



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

*NEWS Release*  
1615 L Street, N.W., Suite 700  
Washington, D.C. 20036  
Tel (202) 419-4350  
Fax (202) 419-4399

FOR RELEASE: SUNDAY, APRIL 15, 2007, 4:00 PM

**What Americans Know: 1989-2007**

**PUBLIC KNOWLEDGE OF CURRENT AFFAIRS LITTLE CHANGED BY NEWS  
AND INFORMATION REVOLUTIONS**

*FOR FURTHER INFORMATION CONTACT:*

Andrew Kohut, Director  
Richard Morin, Senior Editor  
Scott Keeter, Director of Survey Research  
Pew Research Center for The People & The Press  
202/419-4350  
<http://www.people-press.org>

## What Americans Know: 1989-2007

### **PUBLIC KNOWLEDGE OF CURRENT AFFAIRS LITTLE CHANGED BY NEWS AND INFORMATION REVOLUTIONS**

Since the late 1980s, the emergence of 24-hour cable news as a dominant news source and the explosive growth of the internet have led to major changes in the American public's news habits. But a new nationwide survey finds that the coaxial and digital revolutions and attendant changes in news audience behaviors have had little impact on how much Americans know about national and international affairs.

On average, today's citizens are about as able to name their leaders, and are about as aware of major news events, as was the public nearly 20 years ago. The new survey includes nine questions that are either identical or roughly comparable to questions asked in the late 1980s and early 1990s. In 2007, somewhat fewer were able to name their governor, the vice president, and the president of Russia, but more respondents than in the earlier era gave correct answers to questions pertaining to national politics.

In 1989, for example, 74% could come up with Dan Quayle's name when asked who the vice president is. Today, somewhat fewer (69%) are able to recall Dick Cheney. However, more Americans now know that the chief justice of the Supreme Court is generally considered a conservative and that Democrats control Congress than knew these things in 1989. Some of the largest knowledge differences between the two time periods may reflect differences in the amount of press coverage of a particular issue or public figure at the time the surveys were taken. But taken as a whole the findings suggest little change in overall levels of public knowledge.

Political Knowledge - Then and Now			
	1989	2007	Diff
<i>Percent who could name...</i>	%	%	
The current vice president	74	69	-5
Their state's governor	74	66	-8
The president of Russia*	47	36	-11
<i>Percent who know...</i>			
America has a trade deficit	81	68	-13
The party controlling the House	68	76	+8
The Chief Justice is conservative	30	37	+7
<i>Percent who could identify</i>			
Tom Foley/Nancy Pelosi	14	49	+35
Richard Cheney/ Robert Gates	13	21	+8
John Poindexter/Scooter Libby^	60	29	-31

\*President of Russia trend from February 1994  
^John Poindexter trend from April 1990 at the conclusion of his trial for involvement in the Iran-Contra affair while in the Reagan administration from 1985-1986.

The survey provides further evidence that changing news formats are not having a great deal of impact on how much the public knows about national and international affairs. The polling does find the expected correlation between how much citizens know and how avidly they watch, read, or listen to news reports. The most knowledgeable third of the public is four times

more likely than the least knowledgeable third to say they enjoy keeping up with the news “a lot.”

There are substantial differences in the knowledge levels of the audiences for different news outlets. However, there is no clear connection between news *formats* and what audiences know. Well-informed audiences come from cable (Daily Show/Colbert Report, O’Reilly Factor), the internet (especially major newspaper websites), broadcast TV (NewsHour with Jim Lehrer) and radio (NPR, Rush Limbaugh’s program). The less informed audiences also frequent a mix of formats: broadcast television (network morning news shows, local news), cable (Fox News Channel), and the internet (online blogs where people discuss news events).

Aside from news media use, demographic characteristics, especially education, continue to be strongly associated with how much Americans know about the larger world. However, despite the fact that education levels have risen dramatically over the past 20 years, public knowledge has not increased accordingly.

	<i>Knowledge level</i>		
	<u>High</u> %	<u>Mod</u> %	<u>Low</u> %
Nationwide	35	31	34=100
<i>Among the regular audience of...</i>			
Daily Show/Colbert Report	54	25	21=100
Major newspaper websites	54	26	20=100
NewsHour with Jim Lehrer	53	19	28=100
O’Reilly Factor	51	32	17=100
National Public Radio	51	27	22=100
Rush Limbaugh’s radio show	50	29	21=100
News magazines	48	27	25=100
TV news websites	44	33	23=100
Daily newspaper	43	31	26=100
CNN	41	30	29=100
News from Google, Yahoo, etc.	41	35	24=100
Network evening news	38	33	29=100
Online news discussion blogs	37	26	37=100
Local TV news	35	33	32=100
Fox News Channel	35	30	35=100
Network morning shows	34	36	30=100
<u>How to read this table:</u> Nationwide, 35% of Americans score in the high knowledge category (answering at least 15 of 23 questions correctly.) Among regular viewers of the Daily Show and Colbert Report, 54% scored in the high knowledge category.			

These are the principal findings of an in-depth Pew Research Center survey that interviewed a representative national sample of 1,502 adults between Feb.1-13, 2007. Respondents were asked to identify public figures who had recently been in the news. They also were asked questions that measured how much they knew about important and widely covered news events. Awareness of public figures varied widely.

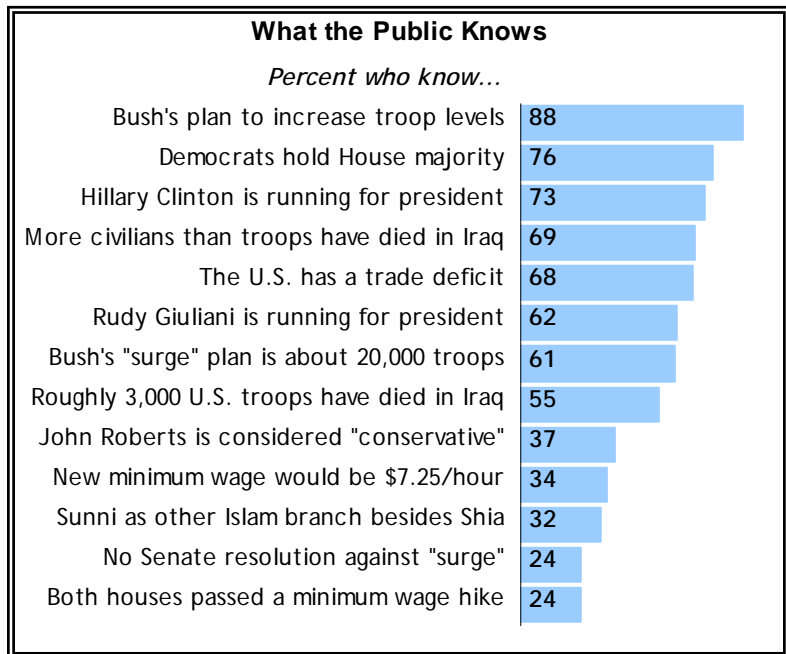
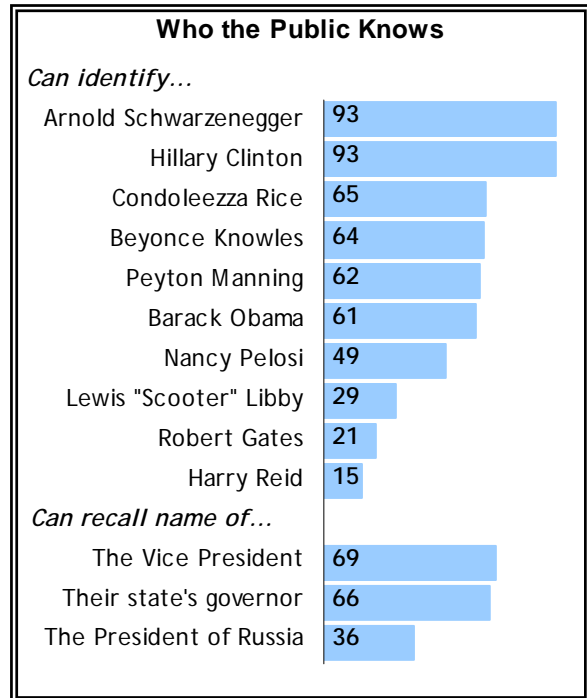
More than nine-in-ten Americans (93%) could identify Arnold Schwarzenegger as the California governor or a former action-movie star – both responses were counted as correct in the scoring. An equally large proportion of the public identified Hillary Clinton as a U.S. senator, a former first lady, a Democratic leader, or a candidate for president. Clear majorities can also correctly identify Secretary of State Condoleezza Rice (65%) and Sen. Barack Obama (61%). House Speaker Nancy Pelosi is recognized by about half of the public (49%).

Other prominent national figures and world leaders are not as well known. When asked to name the president of Russia, just 36% recalled Vladimir Putin. Only about three-in-ten (29%) could correctly identify former White House aide Scooter Libby; the survey was conducted during Libby's trial – but before his conviction – on perjury and obstruction of justice charges.

Public knowledge of news events also varies widely. Nearly nine-in-ten (88%) knew that as part of his revised Iraq strategy, President Bush planned to increase U.S. military forces in the country. But only one-in-four Americans (24%) are aware that both houses of Congress passed legislation to increase the minimum wage and 34% knew that Congress voted to raise the minimum wage to \$7.25 an hour.

Distinct patterns emerge when these results are analyzed by key demographic groups. Education proves to be the single best predictor of knowledge. Holding all other factors equal, levels of knowledge rise with each additional year of formal schooling. At the extremes, these educational differences are dramatic: People with postgraduate degrees answer, on average, about 17 of the 23 questions correctly, while those who did not finish high school average only about eight correct answers.

Other demographic differences are also striking. Men, on average, knew more than women, all other factors being equal. Older Americans – particularly those 50 years old or older



– did better than younger people. Whites scored better than blacks, while more affluent Americans knew more than those with lower household incomes.

As part of the Pew Knowledge Project, people are invited to test their own news IQ by taking an interactive knowledge quiz now available on the Pew Research Center website. The short quiz includes versions of the some of the same questions that were included in the national poll. Participants will instantly learn how they did on the quiz in comparison with the general public as well as with people like them. To take the quiz, click on this link:

<http://pewresearch.org/newsiq/>

### Grading the Public

To measure overall knowledge levels, a core group of 23 of the 26 questions was used to form a knowledge index. Each correct answer counted as one point, producing a scale that ranges from zero – no correct answers – to 23, a perfect score. Each respondent received a score based on the number of questions he or she answered correctly.<sup>1</sup>

Eight people out of the 1,502 respondents answered all 23 questions correctly. At the other end of the spectrum, five people failed to answer a single question correctly. The average respondent got about 12 of the 23 questions right, or slightly more than half. 10 percent answered 20 or more questions accurately – and 5% got more than 20 questions wrong or said they did not know the answer.

Final Exam: How Americans Scored on the Pew Knowledge Quiz	
<i>Correctly answered at least*...</i>	%
20 questions	10
15 questions	35
12 questions	52
10 questions	66
7 questions	83
5 questions	92
1 question	99

\*Out of 23 core questions. A total of 26 knowledge questions were asked, including three that did not directly test knowledge of political or world affairs.

Using a common school grading scale in which 90% correct is the minimum necessary to receive an A, 80% for a B, 70% for a C, 60% for a D and less than 60% is a failing grade, Americans did not fare too well. Fully half would have failed, while only about one-in-six would have earned an A or B. While such a scale is useful in the classroom, it may be a poor way to judge whether people are sufficiently informed. Opinions vary about what people “should” know about news events, and a different mix of questions could easily have produced very different results.

---

<sup>1</sup> Three questions were excluded from the scoring because they did not measure knowledge of political or world affairs. These questions included one that asked respondents to identify singer and actress Beyonce Knowles and a similar question about professional football star Peyton Manning. Responses to a third question about the roots of the conflict in Iraq did not correlate with knowledge about politics, current events or international affairs, and as a result this question was dropped from the scale.

In fact, an experiment conducted in conjunction with this survey suggests that when people are given a “multiple-choice” version of key questions, the proportion who selected the correct response increased, sometimes dramatically.

For example, only 36% were able to volunteer Putin’s name when asked in the February poll, “Who is the president of Russia?” But 60% correctly selected Putin when the question was asked this way in the test survey: “Can you tell me who is the president of Russia? Is it Boris Yeltsin, Vladimir Putin, Mikhail Gorbachev, or is it someone else?” Similarly, only 21% correctly answered that Robert Gates is the secretary of defense in the February survey, compared with 37% who did so when asked to choose whether Gates was the defense secretary, a senator from Michigan, the chairman of General Motors or held another job.

On other questions, the differences attributable to alternative formats were less dramatic. About three-in-four (76%) were able to volunteer unaided that the Democrats controlled the House of Representatives. When on the test respondents were asked which political party controlled the House, followed by the prompt: “Is it the Democratic Party or the Republican Party,” 82% answered correctly, a six-percentage point increase.

The results do not suggest possible explanations for the differences. Some of the gap may be explained by lucky guessing on the part of people who heard the correct choice along with some incorrect alternatives. Or perhaps asking people to volunteer an answer causes some to grow anxious and momentarily forget the right answer, or simply to say they do not know in order to hurry the interview along.

Recall Versus Recognition	
Open-Ended Question	
<i>Can you tell me the name of the president of Russia?</i>	
Yes, Vladimir Putin	36
Yes, other incorrect	3
No, don't know	<u>61</u>
	100
Multiple Choice Question	
<i>Who is the President of Russia? Is it... (read names)</i>	
(A) Vladimir Putin	60
(B) Boris Yeltsin	7
(C) Mikhail Gorbachev	7
(D) or is it someone else	8
Don't know (Vol.)	<u>18</u>
	100
Open-Ended Question	
<i>Can you tell me who Robert Gates is?</i>	
Yes, Secretary of Defense	21
Yes, other incorrect	16
No, don't know	<u>63</u>
	100
Multiple Choice Question	
<i>Is Robert Gates... (read options)</i>	
(A) The U.S. Secretary of Defense	37
(B) A senator from Michigan	5
(C) The chairman of General Motors	3
(D) or is he someone else	24
Don't know (Vol.)	<u>31</u>
	100
<p>In multiple-choice versions the order of the first three choices are randomized. Multiple choice versions were asked on a separate survey for comparison purposes, and are not included in the overall knowledge scale.</p>	

## Demographic Differences in What Americans Know

To compare knowledge levels between demographic groups, the sample was divided into roughly equal thirds on the basis of how many of the 23 questions they answered correctly. About 35% of the sample answered 15 or more correct out of 23 core questions. For purposes of this analysis, they were classified as the “High” knowledge group. About 31% answered 10 to 14 questions correctly, and they were classified as having “Medium” levels of knowledge. Those who got nine or fewer questions right were assigned to the “Low” knowledge group.

Using this yardstick, differences in knowledge levels among core demographic groups stand out in sharp relief. More than six-in-ten college graduates (63%) fall into the high knowledge group, compared with 20% of those with a high school education or less – among the largest disparities observed in the survey. At the other end of the scale, half of those who had no more than a high school diploma (49%) are in the low knowledge group while only about one-in-ten college graduates (11%) fare as poorly.

Traditionally, men are more likely than women to say they closely follow politics and international affairs, and the results of the knowledge survey appear to reflect this divide. Nearly half of all men (45%) score in the top third, compared with 25% of women. Among those at the bottom third of the scale, women (42%) outnumber men (26%). Whites are more likely to be represented in the top group, while a larger proportion of blacks than whites (44% vs. 31%) fall into the low-knowledge group.

Dramatic differences emerge when the results are broken down by age. Young people know the least: Only 15% percent of 18-29 year-olds are among the most informed third of the public, compared with 43% of those ages 65 and older. But it is not these oldest respondents who know the most. Instead, it is people in the age group younger than them – those ages 50-64 – who are slightly more likely to finish among the third of the sample who know the most (47% vs. 43%) and less likely to be represented among those who know the least (22% vs. 28%). This

	<i>Knowledge Level</i>		
	<u>High</u>	<u>Medium</u>	<u>Low</u>
	%	%	%
Total	35	31	34=100
High school or less	20	31	49
Some college	34	35	31
College graduate	63	26	11
Men	45	29	26
Women	25	33	42
18-29	15	29	56
30-49	35	32	33
50-64	47	31	22
65+	43	29	28
White	37	32	31
Black	24	32	44
Less than \$20,000	14	26	60
\$20,000-\$29,999	19	36	45
\$30,000-\$49,999	35	34	31
\$50,000-\$74,999	39	33	28
\$75,000-\$99,999	46	35	19
\$100,000+	55	29	16
Republicans	36	38	26
Democrats	37	32	31
Independents	38	26	36
Northeast	39	34	27
South	32	29	39
Midwest	34	34	32
West	37	28	35

\* Those who correctly answered 15 or more questions out of 23 were classified as having a “High” level of knowledge. Those who correctly answered ten to 14 questions were classified as “Medium” while those who correctly answered nine or fewer were classified as having “Low” levels of knowledge about politics and news events.

difference likely is caused by the very different life circumstances of the two oldest age groups. Many of those 65 and older are retired from work, and health problems as well as lifestyle changes can disproportionately work to diminish the interest or ability of some in this generation to keep up with the news.

More affluent Americans also are disproportionately represented in the high-knowledge group, a difference that held even after level of schooling, age, gender and race were taken into consideration in the analysis. A clear majority (55%) of those with household incomes of \$100,000 or more are among the third of the sample that knew the most, compared with just 14% of those with household incomes of \$20,000 or less.

Republicans and Democrats are equally likely to be represented in the high-knowledge group. But significantly fewer Republicans (26%) than Democrats (31%) fall into the third of the public that knows the least.

The survey also suggests that people who know more about politics and world events also tend to correctly identify popular celebrities. For example, nearly eight-in-ten respondents (78%) in the high-knowledge group could identify football star Peyton Manning, compared with 45% of those in the low-knowledge group. Similarly, those conversant with politics and world affairs also are more likely to correctly describe singer and actress Beyonce Knowles. While based on only two questions, these findings do suggest that more informed people may know a bit about a wide variety of subjects, including pop culture.

Informed About Current Events - Also Sports & Pop Music			
<i>Could identify</i>	<i>Knowledge Level</i>		
	<i>High</i>	<i>Med</i>	<i>Low</i>
<i>Peyton Manning</i>	%	%	%
Yes	78	62	45
No	<u>22</u>	<u>38</u>	<u>55</u>
	100	100	100
<i>Could identify</i>			
<i>Beyonce Knowles</i>			
Yes	73	64	54
No	<u>27</u>	<u>36</u>	<u>46</u>
	100	100	100

### Knowledge Domains

Knowledgeable people tend to know things about both politics and foreign affairs while less informed Americans tended to know little about either subject, the survey found. For example, nine-in-ten of those who could name Vladimir Putin as the president of Russia also could identify Barack Obama. Similarly, nine-in-10 of those who didn't know the Illinois senator also couldn't correctly name the Russian leader.

Some demographic groups also did comparatively better on questions that broadly resonated with group members. For example, the survey found that blacks generally lagged behind whites in terms of their overall political knowledge. But African Americans had no trouble recognizing either Rice or Obama: 70% of all blacks and 66% of whites could identify Rice, and both races did about equally well identifying the Illinois senator. Other results suggest



that women were somewhat more likely to know more about domestic politics than they did about international affairs, while men were more likely to know about as much on both subjects.

But overall, there was a close correlation between what people knew about domestic politics and foreign affairs. Only a handful of Americans – less than 3% of the total sample – were “knowledge specialists” who knew a lot about one subject but comparatively little about the other.

### Knowledge and Political Engagement

More informed Americans enjoy keeping up with the news, believe they have a personal stake in what goes on in Washington, and are significantly more likely to be registered to vote than people who know less, the survey found.

Among those in the third of the sample who know the most, the overwhelming majority (90%) are registered to vote compared with about half (53%) of the least knowledgeable Americans. The knowledgeable public also is more likely to see issues debated in Washington as having a direct impact on their lives (73% vs. 59%).

Rather than being a burden, the survey suggests these informed Americans like keeping up with what’s going on in the news. About seven-in-ten (69%) in the high-knowledge group say they enjoy keeping up with the news “a lot,” compared with only 16% of the least informed.

	<i>Knowledge level</i>		
	<u>High</u> %	<u>Med</u> %	<u>Low</u> %
<i>Registered to vote</i>			
Yes	90	77	53
No/DK	<u>10</u>	<u>23</u>	<u>47</u>
	100	100	100
<i>Most issues in Washington don't affect me personally</i>			
Agree	24	23	30
Disagree	73	75	59
Don't know	<u>3</u>	<u>2</u>	<u>11</u>
	100	100	100
<i>Enjoy keeping up with the news...</i>			
A lot	69	33	16
Some	25	45	32
Not much	4	15	32
Not at all	1	6	18
Don't know	<u>1</u>	<u>1</u>	<u>2</u>
	100	100	100

## Political Knowledge Over Time

The public's ability to recall the names of leading political figures has not changed substantially since 1989. In the current survey, 69% correctly named Dick Cheney as the vice president. In May 1989, slightly more (74%) were able to name Dan Quayle as vice president. Somewhat fewer people could name their state's governor now than did so in 1989, but again the differences are not dramatic (66% now, 74% then).

In terms of knowledge of politics and current events, significantly fewer people now know that the U.S. buys more goods from abroad than it sells than did so in 1989 (68% now vs. 81% then). But the political climate for this issue also has changed considerably. During the late 1980s, the U.S. trade deficit – especially trade tensions with Japan – drew much greater attention from the press and politicians than they do today.

On the other hand, there are subjects about which the public is better informed now than it was in 1989. Roughly three-quarters of Americans (76%) know that the Democrats have a majority in the House of Representatives, compared with 68% in 1989. The extensive press coverage of both the Democrats' victory last fall and the new Congress may be factors in the relatively high level of public awareness of this fact. In June 1995, a few months after Republicans won control of Congress, 73% knew that the GOP had a majority in the House – the second-highest percentage correctly answering this question since 1989.

In addition, 37% know that Chief Justice John Roberts is generally considered a conservative, rather than a moderate or liberal. Somewhat fewer were aware of former Chief Justice William Rehnquist's ideological background in 1989; 30% knew he was a conservative. In both cases, however, substantial numbers were unable to offer a response about the chief justice's ideology – 50% in 1989, 48% currently.

Changes in Knowledge Levels: 1989 to 2007			
<i>Know about</i>	<u>1989</u>	<u>2007</u>	<u>Change</u>
<i>trade deficit</i>	%	%	
Total	81	68	-13
Men	91	76	-15
Women	73	61	-12
H.S. or less	76	58	-18
Some college	92	74	-18
College grads	91	82	-9
18-29	76	63	-13
30-49	85	71	-14
50-64	86	76	-10
65+	76	60	-16
<i>Know party with</i>			
<i>House majority</i>	<u>1989</u>	<u>2007</u>	<u>Change</u>
Total	68	76	+8
Men	73	81	+8
Women	64	71	+7
H.S. or less	63	65	+2
Some college	67	79	+12
College grads	90	93	+3
18-29	47	61	+14
30-49	73	77	+4
50-64	75	86	+11
65+	76	78	+2
<i>Know Chief Justice</i>			
<i>is a conservative</i>	<u>1989</u>	<u>2007</u>	<u>Change</u>
Total	30	37	+7
Men	37	41	+4
Women	24	33	+9
H.S. or less	20	23	+3
Some college	38	38	0
College grads	60	61	+1
18-29	36	29	-7
30-49	29	39	+10
50-64	25	41	+16
65+	31	35	+4

Differences in news environment also are apparent in other comparisons. In early February, 29% of the public could correctly identify Lewis “Scooter” Libby, who was then facing trial for lying to federal investigators probing the unauthorized release of CIA agent Valerie Plame’s name to the news media. In April, 1990, 60% of the public could identify former White House aide John Poindexter, who was then on trial for his involvement in the Iran-contra scandal, a much higher-profile, longer running and widely covered investigation than the Plame leak probe.

But a deeper analysis of the five identical questions asked in both 1989 and 2007 reveals a surprising pattern: Americans didn’t do as well in 2007 compared with how similarly-educated Americans performed in 1989. Across the board, scores declined significantly among college graduates, those with some college as well as for those with a high school education or less.

For example, 74% of those with college degrees answered at least four questions correctly this year, compared with 80% in 1989. A similar pattern emerged among those who had attended college for at least a year but did not graduate: 51% in 2007 but 59% in 1989 got at least four questions right. Among those with no more than a high school diploma, the proportion getting four or five answers right declined 11 percentage points to 30%.

<b>High School Educated People Know Less, But So Do College Grads</b>			
	<u>1989</u>	<u>2007</u>	<u>Change</u>
	%	%	%
Total with 4 or 5 correct	51	47	-4
High school or less	41	30	-11
Some college	59	51	-8
College graduate	80	74	-6

Table shows percentage of respondents who correctly answered 4 or 5 out of 5 questions in each year.

What keeps the overall knowledge scores from declining is that college grads still know more than less well-educated Americans – even if they know less in absolute terms than college grads in the past – and there are proportionally more of them now than there were 18 years ago. Currently about 27% of the public are college graduates, compared with 17% in 1989. At the same time, there are fewer people who have only a high school education (50% now compared with 60% in 1989). Education still leads to increased knowledge about prominent people and events in the news – but it does not confer as much of an advantage now as it did in 1989.

## News and Knowledge

People inevitably must learn most of what they know about current events and political figures from the news media, since few have any direct way to obtain this information. Not surprisingly, people who say they regularly watch, read, or listen to the news know more than those who don't. And people who use more news sources know more than those who use fewer sources. The differences are dramatic. Nearly three quarters (73%) of those who say they don't get news regularly from any news source fell into the low knowledge group – correctly answering an average of only six out of the 23 questions in the quiz. By contrast, about half of those who regularly use at least seven sources score in the high knowledge group – getting an average of 18 questions correct.

The poll's respondents were asked if they regularly watched, read, or listened to each of 16 different sources.<sup>2</sup> Nearly everyone (94%) said they regularly get news from at least one of the news sources listed, and the average number of sources regularly used was between four and five (4.6). The audience size ranged widely. Local media garnered the largest regular audiences, with majorities reporting that they regularly watched local television news (71%) and read a daily newspaper (54%). Other television sources were also popular, with somewhat fewer than half watching network evening news (46%), the Fox News Channel (43%), and CNN (39%). About one third of respondents (34%) said they regularly watched the major network morning news shows.

Regular News Sources	
	Percent who regularly <u>watch/read/listen</u>
Local TV news	71
Local daily newspaper	54
Network evening news	46
Fox News Channel	43
CNN	39
Network morning shows	34
National Public Radio	28
News from Google, Yahoo, etc.	25
News magazines	23
TV news websites	22
O'Reilly Factor	17
Daily Show, Colbert Report	16
NewsHour with Jim Lehrer	14
Major newspaper websites	12
Online news discussion blogs	11
Rush Limbaugh's radio show	8

Three more specialized television sources attracted smaller audiences. Fewer than one-in-five said they regularly watch "The O'Reilly Factor" with Bill O'Reilly (17%), comedy news shows like the Daily Show and the Colbert Report (16%), or the NewsHour with Jim Lehrer (14%).

Nearly four-in-ten people (37%) regularly use at least one type of internet news source, either the news pages of major search engines such as Google or Yahoo (25%), the websites of the television news organizations (22%), or the websites of major national newspapers such as

---

<sup>2</sup> This question ("regularly or not") produces somewhat higher audience estimates than are found in Pew's biennial media consumption survey, which offers respondents the choice of "regularly, sometimes, hardly ever, or never." For example, last year's survey found 22% saying they were regular viewers of CNN; in the current survey, 39% did so. Similar differences are found for most of the sources tested.

the *New York Times* or USA Today (12%). Additionally, about one-in-ten (11%) read online blogs where people discuss events in the news.

Two radio sources were included in the list: 28% said they regularly listen to news from National Public Radio, and 8% are regular listeners to Rush Limbaugh’s radio show.

### Profile of Audiences

But not all news sources are created equal. The audiences for different sources vary greatly in how much they know about what’s going on, a consequence both of the kinds of people who rely on each type of medium and how much they may learn from specific sources.

Internet news sources, National Public Radio, news magazines, and Rush Limbaugh’s radio show have the best educated audiences, with each of these having at least 36% of their regular readers and listeners having graduated from college. The internet sources along with the comedy news shows attract younger-than-average audiences, though many older Americans regularly get news from these sources as well. The audience for the morning network news shows is disproportionately female (61%), while Limbaugh’s audience is heavily male (65%). A greater than average number of men are found in the audiences for the major newspaper websites (59%), for comedy news, The O’Reilly Factor, news magazines (54% each), and the TV news websites (53% male).

Conservatives and Republicans are especially attracted to Limbaugh, while more Democrats are found among the audiences for the NewsHour, the comedy news shows, news magazines, and the websites of major newspapers.

Audience Profiles*			
	Percent who are...		
	College grads	Age 18-29	Male
	%	%	%
Nationwide	27	21	48
<i>The regular audience of..</i>			
Daily Show/Colbert Report	31	26	54
Major newspaper websites	43	30	59
NewsHour with Jim Lehrer	32	14	49
O’Reilly Factor	24	16	54
Rush Limbaugh’s radio show	36	12	65
National Public Radio	40	17	51
News magazines	36	20	54
TV news websites	36	26	53
Local daily newspaper	30	15	49
News from Google, Yahoo, etc.	36	28	51
CNN	30	20	48
Network evening news	26	15	45
Online news discussion blogs	26	26	48
Fox News Channel	22	21	49
Local TV news	26	18	48
Network morning shows	25	21	39

\* Entries show the percentage of regular viewers, readers or listeners of each outlet who are college graduates, who are under age 30, and who are male.

## Which Audiences Know the Most?

Attention to the news is strongly associated with knowledge levels, but some news audiences know considerably more than others. Overall, 35% of the public was classified as having a high level of knowledge – on average, 18 correct answers out of the 23 total questions. Half or more of the audiences for six media sources scored this high: the comedy news shows and major newspaper websites (54% in the high knowledge group), the NewsHour (53%), National Public Radio (51%) and Rush Limbaugh’s radio show (50%). Regular readers of news magazines were not far behind (48%).

By contrast, the regular audiences for many other sources scored no higher than the sample average. The audiences for morning news (34% high knowledge), local TV news (35%), Fox News Channel (35%), blogs (37%), and the network evening news (38%) were not

	High knowledge group*	-----Selected knowledge items----			
	%	Name Sunnis	Identify Libby	Identify Putin	US deaths in Iraq
	%	%	%	%	%
Nationwide	35	32	29	36	55
<i>The audience of...</i>					
Daily Show/Colbert Report	54	50	44	52	59
Major newspaper websites	54	52	42	58	64
NewsHour with Jim Lehrer	53	46	45	54	67
O’Reilly Factor	51	43	44	53	64
National Public Radio	51	49	43	51	66
Rush Limbaugh’s radio show	50	40	42	52	70
News magazines	48	44	41	49	60
TV news websites	44	47	35	47	60
Local daily newspaper	43	36	35	43	60
News from Google, Yahoo, etc.	41	44	33	44	60
CNN	41	38	36	41	60
Network evening news	38	31	33	37	61
Online news discussion blogs	37	35	32	36	57
Fox News Channel	35	32	29	38	58
Local TV news	35	30	30	35	57
Network morning shows	34	30	30	35	57

\* Entries show the percentage of regular viewers, readers or listeners of each outlet who fall in the high knowledge group (correctly answered at least 15 of 23 questions about politics & world affairs) and the percent who correctly answered some of the individual questions on the test.

significantly different from the norm for the whole sample (35%). The audiences for CNN, internet news sites such as Google and Yahoo, local newspapers, and TV news organization websites scored slightly higher (41%-44% high knowledge).

This pattern is evident on many of the individual questions in the survey. For example, 32% of the public overall could name the Sunni branch of Islam, but 52% of readers of major newspaper websites could do so, as could 50% of the regular audience for the comedy news shows and 49% of NPR’s regular audience. Similarly, 29% of the general public could identify Lewis “Scooter” Libby, but 45% of the NewsHour audience and 41%-44% of the regular audiences of Bill O’Reilly, comedy news shows, NPR, Rush Limbaugh, the national newspaper websites, and news magazines could do so. On both of these questions, the audiences for morning news, local TV news, Fox News Channel, blogs, and the network evening news either matched or did only slightly better in answering correctly than did the average American.

The fact that a particular news source's audience is very knowledgeable does not mean that people learned all that they know from that source. As noted earlier, some news sources draw especially well-educated audiences who are keenly interested in politics. Because of their education and life experiences, these individuals have more background information and may be better able to retain what they see in the news, regardless of where they see it.

Similarly, the news-hungry public tends to visit many outlets. The audiences for sources such as major TV news websites, the comedy shows, or the O'Reilly Factor tend to be fairly omnivorous in their media consumption – an average of more than seven separate sources for the regular audiences of each of these, compared with the overall average of 4.6 sources. Well-informed people do gravitate to particular places, but they also make use of a much wider range of news sources than do the less informed.

Still, differences in background characteristics and overall news habits do not explain all of the differences in knowledge across news audiences. Even after taking into account their overall news gathering habits and their political and demographic characteristics, the audiences for the comedy shows, The O'Reilly Factor, the web sites of national newspapers, and NPR all have significantly higher knowledge scores than the average.

## **ABOUT THE SURVEY**

Results for this survey are based on telephone interviews conducted under the direction of Princeton Survey Research Associates International among a nationwide sample of 1,502 adults, 18 years of age or older, from February 1-13, 2007. For results based on the total sample, one can say with 95% confidence that the error attributable to sampling is plus or minus 3 percentage points.

Results from a separate survey in which we tested “multiple choice” versions of key questions are based on 1,017 interviews conducted March 9-12, 2007 under the direction of Opinion Research Corporation. The error attributable to sampling is plus or minus 3.5 percentage points (95% confidence) for these questions.

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.

## **ABOUT THE CENTER**

The Pew Research Center for the People & the Press is an independent opinion research group that studies attitudes toward the press, politics and public policy issues. We are sponsored by The Pew Charitable Trusts and are one of seven projects that make up the Pew Research Center, a nonpartisan "fact tank" that provides information on the issues, attitudes and trends shaping America and the world.

The Center's purpose is to serve as a forum for ideas on the media and public policy through public opinion research. In this role it serves as an important information resource for political leaders, journalists, scholars, and public interest organizations. All of our current survey results are made available free of charge.

All of the Center's research and reports are collaborative products based on the input and analysis of the entire Center staff consisting of:

Andrew Kohut, Director  
Scott Keeter, Director of Survey Research  
Carroll Doherty and Michael Dimock, Associate Directors  
Carolyn Funk, Richard Wike and Kim Parker, Senior Researchers  
Nilanthi Samaranyake, Survey and Data Manager  
April Clark, Juliana Menasce Horowitz, Robert Suls, Shawn Neidorf and Daniel Cox, Research Associates  
James Albrightain, Executive Assistant



**PERCENT ANSWERING CORRECTLY**

	Identify Hillary <u>Clinton</u> %	Identify <u>Reid</u> %	Identify <u>Pelosi</u> %	Identify <u>Rice</u> %	Identify <u>Obama</u> %	<u>(N)</u>
<b>TOTAL</b>	93	15	49	65	61	(1502)
<b>SEX</b>						
Male	95	20	55	69	66	(737)
Female	91	10	44	61	56	(765)
<b>RACE</b>						
White	94	16	53	66	62	(1217)
Non-White	92	9	34	61	57	(255)
Black	93	8	35	70	64	(150)
Hispanic*	86	6	27	49	42	(102)
<b>AGE</b>						
18-29	89	6	23	48	37	(209)
30-49	94	12	48	65	63	(510)
50-64	96	18	63	73	71	(402)
65+	92	25	61	74	68	(353)
<b>EDUCATION</b>						
College Grad.	96	27	77	85	85	(514)
Some College	94	14	48	68	60	(366)
High School or Less	91	8	35	52	47	(611)
<b>FAMILY INCOME</b>						
\$100,000+	97	23	66	83	78	(271)
\$75,000-\$100,000	97	16	61	73	78	(181)
\$50,000-\$74,999	96	14	51	68	65	(240)
\$30,000-\$49,999	96	16	49	64	57	(270)
\$20,000-\$29,999	90	8	36	52	48	(130)
<\$20,000	88	6	27	52	42	(187)
<b>PARTY ID</b>						
Republican	94	17	55	69	61	(408)
Democrat	95	14	50	69	69	(514)
Independent	92	16	50	61	58	(428)
<b>Registered Voter</b>						
Yes	95	18	59	72	69	(1186)
No	87	4	22	44	39	(316)

\* The designation Hispanic is unrelated to the white-black categorization.

Continued...

**PERCENT ANSWERING CORRECTLY**

	<u>Identify Schwarzenegger</u> %	<u>Identify Robert Gates</u> %	<u>Identify Libby</u> %	<u>Name Vice Pres.</u> %	<u>Name Russian Pres.</u> %	<u>(N)</u>
<b>TOTAL</b>	93	21	29	69	36	(1502)
<b>SEX</b>						
Male	94	27	35	75	47	(737)
Female	93	15	23	63	26	(765)
<b>RACE</b>						
White	94	21	31	74	40	(1217)
Non-White	90	18	20	51	24	(255)
Black	87	17	22	49	19	(150)
Hispanic*	94	7	11	53	17	(102)
<b>AGE</b>						
18-29	95	9	11	61	18	(209)
30-49	96	19	28	70	35	(510)
50-64	94	28	37	78	48	(402)
65+	85	30	40	63	44	(353)
<b>EDUCATION</b>						
College Grad.	98	36	49	86	59	(514)
Some College	96	19	28	72	33	(366)
High School or Less	89	13	18	58	25	(611)
<b>FAMILY INCOME</b>						
\$100,000+	98	29	41	85	52	(271)
\$75,000-\$100,000	96	26	33	83	50	(181)
\$50,000-\$74,999	97	22	31	74	35	(240)
\$30,000-\$49,999	96	20	34	70	34	(270)
\$20,000-\$29,999	88	11	15	57	21	(130)
<\$20,000	85	12	15	47	19	(187)
<b>PARTY ID</b>						
Republican	98	21	28	79	40	(408)
Democrat	91	23	32	71	35	(514)
Independent	93	20	31	64	38	(428)
<b>Registered Voter</b>						
Yes	95	24	35	76	42	(1186)
No	90	11	12	48	21	(316)

\* The designation Hispanic is unrelated to the white-black categorization.

Continued...

**PERCENT ANSWERING CORRECTLY**

	<u>Name their Governor</u>	<u>Sunni as other Islam branch besides Shi'a</u>	<u>U.S. has trade deficit</u>	<u>Democrats hold House majority</u>	<u>Both houses passed min. wage hike</u>	<u>(N)</u>
	%	%	%	%	%	
<b>TOTAL</b>	66	32	68	76	24	(1502)
<b>SEX</b>						
Male	68	41	76	81	28	(737)
Female	63	24	61	71	21	(765)
<b>RACE</b>						
White	68	35	72	80	24	(1217)
Non-White	56	22	53	64	24	(255)
Black	53	18	48	63	29	(150)
Hispanic*	56	12	47	59	18	(102)
<b>AGE</b>						
18-29	55	26	63	61	24	(209)
30-49	69	30	71	77	22	(510)
50-64	70	39	76	86	28	(402)
65+	66	35	60	78	23	(353)
<b>EDUCATION</b>						
College Grad.	80	55	82	93	31	(514)
Some College	71	33	74	79	21	(366)
High School or Less	55	19	58	65	21	(611)
<b>FAMILY INCOME</b>						
\$100,000+	80	46	79	88	25	(271)
\$75,000-\$100,000	67	43	81	90	27	(181)
\$50,000-\$74,999	69	35	76	82	26	(240)
\$30,000-\$49,999	70	33	73	79	25	(270)
\$20,000-\$29,999	53	18	67	60	22	(130)
<\$20,000	49	18	44	63	23	(187)
<b>PARTY ID</b>						
Republican	73	31	71	83	24	(408)
Democrat	67	31	68	79	27	(514)
Independent	61	39	71	75	22	(428)
<b>Registered Voter</b>						
Yes	72	37	74	83	26	(1186)
No	48	20	54	58	18	(316)

\* The designation Hispanic is unrelated to the white-black categorization.

Continued...

**PERCENT ANSWERING CORRECTLY**

	<u>New min. wage would be \$7.25</u> %	<u>John Roberts considered “conservative”</u> %	<u>Hillary Clinton running for president</u> %	<u>Giuliani running for president</u> %	<u>Roughly 3,000 U.S. Troop deaths in Iraq</u> %	<u>(N)</u>
<b>TOTAL</b>	34	37	73	62	55	(1502)
<b>SEX</b>						
Male	42	41	74	67	62	(737)
Female	27	33	72	57	48	(765)
<b>RACE</b>						
White	36	39	74	66	57	(1217)
Non-White	30	29	72	49	48	(255)
Black	35	28	76	48	52	(150)
Hispanic*	25	29	63	42	41	(102)
<b>AGE</b>						
18-29	30	29	63	49	40	(209)
30-49	35	39	72	63	56	(510)
50-64	38	41	78	72	61	(402)
65+	33	35	79	61	61	(353)
<b>EDUCATION</b>						
College Grad.	43	61	80	82	64	(514)
Some College	34	38	74	69	52	(366)
High School or Less	29	23	69	48	51	(611)
<b>FAMILY INCOME</b>						
\$100,000+	44	53	73	78	64	(271)
\$75,000-\$100,000	42	48	74	75	59	(181)
\$50,000-\$74,999	36	38	75	65	56	(240)
\$30,000-\$49,999	34	37	74	66	59	(270)
\$20,000-\$29,999	32	22	74	50	52	(130)
<\$20,000	24	23	67	37	42	(187)
<b>PARTY ID</b>						
Republican	36	39	72	68	54	(408)
Democrat	37	37	77	61	56	(514)
Independent	32	38	72	62	58	(428)
<b>Registered Voter</b>						
Yes	37	42	76	69	60	(1186)
No	27	21	65	43	42	(316)

\* The designation Hispanic is unrelated to the white-black categorization.

Continued...

## PERCENT ANSWERING CORRECTLY

	More civilians than U.S. troops have <u>died in Iraq</u> %	Bush's "surge" plan is about <u>20,000 troops</u> %	No Senate resolution against <u>"surge"</u> %	<u>(N)</u>
<b>TOTAL</b>	69	61	24	(1502)
<b>SEX</b>				
Male	78	71	28	(737)
Female	61	52	21	(765)
<b>RACE</b>				
White	71	64	24	(1217)
Non-White	62	51	25	(255)
Black	62	50	27	(150)
Hispanic*	58	40	23	(102)
<b>AGE</b>				
18-29	59	46	19	(209)
30-49	73	60	20	(510)
50-64	73	74	30	(402)
65+	69	63	31	(353)
<b>EDUCATION</b>				
College Grad.	87	76	30	(514)
Some College	75	64	24	(366)
High School or Less	57	51	21	(611)
<b>FAMILY INCOME</b>				
\$100,000+	81	69	31	(271)
\$75,000-\$100,000	84	73	27	(181)
\$50,000-\$74,999	74	70	24	(240)
\$30,000-\$49,999	71	66	23	(270)
\$20,000-\$29,999	65	53	24	(130)
<\$20,000	50	40	20	(187)
<b>PARTY ID</b>				
Republican	75	59	24	(408)
Democrat	72	66	26	(514)
Independent	68	62	27	(428)
<b>Registered Voter</b>				
Yes	75	68	27	(1186)
No	53	43	18	(316)

\* The designation Hispanic is unrelated to the white-black categorization.

**PEW RESEARCH CENTER FOR THE PEOPLE AND THE PRESS**  
**NEWS SAVVY PROJECT**  
**FINAL TOPLINE**  
**February 1-13, 2007**  
**N= 1502**

Q.1 All in all, are you satisfied or dissatisfied with the way things are going in this country today?

	<u>Satis- fied</u>	<u>Dis- satisfied</u>	<u>Don't know</u>		<u>Satis- fied</u>	<u>Dis- satisfied</u>	<u>Don't know</u>
February, 2007	30	61	9=100	September, 2000	51	41	8=100
Mid-January, 2007	32	61	7=100	June, 2000	47	45	8=100
Early January, 2007	30	63	7=100	April, 2000	48	43	9=100
December, 2006	28	65	7=100	August, 1999	56	39	5=100
Mid-November, 2006	28	64	8=100	January, 1999	53	41	6=100
Early October, 2006	30	63	7=100	November, 1998	46	44	10=100
July, 2006	30	65	5=100	Late August, 1998	55	41	4=100
May, 2006	29	65	6=100	Early August, 1998	50	44	6=100
March, 2006	32	63	5=100	February, 1998	59	37	4=100
January, 2006	34	61	5=100	January, 1998	46	50	4=100
Late November, 2005	34	59	7=100	September, 1997	45	49	6=100
Early October, 2005	29	65	6=100	August, 1997	49	46	5=100
July, 2005	35	58	7=100	January, 1997	38	58	4=100
Late May, 2005	39	57	4=100	July, 1996	29	67	4=100
February, 2005	38	56	6=100	March, 1996	28	70	2=100
January, 2005	40	54	6=100	October, 1995	23	73	4=100
December, 2004	39	54	7=100	June, 1995	25	73	2=100
Mid-October, 2004	36	58	6=100	April, 1995	23	74	3=100
July, 2004	38	55	7=100	July, 1994	24	73	3=100
May, 2004	33	61	6=100	March, 1994	24	71	5=100
Late February, 2004	39	55	6=100	October, 1993	22	73	5=100
Early January, 2004	45	48	7=100	September, 1993	20	75	5=100
December, 2003	44	47	9=100	May, 1993	22	71	7=100
October, 2003	38	56	6=100	January, 1993	39	50	11=100
August, 2003	40	53	7=100	January, 1992	28	68	4=100
April 8, 2003	50	41	9=100	November, 1991	34	61	5=100
January, 2003	44	50	6=100	Late February, 1991 ( <i>Gallup</i> )	66	31	3=100
November, 2002	41	48	11=100	August, 1990	47	48	5=100
September, 2002	41	55	4=100	May, 1990	41	54	5=100
Late August, 2002	47	44	9=100	January, 1989	45	50	5=100
May, 2002	44	44	12=100	September, 1988 ( <i>RVs</i> )	50	45	5=100
March, 2002	50	40	10=100	May, 1988	41	54	5=100
Late September, 2001	57	34	9=100	January, 1988	39	55	6=100
Early September, 2001	41	53	6=100				
June, 2001	43	52	5=100				
March, 2001	47	45	8=100				
February, 2001	46	43	11=100				
January, 2001	55	41	4=100				
October, 2000 ( <i>RVs</i> )	54	39	7=100				

Q.2 Do you approve or disapprove of the way George W. Bush is handling his job as president? [IF DK ENTER AS DK. IF DEPENDS PROBE ONCE WITH: Overall do you approve or disapprove of the way George W. Bush is handling his job as president? IF STILL DEPENDS ENTER AS DK]

	<u>App-rove</u>	<u>Dis-approve</u>	<u>Don't know</u>		<u>App-rove</u>	<u>Dis-approve</u>	<u>Don't know</u>
February, 2007	33	57	10=100	October, 2003	50	42	8=100
Mid-January, 2007	33	59	8=100	September, 2003	55	36	9=100
Early January, 2007	33	57	10=100	Mid-August, 2003	56	32	12=100
December, 2006	32	57	11=100	Early August, 2003	53	37	10=100
Mid-November, 2006	32	58	10=100	Mid-July, 2003	58	32	10=100
Early October, 2006	37	53	10=100	Early July, 2003	60	29	11=100
September, 2006	37	53	10=100	June, 2003	62	27	11=100
August, 2006	37	54	9=100	May, 2003	65	27	8=100
July, 2006	36	57	7=100	April 10-16, 2003	72	22	6=100
June, 2006	36	54	10=100	April 9, 2003	74	20	6=100
April, 2006	33	56	11=100	April 2-7, 2003	69	25	6=100
Early April, 2006	35	55	10=100	March 28-April 1, 2003	71	23	6=100
March, 2006	33	57	10=100	March 25-27, 2003	70	24	6=100
February, 2006	40	52	8=100	March 20-24, 2003	67	26	7=100
January, 2006	38	54	8=100	March 13-16, 2003	55	34	11=100
December, 2005	38	54	8=100	February, 2003	54	36	10=100
Early November, 2005	36	55	9=100	January, 2003	58	32	10=100
Late October, 2005	40	52	8=100	December, 2002	61	28	11=100
Early October, 2005	38	56	6=100	Late October, 2002	59	29	12=100
September 8-11, 2005	40	52	8=100	Early October, 2002	61	30	9=100
September 6-7, 2005	40	52	8=100	Mid-September, 2002	67	22	11=100
July, 2005	44	48	8=100	Early September, 2002	63	26	11=100
June, 2005	42	49	9=100	Late August, 2002	60	27	13=100
Late May, 2005	42	48	10=100	August, 2002	67	21	12=100
Mid-May, 2005	43	50	7=100	Late July, 2002	65	25	10=100
Late March, 2005	49	46	5=100	July, 2002	67	21	12=100
Mid-March, 2005	45	46	9=100	June, 2002	70	20	10=100
February, 2005	46	47	7=100	April, 2002	69	18	13=100
January, 2005	50	43	7=100	Early April, 2002	74	16	10=100
December, 2004	48	44	8=100	February, 2002	78	13	9=100
Mid-October, 2004	44	48	8=100	January, 2002	80	11	9=100
August, 2004	46	45	9=100	Mid-November, 2001	84	9	7=100
July, 2004	46	46	8=100	Early October, 2001	84	8	8=100
June, 2004	48	43	9=100	Late September, 2001	86	7	7=100
May, 2004	44	48	8=100	Mid-September, 2001	80	9	11=100
Late April, 2004	48	43	9=100	Early September, 2001	51	34	15=100
Early April, 2004	43	47	10=100	August, 2001	50	32	18=100
Late March, 2004	47	44	9=100	July, 2001	51	32	17=100
Mid-March, 2004	46	47	7=100	June, 2001	50	33	17=100
February, 2004	48	44	8=100	May, 2001	53	32	15=100
Mid-January, 2004	56	34	10=100	April, 2001	56	27	17=100
Early January, 2004	58	35	7=100	March, 2001	55	25	20=100
December, 2003	57	34	9=100	February, 2001	53	21	26=100
November, 2003	50	40	10=100				

Q.3 Now I would like to ask you about some people who have been in the news recently. Not everyone will have heard of them. If you don't know who someone is, just tell me and I'll move on. Can you tell me who [INSERT ITEM; RANDOMIZE] is? [INTERVIEWER: DO NOT READ TEXT IN PARENTHESES]

		Answered <u>correctly</u>	Answered <u>incorrectly</u>	(VOL) Never <u>heard of</u>	DK/ <u>Refused</u>
a.	Hillary Rodham Clinton	93	3	2	2
b.	Harry Reid	15	4	44	37
c.	Nancy Pelosi	49	4	20	27
	July, 1989 <sup>3</sup>	14	10	n/a	76
d.	Condoleezza Rice	65	8	9	18
e.	Barack Obama	61	3	18	18
f.	Arnold Schwarzenegger	93	4	1	2
g.	Peyton Manning	62	2	19	17
h.	Beyonce Knowles	64	1	20	15
i.	Robert Gates	21	16	26	37
	May, 1989 <sup>4</sup>	13	14	n/a	73
j.	Lewis "Scooter" Libby	29	4	34	33
	April, 1990 <sup>5</sup>	60	24	n/a	16

Q.4 Will you tell me who the Vice-President of the United States is? (DO NOT READ)

		----Al Gore----				---Quayle---
		May	Mid-Nov	July	Feb	<i>Political</i>
		<u>2005<sup>6</sup></u>	<u>2001</u>	<u>1994</u>	<u>1994</u>	<i>Knowledge Survey</i>
						<u>May 1989</u>
69	Yes, Dick Cheney/Richard Cheney ( <i>Correct</i> )	61	67	65	70	74
2	Yes, names someone else	4	7	3	6	2
<u>29</u>	No, can't name the Vice President of U.S./DK/Ref	<u>35</u>	<u>26</u>	<u>32</u>	<u>24</u>	<u>24</u>
100		100	100	100	100	100

<sup>3</sup> In July 1989 the question asked about former Speaker of the House of Representatives Tom Foley.

<sup>4</sup> In May 1989 the question asked about Secretary of Defense Richard B. Cheney

<sup>3</sup> In April 1990 the question asked about Admiral John Poindexter, the former official on trial for his role in the Iran-Contra scandal.

<sup>4</sup> From July 2005 through February 1994 the question was worded: "Can you tell me the name of the current Vice-President of the United States?" In May 1989 the question was worded: "Will you tell me who the Vice-President of the United States is?"



Q.5 Can you tell me the name of the President of Russia? **(DO NOT READ)**

		April	Late Oct	Early Sept	Sept	-----Boris Yeltsin-----			
		2006	2005	2001	1997	June 1995	July 1994	Feb 1994	Jan 1994 <sup>7</sup>
36	Vladimir Putin ( <i>Correct</i> )	32	37	23	47	44	46	47	50
<u>64</u>	Anything else/Other/DK/Ref	<u>68</u>	<u>63</u>	<u>77</u>	<u>53</u>	<u>56</u>	<u>54</u>	<u>53</u>	<u>50</u>
100		100	100	100	100	100	100	100	100

**ASK ALL STATES EXCLUDING DISTRICT OF COLUMBIA:**

Q.6 Can you tell me the name of the current Governor of your state? **(DO NOT READ)**

**ASK IF DISTRICT OF COLUMBIA:**

Q.6a Can you tell me the name of the current Mayor of your city? **(DO NOT READ)**

<b>BASED ON TOTAL:</b>		<i>Political Knowledge Survey</i> May 1989 <sup>8</sup>
66	Yes, correct name	74
5	Yes, names someone else	5
	No, can't name current Governor (3 in Q.6) or Mayor for	
<u>29</u>	D.C. residents (3 in Q.6a)/DK/Refused	<u>21</u>
100		100

**ASK ALL:**

Just in general...

Q.7 How much do you enjoy keeping up with the news – a lot, some, not much, or not at all?

		April	April	May	April	April	April	June	Feb
		2006	2004	2002	2002	2000	1998	1995	1994
40	A lot	52	52	52	48	45	50	54	53
34	Some	34	37	37	36	40	37	34	35
17	Not much	9	7	7	11	12	11	8	9
8	Not at all	4	3	3	4	3	2	3	2
<u>1</u>	Don't know/Refused ( <b>VOL</b> )	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>*</u>	<u>*</u>	<u>1</u>	<u>1</u>
100		100	100	100	100	100	100	100	100

Q.8 Do you agree or disagree with the following statement: Most issues discussed in Washington DON'T affect me personally?

**IF 'AGREE' OR 'DISAGREE' PROBE:** Do you COMPLETELY (agree/disagree) or MOSTLY (agree/disagree)?

6	Completely agree
19	Mostly agree
45	Mostly disagree
24	Completely disagree
<u>6</u>	Don't know/Refused ( <b>VOL.</b> )
100	

<sup>5</sup> In January 1994 the question was worded: "Who is the President of Russia?"

<sup>8</sup> In May 1989 the survey did not ask a separate question for residents of Washington, DC.

Next I would like to ask about some things that have been in the news. Not everyone will have heard about them...

Q.9 Followers of the two major branches of Islam are seeking political control in Iraq. One branch is the Shi'a, (**PRONOUNCED: SHEE-ah**) whose members are known as Shiites (**PRONOUNCED: SHEE-ites**). Can you name the other one?

32	Sunni/Sunnis ( <i>Correct</i> )
8	Other response
<u>60</u>	Don't know/Refused ( <b>VOL.</b> )
100	

Q.10 In the past few years, have people in the U.S. bought more foreign goods than we have sold to people overseas, or have we sold more to them than we have bought, or has it pretty much balanced out?

		<i>Political Knowledge Survey</i>
		May <u>1989</u>
68	Bought more foreign goods than sold ( <i>Correct</i> )	81
7	Sold more overseas than bought	5
9	Balanced out	6
<u>16</u>	Don't know/No answer ( <b>VOL.</b> )	<u>8</u>
100		100

**NO QUESTION 11**

Q.12 Do you happen to know which political party has a majority in the U.S. House of Representatives?

	<u>Democrats</u>	<u>Republicans</u>	<u>DK/ Refused</u>
February, 2007	<b>76</b>	10	14
Late October, 2006	4	<b>58</b>	38
April, 2006	6	<b>64</b>	30
April, 2004	8	<b>56</b>	36
June, 2001	34	<b>31</b>	35
August, 1999	8	<b>55</b>	37
December, 1998	11	<b>56</b>	33
June, 1997	6	<b>50</b>	44
April, 1996	8	<b>70</b>	22
June, 1995	5	<b>73</b>	22
July, 1994	<b>60</b>	18	22
February, 1994	<b>58</b>	42	n/a
September, 1992	<b>46</b>	9	45
June, 1992	<b>44</b>	12	44
May, 1992	<b>49</b>	12	39
May, 1989 <sup>9</sup> <i>Political Knowledge Survey</i>	<b>68</b>	16	16

**Correct answers for each trend highlighted in bold**

<sup>9</sup> In May, 1989 the question was worded: "As a result of the election last year which party now has the most members in the U.S. House of Representatives in Washington?"

Q.13 Has the (U.S. House of Representatives) or the (Senate) passed legislation this term to increase the minimum wage? [**IF “YES” PROBE:** Was it the House, the Senate, or both?] (**ROTATE ITEMS IN PARENTHESES**)

19 Yes, the House of Representatives  
 9 Yes, the Senate  
 21 Yes, both  
 16 No, did not pass legislation  
35 Don't know/Refused (**VOL.**)  
 100

**NET 24% ANSWERING Q.13 CORRECTLY<sup>10</sup>**

**IF ‘YES’ (1-3 IN Q.13) ASK:**

Q.14 From what you know, did the House vote to raise the minimum wage to \$5.25 an hour, \$6.25 an hour, \$7.25 an hour or \$8.25 an hour?

**BASED ON TOTAL:**

1 \$5.25  
 6 \$6.25  
 34 \$7.25 (*Correct*)  
 3 \$8.25  
 \* Voted to set different amounts (**VOL.**)  
 3 Don't know/Refused (**VOL.**)  
 2 Undesignated<sup>11</sup>  
51 Legislation Not Passed (**No, DK in Q.13**)  
 100

**ASK ALL:**

Q.15 The Chief Justice of the Supreme Court is John Roberts. Can you tell me if he is generally considered a liberal, a moderate, or a conservative?

**---Rehnquist---**  
*Political*  
**Knowledge Survey**  
May 1989

6	Liberal	11
9	Moderate	9
37	Conservative ( <i>Correct</i> )	30
<u>48</u>	Don't know/Refused ( <b>VOL.</b> )	<u>50</u>
100		100

**NO QUESTION 16**

Q.17 Has Hillary Rodham Clinton announced that she is running for president in 2008, or has she not announced that she is a candidate?

73 Yes, has announced (*Correct*)  
 15 No, has NOT announced  
12 Don't know/Refused (**VOL.**)  
 100

<sup>10</sup> The correct answer changed during the survey field period. The Senate also passed legislation on the evening of February 1, 2007 – the first night of interviewing, when “Yes, the House of Representatives” and “Yes, both (volunteered)” are considered correct answers. On all subsequent nights of interviewing, “Yes, both” was read as a response option and is considered the only correct answer.

<sup>11</sup> Respondents from the first night of interviewing who volunteered “Yes, both” but did not receive Q.14 follow-up question.

Q.18 And now please tell me, what is the name of the former mayor of New York City who is being mentioned as a possible Republican presidential candidate in 2008?

62 Rudy Giuliani (*Correct*)  
 3 Names someone else  
35 Don't know/Refused (**VOL.**)  
 100

**NO QUESTION 19**

Turning to another subject ...

Q.20 Do you think the U.S. made the right decision or the wrong decision in using military force against Iraq?

	<u>Right decision</u>	<u>Wrong decision</u>	<u>DK/Ref</u>
February, 2007	39	50	11=100
Mid-January, 2007	40	51	9=100
Early January, 2007	40	53	7=100
December, 2006	42	51	7=100
Mid-November, 2006	41	51	8=100
Late October, 2006	43	47	10=100
Early October, 2006	45	47	8=100
Early September, 2006	49	43	8=100
August, 2006	45	46	9=100
July, 2006	44	50	6=100
June, 2006	49	44	7=100
April, 2006	47	46	7=100
March, 2006	45	49	6=100
February, 2006	51	44	5=100
January, 2006	45	47	8=100
December, 2005	47	48	5=100
Late October, 2005	48	45	7=100
Early October, 2005	44	50	6=100
Mid-September, 2005	49	44	7=100
July, 2005	49	44	7=100
June, 2005	47	45	8=100
February, 2005	47	47	6=100
January, 2005	51	44	5=100
December, 2004	49	44	7=100
November, 2004 ( <i>RVs</i> )	48	41	11=100
Mid-October, 2004	46	42	12=100
Early October, 2004	50	39	11=100
Early September, 2004	53	39	8=100
August, 2004	53	41	6=100
July, 2004	52	43	5=100
June, 2004	55	38	7=100
May, 2004	51	42	7=100
Late April, 2004	54	37	9=100
Early April, 2004	57	35	8=100
Mid-March, 2004	55	39	6=100
Late February, 2004	60	32	8=100
Early February, 2004	56	39	5=100
Mid-January, 2004	65	30	5=100
Early January, 2004	62	28	10=100
December, 2003	67	26	7=100
October, 2003	60	33	7=100
September, 2003	63	31	6=100

**Q.20 CONTINUED...**

	<u>Right decision</u>	<u>Wrong decision</u>	<u>DK/Ref</u>
August, 2003	63	30	7=100
Early July, 2003	67	24	9=100
May, 2003	74	20	6=100
April 10-16, 2003	74	19	7=100
April 8-9, 2003	74	19	7=100
April 2-7, 2003	72	20	8=100
March 28-April 1, 2003	69	25	6=100
March 25-27, 2003	74	21	5=100
March 23-24, 2003	74	21	5=100
March 20-22, 2003	71	22	7=100
Late January, 1991	77	15	8=100

Q.21 Since the start of military action in Iraq, about how many U.S. soldiers have been killed? To the best of your knowledge, have there been around 1,000, around 2,000, around 3,000, or around 4,000 military deaths in Iraq?

	<u>Dec 2006</u>		<u>April 2006</u>		<u>Oct 2005</u>		<u>June 2005</u>	<u>April 2004</u>	
5	6	Around 1,000	4	Around 500	5	Around 500	4	28	Under 500
17	24	Around 2,000	16	Around 1,500	23	Around 1,000	13	<b>55</b>	<b>500 to 1,000</b>
<b>55</b>	<b>47</b>	<b>Around 3,000</b>	<b>53</b>	<b>Around 2,500</b>	<b>48</b>	<b>Around 2,000</b>	<b>54</b>	6	1,000 to 2,000
17	16	Around 4,000	19	Around 3,500	19	Around 3,000	24	4	More than 2,000
1	1	Other (VOL.)	1	Other (VOL.)	1	Other (VOL.)	--	--	Other (VOL.)
<u>5</u>	<u>6</u>	DK/Ref	<u>7</u>	DK/Ref	<u>4</u>	DK/Ref	<u>5</u>	<u>7</u>	DK/Ref
100	100		100		100		100	100	

**Correct answers for each trend highlighted in bold**

Q.22 In 2006, were more (Iraqi civilians) or more (U.S. soldiers) killed as a result of the fighting in Iraq? **(ROTATE ITEMS IN PARENTHESES)**

69	More Iraqi civilians ( <i>Correct</i> )
15	More U.S. soldiers
2	About equal/same (VOL.)
<u>14</u>	Don't know/Refused (VOL.)
100	

Q.23 As part of his new strategy in Iraq, does Bush plan to increase or decrease the number of U.S. military forces in Iraq, or doesn't he plan to change the number of troops there?

88	Increase ( <i>Correct</i> )
3	Decrease
2	No change
<u>7</u>	Don't know/Refused (VOL.)
100	

**NO QUESTION 25**

**IF 'INCREASE' (Q.23=1) ASK:**

Q.24 How many additional troops does Bush plan to send to Iraq? **[READ]**

9 Around 5,000  
61 Around 20,000 (*Correct*)  
5 Around 50,000  
2 Around 80,000  
\* More than 80,000 **[VOL. DO NOT READ]**  
11 Don't know/Refused **[VOL. DO NOT READ]**  
88%

**ASK ALL:**

Q.26 Is the violence in Iraq these days mostly due to fighting between opposing (MUSLIM RELIGIOUS groups) or opposing (ETHNIC groups) in the country? (**ROTATE ITEMS IN PARENTHESES**)

50 Muslim Religious groups (*Correct*)  
23 Ethnic groups  
5 Both (**VOL.**)  
1 Neither (**VOL.**)  
21 Don't know/Refused  
100

Q.27 Did the Senate recently pass a resolution opposing Bush's plan to send additional troops into Iraq?

41 Yes, PASSED resolution opposing Bush plan  
24 No, DID NOT PASS resolution (*Correct*)  
35 Don't know/Refused (**VOL.**)  
100

**IF 'YES PASSED RESOLUTION' (Q.27=1) ASK [N=612]:**

Q.28a From what you know, does this mean that Bush CANNOT send additional troops to Iraq, OR that Bush CAN still send more troops if he decides to?

7 Means Bush CANNOT send additional troops  
84 Means Bush CAN still send more troops (*Correct*)  
9 Don't know/Refused (**VOL.**)  
100

**IF 'NO DIDN'T PASS RESOLUTION' (Q.27=2) ASK [N=395]:**

Q.28b From what you know, if the Senate passes such a resolution, does it mean that Bush CANNOT send additional troops to Iraq, OR that Bush CAN still send more troops if he decides to?

10 Means Bush CANNOT send additional troops  
81 Means Bush CAN still send more troops (*Correct*)  
9 Don't know/Refused (**VOL.**)  
100

**ASK ALL:**

Q.29 Now I'd like to know how often you watch, listen to, or read some different news sources. (First) Do you [READ AND RANDOMIZE CATEGORIES (a-h, i-j, k-p) AND RANDOMIZE ITEMS WITHIN CATEGORIES] regularly, or not?

	<u>Yes</u>	<u>No</u>	<u>DK/Refused</u>
a. Watch the national nightly network news on CBS, ABC or NBC? This is different from local news shows about the area where you live	46	53	1=100
b. Watch Cable News Network (CNN)	39	61	*=100
c. Watch the Fox News CABLE Channel	43	57	*=100
d. Watch the local news about your viewing area which usually come on before or after the national news in the evening and again later at night	71	29	*=100
e. Watch the NewsHour with Jim Lehrer	14	85	1=100
f. Watch the Today Show, Good Morning America or The Early Show	34	65	1=100
g. Watch The O'Reilly Factor with Bill O'Reilly	17	83	*=100
h. Watch shows like the Colbert Report or The Daily Show with Jon Stewart	16	84	*=100
i. Listen to National Public Radio (NPR)	28	72	*=100
j. Listen to Rush Limbaugh's radio show	8	92	*=100
k. Read news magazines such as Time, U.S. News, or Newsweek	23	77	*=100
l. Read a daily newspaper	55	45	0=100
m. Read Internet news websites such as Google News or Yahoo News	25	75	*=100
n. Read Network TV news websites such as CNN.com or MSNBC.com	22	78	*=100
o. Read the websites of major national newspapers such as USA Today.com, New York Times.com, or the Wall Street Journal online	12	88	*=100
p. Read Online blogs where people discuss events in the news	11	88	1=100

Q.30 Do you ever go online to access the internet or to send and receive email?

	<u>Yes</u>	<u>No</u>	<u>DK/Ref</u>
February, 2007	63	37	0=100
Early January, 2007	70	30	0=100
April, 2006 <sup>12</sup>	67	33	*=100
June, 2005	69	31	*=100
April, 2004 <sup>13</sup>	66	34	*=100
March 2004	68	32	*=100

<sup>12</sup>

Beginning in 2006, the online use question no longer asked about the "Internet or World Wide Web."

<sup>13</sup>

Beginning in 2004, the online use question is asked of all respondents (in previous years it was asked only of those who identified themselves as computer users). This modification was made to adjust to changes in technology and means of access to the Internet, and increases the percent who are classified as Internet users by 1-2 percentage points.

**Q.30 CONTINUED...**

	<u>Yes</u>	<u>No</u>	<u>DK/Ref</u>
August 2003	67	33	*=100
April, 2002	62	38	0=100
April, 2000 <sup>14</sup>	54	46	*=100
October, 1999	50	50	0=100
Late September 1999	52	48	*=100
August, 1999	52	48	0=100
July, 1999	49	51	0=100
June, 1999	50	50	*=100
Early December, 1998	42	58	0=100
November, 1998	37	63	*=100
Early September, 1998	42	58	*=100
April, 1998	36	64	0=100
April, 1996	21	79	*=100
June, 1995 <sup>15</sup>	14	86	*=100

**IF "YES" (Q.30=1) ASK:**

Q.31 Do you have access to the internet from home? **[IF YES:]** Does the modem you use at home use a dial-up connection through a standard telephone line or do you have a high-speed internet connection such as a cable or DSL line?

**BASED ON TOTAL:**

		<u>Early Jan</u> <u>2007</u>	<u>March</u> <u>2004</u>	<u>Aug</u> <u>2003</u>
13	Yes, dial-up standard telephone line	16	31	36
44	Yes, high-speed connection	45	26	23
*	Yes, other/don't know (VOL.)	1	1	*
5	No internet access at home	7	10	8
1	Don't know/Refused (VOL.)	1	*	*
<u>37</u>	Not an Internet User (No, DK in Q.30)	<u>30</u>	<u>32</u>	<u>33</u>
100		100	100	100

**ASK ALL:**

PARTY In politics TODAY, do you consider yourself a Republican, Democrat, or Independent?

25	Republican
35	Democrat
28	Independent
6	No preference (VOL.)
1	Other party (VOL.)
<u>5</u>	Don't know/Refused
100	

<sup>14</sup> In March 2000, "or anywhere else" was added to the question wording.

<sup>15</sup> The 1995 figure combines responses from two separate questions: (1) Do you or anyone in your household ever use a modem to connect to any computer bulletin boards, information services such as CompuServe or Prodigy, or other computers at other locations? (IF YES, PROBE: Is that you, someone else or both?) (2) Do you, yourself, ever use a computer at (work) (school) (work or school) to connect with computer bulletin boards, information services such as America Online or Prodigy, or other computers over the Internet?



**IF ANSWERED 3, 4, 5 OR 9 IN PARTY, ASK:**

PARTYLN As of today do you lean more to the Republican Party or more to the Democratic Party?

9	Republican
14	Democrat
<u>17</u>	Refused to lean
40%	

**PEW RESEARCH CENTER FOR THE PEOPLE AND THE PRESS**  
**NEWS SAVVY PROJECT OMNIBUS SURVEY**  
**FINAL TOPLINE**  
**March 9-12, 2007**  
**N= 1017**

Q.8 Do you happen to know which political party has a majority in the U.S. House of Representatives? Is it...  
**[READ AND ROTATE]?**

82 The Democratic Party (*Correct*)  
13 The Republican Party  
5 DK/Refused (**VOL. DO NOT READ**)  
100

Q.9 Can you tell me who is the President of Russia? Is it... **[READ AND RANDOMIZE ITEMS 1 THRU 3 WITH 4 ALWAYS LAST]**

7 Boris Yeltsin  
60 Vladimir Putin (*Correct*)  
7 Mikhail Gorbachev  
8 OR is it someone else  
18 DK/Refused (**VOL. DO NOT READ**)  
100

Q.12 Is Robert Gates... **[READ AND RANDOMIZE ITEMS 1 THRU 3 WITH 4 ALWAYS LAST]**

37 The U.S. Secretary of Defense (*Correct*)  
5 A Senator from Michigan  
3 The chairman of General Motors  
24 OR is he something else  
31 DK/Refused (**VOL. DO NOT READ**)  
100