

GALLUP NEWS SERVICE

CAPITALISM, BUSINESS AND GOVERNMENT REGULATION

Results are based on telephone interviews with –1,040– national adults, aged 18+, conducted November 18-19, 2012. For results based on the total sample of National Adults, one can say with 95% confidence that the margin of error is ± 4 percentage points.

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Interviews are conducted with respondents on landline telephones and cellular phones, with interviews conducted in Spanish for respondents who are primarily Spanish-speaking. Each daily sample of 1,000 national adults includes a minimum quota of 400 cell phone respondents and 600 landline respondents, with additional minimum quotas among landline respondents by region. Landline numbers are chosen at random among listed telephone numbers, cell phone numbers are selected using random-digit dial methods. Landline respondents are chosen at random within each household on the basis of which member had the most recent birthday.

Samples are weighted by gender, age, race, Hispanic ethnicity, education, region, adults in the household, phone status (cell phone only/landline only/both, having an unlisted landline number, and cell phone mostly). Demographic weighting targets are based on the March 2011 Current Population Survey figures for the age 18+ non-institutionalized population living in U.S. telephone households. All reported margins of sampling error include the computed design effects for weighting and sample design.

The questions reported here were asked of a random half sample for two nights on Gallup Daily tracking.

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

1. Would you rather have a job working for the government or working for a business?

	<u>Job working for government</u>	<u>Job working for a business</u>	<u>No opinion</u>
2012 Nov 18-19	35	60	6
2010 Jan 26-27	35	59	6

2. Just off the top of your head, would you say you have a positive or negative image of each of the following. How about – [RANDOM ORDER]?

2012 Nov 18-19

(ranked by “positive”)

	<u>Positive</u>	<u>Negative</u>	<u>No opinion</u>
Small business	95	4	1
Free enterprise	89	7	4
Entrepreneurs	86	10	5
Capitalism	61	31	8
Big business	58	39	3
The federal government	51	46	3
Socialism	39	54	8

FULL RESULTS AND TRENDS:

A. Free enterprise

	<u>Positive</u>	<u>Negative</u>	<u>No opinion</u>
2012 Nov 18-19	89	7	4
2010 Jan 26-27	86	10	4

B. Big business

	<u>Positive</u>	<u>Negative</u>	<u>No opinion</u>
2012 Nov 18-19	58	39	3
2010 Jan 26-27	49	49	2

C. Small business

	<u>Positive</u>	<u>Negative</u>	<u>No opinion</u>
2012 Nov 18-19	95	4	1
2010 Jan 26-27	95	4	1

Q.2 (IMAGES OF BUSINESS CONCEPTS) CONTINUED

D. Entrepreneurs

	<u>Positive</u>	<u>Negative</u>	<u>No opinion</u>
2012 Nov 18-19	86	10	5
2010 Jan 26-27	84	10	6

E. Capitalism

	<u>Positive</u>	<u>Negative</u>	<u>No opinion</u>
2012 Nov 18-19	61	31	8
2010 Jan 26-27	61	33	7

F. Socialism

	<u>Positive</u>	<u>Negative</u>	<u>No opinion</u>
2012 Nov 18-19	39	54	8
2010 Jan 26-27	36	58	6

G. The federal government

	<u>Positive</u>	<u>Negative</u>	<u>No opinion</u>
2012 Nov 18-19	51	46	3
2010 Jan 26-27	46	51	3

Q.3/4 ROTATED

3. Do you generally believe that when small businesses earn a profit, it helps the U.S. economy, doesn't affect the U.S. economy much, or hurts the U.S. economy?

	<u>Helps economy</u>	<u>Doesn't affect economy much</u>	<u>Hurts economy</u>	<u>No opinion</u>
2012 Nov 18-19	84	11	3	2
2010 Jan 26-27	85	11	2	2

4. Do you generally believe that when big businesses earn a profit, it helps the U.S. economy, doesn't affect the U.S. economy much, or hurts the U.S. economy?

	<u>Helps economy</u>	<u>Doesn't affect economy much</u>	<u>Hurts economy</u>	<u>No opinion</u>
2012 Nov 18-19	64	15	17	5

2010 Jan 26-27	66	13	18	3
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Q.5/6 SPLIT SAMPLED

5. *(Asked of a half sample)* Which of the following do you most agree with – the federal government **should** become more involved in regulating and controlling business, the federal government should become less involved in regulating and controlling business, or things are about right the way they are?

BASED ON – 536—NATIONAL ADULTS; ±5 PCT PTS

	Government should be more <u>involved</u>	Government should be less <u>involved</u>	Things are <u>about right</u>	<u>No opinion</u>
2012 Nov 18-19 ^	25	44	27	3
2010 Jan 26-27 ^	24	50	23	4

^ Asked of a half sample

6. *(Asked of a half sample)* Which worries you more-- that there will be too much regulation of business by the government, or not enough regulation of business by the government?

BASED ON – 504—NATIONAL ADULTS; ±6 PCT PTS

	<u>Too much regulation</u>	<u>Not enough regulation</u>	<u>No opinion</u>
2012 Nov 18-19 ^	62	31	8
2010 Jan 26-27 ^	57	37	6

^ Asked of a half sample