

**PEW RESEARCH CENTER NEWS INTEREST INDEX  
AUGUST 26-29, 2010 OMNIBUS  
FINAL TOPLINE  
N=1002**

**PEW.1 HELD FOR FUTURE RELEASE**

**ASK ALL:**

PEW.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>	<b>(VOL.) DK/Ref</b>
a. Reports about the U.S housing market August 26-29,2010	22	31	24	22	1
<b>TRENDS FOR COMPARISON:</b>					
Feb 20-23, 2009: <i>The Obama administration's plan to help homeowners facing foreclosure which could cost as much as \$275 billion dollars</i>	31	36	19	13	1
September 12-15, 2008: <i>The federal government taking control of the mortgage companies Fannie Mae and Freddie Mac</i>	28	35	19	17	1
May 30-June 2, 2008: <i>Reports about problems in the U.S housing market</i>	26	32	21	21	0
March 7-10, 2008: <i>A record number of home mortgage foreclosures</i>	28	33	19	20	*
b. The current situation and events in Iraq August 26-29,2010	25	36	24	15	1
<b>TRENDS FOR COMPARISON:</b>					
August 19-22, 2010: <i>The withdrawal of U.S. combat troops from Iraq</i>	31	33	19	17	1
August 5-8, 2010: <i>The current situation and events in Iraq</i>	23	35	22	18	1
May 13-16, 2010	31	34	21	13	2
March 12-15, 2010	22	36	28	14	*
March 5-8, 2010	26	34	20	20	*
January 29-February 1, 2010	23	33	27	17	*
January 15-18, 2010	20	35	28	17	*
October 16-19, 2009	23	30	24	23	*
September 11-14, 2009	21	33	30	16	*
August 21-24, 2009	25	35	22	18	1
August 14-17, 2009	19	38	23	18	*
July 2-5, 2009: <i>U.S. troops withdrawing from Iraqi cities</i>	25	34	20	21	0
April 24-27, 2009: <i>The current situation and events in Iraq</i>	21	35	25	19	*
March 20-23, 2009	25	37	21	17	*
February 27-March 2, 2009: <i>Barack Obama's plan to withdraw most U.S. troops from Iraq by August 2010</i>	40	37	13	9	1
December 12-15, 2008: <i>The current situation and events in Iraq</i>	24	35	25	16	*
November 21-24, 2008	32	31	24	13	0
November 14-17, 2008	24	33	27	16	*
October 31-November 3, 2008	30	35	22	12	1
October 24-27, 2008	29	35	25	11	*
October 10-13, 2008	23	34	30	13	*
October 3-6, 2008	29	33	28	10	*

## PEW.2 CONTINUED...

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

## PEW.2 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>
April 20-23, 2007	28	35	22	15	*
April 12-16, 2007	34	33	20	13	*
April 5-9, 2007	33	39	16	11	1
March 30-April 2, 2007	34	37	16	13	*
March 23-March 26, 2007: <i>News about the current situation in Iraq</i>	31	38	18	12	1
March 16-19, 2007	34	34	17	15	*
March 9-12, 2007	34	37	16	13	*
March 2-5, 2007	37	37	16	9	1
February 23-26, 2007	36	36	15	13	*
February 16-19, 2007	30	36	19	14	1
February 9-12, 2007	37	34	18	11	*
February 2-5, 2007	38	38	17	7	*
January 26-29, 2007	36	38	15	11	*
January 19-22, 2007	37	34	18	10	1
January 12-15, 2007	38	36	17	8	1
January, 2007	46	40	8	5	1
January 5-8, 2007	40	32	16	12	0
December, 2006	42	39	12	7	*
November 30-December 3, 2006	40	36	13	11	*
Mid-November, 2006	44	38	12	6	*
September, 2006	33	43	14	8	2
August, 2006	41	39	12	7	1
June, 2006	37	43	13	6	1
May, 2006	42	35	15	7	1
April, 2006	43	36	13	7	1
March, 2006	43	38	12	6	1
February, 2006	39	42	12	6	1
January, 2006	40	40	12	7	1
December, 2005	45	38	11	5	1
Early November, 2005	41	40	13	6	*
Early October, 2005	43	36	15	6	*
Early September, 2005	32	40	20	7	1
July, 2005	43	37	13	6	1
Mid-May, 2005	42	42	11	5	*
Mid-March, 2005	40	39	14	5	2
February, 2005	38	45	13	4	*
January, 2005	48	37	11	4	*
December, 2004	34	44	15	6	1
Mid-October, 2004	42	38	11	8	1
Early September, 2004	47	37	9	6	1
August, 2004	39	42	12	6	1
July, 2004	43	40	11	6	*
June, 2004	39	42	12	6	1
April, 2004	54	33	8	5	*
Mid-March, 2004	47	36	12	4	1
Early February, 2004	47	38	10	4	1
Mid-January, 2004	48	39	9	4	*
December, 2003	44	38	11	6	1
November, 2003	52	33	9	5	1
September, 2003	50	33	10	6	1
Mid-August, 2003	45	39	10	5	1
Early July, 2003	37	41	13	8	1
June, 2003	46	35	13	6	*
May, 2003	63	29	6	2	*
April 11-16, 2003: <i>News about the war in Iraq</i>	47	40	10	2	1
April 2-7, 2003	54	34	9	2	1
March 20-24, 2003	57	33	7	2	1

## PEW.2 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>
March 13-16, 2003: <i>Debate over the possibility that the U.S. will take military action in Iraq</i>	62	27	6	4	1
February, 2003	62	25	8	4	1
January, 2003	55	29	10	4	2
December, 2002	51	32	10	6	1
Late October, 2002	53	33	8	5	1
Early October, 2002	60	28	6	5	1
Early September, 2002: <i>Debate over the possibility that the U.S. will invade Iraq</i>	48	29	15	6	2
c. The planned building of an Islamic cultural center and mosque in downtown New York City					
August 26-29, 2010	28	32	19	20	*
August 19-22, 2010	31	25	17	27	1
August 5-8, 2010	19	19	18	42	2
d. News about this year's congressional elections					
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
<b>TRENDS 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 (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	*
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 <sup>1</sup>	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	*

<sup>1</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."

## PEW.2 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>
October, 1990	18	32	28	22	*
e. The recall of more than half a billion eggs after an outbreak of salmonella August 26-29, 2010	31	29	25	15	*
<b>TRENDS FOR COMPARISON:</b>					
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
January 30-February 2, 2009: <i>The recall of peanut products after a nationwide outbreak of salmonella</i>	33	38	20	9	*
September 26-29, 2008: <i>Reports about contaminated milk powder in China</i>	17	27	24	31	1
February 22-25, 2008: <i>The U.S. Department of Agriculture recalling over 100 million pounds of frozen beef</i>	29	36	19	16	*
November 9-12, 2007: <i>The recall of various toys made in China that can be dangerous for children</i>	33	34	17	15	1
August 17-20, 2007: <i>Safety issues involving toys and other products from China</i>	28	32	21	19	*
June 29-July 2, 2007: <i>Safety issues involving food and other products from China</i>	26	30	20	24	
May 4-7, 2007: <i>Reports about contaminated pet food</i>	28	28	21	22	1
October, 2000: <i>The recall of defective Firestone tires</i>	42	34	16	8	*
September, 1997: <i>The recall of contaminated hamburger meat</i>	40	37	16	7	*
f. The fifth anniversary of Hurricane Katrina hitting New Orleans and the Gulf Coast August 26-29, 2010	18	28	26	27	*
<b>TRENDS FOR COMPARISON:</b>					
December 2006: <i>Rebuilding efforts in areas affected by Hurricane Katrina</i>	29	40	21	9	1
March 2006	36	42	14	7	1
December 2005	39	40	15	5	1
Late October 2005: <i>The impact of Hurricanes Katrina and Rita on New Orleans and the Gulf Coast</i>	69	24	5	2	*
Early October 2005	73	21	4	2	*
Early September 2005: <i>The impact of Hurricane Katrina on New Orleans</i>	70	21	7	2	*

**ASK ALL:**

PEW.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.]**

19	The planned building of an Islamic cultural center and mosque in downtown New York City
16	The recall of more than half a billion eggs after an outbreak of salmonella
13	The current situation and events in Iraq
10	Reports about the U.S. housing market
8	The fifth anniversary of Hurricane Katrina hitting New Orleans and the Gulf Coast
6	News about this year's congressional elections
15	Some other story <b>(VOL.)</b>
13	Don't know/Refused <b>(VOL.)</b>

**ASK ALL:**

PEW.4 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>	<u>(VOL.) DK/Ref</u>
a. Former President Jimmy Carter traveling to North Korea to negotiate the return of a jailed American August 26-29, 2010	14	42	44	*
<b>TRENDS FOR COMPARISON:</b> June 12-15, 2009: <i>North Korea sentencing two U.S. Journalists to 12 years hard labor</i>	44	29	26	*
April 24-27, 2009: <i>Three American journalists prosecuted in North Korea and Iran</i>	13	46	41	*
b. Talk show host Glenn Beck's upcoming rally at the Lincoln Memorial, on the anniversary of Martin Luther King's "I have a dream" speech <sup>2</sup> August 26-29, 2010 August 19-22, 2010	16 11	26 17	58 71	* *
<b>TRENDS FOR COMPARISON:</b> September 18-21, 2009: <i>A September 12<sup>th</sup> rally in Washington to protest government spending and policies</i>	23	37	40	*
May 2-6, 2000: <i>The Million Mom March, a rally to be held in Washington, D.C. on Mother's Day in support of gun control</i>	10	42	48	*
c. Thirty-three miners found alive, but still trapped in a mine in Chile August 26-29, 2010	37	41	21	*
d. Flooding in Pakistan and its aftermath August 26-29, 2010	26	43	30	*
e. A federal judge's ruling blocking the expansion of stem cell research using federal funds August 26-29, 2010	14	36	49	*

<sup>2</sup> The word "upcoming" was removed from items Pew.4b and Pew.5a in polling that took place on Saturday, Aug. 28, and Sunday, Aug. 29, as the event took place on Saturday, Aug 28, 2010.

**ASK ALL:**

PEW.5 Do you think news organizations are giving too much coverage, too little coverage, or the right amount of coverage to each of the following? **[READ AND RANDOMIZE]**

	<u>Too much coverage</u>	<u>Too little coverage</u>	<u>Right amount of coverage</u>	<b>(VOL.) DK/Ref</b>
a. Talk show host Glenn Beck's upcoming rally at the Lincoln Memorial, on the anniversary of Martin Luther King's "I have a dream" speech August 26-29, 2010	24	31	27	18
b. The recall of more than half a billion eggs after an outbreak of salmonella August 26-29, 2010	14	21	60	5
c. Flooding in Pakistan and its aftermath August 26-29, 2010	10	33	48	9
d. The planned building of an Islamic cultural center and mosque in downtown New York City August 26-29, 2010	33	22	37	8
e. A federal judge's ruling blocking the expansion of stem cell research using federal funds August 26-29, 2010	7	50	30	13

**ASK ALL:**

PEW.6 Thinking about the debate over the Islamic cultural center and mosque in downtown New York City, how would you characterize the tone of the debate? Has it been generally polite and respectful or generally rude and disrespectful?

Aug 26-29

2010

37 Polite and respectful  
39 Rude and disrespectful  
24 Don't know/Refused **(VOL.)**

**ASK IF "RUDE" (PEW.6=2) [N=389]:**

PEW.7 Who do you think is mostly to blame for this **[READ AND RANDOMIZE]**:

Aug 26-29

2010

25 Those who think the center should be built **[OR]**  
59 Those who think the center should NOT be built  
8 Both **(VOL.)**  
8 Don't know/Refused **(VOL.)**

**TREND FOR COMPARISON, September 11-14, 2009:**

How would you characterize the tone of the debate over health care: Has it been generally polite and respectful or generally rude and disrespectful?

31 Polite and respectful  
53 Rude and disrespectful  
16 Don't know/Refused **(VOL.)**

**IF RUDE:** Who do you think is mostly to blame for this, the supporters of health care legislation or opponents of health care legislation?

17 Supporters  
59 Opponents  
17 Both **(VOL.)**  
7 Don't know /Refused **(VOL.)**