PewResearchCenter

FEBRUARY 5, 2013

News and Political Knowledge Quiz

What the Public Knows – In Pictures, Maps, Graphs and Symbols

Take the Latest Quiz Online!

Before you read the report, we invite you to test your own News IQ by taking the latest interactive knowledge quiz now available on the Pew Research Center website. The short quiz includes many of the questions that were included in a national poll. Participants will instantly learn how they did on the quiz in comparison with the general public as well as with people like them. To take the latest quiz, click on this link:

http://pewresearch.org/quiz/the-news-iq-quiz/

FOR FURTHER INFORMATION CONTACT:

The Pew Research Center for the People & the Press

Michael Dimock

Director

Carroll Doherty

Associate Director

Scott Keeter

Director of Survey Research

1615 L St, N.W., Suite 700 Washington, D.C. 20036 Tel (202) 419-4372 Fax (202) 419-4399 www.people-press.org

News and Political Knowledge Quiz What the Public Knows – In Pictures, Maps, Graphs and Symbols

The latest update of the Pew Research Center's regular News IQ quiz uses a set of 13 pictures, maps, graphs and symbols to test knowledge of current affairs. (To take the quiz yourself before reading this report, click <u>here</u>.) At the high end, nearly nine-in-ten Americans (87%) are able to select the Star of David as the symbol of Judaism from a group of pictures of religious symbols. And when shown a picture of Twitter's corporate logo, 79% correctly associate the logo with that company.

At the low end, just 43% are able to identify a picture of Elizabeth Warren's from a group of four photographs of female politicians, among them Nancy Pelosi, Tammy Baldwin and Deb Fischer. And when presented with a map of the Middle East in which Syria is highlighted, only half are able to identify the nation correctly.

Overall, majorities correctly answer 11 of 13 questions in the new quiz, which was conducted online January 18-24, 2013, among a random sample of 1,041 adults by the Pew Research Center for the People & the Press.

The quiz includes several items about leading political figures. When shown a picture of New Jersey Gov. Chris Christie, 73% identified Christie from a list that included Newt Gingrich, Scott Walker and

Knowledge in Pictures, Maps, Graphs & Symbols

Percent who were able to identify ... Star of David as symbol associated w/ Judaism* 87% Twitter logo 79 A US map highlighting the states Obama won in 2012 75 Photo of John Boehner 73 Photo of Chris Christie 73 Graph of national unemployment rate 70 Euro currency symbol 60 John Kerry as Secretary of State nominee* 62 Washington as a state that legalized gay marriage^ 60 Flag of China* 57 Photo of Eric Holder as the Attorney General 55 Syria highlighted on a map of Mideast 50 Elizabeth Warren* 43 *from a set of four photos. ^from set of four states.

from a set of four process. If on set of four stat

PEW RESEARCH CENTER Jan. 18-24, 2013

Rush Limbaugh. An identical percentage identified John Boehner in a question with a similar format. To see how each question was presented, see <u>the attached survey topline</u>.

Seven of the 13 items were answered correctly by two-thirds or more of the survey's respondents. These included identifying the Star of David as the symbol for Judaism (87%), the corporate logo for Twitter (79%), the map of states won in 2012 by President Obama (75%), the photos of Christie and Boehner (73% each), a graph of the unemployment rate (70%) and the symbol for the Euro (69%).

About six-in-ten (62%) could identify the new secretary of state, John Kerry, from a photo lineup of four people. When shown a list of four state maps, and asked which of the states had approved the legalization of same-sex marriage last year, 60% correctly chose the state of Washington. But just 50% were able to identify Syria as country highlighted on a map of the Middle East.

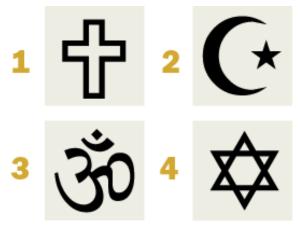
On average, quiz takers correctly answered 8.5 of the 13 questions, a score of 65% correct when graded like a classroom test.

Identifying Religious Symbols

The question about religious symbols was modeled on one asked previously in Oct. 2011. In the current survey, four symbols were shown and respondents were asked to identify the one associated with Judaism: 87% correctly selected the Star of David.

In Oct. 2011, respondents were shown the same group of symbols and asked to identify the symbol associated with Islam. Just 42% answered correctly (Crescent and Star, #2 in the graphic.) About a third (34%) incorrectly chose Om, the symbol associated with Hinduism. (For more, see <u>What the Public</u> Knows – In Words and Pictures, Nov. 7, 2011.)

More Can Identify Symbol of Judaism than Symbol of Islam



Identify symbol associated with ...

| | <i>Islam</i> Oct 2011 | <i>Judaism</i> Jan 2013 |
|-----------------------|--------------------------|----------------------------|
| Cross (1) | 1 | 5 |
| Crescent and Star (2) | 42 | 2 |
| Om (3) | 34 | 4 |
| Star of David (4) | 13 | 87 |
| No answer | <u>11</u> | <u>5</u> |
| | 100 | 100 |

PEW RESEARCH CENTER Jan 18-24, 2013. Correct answers are bolded.

In the current quiz, the map identification question about Syria also was modeled on a question in the 2011 survey: 50% correctly identified Syria as the country highlighted on a map of the Middle East from a list of four countries (Turkey, Saudi Arabia and Egypt were the others). In Oct. 2011, Israel was the country highlighted on a map; 57% correctly identified it from a list that had the same alternatives as the current survey.

Half Can Identify Syria on a Map



Old-

PEW RESEARCH CENTER Jan. 18-24, 2013

Young People Fare Well on Many Questions

Younger people typically score lower than older people on tests of political knowledge. That is true for some questions in the current survey, especially those that required an identification of public officials from their pictures. For example, just 46% of those younger than 30 were able to identify John Kerry from his picture as the nominee for secretary of State (the survey was conducted before Kerry was confirmed by the Senate on Jan. 29). Among those 50 and older, 74% chose Kerry's picture from a group of photos.

Young people also were less likely to identify Christie and

Young People Struggle to Identify Politicians, But Are More Aware of Twitter and the Euro

| | | | | young |
|---|-------|-------|-----|-------|
| | 18-29 | 30-49 | 50+ | diff |
| % who could identify | % | % | % | |
| John Kerry as Secretary of State nominee (from set of four photos) | 46 | 54 | 74 | +28 |
| Photo of John Boehner | 61 | 66 | 83 | +22 |
| Photo of Chris Christie | 59 | 72 | 81 | +22 |
| Photo of Eric Holder as the Attorney General | 42 | 50 | 64 | +22 |
| Elizabeth Warren (from set of four photos) | 38 | 42 | 45 | +7 |
| Washington as a state that legalized gay marriage (from set of four states) | 56 | 58 | 63 | +7 |
| Graph of national unemployment rate | 71 | 70 | 70 | -1 |
| Star of David as symbol associated w/ Judaism (from set of four symbols) | 90 | 89 | 85 | -5 |
| Syria highlighted on a map of Mideast | 53 | 52 | 48 | -5 |
| A US map highlighting the states Obama won in 2012 | 79 | 76 | 73 | -6 |
| Flag of China (from set of four flags) | 61 | 64 | 52 | -9 |
| Euro currency symbol | 79 | 73 | 62 | -17 |
| Twitter logo | 91 | 88 | 67 | -24 |
| Average number correct overall | 8.2 | 8.5 | 8.7 | |
| Ν | 161 | 320 | 560 | |
| PEW RESEARCH CENTER Jan. 18-24, 2013. | | | | |

3

Boehner from their photos than were those 50 and older.

However, as many people under 30 as 50 and older knew that a map with highlighted states showed those that Obama won in 2012.

And about nine-in-ten young people (91%) could identify Twitter's corporate logo; only 67% of those 50 and older could do so. Similarly, 79% of the youngest group recognized the symbol for the Euro, compared with 62% among those 50 and older.

Educational Differences in Knowledge Persist

The largest group differences in knowledge are found between individuals with lesser and greater levels of education. Respondents with no more than a high school education were less likely than college graduates to answer every question correctly.

Those with a high school education could correctly answer an average of 7.3 questions, compared with 10.1 correct among college graduates. The median gap in percent correct between the low and high education groups is 22 points.

Differences by educational group in the percentage answering correctly ranged from a low of 10 points (identifying the Twitter logo) to

30 points (identifying the flag of China).

College Grads Much More Knowledgeable Than Others

0 - 11

| | HS or less | Some coll | Coll grad+ | Coll- HS diff |
|---|---------------|--------------|---------------|---------------------|
| % who could identify | % | % | % | |
| Flag of China (from set of four flags) | 43 | 63 | 73 | +30 |
| John Kerry as Secretary of State nominee (from set of four photos) | 50 | 61 | 79 | +29 |
| Photo of Chris Christie | 62 | 74 | 89 | +27 |
| Washington as a state that legalized gay marriage (from set of four states) | 51 | 56 | 77 | +26 |
| Photo of John Boehner | 63 | 73 | 87 | +24 |
| Elizabeth Warren (from set of four photos) | 33 | 42 | 57 | +24 |
| Syria highlighted on a map of Mideast | 39 | 56 | 61 | +22 |
| Euro currency symbol | 59 | 71 | 81 | +22 |
| Photo of Eric Holder as the Attorney General | 44 | 61 | 64 | +20 |
| A US map highlighting the states Obama won in 2012 | 65 | 82 | 84 | +19 |
| Graph of national unemployment rate | 63 | 70 | 82 | +19 |
| Star of David as symbol associated w/ Judaism (from set of four symbols) | 79 | 90 | 96 | +17 |
| Twitter logo | 73 | 84 | 83 | +10 |
| Average number correct overall | 7.3 | 8.8 | 10.1 | |
| Ν | 396 | 313 | 332 | |
| PEW RESEARCH CENTER January 18-24, 20 |)13 | | | |

Small Partisan Differences in Knowledge

In past versions of the News IQ test, Republicans have often outperformed Democrats and independents, but that was not the case with the current quiz. Overall, Republicans on average answered 8.7 items correctly, no different than Democrats (8.6) and independents (8.7).

Partisan Parity in Knowledge

| Democrats (47%) were | | Rep | Dem | Ind | R-D diff |
|---------------------------|---|-----|-----|-----|-------------|
| more likely than | % who could identify | % | % | % | GIIII |
| Republicans (37%) to | Syria highlighted on a map of Mideast | 55 | 48 | 50 | +7 |
| recognize a photo of | Star of David as symbol associated w/ Judaism (from set of four symbols) | 91 | 85 | 91 | +6 |
| Elizabeth Warren, the new | Photo of Chris Christie | 80 | 75 | 70 | +0 |
| senator from | A US map highlighting the states | 80 | 76 | 75 | |
| Massachusetts. Other | Obama won in 2012 | | | | +4 |
| partisan differences were | Euro currency symbol | 69 | 65 | 78 | +4 |
| • | Graph of national unemployment rate | 72 | 70 | 73 | +2 |
| very small. | Photo of John Boehner | 75 | 74 | 72 | +1 |
| | Flag of China (from set of four flags) | 57 | 59 | 57 | -2 |
| | Twitter logo | 77 | 80 | 79 | -3 |
| | Washington as a state that legalized gay marriage (from set of four states) | 57 | 60 | 64 | -3 |
| | Photo of Eric Holder as the Attorney General | 55 | 59 | 56 | -4 |
| | John Kerry as Secretary of State nominee (from set of four photos) | 60 | 66 | 59 | -6 |
| | Elizabeth Warren (from set of four photos) | 37 | 47 | 45 | -10 |
| | Average number correct overall | 8.7 | 8.6 | 8.7 | |
| | Ν | 283 | 389 | 337 | |
| | PEW RESEARCH CENTER January 18-24, 201 | 3 | | | |

PEW RESEARCH CENTER January 18-24, 2013

About the Survey

The analysis in this report is based on a web survey conducted January18-24, 2013 among a sample of 1,041 adults, 18 years of age or older. The survey was conducted by GfK Knowledge Networks (KN) among a random sample of households in their nationally representative online research panel, KnowledgePanel. KnowledgePanel members are recruited through probability sampling methods and include both those with internet access and those without. (Those who do not already have it are provided internet access f and, if needed, a device to access the internet, when they join the panel.) A combination of random digit dialing (RDD) sampling and addressbased sampling (ABS) methodologies have been used to recruit panel members; in 2009 the sampling methodology was switched from RDD to ABS. The panel includes households with landlines and cell phones, as well as those without a telephone. Both the RDD and ABS samples were provided by Marketing Systems Groups (MSG). New panel members are continuously recruited throughout the year, to offset panel attrition as people leave the panel. The survey was conducted in English. Respondents were selected randomly from eligible adult household members of the panel. All sampled members received an initial email on January 18 to notify them of the survey and included a link to the survey questionnaire. One follow-up reminder was sent to those who had not yet respondent on January 20.

The final sample for this survey was weighted using an iterative technique that matches gender, age, education, race, Hispanic origin, and household income to parameters from the September 2012 Census Bureau's Current Population Survey (CPS). In addition, the sample is weighted to match current patterns of internet access from the October 2011 CPS survey. This weight is multiplied by an initial base or sampling weight that corrects for differences in the probability of selection of various segments of the sample and by a panel weight that adjusts for any biases due to nonresponse and noncoverage at the panel recruitment stage (using all of the parameters mentioned above as well as region, metropolitan area or not, home ownership status and language proficiency among Hispanics). Details about the panel-level weights can be found at http://www.knowledgenetworks.com/knpanel/KNPanel-Design-Summary.html.

Sampling errors and statistical tests of significance take into account the effect of weighting at each of these stages. Sampling error for the total sample of 1,041 respondents is plus or minus 3.8 percentage points at the 95% level of confidence. 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.

About the News IQ Quizzes

News IQ quizzes have been conducted at least twice a year since 2007. The quizzes pose questions to the public about specific policy proposals, concepts, events, places and people in the news. For previous reports see <u>August 2012</u>, <u>April 2012</u>, <u>October 2011</u>, <u>March 2011</u>, <u>November 2010</u>, <u>July 2010</u>, <u>January 2010</u>, <u>October 2009</u>, <u>April 2009</u>, <u>December 2008</u>, <u>February 2008</u>, <u>September 2007</u> and <u>April 2007</u>. The results from these nationally representative samples of the public are then used to create the quizzes found on PewResearch.org, where visitors can compare their level of knowledge with the public's.

The current News IQ focuses is the second in the series to employ visual questions (the first was in <u>October 2011</u>). Because the questions asked about people's knowledge using pictures, symbols, graphs and maps, a web-based survey was used so people could see and respond to the pictures in the questions. The survey was conducted using GfK Knowledge Networks' KnowledgePanel, an online nationally representative panel of households recruited through probability-based (random) sampling methods. More typically, the News IQ quizzes are administered to a random sample of respondents reached on landlines or cell phones.

The specific questions used in the News IQ quizzes are selected to reflect a range of topical areas and different levels of familiarity to the public. The goal is to include questions that cover facts and concepts that can serve as indicators of the public's awareness of information about important issues in the news.

In addition to the News IQ surveys, the Pew Research Center also regularly includes measures of knowledge in its other survey research. These are typically used to help assess how awareness of and knowledge about issues relates to people's attitudes and opinions on those issues.

© Pew Research Center, 2013

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

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

TREND FOR COMPARISON:

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







1



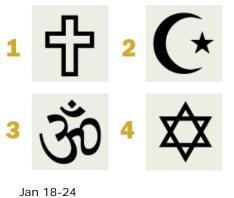
Sept 30-Oct 11

- <u>2011</u>
- 82 Hillary Clinton (Correct) 2
 - Bill Richardson
- 3 Joe Biden
- 8 Condoleezza Rice
- 5 No answer

Names were not displayed next to numbered pictures.

ASK ALL

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



<u>2013</u>

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

TREND FOR COMPARISON:

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





Sept 30-Oct 11

- <u>2011</u>
 - Crescent and star (Correct) 42
 - 1 Cross
 - Star of David 13
 - 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) Mitch McConnell
- 7 Harry Reid
- 5 3 Eric Cantor
- 11 No answer

ASK ALL:

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



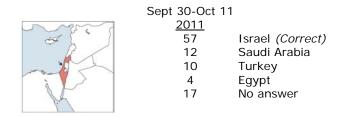
Jan 18-24

<u>2013</u>

- 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]



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

<u>2013</u>

- 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

ASK ALL:

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



Jan 18-24

- <u>2013</u>
- Tammy Baldwin (1) Nancy Pelosi (2) 11
- 16
- Elizabeth Warren (3) (Correct) 43
- 9 Deb Fischer (4)
- 21 No answer

RANDOMIZE QUESTIONS 1-13

ASK ALL:

Who is this? [RANDOMIZE] Q.7



Jan 18-24

<u>2013</u>

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

ASK ALL:

Q.8 What position does this person hold? [RANDOMIZE]



Jan 18-24

2013

- U.S. Attorney General (Correct) 55
- 16
- Secretary of Education Chairman of the Federal Reserve 9
- 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 <u>2013</u> 69 Euro (Correct)

| 14 | Yen |
|----|-----|
| _ | _ |

- 5 * Pound
- Dollar 12 No answer

ASK ALL:

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



RANDOMIZE QUESTIONS 1-13

ASK ALL:

2

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



State names were included with pictures for this question.

ASK ALL:

Q.12 Whose corporate logo is this? [RANDOMIZE]



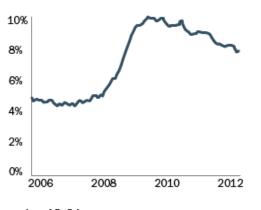
Jan 18-24

- 201379Twitter (Correct)9jetBlue2Instagram
 - 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

- <u>2013</u>
- 70 The unemployment rate (Correct)
- 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?

Jan 18-24

- <u>2013</u>
- 24 Republican
- 41 Democrat
- 31 Independent
- 4 No answer
- 14 Lean Rep
- 15 Lean Dem