



THE PEW RESEARCH CENTER
For The People & The Press

NEWS Release
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Cain's Visibility Surges Growing Attention to Wall Street Protests

The public focused most closely last week on two interrelated news stories – the nation's struggling economy and the anti-Wall Street protests that have now spread far beyond their beginnings in New York City.

Two-in-ten (20%) say their top story was reports about the condition of the U.S. economy. That's about the same as the 18% that say their top story was the Occupy Wall Street protests in New York and other cities, according to

the latest weekly News Interest Index survey, conducted Oct. 13-16 among 1,007 adults by the Pew Research Center for the People & the Press. One week earlier, the protests did not rank high among the public's top stories, but as the movement has spread – and coverage has ramped up – so has public interest.

Altogether, the various economic news threads also topped coverage, accounting for about a quarter of the newshole, according to a separate analysis by the Pew Research Center's Project for Excellence in Journalism (PEJ). More than a third of that (10% of all

News Interest vs. News Coverage

	News Interest	News Coverage
Economy	20	8
Wall Street protests	18	10
2012 elections	15	19
Jobs, deficit debate	11	6
Plot to kill diplomat	4	13
Trade agreements	1	N/A*

News interest shows the percentage of people who say they followed this story most closely, Pew Research Center for the People & the Press, Oct. 13-16, 2011. News coverage shows the percentage of news coverage devoted to each story, Pew Research Center's Project for Excellence in Journalism, Oct. 10-16, 2011.

*News coverage of the latest U.S. trade agreements was not measured as a discrete story last week.

coverage) focused on the anti-Wall Street protests. That's up from 7% the previous week and just 2% the week before that. News about the debate in Washington over jobs and deficit legislation accounted for 6% of coverage and more general economic news accounted for another 8%.

Public interest also was relatively high in news about the candidates for the 2012 presidential election; 15% say the presidential race was their top story. News about the campaign – focused mostly on the top Republican candidates – accounted for 19% of coverage.

Among the GOP candidates, businessman Herman Cain's visibility has surged over the past month, as he has shown increasing strength in national polls and attracted more news coverage. Nearly a quarter of the public (23%) names Cain as the candidate they have heard the most about recently in the news; in mid-September fewer than 1% named Cain as the candidate they had heard the most about.

Mitt Romney's visibility also has increased, though more modestly, over the past month. But far fewer name Rick Perry as the Republican candidate they have heard most about recently. (The survey was conducted before the Oct. 18 GOP candidate debate.)

Building Attention to "Occupy Wall Street" Protests

About two-in-ten (22%) say they followed news about the anti-Wall Street protests very closely last week. That's up from 17% one week earlier, but still less than interest in several of the week's other top stories. Most notably, 39% say they very closely followed news about the U.S. economy and 29% say they very closely followed the debate in Washington over jobs and the deficit.

Currently, 27% of those 50 and older say they followed news about the Occupy Wall Street protests very closely last week. That's up from 18% one week earlier. Interest among those younger than 50 is essentially unchanged (17% this week, 16% the week before).

Interest in Wall Street Protests

	Oct 6-9	Oct 13-16
<i>% following anti-Wall Street protests very closely</i>	%	%
Total	17	22
18-49	16	17
50+	18	27
Republican	12	21
Democrat	17	27
Independent	19	20

PEW RESEARCH CENTER Oct. 13-16, 2011

Interest among both Democrats and Republicans is higher than one week earlier. Currently, 21% of Republicans say they followed news about the protests very closely, up from 12% the previous week. Among Democrats, 27% say they followed this news very closely, up 10 points from 17%. Interest among independents is essentially unchanged (20% this week, 19% last week).

Democrats are twice as likely as Republicans to say they followed news about the protests more closely than any other story (24% vs. 12%). Two-in-ten independents (20%) say this was their top story. On the other hand, partisans are equally likely to have named the economy as their top story (21% of Republicans, 20% each of Democrats and independents).

Cain Most Heard About Republican Candidate

In a sign of Cain's recent surge, about a third (32%) of Republicans and Republican-leaning independents say he is the GOP candidate they have heard most about in the news recently; 20% name Romney.

The most heard about candidate in the Republican field has changed repeatedly. In mid-September, Perry was easily the most heard about GOP contender, mentioned by 31% of the public and 44% of Republicans and GOP-leaners. In mid-August, he shared that designation with Michele Bachmann (23% said they had heard most about Bachmann, 22% said Perry). One month before that, Bachmann was by far the most heard about candidate (23% compared to 13% for the next contender, Romney).

In April, businessman Donald Trump enjoyed a flurry of publicity as he flirted with the idea of entering the race. That month, 26% said that he was the possible candidate they had heard the most about. Romney was next, mentioned by 9%. In June, speculation

Cain Leaps to Top of GOP Field in Visibility

GOP candidate heard most about?	General Public			Republicans and Republican-leaners		
	Aug 18-21	Sep 8-11	Oct 13-16	Aug 18-21	Sep 8-11	Oct 13-16
	%	%	%	%	%	%
Herman Cain	1	*	23	2	1	32
Mitt Romney	7	12	18	12	11	20
Rick Perry	22	31	12	30	44	11
Sarah Palin	4	5	2	3	5	2
Ron Paul	3	2	1	2	3	1
Michele Bachmann	23	7	1	23	7	1
Other	--	--	5	--	--	4
Don't know	<u>35</u>	<u>37</u>	<u>39</u>	<u>23</u>	<u>26</u>	<u>29</u>
	100	100	100	100	100	100
N	1,007	1,010	1,007	365	408	429

PEW RESEARCH CENTER Oct. 13-16, 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.

built about a possible run by former Alaska Gov. Sarah Palin. While 22% that month said they had heard the most about Romney, a comparable 20% said they had heard the most about Palin.

The Week's News

Economic news continued to dominate the public's interest last week. About four-in-ten (39%) say they followed news about the condition of the economy very closely. Three-in-ten (29%) very closely followed news about the debate in Washington over jobs and deficit legislation intended to boost the economy and 22% say they very closed followed news about the anti-Wall Street protests.

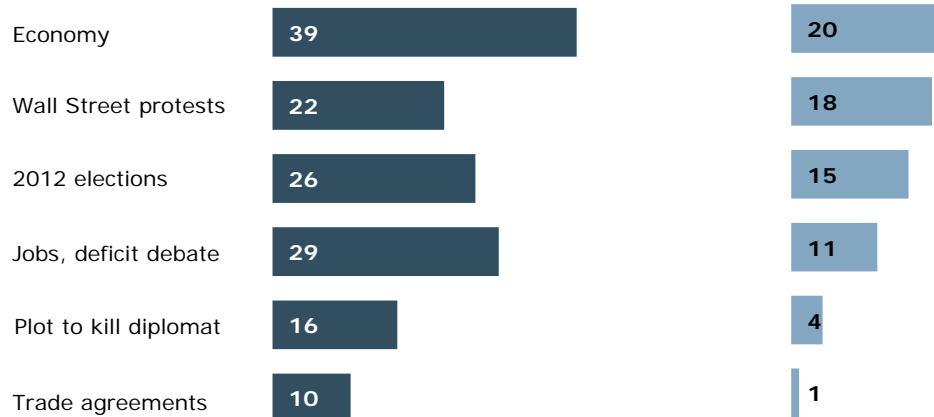
About a quarter of the public (26%) followed news about the 2012 elections very closely; 15% say this was the news they followed most closely. Not surprisingly, Republicans continue to show more interest than Democrats or independents. Nearly four-in-ten Republicans (38%) say they followed this news very closely, compared with 23% of Democrats and 22% of independents.

Other stories attracted less attention. Fewer than two-in-ten (16%) say they followed news about a plot allegedly orchestrated by Iran to assassinate the Saudi ambassador in Washington; 4% say this was the news they followed most closely. News about Iran, focused mostly on the allegations by the U.S. government about the assassination plot,

News Interest

% following each story very closely

Which one story did you follow most closely?



accounted for 13% of coverage.

The passage of three, long-stalled free trade agreements in Congress – with Colombia, South Korea and Panama – attracted little attention from the public. One-in-ten (10%) say they followed this news very closely. Just 1% say this was the news they followed most closely. PEJ did not have a separate measure on the trade agreements. News about the pacts is included in economic news as measured by PEJ.

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 Oct. 10-16, and survey data measuring public interest in the top news stories of the week were collected Oct. 13-16 from a nationally representative sample of 1,007 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 Oct. 13-16, 2011, among a national sample of 1,007 adults 18 years of age or older living in the continental United States (604 respondents were interviewed on a landline telephone, and 403 were interviewed on a cell phone, including 182 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	1,007	4.0 percentage points
Republicans	282	7.0 percentage points
Democrats	293	7.0 percentage points
Independents	355	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
OCTOBER 13-16, 2011 OMNIBUS
FINAL TOPLINE
N=1,007

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. The debate in Washington over jobs and the deficit					
October 13-16, 2011	29	32	15	24	1
TRENDS FOR COMPARISON:					
September 29-October 2, 2011: <i>Congress working on a budget extension to avoid a government shutdown</i>	31	26	20	22	*
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

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 16-19, 2010: <i>The debate in Washington over competing Democratic and Republican tax plans</i>	21	24	21	34	*
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	*

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
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
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
b. An alleged Iranian plot to kill a Saudi Arabian diplomat in the U.S.					
October 13-16, 2011	16	24	22	37	1
TRENDS FOR COMPARISON:					
July 8-11, 2010: <i>A spy exchange between the United States and Russia</i>	13	26	25	35	1
July 1-5, 2010: <i>The arrest of 11 suspected undercover Russian spies working in the U.S.</i>	15	24	29	31	2
December, 2006: <i>The death of a former Russian spy from radiation poisoning</i>	16	30	28	25	1
c. Anti-Wall Street protests in New York and other cities					
October 13-16, 2011	22	31	21	26	1
October 6-9, 2011	17	25	22	35	1
TRENDS FOR COMPARISON:					
March 10-13, 2011: <i>Disputes in Wisconsin and other states between state governments and public employee unions</i>	30	26	18	25	1
March 3-6, 2011	29	24	19	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
February 24-27, 2011	36	22	15	26	1
April 16-19, 2010: <i>Anti-government protests on April 15</i>	16	21	21	41	1
April 17-20, 2009: <i>Tea party protests against taxes and government spending</i>	27	25	22	25	1
May, 2000: <i>The protests in Washington, D.C., at the annual meetings of the World Bank and International Monetary Fund</i>	6	18	32	43	1
December, 1999: <i>The protests in Seattle at the World Trade Organization meeting</i>	18	30	27	24	1
d. Congress passing new trade agreements with South Korea, Colombia and Panama October 13-16, 2011	10	17	25	48	2
TRENDS FOR COMPARISON:					
December, 1999: <i>The recent trade agreements between the U.S. and China that would allow China to join the World Trade Organization</i>	12	28	29	30	1
November, 1997: <i>The debate in Congress over 'fast track' trade legislation allowing the president to negotiate trade agreements</i>	11	23	29	35	2
June, 1997: <i>The debate over whether China should be granted the same trading status as other major nations</i>	10	21	26	42	1
December, 1994: <i>The debate over the international trade agreement called G.A.T.T.</i>	16	28	27	28	1
October, 1994	8	18	29	43	2
December, 1993: <i>The passage of a North American free trade agreement between the U.S., Canada and Mexico</i>	39	34	15	11	1
October, 1993: <i>The debate about the free trade agreement between the U.S., Canada and Mexico</i>	21	26	28	23	2
September, 1993	21	29	26	23	1
Early September, 1993	15	28	26	30	1
October, 1992	13	27	29	30	1
April, 1990: <i>Discussions between the American and Japanese governments about trade issues</i>	17	30	27	26	*
e. News about candidates for the 2012 presidential elections					
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	*

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>
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	*
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	*

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 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	*
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	*

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
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
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	*

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
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	*
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					
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	*

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
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
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	*

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
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
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	*

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 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	*
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	*

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>
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.]**

Oct 13-16

2011

20	Reports about the condition of the U.S. economy
18	Anti-Wall Street protests in New York and other cities
15	News about candidates for the 2012 presidential elections
11	The debate in Washington over jobs and the deficit
4	An alleged Iranian plot to kill a Saudi Arabian diplomat in the U.S.
1	Congress passing new trade agreements with South Korea, Colombia and Panama
11	Some other story (VOL.)
19	Don't know/Refused (VOL.)

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".]**

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>
23	Herman Cain	*	1	*	*	*	*	*
18	Mitt Romney	12	7	13	27	22	7	9
12	Rick Perry	31	22	3	*	*	*	*
2	Sarah Palin	5	4	7	8	20	2	4
1	Ron Paul	2	3	1	1	1	2	*
1	Michele Bachmann	7	23	23	5	1	1	*
1	Mike Huckabee	*	*	*	*	*	2	2
*	Tim Pawlenty	*	*	1	1	1	1	1
*	Gary Johnson	*	*	*	*	*	*	*
*	Jon Huntsman	1	*	1	*	*	*	*
*	Newt Gingrich	1	1	1	5	2	12	1
*	Donald Trump	3	3	4	2	5	16	26
4	Other							
39	None/DK/Ref.	37	35	44	45	41	50	53

PEWWP.4, PEW.5-PEW.7 PREVIOUSLY RELEASED

ASK ALL:

TEAPARTY2 From what you know, do you agree or disagree with the Tea Party movement, or don't you have an opinion either way?

	<u>Agree</u>	<u>Disagree</u>	<u>No opinion either way</u>	(VOL.) <u>Haven't heard of</u>	(VOL.) <u>Refused</u>	<i>Not heard of/ <u>DK</u></i>
Oct 13-16, 2011	20	27	50	1	2	--