

PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
NEWS INTEREST INDEX OMNIBUS SURVEY
SURVEY A: APRIL 23-26, 2009 N=1001
SURVEY B: APRIL 24-27, 2009 N=1002
COMBINED: N=2003

ASK SURVEY B [N=1002]:

Q.1 Can you tell me the name of the person you've heard the MOST about in the news lately?
[PROBE IF NECESSARY: Just the name that comes to mind FIRST when you think about who's been in the news lately] [IF ANSWER GIVEN ASK: Who else comes to mind?] [OPEN END. RECORD UP TO TWO MENTIONS. RECORD FIRST MENTION ON FIRST SCREEN AND SECOND MENTION ON SECOND SCREEN]

NOTE: Total exceeds 100% because of multiple responses.

		Jan 9-12 <u>2009</u>	Dec 5-8, <u>2008</u>
81	Barack Obama	72	89
6	Hillary Clinton	3	19
6	Craigslist killer		
4	Bernard Madoff	9	
4	Michelle Obama	1	
3	Timothy Geithner		
3	Nancy Pelosi		
3	Octuplets' mom		
2	Dick Cheney		
2	Pirates		
2	Susan Boyle		
2	Hugo Chavez		
1	George W. Bush	17	12
1	Rod Blagojevich	21	
1	Caylee Anthony	2	
1	Joe Biden	1	
1	Janet Napolitano		
1	Mahmoud Ahmadinejad		
1	Kobe Bryant		
1	Miss California		
1	Ben Bernanke		
1	Rush Limbaugh		
1	Melissa Huckaby		
1	Newt Gingrich		
1	Auto Company CEOs		3
1	Captain Richard Phillips		
23	Other answer given		
10	Don't know/No answer		

ASK SURVEY B [N=1002]:

Q.2 As I read a list of some stories covered by news organizations this past week, please tell me if you happened to follow each news story very closely, fairly closely, not too closely, or not at all closely. First, [INSERT ITEM; RANDOMIZE] [IF NECESSARY “Did you follow [ITEM] very closely, fairly closely, not too closely or not at all closely?”]

	Very closely	Fairly closely	Not too closely	Not at all closely	DK/ Refused
a. Financial problems in the U.S. auto industry	30	39	16	15	*=100
TRENDS FOR COMPARISON:¹					
April 3-6, 2009: <i>Financial problems in the U.S. auto industry</i>	31	35	16	18	*=100
February 20-23, 2009: <i>U.S. automakers seeking billions in federal loans to avoid bankruptcy</i>	33	34	22	11	*=100
December 19-22, 2008: <i>Bush administration plan for emergency loans to U.S. automakers</i>	37	33	16	13	1=100
December 12-15, 2008: <i>Debate over a government bailout for U.S. auto industry</i>	40	33	18	9	*=100
December 5-8, 2008: <i>Debate in Congress over a bailout for U.S. auto industry</i>	34	38	17	11	*=100
November 21-24, 2008	41	26	17	15	1=100
November 14-17, 2008: <i>Problems facing U.S. automakers</i>	30	35	20	15	*=100
October 31-November 3, 2008: <i>Possible merger of GM and Chrysler</i>	16	28	24	31	1=100
May 18-21, 2007: <i>DaimlerChrysler sells Chrysler</i>	8	20	25	46	1=100
September 28-October 1, 2007: <i>Agreement between GM and UAW ending strike</i>	14	28	28	30	*=100
December, 2005: <i>General Motors job cuts</i>	22	30	26	21	1=100
June, 1998: <i>Chrysler/Daimler Benz merger</i>	12	22	27	38	1=100
January, 1992: <i>General Motors job cuts</i>	35	38	18	9	*=100

ASKED OF SURVEY B APRIL 25-27, 2009 [N=806]:

b. Reports of swine flu in Mexico and the U.S.	25	30	19	26	*=100
TREND FOR COMPARISON:²					
October 19-22, 2007: <i>Drug-resistant staph infection in the U.S.</i>	26	31	19	24	0=100

¹ April 3-6, 2009 asked about: “Financial problems in the U.S. auto industry.” February 20-23, 2009 asked about: “U.S. automakers seeking billions of dollars in federal loans to avoid bankruptcy.” December 19-22, 2008 asked about “The Bush administration’s plan to provide billions in emergency loans to U.S. automakers.” December 12-15, 2008 asked about “The debate over a government bailout for the U.S. auto industry.” November 21-24, 2008 and December 5-8, 2008 asked about “The debate in Congress over a government bailout for the U.S. auto industry.” November 14-17, 2008 asked about: “News about problems facing U.S. automakers.” October 31-November 3, 2008 asked about: “The possible merger of automakers General Motors and Chrysler.” May 18-21, 2007 asked about: “DaimlerChrysler’s decision to sell Chrysler to a private equity firm.” January, 1992 and December, 2005 asked about: “The major job cuts announced by General Motors.” June, 1998 asked about: “The merger of the Chrysler Corporation and Daimler Benz.” September 28-October 1, 2007 asked about “An agreement between General Motors and the United Auto Workers union that ended a two-day strike over wages and job security.”

² October 19-22, 2007 asked about: “The growing danger of a drug-resistant staph infection in the U.S.” June 1-4, 2007 asked about: “An Atlanta man with a dangerous form of tuberculosis who traveled to Europe against the advice of government health officials.” March, 2006 asked about: “Outbreaks of bird flu in different parts of the world.” Late October and November, 2005 asked about: “The outbreak of bird flu in Asia and Europe.” May and June, 2003 asked about: “The lung disease called “SARS” that has spread from Asia.” September, 2002 asked about: “Cases of West Nile Virus spread by mosquitoes.” January, 1998 asked about: “The outbreak of an Asian flu spread by birds or chickens.”

Q.2 CONTINUED...

	<u>Very closely</u>	<u>Fairly closely</u>	<u>Not too closely</u>	<u>Not at all closely</u>	<u>DK/ Refused</u>
June 1-4, 2007: Atlanta man traveling with dangerous form of Tuberculosis	24	34	21	19	2=100
March, 2006: Outbreaks of bird flu	21	36	24	19	*=100
November, 2005: Bird flu	22	37	25	15	1=100
Late October, 2005: Bird flu	22	33	24	20	1=100
June 2003: The lung disease called "SARS" that has spread from Asia	28	44	19	8	1=100
May 2003: SARS	39	39	15	6	1=100
September, 2002: Cases of West Nile virus	34	36	21	8	1=100
January, 1998: Bird flu	19	36	25	20	*=100

ASK SURVEY B [N=1002]:

c. The current situation and events in Iraq	21	35	25	19	*=100
March 20-23, 2009	25	37	21	17	*=100
February 27-March 2, 2009³	40	37	13	9	1=100
December 12-15, 2008	24	35	25	16	*=100
November 21-24, 2008	32	31	24	13	0=100
November 14-17, 2008	24	33	27	16	*=100
October 31-November 3, 2008	30	35	22	12	1=100
October 24-27, 2008	29	35	25	11	*=100
October 10-13, 2008	23	34	30	13	*=100
October 3-6, 2008	29	33	28	10	*=100
September 5-8, 2008	24	37	26	13	*=100
August 29-31, 2008	22	32	29	16	1=100
August 22-25, 2008	26	31	27	15	1=100
August 1-4, 2008	27	40	23	10	*=100
July 25-28, 2008	28	33	22	17	*=100
July 18-21, 2008	33	35	20	12	*=100
July 11-14, 2008	24	35	24	16	1=100
July 3-7, 2008	25	35	25	15	*=100
June 20-23, 2008	25	36	24	15	*=100
May 9-12, 2008	29	35	21	14	1=100
May 2-5, 2008	26	35	25	13	1=100
April 25-28, 2008	29	35	23	12	1=100
April 18-21, 2008	29	39	20	11	1=100
April 11-14, 2008	25	39	20	15	1=100
April 4-7, 2008	25	37	23	15	*=100
March 28-31, 2008	29	40	19	11	1=100
March 20-24, 2008	30	38	19	13	*=100
March 14-17, 2008	29	38	23	10	*=100
March 7-10, 2008	28	39	18	15	*=100
February 29-March 3, 2008	28	40	19	13	*=100
February 8-11, 2008	24	35	25	16	*=100
February 1-4, 2008	28	39	22	11	*=100
January 25-28, 2008	23	35	26	16	*=100
January 18-21, 2008	31	33	20	15	1=100
January 11-14, 2008	25	38	21	16	*=100

³ February 27-March 2, 2009 asked about "Barack Obama's plan to withdraw most U.S. troops from Iraq by August 2010." From May, 2003 to March 23-26, 2007, the story was listed as "News about the current situation in Iraq." From March 20-24, 2003 to April 11-16, 2003, the story was listed as "News about the war in Iraq." From Early October, 2002, to March 13-16, 2003, the story was listed as "Debate over the possibility that the U.S. will take military action in Iraq." In Early September, 2002, the story was listed as "Debate over the possibility that the U.S. will invade Iraq."

Q.2 CONTINUED...

	<u>Very closely</u>	<u>Fairly closely</u>	<u>Not too closely</u>	<u>Not at all closely</u>	<u>DK/ Refused</u>
January 4-7, 2008	27	38	20	15	*=100
December 14-17, 2007	26	32	24	18	*=100
December 7-10, 2007	28	37	21	14	*=100
November 23-26, 2007	25	37	21	16	1=100
November 16-19, 2007	31	37	19	12	1=100
November 9-12, 2007	29	38	19	13	1=100
November 2-5, 2007	31	35	18	15	1=100
October 26-29, 2007	28	37	21	13	1=100
October 19-22, 2007	28	37	20	15	*=100
October 12-15, 2007	26	36	18	19	1=100
October 5-8, 2007	29	33	22	16	*=100
September 28 – October 1, 2007	30	41	18	11	*=100
September 21-24, 2007	32	38	17	13	*=100
September 14-17, 2007	31	36	18	15	0=100
September 7-10, 2007	32	34	20	14	*=100
August 30 – September 2, 2007	31	34	18	16	1=100
August 24-27, 2007	34	36	18	12	*=100
August 17-20, 2007	33	34	18	15	*=100
August 10-13, 2007	36	37	14	13	*=100
August 3-6, 2007	29	40	19	12	*=100
July 27-30, 2007	28	36	19	16	1=100
July 20-23, 2007	28	34	21	16	1=100
July 13-16, 2007	25	41	17	16	1=100
July 6-9, 2007	36	34	18	12	*=100
June 29-July 2, 2007	32	35	19	13	1=100
June 22-25, 2007	30	36	18	15	1=100
June 15-18, 2007	30	37	20	13	*=100
June 8-11, 2007	32	38	15	14	1=100
June 1-4, 2007	30	36	20	13	1=100
May 24-27, 2007	33	36	18	12	1=100
May 18-21, 2007	36	34	15	14	1=100
May 11-14, 2007	30	34	18	17	1=100
May 4-7, 2007	38	37	15	10	*=100
April 27-30, 2007	27	35	21	16	1=100
April 20-23, 2007	28	35	22	15	*=100
April 12-16, 2007	34	33	20	13	*=100
April 5-9, 2007	33	39	16	11	1=100
March 30-April 2, 2007	34	37	16	13	*=100
March 23-March 26, 2007	31	38	18	12	1=100
March 16-19, 2007	34	34	17	15	*=100
March 9-12, 2007	34	37	16	13	*=100
March 2-5, 2007	37	37	16	9	1=100
February 23-26, 2007	36	36	15	13	*=100
February 16-19, 2007	30	36	19	14	1=100
February 9-12, 2007	37	34	18	11	*=100
February 2-5, 2007	38	38	17	7	*=100
January 26-29, 2007	36	38	15	11	*=100
January 19-22, 2007	37	34	18	10	1=100
January 12-15, 2007	38	36	17	8	1=100
January, 2007	46	40	8	5	1=100
January 5-8, 2007	40	32	16	12	0=100
December, 2006	42	39	12	7	*=100
November 30-December 3, 2006	40	36	13	11	*=100

Q.2 CONTINUED...

	<u>Very closely</u>	<u>Fairly closely</u>	<u>Not too closely</u>	<u>Not at all closely</u>	<u>DK/ Refused</u>
Mid-November, 2006	44	38	12	6	*=100
September, 2006	33	43	14	8	2=100
August, 2006	41	39	12	7	1=100
June, 2006	37	43	13	6	1=100
May, 2006	42	35	15	7	1=100
April, 2006	43	36	13	7	1=100
March, 2006	43	38	12	6	1=100
February, 2006	39	42	12	6	1=100
January, 2006	40	40	12	7	1=100
December, 2005	45	38	11	5	1=100
Early November, 2005	41	40	13	6	*=100
Early October, 2005	43	36	15	6	*=100
Early September, 2005	32	40	20	7	1=100
July, 2005	43	37	13	6	1=100
Mid-May, 2005	42	42	11	5	*=100
Mid-March, 2005	40	39	14	5	2=100
February, 2005	38	45	13	4	*=100
January, 2005	48	37	11	4	*=100
December, 2004	34	44	15	6	1=100
Mid-October, 2004	42	38	11	8	1=100
Early September, 2004	47	37	9	6	1=100
August, 2004	39	42	12	6	1=100
July, 2004	43	40	11	6	*=100
June, 2004	39	42	12	6	1=100
April, 2004	54	33	8	5	*=100
Mid-March, 2004	47	36	12	4	1=100
Early February, 2004	47	38	10	4	1=100
Mid-January, 2004	48	39	9	4	*=100
December, 2003	44	38	11	6	1=100
November, 2003	52	33	9	5	1=100
September, 2003	50	33	10	6	1=100
Mid-August, 2003	45	39	10	5	1=100
Early July, 2003	37	41	13	8	1=100
June, 2003	46	35	13	6	*=100
May, 2003	63	29	6	2	*=100
April 11-16, 2003	47	40	10	2	1=100
April 2-7, 2003	54	34	9	2	1=100
March 20-24, 2003	57	33	7	2	1=100
March 13-16, 2003	62	27	6	4	1=100
February, 2003	62	25	8	4	1=100
January, 2003	55	29	10	4	2=100
December, 2002	51	32	10	6	1=100
Late October, 2002	53	33	8	5	1=100
Early October, 2002	60	28	6	5	1=100
Early September, 2002	48	29	15	6	2=100

Q.2 CONTINUED...

	Very <u>closely</u>	Fairly <u>closely</u>	Not too <u>closely</u>	Not at all <u>closely</u>	DK/ <u>Refused</u>
d. News about political instability in Pakistan	15	27	27	31	*=100
TREND FOR COMPARISON:⁴					
March 13-16, 2009: <i>Pakistan instability</i>	14	20	26	40	0=100
September 26-29, 2008: <i>Hotel bombing</i>	16	32	23	28	1=100
August 15-18, 2008: <i>Pakistan instability</i>	10	25	29	35	1=100
February 22-25, 2008: <i>Parliamentary elections</i>	9	24	28	39	*=100
January 11-14, 2008: <i>Pakistan instability</i>	19	33	20	27	1=100
January 4-7, 2008: <i>Bhutto assassination</i>	32	36	15	16	1=100
Nov. 30-Dec. 3, 2007: <i>Pakistan instability</i>	16	28	26	30	*=100
Nov. 23-26, 2007	13	27	31	28	1=100
Nov. 16-19, 2007	20	30	21	28	1=100
Nov. 9-12, 2007	20	29	23	28	*=100
October 19-22, 2007: <i>Pakistan bombing aimed at Bhutto</i>	21	28	21	30	*=100
July 13-16, 2007: <i>Raid on Pakistani Mosque</i>	10	19	23	47	1=100
e. Calls for a bi-partisan commission to investigate harsh interrogation techniques used by CIA officials	21	26	22	31	*=100
April 17-20, 2009: The release of memos describing harsh interrogation techniques used by CIA officials	17	24	22	37	*=100
f. Wildfires in South Carolina	12	21	29	38	*=100
TREND FOR COMPARISON:					
November 14-17, 2008: <i>California wildfires</i>	21	28	29	22	*=100
October 17-20, 2008: <i>California wildfires</i>	15	28	33	24	*=100
July 11-14, 2008: <i>California wildfires</i>	22	34	28	16	*=100
October 26-29, 2007: <i>California wildfires</i>	40	41	13	6	*=100
January 12-15, 2007: <i>Fires in Malibu, Calif</i>	10	20	31	38	1=100
November, 2003: <i>California wildfires</i>	38	35	17	9	1=100
June, 2002: <i>Wildfires in Colorado and other western states</i>	30	36	25	9	*=100
September, 2001: <i>Wild fires in the west</i>	28	37	24	11	*=100
December, 1993: <i>Southern California fires</i>	44	39	13	4	*=100
July, 1990: <i>Southern California fires</i>	29	35	24	12	0=100

⁴ September 26-29, 2008 asked about "A bombing at a Marriott Hotel in Pakistan that killed over 50 people." November 9-12, 2007 through November 30-December 3, 2007; January 11-14, 2008, August 15-18, 2008 and March 13-16, 2009 asked about "Political instability in Pakistan." February 22-25, 2008 asked about "Parliamentary elections and changes in party control in Pakistan." January 4-7, 2008 asked about "The assassination of former Prime Minister Benazir Bhutto and resulting instability in Pakistan." October 19-22, 2007 asked about "A bombing in Pakistan aimed at former Prime Minister Benazir Bhutto that killed over 120 people." July 13-16, 2007 asked about "The Pakistani government's raid on a mosque held by Islamic radicals."

ASK SURVEY B:

Q.3 Which ONE of the stories I just mentioned have you followed most closely, or is there another story you've been following MORE closely? [**DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE.**]

BASED ON INTERVIEWS CONDUCTED APRIL 25-27, 2009 [N=806]⁵:

21	Reports of swine flu in Mexico and the U.S.
18	Financial problems in the U.S. auto industry
	Calls for a bi-partisan commission to investigate harsh interrogation techniques used by
11	CIA officials
10	The current situation and events in Iraq
7	Wildfires in South Carolina
4	News about political instability in Pakistan
16	Some other story (SPECIFY)
<u>13</u>	Don't know/Refused
100	

ASK SURVEY B [N=1002]:

Q.4 Do you think the press has been too critical, not critical enough or fair in the way it has covered Barack Obama?

		Mar 27-30, <u>2009</u>	Jan 23-26, <u>2009</u> ⁶	Jan 2-4, <u>2009</u>
15	Too critical	18	12	11
26	Not critical enough	24	18	23
55	Fair	52	64	61
<u>4</u>	Don't know/Refused (VOL.)	<u>6</u>	<u>6</u>	<u>5</u>
100		100	100	100

ASK SURVEY B [N=1002]:

Q.5 Thinking about news coverage of Barack Obama so far, do you think there has been too much, too little, or the right amount of coverage of [**READ AND RANDOMIZE**]

	<u>Too much</u>	<u>Too little</u>	Right <u>amount</u>	DK/ <u>Refused</u>
a. His family and personal life	53	4	40	3=100
b. His leadership style and the way he manages his job	19	19	60	2=100
c. The policies he has proposed	12	27	58	3=100

⁵ "Reports of swine flu in Mexico and the U.S." was asked April 25-27, 2009 only.

⁶ For Jan. 23-26, 2009, question wording was: "Do you think the press has been too critical, not critical enough or fair in the way it has covered Barack Obama during his first few days in office?" For Jan. 2-4, 2009, question was asked about George W. Bush and Barack Obama. Question wording was: "Do you think the press has been too critical, not critical enough or fair in the way it has covered [**INSERT ITEM; ROTATE**]?"

On another subject...

Q.6 How much if anything, have you heard about each of the following? Have you heard a lot, a little or nothing at all? **[READ AND RANDOMIZE; ITEM d ALWAYS COMES LAST]**

		<u>A lot</u>	<u>A little</u>	<u>Nothing at all</u>	<u>DK/ Refused</u>
ASK SURVEY A [N=1001]:					
a.	An executive at mortgage company Freddie Mac committing suicide	27	41	32	*=100
b.	The arrest of a man suspected of robbing and killing women he met through the Craigslist website	42	35	23	*=100
	TREND FOR COMPARISON:				
	April 17-20, 2009: The murder of an 8-year-old California girl by a Sunday school teacher	50	28	22	*=100
c.	A Miss U.S.A. controversy over a contestant's views about gay marriage	32	37	31	*=100
ASK SURVEY B [N=1002]:					
e.	Barack Obama's friendly greeting of Venezuelan President Hugo Chavez	42	34	23	1=100
f.	The federal government's decision allowing over-the-counter sale of the Plan B contraceptive to women as young as 17	19	46	35	*=100
g.	Three American journalists prosecuted in North Korea and Iran	13	46	41	*=100

QUESTIONS 6D AND 7 HELD FOR FUTURE RELEASE