

WINNING THE ISSUES NATIONAL BRAND SURVEY
1000 RVs
September 10-11, 2016

- A. In thinking about this 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: 8.21

- 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	35
2. Don't Know	13
3. Wrong Track	52

- 2. Overall would you say that you approve or disapprove of the job Barack Obama is doing as President?**

1. Approve	52
2. Don't know	8
3. Disapprove	40

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 3-6)

	NAME ID	TOTAL FAV	TOTAL UNFAV	NO OPINION
3. Republicans in Congress	99	35	55	8
4. Democrats in Congress	100	39	53	7
5. Donald Trump	99	39	57	1
6. Hillary Clinton	100	41	56	*

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

1. Education	8
2. Social Security	9
3. Retirement and Investments	1
4. Terrorism	8
5. Health care/Rx	8
6. The Economy	27
7. Jobs	5
8. Taxes	4
9. Crime and Safety	4
10. Environment	2
11. National Defense/Foreign Affairs	6
12. National Deficit/Spending	6
13. Energy	1
14. Gas prices	*
15. Immigration	8
16. Other	2
17. Don't know	2

8. Rank the importance to you of the following issues on a scale from 1-15, with 1 being the most important issue to you, and 15 being the least important issue to you.

	MEAN
1. Education	7.84
2. Social Security	6.91
3. Retirement and Investments	9.98
4. Terrorism	6.82
5. Health care/Rx	6.83
6. The Economy	4.35
7. Jobs	6.57
8. Taxes	7.74
9. Crime and Safety	7.69
10. Environment	10.18
11. National Defense/Foreign Affairs	7.88

12. National Deficit/Spending	8.11
13. Energy	9.88
14. Gas prices	10.76
15. Immigration	8.46

Which party do you have more confidence in to handle the issue of (ROTATE LIST BELOW Q9-13), (ROTATE) the Republican Party or the Democratic Party?

	REP	DEM
9. The Economy	45	40
10. Jobs	42	42
11. Taxes	43	40
12. Health care	39	46
13. Defense/terrorism	48	35

14. Do you believe or not believe this statement: the next generation will have a better quality of life than you had.

1. Believe	34
2. Do not believe	44
3. Don't Know	22

15. Which of the following would be better at helping to provide a good future for the next generation? (ROTATE)

1. The private sector	55
2. Government	29
3. Don't Know	15

16. If the elections were held today for President, who would you be more likely to vote for (ROTATE) Donald Trump, the Republican candidate; Hillary Clinton, the Democrat candidate; Gary Johnson, the Libertarian candidate; or Jill Stein, the Green Party candidate? (IF UNDECIDED ASK:) would you be leaning toward (ROTATE) Donald Trump the Republican candidate, Hillary Clinton the Democrat candidate, Gary Johnson the Libertarian candidate, or Jill Stein the Green Party candidate?

1. Donald Trump	37
2. Lean Donald Trump	2

3. Undecided	5
4. Lean Hillary Clinton	1
5. Hillary Clinton	42
6. Gary Johnson	6
7. Lean Johnson	1
8. Jill Stein	3
9. Lean Stein	*
10. Don't Know	2
TOTAL TRUMP	39
TOTAL CLINTON	43
TOTAL JOHNSON	7
TOTAL STEIN	3

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	42
2. Lean Republican	3
3. Undecided	7
4. Lean Democrat	3
5. Democrat	43
6. Don't Know	3
TOTAL REPUBLICAN	45
TOTAL DEMOCRAT	46

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 18-20, then 21-22)

18. Your own political ideology	5.66
19. Ideology of Republicans in Congress	6.31
20. Ideology of Democrats in Congress	3.92

21. Ideology of Hillary Clinton	3.80
22. Ideology of Donald Trump	6.04

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

1. The Democrat candidate who says that we need to elect Hillary Clinton to build an economy that works for everyone, not just those at the top – and make sure the wealthy, Wall Street and corporations pay their fair share in taxes. We need a Democrat majority in Congress to help Hillary Clinton get things done in Washington to move the country forward, and end obstruction in Congress.	44
2. The Republican candidate who says that he/she is running to be a check and balance on Hillary Clinton.	40
3. Don't Know	16

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

1. The Democrat candidate who says that we need to elect Hillary Clinton to build an economy that works for everyone, not just those at the top – and make sure the wealthy, Wall Street and corporations pay their fair share in taxes. We need a Democrat majority in Congress to help Hillary Clinton get things done in Washington to move the country forward, and end obstruction in Congress.	41
2. The Republican candidate who says he/she is working to offer a better way with ideas on the issues people care about, like growing the economy through tax reform, providing quality health care that is affordable, and lifting people out of poverty.	48
3. Don't Know	10

25. Would you rather have a Member of Congress focus on...(ROTATE)

1. Being a check and balance on Hillary Clinton	20
2. Creating change to end the status quo and get the two parties working together to move things forward	72
3. Don't Know	8

26. In thinking about what is happening in Washington, which of the following comes closer to how you feel about the current situation?: (ROTATE)

1. My party leadership has not worked hard enough to get the changes done that I voted for	30
2. The partisanship in Washington is so extreme that nothing can get done	54
3. Don't Know	16

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

1. The desire to block and reverse President Obama's agenda	57
2. A clear set of Republican policy initiatives	29
3. Don't Know	14

28. Do you believe or not believe this statement: If Hillary Clinton is elected President, we will need a Republican Congress to be a check and balance on her.

1. Believe	55
2. Do not believe	32
3. Don't Know	12

29. If the elections were held today for President and there were only two candidates (ROTATE) Donald Trump and Hillary Clinton, who would you be more likely to vote for (ROTATE) Donald Trump, the Republican candidate; or Hillary Clinton, the Democrat candidate? (IF UNDECIDED ASK:) would you be leaning toward (ROTATE) Donald Trump the Republican candidate or Hillary Clinton the Democrat candidate?

1. Donald Trump	40
2. Lean Donald Trump	1
3. Undecided	6
4. Lean Hillary Clinton	2
5. Hillary Clinton	47
6. Don't Know	3
TOTAL TRUMP	41
TOTAL CLINTON	49

Now just a few demographic questions for statistical purposes only—

30. In what year were you born?

1. 18-34	23
2. 35-44	21
3. 45-54	18
4. 55-64	19
5. 65+	19
6. DK/Refused (DO NOT READ)	-

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

1. Republican	34
2. Democrat	37
3. Independent	23
4. Other	5
5. Don't Know	1

32. 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	40
4. Somewhat Conservative	21
5. Very Conservative	14
6. Don't Know	1

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

1. Yes	40
2. No	60
3. Don't Know	*

34. What is your current marital status?

1. Single, never married	22
2. Married	62
3. Separated	1
4. Divorced	10
5. Widowed	4
6. Don't Know	*

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

1. Less than 15K	5
2. 15K-30K	13
3. 30K-50K	17
4. 50K-75K	20
5. 75K-100K	22
6. Over 100K	20
7. Don't Know	2

36. What is your religion?

1. Evangelical/Fundamentalist Protestant	14
2. Mainline Protestant	16
3. Catholic	33
4. Jewish	3
5. Mormon	1
6. Atheist/Agnostic	8
7. Other	22
8. Don't Know	3

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

1. Yes	18
2. No	82

38. What is your race?

1. Hispanic	10
2. African-American	13
3. Asian	3
4. White	72
5. Other	2
6. Don't Know	-

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

1. Urban	38
2. Suburban	45
3. Rural	17

Gender

1. Male	48
2. Female	52

Region (TAKEN FROM SAMPLE)

1. Northeast	19
2. South	30
3. Midwest	22
4. Plains/Mountains	18
5. West Coast	11