

**PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS**  
**JANUARY 2013 KNOWLEDGE SURVEY**  
**January 18-24, 2013**  
**FINAL TOPLINE**  
**N=1,041**

**ASK ALL**

This survey asks questions about some people and things that have been in the news. Please answer the questions as best as you can. If you don't know the answer to a question, just move on to the next one.

**RANDOMIZE QUESTIONS 1-13****ASK ALL**

Q.1 Which is President Obama's nominee to be the new Secretary of State?



Jan 18-24  
2013<sup>1</sup>

62	John Kerry (#1) (Correct)
18	Bill Richardson (#2)
6	Colin Powell (#3)
9	Condoleezza Rice (#4)
6	No answer

**TREND FOR COMPARISON:**

Which one is the current Secretary of State? **[RANDOMIZE]**



Sept 30-Oct 11  
2011

82	Hillary Clinton (Correct)
2	Bill Richardson
3	Joe Biden
8	Condoleezza Rice
5	No answer

<sup>1</sup> Names were not displayed next to numbered pictures.

**RANDOMIZE QUESTIONS 1-13****ASK ALL**

Q.2 Which of these symbols is associated with Judaism?



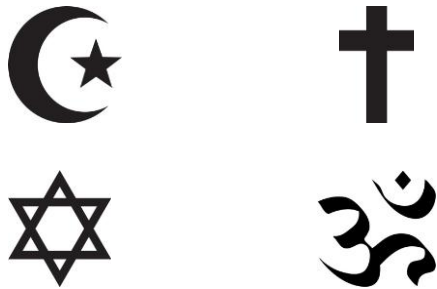
Jan 18-24

2013

5	Cross (#1)
2	Crescent and star (#2)
4	Om (#3)
87	Star of David (#4) (Correct)
5	No answer

**TREND FOR COMPARISON:**

Which of these symbols is associated with Islam? **[RANDOMIZE]**



Sept 30-Oct 11

2011

42	Crescent and star (Correct)
1	Cross
13	Star of David
34	Om
11	No answer

**RANDOMIZE QUESTIONS 1-13****ASK ALL:**

Q.3 Who is this? **[RANDOMIZE]**



Jan 18-24

2013

73	John Boehner (Correct)
7	Mitch McConnell
5	Harry Reid
3	Eric Cantor
11	No answer

**RANDOMIZE QUESTIONS 1-13****ASK ALL:**

Q.4 What Middle Eastern country is highlighted on this map? **[RANDOMIZE]**



Jan 18-24

2013

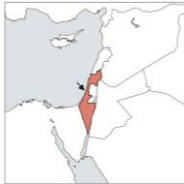
50	Syria ( <i>Correct</i> )
19	Turkey
11	Saudi Arabia
5	Egypt
15	No answer

**TREND FOR COMPARISON:**

What Middle Eastern country is highlighted on this map...? **[RANDOMIZE]**

Sept 30-Oct 11

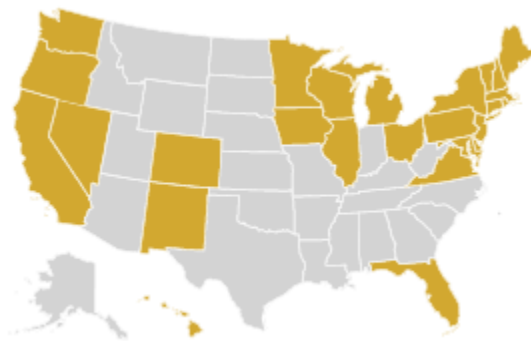
2011



57	Israel ( <i>Correct</i> )
12	Saudi Arabia
10	Turkey
4	Egypt
17	No answer

**RANDOMIZE QUESTIONS 1-13****ASK ALL:**

Q.5 What does the gold shaded area on this map represent? States in 2012 that...



Jan 18-24

2013

75	Obama won in the election ( <i>Correct</i> )
8	Legalized the recreational use of marijuana
5	Had the highest obesity rates
4	Experienced the most severe drought conditions
8	No answer

**RANDOMIZE QUESTIONS 1-13****ASK ALL:**

Q.6 Which one is Elizabeth Warren, the new senator from Massachusetts?



Jan 18-24

2013

11	Tammy Baldwin (1)
16	Nancy Pelosi (2)
43	Elizabeth Warren (3) <i>(Correct)</i>
9	Deb Fischer (4)
21	No answer

**RANDOMIZE QUESTIONS 1-13****ASK ALL:**

Q.7 Who is this? **[RANDOMIZE]**



Jan 18-24

2013

73	Chris Christie <i>(Correct)</i>
10	Scott Walker
3	Newt Gingrich
4	Rush Limbaugh
9	No answer

**RANDOMIZE QUESTIONS 1-13****ASK ALL:**

Q.8 What position does this person hold? **[RANDOMIZE]**



Jan 18-24

2013

- |    |   |
|----|---|
| 55 | U.S. Attorney General ( <i>Correct</i> )    |
| 16 | Secretary of Education                      |
| 9  | Chairman of the Federal Reserve             |
| 4  | President of the National Rifle Association |
| 17 | No answer                                   |

**RANDOMIZE QUESTIONS 1-13****ASK ALL:**

Q.9 What currency does this symbol represent? **[RANDOMIZE]**



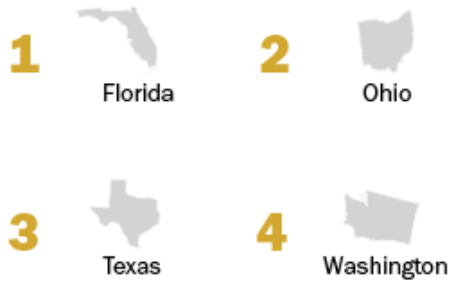
Jan 18-24

2013

- |    |                         |
|----|-------------------------|
| 69 | Euro ( <i>Correct</i> ) |
| 14 | Yen                     |
| 5  | Pound                   |
| *  | Dollar                  |
| 12 | No answer               |

**RANDOMIZE QUESTIONS 1-13****ASK ALL:**

Q.10 In which of these states did voters in 2012 approve the legalization of same-sex marriage?



Jan 18-24

2013<sup>2</sup>

13	Florida (1)
14	Ohio (2)
2	Texas (3)
60	Washington (4) ( <i>Correct</i> )
11	No answer

**RANDOMIZE QUESTIONS 1-13****ASK ALL:**

Q.11 Which of these is the flag of the People's Republic of China?



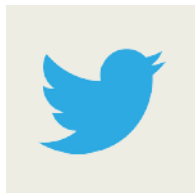
Jan 18-24

2013

57	China (1) ( <i>Correct</i> )
19	Turkey (2)
15	Japan (3)
3	South Africa (4)
6	No answer

<sup>2</sup>

State names were included with pictures for this question.

**RANDOMIZE QUESTIONS 1-13****ASK ALL:**Q.12 Whose corporate logo is this? **[RANDOMIZE]**

Jan 18-24

2013

79	Twitter ( <i>Correct</i> )
9	jetBlue
2	Instagram
2	Pandora
8	No answer

**RANDOMIZE QUESTIONS 1-13****ASK ALL:**Q.13 This graph shows the trend in what national statistic? **[RANDOMIZE]**

Jan 18-24

2013

70	The unemployment rate ( <i>Correct</i> )
10	The inflation rate
5	The corporate tax rate
3	The high school graduation rate
12	No answer

**ASK ALL:**

Q.15a In politics TODAY, do you consider yourself a Republican, Democrat, or independent?

**ASK IF INDEP (Q15a=3) OR NO RESPONSE GIVEN TO Q15a:**

Q.15b As of today do you lean more to the Republican Party or more to the Democratic Party?

Jan 18-24

2013

24	Republican
41	Democrat
31	Independent
4	No answer
14	<i>Lean Rep</i>
15	<i>Lean Dem</i>