

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

- A. In thinking about this year's election for Congress, based on a 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: 8.18

- 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)	9
3. Wrong Track	62

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

1. Approve	51
2. Don't know/refused (DO NOT READ)	3
3. Disapprove	46

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 3-6)

	NAME ID	TOTAL FAV	TOTAL UNFAV	NO OPINION
3. Republicans in Congress	100	35	60	5
4. Democrats in Congress	100	47	48	5
5. Donald Trump	100	28	68	4
6. Hillary Clinton	100	39	57	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	12
2. Social Security	8
3. Retirement and Investments	1
4. Terrorism	4
5. Health care/Rx	6
6. The Economy	22
7. Jobs	6
8. Taxes	3
9. Crime and Safety	2
10. Environment	3
11. National Defense/Foreign Affairs	11
12. National Deficit/Spending	6
13. Energy	1
14. Gas prices	*
15. Immigration	6
16. Other	5
17. Don't know/Refused	3

Which party do you have more confidence in to handle the issue of (ROTATE LIST BELOW Q8-10), (ROTATE) the Republican Party or the Democratic Party?

	REP	DEM
8. The Economy	45	48
9. Jobs	41	51
10. Taxes	46	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	42
2. Lean Republican	2

3. Undecided	1
4. Lean Democrat	3
5. Democrat	47
6. Don't Know/Refused (DO NOT READ)	5
TOTAL REP	44
TOTAL DEM	50

TAX REFORM

12. Congress is considering several proposals related to tax reform. What outcome do you think lawmakers should focus on most? (ROTATE)

A. What is your first choice?

B. What is your second choice?

	FIRST CHOICE	SECOND CHOICE	COMBINED ANSWERS
1. Better opportunities for jobs	14	17	32
2. Reduction in your cost of living	9	7	16
3. An increase in your personal income	5	8	13
4. Reduction in the cost of products and services	1	2	4
5. Greater ability to save for the future and retirement	6	10	16
6. Simplicity of filling out a tax return	3	5	8
7. Creating economic growth	17	14	31
8. Making wealthy and corporations pay their fair share	21	10	31
9. Increase revenues to balance the budget	6	8	14
10. Making America's economy more competitive	13	10	23
11. Don't Know/Refused (DO NOT READ)	4	4	8

In thinking about these outcomes, which party do you have more confidence in to achieve the outcome of (ROTATE LIST BELOW), (ROTATE) the Republican party or the Democratic Party?

	REP	DEM
13. Better opportunities for jobs	44	51
14. Reduction in your cost of living	41	51
15. An increase in your personal income	46	48
16. Reduction in the cost of products and services	43	49

17. Greater ability to save for the future and retirement	45	47
18. Simplicity of filling out a tax return	42	45
19. Creating economic growth	50	45
20. Making wealthy and corporations pay their fair share	32	62
21. Increase revenues to balance the budget	43	50
22. Making America's economy more competitive	55	40

BELIEFS ABOUT TAXES

Do you believe or not believe the following statements: (ROTATE 23-25)

23. The wealthy and corporations are not paying their fair share of taxes.

1. Believe	72
2. Do not believe	25
3. Don't Know/Refused (DO NOT READ)	3

24. We need to do everything we can to get the economy moving again: address the debt, reform the tax code and legal system, modernize regulations, and improve the education system. We shouldn't choose one over the other, we should do it all.

1. Believe	85
2. Do Not Believe	13
3. Don't Know/Refused (DO NOT READ)	2

25. The US has the highest corporate tax rate in the world.

1. Believe	50
2. Do Not Believe	41
3. Don't Know/Refused (DO NOT READ)	10

26. Do you think that because of US corporate tax rates, many US businesses are or are not likely to leave the country?

1. Are	64
2. Are not	30

3. Don't Know/Refused (**DO NOT READ**)

6

27. Which of the following contributes more to the price difference in products between two countries? (ROTATE)

1. Cost of labor	53
2. Cost of regulations and taxes	43
3. Don't Know/Refused (DO NOT READ)	5

28. What percentage of your income do you pay in taxes, including federal, state, local and property taxes?

1. Under 10	10
2. 11 - 35	42
3. 35 - 50	14
4. Greater than 50	3
MEAN	26.0
MEDIAN	28.0

29. What percentage of your income should you pay in taxes, including federal, state, local and property taxes?

1. Under 10	26
2. 11 - 35	36
3. 35 - 50	7
4. Greater than 50	3
MEAN	17.1
MEDIAN	15.0

30. For those who make more than \$250,000 per year, what percentage should they pay in taxes, including federal, state, local and property taxes?

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1. Under 10	13
2. 11 - 35	29
3. 35 - 50	16
4. Greater than 50	13
MEAN	23.4
MEDIAN	25.0

31. 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	35
2. Lean Donald Trump	3
3. Undecided	3
4. Lean Hillary Clinton	3
5. Hillary Clinton	47
6. Don't Know/Refused (DO NOT READ)	8
TOTAL TRUMP	38
TOTAL CLINTON	50

Now just a few demographic questions for statistical purposes only—

32. 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	5
4. Local TV news	19
5. CNN News	19
6. MSNBC News	5
7. CNBC	1
8. Fox News	15
9. CSpan	*
10. Daily newspaper	22
11. Websites of former news magazines such as Time, US News, and Newsweek	3
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	11
14. Internet News Pages such as Yahoo News and MSN News	16
15. Opinion websites like Drudge Report or slate.com	1
16. National Public Radio	6
17. Religious radio shows	*
18. Talk radio like Rush Limbaugh	3
19. General radio news station	3
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	4
27. Twitter	1
28. BuzzFeed	-

29. Other	20
30. DK/Refused	10

33. 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

34. 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

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

1. Liberal (GO TO Q35A)	24
2. Moderate (GO TO Q36)	40
3. Conservative (GO TO Q35A)	35
4. Don't Know/Refused (DO NOT READ – GO TO Q36)	1

Q35a among liberals and conservatives in Q35 only

35A. Would that be very (LIBERAL/CONSERVATIVE) or somewhat (LIBERAL/CONSERVATIVE)?

1. Very liberal	15
2. Somewhat liberal	26
3. Very conservative	25
4. Somewhat conservative	34
5. Don't Know/Refused (DO NOT READ)	1

1. Very liberal	9
2. Somewhat liberal	15
3. Moderate	40
4. Somewhat conservative	20
5. Very conservative	15
6. Don't Know/Refused (DO NOT READ)	1

(RESUME WITH ALL)

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

1. Yes	35
2. No	65
3. Don't Know/Refused (DO NOT READ)	1

37. What is your current marital status?

1. Single, never married	28
2. Married	58
3. Separated	1
4. Divorced	6
5. Widowed	5
6. Don't Know/Refused (DO NOT READ)	1

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

1. Less than 15K	7
2. 15K-30K	9
3. 30K-50K	14
4. 50K-75K	18
5. 75K-100K	15
6. Over 100K	28
7. Don't Know/Refused (DO NOT READ)	10

39. What is your religion?

1. Evangelical/Fundamentalist Protestant	9
2. Mainline Protestant	19
3. Catholic	27
4. Jewish	2
5. Mormon	1
6. Atheist/Agnostic	11
7. Other	26
8. Don't Know/Refused (DO NOT READ)	4

40. 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

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

1. Yes	8
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2. No	89
3. Don't know/Refused (DO NOT READ)	3

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

1. Urban	26
2. Suburban	45
3. Rural	26

Gender (by observation)

1. Male	48
2. Female	52

Region (TAKEN FROM SAMPLE)

1. Northeast	18
2. South	29
3. Midwest	20
4. Plains/Mountains	20
5. West Coast	13