WINNING THE ISSUES NATIONAL BRAND SURVEY
1000 RVs
JANUARY 24-25, 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?

MEAN: 7.96

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	**37**
2. Don't Know	**10**
3. Wrong Track	**53**

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

1. Approve	**39**
2. Don't know	**8**
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 5-9)

	NAME ID	TOTAL FAVORABLE	TOTAL UNFAVORALE	NO OPNION
3. **Republicans in Congress**	100	33	61	6
4. **Democrats in Congress**	100	41	54	5
5. **Nancy Pelosi**	97	32	54	11

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	**10**
3.	Retirement and Investments	**1**
4.	Terrorism	**6**
5.	Health care	**17**
6.	The Economy	**16**
7.	Jobs	**3**
8.	Taxes	**5**
9.	Crime and Safety	**3**
10.	Environment/Climate Change	**6**
11.	National Defense/Foreign Affairs	**6**
12.	National Deficit/Spending	**5**
13.	Energy	**1**
14.	Gas prices	**1**
15.	Immigration	**11**
16.	Other	**3**
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)

		REPUBLICAN PARTY	DEMOCRATIC PARTY
7.	**The Economy**	**47**	**37**
8.	**Jobs**	**46**	**38**
9.	**Taxes**	**42**	**42**
10.	**Health care**	**36**	**48**
11.	**Defense/terrorism**	**51**	**34**

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	**37**
2.	Lean Republican	**4**
3.	Undecided	**14**
4.	Lean Democrat	**4**
5.	Democrat	**42**
	TOTAL REPUBLICAN	**40**
	TOTAL DEMOCRAT	**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?

1.	Yes	**23**
2.	No	**62**
3.	Don't Know	**15**

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

1.	Approve	**19**
2.	Disapprove	**69**
3.	Don't know	**12**

15. 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	**28**
2.	The economy is getting better, and the rate of progress is acceptable	**38**
3.	The economy is not getting better	**28**
4.	Don't Know	**7**

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)

	MEAN
16. The economy and jobs	7.22
17. Outsourcing of jobs overseas	6.16
18. President Obama's health care plan/health care	6.22
19. Issues related to women, such as equal pay and work environment	6.12
20. Reproductive issues such as abortion and contraception	5.83
21. Taxes/making sure the wealthy pay their fair share	6.90
22. Foreign policy/terrorism/ISIS/situation in the Middle East	6.89
23. Immigration and border security	6.45
24. Allegations of Donald Trump ties to Russia	5.16
25. Disrupting the status quo/drain the swamp	5.61
26. Need to get things done in Washington and get the parties to work together	7.25
27. North Korea	6.67
28. Climate change	5.63
29. Cost of living	7.03
30. DACA (Deferred Action for Childhood Arrivals)	5.69
31. The government shutdown	6.04
32. The tax reform plan recently passed by Congress	6.63

33. Do you favor or oppose the tax reform plan recently passed by Congress?

1.	Favor	39
2.	Oppose	39
3.	Don't Know	22

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

1.	Will	37
2.	Will not	44
3.	Don't Know	19

35. Congress has recently passed a tax reform 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?

1.	Favor	**62**
2.	Oppose	**19**
3.	Don't Know	**20**

36. 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?

1.	Will	**47**
2.	Will not	**33**
3.	Don't Know	**20**

37. 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.	**47**
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.	**42**
3.	Don't Know	**11**

38. **Republicans say that under the new tax reform 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?

1. Favor	**54**
2. Oppose	**29**
3. Don't Know	**17**

COMPELLING REASONS

(ROTATE 1st 500 SUPPORTING, THEN OPPOSING STATEMENTS; 2nd 500 OPPOSING, THEN SUPPORTING STATEMENTS)

You will be shown a list of statements made by supporters and opponents of the new tax reform plan.

Here is a brief series of statements made by those who _support_ the new tax reform plan. For each of the following statements, do you find that statement to be not compelling at all, somewhat not compelling, neutral, somewhat compelling, or a very compelling statement _to support the new tax reform plan_.

(ROTATE LIST 39-45)

39. **Through this tax reform plan, people will be able to keep more of their hard earned money, and families will get a break through the enhanced child tax credit.**

1. Not compelling	**9**
2. Somewhat not compelling	**6**
3. Neutral	**23**
4. Somewhat compelling	**31**
5. Very compelling	**30**
TOTAL COMPELLING	**61**
TOTAL NOT COMPELLING	**16**

40. **The corporate tax rate will finally be at a competitive level that will help us create jobs of the future here in the United States.**

1.	Not compelling	**13**
2.	Somewhat not compelling	**9**
3.	Neutral	**21**
4.	Somewhat compelling	**28**
5.	Very compelling	**28**
	TOTAL COMPELLING	**57**
	TOTAL NOT COMPELLING	**22**

41. **After years of a stalled economy and stagnant wages, tax reform will help generate the type of economic growth that has been lacking.**

1.	Not compelling	**14**
2.	Somewhat not compelling	**10**
3.	Neutral	**22**
4.	Somewhat compelling	**26**
5.	Very compelling	**28**
	TOTAL COMPELLING	**54**
	TOTAL NOT COMPELLING	**24**

42. **The plan includes provisions such as significantly increasing the standard deduction, doubling the child tax credit, and lowering overall tax rates.**

1.	Not compelling	**9**
2.	Somewhat not compelling	**6**
3.	Neutral	**25**
4.	Somewhat compelling	**31**
5.	Very compelling	**29**
	TOTAL COMPELLING	**60**
	TOTAL NOT COMPELLING	**15**

43. The average family of four will receive $2,059 in tax savings.

1. Not compelling	**10**
2. Somewhat not compelling	**6**
3. Neutral	**22**
4. Somewhat compelling	**31**
5. Very compelling	**31**
TOTAL COMPELLING	**62**
TOTAL NOT COMPELLING	**16**

44. For those living paycheck to paycheck, this plan will help them have more money in their pocket to manage cost of living and save for the future and retirement.

1. Not compelling	**9**
2. Somewhat not compelling	**6**
3. Neutral	**21**
4. Somewhat compelling	**31**
5. Very compelling	**33**
TOTAL COMPELLING	**64**
TOTAL NOT COMPELLING	**15**

45. Nine out of ten wage earners will be paying less taxes.

1. Not compelling	**8**
2. Somewhat not compelling	**7**
3. Neutral	**20**
4. Somewhat compelling	**31**
5. Very compelling	**33**
TOTAL COMPELLING	**65**
TOTAL NOT COMPELLING	**16**

Here is a brief series of statements made by those who _oppose_ the new tax reform plan. For each of the following statements, do you find that statement to be not compelling at all, somewhat not compelling, neutral, somewhat compelling, or a very compelling statement _to oppose the new tax reform plan_.

(ROTATE LIST 46-52)

46. This plan would increase the deficit by over one trillion dollars.

1. Not compelling	**15**
2. Somewhat not compelling	**8**
3. Neutral	**22**
4. Somewhat compelling	**20**
5. Very compelling	**34**
TOTAL COMPELLING	**54**
TOTAL NOT COMPELLING	**23**

47. This plan repeals the individual mandate under the Affordable Care Act also known as Obamacare, meaning that 13 million people will lose their health insurance.

1. Not compelling	**19**
2. Somewhat not compelling	**7**
3. Neutral	**21**
4. Somewhat compelling	**19**
5. Very compelling	**33**
TOTAL COMPELLING	**52**
TOTAL NOT COMPELLING	**27**

48. Corporations will get a massive, permanent tax break, but individuals will get small and temporary ones.

1. Not compelling	**16**
2. Somewhat not compelling	**11**
3. Neutral	**20**
4. Somewhat compelling	**19**

5. Very compelling	**34**
TOTAL COMPELLING	**53**
TOTAL NOT COMPELLING	**27**

49. By 2027, 83% of the middle class will be paying more in taxes or get a cut of less than $100.

1. Not compelling	**19**
2. Somewhat not compelling	**11**
3. Neutral	**20**
4. Somewhat compelling	**19**
5. Very compelling	**31**
TOTAL COMPELLING	**50**
TOTAL NOT COMPELLING	**29**

50. The plan eliminates the deduction for state and local income taxes, which will hurt middle class families.

1. Not compelling	**16**
2. Somewhat not compelling	**10**
3. Neutral	**24**
4. Somewhat compelling	**21**
5. Very compelling	**29**
TOTAL COMPELLING	**51**
TOTAL NOT COMPELLING	**25**

51. By 2027, this plan will raise taxes on everyone earning $75,000 or less.

1. Not compelling	17
2. Somewhat not compelling	9
3. Neutral	20
4. Somewhat compelling	20
5. Very compelling	34
TOTAL COMPELLING	54
TOTAL NOT COMPELLING	26

52. The top 1% of income earners will reap 83% of the benefits in the plan.

1. Not compelling	19
2. Somewhat not compelling	9
3. Neutral	20
4. Somewhat compelling	15
5. Very compelling	36
TOTAL COMPELLING	52
TOTAL NOT COMPELLING	28

RESUME WITH ALL

53. After reading these statements, now do you favor or oppose the new tax reform plan?

1. Favor	45
2. Oppose	37
3. Don't Know	18

How much would you trust each of the following sources in what they say about the tax reform plan, with 1 being you would not trust that source at all, 5 neutral, and 9 being that you would trust that source a great deal: (ROTATE LIST)

	MEAN
54. **Republicans in Congress**	**4.14**
55. **The President**	**4.30**
56. **Democrats in Congress**	**4.53**
57. **Congressional Budget Office**	**5.06**
58. **Joint Committee on Taxation**	**5.02**
59. **The media**	**4.16**
60. **New York Times**	**4.65**
61. **CNN**	**4.49**
62. **FOX**	**4.37**
63. **Economists**	**5.65**
64. **Your accountant or the entity that helps you with your taxes**	**6.46**
65. **Friends and family**	**6.10**
66. **Social Media**	**3.78**
67. **Small Businesses**	**5.58**
68. **Corporations**	**4.23**
69. **Your Member of Congress**	**4.61**
70. **Think Tanks**	**4.71**

71. **In thinking about media coverage of the recent tax reform plan, how much do you trust or not trust what the media has said about the plan and its impact? (ROTATE TOP TO BOTTOM, BOTTOM TO TOP)**

1. Definitely trust	**11**
2. Somewhat trust	**33**
3. Somewhat do not trust	**24**
4. Do not trust at all	**23**
5. Don't Know	**8**
TOTAL TRUST	**45**
TOTAL DO NOT TRUST	**47**

72. 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 reform 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	**40**
2. These examples are only a short term PR stunts from corporations	**46**
3. Don't Know	**14**

SHUTDOWN

73. Do you think the recent government shutdown was the result of…(ROTATE)

1. Policy disagreement	**30**
2. Political fights	**61**
3. Don't Know	**8**

74. Who is most responsible for the recent government shutdown? (ROTATE)

1. Democrats being obstructionists and shutting down the government as a political strategy	**45**
2. Republicans' inability to govern	**38**
3. Don't Know	**17**

75. Do you think that the government shutdown was justified or not justified?

1. Justified	**20**
2. Not justified	**67**
3. Don't Know	**13**

76. Whose policies are responsible for the current state of the economy?

1. President Obama's policies	**36**
2. President Trump's policies	**45**
3. Don't know	**19**

Now just a few demographic questions for statistical purposes only—

77. In what year were you born?

1. 81-34	**17**
2. 35-44	**19**
3. 45-54	**21**
4. 55-64	**21**
5. 65+	**22**

78. 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**

79. 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	**14**
3. Moderate	**38**
4. Somewhat Conservative	**20**
5. Very Conservative	**15**
6. Don't Know	**1**

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

1. Yes	**30**
2. No	**70**
3. Don't Know	*****

81. What is your current marital status?

1.	Single, never married	**26**
2.	Married	**55**
3.	Separated	**1**
4.	Divorced	**12**
5.	Widowed	**6**
6.	Don't Know	*****

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

1.	Less than 15K	**9**
2.	15K-30K	**16**
3.	30K-50K	**14**
4.	50K-75K	**22**
5.	75K-100K	**15**
6.	100-200K	**17**
7.	Over 200K	**4**
8.	Don't Know	**3**

83. What is your religion?

1.	Evangelical/Fundamentalist Protestant	**17**
2.	Mainline Protestant	**14**
3.	Catholic	**27**
4.	Jewish	**4**
5.	Mormon	**1**
6.	Atheist/Agnostic	**12**
7.	Other	**22**
8.	Don't Know	**3**

84. 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**

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

1.	Yes	**14**
2.	No	**85**
3.	Don't know	**1**

86. 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**

87. What is your employment status?

1.	Employed, full time	**39**
2.	Employed, part-time	**8**
3.	Unemployed	**9**
4.	Self-employed	**7**
5.	Homemaker	**7**
6.	Student	**3**
7.	Retired	**27**
8.	Don't Know	*****

88. 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	**43**
3.	Don't know	**5**

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

1.	Yes	**35**
2.	No	**58**
3.	Don't know	**7**

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

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

91. 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	**42**
2.	Hillary Clinton, Democratic candidate	**43**
3.	Gary Johnson, the Libertarian candidate	**3**
4.	Jill Stein, the Green Party candidate	**3**
5.	Other **(SPECIFY)**	**1**
6.	Did not vote in presidential race	**7**
7.	Don't Know	**1**

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

1.	Urban	**29**
2.	Suburban	**47**
3.	Rural	**24**

Gender (by observation)

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

Region (TAKEN FROM SAMPLE)

1.	Northeast	**15**
2.	South	**30**
3.	Midwest	**23**
4.	Plains/Mountains	**16**
5.	West Coast	**16**