

**WINNING THE ISSUES NATIONAL BRAND SURVEY
MARCH 30-31, 2018
1000 RVs**

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?

	OCT 2017	NOV 2017	DEC 2017	JAN 2018	FEB 2018	MAR 2018
MEAN	8.06	8.04	7.96	7.96	7.83	7.71

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?

	OCT 2017	NOV 2017	DEC 2017	JAN 2018	FEB 2018	MAR 2018
1. Right Direction	35	30	39	37	37	38
2. Don't Know	10	12	13	10	13	12
3. Wrong Track	55	58	48	53	50	50

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

	OCT 2017	NOV 2017	DEC 2017	JAN 2018	FEB 2018	MAR 2018
1. Approve	41	36	41	39	43	40
2. Don't know	7	7	9	8	8	9
3. Disapprove	53	58	50	52	49	51

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

	NAME ID	TOTAL FAV	TOTAL UNFAV	NO OPINION	
3. Republicans in Congress	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
	MAR 2018	100	36	59	5
4. Democrats in Congress	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
	MAR 2018	100	43	52	4
	OCT 2017	99	30	57	12
	NOV 2017	97	32	54	12
5. Nancy Pelosi	DEC 2017	97	30	56	11
	JAN 2018	97	32	54	11
	FEB 2018	97	29	57	12
	MAR 2018	98	29	58	11

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

	OCT 2017	NOV 2017	DEC 2017	JAN 2018	FEB 2018	MAR 2018
1. Education	3	5	4	3	4	4
2. Social Security	9	9	11	10	11	9
3. Retirement and Investments	1	1	2	1	1	1
4. Terrorism	7	7	7	6	7	6
5. Health care	21	20	20	17	16	19
6. The Economy	19	18	18	16	16	17
7. Jobs	4	4	4	3	3	5
8. Taxes	6	8	6	5	5	4
9. Crime and Safety	3	2	2	3	8	4
10. Environment/Climate Change	6	5	4	6	4	4
11. National Defense/Foreign Affairs	4	6	5	6	4	4
12. National Deficit/Spending	4	3	5	5	5	6
13. Energy	*	*	*	1	*	1
14. Gas prices	*	*	1	1	1	1
15. Immigration	8	6	6	11	7	9
16. Other	4	2	2	3	2	1
17. Prescription Drugs	2	2	4	2	4	3
18. Don't know	1	*	1	*	1	3

Which party do you have more confidence in to handle each of the following issues - the Republican Party or the Democratic Party? (ROTATE LIST BELOW)

		REPUBLICAN PARTY	DEMOCRATIC PARTY
7. The Economy	OCT 2017	43	40
	NOV 2017	42	43
	DEC 2017	46	40
	JAN 2018	47	37
	FEB 2018	45	38
	MAR 2018	43	40
8. Jobs	OCT 2017	43	40
	NOV 2017	41	43
	DEC 2017	44	41
	JAN 2018	46	38
	FEB 2018	44	39
	MAR 2018	43	41
9. Taxes	OCT 2017	44	40
	NOV 2017	40	46
	DEC 2017	42	42
	JAN 2018	42	42
	FEB 2018	42	41
	MAR 2018	42	41
10. Health care	OCT 2017	36	47
	NOV 2017	32	52
	DEC 2017	38	47
	JAN 2018	36	48
	FEB 2018	36	47
	MAR 2018	34	50
11. Defense/terrorism	OCT 2017	49	33
	NOV 2017	47	37
	DEC 2017	49	35
	JAN 2018	51	34
	FEB 2018	50	31
	MAR 2018	49	35

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?

	OCT 2017	NOV 2017	DEC 2017	JAN 2018	FEB 2018	MAR 2018
1. Republican	38	35	37	37	37	34
2. Lean Republican	5	5	4	4	5	5
3. Undecided	13	14	13	14	13	15
4. Lean Democrat	3	3	4	4	3	3
5. Democrat	41	43	43	42	42	43
TOTAL REPUBLICAN	43	40	40	40	42	39
TOTAL DEMOCRAT	44	46	47	46	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?

	OCT 2017	NOV 2017	DEC 2017	JAN 2018	FEB 2018	MAR 2018
1. Yes	22	19	24	23	22	28
2. No	62	67	61	62	59	56
3. Don't Know	16	14	15	15	18	16

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

	OCT 2017	NOV 2017	DEC 2017	JAN 2018	FEB 2018	MAR 2018
1. Approve	14	16	23	19	23	23
2. Disapprove	72	73	63	69	63	63
3. Don't know	13	11	14	12	14	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	MAR 2018
1. The economy is getting better, but the rate of progress is still unacceptable	31	34	28	30	28
2. The economy is getting better, and the rate of progress is acceptable	29	34	38	35	33
3. The economy is not getting better	33	26	28	27	31
4. Don't Know	6	6	7	8	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)

	OCT 2017	NOV 2017	DEC 2017	JAN 2018	FEB 2018	MAR 2018
16. The economy and jobs	7.51	7.37	7.27	7.22	6.88	6.70
17. Outsourcing of jobs overseas	6.31	6.12	5.95	6.16	5.60	5.78
18. President Obama's health care plan/health care	6.40	6.29	6.04	6.22	5.78	5.72
19. Issues related to women, such as equal pay and work environment	5.83	6.08	5.82	6.12	5.84	5.69
20. Reproductive issues such as abortion and contraception	5.78	5.74	5.52	5.83	5.46	5.41

21. Taxes/ making sure the wealthy pay their fair share	6.73	7.04	6.64	6.90	6.60	6.35
22. Foreign policy/Terrorism/ISIS/situation in the Middle East	7.08	7.05	6.83	6.89	6.63	6.45
23. Immigration and border security	6.42	6.14	6.27	6.45	6.05	5.96
24. Allegations of Donald Trump ties to Russia	5.10	5.11	4.88	5.16	5.11	5.05
25. Disrupting the status quo/drain the swamp	5.54	5.21	5.60	5.61	5.28	5.36
26. Need to get things done in Washington and get the parties to work together	7.19	7.14	7.03	7.25	6.95	6.72
27. North Korea	6.96	6.91	6.81	6.67	6.18	6.15
28. Climate change	5.52	5.64	5.43	5.63	5.44	5.25
29. Cost of living	6.96	6.94	6.89	7.03	6.71	6.59
30. DACA (Deferred Action for Childhood Arrivals)	N/A	5.59	5.29	5.69	5.41	5.28
31. The tax cut plan recently passed by Congress	6.59	6.56	6.65	6.63	6.05	5.86
32. Guns	N/A	N/A	N/A	N/A	6.66	6.32
33. March For our Lives/Gun control	N/A	N/A	N/A	N/A	N/A	5.19
34. Allegations of scandals involving President Trump/Stormy Daniels	N/A	N/A	N/A	N/A	N/A	4.37
35. Whether you have seen an increase in your paycheck since tax cuts went into effect	N/A	N/A	N/A	N/A	N/A	5.48

36. Do you favor or oppose the tax cut plan recently passed by Congress?

	OCT 2017	NOV 2017	DEC 2017	JAN 2018	FEB 2018	MAR 2018
1. Favor	33	30	41	39	43	42
2. Oppose	37	47	42	39	32	34
3. Don't Know	31	23	17	22	24	24

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

	OCT 2017	NOV 2017	DEC 2017	JAN 2018	FEB 2018	MAR 2018
1. Will	26	24	38	37	37	36
2. Will not	48	57	46	44	41	43
3. Don't Know	26	18	16	19	22	21

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

39. 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	MAR 2018
1. Will	47	47	46
2. Will not	33	32	35
3. Don't Know	20	20	19

40. 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	MAR 2018
1. Favor	52	54	56	57
2. Oppose	31	29	25	24
3. Don't Know	17	17	19	20

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

1. The Democrat who says the Republican tax plan will pay for giveaways to corporations and the wealthiest 1 percent, which will result in cuts to Medicare and Medicaid.	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.	44
3. Don't know	16

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

1. The Democrat who says the Republican tax plan will pay for giveaways to corporations and the wealthiest 1 percent, which will result in cuts to Medicare and Medicaid.	41
2. The Republican who says the average family of four will receive \$2,059 in tax savings.	44
3. Don't know	15

43. Do you believe or not believe the following statement: 70% of Americans who fill out their tax returns use the standard deduction, rather than itemizing all of their expenses. The new tax bill doubles the size of that deduction from 12,000 to 24,000 and lowers all the tax brackets. For example, if your taxable income was between 38,700 and 82,500, your tax rate would have gone from 25% down to 22%.

1. Believe	49
2. Do not believe	23
3. Don't know	28

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?

	FEB 2018	MAR 2018
1. Yes	55	47
2. No	35	41
3. Don't Know	11	12

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?

	FEB 2018	MAR 2018
1. Yes	28	28
2. No	59	59
3. Don't Know	14	13

Over the past month, have you heard a lot, some, a little, none at all about each of the following issues or news stories: (ROTATE LIST Q46-52)

46. Allegations of scandals involving President Trump

1. Have heard a lot	55
2. Have heard some	22
3. Have heard a little	14
4. Have heard nothing at all	6
5. Don't Know	3
TOTAL HEARD	91

47. Candidates discussing Nancy Pelosi

1. Have heard a lot	11
2. Have heard some	24
3. Have heard a little	32
4. Have heard nothing at all	27
5. Don't Know	6
TOTAL HEARD	67

48. The tax cut plan recently passed by Congress

1. Have heard a lot	26
2. Have heard some	29

3. Have heard a little	29
4. Have heard nothing at all	11
5. Don't Know	5
TOTAL HEARD	84

49. Allegations of Donald Trump ties to Russia

1. Have heard a lot	54
2. Have heard some	23
3. Have heard a little	16
4. Have heard nothing at all	5
5. Don't Know	3
TOTAL HEARD	92

50. Guns/March For Our Lives

1. Have heard a lot	56
2. Have heard some	20
3. Have heard a little	16
4. Have heard nothing at all	5
5. Don't Know	3
TOTAL HEARD	92

51. Business and companies talking about the tax cut plan passed by Congress

1. Have heard a lot	13
2. Have heard some	27
3. Have heard a little	35
4. Have heard nothing at all	19
5. Don't Know	6
TOTAL HEARD	75

52. Your Member of Congress talking about the tax cut plan passed by Congress

1. Have heard a lot	10
2. Have heard some	22
3. Have heard a little	30
4. Have heard nothing at all	32
5. Don't Know	6
TOTAL HEARD	62

53. Which will matter more in how you decide to vote for Congress? (ROTATE)

1. A candidate's position on guns	35
2. A candidate's position on the tax cut plan and how individuals are benefiting	46
3. Don't Know	19

54. Which will matter more in how you decide to vote for Congress? (ROTATE)

1. A candidate's position on Nancy Pelosi	12
2. A candidate's position on the tax cut plan and how individuals are benefiting	73
3. Don't Know	15

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

1. The Democratic candidate who says he or she is running to be a check and balance on Donald Trump and Republicans in Congress	47
2. The Republican candidate who says he or she is running to stop Nancy Pelosi and Democrats in Congress	38
3. Don't know	15

56. Do you favor or oppose reforming Congress?

1. Favor	70
2. Oppose	11
3. Don't Know	18

Now just a few demographic questions for statistical purposes only—

57. 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

58. Generally speaking, do you consider yourself 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

59. 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

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

1. Yes	30
2. No	68
3. Don't Know	2

61. What is your current marital status?

1. Single, never married	24
2. Married	56
3. Separated	2
4. Divorced	13
5. Widowed	4
6. Don't Know	-

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

1. Less than 15K	10
2. 15K-30K	14
3. 30K-50K	17
4. 50K-75K	21
5. 75K-100K	18
6. 100-200K	12
7. Over 200K	3
8. Don't Know	5

63. What is your religion?

1. Evangelical/Fundamentalist Protestant	14
2. Mainline Protestant	11
3. Catholic	27
4. Jewish	4
5. Mormon	1
6. Atheist/Agnostic	11
7. Other	28
8. Don't Know	5

64. 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

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

1. Yes	13
2. No	84
3. Don't know	3

66. 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

67. What is your employment status?

1. Employed, full time	43
2. Employed, part-time	9
3. Unemployed	7
4. Self-employed	7
5. Homemaker	8
6. Student	2
7. Retired	23
8. Don't Know	1

68. 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	3

69. 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	5

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

1. Yes	67
2. No	27
3. Don't know	6

71. 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 Q72)	43
2. No (GO TO Q73)	45
3. Don't know (GO TO Q73)	11

Q72 ONLY AMONG YES IN 71

72. 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	59
2. No change	33
3. Decrease	5
4. Don't Know	4

RESUME WITH ALL

73. 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	38
3. Gary Johnson, the Libertarian candidate	5
4. Jill Stein, the Green Party candidate	3
5. Other (SPECIFY)	2
6. Did not vote in presidential race	9
7. Don't Know	3

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

1. Urban	31
2. Suburban	48
3. Rural	21

Gender

1. Male	48
2. Female	52

Region (TAKEN FROM SAMPLE)

1.	Northeast	15
2.	South	28
3.	Midwest	23
4.	Plains/Mountains	20
5.	West Coast	15