

NEWS Release

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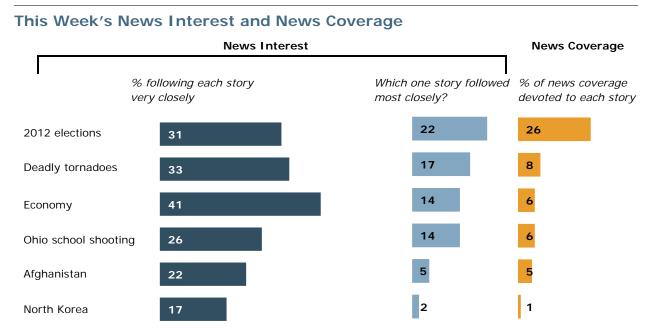
FOR IMMEDIATE RELEASE: **Tuesday, March 6, 2012**

FOR FURTHER INFORMATION: Andrew Kohut, Director Michael Remez, Senior Writer

Interest Steady Heading into Super Tuesday Election Again Top Story for Public and Media

Election news continued to be the public's top story last week, just ahead of the March 6 Super Tuesday voting.

Just more than two-in-ten (22%) say they followed news about the candidates for president more closely than any other news. Somewhat fewer (17%) cite the tornadoes that hit parts of the Midwest, according to the latest weekly News Interest Index survey, conducted March 1-4 among 1,009 adults by the Pew Research Center for the People & the Press.



News interest shows the percentage of people who say they followed each story very closely and which one story they followed most closely, Pew Research Center for the People and the Press, March 1-4, 2012. News coverage show the percentage of news coverage devoted to each story, Pew Research Center's Project for Excellence in Journalism, February 27-March 4, 2012.

The buildup to Super Tuesday voting in 10 states also topped coverage, accounting for 26% of the newshole, according to a separate analysis by the Pew Research Center's Project for Excellence in Journalism (PEJ). News about the tornadoes made up 8% of coverage.

Looking at another measure, interest in news about the presidential election has been relatively steady in recent weeks. About three-in-ten (31%) say they followed news about the presidential candidates very closely last week, about the same as the 28% that said this one week before that. Though only the Republicans have a primary fight, comparable percentages of Republicans (38%) and Democrats (32%) say they followed election news very closely. Among independents, 28% say this.

In 2008, both parties had primary fights and Super Tuesday took place earlier in the year, on Feb. 5. The week leading up to the voting, campaign news accounted for about half of all coverage (51%). Interest in this news was somewhat greater than today: 37% said they were following election news very closely. That included 41% of Republicans, 43% of Democrats and 28% of independents. At that point, 32% said the primary fight was their top story.

In the current survey, 33% say they very closely followed news about the deadly storms and tornadoes that hit the Midwest last week. About four-in-ten (41%) very closely followed news about the condition of the U.S. economy, about the same as the 37% that said this one week earlier. News about the economy accounted for 6% of coverage.

About a quarter (26%) say they very closely followed news about the shootings at an Ohio high school. This was the top story for 14%. News about the shootings, which left three dead, made up 6% of coverage.

Just more than two-in-ten (22%) say they followed news about the situation in Afghanistan very closely in a week with continued attacks on American soldiers following protests over the burning of Korans at a NATO base; 5% say the situation in Afghanistan was their top story. More Republicans say they followed this news very closely (28%) than Democrats (20%) or independents (18%). News about Afghanistan accounted for 5% of coverage.

Fewer than two-in-ten (17%) say they very closely followed news about North Korea's steps to halt its nuclear program; 2% say this was the news they followed most closely. News about North Korea's actions accounted for 1% of coverage.

These findings are based on the most recent installment of the weekly News Interest Index, an ongoing project of the Pew Research Center for the People & the Press. The index, building on the Center's longstanding research into public attentiveness to major news stories, examines news interest as it relates to the news media's coverage. The weekly survey is conducted in conjunction with The Project for Excellence in Journalism's News Coverage Index, which monitors the news reported by major newspaper, television, radio and online news outlets on an ongoing basis. In the most recent week, data relating to news coverage were collected Feb. 27-March 4, and survey data measuring public interest in the top news stories of the week were collected March 1-4, 2012 from a nationally representative sample of 1,009 adults.

About the News Interest Index

The *News Interest Index* is a weekly survey conducted by the Pew Research Center for the People & the Press aimed at gauging the public's interest in and reaction to major news events. This project has been undertaken in conjunction with the Project for Excellence in Journalism's *News Coverage Index*, an ongoing content analysis of the news. The News Coverage Index catalogues the news from top news organizations across five major sectors of the media: newspapers, network television, cable television, radio and the internet. Each week (from Monday through Sunday) PEJ compiles this data to identify the top stories for the week. (For more information about the Project for Excellence in Journalism's News Coverage Index, go to www.journalism.org.) The News Interest Index survey collects data from Thursday through Sunday to gauge public interest in the most covered stories of the week.

Results for this survey are based on telephone interviews conducted March 1-4, 2012, among a national sample of 1,009 adults 18 years of age or older living in the continental United States (603 respondents were interviewed on a landline telephone, and 406 were interviewed on a cell phone, including 201 who had no landline telephone). The survey was conducted by interviewers at Princeton Data Source under the direction of Princeton Survey Research Associates International. A combination of landline and cell phone random digit dial samples were used; both samples were provided by Survey Sampling International. Interviews were conducted in English. Respondents in the landline sample were selected by randomly asking for the youngest adult male or female who is now at home. Interviews in the cell sample were conducted with the person who answered the phone, if that person was an adult 18 years of age or older.

The combined landline and cell phone sample are weighted using an iterative technique that matches gender, age, education, race, Hispanic origin and region to parameters from the March 2011 Census Bureau's Current Population Survey and population density to parameters from the Decennial Census. The sample is also weighted to match current patterns of telephone status based on extrapolations from the 2011 National Health Interview Survey. The weighting procedure also accounts for the fact that respondents with both landline and cell phones have a greater probability of being included in the combined sample and adjusts for household size within the landline sample. Sampling errors and statistical tests of significance take into account the effect of weighting. The following table shows the sample sizes and the error attributable to sampling that would be expected at the 95% level of confidence for different groups in the survey:

Group	Sample Size	Plus or minus
Total sample	1,009	4.0 percentage points
Republicans	303	7.0 percentage points
Democrats	300	7.0 percentage points
Independents	318	6.5 percentage points

Sample sizes and sampling errors for other subgroups are available upon request.

In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

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PEW RESEARCH CENTER MARCH 1-4, 2012 OMNIBUS FINAL TOPLINE N=1,009

ASK ALL:

PEW.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?"]

		Very <u>closely</u>	Fairly <u>closely</u>	Not too <u>closely</u>	Not at all <u>closely</u>	(VOL.) <u>DK/Ref</u>
а.	Reports about the condition of the U.S. economy					
	March 1-4, 2012	41	27	15	17	1
	February 23-26, 2012	37	33	14	15	1
	February 16-20, 2012	33	32	16	17	1
	February 9-12, 2012	42	30	14	13	1
	February 2-5, 2012	38	32	16	13	1
	January 26-29, 2012	35	31	16	19	*
	January 19-22, 2012	35	30	16	19	1
	January 12-15, 2012	33	32	14	20	1
	January 5-8, 2012	39	31	15	15	*
	December 15-18, 2011	36	32	14	16	1
	December 8-11, 2011	41	29	13	16	1
	December 1-4, 2011	40	33	13	13	1
	November 17-20, 2011	35	33	16	15	1 *
	November 10-13, 2011	39	31	15	14	
	November 3-6, 2011	37 38	31 33	15 14	17 15	1 1
	October 27-30, 2011 October 20-23, 2011	30 38	33 32	14	15	1
	October 13-16, 2011	39	32	14	14	*
	October 6-9, 2011	43	28	14	14	1
	September 29-October 2, 2011	46	26	14	14	*
	September 22-25, 2011	44	33	11	11	*
	September 8-11, 2011	40	30	15	14	1
	September 1-4, 2011	44	30	11	15	*
	August 25-28, 2011	44	28	14	13	1
	August 18-21, 2011	44	29	12	14	1
	August 4-7, 2011	46	30	11	13	1
	July 28-31, 2011	43	30	13	13	*
	July 21-24, 2011	41	32	13	13	1
	July 14-17, 2011	41	30	14	14	1
	July 7-10, 2011	36	30	15	18	1
	June 30-July 3, 2011	38	32	13	16	1
	June 23-26, 2011	37	29	15	19	*
	June 16-19, 2011	39	33	14	13	
	June 9-12, 2011	39	30	15	16	1 *
	June 2-5, 2011	35	34	17 17	14 16	*
	May 19-22, 2011	33 32	34 32	17	18	2
	May 12-15, 2011 May 5-8, 2011	40	32	15	9	2
	April 21-25, 2011	40	33	12	14	*
	April 14-17, 2011	44	30	14	12	1
	April 7-10, 2011	46	30	14	10	*
	March 31-April 3, 2011	42	31	16	11	0
	March 24-27, 2011	36	32	17	15	*
	March 17-20, 2011	38	32	17	13	*
	March 10-13, 2011	40	30	16	13	*
	March 3-6, 2011	37	31	17	13	1
	February 24-27, 2011	49	29	11	10	*

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PEW.1 CONTINUED...

PE						
		Very	Fairly	Not too	Not at all	(VOL.)
		<u>closely</u>	<u>closely</u>	<u>closely</u>	<u>closely</u>	DK/Ref
	February 17-20, 2011	35	33	14	17	*
	February 10-13, 2011	36	34	13	16	*
	February 3-6, 2011	35	37	14	14	*
						4
	January 20-23, 2011	37	33	14	15	1
	January 13-16, 2011	37	29	15	18	1
	January 6-9, 2011	39	37	11	12	1
	SEE TRENDS FOR PREVIOUS YEARS: http://w	ww.people	-press.org/	/files/2011	/11/NII-Ecor	iomy-
	Trends.pdf		. 0			5
	I -					
b.	The current situation and events in					
υ.						
	Afghanistan	00	20	05	0.4	4
	March 1-4, 2012	22	29	25	24	1
	TRENDS FOR COMPARISON:					
	February 23-26, 2012: Protests in					
	Afghanistan after NATO personnel burned					
	copies of the Koran	17	22	24	36	1
	February 2-5, 2012: The Defense					
	Department announcing its plan to end the					
	U.S. combat mission in Afghanistan	22	31	22	24	1
		22	51	22	24	I I
	October 6-9, 2011: The current situation	20	20	25	24	1
	and events in Afghanistan	20	28	25	26	1
	September 15-18, 2011: Attacks on the					
	U.S. embassy and NATO's headquarters in					
	Afghanistan	16	24	22	37	1
	September 1-4, 2011: The current					
	situation and events in Afghanistan	17	32	26	25	*
	August 11-14, 2011: The 30 U.S. troops					
	killed in Afghanistan in a helicopter attack	39	33	13	14	1
	-	57	55	15	14	
	June 30-July 3, 2011: <i>The current situation</i>	22	2.4	24	20	1
	and events in Afghanistan	22	34	24	20	1
	June 23-26, 2011: Discussions in					
	Washington about U.S. troop levels in					
	Afghanistan	27	32	20	20	1
	June 2-5, 2011: The current situation and					
	events in Afghanistan	20	35	23	21	1
	March 3-6, 2011: U.S. airmen killed at an					
	airport in Frankfort, Germany	16	22	19	42	1
	April 1-3, 2011: <i>Deadly protests in</i>	10	22	17	72	
	Afghanistan after a Florida pastor burned a					
		1 -	10	20	27	1
	Koran	15	19	29	36	1
	December 16-19, 2010: The Obama					
	administration's review of the Afghanistan					
	war strategy	17	26	25	31	1
	December 9-12, 2010: The current					
	situation and events in Afghanistan	24	31	22	22	1
	November 18-21, 2010	27	33	21	18	1
	October 21-24, 2010	21	34	23	21	1
	October 7-10, 2010	21	36	20	22	1
	September 30-October 3, 2010	23	37	23	15	1
	September 23-26, 2010	29	40	19	11	1
	September 9-12, 2010	30	33	20	17	*
	September 9-12, 2010: Controversy over a					
	Florida pastor's plan, later cancelled, to					
	burn copies of the Koran on September					
	$11th^1$	33	25	15	25	1
	July 29-August 1, 2010	34	35	22	9	*
		0.				

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On the first night of the field period (September 9) the item was worded: "Plans by a Florida pastor to burn copies of the Koran on September 11th."

		Very	Fairly	Not too	Not at all	(VOL.)
		closely	closely	closely	closely	DK/Ref
July 15-18, 2010		22	33	23	22	*
July 8-11, 2010		23	32	24	20	1
July 1-5, 2010		29	34	23	14	1
June 24-27, 2010:						
	ing as head of U.S. forces					
	er being quoted criticizing					
	and his Afghanistan					
strategy		28	31	19	21	1
June 17-20, 2010		21	30	27	22	*
May 20-23, 2010		22	33	25	20	
April 9-12, 2010		21	29	27	22	1
	010: The U.S. military	24	27	21	10	*
effort in Afghanista		24	36	21	19	^
	0: Suicide bombing that					
	icans at a CIA base in	24	31	27	17	1
Afghanistan	2009: The U.S. military	24	31	27	17	1
effort in Afghanista	5	35	33	18	13	*
	09: President Obama's	30	55	10	15	
	ore U.S. troops to					
Afghanistan		43	33	14	8	1
	2009: The debate over	10	00		Ũ	
whether to send n						
Afghanistan		29	31	17	22	1
November 13-16,	2009	29	28	20	22	1
	09: The U.S. military					
effort in Afghanista	-	22	35	24	18	*
October 30-Novem		24	32	21	22	*
October 23-26, 20		32	29	21	18	*
October 16-19, 20		25	31	20	24	*
September 25-28,	2009: The debate over					
whether to send m	nore troops to					
Afghanistan		27	40	17	16	*
-	2009: The U.S. military					
effort in Afghanista		26	33	25	16	*
September 11-14,		25	35	22	18	1
September 3-6, 20		23	33	23	21	0
August 7-10, 2009		24	32	23	21	1 *
March 20-23, 2009		24	32	22	22	*
February 20-23, 2						
	ecision to send 17,000 ops to Afghanistan	27	20	24	10	1
	ary 2, 2009: The U.S.	27	29	24	19	1
5	5	26	34	24	16	*
<i>military effort in A</i> January 2-4, 2009		20	34	24	21	1
October 24-27, 20		28	32	22	17	1
	08: The military effort in	20	52	22	17	I
Afghanistan agains		19	34	29	18	*
September 12-15,		21	34	25	19	1
August 29-31, 200		18	27	32	23	*
	08: A terrorist bombing at					
the U.S. embassy		15	27	31	26	1
	The military effort in					
Afghanistan agains		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	*

C.

EW.1 CONTINUED					
	Very	Fairly	Not too	Not at all	(VOL.)
March 2 E 2007: A hombing in Afghanistan	<u>closely</u>	<u>closely</u>	<u>closely</u>	<u>closely</u>	<u>DK/Ref</u>
March 2-5, 2007: A bombing in Afghanistan near where Vice President Cheney was					
staying	19	33	26	21	1
June, 2005: <i>Newsweek's retraction of a</i>	17	55	20	21	1
story about flushing the Koran down a					
toilet as part of prisoner interrogation	20	29	21	29	1
Late July, 2002: The U.S. military effort in	20	27	21	27	•
Afghanistan	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
October, 2000: The terrorist attack on the					
navy warship U.S.S. Cole	44	35	12	9	*
August, 1998: The bombing at U.S.					
embassies in Kenya and Tanzania	27	37	18	18	*
July, 1996: The bombing of a military base					
in Saudi Arabia	32	36	20	12	*
North Koroa taking stops to balt its pusioar					
North Korea taking steps to halt its nuclear program					
March 1-4, 2012	17	22	24	36	1
TRENDS FOR COMPARISON:	17	22	24	50	I
January 5-8, 2012: The situation in North					
Korea following the death of its leader Kim					
Jong-il	17	29	24	30	*
December 2-5, 2010: Tensions between	.,	27	2.	00	
North Korea and South Korea	35	30	19	16	1
May 27-30, 2010	19	24	24	32	1
June 19-22, 2009: New military threats					
from North Korea	27	31	21	21	*
May 29-June 1, 2009: Reports about North					
Korea testing nuclear weapons and missiles	34	36	17	13	*
April 3-6, 2009: North Korea's plans to test					
a long range missile	23	31	19	27	*
June 27-30, 2008: North Korea takes steps					
to halt its nuclear weapons program	19	30	26	24	1
February 16-19, 2007: Recent negotiations					
to shut down North Korea's nuclear					
weapons program	15	31	22	31	1
Late October, 2006: North Korea's					
announcement that it recently tested a					
nuclear weapon	45	33	13	8	1
February, 2005: North Korea's nuclear					
weapons program	22	34	22	22	*
September, 2003	19	32	27	21	1
May, 2003	27	40	22	11	*
March, 2003	34	34	19	12	1
February, 2003	33	34	18	13	2
January, 2003	33	34	18	14	1
Late October, 2002: North Korea's					
admission that it has been secretly					
developing nuclear weapons	25	31	23	20	1

PE	W.1 CONTINUED	Very <u>closely</u>	Fairly <u>closely</u>	Not too <u>closely</u>	Not at all <u>closely</u>	(VOL.) DK/Ref
	June, 1994: <i>Reports about North Korea's</i> building of nuclear weapons and refusal to	<u>elosely</u>	closely	<u>crosery</u>	<u>elosely</u>	
	allow U.N. inspections	27	33	26	14	*
d.	Deadly storms and tornadoes in the Midwest March 1-4, 2012 TRENDS FOR COMPARISON:	33	31	17	18	1
	May 26-29, 2011: <i>Deadly tornadoes in the Midwest</i>	45	33	13	9	*
	May 5-8, 2011: <i>Tornadoes and flooding in the South and Midwest</i> April 28-May 1, 2011: <i>Deadly storms in the</i>	41	37	15	7	*
	South April 21-25, 2011: Deadly storms in the	45	29	14	12	1
	South and Midwest June 13-16, 2008: A tornado that killed	29	33	18	20	*
	<i>four Boy Scouts at a camp in Iowa</i> May 30-June 2, 2008: <i>Violent storms and</i>	32	35	17	16	*
	<i>tornadoes in the Midwest</i> February 8-11, 2008: <i>Violent storms and</i>	30	33	21	15	1
	tornadoes in the South and Midwest May 11-14, 2007: Tornadoes and floods in	25	42	19	13	1
	<i>the Midwest</i> March 2-5, 2007: <i>Violent storms and</i>	22	35	23	19	1
	tornadoes in the South and Midwest May, 1999: Tornadoes in Oklahoma and	33	38	18	11	*
	Kansas	38	40	15	6	1
e.	A deadly school shooting near Cleveland March 1-4, 2012 TRENDS FOR COMPARISON: December 8-11, 2011: <i>Deadly shootings at</i>	26	31	22	19	1
	<i>Virginia Tech University</i> August 7-10, 2011: <i>A shooting at a fitness</i>	20	27	29	24	1
	club in Pennsylvania June 12-15, 2009: A deadly shooting at the Holocaust Memorial Museum in	13	28	25	34	1
	Washington, D.C. April 3-6, 2009: A shooter killing several people at an immigration services center in	26	34	17	23	*
	Binghamton, New York March 13-16, 2009: A shooting spree in Alabama that resulted in the death of 11	26	32	19	23	*
	people February 15-18, 2008: The shootings at Northern Illinois University that resulted in	18	33	24	25	*
	the death of 7 people February 8-11, 2008: A shooting at a city council meeting in Missouri where six	26	40	19	15	0
	people were killed December 14-17, 2007: Shootings at two	13	28	25	33	1
	religious centers in Colorado December 7-10, 2007: A shooting at a shopping mall in Omaha, Nebraska where	17	31	24	27	1
	eight people were killed October 12-15, 2007: The shooting at a	30	36	18	15	1
	high school in Cleveland, Ohio	22	32	25	20	1

f.

EW.1 CONTINUED					
	Very	Fairly	Not too	Not at all	(VOL.)
	<u>closely</u>	<u>closely</u>	<u>closely</u>	<u>closely</u>	DK/Ref
April 20-23, 2007: The shootings at					
Virginia Tech University that resulted in the	45	07	10	-	*
death of 33 people	45	37	13	5	*
October, 2006: Recent shootings at schools				_	_
in Pennsylvania and other states	46	33	12	8	1
March, 2000: The shooting of a 6-year-old					
girl at a Michigan school	40	38	15	7	*
September, 1999: The shootings in a					
Jewish community center in Los Angeles	29	34	22	14	1
Late April, 1999: The shooting of students					
and teachers by two students at a Colorado					
high school	68	24	6	2	*
June, 1998: The shooting at a high school					
in Springfield, Oregon	46	36	14	4	*
March, 1998: The shooting at a middle					
school in Jonesboro, Arkansas	49	33	12	5	1
News about candidates for the 2012					
presidential elections					
March 1-4, 2012	31	24	20	24	1
February 23-26, 2012	28	29	18	24	1
February 16-20, 2012	25	29	19	25	2
February 9-12, 2012	35	25	18	20	1
February 2-5, 2012	30	27	20	21	1
January 26-29, 2012	28	30	21	21	1
January 19-22, 2012	28	30	17	24	*
January 12-15, 2012	29	29	18	23	1
January 5-8, 2012	29	30	16	25	*
December 15-18, 2011	26	24	20	29	1
December 8-11, 2011	27	27	18	28	*
December 1-4, 2011	25	28	20	26	1
November 17-20, 2011	24	31	21	23	1
November 3-6, 2011	22	31	20	26	1
October 27-30, 2011	21	26	21	30	1
October 20-23, 2011	21	28	22	28	1
October 13-16, 2011	26	29	22	23	1
October 6-9, 2011	25	25	23	27	1
September 29-October 2, 2011	27	26	21	25	*
September 22-25, 2011	25	26	23	25	1
September 15-18, 2011	24	28	21	27	1
September 8-11, 2011	22	26	21	31	*
September 1-4, 2011	22	23	22	32	1
August 25-28, 2011	22	22	22	33	1
August 18-21, 2011	27	26	19	28	1
August 11-14, 2011	19	24	20	36	1
August 4-7, 2011	18	21	22	37	1
July 28-31, 2011	17	27	21	35	1
July 21-24, 2011	17	22	28	32	*
July 14-17, 2011	18	26	27	28	1
July 7-10, 2011	16	23	27	33	1
June 30-July 3, 2011	21	28	24	25	2
June 23-26, 2011	19	26	24	31	*
June 16-19, 2011	23	29	23	25	*
	18		22		1
June 9-12, 2011	21	30 31	22	30 26	۱ *
June 2-5, 2011 May 26, 29, 2011				26	*
May 26-29, 2011 May 19, 22, 2011	20 15	27 27	24	28	
May 19-22, 2011	15 15	27	24	32	1
May 12-15, 2011	15 16	22	26 27	35	1
May 5-8, 2011	16	24	27	32	1

	Very	Fairly	Not too	Not at all	(VOL.)		
	closely	closely	<u>closely</u>	<u>closely</u>	DK/Ref		
April 21-25, 2011	18	26	23	32	1		
April 14-17, 2011	20	23	29	27	1		
March 24-27, 2011	13	19	26	41	1		
March 10-13, 2011	15	21	26	38	0		
February 10-13, 2011	16	19	24	40	*		
February 3-6, 2011	15	20	23	42	*		
SEE TRENDS FOR PREVIOUS YEARS: http://www.people-press.org/files/2011/11/NII-Election-							

Trends.pdf

ASK ALL:

PEW.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.]**

Mar 1-4

<u>2012</u>

- 22 News about candidates for the 2012 presidential elections
- 17 Deadly storms and tornadoes in the Midwest
- 14 Reports about the condition of the U.S. economy
- 14 A deadly school shooting near Cleveland, Ohio
- 5 The current situation and events in Afghanistan
- 2 North Korea taking steps to halt its nuclear program
- 10 Some other story (VOL.)
- 15 Don't know/Refused (VOL.)

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