



**THE PEW RESEARCH CENTER**  
For The People & The Press

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**FOR IMMEDIATE RELEASE:**  
**Wednesday, December 7, 2011**

**FOR FURTHER INFORMATION:**  
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## Half Say News about Retail Sales is Mostly Good Many Fewer Hearing Mostly Bad Economic News

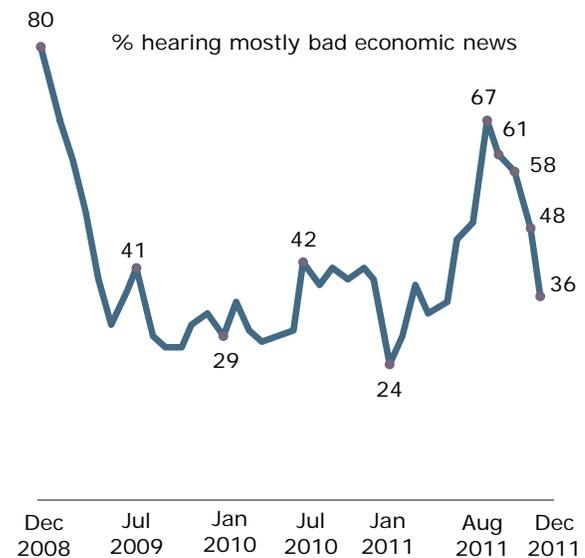
The number of Americans hearing mostly bad news about the economy has fallen 12 points over the past month and 31 points since fears of a new recession intensified in August.

Currently, 56% say the news they are hearing about the economy is a mix of good and bad, while 36% say the news is mostly bad. This is the first time since May that significantly more view news about the economy as mixed than mostly bad. As has been the case for the past three years, very few people (6% currently) say the news they are hearing about the economy is mostly good.

Despite the improving perceptions of economic news, however, somewhat more say they are hearing mostly bad economic news today than did so at the start of the year (24% in January).

The economy was the public's top story last week, according to the latest News Interest Index survey, conducted Dec. 1-4 among 1,008 adults by Pew Research Center for the People & the Press. Three-in-ten (30%) say they followed news about the economy more closely than any other story. Somewhat fewer (23%) cited the presidential campaign as their top story.

**Declining Number Hearing Mostly Bad Economic News**



PEW RESEARCH CENTER Dec. 1-4, 2011.

News about the presidential election – much of it focused on the final days of Herman Cain’s bid for the Republican nomination – topped news coverage, accounting for 23% of the newshole. News about the economy made up 17%, according to the Pew Research Center’s Project for Excellence in Journalism (PEJ).

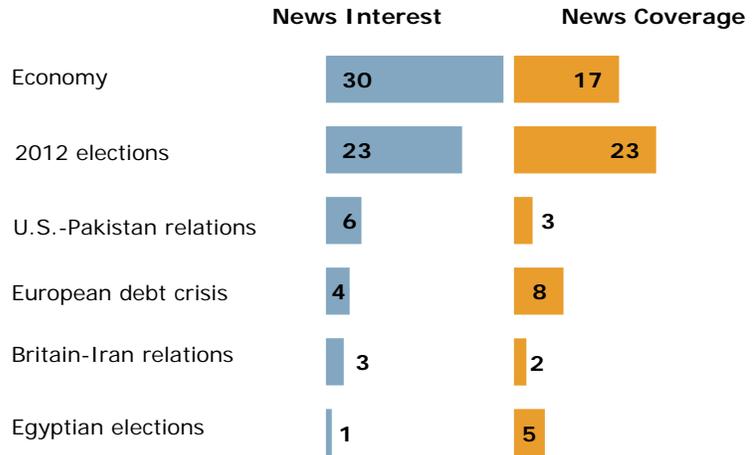
The survey was in the field on Dec. 3 when Cain announced he was suspending his campaign.

And, in a week that started with a Georgia woman alleging that she and Cain had had a lengthy affair, Cain was by far the most prominent candidate in the GOP field.

More than four-in-ten (43%) say the former pizza company executive was the candidate they heard the most about in the news recently. Just more than one-in-ten (13%) mention Newt Gingrich, whose candidacy gained traction as Cain’s lost momentum. Just 5% say Mitt Romney was the candidate they heard the most about. Since confronted at the end of October with allegations of sexual harassment in the 1990s, Cain has been the campaign’s top newsmaker each week, according to PEJ.

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## 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, Dec. 1-4, 2011. News coverage shows the percentage of news coverage devoted to each story, Pew Research Center’s Project for Excellence in Journalism, Nov. 28-Dec. 4, 2011.

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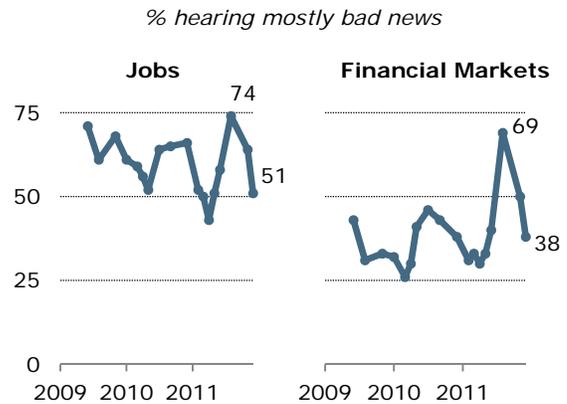
## Fewer Hearing Bad News about Markets, Jobs, Retail Sales

As views of overall economic news have become less negative, perceptions of news from economic sectors have improved as well. Following a week of large stock market gains, about as many say they are hearing mixed news about financial markets (43%) as say they are hearing mostly bad news (38%). Last month, more said the news was mostly bad rather than mixed (by 50% to 41%). In August, more than twice as many were hearing mostly bad news than mixed news (69% vs. 25%).

With the November federal jobs report showing a drop in the unemployment rate from 9% to 8.6%, fewer also are hearing mostly bad news about the job situation. Still, about half (51%) say recent news about jobs has been mostly bad; 37% say they are hearing a mix of good and bad news and 10% report hearing mostly good news. The percentage saying they are hearing mostly bad news about jobs has declined 13 points since last month and 23 points since August.

Compared with a year ago, far more Americans say recent news about retail sales has been mostly good. Currently 51% say the news about retail sales has been mostly positive, up from 33% at the same point in last year's holiday shopping season. This marks the first time when as many as half have said they are hearing mostly good news about any economic sector in a measure that dates to 2009.

### Fewer Hearing Mostly Bad News About Financial Markets, Jobs



PEW RESEARCH CENTER Dec. 1-4, 2011.

### Public Sees Economic Bright Spot – Retail Sales

	Dec 2010	Dec 2011	Change
<i>Recent news about retail sales ...</i>	%	%	
Mostly good	33	51	+18
Mostly bad	18	7	-11
Mix of good and bad	45	35	-10
Don't know	4	6	
	100	100	

PEW RESEARCH CENTER Dec. 1-4, 2011. Figures may not add to 100% because of rounding.

## Partisan Perceptions of Economic News Still Divided

Perceptions of overall economic news, as well as news about jobs, financial markets and retail sales, continue to be divided along partisan lines. Nonetheless, there have been across-the-board declines in the percentages saying they are hearing mostly bad news about the economy.

Currently, 45% of Republicans, 38% of independents and 29% of Democrats say they are hearing mostly bad news about the economy. In August, clear majorities of Republicans (71%), independents (69%) and Democrats (62%) viewed economic news negatively.

### Broad Decline in Perceptions of Mostly Bad Economic News

	% hearing mostly bad news about economy				
	Aug 4-7	Sept 1-4	Oct 6-9	Nov 10-13	Dec 1-4
Total	67	61	58	48	36
Republican	71	66	70	59	45
Democrat	62	58	47	46	29
Independent	69	65	60	45	38

PEW RESEARCH CENTER Dec. 1-4, 2011.

## Gingrich's Visibility Grows

As might be expected, more Americans (43%) say they heard about Herman Cain in the news recently than any other Republican candidate.

But Newt Gingrich's visibility is clearly on the rise. In September and October, virtually no one in the public, or among Republicans and Republican-leaning independents, named Gingrich as the GOP candidate they were hearing most about. Today, 13% of the public and 19% of Republicans and Republican leaners name Gingrich as the

### Cain Most Visible, More Are Hearing about Gingrich

GOP candidate heard most about?	General Public			Republicans and Republican leaners		
	Sept 8-11	Oct 13-16	Dec 1-4	Sept 8-11	Oct 13-16	Dec 1-4
Herman Cain	*	23	43	1	32	44
Newt Gingrich	1	*	13	*	0	19
Mitt Romney	12	18	5	11	20	5
Rick Perry	31	12	3	44	11	4
Ron Paul	2	1	1	3	1	0
Donald Trump	3	*	1	3	0	*
Sarah Palin	5	2	*	5	2	*
Michele Bachmann	7	1	*	7	1	*
Other	--	--	1	--	--	1
Don't know	<u>37</u>	<u>39</u>	<u>32</u>	<u>26</u>	<u>29</u>	<u>26</u>
	100	100	100	100	100	100
N	1,010	1,007	1,008	408	429	411

PEW RESEARCH CENTER Dec. 1-4, 2011. Other category from previous surveys not shown because of changes in candidates mentioned. Figures may not add to 100% because of rounding and changes in "other" category.

candidate they have been hearing the most about recently.

By contrast, just 5% of the public – and the same percentage of Republicans and GOP leaners – name Romney as the candidate they are hearing most about. That is down from 18% among the public and 20% among GOP and GOP leaners in October. In a sign of the volatility of the GOP campaign, five different Republican candidates or possible candidates – including Rick Perry, Michele Bachmann and Donald Trump – have led the list of most visible candidates since April.

### Awareness of Campaign Events, Candidate Criticisms

With Herman Cain's troubles getting extensive press coverage, most Americans are able to identify him as the candidate accused of sexually harassing several women in the 1990s. In an open-ended question, 60% offer Cain's name when asked which candidate confronted these allegations.

Fewer are able to connect other GOP candidates to events or news about them that have become part of the campaign. Just more than a third (36%) offer Rick Perry's name when asked which candidate had a memory lapse during a presidential debate. While some offer other names, most (52%) say they do not know.

About three-in-ten (29%) offer Mitt Romney's name when asked which candidate has been called a flip-flopper. No other candidate is mentioned by more than 4%. Close to six-in-ten (58%) offer no response.

Just 20% offer Newt Gingrich's name when asked which candidate had an extensive line of credit at the Tiffany jewelry story. About three-quarters (74%) say they do not know. The credit line briefly became news in May just after Gingrich's

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### Cain Allegations Widely Known

<i>Which candidate...</i>	<b>Total</b>
<b>Was accused of sexual harassment</b>	%
Herman Cain	60
Newt Gingrich	1
Donald Trump	1
Other	4
Don't know	<u>35</u>
	100

#### Had a memory lapse during a debate

Rick Perry	36
Mitt Romney	4
Herman Cain	4
Newt Gingrich	1
Donald Trump	1
Other	2
Don't know	<u>52</u>
	100

#### Has been called a flip-flopper

Mitt Romney	29
Rick Perry	4
Newt Gingrich	3
Herman Cain	2
Other	3
Don't know	<u>58</u>
	100

#### Had extensive line of credit at Tiffany's

Newt Gingrich	20
Herman Cain	2
Mitt Romney	1
Michele Bachmann	1
Donald Trump	1
Other	1
Don't know	<u>74</u>
	100

PEW RESEARCH CENTER Dec. 1-4, 2011. Figures may not add to 100% because of rounding.

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rocky entrance into the GOP race. In awareness of this story, as well as of other campaign events, there are only modest partisan differences.

### The Week's News

Four-in-ten (40%) say they followed reports about the condition of the economy very closely last week, a level that has changed little throughout much of 2011. Three-in-ten (30%) say this was the news they followed most closely.

A quarter (25%) say they followed news about the 2012 campaign very closely, about the same level of interest as the previous week; 23% say this was the news they followed most closely.

Just under two-in-ten (18%) say they followed news about the latest conflict between the U.S. and Pakistan very closely. This was the top story for 6% and accounted for 3% of coverage, according to PEJ.

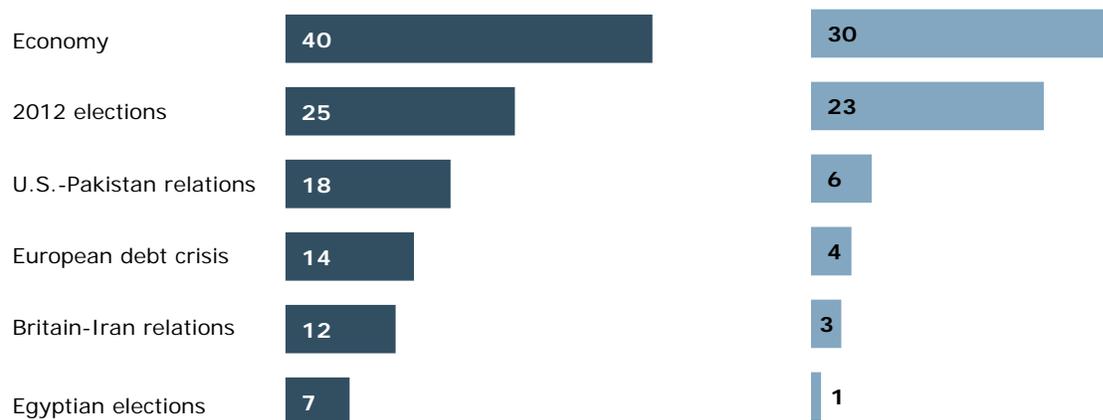
Interest continued to be modest in the economic crisis in Europe; 14% say they followed news about efforts to deal with the debt crisis very closely; 4% say this was the news they followed most closely. News about the situation accounted for 8% of coverage.

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### News Interest

*% following each story very closely*

*Which one story did you follow most closely?*



PEW RESEARCH CENTER Dec. 1-4, 2011.

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About one-in-ten (12%) say they very closely followed news about tensions between Great Britain and Iran following an attack on the British embassy by Iranian protesters; 3% say this was the news they followed most closely. News about the situation in Iran accounted for 2% of coverage.

Just 7% say they followed news about the elections in Egypt very closely. Interest in events in Egypt was much greater early in the year when anti-government protests led to the resignation of President Hosni Mubarak. In mid-February, 39% said they were following news about the situation in Egypt very closely. Just 1% say the elections in Egypt were their top story last week. The elections made up 5% of coverage.

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 Nov. 28-Dec. 4, and survey data measuring public interest in the top news stories of the week were collected Dec. 1-4 from a nationally representative sample of 1,008 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](http://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 Dec. 1-4, 2011, among a national sample of 1,008 adults 18 years of age or older living in the continental United States (605 respondents were interviewed on a landline telephone, and 403 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	1,008	4.0 percentage points
Republicans	288	7.0 percentage points
Democrats	317	7.0 percentage points
Independents	336	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.

**PEW RESEARCH CENTER  
DECEMBER 1-4, 2011 OMNIBUS  
FINAL TOPLINE  
N=1,008**

**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>	<b>(VOL.) DK/Ref</b>
a. Reports about the condition of the U.S. economy					
December 1-4, 2011	40	33	13	13	1
November 17-20, 2011	35	33	16	15	1
November 10-13, 2011	39	31	15	14	*
November 3-6, 2011	37	31	15	17	1
October 27-30, 2011	38	33	14	15	1
October 20-23, 2011	38	32	14	16	1
October 13-16, 2011	39	32	14	14	*
October 6-9, 2011	43	28	14	14	1
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	*
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

[SEE TRENDS FOR PREVIOUS YEARS](#)

## 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
b. Efforts to deal with the debt crisis in Europe					
December 1-4, 2011	14	24	25	36	1
<b>TRENDS FOR COMPARISON:</b>					
November 10-13, 2011: <i>Efforts to deal with the debt crisis in Greece and Italy</i>	15	23	23	38	1
November 3-6, 2011: <i>Efforts to deal with the debt crisis in Greece and other European countries</i>	18	26	21	34	1
October 27-30, 2011	12	27	24	36	*
September 29-October 2, 2011: <i>The debt crisis in Greece and other European countries</i>	15	21	24	39	1
September 15-18, 2011	16	23	24	37	1
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
c. Tensions between the U.S. and Pakistan following a NATO airstrike that killed at least 25 Pakistani soldiers					
December 1-4, 2011	18	25	23	34	*
<b>TRENDS FOR COMPARISON:</b>					
September 29-October 2, 2011: <i>Tensions between the U.S. and Pakistan</i>	22	29	26	22	*
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

## 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
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
d. Tensions between Britain and Iran following an attack on the British embassy by Iranian protestors					
December 1-4, 2011	12	19	24	44	1
<b>TRENDS FOR COMPARISON:</b>					
February 17-20, 2011: <i>Fifteen British sailors and Marines held captive and later released by the Iranian government</i>	31	37	18	14	*
March 30-April 2, 2007: <i>Fifteen British sailors and Marines held captive by the Iranian government</i>	27	28	22	22	1
e. The recent elections in Egypt					
December 1-4, 2011	7	16	28	48	*
<b>TRENDS FOR COMPARISON:</b>					
February 17-20, 2011: <i>News about the situation in Egypt</i>	34	32	17	16	1
February 10-13, 2011: <i>Anti-government protests in Egypt and the resignation of President Hosni Mubarak</i>	39	31	14	15	1
February 3-6, 2011: <i>Anti-government protests in Egypt and other Middle Eastern countries</i>	32	35	16	18	*
January 27-30, 2011	17	26	21	35	*
f. News about candidates for the 2012 presidential elections					
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	*

**PEW.1 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>
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](#)

**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.]**

Dec 1-4

2011

30	Reports about the condition of the U.S. economy
23	News about candidates for the 2012 presidential elections
	Tensions between the U.S. and Pakistan following a NATO airstrike that killed at least 25
6	Pakistani soldiers
4	Efforts to deal with the debt crisis in Europe
	Tensions between Britain and Iran following an attack on the British embassy by Iranian
3	Protestors
1	The recent elections in Egypt
12	Some other story (VOL.)
21	Don't know/Refused (VOL.)

**PEWWP.1 PREVIOUSLY RELEASED****ASK ALL:**

PEW.3 Thinking about possible Republican candidates for president in 2012... Regardless of whom you might prefer, which Republican candidate have you heard the most about in the news recently? **[OPEN END. RECORD FIRST MENTION ONLY.] [PLEASE BE CERTAIN TO DISTINGUISH BETWEEN "JOHN MCCAIN" AND "HERMAN CAIN".]**

Dec 1-4		Oct 13-16	Sep 8-11	Aug 18-21	Jul 21-24	Jun 16-19	Jun 2-5	May 12-15	Apr 14-17
<u>2011</u>		<u>2011</u>	<u>2011</u>	<u>2011</u>	<u>2011</u>	<u>2011</u>	<u>2011</u>	<u>2011</u>	<u>2011</u>
43	Herman Cain	23	*	1	*	*	*	*	*
13	Newt Gingrich	*	1	1	1	5	2	12	1
5	Mitt Romney	18	12	7	13	27	22	7	9
3	Rick Perry	12	31	22	3	*	*	*	*
1	Ron Paul	1	2	3	1	1	1	2	*
1	Donald Trump	*	3	3	4	2	5	16	26
*	Sarah Palin	2	5	4	7	8	20	2	4
*	Michele Bachmann	1	7	23	23	5	1	1	*
1	Other								
32	None/DK/Ref.	39	37	35	44	45	41	50	53

**ASK ALL:**

PEW.4 Which candidate **[INSERT ITEM; RANDOMIZE]?** **[OPEN END; RECORD FIRST MENTION ONLY.]** **[IF PERSON OFFERS MULTIPLE CANDIDATES, PROBE WITH: Which of those do you most associate with this?]** Next, which candidate **[INSERT NEXT ITEM; RANDOMIZE]?**

- a. [Which candidate] has been accused of sexually harassing several women in the 1990s

Dec 1-4

2011

60	Herman Cain
1	Newt Gingrich
1	Donald Trump
4	Other
35	Don't know/Refused <b>(VOL.)</b>

- b. [Which candidate] had an extensive line of credit at the Tiffany jewelry store

Dec 1-4

2011

20	Newt Gingrich
2	Herman Cain
1	Mitt Romney
1	Michelle Bachmann
1	Donald Trump
1	Other
74	Don't know/Refused <b>(VOL.)</b>

- c. [Which candidate] has been called a flip-flopper

Dec 1-4

2011

29	Mitt Romney
4	Rick Perry
3	Newt Gingrich
2	Herman Cain
3	Other
58	Don't know/Refused <b>(VOL.)</b>

- d. [Which candidate] had a memory lapse during a presidential debate

Dec 1-4

2011

36	Rick Perry
4	Mitt Romney
4	Herman Cain
1	Newt Gingrich
1	Donald Trump
2	Other
52	Don't know/Refused <b>(VOL.)</b>

Thinking about recent economic news...

**ASK ALL:**

PEW.5 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?

	Hearing mostly <u>good news</u>	Hearing mostly <u>bad news</u>	A mix of good and <u>bad news</u>	<b>(VOL.)</b> <u>DK/Ref</u>
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
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.6 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>	<b>(VOL.)</b> <u>DK/Ref</u>
a. The financial markets				
December 1-4, 2011	14	38	43	5
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
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
b. The job situation				
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
c. Retail sales				
December 1-4, 2011	51	7	35	6
December 2-5, 2010	33	18	45	4