



**THE PEW RESEARCH CENTER**  
For The People & The Press

***NEWS Release***

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**FOR IMMEDIATE RELEASE:**  
**Thursday, August 19, 2010**

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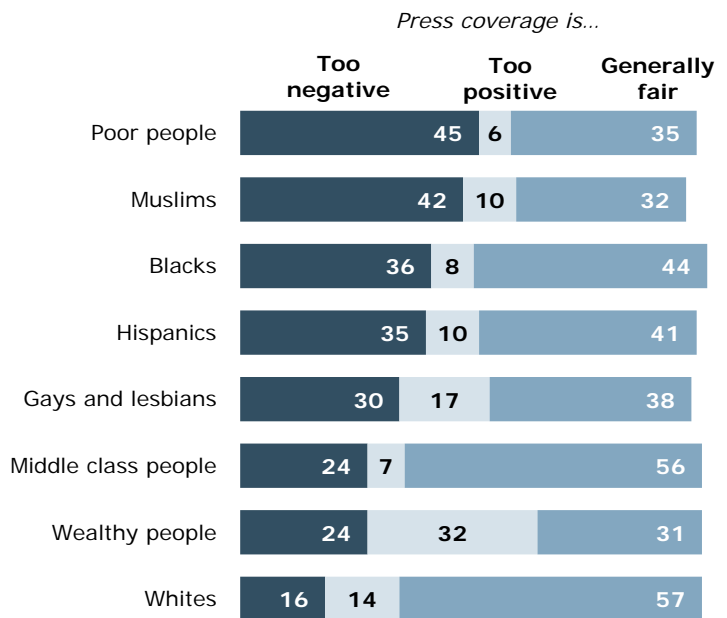
## News about Whites, Middle Class Mostly Seen as Fair Many Say Coverage of the Poor and Minorities Is Too Negative

In evaluating news coverage of different groups, pluralities of Americans say that coverage of poor people and Muslims is too negative, while somewhat smaller percentages say the same about coverage of blacks and Hispanics.

Among eight groups tested, whites and middle-class people are the only groups that majorities say are treated fairly by the press; 57% say that news coverage of whites is generally fair while 56% say the same about coverage of middle-class people.

Notably, about a third (32%) say that coverage of wealthy people is too positive – the highest percentage for any group included in the survey. About as many see coverage of the wealthy as too positive as say it is generally fair (31%).

### Pluralities See Coverage of the Poor, Muslims as Too Negative



PEW RESEARCH CENTER August 12-15, 2010.  
Don't know responses not shown.

These are the results of latest weekly News Interest Index survey, conducted August 12-15 among 1,005 adults by the Pew Research Center for the People & the Press, which also finds that Americans continued to track the oil leak in the Gulf of Mexico last week more closely than other major stories. With coverage of the leak down significantly, the public's high interest likely reflects the perceived importance of the story; 44% say this was the story they followed most closely, while the spill accounted for just 3% of the newshole, according to the Pew Research Center's Project for Excellence in Journalism.

The survey also shows that the public is divided over whether news organizations devote too much coverage to race relations in this country. Still, close to half (48%) say the media make relations between the races seem worse than they actually are, while about a quarter (24%) say they reflect race relations as they really are.

Just more than a third (34%) say news organizations give too much attention to race relations, while a comparable 31% say they give these difficult issues too little coverage and 25% say the amount is about right.

African Americans are much more likely than whites to say news organizations give too little attention to race relations (51% vs. 24%), though pluralities in both groups (42% for blacks, 50% for whites) say the media make race relations seem worse than they actually are.

About four-in-ten Democrats (41%) say news organizations give race relations too little coverage, compared with 20% of Republicans and 32% of independents. Republicans, on the other hand, are much more likely to say that race relations get too much coverage (47%), compared with 29% of Democrats and 32% of independents.

Those 18-29 are more likely than other age groups to say that the media gives too little attention to race relations. About half (49%) say this, compared with 18% of those 65 and

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### Blacks See Too Little Coverage of Race Relations

<i>Amount of coverage news organizations give to race relations?</i>	Total	White Non-Hisp	Black Non-Hisp
	%	%	%
Too much	34	40	17
Too little	31	24	51
About right	25	27	20
Don't know	<u>10</u>	<u>9</u>	<u>12</u>
	100	100	100
<i>New organizations make race relations seem...</i>			
Better than they are	18	16	23
Worse than they are	48	50	42
About how they are	24	23	26
Don't know	<u>10</u>	<u>10</u>	<u>8</u>
	100	100	100
N	1005	750	99

PEW RESEARCH CENTER August 12-15, 2010.  
 Figures may not add to 100% because of rounding.

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older. Again, the differences narrow when people are asked to assess the coverage. For example, 41% of those 18-29 say news organizations make race relations seem worse than they are, just about the same as the 44% of those 65 and older who say this.

## Press Coverage of Muslims

When assessing news coverage of Muslims, older people are less likely than others to say coverage is too negative—just 24% of those age 65 and over say this, compared with more than four-in-ten of those in younger age groups.

College educated Americans are significantly more likely than those who have not attended college to say media treatment of Muslims is too negative; a majority of those with college experience (53%) say this, compared to just 30% of those with a high school education or less.

And while a 59% majority of Democrats say press coverage of Muslims is too negative, Republican and independent opinion is somewhat more divided. Republicans and independents are about equally

likely to say coverage is generally fair (38% of Republicans and 35% of independents) as to say it is too negative (36% of Republicans and 39% of independents).

### Democrats More Likely to See Coverage of Muslims as Too Negative

	Too negative %	Too Positive %	Generally fair %	DK %	N
Total	42	10	32	17=100	1005
White non-Hispanic	40	12	33	16=100	750
Black non-Hispanic	51	1	30	19=100	99
18-29	47	5	30	19=100	158
30-49	49	9	29	14=100	273
50-64	42	12	34	12=100	284
65+	24	14	39	24=100	262
College grad+	53	9	28	10=100	353
Some college	53	10	23	14=100	241
HS or less	30	9	39	22=100	402
Republican	36	13	38	13=100	247
Democrat	59	5	26	11=100	299
Independent	39	12	35	14=100	345

PEW RESEARCH CENTER August 12-15, 2010.  
 Figures may not add to 100% because of rounding.

## African Americans See Coverage of Blacks as Too Negative

Nearly six-in-ten African Americans (58%) say that news coverage of blacks is generally too negative. A sizeable minority of whites (31%) also says that blacks are portrayed too negatively in news stories. Still, nearly half of whites (48%) say media treatment of blacks is generally fair (just 28% of blacks say this). African Americans also are more likely than whites to say that media coverage of Hispanics is too negative (48%, compared with 32% of whites).

Pluralities of both blacks (49%) and whites (60%) say that news coverage of whites tends to be fair, while just 16% of whites and 12% of blacks say it is too negative. Blacks are somewhat more likely than whites to say media coverage of whites is too positive, although just 26% of blacks say this (compared with 11% of whites).

There also are substantial partisan differences in these views. Majorities of Democrats say news media coverage of blacks (52%) and Hispanics (52%) is too negative; about two-in-ten Republicans say this about news coverage of each group (22% for both blacks and Hispanics). About a third of independents say press coverage of blacks (35%) and Hispanics (33%) is too negative.

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### Wide Racial Differences in Views of Coverage of Blacks and Whites

<i>Assessing coverage of...</i>	<b>Too negative</b> %	<b>Too positive</b> %	<b>Generally fair</b> %	<b>DK</b>
<b>Blacks</b>				
Total	36	8	44	13=100
White non-Hispanic	31	9	48	13=100
Black non-Hispanic	58	1	28	14=100
White-Black diff	-27	+8	+20	
<b>Whites</b>				
Total	16	14	57	13=100
White non-Hispanic	16	11	60	13=100
Black non-Hispanic	12	26	49	12=100
White-Black diff	+4	-15	+11	

PEW RESEARCH CENTER August 12-15, 2010.  
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Similarly, Democrats are about twice as likely as Republicans to say news coverage of gays and lesbians is too negative (40% vs. 22%); 30% of independents see coverage of gays as too negative. Younger people also are more likely than older people to say portrayals of gays and lesbians in the press are too negative; 36% of those younger than 50 say this, compared to 27% of 50 to 64 year olds and just 19% of those age 65 and older.

### Coverage of Wealthy, Middle-Class and Poor

Republicans and Democrats offer differing views of coverage of people at every income level. Nearly a third of Republicans (32%) say coverage of the wealthy is too negative, about the same number who say it is generally fair (33%); 24% of Republicans say press coverage of wealthy people is too positive.

By contrast, Democrats are substantially more likely than Republicans to say press coverage of the affluent is too positive (37%), while just 21% say it is too negative. Independent views of coverage of wealthy people mirror those of Democrats.

While majorities of Republicans

(55%), Democrats (65%) and independents (54%) say news coverage of the middle class is generally fair, Republicans (31%) and independents (27%) are more likely than Democrats (17%) to say the media is too negative in its treatment of middle class people.

#### More Republicans than Democrats Say Coverage of the Wealthy Is Too Negative

	Too negative %	Too positive %	Generally fair %	DK
<i>Wealthy people</i>				
Total	24	32	31	13=100
Republican	32	24	33	11=100
Democrat	21	37	33	8=100
Independent	22	35	29	13=100
R-D diff	+11	-13	0	
<i>Middle class people</i>				
Total	24	7	56	13=100
Republican	31	3	55	12=100
Democrat	17	10	65	9=100
Independent	27	6	54	13=100
R-D diff	+14	-7	-10	
<i>Poor people</i>				
Total	45	6	35	13=100
Republican	28	9	50	13=100
Democrat	61	5	26	8=100
Independent	46	5	38	11=100
R-D diff	-33	+4	+24	

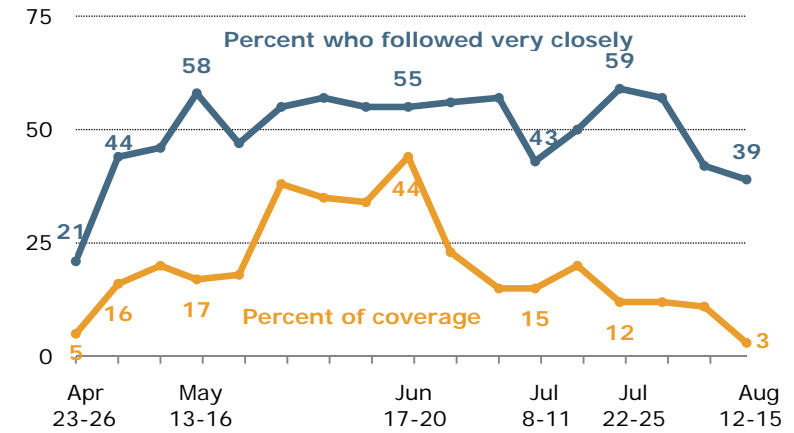
PEW RESEARCH CENTER August 12-15, 2010.  
Figures may not add to 100% because of rounding.

A clear majority of Democrats (61%) say the media is too negative in its coverage of the poor; 46% of independents and just 28% of Republicans say this.

### The Week's News

Public attention to the major oil leak in the Gulf of Mexico has yet to drop off as significantly as media coverage. Currently, 39% say they followed news about the leak very closely last week, not much different from the 42% that said this one week earlier. Still, that is down sharply from 59% in the July 22-25 survey. More than four-in-ten (44%) say this was the story they followed most closely last week.

### Oil Leak Interest Versus Coverage



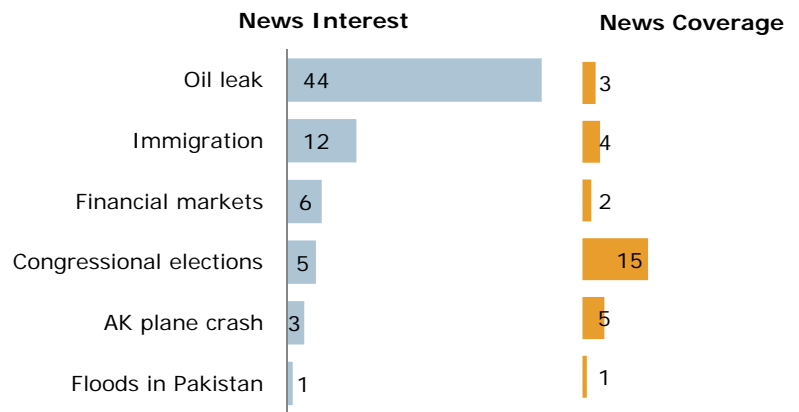
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The oil leak accounted for 3% of the coverage measured by PEJ, down from 11% one week earlier. With the underground well largely sealed, coverage has declined greatly since a peak of 44% of the newshole in mid-June.

More than a quarter (27%) say they followed news about the immigration debate very closely last week, while 12% say this was the news they followed most closely. News about immigration made up 4% of the newshole.

Two-in-ten (20%) say they followed news about this year's

### News Interest vs. Coverage



News interest shows the percentage of people who say they followed this story most closely, Pew Research Center for the People & the Press, August 12-15, 2010. News coverage shows the percentage of news coverage devoted to each story, Pew Research Center's Project for Excellence in Journalism, August 9-15, 2010.

congressional elections very closely, while 5% say this was the news they followed most closely. News about the elections, including several hotly contested primaries, proved to be the most covered news of the week, accounting for 15% of coverage.

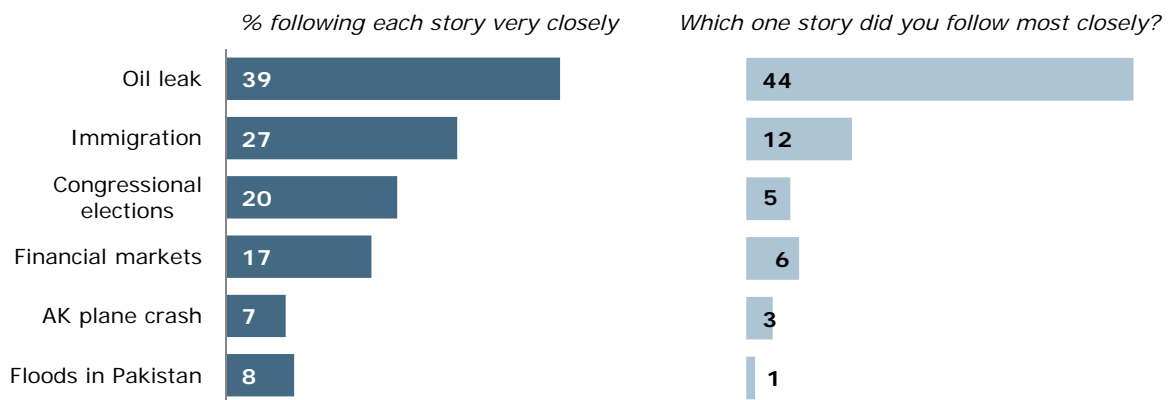
Fewer than two-in-ten (17%) say they followed news about recent ups and down in the stock market very closely; 6% say this was the news they followed most closely. News about the financial markets accounted for 2% of coverage. Economic news more generally –including the market fluctuations – accounted for 12% of coverage, according to PEJ, making it the second most reported news of the week.

Just 8% say they very closely followed news about the floods in Pakistan; 1% say this was the story they followed most closely. The flooding accounted for 1% of coverage.

And 7% say they very closely followed news about the Alaska plane crash that killed former Sen. Ted Stevens; 3% say this was the news they followed most closely. The crash accounted for 5% of coverage.

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## Measuring News Interest



PEW RESEARCH CENTER August 12-15, 2010.

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## Other Stories – Flight Attendant Saga Resonates

More than four-in-ten Americans (43%) say they heard a lot last week about the dramatic exit by JetBlue flight attendant Steven Slater from his plane at New York's Kennedy Airport after an argument with a passenger. A quarter (25%) say they heard a little about how Slater had quit his job, opened the plane door and hopped on the emergency exit chute. About three-in-ten (31%) say they heard nothing at all about this story.

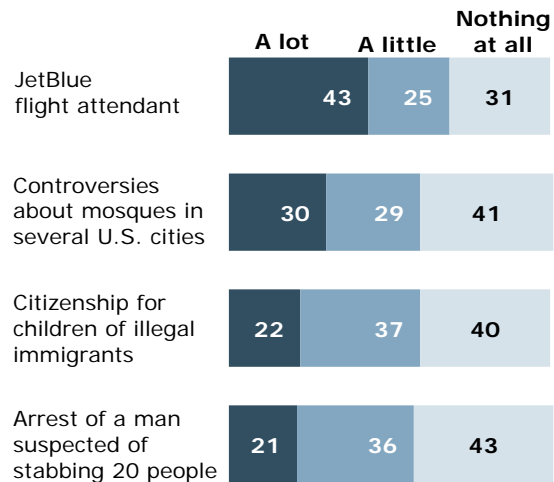
Fewer say they heard a lot (30%) about controversies over plans for mosques in several U.S. cities. Debate over building a mosque near the World Trade Center site in New York City continued to generate controversy this week, especially after a series of comments by President Obama about the issue over the weekend. About three-in-ten (29%) say they heard a little about this issue, while 41% say they had heard nothing at all. Close to four-in-ten Republicans (38%) say they heard a lot about this, compared with 28% of Democrats; 30% of independents say they heard a lot as well.

Just more than two-in-ten (22%) say they heard a lot about the debate about changing the Constitution so that children of non-citizens born in the United States would no longer automatically be U.S. citizens. Another 37% heard a little about this debate, while 40% say they heard nothing at all. On this, there are no significant differences among partisans.

Awareness of that story was similar to awareness of news about the arrest of a man suspected of stabbing as many as 20 people. About two-in-ten (21%) say they heard a lot about this story, 36% say they heard a little and 43% say they had heard nothing at all.

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

### JetBlue Incident Widely Known



PEW RESEARCH CENTER August 12-15, 2010.  
Figures may not add to 100% because of rounding.



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 August 9-15, and survey data measuring public interest in the top news stories of the week were collected August 12-15, from a nationally representative sample of 1,005 adults.

## About the News Interest Index

The *News Interest Index* is a weekly survey conducted by the Pew Research Center for the People & the Press aimed at gauging the public's interest in and reaction to major news events. This project has been undertaken in conjunction with the Project for Excellence in Journalism's *News Coverage Index*, an ongoing content analysis of the news. The News Coverage Index catalogues the news from top news organizations across five major sectors of the media: newspapers, network television, cable television, radio and the internet. Each week (from Monday through Sunday) PEJ compiles this data to identify the top stories for the week. (For more information about the Project for Excellence in Journalism's News Coverage Index, go to [www.journalism.org](http://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 this survey are based on telephone interviews conducted under the direction of Princeton Survey Research Associates International among a national sample of 1,005 adults living in the continental United States, 18 years of age or older, from August 12-15, 2010 (672 respondents were interviewed on a landline telephone, and 333 were interviewed on a cell phone, including 141 who had no landline telephone). Both the landline and cell phone samples were provided by Survey Sampling International. Interviews were conducted in English.

The combined landline and cell phone sample are weighted using an iterative technique that matches gender, age, education, race, Hispanic origin, region, and population density to parameters from the March 2009 Census Bureau's Current Population Survey. The sample is also weighted to match current patterns of telephone status based on extrapolations from the 2009 National Health Interview Survey. The weighting procedure also accounts for the fact that respondents with both landline and cell phones have a greater probability of being included in the combined sample and adjusts for household size within the landline sample. Sampling errors and statistical tests of significance take into account the effect of weighting. The following table shows the error attributable to sampling that would be expected at the 95% level of confidence for different groups in the survey:

Group	Sample Size	Plus or minus ...
Total sample	1,005	4.0 percentage points
Republicans	247	7.5 percentage points
Democrats	299	7.0 percentage points
Independents	345	6.5 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.

## **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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For more information about the Pew Research Center for the People & the Press' weekly News Interest Index, go to [www.people-press.org](http://www.people-press.org).

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**PEW RESEARCH CENTER NEWS INTEREST INDEX**  
**AUGUST 12-15, 2010 OMNIBUS**  
**FINAL TOPLINE**  
**N=1005**

PEW.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]?**

August 12-15

2010

12	Oil leak in the Gulf of Mexico
9	The economy/Jobs/Financial markets
6	Local news
3	Local crime
3	Jet Blue flight attendant
3	Immigration
3	2010 elections
2	Weather
2	Barack Obama
2	Sports
2	Mosque in New York/Other mosques
2	Entertainment/Celebrity
2	Other politics
2	Arrest of suspected serial killer/stabber
1	Prop 8/Gay marriage
1	Plane crash in Alaska/Death of Ted Stevens
1	Rod Blagojevich
1	Wars in Iraq and Afghanistan
1	Floods in Pakistan
5	Other
37	No answer/Don't know/Refused

**ASK ALL:**

PEW.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>	<b>(VOL.) DK/Ref</b>
a. Recent ups and downs in the stock market					
August 12-15, 2010	17	21	20	42	1
March 26-29, 2010	13	23	23	40	1
<b>TREND FOR COMPARISON:</b>					
October 16-19, 2009: <i>Recent gains in the stock market</i>	15	23	19	43	*
July 24-27, 2009	23	25	24	28	*
March 13-16, 2009	38	31	14	17	0
March 6-9, 2009: <i>Recent major drops in the U.S. stock market</i>	35	31	15	19	*
February 20-23, 2009	31	32	20	17	*
November 21-24, 2008	50	23	15	12	*

**PEW.2 CONTINUED...**

	<u>Very closely</u>	<u>Fairly closely</u>	<u>Not too closely</u>	<u>Not at all closely</u>	<u>(VOL.) DK/Ref</u>
October 10-13, 2008: <i>Recent major drops in the U.S. stock market</i>	59	26	9	6	*
July 3-7, 2008: <i>Recent major ups and downs in the U.S. stock market</i>	22	29	23	26	*
March 14-17, 2008	25	31	23	21	*
January 25-28, 2008	29	28	19	23	1
August 17-20, 2007	21	24	22	33	*
July 27-30, 2007	15	26	21	37	1
March 2-5, 2007: <i>The recent drop in the U.S. stock market</i>	21	28	25	26	*
Early September, 2002: <i>Recent major ups and downs in the U.S. stock market</i>	27	30	20	22	1
Late July, 2002	33	33	15	18	1
March, 2001	27	27	18	27	1
Mid-October, 2000	20	26	23	31	1
April, 2000	18	28	23	31	*
Early April, 2000	19	29	20	32	*
March, 2000	23	29	21	26	1
March, 1999	18	29	22	31	*
January, 1999	24	28	19	28	1
Early September, 1998	32	31	20	17	*
Mid-August, 1998	17	23	21	39	*
January, 1998	21	25	23	31	*
Mid-November, 1997	25	36	18	20	1
Early November, 1997: <i>Thinking about last Monday when the stock market dropped, how closely did you follow what was happening?</i>	16	29	22	33	*
September, 1997: <i>Recent major ups and downs in the stock market</i>	14	22	23	40	1
April, 1997	17	21	22	40	*
February, 1996	12	20	25	42	1
<b>b. The major oil leak in the Gulf of Mexico</b>					
August 12-15, 2010	39	34	17	9	1
August 5-8, 2010	42	36	12	9	1
July 29-August 1, 2010	57	31	10	2	0
July 22-25, 2010	59	29	8	3	*
July 15-18, 2010	50	32	10	7	*
July 8-11, 2010	43	40	10	6	1
July 1-5, 2010	57	29	9	5	*
June 24-27, 2010	56	31	8	5	*
June 17-20, 2010	55	32	6	6	*
June 10-13, 2010	55	31	9	5	*
June 3-6, 2010	57	27	9	6	*
May 27-30, 2010	55	26	11	7	*
May 20-23, 2010: <i>An oil leak in the Gulf of Mexico threatening the coast of several states</i>	47	35	11	7	*
May 13-16, 2010	58	29	9	4	*
May 7-10, 2010	46	33	11	10	*

PEW.2 CONTINUED...	Very <u>closely</u>	Fairly <u>closely</u>	Not too <u>closely</u>	Not at all <u>closely</u>	(VOL.) <u>DK/Ref</u>
April 23-26, 2010: <i>An explosion on an off-shore oil rig near the coast of Louisiana</i>	21	35	22	23	*
<b>TRENDS FOR COMPARISON:</b>					
April 1-5, 2010: <i>President Obama's proposal to allow offshore oil and gas drilling</i>	20	24	21	33	1
July 25-28, 2008: <i>A major oil spill into the Mississippi River</i>	14	19	25	41	1
December 4-8, 2002: <i>The large oil spill polluting the coast of Spain</i>	15	29	28	27	1
May 4-7, 1989: <i>The Alaska oil spill</i>	52	37	7	4	--
c. The death of former Alaska Senator Ted Stevens and four others in a plane crash in Alaska					
August 12-15, 2010	7	24	29	38	1
<b>TRENDS FOR COMPARISON:</b>					
July 23-26, 1999: <i>The death of John F. Kennedy Jr., his wife and sister-in-law in a plane crash near Martha's Vineyard</i>	54	29	13	4	0
April 19-25, 1996: <i>The death of Commerce Secretary Ron Brown and 32 other Americans in a plane crash in Croatia</i>	34	36	20	9	1
d. News about this year's congressional elections					
August 12-15, 2010	20	22	19	38	1
July 29-August 1, 2010	29	34	22	14	*
July 15-18, 2010	17	23	26	33	1
June 10-13, 2010	20	29	24	27	1
May 20-23, 2010	23	25	24	27	*
April 23-26, 2010	20	25	19	35	*
March 5-8, 2010	25	27	21	26	1
January 8-11, 2010	20	24	26	29	1
<b>TRENDS FOR COMPARISON:</b>					
October 24-27, 2008: <i>News about candidates for local and statewide elections</i>	20	35	24	20	1
Early November, 2006: <i>News about candidates and election campaigns in your state and district</i>	27	37	18	17	1
Late October, 2006 (RVs)	27	45	17	11	*
Early October, 2006	21	38	25	15	1
Early September, 2006	16	32	28	23	1
August, 2006	20	29	28	22	1
June, 2006	18	30	29	21	2
May, 2006	18	28	30	23	1
Early November, 2002 (RVs)	27	46	18	9	*
Late October, 2002 (RVs)	28	34	24	13	1
Early October, 2002 (RVs)	21	46	22	10	1
Early September, 2002	17	29	29	24	1
Late October, 1998 (RVs)	26	45	20	9	*
Early October, 1998 (RVs)	21	43	24	11	1
Early September, 1998	17	32	28	23	*

**PEW.2 CONTINUED...**

	<u>Very closely</u>	<u>Fairly closely</u>	<u>Not too closely</u>	<u>Not at all closely</u>	<b>(VOL.) DK/Ref</b>
Early August, 1998	13	30	28	23	1
June, 1998	9	27	33	30	1
April, 1998 <sup>1</sup>	16	33	24	27	*
November, 1994	18	42	25	15	*
Late October, 1994	14	38	31	16	1
Early October, 1994	23	34	23	19	1
September, 1994	19	34	29	18	*
November, 1990	38	34	17	11	*
October, 1990	18	32	28	22	*
e. Floods in Pakistan					
August 12-15, 2010	8	19	30	43	1
<b>TRENDS FOR COMPARISON:</b>					
March 12-15, 2010: <i>Major aftershocks in Chile following an earthquake in late February</i>	18	41	27	14	*
March 5-8, 2010: <i>A major earthquake in Chile</i>	27	42	19	12	*
February 12-15, 2010: <i>The aftermath of a major earthquake and relief efforts in Haiti</i>	37	37	17	8	*
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	*
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	*
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

<sup>1</sup> In April 1998, September 1994 and October 1990, story was listed as "Candidates and election campaigns in your state." In November 1990, story was listed as "Candidates and elections in your state."

## PEW.2 CONTINUED...

	Very closely	Fairly closely	Not too closely	Not at all closely	(VOL.) DK/Ref
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	*
f. The issue of immigration					
August 12-15, 2010	27	31	19	21	1
<b>TRENDS FOR COMPARISON:</b>					
July 29-August 1, 2010: <i>A court ruling that stops most of Arizona's immigration law from going into effect</i>	40	32	17	10	1
July 8-11, 2010: <i>The U.S. Justice Department challenging the legality of Arizona's recent immigration law</i>	30	27	19	23	1
July 1-5, 2010: <i>The issue of immigration</i>	34	30	20	14	1
May 7-10, 2010: <i>A new Arizona law that gives police more authority to question people they suspect might be illegal immigrants</i>	38	27	13	21	1
April 30-May 3, 2010	36	31	13	20	*
October 12-15, 2007: <i>The issue of immigration</i>	23	29	19	29	*
June 29-July 2, 2007: <i>The debate in Congress over new immigration policy</i>	26	30	21	23	*
June 22-25, 2007	24	28	22	26	*
June 15-18, 2007	22	32	21	25	*
June 8-11, 2007	24	29	20	26	1
May 24-27, 2007	27	31	22	19	1
April 12-16, 2007: <i>The issue of immigration</i>	21	29	24	26	*
August, 2006	34	40	16	9	1
June, 2006	36	41	15	7	1
May, 2006	44	33	13	9	1
April, 2006	39	34	16	10	1
December, 1994: <i>Passage of Proposition 187, the California law that bars education, health and welfare benefits from illegal immigrants and their children</i>	26	32	22	20	*



**ASK ALL:**

PEW.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.]**

- 44 The major oil leak in the Gulf of Mexico
- 12 The issue of immigration
- 6 Recent ups and downs in the stock market
- 5 News about this year's Congressional elections
- The death of former Alaska Senator Ted Stevens and four others in a plane crash in
- 3 Alaska
- 1 Floods in Pakistan
- 14 Some other story **(VOL.)**
- 15 Don't know/Refused **(VOL.)**

**ASK ALL:**

PEW.4 How much if anything, have you heard about each of the following? Have you heard a lot, a little or nothing at all? **[INSERT ITEM; RANDOMIZE]**

	<u>A lot</u>	<u>A little</u>	<u>Nothing at all</u>	<u>(VOL.) DK/Ref</u>
a. A Jet Blue flight attendant who quit his job and left a plane by opening and sliding down its emergency chute August 12-15, 2010	43	25	31	*
b. Controversy about the planned building of mosques in several U.S. cities and towns August 12-15, 2010	30	29	41	1
c. Debate about changing the Constitution so that children of non-citizens born in the U.S. would no longer automatically be U.S. citizens August 12-15, 2010	22	37	40	*
d. The arrest of a man suspected of stabbing 20 people in three states August 12-15, 2010	21	36	43	1

**ASK ALL:**

PEW.5 Now thinking about news coverage of some different kinds of people in the United States. First, do you think news coverage of **[INSERT ITEM; RANDOMIZE ITEMS]** is generally **[RANDOMIZE ORDER OF: too positive, too negative; KEEP SAME ORDER FOR ENTIRE LIST]** or is it generally fair? What about **[NEXT ITEM]**? **[IF NECESSARY: Do you think news coverage of [ITEM] is generally [SAME ORDER FOR FIRST ITEM: too positive, too negative] or is it generally fair?]**

		Too <u>positive</u>	Too <u>negative</u>	Generally <u>fair</u>	<b>(VOL.)</b> <u>DK/Ref</u>
a.	Blacks August 12-15, 2010	8	36	44	13
b.	Hispanics August 12-15, 2010	10	35	41	14
c.	Whites August 12-15, 2010	14	16	57	13
d.	Gays and lesbians August 12-15, 2010	17	30	38	15
e.	Poor people August 12-15, 2010	6	45	35	13
f.	Middle class people August 12-15, 2010	7	24	56	13
g.	Wealthy people August 12-15, 2010	32	24	31	13
h.	Muslims August 12-15, 2010	10	42	32	17

Now thinking specifically about news coverage about race relations...

**ASK ALL:**

PEW.6 Do you think news organizations give **[RANDOMIZE ORDER OF: too much, too little]** or the about the right amount of coverage to race relations in the country?

August 12-15

2010

34	Too much coverage
31	Too little coverage
25	About the right amount
10	Don't know/Refused <b>(VOL.)</b>

**ASK ALL:**

PEW.7 Do you think news organizations make race relations in this country seem **[RANDOMIZE ORDER OF: better than they really are, worse than they really are]** or about how they really are?

August 12-15

2010

18	Better than they are
48	Worse than they are
24	About how they are
10	Don't know/Refused <b>(VOL.)</b>