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## UMASS LOWELL CENTER FOR PUBLIC OPINION

### National survey: Occupy Wall Street/Tea Party/Ideology

**Oct. 28-Nov. 1, 2011 - 1,005 American adults**

**Sample design:** Probability-based online sample of adults age 18+ in all 50 states + DC from panel recruited using address-based sampling; laptops/online access provided to panelists who couldn't get online otherwise. English only.

Form A/Form B: each a random half sample.

**Survey producer:** Mike Mokrzycki for the University of Massachusetts Lowell

**Data collection/tabulation:** Knowledge Networks, sampling from national KnowledgePanel®

#### Subgroup sizes and sampling error for:

All adults (n=1,005): +/- 3.8 percentage points

All registered voters (n=776): +/- 4.3 percentage points

Half sample Form A (n=500): +/- 5.3 points

Half sample Form B (n=505): +/- 5.4 points

View Occupy Wall Street favorably (n=345): +/- 6.4 points

View Tea Party movement favorably (n=327): +/- 7.0 points

View both movements favorably (n=89): +/- 13 points

\*\*\* SMALL SUBGROUP \*\*\*

View both movements unfavorably (n=206): +/- 8.3 points

**Results are shown for all adults** unless noted otherwise.

RVs = subset of adults who are registered to vote at their current address

FAV = favorable; UNFAV = unfavorable

Percentages may not add to 100% because of rounding.

See <http://uml.edu/poll> for analysis and methodology detail

Q.1 Which comes closer to your view: **[RANDOMIZE ORDER OF ITEMS]**

	<b>ALL</b>	<b>RVs</b>
Government should do more to solve problems	51%	47%
Government is doing too many things better left to businesses and individuals	48	53
	<hr/> 100	<hr/> 100

Crosstabs among **all adults**:

		Overall impression of OCCUPY WALL ST is ...			Overall impression of TEA PARTY is ...			SMALL SUBGROUP for "both favorable"; error margin +/- 13 points	
		FAV	UNFAV	DON'T KNOW	FAV	UNFAV	DON'T KNOW	BOTH FAV	BOTH UNFAV
Unweighted N =	1005	345	441	219	327	490	188	89	206
	ALL	35%	40%	24%	29%	50%	21%	10%	22%
Which comes closer to your view:									
Government should do more to solve problems	51%	64%	37%	57%	19%	65%	62%	36%	54%
Government is doing too many things better left to businesses and individuals	48%	36%	63%	41%	81%	35%	36%	64%	46%

Q.2 Generally speaking, how much influence would you say the following have on American politics today: **[GRID; RANDOMIZE ORDER OF ITEMS]**

	<b>Too little influence</b>	<b>About the right amount</b>	<b>Too much influence</b>
<b>People who are not wealthy</b>	74%	15%	9%
<b>Labor unions</b>	22%	38%	39%
<b>Political action committees, which finance political campaigns</b>	7%	19%	74%
<b>Wall Street and large corporations</b>	4%	15%	80%

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	OCCUPY WALL ST			TEA PARTY			BOTH	
	FAV	UNFAV	DON'T KNOW	FAV	UNFAV	DON'T KNOW	FAV	UNFAV
<b>ALL</b>	<b>35%</b>	<b>40%</b>	<b>24%</b>	<b>29%</b>	<b>50%</b>	<b>21%</b>	<b>10%</b>	<b>22%</b>
<b>Generally speaking, how much influence would you say the following have on American politics today:</b>								
<b>People who are not wealthy</b>								
Too little influence <b>74%</b>	82%	68%	74%	67%	79%	73%	76%	72%
About the right amount <b>15%</b>	11%	19%	14%	19%	12%	17%	13%	16%
Too much influence <b>9%</b>	6%	12%	10%	13%	8%	8%	11%	12%
<b>Labor unions</b>								
Too little influence <b>22%</b>	29%	16%	21%	11%	26%	25%	21%	25%
About the right amount <b>38%</b>	49%	27%	40%	23%	42%	49%	2%	32%
Too much influence <b>39%</b>	22%	56%	37%	65%	31%	25%	37%	43%
<b>Political action committees, which finance political campaigns</b>								
Too little influence <b>7%</b>	6%	6%	7%	4%	7%	9%	8%	9%
About the right amount <b>19%</b>	15%	21%	24%	18%	15%	30%	18%	20%
Too much influence <b>74%</b>	78%	73%	69%	78%	77%	61%	74%	71%
<b>Wall Street and large corporations</b>								
Too little influence <b>4%</b>	4%	5%	4%	3%	5%	4%	4%	6%
About the right amount <b>15%</b>	8%	19%	19%	21%	9%	21%	17%	14%
Too much influence <b>80%</b>	87%	75%	77%	74%	85%	74%	79%	80%

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Q.3 Overall, what is your impression of: **[GRID; RANDOMIZE ORDER OF ITEMS]**

	FAVORABLE			UNFAVORABLE			Don't know
	<i>NET</i>	<i>Strongly</i>	<i>Somewhat</i>	<i>NET</i>	<i>Somewhat</i>	<i>Strongly</i>	
The Occupy Wall Street movement	35%	13%	23%	40%	20%	21%	24%
The Tea Party movement	29%	10%	19%	50%	19%	31%	21%
Wall Street and large corporations	16%	1%	15%	71%	33%	38%	12%
The government in Washington	21%	2%	19%	71%	35%	36%	8%

		OCCUPY WALL ST			TEA PARTY			BOTH	
		FAV	UNFAV	DON'T KNOW	FAV	UNFAV	DON'T KNOW	FAV	UNFAV
ALL		35%	40%	24%	29%	50%	21%	10%	22%
Overall, what is your impression of:								SMALL SUBGROUP	
The Occupy Wall Street movement									
Strongly favorable	13%	36%			8%	18%	6%	25%	
Somewhat favorable	23%	64%			26%	28%	7%	75%	
<b>FAVORABLE (NET)</b>	<b>35%</b>	<b>100%</b>			<b>34%</b>	<b>46%</b>	<b>13%</b>	<b>100%</b>	
<b>UNFAVORABLE (NET)</b>	<b>40%</b>		<b>100%</b>		<b>55%</b>	<b>44%</b>	<b>14%</b>		<b>100%</b>
Somewhat unfavorable	20%		49%		17%	27%	8%		62%
Strongly unfavorable	21%		51%		38%	17%	6%		38%
<b>DON'T KNOW</b>	<b>24%</b>			<b>100%</b>	<b>11%</b>	<b>11%</b>	<b>74%</b>		
ALL		35%	40%	24%	29%	50%	21%	10%	22%
Overall, what is your impression of:								SMALL SUBGROUP	
The Tea Party movement									
Strongly favorable	10%	7%	17%	4%	35%			24%	
Somewhat favorable	19%	21%	22%	9%	65%			76%	
<b>FAVORABLE (NET)</b>	<b>29%</b>	<b>28%</b>	<b>39%</b>	<b>13%</b>	<b>100%</b>			<b>100%</b>	
<b>UNFAVORABLE (NET)</b>	<b>50%</b>	<b>65%</b>	<b>54%</b>	<b>22%</b>		<b>100%</b>			<b>100%</b>
Somewhat unfavorable	19%	14%	31%	8%		39%			58%
Strongly unfavorable	31%	51%	23%	15%		61%			42%
<b>DON'T KNOW</b>	<b>21%</b>	<b>8%</b>	<b>7%</b>	<b>65%</b>					

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				OCCUPY WALL ST			TEA PARTY			BOTH	
				FAV	UNFAV	DON'T KNOW	FAV	UNFAV	DON'T KNOW	FAV	UNFAV
ALL				35%	40%	24%	29%	50%	21%	10%	22%
Overall, what is your impression of:										SMALL SUBGROUP	
The Tea Party movement											
Strongly favorable	10%			7%	17%	4%	35%			24%	
Somewhat favorable	19%			21%	22%	9%	65%			76%	
<b>FAVORABLE (NET)</b>	<b>29%</b>			<b>28%</b>	<b>39%</b>	<b>13%</b>	<b>100%</b>			<b>100%</b>	
<b>UNFAVORABLE (NET)</b>	<b>50%</b>			<b>65%</b>	<b>54%</b>	<b>22%</b>		<b>100%</b>			<b>100%</b>
Somewhat unfavorable	19%			14%	31%	8%		39%			58%
Strongly unfavorable	31%			51%	23%	15%		61%			42%
<b>DON'T KNOW</b>	<b>21%</b>			<b>8%</b>	<b>7%</b>	<b>65%</b>					
				OCCUPY WALL ST			TEA PARTY			BOTH	
				FAV	UNFAV	DON'T KNOW	FAV	UNFAV	DON'T KNOW	FAV	UNFAV
ALL				35%	40%	24%	29%	50%	21%	10%	22%
Overall, what is your impression of:										SMALL SUBGROUP	
Wall Street and large corporations											
Strongly favorable	1%			2%	1%		3%	1%		4%	
Somewhat favorable	15%			10%	23%	9%	28%	9%	11%	16%	11%
<b>FAVORABLE (NET)</b>	<b>16%</b>			<b>12%</b>	<b>24%</b>	<b>9%</b>	<b>31%</b>	<b>10%</b>	<b>11%</b>	<b>20%</b>	<b>11%</b>
<b>FAV (NET) MINUS UNFAV (NET)</b>	<b>-55%</b>			<b>-73%</b>	<b>-49%</b>	<b>-41%</b>	<b>-33%</b>	<b>-77%</b>	<b>-34%</b>	<b>-58%</b>	<b>-76%</b>
<b>UNFAVORABLE (NET)</b>	<b>71%</b>			<b>85%</b>	<b>73%</b>	<b>49%</b>	<b>64%</b>	<b>87%</b>	<b>45%</b>	<b>78%</b>	<b>87%</b>
Somewhat unfavorable	33%			28%	41%	27%	34%	37%	22%	29%	46%
Strongly unfavorable	<b>38%</b>			<b>56%</b>	<b>32%</b>	<b>22%</b>	<b>30%</b>	<b>49%</b>	<b>23%</b>	<b>49%</b>	<b>41%</b>
<b>DON'T KNOW</b>	<b>12%</b>			<b>3%</b>	<b>3%</b>	<b>42%</b>	<b>5%</b>	<b>3%</b>	<b>44%</b>	<b>2%</b>	<b>2%</b>
				OCCUPY WALL ST			TEA PARTY			BOTH	
				FAV	UNFAV	DON'T KNOW	FAV	UNFAV	DON'T KNOW	FAV	UNFAV
ALL				35%	40%	24%	29%	50%	21%	10%	22%
Overall, what is your impression of:										SMALL SUBGROUP	
The government in Washington											
Strongly favorable	2%			4%		2%	2%	1%	3%	6%	
Somewhat favorable	19%			23%	14%	19%	11%	22%	21%	19%	16%
<b>FAVORABLE (NET)</b>	<b>21%</b>			<b>27%</b>	<b>14%</b>	<b>21%</b>	<b>14%</b>	<b>24%</b>	<b>23%</b>	<b>25%</b>	<b>16%</b>
<b>FAV (NET) MINUS UNFAV (NET)</b>	<b>-51%</b>			<b>-44%</b>	<b>-70%</b>	<b>-28%</b>	<b>-72%</b>	<b>-51%</b>	<b>-21%</b>	<b>-48%</b>	<b>-66%</b>
<b>UNFAVORABLE (NET)</b>	<b>71%</b>			<b>72%</b>	<b>84%</b>	<b>50%</b>	<b>86%</b>	<b>75%</b>	<b>45%</b>	<b>73%</b>	<b>82%</b>
Somewhat unfavorable	35%			40%	37%	26%	29%	41%	28%	32%	42%
Strongly unfavorable	<b>36%</b>			<b>32%</b>	<b>48%</b>	<b>24%</b>	<b>56%</b>	<b>34%</b>	<b>16%</b>	<b>41%</b>	<b>40%</b>
<b>DON'T KNOW</b>	<b>8%</b>			<b>1%</b>	<b>1%</b>	<b>29%</b>	<b>1%</b>	<b>1%</b>	<b>32%</b>	<b>2%</b>	<b>1%</b>

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**ASKED OF FORM A HALF SAMPLE (n=500)**

**Q.4 [DISPLAY RESPONSE CATEGORIES IN LIST; REVERSE ORDER FOR HALF OF FORM A RESPONDENTS]**

	<b>LIBERAL</b>			<b>MODERATE</b>	<b>CONSERVATIVE</b>		
	<b>NET</b>	<b>Very</b>	<b>Somewhat</b>		<b>Somewhat</b>	<b>Very</b>	<b>NET</b>
<b>In general, would you describe your political views as:</b>	<b>22%</b>	6%	16%	<b>48%</b>	21%	8%	<b>30%</b>

**ASKED OF FORM B HALF SAMPLE (n=505)**

**Q.5 [GRID; RANDOMIZE ITEMS; REVERSE ORDER OF RESPONSE CATEGORIES FOR HALF OF FORM B RESPONDENTS]**

<b>In general, how would you describe your views on:</b>	<b>LIBERAL</b>			<b>MODERATE</b>	<b>CONSERVATIVE</b>		
	<b>NET</b>	<b>Very</b>	<b>Somewhat</b>		<b>Somewhat</b>	<b>Very</b>	<b>NET</b>
<b>Social issues such as gay marriage and abortion</b>	<b>36%</b>	20%	16%	<b>30%</b>	12%	20%	<b>33%</b>
<b>Fiscal issues such as taxes and spending</b>	<b>18%</b>	5%	13%	<b>22%</b>	22%	15%	<b>36%</b>

Q.4-5 crosstabs on next page

ASKED OF FORM A HALF SAMPLE			OCCUPY WALL ST			TEA PARTY			BOTH	
			FAV	UNFAV	DON'T KNOW	FAV	UNFAV	DON'T KNOW	FAV	UNFAV
ALL			35%	40%	24%	29%	50%	21%	10%	22%
In general, would you describe your political views as:									SMALL SUBGROUP	
	Very liberal	6%	9%	2%	7%	1%	10%	2%		3%
	Somewhat liberal	16%	25%	10%	12%	4%	25%	10%	9%	16%
	<b>LIBERAL (NET)</b>	<b>22%</b>	<b>33%</b>	<b>12%</b>	<b>20%</b>	<b>5%</b>	<b>34%</b>	<b>13%</b>	<b>9%</b>	<b>19%</b>
	<b>MODERATE</b>	<b>48%</b>	<b>52%</b>	<b>43%</b>	<b>53%</b>	<b>31%</b>	<b>50%</b>	<b>67%</b>	<b>58%</b>	<b>58%</b>
	<b>CONSERVATIVE (NET)</b>	<b>30%</b>	<b>14%</b>	<b>45%</b>	<b>26%</b>	<b>64%</b>	<b>16%</b>	<b>19%</b>	<b>32%</b>	<b>24%</b>
	Somewhat conservative	21%	8%	34%	21%	41%	14%	15%	15%	21%
	Very conservative	8%	6%	11%	5%	23%	2%	4%	17%	2%
ASKED OF FORM B HALF SAMPLE			OCCUPY WALL ST			TEA PARTY			BOTH	
			FAV	UNFAV	DON'T KNOW	FAV	UNFAV	DON'T KNOW	FAV	UNFAV
ALL			35%	40%	24%	29%	50%	21%	10%	22%
In general, how would you describe your views on:									SMALL SUBGROUP	
Social issues such as gay marriage and abortion										
	Very liberal	20%	34%	14%	14%	5%	30%	18%	11%	20%
	Somewhat liberal	16%	17%	14%	17%	6%	21%	19%	5%	21%
	<b>LIBERAL (NET)</b>	<b>36%</b>	<b>51%</b>	<b>28%</b>	<b>31%</b>	<b>11%</b>	<b>52%</b>	<b>37%</b>	<b>16%</b>	<b>41%</b>
	<b>MODERATE</b>	<b>30%</b>	<b>22%</b>	<b>34%</b>	<b>35%</b>	<b>22%</b>	<b>32%</b>	<b>37%</b>	<b>24%</b>	<b>41%</b>
	<b>CONSERVATIVE (NET)</b>	<b>33%</b>	<b>27%</b>	<b>38%</b>	<b>31%</b>	<b>67%</b>	<b>16%</b>	<b>22%</b>	<b>60%</b>	<b>18%</b>
	Somewhat conservative	12%	10%	16%	10%	20%	8%	11%	18%	11%
	Very conservative	20%	17%	23%	22%	47%	8%	12%	42%	7%
Fiscal issues such as taxes and spending										
	Very liberal	5%	9%	2%	6%	2%	6%	9%	6%	3%
	Somewhat liberal	13%	22%	9%	7%	2%	21%	9%	5%	15%
	<b>LIBERAL (NET)</b>	<b>18%</b>	<b>31%</b>	<b>11%</b>	<b>13%</b>	<b>4%</b>	<b>27%</b>	<b>18%</b>	<b>11%</b>	<b>18%</b>
	<b>MODERATE</b>	<b>44%</b>	<b>43%</b>	<b>38%</b>	<b>52%</b>	<b>23%</b>	<b>53%</b>	<b>52%</b>	<b>29%</b>	<b>53%</b>
	<b>CONSERVATIVE (NET)</b>	<b>37%</b>	<b>26%</b>	<b>51%</b>	<b>32%</b>	<b>73%</b>	<b>20%</b>	<b>26%</b>	<b>60%</b>	<b>29%</b>
	Somewhat conservative	22%	14%	29%	23%	37%	14%	19%	28%	22%
	Very conservative	15%	13%	21%	9%	36%	6%	7%	31%	7%

---END---

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