

PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
March 19-22, 2010 NEWS INTEREST INDEX OMNIBUS SURVEY
FINAL TOPLINE
N=1,016

Q.1 What recent news story, if any, have you and your friends been talking about? [OPEN END. PROBE FOR CLARITY ONLY. RECORD ONLY ONE RESPONSE. DO NOT READ PRECODE LIST. DO NOT SUGGEST ANSWERS]?

March 19-22

2010

50	Health care reform
4	The economy/Jobs
3	Local news (other than crime)
3	Crime news
3	Earthquakes in Chile, Haiti and California
2	Sandra Bullock/Jesse James
2	NCAA basketball tournament/March Madness
2	Tiger Woods
1	Weather
1	News about Congress/Obama/Washington
1	Floods in Northeast/Midwest
8	Other
19	No answer/Don't know/Refused

Figures do not add to 100% because of rounding.

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?”]

	<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					
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
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	*

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 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
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	*

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>
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. Reports about problems with sudden acceleration in Toyota vehicles					
March 19-22, 2010	17	35	27	21	*
March 12-15, 2010	23	38	23	16	*
February 26-March 1, 2010: <i>Congressional hearings about problems with Toyota vehicles</i>	16	31	27	25	*
February 12-15, 2010: <i>Concerns about problems with sudden acceleration and braking in Toyotas</i>	15	29	28	28	1
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	*

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>
c. Reports about tensions in the Middle East between Israelis and Palestinians					
March 19-22, 2010	15	28	27	30	1
TREND FOR COMPARISON:					
June 19-22, 2009: <i>The situation between Israelis and Palestinians</i>	15	26	30	29	1
January 23-26, 2009: <i>Conflict between the Israeli military and Hamas forces in Gaza</i>	31	31	18	20	*
January 16-19, 2009	24	31	22	22	1
January 9-12, 2009	34	35	18	13	0
January 2-4, 2009	28	32	22	18	*
March 7-10, 2008: <i>Continued violence in the Middle East between the Palestinians and the Israelis</i>	20	33	26	21	*
August, 2006: <i>The military conflict between Israel and Hezbollah forces in Lebanon</i>	40	34	14	10	2
September, 2003: <i>Continued violence in the Middle East between the Palestinians and the Israelis</i>	31	36	20	13	*
Early June, 2003	26	40	20	13	1
December, 2002	29	36	22	12	1
Early October, 2002	32	39	20	8	1
June, 2002	38	33	18	10	1
April, 2002	38	37	14	10	1
Early April, 2002	44	33	13	9	1
December, 2001	31	40	19	9	1
Early September, 2001	21	33	25	20	1
April, 2001: <i>Continued violence in the Middle East</i>	22	34	24	19	1
Mid-October, 2000: <i>Continued violence in the Middle East between the Palestinians and the Israelis</i>	30	38	18	13	1
Early October, 2000: <i>Renewed violence in the Middle East between the Palestinians and the Israelis</i>	21	30	27	21	1
January, 1997: <i>Renewed tensions between Israelis and Palestinians over Hebron</i>	12	23	29	35	1
October, 1996: <i>Renewed violence between Israelis & Palestinians on the West Bank and in Jerusalem</i>	17	34	26	23	*
May, 1988: <i>The conflict in the Middle East between the Palestinians and the Israelis in the occupied territories</i>	18	37	34	9	2
d. Debate over health care reform					
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	*

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 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
TREND FOR COMPARISON:					
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: <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

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>
e. News about drug-related violence in Mexico					
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	*
f. Reports about the Vatican's handling of sex-abuse scandals in the Catholic Church					
March 19-22, 2010	8	18	31	42	1
TREND FOR COMPARISON:					
June, 2002: <i>Reports of sexual abuses by Catholic priests</i>	38	36	17	8	1
May, 2002: <i>The Pope and American cardinals meeting in Rome about sexual abuse by Catholic priests</i>	27	33	21	18	1
Early April, 2002: <i>Reports of sexual abuses by Catholic priests</i>	27	34	25	13	1
December, 1993	18	32	31	18	1

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.**]

March 19-22

2010

53	Debate over health care reform
13	Reports about the condition of the U.S. economy
7	Reports about problems with sudden acceleration in Toyota vehicles
5	News about drug-related violence in Mexico
3	Reports about tensions in the Middle East between Israelis and Palestinians
1	Reports about the Vatican's handling of sex-abuse scandals in the Catholic Church
8	Some other story (VOL.)
10	Don't know/Refused (VOL.)

Q.4 In the news recently, how much if anything, have you heard about each of the following people?
 Have you heard a lot, a little or nothing at all? **[READ AND RANDOMIZE; OBSERVE FORM SPLITS]**

		<u>A lot</u>	<u>A little</u>	<u>Nothing at all</u>	<u>(VOL.) Don't know</u>
FORM 1 ONLY [N=516]:					
a.F1	Tiger Woods March 19-22, 2010	62	32	6	*
b.F1	Nancy Pelosi March 19-22, 2010	40	29	30	1
c.F1	Joe Biden March 19-22, 2010	19	46	35	*
d.F1	Mitch McConnell March 19-22, 2010	8	25	66	1
e.F1	Chris Dodd March 19-22, 2010	8	31	59	2
f.F1	Sarah Palin March 19-22, 2010	20	51	29	*
FORM 2 ONLY [N=500]:					
g.F2	Harry Reid March 19-22, 2010	21	30	48	1
h.F2	Rahm Emanuel March 19-22, 2010	16	27	55	2
i.F2	Sandra Bullock March 19-22, 2010	33	42	24	1
j.F2	Hillary Clinton March 19-22, 2010	21	51	27	1
k.F2	Karl Rove March 19-22, 2010	13	33	52	2
l.F2	John Boehner March 19-22, 2010	13	22	63	2

Q.5 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?

BASED ON POLLING CONDUCTED MARCH 19-21, 2010 [N=830]:¹

	<u>Yes, will</u>	<u>No, will not</u>	<u>DK/ Refused</u>
March 19-21, 2010	55	35	10
March 12-15, 2010	43	49	9
March 5-8, 2010	39	52	9
February 26-March 1, 2010	34	54	11
February 19-22, 2010	27	62	11
January 29-February 1, 2010	29	60	11
January 22-25, 2010	27	67	5
January 15-18, 2010	57	33	10
January 8-11, 2010	59	29	11
December 18-21, 2009 ²	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

Q.6 Thinking about health care, how good a job have news organizations done explaining **[INSERT ITEM; RANDOMIZE]**

	<u>Excellent</u>	<u>Good</u>	<u>Only fair</u>	<u>Poor</u>	<u>DK/ Ref</u>
a. The details of health care proposals					
March 19-22, 2010	5	16	34	41	4
July 31-August 3, 2009	4	17	32	40	7
b. The political debate over health care					
March 19-22, 2010	10	28	31	27	5
July 31-August 3, 2009	6	25	34	28	7
c. The effect health care proposals would have on people like yourself					
March 19-22, 2010	7	17	31	40	4
July 31-August 3, 2009	7	16	33	37	8

¹ This question was not asked on March 22, 2010, because the bill passed late in the evening of March 21, 2010.

² 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".