



THE PEW RESEARCH CENTER
For The People & The Press

NEWS Release

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FOR IMMEDIATE RELEASE:
Wednesday, May 25, 2011

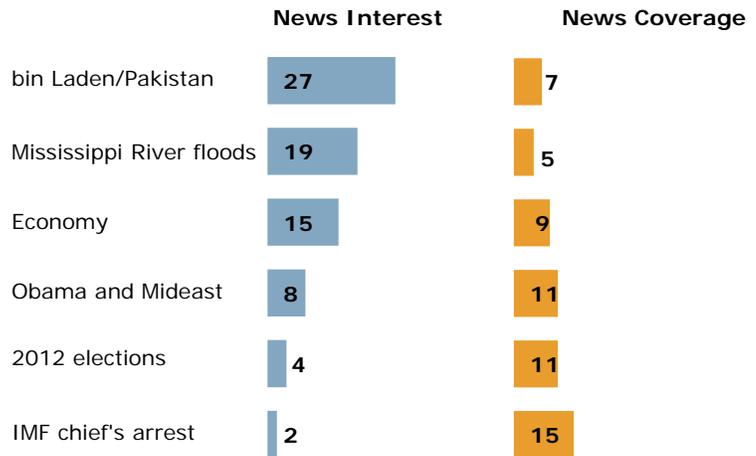
FOR FURTHER INFORMATION:
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Most Aware of Schwarzenegger Admission Public Stays with bin Laden Story; Media Focus Shifts

Americans continued to express strong interest in news about the death of Osama bin Laden and its ramifications last week, even as news coverage of the story continued to decline.

About a quarter of the public (27%) says they followed reports about the killing of bin Laden and its impact on U.S. relations with Pakistan more closely than any other story, according to the latest weekly News Interest Index survey conducted May 19-22 among 1,004 adults by the Pew Research Center for the People & the Press.

News Coverage vs. News Interest



News interest shows the percentage of people who say they followed this story most closely, Pew Research Center for the People & the Press, May 20-22, 2011. News coverage shows the percentage of news coverage devoted to each story, Pew Research Center's Project for Excellence in Journalism, May 16-22, 2011.

No one story dominated coverage, but the media devoted 15% of the newshole last week – more than for any other story – to the attempted rape charges brought in New York against Dominique Strauss-Kahn, then the top official at the International Monetary Fund (IMF). Just 2% say this was the news they followed most closely.

In contrast, on a separate measure, however, a 51% majority say they heard a lot about Arnold Schwarzenegger's acknowledgment last week that he had fathered a child with a woman who worked in his household.

Meanwhile, coverage of the bin Laden's death continued to drop. The week following President Obama's May 1 announcement that the al Qaeda leader had been killed by American forces in Pakistan, the story accounted for 69% of coverage. One week later, coverage was down to 24%. Last week it accounted for 7% of the newshole, according to an analysis by Pew Research Center's Project for Excellence in Journalism (PEJ). More than one-in-three Americans say they followed the bin Laden story very closely (36%), about the same as the 37% that said this one week earlier.

The public showed more interest in news about flooding along the Mississippi River and the continuing struggles of the U.S. economy than in news about the former IMF leader, Strauss-Kahn. About two-in-ten (19%) say they followed news about the flooding most closely, while 15% say the economy was their top story.

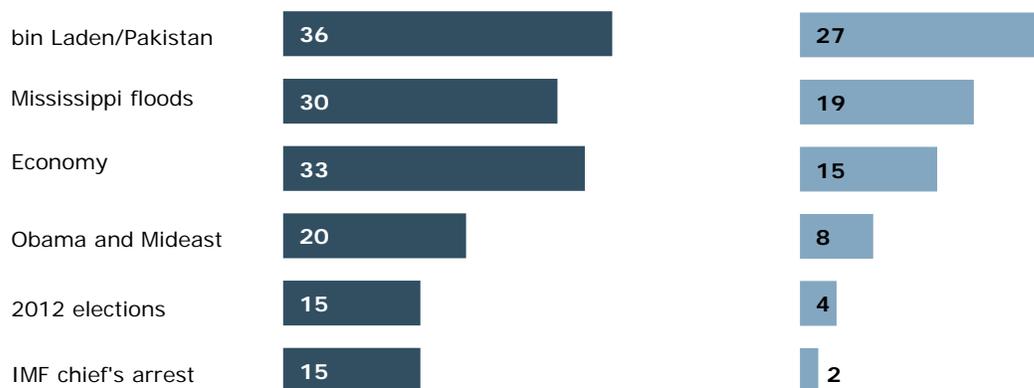
The flooding accounted for 5% of coverage, while the economy accounted for 9%. A third of the economic coverage (3% of the total) dealt with the debate in Washington over the federal deficit and whether to raise the nation's debt ceiling.

Three-in-ten (30%) say they followed news about the flooding very closely, while a comparable 33% say they followed news about the economy this closely.

News Interest

% following each story very closely

Which one story did you follow most closely?



PEW RESEARCH CENTER May 20-22, 2011.

Nearly one-in-ten (8%) say their top story for the week was Obama's speech about the Middle East and his meeting with Israeli Prime Minister Benjamin Netanyahu the next day at the White House. Two-in-ten (20%) say they followed this news very closely.

The media devoted 11% of coverage to the story, highlighting both Obama's speech about the changes underway in the region and his tense meeting with Netanyahu. The Israeli leader objected to Obama's call to use 1967 boundaries as a starting point for negotiations over creation of a Palestinian state.

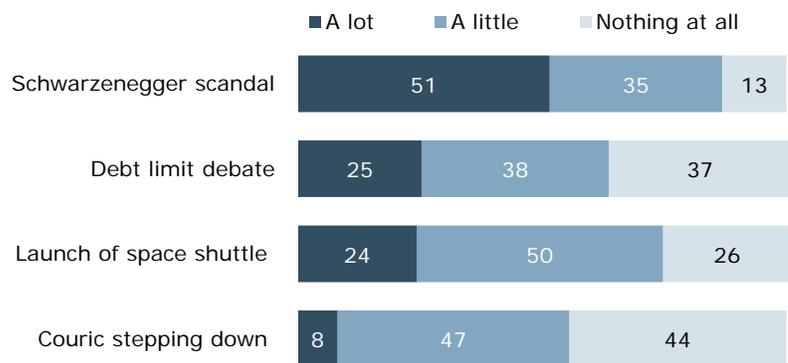
Coverage of the beginning stages of the 2012 presidential campaign reached its high for the year at 11% of newshole, though public interest remained modest. Just 15% say they followed news about the campaign very closely, equaling the number from one week earlier; 4% say this was the news they followed most closely. Republicans and Democrats are about equally likely to say they followed this news very closely (20% and 16%, respectively). Among independents, 12% say this.

Widespread Awareness of Schwarzenegger's Troubles

More than eight-in-ten Americans heard at least a little last week about the admission by Arnold Schwarzenegger, the actor and former California governor, that he was the father of a child born to a member of his household staff. About half (51%) say they heard a lot about this, while 35% say they heard a little. Just 13% say they heard nothing at all about this.

Nearly six-in-ten women (57%) say they heard a lot about Schwarzenegger's admission, compared with 44% of men. The revelations about the child came shortly after the announcement that Schwarzenegger and his wife, Maria Shriver, were separating. Last week, the story accounted for 5% of coverage.

What People Are Hearing About



PEW RESEARCH CENTER May 19-22, 2011.

Fewer had heard a lot about several other stories, including the debate in Washington over whether to raise the federal debt limit, the launch of the space shuttle Endeavor and Katie Couric's last day as anchor for the CBS Evening News.

A quarter (25%) say they heard a lot about the debate over the debt limit, while 38% say they heard a little. About as many (37%) say they heard nothing at all. Partisans are about equally likely to say they heard a lot about this debate.

About a quarter (24%) say they heard a lot about the launch of the space shuttle. Another 50% heard a little about this, while 26% heard nothing at all.

Just 8% say they heard a lot about Katie Couric stepping down as anchor of the CBS Evening News after the May 19 broadcast. Nearly half (47%) heard a little about this, but 44% say they heard nothing at all. Women are twice as likely as men (10% vs. 5%) to say they heard a lot about Couric's final CBS broadcast.

These findings are based on the most recent installment of the weekly News Interest Index, an ongoing project of the Pew Research Center for the People & the Press. The index, building on the Center's longstanding research into public attentiveness to major news stories, examines news interest as it relates to the news media's coverage. The weekly survey is conducted in conjunction with The Project for Excellence in Journalism's News Coverage Index, which monitors the news reported by major newspaper, television, radio and online news outlets on an ongoing basis. In the most recent week, data relating to news coverage were collected May 16-22, and survey data measuring public interest in the top news stories of the week were collected May 19-22, from a nationally representative sample of 1,004 adults.

About the News Interest Index

The *News Interest Index* is a weekly survey conducted by the Pew Research Center for the People & the Press aimed at gauging the public's interest in and reaction to major news events. This project has been undertaken in conjunction with the Project for Excellence in Journalism's *News Coverage Index*, an ongoing content analysis of the news. The News Coverage Index catalogues the news from top news organizations across five major sectors of the media: newspapers, network television, cable television, radio and the internet. Each week (from Monday through Sunday) PEJ compiles this data to identify the top stories for the week. (For more information about the Project for Excellence in Journalism's News Coverage Index, go to www.journalism.org.) The News Interest Index survey collects data from Thursday through Sunday to gauge public interest in the most covered stories of the week.

Results for this survey are based on telephone interviews conducted May 19-22, 2011, among a national sample of 1,004 adults 18 years of age or older living in the continental United States (672 respondents were interviewed on a landline telephone, and 332 were interviewed on a cell phone, including 139 who had no landline telephone). The survey was conducted by interviewers at Princeton Data Source under the direction of Princeton Survey Research Associates International. A combination of landline and cell phone random digit dial samples were used; both samples were provided by Survey Sampling International. Interviews were conducted in English. Respondents in the landline sample were selected by randomly asking for the youngest adult male or female who is now at home. Interviews in the cell sample were conducted with the person who answered the phone, if that person was an adult 18 years of age or older.

The combined landline and cell phone sample are weighted using an iterative technique that matches gender, age, education, race, Hispanic origin, region, and population density to parameters from the March 2010 Census Bureau's Current Population Survey. The sample is also weighted to match current patterns of telephone status based on extrapolations from the 2010 National Health Interview Survey. The weighting procedure also accounts for the fact that respondents with both landline and cell phones have a greater probability of being included in the combined sample and adjusts for household size within the landline sample. Sampling errors and statistical tests of significance take into account the effect of weighting. The following table shows the sample sizes and the error attributable to sampling that would be expected at the 95% level of confidence for different groups in the survey:

Group	Sample Size	Plus or minus ...
Total sample	1,004	4.0 percentage points
Republicans	279	7.5 percentage points
Democrats	313	7.0 percentage points
Independents	318	7.0 percentage points

Sample sizes and sampling errors for other subgroups are available upon request.

In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

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PEW RESEARCH CENTER NEWS INTEREST INDEX
MAY 19-22, 2011 OMNIBUS
FINAL TOPLINE
N=1,004

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>	(VOL.) DK/Ref
a. Reports about the condition of the U.S. economy					
May 19-22, 2011	33	34	17	16	*
May 12-15, 2011	32	32	17	18	2
May 5-8, 2011	40	35	15	9	1
April 21-25, 2011	41	33	12	14	*
April 14-17, 2011	44	30	14	12	1
April 7-10, 2011	46	30	14	10	*
March 31-April 3, 2011	42	31	16	11	0
March 24-27, 2011	36	32	17	15	*
March 17-20, 2011	38	32	17	13	*
March 10-13, 2011	40	30	16	13	*
March 3-6, 2011	37	31	17	13	1
February 24-27, 2011	49	29	11	10	*
February 17-20, 2011	35	33	14	17	*
February 10-13, 2011	36	34	13	16	*
February 3-6, 2011	35	37	14	14	*
January 20-23, 2011	37	33	14	15	1
January 13-16, 2010	37	29	15	18	1
January 6-9, 2011	39	37	11	12	1
December 16-19, 2010	39	31	14	15	2
December 9-12, 2010	39	30	14	16	1
December 2-5, 2010	52	28	11	9	*
November 18-21, 2010	46	31	11	11	*
November 11-14, 2010	38	30	15	16	1
November 4-7, 2010	44	32	11	13	*
October 28-November 1, 2010	39	34	11	15	1
October 21-24, 2010	41	29	14	14	1
October 14-17, 2010	42	33	12	13	*
October 7-10, 2010	36	33	15	15	1
September 30-October 3, 2010	43	35	10	11	1
September 23-26, 2010	43	34	13	9	1
September 16-19, 2010	37	30	16	16	1
September 2-6, 2010	43	31	13	12	*
August 19-22, 2010	39	31	14	15	1
August 5-8, 2010	39	33	14	13	1
July 29-August 1, 2010	51	33	11	5	*
July 22-25, 2010	46	33	14	6	1
July 15-18, 2010	37	33	14	15	1
July 8-11, 2010	36	33	15	16	*
July 1-5, 2010	48	30	13	8	*
June 24-27, 2010	37	37	15	11	1
June 17-20, 2010	38	34	15	13	*
June 10-13, 2010	39	35	17	9	*
June 3-6, 2010	35	33	16	14	1
May 27-30, 2010	43	29	13	15	*
May 20-23, 2010	40	35	13	11	*
May 13-16, 2010	49	32	11	8	1
May 7-10, 2010	42	34	11	12	*

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
April 30-May 3, 2010	32	37	17	14	1
April 23-26, 2010	42	31	13	14	*
April 16-19, 2010	40	32	14	14	0
April 9-12, 2010	40	32	15	13	*
April 1-5, 2010	33	34	14	19	*
March 19-22, 2010	41	32	14	13	*
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	*
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	*
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	*

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
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	*
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	*

PEW.1 CONTINUED...

	Very <u>closely</u>	Fairly <u>closely</u>	Not too <u>closely</u>	Not at all <u>closely</u>	(VOL.) DK/Ref
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. News about possible candidates for the 2012 presidential elections					
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	*
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

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
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 ¹	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	*
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	*

¹ 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.) DK/Ref
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 ²	24	27	22	26	1
November, 2004 (RVs): <i>2004 Presidential Election</i>	52	36	8	4	*
Mid-October, 2004	46	30	12	11	1
August, 2004	32	38	16	14	*
July, 2004	29	37	18	15	1
April, 2004	31	33	19	16	1
Mid-March, 2004	35	34	18	13	*
Late February, 2004	24	40	23	12	1
Early February, 2004 ³	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>	39	44	12	5	*
Mid-October, 2000 (RVs)	40	37	15	8	*
Early October, 2000 (RVs)	42	36	15	6	1
September, 2000	22	42	21	15	*
July, 2000	21	38	20	20	1
June, 2000	23	32	23	21	1
May, 2000	18	33	26	23	*
April, 2000	18	39	22	20	1
March, 2000	26	41	19	13	1
February, 2000	26	36	21	17	*
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): <i>1996 Presidential Election</i>	34	45	15	6	*
October, 1996	31	39	18	12	*

² January 19-22, 2007 asked about: "Recent announcements by prominent Democrats about plans to run for president in 2008."

³ 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...

	Very <u>closely</u>	Fairly <u>closely</u>	Not too <u>closely</u>	Not at all <u>closely</u>	(VOL.) DK/Ref
c. Flooding along the Mississippi River					
May 19-22, 2011	30	34	20	16	*
May 12-15, 2011	28	33	20	18	1
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
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>Midwest⁴</i>	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. The arrest of the International Monetary Fund's chief in New York City on accusations of attempted rape					
May 19-22, 2011	15	22	21	41	1
TRENDS FOR COMPARISON:					
February 17-20, 2011: <i>Charges that Italian Prime Minister Berlusconi paid a 17-year-old girl for sex</i>	6	15	24	54	1
October 2-5, 2009: <i>The arrest of film director Roman Polanski by Swiss authorities</i>	11	20	28	41	*
March, 2008: <i>The governor of New York, Eliot Spitzer, resigning because of his involvement with a prostitution ring</i>	26	35	24	15	*
May, 2004: <i>Basketball star Kobe Bryant being accused of sexual assault</i>	16	37	29	17	1
October, 2003	14	28	29	28	1
August, 2003	17	30	28	24	1
March, 1998: <i>The trial of Army Sergeant Major Gene McKinney on charges of sexual misconduct and obstruction of justice</i>	10	27	36	27	*
May, 1991: <i>The alleged rape of a young woman at the Kennedy family's Palm Beach estate</i>	21	42	25	11	1
e. President Obama's speech about the Middle East and his meeting with the Israeli prime minister					
May 20-22, 2011 ⁵	20	23	22	35	1
TRENDS FOR COMPARISON:					
September 30-October 3, 2010: <i>Israeli-Palestinian peace talks</i>	11	26	29	34	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

⁴ 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."

⁵ This item was added to the survey in the second day of the field period. N=727.

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
March 26-29, 2010: <i>Reports about tensions between Israel and the United States</i>	20	27	21	31	1
June 5-8, 2009: <i>Barack Obama's speech addressed to the Muslim world in Egypt</i>	26	27	18	28	*
January 18-21, 2008: <i>George Bush's recent trip to the Middle East and news about renewed efforts at peace in the region</i>	17	30	25	28	*
January 11-14, 2008: <i>News about President Bush attending peace talks in Israel</i>	16	30	23	30	1
November 30-December 3, 2007: <i>The Middle East peace summit in Annapolis, MD</i>	11	25	24	39	1
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
January, 2001: <i>Renewed efforts at reaching a peace agreement in the Middle East</i>	21	32	29	17	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	*
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
f. Reports about the killing of Osama bin Laden and its impact on U.S. relations with Pakistan					
May 19, 22, 2011	36	32	19	13	*
May 12-15, 2011	37	34	19	10	1
TRENDS FOR COMPARISON:					
May 5-8, 2011: <i>The killing of Osama bin Laden in a raid by American forces</i>	50	30	13	6	1
January 10-15, 2007: <i>The execution of Saddam Hussein</i>	31	33	21	14	1
January 5-8, 2007: <i>The hanging of Saddam Hussein</i>	23	29	29	19	*
July, 2004: <i>Saddam Hussein's recent court appearance in Iraq</i>	26	32	21	20	1
December, 2003: <i>The capture of Saddam Hussein</i>	44	37	14	5	*

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 20-22

2011⁶

27	Reports about the killing of Osama bin Laden and its impact on U.S. relations with Pakistan
19	Flooding along the Mississippi River
15	Reports about the condition of the U.S. economy
8	President Obama's speech about the Middle East and his meeting with the Israeli prime minister
4	News about possible candidates for the 2012 presidential elections
2	The arrest of the International Monetary Fund's chief in New York City on accusations of attempted rape
9	Some other story (VOL.)
16	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>	<u>(VOL.) DK/Ref</u>
a. Former California Governor Arnold Schwarzenegger admitting he had an affair and a child more than 10 years ago with a household employee May 19-22, 2011	51	35	13	*
TRENDS FOR COMPARISON:				
January 29-February 1, 2010: <i>John and Elizabeth Edwards separating after he admitted fathering a child with a mistress</i>	26	50	23	1
July 2-5, 2009: <i>South Carolina Governor Mark Sanford admitting he had an affair</i>	46	36	17	2
b. Katie Couric stepping down from her role as anchor of the CBS Evening News May 19-22, 2011	8	47	44	1
TRENDS FOR COMPARISON:				
July 1-5, 2010: <i>Larry King announcing he will retire from his CNN talk show in the fall</i>	15	45	39	1
October, 2008: <i>Sarah Palin's TV interview with Katie Couric of CBS News</i>	41	37	22	*
September, 2008	31	37	32	*
c. The launch of the space shuttle Endeavour May 19-22, 2011	24	50	26	0
TREND FOR COMPARISON:				
May 15-18, 2009: <i>A mission by astronauts to repair the Hubble Space Telescope</i>	35	45	20	*
d. The debate in Washington over whether to raise the federal debt limit May 19-22, 2011	25	38	37	0
TRENDS FOR COMPARISON:				
March 30-April 3, 2011 ⁷ : <i>The possibility that the federal government might shut down this year if Republicans and the Obama administration can't agree on a budget</i>	31	42	25	2
February 24-27, 2011	37	34	29	*

⁶ Based on May 20-22, 2011 polling; N=727.

⁷ This item was not asked as part of a list on March 30-April 30, 2011.

PEW.3 CONTINUED...	<u>A lot</u>	<u>A little</u>	<u>Nothing at all</u>	(VOL.) DK/Ref
February 17-20, 2011: <i>The possibility that the federal government might shut down this year if Congress and President Obama can't agree on a budget</i>	21	35	44	*
December 3-5, 2010: <i>The federal budget deficit commission that recently made proposals on how to reduce the national debt over the next several years</i>	24	48	27	1
December 1-5, 2010: <i>Discussions in Washington about how to address the federal budget deficit</i>	31	49	19	1

PEWWP.1 THROUGH PEWWP.3 PREVIOUSLY RELEASED