

## GALLUP NEWS SERVICE

### PARTY IMAGES, DRONES AND BANKING CONFIDENCE

Results are based on telephone interviews with –1,020– national adults, aged 18+, conducted March 20-21, 2013. For results based on the total sample of National Adults, one can say with 95% confidence that the margin of error is  $\pm 4$  percentage points.

For results based on the sample of –502—national adults in Form A and –518—national adults in Form B, the margins of sampling error are  $\pm 6$  percentage points.

Interviews are conducted with respondents on landline telephones and cellular phones, with interviews conducted in Spanish for respondents who are primarily Spanish-speaking. Each sample of national adults includes a minimum quota of 50% cell phone respondents and 50% landline respondents, with additional minimum quotas by region. Landline telephone numbers are chosen at random among listed telephone numbers. Cell phones 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 to correct for unequal selection probability, non-response, and double coverage of landline and cell users in the two sampling frames. They are also weighted to match the national demographics of gender, age, race, Hispanic ethnicity, education, region, population density, and phone status (cell phone-only/landline only/both, cell phone mostly, and having an unlisted landline number). Demographic weighting targets are based on the March 2012 Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the July-December 2011 National Health Interview Survey. Population density targets are based on the 2010 census. All reported margins of sampling error include the computed design effects for weighting.

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.

Next, we'd like to ask you to think about things you may like and dislike about the Democratic and Republican parties. First,

Q. 1-2 AND Q.3-4 ROTATED IN PAIRS

1. Can you please tell me one or two specific things you like about the Republican Party? *[OPEN-ENDED]*

**2013 Mar 20-21**

Better fiscal management/Budget cuts/Less debt	11
Conservative views	10
Favor smaller government	5
For the people	4
Morals/Ethics/Religion	4
Gun policies	4
Like Republicans/Their candidates	3
Favor lower taxes	3
Abortion policy/Pro-life	3
Know where they stand/Don't back down	3
Their ideas in general/Align with my own	3
Economic policies	2
More supportive of military	2
Immigration policies	1
Believe in Constitution	1
Healthcare reform position	1
Family values	1
Other	9
Everything	*
Nothing	36
No opinion	17

Percentage total more than 100% due to multiple responses.

2. Next, please tell me one or two specific things you dislike about the Republican Party? *[OPEN-ENDED]*

**2013 Mar 20-21**

Inflexible/Unwilling to compromise	21
For the rich/Protecting the wealthy not the middle class	12
Don't stand up for their positions/Give in too easily	9
Inconsistent/Dishonest/Say one thing and do another	5
Choice of candidates/party leaders	4
Positions on social issues	4
Abortion/Women's policies	3
Only worry about themselves	3
Spend too much money/Increased budget deficit	3
Too conservative	3
Favor big business/corporations too much	2
Influence of religion on party	2
Economic policies	2
Immigration policies	2
Foreign policy/War issues	1
Gun policies	1
Position on gay marriage	1
Not conservative enough	1
Other	10
Everything	2
Nothing	17
No opinion	17

Percentage total more than 100% due to multiple responses.

3. Can you please tell me one or two specific things you like about the Democratic Party? [OPEN-ENDED]

**2013 Mar 20-21**

Care about middle/working class	14
Social programs	5
Inclusive/Accepting of diversity	5
Flexible/Open-minded/Willing to compromise	5
Like President Obama/the Democrats	3
Abortion policies/Pro-choice	3
Healthcare reform/Favor universal healthcare	3
Immigration policies	3
Good principles/intentions/honest	2
Gay rights policies	2
Liberal ideas	2
Agree with their vision	2
Create more jobs	2
Gun control policies	2
Economic policies	1
Fair taxes	1
Equal rights	1
Education policies	1
Foreign policies/War	1
Care about environment	1
Other	6
Everything	1
Nothing	38
No opinion	17

Percentage total more than 100% due to multiple responses.

4. Next, please tell me one or two specific things you dislike about the Democratic Party? [OPEN-ENDED]

**2013 Mar 20-21**

Spend too much/Increase the budget deficit	14
Inflexible/Unwilling to compromise/Not accountable	8
Lack of leadership/President Obama	8
Too focused on entitlements	7
Don't stand up for the common man/Misplaced priorities/Wrong ideas	5
Big government/Government too involved in things/Overreach	5
Indecisive/Can't make a decision/Don't deliver	5
Liberal views	5
Gun control policies	4
Lack of morals	4
Raise taxes	4
Too weak/Compromise too easily/Get pushed around	4
Abortion policies/Pro-choice	3
Healthcare reform	3
Gay marriage position	2
Economic policies	2
Immigration policies	2
Foreign policies/War issues	1
Other	8
Everything	2
Nothing	20
No opinion	16

Percentage total more than 100% due to multiple responses.