

FOR RELEASE November 19, 2013

Philippines Disaster Draws Limited Interest, Donations

*Obamacare Rollout Grabs More
Attention*

**FOR FURTHER INFORMATION
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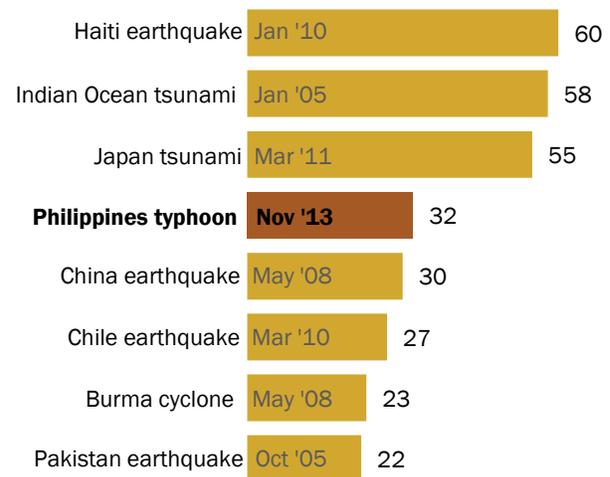
Obamacare Rollout Grabs More Attention

The aftermath of Typhoon Haiyan in the Philippines is drawing less attention from the American public than a number of other major international disasters in recent years. About one-in-three Americans (32%) say they are very closely following news about the deadly typhoon that struck the Philippines on Nov. 8. By comparison, 55% of the public closely followed the aftermath of the 2011 tsunami in Japan, 58% followed the tsunami that struck coastlines around the Indian Ocean at the end of 2004, and 60% followed the 2010 Haiti earthquake.

In the new national survey, conducted Nov. 14-17 among 1,013 adults, Typhoon Haiyan tied with economic news as the second-most closely followed story this week. The health care rollout was the public's top story, with 37% following it very closely. Attention to the Philippines typhoon is similar to the levels of interest in the 2008 earthquake in China (30% followed closely) and the 2010 earthquake in Chile (27%).

Americans Following Typhoon Aftermath Less than Some Other Major Disasters

% following each story 'very closely'



Source: Pew Research Center Nov. 14-17, 2013.

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Up to this point, the share of Americans making donations to the Philippines trails donations to natural disasters that got more attention: 14% say they have donated to storm relief efforts. The share of the public that has donated so far is somewhat less than after the disasters in Haiti, Japan or the Indian Ocean.

In the past, many have donated to relief causes after the first week. For instance, after the earthquake in Haiti, far more said they donated in a survey conducted after 3-4 weeks (52%) than had said they donated in the first several days (18%).

Currently, in addition to the 14% who say they have already made a donation, another 17% say they plan to. But two-thirds (67%) say they do not think they will donate right now.

One-in-Three Plans to Donate to Philippines Relief

	Indian Ocean	Katrina	---Haiti---	Japan	Philip-pines	
	Jan '05	Sep '05	Jan '10	Feb '10	Mar '11	Nov '13
<i>Made donation?</i>	%	%	%	%	%	%
Yes, made donation	30	56	18	52	21	14
Planning to donate	30	28	30	12	24	17
Don't plan to donate now	37	15	46	35	53	67
Don't know/Refused	<u>3</u>	<u>1</u>	<u>6</u>	<u>1</u>	<u>3</u>	<u>2</u>
	100	100	100	100	100	100
Survey followed event by:	10-14 days	8-9 days	2-5 days	22-28 days	6-9 days	6-9 days

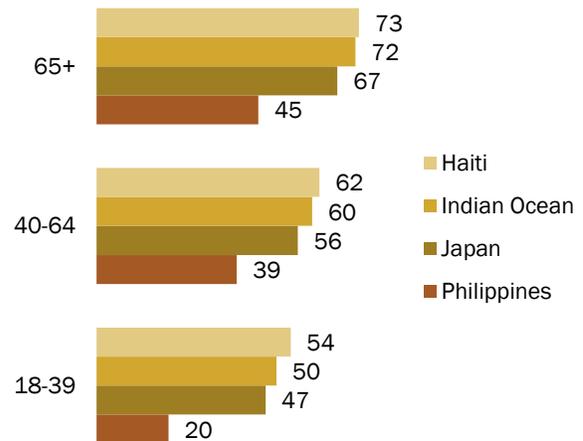
Source: Pew Research Center Nov. 14-17, 2013. Figures may not add to 100% because of rounding.

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Compared with some of these other previous international disasters, interest in the typhoon is lower across all age groups. Among adults 65 and older, 45% followed Haiyan very closely last week, compared to the 67% who closely monitored the Japanese tsunami. Interest has been particularly low among adults younger than 40, just 20% of whom have followed the aftermath in the Philippines last week, compared to the 47% who tracked news from Japan in 2011.

Across Age Groups, Philippines Disaster Draws Less Interest than Others

% of age group following each story 'very closely'



Source: Pew Research Center Nov. 14-17, 2013.

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Among the 14% of adults who have donated so far, about twice as many donated via traditional means than over the internet or via text message. Roughly three-in-ten people who donated to relief efforts did so digitally (31%), while 63% donated in person, over the phone or through the mail. The primary means of digital donations was over the internet (22% of all donors), with just 7% donating by text message. Fully half (51%) of donors say they gave in person, such as at church. These patterns of donations are similar to other recent disaster relief efforts, with no growth in the share using digital donation tools.

For more on donations and interest in past foreign natural disasters, see [“Most Are Attentive to News About Disaster in Japan.”](#) March 22, 2011.

And for a detailed study of donors to the “Text to Haiti” campaign, see [“Real Time Charitable Giving.”](#) Jan. 12, 2012.

Most Post-Disaster Donations Still Come Offline

% of initial donors

	Haiti	Japan	Philip- pines
	%	%	%
Traditional donations (NET)	54	54	63
In person	39	45	51
Over the telephone	12	5	9
Through the mail	5	5	4
Digital donations (NET)	42	36	31
On the internet	23	23	22
By text message	14	9	7
By email	5	4	2
Other/Don't know	5	10	7
	100	100	100
N	170	195	140

Source: Pew Research Center Nov. 14-17, 2013. Figures may not add to 100% because multiple responses were allowed.

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Health Care News Draws Attention

The most closely followed story this week was the ongoing rollout of the 2010 Affordable Care Act, with 37% saying they followed reports “very closely.” Roughly equal shares of Republicans (43%) and Democrats (36%) followed health care news closely.

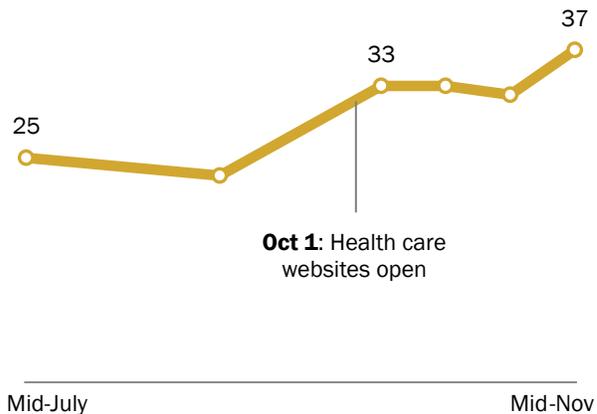
Since the Oct. 1 launch date of the health care exchanges, there has been sustained public interest. But interest among younger adults continues to lag: About one-in-four (24%) of those under 30 and 30% of those 30-49 followed health care news very closely. By comparison, about half of adults 50 and older (49%) closely followed the rollout.

About one-in-three followed news about Typhoon Haiyan and the U.S. economy very closely (32% each). In its second week in the headlines, bullying accusations within the Miami Dolphins football team were followed by 14% of the public. Men (17%) are more likely than women (11%) to say they followed the story very closely.

Americans express relatively limited interest in news about Toronto Mayor Rob Ford, as well as news about new guidelines for the use of statins or the FDA’s proposal to severely limit the use of artificial trans fats.

Strong Interest in Health Care Rollout

% following ‘very closely’

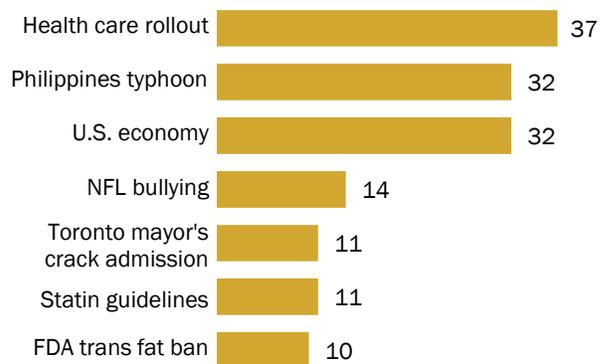


Source: Pew Research Center Nov. 14-17, 2013.

PEW RESEARCH CENTER

Health Care Rollout Tops News Interest

% following story ‘very closely’



Source: Pew Research Center Nov. 14-17, 2013.

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About the Survey

The analysis in this report is based on telephone interviews conducted November 14-17, 2013 among a national sample of 1,013 adults, 18 years of age or older, living in the continental United States (507 respondents were interviewed on a landline telephone, and 506 were interviewed on a cell phone, including 260 who had no landline telephone). The survey was conducted by interviewers at Princeton Data Source and STR 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. For detailed information about our survey methodology, see <http://people-press.org/methodology/>.

The combined landline and cell phone sample are weighted using an iterative technique that matches gender, age, education, race, Hispanic origin and region to parameters from the 2011 Census Bureau's American Community Survey and population density to parameters from the Decennial Census. The sample also is weighted to match current patterns of telephone status, based on extrapolations from the 2012 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 among respondents with a landline phone. Sampling errors and statistical tests of significance take into account the effect of weighting.

The following table shows the unweighted 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	Unweighted sample size	Plus or minus ...
Total sample	1,013	3.7 percentage points
Republican	254	7.4 percentage points
Democrat	331	6.5 percentage points
Independent	373	6.1 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.

PEW RESEARCH CENTER
November 14-17, 2013 OMNIBUS
FINAL TOPLINE
N=1,013

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. News about how the rollout of the 2010 health care law is going					
November 14-17, 2013	37	28	16	19	*
October 31-November 3, 2013: <i>News about health insurance exchanges opening around the country as part of the 2010 health care law</i>	32	32	19	17	*
October 17-20, 2013	33	28	22	17	*
October 3-6, 2013	33	24	22	20	1
August 29-September 1, 2013: <i>News about parts of the health care law that are about to take effect</i>	23	25	21	30	*
July 18-21, 2013	25	25	19	30	*
June 28-July 1, 2012: <i>The Supreme Court decision on the 2010 health care law</i>	45	21	14	19	*
March 29-April 1, 2012: <i>Supreme Court hearings about the 2010 health care reform law</i>	29	27	17	27	*
November 17-20, 2011: <i>The U.S. Supreme Court agreeing to hear legal challenges to last year's health care reform law</i>	18	24	24	33	1
February 3-6, 2011: <i>A federal judge ruling that part of the new health care law is unconstitutional</i>	25	28	19	28	1
January 20-23, 2011: <i>News about Republican efforts to repeal last year's health care law</i>	29	29	20	21	1
December 16-19, 2010: <i>A federal judge ruling that parts of the new health care law are unconstitutional</i>	28	24	17	30	1
September 23-26, 2010: <i>News about portions of this year's health care reform law beginning to take effect</i>	37	31	17	14	1
April 16-19, 2010: <i>News about the new health care reform law</i>	40	30	16	14	*
April 9-12, 2010	46	27	15	12	*
April 1-5, 2010	42	27	14	16	*
March 26-29, 2010: <i>Debate over health care reform</i>	49	29	12	10	*
March 19-22, 2010	51	24	11	14	*
March 12-15, 2010	40	31	16	13	*
March 5-8, 2010	42	27	17	15	*
February 26-March 1, 2010	29	29	19	22	*
February 19-22, 2010	33	28	19	19	*
January 29-February 1, 2010	39	27	16	17	*
January 22-25, 2010	41	32	15	11	*
January 15-18, 2010	37	27	19	18	*
January 8-11, 2010	39	26	20	15	*

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
December 18-21, 2009	42	27	16	14	*
December 11-14, 2009	42	30	15	14	*
December 4-7, 2009	42	28	15	14	1
November 20-23, 2009	42	29	14	15	*
November 13-16, 2009	38	26	17	17	1
November 6-9, 2009	35	28	15	22	1
October 30-November 2, 2009	32	26	19	23	*
October 23-26, 2009	40	27	16	17	1
October 16-19, 2009	36	28	15	21	*
October 9-12, 2009	37	29	14	19	1
October 2-5, 2009	39	29	16	16	*
September 25-28, 2009	45	31	12	12	0
September 18-21, 2009	44	26	19	11	*
September 11-14, 2009	44	27	14	15	*
September 3-6, 2009	40	26	16	17	0
August 28-31, 2009	40	28	17	14	1
August 21-24, 2009	49	24	12	15	1
August 14-17, 2009	39	31	15	15	1
August 7-10, 2009: <i>Debate in Washington over health care reform</i>	40	27	17	15	1
July 31-August 3, 2009	47	26	14	13	1
July 24-27, 2009	44	28	15	13	*
July 17-20, 2009	33	31	13	21	2
July 10-13, 2009	24	29	20	27	*
June 26-29, 2009	29	26	20	25	1
June 19-22, 2009	28	28	20	23	*
June 12-15, 2009	29	26	18	26	*
May 15-18, 2009: <i>Debate over Barack Obama's health care plans</i>	25	30	20	24	*
March 6-9, 2009: <i>Obama proposing a \$630 billion fund for overhauling health care</i>	41	32	13	14	*
TRENDS FOR COMPARISON:					
September, 1994: <i>The Clinton administration's health care reform proposals</i>	32	41	18	9	*
June, 1994	34	40	19	7	*
May, 1994	37	37	16	9	1
January, 1994	38	38	15	9	*
Early January, 1994	40	40	14	6	*
December, 1993	45	35	12	7	1
October, 1993	44	32	17	6	1
September, 1993	49	34	11	6	*
August, 1993: <i>Reports about the White House task force on health care reform headed by Hillary Clinton</i>	27	32	25	15	1
June, 1993	28	38	19	15	*
May, 1993	30	30	25	14	1
b. Reports about the condition of the U.S. economy					
November 14-17, 2013	32	32	17	19	*
October 31-November 3, 2013	31	37	16	15	*
October 17-20, 2013	41	31	16	12	*
October 3-6, 2013	34	30	19	16	1
September 25-29, 2013	35	30	16	18	*
September 19-22, 2013	28	33	20	19	1
September 12-15, 2013	28	34	17	20	*
August 1-4, 2013	28	35	19	17	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
July 18-21, 2013	28	29	20	23	1
June 20-23, 2013	28	30	19	22	1
June 13-16, 2013	30	32	15	22	*
June 6-9, 2013	33	31	15	21	*
May 16-19, 2013	30	31	20	19	*
May 9-12, 2013	28	30	21	20	1
March 28-31, 2013	30	30	17	22	1
March 7-10, 2013	35	30	16	19	*
January 31-February 3, 2013	33	33	16	16	1
January 17-20, 2013	36	32	15	16	*
January 3-6, 2013	34	32	18	16	1
December 6-9, 2012	38	30	16	14	1
November 8-11, 2012	41	31	15	12	1
November 1-4, 2012	38	30	16	14	1
October 25-28, 2012	44	30	14	11	1
October 18-21, 2012	39	36	12	12	1
October 12-14, 2012	42	28	14	15	1
October 4-7, 2012	40	29	13	17	*
September 27-30, 2012	34	37	13	15	1
September 20-23, 2012	36	32	17	15	*
September 13-16, 2012	38	32	17	12	1
September 7-9, 2012	36	31	17	15	2
August 31-September 3, 2012	33	31	20	16	1
August 23-26, 2012	38	30	15	16	1
August 16-19, 2012	33	32	16	19	*
August 9-12, 2012	30	31	20	18	1
August 2-5, 2012	33	29	20	17	1
July 26-29, 2012	32	30	20	19	*
July 19-22, 2012	39	29	16	16	*
July 12-15, 2012	32	33	18	17	1
July 5-8, 2012	34	28	18	19	1
June 28-July 1, 2012	38	28	15	18	1
June 21-24, 2012	33	32	17	17	*
June 14-17, 2012	39	28	15	17	*
June 7-10, 2012	35	32	15	18	*
May 31-June 3, 2012	37	34	13	14	1
May 24-27, 2012	33	31	19	16	1
May 17-20, 2012	35	30	16	19	*
May 10-13, 2012	40	26	16	17	*
May 3-6, 2012	38	29	13	20	*
April 26-29, 2012	34	32	17	16	1
April 19-22, 2012	35	35	13	14	2
April 12-15, 2012	39	28	16	17	1
April 5-8, 2012	37	31	16	16	1
March 29-April 1, 2012	34	33	15	18	1
March 22-25, 2012	36	29	16	18	1
March 15-18, 2012	40	35	11	14	1
March 8-11, 2012	37	32	14	17	*
March 1-4, 2012	41	27	15	17	1
February 23-26, 2012	37	33	14	15	1
February 16-20, 2012	33	32	16	17	1
February 9-12, 2012	42	30	14	13	1
February 2-5, 2012	38	32	16	13	1
January 26-29, 2012	35	31	16	19	*
January 19-22, 2012	35	30	16	19	1
January 12-15, 2012	33	32	14	20	1
January 5-8, 2012	39	31	15	15	*

SEE TREND FOR PREVIOUS YEARS: <http://www.people-press.org/files/2013/01/NII-Economy-trend.pdf>

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
c. The aftermath of a major typhoon in the Philippines					
November 14-17, 2013	32	35	18	14	*
TRENDS FOR COMPARISON:					
April 14-17, 2011: <i>The aftermath of a major earthquake and tsunami in Japan</i>	38	37	16	8	*
April 7-10, 2011	46	37	11	5	1
March 31-April 3, 2011	50	35	9	5	*
March 24-27, 2011	50	35	12	3	*
March 17-20, 2011	55	31	9	4	*
March 11-13, 2011: <i>A major earthquake and tsunami off the coast of Japan</i> ¹	52	29	12	7	*
February 24-27, 2011: <i>A major earthquake in New Zealand</i>	20	30	26	23	1
October 28-November 1, 2010: <i>A tsunami and a volcano erupting in Indonesia</i>	11	25	27	36	1
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	*
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	*

¹ This item was added to polling on the second day of the field period. Data were collected March 11-13, 2011. N=671.

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, 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	*
d. A Miami Dolphins football player accusing a teammate of bullying November 14-17, 2013	14	25	23	38	0
TRENDS FOR COMPARISON:					
August 29-September 1, 2013: <i>The NFL's proposed agreement with former players over concussion-related lawsuits</i>	9	18	21	51	*
September 27-30, 2012: <i>Controversy over the National Football League's use of replacement officials</i>	19	20	21	39	1
May 3-6, 2012: <i>The death of former NFL linebacker Junior Seau in an apparent suicide</i>	16	19	25	37	1
March 22-25, 2012: <i>The National Football League suspending coaches who were involved in paying bounties to New Orleans Saints players for injuring opponents</i>	17	15	24	43	1
July 28-31, 2011: <i>The NFL owners and players reaching a labor agreement</i>	12	16	23	48	1
July 21-22, 2011: <i>A tentative deal in the NFL labor dispute that threatened to delay the football season</i>	11	13	20	55	1
March 6-9, 2009: <i>The two NFL players missing off Florida's Gulf Coast</i>	21	34	25	20	*
November 30-December 3, 2007: <i>The death of NFL player Sean Taylor</i>	14	25	22	38	1
August 24-27, 2007: <i>NFL quarterback Michael Vick agreeing to plead guilty to federal dog fighting charges</i>	26	30	21	22	1
July 27-30, 2007: <i>Allegations that NFL quarterback Michael Vick was involved with illegal dog fighting</i>	21	27	22	29	1
e. New guidelines about cholesterol-lowering drugs known as statins November 14-17, 2013	11	14	20	55	*
f. Toronto Mayor Rob Ford's admission that he used crack cocaine November 14-17, 2013	11	22	26	40	*
September 5-8, 2008: <i>Detroit Mayor Kwame Kilpatrick resigning from office and pleading guilty to criminal charges</i>	10	22	27	41	*
March 28-31, 2008: <i>Detroit Mayor Kwame Kilpatrick's legal troubles</i>	6	17	28	48	1
August, 1990: <i>Washington, D.C. Mayor Marion Barry's trial ending in a mistrial</i>	16	33	26	24	1
July, 1990: <i>Washington Mayor Barry's trial</i>	22	31	27	20	*
February, 1990: <i>The arrest of Washington's Mayor Barry on drug use charge</i>	28	40	19	13	0
g. The FDA's proposal to severely restrict trans fats in foods November 14-17, 2013	10	20	25	45	*

ASK ALL:

PEW.2 Have you or anyone in your household made a donation to help those affected by the typhoon in the Philippines, are you planning to do so, or is this something you don't think you will do right now?

	Yes, have made a donation	Planning to do so	No, don't think will donate right now	(VOL.) DK/Ref
November 14-17, 2013	14	17	67	2
March 17-20, 2011: <i>Earthquake and tsunami in Japan</i>	21	24	53	3
February 3-9, 2010: <i>Earthquake in Haiti</i>	52	12	35	1
January 14-17, 2010: <i>Earthquake in Haiti</i>	18	30	46	6
September 6-7, 2005: <i>Hurricane Katrina</i>	56	28	15	1
January 5-9, 2005: <i>Earthquake and tsunami in the Indian Ocean</i>	30	30	37	3

ASK IF HAVE DONATED OR PLAN TO (1,2 IN PEW.2):

PEW.3 [If PEW.2=1: Did you donate] [If PEW.2=2: And if you make a donation, do you think you will donate] [READ AND RANDOMIZE; MULTI-PUNCH, ENTER ALL ANSWERS GIVEN; DO NOT PROBE FOR ADDITIONAL]

BASED ON THOSE WHO HAVE DONATED [N=140]**TRENDS FOR COMPARISON:**

		<i>Earthquake/Tsunami in Japan</i>	<i>Earthquake in Haiti</i>	<i>Earthquake/Tsunami in Indian Ocean</i>
		Mar 17-20 2011	Jan 14-17 2010	Jan 5-9 2005 ²
Nov 14-17 2013				
51	In person such as at church	45	39	59
22	On the internet	23	23	15
9	Over the telephone	5	12	10
7	By text message	9	14	--
4	Through the mail	5	5	17
2	By e-mail	4	5	--
7	Other (VOL.)	6	2	1
*	Don't know/Refused (VOL.)	4	3	2

BASED ON THOSE WHO PLAN TO DONATE [N=191]**TRENDS FOR COMPARISON:**

		<i>Earthquake/Tsunami in Japan</i>	<i>Earthquake in Haiti</i>
		Mar 17-20 2011	Jan 14-17 2010
Nov 14-17 2013			
53	In person such as at church	40	51
23	On the internet	25	17
11	Through the mail	10	17
6	By text message	4	6
3	By e-mail	4	3
3	Over the telephone	6	8
4	Other (VOL.)	4	1
1	Don't know/Refused (VOL.)	7	4

² In January 2005, the question did not ask about making donations by email or text message and the response option on making a contribution in person did not explicitly ask "such as at church."