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# Battleground Survey

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***Key findings from a survey of 1,026 likely voters, across the 90 most competitive\* U.S. House districts, conducted by Paragon Insights, April 12-15, 2014.***

April 28, 2014

*\*As defined by The Cook Political Report*



# THE BOTTOM LINE

# The Bottom Line

- ✓ More than 1/3 of Battleground constituents are worried about job loss in the next 12 months.
- ✓ A strong plurality of Battleground constituents believe Republicans will do a better job at creating an environment for business to grow jobs, including a plurality of Hispanic, female and younger Battleground constituents.
- ✓ 65% of Battleground constituents believe the economy is either stagnant or declining.

# The Bottom Line

*(Continued)*

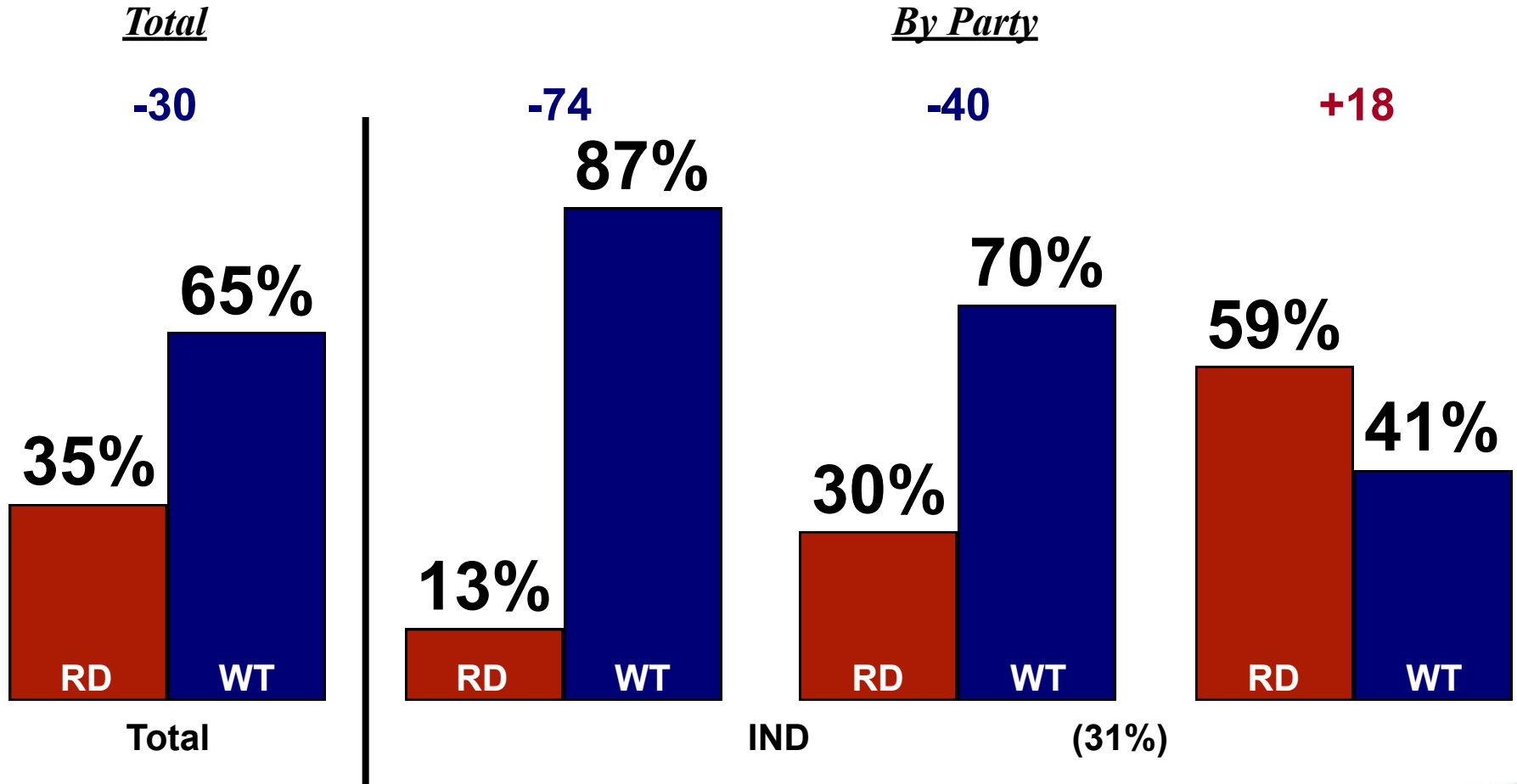
- ✓ 57% of Battleground constituents believe Obama and Democrats don't seem to have any economic plan for the future. Further, more than 2/3 of Battleground constituents believe that we are not where we should be by now economically and that Obama/Democrats should have spent more time focused on getting Americans back to work instead of passing ObamaCare.



# BATTLEGROUND DATA

# Battleground constituents remain pessimistic about the direction of the country.

*Generally speaking, do you think things in the nation are headed in the right direction, or do you feel things are off on the wrong track?*



# The economy and jobs continues to be the top issue of concern for Battleground constituents.

*From the following list, which issue do you believe would have the most impact on you and your family's future?*

## March, 2014

| <i>Top Issue</i>            | <b>Total</b> |
|-----------------------------|--------------|
| Economy & Jobs              | 33%          |
| Healthcare                  | 20%          |
| Retirement                  | 16%          |
| Debt and Deficits           | 14%          |
| Immigration                 | 4%           |
| Energy and gas prices       | 3%           |
| National Security           | 3%           |
| Education                   | 3%           |
| Abortion and contraceptives | 0%           |

## April, 2014

| <i>Top Issue</i>            | <b>Total</b> |
|-----------------------------|--------------|
| Economy & Jobs              | 31%          |
| Healthcare                  | 20%          |
| Retirement                  | 15%          |
| Debt and Deficits           | 11%          |
| Immigration                 | 3%           |
| Energy and gas prices       | 7%           |
| National Security           | 4%           |
| Education                   | 5%           |
| Abortion and contraceptives | 1%           |

# And, it is decisively the top issue among 18-44 and female Battleground constituents.

*From the following list, which issue do you believe would have the most impact on you and your family's future?*

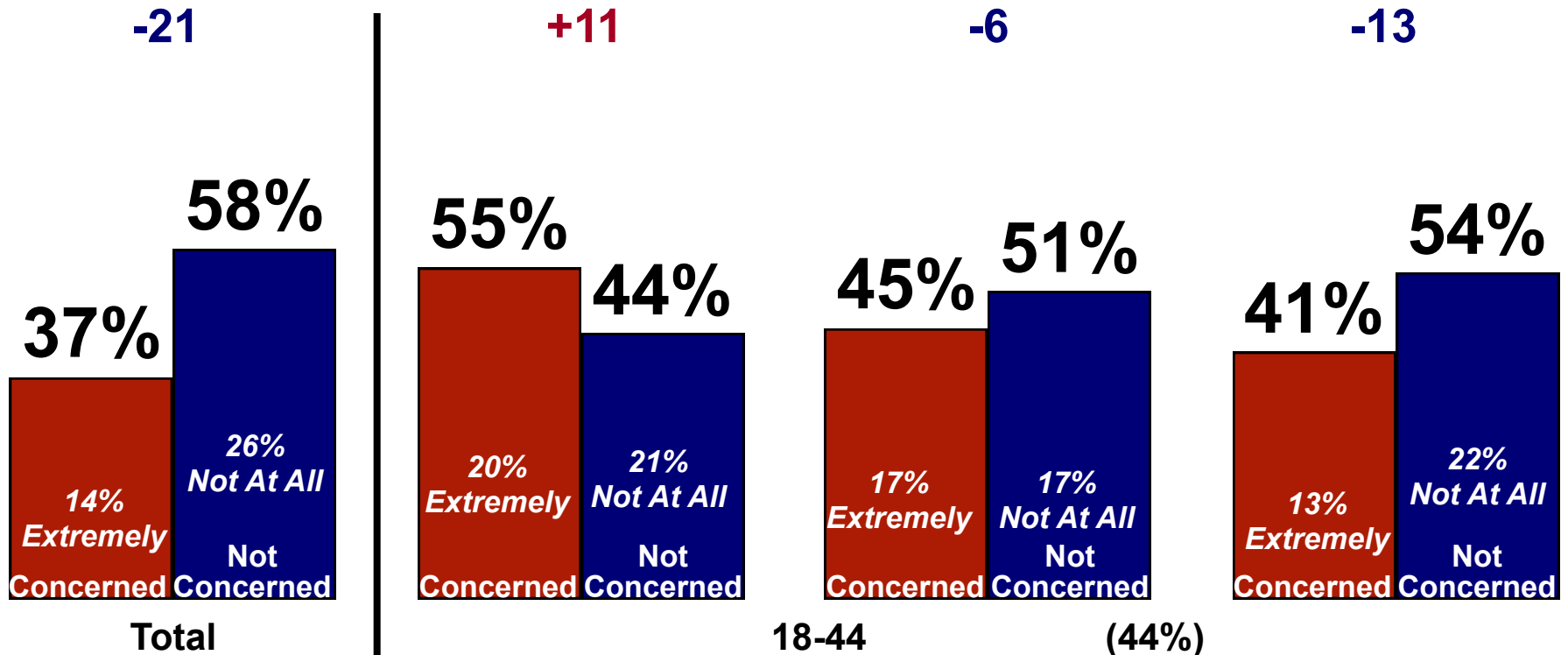
| <i>Top Issue</i>            | <b>Total</b> | <b>18-44<br/>(44%)</b> | <b>45-64<br/>(37%)</b> | <b>65+<br/>(19%)</b> | <b>Men<br/>(49%)</b> | <b>Women<br/>(51%)</b> |
|-----------------------------|--------------|------------------------|------------------------|----------------------|----------------------|------------------------|
| Economy & Jobs              | 31%          | 38%                    | 27%                    | 23%                  | 30%                  | 36%                    |
| Healthcare                  | 20%          | 19%                    | 22%                    | 21%                  | 21%                  | 19%                    |
| Retirement                  | 15%          | 7%                     | 22%                    | 22%                  | 16%                  | 17%                    |
| Debt and Deficits           | 11%          | 10%                    | 12%                    | 15%                  | 18%                  | 9%                     |
| Immigration                 | 3%           | 3%                     | 2%                     | 3%                   | 3%                   | 5%                     |
| Energy and gas prices       | 7%           | 8%                     | 7%                     | 4%                   | 3%                   | 4%                     |
| National Security           | 4%           | 2%                     | 3%                     | 9%                   | 4%                   | 2%                     |
| Education                   | 5%           | 9%                     | 1%                     | 1%                   | 1%                   | 5%                     |
| Abortion and contraceptives | 1%           | 2%                     | 1%                     | 0%                   | 0%                   | 1%                     |

# Battleground Hispanic, young and independent constituents are worried about the prospect of job loss.

*How concerned are you in the next 12 months that you or someone else in your household might be out of work and looking for a job?*

Total

By Key Group



# An increasing number of Battleground constituents trust Republicans more on creating an environment for job growth.

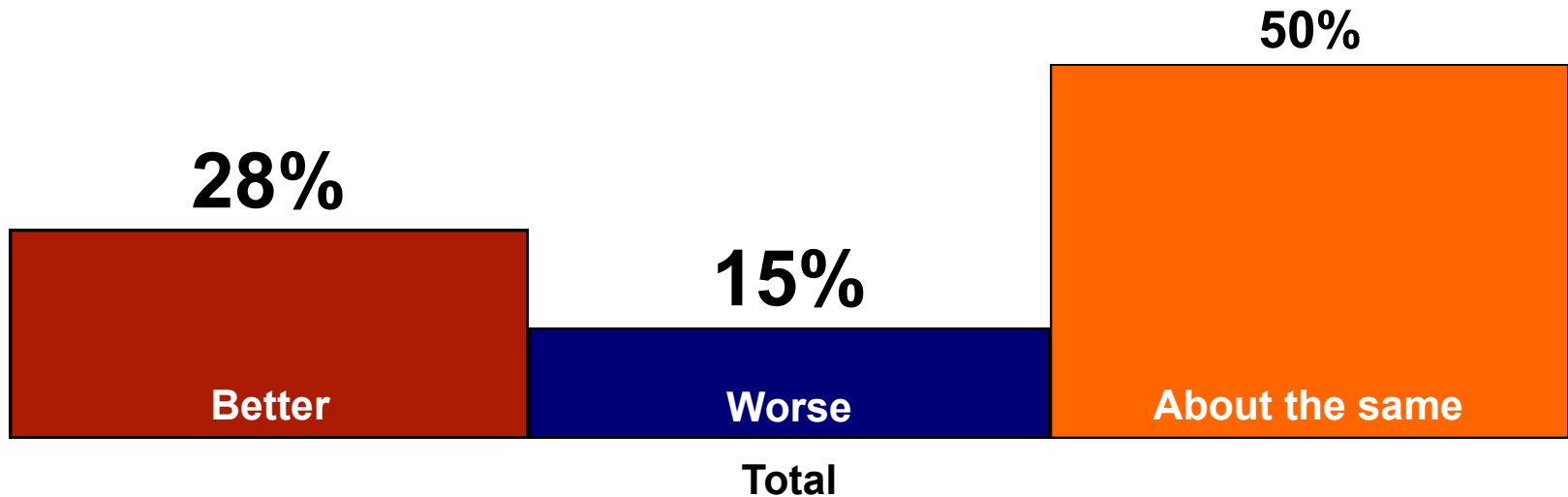
*Now, regardless of which candidate you may be supporting in the midterm elections, which party do you believe will do a better job on each of the following issues?*

| <i>Issue Handling Ballot<br/>Republican - Democrat</i>      | <b>March<br/>2014</b> | <b>April<br/>2014</b> | <b>Movement</b> |
|---|-----------------------|-----------------------|-----------------|
| Reducing the federal deficit                                | 61%-39%               | 53%-24%               | <b>+5</b>       |
| Creating an environment for businesses to grow and add jobs | 55%-45%               | 49%-31%               | <b>+8</b>       |
| Handling national security and the military                 | 58%-42%               | 50%-26%               | <b>+8</b>       |
| Promoting energy independence                               | N/A                   | 38%-38%               | N/A             |

# Nearly 3 in 10 Battleground constituents expected to be doing better financially by now.

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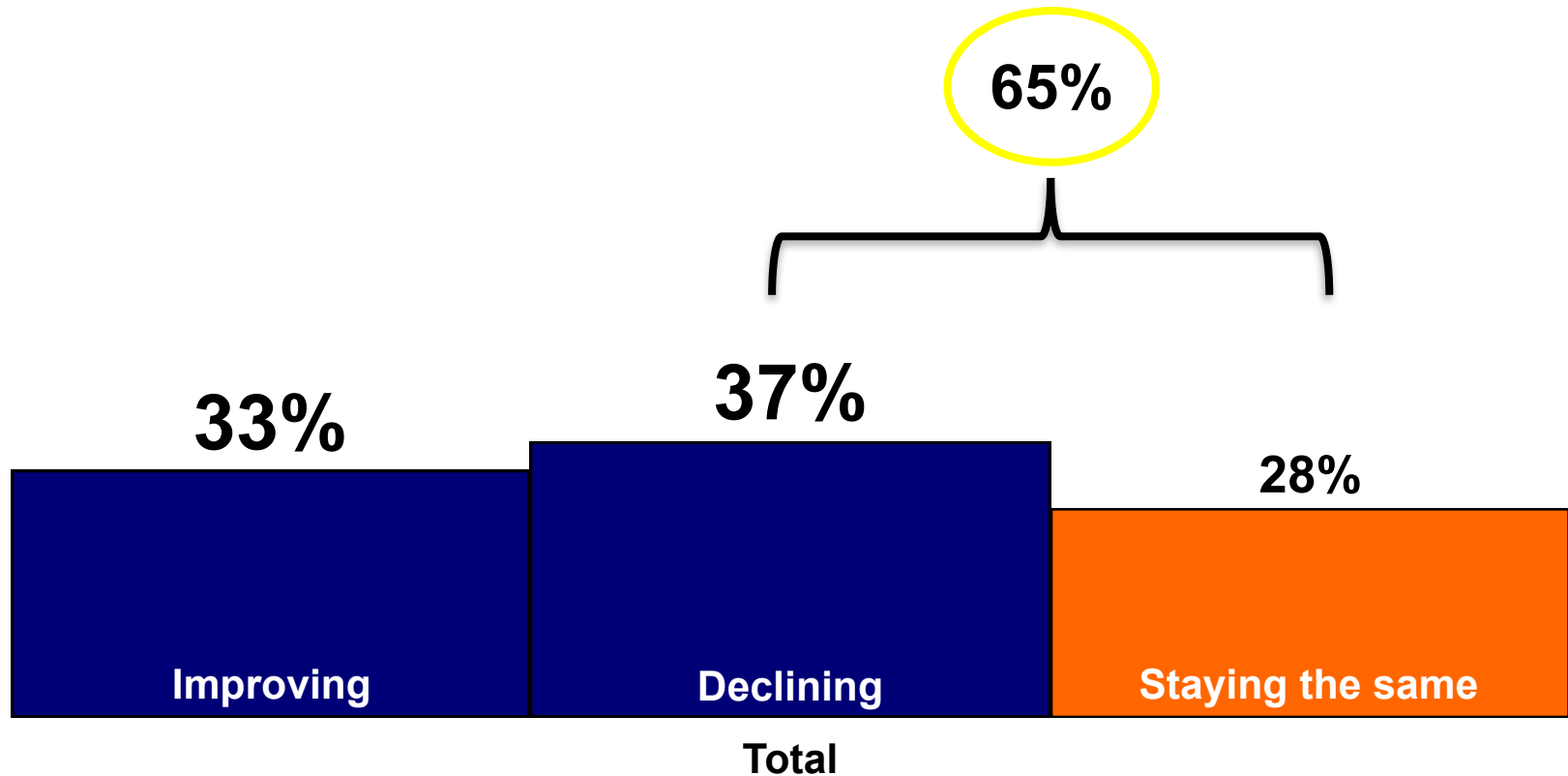
*Thinking back to when Barack Obama was elected President, did you think you'd be doing better financially than you are right now, worse financially than you are right now or about the same financially as you are right now?*



1/3 of Battleground constituents believe the economy is improving while 65% believe it is declining or staying the same.

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*In general, do you think the U.S. economy is currently improving, declining or staying the same?*



# Battleground constituents view the increase in everyday costs as the most important economic issue facing the country.

*What do you think is the most important economic issue currently facing the country?*

| <i>Top Issue</i>                                    | <b>Total</b> | <b>18-44<br/>(44%)</b> | <b>45-64<br/>(37%)</b> | <b>65+<br/>(19%)</b> | <b>GOP<br/>(36%)</b> | <b>IND<br/>(31%)</b> | <b>DEM<br/>(36%)</b> | <b>Men<br/>(49%)</b> | <b>Women<br/>(51%)</b> |
|---|--------------|------------------------|------------------------|----------------------|----------------------|----------------------|----------------------|----------------------|------------------------|
| The increase in everyday costs, including housing,  | 29%          | 40%                    | 23%                    | 15%                  | 27%                  | 30%                  | 30%                  | 29%                  | 29%                    |
| The rising gap between the rich and poor            | 20%          | 20%                    | 20%                    | 23%                  | 5%                   | 21%                  | 35%                  | 19%                  | 22%                    |
| Increasing government spending & the rising deficit | 19%          | 23%                    | 21%                    | 30%                  | 32%                  | 19%                  | 7%                   | 20%                  | 18%                    |
| Slow job growth & continued high unemployment       | 17%          | 14%                    | 17%                    | 22%                  | 24%                  | 14%                  | 12%                  | 18%                  | 15%                    |
| Globalization & the outsourcing of American jobs    | 11%          | 10%                    | 14%                    | 9%                   | 9%                   | 10%                  | 14%                  | 10%                  | 12%                    |



# A slight plurality of Battleground constituents believe Rs are more focused on job creation and growing the economy.

*Who do you think is more focused on job creation and growing the economy? President Obama and Democrats in Congress or Republicans in Congress?*

Total

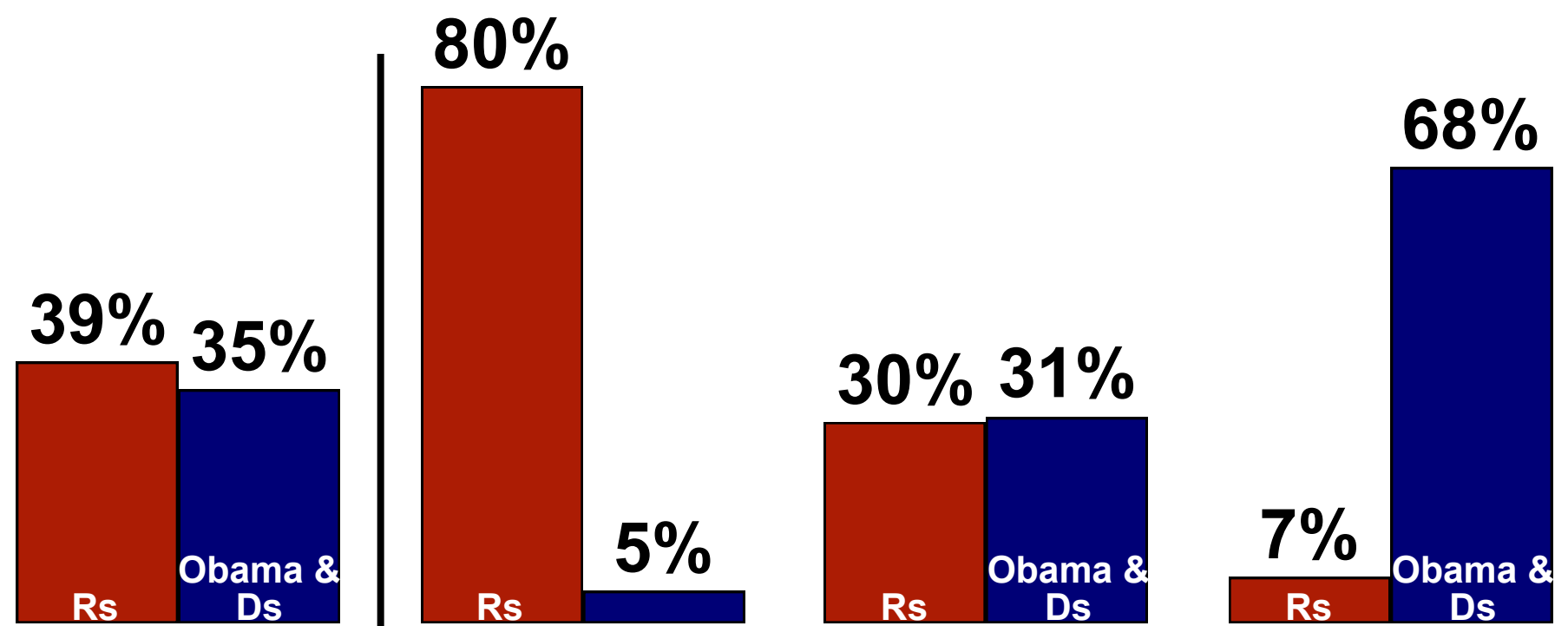
By Party

**+4**

**+75**

**-1**

**-61**



# Battleground constituents see improvement in the economy, but a strong majority don't believe we are where we should be by now.

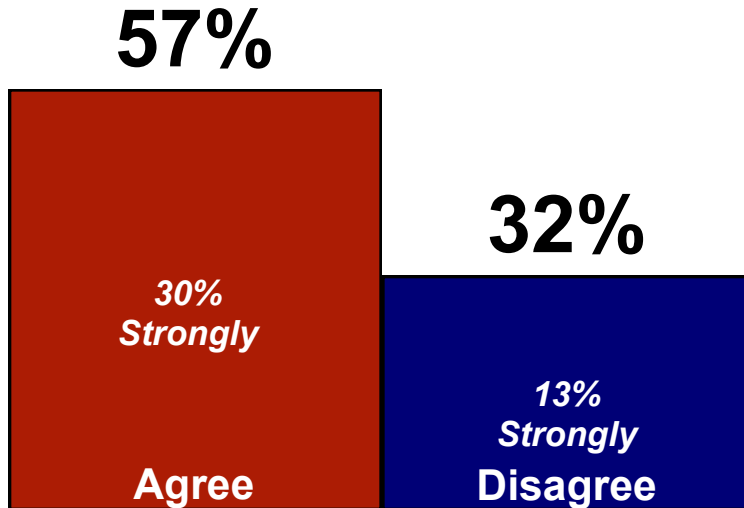
## Sample A

*While President Obama and Democrats have focused on ObamaCare, climate change, working middle class families continue to struggle and the President and Democrats don't seem to have any economic plan for the future.*

## Sample B

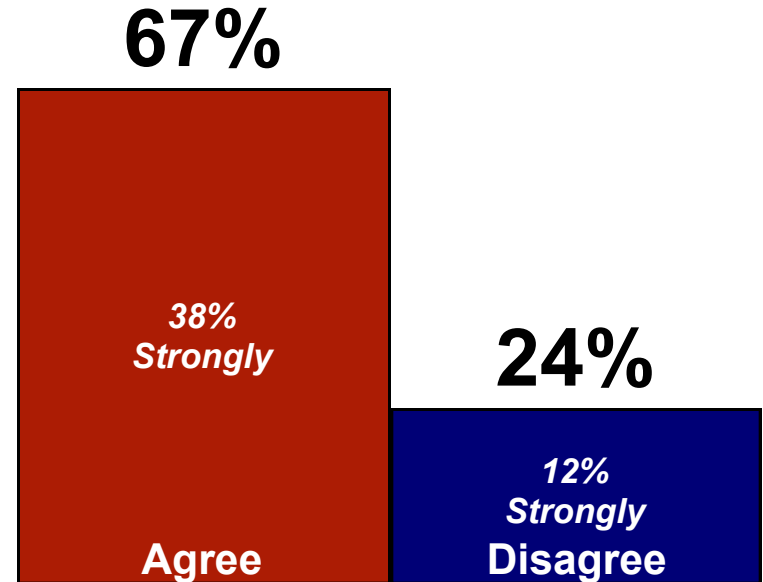
*Even though the economy has improved since 2009, we are not where we should be by now. President Obama and Democrats should have spent more time focusing on getting Americans back to work instead of passing ObamaCare.*

**+25**



Total

**+43**



Total

# Battleground'ers are split about whether gov't policies create/stifle jobs but believe gov't limits upward economic mobility.

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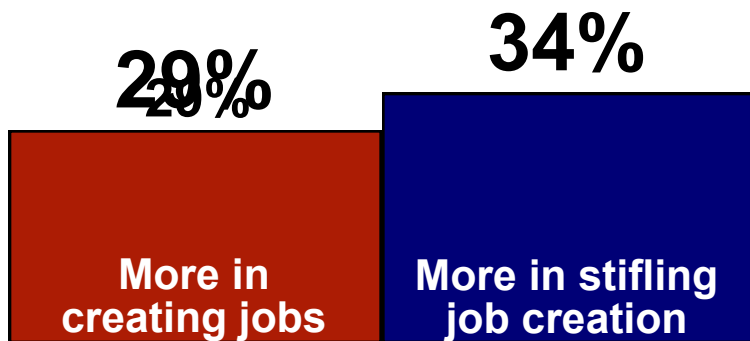
## Sample A

*Do you believe that government policies that are intended to spread the wealth result more in creating jobs or more in stifling job creation?*

## Sample B

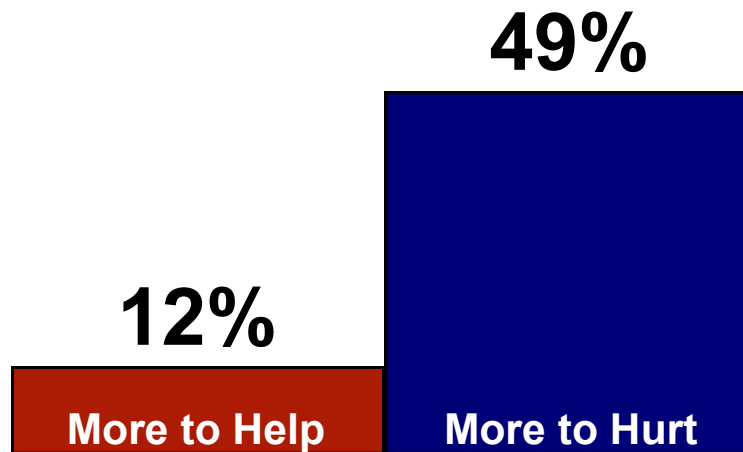
*Do you think the government does more to help or more to hurt people trying to move up the economic ladder?*

-5



Total

-37



Total

# A majority of Battleground constituents support government policies that allow Americans to keep more of what they earn.

*Which of the following do you more strongly support?*

*Approach A: Government policies designed to close the gap between the rich and the poor by asking the wealthiest Americans to pay their fair share in taxes so that everyone has a fair shot.*

*Approach B: Government policies that foster job growth and investment, encouraging entrepreneurs, and allowing hardworking Americans to keep more of what they earn.*

Total

By Party

