WINNING THE ISSUES NATIONAL BRAND SURVEY
1000 RV
MARCH 16-17, 2017

A. **In thinking about next year's election for Congress, based on scale of 1 to 9, where 1 is that you will not be voting and 9 is that you will absolutely be voting, how likely are you to vote in that election?**

MEAN	**8.00**

1. **Generally speaking, would you say things in the country are headed in the right direction, or are things seriously headed off on the wrong track?**

1.	Right Direction	**34**
2.	Don't know	**19**
3.	Wrong Track	**46**

2. **Overall would you say that you approve or disapprove of the job Donald Trump is doing as President?**

1.	Approve	**40**
2.	Don't know	**14**
3.	Disapprove	**46**

Please tell me for each of the following whether you have a favorable or an unfavorable impression. (IF CHOICE IS MADE, ASK:) Would you say you have a strongly (FAVORABLE/UNFAVORABLE) impression or just a somewhat (FAVORABLE/UNFAVORABLE) impression? (ROTATE 3-7)

		NAME ID	TOTAL FAV	TOTAL UNFAV	NO OPINION
3.	**Republicans in Congress**	99	34	57	9
4.	**Democrats in Congress**	100	36	56	7
5.	**Donald Trump**	100	44	51	4

6.	Hillary Clinton	100	36	59	4
7.	Neil Gorsuch	72	25	24	24

8. **Which of the following issues would you say is most important to you in deciding how to vote for Congress? (ROTATE)**

1. Education	4
2. Social Security	11
3. Retirement and Investments	1
4. Terrorism	6
5. Health care/Rx	18
6. The Economy	20
7. Jobs	6
8. Taxes	2
9. Crime and Safety	3
10. Environment	5
11. National Defense/Foreign Affairs	4
12. National Deficit/Spending	4
13. Energy	*
14. Gas prices	-
15. Immigration	9
16. Other	3
17. Don't know	3

Which party do you have more confidence in to handle the issue of (ROTATE LIST BELOW Q9-14), (ROTATE) the Republican Party or the Democratic Party?

		REP	DEM
9.	The Economy	47	36
10.	Jobs	46	37
11.	Taxes	43	39
12.	Health care	36	43

13. Defense/terrorism	**50**	**33**
14. Education	**34**	**47**

15. Overall would you say that you approve or disapprove of the job Congress is doing?

1. Approve		**19**
2. Don't know		**27**
3. Disapprove		**54**

16. Do you believe or not believe this statement: the next generation will not have the same quality of life as you had.

1. Believe		**45**
2. Do not believe		**33**
3. Don't know		**21**

17. If the elections were held today for US Congress in your state, would you be more likely to vote for (ROTATE) the Republican candidate or the Democrat candidate? (IF UNDECIDED ASK:) would you be leaning toward (ROTATE) the Republican candidate or the Democrat candidate?

1. Republican		**41**
2. Lean Republican		**3**
3. Undecided		**9**
4. Lean Democrat		**3**
5. Democrat		**41**
6. Don't know		**3**
TOTAL REPUBLICAN		**44**
TOTAL DEMOCRAT		**44**

18. Which is more important to you when deciding to vote for a candidate for Congress? (ROTATE)

1.	Local issues	**21**
2.	National issues	**70**
3.	Don't know	**8**

19. In thinking more specifically about how the economy is doing, which comes closer to your view? (ROTATE TOP TO BOTTOM, BOTTOM TO TOP)

1.	The economy is getting better, but the rate of progress is still unacceptable	**32**
2.	The economy is getting better, and the rate of progress is acceptable	**34**
3.	The economy is not getting better at all	**24**
4.	Don't know	**10**

20. Which is more likely to help improve the economy faster? (ROTATE)

1.	The economic policies of former President Obama	**37**
2.	The economic policies of President Trump	**49**
3.	Don't know	**15**

21. Would you say that the free market system in America is working…? (ROTATE TOP TO BOTTOM, BOTTOM TO TOP)

1.	Very well	**12**
2.	Somewhat well	**39**
3.	Somewhat not well	**20**
4.	Not well at all	**11**
5.	Don't know	**19**
	TOTAL WELL	**51**
	TOTAL NOT WELL	**30**

22. In thinking about the role of people like you in the political and public policy discourse about issues, do you think your voice is heard effectively?

1.	Yes	**22**
2.	No	**65**
3.	Don't know	**13**

Turning to a different subject…

On a scale of 1-9 with 1 being very liberal, 5 being moderate, and 9 being very conservative how would you rate… (ROTATE 23-25, then 26-27)

23. Your own political ideology	**5.41**
24. Ideology of Republicans in Congress	**6.77**
25. Ideology of Democrats in Congress	**3.32**
26. Ideology of Hillary Clinton	**3.27**
27. Ideology of Donald Trump	**6.73**

28. Which of the following best describes the current Constitutional balance of power? (ROTATE)

1.	It is just as the Founders intended it to be	**15**
2.	It has shifted too much toward the President	**35**
3.	It has shifted too much toward Congress	**26**
4.	Don't Know	**24**

On a scale of 1-9 with 1 being not important at all, 3 being somewhat important; 5 being important, 7 being very important and 9 being extremely important, how important is each of the following issues or items to you in deciding to vote for Congress? (ROTATE 29-44)

29. The economy and jobs	7.40
30. Need to get things done in Washington and get the parties to work together	7.25
31. Supreme Court nominations	6.99
32. Foreign policy/Terrorism/ISIS/situation in the Middle East	6.98
33. Taxes/making sure the wealthy pay their fair share	6.73
34. The health care plan being proposed by Republicans in Congress	6.65
35. Immigration and border security	6.61
36. Executive orders that suspend for 90 days the entry of nationals from certain countries into the United States	6.38
37. Executive orders that reduce regulations on businesses and the energy industry, including coal mining	6.36
38. Outsourcing of jobs overseas	6.31
39. President Obama's health care plan/health care	6.20
40. Reproductive issues such as abortion and contraception	6.10
41. Issues related to women, such as equal pay	6.06
42. Disrupting the status quo/draining the swamp	5.82
43. Allegations of ethics scandals in the Trump White House	5.30
44. Allegations of Donald Trump ties to Russia	5.18

Please tell me if you think the following description applies to (ROTATE) Republicans in Congress or Democrats in Congress. (ROTATE 45-47)

45. Party of ideas

1.	Republicans in Congress	**32**
2.	Democrats in Congress	**35**
3.	Don't know	**33**

46. More likely to deliver on the kinds of change you voted for

1.	Republicans in Congress	**41**
2.	Democrats in Congress	**37**
3.	Don't know	**21**

47. Party of reform

1.	Republicans in Congress	**38**
2.	Democrats in Congress	**28**
3.	Don't know	**34**

48. Do you favor or oppose the health care law that some refer to as Obamacare?

1.	Favor	**43**
2.	Oppose	**47**
3.	Don't know	**11**

49. Do you favor or oppose the health care plan that has been recently proposed by Republicans in the House of Representatives?

1.	Favor	**20**
2.	Oppose	**50**
3.	Don't know	**30**

50. Who do you agree with more? (ROTATE)

1. Supporters of the plan who say that the plan lowers premiums by 10%, lowers the national deficit by $337 billion, provides more choice for consumers, and cuts taxes by $880 billion.	**39**
2. Opponents of the plan who say that the plan will cause 14 million Americans to lose their insurance coverage in 2018, and 24 million by 2026.	**40**
3. Don't know	**21**

51. In thinking about your health care, which concerns you more? (ROTATE)

1. Cost of insurance premiums	**45**
2. Cost of deductibles, co-payments and out of pocket expenses	**43**
3. Don't know	**12**

52. A recent trend in health care today is "underinsurance," which is when people have health insurance but still face co-payments and deductibles that could cause financial hardship if they had a major medical need.

Would you consider yourself to be in that category?

1. Yes	**35**
2. No	**53**
3. Don't know	**12**

53. Which concerns you more? (ROTATE)

1. The way that health care is today	**33**
2. The way that health care of the future is going	**59**
3. Don't know	**8**

54. What is defining the Republican agenda more? (ROTATE)

1. Reversing former President Obama's policies	**59**
2. A clear set of Republican policy initiatives	**26**
3. Don't know	**15**

VOTER ENGAGEMENT/TOWNHALLS

55. In thinking about the most recent presidential election and your level of interest and engagement in the political process in that election, would you consider yourself more engaged and interested, about the same or less engaged and interested than you were before that?

1. More	**44**
2. About the same	**42**
3. Less	**9**
4. Don't know	**5**

56. Have you ever attended a town hall meeting or participated in a tele-townhall hosted by your Member of Congress? (ROTATE)

1. Yes	**13**
2. No	**84**
3. Don't know	**3**

57. Since the beginning of the year, there has been significant attention to efforts like the Women's March, and increased attendance and protests at town hall meetings hosted by Members of Congress. To what extent do these activities represent the concerns that you have? (ROTATE)

1. Definitely represents you	**19**
2. Somewhat represents you	**23**
3. Somewhat does not represent you	**14**
4. Does not represent you at all	**36**
5. Don't know	**8**
TOTAL REPRESENTS	**42**
TOTAL NOT REPRESENT	**50**

58. In many cases, the media has heavily covered these town hall events and protests. Do you that significant media coverage of these kinds of events helps, hurts or has no impact on your voice being heard? (ROTATE)

1.	Help	**29**
2.	Hurt	**27**
3.	Have no impact	**31**
4.	Don't know	**13**

59. Given recent occurrences at town halls held by Members of Congress, which statement do you agree with more?   (ROTATE)

1.	These kinds of protests and disruptions are hurting the ability of other voters to be heard and to interact with their elected representatives.	**37**
2.	Members of Congress should have more town hall events even if there are protests and disruptions because voters have a right to be heard.	**46**
3.	Don't know	**17**

60. In last November's presidential election, for which presidential candidate did you vote? (ROTATE)

1.	Donald Trump, the Republican candidate	**44**
2.	Hillary Clinton, Democratic candidate	**40**
3.	Gary Johnson, the Libertarian candidate	**6**
4.	Jill Stein, the Green Party candidate	**3**
5.	Other **(SPECIFY)**	**2**
6.	Did not vote in presidential race	**4**
7.	Don't know	**2**

Now just a few demographic questions for statistical purposes only—

61. In what year were you born?

1. 18-34	**17**
2. 35-44	**19**
3. 45-54	**21**
4. 55-64	**21**
5. 65+	**22**

62. Generally speaking, do you consider yourself (ROTATE) a Republican, a Democrat, an Independent, or something else?

1. Republican	**35**
2. Democrat	**36**
3. Independent	**23**
4. Other	**5**
5. Don't know	**1**

63. If you had to classify yourself, would you say you are very liberal, somewhat liberal, moderate, or somewhat conservative or very conservative in your political beliefs?

1. Very Liberal	**10**
2. Somewhat Liberal	**14**
3. Moderate	**38**
4. Somewhat Conservative	**20**
5. Very Conservative	**17**
6. Don't know	**1**

64. Are there children in your household under the age of 18 years old?

1. Yes	**24**
2. No	**76**
3. Don't know	*****

65. What is your current marital status?

1.	Single, never married	**31**
2.	Married	**53**
3.	Separated	**1**
4.	Divorced	**10**
5.	Widowed	**5**
6.	Don't know	*****

66. What is the annual income of your household before taxes? Is it...

1.	Less than 15K	**10**
2.	15K-30K	**16**
3.	30K-50K	**18**
4.	50K-75K	**18**
5.	75K-100K	**17**
6.	Over 100K	**19**
7.	Don't know	**4**

67. Do you have health insurance at the present time?

1.	Yes **(CONTINUE TO QUESTION 68)**	**91**
2.	No **(SKIP TO QUESTION 69)**	**9**
3.	Don't know **(SKIP TO QUESTION 69)**	**1**

68. Is your health insurance provided to you and your dependents through your employers, through a union or association, have you purchased an individual policy, or do you have coverage through Medicare, Medicare Advantage, Medicaid/Medi-cal, or something else?

1.	Employer	**45**
2.	Union or association	**1**
3.	Purchased an individual policy	**11**
4.	Medicare	**20**

5. Medicare Advantage	8
6. Medicaid/Medi-cal	10
7. Other	4
8. Don't know	1

RESUME WITH ALL

69. Which of the following are you counting on the most for your retirement? (ROTATE – CHOOSE TWO)

A. What is your first choice?
B. What is your second choice?

	FIRST	SECOND	COMBINED
1. A 401K	18	12	30
2. Social Security	26	18	45
3. Pension	11	10	21
4. Value of your home	2	6	8
5. Personal savings	10	16	27
6. Stocks and investments	10	8	18
7. I plan to continue working rather than retiring.	7	6	13
8. Other	3	2	5
9. Don't know	12	10	22

70. What is your religion?

1. Evangelical/Fundamentalist Protestant	17
2. Mainline Protestant	16
3. Catholic	26
4. Jewish	4
5. Mormon	1
6. Atheist/Agnostic	13
7. Other	18
8. Don't know	5

71. What is your race?

1. Hispanic	**9**
2. African-American	**11**
3. Asian	**4**
4. White	**73**
5. Other	**3**
6. Don't know	**-**

72. Do you consider yourself a part of the tea party movement?

1. Yes	**11**
2. No	**89**

73. What was the last grade of school that you completed?

1. High school or less	**19**
2. Some college or associate's degree	**30**
3. College	**31**
4. Postgraduate study	**19**
5. Don't know	**1**

74. What type of area do you live in?

1. Urban	**27**
2. Suburban	**54**
3. Rural	**19**

75. Gender

1. Male	**48**
2. Female	**52**

Region (TAKEN FROM SAMPLE)

1.	Northeast	**19**
2.	South	**29**
3.	Midwest	**21**
4.	Plains/Mountains	**18**
5.	West Coast	**14**