

**WINNING THE ISSUES NATIONAL BRAND SURVEY**  
**February 27-28, 2016**  
**1000 RVs**

- 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	<b>30</b>
2. Don't Know/Refused <b>(DO NOT READ)</b>	<b>10</b>
3. Wrong Track	<b>61</b>

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

1. Approve	<b>47</b>
2. Don't know/refused <b>(DO NOT READ)</b>	<b>3</b>
3. Disapprove	<b>50</b>

**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
<b>3. Republicans in Congress</b>	<b>100</b>	<b>30</b>	<b>62</b>	<b>8</b>
<b>4. Democrats in Congress</b>	<b>100</b>	<b>42</b>	<b>51</b>	<b>7</b>

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

1. Education	<b>9</b>
2. Social Security	<b>5</b>
3. Retirement and Investments	<b>2</b>

4. Terrorism	4
5. Health care/Rx	8
6. The Economy	26
7. Jobs	5
8. Taxes	3
9. Crime and Safety	1
10. Environment	5
11. National Defense/Foreign Affairs	8
12. National Deficit/Spending	6
13. Energy	1
14. Gas prices	*
15. Immigration	4
16. Other	9
17. Don't know/Refused	5

**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
<b>6. The Economy</b>	<b>45</b>	<b>46</b>
<b>7. Jobs</b>	<b>43</b>	<b>49</b>
<b>8. Health Care/RX</b>	<b>41</b>	<b>49</b>
<b>9. Taxes</b>	<b>49</b>	<b>42</b>

**10. 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	<b>44</b>
2. Lean Republican	<b>2</b>
3. Undecided	<b>2</b>
4. Lean Democrat	<b>2</b>
5. Democrat	<b>45</b>
6. Don't Know/Refused <b>(DO NOT READ)</b>	<b>5</b>
TOTAL REP	<b>46</b>
TOTAL DEM	<b>47</b>

### **MEDICARE REFORM**

**11. In thinking about Medicare, which statement do you agree with more? (ROTATE)**

1. The Medicare program is working and only needs minor adjustments and increased funding	<b>45</b>
2. The Medicare program faces serious challenges and needs substantial improvements	<b>49</b>
3. Don't Know/Refused <b>(DO NOT READ)</b>	<b>6</b>

**12. Congress is considering a proposal that would allow Medicare beneficiaries to choose among private health insurance plans that meet certain federal standards. Who do you agree with more? (ROTATE)**

1. Supporters who say this proposal would address the needs of Medicare patients who deserve choices for better quality of care, and increased competition that would create a more cost-effective Medicare program.	<b>52</b>
2. Opponents who say the Medicare program has been successful, and should not be privatized.	<b>37</b>
3. Don't know/Refused <b>(DO NOT READ)</b>	<b>11</b>

**13. In thinking about the best ways to improve the Medicare program in the future, what should lawmakers focus on the most? (ROTATE)**

- A. What is your first choice?**  
**B. What is your second choice?**

	FIRST CHOICE	SECOND CHOICE	COMBINED ANSWERS
1. Innovation	5	8	13
2. Quality of care	38	22	60
3. Choice and competition	15	8	23
4. Costs beyond what is covered by Medicare	16	19	36
5. Choice of doctor	14	23	37
6. Access	8	11	19
7. Don't Know/Refused ( <b>DO NOT READ</b> )	4	4	8

**TAX REFORM**

**Congress is considering several proposals related to tax reform. On a scale of 1-9 with 1 being important, 5 very important, and 9 extremely important, how important would each of the following potential outcomes of tax reform be to you and your family? If the outcome is not important, please say so (ROTATE LIST Q14-20) (CODE AS 0 for not important)**

	MEAN
1. Better opportunities for jobs	7.69
2. Reduction in your cost of living	6.99
3. An increase in your personal income	7.14
4. Reduction in the cost of products and services	6.25
5. Greater ability to save for the future and retirement	7.54
6. Simplicity of filling out a tax return	6.13
7. Creating economic growth	7.44

**On a scale of 1-9 with 1 being very liberal, 5 being moderate, and 9 being very conservative how would you rate... (ROTATE 21-23, then 24-25)**

	MEAN
1. Your own political ideology	<b>5.61</b>
2. Ideology of Republicans in Congress	<b>6.43</b>
3. Ideology of Democrats in Congress	<b>3.75</b>
4. Your ideology on taxes	<b>5.98</b>
5. Your ideology on health care	<b>5.71</b>

**On a scale of 1-9 with 1 being very liberal, 5 being moderate, and 9 being very conservative how would you rate... (ROTATE 26-27 and 28-29)**

	MEAN
1. Ideology of Republicans in Congress on taxes	<b>6.60</b>
2. Ideology of Republicans in Congress on health care	<b>6.60</b>
3. Ideology of Democrats in Congress on taxes	<b>3.81</b>
4. Ideology of Democrats in Congress on health care	<b>3.75</b>

Now just a few demographic questions for statistical purposes only—

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

27. Twitter	1
28. BuzzFeed	-
29. Other	25
30. DK/Refused	8

**31. 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. DK/Refused	1

**32. 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 ( <b>DO NOT READ</b> )	1

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

1. Liberal (GO TO Q33A)	24
2. Moderate (GO TO Q34)	40
3. Conservative (GO TO Q33A)	35
4. Don't Know/Refused ( <b>DO NOT READ – GO TO Q34</b> )	1

**Q33A among liberals and conservatives in Q33 only**

**33A. Would that be very (LIBERAL/CONSERVATIVE) or somewhat (LIBERAL/CONSERVATIVE)?**

1. Very liberal	<b>18</b>
2. Somewhat liberal	<b>22</b>
3. Very conservative	<b>26</b>
4. Somewhat conservative	<b>33</b>
5. Don't Know/Refused ( <b>DO NOT READ</b> )	<b>*</b>

**Ideology Break**

1. Very liberal	<b>11</b>
2. Somewhat liberal	<b>13</b>
3. Moderate	<b>40</b>
4. Somewhat conservative	<b>19</b>
5. Very conservative	<b>16</b>
6. Don't Know/Refused ( <b>DO NOT READ</b> )	<b>1</b>

**(RESUME WITH ALL)**

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

1. Yes	<b>34</b>
2. No	<b>65</b>
3. Don't Know/Refused ( <b>DO NOT READ</b> )	<b>1</b>

**35. What is your current marital status?**

1. Single, never married	<b>26</b>
2. Married	<b>58</b>
3. Separated	<b>1</b>
4. Divorced	<b>8</b>
5. Widowed	<b>6</b>
6. Don't Know/Refused ( <b>DO NOT READ</b> )	<b>2</b>

**36. What is the annual income of your household before taxes? Is it...**

1. Less than 15K	<b>5</b>
2. 15K-30K	<b>10</b>
3. 30K-50K	<b>16</b>
4. 50K-75K	<b>18</b>
5. 75K-100K	<b>14</b>
6. Over 100K	<b>24</b>
7. Don't Know/Refused ( <b>DO NOT READ</b> )	<b>14</b>

**37. What is your religion?**

1. Evangelical/Fundamentalist Protestant	<b>12</b>
2. Mainline Protestant	<b>17</b>
3. Catholic	<b>26</b>
4. Jewish	<b>1</b>
5. Mormon	<b>2</b>
6. Atheist/Agnostic	<b>9</b>
7. Other	<b>26</b>
8. Don't Know/Refused ( <b>DO NOT READ</b> )	<b>7</b>

**38. 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 ( <b>DO NOT READ</b> )	1

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

1. Yes	7
2. No	89

**40. What type of area do you live in? (TAKEN FROM SAMPLE OF LANDLINE)**

1. Urban	25
2. Suburban	47
3. Rural	26

**Gender (by observation)**

1. Male	48
2. Female	52

**Region (TAKEN FROM SAMPLE)**

1. Northeast	19
2. South	29
3. Midwest	20
4. Plains/Mountains	17
5. West Coast	14