

WINNING THE ISSUES NATIONAL BRAND SURVEY
1000 RVs
November 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: 8.04

- 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	12
3. Wrong Track	58

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

1. Approve	36
2. Don't know	7
3. Disapprove	58

For each of the following, do you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable impression? (ROTATE 3-4, then 5-6)

	NAME ID	TOTAL FAV	TOTAL UNFAV	NO OPINION
3. Republicans in Congress	100	31	64	5
4. Democrats in Congress	100	43	52	5
5. Donald Trump	100	38	60	2
6. Nancy Pelosi	97	32	54	12

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

1. Education	5
2. Social Security	9
3. Retirement and Investments	1
4. Terrorism	7
5. Health care	20
6. The Economy	18
7. Jobs	4
8. Taxes	8
9. Crime and Safety	2
10. Environment/Climate Change	5
11. National Defense/Foreign Affairs	6
12. National Deficit/Spending	3
13. Energy	*
14. Gas prices	*
15. Immigration	6
16. Other	2
17. Prescription Drugs	2
18. Don't know	*

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 Q8-12)

	REP	DEM
8. The Economy	42	43
9. Jobs	41	43
10. Taxes	40	46
11. Health care	32	52
12. Defense/terrorism	47	37

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? (ROTATE answer options 1 and 3)

1. Republican	35
2. Lean Republican	5
3. Undecided	14
4. Lean Democrat	3
5. Democrat	43
TOTAL REPUBLICAN	40
TOTAL DEMOCRAT	46

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	19
2. No	67
3. Don't Know	14

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

1. Approve	16
2. Disapprove	73
3. Don't know	11

16. In thinking more specifically about how the economy is doing, which comes closer to your view? (ROTATE TOP TO BOTTOM, BOTTOM TO TOP)

1. The economy is getting better, but the rate of progress is still unacceptable	31
2. The economy is getting better, and the rate of progress is acceptable	29
3. The economy is not getting better	33
4. Don't Know	6

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 17-39)

	MEAN
17. The economy and jobs	7.37
18. Outsourcing of jobs overseas	6.12
19. President Obama's health care plan/health care	6.29
20. Issues related to women, such as equal pay	6.08
21. Reproductive issues such as abortion and contraception	5.74
22. Taxes/ making sure the wealthy pay their fair share	7.04
23. Foreign policy/Terrorism/ISIS/situation in the Middle East	7.05
24. Immigration and border security	6.14
25. Allegations of Donald Trump ties to Russia	5.11
26. Disrupting the status quo/drain the swamp	5.21
27. Need to get things done in Washington and get the parties to work together	7.14
28. Allegations of ethics scandals in the Trump White House	5.42
29. Tax reform	6.56
30. North Korea	6.91
31. Trump and the media	4.74
32. Trump's tweets	4.01
33. Climate change	5.64
34. Trump statements about the NFL	3.41
35. Cost of living	6.94
36. Gridlock and dysfunction in Congress	6.87
37. Allegations of Hillary Clinton's involvement in the sale of uranium to Russia	4.32
38. Sexual harassment of women	6.29
39. DACA (Deferred Action for Childhood Arrivals)	5.59

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

40. Represents the middle class

1. Republicans in Congress	27
2. Democrats in Congress	52
3. Don't Know	21

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	23
2. Wrong Track	63
3. Don't Know	14

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

1. Favor	30
2. Oppose	47
3. Don't Know	23

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

1. Will	24
2. Will not	57
3. Don't Know	18

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

1. Having a \$1000 increase in your income, and the wealthy may benefit also	50
2. Making sure the wealthy do not benefit at all, even if it means you may not benefit either	34
3. Don't Know	16

45. 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.	49
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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.	41
3. Don't Know	10

46. Congress is considering the Republican tax plan that would include:

- **Doubling the standard deduction to \$12,000 for single filers and \$24,000 for married filers**
- **Reducing overall tax rates**
- **Significantly increasing the child tax credit from \$1,000 to \$2,000 per child**
- **Lowering the business tax rate from 35% down to 20%**
- **Closing many loopholes**

Would you favor or oppose this plan?

1. Favor	56
2. Oppose	27
3. Don't Know	16

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

1. Republicans who say that the plan will provide \$1,182 in tax savings to the average family of four	42
2. Democrats who say that under this plan, it will raise taxes on the middle class and by 2027, everyone earning less than \$75,000 on average would face a tax increase	42
3. Don't Know	16

48. In thinking about the tax reform bill that Congress is considering, who would you agree with more? (ROTATE)

1. Those who say the bill gives a tax cut to the middle class of about \$1,182 for an average family of four	39
2. Those who say the bill repeals the individual mandate of the Affordable Care Act (Obamacare), and 13 million people will lose their health insurance	41
3. Don't Know	21

49. If Congress passed a tax reform plan that includes tax cuts for the middle class, would you consider this the right kind of change that you voted for?

1. Yes	61
2. No	21
3. Don't Know	17

50. Do you think that criticisms of the Republican tax reform bill are...(ROTATE)

1. Legitimate policy concerns	47
2. Political attacks for partisan reasons	36
3. Don't Know	17

51. If tax reform is passed, which one of the following issues should Congress focus on next? (ROTATE)

- A. What is your first choice?**
B. What is your second choice?

	FIRST CHOICE	SECOND CHOICE	COMBINED
1. Infrastructure	15	20	35
2. Repeal of the Affordable Care Act (Obamacare)	22	15	37
3. Regulatory reform of Dodd Frank	2	4	6
4. Entitlement/welfare reform	12	17	30
5. Cost of living	33	23	56
6. Something else (SPECIFY)	9	9	14
7. Don't Know	7	6	12

52. In thinking about the tax reform bill that Congress is considering, who would you agree with more? (ROTATE)

1. Republicans who say that the plan will provide \$2,200 in tax savings to the average family of four	41
2. Democrats who say that under this plan, it will raise taxes on the middle class and by 2027, everyone earning less than \$75,000 on average would face a tax increase	45
3. Don't Know	14

53. Which of the following is more important to you? (ROTATE)

1. Those who say the bill gives a tax cut to the middle class of about \$2,200 for an average family of four	44
2. Those who say the bill repeals the individual mandate of the Affordable Care Act (Obamacare), and 13 million people will lose their health insurance	42
3. Don't Know	14

54. In thinking about progress in defeating ISIS and terrorism, do you think there has been...(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)

1. Significant progress	12
2. Some progress	45
3. Little or no progress	38
4. Don't Know	5

Now just a few demographic questions for statistical purposes only—

55. 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

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

1. Republican	33
2. Democrat	37
3. Independent	24
4. Other	5
5. Don't Know	1

57. 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	15
3. Moderate	38
4. Somewhat Conservative	21
5. Very Conservative	14
6. Don't Know	1

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

1. Yes	31
2. No	68
3. Don't Know	*

59. What is your current marital status?

1. Single, never married	26
2. Married	56
3. Separated	1
4. Divorced	13
5. Widowed	3
6. Don't Know	*

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

1. Less than 15K	10
2. 15K-30K	12
3. 30K-50K	21
4. 50K-75K	23
5. 75K-100K	14
6. 100-200K	15
7. Over 200K	2
8. Don't Know	2

61. What is your religion?

1. Evangelical/Fundamentalist Protestant	14
2. Mainline Protestant	13
3. Catholic	27
4. Jewish	3
5. Mormon	2
6. Atheist/Agnostic	13
7. Other	25
8. Don't Know	3

62. What is your race?

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

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

1. Yes	12
2. No	86
3. Don't know	1

64. 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

65. 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	54
2. No	43
3. Don't know	2

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

1. Yes	38
2. No	57
3. Don't know	4

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

1. Yes	69
2. No	25
3. Don't know	6

68. 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	39
2. Hillary Clinton, Democratic candidate	40
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	9
7. Don't Know	2

69. What type of area do you live in?

1. Urban	30
2. Suburban	49
3. Rural	22

Gender (by observation)

1. Male	48
2. Female	52

Region (TAKEN FROM SAMPLE)

1. Northeast	15
2. South	28
3. Midwest	23
4. Plains/Mountains	19
5. West Coast	15