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Effects of political issues on voting

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Effects of political issues on voting

Abstract

Due to the historic unusualness of the recent 2016 presidential election, many are unsure of what to think of the political climate in the United States. Many of the well respected polling organizations were incorrect about the outcome of the election, and this has led many to question what the issues people find most relevant when voting are. One of the reasons they were so off is because many experts didn't believe someone could act the way Donald Trump acted, and still win. Of course, they were wrong and he is not the current President. In hopes of answering why his behavior didn't cost him the election, the purpose of this study is to determine the factors that are most important to people when voting for elected officials. The factors that I focused specifically were social issues, economic issues, and international issues. I created the survey in the hope that I would be able to determine which issues are most important to each respondent. It will also help to see whether people tend to agree with one political party on all of these issues, or perhaps people support issues from opposing parties and choose the party that shares their opinion on their most important issue. This study should help to answer which of these factors is most important in driving people to vote for candidates, and whether these important factors are different for people of differing wealth, age, education, sex, and political identity. The hope is that this can provide a better understanding in the future to what issues are important to these various groups and which issues are most likely to encourage voting. This would mean fewer surprises in predictive polling data for future elections.

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By

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Purpose and Method

Due to the historic unusualness of the recent 2016 presidential election, many are unsure of what to think of the political climate in the United States. Many of the well respected polling organizations were incorrect about the outcome of the election, and this has led many to question what the issues people find most relevant when voting are. One of the reasons they were so off is because many experts didn't believe someone could act the way Donald Trump acted, and still win. Of course, they were wrong and he is not the current President. In hopes of answering why his behavior didn't cost him the election, the purpose of this study is to determine the factors that are most important to people when voting for elected officials. The factors that I focused specifically were social issues, economic issues, and international issues. I created the survey in the hope that I would be able to determine which issues are most important to each respondent. It will also help to see whether people tend to agree with one political party on all of these issues, or perhaps people support issues from opposing parties and choose the party that shares their opinion on their most important issue. This study should help to answer which of these factors is most important in driving people to vote for candidates, and whether these important factors are different for people of differing wealth, age, education, sex, and political identity. The hope is that this can provide a better understanding in the future to what issues are important to these various groups and which issues are most likely to encourage voting. This would mean fewer surprises in predictive polling data for future elections.

The survey begins by asking identity questions to help categorize the participants for later in the study. The second section of the survey involves asking participants

various issues meant to divide them between conservative and liberal policies, and see if this lines up with how they identify themselves (democratic or republican). It also has three paragraph questions that ask each participant to choose between two candidates. Each candidate has two primary issues, and they have one issue which is conservative and one that is liberal. The opposing candidate has the opposite stances on the issues. These questions are used to identify which issues are most important to the participant. For example, if an identified liberal participant chooses a candidate with a conservative economic policy but a liberal social policy over a candidate with a liberal economic policy and conservative social policy, we can conclude that the participant values social policies over economic policies. The final question compares a strong social policy to a strong economic policy, each at the expense of the other.

To collect the needed data for this study it was necessary to reach a wide range of diverse people across the United States for a random-sample poll. To achieve this I used a third-party service, Amazons M-Turk to have my survey distributed and answered anonymously. Prior to taking the survey those given the survey were made aware that its purpose is for academic research, that participation is optional, and that while it is absolutely anonymous the data from their survey will be reviewed and used in the completion of this study. The survey was completely anonymous and no identifiable information was collected from participants. The survey itself and all data collected on it was created and stored on SurveyMonkey.com. This is where I was able to break up the data by comparing various factors and how they answered different questions. In total I received 501 respondents. The following is the data I collected and the information I was able to discover.

Demographics

The survey was only distributed on Amazons M-Turk service, so all respondents were from this service. M-Turk is an online service that allows individuals to complete short tasks for small compensation. To take my survey each individual was paid \$0.25. There was also a set requirement to take the survey requiring each individual to be a United States citizen, above 18 years of age, and have a previous assignment approval rating on the M-Turk sight of 95% (this is to ensure that they are trustworthy participant in the survey).

While these requirements are all necessary to gain useful data on the large population I needed, there are some issues. These individuals are all people who do online tasks such as surveys for money. Whether they do this for their entire income, to supplement their income, or simply for fun, this is a rather specific group of people. However, this service has been used by academics from many fields and is well regarded as providing good data. My respondents were slightly more female than male, and predominantly in the 30-49 year age group (roughly 50%) with another quarter in the 18-29 year age group. Overall there was also a 19 point gap in favor of the Democratic side. With that in mind I believe that there are many important points we can see throughout the data collected.

Previous Research

To help make sense of some of this data as well as see more trends over time, I also looked into a few other studies on the subject of the gender gap in political views, which seems to be the main factor in peoples voting patterns, according to my results. Specifically on issues that divided the parties, such as the gender gap and social issues, and how this might explain Donald Trump's unexpected success.

In previous studies on the gender gap on a global scale, the conclusion was that the reason behind this left lean in women voters is due to the modernization process in developed nations such as the United States (Norris). However, it is important to note much of this gap seems to be due to a drastic move to the left overtime by women, with a much more stable position by men overtime (Norris). In fact, women originally were more right-wing; however in most devolved countries there seems to be a continuous slide to the left. This is likely due to shifts in value changes to more equalitarian ways of thinking, which would explain why female respondents were more in favor of policies such as affirmative action than the male respondents. More so, the gender gap in the 2016 presidential election was the largest it has been since the election of 1996, at 11 points, and it is possible Clinton may have lost some of the "Leaning Democratic" male demographic we saw in my data.

The issue of political divides within the parties themselves has also been looked at in more detail in a study conducted by The Washington Post. In their study they found various political subgroups within the party that were divided on social issues, religious issues, and economic issues. They also found that the amount of "strong" supporters had increased 20 points since a similar survey that had been done fourteen years prior (Balz

and Cohen). The most striking divide was on the issue of whether the government controls too much of daily life, which the percentage of Republicans agreeing from 24% to 63% and Democrats disagreement doubling in the same time (Balz and Cohen). This seems to fall in line with the theory that many republicans were happy to vote for Trump because he was seen as an outsider. On international issues, we also see a bipartisan agreement in more isolation on a global scale (Balz and Cohen), which is a position Donald Trump was very vocal about throughout his campaign. As for the party split, it is much similar to the data in my own study. The subgroups which placed high value on social issues in voting were more likely to be on the extreme right or left, while those who voted based on economic issues would lean more towards the center.

I also looked into research done by Pew Research for further clarity on the recent election and its results. Their data revealed that while Clinton was believed to be able to do a better job in a majority of the categories listed, Trump won in the three important categories; improving the economy, reducing special interest influence, and protecting from future terrorist attacks (2016 Campaign, Pew). All of these are categories that would gain Trump wide republican and even moderate support, which distrusts the government, cares predominantly about economic issues, and wishes to have a more closed door immigration policy. For republican voters, the only issue that they felt Clinton would be better on was race relations (2016 Campaign, Pew), which did not seem to be an important factor they looked at when voting. We also see that the majority of supporters did not strongly support their candidate, and even more were unhappy with their candidate; however the inability to see a chance of supporting the opposing candidate was greater than ever before (2016 Campaign, Pew). Interestingly, when asked if average

republicans generally agree with Trump on his positions, 30% of republicans responded “no” and 67% of democrats responded “no”, showing that while there was a clear dislike for him in his own party, the level of dislike was smaller than imagined (2016 Campaign, Pew). This plays into the fact that many people didn’t believe Trump was as popular as he ended up being, but as the rest of the data shows on the policies that mattered to voters Trump was largely successful.

From my own respondents we see that the most important issues for Republicans is by far economic issues. Many of Trumps economic policies were common Republican ideas that both moderate and far right leaning Republicans agreed with, even if some disagreed with him on his social policies. A popular theory advocated by political scientist Arthur Lupia suggests that voters are not unaware of their candidates disagreeable traits, but simply that the good traits on issues they care more about outweigh these less significant bad traits (Lupia). Following this logic it makes sense that many Republicans would not be swayed by his “tell it like it is” talk or unpopular social ideas, because the economy was the most important. The other option of course is that the Republican voters were simply wrong about Donald Trump being the best candidate, and valued the wrong things when voting, a much more pessimistic theory popularized by Larry Bartels in his article reviewing the Bush tax cut of 2001 (Bartels). This view of course is more subjective, implying that there is a “right” and “wrong” way to be the President and that everyone’s measurements for what that is are the same, and that the issues some people focus on are wrong or misguided (Reedy). One could argue that Trump would be unable to bring about the economic policies that his voters want of him, however given the alternative was Hillary Clinton, it seems likely that the Moderate

Republicans would have been correct in choosing Trump over the alternative, even if his policy success was unlikely.

So if many of Trump's social and international policies weren't popular with many of the more moderate Republican voters, why was he the Republican candidate and not someone else who was more moderate? For that we have to look at voters as separate entities divided by party, not as a whole. The moderate Republicans and the extreme Republicans come together with many differing opinions and issues, and must compromise among themselves on who will represent their party. As we see in Figure 15, the more extreme on each party is more likely to vote, which gives them a louder voice in deciding who represents their party (Hacker and Pierson). Trump was very popular among the extreme right, and since the moderates were willing to put up with him as long as he delivered on economic issues, he was able to win his primary despite being very controversial. While he is extremely hated by the left, this is a non issue as long as the majority of his active party supports him; the rest will follow to beat the alternative (Hacker and Pierson). He wasn't the perfect candidate for them, but he was good enough.

Results

In this section I will outline the data for each of the identifying characteristics I asked of participants. I will briefly describe any areas of particular interest, as well as highlight specific answers of importance. The identifying characteristics that stood out as having the largest affect were political affiliation, and gender identification. Age, education, and income did not have any large or unexpected effects.

Age, Education, and Household Income

I grouped these variables together in one section because they did not have many unique outcomes or unexpected data points. Higher education increased liberal positions on social issues slightly, and a higher household income increased conservative positions on economic issues. Age was the variable with the most interesting outcomes out of the three.

While the survey did have four age group choices (18-29, 30-49, 50-69, 70+), for the purposes of analyzing the data I have decided to remove the last group, due to their only being 4 respondents in the 70+ group. As expected the younger respondents (18-29 and 30-49) leaned more Democratic than the older respondents (50-69). What stood out to me was that for all age groups, economic factors were considered the most important factor when voting, with international factors being the least (Figure 1). From the age group 30-49 and above the amount of respondents who “always voted” grew for each age group.

As expected on many of the partisan position questions such as abortion and school prayer, the youngest group leaned 10% more “Democratic” than the two older groups which had similar results. However, on the issue of gay marriage each group became roughly 10% more “Republican” by increased age. Overall this trend continued throughout the survey with the youngest group leaning the most “Democratic” and the oldest group leaning the most “Republican” with a mostly liberal skew due to the demographic of respondents, with the exception of affirmative action and foreign aid, which fell much closer down the middle. Interestingly, most people in all age groups disagreed with the statement that “Illegal Immigration leads to a higher crime rate in the

United States because most illegal immigrants are bad people”(Figure 2). However, when asked the question “Would stronger border control and immigration laws make the United States safer”(Figure 3), a majority of the older groups and a large portion of the youngest group agreed.

Another interesting data point is that there were no significant differences in the choices made by the age groups when answering my first two Candidate Questions (Figures 5 & 6). The only Candidate Question” with a difference between the ages was the question that compared a strong social policy and a strong economic policies. As expected, the older group that valued economic issues choose the economic focused candidate, while the younger group that valued economic and social issues choose the social issue focused candidate. Despite the majority of the younger group stating economic issues to be the most important, the responses indicate they would prefer a candidate that deals with social factors.

Politics and Gender

For this grouping I separated the participants into seven groups; Strong Republican, Republican, Leaning Republican, Moderate, Leaning Democratic, Democratic, and Strong Democratic. There was a small sample that responded to the “other” category that was left out of analysis due to small sample size (less than 1%) and to avoid bias in categorizing their answers. For Republicans the male to female ratio remained constant in all categories, however for Democratic participants there was a large divide between male and female, with men being the majority of Leaning Democratic and women being the majority of Democratic and Strong Democratic

respondents (Figure 7). We also see that the Strong party affiliation was the most likely to vote in all elections for both parties, with the moderates being less likely (Figure 15).

On the question of which issue respondents consider most important Economic factors certainly were the majority answer in all groups except the two that were majority women (Democratic and Strong Democratic) which instead favored Social factors (Figure 8). This seems to indicate a gender divide on what issues are important to respondents.

Most issues were partisan as expected, with the Strong Republican choosing the Republican position the most and the Strong Democratic choosing the Democratic position the most, with a gradual slope in between. However on some issues there does seem to be a divide in the parties themselves. On Social issue and immigration issue questions (with the exception of affirmative action), Strong Republicans are much more likely to choose the Republican choice than the rest of their party. In many cases, such as abortion and illegal immigration leading to a higher crime rate, the Republican and Leaning Republican groups even favor the Democratic option by a small margin while the Strong Republican does not (Figure 9 & 10). On the opposite side, there seems to be a significant divide between the Leaning Democratic group and other Democratic groups. On the issues of affirmative action, border control, and government regulation, the Leaning Democratic group was actually predominantly Republican in their responses (Figure 11). These issues all seemed to show that the general public leaned more to the right on these issues, even pulling in some of those who typically lean left.

The data for the Candidate questions was much more telling for the Political groups than the Age groups. For the first question, the choices were a conservative

foreign policy plan + a liberal tax plan, or a liberal foreign policy plan + a conservative tax plan (Figure 12). Overall the responses seemed to indicate that the Economic issue (taxes) had a greater effect on choice than the International issue (foreign policy).

For the second question the choices were a conservative abortion law + liberal border control, or a liberal abortion law + conservative border control (Figure 13). The responses were rather equal in favoring the latter, with the exception of the Strong Republican group which was also the only group that had been opposed to a women's right to an abortion in a previous question (Figure 9). It is also important to note that the issue of strong border control had been favored by Leaning Democratic respondents previously before (Figure 11). It is hard to say which issue is more important because both issues had more bipartisan agreement than I had suspected when developing this question. I can say that the Social issue (abortion) seemed more important than the International issue (border control) to Democratic and Strong Democratic respondents, as they did not like strong border control but choose that candidate anyway due to their abortion policy. Strong Republicans were the most divided as both candidates had issues that the majority of them were opposed to.

The final Candidate question was much more divided as expected. The Democratic and Moderates favored the strong social policy, while the Republicans favored the strong economic policy (Figure 14). This seems to play into the idea that Republican respondents are more interested in economic issues, and the Democratic respondents favor social issues.

Democratic Divide

As shown above in Figure 7 and 8, there is a large divide in the Democratic Party based on gender. This gap is not seen on the Republican side of the spectrum, and divides the more moderate Democratic respondents from the other Democratic respondents. We also see that the male democratic respondents are much more likely to view economic issues as being more important than social issues, while female Democratic respondents care more for social issues (Figure 16). This is not the same for the Republican side, which is nearly identical between genders and both consider economic issues by far the most important. It seems that the level of important of social issues was what was created the divide between moderate and other Democrats, and that female democratic respondents typically valued social issues more than male democratic respondents.

More importantly, this divide also manifests itself in policy preferences. On economic questions all groups are very similar in favoring the liberal economic policy. However, on some social and international issues, the Leaning Democratic group is much more conservative than the rest of the Democratic respondents. One important policy that the Leaning Democratic leans right on is the issue of increased border patrol, which they are in favor of while the rest of the Democratic Party groups are opposed (Figure 17). This is important as this was one of Donald Trump's main policies during the election, and shows that many moderates were in favor of this policy, even on the Democratic side.

Republican Divide

As mentioned previously, there is no gender gap for the Republican Party among the issues they find important, or to the level at which they identify as Republican. However, I did find a gap in the Republican Party in those that identified as Strongly Republican. While this group was not extremely different in gender, income, or education from other Republicans, they were predominantly in the 30-49 year age (70%). Their views on social and international issues were incredibly different than the rest of their party.

On nearly all social issues, they were extremely far right on their answers, which is to be expected. However, what was interesting is that the other two republican groups typically were either conflicted on the issue, or leaned to the left, specifically on the issues of abortion, gay marriage, and illegal immigrants being inherently bad people. (Figures 18, 19 and 20). The data that these issues were mostly bipartisan save for the Strong Republican group was very surprising to me. You would expect those in favor of gay marriage and abortion rights to not vote for the Republican candidate. However, on economic issues, the three Republican groups looked very similar on their positions. This shows that for many Republicans, social issues aren't really a major factor because many of the self-identified moderates disagree with their own parties stances on these issues. So even if Donald Trump was too far right on many issues, the moderates would still support him because economic issues are what is important to them.

Conclusions from Data

From the data I feel safe in concluding that the most important factor in determining party affiliation is economic issues. Social and to a lesser extent international issues seem to separate the “Strong” supporters from the more moderate and leaning supporters. This is important because we also see that those on the extremes are the most likely to vote in all elections. That means candidates who are able to appeal to this extreme voters on either side are more likely to get actual motivated voters. In addition, Republican respondents and Leaning Republican respondents largely voted Republican, despite disagreeing with the Republican stance on many social issues. This is because they like the Republican economic policies just as much as the Strong Republicans do, and are willing to overlook the social issues because the economic issues are more important to them. This could explain why many of the things Donald Trump said during his election campaign that experts thought were too outrageous may not have been a large factor for these more moderate Republicans, and may have even encouraged the Strong Republican group to vote. The moderate Republicans still voted for him because they still wanted the Republican economic policies, his social policies were unimportant to them.

On the other side, we see the divide made between the Leaning Democratic and other Democrat groups. The Leaning Democratic group cared more about economic issues than social issues, but social issues were still a big factor for them. More importantly, they were much more conservative on social and international issues than their fellow Democratic respondents. This may have lead to the Leaning Democratic respondents to feel less supportive of Hillary Clinton. In fact, on the issue of border

control, many of the Leaning Democratic respondents favored a more Republican policy of increased border security.

I feel these divides in the parties and what issues are important to each divide helps to explain Donald Trump's success. Donald Trump may have said things and taken positions that were extreme and disliked, even by his own party. However, he was able to draw out a loyal following of the extreme right with these policies which helped him win the primary, and his economic issues were in line with Republican economic policies which won him the moderate vote. For the majority of the Republican party, economic issues are the most important factor when voting. I believe this outweighed any of his extreme social and international views that they may have disliked, and helped Donald Trump to win the 2016 presidential election.

Survey Questions

Q2 How old are you?

Answered: 501 Skipped: 0

Answer Choices	Responses
18-29 31.74%	159
30-49 49.50%	248
50-69 17.96%	90
70+ 0.80%	4
Total	501

Q3 How do you define yourself politically?

Answered: 501 Skipped: 0

Answer Choices	Responses
Strongly Republican 5.79%	29
Republican 12.97%	65
Leaning Republican 11.58%	58
Moderate 15.77%	79
Leaning Democratic 13.77%	69
Democratic 17.76%	89
Strongly Democratic 17.76%	89
Other (please specify) 4.59%	23

Total 501

Q4 What is your highest level of education?

Answered: 501 Skipped: 0

Answer Choices	Responses	
High school or less	10.58%	53
Some college/Associates degree	34.13%	171
Bachelor degree	39.52%	198
Graduate degree	15.77%	79
Total		501

Q5 What is the combined yearly income of your household?

Answered: 501 Skipped: 0

Answer Choices	Responses	
0-\$30k	28.34%	142
\$31k-\$60k	36.13%	181
\$61k-\$120k	29.94%	150
\$121k+	5.59%	28
Total		501

Q6 In which of these areas do you live?

Answered: 501 Skipped: 0

Answer Choices		Responses
Rural	23.75%	119
Urban	31.74%	159
Suburbs	44.51%	223
Total	501	

Q7 Do you identify as male or female?

Answered: 501 Skipped: 0

Answer Choices		Responses
Male	47.31%	237
Female	52.69%	264
Other (please specify)	0.00%	0
Total	501	

Q8 Of these three factors, which do you consider to be most important when choosing to vote for a political candidate?

Answered: 501 Skipped: 0

Answer Choices	Responses	
Economic factors (taxes, the economy)	54.69%	274
Social factors (abortion, LGBTQ issues)	36.93%	185
International factors (immigration, international relations)	8.38%	42
Total		501

Q9 When voting do you . . .

Answered: 501 Skipped: 0

Answer Choices	Responses	
Always vote Republican	6.39%	32
Mostly vote Republican	20.56%	103
Vote for both parties equally	17.76%	89
Mostly vote Democratic	29.34%	147
Always vote Democratic	20.76%	104
Don't vote	5.19%	26
Total		501

Q10 How often do you vote?

Answered: 501 Skipped: 0

Answer Choices	Responses
Every election	58.48% 293
Mostly just local elections	2.40% 12
Mostly just national elections	27.74% 139
rarely vote	6.79% 34
Never vote	4.59% 23
Total	501

Q11 Should women have the option to get an abortion if they choose to?

Answered: 501 Skipped: 0

Answer Choices	Responses
Yes	81.04% 406
No	18.96% 95
Total	501

Q12 Should public school teachers have a right to lead students in prayer at the beginning of class?

Answered: 501 Skipped: 0

Answer Choices	Responses
Yes 29.94%	150
No 70.06%	351
Total 501	

Q13 Should gay marriage be legal?

Answered: 501 Skipped: 0

Answer Choices	Responses
Yes 79.44%	398
No 20.56%	103
Total 501	

Q14 Is affirmative action a good thing to use in admissions to colleges/jobs?

Answered: 501 Skipped: 0

Answer Choices	Responses
Yes 47.50%	238
No 52.50%	263
Total 501	

Q15 Does limiting the sale and ownership of firearms violate the 2nd Amendment of the United States Constitution?

Answered: 501 Skipped: 0

Answer Choices	Responses
Yes 41.12%	206
No 58.88%	295
Total 501	

Q16 Is more trade between the United States and foreign nations generally beneficial for the United States?

Answered: 501 Skipped: 0

Answer Choices	Responses
Yes 78.84%	395
No 21.16%	106
Total 501	

Q17 Does illegal immigration lead to a higher crime rate in the United States because most illegal immigrants are bad people?

Answered: 501 Skipped: 0

Answer Choices	Responses
Yes 22.55%	113
No 77.45%	388
Total	

Q18 Should the United States become more isolated and reduce foreign intervention and aid?

Answered: 501 Skipped: 0

Answer Choices	Responses
Yes 48.70%	244
No 51.30%	257
Total 501	

Q19 Would stronger border control and immigration laws make the United States safer?

Answered: 501 Skipped: 0

Answer Choices	Responses
Yes 53.49%	268
No 46.51%	233
Total 501	

Q20 Is investing in diplomatic ties and solutions generally more effective than investing in military power?

Answered: 501 Skipped: 0

Answer Choices	Responses
Yes 75.25%	377
No 24.75%	124
Total 501	

Q21 Should the wealthy be taxed at a higher percentage than the poor and middle class?

Answered: 501 Skipped: 0

Answer Choices	Responses
Yes 80.04%	401
No 19.96%	100
Total 501	

Q22 Does the Federal government place too many restrictions on large corporations?

Answered: 501 Skipped: 0

Answer Choices	Responses
Yes 26.55%	133
No 73.45%	368
Total 501	

Q23 Is less government regulation beneficial in a capitalist economy?

Answered: 501 Skipped: 0

Answer Choices	Responses
Yes 54.89%	275
No 45.11%	226
Total 501	

Q24 Should the Federal government increase programs for assisting the poor in the united states?

Answered: 501 Skipped: 0

Answer Choices		Responses
Yes	67.86%	340
No	32.14%	161
Total	501	

Q25 Does providing welfare for the poor hurt the economy by discouraging people from working hard?

Answered: 501 Skipped: 0

Answer Choices		Responses
Yes	34.73%	174
No	65.27%	327
Total	501	

Q26 Two candidates are running for the office of President of the United States. Candidate A states that America is too generous in its aid to foreign nations, and that we should focus on our own problems at home. To do this Candidate A plans to implement strict trade tariffs for imported goods forcing producers to produce more items in the USA, and reduce funding going to foreign aid and saving taxpayer money for national issues. The next step in Candidate A's plan is to increase taxes on the highest earners, heavily regulate businesses, as well as increase welfare programs, which Candidate A believes will help the poorest in the nation. Candidate B believes the most important thing to do is to cement the United States as a global power. Upon being elected Candidate B plans to increase foreign spending and intervention to give the USA more influence in the world, as well as promote a global free trade market. To encourage companies to produce items in the USA, Candidate B plans to cut taxes on the highest earners and reduce regulation of large corporations. Candidate B believes this will increase profits thus increasing employment. Given the choice between the two with only the above information, which candidate would you prefer?
 Answered: 501 Skipped: 0

Answer Choices	Responses	
Candidate A	68.66%	344
Candidate B	31.34%	157
Total	501	

Q27 Two candidates are running for the office of President of the United States. Candidate A is an extremely religious protestant Christian, and as such believes all life is sacred and deserving of equal respect. Due to this Candidate A wants to open up borders to all immigrants who wish to come to the U.S., and create pathways for citizenship for undocumented immigrants. Candidate A also strongly opposes abortion for any reason, likening it to murder, and wishes to ban its practice and punish those who perform or receive abortions. Candidate B is a self proclaimed patriot, whose campaign slogan was “America for Americans”. Candidate B wishes to have strict border control, ensuring only the most dedicated immigrants can become citizens, and that undocumented immigrants are kept out.

Candidate B is also a great supporter of individual freedoms, and as such believes the right to an abortion is a choice that should be left up to the individual, not the state. Given the choice between the two with only the above information, which candidate would you prefer?

Answered: 501 Skipped: 0

Candidate A	23.35%	117
Candidate B	76.65%	384
Total	501	

Q28 Two candidates are running for the office of Governor of your state.

Candidate A is a staunch advocate for protecting the local environment and people, and believes it should be preserved for the health of future generations. If elected, Candidate A intends to implement more regulations on local automobile factories that would require cleaner smoke stacks to cut down on air pollution, filtering of their waste water before disposal to reduce water pollution, and greater safety precautions for workers. These regulations would slow down production and make producing in the area more expensive for the factories. Candidate B is a strong believer in the free market and wants to promote job growth in the area. The biggest employer in the area is local automobile factories, and Candidate B wants to encourage these factories to grow and invest more to create more jobs. If elected, Candidate B intends to implement tax incentives for the automobile industry to encourage more production to the area. To offset the cost of these tax incentives Candidate B would cut the budgets of current safety and environmental regulatory bodies that oversee and ensure safe and healthy work conditions in the factory. The tax incentives would likely increase profits for the factories and Candidate B believes in turn this would create more jobs. Given the choice between the two with only the above information, which candidate would you prefer?

Answered: 501 Skipped: 0

Answer Choices	Responses
Candidate A	63.27% 317
Candidate B	36.73% 184
Total	501

Figures

Q8 Of these three factors, which do you consider to be most important when choosing to vote for a political candidate?

Answered: 497 Skipped: 0

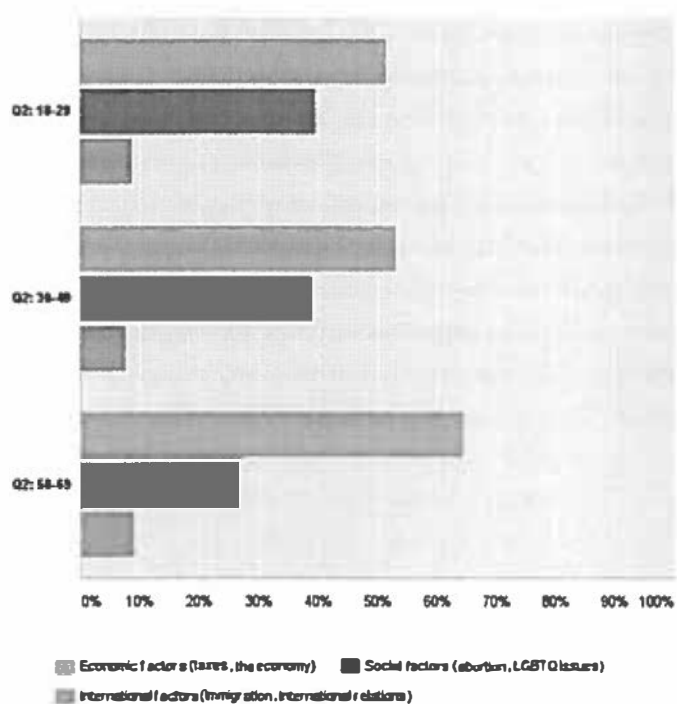


Figure 1

Q17 Does illegal immigration lead to a higher crime rate in the United States because most illegal immigrants are bad people?

Answered: 497 Skipped: 0

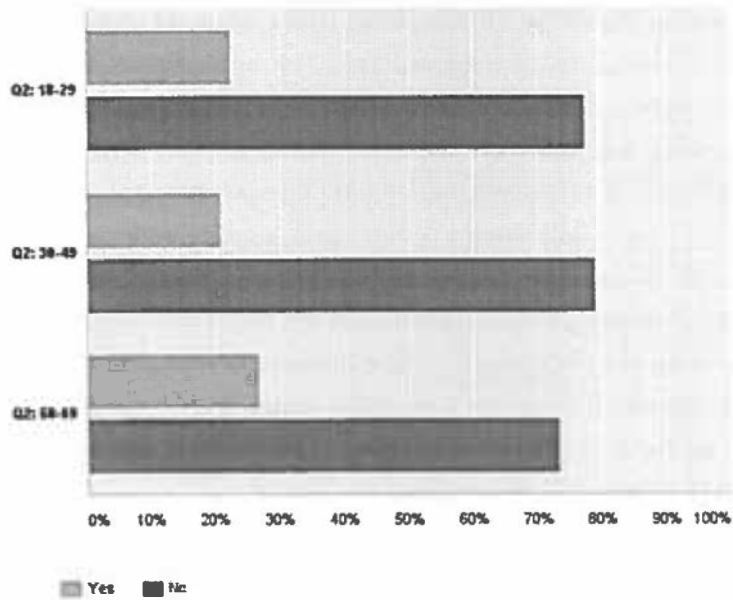


Figure 2

Q19 Would stronger border control and immigration laws make the United States safer?

Answered: 497 Skipped: 0

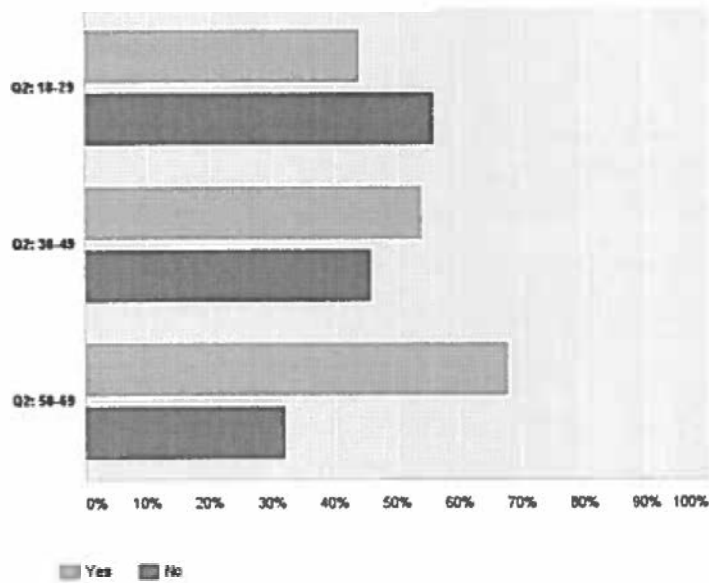


Figure 3

Q26 Two candidates are running for the office of President of the United States. Candidate A states that America is too generous in its aid to foreign nations, and that we should focus on our own problems at home. To do this Candidate A plans to implement strict trade tariffs for imported goods forcing producers to produce more items in the USA, and reduce funding going to foreign aid and saving taxpayer money for national issues. The next step in Candidate A's plan is to increase taxes on the highest earners, heavily regulate businesses, as well as increase welfare programs, which Candidate A believes will help the poorest in the nation. Candidate B believes the most important thing to do is to cement the United States as a global power. Upon being elected Candidate B plans to increase foreign spending and intervention to give the USA more influence in the world, as well as promote a global free trade market. To encourage companies to produce items in the USA, Candidate B plans to cut taxes on the highest earners and reduce regulation of large corporations. Candidate B believes this will increase profits thus increasing employment. Given the choice between the two with only the above information, which candidate would you prefer?

Answers: 497 Skipped: 0

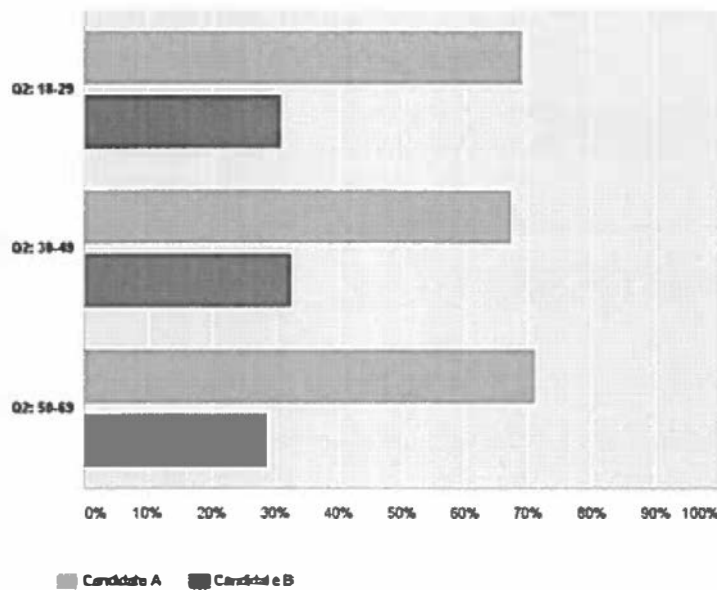


Figure 4

Q27 Two candidates are running for the office of President of the United States. Candidate A is an extremely religious protestant Christian, and as such believes all life is sacred and deserving of equal respect. Due to this Candidate A wants to open up borders to all immigrants who wish to come to the U.S., and create pathways for citizenship for undocumented immigrants. Candidate A also strongly opposes abortion for any reason, likening it to murder, and wishes to ban its practice and punish those who perform or receive abortions. Candidate B is a self proclaimed patriot, whose campaign slogan was "America for Americans". Candidate B wishes to have strict border control, ensuring only the most dedicated immigrants can become citizens, and that undocumented immigrants are kept out. Candidate B is also a great supporter of individual freedoms, and as such believes the right to an abortion is a choice that should be left up to the individual, not the state. Given the choice between the two with only the above information, which candidate would you prefer?

Answered: 497 Skipped: 0

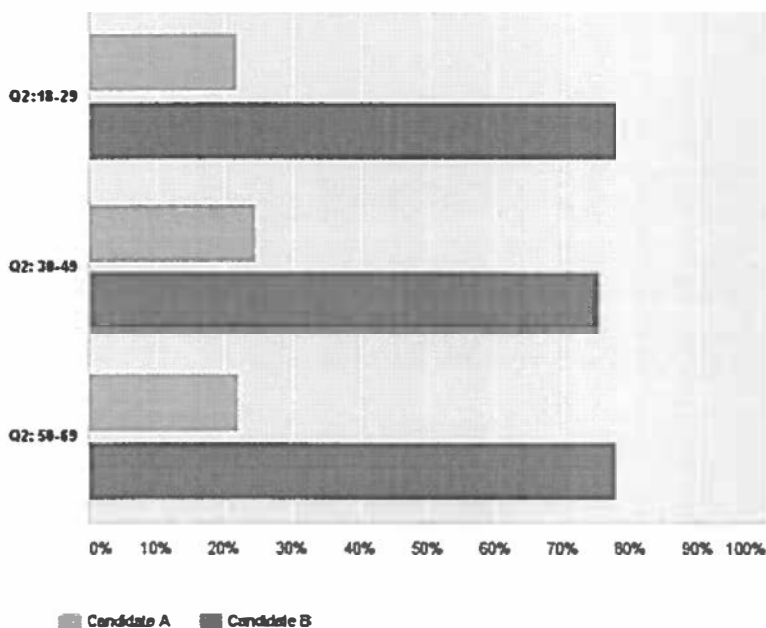


Figure 5

Q28 Two candidates are running for the office of Governor of your state. Candidate A is a staunch advocate for protecting the local environment and people, and believes it should be preserved for the health of future generations. If elected, Candidate A intends to implement more regulations on local automobile factories that would require cleaner smoke stacks to cut down on air pollution, filtering of their waste water before disposal to reduce water pollution, and greater safety precautions for workers. These regulations would slow down production and make producing in the area more expensive for the factories. Candidate B is a strong believer in the free market and wants to promote job growth in the area. The biggest employer in the area is local automobile factories, and Candidate B wants to encourage these factories to grow and invest more to create more jobs. If elected, Candidate B intends to implement tax incentives for the automobile industry to encourage more production to the area. To offset the cost of these tax incentives Candidate B would cut the budgets of current safety and environmental regulatory bodies that oversee and ensure safe and healthy work conditions in the factory. The tax incentives would likely increase profits for the factories and Candidate B believes in turn this would create more jobs. Given the choice between the two with only the above information, which candidate would you prefer?

Answered: 497 Skipped: 0

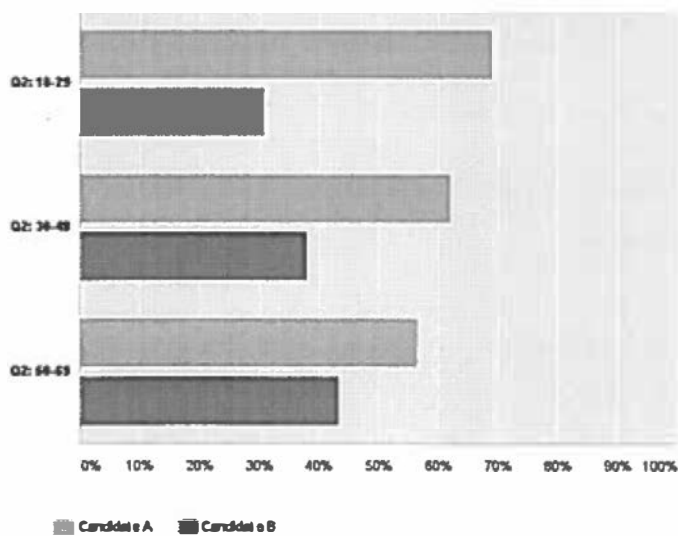


Figure 6

Q7 Do you identify as male or female?

Answered: 478 Skipped: 0

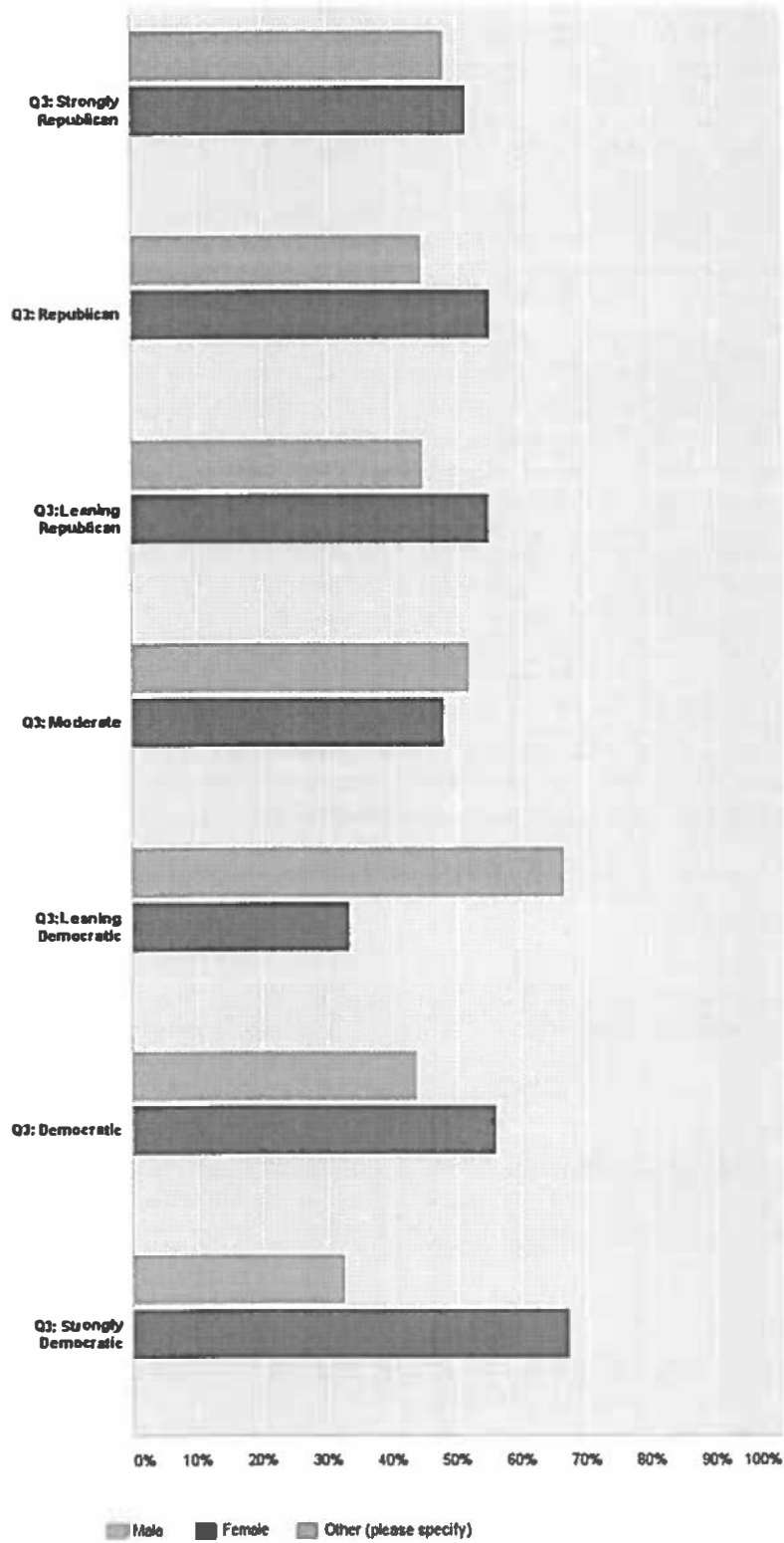


Figure 7

Q8 Of these three factors, which do you consider to be most important when choosing to vote for a political candidate?

Answered: 478 Skipped: 8

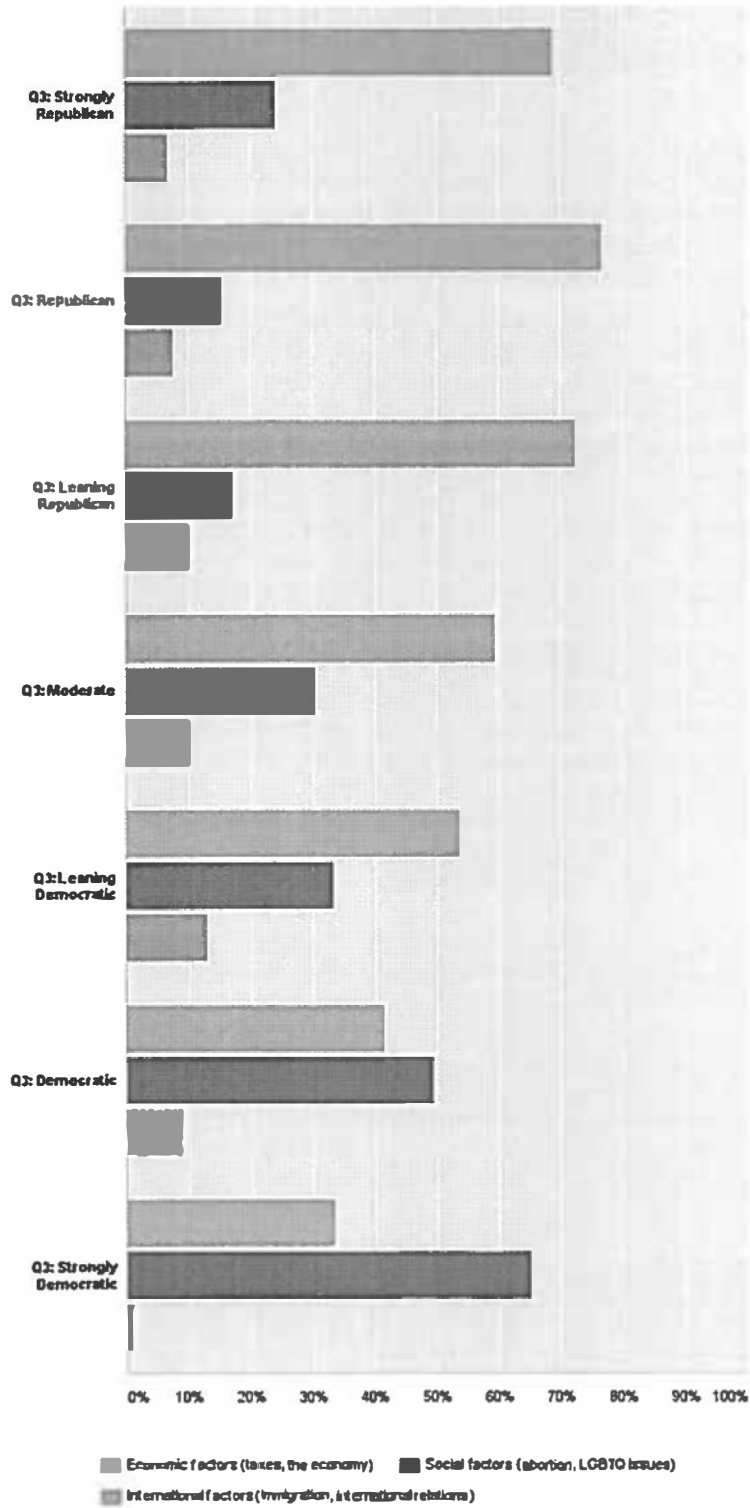


Figure 8

Q11 Should women have the option to get an abortion if they choose to?

Answered: 478 Skipped: 0

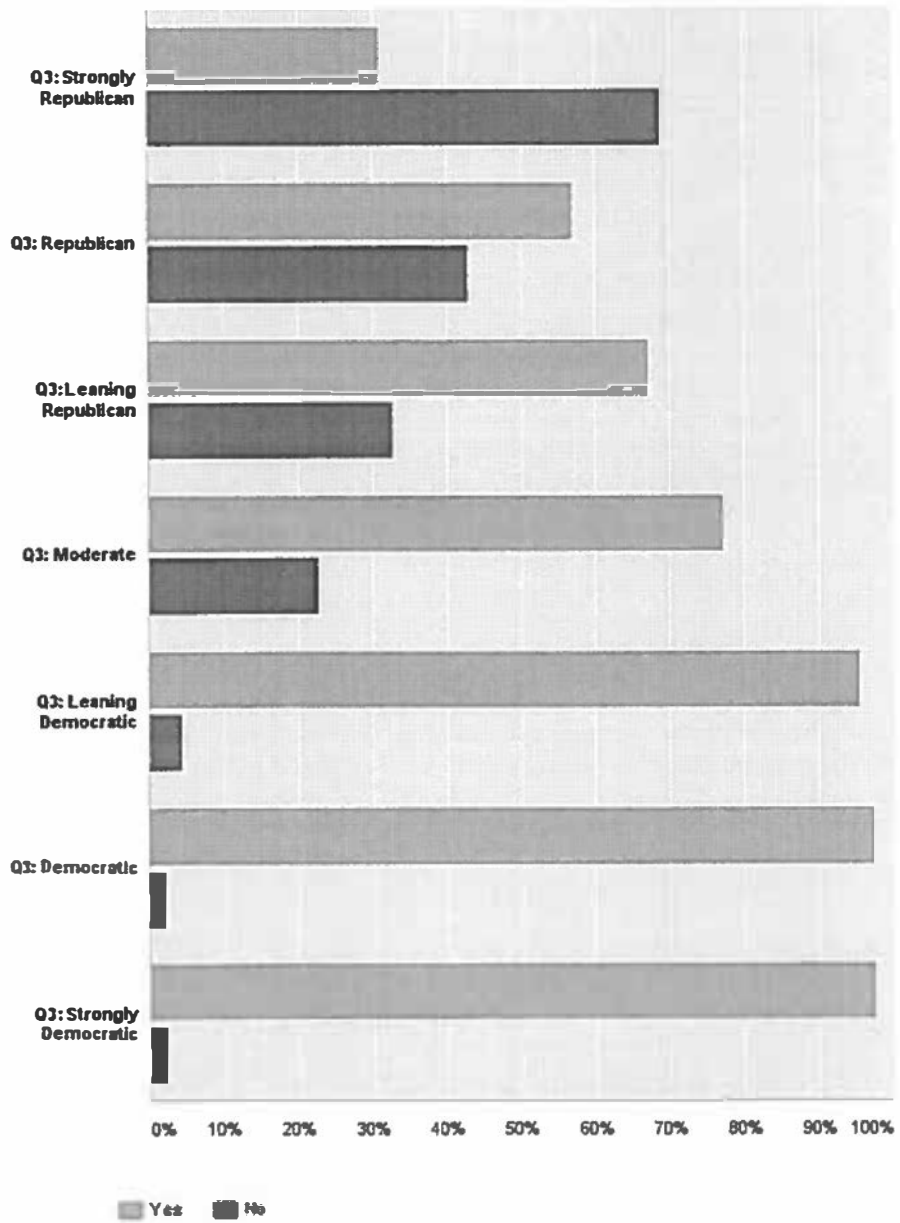


Figure 9

Q17 Does illegal immigration lead to a higher crime rate in the United States because most illegal immigrants are bad people?

Answered: 478 Skipped: 0

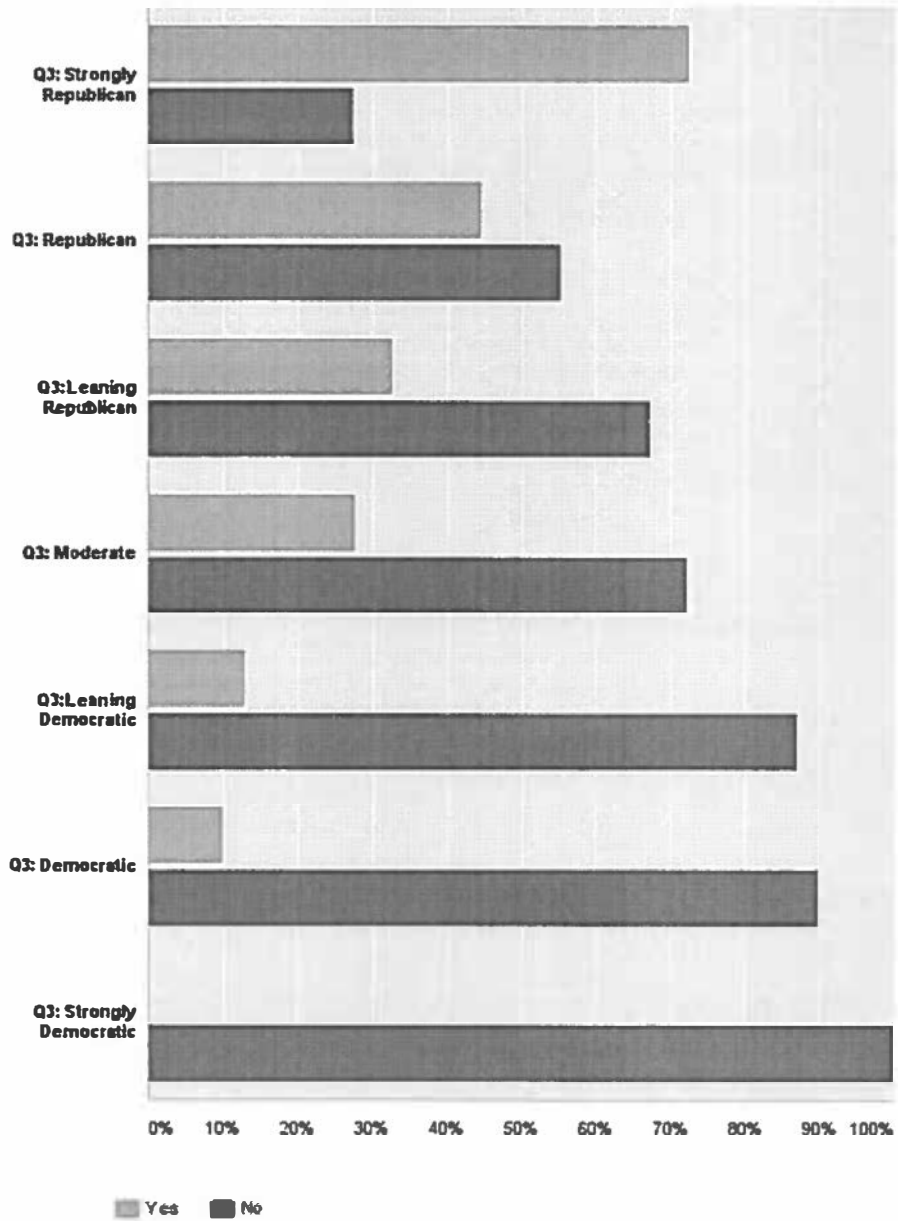


Figure 10

Q19 Would stronger border control and immigration laws make the United States safer?

Answered: 478 Skipped: 0

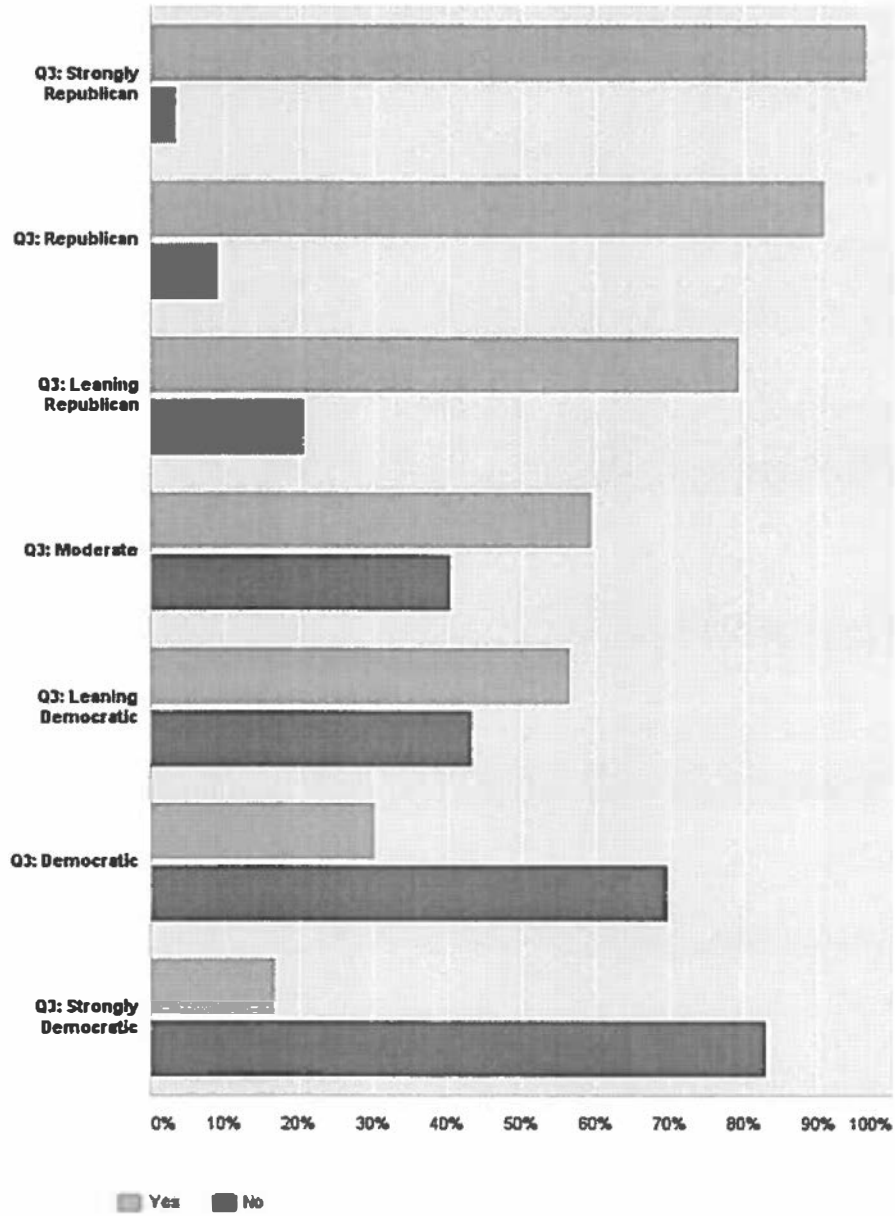


Figure 11

Q26 Two candidates are running for the office of President of the United States. Candidate A states that America is too generous in its aid to foreign nations, and that we should focus on our own problems at home. To do this Candidate A plans to implement strict trade tariffs for imported goods forcing producers to produce more items in the USA, and reduce funding going to foreign aid and saving taxpayer money for national issues. The next step in Candidate A's plan is to increase taxes on the highest earners, heavily regulate businesses, as well as increase welfare programs, which Candidate A believes will help the poorest in the nation. Candidate B believes the most important thing to do is to cement the United States as a global power. Upon being elected Candidate B plans to increase foreign spending and intervention to give the USA more influence in the world, as well as promote a global free trade market. To encourage companies to produce items in the USA, Candidate B plans to cut taxes on the highest earners and reduce regulation of large corporations. Candidate B believes this will increase profits thus increasing employment. Given the choice between the two with only the above information, which candidate would you prefer?

Answered: 478 Skipped: 8

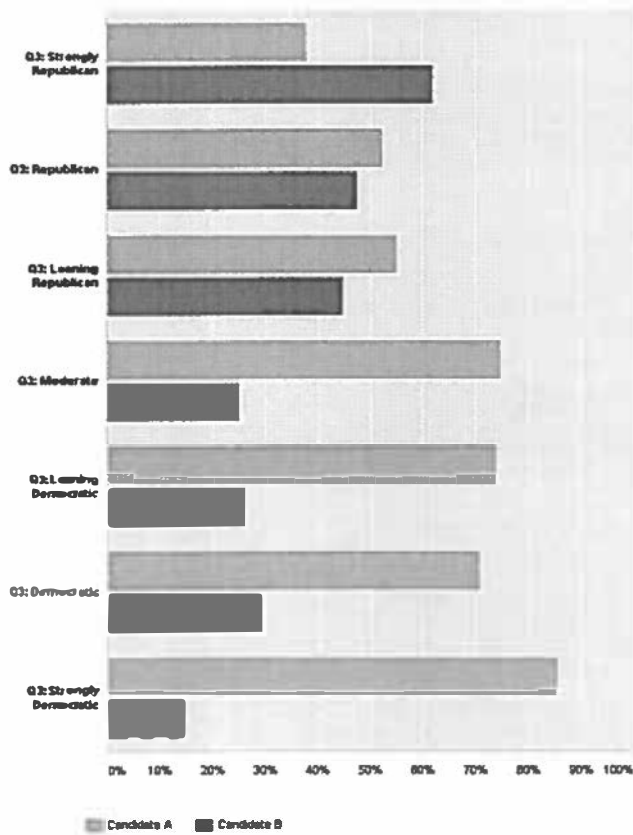


Figure 12

Q27 Two candidates are running for the office of President of the United States. Candidate A is an extremely religious protestant Christian, and as such believes all life is sacred and deserving of equal respect. Due to this Candidate A wants to open up borders to all immigrants who wish to come to the U.S., and create pathways for citizenship for undocumented immigrants. Candidate A also strongly opposes abortion for any reason, likening it to murder, and wishes to ban its practice and punish those who perform or receive abortions. Candidate B is a self proclaimed patriot, whose campaign slogan was "America for Americans". Candidate B wishes to have strict border control, ensuring only the most dedicated immigrants can become citizens, and that undocumented immigrants are kept out. Candidate B is also a great supporter of individual freedoms, and as such believes the right to an abortion is a choice that should be left up to the individual, not the state. Given the choice between the two with only the above information, which candidate would you prefer?

Answered: 478 Skipped: 0

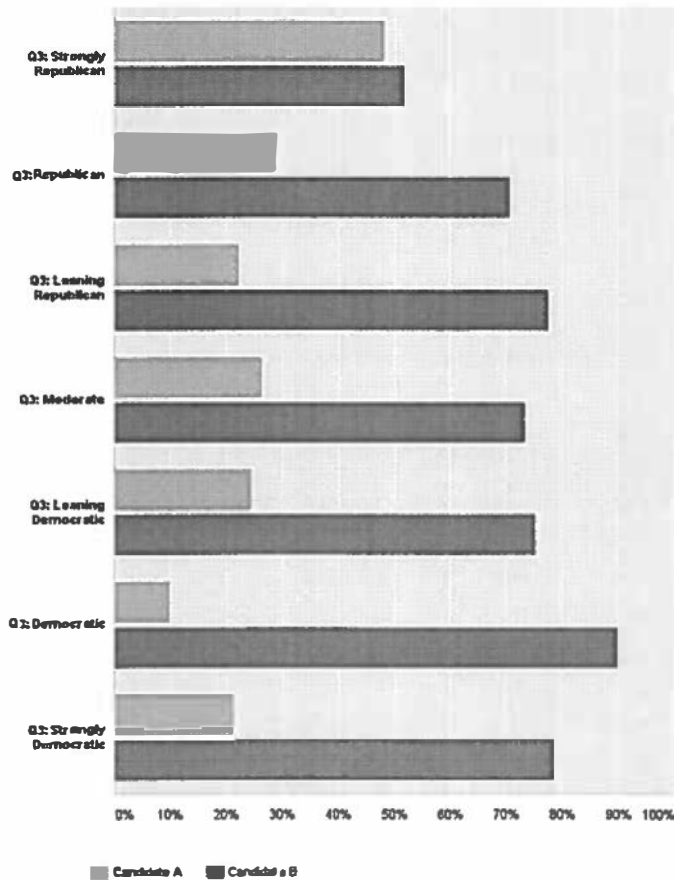


Figure 13

Q28 Two candidates are running for the office of Governor of your state. Candidate A is a staunch advocate for protecting the local environment and people, and believes it should be preserved for the health of future generations. If elected, Candidate A intends to implement more regulations on local automobile factories that would require cleaner smoke stacks to cut down on air pollution, filtering of their waste water before disposal to reduce water pollution, and greater safety precautions for workers. These regulations would slow down production and make producing in the area more expensive for the factories. Candidate B is a strong believer in the free market and wants to promote job growth in the area. The biggest employer in the area is local automobile factories, and Candidate B wants to encourage these factories to grow and invest more to create more jobs. If elected, Candidate B intends to implement tax incentives for the automobile industry to encourage more production to the area. To offset the cost of these tax incentives Candidate B would cut the budgets of current safety and environmental regulatory bodies that oversee and ensure safe and healthy work conditions in the factory. The tax incentives would likely increase profits for the factories and Candidate B believes in turn this would create more jobs. Given the choice between the two with only the above information, which candidate would you prefer?

Answered: 478 Skipped: 0

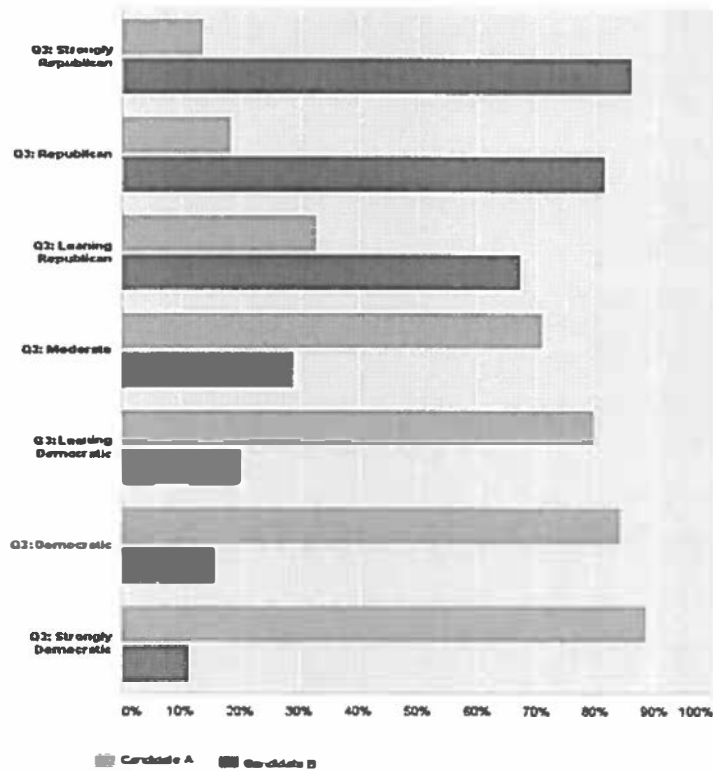


Figure 14

Q10 How often do you vote?

Answers: 472 Skipped: 0

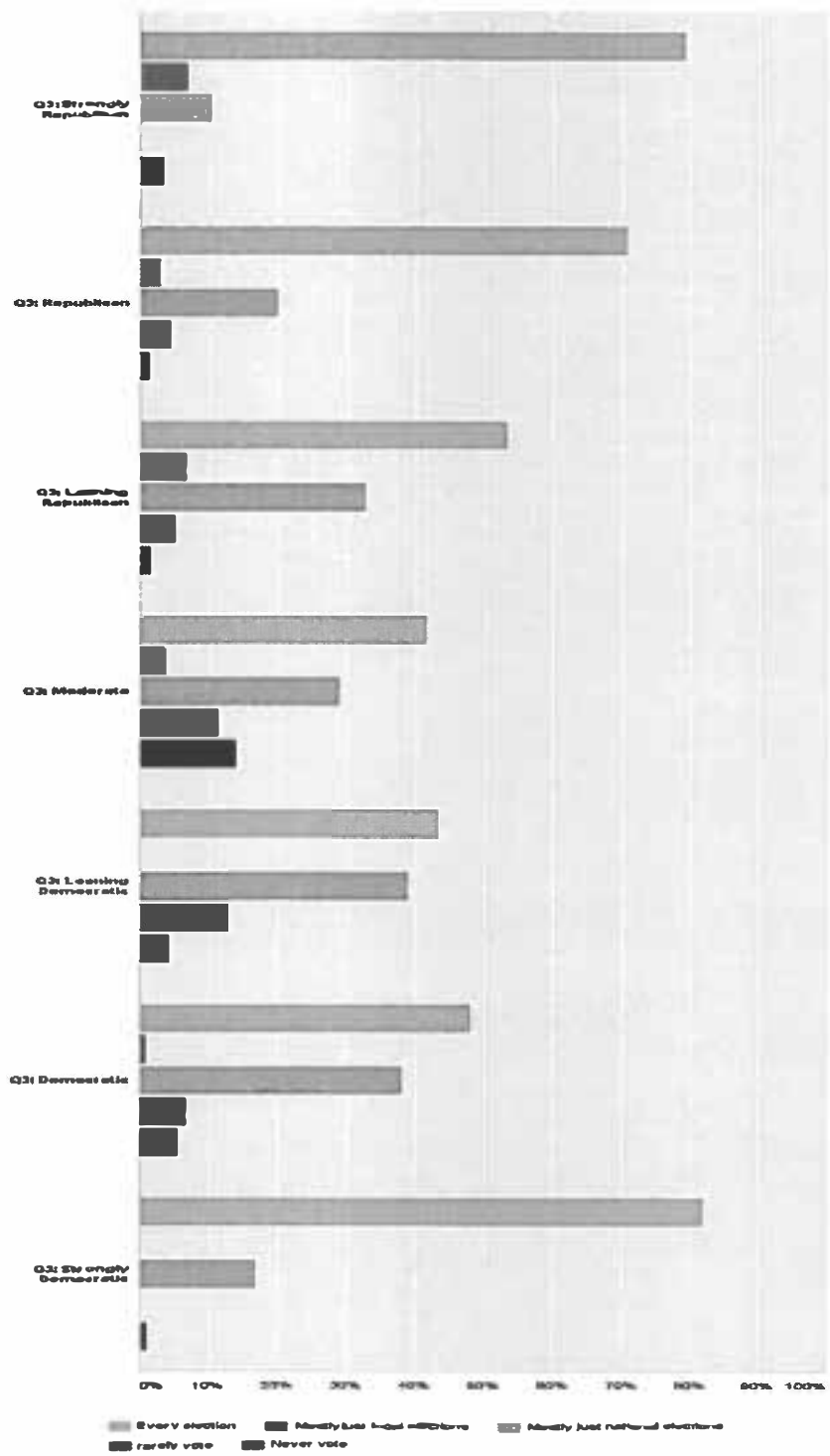


Figure 15

Q8 Of these three factors, which do you consider to be most important when choosing to vote for a political candidate?

Answered: 247 Skipped: 0

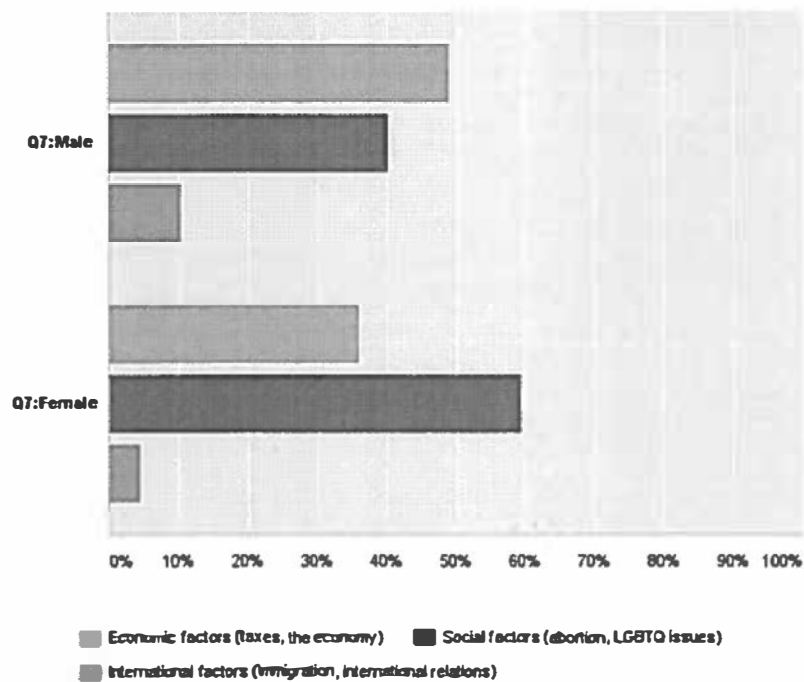


Figure 16

Q19 Would stronger border control and immigration laws make the United States safer?

Answered: 478 Skipped: 0

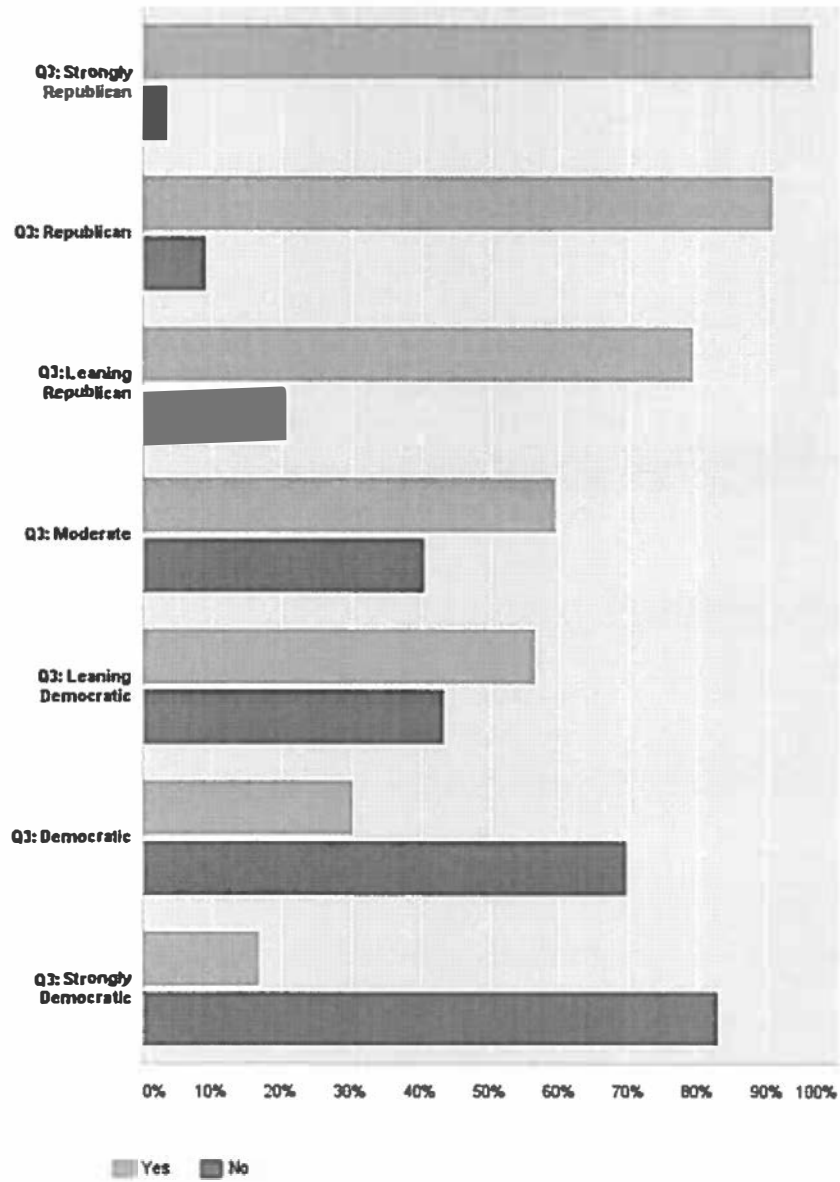


Figure 17

Q11 Should women have the option to get an abortion if they choose to?

Answered: 478 Skipped: 0

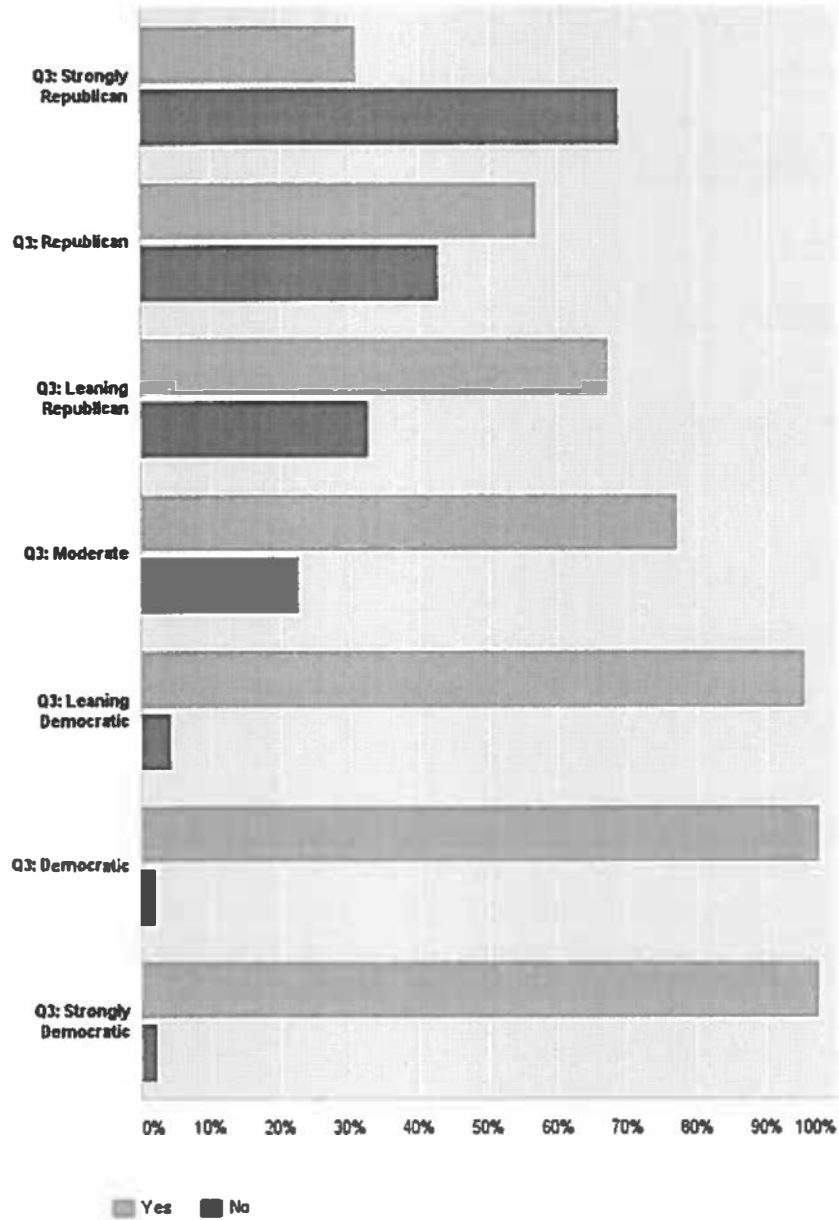


Figure 18

Q17 Does illegal immigration lead to a higher crime rate in the United States because most illegal immigrants are bad people?

Answered: 478 Skipped: 0

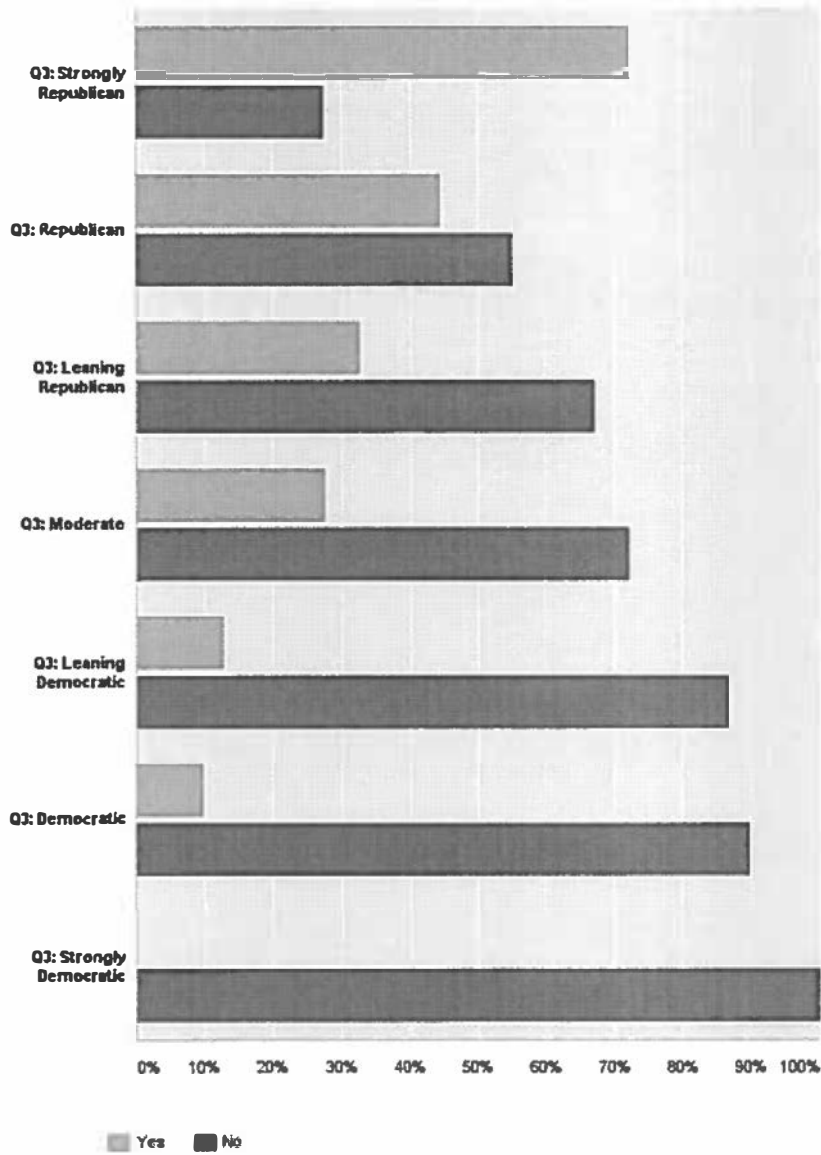


Figure 19

Q13 Should gay marriage be legal?

Answered: 478 Skipped: 0

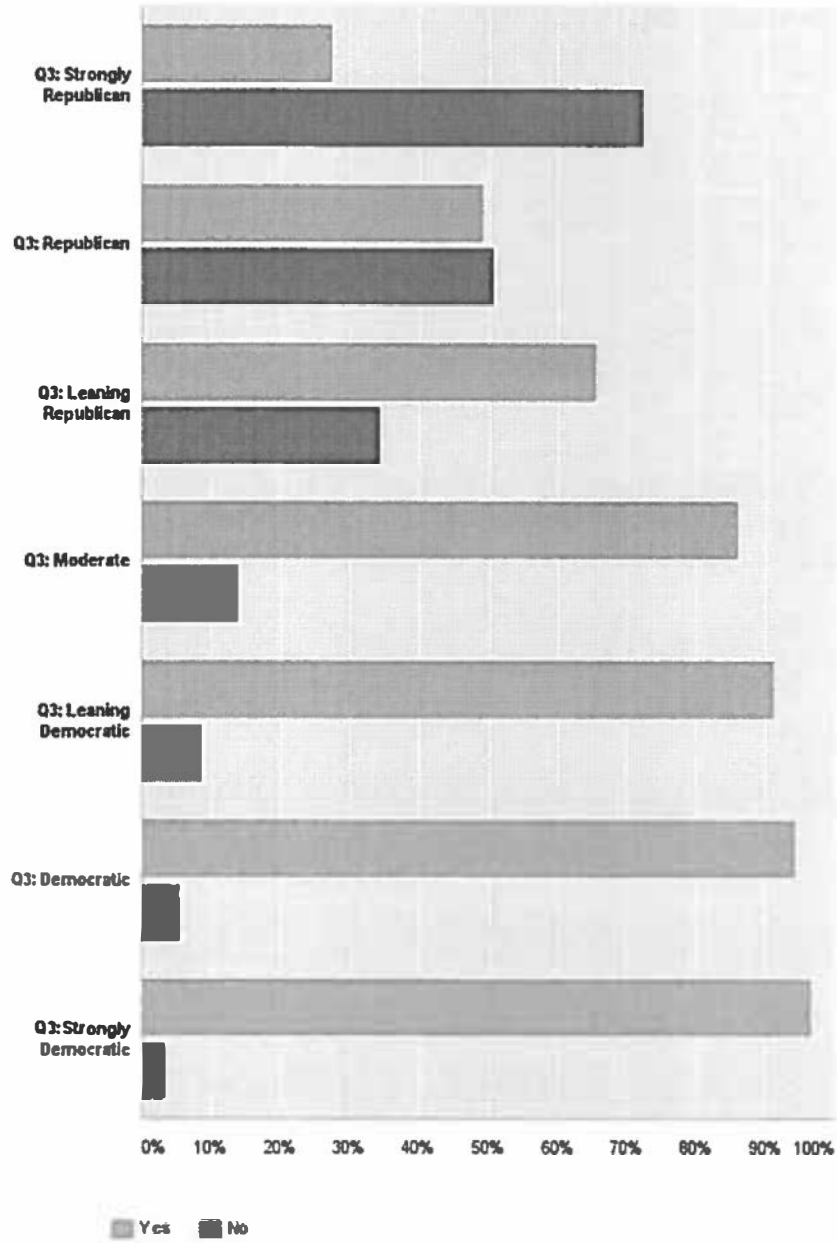


Figure 20

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