

PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
January 22-25, 2010 NEWS INTEREST INDEX OMNIBUS SURVEY
FINAL TOPLINE
N=1,010

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				
January 22-25, 2010	8	33	55	4
December 4-7, 2009	12	27	57	3
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

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 25-28, 2008	16	24	58	2
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. Reports about the condition of the U.S. economy	<u>Very closely</u>	<u>Fairly closely</u>	<u>Not too closely</u>	<u>Not at all closely</u>	<u>DK/Refused</u>
January 22-25, 2010	41	34	14	10	*
January 15-18, 2010	37	38	14	11	*
January 8-11, 2010	39	33	15	12	*
December 18-21, 2009	45	31	14	10	0
December 11-14, 2009	42	31	14	13	*
December 4-7, 2009	41	36	13	9	1
November 13-16, 2009	38	33	14	15	*
October 30-November 2, 2009	34	32	17	16	*
October 23-26, 2009	44	30	15	10	1
October 9-12, 2009	41	29	16	13	*
October 2-5, 2009	44	30	15	11	0
September 25-28, 2009	44	37	10	10	*
September 18-21, 2009	44	34	15	7	*
September 11-14, 2009	45	32	14	9	*
September 3-6, 2009	41	31	15	13	*
August 28-31, 2009	45	30	13	12	1
August 21-24, 2009	50	27	13	10	1
August 14-17, 2009	41	37	11	12	*
August 7-10, 2009	42	34	13	10	*
July 31-August 3, 2009	46	34	11	8	*
July 24-27, 2009	45	35	12	8	*
July 17-20, 2009	43	35	11	11	1
July 10-13, 2009	37	38	13	11	*
July 2-5, 2009	38	35	15	12	*
June 19-22, 2009	42	33	15	10	*
June 12-15, 2009	41	35	12	12	*
June 5-8, 2009	41	34	11	14	*
May 29-June 1, 2009	43	37	11	8	*
May 21-24, 2009	44	35	13	9	*
May 15-18, 2009	44	35	12	8	*
May 8-11, 2009	42	34	12	12	*
May 1-4, 2009	47	36	11	5	1
April 17-20, 2009	52	30	10	7	1
April 9-13, 2009	48	29	13	10	0
March 27-30, 2009	48	32	10	10	*
March 20-23, 2009	52	34	8	6	*
March 13-16, 2009	48	33	9	10	*
February 27-March 2, 2009	56	30	8	6	*
February 13-16, 2009	55	29	10	6	*

Q.2 CONTINUED...

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

Q.2 CONTINUED...

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

January 22-25, 2010	41	32	15	11	*
January 15-18, 2010	37	27	19	18	*
January 8-11, 2010	39	26	20	15	*
December 18-21, 2009	42	27	16	14	*
December 11-14, 2009	42	30	15	14	*
December 4-7, 2009	42	28	15	14	1
November 20-23, 2009	42	29	14	15	*
November 13-16, 2009	38	26	17	17	1
November 6-9, 2009	35	28	15	22	1
October 30-November 2, 2009	32	26	19	23	*
October 23-26, 2009	40	27	16	17	1
October 16-19, 2009	36	28	15	21	*
October 9-12, 2009	37	29	14	19	1
October 2-5, 2009	39	29	16	16	*
September 25-28, 2009	45	31	12	12	0
September 18-21, 2009	44	26	19	11	*

Q.2 CONTINUED...

	<u>Very closely</u>	<u>Fairly closely</u>	<u>Not too closely</u>	<u>Not at all closely</u>	<u>DK/ Refused</u>
September 11-14, 2009	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	25	30	20	24	*
March 6-9, 2009: <i>Obama proposing a \$630 billion fund for overhauling health care</i>	41	32	13	14	*
September, 1994: <i>The Clinton administration's health care reform proposals</i>	32	41	18	9	*
June, 1994	34	40	19	7	*
May, 1994	37	37	16	9	1
January, 1994	38	38	15	9	*
Early January, 1994	40	40	14	6	*
December, 1993	45	35	12	7	1
October, 1993	44	32	17	6	1
September, 1993	49	34	11	6	*
August, 1993: <i>Reports about the White House task force on health care reform headed by Hillary Clinton</i>	27	32	25	15	1
June, 1993	28	38	19	15	*
May, 1993	30	30	25	14	1
c. The aftermath of a major earthquake and relief efforts in Haiti					
January 22-25, 2010	50	40	8	3	*
January 15-18, 2010: <i>A major earthquake in Haiti</i>	60	28	8	4	*
TREND FOR COMPARISON:					
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	*

² June 12-15, 2009 through 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>
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. A Massachusetts special election to replace the late Ted Kennedy in the U.S. Senate					
January 22-25, 2010	36	27	17	20	*
TREND FOR COMPARISON:					
Sen. Ted Kennedy					
August 28-31, 2009: <i>The death of Massachusetts Senator Ted Kennedy</i>	28	32	22	17	*
May 22-25, 2008: <i>Senator Ted Kennedy has a cancerous brain tumor</i>	26	36	24	14	*
TREND FOR COMPARISON:					
Other political					
January 8-11, 2010: <i>News about this year's Congressional elections</i>	20	24	26	29	1
November 6-9, 2009: <i>Reports about state and local elections</i>	20	28	23	28	*
May 1-4, 2009: <i>The decision by Pennsylvania Senator Arlen Specter to join the Democratic Party</i>	22	26	21	29	2
November 1-4, 2006: <i>News about candidates and election campaigns in your state and district</i>	27	37	18	17	1
August 10-13, 2006: <i>Senator Joe Lieberman's defeat in the Connecticut primary</i>	17	24	19	37	3
June 13-17, 2001: <i>The decision by Vermont Senator Jim Jeffords to leave the Republican Party</i>	21	27	18	34	*

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 Supreme Court overturning campaign finance limits on corporations and unions paying for ads about political candidates					
January 22-25, 2010	18	21	25	34	1
TREND FOR COMPARISON:					
Campaign finance:					
December, 2003: <i>The Supreme Court decision upholding campaign finance reform legislation</i>	8	17	28	45	2
April, 2001: <i>The debate in Congress over campaign finance reform</i>	14	27	25	33	1
TREND FOR COMPARISON:					
Other Supreme Court decisions:					
July 2-5, 2009: <i>The Supreme Court ruling that a group of firefighters were unfairly denied promotions because of their race</i>	19	25	18	38	*
June 27-30, 2008: <i>The U.S. Supreme Court decision to overturn a ban on handguns in Washington, D.C.</i>	28	28	21	22	1
June 13-16, 2008: <i>The U.S. Supreme Court ruling that foreign terror suspects held at Guantanamo Bay have the right to challenge their confinement</i>	21	23	24	32	*
June 29-July 2, 2007: <i>A Supreme Court ruling that public schools cannot use race to decide where students attend classes</i>	23	23	19	34	1
April 20-23, 2007: <i>The Supreme Court decision to uphold a ban on partial birth abortion</i>	21	25	24	29	1
June, 2005: <i>The Supreme Court decision upholding the federal government's ban on the use of medical marijuana</i>	19	34	21	25	1
July, 2002: <i>The Supreme Court ruling allowing vouchers to be used at private and religious schools</i>	19	24	22	33	2
July, 2002: <i>The Supreme Court ruling that bans the death penalty for the mentally retarded</i>	16	23	25	34	2
July, 2000: <i>The Supreme Court ruling that Nebraska law banning late-term abortion was unconstitutional</i>	15	23	18	43	1
July, 2000: <i>The Supreme Court ruling allowing the Boy Scouts to fire gay troop leaders</i>	16	35	20	29	*
June, 1997: <i>The decision by the Supreme Court that Paula Corbin Jones can move forward with her sexual harassment lawsuit against President Clinton</i>	16	34	28	21	1
July, 1991: <i>The Supreme Court decision allowing laws that bar federally funded agencies from discussing abortion</i>	25	31	24	19	1
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

Q.2 CONTINUED...

	<u>Very closely</u>	<u>Fairly closely</u>	<u>Not too closely</u>	<u>Not at all closely</u>	<u>DK/Refused</u>
July, 1990: <i>The Supreme Court decision regarding a person's right to die</i>	24	32	24	19	1
July, 1989: <i>The Supreme Court decision on abortion</i>	47	36	14	3	*
July, 1989: <i>The Supreme Court decision on the burning of the U.S. flag</i>	51	32	12	4	1
f. Conan O'Brien leaving NBC and Jay Leno taking over the Tonight Show					
January 22-25, 2010	10	21	33	35	*
January 15-18, 2010: <i>NBC rearranging its late-night comedy programs with Jay Leno and Conan O'Brien</i>	10	21	26	42	*

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.**]

- 47 The aftermath of a major earthquake and relief efforts in Haiti
- 18 Debate over health care reform
- 14 A Massachusetts special election to replace the late Ted Kennedy in the U.S. Senate
- 8 Reports about the condition of the U.S. economy
- 3 Conan O'Brien leaving NBC and Jay Leno taking over the Tonight Show
- 1 The Supreme Court overturning campaign finance limits on corporations and unions paying for ads about political candidates
- 4 Some other story (VOL.)
- 4 Don't know/Refused (VOL.)

Q.4 Do you think news organizations are giving too much coverage, too little coverage or the right amount of coverage to each of the following? [**INSERT ITEM; RANDOMIZE**]

	<u>Too much coverage</u>	<u>Too little coverage</u>	<u>Right amount of coverage</u>	<u>DK/Refused</u>
a. Reports about the condition of the U.S. economy				
January 22-25, 2010	9	38	52	2
October 2-5, 2009	22	32	44	2
July 17-20, 2009	16	30	51	4
March 20-23, 2009	21	26	51	2
January 18-21, 2008	11	32	52	5
February, 2001: <i>Signs of an economic slowdown</i>	21	25	46	8
b. Debate over health care reform				
January 22-25, 2010	11	38	47	3
October 16-19, 2009	16	36	46	2
October 2-5, 2009	21	35	40	4
July 17-20, 2009: <i>Debate in Washington over health care reform</i>	6	45	44	6

Q.4 CONTINUED...

	<u>Too much coverage</u>	<u>Too little coverage</u>	<u>Right amount of coverage</u>	<u>DK/Refused</u>
c. The aftermath of a major earthquake and relief efforts in Haiti				
January 22-25, 2010	19	9	71	1
January 15-18, 2010: <i>The earthquake in Haiti</i> ³	19	10	69	2
d. A Massachusetts special election to replace the late Ted Kennedy in the U.S. Senate				
January 22-25, 2010	16	15	64	5
e. The Supreme Court overturning campaign finance limits on corporations and unions paying for ads about political candidates				
January 22-25, 2010	8	49	33	9
f. Conan O'Brien leaving NBC and Jay Leno taking over the Tonight Show				
January 22-25, 2010	69	4	21	6

Q.5 Thinking now about the issue of health care, from what you've seen and heard, do you think a health care reform bill will pass this year or not?

	<u>Yes, will</u>	<u>No, will not</u>	<u>DK/Refused</u>
January 22-25, 2010	27	67	5
January 15-18, 2010	57	33	10
January 8-11, 2010	59	29	11
December 18-21, 2009 ⁴	61	34	5
December 11-14, 2009	56	38	6
December 4-7, 2009	52	35	14
November 20-23, 2009	52	37	11
November 13-16, 2009	49	37	14
November 6-9, 2009	48	40	11
October 30-November 2, 2009	47	39	14
October 23-26, 2009	53	40	7
October 16-19, 2009	57	38	5
October 9-12, 2009	45	46	9

Q.6 Do you happen to know which party's candidate won the special election in Massachusetts to replace Ted Kennedy in the U.S. Senate? Was it [RANDOMIZE: the Republican candidate or the Democratic candidate/the Democratic candidate or the Republican candidate]?

Jan 22-25

2010

79	The Republican candidate (<i>Correct</i>)
5	The Democratic candidate
16	Don't know/Refused (VOL.)

³ For January 15-18, 2010, this question was asked as a stand-alone question, not as part of a list.

⁴ For December 18-21, 2009 and earlier, the question asked about the chance of a health care reform bill passing "over the next year or not".