



FOR IMMEDIATE RELEASE

March 2, 2015

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## **Walker Education Background Could Prove Issue**

**Raleigh, N.C.** – In what could be an early warning sign for newly anointed Republican frontrunner Scott Walker, PPP's latest national poll finds that a college degree is viewed as a fundamental part of a presidential candidate's resume by a majority of Americans.

Walker, who left Marquette University one semester shy of graduating, is lacking what 62% of voters consider a necessary qualification for President. More than one-third of Americans would be less likely to vote for a candidate without a degree, including 30% of Republicans.

The silver lining for Walker is that a candidate's higher education is not an important consideration among his base of conservatives. A sizeable majority of very conservative voters (60/30) does not believe a college degree is necessary to serve in the White House.

"A strong majority of Americans say they want their President to have a college degree," said Dean Debnam, President of Public Policy Polling. "But whether they actually care enough about it to be a deal breaker for someone like Scott Walker remains to be seen."

Three weeks after President Obama released his budget for 2016, 65% of voters say they favor raising taxes on the rich over raising them on the poor. Even a strong plurality of Republicans prefers taxing the rich, 47/10.

Americans approve of the Democratic National Committee's decision to hold the 2016 Democratic National Convention in Philadelphia. A plurality (40%) says they would rather visit the City of Brotherly Love over other options Brooklyn and Columbus.

To Kill a Mockingbird, whose sequel is set to be released this summer, is very popular with American voters, of whom 65% claim to have read the classic. Fifty Shades of Grey is not quite as ubiquitous, with 17% saying they have read the book. For what it's worth, Americans think To Kill a Mockingbird is a better book than Fifty Shades of Grey, 63/8.

PPP surveyed 691 registered voters from February 20<sup>th</sup> to 22<sup>nd</sup>. The margin of error for the survey is +/- 3.7%. 80% of interviews for the poll were conducted over the phone with 20% interviewed over the internet to reach respondents who don't have landline telephones.





## National Survey Results

**Q1** Do you approve or disapprove of President Barack Obama's job performance?

*Approve* ..... 44%  
*Disapprove*..... 50%  
*Not sure* ..... 6%

**Q2** In general do you think it's better to raise taxes on the rich or raise taxes on the poor?

*Raise taxes on the rich* ..... 65%  
*Raise taxes on the poor* ..... 8%  
*Not sure* ..... 27%

**Q3** Which of the following three places would you most like to go: Brooklyn, Columbus, or Philadelphia?

*Brooklyn*..... 22%  
*Columbus*..... 16%  
*Philadelphia* ..... 40%  
*Not sure* ..... 22%

**Q4** Have you ever read *To Kill a Mockingbird*?

*Yes*..... 65%  
*No* ..... 29%  
*Not sure* ..... 6%

**Q5** Have you ever read *Fifty Shades of Grey*?

*Yes*..... 17%  
*No* ..... 79%  
*Not sure* ..... 4%

**Q6** What do you think is a better book: *To Kill a Mockingbird* or *Fifty Shades of Grey*?

*To Kill a Mockingbird*..... 63%  
*Fifty Shades of Grey* ..... 8%  
*Not sure* ..... 29%

**Q7** Do you have a favorable or unfavorable opinion of summer?

*Favorable*..... 82%  
*Unfavorable* ..... 12%  
*Not sure* ..... 7%

**Q8** Do you have a favorable or unfavorable opinion of spring?

*Favorable*..... 91%  
*Unfavorable* ..... 4%  
*Not sure* ..... 4%

**Q9** Do you have a favorable or unfavorable opinion of fall?

*Favorable*..... 91%  
*Unfavorable* ..... 5%  
*Not sure* ..... 4%

**Q10** Do you have a favorable or unfavorable opinion of winter?

*Favorable*..... 52%  
*Unfavorable* ..... 41%  
*Not sure* ..... 7%

**Q11** Given the choices of summer, spring, fall, and winter, which is your favorite season?

*Summer* ..... 27%  
*Spring* ..... 35%  
*Fall*..... 30%  
*Winter* ..... 5%  
*Not sure* ..... 3%





**Q12** Given the choices of summer, spring, fall, and winter, which is your least favorite season?

<i>Summer</i> .....	17%
<i>Spring</i> .....	6%
<i>Fall</i> .....	10%
<i>Winter</i> .....	58%
<i>Not sure</i> .....	10%

**Q13** Do you think it is important for the President to have a college degree or not?

<i>Important for the President to have a college degree</i> .....	62%
<i>Not important for the President to have a college degree</i> .....	31%
<i>Not sure</i> .....	7%

**Q14** If a candidate for President didn't have a college degree would that make you more or less likely to vote for them, or would it not make a difference?

<i>More likely to vote for a candidate for President who didn't have a college degree</i> ....	12%
<i>Less likely to vote for a candidate for President who didn't have a college degree</i> ....	38%
<i>Wouldn't make a difference</i> .....	45%
<i>Not sure</i> .....	5%

**Q15** In the last presidential election, did you vote for Barack Obama or Mitt Romney?

<i>Barack Obama</i> .....	49%
<i>Mitt Romney</i> .....	43%
<i>Someone else / Don't remember</i> .....	8%

**Q16** Would you describe yourself as very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

<i>Very liberal</i> .....	14%
<i>Somewhat liberal</i> .....	14%
<i>Moderate</i> .....	26%
<i>Somewhat conservative</i> .....	25%
<i>Very conservative</i> .....	20%

**Q17** If you are a woman, press 1. If a man, press 2.

<i>Woman</i> .....	53%
<i>Man</i> .....	47%

**Q18** If you are a Democrat, press 1. If a Republican, press 2. If you are an independent or identify with another party, press 3.

<i>Democrat</i> .....	40%
<i>Republican</i> .....	34%
<i>Independent / Other</i> .....	26%

**Q19** If you are Hispanic, press 1. If white, press 2. If African American, press 3. If other, press 4.

<i>Hispanic</i> .....	10%
<i>White</i> .....	73%
<i>African American</i> .....	12%
<i>Other</i> .....	5%

**Q20** If you are 18 to 29 years old, press 1. If 30 to 45, press 2. If 46 to 65, press 3. If you are older than 65, press 4.

<i>18 to 29</i> .....	14%
<i>30 to 45</i> .....	23%
<i>46 to 65</i> .....	41%
<i>Older than 65</i> .....	22%

**Q21** Mode

<i>Phone</i> .....	80%
<i>Internet</i> .....	20%





	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
<b>Obama Approval</b>				
Approve	44%	84%	4%	17%
Disapprove	50%	7%	94%	73%
Not sure	6%	8%	2%	10%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
<b>Raise Taxes Rich or Poor</b>				
Raise taxes on the rich	65%	91%	35%	65%
Raise taxes on the poor	8%	1%	16%	6%
Not sure	27%	7%	49%	29%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
<b>Rather Visit: Brooklyn, Columbus, Philadelphia</b>				
Brooklyn	22%	31%	14%	17%
Columbus	16%	13%	20%	11%
Philadelphia	40%	43%	39%	25%
Not sure	22%	13%	27%	47%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
<b>Read To Kill a Mockingbird Yes/No</b>				
Yes	65%	72%	58%	63%
No	29%	22%	38%	24%
Not sure	6%	6%	4%	13%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
<b>Read Fifty Shades Yes/No</b>				
Yes	17%	23%	9%	17%
No	79%	72%	88%	79%
Not sure	4%	5%	3%	4%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
<b>Better Book: Mockingbird or Fifty Shades</b>				
To Kill a Mockingbird	63%	65%	65%	47%
Fifty Shades of Grey	8%	12%	4%	6%
Not sure	29%	24%	32%	47%





	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
<b>Summer Favorability</b>				
Favorable	82%	79%	87%	70%
Unfavorable	12%	13%	9%	13%
Not sure	7%	8%	4%	17%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
<b>Spring Favorability</b>				
Favorable	91%	89%	96%	82%
Unfavorable	4%	6%	3%	4%
Not sure	4%	5%	2%	13%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
<b>Fall Favorability</b>				
Favorable	91%	92%	93%	71%
Unfavorable	5%	4%	5%	12%
Not sure	4%	5%	1%	17%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
<b>Winter Favorability</b>				
Favorable	52%	51%	52%	59%
Unfavorable	41%	41%	43%	23%
Not sure	7%	8%	4%	18%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
<b>Favorite Season</b>				
Summer	27%	31%	25%	21%
Spring	35%	34%	35%	40%
Fall	30%	28%	34%	23%
Winter	5%	5%	4%	9%
Not sure	3%	3%	3%	8%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
<b>Least Favorite Season</b>				
Summer	17%	18%	15%	21%
Spring	6%	5%	7%	4%
Fall	10%	11%	7%	13%
Winter	58%	55%	64%	45%
Not sure	10%	11%	6%	18%





	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
<b>College Degree for President Yes/No</b>				
<b>Important for the President to have a college degree</b>	62%	83%	39%	49%
<b>Not important for the President to have a college degree</b>	31%	11%	52%	45%
<b>Not sure</b>	7%	6%	9%	6%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
<b>College Degree More/Less Likely</b>				
<b>More likely to vote for a candidate for President who didn't have a college degree</b>	12%	15%	10%	7%
<b>Less likely to vote for a candidate for President who didn't have a college degree</b>	38%	47%	26%	41%
<b>Wouldn't make a difference</b>	45%	33%	59%	46%
<b>Not sure</b>	5%	6%	5%	6%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Obama Approval</b>						
<b>Approve</b>	44%	89%	76%	59%	20%	3%
<b>Disapprove</b>	50%	6%	18%	31%	75%	95%
<b>Not sure</b>	6%	5%	6%	10%	5%	2%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Raise Taxes Rich or Poor</b>						
<b>Raise taxes on the rich</b>	65%	96%	85%	77%	51%	32%
<b>Raise taxes on the poor</b>	8%	2%	9%	5%	9%	14%
<b>Not sure</b>	27%	2%	6%	19%	39%	55%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Rather Visit: Brooklyn, Columbus, Philadelphia</b>						
<b>Brooklyn</b>	22%	48%	29%	19%	16%	13%
<b>Columbus</b>	16%	7%	12%	16%	18%	22%
<b>Philadelphia</b>	40%	36%	46%	46%	40%	29%
<b>Not sure</b>	22%	9%	13%	20%	26%	35%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Read To Kill a Mockingbird Yes/No</b>						
<b>Yes</b>	65%	77%	71%	70%	57%	57%
<b>No</b>	29%	19%	25%	24%	35%	38%
<b>Not sure</b>	6%	4%	4%	6%	8%	5%





	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Read Fifty Shades Yes/No</b>						
Yes	17%	25%	26%	20%	9%	10%
No	79%	71%	68%	77%	86%	88%
Not sure	4%	5%	6%	4%	5%	1%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Better Book: Mockingbird or Fifty Shades</b>						
To Kill a Mockingbird	63%	74%	63%	62%	61%	61%
Fifty Shades of Grey	8%	14%	17%	9%	3%	3%
Not sure	29%	12%	21%	30%	36%	37%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Summer Favorability</b>						
Favorable	82%	82%	79%	78%	84%	84%
Unfavorable	12%	15%	13%	13%	7%	12%
Not sure	7%	3%	8%	9%	9%	4%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Spring Favorability</b>						
Favorable	91%	94%	92%	85%	94%	94%
Unfavorable	4%	5%	5%	9%	2%	0%
Not sure	4%	1%	3%	6%	4%	5%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Fall Favorability</b>						
Favorable	91%	95%	83%	88%	93%	93%
Unfavorable	5%	3%	11%	6%	3%	2%
Not sure	4%	1%	6%	5%	4%	5%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Winter Favorability</b>						
Favorable	52%	58%	49%	53%	52%	50%
Unfavorable	41%	40%	40%	40%	41%	42%
Not sure	7%	3%	11%	8%	7%	7%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Favorite Season</b>						
Summer	27%	37%	32%	27%	18%	29%
Spring	35%	32%	31%	40%	34%	33%
Fall	30%	25%	30%	26%	37%	30%
Winter	5%	6%	5%	4%	5%	5%
Not sure	3%	-	2%	3%	6%	3%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Least Favorite Season</b>						
Summer	17%	21%	22%	16%	12%	18%
Spring	6%	4%	4%	8%	6%	5%
Fall	10%	12%	12%	8%	12%	6%
Winter	58%	55%	52%	58%	59%	63%
Not sure	10%	8%	10%	10%	11%	7%





	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>College Degree for President Yes/No</b>						
<b>Important for the President to have a college degree</b>	62%	75%	83%	73%	55%	30%
<b>Not important for the President to have a college degree</b>	31%	21%	13%	19%	37%	60%
<b>Not sure</b>	7%	4%	3%	8%	8%	10%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>College Degree More/Less Likely</b>						
<b>More likely to vote for a candidate for President who didn't have a college degree</b>	12%	15%	11%	16%	9%	10%
<b>Less likely to vote for a candidate for President who didn't have a college degree</b>	38%	45%	61%	39%	34%	18%
<b>Wouldn't make a difference</b>	45%	36%	25%	38%	51%	67%
<b>Not sure</b>	5%	3%	3%	7%	6%	5%

	Base	Gender	
		Woman	Man
<b>Obama Approval</b>			
<b>Approve</b>	44%	47%	42%
<b>Disapprove</b>	50%	47%	53%
<b>Not sure</b>	6%	7%	5%

	Base	Gender	
		Woman	Man
<b>Raise Taxes Rich or Poor</b>			
<b>Raise taxes on the rich</b>	65%	71%	58%
<b>Raise taxes on the poor</b>	8%	6%	10%
<b>Not sure</b>	27%	23%	32%

	Base	Gender	
		Woman	Man
<b>Rather Visit: Brooklyn, Columbus, Philadelphia</b>			
<b>Brooklyn</b>	22%	22%	23%
<b>Columbus</b>	16%	13%	19%
<b>Philadelphia</b>	40%	42%	37%
<b>Not sure</b>	22%	23%	21%

	Base	Gender	
		Woman	Man
<b>Read To Kill a Mockingbird Yes/No</b>			
<b>Yes</b>	65%	70%	59%
<b>No</b>	29%	23%	36%
<b>Not sure</b>	6%	6%	5%







	Base	Gender	
		Woman	Man
<b>Read Fifty Shades Yes/No</b>			
Yes	17%	17%	16%
No	79%	79%	80%
Not sure	4%	4%	4%

	Base	Gender	
		Woman	Man
<b>Better Book: Mockingbird or Fifty Shades</b>			
To Kill a Mockingbird	63%	71%	55%
Fifty Shades of Grey	8%	5%	11%
Not sure	29%	24%	34%

	Base	Gender	
		Woman	Man
<b>Summer Favorability</b>			
Favorable	82%	79%	84%
Unfavorable	12%	14%	9%
Not sure	7%	7%	7%

	Base	Gender	
		Woman	Man
<b>Spring Favorability</b>			
Favorable	91%	91%	92%
Unfavorable	4%	6%	3%
Not sure	4%	4%	5%

	Base	Gender	
		Woman	Man
<b>Fall Favorability</b>			
Favorable	91%	92%	89%
Unfavorable	5%	4%	6%
Not sure	4%	4%	5%

	Base	Gender	
		Woman	Man
<b>Winter Favorability</b>			
Favorable	52%	47%	58%
Unfavorable	41%	45%	36%
Not sure	7%	8%	7%





	Base	Gender	
		Woman	Man
<b>Favorite Season</b>			
<b>Summer</b>	27%	24%	31%
<b>Spring</b>	35%	37%	31%
<b>Fall</b>	30%	31%	29%
<b>Winter</b>	5%	4%	6%
<b>Not sure</b>	3%	4%	3%

	Base	Gender	
		Woman	Man
<b>Least Favorite Season</b>			
<b>Summer</b>	17%	15%	19%
<b>Spring</b>	6%	5%	7%
<b>Fall</b>	10%	10%	9%
<b>Winter</b>	58%	58%	58%
<b>Not sure</b>	10%	12%	7%

	Base	Gender	
		Woman	Man
<b>College Degree for President Yes/No</b>			
<b>Important for the President to have a college degree</b>	62%	69%	53%
<b>Not important for the President to have a college degree</b>	31%	23%	41%
<b>Not sure</b>	7%	8%	6%

	Base	Gender	
		Woman	Man
<b>College Degree More/Less Likely</b>			
<b>More likely to vote for a candidate for President who didn't have a college degree</b>	12%	9%	15%
<b>Less likely to vote for a candidate for President who didn't have a college degree</b>	38%	40%	35%
<b>Wouldn't make a difference</b>	45%	45%	45%
<b>Not sure</b>	5%	6%	4%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Obama Approval</b>				
<b>Approve</b>	44%	81%	13%	29%
<b>Disapprove</b>	50%	13%	83%	64%
<b>Not sure</b>	6%	7%	4%	7%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Raise Taxes Rich or Poor</b>				
<b>Raise taxes on the rich</b>	65%	91%	47%	49%
<b>Raise taxes on the poor</b>	8%	4%	10%	11%
<b>Not sure</b>	27%	5%	43%	40%





	Base	Party		
		Democrat	Republican	Independent / Other
<b>Rather Visit: Brooklyn, Columbus, Philadelphia</b>				
<b>Brooklyn</b>	22%	34%	14%	17%
<b>Columbus</b>	16%	13%	20%	16%
<b>Philadelphia</b>	40%	41%	39%	39%
<b>Not sure</b>	22%	13%	28%	28%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Read To Kill a Mockingbird Yes/No</b>				
<b>Yes</b>	65%	69%	59%	67%
<b>No</b>	29%	25%	34%	29%
<b>Not sure</b>	6%	6%	7%	4%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Read Fifty Shades Yes/No</b>				
<b>Yes</b>	17%	25%	12%	11%
<b>No</b>	79%	69%	86%	87%
<b>Not sure</b>	4%	7%	2%	3%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Better Book: Mockingbird or Fifty Shades</b>				
<b>To Kill a Mockingbird</b>	63%	67%	65%	55%
<b>Fifty Shades of Grey</b>	8%	13%	6%	3%
<b>Not sure</b>	29%	20%	29%	42%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Summer Favorability</b>				
<b>Favorable</b>	82%	78%	87%	80%
<b>Unfavorable</b>	12%	13%	9%	12%
<b>Not sure</b>	7%	8%	4%	9%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Spring Favorability</b>				
<b>Favorable</b>	91%	90%	92%	92%
<b>Unfavorable</b>	4%	5%	5%	2%
<b>Not sure</b>	4%	4%	3%	6%





	Base	Party		
		Democrat	Republican	Independent / Other
<b>Fall Favorability</b>				
Favorable	91%	90%	91%	91%
Unfavorable	5%	4%	7%	5%
Not sure	4%	6%	3%	4%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Winter Favorability</b>				
Favorable	52%	53%	47%	57%
Unfavorable	41%	39%	47%	35%
Not sure	7%	8%	6%	8%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Favorite Season</b>				
Summer	27%	34%	27%	19%
Spring	35%	34%	36%	33%
Fall	30%	23%	30%	40%
Winter	5%	5%	4%	5%
Not sure	3%	3%	2%	4%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Least Favorite Season</b>				
Summer	17%	18%	12%	21%
Spring	6%	4%	10%	4%
Fall	10%	13%	11%	3%
Winter	58%	55%	61%	59%
Not sure	10%	11%	6%	12%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>College Degree for President Yes/No</b>				
Important for the President to have a college degree	62%	81%	45%	53%
Not important for the President to have a college degree	31%	14%	45%	40%
Not sure	7%	5%	10%	7%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>College Degree More/Less Likely</b>				
More likely to vote for a candidate for President who didn't have a college degree	12%	15%	13%	7%
Less likely to vote for a candidate for President who didn't have a college degree	38%	45%	30%	37%
Wouldn't make a difference	45%	35%	54%	49%
Not sure	5%	6%	3%	8%





	Base	Race			
		Hispanic	White	African American	Other
<b>Obama Approval</b>					
<b>Approve</b>	44%	47%	37%	84%	52%
<b>Disapprove</b>	50%	33%	59%	13%	40%
<b>Not sure</b>	6%	20%	4%	3%	8%

	Base	Race			
		Hispanic	White	African American	Other
<b>Raise Taxes Rich or Poor</b>					
<b>Raise taxes on the rich</b>	65%	78%	58%	95%	66%
<b>Raise taxes on the poor</b>	8%	9%	9%	1%	10%
<b>Not sure</b>	27%	13%	33%	4%	25%

	Base	Race			
		Hispanic	White	African American	Other
<b>Rather Visit: Brooklyn, Columbus, Philadelphia</b>					
<b>Brooklyn</b>	22%	34%	16%	58%	4%
<b>Columbus</b>	16%	11%	18%	8%	17%
<b>Philadelphia</b>	40%	40%	42%	25%	48%
<b>Not sure</b>	22%	15%	24%	9%	31%

	Base	Race			
		Hispanic	White	African American	Other
<b>Read To Kill a Mockingbird Yes/No</b>					
<b>Yes</b>	65%	71%	63%	79%	48%
<b>No</b>	29%	26%	31%	13%	43%
<b>Not sure</b>	6%	3%	6%	7%	9%

	Base	Race			
		Hispanic	White	African American	Other
<b>Read Fifty Shades Yes/No</b>					
<b>Yes</b>	17%	30%	15%	22%	9%
<b>No</b>	79%	68%	82%	71%	82%
<b>Not sure</b>	4%	2%	4%	7%	9%

	Base	Race			
		Hispanic	White	African American	Other
<b>Better Book: Mockingbird or Fifty Shades</b>					
<b>To Kill a Mockingbird</b>	63%	61%	63%	65%	72%
<b>Fifty Shades of Grey</b>	8%	21%	4%	20%	2%
<b>Not sure</b>	29%	18%	33%	15%	26%





	Base	Race			
		Hispanic	White	African American	Other
<b>Summer Favorability</b>					
Favorable	82%	72%	84%	73%	84%
Unfavorable	12%	17%	11%	17%	1%
Not sure	7%	11%	5%	10%	15%

	Base	Race			
		Hispanic	White	African American	Other
<b>Spring Favorability</b>					
Favorable	91%	86%	92%	92%	91%
Unfavorable	4%	9%	5%	-	1%
Not sure	4%	5%	3%	8%	8%

	Base	Race			
		Hispanic	White	African American	Other
<b>Fall Favorability</b>					
Favorable	91%	82%	92%	90%	89%
Unfavorable	5%	13%	5%	1%	2%
Not sure	4%	5%	3%	9%	9%

	Base	Race			
		Hispanic	White	African American	Other
<b>Winter Favorability</b>					
Favorable	52%	54%	52%	49%	64%
Unfavorable	41%	37%	42%	40%	29%
Not sure	7%	9%	7%	10%	7%

	Base	Race			
		Hispanic	White	African American	Other
<b>Favorite Season</b>					
Summer	27%	30%	28%	26%	12%
Spring	35%	36%	34%	35%	41%
Fall	30%	20%	31%	31%	36%
Winter	5%	14%	4%	1%	2%
Not sure	3%	0%	3%	7%	9%

	Base	Race			
		Hispanic	White	African American	Other
<b>Least Favorite Season</b>					
Summer	17%	24%	17%	14%	3%
Spring	6%	13%	6%	1%	2%
Fall	10%	9%	8%	25%	3%
Winter	58%	46%	61%	43%	74%
Not sure	10%	8%	8%	16%	18%





	Base	Race			
		Hispanic	White	African American	Other
<b>College Degree for President Yes/No</b>					
<b>Important for the President to have a college degree</b>	62%	77%	55%	86%	62%
<b>Not important for the President to have a college degree</b>	31%	14%	37%	12%	33%
<b>Not sure</b>	7%	9%	8%	1%	5%

	Base	Race			
		Hispanic	White	African American	Other
<b>College Degree More/Less Likely</b>					
<b>More likely to vote for a candidate for President who didn't have a college degree</b>	12%	14%	11%	14%	21%
<b>Less likely to vote for a candidate for President who didn't have a college degree</b>	38%	47%	35%	47%	32%
<b>Wouldn't make a difference</b>	45%	29%	49%	35%	40%
<b>Not sure</b>	5%	9%	5%	5%	7%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Obama Approval</b>					
<b>Approve</b>	44%	65%	39%	44%	39%
<b>Disapprove</b>	50%	27%	56%	51%	55%
<b>Not sure</b>	6%	8%	5%	5%	6%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Raise Taxes Rich or Poor</b>					
<b>Raise taxes on the rich</b>	65%	73%	65%	63%	65%
<b>Raise taxes on the poor</b>	8%	8%	7%	10%	4%
<b>Not sure</b>	27%	19%	28%	27%	31%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Rather Visit: Brooklyn, Columbus, Philadelphia</b>					
<b>Brooklyn</b>	22%	34%	34%	16%	15%
<b>Columbus</b>	16%	14%	11%	17%	20%
<b>Philadelphia</b>	40%	48%	37%	40%	37%
<b>Not sure</b>	22%	5%	18%	27%	28%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Read To Kill a Mockingbird Yes/No</b>					
<b>Yes</b>	65%	69%	74%	64%	55%
<b>No</b>	29%	30%	22%	30%	34%
<b>Not sure</b>	6%	1%	4%	6%	11%





	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Read Fifty Shades Yes/No</b>					
<b>Yes</b>	17%	35%	25%	9%	10%
<b>No</b>	79%	60%	74%	88%	81%
<b>Not sure</b>	4%	4%	2%	3%	9%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Better Book: Mockingbird or Fifty Shades</b>					
<b>To Kill a Mockingbird</b>	63%	53%	58%	70%	63%
<b>Fifty Shades of Grey</b>	8%	24%	13%	2%	3%
<b>Not sure</b>	29%	23%	29%	28%	34%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Summer Favorability</b>					
<b>Favorable</b>	82%	81%	71%	85%	86%
<b>Unfavorable</b>	12%	14%	24%	6%	6%
<b>Not sure</b>	7%	5%	5%	9%	7%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Spring Favorability</b>					
<b>Favorable</b>	91%	87%	86%	94%	94%
<b>Unfavorable</b>	4%	11%	9%	1%	2%
<b>Not sure</b>	4%	2%	4%	5%	4%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Fall Favorability</b>					
<b>Favorable</b>	91%	83%	89%	92%	94%
<b>Unfavorable</b>	5%	14%	7%	3%	2%
<b>Not sure</b>	4%	3%	4%	6%	4%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Winter Favorability</b>					
<b>Favorable</b>	52%	66%	48%	53%	46%
<b>Unfavorable</b>	41%	25%	46%	40%	45%
<b>Not sure</b>	7%	8%	6%	7%	10%







	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Favorite Season</b>					
<b>Summer</b>	27%	34%	25%	27%	26%
<b>Spring</b>	35%	35%	28%	34%	42%
<b>Fall</b>	30%	17%	41%	30%	26%
<b>Winter</b>	5%	15%	5%	3%	2%
<b>Not sure</b>	3%	-	2%	5%	4%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Least Favorite Season</b>					
<b>Summer</b>	17%	18%	34%	12%	8%
<b>Spring</b>	6%	12%	5%	4%	6%
<b>Fall</b>	10%	20%	12%	7%	6%
<b>Winter</b>	58%	46%	47%	63%	68%
<b>Not sure</b>	10%	4%	2%	14%	12%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>College Degree for President Yes/No</b>					
<b>Important for the President to have a college degree</b>	62%	81%	60%	61%	53%
<b>Not important for the President to have a college degree</b>	31%	16%	34%	31%	40%
<b>Not sure</b>	7%	3%	7%	9%	7%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>College Degree More/Less Likely</b>					
<b>More likely to vote for a candidate for President who didn't have a college degree</b>	12%	26%	16%	6%	11%
<b>Less likely to vote for a candidate for President who didn't have a college degree</b>	38%	42%	35%	39%	35%
<b>Wouldn't make a difference</b>	45%	27%	41%	50%	50%
<b>Not sure</b>	5%	5%	8%	4%	5%

	Base	Mode	
		Phone	Internet
<b>Obama Approval</b>			
<b>Approve</b>	44%	42%	54%
<b>Disapprove</b>	50%	54%	34%
<b>Not sure</b>	6%	4%	12%

	Base	Mode	
		Phone	Internet
<b>Raise Taxes Rich or Poor</b>			
<b>Raise taxes on the rich</b>	65%	62%	77%
<b>Raise taxes on the poor</b>	8%	8%	7%
<b>Not sure</b>	27%	30%	16%





	Base	Mode	
		Phone	Internet
<b>Rather Visit: Brooklyn, Columbus, Philadelphia</b>			
<b>Brooklyn</b>	22%	17%	43%
<b>Columbus</b>	16%	17%	9%
<b>Philadelphia</b>	40%	40%	38%
<b>Not sure</b>	22%	25%	10%

	Base	Mode	
		Phone	Internet
<b>Read To Kill a Mockingbird Yes/No</b>			
<b>Yes</b>	65%	62%	76%
<b>No</b>	29%	31%	21%
<b>Not sure</b>	6%	6%	3%

	Base	Mode	
		Phone	Internet
<b>Read Fifty Shades Yes/No</b>			
<b>Yes</b>	17%	9%	45%
<b>No</b>	79%	87%	49%
<b>Not sure</b>	4%	4%	5%

	Base	Mode	
		Phone	Internet
<b>Better Book: Mockingbird or Fifty Shades</b>			
<b>To Kill a Mockingbird</b>	63%	65%	55%
<b>Fifty Shades of Grey</b>	8%	2%	30%
<b>Not sure</b>	29%	33%	15%

	Base	Mode	
		Phone	Internet
<b>Summer Favorability</b>			
<b>Favorable</b>	82%	85%	67%
<b>Unfavorable</b>	12%	8%	25%
<b>Not sure</b>	7%	7%	8%

	Base	Mode	
		Phone	Internet
<b>Spring Favorability</b>			
<b>Favorable</b>	91%	93%	85%
<b>Unfavorable</b>	4%	3%	11%
<b>Not sure</b>	4%	4%	4%





	Base	Mode	
		Phone	Internet
<b>Fall Favorability</b>			
<b>Favorable</b>	91%	93%	82%
<b>Unfavorable</b>	5%	3%	13%
<b>Not sure</b>	4%	4%	4%

	Base	Mode	
		Phone	Internet
<b>Winter Favorability</b>			
<b>Favorable</b>	52%	53%	50%
<b>Unfavorable</b>	41%	40%	41%
<b>Not sure</b>	7%	7%	10%

	Base	Mode	
		Phone	Internet
<b>Favorite Season</b>			
<b>Summer</b>	27%	27%	30%
<b>Spring</b>	35%	37%	26%
<b>Fall</b>	30%	31%	28%
<b>Winter</b>	5%	2%	14%
<b>Not sure</b>	3%	3%	2%

	Base	Mode	
		Phone	Internet
<b>Least Favorite Season</b>			
<b>Summer</b>	17%	14%	29%
<b>Spring</b>	6%	6%	7%
<b>Fall</b>	10%	8%	18%
<b>Winter</b>	58%	62%	41%
<b>Not sure</b>	10%	11%	6%

	Base	Mode	
		Phone	Internet
<b>College Degree for President Yes/No</b>			
<b>Important for the President to have a college degree</b>	62%	57%	80%
<b>Not important for the President to have a college degree</b>	31%	36%	13%
<b>Not sure</b>	7%	7%	7%

	Base	Mode	
		Phone	Internet
<b>College Degree More/Less Likely</b>			
<b>More likely to vote for a candidate for President who didn't have a college degree</b>	12%	10%	21%
<b>Less likely to vote for a candidate for President who didn't have a college degree</b>	38%	37%	41%
<b>Wouldn't make a difference</b>	45%	49%	29%
<b>Not sure</b>	5%	5%	9%

