THE WINSTON GROUP
making ideas matter™

WINNING THE ISSUES NATIONAL BRAND SURVEY
1000 RVs
August 29-30, 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: 7.95

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	**33**
2. Don't Know	**10**
3. Wrong Track	**57**

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

1. Approve	**39**
2. Don't know	**8**
3. Disapprove	**53**

For each of the following, do you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable impression? (ROTATE 3-6)

	NAME ID	TOTAL FAVORABLE	TOTAL UNFAVORABLE	NO OPINION
3. **Republicans in Congress**	**100**	**28**	**64**	**8**
4. **Democrats in Congress**	**100**	**34**	**57**	**9**
5. **Donald Trump**	**100**	**40**	**56**	**3**
6. **Nancy Pelosi**	**96**	**23**	**59**	**14**

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

1. Education	**3**
2. Social Security	**9**
3. Retirement and Investments	**1**
4. Terrorism	**7**
5. Health care	**23**
6. The Economy	**17**
7. Jobs	**5**
8. Taxes	**4**
9. Crime and Safety	**2**
10. Environment/Climate Change	**5**
11. National Defense/Foreign Affairs	**4**
12. National Deficit/Spending	**4**
13. Energy	*****
14. Gas prices	*****
15. Immigration	**8**
16. Other	**3**
17. Prescription Drugs	**1**
18. Don't know	**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	**46**	**37**
9. Jobs	**45**	**39**
10. Taxes	**44**	**37**
11. Health care	**36**	**46**
12. Defense/terrorism	**49**	**31**
13. Education	**30**	**50**

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? (ROTATE answer options 1 and 3)

1. Republican	**40**
2. Lean Republican	**4**
3. Undecided	**12**
4. Lean Democrat	**4**
5. Democrat	**40**
TOTAL REPUBLICAN	**44**
TOTAL DEMOCRAT	**44**

15. 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	**60**
3. Don't Know	**17**

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

1. Approve	**13**
2. Disapprove	**73**
3. Don't know	**14**

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)

	MEAN
17. Your own political ideology	**5.46**
18. Ideology of Republicans in Congress	**6.53**
19. Ideology of Democrats in Congress	**3.45**
20. Ideology of Donald Trump	**6.49**

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 21-39, then 40)

	MEAN
21. The economy and jobs	7.32
22. Outsourcing of jobs overseas	6.27
23. President Obama's health care plan/health care	6.38
24. Issues related to women, such as equal pay	5.88
25. Reproductive issues such as abortion and contraception	5.62
26. Taxes/making sure the wealthy pay their fair share	6.76
27. Foreign policy/Terrorism/ISIS/situation in the Middle East	7.12
28. Immigration and border security	6.41
29. Allegations of Donald Trump ties to Russia	4.89
30. Disrupting the status quo/drain the swamp	5.31
31. Need to get things done in Washington and get the parties to work together	7.39
32. Allegations of ethics scandals in the Trump White House	5.17
33. Negative political discourse and rhetoric	5.50
34. Tax reform	6.64
35. North Korea	6.92
36. Recent events in Charlottesville	5.82
37. Trump and the media	4.78
38. Trump's tweets	4.14
39. Climate change	5.53
40. Trump statements on Charlottesville	4.95

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

1.	Favor	46
2.	Oppose	44
3.	Don't Know	10

42. Which of the following issues could generate the most economic growth? (ROTATE)

1.	Tax reform	**24**
2.	Energy	**8**
3.	Trade	**9**
4.	Government investing in infrastructure	**22**
5.	Cutting government spending	**25**
6.	Don't Know	**12**

43. Which of the following issues could create the most jobs? (ROTATE)

1.	Tax reform	**17**
2.	Energy	**11**
3.	Trade	**16**
4.	Government investing in infrastructure	**33**
5.	Cutting government spending	**11**
6.	Don't Know	**12**

44. Which of the following should Congress be focusing on more? (ROTATE)

1.	Tax reform	**59**
2.	Repeal and replace the Affordable Care Act/Obamacare	**30**
3.	Don't Know	**11**

45. Up to this point, do you approve or disapprove of the federal and state government response to the hurricane and flooding in Texas?

1.	Approve	**62**
2.	Disapprove	**11**
3.	Don't Know	**26**

46. 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	**64**
3. Don't Know	**15**

47. 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	**41**
2. About the same	**48**
3. Less	**8**
4. Don't Know	**2**

48. Which statement do you agree with more? (ROTATE)

1. Most Members of Congress, both Republicans and Democrats, should be voted out of office	**28**
2. Members of Congress who are not focused on solutions and addressing the country's top priorities should be voted out of office	**64**
3. Don't Know	**8**

49. Which statement do you agree with more? (ROTATE TOP TO BOTTOM, BOTTOM TO TOP)

1. Congress has not passed any important legislation this year	**29**
2. Congress has taken up important legislation, but seems incapable of passing it.	**38**
3. Congress has passed some important legislation, though it only partly addressed people's needs.	**14**
4. Congress has passed important legislation this year, but the media hasn't covered it.	**8**
5. Don't Know	**12**

50. Which of the following motivates the minority party in Congress more? (ROTATE)

1.	Finding ways to get their ideas into majority bills that can pass	**36**
2.	Stopping the majority party from passing bills	**47**
3.	Don't Know	**17**

51. Which party do you have more confidence in to handle the issue of free speech? (ROTATE)

1.	Republican Party	**39**
2.	Democratic Party	**45**
3.	Don't Know	**16**

Now you will be shown a short video clip. 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 toward the 9.**
- **If you disagree with what is being said, just move the slider to the left toward the 1.**
- **The middle (5) 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.

Now you will be shown a clip of President Trump talking about the news media and their coverage of him after the events in Charlottesville, VA.

52. 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: 4.53

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

1.	Agree	**45**
2.	Disagree	**48**
3.	Don't know	**7**

Now just a few demographic questions for statistical purposes only—

54. 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**

55. 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**

56. 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	**21**
5.	Very Conservative	**16**
6.	Don't Know	**1**

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

1.	Yes	**27**
2.	No	**72**
3.	Don't Know	*****

58. What is your current marital status?

1.	Single, never married	**29**
2.	Married	**52**
3.	Separated	**1**
4.	Divorced	**13**
5.	Widowed	**6**
6.	Don't Know	*****

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

1.	Less than 15K	**8**
2.	15K-30K	**17**
3.	30K-50K	**23**
4.	50K-75K	**18**
5.	75K-100K	**15**
6.	Over 100K	**17**
7.	Don't Know	**3**

60. What is your religion?

1.	Evangelical/Fundamentalist Protestant	**12**
2.	Mainline Protestant	**16**
3.	Catholic	**27**
4.	Jewish	**3**
5.	Mormon	**2**
6.	Atheist/Agnostic	**12**
7.	Other	**24**
8.	Don't Know	**3**

61. What is your race?

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

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

1.	Yes	**11**
2.	No	**87**
3.	Don't know	**2**

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

1.	Did not complete high school/High school graduate	**19**
2.	Some college or associate degree	**30**
3.	College graduate	**31**
4.	Postgraduate study	**19**
5.	Don't Know	**1**

64. In last November's presidential election, for which presidential candidate did you vote? (ROTATE answer options 1-2, then 3-4)

1.	Donald Trump, the Republican candidate	**44**
2.	Hillary Clinton, Democratic candidate	**41**
3.	Gary Johnson, the Libertarian candidate	**4**
4.	Jill Stein, the Green Party candidate	**1**
5.	Other **(SPECIFY)**	**2**
6.	Did not vote in presidential race	**7**
7.	Don't Know	**1**

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

1.	Urban	**27**
2.	Suburban	**50**
3.	Rural	**23**

Gender (by observation)

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

Region (TAKEN FROM SAMPLE)

1.	Northeast	**14**
2.	South	**30**
3.	Midwest	**22**
4.	Plains/Mountains	**19**
5.	West Coast	**15**