



**THE PEW RESEARCH CENTER**  
For The People & The Press

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**FOR IMMEDIATE RELEASE:**  
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**FOR FURTHER INFORMATION:**  
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## Most Followed Returns on Election Night Election Results Draw Big Interest, Heavy Coverage

The results of the midterm elections dominated both the public's interest and media attention last week as Republicans easily won control of the House while making big gains in the Senate and in many statehouses.

Fully 43% say they followed news about the election outcome more closely than any other news, according to the latest News Interest Index survey conducted among 996 adults from Nov.

4-7. News about the elections accounted for 57% of the newshole, the highest level of coverage for any story since the 2008 elections, according to the Pew Research Center's Project for Excellence in Journalism (PEJ).

Compared with the 2006 congressional elections, about as many say they followed the outcome very closely (47%) as did four years ago (46%) when Democrats captured control of both the House and the Senate. This year's level of interest is slightly higher than interest in the midterm elections of 1994 (41%). That year, Republicans gained control of Congress.

### News Interest vs. Coverage

	News Interest	News Coverage
Election outcomes	43	57
Economy	20	7
Conditions in Haiti	9	2
Terrorist plots	7	5
Obama trip to Asia	4	2
Qantas engine failure	2	1

News interest shows the percentage of people who say they followed this story most closely, Pew Research Center for the People & the Press, Nov. 4-7, 2010. News coverage shows the percentage of news coverage devoted to each story, Pew Research Center's Project for Excellence in Journalism, Nov. 1-7, 2010.

While Republicans followed campaign news more closely than Democrats throughout much of 2010, partisans tracked the outcome at similar levels. Fully 57% of Republicans and 50% of Democrats say they followed the election results very closely. Roughly four-in-ten independents (41%) say the same. However, Republicans (61%) are more likely than Democrats (42%) and independents (39%) to say the election is the story they followed most closely.

Four years ago, when Democrats tallied large gains, Democrats tracked the midterm results more closely than Republicans or independents. At that time, nearly six-in-ten Democrats (58%) said they followed news about the election outcome very closely, compared with 47% of Republicans and 34% of independents.

### Most Turn to Television for Results

A majority (57%) followed the results of the election last Tuesday night; 52% say they did so on television. That amounts to 91% of those who followed results that night.

Meanwhile, 16% say they tracked the election night outcome on the internet. That amounts to 28% of those who say they followed the returns that night.

About two-thirds of Republicans (67%) say they followed results election night, compared with 55% of Democrats and 53% of independents. Partisan groups were about equally likely to track the results on the internet, though more Republicans (62%) say they watched the results on television than Democrats (50%).

Six-in-ten men (60%) say they followed the results on election night, compared with 53% of women. While men and women are just as likely to say they followed results on television (53% and 50% respectively), men are almost twice as likely to say they followed results on the internet (21% vs. 11%).

### Who Tracked Results on Election Night – and Where

<i>Did you follow returns last Tuesday night?</i>	<b>Yes</b> %	<b>On</b>	
		<b>TV</b> %	<b>Internet</b> %
Total	57	52	16
Men	60	53	21
Women	53	50	11
18-29	35	25	18
30-49	57	53	21
50-64	63	61	13
65+	67	65	10
College grad+	72	65	24
Some college	58	52	21
HS grad or less	47	44	9
Republican	67	62	16
Democrat	55	50	16
Independent	53	48	17

PEW RESEARCH CENTER Nov. 4-7, 2010.

Those ages 18-29 are much less likely than older age groups to say they tracked results on election night; 35% say this, compared with majorities of those 30-49 (57%), 50-64 (63%) and 65 and older (67%). And while (by ratios of more than two-to-one) Americans 30 and older are much more likely to say they tracked returns on television than on the internet, young people are nearly as likely to say they followed the returns online (18%) as on television (25%).

### The Week's News

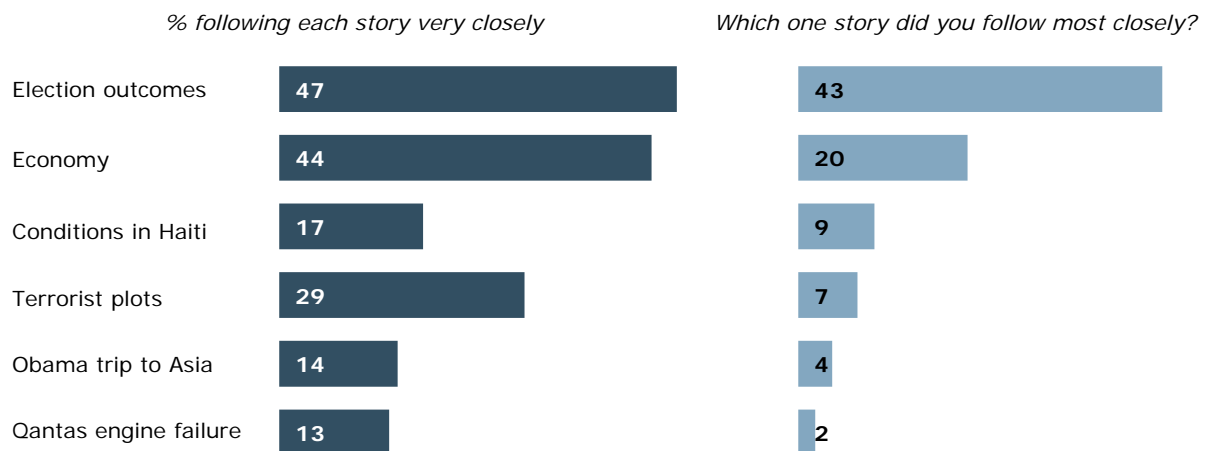
Though the election dominated public attention, Americans say they also continued to track news about the nation's struggling economy. More than four-in-ten (44%) say they followed news about the economy very closely; 20% say this was the news they followed most closely. News about the economy made up 7% of the coverage analyzed by PEJ.

Nearly three-in-ten (29%) say they followed news about terrorism plots in the U.S. and Europe very closely; 7% say this was the news they followed most closely. News about terrorism threats and thwarted plots accounted for 5% of coverage.

Fewer than two-in-ten (17%) say they followed news about a hurricane that hit part of Haiti last week as that nation grappled with a worsening outbreak of cholera; 9% say this was the news they followed most closely. Hurricane Tomas and problems it caused in Haiti accounted for 2% of the newshole.

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### News Interest



PEW RESEARCH CENTER Nov. 4-7, 2010.

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Just 14% followed news about the start of President Obama's trip to Asia very closely; 4% say this was the news they followed most closely. The trip accounted for 2% of coverage.

Similar numbers tracked news about the in-flight failure of an engine on a Qantas Airways jumbo jet; 13% say they followed this news very closely, while 2% say this was the news they followed most closely. The incident accounted for 1% of coverage.

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 November 1-7, and survey data measuring public interest in the top news stories of the week were collected November 4-7, from a nationally representative sample of 996 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](http://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 996 adults living in the continental United States, 18 years of age or older, from November 4-7, 2010 (666 respondents were interviewed on a landline telephone, and 330 were interviewed on a cell phone, including 160 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	996	4.0 percentage points
Republicans	254	7.5 percentage points
Democrats	339	6.5 percentage points
Independents	312	7.0 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.

## **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](http://www.people-press.org).

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**PEW RESEARCH CENTER NEWS INTEREST INDEX**  
**NOVEMBER 4-7, 2010 OMNIBUS**  
**FINAL TOPLINE**  
**N=996**

**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>	<b>(VOL.) DK/Ref</b>
a. Reports about the condition of the U.S. economy					
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	*
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	*

## PEW.1 CONTINUED...

	<u>Very closely</u>	<u>Fairly closely</u>	<u>Not too closely</u>	<u>Not at all closely</u>	<b>(VOL.) DK/Ref</b>
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	*
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	*



**PEW.1 CONTINUED...**

	<u>Very closely</u>	<u>Fairly closely</u>	<u>Not too closely</u>	<u>Not at all closely</u>	<b>(VOL.) DK/Ref</b>
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	*
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 closely	Fairly closely	Not too closely	Not at all closely	(VOL.) DK/Ref
b. News about the outcome of the elections					
November 4-7, 2010	47	25	14	14	*
November, 2006	46	33	11	10	*
November, 1998	42	31	14	12	1
December, 1994	41	36	13	10	*
<b>TREND FOR COMPARISON:</b>					
October 28-November 1, 2010: <i>News about this year's congressional elections</i>	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
c. News about recent terrorist plots in the United States and Europe					
November 4-7, 2010	29	31	19	20	*
October 28-November 1, 2010	28	33	17	21	1
<b>TRENDS FOR COMPARISON:</b>					
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	*
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

## PEW.1 CONTINUED...

	<u>Very closely</u>	<u>Fairly closely</u>	<u>Not too closely</u>	<u>Not at all closely</u>	<b>(VOL.)</b> <u>DK/Ref</u>
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	*
d. An engine failure on a Qantas flight that caused the airline to ground some of its planes November 4-7, 2010	13	23	22	40	1
<b>TRENDS FOR COMPARISON:</b>					
April 11-14, 2008: <i>Widespread airline delays and cancellations due to safety concerns</i>	19	30	30	21	*
March 28-31, 2008: <i>Issues with safety inspections on commercial airlines</i>	14	26	27	32	1
e. President Obama's trip to Asia					
November 4-7, 2010	14	21	23	40	1
November 20-23, 2009	11	19	29	41	*
November 13-16, 2009	8	19	28	44	1
<b>TRENDS FOR COMPARISON:</b>					
August 14-17, 2009: <i>President Obama's trip to Mexico</i>	9	20	26	44	*
July 10-13, 2009: <i>President Obama's trip to Russia and the G-8 Summit in Italy</i>	14	30	24	30	1
April 17-20, 2009: <i>Trip to Mexico and Latin America</i>	17	26	25	32	*
April 9-13, 2009: <i>Visit to Turkey and Iraq</i>	23	29	22	26	*
April 3-6, 2009: <i>Trip to Europe and meetings with foreign leaders</i>	25	35	21	19	*

## PEW.1 CONTINUED...

	<u>Very closely</u>	<u>Fairly closely</u>	<u>Not too closely</u>	<u>Not at all closely</u>	<b>(VOL.)</b> <u>DK/Ref</u>
f. A hurricane and a cholera outbreak in Haiti November 4-7, 2010	17	30	27	25	1
<b>TRENDS FOR COMPARISON:</b>					
August 19-22, 2010: <i>The flooding in Pakistan and its aftermath</i>	11	23	32	33	1
August 12-15, 2010: <i>Floods in Pakistan</i>	8	19	30	43	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	*
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	*

**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.**]

43	News about the outcome of the elections
20	Reports about the condition of the U.S. economy
9	A hurricane and a cholera outbreak in Haiti
7	News about recent terrorist plots in the United States and Europe
4	President Obama's trip to Asia
2	An engine failure on a Qantas flight that caused the airline to ground some of its planes
6	Some other story <b>(VOL.)</b>
9	Don't know/Refused <b>(VOL.)</b>

**PEW.3 HELD FOR FUTURE RELEASE****ASK ALL:**

Now thinking about election night...

PEW.4 Did you happen to follow election returns on Tuesday night, or not?

		-----BASED ON VOTERS-----		
Nov 4-7 <u>2010</u>		Nov <u>2008</u>	Nov <u>2004</u>	Nov <u>2000</u>
57	Yes	82	84	88
43	No	18	16	12
0	Don't know/Refused <b>(VOL.)</b>	*	*	0

**ASK IF FOLLOWED RETURNS (PEW.4=1):**

PEW.5 Did you follow the election returns on [**INSERT ITEM; RANDOMIZE**], or not?

		<u>Yes</u>	<u>No</u>	<u>(VOL.) DK/Ref</u>	<u>Did not follow returns</u>
a.	Television				
	<b>BASED ON TOTAL [N=996]</b>				
	Nov 4-7, 2010	52	5	0	43
	November, 2008 (All voters)	79	3	0	18
	November, 2004 (All voters)	81	3	0	16
	<b>BASED ON THOSE WHO FOLLOWED RETURNS [N=622]</b>				
	Nov 4-7, 2010	91	9	0	
	November, 2008 (Voters)	96	4	0	
	November, 2004 (Voters)	97	3	0	
b.	The internet				
	<b>BASED ON TOTAL [N=996]</b>				
	Nov 4-7, 2010	16	41	0	43
	November, 2008 (All voters)	19	63	0	18
	November, 2004 (All voters)	16	68	*	16
	<b>BASED ON THOSE WHO FOLLOWED RETURNS [N=622]</b>				
	Nov 4-7, 2010	28	72	0	
	November, 2008 (Voters)	23	77	0	
	November, 2004 (Voters)	19	81	*	

**PEW.6 PREVIOUSLY RELEASED****PEW.7 HELD FOR FUTURE RELEASE**

**ASK ALL:**

PARTY In politics TODAY, do you consider yourself a Republican, Democrat, or Independent?

**ASK IF INDEP/NO PREF/OTHER/DK/REF (PARTY=3,4,5,9):**

PARTYLN As of today do you lean more to the Republican Party or more to the Democratic Party?

	<u>Republican</u>	<u>Democrat</u>	<u>Independent</u>	<u>(VOL.) No preference</u>	<u>(VOL.) Other party</u>	<u>(VOL.) DK/Ref</u>	<u>Lean Rep</u>	<u>Lean Dem</u>
Nov 4-7, 2010	23	35	32	5	*	4	13	13