

4. Which of the following do you believe was the biggest news story of 2009?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1038	518	520	165	322	551	56	236	460	286
Weighted	1038	502	536	290	412	336	101*	410	338	188
President Obama being sworn in as first black President	323 31%	152 30%	172 32%	62 21%	163 39% CE	98 29%	37 37%	133 33%	101 30%	52 27%
H1N1 (Swine Flu)	265 26%	82 16%	183 34% A	107 37% DE	102 25% E	55 16%	26 25%	124 30% I	80 24%	35 18%
The Economic Recession	223 22%	131 26% B	92 17%	61 21%	84 20%	78 23%	10 10%	62 15%	91 27% FG	61 32% FG
The death of Michael Jackson	72 7%	33 7%	39 7%	29 10%	25 6%	18 5%	14 14% HI	38 9% HI	15 4%	6 3%
Fraud on Wall Street	38 4%	30 6% B	7 1%	0 -	8 2%	30 9% CD	0 -	14 4%	11 3%	12 6%
Climate Change/Weather	24 2%	19 4% B	5 1%	11 4%	4 1%	9 3%	0 -	10 3%	6 2%	8 4%
The war in Afghanistan	17 2%	10 2%	7 1%	2 1%	5 1%	9 3%	4 4%	4 1%	4 1%	4 2%
President Obama's Health care plan	16 2%	12 2%	4 1%	1 0%	8 2%	7 2%	3 3%	3 1%	5 1%	5 3%
Terrorism	10 1%	8 2%	2 0%	0 -	4 1%	6 2%	2 2%	4 1%	3 1%	2 1%
The Vancouver Olympics/Torch	9 1%	6 1%	3 1%	4 1%	0 -	5 2% D	0 -	3 1%	5 1%	2 1%
Tiger Woods	9 1%	2 0%	7 1%	1 0%	4 1%	4 1%	0 -	6 1%	3 1%	1 0%
Susan Boyle	7 1%	3 1%	4 1%	1 0%	3 1%	3 1%	2 2%	0 -	5 1% G	1 0%
China	5	5	0	0	2	3	0	2	3	0

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		A	B	C	D	E	F	G	H	I
	0%	1%	-	-	0%	1%	-	0%	1%	0%
Technology	2 0%	0 -	2 0%	2 1%	0 -	0 0%	0 -	2 0%	0 0%	0 -
Iranian elections	2 0%	2 0%	0 -	2 1%	0 -	0 -	0 -	0 -	2 1%	0 -
The 'balloon boy' hoax in Colorado	2 0	0 -	2 0	0 -	0 -	2 0	0 -	2 0	0 -	0 -
Energy	1 0	1 0	0 0	0 -	0 -	1 0	0 -	0 -	1 0	0 -
Other	13 1%	7 1%	7 1%	5 2%	2 1%	6 2%	4 4% I	4 1%	4 1%	0 0%