

PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
September 11-14, 2009 NEWS INTEREST INDEX OMNIBUS SURVEY
FINAL TOPLINE
N=1003

Q.1 In the past few weeks, have you come to have a MORE favorable opinion of Barack Obama, a LESS favorable opinion of Barack Obama, or hasn't your opinion of him changed lately?

	<u>More favorable</u>	<u>Less favorable</u>	<u>Opinion has not changed</u>	<u>DK/ Refused</u>
Barack Obama				
September 11-14, 2009	19	26	53	1
June 25-28, 2009	13	20	63	4
May 21-24, 2009	18	21	60	1
April 9-13, 2009	20	18	60	2
March 20-23, 2009	22	19	56	3
February 27-March 2, 2009	23	20	56	1
February 6-9, 2009	23	16	60	1

2008 CAMPAIGN

TREND FOR COMPARISON:¹

October 31-November 3, 2008	25	25	49	1
October 24-27, 2008	24	21	52	3
October 17-20, 2008	33	23	43	1
October 10-13, 2008	29	21	48	2
October 3-6, 2008	28	23	47	2
September 26-29, 2008	31	23	45	1
September 19-22, 2008	25	20	53	2
September 12-15, 2008	20	20	58	2
September 5-8, 2008	20	20	59	1
August 29-31, 2008	29	19	50	2
August 22-25, 2008	22	21	54	3
August 15-18, 2008	16	21	60	3
August 8-11, 2008	15	18	64	3
August 1-4, 2008	16	22	60	2
July 25-28, 2008	17	21	59	3
July 18-21, 2008	16	22	60	2
July 11-14, 2008	15	17	64	4
July 3-7, 2008	17	17	62	4
June 27-30, 2008	21	19	56	4
June 20-23, 2008	16	16	66	2
June 13-16, 2008	17	15	64	4
June 6-9, 2008	19	17	61	3
May 30-June 2, 2008	17	21	58	4
May 22-25, 2008	18	20	60	2
May 16-19, 2008	19	19	59	3
May 9-12, 2008	20	23	55	2
May 2-5, 2008	11	25	59	5
April 25-28, 2008	16	24	58	2

¹ For March 20-24, 2008, through October 31-November 3, 2008, the introduction read, "In the past few days." For September 12-15 through October 31-November 3, 2008, the question asked respondents to "Please think about each of the following candidates," Barack Obama, John McCain, Joe Biden and Sarah Palin in the 2008 presidential and vice presidential elections. For June 13-16, 2008, through September 5-8, 2008, the question was worded, "Please think about each of the following *presidential* candidates..." and asked about Barack Obama and John McCain. For March 20-24, 2008, through June 6-9, 2008, the list of presidential candidates included Hillary Clinton, Barack Obama and John McCain.

Q.1 CONTINUED...

	<u>More favorable</u>	<u>Less favorable</u>	<u>Opinion has not changed</u>	<u>DK/Refused</u>
April 18-21, 2008	18	24	54	4
March 28-31, 2008	18	27	52	3
March 20-24, 2008	22	30	46	2

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?”]**

a.		<u>Very closely</u>	<u>Fairly closely</u>	<u>Not too closely</u>	<u>Not at all closely</u>	<u>DK/Refused</u>
	Reports about the condition of the U.S. economy	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	*

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 5-8, 2008	44	33	16	7	*
August 29-31, 2008	41	34	13	11	1
August 15-18, 2008	39	36	15	10	*
August 8-11, 2008	39	35	16	10	*
August 1-4, 2008	47	34	11	8	0
July 25-28, 2008	46	32	10	12	*
July 18-21, 2008	45	33	13	9	*
July 11-14, 2008	44	33	12	10	1
June 27-30, 2008	49	31	12	7	1
June 13-16, 2008	42	33	14	11	*
May 9-12, 2008	45	31	13	11	*
May 2-5, 2008	43	31	15	10	1
April 18-21, 2008	41	35	13	10	1
April 4-7, 2008	39	37	12	12	*
March 28-31, 2008	42	36	14	8	*
March 20-24, 2008	45	33	13	9	*
February 29-March 3, 2008	38	35	15	11	1
February 15-18, 2008	37	36	11	16	8
February 1-4, 2008	40	37	14	8	1
January 18-21, 2008	42	31	16	11	*
January 11-14, 2008	36	32	15	16	1
November 2-5, 2007	27	37	16	19	1
October 19-22, 2007	25	34	20	21	*
August 10-13, 2007	28	36	18	18	*
Mid-November, 2006	31	40	17	11	1
December, 2005	35	35	18	11	1
Early November, 2005	35	39	17	9	*
Mid-May, 2005	30	39	19	11	1
January, 2005	35	41	17	7	*
Mid-October, 2004	30	43	16	10	1
Early September, 2004	39	34	15	11	1
Mid-January, 2004	37	41	15	7	*
December, 2003	35	38	14	11	2
November, 2003	40	34	15	10	1
October, 2003	32	39	16	12	1
September, 2003	39	30	18	12	1
March, 2003	40	35	16	8	1
February, 2003	42	33	15	10	*
January, 2003	40	35	13	11	1
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	*

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>
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. Debate over health care reform	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
TREND FOR COMPARISON:²					
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
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 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

² June 12-15, 2009 to August 7-10, 2009 asked about: "Debate in Washington over health care reform." May 15-18, 2009 asked about: "Debate over Barack Obama's health care plans." March 6-9, 2009 asked about: "Barack Obama proposing a \$630 billion fund for overhauling the U.S. health care system." September, 1993 through September, 1994 asked about: "The Clinton Administration's health care reform proposals." May, 1993 through August, 1993 asked about: "Reports about the White House task force on health care reform headed by Hillary Clinton."

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, 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
c. Reports about swine flu and the availability of a vaccine					
September 3-6, 2009	30	36	21	12	*
August 28-31, 2009	26	32	25	17	0
August 28-31, 2009	26	33	22	18	*
TREND FOR COMPARISON³:					
May 21-24, 2009	30	39	21	11	*
May 8-11, 2009	34	36	19	11	*
May 1-4, 2009	43	37	15	4	1
April 25-27, 2009	25	30	19	26	*
d. The U.S. military effort in Afghanistan					
September 3-6, 2009	25	35	22	18	1
September 3-6, 2009	23	33	23	21	0
August 21-24, 2009 ⁴	14	32	26	28	1
August 7-10, 2009	24	32	23	21	1
March 20-23, 2009	24	32	22	22	*
February 20-23, 2009	27	29	24	19	1
January 30-February 2, 2009	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	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	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

³ May 21-24, 2009 and May 8-11, 2009 asked about: "Reports about swine flu in the U.S. and elsewhere." For May 1-4, 2009 the story was listed as: "The outbreak of swine flu in different parts of the world." For April 25-27, 2009 the story was listed as: "Reports of swine flu in Mexico and the U.S."

⁴ August 21-24, 2009 asked about "Afghanistan's presidential election." February 20-23, 2009 asked about "The Obama administration's decision to send 17,000 additional U.S. troops to Afghanistan." From June 20-23, 2008 to October 10-13, 2008 the story was listed as "The military effort in Afghanistan against Taliban fighters."

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>
e. The current situation and events in Iraq	21	33	30	16	*
August 21-24, 2009	25	35	22	18	1
August 14-17, 2009	19	38	23	18	*
TREND FOR COMPARISON⁵:					
July 2-5, 2009	25	34	20	21	0
April 24-27, 2009	21	35	25	19	*
March 20-23, 2009	25	37	21	17	*
February 27-March 2, 2009	40	37	13	9	1
December 12-15, 2008	24	35	25	16	*
November 21-24, 2008	32	31	24	13	0
November 14-17, 2008	24	33	27	16	*
October 31-November 3, 2008	30	35	22	12	1
October 24-27, 2008	29	35	25	11	*
October 10-13, 2008	23	34	30	13	*
October 3-6, 2008	29	33	28	10	*
September 5-8, 2008	24	37	26	13	*
August 29-31, 2008	22	32	29	16	1
August 22-25, 2008	26	31	27	15	1
August 1-4, 2008	27	40	23	10	*
July 25-28, 2008	28	33	22	17	*
July 18-21, 2008	33	35	20	12	*
July 11-14, 2008	24	35	24	16	1
July 3-7, 2008	25	35	25	15	*
June 20-23, 2008	25	36	24	15	*
May 9-12, 2008	29	35	21	14	1
May 2-5, 2008	26	35	25	13	1
April 25-28, 2008	29	35	23	12	1
April 18-21, 2008	29	39	20	11	1
April 11-14, 2008	25	39	20	15	1
April 4-7, 2008	25	37	23	15	*
March 28-31, 2008	29	40	19	11	1
March 20-24, 2008	30	38	19	13	*
March 14-17, 2008	29	38	23	10	*
March 7-10, 2008	28	39	18	15	*
February 29-March 3, 2008	28	40	19	13	*
February 8-11, 2008	24	35	25	16	*
February 1-4, 2008	28	39	22	11	*
January 25-28, 2008	23	35	26	16	*
January 18-21, 2008	31	33	20	15	1
January 11-14, 2008	25	38	21	16	*
January 4-7, 2008	27	38	20	15	*
December 14-17, 2007	26	32	24	18	*
December 7-10, 2007	28	37	21	14	*
November 23-26, 2007	25	37	21	16	1
November 16-19, 2007	31	37	19	12	1
November 9-12, 2007	29	38	19	13	1

⁵ July 2-5, 2009 asked about: "U.S. troops withdrawing from Iraqi cities." February 27-March 2, 2009 asked about "Barack Obama's plan to withdraw most U.S. troops from Iraq by August 2010." From March 20-23, 2009 to April 24-27, 2009 and from March 30-April 2, 2007 through December 12-15, 2008 the story was listed as "The current situation and events in Iraq." From May, 2003 to March 23-26, 2007, the story was listed as "News about the current situation in Iraq." From March 20-24, 2003 to April 11-16, 2003, the story was listed as "News about the war in Iraq." From Early October, 2002, to March 13-16, 2003, the story was listed as "Debate over the possibility that the U.S. will take military action in Iraq." In Early September, 2002, the story was listed as "Debate over the possibility that the U.S. will invade Iraq."

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>
November 2-5, 2007	31	35	18	15	1
October 26-29, 2007	28	37	21	13	1
October 19-22, 2007	28	37	20	15	*
October 12-15, 2007	26	36	18	19	1
October 5-8, 2007	29	33	22	16	*
September 28 – October 1, 2007	30	41	18	11	*
September 21-24, 2007	32	38	17	13	*
September 14-17, 2007	31	36	18	15	0
September 7-10, 2007	32	34	20	14	*
August 30 – September 2, 2007	31	34	18	16	1
August 24-27, 2007	34	36	18	12	*
August 17-20, 2007	33	34	18	15	*
August 10-13, 2007	36	37	14	13	*
August 3-6, 2007	29	40	19	12	*
July 27-30, 2007	28	36	19	16	1
July 20-23, 2007	28	34	21	16	1
July 13-16, 2007	25	41	17	16	1
July 6-9, 2007	36	34	18	12	*
June 29-July 2, 2007	32	35	19	13	1
June 22-25, 2007	30	36	18	15	1
June 15-18, 2007	30	37	20	13	*
June 8-11, 2007	32	38	15	14	1
June 1-4, 2007	30	36	20	13	1
May 24-27, 2007	33	36	18	12	1
May 18-21, 2007	36	34	15	14	1
May 11-14, 2007	30	34	18	17	1
May 4-7, 2007	38	37	15	10	*
April 27-30, 2007	27	35	21	16	1
April 20-23, 2007	28	35	22	15	*
April 12-16, 2007	34	33	20	13	*
April 5-9, 2007	33	39	16	11	1
March 30-April 2, 2007	34	37	16	13	*
March 23-March 26, 2007	31	38	18	12	1
March 16-19, 2007	34	34	17	15	*
March 9-12, 2007	34	37	16	13	*
March 2-5, 2007	37	37	16	9	1
February 23-26, 2007	36	36	15	13	*
February 16-19, 2007	30	36	19	14	1
February 9-12, 2007	37	34	18	11	*
February 2-5, 2007	38	38	17	7	*
January 26-29, 2007	36	38	15	11	*
January 19-22, 2007	37	34	18	10	1
January 12-15, 2007	38	36	17	8	1
January, 2007	46	40	8	5	1
January 5-8, 2007	40	32	16	12	0
December, 2006	42	39	12	7	*
November 30-December 3, 2006	40	36	13	11	*
Mid-November, 2006	44	38	12	6	*
September, 2006	33	43	14	8	2
August, 2006	41	39	12	7	1
June, 2006	37	43	13	6	1
May, 2006	42	35	15	7	1
April, 2006	43	36	13	7	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, 2006	43	38	12	6	1
February, 2006	39	42	12	6	1
January, 2006	40	40	12	7	1
December, 2005	45	38	11	5	1
Early November, 2005	41	40	13	6	*
Early October, 2005	43	36	15	6	*
Early September, 2005	32	40	20	7	1
July, 2005	43	37	13	6	1
Mid-May, 2005	42	42	11	5	*
Mid-March, 2005	40	39	14	5	2
February, 2005	38	45	13	4	*
January, 2005	48	37	11	4	*
December, 2004	34	44	15	6	1
Mid-October, 2004	42	38	11	8	1
Early September, 2004	47	37	9	6	1
August, 2004	39	42	12	6	1
July, 2004	43	40	11	6	*
June, 2004	39	42	12	6	1
April, 2004	54	33	8	5	*
Mid-March, 2004	47	36	12	4	1
Early February, 2004	47	38	10	4	1
Mid-January, 2004	48	39	9	4	*
December, 2003	44	38	11	6	1
November, 2003	52	33	9	5	1
September, 2003	50	33	10	6	1
Mid-August, 2003	45	39	10	5	1
Early July, 2003	37	41	13	8	1
June, 2003	46	35	13	6	*
May, 2003	63	29	6	2	*
April 11-16, 2003	47	40	10	2	1
April 2-7, 2003	54	34	9	2	1
March 20-24, 2003	57	33	7	2	1
March 13-16, 2003	62	27	6	4	1
February, 2003	62	25	8	4	1
January, 2003	55	29	10	4	2
December, 2002	51	32	10	6	1
Late October, 2002	53	33	8	5	1
Early October, 2002	60	28	6	5	1
Early September, 2002	48	29	15	6	2
f. The eighth anniversary of the September 11 th terrorist attacks	31	30	22	17	0
September, 2006 ⁶	27	35	25	12	1
September, 2002	39	35	18	7	1

⁶ September, 2006 asked about “The upcoming fifth anniversary of the September 11th terrorist attacks.” September, 2002 asked about “Coverage of the upcoming anniversary of the September 11th terrorist attacks.”

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.]

- 45 Debate over health care reform
- 16 Reports about swine flu and the availability of a vaccine
- 15 Reports about the condition of the U.S. economy
- 6 The eighth anniversary of the September 11th terrorist attacks
- 5 The U.S. military effort in Afghanistan
- 2 The current situation and events in Iraq
- 5 Some other story (VOL.)
- 6 Don't know/Refused (VOL.)

Q.4 Did you happen to watch President Obama's speech about health care on Wednesday night, or didn't you get a chance to see it?

- 41 Yes, watched
- 59 No, didn't watch
- * Don't know/Refused (VOL.)

Q.5 How would you characterize the tone of the debate over health care: Has it been generally polite and respectful or generally rude and disrespectful?

- 31 Polite and respectful
- 53 Rude and disrespectful
- 16 Don't know/Refused (VOL.)

ASK IF "RUDE" [N=548]:

Q.6 Who do you think is mostly to blame for this, the supporters of health care legislation or opponents of health care legislation?

- 17 Supporters
- 59 Opponents
- 17 Both (VOL.)
- 7 Don't know/Refused (VOL.)

Q.7 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. President Obama's speech to public school students about education	57	28	14	0
b. Ellen DeGeneres becoming the fourth judge on American Idol	19	44	37	1
TREND FOR COMPARISON				
August 7-10, 2009: News that Paula Abdul will not return to American Idol	24	45	30	2
c. Republican Joe Wilson shouting at President Obama during his health care speech	55	28	16	1
d. White House "green jobs" adviser Van Jones resigning after controversy over past comments and affiliations	22	35	41	1