Battleground 2014 (XLV)

FINAL

STUDY #14396
THE TARRANCE GROUP and LAKE RESEARCH PARTNERS
N = 1,000 Registered "likely" voters
SPLIT SAMPLE A/B
Margin of error ± 3.1%
Field Dates: August 23-28, 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 current 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%

And…

B.   What is the likelihood of your voting in the elections for US Congress that will be held in November -- are you extremely likely, very likely, somewhat likely, or not very likely at all to vote?

(CONTINUE)	Extremely Likely	62%
	Very Likely	24%
	Somewhat Likely	14%
(THANK AND TERMINATE)	Not Very Likely	
	UNSURE **(DNR)**	

(UPELECT)

C.   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	10%
	Right direction/somewhat	11%
	UNSURE **(DNR)**	9%
	Wrong track/somewhat	12%
	Wrong track/strongly	58%

(DIRECT)

Q 1-1 or Q 1-2 FOR SPLIT SAMPLE A ONLY

***SPLIT SAMPLE B TO Q2

IF **"RIGHT DIRECTION"** IN QUESTION 1, ASK:

1-1.   Being as specific as you can, what are one or two reasons why you think the country is headed in the right direction?

Healthcare going well	21.3%
Economy doing better / stock market	18.6%
Jobs up / unemployment down	17.2%
General positive	13.8%
Positive feeling about Obama	13.6%
Other	8.1%
Housing market better / new jobs and construction	4.1%
Unsure / Refused	3.3%

(RDOE)

IF **"WRONG TRACK"** IN QUESTION 1, ASK:

1-2.   Being as specific as you can, what are one or two reasons why you think the country is off on the wrong track?

Have issues with Obama / country has lack of leadership	19.3%
Foreign conflicts / poor foreign policy	12.0%
Have issues with Congress	11.4%
The economy is poor	8.7%
Other issues /education, losing religion	7.7%
Other	6.4%
There is too much gov't spending	6.3%
Issues with Obamacare	5.1%
There is a lack of jobs, esp good jobs	5.1%
Immigration issues	3.8%
Unsure / Refused	3.5%
Police shootings / police militarization / racism	3.3%
Government is too big	2.9%
Republicans	2.3%
Taxation / wealth gap	2.0%

(WTOE)

ASK OF EVERYONE

Now thinking again about the 2014 elections…

2.   If the election for CONGRESS were being held today, and you had to make a choice, would you be voting for **-- (ROTATE) –**

• the Republican candidate or
• the Democratic candidate, in your Congressional district?

IF "UNDECIDED", ASK: And which party's candidate do you lean toward at this time?	Republican 43%
	Lean Republican 3%
	UNDECIDED **(DNR)** 12%
	Lean Democratic 3%
	Democratic...39%

(GENCONG)

And, still thinking about your vote for Congress…

3.   What is most likely to drive your vote for Congress? Would you say it will be:
        (RANDOMIZE CHOICES)

- Your feelings about President Obama
- 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%
Obamacare 13%
The economy 24%
Social Security and Medicare 10%
Women's issues 5%
Behavior of your Member of Congress 15%
COMBINATION/OTHER **(DNR)** 17%
NONE **(DNR)** 2%
UNSURE/REFUSED **(DNR)** 3%

(VTMOT)

Now, thinking about President Barack Obama…

4.   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..27%
	Approve 17%
	UNSURE **(DNR)**..5%
	Disapprove..6%
	Disapprove/strongly 45%

(BHOJA)

4

Still thinking about President Obama…

I am going to read you several issues. For each one, please tell me if you approve or disapprove of the job that President Obama is doing on this issue. Here is the first one…
(RANDOMIZE)
IF CHOICE MADE, ASK: Is that strongly (approve/disapprove) or somewhat (approve/disapprove)?

		APPROVE			DISAPPROVE	
		strng	**smwht**	**UNSURE (DNR)**	**smwht**	**strng**
5.	The economy **(PROMPT: DO YOU APPROVE OR DISAPPROVE OF THE JOB THAT PRESIDENT OBAMA IS DOING ON THIS ISSUE?)**	21%	23%	2%	13%	41%
6.	Solving problems	19%	24%	3%	15%	40%
7.	Working with Congress	21%	19%	3%	16%	41%
8.	The federal budget and spending	17%	18%	4%	13%	48%
9.	Jobs	24%	23%	3%	15%	35%
10.	Taxes	18%	27%	5%	15%	35%
11.	Foreign policy	17%	21%	4%	13%	45%
12.	Social Security	20%	23%	12%	18%	27%
13.	Medicare	25%	21%	10%	15%	29%
14.	Standing up for the middle class	31%	19%	2%	14%	34%
15.	Representing middle class values	28%	20%	3%	13%	36%
16.	Immigration	17%	21%	5%	12%	46%

(BOJA1-12)

(END RANDOMIZATION)

Thinking now about Congress…

17. How would you rate the job Congress is doing? Do you approve or disapprove of the job they are doing?

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

Approve/strongly 6%
Approve 10%
UNSURE (**DNR**)... 5%
Disapprove... 14%
Disapprove/strongly 65%

(CONJA)

Now, still thinking about issues facing this country…

I am going to read you a list of issues. Please listen as I read the list and tell me, for each one, whether you have more confidence in -- (**ROTATE**) ● **the Republican Party, OR** ● **the Democratic Party –** to deal with this issue. Here is the first one:

(READ LIST & ROTATE)	GOP PARTY	DEM PARTY	BOTH EQUAL (DNR)	NEITHER (DNR)	UNSURE (DNR)
18. The economy (PROMPT: WHO DO YOU THINK COULD DO A BETTER JOB DEALING WITH THIS ISSUE -- (ROTATE) ● THE REPUBLICAN PARTY, OR ● THE DEMOCRATIC PARTY?)	49%	42%	1%	6%	2%
19. Solving problems	40%	41%	2%	13%	3%
20. The federal budget and spending	51%	38%	1%	8%	2%
21. Jobs	47%	46%	1%	4%	2%
22. Taxes	48%	42%	1%	6%	3%
23. Foreign policy	50%	40%	1%	4%	4%
24. Social Security	41%	47%	1%	7%	4%
25. Medicare	39%	50%	1%	6%	5%
26. Standing up for the middle class	37%	52%	1%	8%	2%
27. Representing middle class values	39%	51%	1%	7%	2%
28. Immigration	48%	41%	1%	7%	3%

(PARIH1-11)

(END ROTATION)

And,

29. Do you think that your personal economic situation has gotten better, worse, or stayed the same over the past four years?

Gotten better **(TO Q30)**...29%
Gotten worse **(TO Q31)** 36%
Stayed the same **(TO Q32)**.....................................35%
COMBINATION/OTHER **(DNR) (TO Q70)**...............
NONE **(DNR) (TO Q70)**...
UNSURE/REFUSED **(DNR) (TO Q70)**.....................*

(PECSTA)

IF GOTTEN BETTER, THEN ASK:

Thinking more about your personal economic situation…

30. What would you say is the economic issue that makes you feel things have gotten better? Would you say that it is:
(RANDOMIZE CHOICES)

- Making enough money,
- Having a good job,
- The national economy getting better, OR
- Your own personal improvement?

Making enough money 7%
Having a good job..24%
National economy getting better..............................37%
Your own personal improvement 22%
COMBINATION/OTHER **(DNR)** 9%
NONE **(DNR)**..1%
UNSURE/REFUSED **(DNR)**...................................1%

(ECONB)

Thinking more about your personal economic situation…

31.   What would you say is the economic issue that personally worries you the most? Would you say that it is:
        (RANDOMIZE CHOICES)

- Having a secure retirement,
- Having enough money to pay your bills and the rising cost of daily goods,
- Affordable health care,
- Finding or keeping a good job,
- Having enough money to afford college or post high school education, OR
- Increasing taxes?

Retirement	16%
Money to pay bills/rising cost of daily goods	34%
Health care	12%
Finding/keeping good job	12%
Afford college/post-HS education	3%
Increasing taxes	10%
COMBINATION/OTHER **(DNR)**	13%
NONE **(DNR)**	*
UNSURE/REFUSED **(DNR)**	1%

(ECONW)

Thinking more about your personal economic situation…

32.   What would you say is the economic issue that makes you think things are about the same?
        Would you say that it is:
        (RANDOMIZE CHOICES)

- Worries about your job security,
- Having enough money to pay your bills and the rising cost of daily goods,
- Health care costs,
- Your own personal issues,
- Having enough money to afford college or post high school education, OR
- Increasing taxes?

Job security	7%
Money to pay bills	39%
Health care costs	10%
Personal issues	14%
Afford college/post-HS education	12%
Increasing taxes	5%
COMBINATION/OTHER **(DNR)**	7%
NONE **(DNR)**	4%
UNSURE/REFUSED **(DNR)**	2%

(ECONS)

Still thinking about these issues…
Now, just a few final questions for statistical purposes only --

D1.   What is your age, please?

18-24	6%
25-29	6%
30-34	7%
35-39	11%
40-44	10%
45-54	14%
55-64	17%
65-69	9%
70-74	6%
75-79	4%
80-84	4%
85-89	1%
90 or over	1%
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)	17%
Technical/vocational (12)	4%
Some college (13-15)	23%
Graduated college (16)	34%
Graduate/professional school (16 or more)	18%
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	22%
Somewhat conservative	36%
MODERATE **(DNR)**	3%
Somewhat liberal	27%
Very liberal	10%
UNSURE/REFUSED **(DNR)**	3%

(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..21%
Republican/not strong 10%
Lean Republican...9%

Independent 17%

Lean Democrat 9%

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

Democrat/not strong..10%
Democrat/strong...22%

NO PREFERENCE **(DNR)** 1%
OTHER **(DNR)** ....*
UNSURE/REFUSED **(DNR)** 1%

(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..13%
Yes 9%
UNSURE **(DNR)**...4%
No...27%
No/strongly 47%

(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...25%
A few more Republicans than Democrats 12%
INDEPENDENT/THE PERSON **(DNR)** 3%
A few more Democrats than Republicans................10%
Mostly Democratic 21%
Straight Democratic...17%
UNSURE/REFUSED (DNR)....................................2%

(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...10%
Labor Union Household...3%
Non-Union Household 86%
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 59%
Separated 2%
Divorced 10%
Widowed 9%
UNSURE/REFUSED **(DNR)** 1%

(MARITAL)

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

Yes 31%
No...69%
UNSURE/REFUSED **(DNR)** .... *

(CHILD)

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

Roman Catholic 21%
Baptist..15%
Methodist..6%
Episcopalian 2%
Evangelical 4%
Presbyterian 4%
Lutheran...5%
Other Protestant 14%
Greek Orthodox ....*
Jewish 2%
Mormon / LDS 2%
Quaker / Amish..
Other **(SPECIFY)**_____ 2%
NONE **(DNR)**..20%
Refused **(DNR)**...4%

(DENOM)

IF ANY RELIGIOUS AFFILIATION IN D10, ASK:

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

More than once a week 16%
Once a week 33%
Several times a month...15%
Once a month...8%
Several times a year..13%
Only on holidays...11%
NEVER/DON'T ATTEND 3%
UNSURE/REFUSED 1%

(DENOMFRQ)

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

> Born-again/evangelical 44%
> Not born-again 49%
> REFUSED (**DNR**) 8%

(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...78%
> Black/African-American 13%
> Hispanic/Latino (**TO D14**)...5%
> Asian/Pacific American...1%
> Native American..1%
> Other (**Specify** _____)...1%
> UNSURE/REFUSED (**DNR**) 2%

(RACE)

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

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

> Yes 4%
> No...95%
> 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 class 7%
> Middle class 71%
> Low income...20%
> Working class (**DNR**).................................*
> Unemployed (**DNR**)....................................*
> Refused (**DNR**) 2%

(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 30%
Male/homemaker 1%
Male/retired 13%
Male/not in labor force 3%

Female/employed 25%
Female/homemaker 7%
Female/retired... 18%
Female/not in labor force 2%

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

(SEXEMP)