

# *NATIONAL POLL REPORT*

## *THE ROBERT MORRIS UNIVERSITY POLLING INSTITUTE*



*Winter  
February 2016*

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Moreover, no information regarding these findings will be released without the written consent of an authorized representative of Robert Morris University.

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# 1 INTRODUCTION

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The Polling Institute at Robert Morris University is pleased to present the results of a national poll of Americans.

The poll was designed to assess public views on the 2016 election, Pope Francis, pollsters, the influence of celebrities/social media/primaries on voters, views on socialism, views on Donald Trump, perceptions of media bias, input on campaign issues and election engagement.

The research study included survey responses from 1000 respondents nationally and an additional 511 respondents from the state of Pennsylvania.

The national poll included the following areas for investigation:

- Primary presidential preferences;
- Views on Pope Francis;
- Have respondents been truthful with pollsters;
- Reported influence of celebrities, social media and the primaries on voter decisions;
- Knowledge of and support for socialism;
- Impressions of Donald Trump;
- Perceptions of media bias in politics;
- Collection of campaign issues of importance;
- Measurement of engagement in the election; and
- Demographics

Section II of this report discusses the Methodology used in the study, while Section III includes Highlights derived from an analysis of the quantitative research. Section IV is a Summary of Findings from the online survey.

Section V is an Appendix to the report containing the composite aggregate data and the survey instrument employed.

## METHODOLOGY

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Using a quantitative research design, the Institute completed 1000 online surveys nationally and a separate, but identical, survey of 511 Pennsylvania residents.

Survey design input was provided by Robert Morris University officials.

Survey design is a careful, deliberative process to ensure fair, objective and balanced surveys. Staff members, with years of survey design experience, edit out any bias. Further, all scales used by the Institute (either numeric, such as one through ten, or wording such as strongly agree, somewhat agree, somewhat disagree, or strongly disagree) are balanced evenly. Additionally, placement of questions is carefully accomplished so that order has minimal impact.

This survey was conducted February 11 – 16, 2016.

Respondents qualified for the survey if they were a resident of the United States and 18 years of age or older. Responses were approximately proportional to each state's population.

All facets of the study were completed by the Institute's senior staff and researchers. These aspects include: survey design, pre-test, computer programming, fielding, coding, editing, verification, validation and logic checks, computer analysis, analysis, and report writing.

Statistically, a sample of 1000 completed surveys has an associated margin for error of +/- 3.0% at a 95% confidence level. The Pennsylvania sample of 511 has an associated margin for error of +/-4.5% at a 95% confidence level.

Results throughout this report are presented for composite results – all 1000 cases.

Readers of this report should note that any survey is analogous to a snapshot in time and results are only reflective of the time period in which the survey was undertaken. Should concerted public relations or information campaigns be undertaken during or shortly after the fielding of the survey, the results contained herein may be expected to change and should be, therefore, carefully interpreted and extrapolated.

Furthermore, it is important to note that all surveys contain some component of “sampling error”. Error that is attributable to systematic bias has been significantly reduced by utilizing strict random probability procedures. This sample was strictly random in that selection of each potential respondent was an independent event based on known probabilities.

Each qualified online panel member within the United States had an equal chance for participating in the study. Statistical random error, however, can never be eliminated but may be significantly reduced by increasing sample size.

# HIGHLIGHTS

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## ON THE 2016 ELECTION

The narrowing of the Republican field of presidential candidates between the October 2015 and February 2015 RMU polls allowed a number of candidates to increase their respective support percentages. Donald Trump (37.3%), Ted Cruz (19.0%), Marco Rubio (14.3%) and John Kasich (4.0%) all saw increases in support nationally among likely Republican voters. However, Jeb Bush (5.6%) and Ben Carson (12.7%) experienced significant declines in support.

The decision by Vice-President Joe Biden not to seek the Democratic nomination allowed both Hillary Clinton, at 56.8%, and Bernie Sanders, at 35.5%, to see significant increases in support among Democratic likely voters.

Democrats Hillary Clinton, Bernie Sanders and Joe Biden all edge out their potential Republican opponents among likely voters nationally. Nine months out, large percentages of undecided voters exist as displayed in the following tables.

Democratic Candidate	%	Republican Candidate	%	Unsure	%
Hillary Clinton	46.4	Ben Carson	37.2	Unsure	16.4
Hillary Clinton	45.9	Marco Rubio	40.2	Unsure	13.5
Hillary Clinton	46.9	Donald Trump	38.0	Unsure	15.1
Hillary Clinton	46.9	Ted Cruz	39.2	Unsure	13.8

Democratic Candidate	%	Republican Candidate	%	Unsure	%
Bernie Sanders	48.0	Ben Carson	33.8	Unsure	18.2
Bernie Sanders	47.2	Marco Rubio	34.9	Unsure	17.9
Bernie Sanders	47.8	Donald Trump	37.2	Unsure	14.9
Bernie Sanders	48.8	Ted Cruz	33.9	Unsure	17.3

Democratic Candidate	%	Republican Candidate	%	Unsure	%
Joe Biden	38.2	Ben Carson	37.6	Unsure	24.2
Joe Biden	39.1	Marco Rubio	38.7	Unsure	22.2
Joe Biden	45.3	Donald Trump	38.9	Unsure	15.8
Joe Biden	42.3	Ted Cruz	35.9	Unsure	21.9

## ON POPE FRANCIS

Impressively, Pope Francis enjoys a 69.3% positive favorable rating among poll respondents.

The pope would be a Democrat according to those polled. When asked, based on all they know or have heard about Pope Francis, if the pope would be a Republican or Democrat, respondents suggested 11.0% and 33.4% respectively. A larger group (35.3%), however, suggested he would be “unaffiliated”. And 20.3% were unsure.

## ON POLLSTERS

Nationally, 14.9% of all respondents report they have been surveyed by political pollsters.

Interestingly, of this group, one-fifth (19.5%) indicated they have lied to a pollster.

## ON INFLUENCE OF CELEBRITIES, SOCIAL MEDIA AND THE PRIMARIES

Anywhere from one-quarter to one-third of poll respondents report that they are either strongly or somewhat influenced in presidential vote decision making by celebrities, social media posts and comments of friends/peers, and the Iowa/New Hampshire Primaries/Caucuses – 22.6%, 31.3% and 28.7% respectively.

## ON SOCIALISM

Respondents were reminded that one candidate for President of the United States in 2016 is a socialist. Two-thirds, 67.2%, indicated they understood socialism either very or somewhat well.

Interestingly, 28.1%, noted that they could vote for a socialist for president.



## ON DONALD TRUMP

The poll held a number of statements about Donald Trump. Respondents were asked if they strongly agreed, somewhat agreed, somewhat disagreed, or strongly disagreed with each statement. The following presents the cumulative totals for those strongly and somewhat agreeing with each statement about Donald Trump.

- Donald Trump is arrogant and egotistical – 80.3%
- The rise of Trump is a media phenomenon / driven by media attention – 70.0%
- I know people supporting Donald Trump – 54.5%
- Donald is a successful, intelligent leader – 44.4%
- I support Donald Trump’s immigration position – 43.0%
- I can see myself supporting Donald Trump – 31.3%
- Donald has the temperament to be President – 30.8%

## ON MEDIA BIAS

The television news organizations turned to most frequently by respondents nationally included Fox News, CNN, ABC News, CBS News, and NBC News – 21.5%, 19.6%, 10.8%, 8.3% and 7.3% respectively.

Over one-half, 52.6%, report the reason for their preferred source for news was that “they offer objective reporting” while 19.0% suggested the reason was “they see issues as I do”. Some, 27.8% were unsure.

In May, 2014, Fox News led CNN as the most trusted for accurate and objective reporting – 18.4% to 14.1%. In the current poll, CNN leads Fox News 19.4% to 17.9%. Others such as ABC News, PBS News, CBS News, and NBC News followed at 8.5%, 7.4%, 6.5%, and 6.0%, respectively.

Those who reported believing all or most of news reporting dropped to 22.3% in the current February 2016 polling from 27.2% recorded in May, 2014.

At the same time, those strongly or somewhat agreeing that the media attempts to influence public opinion increased to 81.4% from 77.1% in 2014.

Similarly, those strongly or somewhat agreeing that the media attempts to influence public policies and laws increased to 78.1% from 72.2% in 2014.

By a three-to-one margin, respondents see a media bias in favor of the liberal ideology (49.3%) over a conservative philosophy (15.8%). Some, 13.8% saw no bias.

News organizations considered most biased in their reporting included Fox News, CNN, and MSNBC – 51.1%, 30.5%, and 29.1%, respectively.

Over one-quarter, 26.0%, of all respondents suggest media bias occurs because journalists and newscasters enter their jobs with personal political beliefs. Another 22.0% suggest the bias occurs mostly because the public gravitates to “like-minded” media while another 20.1% indicated the bias is a result of advertisers and their business interests. Some, 19.4%, see the bias as a result of a drive for higher ratings.

Large percentages of respondents see the media biased in their reporting in favor of Hillary Clinton (51.4%), Donald Trump (45.1%), and Bernie Sanders (27.5%).

At the same time, large percentages see a media bias against Donald Trump (50.0%), Hillary Clinton (30.8%), Ben Carson (21.4%), Jeb Bush (21.2%) and Ted Cruz (20.6%).

### ON CAMPAIGN ISSUES

Issues poll participants consider most important when they make decisions on candidates for Congress and President in 2016 included jobs and the economy (55.5%), healthcare (52.8%), immigration (37.8%), government spending and the federal deficit (33.2%), terrorism (31.5%), homeland security and anti-terror policies (29.4%), education (29.0%), and gun control / second amendment rights (20.7%).

Some candidate positions will help move voters to support them while making others less likely to support them. The impact of positions on issues such as sanctuary cities and closing the prison in Guantanamo, Cuba are shown here.

National Candidate Positions	More Likely to Support	Less Likely to Support	Would Not Make a Difference
Candidate supports sanctuary cities – allowing illegal immigrants to live in that city	18.8	49.5	19.6
Supports closing the Guantanamo Prison in Cuba	20.5	33.5	31.6
Supports the Second Amendment to the Constitution / Right to own firearms	48.6	22.9	18.9
Supports equal pay for equal work for women	64.4	10.8	19.4
Candidate is tough on big banks and supports restrictions and regulations	54.0	15.3	20.4
Supports the repeal of Obamacare	41.2	31.0	16.4
Is tough on immigration and closing borders	48.6	24.7	17.1
Supports increasing the taxes on middle-income Americans	10.1	69.4	11.4

## ON ELECTION ENGAGEMENT

Many Americans surveyed expect to be engaged in the upcoming November 2016 elections. Many, 77.5%, plan to vote and others will participate by doing things like watching debates (45.7%), arguing and influencing friends on behalf of candidates (27.7%), using social media to indicate candidate support (18.3%), registering others to vote (12.6%) and donating to candidates (11.7%). In fewer numbers, Americans will volunteer, display bumper stickers, put up a yard/window sign or hold a house party on behalf of a candidate – 7.9%, 7.5%, 6.9%, and 2.8%, respectively.

Just over one-third of respondents, 38.6%, believe they live in a blue state while 28.3% believe they live in a red state.

Of those respondents living in a red or blue state, frustration runs high. Many, 59.0%, indicate they are very or somewhat frustrated that candidate for president overlook their home states.

By a large margin, (52.6% to 22.5%), Americans surveyed prefer to use popular vote over the Electoral College when electing presidents.

## SUMMARY **4** FINDINGS

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Readers are reminded that the narrative throughout this report refers to **national composite** aggregate data – the 1000 completed surveys. Further, results are also presented for the 511 respondents to a separate survey of Pennsylvania residents.

Some questions within the sections on the election and media bias were originally posed in previous RMU Polling. When “like” questions were employed, comparisons of the results are presented.

### **THE 2016 ELECTION**

All respondents to the February, 2016 poll were asked for their opinions of a number of political presidential candidates or potential candidates. Significant number of respondents were “unsure” for lesser-known candidates. The following table holds the results on composite basis and among just likely voters nationally and within Pennsylvania.

The table holds the cumulative totals for those indicating they hold a very or somewhat favorable opinion of each individual.

<b>Characteristic</b>	<b>National</b>	<b>National Likely Voters</b>	<b>Pennsylvania</b>	<b>Pennsylvania Likely Voters</b>
Hillary Clinton	45.6	47.2	43.5	42.8
Ted Cruz	34.8	37.2	35.1	36.6
Donald Trump	37.2	38.9	45.7	46.0
Marco Rubio	36.0	38.5	32.5	33.5
Joe Biden	37.1	38.6	42.5	42.4
Bernie Sanders	47.0	49.6	47.5	49.7
Michael Bloomberg	20.6	22.2	21.2	22.4
Ben Carson	34.5	37.1	32.0	33.8

Republicans surveyed were asked to report the candidate they would most likely support if the party's primary was "held today". The table includes all Republicans and just likely Republican voters on both a national composite and Pennsylvania basis. Results are presented in declining order by national composite likely Republican voters.

<b>February 2016 Republican Candidates</b>	<b>National (N=259)</b>	<b>National LV (N=252)</b>	<b>Pennsylvania (N=187)</b>	<b>Pennsylvania LV (N=177)</b>
Donald Trump	37.8	37.3	41.7	41.2
Ted Cruz	18.5	19.0	13.9	14.7
Marco Rubio	14.3	14.3	15.0	14.7
Ben Carson	12.4	12.7	7.5	7.9
Someone else / Unsure	7.3	7.1	10.2	9.0
Jeb Bush	5.8	5.6	3.7	4.0
John Kasich	3.9	4.0	8.0	8.5

Results from polling five months ago, in October, 2015, are presented here.

<b>October 2015 Results Republican Candidates</b>	<b>Composite (N=253)</b>	<b>Composite Likely Voter (N=215)</b>	<b>Pennsylvania (N=176)</b>	<b>Pennsylvania Likely Voter (N=145)</b>
Businessman Donald Trump	28.1	27.9	27.3	26.9
Dr. Ben Carson	19.0	20.0	19.3	20.0
Florida Senator Marco Rubio	8.7	8.8	4.0	4.8
Former Florida Governor Jeb Bush	7.9	8.8	4.0	3.4
Texas Senator Ted Cruz	7.1	7.4	2.3	2.8
Kentucky Senator Rand Paul	4.3	3.7	4.5	5.5
New Jersey Governor Chris Christie	2.0	1.9	5.7	5.5
Former Arkansas Governor Mike Huckabee	2.0	1.9	2.8	3.4
South Carolina Senator Lindsey Graham	2.0	1.9	1.1	1.4
Former Hewlett Packard CEO Carly Fiorina	2.0	1.9	2.3	2.1
Ohio Governor John Kasich	2.0	1.4	2.3	2.8
Louisiana Governor Bobby Jindal	1.2	0.9	---	---
New York Congressman Peter King	0.8	0.5	---	1.4
Former Pennsylvania Senator Rick Santorum	0.4	0.5	8.5	8.3
Former New York Governor George Pataki	0.8	0.5	---	---
Former Ambassador John Bolton	---	---	---	---
Indiana Governor Mike Pence	---	---	0.6	---
Former Virginia Governor Jim Gilmore	--	---	----	---

Democrats surveyed were asked to report the candidate they would most likely support if the party's primary was "held today". The table includes all Democrats and just likely Democratic voters on both a national composite and a Pennsylvania basis. Results are presented in declining order by national, composite, likely-Democratic voters.

<b>Democratic Candidates</b>	<b>National (N=302)</b>	<b>National LV (N=287)</b>	<b>Pennsylvania (N=252)</b>	<b>Pennsylvania LV (N=232)</b>
Hillary Clinton	57.3	56.8	49.6	48.3
Bernie Sanders	35.1	35.5	38.9	41.4
Someone else / Unsure	7.6	7.7	11.5	10.3

Results from polling five months ago, in October 2015, are presented here.

<b>October 2015 Results Democratic Candidates</b>	<b>Composite (N=302)</b>	<b>Composite Likely Voter (N=244)</b>	<b>Pennsylvania (N=251)</b>	<b>Pennsylvania (N=201)</b>
Former Secretary of State Hillary Clinton	43.7	45.5	39.4	42.8
Vice President Joe Biden	16.6	18.0	22.3	21.9
Vermont Senator Bernie Sanders	16.2	15.6	16.3	16.4
New York Governor Andrew Cuomo	3.0	3.3	0.8	0.5
Massachusetts Senator Elizabeth Warren	2.0	2.5	2.4	3.0
Former Maryland Governor Martin O'Malley	1.3	1.6	0.8	1.0
Minnesota Senator Amy Klobuchar	0.7	0.8	0.4	0.5
Virginia Senator Mark Warner	0.7	0.8	---	---
New Jersey Senator Corey Booker	1.3	0.8	0.4	---
Former Massachusetts Governor Deval Patrick	1.0	0.4	0.4	0.5
New York Senator Kirsten Gillibrand	0.3	0.4	0.4	----
Former Virginia Senator Jim Webb	0.7	0.4	0.8	1.0
Colorado Governor John Hickenlooper	---	---	---	---

Former Rhode Island Governor Lincoln Chafee	---	---	0.4	0.5
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A number of head-to-head ballots were presented to respondents. Respondents were asked to name their presidential preferences in scenario. In most comparisons, the Democratic candidate edges the Republican candidates. Vice-President Joe Biden, who has announced he is not a candidate, was included in this round of sample ballots.

On a national level, results are presented among only likely voters.

Democratic Candidate	%	Republican Candidate	%	Unsure	%
Hillary Clinton	46.4	Ben Carson	37.2	Unsure	16.4
Hillary Clinton	45.9	Marco Rubio	40.2	Unsure	13.5
Hillary Clinton	46.9	Donald Trump	38.0	Unsure	15.1
Hillary Clinton	46.9	Ted Cruz	39.2	Unsure	13.8

Democratic Candidate	%	Republican Candidate	%	Unsure	%
Bernie Sanders	48.0	Ben Carson	33.8	Unsure	18.2
Bernie Sanders	47.2	Marco Rubio	34.9	Unsure	17.9
Bernie Sanders	47.8	Donald Trump	37.2	Unsure	14.9
Bernie Sanders	48.8	Ted Cruz	33.9	Unsure	17.3

Democratic Candidate	%	Republican Candidate	%	Unsure	%
Joe Biden	38.2	Ben Carson	37.6	Unsure	24.2
Joe Biden	39.1	Marco Rubio	38.7	Unsure	22.2
Joe Biden	45.3	Donald Trump	38.9	Unsure	15.8
Joe Biden	42.3	Ted Cruz	35.9	Unsure	21.9



The following results depict results among Pennsylvania likely voters.

<b>Democratic Candidate</b>	<b>%</b>	<b>Republican Candidate</b>	<b>%</b>	<b>Unsure</b>	<b>%</b>
Hillary Clinton	45.6	Ben Carson	37.6	Unsure	16.8
Hillary Clinton	44.1	Marco Rubio	40.0	Unsure	15.9
Hillary Clinton	43.4	Donald Trump	44.3	Unsure	12.3
Hillary Clinton	45.7	Ted Cruz	39.9	Unsure	14.4

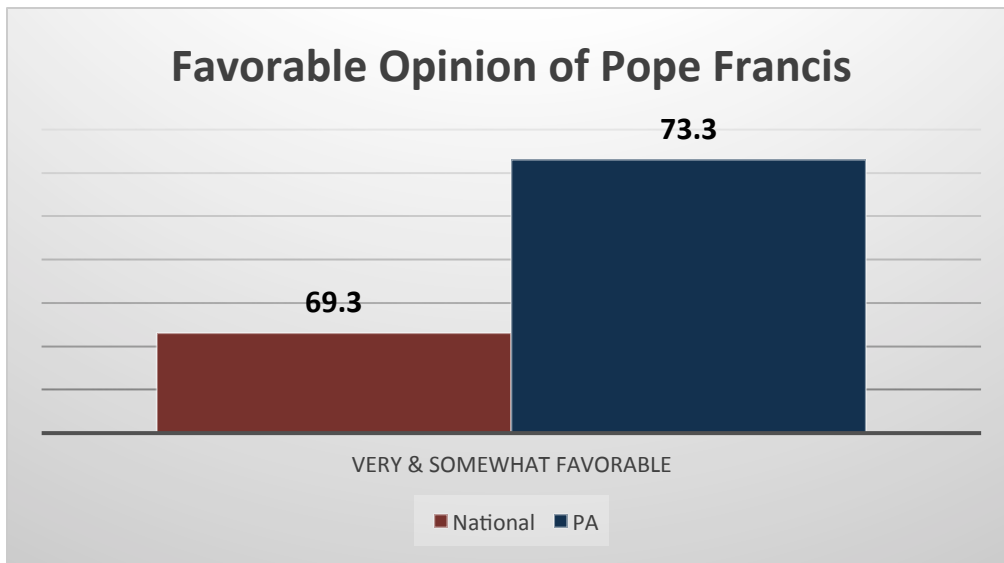
<b>Democratic Candidate</b>	<b>%</b>	<b>Republican Candidate</b>	<b>%</b>	<b>Unsure</b>	<b>%</b>
Bernie Sanders	49.2	Ben Carson	32.5	Unsure	18.3
Bernie Sanders	48.0	Marco Rubio	33.8	Unsure	18.3
Bernie Sanders	43.9	Donald Trump	46.2	Unsure	9.9
Bernie Sanders	50.1	Ted Cruz	33.5	Unsure	16.3

<b>Democratic Candidate</b>	<b>%</b>	<b>Republican Candidate</b>	<b>%</b>	<b>Unsure</b>	<b>%</b>
Joe Biden	45.4	Ben Carson	33.5	Unsure	21.1
Joe Biden	43.7	Marco Rubio	36.6	Unsure	19.8
Joe Biden	44.9	Donald Trump	45.4	Unsure	9.7
Joe Biden	46.5	Ted Cruz	34.8	Unsure	18.7

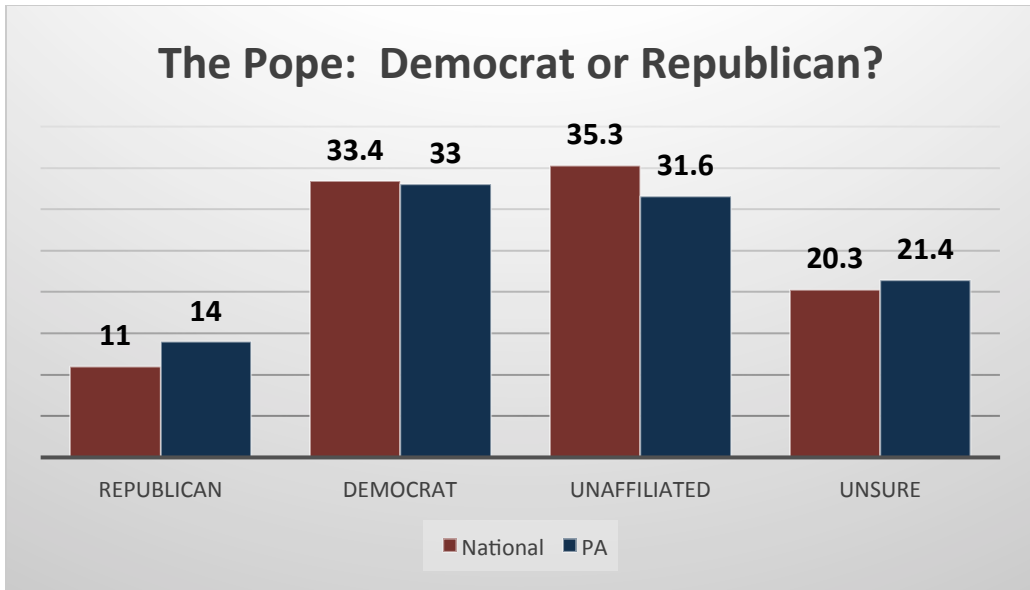
## POPE FRANCIS

Pope Francis enjoys a strong favorable rating among all respondents – 69.3% strongly or somewhat favorable. Another 16.6% hold a somewhat unfavorable or not at all favorable opinion while 11.6% were unsure and 2.5% were unaware of Pope Francis.

Results are presented in the following graph.

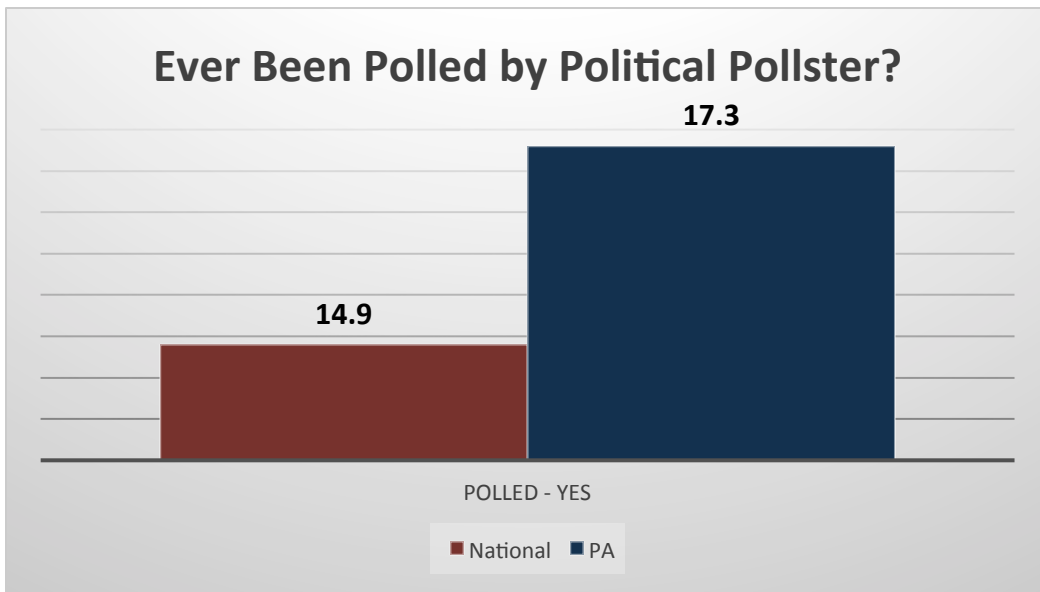


Respondents aware of Pope Francis were asked, based on all they know or have heard about the pope, if he would be more inclined to be a Republican or a Democrat. Results are displayed here.

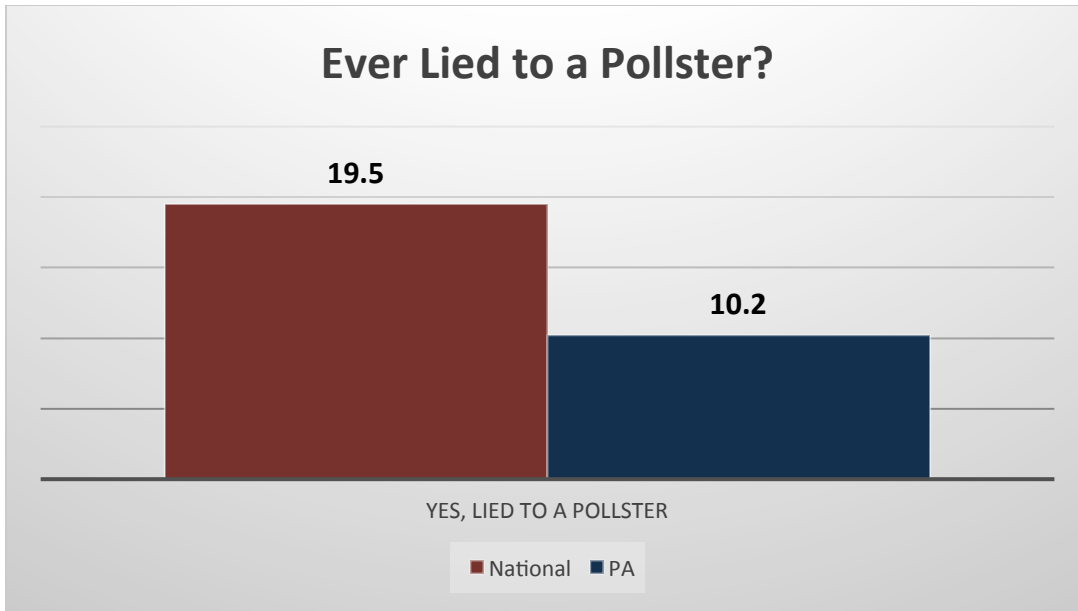


**POLLSTERS**

Those polled were asked, prior to this political poll, if they have ever been surveyed by political pollsters. Just under one-fifth nationally, 14.9%, indicated they had been polled previously. Results are presented in the following graph.



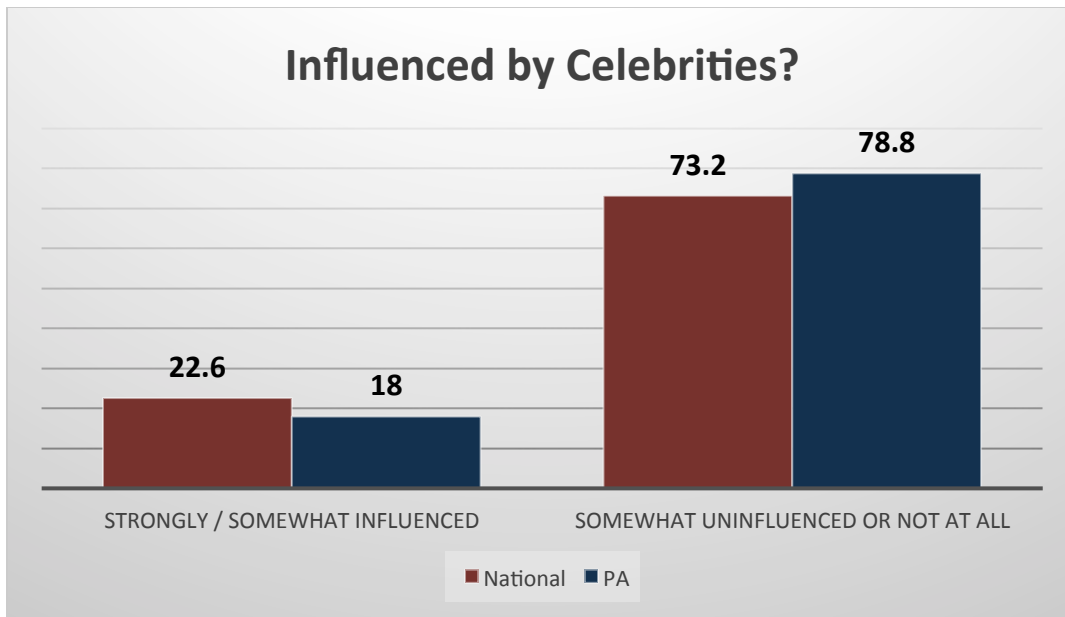
Those polled nationally (14.9%) were asked if they’ve ever lied to a pollster. Nationally, 19.5% suggested they have, indeed, lied to a pollster. Results are presented here.



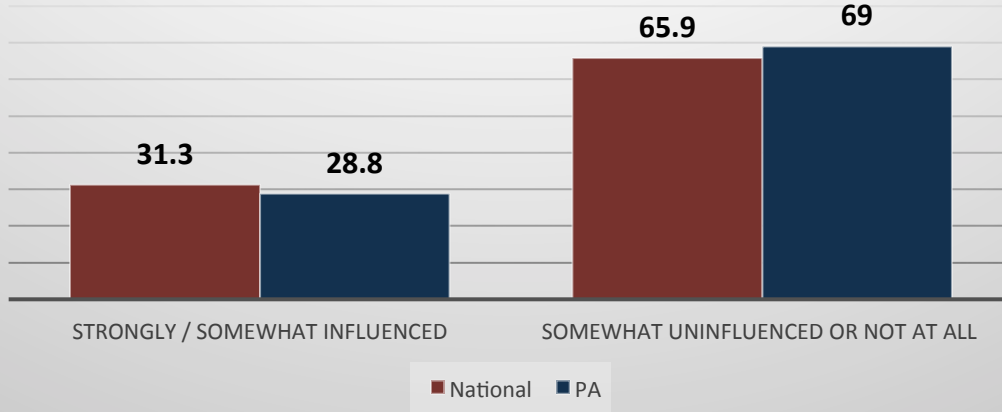
### CELEBRITIES / SOCIAL MEDIA / PRIMARIES

The research was designed to measure the influence celebrities, social media and the primary results have on presidential vote decision making. Nearly one-quarter to one-third of all respondents, a large percentage when extrapolated on the population of voters, indicated they are influenced.

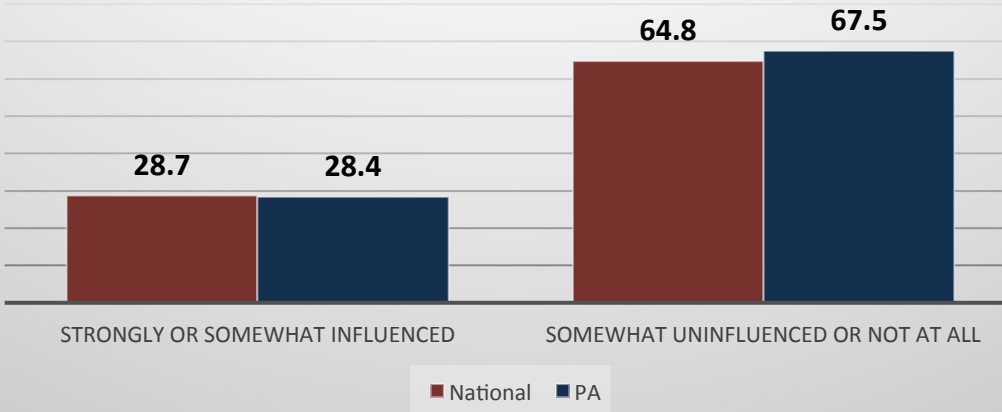
Results are displayed here.



### Influenced by Social Media Posts / Comments?

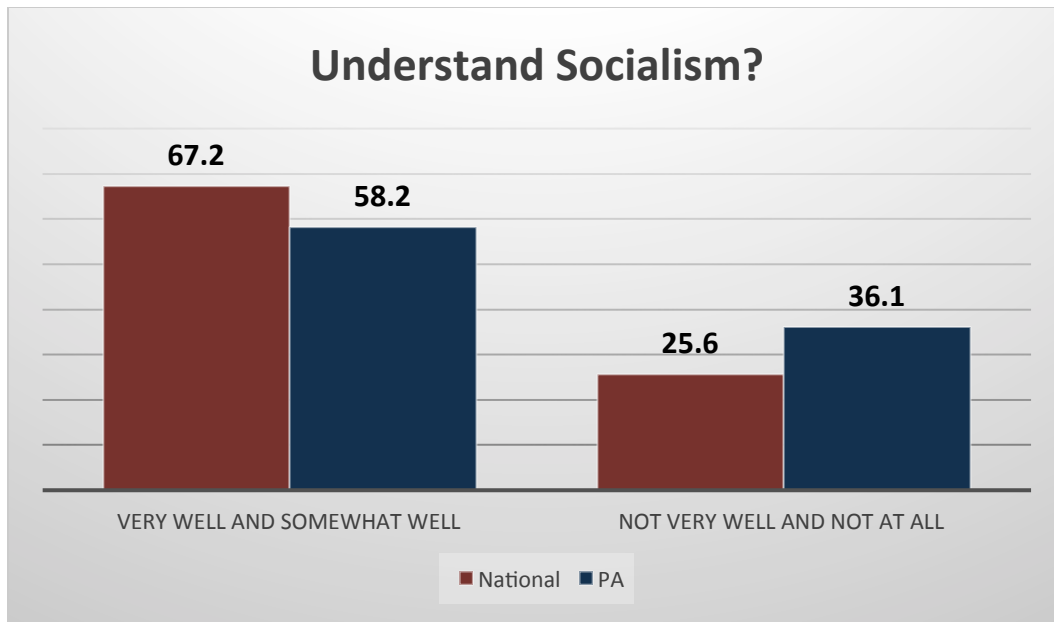


### Influenced by the Iowa or New Hampshire Primaries?



## SOCIALISM

Respondents were reminded that one candidate for President of the United States in 2016 is a socialist. Each was asked how well they understood socialism. Nationally, two-thirds (67.2%) suggested they understood the economic system very well (22.4%) or somewhat well (44.8%). Results are shown in the following graph.



Interestingly, over one-quarter, 28.1%, suggested they could vote for a Socialist.

## **DONALD TRUMP**

The poll held a number of statements related to Donald Trump and his candidacy for President in 2016. All respondents were asked to read each statement and indicate if they strongly agreed, somewhat agreed, somewhat disagreed, or strongly disagreed with each.

Large majorities see Donald Trump as arrogant and egotistical. Nearly three-quarters suggest his rise and success is mostly a media phenomenon – driven by the media. Overall, just 31.3% can see themselves supporting Donald Trump for President.

Results are presented in declining order by statement agreement on a national level.

<b>Statements about Donald Trump and his Presidential Bid</b>	<b>National Strongly &amp; Somewhat Agree</b>	<b>Pennsylvania Strongly &amp; Somewhat Agree</b>
Donald is arrogant and egotistical	80.3	82.9
The rise and success of Donald Trump, so far, is mostly a media phenomenon – support that is driven by media attention	70.0	68.4
I know people who are supporters of Donald Trump	54.5	61.6
Donald is just as he describes himself – successful, a leader and intelligent	44.4	54.5
I do support Donald Trump’s positions on immigration	43.0	53.5
I can see myself supporting Donald Trump	31.3	41.6
Donald has the temperament to be President of the United States	30.8	35.7

## **MEDIA BIAS**

Research was designed to collect public opinion among Americans on perceptions of bias in the U.S. media. Where “like” questions were presented in May, 2014 these results are also displayed for comparison.

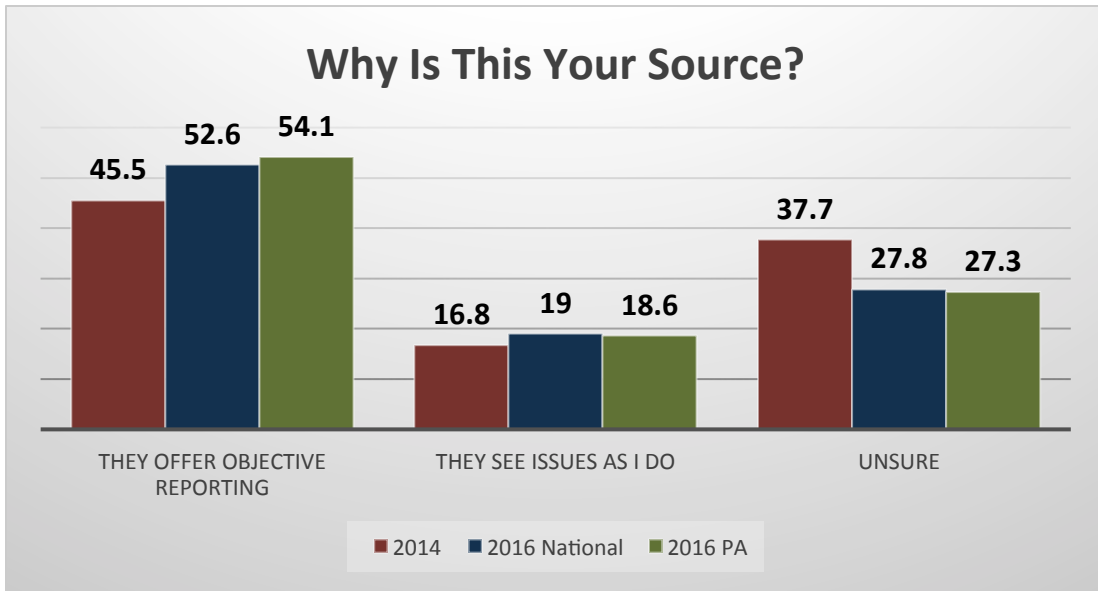
Respondents, first, were asked to name the one television news organization they turn to **most frequently** for their news. The following table presents the results as collected.

<b>Television News Used Most</b>	<b>2014 Percent National</b>	<b>2016 Percent National</b>	<b>2016 Percent Pennsylvania</b>
Fox News	18.0	21.5	16.5
CNN	11.9	19.6	16.5
ABC News	10.5	10.8	13.9
Local News Broadcast	11.2	9.6	13.3
Don't Watch TV / TV News	13.0	8.6	5.7
CBS News	8.1	8.3	8.0
NBC News	9.8	7.3	10.8
Unsure / Varies	7.0	4.4	4.5
MSNBC	4.4	4.2	6.3
CNBC	2.3	2.8	1.8
PBS News	3.3	2.7	1.8
CBN (Christian Broadcasting)	0.5	0.2	1.0



In a follow-up question, respondents were asked if they view that particular news source because they offer objective reporting or because the source views issues as they do.

By a wide margin – 52.6% to 19.0% -- respondents suggested their selection was based on their source providing objective reporting over seeing issues as they did. The following graph displays the results collected.

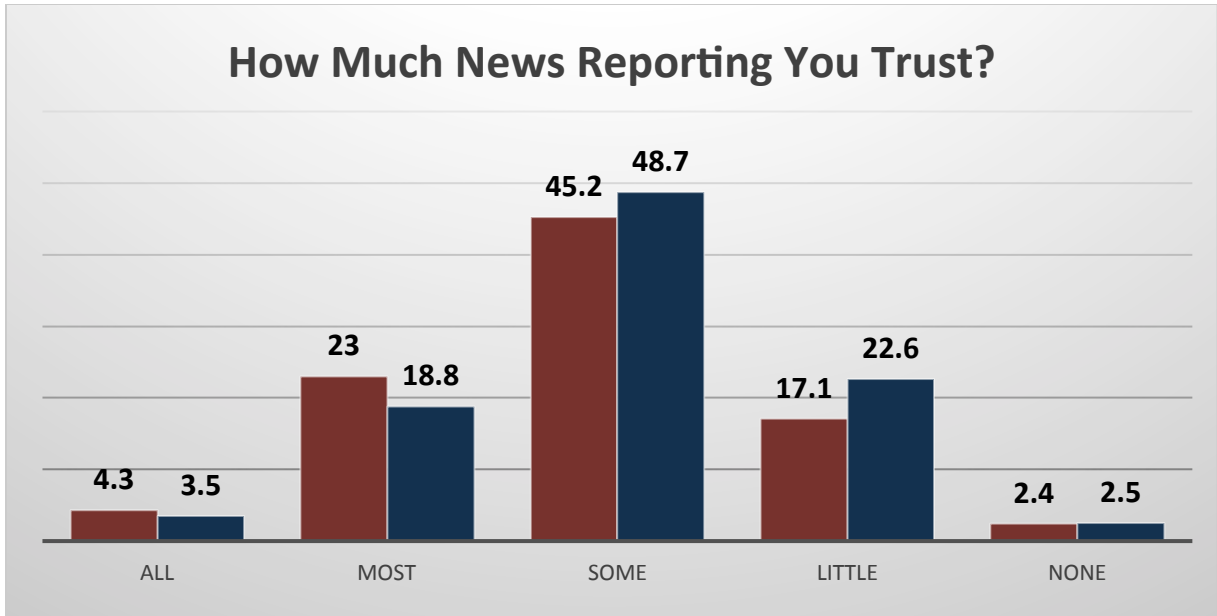


Respondents were asked which one national television news organization they **trust most** for accurate and objective reporting. The following table depicts the results as collected.

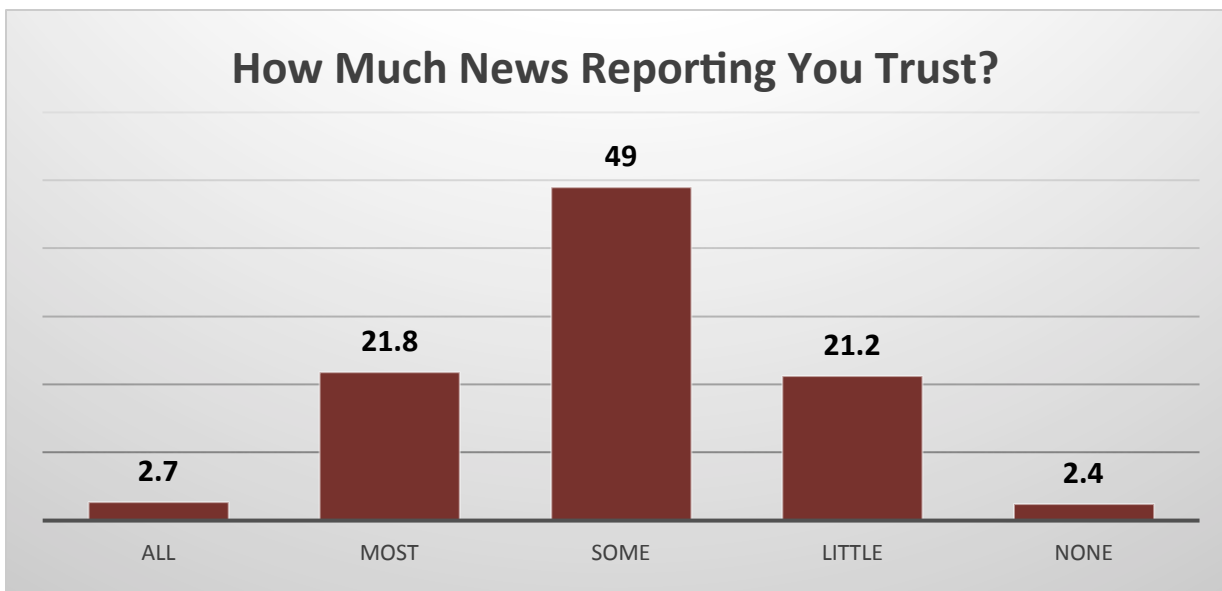
Television News Most Trusted	2014 National Percent	2016 National Percent	2016 Pennsylvania Percent
CNN	14.1	19.4	18.6
Fox News	18.4	17.9	16.7
Unsure / Varies	16.0	11.9	14.3
ABC News	7.5	8.5	9.0
PBS News	5.1	7.4	4.5
Don't Watch TV / TV News	11.8	6.6	4.1
CBS News	5.2	6.5	5.9
Local News Broadcast	7.0	6.3	8.8
NBC News	6.9	6.0	8.8
MSNBC	4.4	4.4	5.5
CNBC	2.4	3.1	1.4
CBN (Christian Broadcasting)	1.1	2.0	2.4

Only one-quarter of all Americans surveyed, 22.3% (27.2% in 2014), could report they believe all (3.5%) or most (18.8%) of news media reporting – including print and electronic.

The results are presented here.



In Pennsylvania, the results were similar.



Regarding both print and electronic news media, respondents were asked if the news media have their own political and policy positions and attempt to influence public opinion. Each was asked if they strongly agree, somewhat agree, somewhat disagree or strongly disagree.

A large majority, 81.4% (77.1% in 2014), strongly (37.2%) or somewhat agreed (44.2%) that the news media attempts to influence public opinion.

Results are presented here.

<b>Does News Media Attempt to Influence Public Opinion?</b>	<b>2014 Percent National</b>	<b>2016 Percent National</b>	<b>2016 Percent PA</b>
Strongly agree	34.1	37.2	37.5
Somewhat agree	43.0	44.2	48.2
Somewhat disagree	9.6	10.7	8.2
Strongly interested	2.5	1.8	1.2
Don't know/unsure	10.8	6.1	4.9
<i>Total agree</i>	<i>77.1</i>	<i>81.4</i>	<i>85.7</i>
<i>Total disagree</i>	<i>12.1</i>	<i>12.5</i>	<i>9.4</i>

A similar question was posed. Again, a large majority, 78.1% (72.2% in 2014), agreed that the news media has political positions and attempts to influence public polities and laws.

Results are presented here.

<b>Does News Media Attempt to Influence Public Policies and Laws?</b>	<b>2014 Percent National</b>	<b>2016 Percent National</b>	<b>2016 Percent PA</b>
Strongly agree	29.7	33.5	33.7
Somewhat agree	42.5	44.6	46.3
Somewhat disagree	12.6	11.0	11.8
Strongly interested	2.7	3.5	2.7
Don't know/unsure	12.5	7.4	5.5
<i>Total agree</i>	<i>72.2</i>	<i>78.1</i>	<i>80.0</i>
<i>Total disagree</i>	<i>15.3</i>	<i>14.5</i>	<i>14.5</i>

The following was presented to all poll respondents: “Some people believe many of the news media organizations have biases while other people do not believe they do. Would you, generally speaking, say the news media are...”

By a large margin, 15.8% to 49.3% (12.7% to 45.7% in 2014), respondents saw the media as more biased in favor of a liberal philosophy than in favor of conservative ideology.

Each respondent was asked to select one of the following:

<b>Bias in the News Media</b>	<b>National Percent 2014</b>	<b>National Percent 2016</b>	<b>PA Percent 2016</b>
Very biased in favor of liberals and against conservatives	20.1	19.3	16.7
Somewhat biased in favor of liberals and against conservatives	25.6	30.0	30.6
Not biased in their coverage	16.2	13.8	16.3
Somewhat biased in favor of conservatives and against liberals	9.4	12.5	12.5
Very biased in favor of conservatives and against liberals	3.4	3.3	3.1
<i>Total bias in favor of liberals and against conservatives</i>	<i>45.7</i>	<i>49.3</i>	<i>47.3</i>
<i>Total bias in favor of conservatives and against liberals</i>	<i>12.7</i>	<i>15.8</i>	<i>15.6</i>

Respondents were asked which news media – print or electronic – they **considered biased in their reporting**. The following presents the results as collected. Multiple responses were accepted. Results are presented in declining order by 2016 national results.

<b>News Organizations Considered Biased in Reporting</b>	<b>National Percent 2014</b>	<b>National Percent 2016</b>	<b>PA Percent 2016</b>
Fox News	47.8	51.1	47.3
CNN	36.6	30.5	32.5
MSNBC	37.1	29.1	32.9
CNBC	25.2	19.1	18.0
CBN (Christian Broadcasting)	22.9	18.3	23.5
NBC News	29.5	18.2	18.2
Print Media – newspapers / news magazines	25.1	16.8	21.6
ABC News	29.5	16.1	16.7
CBS News	28.4	15.7	13.5
Local News Broadcast	14.6	7.1	6.5
National Public Radio News	19.0	6.7	7.8
PBS News	16.2	6.0	5.9
Local Radio News	11.8	4.3	5.3
Don't Watch TV / TV News	11.2	4.3	3.1

The survey held four statements asking respondents which one, if any, they considered most responsible for bias in the media today. The largest group of respondents, 26.0% (27.6% in 2014), suggest bias was a result of journalists and newscasters entering their jobs with personal political beliefs.

Results are presented here.

<b>Statements</b>	<b>National Percent 2014</b>	<b>National Percent 2016</b>	<b>PA Percent 2016</b>
Journalists and newscasters enter their jobs with personal political beliefs	27.6	26.0	25.9
The media drive for higher ratings	20.0	19.4	17.5
Advertisers and their respective business interests	14.8	20.1	19.8
The public gravitates to “like-minded” media and drives the market for bias	14.0	22.0	22.7
Don’t know/unsure	23.6	12.5	14.1

Respondents were asked to indicate the national newspapers they currently read – online or hard copy – on a regular basis. Results are presented in the following table. Multiple responses were accepted.

<b>National Newspapers Read</b>	<b>National Percent 2016</b>	<b>PA Percent 2016</b>
New York Times	22.8	19.4
USA Today	30.1	28.2
Wall Street Journal	16.8	12.0
Washington Post	14.0	10.0
Los Angeles Times	7.7	1.0

Respondents were asked which of the following candidates of both parties they see media **bias in favor of** today. Multiple responses were accepted. Results are presented in declining order.

<b>Republican and Democrat Candidates</b>	<b>2016 National</b>	<b>2016 PA</b>
Texas Senator Ted Cruz	16.3	17.8
Florida Senator Marco Rubio	13.6	11.2
Businessman Donald Trump	43.8	45.1
Former Florida Governor Jeb Bush	12.3	12.4
Ohio Governor John Kasich	4.8	4.3
Dr. Ben Carson	8.8	6.3
Former Secretary of State Hillary Clinton	52.1	51.4
Vermont U.S. Senator Bernie Sanders	25.4	27.5

Similarly, respondents were asked which of the following candidates of both political parties they see media **bias against** today. Multiple responses were accepted.

<b>Republican and Democrat Candidates</b>	<b>National 2016</b>	<b>PA 2016</b>
Texas Senator Ted Cruz	19.5	20.6
Florida Senator Marco Rubio	16.6	15.3
Businessman Donald Trump	47.2	50.0
Former Florida Governor Jeb Bush	20.4	21.2
Ohio Governor John Kasich	7.1	6.5
Dr. Ben Carson	19.1	21.4
Former Secretary of State Hillary Clinton	29.9	30.8
Vermont U.S. Senator Bernie Sanders	18.8	19.2

## CAMPAIGN ISSUES

Respondents, in February, 2016, were asked which issues they will consider most important when they make decisions on candidates for Congress and President. Results are presented in declining order by national results. Multiple responses were accepted.

<b>Issues</b>	<b>National</b>	<b>PA</b>
Jobs and the economy	55.5	57.8
Healthcare	52.8	57.1
Immigration	37.8	37.3
Government spending and the federal budget deficit	33.2	34.5
Terrorism	31.5	32.0
Homeland security and anti-terror policy	29.4	33.5
Education	29.0	22.5
Gun control / Second Amendment rights	20.7	19.8
Taxes	17.7	20.6
Gun violence	11.6	16.3
Foreign affairs	11.4	12.4
Global climate change	11.1	10.4
Crime	8.7	9.8
Abortion	8.1	8.0
Equal pay for women	8.1	10.8
College tuition costs	8.0	7.1
Religious liberty	7.5	6.3
Gay rights	7.2	8.0
Declining U.S. status worldwide	6.3	7.8
Energy policy	5.7	5.1
Supreme Court decisions	4.4	5.3
Bank regulation	4.2	4.3
Internet / data security / identity theft	3.2	2.5
Unsure	3.2	2.0
Privacy / NSA spying	3.1	2.7
International trade imbalance	2.4	2.0
Some other issue	1.3	0.8



Candidate positions may have some respondents more likely to support them while the same positions may make others less likely to support their candidacy. A number of issues were raised. Respondents were asked if each position would make them more likely or less likely to support that candidate; or, would it not make a difference. The first table holds national results while the second table holds results among just Pennsylvania respondents.

<b>National Candidate Positions</b>	<b>More Likely to Support</b>	<b>Less Likely to Support</b>	<b>Would Not Make a Difference</b>
Candidate supports sanctuary cities – allowing illegal immigrants to live in that city	18.8	49.5	19.6
Supports closing the Guantanamo Prison in Cuba	20.5	33.5	31.6
Supports the Second Amendment to the Constitution / Right to own firearms	48.6	22.9	18.9
Supports equal pay for equal work for women	64.4	10.8	19.4
Candidate is tough on big banks and supports restrictions and regulations	54.0	15.3	20.4
Supports the repeal of Obamacare	41.2	31.0	16.4
Is tough on immigration and closing borders	48.6	24.7	17.1
Supports increasing the taxes on middle-income Americans	10.1	69.4	11.4
Supports enhanced torture techniques to secure information from captured, known terrorists	26.8	35.8	21.7

<b>Pennsylvania Candidate Positions</b>	<b>More Likely to Support</b>	<b>Less Likely to Support</b>	<b>Would Not Make a Difference</b>
Candidate supports sanctuary cities – allowing illegal immigrants to live in the city	15.7	56.7	18.8
Supports closing the Guantanamo Prison in Cuba	18.8	35.5	31.6
Supports the Second Amendment to the Constitution / Right to own firearms	50.4	22.2	19.8
Supports equal pay for equal work for women	67.1	8.4	19.4
Candidate is tough on big banks and supports restrictions and regulations	61.0	10.6	19.8
Supports the repeal of Obamacare	46.9	30.8	13.1
Is tough on immigration and closing borders	59.8	21.0	13.3
Supports increasing the taxes on middle-income Americans	8.0	70.8	12.9
Supports enhanced torture techniques to secure information from captured, known terrorists	31.0	29.6	23.5

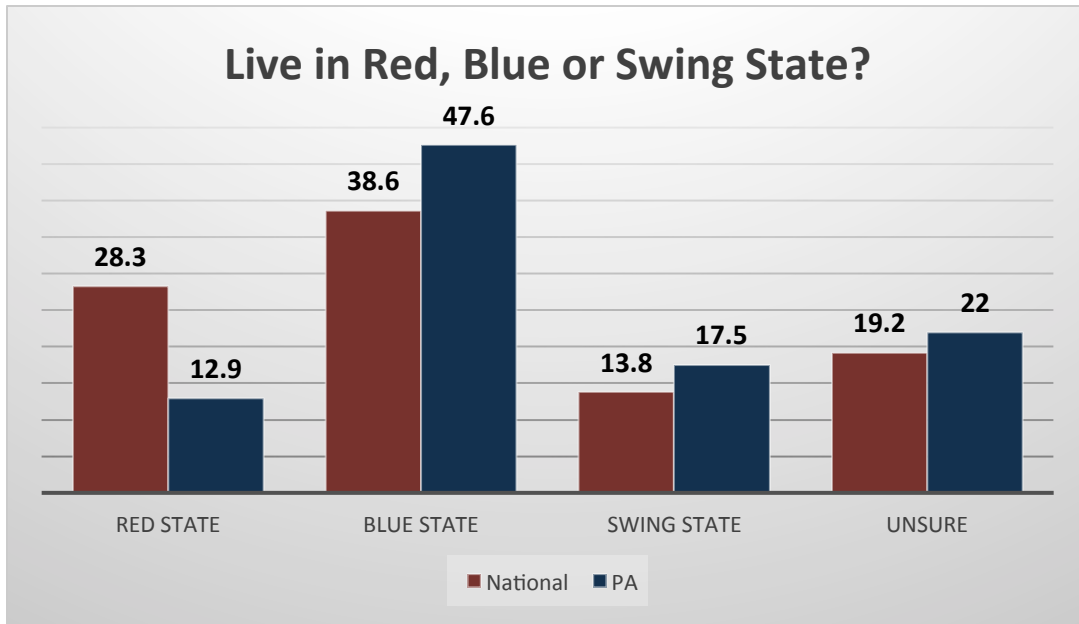
## ELECTION ENGAGEMENT

Poll participants were asked which, if any, campaign activities they might engage in during the upcoming November, 2016 elections. Beyond voting, many (45.7%) expect to watch debates while 27.7% will argue on behalf of a candidate to try and influence a friend, peer or relative.

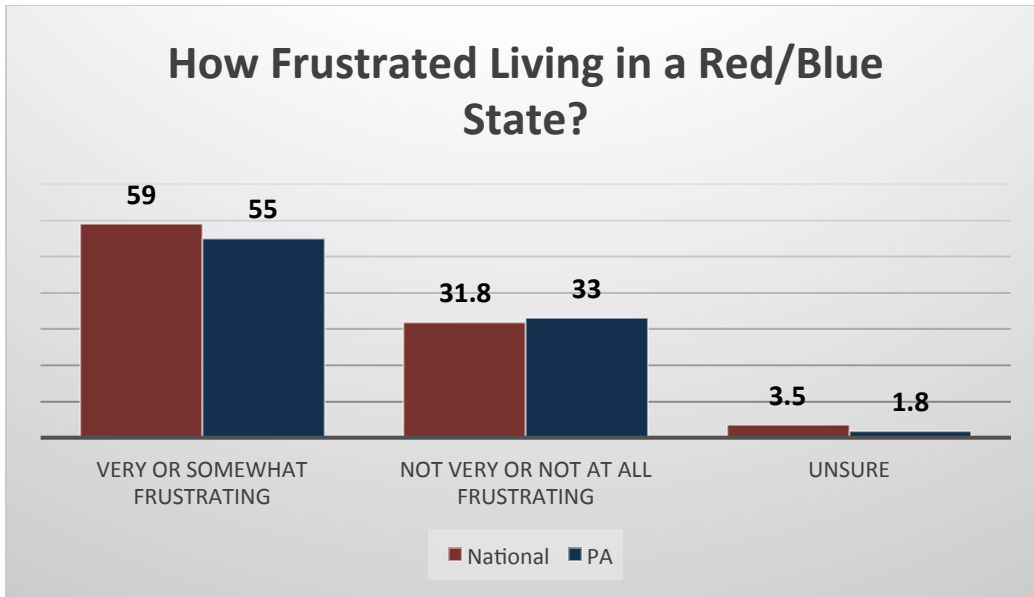
<b>Campaign Activities</b>	<b>National</b>	<b>Pennsylvania</b>
Vote in November, 2016	77.5	80.8
Watch one or more debates between candidates for Congress or President	45.7	44.5
Argue, politely, on behalf of a candidate to influence a friend, peer or relative	27.7	30.2
Use social media to show support for one or more candidate	18.3	18.2
Register others to vote	12.6	10.2
Donate money to one or more candidates or a political party	11.7	7.8
Volunteer for one or more candidates or a political party	7.9	7.5
Put a bumper sticker on their car for one or more candidates	7.5	9.6
Put one or more candidate yard signs on their property or in a home window	6.9	10.8
Hold a house party for a candidate to introduce neighbors	2.8	2.0

The final survey questions were focused on living in red or blue states and the Electoral College for presidential elections.

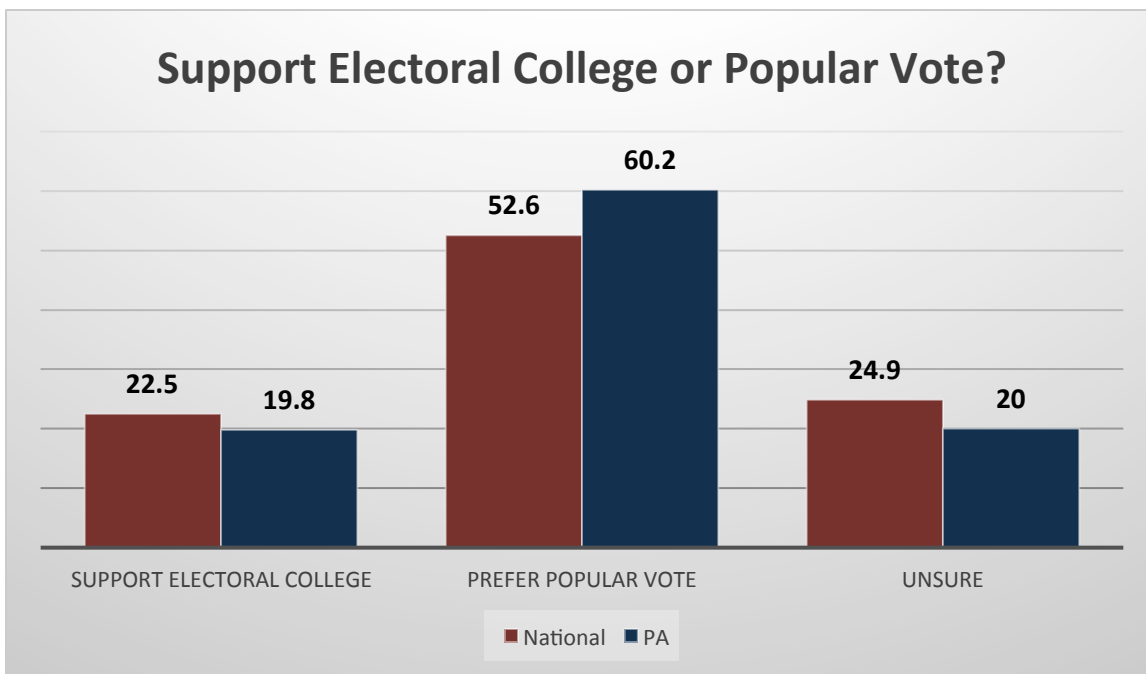
All respondents were asked if they lived in a red state, blue state or a swing state. Results are displayed here.



Red and Blue state respondents were asked how frustrating or disappointing it is to live in a state where little attention is paid by the candidates for president. By a two-to-one margin, 59.0% over 31.8%, respondents find it very or somewhat frustrating over not very or not at all frustrating. Results are displayed here.



By more than a two-to-one margin, 52.6% to 22.5%, respondents would prefer to move to popular votes to determine winning candidates in presidential elections over the Electoral College. Results are displayed in the following graph.



## PENNSYLVANIA ISSUES

Pennsylvania respondents (511) were asked a series of questions specific to their state at the end of the survey. All Pennsylvania respondents were asked if their impression of Pennsylvania Governor Tom Wolf was very favorable, somewhat favorable, somewhat unfavorable or not at all favorable.

Nearly one-half, 45.4% (down from 49.3% in October, 2015 and from 54.8% in May, 2015), suggested their impression was very or somewhat favorable while 45.2% (up from 35.2% in October, 2015 and 24.6% in May 2015) suggested somewhat unfavorable or not at all favorable. Results are presented here along with results for additional Pennsylvania leaders.

<b>Leaders</b>	<b>Very &amp; Somewhat Favorable</b>	<b>Unsure</b>
Tom Wolf	45.4	9.4
John Fetterman	19.8	59.7
Joe Sestak	26.2	46.4
Katie McGinty	24.7	49.3
Pat Toomey	43.6	26.6

The following are a number of different November 2016 U.S. Senate election ballots in Pennsylvania. Respondents were asked to indicate which candidate they would most likely support for U.S. Senator from Pennsylvania.

<b>Democratic Candidate</b>	<b>Percent</b>	<b>Republican Candidate</b>	<b>Percent</b>	<b>Unsure</b>	<b>Percent</b>
Joe Sestak	17.6	Pat Toomey	34.1	Unsure	48.2
Katie McGinty	21.2	Pat Toomey	34.1	Unsure	44.7
John Fetterman	13.5	Pat Toomey	37.5	Unsure	49.0

Nearly an equal number of Pennsylvania respondents (23.1%) blame Governor Wolf for the lack of a state budget as they do the Pennsylvania Legislature (26.5%). Others, 42.0%, suggested both the Governor and the Legislature were to blame. A few, 1.2%, suggested “neither” and 7.3% indicated they were unsure.

The following are a number of statements about current issues in Pennsylvania. Respondents were asked to review each and indicate if they strongly agreed, somewhat agreed, somewhat disagreed or strongly disagreed with each. The following table holds the results for the cumulative totals for those strongly and somewhat agreeing.

<b>Issue Statements</b>	<b>Strongly Agree</b>
State Legislators should not be paid their State salary until they finish the budget	87.1
I would be willing to pay reasonably more in new taxes that are dedicated to education in Pennsylvania	35.9
Next year's state budget will be signed by the deadline – June 30, 2016	33.3

## DEMOGRAPHICS

<b>Age</b>	<b>US</b>	<b>PA</b>
Mean	42.22	47.46

<b>Income</b>	<b>US</b>	<b>PA</b>
Under \$10,000	5.2	3.3
\$10,000 to less than \$40,000	28.5	28.6
\$40,000 to less than \$75,000	30.5	29.8
\$75,000 to less than \$100,000	13.9	18.6
\$100,000 to less than \$150,000	12.6	11.0
\$150,000 to less than \$200,000	3.2	2.7
\$200,000 or more	1.5	1.4
Unsure/Prefer not to say	4.6	4.5

<b>Party Affiliation</b>	<b>US</b>	<b>PA</b>
Republican	25.9	36.7
Democrat	30.2	49.4
Independent	35.8	13.5
Some other party	1.0	0.4
Unsure	7.0	

<b>Education</b>	<b>US</b>	<b>PA</b>
High School or less	9.4	13.9
High School GED	14.2	16.5
Some College / Technical School / Associates	33.5	28.3
College / Technical School Graduate	29.3	28.4
Post Graduate / Professional Degree	12.8	12.5
Prefer not to disclose	0.7	0.4

<b>Gender</b>	<b>US</b>	<b>PA</b>
Male	49.2	49.8
Female	50.8	50.2

<b>Hispanic, Latin American, Puerto Rican, Cuban or Mexican</b>	<b>US</b>	<b>PA</b>
Yes	15.8	5.7

<b>Ethnicity (Among Non-Hispanics)</b>	<b>US</b>	<b>PA</b>
White	65.0	83.8
Black, African-American	12.8	7.2
Asian, Pacific Islander	4.7	1.6
Aleutian, Eskimo or American Indian	0.8	0.4
Other	0.9	1.0
Native Hawaiian	---	0.2
Two or more races	---	---
Refused	---	---
Don't know/unsure	---	---

<b>Children</b>	<b>US</b>	<b>PA</b>
None	44.7	39.8
One	16.5	17.3
Two	23.2	21.0
Three	10.1	12.9
Four	3.2	5.7
Five or more	2.3	3.3
Don't know	---	---
Refused	---	---



# 5 APPENDIX

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## INTERPRETATION OF AGGREGATE RESULTS

The computer processed data for this survey are presented in the following frequency distributions. It is important to note that the wordings of the variable labels and value labels in the computer-processed data are largely abbreviated descriptions of the Questionnaire items and available response categories.

The frequency distributions include the category or response for the question items. Responses deemed not appropriate for classification have been grouped together under the “Other” code.

The “NA” category label refers to “No Answer” or “Not Applicable.” This code is also used to classify ambiguous responses. In addition, the “DK/RF” category includes those respondents who did not know their answer to a question or declined to answer it. In many of the tables, a group of responses may be tagged as “Missing” – occasionally, certain individual’s responses may not be required to specific questions and thus are excluded. Although when this category of response is used, the computations of percentages are presented in two (2) ways in the frequency distributions: 1) with their inclusion (as a proportion of the total sample), and 2) their exclusion (as a proportion of a sample subgroup).

Each frequency distribution includes the absolute observed occurrence of each response (i.e. the total number of cases in each category). Immediately adjacent to the right of the column of absolute frequencies is the column of relative frequencies. These are the percentages of cases falling in each category response, including those cases designated as missing data. To the right of the relative frequency column is the adjusted frequency distribution column that contains the relative frequencies based on the legitimate (i.e. non-missing) cases. That is, the total base for the adjusted frequency distribution excludes the missing data. For many Questionnaire items, the relative frequencies and the adjusted frequencies will be nearly the same. However, some items that elicit a sizable number of missing data will produce quite substantial percentage differences between the two columns of frequencies. The careful analyst will cautiously consider both distributions.

The last column of data within the frequency distribution is the cumulative frequency distribution (Cum Freq). This column is simply an adjusted frequency distribution of the sum of all previous categories of response and the current category of response. Its primary usefulness is to gauge some ordered or ranked meaning.