



THE PEW RESEARCH CENTER
For The People & The Press

NEWS Release

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FOR IMMEDIATE RELEASE:
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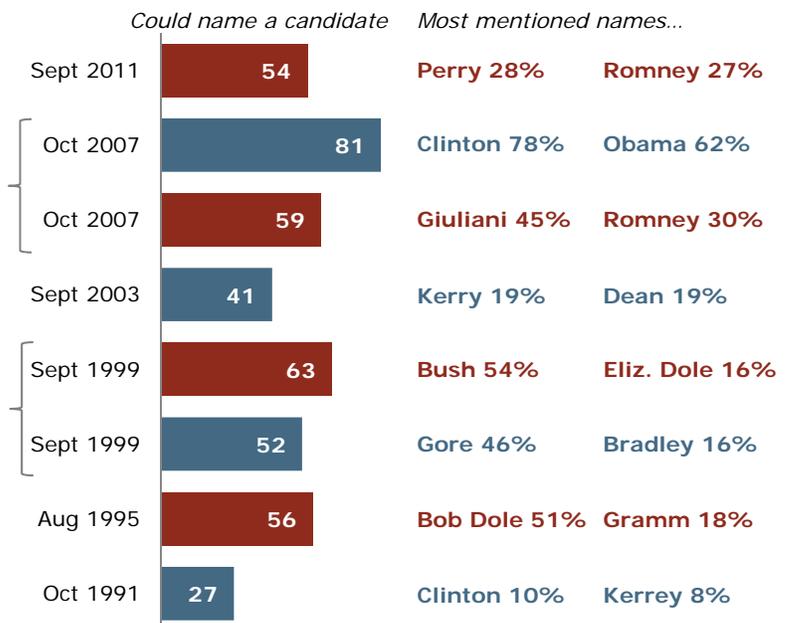
Interest and Coverage On Par with 2008 Campaign GOP Candidates Hardly Household Names

As in previous Republican presidential campaigns, most Americans (54%) are able to name at least one of the GOP candidates unprompted. However, smaller percentages name the leading candidates than in previous Republican races.

Just 28% name Texas Gov. Rick Perry and 27% name former Massachusetts Gov. Mitt Romney.

At this point in the race four years ago, Rudy Giuliani was far better known; 45% could name the former New York City mayor unprompted. Even more could name the two leading Democratic candidates at the time, Hillary Clinton (78%) and Barack Obama (62%).

Most Can Name a GOP Candidate, But No One Stands Out



PEW RESEARCH CENTER Sept 29-Oct.2, 2011. Open-ended question asked respondents to name as many possible presidential candidates as they can recall.

At this stage in the 2000 and 1996 Republican campaigns, far more named George W. Bush (54%) and Bob Dole (51%) than can recall the name of any of the current Republican candidates.

While Perry and Romney are running nearly even in mentions, Minnesota Rep. Michele Bachmann is running third with 15%. Herman Cain is mentioned by 9%, Ron Paul by 7% and Newt Gingrich by 6%. The other candidates are mentioned by 3% or fewer.

Awareness of Early GOP Fields: Present and Past

Percent able to name each as a candidate for the GOP nomination

Aug 1995	Sept 1999	Oct 2007	Oct 2011
51 Bob Dole	54 Bush	45 Giuliani	28 Perry
18 Gramm	16 Eliz. Dole	30 Romney	27 Romney
9 Buchanan	11 Forbes	27 Thompson	15 Bachmann
7 Wilson	7 Buchanan	24 McCain	9 Cain
4 Gingrich	7 McCain	8 Huckabee	7 Paul
4 Alexander	4 Keyes	7 Paul	6 Gingrich
3 Specter	2 Bauer	4 Brownback	3 Huntsman
2 Lugar	2 Hatch	2 Tancredo	2 Palin
1 Perot		1 Hunter	2 Santorum
1 Keyes		1 Gingrich	1 Christie
1 Powell			
44 Don't know	37 Don't know	41 Don't know	47 Don't know

PEW RESEARCH CENTER Sept. 29-Oct. 2, 2011. Open-ended question asked respondents to name as many possible presidential candidates as they can recall.

The latest weekly News Interest Index survey, conducted Sept. 29-Oct. 2 among 1,000 adults by the Pew Research Center for the People & the Press, finds that public interest in the campaign remains as high today as it was at this point in 2007, when there were contested races in both parties. In September, an average of 24% each week said they followed news about the campaign very closely. During the same month in 2007, an average of 21% each week said they followed campaign news that closely.

The economy continues to be the public's most closely followed news story. A quarter (25%) say they followed news about the economy more closely than any other story, while 17% say they followed news about the presidential campaign most closely. The news media divided its focus between the 2012 elections (15% of all coverage) and the economy (14%), according to a separate analysis by the Pew Research Center's project for Excellence in Journalism (PEJ).

The survey finds that 66% of Republicans and Republican-leaning independents are able name a Republican presidential candidate, which is on par with the percentage of Republicans and GOP-leaners that could name a Republican candidate in October 2007.

Perry and Romney receive the most mentions among Republicans and independents who lean Republican (36% each). Michele Bachmann is mentioned by 18%, Herman Cain by 15% and Ron Paul and Newt Gingrich by 10% each. Smaller numbers name the remaining candidates.

Chris Christie, who reaffirmed Oct. 4 that he is not running for president, was named by 1% of Republicans as a GOP candidate. A large share of last week's news coverage of the campaign centered on whether Christie would enter the race, according to PEJ. (See "[Christie Speculation Gives Campaign Top Billing](#).")

Among the public, 60% say they heard at least a little about the speculation that Christie might run for president, but only 28% heard a lot about this; 40% say they heard nothing at all about the possibility that the New Jersey governor might mount a campaign for president.

GOP Candidate Visibility

Based on Republicans and Republican-leaning

	%
Named a candidate	66
Rick Perry	36
Mitt Romney	36
Michele Bachmann	18
Herman Cain	15
Ron Paul	10
Newt Gingrich	10
Rick Santorum	4
Sarah Palin	2
Jon Huntsman	2
Gary Johnson	1
Chris Christie	1

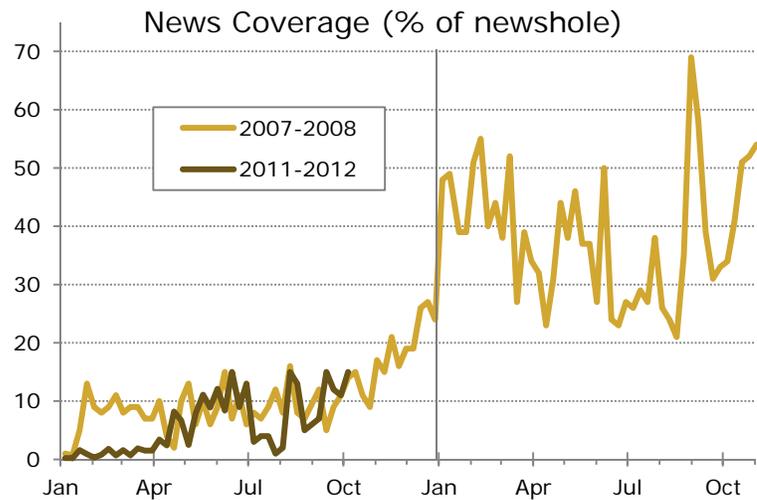
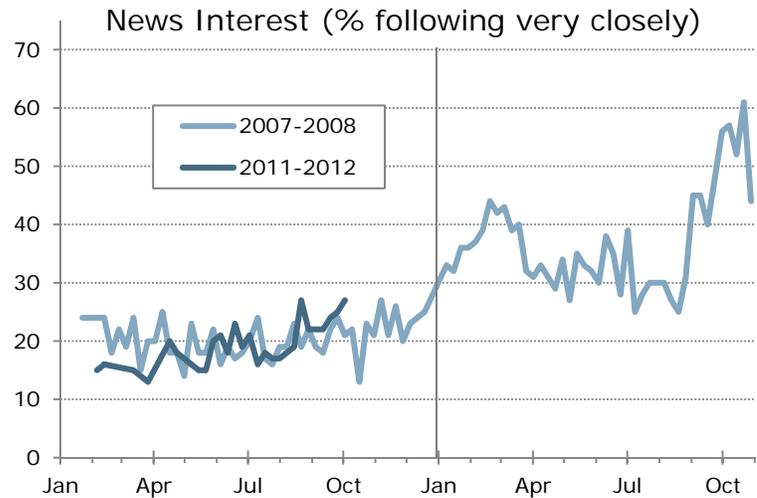
PEW RESEARCH CENTER Sept 29-Oct. 2, 2011.

Interest in Campaign News

About a quarter of the public (27%) say they very closely followed news about the candidates for president in 2012 last week, a level little changed in recent weeks. Still, that's up slightly from just before Labor Day, when 22% said they followed this news very closely. Nearly two-in-ten (17%) say they followed news about the candidates more closely than any other story. News about the campaign accounted for 15% of coverage last week.

So far, interest in campaign news remains similar to the levels seen in 2007. After a slow start early in 2011, coverage – measured as a percentage of the newshole examined by PEJ – has been comparable as well.

Early Campaign News Interest and Coverage: 2012 vs. 2008



PEW RESEARCH CENTER Sept. 29-Oct. 2, 2011. News interest figures from the Pew Research Center for the People & the Press. News coverage figures from the Project for Excellence in Journalism.

Republicans Follow Campaign More Closely

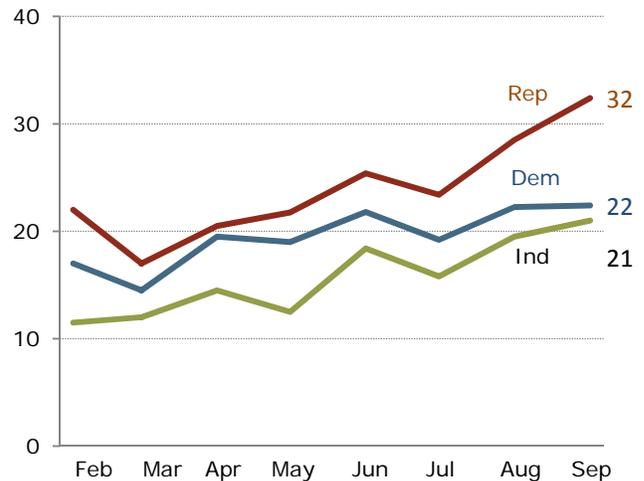
With their party engaged in the early stages of a battle for the nomination, Republicans are now following election news more closely than are Democrats or independents. Looking at monthly averages, 32% of Republicans followed campaign news very closely each week in September. That drops to 22% among Democrats and 21% among independents.

Attentiveness among Republicans has been rising as the year has unfolded. In June, for example, an average of 25% per week said they were following news about the candidates very closely. Interest among Democrats and independents is essentially unchanged since mid-year.

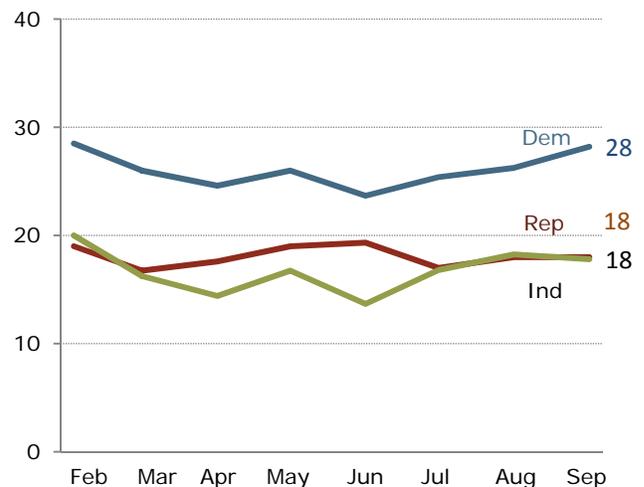
Republicans followed news about the candidates much more closely this September than they did in September 2007 (32% vs. 18% very closely). On the other hand, Democrats were more attentive four years ago as Clinton and Obama fought for the nomination. In September 2007, nearly three-in-ten Democrats (28%) said they were following news about the candidates very closely, compared with 22% in September 2011. Interest among independents is comparable to four years ago (21% now vs. 18% in 2007).

Interest in the 2012 President Campaign Rising Among the GOP

Early 2011 Campaign



Early 2007 Campaign



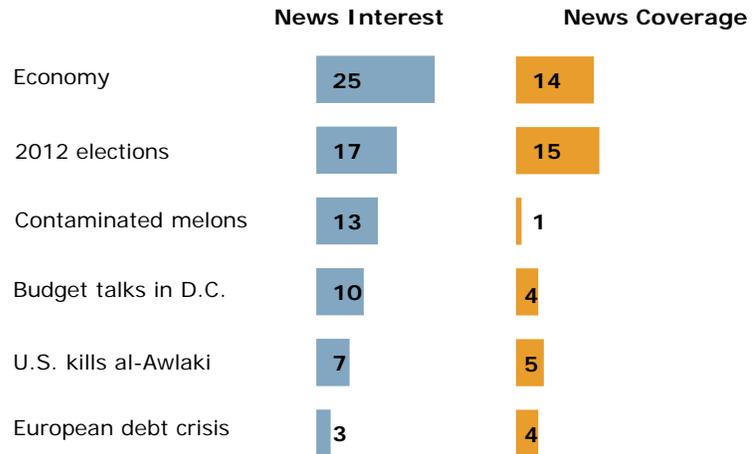
PEW RESEARCH CENTER Sept. 29-Oct. 2, 2011. Data points represent monthly averages for February through September in both 2007 and 2011.

The Week's News

While the media divided its attention between news about the 2012 candidates for president and news about the economy, the public continued to focus most closely on news about the struggling economy.

A quarter of the public (25%) says that news about the condition of the economy was their top story of the week, while 17% say they followed news about the presidential campaign most closely.

News Interest vs. News Coverage



News interest shows the percentage of people who say they followed this story most closely, Pew Research Center for the People & the Press, Sept. 30-Oct. 2, 2011. News coverage shows the percentage of news coverage devoted to each story, Pew Research Center's Project for Excellence in Journalism, Sept. 26-Oct. 2, 2011.

Interest in news about the economy has changed little in recent weeks. Nearly half (46%) say they followed news about the economy very closely last week, about the same as one week earlier. News about the economy accounted for 14% of coverage, according to PEJ.

News about the candidates made up 15% of coverage. About a quarter (27%) say they followed campaign news very closely, again little changed from the previous week. More than a third of Republicans (37%) say they followed news about the candidates very closely, compared with 25% each of Democrats and independents.

More than one-in-ten (13%) say their top story was the outbreak of illnesses linked to contaminated cantaloupes. News about the listeria outbreak accounted for just 1% of coverage measured by PEJ. Women are much more likely than men to say this was the news they followed most closely (20% vs. 6%).

A quarter of the public (25%) says they followed news about the food contamination very closely. That's slightly less than the 31% that tracked news about an egg recall very closely in August 2010 after an outbreak of salmonella.

One-in-ten (10%) say they most closely followed news about Congress working on a budget extension to avoid a government shutdown. About three-in-ten (31%) say they followed this news very closely. The budget fight in Washington made up 4% of coverage.

Another 7% say their top story was the killing of a U.S.-born al Qaeda leader in Yemen in an attack launched by a drone airplane. About a quarter (24%) say they very closely followed news about the death of Anwar al-Awlaki. The killing of the Muslim cleric and terrorist leader made up 5% of coverage.

The economic crisis in Europe garnered only modest attention; 3% say this was the story they followed most closely, while 15% say they followed this news very closely. The debt crisis accounted for 4% of coverage.

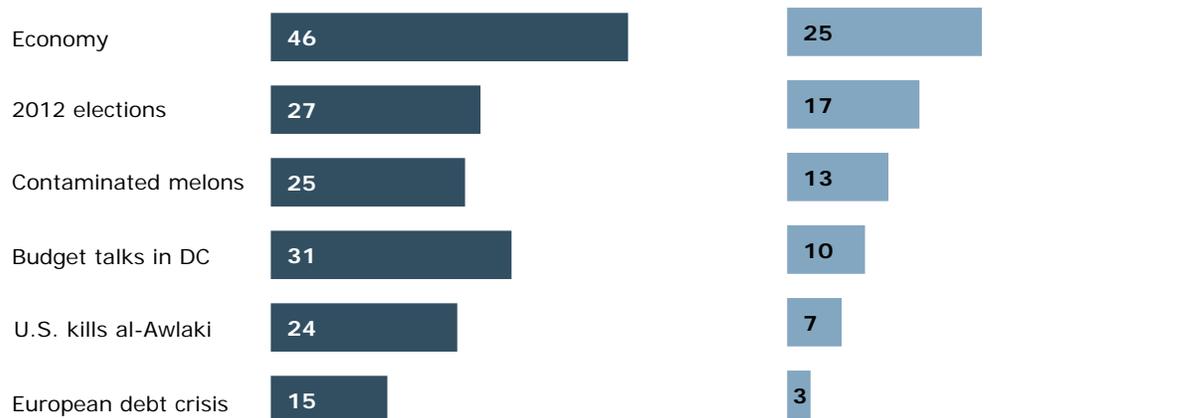
Using another measure, more than half of the public (55%) says they heard nothing at all last week about Amazon introducing a new tablet device known as the Kindle Fire. Just 11% say they heard a lot about this, while 33% say they heard a little.

In early 2010, many more heard about Apple introducing the iPad tablet. At that time, 24% said they had heard a lot about the new product and 44% said they had heard a little. About three-in-ten (31%) said they had heard nothing at all about the introduction.

News Interest

% following each story very closely

Which one story did you follow most closely?



PEW RESEARCH CENTER Sept. 29-Oct. 2, 2011. "U.S. kills al-Awlaki" was asked Sept. 30-Oct. 2, 2011.

These findings are based on the most recent installment of the weekly News Interest Index, an ongoing project of the Pew Research Center for the People & the Press. The index, building on the Center's longstanding research into public attentiveness to major news stories, examines news interest as it relates to the news media's coverage. The weekly survey is conducted in conjunction with The Project for Excellence in Journalism's News Coverage Index, which monitors the news reported by major newspaper, television, radio and online news outlets on an ongoing basis. In the most recent week, data relating to news coverage were collected Sept. 26-Oct. 2, and survey data measuring public interest in the top news stories of the week were collected Sept. 29-Oct. 2 from a nationally representative sample of 1,000 adults.

About the News Interest Index

The *News Interest Index* is a weekly survey conducted by the Pew Research Center for the People & the Press aimed at gauging the public's interest in and reaction to major news events. This project has been undertaken in conjunction with the Project for Excellence in Journalism's *News Coverage Index*, an ongoing content analysis of the news. The News Coverage Index catalogues the news from top news organizations across five major sectors of the media: newspapers, network television, cable television, radio and the internet. Each week (from Monday through Sunday) PEJ compiles this data to identify the top stories for the week. (For more information about the Project for Excellence in Journalism's News Coverage Index, go to www.journalism.org.) The News Interest Index survey collects data from Thursday through Sunday to gauge public interest in the most covered stories of the week.

Results for this survey are based on telephone interviews conducted Sept. 29-Oct. 2, 2011, among a national sample of 1,000 adults 18 years of age or older living in the continental United States (600 respondents were interviewed on a landline telephone, and 400 were interviewed on a cell phone, including 184 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.

The combined landline and cell phone sample are weighted using an iterative technique that matches gender, age, education, race, Hispanic origin, region, and population density to parameters from the March 2010 Census Bureau's Current Population Survey. The sample is also weighted to match current patterns of telephone status based on extrapolations from the 2010 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 within the landline sample. Sampling errors and statistical tests of significance take into account the effect of weighting. The following table shows the 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	Sample Size	Plus or minus ...
Total sample	1,000	4.0 percentage points
Republicans	241	8.0 percentage points
Democrats	305	7.0 percentage points
Independents	367	6.5 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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PEW RESEARCH CENTER NEWS INTEREST INDEX
SEPTEMBER 29-OCTOBER 2, 2011 OMNIBUS
FINAL TOPLINE
N=1,000

ASK ALL:

PEW.1 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
a. Congress working on a budget extension to avoid a government shutdown September 29-October 2, 2011	31	26	20	22	*
TREND FOR COMPARISON:					
September 22-25, 2011: <i>The debate in Washington over jobs and the deficit</i>	35	26	19	19	1
September 15-18, 2011: <i>The debate in Washington over President Obama's jobs legislation</i>	31	28	19	21	2
September 8-11, 2011: <i>Barack Obama's speech about jobs to a joint session of Congress</i>	28	18	17	36	1
July 28-31, 2011: <i>Discussions in Washington about how to address the federal budget deficit and national debt</i>	41	27	15	17	*
July 21-24, 2011	38	28	17	17	*
July 14-17, 2011	34	29	18	19	*
June 16-19, 2011: <i>Debate in Washington over whether to raise the federal debt limit</i>	24	26	22	28	*
June 2-5, 2011	23	24	22	31	*
May 26-29, 2011: <i>Discussions in Washington about how to address the federal budget deficit</i>	25	26	20	29	*
May 12-15, 2011	21	26	24	28	1
May 5-8, 2011: <i>Discussions in Washington about how to address the federal budget deficit and national debt</i>	29	28	22	20	1
April 21-25, 2011	30	31	18	21	*
April 14-17, 2011	36	27	18	19	1
April 7-10, 2011: <i>The threat of a government shutdown because of budget disagreements in Washington</i>	47	26	15	12	*
March 31-April 3, 2011: <i>Discussions in Washington about how to address the federal budget deficit</i>	30	27	21	22	*
March 17-20, 2011	24	25	24	26	1
March 3-6, 2011	26	29	19	26	1
February 17-20, 2011	27	30	17	25	1
December 2-5, 2010	35	25	21	17	2
December 2-5, 2010: <i>The debate in Washington over the federal income tax cuts passed when George W. Bush was president</i>	39	26	17	17	1
November 11-14, 2010: <i>Proposals made by leaders of the federal budget deficit commission</i>	15	21	21	41	1
September 16-19, 2010: <i>The debate in Washington over competing Democratic and Republican tax plans</i>	21	24	21	34	*

PEW.1 CONTINUED...

	Very <u>closely</u>	Fairly <u>closely</u>	Not too <u>closely</u>	Not at all <u>closely</u>	(VOL.) DK/Ref
September 9-12, 2010	16	19	22	42	1
May 8-11, 2009: <i>The debate in Washington over the federal budget</i>	22	28	19	31	*
March 27-30, 2009: <i>Debate over Barack Obama's budget proposal</i>	28	34	18	19	1
March 6-9, 2009: <i>Obama proposing a \$630 billion fund for overhauling health care</i>	41	32	13	14	*
February 27-March 2, 2009: <i>Barack Obama's budget proposal for next year that raises taxes on wealthy Americans and increases spending on health care, education and other programs</i>	47	34	9	10	*
February 27-March 2, 2009: <i>The Obama administration's plan to help homeowners facing foreclosure which could cost as much as \$275 billion dollars</i>	31	36	19	13	1
February 20-23, 2009: <i>The \$780 billion economic stimulus legislation approved by Congress and signed into law by President Obama</i>	41	37	14	8	*
February 13-16, 2009: <i>Congress passing Barack Obama's economic stimulus plan</i>	50	32	13	5	*
February 6-9, 2009: <i>The debate in Congress over Barack Obama's economic stimulus plan</i>	41	33	15	11	*
January 30-February 2, 2009	36	29	22	13	*
January 16-19, 2009: <i>Debate in Washington over what the government should do about the nation's economic problems</i>	35	33	17	15	*
January 9-12, 2009: <i>Projections of a record high federal budget deficit this year</i>	35	30	19	16	*
December 19-22, 2008: <i>The Bush administration's plan to provide billions in emergency loans to U.S. automakers</i>	37	33	16	13	1
December 12-15, 2008: <i>The debate over a government bailout for the U.S. auto industry</i>	40	33	18	9	*
December 5-8, 2008: <i>The debate in Congress over a government bailout for the U.S. auto industry</i>	34	38	17	11	*
November 21-24, 2008	41	26	17	15	1
October 3-6, 2008: <i>The debate in Washington over a plan to use government funds to stabilize financial markets</i>	62	26	7	5	*
September 26-29, 2008	60	22	10	8	*
September 12-15, 2008: <i>The federal government taking control of the mortgage companies Fannie Mae and Freddie Mac</i>	28	35	19	17	1
March 20-24, 2008: <i>The buyout of Wall Street investment bank Bear Stearns</i>	21	26	21	32	*
February 8-11, 2008: <i>President Bush and Congress agreeing on an economic Stimulus plan</i>	22	33	23	21	1
January 25-28, 2008	24	36	19	21	*
February, 2003: <i>George W. Bush's tax cut and economic stimulus plan</i>	26	33	23	16	2
February, 2003	26	33	23	16	2
January, 2003	28	34	21	15	2

PEW.1 CONTINUED...

	Very <u>closely</u>	Fairly <u>closely</u>	Not too <u>closely</u>	Not at all <u>closely</u>	(VOL.) DK/Ref
February, 2002: <i>The debate in Congress over George W. Bush's budget and tax cut plan</i>	17	31	28	23	1
April, 2001	24	38	20	18	*
February, 2001: <i>George W. Bush's tax cut plan</i>	31	35	19	14	1
August, 1997: <i>The debate in Washington about the federal budget</i>	14	34	25	26	1
May, 1997	16	38	23	22	1
February, 1997	19	28	22	29	2
March, 1996	24	35	23	18	*
January, 1996	32	42	17	9	*
September, 1995	20	35	27	18	*
August, 1995: <i>The debate in Congress over the federal budget</i>	18	34	27	20	1
February, 1995: <i>The debate in Congress over the Balanced Budget Amendment</i>	12	31	28	28	1
August, 1993: <i>The debate in Congress over Bill Clinton's budget bill</i>	30	36	21	13	*
June, 1993	12	38	31	18	1
February, 1993: <i>Bill Clinton's economic plan</i>	49	36	10	5	*
September, 1992 (RV): <i>George Bush's plan to improve the economy by cutting government spending and cutting taxes</i>	28	44	18	9	1
November, 1990: <i>Congressional and administration efforts to reach a budget deficit agreement</i>	34	33	20	11	2
October, 1990: <i>Attempts by Congress and the administration to find ways to reduce the budget deficit</i>	34	37	17	12	*
August, 1989: <i>Passage of a bill to bailout ailing savings and loan institutions</i>	26	30	20	23	1

**BASED ON INTERVIEWING CONDUCTED
SEPTEMBER 29, 2011 [N=283]**

- b. Tensions between the U.S. and Pakistan
September 29-October 2, 2011

TRENDS FOR COMPARISON:

May 19-22, 2011: <i>Reports about the killing of Osama bin Laden and its impact on U.S. relations with Pakistan</i>	36	32	19	13	*
May 12-15, 2011	37	34	19	10	1
May 5-8, 2011: <i>The killing of Osama bin Laden in a raid by American forces</i>	50	30	13	6	1
March 26-29, 2010: <i>Reports about tensions between Israel and the United States</i>	20	27	21	31	1
October 2-5, 2009: <i>Talks between the United States and Iran over Iran's nuclear program</i>	30	32	18	20	*
January 11-14, 2008: <i>Encounter between U.S. and Iranian ships</i>	25	26	21	27	1
October 26-29, 2007: <i>Mounting tensions between the United States and Iran</i>	26	34	21	18	1
June 1-4, 2007: <i>Recent talks between the United States and Iran</i>	19	27	27	26	1
February 23-26, 2007: <i>Mounting tensions between the United States and Iran</i>	29	37	18	15	1
February 2-5, 2007	33	38	18	10	1

PEW.1 CONTINUED...

	<u>Very closely</u>	<u>Fairly closely</u>	<u>Not too closely</u>	<u>Not at all closely</u>	(VOL.) DK/Ref
BASED ON INTERVIEWING CONDUCTED SEPTEMBER 30-OCTOBER 2, 2011 [N=717]					
b. The killing of a U.S. born terrorist leader in Yemen					
September 29-October 2, 2011	24	24	19	34	*
TRENDS FOR COMPARISON:					
June 9-12, 2011: <i>Anti-government unrest and violence in Yemen</i>	9	20	26	44	2
May 5-8, 2011: <i>The killing of Osama bin Laden in a raid by American forces</i>	50	30	13	6	1
September 19-22, 2008: <i>A terrorist bombing at the U.S. embassy in Yemen</i>	15	27	31	26	1
August 21-24, 2009: <i>The CIA reportedly hiring contractors to assassinate Al Qaeda leaders</i>	11	17	24	44	3
July 17-20, 2009: <i>Reports about a CIA program to kill Al Qaeda leaders that was hidden from Congress</i>	12	19	20	47	3
December 11-14, 2009: <i>The arrest of five Muslim American men in Pakistan with suspected ties to terrorists</i>	21	28	24	27	*
June 14-19, 2006: <i>The killing of the terrorist leader in Iraq named Zarqawi by U.S. forces</i>	37	35	16	11	1
March 13-16, 2003: <i>The recent capture of a major Al Qaeda leader in Pakistan</i>	31	39	18	11	1
c. Reports about contaminated cantaloupe					
September 29-October 2, 2011	25	23	21	30	1
TRENDS FOR COMPARISON:					
August 26-29, 2010: <i>The recall of more than half a billion eggs after an outbreak of salmonella</i>	31	29	25	15	*
January 29-February 1, 2010: <i>Toyota's recall and temporary halt of sales of many cars and trucks because of problems with sudden acceleration</i>	21	30	22	26	1
January 30-February 2, 2009: <i>The recall of peanut products after a nationwide outbreak of salmonella</i>	33	38	20	9	*
September 26-29, 2008: <i>Reports about contaminated milk powder in China</i>	17	27	24	31	1
February 22-25, 2008: <i>The U.S. Department of Agriculture recalling over 100 million pounds of frozen beef</i>	29	36	19	16	*
November 9-12, 2007: <i>The recall of various toys made in China that can be dangerous for children</i>	33	34	17	15	1
August 17-20, 2007: <i>Safety issues involving toys and other products from China</i>	28	32	21	19	*
June 29-July 2, 2007: <i>Safety issues involving food and other products from China</i>	26	30	20	24	
May 4-7, 2007: <i>Reports about contaminated pet food</i>	28	28	21	22	1
October, 2000: <i>The recall of defective Firestone tires</i>	42	34	16	8	*

PEW.1 CONTINUED...

	Very <u>closely</u>	Fairly <u>closely</u>	Not too <u>closely</u>	Not at all <u>closely</u>	(VOL.) DK/Ref
September, 1997: <i>The recall of contaminated hamburger meat</i>	40	37	16	7	*
d. The debt crisis in Greece and other European countries					
September 29-October 2, 2011	15	21	24	39	1
September 15-18, 2011	16	23	24	37	1
TRENDS FOR COMPARISON:					
August 18-21, 2011: <i>The debate among European leaders on how to address the region's debt crisis</i>	12	21	22	44	1
August 11-14, 2011: <i>Riots in London and other parts of Britain</i>	17	28	21	32	1
June 30-July 3, 2011: <i>The financial crisis and violent protests in Greece</i>	14	22	23	39	1
June 16-19, 2011	10	20	25	45	1
May 13-16, 2010: <i>A trillion-dollar bailout package for European governments facing debt problems</i>	21	26	24	28	2
May 7-10, 2010: <i>The financial crisis in Greece and violent protests there</i>	19	23	26	31	*
April 30-May 3, 2010: <i>The financial crisis in Greece</i>	6	15	28	51	1
October, 1998: <i>Financial instability around the world</i>	32	40	19	9	*
September, 1998: <i>Economic and political instability in Russia</i>	18	30	28	24	*
Late August, 1998: <i>Economic problems in Russia</i>	8	22	29	41	*
January, 1998: <i>The deepening financial crisis in many Asian countries</i>	15	25	27	33	*
March, 1995: <i>The financial and political instability in Mexico</i>	12	28	30	29	1
e. News about candidates for the 2012 presidential elections					
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

PEW.1 CONTINUED...

	Very <u>closely</u>	Fairly <u>closely</u>	Not too <u>closely</u>	Not at all <u>closely</u>	(VOL.) DK/Ref
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	*
TRENDS FOR COMPARISON:					
2008 Election					
October 31-November 3, 2008: <i>News about the presidential election</i>	57	29	9	5	*
October 24-27, 2008: <i>News about candidates for the 2008 presidential election</i>	44	36	11	8	1
October 17-20, 2008	61	28	7	4	*
October 10-13, 2008	52	31	12	5	*
October 3-6, 2008	57	31	8	4	*
September 26-29, 2008	56	29	10	5	*
September 19-22, 2008	47	33	14	6	*
September 12-15, 2008	40	38	14	7	1
September 5-8, 2008	45	39	12	4	*
August 29-31, 2008	45	32	15	8	*
August 22-25, 2008	31	36	22	11	*
August 15-18, 2008	25	41	19	14	1
August 8-11, 2008	27	38	22	13	*
August 1-4, 2008	30	42	19	9	*
July 25-28, 2008	30	34	21	15	*
July 18-21, 2008	30	35	21	14	*
July 11-14, 2008	28	34	22	15	1
July 3-7, 2008	25	35	23	17	*
June 27-30, 2008	39	33	18	10	*
June 20-23, 2008	28	38	22	12	*
June 13-16, 2008	35	35	20	10	*
June 6-9, 2008	38	35	17	10	*
May 30-June 2, 2008	30	35	21	14	*
May 22-25, 2008	32	37	20	11	*
May 16-19, 2008	33	37	19	10	1
May 9-12, 2008	35	36	18	11	*
May 2-5, 2008	27	35	23	14	1
April 25-28, 2008	34	37	18	11	*
April 18-21, 2008	29	41	19	10	1
April 11-14, 2008	31	37	22	10	*
April 4-7, 2008	33	36	17	14	*
March 28-31, 2008	31	41	18	10	*
March 20-24, 2008	34	37	18	11	*
March 14-17, 2008	40	37	16	7	*
March 7-10, 2008	39	36	15	9	1
February 29-March 3, 2008	43	34	14	9	*
February 22-25, 2008	42	37	13	8	*
February 15-18, 2008	44	36	10	10	*
February 8-11, 2008	39	37	15	9	0
February 1-4, 2008	37	35	16	12	*
January 25-28, 2008	36	37	14	12	1
January 18-21, 2008	36	34	18	12	*
January 11-14, 2008: <i>News about the New Hampshire primaries and the presidential campaign</i>	32	31	19	17	1
January 4-7, 2008: <i>News about candidates for the 2008 presidential election</i>	33	36	19	11	1
December 14-17, 2007	25	34	22	19	*

PEW.1 CONTINUED...

	Very <u>closely</u>	Fairly <u>closely</u>	Not too <u>closely</u>	Not at all <u>closely</u>	(VOL.) DK/Ref
December 7-10, 2007	24	35	22	19	*
November 30 – December 3, 2007	23	35	23	19	*
November 23-26, 2007	20	33	26	20	1
November 16-19, 2007	26	33	21	19	1
November 9-12, 2007	21	33	25	21	*
November 2-5, 2007	27	30	21	21	1
October 26-29, 2007	21	34	26	19	*
October 19-22, 2007	23	32	22	23	*
October 12-15, 2007	13	31	26	30	*
October 5-8, 2007	22	30	24	24	*
September 28 – October 1, 2007	21	34	25	20	*
September 21-24, 2007	24	31	22	23	*
September 14-17, 2007	22	31	24	23	*
September 7-10, 2007	18	34	26	22	*
August 30-September 2, 2007	19	35	21	25	*
August 24-27, 2007	22	28	24	26	*
August 17-20, 2007	19	27	24	30	*
August 10-13, 2007	23	32	21	24	*
August 3-6, 2007	19	31	25	25	*
July 27-30, 2007	19	32	22	26	1
July 20-23, 2007	16	26	30	27	1
July 13-16, 2007	17	29	27	27	*
July 6-9, 2007	24	29	24	22	1
June 29-July 2, 2007	20	32	25	23	*
June 22-25, 2007	18	31	21	30	*
June 15-18, 2007	17	32	26	25	*
June 8-11, 2007	19	30	24	26	1
June 1-4, 2007	16	27	32	24	1
May 24-27, 2007	22	33	23	22	*
May 18-21, 2007	18	31	24	27	*
May 11-14, 2007	18	30	23	28	1
May 4-7, 2007	23	34	21	21	1
April 27-30, 2007	14	30	29	26	1
April 20-23, 2007	18	28	27	27	*
April 12-16, 2007	18	28	27	27	*
April 5-9, 2007	25	30	26	19	*
March 30-April 2, 2007	20	29	27	23	1
March 23-26, 2007	20	32	22	26	*
March 16-19, 2007	15	28	29	27	1
March 9-12, 2007	24	30	23	23	*
March 2-5, 2007	19	31	26	23	1
February 23-26, 2007	22	33	24	21	*
February 16-19, 2007	18	32	22	27	1
February 9-12, 2007	24	30	24	21	1
February 2-5, 2007	24	36	22	18	*
January 26-29, 2007	24	33	23	20	*
January 19-22, 2007: <i>Recent announcements by prominent Democrats about plans to run for president in 2008</i>	24	27	22	26	1
2004 Election					
November, 2004: <i>News about the presidential election</i>	47	35	10	7	1
Mid-October, 2004: <i>News about candidates for the 2004 presidential election</i>	46	30	12	11	1
September, 2004	40	34	14	11	1
August, 2004	32	38	16	14	*
July, 2004	29	37	18	15	1
June, 2004	28	34	19	18	1
April, 2004	31	33	19	16	1

PEW.1 CONTINUED...

	Very <u>closely</u>	Fairly <u>closely</u>	Not too <u>closely</u>	Not at all <u>closely</u>	(VOL.) DK/Ref
Mid-March, 2004	35	34	18	13	*
Late February, 2004 (GAP)	24	40	23	12	1
Early February, 2004: <i>The race for the Democratic presidential nomination</i>	29	37	20	13	1
Mid-January, 2004	16	30	27	26	1
Early January, 2004	14	32	30	23	1
December, 2003	16	26	27	30	1
November, 2003	11	26	34	28	1
October, 2003	12	27	28	32	1
September, 2003	17	25	30	27	1
Mid-August, 2003	12	27	27	33	1
May, 2003	8	19	31	41	1
January, 2003: <i>Recent announcements by prominent Democrats about plans to run for president in 2004</i>	14	28	29	28	1
2000 Election					
Early November, 2000: <i>News about the presidential election</i>	33	41	15	10	1
Mid-October, 2000: <i>News about the presidential election campaign</i>	36	35	17	11	1
Early October, 2000	35	35	19	10	1
September, 2000	22	42	21	15	1
July, 2000: <i>News about candidates for the 2000 presidential election</i>	21	38	20	20	1
June, 2000	23	32	23	21	1
May, 2000	18	33	26	23	*
April, 2000	18	39	22	20	1
March, 2000	26	41	19	13	1
February, 2000	26	36	21	17	*
January, 2000	19	34	28	18	1
December, 1999	16	36	24	23	1
October, 1999	17	32	28	22	1
September, 1999	15	31	33	20	1
July, 1999	15	38	24	22	1
June, 1999	11	25	29	34	1
1996 Election					
November, 1996: <i>News about the presidential election</i>	28	42	19	10	*
October, 1996: <i>News about the presidential election campaign</i>	31	39	18	12	*
Early September, 1996	24	36	23	17	*
July, 1996	22	40	23	14	1
April, 1996	23	35	25	17	*
March, 1996: <i>News about the Republican presidential candidates</i>	26	41	20	13	*
January, 1996	10	34	31	24	1
October, 1995	12	36	30	22	*
August, 1995	13	34	28	25	*
June, 1995	11	31	31	26	1
1992 Election					
October, 1992: <i>News about the presidential election (RVs)</i>	55	36	8	2	0
September, 1992: <i>News about the presidential election campaign</i>	42	37	13	8	*
August, 1992: <i>News about the presidential election (RVs)</i>	36	51	11	2	0
July, 1992: <i>News about the presidential campaign</i>	20	45	26	9	*

PEW.1 CONTINUED...

	Very <u>closely</u>	Fairly <u>closely</u>	Not too <u>closely</u>	Not at all <u>closely</u>	(VOL.) DK/Ref
May, 1992: <i>The presidential election campaign</i>	32	44	16	8	*
March, 1992: <i>The race for the Democratic presidential nomination</i>	35	40	16	9	*
March, 1992: <i>The race for the Republican presidential nomination</i>	25	40	22	13	1
February 1992: <i>The Democratic primary in New Hampshire</i>	19	31	26	24	*
February, 1992: <i>The Republican primary in New Hampshire</i>	19	31	26	23	1
January, 1992: <i>News about the Democratic candidates for the presidential nomination</i>	11	25	36	27	1
December, 1991	10	28	32	30	*
October, 1991	12	26	31	29	2
October, 1988: <i>News about the presidential campaign in 1988 (RVs)</i>	43	44	11	2	*
1988 Election					
August, 1988 (RVs)	39	45	13	3	*
May, 1988 (RVs)	22	46	23	6	3
November, 1987: <i>News about the Democratic candidates for the presidential nomination</i>	15	28	35	21	1
November, 1987: <i>News about the Republican candidates for the presidential nomination</i>	13	28	36	22	1
September, 1987: <i>Coverage of the Democratic and Republican candidates for the presidential nomination</i>	14	34	37	14	1
f. Reports about the condition of the U.S. economy					
September 29-October 2, 2011	46	26	14	14	*
September 22-25, 2011	44	33	11	11	*
September 8-11, 2011	40	30	15	14	1
September 1-4, 2011	44	30	11	15	*
August 25-28, 2011	44	28	14	13	1
August 18-21, 2011	44	29	12	14	1
August 4-7, 2011	46	30	11	13	1
July 28-31, 2011	43	30	13	13	*
July 21-24, 2011	41	32	13	13	1
July 14-17, 2011	41	30	14	14	1
July 7-10, 2011	36	30	15	18	1
June 30-July 3, 2011	38	32	13	16	1
June 23-26, 2011	37	29	15	19	*
June 16-19, 2011	39	33	14	13	*
June 9-12, 2011	39	30	15	16	1
June 2-5, 2011	35	34	17	14	*
May 19-22, 2011	33	34	17	16	*
May 12-15, 2011	32	32	17	18	2
May 5-8, 2011	40	35	15	9	1
April 21-25, 2011	41	33	12	14	*
April 14-17, 2011	44	30	14	12	1
April 7-10, 2011	46	30	14	10	*
March 31-April 3, 2011	42	31	16	11	0
March 24-27, 2011	36	32	17	15	*
March 17-20, 2011	38	32	17	13	*
March 10-13, 2011	40	30	16	13	*
March 3-6, 2011	37	31	17	13	1
February 24-27, 2011	49	29	11	10	*

PEW.1 CONTINUED...

	Very <u>closely</u>	Fairly <u>closely</u>	Not too <u>closely</u>	Not at all <u>closely</u>	(VOL.) DK/Ref
February 17-20, 2011	35	33	14	17	*
February 10-13, 2011	36	34	13	16	*
February 3-6, 2011	35	37	14	14	*
January 20-23, 2011	37	33	14	15	1
January 13-16, 2011	37	29	15	18	1
January 6-9, 2011	39	37	11	12	1
December 16-19, 2010	39	31	14	15	2
December 9-12, 2010	39	30	14	16	1
December 2-5, 2010	52	28	11	9	*
November 18-21, 2010	46	31	11	11	*
November 11-14, 2010	38	30	15	16	1
November 4-7, 2010	44	32	11	13	*
October 28-November 1, 2010	39	34	11	15	1
October 21-24, 2010	41	29	14	14	1
October 14-17, 2010	42	33	12	13	*
October 7-10, 2010	36	33	15	15	1
September 30-October 3, 2010	43	35	10	11	1
September 23-26, 2010	43	34	13	9	1
September 16-19, 2010	37	30	16	16	1
September 2-6, 2010	43	31	13	12	*
August 19-22, 2010	39	31	14	15	1
August 5-8, 2010	39	33	14	13	1
July 29-August 1, 2010	51	33	11	5	*
July 22-25, 2010	46	33	14	6	1
July 15-18, 2010	37	33	14	15	1
July 8-11, 2010	36	33	15	16	*
July 1-5, 2010	48	30	13	8	*
June 24-27, 2010	37	37	15	11	1
June 17-20, 2010	38	34	15	13	*
June 10-13, 2010	39	35	17	9	*
June 3-6, 2010	35	33	16	14	1
May 27-30, 2010	43	29	13	15	*
May 20-23, 2010	40	35	13	11	*
May 13-16, 2010	49	32	11	8	1
May 7-10, 2010	42	34	11	12	*
April 30-May 3, 2010	32	37	17	14	1
April 23-26, 2010	42	31	13	14	*
April 16-19, 2010	40	32	14	14	0
April 9-12, 2010	40	32	15	13	*
April 1-5, 2010	33	34	14	19	*
March 19-22, 2010	41	32	14	13	*
March 12-15, 2010	41	35	12	12	*
March 5-8, 2010	40	34	12	13	*
February 26-March 1, 2010	31	33	17	19	*
February 19-22, 2010	38	34	15	12	*
February 12-15, 2010	35	34	15	16	*
February 5-8, 2010	43	36	13	9	*
January 29-February 1, 2010	45	32	13	10	*
January 22-25, 2010	41	34	14	10	*
January 15-18, 2010	37	38	14	11	*
January 8-11, 2010	39	33	15	12	*
December 18-21, 2009	45	31	14	10	0
December 11-14, 2009	42	31	14	13	*
December 4-7, 2009	41	36	13	9	1
November 13-16, 2009	38	33	14	15	*
October 30-November 2, 2009	34	32	17	16	*
October 23-26, 2009	44	30	15	10	1
October 9-12, 2009	41	29	16	13	*
October 2-5, 2009	44	30	15	11	0

PEW.1 CONTINUED...

	<u>Very closely</u>	<u>Fairly closely</u>	<u>Not too closely</u>	<u>Not at all closely</u>	(VOL.) DK/Ref
September 25-28, 2009	44	37	10	10	*
September 18-21, 2009	44	34	15	7	*
September 11-14, 2009	45	32	14	9	*
September 3-6, 2009	41	31	15	13	*
August 28-31, 2009	45	30	13	12	1
August 21-24, 2009	50	27	13	10	1
August 14-17, 2009	41	37	11	12	*
August 7-10, 2009	42	34	13	10	*
July 31-August 3, 2009	46	34	11	8	*
July 24-27, 2009	45	35	12	8	*
July 17-20, 2009	43	35	11	11	1
July 10-13, 2009	37	38	13	11	*
July 2-5, 2009	38	35	15	12	*
June 19-22, 2009	42	33	15	10	*
June 12-15, 2009	41	35	12	12	*
June 5-8, 2009	41	34	11	14	*
May 29-June 1, 2009	43	37	11	8	*
May 21-24, 2009	44	35	13	9	*
May 15-18, 2009	44	35	12	8	*
May 8-11, 2009	42	34	12	12	*
May 1-4, 2009	47	36	11	5	1
April 17-20, 2009	52	30	10	7	1
April 9-13, 2009	48	29	13	10	0
March 27-30, 2009	48	32	10	10	*
March 20-23, 2009	52	34	8	6	*
March 13-16, 2009	48	33	9	10	*
February 27-March 2, 2009	56	30	8	6	*
February 13-16, 2009	55	29	10	6	*
January 30-February 2, 2009	52	31	12	5	*
January 23-26, 2009	57	30	8	5	0
January 16-19, 2009	43	35	13	9	*
January 2-4, 2009	42	36	15	7	*
December 12-15, 2008	51	33	9	7	*
December 5-8, 2008	42	38	13	7	*
November 21-24, 2008	59	24	9	8	*
November 14-17, 2008	56	29	9	6	*
November 7-10, 2008	54	31	8	7	*
October 31-November 3, 2008	63	27	6	4	*
October 24-27, 2008	52	35	7	5	1
October 17-20, 2008	62	29	6	3	*
October 10-13, 2008	65	25	7	3	*
October 3-6, 2008	69	23	5	3	*
September 26-29, 2008	70	22	5	3	*
September 19-22, 2008	56	27	12	5	*
September 5-8, 2008	44	33	16	7	*
August 29-31, 2008	41	34	13	11	1
August 15-18, 2008	39	36	15	10	*
August 8-11, 2008	39	35	16	10	*
August 1-4, 2008	47	34	11	8	0
July 25-28, 2008	46	32	10	12	*
July 18-21, 2008	45	33	13	9	*
July 11-14, 2008	44	33	12	10	1
June 27-30, 2008	49	31	12	7	1
June 13-16, 2008	42	33	14	11	*
May 9-12, 2008	45	31	13	11	*
May 2-5, 2008	43	31	15	10	1
April 18-21, 2008	41	35	13	10	1
April 4-7, 2008	39	37	12	12	*
March 28-31, 2008	42	36	14	8	*

PEW.1 CONTINUED...

	Very <u>closely</u>	Fairly <u>closely</u>	Not too <u>closely</u>	Not at all <u>closely</u>	(VOL.) DK/Ref
March 20-24, 2008	45	33	13	9	*
February 29-March 3, 2008	38	35	15	11	1
February 15-18, 2008	37	36	11	16	8
February 1-4, 2008	40	37	14	8	1
January 18-21, 2008	42	31	16	11	*
January 11-14, 2008	36	32	15	16	1
November 2-5, 2007	27	37	16	19	1
October 19-22, 2007	25	34	20	21	*
August 10-13, 2007	28	36	18	18	*
Mid-November, 2006	31	40	17	11	1
December, 2005	35	35	18	11	1
Early November, 2005	35	39	17	9	*
Mid-May, 2005	30	39	19	11	1
January, 2005	35	41	17	7	*
Mid-October, 2004	30	43	16	10	1
Early September, 2004	39	34	15	11	1
Mid-January, 2004	37	41	15	7	*
December, 2003	35	38	14	11	2
November, 2003	40	34	15	10	1
October, 2003	32	39	16	12	1
September, 2003	39	30	18	12	1
March, 2003	40	35	16	8	1
February, 2003	42	33	15	10	*
December, 2002	38	34	17	10	1
February, 2002	35	40	15	9	1
January, 2002	30	44	16	9	1
December, 2001	37	40	13	8	2
Mid-November, 2001	41	36	15	7	1
June, 2001	24	41	18	16	1
May, 2001	34	36	15	15	0
April, 2001	36	34	16	13	1
February, 2001	30	39	18	12	1
January, 2001	32	38	17	11	2
June, 1995	26	41	22	11	*
March, 1995	27	45	19	9	*
February, 1995	23	41	22	13	1
December, 1994	28	43	20	9	*
October, 1994	27	40	20	12	1
June, 1994	25	42	23	10	*
May, 1994	33	40	16	10	1
January, 1994	34	39	16	10	1
Early January, 1994	36	44	13	7	*
December, 1993	35	41	15	8	1
October, 1993	33	38	20	9	*
September, 1993	37	40	14	8	1
Early September, 1993	39	39	14	9	*
August, 1993	41	36	14	9	*
May, 1993	37	38	18	6	1
February, 1993	49	36	10	5	*
January, 1993	42	39	12	7	*
September, 1992	43	37	13	6	1
May, 1992	39	39	15	6	1
March, 1992	47	38	11	4	*
February, 1992	47	37	10	6	*
January, 1992	44	40	11	5	*
October, 1991	36	38	16	9	1

ASK ALL:

PEW.2 Which ONE of the stories I just mentioned have you followed most closely, or is there another story you've been following MORE closely? **[DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE.]**

BASED ON INTERVIEWING CONDUCTED FRIDAY-SUNDAY SEPTEMBER 30-OCTOBER 2, 2011**[N=717]**

Sep 29-Oct 2

2011

25	Reports about the condition of the U.S. economy
17	News about candidates for the 2012 presidential elections
13	Reports about contaminated cantaloupe
10	Congress working on a budget extension to avoid a government shutdown
7	The killing of a U.S. born terrorist leader in Yemen
3	The debt crisis in Greece and other European countries
8	Some other story (VOL.)
17	Don't know/Refused (VOL.)

ASK ALL:

Thinking about the 2012 presidential election...

PEW.3 Can you tell me the names of any candidates who are running for the Republican nomination for President in 2012?

IF 'YES'(PEW.3=1) , ASK:

PEW.3a What are their names? **[PROBE FOR MULTIPLE RESPONSES, INCLUDING MULTIPLE "OTHERS" IN ADDITION TO PRECODES]:** What other Republican presidential candidates can you name? **[PROBE UNTIL RESPONDENT SAYS "DON'T KNOW ANY MORE", OR SOMETHING TO THAT EFFECT]**
[IF RESPONDENT MENTIONS A NAME BUT VOLUNTEERS THAT THE PERSON IS NOT PLANNING TO RUN, DO NOT CODE NAME; IF RESPONDENT MAKES DISTINCTIONS BETWEEN CANDIDATES THEY LIKE OR DISLIKE, OR SAYS "I don't like/won't vote for any of them" PROBE WITH "This question is only which candidates you've HEARD OF, not which candidates you like."]

Sep 29-Oct 2

2011

		Oct 12-15 <u>2007</u> ¹	Sep <u>1999</u>	Aug <u>1995</u>
47	Could not name a candidate	41	37	44
54	Could name a candidate	59	63	56
28	Rick Perry			
27	Mitt Romney			
15	Michele Bachmann			
9	Herman Cain			
7	Ron Paul			
6	Newt Gingrich			
3	Jon Huntsman			
2	Sarah Palin			
2	Rick Santorum			
1	Chris Christie			
*	Gary Johnson			

TRENDS FOR COMPARISON:

Can you tell me the names of any candidates who are running for the Democratic nomination for President?

	Oct 12-15 <u>2007</u>	Sep <u>2003</u>	April <u>2003</u>	Jan <u>2003</u>	Sep <u>1999</u>	Oct <u>1991</u>	May <u>1991</u>
Could not name a candidate	19	59	68	65	48	73	76
Could name a candidate	81	41	32	35	52	27	24

¹ In October, 2007 and before the question read: "Can you tell me the names of any candidates who are running for the Republican nomination for President in [2008, 2000, 1996]? ... Can you think of any others?"

ASK ALL:

PEW.4 How much if anything, have you heard about each of the following? Have you heard a lot, a little or nothing at all? **[INSERT ITEM; RANDOMIZE]**

	<u>A lot</u>	<u>A little</u>	<u>Nothing at all</u>	(VOL.) DK/Ref
a. News about the possibility that New Jersey Governor Chris Christie will enter the race for the Republican nomination September 29-October 2, 2011	28	32	40	1
b. Amazon unveiling its new Kindle Fire tablet device September 22-25, 2011	11	33	55	1
TRENDS FOR COMPARISON:				
January 29-February 1, 2010: <i>Steve Jobs unveiling Apple's new iPad tablet device</i>	24	44	31	1
June 29-July 2, 2007: <i>The new Apple iPhone</i>	46	37	16	1

PEW.5 HELD FOR FUTURE RELEASE