



THE PEW RESEARCH CENTER
For The People & The Press

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Economic News Seen as a Mix of Good and Bad Midterm Elections Still Top Public Interest

The public continued to focus most closely on the outcome of the midterm elections last week as news coverage highlighted their impact on the balance of power and the agenda in Washington.

A quarter of the public (25%) says they followed news about the election outcome more closely than any other major news. Nearly as many (20%) say they followed news about the still-struggling economy most closely, according to the latest News Interest Index survey conducted Nov. 11-14 among 1,001 adults.

News Interest vs. Coverage

	News Interest	News Coverage
Election outcomes	25	12
Economy	20	9
Stranded cruise ship	15	4
Obama trip to Asia	7	9
Release of Bush book	5	4
Proposals to cut deficit	2	7

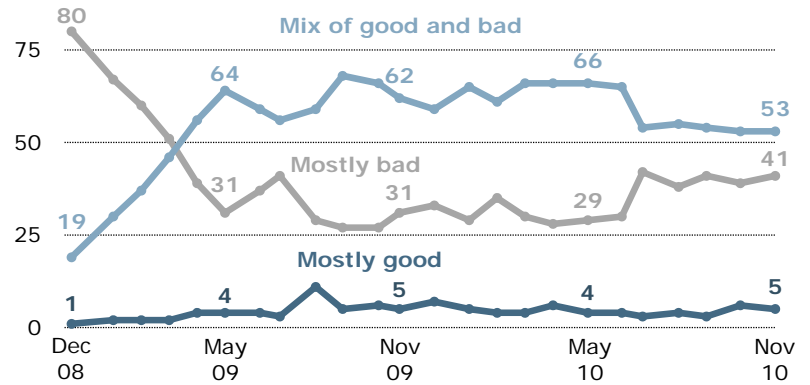
News interest shows the percentage of people who say they followed this story most closely, Pew Research Center for the People & the Press, Nov. 11-14, 2010. News coverage shows the percentage of news coverage devoted to each story, Pew Research Center's Project for Excellence in Journalism, Nov. 8-14, 2010.

The public's perceptions of economic news remain mixed, but are far less positive than earlier this year. Roughly half (53%) say they are hearing a mix of good and bad news about the economy; 41% say they are hearing mostly bad news while just 5% say they are hearing mostly good news.

Those numbers have changed little since July, when perceptions of economic news took a turn for the worse. A month before that, nearly two-thirds (65%) said economic news was mix of good and bad and 30% said it was mostly bad.

There continue to be wide partisan differences in views of economic news. About two-thirds of Democrats (66%) describe economic news as a mix of good and bad, compared with 49% of independents and 45% of Republicans. More than half of Republicans (53%) say the news about the economy has been mostly bad, as do 44% of independents and just 26% of Democrats.

Most See Mix of Economic News



PEW RESEARCH CENTER Nov. 11-14, 2010.

Very few people (5%) continue to say the recent economic news has been mostly good. Since December 2008, the proportion saying economic news is mostly good has remained below 10%, with the exception of one survey in August 2009 (11% mostly good). In the current survey, just 6% of Democrats, 5% of independents and 1% of Republicans say the news has been mostly good.

Perceptions of economic news are about the same among those who follow this news very closely and those who follow it less closely. About half in each group say the news is a mix of good and bad (54% less closely, 51% very closely).

Economic News Mostly Bad, Say Republicans; Democrats See a Mix

<i>Recent economic news...</i>	Mostly good news	Mostly bad news	Mixed news	DK
	%	%	%	%
Total	5	41	53	2=100
Republican	1	53	45	1=100
Democrat	6	26	66	2=100
Independent	5	44	49	1=100
<i>Following economic news...</i>				
Very closely	4	45	51	*=100
Less closely	5	38	54	3=100

PEW RESEARCH CENTER Nov. 11-14, 2010.
Figures may not add to 100% because of rounding.

The Week's News

While the public tracked news about the midterm elections and the economy most closely last week, there was no dominant story for the media: 12% of coverage was devoted to the election outcomes, while 9% was focused on the economy and an identical percentage on President Obama's trip to Asia, according to a separate analysis by the Pew Research Center's Project for Excellence in Journalism (PEJ).

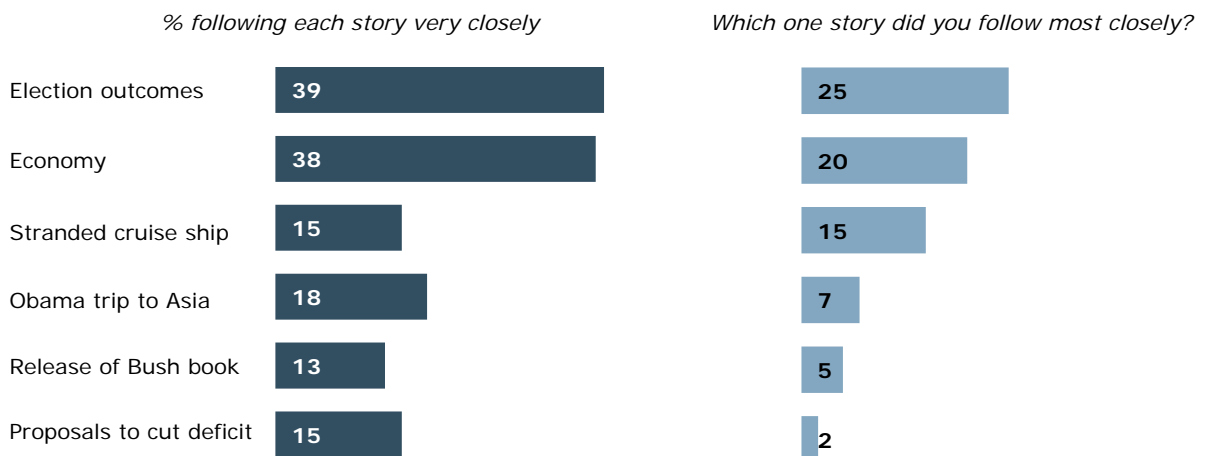
A week earlier, which included Election Day, Nov. 2, 57% of coverage was devoted to the elections, making it one of the biggest stories since the presidential elections two years earlier.

News about the Carnival Cruise ship stranded off the coast of Mexico without power for several days accounted for 4% of the newshole, but 15% of the public say this was the news they followed most closely last week. Women were more likely to follow this story very closely than men (18% vs. 12%). More than one-in-five (22%) of those 50 and older say they followed this news very closely, compared with 10% of those 18 to 49.

Nearly two-in-ten (18%) say they followed news about President Obama's trip to Asia very closely; 7% say this was the news they followed most closely. In early April 2009, shortly after Obama took office, 25% said they very closely followed news about his first European trip and meetings with world leaders; 22% said the trip was the news they followed most closely that week.

Just 13% say they very closely followed news last week about the publication of George W. Bush's book about his life; 5% say this was the news they followed most closely. News about the new book, "Decision Points," made up 4% of coverage measured by PEJ. About a quarter of Republicans (24%) say they followed news about the book very closely, compared with 9% of Democrats and 10% of independents.

News Interest



PEW RESEARCH CENTER Nov. 11-14, 2010.

Another 15% say they followed news about proposals to reduce the federal deficit unveiled by the leaders of a presidential panel; 2% say this was the news they followed most closely. News about the proposals accounted for 7% of coverage. There were no significant differences among partisans in the numbers tracking this news very closely.

Cigarette Labels and Mysterious Trails in the Sky

Most Americans say they heard at least a little last week about the graphic warning labels for cigarette packages proposed by the Food and Drug Administration as another means to discourage smoking. Close to two-in-ten (17%) say they heard a lot about this and 38% heard a little; 44% say they heard nothing at all.

Similar numbers heard at least a little about the video taken off the coast of Southern California of what some thought showed a mysterious missile trail in the sky (18% a lot, 39% a little). More than four-in-ten (42%) say they heard nothing at all about the video, which experts now say likely showed the condensation trail from an aircraft.

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 8-14, and survey data measuring public interest in the top news stories of the week were collected November 11-14, from a nationally representative sample of 1,001 adults.

What Public Has Heard About

<i>How much have you heard about...</i>	A lot %	A little %	Nothing at all %	Don't know %
Graphic cigarette pack warnings proposed by FDA	17	38	44	1=100
Mysterious trail in sky off Southern California	18	39	42	1=100

PEW RESEARCH CENTER Nov. 11-14, 2010.

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 1,001 adults living in the continental United States, 18 years of age or older, from November 11-14, 2010 (670 respondents were interviewed on a landline telephone, and 331 were interviewed on a cell phone, including 136 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	1,001	4.0 percentage points
Republicans	292	7.0 percentage points
Democrats	286	7.0 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.

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PEW RESEARCH CENTER NEWS INTEREST INDEX
NOVEMBER 11-14, 2010 OMNIBUS
FINAL TOPLINE
N=1001

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					
November 11-14, 2010	38	30	15	16	1
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

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
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	*
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

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
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
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.) DK/Ref
b. News about the outcome of the elections					
November 11-14, 2010	39	28	15	17	1
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	*
TREND FOR COMPARISON:					
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. The publication of George W. Bush's book about his life					
November 11-14, 2010	13	18	21	48	1
TRENDS FOR COMPARISON:					
November 20-23, 2009: <i>News about Sarah Palin and the release of her book</i>	10	20	23	46	1
July 2004: <i>The publication of Bill Clinton's book about his life</i>	8	14	21	55	2
Early July, 2003: <i>The publication of Hillary Clinton's book about her life</i>	8	14	25	52	1
d. Proposals made by leaders of the federal budget deficit commission					
November 11-14, 2010	15	21	21	41	1
TRENDS FOR COMPARISON:					
January 9-12, 2009: <i>Projections of a record high federal budget deficit this year</i>	35	30	19	16	*
November, 1990: <i>Congressional and administration efforts to reach a budget deficit agreement</i>	34	33	20	11	2
October, 1990: <i>Attempts by Congress and the administration to find ways to reduce the budget deficit</i>	34	37	17	12	*
August, 1990	19	30	27	23	1
July, 1990: <i>President Bush's call for higher taxes to help reduce the federal deficit</i>	30	34	22	14	*
June, 1990: <i>Special meetings between the Bush administration and congressional leaders to find ways to reduce the federal deficit</i>	18	33	28	20	1

PEW.1 CONTINUED...

	<u>Very closely</u>	<u>Fairly closely</u>	<u>Not too closely</u>	<u>Not at all closely</u>	(VOL.) <u>DK/Ref</u>
April, 1990: <i>The spending and tax proposals made by Congressman Dan Rostenkowski to help reduce the budget deficit</i>	10	22	26	42	*
e. President Obama's trip to Asia					
November 11-14, 2010	18	26	21	33	2
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
TRENDS FOR COMPARISON:					
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	*
e. A cruise ship stranded off the coast of Mexico without power for several days					
November 11-14, 2010	15	30	26	28	1

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.]**

25	News about the outcome of the elections
20	Reports about the condition of the U.S. economy
15	A cruise ship stranded off the coast of Mexico without power for several days
7	President Obama's trip to Asia
5	The publication of George W. Bush's book about his life
2	Proposals made by leaders of the federal budget deficit commission
8	Some other story (VOL.)
18	Don't know/Refused (VOL.)

ASK ALL:

PEW.3 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>	(VOL.) <u>DK/Ref</u>
a. The federal Food and Drug Administration's (FDA) new graphic warning labels for cigarette packs in the U.S. November 11-14, 2010	17	38	44	1
TRENDS FOR COMPARISON:				
April 23-26, 2010: <i>The FDA encouraging food companies to reduce salt in processed foods</i>	20	48	33	*
July 2-5, 2009: <i>An FDA panel recommending restrictions on painkillers such as Tylenol and Vicodin because they can cause liver damage</i>	29	38	33	*
June 19-22, 2009: <i>The FDA advising consumers to stop using Zicam cold remedy because it could damage people's sense of smell</i>	21	35	44	*
April 3-6, 2009: <i>The largest ever increase in U.S. taxes on tobacco and cigarettes</i>	38	42	20	*

PEW.3 CONTINUED...

	<u>A lot</u>	<u>A little</u>	<u>Nothing at all</u>	(VOL.) <u>DK/Ref</u>
June, 1998: <i>The dispute between the tobacco industry and the federal and state governments regarding the advertising and sale of tobacco products</i>	72	23	5	*
June, 1990: <i>Proposed further restrictions on cigarette advertising</i> ¹	32	44	23	1
b. Video taken off the coast of Southern California of what some thought showed a missile trail in the sky November 11-14, 2010	18	39	42	1

ASK ALL:

Thinking about recent economic news ...

PEW.4 Are you hearing mostly good news about the economy these days, mostly bad news about the economy or a mix of both good and bad news?

	<u>Hearing mostly good news</u>	<u>Hearing mostly bad news</u>	<u>A mix of good and bad news</u>	(VOL.) <u>DK/Ref</u>
November 11-14, 2010	5	41	53	2
October 7-10, 2010	6	39	53	2
September 2-6, 2010	3	41	54	2
August 5-8, 2010	4	38	55	3
July 1-5, 2010	3	42	54	1
June 10-13, 2010	4	30	65	1
May 7-10, 2010	4	29	66	1
April 1-5, 2010	6	28	66	*
March 5-8, 2010	4	30	66	1
February 5-8, 2010	4	35	61	*
January 8-11, 2010	5	29	65	1
December 4-7, 2009	7	33	59	1
October 30-November 2, 2009	5	31	62	2
October 9-12, 2009	6	27	66	1
September 3-6, 2009	5	27	68	1
August 7-10, 2009	11	29	59	1
July 2-5, 2009	3	41	56	*
June 12-15, 2009	4	37	59	*
May 8-11, 2009	4	31	64	1
April 9-13, 2009	4	39	56	1
March 13-16, 2009	2	51	46	1
February 13-16, 2009	2	60	37	1
January 16-19, 2009	2	67	30	1
December 5-8, 2008	1	80	19	*

PEW.5 – PEW.19 HELD FOR FUTURE RELEASE

¹ Response options for June 1990 were "Heard a lot, heard something, or never heard of."