

FINAL FREQUENCIES (n=600)
FLORIDA SURVEY
The Mellman Group, Inc.
October 8, 2012

Hello. My name is [FIRST NAME ONLY] . I'm calling long distance from _____. We are conducting a public opinion survey and I would like to ask you some questions. We are not selling anything, and I will not ask you for a contribution or donation. Could I please speak with **[ASK FOR NAME ON LIST. IF NOT AVAILABLE, SCHEDULE TIME FOR A CALLBACK. YOU MAY ONLY SPEAK WITH ANOTHER HOUSEHOLD MEMBER IF THEIR NAME IS ON THE LIST.]**

First, in which state are you registered to vote? **[TERMINATE IF NOT FLORIDA]**

[RECORD, BUT DO NOT ASK, GENDER:]

male..... 48
female 52

1. How likely would you say you are to vote in the November 2012 elections for President, Senate, Congress and other political offices – are you almost certain to vote in the elections, very likely, about 50-50, not too likely, not at all likely, or aren't you sure?

Almost certain..... 94
Very likely 6
About 50-50..... **[TERMINATE]**
Not too likely **[TERMINATE]**
Not at all likely **[TERMINATE]**
Don't know/not sure **[TERMINATE]**

2. Which would best describe your religious background, regardless of how often you attend services: Protestant, Catholic, Jewish, or something else?

Protestant **[TERMINATE]**
Catholic..... **[TERMINATE]**
Jewish 100
Something else..... **[TERMINATE]**

Now I am going to read you a list of people. After each, please tell me whether you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression of _____? **[READ NAME FROM LIST BELOW]** If you haven't heard of that person, or if you don't know enough about them to have an impression, please say so.

[RANDOMIZE Q.3-Q.11]	Total Fav	Total Unfav	very fav	smwt fav	smwt unfav	very unfav	don't know	never heard
3. __Mitt Romney	37	59	26	11	12	47	4	0
4. __Paul Ryan	31	62	22	9	14	48	7	1
5. __Barack Obama.....	65	32	51	14	6	27	2	0
6. __Joe Biden.....	64	31	44	20	9	23	5	0
7. __Bill Nelson	52	23	32	20	9	14	20	5
8. __Connie Mack.....	28	42	13	15	12	30	26	4
9. __Benjamin Netanyahu.....	72	8	48	24	5	3	16	5
10. __Shimon Peres.....	60	5	37	23	4	1	25	10
11. __Sheldon Adelson	13	24	6	7	7	17	41	22

12. If the November 2012 general election for President were held today and the candidates were **[ROTATE]** __Democrat Barack Obama and __Republican Mitt Romney, for whom would you vote, or are you undecided? **[IF A CANDIDATE IS NAMED, ASK:]** Would you say you support (Obama/Romney) strongly or not strongly? **[IF UNDECIDED, ASK:]** Toward whom do you lean?

strong Obama	58	61
not so strong Obama	2	
undecided, leans Obama	2	
undecided	6	
undecided, leans Romney	1	
not so strong Romney	2	
strong Romney	30	33

13. If the November 2012 general election for U.S. Senate were held today and the candidates were **[ROTATE]** __Democrat Bill Nelson and __Republican Connie Mack, for whom would you vote, or are you undecided? **[IF A CANDIDATE IS NAMED, ASK:]** Would you say you support (Nelson/Mack) strongly or not strongly? **[IF UNDECIDED, ASK:]** Toward whom do you lean?

strong Nelson	53	63
not so strong Nelson.....	6	
undecided, leans Nelson.....	3	
undecided	13	
undecided, leans Mack.....	1	
not so strong Mack.....	4	
strong Mack.....	20	25

[RESUME ASKING EVERYBODY]

[ROTATE TRAIT BATTERIES I AND II]

__ BATTERY I – [ASK ONLY OF THOSE RESPONDENTS WHO KNEW BARACK OBAMA IN Q.5. IF OBAMA WAS CODED 5 OR 6 IN Q.5, GO TO Q.32]

I am going to read you a list of some words and phrases which people use to describe political figures. For each word or phrase, tell me whether you think it describes Barack Obama very well, pretty well, not too well, or not well at all. If you don't know how well a word or phrase describes Obama, just say so and we will go on.

[RANDOMIZE Q.14-Q.31]	very well	pretty well	not too well	not well at all	dk	Not asked
14. __represents your point of view on the issues.....	40	22	12	23	1	2
15. __cares about people like you	47	19	8	21	2	2
16. __shares your values.....	41	23	9	24	2	2
17. __a strong leader.....	45	19	12	21	1	2
18. __is working to improve the economy	43	22	11	21	1	2
19. __too liberal.....	26	16	22	29	4	2
20. __supports Israel strongly.....	36	22	13	20	6	2
21. __shares your view on abortion.....	43	23	7	14	10	2
22. __really believes in a strong U.S. relationship with Israel	43	19	12	18	5	2
23. __would use good judgment in an international crisis	48	19	9	18	3	2
24. __able to defend this country.....	49	19	10	18	2	2
25. __respects the separation of church and state.....	44	27	8	11	8	2
26. __fights for the middle class.....	50	20	10	17	1	2
27. __is working to create good jobs.....	41	21	12	22	1	2
28. __is fighting to protect Social Security and Medicare	51	18	10	16	3	2
29. __is working to cut government spending.....	27	25	17	25	3	2
30. __will do whatever is necessary to keep Iran from getting nuclear weapons	40	22	11	19	6	2
31. __too close to the Muslim community	17	13	24	33	11	2

__ BATTERY II – [ASK ONLY OF THOSE RESPONDENTS WHO KNEW MITT ROMNEY IN Q.3. IF ROMNEY WAS CODED 5 OR 6 IN Q.3, GO TO Q.50]

I am going to read you a list of some words and phrases which people use to describe political figures. For each word or phrase, please tell me whether you think it describes Mitt Romney very well, pretty well, not too well, or not well at all. If you don't know how well a word or phrase describes Romney, just say so and we will go on.

[ROTATE Q.32-Q.49]	very well	pretty well	not too well	not well at all	dk	Not asked
32. __represents your point of view on the issues.....	19	17	19	40	1	4
33. __cares about people like you	24	13	20	34	4	4
34. __shares your values.....	21	14	20	39	2	4

35. ___a strong leader.....	26	16	21	26	7	4
36. ___will work to improve the economy.....	29	22	21	21	4	4
37. ___too conservative.....	36	14	19	20	6	4
38. ___will support Israel strongly.....	33	25	15	13	10	4
39. ___shares your view on abortion.....	12	10	18	47	9	4
40. ___really believes in a strong U.S. relationship with Israel	33	24	16	14	9	4
41. ___would use good judgment in an international crisis	25	15	21	28	7	4
42. ___able to defend this country.....	27	21	19	21	8	4
43. ___respects the separation of church and state.....	21	23	17	24	11	4
44. ___will fight for the middle class	19	15	23	37	2	4
45. ___will work to create good jobs	27	23	20	23	4	4
46. ___will fight to protect Social Security and Medicare.....	22	10	20	38	6	4
47. ___will work to cut government spending	32	25	19	16	4	4
48. ___will do whatever is necessary to keep Iran from getting nuclear weapons	32	27	13	12	12	4
49. ___too close to the evangelical Christian community.....	22	18	21	19	16	4

[RESUME ASKING EVERYBODY]

Now I'm going to list some things people tell us they are concerned about personally. After each, please tell me whether it is one of the things that worries you the most, whether it worries you a great deal, some, not too much, or not at all. If you are not sure, please say so and we'll go on.

[RANDOMIZE Q.50-Q.63]	worries the most	great deal	some	not too much	not at all	don't know
50. ___ Good jobs are too hard to find.....	30	42	20	5	1	2
51. ___ There is too much Anti-Semitism.....	20	31	30	9	4	6
52. ___ Terrorism is a threat to the U.S.....	35	36	22	5	2	1
53. ___ Iran could get nuclear weapons	37	42	16	2	1	1
54. ___ Israel's security is threatened	30	40	21	5	2	2
55. ___ We are paying too much in taxes	13	27	28	16	14	2
56. ___ The United States is too dependent on foreign oil ...	27	40	26	5	1	1
57. ___ The federal budget deficit is too high.....	32	43	20	3	3	0
58. ___ Too much of our tax money is wasted by the government	27	38	22	8	4	2
59. ___ Some politicians are trying to cut Medicare.....	34	37	20	5	3	1
60. ___ Too many kids are not getting a good education.....	36	38	18	5	3	0
61. ___ The gap between the rich and the poor is growing..	26	33	26	7	6	2
62. ___ Evangelical Christians are exerting too much influence on our government.....	18	22	23	15	16	5
63. ___ There is less respect for the separation of church and state	16	28	28	12	11	5

Now I'm going to describe two candidates for President. Given these descriptions, which candidate would you vote for in the November 2012 general election?

[ROTATE PARAGRAPHS]

__ The Republican Jewish Coalition says many Americans who supported Obama in 2008 are now experiencing buyer's remorse and want to send a strong alternative to the White House. Obama promised to create opportunity, but this nation has seen nothing but failed jobs policies, soaring deficits, and economic stagnation. Mitt Romney will provide the business experience and bold leadership necessary to balance the budget and grow our economy. Romney also knows that we cannot trust a U.S. President who threw Israel under the bus by demanding that the country return to the pre-1967 borders, which Israeli Prime Minister Benjamin Netanyahu has called quote "indefensible." Obama has snubbed Israel, not visiting a single time in four years, but Romney has promised to travel there as the first trip of his presidency. And Romney will use every means possible to protect Israel and the world by preventing Iran from building nuclear weapons.

[SPLIT SAMPLE X]

__ The National Jewish Democratic Council says Barack Obama has shown strong leadership in the Middle East, ending the Iraq war, killing Osama Bin Laden, and helping topple Libya's Qaddafi. Israeli President Shimon Peres said the military cooperation between America and Israel has never been stronger: the U.S. provided the Iron Dome Missile Shield that protects Israelis against rocket attacks, while delivering billions in advanced military equipment to Israel. And when Prime Minister Netanyahu faced crises, the first person he called was President Obama who always came through, whether saving Israeli diplomats in Egypt or vetoing anti-Israel resolutions at the UN. Obama is also leading global efforts to prevent a nuclear-armed Iran by instituting tough new sanctions and engaging in covert cyber warfare against Iran. In the words of Israeli Defense Minister Ehud Barak, "The security ties between us and the current administration are at the highest level they have ever been."

64. If the November 2012 general election for President were held today and the candidates were **[ROTATE]** __Democrat Barack Obama and __Republican Mitt Romney, for whom would you vote? **[IF UNDECIDED, ASK:]** If you had to decide, toward whom do you tend to lean?

Obama	60	62
undecided, leans Obama	2	
undecided.....	5	
undecided, leans Romney	2	
Romney.....	31	33

[SPLIT SAMPLE Y]

__ The National Jewish Democratic Council says Barack Obama is strongly pro-Israel and is fighting for America’s middle class. President Shimon Peres said the military cooperation between America and Israel has never been stronger: the U.S. provided the Iron Dome Missile Shield that protects Israelis against rocket attacks, while delivering billions in advanced military equipment to Israel. And Obama is leading global efforts to prevent a nuclear-armed Iran by instituting tough new sanctions and engaging in covert cyber warfare against Iran. Obama is also committed to the success of America’s middle class. Obama passed the Affordable Care Act, guaranteeing affordable health coverage and preventing insurance companies from dropping patients when they get old or sick. And Obama fought for women’s rights, working to protect contraception coverage and a woman’s right to choose, as well as fighting for the Lilly Ledbetter Act, ensuring equal pay for equal work.

65. If the November 2012 general election for President were held today and the candidates were **[ROTATE]** __Democrat Barack Obama and __Republican Mitt Romney, for whom would you vote? **[IF UNDECIDED, ASK:]** If you had to decide, toward whom do you tend to lean?

Obama	60	64
undecided, leans Obama	4	
undecided.....	3	
undecided, leans Romney	2	
Romney.....	32	33

[SPLIT SAMPLE Z]

__ The National Jewish Democratic Council says Barack Obama is strongly pro-Israel and is fighting for America’s middle class. President Shimon Peres said the military cooperation between America and Israel has never been stronger: the U.S. provided the Iron Dome Missile Shield that protects Israelis against rocket attacks, while delivering billions in advanced military equipment to Israel. And Obama is leading global efforts to prevent a nuclear-armed Iran by instituting tough new sanctions and engaging in covert cyber warfare against Iran. But Mitt Romney doesn’t respect the importance of the separation of church and state. Romney follows the dictates of the religious right, wanting to make abortion illegal and opposing gay rights. Romney denies climate change, and as President, he has said he would defund Planned Parenthood and opposes laws guaranteeing equal pay for equal work. This election is a clear choice between a defender of our values, and someone who opposes them.

66. If the November 2012 general election for President were held today and the candidates were **[ROTATE]** __Democrat Barack Obama and __Republican Mitt Romney, for whom would you vote? **[IF UNDECIDED, ASK:]** If you had to decide, toward whom do you tend to lean?

Obama	60	63
undecided, leans Obama	3	
undecided.....	4	
undecided, leans Romney	3	
Romney.....	30	32

[RESUME ASKING EVERYONE]

Now I am going to list several reasons people have suggested for voting against Mitt Romney for U.S. President. For each one, please indicate whether you think it is a very convincing reason to vote against Romney, a somewhat convincing reason, not too convincing, or not convincing at all as a reason to against Mitt Romney. If you think a statement is not true, please say so.

	very conv.	smwt conv.	not too conv.	not at all	not true	don't know
[ROTATE Q.67-Q.85]						
67. __Romney describes himself as “severely conservative” and wants to make abortion illegal, opposes gay rights and denies climate change	47	15	11	18	7	1

[SPLIT SAMPLE J]

68. __Romney has pledged to repeal the Affordable Care Act, which will allow insurance companies to deny coverage for preexisting conditions and drop those who get sick or old.....	51	12	9	20	7	2
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[SPLIT SAMPLE K]

69. __Romney has pledged to repeal the Affordable Care Act, even though as Governor of Massachusetts he championed a very similar bill.....	45	16	12	19	5	3
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[RESUME ASKING EVERYONE]

70. __Romney supports the Ryan budget, which would end Medicare as we know it by increasing premiums by \$6,400 dollars and turning decisions about seniors’ healthcare over to private insurance companies.....	49	14	10	16	8	2
71. __Had Romney been President when the auto industry collapsed, he would have, quote, “let Detroit go bankrupt”, as he wrote in his <i>New York Times</i> editorial, costing millions of jobs across the country and sinking our country into a deeper recession. Now the auto companies have repaid the government, improved quality, and started rehiring workers	49	14	11	18	6	3
72. __Romney argues that he will be tougher on Iran than Obama, but he is all talk, and as several journalists and experts have noted, has not named one thing he would do differently to stop Iran from developing nuclear weapons	45	18	9	19	6	3
73. __Romney specifically said that we need to quote “cut back” on teachers, firefighters, and police officers.....	46	16	9	17	8	3
74. __Romney has refused to state whether or not he supports legislation that would guarantee equal pay for women – legislation that his party has gone on record opposing	42	18	11	19	6	4
75. __Romney has supported a constitutional amendment that would forbid same-sex marriage.....	45	15	10	24	3	3
76. __Romney supports allowing employers to take away a woman’s health insurance for whatever reason they choose.....	50	11	9	17	10	2

77. ___Romney’s gaffe-filled travels abroad, where he managed to insult the United Kingdom, create a minor press revolt in Poland, and display ignorance of the Israeli-Palestinian peace process, proves he is not ready to be Commander in Chief	45	17	9	20	6	4
78. ___As a businessman, Romney cut jobs and avoided paying pension contributions in order to keep more money for himself, even though he hurt employees and left the government with the bill for the pensions.....	45	15	10	19	8	3

[SPLIT SAMPLE J]

79. ___Romney supports a budget that would allow him to pay only 1% in taxes, while middle class families would pay \$1,000 dollars more.....	48	16	7	17	9	3
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[SPLIT SAMPLE K]

80. ___ Romney opposes the Buffett rule which would ensure that millionaires pay as much in taxes as their secretaries.....	48	15	12	17	5	3
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[RESUME ASKING EVERYONE]

81. ___Romney has promised to veto the DREAM Act, and told young immigrants who know no other home that, quote, “the answer is self-deportation”	42	16	11	21	6	3
82. ___As President, Romney has emphasized that he would defund Planned Parenthood.....	43	19	11	21	4	3
83. ___Romney is beholden to a Republican platform that is so extreme, they would force rape victims to bear their attackers’ children	49	15	8	16	9	3
84. ___Romney’s running mate, Paul Ryan, voted repeatedly against stronger Iran sanctions	40	18	10	19	5	7
85. ___Billionaires have pledged hundreds of millions of dollars to defeat Obama in this year’s Presidential election ..	43	15	10	25	4	3

Now I am going to list several reasons people have suggested for voting for Barack Obama for U.S. President. For each one, please indicate whether you think it is a very convincing reason to vote for Obama, a somewhat convincing reason, not too convincing, or not convincing at all as a reason to vote for Barack Obama. If you think a statement is not true, please say so.

	very conv.	smwt conv.	not too conv.	not at all	not true	don’t know
86. ___ Obama is leading global efforts to prevent a nuclear-armed Iran by instituting tough new sanctions and engaging in covert cyber warfare against Iran	50	16	9	18	3	3

[SPLIT SAMPLE J]

87. ___ Obama provided Israel with the Iron Dome Missile Shield that protects Israelis against rocket attacks, while delivering billions in advanced military equipment to Israel.....	53	16	5	21	1	4
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[SPLIT SAMPLE K]

88. __Israeli President Shimon Peres said the military cooperation between America and Israel has never been stronger: Obama provided Israel with the Iron Dome Missile Shield that protects Israelis against rocket attacks, while delivering billions in advanced military equipment to Israel..... 53 17 9 15 3 3

[RESUME ASKING EVERYONE]

89. __ Obama has shown strong leadership in the Middle East, ending the Iraq war, killing Osama Bin Laden, and helping topple Libya’s Qaddafi..... 53 17 7 17 4 1

90. __The Obama Administration passed the historic Affordable Care Act guaranteeing affordable coverage for all. This allows parents to insure their children up to age 26, covers preventative care screenings, closes the seniors’ prescription drug “donut hole” and prevents insurance companies from denying coverage to patients because of pre-existing conditions 53 15 9 19 1 3

[SPLIT SAMPLE J]

91. __The Obama Administration has fought for women’s rights, working to protect access to contraception, keep abortion legal and fighting to pass the Lilly Ledbetter Act into law, ensuring equal pay for equal work 54 16 8 20 1 2

[SPLIT SAMPLE K]

92. __The Obama Administration has fought for women’s rights, working to protect access to contraception, protect a woman’s right to choose and fighting to pass the Lilly Ledbetter Act into law, ensuring equal pay for equal work... 55 14 10 17 2 3

[SPLIT SAMPLE J]

93. __Israeli Defense Minister Ehud Barak said of Obama, quote, “I should tell you honestly that this Administration under President Obama is doing in regard to our security more than anything that I can remember in the past.” 51 14 9 18 4 3

[SPLIT SAMPLE K]

94. __ Israeli Defense Minister Ehud Barak said, quote, “The security ties between us and the current administration are at the highest level they have ever been. The administration is consistently strengthening the depths of Israel’s security abilities.” 50 17 12 16 2 3

[SPLIT SAMPLE J]

95. __ The President has consistently demanded that Hamas accept Israel’s right to exist, reject violence, and adhere to all existing agreements before it can play a role in achieving Middle East peace..... 49 18 8 19 3 4

[SPLIT SAMPLE K]

96. ___ Obama supports Israel’s refusal to negotiate with the Hamas authorities in Gaza, saying quote, “we should not talk to them unless they recognize Israel, renounce violence and are willing to abide by previous accords.”..... 51 15 10 16 4 3

[SPLIT SAMPLE J]

97. ___President Obama has increased U.S. aid to Israel every year under his watch, increasing aid to three point one billion dollars in fiscal year 2013..... 46 17 10 18 2 6

[SPLIT SAMPLE K]

98. ___President Obama requested and received three point one billion dollars for directly enhancing Israel’s security. This is the largest amount given to Israel in U.S. history specifically allocated for Israel’s security apparatus 49 20 9 16 2 4

[RESUME ASKING EVERYONE]

99. ___Obama has an unprecedented record of voting with Israel 100% of the time at the United Nations 50 16 10 17 3 4

100 . ___ When Prime Minister Netanyahu faced a crisis, the first person he called was President Obama, who always came through, whether saving Israeli diplomats in Egypt or vetoing anti-Israel resolutions at the UN. 48 18 11 16 4 4

Thank you. The few remaining questions are for statistical purposes only.

101. Generally speaking, do you think of yourself as a Democrat, Republican, Independent, or something else? **[IF REPUBLICAN OR DEMOCRAT ASK:]** Would you call 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	18	28
not very strong Republican	3	
independent leans Republican.....	6	
Independent.....	13	
independent leans Democratic	7	
not very strong Democrat.....	5	
strong Democrat.....	46	58
dk/na/other	2	

102. Do you consider yourself very liberal, somewhat liberal, moderate, somewhat conservative or very conservative? **[IF MODERATE, ASK:]** Do you tend to lean toward the liberal or conservative side?

very liberal	23	50
somewhat liberal	19	
moderate leans liberal	9	
moderate.....	23	
moderate leans conservative	6	
somewhat conservative	10	
very conservative	12	27
dk/ref	1	

103. In what year were you born? **[CODE ACTUAL YEAR BETWEEN 1900 AND 2000. REFUSED=9999] _____}**

18-29	9
30-39	7
40-49	11
50-59	15
60+	58
Ref.....	0

104. Do you consider yourself Orthodox, Conservative, Reform, Reconstructionist or don't you identify with any particular Jewish denomination?

Orthodox	8
Conservative.....	21
Reform	32
Reconstructionist.....	1
No particular denomination	31
Don't know	7

105. Are you a member of a synagogue or temple?

yes	43
no.....	55
don't know	3

106. Aside from weddings and bar mitzvahs, how often do you go to services at a synagogue?

more than once a week.....	5
once a week.....	11
once or twice a month	14
a few times a year.....	27
seldom	24
never	17
don't know	3

107. In the last two years, have you contributed to the United Jewish Appeal or Jewish Federation fundraising drive in your community?

yes	41
no.....	55
don't know	4

108. What is the highest level of education you have completed?

Did not graduate from high school	1
high school graduate	14
some college, but no degree (yet)	15
2 year college degree.....	13
4 year college degree.....	33
post-graduate degree (MA, MBA, MD, JD, PHD,etc) ..	23
DK/Ref	2

109. If you were asked to use one of these names for the economic class you belong to, which would you say you belong in – upper class, upper middle-class, middle class, working class, or lower class?

upper class.....	4
upper middle-class	23
middle-class	58
working class.....	9
lower class.....	2
don't know	2
other	2

That completes our public opinion survey. Thank you very much for your time and cooperation.