

THE TARRANCE GROUP

MEMORANDUM

DATE: OCTOBER 22, 2012
TO: PUBLIC NOTICE
FROM: THE TARRANCE GROUP
RE: FINDINGS FROM NATIONAL SURVEY

The Tarrance Group is pleased to present this memo of key findings from a national survey of voters. The survey was conducted via telephone October 15-18, 2012 among N=1,000 registered “likely” 2012 voters nationwide. The margin of error on a sample of this type is +/- 3.1%.

KEY FINDINGS

- Voters across the country report experiencing an impact from the level of the federal debt. A majority (56%) say the level of federal debt has had a *major* impact on their family’s personal financial situation, while another 32% also say it has a minor impact. Just 9% of voters say the debt has had no impact at all on their personal financial situation.
- A majority of seniors (61%), Hispanics (53%), Independents (58%), and middle class families (58%) say the debt has a major impact on their personal finances.
- The data also show that voters are statistically split on who they trust the most to set and manage their family’s budget. Overall, 47% trust Mitt Romney the most, while 46% trust Barack Obama the most. However, the results show key voter groups prefer Mitt Romney to manage their family budget:

Which candidate for President would you trust the most to set and manage your family’s budget?			
	Mitt Romney	Barack Obama	Other/Unsure
Middle class families	54%	39%	7%
65 or over	56%	35%	8%
Independent	46%	36%	17%
Married women	52%	42%	6%
Extremely likely to vote	49%	45%	6%

- Mitt Romney’s support on this measure is also more bi-partisan than support for Barack Obama. While 28% of “soft” Democrats trust Romney the most to handle their family’s budget, only 6% of “soft” Republicans trust Obama the most.

###