

**PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS**  
**February 12-15, 2010 NEWS INTEREST INDEX OMNIBUS SURVEY**  
**FINAL TOPLINE**  
**N=1,029**

Q.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>	<u>DK/ Refused</u>
a. Reports about the condition of the U.S. economy					
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	*
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	*

**Q.1 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 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	*

**Q.1 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, 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>b. Former President Bill Clinton's heart trouble</b>					
February 12-15, 2010	11	26	31	32	*
<b>TREND FOR COMPARISON:</b>					
September 8-13, 2004: <i>Former President Bill Clinton's heart surgery</i>	19	31	25	24	1
<b>c. The aftermath of a major earthquake and relief efforts in Haiti</b>					
February 12-15, 2010	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	*
<b>TREND FOR COMPARISON:</b>					
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	*

**Q.1 CONTINUED...**

	<u>Very closely</u>	<u>Fairly closely</u>	<u>Not too closely</u>	<u>Not at all closely</u>	<u>DK/ Refused</u>
May 16-19, 2008: <i>The earthquake in China</i>	30	41	17	12	*
May 9-12, 2008: <i>Reports about the cyclone that hit Burma</i>	23	35	23	19	*
November 2-5, 2007: <i>The impact of Hurricane Noel on the Bahamas and Cuba</i>	11	22	31	35	1
September 7-10, 2007: <i>The impact of Hurricanes Felix and Henriette on Mexico and Central America</i>	14	29	29	27	1
August 24-27, 2007: <i>The destruction caused by Hurricane Dean in Mexico and the Caribbean</i>	18	39	24	18	1
October, 2005: <i>The earthquake in Pakistan</i>	22	39	23	16	*
January 2005: <i>The earthquake and tsunami in the Indian Ocean</i>	58	32	7	3	*
January 2004: <i>The earthquake in Iran</i>	16	34	31	19	*
February 2001: <i>The earthquake in India</i>	15	33	31	20	1
March 2000: <i>Flood rescue efforts in Mozambique</i>	10	26	30	34	*
September 1999: <i>The earthquake in Turkey</i>	27	37	23	12	1
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	*
<b>d. Concerns about problems with sudden acceleration and braking in Toyotas</b>					
February 12-15, 2010	15	29	28	28	1
February 5-8, 2010	21	39	23	17	*
January 29-February 1, 2010: <i>Toyota's recall and temporary halt of sales of many cars and trucks because of problems with sudden acceleration</i>	21	30	22	26	1
<b>TREND FOR COMPARISON:</b>					
Early October, 2000: <i>The recall of defective Firestone tires</i>	42	34	16	8	*
<b>e. The start of the Winter Olympics in Vancouver, Canada</b>					
February 12-15, 2010	18	23	23	35	1
<b>TREND FOR COMPARISON:</b>					
Aug 22-25, 2008: <i>The Olympic Games in Beijing, China</i>	35	31	19	15	*
August 15-18, 2008	35	31	17	16	1
August 8-11, 2008	24	29	24	23	*
August 1-4, 2008 <sup>1</sup>	13	33	31	23	*
July 25-28, 2008	12	31	29	28	*
April 4-7, 2008	5	18	31	45	1
Early September, 2004: <i>Summer/Athens</i>	25	25	21	29	*
February 12-18, 2002: <i>Winter/Utah</i>	22	30	21	26	1

<sup>1</sup> For August 1-4, 2008 and April 4-7, 2008 the story was listed as "News about the upcoming Olympic games in Beijing, China." For July 25-28, 2008 the story was listed as "News about China as the Beijing Olympic Games approach."

**Q.1 CONTINUED...**

	<u>Very closely</u>	<u>Fairly closely</u>	<u>Not too closely</u>	<u>Not at all closely</u>	<u>DK/Refused</u>
Early October, 2000: <i>Summer/Sydney</i>	27	28	24	21	*
Early September, 1996: <i>Summer/Atlanta</i>	32	34	20	14	*
July, 1996: <i>Summer/Atlanta</i>	45	30	13	11	1
February, 1992: <i>Winter/France</i>	33	30	19	17	1
f. Major snow storms affecting the East Coast and the South					
February 12-15, 2010	39	31	16	14	*
<b>TREND FOR COMPARISON:</b>					
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	*

Q.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.**]

- 30 The aftermath of a major earthquake and relief efforts in Haiti
- 21 Reports about the condition of the U.S. economy
- 20 Major snow storms affecting the East Coast and the South
- 10 The start of the Winter Olympics in Vancouver, Canada
- 4 Concerns about problems with sudden acceleration and braking in Toyotas
- 1 Former President Bill Clinton's heart trouble
- 7 Some other story (VOL.)
- 7 Don't know/Refused (VOL.)

Q.3 Do you think news organizations are giving too much coverage, too little coverage, or the right amount of coverage to each of the following? [RANDOMIZE ITEMS]

	<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				
February 12-15, 2010	16	34	46	4
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. Former President Bill Clinton's heart trouble				
February 12-15, 2010	29	7	56	7
<b>TREND FOR COMPARISON:</b>				
February 14-19, 2001: <i>Bill Clinton's activities as he was leaving office</i>	53	9	31	7
c. The aftermath of a major earthquake and relief efforts in Haiti				
February 12-15, 2010	19	14	65	2
January 22-25, 2010	19	9	71	1
January 15-18, 2010: <i>The earthquake in Haiti</i> <sup>2</sup>	19	10	69	2
d. Concerns about problems with sudden acceleration and braking in Toyotas				
February 12-15, 2010	25	13	56	6
e. The start of the Winter Olympics in Vancouver, Canada				
February 12-15, 2010	12	14	65	9
f. Major snow storms affecting the East Coast and the South				
February 12-15, 2010	22	5	70	3

<sup>2</sup> For January 15-18, 2010, this question was asked as a stand-alone question, not as part of a list.