



THE PEW RESEARCH CENTER
For The People & The Press

NEWS Release

1615 L Street, N.W., Suite 700
Washington, D.C. 20036
Tel (202) 419-4350
Fax (202) 419-4399

FOR IMMEDIATE RELEASE:
Thursday, February 11, 2010

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

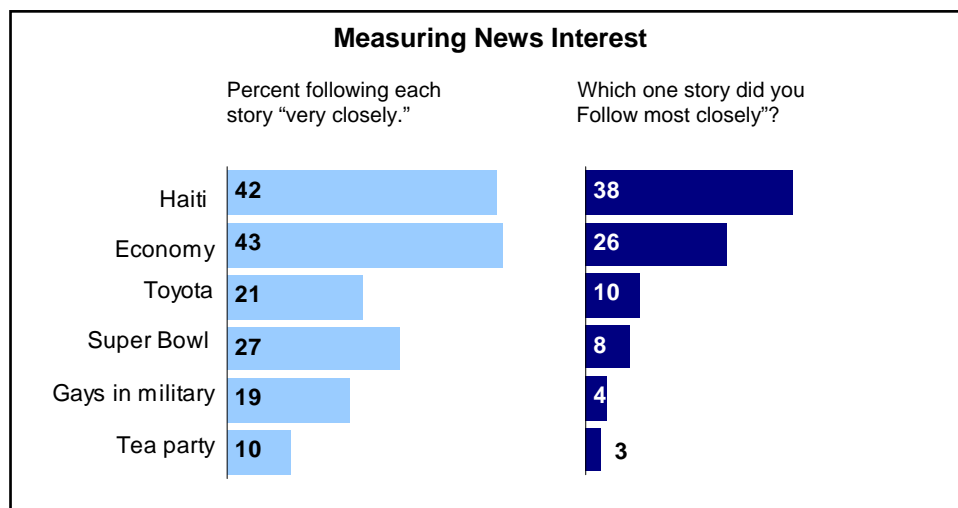
Strong Public Interest in Haiti Aftermath

PRESS GETS GOOD MARKS FOR COVERING TOYOTA TROUBLES

Americans continue to closely track news about the aftermath of the earthquake in Haiti and the U.S. economy, paying less close attention to the fast-evolving story about serious safety problems with Toyota automobiles. Still, the public is quite laudatory of press coverage of the automaker's problems.

More than four-in-ten say they followed news last week about the U.S. economy (43%) or the earthquake (42%) very closely. Just fewer than four-in-ten (38%) say they followed news about the earthquake aftermath more closely than any other major news story, while 26% say they followed news about the condition of the economy most closely.

By contrast, just about two-in-ten (21%) say they followed news about problems with sudden acceleration and braking in Toyota cars and trucks very closely. One-in-ten say this was the story they followed most closely last week, according to the latest News Interest Index survey, conducted Feb. 5-8 among 1,015 adults by the Pew Research Center for the People & the Press.



Americans Give Positive Ratings to Press Coverage of Toyota Recall

Americans generally see the press doing a good job covering the problems with Toyota vehicles.

Close to six-in-ten rate the media's performance as excellent (14%) or good (44%). About a quarter (26%) see it as only fair, while 10% rate the job done by the press as poor.

The public is much more

critical of Toyota and the U.S. government handling of the crisis. More than half rate the federal government's job in addressing these problems as only fair (37%) or poor (19%). About a quarter (23%) rate the government's performance as good; 5% say it has been excellent.

More than half are critical of Toyota: 33% assess the carmaker's job of addressing the problems as only fair and 19% say Toyota's performance has been poor. About a third (33%) say the company's performance has been good – 10 points more than say the same about the U.S. government's response – while 8% rate the company's response to the problems as excellent.

Among partisans, few see the government's response to the Toyota safety issues as excellent (4% each of Democrats, Republicans and independents). More than a quarter of Republicans (27%) say the government's response has been poor, compared with 11% of Democrats; 22% of independents say the same.

Views of press coverage are more uniform. Majorities among each group (56% of Republicans, 57% of Democrats and 59% of independents) say the media has done an excellent or good job in covering the problems troubling Toyota vehicles.

One Month Out, Earthquake Aftermath Still Holds Public's Interest

News from earthquake-ravaged Haiti – including stories last week about 10 American missionaries jailed after trying to leave the country with 33 orphans – continued to attract the public's interest. More than four-in-ten women (44%) say they followed news about the aftermath of the Jan. 12 earthquake more closely than any other story last week, compared with 31% of men. An equal share of men (31%) say they followed news about the U.S. economy most closely, compared with 21% of women. Democrats also tended to follow this news more closely (47% most closely) than Republicans (34%) or independents (33%).

| | <u>Excellent</u> % | <u>Good</u> % | <u>Only fair</u> % | <u>Poor</u> % | <u>Don't know</u> % |
|---|-----------------------|------------------|-----------------------|------------------|------------------------|
| Press coverage | 14 | 44 | 26 | 10 | 6=100 |
| Federal government handling of problems | 5 | 23 | 37 | 19 | 16=100 |
| Toyota addressing problems | 8 | 33 | 33 | 19 | 7=100 |

Q4a, Q4b, Q5. Figures may not add to 100% because of rounding.

The percentage of Americans who say they followed news about Sunday’s Super Bowl more closely than any other story (8%) was comparable to the percentage that followed news about Toyota’s troubles most closely (10%). About a quarter (27%) say they followed news about the match-up between the victorious New Orleans Saints and the Indianapolis Colts – very closely. That’s about the same as the 26% that said they very closely followed the Colts’ Super Bowl win in 2007 over the Chicago Bears. This year, a third of men (33%) say they followed the Super Bowl very closely, compared with 21% of women.

Americans showed limited interest in news about military leaders saying they support allowing gays and lesbians to serve openly in the nation’s armed forces, a change from the current “Don’t Ask, Don’t Tell” policy. Just 4% say this was the news they followed most closely last week. About two-in-ten (19%) say they followed this news very closely. In early 1993, when then-President Bill Clinton sought to lift the ban on gays in the military, the debate drew much greater interest: 45% said they were following the news very closely.

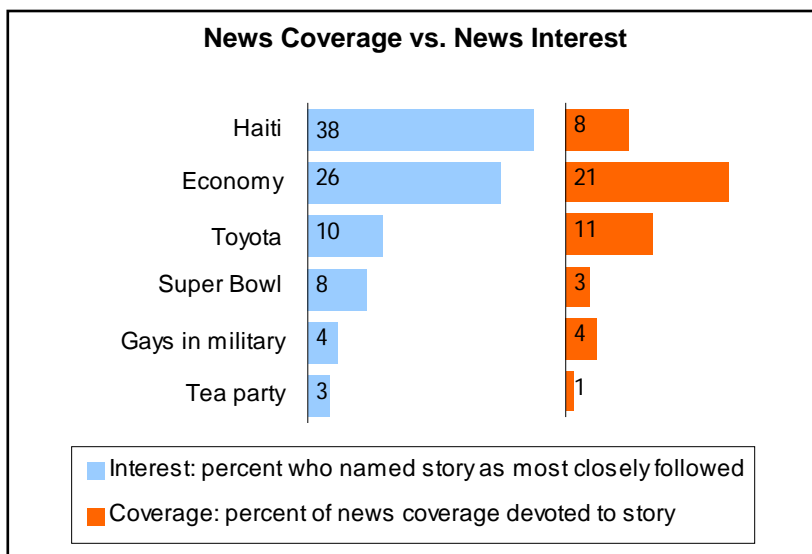
Who is Following News on Gays in the Military and Tea Party Gathering?

| | Very closely % | Fairly closely % | Not too closely % | Not at all closely % | Don't know % |
|-------------------------|----------------|------------------|-------------------|----------------------|--------------|
| Gays in Military | | | | | |
| Total | 19 | 31 | 26 | 24 | *=100 |
| Republican | 23 | 33 | 23 | 20 | *=100 |
| Democrat | 18 | 30 | 26 | 26 | *=100 |
| Independent | 17 | 30 | 27 | 25 | *=100 |
| Tea Party | | | | | |
| Total | 10 | 14 | 24 | 52 | *=100 |
| Republican | 16 | 20 | 21 | 43 | *=100 |
| Democrat | 4 | 12 | 24 | 60 | *=100 |
| Independent | 13 | 13 | 26 | 48 | *=100 |

Q1b and Q1e.

The National Tea Party Convention in Nashville, Tenn., also attracted limited interest: 10% say they followed this news very closely, while 3% say this was the news they followed more closely than any other. Fewer than two-in-ten Republicans (16%) say they followed this news very closely, compared with 4% of Democrats. Among independents, 13% say they very closely followed the convention.

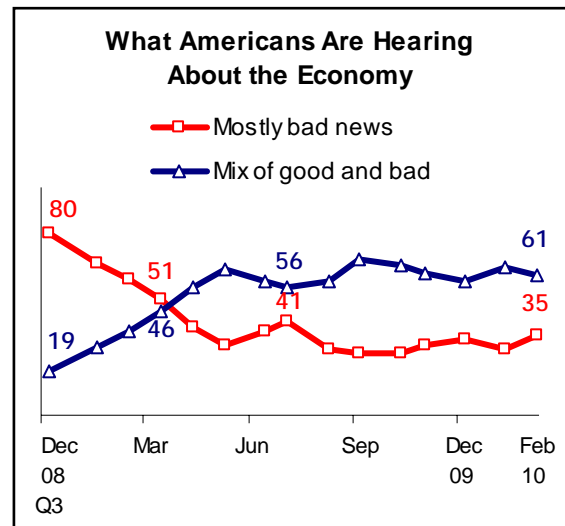
According to a separate analysis by the Pew Research Center’s Project for Excellence



in Journalism, the media devoted the most newshole last week to the economy. Reporting on the nation's troubled economy, including stories about the impact of President Obama's proposed budget, made up 21% of coverage. Reporting on the Toyota recalls accounted for 11% of the newshole, while developments in Haiti made up another 8%. Stories about potential changes to the nation's policies on gays and lesbians in the military made up 4%, while the Super Bowl accounted for 3% of the newshole. The Tea Party convention made up just 1% of the coverage examined.

Economic News Seen as Mixed, though More See as Mostly Bad

About six-in-ten Americans (61%) say they are hearing a mix of good and bad news about the economy, not much different from the 65% that said the same in early January. However, 35% say they are hearing mostly bad news about the economy, up from 29% the week of Jan. 8-11. Just 4% say they are hearing mostly good news about the economy, about the same as the 5% that said this last month.



The gap in negative partisan perceptions of economic news has widened since early January, as perceptions have become increasingly negative among Republicans: 46% of Republicans now say they are hearing mostly bad news about the economy, compared with 24% of Democrats and 36% of independents. Last month, 37% of Republicans said they were hearing mostly bad economic news, compared with 24% of Democrats. At that point, 30% of independents said they were hearing mostly negative economic news. In the current survey, 69% of Democrats, 60% of independents and 52% of Republicans say they are hearing a mix of good and bad economic news.

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 Feb. 1-7, 2010, and survey data measuring public interest in the top news stories of the week were collected Feb. 5-8, 2010, from a nationally representative sample of 1,015 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 landline 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 4 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 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:

Andrew Kohut, Director
Scott Keeter, Director of Survey Research
Carroll Doherty and Michael Dimock, Associate Directors
Michael Remez, Senior Writer
Robert Suls, Shawn Neidorf, Leah Christian, Jocelyn Kiley and Alec Tyson, Research Associates
Jacob Poushter, Research Assistant

For more information about the Pew Research Center for the People & the Press' weekly News Interest Index, go to www.people-press.org.

PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
February 5-8, 2010 NEWS INTEREST INDEX OMNIBUS SURVEY
FINAL TOPLINE
N=1,015

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. Reports about the condition of the U.S. economy | | | | | |
| February 5-8, 2010 | 43 | 36 | 13 | 9 | * |
| January 29-February 1, 2010 | 45 | 32 | 13 | 10 | * |
| January 22-25, 2010 | 41 | 34 | 14 | 10 | * |
| January 15-18, 2010 | 37 | 38 | 14 | 11 | * |
| January 8-11, 2010 | 39 | 33 | 15 | 12 | * |
| December 18-21, 2009 | 45 | 31 | 14 | 10 | 0 |
| December 11-14, 2009 | 42 | 31 | 14 | 13 | * |
| December 4-7, 2009 | 41 | 36 | 13 | 9 | 1 |
| November 13-16, 2009 | 38 | 33 | 14 | 15 | * |
| October 30-November 2, 2009 | 34 | 32 | 17 | 16 | * |
| October 23-26, 2009 | 44 | 30 | 15 | 10 | 1 |
| October 9-12, 2009 | 41 | 29 | 16 | 13 | * |
| October 2-5, 2009 | 44 | 30 | 15 | 11 | 0 |
| September 25-28, 2009 | 44 | 37 | 10 | 10 | * |
| September 18-21, 2009 | 44 | 34 | 15 | 7 | * |
| September 11-14, 2009 | 45 | 32 | 14 | 9 | * |
| September 3-6, 2009 | 41 | 31 | 15 | 13 | * |
| August 28-31, 2009 | 45 | 30 | 13 | 12 | 1 |
| August 21-24, 2009 | 50 | 27 | 13 | 10 | 1 |
| August 14-17, 2009 | 41 | 37 | 11 | 12 | * |
| August 7-10, 2009 | 42 | 34 | 13 | 10 | * |
| July 31-August 3, 2009 | 46 | 34 | 11 | 8 | * |
| July 24-27, 2009 | 45 | 35 | 12 | 8 | * |
| July 17-20, 2009 | 43 | 35 | 11 | 11 | 1 |
| July 10-13, 2009 | 37 | 38 | 13 | 11 | * |
| July 2-5, 2009 | 38 | 35 | 15 | 12 | * |
| June 19-22, 2009 | 42 | 33 | 15 | 10 | * |
| June 12-15, 2009 | 41 | 35 | 12 | 12 | * |
| June 5-8, 2009 | 41 | 34 | 11 | 14 | * |
| May 29-June 1, 2009 | 43 | 37 | 11 | 8 | * |
| May 21-24, 2009 | 44 | 35 | 13 | 9 | * |
| May 15-18, 2009 | 44 | 35 | 12 | 8 | * |
| May 8-11, 2009 | 42 | 34 | 12 | 12 | * |
| May 1-4, 2009 | 47 | 36 | 11 | 5 | 1 |
| April 17-20, 2009 | 52 | 30 | 10 | 7 | 1 |
| April 9-13, 2009 | 48 | 29 | 13 | 10 | 0 |
| March 27-30, 2009 | 48 | 32 | 10 | 10 | * |
| March 20-23, 2009 | 52 | 34 | 8 | 6 | * |
| March 13-16, 2009 | 48 | 33 | 9 | 10 | * |
| February 27-March 2, 2009 | 56 | 30 | 8 | 6 | * |
| February 13-16, 2009 | 55 | 29 | 10 | 6 | * |

| | | | | | |
|-----------------------------|----------------|----------------|----------------|-------------------|----------------|
| January 30-February 2, 2009 | 52 | 31 | 12 | 5 | * |
| January 23-26, 2009 | 57 | 30 | 8 | 5 | 0 |
| Q.1 CONTINUED... | | | | | |
| | <u>Very</u> | <u>Fairly</u> | <u>Not too</u> | <u>Not at all</u> | <u>DK/</u> |
| | <u>closely</u> | <u>closely</u> | <u>closely</u> | <u>closely</u> | <u>Refused</u> |
| January 16-19, 2009 | 43 | 35 | 13 | 9 | * |
| January 2-4, 2009 | 42 | 36 | 15 | 7 | * |
| December 12-15, 2008 | 51 | 33 | 9 | 7 | * |
| December 5-8, 2008 | 42 | 38 | 13 | 7 | * |
| November 21-24, 2008 | 59 | 24 | 9 | 8 | * |
| November 14-17, 2008 | 56 | 29 | 9 | 6 | * |
| November 7-10, 2008 | 54 | 31 | 8 | 7 | * |
| October 31-November 3, 2008 | 63 | 27 | 6 | 4 | * |
| October 24-27, 2008 | 52 | 35 | 7 | 5 | 1 |
| October 17-20, 2008 | 62 | 29 | 6 | 3 | * |
| October 10-13, 2008 | 65 | 25 | 7 | 3 | * |
| October 3-6, 2008 | 69 | 23 | 5 | 3 | * |
| September 26-29, 2008 | 70 | 22 | 5 | 3 | * |
| September 19-22, 2008 | 56 | 27 | 12 | 5 | * |
| September 5-8, 2008 | 44 | 33 | 16 | 7 | * |
| August 29-31, 2008 | 41 | 34 | 13 | 11 | 1 |
| August 15-18, 2008 | 39 | 36 | 15 | 10 | * |
| August 8-11, 2008 | 39 | 35 | 16 | 10 | * |
| August 1-4, 2008 | 47 | 34 | 11 | 8 | 0 |
| July 25-28, 2008 | 46 | 32 | 10 | 12 | * |
| July 18-21, 2008 | 45 | 33 | 13 | 9 | * |
| July 11-14, 2008 | 44 | 33 | 12 | 10 | 1 |
| June 27-30, 2008 | 49 | 31 | 12 | 7 | 1 |
| June 13-16, 2008 | 42 | 33 | 14 | 11 | * |
| May 9-12, 2008 | 45 | 31 | 13 | 11 | * |
| May 2-5, 2008 | 43 | 31 | 15 | 10 | 1 |
| April 18-21, 2008 | 41 | 35 | 13 | 10 | 1 |
| April 4-7, 2008 | 39 | 37 | 12 | 12 | * |
| March 28-31, 2008 | 42 | 36 | 14 | 8 | * |
| March 20-24, 2008 | 45 | 33 | 13 | 9 | * |
| February 29-March 3, 2008 | 38 | 35 | 15 | 11 | 1 |
| February 15-18, 2008 | 37 | 36 | 11 | 16 | 8 |
| February 1-4, 2008 | 40 | 37 | 14 | 8 | 1 |
| January 18-21, 2008 | 42 | 31 | 16 | 11 | * |
| January 11-14, 2008 | 36 | 32 | 15 | 16 | 1 |
| November 2-5, 2007 | 27 | 37 | 16 | 19 | 1 |
| October 19-22, 2007 | 25 | 34 | 20 | 21 | * |
| August 10-13, 2007 | 28 | 36 | 18 | 18 | * |
| Mid-November, 2006 | 31 | 40 | 17 | 11 | 1 |
| December, 2005 | 35 | 35 | 18 | 11 | 1 |
| Early November, 2005 | 35 | 39 | 17 | 9 | * |
| Mid-May, 2005 | 30 | 39 | 19 | 11 | 1 |
| January, 2005 | 35 | 41 | 17 | 7 | * |
| Mid-October, 2004 | 30 | 43 | 16 | 10 | 1 |
| Early September, 2004 | 39 | 34 | 15 | 11 | 1 |
| Mid-January, 2004 | 37 | 41 | 15 | 7 | * |
| December, 2003 | 35 | 38 | 14 | 11 | 2 |
| November, 2003 | 40 | 34 | 15 | 10 | 1 |
| October, 2003 | 32 | 39 | 16 | 12 | 1 |
| September, 2003 | 39 | 30 | 18 | 12 | 1 |
| March, 2003 | 40 | 35 | 16 | 8 | 1 |

| | | | | | |
|---|----------------|----------------|----------------|-------------------|----------------|
| February, 2003 | 42 | 33 | 15 | 10 | * |
| January, 2003 | 40 | 35 | 13 | 11 | 1 |
| Q.1 CONTINUED... | | | | | |
| | <u>Very</u> | <u>Fairly</u> | <u>Not too</u> | <u>Not at all</u> | <u>DK/</u> |
| | <u>closely</u> | <u>closely</u> | <u>closely</u> | <u>closely</u> | <u>Refused</u> |
| December, 2002 | 38 | 34 | 17 | 10 | 1 |
| February, 2002 | 35 | 40 | 15 | 9 | 1 |
| January, 2002 | 30 | 44 | 16 | 9 | 1 |
| December, 2001 | 37 | 40 | 13 | 8 | 2 |
| Mid-November, 2001 | 41 | 36 | 15 | 7 | 1 |
| June, 2001 | 24 | 41 | 18 | 16 | 1 |
| May, 2001 | 34 | 36 | 15 | 15 | 0 |
| April, 2001 | 36 | 34 | 16 | 13 | 1 |
| February, 2001 | 30 | 39 | 18 | 12 | 1 |
| January, 2001 | 32 | 38 | 17 | 11 | 2 |
| June, 1995 | 26 | 41 | 22 | 11 | * |
| March, 1995 | 27 | 45 | 19 | 9 | * |
| February, 1995 | 23 | 41 | 22 | 13 | 1 |
| December, 1994 | 28 | 43 | 20 | 9 | * |
| October, 1994 | 27 | 40 | 20 | 12 | 1 |
| June, 1994 | 25 | 42 | 23 | 10 | * |
| May, 1994 | 33 | 40 | 16 | 10 | 1 |
| January, 1994 | 34 | 39 | 16 | 10 | 1 |
| Early January, 1994 | 36 | 44 | 13 | 7 | * |
| December, 1993 | 35 | 41 | 15 | 8 | 1 |
| October, 1993 | 33 | 38 | 20 | 9 | * |
| September, 1993 | 37 | 40 | 14 | 8 | 1 |
| Early September, 1993 | 39 | 39 | 14 | 9 | * |
| August, 1993 | 41 | 36 | 14 | 9 | * |
| May, 1993 | 37 | 38 | 18 | 6 | 1 |
| February, 1993 | 49 | 36 | 10 | 5 | * |
| January, 1993 | 42 | 39 | 12 | 7 | * |
| September, 1992 | 43 | 37 | 13 | 6 | 1 |
| May, 1992 | 39 | 39 | 15 | 6 | 1 |
| March, 1992 | 47 | 38 | 11 | 4 | * |
| February, 1992 | 47 | 37 | 10 | 6 | * |
| January, 1992 | 44 | 40 | 11 | 5 | * |
| October, 1991 | 36 | 38 | 16 | 9 | 1 |
| b. The National Tea Party Convention in Nashville, Tennessee | | | | | |
| February 5-8, 2010 | 10 | 14 | 24 | 52 | * |
| TREND FOR COMPARISON: | | | | | |
| July 23-26, 1999: <i>The Reform Party convention in Michigan</i> | 1 | 8 | 15 | 75 | 1 |
| c. The aftermath of a major earthquake and relief efforts in Haiti | | | | | |
| February 5-8, 2010 | 42 | 39 | 13 | 6 | * |
| January 29-February 1, 2010 | 45 | 38 | 13 | 4 | * |
| January 22-25, 2010 | 50 | 40 | 8 | 3 | * |
| January 15-18, 2010: <i>A major earthquake in Haiti</i> | 60 | 28 | 8 | 4 | * |
| TREND FOR COMPARISON: | | | | | |
| August 14-17, 2009: <i>A typhoon that caused flooding and mudslides in Taiwan</i> | 7 | 21 | 30 | 41 | 1 |

| | | | | | |
|--|---------------------|-----------------------|------------------------|---------------------------|-------------------|
| April 9-13, 2009: <i>A major earthquake in Italy</i> | 18 | 35 | 25 | 22 | * |
| May 16-19, 2008: <i>The earthquake in China</i> | 30 | 41 | 17 | 12 | * |
| 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> |
| May 9-12, 2008: <i>Reports about the cyclone that hit Burma</i> | 23 | 35 | 23 | 19 | * |
| November 2-5, 2007: <i>The impact of Hurricane Noel on the Bahamas and Cuba</i> | 11 | 22 | 31 | 35 | 1 |
| September 7-10, 2007: <i>The impact of Hurricanes Felix and Henriette on Mexico and Central America</i> | 14 | 29 | 29 | 27 | 1 |
| August 24-27, 2007: <i>The destruction caused by Hurricane Dean in Mexico and the Caribbean</i> | 18 | 39 | 24 | 18 | 1 |
| October, 2005: <i>The earthquake in Pakistan</i> | 22 | 39 | 23 | 16 | * |
| January 2005: <i>The earthquake and tsunami in the Indian Ocean</i> | 58 | 32 | 7 | 3 | * |
| January 2004: <i>The earthquake in Iran</i> | 16 | 34 | 31 | 19 | * |
| February 2001: <i>The earthquake in India</i> | 15 | 33 | 31 | 20 | 1 |
| March 2000: <i>Flood rescue efforts in Mozambique</i> | 10 | 26 | 30 | 34 | * |
| September 1999: <i>The earthquake in Turkey</i> | 27 | 37 | 23 | 12 | 1 |
| November 1998: <i>Hurricane Mitch and the rain and mudslides in Central America</i> | 36 | 36 | 16 | 11 | 1 |
| February 1995: <i>The earthquake in Japan</i> | 25 | 47 | 20 | 8 | * |
| May 1991: <i>The cyclone that devastated Bangladesh</i> | 23 | 36 | 23 | 17 | 1 |
| July 1990: <i>The earthquake in Iran</i> | 20 | 36 | 28 | 16 | * |
| d. Concerns about problems with sudden acceleration and braking in Toyotas | | | | | |
| February 5-8, 2010 | 21 | 39 | 23 | 17 | * |
| January 29-February 1, 2010: <i>Toyota's recall and temporary halt of sales of many cars and trucks because of problems with sudden acceleration</i> | 21 | 30 | 22 | 26 | 1 |
| TREND FOR COMPARISON: | | | | | |
| Early October, 2000: <i>The recall of defective Firestone tires</i> | 42 | 34 | 16 | 8 | * |
| e. Military leaders saying they support allowing gays to serve openly in the military | | | | | |
| February 5-8, 2010 | 19 | 31 | 26 | 24 | * |
| TREND FOR COMPARISON: | | | | | |
| July 29-August 1, 1993: <i>Bill Clinton's decision to ease the ban on homosexuals in the military</i> | 44 | 37 | 13 | 5 | 1 |
| February 20-23, 1993: <i>Bill Clinton's attempts to lift the ban on gays in the military</i> | 45 | 35 | 14 | 6 | * |
| f. The Super Bowl | | | | | |
| February 5-8, 2010 | 27 | 20 | 20 | 33 | * |
| TREND FOR COMPARISON: | | | | | |
| January 30-February 2, 2009 | 19 | 15 | 26 | 38 | 1 |
| February 1-4, 2008 | 20 | 21 | 27 | 32 | * |
| February 9-12, 2007 | 26 | 21 | 16 | 36 | 1 |
| February, 2000 | 31 | 22 | 15 | 32 | 0 |

February, 1990

22

22

19

37

0

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.]**

- 38 The aftermath of a major earthquake and relief efforts in Haiti
- 26 Reports about the condition of the U.S. economy
- 10 Concerns about problems with sudden acceleration and braking in Toyotas
- 8 The Super Bowl
- 4 Military leaders saying they support allowing gays to serve openly in the military
- 3 The National Tea Party Convention in Nashville, Tennessee
- 6 Some other story (VOL.)
- 5 Don't know/Refused (VOL.)

Thinking about recent economic news ...

Q.3 Are you hearing mostly good news about the economy these days, mostly bad news about the economy or a mix of both good and bad news?

| | Hearing mostly <u>good news</u> | Hearing mostly <u>bad news</u> | A mix of good and <u>bad news</u> | DK/ <u>Refused</u> |
|-----------------------------|---------------------------------------|--------------------------------------|---|-----------------------|
| February 5-8, 2010 | 4 | 35 | 61 | * |
| January 8-11, 2010 | 5 | 29 | 65 | 1 |
| December 4-7, 2009 | 7 | 33 | 59 | 1 |
| October 30-November 2, 2009 | 5 | 31 | 62 | 2 |
| October 9-12, 2009 | 6 | 27 | 66 | 1 |
| September 3-6, 2009 | 5 | 27 | 68 | 1 |
| August 7-10, 2009 | 11 | 29 | 59 | 1 |
| July 2-5, 2009 | 3 | 41 | 56 | * |
| June 12-15, 2009 | 4 | 37 | 59 | * |
| May 8-11, 2009 | 4 | 31 | 64 | 1 |
| April 9-13, 2009 | 4 | 39 | 56 | 1 |
| March 13-16, 2009 | 2 | 51 | 46 | 1 |
| February 13-16, 2009 | 2 | 60 | 37 | 1 |
| January 16-19, 2009 | 2 | 67 | 30 | 1 |
| December 5-8, 2008 | 1 | 80 | 19 | * |

Q.4 How would you rate the job **[INSERT ITEM; RANDOMIZE]** has done in addressing problems with Toyota vehicles: Would you say excellent, good, only fair or poor? What about **[NEXT ITEM]**?

| | <u>Excellent</u> | <u>Good</u> | <u>Only Fair</u> | <u>Poor</u> | DK/ <u>Refused</u> |
|--|------------------|-------------|----------------------|-------------|-----------------------|
| a. Toyota February 5-8, 2010 | 8 | 33 | 33 | 19 | 7 |
| b. The U.S. federal government February 5-8, 2010 | 5 | 23 | 37 | 19 | 16 |

Q.5 How would you rate the job the press has done in covering the problems with Toyota vehicles? Would you say excellent, good, only fair or poor?

Feb 5-8

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| | |
|----|---------------------------|
| 14 | Excellent |
| 44 | Good |
| 26 | Only fair |
| 10 | Poor |
| 6 | Don't know/Refused (VOL.) |

Q.6 Do you or anyone in your household regularly drive a Toyota car or truck or a Pontiac Vibe?

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| | |
|----|---------------------------|
| 26 | Yes |
| 74 | No |
| * | Don't know/Refused (VOL.) |