

PEW RESEARCH CENTER/WASHINGTON POST
July 26-29, 2012 OMNIBUS
FINAL TOPLINE
N=1,010

PEW.1-PEW.2 PREVIOUSLY RELEASED

ASK ALL:

On a different subject,

PEWWP.1 How much, if anything, have you heard about increased spending in this year's presidential election by outside groups not associated with the candidates or campaigns? **[READ]**

July 26-29

2012

25	A lot
36	A little [OR]
39	Nothing at all
1	Don't know/Refused (VOL.)

ASK ALL:

PEWWP.2 What do you think the main effect of this increased spending by outside groups will be on the election? **[OPEN END, ACCEPT UP TO TWO RESPONSES. DO NOT PROBE FOR ADDITIONAL RESPONSES]**

BASED ON FIRST RESPONSE ONLY

July 26-29

2012

24	Negative reaction NET
5	Corrupt electoral process/biased election/buy election/favors who has most money
4	Bad/negative/annoying/against it
2	Too much money/money source unknown/waste of money/overspending
2	Negatively influence voters/repress voter turnout/skew outcome
2	Unfair advantage for special interests/benefit media, corporations, rich
1	More negative ads/propaganda
1	Change things/impact things in a bad way
1	Misleading/false information/confusion
1	Will increase taxes/debt/deficit
1	Takes money from other things/should go elsewhere
1	Hurt job growth/hurt economy
4	Other
2	Positive reaction NET
1	Change things/impact things in a good way/encourage voting
1	Other
27	Neutral reaction NET
7	Not change things/little impact or difference/not change those with minds made up
6	Change things/impact things/chance voters or election
1	Benefit Romney/benefit Republicans/benefit conservatives
1	A lot/ a lot more
1	More ads
1	Help both sides/depends on side spending/who has the money
1	None/nothing
10	Other
48	No opinion

ASK ALL:

PEWWP.3 And just in general, do you think increased spending by outside groups in the presidential election will **[RANDOMIZE OPTIONS 1 AND 2 WITH 3 ALWAYS LAST]**

July 26-29

2012

- 15 Help Obama more than Romney
- 16 Help Romney more than Obama [OR]
- 51 Not help one candidate more than the other
- 18 Don't know/Refused **(VOL.)**

NO QUESTIONS PEW.3-PEW.9**PEW.10-PEW.20 HELD FOR FUTURE RELEASE****ASK ALL:**

PEW.21 What does the term "super PAC" refer to **[READ AND RANDOMIZE]**?

July 26-29

2012

- 40 A group able to accept unlimited political donations (correct)
- 4 Government clean-up projects at hazardous waste sites
- 9 A Congressional committee on the budget deficit
- 1 A popular video game for smartphones
- 46 Don't know/Refused **(VOL.)**

NO QUESTIONS PEW.22-PEW.23**PEW.24 PREVIOUSLY RELEASED**

About the Survey

The analysis in this report is based on telephone interviews conducted July 26-29, 2012 among a national sample of 1,010 adults 18 years of age or older living in the continental United States (609 respondents were interviewed on a landline telephone, and 401 were interviewed on a cell phone, including 190 who had no landline telephone). The survey was conducted by interviewers at Princeton Data Source under the direction of Princeton Survey Research Associates International. A combination of landline and cell phone random digit dial samples were used; both samples were provided by Survey Sampling International. Interviews were conducted in English. Respondents in the landline sample were selected by randomly asking for the youngest adult male or female who is now at home. Interviews in the cell sample were conducted with the person who answered the phone, if that person was an adult 18 years of age or older. For detailed information about our survey methodology, see: <http://people-press.org/methodology/>.

The combined landline and cell phone sample are weighted using an iterative technique that matches gender, age, education, race, Hispanic origin and region to parameters from the March 2011 Census Bureau's Current Population Survey and population density to parameters from the Decennial Census. The sample also is weighted to match current patterns of telephone status, based on extrapolations from the 2011 National Health Interview Survey. The weighting procedure also accounts for the fact that respondents with both landline and cell phones have a greater probability of being included in the combined sample and adjusts for household size within the landline sample. Sampling errors and statistical tests of significance take into account the effect of weighting. The following table shows the sample sizes and the error attributable to sampling that would be expected at the 95% level of confidence for different groups in the survey:

Group	Sample Size	Plus or minus ...
Total sample	1,010	3.6 percentage points
Republicans	277	6.9 percentage points
Democrats	303	6.6 percentage points
Independents	338	6.2 percentage points
<i>Heard about outside election spending</i>		
A lot	286	6.8 percentage points
Less/DK	724	4.2 percentage points

Sample sizes and sampling errors for other subgroups are available upon request.

In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.