THE WINSTON GROUP
making ideas matter™

WINNING THE ISSUES NATIONAL BRAND SURVEY
October 31 – November 1, 2017
1000 RVs

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: 8.06

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?

1. Right Direction	**35**
2. Don't Know	**10**
3. Wrong Track	**55**

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

1. Approve	**41**
2. Don't know	**7**
3. Disapprove	**53**

For each of the following, do you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable impression? (ROTATE 3-4, then 5)

	NAME ID	TOTAL FAVORABLE	TOTAL UNFAVORABLE	NO OPINION
3. **Republicans in Congress**	**100**	**28**	**65**	**7**
4. **Democrats in Congress**	**100**	**37**	**56**	**7**
5. **Nancy Pelosi**	**99**	**30**	**57**	**12**

6. 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	**21**
6. The Economy	**19**
7. Jobs	**4**
8. Taxes	**6**
9. Crime and Safety	**3**
10. Environment/Climate Change	**6**
11. National Defense/Foreign Affairs	**4**
12. National Deficit/Spending	**4**
13. Energy	*****
14. Gas prices	*****
15. Immigration	**8**
16. Other	**4**
17. Prescription Drugs	**2**
18. Don't know	**1**

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 Q7-11)

	REP	DEM
7. The Economy	**43**	**40**
8. Jobs	**43**	**40**
9. Taxes	**44**	**40**
10. Health care	**36**	**47**
11. Defense/terrorism	**49**	**33**

12. 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	**38**
2.	Lean Republican	**5**
3.	Undecided	**13**
4.	Lean Democrat	**3**
5.	Democrat	**41**
	TOTAL REPUBLICAN	**43**
	TOTAL DEMOCRAT	**44**

13. 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	**62**
3.	Don't Know	**16**

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

1.	Approve	**14**
2.	Disapprove	**72**
3.	Don't know	**13**

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 15-36)

	MEAN
15. **The economy and jobs**	**7.51**
16. **Outsourcing of jobs overseas**	**6.31**
17. **President Obama' health care plan/health care**	**6.40**
18. **Issues related to women, such as equal pay**	**5.83**
19. **Reproductive issues such as abortion and contraception**	**5.78**
20. **Taxes/making sure the wealthy pay their fair share**	**6.73**
21. **Foreign policy/Terrorism/ISIS/situation in the Middle East**	**7.08**
22. **Immigration and border security**	**6.42**
23. **Allegations of Donald Trump ties to Russia**	**5.10**
24. **Disrupting the status quo/drain the swamp**	**5.54**
25. **Need to get things done in Washington and get the parties to work together**	**7.19**
26. **Allegations of ethics scandals in the Trump White House**	**5.26**
27. **Tax reform**	**6.59**
28. **North Korea**	**6.96**
29. **Trump and the media**	**4.70**
30. **Trump's tweets**	**3.99**
31. **Climate change**	**5.52**
32. **Building the wall with Mexico**	**4.30**
33. **Trump statements about the NFL**	**3.43**
34. **Cost of living**	**6.96**
35. **Gridlock and dysfunction in Congress**	**6.93**
36. **Allegations of Hillary Clinton's involvement in the sale of uranium to Russia**	**4.70**

Please tell me if you think the following description applies to (ROTATE) Republicans in Congress or Democrats in Congress. (ROTATE 37-39)

37. **Represents the wealthy**

1.	Republicans in Congress	**61**
2.	Democrats in Congress	**20**
3.	Don't Know	**19**

38. Represents small businesses

1. Republicans in Congress	**37**
2. Democrats in Congress	**35**
3. Don't Know	**28**

39. Represents the middle class

1. Republicans in Congress	**32**
2. Democrats in Congress	**42**
3. Don't Know	**26**

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

1. Tax reform	**57**
2. Repeal and replace the Affordable Care Act/Obamacare	**28**
3. Don't Know	**15**

41. 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	**24**
2. Wrong Track	**65**
3. Don't Know	**11**

42. 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? (ROTATE answers 1 and 3)

1. More	**42**
2. About the same	**47**
3. Less	**8**
4. Don't Know	**4**

43. Do you favor or oppose the tax reform plan recently proposed by Republicans in Congress?

1. Favor	**33**
2. Oppose	**37**
3. Don't Know	**31**

44. Do you think that this plan will or will not lower taxes for people like you?

1. Will	**26**
2. Will not	**48**
3. Don't Know	**26**

45. In thinking about a dollar amount that you may receive through a reduction in your taxes, what dollar amount in additional yearly income would be a noticeable change in your financial situation?

1. $0	**8**
2. $1-500	**29**
3. $501-1000	**18**
4. $1001-5000	**31**
5. $5001 or more	**13**
MEAN	**$2287.67**

46. Do you believe or not believe this statement: Comprehensive tax reform is perhaps the single most important thing Congress can do to provide financial relief to American families and get our economy back on the path to long term health.

1. Believe	**48**
2. Do not believe	**34**
3. Don't Know	**18**

47. Which of the following would be more important to you as a goal of tax reform? (ROTATE)

1. Having $1000 increase in your income, and the wealthy may benefit also	**53**
2. Making sure the wealthy do not benefit at all, even if it means you may not benefit either	**30**
3. Don't Know	**17**

48. Who would you agree with more? (ROTATE)

1. The Republican who says that about half the voters in the country consider themselves living paycheck to paycheck, and this is not acceptable. In addition to closing loopholes, we need to pass tax reform to provide families with an increase in personal income, help with cost of living, and give them greater ability to save for the future and retirement.	**52**
2. The Democrat who says the Republican tax plan would give away massive tax cuts to the rich, including over one billion dollars in tax cuts for Trump himself. The last thing we need is for the tax code to be even more rigged in favor of millionaires, billionaires and corporate insiders. We should demand not one penny of tax cuts should go to big corporations and rich people.	**37**
3. Don't Know	**11**

49. Do you have a 401K retirement plan?

1. Yes (GO TO Q50)	**41**
2. No (GO TO Q51)	**58**
3. Don't Know (GO TO Q51)	**2**

50. Are you satisfied or not satisfied with how much you are able to contribute to your 401K?

1. Satisfied (GO TO Q52)	**72**
2. Not Satisfied (GO TO Q51)	**24**
3. Don't Know (GO TO Q52)	**4**

51. What is the biggest obstacle to not being able to contribute as much as you would like to your 401K? (ROTATE)

1. Managing cost of living expenses with your current income	**76**
2. The current rules on the maximum amount you are allowed to contribute	**21**
3. Don't Know	**3**

RESUME WITH ALL

52. Which of the following would be more likely to increase the national deficit? (ROTATE)

1. A Republican tax reform plan that includes tax cuts	**41**
2. Increased government spending under a Democratic Congress	**37**
3. Don't Know	**22**

53. Congress is considering the Republican tax plan that would include

- **Increasing the standard deduction to $12,000 for single filers and $24,000 for married filers**
- **Reducing the number of individual tax rates from 7 to 3, with rates being 12%, 25% and 35%**
- **Lowering the business tax rate from 35% down to 20%**
- **Closing many loopholes.**

Would you favor or oppose this plan?

1. Favor	**52**
2. Oppose	**25**
3. Don't Know	**23**

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

1. Tax reform	**46**
2. Health care reform	**42**
3. Don't Know	**12**

(1ST 500 LEAD WITH CLIP B; 2ND 500 LEAD WITH CLIP A)

Now you will be shown two short video clips.

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

Please evaluate each 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.

NEW SCREEN: Now you will be shown two short clips about the tax reform plan that was recently proposed by Republicans in Congress.

55. CLIP A - Schumer

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: 5.29

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

1. Agree		**63**
2. Disagree		**27**
3. Don't know		**10**

57. CLIP B - Ryan

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: 5.66

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

1.	Agree	**52**
2.	Disagree	**37**
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	**11**
2. Somewhat Liberal	**13**
3. Moderate	**38**
4. Somewhat Conservative	**20**
5. Very Conservative	**17**
6. Don't Know	**1**

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

1. Yes	**28**
2. No	**72**
3. Don't Know	**-**

63. What is your current marital status?

1.	Single, never married	**30**
2.	Married	**53**
3.	Separated	*****
4.	Divorced	**12**
5.	Widowed	**5**
6.	Don't Know	*****

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

1.	Less than 15K	**9**
2.	15K-30K	**17**
3.	30K-50K	**22**
4.	50K-75K	**19**
5.	75K-100K	**13**
6.	Over 100K	**17**
7.	Don't Know	**3**

65. What is your religion?

1.	Evangelical/Fundamentalist Protestant	**14**
2.	Mainline Protestant	**16**
3.	Catholic	**27**
4.	Jewish	**4**
5.	Mormon	**1**
6.	Atheist/Agnostic	**11**
7.	Other	**22**
8.	Don't Know	**4**

66. What is your race?

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

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

1.	Yes	**10**
2.	No	**90**
3.	Don't know	*****

68. 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**

69. Many people consider themselves "living paycheck to paycheck" in terms of their personal financial situations. Do you consider yourself to be in that category?

1.	Yes	**52**
2.	No	**44**
3.	Don't know	**4**

70. Many people consider themselves only about 400 dollars away from a financial crisis. Do you consider yourself to be in that category?

1.	Yes	**33**
2.	No	**58**
3.	Don't know	**9**

71. Do you consider yourself to be a part of the "middle class"?

1.	Yes	**65**
2.	No	**28**
3.	Don't know	**7**

72. 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	**3**
4.	Jill Stein, the Green Party candidate	**2**
5.	Other **(SPECIFY)**	**2**
6.	Did not vote in presidential race	**5**
7.	Don't Know	**3**

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

1.	Urban	**26**
2.	Suburban	**51**
3.	Rural	**23**

Gender (by observation)

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

Region (TAKEN FROM SAMPLE)

1.	Northeast	**16**
2.	South	**30**
3.	Midwest	**22**
4.	Plains/Mountains	**17**
5.	West Coast	**15**