

WINNING THE ISSUES NATIONAL BRAND SURVEY
1000 RVs
February 27-28, 2018

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?

	SEPT 2017	OCT 2017	NOV 2017	DEC 2017	JAN 2018	FEB 2018
MEAN	8.05	8.06	8.04	7.96	7.96	7.83

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?

	SEPT 2017	OCT 2017	NOV 2017	DEC 2017	JAN 2018	FEB 2018
1. Right Direction	30	35	30	39	37	37
2. Don't Know	14	10	12	13	10	13
3. Wrong Track	56	55	58	48	53	50

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

	SEPT 2017	OCT 2017	NOV 2017	DEC 2017	JAN 2018	FEB 2018
1. Approve	38	41	36	41	39	43
2. Don't know	10	7	7	9	8	8
3. Disapprove	52	53	58	50	52	49

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 FAV	TOTAL UNFAV	NO OPINION	
3. Republicans in Congress	SEPT 2017	99	28	65	7
	OCT 2017	100	28	65	7
	NOV 2017	100	31	64	5
	DEC 2017	100	35	58	6
	JAN 2018	100	33	61	6
	FEB 2018	100	38	56	6
4. Democrats in Congress	SEPT 2017	99	37	55	8
	OCT 2017	100	37	56	7
	NOV 2017	100	43	52	5
	DEC 2017	99	40	54	6

	JAN 2018	100	41	54	5
	FEB 2018	100	42	52	6
	SEPT 207	98	25	58	15
	OCT 2017	99	30	57	12
5. Nancy Pelosi	NOV 2017	97	32	54	12
	DEC 2017	97	30	56	11
	JAN 2018	97	32	54	11
	FEB 2018	97	29	57	12

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

	SEPT 2017	OCT 2017	NOV 2017	DEC 2017	JAN 2018	FEB 2018
1. Education	4	3	5	4	3	4
2. Social Security	9	9	9	11	10	11
3. Retirement and Investments	1	1	1	2	1	1
4. Terrorism	6	7	7	7	6	7
5. Health care	23	21	20	20	17	16
6. The Economy	15	19	18	18	16	16
7. Jobs	3	4	4	4	3	3
8. Taxes	6	6	8	6	5	5
9. Crime and Safety	3	3	2	2	3	8
10. Environment/Climate Change	5	6	5	4	6	4
11. National Defense/Foreign Affairs	5	4	6	5	6	4
12. National Deficit/Spending	5	4	3	5	5	5
13. Energy	1	*	*	*	1	*
14. Gas prices	*	*	*	1	1	1
15. Immigration	7	8	6	6	11	7
16. Other	4	4	2	2	3	2
17. Prescription Drugs	2	2	2	4	2	4
18. Don't know	1	1	*	1	*	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	SEPT 2017	41	38
	OCT 2017	43	40
	NOV 2017	42	43
	DEC 2017	46	40
	JAN 2018	47	37
	FEB 2018	45	38
8. Jobs	SEPT 2017	44	37
	OCT 2017	43	40
	NOV 2017	41	43
	DEC 2017	44	41
	JAN 2018	46	38
	FEB 2018	44	39
9. Taxes	AUG 2017	44	37
	OCT 2017	44	40
	NOV 2017	40	46
	DEC 2017	42	42
	JAN 2018	42	42
	FEB 2018	42	41
10. Health care	SEPT 2017	31	47
	OCT 2017	36	47
	NOV 2017	32	52
	DEC 2017	38	47
	JAN 2018	36	48
	FEB 2018	36	47
11. Defense/terrorism	SEPT 2017	47	31
	OCT 2017	49	33
	NOV 2017	47	37
	DEC 2017	49	35
	JAN 2018	51	34
	FEB 2018	50	31

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?

	SEPT 2017	OCT 2017	NOV 2017	DEC 2017	JAN 2018	FEB 2018
1. Republican	36	38	35	37	37	37
2. Lean Republican	6	5	5	4	4	5
3. Undecided	14	13	14	13	14	13
4. Lean Democrat	3	3	3	4	4	3
5. Democrat	41	41	43	43	42	42
TOTAL REPUBLICAN	42	43	40	40	40	42
TOTAL DEMOCRAT	44	44	46	47	46	46

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?

	SEPT 2017	OCT 2017	NOV 2017	DEC 2017	JAN 2018	FEB 2018
1. Yes	20	22	19	24	23	22
2. No	63	62	67	61	62	59
3. Don't Know	16	16	14	15	15	18

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

	SEPT 2017	OCT 2017	NOV 2017	DEC 2017	JAN 2018	FEB 2018
1. Approve	13	14	16	23	19	23
2. Disapprove	73	72	73	63	69	63
3. Don't know	14	13	11	14	12	14

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

	NOV 2017	DEC 2017	JAN 2018	FEB 2018
1. The economy is getting better, but the rate of progress is still unacceptable	31	34	28	30
2. The economy is getting better, and the rate of progress is acceptable	29	34	38	35
3. The economy is not getting better	33	26	28	27
4. Don't Know	6	6	7	8

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 news stories to you in deciding how to vote for Congress? (ROTATE LIST 16-33)

	SEPT 2017	OCT 2017	NOV 2017	DEC 2017	JAN 2018	FEB 2018
16. The economy and jobs	7.35	7.51	7.37	7.27	7.22	6.88
17. Outsourcing of jobs overseas	6.42	6.31	6.12	5.95	6.16	5.60
18. President Obama's health care plan/health care	6.54	6.40	6.29	6.04	6.22	5.78
19. Issues related to women, such as equal pay and work environment	6.06	5.83	6.08	5.82	6.12	5.84
20. Reproductive issues, such as abortion and contraception	5.81	5.78	5.74	5.52	5.83	5.46
21. Taxes/making sure the wealthy pay their fair share	6.90	6.73	7.04	6.64	6.90	6.60

22. Foreign policy/Terrorism/ISIS/situation in the Middle East	7.13	7.08	7.05	6.83	6.89	6.63
23. Immigration and border security	6.50	6.42	6.14	6.27	6.45	6.05
24. Allegations of Donald Trump ties to Russia	5.03	5.10	5.11	4.88	5.16	5.11
25. Disrupting the status quo/drain the swamp	5.74	5.54	5.21	5.60	5.61	5.28
26. Need to get things done in Washington and get the parties to work together	7.39	7.19	7.14	7.03	7.25	6.95
27. North Korea	7.23	6.96	6.91	6.81	6.67	6.18
28. Climate Change	5.69	5.52	5.64	5.43	5.63	5.44
29. Cost of living	7.11	6.96	6.94	6.89	7.03	6.71
30. DACA (Deferred Action for Childhood Arrivals)	N/A	N/A	5.59	5.29	5.69	5.41
31. The tax cut plan recently passed by Congress (ASKED AS "TAX REFORM" UNTIL DEC 2017)	6.72	6.59	6.56	6.65	6.63	6.05
32. Guns	N/A	N/A	N/A	N/A	N/A	6.66
33. A candidate's position on Donald Trump	N/A	N/A	N/A	N/A	N/A	5.74

34. Do you favor or oppose the tax cut plan recently passed by Congress? (ASKED AS: "DO YOU FAVOR OR OPPOSE THE TAX REFORM PLAN RECENTLY PROPOSED BY REPUBLICANS IN CONGRESS" UNTIL DEC 2017)

	SEPT 2017	OCT 2017	NOV 2017	DEC 2017	JAN 2018	FEB 2018
1. Favor	28	33	30	41	39	43
2. Oppose	35	37	47	42	39	32
3. Don't Know	37	31	23	17	22	24

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

	SEPT 2017	OCT 2017	NOV 2017	DEC 2017	JAN 2018	FEB 2018
1. Will	24	26	24	38	37	37
2. Will not	48	48	57	46	44	41
3. Don't Know	28	26	18	16	19	22

36. Congress has recently passed a tax cut plan that includes

- **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**
- **Retaining retirement savings options such as 401Ks and Individual Retirement Accounts (IRAs)**
-

Would you favor or oppose this plan?

	JAN 2018	FEB 2018
1. Favor	62	64
2. Oppose	19	18
3. Don't Know	20	18

37. Now having read some of the provisions of the plan, do you think that this plan will or will not lower taxes for people like you?

	JAN 2018	FEB 2018
1. Will	47	47
2. Will not	33	32
3. Don't Know	20	20

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

	NOV 2017	DEC 2017	JAN 2018	FEB 2018
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, the new tax reform plan will 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	47	47	46
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	42	42	41
3. Don't Know	10	11	11	12

39. Republicans say that under the new tax cut plan, the typical family of four earning \$73,000 will save an additional \$2,059 a year on their taxes.

Knowing this, now do you favor or oppose the new tax plan?

	DEC 2017	JAN 2018	FEB 2018
1. Favor	52	54	56
2. Oppose	31	29	25
3. Don't Know	17	17	19

(ROTATE 40-41 WITH 42-43)

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

1. The Democrat who says the top 1% of earners will reap 83% of the benefits in the plan.	41
2. The Republican who says that for those living paycheck to paycheck, this tax cut will help them have more money in their pocket to manage cost of living and save for the future and retirement.	47
3. Don't know	12

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

1. The Democrat who says the top 1% of earners will reap 83% of the benefits in the plan.	42
2. The Republican who says that the average family of four will receive \$2,059 in tax savings.	47
3. Don't know	11

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

1. The Democrat who says the Republican tax plan would increase the deficit by over one trillion dollars.	40
2. The Republican who says that for those living paycheck to paycheck, this tax cut will help them have more money in their pocket to manage cost of living and save for the future and retirement.	48
3. Don't know	12

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

1. The Democrat who says the Republican tax plan would increase the deficit by over one trillion dollars.	40
2. The Republican who says that the average family of four will receive \$2,059 in tax savings.	45
3. Don't know	15

44. Have you seen, read or heard about any companies or businesses giving bonuses, wage increases, announcement of additional investments, or other benefits to employees as a result of the tax cut plan passed by Congress?

1. Yes	55
2. No	35
3. Don't Know	11

45. Have you seen, read or heard about any companies or businesses *in your local area* giving bonuses, wage increases, announcement of additional investments, or other benefits to employees as a result of the tax cut plan passed by Congress?

1. Yes	28
2. No	59
3. Don't Know	14

46. Some companies such as Apple, AT&T and Comcast have given bonuses to their employees and announced additional investment in the United States as a result of the tax cut plan. Which statement do you agree with more? (ROTATE)

1. These examples show that the right economic policies can have a positive impact on the economy and American workers	44
2. These examples are only short term PR stunts from corporations	40
3. Don't Know	16

(ROTATE 47-50)

47. For which candidate would you be more likely to vote? (ROTATE)

1. The Democratic candidate who says he or she opposes President Trump and will try to stop him and his policies	42
2. The Republican candidate who says he or she voted for the recent tax cut plan passed by Congress	46
3. Don't know	12

48. For which candidate would you be more likely to vote? (ROTATE)

1. The Democratic candidate who says he or she is running to hold President Trump and Republicans in Congress accountable for their vote to repeal the Affordable Care Act, sometimes known as Obamacare	43
2. The Republican candidate who says he or she voted for the recent tax cut plan passed by Congress	44
3. Don't know	13

49. For which candidate would you be more likely to vote? (ROTATE)

1. The Democratic candidate who says he or she opposes President Trump and will try to stop him and his policies	38
2. The Republican candidate who says families run their own economies every day in their households. That is why he or she voted for the recent tax cut bill to give people more money in their pockets to help them manage cost of living and save for the future and retirement.	50
3. Don't know	12

50. For which candidate would you be more likely to vote? (ROTATE)

1. The Democratic candidate who says he or she opposes President Trump and will try to stop him and his policies	41
2. The Republican candidate who says he or she voted for the recent tax cut bill to bring tax dollars home to the community and taxpayers here at home.	48
3. Don't know	12

51. In thinking about this year's election for Congress, will your vote be to (ROTATE) express support for Trump, express opposition to Trump, or will Trump not be a factor? (ROTATE 1-2)

1. Support for Trump	30
2. Opposition to Trump	39
3. Trump will not be a factor	22
4. I do not plan to vote in this year's election for Congress	3
5. Don't know	6

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

1. Republicans who say Democrats in the Senate are filibustering everything in the Senate so that Democrats can't make their argument in the 2018 elections Republicans can't govern.	41
2. Democrats who say Senate Republicans refuse to involve them in policy discussions and so Democrats refuse to allow votes unless they are allowed a voice.	42
3. Don't Know	17

53. Who do you agree with more?

1. Democrats who say that one of the major failings of the Republican tax plan is that middle class tax cuts are temporary.	42
2. Republicans who say that if Democrats would allow a clean vote on making individual tax cuts permanent, Republicans would pass it immediately.	43
3. Don't Know	16

54. Who do you agree with more?

1. The Democrat who says the top 1% of earners will reap 83% of the benefits in the Republican tax plan.	43
2. The Republican who says that 1% of earners reaping 83% of the benefits of the tax plan assumes that by 2027 Congress does nothing to keep the middle class taxes in place. Republicans will try and make these tax cuts permanent.	41
3. Don't know	16

55. Do you favor or oppose reforming Congress?

1. Favor		69
2. Oppose		9
3. Don't Know		22

Now just a few demographic questions for statistical purposes only—

56. 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

57. 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

58. 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	16
3. Moderate	38
4. Somewhat Conservative	20
5. Very Conservative	15
6. Don't Know	1

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

1. Yes	36
2. No	63
3. Don't Know	1

60. What is your current marital status?

1. Single, never married	21
2. Married	60
3. Separated	2
4. Divorced	12
5. Widowed	6
6. Don't Know	*

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

1. Less than 15K	7
2. 15K-30K	17
3. 30K-50K	18
4. 50K-75K	21
5. 75K-100K	16
6. 100-200K	14
7. Over 200K	3
8. Don't Know	4

62. What is your religion?

1. Evangelical/Fundamentalist Protestant	14
2. Mainline Protestant	12
3. Catholic	26
4. Jewish	4
5. Mormon	1
6. Atheist/Agnostic	14
7. Other	25
8. Don't Know	4

63. What is your race?

1. Hispanic	9
2. African-American	11
3. Asian	4
4. White	74
5. Other	2
6. Don't Know	-

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

1. Yes	10
2. No	89
3. Don't know	1

65. 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

66. What is your employment status?

1. Employed, full time	41
2. Employed, part-time	10
3. Unemployed	6
4. Self-employed	7
5. Homemaker	9
6. Student	2
7. Retired	25
8. Don't Know	*

67. 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	56
2. No	41
3. Don't know	3

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

1. Yes	36
2. No	57
3. Don't know	7

69. Do you consider yourself to be a part of the “middle class”?

1. Yes	68
2. No	26
3. Don't know	6

70. The recent tax reform plan has gone into effect, and the new withholding tables have been put into place starting February 1. Have you looked at your check, wages or form of payment to see if there has been any change since February 1?

1. Yes (GO TO Q71)	43
2. No (GO TO Q72)	47
3. Don't know (GO TO Q72)	10

Q71 ONLY AMONG YES IN 70

71. Have you seen an increase in your paycheck, no change, or decrease in your paycheck since the tax cut withholding tables went into effect on February 1?

1. Increase	55
2. No change	37

3. Decrease	6
4. Don't Know	2

RESUME WITH ALL

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	40
2. Hillary Clinton, Democratic candidate	41
3. Gary Johnson, the Libertarian candidate	3
4. Jill Stein, the Green Party candidate	2
5. Other (SPECIFY)	3
6. Did not vote in presidential race	10
7. Don't Know	2

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

1. Urban	31
2. Suburban	50
3. Rural	19

Gender (by observation)

1. Male	48
2. Female	52

Region (TAKEN FROM SAMPLE)

1. Northeast	14
2. South	30
3. Midwest	23
4. Plains/Mountains	18
5. West Coast	15