

PEW RESEARCH CENTER NEWS INTEREST INDEX
MAY 26-29, 2011 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> | <u>DK/ Refused</u> |
|---|-------------------------|---------------------------|----------------------------|-------------------------------|------------------------|
| a. Discussions in Washington about how to address the federal budget deficit | | | | | |
| May 26-29, 2011 | 25 | 26 | 20 | 29 | * |
| May 12-15, 2011 | 21 | 26 | 24 | 28 | 1 |
| TRENDS FOR COMPARISON: | | | | | |
| May 5-8, 2011: <i>Discussions in Washington about how to address the federal budget deficit and national debt</i> | 29 | 28 | 22 | 20 | 1 |
| April 21-25, 2011 | 30 | 31 | 18 | 21 | * |
| April 14-17, 2011 | 36 | 27 | 18 | 19 | 1 |
| April 7-10, 2011: <i>The threat of a government shutdown because of budget disagreements in Washington</i> | 47 | 26 | 15 | 12 | * |
| March 31-April 3, 2011: <i>Discussions in Washington about how to address the federal budget deficit</i> | 30 | 27 | 21 | 22 | * |
| March 17-20, 2011 | 24 | 25 | 24 | 26 | 1 |
| March 3-6, 2011 | 26 | 29 | 19 | 26 | 1 |
| February 17-20, 2011 | 27 | 30 | 17 | 25 | 1 |
| December 2-5, 2010 | 35 | 25 | 21 | 17 | 2 |
| November 11-14, 2010: <i>Proposals made by leaders of the federal budget deficit commission</i> | 15 | 21 | 21 | 41 | 1 |
| January 9-12, 2009: <i>Projections of a record high federal budget deficit this year</i> | 35 | 30 | 19 | 16 | * |
| November, 1990: <i>Congressional and administration efforts to reach a budget deficit agreement</i> | 34 | 33 | 20 | 11 | 2 |
| October, 1990: <i>Attempts by Congress and the administration to find ways to reduce the budget deficit</i> | 34 | 37 | 17 | 12 | * |
| b. News about state and local budget problems | | | | | |
| May 26-29, 2011 | 26 | 29 | 19 | 26 | * |
| March 17-20, 2011 | 26 | 29 | 22 | 23 | 1 |
| February 17-20, 2011 | 28 | 31 | 17 | 23 | 1 |
| January 6-9, 2011 | 24 | 37 | 18 | 20 | 1 |
| June 24-27, 2010 | 26 | 35 | 22 | 15 | 1 |
| March 5-8, 2010 | 31 | 32 | 19 | 18 | * |
| April 9-13, 2009 | 28 | 30 | 21 | 21 | * |
| c. Deadly tornadoes in the Midwest | | | | | |
| May 26-29, 2011 | 45 | 33 | 13 | 9 | * |
| TRENDS FOR COMPARISON: | | | | | |
| May 5-8, 2011: <i>Tornadoes and flooding in the South and Midwest</i> | 41 | 37 | 15 | 7 | * |
| April 28-May 1, 2011: <i>Deadly storms in the South</i> | 45 | 29 | 14 | 12 | 1 |

PEW.1 CONTINUED...

| | <u>Very closely</u> | <u>Fairly closely</u> | <u>Not too closely</u> | <u>Not at all closely</u> | (VOL.) <u>DK/Ref</u> |
|---|---------------------|-----------------------|------------------------|---------------------------|--------------------------------|
| April 21-25, 2011: <i>Deadly storms in the South and Midwest</i> | 29 | 33 | 18 | 20 | * |
| June 13-16, 2008: <i>A tornado that killed four Boy Scouts at a camp in Iowa</i> | 32 | 35 | 17 | 16 | * |
| May 30-June 2, 2008: <i>Midwest</i> ¹ | 30 | 33 | 21 | 15 | 1 |
| February 8-11, 2008: <i>South and Midwest</i> | 25 | 42 | 19 | 13 | 1 |
| May 11-14, 2007: <i>Tornadoes and floods in the Midwest</i> | 22 | 35 | 23 | 19 | 1 |
| March 2-5, 2007: <i>South and Midwest</i> | 33 | 38 | 18 | 11 | * |
| May, 1999: <i>Oklahoma and Kansas</i> | 38 | 40 | 15 | 6 | 1 |
| d. President Barack Obama's trip to Europe May 26-29, 2011 | 11 | 21 | 27 | 40 | 1 |
| TRENDS FOR COMPARISON: | | | | | |
| November 11-14, 2010: <i>President Obama's trip to Asia</i> | 18 | 26 | 21 | 33 | 2 |
| November 4-7, 2010 | 14 | 21 | 23 | 40 | 1 |
| November 20-23, 2009 | 11 | 19 | 29 | 41 | * |
| November 13-16, 2009 | 8 | 19 | 28 | 44 | 1 |
| August 14-17, 2009: <i>President Obama's trip to Mexico</i> | 9 | 20 | 26 | 44 | * |
| July 10-13, 2009: <i>President Obama's trip to Russia and the G-8 Summit in Italy</i> | 14 | 30 | 24 | 30 | 1 |
| April 17-20, 2009: <i>Trip to Mexico and Latin America</i> | 17 | 26 | 25 | 32 | * |
| April 9-13, 2009: <i>Visit to Turkey and Iraq</i> | 23 | 29 | 22 | 26 | * |
| April 3-6, 2009: <i>Trip to Europe and meetings with foreign leaders</i> | 25 | 35 | 21 | 19 | * |
| e. News about possible candidates for the 2012 presidential elections | | | | | |
| May 26-29, 2011 | 20 | 27 | 24 | 28 | * |
| May 19-22, 2011 | 15 | 27 | 24 | 32 | 1 |
| May 12-15, 2011 | 15 | 22 | 26 | 35 | 1 |
| May 5-8, 2011 | 16 | 24 | 27 | 32 | 1 |
| April 21-25, 2011 | 18 | 26 | 23 | 32 | 1 |
| April 14-17, 2011 | 20 | 23 | 29 | 27 | 1 |
| March 24-27, 2011 | 13 | 19 | 26 | 41 | 1 |
| March 10-13, 2011 | 15 | 21 | 26 | 38 | 0 |
| February 10-13, 2011 | 16 | 19 | 24 | 40 | * |
| February 3-6, 2011 | 15 | 20 | 23 | 42 | * |
| TRENDS FOR COMPARISON: | | | | | |
| October 24-27, 2008: <i>2008 Presidential Election</i> | 44 | 36 | 11 | 8 | 1 |
| October 17-20, 2008 | 61 | 28 | 7 | 4 | * |
| October 10-13, 2008 | 52 | 31 | 12 | 5 | * |
| October 3-6, 2008 | 57 | 31 | 8 | 4 | * |
| September 26-29, 2008 | 56 | 29 | 10 | 5 | * |
| September 19-22, 2008 | 47 | 33 | 14 | 6 | * |
| September 12-15, 2008 | 40 | 38 | 14 | 7 | 1 |
| September 5-8, 2008 | 45 | 39 | 12 | 4 | * |
| August 29-31, 2008 | 45 | 32 | 15 | 8 | * |
| August 22-25, 2008 | 31 | 36 | 22 | 11 | * |
| August 15-18, 2008 | 25 | 41 | 19 | 14 | 1 |
| August 8-11, 2008 | 27 | 38 | 22 | 13 | * |
| August 1-4, 2008 | 30 | 42 | 19 | 9 | * |

¹ March 2-5, 2007 through May 30-June 2, 2008 asked about "Violent storms and tornadoes" in each region. May, 1999 asked about "Tornadoes in Oklahoma and Kansas."

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 |
|----------------------------------|-------------------------|---------------------------|----------------------------|-------------------------------|--------------------------|
| July 25-28, 2008 | 30 | 34 | 21 | 15 | * |
| July 18-21, 2008 | 30 | 35 | 21 | 14 | * |
| July 11-14, 2008 | 28 | 34 | 22 | 15 | 1 |
| July 3-7, 2008 | 25 | 35 | 23 | 17 | * |
| June 27-30, 2008 | 39 | 33 | 18 | 10 | * |
| June 20-23, 2008 | 28 | 38 | 22 | 12 | * |
| June 13-16, 2008 | 35 | 35 | 20 | 10 | * |
| June 6-9, 2008 | 38 | 35 | 17 | 10 | * |
| May 30-June 2, 2008 | 30 | 35 | 21 | 14 | * |
| May 22-25, 2008 | 32 | 37 | 20 | 11 | * |
| May 16-19, 2008 | 33 | 37 | 19 | 10 | 1 |
| May 9-12, 2008 | 35 | 36 | 18 | 11 | * |
| May 2-5, 2008 | 27 | 35 | 23 | 14 | 1 |
| April 25-28, 2008 | 34 | 37 | 18 | 11 | * |
| April 18-21, 2008 | 29 | 41 | 19 | 10 | 1 |
| April 11-14, 2008 | 31 | 37 | 22 | 10 | * |
| April 4-7, 2008 | 33 | 36 | 17 | 14 | * |
| March 28-31, 2008 | 31 | 41 | 18 | 10 | * |
| March 20-24, 2008 | 34 | 37 | 18 | 11 | * |
| March 14-17, 2008 | 40 | 37 | 16 | 7 | * |
| March 7-10, 2008 | 39 | 36 | 15 | 9 | 1 |
| February 29-March 3, 2008 | 43 | 34 | 14 | 9 | * |
| February 22-25, 2008 | 42 | 37 | 13 | 8 | * |
| February 15-18, 2008 | 44 | 36 | 10 | 10 | * |
| February 8-11, 2008 | 39 | 37 | 15 | 9 | 0 |
| February 1-4, 2008 | 37 | 35 | 16 | 12 | * |
| January 25-28, 2008 | 36 | 37 | 14 | 12 | 1 |
| January 18-21, 2008 | 36 | 34 | 18 | 12 | * |
| January 11-14, 2008 ² | 32 | 31 | 19 | 17 | 1 |
| January 4-7, 2008 | 33 | 36 | 19 | 11 | 1 |
| December 14-17, 2007 | 25 | 34 | 22 | 19 | * |
| December 7-10, 2007 | 24 | 35 | 22 | 19 | * |
| November 30 - December 3, 2007 | 23 | 35 | 23 | 19 | * |
| November 23-26, 2007 | 20 | 33 | 26 | 20 | 1 |
| November 16-19, 2007 | 26 | 33 | 21 | 19 | 1 |
| November 9-12, 2007 | 21 | 33 | 25 | 21 | * |
| November 2-5, 2007 | 27 | 30 | 21 | 21 | 1 |
| October 26-29, 2007 | 21 | 34 | 26 | 19 | * |
| October 19-22, 2007 | 23 | 32 | 22 | 23 | * |
| October 12-15, 2007 | 13 | 31 | 26 | 30 | * |
| October 5-8, 2007 | 22 | 30 | 24 | 24 | * |
| September 28 - October 1, 2007 | 21 | 34 | 25 | 20 | * |
| September 21-24, 2007 | 24 | 31 | 22 | 23 | * |
| September 14-17, 2007 | 22 | 31 | 24 | 23 | * |
| September 7-10, 2007 | 18 | 34 | 26 | 22 | * |
| August 30-September 2, 2007 | 19 | 35 | 21 | 25 | * |
| August 24-27, 2007 | 22 | 28 | 24 | 26 | * |
| August 17-20, 2007 | 19 | 27 | 24 | 30 | * |
| August 10-13, 2007 | 23 | 32 | 21 | 24 | * |
| August 3-6, 2007 | 19 | 31 | 25 | 25 | * |
| July 27-30, 2007 | 19 | 32 | 22 | 26 | 1 |
| July 20-23, 2007 | 16 | 26 | 30 | 27 | 1 |
| July 13-16, 2007 | 17 | 29 | 27 | 27 | * |
| July 6-9, 2007 | 24 | 29 | 24 | 22 | 1 |
| June 29-July 2, 2007 | 20 | 32 | 25 | 23 | * |
| June 22-25, 2007 | 18 | 31 | 21 | 30 | * |
| June 15-18, 2007 | 17 | 32 | 26 | 25 | * |

² January 11-14, 2008 asked about: "News about the New Hampshire primaries and the presidential campaign."

PEW.1 CONTINUED...

| | <u>Very closely</u> | <u>Fairly closely</u> | <u>Not too closely</u> | <u>Not at all closely</u> | (VOL.) <u>DK/Ref</u> |
|---|---------------------|-----------------------|------------------------|---------------------------|--------------------------------|
| June 8-11, 2007 | 19 | 30 | 24 | 26 | 1 |
| June 1-4, 2007 | 16 | 27 | 32 | 24 | 1 |
| May 24-27, 2007 | 22 | 33 | 23 | 22 | * |
| May 18-21, 2007 | 18 | 31 | 24 | 27 | * |
| May 11-14, 2007 | 18 | 30 | 23 | 28 | 1 |
| May 4-7, 2007 | 23 | 34 | 21 | 21 | 1 |
| April 27-30, 2007 | 14 | 30 | 29 | 26 | 1 |
| April 20-23, 2007 | 18 | 28 | 27 | 27 | * |
| April 12-16, 2007 | 18 | 28 | 27 | 27 | * |
| April 5-9, 2007 | 25 | 30 | 26 | 19 | * |
| March 30-April 2, 2007 | 20 | 29 | 27 | 23 | 1 |
| March 23-26, 2007 | 20 | 32 | 22 | 26 | * |
| March 16-19, 2007 | 15 | 28 | 29 | 27 | 1 |
| March 9-12, 2007 | 24 | 30 | 23 | 23 | * |
| March 2-5, 2007 | 19 | 31 | 26 | 23 | 1 |
| February 23-26, 2007 | 22 | 33 | 24 | 21 | * |
| February 16-19, 2007 | 18 | 32 | 22 | 27 | 1 |
| February 9-12, 2007 | 24 | 30 | 24 | 21 | 1 |
| February 2-5, 2007 | 24 | 36 | 22 | 18 | * |
| January 26-29, 2007 | 24 | 33 | 23 | 20 | * |
| January 19-22, 2007 ³ | 24 | 27 | 22 | 26 | 1 |
| November, 2004 (RVs): <i>2004 Presidential Election</i> | | | | | |
| Mid-October, 2004 | 52 | 36 | 8 | 4 | * |
| August, 2004 | 46 | 30 | 12 | 11 | 1 |
| July, 2004 | 32 | 38 | 16 | 14 | * |
| April, 2004 | 29 | 37 | 18 | 15 | 1 |
| Mid-March, 2004 | 31 | 33 | 19 | 16 | 1 |
| Late February, 2004 | 35 | 34 | 18 | 13 | * |
| Early February, 2004 | 24 | 40 | 23 | 12 | 1 |
| Early February, 2004 ⁴ | 29 | 37 | 20 | 13 | 1 |
| Mid-January, 2004 | 16 | 30 | 27 | 26 | 1 |
| Early January, 2004 | 14 | 32 | 30 | 23 | 1 |
| December, 2003 | 16 | 26 | 27 | 30 | 1 |
| November, 2003 | 11 | 26 | 34 | 28 | 1 |
| October, 2003 | 12 | 27 | 28 | 32 | 1 |
| September, 2003 | 17 | 25 | 30 | 27 | 1 |
| Mid-August, 2003 | 12 | 27 | 27 | 33 | 1 |
| May, 2003 | 8 | 19 | 31 | 41 | 1 |
| January, 2003 | 14 | 28 | 29 | 28 | 1 |
| Early November, 2000 (RVs): <i>2000 Presidential Election</i> | | | | | |
| Mid-October, 2000 (RVs) | 39 | 44 | 12 | 5 | * |
| Early October, 2000 (RVs) | 40 | 37 | 15 | 8 | * |
| September, 2000 | 42 | 36 | 15 | 6 | 1 |
| July, 2000 | 22 | 42 | 21 | 15 | * |
| June, 2000 | 21 | 38 | 20 | 20 | 1 |
| May, 2000 | 23 | 32 | 23 | 21 | 1 |
| April, 2000 | 18 | 33 | 26 | 23 | * |
| March, 2000 | 18 | 39 | 22 | 20 | 1 |
| February, 2000 | 26 | 41 | 19 | 13 | 1 |
| | 26 | 36 | 21 | 17 | * |

³ January 19-22, 2007 asked about: "Recent announcements by prominent Democrats about plans to run for president in 2008."

⁴ From May 2003 to Early February 2004 and in March 1992, the story was listed as "The race for the Democratic nomination." In January 2003, the story was listed as "Recent announcements by prominent Democrats about plans to run for president in 2004." In September 2000, Early September and July 1996, and May 1992, the question asked about "the presidential election campaign." In January, March and April 1996, the story was listed as "News about the Republican presidential candidates." In August 1992, the story was listed as "News about the presidential election." In July 1992, the story was listed as "News about the presidential campaign." In January 1992, the story was listed as "News about the Democratic candidates for the presidential nomination." In 1988, the story was introduced as being from "this past year" and was listed as "News about the presidential campaign in 1988."

PEW.1 CONTINUED...

| | <u>Very closely</u> | <u>Fairly closely</u> | <u>Not too closely</u> | <u>Not at all closely</u> | (VOL.) <u>DK/Ref</u> |
|--|---------------------|-----------------------|------------------------|---------------------------|--------------------------------|
| January, 2000 | 19 | 34 | 28 | 18 | 1 |
| December, 1999 | 16 | 36 | 24 | 23 | 1 |
| October, 1999 | 17 | 32 | 28 | 22 | 1 |
| September, 1999 | 15 | 31 | 33 | 20 | 1 |
| July, 1999 | 15 | 38 | 24 | 22 | 1 |
| June, 1999 | 11 | 25 | 29 | 34 | 1 |
| November, 1996 (RVs): 1996 Presidential Election | 34 | 45 | 15 | 6 | * |
| October, 1996 | 31 | 39 | 18 | 12 | * |
| f. Debate about how to resolve the Israeli-Palestinian dispute | | | | | |
| May 26-29, 2011 | 18 | 23 | 24 | 34 | * |
| TREND FOR COMPARISON: | | | | | |
| September 30-October 3, 2010: <i>Israeli-Palestinian peace talks</i> | 11 | 26 | 29 | 24 | 1 |
| September 16-19, 2010 | 13 | 21 | 26 | 40 | * |
| September 2-6, 2010: <i>Israeli-Palestinian peace talks in Washington</i> | 14 | 24 | 27 | 35 | 1 |
| March 26-29, 2010: <i>Reports about tensions between Israel and the United States</i> | 20 | 27 | 21 | 31 | 1 |
| March 19-22, 2010: <i>Reports about tensions in the Middle East between Israelis and Palestinians</i> | 15 | 28 | 27 | 30 | 1 |
| June 19-22, 2009: <i>The situation between Israelis and Palestinians</i> | 15 | 26 | 30 | 29 | 1 |
| January 23-26, 2009: <i>Conflict between the Israeli military and Hamas forces in Gaza</i> | 31 | 31 | 18 | 20 | * |
| January 16-19, 2009 | 24 | 31 | 22 | 22 | 1 |
| January 9-12, 2009 | 34 | 35 | 18 | 13 | 0 |
| January 2-4, 2009 | 28 | 32 | 22 | 18 | * |
| March 7-10, 2008: <i>Continued violence in the Middle East between the Palestinians and the Israelis</i> | 20 | 33 | 26 | 21 | * |
| January 11-14, 2008: <i>News about President Bush attending peace talks in Israel</i> | 16 | 30 | 23 | 30 | 1 |
| Nov. 30-Dec. 3, 2007: <i>The Middle East Peace Summit in Annapolis, Maryland</i> | 11 | 25 | 24 | 39 | 1 |
| August, 2006: <i>The military conflict between Israel and Hezbollah forces in Lebanon</i> | 40 | 34 | 14 | 10 | 2 |
| September, 2003: <i>Continued violence in the Middle East between the Palestinians and the Israelis</i> | 31 | 36 | 20 | 13 | * |
| June, 2003: <i>President Bush's summit meeting with world leaders and with the prime ministers of Israel and the Palestinian Authority</i> | 20 | 36 | 24 | 19 | 1 |
| Early June, 2003: <i>Continued violence in the Middle East between the Palestinians and the Israelis</i> | 26 | 40 | 20 | 13 | 1 |
| December, 2002 | 29 | 36 | 22 | 12 | 1 |
| Early October, 2002 | 32 | 39 | 20 | 8 | 1 |
| June, 2002 | 38 | 33 | 18 | 10 | 1 |
| April, 2002 | 38 | 37 | 14 | 10 | 1 |
| Early April, 2002 | 44 | 33 | 13 | 9 | 1 |
| December, 2001 | 31 | 40 | 19 | 9 | 1 |
| Early September, 2001 | 21 | 33 | 25 | 20 | 1 |

PEW.1 CONTINUED...

| | <u>Very closely</u> | <u>Fairly closely</u> | <u>Not too closely</u> | <u>Not at all closely</u> | (VOL.) <u>DK/Ref</u> |
|--|---------------------|-----------------------|------------------------|---------------------------|--------------------------------|
| April, 2001: <i>Continued violence in the Middle East</i> | 22 | 34 | 24 | 19 | 1 |
| January, 2001: <i>Renewed efforts at reaching a peace agreement in the Middle East</i> | 21 | 32 | 29 | 17 | 1 |
| Mid-October, 2000: <i>Continued violence in the Middle East between the Palestinians and the Israelis</i> | 30 | 38 | 18 | 13 | 1 |
| Early October, 2000: <i>Renewed violence in the Middle East between the Palestinians and the Israelis</i> | 21 | 30 | 27 | 21 | 1 |
| July, 2000: <i>The Middle East peace summit at Camp David</i> | 15 | 30 | 24 | 31 | * |
| November, 1998: <i>The latest Mideast peace agreement between Israel and the Palestinians</i> | 18 | 33 | 28 | 19 | 2 |
| Early October, 1998 (RVs): <i>Renewed efforts at reaching a peace agreement in the Middle East</i> | 21 | 40 | 27 | 12 | * |
| January, 1997: <i>Renewed tensions between Israelis and Palestinians over Hebron</i> | 12 | 23 | 29 | 35 | 1 |
| October, 1996: <i>Renewed violence between Israelis & Palestinians on the West Bank and in Jerusalem</i> | 17 | 34 | 26 | 23 | * |
| September, 1995: <i>The latest Mideast peace agreement between Israel and the Palestinians</i> | 11 | 32 | 29 | 27 | 1 |
| Late September, 1993: <i>The peace accords between Israel and the PLO</i> | 23 | 33 | 24 | 19 | 1 |
| Early September, 1993: <i>Talks between Israel and the PLO about Arab self-rule for the Gaza Strip and the West Bank town of Jericho</i> | 19 | 31 | 23 | 26 | 1 |
| January, 1993: <i>Israel's expulsion of 400 Moslem fundamentalists following the murder of an Israeli soldier in the West Bank</i> | 10 | 25 | 31 | 33 | 1 |
| October, 1991: <i>President Bush's decision to postpone loan guarantees to Israel</i> | 15 | 25 | 30 | 29 | 1 |
| June, 1990: <i>The incident in Gaza in which a deranged Israeli killed seven Palestinians and the West Bank riots that followed</i> | 11 | 28 | 30 | 30 | 1 |
| May, 1988: <i>The conflict in the Middle East between the Palestinians and the Israelis in the occupied territories</i> | 18 | 37 | 34 | 9 | 2 |

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.**]

May 26-29

2011

- 48 Deadly tornadoes in the Midwest
- 8 Discussions in Washington about how to address the federal budget deficit
- 7 News about state and local budget problems
- 5 News about possible candidates for the 2012 presidential elections
- 5 Debate about how to resolve the Israeli-Palestinian dispute
- 3 President Barack Obama's trip to Europe
- 10 Some other story **(VOL.)**
- 13 Don't know/Refused **(VOL.)**

ASK ALL:

PEW.3 How much if anything, have you heard about each of the following? Have you heard a lot, a little or nothing at all? [**INSERT ITEM; RANDOMIZE WITH ITEM d ALWAYS LAST**]

| | <u>A lot</u> | <u>A little</u> | <u>Nothing at all</u> | (VOL.) <u>DK/Ref</u> |
|--|--------------|-----------------|-----------------------|--------------------------------|
| a. The end of Oprah Winfrey's daytime talk show May 26-29, 2011 | 36 | 37 | 26 | 1 |
| TRENDS FOR COMPARISON: | | | | |
| May 19-22, 2011: <i>Katie Couric stepping down from her role as anchor of the CBS Evening News</i> | 8 | 47 | 44 | 1 |
| July 1-5, 2010: <i>Larry King announcing he will retire from his CNN talk show in the fall</i> | 15 | 45 | 39 | 1 |
| November 20-23, 2009: <i>Oprah Winfrey announcing that she will end her daytime talk show in 2011</i> | 33 | 45 | 21 | 1 |
| November 9-12, 2007: <i>Possible abuse of students at Oprah Winfrey's school for disadvantaged girls in South Africa</i> | 23 | 50 | 27 | * |
| September 14-17, 2007: <i>Oprah Winfrey's decision to support Barack Obama for president</i> | 16 | 46 | 38 | * |
| b. Allegations that Lance Armstrong used performance-enhancing drugs during his cycling career May 26-29, 2011 | 19 | 44 | 37 | * |
| TRENDS FOR COMPARISON: | | | | |
| January 15-18, 2010: <i>Retired baseball player Mark McGwire admitting he used steroids during his career</i> | 30 | 55 | 15 | * |
| c. A judge ruling that Jared Loughner is not mentally competent to stand trial for the Arizona shooting rampage that injured Congresswoman Gabrielle Giffords May 26-29, 2011 | 23 | 43 | 33 | * |
| TRENDS FOR COMPARISON: | | | | |
| January 13-16, 2011: <i>Barack Obama's speech at the memorial for victims of the Arizona shooting</i> | 37 | 38 | 25 | 1 |
| January 13-16, 2011: <i>Sarah Palin's comments on the Arizona shooting</i> | 19 | 39 | 40 | 1 |

PEWWP.1, PEW.4a-PEW.4e TO BE RELEASED SEPARATELY