THE WINSTON GROUP
making ideas matter™

WINNING THE ISSUES NATIONAL BRAND SURVEY
1000 RV
JULY 5-6, 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?

	JAN 2016	MARCH 2016	APRIL 2016	MAY 2016	SEPT 2016	MARCH 2017	JULY 2017
MEAN	**8.26**	**8.18**	**8.13**	**8.20**	**8.21**	**8.00**	**8.06**

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?

		JAN 2016	FEB 2016	MAR 2016	APRIL 2016	MAY 2016	SEPT 2016	NOV 2016	MAR 2017	JULY 2017
1.	Right Direction	**33**	**30**	**29**	**29**	**31**	**35**	**35**	**34**	**33**
2.	Don't Know	**9**	**10**	**9**	**8**	**9**	**13**	**10**	**19**	**14**
3.	Wrong Track	**58**	**61**	**62**	**63**	**60**	**52**	**56**	**46**	**53**

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

		MAR 2017	JULY 2017
1.	Approve	**40**	**41**
2.	Don't know	**4**	**9**
3.	Disapprove	**46**	**50**

For each of the following, do you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable impression? (ROTATE 3-7)

		NAME ID	TOTAL FAV	TOTAL UNFAV	NO OPINION
3. Republicans in Congress	MAR 2016	**100**	**35**	**60**	**5**
	APRIL 2016	**100**	**33**	**60**	**7**
	MAY 2016	**100**	**34**	**60**	**6**
	SEPT 2016	**99**	**35**	**55**	**8**
	NOV 2016	**100**	**41**	**52**	**6**
	MAR 2017	**99**	**34**	**57**	**9**

		JULY 2017	**99**	**33**	**60**	**7**
4.	**Democrats in Congress**	MAR 2016	**100**	**47**	**48**	**5**
		APRIL 2016	**100**	**46**	**49**	**5**
		MAY 2016	**100**	**44**	**51**	**5**
		SEPT 2016	**100**	**39**	**53**	**7**
		NOV 2016	**100**	**44**	**51**	**5**
		MAR 2017	**100**	**36**	**56**	**7**
		JULY 2017	**99**	**36**	**58**	**6**
5.	**Donald Trump**	MAR 2016	**100**	**28**	**68**	**4**
		APRIL 2016	**100**	**31**	**64**	**6**
		MAY 2016	**100**	**33**	**62**	**5**
		SEPT 2016	**99**	**39**	**57**	**1**
		NOV 2016	**100**	**43**	**53**	**3**
		MAR 2017	**100**	**44**	**51**	**4**
		JULY 2017	**100**	**43**	**52**	**4**
6.	**Nancy Pelosi**	JULY 2017	**97**	**21**	**58**	**17**

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

		MARCH 2016	APRIL 2016	MAY 2016	SEPT 2016	NOV 2016	MARCH 2017	JULY 2017
1.	Education	**12**	**14**	**9**	**8**	**2**	**4**	**5**
2.	Social Security	**8**	**8**	**7**	**9**	**9**	**11**	**9**
3.	Retirement and Investments	**1**	**2**	**1**	**1**	**1**	**1**	**1**
4.	Terrorism	**4**	**4**	**3**	**8**	**11**	**6**	**7**
5.	Health care/Rx	**6**	**6**	**7**	**8**	**11**	**18**	**21**
6.	The Economy	**22**	**24**	**27**	**27**	**26**	**20**	**19**
7.	Jobs	**6**	**8**	**9**	**5**	**4**	**6**	**3**
8.	Taxes	**3**	**5**	**4**	**4**	**2**	**2**	**4**
9.	Crime and Safety	**2**	**2**	**2**	**4**	**5**	**3**	**2**
10.	Environment	**3**	**4**	**5**	**2**	**4**	**5**	**5**
11.	National Defense/Foreign Affairs	**11**	**9**	**6**	**6**	**7**	**4**	**5**
12.	National Deficit/Spending	**6**	**6**	**6**	**6**	**4**	**4**	**4**
13.	Energy	**1**	*****	**1**	**1**	**1**	*****	*****

14. Gas prices	*	*	1	*	1	-	*
15. Immigration	6	3	5	8	7	9	7
16. Other	5	2	5	2	5	3	4
17. Don't Know	3	4	3	2	1	3	3

Which party do you have more confidence in to handle each of the following issues - (ROTATE) the Republican Party or the Democratic Party? (ROTATE LIST BELOW Q8-13)

		REPUBLICAN PARTY	DEMOCRATIC PARTY
8. The Economy	MARCH 2016	45	48
	APRIL 2016	46	47
	MAY 2016	45	48
	SEPT 2016	45	40
	NOV 2016	50	41
	MARCH 2017	47	36
	JULY 2017	46	37
9. Jobs	MARCH 2016	41	51
	APRIL 2016	44	47
	MAY 2016	44	48
	SEPT 2016	42	42
	NOV 2016	47	44
	MARCH 2017	46	37
	JULY 2017	45	38
10. Taxes	MARCH 2016	46	46
	APRIL 2016	45	46
	MAY 2016	44	47
	SEPT 2016	43	40
	MARCH 2017	43	39
	JULY 2017	44	37
11. Health care	JAN 2016	40	52
	FEB 2016	41	49
	MAY 2016	39	53
	SEPT 2016	39	46
	NOV 2016	45	45
	MARCH 2017	36	43
	JULY 2017	33	46

		JAN 2016	**53**	**38**
12. Defense/terrorism		SEPT 2016	**48**	**35**
		NOV 2016	**50**	**38**
		MARCH 2017	**50**	**33**
		JULY 2017	**50**	**30**
13. Education		NOV 2016	**41**	**49**
		MAR 2017	**34**	**47**
		JULY 2017	**33**	**48**

14. **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?**

		MAR 2016	APR 2016	MAY 2016	SEPT 2016	MAR 2017	JULY 2017
1.	Republican	**42**	**43**	**42**	**42**	**41**	**39**
2.	Lean Republican	**2**	**3**	**1**	**3**	**3**	**6**
3.	Undecided	**1**	**2**	**4**	**7**	**9**	**11**
4.	Lean Democrat	**3**	**2**	**2**	**3**	**3**	**3**
5.	Democrat	**47**	**47**	**49**	**43**	**41**	**40**
6.	Don't Know	**5**	**3**	**3**	**3**	**3**	**1**
TOTAL REPUBLICAN		**44**	**46**	**43**	**45**	**44**	**44**
TOTAL DEMOCRAT		**50**	**49**	**50**	**46**	**44**	**44**

15. **Which one of these four candidate qualities matters most in deciding how you vote for Congress? (ROTATE)**

1.	Can bring needed change	**33**
2.	Cares about people like me	**26**
3.	Has the right experience	**9**
4.	Has good judgment	**31**
5.	Don't Know	**2**

16. **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?**

		APR 2016	NOV 2016	JAN 2017	MAR 2017	JULY 2017
1.	Yes	19	34	29	22	19
2.	No	79	54	58	65	65
3.	Don't Know	2	12	13	13	16

On a scale of 1-9 with 1 being very liberal, 5 being moderate, and 9 being very conservative how would you rate… (ROTATE 17, THEN 18-20)

	FEB 2016	MAY 2016	SEPT 2016	NOV 2016	MAR 2017	JULY 2017
17. **Your own political ideology**	5.61	5.76	5.66	5.52	5.41	5.40
18. **Ideology of Republicans in Congress**	6.43	6.50	6.31	6.26	6.77	6.69
19. **Ideology of Democrats in Congress**	3.75	3.98	3.92	4.04	3.32	3.43
20. **Ideology of Donald Trump**	N/A	6.15	6.04	6.05	6.73	6.62

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 how to vote for Congress? (ROTATE LIST)

	NOV 2016	MARCH 2017	JULY 2017
21. **The economy and jobs**	7.47	7.40	7.45
22. **Outsourcing of jobs overseas**	6.54	6.31	6.23
23. **President Obama's health care plan/health care**	6.72	6.20	6.10
24. **Issues related to women, such as equal pay**	6.34	6.06	6.05

25. Reproductive issues such as abortion and contraception	6.17	6.10	5.83
26. Taxes/making sure the wealthy pay their fair share	6.68	6.73	6.85
27. Foreign policy/Terrorism/ISIS/situation in the Middle East	6.98	6.98	7.09
28. Immigration and border security	6.81	6.61	6.53
29. Allegations of Donald Trump ties to Russia	4.85	5.18	5.00
30. Disrupting the status quo/drain the swamp	5.44	5.82	5.60
31. Need to get things done in Washington and get the parties to work together	7.14	7.25	7.37
32. The health care plan being proposed by Republicans in Congress	N/A	6.65	6.52
33. Allegations of ethics scandals in the Trump White House	N/A	5.30	5.25
34. Executive orders that suspend for 90 days the entry of nationals from certain countries into the United States	N/A	6.38	6.20
35. Negative political discourse and rhetoric	N/A	N/A	5.57
36. Tax reform	N/A	N/A	6.66
37. North Korea	N/A	N/A	6.74
38. Firing and testimony of former FBI director James Comey	N/A	N/A	5.09
39. The decision to withdraw from the Paris climate agreement	N/A	N/A	5.75
39A. Donald Trump	N/A	N/A	6.50

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

	NOV 2016	MARCH 2017	JULY 2017
1. Favor	39	43	43
2. Oppose	52	47	45
3. Don't Know	9	11	11

41. Do you favor or oppose the health care plan that has been recently proposed by Republicans in Congress? (March 2017, asked as: Do you favor or oppose the health care plan that has recently been proposed by Republicans in the House of Representatives?)

	MARCH 2017	JULY 2017
1. Favor	20	20
2. Oppose	50	51
3. Don't Know	30	29

42. Recently there was a special election for a Congressional seat in Georgia. Some argue that the reason the Democratic candidate lost was because the candidate was not negative enough about Trump. Do you agree or disagree with that argument?

1. Agree	14
2. Disagree	46
3. Don't Know	40

TAX REFORM

43. Congress is considering several proposals related to tax reform. For each of the following potential outcomes from tax reform, please rank each one in priority order with 1 being the most important priority and 10 being the least important priority. (ROTATE ANSWER OPTIONS)

	MEAN
1. Better opportunities for jobs	4.79
2. Reduction in your cost of living	4.82
3. An increase in your personal income	5.03
4. Reduction in the cost of products and services	5.77
5. Greater ability to save for the future and retirement	5.77
6. Simplicity of filling out a tax return	7.29

7.	Creating economic growth		**4.41**
8.	Making wealthy and corporations pay their fair share		**5.22**
9.	Increase revenues to balance the budget		**6.47**
10.	Making America's economy more competitive		**5.43**

In thinking about these outcomes, which party do you have more confidence in to achieve the each outcome – (ROTATE) the Republican party or the Democratic Party? (ROTATE LIST BELOW),

		REPUBLICAN PARTY	DEMOCRATIC PARTY
44. Better opportunities for jobs	MARCH 2016	**44**	**51**
	JULY 2017	**43**	**37**
45. Reduction in your cost of living	MARCH 2016	**41**	**51**
	JULY 2017	**34**	**39**
46. An increase in your personal income	MARCH 2016	**46**	**48**
	JULY 2017	**37**	**36**
47. Reduction in the cost of products and services	MARCH 2016	**43**	**49**
	JULY 2017	**39**	**32**
48. Greater ability to save for the future and retirement	MARCH 2016	**45**	**47**
	JULY 2017	**37**	**35**
49. Simplicity of filling out a tax return	MARCH 2016	**42**	**45**
	JULY 2017	**39**	**26**
50. Creating economic growth	MARCH 2016	**50**	**45**
	JULY 2017	**46**	**34**
51. Making wealthy and corporations pay their fair share	MARCH 2016	**32**	**62**
	JULY 2017	**25**	**53**
52. Increase revenues to balance the budget	MARCH 2016	**43**	**50**
	JULY 2017	**41**	**34**
53. Making America's economy more competitive	MARCH 2016	**55**	**40**
	JULY 2017	**48**	**31**

Do you believe or not believe the following statement:

54. **The US has the highest corporate tax rate in the world.**

		AUG 2014	MAR 2016	JULY 2017
1.	Believe	54	50	43
2.	Do Not Believe	35	41	29
3.	Don't Know	11	10	28

55. **Generally speaking, would you say the public discourse about politics and issues is headed in the right direction, or are things seriously headed off on the wrong track?**

1.	Right Direction	21
2.	Wrong Track	63
3.	Don't Know	16

56. **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?**

		JAN 2017	MARCH 2017	JULY 2017
1.	More	50	44	42
2.	About the same	41	42	45
3.	Less	7	9	9
4.	Don't Know	2	5	3

Now you will be shown two short video clips under one minute each.

While you watch the clip, we are going to ask you to rate it for us and then we'll follow up with a question about the clip. To rate the clip, use the slider located beneath the clip.

Please evaluate the clip in terms of whether you agree or disagree with what is being said in the clip on a scale from 1 to 9, with 1 being strongly disagree, 3 being somewhat disagree, 5 being neither agree nor disagree, 7 being somewhat agree, and 9 being strongly agree.

If you agree with what is being said, you'll want to move the slider to the right.
If you disagree with what is being said, just move the slider to the left.
The middle is the neutral position, meaning that you neither agree nor disagree with what is being said.

Please continue to move the slider if your feelings change during the course of the clip.

Take a moment now and try the slider to make sure it is working correctly.

57. Pelosi comments on why she is an effective leader for Congressional Democrats

57A. On a scale from 1 to 9, with 1 being strongly disagree, 3 being somewhat disagree, 5 being neither agree nor disagree, 7 being somewhat agree, and 9 being strongly agree, how would you rate what is being said in this clip as you watch it?

1 – Strongly Disagree
3 – Somewhat Disagree
5 – Neither Agree Nor Disagree
7 – Somewhat Agree
9 – Strongly Agree

MEAN: 4.48

57B. Overall, did you agree or disagree with what was said in this clip?

1.	Agree	**33**
2.	Disagree	**50**
3.	Don't know	**18**

58. Pelosi comments on challenges facing the country

58A. On a scale from 1 to 9, with 1 being strongly disagree, 3 being somewhat disagree, 5 being neither agree nor disagree, 7 being somewhat agree, and 9 being strongly agree, how would you rate what is being said in this clip as you watch it?

1 – Strongly Disagree
3 – Somewhat Disagree
5 – Neither Agree Nor Disagree
7 – Somewhat Agree
9 – Strongly Agree

MEAN: 5.19

58B. Overall, did you agree or disagree with what was said in this clip?

1.	Agree	**51**
2.	Disagree	**38**
3.	Don't know	**11**

Now just a few demographic questions for statistical purposes only—

59. 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**

60. 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**

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

1.	Very Liberal	**10**
2.	Somewhat Liberal	**14**
3.	Moderate	**38**
4.	Somewhat Conservative	**22**
5.	Very Conservative	**15**
6.	Don't Know	**1**

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

1.	Yes	**30**
2.	No	**69**
3.	Don't Know	*****

63. What is your current marital status?

1.	Single, never married	29
2.	Married	54
3.	Separated	2
4.	Divorced	10
5.	Widowed	5
6.	Don't Know	-

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

1.	Less than 15K	8
2.	15K-30K	17
3.	30K-50K	21
4.	50K-75K	22
5.	75K-100K	15
6.	Over 100K	16
7.	Don't Know	2

65. What is your religion?

1.	Evangelical/Fundamentalist Protestant	16
2.	Mainline Protestant	16
3.	Catholic	25
4.	Jewish	3
5.	Mormon	2
6.	Atheist/Agnostic	13
7.	Other	21
8.	Don't Know	5

66. What is your race?

1.	Hispanic	**9**
2.	African-American	**11**
3.	Asian	**4**
4.	White	**74**
5.	Other	**2**

67. Do you or anyone in your household belong to a labor union?

1.	Yes	**10**
2.	No	**89**
3.	Don't know	**1**

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

1.	High school or less	**19**
2.	Some college or associate degree	**31**
3.	College graduate	**31**
4.	Postgraduate study	**19**

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

1.	Donald Trump, the Republican candidate	**43**
2.	Hillary Clinton, Democratic candidate	**42**
3.	Gary Johnson, the Libertarian candidate	**4**
4.	Jill Stein, the Green Party candidate	**2**
5.	Other (SPECIFY)	**2**
6.	Did not vote in presidential race	**6**
7.	Don't Know	**1**

70. What type of area do you live in? (TAKEN FROM SAMPLE)

1. Urban	**25**
2. Suburban	**52**
3. Rural	**23**

Gender (by observation)

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

Region (TAKEN FROM SAMPLE)

1. Northeast	**20**
2. South	**28**
3. Midwest	**20**
4. Plains/Mountains	**19**
5. West Coast	**14**