



AMERICAN ACTION

NETWORK

Policy Poll of Registered Voters

January 3-10, 2015



NORTH STAR
OPINION RESEARCH

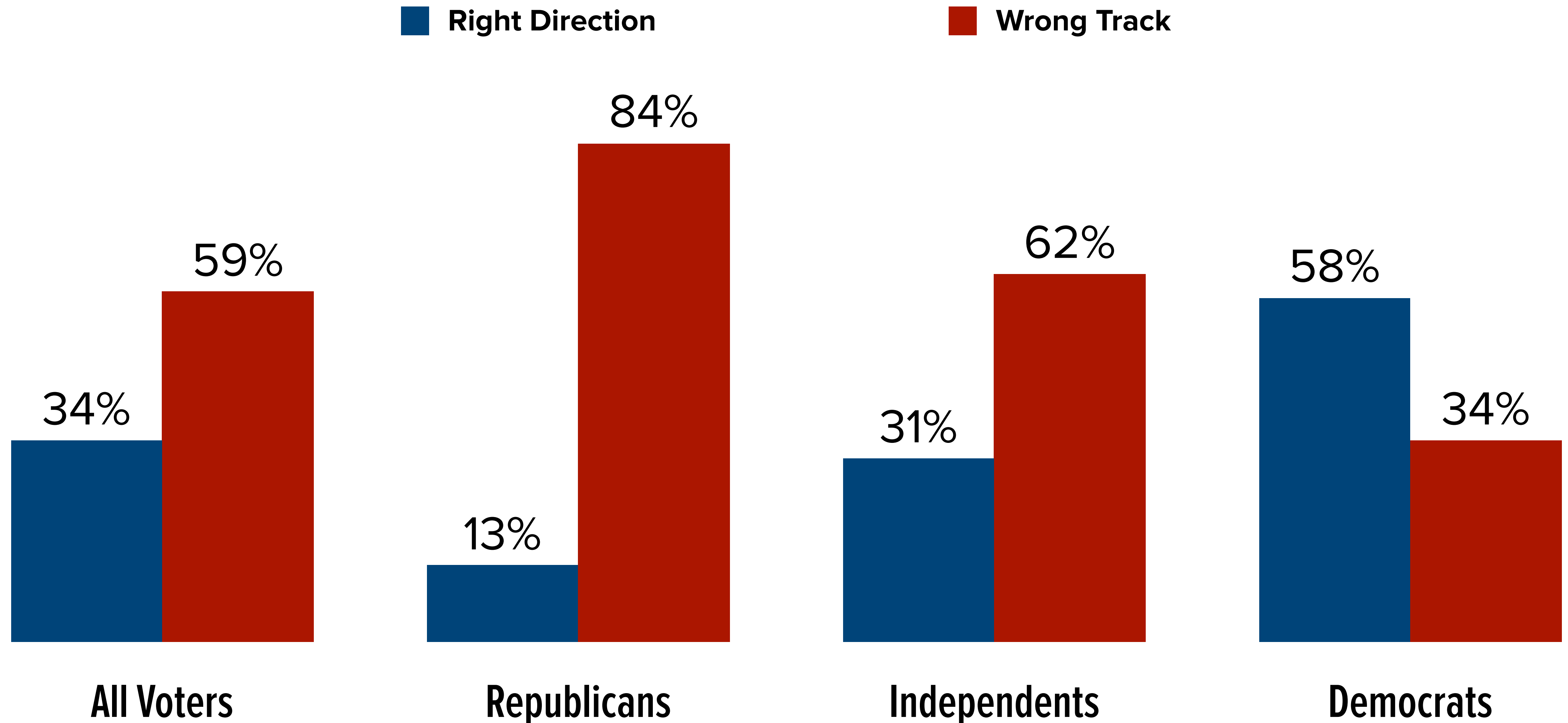
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Methodology

- Survey conducted January 3-10, 2015.
- 1328 registered voters interviewed by telephone with live interviewers. 55 percent of interviews were completed on cell phones.
- Results are weighted to a nationally representative sample of 1000.
- Margin of error is ± 3.1 percent for full sample.
- Quotas set for state, gender, race, and age to reflect past turnout.
- Party identification balance is 28% Republican, 32% Democrat, 36% independent.
- High priority policies are those with a mean of 8.0 or higher on a scale from 1 to 10; medium priority policies are those with a mean of 6.0 to 7.9; low priority policies are those with a mean below 6.0.
- High polarization policies are defined as those with a difference between the Republican and Democrat mean above 2.5.

Three-fifths of voters say the country is off on the wrong track.

Do you think the country is headed in the right direction, or have things gotten off on the wrong track?



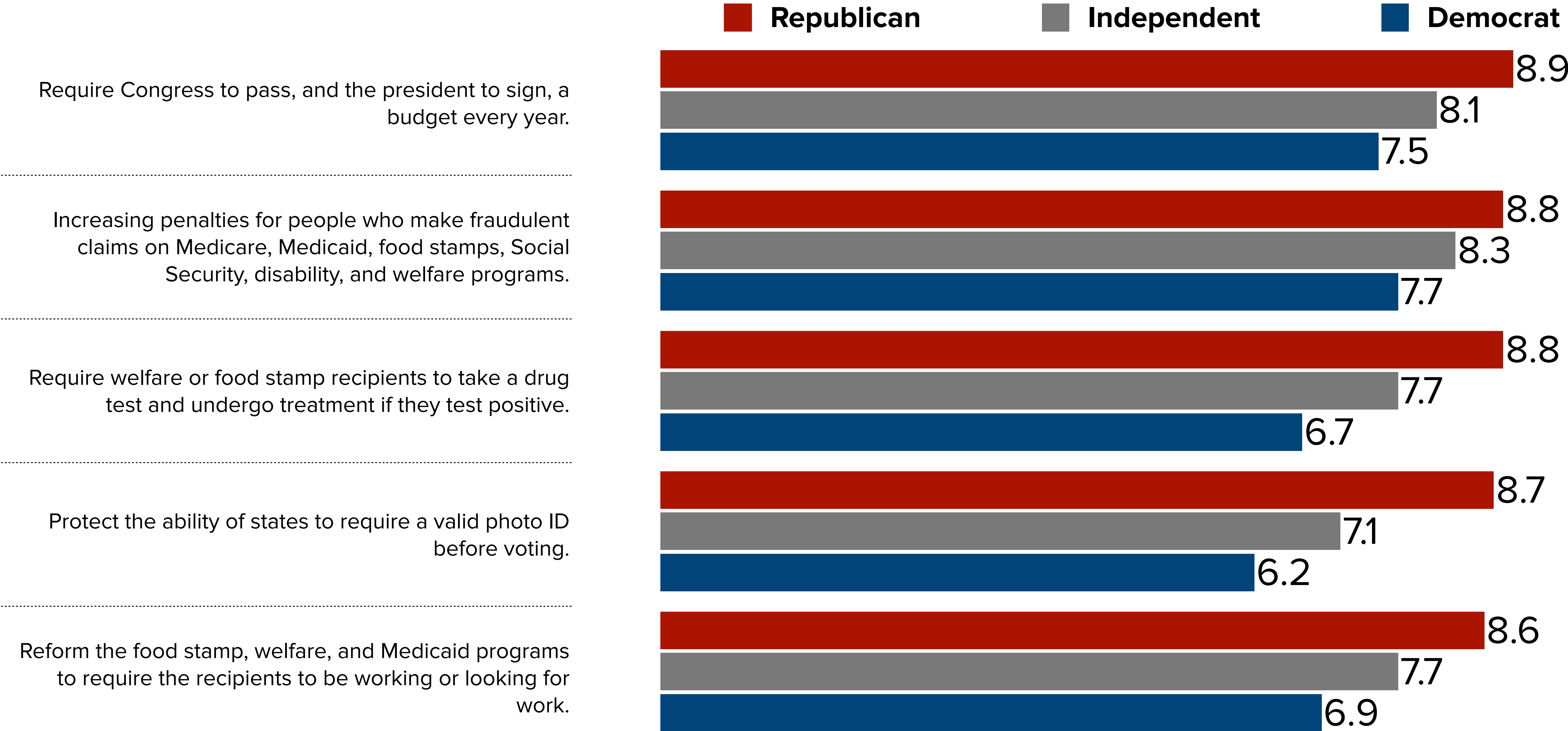
Priorities and Polarization

Voters were asked to rate a series of policy options, broken down into fourteen policy areas, using the following question wording:

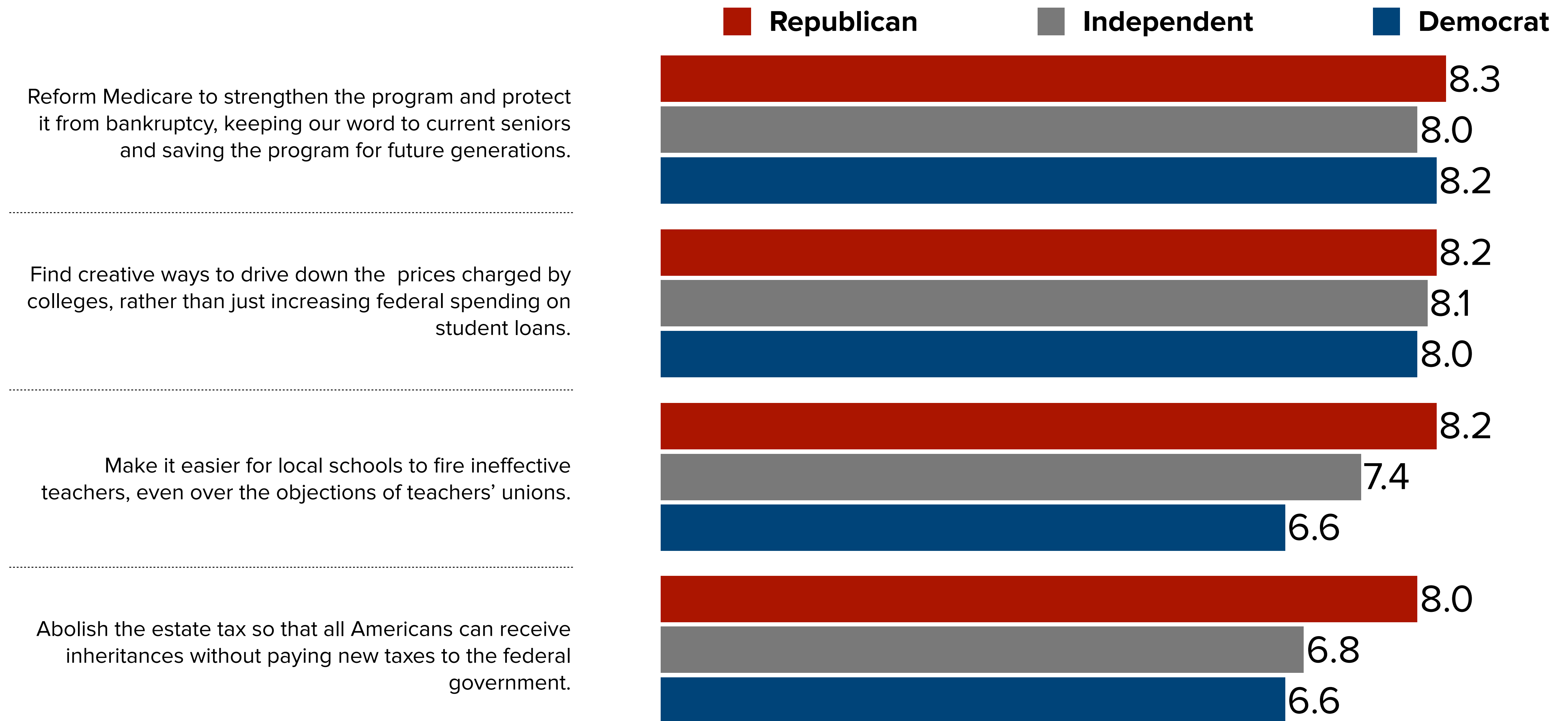
Now I would like to read you a series of policy priorities for the new Congress that begins in January. On a scale of one to ten, please rate each one in terms of how high a priority you think Congress should place on that policy. A policy with the lowest priority would be a one and a policy with the highest priority would be a ten.

We calculated polarization as the difference between the Republican and Democratic mean. Low polarization policies are good candidates for common ground. High polarization policies offer opportunities to highlight differences.

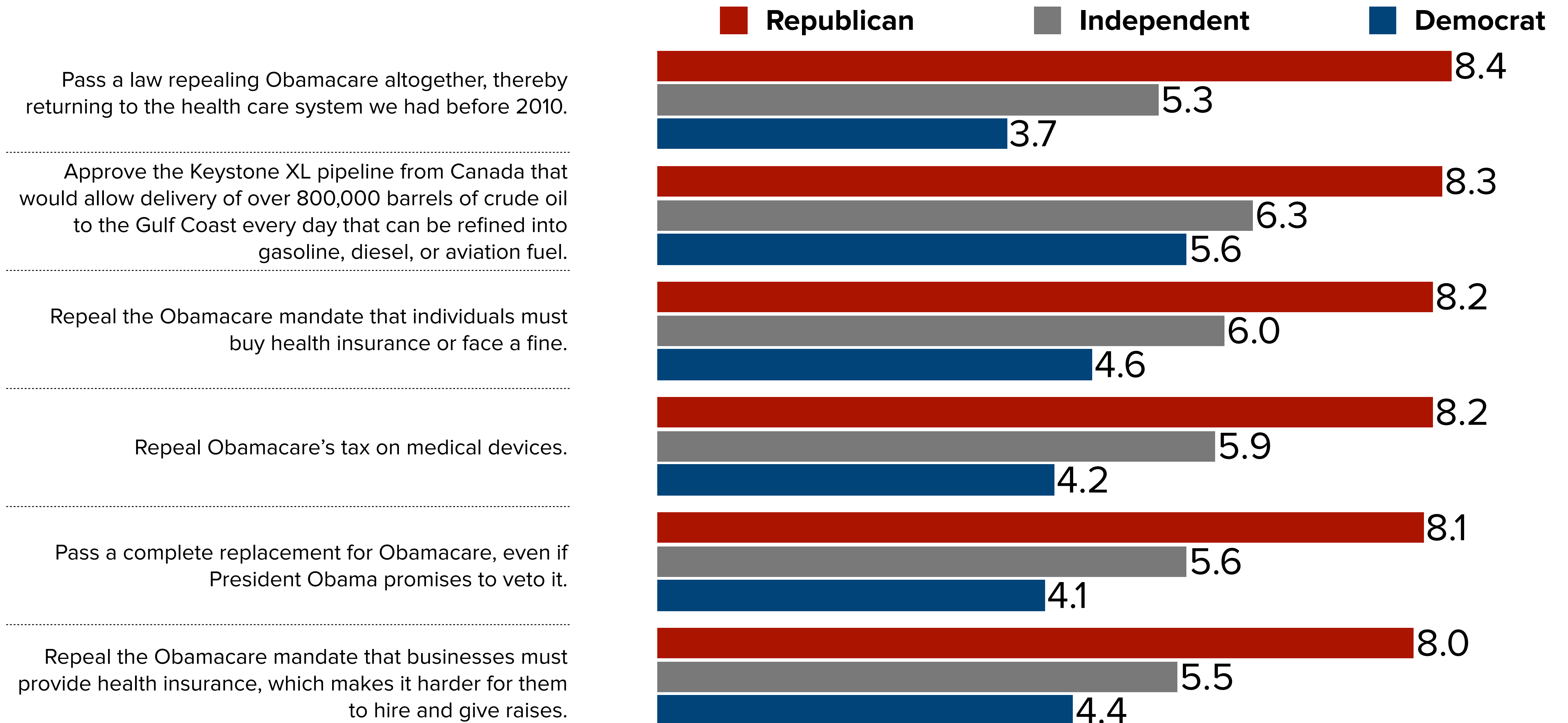
These five policies are high priorities for Republicans and top or medium priorities for Independents and Democrats.



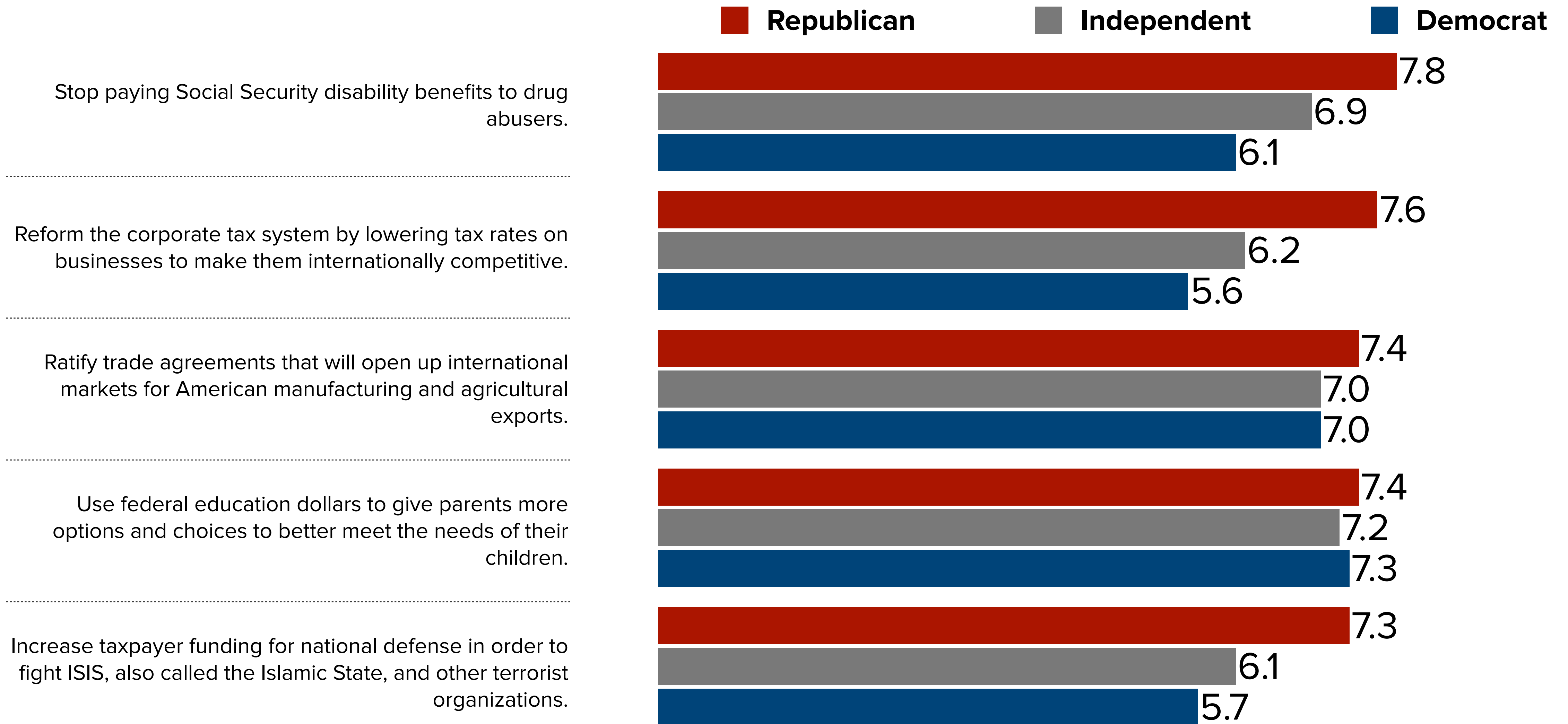
These policies also get high marks from most voters, especially reforming Medicare and lowering college costs.



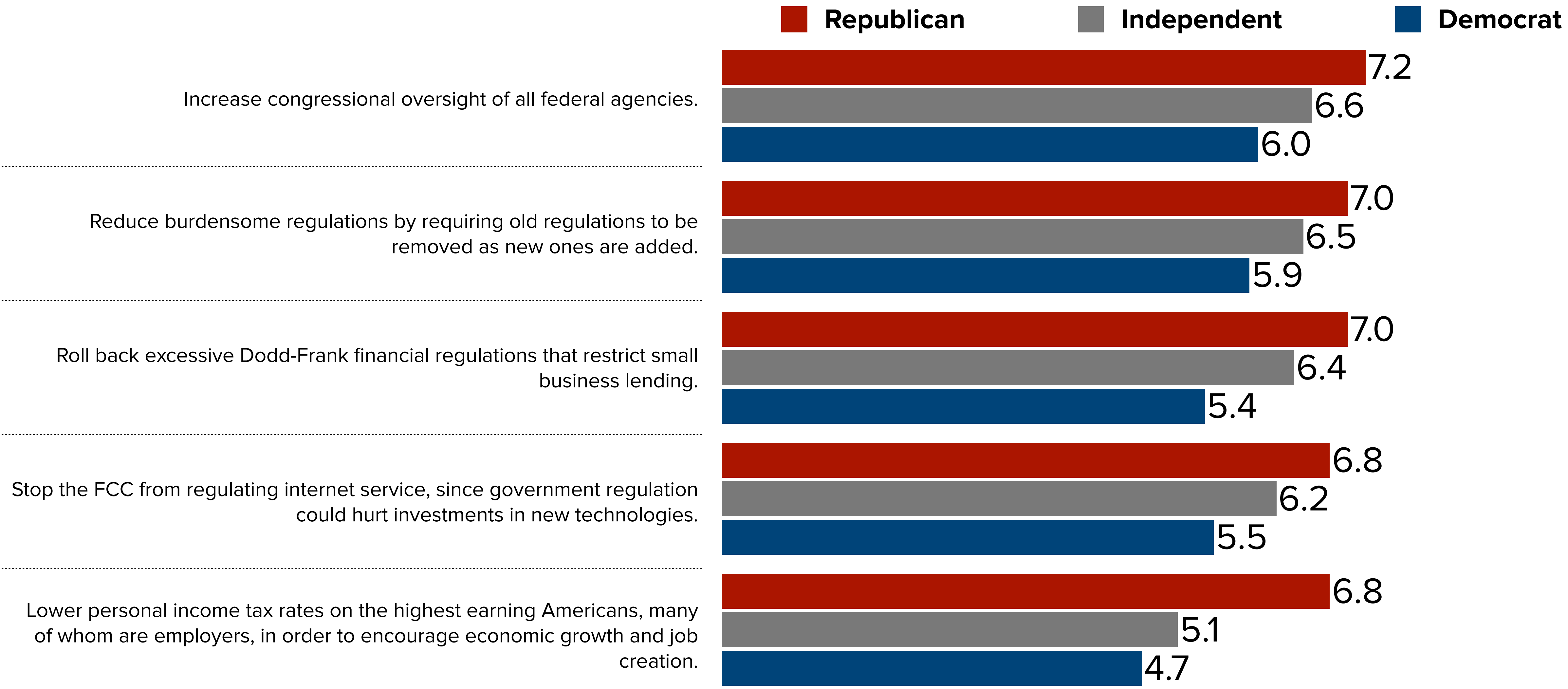
These policies are higher priorities for Republicans and Independents than Democrats.



These policies are medium priorities for Republicans and medium or low priorities for Independents and Democrats, but they are not particularly polarizing.



Increased oversight, reduced regulation, and lower tax rates are non-polarizing medium priorities.



Immigration Policies

Many immigration reform proposals are either medium or high priorities for all three groups.

