



NORTH STAR OPINION RESEARCH

National Survey of Registered Voters

November 4, 5, 6 and 8, 2014

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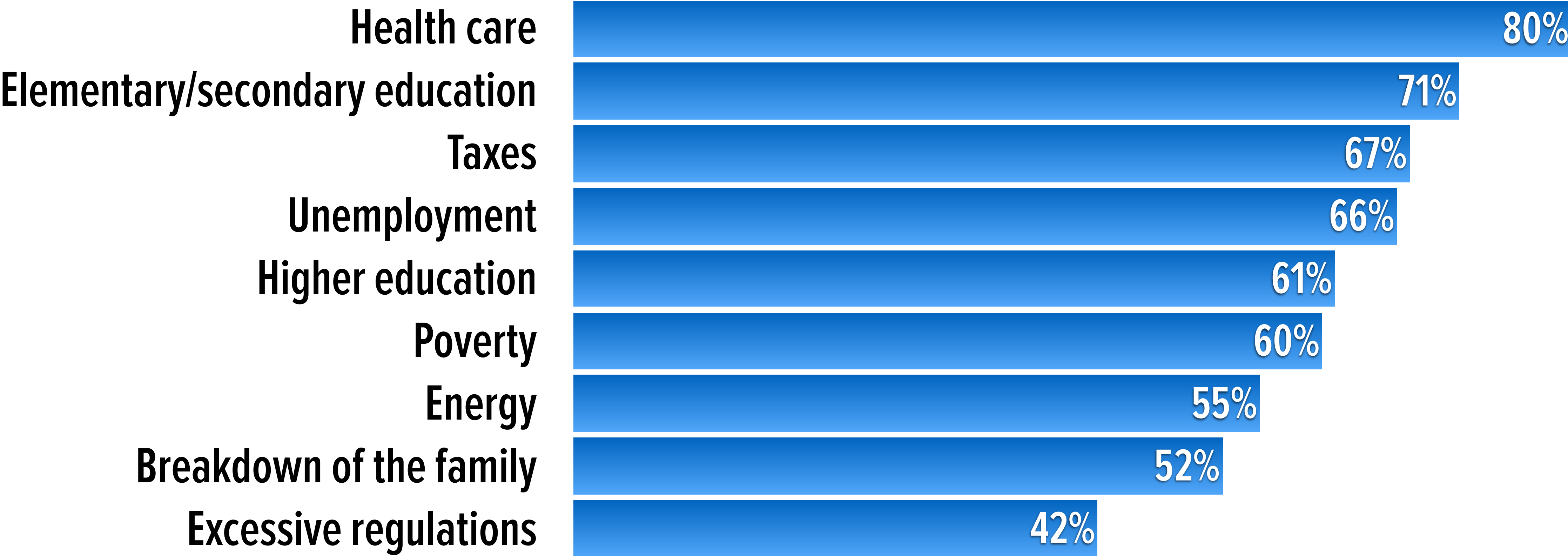
Methodology

- 1000 interviews conducted November 4, 5, 6, and 8, 2014.
- Respondents were contacted by live interviewers, using a random digit dial sample.
- 35 percent of respondents were interviewed on their cell phones.
- Quotas were set for race, gender, age, and state to reflect registration.
- Margin of error for the full sample is ± 3.1 percent, and is higher for subgroups.

Voters deem numerous issues to be very important in determining their vote for Congress.

Now I am going to read a list of possible issues that were discussed in congressional campaigns this fall. Would you please tell me if each one is very important, somewhat important, or not too important in determining your vote for Congress and other federal government offices?

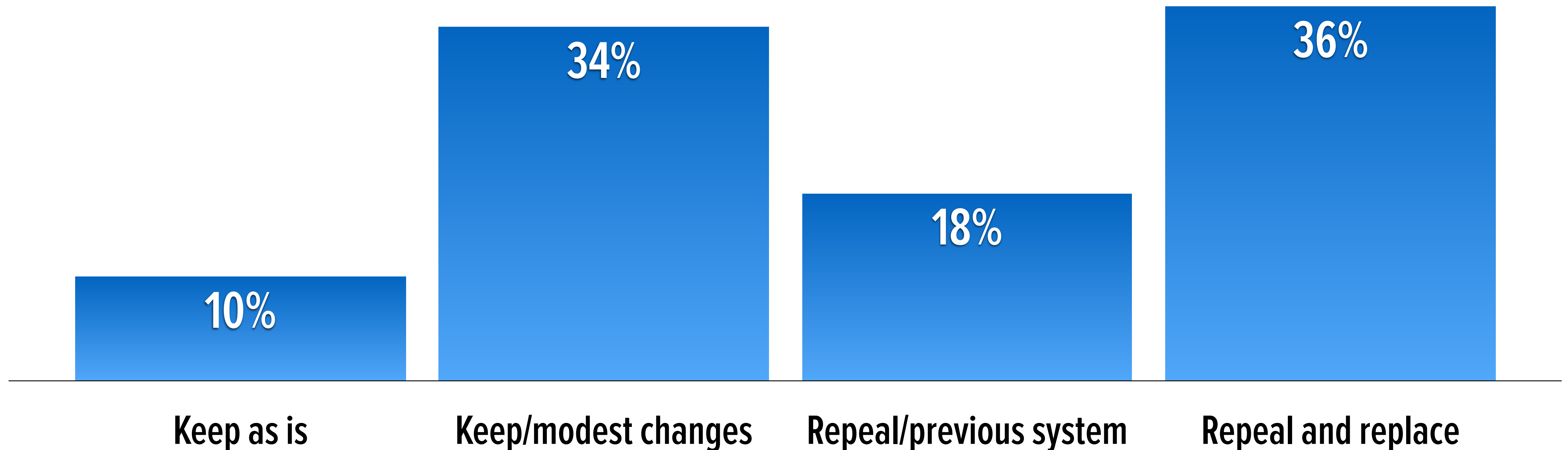
Ranked By Percent “Very Important”



Health Care

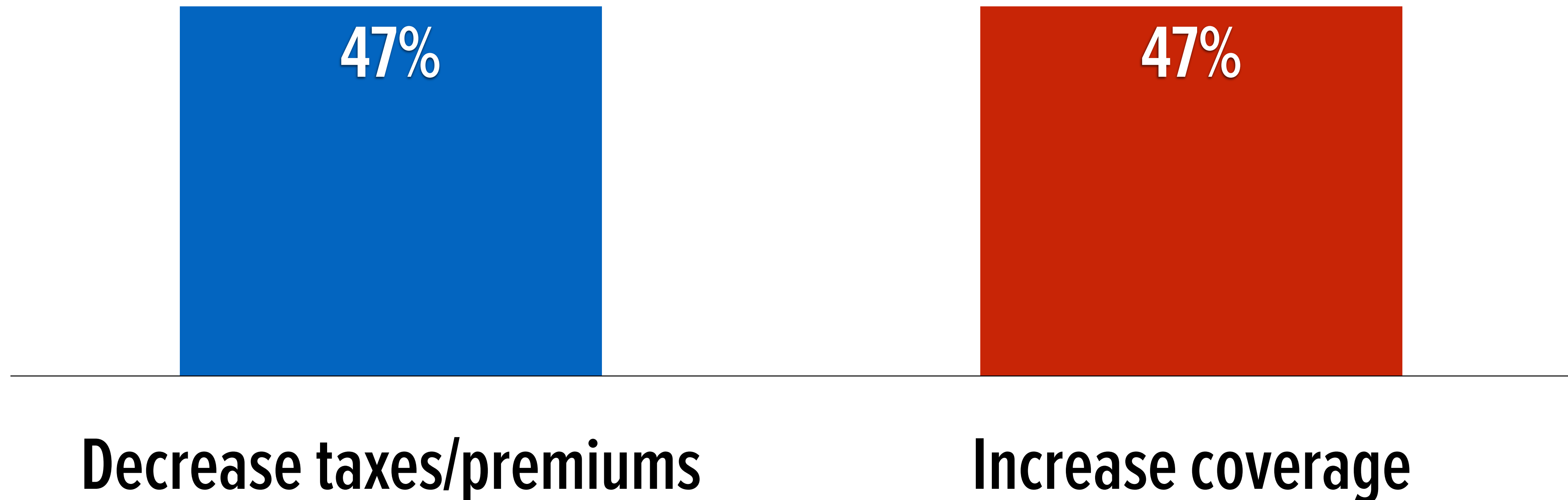
Only one out of ten voters wants to keep Obamacare as is.

Which of the following comes closer to your view: a) we need to keep Obamacare as is; b) we need to keep Obamacare in place, but continue to make modest changes to the law and fix what is not working; c) we need to repeal Obamacare, and go back to the health care system we had before; d) we need to repeal Obamacare and replace it with reforms that lower costs and put patients first?



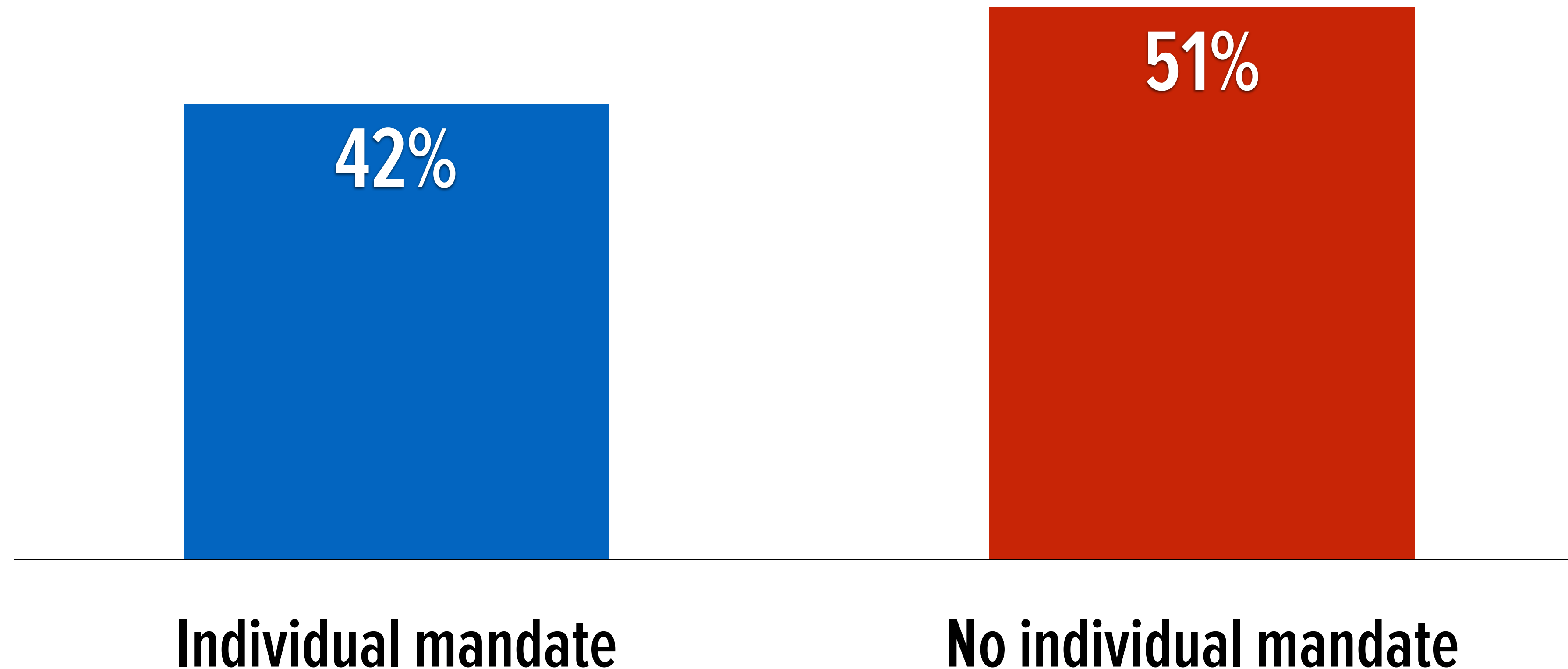
Voters split down the middle on whether the higher priority is keeping taxes and premiums down or covering nearly all medical expenses.

When considering changes to the health-care system, which goal is more important to you: a) keeping taxes and premiums down and making coverage widely available, even if it means some people will have protection only from major medical expenses; b) making sure people have coverage for nearly all medical expenses, even if it means taxes and premiums go higher?



A majority of voters believe we can find ways other than forcing people to buy insurance to deal with pre-existing conditions.

Which statement comes closer to your view: a) we should make it illegal for insurance companies to discriminate against people with pre-existing conditions. To make this policy work, we have to require everyone to buy health insurance; b) we can find other ways to protect people with pre-existing conditions and should not force people to buy insurance?

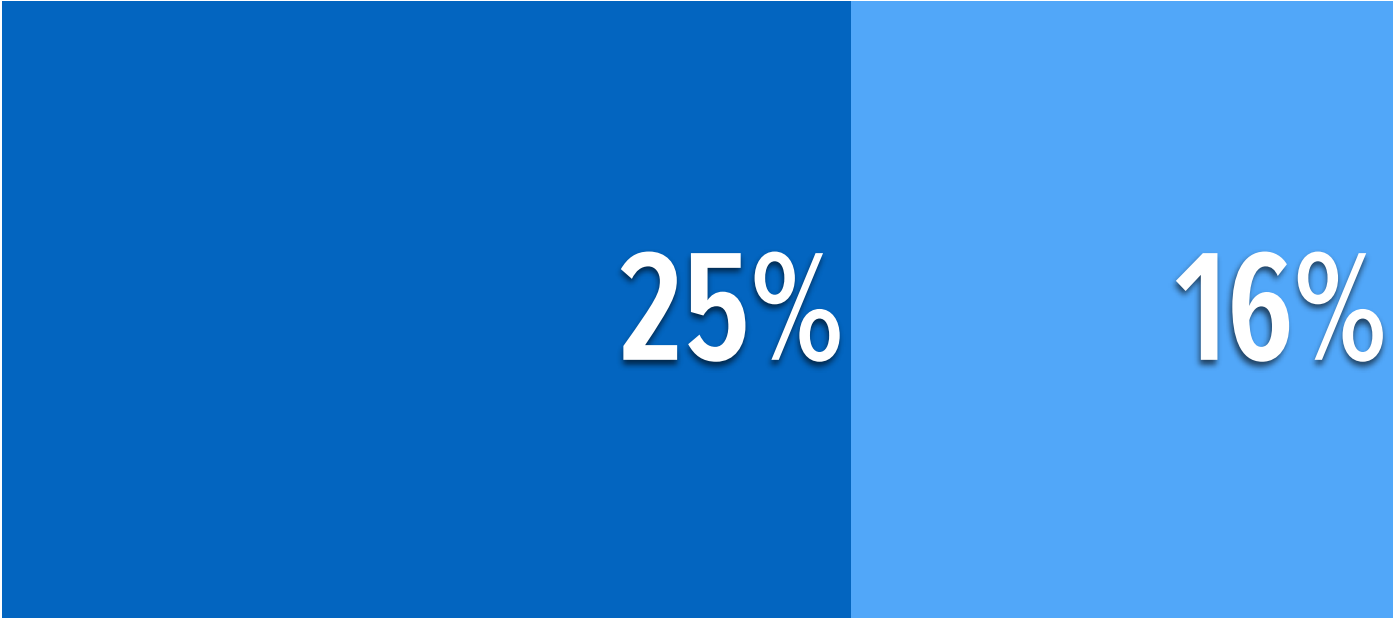
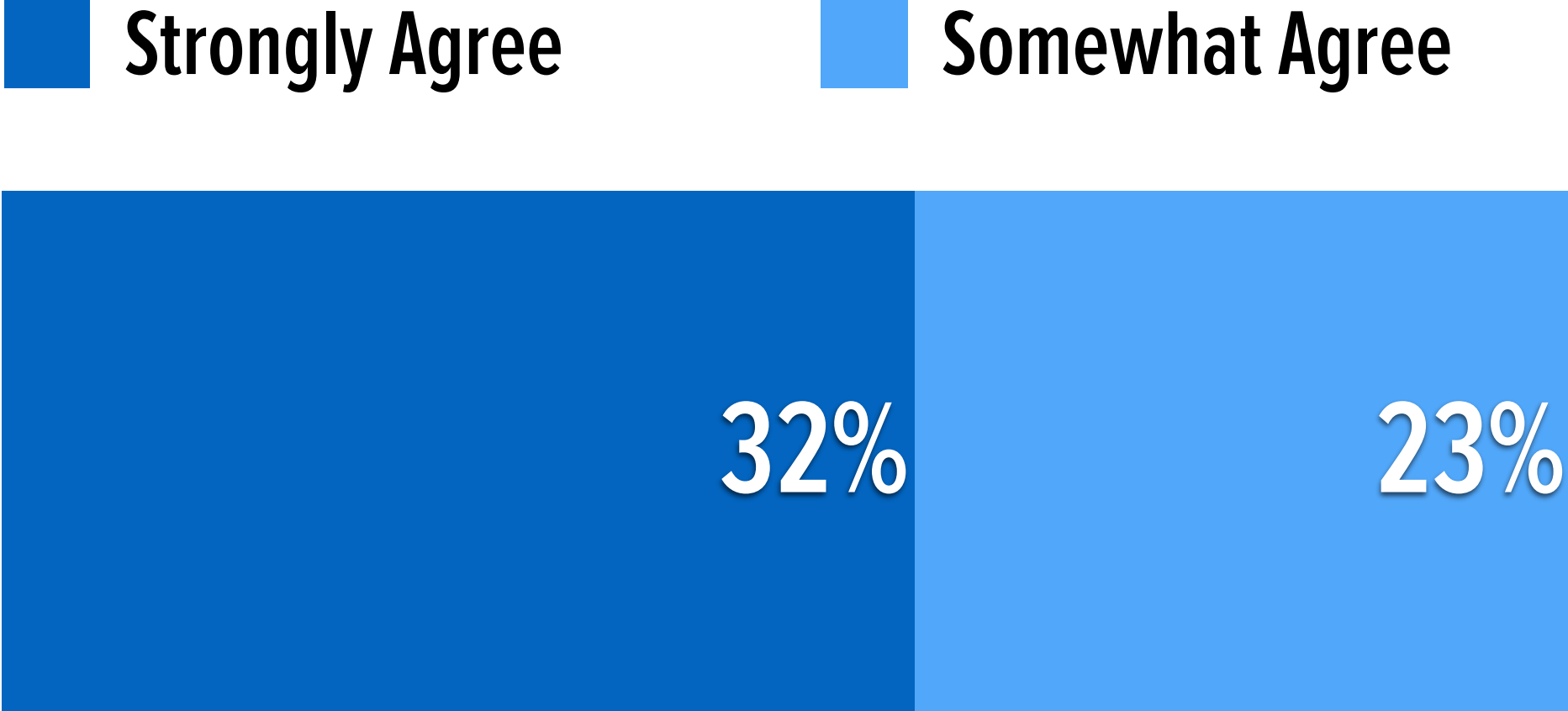


A majority of voters think we should start over on health care reform rather than try to fix the Affordable Care Act.

Here are two statements about health care reform. Which one do you agree with more?

Congressman A says Obamacare puts Washington in control of our health care. We need to start over and give power to patients and their doctors. The government should give tax credits to help people without coverage buy it, and protect them from losing coverage. We should give people the freedom to buy the plans they want. The result would be a new health care system with lower costs, more choices, and more freedom.

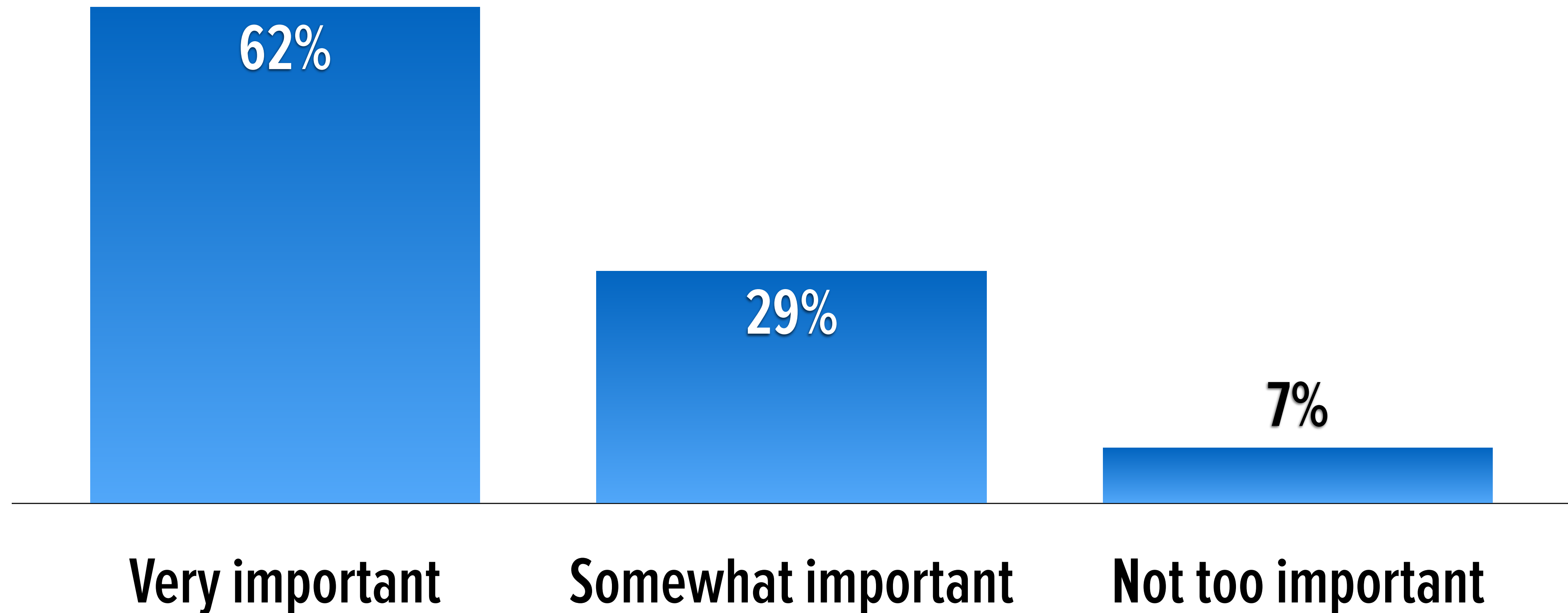
Congressman B says the Affordable Care Act is a start, but it's not perfect. We should keep the parts that work and fix the rest. The law stops insurance companies from dropping people or raising rates when they get sick, charging women more than men, and skimping on preventive care like cancer screenings. Repealing the law now will mean more political fighting, hurt a lot of people, and put the insurance companies back in charge.



Tax Reform

An overwhelming majority of voters believe it is very important to provide tax relief to working parents.

In this environment, how important do you think it is to provide tax relief for working parents?

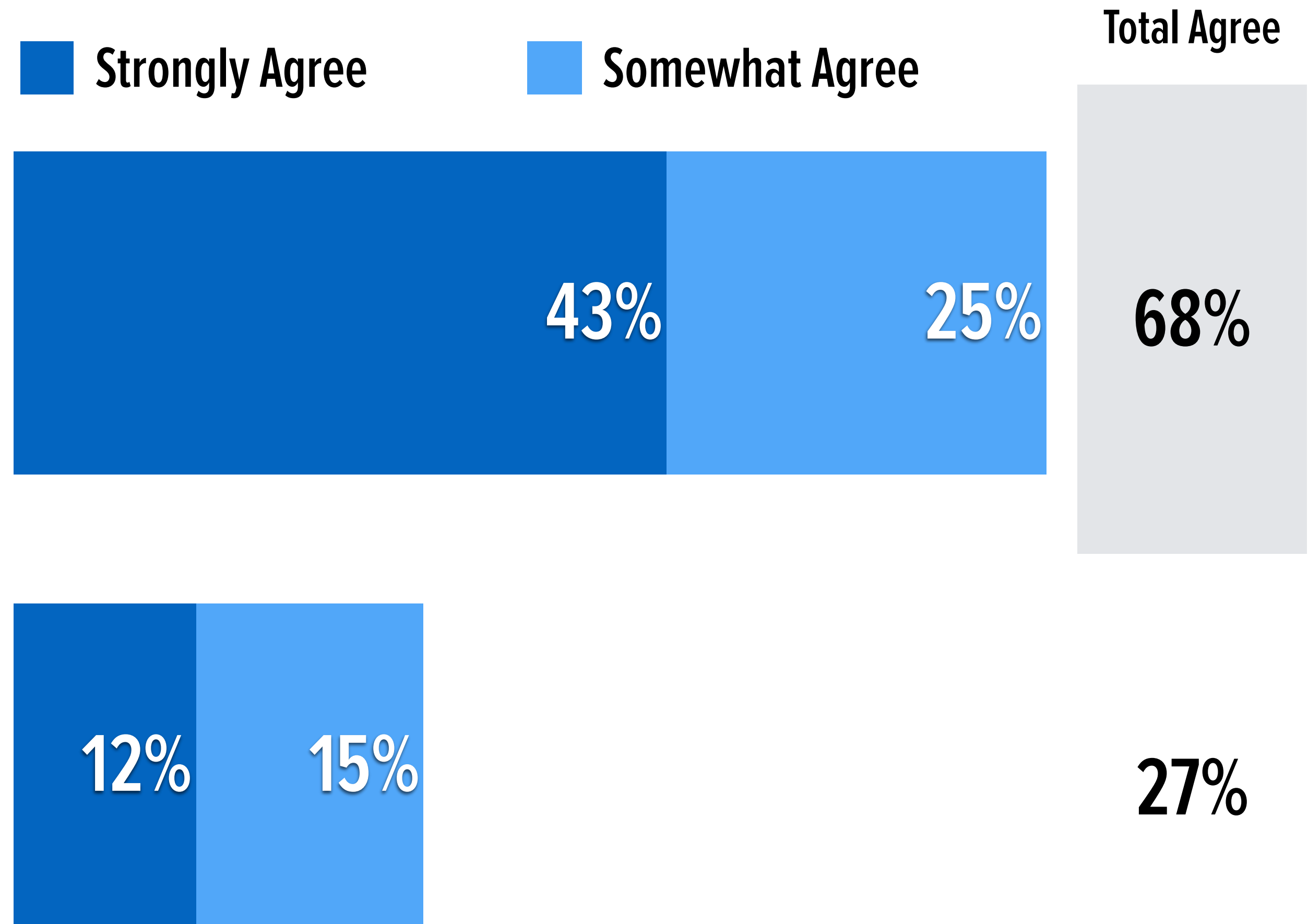


More than two-thirds of voters believe middle class parents need tax relief.

Here are two statements about tax reform. Which one do you agree with more?

Congressman A says that middle-class parents need tax relief. Raising the next generation is an investment in our nation's future, so we should let parents keep more of their own money to do it. We should give parents a tax credit of \$2500 per year for each child under 18, and pay for it by eliminating tax breaks for corporations and the wealthy. The tax code should be pro-growth, pro-family, and pro-children.

Congressman B says that it is not appropriate to use the tax code to try to help families with children or for any other social goal. We should not give parents an advantage over people who choose not to have children. The purpose of the tax code should be to raise money for the government, period. Then everyone can make their own choices without being influenced by social engineers in the federal government.



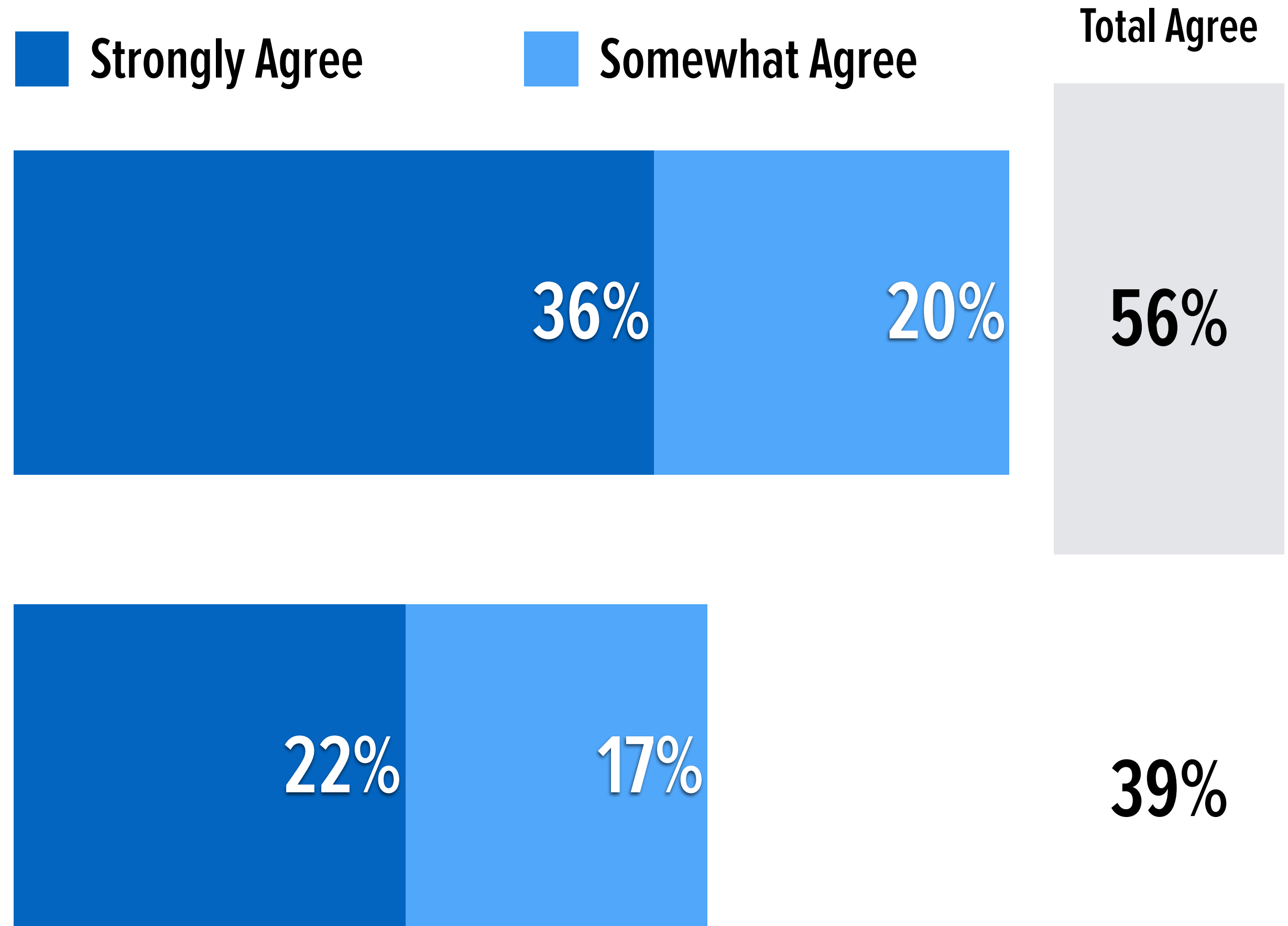
Education

A majority of voters think it takes more than money to improve elementary and secondary schools.

Here are two statements about education reform. Which one do you agree with more?

Congressman A says we need more than money to improve elementary and secondary schools. We should give parents more power to choose specialized curricula for their children, such as advanced science courses, foreign language courses, or art instruction. We need to direct more money to our classrooms, and less to bureaucracy. We need to free teachers from endless rules. Washington can't create good schools. It should create an environment where teachers, parents, and communities can build better schools.

Congressman B says we will never improve elementary and secondary education until we invest more money in our schools. We need to dramatically raise teachers' salaries, and increase the amount we spend per student. "School choice" is just an excuse to take desperately needed money away from public schools and give it to private and parochial schools. And the federal government should direct money wisely to help local schools.

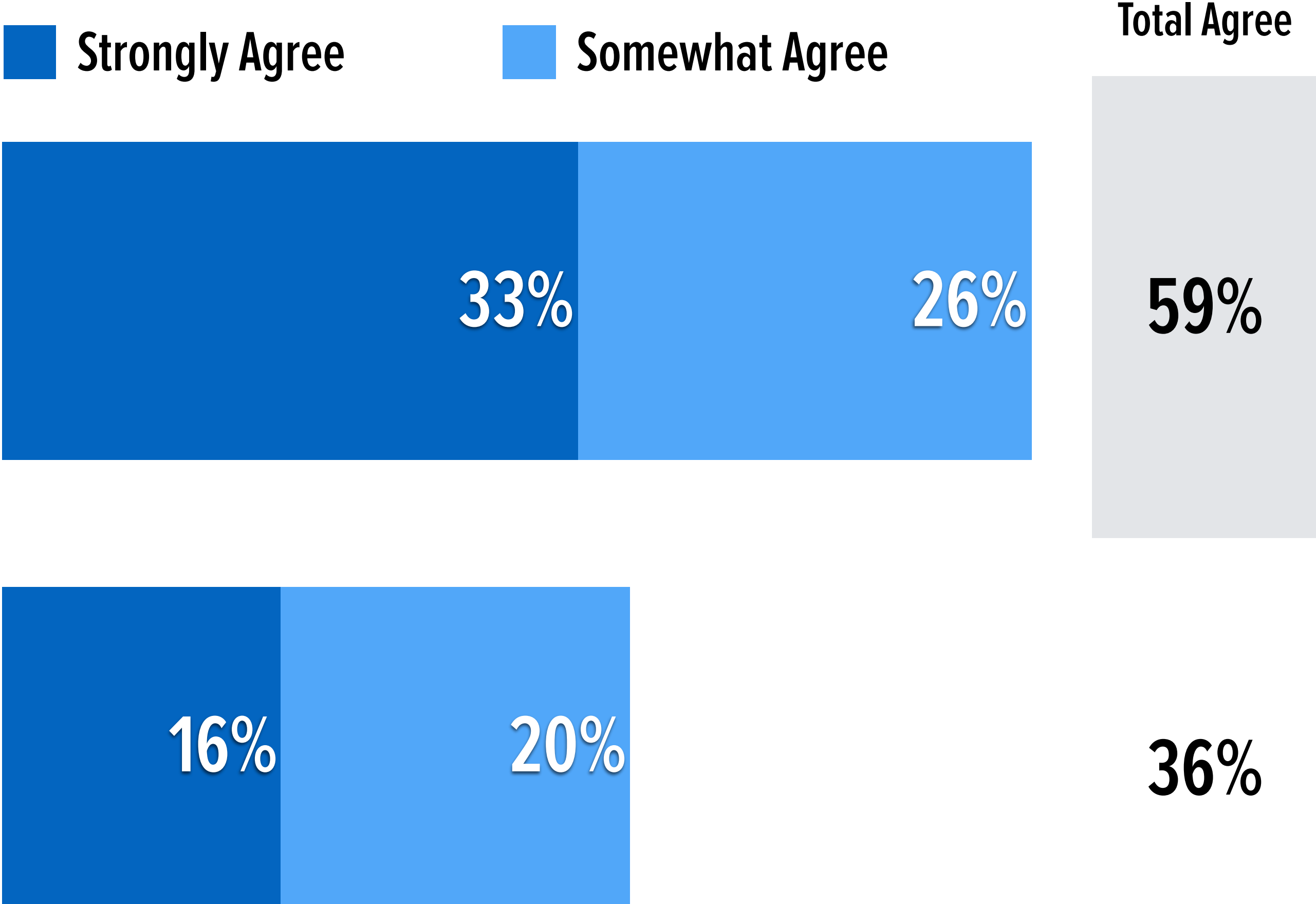


A strong majority believes we need to rethink traditional higher education.

Here are two statements about reforming higher education. Which one do you agree with more?

Congressman A says we need to rethink traditional higher education so it's more affordable and better tailored to students' needs. The cost of higher education is exploding, but too many graduates cannot get good jobs or pay off student loans. Colleges should share the costs when graduates default. They should tell parents how their graduates are performing in the labor market after they graduate. And young adults should have better occupational training and apprenticeship options.

Congressman B says we need to invest more money in our higher education system to be competitive in the 21st century. Student loans should be more generous, and we should forgive those loans if students go into public service. We should invest in universities because the research they do leads to new discoveries, new businesses, and more jobs. We have the best higher education system in the world, and we should not change what is working.



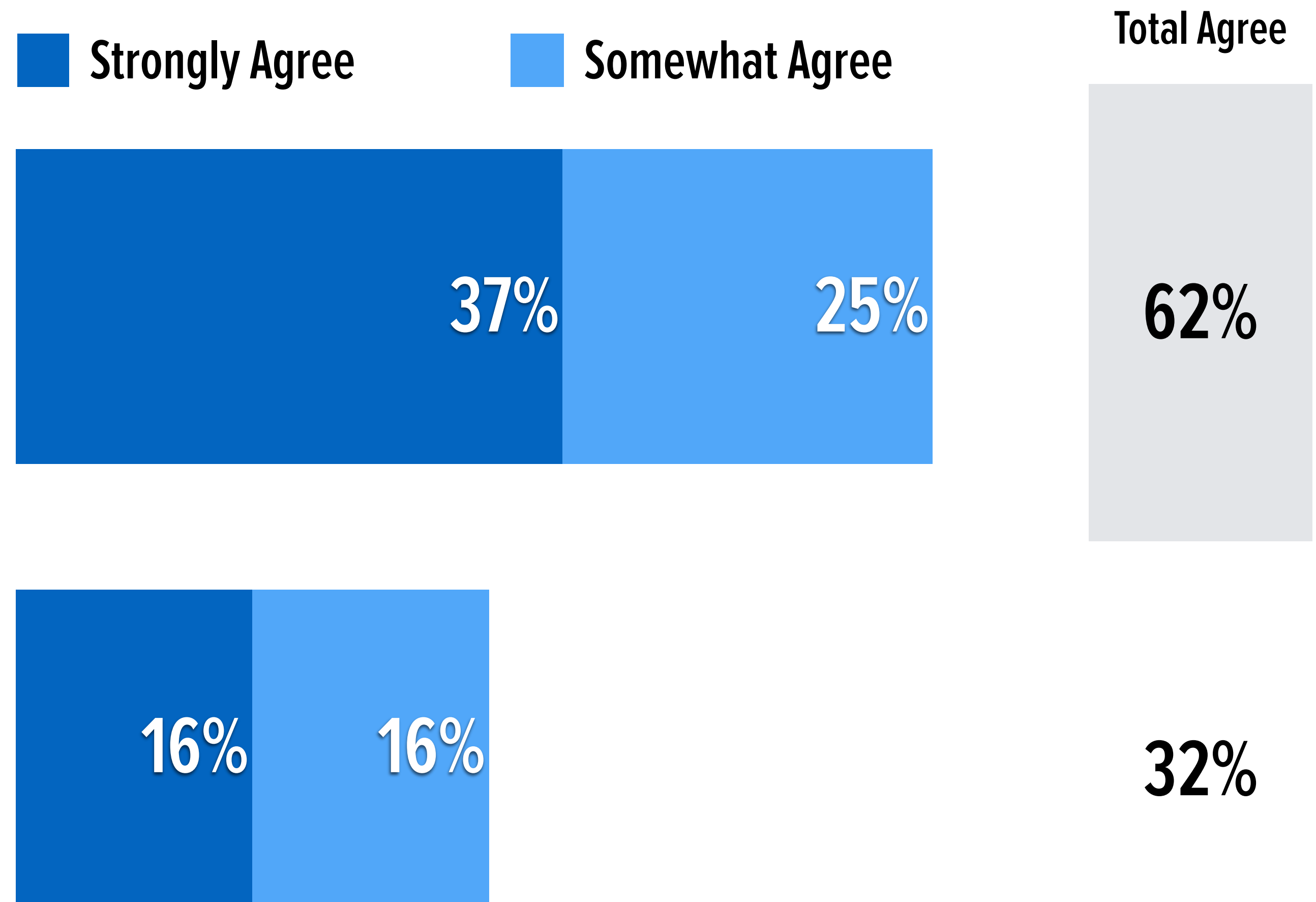
Anti-Poverty and Unemployment

By almost two-to-one, voters believe the goal of anti-poverty programs should be to move people from dependency to self-sufficiency.

Here are two statements about reforming anti-poverty programs. Which one do you agree with more?

Congressman A says the goal of anti-poverty programs should be to move people out of poverty into the world of work, from dependency to self-sufficiency. Federal bureaucracies spending billions of dollars have failed. It's time to try something different. The federal government should send anti-poverty money to the states, and let them design programs to meet their needs. The government should supplement the wages of low-income people so work pays better than being on welfare.

Congressman B says pushing people on public assistance to "get a job" is blaming the victim. Big corporations have moved millions of good jobs overseas. Our economy is creating fewer opportunities than it once did for people to work their way into the middle class. We can't trust all the states to provide the level of assistance people need to live, so the federal government should ensure a basic standard of living for all Americans.

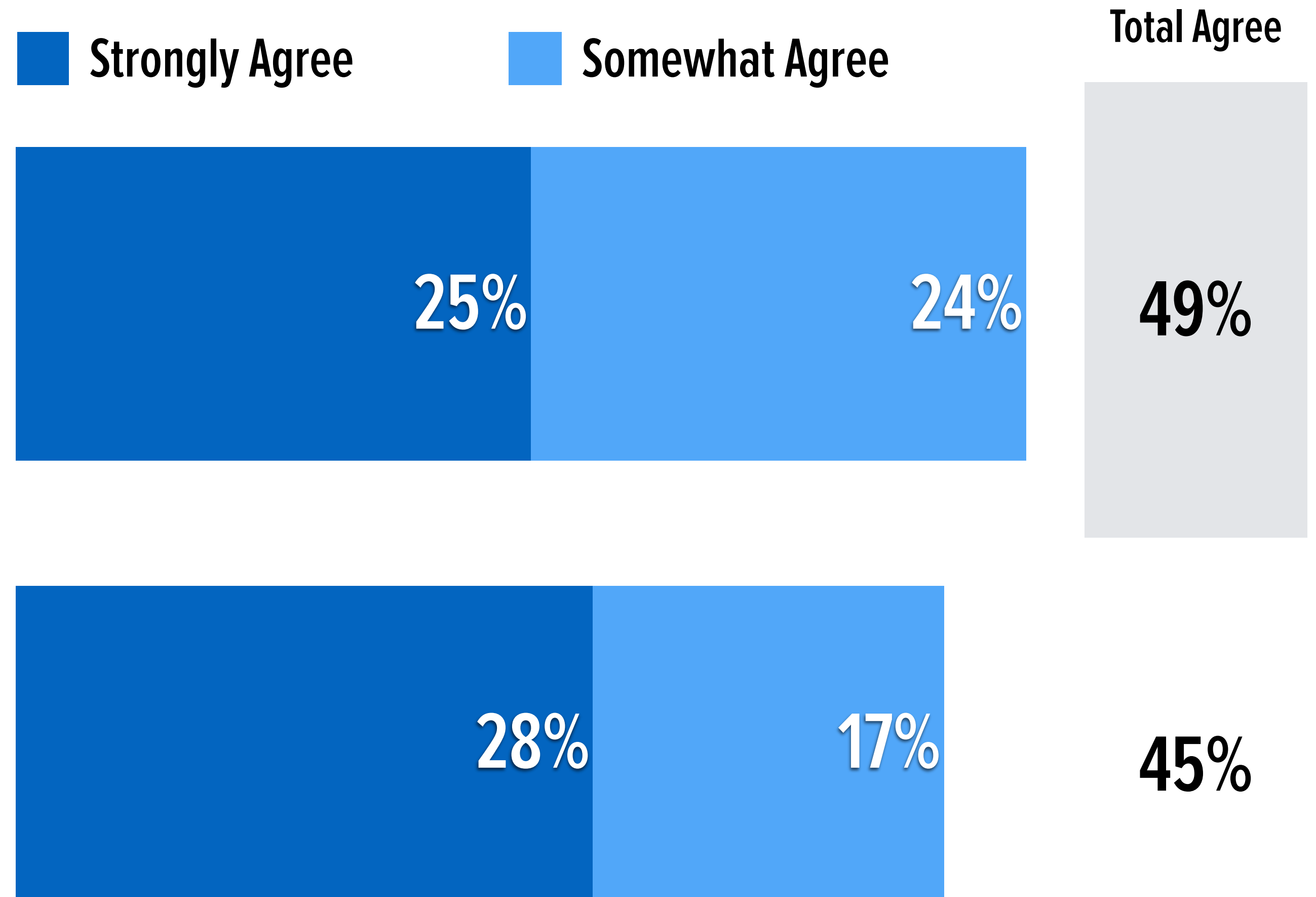


Voters split on the best way to get the long-term unemployed back to work.

Here are two statements about getting the unemployed back to work. Which one do you agree with more?

Congressman A says the Great Recession of 2008 has created serious problems for people who want to work but who have been unemployed for a long time. The government should make it easier to use unemployment benefits to relocate to places with better job markets. It should provide tax credits for companies that train and hire the long-term unemployed. We need to make it easier for those who want to work to do so.

Congressman B says long-term unemployment is caused by large corporations moving American jobs overseas. We need to go after these corporate deserters who are leaving American workers behind. The federal government should invest in green energy and infrastructure to create jobs. We should extend unemployment assistance for those who need it. We need to close tax loopholes and make the wealthy pay their fair share to support people who lost jobs.



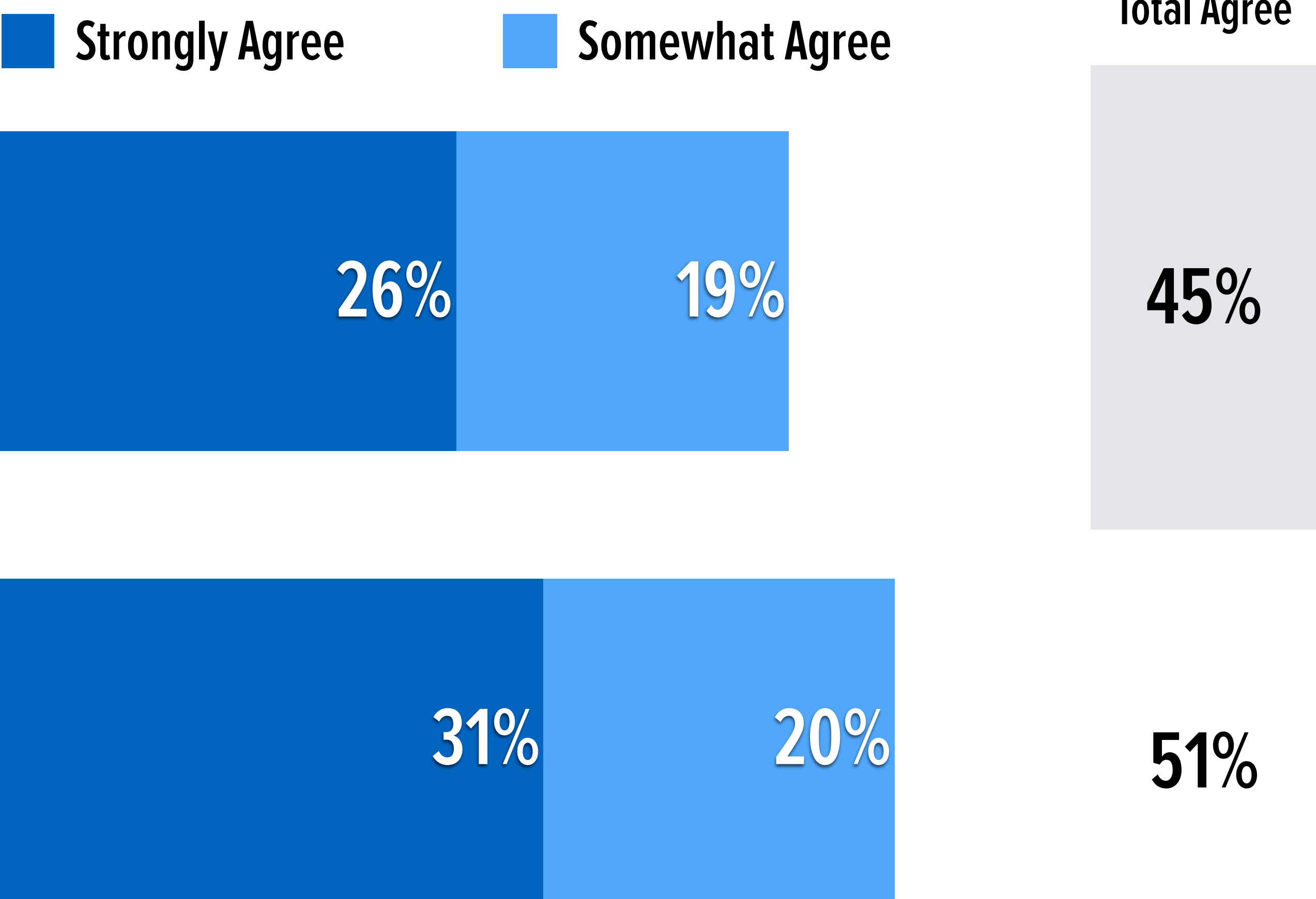
Traditional Family

In a sign of the times, a slight majority believes America has moved beyond the traditional family.

Here are two statements about marriage and the family. Which one do you agree with more?

Congressman A says the breakdown of marriage and families is a major problem facing our country. We should eliminate the marriage penalty in federal programs, so that benefits are not reduced when a couple gets married. The tax credit for children should be increased to \$2500 per child to help families. Congress should fund a social marketing campaign to encourage kids to finish school, get a job, get married, and have children, in that order.

Congressman B says America has moved beyond the traditional family. Millions of children are being raised in single-parent households, and it is unrealistic to think that we will ever go back to an earlier time. We need to focus on helping children in whatever situation they are in to become responsible adults, and stop trying to influence the structure of the modern American family.



The tax reform message leads the list of messages that work across various subgroups of the American electorate.

*Percentage is total agree with YG position within subgroup.
Red cells indicate 60%+ agree and blue cells indicate 50-59% agree.*

	Total	Party			Race			Age			White Voters/ Education		Whites/Gender/ Marital Status			Sub-urban Women
		Rep	Ind	Dem	White	Black	Hisp	18-39	40-64	65+	Non Coll	Coll Grad	White Men	White Marrd Women	White Unmrrd Women	
Q15: Tax Reform Pair	68%	65%	65%	73%	65%	78%	75%	66%	68%	71%	66%	64%	62%	67%	69%	68%
Q18: Anti-Poverty Pair	62%	75%	66%	48%	64%	60%	55%	60%	64%	64%	63%	66%	65%	68%	55%	58%
Q17: Higher Education Pair	58%	67%	59%	51%	60%	56%	53%	56%	60%	56%	62%	59%	63%	62%	49%	58%
Q16: Elem/Sec Education Pair	56%	71%	56%	43%	57%	55%	54%	54%	56%	60%	60%	55%	62%	55%	48%	51%
Q13: Health Care Pair	55%	75%	54%	38%	56%	44%	59%	56%	53%	58%	64%	50%	61%	55%	45%	38%
Q19: Unemployment Pair	49%	66%	49%	34%	54%	40%	38%	44%	52%	51%	48%	58%	55%	54%	50%	52%
Q20: Family Pair	45%	63%	42%	32%	47%	39%	39%	41%	45%	51%	48%	45%	50%	45%	40%	36%