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Perceptions of Job News Trend Upward

*Seven-in-Ten Hearing Mostly Good
News About Gas Prices*

**FOR FURTHER INFORMATION
ON THIS REPORT:**

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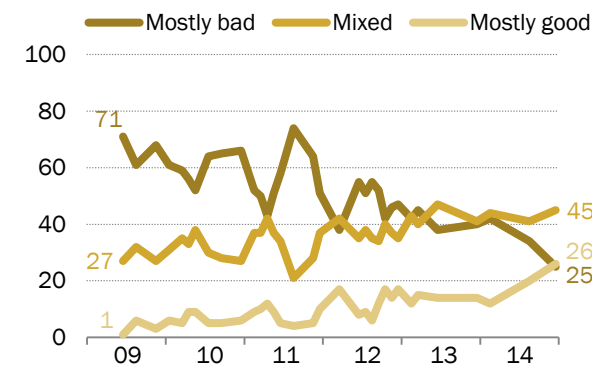
For the first time in at least five years, as many Americans say they are hearing good news (26%) as bad news (25%) about the nation's job situation; a 45% plurality reports hearing a mix of good and bad news.

This is the first time that more than 20% have expressed positive views about job news since the Pew Research Center began tracking this question in 2009. In June of that year, just 1% said news about the job situation was mostly good, and 71% said it was mostly bad. In the last year alone, the share hearing mostly bad news about jobs has fallen 15 points, while the percentage hearing mostly good news has risen nine points.

When it comes to news about the overall economy, most continue to say that they're hearing a mix of good and bad news (63%), while 21% say they are hearing mostly bad news and 14% are hearing mostly good news. The gap between positive and negative perceptions has narrowed considerably since a year ago, when 31% were

Improving Views of News About Jobs

% hearing ____ news about the job situation

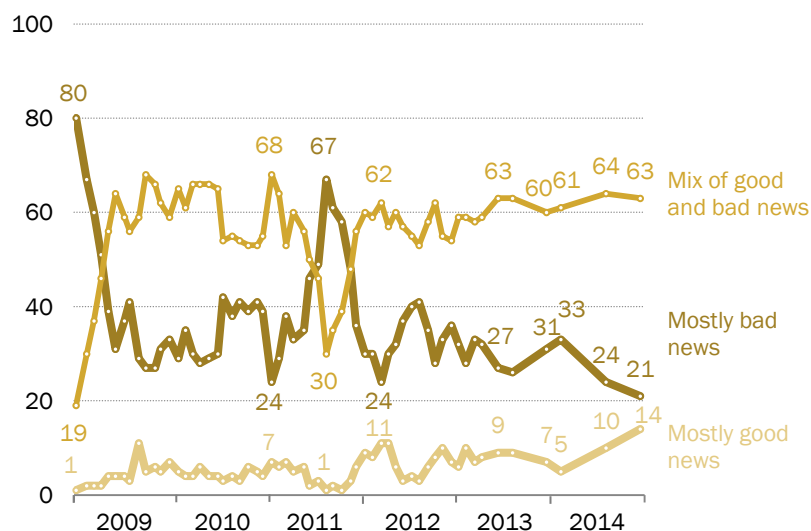


Survey conducted Dec. 11-14, 2014.

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More Positive Views of Recent Economic News

% hearing ____ about the national economy



Survey conducted Dec. 11-14, 2014.

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hearing bad news and 7% were hearing good news.

The new national survey by the Pew Research Center, conducted Dec. 11-14 among 1,001 adults, finds that declining gas prices are registering widely with the public. Seven-in-ten (70%) are hearing mostly good news about gas prices, compared with just 8% who are hearing mostly bad news.

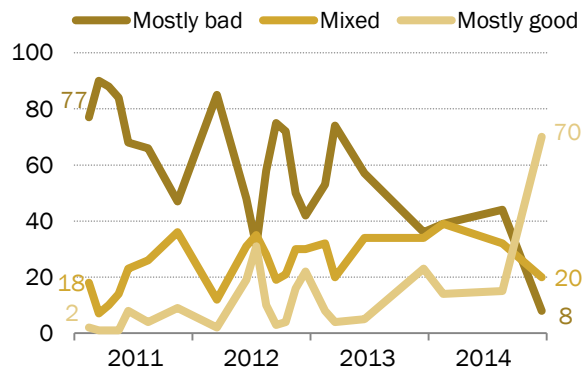
Public perceptions of gas prices are by far the most positive of four economic sectors tested (gas prices, the job situation, retail sales and the stock market). Views of news about gas prices have improved dramatically from early August, when 44% said they were hearing mostly bad news about gas prices and just 15% were hearing largely good news. Last year at this time, 36% were hearing mostly bad news about gas prices and 23% were hearing good news.

Prior to this survey, perceptions of gas prices had never been more positive than negative in Pew Research's periodic tracking that started in February 2011. In July 2012, as many were hearing mostly good news about gas prices as bad news (31%).

Majorities in all geographic regions say they are hearing mostly good news about gas prices, which average \$2.55 across the country, according to the [U.S. Energy Information Administration](#)

70% Say They're Hearing Mostly Good News About Gas Prices

% hearing ____ news about gas prices



Survey conducted Dec. 11-14, 2014.

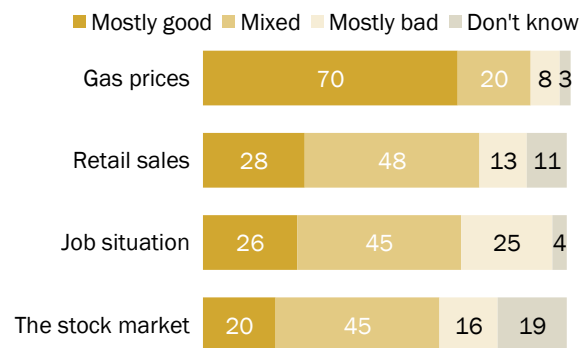
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With the holiday shopping season underway, about twice as many are hearing good news about retail sales (28%) as bad news (13%); about half (48%) are hearing mixed news. This sentiment is roughly in line with opinions measured in December of each of the previous two years.

Despite the Dow Jones Industrial Average trading near record highs, attitudes are mixed when it comes to recent news about the stock market. Two-in-ten (20%) say they are hearing mostly good news about the stock market compared with 16% who are hearing mostly bad news; 45% say news has been mixed and 19% say they don't know.

More Positive Views of News on Gas Prices Than News About Other Sectors

% hearing _____ news about each economic sector



Survey conducted Dec. 11-14, 2014.

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Partisan Differences in Views of Jobs News

Republicans and Democrats have similar views when it comes to news about gas prices, retail sales and the stock market. However, they differ in their judgments of jobs news and overall economic news.

Among Democrats, nearly four-in-ten (39%) are hearing mostly good news about the job situation and just 17% are hearing largely bad news. By comparison, 24% of Republicans are hearing mostly good jobs news and 33% are hearing mostly bad news. Differences in views are especially wide between liberal Democrats (47% good vs. 16% bad) and conservative Republicans (19% good vs. 39% bad).

When it comes to overall economic news, 60% of both Democrats and Republicans say the news lately has been mixed, but somewhat more Democrats (20%) than Republicans (12%) say it has been mostly good.

Those with family incomes of \$30,000 or less see a dimmer picture; across all economic sectors, they are less likely than higher-income adults to report hearing mostly good economic news. For example, two-in-ten (20%) lower-income adults say they are hearing mostly good news about the job situation, compared with 35% of those with family incomes of \$75,000 or more.

Democrats More Likely to Say They're Hearing Good News About Job Situation

% hearing mostly good news about ...

	Rep %	Dem %	Ind %	Dem-Rep diff
Gas prices	75	72	68	-3
Retail sales	28	33	26	+5
Job situation	24	39	21	+15
Stock market	22	21	21	-1
Economy overall	12	20	11	+8

Survey conducted Dec. 11-14, 2014.

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Higher-Income Adults Hearing Better News Across Economic Sectors

% hearing mostly good news about ...

	Family income			High-Low income diff
	Less than \$30,000 %	\$30,000- \$74,999 %	\$75,000 or more %	
Gas prices	54	79	79	+25
Retail sales	22	28	38	+16
Job situation	20	28	35	+15
Stock market	14	21	28	+14
Economy overall	10	14	18	+8

Survey conducted Dec. 11-14, 2014.

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About the Survey

The analysis in this report is based on telephone interviews conducted December 11-14, 2014 among a national sample of 1,001 adults, 18 years of age or older, living in the continental United States (500 respondents were interviewed on a landline telephone, and 501 were interviewed on a cell phone, including 306 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 and Spanish. 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. For detailed information about our survey methodology, see <http://people-press.org/methodology/>

The combined landline and cell phone sample are weighted using an iterative technique that matches gender, age, education, race, Hispanic origin and region to parameters from the 2012 Census Bureau's American Community Survey and population density to parameters from the Decennial Census. The sample also is weighted to match current patterns of telephone status (landline only, cell phone only, or both landline and cell phone), based on extrapolations from the 2013 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 among respondents with a landline phone. Sampling errors and statistical tests of significance take into account the effect of weighting.

The following table shows the unweighted 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	Unweighted sample size	Plus or minus ...
Total sample	1,001	3.6 percentage points
Republican	274	7.0 percentage points
Democrat	277	6.9 percentage points
Independent	348	6.2 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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December 11-14, 2014 OMNIBUS
FINAL TOPLINE
N=1,001**

QUESTION PEW.1 PREVIOUSLY RELEASED**ASK ALL:**

Now thinking about recent economic news...

PEW.2 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?

	Hearing mostly <u>good news</u>	Hearing mostly <u>bad news</u>	A mix of good and <u>bad news</u>	(VOL.) <u>DK/Ref</u>
December 11-14, 2014	14	21	63	3
July 31-August 3, 2014	10	24	64	3
February 6-9, 2014	5	33	61	2
December 12-15, 2013	7	31	60	2
August 1-4, 2013	9	26	63	3
June 6-9, 2013	9	27	63	1
April 4-7, 2013	8	32	59	2
March 7-10, 2013	7	33	58	1
January 31-February 3, 2013	10	28	59	3
January 3-6, 2013	6	32	59	2
December 6-9, 2012	7	36	54	2
November 1-4, 2012	10	33	55	2
October 4-7, 2012	8	28	62	2
September 7-9, 2012	6	35	58	1
August 2-5, 2012	3	41	53	3
July 5-8, 2012	4	40	55	2
May 31-June 3, 2012	3	37	57	3
May 3-6, 2012	6	32	60	2
April 5-8, 2012	11	30	57	2
March 8-11, 2012	11	24	62	2
February 2-5, 2012	8	30	59	3
January 5-8, 2012	9	30	60	1
December 1-4, 2011	6	36	56	1
November 10-13, 2011	3	48	48	1
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

PEW.2 CONTINUED...

	Hearing mostly <u>good news</u>	Hearing mostly <u>bad news</u>	A mix of good and <u>bad news</u>	(VOL.) <u>DK/Ref</u>
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	*

ASK ALL:

PEW.3 Thinking about some specific aspects of the nation's economy... Please tell me if you are hearing mostly good news, mostly bad news or a mix of both good and bad news about each of the following.
[READ AND RANDOMIZE]

	Hearing mostly <u>good news</u>	Hearing mostly <u>bad news</u>	A mix of good and <u>bad news</u>	(VOL.) <u>DK/Ref</u>
a. The stock market				
December 11-14, 2014	20	16	45	19
July 31-August 3, 2014	18	20	40	22
February 6-9, 2014	13	21	49	17
June 6-9, 2013	24	16	50	11
b. The job situation				
December 11-14, 2014	26	25	45	4
July 31-August 3, 2014	20	34	41	4
February 6-9, 2014	12	42	44	3
December 12-15, 2013	14	40	41	4
June 6-9, 2013	14	38	47	1
March 7-10, 2013	15	45	40	1
January 31-February 3, 2013	12	42	43	3
December 6-9, 2012	17	47	35	1
November 1-4, 2012	14	46	37	3
October 4-7, 2012	17	42	40	2
September 7-9, 2012	12	52	34	2
August 2-5, 2012	6	55	35	4
July 5-8, 2012	9	51	38	3
May 31-June 3, 2012	8	55	35	2
March 8-11, 2012	17	38	42	3
December 1-4, 2011	10	51	37	2
November 10-13, 2011	5	64	28	2
August 4-7, 2011	4	74	21	2
June 2-5, 2011	5	58	34	3
May 12-15, 2011	9	51	37	3
March 31-April 3, 2011	12	43	42	2
March 3-6, 2011	10	50	37	3
February 3-6, 2011	9	52	37	2
December 2-5, 2010	6	66	27	1

PEW.3 CONTINUED...

	Hearing mostly <u>good news</u>	Hearing mostly <u>bad news</u>	A mix of good and <u>bad news</u>	(VOL.) <u>DK/Ref</u>
September 2-6, 2010	5	65	28	2
July 1-5, 2010	5	64	30	1
May 7-10, 2010	9	52	38	2
April 1-5, 2010	9	56	33	2
March 5-8, 2010	5	59	35	1
January 8-11, 2010	6	61	31	2
October 30-November 2, 2009	3	68	27	2
August 7-10, 2009	6	61	32	1
June 12-15, 2009	1	71	27	1
c. Gas prices				
December 11-14, 2014	70	8	20	3
July 31-August 3, 2014	15	44	32	9
February 6-9, 2014	14	39	39	8
December 12-15, 2013	23	36	34	6
June 6-9, 2013	5	57	34	3
March 7-10, 2013	4	74	20	2
January 31-February 3, 2013	8	53	32	7
December 6-9, 2012	22	42	30	5
November 1-4, 2012	16	50	30	4
October 4-7, 2012	4	72	21	2
September 7-9, 2012	3	75	19	3
August 2-5, 2012	10	58	28	5
July 5-8, 2012	31	31	35	2
May 31-June 3, 2012	19	48	31	2
March 8-11, 2012	2	85	12	2
November 10-13, 2011	9	47	36	8
August 4-7, 2011	4	66	26	4
June 2-5, 2011	8	68	23	2
May 12-15, 2011	1	84	14	1
March 31-April 3, 2011	1	88	10	1
March 3-6, 2011	1	90	7	2
February 3-6, 2011	2	77	18	3
d. Retail sales				
December 11-14, 2014	28	13	48	11
December 12-15, 2013	24	17	49	9
December 6-9, 2012	30	18	44	9
December 1-4, 2011	51	7	35	6
December 2-5, 2010	33	18	45	4

QUESTIONS PEW.4-PEW.6 PREVIOUSLY RELEASED**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>	(VOL.) <u>No preference</u>	(VOL.) <u>Other party</u>	(VOL.) <u>DK/Ref</u>	<u>Lean Rep</u>	<u>Lean Dem</u>
December 11-14, 2014	26	27	37	6	*	4	13	15