



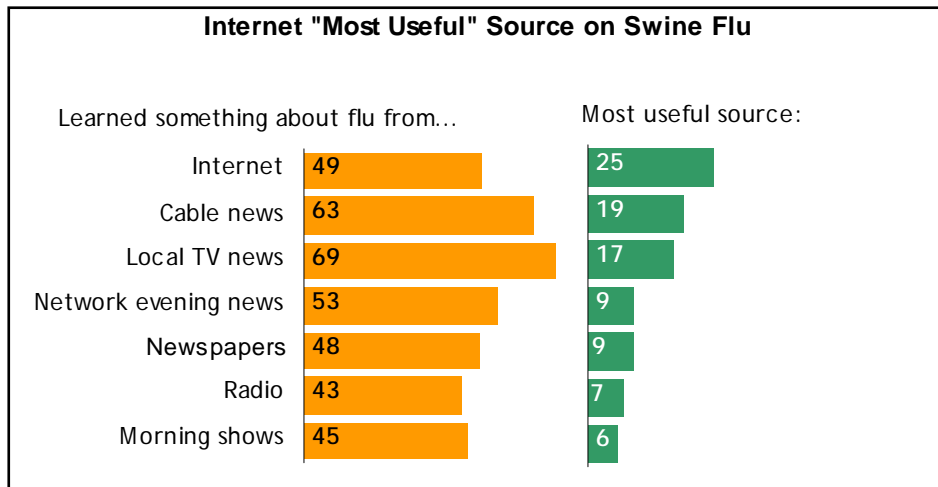
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FOR FURTHER INFORMATION:  
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**Internet Seen as Most Useful**  
**LOCAL TV A TOP SOURCE FOR SWINE FLU NEWS**

Americans tracked news about the fast-moving swine flu virus more closely than any other story last week, with most turning to television for details on its spread. Still, when people were asked to name which information source was most useful, the largest share chose the internet.

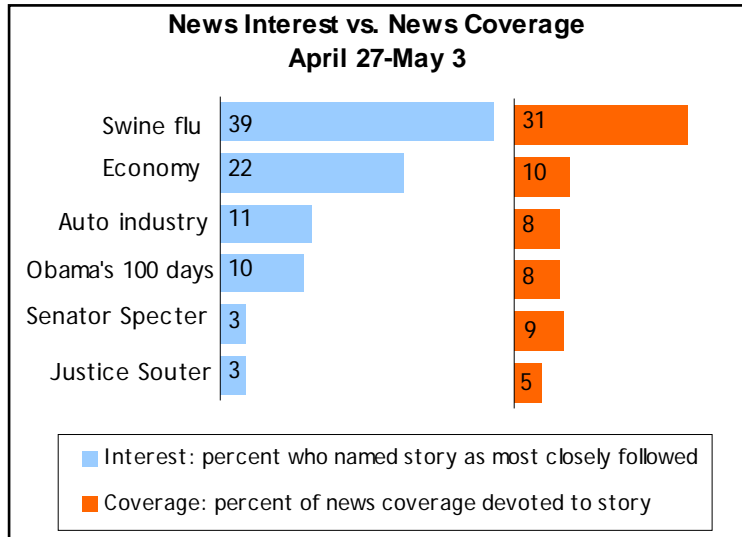
The latest weekly News Interest Index survey, conducted May 1-4 by the Pew Research Center for the People & the Press, finds that more people say they learned something about the flu from local television news (69%) or cable news channels (63%) than from the nightly network news (53%), the internet (49%) or newspapers (48%).



But the rankings change when people are asked which source has been most useful in learning about the global outbreak that started in Mexico. One quarter cite the internet, 19% name the cable news networks and 17% their local television news. About one-in-ten cite the nightly network newscasts or newspapers (9% each).

News about the spread of the H1N1 virus – and uncertainty about its potential danger – grabbed people’s attention in a busy news week that also included the bankruptcy filing by Chrysler, the 100<sup>th</sup> day of the Obama presidency and a party switch by veteran senator Arlen Specter. Still, close to four-in-ten (39%) say they followed news about the virus more closely than any other story.

Reporting about the swine flu also dominated news coverage. According to a separate analysis by the Pew Research Center’s Project for Excellence in Journalism, reporting on the virus accounted for 31% of the newshole examined. No other story came close.



With so much coverage focused on the location of the latest flu outbreaks and potential responses, such as school closings, solid majorities of all age groups, income levels and educational backgrounds say they learned something about the illness from local television news. With their frequent news updates, the cable news channels generally show similar, but slightly lower numbers.

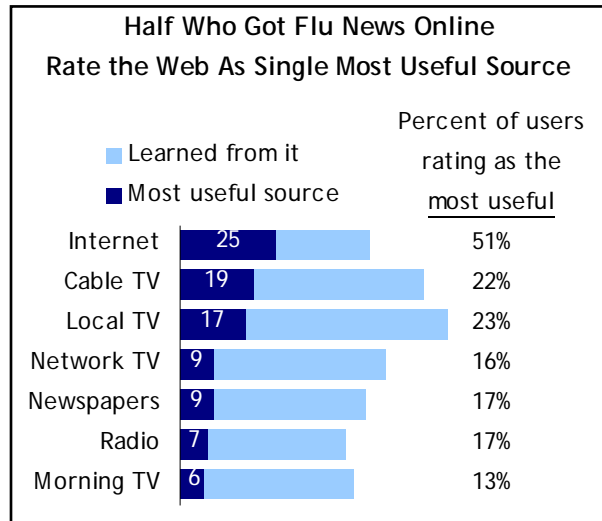
Those who said they learned about the flu from newspapers are older. Close to two thirds of those 65 and older (64%) say they turned to a newspaper, compared with 51% of those between 40 and 64 and 37% of those younger than 40.

Those turning to the internet, meanwhile, are younger. Six-in-ten of those younger than 40 say they have learned about the flu from the internet, compared with 50% of those between 40 and 64 and 22% of those 65 and older.

### Many See Internet as Most Useful Source

The internet tops the list (25%) when people are asked which source has been most useful. Close to four-in-ten (38%) of those younger than 40 cite the internet as that most useful source. Among those 40-64, the web is tied with the cable news networks (22%) and among those 65 and older, the most frequent choices are local television news (21%) and cable news (22%). Still, 15% of that group name the internet. The internet is the top choice – or tied for top choice – across income and education groups.

Broken down a different way, of the 49% who say they learned something about the swine flu from the internet, about half (51%) say the internet was their most useful source. Among the 69% who say they learned about the flu from local TV news, just 23% cite local TV news as the most useful source. For cable news viewers, the pattern is similar. Of the two thirds (65%) that say they learned about the flu from cable TV news, just 22% cite cable TV news as the most useful source.



### Americans Moderately Worried

Meanwhile, Americans do not seem overly concerned that they or a family member will be exposed to the swine flu. Slightly more than a third (36%) say they are very worried (8%) or somewhat worried (28%) about exposure to the swine flu. Another 37% say they are not too worried and 27% say they are not worried at all.

**Public Worry over Swine Flu Compared With Other Recent Illnesses**

<i>Worry about you or A family member being exposed...</i>	SARS (2003)	Staph infection (2007)	Swine flu (2009)
Very/somewhat	35	44	36
Not too/not at all	63	55	64
Don't know	2	1	*
	100	100	100

In 2007, 44% said they were worried (12% very, 32% somewhat) that they or a family member could be exposed to a drug-resistant staph infection that was then in the news. About a third (32%) said they were not too worried and 23% said they were not worried at all.

Women are following swine flu news more closely than are men (48% very closely vs. 38%) and express greater worry (41% very/somewhat worried vs. 31%). And people in the South say they are more worried (45% very/somewhat worried) than people in the Northeast (32%), Midwest (30%) or West (30%).

Not surprisingly, those people who say they are very or somewhat worried about exposure to the flu are following the stories more closely than those less worried or not at all (59% vs. 34%).

Meanwhile, there is little difference in interest in news about the swine flu and concern about exposure to the illness among parents and non-parents, border state residents and non-border state residents, those with a college education and those without.

### Rating Coverage of the Swine Flu

A majority of Americans give the press high marks for coverage of the swine flu virus. Overall, six-in-ten (62%) say the press is doing either an excellent (19%) or good job (43%) of reporting on the flu outbreak, while a little more than a third (35%) say that press coverage is only fair (21%) or poor (14%).

Some of the highest ratings of swine flu coverage come from those who express worry that they or someone in their family will be exposed to the flu. Among those who say they are very or somewhat worried about exposure to the swine flu, 74% say that the press is doing an excellent or good job. Among those who are less worried about flu exposure a smaller majority offer positive ratings of press coverage (56%).

Among those who say that local TV news has been most helpful in learning about the swine flu, 81% say that the press coverage is excellent or good. By contrast, among those who say that cable TV news is the most helpful source, a smaller majority (57%) call the coverage excellent or good.

Meanwhile, a sizeable minority say that the media has devoted too much attention to the outbreak. About as many say the press has devoted too much coverage to the swine flu as say the amount of coverage has been

	Following flu <u>very closely</u> %	Very/somewhat worried about <u>flu exposure</u> %
Total	43	36
Men	38	31
Women	48	40
<i>Age</i>		
18-39	36	33
40-64	48	41
65+	45	32
<i>Sex/Age</i>		
Men 18-49	37	30
Men 50+	43	31
Women 18-49	44	40
Women 50+	51	41
Northeast	46	32
South	47	45
Midwest	38	30
West	41	30
Parents*	45	35
Non-parents	42	37
<i>Worry about swine flu exposure...</i>		
Very/somewhat	59	--
Not too/not at all	34	--

\* Refers to parents with children under age 18 living in their household.

<i>Job press has done:</i>	Total %	<i>Worry about flu exposure...</i>	
		Very/ somewhat	No too/ at all
Excellent	19	26	15
Good	43	48	41
Only fair	21	17	23
Poor	14	7	18
Don't know	<u>3</u>	<u>2</u>	<u>3</u>
	100	100	100

<i>Amount of coverage:</i>	Total	Very/ somewhat	No too/ at all
Too much	42	28	50
Too little	9	12	7
Right amount	46	57	40
Don't know	<u>3</u>	<u>3</u>	<u>3</u>
	100	100	100

appropriate (42% vs. 46%). Just 9% of Americans say that the story has been undercovered by national news organizations. Fully half (50%) of those who are not too or not at all worried about flu exposure say that the story has received too much coverage, while a majority (56%) of those who are very or somewhat worried about getting the flu say that the level of coverage is about right.

### Paying Close Attention to Swine Flu

More than four-in-ten Americans (43%) say they followed news about the swine flu very closely last week, placing it among the top ten “very closely” followed stories of the year thus far. Attention to the economic crisis and the presidential inauguration in January far exceeded attention to the new flu. News about the spread of the H1N1 virus attracted as much attention as the U.S. Airways flight that crash landed in the Hudson River in January and attacks by Somali Pirates off the coast of Africa last month. The media devoted 31% of its newshole to reporting on the flu’s spread, according to PEJ.

Swine flu is one of several infectious illnesses that have captured the American public’s attention in recent years. Among the stories about deadly or fast-spreading viruses that have received significant media attention, only Severe Acute Respiratory Syndrome (SARS) in 2003 attracted about as much public interest as the current outbreak.

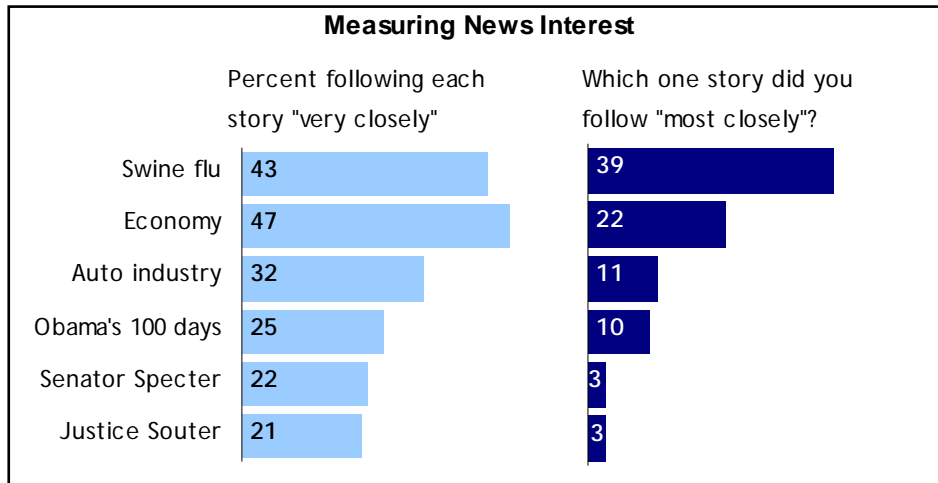
While the swine flu dominated public interest last week, attentiveness to the economic crisis remained at about the same level it has for several weeks, with 47% following economic conditions very closely and one-in-five (22%) listing the economy as their top story of the week. Stories about the economy took up 10% of the newshole.

Ongoing financial problems for the U.S. auto industry, including Chrysler’s bankruptcy filing, attracted the very close attention of one-in-three Americans (32%) and was the most closely followed story of the week for 11%. The industry’s troubles received 8% of total news coverage for the week.

Interest in Swine Flu Matches SARS Epidemic	
<u>Infectious Illnesses in the News:</u>	<u>% following Very closely*</u>
Swine flu {5-09}	43
SARS lung disease {5-03}	39
West Nile virus {9-02}	34
Mad cow disease in WA state {1-04}	29
Drug resistant staph infection {10-07}	26
Atlanta man travels w/ dangerous TB {6-07}	24
Bird flu in Asia and Europe {11-05}	22
Livestock foot & mouth disease {3-01}	22
<u>Biggest Stories of 2009:</u>	
Condition of the U.S. economy {1-09}	57
Obama’s inauguration {1-09}	52
Passage of economic stimulus plan {2-09}	50
AIG bonuses {3-09}	50
Obama’s budget proposal {2-09}	47
Rising U.S. unemployment rate {1-09}	45
U.S. Airways lands in Hudson River {1-09}	44
Swine flu {5-09}	43
Somali pirates attacks {4-09}	41
Obama’s plan to overhaul health care {3-09}	41

\*For stories asked about in multiple surveys the highest level of interest is shown here.

A quarter of the public says they followed news marking the first “100 days” of the Obama administration very closely, while 10% list this as the story they followed most closely. Not surprisingly, Democrats were more attentive to news about Obama’s first months in office than Republicans (37% very closely vs. 17%). Those stories took up 8% of the newshole.



The announcement by Pennsylvania Senator Arlen Specter that he would leave the Republican Party and join the Democratic Party – putting Democrats close to a coveted 60-seat majority – received about as much coverage as Obama hitting the 100-day mark. The Specter stories took up 9% of the newshole. Two-in-ten (22%) followed Specter’s announcement very closely; 3% followed this news more closely than any other story. Republicans and Democrats were equally attentive to Specter’s party switch (27% each followed this very closely).

News that Supreme Court Justice David Souter will retire at the end of the current court term was followed very closely by 21% of the public; 3% listed the Supreme Court retirement as their most closely followed story. Here too, roughly a quarter of Democrats and Republicans followed this story very closely ( 25% vs. 23%). Stories about Souter’s announcement and speculation on his replacement took up 5% of the newshole.

### Many Heard About New York Plane Scare

More than four-in-ten Americans (43%) say they heard a lot about a government plane flying over New York City for an Air Force One publicity photograph, a flight that

**How Much the Public’s Been Hearing About...**

<i>How much have you heard about...</i>	A lot %	A little %	Nothing at all %	DK %
Gov’t plane flying over NYC that raised concerns about possible terrorist attack	43	35	22	*=100
Man suspected of robbing and killing women he met on Craigslist	40	38	21	1=100
Joe Biden saying he advised family to avoid traveling b/c of swine flu concerns	29	38	32	1=100

briefly raised concerns about a possible terrorist attack. More than half (55%) of those in the Northeast reported hearing a lot about this story.

For the second week in a row, four-in-ten reported hearing a lot of news about the Massachusetts man suspected of robbing and killing women he met through the Craigslist web site.

About three-in-ten (29%) say they heard a lot about comments made by Vice President Joe Biden, saying he would advise his family to avoid traveling by air or subway because of concerns about swine flu. Republicans (34%) were slightly more likely than Democrats (28%) to have heard a lot about Biden's comments.

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 from April 27-May 3, 2009 and survey data measuring public interest in the top news stories of the week were collected May 1-4 from a nationally representative sample of 1,004 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. The News Interest Index survey collects 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](http://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 seven 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:

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**PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS**  
**May 1-4, 2009 NEWS INTEREST INDEX OMNIBUS SURVEY**  
**TOPLINE**  
**N=1004**

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. Financial problems in the U.S. auto industry	<b>32</b>	<b>42</b>	<b>17</b>	<b>8</b>	<b>1=100</b>
<b>April 24-27, 2009</b>	<b>30</b>	<b>39</b>	<b>16</b>	<b>15</b>	<b>*=100</b>
<b>April 3-6, 2009</b>	<b>31</b>	<b>35</b>	<b>16</b>	<b>18</b>	<b>*=100</b>
<b>TRENDS FOR COMPARISON:<sup>1</sup></b>					
<b>February 20-23, 2009: U.S. automakers seeking billions in federal loans to avoid bankruptcy</b>	<b>33</b>	<b>34</b>	<b>22</b>	<b>11</b>	<b>*=100</b>
<b>December 19-22, 2008: Bush administration plan for emergency loans to U.S. automakers</b>	<b>37</b>	<b>33</b>	<b>16</b>	<b>13</b>	<b>1=100</b>
<b>December 12-15, 2008: Debate over a government bailout for U.S. auto industry</b>	<b>40</b>	<b>33</b>	<b>18</b>	<b>9</b>	<b>*=100</b>
<b>December 5-8, 2008: Debate in Congress over a bailout for U.S. auto industry</b>	<b>34</b>	<b>38</b>	<b>17</b>	<b>11</b>	<b>*=100</b>
<b>November 21-24, 2008</b>	<b>41</b>	<b>26</b>	<b>17</b>	<b>15</b>	<b>1=100</b>
<b>November 14-17, 2008: Problems facing U.S. automakers</b>	<b>30</b>	<b>35</b>	<b>20</b>	<b>15</b>	<b>*=100</b>
<b>October 31-November 3, 2008: Possible merger of GM and Chrysler</b>	<b>16</b>	<b>28</b>	<b>24</b>	<b>31</b>	<b>1=100</b>
<b>May 18-21, 2007: DaimlerChrysler sells Chrysler</b>	<b>8</b>	<b>20</b>	<b>25</b>	<b>46</b>	<b>1=100</b>
<b>September 28-October 1, 2007: Agreement between GM and UAW ending strike</b>	<b>14</b>	<b>28</b>	<b>28</b>	<b>30</b>	<b>*=100</b>
December, 2005: General Motors job cuts	22	30	26	21	1=100
June, 1998: Chrysler/Daimler Benz merger	12	22	27	38	1=100
January, 1992: General Motors job cuts	35	38	18	9	*=100

**Q.1 CONTINUED...**

<sup>1</sup> February 20-23, 2009 asked about: “U.S. automakers seeking billions of dollars in federal loans to avoid bankruptcy.” December 19-22, 2008 asked about “The Bush administration’s plan to provide billions in emergency loans to U.S. automakers.” December 12-15, 2008 asked about “The debate over a government bailout for the U.S. auto industry.” November 21-24, 2008 and December 5-8, 2008 asked about “The debate in Congress over a government bailout for the U.S. auto industry.” November 14-17, 2008 asked about: “News about problems facing U.S. automakers.” October 31-November 3, 2008 asked about: “The possible merger of automakers General Motors and Chrysler.” May 18-21, 2007 asked about: “DaimlerChrysler’s decision to sell Chrysler to a private equity firm.” January, 1992 and December, 2005 asked about: “The major job cuts announced by General Motors.” June, 1998 asked about: “The merger of the Chrysler Corporation and Daimler Benz.” September 28-October 1, 2007 asked about “An agreement between General Motors and the United Auto Workers union that ended a two-day strike over wages and job security.”

	<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 outbreak of swine flu in different parts of the world	<b>43</b>	<b>37</b>	<b>15</b>	<b>4</b>	<b>1=100</b>
<b>April 24-27, 2009: Swine flu<sup>2</sup></b>	<b>25</b>	<b>30</b>	<b>19</b>	<b>26</b>	<b>*=100</b>
<b>TREND FOR COMPARISON:<sup>3</sup></b>					
<b>October 19-22, 2007: Drug-resistant staph infection in the U.S.</b>	<b>26</b>	<b>31</b>	<b>19</b>	<b>24</b>	<b>0=100</b>
<b>June 1-4, 2007: Atlanta man traveling with dangerous form of Tuberculosis</b>	<b>24</b>	<b>34</b>	<b>21</b>	<b>19</b>	<b>2=100</b>
March, 2006: <i>Outbreaks of bird flu</i>	21	36	24	19	*=100
November, 2005: <i>Bird flu</i>	22	37	25	15	1=100
Late October, 2005: <i>Bird flu</i>	22	33	24	20	1=100
January 2004: <i>Mad cow disease in Washington state</i>	29	42	19	9	1=100
June 2003: <i>The lung disease called "SARS" that has spread from Asia</i>	28	44	19	8	1=100
May 2003: <i>SARS</i>	39	39	15	6	1=100
September, 2002: <i>Cases of West Nile virus</i>	34	36	21	8	1=100
Early September, 2001: <i>Mad cow disease in Europe</i>	18	34	27	20	1=100
March, 2001: <i>Foot-and-mouth disease</i>	22	33	22	22	1=100
January, 1998: <i>Bird flu</i>	19	36	25	20	*=100
c. The decision by Pennsylvania Senator Arlen Specter to join the Democratic Party	<b>22</b>	<b>26</b>	<b>21</b>	<b>29</b>	<b>2=100</b>
<b>TREND FOR COMPARISON:</b>					
<b>June, 2001: Jeffords leaves Republican Party</b>	21	27	18	34	*=100
d. The first 100 days of the Obama administration	<b>25</b>	<b>35</b>	<b>25</b>	<b>14</b>	<b>1=100</b>
e. Reports about the condition of the U.S. economy	<b>47</b>	<b>36</b>	<b>11</b>	<b>5</b>	<b>1=100</b>
<b>April 17-20, 2009</b>	<b>52</b>	<b>30</b>	<b>10</b>	<b>7</b>	<b>1=100</b>
<b>April 9-13, 2009</b>	<b>48</b>	<b>29</b>	<b>13</b>	<b>10</b>	<b>0=100</b>
<b>March 27-30, 2009</b>	<b>48</b>	<b>32</b>	<b>10</b>	<b>10</b>	<b>*=100</b>
<b>March 20-23, 2009</b>	<b>52</b>	<b>34</b>	<b>8</b>	<b>6</b>	<b>*=100</b>
<b>March 13-16, 2009</b>	<b>48</b>	<b>33</b>	<b>9</b>	<b>10</b>	<b>*=100</b>
<b>February 27-March 2, 2009</b>	<b>56</b>	<b>30</b>	<b>8</b>	<b>6</b>	<b>*=100</b>
<b>February 13-16, 2009</b>	<b>55</b>	<b>29</b>	<b>10</b>	<b>6</b>	<b>*=100</b>
<b>January 30-February 2, 2009</b>	<b>52</b>	<b>31</b>	<b>12</b>	<b>5</b>	<b>*=100</b>
<b>January 23-26, 2009</b>	<b>57</b>	<b>30</b>	<b>8</b>	<b>5</b>	<b>0=100</b>
<b>January 16-19, 2009</b>	<b>43</b>	<b>35</b>	<b>13</b>	<b>9</b>	<b>*=100</b>
<b>January 2-4, 2009</b>	<b>42</b>	<b>36</b>	<b>15</b>	<b>7</b>	<b>*=100</b>
<b>December 12-15, 2008</b>	<b>51</b>	<b>33</b>	<b>9</b>	<b>7</b>	<b>*=100</b>
<b>December 5-8, 2008</b>	<b>42</b>	<b>38</b>	<b>13</b>	<b>7</b>	<b>*=100</b>

**Q.1 CONTINUED...**

	<u>Very</u>	<u>Fairly</u>	<u>Not too</u>	<u>Not at all</u>	<u>DK/</u>
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<sup>2</sup> For April 24-27, 2009 the story was listed as: "Reports of swine flu in Mexico and the U.S."

<sup>3</sup> October 19-22, 2007 asked about: "The growing danger of a drug-resistant staph infection in the U.S." June 1-4, 2007 asked about: "An Atlanta man with a dangerous form of tuberculosis who traveled to Europe against the advice of government health officials." March, 2006 asked about: "Outbreaks of bird flu in different parts of the world." Late October and November, 2005 asked about: "The outbreak of bird flu in Asia and Europe." January, 2004 asked about: "Reports about a case of mad cow disease in Washington state." May and June, 2003 asked about: "The lung disease called "SARS" that has spread from Asia." September, 2002 asked about: "Cases of West Nile Virus spread by mosquitoes." Early September, 2001 asked about: "The spread of mad cow disease in Europe." March, 2001 asked about: "The outbreak of foot-and-mouth disease among livestock in Europe." January, 1998 asked about: "The outbreak of an Asian flu spread by birds or chickens."

	<u>closely</u>	<u>closely</u>	<u>closely</u>	<u>closely</u>	<u>Refused</u>
November 21-24, 2008	59	24	9	8	*=100
November 14-17, 2008	56	29	9	6	*=100
November 7-10, 2008	54	31	8	7	*=100
October 31-November 3, 2008	63	27	6	4	*=100
October 24-27, 2008	52	35	7	5	1=100
October 17-20, 2008	62	29	6	3	*=100
October 10-13, 2008	65	25	7	3	*=100
October 3-6, 2008	69	23	5	3	*=100
September 26-29, 2008	70	22	5	3	*=100
September 19-22, 2008	56	27	12	5	*=100
September 5-8, 2008	44	33	16	7	*=100
August 29-31, 2008	41	34	13	11	1=100
August 15-18, 2008	39	36	15	10	*=100
August 8-11, 2008	39	35	16	10	*=100
August 1-4, 2008	47	34	11	8	0=100
July 25-28, 2008	46	32	10	12	*=100
July 18-21, 2008	45	33	13	9	*=100
July 11-14, 2008	44	33	12	10	1=100
June 27-30, 2008	49	31	12	7	1=100
June 13-16, 2008	42	33	14	11	*=100
May 9-12, 2008	45	31	13	11	*=100
May 2-5, 2008	43	31	15	10	1=100
April 18-21, 2008	41	35	13	10	1=100
April 4-7, 2008	39	37	12	12	*=100
March 28-31, 2008	42	36	14	8	*=100
March 20-24, 2008	45	33	13	9	*=100
February 29-March 3, 2008	38	35	15	11	1=100
February 15-18, 2008	37	36	11	16	8=100
February 1-4, 2008	40	37	14	8	1=100
January 18-21, 2008	42	31	16	11	*=100
January 11-14, 2008	36	32	15	16	1=100
November 2-5, 2007	27	37	16	19	1=100
October 19-22, 2007	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
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
<b>Q.1 CONTINUED...</b>					
	Very	Fairly	Not too	Not at all	DK/

	<u>closely</u>	<u>closely</u>	<u>closely</u>	<u>closely</u>	<u>Refused</u>
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

- f. Reports that Supreme Court Justice David Souter will retire at the end of the current court term
- |  |           |           |           |           |              |
|--|-----------|-----------|-----------|-----------|--------------|
|  | <b>21</b> | <b>25</b> | <b>24</b> | <b>29</b> | <b>1=100</b> |
| <b>TREND FOR COMPARISON:<sup>4</sup></b> |           |           |           |           |              |
| July, 2005: <i>Sandra Day O'Connor</i>   | 24        | 29        | 24        | 22        | 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.]

- |     |  |
|-----|--|
| 39  | The outbreak of swine flu in different parts of the world  |
| 22  | Reports about the condition of the U.S. economy  |
| 11  | Financial problems in the U.S. auto industry   |
| 10  | The first 100 days of the Obama administration   |
| 3   | The decision by Pennsylvania Senator Arlen Specter to join the Democratic Party                  |
| 3   | Reports that Supreme Court Justice David Souter will retire at the end of the current court term |
| 5   | Some other story (SPECIFY)   |
| 7   | Don't know/Refused   |
| 100 |  |

Now thinking about the swine flu that's been in the news lately.

Q.3 How worried are you that you or someone in your family will be exposed to this flu – very worried, somewhat worried, not too worried, or not worried at all?

<sup>4</sup> July, 2005 asked about: "The retirement of Supreme Court Justice Sandra Day O'Connor."

		Oct 19-22, 2007 <u>Staph infection</u> <sup>5</sup>	May 2003 <u>SARS</u>
8	Very worried	12	12
28	Somewhat worried	32	23
37	Not too worried	32	31
27	Not worried at all	23	32
<u>*</u>	Don't know/Refused	<u>1</u>	<u>2</u>
100		100	100

Q.4 In general, how would you rate the job the press has done in covering this story [**READ**]?

19	Excellent
43	Good
21	Only fair
14	Poor
<u>3</u>	Don't know/Refused
100	

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

42	Too much
9	Too little
46	Right amount
<u>3</u>	Don't know/Refused
100	

Q.6 Now I'd like to ask you about where you've been getting news about the swine flu. For each item that I read, please tell me whether you have learned something about the swine flu from this source, or not? [**RANDOMIZE ITEMS**]

		<u>Yes</u>	<u>No</u>	<u>DK/ Refused</u>
a.	Local TV news	69	31	*=100
b.	National nightly network news on CBS, ABC and NBC	53	46	1=100
c.	Cable news networks such as CNN, MSNBC and the FOX news CABLE channel	63	36	1=100
d.	Morning television news shows	45	54	1=100
e.	Newspapers	48	51	1=100

Q.6 CONTINUED...

		<u>Yes</u>	<u>No</u>	<u>DK/ Refused</u>
f.	The Internet	49	50	1=100

<sup>5</sup> Oct 19-22, 2007 asked: "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?" 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?"

g. Radio 43 57 \*=100

Q.7 Which of these sources, if any, has been most useful to you in learning about the swine flu, or is there another source that has been more useful? [DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE.]

25 The Internet  
 19 Cable news networks such as CNN, MSNBC and the FOX news CABLE channel  
 17 Local TV news  
 9 National nightly network news on CBS, ABC and NBC  
 9 Newspapers  
 7 Radio  
 6 Morning television news shows  
 4 Something else (SPECIFY)  
 1 All most useful/Multiple (VOL.)  
 2 None of these (VOL.)  
 1 Don't know/Refused (VOL.)  
 100

On another subject...

Q.8 How much if anything, have you heard about each of the following? Have you heard a lot, a little or nothing at all? [READ AND RANDOMIZE; ITEM d ALWAYS COMES LAST]

	<u>A lot</u>	<u>A little</u>	<u>at all</u>	<u>Nothing Refused</u>	DK/
a. <b>A government plane flying over New York City that briefly concerns about a possible terrorist attack</b>	43	35	22	*=100	<b>raised</b>
b. <b>A man suspected of robbing and killing women he met through the Craigslist website</b>	40	38	21	1=100	
<b>April 23-26, 2009: The arrest of a man suspected of robbing and killing women he met through the Craigslist website</b>	42	35	23	*=100	
<b>TREND FOR COMPARISON:</b>					
<b>April 17-20, 2009: The murder of an 8-year-old California girl by a Sunday school teacher</b>	50	28	22	*=100	
c. <b>Vice President Joe Biden saying he advised his family to avoid traveling by air or subway because of concerns about the swine flu</b>	29	38	32	1=100	