



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

**NEWS Release**

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**FOR IMMEDIATE RELEASE:**  
**Wednesday, October 12, 2011**

**FOR FURTHER INFORMATION:**  
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Public Remains Focused on Economic Conditions  
**Wall Street Protests Receive Limited Attention**

Americans continued to closely track news about the nation’s struggling economy last week, and paid only modest attention to a fast-growing media story – the anti-Wall Street protests in New York and other cities.

About a quarter (27%) say news about the condition of the U.S. economy was their top story, while just 7% cite the Occupy Wall Street protests as their top story.

Looking at a separate measure, 43% say they

followed economic news very closely, compared with 17% for the protests, according to the latest weekly News Interest Index survey, conducted Oct. 6-9 among 1,000 adults by the Pew Research Center for the People & the Press.

News about the spreading anti-Wall Street protests accounted for 7% of coverage, nearly four times the level of coverage one week earlier, according to an analysis by the Pew Research Center’s Project for Excellence in Journalism (PEJ). But there is significantly less public interest in the current Occupy Wall Street protests than there was in the Tea Party protests in early 2009, when they were receiving comparable levels of media

**News Interest vs. News Coverage**

	News Interest	News Coverage
Economy	27	15
Steve Jobs	14	10
2012 elections	12	18
Amanda Knox	10	7
Afghanistan	8	4
Wall Street protests	7	7

News interest shows the percentage of people who say they followed this story most closely, Pew Research Center for the People & the Press, Oct. 6-9, 2011. News coverage shows the percentage of news coverage devoted to each story, Pew Research Center’s Project for Excellence in Journalism, Oct. 3-9, 2011.

coverage. And notably, partisans are about equally likely to say they are tracking the current protests very closely, a sharp contrast with the intense Republican interest in early Tea Party protests in 2009.

Meanwhile, perceptions of the tone of economic news have changed little since early September, though they have improved since the start of August. Currently, 58% say they are hearing mostly bad news about the economy, 39% say they are hearing a mix of good and bad news and just 1% say they are hearing mostly good economic news. This is a modest improvement from August, when two-thirds said the economic news was mostly bad.

### Fewer Tracking Wall Street Protests than Early Tea Party Protests

In mid-April 2009, news about early Tea Party protests made up 7% of news coverage, identical to the amount of coverage devoted to the anti-Wall Street protests over the past week. But public interest today is significantly lower than it was in 2009 – just 17% say they are following the current protests very closely, compared with 27% who followed early Tea Party protests very closely.

The attention to the early Tea Party protests came largely from Republicans, fully 43% of whom tracked the story very closely in April 2009. Fewer than half as many Democrats (18%) were equally engaged with the story. Today, however, there is no such disparity, with limited interest in the Occupy Wall Street protests from Republicans (12%), Democrats (17%) and independents (19%) alike. However, when asked what one story they followed most closely, Democrats are more likely than Republicans to cite the protest news (11% vs. 3%).

#### Comparing Wall Street Protests with Early Tea Party Movement

	% of news coverage	% following 'Very closely'		
		Total	Rep	Dem Ind
Oct 2011: Wall Street Protests	7	17	12	17 19
Apr 2009: Tea Party Protests	7	27	43	18 26

PEW RESEARCH CENTER Oct. 6-9, 2011 and April 17-20, 2009.

## Steve Jobs' Death Big News for Those Under 30

The death of Apple co-founder Steve Jobs was the top story for 14% of the public. For those under age 30, however, about as many say Jobs' death was the news they followed most closely (21%) as cite the economy (19%). Jobs' death – along with assessments of the impact of his life, his company and its products – accounted for 10% of coverage, according to PEJ.

Jobs' death also registered with users of Apple products – who tend to skew

young – more than the public as a whole. About four-in-ten Americans (42%) say they own an Apple device, such as an iPod, iPhone or iPad. Of that group, 21% say they followed news about Jobs' death more closely than any other story. That is comparable to the 26% naming the economy as their top story.

Among those who do not own an Apple product, Jobs' death garnered less interest. About one-in-ten (9%) say this was their top story, well behind the economy (27%).

More people under age 30 also named the anti-Wall Street protests as their top story than those 65 and older (11% vs. 3%). The protests were the top story for 8% of those between 30 and 64.

### Age Differences in Naming Top Stories

<i>Which one story did you follow most closely?</i>	Total	18-29	30-49	50-64	65+
	%	%	%	%	%
U.S. economy	27	19	31	28	30
Death of Steve Jobs	14	21	15	12	6
2012 election	12	9	13	10	16
Amanda Knox	10	11	10	13	8
Afghanistan	8	9	6	9	7
Anti-Wall Street protests	7	11	8	8	3
Other	5	4	3	5	7
Don't know	<u>17</u>	<u>18</u>	<u>14</u>	<u>15</u>	<u>22</u>
	100	100	100	100	100

PEW RESEARCH CENTER Oct. 6-9, 2011.

Looking at the week's other news, 13% say they very closely followed news about an Italian court reversing the murder conviction of Amanda Knox and her return to the United States; 10% say this is the story they followed most closely. Women paid greater attention to this story than men; 14% of women say this was the news they followed most closely last week, compared with 7% of men. News about Knox accounted for 7% of coverage.

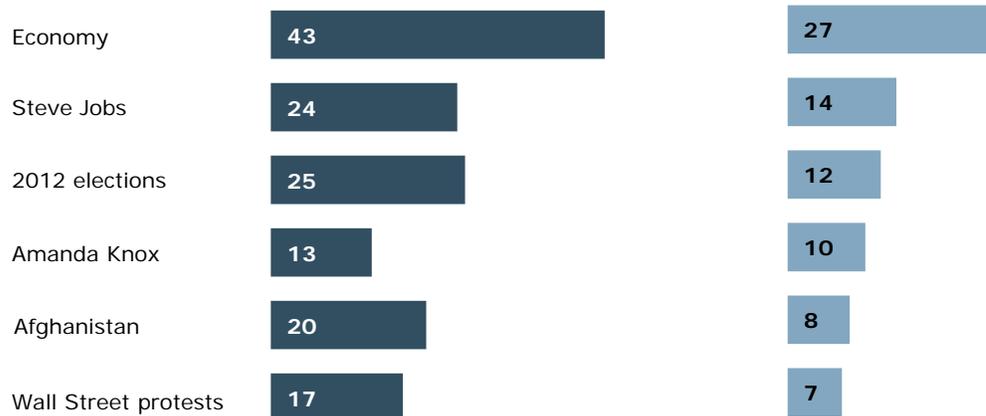
And, as the U.S. marked 10 years of fighting in Afghanistan, the situation there garnered no spike in interest. Two-in-ten (20%) say they followed this news very closely, comparable to interest in early September; 8% say this was the news they followed most closely. News about Afghanistan accounted for 4% of coverage, according to PEJ.

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## News Interest

*% following each story very closely*

*Which one story did you follow most closely?*



PEW RESEARCH CENTER Oct. 6-9, 2011.

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## Most Heard About Christie, Palin Announcements

A quarter of the public (25%) says they followed election news very closely last week, a level of interest little changed since late summer. Boosted by heavy coverage of the announcement by New Jersey Gov. Chris Christie that he would not jump into the race, the campaign made up 18% of the newshole measured by PEJ.

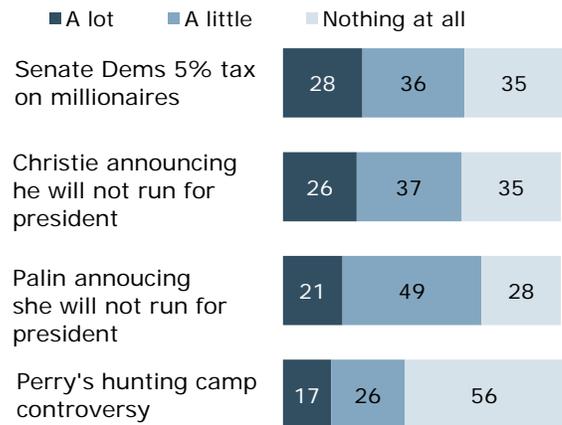
About a quarter of the public (26%) say they heard a lot last week about Christie's announcement that he would not run for president in 2012. Another 37% say they heard a little about this news. About as many heard about Sarah Palin's announcement later in the week that she too would not run; 21% say they heard a lot about this, while 49% say they heard a little.

In both cases, Republicans, Democrats and independents are about equally likely to have heard a lot about the announcements.

Similar numbers say they heard a lot about a proposal from Senate Democrats to add a 5% surtax on incomes over \$1 million to help fund President Obama's jobs bill. Nearly three-in-ten (28%) say they heard a lot about this, while 36% say they heard a little.

Fewer (17%) say they heard a lot about reports that Texas Gov. Rick Perry's family had once leased a hunting camp with a racially insensitive name. Nearly six-in-ten (56%) say they heard nothing at all about this story. Again, the differences among partisans are narrow.

### What the Public is Hearing About



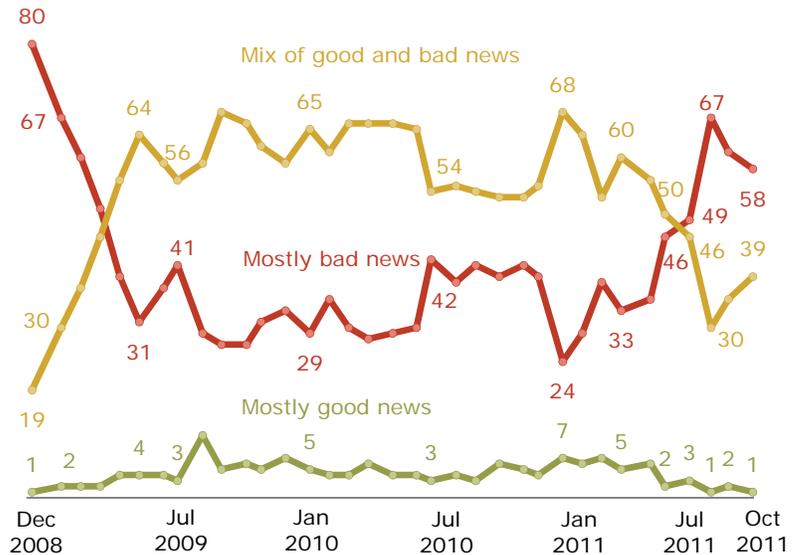
PEW RESEARCH CENTER Oct. 6-9, 2011.

## Perceptions of Economic News Less Negative

Despite the economy's continuing troubles, more people now say they are hearing a mix of good and bad news about the economy than said so in August when negative impressions soared.

In the latest survey, 58% say they are hearing mostly bad economic news while 39% say they are hearing a mix of good and bad news. In August, more than twice as many said economic news was mostly bad than said it was mixed (67% vs. 30%).

### Views of Economic News



PEW RESEARCH CENTER Oct. 6-9, 2011

Democrats offer a somewhat more upbeat assessment of economic news than they did in August and September. In August, a solid majority of Democrats (62%) said that economic news was mostly bad, while 47% say this today. Half of Democrats (50%) now say that the news is mixed, up from 36% in August.

The number of Republicans who say they are hearing mostly bad economic news is unchanged from August (71% then vs. 70% now). About a quarter (26%) say they are hearing a mix of good and bad news. Among independents, 60% say they are hearing mostly bad economic news, down from 69% in August. Nearly four-in-ten (37%) say they are hearing a mix of economic news.

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

### Dems See Economic News as Less Bleak

	% hearing mostly bad news about economy		
	Aug 4-7	Sep 1-4	Oct 6-9
Total	67	61	58
Republican	71	66	70
Democrat	62	58	47
Independent	69	65	60
<i>Following news about econ:</i>			
Very closely	72	65	63
Less closely	63	58	54

PEW RESEARCH CENTER Oct. 6-9, 2011.

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 Oct. 3-9, and survey data measuring public interest in the top news stories of the week were collected Oct. 6-9 from a nationally representative sample of 1,000 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 Oct. 6-9, 2011, among a national sample of 1,000 adults 18 years of age or older living in the continental United States (600 respondents were interviewed on a landline telephone, and 400 were interviewed on a cell phone, including 184 who had no landline telephone). The survey was conducted by interviewers at Princeton Data Source 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.

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 2010 Census Bureau's Current Population Survey. The sample is also weighted to match current patterns of telephone status based on extrapolations from the 2010 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 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	Sample Size	Plus or minus ...
Total sample	1,000	4.0 percentage points
Republicans	265	7.5 percentage points
Democrats	323	7.0 percentage points
Independents	317	7.0 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.

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**PEW RESEARCH CENTER NEWS INTEREST INDEX**  
**OCTOBER 6-9, 2011 OMNIBUS**  
**FINAL TOPLINE**  
**N=1000**

**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. The death of Steve Jobs					
October 6-9, 2011	24	30	25	20	1
August 25-28, 2011: <i>Steve Jobs resigning as CEO of Apple</i>	12	20	26	40	2
<b>TREND FOR COMPARISON:</b>					
March 24-27, 2011: <i>The death of actress Elizabeth Taylor</i>	11	25	32	31	1
July 2-5, 2009: <i>The death of singer Michael Jackson</i>	25	29	28	18	1
June 26-29, 2009	30	28	23	19	*
March 20-23, 2009: <i>Death of actress Natasha Richardson in a skiing accident</i>	18	28	24	30	*
October 3-6, 2008: <i>Death of Paul Newman</i>	19	29	28	23	1
January 25-28, 2008: <i>Death of actor Heath Ledger</i>	13	29	27	30	1
March 2-5, 2007: <i>Death of Anna Nicole Smith</i>	14	19	30	36	1
February 23-26, 2007	13	22	33	31	1
February 16-19, 2007	14	25	29	31	1
February 9-12, 2007	11	27	31	30	1
September, 2006: <i>Death of the Crocodile Hunter, Steve Irwin, from a stingray strike</i>	30	36	21	12	1
December, 2001: <i>Death of former Beatle George Harrison</i>	10	23	30	35	2
July, 1999: <i>Death of John F. Kennedy Jr., his wife and sister-in-law in a plane crash near Martha's Vineyard</i>	54	29	13	4	0
March, 1999: <i>Death of former baseball player Joe DiMaggio</i>	18	33	27	21	1
June, 1998: <i>The death of Frank Sinatra</i>	17	31	31	20	1
September, 1997: <i>The death of Princess Diana</i>	54	31	11	4	*
August, 1995: <i>The death of Jerry Garcia</i>	9	19	23	45	4
August, 1995: <i>The death of Mickey Mantle</i>	24	36	21	18	1
May, 1994: <i>The suicide of rock star Kurt Cobain</i>	7	14	25	52	2
b. The current situation and events in Afghanistan					
October 6-9, 2011	20	28	25	26	1
<b>TREND FOR COMPARISON:</b>					
September 15-18, 2011: <i>Attacks on the U.S. embassy and NATO's headquarters in Afghanistan</i>	16	24	22	37	1
September 1-4, 2011: <i>The current situation and events in Afghanistan</i>	17	32	26	25	*
August 11-14, 2011: <i>The 30 U.S. troops killed in Afghanistan in a helicopter attack</i>	39	33	13	14	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.) DK/Ref</b>
June 30-July 3, 2011: <i>The current situation and events in Afghanistan</i>	22	34	24	20	1
June 23-26, 2011: <i>Discussions in Washington about U.S. troop levels in Afghanistan</i>	27	32	20	20	1
June 2-5, 2011: <i>The current situation and events in Afghanistan</i>	20	35	23	21	1
March 3-6, 2011: <i>U.S. airmen killed at an airport in Frankfurt, Germany</i>	16	22	19	42	1
December 16-19, 2010: <i>The Obama administration's review of the Afghanistan war strategy</i>	17	26	25	31	1
December 9-12, 2010: <i>The current situation and events in Afghanistan</i>	24	31	22	22	1
November 18-21, 2010	27	33	21	18	1
October 21-24, 2010	21	34	23	21	1
October 7-10, 2010	21	36	20	22	1
September 30-October 3, 2010	23	37	23	15	1
September 23-26, 2010	29	40	19	11	1
September 9-12, 2010	30	33	20	17	*
July 29-August 1, 2010	34	35	22	9	*
July 15-18, 2010	22	33	23	22	*
July 8-11, 2010	23	32	24	20	1
July 1-5, 2010	29	34	23	14	1
June 24-27, 2010: <i>General Stanley McChrystal resigning as head of U.S. forces in Afghanistan after being quoted criticizing President Obama and his Afghanistan strategy</i>	28	31	19	21	1
June 17-20, 2010	21	30	27	22	*
May 20-23, 2010	22	33	25	20	*
April 9-12, 2010	21	29	27	22	1
February 19-22, 2010: <i>The U.S. military effort in Afghanistan</i>	24	36	21	19	*
January 8-11, 2010: <i>Suicide bombing that killed seven Americans at a CIA base in Afghanistan</i>	24	31	27	17	1
December 11-14, 2009: <i>The U.S. military effort in Afghanistan</i>	35	33	18	13	*
December 4-7, 2009: <i>President Obama's decision to send more U.S. troops to Afghanistan</i>	43	33	14	8	1
November 20-23, 2009: <i>The debate over whether to send more troops to Afghanistan</i>	29	31	17	22	1
November 13-16, 2009	29	28	20	22	1
November 6-9, 2009: <i>The U.S. military effort in Afghanistan</i>	22	35	24	18	*
October 30-November 2, 2009	24	32	21	22	*
October 23-26, 2009	32	29	21	18	*
October 16-19, 2009	25	31	20	24	*
September 25-28, 2009: <i>The debate over whether to send more troops to Afghanistan</i>	27	40	17	16	*
September 18-21, 2009: <i>The U.S. military effort in Afghanistan</i>	26	33	25	16	*
September 11-14, 2009	25	35	22	18	1
September 3-6, 2009	23	33	23	21	0
August 7-10, 2009	24	32	23	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
March 20-23, 2009	24	32	22	22	*
February 20-23, 2009: <i>The Obama administration's decision to send 17,000 additional U.S. troops to Afghanistan</i>	27	29	24	19	1
January 30-February 2, 2009: <i>The U.S. military effort in Afghanistan</i>	26	34	24	16	*
January 2-4, 2009	22	33	23	21	1
October 24-27, 2008	28	32	22	17	1
October 10-13, 2008: <i>The military effort in Afghanistan against Taliban fighters</i>	19	34	29	18	*
September 12-15, 2008	21	34	25	19	1
August 29-31, 2008	18	27	32	23	*
August 19-22, 2008: <i>A terrorist bombing at the U.S. embassy in Yemen</i>	15	27	31	26	1
July 18-21, 2008: <i>The military effort in Afghanistan against Taliban fighters</i>	27	33	24	16	*
July 11-14, 2008	19	28	29	23	1
July 3-7, 2008	19	28	32	21	*
June 20-23, 2008	20	30	30	20	*
March 2-5, 2007: <i>A bombing in Afghanistan near where Vice President Cheney was staying</i>	19	33	26	21	1
Late July, 2002: <i>The U.S. military effort in Afghanistan</i>	41	38	13	7	1
June, 2002	38	32	20	9	1
April, 2002	39	39	13	8	1
Early April, 2002	45	37	12	5	1
February, 2002	47	39	8	5	1
9 January, 2002	51	35	9	4	1
December, 2001	44	38	12	5	1
Mid-November, 2001	49	36	11	3	1
Early November, 2001	45	36	12	6	1
Mid-October, 2001	51	35	10	3	1
October, 2000: <i>The terrorist attack on the navy warship U.S.S. Cole</i>	44	35	12	9	*
August, 1998: <i>The bombing at U.S. embassies in Kenya and Tanzania</i>	27	37	18	18	*
July, 1996: <i>The bombing of a military base in Saudi Arabia</i>	32	36	20	12	*
c. Anti-Wall Street protests in New York and other cities					
October 6-9, 2011	17	25	22	35	1
<b>TRENDS FOR COMPARISON:</b>					
March 10-13, 2011: <i>Disputes in Wisconsin and other states between state governments and public employee unions</i>	30	26	18	25	1
March 3-6, 2011	29	24	19	27	1
February 24-27, 2011	36	22	15	26	1
April 17-20, 2009: <i>Tea party protests against taxes and government spending</i>	27	25	22	25	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.) DK/Ref</b>
d. Amanda Knox returning to the United States after an Italian court overturned her murder conviction					
October 6-9, 2011	13	26	29	31	1
<b>TRENDS FOR COMPARISON:</b>					
July 7-10, 2011: <i>Casey Anthony being found not guilty of the murder of her daughter</i>	29	27	25	18	1
<b>TRENDS FOR COMPARISON:</b>					
September, 2006: <i>News about the JonBenet Ramsey case</i>	16	26	31	26	1
December, 2004: <i>The conviction of Scott Peterson for the murder of his wife, Laci Peterson</i>	21	27	27	24	1
April, 2004: <i>The murder of Laci Peterson, the pregnant California woman whose husband has been charged in her death</i>	20	37	24	17	2
July, 2003	22	34	26	17	1
May, 2003	31	31	21	16	1
November, 1997: <i>The trial of the British au pair accused of murdering an 8-month old child</i>	29	36	20	14	1
February, 1997: <i>The verdict in the civil Trial of O.J. Simpson</i>	30	30	19	20	1
December, 1996: <i>The civil trial of O.J. Simpson</i>	28	27	20	25	*
September, 1995: <i>The O.J. Simpson trial</i>	23	32	22	22	1
August, 1995	19	28	25	27	1
June, 1995	15	24	28	33	*
March, 1995	23	30	23	23	1
February, 1995	23	33	24	19	1
December, 1994	23	29	25	22	1
October, 1994	25	32	24	17	2
September, 1994	30	33	22	15	*
June, 1994: <i>The arrest of O.J. Simpson for the alleged murder of his former wife and a male companion</i>	48	29	16	6	1
March, 1994: <i>The conviction of Lyle and Erik Menendez for murdering their parents</i>	14	26	36	24	*
January, 1994: <i>The trial of the Menendez brothers for the murder of their parents</i>	12	28	34	25	1
e. News about candidates for the 2012 presidential elections					
October 6-9, 2011	25	25	23	27	1
September 29-October 2, 2011	27	26	21	25	*
September 22-25, 2011	25	26	23	25	1
September 15-18, 2011	24	28	21	27	1
September 8-11, 2011	22	26	21	31	*
September 1-4, 2011	22	23	22	32	1
August 25-28, 2011	22	22	22	33	1
August 18-21, 2011	27	26	19	28	1
August 11-14, 2011	19	24	20	36	1
August 4-7, 2011	18	21	22	37	1
July 28-31, 2011	17	27	21	35	1
July 21-24, 2011	17	22	28	32	*
July 14-17, 2011	18	26	27	28	1
July 7-10, 2011	16	23	27	33	1
June 30-July 3, 2011	21	28	24	25	2

## 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
June 23-26, 2011	19	26	24	31	*
June 16-19, 2011	23	29	23	25	*
June 9-12, 2011	18	30	22	30	1
June 2-5, 2011	21	31	22	26	*
May 26-29, 2011	20	27	24	28	*
May 19-22, 2011	15	27	24	32	1
May 12-15, 2011	15	22	26	35	1
May 5-8, 2011	16	24	27	32	1
April 21-25, 2011	18	26	23	32	1
April 14-17, 2011	20	23	29	27	1
March 24-27, 2011	13	19	26	41	1
March 10-13, 2011	15	21	26	38	0
February 10-13, 2011	16	19	24	40	*
February 3-6, 2011	15	20	23	42	*

**TRENDS FOR COMPARISON:****2008 Election**

October 31-November 3, 2008: *News about the presidential election*

57 29 9 5 \*

October 24-27, 2008: *News about candidates for the 2008 presidential election*

44 36 11 8 1

October 17-20, 2008

61 28 7 4 \*

October 10-13, 2008

52 31 12 5 \*

October 3-6, 2008

57 31 8 4 \*

September 26-29, 2008

56 29 10 5 \*

September 19-22, 2008

47 33 14 6 \*

September 12-15, 2008

40 38 14 7 1

September 5-8, 2008

45 39 12 4 \*

August 29-31, 2008

45 32 15 8 \*

August 22-25, 2008

31 36 22 11 \*

August 15-18, 2008

25 41 19 14 1

August 8-11, 2008

27 38 22 13 \*

August 1-4, 2008

30 42 19 9 \*

July 25-28, 2008

30 34 21 15 \*

July 18-21, 2008

30 35 21 14 \*

July 11-14, 2008

28 34 22 15 1

July 3-7, 2008

25 35 23 17 \*

June 27-30, 2008

39 33 18 10 \*

June 20-23, 2008

28 38 22 12 \*

June 13-16, 2008

35 35 20 10 \*

June 6-9, 2008

38 35 17 10 \*

May 30-June 2, 2008

30 35 21 14 \*

May 22-25, 2008

32 37 20 11 \*

May 16-19, 2008

33 37 19 10 1

May 9-12, 2008

35 36 18 11 \*

May 2-5, 2008

27 35 23 14 1

April 25-28, 2008

34 37 18 11 \*

April 18-21, 2008

29 41 19 10 1

April 11-14, 2008

31 37 22 10 \*

April 4-7, 2008

33 36 17 14 \*

March 28-31, 2008

31 41 18 10 \*

March 20-24, 2008

34 37 18 11 \*

March 14-17, 2008

40 37 16 7 \*

March 7-10, 2008

39 36 15 9 1

February 29-March 3, 2008

43 34 14 9 \*

February 22-25, 2008

42 37 13 8 \*

February 15-18, 2008

44 36 10 10 \*

February 8-11, 2008

39 37 15 9 0

February 1-4, 2008

37 35 16 12 \*

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## 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
January 25-28, 2008	36	37	14	12	1
January 18-21, 2008	36	34	18	12	*
January 11-14, 2008: <i>News about the New Hampshire primaries and the presidential campaign</i>	32	31	19	17	1
January 4-7, 2008: <i>News about candidates for the 2008 presidential election</i>	33	36	19	11	1
December 14-17, 2007	25	34	22	19	*
December 7-10, 2007	24	35	22	19	*
November 30 – December 3, 2007	23	35	23	19	*
November 23-26, 2007	20	33	26	20	1
November 16-19, 2007	26	33	21	19	1
November 9-12, 2007	21	33	25	21	*
November 2-5, 2007	27	30	21	21	1
October 26-29, 2007	21	34	26	19	*
October 19-22, 2007	23	32	22	23	*
October 12-15, 2007	13	31	26	30	*
October 5-8, 2007	22	30	24	24	*
September 28 – October 1, 2007	21	34	25	20	*
September 21-24, 2007	24	31	22	23	*
September 14-17, 2007	22	31	24	23	*
September 7-10, 2007	18	34	26	22	*
August 30-September 2, 2007	19	35	21	25	*
August 24-27, 2007	22	28	24	26	*
August 17-20, 2007	19	27	24	30	*
August 10-13, 2007	23	32	21	24	*
August 3-6, 2007	19	31	25	25	*
July 27-30, 2007	19	32	22	26	1
July 20-23, 2007	16	26	30	27	1
July 13-16, 2007	17	29	27	27	*
July 6-9, 2007	24	29	24	22	1
June 29-July 2, 2007	20	32	25	23	*
June 22-25, 2007	18	31	21	30	*
June 15-18, 2007	17	32	26	25	*
June 8-11, 2007	19	30	24	26	1
June 1-4, 2007	16	27	32	24	1
May 24-27, 2007	22	33	23	22	*
May 18-21, 2007	18	31	24	27	*
May 11-14, 2007	18	30	23	28	1
May 4-7, 2007	23	34	21	21	1
April 27-30, 2007	14	30	29	26	1
April 20-23, 2007	18	28	27	27	*
April 12-16, 2007	18	28	27	27	*
April 5-9, 2007	25	30	26	19	*
March 30-April 2, 2007	20	29	27	23	1
March 23-26, 2007	20	32	22	26	*
March 16-19, 2007	15	28	29	27	1
March 9-12, 2007	24	30	23	23	*
March 2-5, 2007	19	31	26	23	1
February 23-26, 2007	22	33	24	21	*
February 16-19, 2007	18	32	22	27	1
February 9-12, 2007	24	30	24	21	1
February 2-5, 2007	24	36	22	18	*
January 26-29, 2007	24	33	23	20	*
January 19-22, 2007: <i>Recent announcements by prominent Democrats about plans to run for president in 2008</i>	24	27	22	26	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.) DK/Ref</b>
<b>2004 Election</b>					
November, 2004: <i>News about the presidential election</i>	47	35	10	7	1
Mid-October, 2004: <i>News about candidates for the 2004 presidential election</i>	46	30	12	11	1
September, 2004	40	34	14	11	1
August, 2004	32	38	16	14	*
July, 2004	29	37	18	15	1
June, 2004	28	34	19	18	1
April, 2004	31	33	19	16	1
Mid-March, 2004	35	34	18	13	*
Late February, 2004 <b>(GAP)</b>	24	40	23	12	1
Early February, 2004: <i>The race for the Democratic presidential nomination</i>	29	37	20	13	1
Mid-January, 2004	16	30	27	26	1
Early January, 2004	14	32	30	23	1
December, 2003	16	26	27	30	1
November, 2003	11	26	34	28	1
October, 2003	12	27	28	32	1
September, 2003	17	25	30	27	1
Mid-August, 2003	12	27	27	33	1
May, 2003	8	19	31	41	1
January, 2003: <i>Recent announcements by prominent Democrats about plans to run for president in 2004</i>	14	28	29	28	1
<b>2000 Election</b>					
Early November, 2000: <i>News about the presidential election</i>	33	41	15	10	1
Mid-October, 2000: <i>News about the presidential election campaign</i>	36	35	17	11	1
Early October, 2000	35	35	19	10	1
September, 2000	22	42	21	15	1
July, 2000: <i>News about candidates for the 2000 presidential election</i>	21	38	20	20	1
June, 2000	23	32	23	21	1
May, 2000	18	33	26	23	*
April, 2000	18	39	22	20	1
March, 2000	26	41	19	13	1
February, 2000	26	36	21	17	*
January, 2000	19	34	28	18	1
December, 1999	16	36	24	23	1
October, 1999	17	32	28	22	1
September, 1999	15	31	33	20	1
July, 1999	15	38	24	22	1
June, 1999	11	25	29	34	1
<b>1996 Election</b>					
November, 1996: <i>News about the presidential election</i>	28	42	19	10	*
October, 1996: <i>News about the presidential election campaign</i>	31	39	18	12	*
Early September, 1996	24	36	23	17	*
July, 1996	22	40	23	14	1
April, 1996	23	35	25	17	*
March, 1996: <i>News about the Republican presidential candidates</i>	26	41	20	13	*
January, 1996	10	34	31	24	1
October, 1995	12	36	30	22	*
August, 1995	13	34	28	25	*
June, 1995	11	31	31	26	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.) DK/Ref</b>
<b>1992 Election</b>					
October, 1992: <i>News about the presidential election (RVs)</i>	55	36	8	2	0
September, 1992: <i>News about the presidential election campaign</i>	42	37	13	8	*
August, 1992: <i>News about the presidential election (RVs)</i>	36	51	11	2	0
July, 1992: <i>News about the presidential campaign</i>	20	45	26	9	*
May, 1992: <i>The presidential election campaign</i>	32	44	16	8	*
March, 1992: <i>The race for the Democratic presidential nomination</i>	35	40	16	9	*
March, 1992: <i>The race for the Republican presidential nomination</i>	25	40	22	13	1
February 1992: <i>The Democratic primary in New Hampshire</i>	19	31	26	24	*
February, 1992: <i>The Republican primary in New Hampshire</i>	19	31	26	23	1
January, 1992: <i>News about the Democratic candidates for the presidential nomination</i>	11	25	36	27	1
December, 1991	10	28	32	30	*
October, 1991	12	26	31	29	2
October, 1988: <i>News about the presidential campaign in 1988 (RVs)</i>	43	44	11	2	*
<b>1988 Election</b>					
August, 1988 (RVs)	39	45	13	3	*
May, 1988 (RVs)	22	46	23	6	3
November, 1987: <i>News about the Democratic candidates for the presidential nomination</i>	15	28	35	21	1
November, 1987: <i>News about the Republican candidates for the presidential nomination</i>	13	28	36	22	1
September, 1987: <i>Coverage of the Democratic and Republican candidates for the presidential nomination</i>	14	34	37	14	1
f. Reports about the condition of the U.S. economy					
October 6-9, 2011	43	28	14	14	1
September 29-October 2, 2011	46	26	14	14	*
September 22-25, 2011	44	33	11	11	*
September 8-11, 2011	40	30	15	14	1
September 1-4, 2011	44	30	11	15	*
August 25-28, 2011	44	28	14	13	1
August 18-21, 2011	44	29	12	14	1
August 4-7, 2011	46	30	11	13	1
July 28-31, 2011	43	30	13	13	*
July 21-24, 2011	41	32	13	13	1
July 14-17, 2011	41	30	14	14	1
July 7-10, 2011	36	30	15	18	1
June 30-July 3, 2011	38	32	13	16	1
June 23-26, 2011	37	29	15	19	*
June 16-19, 2011	39	33	14	13	*
June 9-12, 2011	39	30	15	16	1
June 2-5, 2011	35	34	17	14	*
May 19-22, 2011	33	34	17	16	*
May 12-15, 2011	32	32	17	18	2

## 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>
May 5-8, 2011	40	35	15	9	1
April 21-25, 2011	41	33	12	14	*
April 14-17, 2011	44	30	14	12	1
April 7-10, 2011	46	30	14	10	*
March 31-April 3, 2011	42	31	16	11	0
March 24-27, 2011	36	32	17	15	*
March 17-20, 2011	38	32	17	13	*
March 10-13, 2011	40	30	16	13	*
March 3-6, 2011	37	31	17	13	1
February 24-27, 2011	49	29	11	10	*
February 17-20, 2011	35	33	14	17	*
February 10-13, 2011	36	34	13	16	*
February 3-6, 2011	35	37	14	14	*
January 20-23, 2011	37	33	14	15	1
January 13-16, 2011	37	29	15	18	1
January 6-9, 2011	39	37	11	12	1
December 16-19, 2010	39	31	14	15	2
December 9-12, 2010	39	30	14	16	1
December 2-5, 2010	52	28	11	9	*
November 18-21, 2010	46	31	11	11	*
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	*

## 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>
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	*
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

## 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>
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
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	*

## PEW.1 CONTINUED...

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

## 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.]

Oct 6-9

2011

27	Reports about the condition of the U.S. economy
14	The death of Steve Jobs, co-founder of Apple
12	News about candidates for the 2012 presidential elections
	Amanda Knox returning to the United States after an Italian court overturned her
10	murder conviction
8	The current situation and events in Afghanistan
7	Anti-Wall Street protests in New York and other cities
5	Some other story (VOL.)
17	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. New Jersey Governor Chris Christie announcing he will not run for president in 2012 October 6-9, 2011	26	37	35	1
<b>TREND FOR COMPARISON:</b> September 29-October 2, 2011: <i>News about the possibility that New Jersey Governor Chris Christie will enter the race for the Republican nomination</i>	28	32	40	1
b. Reports that Texas Governor Rick Perry's family once leased a hunting camp with a racially insensitive name October 6-9, 2011	17	26	56	1
<b>TREND FOR COMPARISON:</b> September 22-25, 2011: <i>Texas Governor Rick Perry criticizing Barack Obama's policy towards Israel and the Palestinians</i>	23	42	35	1
c. Senate Democrats' proposal to add a 5% tax on incomes of more than a million dollars to fund a jobs bill October 6-9, 2011	28	36	35	1
<b>TREND FOR COMPARISON:</b> December 1-5, 2010: <i>The debate in Washington over the federal income tax cuts passed when George W. Bush was president<sup>1</sup></i>	38	43	17	2

<sup>1</sup> In December, 2010 this was asked as a standalone item.

## PEW.3 CONTINUED...

	<u>A lot</u>	<u>A little</u>	<u>Nothing at all</u>	<b>(VOL.)</b> <u>DK/Ref</u>
d. Sarah Palin announcing that she will not run for president in 2012				
October 6-9, 2011	21	49	28	2
<b>TREND FOR COMPARISON:</b>				
January 13-16, 2011: <i>Sarah Palin's comments on the Arizona shooting</i>	19	39	40	1
November 18-21, 2010: <i>Sarah Palin's TV show</i>	25	37	37	1
March 19-22, 2010: <i>Sarah Palin</i>	20	51	29	*
January 15-18, 2010: <i>Sarah Palin becoming a commentator on Fox News</i>	24	46	29	*
June 12-15, 2009: <i>A feud between Sarah Palin and David Letterman over a joke he made about Palin's daughter</i>	35	36	29	*
October 24-27, 2008: <i>Sarah Palin's recent appearance on Saturday Night Live</i>	56	30	14	*
October 3-6, 2008: <i>Sarah Palin's TV interview with Katie Couric of CBS News</i>	41	37	22	*
September 26-29, 2008	31	37	32	*
September 12-15, 2008: <i>Sarah Palin's interview with Charles Gibson of ABC News</i>	35	32	32	1

Thinking about recent economic news...

**ASK ALL:**

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>	<b>(VOL.)</b> <u>DK/Ref</u>
October 6-9, 2011	1	58	39	2
September 1-4, 2011	2	61	35	1
August 4-7, 2011	1	67	30	2
July 7-10, 2011	3	49	46	2
June 2-5, 2011	2	46	50	1
May 12-15, 2011	6	35	56	2
March 31-April 3, 2011	5	33	60	2
March 3-6, 2011	7	38	53	2
February 3-6, 2011	6	29	64	1
January 6-9, 2011	7	24	68	1
December 2-5, 2010	4	39	55	1
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

**PEW.4 CONTINUED...**

	Hearing mostly <u>good news</u>	Hearing mostly <u>bad news</u>	A mix of good and <u>bad news</u>	<b>(VOL.)</b> <u>DK/Ref</u>
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.8 HELD FOR FUTURE RELEASE****ASK ALL:**

PEW.9 Do you currently own any devices made by Apple, such as an iPhone, iPod, iPad, MacBook or iMac?

Oct 6-9

2011

42 Yes

57 No

\* Don't know/Refused **(VOL.)**