

Battleground 2014 (XLVI)

FINAL

STUDY #14695

THE TARRANCE GROUP and LAKE RESEARCH PARTNERS

N = 1,000 Registered voters

Margin of error \pm 3.1%

Field Dates: December 7-11, 2014

Hello, I'm _____ of The Tarrance Group, a national survey research firm. We're talking to people today about public leaders and issues facing us all.

IF CELL CODE = "N", ASK: May I please speak with the youngest (male/female) in the household who is registered to vote?

IF CELL CODE = "Y", ASK:

CP-1. Do you currently live in (state from cell sample sheet)?

Yes (CONTINUE TO CP-3)

No (CONTINUE TO CP-2)

IF "NO" IN CP-1, ASK:

CP-2. In what state do you currently reside?

(RECORD STATE NAME)

IF CELL CODE = "Y", ASK:

CP-3. For your safety, are you driving right now?

Yes (SCHEDULE CALL BACK)

No

A. Are you registered to vote in your state?

IF "NO," ASK: Is there someone else at home who is registered to vote?

(IF "YES," THEN ASK: MAY I SPEAK WITH HIM/HER?)

Yes (CONTINUE)

No (THANK AND TERMINATE)

*= less than .5%

B. Are you, or is anyone in your household, employed with an advertising agency, newspaper, television or radio station, or political campaign?

Yes (THANK AND TERMINATE)
No (CONTINUE)

Now, thinking for a moment about things in the country--

1. Do you feel things in the country are going in the right direction, or do you feel things have gotten off on the wrong track?

IF CHOICE MADE, ASK: And
do you feel strongly or
somewhat about that?

Right direction/strongly..... 8%
Right direction/somewhat 13%
UNSURE (DNR)..... 11%
Wrong track/somewhat 12%
Wrong track/strongly..... 57%

(DIRECT)

Now, thinking about President Barack Obama...

2. How would you rate the job Barack Obama has been doing as President? Do you approve or disapprove of the job he is doing?

IF CHOICE MADE, ASK:
And do you feel *strongly*
about that?

Approve/strongly 32%
Approve 10%
UNSURE (DNR)..... 7%
Disapprove 5%
Disapprove/strongly 46%

(BHOJA)

Thinking now about the November 2014 elections for Congress...

3. Did you vote in the November 2014 elections for Congress?

Yes 83%
No..... 16%
UNSURE/REFUSED (DNR)..... 1%

(MIDVT)

IF “YES” IN Q3, THEN ASK:

4. What drove your vote for Congress? Would you say it was:
(RANDOMIZE CHOICES)

- Your feelings about President Obama
- Affordable Care Act or Obamacare
- The economy
- Social Security and Medicare
- Your feelings on women’s issues, OR
- The behavior of your Member of Congress?

Feelings about President Obama	10%
ACA/Obamacare	9%
The economy	19%
Social Security and Medicare	6%
Women’s issues	4%
Behavior of your Member of Congress	13%
COMBINATION/OTHER (DNR)	27%
NONE (DNR)	10%
UNSURE/REFUSED (DNR)	2%

(VTMOT)

*****ASK OF EVERYONE*****

5. What do think is the most important issue that Congress should be dealing with next year? Would you say it is:

- Jobs
- The economy
- Health care
- Illegal immigration, OR
- Foreign threats?

Jobs	14%
The economy	29%
Health care	12%
Illegal immigration	15%
Foreign threats	9%
COMBINATION/OTHER (DNR)	18%
NONE (DNR)	2%
UNSURE/REFUSED (DNR)	1%

(MII)

Thing ahead for a moment about the Presidential Election that will be held in 2016...

6. Do you think that the 2016 Presidential Election is more likely to be focused on:

(ROTATE CHOICES)

- The role of government and how government does its work, OR
- Issues facing the country?

Role of government 37%
Issues 49%
BOTH/NEITHER/OTHER (DNR) 7%
UNSURE/REFUSED (DNR) 7%

(GOV2016)

Thinking now about the government in Washington...

7. Which of these statements better describes your view of the federal government in Washington:

(ROTATE CHOICES)

- Government should do more to solve problems and help meet the needs of people; OR
- Government is doing too many things better left to businesses and individuals?

Government should do more 52%
Government is doing too many things 43%
BOTH/NEITHER/OTHER (DNR) 3%
UNSURE/REFUSED (DNR) 3%

(GOVROLE)

Still thinking about this issue...

8. Which of these statements better describe what the federal government in Washington should be doing:

(ROTATE CHOICES)

- The government in Washington should see to it that every person has a job and a good standard of living;
OR
- The best thing that the government in Washington can do is to get out of the way and let the free market help people succeed?

IF CHOICE MADE, THEN ASK:

And, do you feel strongly about that?

Government should ensure employment/strongly 36%
Government should ensure employment 6%

Government should get out of way 7%
Government should get out of way/strongly 41%

BOTH/NEITHER/OTHER (DNR) 5%
UNSURE/REFUSED (DNR) 4%

(GOVECO)

Thinking about this issue a different way...

9. Please tell me which of these viewpoints comes closest to your own.

(ROTATE CHOICES)

Some people say/

Other people say that we need fairer and tougher enforcement of regulations in the U.S. to protect American workers and families and to give the little guys, including small businesses, a fair chance to compete.

Other people say/

Some people say that we need fewer burdensome government regulations because these regulations only work to make things more difficult for small businesses and individuals to create jobs and economic growth.

"Which viewpoint comes closest to your own?"

Fairer and tougher enforcement of regulations/strongly 41%
Fairer and tougher enforcement of regulations..... 9%

IF CHOICE MADE, THEN ASK:

And, do you feel strongly about that?

Fewer burdensome regulations 7%
Fewer burdensome regulations/strongly 36%

BOTH EQUALLY (DNR) 3%
NEITHER (DNR) 1%
UNSURE (DNR)..... 4%

(SOMREG)

*****ROTATE Q10 AND Q11*****

And,

10. How much would you say that you trust the government in Washington? Would you say that you trust it:

(ROTATE CHOICES)

- Just about always,
- Most of the time,
- Only some of the time, OR
- Never?

Just about always 2%
Most of the time 13%
Only some of the time..... 59%
Never..... 24%
COMBINATION/OTHER (DNR) 1%
UNSURE/REFUSED (DNR)..... 1%

(TRUDC)

11. How much would you say that you trust your state government? Would you say that you trust it:

(ROTATE CHOICES)

- Just about always,
- Most of the time,
- Only some of the time, OR
- Never?

Just about always 4%
Most of the time 26%
Only some of the time 51%
Never 18%
COMBINATION/OTHER (DNR) *
UNSURE/REFUSED (DNR) 1%

(TRUST)

****END ROTATION****

Now, thinking about foreign policy issues...

12. Would you say that you approve or disapprove of U.S. efforts against ISIS (“EYE-suss”)?

IF CHOICE MADE, ASK:

And do you strongly
(approve/disapprove)
or somewhat (approve/
disapprove)?

Approve/strongly 30%
Approve/somewhat 23%
UNSURE (DNR) 16%
Disapprove/somewhat 9%
Disapprove/strongly 22%

(ISAPP)

Thinking now about threats here in the U.S....

13. How worried are you that there will be another major terrorist attack in the U.S.? Would you say that you are:

(ROTATE CHOICES)

- Very worried,
- Somewhat worried,
- Not too worried, OR
- Not at all worried

that there will be another major terrorist attack in the U.S.?

Very worried 28%
Somewhat worried 43%
Not too worried 20%
Not at all worried 8%
COMBINATION/OTHER (DNR)
UNSURE/REFUSED (DNR) 2%

(TERRW)

Thinking now about economic issues...

14. How worried would you say you are about the current economic conditions? Would you say that you are;

(ROTATE CHOICES)

- Very worried,
- Somewhat worried,
- Not too worried, OR
- Not at all worried?

Very worried..... 35%
Somewhat worried..... 42%
Not too worried..... 16%
Not at all worried..... 6%
COMBINATION/OTHER (DNR)*
UNSURE/REFUSED (DNR)..... 1%

(ECWOR)

And,

15. Do you think that economic conditions in the United States are:

(ROTATE CHOICES)

- Getting better,
- Good and staying the same,
- Poor and staying the same, OR
- Getting worse?

Getting better 30%
Good and staying the same 11%
Poor and staying the same 25%
Getting worse..... 31%
COMBINATION/OTHER (DNR) 1%
UNSURE/REFUSED (DNR)..... 2%

(ECOND)

And, thinking about the economic future...

16. Do you believe that the next generation will be better off economically than the current generation?

IF CHOICE MADE, ASK:

And do you feel strongly
about that?

Yes/strongly 14%
Yes 7%
UNSURE (DNR)..... 8%
No..... 8%
No/strongly 63%

(ECONFUT)

Thinking for a moment about health care...

17. Do you think that the Affordable Care Act, also called Obamacare, (**ROTATE CHOICES**) went too far, did not go far enough, or was about right?

Too far..... 46%
Not far enough 24%
Was about right..... 22%
COMBINATION/OTHER (**DNR**) 1%
NONE (**DNR**)..... 1%
UNSURE/REFUSED (**DNR**)..... 7%

(OCDIS)

Now, thinking specifically about the 2014 political campaigns --

20. Were you personally contacted by a political campaign, political party, or other political organization in ways like receiving mail, receiving a phone call or e-mail, having someone visit your home or talk to you, or through social media like Facebook or Twitter?

Yes (**TO Q21**) 77%
UNSURE (**DNR**) (**TO Q23**)..... 1%
No (**TO Q23**)..... 22%

(SRH)

IF "YES" IN QUESTION 20, ASK:

Which of the following methods were used to contact you during the 2014 political campaigns? For each of the following methods, please tell me if yes, you had contact from a campaign or political organization through this method OR no, you did not have contact through this method. Here is the first one...

	<u>Yes</u>	<u>No</u>	<u>Unsure/Refused</u>
21-1) Postal mail	92%	8%	1%
21-2) E-mail	48%	51%	1%
21-3) A phone call	83%	17%	1%
21-4) Personal visit to your home	24%	76%	*
21-5) Personal meeting in a public place	23%	77%	*
21-6) Social media like Facebook or Twitter	32%	68%	1%

(CONMED1-6)

IF "YES" IN QUESTION 20, ASK:

22. And, would you say that you were directly contacted too many times, about the right amount, or too few times by campaigns and political organizations?

Too many 51%
About the right amount 38%
Too few times 9%
UNSURE/REFUSED (DNR)..... 2%

(CONAMT)

****ASK OF EVERYONE****

Now, thinking about the amount of television advertising that you saw for political candidates during the 2014 political campaigns...

23. On a scale of zero to ten, where zero means "saw no ads at all", five means "saw just the right amount of ads", and ten means, "saw too many ads", where would you rate the number of television ads you saw for political candidates during the 2014 campaign?

<u>No</u>												<u>Saw too many</u>	
<u>Ads</u>												<u>Ads</u>	
7%	1%	2%	1%	2%	20%	2%	6%	7%	4%	47%			

(POLADS)

Now, just a few final questions for statistical purposes only --

D1. What is your age, please?

18-24 5%
25-29 4%
30-34 7%
35-39 11%
40-44 13%
45-54 12%
55-64 19%
65-69 8%
70-74 7%
75-79 4%
80-84 3%
85-89 2%
90 or over *
REFUSED 4%

(ACTAGE)

D2. What is the highest level of education you have completed?

(DO NOT READ, JUST RECORD)

Some grade school (1-8)	1%
Some high school (9-11)	3%
Graduated high school (12).....	19%
Technical/vocational (12).....	3%
Some college (13-15)	23%
Graduated college (16).....	29%
Graduate/professional school (16 or more)	22%
Unsure/Refused	1%

(EDUC)

D3. When thinking about politics and government, do you consider yourself to be...

(READ LIST, ROTATE TOP TO BOTTOM, BOTTOM TO TOP)

Very conservative	19%
Somewhat conservative.....	37%
MODERATE (DNR)	4%
Somewhat liberal	24%
Very liberal	11%
UNSURE/REFUSED (DNR)	6%

(IDEOL)

And,

D4. Generally speaking, do you think of yourself as a Republican, a Democrat, or an Independent?

IF REPUBLICAN OR DEMOCRAT,

ASK: Would you call yourself a strong or a not very strong (Republican/Democrat)

Republican/strong.....	22%
Republican/not strong	9%
Lean Republican.....	9%

Independent

Lean Democrat

Democrat/not strong

Democrat/strong

NO PREFERENCE (DNR)

OTHER (DNR)

UNSURE/REFUSED (DNR)

IF INDEPENDENT OR ANYTHING

ELSE, ASK: Do you think of yourself as closer to the Republican or Democratic Party?

(PARTYID)

D5. Do you consider yourself a part of or do you identify with the Tea Party movement?

IF CHOICE MADE, ASK:

And do you feel strongly about that?

Yes/strongly

Yes

UNSURE (DNR).....

No.....

No/strongly

(TEAMEM)

And,

D6. Which of these statements best describes how you have usually voted in past elections?

**(READ LIST, ROTATE TOP TO
BOTTOM, BOTTOM TO TOP)**

Straight Republican 12%
Mostly Republican..... 24%
A few more Republicans than Democrats 10%
INDEPENDENT/THE PERSON (DNR) 4%
A few more Democrats than Republicans 9%
Mostly Democratic 22%
Straight Democratic 15%
UNSURE/REFUSED (DNR)..... 5%

(PARTY)

D7. Are you a member of a labor union, including trade unions, service employee unions, public employee unions, and teachers unions?

IF NO, THEN ASK: Is anyone in your household a member of one of these types of labor unions?

Labor Union Member 11%
Labor Union Household 4%
Non-Union Household 84%
UNSURE/REFUSED (DNR) 1%

(UNION)

D8. What is your current marital status -- are you -- • single and never married, • married, • separated, • divorced, or •widowed?

Single 20%
Married 58%
Separated 2%
Divorced 9%
Widowed 9%
UNSURE/REFUSED (DNR) 2%

(MARITAL)

D9. Do you have children under the age of 18 living at home?

Yes 35%
No..... 65%
UNSURE/REFUSED (DNR) 1%

(CHILD)

D10. What is the church you or your family attends most often?

Roman Catholic	18%
Baptist.....	15%
Methodist	6%
Episcopalian	1%
Evangelical	3%
Presbyterian	3%
Lutheran.....	4%
Other Protestant	15%
Greek Orthodox	*
Jewish	2%
Mormon / LDS	2%
Quaker / Amish.....	*
Other (SPECIFY).....	2%
NONE (DNR).....	22%
Refused (DNR).....	6%

(DENOM)

IF ANY RELIGIOUS AFFILIATION IN D10, ASK:

D11-1. And how often do you attend church (or synagogue)?

More than once a week	15%
Once a week	34%
Several times a month.....	13%
Once a month.....	6%
Several times a year	15%
Only on holidays.....	9%
NEVER/DON'T ATTEND	7%
UNSURE/REFUSED	2%

(DENOMFRQ)

IF ANY RELIGION NAMED IN D10, THEN ASK:

D11-2. Do you consider yourself to be a born-again or evangelical Christian?

Born-again/evangelical	45%
Not born-again.....	48%
REFUSED (DNR)	7%

(BORN)

****ASK OF EVERYONE****

D12. What do you consider to be your race? Are you white, African-American, Hispanic, Asian, Native American or some other race?

White.....	77%
Black/African-American	13%
Hispanic/Latino (TO D14).....	5%
Asian/Pacific American.....	1%
Native American.....	1%
Other (Specify _____).....	
UNSURE/REFUSED (DNR)	3%

(RACE)

FOR ALL RESPONSES EXCEPT "HISPANIC/LATINO," ASK:

D13. And, do you consider yourself a Hispanic, Latino, or Spanish-speaking American?

Yes5%
No.....94%
UNSURE/REFUSED (DNR) 1%

(HISP)

****ASK OF EVERYONE****

And, thinking about your economic class...

D14. Do you consider yourself to be:

(ROTATE CHOICES, TOP TO BOTTOM, BOTTOM TO TOP)

- Upper class,
- Middle class,
- Low income?

Upper class6%
Middle class70%
Low income.....20%
Working class (DNR).....
Unemployed (DNR).....
Refused (DNR)3%

(ECONCLA2)

D15. Sex/Emp (BY OBSERVATION)

ASK OF EVERYONE: Are you employed outside the house, are you a homemaker, or are you retired?

Male/employed 32%
Male/homemaker..... 1%
Male/retired 13%
Male/not in labor force 2%

Female/employed 23%
Female/homemaker 8%
Female/retired..... 18%
Female/not in labor force 2%

MALE/REFUSED (DNR) 1%
FEMALE/REFUSED (DNR) 1%

(SEXEMP)
