



Battleground 2012 (XLVI)

FINAL

STUDY #13224

THE TARRANCE GROUP and LAKE RESEARCH PARTNERS

N = 1,000 Registered "likely" voters

Margin of error ± 3.1%

Field Dates: February 19-22, 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. May I please speak with a (male/female) in the household who is registered to vote?

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**)

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, or not very likely at all to vote?

(**CONTINUE**)

Extremely Likely..... 76%
 Very Likely..... 21%
 Somewhat Likely..... 4%

(**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**)

*= less than .5%

And,

D. 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..... 28%
Republican/not strong..... 8%
Lean Republican..... 5%

Independent..... 15%

IF INDEPENDENT OR ANYTHING

ELSE, ASK: Do you think of yourself as closer to the Republican or Democratic Party?

Lean Democrat..... 6%
Democrat/not strong..... 7%
Democrat/strong..... 31%

NO PREFERENCE (DNR)..... 1%
OTHER (DNR)..... *
UNSURE/REFUSED (DNR)..... 1%

(PARTYID)

IF "1-3" IN QD, THEN ASK:

E. And, did you vote in a Republican Presidential primary election or caucus in 2008?

Yes (TO QF) 77%
No (TO QF) 18%
UNSURE/REFUSED (DNR) (TO QF)..... 5%

(GOP08)

IF "1-3" IN QE, THEN ASK:

F. Have you voted or do you plan to vote in a Republican primary election or caucus that your state will be holding in 2012?

Yes..... 88%
No 8%
UNSURE/REFUSED (DNR)..... 4%

(GOP12)

****ASK OF EVERYONE****

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?

IF CHOICE MADE, ASK: And do you feel strongly or somewhat about that?

Right direction/strongly 20%
Right direction/somewhat 15%
UNSURE (DNR) 6%
Wrong track/somewhat 10%
Wrong track/strongly 49%

(DIRECT)

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?”)

IF CHOICE MADE IN Q2, THEN ASK: “AND WHAT WOULD YOU SAY IS THE NEXT MOST IMPORTANT PROBLEM?”

	<u>Q2 MOST IMPORTANT</u>	<u>Q3 NEXT MOST IMPORTANT</u>
• The Wars in Iraq and Afghanistan	2%	4%
• Illegal immigration	2%	6%
• Taxes	4%	5%
• Terrorism and homeland security	2%	4%
• Education	9%	7%
• Health care costs	5%	12%
• Government spending and the budget deficit	15%	11%
• The economy	23%	21%
• Gas and energy prices	4%	7%
• Medicare and Social Security	5%	6%
• Jobs	20%	15%
• COMBINATION/EQUALLY (DNR)	7%	*
• OTHER (DNR)	1%	1%
• NONE (DNR)	*	*
• UNSURE (DNR)	1%	*

(MII)

****ASK OF EVERYONE****

Now I would like to read you the names of several individuals who have been mentioned in the news recently. 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>
4.	Rick Santorum (RSID)	18%	21%	9%	26%	14%	11%
5.	Mitt Romney (MRID)	12%	25%	24%	28%	9%	2%
6.	Barack Obama (BOID)	37%	17%	8%	34%	3%	*
7.	Newt Gingrich (NGID)	7%	19%	22%	41%	9%	3%
8.	Ron Paul (RPID)	7%	24%	24%	22%	17%	7%

(END ROTATION)

Now, thinking specifically about President Barack Obama...

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

<u>IF CHOICE MADE, ASK:</u>	Approve/strongly.....	38%
And do you feel <i>strongly</i>	Approve.....	15%
about that?	UNSURE (DNR)	3%
	Disapprove.....	6%
	Disapprove/strongly.....	39%

(BHOJA)

Thinking now about Congress..

10. How would you rate the job Congress is doing? Do you approve or disapprove of the job they are doing?

<u>IF CHOICE MADE, ASK:</u>	Approve/strongly.....	5%
And do you feel <i>strongly</i>	Approve.....	7%
about that?	UNSURE (DNR)	5%
	Disapprove.....	15%
	Disapprove/strongly.....	68%

(CONJA)

And, thinking about this issue in a different way...

11. Thinking specifically about your Member of Congress, how would you rate the job your Member of Congress is doing? Do you approve or disapprove of the job they are doing?

<u>IF CHOICE MADE, ASK:</u>	Approve/strongly.....	22%
And do you feel <i>strongly</i>	Approve.....	22%
about that?	UNSURE (DNR)	14%
	Disapprove.....	12%
	Disapprove/strongly.....	31%

(MCONJA)

Now, thinking ahead to the 2012 Presidential elections...

12. If the election for President were being held today, and you had to make a choice, would you be voting for -
- (ROTATE) --
• the Republican candidate or
• President Barack Obama, the Democratic candidate?

<u>IF "UNDECIDED", ASK:</u> And	Republican.....	42%
which party's candidate do	Lean Republican.....	3%
you lean toward at this	UNDECIDED (DNR).....	6%
time?	Lean Obama.....	1%
	Obama	49%

(GENPRES)

ROTATE Qs 13--14

And, still thinking about this election...

13. 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?

<u>IF "UNDECIDED", ASK:</u>	Romney/definitely.....	32%
And which candidate do you	Romney /probably.....	9%
lean toward slightly?	Romney/lean.....	2%
	UNDECIDED (DNR)	5%
<u>IF CHOICE MADE, ASK:</u>	Obama/lean.....	1%
Would you say that you are	Obama/probably	6%
<u>definitely</u> going to vote	Obama/definitely	46%
for him, or <u>probably</u>		
going to vote for him?		

(ROBAL)

And, still thinking about this election...

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

--Rick Santorum, 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?

Santorum/definitely..... 31%
Santorum/probably..... 10%
Santorum/lean..... 1%

UNDECIDED (DNR)4%

Obama/lean..... 1%
Obama/probably 6%
Obama/definitely 46%

(SOBAL)

(END ROTATION)

And, thinking again about the 2012 elections...

15. 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?

IF "UNDECIDED", ASK: And which party's candidate do you lean toward at this time?

Republican..... 43%
Lean Republican..... 2%
UNDECIDED (DNR)..... 8%
Lean Democratic 3%
Democratic..... 43%

(GENCONG)

Thinking again about President Obama...

I am going to read you several 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>
16.	The economy (PROMPT: DO YOU APPROVE OR DISAPPROVE OF THE JOB THAT PRESIDENT OBAMA IS DOING ON THIS ISSUE?)	23%	24%	2%	11%	40%
17.	Foreign policy	33%	23%	5%	12%	28%
18.	Dealing with Congress	21%	24%	4%	17%	34%
19.	The federal budget and spending	15%	24%	2%	10%	49%
20.	Jobs	26%	23%	1%	12%	38%
21.	Standing up for the middle class	40%	17%	3%	11%	29%
22.	Social Security and Medicare	23%	25%	4%	13%	35%

(BOJA1-2,6-10)

(END RANDOMIZATION)

And, one last question on this issue...

23. Whether you approve or disapprove of the way Barack Obama is handling his job as President, what is your impression of Barack Obama as a person? Do you approve or disapprove of him?

IF CHOICE MADE, ASK:

And do you feel *strongly* about that?

Approve/strongly..... 59%
 Approve..... 15%
 UNSURE (DNR)..... 7%
 Disapprove..... 3%
 Disapprove/strongly..... 16%

(BHOPA)

IF “1” IN QF, THEN ASK:

Thinking about the Republican Presidential primary election...

24. Who would you say is your first choice to be the Republican nominee for President?
(READ AND ROTATE LIST, IF NECESSARY)

Mitt Romney.....	34%
Rick Santorum	36%
Newt Gingrich	13%
Ron Paul	7%
OTHER (Specify _____) (DNR, Record only if volunteered)	*
UNSURE/REFUSED (DNR, Record only if volunteered)	10%

(GOPBAL1)

IF CHOICE MADE IN Q24, ASK:

Still thinking about the Republican primary election for President –

25. If, for some reason, the candidate that you just mentioned chose not to run, which of the other candidates would be your next choice? Would it be --
(READ AND ROTATE LIST, IF NECESSARY)

Mitt Romney.....	27%
Rick Santorum	34%
Newt Gingrich	22%
Ron Paul	10%
OTHER (Specify _____) (DNR, Record only if volunteered)	1%
UNSURE/REFUSED (DNR, Record only if volunteered)	6%

(GOPBAL1)

IF “1” IN QF, THEN ASK:

Still thinking about the Republican primary election for President –

26. No matter who you think you might support, which of the candidates do you think has the best chance to be elected President?
(READ AND ROTATE LIST, IF NECESSARY)

Mitt Romney.....	56%
Rick Santorum	28%
Newt Gingrich	6%
Ron Paul	2%
OTHER (Specify _____) (DNR, Record only if volunteered)	1%
UNSURE/REFUSED (DNR, Record only if volunteered)	8%

(GOPELEC)

IF “1” IN QF, THEN ASK:

Thinking about key issues in this primary for a moment...

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, which candidate would best handle this issue -- (ROTATE) • **Mitt Romney, Rick Santorum, Newt Gingrich, or Ron Paul.**

Here is the first one:
(RANDOMIZE)

		<u>Romney</u>	<u>Santorum</u>	<u>Gingrich</u>	<u>Paul</u>	<u>UNSURE/ REFUSED (DNR)</u>
27.	Jobs (PROMPT: WHICH CANDIDATE WOULD BEST HANDLE THIS ISSUE?)	41%	27%	13%	8%	10%
28.	The economy	42%	23%	17%	13%	6%
29.	Defense and foreign policy	26%	22%	36%	6%	10%
30.	Social issues	30%	43%	12%	7%	7%
31.	Balancing the budget	41%	20%	20%	13%	7%

(GOPISS1-5)

(END RANDOMIZATION)

IF “1” IN QF, THEN ASK:

One last question about the Republican primary election for President –

32. No matter who you think you might support, which of the candidates do you think has run the most negative campaign?
(READ AND ROTATE LIST, IF NECESSARY)

Mitt Romney.....	40%
Rick Santorum	4%
Newt Gingrich	33%
Ron Paul	4%
OTHER (Specify _____) (DNR, Record only if volunteered)	*
UNSURE/REFUSED (DNR, Record only if volunteered)	19%

(GOPNEG)

ASK OF EVERYONE

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) • The Republican Party or The Democratic Party.** Here is the first one: **(RANDOMIZE)**

	<u>GOP</u>	<u>DEM</u>	<u>BOTH</u> (DNR)	<u>NEITHER</u> (DNR)	<u>UNSURE</u> (DNR)
33. Jobs (PROMPT: WHO DO YOU THINK WILL BETTER HANDLE THIS ISSUE - (ROTATE) REPUBLICANS IN CONGRESS OR DEMOCRATS IN CONGRESS?)	46%	48%	1%	2%	3%
34. The economy	49%	45%	1%	3%	3%
35. Standing up for the middle class	35%	58%	1%	3%	3%
36. Taxes	45%	49%	*	2%	4%
37. Health care	45%	50%	*	2%	3%
38. Social Security and Medicare	42%	53%	*	2%	2%
39. Foreign policy	46%	47%	1%	1%	5%
40. Sharing your values	46%	46%	2%	3%	3%

(HAND1-8)

(END RANDOMIZATION)

ASK OF EVERYONE

And, thinking about the economic future...

41. Do you believe that the next generation will be better off economically than the current generation?

IF CHOICE MADE, ASK:	Yes/strongly.....	20%
And do you feel strongly	Yes.....	10%
about that?	UNSURE (DNR).....	11%
	No.....	10%
	No/strongly.....	49%

(ECONFUT)

And, thinking about your economic class...

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

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

Upper class.....	5%
Middle class.....	54%
Working class.....	26%
Low income.....	13%
Working/middle class (DNR).....	1%
Unemployed (DNR).....	1%

(ECONCLA)

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

D1. What is your age, please?

18-24.....	4%
25-29.....	5%
30-34.....	13%
35-39.....	9%
40-44.....	11%
45-54.....	15%
55-64.....	21%
65-69.....	8%
70-74.....	6%
75-79.....	3%
80-84.....	4%
85-89.....	1%
90 or over.....	1%
REFUSED.....	1%

(ACTAGE)

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)	3%
Graduated high school (12)	21%
Technical/vocational (12).....	4%
Some college (13-15).....	24%
Graduated college (16).....	28%
Graduate/professional school (16 or more).....	18%
Unsure/Refused.....	1%

(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.....	21%
Somewhat conservative.....	37%
MODERATE (DNR)	2%
Somewhat liberal.....	27%
Very liberal	10%
UNSURE/REFUSED (DNR)	2%

(IDEOL)

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	15%
Yes	9%
UNSURE (DNR)	3%
No	20%
No/strongly	53%

(TEAMEM)

Now, thinking about the election for President that was held in 2008 --

D6. Which candidate for President of the United States did you vote for? Was it -- **(ROTATE)** -- •John McCain, or Barack Obama?

John McCain	41%
Barack Obama.....	54%
Ralph Nader (DNR)	*
OTHER (DNR)	3%
REFUSED (DNR)	2%
UNSURE (DNR)	1%

(PRES08)

D7. 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..... 26%
A few more Republicans than Democrats 10%
INDEPENDENT/THE PERSON (DNR) 3%
A few more Democrats than Republicans 9%
Mostly Democratic 23%
Straight Democratic 18%
UNSURE/REFUSED (DNR)..... 3%

(PARTY)

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 14%
Labor Union Household..... 4%
Non-Union Household..... 81%
UNSURE/REFUSED (DNR)..... 2%

(UNION)

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

Single 15%
Married 64%
Separated 2%
Divorced 10%
Widowed 9%
UNSURE/REFUSED (DNR) 1%

(MARITAL)

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

Yes 39%
No 60%
UNSURE/REFUSED (DNR)..... *

(CHILD)

D11. 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).....*	Lutheran.....	4%
Assemblies of God.....	Mennonite.....	*
Baptist/American.....	Methodist/United Methodist.....	6%
Baptist/Missionary or Indep. or Primitive or other.....	Mormon/Latter Day Saints.....	2%
.....5%	Nazarene.....	*
Baptist/Southern.....	Non-denominational.....	5%
.....8%	Other Protestant.....	3%
Bible Church.....*	Pentecostal/Charismatic.....	2%
Christian Church.....	Presbyterian/United Presb.....	3%
.....5%	Quaker/Amish.....	
Christian Reformed Church.....	Reformed Church in America.....	
Church of Christ.....	Roman Catholic.....	19%
.....1%	Seventh Day Adventist.....	1%
Church of God.....	United Church of Christ.....	1%
.....1%	OTHER (SPECIFY).....	4%
Disciples of Christ.....	None (TO D12).....	21%
Episcopalian.....	DK/REFUSED (TO D12).....	2%
.....1%		
Evangelical.....		
.....1%		
Friends.....		
.....		
Fundamentalist.....		
.....		
Eastern/Greek Orthodox.....*		
.....		
Jewish.....		
.....1%		

(DENOM)

IF ANY RELIGIOUS AFFILIATION IN D10, ASK:

D11-1. And how often do you attend church (or synagogue)?

More than once a week.....	15%
Once a week.....	34%
Several times a month.....	17%
Once a month.....	9%
Several times a year.....	14%
Only on holidays.....	8%
NEVER/DON'T ATTEND.....	2%
UNSURE/REFUSED.....	1%

(DENOMFRQ)

IF ANY RELIGION NAMED IN D10 EXCEPT CODE 17, THEN ASK:

D11-2. Do you consider yourself to be a born-again or evangelical Christian?

Born-again/evangelical.....	47%
Not born-again.....	47%
REFUSED (DNR).....	6%

(BORN)

****ASK OF EVERYONE****

D12. What do you consider to be your race? Are you white, African-American, Hispanic, Asian, Native American or some other race?

White..... 77%
Black/African-American 12%
Hispanic/Latino (**TO D13**)..... 7%
Asian/Pacific American 1%
Native American 1%
Other (**Specify _____**).....
UNSURE/REFUSED (**DNR**)..... 2%

(RACE)

FOR ALL RESPONSES EXCEPT “HISPANIC/LATINO,” ASK:

D12-1. And, do you consider yourself a Hispanic, Latino, or Spanish-speaking American?

Yes..... 3%
No 96%
UNSURE/REFUSED (**DNR**)..... 1%

(HISP)

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

D13. Sex/Emp (**BY OBSERVATION**)

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

Male/employed..... 29%
Male/homemaker..... 1%
Male/retired..... 13%
Male/not in labor force..... 3%

Female/employed 29%
Female/homemaker 8%
Female/retired 15%
Female/not in labor force 2%

MALE/REFUSED (**DNR**) *
FEMALE/REFUSED (**DNR**)..... *

(SEXEMP)
