

# Independent Voter Research Project: Topline Results

## Wave 12: General Election

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Field Dates: 10/7-14/2012

Base Sample: n=800 (m.o.e. +/- 3.5), Independent Sample n=800 (m.o.e. +/- 3.5), Pure Independent Sample n=500 (m.o.e. +/- 4.4)

Base Sample weighted to Party ID, Independent Sample weighted to Age

Question Codes: Letter = Screener Question, #.D = Demographic Question, #.T = Tracking Question

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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?

1. Yes [Go to QB]
2. No [Go to QC]

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

1. Yes [Go to QC]
2. No [Schedule a call back]
3. Unwilling to take the survey [Thank and terminate]
4. 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?

1. Yes [Terminate]
2. 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]?

1. Yes [go to Q1]
2. 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?]

1. Yes [Repeat introduction]
2. No [Thank and terminate]

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

	BASE %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Mar-12</u>	<u>Jul-12</u>	<u>Oct-12</u>	ALL IND %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Mar-12</u>	<u>Jul-12</u>	<u>Oct-12</u>
18-24		10	7	7	7	11	7		8	6	7	7	10	8
25-34		11	15	12	14	13	10		9	12	12	16	12	12
35-44		20	15	16	18	14	18		18	14	15	16	15	16
45-54		23	23	23	22	22	24		25	24	24	18	24	23
55-64		16	19	20	18	19	19		19	21	22	22	20	22
65+		20	21	19	21	21	22		21	21	18	21	19	20
Refused [DNR; Terminate]		0	1	1	0	0	0		0	2	1	0	0	0

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

	BASE %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Mar-12</u>	<u>Jul-12</u>	<u>Oct-12</u>	ALL IND %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Mar-12</u>	<u>Jul-12</u>	<u>Oct-12</u>
Democrat		35	36	36	36	36	36		0	0	0	0	0	0
Independent, Lean Democrat		6	6	7	7	7	7		20	20	25	27	25	16
Independent		16	11	14	14	14	14		53	53	47	45	48	63
Independent, Lean Republican		8	10	8	8	8	8		27	27	28	29	27	21
Republican		30	32	32	32	32	32		0	0	0	0	0	0
Don't Know [DNR]		4	3	3	2	2	2		0	0	0	0	0	0
Refused [DNR]		1	1	1	2	1	1		0	0	0	0	0	0
DEMOCRAT		35	36	36	36	36	36		0	0	0	0	0	0
INDEPENDENT		30	27	29	29	29	29		100	100	100	100	100	100
REPUBLICAN		30	32	32	32	32	32		0	0	0	0	0	0

3.T 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? [IF RIGHT DIRECTION OR WRONG TRACK, ASK:] And do you feel strongly about that or just somewhat?

	BASE %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Mar-12</u>	<u>Jul-12</u>	<u>Oct-12</u>	PURE IND %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Mar-12</u>	<u>Jul-12</u>	<u>Oct-12</u>
Right Direction		36	31	21	39	36	41		26	26	10	31	25	33
Wrong Track		53	61	72	57	60	53		58	66	80	60	66	61
Don't Know [DNR]		10	7	6	4	3	5		15	8	9	7	7	5
Refused [DNR]		1	1	1	1	1	1		1	1	1	2	2	1

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4.T As you may know, there will be a general election for president and U.S. Congress this November. I know it's still a little 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 in the November election? (\*Question prior to Nov-10: "...there will be a general election for U.S. Congress in November 2010. I know it's still a ways off, but would you say you are....")

	BASE %	Oct-09	Oct-10	Sep-11	Mar-12	Jul-12	Oct-12	PURE IND %	Oct-09	Oct-10	Sep-11	Mar-12	Jul-12	Oct-12
Extremely Likely		65	69	79	80	80	82		59	64	75	69	70	75
Very Likely		22	21	16	13	14	13		25	25	16	19	16	17
Somewhat Likely		9	7	3	5	4	3		11	6	6	7	9	5
Not Too Likely		3	2	1	2	1	2		4	4	2	5	5	2
Don't Know [DNR]		1	1	1	1	1	0		1	1	1	1	1	1
Refused [DNR]		0	*	*	*	*	0		0	1	*	*	0	1

5.T If the election for president were being held today and you had to make a choice, would you vote for [ROTATE] President Obama, the Democrat ...or...Mitt Romney, the Republican? [IF OBAMA OR ROMNEY, ASK:] Would that be definitely [Obama/Romney] or probably [Obama/Romney]?

	BASE %	Sep-11	Mar-12	Jul-12	Oct-12	PURE IND %	Sep-11	Mar-12	Jul-12	Oct-12
Definitely Obama		29	36	39	43		8	19	22	28
Probably Obama		11	8	6	2		13	13	12	9
Probably Republican/Romney		12	8	6	5		15	12	10	9
Definitely Republican/Romney		31	32	40	43		16	15	28	36
Other [DNR]		*	1	1	1		1	2	1	1
Neither [DNR]		2	2	3	2		6	5	10	6
Don't Know [DNR]		16	12	6	3		40	30	14	10
Refused [DNR]		0	2	1	2		0	3	3	2
OBAMA		39	44	44	46		21	32	34	37
ROMNEY		42	41	45	47		31	28	38	45

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6. Regardless of whom you support, and trying to be as objective as possible, who do you think will win the presidential election in November [ROTATE:] President Obama...or...Mitt Romney? [IF OBAMA OR ROMNEY, ASK:] And do you feel strongly about that?

	BASE %	<u>Jul-12</u>	<u>Oct-12</u>	PURE IND %	<u>Jul-12</u>	<u>Oct-12</u>
Obama/Strongly		35	41		28	27
Obama		16	11		16	21
Romney		9	8		10	10
Romney/Strongly		23	22		18	19
Other [DNR]		1	0		1	1
Don't Know [DNR]		17	16		27	22
Refused [DNR]		*	1		1	1
OBAMA		50	52		44	48
ROMNEY		31	30		28	29

Still thinking about these two presidential candidates...

[ROTATE Q7-Q8]

7. Do you have a favorable or an unfavorable impression of Mitt Romney? [IF FAVORABLE OR UNFAVORABLE, ASK:] Would that be a strongly [favorable/unfavorable] impression or just a somewhat [favorable/unfavorable] impression?

	BASE %	<u>Oct-12</u>	PURE IND %	<u>Oct-12</u>
Favorable/Strongly		31		26
Favorable/Somewhat		19		24
Unfavorable/Somewhat		13		15
Unfavorable/Strongly		31		25
Don't Know [DNR]		7		10
Refused [DNR]		0		1
FAVORABLE		50		49
UNFAVORABLE		44		40

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8.T Do you approve or disapprove of the way Barack Obama is handling his job as President? [IF APPROVE OR DISAPPROVE:] And do you strongly [approve/disapprove] or just somewhat [approve/disapprove]?

	BASE %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Mar-12</u>	<u>Jul-12</u>	<u>Oct-12</u>	PURE IND %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Mar-12</u>	<u>Jul-12</u>	<u>Oct-12</u>
Approve/Strongly		29	27	23	27	27	34		17	17	10	21	13	19
Approve/Somewhat		21	19	20	21	20	14		29	28	24	25	28	23
Disapprove/Somewhat		12	13	13	10	9	8		17	15	19	15	15	13
Disapprove/ Strongly		32	38	40	38	42	42		27	32	39	33	38	39
Don't Know [DNR]		5	4	4	3	2	2		9	7	7	5	5	6
Refused [DNR]		1	*	1	1	1	0		1	1	*	1	1	0
APPROVE		51	46	43	48	46	48		46	44	34	46	41	42
DISAPPROVE		43	50	53	48	51	50		44	47	58	48	53	52

Thinking now about the U.S. Congress...

9.T If the elections for U.S. Congress were being held today, and you had to make a choice, would you vote for [ROTATE] the Republican candidate ...or... the Democratic candidate in your Congressional district? [IF REPUBLICAN OR DEMOCRAT, ASK:] Would that be definitely the [Republican/Democrat] or probably the [Republican/Democrat]?

	BASE %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Mar-12</u>	<u>Jul-12</u>	<u>Oct-12</u>	PURE IND %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Mar-12</u>	<u>Jul-12</u>	<u>Oct-12</u>
Republican/ Definitely		25	32	28	30	35	34		14	16	17	14	18	22
Republican/ Probably		13	12	16	11	11	11		14	12	15	15	16	15
Democrat/ Probably		13	9	12	10	9	7		11	11	14	15	11	14
Democrat/Definitely		22	30	29	31	32	37		8	13	12	14	14	19
Other [DNR]		1	1	1	1	*	1		3	2	1	2	2	3
Neither [DNR]		3	2	2	1	1	2		8	7	8	5	6	4
Don't Know [DNR]		22	15	12	16	11	8		42	36	32	33	32	22
Refused [DNR]		1	1	0	1	1	1		1	3	0	2	2	1
REPUBLICAN		38	43	44	41	46	44		28	28	32	29	34	38
DEMOCRAT		34	39	41	41	41	44		19	24	27	29	24	33

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[ROTATE Q10-Q11]

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

	BASE %	Oct-09	Oct-10	Sep-11	Mar-12	Jul-12	Oct-12	PURE IND %	Oct-09	Oct-10	Sep-11	Mar-12	Jul-12	Oct-12
Approve/ Strongly		6	6	6	8	6	10		4	3	4	3	3	6
Approve/ Somewhat		23	25	19	18	22	20		22	19	14	12	12	17
Disapprove/ Somewhat		29	26	26	23	22	18		32	28	28	26	29	22
Disapprove/ Strongly		34	36	45	47	45	47		33	39	46	52	48	46
Don't Know [DNR]		7	6	4	4	5	5		10	9	8	6	6	8
Refused [DNR]		1	*	1	*	1	1		1	1	*	2	2	1
APPROVE		29	31	25	26	28	30		26	23	18	15	16	23
DISAPPROVE		63	62	70	69	67	64		65	67	73	78	76	68

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

	BASE %	Oct-09	Oct-10	Sep-11	Mar-12	Jul-12	Oct-12	PURE IND %	Oct-09	Oct-10	Sep-11	Mar-12	Jul-12	Oct-12
Approve/ Strongly		11	12	10	10	13	17		4	4	5	5	5	6
Approve/ Somewhat		28	24	23	25	20	22		26	23	15	19	20	20
Disapprove/ Somewhat		18	19	21	21	19	16		23	24	26	24	24	18
Disapprove/ Strongly		36	40	42	39	42	39		38	41	46	44	42	44
Don't Know [DNR]		6	5	4	4	5	6		9	8	7	5	7	11
Refused [DNR]		1	1	1	1	*	0		1	1	*	2	2	1
APPROVE		39	36	33	36	34	38		30	26	20	24	25	26
DISAPPROVE		55	59	63	59	61	56		61	65	72	68	66	62

And thinking broadly about the government...

12.T In general, do you prefer [ROTATE] bigger government with more services ...or... smaller government with fewer services?

	BASE %	Oct-09	Oct-10	Sep-11	Mar-12	Jul-12	Oct-12	PURE IND %	Oct-09	Oct-10	Sep-11	Mar-12	Jul-12	Oct-12
Bigger Government		34	30	30	30	30	30		27	21	17	20	21	23
Smaller Government		57	61	60	61	60	57		64	65	73	67	68	64
Depends [DNR]		3	2	2	2	2	4		2	6	4	4	4	4
Don't Know [DNR]		5	7	6	5	6	8		5	8	6	6	7	7
Refused [DNR]		1	1	1	2	2	1		1	1	1	3	1	2

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13.T 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?

	BASE %	Oct-09	Oct-10	Sep-11	Mar-12	Jul-12	Oct-12	PURE IND %	Oct-09	Oct-10	Sep-11	Mar-12	Jul-12	Oct-12
Gov't Should Do More		47	46	44	44	44	45		45	43	34	43	39	39
Gov't Doing Too Much		49	51	52	52	52	47		49	47	59	49	57	56
Both [DNR]		1	1	*	1	1	2		3	3	2	2	1	1
Neither [DNR]		1	1	1	1	1	1		1	3	1	3	1	1
Don't Know [DNR]		2	1	4	1	2	4		2	3	3	3	2	2
Refused [DNR]		0	*	0	1	1	1		0	1	0	1	1	1

14.T Turning to national issues...what would you say is the single most important problem facing the nation? [OPEN-END; PLEASE CODE RESPONSES WHERE POSSIBLE]

	BASE %	Oct-09	Oct-10	Sep-11	Mar-12	Jul-12	Oct-12	PURE IND %	Oct-09	Oct-10	Sep-11	Mar-12	Jul-12	Oct-12
The Economy		30	36	31	38	36	37		31	33	31	37	35	37
Jobs		12	25	35	21	26	23		15	23	33	19	25	19
Health Care		18	6	2	4	6	4		14	3	1	4	6	2
Education		1	2	1	1	2	2		2	3	2	1	2	3
The Environment		*	0	*	*	1	1		1	*	*	*	1	0
Government Spending/Debt		9	8	9	10	7	10		8	9	12	10	8	12
Taxes		*	1	1	1	1	1		1	1	*	*	2	1
Abortion		1	*	*	*	*	0		*	0	0	0	*	0
Gov't Ethics/Corruption		3	1	1	1	*	1		3	2	1	2	1	1
Energy Prices		*	*	*	3	1	0		*	0	0	3	2	0
Immigration		1	1	1	*	2	1		2	1	1	1	1	1
National Security		2	1	*	*	1	2		1	1	0	*	1	3
War in Iraq		3	1	*	1	*	2		1	1	0	0	*	0
War in Afghanistan		4	2	*	*	1	2		3	1	2	1	1	1
Both Wars		0	0	1	1	*	1		0	0	0	1	1	1
Moral Issues/Godlessness		0	0	2	3	3	3		0	0	1	2	1	4
Partisan Fighting		0	0	2	3	1	2		0	0	1	2	0	3
Gov't Leadership		0	0	1	1	*	1		0	0	1	1	0	1
Corporations/Bailouts		0	0	*	*	*	0		0	0	*	1	*	0
Discrimination/Racism		0	0	*	*	0	0		0	0	*	0	0	0
Socialism		0	0	*	*	1	0		0	0	0	0	1	1

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	BASE %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Mar-12</u>	<u>Jul-12</u>	<u>Oct-12</u>	PURE IND %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Mar-12</u>	<u>Jul-12</u>	<u>Oct-12</u>
Poverty		0	0	*	1	*	1		0	0	*	0	0	1
Welfare/Entitlements		0	0	1	*	*	0		0	0	0	0	*	1
Gov't Growth		0	0	*	1	0	0		0	0	*	0	0	0
Crime/Drugs		0	0	*	*	0	0		0	0	*	1	0	0
Greed		0	0	*	*	0	1		0	0	*	*	*	1
President Obama		0	0	1	1	1	1		0	0	*	0	*	1
Republicans in Congress		0	0	1	1	1	1		0	0	0	1	1	1
Democrats in Congress		0	0	*	0	0	0		0	0	*	0	0	0
Social Security		0	0	*	*	0	0		0	0	0	*	*	0
Housing		0	0	0	1	*	0		0	0	0	*	0	0
Foreign Affairs		0	0	0	1	*	1		0	0	0	*	*	2
Influence of Money in Politics		0	0	0	0	*	1		0	0	0	0	1	1
"Fiscal Cliff"		0	0	0	0	0	0		0	0	0	0	0	0
Other [DNR; Record]		12	13	6	3	8	2		16	18	6	4	10	3
Don't Know [DNR; Record]		3	3	1	1	3	2		2	3	2	1	2	1
Refused [DNR; Record]		*	*	0	*	0	1		1	1	0	*	0	0



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And thinking about how President Obama is handling national issues...I'm going to read several issues. Please listen and tell me, for each one, if you approve or disapprove of the job President Obama is doing on the issue. Here's the first one: [IF APPROVE OR DISAPPROVE, ASK:] And do you strongly [approve/disapprove] or just somewhat [approve/disapprove]?

[RANDOMIZE] [SPLIT SAMPLE Q15-18 A/B]	BASE % (n~400, m.o.e. +/-4.9)								ALL IND % (n~400, m.o.e. +/-4.9)							
	Approve			Disapprove			DNK [DNR]	Ref [DNR]	Approve			Disapprove			DNK [DNR]	Ref [DNR]
	Tot	Str	Smt	Tot	Smt	Str			Tot	Str	Smt	Tot	Smt	Str		
15.A The economy	50	31	19	49	8	41	1	0	40	16	24	58	12	46	2	1
7/12 The economy	43	21	22	56	11	46	0	1	39	10	29	59	14	45	1	1
15.B Jobs	43	23	20	56	13	43	1	0	43	18	25	56	14	41	1	0
7/12 Jobs	41	18	22	58	12	47	1	*	38	12	26	59	15	44	3	1
16.A Foreign policy	55	35	19	40	7	33	5	1	46	25	21	47	11	36	6	1
7/12 Foreign policy	52	30	23	41	14	28	6	*	52	20	31	42	18	24	6	*
16.B The federal budget deficit/spending	32	17	15	64	10	55	4	0	26	9	16	70	14	56	5	*
7/12 The federal budget deficit/spending	34	14	19	64	9	55	3	*	25	10	15	71	13	58	4	1
17.A Tax reform	50	28	22	43	12	32	6	1	36	14	22	55	15	40	8	1
7/12 Tax reform	43	22	21	52	17	35	4	1	41	13	28	52	17	35	7	*
17.B Standing up for the middle class	51	39	12	47	13	33	2	*	55	33	22	41	13	28	5	*
7/12 Standing up for the middle class	48	30	19	48	13	35	3	*	51	29	22	46	16	30	2	1
18.A Social Security and Medicare	54	37	16	39	13	26	7	*	46	22	24	47	17	29	7	1
7/12 Social Security and Medicare	49	29	20	46	13	34	4	*	44	16	28	48	18	31	8	*
18.B Health care	44	33	11	55	8	48	1	*	43	28	15	55	11	44	3	*
7/12 Health care	42	32	10	57	9	47	2	*	41	27	14	58	11	47	2	0

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Now I would like to read another list of issues. Please listen and tell me, for each one, who you think will better handle this issue, [ROTATE] Mitt Romney... or...President Obama. Here is the first one:

[RANDOMIZE]

[SPLIT SAMPLE Q19-23  
A/B]

BASE % (n~400, m.o.e. +/-4.9)

ALL IND % (n~400, m.o.e. +/-4.9)

	Romney	Obama	Both [DNR]	Neither [DNR]	DNK [DNR]	Ref. [DNR]	Romney Adv.	Romney	Obama	Both [DNR]	Neither [DNR]	DNK [DNR]	Ref. [DNR]	Romney Adv.
19.A The economy	47	50	*	1	2	0	-3	56	38	*	2	4	1	18
7/12 The economy	49	45	*	4	2	1	4	50	38	*	6	5	1	12
19.B Jobs	55	41	0	1	2	1	14	52	40	0	4	3	1	12
7/12 Jobs	47	46	1	3	3	*	1	50	39	1	5	5	*	11
20.A Foreign policy	41	53	0	1	5	*	-12	45	46	1	2	6	0	-1
7/12 Foreign policy	37	53	*	4	6	0	-16	36	51	1	5	7	*	-15
20.B The federal budget deficit and spending	58	37	1	2	2	*	21	60	32	*	4	4	1	28
7/12 The federal budget deficit and spending	52	41	1	4	2	*	11	58	30	*	7	5	1	28
21.A Tax reform	42	51	0	2	4	0	-9	52	39	1	3	5	0	13
7/12 Tax reform	47	47	*	3	3	*	0	46	43	*	5	6	0	3
21.B Standing up for the middle class	46	48	1	3	2	*	-2	39	51	1	6	3	1	-12
7/12 Standing up for the middle class	36	55	*	6	3	*	-19	31	57	1	8	3	*	-26
22.A Social Security and Medicare	41	55	0	0	2	0	-14	48	45	1	2	5	*	3
7/12 Social Security and Medicare	44	48	1	3	4	*	-4	42	43	1	4	9	1	-1
22.B Health care	50	46	1	2	1	1	4	46	45	1	5	3	*	1
7/12 Health care	44	49	*	3	3	1	-5	43	47	0	5	5	*	-4
23.A Women's issues, like reproductive issues and equal pay for equal work	39	51	*	3	6	*	-12	41	45	1	5	8	*	-4
23.B Providing strong leadership to solve tough problems	50	45	1	2	2	1	5	49	43	1	4	4	*	6

# Independent Voter Research Project: Topline Results

## Wave 12: General Election

And thinking now about Congressional issue handling ...Please listen as I read another set of issues, and for each one tell me if you think [ROTATE:] the Republicans in Congress...or...the Democrats in Congress will better handle the issue. Here is the first one:

[RANDOMIZE]	BASE % (n=409, m.o.e. +/-4.9)							ALL IND % (n=400, m.o.e. +/-4.9)						
[SPLIT SAMPLE Q24-28 A/B]	GOP	DEM	Both [DNR]	Neither [DNR]	DNK [DNR]	Ref. [DNR]	GOP Adv.	GOP	DEM	Both [DNR]	Neither [DNR]	DNK [DNR]	Ref. [DNR]	GOP Adv.
24.A The economy	46	46	0	4	4	*	0	53	34	1	6	5	1	19
7/12 The economy	52	41	1	4	2	0	11	52	33	1	8	6	1	19
24.B Jobs	52	41	1	4	2	*	11	47	37	1	9	5	1	10
7/12 Jobs	52	40	1	4	2	*	12	49	33	1	11	6	1	16
25.A Foreign policy	41	51	0	2	6	*	-10	44	42	1	5	8	0	2
7/12 Foreign policy	49	41	2	2	6	1	8	48	37	1	3	9	1	11
25.B The federal budget deficit and spending	54	37	1	4	3	0	17	57	28	1	8	5	1	29
7/12 The federal budget deficit and spending	54	33	1	7	4	0	21	56	22	1	12	8	1	34
26.A Tax reform	43	49	1	4	4	0	-6	49	38	1	6	5	1	11
7/12 Tax reform	50	40	1	5	5	0	10	50	34	1	9	6	1	16
26.B Standing up for the middle class	42	49	1	3	4	*	-7	37	50	2	7	5	*	-13
7/12 Standing up for the middle class	40	50	1	5	3	*	-10	34	50	1	10	5	1	-16
27.A Social Security and Medicare	41	52	1	3	4	0	-11	44	42	2	6	6	*	2
7/12 Social Security and Medicare	43	47	1	5	4	1	-4	38	44	1	10	6	1	-6
27.B Health care	47	46	1	4	2	*	1	40	45	2	8	4	1	-5
7/12 Health care	50	42	1	5	3	1	8	44	42	1	7	6	1	2
28.A Sharing your values	40	51	1	5	4	1	-11	44	40	2	8	6	1	4
7/12 Sharing your values	48	41	1	5	4	*	7	43	34	1	12	8	1	9
28.B Women's issues, like reproductive issues and equal pay for equal work	33	56	1	3	6	1	-23	24	60	2	6	7	1	-36
7/12 Women's issues, like reproductive issues and equal pay for equal work	34	53	2	4	6	1	-19	26	55	2	6	9	1	-29

# Independent Voter Research Project: Topline Results

## Wave 12: General Election

29. Overall, how effective do you think this Congress has been at addressing the issues facing the country: Extremely effective, Very effective, Somewhat effective, or Ineffective?

	BASE %	Oct-12	PURE IND %	Oct-12
Extremely Effective		3		2
Very Effective		5		1
Somewhat Effective		33		30
Ineffective		59		66
Don't Know [DNR]		1		*
Refused [DNR]		*		0

30. [IF Q29=3 or 4, ASK:] In your own words, what do you think has prevented this Congress from effectively addressing the issues facing the country: [OPEN-END; PLEASE CODE RESPONSES WHERE POSSIBLE]

	BASE %	Oct-12	ALL IND %	Oct-12
Being out of touch with Americans		5		5
Partisanship/Lack of Compromise		46		49
Lack of leadership		5		6
Special interests/Money		4		7
Inexperience		*		1
Obstructionist tactics		2		1
Republicans in Congress		12		8
Democrats in Congress		4		3
President Obama		6		6
Tea Party		1		1
Focusing on the wrong issue/too many things at once		2		2
Process is outdated/Too hard to pass anything		1		1
Racism		1		1
Socialism/Healthcare		*		1
Too concerned with re-election		2		1
Other [Specify, Record, and Code]		2		1
Don't Know [DNR]		7		6
Refused [DNR]		1		1

# Independent Voter Research Project: Topline Results

## Wave 12: General Election

Now, I'm going to read you one last set of issues facing the country. After each, please tell me if you think Republicans in Congress should [ROTATE]: Compromise their position on the issue in order to get things done...or...Stick to their position on the issue even if it means not getting as much done? [IF CHOICE MADE ASK:] And do you feel strongly about that?

[RANDOMIZE]	BASE %									PURE IND %								
	Compromise			Stick to Position			DNK [DNR]	Ref [DNR]	Comp. Adv.	Compromise			Stick to Position			DNK [DNR]	Ref [DNR]	Comp. Adv.
	Tot	Str	Smt	Tot	Smt	Str				Tot	Str	Smt	Tot	Smt	Str			
31. Economic issues, like jobs and unemployment	59	47	12	35	6	30	5	1	24	62	47	16	32	6	26	6	1	31
32. Fiscal issues, like taxes, spending, and debt	58	48	11	37	5	33	4	1	21	61	46	15	33	6	27	6	1	28
33. Social issues, like reproductive issues, gay marriage and family values	55	43	12	38	5	34	6	2	16	61	48	13	30	5	25	7	2	31
34. National security issues, like military defense	50	38	12	43	6	37	6	1	7	48	34	14	43	7	36	8	1	6
35. Repealing or reforming Obamacare	51	43	8	44	3	41	5	1	7	53	42	11	42	6	36	5	1	11
36. Reforming government programs like Medicare and Social Security	60	47	13	35	7	29	4	0	25	63	47	15	31	7	23	6	1	32

Finally, turning your attention to an event that's been in the news...

37. On Wednesday, October 3, President Obama and Mitt Romney participated in this year's first presidential debate on domestic policy. Thinking back, did you watch any of this debate, or were you not able to watch the debate? If you don't know, just say so.

	BASE %	<u>Oct-12</u>	PURE IND %	<u>Oct-12</u>
Watched Debate		75		68
Did Not Watch the Debate		24		29
Don't Know [DNR]		1		3
Refused [DNR]		*		*

# Independent Voter Research Project: Topline Results

## Wave 12: General Election

38. [IF Q37=1 "WATCHED DEBATE", ASK:] And, still thinking about the presidential debate...did what you watch of the debate make you more likely to vote for [ROTATE:] President Obama...or...Mitt Romney? If the debate had no impact on your voting decision, just say so.

	BASE %	Oct-12	PURE IND %	Oct-12
Obama		22		13
Romney		44		49
No Impact		32		36
Neither [DNR]		1		1
Other [DNR, Record]		*		*
Don't Know [DNR]		*		1
Refused [DNR]		*		0

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

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

	BASE %	Oct-09	Oct-10	Sep-11	Mar-12	Jul-12	Oct-12	ALL IND %	Oct-09	Oct-10	Sep-11	Mar-12	Jul-12	Oct-12
No, Neither									33	37	33	36	40	31
Yes, Democrat									30	29	33	32	29	34
Yes, Republican									31	30	29	28	27	30
Don't Know [DNR]									4	3	4	3	3	4
Refused [DNR]									2	1	1	1	1	1

40. 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]?

	BASE %	Oct-09	Oct-10	Sep-11	Mar-12	Jul-12	Oct-12	ALL IND %	Oct-09	Oct-10	Sep-11	Mar-12	Jul-12	Oct-12
Very Conservative		20	24	21	22	25	23		15	17	14	14	15	15
Somewhat Conservative		23	19	21	19	17	20		20	21	20	19	19	21
Moderate		35	36	37	40	37	35		47	44	50	48	48	45
Somewhat Liberal		11	9	10	11	10	10		10	9	8	10	10	8
Very Liberal		7	8	8	7	10	10		4	6	5	6	5	7
Don't Know [DNR]		4	3	2	2	2	3		4	3	3	2	2	3
Refused [DNR]		0	1	1	1	*	1		0	1	*	1	1	1
CONSERVATIVE		43	43	42	41	42	43		35	38	34	33	34	36
MODERATE		35	36	37	40	37	35		47	44	50	48	48	45
LIBERAL		18	17	18	17	19	20		14	15	13	16	15	14

# Independent Voter Research Project: Topline Results

## Wave 12: General Election

[ROTATE Q41-42]

41. 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?

	BASE %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Mar-12</u>	<u>Jul-12</u>	<u>Oct-12</u>	ALL IND %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Mar-12</u>	<u>Jul-12</u>	<u>Oct-12</u>
Fiscally Conservative		51	53	49	48	50	47		54	53	49	51	49	52
Fiscally Moderate		38	34	39	39	39	38		38	36	41	39	41	37
Fiscally Liberal		8	9	9	8	10	11		6	6	8	8	8	8
Don't Know [DNR]		3	4	1	3	2	3		2	4	1	2	2	3
Refused [DNR]		0	0	1	1	*	1		1	1	1	1	1	0

42. 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?

	BASE %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Mar-12</u>	<u>Jul-12</u>	<u>Oct-12</u>	ALL IND %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Mar-12</u>	<u>Jul-12</u>	<u>Oct-12</u>
Socially Conservative		36	37	38	36	35	33		30	29	32	30	28	29
Socially Moderate		40	37	36	38	36	35		47	45	41	42	45	40
Socially Liberal		22	22	24	23	26	29		22	21	24	26	24	28
Don't Know [DNR]		2	3	2	2	2	2		1	4	2	2	2	3
Refused [DNR]		0	1	1	1	1	1		1	1	1	*	1	0

43. 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?

	BASE %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Mar-12</u>	<u>Jul-12</u>	<u>Oct-12</u>	ALL IND %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Mar-12</u>	<u>Jul-12</u>	<u>Oct-12</u>
McCain		43	44	42	38	41	39		40	39	40	35	37	39
Obama		45	47	46	48	46	50		44	43	42	48	44	45
Did Not Vote		7	5	7	9	10	9		9	9	10	11	12	10
Don't Know [DNR]		2	2	2	2	2	1		3	5	4	3	3	2
Refused [DNR]		3	2	2	3	2	2		4	4	4	4	4	4

# Independent Voter Research Project: Topline Results

## Wave 12: General Election

44. 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?

	BASE %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Mar-12</u>	<u>Jul-12</u>	<u>Oct-12</u>	ALL IND %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Mar-12</u>	<u>Jul-12</u>	<u>Oct-12</u>
Republican Candidate		41	40	40	37	38	37		38	35	41	34	32	35
Democratic Candidate		39	41	36	37	36	38		33	36	24	31	26	27
Did Not Vote		8	7	16	17	19	16		12	10	22	23	27	22
Don't Know [DNR]		11	10	7	7	7	9		15	17	11	11	12	14
Refused [DNR]		2	2	1	2	1	1		3	2	1	2	2	2

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

	BASE %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Mar-12</u>	<u>Jul-12</u>	<u>Oct-12</u>	ALL IND %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Mar-12</u>	<u>Jul-12</u>	<u>Oct-12</u>
Less than High School		5	3	3	4	2	2		4	4	2	3	2	2
High School Grad		21	21	21	22	18	22		20	19	19	19	17	19
Some College		31	29	26	23	29	24		27	28	25	31	29	23
College Grad		27	30	31	32	30	30		30	28	33	28	32	34
Post-College		16	17	18	19	21	22		19	20	22	20	20	22
Refused [DNR]		0	0	1	*	*	*		0	*	0	*	*	*

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

	BASE %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Mar-12</u>	<u>Jul-12</u>	<u>Oct-12</u>	ALL IND %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Mar-12</u>	<u>Jul-12</u>	<u>Oct-12</u>
Married		64	73	68	70	66	69		66	73	72	68	70	69
Divorced		9	7	9	8	7	7		9	8	8	10	6	9
Separated		2	1	2	1	1	1		1	2	1	1	1	1
Widowed		7	6	6	6	6	5		8	5	3	4	5	5
Never Married		18	12	15	15	20	17		15	12	14	16	17	16
Refused [DNR]		0	1	1	1	*	0		0	1	1	1	*	0

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

	BASE %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Mar-12</u>	<u>Jul-12</u>	<u>Oct-12</u>	ALL IND %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Mar-12</u>	<u>Jul-12</u>	<u>Oct-12</u>
Yes		32	33	32	34	28	31		30	31	30	31	33	33
No		68	66	67	66	72	69		69	69	70	69	67	67
Refused [DNR]		0	1	1	*	0	0		1	1	*	*	*	0



# Independent Voter Research Project: Topline Results

## Wave 12: General Election

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

	BASE %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Mar-12</u>	<u>Jul-12</u>	<u>Oct-12</u>	ALL IND %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Mar-12</u>	<u>Jul-12</u>	<u>Oct-12</u>
Male/Employed		0	0	31	33	34	30		0	0	42	38	39	38
Male, Homemaker		0	0	2	*	1	1		0	0	2	1	1	1
Male, Retired		0	0	11	11	10	13		0	0	12	15	12	13
Male, Not In Labor Force		0	0	2	2	2	4		0	0	2	2	3	4
Female, Employed		0	0	30	28	29	31		0	0	26	24	25	24
Female, Homemaker		0	0	7	10	9	7		0	0	5	7	7	6
Female, Retired		0	0	14	12	13	13		0	0	9	9	11	11
Female, Not In Labor Force		0	0	2	3	3	3		0	0	1	4	2	2
Male, Refused [DNR]		0	0	*	1	*	0		0	0	0	1	*	0
Female, Refused [DNR]		0	0	1	1	0	0		0	0	*	*	*	0
MALE		47	47	46	47	47	47		57	59	58	57	55	56
FEMALE		53	53	54	53	53	53		43	42	42	43	45	44

49. Are you or is anyone in your household a member of a labor union or a teacher's association, or not? (PROBE IF NECESSARY: Would that be a labor union or a teacher's association?)

	BASE %	<u>Jul-12</u>	<u>Oct-12</u>	ALL IND %	<u>Jul-12</u>	<u>Oct-12</u>
Yes / Labor		9	10		11	9
Yes / Teacher		8	9		6	9
Yes / Both		1	2		1	1
No		81	79		82	81
Don't know [DNR]		1	1		1	1
Refused [DNR]		*	0		0	0

# Independent Voter Research Project: Topline Results

## Wave 12: General Election

50. Into which category does your annual household income fall before taxes? Just stop me when I get to the right category. [READ CODES 1-8]

	BASE %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Mar-12</u>	<u>Jul-12</u>	<u>Oct-12</u>	ALL IND %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Mar-12</u>	<u>Jul-12</u>	<u>Oct-12</u>
Less than \$20,000		7	10	9	9	9	7		6	9	7	9	6	7
\$20,000 to \$29,999		10	8	9	9	7	7		8	7	5	9	7	8
\$30,000 to \$49,999		17	15	15	13	13	17		18	15	16	16	16	14
\$50,000 to \$74,999		18	22	18	21	18	19		18	21	19	20	19	20
\$75,000 to \$99,999		17	14	16	14	16	14		17	14	17	16	16	14
\$100,000 to \$199,999		16	17	19	18	19	22		16	18	22	18	19	21
\$200,000+		3	4	5	6	5	5		5	4	6	5	5	6
Refused [DNR]		12	11	9	11	14	10		12	13	8	9	13	10

51. Again, just for statistical purposes, are you from a Hispanic or Spanish-speaking background? [If yes, code as "3" Hispanic, below. If no, ask:] What is your race: white, black, Asian or something else?

	BASE %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Mar-12</u>	<u>Jul-12</u>	<u>Oct-12</u>	ALL IND %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Mar-12</u>	<u>Jul-12</u>	<u>Oct-12</u>
White		78	75	76	76	75	74		80	82	83	82	80	82
Black		10	13	12	12	12	14		7	6	2	7	7	6
Hispanic		8	8	8	9	8	9		7	6	8	6	7	7
Asian		1	1	1	1	2	2		1	1	2	2	2	2
Other [DNR]		2	2	1	1	1	1		4	4	1	1	2	2
Refused [DNR]		1	1	2	2	2	1		1	1	3	4	2	2

52. What do you consider to be your religion? [RANDOMIZE: Protestant, Catholic, Jewish, Agnostic or Atheist], or Something else? [IF SOMETHING ELSE, ASK:] Is that a Christian religion or not?

	BASE %	<u>Mar-12</u>	<u>Jul-12</u>	<u>Oct-12</u>	ALL IND %	<u>Mar-12</u>	<u>Jul-12</u>	<u>Oct-12</u>
Protestant		25	31	29		20	30	29
Catholic		23	24	26		21	22	27
Other Christian		32	27	2		32	25	2
Jewish		1	3	7		1	2	10
Other / non-Christian		6	5	25		7	7	22
Agnostic / Atheist		7	8	5		11	10	3
Don't know [DNR]		2	*	3		4	1	4
Refused [DNR]		3	2	3		4	3	2

# Independent Voter Research Project: Topline Results

## Wave 12: General Election

Now I am going to read you a list of products. Please tell me which you use, either occasionally or frequently. [RANDOMIZE Q53-55, READ Q56 LAST]

### 53. Soda or soft drinks.

BASE %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Mar-12</u>	<u>Jul-12</u>	<u>Oct-12</u>	ALL IND %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Mar-12</u>	<u>Jul-12</u>	<u>Oct-12</u>
Use	74	70	78	76	72	70.6	69	66	76	74	70	67.3	
Don't Use	25	30	21	24	27	27.8	30	34	24	26	29	30.7	
Refused [DNR]	1	*	1	1	1	1.6	1	1	*	*	1	2	

### 54. Beer, wine or other alcohol.

BASE %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Mar-12</u>	<u>Jul-12</u>	<u>Oct-12</u>	ALL IND %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Mar-12</u>	<u>Jul-12</u>	<u>Oct-12</u>
Use	54	53	59	61	57	58	57	57	66	64	60	63	
Don't Use	45	46	40	39	42	40	42	42	33	36	38	35	
Refused [DNR]	1	0.3	1	1	2	2	1	1	1	*	2	2	

### 55. Over-the-counter or prescription medications.

BASE %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Mar-12</u>	<u>Jul-12</u>	<u>Oct-12</u>	ALL IND %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Mar-12</u>	<u>Jul-12</u>	<u>Oct-12</u>
Use	85	82	86	85	80	81	84	79	85	86	79	79	
Don't Use	14	18	13	14	18	18	15	20	15	13	20	19	
Refused [DNR]	1	0.4	1	1	1	2	1	1	*	1	1	2	

### 56. Tobacco.

BASE %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Mar-12</u>	<u>Jul-12</u>	<u>Oct-12</u>	ALL IND %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Mar-12</u>	<u>Jul-12</u>	<u>Oct-12</u>
Use	18	16	18	16	14	14	18	19	18	18	15	19	
Don't Use	81	84	82	84	85	84	81	80	81	82	84	80	
Refused [DNR]]	1	0.4	1	*	1	1	1	1	1	*	1	1	

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57. [If Use Tobacco in Q56, 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]

BASE %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Mar-12</u>	<u>Jul-12</u>	<u>Oct-12</u>	ALL IND %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Mar-12</u>	<u>Jul-12</u>	<u>Oct-12</u>
Cigarettes	83	78	73	73	71	65		74	73	73	76	74	74
Smokeless Tobacco	14	13	18	16	16	12		18	13	12	15	12	12
Cigars	11	9	14	12	17	17		16	11	22	11	17	15
Other	4	5	5	1	2	9		2	9	5	1	3	5
Refused [DNR]	1	1	1	2	0	1		--	1	0	1	2	1

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

BASE %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Mar-12</u>	<u>Jul-12</u>	<u>Oct-12</u>	ALL IND %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Mar-12</u>	<u>Jul-12</u>	<u>Oct-12</u>
Urban		21	21	24	22	22			16	17	23	18	19
Suburban		45	42	41	45	46			49	46	40	48	46
Rural		32	34	33	31	30			33	36	36	32	32
Other [DNR]		*	*	1	1	1			0	*	*	*	1
Don't Know [DNR]		2	2	2	2	1			1	1	1	1	1
Refused [DNR]		*	*	*	1	0			0	0	*	1	1

[THANK AND CLOSE]

X REGION [Code from list]

BASE %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Mar-12</u>	<u>Jul-12</u>	<u>Oct-12</u>	ALL IND %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Mar-12</u>	<u>Jul-12</u>	<u>Oct-12</u>
NEW ENGLAND		5	5	5	5	5			8	8	9	7	8
MID ATLANTIC		14	14	14	14	15			12	11	12	10	11
EAST NORTH CENTRAL		17	17	14	17	17			19	20	16	20	15
WEST NORTH CENTRAL		8	8	8	8	8			10	9	8	7	9
SOUTH ATLANTIC		18	18	18	18	18			16	15	21	19	18
EAST SOUTH CENTRAL		6	6	6	6	6			6	5	7	8	7
WEST SOUTH CENTRAL		11	11	11	11	11			10	13	10	11	12
MOUNTAIN		7	7	7	7	7			7	6	6	8	8
PACIFIC		14	14	14	14	14			13	11	11	10	12

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- X STATE
- X ZIP CODE [Code from list]
- X FIPS [Code from list]
- X INTERVIEW DATE