

WINNING THE ISSUES NATIONAL BRAND SURVEY
April 30- May 1, 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?

MEAN: 8.13

- 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	29
2. Don't Know/Refused (DO NOT READ)	8
3. Wrong Track	63

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

1. Approve	49
2. Don't know/refused (DO NOT READ)	4
3. Disapprove	47

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	100	33	60	7
4. Democrats in Congress	100	46	49	5
5. Donald Trump	100	31	64	6
6. Hillary Clinton	100	39	58	3

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

1. Education	14
2. Social Security	8
3. Retirement and Investments	2
4. Terrorism	4
5. Health care/Rx	6
6. The Economy	24
7. Jobs	8
8. Taxes	5
9. Crime and Safety	2
10. Environment	4
11. National Defense/Foreign Affairs	9
12. National Deficit/Spending	6
13. Energy	*
14. Gas prices	*
15. Immigration	3
16. Other	2
17. Don't know/Refused	4

Which party do you have more confidence in to handle the issue of (ROTATE LIST BELOW Q9-11), (ROTATE) the Republican Party or the Democratic Party?

	REP	DEM
8. The Economy	46	47
9. Jobs	44	47
10. Taxes	45	46

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	2
4. Lean Democrat	2
5. Democrat	47
6. Don't Know/Refused (DO NOT READ)	3
TOTAL REPUBLICAN	46
TOTAL DEMOCRAT	49

Turning to a different subject...

12. Some health insurance companies have recently pulled out of the health insurance exchanges in many states. Which statement do you agree with more? (ROTATE)

1. Their decision was because it was not financially sustainable for them to compete in the exchanges	50
2. They are trying to undermine the new health care law and protect their profits	41
3. Don't Know/Refused (DO NOT READ)	10

13. In thinking about the decision from some health insurance companies to pull out of the exchanges, which statement do you agree with more? (ROTATE)

1. This is a sign that the health care law is not working and not financially sustainable for insurance companies.	52
2. The health care law is working, but insurance companies do not want to comply with the law so that is why they are pulling out.	43
3. Don't Know/Refused (DO NOT READ)	6

Turning to the subject of taxes...

Do you believe or not believe the following statements: (ROTATE STATEMENTS Q15-24)

14. Cutting the corporate tax rate will encourage more businesses to invest in America and create jobs.

1. Believe	65
2. Do not believe	31
3. Don't Know/Refused (DO NOT READ)	4

15. By reducing business tax rates to levels that are competitive with other countries, we would empower businesses to lower prices, raise wages, and use the extra cash to hire more workers.

1. Believe	65
2. Do not believe	31
3. Don't Know/Refused (DO NOT READ)	4

16. Lowering tax rates for businesses will lead to greater business incomes so that they can grow, save and invest.

1. Believe	67
2. Do not believe	30
3. Don't Know/Refused (DO NOT READ)	3

17. Lowering tax rates for individuals will allow people to keep more of their money which means they will spend that money at local businesses, creating more jobs in their communities.

1. Believe	83
2. Do not believe	15
3. Don't Know/Refused (DO NOT READ)	3

18. Lowering the corporate tax rate will make America one of the best places on earth to start a business.

1. Believe	59
2. Do not believe	35
3. Don't Know/Refused (DO NOT READ)	5

19. Making the wealthy and corporations pay their fair share of taxes would help reduce your cost of living.

1. Believe	65
2. Do not believe	31
3. Don't Know/Refused (DO NOT READ)	5

20. Lower tax rates will reward work and spur job creation.

1. Believe	72
2. Do not believe	23
3. Don't Know/Refused (DO NOT READ)	4

21. Lowering individual taxes across the board will raise incomes and reduce the cost of living.

1. Believe	64
2. Do not believe	32
3. Don't Know/Refused (DO NOT READ)	4

22. Creating economic growth would lower your cost of living.

1. Believe	68
2. Do not believe	27
3. Don't Know/Refused (DO NOT READ)	6

23. It is important to encourage companies to bring home money from overseas operations, specifically to help invest and create jobs here.

1. Believe	79
2. Do not believe	19
3. Don't Know/Refused (DO NOT READ)	2

24. Would you support or oppose a proposal that would significantly lower the tax rate on businesses and individuals, but create a consumption tax on goods and services?

1. Support	50
2. Oppose	40
3. Don't Know/Refused (DO NOT READ)	10

25. 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?

1. Donald Trump	38
2. Lean Donald Trump	2
3. Undecided	7
4. Lean Hillary Clinton	5
5. Hillary Clinton	41
6. Don't Know/Refused (DO NOT READ)	8
TOTAL TRUMP	39
TOTAL CLINTON	46

Now just a few demographic questions for statistical purposes only—

26. 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	7
3. CBS News	5
4. Local TV news	28
5. CNN News	20
6. MSNBC News	6
7. CNBC	1
8. Fox News	19
9. CSpan	*
10. Daily newspaper	21
11. Websites of former news magazines such as Time, US News, and Newsweek	5
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	9
14. Internet News Pages such as Yahoo News and MSN News	22
15. Opinion websites like Drudge Report or slate.com	*
16. National Public Radio	7
17. Religious radio shows	*
18. Talk radio like Rush Limbaugh	2
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	*
25. Sunday News Shows such as NBC's Meet the Press and ABC's This Week	*
26. Facebook	3
27. Twitter	2
28. BuzzFeed	*
29. Other	17

30. DK/Refused	5
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27. 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

28. 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

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

1. Liberal (GO TO Q29A)	24
2. Moderate (GO TO Q30)	40
3. Conservative (GO TO Q29A)	35
4. Don't Know/Refused (DO NOT READ – GO TO Q30)	1

Q29a among liberals and conservatives in Q29 only

29a. Would that be very (LIBERAL/CONSERVATIVE) or somewhat (LIBERAL/CONSERVATIVE)?

1. Very liberal	13
2. Somewhat liberal	27

3. Very conservative	30
4. Somewhat conservative	29
5. Don't Know/Refused (DO NOT READ)	1

(RESUME WITH ALL)

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

1. Yes	38
2. No	61
3. Don't Know/Refused (DO NOT READ)	1

31. What is your current marital status?

1. Single, never married	22
2. Married	62
3. Separated	1
4. Divorced	7
5. Widowed	6
6. Don't Know/Refused (DO NOT READ)	2

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

1. Less than 15K	4
2. 15K-30K	9
3. 30K-50K	17
4. 50K-75K	14
5. 75K-100K	15
6. Over 100K	25
7. Don't Know/Refused (DO NOT READ)	15

33. What is your religion?

1. Evangelical/Fundamentalist Protestant	11
2. Mainline Protestant	9
3. Catholic	26
4. Jewish	2
5. Mormon	2
6. Atheist/Agnostic	9
7. Other	32
8. Don't Know/Refused (DO NOT READ)	10

34. 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

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

1. Yes	10
2. No	86
3. Don't know/Refused (DO NOT READ)	4

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

1. Urban	8
2. Suburban	12
3. Rural	6

Gender (by observation)

1. Male	48
2. Female	52

Region (TAKEN FROM SAMPLE)

1. Northeast	19
2. South	28
3. Midwest	20
4. Plains/Mountains	20
5. West Coast	13