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

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 tests your knowledge of questions recently asked in a national poll. After completing the quiz, you can compare your scores with the general public and with people like you. To take the latest quiz, click on this link:

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

The latest Pew Research Center News IQ quiz measures the public’s knowledge of current affairs with several different question formats, including graphs, charts and pictures. (Take the quiz yourself before reading this report, by clicking [here].)

A substantial majority of Americans (77%) are able to correctly identify Edward Snowden from a photograph of the former government contractor who leaked classified information about the NSA. Nearly as many (74%) know that the Federal Reserve is primarily responsible for monetary policy and not tax, trade or energy policy.

Other questions are more challenging. The most difficult question on the quiz asks respondents to identify the trend in the stock market since 2008 from four charts. Just (21%) correctly select the chart showing a steep drop in the Dow from 2008 to 2009, followed by a gradual and steady recovery.

Another question presents the pictures and names of four Supreme Court justices and asks respondents to identify the justice who has most often been the court’s swing vote in recent years; just 28% select the picture of Justice Anthony Kennedy. Previous news quizzes also have shown that the public is not knowledgeable about the Supreme Court and its members

Overall, the new quiz proved difficult: Majorities answered 5 of 13 questions correctly. In the previous News IQ quiz in January, majorities correctly answered 11 of the 13 items. The new quiz was conducted Aug. 7-14 among 1,052 adults. (Full question wording.)
Age Differences in Knowledge

Past News IQ surveys have often found young people to be less knowledgeable than older people about current events, but in the current poll the results are more mixed.

When shown a map of the U.S. with several states shaded, 62% of those under 30 know the shaded states allow same-sex marriage. Comparable majorities of those 30-49 (57%) and 50-64 (58%) answer this question correctly. About half (51%) of those 65 and older know this.

Older people struggled with a question that showed a country’s population pyramid — a graphic of the relative size of age groups in a population. The country depicted has a substantial youth population and fewer older people. Just 29% of those 65 and older correctly selected Nigeria (from a list of four countries) as the country represented by the pyramid. That compares with at least four-in-ten among younger groups.

Younger adults fared worse than older people on some political questions. Only about four-in-ten (42%) of those younger than 30 and 46% of those 30-49 could identify Marco Rubio as a U.S. senator from Florida from a group of four prominent Hispanics whose pictures and names were shown. Majorities of older Americans correctly select Rubio’s photograph. Younger people also are less likely to know that women currently hold about 20% of the seats in Congress.

### Younger People Less Aware of Marco Rubio, Women in Congress

<table>
<thead>
<tr>
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<th>18-29</th>
<th>30-49</th>
<th>50-64</th>
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<td>Marco Rubio (from set of four photos)</td>
<td>42</td>
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<td>Edward Snowden (from photo)</td>
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<td>More women than men graduate college</td>
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<td>Marissa Mayer, Yahoo CEO (from photo)</td>
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<td>31</td>
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<td>Kennedy is court’s swing vote (from four photos)</td>
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<td>Map of states allowing same-sex marriage</td>
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<td>Nation in population pyramid (Nigeria)</td>
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<td>Google Glass (computer you can wear)</td>
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<td>6.2</td>
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<td>6.4</td>
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</tbody>
</table>

N: 160 276 356 260

PEW RESEARCH CENTER Aug. 7-14, 2013.

V indicates a visual question for which respondents are shown images.
Gender and News Knowledge

There are no significant differences between women and men on the three quiz questions about women. Comparable majorities of women (55%) and men (56%) know that more women than men graduate from college with bachelor’s degrees. Similarly, 45% of women and 49% of men know that women make up about one-fifth of the members of Congress.

A question about Marissa Mayer, the CEO of Yahoo, proved difficult for both women and men. A photograph of Mayer was shown and respondents were asked to identify the person pictured. Just 31% of women and 38% of men chose Mayer from a list of prominent women.

On other questions, men are 13 points more likely than women to know that Google Glass is a computer you can wear (49% vs. 36%) and to pick out Marco Rubio as the senator from Florida (58% vs. 45%). In addition, men are more likely than women to be able to identify Egypt as the country highlighted on a map of the Middle East (55% vs. 44%).

<table>
<thead>
<tr>
<th>% who could identify …</th>
<th>Total</th>
<th>Men</th>
<th>Women</th>
<th>M-W diff</th>
</tr>
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<tbody>
<tr>
<td>V Marissa Mayer, Yahoo CEO (from photo)</td>
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<td>49</td>
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<td>More women than men graduate college</td>
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<td>56</td>
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</table>

PEW RESEARCH CENTER Aug. 7-14, 2013. V indicates a visual question for which respondents are shown images.
Educational Differences

As with previous knowledge tests, college graduates are more likely than those with a high school degree or less to answer every question correctly. About eight in-ten of those with at least a college degree (78%) correctly identify the term “Common Core” as a set of school curriculum standards in language and math. Just half as many (39%) of those with no college experience answered this question correctly.

College graduates are 37 points more likely than those with no college experience to correctly identify Egypt on a map. Similarly, 62% of college graduates selected Nigeria as the country represented by the population pyramid, compared with 29% of those with no college experience.

Educational differences are more modest when it comes to awareness of Edward Snowden and the states that allow same-sex marriage.

### Better Educated, Better Informed

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<th>Coll grad+</th>
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N: 420 289 343

PEW RESEARCH CENTER Aug. 7-14, 2013.

V indicates a visual question for which respondents are shown images.
Partisan Differences in Knowledge

Republicans (63%) are more likely than Democrats (53%) to know that the Common Core refers to curriculum standards in language and math.

But there are only slight partisan differences on most other questions. Republicans and Democrats are about equally unfamiliar with who on the Supreme Court is most often the swing vote in closely divided cases. Just 33% of Democrats and 26% of Republicans correctly select Justice Anthony Kennedy. Republicans are about as likely to say that Antonin Scalia (21%) or Clarence Thomas (20%) often serve as the court’s swing vote.

Few Republicans or Democrats Able to Identify Justice Kennedy as Court’s Swing Vote

<table>
<thead>
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PEW RESEARCH CENTER Aug. 7-14, 2013.
\( V \) indicates a visual question for which respondents are shown images.
About the Survey

The analysis in this report is based on a survey conducted August 7-14, 2013 among a sample of 1,052 adults, 18 years of age or older. The survey was conducted by the GfK Group using KnowledgePanel, its nationally representative online research panel. KnowledgePanel members are recruited through probability sampling methods and include both those with internet access and those without. KnowledgePanel provides internet access for those who do not have it and, if needed, a device to access the internet when they join the panel. A combination of random digit dialing (RDD) and address-based sampling (ABS) methodologies have been used to recruit panel members (in 2009 KnowledgePanel switched its sampling methodology for recruiting panel members from RDD to ABS). The panel comprises households with landlines and cellular phones, including those only with cell phones, and those without a phone. Both the RDD and ABS samples were provided by Marketing Systems Group (MSG). KnowledgePanel continually recruits new panel members 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 August 7-8, 2013 to notify them of the survey and included a link to the survey questionnaire. One follow-up reminder was sent three days later to those who had not yet responded.

The final sample for this survey was weighted using an iterative technique that matches gender, age, education, race, Hispanic origin, household income, metropolitan area or not, and region to parameters from the July 2013 Census Bureau’s Current Population Survey (CPS). In addition, the sample is weighted to match current patterns of internet access from the July 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 home ownership status).

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 1,052 respondents is plus or minus 3.7 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 February 2013, August 2012, April 2012, October 2011, March 2011, November 2010, July 2010, January 2010, October 2009, April 2009, December 2008, February 2008, September 2007 and April 2007. 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 is the third in the series to employ visual questions (the first was in October 2011). Because the questions asked about people's knowledge using pictures, charts 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.

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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 1-14
ASK ALL
Q.1 In recent years, which of the following Supreme Court justices has most often been the swing vote in closely divided court cases?

1  [Antonin Scalia]
2  [Anthony Kennedy]
3  [Clarence Thomas]
4  [Ruth Bader Ginsburg]

Aug 7-14
2013
20  Antonin Scalia (#1)
28  Anthony Kennedy (#2) (Correct)
15  Clarence Thomas (#3)
18  Ruth Bader Ginsburg (#4)
18  No answer

RANDOMIZE QUESTIONS 1-14
ASK ALL
Q.2 Who is this? [RANDOMIZE]

Aug 7-14
2013
77  Edward Snowden (Correct)
4   Martin O’Malley
4   Rory McIlroy
3   Julian Assange
12  No answer
RANDOMIZE QUESTIONS 1-14
ASK ALL:
Q.3 Which one is a U.S. Senator from Florida? [RANDOMIZE]

1. Marco Rubio
2. Ray Suarez
3. Julian Castro
4. Jorge Ramos

Aug 7-14
2013
52 Marco Rubio (#1) (Correct)
12 Ray Suarez (#2)
6 Julian Castro (#3)
13 Jorge Ramos (#4)
17 No answer

RANDOMIZE QUESTIONS 1-14
ASK ALL
Q.4 Who is this? [RANDOMIZE]

Aug 7-14
2013
34 Marissa Mayer, CEO of Yahoo (Correct)
14 Wendy Davis, state senator from Texas
13 Kathleen Sebelius, Secretary of Health and Human Services
11 Lindsey Vonn, professional alpine skier
28 No answer
RANDOMIZE QUESTIONS 1-14
ASK ALL:
Q.5  What Middle Eastern country is highlighted on this map? [RANDOMIZE]

Aug 7-14
2013
49  Egypt (Correct)
15  Syria
10  Saudi Arabia
10  Turkey
16  No answer

TRENDS FOR COMPARISON:
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

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 1-14
ASK ALL:
Q.6  About what percentage of seats in the U.S. congress are currently held by women? [SHOW OPTIONS IN ORDER]

Aug 7-14
2013
47  About 20% (Correct)
33  About 30%
 8   About 40%
 1   About 50%
11  No answer
RANDOMIZE QUESTIONS 1-14
ASK ALL:
Q.7 What kind of policy is the U.S. Federal Reserve primarily responsible for? [RANDOMIZE]

Aug 7-14 2013
73 Monetary policy (Correct)
11 Tax policy
7 Trade policy
2 Energy policy
7 No answer

RANDOMIZE QUESTIONS 1-14
ASK ALL:
Q.8 What does the term "Common Core" refer to? [RANDOMIZE]

Aug 7-14 2013
56 School curriculum standards for language and math (Correct)
16 The military's code of conduct
7 A newly developed microprocessor
3 Abdominal exercises
17 No answer

RANDOMIZE QUESTIONS 1-14
ASK ALL:
Q.9 What does the gold shaded area on this map represent? All states that currently... [RANDOMIZE]

Aug 7-14 2013
57 allow same-sex marriage (Correct)
15 have a minimum wage above the national minimum
13 allow the recreational use of marijuana
5 have the largest Asian populations
10 No answer
Q.9 CONTINUED...

TREND FOR COMPARISON:
What does the gold shaded area on this map represent? States in 2012 that...

[Randomize]

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 1-14
Ask All:
Q.10 Which of the following shows the trend in the Dow Jones Industrial Average between January 2008 and July 2013?

1

2

3

4

Aug 7-14
2013
21 Chart #1 (Correct)
20 Chart #2
13 Chart #3
30 Chart #4
17 No answer
TRENDS FOR COMPARISON:
Is the Dow Jones Industrial Average currently closer to ...? [LIST IN ORDER]

<table>
<thead>
<tr>
<th></th>
<th>Sep 30-</th>
<th>Jan 14-17</th>
<th>Oct 1-4</th>
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<td>52 11,000 (Correct)</td>
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<td>33 10,000 (Correct)</td>
<td>40 8,000 (Correct)</td>
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<td>Aug 16-19</td>
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<td>5</td>
<td>13,000</td>
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<td>16 DK/Ref (VOL.)</td>
<td>62 DK/Ref (VOL.)</td>
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</tbody>
</table>

This graph shows the trend in what national statistic? [RANDOMIZE]

Jan 18-24 2013
70 The unemployment rate (Correct)
10 The inflation rate
5 The corporate tax rate
3 The high school graduation rate
12 No answer

1 In 2011, the survey was conducted online by Knowledge Networks/GfK. The surveys from May, 2000 through January, 2010 were conducted by phone.
RANDOMIZE QUESTIONS 1-14
ASK ALL:
Q.11 Below are two charts of population pyramids that illustrate the relative size of age groups for a country’s population. The chart on the left is the population pyramid for the U.S. What country’s population pyramid is shown on the right? [RANDOMIZE]

![Population Pyramids](image)

Aug 7-14 2013
42 Nigeria (Correct)
21 Japan
10 Israel
10 The Netherlands
17 No answer

RANDOMIZE QUESTIONS 1-14
ASK ALL:
Q.12 Which best describes the relative numbers of men and women graduating from college with bachelor’s degrees in recent years? [RANDOMIZE]

Aug 7-14 2013
55 More women than men are graduating (Correct)
29 About equal numbers of men and women are graduating
8 More men than women are graduating
8 No answer

RANDOMIZE QUESTIONS 1-14
ASK ALL:
Q.13 What is Google Glass? [RANDOMIZE]

Aug 7-14 2013
42 A computer that you can wear (Correct)
28 A social networking site
7 A 3-D home television
4 An automobile windshield that displays a car’s speed
19 No answer
**QUESTION 14 HELD FOR FUTURE RELEASE**

**ASK ALL:**
Q.16 In politics TODAY, do you consider yourself a Republican, Democrat, or independent?

**ASK IF INDEP (Q16=3) OR NO RESPONSE GIVEN TO Q16b:**
Q.16b As of today do you lean more to the Republican Party or more to the Democratic Party?

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<th>Aug 7-14 2013</th>
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