WINNING THE ISSUES NATIONAL BRAND SURVEY
January 30-31, 2016
1000 RVs

A. In thinking about next year's election for Congress, based on scale of 1 to 9, where 1 is that you will not be voting and 9 is that you will absolutely be voting, how likely are you to vote in that election?

MEAN: 8.26

1. **Generally speaking, would you say things in the country are headed in the right direction, or are things seriously headed off on the wrong track?**

1. Right Direction	**33**
2. Don't Know/Refused **(DO NOT READ)**	**9**
3. Wrong Track	**58**

2. **Overall would you say that you approve or disapprove of the job Barack Obama is doing as President?**

1. Approve	**47**
2. Don't know/Refused **(DO NOT READ)**	**5**
3. Disapprove	**48**

Please tell me for each of the following whether you have a favorable or an unfavorable impression. (IF CHOICE IS MADE, ASK:) Would you say you have a strongly (FAVORABLE/UNFAVORABLE) impression or just a somewhat (FAVORABLE/UNFAVORABLE) impression? (ROTATE 3-4)

	NAME ID	TOTAL FAV	TOTAL UNFAV	NO OPINION
3. **Republicans in Congress**	**100**	**34**	**61**	**5**
4. **Democrats in Congress**	**100**	**44**	**51**	**5**

5. Which of the following issues would you say is most important to you in deciding how to vote for Congress? (ROTATE)

1. Education	**10**
2. Social Security	**6**
3. Retirement and Investments	**1**
4. Terrorism	**5**
5. Health care/Rx	**8**
6. The Economy	**21**
7. Jobs	**7**
8. Taxes	**4**
9. Crime and Safety	**2**
10. Environment	**5**
11. National Defense/Foreign Affairs	**10**
12. National Deficit/Spending	**6**
13. Energy	*****
14. Gas prices	*****
15. Immigration	**6**
16. Other	**4**
17. Don't know/Refused	**3**

Which party do you have more confidence in to handle the issue of (ROTATE LIST BELOW Q6-10), (ROTATE) the Republican Party or the Democratic Party?

	REP	DEM
6. The Economy	45	48
7. Jobs	42	48
8. Health Care/RX	40	52
9. Education	36	53
10. Defense/terrorism	53	38

11. If the elections were held today for US Congress in your state, would you be more likely to vote for (ROTATE) the Republican candidate or the Democrat candidate? (IF UNDECIDED ASK:) would you be leaning toward (ROTATE) the Republican candidate or the Democrat candidate?

1.	Republican	43
2.	Lean Republican	3
3.	Undecided	5
4.	Lean Democrat	2
5.	Democrat	44
6.	Don't Know/Refused **(DO NOT READ)**	3
	TOTAL REPUBLICAN	46
	TOTAL DEMOCRAT	46

12. In thinking more specifically about how the economy is doing, which comes closer to your view? (ROTATE TOP TO BOTTOM, BOTTOM TO TOP)

1.	The economy is getting better, but the rate of progress is still unacceptable	43
2.	The economy is getting better, and the rate of progress is acceptable	28
3.	The economy is not getting better at all	28
4.	Don't Know/Refused **(DO NOT READ)**	1

13. Would you say that the free market system in America is working…(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)

1.	Very well	8
2.	Somewhat well	51
3.	Somewhat not well	22
4.	Not well at all	14
5.	Don't Know/Refused **(DO NOT READ)**	5

14. **While all can be significant problems, which of the following is the biggest obstacle to economic growth? (ROTATE)**

1.	Cost of living such as gas prices, grocery costs and health care premiums	**20**
2.	Government policy toward businesses, such as regulations, taxes and mandates	**22**
3.	Government spending, debt and deficit	**27**
4.	Corporate greed and profits	**26**
5.	Don't Know/Refused **(DO NOT READ)**	**4**

15. **Which is causing more problems in the economy? (ROTATE)**

1.	The economic policies of President Obama	**47**
2.	The economic policies of President Bush	**45**
3.	Don't Know/Refused **(DO NOT READ)**	**8**

16. **Large companies are controlled by boards of directors and CEOs who represent shareholders and investors, and they work to maximize returns for all who own the company's stock. Today, some public figures say that these companies also have a responsibility to the public at large, and that the greater benefit to society may be more important than the benefits to shareholders. Who do you agree with more? (ROTATE)**

1.	Those who say the greater benefit to society is more important, even if it means paying less dividends to shareholders and lower stock prices	**50**
2.	Those who say the benefit to shareholders is more important because they took the risk and invested in the company	**41**
3.	Don't Know/Refused **(DO NOT READ)**	**8**

HEALTH CARE

In thinking about specific aspects of health care, which party do you have more confidence in to handle the issue of (ROTATE LIST BELOW Q17-23), (ROTATE) the Republican Party or the Democratic Party?

	REP	DEM
17. Improving quality of care	42	49
18. Lowering cost of insurance premiums, co-pays and deductibles	41	49
19. Protecting choice of your doctor	48	41
20. Ensuring access to health care	36	57
21. Protecting coverage for pre-existing conditions	33	59
22. Promoting scientific advancements to develop cures	37	49
23. Increasing choice of insurance options	48	45

24. In thinking about how lawmakers should be evaluating the VA and health care for veterans and military, which of the following should be the more important criteria? (ROTATE)

1. Cost overruns and use of government funds	11
2. Quality of care and patient outcomes	87
3. Don't Know/Refused **(DO NOT READ)**	2

MEDIA ENVIRONMENT

25. Generally speaking, would you say the public discourse about politics and issues is headed in the right direction, or are things seriously headed off on the wrong track?

1.	Right Direction	**26**
2.	Don't Know/Refused **(DO NOT READ)**	**5**
3.	Wrong Track	**69**

26. In thinking about how you get information these days, which statement do you agree with more? (ROTATE)

1.	There is not enough reliable information available to make decisions about issues and politics	**31**
2.	There is so much information being directed at me that many times I have trouble finding reliable information that I can trust to be accurate	**61**
3.	Don't Know/Refused **(DO NOT READ)**	**8**

27. In thinking about the information you are looking to make decisions about the upcoming presidential campaign, which do you view as *the most* influential information source in that decision? (ROTATE)

1.	Traditional media sources like CNN, Fox, and New York Times	**60**
2.	Non-traditional information sources that tend to align with the way you believe, like conservative or liberal leaning blogs and news sites	**24**
3.	Discussions with and information you receive from family and friends	**10**
4.	Don't Know/Refused **(DO NOT READ)**	**6**

Now just a few demographic questions for statistical purposes only—

28. **What are the two main sources of your news about national issues such as politics, Iraq, the economy, education, and health care? (DO NOT READ – ALLOW THEM TO VOLUNTEER A RESPONSE AND CODE AS FOLLOWS)**

1.	ABC News	**6**
2.	NBC News	**6**
3.	CBS News	**3**
4.	Local TV news	**14**
5.	CNN News	**27**
6.	MSNBC News	**5**
7.	CNBC	**1**
8.	Fox News	**24**
9.	CSpan	*****
10.	Daily newspaper	**21**
11.	Websites of former news magazines such as Time, US News, and Newsweek	**6**
12.	Opinion magazines like The Weekly Standard	**1**
13.	Websites of news organizations such as cnn.com, msnbc.com, nytimes.com, and TV station websites	**6**
14.	Internet News Pages such as Yahoo News and MSN News	**12**
15.	Opinion websites like Drudge Report or slate.com	**3**
16.	National Public Radio	**7**
17.	Religious radio shows	*****
18.	Talk radio like Rush Limbaugh	**4**
19.	General radio news station	**2**
20.	Public television shows like PBS News Hour	**1**
21.	Comedy shows like the Daily Show	*****
22.	Late night TV shows	**1**
23.	Morning TV shows like Today, Good Morning America	**1**
24.	Political talk shows on cable	**1**
25.	Sunday News Shows such as NBC's Meet the Press and ABC's This Week	**1**
26.	Facebook	**3**

27. Twitter	**1**
28. Buzzfeed	*****
29. Other	**20**
30. Don't Know/Refused **(DO NOT READ)**	**7**

29. In what year were you born?

1. 18-34	**23**
2. 35-44	**21**
3. 45-54	**18**
4. 55-64	**19**
5. 65+	**18**
6. Don't Know/Refused **(DO NOT READ)**	**1**

30. Generally speaking, do you consider yourself (ROTATE) a Republican, a Democrat, an Independent, or something else?

1. Republican	**34**
2. Democrat	**37**
3. Independent	**23**
4. Other	**5**
5. Don't Know/Refused **(DO NOT READ)**	**1**

31. If you had to classify yourself, would you say you are (ROTATE) liberal, moderate, or conservative in your political beliefs?

1. Liberal **(GO TO Q31A)**	**24**
2. Moderate **(GO TO Q32)**	**40**
3. Conservative **(GO TO Q31A)**	**35**
4. Don't Know/Refused **(DO NOT READ – GO TO Q32)**	**1**

Q31Aa among liberals and conservatives in Q31 only

31A. Would that be very (LIBERAL/CONSERVATIVE) or somewhat (LIBERAL/CONSERVATIVE)?

1. Very liberal	**15**
2. Somewhat liberal	**25**
3. Very conservative	**27**
4. Somewhat conservative	**31**
5. Don't Know/Refused **(DO NOT READ)**	**1**

Ideology Break

1. Very liberal	**9**
2. Somewhat liberal	**15**
3. Moderate	**40**
4. Very conservative	**18**
5. Somewhat conservative	**16**
6. Don't Know/Refused **(DO NOT READ)**	**2**

(RESUME WITH ALL)

32. Are there children in your household under the age of 18 years old?

1. Yes	**32**
2. No	**67**
3. Don't Know/Refused **(DO NOT READ)**	**1**

33. What is your current marital status?

1.	Single, never married	**32**
2.	Married	**52**
3.	Separated	**1**
4.	Divorced	**8**
5.	Widowed	**7**
6.	Don't Know/Refused **(DO NOT READ)**	**1**

34. What is the annual income of your household before taxes? Is it…

1.	Less than 15K	**5**
2.	15K-30K	**10**
3.	30K-50K	**13**
4.	50K-75K	**20**
5.	75K-100K	**11**
6.	Over 100K	**23**
7.	Don't Know/Refused **(DO NOT READ)**	**17**

35. What is your religion?

1.	Evangelical/Fundamentalist Protestant	**12**
2.	Mainline Protestant	**12**
3.	Catholic	**26**
4.	Jewish	**2**
5.	Mormon	**2**
6.	Atheist/Agnostic	**8**
7.	Other	**30**
8.	Don't Know/Refused **(DO NOT READ)**	**9**

36. What is your race?

1.	Hispanic	**10**
2.	African-American	**13**
3.	Asian	**3**
4.	White	**72**
5.	Other	**1**
6.	Don't Know/Refused **(DO NOT READ)**	**1**

37. Do you consider yourself a part of the tea party movement?

1.	Yes	**9**
2.	No	**87**

Gender (by observation)

1.	Male	**48**
2.	Female	**52**

Region (TAKEN FROM SAMPLE)

1.	Northeast	**18**
2.	South	**29**
3.	Midwest	**29**
4.	Plains/Mountains	**15**
5.	West Coast	**15**