

Nationwide

FINAL WEIGHTED FREQUENCIES
July 21-28, 2014

700 Likely Voters

	TOTAL N= 700	MEN 336	WOMEN 364
Gender			
Men	48	100	0
Women.....	52	0	100
Region			
New England	5	5	5
Middle Atlantic	13	13	13
East North Central.....	16	16	16
West North Central.....	8	8	8
South Atlantic.....	21	21	21
East South Central	6	6	6
West South Central	9	9	9
Mountain	7	7	7
Pacific.....	15	15	15

SPLIT SAMPLE A

1. Over the past three years, do you think life in the United States has gotten better, stayed about the same, or gotten worse?

Gotten better	21	23	20
Stayed about the same	35	39	32
Gotten worse	42	38	46
(Don't know).....	1	0	2

END SPLIT SAMPLE A – GO TO Q3

SPLIT SAMPLE B

2. Overall would you say that things in the United States are headed in the right direction or are things pretty seriously off on the wrong track?

Right direction.....	29	27	30
Wrong track	62	64	61
(Don't know).....	9	9	9

END SPLIT SAMPLE B – GO TO Q3

	TOTAL	MEN	WOMEN
N=	700	336	364

Now I'd like to ask you about some public figures and institutions. For each, please tell me whether you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression. If you haven't heard of the person **{6}**, or if you don't know enough about that person or institution to have an impression **{5}**, just say so and we will move on. **[READ NAME.]** Do you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression of **[NAME]**?

Sorted by Very Favorable

9. SSA: The Occupational Safety and Health Administration, or OSHA	26	29	23
15. SSA: Rules	24	21	26
6. Your Governor	23	22	25
11. SSB: The United States Department of Agriculture, or USDA	21	20	21
7. The U.S. Environmental Protection Agency, or EPA	19	20	19
8. SSA: The Food and Drug Administration, or FDA	19	21	18
13. SSB: The Consumer Product Safety Commission	18	14	22
12. SSB: National Highway Transportation Safety Administration	18	17	20
14. SSA: Regulations	18	16	20
16. SSB: Enforcement of regulations	17	17	17
5. Your State Government	16	13	18
17. SSB: Standards	15	13	17
3. Big business	14	15	13
10. SSA: The Consumer Finance Protection Bureau	11	13	9
4. The Federal Government	8	8	8

ASK FIRST

3. Big business

Very favorable.....	14	15	13
Somewhat favorable.....	29	31	28
Somewhat unfavorable	23	23	23
Very unfavorable	20	20	20
No opinion.....	13	10	15
Never heard	0	1	0
Favorable	44	46	41
Unfavorable	43	43	43

	TOTAL N= 700	MEN 336	WOMEN 364
4. _The Federal Government			
Very favorable.....	8	8	8
Somewhat favorable.....	24	24	24
Somewhat unfavorable	28	32	25
Very unfavorable	33	30	35
No opinion.....	7	6	8
Never heard.....	0	0	0
Favorable	32	33	32
Unfavorable	61	62	60
5. _Your State Government			
Very favorable.....	16	13	18
Somewhat favorable.....	38	39	36
Somewhat unfavorable	20	19	21
Very unfavorable	17	19	15
No opinion.....	9	9	10
Never heard.....	0	0	0
Favorable	53	53	54
Unfavorable	37	38	36
6. _Your Governor			
Very favorable.....	23	22	25
Somewhat favorable.....	31	31	31
Somewhat unfavorable	15	15	15
Very unfavorable	20	21	18
No opinion.....	10	9	11
Never heard.....	0	1	0
Favorable	54	53	55
Unfavorable	35	36	33

	TOTAL	MEN	WOMEN
N=	700	336	364

[RANDOMIZE LIST]

7. _The U.S. Environmental Protection Agency, or EPA

Very favorable.....	19	20	19
Somewhat favorable.....	33	29	36
Somewhat unfavorable	15	18	12
Very unfavorable	18	20	16
No opinion.....	14	11	16
Never heard.....	1	1	1
Favorable.....	52	49	55
Unfavorable	33	38	28

SPLIT SAMPLE A

8. _The Food and Drug Administration, or FDA

Very favorable.....	19	21	18
Somewhat favorable.....	39	43	36
Somewhat unfavorable	16	15	17
Very unfavorable	15	13	16
No opinion.....	11	9	13
Never heard.....	0	0	0
Favorable.....	58	63	53
Unfavorable	31	27	34

9. _The Occupational Safety and Health Administration, or OSHA

Very favorable.....	26	29	23
Somewhat favorable.....	32	32	32
Somewhat unfavorable	11	13	9
Very unfavorable	6	7	5
No opinion.....	22	16	28
Never heard.....	4	4	3
Favorable.....	57	61	54
Unfavorable	17	20	14

	TOTAL N= 700	MEN 336	WOMEN 364
10. _The Consumer Finance Protection Bureau			
Very favorable.....	11	13	9
Somewhat favorable.....	25	25	26
Somewhat unfavorable	10	13	8
Very unfavorable	7	5	10
No opinion.....	36	31	40
Never heard.....	10	13	7
Favorable	36	38	35
Unfavorable	18	17	18

END SPLIT SAMPLE A

SPLIT SAMPLE B

11. _The United States Department of Agriculture, or USDA			
Very favorable.....	21	20	21
Somewhat favorable.....	37	28	45
Somewhat unfavorable	14	18	11
Very unfavorable	11	15	8
No opinion.....	16	16	15
Never heard.....	1	2	0
Favorable	58	49	66
Unfavorable	26	33	19

12. _National Highway Transportation Safety Administration			
Very favorable.....	18	17	20
Somewhat favorable.....	37	35	39
Somewhat unfavorable	14	11	16
Very unfavorable	11	16	6
No opinion.....	19	21	17
Never heard.....	2	1	2
Favorable	55	51	58
Unfavorable	25	27	23

	TOTAL N= 700	MEN 336	WOMEN 364
13. _The Consumer Product Safety Commission			
Very favorable.....	18	14	22
Somewhat favorable.....	37	43	31
Somewhat unfavorable	10	10	10
Very unfavorable	7	10	5
No opinion.....	22	17	26
Never heard.....	5	5	5
Favorable	55	57	54
Unfavorable	18	20	15

END SPLIT SAMPLE B

ASK LAST – ROTATE

SPLIT SAMPLE A

14. _Regulations			
Very favorable.....	18	16	20
Somewhat favorable.....	40	41	39
Somewhat unfavorable	17	21	13
Very unfavorable	12	14	11
No opinion.....	13	8	17
Never heard.....	0	0	0
Favorable	58	56	59
Unfavorable	29	35	24

15. _Rules			
Very favorable.....	24	21	26
Somewhat favorable.....	40	42	38
Somewhat unfavorable	12	15	10
Very unfavorable	9	9	8
No opinion.....	14	11	17
Never heard.....	1	1	1
Favorable	64	64	64
Unfavorable	21	24	18

END SPLIT SAMPLE A

	TOTAL	MEN	WOMEN
N=	700	336	364

SPLIT SAMPLE B

16. _Enforcement of regulations

Very favorable.....	17	17	17
Somewhat favorable.....	24	21	26
Somewhat unfavorable	20	19	21
Very unfavorable	19	20	17
No opinion.....	17	19	16
Never heard.....	3	3	3
Favorable	41	39	43
Unfavorable	39	40	38

17. _Standards

Very favorable.....	15	13	17
Somewhat favorable.....	28	25	32
Somewhat unfavorable	13	15	11
Very unfavorable	11	14	7
No opinion.....	28	25	32
Never heard.....	4	7	1
Favorable	44	38	49
Unfavorable	24	30	19

END SPLIT SAMPLE B

	TOTAL	MEN	WOMEN
N=	700	336	364

SPLIT SAMPLE A

18. In your opinion, does the enforcement of our laws and regulations in the U.S. generally work or generally not work?

[IF WORKS/ NOT WORK] And do you feel that way strongly or not-so strongly.

Generally works – strongly	31	30	33
Generally works – not-so strongly	34	35	34
Generally does not work – not-so strongly	15	19	10
Generally does not work – strongly	16	13	19
(Don't know).....	4	3	5
Generally works.....	66	65	66
Generally does not work	30	32	29

19. And which of the following concerns you more: **[ROTATE TWO STATEMENTS]**

- _ Too much enforcement of laws and regulations in the U.S.
- OR
- _ Too little enforcement of laws and regulations in the U.S.

[IF STATEMENT] And do you feel that way strongly or not-so strongly?

Too much – strongly	18	21	16
Too much – not-so strongly	12	11	13
Too little – not-so strongly	16	16	16
Too little – strongly.....	36	33	38
(Both)	11	10	12
(Neither).....	4	6	2
(Don't know).....	4	4	4
Too much.....	30	32	29
Too little	51	49	54

END SPLIT SAMPLE A

	TOTAL	MEN	WOMEN
N=	700	336	364

SPLIT SAMPLE B

20. In your opinion, does enforcement of our laws and regulations in the U.S. succeed more often than it fails, or does it fail more often than it succeeds?

[IF SUCCEEDS/ FAILS] And do you feel that way strongly or not-so strongly.

Succeeds more than fails – strongly.....	19	21	18
Succeeds more than fails – not-so strongly	25	22	27
Fails more than succeeds – not-so strongly	22	24	20
Fails more than succeeds – strongly	26	26	26
(Don't know).....	7	7	8
Succeeds more.....	44	43	45
Fails more	48	50	46

21. In your opinion, do you think that enforcement of our laws and regulations in the U.S. is too tough, not tough enough, or about right?

Too tough.....	8	8	9
About right	40	37	43
Not tough enough	44	49	40
(Don't know).....	7	7	8

END SPLIT SAMPLE B

	TOTAL	MEN	WOMEN
N=	700	336	364

22. And in general, when the enforcement of our laws and regulations in the U.S. does not work, what do you think is the biggest reason why, is it **[RANDOMIZE]** _corporate lobbyists getting loopholes written into laws, _lack of funding and inspectors, _limited authority to enforce the laws, _bureaucratic incompetence, _the regulations are not tough enough, _government bureaucrats politically targeting certain companies, or is it something else?

Bureaucratic incompetence	24	25	24
Corporate lobbyists getting loopholes written into laws	23	22	25
Limited authority to enforce	8	9	7
Political targeting by bureaucrats	7	6	9
Lack of funding/ inspectors.....	7	6	7
The regulations are not tough enough	5	6	5
(Something else).....	4	4	3
(All)	15	15	16
(None).....	1	1	1
(Don't know).....	6	6	5

SPLIT SAMPLE AC – ¼ of SAMPLE – [TOUGHER]

23. Do you agree or disagree with this statement: we need tougher enforcement of our laws and regulations in the U.S.?

[IF AGREE/ DISAGREE] And do you feel that way strongly or not-so strongly.

Agree – strongly.....	52	51	53
Agree – not-so strongly	22	24	21
Disagree – not-so strongly.....	9	8	11
Disagree – strongly.....	12	10	13
(Don't know).....	4	6	2
Agree	74	75	74
Disagree.....	21	19	24

END SPLIT SAMPLE AC

SPLIT SAMPLE AD – ¼ of SAMPLE – [FAIRER, MORE EQUAL]

24. Do you agree or disagree with this statement: we need fairer, more equal enforcement of our laws and regulations in the U.S.?

[IF AGREE/ DISAGREE] And do you feel that way strongly or not-so strongly.

Agree – strongly.....	78	83	73
Agree – not-so strongly	10	3	15
Disagree – not-so strongly.....	6	10	4
Disagree – strongly.....	2	3	1
(Don't know).....	5	1	8
Agree	87	86	88
Disagree.....	8	12	5

END SPLIT SAMPLE AD

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SPLIT SAMPLE BC – ¼ of SAMPLE – [MORE COMMONSENSE]

25. Do you agree or disagree with this statement: we need more commonsense enforcement of our laws and regulations in the U.S.?

[IF AGREE/ DISAGREE] And do you feel that way strongly or not-so strongly.

Agree – strongly.....	79	78	79
Agree – not-so strongly	12	7	15
Disagree – not-so strongly.....	3	2	4
Disagree – strongly.....	5	11	0
(Don't know).....	1	1	2
Agree	90	86	94
Disagree.....	8	14	4

END SPLIT SAMPLE BC

SPLIT SAMPLE BD – ¼ of SAMPLE – [PROPER]

26. Do you agree or disagree with this statement: we need proper enforcement of our laws and regulations in the U.S.?

[IF AGREE/ DISAGREE] And do you feel that way strongly or not-so strongly.

Agree – strongly.....	80	84	75
Agree – not-so strongly	15	13	16
Disagree – not-so strongly.....	3	2	4
Disagree – strongly.....	1	0	2
(Don't know).....	1	0	2
Agree	94	97	91
Disagree.....	4	2	6

END SPLIT SAMPLE BD

23/24/25/26. Combined Initial

Agree – strongly.....	72	74	70
Agree – not-so strongly	15	12	17
Disagree – not-so strongly.....	6	6	6
Disagree – strongly.....	5	6	4
(Don't know).....	3	2	3
Agree	87	86	87
Disagree.....	11	12	10

	TOTAL	MEN	WOMEN
N=	700	336	364

SPLIT SAMPLE A

27. Generally speaking, do you think that increased enforcement of our national laws and regulations is a good thing or a bad thing? **[IF GOOD/BAD]** And do you feel that way strongly, or not-so strongly?

Good – strongly	49	45	52
Good – not-so strongly	22	25	19
Bad – not-so strongly.....	5	5	5
Bad – strongly.....	8	11	7
(Mixed – vol if had to choose).....	13	10	16
(Don't know).....	3	4	2
Good	71	70	71
Bad	14	16	12

END SPLIT SAMPLE A

SPLIT SAMPLE B

28. Generally speaking, do you think that increased enforcement of your state's laws and regulations is a good thing or a bad thing? **[IF GOOD/BAD]** And do you feel that way strongly, or not-so strongly?

Good – strongly	55	47	62
Good – not-so strongly	19	20	18
Bad – not-so strongly.....	6	5	6
Bad – strongly.....	4	8	1
(Mixed – vol if had to choose).....	13	16	10
(Don't know).....	3	4	3
Good	74	67	80
Bad	10	13	7

END SPLIT SAMPLE B

	TOTAL	MEN	WOMEN
N=	700	336	364

Now, I am going to read you some words and phrases that have been used to describe the enforcement of laws and regulations. Please tell me how well you think each describes the enforcement of laws and regulations: VERY well, PRETTY well, NOT too well, or not well AT ALL. If you don't know how well a word or phrase describes the enforcement of laws and regulations, just say so and we'll go on.

[READ FIRST ITEM.] Does that describe the enforcement of laws and regulations VERY well, PRETTY well, NOT too well, or not well AT ALL?

Sorted by Very Well

39. SSB: Can protect seniors and children	26	26	27
43. SSB: Can prevent deadly mistakes, saving lives	26	23	28
33. SSA: Can protect against deadly mistakes, saving lives.....	25	26	24
40. SSB: Can reduce pollution of our air, land, and water	24	22	25
36. SSA: Can hold big businesses and corporations accountable	23	23	23
31. SSA: Can ensure oversight of dangerous foreign imports	23	22	23
30. SSA: Can prevent pollution of our air, land, and water	23	25	20
37. SSA: Can force the government to be accountable.....	22	27	18
46. SSB: Can force big businesses and corporations to be accountable	21	18	24
35. SSA: Can prevent the financial markets from harming the U.S. economy	21	17	24
47. SSB: Can hold government accountable	20	15	25
29. SSA: Can protect the most vulnerable among us.....	20	16	24
41. SSB: Can keep dangerous foreign imports from coming to the U.S.	20	17	23
38. SSA: Can level the playing field for working people.....	20	20	20
34. SSA: Can level the playing field for communities of color	19	15	23
42. SSB: Can safeguard against costly mistakes, saving the public money.....	18	15	20
32. SSA: Can prevent costly mistakes, saving the public money	18	14	21
44. SSB: Can make life better for communities of color.....	17	15	18
45. SSB: Can protect the U.S. economy from harm caused by the financial markets	16	11	22
48. SSB: Can level the playing field for small businesses	15	14	16

	TOTAL	MEN	WOMEN
N=	700	336	364

SPLIT SAMPLE A

29. _Can protect the most vulnerable among us

Very well	20	16	24
Pretty well	31	37	26
Not too well	30	34	26
Not well at all	14	8	19
(don't know)	5	4	5
Well.....	52	53	50
Not well	44	42	45

30. _Can prevent pollution of our air, land, and water

Very well	23	25	20
Pretty well	41	42	40
Not too well	22	18	25
Not well at all	13	13	13
(don't know)	3	3	2
Well.....	63	67	60
Not well	34	30	38

31. _Can ensure oversight of dangerous foreign imports

Very well	23	22	23
Pretty well	35	37	32
Not too well	19	19	19
Not well at all	16	15	17
(don't know)	7	6	9
Well.....	57	60	55
Not well	35	35	36

32. _Can prevent costly mistakes, saving the public money

Very well	18	14	21
Pretty well	33	36	31
Not too well	27	26	28
Not well at all	17	18	17
(don't know)	5	6	3
Well.....	51	50	52
Not well	44	44	45

	TOTAL N= 700	MEN 336	WOMEN 364
33. _Can protect against deadly mistakes, saving lives			
Very well	25	26	24
Pretty well	45	47	44
Not too well	15	14	16
Not well at all	9	9	9
(don't know)	5	4	6
Well	71	73	68
Not well	24	23	26
34. _Can level the playing field for communities of color			
Very well	19	15	23
Pretty well	29	39	19
Not too well	24	21	28
Not well at all	16	15	18
(don't know)	11	10	12
Well	48	55	43
Not well	41	36	45
35. _Can prevent the financial markets from harming the U.S. economy			
Very well	21	17	24
Pretty well	23	28	18
Not too well	28	27	28
Not well at all	23	21	25
(don't know)	6	6	5
Well	44	45	42
Not well	51	48	53
36. _Can hold big businesses and corporations accountable			
Very well	23	23	23
Pretty well	28	32	25
Not too well	23	22	23
Not well at all	20	17	24
(don't know)	5	6	5
Well	51	55	48
Not well	43	40	47

	TOTAL N= 700	MEN 336	WOMEN 364
37. _Can force the government to be accountable			
Very well	22	27	18
Pretty well	24	25	23
Not too well	26	23	28
Not well at all	23	21	25
(don't know)	5	4	5
Well	47	52	42
Not well	49	44	53
38. _Can level the playing field for working people			
Very well	20	20	20
Pretty well	29	32	25
Not too well	28	27	29
Not well at all	16	13	19
(don't know)	7	8	7
Well	48	52	45
Not well	44	40	48

END SPLIT SAMPLE A

SPLIT SAMPLE B

39. _Can protect seniors and children			
Very well	26	26	27
Pretty well	40	38	42
Not too well	21	20	22
Not well at all	9	10	7
(don't know)	4	7	2
Well	66	63	69
Not well	30	30	29
40. _Can reduce pollution of our air, land, and water			
Very well	24	22	25
Pretty well	35	33	37
Not too well	24	22	27
Not well at all	10	15	6
(don't know)	6	8	5
Well	59	55	62
Not well	35	37	33

	TOTAL N= 700	MEN 336	WOMEN 364
41. _Can keep dangerous foreign imports from coming to the U.S.			
Very well	20	17	23
Pretty well	35	35	34
Not too well	22	20	23
Not well at all	19	23	15
(don't know)	5	4	5
Well	55	52	57
Not well	41	43	38
42. _Can safeguard against costly mistakes, saving the public money			
Very well	18	15	20
Pretty well	28	27	29
Not too well	31	29	33
Not well at all	18	25	13
(don't know)	5	4	5
Well	46	42	49
Not well	49	53	46
43. _Can prevent deadly mistakes, saving lives			
Very well	26	23	28
Pretty well	42	42	42
Not too well	20	19	21
Not well at all	8	12	4
(don't know)	4	4	5
Well	68	65	70
Not well	28	31	25
44. _Can make life better for communities of color			
Very well	17	15	18
Pretty well	35	33	36
Not too well	21	15	27
Not well at all	18	24	12
(don't know)	10	13	7
Well	51	49	54
Not well	39	39	39

	TOTAL N= 700	MEN 336	WOMEN 364
45. _Can protect the U.S. economy from harm caused by the financial markets			
Very well	16	11	22
Pretty well	28	32	25
Not too well	28	28	28
Not well at all	21	21	20
(don't know)	6	8	5
Well	45	43	46
Not well	49	49	49
46. _Can force big businesses and corporations to be accountable			
Very well	21	18	24
Pretty well	30	33	27
Not too well	29	25	33
Not well at all	14	16	13
(don't know)	5	8	3
Well	51	51	51
Not well	44	41	46
47. _Can hold government accountable			
Very well	20	15	25
Pretty well	23	27	19
Not too well	29	24	34
Not well at all	25	30	21
(don't know)	3	4	1
Well	43	42	44
Not well	55	54	55
48. _Can level the playing field for small businesses			
Very well	15	14	16
Pretty well	28	30	27
Not too well	32	30	35
Not well at all	19	20	18
(don't know)	5	6	4
Well	43	43	43
Not well	52	50	53

END SPLIT SAMPLE B

	TOTAL	MEN	WOMEN
N=	700	336	364

And now for a different list of words and phrases that have been used to describe the enforcement of laws and regulations.

Sorted by Very Well

53. SSA: Not equally applied.....	40	38	42
54. SSB: Not fairly applied.....	38	37	38
51. SSA: Hurts small businesses	25	24	26
49. SSA: Ineffective	22	18	25
50. SSB: Too costly	21	21	21
52. SSB: Costs jobs.....	21	24	18

49. **SSA:** _Ineffective

Very well	22	18	25
Pretty well	33	33	34
Not too well	30	36	26
Not well at all	8	11	5
(don't know)	7	3	10
Well.....	55	51	59
Not well.....	38	46	31

50. **SSB:** _Too costly

Very well	21	21	21
Pretty well	32	33	30
Not too well	21	18	23
Not well at all	20	23	17
(don't know)	6	4	8
Well.....	53	55	51
Not well.....	41	41	41

51. **SSA:** _Hurts small businesses

Very well	25	24	26
Pretty well	32	32	32
Not too well	22	25	20
Not well at all	9	8	10
(don't know)	12	11	12
Well.....	57	55	58
Not well.....	31	33	30

	TOTAL N= 700	MEN 336	WOMEN 364
52. SSB: _Costs jobs			
Very well	21	24	18
Pretty well	28	31	24
Not too well	25	18	31
Not well at all	17	17	16
(don't know)	10	10	10
Well.....	48	55	42
Not well	42	35	48
53. SSA: _Not equally applied			
Very well	40	38	42
Pretty well	27	18	34
Not too well	17	20	14
Not well at all	5	7	3
(don't know)	12	17	8
Well.....	67	56	76
Not well	21	27	16
54. SSB: _Not fairly applied			
Very well	38	37	38
Pretty well	30	34	26
Not too well	16	13	19
Not well at all	9	12	7
(don't know)	7	4	10
Well.....	67	71	64
Not well	25	25	26

	TOTAL	MEN	WOMEN
N=	700	336	364

Now, I am going to read you a list of entities where enforcement of laws and regulations can take place. For each entity, please tell me how **important** you think **enforcement** of laws and regulations is, using a scale from 0 to 10 with 10 meaning you think **enforcement** is extremely important, 0 meaning you think it is not important at all, and 5 meaning you don't know or are undecided. You can be anywhere in between. If you're unsure about a particular item, just say so, and we'll go on.

Sorted by 10, Extremely Important

68. SSB: Clean water	64	57	71
64. SSB: The food and drugs imported from other countries.....	56	53	59
60. SSB: Government officials.....	50	48	51
71. SSA: Civil rights.....	49	46	52
72. SSB: Discrimination.....	49	42	55
62. SSB: The drugs produced in the U.S.	46	43	50
55. SSA: Nuclear energy and power plants	46	45	47
57. SSA: Wall Street banks and the financial industry.....	44	40	48
63. SSA: The products that the United States imports from other countries	44	39	48
67. SSA: Clean air	43	41	45
56. SSB: The safety of workplaces.....	42	34	49
61. SSA: The food grown and produced in the U.S.	41	41	40
58. SSB: Credit card companies	40	37	42
70. SSB: Gas prices	39	33	45
69. SSA: Oil companies.....	39	34	43
66. SSB: The lending industry.....	37	34	39
59. SSA: Special interests and lobbyists.....	34	33	35
65. SSA: The home mortgage industry	33	31	34

55. **SSA:** _Nuclear energy and power plants

Mean	8.1	8.1	8.1
10 – Extremely important.....	46	45	47
8-9.....	21	24	19
6-7.....	12	12	12
5 – Neutral	12	12	12
1-4.....	5	4	6
0 – Not important at all	2	2	1
(don't know)	2	0	3
6-10 – Important	79	81	77
5, DK – Neutral	14	12	16
0-4 – Not Important.....	7	6	7

TOTAL MEN WOMEN
N= 700 336 364

56. **SSB:** _The safety of workplaces

Mean	8.2	7.9	8.4
10 – Extremely important.....	42	34	49
8-9.....	31	36	28
6-7.....	13	12	14
5 – Neutral	8	10	7
1-4.....	2	4	1
0 – Not important at all	3	4	2
(don't know)	0	0	0
6-10 – Important	86	82	90
5, DK – Neutral	8	10	7
0-4 – Not Important.....	5	8	3

57. **SSA:** _Wall Street banks and the financial industry

Mean	7.9	7.8	8.0
10 – Extremely important.....	44	40	48
8-9.....	20	24	16
6-7.....	16	19	14
5 – Neutral	10	6	14
1-4.....	6	6	6
0 – Not important at all	2	3	2
(don't know)	1	1	1
6-10 – Important	80	83	78
5, DK – Neutral	11	8	15
0-4 – Not Important.....	8	9	7

58. **SSB:** _Credit card companies

Mean	7.8	7.7	7.9
10 – Extremely important.....	40	37	42
8-9.....	27	27	28
6-7.....	14	18	10
5 – Neutral	9	8	9
1-4.....	6	5	7
0 – Not important at all	4	5	3
(don't know)	0	0	1
6-10 – Important	81	82	80
5, DK – Neutral	9	8	10
0-4 – Not Important.....	10	10	10

	TOTAL N= 700	MEN 336	WOMEN 364
59. SSA: _Special interests and lobbyists			
Mean	7.0	6.7	7.3
10 – Extremely important.....	34	33	35
8-9.....	18	18	19
6-7.....	12	10	14
5 – Neutral	16	16	16
1-4.....	11	15	8
0 – Not important at all	6	7	5
(don't know)	3	2	3
6-10 – Important	64	60	68
5, DK – Neutral	19	18	20
0-4 – Not Important.....	17	22	13
60. SSB: _Government officials			
Mean	8.0	7.6	8.2
10 – Extremely important.....	50	48	51
8-9.....	17	15	19
6-7.....	13	11	15
5 – Neutral	7	8	6
1-4.....	8	11	5
0 – Not important at all	5	6	3
(don't know)	0	0	1
6-10 – Important	80	74	86
5, DK – Neutral	8	9	7
0-4 – Not Important.....	12	18	7
61. SSA: _The food grown and produced in the U.S.			
Mean	8.1	8.1	8.0
10 – Extremely important.....	41	41	40
8-9.....	26	28	24
6-7.....	16	16	16
5 – Neutral	9	9	10
1-4.....	5	4	6
0 – Not important at all	2	2	2
(don't know)	1	0	2
6-10 – Important	83	85	81
5, DK – Neutral	10	9	11
0-4 – Not Important.....	7	6	8

	TOTAL	MEN	WOMEN
N=	700	336	364

62. **SSB:** _The drugs produced in the U.S.

Mean	8.2	8.0	8.3
10 – Extremely important.....	46	43	50
8-9.....	26	27	25
6-7.....	9	8	9
5 – Neutral	10	11	10
1-4.....	4	4	4
0 – Not important at all	4	5	3
(don't know)	2	3	0
6-10 – Important	81	78	84
5, DK – Neutral	12	13	10
0-4 – Not Important.....	7	9	6

63. **SSA:** _The products that the United States imports from other countries

Mean	8.0	7.7	8.2
10 – Extremely important.....	44	39	48
8-9.....	24	27	21
6-7.....	12	12	12
5 – Neutral	11	11	10
1-4.....	8	9	7
0 – Not important at all	1	1	1
(don't know)	1	1	0
6-10 – Important	79	78	81
5, DK – Neutral	12	13	11
0-4 – Not Important.....	9	10	8

64. **SSB:** _The food and drugs imported from other countries

Mean	8.4	8.2	8.5
10 – Extremely important.....	56	53	59
8-9.....	20	22	18
6-7.....	5	5	6
5 – Neutral	10	10	10
1-4.....	6	5	6
0 – Not important at all	3	5	1
(don't know)	0	0	0
6-10 – Important	81	80	82
5, DK – Neutral	10	10	10
0-4 – Not Important.....	8	10	7

N= TOTAL 700 MEN 336 WOMEN 364

65. **SSA:** _The home mortgage industry

Mean	7.4	7.3	7.6
10 – Extremely important.....	33	31	34
8-9.....	24	23	24
6-7.....	19	20	18
5 – Neutral	12	12	12
1-4.....	8	8	8
0 – Not important at all	3	4	2
(don't know)	2	2	2
6-10 – Important	75	74	76
5, DK – Neutral	14	14	14
0-4 – Not Important.....	11	12	10

66. **SSB:** _The lending industry

Mean	7.7	7.5	8.0
10 – Extremely important.....	37	34	39
8-9.....	23	21	25
6-7.....	16	18	14
5 – Neutral	13	16	11
1-4.....	5	4	5
0 – Not important at all	3	4	1
(don't know)	3	3	4
6-10 – Important	76	73	79
5, DK – Neutral	17	19	15
0-4 – Not Important.....	7	8	6

67. **SSA:** _Clean air

Mean	7.9	7.9	8.0
10 – Extremely important.....	43	41	45
8-9.....	24	24	23
6-7.....	12	14	10
5 – Neutral	12	11	12
1-4.....	9	9	8
0 – Not important at all	1	1	1
(don't know)	0	0	0
6-10 – Important	78	79	78
5, DK – Neutral	12	11	12
0-4 – Not Important.....	10	10	10

	TOTAL N= 700	MEN 336	WOMEN 364
68. SSB: _Clean water			
Mean	8.7	8.5	8.9
10 – Extremely important.....	64	57	71
8-9.....	16	22	11
6-7.....	8	7	8
5 – Neutral	6	4	7
1-4.....	4	5	2
0 – Not important at all	2	4	1
(don't know)	0	0	0
6-10 – Important	88	87	90
5, DK – Neutral	6	4	7
0-4 – Not Important.....	6	9	3
69. SSA: _Oil companies			
Mean	7.7	7.5	7.9
10 – Extremely important.....	39	34	43
8-9.....	21	24	17
6-7.....	18	18	18
5 – Neutral	11	10	11
1-4.....	8	8	8
0 – Not important at all	3	5	1
(don't know)	1	0	2
6-10 – Important	77	76	78
5, DK – Neutral	12	11	13
0-4 – Not Important.....	11	13	9
70. SSB: _Gas prices			
Mean	7.4	6.9	7.8
10 – Extremely important.....	39	33	45
8-9.....	18	20	16
6-7.....	16	14	17
5 – Neutral	11	11	12
1-4.....	10	13	6
0 – Not important at all	5	7	4
(don't know)	1	2	1
6-10 – Important	73	67	78
5, DK – Neutral	12	13	12
0-4 – Not Important.....	15	20	10

	TOTAL N= 700	MEN 336	WOMEN 364
71. SSA: _Civil rights			
Mean	8.2	7.9	8.4
10 – Extremely important.....	49	46	52
8-9.....	22	20	23
6-7.....	10	13	7
5 – Neutral	10	10	10
1-4.....	6	6	6
0 – Not important at all	2	3	1
(don't know)	1	1	0
6-10 – Important	81	79	82
5, DK – Neutral	11	11	10
0-4 – Not Important.....	8	10	7

72. SSB: _Discrimination			
Mean	8.1	7.9	8.3
10 – Extremely important.....	49	42	55
8-9.....	18	20	17
6-7.....	14	18	11
5 – Neutral	11	9	13
1-4.....	3	4	2
0 – Not important at all	3	5	1
(don't know)	1	3	0
6-10 – Important	81	80	82
5, DK – Neutral	13	11	14
0-4 – Not Important.....	6	9	4

	TOTAL	MEN	WOMEN
N=	700	336	364

SPLIT SAMPLE C—POPULIST/ FAIR, JUST APPLICATION

Now, I'd like to read you two different statements people have made regarding the enforcement of laws and regulations in the U.S. **[ROTATE ORDER OF STATEMENTS]**

_(Some people say/Other people say) proper enforcement of our laws and regulations can ensure that everyone plays by the same set of rules. Today, the system is too often rigged to favor the wealthy and powerful over ordinary Americans, or big corporations over small businesses. That's an argument for better enforcement. Whether prohibiting big banks from destroying our economy, stopping the credit card industry from charging hidden fees, or preventing the wealthiest 1% from hiding billions of tax dollars in offshore tax havens—we need stronger, more just enforcement of our laws and regulations to ensure that everyone has a fair shot.

_(Some people say/Other people say) protecting consumers is important but government regulation has gone too far, so that some politicians seem to think government is the answer to every problem. Increased regulation, bureaucratic red tape, mandates, and uneven enforcement hold back economic growth and destroy jobs. America was built on the free market and free enterprise. Forcing entrepreneurs, small business owners, and citizens to submit to arbitrary government regulations puts all the power in the hands of out-of-touch bureaucrats. It raises the costs of goods and services at a time when we can't afford higher prices.

- 73. Sometimes over the course of a survey like this, people change their minds. Do you agree or disagree with this statement: we need tougher enforcement of our laws and regulations in the U.S.?

[IF AGREE/ DISAGREE] And do you feel that way strongly or not-so strongly.

Agree – strongly.....	57	54	60
Agree – not-so strongly	23	22	24
Disagree – not-so strongly.....	6	7	5
Disagree – strongly.....	10	12	8
(Don't know).....	4	6	3
Agree	80	75	84
Disagree	16	19	13

END SPLIT SAMPLE C

	TOTAL	MEN	WOMEN
N=	700	336	364

SPLIT SAMPLE D—PROTECTION/ PREVENTION

Now, I'd like to read you two different statements people have made regarding the enforcement of laws and regulations in the U.S. **[ROTATE ORDER OF STATEMENTS]**

_(Some people say/Other people say) enforcement of our laws and regulations is about safeguarding Americans. And when done properly, enforcement can prevent economic catastrophe, protect our health, and save lives. Whether it's preventing dangerous foreign imports and food products—affected by e.Coli **[EEE COE-LIE]** and salmonella poisoning—from coming to U.S. markets. Preventing dangerous pollutants from contaminating our land, air and drinking water. Or ensuring nuclear and toxic waste facilities safely contain their content. Proper enforcement of our laws helps keep Americans and our communities safer from physical and economic harm.

_(Some people say/Other people say) protecting consumers is important but government regulation has gone too far, so that some politicians seem to think government is the answer to every problem. Increased regulation, bureaucratic red tape, mandates, and uneven enforcement hold back economic growth and destroy jobs. America was built on the free market and free enterprise. Forcing entrepreneurs, small business owners, and citizens to submit to arbitrary government regulations puts all the power in the hands of out-of-touch bureaucrats. It raises the costs of goods and services at a time when we can't afford higher prices.

74. Sometimes over the course of a survey like this, people change their minds. Do you agree or disagree with this statement: we need tougher enforcement of our laws and regulations in the U.S.?

[IF AGREE/ DISAGREE] And do you feel that way strongly or not-so strongly.

Agree – strongly.....	54	54	55
Agree – not-so strongly	21	20	22
Disagree – not-so strongly.....	11	13	10
Disagree – strongly.....	9	9	10
(Don't know).....	4	4	5
 Agree	 75	 74	 76
Disagree	21	22	19

END SPLIT SAMPLE D

73/74. Combined Profile

[IF AGREE/ DISAGREE] And do you feel that way strongly or not-so strongly.

Agree – strongly.....	56	54	57
Agree – not-so strongly	22	21	23
Disagree – not-so strongly.....	9	10	7
Disagree – strongly.....	10	11	9
(Don't know).....	4	5	4
 Agree	 77	 74	 80
Disagree	18	21	16

	TOTAL	MEN	WOMEN
N=	700	336	364

Now I am going to read you some statements in support of tougher enforcement of laws and regulation. Please tell me whether each statement I read is a very convincing, somewhat convincing, not too convincing, or not at all convincing reason to support tougher enforcement of laws and regulation. If you are not sure how you feel about a particular item, please say so.

PROMPT EVERY THIRD STATEMENT: Is that a VERY convincing, SOMEWHAT convincing, NOT TOO convincing, or not AT ALL convincing reason to support tougher enforcement of laws and regulation?

Sorted by Very Convincing

88. West Virginia Case Study.....	70	66	73
82. SSA: West Texas Case Study /Last Visit '85	66	66	66
83. SSB: West TExas Case Study /Once Every 136 Years.....	61	51	70
84. SSA: CPSC Case Study.....	60	62	59
89. CFPB - Deceptive Marketing.....	60	55	65
87. SSB: Wage and Hour Enforcement /Criminal Penalties	59	50	68
80. SSA: Economic Populist /CEOs	59	58	60
85. SSB: CPSC Case Study /Not Enough - Chinese Toys	58	52	63
77. SSB: Inadequate Penalties /Need Teeth.....	57	55	59
79. SSB: Small business /Little Guy	56	50	61
86. SSA: Wage and Hour Enforcement /Pols Cutting Enforcement	54	56	53
78. SSA: Small Business /Economic Boom	54	52	55
75. Security: Families	53	50	56
81. SSB: Economic Populist /Rigged /Specifics.....	53	45	60
76. SSA: Inadequate Penalties /Criminal Penalties	51	51	52

[SECURITY: FAMILIES]

75. _Most American families are too busy and simply don't have the tools they need to protect themselves against dangerous foreign imports, toxic industrial pollution of our air and water, or the predatory practices of unsavory corporations. When enforcement is underfunded, weakened or unevenly applied, our families are all put at risk. We need proper enforcement of our laws and regulations to protect our families and keep them safe.

Very convincing	53	50	56
Somewhat convincing.....	32	35	29
Not too convincing	8	8	8
Not at all convincing	4	4	4
(Don't know).....	3	3	2
Convincing	85	85	86
Not convincing	12	12	12

	TOTAL	MEN	WOMEN
N=	700	336	364

SPLIT SAMPLE A [INADEQUATE PENALTIES/ CRIMINAL PENALTIES]

76. _Enforcement of our laws needs to be updated regularly to reflect new threats in a rapidly changing world. We can't trust Wall St. CEOs, big polluters, or foreign companies to police themselves when penalties are so low. Currently, employers who have a death in their workplace are fined an average of \$7,000. CEOs should be held criminally responsible if they're found responsible for workplace deaths, not just have to pay a minor fine that's built into the cost of doing business.

Very convincing	51	51	52
Somewhat convincing.....	29	30	29
Not too convincing	6	5	7
Not at all convincing	7	10	5
(Don't know).....	6	5	7
Convincing	81	80	81
Not convincing	13	15	12

SPLIT SAMPLE B [INADEQUATE PENALTIES/ NEED TEETH]

77. _Enforcement of our laws needs to be updated regularly to reflect new threats in a rapidly changing world. We can't trust Wall St. CEOs, big polluters, or foreign companies to police themselves when penalties are so low. Currently, employers who have a death in their workplace are fined an average of \$7,000. We owe it to our families to make sure enforcement measures have real teeth and are updated to meet new realities and new threats.

Very convincing	57	55	59
Somewhat convincing.....	27	23	31
Not too convincing	7	8	6
Not at all convincing	5	9	1
(Don't know).....	3	4	3
Convincing	85	79	90
Not convincing	12	18	7

SPLIT SAMPLE A [SMALL BUSINESS/ ECONOMIC BOON]

78. _Small businesses are the engine of the American economy. But one of the biggest threats to small businesses comes in the form of big corporations using their political influence and armies of paid lobbyists to negotiate fines down to nothing and to squeeze small businesses out of the marketplace. Universally enforcing clear, simple standards helps small businesses compete on equal turf, encourages innovation and growth, and ensures the highest quality products and services for consumers.

Very convincing	54	52	55
Somewhat convincing.....	32	32	33
Not too convincing	7	8	5
Not at all convincing	4	5	4
(Don't know).....	3	4	2
Convincing	86	83	88
Not convincing	11	13	9

	TOTAL	MEN	WOMEN
N=	700	336	364

SPLIT SAMPLE B [SMALL BUSINESS/ LITTLE GUY]

79. Small businesses are the engine of the American economy. But one of the biggest threats to small businesses comes in the form of big corporations using their political influence and armies of paid lobbyists to negotiate fines down to nothing and squeeze small businesses out of the marketplace. Universally enforcing clear, simple standards helps small businesses compete on equal turf. Big corporations already have enough advantages. Our small businesses need someone looking out for the little guy.

Very convincing	56	50	61
Somewhat convincing.....	32	32	32
Not too convincing	7	9	6
Not at all convincing	3	6	1
(Don't know).....	1	2	1
Convincing	88	82	93
Not convincing	11	15	7

SPLIT SAMPLE A [ECONOMIC POPULIST/ CEOs]

80. As Americans, we prize innovation, entrepreneurship, and hard work—but all of that means little when multinational corporations are allowed to operate unchecked and take advantage of us. The CEOs who wrecked our economy, wrote themselves bonuses from our bailout money and don't pay their fair share of taxes, should be held accountable and not allowed to commit the same crimes again. It's past time we started protecting regular working families. Because if CEOs continue playing by their own rules, our shrinking middle class will disappear entirely.

Very convincing	59	58	60
Somewhat convincing.....	24	22	27
Not too convincing	5	4	5
Not at all convincing	6	8	5
(Don't know).....	6	8	4
Convincing	83	80	86
Not convincing	11	12	10

SPLIT SAMPLE B [ECONOMIC POPULIST/ RIGGED/ SPECIFICS]

81. As Americans, we prize innovation, entrepreneurship, and hard work—but too often the system is rigged to favor the wealthy and powerful over ordinary Americans. Whether prohibiting big banks from destroying our economy, stopping the credit card industry from charging hidden fees, or preventing the wealthiest 1% from hiding billions of tax dollars in offshore tax havens—we need stronger, more just enforcement of our laws and regulations to ensure that everyone has a fair shot.

Very convincing	53	45	60
Somewhat convincing.....	26	29	22
Not too convincing	11	11	12
Not at all convincing	8	12	4
(Don't know).....	3	2	3
Convincing	78	75	82
Not convincing	19	23	16

	TOTAL	MEN	WOMEN
N=	700	336	364

SPLIT SAMPLE A [WEST TEXAS CASE STUDY/ LAST VISIT '85]

82. _When enforcement of public protections is neglected, the results can be disastrous. In 2013, an explosion at a fertilizer facility in West, Texas killed 15 people, including 12 first responders, and destroyed three schools, a nursing home, and hundreds of homes. The last time that facility was inspected by OSHA was in 1985, and despite a serious violation it got just a \$30 fine. We need strong and improved enforcement to prevent deadly situations like this.

Very convincing	66	66	66
Somewhat convincing.....	24	23	26
Not too convincing	4	6	2
Not at all convincing	2	2	3
(Don't know).....	3	3	3
Convincing	90	89	92
Not convincing	6	8	5

SPLIT SAMPLE B [WEST TEXAS CASE STUDY/ ONCE EVERY 136 YEARS]

83. _When enforcement of public protections is neglected, the results can be disastrous. In 2013, an explosion at a fertilizer facility in West, Texas killed 15 people, including 12 first responders, and destroyed three schools, a nursing home, and hundreds of homes. With current staff, OSHA inspectors can visit workplaces like these only once every 136 years, on average. We need strong and improved enforcement to prevent deadly situations like this.

Very convincing	61	51	70
Somewhat convincing.....	27	34	20
Not too convincing	6	6	5
Not at all convincing	5	6	4
(Don't know).....	2	3	1
Convincing	88	85	90
Not convincing	11	12	9

SPLIT SAMPLE A [CPSC CASE STUDY]

84. _U.S. Consumer Product Safety Commission investigators analyze data to focus their inspections on high-risk cargo. During one six-month period in 2013, the CPSC identified more than 600 shipments containing illegal or defective products from other countries, totaling about 8.2 million units, which inspectors prevented from moving into U.S. markets and into the hands of unsuspecting consumers. When enforcement is done right, it can save Americans dollars and lives.

Very convincing	60	62	59
Somewhat convincing.....	29	26	32
Not too convincing	6	6	6
Not at all convincing	2	3	1
(Don't know).....	2	4	1
Convincing	89	88	91
Not convincing	8	9	8

	TOTAL	MEN	WOMEN
N=	700	336	364

SPLIT SAMPLE B [CPSC CASE STUDY/ NOT ENOUGH – CHINESE TOYS]

85. _U.S. Consumer Product Safety Commission investigators analyze data to focus their inspections on high-risk cargo. During one six-month period in 2013, the CPSC identified more than 600 shipments containing illegal or defective products from other countries, totaling about 8.2 million units and prevented them from entering our markets. But hundreds of thousands of dangerous lead-based Chinese toys still made their way into U.S. stores and into the hands of our children. We need improved and expanded enforcement to protect America's youngest citizens.

Very convincing	58	52	63
Somewhat convincing.....	29	29	29
Not too convincing	7	11	4
Not at all convincing	4	5	2
(Don't know).....	3	3	2
Convincing	87	81	92
Not convincing	11	16	6

SPLIT SAMPLE A [WAGE AND HOUR ENFORCEMENT/ POLS CUTTING ENFORCEMENT]

86. _The Fair Labor Standards Act bans oppressive child labor, requires workers be paid a minimum wage, and entitles workers to overtime pay. Even so, many employers break the law, don't pay workers for their time and illegally deduct money from their paychecks. The Department of Labor collected \$250 million in this kind of wage theft last year, but still lacked the resources and manpower to investigate thousands of other complaints. And politicians in over a dozen states have cut enforcement just at the time we need stronger enforcement of our laws.

Very convincing	54	56	53
Somewhat convincing.....	31	29	33
Not too convincing	5	5	5
Not at all convincing	5	7	4
(Don't know).....	4	3	4
Convincing	86	85	86
Not convincing	11	12	10

SPLIT SAMPLE B [WAGE AND HOUR ENFORCEMENT/ CRIMINAL PENALTIES]

87. _The Fair Labor Standards Act bans oppressive child labor, requires workers be paid a minimum wage, and entitles workers to overtime pay. Even so, many employers break the law, don't pay workers for their time and illegally deduct money from their paychecks. The Department of Labor collected \$250 million in this kind of wage theft last year, but still lacked the resources and manpower to investigate thousands of other complaints. We need stronger enforcement, and CEOs who engage in wage theft should be held accountable with criminal penalties if found guilty.

Very convincing	59	50	68
Somewhat convincing.....	30	39	22
Not too convincing	4	3	6
Not at all convincing	4	5	3
(Don't know).....	2	3	1
Convincing	90	89	90
Not convincing	9	8	9

[WEST VIRGINIA CASE STUDY]

	TOTAL	MEN	WOMEN
N=	700	336	364

88. _Just this year, an estimated 10,000 gallons of toxic chemical waste leaked from a private storage facility into a West Virginia river due to lax enforcement. The leak contaminated the drinking water supply of over 300,000 residents, putting pregnant women, seniors, and children at risk. States are required to test public water systems regularly, but this water system hadn't been tested in over a decade, and warnings of contamination were ignored. We need proper enforcement to ensure disasters like this don't happen again.

Very convincing	70	66	73
Somewhat convincing.....	20	21	20
Not too convincing	5	7	3
Not at all convincing	3	5	2
(Don't know).....	2	2	2
Convincing	90	86	93
Not convincing	8	11	6

[CFPB – DECEPTIVE MARKETING]

89. _Recently, the Consumer Financial Protection Bureau ordered Bank of America to pay nearly \$727 million in fines because of the bank's deceptive practices, including charging consumers for products they never agreed to. It also ordered JPMorgan Chase to pay customers \$309 million, and American Express to pay customers \$59.5 million for deceptive and unauthorized billing. This agency saved consumers nearly \$3.5 billion in excessive fees and interest since its creation two years ago. We need to strengthen enforcement of these laws, not weaken enforcement.

Very convincing	60	55	65
Somewhat convincing.....	28	31	25
Not too convincing	5	6	4
Not at all convincing	4	5	4
(Don't know).....	3	4	3
Convincing	88	86	89
Not convincing	9	11	8

RESUME ASKING ALL

90. Sometimes over the course of a survey like this, people change their minds. Do you agree or disagree with this statement: we need tougher enforcement of our laws and regulations in the U.S.?

[IF AGREE/ DISAGREE] And do you feel that way strongly or not-so strongly.

Agree – strongly.....	63	60	66
Agree – not-so strongly	20	18	21
Disagree – not-so strongly.....	8	10	6
Disagree – strongly.....	7	8	5
(Don't know).....	2	3	2
Agree	83	79	87
Disagree	15	19	11

	TOTAL	MEN	WOMEN
N=	700	336	364

SPLIT SAMPLE A

91. If a candidate for public office called for reducing our regulations, would this make you more or less likely to vote for that person, or wouldn't make any difference?

[IF MORE/ LESS] And do you feel that way strongly or not-so strongly.

More – strongly	11	13	9
More – not-so strongly	7	8	5
No difference	26	32	20
Less – not-so strongly	18	12	23
Less – strongly.....	32	29	35
(Don't know).....	7	5	8
More.....	18	22	14
Less	50	41	58

END SPLIT SAMPLE A

SPLIT SAMPLE B

92. If a candidate for public office called for cutting enforcement of our laws and regulations, would this make you more or less likely to vote for that person, or wouldn't it make any difference?

[IF MORE/ LESS] And do you feel that way strongly or not-so strongly.

More – strongly	11	11	10
More – not-so strongly	8	9	7
No difference	28	34	23
Less – not-so strongly	17	16	17
Less – strongly.....	33	29	37
(Don't know).....	3	1	5
More.....	19	20	18
Less	50	45	54

END SPLIT SAMPLE B

	TOTAL	MEN	WOMEN
N=	700	336	364

Finally, I would like to ask you a few questions for statistical purposes only.

93. Generally speaking, do you think of yourself as a Republican, a Democrat, an independent, or something else?

[IF REPUBLICAN OR DEMOCRAT ASK]: Do you consider yourself a strong (Republican/Democrat) or a not so strong (Republican/Democrat)?

[IF INDEPENDENT ASK]: Would you say that you lean more toward the Republicans or more toward the Democrats?

Strong Republican	17	18	17
Not-so-strong Republican	8	8	7
Independent - lean Republican.....	7	10	4
Republican	32	36	28
Independent.....	21	20	21
Democrat	38	35	41
Independent - lean Democratic	7	9	5
Not-so-strong Democrat	5	4	7
Strong Democrat.....	26	22	29
(Other)	5	5	5
(Don't know).....	4	4	5

94. What is your age?

IF REFUSED IN PREVIOUS QUESTION

95. I am going to read you some categories. Please stop me when we get to your category.

18-24.....	13	16	11
25-29.....	9	7	11
30-34.....	5	6	5
35-39.....	7	6	8
40-44.....	9	11	8
45-49.....	10	8	11
50-54.....	8	8	8
55-59.....	10	10	10
60-64.....	10	10	9
65-69.....	5	6	4
70-74.....	3	3	2
Over 74 years	8	8	8
(Refused)	3	1	5

	TOTAL	MEN	WOMEN
N=	700	336	364

96. What is the last year of schooling that you have completed? **DO NOT READ.**

1 - 11th grade	2	2	2
High school graduate.....	19	21	18
Non-college post H.S.....	2	2	1
Some college	28	28	27
College graduate	29	26	32
Post-graduate school.....	17	17	18
(Don't know/refused)	3	4	3

97. Are you married, unmarried with a partner, single, separated, widowed, or divorced?

Married.....	60	61	59
Unmarried with partner	5	4	7
Single.....	23	26	20
Separated	1	1	1
Divorced.....	4	2	5
Widowed.....	2	1	3
(Don't know/refused).....	5	5	5

98. Are you employed by a small business?

Yes.....	22	25	19
No	70	69	71
(Small business owner)	3	2	4
(Refused).....	4	3	5

99. Just to make sure we have a representative sample, could you please tell me whether you are from a Hispanic, Latino, or Spanish-speaking background? **[IF "NO", ASK:]** What is your race - white, black, Asian, or something else?

White.....	72	74	70
Black	13	13	13
Spanish speaking/Hispanic	10	9	11
Native American	0	0	0
Asian/ Pacific Islander	1	1	1
(Other)	1	0	1
(Don't know/refused).....	3	2	4