WINNING THE ISSUES NATIONAL BRAND SURVEY
May 29-30, 2016
1000 RVs

A. In thinking about this 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?

	JAN 2016	MAR 2016	APRIL 2016	MAY 2016
MEAN	**8.26**	**8.18**	**8.13**	**8.20**

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?

	OCT 2015	NOV 2015	DEC 2015	JAN 2016	FEB 2016	MAR 2016	APRIL 2016	MAY 2016
1. Right Direction	**32**	**29**	**33**	**33**	**30**	**29**	**29**	**31**
2. Don't Know/Refused **(DO NOT READ)**	**9**	**8**	**7**	**9**	**10**	**9**	**8**	**9**
3. Wrong Track	**59**	**63**	**60**	**58**	**61**	**62**	**63**	**60**

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

	OCT 2015	NOV 2015	DEC 2015	JAN 2016	FEB 2016	MAR 2016	APRIL 2016	MAY 2016
1. Approve	**47**	**45**	**49**	**47**	**47**	**51**	**49**	**51**
2. Don't know/refused **(DO NOT READ)**	**5**	**4**	**4**	**5**	**3**	**3**	**4**	**4**
3. Disapprove	**48**	**51**	**47**	**48**	**50**	**46**	**47**	**45**

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 3-7)

		NAME ID	TOTAL FAV	TOTAL UNFAV	NO OPINION
3. Republicans in Congress	OCT 2015	**100**	**33**	**58**	**6**
	NOV 2015	**100**	**36**	**58**	**6**
	DEC 2015	**100**	**28**	**65**	**6**
	JAN 2016	**100**	**34**	**61**	**5**

	FEB 2016	100	30	62	8
	MAR 2016	100	35	60	5
	APRIL 2016	100	33	60	7
	MAY 2016	100	34	60	6
4. Democrats in Congress	OCT 2015	100	40	51	6
	NOV 2015	100	41	54	5
	DEC 2015	100	40	54	6
	JAN 2016	100	44	51	5
	FEB 2016	100	42	51	7
	MAR 2016	100	47	48	5
	APRIL 2016	100	46	49	5
	MAY 2016	100	44	51	5
5. Donald Trump	SEPT 2015	100	30	63	6
	MAR 2016	100	28	68	4
	APRIL 2016	100	31	64	6
	MAY 2016	100	33	62	5
6. Hillary Clinton	SEPT 2015	100	42	54	4
	NOV 2015	100	42	54	4
	MAR 2016	100	39	57	3
	APRIL 2016	100	39	58	3
	MAY 2016	100	41	56	3
7. Capitalism	MAY 2016	96	56	27	14
8. Socialism	MAY 2016	98	32	56	10
9. Big business	JULY 2013	99	45	44	10
	MAY 2016	100	44	45	11
10. The private sector	JULY 2013	97	62	21	14
	MAY 2016	98	63	23	12

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

		OCT 2015	NOV 2015	DEC 2015	JAN 2016	FEB 2016	MAR 2016	APRIL 2016	MAY 2016
1.	Education	13	13	9	10	9	12	14	9
2.	Social Security	9	6	7	6	5	8	8	7
3.	Retirement and Investments	2	1	1	1	2	1	2	1
4.	Terrorism	1	9	7	5	4	4	4	3
5.	Healthcare/Rx	9	6	7	8	8	6	6	7
6.	The Economy	22	20	20	21	26	22	24	27
7.	Jobs	7	6	7	7	5	6	8	9
8.	Taxes	3	2	1	4	3	3	5	4
9.	Crime and Safety	2	2	3	2	1	2	2	2
10.	Environment	3	4	3	5	5	3	4	5
11.	National Defense/Foreign Affairs	8	11	14	10	8	11	9	6
12.	National Deficit/Spending	7	7	5	6	6	6	6	6
13.	Energy	*	1	*	*	1	1	*	1
14.	Gas prices	1	*	1	*	*	*	*	1
15.	Immigration	5	4	6	6	4	6	3	5
16.	Other	4	5	6	4	9	5	2	5
17.	Don't know/Refused **(DO NOT READ)**	4	3	3	3	5	3	4	3

Which party do you have more confidence in to handle the issue of (ROTATE LIST BELOW Q12-15), (ROTATE) the Republican Party or the Democratic Party?

		REP	DEM
	OCT 2015	45	44
	NOV 2015	49	44
	DEC 2015	48	46
	JAN 2016	45	48
12. The Economy	FEB 2016	45	46
	MAR 2016	45	48
	APRIL 2016	46	47
	MAY 2016	45	48

13. Jobs	OCT 2015	**44**	**46**
	NOV 2015	**44**	**48**
	DEC 2015	**45**	**48**
	JAN 2016	**42**	**48**
	FEB 2016	**43**	**49**
	MAR 2016	**41**	**51**
	APRIL 2016	**44**	**47**
	MAY 2016	**44**	**48**
14. Taxes	AUG 2015	**49**	**42**
	SEPT 2015	**45**	**46**
	OCT 2015	**44**	**45**
	NOV 2015	**51**	**42**
	FEB 2016	**49**	**42**
	MAR 2016	**46**	**46**
	APRIL 2016	**45**	**46**
	MAY 2016	**44**	**47**
15. Health care	AUG 2015	**38**	**51**
	SEPT 2015	**39**	**50**
	OCT 2015	**40**	**50**
	NOV 2015	**40**	**52**
	DEC 2015	**38**	**54**
	JAN 2016	**40**	**52**
	FEB 2016	**41**	**49**
	MAY 2016	**39**	**53**

16. **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?**

	OCT 2015	NOV 2015	DEC 2015	JAN 2016	FEB 2016	MAR 2016	APRIL 2016	MAY 2016
1. Republican	42	44	43	43	44	42	43	42
2. Lean Republican	3	2	2	3	2	2	3	1
3. Undecided	3	3	4	5	2	1	2	4
4. Lean Democrat	2	2	2	2	2	3	2	2
5. Democrat	46	45	48	44	45	47	47	49
6. Don't Know/Refused **(DO NOT READ)**	4	3	2	3	5	5	3	3
TOTAL REPUBLICAN	44	47	45	46	46	44	46	43
TOTAL DEMOCRAT	48	48	49	46	47	50	49	50

Turning to a different subject…

On a scale of 1-9 with 1 being very liberal, 5 being moderate, and 9 being very conservative how would you rate… (ROTATE 17-19, then 20-21)

		MEAN
17. Your own political ideology	POST ELECT 2014	**5.79**
	FEB 2015	**5.85**
	AUG 2015	**5.65**
	DEC 2015	**5.84**
	FEB 2016	**5.61**
	MAY 2016	**5.76**
18. Ideology of Republicans in Congress	FEB 2016	**6.43**
	MAY 2016	**6.50**
19. Ideology of Democrats in Congress	FEB 2016	**3.75**
	MAY 2016	**3.98**
20. Ideology of Hillary Clinton	MAY 2016	**3.77**
21. Ideology of Donald Trump	MAY 2016	**6.15**

22. If the elections were held today for President, who would you be more likely to vote for (ROTATE) Donald Trump the Republican candidate or Hillary Clinton the Democrat candidate? (IF UNDECIDED ASK:) would you be leaning toward (ROTATE) Donald Trump the Republican candidate or Hillary Clinton the Democrat candidate?

	MAR 2016	APRIL 2016	MAY 2016
1. Donald Trump	**35**	**38**	**39**
2. Lean Donald Trump	**3**	**2**	**2**
3. Undecided	**3**	**7**	**4**
4. Lean Hillary Clinton	**3**	**5**	**2**
5. Hillary Clinton	47	41	47
6. Don't Know/Refused (DO NOT READ)	**8**	**8**	**6**
TOTAL TRUMP	38	39	41
TOTAL CLINTON	**50**	**46**	**49**

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

	JULY 2013	JAN 2016	MAY 2016
1. Very well	**8**	**8**	**10**
2. Somewhat well	**48**	**51**	**50**
3. Somewhat not well	**22**	**22**	**20**
4. Not well at all	**17**	**14**	**15**
5. Don't Know/Refused **(DO NOT READ)**	**5**	**5**	**4**
TOTAL WELL	**56**	**59**	**61**
TOTAL NOT WELL	**39**	**36**	**35**

24. Which is a bigger obstacle to the economy? (ROTATE)

	JULY 2013	MAY 2016
1. Corporate greed and unethical business behavior	**50**	**53**
2. Government policies like regulation, mandates and taxes	**43**	**43**
3. Don't Know/Refused **(DO NOT READ)**	**7**	**5**

Who do you have more confidence in to handle the issue of (ROTATE LIST BELOW Q25-27), (ROTATE) the private sector/business sector, or government?

		PRIVATE SECTOR	GOVT
25. The Economy	JULY 2013	**63**	**29**
	MAY 2016	**57**	**35**
26. Jobs	JULY 2013	**70**	**23**
	MAY 2016	**65**	**29**
27. Health Care	JULY 2013	**62**	**32**
	MAY 2016	**52**	**43**

Now just a few demographic questions for statistical purposes only—

28. **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 **(DO NOT READ)**	**1**

29. **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**

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

1. Liberal (GO TO Q30A)	**24**
2. Moderate (GO TO Q31)	**40**
3. Conservative (GO TO Q30A)	**35**
4. Don't Know/Refused **(DO NOT READ – GO TO Q31)**	**1**

Q30a among liberals and conservatives in Q30 only

30a. Would that be very (LIBERAL/CONSERVATIVE) or somewhat (LIBERAL/CONSERVATIVE)?

1. Very liberal	**18**
2. Somewhat liberal	**23**
3. Very conservative	**31**

4.	Somewhat conservative	**29**
5.	Don't Know/Refused **(DO NOT READ)**	*****

(RESUME WITH ALL)

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

1.	Yes	**34**
2.	No	**66**
3.	Don't Know/Refused **(DO NOT READ)**	*****

32. What is your current marital status?

1.	Single, never married	**25**
2.	Married	**59**
3.	Separated	**1**
4.	Divorced	**9**
5.	Widowed	**5**
6.	Don't Know/Refused **(DO NOT READ)**	**1**

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

1.	Less than 15K	**6**
2.	15K-30K	**9**
3.	30K-50K	**13**
4.	50K-75K	**14**
5.	75K-100K	**18**
6.	Over 100K	**23**
7.	Don't Know/Refused **(DO NOT READ)**	**16**

34. What is your religion?

1.	Evangelical/Fundamentalist Protestant	**13**
2.	Mainline Protestant	**9**

3.	Catholic	29
4.	Jewish	1
5.	Mormon	1
6.	Atheist/Agnostic	12
7.	Other	28
8.	Don't Know/Refused **(DO NOT READ)**	8

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

1.	Yes	11
2.	No	87

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. What type of area do you live in? (TAKEN FROM SAMPLE)

1.	Urban	8
2.	Suburban	13
3.	Rural	6

Gender (by observation)

1.	Male	48
2.	Female	52

Region (TAKEN FROM SAMPLE)

1.	Northeast	**19**
2.	South	**30**
3.	Midwest	**21**
4.	Plains/Mountains	**18**
5.	West Coast	**13**