

PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
JANUARY 2013 KNOWLEDGE SURVEY
January 18-24, 2013
FINAL TOPLINE
N=1,041

ASK ALL

This survey asks questions about some people and things that have been in the news. Please answer the questions as best as you can. If you don't know the answer to a question, just move on to the next one.

RANDOMIZE QUESTIONS 1-13**ASK ALL**

Q.1 Which is President Obama's nominee to be the new Secretary of State?



Jan 18-24
 2013¹

62	John Kerry (#1) (Correct)
18	Bill Richardson (#2)
6	Colin Powell (#3)
9	Condoleezza Rice (#4)
6	No answer

TREND FOR COMPARISON:

Which one is the current Secretary of State? [RANDOMIZE]



Sept 30-Oct 11
 2011

82	Hillary Clinton (Correct)
2	Bill Richardson
3	Joe Biden
8	Condoleezza Rice
5	No answer

¹ Names were not displayed next to numbered pictures.

RANDOMIZE QUESTIONS 1-13

ASK ALL

Q.2 Which of these symbols is associated with Judaism?



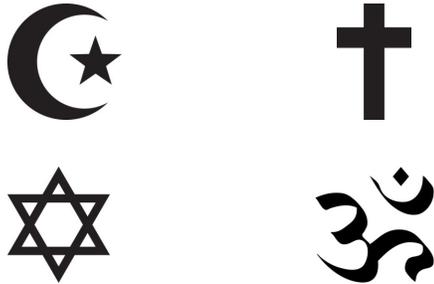
Jan 18-24

2013

- 5 Cross (#1)
- 2 Crescent and star (#2)
- 4 Om (#3)
- 87 Star of David (#4) (Correct)
- 5 No answer

TREND FOR COMPARISON:

Which of these symbols is associated with Islam? **[RANDOMIZE]**



Sept 30-Oct 11

2011

- 42 Crescent and star (Correct)
- 1 Cross
- 13 Star of David
- 34 Om
- 11 No answer

RANDOMIZE QUESTIONS 1-13

ASK ALL:

Q.3 Who is this? **[RANDOMIZE]**



Jan 18-24

2013

- 73 John Boehner (Correct)
- 7 Mitch McConnell
- 5 Harry Reid
- 3 Eric Cantor
- 11 No answer

RANDOMIZE QUESTIONS 1-13

ASK ALL:

Q.4 What Middle Eastern country is highlighted on this map? **[RANDOMIZE]**



Jan 18-24

2013

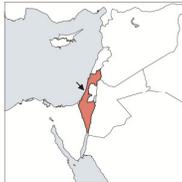
- 50 Syria (*Correct*)
- 19 Turkey
- 11 Saudi Arabia
- 5 Egypt
- 15 No answer

TREND FOR COMPARISON:

What Middle Eastern country is highlighted on this map...? **[RANDOMIZE]**

Sept 30-Oct 11

2011

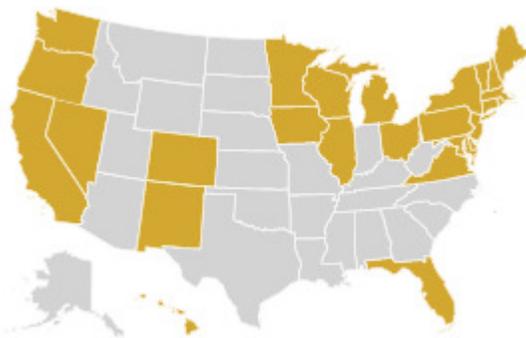


- 57 Israel (*Correct*)
- 12 Saudi Arabia
- 10 Turkey
- 4 Egypt
- 17 No answer

RANDOMIZE QUESTIONS 1-13

ASK ALL:

Q.5 What does the gold shaded area on this map represent? States in 2012 that...



Jan 18-24

2013

- 75 Obama won in the election (*Correct*)
- 8 Legalized the recreational use of marijuana
- 5 Had the highest obesity rates
- 4 Experienced the most severe drought conditions
- 8 No answer

RANDOMIZE QUESTIONS 1-13

ASK ALL:

Q.6 Which one is Elizabeth Warren, the new senator from Massachusetts?



Jan 18-24

2013

- 11 Tammy Baldwin (1)
- 16 Nancy Pelosi (2)
- 43 Elizabeth Warren (3) *(Correct)*
- 9 Deb Fischer (4)
- 21 No answer

RANDOMIZE QUESTIONS 1-13

ASK ALL:

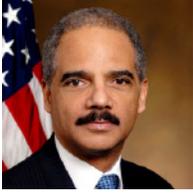
Q.7 Who is this? **[RANDOMIZE]**



Jan 18-24

2013

- 73 Chris Christie *(Correct)*
- 10 Scott Walker
- 3 Newt Gingrich
- 4 Rush Limbaugh
- 9 No answer

RANDOMIZE QUESTIONS 1-13**ASK ALL:**Q.8 What position does this person hold? **[RANDOMIZE]**

Jan 18-24

2013

- | | |
|----|---|
| 55 | U.S. Attorney General (<i>Correct</i>) |
| 16 | Secretary of Education |
| 9 | Chairman of the Federal Reserve |
| 4 | President of the National Rifle Association |
| 17 | No answer |

RANDOMIZE QUESTIONS 1-13**ASK ALL:**Q.9 What currency does this symbol represent? **[RANDOMIZE]**

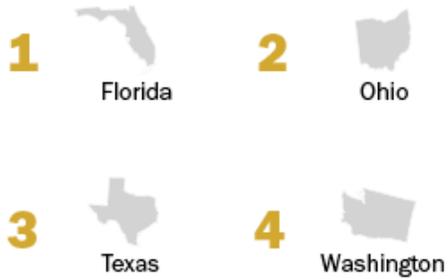
Jan 18-24

2013

- | | |
|----|-------------------------|
| 69 | Euro (<i>Correct</i>) |
| 14 | Yen |
| 5 | Pound |
| * | Dollar |
| 12 | No answer |

RANDOMIZE QUESTIONS 1-13**ASK ALL:**

Q.10 In which of these states did voters in 2012 approve the legalization of same-sex marriage?



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2013²

13	Florida (1)
14	Ohio (2)
2	Texas (3)
60	Washington (4) (<i>Correct</i>)
11	No answer

RANDOMIZE QUESTIONS 1-13**ASK ALL:**

Q.11 Which of these is the flag of the People's Republic of China?



Jan 18-24

2013

57	China (1) (<i>Correct</i>)
19	Turkey (2)
15	Japan (3)
3	South Africa (4)
6	No answer

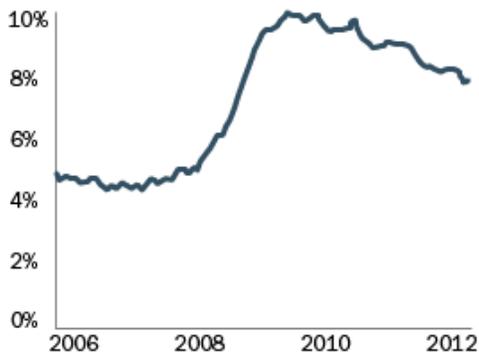
² State names were included with pictures for this question.

RANDOMIZE QUESTIONS 1-13**ASK ALL:**Q.12 Whose corporate logo is this? **[RANDOMIZE]**

Jan 18-24

2013

79	Twitter (<i>Correct</i>)
9	jetBlue
2	Instagram
2	Pandora
8	No answer

RANDOMIZE QUESTIONS 1-13**ASK ALL:**Q.13 This graph shows the trend in what national statistic? **[RANDOMIZE]**

Jan 18-24

2013

70	The unemployment rate (<i>Correct</i>)
10	The inflation rate
5	The corporate tax rate
3	The high school graduation rate
12	No answer

ASK ALL:

Q.15a In politics TODAY, do you consider yourself a Republican, Democrat, or independent?

ASK IF INDEP (Q15a=3) OR NO RESPONSE GIVEN TO Q15a:

Q.15b As of today do you lean more to the Republican Party or more to the Democratic Party?

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24	Republican
41	Democrat
31	Independent
4	No answer

14 *Lean Rep*15 *Lean Dem*