



THE PEW RESEARCH CENTER
For The People & The Press

NEWS Release

*1615 L Street, N.W., Suite 700
Washington, D.C. 20036
Tel (202) 419-4350
Fax (202) 419-4399*

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FOR FURTHER INFORMATION:
Andrew Kohut, Director
Michael Remez, Senior Writer

Jump in Attention to Midterm Election News Miners' Rescue Dominates News Interest

The dramatic rescue of 33 Chilean miners trapped underground for more than two months dominated the public's news interest last week, while the media focused on both the miners' saga and the midterm Congressional elections.

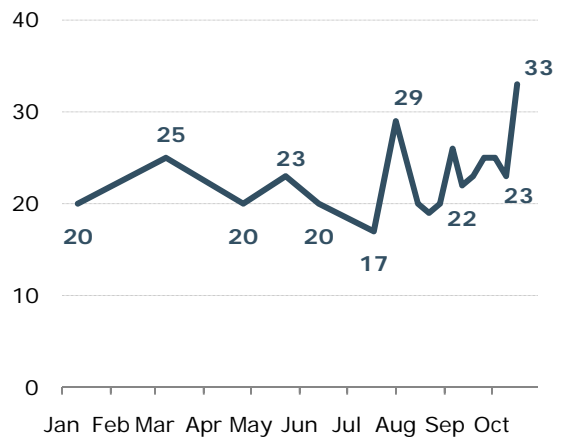
With the Nov. 2 elections fast approaching, the percent of the public tracking election news very closely jumped to 33% from 23% one week earlier.

According to the latest News Interest Index survey conducted Oct. 14-17 among 1,002 adults by the Pew Research Center for the People & the Press, Republicans continue to follow election news more closely than Democrats or independents. Currently, close to half of Republicans (47%) say they are following this news very closely, compared with 32% of Democrats and 26% of independents. The week of Oct. 7-10, 31% of Republicans said they were following news about the midterms very closely, compared with 21% of Democrats and 20% of independents.

While the public appears increasingly attentive to election news, four-in-ten say they followed news about the rescue of the miners – heavily covered and broadcast live on television – more closely than any other news last week. Nearly two-in-ten (19%) say they followed news about the economy most closely; 15% say they followed news about the elections most closely.

Attention to Election News

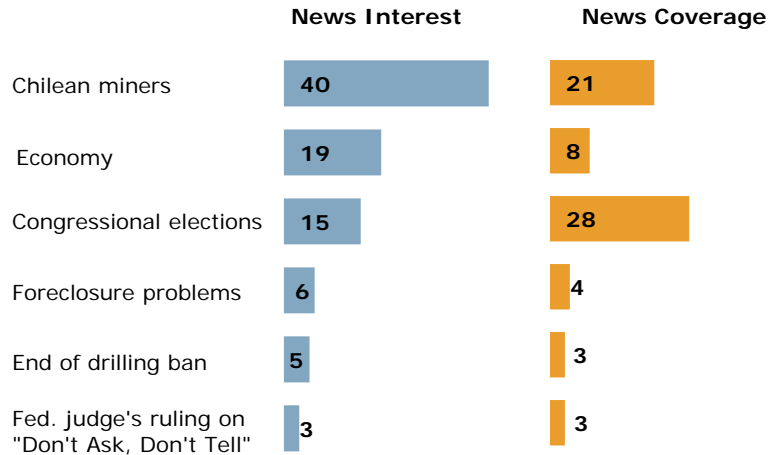
% following election news very closely



PEW RESEARCH CENTER. October 14-17, 2010.

For its part, the media devoted 28% of coverage to the midterm elections and 21% of newshole to the drama that unfolded in Chile, according to a separate analysis by the Pew Research Center's Project for Excellence in Journalism (PEJ). Roughly 12% of coverage focused on the still-struggling economy – about 8% on the economy in general and 4% on the foreclosure issues causing new problems for the housing market.

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. 14-17, 2010. News coverage shows the percentage of news coverage devoted to each story, Pew Research Center's Project for Excellence in Journalism, Oct. 11-17, 2010.

About half of the public (49%) says they followed news about the rescue of the Chilean miners very closely. That's greater than the 33% that said they very closely followed news about a deadly explosion in a West Virginia coal mine this April and comparable to the 47% that said they followed news that closely about the deaths of 12 miners in a West Virginia mine in January 2006.

Women generally paid closer attention to the developments in Chile than men: 55% say they followed this news very closely, compared with 42% of men.

More than four-in-ten (42%) say they followed news about the economy very closely, while 19% say this was the story they followed most closely. About a quarter (26%) say they followed news about foreclosure problems very closely, while 6% say this was the news they followed most closely.

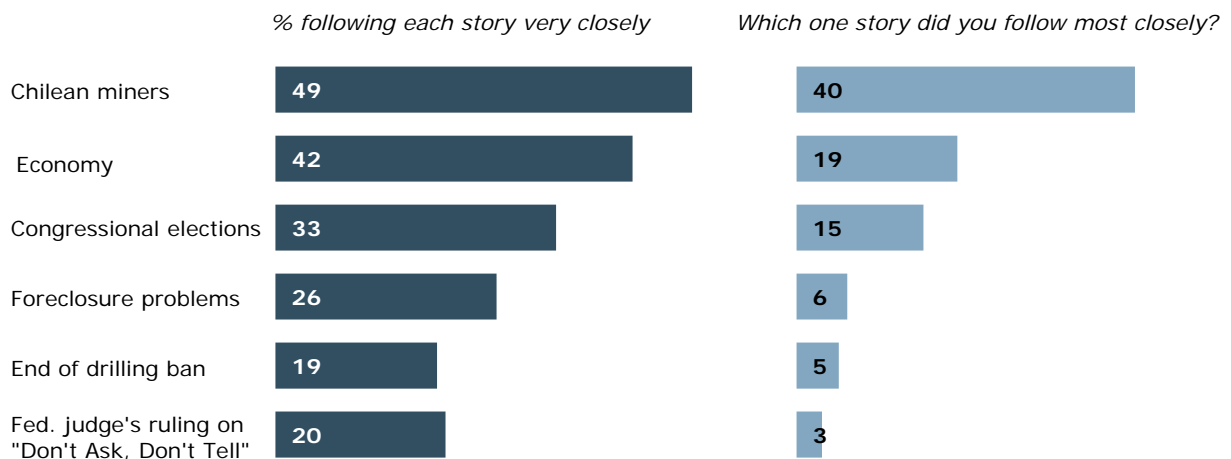
A third (33%) say they followed news about the midterm elections very closely, 15% say this was the news they followed most closely. Nearly four-in-ten men (38%) say they followed election news very closely, compared with 28% of women.

About two-in-ten of the public (19%) say they followed news about Obama administration plans to lift the ban on deep-water oil and gas exploration put in place after the BP disaster in the Gulf of Mexico. The story accounted for 3% of coverage; 5% say this was the news they followed most closely.

Two-in-ten (20%) say they very closely followed news about a federal judge's decision to block enforcement of the government's "Don't Ask, Don't Tell" policy concerning gays in the military. This news accounted for 3% of coverage and 3% say this was the news they followed most closely.

While young people generally say they are following key news stories less closely than older people, that is not the case with the "Don't Ask, Don't Tell" story. More than two-in-ten (22%) of those ages 18-29 say they followed this news very closely, compared with 17% of those age 30-49, 19% of those age 50-64 and 24% of those 65 and older.

News Interest



PEW RESEARCH CENTER. Oct. 14-17, 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 11-17, and survey data

measuring public interest in the top news stories of the week were collected October 14-17, from a nationally representative sample of 1,002 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 under the direction of Princeton Survey Research Associates International among a national sample of 1,002 adults living in the continental United States, 18 years of age or older, from October 14-17, 2010 (671 respondents were interviewed on a landline telephone, and 331 were interviewed on a cell phone, including 157 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	1,002	4.0 percentage points
Republicans	284	7.0 percentage points
Democrats	309	7.0 percentage points
Independents ¹	409	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:

Andrew Kohut, Director

Scott Keeter, Director of Survey Research

Carroll Doherty and Michael Dimock, Associate Directors

Michael Remez, Senior Writer

Leah Christian and Jocelyn Kiley, Senior Researchers

Robert Suls, Shawn Neidorf, and Alec Tyson, Research Associates

Jacob Poushter, Research Analyst

Mattie Ressler and Danielle Gewurz, Research Assistants

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 14-17, 2010 OMNIBUS
FINAL TOPLINE
N=1002

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 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
September 25-28, 2009	44	37	10	10	*
September 18-21, 2009	44	34	15	7	*

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 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	*
March 20-24, 2008	45	33	13	9	*
February 29-March 3, 2008	38	35	15	11	1

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 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
b. News about this year's congressional elections					
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

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 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:					
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	*
c. Problems with foreclosures across the country					
October 14-17, 2010	26	32	22	19	1
October 7-10, 2010	19	32	22	27	1
TRENDS FOR COMPARISON:					
August 26-29, 2010: <i>Reports about the U.S. housing market</i>	22	31	24	22	1
February 20-23, 2009: <i>The Obama administration's plan to help homeowners facing foreclosure which could cost as much as \$275 billion dollars</i>	31	36	19	13	1
September 12-15, 2008: <i>The federal government taking control of the mortgage companies Fannie Mae and Freddie Mac</i>	28	35	19	17	1

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...

	<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, 2008: <i>Financial troubles for home mortgage lenders Fannie Mae and Freddie Mac</i>	30	33	19	18	*
May 30-June 2, 2008: <i>Reports about problems in the U.S housing market</i>	26	32	21	21	0
March 7-10, 2008: <i>A record number of home mortgage foreclosures</i>	28	33	19	20	*
d. A federal judge's decision to block the enforcement of the "Don't Ask, Don't Tell" policy concerning gays in the military October 14-17, 2010	20	24	25	30	1
TRENDS FOR COMPARISON:					
September 23-26, 2010: <i>Debate about whether Congress should repeal the "Don't Ask, Don't Tell" policy concerning gays in the military</i>	24	30	22	22	2
May 27-30, 2010: <i>Congressional debate over whether to repeal the "Don't Ask, Don't Tell" policy concerning gays in the military</i>	16	22	24	37	1
February 5-8, 2010: <i>Military leaders saying they support allowing gays to serve openly in the military</i>	19	31	26	24	*
August, 1993: <i>Bill Clinton's decision to ease the ban on homosexuals in the military</i>	44	37	13	5	1
February, 1993: <i>Bill Clinton's attempts to lift the ban on gays in the military</i>	45	35	14	6	*
e. The rescue of 33 Chilean miners who had been trapped in a mine for more than two months October 14-17, 2010	49	30	14	7	0
TRENDS FOR COMPARISON:					
April 16-19, 2010: <i>Concerns about the safety of U.S. mines after a deadly explosion in a West Virginia coal mine</i>	26	35	23	16	*
April 9-12, 2010: <i>A deadly explosion in a coal mine in West Virginia</i>	33	36	18	13	*
August 17-20, 2007: <i>The six trapped Utah coal miners</i>	32	38	18	12	*
August 10-13, 2007	36	35	14	15	*
February 23-26, 2007: <i>The rescue of three climbers on Oregon's Mt. Hood</i>	10	25	34	31	*
January, 2006: <i>The death of 12 miners in a West Virginia coal mine</i>	47	33	11	8	1
November, 1987: <i>The little girl in Texas who was rescued after falling into a well</i>	69	21	8	2	--
f. The end of a five month ban on deep-water oil and gas exploration October 14-17, 2010	19	21	25	33	1
TREND FOR COMPARISON:					
April 1-5, 2010: <i>President Obama's proposal to allow offshore oil and gas drilling</i>	20	24	21	33	1

NO QUESTION PEW.2

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.]**

- 40 The rescue of 33 Chilean miners who had been trapped in a mine for more than two months
- 19 Reports about the condition of the U.S. economy
- 15 News about this year's congressional elections
- 6 Problems with foreclosures across the country
- 5 The end of a five month ban on deep-water oil and gas exploration
- 3 A federal judge's decision to block the enforcement of the "Don't Ask, Don't Tell" policy concerning gays in the military
- 4 Some other story **(VOL.)**
- 7 Don't know/Refused **(VOL.)**