

Independent Voter Research Project: Topline Results

Wave 10: Economy and Corporate Responsibility

02/28/12 – 03/07/12



TOTAL% = 801 Registered Voters (m.o.e +/- 3.5%)
All IND % = 800 Independents (m.o.e +/- 3.5%)
PURE IND % = 356 Pure Independents (m.o.e. +/- 5.2%)

Percentages may not total due to rounding
* Less than 1%

SCREENER

Hello, I'm _____ of Voter / Consumer Research, a national research firm. We're talking with voters today and would like to ask you a few questions on a confidential basis. We are not trying to sell anything, nor will your participation result in any calls in the future to sell you anything.

A. Have I reached you on a cell phone?

Yes [Go to QB]

No [Go to QC]

B. Are you in a place right now where you can safely take a survey?

Yes [Go to QC]

No [Schedule a call back]

Unwilling to take the survey [Thank and terminate]

Don't Know/Refused [Schedule a call back or terminate]

C. Are you or is anyone in your household a reporter, a member of the news media, employed by a television station or newspaper, market research firm or active in any political campaigns this year?

Yes [Terminate]

No

D. Are you registered to vote....[For landline:] at the address where I am speaking to you now? [For cell:] in [Insert State or County]?

Yes [go to Q1]

No [If landline, go to QE; If cell, thank and terminate]

E. Is there anyone in your household who is registered to vote at this address? [If yes ask: May I please speak to that person?]

Yes [Repeat introduction]

No [Thank and terminate]

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1. What is your age? [Read categories if necessary] [Note: Thank and terminate if under age 18]

	TOTAL %					ALL IND %				
	<u>2/10</u>	<u>2/11</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12</u>	<u>2/10</u>	<u>2/11</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12</u>
18-24	8	8	9	7	7	8	6	9	7	7
25-34	12	14	15	12	14	8	16	13	12	16
35-44	17	19	16	16	18	17	20	14	15	16
45-54	24	22	22	23	22	27	20	21	24	18
55-64	18	17	18	20	18	19	16	22	22	22
65+	22	19	20	19	21	21	21	20	18	21
Refused [DNR; Terminate]	0	1	1	1	0	0	1	1	1	0

POLITICAL ENVIRONMENT

2. Thinking about politics, would you describe yourself as...[ROTATE] a Democrat, an Independent, or a Republican? [IF REPUBLICAN/ DEMOCRAT, ASK:] Would you say you are [ROTATE] a strong [Republican/Democrat] or a weak [Republican/Democrat?]. [IF INDEPENDENT, ASK:] Would you say you [ROTATE] lean towards Democrats ...or... lean towards Republicans?

	TOTAL %					ALL IND %				
	<u>2/10</u>	<u>2/11</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12</u>	<u>2/10</u>	<u>2/11</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12</u>
Democrat	36	36	36	36	36	--	--	--	--	--
Independent, Lean Democrat	6	6	7	7	7	19	26	25	25	27
Independent	15	13	14	14	14	54	44	45	47	45
Independent, Lean Republican	8	8	8	8	8	27	30	30	28	29
Republican	32	33	32	32	32	--	--	--	--	--
Don't Know [DNR]	2	3	3	3	2	--	--	--	--	--
Refused [DNR]	1	1	1	1	2	--	--	--	--	--
DEMOCRAT	36	36	36	36	36	--	--	--	--	--
INDEPENDENT	29	27	29	29	29	100	100	100	100	100
REPUBLICAN	32	33	32	32	32	--	--	--	--	--

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3. Now thinking more generally about the direction of the country, would you say things in this country are [ROTATE] heading in the right direction ...or... off on the wrong track? [PROMPT:] And do you feel strongly about that or just somewhat?

	TOTAL %					PURE IND %				
	<u>2/10</u>	<u>2/11</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12</u>	<u>2/10</u>	<u>2/11</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12</u>
Right Direction	35	36	32	21	39	27	29	25	10	31
Wrong Track	55	54	60	72	57	58	57	61	80	60
Don't Know [DNR]	9	8	8	6	4	13	13	12	9	7
Refused [DNR]	1	1	1	1	1	2	2	1	1	2

4. As you know, there will be a general election for president and U.S. Congress this November. I know it's still a ways off, but would you say you are extremely likely to vote, very likely to vote but not extremely likely, somewhat likely to vote, or not too likely to vote? [Note: Question was "...there will be an election for U.S. Congress in November 2010..." in waves 10/09 – 10/10]

	TOTAL %					PURE IND %				
	<u>2/10</u>	<u>2/11</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12</u>	<u>2/10</u>	<u>2/11</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12</u>
Extremely Likely	66	77	81	79	80	65	66	71	75	69
Very Likely	21	17	13	16	13	18	21	19	16	19
Somewhat Likely	8	4	4	3	5	10	8	6	6	7
Not Too Likely	4	2	2	1	2	5	4	2	2	5
Don't Know [DNR]	1	1	1	1	1	2	2	1	1	1
Refused [DNR]	0	0	1	*	*	0	0	*	*	*

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5. Thinking about the presidential election this November, do you think you will [ROTATE] vote for President Obama, the Democratic candidate ...or... vote for the Republican candidate? [IF OBAMA, ASK:] Would that be definitely President Obama or probably President Obama? [IF REPUBLICAN, ASK:] Would that be definitely the Republican or probably the Republican?

	TOTAL %				PURE IND %			
	<u>2/11</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12</u>	<u>2/11</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12</u>
Definitely Obama	27	29	29	36	8	13	8	19
Probably Obama	12	9	11	8	14	9	13	13
Probably Republican	12	12	12	8	12	10	15	12
Definitely Republican	27	26	31	32	12	11	16	15
Other [DNR]	1	2	*	1	3	3	1	2
Neither [DNR]	2	2	2	2	5	9	6	5
Don't Know [DNR]	18	19	16	12	43	44	40	30
Refused [DNR]	1	1	0	2	3	1	0	3
OBAMA	39	38	39	44	22	22	21	32
REPUBLICAN	39	38	42	41	24	21	31	28

[Q6-7: ASK ONLY OF RESPONDENTS RESIDING IN Alabama, Arkansas, California, Connecticut, Delaware, District of Columbia, Hawaii, Illinois, Indiana, Kansas, Kentucky, Louisiana, Maryland, Mississippi, Montana, Nebraska, New Jersey, New Mexico, New York, North Carolina, Oregon, Pennsylvania, Rhode Island, South Dakota, Texas, Utah, West Virginia, and Wisconsin.]

[IF RESPONDENT RESIDES IN Hawaii or Kansas, SAY "caucuses/caucus". FOR ALL OTHER RESPONDENTS, SAY "primaries/primary."]

6. Now thinking about the Presidential primaries/caucuses in your state... Do you plan to vote in the [ROTATE] Republican primary/caucus...or... Democratic primary/caucus?

	TOTAL %			ALL IND%		
	<u>5/11</u>	<u>9/11</u>	<u>3/12 (n=503, m.o.e +/- 4.4%)</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12 (n=483, m.o.e +/- 4.4%)</u>
Republican Primary/Caucus [Go to Q7]	42	42	40	32	35	33
Democratic Primary/Caucus [Skip to Q8]	41	40	42	23	25	22
Other [DNR; Record; Skip to Q8]	0	*	1	0	*	3
None / Will Not Vote [DNR; Skip to Q8]	8	9	10	25	22	25
Don't Know [DNR; Skip to Q8]	8	8	6	20	18	16
Refused [DNR; Skip to Q8]	1	*	1	1	0	1

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7. If the Republican presidential primary/caucus were held today, for whom would you vote if the candidates were: [RANDOMIZE] Mitt Romney, Newt Gingrich, Ron Paul or Rick Santorum?

	TOTAL VOTING IN GOP PRIMARY %			ALL IND VOTING IN GOP PRIMARY %		
	5/11	9/11	3/12 (n=202, m.o.e +/- 6.9%)	5/11	9/11	3/12 (n=159, m.o.e +/- 7.7%)
Mitt Romney	20	23	30	17	26	30
Newt Gingrich	12	6	13	10	5	15
Ron Paul	11	9	8	17	17	20
Rick Santorum	--	--	34	--	--	18
Other [DNR; Record]	1	*	0	1	1	1
None [DNR]	6	1	4	8	2	4
Don't Know [DNR]	21	20	9	19	13	13
Refused [DNR]	1	*	1	1	0	1

[ASK OF ALL]

8. Now, thinking about the next election for U.S. Congress in November. If it were being held today, would you vote for [ROTATE] the Republican candidate ...or... the Democrat candidate in your district? [IF REPUBLICAN/DEMOCRAT, ASK:] Would that be definitely the [Republican/Democrat] or probably the [Republican/Democrat]?

	TOTAL %					PURE IND %				
	2/10	2/11	5/11	9/11	3/12	2/10	2/11	5/11	9/11	3/12
Definitely Republican	25	28	26	28	30	12	16	13	17	14
Probably Republican	12	13	15	16	11	14	12	14	15	15
Probably Democrat	12	12	12	12	10	11	10	14	14	15
Definitely Democrat	24	27	27	29	31	10	9	11	12	14
Other [DNR]	1	1	1	1	1	2	3	3	1	2
Neither [DNR]	2	2	2	2	1	6	5	7	8	5
Don't Know [DNR]	23	17	16	12	16	44	43	38	32	33
Refused [DNR]	1	1	1	0	1	3	2	*	0	2
REPUBLICAN	37	41	41	44	41	26	28	27	32	29
DEMOCRAT	36	39	39	41	41	20	19	25	27	29

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9. Do you approve or disapprove of the way Barack Obama is handling his job as President? [PROMPT:] And do you strongly [approve/disapprove] or just somewhat [approve/disapprove]?

	TOTAL %					PURE IND %				
	<u>2/10</u>	<u>2/11</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12</u>	<u>2/10</u>	<u>2/11</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12</u>
Strongly Approve	28	27	28	23	27	18	15	20	10	21
Somewhat Approve	21	22	22	20	21	29	30	30	24	25
Somewhat Disapprove	13	15	12	13	10	12	20	14	19	15
Strongly Disapprove	33	32	35	40	38	31	27	30	39	33
Don't Know [DNR]	5	4	3	4	3	9	7	5	7	5
Refused [DNR]	0	1	1	1	1	1	1	2	*	1
APPROVE	49	49	50	43	48	48	45	50	34	46
DISAPPROVE	46	47	47	53	48	43	47	44	58	48

[ROTATE Q10-Q11]

10. Do you approve or disapprove of the way Republicans in the U.S. Congress are handling their job? [PROMPT:] And do you strongly [approve/disapprove] or just somewhat [approve/disapprove]?

	TOTAL %					PURE IND %				
	<u>2/10</u>	<u>2/11</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12</u>	<u>2/10</u>	<u>2/11</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12</u>
Strongly Approve	7	10	6	6	8	4	4	3	4	3
Somewhat Approve	26	30	26	19	18	18	26	20	14	12
Somewhat Disapprove	28	22	27	26	23	27	30	31	28	26
Strongly Disapprove	33	30	36	45	47	39	25	39	46	52
Don't Know [DNR]	6	7	5	4	4	12	14	6	8	6
Refused [DNR]	0	1	1	1	*	1	1	1	*	2
APPROVE	32	40	31	25	26	22	29	24	18	15
DISAPPROVE	61	52	62	70	69	66	55	70	73	78

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11. Do you approve or disapprove of the way Democrats in the U.S. Congress are handling their job? [PROMPT:] And do you strongly [approve/disapprove] or just somewhat [approve/disapprove]?

	TOTAL %					PURE IND %				
	<u>2/10</u>	<u>2/11</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12</u>	<u>2/10</u>	<u>2/11</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12</u>
Strongly Approve	9	12	10	10	10	4	4	3	5	5
Somewhat Approve	26	27	27	23	25	18	22	23	15	19
Somewhat Disapprove	19	18	20	21	21	23	29	25	26	24
Strongly Disapprove	41	36	37	42	39	44	34	41	46	44
Don't Know [DNR]	5	5	4	4	4	8	10	7	7	5
Refused [DNR]	0	1	1	1	1	2	1	1	*	2
APPROVE	34	39	37	33	36	23	26	26	20	24
DISAPPROVE	60	54	57	63	59	68	63	66	72	68

12. What would you say is the single most important problem facing the nation [OPEN-ENDED; PLEASE CODE RESPONSES WHERE POSSIBLE]?

	TOTAL %					PURE IND %				
	<u>2/10</u>	<u>2/11</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12</u>	<u>2/10</u>	<u>2/11</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12</u>
The Economy	30	32	36	31	38	32	34	35	31	37
Jobs	29	26	15	35	21	25	23	15	33	19
Health Care	12	8	4	2	4	10	6	5	1	4
Education	1	2	2	1	1	0	3	2	2	1
The Environment	*	0	*	*	*	0	0	0	*	*
Government Spending/Debt	10	11	16	9	10	11	9	17	12	10
Taxes	1	1	1	1	1	1	1	1	*	*
Abortion	1	1	1	*	*	1	0	0	0	0
Gov't Ethics/Corruption	2	1	1	1	1	3	1	3	1	2
Energy Prices	*	0	3	*	3	0	0	4	0	3
Immigration	1	1	2	1	*	1	2	1	1	1
National Security	3	1	1	*	*	3	1	1	0	*
War in Iraq	2	1	*	*	1	2	1	1	0	0
War in Afghanistan	1	1	*	*	*	1	2	*	2	1
Both Wars	0	0	1	1	1	0	1	2	0	1
Moral Issues/Godlessness	0	3	2	2	3	2	1	0	1	2
Partisan Fighting	0	2	1	2	3	1	3	1	1	2
Gov't Leadership	0	1	1	1	1	1	1	1	1	1
Corporations/Bailouts	0	0	1	*	*	0	*	1	*	1
Discrimination/Racism	0	1	0	*	*	0	0	*	*	0
Socialism	0	0	*	*	*	0	*	0	0	0

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(Q12 cont.)

	TOTAL %					PURE IND %				
	<u>2/10</u>	<u>2/11</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12</u>	<u>2/10</u>	<u>2/11</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12</u>
Poverty	0	1	*	*	1	1	0	*	*	0
Welfare/Entitlements	0	0	1	1	*	0	*	0	0	0
Gov't Growth	0	0	*	*	1	1	1	*	*	0
Crime/Drugs	0	0	*	*	*	0	*	*	*	1
Greed	0	0	*	*	*	0	1	*	*	*
President Obama	0	0	*	1	1	0	1	*	*	0
Republicans in Congress	0	1	*	1	1	0	0	0	0	1
Democrats in Congress	0	0	*	*	0	0	0	*	*	0
Social Security	0	0	*	*	*	0	0	0	0	*
Housing	--	--	--	--	1	--	--	--	--	*
Foreign Affairs	--	--	--	--	1	--	--	--	--	*
Other [DNR; Record]	2	3	5	6	3	3	8	5	6	4
Don't Know [DNR; Record]	2	2	4	1	1	2	3	2	2	1
Refused [DNR; Record]	0	0	*	0	*	0	0	*	0	*

13. In general, do you prefer [ROTATE: Bigger government with more services; OR Smaller government with fewer services]?

	TOTAL %					PURE IND %				
	<u>2/10</u>	<u>2/11</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12</u>	<u>2/10</u>	<u>2/11</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12</u>
Bigger Government	--	29	32	30	30	--	19	24	17	20
Smaller Government	--	60	57	60	61	--	67	64	73	67
Depends [DNR]	--	3	2	2	2	--	5	3	4	4
Don't Know [DNR]	--	7	7	6	5	--	9	8	6	6
Refused [DNR]	--	1	1	1	2	--	0	2	1	3

14. Now I'm going to read two statements about the role of government, and I'd like to know which one comes closer to your point of view:
[ROTATE: Government should do more to solve problems and help meet the needs of people; OR Government is doing too many things better left to businesses and individuals]?

	TOTAL %					PURE IND %				
	<u>2/10</u>	<u>2/11</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12</u>	<u>2/10</u>	<u>2/11</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12</u>
Gov't Should Do More	49	47	47	44	44	43	38	45	34	43
Gov't Doing Too Much	47	50	49	52	52	50	55	49	59	49
Both [DNR]	1	1	1	*	1	1	1	*	2	2
Neither [DNR]	1	1	1	1	1	2	4	3	1	3
Don't Know [DNR]	2	2	2	4	1	2	3	3	3	3
Refused [DNR]	0	0	*	0	1	1	1	*	0	1

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US ECONOMY

15. In your view, which one of the following will have a greater positive impact on U.S. economic recovery? [ROTATE:] American businesses...or...the Federal Government?

	TOTAL %					PURE IND %				
	<u>2/10</u>	<u>2/11</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12</u>	<u>2/10</u>	<u>2/11</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12</u>
American Businesses	--	--	--	--	77	--	--	--	--	73
Federal Government	--	--	--	--	18	--	--	--	--	19
Both [DNR]	--	--	--	--	3	--	--	--	--	5
Neither [DNR]	--	--	--	--	*	--	--	--	--	*
Other [DNR; Record]	--	--	--	--	*	--	--	--	--	*
Don't Know [DNR]	--	--	--	--	2	--	--	--	--	3
Refused [DNR]	--	--	--	--	1	--	--	--	--	1

16. Now I'd like to read two statements about the American economic system. Please tell me which you agree with more: [ROTATE] The recession made it challenging for people to get ahead by working hard, but our economic system is fair and Americans will have greater opportunity once the economy recovers... or... It's challenging for Americans to get ahead by working hard because our economic system is flawed; the government needs to reform it to make it fair for everyone.

	TOTAL %					PURE IND %				
	<u>2/10</u>	<u>2/11</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12</u>	<u>2/10</u>	<u>2/11</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12</u>
Economic System is Fair	--	--	--	--	49	--	--	--	--	46
Economic System is Flawed	--	--	--	--	46	--	--	--	--	46
Both [DNR]	--	--	--	--	1	--	--	--	--	3
Neither [DNR]	--	--	--	--	3	--	--	--	--	3
Other [DNR; Record]	--	--	--	--	*	--	--	--	--	*
Don't Know [DNR]	--	--	--	--	1	--	--	--	--	2
Refused [DNR]	--	--	--	--	*	--	--	--	--	1

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Now I'm going to read a list of actions that might help the U.S. economy recover from the recession. After I read each one, please tell me whether you think the action is extremely important, very important, somewhat important, or not too important for helping the U.S. economy recover from the recession. [RANDOMIZE & SPLIT Q17-23]

Table 1: Importance of Actions for Economic Recovery	TOTAL %						ALL IND %					
	Ext./Very	Extremely	Very	Somewhat	Not Too	DK/Ref.	Ext./Very	Extremely	Very	Somewhat	Not Too	DK/Ref.
Split Sample m.o.e +/- 4.9%												
17.A Making it easier for small businesses to start and expand their operations.	84	41	43	13	1	1	81	39	43	16	3	*
17.B Providing tax incentives to revitalize the American manufacturing sector.	55	26	29	32	10	3	56	22	34	34	8	2
18.A Increasing government spending for advanced education and job training for American workers.	50	24	25	27	22	2	50	23	27	28	22	1
18.B Increasing government spending to create jobs in high-tech industries like energy and biotechnology.	38	19	19	32	29	1	33	12	22	33	32	2
19.A Maintaining the current income tax rates instead of raising taxes on families earning more than \$250,000.	49	26	23	22	27	2	43	19	24	28	28	1
19.B Limiting taxes on individuals.	49	22	27	34	12	5	47	20	27	33	16	4
20.A Eliminating loopholes in the tax code that allow some corporations to pay little to no taxes.	78	48	30	15	7	1	83	47	36	11	5	1
20.B Reducing the corporate tax rate to make American businesses more competitive.	48	24	24	29	21	3	41	16	25	36	22	2
21.A Encouraging individuals to invest in businesses by maintaining the current dividend tax rate instead of raising it.	49	25	25	36	11	4	48	21	27	35	12	5
21.B Implementing policies that narrow the income gap between the rich and the poor.	45	23	22	21	31	3	46	20	27	23	29	3
22.A Paying down the national debt and reducing the amount of debt taken on.	77	46	31	17	5	1	79	45	33	15	6	*
22.B Reducing regulations and taxes on American businesses.	49	25	24	31	16	4	45	20	25	34	19	2
23.A Shifting outsourced jobs and operations from foreign countries back to the U.S.	81	47	34	14	4	1	83	44	39	12	4	1
23.B Increasing the profitability of American businesses to return value to shareholders.	46	20	26	34	16	4	36	12	24	37	24	4

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CORPORATE RESPONSIBILITY

Next, I'm going to give you the names of several companies that you may know about. As I read the names, please tell me whether you have a favorable or unfavorable impression of the company. If you're not aware of the company, or have no impression of it, just let me know. [IF FAVORABLE/UNFAVORABLE, ASK:] And is your impression strongly [favorable/unfavorable] or just somewhat [favorable/unfavorable]?

[RANDOMIZE Q24-34]

Table 2: Impressions of Companies		TOTAL %									ALL IND %								
		Favorable	Unfavorable	Str. Fav.	Smt. Fav.	Smt. Unfav.	Str. Unfav.	Not Aware	Aware, No Impression	DK/Ref.	Favorable	Unfavorable	Str. Fav.	Smt. Fav.	Smt. Unfav.	Str. Unfav.	Not Aware	Aware, No Impression	DK/Ref.
24.	Anheuser-Busch	60	20	21	39	10	10	5	14	2	58	22	19	39	13	10	5	13	2
25.	Altria Group	5	4	2	3	2	2	76	10	5	6	4	2	4	2	2	77	9	5
26.	Coca-Cola	78	11	38	40	6	5	1	9	1	77	12	34	43	8	4	1	10	*
27.	Pepsi	76	11	36	40	7	4	1	11	1	73	14	28	44	10	5	1	12	1
28.	Proctor & Gamble	72	10	31	40	6	4	7	11	1	70	10	30	40	6	4	7	12	2
29.	Kraft Foods	79	6	38	41	4	2	3	11	1	78	8	33	45	5	3	3	11	1
30.	Philip Morris USA	28	46	8	20	18	28	11	13	2	28	47	7	21	18	29	10	14	2
31.	RJ Reynolds	34	26	10	23	11	15	23	16	2	35	27	9	26	13	14	21	16	2
32.	Exxon Mobil	42	45	13	29	18	27	4	7	1	41	49	12	29	20	30	1	8	1
33.	Pfizer	47	18	15	32	10	7	20	13	3	43	23	14	30	14	9	17	15	2
34.	Bank of America	37	51	11	26	21	30	3	9	1	33	57	10	23	22	35	1	9	1

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Finally, I'm going to read a list of actions some people say large companies should take to be socially responsible. Please tell me whether you think it is extremely important, very important, somewhat important, or not at all important for large companies to do each of the following in order to be socially responsible. [RANDOMIZE Q35-41, SPLIT Q35-40]

Table 3: Importance of Actions for Social Responsibility		TOTAL %						ALL IND %					
		Ext./Very	Extremely	Very	Somewhat	Not Too	DK/Ref.	Ext./Very	Extremely	Very	Somewhat	Not Too	DK/Ref.
Note: Split Sample m.o.e +/- 4.9%													
35.A	Treat all employees and job applicants fairly.	94	64	30	5	*	1	96	58	38	4	0	*
35.B	Invest in developing their employees.	81	47	34	15	2	2	77	44	32	20	2	1
36.A	Contribute to the economic stability of the communities in which they operate.	76	47	29	20	3	1	76	41	35	20	4	1
36.B	Demonstrate strong financial performance.	61	30	31	32	5	2	51	24	27	40	7	2
37.A	Help solve social problems that concern the products and services they sell.	54	32	22	33	10	3	58	30	28	32	8	2
37.B	Minimize the potential harm associated with their products and services.	85	53	32	10	3	2	88	56	32	9	2	1
38.A	Minimize the environmental impact of their products, services and operations.	74	44	30	22	3	1	77	43	34	19	3	2
38.B	Ensure that suppliers and other business partners act in a socially and environmentally responsible manner.	72	41	31	21	6	1	72	39	33	22	5	1
39.A	Support government policies and legislation that reasonably regulate their industry.	51	27	24	37	11	2	48	24	24	37	11	3
39.B	Market and advertise their products and services responsibly.	74	41	34	22	3	1	69	36	34	26	4	1
40.A	Provide high quality products and services.	91	59	32	8	*	1	89	55	35	9	1	2
40.B	Support charities and community projects.	66	41	25	29	5	1	63	37	27	31	5	1
41.	Communicate openly and honestly about their products, services and business practices.	90	63	28	8	1	1	91	59	32	8	1	*

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Now, I have just a few questions for statistical purposes. . .

[ROTATE Q42 & 43]

42. You may have heard discussion of the Tea Party movement. Based on what you've seen, read, or heard, do you [ROTATE] support or oppose the Tea Party movement? If you are not familiar with the Tea Party movement, just say so. [PROMPT:] And do you strongly [support/oppose] or just somewhat [support/oppose] the Tea Party movement?

	TOTAL %					PURE IND %				
	<u>2/10</u>	<u>2/11</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12</u>	<u>2/10</u>	<u>2/11</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12</u>
Stongly Support	18	17	16	15	17	15	15	17	15	18
Somewhat Support	11	17	18	16	17	13	18	16	17	19
Somewhat Oppose	6	11	9	7	9	8	10	9	8	15
Strongly Oppose	16	25	26	30	31	16	16	22	21	23
Not Familiar	44	23	24	26	20	40	28	27	27	17
Familiar, But No Opinion [DNR]	5	7	6	5	5	8	12	9	9	6
Refused/Don't Know [DNR]	0	1	1	1	1	0	2	1	4	2
SUPPORT	29	34	34	30	35	29	33	32	31	37
OPPOSE	22	36	35	37	39	23	25	31	30	39

43. You may have heard discussion of the Occupy Wall Street movement. Based on what you've seen, read, or heard, do you [ROTATE] support or oppose the Occupy Wall Street movement? If you are not familiar with the Occupy Wall Street movement, just say so. [PROMPT:] And do you strongly [support/oppose] or just somewhat [support/oppose] the Occupy Wall Street movement?

	TOTAL %					PURE IND %				
	<u>2/10</u>	<u>2/11</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12</u>	<u>2/10</u>	<u>2/11</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12</u>
Stongly Support	--	--	--	--	12	--	--	--	--	15
Somewhat Support	--	--	--	--	16	--	--	--	--	17
Somewhat Oppose	--	--	--	--	12	--	--	--	--	15
Strongly Oppose	--	--	--	--	32	--	--	--	--	26
Not Familiar	--	--	--	--	22	--	--	--	--	21
Familiar, But No Opinion [DNR]	--	--	--	--	3	--	--	--	--	5
Refused/Don't Know [DNR]	--	--	--	--	2	--	--	--	--	1
SUPPORT	--	--	--	--	29	--	--	--	--	32
OPPOSE	--	--	--	--	45	--	--	--	--	41

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DEMOGRAPHICS

44. [ASK IF INDEPENDENT Q2=3, 4, OR 5] Was there any time when you considered yourself [ROTATE:] a Democrat ...OR... a Republican?

	ALL IND %				
	<u>2/10</u>	<u>2/11</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12</u>
No, Neither	34	39	39	33	36
Yes, Democrat	31	28	29	33	32
Yes, Republican	31	29	29	29	28
Don't Know [DNR]	4	4	3	4	3
Refused [DNR]	1	1	1	1	1

45. Thinking about politics, do you consider yourself to be [ROTATE:] conservative, moderate, or liberal? [IF CONSERVATIVE/LIBERAL, ASK:] Would that be very [conservative/liberal] or somewhat [conservative/liberal]?

	TOTAL %					ALL IND %				
	<u>2/10</u>	<u>2/11</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12</u>	<u>2/10</u>	<u>2/11</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12</u>
Very Conservative	21	21	19	21	22	16	12	12	14	14
Somewhat Conservative	22	20	20	21	19	23	21	21	20	19
Moderate	38	39	41	37	40	46	50	50	50	48
Somewhat Liberal	11	10	9	10	11	9	9	10	8	10
Very Liberal	6	7	9	8	7	3	4	5	5	6
Don't Know [DNR]	2	3	2	2	2	3	3	2	3	2
Refused [DNR]	0	1	1	1	1	1	1	1	*	1
CONSERVATIVE	43	41	39	42	41	39	33	34	34	33
MODERATE	38	39	41	37	40	46	50	50	50	48
LIBERAL	17	17	18	18	17	12	13	15	13	16

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[ROTATE Q46-47]

46. Thinking specifically about fiscal issues related to how the government taxes and spends, do you think of yourself as [ROTATE FRONT TO BACK, BACK TO FRONT:] fiscally conservative, fiscally moderate, or fiscally liberal?

	TOTAL %				ALL IND %			
	<u>2/11</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12</u>	<u>2/11</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12</u>
Fiscally Conservative	50	44	49	48	49	46	49	51
Fiscally Moderate	39	42	39	39	41	44	41	39
Fiscally Liberal	8	10	9	8	7	7	8	8
Don't Know [DNR]	3	3	1	3	3	3	1	2
Refused [DNR]	0	1	1	1	1	*	1	1

47. Thinking specifically about social issues, do you think of yourself as [ROTATE FRONT TO BACK, BACK TO FRONT:] socially conservative, socially moderate, or socially liberal?

	TOTAL %				ALL IND %			
	<u>2/11</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12</u>	<u>2/11</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12</u>
Socially Conservative	33	36	38	36	27	30	32	30
Socially Moderate	40	37	36	38	46	44	41	42
Socially Liberal	23	24	24	23	22	23	24	26
Don't Know [DNR]	3	2	2	2	4	3	2	2
Refused [DNR]	1	1	1	1	1	1	1	*

48. Thinking back to the last presidential election in November 2008, did you vote for [ROTATE: the Republican candidate for president, John McCain; the Democratic candidate for president, Barack Obama] ...or were you unable to vote for some reason?

	TOTAL %					ALL IND %				
	<u>2/10</u>	<u>2/11</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12</u>	<u>2/10</u>	<u>2/11</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12</u>
McCain	44	39	41	42	38	42	36	36	40	35
Obama	46	46	46	46	48	42	41	41	42	48
Did Not Vote	6	9	7	7	9	9	12	13	10	11
Don't Know [DNR]	1	3	2	2	2	2	5	4	4	3
Refused [DNR]	3	4	4	2	3	5	7	6	4	4

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49. And now thinking back to the November 2010 election, did you vote for [ROTATE: the Republican candidate for the U.S. House of Representatives, the Democratic candidate for the U.S. House of Representatives], or did you not cast a vote for a House candidate?

	TOTAL %				ALL IND %			
	<u>2/11</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12</u>	<u>2/11</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12</u>
Republican Candidate	40	41	40	37	37	35	41	34
Democratic Candidate	34	34	36	37	25	27	24	31
Did Not Vote	17	16	16	17	27	22	22	23
Don't Know [DNR]	6	8	7	7	9	14	11	11
Refused [DNR]	2	2	1	2	3	2	1	2

50. What is the last year of education you completed?

	TOTAL %					ALL IND %				
	<u>2/10</u>	<u>2/11</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12</u>	<u>2/10</u>	<u>2/11</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12</u>
Less than High School	4	3	5	3	4	4	3	3	2	3
High School Grad	23	20	19	21	22	21	19	20	19	19
Some College	25	27	24	26	23	27	27	28	25	31
College Grad	30	32	33	31	32	27	29	30	33	28
Post-College	18	19	19	18	19	21	22	19	22	20
Refused [DNR]	0	0	0	1	*	0	0	*	0	*

51. What of the following best describes your marital status? [READ CODES 1-5]

	TOTAL %					ALL IND %				
	<u>2/10</u>	<u>2/11</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12</u>	<u>2/10</u>	<u>2/11</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12</u>
Married	70	71	69	68	70	71	68	67	72	68
Divorced	7	7	8	9	8	9	8	7	8	10
Separated	2	1	1	2	1	1	1	*	1	1
Widowed	7	5	5	6	6	5	6	7	3	4
Never Married	14	16	18	15	15	13	17	19	14	16
Refused [DNR]	0	0	*	1	1	0	0	*	1	1

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52. Do you have any children under age 18 living at home with you?

	TOTAL %					ALL IND %				
	<u>2/10</u>	<u>2/11</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12</u>	<u>2/10</u>	<u>2/11</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12</u>
Yes	35	37	34	32	34	30	37	30	30	31
No	65	63	66	67	66	70	63	70	70	69
Refused [DNR]	0	0	*	1	*	0	0	*	*	*

53. Into which category does your annual household income fall before taxes? Just stop me when I get to the right category. [READ CODES 1-7]

	TOTAL %					ALL IND %				
	<u>2/10</u>	<u>2/11</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12</u>	<u>2/10</u>	<u>2/11</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12</u>
Less than \$20,000	9	10	8	9	9	7	9	5	7	9
\$20,000 to \$29,999	7	7	8	9	9	8	7	9	5	9
\$30,000 to \$49,999	18	15	13	15	13	16	16	17	16	16
\$50,000 to \$74,999	22	18	20	18	21	22	19	21	19	20
\$75,000 to \$99,999	15	18	15	16	14	13	15	14	17	16
\$100,000 to \$199,999	16	17	20	19	18	20	17	17	22	18
\$200,000+	5	5	4	5	6	3	4	5	6	5
Refused [DNR]	8	11	12	9	11	10	14	12	8	9

54. Again, just for statistical purposes, are you from a Hispanic or Spanish-speaking background? [If no, ask:] What is your race: white, black, Asian or something else?

	TOTAL %					ALL IND %				
	<u>2/10</u>	<u>2/11</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12</u>	<u>2/10</u>	<u>2/11</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12</u>
White	75	75	76	76	76	79	85	83	83	82
Black	11	12	10	12	12	6	4	3	2	7
Hispanic	9	7	8	8	9	9	5	7	8	6
Asian	1	2	2	1	1	1	2	2	2	2
Other [DNR]	3	3	3	1	1	5	3	4	1	1
Refused [DNR]	1	1	1	2	2	2	1	1	3	4

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55. What do you consider to be your religion? (IF OTHER ASK:) Is that a Christian religion or not?

	TOTAL %					ALL IND %				
	<u>2/10</u>	<u>2/11</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12</u>	<u>2/10</u>	<u>2/11</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12</u>
Protestant	--	--	--	--	25	--	--	--	--	20
Catholic	--	--	--	--	23	--	--	--	--	21
Other Christian	--	--	--	--	32	--	--	--	--	32
Jewish	--	--	--	--	1	--	--	--	--	1
Other / non-Christian	--	--	--	--	6	--	--	--	--	7
Agnostic / Atheist	--	--	--	--	7	--	--	--	--	11
Don't know [DNR]	--	--	--	--	2	--	--	--	--	4
Refused [DNR]	--	--	--	--	3	--	--	--	--	4

56. And would you consider the area in which you live to be [ROTATE FRONT TO BACK:] urban, suburban, or rural?\

	TOTAL %					ALL IND %				
	<u>2/10</u>	<u>2/11</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12</u>	<u>2/10</u>	<u>2/11</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12</u>
Urban	--	22	22	21	24	--	18	20	17	23
Suburban	--	45	47	42	41	--	46	45	46	40
Rural	--	30	29	34	33	--	34	34	36	36
Other [DNR]	--	1	*	*	1	--	1	0	*	*
Don't Know [DNR]	--	2	3	2	2	--	1	1	1	1
Refused [DNR]	--	0	0	*	*	--	0	0	0	*

Now I am going to read you a list of products. Please tell me which you use, either occasionally or frequently. [RANDOMIZE Q57-59, READ Q60 LAST]

57. Soda or soft drinks.

	TOTAL %					ALL IND %				
	<u>2/10</u>	<u>2/11</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12</u>	<u>2/10</u>	<u>2/11</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12</u>
Use	70	70	72	78	76	69	68	68	76	74
Don't Use	29	30	27	21	24	30	31	31	24	26
Refused [DNR]	1	1	1	1	1	2	1	1	*	*

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58. Beer, wine or other alcohol.

	TOTAL %					ALL IND %				
	<u>2/10</u>	<u>2/11</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12</u>	<u>2/10</u>	<u>2/11</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12</u>
Use	55	55	58	59	61	59	60	59	66	64
Don't Use	44	44	41	40	39	40	40	40	33	36
Refused [DNR]	1	1	1	1	1	1	1	1	1	*

59. Over-the-counter or prescription medications.

	TOTAL %					ALL IND %				
	<u>2/10</u>	<u>2/11</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12</u>	<u>2/10</u>	<u>2/11</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12</u>
Use	81	80	84	86	85	79	80	82	85	86
Don't Use	18	19	16	13	14	19	19	18	15	13
Refused [DNR]	1	1	0.4	1	1	2	1	1	*	1

60. Tobacco.

	TOTAL %					ALL IND %				
	<u>2/10</u>	<u>2/11</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12</u>	<u>2/10</u>	<u>2/11</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12</u>
Use	15	14	19	18	16	16	17	19	18	18
Don't Use	84	85	81	82	84	84	83	80	81	82
Refused [DNR]]	1	1	*	1	*	1	1	1	1	*

61. [If Use Tobacco in Q60, ask:] And, which tobacco products do you use, either occasionally or frequently: Cigarettes, smokeless tobacco such as chewing tobacco or dip, cigars, or some other form of tobacco? [Allow multiple responses]

	TOTAL %					ALL IND %				
	<u>2/10</u>	<u>2/11</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12</u>	<u>2/10</u>	<u>2/11</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12</u>
Cigarettes	77	74	76	73	73	78	82	79	73	76
Smokeless Tobacco	11	11	13	18	16	12	14	13	12	15
Cigars	14	12	15	14	12	16	6	14	22	11
Other	10	6	2	5	1	4	5	3	5	1
Refused [DNR]	0	1	0	1	2	0	0	0	0	1

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62. [Record gender by observation, ask of everyone:] Are you employed outside the house, are you a homemaker, or are you retired?

	TOTAL %					ALL IND %				
	<u>2/10</u>	<u>2/11</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12</u>	<u>2/10</u>	<u>2/11</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12</u>
Male/Employed	--	32	31	31	33	--	37	37	42	38
Male, Homemaker	--	1	1	2	*	--	1	1	2	1
Male, Retired	--	10	10	11	11	--	13	14	12	15
Male, Not In Labor Force	--	4	4	2	2	--	4	4	2	2
Female, Employed	--	31	30	30	28	--	26	26	26	24
Female, Homemaker	--	8	8	7	10	--	6	6	5	7
Female, Retired	--	11	12	14	12	--	10	10	9	9
Female, Not In Labor Force	--	2	3	2	3	--	3	2	1	4
Male, Refused [DNR]	--	1	*	*	1	--	1	*	0	1
Female, Refused [DNR]	--	1	*	1	1	--	0	*	*	*
MALE	48	47	47	46	47	56	56	56	58	57
FEMALE	52	53	53	54	53	44	44	44	42	43

[THANK AND CLOSE]

Census Region [RECORD FROM SAMPLE]

	TOTAL %					ALL IND %				
	<u>2/10</u>	<u>2/11</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12</u>	<u>2/10</u>	<u>2/11</u>	<u>5/11</u>	<u>9/11</u>	<u>3/12</u>
1 NEW ENGLAND	--	5	5	5	5	--	11	9	8	9
2 MID ATLANTIC	--	14	14	14	14	--	14	13	11	12
3 EAST NORTH CENTRAL	--	17	17	17	14	--	18	20	20	16
4 WEST NORTH CENTRAL	--	8	8	8	8	--	11	7	9	8
5 SOUTH ATLANTIC	--	18	18	18	18	--	16	19	15	21
6 EAST SOUTH CENTRAL	--	6	6	6	6	--	6	6	5	7
7 WEST SOUTH CENTRAL	--	11	11	11	11	--	7	6	13	10
8 MOUNTAIN	--	7	7	7	7	--	8	8	6	6
9 PACIFIC	--	14	14	14	14	--	10	12	11	11