

TO: INTERESTED PARTIES

FR: BILL MCINTURFF/ELIZABETH HARRINGTON, PUBLIC OPINION STRATEGIES

DT: NOVEMBER 3, 2014

RE: KEY FINDINGS FROM A PRE-ELECTION NATIONAL TELEPHONE SURVEY OF LIKELY

VOTERS

METHODOLOGY:

Public Opinion Strategies conducted a national telephone survey of 800 likely voters (560 landline; 240 cell phone), from October 30-November 2, 2014. The margin of error on a sample of 800 interviews is ±3.46%.

KEY FINDINGS:

Economic issues will be a deciding factor in how people vote in this year's elections. Nearly all voters (96%) say economic issues are important to their vote, with 74% of voters saying economic issues are "extremely" or "very important" in determining how they will vote.

• Respondents were asked the following question: "Thinking about this year's elections...how important are economic issues in determining how you will vote?"

33% Extremely important

41% Very important

22% Somewhat important

3% Not too important

1% Not at all important

• Republicans, Independents, and Demcrats all see economic issues as being important to their vote this year.

Extreme	lv/	Verv I	<i>Important</i>
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Republicans 79% Independents 67% Democrats 69%

- Economic issues are extremely important to the following voter sub-groups:
 - Strong Republicans (46% Extremely Important)
 - Stay at home moms (45%)
 - Very conservative voters (44%)
 - Voters with an annual household income below \$20,000 (43%)
 - Conservative Democrats (43%)
 - Tea Party supporters (43%)
 - Men age 55+ (39%)
 - Voters age 35-44 (39%)
 - African Americans (39%)

We tested seven different things Congress could do to help create jobs and improve the economy. Simplifying the tax code was the most supported item we tested with more than eight out of ten voters favoring it, and 62% strongly favoring it. Four out of the seven items we tested receive a majority of support among voters: Simplifying the tax code (86% favor), Cutting federal spending (74%), Passing immigration reform (69%), and Making new trade agreements with Europe and Asia (63%).

• Respondents were read the following: "Now I am going to read you different things some people say Congress needs to do to help create jobs and improve the economy. Please tell me if you would favor or oppose Congress doing each item. (If Favor/Oppose) And, do you strongly (favor/oppose) Congress passing this, or just somewhat (favor/oppose)?" The table below shows the items we tested and the percentage of voters that strongly favor, total favor, total oppose for each.

	% Strongly Favor	% Total Favor	% Total Oppose
Simplifying the tax code	62%	86%	6%
Cutting federal spending	53%	74%	23%
Passing immigration reform (half sampled)	43%	69%	24%
Making new trade agreements with Europe and Asia	20%	63%	25%
Passing immigration reform that would eventually create a pathway to citizenship for illegal immigrants who are already in the country (half sampled)	26%	50%	46%
Lowering corporate tax rates	26%	45%	48%
Increasing federal spending	7%	20%	77%

- There is support for Congress doing the following items to help create jobs and improve the economy across party:
 - Simplifying the tax code (%Total Favor = GOP 92%, IND 88%, DEM 81%)
 - Cutting federal spending (%Total Favor = GOP 89%, IND 76%, DEM 58%)
 - Passing immigration reform (%Total Favor = GOP 61%, IND –64%, DEM 77%)
 - Making new trade agreements with Europe and Asia (%Total Favor = GOP 59%, IND 63%, DEM 68%)
- There is a majority of opposition across party for Congress increasing federal spending (%Total Oppose = GOP – 94%, IND – 82%, DEM – 59%).
- As noted in the table on the previous page, support for immigration reform decreases when linked to creating a pathway to citizenship for illegal immigrants who are already in the United States.

When asked specifically about the U.S. tax code, voters overwhelmingly believe both parties need to work together to update it and Congress needs to make sure it works better for today's families and businesses. Voters believe the U.S. tax code has a major influence on the country's ability to create jobs and grow the economy. Voters also believe that making the U.S. tax code simpler and more fair will spur economic growth and opportunity faster than any other action the government could take.

• Respondents were read the following: "Now, the following are some different statements that you could hear about the U.S. tax code. Please tell me if you agree or disagree with each statement. (If Agree/Disagree) And, do you strongly (agree/disagree) with this statement, or just somewhat (agree/disagree)?"

	% Strongly Agree	% Total Agree	% Total Disagree
Republicans and Democrats need to work together to update the U.S. tax code and get America back working at its full potential.	84%	95%	4%
Congress has not made significant reforms to the U.S. tax code since 1986. The next Congress needs to update the tax code so that it works better for today's families and businesses.	72%	93%	4%
The U.S. tax code has a major influence on the country's ability to create jobs and grow the economy.	51%	81%	15%
Making the U.S. tax code simpler and more fair will spur economic growth and opportunity faster than any other action the government could take.	47%	76%	18%