



FOR IMMEDIATE RELEASE:
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FOR FURTHER INFORMATION:
 Andrew Kohut, Director
 Kim Parker, Senior Researcher

Public Tunes out Ellen DeGeneres Controversy
BROAD INTEREST, MODERATE CONCERN OVER STAPH INFECTIONS

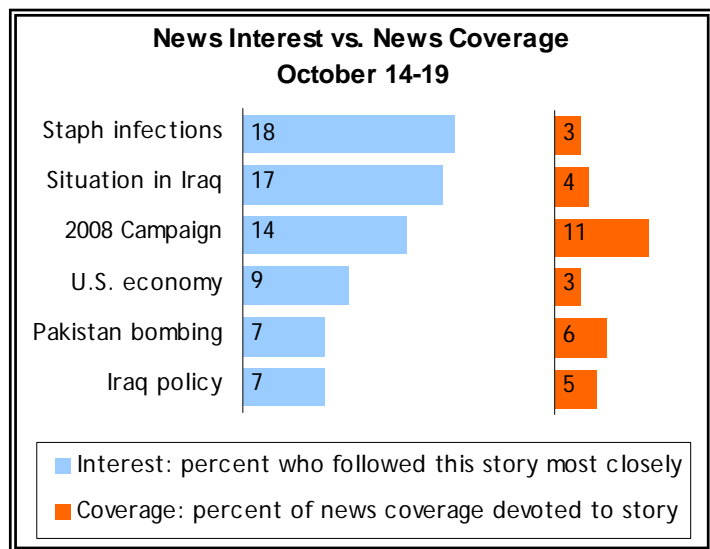
News about the dangers of an antibiotic-resistant staph infection (MRSA) caught the public’s attention last week. More than a quarter of Americans paid very close attention to this story and 18% listed it as the single news story they followed more closely than any other – placing it at the top of the weekly news interest index.

The national news media covered the MRSA story, but overall coverage lagged behind public interest.

Only 3% of the national newshole was devoted to this story, making it the 9th most heavily covered story of the week. The story was featured more prominently on network TV news than on other sectors.

Women followed the MRSA story more closely than men (31% vs. 21% followed very closely). More than a quarter of women (26%) listed this as their most closely followed story of the week. Men were more focused on Iraq and the presidential campaign, only 10% listed MRSA as their top story of the week.

Parents were no more likely than non-parents to pay close attention to the story, but they are slightly more worried about the potential dangers of the infection. More than half (52%) of those who have children under age 18 living in their household are very or somewhat worried that they or someone in their household will be exposed to the infection. This compares with 39% of non-parents. Among the general public, 44% are at least somewhat worried about being



exposed to the infection. This is higher than the percentage who were worried about being exposed to SARS in the spring of 2003 (35% were very or somewhat worried).

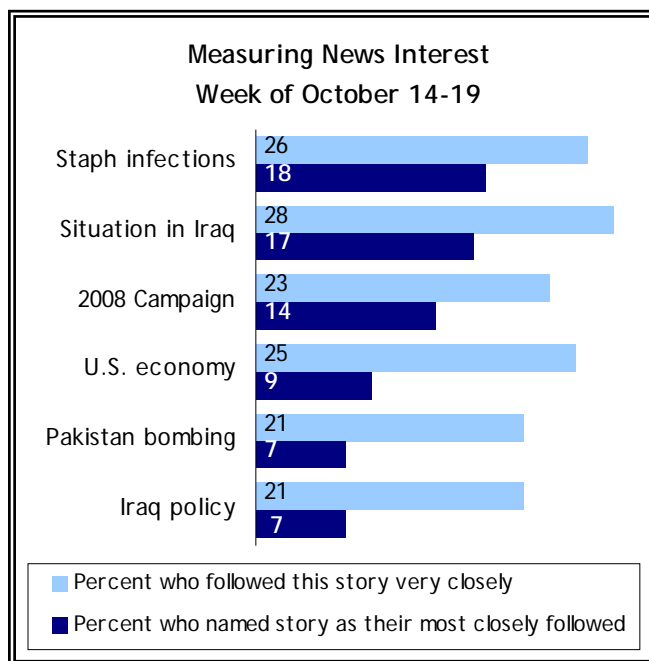
These findings are based on the most recent installment of the weekly *News Interest Index*, an ongoing project of the Pew Research Center for the People & the Press. The index, building on the Center’s longstanding research into public attentiveness to major news stories, examines news interest as it relates to the news media’s agenda. 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 was collected from October 14-19 and survey data measuring public interest in the top news stories of the week was collected October 19-22 from a nationally representative sample of 1,010 adults.

Iraq Interest Remains High

In other news last week, the public continued to pay close attention to the Iraq war in spite of limited press coverage. Nearly three-in-ten Americans (28%) followed news about the war very closely and 17% listed this as their most closely followed story of the week. One-in-five (21%) paid very close attention to the Iraq policy debate, 7% listed this as their most closely followed story.

Interest in the presidential campaign was up last week from a low point the previous week. Nearly a quarter of the public (23%) followed campaign news very closely (up from 13% a week earlier) and 14% listed the campaign as their most closely followed story. The campaign was the most heavily covered news story last week, 11% of the overall newshole was devoted to campaign news.

The economy was a major news story last week, fueled in large part by the slowdown in the housing market. The national media devoted 3% of its coverage to economic news making it the 6th most heavily covered story of the week. One-in-four Americans paid very close attention to reports about the U.S. economy and 9% listed this as their most closely followed story.



The deadly bombing in Pakistan attracted the very close attention of 21% of the public. The media focused heavily on this incident. Fully 6% of the national newshole for the week was devoted to this story which didn't break until late Thursday.

Little Interest in Ellen Controversy

Talk show host Ellen DeGeneres's controversial pet adoption and subsequent meltdown on national television generated a fair amount of news coverage last week. Overall the public expressed relatively little interest in this story. Only 5% paid very close attention and another 13% paid fairly close attention. Fully 59% said they were not following the story at all.

Most of the public says the DeGeneres story was over-covered by the media: 58% say it received too much coverage, 20% say it got the right amount of coverage and 8% say it got too little coverage. Even those who were paying fairly close attention to the story overwhelmingly said it was overblown.

Ellen's Dog Fight	
	%
<i>Followed DeGeneres dispute...</i>	
Very closely	5
Fairly closely	13
Not too closely	23
Not at all closely	59
Don't know	*
	100
<i>Media coverage of the story:</i>	
Too much	58
Too little	8
Right amount	20
Don't know	14
	100

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 Sunday through Friday) PEJ will compile this data to identify the top stories for the week. The News Interest Index survey will collect data from Friday through Monday to gauge public interest in the most covered stories of the week.

Results for the weekly surveys are based on telephone interviews among a nationwide sample of approximately 1,000 adults, 18 years of age or older, conducted under the direction of ORC (Opinion Research Corporation). For results based on the total sample, one can say with 95% confidence that the error attributable to sampling is plus or minus 3.5 percentage points.

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, and that results based on subgroups will have larger margins of error.

For more information about the Project for Excellence in Journalism's News Coverage Index, go to www.journalism.org.

About the Pew Research Center for the People & the Press

The Pew Research Center for the People & the Press is an independent opinion research group that studies attitudes toward the press, politics and public policy issues. We are sponsored by The Pew Charitable Trusts and are one of six projects that make up the Pew Research Center, a nonpartisan "fact tank" that provides information on the issues, attitudes and trends shaping America and the world.

The Center's purpose is to serve as a forum for ideas on the media and public policy through public opinion research. In this role it serves as an important information resource for political leaders, journalists, scholars, and public interest organizations. All of our current survey results are made available free of charge.

All of the Center's research and reports are collaborative products based on the input and analysis of the entire Center staff consisting of:

Andrew Kohut, Director
Scott Keeter, Director of Survey Research
Carroll Doherty and Michael Dimock, Associate Directors
Carolyn Funk, Richard Wike and Kim Parker, Senior Researchers
April Clark, Juliana Menasce Horowitz, Robert Suls, Shawn Neidorf and Allison Pond, Research Associates
James Albright, Executive Assistant

PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
OCTOBER 19-22, 2007 NEWS INTEREST INDEX OMNIBUS SURVEY
FINAL TOPLINE
N=1,010

Q.1 As I read a list of some stories covered by news organizations this past week, 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 ITEMS] [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. News about the current situation and events in Iraq					
Iraq	28	37	20	15	*=100
October 12-15, 2007	26	36	18	19	1=100
October 5-8, 2007	29	33	22	16	*=100
September 28 – October 1, 2007	30	41	18	11	*=100
September 21-24, 2007	32	38	17	13	*=100
September 14-17, 2007	31	36	18	15	0=100
September 7-10, 2007	32	34	20	14	*=100
August 30 – September 2, 2007	31	34	18	16	1=100
August 24-27, 2007	34	36	18	12	*=100
August 17-20, 2007	33	34	18	15	*=100
August 10-13, 2007	36	37	14	13	*=100
August 3-6, 2007	29	40	19	12	*=100
July 27-30, 2007	28	36	19	16	1=100
July 20-23, 2007	28	34	21	16	1=100
July 13-16, 2007	25	41	17	16	1=100
July 6-9, 2007	36	34	18	12	*=100
June 29-July 2, 2007	32	35	19	13	1=100
June 22-25, 2007	30	36	18	15	1=100
June 15-18, 2007	30	37	20	13	*=100
June 8-11, 2007	32	38	15	14	1=100
June 1-4, 2007	30	36	20	13	1=100
May 24-27, 2007	33	36	18	12	1=100
May 18-21, 2007	36	34	15	14	1=100
May 11-14, 2007	30	34	18	17	1=100
May 4-7, 2007	38	37	15	10	*=100
April 27-30, 2007	27	35	21	16	1=100
April 20-23, 2007	28	35	22	15	*=100
April 12-16, 2007	34	33	20	13	*=100
April 5-9, 2007	33	39	16	11	1=100
March 30-April 2, 2007	34	37	16	13	*=100
March 23-March 26, 2007 ¹	31	38	18	12	1=100
March 16-19, 2007	34	34	17	15	*=100
March 9-12, 2007	34	37	16	13	*=100
March 2-5, 2007	37	37	16	9	1=100
February 23-26, 2007	36	36	15	13	*=100
February 16-19, 2007	30	36	19	14	1=100
February 9-12, 2007	37	34	18	11	*=100
February 2-5, 2007	38	38	17	7	*=100
January 26-29, 2007	36	38	15	11	*=100
January 19-22, 2007	37	34	18	10	1=100
January 12-15, 2007	38	36	17	8	1=100

¹ From May, 2003 to March 23-26, 2007, the story was listed as “News about the current situation in Iraq.”

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, 2007	46	40	8	5	1=100
January 5-8, 2007	40	32	16	12	0=100
December, 2006	42	39	12	7	*=100
November 30-December 3, 2006	40	36	13	11	*=100
Mid-November, 2006	44	38	12	6	*=100
September, 2006	33	43	14	8	2=100
August, 2006	41	39	12	7	1=100
June, 2006	37	43	13	6	1=100
May, 2006	42	35	15	7	1=100
April, 2006	43	36	13	7	1=100
March, 2006	43	38	12	6	1=100
February, 2006	39	42	12	6	1=100
January, 2006	40	40	12	7	1=100
December, 2005	45	38	11	5	1=100
Early November, 2005	41	40	13	6	*=100
Early October, 2005	43	36	15	6	*=100
Early September, 2005	32	40	20	7	1=100
July, 2005	43	37	13	6	1=100
Mid-May, 2005	42	42	11	5	*=100
Mid-March, 2005	40	39	14	5	2=100
February, 2005	38	45	13	4	*=100
January, 2005	48	37	11	4	*=100
December, 2004	34	44	15	6	1=100
Mid-October, 2004	42	38	11	8	1=100
Early September, 2004	47	37	9	6	1=100
August, 2004	39	42	12	6	1=100
July, 2004	43	40	11	6	*=100
June, 2004	39	42	12	6	1=100
April, 2004	54	33	8	5	*=100
Mid-March, 2004	47	36	12	4	1=100
Early February, 2004	47	38	10	4	1=100
Mid-January, 2004	48	39	9	4	*=100
December, 2003	44	38	11	6	1=100
November, 2003	52	33	9	5	1=100
September, 2003	50	33	10	6	1=100
Mid-August, 2003	45	39	10	5	1=100
Early July, 2003	37	41	13	8	1=100
June, 2003	46	35	13	6	*=100
May, 2003	63	29	6	2	*=100
April 11-16, 2003 ²	47	40	10	2	1=100
April 2-7, 2003	54	34	9	2	1=100
March 20-24, 2003	57	33	7	2	1=100
March 13-16, 2003 ³	62	27	6	4	1=100
February, 2003	62	25	8	4	1=100
January, 2003	55	29	10	4	2=100
December, 2002	51	32	10	6	1=100
Late October, 2002	53	33	8	5	1=100
Early October, 2002	60	28	6	5	1=100
Early September, 2002 ⁴	48	29	15	6	2=100

² From March 20-24, 2003 to April 11-16, 2003, the story was listed as “News about the war in Iraq.”

³ From Early October, 2002, to March 13-16, 2003, the story was listed as “Debate over the possibility that the U.S. will take military action in Iraq.”

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. The debate in Washington over U.S. policy in Iraq	21	28	20	31	*=100
October 12-15, 2007	19	23	22	36	*=100
October 5-8, 2007	20	28	23	29	*=100
September 28 – October 1, 2007	22	32	22	24	*=100
September 21-24, 2007	25	28	20	27	*=100
September 14-17, 2007⁵	25	27	20	27	1=100
September 7-10, 2007	25	27	22	26	*=100
August 30-September 2, 2007	22	27	20	31	*=100
August 24-27, 2007	25	30	19	25	1=100
August 3-6, 2007	21	33	20	26	*=100
July 27-30, 2007	24	28	20	27	1=100
July 20-23, 2007	23	24	24	28	1=100
July 13-16, 2007	20	30	20	30	*=100
July 6-9, 2007	27	26	23	24	*=100
June 1-4, 2007	20	27	24	27	2=100
May 24-27, 2007	30	32	20	18	*=100
May 18-21, 2007	24	32	19	24	1=100
May 11-14, 2007	25	26	19	29	1=100
May 4-7, 2007	30	31	19	20	*=100
April 27-30, 2007	18	31	21	29	1=100
April 20-23, 2007	22	29	24	25	*=100
April 12-16, 2007	25	29	22	23	1=100
April 5-9, 2007	31	28	20	21	*=100
March 30-April 2, 2007	26	29	21	23	1=100
TREND FOR COMPARISON:					
January 12-15, 2007: President Bush's proposal to increase the number of U.S. troops in Iraq	40	33	13	13	1=100
c. The growing danger of a drug-resistant staph infection in the U.S.	26	31	19	24	0=100
TREND FOR COMPARISON:					
June 2003: The lung disease called "SARS" that has spread from Asia	28	44	19	8	1=100
May 2003: <i>SARS</i>	39	39	15	6	1=100
d. Reports about the condition of the U.S. economy	25	34	20	21	*=100
August 10-13, 2007	28	36	18	18	*=100
Mid-November, 2006	31	40	17	11	1=100
December, 2005	35	35	18	11	1=100
Early November, 2005	35	39	17	9	*=100
Mid-May, 2005	30	39	19	11	1=100
January, 2005	35	41	17	7	*=100
Mid-October, 2004	30	43	16	10	1=100
Early September, 2004	39	34	15	11	1=100
Mid-January, 2004	37	41	15	7	*=100
December, 2003	35	38	14	11	2=100
November, 2003	40	34	15	10	1=100

⁴ In Early September, 2002, the story was listed as "Debate over the possibility that the U.S. will invade Iraq."

⁵ September 14-17, 2007 asked about "General David Petraeus's report to Congress about how things are going in Iraq."

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>
October, 2003	32	39	16	12	1=100
September, 2003	39	30	18	12	1=100
March, 2003	40	35	16	8	1=100
February, 2003	42	33	15	10	*=100
January, 2003	40	35	13	11	1=100
December, 2002	38	34	17	10	1=100
February, 2002	35	40	15	9	1=100
January, 2002	30	44	16	9	1=100
December, 2001	37	40	13	8	2=100
Mid-November, 2001	41	36	15	7	1=100
June, 2001	24	41	18	16	1=100
May, 2001	34	36	15	15	0=100
April, 2001	36	34	16	13	1=100
February, 2001	30	39	18	12	1=100
January, 2001	32	38	17	11	2=100
June, 1995	26	41	22	11	*=100
March, 1995	27	45	19	9	*=100
February, 1995	23	41	22	13	1=100
December, 1994	28	43	20	9	*=100
October, 1994	27	40	20	12	1=100
June, 1994	25	42	23	10	*=100
May, 1994	33	40	16	10	1=100
January, 1994	34	39	16	10	1=100
Early January, 1994	36	44	13	7	*=100
December, 1993	35	41	15	8	1=100
October, 1993	33	38	20	9	*=100
September, 1993	37	40	14	8	1=100
Early September, 1993	39	39	14	9	*=100
August, 1993	41	36	14	9	*=100
May, 1993	37	38	18	6	1=100
February, 1993	49	36	10	5	*=100
January, 1993	42	39	12	7	*=100
September, 1992	43	37	13	6	1=100
May, 1992	39	39	15	6	1=100
March, 1992	47	38	11	4	*=100
February, 1992	47	37	10	6	*=100
January, 1992	44	40	11	5	*=100
October, 1991	36	38	16	9	1=100
e. A bombing in Pakistan aimed at former Prime Minister Benazir Bhutto that killed over 120 people	21	28	21	30	*=100
TREND FOR COMPARISON:					
July 6-9, 2007: 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	34	30	19	16	1=100
October 2005: The recent terrorist bombings in Bali, Indonesia	13	31	26	29	1=100
July 2005: The terrorist bombings in London, England	48	37	11	4	*=100
March, 2004: The terrorist bombings in Madrid, Spain	34	35	18	12	1=100

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>
October, 2002: The terrorist bombing of a nightclub in Bali, Indonesia	20	34	25	20	1=100
f. News about candidates for the 2008 presidential election	23	32	22	23	*=100
October 12-15, 2007	13	31	26	30	*=100
October 5-8, 2007	22	30	24	24	*=100
September 28 – October 1, 2007	21	34	25	20	*=100
September 21-24, 2007	24	31	22	23	*=100
September 14-17, 2007	22	31	24	23	*=100
September 7-10, 2007	18	34	26	22	*=100
August 30-September 2, 2007	19	35	21	25	*=100
August 24-27, 2007	22	28	24	26	*=100
August 17-20, 2007	19	27	24	30	*=100
August 10-13, 2007	23	32	21	24	*=100
August 3-6, 2007	19	31	25	25	*=100
July 27-30, 2007	19	32	22	26	1=100
July 20-23, 2007	16	26	30	27	1=100
July 13-16, 2007	17	29	27	27	*=100
July 6-9, 2007	24	29	24	22	1=100
June 29-July 2, 2007	20	32	25	23	*=100
June 22-25, 2007	18	31	21	30	*=100
June 15-18, 2007	17	32	26	25	*=100
June 8-11, 2007	19	30	24	26	1=100
June 1-4, 2007	16	27	32	24	1=100
May 24-27, 2007	22	33	23	22	*=100
May 18-21, 2007	18	31	24	27	*=100
May 11-14, 2007	18	30	23	28	1=100
May 4-7, 2007	23	34	21	21	1=100
April 27-30, 2007	14	30	29	26	1=100
April 20-23, 2007	18	28	27	27	*=100
April 12-16, 2007	18	28	27	27	*=100
April 5-9, 2007	25	30	26	19	*=100
March 30-April 2, 2007	20	29	27	23	1=100
March 23-26, 2007	20	32	22	26	*=100
March 16-19, 2007	15	28	29	27	1=100
March 9-12, 2007	24	30	23	23	*=100
March 2-5, 2007	19	31	26	23	1=100
February 23-26, 2007	22	33	24	21	*=100
February 16-19, 2007	18	32	22	27	1=100
February 9-12, 2007	24	30	24	21	1=100
February 2-5, 2007	24	36	22	18	*=100
January 26-29, 2007	24	33	23	20	*=100
January 19-22, 2007⁶	24	27	22	26	1=100
2004 Presidential Election					
November, 2004 (RVs)	52	36	8	4	*=100
Mid-October, 2004	46	30	12	11	1=100
August, 2004	32	38	16	14	*=100
July, 2004	29	37	18	15	1=100
April, 2004	31	33	19	16	1=100
Mid-March, 2004	35	34	18	13	*=100

⁶ January 19-22, 2007 asked about “Recent announcements by prominent Democrats about plans to run for president in 2008.”

Q.1 CONTINUED...

	Very <u>Closely</u>	Fairly <u>Closely</u>	Not too <u>Closely</u>	Not at all <u>Closely</u>	DK/ <u>Refused</u>
Late February, 2004	24	40	23	12	1=100
Early February, 2004 ⁷	29	37	20	13	1=100
Mid-January, 2004	16	30	27	26	1=100
Early January, 2004	14	32	30	23	1=100
December, 2003	16	26	27	30	1=100
November, 2003	11	26	34	28	1=100
October, 2003	12	27	28	32	1=100
September, 2003	17	25	30	27	1=100
Mid-August, 2003	12	27	27	33	1=100
May, 2003	8	19	31	41	1=100
January, 2003	14	28	29	28	1=100
2000 Presidential Election					
Early November, 2000 (RVs)	39	44	12	5	*=100
Mid-October, 2000 (RVs)	40	37	15	8	*=100
Early October, 2000 (RVs)	42	36	15	6	1=100
September, 2000	22	42	21	15	*=100
July, 2000	21	38	20	20	1=100
June, 2000	23	32	23	21	1=100
May, 2000	18	33	26	23	*=100
April, 2000	18	39	22	20	1=100
March, 2000	26	41	19	13	1=100
February, 2000	26	36	21	17	*=100
January, 2000	19	34	28	18	1=100
December, 1999	16	36	24	23	1=100
October, 1999	17	32	28	22	1=100
September, 1999	15	31	33	20	1=100
July, 1999	15	38	24	22	1=100
June, 1999	11	25	29	34	1=100
1996 Presidential Election					
November, 1996 (RVs)	34	45	15	6	*=100
October, 1996	31	39	18	12	*=100
Early September, 1996	24	36	23	17	*=100
July, 1996	22	40	23	14	1=100
March, 1996	26	41	20	13	*=100
January, 1996	10	34	31	24	1=100
September, 1995	12	36	30	22	*=100
August, 1995	13	34	28	25	*=100
June, 1995	11	31	31	26	1=100
1992 Presidential Election					
October, 1992 (RVs)	55	36	7	2	0=100
September, 1992 (RVs)	47	36	11	6	*=100
August, 1992 (RVs)	36	51	11	2	0=100
July, 1992	20	45	26	9	*=100
May, 1992	32	44	16	8	*=100
March, 1992	35	40	16	9	*=100

⁷ From May 2003 to Early February 2004 and in March 1992, the story was listed as “The race for the Democratic nomination.” In January 2003, the story was listed as “Recent announcements by prominent Democrats about plans to run for president in 2004.” In September 2000, Early September and July 1996, and May 1992, the question asked about “the presidential election campaign.” In January, March and April 1996, the story was listed as “News about the Republican presidential candidates.” In August 1992, the story was listed as “News about the presidential election.” In July 1992, the story was listed as “News about the presidential campaign.” In January 1992, the story was listed as “News about the Democratic candidates for the presidential nomination.” In 1988, the story was introduced as being from “this past year” and was listed as “News about the presidential campaign in 1988.”

Q.1 CONTINUED...

	Very <u>Closely</u>	Fairly <u>Closely</u>	Not too <u>Closely</u>	Not at all <u>Closely</u>	DK/ <u>Refused</u>
January, 1992	11	25	36	27	1=100
December, 1991	10	28	32	30	*=100
October, 1991	12	26	31	29	2=100
1988 Presidential Election					
October, 1988 (RVs)	43	44	11	2	*=100
August, 1988 (RVs)	39	45	13	3	*=100
May, 1988	22	46	23	6	3=100
November, 1987	15	28	35	21	1=100
September, 1987	14	34	37	14	1=100

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] ? IF "IRAQ" UNSPECIFIED, PROBE: "Do you mean events IN Iraq or the debate over Iraq POLICY?"]**

- 18 The growing danger of a drug-resistant staph infection in the U.S.
- 17 News about the current situation and events in Iraq
- 14 News about candidates for the 2008 presidential election
- 9 Reports about the condition of the U.S. economy
- A bombing in Pakistan aimed at former Prime Minister Benazir Bhutto that killed over 120 people
- 7 The debate in Washington over U.S. policy in Iraq
- 10 Some other story (SPECIFY)
- 18 Don't know/Refused
- 100

Q.3 Now thinking about the drug-resistant staph infection that's been in the news lately. How worried are you that you or someone in your family will be exposed to this infection –_very worried, somewhat worried, not too worried, or not worried at all?

	May 2003 <u>SARS⁸</u>
12 Very worried	12
32 Somewhat worried	23
32 Not too worried	31
23 Not worried at all	32
<u>1</u> Don't know/Refused	<u>2</u>
100	100

Now thinking about some other kinds of things...

Q.4 How closely have you been following news about talk show host Ellen DeGeneres's dispute with an animal adoption agency? **[READ]**

- 5 Very closely
- 13 Fairly closely
- 23 Not too closely
- 59 Not at all closely
- * Don't know/Refused
- 100

⁸ In May 2003, the question read, "One last question about the new disease known as Severe Acute Respiratory Syndrome, or SARS. How worried are you that you or someone in your family will be exposed to SARS – very worried, somewhat worried, not too worried, or not at all worried?"

Q.5 Do you think news organizations are giving too much, too little or the right amount of coverage to this story?

58	Too much
8	Too little
20	Right amount
<u>14</u>	Don't know/Refused
100	