CONTINUED...

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



PEW.1 CONTINUED...

	<u>Very closely</u>	<u>Fairly closely</u>	<u>Not too closely</u>	<u>Not at all closely</u>	<u>(VOL.) DK/Ref</u>
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	*
September, 1992	43	37	13	6	1
May, 1992	39	39	15	6	1

**PEW.1 CONTINUED...**

	<u>Very closely</u>	<u>Fairly closely</u>	<u>Not too closely</u>	<u>Not at all closely</u>	<b>(VOL.) DK/Ref</b>
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>b. The major oil leak in the Gulf of Mexico</b>					
July 8-11, 2010	43	40	10	6	1
July 1-5, 2010	57	29	9	5	*
June 24-27, 2010	56	31	8	5	*
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	*
<b>TRENDS FOR COMPARISON:</b>					
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	--
<b>c. A spy exchange between the United States and Russia<sup>1</sup></b>					
July 8-11, 2010	13	26	25	35	1
July 1-5, 2010: <i>The arrest of 11 suspected undercover Russian spies working in the U.S.</i>	15	24	29	31	2
<b>TREND FOR COMPARISON:</b>					
October 4-8, 2000: <i>Nuclear scientist Wen Ho Lee being released from prison, after being suspected of spying</i>	13	25	27	34	1
<b>d. The U.S. Justice Department challenging the legality of Arizona's recent immigration law</b>					
July 8-11, 2010	30	27	19	23	1
<b>TREND FOR COMPARISON:</b>					
July 1-5, 2010: <i>The issue of immigration</i>	34	30	20	14	1
May 7-10, 2010: <i>A new Arizona law that gives police more authority to question people they suspect might be illegal immigrants</i>	38	27	13	21	1
April 30-May 3, 2010	36	31	13	20	*
October 12-15, 2007: <i>The issue of immigration</i>	23	29	19	29	*

<sup>1</sup> During the first night of field period (July 8), this item asked "Reports of a planned spy exchange ..."

PEW.1 CONTINUED...

	<u>Very closely</u>	<u>Fairly closely</u>	<u>Not too closely</u>	<u>Not at all closely</u>	<u>(VOL.) DK/Ref</u>
June 29-July 2, 2007: <i>The debate in Congress over new immigration policy</i>	26	30	21	23	*
June 22-25, 2007	24	28	22	26	*
June 15-18, 2007	22	32	21	25	*
June 8-11, 2007	24	29	20	26	1
May 24-27, 2007	27	31	22	19	1
April 12-16, 2007: <i>The issue of immigration</i>	21	29	24	26	*
August, 2006	34	40	16	9	1
June, 2006	36	41	15	7	1
May, 2006	44	33	13	9	1
April, 2006	39	34	16	10	1
December, 1994: <i>Passage of Proposition 187, the California law that bars education, health and welfare benefits from illegal immigrants and their children</i>	26	32	22	20	*
e. The heat wave striking the east and south					
July 8-11, 2010	22	23	24	30	1
June 6-9, 2008	20	24	21	35	*
<b>TREND FOR COMPARISON:</b>					
January 8-11, 2010: <i>Unusually cold winter weather</i>	42	30	17	12	*
January 16-19, 2009: <i>Cold winter weather in much of the country</i>	33	31	21	15	*
December 14-17, 2007: <i>Snow and ice storms in the Midwest and Northeast</i>	30	31	21	18	*
August 10-13, 2007: <i>The hot weather this summer and its impact on the country</i>	33	29	21	17	*
February 16-19, 2007: <i>Cold winter weather and snowstorms in the Northeast and Midwest</i>	30	33	18	18	1
February 9-12, 2007: <i>Cold winter weather</i>	36	36	15	13	*
January 19-22, 2007: <i>Snow and ice storms in some parts of the country</i>	31	32	22	14	1
January 5-8, 2007: <i>Winter snowstorms in the western U.S.</i>	24	30	25	21	*
August, 2006: <i>The hot weather this summer and its impact on the country</i>	38	34	17	9	2
January, 2001: <i>Cold winter weather and storms in the Northeast and Midwest</i>	42	31	15	11	1
January, 1999: <i>Cold winter weather and storms in the Midwest</i>	37	34	17	12	*
Early December, 1998: <i>Unseasonable weather patterns</i>	39	35	13	12	1
August, 1998: <i>The heat wave and its impact throughout the country</i>	38	39	14	8	1
January, 1994: <i>News about cold weather conditions in the Northeast and Midwest</i>	51	30	12	7	*
August, 1988: <i>The hot weather this summer and the greenhouse effect</i>	42	32	15	10	1
f. The current situation and events in Afghanistan					
July 8-11, 2010	23	32	24	20	1
July 1-5, 2010	29	34	23	14	1

**PEW.1 CONTINUED...**

	<u>Very closely</u>	<u>Fairly closely</u>	<u>Not too closely</u>	<u>Not at all closely</u>	<b>(VOL.) DK/Ref</b>
<b>TREND FOR COMPARISON:</b>					
June 24-27, 2010: <i>General Stanley McChrystal resigning as head of U.S. forces in Afghanistan after being quoted criticizing President Obama and his Afghanistan strategy</i>	28	31	19	21	1
June 17-20, 2010: <i>The current situation and events in Afghanistan</i>	21	30	27	22	*
May 20-23, 2010	22	33	25	20	*
April 9-12, 2010	21	29	27	22	1
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

**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.]**

- 45 The major oil leak in the Gulf of Mexico
- The U.S. Justice Department challenging the legality of
- 13 Arizona's recent immigration law
- 11 Reports about the condition of the U.S. economy
- 5 The current situation and events in Afghanistan
- 4 The heat wave striking the east and south
- 1 A spy exchange between the United States and Russia
- 9 Some other story (VOL.)
- 12 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]**

	<u>A lot</u>	<u>A little</u>	<u>Nothing at all</u>	<b>(VOL.) Don't know</b>
a. The Queen of England's visit to the United States July 8-11, 2010	9	47	43	*
b. Actress Lindsay Lohan's jail sentencing July 8-11, 2010	27	42	30	1
c. Israeli Prime Minister Benjamin Netanyahu's visit to the U.S. July 8-11, 2010	13	35	52	1
d. NBA free agent LeBron James' decision to play for the Miami Heat <sup>2</sup> July 8-11, 2010	41	27	31	1
<b>TREND FOR COMPARISON</b>				
NBA teams negotiating with free-agent LeBron James July 1-5, 2010	24	30	45	1

<sup>2</sup> During the first night of the field period (July 8), the item asked about James' "decision about what team he will play for."

**ASK ALL:**

PEW.4 Do you think news organizations are giving too much coverage, too little coverage, or the right amount of coverage to each of the following? **[READ AND RANDOMIZE]**

	<u>Too much coverage</u>	<u>Too little coverage</u>	<u>Right amount of coverage</u>	<u>(VOL.) DK/Ref</u>
a. Reports about the condition of the U.S. economy				
July 8-11, 2010	8	45	42	5
April 1-5, 2010	15	34	46	6
February 12-15, 2010	16	34	46	4
January 22-25, 2010	9	38	52	2
October 2-5, 2009	22	32	44	2
July 17-20, 2009	16	30	51	4
March 20-23, 2009	21	26	51	2
January 18-21, 2008	11	32	52	5
February, 2001: <i>Signs of an economic slowdown</i>	21	25	46	8
b. The major oil leak in the Gulf of Mexico				
July 8-11, 2010	15	27	53	5
June 17-20, 2010	19	21	53	6
May 20-23, 2010 <sup>3</sup>	14	24	59	3
c. Actress Lindsay Lohan's jail sentencing				
July 8-11, 2010	71	5	12	11
d. NBA free agent LeBron James' decision to play for the Miami Heat				
July 8-11, 2010	61	4	19	15
e. The heat wave striking the east and south				
July 8-11, 2010	13	17	58	12
f. The current situation and events in Afghanistan				
July 8-11, 2010	6	47	40	7
October 16-19, 2009: <i>The U.S. military effort in Afghanistan</i>	11	39	46	4
March 20-23, 2009	7	54	36	3
June 20-23, 2008: <i>The military effort in Afghanistan against Taliban fighters</i>	7	55	34	4

**PEW.5-PEW.10 PREVIOUSLY RELEASED  
PEW.11 HELD FOR FUTURE RELEASE**

<sup>3</sup> For May 20-23, 2010, the question asked about "an oil leak in the Gulf of Mexico threatening the coast of several states."