



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

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## More Interest in GOP Platform than Romney's Speech

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# More Interest in GOP Platform than Romney's Speech

As the Republican convention gets underway, more Americans express interest in learning about what's in the GOP platform than in the speeches by either Mitt Romney or his running mate. About half of the public (52%) is interested in learning about the Republican Party's platform, while 44% are interested in Romney's acceptance speech and about the same percentage (46%) in Ryan's convention speech.

The latest survey by the Pew Research Center for the People and the Press, conducted August 23-26, 2012 among 1,010 adults nationwide, finds overall interest in the Republican convention is comparable to the past two GOP conventions. More than four-in-ten (44%) say they are very or fairly interested in following what happens in Tampa over the next three days, compared with 48% on the eve of the 2008 GOP convention, and 46% in 2004.

This is almost identical to the level of public interest in next week's Democratic convention in Charlotte; 43% say they are interested in what happens at that convention.

## More Interest in GOP Platform than Speeches or Roll Calls

Percent very or somewhat interested in...

		Rep %	Dem %	Ind %
<b>GOP Convention</b>				
Rep. Party platform	52	83	40	50
Paul Ryan's speech	46	75	34	41
Mitt Romney's speech	44	76	28	40
Roll call of states	43	51	44	38
<b>Dem. Convention</b>				
Dem. Party platform	55	33	80	50
Bill Clinton's speech	52	29	81	46
Barack Obama's speech	51	23	84	43
Roll call of states	42	33	61	35

PEW RESEARCH CENTER August 23-26, 2012.

## Similar Interest in Both Party Conventions

	1992	1996	2000	2004	2008	2012
<b>Republican convention</b>						
Yes, interested	--	44	34	46	48	44
Very interested	--	21	14	27	22	25
No, not interested	--	55	64	53	51	55
Don't know	--	1	2	1	1	1
		100	100	100	100	100
<b>Democratic convention</b>						
Yes, interested	53	--	--	36	59	43
Very interested	26	--	--	19	31	23
No, not interested	45	--	--	63	41	57
Don't know	2	--	--	1	*	1
	100			100	100	100

PEW RESEARCH CENTER August 23-26, 2012. Figures may not add to 100% because of rounding.

This is down significantly from the notably high interest in the Democratic convention four years ago, when 59% were very or fairly interested. In terms of advance interest in events at the Democratic convention, 55% say they are interested in learning about the Democratic platform, while nearly as many express interest in Barack Obama's acceptance speech (51%) and Bill Clinton's convention speech (52%).

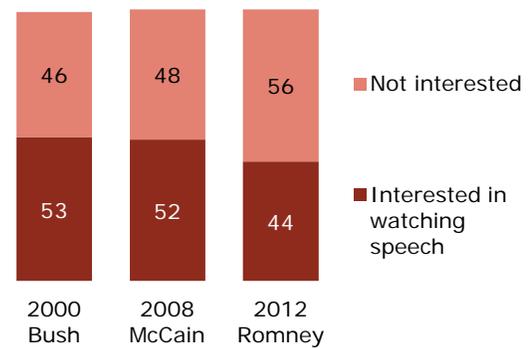
There is substantially less advance interest in Mitt Romney's acceptance speech this Thursday than there was in John McCain's acceptance speech in 2008 or George W. Bush's in 2000. Just over half of Americans said they were interested in watching those speeches (53% in 2000, 52% in 2004). That compares to 44% this year.

Republican interest in Romney's acceptance speech is as high as for McCain's speech four years ago, or for Bush's in 2000. However, Democrats are far less interested in hearing the Republican nominee's speech this year than in the past, and independents' interest is down as well.

Each party's base expresses similar levels of interest in following their party's conventions; 70% of Republicans and 66% of Democrats say they are very or fairly interested in following their own party's convention. Democrats are somewhat more interested in following the GOP convention (41%) than are Republicans in the Democratic convention (28%). Among independents, majorities are not interested in the Republican (63%) or the Democratic convention (64%).

## Less Interest in Romney's Speech

Percent very or fairly interested in watching Republican candidate's acceptance speech



PEW RESEARCH CENTER August 23-26, 2012.

## Partisans Equally Engaged by Their Party's Conventions

Following what happens at the upcoming...

	Total	Rep	Dem	Ind
<b>Republican convention</b>	%	%	%	%
Yes, interested	44	70	41	37
Very interested	25	45	20	21
No, not interested	55	30	58	63
Don't know	1	*	1	0
	100	100	100	100
<b>Democratic convention</b>				
Yes, interested	43	28	66	36
Very interested	23	10	43	17
No, not interested	57	72	34	64
Don't know	1	*	*	*
	100	100	100	100

PEW RESEARCH CENTER August 23-26, 2012. Figures may not add to 100% because of rounding.

## August News Interest

News about the economy continues to top the public's news agenda. In the current survey, 38% say they are following reports about the condition of the U.S. economy very closely, compared with 27% who say they are following election news very closely.

The controversial comments about rape and abortion made by Missouri Senate candidate Todd Akin drew limited public attention. One-in-four (25%) followed this story very closely, but another one-in-three (33%) say they did not follow this closely at all. Interest in the Akin controversy was most widespread among Democrats, 34% of whom followed this very closely, compared with 25% of Republicans and just 19% of independents. There was no significant gender gap in the amount of attention given to Rep. Akin's comments. A quarter of women and men (25% each followed the story very closely.

## Interest in August News

*% following each story very closely*

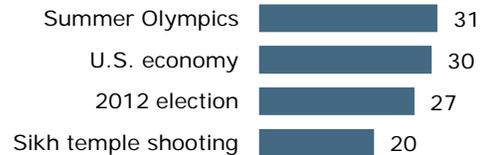
### August 23-26



### August 16-19



### August 9-12



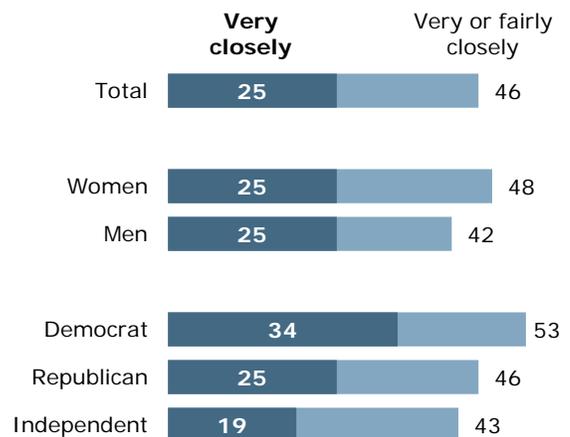
### August 2-5



PEW RESEARCH CENTER Aug 23-26, 2012; Aug 16-19, 2012; Aug 9-12, 2012; Aug 2-5, 2012.

## Democrats Track Akin Controversy More Closely

*Followed news about Akin's comments...*



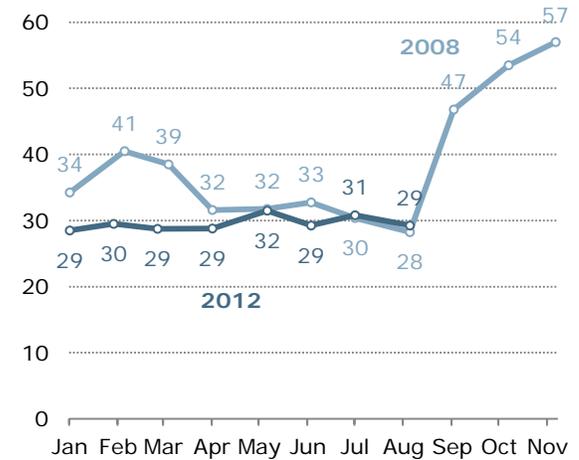
PEW RESEARCH CENTER Aug 23-26, 2012.

For the month of August, public interest in the 2012 campaign is on par with the summer of 2008. On average, over the past four weeks 29% of Americans say they have followed news about the presidential candidates very closely; 28% said the same in August of 2008. This is the fifth consecutive month in which 2012 campaign interest has been equal to interest in the 2008 campaign cycle.

In previous elections, public attention to campaign news has spiked in September, following the final party conventions. In 2008, the share following the election very closely jumped from 28% in August to 47% in September.

## 2012 Campaign Interest on Par with Summer 2008

*Percent following campaign news very closely*



PEW RESEARCH CENTER. Average monthly interest in campaign news.

## 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. 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 the most recent survey are based on telephone interviews conducted August 23-26, 2012 among a national sample of 1,010 adults 18 years of age or older living in the continental United States (603 respondents were interviewed on a landline telephone, and 407 were interviewed on a cell phone, including 181 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 and region to parameters from the March 2011 Census Bureau's Current Population Survey and population density to parameters from the Decennial Census. The sample is also weighted to match current patterns of telephone status based on extrapolations from the 2011 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 among respondents with a landline phone. 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:

<b>Group</b>	<b>Sample Size</b>	<b>Plus or minus ...</b>
Total sample	1,010	3.6 percentage points
Republicans	272	6.9 percentage points
Democrats	325	6.3 percentage points
Independents	351	6.1 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**  
**August 23-26, 2012 OMNIBUS**  
**FINAL TOPLINE**  
**N=1,010**

**ASK ALL:**

PEW.1 Please think about each of the following candidates. **[INSERT NAME, RANDOMIZE]** In the past few days, have you come to have a MORE favorable opinion of him, a LESS favorable opinion, or hasn't your opinion of him changed lately?

	<u>More favorable</u>	<u>Less favorable</u>	<u>Opinion has not changed</u>	<b>(VOL.) DK/Ref</b>
a. Barack Obama August 23-26, 2012	16	22	56	5
<b>TREND FOR COMPARISON<sup>1</sup></b>				
Jan 29-Feb 1, 2010	18	22	57	3
January 22-25, 2010	8	33	55	4
December 4-7, 2009	12	27	57	3
September 11-14, 2009	19	26	53	1
June 25-28, 2009	13	20	63	4
May 21-24, 2009	18	21	60	1
April 9-13, 2009	20	18	60	2
March 20-23, 2009	22	19	56	3
February 27-March 2, 2009	23	20	56	1
February 6-9, 2009	23	16	60	1
<b>2008 Election Trend</b>				
October 31-Nov 3, 2008	25	25	49	1
October 24-27, 2008	24	21	52	3
October 17-20, 2008	33	23	43	1
October 10-13, 2008	29	21	48	2
October 3-6, 2008	28	23	47	2
September 26-29, 2008	31	23	45	1
September 19-22, 2008	25	20	53	2
September 12-15, 2008	20	20	58	2
September 5-8, 2008	20	20	59	1
August 29-31, 2008	29	19	50	2
August 22-25, 2008	22	21	54	3
August 15-18, 2008	16	21	60	3
August 8-11, 2008	15	18	64	3
August 1-4, 2008	16	22	60	2
July 25-28, 2008	17	21	59	3
July 18-21, 2008	16	22	60	2
July 11-14, 2008	15	17	64	4
July 3-7, 2008	17	17	62	4
June 27-30, 2008	21	19	56	4
June 20-23, 2008	16	16	66	2
June 13-16, 2008	17	15	64	4
June 6-9, 2008	19	17	61	3
May 30-June 2, 2008	17	21	58	4
May 22-25, 2008	18	20	60	2
May 16-19, 2008	19	19	59	3
May 9-12, 2008	20	23	55	2
May 2-5, 2008	11	25	59	5
April 25-28, 2008	16	24	58	2
April 18-21, 2008	18	24	54	4
March 28-31, 2008	18	27	52	3
March 20-24, 2008	22	30	46	2

<sup>1</sup> From February 2009 through February 2010, question asked about the "past few weeks" and did not introduce Obama as a "candidate."

**PEW.1 CONTINUED ...**

	<u>More favorable</u>	<u>Less favorable</u>	<u>Opinion has not changed</u>	<b>(VOL.)</b> <u>DK/Ref</u>
b. Mitt Romney August 23-26, 2012	18	26	46	11

**PEWWP.1 HELD FOR FUTURE RELEASE  
NO QUESTION PEW.2****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>	<b>(VOL.)</b> <u>DK/Ref</u>
a. Reports about the condition of the U.S. economy					
August 23-26, 2012	38	30	15	16	1
August 16-19, 2012	33	32	16	19	*
August 9-12, 2012	30	31	20	18	1
August 2-5, 2012	33	29	20	17	1
July 26-29, 2012	32	30	20	19	*
July 19-22, 2012	39	29	16	16	*
July 12-15, 2012	32	33	18	17	1
July 5-8, 2012	34	28	18	19	1
June 28-July 1, 2012	38	28	15	18	1
June 21-24, 2012	33	32	17	17	*
June 14-17, 2012	39	28	15	17	*
June 7-10, 2012	35	32	15	18	*
May 31-June 3, 2012	37	34	13	14	1
May 24-27, 2012	33	31	19	16	1
May 17-20, 2012	35	30	16	19	*
May 10-13, 2012	40	26	16	17	*
May 3-6, 2012	38	29	13	20	*
April 26-29, 2012	34	32	17	16	1
April 19-22, 2012	35	35	13	14	2
April 12-15, 2012	39	28	16	17	1
April 5-8, 2012	37	31	16	16	1
March 29-April 1, 2012	34	33	15	18	1
March 22-25, 2012	36	29	16	18	1
March 15-18, 2012	40	35	11	14	1
March 8-11, 2012	37	32	14	17	*
March 1-4, 2012	41	27	15	17	1
February 23-26, 2012	37	33	14	15	1
February 16-20, 2012	33	32	16	17	1
February 9-12, 2012	42	30	14	13	1
February 2-5, 2012	38	32	16	13	1
January 26-29, 2012	35	31	16	19	*
January 19-22, 2012	35	30	16	19	1
January 12-15, 2012	33	32	14	20	1
January 5-8, 2012	39	31	15	15	*
December 15-18, 2011	36	32	14	16	1
December 8-11, 2011	41	29	13	16	1
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	*

## PEW.3 CONTINUED...

	Very <u>closely</u>	Fairly <u>closely</u>	Not too <u>closely</u>	Not at all <u>closely</u>	(VOL.) DK/Ref
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:](http://www.people-press.org/files/2011/11/NII-Economy-Trends.pdf) <http://www.people-press.org/files/2011/11/NII-Economy-Trends.pdf>

- b. Controversial comments about rape and abortion made by Missouri representative Todd Akin

August 23-26, 2012	25	21	21	33	1
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- c. News about candidates for the 2012 presidential election

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	*

## PEW.3 CONTINUED...

	<u>Very closely</u>	<u>Fairly closely</u>	<u>Not too closely</u>	<u>Not at all closely</u>	<b>(VOL.) DK/Ref</b>
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
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>

## NO QUESTION PEW.4

**ASK ALL:**

As you may know, both the Democratic and Republican parties will be holding their conventions over the next few weeks...

**RANDOMIZE PEW.5 AND PEW.6****ASK ALL:**

PEW.5 Are you interested in following what happens at the upcoming DEMOCRATIC National Convention in Charlotte, or aren't you that interested in the convention? **[IF YES, ASK: Is that very or fairly interested?]**

Aug 23-26 <u>2012</u>		Aug <u>2008</u>	Jul <u>2004</u>	Jul <u>1992</u>
43	Interested	59	36	53
23	Very interested	31	19	26
19	Fairly interested/Don't know	28	17	27
57	Not interested	41	63	45
1	Don't know/Refused (VOL).	*	1	2

**RANDOMIZE PEW.5 AND PEW.6****ASK ALL:**

PEW.6 Are you interested in following what happens at the upcoming REPUBLICAN National Convention in Tampa, or aren't you that interested in the convention? **[IF YES, ASK: Is that very or fairly interested?]**

Aug 23-26 <u>2012</u>		Aug <u>2008</u>	Aug <u>2004</u>	Jul <u>2000</u>	Jul <u>1996</u>
44	Interested	48	46	34	44
25	Very interested	22	27	14	21
19	Fairly interested/Don't know	26	19	20	23
55	Not interested	51	53	64	55
1	Don't know/Refused (VOL).	1	1	2	1

**IF ASKED PEW.5 FIRST ASK PEW.7 BEFORE PEW.8. IF ASKED PEW.6 FIRST ASK PEW.8 BEFORE PEW.7****ASK ALL:**

PEW.7 As I read some things that will happen at the Democratic Convention, tell me how interested you are in each event. First, are you very interested, fairly interested, not too interested or not at all interested in **[INSERT ITEM; RANDOMIZE]**?

		Very <u>interested</u>	Fairly <u>interested</u>	Not too <u>interested</u>	Not at all <u>interested</u>	(VOL.) DK/Ref
a.	Watching Barack Obama's acceptance speech					
	Aug 23-26, 2012	29	22	12	37	1
	August, 2008	33	25	14	27	1
	July, 2004 ( <i>Kerry</i> )	25	26	14	34	1
	July, 1992 ( <i>Clinton</i> )	25	32	20	22	1
b.	Watching the roll call of the states as they cast their ballots					
	Aug 23-26, 2012	19	23	17	40	1
	August, 2008	23	22	18	37	*
	July, 2004	22	24	19	34	1
	July, 1992	22	29	25	23	1
c.	Learning about the Democratic Party's platform					
	Aug 23-26, 2012	27	28	15	30	*
	August, 2008	28	36	13	23	*
	July, 2004	31	31	15	22	1
	July, 1992	38	34	16	11	1
d.	Watching Bill Clinton's speech at the convention					
	Aug 23-26, 2012	26	26	13	34	*

**IF ASKED PEW.5 FIRST ASK PEW.7 BEFORE PEW.8. IF ASKED PEW.6 FIRST ASK PEW.8 BEFORE PEW.7**

**ASK ALL:**

PEW.8 As I read some things that will happen at the REPUBLICAN Convention, tell me how interested you are in each event. First, are you very interested, fairly interested, not too interested or not at all interested in **[INSERT ITEM; RANDOMIZE]**?

	Very <u>interested</u>	Fairly <u>interested</u>	Not too <u>interested</u>	Not at all <u>interested</u>	<b>(VOL.)</b> <u>DK/Ref</u>
a. Watching Mitt Romney's acceptance speech					
Aug 23-26, 2012	23	21	16	40	1
August, 2008 ( <i>McCain</i> )	24	28	15	33	*
July, 2000 ( <i>Bush</i> )	23	30	12	34	1
b. Watching the roll call of the states as they cast their ballots					
Aug 23-26, 2012	19	24	16	40	1
August, 2008	17	22	20	41	*
July, 2000	17	23	15	44	1
c. Learning about the Republican Party's platform					
Aug 23-26, 2012	27	25	16	31	1
August, 2008	23	35	16	26	*
July, 2000	23	35	14	27	1
d. Watching Paul Ryan's speech at the convention					
Aug 23-26, 2012	23	23	14	39	2

**PEW RESEARCH CENTER**  
**August 16-19, 2012 OMNIBUS**  
**FINAL TOPLINE**  
**N=1,005**

**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 August 16-19, 2012	33	32	16	19	*
b. Political violence in Syria August 16-19, 2012	12	24	26	37	2
July 19-22, 2012	17	24	23	36	1
June 28-July 1, 2012	13	19	26	42	*
June 14-17, 2012	15	24	21	40	1
May 31-June 3, 2012	12	25	25	37	1
<b>TRENDS FOR COMPARISON:</b>					
April 12-15, 2012: <i>International efforts to stop political violence in Syria</i>	14	23	25	37	1
April 5-8, 2012	15	21	27	37	1
March 15-28, 2012: <i>Political violence in Syria</i>	16	26	27	30	1
March 8-11, 2012	17	23	23	37	1
February 23-26, 2012	18	24	21	35	1
February 9-12, 2012	17	23	23	36	*
January 12-15, 2012	12	17	26	45	1
August 4-7, 2011: <i>Political violence following uprisings in Syria</i>	10	19	26	44	1
May 5-8, 2011	14	27	30	28	1
June 2-5, 2011: <i>Anti-government protests and violence in some Middle Eastern countries</i>	18	25	25	32	*
April 28-May 1, 2011	18	29	25	27	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	*
c. News about candidates for the 2012 presidential election August 16-19, 2012	32	27	19	22	1

**PEW.2-PEW.4 AND PEW.6-PEW.10 PREVIOUSLY RELEASED****NO QUESTIONS PEW.5-PEW.6**

**PEW RESEARCH CENTER**  
**August 9-12, 2012 OMNIBUS**  
**FINAL TOPLINE**  
**N=1,002**

**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 August 9-12, 2012	30	31	20	18	1
b. The Summer Olympics in London August 9-12, 2012	31	28	19	21	1
August 2-5, 2012	28	26	23	22	1
July 26-29, 2012: <i>The start of the Summer Olympics in London</i>	19	25	25	31	1
<b>TRENDS FOR COMPARISON:</b>					
February 26-March 1, 2010: <i>The Winter Olympics in Vancouver, Canada</i>	23	28	28	21	*
February 19-22, 2010	30	25	19	25	*
February 12-15, 2010: <i>The start of the Winter Olympics in Vancouver, Canada</i>	18	23	23	35	1
Aug 22-25, 2008: <i>The Olympic Games in Beijing, China</i>	35	31	19	15	*
August 15-18, 2008	35	31	17	16	1
August 8-11, 2008	24	29	24	23	*
August 1-4, 2008 <sup>2</sup>	13	33	31	23	*
July 25-28, 2008	12	31	29	28	*
April 4-7, 2008	5	18	31	45	1
Early September, 2004: <i>Summer/Athens</i>	25	25	21	29	*
February 12-18, 2002: <i>Winter/Utah</i>	22	30	21	26	1
Early October, 2000: <i>Summer/Sydney</i>	27	28	24	21	*
Early September, 1996: <i>Summer/Atlanta</i>	32	34	20	14	*
July, 1996: <i>Summer/Atlanta</i>	45	30	13	11	1
February, 1992: <i>Winter/France</i>	33	30	19	17	1
c. News about candidates for the 2012 presidential election August 9-12, 2012	27	27	21	24	1
d. A deadly shooting at a Sikh temple in Wisconsin August 9-12, 2012	20	31	23	25	1
<b>TRENDS FOR COMPARISON:</b>					
July 26-29, 2012: <i>The shooting at a movie theater near Denver, Colorado</i>	41	33	16	9	1
July 20-22, 2012	48	25	15	11	1
April 5-8, 2012: <i>A shooting at a small college in Oakland, California, that killed seven people</i>	21	28	25	25	2
March 1-4, 2012: <i>A deadly school shooting near Cleveland</i>	26	31	22	19	1
<b>PEW.1 CONTINUED...</b>	Very	Fairly	Not too	Not at all	<b>(VOL.)</b>

<sup>2</sup> For August 1-4, 2008 and April 4-7, 2008 the story was listed as "News about the upcoming Olympic games in Beijing, China." For July 25-28, 2008 the story was listed as "News about China as the Beijing Olympic Games approach."

	<u>closely</u>	<u>closely</u>	<u>closely</u>	<u>closely</u>	<u>DK/Ref</u>
December 8-11, 2011: <i>Deadly shootings at Virginia Tech University</i>	20	27	29	24	1
August 7-10, 2011: <i>A shooting at a fitness club in Pennsylvania</i>	13	28	25	34	1
June 12-15, 2009: <i>A deadly shooting at the Holocaust Memorial Museum in Washington, D.C.</i>	26	34	17	23	*
January 13-16, 2011: <i>News about a Congresswoman and others shot in Tucson, Arizona</i>	49	28	12	11	1
April 3-6, 2009: <i>A shooter killing several people at an immigration services center in Binghamton, New York</i>	26	32	19	23	*
March 13-16, 2009: <i>A shooting spree in Alabama that resulted in the death of 11 people</i>	18	33	24	25	*
February 15-18, 2008: <i>The shootings at Northern Illinois University that resulted in the death of 7 people</i>	26	40	19	15	0
February 8-11, 2008: <i>A shooting at a city council meeting in Missouri where six people were killed</i>	13	28	25	33	1
December 14-17, 2007: <i>Shootings at two religious centers in Colorado</i>	17	31	24	27	1
December 7-10, 2007: <i>A shooting at a shopping mall in Omaha, Nebraska where eight people were killed</i>	30	36	18	15	1
October 12-15, 2007: <i>The shooting at a high school in Cleveland, Ohio</i>	22	32	25	20	1
April 20-23, 2007: <i>The shootings at Virginia Tech University that resulted in the death of 33 people</i>	45	37	13	5	*

## PEW.1 CONTINUED...

	<u>Very closely</u>	<u>Fairly closely</u>	<u>Not too closely</u>	<u>Not at all closely</u>	<b>(VOL.) DK/Ref</b>
October, 2006: <i>Recent shootings at schools in Pennsylvania and other states</i>	46	33	12	8	1
March, 2000: <i>The shooting of a 6-year-old girl at a Michigan school</i>	40	38	15	7	*
September, 1999: <i>The shootings in a Jewish community center in Los Angeles</i>	29	34	22	14	1
Late April, 1999: <i>The shooting of students and teachers by two students at a Colorado high school</i>	68	24	6	2	*
June, 1998: <i>The shooting at a high school in Springfield, Oregon</i>	46	36	14	4	*
March, 1998: <i>The shooting at a middle school in Jonesboro, Arkansas</i>	49	33	12	5	1

**PEW RESEARCH CENTER**  
**August 2-5, 2012 OMNIBUS**  
**FINAL TOPLINE**  
**N=1,005**

**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 August 2-5, 2012	33	29	20	17	1
b. The Summer Olympics in London August 2-5, 2012	28	26	23	22	1
July 26-29, 2012: <i>The start of the Summer Olympics in London</i>	19	25	25	31	1
<b>TRENDS FOR COMPARISON:</b>					
February 26-March 1, 2010: <i>The Winter Olympics in Vancouver, Canada</i>	23	28	28	21	*
February 19-22, 2010	30	25	19	25	*
February 12-15, 2010: <i>The start of the Winter Olympics in Vancouver, Canada</i>	18	23	23	35	1
Aug 22-25, 2008: <i>The Olympic Games in Beijing, China</i>	35	31	19	15	*
August 15-18, 2008	35	31	17	16	1
August 8-11, 2008	24	29	24	23	*
August 1-4, 2008 <sup>3</sup>	13	33	31	23	*
July 25-28, 2008	12	31	29	28	*
April 4-7, 2008	5	18	31	45	1
Early September, 2004: <i>Summer/Athens</i>	25	25	21	29	*
February 12-18, 2002: <i>Winter/Utah</i>	22	30	21	26	1
Early October, 2000: <i>Summer/Sydney</i>	27	28	24	21	*
Early September, 1996: <i>Summer/Atlanta</i>	32	34	20	14	*
July, 1996: <i>Summer/Atlanta</i>	45	30	13	11	1
February, 1992: <i>Winter/France</i>	33	30	19	17	1
c. News about candidates for the 2012 presidential election August 2-5, 2012	31	25	19	23	1

**NO QUESTION PEW.2****PEW.3-PEW.7 PREVIOUSLY RELEASED**

<sup>3</sup> For August 1-4, 2008 and April 4-7, 2008 the story was listed as "News about the upcoming Olympic games in Beijing, China." For July 25-28, 2008 the story was listed as "News about China as the Beijing Olympic Games approach."