



THE PEW RESEARCH CENTER
For The People & The Press

NEWS Release
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Bipartisan Praise for Obama Memorial Speech Arizona Rampage Dominates Public's News Interest

The aftermath of the deadly shooting rampage in Tucson, Ariz., dominated the public's news interest last week as President Obama's speech at a memorial service won praise – across party lines – among those who had read or heard about the event.

About half of the public (49%) says they very closely followed news about the Jan. 8 shootings that left six dead and 13 wounded, including the gunman's apparent target, Rep. Gabrielle Giffords. That is similar to the 45% that very closely followed news about the mass killings at Virginia Tech in April 2007 but less than the 68% who said they tracked news about the April 1999 shootings at a Columbine High School in Colorado that closely.

According to the latest News Interest Index survey, conducted Jan. 13-16 among 1,000 adults, Americans also followed news about the economy (37% very closely) and powerful winter storms that hit the east coast (35% very closely). But when the public is asked which story they followed *most closely* last week, both rank far behind the Tucson shootings.

Attention to Tucson and Other Recent Mass Shootings

	<i>Followed very closely %</i>
1 Columbine High School (Apr '99)*	68
2 DC area sniper (Oct '02)*	65
3 Jonesboro, AR school (Mar '98)	49
4 Tucson, AZ. shooting (Jan '11)	49
5 Springfield, OR school (Jun '98)	46
6 Schools in PA, other states (Oct '06)	46
7 Virginia Tech (Apr '07)*	45
8 Officers shot at U.S. Capitol (Aug '98)	45
9 Fort Hood, TX (Nov '09)*	44
10 MI elementary school (Mar '00)	40

PEW RESEARCH CENTER News Interest Index. Dates show them month and year in which interest was measured.
*Interest in these stories was tracked over multiple weeks; highest weekly interest is shown here.

The shootings and their aftermath also dominated media coverage, accounting for 57% of the newshole for the week, according to a separate analysis by the Pew Research Center's Project for Excellence in Journalism (PEJ).

Most Americans say they heard at least a little about Obama's speech at the Jan. 12 memorial service at the University of Arizona (75%).

Among that group, nearly seven-in-ten (69%) say the address was either excellent (36%) or good (33%), while 21% rate the speech as only fair (15%) or poor (6%).

More than eight-in-ten Democrats (83%) say the speech was excellent (55%) or good (28%). Just 11% say it was only fair and less than 1% rate it as poor.

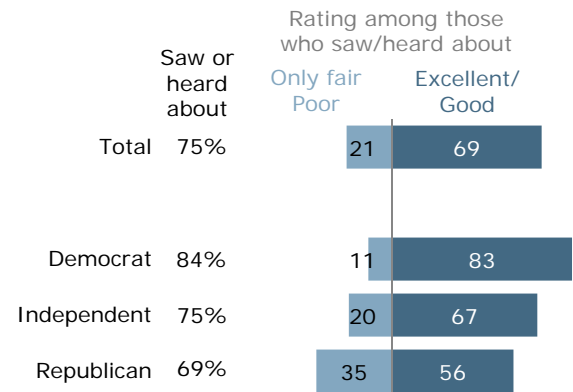
Majorities of Republicans and independents who had heard about the speech also rated it positively. Among Republicans, 56% say the speech was either excellent (18%) or good (37%); 23% say it was only fair and 12% rate it as poor. Two-third of independents (67%) give the speech a positive rating (31% excellent, 35% good). Two-in-ten (20%) are more negative (13% only fair, 7% poor).

Reaction to Palin Speech Divided

By contrast, the response to Sarah Palin's comments about the shootings and their aftermath proved more mixed: 44% of those who heard at least a little about Palin's comments say their reaction was very (14%) or mostly (30%) positive, while 41% say their reaction was very (20%) or mostly (21%) negative. Nearly six-in-ten (58%) say they had heard at least a little about Palin's comments, which were released on Jan. 12.

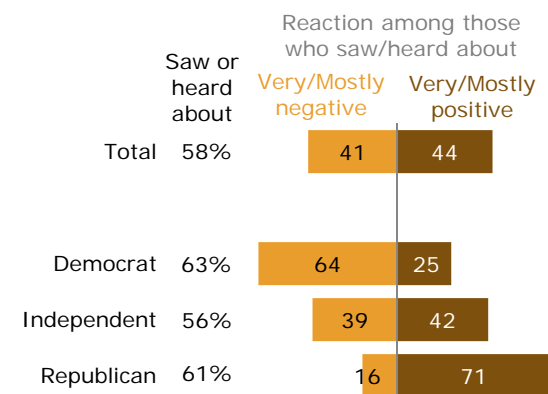
Among those who had heard about the speech by the former Alaska governor, the partisan divide

Obama Speech Rated Positively



PEW RESEARCH CENTER January 13-16, 2011.

A Divide Over Palin Remarks



PEW RESEARCH CENTER January 13-16, 2011.

in reaction is wide. Seven-in-ten Republicans (71%) say their reaction was very (26%) or mostly positive (45%), compared with just 25% of Democrats (8% very positive, 17% mostly positive). Independents largely mirror the public as a whole; 42% say their reaction was very (10%) or mostly positive (32%), while 39% say it was very (17%) or mostly negative (22%).

Too Much Palin?

Nearly half of the public (49%) says they are hearing too much about Palin, 29% say they are hearing about the right amount and 15% say they are hearing too little. Those numbers are little changed from when the question was last asked in November 2009, but the once-yawning gap in partisan views on this question has narrowed.

Currently, nearly six-in-ten Democrats (58%) say they are hearing too much about Palin, the 2008 Republican vice presidential candidate and a potential GOP candidate in 2012. Four-in-ten Republicans (40%) and 51% of independents say the same. In November 2009, amid the publicity for Palin's book "Going Rogue," 72% of Democrats said they were hearing too much about Palin, compared with 29% of Republicans and 50% of independents.

More Republicans Hearing "Too Much" about Palin

<i>Hearing about Palin...</i>	Total %	Rep %	Dem %	Ind %
Jan 2011				
Too much	49	40	58	51
Too little	15	14	14	14
Right amount	29	42	21	26
Don't know	<u>7</u>	<u>4</u>	<u>7</u>	<u>8</u>
	100	100	100	100
Nov 2009				
Too much	52	29	72	50
Too little	13	15	6	15
Right amount	26	48	11	28
Don't know	<u>9</u>	<u>7</u>	<u>11</u>	<u>7</u>
	100	100	100	100

PEW RESEARCH CENTER January 13-16, 2011.
 Figures may not add to 100% because of rounding.

The Week's Other News

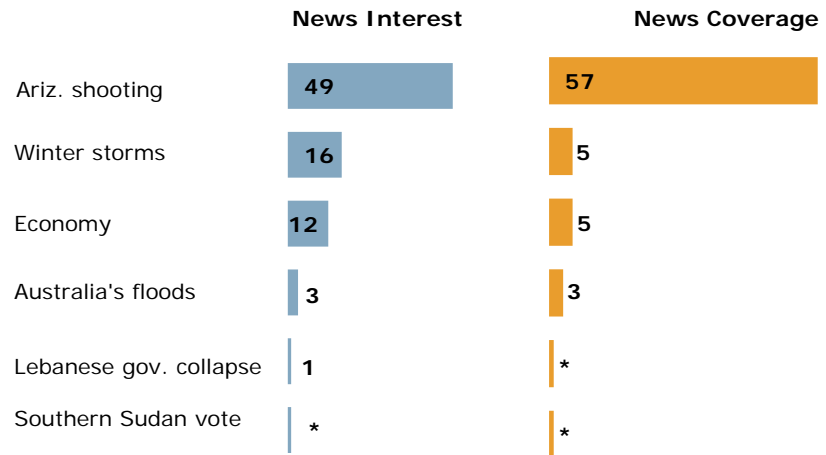
In a week dominated by news about the Tucson shootings, Americans continued to track news about the economy. Nearly four-in-ten (37%) say they followed economic news very closely, a level that has changed only slightly in recent weeks. Still, just 12% say this was the news they followed most closely.

About a third (35%) say they followed news

about winter storms in the eastern United States very closely; 16% say this was the news they followed most closely. Not surprisingly, interest was highest in the Northeast and the South.

More than one-in-ten (13%) say they followed news about floods in Australia very closely; 3% say this was the news they followed most closely. Two other breaking foreign stories barely registered with the public. Just 4% say they followed news about the collapse of the Lebanese government very closely; 1% says this was the news they followed most closely. And 3% say they followed news about the independence vote in southern Sudan very closely. Less than 1% say this was the story they followed most closely.

News Interest vs. News Coverage



News interest shows the percentage of people who say they followed this story most closely, Pew Research Center for the People & the Press, January 13-16, 2011. News coverage shows the percentage of news coverage devoted to each story, Pew Research Center's Project for Excellence in Journalism, January 10-16, 2011.

Coverage of the independence vote in Southern Sudan and the collapse of the Lebanese government each accounted for less than one percent of the total newshole.

News Interest

% following each story closely

Which one story did you follow most closely?



PEW RESEARCH CENTER. January 13-16, 2011

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 January 10-16, and survey data measuring public interest in the top news stories of the week were collected January 13-16, from a nationally representative sample of 1,000 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 January 13-16, 2011 among a national sample of 1,000 adults 18 years of age or older living in the continental United States (670 respondents were interviewed on a landline telephone, and 330 were interviewed on a cell phone, including 134 who had no landline telephone). The survey was conducted by interviewers at Princeton Data Source under the direction of Princeton Survey Research Associates International. A combination of landline and cell phone random digit dial samples were used; both samples were provided by Survey Sampling International. Interviews were conducted in English. Respondents in the landline sample were selected by randomly asking for the youngest adult male or female who is now at home. Interviews in the cell sample were conducted with the person who answered the phone, if that person was an adult 18 years of age or older.

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 2010 Census Bureau's Current Population Survey. The sample is also weighted to match current patterns of telephone status based on extrapolations from the 2010 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 sample sizes and 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	1,000	4.0 percentage points
Republicans	257	7.5 percentage points
Democrats	293	7.0 percentage points
Independents	367	6.5 percentage points

Sample sizes and sampling errors for other subgroups are available upon request.

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.

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PEW RESEARCH CENTER NEWS INTEREST INDEX
JANUARY 13-16, 2010 OMNIBUS
FINAL TOPLINE
N=1,000

ASK ALL:

PEW.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>	(VOL.) DK/Ref
a. Reports about the condition of the U.S. economy					
January 13-16, 2010	37	29	15	18	1
January 6-9, 2011	39	37	11	12	1
December 16-19, 2010	39	31	14	15	2
December 9-12, 2010	39	30	14	16	1
December 2-5, 2010	52	28	11	9	*
November 18-21, 2010	46	31	11	11	*
November 11-14, 2010	38	30	15	16	1
November 4-7, 2010	44	32	11	13	*
October 28-November 1, 2010	39	34	11	15	1
October 21-24, 2010	41	29	14	14	1
October 14-17, 2010	42	33	12	13	*
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
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	*

PEW.1 CONTINUED...

	<u>Very closely</u>	<u>Fairly closely</u>	<u>Not too closely</u>	<u>Not at all closely</u>	(VOL.) DK/Ref
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
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	*

PEW.1 CONTINUED...

	Very <u>closely</u>	Fairly <u>closely</u>	Not too <u>closely</u>	Not at all <u>closely</u>	(VOL.) DK/Ref
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
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

PEW.1 CONTINUED...

	Very <u>closely</u>	Fairly <u>closely</u>	Not too <u>closely</u>	Not at all <u>closely</u>	(VOL.) DK/Ref
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. Winter storms in the Eastern U.S.					
January 13-16, 2011	35	32	17	16	1
TRENDS FOR COMPARISON:					
December 16-19, 2010: <i>Cold winter weather</i>	43	27	13	16	1
February 12-15, 2010: <i>Major snow storms affecting the East Coast and the South</i>	39	31	16	14	*
January 8-11, 2010: <i>Unusually cold winter weather</i>	42	30	17	12	*
January 16-19, 2009: <i>Cold winter weather in much of the country</i>	33	31	21	15	*
December 14-17, 2007: <i>Snow and ice storms in the Midwest and Northeast</i>	30	31	21	18	*
February 16-19, 2007: <i>Cold winter weather and snowstorms in the Northeast and Midwest</i>	30	33	18	18	1
February 9-12, 2007: <i>Cold winter weather</i>	36	36	15	13	*
January 19-22, 2007: <i>Snow and ice storms in some parts of the country</i>	31	32	22	14	1
January 5-8, 2007: <i>Winter snowstorms in the western U.S.</i>	24	30	25	21	*
January, 2001: <i>Cold winter weather and storms in the Northeast and Midwest</i>	42	31	15	11	1
January, 1999: <i>Cold winter weather and storms in the Midwest</i>	37	34	17	12	*
Early December, 1998: <i>Unseasonable weather patterns</i>	39	35	13	12	1
January, 1994: <i>News about cold weather conditions in the Northeast and Midwest</i>	51	30	12	7	*
c. Floods in Australia					
January 13-16, 2011	13	26	23	37	1
TRENDS FOR COMPARISON:					
August 19-22, 2010: <i>The flooding in Pakistan and its aftermath</i>	11	23	32	33	1
August 12-15, 2010: <i>Floods in Pakistan</i>	8	19	30	43	1
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	*

PEW.1 CONTINUED...

	Very <u>closely</u>	Fairly <u>closely</u>	Not too <u>closely</u>	Not at all <u>closely</u>	(VOL.) DK/Ref
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. News about a Congresswoman and others shot in Tucson, Arizona					
January 13-16, 2011	49	28	12	11	1
January 9, 2011 ¹	31	33	13	23	1
e. The independence vote in southern Sudan					
January 13-16, 2011	3	11	19	65	1
TRENDS FOR COMPARISON:					
March 6-9, 2009: <i>An arrest warrant for the president of Sudan on charges of war crimes in Darfur</i>	9	19	24	48	*
June 1-4, 2007: <i>Ethnic Violence in the Darfur region of Sudan</i>	12	22	29	36	1
December, 2006	13	23	29	34	1
May, 2006	16	22	27	33	2
July, 2004: <i>Ethnic Violence in Sudan</i>	14	22	27	35	2
f. The collapse of the Lebanese government					
January 13-16, 2011	4	11	20	64	*
TRENDS FOR COMPARISON:					
May 24-27, 2007: <i>Violence in Lebanon between militant groups and the Lebanese army</i>	15	24	28	32	1
August 9-13, 2006: <i>The military conflict between Israel and Hezbollah forces in Lebanon</i>	40	34	14	10	2
March 17-21, 2005: <i>Protests and political changes in Lebanon</i>	10	28	25	36	1

¹ Question asked about "news about a congresswoman shot in Tucson, Arizona," and was asked on January 9, 2011, only, following the shooting on January 8.

PEW.1 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 19-25, 1996: <i>The military conflict between Israel and the pro-Iranian Muslims in Lebanon</i>	21	31	29	19	*

ASK ALL:

PEW.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.]**

Jan 13-16

2011

49	News about a Congresswoman and others shot in Tucson, Arizona
16	Winter storms in the Eastern U.S.
12	Reports about the condition of the U.S. economy
3	Floods in Australia
1	The collapse of the Lebanese government
*	The independence vote in southern Sudan
7	Some other story (VOL.)
12	Don't know/Refused (VOL.)

PEW.3 AND PEW.4 HELD FOR FUTURE RELEASE**ASK ALL:**

PEW.5 All things considered....these days have you been hearing too much, too little, or the right amount about Sarah Palin?

Jan 13-16

2011

		Nov 20-23 <u>2009</u>	July 10-13 <u>2009</u>	Oct 24-27 <u>2008</u> ²
49	Too much	52	38	46
15	Too little	13	18	18
29	Right amount	26	40	33
7	Don't know/Refused (VOL.)	9	4	3

ASK ALL:

PEW.6 How much, if anything, have you seen or heard about **[INSERT; RANDOMIZE]**

		A <u>lot</u>	A <u>little</u>	Nothing <u>at all</u>	(Vol.) Don't <u>know</u>
a.	Barack Obama's speech at the memorial for victims of the Arizona shooting January 13-16, 2011	37	38	25	1
b.	Sarah Palin's comments on the Arizona shooting January 13-16, 2011	19	39	40	1

² For October 24-27, 2008 this item was asked as part of a list of candidates.

RANDOMIZE PEW.7 AND PEW.8**IF HEARD 'A LOT' OR 'A LITTLE' ABOUT OBAMA'S SPEECH (PEW.6a=1,2) [N=778]:**

PEW.7 How would you rate Barack Obama's speech in Arizona... [READ]?

Jan 13-16

2011

36	Excellent
33	Good
15	Only fair [OR]
6	Poor
10	Don't know/Refused (VOL.)

RANDOMIZE PEW.7 AND PEW.8**IF HEARD 'A LOT' OR 'A LITTLE' ABOUT PALIN'S COMMENTS (PEW.6b=1,2) [N=641]:**

PEW.8 What was your reaction to Sarah Palin's comments... [READ]?

Jan 13-16

2011

14	Very positive
30	Mostly positive
21	Mostly negative
20	Very negative
15	Don't know/Refused (VOL.)

NO PEW.9 OR PEW.10**PEW.11 AND PEW.12 HELD FOR FUTURE RELEASE**