



THE PEW RESEARCH CENTER
For The People & The Press

NEWS Release
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FOR IMMEDIATE RELEASE:
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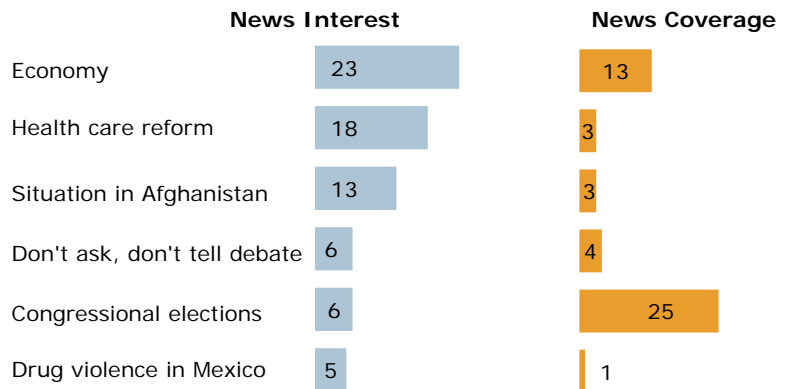
Few Have Heard a Lot about GOP’s “Pledge to America” Elections Dominate Coverage, Not Public Interest

While the 2010 midterm congressional elections dominated media coverage last week, the public focused more on news about the nation’s struggling economy.

Nearly a quarter (23%) of the public says they followed news about the economy more closely than any other major story. Just 6% say they followed news about this year’s congressional elections most closely, according to the latest News Interest

Index survey of 1,010 adults conducted Sept. 23-26 by the Pew Research Center for the People & the Press.

News Interest vs. Coverage



News interest shows the percentage of people who say they followed this story most closely, Pew Research Center for the People & the Press, September 23-26, 2010. News coverage shows the percentage of news coverage devoted to each story, Pew Research Center’s Project for Excellence in Journalism, September 20-26, 2010.

The midterm election campaign accounted for 25% of news coverage, almost double the 13% given to news about the economy, according to a separate analysis by the Pew Research Center’s Project for Excellence in Journalism (PEJ).

More than four-in-ten Americans (43%) say they followed economic news very closely, compared with 25% who tracked campaign news very closely. About as many Democrats (26%) as Republicans (30%) say they are following campaign news very closely; 22% of independents say the same.

Many Aware of Possible GOP Majority; Pledge Less Widely Known

Most Americans say they have heard at least a little about the possibility that Republicans will win a majority of seats in Congress on Nov. 2. About four-in-ten (42%) say they have heard a lot about this, while 35% say they have heard a little.

Slightly fewer people (36%) say they have heard a lot about victories by candidates associated with the Tea Party movement in recent Republican primaries; another 36% say they heard a little about victories by Tea Party-affiliated candidates.

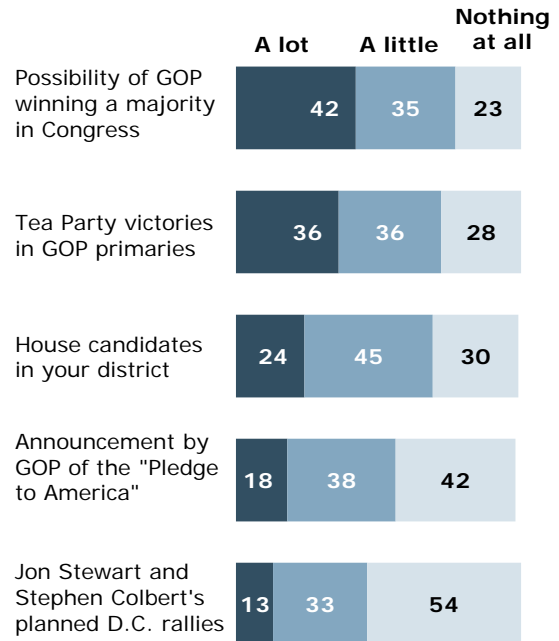
Fewer say they have heard a lot about the House candidates in their districts (24%), while 45% say they have heard a little about this.

Just 18% say they have heard a lot about the legislative blueprint unveiled by House GOP leaders, called "A Pledge to America." Close to four-in-ten (38%) say they heard a little about this, while 42% say they heard nothing at all.

Still fewer (13%) say they have heard a lot about the Washington rallies planned by Comedy Central hosts Jon Stewart and Stephen Colbert. A third (33%) say they heard a little about the rallies, while just more than half (54%) say they heard nothing at all.

Many Aware of Possible Change in Congressional Majority

How much have you heard about...



PEW RESEARCH CENTER September 23-26, 2010.

Modest Partisan Differences in Awareness of Campaign Events

Republicans are more likely to say they have heard a lot about the possibility that the GOP could win a majority in Congress (51%) than are Democrats or independents (both 41%). On other questions, though, the differences are slim or not significant.

More than four-in-ten Republicans (43%) say they have heard a lot about the recent Tea Party candidate victories in GOP primaries, not much different from the 34% of both Democrats and independents that say this.

Nearly a quarter of Republicans (23%) say they heard a lot about the GOP “Pledge to America” announced late last week, while 20% of independents and 15% of Democrats say they heard a lot about this.

Three-in-ten Republicans (30%) say they have heard a lot about the candidates for the U.S. House in their districts, about the same as the 27% of Democrats that say this.

Few in any group say they have heard a lot about the Washington rallies planned by Comedy Central stars Jon Stewart and Stephen Colbert; 16% of Democrats, 12% of independents and 11% of Republicans say they have heard a lot about this.

In general, older Americans are much more likely to have heard a lot about these developments than those under 30 – except for the rally by Stewart and Colbert. For example, nearly six-in-ten (59%) of those 65 and older say they have heard a lot about the possibility that the GOP could win a majority in Congress, while 18% of those 18-29 say they have heard a lot about this. On the other hand, 14% of those 18 to 29 have heard a lot about the Oct. 30 rallies, about the same as the older age groups.

The Week’s News

While news about the economy topped the News Interest Index (23% most closely), nearly as many (18%) say they tracked news about portions of the federal health care law taking effect more closely than other major news. Almost four-in-ten (37%) say they followed this news very closely. Reporting about the new law made up 3% of the newshole as measured by PEJ.

Republicans More Aware of Talk of Possible GOP Majority

	Total	Rep	Dem	Ind
<i>% heard “a lot” about...</i>	%	%	%	%
Possibility that GOP could win majority in Congress	42	51	41	41
Tea Party victories in GOP primaries	36	43	34	34
Candidates running for U.S. House in your district	24	30	27	18
New GOP Pledge to America	18	23	15	20
Jon Stewart and Stephen Colbert plan DC rallies	13	11	16	12

PEW RESEARCH CENTER September 23-26, 2010.

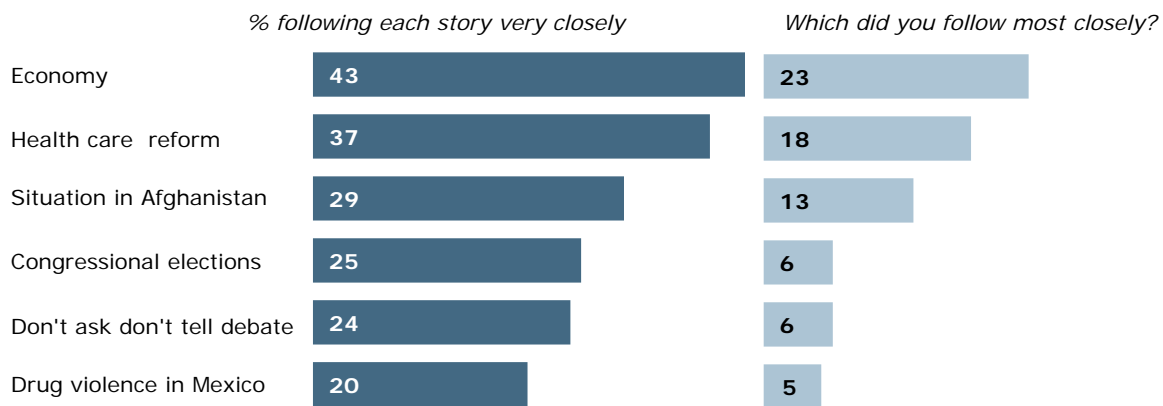
Republicans and Democrats are equally likely to say they followed news about the new health care law very closely (36% each), but women are more likely than men to say they followed this news very closely (40% vs. 33%).

More than one-in-ten (13%) say they followed news about the situation in Afghanistan most closely, while 29% say they followed news about the situation there very closely. News about Afghanistan made up 3% of coverage. News about Bob Woodward's new book, which delves into how the Obama administration arrived at its Afghanistan strategy, accounted for a separate 3%, according to PEJ.

Fewer than one-in-ten (6%) say they followed the debate in Congress over the Pentagon's "Don't Ask, Don't Tell" policy concerning gays in the military most closely, while 24% say they followed this debate very closely. News about the policy made up 4% of coverage.

Another 5% say they followed news about drug violence in Mexico most closely, while 20% say they followed this news very closely. News about the situation in Mexico made up 1% of coverage.

News Interest



PEW RESEARCH CENTER September 23-26, 2010.

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 September 20-26, and survey data measuring public interest in the top news stories of the week were collected September 23-26, from a nationally representative sample of 1,010 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 under the direction of Princeton Survey Research Associates International among a national sample of 1,010 adults living in the continental United States, 18 years of age or older, from September 23-26, 2010 (675 respondents were interviewed on a landline telephone, and 335 were interviewed on a cell phone, including 148 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	1,010	4.0 percentage points
Republicans	273	7.5 percentage points
Democrats	321	7.0 percentage points
Independents	344	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:

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

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**PEW RESEARCH CENTER NEWS INTEREST INDEX
 SEPTEMBER 23-26, 2010 OMNIBUS
 FINAL TOPLINE
 N=1010**

PEW.1-PEW.3 PREVIOUSLY RELEASED

ASK ALL:

PEW.4 As I read a list of some stories covered by news organizations this past week, please tell me if you happened to follow each news story very closely, fairly closely, not too closely, or not at all closely. First, **[INSERT ITEM; RANDOMIZE] [IF NECESSARY "Did you follow [ITEM] very closely, fairly closely, not too closely or not at all closely?"]**

	<u>Very closely</u>	<u>Fairly closely</u>	<u>Not too closely</u>	<u>Not at all closely</u>	(VOL.) DK/Ref
a. Reports about the condition of the U.S. economy					
September 23-26, 2010	43	34	13	9	1
September 16-19, 2010	37	30	16	16	1
September 2-6, 2010	43	31	13	12	*
August 19-22, 2010	39	31	14	15	1
August 5-8, 2010	39	33	14	13	1
July 29-August 1, 2010	51	33	11	5	*
July 22-25, 2010	46	33	14	6	1
July 15-18, 2010	37	33	14	15	1
July 8-11, 2010	36	33	15	16	*
July 1-5, 2010	48	30	13	8	*
June 24-27, 2010	37	37	15	11	1
June 17-20, 2010	38	34	15	13	*
June 10-13, 2010	39	35	17	9	*
June 3-6, 2010	35	33	16	14	1
May 27-30, 2010	43	29	13	15	*
May 20-23, 2010	40	35	13	11	*
May 13-16, 2010	49	32	11	8	1
May 7-10, 2010	42	34	11	12	*
April 30-May 3, 2010	32	37	17	14	1
April 23-26, 2010	42	31	13	14	*
April 16-19, 2010	40	32	14	14	0
April 9-12, 2010	40	32	15	13	*
April 1-5, 2010	33	34	14	19	*
March 19-22, 2010	41	32	14	13	*
March 12-15, 2010	41	35	12	12	*
March 5-8, 2010	40	34	12	13	*
February 26-March 1, 2010	31	33	17	19	*
February 19-22, 2010	38	34	15	12	*
February 12-15, 2010	35	34	15	16	*
February 5-8, 2010	43	36	13	9	*
January 29-February 1, 2010	45	32	13	10	*
January 22-25, 2010	41	34	14	10	*
January 15-18, 2010	37	38	14	11	*
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	*

PEW.4 CONTINUED...

	<u>Very closely</u>	<u>Fairly closely</u>	<u>Not too closely</u>	<u>Not at all closely</u>	(VOL.) DK/Ref
September 3-6, 2009	41	31	15	13	*
August 28-31, 2009	45	30	13	12	1
August 21-24, 2009	50	27	13	10	1
August 14-17, 2009	41	37	11	12	*
August 7-10, 2009	42	34	13	10	*
July 31-August 3, 2009	46	34	11	8	*
July 24-27, 2009	45	35	12	8	*
July 17-20, 2009	43	35	11	11	1
July 10-13, 2009	37	38	13	11	*
July 2-5, 2009	38	35	15	12	*
June 19-22, 2009	42	33	15	10	*
June 12-15, 2009	41	35	12	12	*
June 5-8, 2009	41	34	11	14	*
May 29-June 1, 2009	43	37	11	8	*
May 21-24, 2009	44	35	13	9	*
May 15-18, 2009	44	35	12	8	*
May 8-11, 2009	42	34	12	12	*
May 1-4, 2009	47	36	11	5	1
April 17-20, 2009	52	30	10	7	1
April 9-13, 2009	48	29	13	10	0
March 27-30, 2009	48	32	10	10	*
March 20-23, 2009	52	34	8	6	*
March 13-16, 2009	48	33	9	10	*
February 27-March 2, 2009	56	30	8	6	*
February 13-16, 2009	55	29	10	6	*
January 30-February 2, 2009	52	31	12	5	*
January 23-26, 2009	57	30	8	5	0
January 16-19, 2009	43	35	13	9	*
January 2-4, 2009	42	36	15	7	*
December 12-15, 2008	51	33	9	7	*
December 5-8, 2008	42	38	13	7	*
November 21-24, 2008	59	24	9	8	*
November 14-17, 2008	56	29	9	6	*
November 7-10, 2008	54	31	8	7	*
October 31-November 3, 2008	63	27	6	4	*
October 24-27, 2008	52	35	7	5	1
October 17-20, 2008	62	29	6	3	*
October 10-13, 2008	65	25	7	3	*
October 3-6, 2008	69	23	5	3	*
September 26-29, 2008	70	22	5	3	*
September 19-22, 2008	56	27	12	5	*
September 5-8, 2008	44	33	16	7	*
August 29-31, 2008	41	34	13	11	1
August 15-18, 2008	39	36	15	10	*
August 8-11, 2008	39	35	16	10	*
August 1-4, 2008	47	34	11	8	0
July 25-28, 2008	46	32	10	12	*
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.4 CONTINUED...

	Very <u>closely</u>	Fairly <u>closely</u>	Not too <u>closely</u>	Not at all <u>closely</u>	(VOL.) DK/Ref
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
b. Debate about whether Congress should repeal the "Don't Ask, Don't Tell" policy concerning gays in the military September 23-26, 2010	24	30	22	22	2

PEW.4 CONTINUED...

	Very <u>closely</u>	Fairly <u>closely</u>	Not too <u>closely</u>	Not at all <u>closely</u>	(VOL.) <u>DK/Ref</u>
TRENDS FOR COMPARISON:					
May 27-30, 2010: <i>Congressional debate over whether to repeal the "Don't Ask, Don't Tell" policy concerning gays in the military</i>	16	22	24	37	1
February 5-8, 2010: <i>Military leaders saying they support allowing gays to serve openly in the military</i>	19	31	26	24	*
August, 1993: <i>Bill Clinton's decision to ease the ban on homosexuals in the military</i>	44	37	13	5	1
February, 1993: <i>Bill Clinton's attempts to lift the ban on gays in the military</i>	45	35	14	6	*
c. The current situation and events in Afghanistan					
September 23-26, 2010	29	40	19	11	1
September 9-12, 2010	30	33	20	17	*
July 29-August 1, 2010	34	35	22	9	*
July 15-18, 2010	22	33	23	22	*
July 8-11, 2010	23	32	24	20	1
July 1-5, 2010	29	34	23	14	1
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
TRENDS FOR COMPARISON:					
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
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	*
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	*

PEW.4 CONTINUED...

	Very <u>closely</u>	Fairly <u>closely</u>	Not too <u>closely</u>	Not at all <u>closely</u>	(VOL.) <u>DK/Ref</u>
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
d. News about this year's congressional elections					
September 23-26, 2010	25	33	23	18	1
September 16-19, 2010	23	26	23	27	1
September 9-12, 2010	22	23	21	34	1
September 2-6, 2010	26	24	23	26	1
August 26-29, 2010	20	27	23	28	1
August 19-22, 2010	19	23	24	33	1
August 12-15, 2010	20	22	19	38	1
July 29-August 1, 2010	29	34	22	14	*
July 15-18, 2010	17	23	26	33	1
June 10-13, 2010	20	29	24	27	1
May 20-23, 2010	23	25	24	27	*
April 23-26, 2010	20	25	19	35	*
March 5-8, 2010	25	27	21	26	1
January 8-11, 2010	20	24	26	29	1
TRENDS FOR COMPARISON:					
October 24-27, 2008: <i>News about candidates for local and statewide elections</i>	20	35	24	20	1
Early November, 2006: <i>News about candidates and election campaigns in your state and district</i>	27	37	18	17	1
Late October, 2006 (RVs)	27	45	17	11	*
Early October, 2006	21	38	25	15	1
Early September, 2006	16	32	28	23	1
August, 2006	20	29	28	22	1
June, 2006	18	30	29	21	2
May, 2006	18	28	30	23	1
Early November, 2002 (RVs)	27	46	18	9	*
Late October, 2002 (RVs)	28	34	24	13	1
Early October, 2002 (RVs)	21	46	22	10	1
Early September, 2002	17	29	29	24	1
Late October, 1998 (RVs)	26	45	20	9	*

PEW.4 CONTINUED...

	Very <u>closely</u>	Fairly <u>closely</u>	Not too <u>closely</u>	Not at all <u>closely</u>	(VOL.) DK/Ref
Early October, 1998 (RVs)	21	43	24	11	1
Early September, 1998	17	32	28	23	*
Early August, 1998	13	30	28	23	1
June, 1998	9	27	33	30	1
April, 1998 ¹	16	33	24	27	*
November, 1994	18	42	25	15	*
Late October, 1994	14	38	31	16	1
Early October, 1994	23	34	23	19	1
September, 1994	19	34	29	18	*
November, 1990	38	34	17	11	*
October, 1990	18	32	28	22	*
e. News about portions of this year's health care reform law beginning to take effect					
September 23-26, 2010	37	31	17	14	1
TRENDS FOR COMPARISON:					
April 16-19, 2010: <i>News about the new health care reform law</i>	40	30	16	14	*
April 9-12, 2010	46	27	15	12	*
April 1-5, 2010	42	27	14	16	*
March 26-29, 2010: <i>Debate over health care reform</i>	49	29	12	10	*
March 19-22, 2010	51	24	11	14	*
March 12-15, 2010	40	31	16	13	*
March 5-8, 2010	42	27	17	15	*
February 26-March 1, 2010	29	29	19	22	*
February 19-22, 2010	33	28	19	19	*
January 29-February 1, 2010	39	27	16	17	*
January 22-25, 2010	41	32	15	11	*
January 15-18, 2010	37	27	19	18	*
January 8-11, 2010	39	26	20	15	*
December 18-21, 2009	42	27	16	14	*
December 11-14, 2009	42	30	15	14	*
December 4-7, 2009	42	28	15	14	1
November 20-23, 2009	42	29	14	15	*
November 13-16, 2009	38	26	17	17	1
November 6-9, 2009	35	28	15	22	1
October 30-November 2, 2009	32	26	19	23	*
October 23-26, 2009	40	27	16	17	1
October 16-19, 2009	36	28	15	21	*
October 9-12, 2009	37	29	14	19	1
October 2-5, 2009	39	29	16	16	*
September 25-28, 2009	45	31	12	12	0
September 18-21, 2009	44	26	19	11	*
September 11-14, 2009	44	27	14	15	*
September 3-6, 2009	40	26	16	17	0
August 28-31, 2009	40	28	17	14	1
August 21-24, 2009	49	24	12	15	1
August 14-17, 2009	39	31	15	15	1
August 7-10, 2009: <i>Debate in Washington over health care reform</i>	40	27	17	15	1
July 31-August 3, 2009	47	26	14	13	1
July 24-27, 2009	44	28	15	13	*
July 17-20, 2009	33	31	13	21	2
July 10-13, 2009	24	29	20	27	*
June 26-29, 2009	29	26	20	25	1

¹ In April 1998, September 1994 and October 1990, story was listed as "Candidates and election campaigns in your state."
In November 1990, story was listed as "Candidates and elections in your state."

PEW.4 CONTINUED...

	Very <u>closely</u>	Fairly <u>closely</u>	Not too <u>closely</u>	Not at all <u>closely</u>	(VOL.) <u>DK/Ref</u>
June 19-22, 2009	28	28	20	23	*
June 12-15, 2009	29	26	18	26	*
May 15-18, 2009: <i>Debate over Barack Obama's health care plans</i>	25	30	20	24	*
March 6-9, 2009: <i>Obama proposing a \$630 billion fund for overhauling health care</i>	41	32	13	14	*
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
f. News about drug-related violence in Mexico					
September 23-26, 2010	20	27	26	26	1
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.5 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.]

23	Reports about the condition of the U.S. economy
18	News about portions of this year's health care reform law beginning to take effect
13	The current situation and events in Afghanistan
	Debate about whether Congress should repeal the "Don't Ask, Don't Tell" policy concerning
6	gays in the military
6	News about this year's Congressional elections
5	News about drug-related violence in Mexico
10	Some other story (VOL.)
20	Don't know/Refused (VOL.)

ASK ALL:

PEW.6 Thinking about this year's Congressional elections...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>	(VOL.) <u>DK/Ref</u>
a. Talk show hosts Jon Stewart and Stephen Colbert planning rallies in Washington D.C. next month September 23-26, 2010	13	33	54	1

PEW.6 CONTINUED...

	<u>A lot</u>	<u>A little</u>	<u>Nothing at all</u>	(VOL.) <u>DK/Ref</u>
b. Victories by Tea Party candidates in Republican primaries across the country September 23-26, 2010	36	36	28	1
c. The announcement by Republicans in Congress of a campaign agenda they are calling the "Pledge to America" September 23-26, 2010	18	38	42	1
d. The possibility that Republicans could win a majority in Congress September 23-26, 2010	42	35	23	1
e. The candidates running for the U.S. House seat in your district September 23-26, 2010	24	45	30	2

PEW.7-PEW.9 PREVIOUSLY RELEASED