



The Associated Press-NORC
Center for Public Affairs Research

The Importance of Economic Issues

Conducted by The Associated Press-NORC Center for Public Affairs Research

Interviews: 1/14-17/2016

1,008 adults

Margin of error: +/- 3.6 percentage points at the 95% confidence level among all adults

NOTE: All results show percentages among all respondents, unless otherwise labeled.

Q31. In November, do you think you will probably vote for the Republican candidate for President, probably vote for the Democratic candidate for President or don't you think you'll vote for either candidate?

[HALF SAMPLE ASKED OPTIONS 1-2 IN REVERSE ORDER]

	AP-NORC 1/14-17/2016
The Republican candidate	39
The Democratic candidate	36
Neither/Will not vote	24
DON'T KNOW	1
SKIP/REFUSED	*

N=

1,008

Q32. How would you describe the nation's economy these days--very good, somewhat good, somewhat poor, or very poor?

	AP-NORC 1/14-17/2016
Good (NET)	46
Very good	3
Somewhat good	43
Poor (NET)	53
Somewhat poor	34
Very poor	19
DON'T KNOW	*
SKIP/REFUSED	*

N=

1,008

If DON'T KNOW/SKIP/REFUSED in Q2...

Q32A. If you had to choose, do you lean more towards the nation's economy being good or the nation's economy being poor?

Due to a small number of people answering this question, total frequencies will not be reported.

Q33. In the past month, do you think the economy has...

[HALF SAMPLE ASKED OPTIONS 1-2 IN REVERSE ORDER]

	AP-NORC 1/14-17/2016
Gotten better	18
Gotten worse	31
Stayed about the same	50
DON'T KNOW	*
SKIP/REFUSED	*
<i>N=</i>	<i>1,008</i>

Q34. In the next year, do you expect the nation's economy to get better, worse, or stay the same?

[HALF SAMPLE ASKED OPTIONS 1-2 IN REVERSE ORDER]

	AP-NORC 1/14-17/2016
Better	31
Worse	24
Stay the same	44
DON'T KNOW	*
SKIP/REFUSED	1
<i>N=</i>	<i>1,008</i>

Q35. Which party do you trust to do a better job of handling the economy?

[HALF SAMPLE ASKED OPTIONS 1-2 IN REVERSE ORDER]

	AP-NORC 1/14-17/2016
The Democrats	27
The Republicans	29
Both equally	11
Neither	33
DON'T KNOW	1
SKIP/REFUSED	*
<i>N=</i>	<i>1,008</i>

Q36. Here is a list of economic issues that some people have mentioned as ones that will be important for the next president of the United States. How important to you are each of the following?

[ITEMS RANDOMIZED]

A. Reducing unemployment

	AP-NORC 1/14-17/2016
Extremely/Very important	81
Extremely important	36
Very important	45
Somewhat important	15
Not very/Not important at all	3
Not very important	2
Not important at all	1
DON'T KNOW	*
SKIP/REFUSED	*

N=

1,008

B. Reducing the federal budget deficit

	AP-NORC 1/14-17/2016
Extremely/Very important	70
Extremely important	34
Very important	37
Somewhat important	24
Not very/Not important at all	5
Not very important	4
Not important at all	1
DON'T KNOW	*
SKIP/REFUSED	*

N=

1,008

C. Reducing poverty

	AP-NORC 1/14-17/2016
Extremely/Very important	72
Extremely important	34
Very important	38
Somewhat important	23
Not very/Not important at all	5
Not very important	3
Not important at all	1
DON'T KNOW	*
SKIP/REFUSED	*

N=

1,008

D. Reducing the gap between rich and poor

	AP-NORC 1/14-17/2016
Extremely/Very important	57
Extremely important	30
Very important	27
Somewhat important	26
Not very/Not important at all	16
Not very important	10
Not important at all	7
DON'T KNOW	*
SKIP/REFUSED	1

N=

1,008

E. Protecting the future of Social Security

	AP-NORC 1/14-17/2016
Extremely/Very important	85
Extremely important	48
Very important	37
Somewhat important	12
Not very/Not important at all	2
Not very important	1
Not important at all	1
DON'T KNOW	*
SKIP/REFUSED	*

N=

1,008

F. Reforming welfare

	AP-NORC 1/14-17/2016
Extremely/Very important	62
Extremely important	29
Very important	33
Somewhat important	30
Not very/Not important at all	7
Not very important	5
Not important at all	2
DON'T KNOW	*
SKIP/REFUSED	*

N=

1,008

G. Increasing the minimum wage

	AP-NORC 1/14-17/2016
Extremely/Very important	50
Extremely important	25
Very important	24
Somewhat important	28
Not very/Not important at all	22
Not very important	13
Not important at all	9
DON'T KNOW	*
SKIP/REFUSED	1

N=

1,008

H. Cutting tax rates

	AP-NORC 1/14-17/2016
Extremely/Very important	55
Extremely important	24
Very important	31
Somewhat important	33
Not very/Not important at all	12
Not very important	9
Not important at all	3
DON'T KNOW	*
SKIP/REFUSED	1

N=

1,008

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I. Reducing government regulation

	AP-NORC 1/14-17/2016
Extremely/Very important	48
Extremely important	20
Very important	28
Somewhat important	35
Not very/Not important at all	16
Not very important	12
Not important at all	4
DON'T KNOW	1
SKIP/REFUSED	*

N=

1,008

J. Increasing wages to keep up with the cost of living

	AP-NORC 1/14-17/2016
Extremely/Very important	69
Extremely important	33
Very important	36
Somewhat important	22
Not very/Not important at all	9
Not very important	5
Not important at all	4
DON'T KNOW	-
SKIP/REFUSED	*

N=

1,008

K. Regulating financial institutions and markets

	AP-NORC 1/14-17/2016
Extremely/Very important	54
Extremely important	21
Very important	33
Somewhat important	34
Not very/Not important at all	12
Not very important	9
Not important at all	3
DON'T KNOW	*
SKIP/REFUSED	1

N=

1,008

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Q37. For you personally, how important are each of the following as measures of how the national economy is doing:

[ITEMS RANDOMIZED]

A. The stock market index

	AP-NORC 1/14-17/2016
Extremely/Very important	44
Extremely important	16
Very important	28
Somewhat important	35
Not very/Not important at all	20
Not very important	15
Not important at all	5
DON'T KNOW	1
SKIP/REFUSED	*

N=

1,008

B. The unemployment rate or jobs report

	AP-NORC 1/14-17/2016
Extremely/Very important	65
Extremely important	23
Very important	41
Somewhat important	27
Not very/Not important at all	8
Not very important	6
Not important at all	2
DON'T KNOW	*
SKIP/REFUSED	1

N=

1,008

C. The prices of goods and services you buy

	AP-NORC 1/14-17/2016
Extremely/Very important	78
Extremely important	31
Very important	47
Somewhat important	20
Not very/Not important at all	2
Not very important	1
Not important at all	1
DON'T KNOW	-
SKIP/REFUSED	*

N=

1,008

D. Your personal finances

	AP-NORC 1/14-17/2016
Extremely/Very important	81
Extremely important	43
Very important	39
Somewhat important	13
Not very/Not important at all	5
Not very important	3
Not important at all	2
DON'T KNOW	*
SKIP/REFUSED	1

N=

1,008

E. The cost of housing

	AP-NORC 1/14-17/2016
Extremely/Very important	68
Extremely important	28
Very important	40
Somewhat important	24
Not very/Not important at all	7
Not very important	5
Not important at all	2
DON'T KNOW	*
SKIP/REFUSED	*

N=

1,008

F. Whether wages and salaries are keeping up with the cost of living

	AP-NORC 1/14-17/2016
Extremely/Very important	78
Extremely important	35
Very important	43
Somewhat important	18
Not very/Not important at all	4
Not very important	2
Not important at all	2
DON'T KNOW	*
SKIP/REFUSED	*

N=

1,008

G. The rise and fall of the country's gross domestic product

	AP-NORC 1/14-17/2016
Extremely/Very important	56
Extremely important	19
Very important	38
Somewhat important	33
Not very/Not important at all	9
Not very important	8
Not important at all	2
DON'T KNOW	1
SKIP/REFUSED	1

N=

1,008

Q38. Do you think government regulation of financial institutions and markets put in place after the 2008 financial crisis has:

[HALF SAMPLE ASKED OPTIONS 1-2 IN REVERSE ORDER]

	AP-NORC 1/14-17/2016
Gone too far	25
Not gone far enough	42
Been about right	31
DON'T KNOW	1
SKIP/REFUSED	1

N=

1,008

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Respondents randomly assigned to answer either Q39A or Q39B.

Q39A. In your view, does legal immigration:

[HALF SAMPLE ASKED OPTIONS 1-2 IN REVERSE ORDER]

	AP-NORC 1/14-17/2016
Help grow the United States economy	52
Hurt the United States economy	28
Not make much impact on the United States economy	19
DON'T KNOW	1
SKIP/REFUSED	1
<i>N=</i>	502

Q39B. In your view, does illegal immigration:

[HALF SAMPLE ASKED OPTIONS 1-2 IN REVERSE ORDER]

	AP-NORC 1/14-17/2016
Help grow the United States economy	15
Hurt the United States economy	57
Not make much impact on the United States economy	27
DON'T KNOW	*
SKIP/REFUSED	1
<i>N=</i>	506

Q40. As you may know, the federal minimum wage is currently \$7.25 an hour. Do you favor or oppose increasing the minimum wage?

	AP-NORC 1/14-17/2016
Strongly/Somewhat favor	71
Strongly favor	47
Somewhat favor	24
Neither favor nor oppose	11
Strongly/Somewhat oppose	18
Somewhat oppose	9
Strongly oppose	9
DON'T KNOW	-
SKIP/REFUSED	*
<i>N=</i>	1,008

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If favor in Q10...

Q40A. Do you favor or oppose increasing the minimum wage to \$12 an hour?

	AP-NORC 1/14-17/2016
Strongly/Somewhat favor	74
Strongly favor	51
Somewhat favor	23
Neither favor nor oppose	7
Strongly/Somewhat oppose	19
Somewhat oppose	12
Strongly oppose	7
DON'T KNOW	*
SKIP/REFUSED	1
<i>N=</i>	<i>713</i>

If favor in Q10...

Q40B. Do you favor or oppose increasing the minimum wage to \$15 an hour?

	AP-NORC 1/14-17/2016
Strongly/Somewhat favor	48
Strongly favor	34
Somewhat favor	14
Neither favor nor oppose	12
Strongly/Somewhat oppose	40
Somewhat oppose	18
Strongly oppose	22
DON'T KNOW	*
SKIP/REFUSED	*
<i>N=</i>	<i>713</i>

If oppose in Q10...

Q40C. Do you think the minimum wage should stay as it is now, be decreased or be eliminated altogether?

	AP-NORC 1/14-17/2016
Stay as it is now	67
Decreased	5
Eliminated	27
DON'T KNOW	-
SKIP/REFUSED	2
<i>N=</i>	<i>181</i>

Q41. How important to you is the issue of income inequality in the United States?

	AP-NORC 1/14-17/2016
Extremely/Very important	51
Extremely important	20
Very important	32
Somewhat important	31
Not very/Not important at all	17
Not very important	10
Not important at all	7
DON'T KNOW	-
SKIP/REFUSED	1

N=

1,008

Q42. On the whole, do you think it should or should not be the government's responsibility to reduce income differences between the rich and poor?

	AP-NORC 1/14-17/2016
Should be (NET)	56
Definitely should be	20
Probably should be	36
Should not be (NET)	43
Probably should not be	23
Definitely should not be	20
DON'T KNOW	*
SKIP/REFUSED	1

N=

1,008

Q43. In the last year, has your financial situation gotten better, worse, or has it stayed the same?

[HALF SAMPLE ASKED OPTIONS 1-2 IN REVERSE ORDER]

	AP-NORC 1/14-17/2016
Gotten better	22
Gotten worse	28
Stayed the same	50
DON'T KNOW	-
SKIP/REFUSED	1

N=

1,008

Q44. In the next year, do you expect your financial situation to get better, worse, or stay the same?

[HALF SAMPLE ASKED OPTIONS 1-2 IN REVERSE ORDER]

	AP-NORC 1/14-17/2016
Better	41
Worse	13
Stay the same	46
DON'T KNOW	*
SKIP/REFUSED	*

N=

1,008

S1. Are you currently registered to vote at your address, or not?

	AP-NORC 1/14-17/2016
Yes	77
No	23
DON'T KNOW	*
SKIP/REFUSED	*

N=

1,008

LV5. In which party's 2016 presidential primary or caucuses are you most likely to vote, or are you not likely to vote in a 2016 presidential primary or caucus at all?

	AP-NORC 1/14-17/2016
Democratic	37
Republican	45
Neither	9
Not likely to vote	9
DON'T KNOW	1
SKIP/REFUSED	*

N=

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PID1. Do you consider yourself a Democrat, a Republican, an Independent or none of these?

	AP-NORC 1/14-17/2016
Democrat	30
Republican	27
Independent	25
None of these	18
DON'T KNOW	*
SKIP/REFUSED	1

N= 1,008

If Independent, None of these, or Don't Know/Skip/Refused in PID1

PIDI. Do you lean more toward the Democrats or the Republicans?

	AP-NORC 1/14-17/2016
Lean Democrat	28
Lean Republican	26
Don't lean	45
DON'T KNOW	1
SKIP/REFUSED	1

N= 440

G11B. Generally speaking, do you consider yourself a...?

	AP-NORC 1/14-17/2016
Liberal	20
Conservative	34
Moderate	44
DON'T KNOW	1
SKIP/REFUSED	2

N= 1,008

DM5. Which one of the following best describes where you live?

	AP-NORC 1/14-17/2016
Urban area	24
Suburban area	48
Rural area	28
DON'T KNOW	*
SKIP/REFUSED	*

N= 1,008

AGE

	AP-NORC 1/14-17/2016
18-24	12
25-34	18
35-44	16
45-54	17
55-64	18
65-74	11
75+	8

N= 1,008

GENDER

	AP-NORC 1/14-17/2016
Male	48
Female	52

N= 1,008

RACE/ETHNICITY

	AP-NORC 1/14-17/2016
White	65
Black or African American	12
Hispanic	16
Other	8

N= 1,008

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MARITAL STATUS

	AP-NORC 1/14-17/2016
Married	50
Widowed	6
Divorced	12
Separated	3
Never married	22
Living with partner	7

N= 1,008

EMPLOYMENT STATUS

	AP-NORC 1/14-17/2016
Employed	58
Not employed	42

N= 1,008

EDUCATION

	AP-NORC 1/14-17/2016
Less than a high school diploma	12
High school graduate or equivalent	30
Some college	27
College graduate or above	31

N= 1,008

INCOME

	AP-NORC 1/14-17/2016
Under \$10,000	6
\$10,000 to under \$20,000	12
\$20,000 to under \$30,000	13
\$30,000 to under \$40,000	10
\$40,000 to under \$50,000	10
\$50,000 to under \$75,000	16
\$75,000 to under \$100,000	14
\$100,000 to under \$150,000	12
\$150,000 or more	7

N= 1,008

AP-NORC Center for Public Affairs Research Poll

Study Methodology

This survey was conducted by The Associated Press-NORC Center for Public Affairs Research and with funding from NORC at the University of Chicago. Data were collected using the AmeriSpeak Panel, which is a probability-based panel designed to be representative of the U.S. household population. The survey was part of a larger omnibus survey that included questions about other topics not included in this report. During the initial recruitment phase of the panel, randomly selected U.S. households were sampled with a known, non-zero probability of selection from the NORC National Sample Frame and then contacted by U.S. mail, email, telephone, and field interviewers (face-to-face).

Interviews for this survey were conducted between January 14-17, 2016, with adults age 18 and over from the 50 states and the District of Columbia. Panel members were randomly drawn from the AmeriSpeak Panel, and 1,008 completed the survey—824 via the web and 184 via telephone. The final stage completion rate is 29.4 percent, the weighted household panel response rate is 36.9 percent, and the weighted household panel retention rate is 98 percent, for a cumulative response rate of 10.6 percent. The overall margin of sampling error is +/- 3.6 percentage points at the 95 percent confidence level, including the design effect. The margin of sampling error may be higher for subgroups.

Once the sample has been selected and fielded, and all the study data has been collected and made final, a poststratification process is used to adjust for any survey nonresponse as well as any non-coverage or under- and oversampling resulting from the study-specific sample design. Poststratification variables included age, gender, Census division, race/ethnicity, and household phone status. The weighted data, which reflect the U.S. population of adults age 18 and over, were used for all analyses.

About the Associated Press-NORC Center for Public Affairs Research

The AP-NORC Center for Public Affairs Research taps into the power of social science research and the highest-quality journalism to bring key information to people across the nation and throughout the world.

- The Associated Press (AP) is the world's essential news organization, bringing fast, unbiased news to all media platforms and formats.
- NORC at the University of Chicago is one of the oldest and most respected, independent research institutions in the world.

The two organizations have established the AP-NORC Center for Public Affairs Research to conduct, analyze, and distribute social science research in the public interest on newsworthy topics, and to use the power of journalism to tell the stories that research reveals.

The founding principles of the AP-NORC Center include a mandate to carefully preserve and protect the scientific integrity and objectivity of NORC and the journalistic independence of AP. All work conducted by the Center conforms to the highest levels of scientific integrity to prevent any real or perceived bias in the research. All of the work of the Center is subject to review by its advisory committee to help

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ensure it meets these standards. The Center will publicize the results of all studies and make all datasets and study documentation available to scholars and the public.