## PEW RESEARCH CENTER FOR THE PEOPLE \& THE PRESS March 12-15, 2010 NEWS INTEREST INDEX OMNIBUS SURVEY FINAL TOPLINE $\mathbf{N}=\mathbf{1 , 0 1 9}$

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?"]

|  | Very closely | Fairly closely | Not too closely | Not at all closely | DK/ Refused |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Reports about the condition of the U.S. economy |  |  |  |  |  |
| 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 | * |

## Q. 1 CONTINUED...

March 13-16, 2009
February 27-March 2, 2009
February 13-16, 2009
January 30-February 2, 2009
January 23-26, 2009
January 16-19, 2009
January 2-4, 2009
December 12-15, 2008
December 5-8, 2008
November 21-24, 2008
November 14-17, 2008
November 7-10, 2008
October 31-November 3, 2008
October 24-27, 2008
October 17-20, 2008
October 10-13, 2008
October 3-6, 2008
September 26-29, 2008
September 19-22, 2008
September 5-8, 2008
August 29-31, 2008
August 15-18, 2008
August 8-11, 2008
August 1-4, 2008
July 25-28, 2008
July 18-21, 2008
July 11-14, 2008
June 27-30, 2008
June 13-16, 2008
May 9-12, 2008
May 2-5, 2008
April 18-21, 2008
April 4-7, 2008
March 28-31, 2008
March 20-24, 2008
February 29-March 3, 2008
February 15-18, 2008
February 1-4, 2008
January 18-21, 2008
January 11-14, 2008
November 2-5, 2007
October 19-22, 2007
August 10-13, 2007
Mid-November, 2006
December, 2005
Early November, 2005
Mid-May, 2005
January, 2005
Mid-October, 2004
Early September, 2004
Mid-January, 2004
December, 2003
November, 2003

| Very closely | Fairly closely | Not too closely | Not at all closely | DK/ <br> Refused |
| :---: | :---: | :---: | :---: | :---: |
| 48 | 33 | 9 | 10 | * |
| 56 | 30 | 8 | 6 | * |
| 55 | 29 | 10 | 6 | * |
| 52 | 31 | 12 | 5 | * |
| 57 | 30 | 8 | 5 | 0 |
| 43 | 35 | 13 | 9 | * |
| 42 | 36 | 15 | 7 | * |
| 51 | 33 | 9 | 7 | * |
| 42 | 38 | 13 | 7 | * |
| 59 | 24 | 9 | 8 | * |
| 56 | 29 | 9 | 6 | * |
| 54 | 31 | 8 | 7 | * |
| 63 | 27 | 6 | 4 | * |
| 52 | 35 | 7 | 5 | 1 |
| 62 | 29 | 6 | 3 | * |
| 65 | 25 | 7 | 3 | * |
| 69 | 23 | 5 | 3 | * |
| 70 | 22 | 5 | 3 | * |
| 56 | 27 | 12 | 5 | * |
| 44 | 33 | 16 | 7 | * |
| 41 | 34 | 13 | 11 | 1 |
| 39 | 36 | 15 | 10 | * |
| 39 | 35 | 16 | 10 | * |
| 47 | 34 | 11 | 8 | 0 |
| 46 | 32 | 10 | 12 | * |
| 45 | 33 | 13 | 9 | * |
| 44 | 33 | 12 | 10 | 1 |
| 49 | 31 | 12 | 7 | 1 |
| 42 | 33 | 14 | 11 | * |
| 45 | 31 | 13 | 11 | * |
| 43 | 31 | 15 | 10 | 1 |
| 41 | 35 | 13 | 10 | 1 |
| 39 | 37 | 12 | 12 | * |
| 42 | 36 | 14 | 8 | * |
| 45 | 33 | 13 | 9 | * |
| 38 | 35 | 15 | 11 | 1 |
| 37 | 36 | 11 | 16 | 8 |
| 40 | 37 | 14 | 8 | 1 |
| 42 | 31 | 16 | 11 | * |
| 36 | 32 | 15 | 16 | 1 |
| 27 | 37 | 16 | 19 | 1 |
| 25 | 34 | 20 | 21 | * |
| 28 | 36 | 18 | 18 | * |
| 31 | 40 | 17 | 11 | 1 |
| 35 | 35 | 18 | 11 | 1 |
| 35 | 39 | 17 | 9 | * |
| 30 | 39 | 19 | 11 | 1 |
| 35 | 41 | 17 | 7 | * |
| 30 | 43 | 16 | 10 | 1 |
| 39 | 34 | 15 | 11 | 1 |
| 37 | 41 | 15 | 7 | * |
| 35 | 38 | 14 | 11 | 2 |
| 40 | 34 | 15 | 10 | 1 |

## Q. 1 CONTINUED...

October, 2003
September, 2003
March, 2003
February, 2003
January, 2003
December, 2002
February, 2002
January, 2002
December, 2001
Mid-November, 2001
June, 2001
May, 2001
April, 2001
February, 2001
January, 2001
June, 1995
March, 1995
February, 1995
December, 1994
October, 1994
June, 1994
May, 1994
January, 1994
Early January, 1994
December, 1993
October, 1993
September, 1993
Early September, 1993
August, 1993
May, 1993
February, 1993
January, 1993
September, 1992
May, 1992
March, 1992
February, 1992
January, 1992
October, 1991

| Very closely | Fairly closely | Not too closely | Not at all closely | DK/ <br> Refused |
| :---: | :---: | :---: | :---: | :---: |
| 32 | 39 | 16 | 12 | 1 |
| 39 | 30 | 18 | 12 | 1 |
| 40 | 35 | 16 | 8 | 1 |
| 42 | 33 | 15 | 10 | * |
| 40 | 35 | 13 | 11 | 1 |
| 38 | 34 | 17 | 10 | 1 |
| 35 | 40 | 15 | 9 | 1 |
| 30 | 44 | 16 | 9 | 1 |
| 37 | 40 | 13 | 8 | 2 |
| 41 | 36 | 15 | 7 | 1 |
| 24 | 41 | 18 | 16 | 1 |
| 34 | 36 | 15 | 15 | 0 |
| 36 | 34 | 16 | 13 | 1 |
| 30 | 39 | 18 | 12 | 1 |
| 32 | 38 | 17 | 11 | 2 |
| 26 | 41 | 22 | 11 | * |
| 27 | 45 | 19 | 9 | * |
| 23 | 41 | 22 | 13 | 1 |
| 28 | 43 | 20 | 9 | * |
| 27 | 40 | 20 | 12 | 1 |
| 25 | 42 | 23 | 10 | * |
| 33 | 40 | 16 | 10 | 1 |
| 34 | 39 | 16 | 10 | 1 |
| 36 | 44 | 13 | 7 | * |
| 35 | 41 | 15 | 8 | 1 |
| 33 | 38 | 20 | 9 | * |
| 37 | 40 | 14 | 8 | 1 |
| 39 | 39 | 14 | 9 | * |
| 41 | 36 | 14 | 9 | * |
| 37 | 38 | 18 | 6 | 1 |
| 49 | 36 | 10 | 5 | * |
| 42 | 39 | 12 | 7 | * |
| 43 | 37 | 13 | 6 | 1 |
| 39 | 39 | 15 | 6 | 1 |
| 47 | 38 | 11 | 4 | * |
| 47 | 37 | 10 | 6 | * |
| 44 | 40 | 11 | 5 | * |
| 36 | 38 | 16 | 9 | 1 |

b. Reports about problems with sudden acceleration in Toyota vehicles

| March 12-15, 2010 <br> February 26-March 1, 2010: Congressional <br> hearings about problems with Toyota vehicles | 23 | 38 | 23 | 16 | * |
| :--- | :---: | :---: | :---: | :---: | :---: |
| February 12-15, 2010: Concerns about <br> problems with sudden acceleration and braking <br> in Toyotas | 16 | 31 | 27 | 25 | * |
| February 5-8, 2010 | 15 | 29 | 28 | 28 | 1 |
| January 29-February 1, 2010: Toyota's recall <br> and temporary halt of sales of many cars and <br> trucks because of problems with sudden <br> acceleration | 21 | 39 | 23 | 17 | * |

## Q. 1 CONTINUED...

## TREND FOR COMPARISON: <br> Early October, 2000: The recall of defective Firestone tires

| Very | Fairly <br> closely | Not too <br> closely | Not at all <br> closely | DK/ |
| :---: | :---: | :---: | :---: | :---: |
| closely |  |  |  |  |$\quad \underline{\text { Refused }}$

c. The current situation and events in Iraq

| March 12-15, 2010 | 22 | 36 | 28 | 14 | $*$ |
| :--- | :--- | :--- | :--- | :--- | :--- |
| March 5-8, 2010 | 26 | 34 | 20 | 20 | $*$ |
| January 29-February 1, 2010 | 23 | 33 | 27 | 17 | $*$ |
| January 15-18, 2010 | 20 | 35 | 28 | 17 | $*$ |
| October 16-19, 2009 | 23 | 30 | 24 | 23 | $*$ |
| September 11-14, 2009 | 21 | 33 | 30 | 16 | $*$ |
| August 21-24, 2009 | 25 | 35 | 22 | 18 | 1 |
| August 14-17, 2009 | 19 | 38 | 23 | 18 | $*$ |
| TREND FOR COMPARISON ${ }^{1}$ : |  |  |  |  |  |
| 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 | $*$ |
| ( |  |  |  | $*$ |  |

[^0]
## Q. 1 CONTINUED...

February 8-11, 2008
February 1-4, 2008
January 25-28, 2008
January 18-21, 2008
January 11-14, 2008
January 4-7, 2008
December 14-17, 2007
December 7-10, 2007
November 23-26, 2007
November 16-19, 2007
November 9-12, 2007
November 2-5, 2007
October 26-29, 2007
October 19-22, 2007
October 12-15, 2007
October 5-8, 2007
September 28 - October 1, 2007
September 21-24, 2007
September 14-17, 2007
September 7-10, 2007
August 30 - September 2, 2007
August 24-27, 2007
August 17-20, 2007
August 10-13, 2007
August 3-6, 2007
July 27-30, 2007
July 20-23, 2007
July 13-16, 2007
July 6-9, 2007
June 29-July 2, 2007
June 22-25, 2007
June 15-18, 2007
June 8-11, 2007
June 1-4, 2007
May 24-27, 2007
May 18-21, 2007
May 11-14, 2007
May 4-7, 2007
April 27-30, 2007
April 20-23, 2007
April 12-16, 2007
April 5-9, 2007
March 30-April 2, 2007
March 23-March 26, 2007
March 16-19, 2007
March 9-12, 2007
March 2-5, 2007
February 23-26, 2007
February 16-19, 2007
February 9-12, 2007
February 2-5, 2007
January 26-29, 2007
January 19-22, 2007

| Very <br> closely | Fairly closely | Not too closely | Not at all closely | DK/ Refused |
| :---: | :---: | :---: | :---: | :---: |
| 24 | 35 | 25 | 16 | * |
| 28 | 39 | 22 | 11 | * |
| 23 | 35 | 26 | 16 | * |
| 31 | 33 | 20 | 15 | 1 |
| 25 | 38 | 21 | 16 | * |
| 27 | 38 | 20 | 15 | * |
| 26 | 32 | 24 | 18 | * |
| 28 | 37 | 21 | 14 | * |
| 25 | 37 | 21 | 16 | 1 |
| 31 | 37 | 19 | 12 | 1 |
| 29 | 38 | 19 | 13 | 1 |
| 31 | 35 | 18 | 15 | 1 |
| 28 | 37 | 21 | 13 | 1 |
| 28 | 37 | 20 | 15 | * |
| 26 | 36 | 18 | 19 | 1 |
| 29 | 33 | 22 | 16 | * |
| 30 | 41 | 18 | 11 | * |
| 32 | 38 | 17 | 13 | * |
| 31 | 36 | 18 | 15 | 0 |
| 32 | 34 | 20 | 14 | * |
| 31 | 34 | 18 | 16 | 1 |
| 34 | 36 | 18 | 12 | * |
| 33 | 34 | 18 | 15 | * |
| 36 | 37 | 14 | 13 | * |
| 29 | 40 | 19 | 12 | * |
| 28 | 36 | 19 | 16 | 1 |
| 28 | 34 | 21 | 16 | 1 |
| 25 | 41 | 17 | 16 | 1 |
| 36 | 34 | 18 | 12 | * |
| 32 | 35 | 19 | 13 | 1 |
| 30 | 36 | 18 | 15 | 1 |
| 30 | 37 | 20 | 13 | * |
| 32 | 38 | 15 | 14 | 1 |
| 30 | 36 | 20 | 13 | 1 |
| 33 | 36 | 18 | 12 | 1 |
| 36 | 34 | 15 | 14 | 1 |
| 30 | 34 | 18 | 17 | 1 |
| 38 | 37 | 15 | 10 | * |
| 27 | 35 | 21 | 16 | 1 |
| 28 | 35 | 22 | 15 | * |
| 34 | 33 | 20 | 13 | * |
| 33 | 39 | 16 | 11 | 1 |
| 34 | 37 | 16 | 13 | * |
| 31 | 38 | 18 | 12 | 1 |
| 34 | 34 | 17 | 15 | * |
| 34 | 37 | 16 | 13 | * |
| 37 | 37 | 16 | 9 | 1 |
| 36 | 36 | 15 | 13 | * |
| 30 | 36 | 19 | 14 | 1 |
| 37 | 34 | 18 | 11 | * |
| 38 | 38 | 17 | 7 | * |
| 36 | 38 | 15 | 11 | * |
| 37 | 34 | 18 | 10 | 1 |

## Q. 1 CONTINUED...

January 12-15, 2007
January, 2007
January 5-8, 2007
December, 2006
November 30-December 3, 2006
Mid-November, 2006
September, 2006
August, 2006
June, 2006
May, 2006
April, 2006
March, 2006
February, 2006
January, 2006
December, 2005
Early November, 2005
Early October, 2005
Early September, 2005
July, 2005
Mid-May, 2005
Mid-March, 2005
February, 2005
January, 2005
December, 2004
Mid-October, 2004
Early September, 2004
August, 2004
July, 2004
June, 2004
April, 2004
Mid-March, 2004
Early February, 2004
Mid-January, 2004
December, 2003
November, 2003
September, 2003
Mid-August, 2003
Early July, 2003
June, 2003
May, 2003
April 11-16, 2003
April 2-7, 2003
March 20-24, 2003
March 13-16, 2003
February, 2003
January, 2003
December, 2002
Late October, 2002
Early October, 2002
Early September, 2002

| Very closely | Fairly closely | Not too closely | Not at all closely | DK/ <br> Refused |
| :---: | :---: | :---: | :---: | :---: |
| 38 | 36 | 17 | 8 | 1 |
| 46 | 40 | 8 | 5 | 1 |
| 40 | 32 | 16 | 12 | 0 |
| 42 | 39 | 12 | 7 | * |
| 40 | 36 | 13 | 11 | * |
| 44 | 38 | 12 | 6 | * |
| 33 | 43 | 14 | 8 | 2 |
| 41 | 39 | 12 | 7 | 1 |
| 37 | 43 | 13 | 6 | 1 |
| 42 | 35 | 15 | 7 | 1 |
| 43 | 36 | 13 | 7 | 1 |
| 43 | 38 | 12 | 6 | 1 |
| 39 | 42 | 12 | 6 | 1 |
| 40 | 40 | 12 | 7 | 1 |
| 45 | 38 | 11 | 5 | 1 |
| 41 | 40 | 13 | 6 | * |
| 43 | 36 | 15 | 6 | * |
| 32 | 40 | 20 | 7 | 1 |
| 43 | 37 | 13 | 6 | 1 |
| 42 | 42 | 11 | 5 | * |
| 40 | 39 | 14 | 5 | 2 |
| 38 | 45 | 13 | 4 | * |
| 48 | 37 | 11 | 4 | * |
| 34 | 44 | 15 | 6 | 1 |
| 42 | 38 | 11 | 8 | 1 |
| 47 | 37 | 9 | 6 | 1 |
| 39 | 42 | 12 | 6 | 1 |
| 43 | 40 | 11 | 6 | * |
| 39 | 42 | 12 | 6 | 1 |
| 54 | 33 | 8 | 5 | * |
| 47 | 36 | 12 | 4 | 1 |
| 47 | 38 | 10 | 4 | 1 |
| 48 | 39 | 9 | 4 | * |
| 44 | 38 | 11 | 6 | 1 |
| 52 | 33 | 9 | 5 | 1 |
| 50 | 33 | 10 | 6 | 1 |
| 45 | 39 | 10 | 5 | 1 |
| 37 | 41 | 13 | 8 | 1 |
| 46 | 35 | 13 | 6 | * |
| 63 | 29 | 6 | 2 | * |
| 47 | 40 | 10 | 2 | 1 |
| 54 | 34 | 9 | 2 | 1 |
| 57 | 33 | 7 | 2 | 1 |
| 62 | 27 | 6 | 4 | 1 |
| 62 | 25 | 8 | 4 | 1 |
| 55 | 29 | 10 | 4 | 2 |
| 51 | 32 | 10 | 6 | 1 |
| 53 | 33 | 8 | 5 | 1 |
| 60 | 28 | 6 | 5 | 1 |
| 48 | 29 | 15 | 6 | 2 |

## Q. 1 CONTINUED...

d. Debate over health care reform

March 12-15, 2010
March 5-8, 2010
February 26-March 1, 2010
February 19-22, 2010
January 29-February 1, 2010
January 22-25, 2010
January 15-18, 2010
January 8-11, 2010
December 18-21, 2009
December 11-14, 2009
December 4-7, 2009
November 20-23, 2009
November 13-16, 2009
November 6-9, 2009
October 30-November 2, 2009
October 23-26, 2009
October 16-19, 2009
October 9-12, 2009
October 2-5, 2009
September 25-28, 2009
September 18-21, 2009
September 11-14, 2009

| Very <br> closely | Fairly <br> closely | Not too <br> closely | Not at all <br> closely | DK/ <br> Refused |
| :---: | :---: | :---: | :---: | :---: |

September 3-6, 2009
August 28-31, 2009
August 21-24, 2009
August 14-17, 2009

| 40 | 31 | 16 | 13 | $*$ |
| :--- | :--- | :--- | :--- | :--- |
| 42 | 27 | 17 | 15 | $*$ |
| 29 | 29 | 19 | 22 | $*$ |
| 33 | 28 | 19 | 19 | $*$ |
| 39 | 27 | 16 | 17 | $*$ |
| 41 | 32 | 15 | 11 | $*$ |
| 37 | 27 | 19 | 18 | $*$ |
| 39 | 26 | 20 | 15 | $*$ |
| 42 | 27 | 16 | 14 | $*$ |
| 42 | 30 | 15 | 14 | $*$ |
| 42 | 28 | 15 | 14 | 1 |
| 42 | 29 | 14 | 15 | $*$ |
| 38 | 26 | 17 | 17 | 1 |
| 35 | 28 | 15 | 22 | 1 |
| 32 | 26 | 19 | 23 | $*$ |
| 40 | 27 | 16 | 17 | 1 |
| 36 | 28 | 15 | 21 | $*$ |
| 37 | 29 | 14 | 19 | 1 |
| 39 | 29 | 16 | 16 | $*$ |
| 45 | 31 | 12 | 12 | 0 |
| 44 | 26 | 19 | 11 | $*$ |
| 44 | 27 | 14 | 15 | $*$ |
| 40 | 26 | 16 | 17 | 0 |
| 40 | 28 | 17 | 14 | 1 |
| 49 | 24 | 12 | 15 | 1 |
| 39 | 31 | 15 | 15 | 1 |

TREND FOR COMPARISON: ${ }^{2}$
August 7-10, 2009: Debate in Washington over health care reform

| 40 | 27 | 17 | 15 | 1 |
| :--- | :--- | :--- | :--- | :--- |
| 47 | 26 | 14 | 13 | 1 |
| 44 | 28 | 15 | 13 | $*$ |
| 33 | 31 | 13 | 21 | 2 |
| 24 | 29 | 20 | 27 | $*$ |
| 29 | 26 | 20 | 25 | 1 |
| 28 | 28 | 20 | 23 | $*$ |
| 29 | 26 | 18 | 26 | $*$ |
| 25 | 30 | 20 | 24 | $*$ |
|  |  |  |  |  |
| 41 | 32 | 13 | 14 | $*$ |
|  |  |  |  |  |
| 32 | 41 | 18 | 9 | $*$ |
| 34 | 40 | 19 | 7 | $*$ |
| 37 | 37 | 16 | 9 | 1 |
| 38 | 38 | 15 | 9 | $*$ |

[^1]
## Q. 1 CONTINUED...

Early January, 1994
December, 1993
October, 1993
September, 1993
August, 1993: Reports about the White House task force on health care reform headed by Hillary Clinton
June, 1993
May, 1993
e. The resignation of New York Congressman Eric Massa amid allegations of improper conduct with staff members March 12-15, 2010
TREND FOR COMPARISON:
June 26-29, 2009: South Carolina Governor Mark Sanford admitting he had an affair
August 15-18, 2008: John Edwards' admission that he had an affair

| Very <br> closely | Fairly <br> closely | Not too <br> closely | Not at all <br> closely | DK/ <br> Refused |
| :---: | :---: | :---: | :---: | :---: |
| 45 | 40 | 14 | 6 | $*$ |
| 44 | 35 | 12 | 7 | 1 |
| 49 | 32 | 17 | 6 | 1 |
|  |  | 11 | 6 | $*$ |
| 27 | 32 | 25 | 15 | 1 |
| 28 | 38 | 19 | 15 | $*$ |
| 30 | 30 | 25 | 14 | 1 |

March 14-17, 2008: The governor of New York, Eliot Spitzer, resigning because of his involvement with a prostitution ring 26
September 7-10, 2007: Reports about Idaho Senator Larry Craig's political future following his arrest for disorderly conduct in a men's restroom

16
August 30-September 2, 2007: Idaho Senator
Larry Craig's arrest for disorderly conduct in a men's restroom in the Minneapolis airport
October 17-22, 2006: The resignation of
Congressman Mark Foley, who sent
inappropriate messages to young people
26
September 5-8, 1996: The resignation of (Bill)
Clinton advisor Dick Morris over charges of sexual misconduct
October 5-8, 1989: The scandal involving
Congressman Barney Frank and a male prostitute
September 1-13, 1987: The end of Gary Hart's candidacy and the Donna Rice allegations

27

29
22

32
23

17
29
33

6
28
f. Major aftershocks in Chile following an earthquake in late February

March 12-15, 2010
41
March 5-8, 2010: A major earthquake in Chile
18
TREND FOR COMPARISON:
February 19-22, 2010: Haiti releasing most of the Americans who were accused of attempted kidnapping
February 12-15, 2010: The aftermath of a
major earthquake and relief efforts in Haiti
February 5-8, 2010
January 29-February 1, 2010

| 16 | 30 | 29 | 23 | $*$ |
| :--- | :--- | :--- | :--- | :--- |
| 37 | 37 | 17 | 8 | $*$ |
| 42 | 39 | 13 | 6 | $*$ |
| 45 | 38 | 13 | 4 | $*$ |

## Q. 1 CONTINUED...

| January 22-25, 2010 | 50 | 40 | 8 | 3 | * |
| :---: | :---: | :---: | :---: | :---: | :---: |
| January 15-18, 2010: A major earthquake in |  |  |  |  |  |
| Haiti | 60 | 28 | 8 | 4 | * |
| August 14-17, 2009: A typhoon that caused flooding and mudslides in Taiwan | 7 | 21 | 30 | 41 | 1 |
| April 9-13, 2009: A major earthquake in Italy | 18 | 35 | 25 | 22 | * |
| May 16-19, 2008: The earthquake in China | 30 | 41 | 17 | 12 | * |
| May 9-12, 2008: Reports about the cyclone that hit Burma | 23 | 35 | 23 | 19 | * |
| November 2-5, 2007: The impact of Hurricane Noel on the Bahamas and Cuba | 11 | 22 | 31 | 35 | 1 |
| September 7-10, 2007: The impact of Hurricanes Felix and Henriette on Mexico and |  |  |  |  |  |
| Central America | 14 | 29 | 29 | 27 | 1 |
| August 24-27, 2007: The destruction caused by |  |  |  |  |  |
| Hurricane Dean in Mexico and the Caribbean | 18 | 39 | 24 | 18 | 1 |
| October, 2005: The earthquake in Pakistan | 22 | 39 | 23 | 16 | * |
| January 2005: The earthquake and tsunami in the Indian Ocean | 58 | 32 | 7 | 3 | * |
| January 2004: The earthquake in Iran | 16 | 34 | 31 | 19 | * |
| February 2001: The earthquake in India | 15 | 33 | 31 | 20 | 1 |
| March 2000: Flood rescue efforts in |  |  |  |  |  |
| Mozambique | 10 | 26 | 30 | 34 | * |
| September 1999: The earthquake in Turkey | 27 | 37 | 23 | 12 | 1 |
| November 1998: Hurricane Mitch and the rain and mudslides in Central America | 36 | 36 | 16 | 11 | 1 |
| February 1995: The earthquake in Japan | 25 | 47 | 20 | 8 | * |
| May 1991: The cyclone that devastated |  |  |  |  |  |
| Bangladesh | 23 | 36 | 23 | 17 | 1 |
| July 1990: The earthquake in Iran | 20 | 36 | 28 | 16 | * |

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.]

March 12-15
$\underline{2010}$
33 Debate over health care reform
18 Reports about the condition of the U.S. economy
12 Reports about problems with sudden acceleration in Toyota vehicles
Major aftershocks in Chile following an earthquake in late February
7 The current situation and events in Iraq
The resignation of New York Congressman Eric Massa amid allegations of improper
$\begin{array}{ll}1 & \text { conduct with staff members } \\ 6 & \text { Some other story (VOL.) }\end{array}$
9 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]
a. Reports about problems with sudden acceleration in Toyota vehicles

| March 12-15, 2010 | 31 | 12 | 53 | 5 |
| :---: | :---: | :---: | :---: | :---: |

b. The current situation and events in Iraq

| March 12-15, 2010 | 10 | 39 | 46 | 5 |
| :--- | :---: | :---: | :---: | :---: |
| October 16-19, 2009 | 11 | 36 | 49 | 3 |
| March 20-23, 2009 | 8 | 45 | 43 | 4 |
| February 6-9, 2009: Recent elections <br> in Iraq | 5 | 47 | 36 | 12 |
| June 20-23, 2008 | 11 | 42 | 44 | 3 |
| April 25-28, 2008 | 12 | 44 | 42 | 2 |
| January 25-28, 2008 | 13 | 35 | 47 | 5 |
| December 14-17, 2007 | 15 | 36 | 44 | 5 |
| November 16-19, 2007 | 14 | 34 | 48 | 4 |
| November 2-5, 2007 | 18 | 33 | 43 | 6 |
| July 20-23, 2007 | 18 | 28 | 48 | 6 |
| June 1-4, 2007 | 23 | 23 | 47 | 7 |

c. Debate over health care reform

| March 12-15, 2010 | 14 | 36 | 46 | 4 |
| :--- | :--- | :--- | :--- | :--- |
| January 22-25, 2010 | 11 | 38 | 47 | 3 |
| October 16-19, 2009 | 16 | 36 | 46 | 2 |
| October 2-5, 2009 21 35 <br> July 17-20, 2009: Debate in Washington   <br> over health care reform 6 45 | 44 | 4 |  |  |

d. The resignation of New York Congressman

Eric Massa amid allegations of improper conduct with staff members

March 12-15, 201039
12
32
16
Q. 4 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?

|  | Yes, will | No, will not | DK/ <br> Refused |
| :--- | :---: | :---: | :---: | :---: |
| March 12-15, 2010 | 43 | 49 | 9 |
| March 5-8, 2010 | 39 | 52 | 9 |
| February 26-March 1, 2010 | 34 | 54 | 11 |
| February 19-22, 2010 | 27 | 62 | 11 |
| January 29-February 1, 2010 | 29 | 60 | 11 |
| 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 | 61 | 34 | 5 |

[^2]
## Q. 4 CONTINUED...

| December 11-14, 2009 | Yes, will |  | No, will not | DK/ <br> Refused |
| :--- | :---: | :---: | :---: | :---: |
| December 4-7, 2009 | 56 | 38 | 6 |  |
| November 20-23, 2009 | 52 | 35 | 14 |  |
| November 13-16, 2009 | 52 | 37 | 11 |  |
| November 6-9, 2009 | 49 | 37 | 14 |  |
| October 30-November 2, 2009 | 48 | 40 | 11 |  |
| October 23-26, 2009 | 47 | 39 | 14 |  |
| October 16-19, 2009 | 53 | 40 | 7 |  |
| October 9-12, 2009 | 57 | 38 | 5 |  |
|  | 45 | 46 | 9 |  |

Thinking about what happens next with the health care reform bills in Congress...
Q. 5 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]
(VOL.)
A Nothing Don't
a. The legislative approach Democrats might use to try to pass the health care reform bill $\begin{array}{lllll}\text { March 12-15, } 2010 & 40 & 43 & 16 & 1\end{array}$
b. The legislative approach Republicans might use to block the health care reform bill

March 12-15, $2010 \quad 34$ 47 19 *
Q. 6 From what you've read and heard, do you happen to know if the next major vote in the Senate on health care reform would require [RANDOMIZE: 51 votes to pass/60 votes to pass], or haven't you heard about this issue?

## March 12-15

$\underline{2010}$
$33 \quad 51$ votes to pass \{Correct $\}$
$14 \quad 60$ votes to pass
46 Haven't heard about this
8 Don’t know/Refused (VOL.)


[^0]:    1 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."

[^1]:    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."

[^2]:    3 For November 2-5, 2007 this item was not part of a list, it was a stand alone question and asked about: "The war in Iraq." 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".

