



THE PEW RESEARCH CENTER
For The People & The Press

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Views of Job News Improve Across Partisan Lines

Public Less Negative About Economic News

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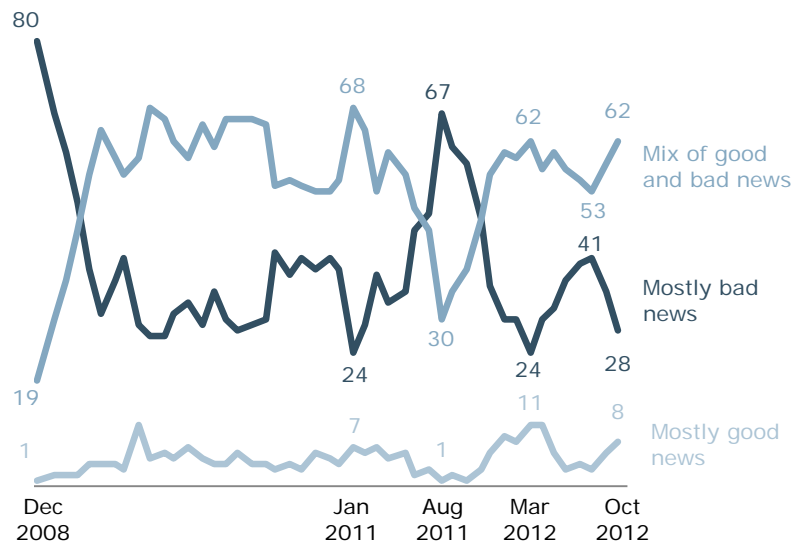
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Views of Job News Improve Across Partisan Lines Public Less Negative About Economic News

Americans are hearing less negative news about the nation's economy than they were just a month ago, and perceptions of news about other economic sectors – notably, the job situation – have improved as well.

Most Americans continue to hear a mix of good and bad news about the economy (62%), but the share hearing mostly bad news has dipped from 35% in September to 28% this month. The percentage hearing mostly good news is essentially unchanged (8%).

Public's Views of Recent Economic News



PEW RESEARCH CENTER Oct. 4-7, 2012.

The latest national survey by the Pew Research Center for the People & the Press, conducted Oct. 4-7, 2012, among 1,006 adults, finds that the percentage hearing mostly bad news about the job situation has declined 10 points since September – from 52% to 42% – and 13 points since August. Most of the interviewing was conducted after the jobs report on Oct. 5, which showed that unemployment had fallen below 8% for the first time since early 2009.

The survey also finds fewer Americans are hearing mostly bad news about financial markets, real estate values and food and consumer prices. Last month, far more Americans said news about financial markets was mostly bad than mostly good (37% vs. 14%); 41% said the news about financial markets was mixed.

Currently, 26% say news about financial markets is mostly bad while 16% say it is mostly good. The percentage saying the news is a mix of good and bad has increased to 50%.

Similarly, the balance of opinion about real estate news has improved substantially since September. Currently 32% say news about real estate values is mostly bad, 23% say it is mostly good and 38% say it is mixed. Last month, negative perceptions of news about real estate values surpassed positive perceptions by about two-to-one (43% to 20%).

However, perceptions of news about gas prices remain overwhelmingly negative and are virtually unchanged since September. In the new survey, 72% say they are hearing mostly bad news about gas prices.

And while views of news about food and consumer prices have improved since September, 51% say the news about this sector is mostly bad.

Better News Seen on Jobs, Markets, Housing - Not Gas Prices

<i>News about...</i>	Sep 2012	Oct 2012	Change
The economy	%		
Mostly bad	35	28	-7
Mix of good and bad	58	62	+4
Mostly good	6	8	+2
Don't know	<u>1</u>	<u>2</u>	
	100	100	
Financial markets			
Mostly bad	37	26	-11
Mix of good and bad	41	50	+9
Mostly good	14	16	+2
Don't know	<u>7</u>	<u>8</u>	
	100	100	
Job situation			
Mostly bad	52	42	-10
Mix of good and bad	34	40	+6
Mostly good	12	17	+5
Don't know	<u>2</u>	<u>2</u>	
	100	100	
Real estate values			
Mostly bad	43	32	-9
Mix of good and bad	32	38	+6
Mostly good	20	23	+3
Don't know	<u>5</u>	<u>7</u>	
	100	100	
Food, consumer prices			
Mostly bad	58	51	-7
Mix of good and bad	31	40	+9
Mostly good	7	5	-2
Don't know	<u>4</u>	<u>4</u>	
	100	100	
Gas prices			
Mostly bad	75	72	-3
Mix of good and bad	19	21	+2
Mostly good	3	4	+1
Don't know	<u>3</u>	<u>2</u>	
	100	100	

PEW RESEARCH CENTER Oct. 4-7, 2012.

Views of Job News: 2009-2012

Views of news about the job situation now approach their most positive levels in more than three years of Pew Research Center surveys. Currently, 17% say news about the job situation is mostly good, 42% say it mostly bad, while 40% see the news as mixed. In March of this year, there were similar perceptions of jobs news (17% mostly good, 38% mostly bad, 42% mixed).

Views of news about the job situation are markedly better today than at comparable points in past years since 2009. In November 2009, 68% said news about jobs was mostly bad; views were about as negative in September 2010 (65%) and November 2011 (64%).

Republicans Less Negative

A month ago, partisan differences in views of economic news reached record levels. Those differences, while still substantial, have narrowed since September as Republican views of economic news have improved both generally, and across most specific sectors.

Currently, about half (49%) of Republicans say economic news is mostly bad, down from 60% a month ago. Just 13% of Democrats say economic news is mostly bad, which is virtually unchanged since September. Independents' views also are little changed (36% mostly bad in September, 29% currently).

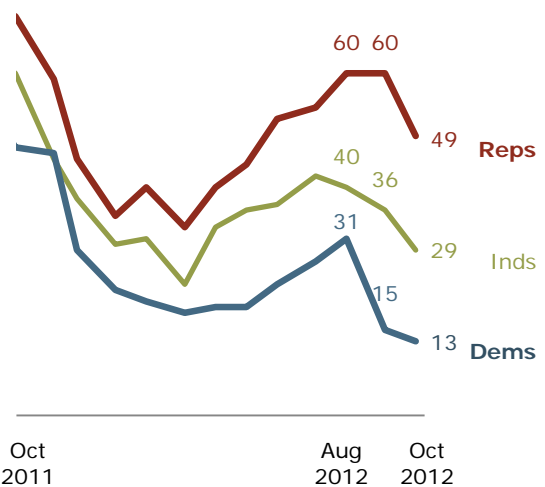
Views of Job News Much Better than In Fall of 2009-2011

	Nov 2009	Sept 2010	Nov 2011	Oct 2012
<i>News about job situation ...</i>	%	%	%	%
Mostly good	3	5	5	17
Mostly bad	68	65	64	42
Mix of good/bad	27	28	28	40
Don't know	2	2	2	2
	100	100	100	100

PEW RESEARCH CENTER Oct. 4-7, 2012

Partisan Gap in Perceptions of Economic News Narrows

% hearing mostly bad news about the economy



PEW RESEARCH CENTER Oct 4-7, 2012.

Perceptions of job news have become less negative across partisan lines since last month. Nonetheless, far more Republicans (64%) than independents (43%) and Democrats (26%) say news about the job situation is mostly bad.

Notably, as many Democrats now say news about the job situation is mostly good (26%) as mostly bad (26%); 47% say it is a mix of good and bad. A month ago, 34% said job news was mostly bad, 18% said it was mostly good and 45% said it was mixed.

Republicans Have Less Negative Views of News about Overall Economy, Specific Sectors

	Republican			Democrat			Independent		
	Sep	Oct	Chg	Sep	Oct	Chg	Sep	Oct	Chg
<i>Hearing mostly bad news about:</i>	%	%		%	%		%	%	
Economy	60	49	-11	15	13	-2	36	29	-7
Job situation	75	64	-11	34	26	-8	54	43	-11
Gas prices	89	81	-8	65	61	-4	78	78	0
Real estate values	57	42	-15	30	22	-8	44	35	-9
Consumer prices	74	60	-14	40	41	+1	64	56	-8
Financial markets	52	35	-17	23	17	-6	42	28	-14
N	247	246		364	319		347	360	

PEW RESEARCH CENTER Oct. 4-7, 2012.

About the Survey

The analysis in this report is based on telephone interviews conducted October 4-7, 2012 among a national sample of 1,006 adults 18 years of age or older living in the continental United States (601 respondents were interviewed on a landline telephone, and 405 were interviewed on a cell phone, including 206 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. 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 March 2011 Census Bureau's Current Population Survey and population density to parameters from the Decennial Census. The sample also is weighted to match current patterns of telephone status, based on extrapolations from the 2011 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	1,006	3.7 percentage points
Republicans	246	7.5 percentage points
Democrats	319	6.6 percentage points
Independents	360	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.

PEW RESEARCH CENTER
October 4-7, 2012 OMNIBUS
FINAL TOPLINE
N=1,006

QUESTIONS PEW.1, PEW.8-PEW.11 HELD FOR FUTURE RELEASE

NO QUESTIONS PEW.2-PEW.7, PEW.12, PEW.15

QUESTIONS PEW.13-PEW.14 PREVIOUSLY RELEASED

ASK ALL:

Now thinking about recent economic news...

PEW.16 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.) DK/Ref
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
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

PEW.16 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>
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.17 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 financial markets				
October 4-7, 2012	16	26	50	8
September 7-9, 2012	14	37	41	7
August 2-5, 2012	6	41	44	9
July 5-8, 2012	6	35	50	8
May 31-June 3, 2012	5	47	42	6
March 8-11, 2012	15	29	48	8
November 10-13, 2011	4	50	41	5
August 4-7, 2011	2	69	25	4
June 2-5, 2011	5	40	45	9
May 12-15, 2011	11	33	45	11
March 31-April 3, 2011	13	30	51	6
March 3-6, 2011	12	33	47	8
February 3-6, 2011	17	31	46	6
December 2-5, 2010	13	38	44	4
September 2-6, 2010	9	43	40	8
July 1-5, 2010	4	46	44	6
May 7-10, 2010	6	41	49	3
April 1-5, 2010	15	30	50	6
March 5-8, 2010	11	26	59	4
January 8-11, 2010	16	32	47	6
October 30-November 2, 2009	12	33	48	7
August 7-10, 2009	20	31	43	6
June 12-15, 2009	9	43	45	3
b. Real estate values				
October 4-7, 2012	23	32	38	7
September 7-9, 2012	20	43	32	5
August 2-5, 2012	11	41	36	11
July 5-8, 2012	14	39	41	7
May 31-June 3, 2012	14	43	36	6
March 8-11, 2012	9	39	42	10
November 10-13, 2011	6	55	32	7
August 4-7, 2011	4	63	27	6
June 2-5, 2011	7	56	28	9
May 12-15, 2011	9	45	35	11
March 31-April 3, 2011	6	48	38	8
March 3-6, 2011	8	46	36	10
February 3-6, 2011	8	51	34	7
December 2-5, 2010	6	62	28	4
September 2-6, 2010	6	57	32	5
July 1-5, 2010	9	49	35	7
May 7-10, 2010	12	41	42	5
April 1-5, 2010	12	44	38	6
March 5-8, 2010	8	45	42	5

PEW.17 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>
January 8-11, 2010	11	43	40	5
October 30-November 2, 2009	13	43	37	6
August 7-10, 2009	11	40	41	7
June 12-15, 2009	11	45	40	3
c. Prices for food and consumer goods				
October 4-7, 2012	5	51	40	4
September 7-9, 2012	7	58	31	4
August 2-5, 2012	7	54	33	5
July 5-8, 2012	9	45	40	6
May 31-June 3, 2012	7	46	40	7
March 8-11, 2012	7	50	38	6
November 10-13, 2011	5	52	36	7
August 4-7, 2011	4	62	28	5
June 2-5, 2011	5	58	30	6
May 12-15, 2011	3	58	32	6
March 31-April 3, 2011	3	59	34	4
March 3-6, 2011	7	62	26	5
February 3-6, 2011	7	49	39	5
December 2-5, 2010	16	41	39	5
September 2-6, 2010	12	35	42	10
July 1-5, 2010	9	32	48	10
May 7-10, 2010	8	37	46	9
April 1-5, 2010	10	35	46	9
March 5-8, 2010	9	34	50	7
January 8-11, 2010	12	37	45	6
October 30-November 2, 2009	12	39	42	7
August 7-10, 2009	10	36	46	9
June 12-15, 2009	9	39	46	6
d. The job situation				
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
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
e. Gas prices				
October 4-7, 2012	4	72	21	2

PEW.17 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 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