



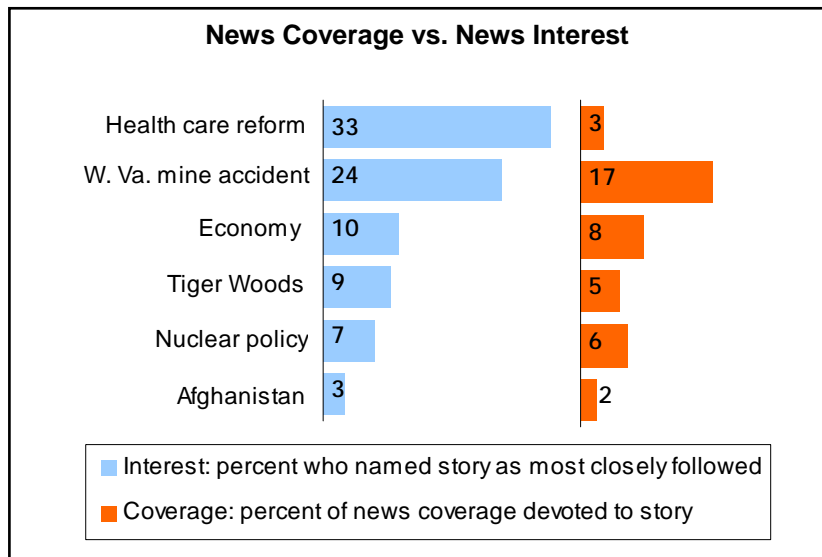
FOR IMMEDIATE RELEASE:
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FOR FURTHER INFORMATION:
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Many Say Press Is Too Tough on Tiger

PUBLIC TRACKING HEALTH CARE, DEADLY MINE ACCIDENT

Americans continued to track news about the new health care law more closely than any other major story last week, though the media devoted the most attention to the deadly explosion in a West Virginia coal mine—and just 3% of coverage to health care reform.



A third of the public (33%) says they followed news about health care reform most closely, while 24% say the mining accident was the story they followed more closely than any other, according to the latest News Interest Index survey conducted April 9-12 among 1,012 adults by the Pew Research Center for the People & the Press. News about the accident, the search for survivors and mine safety problems made up 17% of coverage, according to a separate analysis by the Pew Research Center’s Project for Excellence in Journalism (PEJ).

The new poll also finds that close to four-in-ten Americans (38%) say that press treatment of Tiger Woods has been too tough. About as many say treatment of Woods as he returned to tournament play has been fair (39%), while 14% say it has been too easy.

	Too tough %	Fair %	Too easy %	Don't know %
Tiger Woods	38	39	14	9=100
Barack Obama	21	42	29	8=100
Pope Benedict XVI	10	44	24	21=100

Q.5a-c. Figures may not add to 100% because of rounding.

In contrast, press treatment of another prominent figure in the news – Pope Benedict XVI – is largely seen as fair. A plurality (44%) says coverage of the pope has been fair as the Catholic Church grapples with reports about its handling of sex abuse allegations against priests. About a quarter (24%) say it has been too easy and 10% say it has been too tough. About two-in-ten (21%) say recent coverage of President Obama has been too tough, while 29% say treatment has been too easy; 42% say it has been fair.

Differing Perceptions of Woods' Treatment

Woods returned to professional golf at the Masters tournament last week after a four-month hiatus. About one-in-ten (9%) say they followed Woods' return more closely than any other story last week, while the news accounted for 5% of coverage as measured by PEJ.

More than half of African Americans (55%) say press treatment of Woods has been too tough, compared with 36% of whites. More than four-in-ten women (43%) say they see coverage as too tough, compared with 33% of men. Among those who followed Woods' return to the Masters very closely, about half (49%) see coverage as fair, while 40% say it has been too tough. Among those following less closely, the numbers are about equal: 37% fair, 38% too tough.

Attitudes about press treatment of Pope Benedict show much consistency across demographic groups. There are no significant differences between men and women or among age groups.

	<u>Too tough</u> %	<u>Fair</u> %	<u>Too easy</u> %	<u>DK</u> %	<u>N</u>
Total	38	39	14	9=100	1012
White	36	39	16	9=100	806
Black	55	30	8	6=100	112
Men	33	43	16	8=100	503
Women	43	34	13	10=100	509
<i>Followed Woods in Masters:</i>					
Very closely	40	49	9	2=100	146
Less closely	38	37	15	10=100	858

Q.5b. Figures may not add to 100% because of rounding.

	<u>Too tough</u> %	<u>Fair</u> %	<u>Too easy</u> %	<u>DK</u> %	<u>N</u>
Total	10	44	24	21=100	1012
Men	11	44	24	21=100	503
Women	10	44	25	22=100	509
18-39	9	39	25	27=100	181
40-64	11	48	23	18=100	505
65+	12	41	28	19=100	303

Q.5c. Figures may not add to 100% because of rounding.

Views of the press treatment of Obama, on the other hand, are highly partisan. There also are significant differences by race.

Close to six-in-ten Republicans (57%) say media treatment of Obama has been too easy, compared with 10% of Democrats and 30% of independents. On the other hand, 31% of Democrats say treatment of the president has been too tough, compared with 9% of Republicans and 20% of independents.

	Too <u>tough</u> %	Fair %	Too <u>easy</u> %	DK %	N
Total	21	42	29	8=100	1012
White	17	42	34	7=100	806
Black	51	38	7	5=100	112
Republican	9	30	57	4=100	248
Democrat	31	53	10	6=100	306
Independent	20	41	30	9=100	389

Q.5a. Figures may not add to 100% because of rounding.

More than half of Democrats (53%) see the treatment of Obama as fair, compared with 30% of Republicans and 41% of independents.

About half of African Americans see press treatment of Obama as too tough, compared with just 17% of whites. About a third of whites (34%) see coverage as too easy, much more than the 7% of African Americans that share this view. Similar numbers for each group see treatment as fair (42% among whites, 38% among blacks).

Most Heard About Justice Stevens' Plans to Retire

About seven-in-ten Americans say they heard at least a little last week about the announcement that Supreme Court Justice John Paul Stevens would retire at the end of the court's current session; 28% say they heard a lot about this, while 40% heard a little.

	A <u>lot</u> %	A <u>little</u> %	Nothing <u>at all</u> %	DK %
Justice Stevens announces retirement	28	40	32	*=100
Qatari diplomat smokes, jokes on plane	26	33	41	*=100
Tiger Woods' Nike ad with father's voice	22	31	47	*=100
"Confederate History Month" in Virginia	10	25	64	1=100

Q.4a-d. Figures may not add to 100% because of rounding.

Similar percentages of Republicans (31%), Democrats (25%) and independents (28%) say they heard a lot about Stevens' plans. Coverage of the April 9 announcement made up 7% of the newshole as measured by PEJ.

About a quarter (26%) of Americans heard a lot about an incident involving a Qatari diplomat on a flight from Washington to Denver who apparently smoked a pipe in a rest room and then joked about setting his shoes on fire. Another 33% say they heard a little about this story, but four-in-ten (41%) say they heard nothing at all about it.

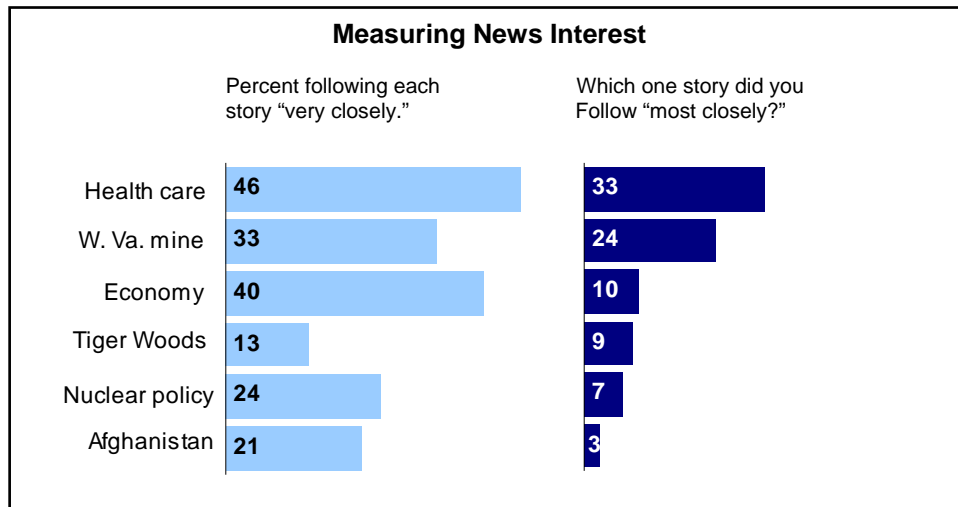
Just more than two-in-ten (22%) heard a lot about a new Nike ad in which Tiger Woods’ stares into the camera as a recording of his deceased father seems to address the famed golfer and whether he has learned anything from his mistakes. About three-in-ten (31%) say they heard a little about this, while 47% say they heard nothing at all.

Just 10% heard a lot about the controversy over Virginia Gov. Bob McDonnell declaring April as “Confederate History Month” with no initial mention of slavery. A quarter say they heard a little about this, but most (64%) say they heard nothing at all.

The Week’s Other News

In addition to news about the new health care law and the West Virginia mine explosion, Americans continued to closely track news about the nation’s the economy. Four-in-ten say they followed economic news very closely and 10% say this was the news they followed most closely. News about the economic crisis made up 8% of the newshole.

More than one-in-ten (13%) say they followed Woods’ return to play very closely, while 9% say this was the story they followed most closely. News about the golfer made up 5% of the newshole as measured by PEJ.



About a quarter of the public (24%) says they very closely followed news about a series of developments in Obama’s push to place greater controls on the world’s nuclear weapons; 7% say this was the story they followed most closely. News stories about U.S. nuclear policy account for 6% of the newshole.

About two-in-ten (21%) say they followed news about Afghanistan very closely, while 3% say this was the story they followed most closely. Reporting about Afghanistan made up 2% of coverage.

When Americans are asked to name what recent news story they have been talking about with friends, the answers largely mirror the News Interest Index list.

A quarter say they have been talking about health care reform, while about one-in-ten each say they have been talking about the West Virginia coal mine explosion (8%) or Tiger Woods' return (8%).

People Are Still Talking About Health Care	
%	
25	Health care reform
8	West Virginia coal mine accident
8	Tiger Woods
5	The economy/Jobs
4	Earthquakes in Mexico, Haiti
3	Crash of plane that killed Poland's president
3	News about Congress, Obama, Politics
3	Local news (other than crime)
3	Obama's nuclear policy/treaty with Russia

Q.1: "What recent news story, if any, have you and your friends been talking about?" Top responses shown.

Among other stories mentioned are the economy and jobs (5%), recent earthquakes (4%), and the crash of a plane that killed Poland's president and other officials on route to Russia (3%).

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 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, under the direction of Infogroup/ORC (Opinion Research Corporation). The sample is produced by ORC from data provided by Marketing Systems Group. Interviews are conducted in English. Data are weighted using an iterative technique that matches gender, age, education, race/ethnicity, region and population density to parameters from the March 2009 Census Bureau's Current Population survey. Sampling errors and statistical tests of significance take into account the effect of weighting. The following table shows the error attributable to sampling that would be expected at the 95% level of confidence for different groups in the current survey, conducted April 9-12, 2010:

Group	Sample Size	Plus or minus...
Total sample	1,012	4.0 percentage points
Republicans	248	7.5 percentage points
Democrats	306	7.0 percentage points
Independents	389	6.0 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.

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 Analyst

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
April 9-12, 2010 NEWS INTEREST INDEX OMNIBUS SURVEY
FINAL TOPLINE
N=1,012

Q.1 What recent news story, if any, have you and your friends been talking about? [OPEN END. PROBE FOR CLARITY ONLY. RECORD ONLY ONE RESPONSE. DO NOT READ PRECODE LIST. DO NOT SUGGEST ANSWERS]?

April 9-12

2010

25	Health care reform
8	West Virginia coal mine accident
8	Tiger Woods
5	The economy/Jobs
4	Earthquakes (in Mexico, Haiti, etc.)
3	Crash of plane carrying Polish president and officials in Russia
3	News about Congress/Obama/Washington/Politics
3	Local news (other than crime)
3	Obama's nuclear policy/weapons treaty with Russia
2	Crime news
2	Schools/Education (including Mass. girl who killed herself after bullying at school)
2	Sports
1	Afghanistan
1	Adopted boy sent back to Russia alone by his American mother
1	Weather
1	The Masters golf tournament/Mickelson winning the Masters
1	Catholic Church sex-abuse scandal
8	Other (VOL.)
21	No answer/Don't know/Refused (VOL.)

Figures may not add to 100% because of rounding.

Q.2 As I read a list of some stories covered by news organizations this past week, please tell me if you happened to follow each news story very closely, fairly closely, not too closely, or not at all closely. First, **[INSERT ITEM; RANDOMIZE] [IF NECESSARY “Did you follow [ITEM] very closely, fairly closely, not too closely or not at all closely?”]**

	<u>Very closely</u>	<u>Fairly closely</u>	<u>Not too closely</u>	<u>Not at all closely</u>	<u>DK/Refused</u>
a. Reports about the condition of the U.S. economy					
April 9-12, 2010	40	32	15	13	*
April 1-5, 2010	33	34	14	19	*
March 19-22, 2010	41	32	14	13	*
March 12-15, 2010	41	35	12	12	*
March 5-8, 2010	40	34	12	13	*
February 26-March 1, 2010	31	33	17	19	*
February 19-22, 2010	38	34	15	12	*
February 12-15, 2010	35	34	15	16	*
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	*

Q.2 CONTINUED...

	<u>Very closely</u>	<u>Fairly closely</u>	<u>Not too closely</u>	<u>Not at all closely</u>	<u>DK/ Refused</u>
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
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

Q.2 CONTINUED...

	<u>Very closely</u>	<u>Fairly closely</u>	<u>Not too closely</u>	<u>Not at all closely</u>	<u>DK/ Refused</u>
March, 2003	40	35	16	8	1
February, 2003	42	33	15	10	*
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. A deadly explosion in a coal mine in West Virginia

April 9-12, 2010	33	36	18	13	*
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TREND FOR COMPARISON:

August 17-20, 2007: <i>The six trapped Utah coal miners</i>	32	38	18	12	*
August 10-13, 2007	36	35	14	15	*
January, 2006: <i>The death of 12 miners in a West Virginia coal mine</i>	47	33	11	8	1

Q.2 CONTINUED...

	<u>Very closely</u>	<u>Fairly closely</u>	<u>Not too closely</u>	<u>Not at all closely</u>	<u>DK/Refused</u>
c. Tiger Woods playing in the Masters golf tournament					
April 9-12, 2010	13	21	26	40	1
TREND FOR COMPARISON:					
December 18-21, 2009: <i>News about Tiger Woods</i>	13	27	31	29	*
December 4-7, 2009: <i>News about Tiger Woods' car accident</i>	19	27	26	26	1
February 27-March 2, 2009: <i>News that Tiger Woods is returning to golf after recovering from knee surgery</i>	11	17	27	45	*
June 20-23, 2008: <i>News that Tiger Woods will be having knee surgery following his victory in the U.S. Open</i>	15	24	27	33	1
d. News about the new health care reform law					
April 9-12, 2010	46	27	15	12	*
April 1-5, 2010	42	27	14	16	*
TREND FOR COMPARISON:					
March 26-29, 2010: <i>Debate over health care reform</i>	49	29	12	10	*
March 19-22, 2010	51	24	11	14	*
March 12-15, 2010	40	31	16	13	*
March 5-8, 2010	42	27	17	15	*
February 26-March 1, 2010	29	29	19	22	*
February 19-22, 2010	33	28	19	19	*
January 29-February 1, 2010	39	27	16	17	*
January 22-25, 2010	41	32	15	11	*
January 15-18, 2010	37	27	19	18	*
January 8-11, 2010	39	26	20	15	*
December 18-21, 2009	42	27	16	14	*
December 11-14, 2009	42	30	15	14	*
December 4-7, 2009	42	28	15	14	1
November 20-23, 2009	42	29	14	15	*
November 13-16, 2009	38	26	17	17	1
November 6-9, 2009	35	28	15	22	1
October 30-November 2, 2009	32	26	19	23	*
October 23-26, 2009	40	27	16	17	1
October 16-19, 2009	36	28	15	21	*
October 9-12, 2009	37	29	14	19	1
October 2-5, 2009	39	29	16	16	*
September 25-28, 2009	45	31	12	12	0
September 18-21, 2009	44	26	19	11	*
September 11-14, 2009	44	27	14	15	*
September 3-6, 2009	40	26	16	17	0
August 28-31, 2009	40	28	17	14	1
August 21-24, 2009	49	24	12	15	1
August 14-17, 2009	39	31	15	15	1
August 7-10, 2009: <i>Debate in Washington over health care reform</i>	40	27	17	15	1
July 31-August 3, 2009	47	26	14	13	1
July 24-27, 2009	44	28	15	13	*
July 17-20, 2009	33	31	13	21	2

Q.2 CONTINUED...

	<u>Very closely</u>	<u>Fairly closely</u>	<u>Not too closely</u>	<u>Not at all closely</u>	<u>DK/ Refused</u>
July 10-13, 2009	24	29	20	27	*
June 26-29, 2009	29	26	20	25	1
June 19-22, 2009	28	28	20	23	*
June 12-15, 2009	29	26	18	26	*
May 15-18, 2009: <i>Debate over Barack Obama's health care plans</i>	25	30	20	24	*
March 6-9, 2009: <i>Obama proposing a \$630 billion fund for overhauling health care</i>	41	32	13	14	*
September, 1994: <i>The Clinton administration's health care reform proposals</i>	32	41	18	9	*
June, 1994	34	40	19	7	*
May, 1994	37	37	16	9	1
January, 1994	38	38	15	9	*
Early January, 1994	40	40	14	6	*
December, 1993	45	35	12	7	1
October, 1993	44	32	17	6	1
September, 1993	49	34	11	6	*
August, 1993: <i>Reports about the White House task force on health care reform headed by Hillary Clinton</i>	27	32	25	15	1
June, 1993	28	38	19	15	*
May, 1993	30	30	25	14	1
e. President Obama changing U.S. nuclear weapons policies and signing a nuclear weapons treaty with Russia					
April 9-12, 2010	24	27	22	26	1
f. The current situation and events in Afghanistan					
April 9-12, 2010	21	29	27	22	1
TREND FOR COMPARISON:					
February 19-22, 2010: <i>The U.S. military effort in Afghanistan</i>	24	36	21	19	*
January 8-11, 2010: <i>Suicide bombing that killed seven Americans at a CIA base in Afghanistan</i>	24	31	27	17	1
December 11-14, 2009: <i>The U.S. military effort in Afghanistan</i>	35	33	18	13	*
December 4-7, 2009: <i>President Obama's decision to send more U.S. troops to Afghanistan</i>	43	33	14	8	1
November 20-23, 2009: <i>The debate over whether to send more troops to Afghanistan</i>	29	31	17	22	1
November 13-16, 2009	29	28	20	22	1
November 6-9, 2009: <i>The U.S. military effort in Afghanistan</i>	22	35	24	18	*
October 30-November 2, 2009	24	32	21	22	*
October 23-26, 2009	32	29	21	18	*
October 16-19, 2009	25	31	20	24	*
October 9-12, 2009	31	31	21	17	0
September 25-28, 2009: <i>The debate over whether to send more troops to Afghanistan</i>	27	40	17	16	*
September 18-21, 2009: <i>The U.S. military effort in Afghanistan</i>	26	33	25	16	*

Q.2 CONTINUED...

	<u>Very closely</u>	<u>Fairly closely</u>	<u>Not too closely</u>	<u>Not at all closely</u>	<u>DK/ Refused</u>
September 11-14, 2009	25	35	22	18	1
September 3-6, 2009	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, 2009: <i>The Obama administration's decision to send 17,000 additional U.S. troops to Afghanistan</i>	27	29	24	19	1
January 30-February 2, 2009: <i>The U.S. military effort in Afghanistan</i>	26	34	24	16	*
January 2-4, 2009	22	33	23	21	1
October 24-27, 2008	28	32	22	17	1
October 10-13, 2008: <i>The military effort in Afghanistan against Taliban fighters</i>	19	34	29	18	*
September 12-15, 2008	21	34	25	19	1
August 29-31, 2008	18	27	32	23	*
July 18-21, 2008	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	*
Late July, 2002: <i>The U.S. military effort in Afghanistan</i>	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

Q.3 Which ONE of the stories I just mentioned have you followed most closely, or is there another story you've been following MORE closely? **[DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE.]**

April 9-12

2010

33	News about the new health care reform law
24	A deadly explosion in a coal mine in West Virginia
10	Reports about the condition of the U.S. economy
9	Tiger Woods playing in the Masters golf tournament
7	President Obama changing U.S. nuclear weapons policies and signing a nuclear weapons treaty with Russia
3	The current situation and events in Afghanistan
7	Some other story (VOL.)
8	Don't know/Refused (VOL.)

Q.4 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]**

	<u>A lot</u>	<u>A little</u>	<u>Nothing at all</u>	<u>DK/ Refused</u>
a. Supreme Court Justice John Paul Stevens announcing he will retire this summer April 9-12, 2010	28	40	32	*
b. A Qatari diplomat smoking in an airplane bathroom and joking about setting his shoes on fire April 9-12, 2010	26	33	41	*
c. The Tiger Woods ad for Nike that uses the voice of his deceased father April 9-12, 2010	22	31	47	*
TREND FOR COMPARISON: February 19-22, 2010: <i>Tiger Woods' televised apology for his marital infidelities</i>	53	32	15	*
d. The Virginia governor designating April "Confederate History Month" with no mention of slavery April 9-12, 2010	10	25	64	1

Thinking about recent news coverage...

Q.5 Would you say the press has been too easy, too tough or fair in the way it has covered **[INSERT ITEM; RANDOMIZE]**?

	<u>Too easy</u>	<u>Too tough</u>	<u>Fair</u>	<u>DK/ Refused</u>
a. Barack Obama April 9-12, 2010	29	21	42	8
b. Tiger Woods April 9-12, 2010	14	38	39	9
c. Pope Benedict the Sixteenth April 9-12, 2010	24	10	44	21