

PEW RESEARCH CENTER
October 18-21, 2012 OMNIBUS
FINAL TOPLINE
N=1,005

PEW.1-PEW.2, PEW.3a-b, PEW.3d, PEW.8-PEW.9 HELD FOR FUTURE RELEASE

NO QUESTIONS PEW.4, PEW.6-PEW.7

ASK ALL:

PEW.3 As I read a list of some stories covered by news organizations this past week, please tell me if you happened to follow each news story very closely, fairly closely, not too closely, or not at all closely. First, **[INSERT ITEM; RANDOMIZE;] [IF NECESSARY "Did you follow [ITEM] very closely, fairly closely, not too closely or not at all closely?"]**

	<u>Very closely</u>	<u>Fairly closely</u>	<u>Not too closely</u>	<u>Not at all closely</u>	(VOL.) DK/Ref
c. News about candidates for the 2012 presidential election					
October 18-21, 2012	48	28	12	11	1
October 12-14, 2012	45	26	13	14	1
October 4-7, 2012	45	23	15	17	*
September 27-30, 2012	40	30	14	14	1
September 20-23, 2012	38	29	16	17	*
September 13-16, 2012	42	25	18	15	1
September 7-9, 2012	31	31	18	19	1
August 31-September 3, 2012	29	29	20	20	1
August 23-26, 2012	27	31	19	22	1
August 16-19, 2012	32	27	19	22	1
August 9-12, 2012	27	27	21	24	1
August 2-5, 2012	31	25	19	23	1
July 26-29, 2012	25	28	21	25	1
July 19-22, 2012	35	22	17	25	1
July 12-15, 2012	33	24	20	23	*
July 5-8, 2012	29	26	20	25	*
June 28-July 1, 2012	32	24	19	25	*
June 21-24, 2012	27	30	17	25	1
June 14-17, 2012	31	30	15	24	*
June 7-10, 2012	30	29	16	25	1
May 31-June 3, 2012	29	28	19	23	1
May 24-27, 2012	32	28	16	24	1
May 17-20, 2012	31	26	19	23	*
May 10-13, 2012	34	23	18	24	*
May 3-6, 2012	29	27	19	24	*
April 26-29, 2012	29	29	18	23	1
April 19-22, 2012	29	29	20	20	1
April 12-15, 2012	32	28	16	23	1
April 5-8, 2012	31	27	18	23	*
March 29-April 1, 2012	23	29	21	27	*
March 22-25, 2012	28	28	18	25	1
March 15-18, 2012	28	31	17	24	*
March 8-11, 2012	28	27	21	23	*
March 1-4, 2012	31	24	20	24	1
February 23-26, 2012	28	29	18	24	1
February 16-20, 2012	25	29	19	25	2
February 9-12, 2012	35	25	18	20	1
February 2-5, 2012	30	27	20	21	1
January 26-29, 2012	28	30	21	21	1
January 19-22, 2012	28	30	17	24	*
January 12-15, 2012	29	29	18	23	1
January 5-8, 2012	29	30	16	25	*
December 15-18, 2011	26	24	20	29	1

PEW.3 CONTINUED...

	Very <u>closely</u>	Fairly <u>closely</u>	Not too <u>closely</u>	Not at all <u>closely</u>	(VOL.) <u>DK/Ref</u>
December 8-11, 2011	27	27	18	28	*
December 1-4, 2011	25	28	20	26	1
November 17-20, 2011	24	31	21	23	1
November 3-6, 2011	22	31	20	26	1
October 27-30, 2011	21	26	21	30	1
October 20-23, 2011	21	28	22	28	1
October 13-16, 2011	26	29	22	23	1
October 6-9, 2011	25	25	23	27	1
September 29-October 2, 2011	27	26	21	25	*
September 22-25, 2011	25	26	23	25	1
September 15-18, 2011	24	28	21	27	1
September 8-11, 2011	22	26	21	31	*
September 1-4, 2011	22	23	22	32	1
August 25-28, 2011	22	22	22	33	1
August 18-21, 2011	27	26	19	28	1
August 11-14, 2011	19	24	20	36	1
August 4-7, 2011	18	21	22	37	1
July 28-31, 2011	17	27	21	35	1
July 21-24, 2011	17	22	28	32	*
July 14-17, 2011	18	26	27	28	1
July 7-10, 2011	16	23	27	33	1
June 30-July 3, 2011	21	28	24	25	2
June 23-26, 2011	19	26	24	31	*
June 16-19, 2011	23	29	23	25	*
June 9-12, 2011	18	30	22	30	1
June 2-5, 2011	21	31	22	26	*
May 26-29, 2011	20	27	24	28	*
May 19-22, 2011	15	27	24	32	1
May 12-15, 2011	15	22	26	35	1
May 5-8, 2011	16	24	27	32	1
April 21-25, 2011	18	26	23	32	1
April 14-17, 2011	20	23	29	27	1
March 24-27, 2011	13	19	26	41	1
March 10-13, 2011	15	21	26	38	0
February 10-13, 2011	16	19	24	40	*
February 3-6, 2011	15	20	23	42	*

[SEE TRENDS FOR PREVIOUS YEARS:](http://www.people-press.org/files/2011/11/NII-Election-Trends.pdf) <http://www.people-press.org/files/2011/11/NII-Election-Trends.pdf>

ASK ALL:

PEW.5 Overall, how would you describe the presidential election campaign so far – is it **[READ ITEM a. FIRST, THEN RANDOMIZE ITEMS b. THRU e.]**

a.	<u>Interesting</u>	<u>Dull</u>	(VOL.) <u>Neither</u>	(VOL.) <u>DK/Ref</u>
October 18-21, 2012	63	28	5	4
September 7-9, 2012	53	37	5	6
June 21-24, 2012	34	56	4	5
March 22-25, 2012	38	52	4	7
January 12-15, 2012	36	55	3	5
October 20-23, 2011	35	51	4	10
October 10-13, 2008	71	25	3	1
September 12-15, 2008	68	26	5	1
April 18-21, 2008	59	35	5	1
February 15-18, 2008	70	25	4	1
October 12-15, 2007	37	55	5	3
April, 2007	34	52	6	8
Mid-October, 2004 (RV)	66	28	5	1
Early September, 2004 (RV)	50	42	6	2
June, 2004	33	57	4	6

PEW.5 CONTINUED...

	<u>Interesting</u>	<u>Dull</u>	(VOL.) <u>Neither</u>	(VOL.) <u>DK/Ref</u>
June, 2000	28	65	4	3
July, 1996	21	73	3	3
	<u>Too negative</u>	<u>Not too negative</u>	(VOL.) <u>Neither</u>	(VOL.) <u>DK/Ref</u>
b.				
October 18-21, 2012	55	37	3	5
September 7-9, 2012	51	39	3	6
June 21-24, 2012	53	37	3	8
March 22-25, 2012	52	34	3	11
January 12-15, 2012	50	41	1	7
October 20-23, 2011	44	41	4	11
October 10-13, 2008	55	41	3	1
September 12-15, 2008	43	51	4	2
April 18-21, 2008	50	44	4	2
February 15-18, 2008	28	66	3	3
Mid-October, 2004 (RV)	57	38	3	2
Early September, 2004 (RV)	62	32	1	5
June, 2004	45	46	2	7
Mid-March, 2004	47	47	2	4
	<u>Informative</u>	<u>Not informative</u>	(VOL.) <u>Neither</u>	(VOL.) <u>DK/Ref</u>
c.				
October 18-21, 2012	59	34	2	4
September 7-9, 2012	53	39	2	6
June 21-24, 2012	40	52	1	6
March 22-25, 2012	40	50	1	8
January 12-15, 2012	48	45	2	6
October 20-23, 2011	40	49	2	9
October 10-13, 2008	63	34	2	1
September 12-15, 2008	54	41	3	2
February 15-18, 2008	65	31	2	2
Mid-October, 2004 (RV)	73	22	3	2
Early September, 2004 (RV)	63	33	1	3
June, 2004	48	46	2	4
Mid-March, 2004	53	42	2	3
	<u>Too long</u>	<u>Not too long</u>	(VOL.) <u>Neither</u>	(VOL.) <u>DK/Ref</u>
d.				
October 18-21, 2012	49	43	4	3
September 7-9, 2012	50	41	3	6
June 21-24, 2012	56	35	2	7
March 22-25, 2012	58	31	3	8
January 12-15, 2012	57	35	2	6
October 20-23, 2011	50	39	2	9
October 10-13, 2008	57	39	3	1
April 18-21, 2008	65	29	5	1
February 15-18, 2008	57	40	*	3
October 12-15, 2007	66	28	3	3
April, 2007	59	32	3	6
Mid-October, 2004 (RV)	51	43	3	2
Early September, 2004 (RV)	53	42	2	3
June, 2004	52	42	2	4
Mid-March, 2004	52	44	1	3
	<u>Important</u>	<u>Unimportant</u>	(VOL.) <u>Neither</u>	(VOL.) <u>DK/Ref</u>
e.				
October 18-21, 2012	86	13	*	1
June 21-24, 2012	79	19	*	1
January 12-15, 2012	74	23	1	2

PEW.5 CONTINUED...

	<u>Important</u>	<u>Unimportant</u>	<u>(VOL.) Neither</u>	<u>(VOL.) DK/Ref</u>
February 15-18, 2008	90	10	*	*
Mid-October, 2004 (RV)	96	3	1	*
Early September, 2004 (RV)	90	9	*	1
June, 2004	79	18	1	2
Mid-March, 2004	81	17	1	1