

Battleground Brushfire 2012

FINAL

STUDY #13864

THE TARRANCE GROUP and LAKE RESEARCH PARTNERS

N = 1,000 Registered "likely" voters

Margin of error \pm 3.1%

Field Dates: October 29-November 1, 2012

Hello, I'm _____ of The Tarrance Group, a national survey research firm. We're talking to people today about public leaders and issues facing us all.

IF CELL CODE = "N", ASK: May I please speak with the youngest (male/female) in the household who is registered to vote?

IF CELL CODE = "Y", ASK:

CP-1. Do you currently live in (state from cell sample sheet)?

Yes (CONTINUE TO CP-3)

No (CONTINUE TO CP-2)

IF "NO" IN CP-2, ASK:

CP-2. In what state do you current reside?

(RECORD STATE NAME)

IF CELL CODE = "Y", ASK:

CP-3. For your safety, are you driving right now?

Yes (SCHEDULE CALL BACK)

No

A. Are you registered to vote in your state?

IF "NO," ASK: Is there someone else at home who is registered to vote?

(IF "YES," THEN ASK: MAY I SPEAK WITH HIM/HER?)

Yes (CONTINUE)

No (THANK AND TERMINATE)

*= less than .5%

And...

B. What is the likelihood of your voting in the elections to be held this November-- are you extremely likely, very likely, somewhat likely, not very likely at all to vote, or have you already voted?

(CONTINUE)	Extremely Likely 58%
	Very Likely..... 13%
	Somewhat Likely..... 3%
	Already voted 26%
(THANK AND TERMINATE)	Not Very Likely
	UNSURE (DNR)

(UPELECT)

C. Are you, or is anyone in your household, employed with an advertising agency, newspaper, television or radio station, or political campaign?

Yes (THANK AND TERMINATE)
No (CONTINUE)

Now, thinking for a moment about things in the country--

1. Do you feel things in the country are going in the right direction, or do you feel things have gotten off on the wrong track?

<u>IF CHOICE MADE, ASK:</u> And do you feel strongly or somewhat about that?	Right direction/strongly..... 27%
	Right direction/somewhat 14%
	UNSURE (DNR) 5%
	Wrong track/somewhat 5%
	Wrong track/strongly..... 50%

(DIRECT)

Still thinking again about the 2012 elections...

2. If the election for CONGRESS were being held today, and you had to make a choice, would you be voting for -- (ROTATE) --

- the Republican candidate or
- the Democratic candidate, in your Congressional district?

<u>IF "UNDECIDED", ASK:</u> And which party's candidate do you lean toward at this time?	Republican 45%
	Lean Republican..... 1%
	UNDECIDED (DNR) 8%
	Lean Democratic 3%
	Democratic 44%

(GENCONG)

Now I would like to read you a list of issues that some people from this part of the country have said are important for Congress to focus on. Please listen as I read the list and tell me which one issue you think is most important.

(READ AND ROTATE ISSUES)

(PROMPT IF COMBINATION/EQUALLY: “BUT IF YOU HAD TO PICK JUST ONE, WHICH WOULD YOU SAY IS MOST IMPORTANT?”)

	<u>Q70 MOST IMPORTANT</u>
• The Wars in Iraq and Afghanistan	2%
• Illegal immigration	2%
• Taxes	1%
• Terrorism and homeland security	2%
• Education	10%
• Health care costs	8%
• Government spending and the budget deficit	12%
• The economy	31%
• Gas and energy prices	2%
• Medicare and Social Security	7%
• Jobs	15%
• COMBINATION/EQUALLY (DNR)	6%
• OTHER (DNR)	1%
• NONE (DNR)	*
• UNSURE (DNR)	*

(MII)

Now I would like to read you the names of several individuals. For each one, please tell me whether you have heard of that person and if so, whether you have a favorable or an unfavorable impression of that person. If you do not recognize the name, just say so. Here is the first one ...

WAIT FOR RESPONSE, THEN ASK: *Would that be a strongly (favorable/unfavorable) impression or just a somewhat (favorable/unfavorable) impression?*

(ROTATE NAMES)		FAVORABLE		UNFAVORABLE		NO	NEVER
		<u>Strng</u>	<u>Smwht</u>	<u>Smwht</u>	<u>Strng</u>	<u>OPIN.</u>	<u>HEARD</u>
3.	Barack Obama (BOID)	38%	13%	8%	37%	4%	*
4.	Mitt Romney (MRID)	37%	13%	9%	35%	6%	1%

(END ROTATION)

Now, thinking specifically about President Barack Obama...

5. How would you rate the job Barack Obama has been doing as President? Do you approve or disapprove of the job he is doing?

IF CHOICE MADE, ASK:

And do you feel *strongly* about that?

Approve/strongly 37%
 Approve 12%
 UNSURE (DNR) 2%
 Disapprove 4%
 Disapprove/strongly 46%

(BHOJA)

Thinking about the November 2012 election for President...

6. Do you think you will vote to re-elect Barack Obama, will you consider voting for someone else, or do you think you will vote to replace him?

Will vote to re-elect Obama 47%
 Will consider someone else 7%
 Will vote to replace Obama 43%
 UNSURE/REFUSED (DNR) 3%

(LRPSOFT)

And, still thinking about this election...

7. If the Presidential election were held today and you had to make a choice, for whom would you vote...
(ROTATE NAMES)

--Mitt Romney, the Republican,
or
-- Barack Obama, the Democrat?

IF "UNDECIDED", ASK:
And which candidate do you lean toward slightly?

IF CHOICE MADE, ASK:
Would you say that you are definitely going to vote for him, or probably going to vote for him?

Romney/definitely	44%
Romney /probably	4%
Romney/lean	1%
UNDECIDED (DNR).....	3%
Obama/lean	1%
Obama/probably	4%
Obama/definitely	43%

(ROBAL)

Thinking again about President Obama...

I am going to read you two issues. For each one, please tell me if you approve or disapprove of the job that President Obama is doing on this issue. Here is the first one...
(RANDOMIZE)

IF CHOICE MADE, ASK: Is that strongly (approve/disapprove) or somewhat (approve/disapprove)?

	APPROVE		UNSURE (DNR)	DISAPPROVE	
	<u>strng</u>	<u>smwht</u>		<u>smwht</u>	<u>strng</u>
8. The economy (PROMPT: DO YOU APPROVE OR DISAPPROVE OF THE JOB THAT PRESIDENT OBAMA IS DOING ON THIS ISSUE?)	27%	20%	1%	8%	44%
9. The federal budget and spending	18%	20%	3%	12%	48%

(BOJA 1,3)

(END RANDOMIZATION)

Thinking about issues in a different way...

Now, I would like to read you a list of issues that some people have said are important to them. Please listen as I read the list and tell me, for each one, who will better handle this issue -- **(ROTATE) • Mitt Romney OR Barack Obama.** Here is the first one:
(RANDOMIZE)

		<u>Romney</u>	<u>Obama</u>	<u>BOTH</u> (DNR)	<u>NEITHER</u> (DNR)	<u>UNSURE</u> (DNR)
10.	The economy (PROMPT: WHO DO YOU THINK WILL BETTER HANDLE THIS ISSUE - (ROTATE) Mitt Romney or Barack Obama?)	50%	46%		1%	2%
11.	Foreign policy	42%	52%	1%	2%	3%
12.	The federal budget and spending	52%	43%	*	2%	3%
13.	Taxes	47%	49%	*	2%	2%
14.	Medicare	43%	51%	1%	2%	3%
15.	Standing up for the middle class	41%	55%	*	3%	1%
16.	Jobs	50%	46%	*	2%	2%
18.	Sharing your values	44%	49%	1%	2%	3%
19.	Being a strong leader	46%	49%	1%	2%	2%
20.	Can get things done	49%	43%	1%	3%	4%

(HANDP1-7, 9-11)

(END RANDOMIZATION)

And, one last question on something a little different...

And, thinking about your economic class...

32. Do you consider yourself to be:
(ROTATE CHOICES, TOP TO BOTTOM, BOTTOM TO TOP)

- Upper class,
- Middle class,
- Low income?

Upper class	6%
Middle class	74%
Low income.....	19%
Working class (DNR)	1%
Unemployed (DNR)	*

(ECONCLA2)

Now, just a few final questions for statistical purposes only --

D1. What is your age, please?

18-24	5%
25-29	6%
30-34	10%
35-39	8%
40-44	12%
45-54	16%
55-64	20%
65-69	8%
70-74	7%
75-79	3%
80-84	3%
85-89	1%
90 or over.....	*
REFUSED	1%

D2. What is the highest level of education you have completed?
(DO NOT READ, JUST RECORD)

Some grade school (1-8)	1%
Some high school (9-11)	2%
Graduated high school (12).....	17%
Technical/vocational (12).....	2%
Some college (13-15)	27%
Graduated college (16)	32%
Graduate/professional school (16 or more)	19%
Unsure/Refused	*

(EDUC)

D3. When thinking about politics and government, do you consider yourself to be...
(READ LIST, ROTATE TOP TO BOTTOM, BOTTOM TO TOP)

Very conservative..... 20%
 Somewhat conservative..... 38%
 MODERATE (DNR) 2%
 Somewhat liberal..... 25%
 Very liberal 11%
 UNSURE/REFUSED (DNR) 4%

(IDEOL)

And,

D4. Generally speaking, do you think of yourself as a Republican, a Democrat, or an Independent?

IF REPUBLICAN OR DEMOCRAT,

ASK: Would you call yourself a strong or a not very strong (Republican/Democrat)?

Republican/strong..... 23%
 Republican/not strong 8%
 Lean Republican..... 9%

Independent 14%

IF INDEPENDENT OR ANYTHING ELSE, ASK:

Do you think of yourself as closer to the Republican or Democratic Party?

Lean Democrat 7%
 Democrat/not strong..... 10%
 Democrat/strong 26%

NO PREFERENCE (DNR) 1%

OTHER (DNR) 1%

UNSURE/REFUSED (DNR) 1%

(PARTYID)

D5. Do you consider yourself a part of or do you identify with the Tea Party movement?

IF CHOICE MADE, ASK:

And do you feel strongly about that?

Yes/strongly..... 14%

Yes 7%

UNSURE (DNR) 7%

No..... 25%

No/strongly 46%

(TEAMEM)

D6. Which of these statements best describes how you have usually voted in past elections?

(READ LIST, ROTATE TOP TO BOTTOM, BOTTOM TO TOP)

Straight Republican 10%

Mostly Republican 23%

A few more Republicans than Democrats..... 13%

INDEPENDENT/THE PERSON (DNR) 3%

A few more Democrats than Republicans..... 9%

Mostly Democratic 23%

Straight Democratic..... 16%

UNSURE/REFUSED (DNR) 3%

(PARTY)

Thinking again about the Presidential election...

Regardless of who you intend to vote for –

D7. Which candidate for President do you think is going to win the election?

Romney.....	38%
Obama.....	53%
OTHER (DNR)	*
UNSURE/DK (DNR)	9%

(WILLWIN)

D8. Are you a member of a labor union, including trade unions, service employee unions, public employee unions, and teachers unions?

IF NO, THEN ASK: Is anyone in your household a member of one of these types of labor unions?

Labor Union Member.....	12%
Labor Union Household.....	3%
Non-Union Household	85%
UNSURE/REFUSED (DNR)	1%

(UNION)

D9. What is your current marital status -- are you -- • single and never married, • married, • separated, • divorced, or •widowed?

Single	15%
Married	61%
Separated	2%
Divorced	14%
Widowed	8%
UNSURE/REFUSED (DNR)	*

(MARITAL)

D10. Do you have children under the age of 18 living at home?

Yes	36%
No.....	64%
UNSURE/REFUSED (DNR)	*

(CHILD)

D11. Do you or anyone in your home own a gun?

(IF SELF AND OTHER, RECORD FOR SELF)

Yes/self.....	35%
Yes/other	12%
No, do not own a gun	50%
UNSURE/REFUSED (DNR)	3%

(GUNOWN)

D12. What is the church you or your family attends most often?
IF BAPTIST, ASK: Is that Southern Baptist or some other Baptist church?
(DO NOT READ RESPONSES, JUST RECORD)

AME (Africa Methd. Episcopal).....	1%	Lutheran	4%
Assemblies of God	1%	Mennonite	*
Baptist/American	4%	Methodist/United Methodist	6%
Baptist/Missionary or Indep. or Primitive or other	4%	Mormon/Latter Day Saints.....	2%
Baptist/Southern	7%	Nazarene	*
Bible Church.....	*	Non-denominational.....	7%
Christian Church.....	6%	Other Protestant.....	4%
Christian Reformed Church	*	Pentecostal/Charismatic	1%
Church of Christ	2%	Presbyterian/United Presb.....	3%
Church of God	1%	Quaker/Amish	*
Disciples of Christ	*	Reformed Church in America	*
Episcopalian	2%	Roman Catholic.....	17%
Evangelical	2%	Seventh Day Adventist.....	*
Friends	*	United Church of Christ	*
Fundamentalist	*	OTHER (SPECIFY).....	3%
Eastern/Greek Orthodox.....	1%	None (TO D13).....	20%
Jewish	1%	DK/REFUSED (TO D13).....	4%

(DENOM)

IF ANY RELIGIOUS AFFILIATION IN D12, ASK:

D12-1. And how often do you attend church (or synagogue)?

More than once a week.....	15%
Once a week	35%
Several times a month.....	17%
Once a month.....	9%
Several times a year.....	14%
Only on holidays.....	7%
NEVER/DON'T ATTEND	2%
UNSURE/REFUSED	1%

(DENOMFRQ)

IF ANY RELIGION NAMED IN D12 EXCEPT CODE 17, THEN ASK:

D12-2. Do you consider yourself to be a born-again or evangelical Christian?

Born-again/evangelical.....	48%
Not born-again.....	50%
REFUSED (DNR).....	2%

(BORN)

****ASK OF EVERYONE****

D13. What do you consider to be your race? Are you white, African-American, Hispanic, Asian, Native American or some other race?

White..... 78%
Black/African-American 12%
Hispanic/Latino (TO D14)..... 6%
Asian/Pacific American..... *
Native American..... 1%
Other (Specify _____)..... *
UNSURE/REFUSED (DNR) 3%

(RACE)

FOR ALL RESPONSES EXCEPT "HISPANIC/LATINO," ASK:

D13-1. And, do you consider yourself a Hispanic, Latino, or Spanish-speaking American?

Yes 3%
No..... 95%
UNSURE/REFUSED (DNR) 2%

(HISP)

*****ASK OF EVERYONE*****

D14. Sex/Emp (BY OBSERVATION)

ASK OF EVERYONE: Are you employed outside the house, are you a homemaker, or are you retired?

Male/employed 30%
Male/homemaker..... 1%
Male/retired 14%
Male/not in labor force 3%

Female/employed 29%
Female/homemaker 8%
Female/retired..... 13%
Female/not in labor force 3%

MALE/REFUSED (DNR) 1%
FEMALE/REFUSED (DNR) *

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(SEXEMP)

- D15. RECORD REGION CODE FROM SAMPLE _____
- D16. RECORD STATE/COUNTY CODE FROM SAMPLE _____
- D17. RECORD DMA FROM SAMPLE _____
- D18. RECORD CD CODE FROM SAMPLE _____
- D20. RECORD URBAN/SUBURBAN/RURAL CODE _____
- D21. RECORD CELL CODE _____