



THE PEW RESEARCH CENTER
For The People & The Press

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More Now Say GOP Likely to Win Control of House Fewer Journalists Stand Out in Fragmented News Universe

Reflecting today's fragmented news landscape, about half of the public offers no specific answer when asked to name the journalist or newsperson they most admire. No journalist is named by more than 5% of the public in response to an open-ended question. While individual mentions are few, the most frequently named journalists continue to include both network anchors and cable hosts. However, there are fewer mentions of network news journalists in the latest survey than in 2007, while mentions of cable news hosts and anchors have held about steady.

Most Admired Names in News: Then and Now

Aug 1985	%	Mar 2007	%	Oct 2010	%
D. Rather	11	K. Couric	5	D. Sawyer	5
W. Cronkite	6	B. O'Reilly	4	K. Couric	4
P. Jennings	6	C. Gibson	3	B. O'Reilly	3
T. Brokaw	4	D. Rather	2	G. Beck	3
B. Walters	3	T. Brokaw	2	B. Williams	2
T. Koppel	2	B. Williams	2	A. Cooper	2
Other	33	Other	42	Other	30
No Answer	35	No Answer	44	No Answer	52

PEW RESEARCH CENTER October 7-10, 2010. Top six names shown for each survey.

The decline in mentions of admired journalists is a response to a wider array of news choices. In 1985, nearly two-thirds (65%) could name a favorite journalist; 35% provided no answer. In 2007, 44% did not name anyone. Currently, 52% offer no name, according to the latest News Interest Index survey of 1,005 adults conducted Oct. 7-10 by the Pew Research Center for the People & the Press.

As was the case in 2007, no single person is named by more than 5% of the public, when respondents are asked which journalist or newsperson they most admire. But, in a shift over the past three years, cable newspeople are mentioned about as often as network news anchors and reporters; 17% name journalists or newspeople who are primarily seen on the traditional broadcast networks (ABC, CBS, NBC or PBS), while 16% name people

who are primarily seen on cable news channels (CNN, Fox News or MSNBC). By contrast, in 2007 the balance tilted toward the network newspeople: 25% of Americans named network anchors or reporters, while 14% named cable newspeople.

Among individual journalists, Diane Sawyer is mentioned by 5%, Katie Couric by 4%, Bill O'Reilly by 3% and Glenn Beck by 3%. The differences in the percentages mentioning these news figures are not statistically significant.

Even a quarter century ago, when there were far fewer news choices, no single journalist was mentioned by more than about one-in-ten Americans. In 1985, Dan Rather, then the anchor of the CBS Evening News, was mentioned most frequently; 11% volunteered Rather as the newsperson they admired most.

Since then, the range of news options has expanded considerably. Pew Research's most recent media consumption survey found that nearly as many Americans are now getting news on a given day from traditional *and* digital platforms (36%) as from traditional platforms alone (39%). (See "[*Americans Spending More Time Following the News*](#)," Sept. 12, 2010).

The News Interest Index also finds that the public continued to focus most closely last week on news about the economy, while the media devoted the largest share of coverage to midterm elections. Separately, an increasing proportion of Americans say that, based on what they have read and heard, they think it is more likely that Republicans will regain a majority in the House of Representatives than that the Democrats will retain control; 50% expect the Republicans to win a majority, up from 41% in early September.

Broadcast Figures Less Prominent

While about as many now mention cable news figures as network news figures, cable talk show hosts (including Bill O'Reilly, Glenn Beck, Sean Hannity, Jon Stewart and Keith Olbermann) account for the majority of cable figures mentioned. About one-in-ten (12%) now name a cable talk show host as their most admired journalist, while 5% name an anchor of a cable news program (for example, Anderson Cooper and Brit Hume).

The proportion naming network news figures has declined from 25% to 17% since 2007. As was the case three years ago, evening news anchors – Sawyer, Couric and Brian Williams – are among the most frequently mentioned network journalists.

Fewer Americans name local television newscasters (4%), radio news personalities (2%), or print journalists or commentators (1%). These percentages are mostly unchanged from 2007.

There are partisan differences in the type of journalist or news person likely to be mentioned. About a quarter of Republicans (23%) name a figure from cable news – 17% name cable talk hosts– while 14% name a network anchor or reporter. By contrast, just 11% of Democrats name a cable anchor or host while about a quarter (24%) name a broadcast network news figure. Independents are about as likely to mention a cable news personality (16%) as a network news personality (14%).

Cable News Figures Mentioned as Often as Network Journalists

	1985	2007	2010
Network TV news figures	41	25	17
Cable news figures	n/a	14	16
<i>Cable talk hosts</i>	n/a	9	12
<i>Cable anchors</i>	n/a	4	5
Local TV news figures	14	1	4
Radio reporters & commentators	n/a	2	2
Print reporters & commentators	n/a	2	1
Other	n/a	13	8
Don't know/ Refused/None	35	44	52

PEW RESEARCH CENTER October 7-10, 2010.

More Say GOP Will Win Control of House

An increasing percentage of Americans now says they think Republicans are more likely to take control of the House of Representatives in the Nov. 2 elections than Democrats are to maintain their majority. Currently, half (50%) say they expect the Republican Party to regain a majority of seats in the House. That is up from 41% at the beginning of September.

Half Now See GOP Takeover More Likely Than Democrats Maintaining House Control

	Which Party Is More Likely to Win Majority?						Change saying Rep
	Sep 2-6			Oct 7-10			
	Dem	Rep	DK	Dem	Rep	DK	
Total	34	41	25=100	29	50	22=100	+9
Republican	8	74	17=100	11	76	13=100	+2
Democrat	61	20	19=100	55	32	14=100	+12
Independent	29	37	34=100	22	45	33=100	+8
<i>Following election news...</i>							
Very closely	30	63	7=100	24	67	9=100	+4
Less closely	36	33	32=100	30	45	25=100	+12

PEW RESEARCH CENTER October 7-10, 2010
 Figures may not add to 100% because of rounding.

About three-in-ten (29%) say they expect the Democratic Party to maintain its majority, down slightly from the 34% that said this Sept. 2-6.

Republicans remain about as confident as they were in early September, while increasing numbers of Democrats and independents now see a GOP takeover as more likely. Three quarters of Republicans (76%) say they think their party is more likely to win a majority. Though more than half of Democrats (55%) say they expect their party to hold on to its House majority, about a third (32%) now say they expect the GOP to take control; just 20% said this in early September. Among independents, 45% say they think it is more likely that the Republican Party will regain its majority, up slightly from 37%.

While there is little change among those following news about the midterm elections very closely (63% saw a Republican takeover as more likely in September, while 67% say this today), those following less closely are now more likely to say they think the GOP will regain control. Currently 45% of those following less closely say this, compared with 33% in September.

Little Change in Perceptions of Economic News

Most Americans continue to say they are hearing a mix of good and bad news about the nation's still-struggling economy. Just more than half say this (53%), a number little changed since early July (54%).

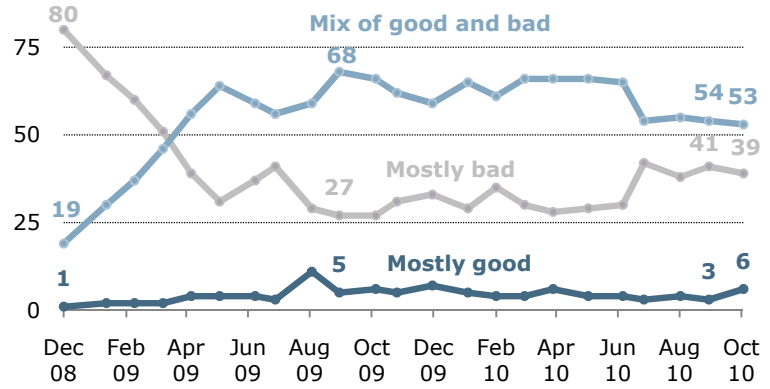
For the first six months of 2010, the public was more likely to say they were hearing a mix of good and bad news about the economy, but a spate of developments in early summer – signs the recovery had slowed and continuing high unemployment – led to a shift. More said they were hearing mostly bad news about the economy, while fewer said they were hearing a mix of good and bad news. About four-in-ten (39%) now say they are hearing mostly bad news, consistent with numbers since the early days of summer (42% in July).

With the survey in the field as the federal government released a jobs report that showed the unemployment rate hovering around 9.6%, few (6%) say they are hearing mostly good news about the economy. That's comparable to most months this year.

Among partisans, there has been little change since September. About half of Republicans (51%) say they are hearing mostly bad news, compared with 28% of Democrats and 40% of independents. More than six-in-ten Democrats (63%) say they are hearing a mix of good and bad economic news, compared with 47% of Republicans and 50% of independents.

Among those following economic news very closely, 49% say they are hearing a mix of news, while 44% say they are hearing mostly

Majority Still Sees Mix of News on Economy



PEW RESEARCH CENTER October 7-10, 2010. Figures may not add to 100% because of rounding.

Partisan Differences in Perceptions of Economic News

Recent economic news...	Mostly good news	Mostly bad news	Mixed news	DK
	%	%	%	%
Total	6	39	53	2=100
Republican	2	51	47	1=100
Democrat	8	28	63	1=100
Independent	7	40	50	3=100
Following economic news...				
Very closely	7	44	49	*=100
Less closely	5	37	55	2=100

PEW RESEARCH CENTER October 7-10, 2010. Figures may not add to 100% because of rounding.

bad news. Among those following less closely, 55% say they are hearing mixed news, while 37% say they are hearing mostly bad news about the economy.

The Week's News

The public continued to focus most closely last week on the economy as new jobless numbers and other data reaffirmed the slow pace of the recovery. About a quarter (26%) say this was the story they followed most closely; 36% say they followed news about the economy very closely.

About two-in-ten (19%) say they very closely followed news about problems with how banks and other

financial institutions have been handling foreclosures; 6% say this was the news they followed most closely. In terms of coverage, the nation's economic troubles accounted for 11% of the newshole last week. That included 9% for economic news in general and 2% for news focused on the foreclosure problems, according to the Pew Research Center's Project for Excellence in Journalism.

Nearly a quarter (23%) say they followed news about the upcoming midterm congressional elections very closely; 15% say this was the news they followed most closely. The media devoted 25% of coverage to the campaigns. That made the elections the most covered story of the week as has been the case for the past four weeks.

Among partisans, Republicans continue to track the elections more closely than Democrats. Three-in-ten Republicans (31%) say they followed election news very closely, compared with 21% of Democrats. Interest among independents (22% very closely) is similar to that among Democrats.

News Coverage

	News Interest	News Coverage
Economy	26	9
Congressional elections	15	25
Afghanistan	10	5
Funeral protest case	7	2
Foreclosure problems	6	2
Toxic sludge in Hungary	3	2

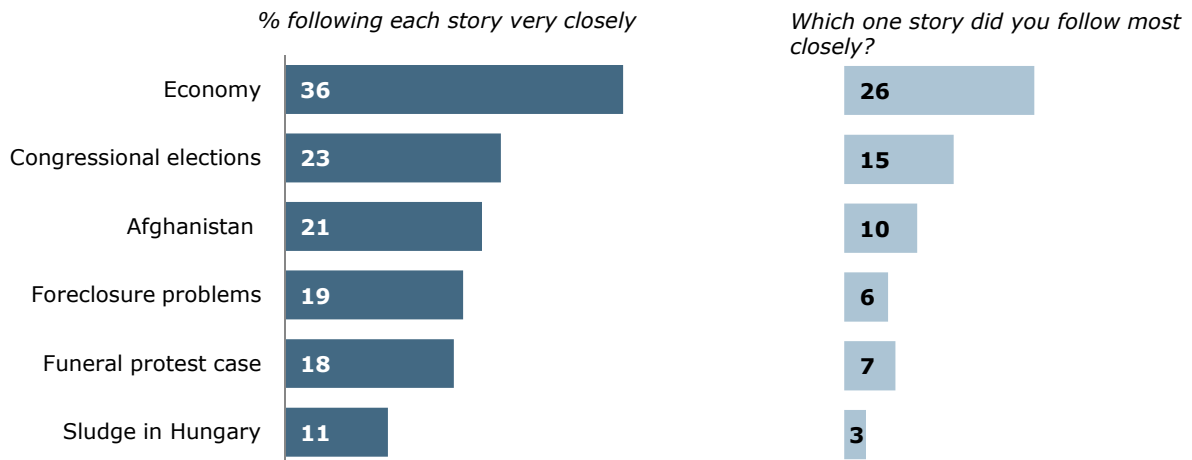
News interest shows the percentage of people who say they followed this story most closely, Pew Research Center for the People & the Press, Oct. 7-10, 2010. News coverage shows the percentage of news coverage devoted to each story, Pew Research Center's Project for Excellence in Journalism, Oct. 4-10, 2010.

About two-in-ten (21%) say they followed news about the situation in Afghanistan very closely last week, while this was the top story for 10%. News about Afghanistan accounted for 5% of the newshole.

Nearly two-in-ten (18%) say they very closely followed news about a free speech case heard by the Supreme Court last week, while 7% say they followed news about the case more closely than any other news last week. The case, which involves a fundamentalist pastor's anti-gay protests at the funeral of a soldier killed in Iraq, accounted for 2% of coverage.

About one-in-ten (11%) say they followed news about a deadly spill of toxic sludge in Hungary very closely; 3% say they followed this news most closely. The spill accounted for 2% of the newshole examined by PEJ.

News Interest



PEW RESEARCH CENTER October 7-10, 2010

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 October 4-10, and survey data

measuring public interest in the top news stories of the week were collected October 7-10, 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.) The News Interest Index survey collects data from Thursday through Sunday 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 October 7-10, 2010 (673 respondents were interviewed on a landline telephone, and 332 were interviewed on a cell phone, including 152 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	287	7.0 percentage points
Democrats	316	7.0 percentage points
Independents ¹	402	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.

¹ Throughout the survey independents include all respondents who do not identify as Republicans or Democrats.

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.

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**PEW RESEARCH CENTER NEWS INTEREST INDEX
OCTOBER 7-10, 2010 OMNIBUS
FINAL TOPLINE
N=1005**

ASK ALL:

PEW.1 Thinking about the news, what journalist or news person do you most admire? **[OPEN END. ACCEPT UP TO THREE RESPONSES BUT DO NOT PROBE FOR MORE THAN ONE]**

Oct 7-10 <u>2010</u>		Mar 2-5 <u>2007</u>		August <u>1985¹</u>	
5	Diane Sawyer	5	Katie Couric	11	Dan Rather
4	Katie Couric	4	Bill O'Reilly	6	Walter Cronkite
3	Bill O'Reilly	3	Charles Gibson	6	Peter Jennings
3	Glenn Beck	2	Dan Rather	4	Tom Brokaw
2	Brian Williams	2	Tom Brokaw	3	Barbara Walters
2	Anderson Cooper	2	Brian Williams	2	Ted Koppel
1	Sean Hannity	2	Anderson Cooper	33	Other
1	Barbara Walters	2	Jon Stewart		None/Don't know/ Refused
1	Tom Brokaw	1	Jim Lehrer	35	
1	Jon Stewart	1	Bob Woodruff		
1	Brit Hume	1	Peter Jennings		
1	Keith Olbermann	1	Walter Cronkite		
1	Greta Van Susteren	1	Matt Lauer		
1	Matt Lauer	1	Rush Limbaugh		
22	Other	1	Barbara Walters		
	None/Don't know/ Refused	1	Brit Hume		
52		1	Diane Sawyer		
		1	Wolf Blitzer		
		1	Ted Koppel		
		1	Keith Olbermann		
		1	Lou Dobbs		
		1	Tim Russert		
		24	Other		
			None/Don't know/ Refused		
		44			

2010 and 2007 figures add to more than 100% because of multiple responses.

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>	(VOL.) DK/Ref
a. Reports about the condition of the U.S. economy					
October 7-10, 2010	36	33	15	15	1
September 30-October 3, 2010	43	35	10	11	1
September 23-26, 2010	43	34	13	9	1
September 16-19, 2010	37	30	16	16	1
September 2-6, 2010	43	31	13	12	*
August 19-22, 2010	39	31	14	15	1
August 5-8, 2010	39	33	14	13	1
July 29-August 1, 2010	51	33	11	5	*
July 22-25, 2010	46	33	14	6	1
July 15-18, 2010	37	33	14	15	1

¹ In August, 1985 the question was worded: "Who is your favorite journalist or newsperson?" Only one response was accepted and journalists mentioned by fewer than 2% of respondents are not shown.

PEW.2 CONTINUED...

	<u>Very closely</u>	<u>Fairly closely</u>	<u>Not too closely</u>	<u>Not at all closely</u>	(VOL.) DK/Ref
July 8-11, 2010	36	33	15	16	*
July 1-5, 2010	48	30	13	8	*
June 24-27, 2010	37	37	15	11	1
June 17-20, 2010	38	34	15	13	*
June 10-13, 2010	39	35	17	9	*
June 3-6, 2010	35	33	16	14	1
May 27-30, 2010	43	29	13	15	*
May 20-23, 2010	40	35	13	11	*
May 13-16, 2010	49	32	11	8	1
May 7-10, 2010	42	34	11	12	*
April 30-May 3, 2010	32	37	17	14	1
April 23-26, 2010	42	31	13	14	*
April 16-19, 2010	40	32	14	14	0
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	*

PEW.2 CONTINUED...

	<u>Very closely</u>	<u>Fairly closely</u>	<u>Not too closely</u>	<u>Not at all closely</u>	(VOL.) DK/Ref
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
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	*
December, 2002	38	34	17	10	1
February, 2002	35	40	15	9	1

PEW.2 CONTINUED...

	Very closely	Fairly closely	Not too closely	Not at all closely	(VOL.) DK/Ref
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. News about this year's congressional elections					
October 7-10, 2010	23	27	19	30	1
September 30-October 3, 2010	25	34	19	21	1
September 23-26, 2010	25	33	23	18	1
September 16-19, 2010	23	26	23	27	1
September 9-12, 2010	22	23	21	34	1
September 2-6, 2010	26	24	23	26	1
August 26-29, 2010	20	27	23	28	1
August 19-22, 2010	19	23	24	33	1
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
TRENDS FOR COMPARISON:					
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

PEW.2 CONTINUED...

	Very <u>closely</u>	Fairly <u>closely</u>	Not too <u>closely</u>	Not at all <u>closely</u>	(VOL.) DK/Ref
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	*
Early August, 1998	13	30	28	23	1
June, 1998	9	27	33	30	1
April, 1998 ²	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	*
c. The current situation and events in Afghanistan					
October 7-10, 2010	21	36	20	22	1
September 30-October 3, 2010	23	37	23	15	1
September 23-26, 2010	29	40	19	11	1
September 9-12, 2010	30	33	20	17	*
July 29-August 1, 2010	34	35	22	9	*
July 15-18, 2010	22	33	23	22	*
July 8-11, 2010	23	32	24	20	1
July 1-5, 2010	29	34	23	14	1
June 17-20, 2010	21	30	27	22	*
May 20-23, 2010	22	33	25	20	*
April 9-12, 2010	21	29	27	22	1
TRENDS FOR COMPARISON:					
June 24-27, 2010: General Stanley McChrystal resigning as head of U.S. forces in Afghanistan after being quoted criticizing President Obama and his Afghanistan strategy	28	31	19	21	1
February 19-22, 2010: The U.S. military effort in Afghanistan	24	36	21	19	*
January 8-11, 2010: Suicide bombing that killed seven Americans at a CIA base in Afghanistan	24	31	27	17	1
December 11-14, 2009: The U.S. military effort in Afghanistan	35	33	18	13	*
December 4-7, 2009: President Obama's decision to send more U.S. troops to Afghanistan	43	33	14	8	1
November 20-23, 2009: The debate over whether to send more troops to Afghanistan	29	31	17	22	1
November 13-16, 2009	29	28	20	22	1
November 6-9, 2009: The U.S. military effort in Afghanistan	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	*

² 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...

	<u>Very closely</u>	<u>Fairly closely</u>	<u>Not too closely</u>	<u>Not at all closely</u>	(VOL.) <u>DK/Ref</u>
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	*
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
d. Problems with foreclosures across the country					
October 7-10, 2010	19	32	22	27	1
TRENDS FOR COMPARISON:					
August 26-29, 2010: <i>Reports about the U.S. housing market</i>	22	31	24	22	1
February 20-23, 2009: <i>The Obama administration's plan to help homeowners facing foreclosure which could cost as much as \$275 billion dollars</i>	31	36	19	13	1
September 12-15, 2008: <i>The federal government taking control of the mortgage companies Fannie Mae and Freddie Mac</i>	28	35	19	17	1
July 18-21, 2008: <i>Financial troubles for home mortgage lenders Fannie Mae and Freddie Mac</i>	30	33	19	18	*
May 30-June 2, 2008: <i>Reports about problems in the U.S housing market</i>	26	32	21	21	0
March 7-10, 2008: <i>A record number of home mortgage foreclosures</i>	28	33	19	20	*

PEW.2 CONTINUED...

	<u>Very closely</u>	<u>Fairly closely</u>	<u>Not too closely</u>	<u>Not at all closely</u>	(VOL.) DK/Ref
e. A case before the Supreme Court involving a fundamentalist pastor's anti-gay protests at military funerals October 7-10, 2010	18	22	22	37	1
TRENDS FOR COMPARISON:					
January 22-25, 2010: <i>The Supreme Court overturning campaign finance limits on corporations and unions paying for ads about political candidates</i>	18	21	25	34	1
December, 2003: <i>The Supreme Court decision upholding campaign finance reform legislation</i>	8	17	28	45	2
July, 1990: <i>The Supreme Court decision that found laws against flag burning unconstitutional and the attempt in Congress to amend the Constitution</i>	24	39	25	11	1
July, 1989: <i>The Supreme Court decision on the burning of the U.S. flag</i>	51	32	12	4	1
May, 1992: <i>The Supreme Court's deliberations about the legality of restrictions on abortion in Pennsylvania</i>	28	34	24	13	1
May, 1989: <i>The Supreme Court's hearing of arguments in a Missouri abortion case</i>	25	29	21	24	1
f. The spread of toxic sludge in Hungary October 7-10, 2010	11	20	22	46	1
TRENDS FOR COMPARISON:					
December, 2002: <i>The large oil spill polluting the coast of Spain</i>	15	29	28	27	1
July, 1986: <i>The nuclear accident at Chernobyl in the Soviet Union</i>	46	34	15	5	*

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.**]

26	Reports about the condition of the U.S. economy
15	News about this year's congressional elections
10	The current situation and events in Afghanistan
7	A case before the Supreme Court involving a fundamentalist pastor's anti-gay protests at military funerals
3	The spread of toxic sludge in Hungary
6	Problems with foreclosures across the country
13	Some other story (VOL.)
19	Don't know/Refused (VOL.)

ASK ALL:

PEW.4 From what you've read and heard about the congressional elections this fall, what do you think is more likely to happen? [**READ AND RANDOMIZE**]

<u>Oct 7-10 2010</u>		<u>Sep 2-6 2010</u>	<u>Jul 15-18 2010</u>
29	The Democratic Party will maintain its majority in the House of Representatives	34	33
	[OR]		
50	The Republican Party will regain a majority in the House of Representatives	41	40
22	Don't know/Refused (VOL.)	25	27

ASK ALL:

Thinking about recent economic news ...

PEW.5 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>	(VOL.) <u>DK/Ref</u>
October 7-10, 2010	6	39	53	2
September 2-6, 2010	3	41	54	2
August 5-8, 2010	4	38	55	3
July 1-5, 2010	3	42	54	1
June 10-13, 2010	4	30	65	1
May 7-10, 2010	4	29	66	1
April 1-5, 2010	6	28	66	*
March 5-8, 2010	4	30	66	1
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	*