

**PEW RESEARCH CENTER NEWS INTEREST INDEX
AUGUST 12-15, 2010 OMNIBUS
FINAL TOPLINE
N=1005**

PEW.1 What recent news story, if any, have you and your friends been talking about? **[OPEN END. PROBE FOR CLARITY ONLY. RECORD ONLY ONE RESPONSE. DO NOT READ PRECODE LIST. DO NOT SUGGEST ANSWERS]?**

August 12-15

2010

12	Oil leak in the Gulf of Mexico
9	The economy/Jobs/Financial markets
6	Local news
3	Local crime
3	Jet Blue flight attendant
3	Immigration
3	2010 elections
2	Weather
2	Barack Obama
2	Sports
2	Mosque in New York/Other mosques
2	Entertainment/Celebrity
2	Other politics
2	Arrest of suspected serial killer/stabber
1	Prop 8/Gay marriage
1	Plane crash in Alaska/Death of Ted Stevens
1	Rod Blagojevich
1	Wars in Iraq and Afghanistan
1	Floods in Pakistan
5	Other
37	No answer/Don't know/Refused

ASK ALL:

PEW.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?"]**

	<u>Very closely</u>	<u>Fairly closely</u>	<u>Not too closely</u>	<u>Not at all closely</u>	(VOL.) DK/Ref
a. Recent ups and downs in the stock market					
August 12-15, 2010	17	21	20	42	1
March 26-29, 2010	13	23	23	40	1
TREND FOR COMPARISON:					
October 16-19, 2009: <i>Recent gains in the stock market</i>	15	23	19	43	*
July 24-27, 2009	23	25	24	28	*
March 13-16, 2009	38	31	14	17	0
March 6-9, 2009: <i>Recent major drops in the U.S. stock market</i>	35	31	15	19	*
February 20-23, 2009	31	32	20	17	*
November 21-24, 2008	50	23	15	12	*
October 17-20, 2008: <i>Recent major ups and downs in the U.S. stock market</i>	54	31	9	6	*
October 10-13, 2008: <i>Recent major drops in the U.S. stock market</i>	59	26	9	6	*
July 3-7, 2008: <i>Recent major ups and downs in the U.S. stock market</i>	22	29	23	26	*
March 14-17, 2008	25	31	23	21	*
January 25-28, 2008	29	28	19	23	1
August 17-20, 2007	21	24	22	33	*

July 27-30, 2007	15	26	21	37	1
March 2-5, 2007: <i>The recent drop in the U.S. stock market</i>	21	28	25	26	*
Early September, 2002: <i>Recent major ups and downs in the U.S. stock market</i>	27	30	20	22	1
Late July, 2002	33	33	15	18	1
March, 2001	27	27	18	27	1
Mid-October, 2000	20	26	23	31	1
April, 2000	18	28	23	31	*
Early April, 2000	19	29	20	32	*
March, 2000	23	29	21	26	1
March, 1999	18	29	22	31	*
January, 1999	24	28	19	28	1
Early September, 1998	32	31	20	17	*
Mid-August, 1998	17	23	21	39	*
January, 1998	21	25	23	31	*
Mid-November, 1997	25	36	18	20	1
Early November, 1997: <i>Thinking about last Monday when the stock market dropped, how closely did you follow what was happening?</i>	16	29	22	33	*
September, 1997: <i>Recent major ups and downs in the stock market</i>	14	22	23	40	1
April, 1997	17	21	22	40	*
February, 1996	12	20	25	42	1
b. The major oil leak in the Gulf of Mexico					
August 12-15, 2010	39	34	17	9	1
August 5-8, 2010	42	36	12	9	1
July 29-August 1, 2010	57	31	10	2	0
July 22-25, 2010	59	29	8	3	*
July 15-18, 2010	50	32	10	7	*
July 8-11, 2010	43	40	10	6	1
July 1-5, 2010	57	29	9	5	*
June 24-27, 2010	56	31	8	5	*
June 17-20, 2010	55	32	6	6	*
June 10-13, 2010	55	31	9	5	*
June 3-6, 2010	57	27	9	6	*
May 27-30, 2010	55	26	11	7	*
May 20-23, 2010: <i>An oil leak in the Gulf of Mexico threatening the coast of several states</i>	47	35	11	7	*
May 13-16, 2010	58	29	9	4	*
May 7-10, 2010	46	33	11	10	*
April 30-May 3, 2010: <i>Oil leaking into the ocean near the Louisiana coast after an offshore oil rig explosion</i>	44	35	11	10	*
April 23-26, 2010: <i>An explosion on an offshore oil rig near the coast of Louisiana</i>	21	35	22	23	*
TRENDS FOR COMPARISON:					
April 1-5, 2010: <i>President Obama's proposal to allow offshore oil and gas drilling</i>	20	24	21	33	1
July 25-28, 2008: <i>A major oil spill into the Mississippi River</i>	14	19	25	41	1
December 4-8, 2002: <i>The large oil spill polluting the coast of Spain</i>	15	29	28	27	1
May 4-7, 1989: <i>The Alaska oil spill</i>	52	37	7	4	--
c. The death of former Alaska Senator Ted Stevens and four others in a plane crash in Alaska					
August 12-15, 2010	7	24	29	38	1

TRENDS FOR COMPARISON:

July 23-26, 1999: <i>The death of John F. Kennedy Jr., his wife and sister-in-law in a plane crash near Martha's Vineyard</i>	54	29	13	4	0
April 19-25, 1996: <i>The death of Commerce Secretary Ron Brown and 32 other Americans in a plane crash in Croatia</i>	34	36	20	9	1

d. News about this year's congressional elections

August 12-15, 2010	20	22	19	38	1
July 29-August 1, 2010	29	34	22	14	*
July 15-18, 2010	17	23	26	33	1
June 10-13, 2010	20	29	24	27	1
May 20-23, 2010	23	25	24	27	*
April 23-26, 2010	20	25	19	35	*
March 5-8, 2010	25	27	21	26	1
January 8-11, 2010	20	24	26	29	1

TRENDS FOR COMPARISON:

October 24-27, 2008: <i>News about candidates for local and statewide elections</i>	20	35	24	20	1
Early November, 2006: <i>News about candidates and election campaigns in your state and district</i>	27	37	18	17	1
Late October, 2006 (RVs)	27	45	17	11	*
Early October, 2006	21	38	25	15	1
Early September, 2006	16	32	28	23	1
August, 2006	20	29	28	22	1
June, 2006	18	30	29	21	2
May, 2006	18	28	30	23	1
Early November, 2002 (RVs)	27	46	18	9	*
Late October, 2002 (RVs)	28	34	24	13	1
Early October, 2002 (RVs)	21	46	22	10	1
Early September, 2002	17	29	29	24	1
Late October, 1998 (RVs)	26	45	20	9	*
Early October, 1998 (RVs)	21	43	24	11	1
Early September, 1998	17	32	28	23	*
Early August, 1998	13	30	28	23	1
June, 1998	9	27	33	30	1
April, 1998 ¹	16	33	24	27	*
November, 1994	18	42	25	15	*
Late October, 1994	14	38	31	16	1
Early October, 1994	23	34	23	19	1
September, 1994	19	34	29	18	*
November, 1990	38	34	17	11	*
October, 1990	18	32	28	22	*

e. Floods in Pakistan

August 12-15, 2010	8	19	30	43	1
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TRENDS FOR COMPARISON:

March 12-15, 2010: <i>Major aftershocks in Chile following an earthquake in late February</i>	18	41	27	14	*
March 5-8, 2010: <i>A major earthquake in Chile</i>	27	42	19	12	*
February 12-15, 2010: <i>The aftermath of a major earthquake and relief efforts in Haiti</i>	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	*

¹ In April 1998, September 1994 and October 1990, story was listed as "Candidates and election campaigns in your state."
In November 1990, story was listed as "Candidates and elections in your state."

January 15-18, 2010: <i>A major earthquake in Haiti</i>	60	28	8	4	*
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	*
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	*
f. The issue of immigration					
August 12-15, 2010	27	31	19	21	1
TRENDS FOR COMPARISON:					
July 29-August 1, 2010: <i>A court ruling that stops most of Arizona's immigration law from going into effect</i>	40	32	17	10	1
July 8-11, 2010: <i>The U.S. Justice Department challenging the legality of Arizona's recent immigration law</i>	30	27	19	23	1
July 1-5, 2010: <i>The issue of immigration</i>	34	30	20	14	1
May 7-10, 2010: <i>A new Arizona law that gives police more authority to question people they suspect might be illegal immigrants</i>	38	27	13	21	1
April 30-May 3, 2010	36	31	13	20	*
October 12-15, 2007: <i>The issue of immigration</i>	23	29	19	29	*
June 29-July 2, 2007: <i>The debate in Congress over new immigration policy</i>	26	30	21	23	*
June 22-25, 2007	24	28	22	26	*
June 15-18, 2007	22	32	21	25	*
June 8-11, 2007	24	29	20	26	1
May 24-27, 2007	27	31	22	19	1
April 12-16, 2007: <i>The issue of immigration</i>	21	29	24	26	*
August, 2006	34	40	16	9	1
June, 2006	36	41	15	7	1
May, 2006	44	33	13	9	1
April, 2006	39	34	16	10	1
December, 1994: <i>Passage of Proposition 187, the California law that bars education,</i>	26	32	22	20	*

health and welfare benefits from illegal immigrants and their children

ASK ALL:

PEW.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.**]

44	The major oil leak in the Gulf of Mexico
12	The issue of immigration
6	Recent ups and downs in the stock market
5	News about this year's Congressional elections
3	The death of former Alaska Senator Ted Stevens and four others in a plane crash in Alaska
1	Floods in Pakistan
14	Some other story (VOL.)
15	Don't know/Refused (VOL.)

ASK ALL:

PEW.4 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**]

	<u>A lot</u>	<u>A little</u>	<u>Nothing at all</u>	(VOL.) <u>DK/Ref</u>
a. A Jet Blue flight attendant who quit his job and left a plane by opening and sliding down its emergency chute August 12-15, 2010	43	25	31	*
b. Controversy about the planned building of mosques in several U.S. cities and towns August 12-15, 2010	30	29	41	1
c. Debate about changing the Constitution so that children of non-citizens born in the U.S. would no longer automatically be U.S. citizens August 12-15, 2010	22	37	40	*
d. The arrest of a man suspected of stabbing 20 people in three states August 12-15, 2010	21	36	43	1

ASK ALL:

PEW.5 Now thinking about news coverage of some different kinds of people in the United States. First, do you think news coverage of **[INSERT ITEM; RANDOMIZE ITEMS]** is generally **[RANDOMIZE ORDER OF: too positive, too negative; KEEP SAME ORDER FOR ENTIRE LIST]** or is it generally fair? What about **[NEXT ITEM]**? **[IF NECESSARY: Do you think news coverage of [ITEM] is generally [SAME ORDER FOR FIRST ITEM: too positive, too negative] or is it generally fair?]**

		Too <u>positive</u>	Too <u>negative</u>	Generally <u>fair</u>	(VOL.) <u>DK/Ref</u>
a.	Blacks August 12-15, 2010	8	36	44	13
b.	Hispanics August 12-15, 2010	10	35	41	14
c.	Whites August 12-15, 2010	14	16	57	13
d.	Gays and lesbians August 12-15, 2010	17	30	38	15
e.	Poor people August 12-15, 2010	6	45	35	13
f.	Middle class people August 12-15, 2010	7	24	56	13
g.	Wealthy people August 12-15, 2010	32	24	31	13
h.	Muslims August 12-15, 2010	10	42	32	17

Now thinking specifically about news coverage about race relations...

ASK ALL:

PEW.6 Do you think news organizations give **[RANDOMIZE ORDER OF: too much, too little]** or the about the right amount of coverage to race relations in the country?

August 12-15

2010

34	Too much coverage
31	Too little coverage
25	About the right amount
10	Don't know/Refused (VOL.)

ASK ALL:

PEW.7 Do you think news organizations make race relations in this country seem **[RANDOMIZE ORDER OF: better than they really are, worse than they really are]** or about how they really are?

August 12-15

2010

18	Better than they are
48	Worse than they are
24	About how they are
10	Don't know/Refused (VOL.)