



The Associated Press-NORC  
Center for Public Affairs Research

# **Americans Want an Issues-Based Campaign, but Don't Always Agree on which Issues Matter Most**

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

*Interviews: 9/15-18/2016*

*1,022 adults*

*Margin of error: +/- 3.7 percentage points at the 95% confidence level among all adults*

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

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*Some questions held for future release.*

**Q7. How important are each of the following issues to you personally?**

**[ITEMS RANDOMIZED; EACH RESPONDENT SHOWN 9 ITEMS]**

AP-NORC 9/15-18/2016	Not important at all	Not very important	<b>Not imp. at all/not very imp. NET</b>	<b>Somewhat important</b>	Very important	Extremely important	<b>Extremely/ very imp. NET</b>	DK	Ref.
Health care (N=509)	1	2	<b>4</b>	<b>15</b>	42	39	<b>81</b>	-	*
Social Security (N=502)	2	2	<b>4</b>	<b>16</b>	39	40	<b>79</b>	-	1
Education (N=518)	1	3	<b>4</b>	<b>17</b>	39	39	<b>78</b>	-	*
Terrorism and homeland security (N=515)	1	3	<b>4</b>	<b>18</b>	34	44	<b>78</b>	-	1
Economic growth (N=494)	2	3	<b>5</b>	<b>19</b>	44	31	<b>75</b>	-	1
Crime (N=523)	2	2	<b>4</b>	<b>21</b>	39	36	<b>75</b>	-	*
Poverty (N=525)	3	4	<b>7</b>	<b>22</b>	44	27	<b>71</b>	-	1
Taxes (N=505)	4	2	<b>6</b>	<b>23</b>	41	29	<b>70</b>	-	1
Unemployment (N=510)	2	5	<b>8</b>	<b>23</b>	43	26	<b>69</b>	-	1
The national debt (N=499)	2	4	<b>6</b>	<b>25</b>	38	29	<b>67</b>	*	1
Foreign policy (N=511)	3	4	<b>7</b>	<b>30</b>	42	20	<b>62</b>	*	1
Immigration (N=498)	2	9	<b>12</b>	<b>27</b>	32	28	<b>61</b>	*	*
Supreme Court appointments (N=515)	5	9	<b>14</b>	<b>24</b>	35	26	<b>61</b>	*	*
Gun control (N=498)	7	10	<b>17</b>	<b>23</b>	30	29	<b>59</b>	*	*
Racism (N=529)	8	9	<b>17</b>	<b>23</b>	32	27	<b>59</b>	*	1
The environment and climate change (N=522)	6	10	<b>16</b>	<b>25</b>	35	23	<b>58</b>	-	2
Income inequality (N=508)	8	9	<b>17</b>	<b>25</b>	32	26	<b>58</b>	-	*
International trade agreements (N=517)	5	11	<b>15</b>	<b>33</b>	38	13	<b>51</b>	1	*

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**Q9. For each of the following individuals, please tell me if you have a favorable or unfavorable impression of that person. If you don't know enough about the person to have an opinion, you can say that too.**

**AP-NORC 9/15-18/2016**

AP-NORC 9/15-18/2016	<b>Very/ Somewhat fav. NET</b>	Very favorable	Somewhat favorable	<b>Very/ Somewhat unfav. NET</b>	Somewhat unfavorable	Very unfavorable	DK	Ref.
Hillary Clinton	<b>37</b>	18	19	<b>57</b>	15	42	5	1
Donald Trump	<b>30</b>	12	18	<b>67</b>	13	53	3	*

*N=1,022*

**AP-NORC 8/11-14/2016**

AP-NORC 8/11-14/2016	<b>Very/ Somewhat fav. NET</b>	Very favorable	Somewhat favorable	<b>Very/ Somewhat unfav. NET</b>	Somewhat unfavorable	Very unfavorable	DK	Ref.
Hillary Clinton	<b>43</b>	23	20	<b>51</b>	11	40	6	*
Donald Trump	<b>23</b>	16	7	<b>71</b>	11	59	6	*

*N=1,096*

**Q10. For each of the following, please say if each of the following words describes or does not describe how you feel about the 2016 presidential election.**

[ITEMS RANDOMIZED]

**AP-NORC 9/15-18/2016**

	Does describe	Does not describe	DK	Ref.
Frustrated	75	24	-	1
Interested	69	30	*	1
Angry	56	43	-	1
Helpless	52	47	*	1
Hopeful	42	56	-	1
Bored	28	71	*	1
Excited	25	73	*	2
Proud	18	80	*	1

*N=1,022*

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Q10 continued...

AP-NORC 5/12-15/2016

	Does describe	Does not describe	DK	Ref.
Frustrated	70	28	1	1
Interested	65	32	1	2
Helpless	55	42	1	2
Angry	52	46	1	2
Hopeful	37	60	1	2
Bored	31	66	1	2
Excited	23	74	1	3
Proud	13	83	1	3

N=1,060

Q11. In general, do you think the presidential campaign this year is focusing too much, about the right amount or too little on:

[ITEMS RANDOMIZED]

AP-NORC 9/15-18/2016	Too much NET	A lot too much	Somewhat too much	About the right amount	Too little NET	Somewhat too little	A lot too little	DK	Ref.
The candidates' personal qualities and characteristics	52	27	25	21	26	13	13	1	*
The candidates' experience and qualifications for the job	18	6	12	27	54	29	24	1	1
Policies and issues that matter most for you personally	7	2	5	26	65	35	30	1	*

N=1,022

**Q17. How much attention have you paid to the 2016 Presidential campaign so far?**

[HALF ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	AP-NORC 9/15-18/2016
<b>A lot/A good deal NET</b>	<b>59</b>
A lot	26
A good deal	33
<b>Some</b>	<b>27</b>
<b>Not much/None NET</b>	<b>14</b>
Not much	11
None	3
DON'T KNOW	-
SKIP/REFUSED	*
<i>N=</i>	<i>1,022</i>

**Q18. Do you think the news media is paying too much, the right amount or too little attention to election campaign for offices other than president in your state this year?**

	AP-NORC 9/15-18/2016
<b>Too much NET</b>	<b>23</b>
A lot too much	9
Somewhat too much	14
<b>Right amount</b>	<b>30</b>
<b>Too little NET</b>	<b>46</b>
Somewhat too little	30
A lot too little	15
DON'T KNOW	1
SKIP/REFUSED	*
<i>N=</i>	<i>1,022</i>

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

	AP-NORC 9/15-18/2016
Democrat	35
Republican	28
Independent	24
None of these	13
DON'T KNOW	-
SKIP/REFUSED	*
<i>N=</i>	1,022

*If Democrat in PID1...*

**PIDA. Do you consider yourself a strong Democrat or a moderate Democrat?**

	AP-NORC 9/15-18/2016
Strong Democrat	43
Moderate Democrat	57
DON'T KNOW	-
SKIP/REFUSED	*
<i>N=</i>	385

*If Republican in PID1...*

**PIDB. Do you consider yourself a strong Republican or a moderate Republican?**

	AP-NORC 9/15-18/2016
Strong Republican	41
Moderate Republican	59
DON'T KNOW	*
SKIP/REFUSED	-
<i>N=</i>	253

*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 9/15-18/2016
Lean Democrat	31
Lean Republican	32
Don't lean	35
DON'T KNOW	-
SKIP/REFUSED	1
<i>N=</i>	384

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**POLITICS. Combines PID1, PIDI, PIDa, and PIDb.**

	AP-NORC 9/15-18/2016
<b>Democrat NET</b>	<b>47</b>
Strong Democrat	15
Moderate Democrat	20
Lean Democrat	12
<b>Independent/None – Don't lean</b>	<b>13</b>
<b>Republican NET</b>	<b>39</b>
Lean Republican	12
Moderate Republican	16
Strong Republican	11
Unknown	1

N=

1,022

**AGE**

	AP-NORC 9/15-18/2016
18-24	12
25-34	17
35-44	15
45-54	18
55-64	18
65-74	13
75+	7

N=

1,022

**GENDER**

	AP-NORC 9/15-18/2016
Male	48
Female	52

N=

1,022

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**RACE/ETHNICITY**

	AP-NORC 9/15-18/2016
White	64
Black or African American	12
Hispanic	16
Other	8

N= 1,022

**MARITAL STATUS**

	AP-NORC 9/15-18/2016
Married	46
Widowed	7
Divorced	15
Separated	2
Never married	24
Living with partner	7

N= 1,022

**EMPLOYMENT STATUS**

	AP-NORC 9/15-18/2016
Employed	57
Not employed	43

N= 1,022

**EDUCATION**

	AP-NORC 9/15-18/2016
Less than a high school diploma	12
High school graduate or equivalent	29
Some college	28
College graduate or above	32

N= 1,022



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**INCOME**

	AP-NORC 9/15-18/2016
Under \$10,000	5
\$10,000 to under \$20,000	9
\$20,000 to under \$30,000	12
\$30,000 to under \$40,000	11
\$40,000 to under \$50,000	8
\$50,000 to under \$75,000	20
\$75,000 to under \$100,000	12
\$100,000 to under \$150,000	14
\$150,000 or more	8

N=

1,022

## **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 AmeriSpeak Omnibus®, a monthly multi-client survey using NORC's probability-based panel designed to be representative of the U.S. household population. The survey was part of a larger study 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 September 15 and 18, 2016 with adults age 18 and over representing the 50 states and the District of Columbia. Panel members were randomly drawn from AmeriSpeak, and 1,022 completed the survey—821 via the web and 201 via telephone. The final stage completion rate is 29.6 percent, the weighted household panel response rate is 26.2 percent, and the weighted household panel retention rate is 95.0 percent, for a cumulative response rate of 7.4 percent. The overall margin of sampling error is +/- 3.7 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 have 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 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.