



THE PEW RESEARCH CENTER
For The People & The Press

NEWS Release

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Wednesday, November 3, 2010

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More Hear about Marijuana Initiative than Stewart Rally News Coverage Surpasses Interest at Campaign's End

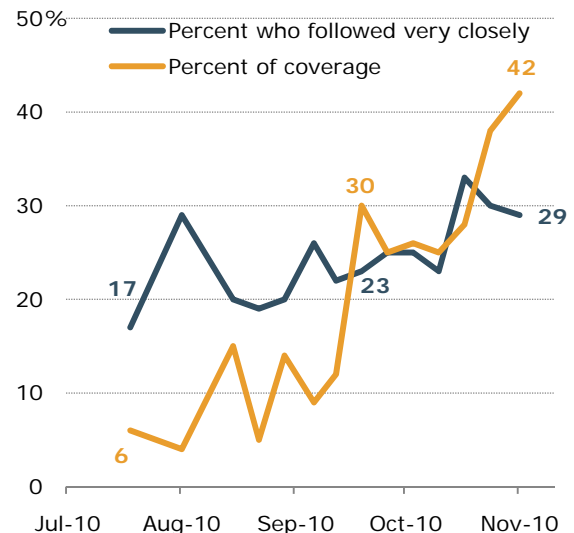
Both the public and the media focused most closely last week on the congressional elections as Tuesday's midterm vote approached. Still, the public's interest in election news did not increase in the final days of the campaign, despite heavy news coverage.

The latest News Interest Index survey, conducted among 1,003 adults from Oct. 28 to Nov. 1, the day before the midterm election, finds that 29% said they were following news about the congressional elections very closely; that is little changed from 30% a week earlier and 33% in mid-October.

The elections were the week's most closely followed news story: 24% said they followed the elections more closely than any other story compared with 18% who cited news about the economy. However, coverage of the elections accounted for 42% of coverage, far outpacing any other story, according to a separate analysis by the Pew Research Center's Project for Excellence in Journalism (PEJ).

Throughout the campaign season, Republicans have tracked election news more closely than Democrats. Last week, 40% of Republicans said they followed this news very closely, compared with 31% of Democrats and 22% of independents.

Comparing Interest in Election News with Coverage



PEW RESEARCH CENTER. Oct. 28-Nov. 1, 2010

California Marijuana Proposition Registers

Going into Tuesday’s voting, three-quarters of the public had heard at least a little about the California ballot proposal that would have legalized the use of marijuana in the state.

About a third (34%) said they heard a lot about the initiative, while 41% said they heard a little. About a quarter (24%) heard nothing at all.

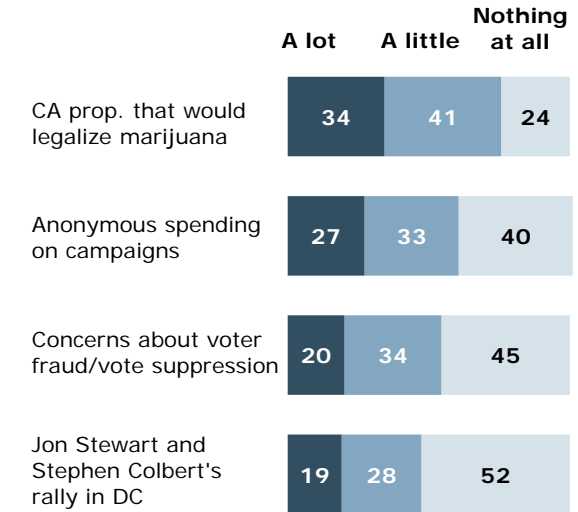
Six-in-ten had heard at least a little about spending on campaigns by groups with funding from anonymous donors. About a quarter (27%) said they heard a lot about this, while 33% said they heard a little. Four-in-ten (40%) had heard nothing at all.

Two-in-ten (20%) said they had heard a lot before Election Day about potential problems with the accuracy of voter registration records and concerns about vote fraud or suppression. About a third (34%) had heard a little about this, while 45% said they had heard nothing at all.

Nearly half had heard at least a little about the rally on the National Mall held by Comedy Central hosts Jon Stewart and Stephen Colbert (19% a lot, 28% a little), but a majority (52%) said they had heard nothing at all about this. In late August, 16% said they had heard a lot about another rally on the Mall held by conservative talk show host Glenn Beck; 26% had heard a little and 58% had heard nothing at all about that rally.

Among partisans, there was little difference in the percentages that had heard a lot about the California marijuana ballot initiative. About a third of Republicans (32%), Democrats (35%) and independents (34%) said they heard a lot about this story.

Most Aware of Proposition to Legalize Marijuana



PEW RESEARCH CENTER Oct. 28-Nov 1, 2010.

Partisan Differences on Awareness of Stories

	Total %	Rep %	Dem %	Ind %
<i>% saying they heard "a lot" about...</i>				
CA proposition that would legalize marijuana	34	32	35	34
Anonymous spending on campaigns	27	24	29	27
Concerns about vote fraud/suppression	20	30	19	16
Jon Stewart and Stephen Colbert's rally in DC	19	14	24	19

PEW RESEARCH CENTER Oct. 28-Nov. 1, 2010.

Democrats (29%), Republicans (24%) and independents (27%) were about equally likely to say they had heard a lot about news about spending on this year's campaigns by groups with funding for anonymous donors.

More Republicans than Democrats or independents said they heard a lot about the possibility of voter fraud or voter suppression in this year's elections. Three-in-ten Republicans (30%) said they heard a lot about this, compared with 19% of Democrats and 16% of independents.

On the other hand, Democrats were more likely to have heard a lot about the Stewart-Colbert event on the Mall than Republicans (24% vs. 14%). About two-in-ten independents (19%) say they heard a lot about last weekend's rally.

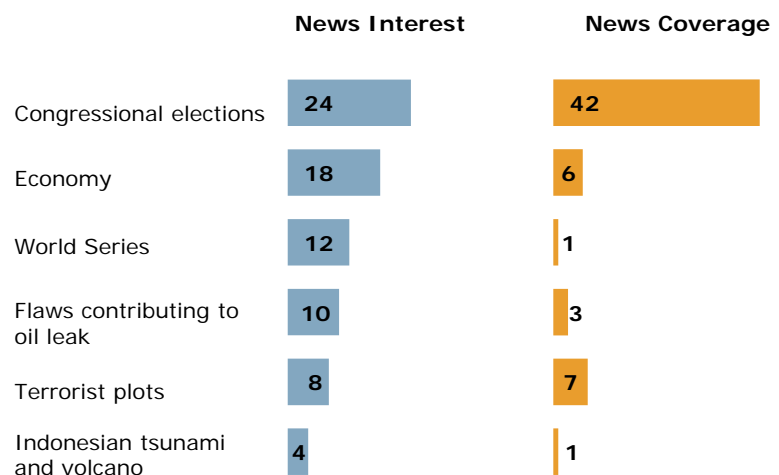
Though young people generally follow news less closely than older age groups, those younger than 30 were as likely as older Americans last week to say they had heard a lot about the California ballot initiative and the Stewart-Colbert rally. Those in the Northeast were most likely to say they heard a lot about the Stewart-Colbert rally. Three-in-ten (30%) say this, compared with 14% each in the Midwest and in the South. A quarter of those in the West (25%) say they had heard a lot about the rally.

The Week's News

Despite the long election year, the public often paid more attention to other major, long-running stories – such as the troubled economy or the Gulf oil spill.

About a quarter (24%) said the congressional election was the news they most closely followed last week; 18% say they followed news about the economy more closely than any other news story.

News Coverage



News interest shows the percentage of people who say they followed this story most closely, Pew Research Center for the People & the Press, Oct. 29-Nov. 1, 2010. News coverage shows the percentage of news coverage devoted to each story, Pew Research Center's Project for Excellence in Journalism, Oct 25-31, 2010.

Still, a greater percentage (39%) said they followed news about the economy very closely than said the same about the midterm elections (29%). With ongoing concerns about the strength of the economic recovery, this has been the case for much of 2010.

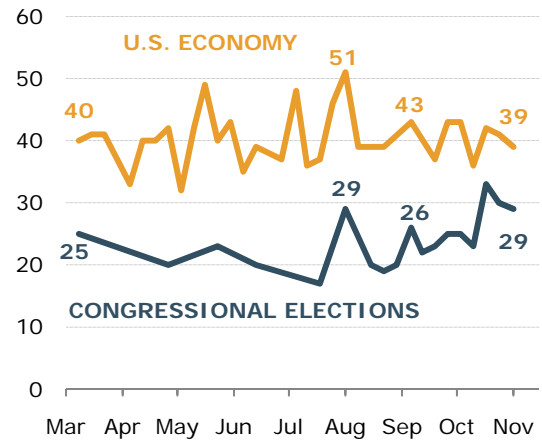
About one-in-ten (12%) said they followed news about the World Series that pitted the San Francisco Giants against the Texas Rangers most closely. Fewer than two-in-ten (16%) said they followed the Major League Baseball championship very closely, matching the 16% that said they followed the 2009 series between the New York Yankees and the Philadelphia Phillies very closely.

One-in-ten (10%) said they followed developments in the government investigation into the causes of the Gulf oil spill more closely than any other news; 19% said they followed this news very closely. Reports that the companies working on the well had been aware of potential flaws in certain materials accounted for 3% of coverage.

Nearly three-in-ten (28%) said they followed news about recent terrorist plots in the U.S. and Europe very closely; 8% said they followed these reports more closely than other stories. News about explosives discovered on two flights from Yemen accounted for 5% of coverage, while news about the arrest of a man allegedly plotting to bomb Washington, D.C. Metro stations accounted for another 2%.

About one-in-ten (11%) said they very closely followed news about the tsunami and earthquake that hit Indonesia last week; 4% say this was the news they followed most closely. The natural disasters accounted for 1% of coverage.

More Continue to Follow Economy than Elections

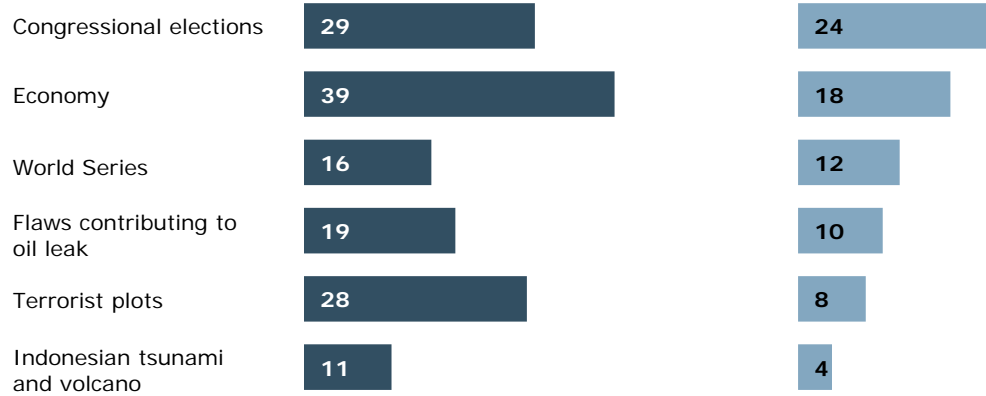


PEW RESEARCH CENTER. Oct. 28-Nov. 1, 2010

News Interest

% following each story very closely

Which one story did you follow most closely



PEW RESEARCH CENTER. Oct. 28-Nov 1, 2010

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 October 25-31, and survey data measuring public interest in the top news stories of the week were collected October 28 to November 1, from a nationally representative sample of 1,003 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. This week's survey also included interviewing on Monday.

Results for this survey are based on telephone interviews conducted under the direction of Princeton Survey Research Associates International among a national sample of 1,003 adults living in the continental United States, 18 years of age or older, from October 28-November 1 (672 respondents were interviewed on a landline telephone, and 331 were interviewed on a cell phone, including 134 who had no landline telephone). Both the landline and cell phone samples were provided by Survey Sampling International. Interviews were conducted in English.

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 2009 Census Bureau's Current Population Survey. The sample is also weighted to match current patterns of telephone status based on extrapolations from the 2009 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 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	1,003	4.0 percentage points
Republicans	285	7.0 percentage points
Democrats	322	7.0 percentage points
Independents ¹	396	6.0 percentage points

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.

¹ Throughout the survey independents include all respondents who do not identify as Republicans or Democrats.

About the Pew Research Center for the People & the Press

The Pew Research Center for the People & the Press is an independent opinion research group that studies attitudes toward the press, politics and public policy issues. We are sponsored by The Pew Charitable Trusts and are one of seven projects that make up the Pew Research Center, a nonpartisan "fact tank" that provides information on the issues, attitudes and trends shaping America and the world.

The Center's purpose is to serve as a forum for ideas on the media and public policy through public opinion research. In this role it serves as an important information resource for political leaders, journalists, scholars, and public interest organizations. All of our current survey results are made available free of charge.

All of the Center's research and reports are collaborative products based on the input and analysis of the entire Center staff consisting of:

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For more information about the Pew Research Center for the People & the Press' weekly News Interest Index, go to www.people-press.org.

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PEW RESEARCH CENTER NEWS INTEREST INDEX
OCTOBER 28-NOVEMBER 1, 2010 OMNIBUS
FINAL TOPLINE
N=1003

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					
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	*
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

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
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	*
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	*

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
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	*
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

PEW.1 CONTINUED...

	Very <u>closely</u>	Fairly <u>closely</u>	Not too <u>closely</u>	Not at all <u>closely</u>	(VOL.) <u>DK/Ref</u>
b. News about this year's congressional elections					
October 28-November 1, 2010	29	30	17	23	1
October 21-24, 2010	30	28	18	23	1
October 14-17, 2010	33	25	19	23	*
October 7-10, 2010	23	27	19	30	1
September 30-October 3, 2010	25	34	19	21	1
September 23-26, 2010	25	33	23	18	1
September 16-19, 2010	23	26	23	27	1
September 9-12, 2010	22	23	21	34	1
September 2-6, 2010	26	24	23	26	1
August 26-29, 2010	20	27	23	28	1
August 19-22, 2010	19	23	24	33	1
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:					
<i>News about candidates and election campaigns in your state and district</i>					
October 27-30, 2010	27	35	17	20	1
October 13-18, 2010	24	34	22	19	1
June 16-20, 2010	15	33	31	20	*
Early November, 2006	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	*

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."

PEW.1 CONTINUED...

	Very <u>closely</u>	Fairly <u>closely</u>	Not too <u>closely</u>	Not at all <u>closely</u>	(VOL.) <u>DK/Ref</u>
c. The Major League Baseball World Series ²					
October 28-November 1, 2010	16	13	17	54	*
October 30-November 2, 2009	16	16	18	49	*
October 24-27, 2008	12	12	18	58	*
October 26-29, 2007	20	16	20	43	1
November, 1989	23	17	22	38	*
October, 1988	31	21	19	28	1
d. A tsunami and a volcano erupting in Indonesia					
October 28-November 1, 2010	11	25	27	36	1
TRENDS FOR COMPARISON:					
March 12-15, 2010: Major aftershocks in Chile following an earthquake in late February	18	41	27	14	*
March 5-8, 2010: <i>A major earthquake in Chile</i>	27	42	19	12	*
February 19-22, 2010: <i>Haiti releasing most of the Americans who were accused of attempted kidnapping</i>	16	30	29	23	*
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	*
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	*

² October 24-27, 2008 and October 26-29, 2007 asked about "The Major League Baseball Playoffs and World Series." November 1989 and October 1988 asked about "The World Series."

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
e. Reports that companies had been aware of flaws in materials that contributed to the major oil leak in the Gulf of Mexico					
October 28-November 1, 2010	19	30	21	28	1
TRENDS FOR COMPARISON:					
September 9-12, 2010: <i>The major oil leak in the Gulf of Mexico</i>	34	34	18	13	1
August 19-22, 2010	41	34	15	9	1
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 off-shore oil rig explosion</i>	44	35	11	10	*
April 23-26, 2010: <i>An explosion on an off-shore oil rig near the coast of Louisiana</i>	21	35	22	23	*
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	--
f. News about recent terrorist plots in the United States and Europe ³					
October 28-November 1, 2010	28	33	17	21	1
TRENDS FOR COMPARISON:					
September 30-October 3, 2010: <i>Reports about Al Qaeda planning terror attacks in Western Europe</i>	18	31	24	25	1
June 24-27, 2010: <i>The man who attempted to bomb Times Square pleading guilty</i>	18	28	26	27	1
May 7-10, 2010: <i>The investigation and arrests following an attempted car bombing in Times Square in New York</i>	37	32	16	15	*
January 8-11, 2010: <i>The government's response to an attempted terrorist attack on a Detroit-bound plane on Christmas</i>	37	36	14	12	*
December 11-14, 2009: <i>The arrest of five Muslim American men in Pakistan with suspected ties to terrorists</i>	21	28	24	27	*

³ Question asked only from Friday October 29-Monday November 1 [N=804]

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
September 25-28, 2009: <i>News about recent terrorist plots in the United States</i>	32	38	17	14	0
September, 2007: <i>German officials stopping a terrorist plot to bomb several locations including a U.S. military base in Germany</i>	20	27	23	28	2
July 20-23, 2007: <i>Reports that the terrorist network Al Qaeda is gaining strength</i>	26	30	22	21	1
July 13-16, 2007	21	36	18	24	1
May 11-14, 2007: <i>The arrest of six men charged with plotting an attack on the Fort Dix Army base</i>	19	29	20	31	1
August, 2006: <i>British officials stopping a terrorist plot to blow up planes flying to the U.S.</i>	54	26	9	9	2
August, 2004: <i>The recent 'code orange' alert about the increased risk of a terrorist attack</i>	34	36	18	11	1
January, 2004	35	38	16	10	1
February, 2003	39	35	16	9	1
Early September, 2002: <i>The Homeland Security office issuing a 'code orange' alert about the increased risk of a terrorist attack</i>	39	29	16	15	1
July, 2002: <i>Defending against terrorist attacks in the U.S.</i>	51	33	9	6	1
June, 2002: <i>The arrest of a man for planning a "dirty bomb" attack on the U.S.</i>	30	30	24	15	1
June, 2002: <i>Defending against terrorist attacks in the U.S.</i>	45	35	12	7	1
April, 2002	46	36	10	7	1
Early April, 2002	49	35	10	5	1
January 2002: <i>Reports on the failed suicide bombing of an American Airlines jet coming from Paris</i>	20	34	22	23	1
December, 2001: <i>Terrorism attacks on the United States</i>	60	29	7	3	1
Mid-November, 2001	66	25	6	2	1
Early November, 2001	63	26	6	3	2
Mid-October, 2001	78	16	4	1	1
Early October, 2001: <i>News about the terrorist attacks on the World Trade Center in New York and the Pentagon in Washington</i>	73	22	4	1	*
Mid-September, 2001	74	22	3	1	*
January, 2000: <i>The recent arrests of suspected terrorists in the U.S.</i>	23	36	23	17	1
September, 1998: <i>Reports about activities to prevent terrorism both here and abroad</i>	33	38	19	10	*

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.]**

BASED ON THOSE INTERVIEWED OCT 29-NOV1 [N=804]

24	News about this year's Congressional elections
18	Reports about the condition of the U.S. economy
12	The Major League Baseball World Series
10	Reports that companies had been aware of flaws in materials that contributed to the major oil leak in the Gulf of Mexico
8	News about recent terrorist plots in the United States and Europe
4	A tsunami and a volcano erupting in Indonesia
10	Some other story (VOL.)
14	Don't know/Refused (VOL.)

ASK ALL:

PEW.3 Thinking about this year's Congressional elections. 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>	<u>(VOL.) DK/Ref</u>
a. Talk show hosts Jon Stewart and Stephen Colbert's rally in Washington D.C. on Saturday				
October 30-November 1, 2010	19	28	52	1
September 23-26, 2010 ⁴	13	33	54	1
TRENDS FOR COMPARISON:				
August 26-29, 2010: <i>Talk show host Glenn Beck's upcoming rally at the Lincoln Memorial, on the anniversary of Martin Luther King's "I have a dream" speech</i> ⁵	16	26	58	*
August 19-22, 2010	11	17	71	*
September 18-21, 2009: <i>A September 12th rally in Washington to protest government spending and policies</i>	23	37	40	*
May 2-6, 2000: <i>The Million Mom March, a rally to be held in Washington, D.C. on Mother's Day in support of gun control</i>	10	42	48	*
b. Spending on campaigns by groups with funding from anonymous donors				
October 30-November 1, 2010	27	33	40	1
c. The accuracy of voter registration records and concerns about voter fraud or voter suppression				
October 30-November 1, 2010	20	34	45	*
TREND FOR COMPARISON:				
October 16-19, 2008 ⁶	43	41	15	1
d. A ballot initiative in California that would legalize marijuana in that state				
October 30-November 1, 2010	34	41	24	1
TREND FOR COMPARISON:				
June 19-22, 2009: Rhode Island legalizing the sale of medical marijuana	7	25	67	1

⁴ For September 23-26 2010, the question asked about "Talk show hosts Jon Stewart and Stephen Colbert planning rallies in Washington D.C. next month."

⁵ The word "upcoming" was removed from items in polling that took place on Saturday, Aug. 28, and Sunday, Aug. 29, as the event took place on Saturday, Aug 28, 2010.

⁶ Asked as a standalone question following a series of questions about the 2008 presidential election.