

YG MESSAGE SURVEY OF REGISTERED VOTERS  
NOVEMBER 4, 5, 6, AND 8, 2014

Question 1: Importance: Health Care

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?

Health care

(Break 1: Party, Ideology, Tea Party Support, 2014 Vote, View of Health Care Reform)

|                    | Total        | Party       |             |             | Ideology    |             |             | Tea Party    |              |             | Voted in 2014 |             |               |             | View of Health Care Reform |              |
|--------------------|--------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------|-------------|---------------|-------------|---------------|-------------|----------------------------|--------------|
|                    |              | Rep         | Ind         | Dem         | Cons        | Modrt       | Librl       | Strng Supprt | Smwht Supprt | Oppose      | Voted/ Rep    | Voted/ Dem  | Voted/ 3rd/Rf | Didn't Vote | Keep OCare                 | Repeal OCare |
| Very Important     | 798<br>80%   | 221<br>77%  | 246<br>73%  | 299<br>90%  | 346<br>77%  | 185<br>77%  | 234<br>86%  | 86<br>77%    | 200<br>74%   | 393<br>83%  | 262<br>74%    | 302<br>85%  | 23<br>62%     | 143<br>79%  | 372<br>84%                 | 406<br>76%   |
| Somewhat Important | 156<br>16%   | 48<br>17%   | 70<br>21%   | 30<br>9%    | 78<br>17%   | 43<br>18%   | 31<br>11%   | 21<br>19%    | 48<br>18%    | 67<br>14%   | 68<br>19%     | 43<br>12%   | 10<br>27%     | 28<br>16%   | 59<br>13%                  | 94<br>18%    |
| Not Too Important  | 41<br>4%     | 18<br>6%    | 20<br>6%    | 3<br>1%     | 24<br>5%    | 10<br>4%    | 7<br>3%     | 5<br>4%      | 20<br>7%     | 13<br>3%    | 23<br>6%      | 8<br>2%     | 3<br>8%       | 7<br>4%     | 11<br>2%                   | 29<br>5%     |
| Don't Know         | 5<br>1%      | 1<br>0%     | 2<br>1%     | 0<br>0%     | 1<br>0%     | 1<br>0%     | 1<br>0%     | 0<br>0%      | 1<br>0%      | 2<br>0%     | 1<br>0%       | 1<br>0%     | 1<br>3%       | 2<br>1%     | 1<br>0%                    | 4<br>1%      |
| Total              | 1000<br>100% | 288<br>100% | 338<br>100% | 332<br>100% | 449<br>100% | 239<br>100% | 273<br>100% | 112<br>100%  | 269<br>100%  | 475<br>100% | 354<br>100%   | 354<br>100% | 37<br>100%    | 180<br>100% | 443<br>100%                | 533<br>100%  |

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Health care

(Break 2: Race, Gender, Whites/Gender, White Women/Marital Status, Children)

|                    | Total        | Race        |             |             | Gender      |             | White Voters/ Gender |             | White Women/ Marital Status |             | Children     |               |             |
|--------------------|--------------|-------------|-------------|-------------|-------------|-------------|----------------------|-------------|-----------------------------|-------------|--------------|---------------|-------------|
|                    |              | White       | Black       | Hisp        | Men         | Women       | White Men            | White Women | Marr - ied                  | Not Marrd   | Yes/ Not <18 | Yes/ Under 18 | No          |
| Very Important     | 798<br>80%   | 527<br>76%  | 126<br>93%  | 88<br>86%   | 350<br>74%  | 448<br>85%  | 248<br>71%           | 279<br>81%  | 171<br>78%                  | 104<br>87%  | 282<br>82%   | 308<br>78%    | 186<br>78%  |
| Somewhat Important | 156<br>16%   | 131<br>19%  | 6<br>4%     | 11<br>11%   | 92<br>20%   | 64<br>12%   | 79<br>23%            | 52<br>15%   | 39<br>18%                   | 13<br>11%   | 49<br>14%    | 64<br>16%     | 43<br>18%   |
| Not Too Important  | 41<br>4%     | 30<br>4%    | 3<br>2%     | 3<br>3%     | 26<br>6%    | 15<br>3%    | 19<br>5%             | 11<br>3%    | 9<br>4%                     | 2<br>2%     | 14<br>4%     | 18<br>5%      | 9<br>4%     |
| Don't Know         | 5<br>1%      | 4<br>1%     | 0<br>0%     | 0<br>0%     | 2<br>0%     | 3<br>1%     | 2<br>1%              | 2<br>1%     | 1<br>0%                     | 1<br>1%     | 0<br>0%      | 4<br>1%       | 1<br>0%     |
| Total              | 1000<br>100% | 692<br>100% | 135<br>100% | 102<br>100% | 470<br>100% | 530<br>100% | 348<br>100%          | 344<br>100% | 220<br>100%                 | 120<br>100% | 345<br>100%  | 394<br>100%   | 239<br>100% |

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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?

Health care

(Break 3: Age, Gender/Age, Area Description, Region)

|                    | Total        | Age         |             |             |             |             | Age by Gender |             |             |             | Area        |             |             |             | Region      |             |             |             |
|--------------------|--------------|-------------|-------------|-------------|-------------|-------------|---------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
|                    |              | 18-29       | 30-39       | 40-54       | 55-64       | 65+         | 18-54 Men     | 18-54 Women | 55+ Men     | 55+ Women   | Urban       | Sub-urban   | Small Town  | Rural       | NoEast      | Midwst      | South       | West        |
| Very Important     | 798<br>80%   | 132<br>79%  | 118<br>80%  | 231<br>77%  | 149<br>77%  | 160<br>87%  | 214<br>73%    | 267<br>83%  | 131<br>77%  | 178<br>86%  | 176<br>82%  | 253<br>75%  | 204<br>83%  | 135<br>79%  | 147<br>82%  | 191<br>78%  | 299<br>82%  | 161<br>76%  |
| Somewhat Important | 156<br>16%   | 30<br>18%   | 21<br>14%   | 48<br>16%   | 39<br>20%   | 18<br>10%   | 61<br>21%     | 38<br>12%   | 31<br>18%   | 26<br>13%   | 23<br>11%   | 77<br>23%   | 30<br>12%   | 26<br>15%   | 25<br>14%   | 43<br>18%   | 49<br>13%   | 39<br>18%   |
| Not Too Important  | 41<br>4%     | 6<br>4%     | 7<br>5%     | 17<br>6%    | 6<br>3%     | 5<br>3%     | 17<br>6%      | 13<br>4%    | 9<br>5%     | 2<br>1%     | 14<br>7%    | 8<br>2%     | 12<br>5%    | 7<br>4%     | 7<br>4%     | 9<br>4%     | 14<br>4%    | 11<br>5%    |
| Don't Know         | 5<br>1%      | 0<br>0%     | 1<br>1%     | 4<br>1%     | 0<br>0%     | 0<br>0%     | 2<br>1%       | 3<br>1%     | 0<br>0%     | 0<br>0%     | 2<br>1%     | 0<br>0%     | 1<br>0%     | 2<br>1%     | 0<br>0%     | 1<br>0%     | 3<br>1%     | 1<br>0%     |
| Total              | 1000<br>100% | 168<br>100% | 147<br>100% | 300<br>100% | 194<br>100% | 183<br>100% | 294<br>100%   | 321<br>100% | 171<br>100% | 206<br>100% | 215<br>100% | 338<br>100% | 247<br>100% | 170<br>100% | 179<br>100% | 244<br>100% | 365<br>100% | 212<br>100% |

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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?

Health care

(Break 4: Christian, Evangelical/Race, Religious Service Attendance, Whites/Education, Income)

|                    | Total        | Christian   |             | Evangelical by Race |            |            | Religious Service Attendance |             |                    |             | White Voters/ Education |             | Income      |             |             |
|--------------------|--------------|-------------|-------------|---------------------|------------|------------|------------------------------|-------------|--------------------|-------------|-------------------------|-------------|-------------|-------------|-------------|
|                    |              | Yes         | No/ Ref     | White Evan          | Black Evan | Hisp Evan  | >1/Wk                        | Once/ Week  | FwTms /Month /Year | Never       | Non Coll                | Coll Grad   | <50k        | 50-100k     | 100k+       |
| Very Important     | 798<br>80%   | 618<br>81%  | 180<br>77%  | 111<br>73%          | 25<br>96%  | 19<br>100% | 99<br>83%                    | 212<br>79%  | 266<br>82%         | 196<br>76%  | 260<br>81%              | 259<br>71%  | 287<br>87%  | 252<br>77%  | 170<br>74%  |
| Somewhat Important | 156<br>16%   | 116<br>15%  | 40<br>17%   | 32<br>21%           | 1<br>4%    | 0<br>0%    | 14<br>12%                    | 42<br>16%   | 50<br>15%          | 47<br>18%   | 47<br>15%               | 84<br>23%   | 38<br>11%   | 52<br>16%   | 45<br>20%   |
| Not Too Important  | 41<br>4%     | 28<br>4%    | 13<br>6%    | 9<br>6%             | 0<br>0%    | 0<br>0%    | 5<br>4%                      | 13<br>5%    | 10<br>3%           | 13<br>5%    | 11<br>3%                | 19<br>5%    | 4<br>1%     | 21<br>6%    | 14<br>6%    |
| Don't Know         | 5<br>1%      | 3<br>0%     | 2<br>1%     | 1<br>1%             | 0<br>0%    | 0<br>0%    | 1<br>1%                      | 1<br>0%     | 0<br>0%            | 2<br>1%     | 3<br>1%                 | 1<br>0%     | 2<br>1%     | 1<br>0%     | 1<br>0%     |
| Total              | 1000<br>100% | 765<br>100% | 235<br>100% | 153<br>100%         | 26<br>100% | 19<br>100% | 119<br>100%                  | 268<br>100% | 326<br>100%        | 258<br>100% | 321<br>100%             | 363<br>100% | 331<br>100% | 326<br>100% | 230<br>100% |

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Health care

(Break 5: Importance: Taxes, Elementary/Secondary Education, Higher Education, Poverty, Unemployment, Energy, Excessive Regulations, Breakdown of Family)

|                    | Total        | Importance: Taxes |              | Importance: Elem/Sec Ed |              | Importance: Higher Ed |              | Importance: Poverty |              | Importance: Unemployment |              | Importance: Energy |              | Importance: Regulations |              | Importance: Family Breakdown |              |
|--------------------|--------------|-------------------|--------------|-------------------------|--------------|-----------------------|--------------|---------------------|--------------|--------------------------|--------------|--------------------|--------------|-------------------------|--------------|------------------------------|--------------|
|                    |              | Very Imp          | Smwht/NotImp | Very Imp                | Smwht/NotImp | Very Imp              | Smwht/NotImp | Very Imp            | Smwht/NotImp | Very Imp                 | Smwht/NotImp | Very Imp           | Smwht/NotImp | Very Imp                | Smwht/NotImp | Very Imp                     | Smwht/NotImp |
| Very Important     | 798<br>80%   | 560<br>83%        | 235<br>73%   | 600<br>84%              | 195<br>69%   | 532<br>87%            | 262<br>69%   | 531<br>89%          | 262<br>66%   | 574<br>87%               | 223<br>66%   | 483<br>87%         | 309<br>70%   | 341<br>81%              | 414<br>79%   | 448<br>86%                   | 303<br>73%   |
| Somewhat Important | 156<br>16%   | 82<br>12%         | 73<br>23%    | 91<br>13%               | 64<br>23%    | 65<br>11%             | 91<br>24%    | 55<br>9%            | 101<br>26%   | 72<br>11%                | 84<br>25%    | 50<br>9%           | 105<br>24%   | 60<br>14%               | 86<br>16%    | 53<br>10%                    | 91<br>22%    |
| Not Too Important  | 41<br>4%     | 28<br>4%          | 13<br>4%     | 17<br>2%                | 24<br>8%     | 14<br>2%              | 27<br>7%     | 10<br>2%            | 31<br>8%     | 9<br>1%                  | 32<br>9%     | 15<br>3%           | 26<br>6%     | 17<br>4%                | 24<br>5%     | 16<br>3%                     | 22<br>5%     |
| Don't Know         | 5<br>1%      | 3<br>0%           | 1<br>0%      | 4<br>1%                 | 1<br>0%      | 3<br>0%               | 1<br>0%      | 3<br>1%             | 1<br>0%      | 4<br>1%                  | 1<br>0%      | 5<br>1%            | 0<br>0%      | 2<br>0%                 | 1<br>0%      | 3<br>1%                      | 1<br>0%      |
| Total              | 1000<br>100% | 673<br>100%       | 322<br>100%  | 712<br>100%             | 284<br>100%  | 614<br>100%           | 381<br>100%  | 599<br>100%         | 395<br>100%  | 659<br>100%              | 340<br>100%  | 553<br>100%        | 440<br>100%  | 420<br>100%             | 525<br>100%  | 520<br>100%                  | 417<br>100%  |

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Question 2: Importance: Taxes

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?

Taxes

(Break 1: Party, Ideology, Tea Party Support, 2014 Vote, View of Health Care Reform)

|                    | Total        | Party       |             |             | Ideology    |             |             | Tea Party    |              |             | Voted in 2014 |             |              |             | View of Health Care Reform |              |
|--------------------|--------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------|-------------|---------------|-------------|--------------|-------------|----------------------------|--------------|
|                    |              | Rep         | Ind         | Dem         | Cons        | Modrt       | Librl       | Strng Supprt | Smwht Supprt | Oppose      | Voted/Rep     | Voted/Dem   | Voted/3rd/Rf | Didn't Vote | Keep OCare                 | Repeal OCare |
| Very Important     | 673<br>67%   | 220<br>76%  | 215<br>64%  | 208<br>63%  | 348<br>78%  | 163<br>68%  | 140<br>51%  | 97<br>87%    | 202<br>75%   | 278<br>59%  | 266<br>75%    | 217<br>61%  | 27<br>73%    | 115<br>64%  | 264<br>60%                 | 394<br>74%   |
| Somewhat Important | 247<br>25%   | 61<br>21%   | 93<br>28%   | 83<br>25%   | 85<br>19%   | 61<br>26%   | 89<br>33%   | 14<br>13%    | 58<br>22%    | 135<br>28%  | 76<br>21%     | 88<br>25%   | 9<br>24%     | 52<br>29%   | 118<br>27%                 | 123<br>23%   |
| Not Too Important  | 75<br>8%     | 7<br>2%     | 27<br>8%    | 40<br>12%   | 14<br>3%    | 14<br>6%    | 44<br>16%   | 1<br>1%      | 6<br>2%      | 61<br>13%   | 11<br>3%      | 48<br>14%   | 1<br>3%      | 12<br>7%    | 59<br>13%                  | 15<br>3%     |
| Don't Know         | 5<br>1%      | 0<br>0%     | 3<br>1%     | 1<br>0%     | 2<br>0%     | 1<br>0%     | 0<br>0%     | 0<br>0%      | 3<br>1%      | 1<br>0%     | 1<br>0%       | 1<br>0%     | 0<br>0%      | 1<br>1%     | 2<br>0%                    | 1<br>0%      |
| Total              | 1000<br>100% | 288<br>100% | 338<br>100% | 332<br>100% | 449<br>100% | 239<br>100% | 273<br>100% | 112<br>100%  | 269<br>100%  | 475<br>100% | 354<br>100%   | 354<br>100% | 37<br>100%   | 180<br>100% | 443<br>100%                | 533<br>100%  |

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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?

Taxes

(Break 2: Race, Gender, Whites/Gender, White Women/Marital Status, Children)

|                    | Total        | Race        |             |             | Gender      |             | White Voters/<br>Gender |                | White Women/<br>Marital Status |              | Children        |                     |             |
|--------------------|--------------|-------------|-------------|-------------|-------------|-------------|-------------------------|----------------|--------------------------------|--------------|-----------------|---------------------|-------------|
|                    |              | White       | Black       | Hisp        | Men         | Women       | White<br>Men            | White<br>Women | Marr-<br>ied                   | Not<br>Marrd | Yes/<br>Not <18 | Yes/<br>Under<br>18 | No          |
| Very Important     | 673<br>67%   | 434<br>63%  | 108<br>80%  | 72<br>71%   | 304<br>65%  | 369<br>70%  | 210<br>60%              | 224<br>65%     | 144<br>65%                     | 79<br>66%    | 243<br>70%      | 274<br>70%          | 140<br>59%  |
| Somewhat Important | 247<br>25%   | 199<br>29%  | 18<br>13%   | 23<br>23%   | 126<br>27%  | 121<br>23%  | 107<br>31%              | 92<br>27%      | 60<br>27%                      | 29<br>24%    | 77<br>22%       | 95<br>24%           | 69<br>29%   |
| Not Too Important  | 75<br>8%     | 55<br>8%    | 9<br>7%     | 6<br>6%     | 37<br>8%    | 38<br>7%    | 28<br>8%                | 27<br>8%       | 16<br>7%                       | 11<br>9%     | 24<br>7%        | 25<br>6%            | 26<br>11%   |
| Don't Know         | 5<br>1%      | 4<br>1%     | 0<br>0%     | 1<br>1%     | 3<br>1%     | 2<br>0%     | 3<br>1%                 | 1<br>0%        | 0<br>0%                        | 1<br>1%      | 1<br>0%         | 0<br>0%             | 4<br>2%     |
| Total              | 1000<br>100% | 692<br>100% | 135<br>100% | 102<br>100% | 470<br>100% | 530<br>100% | 348<br>100%             | 344<br>100%    | 220<br>100%                    | 120<br>100%  | 345<br>100%     | 394<br>100%         | 239<br>100% |

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Taxes

(Break 3: Age, Gender/Age, Area Description, Region)

|                    | Total        | Age         |             |             |             |             | Age by Gender |                |             |              | Area        |               |               |             | Region      |             |             |             |
|--------------------|--------------|-------------|-------------|-------------|-------------|-------------|---------------|----------------|-------------|--------------|-------------|---------------|---------------|-------------|-------------|-------------|-------------|-------------|
|                    |              | 18-29       | 30-39       | 40-54       | 55-64       | 65+         | 18-54<br>Men  | 18-54<br>Women | 55+<br>Men  | 55+<br>Women | Urban       | Sub-<br>urban | Small<br>Town | Rural       | NoEast      | Midwst      | South       | West        |
| Very Important     | 673<br>67%   | 96<br>57%   | 92<br>63%   | 206<br>69%  | 139<br>72%  | 134<br>73%  | 183<br>62%    | 211<br>66%     | 118<br>69%  | 155<br>75%   | 143<br>67%  | 228<br>67%    | 155<br>63%    | 124<br>73%  | 124<br>69%  | 162<br>66%  | 252<br>69%  | 135<br>64%  |
| Somewhat Important | 247<br>25%   | 55<br>33%   | 41<br>28%   | 69<br>23%   | 44<br>23%   | 37<br>20%   | 82<br>28%     | 83<br>26%      | 43<br>25%   | 38<br>18%    | 50<br>23%   | 80<br>24%     | 73<br>30%     | 38<br>22%   | 43<br>24%   | 64<br>26%   | 82<br>22%   | 58<br>27%   |
| Not Too Important  | 75<br>8%     | 14<br>8%    | 14<br>10%   | 24<br>8%    | 11<br>6%    | 12<br>7%    | 27<br>9%      | 25<br>8%       | 10<br>6%    | 13<br>6%     | 20<br>9%    | 28<br>8%      | 18<br>7%      | 8<br>5%     | 12<br>7%    | 18<br>7%    | 28<br>8%    | 17<br>8%    |
| Don't Know         | 5<br>1%      | 3<br>2%     | 0<br>0%     | 1<br>0%     | 0<br>0%     | 0<br>0%     | 2<br>1%       | 2<br>1%        | 0<br>0%     | 0<br>0%      | 2<br>1%     | 2<br>1%       | 1<br>0%       | 0<br>0%     | 0<br>0%     | 0<br>0%     | 3<br>1%     | 2<br>1%     |
| Total              | 1000<br>100% | 168<br>100% | 147<br>100% | 300<br>100% | 194<br>100% | 183<br>100% | 294<br>100%   | 321<br>100%    | 171<br>100% | 206<br>100%  | 215<br>100% | 338<br>100%   | 247<br>100%   | 170<br>100% | 179<br>100% | 244<br>100% | 365<br>100% | 212<br>100% |

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Taxes

(Break 4: Christian, Evangelical/Race, Religious Service Attendance, Whites/Education, Income)

|                    | Total        | Christian   |             | Evangelical by Race |               |              | Religious Service Attendance |               |                          |             | White Voters/<br>Education |              | Income      |             |             |
|--------------------|--------------|-------------|-------------|---------------------|---------------|--------------|------------------------------|---------------|--------------------------|-------------|----------------------------|--------------|-------------|-------------|-------------|
|                    |              | Yes         | No/ Ref     | White<br>Evan       | Black<br>Evan | Hisp<br>Evan | >1/Wk                        | Once/<br>Week | FwTms<br>/Month<br>/Year | Never       | Non<br>Coll                | Coll<br>Grad | <50k        | 50-<br>100k | 100k+       |
| Very Important     | 673<br>67%   | 534<br>70%  | 139<br>59%  | 111<br>73%          | 22<br>85%     | 15<br>79%    | 74<br>62%                    | 192<br>72%    | 232<br>71%               | 158<br>61%  | 226<br>70%                 | 204<br>56%   | 223<br>67%  | 224<br>69%  | 149<br>65%  |
| Somewhat Important | 247<br>25%   | 181<br>24%  | 66<br>28%   | 39<br>25%           | 3<br>12%      | 3<br>16%     | 36<br>30%                    | 56<br>21%     | 70<br>21%                | 76<br>29%   | 77<br>24%                  | 119<br>33%   | 81<br>24%   | 81<br>25%   | 58<br>25%   |
| Not Too Important  | 75<br>8%     | 48<br>6%    | 27<br>11%   | 3<br>2%             | 1<br>4%       | 1<br>5%      | 8<br>7%                      | 17<br>6%      | 24<br>7%                 | 23<br>9%    | 16<br>5%                   | 38<br>10%    | 26<br>8%    | 20<br>6%    | 23<br>10%   |
| Don't Know         | 5<br>1%      | 2<br>0%     | 3<br>1%     | 0<br>0%             | 0<br>0%       | 0<br>0%      | 1<br>1%                      | 3<br>1%       | 0<br>0%                  | 1<br>0%     | 2<br>1%                    | 2<br>1%      | 1<br>0%     | 1<br>0%     | 0<br>0%     |
| Total              | 1000<br>100% | 765<br>100% | 235<br>100% | 153<br>100%         | 26<br>100%    | 19<br>100%   | 119<br>100%                  | 268<br>100%   | 326<br>100%              | 258<br>100% | 321<br>100%                | 363<br>100%  | 331<br>100% | 326<br>100% | 230<br>100% |

YG MESSAGE SURVEY OF REGISTERED VOTERS  
NOVEMBER 4, 5, 6, AND 8, 2014

Question 2: Importance: Taxes

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?

Taxes

(Break 5: Importance: Health Care, Elementary/Secondary Education, Higher Education, Poverty, Unemployment, Energy, Excessive Regulations, Breakdown of Family)

|                    | Total        | Importance:<br>Health Care |                  | Importance:<br>Elem/Sec Ed |                  | Importance:<br>Higher Ed |                  | Importance:<br>Poverty |                  | Importance:<br>Unemployment |                  | Importance:<br>Energy |                  | Importance:<br>Regulations |                  | Importance:<br>Family Breakdown |                  |
|--------------------|--------------|----------------------------|------------------|----------------------------|------------------|--------------------------|------------------|------------------------|------------------|-----------------------------|------------------|-----------------------|------------------|----------------------------|------------------|---------------------------------|------------------|
|                    |              | Very<br>Imp                | Smwht/<br>NotImp | Very<br>Imp                | Smwht/<br>NotImp | Very<br>Imp              | Smwht/<br>NotImp | Very<br>Imp            | Smwht/<br>NotImp | Very<br>Imp                 | Smwht/<br>NotImp | Very<br>Imp           | Smwht/<br>NotImp | Very<br>Imp                | Smwht/<br>NotImp | Very<br>Imp                     | Smwht/<br>NotImp |
| Very Important     | 673<br>67%   | 560<br>70%                 | 110<br>56%       | 485<br>68%                 | 186<br>65%       | 429<br>70%               | 239<br>63%       | 419<br>70%             | 251<br>64%       | 486<br>74%                  | 187<br>55%       | 407<br>74%            | 261<br>59%       | 349<br>83%                 | 290<br>55%       | 408<br>78%                      | 229<br>55%       |
| Somewhat Important | 247<br>25%   | 176<br>22%                 | 71<br>36%        | 169<br>24%                 | 78<br>27%        | 138<br>22%               | 109<br>29%       | 136<br>23%             | 111<br>28%       | 134<br>20%                  | 113<br>33%       | 102<br>18%            | 143<br>33%       | 58<br>14%                  | 173<br>33%       | 88<br>17%                       | 139<br>33%       |
| Not Too Important  | 75<br>8%     | 59<br>7%                   | 15<br>8%         | 55<br>8%                   | 19<br>7%         | 43<br>7%                 | 32<br>8%         | 43<br>7%               | 31<br>8%         | 36<br>5%                    | 39<br>11%        | 41<br>7%              | 34<br>8%         | 13<br>3%                   | 60<br>11%        | 23<br>4%                        | 46<br>11%        |
| Don't Know         | 5<br>1%      | 3<br>0%                    | 1<br>1%          | 3<br>0%                    | 1<br>0%          | 4<br>1%                  | 1<br>0%          | 1<br>0%                | 2<br>1%          | 3<br>0%                     | 1<br>0%          | 3<br>1%               | 2<br>0%          | 0<br>0%                    | 2<br>0%          | 1<br>0%                         | 3<br>1%          |
| Total              | 1000<br>100% | 798<br>100%                | 197<br>100%      | 712<br>100%                | 284<br>100%      | 614<br>100%              | 381<br>100%      | 599<br>100%            | 395<br>100%      | 659<br>100%                 | 340<br>100%      | 553<br>100%           | 440<br>100%      | 420<br>100%                | 525<br>100%      | 520<br>100%                     | 417<br>100%      |

YG MESSAGE SURVEY OF REGISTERED VOTERS  
NOVEMBER 4, 5, 6, AND 8, 2014

Question 3: Importance: Elementary and Secondary Education

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?

Elementary and secondary education

(Break 1: Party, Ideology, Tea Party Support, 2014 Vote, View of Health Care Reform)

|                    | Total        | Party       |             |             | Ideology    |             |             | Tea Party    |              |             | Voted in 2014 |             |               |             | View of Health Care Reform |              |
|--------------------|--------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------|-------------|---------------|-------------|---------------|-------------|----------------------------|--------------|
|                    |              | Rep         | Ind         | Dem         | Cons        | Modrt       | Librl       | Strng Supprt | Smwht Supprt | Oppose      | Voted/ Rep    | Voted/ Dem  | Voted/ 3rd/Rf | Didn't Vote | Keep OCare                 | Repeal OCare |
| Very Important     | 712<br>71%   | 172<br>60%  | 230<br>68%  | 283<br>85%  | 287<br>64%  | 179<br>75%  | 220<br>81%  | 67<br>60%    | 167<br>62%   | 367<br>77%  | 198<br>56%    | 290<br>82%  | 26<br>70%     | 145<br>81%  | 348<br>79%                 | 345<br>65%   |
| Somewhat Important | 213<br>21%   | 79<br>27%   | 82<br>24%   | 42<br>13%   | 110<br>24%  | 49<br>21%   | 43<br>16%   | 33<br>29%    | 66<br>25%    | 89<br>19%   | 110<br>31%    | 53<br>15%   | 5<br>14%      | 27<br>15%   | 76<br>17%                  | 134<br>25%   |
| Not Too Important  | 71<br>7%     | 36<br>13%   | 26<br>8%    | 7<br>2%     | 49<br>11%   | 10<br>4%    | 10<br>4%    | 12<br>11%    | 35<br>13%    | 18<br>4%    | 44<br>12%     | 11<br>3%    | 6<br>16%      | 8<br>4%     | 18<br>4%                   | 52<br>10%    |
| Don't Know         | 4<br>0%      | 1<br>0%     | 0<br>0%     | 0<br>0%     | 3<br>1%     | 1<br>0%     | 0<br>0%     | 0<br>0%      | 1<br>0%      | 1<br>0%     | 2<br>1%       | 0<br>0%     | 0<br>0%       | 0<br>0%     | 1<br>0%                    | 2<br>0%      |
| Total              | 1000<br>100% | 288<br>100% | 338<br>100% | 332<br>100% | 449<br>100% | 239<br>100% | 273<br>100% | 112<br>100%  | 269<br>100%  | 475<br>100% | 354<br>100%   | 354<br>100% | 37<br>100%    | 180<br>100% | 443<br>100%                | 533<br>100%  |

YG MESSAGE SURVEY OF REGISTERED VOTERS  
NOVEMBER 4, 5, 6, AND 8, 2014

Question 3: Importance: Elementary and Secondary Education

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?

Elementary and secondary education

(Break 2: Race, Gender, Whites/Gender, White Women/Marital Status, Children)

|                    | Total        | Race        |             |             | Gender      |             | White Voters/ Gender |             | White Women/ Marital Status |             | Children     |               |             |
|--------------------|--------------|-------------|-------------|-------------|-------------|-------------|----------------------|-------------|-----------------------------|-------------|--------------|---------------|-------------|
|                    |              | White       | Black       | Hisp        | Men         | Women       | White Men            | White Women | Marr - ied                  | Not Marrd   | Yes/ Not <18 | Yes/ Under 18 | No          |
| Very Important     | 712<br>71%   | 449<br>65%  | 124<br>92%  | 84<br>82%   | 298<br>63%  | 414<br>78%  | 201<br>58%           | 248<br>72%  | 156<br>71%                  | 89<br>74%   | 236<br>68%   | 297<br>75%    | 166<br>69%  |
| Somewhat Important | 213<br>21%   | 179<br>26%  | 9<br>7%     | 13<br>13%   | 125<br>27%  | 88<br>17%   | 106<br>30%           | 73<br>21%   | 45<br>20%                   | 27<br>23%   | 81<br>23%    | 73<br>19%     | 51<br>21%   |
| Not Too Important  | 71<br>7%     | 61<br>9%    | 2<br>1%     | 5<br>5%     | 46<br>10%   | 25<br>5%    | 40<br>11%            | 21<br>6%    | 17<br>8%                    | 4<br>3%     | 27<br>8%     | 22<br>6%      | 21<br>9%    |
| Don't Know         | 4<br>0%      | 3<br>0%     | 0<br>0%     | 0<br>0%     | 1<br>0%     | 3<br>1%     | 1<br>0%              | 2<br>1%     | 2<br>1%                     | 0<br>0%     | 1<br>0%      | 2<br>1%       | 1<br>0%     |
| Total              | 1000<br>100% | 692<br>100% | 135<br>100% | 102<br>100% | 470<br>100% | 530<br>100% | 348<br>100%          | 344<br>100% | 220<br>100%                 | 120<br>100% | 345<br>100%  | 394<br>100%   | 239<br>100% |

YG MESSAGE SURVEY OF REGISTERED VOTERS  
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Question 3: Importance: Elementary and Secondary Education

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?

Elementary and secondary education

(Break 3: Age, Gender/Age, Area Description, Region)

|                    | Total | Age   |       |       |       |      | Age by Gender |             |         |           | Area  |           |            |       | Region |        |       |      |
|--------------------|-------|-------|-------|-------|-------|------|---------------|-------------|---------|-----------|-------|-----------|------------|-------|--------|--------|-------|------|
|                    |       | 18-29 | 30-39 | 40-54 | 55-64 | 65+  | 18-54 Men     | 18-54 Women | 55+ Men | 55+ Women | Urban | Sub-urban | Small Town | Rural | NoEast | Midwst | South | West |
| Very Important     | 712   | 135   | 105   | 212   | 121   | 134  | 196           | 256         | 99      | 156       | 156   | 227       | 186        | 120   | 122    | 178    | 270   | 142  |
|                    | 71%   | 80%   | 71%   | 71%   | 62%   | 73%  | 67%           | 80%         | 58%     | 76%       | 73%   | 67%       | 75%        | 71%   | 68%    | 73%    | 74%   | 67%  |
| Somewhat Important | 213   | 27    | 26    | 67    | 55    | 36   | 71            | 49          | 52      | 39        | 43    | 87        | 46         | 31    | 36     | 54     | 71    | 52   |
|                    | 21%   | 16%   | 18%   | 22%   | 28%   | 20%  | 24%           | 15%         | 30%     | 19%       | 20%   | 26%       | 19%        | 18%   | 20%    | 22%    | 19%   | 25%  |
| Not Too Important  | 71    | 5     | 16    | 21    | 17    | 12   | 26            | 16          | 20      | 9         | 16    | 23        | 14         | 17    | 19     | 12     | 22    | 18   |
|                    | 7%    | 3%    | 11%   | 7%    | 9%    | 7%   | 9%            | 5%          | 12%     | 4%        | 7%    | 7%        | 6%         | 10%   | 11%    | 5%     | 6%    | 8%   |
| Don't Know         | 4     | 1     | 0     | 0     | 1     | 1    | 1             | 0           | 0       | 2         | 0     | 1         | 1          | 2     | 2      | 0      | 2     | 0    |
|                    | 0%    | 1%    | 0%    | 0%    | 1%    | 1%   | 0%            | 0%          | 0%      | 1%        | 0%    | 0%        | 0%         | 1%    | 1%     | 0%     | 1%    | 0%   |
| Total              | 1000  | 168   | 147   | 300   | 194   | 183  | 294           | 321         | 171     | 206       | 215   | 338       | 247        | 170   | 179    | 244    | 365   | 212  |
|                    | 100%  | 100%  | 100%  | 100%  | 100%  | 100% | 100%          | 100%        | 100%    | 100%      | 100%  | 100%      | 100%       | 100%  | 100%   | 100%   | 100%  | 100% |

YG MESSAGE SURVEY OF REGISTERED VOTERS  
NOVEMBER 4, 5, 6, AND 8, 2014

Question 3: Importance: Elementary and Secondary Education

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?

Elementary and secondary education

(Break 4: Christian, Evangelical/Race, Religious Service Attendance, Whites/Education, Income)

|                    | Total | Christian |         | Evangelical by Race |            |           | Religious Service Attendance |            |                    |       | White Voters/ Education |           | Income |         |       |
|--------------------|-------|-----------|---------|---------------------|------------|-----------|------------------------------|------------|--------------------|-------|-------------------------|-----------|--------|---------|-------|
|                    |       | Yes       | No/ Ref | White Evan          | Black Evan | Hisp Evan | >1/Wk                        | Once/ Week | FwTms /Month /Year | Never | Non Coll                | Coll Grad | <50k   | 50-100k | 100k+ |
| Very Important     | 712   | 550       | 162     | 107                 | 24         | 16        | 97                           | 183        | 231                | 182   | 225                     | 219       | 261    | 232     | 140   |
|                    | 71%   | 72%       | 69%     | 70%                 | 92%        | 84%       | 82%                          | 68%        | 71%                | 71%   | 70%                     | 60%       | 79%    | 71%     | 61%   |
| Somewhat Important | 213   | 158       | 55      | 37                  | 1          | 3         | 16                           | 62         | 67                 | 59    | 72                      | 104       | 54     | 68      | 65    |
|                    | 21%   | 21%       | 23%     | 24%                 | 4%         | 16%       | 13%                          | 23%        | 21%                | 23%   | 22%                     | 29%       | 16%    | 21%     | 28%   |
| Not Too Important  | 71    | 54        | 17      | 9                   | 1          | 0         | 6                            | 20         | 27                 | 17    | 22                      | 39        | 15     | 25      | 25    |
|                    | 7%    | 7%        | 7%      | 6%                  | 4%         | 0%        | 5%                           | 7%         | 8%                 | 7%    | 7%                      | 11%       | 5%     | 8%      | 11%   |
| Don't Know         | 4     | 3         | 1       | 0                   | 0          | 0         | 0                            | 3          | 1                  | 0     | 2                       | 1         | 1      | 1       | 0     |
|                    | 0%    | 0%        | 0%      | 0%                  | 0%         | 0%        | 0%                           | 1%         | 0%                 | 0%    | 1%                      | 0%        | 0%     | 0%      | 0%    |
| Total              | 1000  | 765       | 235     | 153                 | 26         | 19        | 119                          | 268        | 326                | 258   | 321                     | 363       | 331    | 326     | 230   |
|                    | 100%  | 100%      | 100%    | 100%                | 100%       | 100%      | 100%                         | 100%       | 100%               | 100%  | 100%                    | 100%      | 100%   | 100%    | 100%  |

YG MESSAGE SURVEY OF REGISTERED VOTERS  
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Question 3: Importance: Elementary and Secondary Education  
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?  
Elementary and secondary education

(Break 5: Importance: Health Care, Taxes, Higher Education, Poverty, Unemployment, Energy, Excessive Regulations, Breakdown of Family)

|                    | Total        | Importance: Health Care |              | Importance: Taxes |              | Importance: Higher Ed |              | Importance: Poverty |              | Importance: Unemployment |              | Importance: Energy |              | Importance: Regulations |              | Importance: Family Breakdown |              |
|--------------------|--------------|-------------------------|--------------|-------------------|--------------|-----------------------|--------------|---------------------|--------------|--------------------------|--------------|--------------------|--------------|-------------------------|--------------|------------------------------|--------------|
|                    |              | Very Imp                | Smwht/NotImp | Very Imp          | Smwht/NotImp | Very Imp              | Smwht/NotImp | Very Imp            | Smwht/NotImp | Very Imp                 | Smwht/NotImp | Very Imp           | Smwht/NotImp | Very Imp                | Smwht/NotImp | Very Imp                     | Smwht/NotImp |
| Very Important     | 712<br>71%   | 600<br>75%              | 108<br>55%   | 485<br>72%        | 224<br>70%   | 538<br>88%            | 170<br>45%   | 504<br>84%          | 204<br>52%   | 507<br>77%               | 205<br>60%   | 441<br>80%         | 265<br>60%   | 285<br>68%              | 386<br>74%   | 408<br>78%                   | 255<br>61%   |
| Somewhat Important | 213<br>21%   | 158<br>20%              | 55<br>28%    | 143<br>21%        | 69<br>21%    | 66<br>11%             | 147<br>39%   | 77<br>13%           | 135<br>34%   | 120<br>18%               | 93<br>27%    | 85<br>15%          | 128<br>29%   | 99<br>24%               | 104<br>20%   | 92<br>18%                    | 112<br>27%   |
| Not Too Important  | 71<br>7%     | 37<br>5%                | 33<br>17%    | 43<br>6%          | 28<br>9%     | 7<br>1%               | 63<br>17%    | 17<br>3%            | 54<br>14%    | 30<br>5%                 | 41<br>12%    | 26<br>5%           | 44<br>10%    | 35<br>8%                | 34<br>6%     | 20<br>4%                     | 47<br>11%    |
| Don't Know         | 4<br>0%      | 3<br>0%                 | 1<br>1%      | 2<br>0%           | 1<br>0%      | 3<br>0%               | 1<br>0%      | 1<br>0%             | 2<br>1%      | 2<br>0%                  | 1<br>0%      | 1<br>0%            | 3<br>1%      | 1<br>0%                 | 1<br>0%      | 0<br>0%                      | 3<br>1%      |
| Total              | 1000<br>100% | 798<br>100%             | 197<br>100%  | 673<br>100%       | 322<br>100%  | 614<br>100%           | 381<br>100%  | 599<br>100%         | 395<br>100%  | 659<br>100%              | 340<br>100%  | 553<br>100%        | 440<br>100%  | 420<br>100%             | 525<br>100%  | 520<br>100%                  | 417<br>100%  |

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Question 4: Importance: Higher Education  
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?  
Higher education

(Break 1: Party, Ideology, Tea Party Support, 2014 Vote, View of Health Care Reform)

|                    | Total        | Party       |             |             | Ideology    |             |             | Tea Party    |              |             | Voted in 2014 |             |              |             | View of Health Care Reform |              |
|--------------------|--------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------|-------------|---------------|-------------|--------------|-------------|----------------------------|--------------|
|                    |              | Rep         | Ind         | Dem         | Cons        | Modrt       | Librl       | Strng Supprt | Smwht Supprt | Oppose      | Voted/Rep     | Voted/Dem   | Voted/3rd/Rf | Didn't Vote | Keep OCare                 | Repeal OCare |
| Very Important     | 614<br>61%   | 136<br>47%  | 190<br>56%  | 261<br>79%  | 231<br>51%  | 157<br>66%  | 197<br>72%  | 56<br>50%    | 122<br>45%   | 337<br>71%  | 152<br>43%    | 260<br>73%  | 21<br>57%    | 130<br>72%  | 312<br>70%                 | 287<br>54%   |
| Somewhat Important | 294<br>29%   | 107<br>37%  | 109<br>32%  | 67<br>20%   | 155<br>35%  | 67<br>28%   | 63<br>23%   | 39<br>35%    | 104<br>39%   | 116<br>24%  | 142<br>40%    | 83<br>23%   | 9<br>24%     | 41<br>23%   | 109<br>25%                 | 179<br>34%   |
| Not Too Important  | 87<br>9%     | 43<br>15%   | 37<br>11%   | 4<br>1%     | 61<br>14%   | 13<br>5%    | 12<br>4%    | 17<br>15%    | 41<br>15%    | 22<br>5%    | 58<br>16%     | 11<br>3%    | 5<br>14%     | 8<br>4%     | 22<br>5%                   | 64<br>12%    |
| Don't Know         | 5<br>1%      | 2<br>1%     | 2<br>1%     | 0<br>0%     | 2<br>0%     | 2<br>1%     | 1<br>0%     | 0<br>0%      | 2<br>1%      | 0<br>0%     | 2<br>1%       | 0<br>0%     | 2<br>5%      | 1<br>1%     | 0<br>0%                    | 3<br>1%      |
| Total              | 1000<br>100% | 288<br>100% | 338<br>100% | 332<br>100% | 449<br>100% | 239<br>100% | 273<br>100% | 112<br>100%  | 269<br>100%  | 475<br>100% | 354<br>100%   | 354<br>100% | 37<br>100%   | 180<br>100% | 443<br>100%                | 533<br>100%  |



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Question 4: Importance: Higher Education

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?

Higher education

(Break 2: Race, Gender, Whites/Gender, White Women/Marital Status, Children)

|                    | Total        | Race        |             |             | Gender      |             | White Voters/<br>Gender |                | White Women/<br>Marital Status |              | Children        |                     |             |
|--------------------|--------------|-------------|-------------|-------------|-------------|-------------|-------------------------|----------------|--------------------------------|--------------|-----------------|---------------------|-------------|
|                    |              | White       | Black       | Hisp        | Men         | Women       | White<br>Men            | White<br>Women | Marr-<br>ied                   | Not<br>Marrd | Yes/<br>Not <18 | Yes/<br>Under<br>18 | No          |
| Very Important     | 614<br>61%   | 362<br>52%  | 116<br>86%  | 86<br>84%   | 254<br>54%  | 360<br>68%  | 156<br>45%              | 206<br>60%     | 113<br>51%                     | 89<br>74%    | 201<br>58%      | 237<br>60%          | 162<br>68%  |
| Somewhat Important | 294<br>29%   | 253<br>37%  | 16<br>12%   | 14<br>14%   | 164<br>35%  | 130<br>25%  | 147<br>42%              | 106<br>31%     | 86<br>39%                      | 20<br>17%    | 117<br>34%      | 115<br>29%          | 55<br>23%   |
| Not Too Important  | 87<br>9%     | 74<br>11%   | 3<br>2%     | 2<br>2%     | 50<br>11%   | 37<br>7%    | 43<br>12%               | 31<br>9%       | 20<br>9%                       | 11<br>9%     | 26<br>8%        | 40<br>10%           | 21<br>9%    |
| Don't Know         | 5<br>1%      | 3<br>0%     | 0<br>0%     | 0<br>0%     | 2<br>0%     | 3<br>1%     | 2<br>1%                 | 1<br>0%        | 1<br>0%                        | 0<br>0%      | 1<br>0%         | 2<br>1%             | 1<br>0%     |
| Total              | 1000<br>100% | 692<br>100% | 135<br>100% | 102<br>100% | 470<br>100% | 530<br>100% | 348<br>100%             | 344<br>100%    | 220<br>100%                    | 120<br>100%  | 345<br>100%     | 394<br>100%         | 239<br>100% |

YG MESSAGE SURVEY OF REGISTERED VOTERS  
NOVEMBER 4, 5, 6, AND 8, 2014

Question 4: Importance: Higher Education

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?

Higher education

(Break 3: Age, Gender/Age, Area Description, Region)

|                    | Total        | Age         |             |             |             |             | Age by Gender |                |             |              | Area        |               |               |             | Region      |             |             |             |
|--------------------|--------------|-------------|-------------|-------------|-------------|-------------|---------------|----------------|-------------|--------------|-------------|---------------|---------------|-------------|-------------|-------------|-------------|-------------|
|                    |              | 18-29       | 30-39       | 40-54       | 55-64       | 65+         | 18-54<br>Men  | 18-54<br>Women | 55+<br>Men  | 55+<br>Women | Urban       | Sub-<br>urban | Small<br>Town | Rural       | NoEast      | Midwst      | South       | West        |
| Very Important     | 614<br>61%   | 135<br>80%  | 83<br>56%   | 176<br>59%  | 107<br>55%  | 107<br>58%  | 174<br>59%    | 220<br>69%     | 76<br>44%   | 138<br>67%   | 139<br>65%  | 190<br>56%    | 159<br>64%    | 102<br>60%  | 110<br>61%  | 142<br>58%  | 228<br>62%  | 134<br>63%  |
| Somewhat Important | 294<br>29%   | 26<br>15%   | 44<br>30%   | 96<br>32%   | 68<br>35%   | 58<br>32%   | 88<br>30%     | 78<br>24%      | 75<br>44%   | 51<br>25%    | 58<br>27%   | 110<br>33%    | 69<br>28%     | 51<br>30%   | 51<br>28%   | 81<br>33%   | 105<br>29%  | 57<br>27%   |
| Not Too Important  | 87<br>9%     | 6<br>4%     | 20<br>14%   | 26<br>9%    | 18<br>9%    | 17<br>9%    | 30<br>10%     | 22<br>7%       | 20<br>12%   | 15<br>7%     | 16<br>7%    | 37<br>11%     | 17<br>7%      | 17<br>10%   | 18<br>10%   | 18<br>7%    | 30<br>8%    | 21<br>10%   |
| Don't Know         | 5<br>1%      | 1<br>1%     | 0<br>0%     | 2<br>1%     | 1<br>1%     | 1<br>1%     | 2<br>1%       | 1<br>0%        | 0<br>0%     | 2<br>1%      | 2<br>1%     | 1<br>0%       | 2<br>1%       | 0<br>0%     | 0<br>0%     | 3<br>1%     | 2<br>1%     | 0<br>0%     |
| Total              | 1000<br>100% | 168<br>100% | 147<br>100% | 300<br>100% | 194<br>100% | 183<br>100% | 294<br>100%   | 321<br>100%    | 171<br>100% | 206<br>100%  | 215<br>100% | 338<br>100%   | 247<br>100%   | 170<br>100% | 179<br>100% | 244<br>100% | 365<br>100% | 212<br>100% |

YG MESSAGE SURVEY OF REGISTERED VOTERS  
NOVEMBER 4, 5, 6, AND 8, 2014

Question 4: Importance: Higher Education

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?

Higher education

(Break 4: Christian, Evangelical/Race, Religious Service Attendance, Whites/Education, Income)

|                    | Total        | Christian   |             | Evangelical by Race |               |              | Religious Service Attendance |               |                          |             | White Voters/<br>Education |              | Income      |             |             |
|--------------------|--------------|-------------|-------------|---------------------|---------------|--------------|------------------------------|---------------|--------------------------|-------------|----------------------------|--------------|-------------|-------------|-------------|
|                    |              | Yes         | No/ Ref     | White<br>Evan       | Black<br>Evan | Hisp<br>Evan | >1/Wk                        | Once/<br>Week | FwTms<br>/Month<br>/Year | Never       | Non<br>Coll                | Coll<br>Grad | <50k        | 50-<br>100k | 100k+       |
| Very Important     | 614<br>61%   | 458<br>60%  | 156<br>66%  | 79<br>52%           | 24<br>92%     | 19<br>100%   | 75<br>63%                    | 166<br>62%    | 192<br>59%               | 165<br>64%  | 191<br>60%                 | 167<br>46%   | 246<br>74%  | 190<br>58%  | 109<br>47%  |
| Somewhat Important | 294<br>29%   | 231<br>30%  | 63<br>27%   | 58<br>38%           | 1<br>4%       | 0<br>0%      | 32<br>27%                    | 74<br>28%     | 103<br>32%               | 74<br>29%   | 99<br>31%                  | 151<br>42%   | 67<br>20%   | 104<br>32%  | 89<br>39%   |
| Not Too Important  | 87<br>9%     | 72<br>9%    | 15<br>6%    | 16<br>10%           | 1<br>4%       | 0<br>0%      | 12<br>10%                    | 28<br>10%     | 28<br>9%                 | 18<br>7%    | 29<br>9%                   | 44<br>12%    | 17<br>5%    | 31<br>10%   | 31<br>13%   |
| Don't Know         | 5<br>1%      | 4<br>1%     | 1<br>0%     | 0<br>0%             | 0<br>0%       | 0<br>0%      | 0<br>0%                      | 0<br>0%       | 3<br>1%                  | 1<br>0%     | 2<br>1%                    | 1<br>0%      | 1<br>0%     | 1<br>0%     | 1<br>0%     |
| Total              | 1000<br>100% | 765<br>100% | 235<br>100% | 153<br>100%         | 26<br>100%    | 19<br>100%   | 119<br>100%                  | 268<br>100%   | 326<br>100%              | 258<br>100% | 321<br>100%                | 363<br>100%  | 331<br>100% | 326<br>100% | 230<br>100% |

YG MESSAGE SURVEY OF REGISTERED VOTERS  
NOVEMBER 4, 5, 6, AND 8, 2014

Question 4: Importance: Higher Education

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?

Higher education

(Break 5: Importance: Health Care, Taxes, Elementary/Secondary Education, Poverty, Unemployment, Energy, Excessive Regulations, Breakdown of Family)

|                    | Total        | Importance:<br>Health Care |                  | Importance:<br>Taxes |                  | Importance:<br>Elem/Sec Ed |                  | Importance:<br>Poverty |                  | Importance:<br>Unemployment |                  | Importance:<br>Energy |                  | Importance:<br>Regulations |                  | Importance:<br>Family Breakdown |                  |
|--------------------|--------------|----------------------------|------------------|----------------------|------------------|----------------------------|------------------|------------------------|------------------|-----------------------------|------------------|-----------------------|------------------|----------------------------|------------------|---------------------------------|------------------|
|                    |              | Very<br>Imp                | Smwht/<br>NotImp | Very<br>Imp          | Smwht/<br>NotImp | Very<br>Imp                | Smwht/<br>NotImp | Very<br>Imp            | Smwht/<br>NotImp | Very<br>Imp                 | Smwht/<br>NotImp | Very<br>Imp           | Smwht/<br>NotImp | Very<br>Imp                | Smwht/<br>NotImp | Very<br>Imp                     | Smwht/<br>NotImp |
| Very Important     | 614<br>61%   | 532<br>67%                 | 79<br>40%        | 429<br>64%           | 181<br>56%       | 538<br>76%                 | 73<br>26%        | 447<br>75%             | 163<br>41%       | 457<br>69%                  | 156<br>46%       | 397<br>72%            | 211<br>48%       | 237<br>56%                 | 341<br>65%       | 360<br>69%                      | 216<br>52%       |
| Somewhat Important | 294<br>29%   | 215<br>27%                 | 79<br>40%        | 184<br>27%           | 109<br>34%       | 149<br>21%                 | 145<br>51%       | 130<br>22%             | 163<br>41%       | 154<br>23%                  | 140<br>41%       | 122<br>22%            | 172<br>39%       | 134<br>32%                 | 146<br>28%       | 129<br>25%                      | 146<br>35%       |
| Not Too Important  | 87<br>9%     | 47<br>6%                   | 39<br>20%        | 55<br>8%             | 32<br>10%        | 21<br>3%                   | 65<br>23%        | 19<br>3%               | 68<br>17%        | 43<br>7%                    | 44<br>13%        | 31<br>6%              | 55<br>13%        | 46<br>11%                  | 38<br>7%         | 29<br>6%                        | 53<br>13%        |
| Don't Know         | 5<br>1%      | 4<br>1%                    | 0<br>0%          | 5<br>1%              | 0<br>0%          | 4<br>1%                    | 1<br>0%          | 3<br>1%                | 1<br>0%          | 5<br>1%                     | 0<br>0%          | 3<br>1%               | 2<br>0%          | 3<br>1%                    | 0<br>0%          | 2<br>0%                         | 2<br>0%          |
| Total              | 1000<br>100% | 798<br>100%                | 197<br>100%      | 673<br>100%          | 322<br>100%      | 712<br>100%                | 284<br>100%      | 599<br>100%            | 395<br>100%      | 659<br>100%                 | 340<br>100%      | 553<br>100%           | 440<br>100%      | 420<br>100%                | 525<br>100%      | 520<br>100%                     | 417<br>100%      |

YG MESSAGE SURVEY OF REGISTERED VOTERS  
NOVEMBER 4, 5, 6, AND 8, 2014

Question 5: Importance: Poverty

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?  
Poverty

(Break 1: Party, Ideology, Tea Party Support, 2014 Vote, View of Health Care Reform)

|                    | Total        | Party       |             |             | Ideology    |             |             | Tea Party    |              |             | Voted in 2014 |             |               |             | View of Health Care Reform |              |
|--------------------|--------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------|-------------|---------------|-------------|---------------|-------------|----------------------------|--------------|
|                    |              | Rep         | Ind         | Dem         | Cons        | Modrt       | Librl       | Strng Supprt | Smwht Supprt | Oppose      | Voted/ Rep    | Voted/ Dem  | Voted/ 3rd/Rf | Didn't Vote | Keep OCare                 | Repeal OCare |
| Very Important     | 599<br>60%   | 131<br>45%  | 185<br>55%  | 262<br>79%  | 226<br>50%  | 152<br>64%  | 203<br>74%  | 51<br>46%    | 132<br>49%   | 331<br>70%  | 152<br>43%    | 268<br>76%  | 22<br>59%     | 116<br>64%  | 316<br>71%                 | 268<br>50%   |
| Somewhat Important | 304<br>30%   | 121<br>42%  | 112<br>33%  | 58<br>17%   | 166<br>37%  | 65<br>27%   | 59<br>22%   | 39<br>35%    | 104<br>39%   | 117<br>25%  | 146<br>41%    | 70<br>20%   | 12<br>32%     | 55<br>31%   | 99<br>22%                  | 201<br>38%   |
| Not Too Important  | 91<br>9%     | 36<br>13%   | 39<br>12%   | 10<br>3%    | 56<br>12%   | 20<br>8%    | 9<br>3%     | 20<br>18%    | 32<br>12%    | 26<br>5%    | 55<br>16%     | 15<br>4%    | 2<br>5%       | 7<br>4%     | 25<br>6%                   | 63<br>12%    |
| Don't Know         | 6<br>1%      | 0<br>0%     | 2<br>1%     | 2<br>1%     | 1<br>0%     | 2<br>1%     | 2<br>1%     | 2<br>2%      | 1<br>0%      | 1<br>0%     | 1<br>0%       | 1<br>0%     | 1<br>3%       | 2<br>1%     | 3<br>1%                    | 1<br>0%      |
| Total              | 1000<br>100% | 288<br>100% | 338<br>100% | 332<br>100% | 449<br>100% | 239<br>100% | 273<br>100% | 112<br>100%  | 269<br>100%  | 475<br>100% | 354<br>100%   | 354<br>100% | 37<br>100%    | 180<br>100% | 443<br>100%                | 533<br>100%  |

YG MESSAGE SURVEY OF REGISTERED VOTERS  
NOVEMBER 4, 5, 6, AND 8, 2014

Question 5: Importance: Poverty

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?  
Poverty

(Break 2: Race, Gender, Whites/Gender, White Women/Marital Status, Children)

|                    | Total        | Race        |             |             | Gender      |             | White Voters/<br>Gender |             | White Women/<br>Marital Status |             | Children        |                  |             |
|--------------------|--------------|-------------|-------------|-------------|-------------|-------------|-------------------------|-------------|--------------------------------|-------------|-----------------|------------------|-------------|
|                    |              | White       | Black       | Hisp        | Men         | Women       | White Men               | White Women | Marr -<br>ied                  | Not Marrd   | Yes/<br>Not <18 | Yes/<br>Under 18 | No          |
| Very Important     | 599<br>60%   | 353<br>51%  | 122<br>90%  | 77<br>75%   | 235<br>50%  | 364<br>69%  | 149<br>43%              | 204<br>59%  | 117<br>53%                     | 84<br>70%   | 219<br>63%      | 217<br>55%       | 151<br>63%  |
| Somewhat Important | 304<br>30%   | 267<br>39%  | 7<br>5%     | 19<br>19%   | 173<br>37%  | 131<br>25%  | 152<br>44%              | 115<br>33%  | 88<br>40%                      | 26<br>22%   | 96<br>28%       | 135<br>34%       | 69<br>29%   |
| Not Too Important  | 91<br>9%     | 69<br>10%   | 6<br>4%     | 4<br>4%     | 59<br>13%   | 32<br>6%    | 45<br>13%               | 24<br>7%    | 14<br>6%                       | 10<br>8%    | 29<br>8%        | 39<br>10%        | 17<br>7%    |
| Don't Know         | 6<br>1%      | 3<br>0%     | 0<br>0%     | 2<br>2%     | 3<br>1%     | 3<br>1%     | 2<br>1%                 | 1<br>0%     | 1<br>0%                        | 0<br>0%     | 1<br>0%         | 3<br>1%          | 2<br>1%     |
| Total              | 1000<br>100% | 692<br>100% | 135<br>100% | 102<br>100% | 470<br>100% | 530<br>100% | 348<br>100%             | 344<br>100% | 220<br>100%                    | 120<br>100% | 345<br>100%     | 394<br>100%      | 239<br>100% |

YG MESSAGE SURVEY OF REGISTERED VOTERS  
NOVEMBER 4, 5, 6, AND 8, 2014

Question 5: Importance: Poverty

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?

Poverty

(Break 3: Age, Gender/Age, Area Description, Region)

|                    | Total        | Age         |             |             |             |             | Age by Gender |             |             |             | Area        |             |             |             | Region      |             |             |             |
|--------------------|--------------|-------------|-------------|-------------|-------------|-------------|---------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
|                    |              | 18-29       | 30-39       | 40-54       | 55-64       | 65+         | 18-54 Men     | 18-54 Women | 55+ Men     | 55+ Women   | Urban       | Sub-urban   | Small Town  | Rural       | NoEast      | Midwst      | South       | West        |
| Very Important     | 599<br>60%   | 109<br>65%  | 81<br>55%   | 161<br>54%  | 119<br>61%  | 125<br>68%  | 140<br>48%    | 211<br>66%  | 94<br>55%   | 150<br>73%  | 144<br>67%  | 177<br>52%  | 158<br>64%  | 99<br>58%   | 102<br>57%  | 139<br>57%  | 236<br>65%  | 122<br>58%  |
| Somewhat Important | 304<br>30%   | 47<br>28%   | 52<br>35%   | 108<br>36%  | 57<br>29%   | 38<br>21%   | 118<br>40%    | 89<br>28%   | 53<br>31%   | 42<br>20%   | 57<br>27%   | 119<br>35%  | 69<br>28%   | 55<br>32%   | 60<br>34%   | 79<br>32%   | 96<br>26%   | 69<br>33%   |
| Not Too Important  | 91<br>9%     | 10<br>6%    | 13<br>9%    | 29<br>10%   | 18<br>9%    | 20<br>11%   | 34<br>12%     | 18<br>6%    | 24<br>14%   | 14<br>7%    | 13<br>6%    | 39<br>12%   | 19<br>8%    | 16<br>9%    | 16<br>9%    | 25<br>10%   | 30<br>8%    | 20<br>9%    |
| Don't Know         | 6<br>1%      | 2<br>1%     | 1<br>1%     | 2<br>1%     | 0<br>0%     | 0<br>0%     | 2<br>1%       | 3<br>1%     | 0<br>0%     | 0<br>0%     | 1<br>0%     | 3<br>1%     | 1<br>0%     | 0<br>0%     | 1<br>1%     | 1<br>0%     | 3<br>1%     | 1<br>0%     |
| Total              | 1000<br>100% | 168<br>100% | 147<br>100% | 300<br>100% | 194<br>100% | 183<br>100% | 294<br>100%   | 321<br>100% | 171<br>100% | 206<br>100% | 215<br>100% | 338<br>100% | 247<br>100% | 170<br>100% | 179<br>100% | 244<br>100% | 365<br>100% | 212<br>100% |

YG MESSAGE SURVEY OF REGISTERED VOTERS  
NOVEMBER 4, 5, 6, AND 8, 2014

Question 5: Importance: Poverty

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?

Poverty

(Break 4: Christian, Evangelical/Race, Religious Service Attendance, Whites/Education, Income)

|                    | Total        | Christian   |             | Evangelical by Race |            |            | Religious Service Attendance |             |                    |             | White Voters/ Education |             | Income      |             |             |
|--------------------|--------------|-------------|-------------|---------------------|------------|------------|------------------------------|-------------|--------------------|-------------|-------------------------|-------------|-------------|-------------|-------------|
|                    |              | Yes         | No/ Ref     | White Evan          | Black Evan | Hisp Evan  | >1/Wk                        | Once/ Week  | FwTms /Month /Year | Never       | Non Coll                | Coll Grad   | <50k        | 50-100k     | 100k+       |
| Very Important     | 599<br>60%   | 463<br>61%  | 136<br>58%  | 86<br>56%           | 22<br>85%  | 17<br>89%  | 89<br>75%                    | 165<br>62%  | 185<br>57%         | 142<br>55%  | 183<br>57%              | 165<br>45%  | 250<br>76%  | 182<br>56%  | 103<br>45%  |
| Somewhat Important | 304<br>30%   | 234<br>31%  | 70<br>30%   | 54<br>35%           | 2<br>8%    | 2<br>11%   | 23<br>19%                    | 75<br>28%   | 102<br>31%         | 97<br>38%   | 115<br>36%              | 152<br>42%  | 62<br>19%   | 116<br>36%  | 94<br>41%   |
| Not Too Important  | 91<br>9%     | 65<br>8%    | 26<br>11%   | 13<br>8%            | 2<br>8%    | 0<br>0%    | 7<br>6%                      | 26<br>10%   | 38<br>12%          | 17<br>7%    | 22<br>7%                | 44<br>12%   | 17<br>5%    | 28<br>9%    | 32<br>14%   |
| Don't Know         | 6<br>1%      | 3<br>0%     | 3<br>1%     | 0<br>0%             | 0<br>0%    | 0<br>0%    | 0<br>0%                      | 2<br>1%     | 1<br>0%            | 2<br>1%     | 1<br>0%                 | 2<br>1%     | 2<br>1%     | 0<br>0%     | 1<br>0%     |
| Total              | 1000<br>100% | 765<br>100% | 235<br>100% | 153<br>100%         | 26<br>100% | 19<br>100% | 119<br>100%                  | 268<br>100% | 326<br>100%        | 258<br>100% | 321<br>100%             | 363<br>100% | 331<br>100% | 326<br>100% | 230<br>100% |

YG MESSAGE SURVEY OF REGISTERED VOTERS  
NOVEMBER 4, 5, 6, AND 8, 2014

Question 5: Importance: Poverty

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?

Poverty

(Break 5: Importance: Health Care, Taxes, Elementary/Secondary Education, Higher Education, Unemployment, Energy, Excessive Regulations, Breakdown of Family)

|                    | Total        | Importance: Health Care |              | Importance: Taxes |              | Importance: Elem/Sec Ed |              | Importance: Higher Ed |              | Importance: Unemployment |              | Importance: Energy |              | Importance: Regulations |              | Importance: Family Breakdown |              |
|--------------------|--------------|-------------------------|--------------|-------------------|--------------|-------------------------|--------------|-----------------------|--------------|--------------------------|--------------|--------------------|--------------|-------------------------|--------------|------------------------------|--------------|
|                    |              | Very Imp                | Smwht/NotImp | Very Imp          | Smwht/NotImp | Very Imp                | Smwht/NotImp | Very Imp              | Smwht/NotImp | Very Imp                 | Smwht/NotImp | Very Imp           | Smwht/NotImp | Very Imp                | Smwht/NotImp | Very Imp                     | Smwht/NotImp |
| Very Important     | 599<br>60%   | 531<br>67%              | 65<br>33%    | 419<br>62%        | 179<br>56%   | 504<br>71%              | 94<br>33%    | 447<br>73%            | 149<br>39%   | 476<br>72%               | 123<br>36%   | 399<br>72%         | 195<br>44%   | 242<br>58%              | 321<br>61%   | 362<br>70%                   | 196<br>47%   |
| Somewhat Important | 304<br>30%   | 207<br>26%              | 96<br>49%    | 193<br>29%        | 109<br>34%   | 176<br>25%              | 128<br>45%   | 135<br>22%            | 169<br>44%   | 143<br>22%               | 161<br>47%   | 115<br>21%         | 187<br>43%   | 133<br>32%              | 157<br>30%   | 123<br>24%                   | 165<br>40%   |
| Not Too Important  | 91<br>9%     | 55<br>7%                | 36<br>18%    | 58<br>9%          | 33<br>10%    | 28<br>4%                | 61<br>21%    | 28<br>5%              | 62<br>16%    | 35<br>5%                 | 56<br>16%    | 36<br>7%           | 55<br>13%    | 44<br>10%               | 45<br>9%     | 31<br>6%                     | 55<br>13%    |
| Don't Know         | 6<br>1%      | 5<br>1%                 | 0<br>0%      | 3<br>0%           | 1<br>0%      | 4<br>1%                 | 1<br>0%      | 4<br>1%               | 1<br>0%      | 5<br>1%                  | 0<br>0%      | 3<br>1%            | 3<br>1%      | 1<br>0%                 | 2<br>0%      | 4<br>1%                      | 1<br>0%      |
| Total              | 1000<br>100% | 798<br>100%             | 197<br>100%  | 673<br>100%       | 322<br>100%  | 712<br>100%             | 284<br>100%  | 614<br>100%           | 381<br>100%  | 659<br>100%              | 340<br>100%  | 553<br>100%        | 440<br>100%  | 420<br>100%             | 525<br>100%  | 520<br>100%                  | 417<br>100%  |

YG MESSAGE SURVEY OF REGISTERED VOTERS  
NOVEMBER 4, 5, 6, AND 8, 2014

Question 6: Importance: Unemployment

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?

Unemployment

(Break 1: Party, Ideology, Tea Party Support, 2014 Vote, View of Health Care Reform)

|                    | Total        | Party       |             |             | Ideology    |             |             | Tea Party    |              |             | Voted in 2014 |             |              |             | View of Health Care Reform |              |
|--------------------|--------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------|-------------|---------------|-------------|--------------|-------------|----------------------------|--------------|
|                    |              | Rep         | Ind         | Dem         | Cons        | Modrt       | Librl       | Strng Supprt | Smwht Supprt | Oppose      | Voted/Rep     | Voted/Dem   | Voted/3rd/Rf | Didn't Vote | Keep OCare                 | Repeal OCare |
| Very Important     | 659<br>66%   | 185<br>64%  | 205<br>61%  | 241<br>73%  | 300<br>67%  | 157<br>66%  | 176<br>64%  | 87<br>78%    | 167<br>62%   | 308<br>65%  | 225<br>64%    | 246<br>69%  | 24<br>65%    | 112<br>62%  | 290<br>65%                 | 352<br>66%   |
| Somewhat Important | 274<br>27%   | 85<br>30%   | 106<br>31%  | 74<br>22%   | 120<br>27%  | 64<br>27%   | 82<br>30%   | 21<br>19%    | 80<br>30%    | 133<br>28%  | 105<br>30%    | 87<br>25%   | 10<br>27%    | 55<br>31%   | 123<br>28%                 | 146<br>27%   |
| Not Too Important  | 66<br>7%     | 18<br>6%    | 27<br>8%    | 17<br>5%    | 29<br>6%    | 17<br>7%    | 15<br>5%    | 4<br>4%      | 22<br>8%     | 34<br>7%    | 24<br>7%      | 21<br>6%    | 3<br>8%      | 13<br>7%    | 30<br>7%                   | 35<br>7%     |
| Don't Know         | 1<br>0%      | 0<br>0%     | 0<br>0%     | 0<br>0%     | 0<br>0%     | 1<br>0%     | 0<br>0%     | 0<br>0%      | 0<br>0%      | 0<br>0%     | 0<br>0%       | 0<br>0%     | 0<br>0%      | 0<br>0%     | 0<br>0%                    | 0<br>0%      |
| Total              | 1000<br>100% | 288<br>100% | 338<br>100% | 332<br>100% | 449<br>100% | 239<br>100% | 273<br>100% | 112<br>100%  | 269<br>100%  | 475<br>100% | 354<br>100%   | 354<br>100% | 37<br>100%   | 180<br>100% | 443<br>100%                | 533<br>100%  |

YG MESSAGE SURVEY OF REGISTERED VOTERS  
NOVEMBER 4, 5, 6, AND 8, 2014

Question 6: Importance: Unemployment

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?

Unemployment

(Break 2: Race, Gender, Whites/Gender, White Women/Marital Status, Children)

|                    | Total        | Race        |             |             | Gender      |             | White Voters/<br>Gender |                | White Women/<br>Marital Status |              | Children        |                     |             |
|--------------------|--------------|-------------|-------------|-------------|-------------|-------------|-------------------------|----------------|--------------------------------|--------------|-----------------|---------------------|-------------|
|                    |              | White       | Black       | Hisp        | Men         | Women       | White<br>Men            | White<br>Women | Marr -<br>ied                  | Not<br>Marrd | Yes/<br>Not <18 | Yes/<br>Under<br>18 | No          |
| Very Important     | 659<br>66%   | 414<br>60%  | 121<br>90%  | 76<br>75%   | 298<br>63%  | 361<br>68%  | 210<br>60%              | 204<br>59%     | 127<br>58%                     | 74<br>62%    | 244<br>71%      | 243<br>62%          | 156<br>65%  |
| Somewhat Important | 274<br>27%   | 228<br>33%  | 6<br>4%     | 21<br>21%   | 135<br>29%  | 139<br>26%  | 113<br>32%              | 115<br>33%     | 80<br>36%                      | 34<br>28%    | 80<br>23%       | 122<br>31%          | 69<br>29%   |
| Not Too Important  | 66<br>7%     | 49<br>7%    | 8<br>6%     | 5<br>5%     | 36<br>8%    | 30<br>6%    | 24<br>7%                | 25<br>7%       | 13<br>6%                       | 12<br>10%    | 21<br>6%        | 29<br>7%            | 13<br>5%    |
| Don't Know         | 1<br>0%      | 1<br>0%     | 0<br>0%     | 0<br>0%     | 1<br>0%     | 0<br>0%     | 1<br>0%                 | 0<br>0%        | 0<br>0%                        | 0<br>0%      | 0<br>0%         | 0<br>0%             | 1<br>0%     |
| Total              | 1000<br>100% | 692<br>100% | 135<br>100% | 102<br>100% | 470<br>100% | 530<br>100% | 348<br>100%             | 344<br>100%    | 220<br>100%                    | 120<br>100%  | 345<br>100%     | 394<br>100%         | 239<br>100% |

YG MESSAGE SURVEY OF REGISTERED VOTERS  
NOVEMBER 4, 5, 6, AND 8, 2014

Question 6: Importance: Unemployment

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?

Unemployment

(Break 3: Age, Gender/Age, Area Description, Region)

|                    | Total        | Age         |             |             |             |             | Age by Gender |                |             |              | Area        |               |               |             | Region      |             |             |             |
|--------------------|--------------|-------------|-------------|-------------|-------------|-------------|---------------|----------------|-------------|--------------|-------------|---------------|---------------|-------------|-------------|-------------|-------------|-------------|
|                    |              | 18-29       | 30-39       | 40-54       | 55-64       | 65+         | 18-54<br>Men  | 18-54<br>Women | 55+<br>Men  | 55+<br>Women | Urban       | Sub-<br>urban | Small<br>Town | Rural       | NoEast      | Midwst      | South       | West        |
| Very Important     | 659<br>66%   | 109<br>65%  | 82<br>56%   | 195<br>65%  | 131<br>68%  | 135<br>74%  | 186<br>63%    | 200<br>62%     | 108<br>63%  | 158<br>77%   | 138<br>64%  | 213<br>63%    | 169<br>68%    | 115<br>68%  | 124<br>69%  | 157<br>64%  | 257<br>70%  | 121<br>57%  |
| Somewhat Important | 274<br>27%   | 47<br>28%   | 53<br>36%   | 90<br>30%   | 48<br>25%   | 35<br>19%   | 88<br>30%     | 102<br>32%     | 46<br>27%   | 37<br>18%    | 57<br>27%   | 107<br>32%    | 59<br>24%     | 47<br>28%   | 48<br>27%   | 72<br>30%   | 86<br>24%   | 68<br>32%   |
| Not Too Important  | 66<br>7%     | 11<br>7%    | 12<br>8%    | 15<br>5%    | 15<br>8%    | 13<br>7%    | 19<br>6%      | 19<br>6%       | 17<br>10%   | 11<br>5%     | 20<br>9%    | 18<br>5%      | 18<br>7%      | 8<br>5%     | 7<br>4%     | 15<br>6%    | 21<br>6%    | 23<br>11%   |
| Don't Know         | 1<br>0%      | 1<br>1%     | 0<br>0%     | 0<br>0%     | 0<br>0%     | 0<br>0%     | 1<br>0%       | 0<br>0%        | 0<br>0%     | 0<br>0%      | 0<br>0%     | 0<br>0%       | 1<br>0%       | 0<br>0%     | 0<br>0%     | 0<br>0%     | 1<br>0%     | 0<br>0%     |
| Total              | 1000<br>100% | 168<br>100% | 147<br>100% | 300<br>100% | 194<br>100% | 183<br>100% | 294<br>100%   | 321<br>100%    | 171<br>100% | 206<br>100%  | 215<br>100% | 338<br>100%   | 247<br>100%   | 170<br>100% | 179<br>100% | 244<br>100% | 365<br>100% | 212<br>100% |

YG MESSAGE SURVEY OF REGISTERED VOTERS  
NOVEMBER 4, 5, 6, AND 8, 2014

Question 6: Importance: Unemployment

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?

Unemployment

(Break 4: Christian, Evangelical/Race, Religious Service Attendance, Whites/Education, Income)

|                    | Total        | Christian   |             | Evangelical by Race |               |              | Religious Service Attendance |               |                          |             | White Voters/<br>Education |              | Income      |             |             |
|--------------------|--------------|-------------|-------------|---------------------|---------------|--------------|------------------------------|---------------|--------------------------|-------------|----------------------------|--------------|-------------|-------------|-------------|
|                    |              | Yes         | No/ Ref     | White<br>Evan       | Black<br>Evan | Hisp<br>Evan | >1/Wk                        | Once/<br>Week | FwTms<br>/Month<br>/Year | Never       | Non<br>Coll                | Coll<br>Grad | <50k        | 50-<br>100k | 100k+       |
| Very Important     | 659<br>66%   | 515<br>67%  | 144<br>61%  | 110<br>72%          | 25<br>96%     | 16<br>84%    | 81<br>68%                    | 193<br>72%    | 207<br>63%               | 158<br>61%  | 211<br>66%                 | 197<br>54%   | 237<br>72%  | 210<br>64%  | 130<br>57%  |
| Somewhat Important | 274<br>27%   | 203<br>27%  | 71<br>30%   | 34<br>22%           | 0<br>0%       | 3<br>16%     | 32<br>27%                    | 57<br>21%     | 93<br>29%                | 86<br>33%   | 91<br>28%                  | 136<br>37%   | 73<br>22%   | 99<br>30%   | 80<br>35%   |
| Not Too Important  | 66<br>7%     | 46<br>6%    | 20<br>9%    | 9<br>6%             | 1<br>4%       | 0<br>0%      | 6<br>5%                      | 17<br>6%      | 26<br>8%                 | 14<br>5%    | 18<br>6%                   | 30<br>8%     | 21<br>6%    | 17<br>5%    | 20<br>9%    |
| Don't Know         | 1<br>0%      | 1<br>0%     | 0<br>0%     | 0<br>0%             | 0<br>0%       | 0<br>0%      | 0<br>0%                      | 1<br>0%       | 0<br>0%                  | 0<br>0%     | 1<br>0%                    | 0<br>0%      | 0<br>0%     | 0<br>0%     | 0<br>0%     |
| Total              | 1000<br>100% | 765<br>100% | 235<br>100% | 153<br>100%         | 26<br>100%    | 19<br>100%   | 119<br>100%                  | 268<br>100%   | 326<br>100%              | 258<br>100% | 321<br>100%                | 363<br>100%  | 331<br>100% | 326<br>100% | 230<br>100% |

YG MESSAGE SURVEY OF REGISTERED VOTERS  
NOVEMBER 4, 5, 6, AND 8, 2014

Question 6: Importance: Unemployment

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?

Unemployment

(Break 5: Importance: Health Care, Taxes, Elementary/Secondary Education, Higher Education, Poverty, Energy, Excessive Regulations, Breakdown of Family)

|                    | Total        | Importance:<br>Health Care |                  | Importance:<br>Taxes |                  | Importance:<br>Elem/Sec Ed |                  | Importance:<br>Higher Ed |                  | Importance:<br>Poverty |                  | Importance:<br>Energy |                  | Importance:<br>Regulations |                  | Importance:<br>Family Breakdown |                  |
|--------------------|--------------|----------------------------|------------------|----------------------|------------------|----------------------------|------------------|--------------------------|------------------|------------------------|------------------|-----------------------|------------------|----------------------------|------------------|---------------------------------|------------------|
|                    |              | Very<br>Imp                | Smwht/<br>NotImp | Very<br>Imp          | Smwht/<br>NotImp | Very<br>Imp                | Smwht/<br>NotImp | Very<br>Imp              | Smwht/<br>NotImp | Very<br>Imp            | Smwht/<br>NotImp | Very<br>Imp           | Smwht/<br>NotImp | Very<br>Imp                | Smwht/<br>NotImp | Very<br>Imp                     | Smwht/<br>NotImp |
| Very Important     | 659<br>66%   | 574<br>72%                 | 81<br>41%        | 486<br>72%           | 170<br>53%       | 507<br>71%                 | 150<br>53%       | 457<br>74%               | 197<br>52%       | 476<br>79%             | 178<br>45%       | 426<br>77%            | 229<br>52%       | 306<br>73%                 | 311<br>59%       | 408<br>78%                      | 212<br>51%       |
| Somewhat Important | 274<br>27%   | 182<br>23%                 | 92<br>47%        | 151<br>22%           | 123<br>38%       | 171<br>24%                 | 102<br>36%       | 122<br>20%               | 152<br>40%       | 99<br>17%              | 175<br>44%       | 106<br>19%            | 166<br>38%       | 92<br>22%                  | 173<br>33%       | 89<br>17%                       | 167<br>40%       |
| Not Too Important  | 66<br>7%     | 41<br>5%                   | 24<br>12%        | 36<br>5%             | 29<br>9%         | 34<br>5%                   | 32<br>11%        | 34<br>6%                 | 32<br>8%         | 24<br>4%               | 42<br>11%        | 21<br>4%              | 44<br>10%        | 22<br>5%                   | 41<br>8%         | 23<br>4%                        | 37<br>9%         |
| Don't Know         | 1<br>0%      | 1<br>0%                    | 0<br>0%          | 0<br>0%              | 0<br>0%          | 0<br>0%                    | 0<br>0%          | 1<br>0%                  | 0<br>0%          | 0<br>0%                | 0<br>0%          | 0<br>0%               | 1<br>0%          | 0<br>0%                    | 0<br>0%          | 0<br>0%                         | 1<br>0%          |
| Total              | 1000<br>100% | 798<br>100%                | 197<br>100%      | 673<br>100%          | 322<br>100%      | 712<br>100%                | 284<br>100%      | 614<br>100%              | 381<br>100%      | 599<br>100%            | 395<br>100%      | 553<br>100%           | 440<br>100%      | 420<br>100%                | 525<br>100%      | 520<br>100%                     | 417<br>100%      |

YG MESSAGE SURVEY OF REGISTERED VOTERS  
NOVEMBER 4, 5, 6, AND 8, 2014

Question 7: Importance: Energy

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?

Energy

(Break 1: Party, Ideology, Tea Party Support, 2014 Vote, View of Health Care Reform)

|                    | Total        | Party       |             |             | Ideology    |             |             | Tea Party    |              |             | Voted in 2014 |             |               |             | View of Health Care Reform |              |
|--------------------|--------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------|-------------|---------------|-------------|---------------|-------------|----------------------------|--------------|
|                    |              | Rep         | Ind         | Dem         | Cons        | Modrt       | Librl       | Strng Supprt | Smwht Supprt | Oppose      | Voted/ Rep    | Voted/ Dem  | Voted/ 3rd/Rf | Didn't Vote | Keep OCare                 | Repeal OCare |
| Very Important     | 553<br>55%   | 135<br>47%  | 183<br>54%  | 210<br>63%  | 250<br>56%  | 118<br>49%  | 164<br>60%  | 74<br>66%    | 129<br>48%   | 270<br>57%  | 173<br>49%    | 219<br>62%  | 20<br>54%     | 103<br>57%  | 259<br>58%                 | 282<br>53%   |
| Somewhat Important | 348<br>35%   | 128<br>44%  | 116<br>34%  | 93<br>28%   | 157<br>35%  | 89<br>37%   | 89<br>33%   | 31<br>28%    | 109<br>41%   | 161<br>34%  | 145<br>41%    | 106<br>30%  | 13<br>35%     | 54<br>30%   | 141<br>32%                 | 202<br>38%   |
| Not Too Important  | 92<br>9%     | 23<br>8%    | 36<br>11%   | 28<br>8%    | 39<br>9%    | 30<br>13%   | 19<br>7%    | 7<br>6%      | 30<br>11%    | 42<br>9%    | 34<br>10%     | 29<br>8%    | 4<br>11%      | 20<br>11%   | 41<br>9%                   | 45<br>8%     |
| Don't Know         | 7<br>1%      | 2<br>1%     | 3<br>1%     | 1<br>0%     | 3<br>1%     | 2<br>1%     | 1<br>0%     | 0<br>0%      | 1<br>0%      | 2<br>0%     | 2<br>1%       | 0<br>0%     | 0<br>0%       | 3<br>2%     | 2<br>0%                    | 4<br>1%      |
| Total              | 1000<br>100% | 288<br>100% | 338<br>100% | 332<br>100% | 449<br>100% | 239<br>100% | 273<br>100% | 112<br>100%  | 269<br>100%  | 475<br>100% | 354<br>100%   | 354<br>100% | 37<br>100%    | 180<br>100% | 443<br>100%                | 533<br>100%  |

YG MESSAGE SURVEY OF REGISTERED VOTERS  
NOVEMBER 4, 5, 6, AND 8, 2014

Question 7: Importance: Energy

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?

Energy

(Break 2: Race, Gender, Whites/Gender, White Women/Marital Status, Children)

|                    | Total        | Race        |             |             | Gender      |             | White Voters/<br>Gender |             | White Women/<br>Marital Status |             | Children        |                  |             |
|--------------------|--------------|-------------|-------------|-------------|-------------|-------------|-------------------------|-------------|--------------------------------|-------------|-----------------|------------------|-------------|
|                    |              | White       | Black       | Hisp        | Men         | Women       | White Men               | White Women | Marr-ied                       | Not Marrd   | Yes/<br>Not <18 | Yes/<br>Under 18 | No          |
| Very Important     | 553<br>55%   | 349<br>50%  | 91<br>67%   | 72<br>71%   | 260<br>55%  | 293<br>55%  | 177<br>51%              | 172<br>50%  | 102<br>46%                     | 67<br>56%   | 204<br>59%      | 208<br>53%       | 131<br>55%  |
| Somewhat Important | 348<br>35%   | 272<br>39%  | 28<br>21%   | 25<br>25%   | 152<br>32%  | 196<br>37%  | 132<br>38%              | 140<br>41%  | 93<br>42%                      | 46<br>38%   | 116<br>34%      | 136<br>35%       | 90<br>38%   |
| Not Too Important  | 92<br>9%     | 66<br>10%   | 14<br>10%   | 5<br>5%     | 55<br>12%   | 37<br>7%    | 37<br>11%               | 29<br>8%    | 24<br>11%                      | 5<br>4%     | 21<br>6%        | 50<br>13%        | 17<br>7%    |
| Don't Know         | 7<br>1%      | 5<br>1%     | 2<br>1%     | 0<br>0%     | 3<br>1%     | 4<br>1%     | 2<br>1%                 | 3<br>1%     | 1<br>0%                        | 2<br>2%     | 4<br>1%         | 0<br>0%          | 1<br>0%     |
| Total              | 1000<br>100% | 692<br>100% | 135<br>100% | 102<br>100% | 470<br>100% | 530<br>100% | 348<br>100%             | 344<br>100% | 220<br>100%                    | 120<br>100% | 345<br>100%     | 394<br>100%      | 239<br>100% |



YG MESSAGE SURVEY OF REGISTERED VOTERS  
NOVEMBER 4, 5, 6, AND 8, 2014

Question 7: Importance: Energy

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?

Energy

(Break 3: Age, Gender/Age, Area Description, Region)

|                    | Total        | Age         |             |             |             |             | Age by Gender |             |             |             | Area        |             |             |             | Region      |             |             |             |
|--------------------|--------------|-------------|-------------|-------------|-------------|-------------|---------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
|                    |              | 18-29       | 30-39       | 40-54       | 55-64       | 65+         | 18-54 Men     | 18-54 Women | 55+ Men     | 55+ Women   | Urban       | Sub-urban   | Small Town  | Rural       | NoEast      | Midwst      | South       | West        |
| Very Important     | 553<br>55%   | 89<br>53%   | 80<br>54%   | 153<br>51%  | 109<br>56%  | 116<br>63%  | 158<br>54%    | 164<br>51%  | 99<br>58%   | 126<br>61%  | 123<br>57%  | 167<br>49%  | 147<br>60%  | 100<br>59%  | 92<br>51%   | 128<br>52%  | 220<br>60%  | 113<br>53%  |
| Somewhat Important | 348<br>35%   | 66<br>39%   | 48<br>33%   | 111<br>37%  | 71<br>37%   | 52<br>28%   | 99<br>34%     | 126<br>39%  | 53<br>31%   | 70<br>34%   | 74<br>34%   | 134<br>40%  | 81<br>33%   | 49<br>29%   | 67<br>37%   | 88<br>36%   | 111<br>30%  | 82<br>39%   |
| Not Too Important  | 92<br>9%     | 12<br>7%    | 19<br>13%   | 34<br>11%   | 13<br>7%    | 12<br>7%    | 35<br>12%     | 30<br>9%    | 18<br>11%   | 7<br>3%     | 17<br>8%    | 36<br>11%   | 18<br>7%    | 19<br>11%   | 19<br>11%   | 25<br>10%   | 31<br>8%    | 17<br>8%    |
| Don't Know         | 7<br>1%      | 1<br>1%     | 0<br>0%     | 2<br>1%     | 1<br>1%     | 3<br>2%     | 2<br>1%       | 1<br>0%     | 1<br>1%     | 3<br>1%     | 1<br>0%     | 1<br>0%     | 1<br>0%     | 2<br>1%     | 1<br>1%     | 3<br>1%     | 3<br>1%     | 0<br>0%     |
| Total              | 1000<br>100% | 168<br>100% | 147<br>100% | 300<br>100% | 194<br>100% | 183<br>100% | 294<br>100%   | 321<br>100% | 171<br>100% | 206<br>100% | 215<br>100% | 338<br>100% | 247<br>100% | 170<br>100% | 179<br>100% | 244<br>100% | 365<br>100% | 212<br>100% |

YG MESSAGE SURVEY OF REGISTERED VOTERS  
NOVEMBER 4, 5, 6, AND 8, 2014

Question 7: Importance: Energy

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?

Energy

(Break 4: Christian, Evangelical/Race, Religious Service Attendance, Whites/Education, Income)

|                    | Total        | Christian   |             | Evangelical by Race |            |            | Religious Service Attendance |             |                    |             | White Voters/ Education |             | Income      |             |             |
|--------------------|--------------|-------------|-------------|---------------------|------------|------------|------------------------------|-------------|--------------------|-------------|-------------------------|-------------|-------------|-------------|-------------|
|                    |              | Yes         | No/ Ref     | White Evan          | Black Evan | Hisp Evan  | >1/Wk                        | Once/ Week  | FwTms /Month /Year | Never       | Non Coll                | Coll Grad   | <50k        | 50-100k     | 100k+       |
| Very Important     | 553<br>55%   | 418<br>55%  | 135<br>57%  | 80<br>52%           | 18<br>69%  | 14<br>74%  | 68<br>57%                    | 145<br>54%  | 171<br>52%         | 153<br>59%  | 184<br>57%              | 160<br>44%  | 213<br>64%  | 162<br>50%  | 115<br>50%  |
| Somewhat Important | 348<br>35%   | 269<br>35%  | 79<br>34%   | 60<br>39%           | 3<br>12%   | 5<br>26%   | 44<br>37%                    | 96<br>36%   | 119<br>37%         | 81<br>31%   | 112<br>35%              | 158<br>44%  | 98<br>30%   | 127<br>39%  | 87<br>38%   |
| Not Too Important  | 92<br>9%     | 72<br>9%    | 20<br>9%    | 12<br>8%            | 5<br>19%   | 0<br>0%    | 6<br>5%                      | 25<br>9%    | 36<br>11%          | 22<br>9%    | 21<br>7%                | 44<br>12%   | 18<br>5%    | 36<br>11%   | 26<br>11%   |
| Don't Know         | 7<br>1%      | 6<br>1%     | 1<br>0%     | 1<br>1%             | 0<br>0%    | 0<br>0%    | 1<br>1%                      | 2<br>1%     | 0<br>0%            | 2<br>1%     | 4<br>1%                 | 1<br>0%     | 2<br>1%     | 1<br>0%     | 2<br>1%     |
| Total              | 1000<br>100% | 765<br>100% | 235<br>100% | 153<br>100%         | 26<br>100% | 19<br>100% | 119<br>100%                  | 268<br>100% | 326<br>100%        | 258<br>100% | 321<br>100%             | 363<br>100% | 331<br>100% | 326<br>100% | 230<br>100% |

YG MESSAGE SURVEY OF REGISTERED VOTERS  
NOVEMBER 4, 5, 6, AND 8, 2014

Question 7: Importance: Energy

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?

Energy

(Break 5: Importance: Health Care, Taxes, Elementary/Secondary Education, Higher Education, Poverty, Unemployment, Excessive Regulations, Breakdown of Family)

|                    | Total        | Importance: Health Care |              | Importance: Taxes |              | Importance: Elem/Sec Ed |              | Importance: Higher Ed |              | Importance: Poverty |              | Importance: Unemployment |              | Importance: Regulations |              | Importance: Family Breakdown |              |
|--------------------|--------------|-------------------------|--------------|-------------------|--------------|-------------------------|--------------|-----------------------|--------------|---------------------|--------------|--------------------------|--------------|-------------------------|--------------|------------------------------|--------------|
|                    |              | Very Imp                | Smwht/NotImp | Very Imp          | Smwht/NotImp | Very Imp                | Smwht/NotImp | Very Imp              | Smwht/NotImp | Very Imp            | Smwht/NotImp | Very Imp                 | Smwht/NotImp | Very Imp                | Smwht/NotImp | Very Imp                     | Smwht/NotImp |
| Very Important     | 553<br>55%   | 483<br>61%              | 65<br>33%    | 407<br>60%        | 143<br>44%   | 441<br>62%              | 111<br>39%   | 397<br>65%            | 153<br>40%   | 399<br>67%          | 151<br>38%   | 426<br>65%               | 127<br>37%   | 263<br>63%              | 251<br>48%   | 329<br>63%                   | 183<br>44%   |
| Somewhat Important | 348<br>35%   | 251<br>31%              | 97<br>49%    | 211<br>31%        | 137<br>43%   | 214<br>30%              | 132<br>46%   | 173<br>28%            | 174<br>46%   | 167<br>28%          | 181<br>46%   | 194<br>29%               | 154<br>45%   | 123<br>29%              | 214<br>41%   | 154<br>30%                   | 177<br>42%   |
| Not Too Important  | 92<br>9%     | 58<br>7%                | 34<br>17%    | 50<br>7%          | 40<br>12%    | 51<br>7%                | 40<br>14%    | 38<br>6%              | 53<br>14%    | 28<br>5%            | 61<br>15%    | 35<br>5%                 | 56<br>16%    | 32<br>8%                | 58<br>11%    | 34<br>7%                     | 56<br>13%    |
| Don't Know         | 7<br>1%      | 6<br>1%                 | 1<br>1%      | 5<br>1%           | 2<br>1%      | 6<br>1%                 | 1<br>0%      | 6<br>1%               | 1<br>0%      | 5<br>1%             | 2<br>1%      | 4<br>1%                  | 3<br>1%      | 2<br>0%                 | 2<br>0%      | 3<br>1%                      | 1<br>0%      |
| Total              | 1000<br>100% | 798<br>100%             | 197<br>100%  | 673<br>100%       | 322<br>100%  | 712<br>100%             | 284<br>100%  | 614<br>100%           | 381<br>100%  | 599<br>100%         | 395<br>100%  | 659<br>100%              | 340<br>100%  | 420<br>100%             | 525<br>100%  | 520<br>100%                  | 417<br>100%  |

YG MESSAGE SURVEY OF REGISTERED VOTERS  
NOVEMBER 4, 5, 6, AND 8, 2014

Question 8: Importance: Excessive Regulations

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?

Excessive regulations

(Break 1: Party, Ideology, Tea Party Support, 2014 Vote, View of Health Care Reform)

|                    | Total        | Party       |             |             | Ideology    |             |             | Tea Party    |              |             | Voted in 2014 |             |              |             | View of Health Care Reform |              |
|--------------------|--------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------|-------------|---------------|-------------|--------------|-------------|----------------------------|--------------|
|                    |              | Rep         | Ind         | Dem         | Cons        | Modrt       | Librl       | Strng Supprt | Smwht Supprt | Oppose      | Voted/Rep     | Voted/Dem   | Voted/3rd/Rf | Didn't Vote | Keep OCare                 | Repeal OCare |
| Very Important     | 420<br>42%   | 163<br>57%  | 149<br>44%  | 91<br>27%   | 260<br>58%  | 78<br>33%   | 67<br>25%   | 82<br>73%    | 145<br>54%   | 140<br>29%  | 212<br>60%    | 101<br>29%  | 21<br>57%    | 63<br>35%   | 130<br>29%                 | 280<br>53%   |
| Somewhat Important | 327<br>33%   | 77<br>27%   | 106<br>31%  | 131<br>39%  | 118<br>26%  | 95<br>40%   | 102<br>37%  | 17<br>15%    | 81<br>30%    | 179<br>38%  | 90<br>25%     | 134<br>38%  | 5<br>14%     | 68<br>38%   | 163<br>37%                 | 160<br>30%   |
| Not Too Important  | 198<br>20%   | 35<br>12%   | 66<br>20%   | 91<br>27%   | 45<br>10%   | 53<br>22%   | 94<br>34%   | 9<br>8%      | 35<br>13%    | 136<br>29%  | 38<br>11%     | 104<br>29%  | 9<br>24%     | 33<br>18%   | 130<br>29%                 | 64<br>12%    |
| Don't Know         | 55<br>6%     | 13<br>5%    | 17<br>5%    | 19<br>6%    | 26<br>6%    | 13<br>5%    | 10<br>4%    | 4<br>4%      | 8<br>3%      | 20<br>4%    | 14<br>4%      | 15<br>4%    | 2<br>5%      | 16<br>9%    | 20<br>5%                   | 29<br>5%     |
| Total              | 1000<br>100% | 288<br>100% | 338<br>100% | 332<br>100% | 449<br>100% | 239<br>100% | 273<br>100% | 112<br>100%  | 269<br>100%  | 475<br>100% | 354<br>100%   | 354<br>100% | 37<br>100%   | 180<br>100% | 443<br>100%                | 533<br>100%  |

YG MESSAGE SURVEY OF REGISTERED VOTERS  
NOVEMBER 4, 5, 6, AND 8, 2014

Question 8: Importance: Excessive Regulations

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?

Excessive regulations

(Break 2: Race, Gender, Whites/Gender, White Women/Marital Status, Children)

|                    | Total        | Race        |             |             | Gender      |             | White Voters/<br>Gender |                | White Women/<br>Marital Status |              | Children        |                     |             |
|--------------------|--------------|-------------|-------------|-------------|-------------|-------------|-------------------------|----------------|--------------------------------|--------------|-----------------|---------------------|-------------|
|                    |              | White       | Black       | Hisp        | Men         | Women       | White<br>Men            | White<br>Women | Marr-<br>ied                   | Not<br>Marrd | Yes/<br>Not <18 | Yes/<br>Under<br>18 | No          |
| Very Important     | 420<br>42%   | 295<br>43%  | 49<br>36%   | 46<br>45%   | 222<br>47%  | 198<br>37%  | 166<br>48%              | 129<br>38%     | 94<br>43%                      | 33<br>28%    | 161<br>47%      | 172<br>44%          | 77<br>32%   |
| Somewhat Important | 327<br>33%   | 213<br>31%  | 54<br>40%   | 34<br>33%   | 129<br>27%  | 198<br>37%  | 93<br>27%               | 120<br>35%     | 71<br>32%                      | 48<br>40%    | 104<br>30%      | 119<br>30%          | 96<br>40%   |
| Not Too Important  | 198<br>20%   | 149<br>22%  | 21<br>16%   | 15<br>15%   | 96<br>20%   | 102<br>19%  | 74<br>21%               | 75<br>22%      | 46<br>21%                      | 28<br>23%    | 60<br>17%       | 85<br>22%           | 50<br>21%   |
| Don't Know         | 55<br>6%     | 35<br>5%    | 11<br>8%    | 7<br>7%     | 23<br>5%    | 32<br>6%    | 15<br>4%                | 20<br>6%       | 9<br>4%                        | 11<br>9%     | 20<br>6%        | 18<br>5%            | 16<br>7%    |
| Total              | 1000<br>100% | 692<br>100% | 135<br>100% | 102<br>100% | 470<br>100% | 530<br>100% | 348<br>100%             | 344<br>100%    | 220<br>100%                    | 120<br>100%  | 345<br>100%     | 394<br>100%         | 239<br>100% |

YG MESSAGE SURVEY OF REGISTERED VOTERS  
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Question 8: Importance: Excessive Regulations

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?

Excessive regulations

(Break 3: Age, Gender/Age, Area Description, Region)

|                    | Total        | Age         |             |             |             |             | Age by Gender |                |             |              | Area        |               |               |             | Region      |             |             |             |
|--------------------|--------------|-------------|-------------|-------------|-------------|-------------|---------------|----------------|-------------|--------------|-------------|---------------|---------------|-------------|-------------|-------------|-------------|-------------|
|                    |              | 18-29       | 30-39       | 40-54       | 55-64       | 65+         | 18-54<br>Men  | 18-54<br>Women | 55+<br>Men  | 55+<br>Women | Urban       | Sub-<br>urban | Small<br>Town | Rural       | NoEast      | Midwst      | South       | West        |
| Very Important     | 420<br>42%   | 47<br>28%   | 65<br>44%   | 132<br>44%  | 90<br>46%   | 82<br>45%   | 134<br>46%    | 110<br>34%     | 86<br>50%   | 86<br>42%    | 71<br>33%   | 140<br>41%    | 112<br>45%    | 86<br>51%   | 69<br>39%   | 117<br>48%  | 143<br>39%  | 91<br>43%   |
| Somewhat Important | 327<br>33%   | 79<br>47%   | 44<br>30%   | 95<br>32%   | 62<br>32%   | 46<br>25%   | 86<br>29%     | 132<br>41%     | 43<br>25%   | 65<br>32%    | 84<br>39%   | 102<br>30%    | 80<br>32%     | 49<br>29%   | 64<br>36%   | 69<br>28%   | 123<br>34%  | 71<br>33%   |
| Not Too Important  | 198<br>20%   | 32<br>19%   | 34<br>23%   | 57<br>19%   | 33<br>17%   | 40<br>22%   | 56<br>19%     | 67<br>21%      | 38<br>22%   | 35<br>17%    | 44<br>20%   | 83<br>25%     | 43<br>17%     | 24<br>14%   | 38<br>21%   | 47<br>19%   | 72<br>20%   | 41<br>19%   |
| Don't Know         | 55<br>6%     | 10<br>6%    | 4<br>3%     | 16<br>5%    | 9<br>5%     | 15<br>8%    | 18<br>6%      | 12<br>4%       | 4<br>2%     | 20<br>10%    | 16<br>7%    | 13<br>4%      | 12<br>5%      | 11<br>6%    | 8<br>4%     | 11<br>5%    | 27<br>7%    | 9<br>4%     |
| Total              | 1000<br>100% | 168<br>100% | 147<br>100% | 300<br>100% | 194<br>100% | 183<br>100% | 294<br>100%   | 321<br>100%    | 171<br>100% | 206<br>100%  | 215<br>100% | 338<br>100%   | 247<br>100%   | 170<br>100% | 179<br>100% | 244<br>100% | 365<br>100% | 212<br>100% |

YG MESSAGE SURVEY OF REGISTERED VOTERS  
NOVEMBER 4, 5, 6, AND 8, 2014

Question 8: Importance: Excessive Regulations

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?

Excessive regulations

(Break 4: Christian, Evangelical/Race, Religious Service Attendance, Whites/Education, Income)

|                    | Total        | Christian   |             | Evangelical by Race |               |              | Religious Service Attendance |               |                          |             | White Voters/<br>Education |              | Income      |             |             |
|--------------------|--------------|-------------|-------------|---------------------|---------------|--------------|------------------------------|---------------|--------------------------|-------------|----------------------------|--------------|-------------|-------------|-------------|
|                    |              | Yes         | No/ Ref     | White<br>Evan       | Black<br>Evan | Hisp<br>Evan | >1/Wk                        | Once/<br>Week | FwTms<br>/Month<br>/Year | Never       | Non<br>Coll                | Coll<br>Grad | <50k        | 50-<br>100k | 100k+       |
| Very Important     | 420<br>42%   | 332<br>43%  | 88<br>37%   | 74<br>48%           | 9<br>35%      | 11<br>58%    | 51<br>43%                    | 126<br>47%    | 134<br>41%               | 99<br>38%   | 137<br>43%                 | 155<br>43%   | 133<br>40%  | 133<br>41%  | 105<br>46%  |
| Somewhat Important | 327<br>33%   | 255<br>33%  | 72<br>31%   | 50<br>33%           | 10<br>38%     | 5<br>26%     | 40<br>34%                    | 78<br>29%     | 115<br>35%               | 85<br>33%   | 110<br>34%                 | 100<br>28%   | 114<br>34%  | 116<br>36%  | 60<br>26%   |
| Not Too Important  | 198<br>20%   | 134<br>18%  | 64<br>27%   | 18<br>12%           | 4<br>15%      | 3<br>16%     | 15<br>13%                    | 53<br>20%     | 62<br>19%                | 62<br>24%   | 53<br>17%                  | 95<br>26%    | 60<br>18%   | 66<br>20%   | 56<br>24%   |
| Don't Know         | 55<br>6%     | 44<br>6%    | 11<br>5%    | 11<br>7%            | 3<br>12%      | 0<br>0%      | 13<br>11%                    | 11<br>4%      | 15<br>5%                 | 12<br>5%    | 21<br>7%                   | 13<br>4%     | 24<br>7%    | 11<br>3%    | 9<br>4%     |
| Total              | 1000<br>100% | 765<br>100% | 235<br>100% | 153<br>100%         | 26<br>100%    | 19<br>100%   | 119<br>100%                  | 268<br>100%   | 326<br>100%              | 258<br>100% | 321<br>100%                | 363<br>100%  | 331<br>100% | 326<br>100% | 230<br>100% |

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Question 8: Importance: Excessive Regulations

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?

Excessive regulations

(Break 5: Importance: Health Care, Taxes, Elementary/Secondary Education, Higher Education, Poverty, Unemployment, Energy, Breakdown of Family)

|                    | Total        | Importance:<br>Health Care |                  | Importance:<br>Taxes |                  | Importance:<br>Elem/Sec Ed |                  | Importance:<br>Higher Ed |                  | Importance:<br>Poverty |                  | Importance:<br>Unemployment |                  | Importance:<br>Energy |                  | Importance:<br>Family Breakdown |                  |
|--------------------|--------------|----------------------------|------------------|----------------------|------------------|----------------------------|------------------|--------------------------|------------------|------------------------|------------------|-----------------------------|------------------|-----------------------|------------------|---------------------------------|------------------|
|                    |              | Very<br>Imp                | Smwht/<br>NotImp | Very<br>Imp          | Smwht/<br>NotImp | Very<br>Imp                | Smwht/<br>NotImp | Very<br>Imp              | Smwht/<br>NotImp | Very<br>Imp            | Smwht/<br>NotImp | Very<br>Imp                 | Smwht/<br>NotImp | Very<br>Imp           | Smwht/<br>NotImp | Very<br>Imp                     | Smwht/<br>NotImp |
| Very Important     | 420<br>42%   | 341<br>43%                 | 77<br>39%        | 349<br>52%           | 71<br>22%        | 285<br>40%                 | 134<br>47%       | 237<br>39%               | 180<br>47%       | 242<br>40%             | 177<br>45%       | 306<br>46%                  | 114<br>34%       | 263<br>48%            | 155<br>35%       | 265<br>51%                      | 137<br>33%       |
| Somewhat Important | 327<br>33%   | 268<br>34%                 | 59<br>30%        | 212<br>32%           | 113<br>35%       | 247<br>35%                 | 79<br>28%        | 224<br>36%               | 103<br>27%       | 207<br>35%             | 120<br>30%       | 208<br>32%                  | 119<br>35%       | 164<br>30%            | 161<br>37%       | 163<br>31%                      | 148<br>35%       |
| Not Too Important  | 198<br>20%   | 146<br>18%                 | 51<br>26%        | 78<br>12%            | 120<br>37%       | 139<br>20%                 | 59<br>21%        | 117<br>19%               | 81<br>21%        | 114<br>19%             | 82<br>21%        | 103<br>16%                  | 95<br>28%        | 87<br>16%             | 111<br>25%       | 66<br>13%                       | 119<br>29%       |
| Don't Know         | 55<br>6%     | 43<br>5%                   | 10<br>5%         | 34<br>5%             | 18<br>6%         | 41<br>6%                   | 12<br>4%         | 36<br>6%                 | 17<br>4%         | 36<br>6%               | 16<br>4%         | 42<br>6%                    | 12<br>4%         | 39<br>7%              | 13<br>3%         | 26<br>5%                        | 13<br>3%         |
| Total              | 1000<br>100% | 798<br>100%                | 197<br>100%      | 673<br>100%          | 322<br>100%      | 712<br>100%                | 284<br>100%      | 614<br>100%              | 381<br>100%      | 599<br>100%            | 395<br>100%      | 659<br>100%                 | 340<br>100%      | 553<br>100%           | 440<br>100%      | 520<br>100%                     | 417<br>100%      |

YG MESSAGE SURVEY OF REGISTERED VOTERS  
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Question 9: Importance: Breakdown of the Family  
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?  
Breakdown of the family

(Break 1: Party, Ideology, Tea Party Support, 2014 Vote, View of Health Care Reform)

|                    | Total        | Party       |             |             | Ideology    |             |             | Tea Party    |              |             | Voted in 2014 |             |               |             | View of Health Care Reform |              |
|--------------------|--------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------|-------------|---------------|-------------|---------------|-------------|----------------------------|--------------|
|                    |              | Rep         | Ind         | Dem         | Cons        | Modrt       | Librl       | Strng Supprt | Smwht Supprt | Oppose      | Voted/ Rep    | Voted/ Dem  | Voted/ 3rd/Rf | Didn't Vote | Keep OCare                 | Repeal OCare |
| Very Important     | 520<br>52%   | 169<br>59%  | 160<br>47%  | 172<br>52%  | 283<br>63%  | 114<br>48%  | 109<br>40%  | 80<br>71%    | 153<br>57%   | 214<br>45%  | 213<br>60%    | 166<br>47%  | 15<br>41%     | 90<br>50%   | 202<br>46%                 | 309<br>58%   |
| Somewhat Important | 240<br>24%   | 63<br>22%   | 85<br>25%   | 81<br>24%   | 97<br>22%   | 60<br>25%   | 71<br>26%   | 17<br>15%    | 67<br>25%    | 123<br>26%  | 85<br>24%     | 91<br>26%   | 10<br>27%     | 36<br>20%   | 105<br>24%                 | 130<br>24%   |
| Not Too Important  | 177<br>18%   | 40<br>14%   | 70<br>21%   | 61<br>18%   | 52<br>12%   | 46<br>19%   | 73<br>27%   | 12<br>11%    | 36<br>13%    | 108<br>23%  | 43<br>12%     | 79<br>22%   | 7<br>19%      | 33<br>18%   | 104<br>23%                 | 65<br>12%    |
| Don't Know         | 63<br>6%     | 16<br>6%    | 23<br>7%    | 18<br>5%    | 17<br>4%    | 19<br>8%    | 20<br>7%    | 3<br>3%      | 13<br>5%     | 30<br>6%    | 13<br>4%      | 18<br>5%    | 5<br>14%      | 21<br>12%   | 32<br>7%                   | 29<br>5%     |
| Total              | 1000<br>100% | 288<br>100% | 338<br>100% | 332<br>100% | 449<br>100% | 239<br>100% | 273<br>100% | 112<br>100%  | 269<br>100%  | 475<br>100% | 354<br>100%   | 354<br>100% | 37<br>100%    | 180<br>100% | 443<br>100%                | 533<br>100%  |

YG MESSAGE SURVEY OF REGISTERED VOTERS  
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Question 9: Importance: Breakdown of the Family  
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?  
Breakdown of the family

(Break 2: Race, Gender, Whites/Gender, White Women/Marital Status, Children)

|                    | Total        | Race        |             |             | Gender      |             | White Voters/ Gender |             | White Women/ Marital Status |             | Children     |               |             |
|--------------------|--------------|-------------|-------------|-------------|-------------|-------------|----------------------|-------------|-----------------------------|-------------|--------------|---------------|-------------|
|                    |              | White       | Black       | Hisp        | Men         | Women       | White Men            | White Women | Marr - ied                  | Not Marrd   | Yes/ Not <18 | Yes/ Under 18 | No          |
| Very Important     | 520<br>52%   | 327<br>47%  | 97<br>72%   | 63<br>62%   | 225<br>48%  | 295<br>56%  | 156<br>45%           | 171<br>50%  | 114<br>52%                  | 57<br>48%   | 213<br>62%   | 206<br>52%    | 89<br>37%   |
| Somewhat Important | 240<br>24%   | 182<br>26%  | 20<br>15%   | 18<br>18%   | 133<br>28%  | 107<br>20%  | 105<br>30%           | 77<br>22%   | 50<br>23%                   | 23<br>19%   | 77<br>22%    | 87<br>22%     | 72<br>30%   |
| Not Too Important  | 177<br>18%   | 136<br>20%  | 10<br>7%    | 17<br>17%   | 90<br>19%   | 87<br>16%   | 69<br>20%            | 67<br>19%   | 38<br>17%                   | 29<br>24%   | 39<br>11%    | 77<br>20%     | 57<br>24%   |
| Don't Know         | 63<br>6%     | 47<br>7%    | 8<br>6%     | 4<br>4%     | 22<br>5%    | 41<br>8%    | 18<br>5%             | 29<br>8%    | 18<br>8%                    | 11<br>9%    | 16<br>5%     | 24<br>6%      | 21<br>9%    |
| Total              | 1000<br>100% | 692<br>100% | 135<br>100% | 102<br>100% | 470<br>100% | 530<br>100% | 348<br>100%          | 344<br>100% | 220<br>100%                 | 120<br>100% | 345<br>100%  | 394<br>100%   | 239<br>100% |

YG MESSAGE SURVEY OF REGISTERED VOTERS  
NOVEMBER 4, 5, 6, AND 8, 2014

Question 9: Importance: Breakdown of the Family  
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?  
Breakdown of the family

(Break 3: Age, Gender/Age, Area Description, Region)

|                    | Total        | Age         |             |             |             |             | Age by Gender |             |             |             | Area        |             |             |             | Region      |             |             |             |
|--------------------|--------------|-------------|-------------|-------------|-------------|-------------|---------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
|                    |              | 18-29       | 30-39       | 40-54       | 55-64       | 65+         | 18-54 Men     | 18-54 Women | 55+ Men     | 55+ Women   | Urban       | Sub-urban   | Small Town  | Rural       | NoEast      | Midwst      | South       | West        |
| Very Important     | 520<br>52%   | 64<br>38%   | 60<br>41%   | 159<br>53%  | 120<br>62%  | 114<br>62%  | 120<br>41%    | 163<br>51%  | 104<br>61%  | 130<br>63%  | 94<br>44%   | 153<br>45%  | 154<br>62%  | 102<br>60%  | 83<br>46%   | 133<br>55%  | 200<br>55%  | 104<br>49%  |
| Somewhat Important | 240<br>24%   | 56<br>33%   | 31<br>21%   | 71<br>24%   | 43<br>22%   | 38<br>21%   | 89<br>30%     | 69<br>21%   | 43<br>25%   | 38<br>18%   | 56<br>26%   | 101<br>30%  | 43<br>17%   | 34<br>20%   | 60<br>34%   | 61<br>25%   | 76<br>21%   | 43<br>20%   |
| Not Too Important  | 177<br>18%   | 35<br>21%   | 43<br>29%   | 56<br>19%   | 22<br>11%   | 19<br>10%   | 68<br>23%     | 66<br>21%   | 20<br>12%   | 21<br>10%   | 49<br>23%   | 64<br>19%   | 35<br>14%   | 23<br>14%   | 29<br>16%   | 34<br>14%   | 64<br>18%   | 50<br>24%   |
| Don't Know         | 63<br>6%     | 13<br>8%    | 13<br>9%    | 14<br>5%    | 9<br>5%     | 12<br>7%    | 17<br>6%      | 23<br>7%    | 4<br>2%     | 17<br>8%    | 16<br>7%    | 20<br>6%    | 15<br>6%    | 11<br>6%    | 7<br>4%     | 16<br>7%    | 25<br>7%    | 15<br>7%    |
| Total              | 1000<br>100% | 168<br>100% | 147<br>100% | 300<br>100% | 194<br>100% | 183<br>100% | 294<br>100%   | 321<br>100% | 171<br>100% | 206<br>100% | 215<br>100% | 338<br>100% | 247<br>100% | 170<br>100% | 179<br>100% | 244<br>100% | 365<br>100% | 212<br>100% |

YG MESSAGE SURVEY OF REGISTERED VOTERS  
NOVEMBER 4, 5, 6, AND 8, 2014

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Breakdown of the family

(Break 4: Christian, Evangelical/Race, Religious Service Attendance, Whites/Education, Income)

|                    | Total        | Christian   |             | Evangelical by Race |            |            | Religious Service Attendance |             |                    |             | White Voters/ Education |             | Income      |             |             |
|--------------------|--------------|-------------|-------------|---------------------|------------|------------|------------------------------|-------------|--------------------|-------------|-------------------------|-------------|-------------|-------------|-------------|
|                    |              | Yes         | No/ Ref     | White Evan          | Black Evan | Hisp Evan  | >1/Wk                        | Once/ Week  | FwTms /Month /Year | Never       | Non Coll                | Coll Grad   | <50k        | 50-100k     | 100k+       |
| Very Important     | 520<br>52%   | 422<br>55%  | 98<br>42%   | 111<br>73%          | 20<br>77%  | 14<br>74%  | 87<br>73%                    | 160<br>60%  | 157<br>48%         | 104<br>40%  | 164<br>51%              | 160<br>44%  | 195<br>59%  | 163<br>50%  | 102<br>44%  |
| Somewhat Important | 240<br>24%   | 180<br>24%  | 60<br>26%   | 25<br>16%           | 2<br>8%    | 3<br>16%   | 14<br>12%                    | 60<br>22%   | 90<br>28%          | 69<br>27%   | 75<br>23%               | 104<br>29%  | 65<br>20%   | 86<br>26%   | 62<br>27%   |
| Not Too Important  | 177<br>18%   | 123<br>16%  | 54<br>23%   | 11<br>7%            | 3<br>12%   | 1<br>5%    | 9<br>8%                      | 39<br>15%   | 58<br>18%          | 65<br>25%   | 49<br>15%               | 86<br>24%   | 49<br>15%   | 59<br>18%   | 56<br>24%   |
| Don't Know         | 63<br>6%     | 40<br>5%    | 23<br>10%   | 6<br>4%             | 1<br>4%    | 1<br>5%    | 9<br>8%                      | 9<br>3%     | 21<br>6%           | 20<br>8%    | 33<br>10%               | 13<br>4%    | 22<br>7%    | 18<br>6%    | 10<br>4%    |
| Total              | 1000<br>100% | 765<br>100% | 235<br>100% | 153<br>100%         | 26<br>100% | 19<br>100% | 119<br>100%                  | 268<br>100% | 326<br>100%        | 258<br>100% | 321<br>100%             | 363<br>100% | 331<br>100% | 326<br>100% | 230<br>100% |

YG MESSAGE SURVEY OF REGISTERED VOTERS  
NOVEMBER 4, 5, 6, AND 8, 2014

Question 9: Importance: Breakdown of the Family  
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Breakdown of the family

(Break 5: Importance: Health Care, Taxes, Elementary/Secondary Education, Higher Education, Poverty, Unemployment, Energy, Excessive Regulations)

|                    | Total        | Importance: Health Care |              | Importance: Taxes |              | Importance: Elem/Sec Ed |              | Importance: Higher Ed |              | Importance: Poverty |              | Importance: Unemployment |              | Importance: Energy |              | Importance: Regulations |              |
|--------------------|--------------|-------------------------|--------------|-------------------|--------------|-------------------------|--------------|-----------------------|--------------|---------------------|--------------|--------------------------|--------------|--------------------|--------------|-------------------------|--------------|
|                    |              | Very Imp                | Smwht/NotImp | Very Imp          | Smwht/NotImp | Very Imp                | Smwht/NotImp | Very Imp              | Smwht/NotImp | Very Imp            | Smwht/NotImp | Very Imp                 | Smwht/NotImp | Very Imp           | Smwht/NotImp | Very Imp                | Smwht/NotImp |
| Very Important     | 520<br>52%   | 448<br>56%              | 69<br>35%    | 408<br>61%        | 111<br>34%   | 408<br>57%              | 112<br>39%   | 360<br>59%            | 158<br>41%   | 362<br>60%          | 154<br>39%   | 408<br>62%               | 112<br>33%   | 329<br>59%         | 188<br>43%   | 265<br>63%              | 229<br>44%   |
| Somewhat Important | 240<br>24%   | 177<br>22%              | 62<br>31%    | 144<br>21%        | 94<br>29%    | 146<br>21%              | 91<br>32%    | 127<br>21%            | 113<br>30%   | 115<br>19%          | 124<br>31%   | 131<br>20%               | 108<br>32%   | 111<br>20%         | 128<br>29%   | 89<br>21%               | 139<br>26%   |
| Not Too Important  | 177<br>18%   | 126<br>16%              | 51<br>26%    | 85<br>13%         | 91<br>28%    | 109<br>15%              | 68<br>24%    | 89<br>14%             | 86<br>23%    | 81<br>14%           | 96<br>24%    | 81<br>12%                | 96<br>28%    | 72<br>13%          | 105<br>24%   | 48<br>11%               | 128<br>24%   |
| Don't Know         | 63<br>6%     | 47<br>6%                | 15<br>8%     | 36<br>5%          | 26<br>8%     | 49<br>7%                | 13<br>5%     | 38<br>6%              | 24<br>6%     | 41<br>7%            | 21<br>5%     | 39<br>6%                 | 24<br>7%     | 41<br>7%           | 19<br>4%     | 18<br>4%                | 29<br>6%     |
| Total              | 1000<br>100% | 798<br>100%             | 197<br>100%  | 673<br>100%       | 322<br>100%  | 712<br>100%             | 284<br>100%  | 614<br>100%           | 381<br>100%  | 599<br>100%         | 395<br>100%  | 659<br>100%              | 340<br>100%  | 553<br>100%        | 440<br>100%  | 420<br>100%             | 525<br>100%  |

YG MESSAGE SURVEY OF REGISTERED VOTERS  
NOVEMBER 4, 5, 6, AND 8, 2014

Question 10: View of Changes to Obamacare  
Which of the following comes closer to your view? (ROTATE TOP TO BOTTOM; BOTTOM TO TOP) 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.

(Break 1: Party, Ideology, Tea Party Support, 2014 Vote)

|                       | Total        | Party       |             |             | Ideology    |             |             | Tea Party    |              |             | Voted in 2014 |             |              |             |
|-----------------------|--------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------|-------------|---------------|-------------|--------------|-------------|
|                       |              | Rep         | Ind         | Dem         | Cons        | Modrt       | Librl       | Strng Supprt | Smwht Supprt | Oppose      | Voted/Rep     | Voted/Dem   | Voted/3rd/Rf | Didn't Vote |
| Keep As Is            | 100<br>10%   | 9<br>3%     | 20<br>6%    | 66<br>20%   | 30<br>7%    | 23<br>10%   | 44<br>16%   | 8<br>7%      | 11<br>4%     | 72<br>15%   | 7<br>2%       | 68<br>19%   | 3<br>8%      | 17<br>9%    |
| Keep/ Modest Changes  | 343<br>34%   | 28<br>10%   | 114<br>34%  | 190<br>57%  | 75<br>17%   | 101<br>42%  | 159<br>58%  | 18<br>16%    | 40<br>15%    | 246<br>52%  | 39<br>11%     | 207<br>58%  | 12<br>32%    | 59<br>33%   |
| Repeal/ Return        | 178<br>18%   | 70<br>24%   | 60<br>18%   | 37<br>11%   | 97<br>22%   | 42<br>18%   | 28<br>10%   | 22<br>20%    | 71<br>26%    | 54<br>11%   | 86<br>24%     | 35<br>10%   | 2<br>5%      | 37<br>21%   |
| Repeal/ Replace       | 355<br>36%   | 180<br>63%  | 129<br>38%  | 36<br>11%   | 237<br>53%  | 68<br>28%   | 37<br>14%   | 63<br>56%    | 141<br>52%   | 94<br>20%   | 215<br>61%    | 40<br>11%   | 18<br>49%    | 60<br>33%   |
| Don't Know/ Undecided | 24<br>2%     | 1<br>0%     | 15<br>4%    | 3<br>1%     | 10<br>2%    | 5<br>2%     | 5<br>2%     | 1<br>1%      | 6<br>2%      | 9<br>2%     | 7<br>2%       | 4<br>1%     | 2<br>5%      | 7<br>4%     |
| Total                 | 1000<br>100% | 288<br>100% | 338<br>100% | 332<br>100% | 449<br>100% | 239<br>100% | 273<br>100% | 112<br>100%  | 269<br>100%  | 475<br>100% | 354<br>100%   | 354<br>100% | 37<br>100%   | 180<br>100% |

YG MESSAGE SURVEY OF REGISTERED VOTERS  
 NOVEMBER 4, 5, 6, AND 8, 2014

Question 10: View of Changes to Obamacare

Which of the following comes closer to your view? (ROTATE TOP TO BOTTOM; BOTTOM TO TOP) 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.

(Break 2: Race, Gender, Whites/Gender, White Women/Marital Status, Children)

|                          | Total        | Race        |             |             | Gender      |             | White Voters/<br>Gender |                | White Women/<br>Marital Status |              | Children        |                     |             |
|--------------------------|--------------|-------------|-------------|-------------|-------------|-------------|-------------------------|----------------|--------------------------------|--------------|-----------------|---------------------|-------------|
|                          |              | White       | Black       | Hisp        | Men         | Women       | White<br>Men            | White<br>Women | Marr -<br>ied                  | Not<br>Marrd | Yes/<br>Not <18 | Yes/<br>Under<br>18 | No          |
| Keep As Is               | 100<br>10%   | 44<br>6%    | 37<br>27%   | 14<br>14%   | 45<br>10%   | 55<br>10%   | 21<br>6%                | 23<br>7%       | 14<br>6%                       | 9<br>8%      | 36<br>10%       | 31<br>8%            | 32<br>13%   |
| Keep/ Modest<br>Changes  | 343<br>34%   | 210<br>30%  | 62<br>46%   | 42<br>41%   | 148<br>31%  | 195<br>37%  | 102<br>29%              | 108<br>31%     | 58<br>26%                      | 49<br>41%    | 119<br>34%      | 128<br>32%          | 92<br>38%   |
| Repeal/ Return           | 178<br>18%   | 128<br>18%  | 17<br>13%   | 18<br>18%   | 83<br>18%   | 95<br>18%   | 63<br>18%               | 65<br>19%      | 41<br>19%                      | 22<br>18%    | 56<br>16%       | 70<br>18%           | 45<br>19%   |
| Repeal/<br>Replace       | 355<br>36%   | 294<br>42%  | 18<br>13%   | 25<br>25%   | 181<br>39%  | 174<br>33%  | 153<br>44%              | 141<br>41%     | 102<br>46%                     | 39<br>33%    | 128<br>37%      | 155<br>39%          | 63<br>26%   |
| Don't Know/<br>Undecided | 24<br>2%     | 16<br>2%    | 1<br>1%     | 3<br>3%     | 13<br>3%    | 11<br>2%    | 9<br>3%                 | 7<br>2%        | 5<br>2%                        | 1<br>1%      | 6<br>2%         | 10<br>3%            | 7<br>3%     |
| Total                    | 1000<br>100% | 692<br>100% | 135<br>100% | 102<br>100% | 470<br>100% | 530<br>100% | 348<br>100%             | 344<br>100%    | 220<br>100%                    | 120<br>100%  | 345<br>100%     | 394<br>100%         | 239<br>100% |



YG MESSAGE SURVEY OF REGISTERED VOTERS  
 NOVEMBER 4, 5, 6, AND 8, 2014

Question 10: View of Changes to Obamacare

Which of the following comes closer to your view? (ROTATE TOP TO BOTTOM; BOTTOM TO TOP) 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.

(Break 3: Age, Gender/Age, Area Description, Region)

|                       | Total        | Age         |             |             |             |             | Age by Gender |             |             |             | Area        |             |             |             | Region      |             |             |             |
|-----------------------|--------------|-------------|-------------|-------------|-------------|-------------|---------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
|                       |              | 18-29       | 30-39       | 40-54       | 55-64       | 65+         | 18-54 Men     | 18-54 Women | 55+ Men     | 55+ Women   | Urban       | Sub-urban   | Small Town  | Rural       | NoEast      | Midwst      | South       | West        |
| Keep As Is            | 100<br>10%   | 16<br>10%   | 16<br>11%   | 28<br>9%    | 17<br>9%    | 23<br>13%   | 24<br>8%      | 36<br>11%   | 21<br>12%   | 19<br>9%    | 28<br>13%   | 31<br>9%    | 21<br>9%    | 14<br>8%    | 14<br>8%    | 27<br>11%   | 39<br>11%   | 20<br>9%    |
| Keep/ Modest Changes  | 343<br>34%   | 60<br>36%   | 53<br>36%   | 96<br>32%   | 71<br>37%   | 62<br>34%   | 95<br>32%     | 114<br>36%  | 52<br>30%   | 81<br>39%   | 97<br>45%   | 133<br>39%  | 70<br>28%   | 38<br>22%   | 69<br>39%   | 69<br>28%   | 134<br>37%  | 71<br>33%   |
| Repeal/ Return        | 178<br>18%   | 40<br>24%   | 24<br>16%   | 55<br>18%   | 25<br>13%   | 33<br>18%   | 56<br>19%     | 63<br>20%   | 27<br>16%   | 31<br>15%   | 31<br>14%   | 50<br>15%   | 50<br>20%   | 40<br>24%   | 32<br>18%   | 39<br>16%   | 72<br>20%   | 35<br>17%   |
| Repeal/ Replace       | 355<br>36%   | 49<br>29%   | 51<br>35%   | 115<br>38%  | 75<br>39%   | 61<br>33%   | 112<br>38%    | 103<br>32%  | 67<br>39%   | 69<br>33%   | 55<br>26%   | 116<br>34%  | 98<br>40%   | 76<br>45%   | 60<br>34%   | 99<br>41%   | 115<br>32%  | 81<br>38%   |
| Don't Know/ Undecided | 24<br>2%     | 3<br>2%     | 3<br>2%     | 6<br>2%     | 6<br>3%     | 4<br>2%     | 7<br>2%       | 5<br>2%     | 4<br>2%     | 6<br>3%     | 4<br>2%     | 8<br>2%     | 8<br>3%     | 2<br>1%     | 4<br>2%     | 10<br>4%    | 5<br>1%     | 5<br>2%     |
| Total                 | 1000<br>100% | 168<br>100% | 147<br>100% | 300<br>100% | 194<br>100% | 183<br>100% | 294<br>100%   | 321<br>100% | 171<br>100% | 206<br>100% | 215<br>100% | 338<br>100% | 247<br>100% | 170<br>100% | 179<br>100% | 244<br>100% | 365<br>100% | 212<br>100% |

YG MESSAGE SURVEY OF REGISTERED VOTERS  
NOVEMBER 4, 5, 6, AND 8, 2014

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(Break 4: Christian, Evangelical/Race, Religious Service Attendance, Whites/Education, Income)

|                          | Total        | Christian   |             | Evangelical by Race |               |              | Religious Service Attendance |               |                          |             | White Voters/<br>Education |              | Income      |             |             |
|--------------------------|--------------|-------------|-------------|---------------------|---------------|--------------|------------------------------|---------------|--------------------------|-------------|----------------------------|--------------|-------------|-------------|-------------|
|                          |              | Yes         | No/ Ref     | White<br>Evan       | Black<br>Evan | Hisp<br>Evan | >1/Wk                        | Once/<br>Week | FwTms<br>/Month<br>/Year | Never       | Non<br>Coll                | Coll<br>Grad | <50k        | 50-<br>100k | 100k+       |
| Keep As Is               | 100<br>10%   | 71<br>9%    | 29<br>12%   | 9<br>6%             | 3<br>12%      | 5<br>26%     | 10<br>8%                     | 34<br>13%     | 28<br>9%                 | 27<br>10%   | 23<br>7%                   | 21<br>6%     | 48<br>15%   | 25<br>8%    | 16<br>7%    |
| Keep/ Modest<br>Changes  | 343<br>34%   | 262<br>34%  | 81<br>34%   | 28<br>18%           | 17<br>65%     | 5<br>26%     | 35<br>29%                    | 74<br>28%     | 129<br>40%               | 93<br>36%   | 84<br>26%                  | 124<br>34%   | 109<br>33%  | 120<br>37%  | 78<br>34%   |
| Repeal/ Return           | 178<br>18%   | 124<br>16%  | 54<br>23%   | 31<br>20%           | 1<br>4%       | 5<br>26%     | 26<br>22%                    | 48<br>18%     | 57<br>17%                | 43<br>17%   | 73<br>23%                  | 52<br>14%    | 66<br>20%   | 56<br>17%   | 34<br>15%   |
| Repeal/<br>Replace       | 355<br>36%   | 291<br>38%  | 64<br>27%   | 84<br>55%           | 5<br>19%      | 4<br>21%     | 48<br>40%                    | 103<br>38%    | 107<br>33%               | 86<br>33%   | 135<br>42%                 | 156<br>43%   | 103<br>31%  | 118<br>36%  | 97<br>42%   |
| Don't Know/<br>Undecided | 24<br>2%     | 17<br>2%    | 7<br>3%     | 1<br>1%             | 0<br>0%       | 0<br>0%      | 0<br>0%                      | 9<br>3%       | 5<br>2%                  | 9<br>3%     | 6<br>2%                    | 10<br>3%     | 5<br>2%     | 7<br>2%     | 5<br>2%     |
| Total                    | 1000<br>100% | 765<br>100% | 235<br>100% | 153<br>100%         | 26<br>100%    | 19<br>100%   | 119<br>100%                  | 268<br>100%   | 326<br>100%              | 258<br>100% | 321<br>100%                | 363<br>100%  | 331<br>100% | 326<br>100% | 230<br>100% |

YG MESSAGE SURVEY OF REGISTERED VOTERS  
NOVEMBER 4, 5, 6, AND 8, 2014

Question 10: View of Changes to Obamacare

Which of the following comes closer to your view? (ROTATE TOP TO BOTTOM; BOTTOM TO TOP) 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.

(Break 5: Importance: Health Care, Taxes, Elementary/Secondary Education, Higher Education, Poverty, Unemployment, Energy, Excessive Regulations, Breakdown of Family)

|                       | Total        | Importance: Health Care |              | Importance: Taxes |              | Importance: Elem/Sec Ed |              | Importance: Higher Ed |              | Importance: Poverty |              | Importance: Unemployment |              | Importance: Energy |              | Importance: Regulations |              | Importance: Family Breakdown |              |
|-----------------------|--------------|-------------------------|--------------|-------------------|--------------|-------------------------|--------------|-----------------------|--------------|---------------------|--------------|--------------------------|--------------|--------------------|--------------|-------------------------|--------------|------------------------------|--------------|
|                       |              | Very Imp                | Smwht/NotImp | Very Imp          | Smwht/NotImp | Very Imp                | Smwht/NotImp | Very Imp              | Smwht/NotImp | Very Imp            | Smwht/NotImp | Very Imp                 | Smwht/NotImp | Very Imp           | Smwht/NotImp | Very Imp                | Smwht/NotImp | Very Imp                     | Smwht/NotImp |
| Keep As Is            | 100<br>10%   | 88<br>11%               | 12<br>6%     | 63<br>9%          | 37<br>11%    | 81<br>11%               | 19<br>7%     | 80<br>13%             | 20<br>5%     | 74<br>12%           | 24<br>6%     | 71<br>11%                | 29<br>9%     | 61<br>11%          | 37<br>8%     | 36<br>9%                | 61<br>12%    | 52<br>10%                    | 40<br>10%    |
| Keep/ Modest Changes  | 343<br>34%   | 284<br>36%              | 58<br>29%    | 201<br>30%        | 140<br>43%   | 267<br>38%              | 75<br>26%    | 232<br>38%            | 111<br>29%   | 242<br>40%          | 100<br>25%   | 219<br>33%               | 124<br>36%   | 198<br>36%         | 145<br>33%   | 94<br>22%               | 232<br>44%   | 150<br>29%                   | 169<br>41%   |
| Repeal/ Return        | 178<br>18%   | 137<br>17%              | 39<br>20%    | 127<br>19%        | 51<br>16%    | 116<br>16%              | 61<br>21%    | 109<br>18%            | 68<br>18%    | 94<br>16%           | 84<br>21%    | 115<br>17%               | 63<br>19%    | 101<br>18%         | 76<br>17%    | 83<br>20%               | 86<br>16%    | 95<br>18%                    | 70<br>17%    |
| Repeal/ Replace       | 355<br>36%   | 269<br>34%              | 84<br>43%    | 267<br>40%        | 87<br>27%    | 229<br>32%              | 125<br>44%   | 178<br>29%            | 175<br>46%   | 174<br>29%          | 180<br>46%   | 237<br>36%               | 118<br>35%   | 181<br>33%         | 171<br>39%   | 197<br>47%              | 138<br>26%   | 214<br>41%                   | 125<br>30%   |
| Don't Know/ Undecided | 24<br>2%     | 20<br>3%                | 4<br>2%      | 15<br>2%          | 7<br>2%      | 19<br>3%                | 4<br>1%      | 15<br>2%              | 7<br>2%      | 15<br>3%            | 7<br>2%      | 17<br>3%                 | 6<br>2%      | 12<br>2%           | 11<br>3%     | 10<br>2%                | 8<br>2%      | 9<br>2%                      | 13<br>3%     |
| Total                 | 1000<br>100% | 798<br>100%             | 197<br>100%  | 673<br>100%       | 322<br>100%  | 712<br>100%             | 284<br>100%  | 614<br>100%           | 381<br>100%  | 599<br>100%         | 395<br>100%  | 659<br>100%              | 340<br>100%  | 553<br>100%        | 440<br>100%  | 420<br>100%             | 525<br>100%  | 520<br>100%                  | 417<br>100%  |

YG MESSAGE SURVEY OF REGISTERED VOTERS  
NOVEMBER 4, 5, 6, AND 8, 2014

Question 11: Most Important Health Care Goal

When considering changes to the health-care system, which goal is more important to you? (ROTATE) 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.

(Break 1: Party, Ideology, Tea Party Support, 2014 Vote, View of Health Care Reform)

|                        | Total        | Party       |             |             | Ideology    |             |             | Tea Party    |              |             | Voted in 2014 |             |               |             | View of Health Care Reform |              |
|------------------------|--------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------|-------------|---------------|-------------|---------------|-------------|----------------------------|--------------|
|                        |              | Rep         | Ind         | Dem         | Cons        | Modrt       | Libl        | Strng Supprt | Smwht Supprt | Oppose      | Voted/ Rep    | Voted/ Dem  | Voted/ 3rd/Rf | Didn't Vote | Keep OCare                 | Repeal OCare |
| Low Taxes and Premiums | 470<br>47%   | 183<br>64%  | 147<br>43%  | 125<br>38%  | 265<br>59%  | 107<br>45%  | 81<br>30%   | 71<br>63%    | 166<br>62%   | 168<br>35%  | 224<br>63%    | 119<br>34%  | 19<br>51%     | 82<br>46%   | 150<br>34%                 | 314<br>59%   |
| More Coverage          | 474<br>47%   | 93<br>32%   | 166<br>49%  | 197<br>59%  | 161<br>36%  | 114<br>48%  | 184<br>67%  | 35<br>31%    | 89<br>33%    | 288<br>61%  | 111<br>31%    | 224<br>63%  | 14<br>38%     | 87<br>48%   | 277<br>63%                 | 189<br>35%   |
| Don't Know/ Undecided  | 56<br>6%     | 12<br>4%    | 25<br>7%    | 10<br>3%    | 23<br>5%    | 18<br>8%    | 8<br>3%     | 6<br>5%      | 14<br>5%     | 19<br>4%    | 19<br>5%      | 11<br>3%    | 4<br>11%      | 11<br>6%    | 16<br>4%                   | 30<br>6%     |
| Total                  | 1000<br>100% | 288<br>100% | 338<br>100% | 332<br>100% | 449<br>100% | 239<br>100% | 273<br>100% | 112<br>100%  | 269<br>100%  | 475<br>100% | 354<br>100%   | 354<br>100% | 37<br>100%    | 180<br>100% | 443<br>100%                | 533<br>100%  |

YG MESSAGE SURVEY OF REGISTERED VOTERS  
NOVEMBER 4, 5, 6, AND 8, 2014

Question 11: Most Important Health Care Goal

When considering changes to the health-care system, which goal is more important to you? (ROTATE) 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.

(Break 2: Race, Gender, Whites/Gender, White Women/Marital Status, Children)

|                           | Total        | Race        |             |             | Gender      |             | White Voters/<br>Gender |                | White Women/<br>Marital Status |              | Children        |                     |             |
|---------------------------|--------------|-------------|-------------|-------------|-------------|-------------|-------------------------|----------------|--------------------------------|--------------|-----------------|---------------------|-------------|
|                           |              | White       | Black       | Hisp        | Men         | Women       | White<br>Men            | White<br>Women | Marr-<br>ied                   | Not<br>Marrd | Yes/<br>Not <18 | Yes/<br>Under<br>18 | No          |
| Low Taxes<br>and Premiums | 470<br>47%   | 342<br>49%  | 65<br>48%   | 32<br>31%   | 236<br>50%  | 234<br>44%  | 184<br>53%              | 158<br>46%     | 115<br>52%                     | 42<br>35%    | 149<br>43%      | 202<br>51%          | 111<br>46%  |
| More<br>Coverage          | 474<br>47%   | 311<br>45%  | 67<br>50%   | 63<br>62%   | 208<br>44%  | 266<br>50%  | 145<br>42%              | 166<br>48%     | 94<br>43%                      | 69<br>57%    | 175<br>51%      | 168<br>43%          | 121<br>51%  |
| Don't Know/<br>Undecided  | 56<br>6%     | 39<br>6%    | 3<br>2%     | 7<br>7%     | 26<br>6%    | 30<br>6%    | 19<br>5%                | 20<br>6%       | 11<br>5%                       | 9<br>8%      | 21<br>6%        | 24<br>6%            | 7<br>3%     |
| Total                     | 1000<br>100% | 692<br>100% | 135<br>100% | 102<br>100% | 470<br>100% | 530<br>100% | 348<br>100%             | 344<br>100%    | 220<br>100%                    | 120<br>100%  | 345<br>100%     | 394<br>100%         | 239<br>100% |

YG MESSAGE SURVEY OF REGISTERED VOTERS  
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Question 11: Most Important Health Care Goal

When considering changes to the health-care system, which goal is more important to you? (ROTATE) 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.

(Break 3: Age, Gender/Age, Area Description, Region)

|                           | Total        | Age         |             |             |             |             | Age by Gender |                |             |              | Area        |               |               |             | Region      |             |             |             |
|---------------------------|--------------|-------------|-------------|-------------|-------------|-------------|---------------|----------------|-------------|--------------|-------------|---------------|---------------|-------------|-------------|-------------|-------------|-------------|
|                           |              | 18-29       | 30-39       | 40-54       | 55-64       | 65+         | 18-54<br>Men  | 18-54<br>Women | 55+<br>Men  | 55+<br>Women | Urban       | Sub-<br>urban | Small<br>Town | Rural       | NoEast      | Midwst      | South       | West        |
| Low Taxes<br>and Premiums | 470<br>47%   | 87<br>52%   | 73<br>50%   | 154<br>51%  | 92<br>47%   | 62<br>34%   | 151<br>51%    | 163<br>51%     | 85<br>50%   | 69<br>33%    | 85<br>40%   | 158<br>47%    | 126<br>51%    | 91<br>54%   | 86<br>48%   | 110<br>45%  | 184<br>50%  | 90<br>42%   |
| More<br>Coverage          | 474<br>47%   | 77<br>46%   | 67<br>46%   | 131<br>44%  | 85<br>44%   | 111<br>61%  | 130<br>44%    | 145<br>45%     | 76<br>44%   | 120<br>58%   | 117<br>54%  | 166<br>49%    | 109<br>44%    | 67<br>39%   | 83<br>46%   | 115<br>47%  | 164<br>45%  | 112<br>53%  |
| Don't Know/<br>Undecided  | 56<br>6%     | 4<br>2%     | 7<br>5%     | 15<br>5%    | 17<br>9%    | 10<br>5%    | 13<br>4%      | 13<br>4%       | 10<br>6%    | 17<br>8%     | 13<br>6%    | 14<br>4%      | 12<br>5%      | 12<br>7%    | 10<br>6%    | 19<br>8%    | 17<br>5%    | 10<br>5%    |
| Total                     | 1000<br>100% | 168<br>100% | 147<br>100% | 300<br>100% | 194<br>100% | 183<br>100% | 294<br>100%   | 321<br>100%    | 171<br>100% | 206<br>100%  | 215<br>100% | 338<br>100%   | 247<br>100%   | 170<br>100% | 179<br>100% | 244<br>100% | 365<br>100% | 212<br>100% |

YG MESSAGE SURVEY OF REGISTERED VOTERS  
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Question 11: Most Important Health Care Goal

When considering changes to the health-care system, which goal is more important to you? (ROTATE) 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.

(Break 4: Christian, Evangelical/Race, Religious Service Attendance, Whites/Education, Income)

|                           | Total        | Christian   |             | Evangelical by Race |               |              | Religious Service Attendance |               |                          |             | White Voters/<br>Education |              | Income      |             |             |
|---------------------------|--------------|-------------|-------------|---------------------|---------------|--------------|------------------------------|---------------|--------------------------|-------------|----------------------------|--------------|-------------|-------------|-------------|
|                           |              | Yes         | No/ Ref     | White<br>Evan       | Black<br>Evan | Hisp<br>Evan | >1/Wk                        | Once/<br>Week | FwTms<br>/Month<br>/Year | Never       | Non<br>Coll                | Coll<br>Grad | <50k        | 50-<br>100k | 100k+       |
| Low Taxes<br>and Premiums | 470<br>47%   | 377<br>49%  | 93<br>40%   | 93<br>61%           | 8<br>31%      | 6<br>32%     | 58<br>49%                    | 138<br>51%    | 156<br>48%               | 108<br>42%  | 154<br>48%                 | 185<br>51%   | 136<br>41%  | 176<br>54%  | 117<br>51%  |
| More<br>Coverage          | 474<br>47%   | 349<br>46%  | 125<br>53%  | 52<br>34%           | 18<br>69%     | 12<br>63%    | 53<br>45%                    | 117<br>44%    | 154<br>47%               | 134<br>52%  | 145<br>45%                 | 161<br>44%   | 173<br>52%  | 141<br>43%  | 104<br>45%  |
| Don't Know/<br>Undecided  | 56<br>6%     | 39<br>5%    | 17<br>7%    | 8<br>5%             | 0<br>0%       | 1<br>5%      | 8<br>7%                      | 13<br>5%      | 16<br>5%                 | 16<br>6%    | 22<br>7%                   | 17<br>5%     | 22<br>7%    | 9<br>3%     | 9<br>4%     |
| Total                     | 1000<br>100% | 765<br>100% | 235<br>100% | 153<br>100%         | 26<br>100%    | 19<br>100%   | 119<br>100%                  | 268<br>100%   | 326<br>100%              | 258<br>100% | 321<br>100%                | 363<br>100%  | 331<br>100% | 326<br>100% | 230<br>100% |

YG MESSAGE SURVEY OF REGISTERED VOTERS  
NOVEMBER 4, 5, 6, AND 8, 2014

Question 11: Most Important Health Care Goal

When considering changes to the health-care system, which goal is more important to you? (ROTATE) 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.

(Break 5: Importance: Health Care, Taxes, Elementary/Secondary Education, Higher Education, Poverty, Unemployment, Energy, Excessive Regulations, Breakdown of Family)

|                           | Total        | Importance:<br>Health Care |                  | Importance:<br>Taxes |                  | Importance:<br>Elem/Sec Ed |                  | Importance:<br>Higher Ed |                  | Importance:<br>Poverty |                  | Importance:<br>Unemployment |                  | Importance:<br>Energy |                  | Importance:<br>Regulations |                  | Importance:<br>Family Breakdown |                  |
|---------------------------|--------------|----------------------------|------------------|----------------------|------------------|----------------------------|------------------|--------------------------|------------------|------------------------|------------------|-----------------------------|------------------|-----------------------|------------------|----------------------------|------------------|---------------------------------|------------------|
|                           |              | Very<br>Imp                | Smwht/<br>NotImp | Very<br>Imp          | Smwht/<br>NotImp | Very<br>Imp                | Smwht/<br>NotImp | Very<br>Imp              | Smwht/<br>NotImp | Very<br>Imp            | Smwht/<br>NotImp | Very<br>Imp                 | Smwht/<br>NotImp | Very<br>Imp           | Smwht/<br>NotImp | Very<br>Imp                | Smwht/<br>NotImp | Very<br>Imp                     | Smwht/<br>NotImp |
| Low Taxes<br>and Premiums | 470<br>47%   | 353<br>44%                 | 114<br>58%       | 357<br>53%           | 111<br>34%       | 299<br>42%                 | 169<br>60%       | 259<br>42%               | 209<br>55%       | 254<br>42%             | 216<br>55%       | 313<br>47%                  | 157<br>46%       | 236<br>43%            | 231<br>53%       | 235<br>56%                 | 222<br>42%       | 255<br>49%                      | 190<br>46%       |
| More<br>Coverage          | 474<br>47%   | 402<br>50%                 | 71<br>36%        | 279<br>41%           | 194<br>60%       | 373<br>52%                 | 101<br>36%       | 323<br>53%               | 150<br>39%       | 315<br>53%             | 155<br>39%       | 311<br>47%                  | 163<br>48%       | 289<br>52%            | 181<br>41%       | 160<br>38%                 | 279<br>53%       | 239<br>46%                      | 202<br>48%       |
| Don't Know/<br>Undecided  | 56<br>6%     | 43<br>5%                   | 12<br>6%         | 37<br>5%             | 17<br>5%         | 40<br>6%                   | 14<br>5%         | 32<br>5%                 | 22<br>6%         | 30<br>5%               | 24<br>6%         | 35<br>5%                    | 20<br>6%         | 28<br>5%              | 28<br>6%         | 25<br>6%                   | 24<br>5%         | 26<br>5%                        | 25<br>6%         |
| Total                     | 1000<br>100% | 798<br>100%                | 197<br>100%      | 673<br>100%          | 322<br>100%      | 712<br>100%                | 284<br>100%      | 614<br>100%              | 381<br>100%      | 599<br>100%            | 395<br>100%      | 659<br>100%                 | 340<br>100%      | 553<br>100%           | 440<br>100%      | 420<br>100%                | 525<br>100%      | 520<br>100%                     | 417<br>100%      |

YG MESSAGE SURVEY OF REGISTERED VOTERS  
NOVEMBER 4, 5, 6, AND 8, 2014

Question 12: View of Pre-Existing Conditions and Mandates

Which statement comes closer to your view? (ROTATE) 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.

(Break 1: Party, Ideology, Tea Party Support, 2014 Vote, View of Health Care Reform)

|   | Total        | Party       |             |             | Ideology    |             |             | Tea Party    |              |             | Voted in 2014 |             |               |             | View of Health Care Reform |              |
|---|--------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------|-------------|---------------|-------------|---------------|-------------|----------------------------|--------------|
|   |              | Rep         | Ind         | Dem         | Cons        | Modrt       | Librl       | Strng Supprt | Smwht Supprt | Oppose      | Voted/ Rep    | Voted/ Dem  | Voted/ 3rd/Rf | Didn't Vote | Keep OCare                 | Repeal OCare |
| No Discrimination/<br>Personal<br>Mandate | 422<br>42%   | 74<br>26%   | 142<br>42%  | 186<br>56%  | 138<br>31%  | 107<br>45%  | 161<br>59%  | 30<br>27%    | 66<br>25%    | 273<br>57%  | 88<br>25%     | 213<br>60%  | 12<br>32%     | 76<br>42%   | 281<br>63%                 | 129<br>24%   |
| No Personal<br>Mandate                    | 508<br>51%   | 191<br>66%  | 168<br>50%  | 130<br>39%  | 284<br>63%  | 110<br>46%  | 99<br>36%   | 77<br>69%    | 184<br>68%   | 173<br>36%  | 239<br>68%    | 125<br>35%  | 19<br>51%     | 90<br>50%   | 138<br>31%                 | 363<br>68%   |
| Don't Know/<br>Undecided                  | 70<br>7%     | 23<br>8%    | 28<br>8%    | 16<br>5%    | 27<br>6%    | 22<br>9%    | 13<br>5%    | 5<br>4%      | 19<br>7%     | 29<br>6%    | 27<br>8%      | 16<br>5%    | 6<br>16%      | 14<br>8%    | 24<br>5%                   | 41<br>8%     |
| Total                                     | 1000<br>100% | 288<br>100% | 338<br>100% | 332<br>100% | 449<br>100% | 239<br>100% | 273<br>100% | 112<br>100%  | 269<br>100%  | 475<br>100% | 354<br>100%   | 354<br>100% | 37<br>100%    | 180<br>100% | 443<br>100%                | 533<br>100%  |

YG MESSAGE SURVEY OF REGISTERED VOTERS  
NOVEMBER 4, 5, 6, AND 8, 2014

Question 12: View of Pre-Existing Conditions and Mandates

Which statement comes closer to your view? (ROTATE) 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.

(Break 2: Race, Gender, Whites/Gender, White Women/Marital Status, Children)

|   | Total        | Race        |             |             | Gender      |             | White Voters/<br>Gender |             | White Women/<br>Marital Status |              | Children        |                     |             |
|---|--------------|-------------|-------------|-------------|-------------|-------------|-------------------------|-------------|--------------------------------|--------------|-----------------|---------------------|-------------|
|   |              | White       | Black       | Hisp        | Men         | Women       | White Men               | White Women | Marr -<br>ied                  | Not<br>Marrd | Yes/<br>Not <18 | Yes/<br>Under<br>18 | No          |
| No Discrimination/<br>Personal<br>Mandate | 422<br>42%   | 278<br>40%  | 63<br>47%   | 56<br>55%   | 195<br>41%  | 227<br>43%  | 139<br>40%              | 139<br>40%  | 87<br>40%                      | 51<br>43%    | 138<br>40%      | 166<br>42%          | 110<br>46%  |
| No Personal<br>Mandate                    | 508<br>51%   | 357<br>52%  | 69<br>51%   | 43<br>42%   | 249<br>53%  | 259<br>49%  | 186<br>53%              | 171<br>50%  | 115<br>52%                     | 54<br>45%    | 182<br>53%      | 202<br>51%          | 112<br>47%  |
| Don't Know/<br>Undecided                  | 70<br>7%     | 57<br>8%    | 3<br>2%     | 3<br>3%     | 26<br>6%    | 44<br>8%    | 23<br>7%                | 34<br>10%   | 18<br>8%                       | 15<br>13%    | 25<br>7%        | 26<br>7%            | 17<br>7%    |
| Total                                     | 1000<br>100% | 692<br>100% | 135<br>100% | 102<br>100% | 470<br>100% | 530<br>100% | 348<br>100%             | 344<br>100% | 220<br>100%                    | 120<br>100%  | 345<br>100%     | 394<br>100%         | 239<br>100% |

YG MESSAGE SURVEY OF REGISTERED VOTERS  
NOVEMBER 4, 5, 6, AND 8, 2014

Question 12: View of Pre-Existing Conditions and Mandates

Which statement comes closer to your view? (ROTATE) 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.

(Break 3: Age, Gender/Age, Area Description, Region)

|   | Total                | Age                 |                     |                     |                     |                     | Age by Gender       |                     |                     |                     | Area                |                     |                     |                     | Region              |                     |                     |                     |
|---|----------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|
|   |                      | 18-29               | 30-39               | 40-54               | 55-64               | 65+                 | 18-54 Men           | 18-54 Women         | 55+ Men             | 55+ Women           | Urban               | Sub-urban           | Small Town          | Rural               | NoEast              | Midwst              | South               | West                |
| No Discrimination/<br>Personal<br>Mandate | 422<br>42%           | 63<br>38%           | 66<br>45%           | 132<br>44%          | 84<br>43%           | 73<br>40%           | 122<br>41%          | 139<br>43%          | 70<br>41%           | 87<br>42%           | 109<br>51%          | 148<br>44%          | 94<br>38%           | 59<br>35%           | 84<br>47%           | 106<br>43%          | 153<br>42%          | 79<br>37%           |
| No Personal<br>Mandate                    | 508<br>51%           | 95<br>57%           | 76<br>52%           | 142<br>47%          | 97<br>50%           | 96<br>52%           | 156<br>53%          | 157<br>49%          | 92<br>54%           | 101<br>49%          | 92<br>43%           | 164<br>49%          | 134<br>54%          | 104<br>61%          | 83<br>46%           | 125<br>51%          | 187<br>51%          | 113<br>53%          |
| Don't Know/<br>Undecided                  | 70<br>7%             | 10<br>6%            | 5<br>3%             | 26<br>9%            | 13<br>7%            | 14<br>8%            | 16<br>5%            | 25<br>8%            | 9<br>5%             | 18<br>9%            | 14<br>7%            | 26<br>8%            | 19<br>8%            | 7<br>4%             | 12<br>7%            | 13<br>5%            | 25<br>7%            | 20<br>9%            |
| <b>Total</b>                              | <b>1000<br/>100%</b> | <b>168<br/>100%</b> | <b>147<br/>100%</b> | <b>300<br/>100%</b> | <b>194<br/>100%</b> | <b>183<br/>100%</b> | <b>294<br/>100%</b> | <b>321<br/>100%</b> | <b>171<br/>100%</b> | <b>206<br/>100%</b> | <b>215<br/>100%</b> | <b>338<br/>100%</b> | <b>247<br/>100%</b> | <b>170<br/>100%</b> | <b>179<br/>100%</b> | <b>244<br/>100%</b> | <b>365<br/>100%</b> | <b>212<br/>100%</b> |

YG MESSAGE SURVEY OF REGISTERED VOTERS  
NOVEMBER 4, 5, 6, AND 8, 2014

Question 12: View of Pre-Existing Conditions and Mandates

Which statement comes closer to your view? (ROTATE) 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.

(Break 4: Christian, Evangelical/Race, Religious Service Attendance, Whites/Education, Income)

|   | Total                | Christian           |                     | Evangelical by Race |                    |                    | Religious Service Attendance |                     |                          |                     | White Voters/<br>Education |                     | Income              |                     |                     |
|---|----------------------|---------------------|---------------------|---------------------|--------------------|--------------------|------------------------------|---------------------|--------------------------|---------------------|----------------------------|---------------------|---------------------|---------------------|---------------------|
|   |                      | Yes                 | No/ Ref             | White<br>Evan       | Black<br>Evan      | Hisp<br>Evan       | >1/Wk                        | Once/<br>Week       | FwTms<br>/Month<br>/Year | Never               | Non<br>Coll                | Coll<br>Grad        | <50k                | 50-<br>100k         | 100k+               |
| No Discrimination/<br>Personal<br>Mandate | 422<br>42%           | 310<br>41%          | 112<br>48%          | 42<br>27%           | 11<br>42%          | 12<br>63%          | 38<br>32%                    | 107<br>40%          | 140<br>43%               | 123<br>48%          | 124<br>39%                 | 152<br>42%          | 132<br>40%          | 145<br>44%          | 99<br>43%           |
| No Personal<br>Mandate                    | 508<br>51%           | 405<br>53%          | 103<br>44%          | 98<br>64%           | 14<br>54%          | 7<br>37%           | 68<br>57%                    | 147<br>55%          | 163<br>50%               | 118<br>46%          | 179<br>56%                 | 173<br>48%          | 180<br>54%          | 165<br>51%          | 111<br>48%          |
| Don't Know/<br>Undecided                  | 70<br>7%             | 50<br>7%            | 20<br>9%            | 13<br>8%            | 1<br>4%            | 0<br>0%            | 13<br>11%                    | 14<br>5%            | 23<br>7%                 | 17<br>7%            | 18<br>6%                   | 38<br>10%           | 19<br>6%            | 16<br>5%            | 20<br>9%            |
| <b>Total</b>                              | <b>1000<br/>100%</b> | <b>765<br/>100%</b> | <b>235<br/>100%</b> | <b>153<br/>100%</b> | <b>26<br/>100%</b> | <b>19<br/>100%</b> | <b>119<br/>100%</b>          | <b>268<br/>100%</b> | <b>326<br/>100%</b>      | <b>258<br/>100%</b> | <b>321<br/>100%</b>        | <b>363<br/>100%</b> | <b>331<br/>100%</b> | <b>326<br/>100%</b> | <b>230<br/>100%</b> |

YG MESSAGE SURVEY OF REGISTERED VOTERS  
NOVEMBER 4, 5, 6, AND 8, 2014

Question 12: View of Pre-Existing Conditions and Mandates

Which statement comes closer to your view? (ROTATE) 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.

(Break 5: Importance: Health Care, Taxes, Elementary/Secondary Education, Higher Education, Poverty, Unemployment, Energy, Excessive Regulations, Breakdown of Family)

|  | Total        | Importance: Health Care |              | Importance: Taxes |              | Importance: Elem/Sec Ed |              | Importance: Higher Ed |              | Importance: Poverty |              | Importance: Unemployment |              | Importance: Energy |              | Importance: Regulations |              | Importance: Family Breakdown |              |
|--|--------------|-------------------------|--------------|-------------------|--------------|-------------------------|--------------|-----------------------|--------------|---------------------|--------------|--------------------------|--------------|--------------------|--------------|-------------------------|--------------|------------------------------|--------------|
|  |              | Very Imp                | Smwht/NotImp | Very Imp          | Smwht/NotImp | Very Imp                | Smwht/NotImp | Very Imp              | Smwht/NotImp | Very Imp            | Smwht/NotImp | Very Imp                 | Smwht/NotImp | Very Imp           | Smwht/NotImp | Very Imp                | Smwht/NotImp | Very Imp                     | Smwht/NotImp |
| No Discrimination/<br>Personal Mandate | 422<br>42%   | 355<br>44%              | 64<br>32%    | 252<br>37%        | 167<br>52%   | 319<br>45%              | 101<br>36%   | 278<br>45%            | 142<br>37%   | 286<br>48%          | 134<br>34%   | 283<br>43%               | 139<br>41%   | 239<br>43%         | 179<br>41%   | 137<br>33%              | 262<br>50%   | 195<br>38%                   | 201<br>48%   |
| No Personal Mandate                    | 508<br>51%   | 396<br>50%              | 111<br>56%   | 375<br>56%        | 132<br>41%   | 342<br>48%              | 165<br>58%   | 294<br>48%            | 212<br>56%   | 277<br>46%          | 229<br>58%   | 333<br>51%               | 175<br>51%   | 287<br>52%         | 218<br>50%   | 255<br>61%              | 231<br>44%   | 297<br>57%                   | 182<br>44%   |
| Don't Know/<br>Undecided               | 70<br>7%     | 47<br>6%                | 22<br>11%    | 46<br>7%          | 23<br>7%     | 51<br>7%                | 18<br>6%     | 42<br>7%              | 27<br>7%     | 36<br>6%            | 32<br>8%     | 43<br>7%                 | 26<br>8%     | 27<br>5%           | 43<br>10%    | 28<br>7%                | 32<br>6%     | 28<br>5%                     | 34<br>8%     |
| Total                                  | 1000<br>100% | 798<br>100%             | 197<br>100%  | 673<br>100%       | 322<br>100%  | 712<br>100%             | 284<br>100%  | 614<br>100%           | 381<br>100%  | 599<br>100%         | 395<br>100%  | 659<br>100%              | 340<br>100%  | 553<br>100%        | 440<br>100%  | 420<br>100%             | 525<br>100%  | 520<br>100%                  | 417<br>100%  |

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Question 13: Health Care Pair: Start Over or Fix Obamacare

Here are two statements about health care reform. Which one do you agree with more? (ROTATE) AFTER ANSWER, ASK: Would that be strongly agree or just somewhat agree? a) 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. ... b) 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. ...

(Break 1: Party, Ideology, Tea Party Support, 2014 Vote, View of Health Care Reform)

|                          | Total        | Party       |             |             | Ideology    |             |             | Tea Party    |              |             | Voted in 2014 |             |              |             | View of Health Care Reform |              |
|--------------------------|--------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------|-------------|---------------|-------------|--------------|-------------|----------------------------|--------------|
|                          |              | Rep         | Ind         | Dem         | Cons        | Modrt       | Librl       | Strng Supprt | Smwht Supprt | Oppose      | Voted/Rep     | Voted/Dem   | Voted/3rd/Rf | Didn't Vote | Keep OCare                 | Repeal OCare |
| Strongly Agree/A         | 322<br>32%   | 132<br>46%  | 109<br>32%  | 72<br>22%   | 200<br>45%  | 62<br>26%   | 49<br>18%   | 67<br>60%    | 122<br>45%   | 95<br>20%   | 153<br>43%    | 68<br>19%   | 15<br>41%    | 64<br>36%   | 77<br>17%                  | 241<br>45%   |
| Somewhat Agree/A         | 226<br>23%   | 85<br>30%   | 75<br>22%   | 53<br>16%   | 119<br>27%  | 55<br>23%   | 43<br>16%   | 21<br>19%    | 78<br>29%    | 87<br>18%   | 104<br>29%    | 54<br>15%   | 8<br>22%     | 43<br>24%   | 67<br>15%                  | 153<br>29%   |
| Somewhat Agree/B         | 155<br>16%   | 36<br>13%   | 50<br>15%   | 64<br>19%   | 56<br>12%   | 43<br>18%   | 51<br>19%   | 8<br>7%      | 34<br>13%    | 91<br>19%   | 42<br>12%     | 67<br>19%   | 5<br>14%     | 31<br>17%   | 97<br>22%                  | 55<br>10%    |
| Strongly Agree/B         | 251<br>25%   | 22<br>8%    | 84<br>25%   | 136<br>41%  | 56<br>12%   | 71<br>30%   | 115<br>42%  | 13<br>12%    | 27<br>10%    | 183<br>39%  | 39<br>11%     | 157<br>44%  | 6<br>16%     | 33<br>18%   | 189<br>43%                 | 56<br>11%    |
| Don't Know/<br>Undecided | 46<br>5%     | 13<br>5%    | 20<br>6%    | 7<br>2%     | 18<br>4%    | 8<br>3%     | 15<br>5%    | 3<br>3%      | 8<br>3%      | 19<br>4%    | 16<br>5%      | 8<br>2%     | 3<br>8%      | 9<br>5%     | 13<br>3%                   | 28<br>5%     |
| Total                    | 1000<br>100% | 288<br>100% | 338<br>100% | 332<br>100% | 449<br>100% | 239<br>100% | 273<br>100% | 112<br>100%  | 269<br>100%  | 475<br>100% | 354<br>100%   | 354<br>100% | 37<br>100%   | 180<br>100% | 443<br>100%                | 533<br>100%  |



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 NOVEMBER 4, 5, 6, AND 8, 2014

Question 13: Health Care Pair: Start Over or Fix Obamacare

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(Break 2: Race, Gender, Whites/Gender, White Women/Marital Status, Children)

|                          | Total        | Race        |             |             | Gender      |             | White Voters/<br>Gender |                | White Women/<br>Marital Status |              | Children        |                     |             |
|--------------------------|--------------|-------------|-------------|-------------|-------------|-------------|-------------------------|----------------|--------------------------------|--------------|-----------------|---------------------|-------------|
|                          |              | White       | Black       | Hisp        | Men         | Women       | White<br>Men            | White<br>Women | Marr -<br>ied                  | Not<br>Marrd | Yes/<br>Not <18 | Yes/<br>Under<br>18 | No          |
| Strongly<br>Agree/A      | 322<br>32%   | 221<br>32%  | 35<br>26%   | 39<br>38%   | 165<br>35%  | 157<br>30%  | 121<br>35%              | 100<br>29%     | 70<br>32%                      | 30<br>25%    | 115<br>33%      | 134<br>34%          | 66<br>28%   |
| Somewhat<br>Agree/A      | 226<br>23%   | 167<br>24%  | 24<br>18%   | 21<br>21%   | 112<br>24%  | 114<br>22%  | 90<br>26%               | 77<br>22%      | 52<br>24%                      | 24<br>20%    | 76<br>22%       | 87<br>22%           | 57<br>24%   |
| Somewhat<br>Agree/B      | 155<br>16%   | 105<br>15%  | 30<br>22%   | 14<br>14%   | 64<br>14%   | 91<br>17%   | 48<br>14%               | 57<br>17%      | 37<br>17%                      | 19<br>16%    | 49<br>14%       | 59<br>15%           | 44<br>18%   |
| Strongly<br>Agree/B      | 251<br>25%   | 161<br>23%  | 44<br>33%   | 27<br>26%   | 111<br>24%  | 140<br>26%  | 73<br>21%               | 88<br>26%      | 50<br>23%                      | 36<br>30%    | 87<br>25%       | 95<br>24%           | 64<br>27%   |
| Don't Know/<br>Undecided | 46<br>5%     | 38<br>5%    | 2<br>1%     | 1<br>1%     | 18<br>4%    | 28<br>5%    | 16<br>5%                | 22<br>6%       | 11<br>5%                       | 11<br>9%     | 18<br>5%        | 19<br>5%            | 8<br>3%     |
| Total                    | 1000<br>100% | 692<br>100% | 135<br>100% | 102<br>100% | 470<br>100% | 530<br>100% | 348<br>100%             | 344<br>100%    | 220<br>100%                    | 120<br>100%  | 345<br>100%     | 394<br>100%         | 239<br>100% |

YG MESSAGE SURVEY OF REGISTERED VOTERS  
 NOVEMBER 4, 5, 6, AND 8, 2014

Question 13: Health Care Pair: Start Over or Fix Obamacare

Here are two statements about health care reform. Which one do you agree with more? (ROTATE) AFTER ANSWER, ASK: Would that be strongly agree or just somewhat agree? a) 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. ... b) 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. ...

(Break 3: Age, Gender/Age, Area Description, Region)

|                          | Total        | Age         |             |             |             |             | Age by Gender |             |             |             | Area        |             |             |             | Region      |             |             |             |
|--------------------------|--------------|-------------|-------------|-------------|-------------|-------------|---------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
|                          |              | 18-29       | 30-39       | 40-54       | 55-64       | 65+         | 18-54 Men     | 18-54 Women | 55+ Men     | 55+ Women   | Urban       | Sub-urban   | Small Town  | Rural       | NoEast      | Midwst      | South       | West        |
| Strongly Agree/A         | 322<br>32%   | 51<br>30%   | 53<br>36%   | 91<br>30%   | 63<br>32%   | 63<br>34%   | 101<br>34%    | 94<br>29%   | 63<br>37%   | 63<br>31%   | 68<br>32%   | 87<br>26%   | 93<br>38%   | 62<br>36%   | 50<br>28%   | 76<br>31%   | 127<br>35%  | 69<br>33%   |
| Somewhat Agree/A         | 226<br>23%   | 39<br>23%   | 32<br>22%   | 70<br>23%   | 40<br>21%   | 43<br>23%   | 70<br>24%     | 71<br>22%   | 41<br>24%   | 42<br>20%   | 46<br>21%   | 74<br>22%   | 54<br>22%   | 47<br>28%   | 32<br>18%   | 66<br>27%   | 73<br>20%   | 55<br>26%   |
| Somewhat Agree/B         | 155<br>16%   | 30<br>18%   | 28<br>19%   | 52<br>17%   | 22<br>11%   | 23<br>13%   | 48<br>16%     | 62<br>19%   | 16<br>9%    | 29<br>14%   | 33<br>15%   | 61<br>18%   | 35<br>14%   | 23<br>14%   | 30<br>17%   | 31<br>13%   | 58<br>16%   | 36<br>17%   |
| Strongly Agree/B         | 251<br>25%   | 39<br>23%   | 33<br>22%   | 77<br>26%   | 57<br>29%   | 41<br>22%   | 65<br>22%     | 84<br>26%   | 43<br>25%   | 55<br>27%   | 57<br>27%   | 104<br>31%  | 51<br>21%   | 31<br>18%   | 58<br>32%   | 55<br>23%   | 94<br>26%   | 44<br>21%   |
| Don't Know/<br>Undecided | 46<br>5%     | 9<br>5%     | 1<br>1%     | 10<br>3%    | 12<br>6%    | 13<br>7%    | 10<br>3%      | 10<br>3%    | 8<br>5%     | 17<br>8%    | 11<br>5%    | 12<br>4%    | 14<br>6%    | 7<br>4%     | 9<br>5%     | 16<br>7%    | 13<br>4%    | 8<br>4%     |
| Total                    | 1000<br>100% | 168<br>100% | 147<br>100% | 300<br>100% | 194<br>100% | 183<br>100% | 294<br>100%   | 321<br>100% | 171<br>100% | 206<br>100% | 215<br>100% | 338<br>100% | 247<br>100% | 170<br>100% | 179<br>100% | 244<br>100% | 365<br>100% | 212<br>100% |

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(Break 4: Christian, Evangelical/Race, Religious Service Attendance, Whites/Education, Income)

|                          | Total        | Christian   |             | Evangelical by Race |               |              | Religious Service Attendance |               |                          |             | White Voters/<br>Education |              | Income      |             |             |
|--------------------------|--------------|-------------|-------------|---------------------|---------------|--------------|------------------------------|---------------|--------------------------|-------------|----------------------------|--------------|-------------|-------------|-------------|
|                          |              | Yes         | No/ Ref     | White<br>Evan       | Black<br>Evan | Hisp<br>Evan | >1/Wk                        | Once/<br>Week | FwTms<br>/Month<br>/Year | Never       | Non<br>Coll                | Coll<br>Grad | <50k        | 50-<br>100k | 100k+       |
| Strongly<br>Agree/A      | 322<br>32%   | 265<br>35%  | 57<br>24%   | 63<br>41%           | 9<br>35%      | 9<br>47%     | 40<br>34%                    | 101<br>38%    | 102<br>31%               | 71<br>28%   | 121<br>38%                 | 100<br>28%   | 122<br>37%  | 91<br>28%   | 70<br>30%   |
| Somewhat<br>Agree/A      | 226<br>23%   | 172<br>22%  | 54<br>23%   | 45<br>29%           | 4<br>15%      | 2<br>11%     | 26<br>22%                    | 56<br>21%     | 76<br>23%                | 61<br>24%   | 84<br>26%                  | 80<br>22%    | 72<br>22%   | 82<br>25%   | 55<br>24%   |
| Somewhat<br>Agree/B      | 155<br>16%   | 120<br>16%  | 35<br>15%   | 19<br>12%           | 8<br>31%      | 3<br>16%     | 13<br>11%                    | 39<br>15%     | 52<br>16%                | 49<br>19%   | 41<br>13%                  | 63<br>17%    | 45<br>14%   | 51<br>16%   | 40<br>17%   |
| Strongly<br>Agree/B      | 251<br>25%   | 178<br>23%  | 73<br>31%   | 21<br>14%           | 5<br>19%      | 5<br>26%     | 32<br>27%                    | 62<br>23%     | 81<br>25%                | 66<br>26%   | 59<br>18%                  | 99<br>27%    | 78<br>24%   | 87<br>27%   | 61<br>27%   |
| Don't Know/<br>Undecided | 46<br>5%     | 30<br>4%    | 16<br>7%    | 5<br>3%             | 0<br>0%       | 0<br>0%      | 8<br>7%                      | 10<br>4%      | 15<br>5%                 | 11<br>4%    | 16<br>5%                   | 21<br>6%     | 14<br>4%    | 15<br>5%    | 4<br>2%     |
| Total                    | 1000<br>100% | 765<br>100% | 235<br>100% | 153<br>100%         | 26<br>100%    | 19<br>100%   | 119<br>100%                  | 268<br>100%   | 326<br>100%              | 258<br>100% | 321<br>100%                | 363<br>100%  | 331<br>100% | 326<br>100% | 230<br>100% |

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NOVEMBER 4, 5, 6, AND 8, 2014

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(Break 5: Importance: Health Care, Taxes, Elementary/Secondary Education, Higher Education, Poverty, Unemployment, Energy, Excessive Regulations, Breakdown of Family)

|                      | Total        | Importance: Health Care |              | Importance: Taxes |              | Importance: Elem/Sec Ed |              | Importance: Higher Ed |              | Importance: Poverty |              | Importance: Unemployment |              | Importance: Energy |              | Importance: Regulations |              | Importance: Family Breakdown |              |
|----------------------|--------------|-------------------------|--------------|-------------------|--------------|-------------------------|--------------|-----------------------|--------------|---------------------|--------------|--------------------------|--------------|--------------------|--------------|-------------------------|--------------|------------------------------|--------------|
|                      |              | Very Imp                | Smwht/NotImp | Very Imp          | Smwht/NotImp | Very Imp                | Smwht/NotImp | Very Imp              | Smwht/NotImp | Very Imp            | Smwht/NotImp | Very Imp                 | Smwht/NotImp | Very Imp           | Smwht/NotImp | Very Imp                | Smwht/NotImp | Very Imp                     | Smwht/NotImp |
| Strongly Agree/A     | 322<br>32%   | 255<br>32%              | 65<br>33%    | 251<br>37%        | 71<br>22%    | 218<br>31%              | 104<br>37%   | 191<br>31%            | 128<br>34%   | 191<br>32%          | 129<br>33%   | 240<br>36%               | 82<br>24%    | 188<br>34%         | 133<br>30%   | 177<br>42%              | 128<br>24%   | 206<br>40%                   | 98<br>24%    |
| Somewhat Agree/A     | 226<br>23%   | 178<br>22%              | 47<br>24%    | 161<br>24%        | 64<br>20%    | 148<br>21%              | 76<br>27%    | 125<br>20%            | 101<br>27%   | 111<br>19%          | 114<br>29%   | 133<br>20%               | 92<br>27%    | 113<br>20%         | 111<br>25%   | 98<br>23%               | 116<br>22%   | 117<br>23%                   | 95<br>23%    |
| Somewhat Agree/B     | 155<br>16%   | 120<br>15%              | 35<br>18%    | 91<br>14%         | 63<br>20%    | 119<br>17%              | 36<br>13%    | 99<br>16%             | 56<br>15%    | 84<br>14%           | 71<br>18%    | 92<br>14%                | 63<br>19%    | 76<br>14%          | 77<br>18%    | 43<br>10%               | 102<br>19%   | 65<br>13%                    | 80<br>19%    |
| Strongly Agree/B     | 251<br>25%   | 211<br>26%              | 39<br>20%    | 136<br>20%        | 112<br>35%   | 195<br>27%              | 56<br>20%    | 173<br>28%            | 78<br>20%    | 189<br>32%          | 60<br>15%    | 168<br>25%               | 83<br>24%    | 149<br>27%         | 102<br>23%   | 85<br>20%               | 156<br>30%   | 113<br>22%                   | 124<br>30%   |
| Don't Know/Undecided | 46<br>5%     | 34<br>4%                | 11<br>6%     | 34<br>5%          | 12<br>4%     | 32<br>4%                | 12<br>4%     | 26<br>4%              | 18<br>5%     | 24<br>4%            | 21<br>5%     | 26<br>4%                 | 20<br>6%     | 27<br>5%           | 17<br>4%     | 17<br>4%                | 23<br>4%     | 19<br>4%                     | 20<br>5%     |
| Total                | 1000<br>100% | 798<br>100%             | 197<br>100%  | 673<br>100%       | 322<br>100%  | 712<br>100%             | 284<br>100%  | 614<br>100%           | 381<br>100%  | 599<br>100%         | 395<br>100%  | 659<br>100%              | 340<br>100%  | 553<br>100%        | 440<br>100%  | 420<br>100%             | 525<br>100%  | 520<br>100%                  | 417<br>100%  |

YG MESSAGE SURVEY OF REGISTERED VOTERS  
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Question 14: Importance of Tax Relief for Working Parents

In this environment, how important do you think it is to provide tax relief for working parents: very important, somewhat important, or not too important?

(Break 1: Party, Ideology, Tea Party Support, 2014 Vote, View of Health Care Reform)

|                      | Total        | Party       |             |             | Ideology    |             |             | Tea Party    |              |             | Voted in 2014 |             |              |             | View of Health Care Reform |              |
|----------------------|--------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------|-------------|---------------|-------------|--------------|-------------|----------------------------|--------------|
|                      |              | Rep         | Ind         | Dem         | Cons        | Modrt       | Librl       | Strng Supprt | Smwht Supprt | Oppose      | Voted/Rep     | Voted/Dem   | Voted/3rd/Rf | Didn't Vote | Keep OCare                 | Repeal OCare |
| Very Important       | 620<br>62%   | 178<br>62%  | 182<br>54%  | 235<br>71%  | 283<br>63%  | 150<br>63%  | 168<br>62%  | 72<br>64%    | 163<br>61%   | 292<br>61%  | 205<br>58%    | 243<br>69%  | 17<br>46%    | 110<br>61%  | 288<br>65%                 | 320<br>60%   |
| Somewhat Important   | 293<br>29%   | 87<br>30%   | 119<br>35%  | 76<br>23%   | 132<br>29%  | 69<br>29%   | 81<br>30%   | 30<br>27%    | 82<br>30%    | 146<br>31%  | 118<br>33%    | 90<br>25%   | 10<br>27%    | 54<br>30%   | 117<br>26%                 | 171<br>32%   |
| Not Too Important    | 69<br>7%     | 18<br>6%    | 31<br>9%    | 16<br>5%    | 29<br>6%    | 14<br>6%    | 20<br>7%    | 8<br>7%      | 20<br>7%     | 30<br>6%    | 25<br>7%      | 18<br>5%    | 8<br>22%     | 11<br>6%    | 30<br>7%                   | 35<br>7%     |
| Don't Know/Undecided | 18<br>2%     | 5<br>2%     | 6<br>2%     | 5<br>2%     | 5<br>1%     | 6<br>3%     | 4<br>1%     | 2<br>2%      | 4<br>1%      | 7<br>1%     | 6<br>2%       | 3<br>1%     | 2<br>5%      | 5<br>3%     | 8<br>2%                    | 7<br>1%      |
| Total                | 1000<br>100% | 288<br>100% | 338<br>100% | 332<br>100% | 449<br>100% | 239<br>100% | 273<br>100% | 112<br>100%  | 269<br>100%  | 475<br>100% | 354<br>100%   | 354<br>100% | 37<br>100%   | 180<br>100% | 443<br>100%                | 533<br>100%  |

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NOVEMBER 4, 5, 6, AND 8, 2014

Question 14: Importance of Tax Relief for Working Parents  
In this environment, how important do you think it is to provide tax relief for working parents: very important, somewhat important, or not too important?

(Break 2: Race, Gender, Whites/Gender, White Women/Marital Status, Children)

|                          | Total        | Race        |             |             | Gender      |             | White Voters/<br>Gender |                | White Women/<br>Marital Status |              | Children        |                     |             |
|--------------------------|--------------|-------------|-------------|-------------|-------------|-------------|-------------------------|----------------|--------------------------------|--------------|-----------------|---------------------|-------------|
|                          |              | White       | Black       | Hisp        | Men         | Women       | White<br>Men            | White<br>Women | Marr-<br>ied                   | Not<br>Marrd | Yes/<br>Not <18 | Yes/<br>Under<br>18 | No          |
| Very Important           | 620<br>62%   | 384<br>55%  | 117<br>87%  | 71<br>70%   | 262<br>56%  | 358<br>68%  | 177<br>51%              | 207<br>60%     | 133<br>60%                     | 71<br>59%    | 199<br>58%      | 273<br>69%          | 132<br>55%  |
| Somewhat Important       | 293<br>29%   | 235<br>34%  | 16<br>12%   | 26<br>25%   | 159<br>34%  | 134<br>25%  | 132<br>38%              | 103<br>30%     | 62<br>28%                      | 40<br>33%    | 109<br>32%      | 96<br>24%           | 84<br>35%   |
| Not Too Important        | 69<br>7%     | 58<br>8%    | 2<br>1%     | 5<br>5%     | 41<br>9%    | 28<br>5%    | 32<br>9%                | 26<br>8%       | 20<br>9%                       | 6<br>5%      | 30<br>9%        | 21<br>5%            | 17<br>7%    |
| Don't Know/<br>Undecided | 18<br>2%     | 15<br>2%    | 0<br>0%     | 0<br>0%     | 8<br>2%     | 10<br>2%    | 7<br>2%                 | 8<br>2%        | 5<br>2%                        | 3<br>3%      | 7<br>2%         | 4<br>1%             | 6<br>3%     |
| Total                    | 1000<br>100% | 692<br>100% | 135<br>100% | 102<br>100% | 470<br>100% | 530<br>100% | 348<br>100%             | 344<br>100%    | 220<br>100%                    | 120<br>100%  | 345<br>100%     | 394<br>100%         | 239<br>100% |

YG MESSAGE SURVEY OF REGISTERED VOTERS  
NOVEMBER 4, 5, 6, AND 8, 2014

Question 14: Importance of Tax Relief for Working Parents  
In this environment, how important do you think it is to provide tax relief for working parents: very important, somewhat important, or not too important?

(Break 3: Age, Gender/Age, Area Description, Region)

|                          | Total        | Age         |             |             |             |             | Age by Gender |                |             |              | Area        |               |               |             | Region      |             |             |             |
|--------------------------|--------------|-------------|-------------|-------------|-------------|-------------|---------------|----------------|-------------|--------------|-------------|---------------|---------------|-------------|-------------|-------------|-------------|-------------|
|                          |              | 18-29       | 30-39       | 40-54       | 55-64       | 65+         | 18-54<br>Men  | 18-54<br>Women | 55+<br>Men  | 55+<br>Women | Urban       | Sub-<br>urban | Small<br>Town | Rural       | NoEast      | Midwst      | South       | West        |
| Very Important           | 620<br>62%   | 100<br>60%  | 94<br>64%   | 201<br>67%  | 118<br>61%  | 106<br>58%  | 168<br>57%    | 227<br>71%     | 93<br>54%   | 131<br>64%   | 135<br>63%  | 192<br>57%    | 159<br>64%    | 111<br>65%  | 112<br>63%  | 146<br>60%  | 236<br>65%  | 126<br>59%  |
| Somewhat Important       | 293<br>29%   | 58<br>35%   | 43<br>29%   | 82<br>27%   | 50<br>26%   | 59<br>32%   | 100<br>34%    | 83<br>26%      | 58<br>34%   | 51<br>25%    | 67<br>31%   | 107<br>32%    | 68<br>28%     | 46<br>27%   | 49<br>27%   | 75<br>31%   | 104<br>28%  | 65<br>31%   |
| Not Too Important        | 69<br>7%     | 7<br>4%     | 10<br>7%    | 13<br>4%    | 25<br>13%   | 11<br>6%    | 21<br>7%      | 9<br>3%        | 18<br>11%   | 18<br>9%     | 10<br>5%    | 33<br>10%     | 15<br>6%      | 10<br>6%    | 15<br>8%    | 18<br>7%    | 20<br>5%    | 16<br>8%    |
| Don't Know/<br>Undecided | 18<br>2%     | 3<br>2%     | 0<br>0%     | 4<br>1%     | 1<br>1%     | 7<br>4%     | 5<br>2%       | 2<br>1%        | 2<br>1%     | 6<br>3%      | 3<br>1%     | 6<br>2%       | 5<br>2%       | 3<br>2%     | 3<br>2%     | 5<br>2%     | 5<br>1%     | 5<br>2%     |
| Total                    | 1000<br>100% | 168<br>100% | 147<br>100% | 300<br>100% | 194<br>100% | 183<br>100% | 294<br>100%   | 321<br>100%    | 171<br>100% | 206<br>100%  | 215<br>100% | 338<br>100%   | 247<br>100%   | 170<br>100% | 179<br>100% | 244<br>100% | 365<br>100% | 212<br>100% |

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Question 14: Importance of Tax Relief for Working Parents

In this environment, how important do you think it is to provide tax relief for working parents: very important, somewhat important, or not too important?

(Break 4: Christian, Evangelical/Race, Religious Service Attendance, Whites/Education, Income)

|                          | Total        | Christian   |             | Evangelical by Race |               |              | Religious Service Attendance |               |                          |             | White Voters/<br>Education |              | Income      |             |             |
|--------------------------|--------------|-------------|-------------|---------------------|---------------|--------------|------------------------------|---------------|--------------------------|-------------|----------------------------|--------------|-------------|-------------|-------------|
|                          |              | Yes         | No/ Ref     | White<br>Evan       | Black<br>Evan | Hisp<br>Evan | >1/Wk                        | Once/<br>Week | FwTms<br>/Month<br>/Year | Never       | Non<br>Coll                | Coll<br>Grad | <50k        | 50-<br>100k | 100k+       |
| Very Important           | 620<br>62%   | 484<br>63%  | 136<br>58%  | 88<br>58%           | 24<br>92%     | 17<br>89%    | 78<br>66%                    | 177<br>66%    | 201<br>62%               | 145<br>56%  | 194<br>60%                 | 183<br>50%   | 240<br>73%  | 189<br>58%  | 123<br>53%  |
| Somewhat Important       | 293<br>29%   | 217<br>28%  | 76<br>32%   | 54<br>35%           | 2<br>8%       | 2<br>11%     | 35<br>29%                    | 63<br>24%     | 102<br>31%               | 89<br>34%   | 94<br>29%                  | 140<br>39%   | 70<br>21%   | 106<br>33%  | 87<br>38%   |
| Not Too Important        | 69<br>7%     | 52<br>7%    | 17<br>7%    | 10<br>7%            | 0<br>0%       | 0<br>0%      | 3<br>3%                      | 23<br>9%      | 19<br>6%                 | 20<br>8%    | 24<br>7%                   | 34<br>9%     | 17<br>5%    | 27<br>8%    | 17<br>7%    |
| Don't Know/<br>Undecided | 18<br>2%     | 12<br>2%    | 6<br>3%     | 1<br>1%             | 0<br>0%       | 0<br>0%      | 3<br>3%                      | 5<br>2%       | 4<br>1%                  | 4<br>2%     | 9<br>3%                    | 6<br>2%      | 4<br>1%     | 4<br>1%     | 3<br>1%     |
| Total                    | 1000<br>100% | 765<br>100% | 235<br>100% | 153<br>100%         | 26<br>100%    | 19<br>100%   | 119<br>100%                  | 268<br>100%   | 326<br>100%              | 258<br>100% | 321<br>100%                | 363<br>100%  | 331<br>100% | 326<br>100% | 230<br>100% |

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Question 14: Importance of Tax Relief for Working Parents

In this environment, how important do you think it is to provide tax relief for working parents: very important, somewhat important, or not too important?

(Break 5: Importance: Health Care, Taxes, Elementary/Secondary Education, Higher Education, Poverty, Unemployment, Energy, Excessive Regulations, Breakdown of Family)

|                          | Total        | Importance:<br>Health Care |                  | Importance:<br>Taxes |                  | Importance:<br>Elem/Sec Ed |                  | Importance:<br>Higher Ed |                  | Importance:<br>Poverty |                  | Importance:<br>Unemployment |                  | Importance:<br>Energy |                  | Importance:<br>Regulations |                  | Importance:<br>Family Breakdown |                  |
|--------------------------|--------------|----------------------------|------------------|----------------------|------------------|----------------------------|------------------|--------------------------|------------------|------------------------|------------------|-----------------------------|------------------|-----------------------|------------------|----------------------------|------------------|---------------------------------|------------------|
|                          |              | Very<br>Imp                | Smwht/<br>NotImp | Very<br>Imp          | Smwht/<br>NotImp | Very<br>Imp                | Smwht/<br>NotImp | Very<br>Imp              | Smwht/<br>NotImp | Very<br>Imp            | Smwht/<br>NotImp | Very<br>Imp                 | Smwht/<br>NotImp | Very<br>Imp           | Smwht/<br>NotImp | Very<br>Imp                | Smwht/<br>NotImp | Very<br>Imp                     | Smwht/<br>NotImp |
| Very Important           | 620<br>62%   | 530<br>66%                 | 86<br>44%        | 460<br>68%           | 160<br>50%       | 474<br>67%                 | 146<br>51%       | 420<br>68%               | 196<br>51%       | 430<br>72%             | 188<br>48%       | 453<br>69%                  | 167<br>49%       | 366<br>66%            | 252<br>57%       | 275<br>65%                 | 310<br>59%       | 357<br>69%                      | 225<br>54%       |
| Somewhat Important       | 293<br>29%   | 201<br>25%                 | 91<br>46%        | 164<br>24%           | 126<br>39%       | 191<br>27%                 | 101<br>36%       | 153<br>25%               | 140<br>37%       | 131<br>22%             | 160<br>41%       | 162<br>25%                  | 131<br>39%       | 142<br>26%            | 147<br>33%       | 104<br>25%                 | 178<br>34%       | 127<br>24%                      | 150<br>36%       |
| Not Too Important        | 69<br>7%     | 51<br>6%                   | 18<br>9%         | 38<br>6%             | 30<br>9%         | 36<br>5%                   | 32<br>11%        | 28<br>5%                 | 41<br>11%        | 27<br>5%               | 41<br>10%        | 32<br>5%                    | 37<br>11%        | 34<br>6%              | 35<br>8%         | 30<br>7%                   | 31<br>6%         | 29<br>6%                        | 35<br>8%         |
| Don't Know/<br>Undecided | 18<br>2%     | 16<br>2%                   | 2<br>1%          | 11<br>2%             | 6<br>2%          | 11<br>2%                   | 5<br>2%          | 13<br>2%                 | 4<br>1%          | 11<br>2%               | 6<br>2%          | 12<br>2%                    | 5<br>1%          | 11<br>2%              | 6<br>1%          | 11<br>3%                   | 6<br>1%          | 7<br>1%                         | 7<br>2%          |
| Total                    | 1000<br>100% | 798<br>100%                | 197<br>100%      | 673<br>100%          | 322<br>100%      | 712<br>100%                | 284<br>100%      | 614<br>100%              | 381<br>100%      | 599<br>100%            | 395<br>100%      | 659<br>100%                 | 340<br>100%      | 553<br>100%           | 440<br>100%      | 420<br>100%                | 525<br>100%      | 520<br>100%                     | 417<br>100%      |

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Question 15: Tax Reform Pair: Parents Need Relief or Tax Code Shouldn't Be Used for Social Policy  
 Here are two statements about tax reform. Which one do you agree with more? (ROTATE) AFTER ANSWER, ASK: Would that be strongly agree or just somewhat agree? a) Congressman A says that middle-class parents need tax relief ... The tax code should be pro-growth, pro-family, and pro-children. b) 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. ...

(Break 1: Party, Ideology, Tea Party Support, 2014 Vote, View of Health Care Reform)

|                          | Total        | Party       |             |             | Ideology    |             |             | Tea Party    |              |             | Voted in 2014 |             |               |             | View of Health Care Reform |              |
|--------------------------|--------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------|-------------|---------------|-------------|---------------|-------------|----------------------------|--------------|
|                          |              | Rep         | Ind         | Dem         | Cons        | Modrt       | Librl       | Strng Supprt | Smwht Supprt | Oppose      | Voted/ Rep    | Voted/ Dem  | Voted/ 3rd/Rf | Didn't Vote | Keep OCare                 | Repeal OCare |
| Strongly Agree/A         | 433<br>43%   | 104<br>36%  | 131<br>39%  | 180<br>54%  | 186<br>41%  | 100<br>42%  | 131<br>48%  | 47<br>42%    | 98<br>36%    | 229<br>48%  | 117<br>33%    | 183<br>52%  | 13<br>35%     | 97<br>54%   | 218<br>49%                 | 204<br>38%   |
| Somewhat Agree/A         | 245<br>25%   | 82<br>28%   | 88<br>26%   | 63<br>19%   | 106<br>24%  | 66<br>28%   | 64<br>23%   | 18<br>16%    | 81<br>30%    | 115<br>24%  | 105<br>30%    | 71<br>20%   | 9<br>24%      | 38<br>21%   | 106<br>24%                 | 134<br>25%   |
| Somewhat Agree/B         | 146<br>15%   | 46<br>16%   | 52<br>15%   | 45<br>14%   | 66<br>15%   | 38<br>16%   | 37<br>14%   | 17<br>15%    | 40<br>15%    | 66<br>14%   | 54<br>15%     | 52<br>15%   | 5<br>14%      | 26<br>14%   | 56<br>13%                  | 89<br>17%    |
| Strongly Agree/B         | 123<br>12%   | 36<br>13%   | 49<br>14%   | 33<br>10%   | 60<br>13%   | 26<br>11%   | 30<br>11%   | 22<br>20%    | 38<br>14%    | 47<br>10%   | 54<br>15%     | 36<br>10%   | 6<br>16%      | 15<br>8%    | 49<br>11%                  | 71<br>13%    |
| Don't Know/<br>Undecided | 53<br>5%     | 20<br>7%    | 18<br>5%    | 11<br>3%    | 31<br>7%    | 9<br>4%     | 11<br>4%    | 8<br>7%      | 12<br>4%     | 18<br>4%    | 24<br>7%      | 12<br>3%    | 4<br>11%      | 4<br>2%     | 14<br>3%                   | 35<br>7%     |
| Total                    | 1000<br>100% | 288<br>100% | 338<br>100% | 332<br>100% | 449<br>100% | 239<br>100% | 273<br>100% | 112<br>100%  | 269<br>100%  | 475<br>100% | 354<br>100%   | 354<br>100% | 37<br>100%    | 180<br>100% | 443<br>100%                | 533<br>100%  |

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Question 15: Tax Reform Pair: Parents Need Relief or Tax Code Shouldn't Be Used for Social Policy  
 Here are two statements about tax reform. Which one do you agree with more? (ROTATE) AFTER ANSWER, ASK:  
 Would that be strongly agree or just somewhat agree? a) Congressman A says that middle-class parents need tax relief ...  
 The tax code should be pro-growth, pro-family, and pro-children. b) 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. ...

(Break 2: Race, Gender, Whites/Gender, White Women/Marital Status, Children)

|                          | Total        | Race        |             |             | Gender      |             | White Voters/<br>Gender |                | White Women/<br>Marital Status |              | Children        |                     |             |
|--------------------------|--------------|-------------|-------------|-------------|-------------|-------------|-------------------------|----------------|--------------------------------|--------------|-----------------|---------------------|-------------|
|                          |              | White       | Black       | Hisp        | Men         | Women       | White<br>Men            | White<br>Women | Marr -<br>ied                  | Not<br>Marrd | Yes/<br>Not <18 | Yes/<br>Under<br>18 | No          |
| Strongly<br>Agree/A      | 433<br>43%   | 273<br>39%  | 78<br>58%   | 58<br>57%   | 184<br>39%  | 249<br>47%  | 127<br>36%              | 146<br>42%     | 95<br>43%                      | 49<br>41%    | 152<br>44%      | 188<br>48%          | 84<br>35%   |
| Somewhat<br>Agree/A      | 245<br>25%   | 177<br>26%  | 27<br>20%   | 19<br>19%   | 121<br>26%  | 124<br>23%  | 90<br>26%               | 87<br>25%      | 52<br>24%                      | 34<br>28%    | 87<br>25%       | 95<br>24%           | 56<br>23%   |
| Somewhat<br>Agree/B      | 146<br>15%   | 113<br>16%  | 9<br>7%     | 16<br>16%   | 75<br>16%   | 71<br>13%   | 60<br>17%               | 53<br>15%      | 35<br>16%                      | 18<br>15%    | 43<br>12%       | 49<br>12%           | 53<br>22%   |
| Strongly<br>Agree/B      | 123<br>12%   | 91<br>13%   | 16<br>12%   | 7<br>7%     | 66<br>14%   | 57<br>11%   | 53<br>15%               | 38<br>11%      | 22<br>10%                      | 15<br>13%    | 45<br>13%       | 41<br>10%           | 34<br>14%   |
| Don't Know/<br>Undecided | 53<br>5%     | 38<br>5%    | 5<br>4%     | 2<br>2%     | 24<br>5%    | 29<br>5%    | 18<br>5%                | 20<br>6%       | 16<br>7%                       | 4<br>3%      | 18<br>5%        | 21<br>5%            | 12<br>5%    |
| Total                    | 1000<br>100% | 692<br>100% | 135<br>100% | 102<br>100% | 470<br>100% | 530<br>100% | 348<br>100%             | 344<br>100%    | 220<br>100%                    | 120<br>100%  | 345<br>100%     | 394<br>100%         | 239<br>100% |



YG MESSAGE SURVEY OF REGISTERED VOTERS  
 NOVEMBER 4, 5, 6, AND 8, 2014

Question 15: Tax Reform Pair: Parents Need Relief or Tax Code Shouldn't Be Used for Social Policy  
 Here are two statements about tax reform. Which one do you agree with more? (ROTATE) AFTER ANSWER, ASK: Would that be strongly agree or just somewhat agree? a) Congressman A says that middle-class parents need tax relief ... The tax code should be pro-growth, pro-family, and pro-children. b) 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. ...

(Break 3: Age, Gender/Age, Area Description, Region)

|                          | Total        | Age         |             |             |             |             | Age by Gender |             |             |             | Area        |             |             |             | Region      |             |             |             |
|--------------------------|--------------|-------------|-------------|-------------|-------------|-------------|---------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
|                          |              | 18-29       | 30-39       | 40-54       | 55-64       | 65+         | 18-54 Men     | 18-54 Women | 55+ Men     | 55+ Women   | Urban       | Sub-urban   | Small Town  | Rural       | NoEast      | Midwst      | South       | West        |
| Strongly Agree/A         | 433<br>43%   | 71<br>42%   | 67<br>46%   | 138<br>46%  | 79<br>41%   | 76<br>42%   | 113<br>38%    | 163<br>51%  | 69<br>40%   | 86<br>42%   | 97<br>45%   | 129<br>38%  | 120<br>49%  | 74<br>44%   | 89<br>50%   | 106<br>43%  | 150<br>41%  | 88<br>42%   |
| Somewhat Agree/A         | 245<br>25%   | 34<br>20%   | 36<br>24%   | 76<br>25%   | 44<br>23%   | 54<br>30%   | 79<br>27%     | 67<br>21%   | 41<br>24%   | 57<br>28%   | 45<br>21%   | 87<br>26%   | 57<br>23%   | 47<br>28%   | 31<br>17%   | 65<br>27%   | 94<br>26%   | 55<br>26%   |
| Somewhat Agree/B         | 146<br>15%   | 33<br>20%   | 25<br>17%   | 45<br>15%   | 23<br>12%   | 19<br>10%   | 51<br>17%     | 52<br>16%   | 24<br>14%   | 18<br>9%    | 27<br>13%   | 61<br>18%   | 33<br>13%   | 24<br>14%   | 25<br>14%   | 30<br>12%   | 55<br>15%   | 36<br>17%   |
| Strongly Agree/B         | 123<br>12%   | 22<br>13%   | 11<br>7%    | 30<br>10%   | 36<br>19%   | 22<br>12%   | 35<br>12%     | 28<br>9%    | 29<br>17%   | 29<br>14%   | 31<br>14%   | 43<br>13%   | 26<br>11%   | 18<br>11%   | 27<br>15%   | 27<br>11%   | 49<br>13%   | 20<br>9%    |
| Don't Know/<br>Undecided | 53<br>5%     | 8<br>5%     | 8<br>5%     | 11<br>4%    | 12<br>6%    | 12<br>7%    | 16<br>5%      | 11<br>3%    | 8<br>5%     | 16<br>8%    | 15<br>7%    | 18<br>5%    | 11<br>4%    | 7<br>4%     | 7<br>4%     | 16<br>7%    | 17<br>5%    | 13<br>6%    |
| Total                    | 1000<br>100% | 168<br>100% | 147<br>100% | 300<br>100% | 194<br>100% | 183<br>100% | 294<br>100%   | 321<br>100% | 171<br>100% | 206<br>100% | 215<br>100% | 338<br>100% | 247<br>100% | 170<br>100% | 179<br>100% | 244<br>100% | 365<br>100% | 212<br>100% |

YG MESSAGE SURVEY OF REGISTERED VOTERS  
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(Break 4: Christian, Evangelical/Race, Religious Service Attendance, Whites/Education, Income)

|                          | Total        | Christian   |             | Evangelical by Race |               |              | Religious Service Attendance |               |                          |             | White Voters/<br>Education |              | Income      |             |             |
|--------------------------|--------------|-------------|-------------|---------------------|---------------|--------------|------------------------------|---------------|--------------------------|-------------|----------------------------|--------------|-------------|-------------|-------------|
|                          |              | Yes         | No/ Ref     | White<br>Evan       | Black<br>Evan | Hisp<br>Evan | >1/Wk                        | Once/<br>Week | FwTms<br>/Month<br>/Year | Never       | Non<br>Coll                | Coll<br>Grad | <50k        | 50-<br>100k | 100k+       |
| Strongly<br>Agree/A      | 433<br>43%   | 344<br>45%  | 89<br>38%   | 67<br>44%           | 18<br>69%     | 15<br>79%    | 54<br>45%                    | 134<br>50%    | 138<br>42%               | 97<br>38%   | 138<br>43%                 | 132<br>36%   | 177<br>53%  | 132<br>40%  | 83<br>36%   |
| Somewhat<br>Agree/A      | 245<br>25%   | 190<br>25%  | 55<br>23%   | 42<br>27%           | 6<br>23%      | 2<br>11%     | 34<br>29%                    | 60<br>22%     | 70<br>21%                | 72<br>28%   | 73<br>23%                  | 101<br>28%   | 61<br>18%   | 86<br>26%   | 70<br>30%   |
| Somewhat<br>Agree/B      | 146<br>15%   | 110<br>14%  | 36<br>15%   | 16<br>10%           | 1<br>4%       | 1<br>5%      | 11<br>9%                     | 37<br>14%     | 58<br>18%                | 36<br>14%   | 44<br>14%                  | 68<br>19%    | 35<br>11%   | 54<br>17%   | 40<br>17%   |
| Strongly<br>Agree/B      | 123<br>12%   | 89<br>12%   | 34<br>14%   | 21<br>14%           | 1<br>4%       | 1<br>5%      | 10<br>8%                     | 28<br>10%     | 39<br>12%                | 41<br>16%   | 48<br>15%                  | 42<br>12%    | 47<br>14%   | 40<br>12%   | 27<br>12%   |
| Don't Know/<br>Undecided | 53<br>5%     | 32<br>4%    | 21<br>9%    | 7<br>5%             | 0<br>0%       | 0<br>0%      | 10<br>8%                     | 9<br>3%       | 21<br>6%                 | 12<br>5%    | 18<br>6%                   | 20<br>6%     | 11<br>3%    | 14<br>4%    | 10<br>4%    |
| Total                    | 1000<br>100% | 765<br>100% | 235<br>100% | 153<br>100%         | 26<br>100%    | 19<br>100%   | 119<br>100%                  | 268<br>100%   | 326<br>100%              | 258<br>100% | 321<br>100%                | 363<br>100%  | 331<br>100% | 326<br>100% | 230<br>100% |

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NOVEMBER 4, 5, 6, AND 8, 2014

Question 15: Tax Reform Pair: Parents Need Relief or Tax Code Shouldn't Be Used for Social Policy

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(Break 5: Importance: Health Care, Taxes, Elementary/Secondary Education, Higher Education, Poverty, Unemployment, Energy, Excessive Regulations, Breakdown of Family)

|                      | Total        | Importance: Health Care |              | Importance: Taxes |              | Importance: Elem/Sec Ed |              | Importance: Higher Ed |              | Importance: Poverty |              | Importance: Unemployment |              | Importance: Energy |              | Importance: Regulations |              | Importance: Family Breakdown |              |
|----------------------|--------------|-------------------------|--------------|-------------------|--------------|-------------------------|--------------|-----------------------|--------------|---------------------|--------------|--------------------------|--------------|--------------------|--------------|-------------------------|--------------|------------------------------|--------------|
|                      |              | Very Imp                | Smwht/NotImp | Very Imp          | Smwht/NotImp | Very Imp                | Smwht/NotImp | Very Imp              | Smwht/NotImp | Very Imp            | Smwht/NotImp | Very Imp                 | Smwht/NotImp | Very Imp           | Smwht/NotImp | Very Imp                | Smwht/NotImp | Very Imp                     | Smwht/NotImp |
| Strongly Agree/A     | 433<br>43%   | 374<br>47%              | 56<br>28%    | 302<br>45%        | 130<br>40%   | 345<br>48%              | 88<br>31%    | 311<br>51%            | 120<br>31%   | 304<br>51%          | 125<br>32%   | 324<br>49%               | 109<br>32%   | 271<br>49%         | 159<br>36%   | 189<br>45%              | 221<br>42%   | 261<br>50%                   | 153<br>37%   |
| Somewhat Agree/A     | 245<br>25%   | 185<br>23%              | 60<br>30%    | 161<br>24%        | 84<br>26%    | 171<br>24%              | 74<br>26%    | 136<br>22%            | 108<br>28%   | 141<br>24%          | 104<br>26%   | 151<br>23%               | 94<br>28%    | 117<br>21%         | 126<br>29%   | 83<br>20%               | 144<br>27%   | 112<br>22%                   | 114<br>27%   |
| Somewhat Agree/B     | 146<br>15%   | 106<br>13%              | 39<br>20%    | 92<br>14%         | 52<br>16%    | 88<br>12%               | 57<br>20%    | 73<br>12%             | 73<br>19%    | 68<br>11%           | 78<br>20%    | 78<br>12%                | 68<br>20%    | 67<br>12%          | 78<br>18%    | 60<br>14%               | 79<br>15%    | 59<br>11%                    | 77<br>18%    |
| Strongly Agree/B     | 123<br>12%   | 93<br>12%               | 30<br>15%    | 84<br>12%         | 38<br>12%    | 77<br>11%               | 46<br>16%    | 67<br>11%             | 56<br>15%    | 63<br>11%           | 60<br>15%    | 70<br>11%                | 53<br>16%    | 70<br>13%          | 52<br>12%    | 57<br>14%               | 64<br>12%    | 65<br>13%                    | 52<br>12%    |
| Don't Know/Undecided | 53<br>5%     | 40<br>5%                | 12<br>6%     | 34<br>5%          | 18<br>6%     | 31<br>4%                | 19<br>7%     | 27<br>4%              | 24<br>6%     | 23<br>4%            | 28<br>7%     | 36<br>5%                 | 16<br>5%     | 28<br>5%           | 25<br>6%     | 31<br>7%                | 17<br>3%     | 23<br>4%                     | 21<br>5%     |
| Total                | 1000<br>100% | 798<br>100%             | 197<br>100%  | 673<br>100%       | 322<br>100%  | 712<br>100%             | 284<br>100%  | 614<br>100%           | 381<br>100%  | 599<br>100%         | 395<br>100%  | 659<br>100%              | 340<br>100%  | 553<br>100%        | 440<br>100%  | 420<br>100%             | 525<br>100%  | 520<br>100%                  | 417<br>100%  |

YG MESSAGE SURVEY OF REGISTERED VOTERS  
 NOVEMBER 4, 5, 6, AND 8, 2014

Question 16: Elementary/Secondary Education Pair: Need More than Money or Need More Money  
 Here are two statements about education reform. Which one do you agree with more? (ROTATE) AFTER ANSWER, ASK: Would that be strongly agree or just somewhat agree? a) Congressman A says we need more than money to improve elementary and secondary schools. ... Washington can't create good schools. It should create an environment where teachers, parents, and communities can build better schools. b) 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. ...

(Break 1: Party, Ideology, Tea Party Support, 2014 Vote, View of Health Care Reform)

|                          | Total        | Party       |             |             | Ideology    |             |             | Tea Party    |              |             | Voted in 2014 |             |               |             | View of Health Care Reform |              |
|--------------------------|--------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------|-------------|---------------|-------------|---------------|-------------|----------------------------|--------------|
|                          |              | Rep         | Ind         | Dem         | Cons        | Modrt       | Librl       | Strng Supprt | Smwht Supprt | Oppose      | Voted/ Rep    | Voted/ Dem  | Voted/ 3rd/Rf | Didn't Vote | Keep OCare                 | Repeal OCare |
| Strongly Agree/A         | 361<br>36%   | 142<br>49%  | 110<br>33%  | 92<br>28%   | 212<br>47%  | 74<br>31%   | 58<br>21%   | 72<br>64%    | 118<br>44%   | 119<br>25%  | 174<br>49%    | 84<br>24%   | 12<br>32%     | 65<br>36%   | 117<br>26%                 | 241<br>45%   |
| Somewhat Agree/A         | 201<br>20%   | 62<br>22%   | 80<br>24%   | 50<br>15%   | 107<br>24%  | 54<br>23%   | 36<br>13%   | 22<br>20%    | 61<br>23%    | 89<br>19%   | 84<br>24%     | 54<br>15%   | 6<br>16%      | 39<br>22%   | 79<br>18%                  | 119<br>22%   |
| Somewhat Agree/B         | 169<br>17%   | 38<br>13%   | 56<br>17%   | 70<br>21%   | 52<br>12%   | 43<br>18%   | 68<br>25%   | 7<br>6%      | 37<br>14%    | 99<br>21%   | 46<br>13%     | 80<br>23%   | 4<br>11%      | 27<br>15%   | 87<br>20%                  | 78<br>15%    |
| Strongly Agree/B         | 223<br>22%   | 34<br>12%   | 76<br>22%   | 110<br>33%  | 66<br>15%   | 50<br>21%   | 100<br>37%  | 8<br>7%      | 39<br>14%    | 151<br>32%  | 39<br>11%     | 121<br>34%  | 10<br>27%     | 42<br>23%   | 139<br>31%                 | 75<br>14%    |
| Don't Know/<br>Undecided | 46<br>5%     | 12<br>4%    | 16<br>5%    | 10<br>3%    | 12<br>3%    | 18<br>8%    | 11<br>4%    | 3<br>3%      | 14<br>5%     | 17<br>4%    | 11<br>3%      | 15<br>4%    | 5<br>14%      | 7<br>4%     | 21<br>5%                   | 20<br>4%     |
| Total                    | 1000<br>100% | 288<br>100% | 338<br>100% | 332<br>100% | 449<br>100% | 239<br>100% | 273<br>100% | 112<br>100%  | 269<br>100%  | 475<br>100% | 354<br>100%   | 354<br>100% | 37<br>100%    | 180<br>100% | 443<br>100%                | 533<br>100%  |

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 ASK: Would that be strongly agree or just somewhat agree? a) Congressman A says we need more than money to  
 improve elementary and secondary schools. ... Washington can't create good schools. It should create an environment  
 where teachers, parents, and communities can build better schools. b) 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. ...

(Break 2: Race, Gender, Whites/Gender, White Women/Marital Status, Children)

|                          | Total        | Race        |             |             | Gender      |             | White Voters/<br>Gender |                | White Women/<br>Marital Status |              | Children        |                     |             |
|--------------------------|--------------|-------------|-------------|-------------|-------------|-------------|-------------------------|----------------|--------------------------------|--------------|-----------------|---------------------|-------------|
|                          |              | White       | Black       | Hisp        | Men         | Women       | White<br>Men            | White<br>Women | Marr-<br>ied                   | Not<br>Marrd | Yes/<br>Not <18 | Yes/<br>Under<br>18 | No          |
| Strongly<br>Agree/A      | 361<br>36%   | 248<br>36%  | 51<br>38%   | 35<br>34%   | 171<br>36%  | 190<br>36%  | 128<br>37%              | 120<br>35%     | 78<br>35%                      | 41<br>34%    | 129<br>37%      | 153<br>39%          | 67<br>28%   |
| Somewhat<br>Agree/A      | 201<br>20%   | 148<br>21%  | 23<br>17%   | 20<br>20%   | 110<br>23%  | 91<br>17%   | 89<br>26%               | 59<br>17%      | 42<br>19%                      | 17<br>14%    | 64<br>19%       | 86<br>22%           | 47<br>20%   |
| Somewhat<br>Agree/B      | 169<br>17%   | 120<br>17%  | 20<br>15%   | 18<br>18%   | 76<br>16%   | 93<br>18%   | 56<br>16%               | 64<br>19%      | 31<br>14%                      | 32<br>27%    | 64<br>19%       | 52<br>13%           | 50<br>21%   |
| Strongly<br>Agree/B      | 223<br>22%   | 139<br>20%  | 38<br>28%   | 27<br>26%   | 98<br>21%   | 125<br>24%  | 62<br>18%               | 77<br>22%      | 53<br>24%                      | 24<br>20%    | 70<br>20%       | 89<br>23%           | 63<br>26%   |
| Don't Know/<br>Undecided | 46<br>5%     | 37<br>5%    | 3<br>2%     | 2<br>2%     | 15<br>3%    | 31<br>6%    | 13<br>4%                | 24<br>7%       | 16<br>7%                       | 6<br>5%      | 18<br>5%        | 14<br>4%            | 12<br>5%    |
| Total                    | 1000<br>100% | 692<br>100% | 135<br>100% | 102<br>100% | 470<br>100% | 530<br>100% | 348<br>100%             | 344<br>100%    | 220<br>100%                    | 120<br>100%  | 345<br>100%     | 394<br>100%         | 239<br>100% |

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 ...

(Break 3: Age, Gender/Age, Area Description, Region)

|                          | Total        | Age         |             |             |             |             | Age by Gender |             |             |             | Area        |             |             |             | Region      |             |             |             |
|--------------------------|--------------|-------------|-------------|-------------|-------------|-------------|---------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
|                          |              | 18-29       | 30-39       | 40-54       | 55-64       | 65+         | 18-54 Men     | 18-54 Women | 55+ Men     | 55+ Women   | Urban       | Sub-urban   | Small Town  | Rural       | NoEast      | Midwst      | South       | West        |
| Strongly Agree/A         | 361<br>36%   | 50<br>30%   | 60<br>41%   | 104<br>35%  | 69<br>36%   | 74<br>40%   | 105<br>36%    | 109<br>34%  | 64<br>37%   | 79<br>38%   | 77<br>36%   | 117<br>35%  | 86<br>35%   | 66<br>39%   | 75<br>42%   | 77<br>32%   | 130<br>36%  | 79<br>37%   |
| Somewhat Agree/A         | 201<br>20%   | 30<br>18%   | 29<br>20%   | 79<br>26%   | 26<br>13%   | 36<br>20%   | 73<br>25%     | 65<br>20%   | 37<br>22%   | 25<br>12%   | 37<br>17%   | 69<br>20%   | 54<br>22%   | 36<br>21%   | 32<br>18%   | 56<br>23%   | 64<br>18%   | 49<br>23%   |
| Somewhat Agree/B         | 169<br>17%   | 41<br>24%   | 19<br>13%   | 43<br>14%   | 33<br>17%   | 33<br>18%   | 50<br>17%     | 53<br>17%   | 26<br>15%   | 40<br>19%   | 37<br>17%   | 64<br>19%   | 40<br>16%   | 26<br>15%   | 33<br>18%   | 46<br>19%   | 59<br>16%   | 31<br>15%   |
| Strongly Agree/B         | 223<br>22%   | 39<br>23%   | 34<br>23%   | 64<br>21%   | 51<br>26%   | 32<br>17%   | 59<br>20%     | 78<br>24%   | 36<br>21%   | 47<br>23%   | 54<br>25%   | 73<br>22%   | 59<br>24%   | 31<br>18%   | 33<br>18%   | 49<br>20%   | 95<br>26%   | 46<br>22%   |
| Don't Know/<br>Undecided | 46<br>5%     | 8<br>5%     | 5<br>3%     | 10<br>3%    | 15<br>8%    | 8<br>4%     | 7<br>2%       | 16<br>5%    | 8<br>5%     | 15<br>7%    | 10<br>5%    | 15<br>4%    | 8<br>3%     | 11<br>6%    | 6<br>3%     | 16<br>7%    | 17<br>5%    | 7<br>3%     |
| Total                    | 1000<br>100% | 168<br>100% | 147<br>100% | 300<br>100% | 194<br>100% | 183<br>100% | 294<br>100%   | 321<br>100% | 171<br>100% | 206<br>100% | 215<br>100% | 338<br>100% | 247<br>100% | 170<br>100% | 179<br>100% | 244<br>100% | 365<br>100% | 212<br>100% |

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(Break 4: Christian, Evangelical/Race, Religious Service Attendance, Whites/Education, Income)

|                          | Total        | Christian   |             | Evangelical by Race |               |              | Religious Service Attendance |               |                          |             | White Voters/<br>Education |              | Income      |             |             |
|--------------------------|--------------|-------------|-------------|---------------------|---------------|--------------|------------------------------|---------------|--------------------------|-------------|----------------------------|--------------|-------------|-------------|-------------|
|                          |              | Yes         | No/ Ref     | White<br>Evan       | Black<br>Evan | Hisp<br>Evan | >1/Wk                        | Once/<br>Week | FwTms<br>/Month<br>/Year | Never       | Non<br>Coll                | Coll<br>Grad | <50k        | 50-<br>100k | 100k+       |
| Strongly<br>Agree/A      | 361<br>36%   | 289<br>38%  | 72<br>31%   | 71<br>46%           | 13<br>50%     | 9<br>47%     | 49<br>41%                    | 111<br>41%    | 120<br>37%               | 68<br>26%   | 122<br>38%                 | 122<br>34%   | 110<br>33%  | 117<br>36%  | 88<br>38%   |
| Somewhat<br>Agree/A      | 201<br>20%   | 156<br>20%  | 45<br>19%   | 37<br>24%           | 4<br>15%      | 2<br>11%     | 21<br>18%                    | 55<br>21%     | 61<br>19%                | 62<br>24%   | 71<br>22%                  | 77<br>21%    | 62<br>19%   | 67<br>21%   | 50<br>22%   |
| Somewhat<br>Agree/B      | 169<br>17%   | 123<br>16%  | 46<br>20%   | 16<br>10%           | 4<br>15%      | 2<br>11%     | 16<br>13%                    | 33<br>12%     | 66<br>20%                | 51<br>20%   | 54<br>17%                  | 65<br>18%    | 65<br>20%   | 55<br>17%   | 37<br>16%   |
| Strongly<br>Agree/B      | 223<br>22%   | 163<br>21%  | 60<br>26%   | 23<br>15%           | 5<br>19%      | 6<br>32%     | 30<br>25%                    | 57<br>21%     | 63<br>19%                | 65<br>25%   | 60<br>19%                  | 78<br>21%    | 78<br>24%   | 74<br>23%   | 48<br>21%   |
| Don't Know/<br>Undecided | 46<br>5%     | 34<br>4%    | 12<br>5%    | 6<br>4%             | 0<br>0%       | 0<br>0%      | 3<br>3%                      | 12<br>4%      | 16<br>5%                 | 12<br>5%    | 14<br>4%                   | 21<br>6%     | 16<br>5%    | 13<br>4%    | 7<br>3%     |
| Total                    | 1000<br>100% | 765<br>100% | 235<br>100% | 153<br>100%         | 26<br>100%    | 19<br>100%   | 119<br>100%                  | 268<br>100%   | 326<br>100%              | 258<br>100% | 321<br>100%                | 363<br>100%  | 331<br>100% | 326<br>100% | 230<br>100% |

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Question 16: Elementary/Secondary Education Pair: Need More than Money or Need More Money  
 Here are two statements about education reform. Which one do you agree with more? (ROTATE) AFTER ANSWER, ASK: Would that be strongly agree or just somewhat agree? a) Congressman A says we need more than money to improve elementary and secondary schools. ... Washington can't create good schools. It should create an environment where teachers, parents, and communities can build better schools. b) 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. ...

(Break 5: Importance: Health Care, Taxes, Elementary/Secondary Education, Higher Education, Poverty, Unemployment, Energy, Excessive Regulations, Breakdown of Family)

|                          | Total        | Importance: Health Care |              | Importance: Taxes |              | Importance: Elem/Sec Ed |              | Importance: Higher Ed |              | Importance: Poverty |              | Importance: Unemployment |              | Importance: Energy |              | Importance: Regulations |              | Importance: Family Breakdown |              |
|--------------------------|--------------|-------------------------|--------------|-------------------|--------------|-------------------------|--------------|-----------------------|--------------|---------------------|--------------|--------------------------|--------------|--------------------|--------------|-------------------------|--------------|------------------------------|--------------|
|                          |              | Very Imp                | Smwht/NotImp | Very Imp          | Smwht/NotImp | Very Imp                | Smwht/NotImp | Very Imp              | Smwht/NotImp | Very Imp            | Smwht/NotImp | Very Imp                 | Smwht/NotImp | Very Imp           | Smwht/NotImp | Very Imp                | Smwht/NotImp | Very Imp                     | Smwht/NotImp |
| Strongly Agree/A         | 361<br>36%   | 295<br>37%              | 64<br>32%    | 290<br>43%        | 70<br>22%    | 245<br>34%              | 115<br>40%   | 205<br>33%            | 153<br>40%   | 201<br>34%          | 159<br>40%   | 252<br>38%               | 109<br>32%   | 202<br>37%         | 157<br>36%   | 200<br>48%              | 145<br>28%   | 226<br>43%                   | 117<br>28%   |
| Somewhat Agree/A         | 201<br>20%   | 152<br>19%              | 48<br>24%    | 144<br>21%        | 56<br>17%    | 129<br>18%              | 71<br>25%    | 116<br>19%            | 85<br>22%    | 100<br>17%          | 101<br>26%   | 120<br>18%               | 81<br>24%    | 106<br>19%         | 95<br>22%    | 82<br>20%               | 107<br>20%   | 97<br>19%                    | 93<br>22%    |
| Somewhat Agree/B         | 169<br>17%   | 132<br>17%              | 37<br>19%    | 89<br>13%         | 80<br>25%    | 128<br>18%              | 41<br>14%    | 107<br>17%            | 62<br>16%    | 108<br>18%          | 61<br>15%    | 107<br>16%               | 62<br>18%    | 82<br>15%          | 86<br>20%    | 53<br>13%               | 109<br>21%   | 69<br>13%                    | 89<br>21%    |
| Strongly Agree/B         | 223<br>22%   | 186<br>23%              | 36<br>18%    | 125<br>19%        | 96<br>30%    | 180<br>25%              | 43<br>15%    | 161<br>26%            | 62<br>16%    | 163<br>27%          | 57<br>14%    | 152<br>23%               | 71<br>21%    | 142<br>26%         | 80<br>18%    | 71<br>17%               | 138<br>26%   | 109<br>21%                   | 96<br>23%    |
| Don't Know/<br>Undecided | 46<br>5%     | 33<br>4%                | 12<br>6%     | 25<br>4%          | 20<br>6%     | 30<br>4%                | 14<br>5%     | 25<br>4%              | 19<br>5%     | 27<br>5%            | 17<br>4%     | 28<br>4%                 | 17<br>5%     | 21<br>4%           | 22<br>5%     | 14<br>3%                | 26<br>5%     | 19<br>4%                     | 22<br>5%     |
| Total                    | 1000<br>100% | 798<br>100%             | 197<br>100%  | 673<br>100%       | 322<br>100%  | 712<br>100%             | 284<br>100%  | 614<br>100%           | 381<br>100%  | 599<br>100%         | 395<br>100%  | 659<br>100%              | 340<br>100%  | 553<br>100%        | 440<br>100%  | 420<br>100%             | 525<br>100%  | 520<br>100%                  | 417<br>100%  |



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Question 17: Higher Education Pair: Rethink Traditional Model or Invest More Money  
 Here are two statements about reforming higher education. Which one do you agree with more? (ROTATE) AFTER ANSWER, ASK: Would that be strongly agree or just somewhat agree? a) Congressman A says we need to rethink traditional higher education so it's more affordable and better tailored to students' needs. ... b) Congressman B says we need to invest more money in our higher education system to be competitive in the 21st century. ...

(Break 1: Party, Ideology, Tea Party Support, 2014 Vote, View of Health Care Reform)

|                          | Total        | Party       |             |             | Ideology    |             |             | Tea Party    |              |             | Voted in 2014 |             |               |             | View of Health Care Reform |              |
|--------------------------|--------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------|-------------|---------------|-------------|---------------|-------------|----------------------------|--------------|
|                          |              | Rep         | Ind         | Dem         | Cons        | Modrt       | Librl       | Strng Supprt | Smwht Supprt | Oppose      | Voted/ Rep    | Voted/ Dem  | Voted/ 3rd/Rf | Didn't Vote | Keep OCare                 | Repeal OCare |
| Strongly Agree/A         | 325<br>33%   | 103<br>36%  | 107<br>32%  | 106<br>32%  | 167<br>37%  | 74<br>31%   | 76<br>28%   | 46<br>41%    | 94<br>35%    | 144<br>30%  | 129<br>36%    | 101<br>29%  | 9<br>24%      | 68<br>38%   | 138<br>31%                 | 179<br>34%   |
| Somewhat Agree/A         | 256<br>26%   | 91<br>32%   | 91<br>27%   | 63<br>19%   | 126<br>28%  | 63<br>26%   | 58<br>21%   | 28<br>25%    | 83<br>31%    | 106<br>22%  | 105<br>30%    | 83<br>23%   | 13<br>35%     | 41<br>23%   | 94<br>21%                  | 155<br>29%   |
| Somewhat Agree/B         | 195<br>20%   | 46<br>16%   | 63<br>19%   | 72<br>22%   | 72<br>16%   | 50<br>21%   | 65<br>24%   | 13<br>12%    | 35<br>13%    | 112<br>24%  | 57<br>16%     | 80<br>23%   | 6<br>16%      | 28<br>16%   | 104<br>23%                 | 85<br>16%    |
| Strongly Agree/B         | 161<br>16%   | 23<br>8%    | 57<br>17%   | 78<br>23%   | 57<br>13%   | 36<br>15%   | 61<br>22%   | 12<br>11%    | 36<br>13%    | 94<br>20%   | 33<br>9%      | 77<br>22%   | 3<br>8%       | 36<br>20%   | 90<br>20%                  | 70<br>13%    |
| Don't Know/<br>Undecided | 63<br>6%     | 25<br>9%    | 20<br>6%    | 13<br>4%    | 27<br>6%    | 16<br>7%    | 13<br>5%    | 13<br>12%    | 21<br>8%     | 19<br>4%    | 30<br>8%      | 13<br>4%    | 6<br>16%      | 7<br>4%     | 17<br>4%                   | 44<br>8%     |
| Total                    | 1000<br>100% | 288<br>100% | 338<br>100% | 332<br>100% | 449<br>100% | 239<br>100% | 273<br>100% | 112<br>100%  | 269<br>100%  | 475<br>100% | 354<br>100%   | 354<br>100% | 37<br>100%    | 180<br>100% | 443<br>100%                | 533<br>100%  |

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Question 17: Higher Education Pair: Rethink Traditional Model or Invest More Money  
 Here are two statements about reforming higher education. Which one do you agree with more? (ROTATE) AFTER ANSWER, ASK: Would that be strongly agree or just somewhat agree? a) Congressman A says we need to rethink traditional higher education so it's more affordable and better tailored to students' needs. ... b) Congressman B says we need to invest more money in our higher education system to be competitive in the 21st century. ...

(Break 2: Race, Gender, Whites/Gender, White Women/Marital Status, Children)

|                          | Total        | Race        |             |             | Gender      |             | White Voters/<br>Gender |                | White Women/<br>Marital Status |              | Children        |                     |             |
|--------------------------|--------------|-------------|-------------|-------------|-------------|-------------|-------------------------|----------------|--------------------------------|--------------|-----------------|---------------------|-------------|
|                          |              | White       | Black       | Hisp        | Men         | Women       | White<br>Men            | White<br>Women | Marr -<br>ied                  | Not<br>Marrd | Yes/<br>Not <18 | Yes/<br>Under<br>18 | No          |
| Strongly<br>Agree/A      | 325<br>33%   | 217<br>31%  | 54<br>40%   | 30<br>29%   | 165<br>35%  | 160<br>30%  | 118<br>34%              | 99<br>29%      | 69<br>31%                      | 30<br>25%    | 97<br>28%       | 145<br>37%          | 75<br>31%   |
| Somewhat<br>Agree/A      | 256<br>26%   | 197<br>28%  | 21<br>16%   | 24<br>24%   | 124<br>26%  | 132<br>25%  | 100<br>29%              | 97<br>28%      | 67<br>30%                      | 29<br>24%    | 95<br>28%       | 102<br>26%          | 54<br>23%   |
| Somewhat<br>Agree/B      | 195<br>20%   | 143<br>21%  | 26<br>19%   | 14<br>14%   | 86<br>18%   | 109<br>21%  | 68<br>20%               | 75<br>22%      | 43<br>20%                      | 29<br>24%    | 75<br>22%       | 66<br>17%           | 49<br>21%   |
| Strongly<br>Agree/B      | 161<br>16%   | 89<br>13%   | 33<br>24%   | 28<br>27%   | 67<br>14%   | 94<br>18%   | 44<br>13%               | 45<br>13%      | 20<br>9%                       | 25<br>21%    | 58<br>17%       | 57<br>14%           | 43<br>18%   |
| Don't Know/<br>Undecided | 63<br>6%     | 46<br>7%    | 1<br>1%     | 6<br>6%     | 28<br>6%    | 35<br>7%    | 18<br>5%                | 28<br>8%       | 21<br>10%                      | 7<br>6%      | 20<br>6%        | 24<br>6%            | 18<br>8%    |
| Total                    | 1000<br>100% | 692<br>100% | 135<br>100% | 102<br>100% | 470<br>100% | 530<br>100% | 348<br>100%             | 344<br>100%    | 220<br>100%                    | 120<br>100%  | 345<br>100%     | 394<br>100%         | 239<br>100% |

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Question 17: Higher Education Pair: Rethink Traditional Model or Invest More Money

Here are two statements about reforming higher education. Which one do you agree with more? (ROTATE) AFTER ANSWER, ASK: Would that be strongly agree or just somewhat agree? a) Congressman A says we need to rethink traditional higher education so it's more affordable and better tailored to students' needs. ... b) Congressman B says we need to invest more money in our higher education system to be competitive in the 21st century. ...

(Break 3: Age, Gender/Age, Area Description, Region)

|                          | Total        | Age         |             |             |             |             | Age by Gender |             |             |             | Area        |             |             |             | Region      |             |             |             |
|--------------------------|--------------|-------------|-------------|-------------|-------------|-------------|---------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
|                          |              | 18-29       | 30-39       | 40-54       | 55-64       | 65+         | 18-54 Men     | 18-54 Women | 55+ Men     | 55+ Women   | Urban       | Sub-urban   | Small Town  | Rural       | NoEast      | Midwst      | South       | West        |
| Strongly Agree/A         | 325<br>33%   | 50<br>30%   | 59<br>40%   | 100<br>33%  | 57<br>29%   | 58<br>32%   | 107<br>36%    | 102<br>32%  | 57<br>33%   | 58<br>28%   | 72<br>33%   | 108<br>32%  | 76<br>31%   | 59<br>35%   | 58<br>32%   | 91<br>37%   | 112<br>31%  | 64<br>30%   |
| Somewhat Agree/A         | 256<br>26%   | 31<br>18%   | 36<br>24%   | 90<br>30%   | 51<br>26%   | 45<br>25%   | 83<br>28%     | 74<br>23%   | 39<br>23%   | 57<br>28%   | 43<br>20%   | 93<br>28%   | 68<br>28%   | 45<br>26%   | 44<br>25%   | 62<br>25%   | 90<br>25%   | 60<br>28%   |
| Somewhat Agree/B         | 195<br>20%   | 35<br>21%   | 24<br>16%   | 56<br>19%   | 37<br>19%   | 41<br>22%   | 47<br>16%     | 68<br>21%   | 38<br>22%   | 40<br>19%   | 44<br>20%   | 75<br>22%   | 35<br>14%   | 36<br>21%   | 40<br>22%   | 38<br>16%   | 72<br>20%   | 45<br>21%   |
| Strongly Agree/B         | 161<br>16%   | 45<br>27%   | 17<br>12%   | 40<br>13%   | 32<br>16%   | 27<br>15%   | 43<br>15%     | 59<br>18%   | 24<br>14%   | 35<br>17%   | 43<br>20%   | 42<br>12%   | 53<br>21%   | 17<br>10%   | 28<br>16%   | 37<br>15%   | 66<br>18%   | 30<br>14%   |
| Don't Know/<br>Undecided | 63<br>6%     | 7<br>4%     | 11<br>7%    | 14<br>5%    | 17<br>9%    | 12<br>7%    | 14<br>5%      | 18<br>6%    | 13<br>8%    | 16<br>8%    | 13<br>6%    | 20<br>6%    | 15<br>6%    | 13<br>8%    | 9<br>5%     | 16<br>7%    | 25<br>7%    | 13<br>6%    |
| Total                    | 1000<br>100% | 168<br>100% | 147<br>100% | 300<br>100% | 194<br>100% | 183<br>100% | 294<br>100%   | 321<br>100% | 171<br>100% | 206<br>100% | 215<br>100% | 338<br>100% | 247<br>100% | 170<br>100% | 179<br>100% | 244<br>100% | 365<br>100% | 212<br>100% |

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Question 17: Higher Education Pair: Rethink Traditional Model or Invest More Money  
 Here are two statements about reforming higher education. Which one do you agree with more? (ROTATE) AFTER ANSWER, ASK:  
 Would that be strongly agree or just somewhat agree? a) Congressman A says we need to rethink traditional higher education so it's  
 more affordable and better tailored to students' needs. ... b) Congressman B says we need to invest more money in our higher education  
 system to be competitive in the 21st century. ...

(Break 4: Christian, Evangelical/Race, Religious Service Attendance, Whites/Education, Income)

|                          | Total        | Christian   |             | Evangelical by Race |               |              | Religious Service Attendance |               |                          |             | White Voters/<br>Education |              | Income      |             |             |
|--------------------------|--------------|-------------|-------------|---------------------|---------------|--------------|------------------------------|---------------|--------------------------|-------------|----------------------------|--------------|-------------|-------------|-------------|
|                          |              | Yes         | No/ Ref     | White<br>Evan       | Black<br>Evan | Hisp<br>Evan | >1/Wk                        | Once/<br>Week | FwTms<br>/Month<br>/Year | Never       | Non<br>Coll                | Coll<br>Grad | <50k        | 50-<br>100k | 100k+       |
| Strongly<br>Agree/A      | 325<br>33%   | 262<br>34%  | 63<br>27%   | 62<br>41%           | 10<br>38%     | 11<br>58%    | 45<br>38%                    | 84<br>31%     | 116<br>36%               | 73<br>28%   | 107<br>33%                 | 110<br>30%   | 112<br>34%  | 96<br>29%   | 79<br>34%   |
| Somewhat<br>Agree/A      | 256<br>26%   | 198<br>26%  | 58<br>25%   | 46<br>30%           | 7<br>27%      | 1<br>5%      | 26<br>22%                    | 67<br>25%     | 78<br>24%                | 79<br>31%   | 91<br>28%                  | 104<br>29%   | 69<br>21%   | 99<br>30%   | 70<br>30%   |
| Somewhat<br>Agree/B      | 195<br>20%   | 147<br>19%  | 48<br>20%   | 23<br>15%           | 3<br>12%      | 2<br>11%     | 23<br>19%                    | 48<br>18%     | 66<br>20%                | 51<br>20%   | 59<br>18%                  | 80<br>22%    | 55<br>17%   | 70<br>21%   | 41<br>18%   |
| Strongly<br>Agree/B      | 161<br>16%   | 118<br>15%  | 43<br>18%   | 15<br>10%           | 6<br>23%      | 4<br>21%     | 17<br>14%                    | 54<br>20%     | 47<br>14%                | 36<br>14%   | 47<br>15%                  | 40<br>11%    | 76<br>23%   | 43<br>13%   | 25<br>11%   |
| Don't Know/<br>Undecided | 63<br>6%     | 40<br>5%    | 23<br>10%   | 7<br>5%             | 0<br>0%       | 1<br>5%      | 8<br>7%                      | 15<br>6%      | 19<br>6%                 | 19<br>7%    | 17<br>5%                   | 29<br>8%     | 19<br>6%    | 18<br>6%    | 15<br>7%    |
| Total                    | 1000<br>100% | 765<br>100% | 235<br>100% | 153<br>100%         | 26<br>100%    | 19<br>100%   | 119<br>100%                  | 268<br>100%   | 326<br>100%              | 258<br>100% | 321<br>100%                | 363<br>100%  | 331<br>100% | 326<br>100% | 230<br>100% |

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Question 17: Higher Education Pair: Rethink Traditional Model or Invest More Money

Here are two statements about reforming higher education. Which one do you agree with more? (ROTATE) AFTER ANSWER, ASK: Would that be strongly agree or just somewhat agree? a) Congressman A says we need to rethink traditional higher education so it's more affordable and better tailored to students' needs. ... b) Congressman B says we need to invest more money in our higher education system to be competitive in the 21st century. ...

(Break 5: Importance: Health Care, Taxes, Elementary/Secondary Education, Higher Education, Poverty, Unemployment, Energy, Excessive Regulations, Breakdown of Family)

|                          | Total        | Importance: Health Care |              | Importance: Taxes |              | Importance: Elem/Sec Ed |              | Importance: Higher Ed |              | Importance: Poverty |              | Importance: Unemployment |              | Importance: Energy |              | Importance: Regulations |              | Importance: Family Breakdown |              |
|--------------------------|--------------|-------------------------|--------------|-------------------|--------------|-------------------------|--------------|-----------------------|--------------|---------------------|--------------|--------------------------|--------------|--------------------|--------------|-------------------------|--------------|------------------------------|--------------|
|                          |              | Very Imp                | Smwht/NotImp | Very Imp          | Smwht/NotImp | Very Imp                | Smwht/NotImp | Very Imp              | Smwht/NotImp | Very Imp            | Smwht/NotImp | Very Imp                 | Smwht/NotImp | Very Imp           | Smwht/NotImp | Very Imp                | Smwht/NotImp | Very Imp                     | Smwht/NotImp |
| Strongly Agree/A         | 325<br>33%   | 270<br>34%              | 53<br>27%    | 242<br>36%        | 82<br>25%    | 229<br>32%              | 96<br>34%    | 198<br>32%            | 126<br>33%   | 191<br>32%          | 132<br>33%   | 222<br>34%               | 103<br>30%   | 184<br>33%         | 139<br>32%   | 167<br>40%              | 144<br>27%   | 190<br>37%                   | 114<br>27%   |
| Somewhat Agree/A         | 256<br>26%   | 188<br>24%              | 68<br>35%    | 163<br>24%        | 93<br>29%    | 167<br>23%              | 88<br>31%    | 131<br>21%            | 124<br>33%   | 138<br>23%          | 118<br>30%   | 156<br>24%               | 100<br>29%   | 133<br>24%         | 120<br>27%   | 105<br>25%              | 133<br>25%   | 122<br>23%                   | 113<br>27%   |
| Somewhat Agree/B         | 195<br>20%   | 155<br>19%              | 40<br>20%    | 116<br>17%        | 77<br>24%    | 136<br>19%              | 57<br>20%    | 127<br>21%            | 68<br>18%    | 113<br>19%          | 79<br>20%    | 122<br>19%               | 72<br>21%    | 98<br>18%          | 95<br>22%    | 62<br>15%               | 121<br>23%   | 89<br>17%                    | 97<br>23%    |
| Strongly Agree/B         | 161<br>16%   | 137<br>17%              | 23<br>12%    | 108<br>16%        | 52<br>16%    | 135<br>19%              | 26<br>9%     | 123<br>20%            | 37<br>10%    | 124<br>21%          | 37<br>9%     | 119<br>18%               | 42<br>12%    | 103<br>19%         | 58<br>13%    | 55<br>13%               | 100<br>19%   | 90<br>17%                    | 65<br>16%    |
| Don't Know/<br>Undecided | 63<br>6%     | 48<br>6%                | 13<br>7%     | 44<br>7%          | 18<br>6%     | 45<br>6%                | 17<br>6%     | 35<br>6%              | 26<br>7%     | 33<br>6%            | 29<br>7%     | 40<br>6%                 | 23<br>7%     | 35<br>6%           | 28<br>6%     | 31<br>7%                | 27<br>5%     | 29<br>6%                     | 28<br>7%     |
| Total                    | 1000<br>100% | 798<br>100%             | 197<br>100%  | 673<br>100%       | 322<br>100%  | 712<br>100%             | 284<br>100%  | 614<br>100%           | 381<br>100%  | 599<br>100%         | 395<br>100%  | 659<br>100%              | 340<br>100%  | 553<br>100%        | 440<br>100%  | 420<br>100%             | 525<br>100%  | 520<br>100%                  | 417<br>100%  |

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 NOVEMBER 4, 5, 6, AND 8, 2014

Question 18: Anti-Poverty Pair: Send Money to States or Federal Gov't Ensure Standard of Living  
 Here are two statements about reforming anti-poverty programs. Which one do you agree with more? (ROTATE) AFTER ANSWER, ASK: Would that be strongly agree or just somewhat agree? a) 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. ... The federal government should send anti-poverty money to the states, and let them design programs to meet their needs. ... b) Congressman B says pushing people on public assistance to "get a job" is blaming the victim. ... 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.

(Break 1: Party, Ideology, Tea Party Support, 2014 Vote, View of Health Care Reform)

|                          | Total        | Party       |             |             | Ideology    |             |             | Tea Party    |              |             | Voted in 2014 |             |               |             | View of Health Care Reform |              |
|--------------------------|--------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------|-------------|---------------|-------------|---------------|-------------|----------------------------|--------------|
|                          |              | Rep         | Ind         | Dem         | Cons        | Modrt       | Librl       | Strng Supprt | Smwht Supprt | Oppose      | Voted/ Rep    | Voted/ Dem  | Voted/ 3rd/Rf | Didn't Vote | Keep OCare                 | Repeal OCare |
| Strongly Agree/A         | 374<br>37%   | 150<br>52%  | 127<br>38%  | 87<br>26%   | 218<br>49%  | 81<br>34%   | 65<br>24%   | 64<br>57%    | 134<br>50%   | 134<br>28%  | 181<br>51%    | 90<br>25%   | 18<br>49%     | 62<br>34%   | 122<br>28%                 | 250<br>47%   |
| Somewhat Agree/A         | 250<br>25%   | 67<br>23%   | 97<br>29%   | 73<br>22%   | 115<br>26%  | 66<br>28%   | 61<br>22%   | 16<br>14%    | 73<br>27%    | 117<br>25%  | 91<br>26%     | 79<br>22%   | 13<br>35%     | 45<br>25%   | 105<br>24%                 | 136<br>26%   |
| Somewhat Agree/B         | 155<br>16%   | 28<br>10%   | 48<br>14%   | 75<br>23%   | 50<br>11%   | 40<br>17%   | 64<br>23%   | 9<br>8%      | 28<br>10%    | 93<br>20%   | 33<br>9%      | 75<br>21%   | 2<br>5%       | 35<br>19%   | 95<br>21%                  | 58<br>11%    |
| Strongly Agree/B         | 162<br>16%   | 25<br>9%    | 43<br>13%   | 87<br>26%   | 43<br>10%   | 40<br>17%   | 71<br>26%   | 14<br>13%    | 17<br>6%     | 114<br>24%  | 29<br>8%      | 98<br>28%   | 1<br>3%       | 29<br>16%   | 106<br>24%                 | 55<br>10%    |
| Don't Know/<br>Undecided | 59<br>6%     | 18<br>6%    | 23<br>7%    | 10<br>3%    | 23<br>5%    | 12<br>5%    | 12<br>4%    | 9<br>8%      | 17<br>6%     | 17<br>4%    | 20<br>6%      | 12<br>3%    | 3<br>8%       | 9<br>5%     | 15<br>3%                   | 34<br>6%     |
| Total                    | 1000<br>100% | 288<br>100% | 338<br>100% | 332<br>100% | 449<br>100% | 239<br>100% | 273<br>100% | 112<br>100%  | 269<br>100%  | 475<br>100% | 354<br>100%   | 354<br>100% | 37<br>100%    | 180<br>100% | 443<br>100%                | 533<br>100%  |

YG MESSAGE SURVEY OF REGISTERED VOTERS  
 NOVEMBER 4, 5, 6, AND 8, 2014

Question 18: Anti-Poverty Pair: Send Money to States or Federal Gov't Ensure Standard of Living  
 Here are two statements about reforming anti-poverty programs. Which one do you agree with more? (ROTATE)  
 AFTER ANSWER, ASK: Would that be strongly agree or just somewhat agree? a) 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. ... The federal government should send anti-poverty money to the states, and let them design programs to meet their needs. ... b) Congressman B says pushing people on public assistance to "get a job" is blaming the victim. ... 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.

(Break 2: Race, Gender, Whites/Gender, White Women/Marital Status, Children)

|                          | Total        | Race        |             |             | Gender      |             | White Voters/<br>Gender |                | White Women/<br>Marital Status |              | Children        |                     |             |
|--------------------------|--------------|-------------|-------------|-------------|-------------|-------------|-------------------------|----------------|--------------------------------|--------------|-----------------|---------------------|-------------|
|                          |              | White       | Black       | Hisp        | Men         | Women       | White<br>Men            | White<br>Women | Marr -<br>ied                  | Not<br>Marrd | Yes/<br>Not <18 | Yes/<br>Under<br>18 | No          |
| Strongly<br>Agree/A      | 374<br>37%   | 270<br>39%  | 49<br>36%   | 32<br>31%   | 180<br>38%  | 194<br>37%  | 139<br>40%              | 131<br>38%     | 94<br>43%                      | 36<br>30%    | 133<br>39%      | 159<br>40%          | 74<br>31%   |
| Somewhat<br>Agree/A      | 250<br>25%   | 174<br>25%  | 32<br>24%   | 24<br>24%   | 117<br>25%  | 133<br>25%  | 88<br>25%               | 86<br>25%      | 55<br>25%                      | 30<br>25%    | 82<br>24%       | 103<br>26%          | 60<br>25%   |
| Somewhat<br>Agree/B      | 155<br>16%   | 107<br>15%  | 23<br>17%   | 10<br>10%   | 71<br>15%   | 84<br>16%   | 55<br>16%               | 52<br>15%      | 26<br>12%                      | 26<br>22%    | 58<br>17%       | 47<br>12%           | 47<br>20%   |
| Strongly<br>Agree/B      | 162<br>16%   | 100<br>14%  | 27<br>20%   | 28<br>27%   | 72<br>15%   | 90<br>17%   | 44<br>13%               | 56<br>16%      | 34<br>15%                      | 21<br>18%    | 51<br>15%       | 64<br>16%           | 45<br>19%   |
| Don't Know/<br>Undecided | 59<br>6%     | 41<br>6%    | 4<br>3%     | 8<br>8%     | 30<br>6%    | 29<br>5%    | 22<br>6%                | 19<br>6%       | 11<br>5%                       | 7<br>6%      | 21<br>6%        | 21<br>5%            | 13<br>5%    |
| Total                    | 1000<br>100% | 692<br>100% | 135<br>100% | 102<br>100% | 470<br>100% | 530<br>100% | 348<br>100%             | 344<br>100%    | 220<br>100%                    | 120<br>100%  | 345<br>100%     | 394<br>100%         | 239<br>100% |

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Question 18: Anti-Poverty Pair: Send Money to States or Federal Gov't Ensure Standard of Living

Here are two statements about reforming anti-poverty programs. Which one do you agree with more? (ROTATE) AFTER ANSWER, ASK: Would that be strongly agree or just somewhat agree? a) 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. ... The federal government should send anti-poverty money to the states, and let them design programs to meet their needs. ... b) Congressman B says pushing people on public assistance to "get a job" is blaming the victim. ... 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.

(Break 3: Age, Gender/Age, Area Description, Region)

|                          | Total        | Age         |             |             |             |             | Age by Gender |             |             |             | Area        |             |             |             | Region      |             |             |             |
|--------------------------|--------------|-------------|-------------|-------------|-------------|-------------|---------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
|                          |              | 18-29       | 30-39       | 40-54       | 55-64       | 65+         | 18-54 Men     | 18-54 Women | 55+ Men     | 55+ Women   | Urban       | Sub-urban   | Small Town  | Rural       | NoEast      | Midwst      | South       | West        |
| Strongly Agree/A         | 374<br>37%   | 54<br>32%   | 54<br>37%   | 122<br>41%  | 74<br>38%   | 67<br>37%   | 110<br>37%    | 120<br>37%  | 69<br>40%   | 72<br>35%   | 70<br>33%   | 112<br>33%  | 105<br>43%  | 76<br>45%   | 61<br>34%   | 92<br>38%   | 148<br>41%  | 73<br>34%   |
| Somewhat Agree/A         | 250<br>25%   | 44<br>26%   | 37<br>25%   | 69<br>23%   | 49<br>25%   | 50<br>27%   | 73<br>25%     | 77<br>24%   | 43<br>25%   | 56<br>27%   | 61<br>28%   | 94<br>28%   | 53<br>21%   | 40<br>24%   | 46<br>26%   | 67<br>27%   | 76<br>21%   | 61<br>29%   |
| Somewhat Agree/B         | 155<br>16%   | 34<br>20%   | 20<br>14%   | 46<br>15%   | 26<br>13%   | 28<br>15%   | 46<br>16%     | 54<br>17%   | 24<br>14%   | 30<br>15%   | 36<br>17%   | 56<br>17%   | 33<br>13%   | 25<br>15%   | 31<br>17%   | 38<br>16%   | 50<br>14%   | 36<br>17%   |
| Strongly Agree/B         | 162<br>16%   | 28<br>17%   | 31<br>21%   | 45<br>15%   | 33<br>17%   | 24<br>13%   | 45<br>15%     | 59<br>18%   | 26<br>15%   | 31<br>15%   | 41<br>19%   | 59<br>17%   | 37<br>15%   | 19<br>11%   | 33<br>18%   | 33<br>14%   | 63<br>17%   | 33<br>16%   |
| Don't Know/<br>Undecided | 59<br>6%     | 8<br>5%     | 5<br>3%     | 18<br>6%    | 12<br>6%    | 14<br>8%    | 20<br>7%      | 11<br>3%    | 9<br>5%     | 17<br>8%    | 7<br>3%     | 17<br>5%    | 19<br>8%    | 10<br>6%    | 8<br>4%     | 14<br>6%    | 28<br>8%    | 9<br>4%     |
| Total                    | 1000<br>100% | 168<br>100% | 147<br>100% | 300<br>100% | 194<br>100% | 183<br>100% | 294<br>100%   | 321<br>100% | 171<br>100% | 206<br>100% | 215<br>100% | 338<br>100% | 247<br>100% | 170<br>100% | 179<br>100% | 244<br>100% | 365<br>100% | 212<br>100% |



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Question 18: Anti-Poverty Pair: Send Money to States or Federal Gov't Ensure Standard of Living  
 Here are two statements about reforming anti-poverty programs. Which one do you agree with more? (ROTATE) AFTER ANSWER, ASK: Would that be strongly agree or just somewhat agree? a) 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. ... The federal government should send anti-poverty money to the states, and let them design programs to meet their needs. ... b) Congressman B says pushing people on public assistance to "get a job" is blaming the victim. ... 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.

(Break 4: Christian, Evangelical/Race, Religious Service Attendance, Whites/Education, Income)

|                          | Total        | Christian   |             | Evangelical by Race |               |              | Religious Service Attendance |               |                          |             | White Voters/<br>Education |              | Income      |             |             |
|--------------------------|--------------|-------------|-------------|---------------------|---------------|--------------|------------------------------|---------------|--------------------------|-------------|----------------------------|--------------|-------------|-------------|-------------|
|                          |              | Yes         | No/ Ref     | White<br>Evan       | Black<br>Evan | Hisp<br>Evan | >1/Wk                        | Once/<br>Week | FwTms<br>/Month<br>/Year | Never       | Non<br>Coll                | Coll<br>Grad | <50k        | 50-<br>100k | 100k+       |
| Strongly<br>Agree/A      | 374<br>37%   | 309<br>40%  | 65<br>28%   | 83<br>54%           | 12<br>46%     | 8<br>42%     | 50<br>42%                    | 117<br>44%    | 129<br>40%               | 67<br>26%   | 122<br>38%                 | 145<br>40%   | 105<br>32%  | 129<br>40%  | 93<br>40%   |
| Somewhat<br>Agree/A      | 250<br>25%   | 192<br>25%  | 58<br>25%   | 35<br>23%           | 6<br>23%      | 1<br>5%      | 25<br>21%                    | 70<br>26%     | 78<br>24%                | 71<br>28%   | 80<br>25%                  | 94<br>26%    | 84<br>25%   | 92<br>28%   | 55<br>24%   |
| Somewhat<br>Agree/B      | 155<br>16%   | 108<br>14%  | 47<br>20%   | 22<br>14%           | 4<br>15%      | 2<br>11%     | 22<br>18%                    | 29<br>11%     | 52<br>16%                | 48<br>19%   | 48<br>15%                  | 57<br>16%    | 58<br>18%   | 40<br>12%   | 37<br>16%   |
| Strongly<br>Agree/B      | 162<br>16%   | 116<br>15%  | 46<br>20%   | 9<br>6%             | 4<br>15%      | 7<br>37%     | 13<br>11%                    | 36<br>13%     | 54<br>17%                | 56<br>22%   | 52<br>16%                  | 47<br>13%    | 67<br>20%   | 49<br>15%   | 34<br>15%   |
| Don't Know/<br>Undecided | 59<br>6%     | 40<br>5%    | 19<br>8%    | 4<br>3%             | 0<br>0%       | 1<br>5%      | 9<br>8%                      | 16<br>6%      | 13<br>4%                 | 16<br>6%    | 19<br>6%                   | 20<br>6%     | 17<br>5%    | 16<br>5%    | 11<br>5%    |
| Total                    | 1000<br>100% | 765<br>100% | 235<br>100% | 153<br>100%         | 26<br>100%    | 19<br>100%   | 119<br>100%                  | 268<br>100%   | 326<br>100%              | 258<br>100% | 321<br>100%                | 363<br>100%  | 331<br>100% | 326<br>100% | 230<br>100% |

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Question 18: Anti-Poverty Pair: Send Money to States or Federal Gov't Ensure Standard of Living

Here are two statements about reforming anti-poverty programs. Which one do you agree with more? (ROTATE) AFTER ANSWER, ASK: Would that be strongly agree or just somewhat agree? a) 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. ... The federal government should send anti-poverty money to the states, and let them design programs to meet their needs. ... b) Congressman B says pushing people on public assistance to "get a job" is blaming the victim. ... 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.

(Break 5: Importance: Health Care, Taxes, Elementary/Secondary Education, Higher Education, Poverty, Unemployment, Energy, Excessive Regulations, Breakdown of Family)

|                          | Total        | Importance: Health Care |              | Importance: Taxes |              | Importance: Elem/Sec Ed |              | Importance: Higher Ed |              | Importance: Poverty |              | Importance: Unemployment |              | Importance: Energy |              | Importance: Regulations |              | Importance: Family Breakdown |              |
|--------------------------|--------------|-------------------------|--------------|-------------------|--------------|-------------------------|--------------|-----------------------|--------------|---------------------|--------------|--------------------------|--------------|--------------------|--------------|-------------------------|--------------|------------------------------|--------------|
|                          |              | Very Imp                | Smwht/NotImp | Very Imp          | Smwht/NotImp | Very Imp                | Smwht/NotImp | Very Imp              | Smwht/NotImp | Very Imp            | Smwht/NotImp | Very Imp                 | Smwht/NotImp | Very Imp           | Smwht/NotImp | Very Imp                | Smwht/NotImp | Very Imp                     | Smwht/NotImp |
| Strongly Agree/A         | 374<br>37%   | 296<br>37%              | 76<br>39%    | 286<br>42%        | 88<br>27%    | 251<br>35%              | 123<br>43%   | 215<br>35%            | 158<br>41%   | 202<br>34%          | 170<br>43%   | 248<br>38%               | 126<br>37%   | 201<br>36%         | 172<br>39%   | 197<br>47%              | 161<br>31%   | 217<br>42%                   | 134<br>32%   |
| Somewhat Agree/A         | 250<br>25%   | 189<br>24%              | 60<br>30%    | 168<br>25%        | 81<br>25%    | 176<br>25%              | 74<br>26%    | 144<br>23%            | 104<br>27%   | 149<br>25%          | 101<br>26%   | 152<br>23%               | 98<br>29%    | 127<br>23%         | 121<br>28%   | 97<br>23%               | 135<br>26%   | 121<br>23%                   | 112<br>27%   |
| Somewhat Agree/B         | 155<br>16%   | 125<br>16%              | 30<br>15%    | 89<br>13%         | 65<br>20%    | 116<br>16%              | 38<br>13%    | 105<br>17%            | 50<br>13%    | 101<br>17%          | 54<br>14%    | 101<br>15%               | 54<br>16%    | 86<br>16%          | 66<br>15%    | 43<br>10%               | 102<br>19%   | 75<br>14%                    | 71<br>17%    |
| Strongly Agree/B         | 162<br>16%   | 139<br>17%              | 21<br>11%    | 90<br>13%         | 70<br>22%    | 129<br>18%              | 33<br>12%    | 116<br>19%            | 46<br>12%    | 116<br>19%          | 43<br>11%    | 116<br>18%               | 46<br>14%    | 105<br>19%         | 56<br>13%    | 54<br>13%               | 103<br>20%   | 76<br>15%                    | 78<br>19%    |
| Don't Know/<br>Undecided | 59<br>6%     | 49<br>6%                | 10<br>5%     | 40<br>6%          | 18<br>6%     | 40<br>6%                | 16<br>6%     | 34<br>6%              | 23<br>6%     | 31<br>5%            | 27<br>7%     | 42<br>6%                 | 16<br>5%     | 34<br>6%           | 25<br>6%     | 29<br>7%                | 24<br>5%     | 31<br>6%                     | 22<br>5%     |
| Total                    | 1000<br>100% | 798<br>100%             | 197<br>100%  | 673<br>100%       | 322<br>100%  | 712<br>100%             | 284<br>100%  | 614<br>100%           | 381<br>100%  | 599<br>100%         | 395<br>100%  | 659<br>100%              | 340<br>100%  | 553<br>100%        | 440<br>100%  | 420<br>100%             | 525<br>100%  | 520<br>100%                  | 417<br>100%  |

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 NOVEMBER 4, 5, 6, AND 8, 2014

Question 19: Unemployment Pair: Provide Flexibility and Tax Credits or Penalize Outsourcing and Close Loopholes  
 Here are two statements about getting the unemployed back to work. Which one do you agree with more? (ROTATE) AFTER ANSWER, ASK:  
 Would that be strongly agree or just somewhat agree? a) 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. ... b)  
 Congressman B says long-term unemployment is caused by large corporations moving American jobs overseas. ... 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.

(Break 1: Party, Ideology, Tea Party Support, 2014 Vote, View of Health Care Reform)

|                          | Total        | Party       |             |             | Ideology    |             |             | Tea Party    |              |             | Voted in 2014 |             |               |             | View of Health Care Reform |              |
|--------------------------|--------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------|-------------|---------------|-------------|---------------|-------------|----------------------------|--------------|
|                          |              | Rep         | Ind         | Dem         | Cons        | Modrt       | Librl       | Strng Supprt | Smwht Supprt | Oppose      | Voted/ Rep    | Voted/ Dem  | Voted/ 3rd/Rf | Didn't Vote | Keep OCare                 | Repeal OCare |
| Strongly Agree/A         | 254<br>25%   | 102<br>35%  | 75<br>22%   | 67<br>20%   | 161<br>36%  | 37<br>15%   | 47<br>17%   | 52<br>46%    | 93<br>35%    | 76<br>16%   | 131<br>37%    | 64<br>18%   | 9<br>24%      | 36<br>20%   | 80<br>18%                  | 169<br>32%   |
| Somewhat Agree/A         | 240<br>24%   | 89<br>31%   | 92<br>27%   | 46<br>14%   | 126<br>28%  | 64<br>27%   | 41<br>15%   | 29<br>26%    | 86<br>32%    | 88<br>19%   | 104<br>29%    | 61<br>17%   | 12<br>32%     | 35<br>19%   | 86<br>19%                  | 151<br>28%   |
| Somewhat Agree/B         | 170<br>17%   | 41<br>14%   | 60<br>18%   | 64<br>19%   | 54<br>12%   | 37<br>15%   | 73<br>27%   | 10<br>9%     | 32<br>12%    | 107<br>23%  | 48<br>14%     | 74<br>21%   | 5<br>14%      | 36<br>20%   | 96<br>22%                  | 72<br>14%    |
| Strongly Agree/B         | 279<br>28%   | 38<br>13%   | 85<br>25%   | 148<br>45%  | 84<br>19%   | 82<br>34%   | 101<br>37%  | 13<br>12%    | 43<br>16%    | 187<br>39%  | 49<br>14%     | 146<br>41%  | 6<br>16%      | 61<br>34%   | 166<br>37%                 | 106<br>20%   |
| Don't Know/<br>Undecided | 57<br>6%     | 18<br>6%    | 26<br>8%    | 7<br>2%     | 24<br>5%    | 19<br>8%    | 11<br>4%    | 8<br>7%      | 15<br>6%     | 17<br>4%    | 22<br>6%      | 9<br>3%     | 5<br>14%      | 12<br>7%    | 15<br>3%                   | 35<br>7%     |
| Total                    | 1000<br>100% | 288<br>100% | 338<br>100% | 332<br>100% | 449<br>100% | 239<br>100% | 273<br>100% | 112<br>100%  | 269<br>100%  | 475<br>100% | 354<br>100%   | 354<br>100% | 37<br>100%    | 180<br>100% | 443<br>100%                | 533<br>100%  |

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 NOVEMBER 4, 5, 6, AND 8, 2014

Question 19: Unemployment Pair: Provide Flexibility and Tax Credits or Penalize Outsourcing and Close Loopholes  
 Here are two statements about getting the unemployed back to work. Which one do you agree with more? (ROTATE)  
 AFTER ANSWER, ASK: Would that be strongly agree or just somewhat agree? a) 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. ... b) Congressman B says  
 long-term unemployment is caused by large corporations moving American jobs overseas. ... 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.

(Break 2: Race, Gender, Whites/Gender, White Women/Marital Status, Children)

|                          | Total        | Race        |             |             | Gender      |             | White Voters/<br>Gender |                | White Women/<br>Marital Status |              | Children        |                     |             |
|--------------------------|--------------|-------------|-------------|-------------|-------------|-------------|-------------------------|----------------|--------------------------------|--------------|-----------------|---------------------|-------------|
|                          |              | White       | Black       | Hisp        | Men         | Women       | White<br>Men            | White<br>Women | Marr -<br>ied                  | Not<br>Marrd | Yes/<br>Not <18 | Yes/<br>Under<br>18 | No          |
| Strongly<br>Agree/A      | 254<br>25%   | 188<br>27%  | 35<br>26%   | 17<br>17%   | 129<br>27%  | 125<br>24%  | 105<br>30%              | 83<br>24%      | 55<br>25%                      | 27<br>23%    | 95<br>28%       | 108<br>27%          | 47<br>20%   |
| Somewhat<br>Agree/A      | 240<br>24%   | 184<br>27%  | 19<br>14%   | 22<br>22%   | 111<br>24%  | 129<br>24%  | 86<br>25%               | 98<br>28%      | 63<br>29%                      | 33<br>28%    | 83<br>24%       | 101<br>26%          | 48<br>20%   |
| Somewhat<br>Agree/B      | 170<br>17%   | 106<br>15%  | 25<br>19%   | 24<br>24%   | 82<br>17%   | 88<br>17%   | 56<br>16%               | 50<br>15%      | 39<br>18%                      | 11<br>9%     | 54<br>16%       | 66<br>17%           | 50<br>21%   |
| Strongly<br>Agree/B      | 279<br>28%   | 167<br>24%  | 54<br>40%   | 35<br>34%   | 116<br>25%  | 163<br>31%  | 74<br>21%               | 93<br>27%      | 52<br>24%                      | 40<br>33%    | 90<br>26%       | 104<br>26%          | 77<br>32%   |
| Don't Know/<br>Undecided | 57<br>6%     | 47<br>7%    | 2<br>1%     | 4<br>4%     | 32<br>7%    | 25<br>5%    | 27<br>8%                | 20<br>6%       | 11<br>5%                       | 9<br>8%      | 23<br>7%        | 15<br>4%            | 17<br>7%    |
| Total                    | 1000<br>100% | 692<br>100% | 135<br>100% | 102<br>100% | 470<br>100% | 530<br>100% | 348<br>100%             | 344<br>100%    | 220<br>100%                    | 120<br>100%  | 345<br>100%     | 394<br>100%         | 239<br>100% |

YG MESSAGE SURVEY OF REGISTERED VOTERS  
 NOVEMBER 4, 5, 6, AND 8, 2014

Question 19: Unemployment Pair: Provide Flexibility and Tax Credits or Penalize Outsourcing and Close Loopholes  
 Here are two statements about getting the unemployed back to work. Which one do you agree with more? (ROTATE) AFTER ANSWER, ASK: Would that be strongly agree or just somewhat agree? a) 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. ... b) Congressman B says long-term unemployment is caused by large corporations moving American jobs overseas. ... 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.

(Break 3: Age, Gender/Age, Area Description, Region)

|                          | Total        | Age         |             |             |             |             | Age by Gender |             |             |             | Area        |             |             |             | Region      |             |             |             |
|--------------------------|--------------|-------------|-------------|-------------|-------------|-------------|---------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
|                          |              | 18-29       | 30-39       | 40-54       | 55-64       | 65+         | 18-54 Men     | 18-54 Women | 55+ Men     | 55+ Women   | Urban       | Sub-urban   | Small Town  | Rural       | NoEast      | Midwst      | South       | West        |
| Strongly Agree/A         | 254<br>25%   | 31<br>18%   | 36<br>24%   | 87<br>29%   | 51<br>26%   | 46<br>25%   | 83<br>28%     | 71<br>22%   | 44<br>26%   | 53<br>26%   | 49<br>23%   | 90<br>27%   | 69<br>28%   | 41<br>24%   | 42<br>23%   | 67<br>27%   | 98<br>27%   | 47<br>22%   |
| Somewhat Agree/A         | 240<br>24%   | 32<br>19%   | 40<br>27%   | 74<br>25%   | 44<br>23%   | 48<br>26%   | 65<br>22%     | 81<br>25%   | 45<br>26%   | 47<br>23%   | 47<br>22%   | 86<br>25%   | 48<br>19%   | 53<br>31%   | 44<br>25%   | 50<br>20%   | 87<br>24%   | 59<br>28%   |
| Somewhat Agree/B         | 170<br>17%   | 39<br>23%   | 24<br>16%   | 52<br>17%   | 31<br>16%   | 22<br>12%   | 53<br>18%     | 62<br>19%   | 28<br>16%   | 25<br>12%   | 39<br>18%   | 55<br>16%   | 48<br>19%   | 23<br>14%   | 31<br>17%   | 38<br>16%   | 63<br>17%   | 38<br>18%   |
| Strongly Agree/B         | 279<br>28%   | 54<br>32%   | 43<br>29%   | 70<br>23%   | 55<br>28%   | 56<br>31%   | 73<br>25%     | 94<br>29%   | 42<br>25%   | 69<br>33%   | 66<br>31%   | 86<br>25%   | 68<br>28%   | 46<br>27%   | 53<br>30%   | 72<br>30%   | 101<br>28%  | 53<br>25%   |
| Don't Know/<br>Undecided | 57<br>6%     | 12<br>7%    | 4<br>3%     | 17<br>6%    | 13<br>7%    | 11<br>6%    | 20<br>7%      | 13<br>4%    | 12<br>7%    | 12<br>6%    | 14<br>7%    | 21<br>6%    | 14<br>6%    | 7<br>4%     | 9<br>5%     | 17<br>7%    | 16<br>4%    | 15<br>7%    |
| Total                    | 1000<br>100% | 168<br>100% | 147<br>100% | 300<br>100% | 194<br>100% | 183<br>100% | 294<br>100%   | 321<br>100% | 171<br>100% | 206<br>100% | 215<br>100% | 338<br>100% | 247<br>100% | 170<br>100% | 179<br>100% | 244<br>100% | 365<br>100% | 212<br>100% |

YG MESSAGE SURVEY OF REGISTERED VOTERS  
 NOVEMBER 4, 5, 6, AND 8, 2014

Question 19: Unemployment Pair: Provide Flexibility and Tax Credits or Penalize Outsourcing and Close Loopholes  
 Here are two statements about getting the unemployed back to work. Which one do you agree with more? (ROTATE) AFTER ANSWER,  
 ASK: Would that be strongly agree or just somewhat agree? a) 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. ... b) Congressman B says long-term unemployment is caused by large corporations moving American jobs  
 overseas. ... 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.

(Break 4: Christian, Evangelical/Race, Religious Service Attendance, Whites/Education, Income)

|                          | Total        | Christian   |             | Evangelical by Race |               |              | Religious Service Attendance |               |                          |             | White Voters/<br>Education |              | Income      |             |             |
|--------------------------|--------------|-------------|-------------|---------------------|---------------|--------------|------------------------------|---------------|--------------------------|-------------|----------------------------|--------------|-------------|-------------|-------------|
|                          |              | Yes         | No/ Ref     | White<br>Evan       | Black<br>Evan | Hisp<br>Evan | >1/Wk                        | Once/<br>Week | FwTms<br>/Month<br>/Year | Never       | Non<br>Coll                | Coll<br>Grad | <50k        | 50-<br>100k | 100k+       |
| Strongly<br>Agree/A      | 254<br>25%   | 201<br>26%  | 53<br>23%   | 51<br>33%           | 8<br>31%      | 3<br>16%     | 26<br>22%                    | 70<br>26%     | 102<br>31%               | 50<br>19%   | 77<br>24%                  | 110<br>30%   | 66<br>20%   | 81<br>25%   | 77<br>33%   |
| Somewhat<br>Agree/A      | 240<br>24%   | 189<br>25%  | 51<br>22%   | 41<br>27%           | 4<br>15%      | 3<br>16%     | 31<br>26%                    | 67<br>25%     | 76<br>23%                | 59<br>23%   | 78<br>24%                  | 101<br>28%   | 64<br>19%   | 89<br>27%   | 58<br>25%   |
| Somewhat<br>Agree/B      | 170<br>17%   | 126<br>16%  | 44<br>19%   | 24<br>16%           | 4<br>15%      | 4<br>21%     | 26<br>22%                    | 36<br>13%     | 51<br>16%                | 55<br>21%   | 36<br>11%                  | 70<br>19%    | 57<br>17%   | 60<br>18%   | 39<br>17%   |
| Strongly<br>Agree/B      | 279<br>28%   | 210<br>27%  | 69<br>29%   | 29<br>19%           | 10<br>38%     | 9<br>47%     | 28<br>24%                    | 81<br>30%     | 86<br>26%                | 73<br>28%   | 105<br>33%                 | 60<br>17%    | 128<br>39%  | 84<br>26%   | 41<br>18%   |
| Don't Know/<br>Undecided | 57<br>6%     | 39<br>5%    | 18<br>8%    | 8<br>5%             | 0<br>0%       | 0<br>0%      | 8<br>7%                      | 14<br>5%      | 11<br>3%                 | 21<br>8%    | 25<br>8%                   | 22<br>6%     | 16<br>5%    | 12<br>4%    | 15<br>7%    |
| Total                    | 1000<br>100% | 765<br>100% | 235<br>100% | 153<br>100%         | 26<br>100%    | 19<br>100%   | 119<br>100%                  | 268<br>100%   | 326<br>100%              | 258<br>100% | 321<br>100%                | 363<br>100%  | 331<br>100% | 326<br>100% | 230<br>100% |

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NOVEMBER 4, 5, 6, AND 8, 2014

Question 19: Unemployment Pair: Provide Flexibility and Tax Credits or Penalize Outsourcing and Close Loopholes  
Here are two statements about getting the unemployed back to work. Which one do you agree with more? (ROTATE) AFTER ANSWER, ASK: Would that be strongly agree or just somewhat agree? a) 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. ... b) Congressman B says long-term unemployment is caused by large corporations moving American jobs overseas. ... 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.

(Break 5: Importance: Health Care, Taxes, Elementary/Secondary Education, Higher Education, Poverty, Unemployment, Energy, Excessive Regulations, Breakdown of Family)

|                          | Total        | Importance: Health Care |              | Importance: Taxes |              | Importance: Elem/Sec Ed |              | Importance: Higher Ed |              | Importance: Poverty |              | Importance: Unemployment |              | Importance: Energy |              | Importance: Regulations |              | Importance: Family Breakdown |              |
|--------------------------|--------------|-------------------------|--------------|-------------------|--------------|-------------------------|--------------|-----------------------|--------------|---------------------|--------------|--------------------------|--------------|--------------------|--------------|-------------------------|--------------|------------------------------|--------------|
|                          |              | Very Imp                | Smwht/NotImp | Very Imp          | Smwht/NotImp | Very Imp                | Smwht/NotImp | Very Imp              | Smwht/NotImp | Very Imp            | Smwht/NotImp | Very Imp                 | Smwht/NotImp | Very Imp           | Smwht/NotImp | Very Imp                | Smwht/NotImp | Very Imp                     | Smwht/NotImp |
| Strongly Agree/A         | 254<br>25%   | 201<br>25%              | 51<br>26%    | 206<br>31%        | 46<br>14%    | 160<br>22%              | 93<br>33%    | 133<br>22%            | 120<br>31%   | 127<br>21%          | 126<br>32%   | 175<br>27%               | 79<br>23%    | 138<br>25%         | 116<br>26%   | 148<br>35%              | 88<br>17%    | 150<br>29%                   | 85<br>20%    |
| Somewhat Agree/A         | 240<br>24%   | 186<br>23%              | 53<br>27%    | 163<br>24%        | 77<br>24%    | 151<br>21%              | 88<br>31%    | 125<br>20%            | 114<br>30%   | 116<br>19%          | 124<br>31%   | 140<br>21%               | 100<br>29%   | 104<br>19%         | 135<br>31%   | 100<br>24%              | 131<br>25%   | 124<br>24%                   | 107<br>26%   |
| Somewhat Agree/B         | 170<br>17%   | 130<br>16%              | 40<br>20%    | 96<br>14%         | 74<br>23%    | 133<br>19%              | 36<br>13%    | 107<br>17%            | 63<br>17%    | 116<br>19%          | 54<br>14%    | 107<br>16%               | 63<br>19%    | 97<br>18%          | 72<br>16%    | 48<br>11%               | 115<br>22%   | 70<br>13%                    | 86<br>21%    |
| Strongly Agree/B         | 279<br>28%   | 241<br>30%              | 37<br>19%    | 172<br>26%        | 105<br>33%   | 228<br>32%              | 51<br>18%    | 219<br>36%            | 60<br>16%    | 211<br>35%          | 65<br>16%    | 205<br>31%               | 74<br>22%    | 189<br>34%         | 87<br>20%    | 97<br>23%               | 168<br>32%   | 151<br>29%                   | 110<br>26%   |
| Don't Know/<br>Undecided | 57<br>6%     | 40<br>5%                | 16<br>8%     | 36<br>5%          | 20<br>6%     | 40<br>6%                | 16<br>6%     | 30<br>5%              | 24<br>6%     | 29<br>5%            | 26<br>7%     | 32<br>5%                 | 24<br>7%     | 25<br>5%           | 30<br>7%     | 27<br>6%                | 23<br>4%     | 25<br>5%                     | 29<br>7%     |
| Total                    | 1000<br>100% | 798<br>100%             | 197<br>100%  | 673<br>100%       | 322<br>100%  | 712<br>100%             | 284<br>100%  | 614<br>100%           | 381<br>100%  | 599<br>100%         | 395<br>100%  | 659<br>100%              | 340<br>100%  | 553<br>100%        | 440<br>100%  | 420<br>100%             | 525<br>100%  | 520<br>100%                  | 417<br>100%  |

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 NOVEMBER 4, 5, 6, AND 8, 2014

Question 20: Family Pair: Breakdown of Families Is a Major Problem or America Has Moved Beyond the Traditional Family  
 Here are two statements about marriage and the family. Which one do you agree with more? (ROTATE) AFTER ANSWER, ASK: Would that be strongly agree or just somewhat agree? a) Congressman A says the breakdown of marriage and families is a major problem facing our country. ... b) Congressman B says America has moved beyond the traditional family. ...

(Break 1: Party, Ideology, Tea Party Support, 2014 Vote, View of Health Care Reform)

|                          | Total        | Party       |             |             | Ideology    |             |             | Tea Party    |              |             | Voted in 2014 |             |               |             | View of Health Care Reform |              |
|--------------------------|--------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------|-------------|---------------|-------------|---------------|-------------|----------------------------|--------------|
|                          |              | Rep         | Ind         | Dem         | Cons        | Modrt       | Librl       | Strng Supprt | Smwht Supprt | Oppose      | Voted/ Rep    | Voted/ Dem  | Voted/ 3rd/Rf | Didn't Vote | Keep OCare                 | Repeal OCare |
| Strongly Agree/A         | 259<br>26%   | 109<br>38%  | 81<br>24%   | 58<br>17%   | 167<br>37%  | 49<br>21%   | 34<br>12%   | 47<br>42%    | 101<br>38%   | 78<br>16%   | 130<br>37%    | 51<br>14%   | 8<br>22%      | 51<br>28%   | 74<br>17%                  | 180<br>34%   |
| Somewhat Agree/A         | 187<br>19%   | 71<br>25%   | 61<br>18%   | 47<br>14%   | 103<br>23%  | 41<br>17%   | 38<br>14%   | 25<br>22%    | 59<br>22%    | 79<br>17%   | 90<br>25%     | 53<br>15%   | 9<br>24%      | 24<br>13%   | 69<br>16%                  | 116<br>22%   |
| Somewhat Agree/B         | 200<br>20%   | 50<br>17%   | 79<br>23%   | 60<br>18%   | 81<br>18%   | 62<br>26%   | 48<br>18%   | 11<br>10%    | 52<br>19%    | 108<br>23%  | 68<br>19%     | 76<br>21%   | 5<br>14%      | 36<br>20%   | 96<br>22%                  | 99<br>19%    |
| Strongly Agree/B         | 308<br>31%   | 41<br>14%   | 98<br>29%   | 160<br>48%  | 78<br>17%   | 71<br>30%   | 149<br>55%  | 19<br>17%    | 47<br>17%    | 193<br>41%  | 50<br>14%     | 165<br>47%  | 12<br>32%     | 61<br>34%   | 195<br>44%                 | 107<br>20%   |
| Don't Know/<br>Undecided | 46<br>5%     | 17<br>6%    | 19<br>6%    | 7<br>2%     | 20<br>4%    | 16<br>7%    | 4<br>1%     | 10<br>9%     | 10<br>4%     | 17<br>4%    | 16<br>5%      | 9<br>3%     | 3<br>8%       | 8<br>4%     | 9<br>2%                    | 31<br>6%     |
| Total                    | 1000<br>100% | 288<br>100% | 338<br>100% | 332<br>100% | 449<br>100% | 239<br>100% | 273<br>100% | 112<br>100%  | 269<br>100%  | 475<br>100% | 354<br>100%   | 354<br>100% | 37<br>100%    | 180<br>100% | 443<br>100%                | 533<br>100%  |



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 NOVEMBER 4, 5, 6, AND 8, 2014

Question 20: Family Pair: Breakdown of Families Is a Major Problem or America Has Moved Beyond the Traditional Family

Here are two statements about marriage and the family. Which one do you agree with more? (ROTATE) AFTER ANSWER, ASK: Would that be strongly agree or just somewhat agree? a) Congressman A says the breakdown of marriage and families is a major problem facing our country. ... b) Congressman B says America has moved beyond the traditional family. ...

(Break 2: Race, Gender, Whites/Gender, White Women/Marital Status, Children)

|                          | Total        | Race        |             |             | Gender      |             | White Voters/<br>Gender |                | White Women/<br>Marital Status |              | Children        |                     |             |
|--------------------------|--------------|-------------|-------------|-------------|-------------|-------------|-------------------------|----------------|--------------------------------|--------------|-----------------|---------------------|-------------|
|                          |              | White       | Black       | Hisp        | Men         | Women       | White<br>Men            | White<br>Women | Marr -<br>ied                  | Not<br>Marrd | Yes/<br>Not <18 | Yes/<br>Under<br>18 | No          |
| Strongly<br>Agree/A      | 259<br>26%   | 184<br>27%  | 36<br>27%   | 24<br>24%   | 137<br>29%  | 122<br>23%  | 104<br>30%              | 80<br>23%      | 51<br>23%                      | 28<br>23%    | 93<br>27%       | 116<br>29%          | 48<br>20%   |
| Somewhat<br>Agree/A      | 187<br>19%   | 138<br>20%  | 16<br>12%   | 16<br>16%   | 91<br>19%   | 96<br>18%   | 70<br>20%               | 68<br>20%      | 48<br>22%                      | 20<br>17%    | 65<br>19%       | 78<br>20%           | 39<br>16%   |
| Somewhat<br>Agree/B      | 200<br>20%   | 142<br>21%  | 30<br>22%   | 14<br>14%   | 93<br>20%   | 107<br>20%  | 74<br>21%               | 68<br>20%      | 42<br>19%                      | 24<br>20%    | 78<br>23%       | 65<br>16%           | 51<br>21%   |
| Strongly<br>Agree/B      | 308<br>31%   | 196<br>28%  | 50<br>37%   | 41<br>40%   | 128<br>27%  | 180<br>34%  | 85<br>24%               | 111<br>32%     | 67<br>30%                      | 43<br>36%    | 94<br>27%       | 116<br>29%          | 94<br>39%   |
| Don't Know/<br>Undecided | 46<br>5%     | 32<br>5%    | 3<br>2%     | 7<br>7%     | 21<br>4%    | 25<br>5%    | 15<br>4%                | 17<br>5%       | 12<br>5%                       | 5<br>4%      | 15<br>4%        | 19<br>5%            | 7<br>3%     |
| Total                    | 1000<br>100% | 692<br>100% | 135<br>100% | 102<br>100% | 470<br>100% | 530<br>100% | 348<br>100%             | 344<br>100%    | 220<br>100%                    | 120<br>100%  | 345<br>100%     | 394<br>100%         | 239<br>100% |

YG MESSAGE SURVEY OF REGISTERED VOTERS  
 NOVEMBER 4, 5, 6, AND 8, 2014

Question 20: Family Pair: Breakdown of Families Is a Major Problem or America Has Moved Beyond the Traditional Family  
 Here are two statements about marriage and the family. Which one do you agree with more? (ROTATE) AFTER ANSWER, ASK: Would that be strongly agree or just somewhat agree? a) Congressman A says the breakdown of marriage and families is a major problem facing our country. ... b) Congressman B says America has moved beyond the traditional family. ...

(Break 3: Age, Gender/Age, Area Description, Region)

|                          | Total        | Age         |             |             |             |             | Age by Gender |             |             |             | Area        |             |             |             | Region      |             |             |             |
|--------------------------|--------------|-------------|-------------|-------------|-------------|-------------|---------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
|                          |              | 18-29       | 30-39       | 40-54       | 55-64       | 65+         | 18-54 Men     | 18-54 Women | 55+ Men     | 55+ Women   | Urban       | Sub-urban   | Small Town  | Rural       | NoEast      | Midwst      | South       | West        |
| Strongly Agree/A         | 259<br>26%   | 42<br>25%   | 38<br>26%   | 72<br>24%   | 51<br>26%   | 55<br>30%   | 78<br>27%     | 74<br>23%   | 59<br>35%   | 47<br>23%   | 54<br>25%   | 77<br>23%   | 77<br>31%   | 46<br>27%   | 50<br>28%   | 66<br>27%   | 94<br>26%   | 49<br>23%   |
| Somewhat Agree/A         | 187<br>19%   | 23<br>14%   | 25<br>17%   | 66<br>22%   | 34<br>18%   | 38<br>21%   | 57<br>19%     | 57<br>18%   | 34<br>20%   | 38<br>18%   | 34<br>16%   | 64<br>19%   | 41<br>17%   | 43<br>25%   | 28<br>16%   | 47<br>19%   | 69<br>19%   | 43<br>20%   |
| Somewhat Agree/B         | 200<br>20%   | 36<br>21%   | 25<br>17%   | 66<br>22%   | 36<br>19%   | 36<br>20%   | 58<br>20%     | 69<br>21%   | 34<br>20%   | 38<br>18%   | 41<br>19%   | 69<br>20%   | 49<br>20%   | 35<br>21%   | 38<br>21%   | 51<br>21%   | 74<br>20%   | 37<br>17%   |
| Strongly Agree/B         | 308<br>31%   | 61<br>36%   | 55<br>37%   | 82<br>27%   | 65<br>34%   | 43<br>23%   | 86<br>29%     | 112<br>35%  | 40<br>23%   | 68<br>33%   | 78<br>36%   | 115<br>34%  | 67<br>27%   | 39<br>23%   | 56<br>31%   | 66<br>27%   | 111<br>30%  | 75<br>35%   |
| Don't Know/<br>Undecided | 46<br>5%     | 6<br>4%     | 4<br>3%     | 14<br>5%    | 8<br>4%     | 11<br>6%    | 15<br>5%      | 9<br>3%     | 4<br>2%     | 15<br>7%    | 8<br>4%     | 13<br>4%    | 13<br>5%    | 7<br>4%     | 7<br>4%     | 14<br>6%    | 17<br>5%    | 8<br>4%     |
| Total                    | 1000<br>100% | 168<br>100% | 147<br>100% | 300<br>100% | 194<br>100% | 183<br>100% | 294<br>100%   | 321<br>100% | 171<br>100% | 206<br>100% | 215<br>100% | 338<br>100% | 247<br>100% | 170<br>100% | 179<br>100% | 244<br>100% | 365<br>100% | 212<br>100% |

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Question 20: Family Pair: Breakdown of Families Is a Major Problem or America Has Moved Beyond the Traditional Family  
 Here are two statements about marriage and the family. Which one do you agree with more? (ROTATE) AFTER ANSWER, ASK: Would that be strongly agree or just somewhat agree? a) Congressman A says the breakdown of marriage and families is a major problem facing our country. ... b) Congressman B says America has moved beyond the traditional family. ...

(Break 4: Christian, Evangelical/Race, Religious Service Attendance, Whites/Education, Income)

|                          | Total        | Christian   |             | Evangelical by Race |               |              | Religious Service Attendance |               |                          |             | White Voters/<br>Education |              | Income      |             |             |
|--------------------------|--------------|-------------|-------------|---------------------|---------------|--------------|------------------------------|---------------|--------------------------|-------------|----------------------------|--------------|-------------|-------------|-------------|
|                          |              | Yes         | No/ Ref     | White<br>Evan       | Black<br>Evan | Hisp<br>Evan | >1/Wk                        | Once/<br>Week | FwTms<br>/Month<br>/Year | Never       | Non<br>Coll                | Coll<br>Grad | <50k        | 50-<br>100k | 100k+       |
| Strongly<br>Agree/A      | 259<br>26%   | 221<br>29%  | 38<br>16%   | 70<br>46%           | 11<br>42%     | 7<br>37%     | 44<br>37%                    | 82<br>31%     | 86<br>26%                | 42<br>16%   | 94<br>29%                  | 88<br>24%    | 91<br>27%   | 85<br>26%   | 59<br>26%   |
| Somewhat<br>Agree/A      | 187<br>19%   | 148<br>19%  | 39<br>17%   | 35<br>23%           | 4<br>15%      | 2<br>11%     | 26<br>22%                    | 54<br>20%     | 60<br>18%                | 44<br>17%   | 60<br>19%                  | 77<br>21%    | 49<br>15%   | 67<br>21%   | 52<br>23%   |
| Somewhat<br>Agree/B      | 200<br>20%   | 151<br>20%  | 49<br>21%   | 23<br>15%           | 6<br>23%      | 2<br>11%     | 20<br>17%                    | 48<br>18%     | 69<br>21%                | 58<br>22%   | 66<br>21%                  | 74<br>20%    | 72<br>22%   | 59<br>18%   | 48<br>21%   |
| Strongly<br>Agree/B      | 308<br>31%   | 214<br>28%  | 94<br>40%   | 17<br>11%           | 5<br>19%      | 7<br>37%     | 22<br>18%                    | 75<br>28%     | 97<br>30%                | 102<br>40%  | 89<br>28%                  | 106<br>29%   | 107<br>32%  | 105<br>32%  | 63<br>27%   |
| Don't Know/<br>Undecided | 46<br>5%     | 31<br>4%    | 15<br>6%    | 8<br>5%             | 0<br>0%       | 1<br>5%      | 7<br>6%                      | 9<br>3%       | 14<br>4%                 | 12<br>5%    | 12<br>4%                   | 18<br>5%     | 12<br>4%    | 10<br>3%    | 8<br>3%     |
| Total                    | 1000<br>100% | 765<br>100% | 235<br>100% | 153<br>100%         | 26<br>100%    | 19<br>100%   | 119<br>100%                  | 268<br>100%   | 326<br>100%              | 258<br>100% | 321<br>100%                | 363<br>100%  | 331<br>100% | 326<br>100% | 230<br>100% |

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Question 20: Family Pair: Breakdown of Families Is a Major Problem or America Has Moved Beyond the Traditional Family  
Here are two statements about marriage and the family. Which one do you agree with more? (ROTATE) AFTER ANSWER, ASK: Would that be strongly agree or just somewhat agree? a) Congressman A says the breakdown of marriage and families is a major problem facing our country. ... b) Congressman B says America has moved beyond the traditional family. ...

(Break 5: Importance: Health Care, Taxes, Elementary/Secondary Education, Higher Education, Poverty, Unemployment, Energy, Excessive Regulations, Breakdown of Family)

|                          | Total        | Importance: Health Care |              | Importance: Taxes |              | Importance: Elem/Sec Ed |              | Importance: Higher Ed |              | Importance: Poverty |              | Importance: Unemployment |              | Importance: Energy |              | Importance: Regulations |              | Importance: Family Breakdown |              |
|--------------------------|--------------|-------------------------|--------------|-------------------|--------------|-------------------------|--------------|-----------------------|--------------|---------------------|--------------|--------------------------|--------------|--------------------|--------------|-------------------------|--------------|------------------------------|--------------|
|                          |              | Very Imp                | Smwht/NotImp | Very Imp          | Smwht/NotImp | Very Imp                | Smwht/NotImp | Very Imp              | Smwht/NotImp | Very Imp            | Smwht/NotImp | Very Imp                 | Smwht/NotImp | Very Imp           | Smwht/NotImp | Very Imp                | Smwht/NotImp | Very Imp                     | Smwht/NotImp |
| Strongly Agree/A         | 259<br>26%   | 209<br>26%              | 50<br>25%    | 199<br>30%        | 60<br>19%    | 186<br>26%              | 72<br>25%    | 147<br>24%            | 110<br>29%   | 150<br>25%          | 108<br>27%   | 191<br>29%               | 68<br>20%    | 142<br>26%         | 115<br>26%   | 133<br>32%              | 107<br>20%   | 172<br>33%                   | 69<br>17%    |
| Somewhat Agree/A         | 187<br>19%   | 142<br>18%              | 44<br>22%    | 131<br>19%        | 56<br>17%    | 112<br>16%              | 74<br>26%    | 102<br>17%            | 84<br>22%    | 100<br>17%          | 87<br>22%    | 118<br>18%               | 69<br>20%    | 91<br>16%          | 95<br>22%    | 83<br>20%               | 102<br>19%   | 107<br>21%                   | 72<br>17%    |
| Somewhat Agree/B         | 200<br>20%   | 152<br>19%              | 47<br>24%    | 136<br>20%        | 63<br>20%    | 136<br>19%              | 64<br>23%    | 118<br>19%            | 82<br>22%    | 121<br>20%          | 79<br>20%    | 124<br>19%               | 76<br>22%    | 106<br>19%         | 92<br>21%    | 81<br>19%               | 109<br>21%   | 94<br>18%                    | 94<br>23%    |
| Strongly Agree/B         | 308<br>31%   | 259<br>32%              | 46<br>23%    | 171<br>25%        | 134<br>42%   | 247<br>35%              | 61<br>21%    | 221<br>36%            | 86<br>23%    | 210<br>35%          | 95<br>24%    | 195<br>30%               | 113<br>33%   | 186<br>34%         | 120<br>27%   | 100<br>24%              | 191<br>36%   | 127<br>24%                   | 160<br>38%   |
| Don't Know/<br>Undecided | 46<br>5%     | 36<br>5%                | 10<br>5%     | 36<br>5%          | 9<br>3%      | 31<br>4%                | 13<br>5%     | 26<br>4%              | 19<br>5%     | 18<br>3%            | 26<br>7%     | 31<br>5%                 | 14<br>4%     | 28<br>5%           | 18<br>4%     | 23<br>5%                | 16<br>3%     | 20<br>4%                     | 22<br>5%     |
| Total                    | 1000<br>100% | 798<br>100%             | 197<br>100%  | 673<br>100%       | 322<br>100%  | 712<br>100%             | 284<br>100%  | 614<br>100%           | 381<br>100%  | 599<br>100%         | 395<br>100%  | 659<br>100%              | 340<br>100%  | 553<br>100%        | 440<br>100%  | 420<br>100%             | 525<br>100%  | 520<br>100%                  | 417<br>100%  |

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Question D1: Party  
(Break 1: Total)

|              | Total        |
|--------------|--------------|
| Strong Rep   | 187<br>19%   |
| NSS Rep      | 101<br>10%   |
| Ind Lean Rep | 128<br>13%   |
| Ind No Pref  | 114<br>11%   |
| Ind Lean Dem | 96<br>10%    |
| NSS Dem      | 96<br>10%    |
| Strong Dem   | 236<br>24%   |
| Refused      | 42<br>4%     |
| Total        | 1000<br>100% |

YG MESSAGE SURVEY OF REGISTERED  
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Question D2: Ideology  
(Break 1: Party)

|                        | Total        | Party       |             |             |
|------------------------|--------------|-------------|-------------|-------------|
|                        |              | Rep         | Ind         | Dem         |
| Very Conservative      | 162<br>16%   | 96<br>33%   | 41<br>12%   | 21<br>6%    |
| Somewhat Conservative  | 287<br>29%   | 125<br>43%  | 106<br>31%  | 49<br>15%   |
| Moderate               | 239<br>24%   | 43<br>15%   | 102<br>30%  | 83<br>25%   |
| Somewhat Liberal       | 189<br>19%   | 15<br>5%    | 57<br>17%   | 114<br>34%  |
| Very Liberal           | 84<br>8%     | 3<br>1%     | 20<br>6%    | 58<br>17%   |
| Don't Know/<br>Refused | 39<br>4%     | 6<br>2%     | 12<br>4%    | 7<br>2%     |
| Total                  | 1000<br>100% | 288<br>100% | 338<br>100% | 332<br>100% |

YG MESSAGE SURVEY OF REGISTERED  
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Question D3: Tea Party Support  
(Break 1: Party)

|                                      | Total        | Party       |             |             |
|--------------------------------------|--------------|-------------|-------------|-------------|
|                                      |              | Rep         | Ind         | Dem         |
| Strongly Support                     | 112<br>11%   | 60<br>21%   | 31<br>9%    | 19<br>6%    |
| Somewhat Support                     | 269<br>27%   | 139<br>48%  | 94<br>28%   | 32<br>10%   |
| Somewhat Oppose                      | 160<br>16%   | 39<br>14%   | 62<br>18%   | 52<br>16%   |
| Strongly Oppose                      | 315<br>32%   | 18<br>6%    | 98<br>29%   | 194<br>58%  |
| Undecided/<br>Don't Know/<br>Refused | 144<br>14%   | 32<br>11%   | 53<br>16%   | 35<br>11%   |
| Total                                | 1000<br>100% | 288<br>100% | 338<br>100% | 332<br>100% |

YG MESSAGE SURVEY OF REGISTERED  
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Question D4: Religious Background  
(Break 1: Party)

|                      | Total        | Party       |             |             |
|----------------------|--------------|-------------|-------------|-------------|
|                      |              | Rep         | Ind         | Dem         |
| Protestant           | 267<br>27%   | 112<br>39%  | 91<br>27%   | 56<br>17%   |
| Catholic             | 259<br>26%   | 67<br>23%   | 92<br>27%   | 92<br>28%   |
| Other Christian      | 239<br>24%   | 70<br>24%   | 65<br>19%   | 100<br>30%  |
| Jewish               | 23<br>2%     | 3<br>1%     | 3<br>1%     | 14<br>4%    |
| Other Non-Christian  | 86<br>9%     | 18<br>6%    | 26<br>8%    | 38<br>11%   |
| Agnostic/<br>Atheist | 20<br>2%     | 1<br>0%     | 15<br>4%    | 4<br>1%     |
| None                 | 68<br>7%     | 15<br>5%    | 29<br>9%    | 19<br>6%    |
| DK                   | 11<br>1%     | 2<br>1%     | 6<br>2%     | 3<br>1%     |
| Refused              | 27<br>3%     | 0<br>0%     | 11<br>3%    | 6<br>2%     |
| Total                | 1000<br>100% | 288<br>100% | 338<br>100% | 332<br>100% |

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Question D5: Evangelical Christian  
(Break 1: Party)

|            | Total       | Party       |             |             |
|------------|-------------|-------------|-------------|-------------|
|            |             | Rep         | Ind         | Dem         |
| Yes        | 214<br>28%  | 94<br>38%   | 62<br>25%   | 54<br>22%   |
| No         | 524<br>68%  | 148<br>59%  | 179<br>72%  | 185<br>75%  |
| Don't Know | 26<br>3%    | 6<br>2%     | 7<br>3%     | 9<br>4%     |
| Refused    | 1<br>0%     | 1<br>0%     | 0<br>0%     | 0<br>0%     |
| Total      | 765<br>100% | 249<br>100% | 248<br>100% | 248<br>100% |

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Question D6: Religious Service Attendance  
(Break 1: Party)

|                      | Total        | Party       |             |             |
|----------------------|--------------|-------------|-------------|-------------|
|                      |              | Rep         | Ind         | Dem         |
| More than<br>Once/Wk | 119<br>12%   | 44<br>15%   | 35<br>10%   | 39<br>12%   |
| Once/Wk              | 268<br>27%   | 99<br>34%   | 71<br>21%   | 87<br>26%   |
| Few Tms/<br>Month    | 149<br>15%   | 52<br>18%   | 35<br>10%   | 57<br>17%   |
| Few Tms/<br>Year     | 177<br>18%   | 47<br>16%   | 64<br>19%   | 62<br>19%   |
| Almost Never         | 258<br>26%   | 44<br>15%   | 121<br>36%  | 82<br>25%   |
| Refused              | 29<br>3%     | 2<br>1%     | 12<br>4%    | 5<br>2%     |
| Total                | 1000<br>100% | 288<br>100% | 338<br>100% | 332<br>100% |

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Question D7: Marital Status  
(Break 1: Party)

|          | Total        | Party       |             |             |
|----------|--------------|-------------|-------------|-------------|
|          |              | Rep         | Ind         | Dem         |
| Married  | 592<br>59%   | 216<br>75%  | 197<br>58%  | 161<br>48%  |
| Single   | 238<br>24%   | 36<br>13%   | 92<br>27%   | 100<br>30%  |
| Divorced | 85<br>9%     | 16<br>6%    | 32<br>9%    | 37<br>11%   |
| Widowed  | 69<br>7%     | 19<br>7%    | 14<br>4%    | 32<br>10%   |
| Refused  | 16<br>2%     | 1<br>0%     | 3<br>1%     | 2<br>1%     |
| Total    | 1000<br>100% | 288<br>100% | 338<br>100% | 332<br>100% |



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Question D8: Children/Under 18  
(Break 1: Party)

|             | Total        | Party       |             |             |
|-------------|--------------|-------------|-------------|-------------|
|             |              | Rep         | Ind         | Dem         |
| Yes/None    | 345<br>35%   | 97<br>34%   | 123<br>36%  | 119<br>36%  |
| Yes/1       | 135<br>14%   | 48<br>17%   | 29<br>9%    | 52<br>16%   |
| Yes/2       | 147<br>15%   | 50<br>17%   | 53<br>16%   | 40<br>12%   |
| Yes/3       | 71<br>7%     | 26<br>9%    | 24<br>7%    | 19<br>6%    |
| Yes/4+      | 41<br>4%     | 18<br>6%    | 11<br>3%    | 8<br>2%     |
| Yes/Refused | 4<br>0%      | 3<br>1%     | 1<br>0%     | 0<br>0%     |
| No          | 239<br>24%   | 45<br>16%   | 93<br>28%   | 91<br>27%   |
| Refused     | 18<br>2%     | 1<br>0%     | 4<br>1%     | 3<br>1%     |
| Total       | 1000<br>100% | 288<br>100% | 338<br>100% | 332<br>100% |

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Question D9: Age  
 (Break 1: Party)

|         | Total        | Party       |             |             |
|---------|--------------|-------------|-------------|-------------|
|         |              | Rep         | Ind         | Dem         |
| 18-24   | 97<br>10%    | 21<br>7%    | 43<br>13%   | 31<br>9%    |
| 25-29   | 71<br>7%     | 15<br>5%    | 26<br>8%    | 24<br>7%    |
| 30-34   | 71<br>7%     | 19<br>7%    | 27<br>8%    | 21<br>6%    |
| 35-39   | 76<br>8%     | 23<br>8%    | 22<br>7%    | 29<br>9%    |
| 40-44   | 111<br>11%   | 49<br>17%   | 27<br>8%    | 32<br>10%   |
| 45-49   | 82<br>8%     | 28<br>10%   | 22<br>7%    | 26<br>8%    |
| 50-54   | 107<br>11%   | 26<br>9%    | 44<br>13%   | 34<br>10%   |
| 55-59   | 104<br>10%   | 24<br>8%    | 36<br>11%   | 40<br>12%   |
| 60-64   | 90<br>9%     | 29<br>10%   | 29<br>9%    | 30<br>9%    |
| 65+     | 183<br>18%   | 53<br>18%   | 57<br>17%   | 65<br>20%   |
| Refused | 8<br>1%      | 1<br>0%     | 5<br>1%     | 0<br>0%     |
| Total   | 1000<br>100% | 288<br>100% | 338<br>100% | 332<br>100% |

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Question D10: Education  
(Break 1: Party)

|              | Total        | Party       |             |             |
|--------------|--------------|-------------|-------------|-------------|
|              |              | Rep         | Ind         | Dem         |
| <HS          | 44<br>4%     | 6<br>2%     | 13<br>4%    | 22<br>7%    |
| HS Grad      | 194<br>19%   | 51<br>18%   | 73<br>22%   | 62<br>19%   |
| Some College | 282<br>28%   | 77<br>27%   | 88<br>26%   | 102<br>31%  |
| College Grad | 286<br>29%   | 104<br>36%  | 94<br>28%   | 84<br>25%   |
| Post College | 176<br>18%   | 49<br>17%   | 65<br>19%   | 59<br>18%   |
| Refused      | 18<br>2%     | 1<br>0%     | 5<br>1%     | 3<br>1%     |
| Total        | 1000<br>100% | 288<br>100% | 338<br>100% | 332<br>100% |

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Question D11: Area Description  
(Break 1: Party)

|            | Total        | Party       |             |             |
|------------|--------------|-------------|-------------|-------------|
|            |              | Rep         | Ind         | Dem         |
| Urban      | 215<br>22%   | 37<br>13%   | 79<br>23%   | 94<br>28%   |
| Suburban   | 338<br>34%   | 86<br>30%   | 125<br>37%  | 115<br>35%  |
| Small Town | 247<br>25%   | 89<br>31%   | 81<br>24%   | 71<br>21%   |
| Rural      | 170<br>17%   | 73<br>25%   | 47<br>14%   | 42<br>13%   |
| Refused    | 30<br>3%     | 3<br>1%     | 6<br>2%     | 10<br>3%    |
| Total      | 1000<br>100% | 288<br>100% | 338<br>100% | 332<br>100% |

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Question D12: Midterm Vote  
(Break 1: Party)

|                              | Total        | Party       |             |             |
|------------------------------|--------------|-------------|-------------|-------------|
|                              |              | Rep         | Ind         | Dem         |
| Voted Rep                    | 354<br>35%   | 226<br>78%  | 111<br>33%  | 10<br>3%    |
| Voted Dem                    | 354<br>35%   | 7<br>2%     | 93<br>28%   | 248<br>75%  |
| Voted Third Party            | 18<br>2%     | 3<br>1%     | 11<br>3%    | 3<br>1%     |
| Voted (Refused)              | 19<br>2%     | 6<br>2%     | 10<br>3%    | 2<br>1%     |
| Did Not Vote                 | 180<br>18%   | 34<br>12%   | 79<br>23%   | 58<br>17%   |
| Won't Say/<br>Can't Remember | 75<br>8%     | 12<br>4%    | 34<br>10%   | 11<br>3%    |
| Total                        | 1000<br>100% | 288<br>100% | 338<br>100% | 332<br>100% |

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Question D13: Income  
(Break 1: Party)

|         | Total        | Party       |             |             |
|---------|--------------|-------------|-------------|-------------|
|         |              | Rep         | Ind         | Dem         |
| <25k    | 153<br>15%   | 32<br>11%   | 42<br>12%   | 74<br>22%   |
| 25-50k  | 178<br>18%   | 44<br>15%   | 56<br>17%   | 73<br>22%   |
| 50-75k  | 192<br>19%   | 42<br>15%   | 72<br>21%   | 73<br>22%   |
| 75-100k | 134<br>13%   | 52<br>18%   | 49<br>14%   | 29<br>9%    |
| 100k+   | 230<br>23%   | 97<br>34%   | 79<br>23%   | 53<br>16%   |
| Refused | 113<br>11%   | 21<br>7%    | 40<br>12%   | 30<br>9%    |
| Total   | 1000<br>100% | 288<br>100% | 338<br>100% | 332<br>100% |

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Question D14: Race  
(Break 1: Party)

|          | Total        | Party       |             |             |
|----------|--------------|-------------|-------------|-------------|
|          |              | Rep         | Ind         | Dem         |
| Hispanic | 102<br>10%   | 14<br>5%    | 37<br>11%   | 45<br>14%   |
| White    | 692<br>69%   | 258<br>90%  | 247<br>73%  | 163<br>49%  |
| Black    | 135<br>14%   | 3<br>1%     | 22<br>7%    | 104<br>31%  |
| Asian    | 19<br>2%     | 2<br>1%     | 9<br>3%     | 8<br>2%     |
| Other    | 46<br>5%     | 8<br>3%     | 20<br>6%    | 12<br>4%    |
| Refused  | 6<br>1%      | 3<br>1%     | 3<br>1%     | 0<br>0%     |
| Total    | 1000<br>100% | 288<br>100% | 338<br>100% | 332<br>100% |

YG MESSAGE SURVEY OF REGISTERED  
VOTERS  
NOVEMBER 4, 5, 6, AND 8, 2014

Question D15: Gender  
(Break 1: Party)

|        | Total        | Party       |             |             |
|--------|--------------|-------------|-------------|-------------|
|        |              | Rep         | Ind         | Dem         |
| Male   | 470<br>47%   | 147<br>51%  | 194<br>57%  | 110<br>33%  |
| Female | 530<br>53%   | 141<br>49%  | 144<br>43%  | 222<br>67%  |
| Total  | 1000<br>100% | 288<br>100% | 338<br>100% | 332<br>100% |

YG MESSAGE SURVEY OF REGISTERED  
 VOTERS  
 NOVEMBER 4, 5, 6, AND 8, 2014

Question 16: Region  
 (Break 1: Party)

|        | Total        | Party       |             |             |
|--------|--------------|-------------|-------------|-------------|
|        |              | Rep         | Ind         | Dem         |
| NoEast | 179<br>18%   | 38<br>13%   | 70<br>21%   | 63<br>19%   |
| Midwst | 244<br>24%   | 74<br>26%   | 92<br>27%   | 64<br>19%   |
| South  | 365<br>37%   | 117<br>41%  | 100<br>30%  | 133<br>40%  |
| West   | 212<br>21%   | 59<br>20%   | 76<br>22%   | 72<br>22%   |
| Total  | 1000<br>100% | 288<br>100% | 338<br>100% | 332<br>100% |