



THE PEW RESEARCH CENTER
For The People & The Press

WEDNESDAY, SEPTEMBER 12, 2012

Fewer Republicans See Campaign as Interesting, Informative

Democrats Now More Positive on Campaign 2012

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Fewer Republicans See Campaign as Interesting, Informative Democrats Now More Positive on Campaign 2012

In the wake of the party conventions, Democrats express increasingly positive views of the presidential campaign. And today, substantially more Democrats than Republicans view the campaign as interesting and informative.

The latest national survey by the Pew Research Center for the People & the Press, conducted Sept. 7-9 among 1,012 adults, finds that 66% of Democrats say the presidential campaign is interesting while just 27% say it is dull. Among Republicans 50% say it is interesting while nearly as many (45%) describe it as dull. The gap is about as wide in opinions about whether the presidential campaign is informative – 68% of Democrats say it is informative, compared with 49% of Republicans.

In September 2008, nearly identical percentages of Republicans (75%) and Democrats (74%) said the campaign was interesting. And similar majorities of both groups viewed the campaign as informative (62% of Republicans and 59% of Democrats).

More Democrats than Republicans Find Campaign Interesting

<i>Presidential campaign is...</i>	Rep	Dem	Ind	R-D Gap
Interesting	%	%	%	
September, 2012	50	66	45	-16
September, 2008	75	74	61	+1
September, 2004	56	50	42	+6
Informative				
September, 2012	49	68	45	-19
September, 2008	62	59	45	+3
September, 2004	70	63	56	+7
Too negative				
September, 2012	63	42	56	+21
September, 2008	41	45	44	-4
September, 2004	59	63	66	-4
Too long				
September, 2012	62	43	50	+19
October, 2008	63	49	62	+14
September, 2004	49	55	54	-6

PEW RESEARCH CENTER Sept. 7-9, 2012.
2004 data based on registered voters.

Republicans also are more likely than Democrats to say the current campaign is too negative. More than six-in-ten Republicans (63%) say it is too negative; just 42% of Democrats express this view. In September 2008, 41% of Republicans and 45% of Democrats said the campaign was too negative.

Most Republicans (62%) say the presidential campaign is too long, compared with 43% of Democrats. In 2008, 63% of Republicans and 49% of Democrats said the campaign was too long.

Among the public as a whole, fewer people say the campaign is interesting than did so at about the same point in the 2008 race (53% now, 68% then). About as many say the campaign is informative as did so in September 2008. More people say the campaign is too negative than four years ago, while somewhat fewer say it is too long.

Public Views of Recent Presidential Campaigns

	Sept 2004*	Sept 2008	Sept 2012
<i>Presidential campaign is...</i>			
Interesting	50	68	53
Dull	42	26	37
Neither/DK	<u>8</u>	<u>6</u>	<u>11</u>
	100	100	100
Informative	63	54	53
Not informative	33	41	39
Neither/DK	<u>4</u>	<u>5</u>	<u>8</u>
	100	100	100
Too negative	62	43	51
Not too negative	32	51	39
Neither/DK	<u>6</u>	<u>6</u>	<u>9</u>
	100	100	100
Too long**	53	57	50
Not too long	42	39	41
Neither/DK	<u>5</u>	<u>4</u>	<u>9</u>
	100	100	100

PEW RESEARCH CENTER Sept. 7-9, 2012. Figures may not add to 100% because of rounding.

* Sept. 2004 data based on registered voters.

** 2008 data on too long/not too long from October.

How Opinions Have Changed This Year

Over the course of the current campaign, views of the race have changed substantially. Far more people find the campaign interesting and informative than did so in June or March.

But virtually all of the increase in positive campaign evaluations has come among Democrats and independents. Republicans currently express about the same opinions about the campaign as they did in March, during the GOP primaries, with one exception: More Republicans now say the campaign is too negative than did so then.

Republicans are now more likely to say the campaign is interesting and informative than in June, after the primaries ended. Nonetheless, about the same number of Republicans say the campaign is interesting (50%) and informative (49%) as did so in March (52% and 47%, respectively).

Over the same period, Democrats' views of the 2012 campaign have improved dramatically.

About two-thirds of Democrats say the presidential campaign is interesting (66%) and informative (68%). In March, just 36% of Democrats called the campaign interesting and 44% called it informative.

Notably, an increasing percentage of independents also finds the campaign interesting. Currently, 45% of independents say it is interesting, up from 31% in March and 27% in June.

Most Republicans think the campaign is too negative (63%) and too long (62%). Far fewer Democrats say the campaign is too negative (42%) or too long (43%). In March, about as many Democrats (54%) as Republicans (51%) said the campaign was too negative and there was a more modest gap in the percentages calling the campaign too long (64% of Republicans, 53% of Democrats).

Democrats' Views of Campaign Improve Sharply Since Spring

	March	June	Sept
Interesting	%	%	%
Republican	52	33	50
Democrat	36	45	66
Independent	31	27	45
Informative			
Republican	47	39	49
Democrat	44	48	68
Independent	34	38	45
Too negative			
Republican	51	52	63
Democrat	54	54	42
Independent	54	55	56
Too long			
Republican	64	57	62
Democrat	53	53	43
Independent	61	59	50

PEW RESEARCH CENTER Sept. 7-9, 2012.

No Spike in Campaign Interest after Conventions

Following the Republican and Democratic conventions, there has been no increase in interest in news about the election. Overall, 31% say they have been following news about candidates for the 2012 presidential election very closely. Interest was about as high in the week before the Republican convention. In a survey conducted August 23-26, 27% said they were following news about the presidential election very closely.

Republicans and Democrats are about equally likely to have been following election news. In the current survey, 40% of Democrats and 37% of Republicans say they followed news about candidates for the 2012 presidential election very closely; somewhat fewer independents (25%) say the same.

Campaign News Interest

<i>% following campaign news very closely</i>	Pre-Conventions	Post-Conventions	Change	Final Pre-election
	%	%		%
2012	27	31	+4	--
2008	31	45	+14	57
2004	29	40	+11	47
2000	21	22	+1	33
1996	22	24	+2	28

PEW RESEARCH CENTER Sept. 7-9, 2012.

In 2008, when, like this year, the party conventions were held in consecutive weeks, interest in campaign news rose after the conventions. In 2004, when the conventions were about a month apart, there also was increased news interest after the pair of conventions. In 2000 and 1996, there was no bounce in interest following the party conventions.

Recent Weeks' News

The economy was the public's top story last week, outpacing interest in the election and news about events in Afghanistan. Overall, 36% say they followed news about the condition of the U.S. economy very closely compared with 31% who very closely followed election news and 18% who followed the current situation and events in Afghanistan.

A week prior, public interest was divided among the economy, Hurricane Isaac and the election. A third (33%) said they followed news about the economy very closely, 31% followed news about Hurricane Isaac very closely and 29% followed news about the candidates for the 2012 presidential election very closely.

News Interest

% following each story very closely

September 7-9



August 31-September 3



PEW RESEARCH CENTER Sept. 7-9, 2012; Aug. 31-Sept. 3, 2012.

About the Surveys

Most of the analysis in this report is based on telephone interviews conducted September 7-9, 2012 among a national sample of 1,012 adults 18 years of age or older living in the continental United States (604 respondents were interviewed on a landline telephone, and 408 were interviewed on a cell phone, including 189 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. For detailed information about our survey methodology, see: <http://people-press.org/methodology/>.

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 also is 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:

Group	Sample Size	Plus or minus ...
Total sample	1,012	3.6 percentage points
Republicans	247	7.3 percentage points
Democrats	364	6.0 percentage points
Independents	347	6.1 percentage points

Some of the analysis in this report is based on telephone interviews conducted August 31-September 3, 2012 among a national sample of 1,008 adults 18 years of age or older living in the continental United States (606 respondents were interviewed on a landline telephone, and 402 were interviewed on a cell phone, including 180 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. For detailed information about our survey methodology, see: <http://people-press.org/methodology/>.

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 also is 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:

Group	Sample Size	Plus or minus ...
Total sample	1,008	3.6 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
September 7-9, 2012 OMNIBUS
FINAL TOPLINE
N=1,012

PEW.1 PREVIOUSLY RELEASED**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>	(VOL.) <u>DK/Ref</u>
a. Reports about the condition of the U.S. economy					
September 7-9, 2012	36	31	17	15	2
August 31-September 3, 2012	33	31	20	16	1
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

PEW.3 CONTINUED...

	<u>Very closely</u>	<u>Fairly closely</u>	<u>Not too closely</u>	<u>Not at all closely</u>	(VOL.) DK/Ref
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:](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. The current situation and events in

Afghanistan					
September 7-9, 2012	18	27	29	25	1
TRENDS FOR COMPARISON:					
May 3-6, 2012: <i>President Obama's trip to Afghanistan</i>	19	24	23	33	1
April 19-22, 2012: <i>Photos of American soldiers posing with body parts of dead Afghan insurgents</i>	14	22	27	35	1
March 22-25, 2012: <i>Reports about a soldier accused of killing at least 16 civilians in Afghanistan</i> ¹	28	31	21	19	1
March 15-18, 2012: <i>The current situation and events in Afghanistan</i>	27	33	21	18	1
March 1-4, 2012	22	29	25	24	1

¹ The phrase "at least" was added before "16 civilians" on Friday, March 23, 2012, when it became clear the soldier may have killed more Afghans.

PEW.3 CONTINUED...

	<u>Very closely</u>	<u>Fairly closely</u>	<u>Not too closely</u>	<u>Not at all closely</u>	(VOL.) <u>DK/Ref</u>
February 23-26, 2012: <i>Protests in Afghanistan after NATO personnel burned copies of the Koran</i>	17	22	24	36	1
February 2-5, 2012: <i>The Defense Department announcing its plan to end the U.S. combat mission in Afghanistan</i>	22	31	22	24	1
October 6-9, 2011: <i>The current situation and events in Afghanistan</i>	20	28	25	26	1
September 15-18, 2011: <i>Attacks on the U.S. embassy and NATO's headquarters in Afghanistan</i>	16	24	22	37	1
September 1-4, 2011: <i>The current situation and events in Afghanistan</i>	17	32	26	25	*
August 11-14, 2011: <i>The 30 U.S. troops killed in Afghanistan in a helicopter attack</i>	39	33	13	14	1
June 30-July 3, 2011: <i>The current situation and events in Afghanistan</i>	22	34	24	20	1
June 23-26, 2011: <i>Discussions in Washington about U.S. troop levels in Afghanistan</i>	27	32	20	20	1
June 2-5, 2011: <i>The current situation and events in Afghanistan</i>	20	35	23	21	1
April 1-3, 2011: <i>Deadly protests in Afghanistan after a Florida pastor burned a Koran</i>	15	19	29	36	1
December 16-19, 2010: <i>The Obama administration's review of the Afghanistan war strategy</i>	17	26	25	31	1
December 9-12, 2010: <i>The current situation and events in Afghanistan</i>	24	31	22	22	1
November 18-21, 2010	27	33	21	18	1
October 21-24, 2010	21	34	23	21	1
October 7-10, 2010	21	36	20	22	1
September 30-October 3, 2010	23	37	23	15	1
September 23-26, 2010	29	40	19	11	1
September 9-12, 2010	30	33	20	17	*
September 9-12, 2010: <i>Controversy over a Florida pastor's plan, later cancelled, to burn copies of the Koran on September 11th²</i>	33	25	15	25	1
July 29-August 1, 2010	34	35	22	9	*
July 15-18, 2010	22	33	23	22	*
July 8-11, 2010	23	32	24	20	1
July 1-5, 2010	29	34	23	14	1
June 24-27, 2010: <i>General Stanley McChrystal resigning as head of U.S. forces in Afghanistan after being quoted criticizing President Obama and his Afghanistan strategy</i>	28	31	19	21	1
June 17-20, 2010	21	30	27	22	*
May 20-23, 2010	22	33	25	20	*
April 9-12, 2010	21	29	27	22	1
February 19-22, 2010: <i>The U.S. military effort in Afghanistan</i>	24	36	21	19	*

² On the first night of the field period (September 9) the item was worded: "Plans by a Florida pastor to burn copies of the Koran on September 11th."

PEW.3 CONTINUED...

	<u>Very closely</u>	<u>Fairly closely</u>	<u>Not too closely</u>	<u>Not at all closely</u>	(VOL.) <u>DK/Ref</u>
January 8-11, 2010: <i>Suicide bombing that killed seven Americans at a CIA base in Afghanistan</i>	24	31	27	17	1
December 11-14, 2009: <i>The U.S. military effort in Afghanistan</i>	35	33	18	13	*
December 4-7, 2009: <i>President Obama's decision to send more U.S. troops to Afghanistan</i>	43	33	14	8	1
November 20-23, 2009: <i>The debate over whether to send more troops to Afghanistan</i>	29	31	17	22	1
November 13-16, 2009	29	28	20	22	1
November 6-9, 2009: <i>The U.S. military effort in Afghanistan</i>	22	35	24	18	*
October 30-November 2, 2009	24	32	21	22	*
October 23-26, 2009	32	29	21	18	*
October 16-19, 2009	25	31	20	24	*
September 25-28, 2009: <i>The debate over whether to send more troops to Afghanistan</i>	27	40	17	16	*
September 18-21, 2009: <i>The U.S. military effort in Afghanistan</i>	26	33	25	16	*
September 11-14, 2009	25	35	22	18	1
September 3-6, 2009	23	33	23	21	0
August 7-10, 2009	24	32	23	21	1
May 15-18, 2009: <i>Barack Obama's decision to block the release of photos showing abuse of detainees in Iraq and Afghanistan</i>	25	30	21	24	1
March 20-23, 2009: <i>The U.S. military effort in Afghanistan</i>	24	32	22	22	*
February 20-23, 2009: <i>The Obama administration's decision to send 17,000 additional U.S. troops to Afghanistan</i>	27	29	24	19	1
January 30-February 2, 2009: <i>The U.S. military effort in Afghanistan</i>	26	34	24	16	*
January 2-4, 2009	22	33	23	21	1
October 24-27, 2008	28	32	22	17	1
October 10-13, 2008: <i>The military effort in Afghanistan against Taliban fighters</i>	19	34	29	18	*
September 12-15, 2008	21	34	25	19	1
August 29-31, 2008	18	27	32	23	*
July 18-21, 2008: <i>The military effort in Afghanistan against Taliban fighters</i>	27	33	24	16	*
July 11-14, 2008	19	28	29	23	1
July 3-7, 2008	19	28	32	21	*
June 20-23, 2008	20	30	30	20	*
March 2-5, 2007: <i>A bombing in Afghanistan near where Vice President Cheney was staying</i>	19	33	26	21	1
June, 2005: <i>Newsweek's retraction of a story about flushing the Koran down a toilet as part of prisoner interrogation</i>	20	29	21	29	1
Late July, 2002: <i>The U.S. military effort in Afghanistan</i>	41	38	13	7	1
June, 2002	38	32	20	9	1
April, 2002	39	39	13	8	1
Early April, 2002	45	37	12	5	1
February, 2002	47	39	8	5	1
January, 2002	51	35	9	4	1

PEW.3 CONTINUED...

	<u>Very closely</u>	<u>Fairly closely</u>	<u>Not too closely</u>	<u>Not at all closely</u>	(VOL.) DK/Ref
December, 2001	44	38	12	5	1
Mid-November, 2001	49	36	11	3	1
Early November, 2001	45	36	12	6	1
Mid-October, 2001	51	35	10	3	1
c. News about candidates for the 2012 presidential election					
September 7-9, 2012	31	31	18	19	1
August 31-September 3, 2012	29	29	20	20	1
August 23-26, 2012	27	31	19	22	1
August 16-19, 2012	32	27	19	22	1
August 9-12, 2012	27	27	21	24	1
August 2-5, 2012	31	25	19	23	1
July 26-29, 2012	25	28	21	25	1
July 19-22, 2012	35	22	17	25	1
July 12-15, 2012	33	24	20	23	*
July 5-8, 2012	29	26	20	25	*
June 28-July 1, 2012	32	24	19	25	*
June 21-24, 2012	27	30	17	25	1
June 14-17, 2012	31	30	15	24	*
June 7-10, 2012	30	29	16	25	1
May 31-June 3, 2012	29	28	19	23	1
May 24-27, 2012	32	28	16	24	1
May 17-20, 2012	31	26	19	23	*
May 10-13, 2012	34	23	18	24	*
May 3-6, 2012	29	27	19	24	*
April 26-29, 2012	29	29	18	23	1
April 19-22, 2012	29	29	20	20	1
April 12-15, 2012	32	28	16	23	1
April 5-8, 2012	31	27	18	23	*
March 29-April 1, 2012	23	29	21	27	*
March 22-25, 2012	28	28	18	25	1
March 15-18, 2012	28	31	17	24	*
March 8-11, 2012	28	27	21	23	*
March 1-4, 2012	31	24	20	24	1
February 23-26, 2012	28	29	18	24	1
February 16-20, 2012	25	29	19	25	2
February 9-12, 2012	35	25	18	20	1
February 2-5, 2012	30	27	20	21	1
January 26-29, 2012	28	30	21	21	1
January 19-22, 2012	28	30	17	24	*
January 12-15, 2012	29	29	18	23	1
January 5-8, 2012	29	30	16	25	*
December 15-18, 2011	26	24	20	29	1
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

PEW.3 CONTINUED...

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

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

ASK ALL:

PEW.4 How would you describe the presidential election campaign so far – is it **[READ ITEM a. FIRST, THEN RANDOMIZE ITEMS b. THRU d.]**

a.	<u>Interesting</u>	<u>Dull</u>	(VOL.) <u>Neither</u>	(VOL.) <u>DK/Ref</u>
September 7-9, 2012	53	37	5	6
June 21-24, 2012	34	56	4	5
March 22-25, 2012	38	52	4	7
January 12-15, 2012	36	55	3	5
October 20-23, 2011	35	51	4	10
October 10-13, 2008	71	25	3	1
September 12-15, 2008	68	26	5	1
April 18-21, 2008	59	35	5	1
February 15-18, 2008	70	25	4	1
October 12-15, 2007	37	55	5	3
April, 2007	34	52	6	8
Mid-October, 2004 (RV)	66	28	5	1
Early September, 2004 (RV)	50	42	6	2
June, 2004	33	57	4	6
June, 2000	28	65	4	3
July, 1996	21	73	3	3

b.	<u>Too negative</u>	<u>Not too negative</u>	(VOL.) <u>Neither</u>	(VOL.) <u>DK/Ref</u>
September 7-9, 2012	51	39	3	6
June 21-24, 2012	53	37	3	8
March 22-25, 2012	52	34	3	11
January 12-15, 2012	50	41	1	7
October 20-23, 2011	44	41	4	11
October 10-13, 2008	55	41	3	1
September 12-15, 2008	43	51	4	2
April 18-21, 2008	50	44	4	2
February 15-18, 2008	28	66	3	3
Mid-October, 2004 (RV)	57	38	3	2
Early September, 2004 (RV)	62	32	1	5

PEW.4 CONTINUED...

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

PEW.5-PEW.10 PREVIOUSLY RELEASED

PEW RESEARCH CENTER
August 31-September 3, 2012 OMNIBUS
FINAL TOPLINE
N=1,008

PEW.1 AND PEWWP.1 PREVIOUSLY RELEASED

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>	(VOL.) <u>DK/Ref</u>
a. Reports about the condition of the U.S. economy August 31-September 3, 2012	33	31	20	16	1
b. Hurricane Isaac August 31-September 3, 2012	31	36	18	13	2
c. News about candidates for the 2012 presidential election August 31-September 3, 2012	29	29	20	20	1

NO QUESTION PEW.4

PEW.5-PEW.7 PREVIOUSLY RELEASED