

**PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS**  
**January 8-11, 2010 NEWS INTEREST INDEX OMNIBUS SURVEY**  
**FINAL TOPLINE**  
**N=1,043**

Q.1 As I read a list of some stories covered by news organizations this past week, please tell me if you happened to follow each news story very closely, fairly closely, not too closely, or not at all closely. First, [INSERT ITEM; RANDOMIZE] [IF NECESSARY “Did you follow [ITEM] very closely, fairly closely, not too closely or not at all closely?”]

	<u>Very closely</u>	<u>Fairly closely</u>	<u>Not too closely</u>	<u>Not at all closely</u>	<u>DK/ Refused</u>
a. Reports about the condition of the U.S. economy					
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	*
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	*

**Q.1 CONTINUED...**

	<u>Very closely</u>	<u>Fairly closely</u>	<u>Not too closely</u>	<u>Not at all closely</u>	<u>DK/ Refused</u>
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
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	*
January, 2003	40	35	13	11	1
December, 2002	38	34	17	10	1
February, 2002	35	40	15	9	1
January, 2002	30	44	16	9	1

**Q.1 CONTINUED...**

	<u>Very closely</u>	<u>Fairly closely</u>	<u>Not too closely</u>	<u>Not at all closely</u>	<u>DK/ Refused</u>
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>b. Debate over health care reform</b>					
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

**Q.1 CONTINUED...**

	<u>Very closely</u>	<u>Fairly closely</u>	<u>Not too closely</u>	<u>Not at all closely</u>	<u>DK/Refused</u>
<b>TREND FOR COMPARISON:<sup>1</sup></b>					
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
June 19-22, 2009	28	28	20	23	*
June 12-15, 2009	29	26	18	26	*
May 15-18, 2009	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
c. The government's response to an attempted terrorist attack on a Detroit-bound plane on Christmas					
January 8-11, 2010	37	36	14	12	*
<b>TREND FOR COMPARISON:</b>					
September 25-28, 2009: <i>News about recent terrorist plots in the United States</i>	32	38	17	14	0
September 7-10, 2007: <i>German officials stopping a terrorist plot to bomb several locations including a U.S. military base in Germany</i>	20	27	23	28	2
July 6-9, 2007: <i>The investigation into who was responsible for car bombs that were discovered in London and a car bomb that went off at an airport in Scotland</i>	34	30	19	16	1
May 11-14, 2007: <i>The arrest of six men charged with plotting an attack on the Fort Dix Army base</i>	19	29	20	31	1

<sup>1</sup> June 12-15, 2009 through August 7-10, 2009 asked about: "Debate in Washington over health care reform." May 15-18, 2009 asked about: "Debate over Barack Obama's health care plans." March 6-9, 2009 asked about: "Barack Obama proposing a \$630 billion fund for overhauling the U.S. health care system." September, 1993 through September, 1994 asked about: "The Clinton Administration's health care reform proposals." May, 1993 through August, 1993 asked about: "Reports about the White House task force on health care reform headed by Hillary Clinton."

**Q.1 CONTINUED...**

	<u>Very closely</u>	<u>Fairly closely</u>	<u>Not too closely</u>	<u>Not at all closely</u>	<u>DK/ Refused</u>
August, 2006: <i>British officials stopping a terrorist plot to blow up planes flying to the U.S.</i>	54	26	9	9	2
July, 2002: <i>Defending against terrorist attacks in the U.S.</i>	51	33	9	6	1
June, 2002: <i>The arrest of a man for planning a "dirty bomb" attack on the U.S.</i>	30	30	24	15	1
June, 2002: <i>Defending against terrorist attacks in the U.S.</i>	45	35	12	7	1
April, 2002	46	36	10	7	1
Early April, 2002	49	35	10	5	1
January 2002: <i>Reports on the failed suicide bombing of an American Airlines jet coming from Paris</i>	20	34	22	23	1
December, 2001: <i>Terrorism attacks on the United States</i>	60	29	7	3	1
Mid-November, 2001	66	25	6	2	1
Early November, 2001	63	26	6	3	2
Mid-October, 2001	78	16	4	1	1
Early October, 2001: <i>News about the terrorist attacks on the World Trade Center in New York and the Pentagon in Washington</i>	73	22	4	1	*
Mid-September, 2001	74	22	3	1	*
January, 2000: <i>The recent arrests of suspected terrorists in the U.S.</i>	23	36	23	17	1
d. The suicide bombing that killed seven Americans at a CIA base in Afghanistan					
January 8-11, 2010	24	31	27	17	1
<b>TREND FOR COMPARISON:</b>					
December 11-14, 2009: <i>The U.S. military effort in Afghanistan</i>	35	33	18	13	*
December 4-7, 2009 <sup>2</sup>	43	33	14	8	1
November 20-23, 2009	29	31	17	22	1
November 13-16, 2009	29	28	20	22	1
November 6-9, 2009	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	27	40	17	16	*
September 18-21, 2009	26	33	25	16	*
September 11-14, 2009	25	35	22	18	1
September 3-6, 2009	23	33	23	21	0

<sup>2</sup> December 4-7, 2009 asked about "President Obama's decision to send more U.S. troops to Afghanistan." From November 13-16, 2009, to November 20-23, 2009, the question asked about "The debate over whether to send more troops to Afghanistan." From October 9-12, 2009, through November 6-9, 2009, the question asked about "The U.S. military effort in Afghanistan." September 25-28, 2009 asked about "The debate over whether to send more troops to Afghanistan." February 20-23, 2009 asked about "The Obama administration's decision to send 17,000 additional U.S. troops to Afghanistan." From June 20-23, 2008 to October 10-13, 2008 the story was listed as "The military effort in Afghanistan against Taliban fighters." All other dates asked about "The U.S. military effort in Afghanistan."

**Q.1 CONTINUED...**

	<u>Very closely</u>	<u>Fairly closely</u>	<u>Not too closely</u>	<u>Not at all closely</u>	<u>DK/ Refused</u>
August 7-10, 2009	24	32	23	21	1
March 20-23, 2009	24	32	22	22	*
February 20-23, 2009	27	29	24	19	1
January 30-February 2, 2009	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	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	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. News about this year's Congressional elections					
January 8-11, 2010	20	24	26	29	1
<b>TREND FOR COMPARISON:</b>					
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 ( <i>RVs</i> )	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 ( <i>RVs</i> )	27	46	18	9	*
Late October, 2002 ( <i>RVs</i> )	28	34	24	13	1
Early October, 2002 ( <i>RVs</i> )	21	46	22	10	1
Early September, 2002	17	29	29	24	1
Late October, 1998 ( <i>RVs</i> )	26	45	20	9	*
Early October, 1998 ( <i>RVs</i> )	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 <sup>3</sup>	16	33	24	27	*
November, 1994	18	42	25	15	*
Late October, 1994	14	38	31	16	1

<sup>3</sup> 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."

**Q.1 CONTINUED...**

	<u>Very closely</u>	<u>Fairly closely</u>	<u>Not too closely</u>	<u>Not at all closely</u>	<u>DK/ Refused</u>
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	*
f. Unusually cold winter weather					
January 8-11, 2010	42	30	17	12	*
<b>TREND FOR COMPARISON:</b>					
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	*
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	*
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
January, 1994: <i>News about cold weather conditions in the Northeast and Midwest</i>	51	30	12	7	*

**Q.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.**]

26	Debate over health care reform
18	Unusually cold winter weather
17	The government's response to an attempted terrorist attack on a Detroit-bound plane on Christmas
17	Reports about the condition of the U.S. economy
6	The suicide bombing that killed seven Americans at a CIA base in Afghanistan
2	News about this year's Congressional elections
4	Some other story (VOL.)
9	Don't know/Refused (VOL.)

Q.3 Thinking now about the issue of health care, from what you've seen and heard, do you think a health care reform bill will pass this year or not?

	<u>Yes, will</u>	<u>No, will not</u>	<u>DK/ Refused</u>
January 8-11, 2010	59	29	11
December 18-21, 2009 <sup>4</sup>	61	34	5
December 11-14, 2009	56	38	6
December 4-7, 2009	52	35	14
November 20-23, 2009	52	37	11
November 13-16, 2009	49	37	14
November 6-9, 2009	48	40	11
October 30-November 2, 2009	47	39	14
October 23-26, 2009	53	40	7
October 16-19, 2009	57	38	5
October 9-12, 2009	45	46	9

Thinking about recent economic news ...

Q.4 Are you hearing mostly good news about the economy these days, mostly bad news about the economy or a mix of both good and bad news?

	<u>Hearing mostly good news</u>	<u>Hearing mostly bad news</u>	<u>A mix of good and bad news</u>	<u>DK/ Refused</u>
January 8-11, 2010	5	29	65	1
December 4-7, 2009	7	33	59	1
October 30-November 2, 2009	5	31	62	2
October 9-12, 2009	6	27	66	1
September 3-6, 2009	5	27	68	1
August 7-10, 2009	11	29	59	1
July 2-5, 2009	3	41	56	*
June 12-15, 2009	4	37	59	*
May 8-11, 2009	4	31	64	1
April 9-13, 2009	4	39	56	1
March 13-16, 2009	2	51	46	1
February 13-16, 2009	2	60	37	1
January 16-19, 2009	2	67	30	1
December 5-8, 2008	1	80	19	*

<sup>4</sup> For December 18-21, 2009 and earlier, the question asked about the chance of a health care reform bill passing "over the next year or not".



Q.5 Thinking about some specific aspects of the nation's economy... Please tell me if you are hearing mostly good news, mostly bad news or a mix of both good and bad news about each of the following. **[READ and RANDOMIZE]**

	Hearing mostly <u>good news</u>	Hearing mostly <u>bad news</u>	A mix of good and <u>bad news</u>	DK/ <u>Refused</u>
a. The financial markets				
January 8-11, 2010	16	32	47	6
October 30-November 2, 2009	12	33	48	7
August 7-10, 2009	20	31	43	6
June 12-15, 2009	9	43	45	3
b. Real estate values				
January 8-11, 2010	11	43	40	5
October 30-November 2, 2009	13	43	37	6
August 7-10, 2009	11	40	41	7
June 12-15, 2009	11	45	40	3
c. Prices for food and consumer goods				
January 8-11, 2010	12	37	45	6
October 30-November 2, 2009	12	39	42	7
August 7-10, 2009	10	36	46	9
June 12-15, 2009	9	39	46	6
d. The job situation				
January 8-11, 2010	6	61	31	2
October 30-November 2, 2009	3	68	27	2
August 7-10, 2009	6	61	32	1
June 12-15, 2009	1	71	27	1