

PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
February 5-8, 2010 NEWS INTEREST INDEX OMNIBUS SURVEY
FINAL TOPLINE
N=1,015

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					
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	*
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

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>
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
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

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, 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. The National Tea Party Convention in Nashville, Tennessee					
February 5-8, 2010	10	14	24	52	*
TREND FOR COMPARISON:					
July 23-26, 1999: <i>The Reform Party convention in Michigan</i>	1	8	15	75	1
c. The aftermath of a major earthquake and relief efforts in Haiti					
February 5-8, 2010	42	39	13	6	*
January 29-February 1, 2010	45	38	13	4	*
January 22-25, 2010	50	40	8	3	*
January 15-18, 2010: <i>A major earthquake in Haiti</i>	60	28	8	4	*
TREND FOR COMPARISON:					
August 14-17, 2009: <i>A typhoon that caused flooding and mudslides in Taiwan</i>	7	21	30	41	1
April 9-13, 2009: <i>A major earthquake in Italy</i>	18	35	25	22	*
May 16-19, 2008: <i>The earthquake in China</i>	30	41	17	12	*

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>
May 9-12, 2008: <i>Reports about the cyclone that hit Burma</i>	23	35	23	19	*
November 2-5, 2007: <i>The impact of Hurricane Noel on the Bahamas and Cuba</i>	11	22	31	35	1
September 7-10, 2007: <i>The impact of Hurricanes Felix and Henriette on Mexico and Central America</i>	14	29	29	27	1
August 24-27, 2007: <i>The destruction caused by Hurricane Dean in Mexico and the Caribbean</i>	18	39	24	18	1
October, 2005: <i>The earthquake in Pakistan</i>	22	39	23	16	*
January 2005: <i>The earthquake and tsunami in the Indian Ocean</i>	58	32	7	3	*
January 2004: <i>The earthquake in Iran</i>	16	34	31	19	*
February 2001: <i>The earthquake in India</i>	15	33	31	20	1
March 2000: <i>Flood rescue efforts in Mozambique</i>	10	26	30	34	*
September 1999: <i>The earthquake in Turkey</i>	27	37	23	12	1
November 1998: <i>Hurricane Mitch and the rain and mudslides in Central America</i>	36	36	16	11	1
February 1995: <i>The earthquake in Japan</i>	25	47	20	8	*
May 1991: <i>The cyclone that devastated Bangladesh</i>	23	36	23	17	1
July 1990: <i>The earthquake in Iran</i>	20	36	28	16	*
d. Concerns about problems with sudden acceleration and braking in Toyotas					
February 5-8, 2010	21	39	23	17	*
January 29-February 1, 2010: <i>Toyota's recall and temporary halt of sales of many cars and trucks because of problems with sudden acceleration</i>	21	30	22	26	1
TREND FOR COMPARISON:					
Early October, 2000: <i>The recall of defective Firestone tires</i>	42	34	16	8	*
e. Military leaders saying they support allowing gays to serve openly in the military					
February 5-8, 2010	19	31	26	24	*
TREND FOR COMPARISON:					
July 29-August 1, 1993: <i>Bill Clinton's decision to ease the ban on homosexuals in the military</i>	44	37	13	5	1
February 20-23, 1993: <i>Bill Clinton's attempts to lift the ban on gays in the military</i>	45	35	14	6	*
f. The Super Bowl					
February 5-8, 2010	27	20	20	33	*
TREND FOR COMPARISON:					
January 30-February 2, 2009	19	15	26	38	1
February 1-4, 2008	20	21	27	32	*
February 9-12, 2007	26	21	16	36	1
February, 2000	31	22	15	32	0
February, 1990	22	22	19	37	0

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.**]

- 38 The aftermath of a major earthquake and relief efforts in Haiti
- 26 Reports about the condition of the U.S. economy
- 10 Concerns about problems with sudden acceleration and braking in Toyotas
- 8 The Super Bowl
- 4 Military leaders saying they support allowing gays to serve openly in the military
- 3 The National Tea Party Convention in Nashville, Tennessee
- 6 Some other story (VOL.)
- 5 Don't know/Refused (VOL.)

Thinking about recent economic news ...

Q.3 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?

	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>
February 5-8, 2010	4	35	61	*
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	*

Q.4 How would you rate the job [**INSERT ITEM; RANDOMIZE**] has done in addressing problems with Toyota vehicles: Would you say excellent, good, only fair or poor? What about [**NEXT ITEM**]?

	<u>Excellent</u>	<u>Good</u>	<u>Only Fair</u>	<u>Poor</u>	DK/ <u>Refused</u>
a. Toyota February 5-8, 2010	8	33	33	19	7
b. The U.S. federal government February 5-8, 2010	5	23	37	19	16

Q.5 How would you rate the job the press has done in covering the problems with Toyota vehicles?
Would you say excellent, good, only fair or poor?

Feb 5-8

2010

14	Excellent
44	Good
26	Only fair
10	Poor
6	Don't know/Refused (VOL.)

Q.6 Do you or anyone in your household regularly drive a Toyota car or truck or a Pontiac Vibe?

Feb 5-8

2010

26	Yes
74	No
*	Don't know/Refused (VOL.)