

**PEW RESEARCH CENTER
OCTOBER 2014 POLITICAL SURVEY
FINAL TOPLINE
October 15-20, 2014
N=2,003**

**QUESTIONS 1, 3-5, 10-13 PREVIOUSLY RELEASED
NO QUESTIONS 2, 6-9, 14-19**

ASK ALL REGISTERED VOTERS (REG=1):

Q.20 Here is a list of different ways that candidates and political groups contact voters during election campaigns. So far THIS year, have you... **[INSERT IN ORDER]**, or not? Have you **[NEXT ITEM]** this year, or not? **[INTERVIEWER INSTRUCTION: IF RESPONDENT ASKS, CLARIFY THAT WE MEAN ASIDE FROM THE CURRENT CALL.]**

BASED ON REGISTERED VOTERS [N=1,494]:

		<u>Yes</u>	<u>No</u>	(VOL.) <u>DK/Ref</u>
a.	Received PRINTED MAIL from candidates or political groups			
	2014 Election			
	Oct 15-20, 2014	65	34	1
	2010 Election			
	Oct 27-30, 2010	79	20	1
	Oct 13-18, 2010	71	28	1
b.	Received EMAIL from candidates or political groups			
	2014 Election			
	Oct 15-20, 2014	30	68	2
	2010 Election			
	Oct 27-30, 2010	27	72	2
	Oct 13-18, 2010	26	72	2
c.	Been visited at home by someone talking about the elections			
	2014 Election			
	Oct 15-20, 2014	14	86	*
	2010 Election			
	Oct 27-30, 2010	19	80	*
	Oct 13-18, 2010	18	82	*
d.	Received a PRE-RECORDED telephone call about the elections			
	2014 Election			
	Oct 15-20, 2014	41	57	1
	2010 Election			
	Oct 27-30, 2010	60	39	1
	Oct 13-18, 2010	55	44	1
e.	Received a telephone call from a LIVE PERSON about the elections			
	2014 Election			
	Oct 15-20, 2014	22	77	1
	2010 Election			
	Oct 27-30, 2010	31	68	1
	Oct 13-18, 2010	22	76	2

Q.20 CONTINUED...

	<u>Yes</u>	<u>No</u>	(VOL.) <u>DK/Ref</u>
f. Received a TEXT MESSAGE on your cell phone from candidates or political groups			
2014 Election			
Oct 15-20, 2014	4	96	*
2010 Election			
Oct 27-30, 2010	5	94	1
Oct 13-18, 2010	4	95	1

ASK IF WAS CONTACTED**(Q20a=1 OR Q20b=1 OR Q20c=1 OR Q20d=1 OR Q20e=1 OR Q20f=1) [N=1,224]:**Q.21 Were you contacted on behalf of [**RANDOMIZE:** Democratic candidates/ Republican candidates], or both?**ASK IF BOTH (Q.21=3) [N=647]:**Q.21a Were you contacted more often on behalf of [**READ; RANDOMIZE**]?

Oct 15-20

2014

14	Democratic candidates
14	Republican candidates
52	Both
15	More often on behalf of Democratic candidates
17	More often on behalf of Republican candidates
20	Both/Neither/Other/Don't know/Refused (VOL.)
14	Neither/Other (VOL.)
7	Don't know/Refused (VOL.)

29 NET Democratic candidates/More often on behalf of Democratic candidates

31 NET Republican candidates/More often on behalf of Republican candidates

NO QUESTIONS 22-24**ASK ALL REGISTERED VOTERS (REG=1):**Q.25 So far, have you seen or heard any campaign commercials for candidates running for office? [**IF YES:** Have you seen or heard a lot of commercials, some, or just a few?]**BASED ON REGISTERED VOTERS [N=1,494]:**

Oct 15-20		Oct 27-30	Oct 13-18	Late Oct	Early Oct
<u>2014</u>		<u>2010</u>	<u>2010</u>	<u>2006</u>	<u>2006</u>
80	Yes, have seen campaign commercials	93	88	89	81
44	Yes, a lot	--	56	--	39
13	Yes, some	--	14	--	20
24	Yes, just a few	--	18	--	22
19	No, haven't seen any	7	11	10	19
1	Don't know/Refused (VOL.)	*	1	1	*

ASK IF SEEN OR HEARD ADS THIS YEAR (Q.25=1,2,3) [N=1,225]:Q.26 This year, have you seen and heard more ads on behalf of [**RANDOMIZE:** Republican candidates or Democratic candidates] or about the same amount from both?

Oct 15-20

Oct 13-18

20142010

14	Republican candidates
9	Democratic candidates
74	About the same amount from both
3	Don't know/Refused (VOL.)

13
6
78
4

ASK IF SEEN OR HEARD ADS THIS YEAR (Q.25=1,2,3) [N=1,225]:

Q.27 Would you say you generally pay attention to the content of campaign commercials or do you generally not pay that much attention to them?

Oct 15-20

2014

46	Generally pay attention to them
53	Generally do not pay attention to them
1	Don't know/Refused (VOL.)

NO QUESTIONS 28-33**ASK ALL REGISTERED VOTERS (REG=1):**

Q.34 Now, here is a list of different ways that people can get involved in the election campaigns. So far THIS year, have you... **[INSERT ITEM; RANDOMIZE ITEMS a-d IN BLOC FIRST FOLLOWED BY ITEM e]**, or not? Have you **[NEXT ITEM]** this year, or not?

BASED ON REGISTERED VOTERS [N=1,494]:

	<u>Yes</u>	<u>No</u>	<u>(VOL.)</u> <u>DK/Ref</u>
a. Volunteered your time to help one of the candidates or campaigns			
Oct 15-20, 2014	5	95	0
Oct 13-18, 2010	7	93	*
Late October, 2006 ¹	5	95	*
b. Contributed money to any of the candidates or campaigns			
Oct 15-20, 2014	13	87	*
Oct 13-18, 2010	14	86	*
Late October, 2006 ²	10	90	*
c. Attended a campaign event			
Oct 15-20, 2014	7	93	*
Oct 13-18, 2010	11	89	0

ITEM d HELD FOR FUTURE RELEASE

e. Encouraged people you know to vote this fall or support a particular candidate, party, or issue			
Oct 15-20, 2014	43	56	1

QUESTION 35 HELD FOR FUTURE RELEASE**NO QUESTION 36**

¹ In late October, 2006 question was not part of a list and was worded: "Have you, yourself, volunteered any of your time to help one of the election campaigns this fall or not?"

² In late October, 2006 question was not part of a list and was worded: "Have you, yourself, contributed money to a campaign in support of a candidate in the elections this fall, or not?"

ASK ALL REGISTERED VOTERS (REG=1):

Q.37 Do you currently follow any candidates for office, political parties, or elected officials on social networking sites like Facebook or Twitter?

BASED ON REGISTERED VOTERS [N=1,494]:

Oct 15-20

2014

16 Yes

84 No

* Don't know/Refused **(VOL.)****QUESTIONS 38, 39 HELD FOR FUTURE RELEASE****NO QUESTIONS 40-42, 44, 48-53, 58-63, 66-69, 74, 81-82, 88-89****QUESTIONS 43, 45-47, 54-57, 64, 65, 70-73, 75-80, 83-87 PREVIOUSLY RELEASED****ASK ALL:**

PARTY In politics TODAY, do you consider yourself a Republican, Democrat, or independent?

ASK IF INDEP/NO PREF/OTHER/DK/REF (PARTY=3,4,5,9):

PARTYLN As of today do you lean more to the Republican Party or more to the Democratic Party?

	Republican	Democrat	Independent	(VOL.) No preference	(VOL.) Other party	(VOL.) DK/Ref	Lean Rep	Lean Dem
Oct 15-20, 2014	24	33	38	4	*	1	13	17
Sep 2-9, 2014	24	33	38	3	1	2	15	15
Aug 20-24, 2014	24	31	37	4	1	4	15	16
Jul 8-14, 2014	25	34	37	2	1	1	16	15
Apr 23-27, 2014	24	30	41	2	1	2	18	17
Jan 23-Mar 16, 2014	22	31	41	3	1	2	17	17
Feb 14-23, 2014	22	32	39	4	1	2	14	17
Jan 15-19, 2014	21	31	41	3	1	2	18	16
Dec 3-8, 2013	24	34	37	3	*	2	17	15
Oct 30-Nov 6, 2013	24	32	38	4	*	2	16	14
Oct 9-13, 2013	25	32	37	3	1	3	16	18
Yearly Totals								
2013	23.9	32.1	38.3	2.9	.5	2.2	16.0	16.0
2012	24.7	32.6	36.4	3.1	.5	2.7	14.4	16.1
2011	24.3	32.3	37.4	3.1	.4	2.5	15.7	15.6
2010	25.2	32.7	35.2	3.6	.4	2.8	14.5	14.1
2009	23.9	34.4	35.1	3.4	.4	2.8	13.1	15.7
2008	25.7	36.0	31.5	3.6	.3	3.0	10.6	15.2
2007	25.3	32.9	34.1	4.3	.4	2.9	10.9	17.0
2006	27.8	33.1	30.9	4.4	.3	3.4	10.5	15.1
2005	29.3	32.8	30.2	4.5	.3	2.8	10.3	14.9
2004	30.0	33.5	29.5	3.8	.4	3.0	11.7	13.4
2003	30.3	31.5	30.5	4.8	.5	2.5	12.0	12.6
2002	30.4	31.4	29.8	5.0	.7	2.7	12.4	11.6
2001	29.0	33.2	29.5	5.2	.6	2.6	11.9	11.6
2001 Post-Sept 11	30.9	31.8	27.9	5.2	.6	3.6	11.7	9.4
2001 Pre-Sept 11	27.3	34.4	30.9	5.1	.6	1.7	12.1	13.5
2000	28.0	33.4	29.1	5.5	.5	3.6	11.6	11.7
1999	26.6	33.5	33.7	3.9	.5	1.9	13.0	14.5
1998	27.9	33.7	31.1	4.6	.4	2.3	11.6	13.1
1997	28.0	33.4	32.0	4.0	.4	2.3	12.2	14.1
1996	28.9	33.9	31.8	3.0	.4	2.0	12.1	14.9
1995	31.6	30.0	33.7	2.4	.6	1.3	15.1	13.5
1994	30.1	31.5	33.5	1.3	--	3.6	13.7	12.2
1993	27.4	33.6	34.2	4.4	1.5	2.9	11.5	14.9
1992	27.6	33.7	34.7	1.5	0	2.5	12.6	16.5

PARTY/PARTYLN CONTINUED...

				(VOL.) No	(VOL.) Other	(VOL.) DK/Ref	Lean Rep	Lean Dem
	<u>Republican</u>	<u>Democrat</u>	<u>Independent</u>	<u>preference</u>	<u>party</u>			
1991	30.9	31.4	33.2	0	1.4	3.0	14.7	10.8
1990	30.9	33.2	29.3	1.2	1.9	3.4	12.4	11.3
1989	33	33	34	--	--	--	--	--
1987	26	35	39	--	--	--	--	--

ASK REPUBLICANS AND REPUBLICAN LEANERS ONLY (PARTY=1 OR PARTYLN=1):

TEAPARTY3 From what you know, do you agree or disagree with the Tea Party movement, or don't you have an opinion either way?

BASED ON REPUBLICANS AND REPUBLICAN LEANERS [N=810]:

	<u>Agree</u>	<u>Disagree</u>	No opinion <u>either way</u>	(VOL.) Haven't <u>heard of</u>	(VOL.) <u>Refused</u>	Not heard of/ <u>DK</u>
Oct 15-20, 2014	32	8	56	2	2	--
Sep 2-9, 2014	38	10	50	1	1	--
Aug 20-24, 2014	34	10	53	*	2	--
Jul 8-14, 2014	35	12	50	2	1	--
Apr 23-27, 2014	33	11	54	1	1	--
Jan 23-Mar 16, 2014	37	11	50	1	1	--
Feb 14-23, 2014	36	9	54	1	1	--
Jan 15-19, 2014	35	12	52	1	*	--
Dec 3-8, 2013	32	9	57	1	1	--
Oct 30-Nov 6, 2013	40	9	48	2	1	--
Oct 9-13, 2013	41	11	45	2	1	--
Sep 4-8, 2013	35	9	54	1	1	--
Jul 17-21, 2013	37	10	50	2	1	--
Jun 12-16, 2013	44	9	46	1	2	--
May 23-26, 2013	41	7	48	1	3	--
May 1-5, 2013	28	8	61	2	1	--
Mar 13-17, 2013	43	7	47	1	1	--
Feb 13-18, 2013	36	9	52	1	3	--
Feb 14-17, 2013	43	9	45	1	2	--
Jan 9-13, 2013	35	10	51	2	2	--
Dec 5-9, 2012	37	11	51	1	*	--
Oct 31-Nov 3, 2012 (RVs)	40	8	49	1	2	--
Oct 4-7, 2012	38	9	50	1	3	--
Sep 12-16, 2013	39	7	52	1	1	--
Jun 28-Jul 9, 2012	40	9	47	2	1	--
Jun 7-17, 2012	42	8	48	1	1	--
May 9-Jun 3, 2012	36	9	53	1	2	--
Apr 4-15, 2012	42	8	48	1	1	--
Mar 7-11, 2012	38	10	49	2	1	--
Feb 8-12, 2012	40	7	51	1	1	--
Jan 11-16, 2012	42	8	47	1	1	--
Jan 4-8, 2012	37	8	52	1	1	--
Dec 7-11, 2011	40	9	48	2	1	--
Nov 9-14, 2011	41	9	49	*	1	--
Nov 9-14, 2011	41	9	49	*	1	--
Sep 22-Oct 4, 2011	37	11	51	1	1	--
Aug 17-21, 2011	43	7	49	*	1	--
Jul 20-24, 2011	40	7	51	*	1	--
Jun 15-19, 2011	42	9	47	1	1	--
May 25-30, 2011	37	7	52	1	3	--
Mar 30-Apr 3, 2011	45	9	46	*	1	--
Mar 8-14, 2011	37	7	54	1	*	--
Feb 22-Mar 1, 2011	41	9	48	1	1	--

TEAPARTY3 CONTINUED...

	<u>Agree</u>	<u>Disagree</u>	<u>No opinion either way</u>	(VOL.) <u>Haven't heard of</u>	(VOL.) <u>Refused</u>	Not heard of/ <u>DK</u>
Feb 2-7, 2011 ³	43	8	47	1	1	--
Jan 5-9, 2011	45	6	47	1	1	--
Dec 1-5, 2010	48	5	45	1	1	--
Nov 4-7, 2010	51	5	42	1	1	--
Oct 27-30, 2010 (RVs)	58	5	27	--	1	9
Oct 13-18, 2010 (RVs)	54	5	30	--	1	10
Aug 25-Sep 6, 2010 (RVs)	56	6	29	--	*	9
Jul 21-Aug 5, 2010	46	5	36	--	1	13
Jun 16-20, 2010	46	5	30	--	*	19
May 20-23, 2010	53	4	25	--	1	16
Mar 11-21, 2010	48	4	26	--	1	21

SCALE10 PREVIOUSLY RELEASED

³ In the February 2-7, 2011, survey and before, question read "...do you strongly agree, agree, disagree or strongly disagree with the Tea Party movement..." In October 2010 and earlier, question was asked only of those who had heard or read a lot or a little about the Tea Party. In May 2010 through October 2010, it was described as: "the Tea Party movement that has been involved in campaigns and protests in the U.S. over the past year." In March 2010 it was described as "the Tea Party protests that have taken place in the U.S. over the past year."