

Emerson College Polling Society

Methodology (Caller ID)

All respondents interviewed in this study were part of a fully representative sample of the United States using a probability sampling method of landlines for a total sample of N=983 people. The Margin of Error for the sample is +/- 3% with a confidence level of 95%.

The survey was administered using an Automated Telephone Interviewing (ATI) system. The ATI system allows data to be entered directly into a computerized database through the numbers on interviewee's phone, providing a highly reliable system of data collection.

A random sample of citizens from the United States was purchased from Aristotle Voter Lists, a leading supplier of voter lists to the survey research industry.

The survey was administered between November 27 and 28, 2012.

There was a response rate of 9% for this survey.

Data Analysis

The results presented in this report include univariate and bivariate analysis of the data. Frequency distributions for each item included on the questionnaire are shown in the tables. In all cases, cross-tabulation results are also shown. This type of bivariate analysis examines differences between sub-groups of the overall population.

Survey data was not weighted.

Survey Instrument

1. Have you been following the negotiations regarding the "Fiscal Cliff"?

Press 1 for Yes
Press 2 for No
Press 3 for Undecided

2. What do you think is the best way for the country to handle the deficit?

Press 1 to Raise Taxes
Press 2 to Cut Spending
Press 3 to Both Raise taxes and cut spending
Press 4 if you are Undecided

3. There has been a lot of news this week over Republicans who signed Grover Norquist's pledge not to raise taxes. What is your opinion of Grover Norquist?

Press 1 for favorable
Press 2 for unfavorable
Press 3 for no opinion
Press 4 if you have never heard of Grover Norquist

4. Are you familiar with his tax pledge?

Press 1 for Yes
Press 2 for No
Press 3 for Undecided

5. Do you think Republicans should stick to this pledge if they signed it, or should tax increases on the wealthy be on the table during negotiations to prevent the US from going off the fiscal cliff?

Press 1 to Stick to the pledge
Press 2 to Allow for tax increases on the wealthy
Press 3 if you are Not sure

6. Will your spending habits change if your taxes increase as a result of a deal?

Press 1 for Yes
Press 2 for No
Press 3 for Undecided

7. Do you pay federal income tax?

Press 1 for Yes
Press 2 for No
Press 3 for Undecided

8. What is your party affiliation

- a. Press 1 for Democrat
- b. Press 2 for Republican
- c. Press 3 for Independent/ other
- d. Press 4 for Not registered to vote

9. What is your gender
 - a. Press 1 for Female
 - b. Press 2 Male

10. What is your ethnicity
 - a. Press 1 for white/Caucasian
 - b. Press 2 for black/ African American
 - c. Press 3 for Latino/Hispanic
 - d. Press 4 for Asian
 - e. Press 5 for other

11. What is the highest level of education you have completed?
 - a. Press 1 if you Did not graduate high school/no GED
 - b. Press 2 if you have a High school diploma or GED
 - c. Press 3 if you have an Associates or Bachelors degree
 - d. Press 4 if you have Masters Degree or higher