

WINNING THE ISSUES NATIONAL BRAND SURVEY
1000 RV
September 28-29, 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: 8.05

- 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	30
2. Don't Know	14
3. Wrong Track	56

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

1. Approve	38
2. Don't know	10
3. Disapprove	52

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	99	28	65	7
4. Democrats in Congress	99	37	55	8
5. Nancy Pelosi	98	25	58	15

6. 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	9
3. Retirement and Investments	1
4. Terrorism	6
5. Health care	23
6. The Economy	15
7. Jobs	3
8. Taxes	6
9. Crime and Safety	3
10. Environment/Climate Change	5
11. National Defense/Foreign Affairs	5
12. National Deficit/Spending	5
13. Energy	1
14. Gas prices	*
15. Immigration	7
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 Q7-12)

	Republican Party	Democratic Party
7. The Economy	41	38
8. Jobs	44	37
9. Taxes	41	39
10. Health care	31	47
11. Defense/terrorism	47	31
12. Education	32	47

13. 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?

1. Republican	36
2. Lean Republican	6
3. Undecided	14
4. Lean Democrat	3
5. Democrat	41
TOTAL REPUBLICAN	42
TOTAL DEMOCRAT	44

14. 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	20
2. No	63
3. Don't Know	16

15. 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... (ASK 16 then 17, then ROTATE 18-21)

	MEAN
16. Your own political ideology	5.43
17. Your own ideology on the issue of taxes	5.69
18. Ideology of Republicans in Congress	6.38
19. Ideology of Democrats in Congress	3.61
20. Ideology of Donald Trump	6.46
21. Ideology of Nancy Pelosi	3.59

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 22-42)

	MEAN
22. The economy and jobs	7.35
23. Outsourcing of jobs overseas	6.42
24. President Obama's health care plan/health care	6.54
25. Issues related to women, such as equal pay	6.06
26. Reproductive issues such as abortion and contraception	5.81
27. Taxes/making sure the wealthy pay their fair share	6.90
28. Foreign policy/Terrorism/ISIS/situation in the Middle East	7.13
29. Immigration and border security	6.50
30. Allegations of Donald Trump ties to Russia	5.03
31. Disrupting the status quo/drain the swamp	5.74
32. Need to get things done in Washington and get the parties to work together	7.39
33. Allegations of ethics scandals in the Trump White House	5.30
34. Tax Reform	6.72
35. North Korea	7.23
36. Trump and the media	4.73
37. Trump's tweets	4.15
38. Climate change	5.69
39. Building the wall with Mexico	4.40
40. Trump statements about the NFL	3.90
41. Cost of living	7.11
42. Gridlock and dysfunction in Congress	7.10

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

1. Favor	46
2. Oppose	41
3. Don't Know	13

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

1. Tax reform	58
2. Repeal and replace the Affordable Care Act/Obamacare	28
3. Don't Know	14

45. 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	20
2. Wrong Track	65
3. Don't Know	16

46. 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	36
2. About the same	49
3. Less	11
4. Don't Know	4

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

1. Congress has not passed any important legislation this year	32
2. Congress has taken up important legislation, but seems incapable of passing it.	35
3. Congress has passed some important legislation, though it only partly addressed people's needs.	11
4. Congress has passed important legislation this year, but the media hasn't covered it.	8
5. Don't Know	15

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

1. Favor	28
2. Oppose	35
3. Don't Know	37

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

1. Will	24
2. Will not	48
3. Don't Know	28

50. Which is more important to you as a goal of tax reform? (ROTATE)

1. Helping middle income and working Americans get more money and tax breaks to better manage cost of living	67
2. Making sure the wealthy pay their fair share	28
3. Don't Know	5

51. What is the more important reason for a US company's decision to move overseas? (ROTATE)

1. The corporate tax rate in the US	29
2. Labor costs	38
3. Regulations	15
4. Don't Know	18

Turning to health care...

For each of the following, do you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable impression?

	NAME ID	TOTAL FAVORABLE	TOTAL UNFAVORABLE	NO OPINION
52. Single payer health care system	94	43	30	21
53. Private sector health care system	97	47	30	20

54. Which comes closer to your definition of a “single payer health care system”?
(ROTATE)

1. A government-run health care system with lower quality of care and higher taxes	27
2. A simplified health care system that would eliminate insurance companies and provide access for everyone	54
3. Don't Know	19

55. Under a single payer health care system, do you think the timeliness of medical treatment would be.... (ROTATE TOP TO BOTTOM, BOTTOM TO TOP)

1. Better than the current system	17
2. About the same as the current system	32
3. Worse than the current system	30
4. Don't Know	22

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

1. Reversing former President Obama's policies	61
2. A clear set of Republican policy initiatives	21
3. Don't Know	19

Please tell me if you think the following description applies to (ROTATE) Republicans in Congress or Democrats in Congress. (ROTATE 57-59)

57. Party of ideas

1. Republicans in Congress	29
2. Democrats in Congress	29
3. Don't Know	43

58. Represents elites

1. Republicans in Congress	51
2. Democrats in Congress	25
3. Don't Know	24

59. Represents the status quo

1. Republicans in Congress	28
2. Democrats in Congress	38
3. Don't Know	33

Now you will be shown a short video clip under one minute.

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 NFL.

60. CLIP 1

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: 4.59

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

1. Agree	49
2. Disagree	46
3. Don't know	5

Now just a few demographic questions for statistical purposes only—

62. 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

63. 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

64. 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	12
2. Somewhat Liberal	12
3. Moderate	38
4. Somewhat Conservative	22
5. Very Conservative	15
6. Don't Know	1

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

1. Yes	25
2. No	75
3. Don't Know	-

66. What is your current marital status?

1. Single, never married	29
2. Married	52
3. Separated	2
4. Divorced	12
5. Widowed	5
6. Don't Know	-

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

1. Less than 15K	9
2. 15K-30K	17
3. 30K-50K	20
4. 50K-75K	20
5. 75K-100K	12
6. Over 100K	19
7. Don't Know	4

68. What is your religion?

1. Evangelical/Fundamentalist Protestant	15
2. Mainline Protestant	16
3. Catholic	25
4. Jewish	3
5. Mormon	1
6. Atheist/Agnostic	12
7. Other	24
8. Don't Know	4

69. What is your race?

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

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

1. Yes	11
2. No	88
3. Don't know	1

71. 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

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	43
2. Hillary Clinton, Democratic candidate	41
3. Gary Johnson, the Libertarian candidate	5
4. Jill Stein, the Green Party candidate	2
5. Other (SPECIFY)	3
6. Did not vote in presidential race	6
7. Don't Know	1

73. 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	46
3. Don't know	2

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

1. Yes	32
2. No	62
3. Don't know	6

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

1. Urban	28
2. Suburban	50
3. Rural	22

Gender (by observation)

1. Male	48
2. Female	52

Region (TAKEN FROM SAMPLE)

1. Northeast	13
2. South	29
3. Midwest	21
4. Plains/Mountains	20
5. West Coast	16