

Omnibus Poll

July 10 - 11, 2013



1. Opinion on broccoli

Do you like broccoli?

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Strongly like	52%	45%	58%	45%	49%	57%	53%	54%	51%	50%	53%	45%
Somewhat like	33%	37%	28%	31%	34%	31%	36%	31%	31%	37%	33%	31%
Somewhat dislike	5%	7%	3%	9%	5%	3%	5%	5%	4%	5%	5%	3%
Strongly dislike	9%	9%	9%	11%	10%	9%	6%	9%	10%	7%	8%	15%
Not sure	2%	2%	1%	4%	2%	1%	0%	1%	3%	1%	1%	6%
Totals (Unweighted N)	100% (1,000)	100% (463)	100% (537)	100% (167)	100% (301)	100% (381)	100% (151)	100% (329)	100% (428)	100% (243)	100% (895)	100% (105)

	Race				Education					Region			
	Total	White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Strongly like	52%	49%	62%	56%	49%	53%	53%	50%	45%	59%	41%	50%	58%
Somewhat like	33%	35%	24%	27%	21%	31%	31%	39%	42%	27%	39%	33%	30%
Somewhat dislike	5%	6%	3%	3%	4%	5%	5%	4%	7%	3%	7%	4%	6%
Strongly dislike	9%	8%	7%	14%	25%	10%	8%	6%	5%	7%	12%	11%	5%
Not sure	2%	2%	3%	1%	3%	1%	2%	1%	1%	2%	1%	2%	1%
Totals (Unweighted N)	100% (1,000)	100% (812)	100% (101)	100% (87)	100% (32)	100% (358)	100% (343)	100% (181)	100% (86)	100% (164)	100% (219)	100% (341)	100% (276)

	Opinion on broccoli					
	Total	Strongly like	Somewhat like	Somewhat dislike	Strongly dislike	Not sure
Strongly like	52%	100%	—	—	—	—
Somewhat like	33%	—	100%	—	—	—
Somewhat dislike	5%	—	—	100%	—	—
Strongly dislike	9%	—	—	—	100%	—
Not sure	2%	—	—	—	—	100%
Totals (Unweighted N)	100% (1,000)	100% (519)	100% (331)	100% (51)	100% (83)	100% (16)

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2. Opinion on presidents and broccoli – Barack Obama

Do you think the following presidents like or dislike broccoli?

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Likes	39%	41%	37%	34%	45%	39%	34%	54%	34%	27%	39%	39%
Dislikes	11%	13%	10%	5%	11%	12%	16%	6%	8%	23%	12%	8%
Not sure	50%	47%	53%	61%	43%	49%	50%	39%	58%	50%	50%	53%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(463)	(537)	(167)	(301)	(381)	(151)	(329)	(428)	(243)	(895)	(105)

	Race				Education					Region			
	Total	White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Likes	39%	34%	63%	45%	24%	38%	43%	40%	33%	43%	34%	40%	38%
Dislikes	11%	12%	5%	11%	5%	12%	12%	10%	9%	8%	11%	13%	11%
Not sure	50%	54%	31%	44%	71%	50%	45%	51%	57%	49%	55%	47%	51%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(812)	(101)	(87)	(32)	(358)	(343)	(181)	(86)	(164)	(219)	(341)	(276)

	Opinion on broccoli					
	Total	Strongly like	Somewhat like	Somewhat dislike	Strongly dislike	Not sure
Likes	39%	38%	40%	41%	42%	7%
Dislikes	11%	13%	11%	5%	8%	13%
Not sure	50%	49%	50%	54%	50%	80%
Totals	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(519)	(331)	(51)	(83)	(16)

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3. Opinion on presidents and broccoli – George W. Bush

Do you think the following presidents like or dislike broccoli?

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Likes	21%	23%	20%	19%	29%	19%	17%	22%	17%	30%	22%	20%
Dislikes	26%	25%	26%	18%	22%	30%	32%	31%	23%	24%	26%	22%
Not sure	53%	52%	54%	63%	49%	51%	51%	47%	61%	46%	52%	58%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(463)	(537)	(167)	(301)	(381)	(151)	(329)	(428)	(243)	(895)	(105)

	Race				Education					Region			
	Total	White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Likes	21%	19%	33%	27%	15%	23%	22%	21%	15%	25%	23%	24%	13%
Dislikes	26%	26%	27%	22%	8%	24%	29%	29%	26%	26%	20%	23%	36%
Not sure	53%	55%	41%	51%	78%	53%	48%	51%	59%	50%	57%	53%	50%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(812)	(101)	(87)	(32)	(358)	(343)	(181)	(86)	(164)	(219)	(341)	(276)

	Opinion on broccoli					
	Total	Strongly like	Somewhat like	Somewhat dislike	Strongly dislike	Not sure
Likes	21%	22%	21%	12%	28%	13%
Dislikes	26%	25%	28%	34%	20%	17%
Not sure	53%	53%	51%	54%	52%	71%
Totals	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(519)	(331)	(51)	(83)	(16)

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4. Opinion on presidents and broccoli – Bill Clinton

Do you think the following presidents like or dislike broccoli?

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Likes	31%	31%	31%	26%	40%	29%	28%	45%	25%	23%	30%	36%
Dislikes	12%	13%	11%	11%	12%	11%	17%	8%	10%	21%	13%	8%
Not sure	57%	56%	58%	63%	48%	61%	55%	47%	65%	56%	57%	56%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(463)	(537)	(167)	(301)	(381)	(151)	(329)	(428)	(243)	(895)	(105)

	Race				Education					Region			
	Total	White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Likes	31%	26%	49%	43%	13%	32%	36%	30%	20%	36%	29%	31%	29%
Dislikes	12%	13%	12%	8%	6%	11%	14%	13%	14%	9%	12%	14%	12%
Not sure	57%	61%	39%	49%	81%	57%	51%	57%	66%	55%	60%	55%	59%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(812)	(101)	(87)	(32)	(358)	(343)	(181)	(86)	(164)	(219)	(341)	(276)

	Opinion on broccoli					
	Total	Strongly like	Somewhat like	Somewhat dislike	Strongly dislike	Not sure
Likes	31%	34%	28%	29%	32%	16%
Dislikes	12%	11%	15%	9%	11%	8%
Not sure	57%	56%	57%	62%	57%	76%
Totals	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(519)	(331)	(51)	(83)	(16)

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5. Opinion on presidents and broccoli – George H.W. Bush

Do you think the following presidents like or dislike broccoli?

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Likes	21%	23%	20%	24%	31%	16%	16%	25%	18%	23%	21%	22%
Dislikes	33%	35%	30%	18%	29%	41%	38%	33%	31%	36%	34%	22%
Not sure	46%	42%	50%	58%	41%	43%	46%	42%	52%	41%	45%	56%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(463)	(537)	(167)	(301)	(381)	(151)	(329)	(428)	(243)	(895)	(105)

	Race				Education					Region			
	Total	White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Likes	21%	17%	26%	38%	11%	22%	26%	20%	6%	21%	22%	22%	19%
Dislikes	33%	37%	31%	14%	8%	28%	34%	43%	48%	34%	29%	33%	33%
Not sure	46%	46%	43%	48%	81%	50%	41%	37%	46%	44%	49%	45%	47%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(812)	(101)	(87)	(32)	(358)	(343)	(181)	(86)	(164)	(219)	(341)	(276)

	Opinion on broccoli					
	Total	Strongly like	Somewhat like	Somewhat dislike	Strongly dislike	Not sure
Likes	21%	20%	23%	19%	26%	13%
Dislikes	33%	34%	33%	33%	26%	17%
Not sure	46%	46%	44%	48%	48%	71%
Totals	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(519)	(331)	(51)	(83)	(16)