

WINNING THE ISSUES NATIONAL BRAND SURVEY
MAY 31 – JUNE 1, 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?

MEAN	8.00
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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	41
2. Don't know	7
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 FAV	TOTAL UNFAV	NO OPINION
3. Republicans in Congress	100	37	56	7
4. Democrats in Congress	100	42	51	7
5. Nancy Pelosi	98	29	55	14

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

1. Education	4
2. Social Security	12
3. Retirement and Investments	1
4. Terrorism	7
5. Health care	17
6. The Economy	18
7. Jobs	4
8. Taxes	3
9. Crime and Safety	5
10. Environment/Climate Change	4
11. National Defense/Foreign Affairs	4
12. National Deficit/Spending	5
13. Energy	1
14. Gas prices	1
15. Immigration	9
16. Other	3
17. Prescription Drugs	1
18. Don't know	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	47	38
8. Jobs	45	38
9. Taxes	43	39
10. Health care	33	49
11. Defense/Terrorism	50	29

12. Immigration	43	42
13. Energy/gas prices	38	39
14. Corruption	32	35

15. 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	37
2. Lean Republican	5
3. Undecided	13
4. Lean Democrat	3
5. Democrat	43
TOTAL REPUBLICAN	42
TOTAL DEMOCRAT	45

16. In thinking about this year's election for Congress, will your vote be (ROTATE) to 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	40
3. Trump will not be a factor	24
4. I do not plan to vote in this year's election for Congress	2
5. Don't know	4

17. In thinking about how you will vote in the election for Congress, which statement comes closer to how you may decide to vote? (ROTATE)

1. Your decision will be based primarily on President Trump's record and policies	24
2. President Trump's record will play a very significant role in your decision, but it will also be about the choice of directions for the country that Republicans and Democrats offer	61
3. Don't Know	15

Do you think the following description applies more to (ROTATE) Republicans in Congress or Democrats in Congress? (ROTATE LIST)

18. Addresses the problems that are important to you

1. Republicans in Congress	38
2. Democrats in Congress	44
3. Don't Know	18

19. Party of change

1. Republicans in Congress	32
2. Democrats in Congress	34
3. Don't Know	34

20. Throughout history, which Party's economic theories and policies have been more successful? (ROTATE)

1. Republicans	40
2. Democrats	36
3. Don't Know	25

IDEOLOGICAL OUTLOOK

On a scale of 1-9 with 1 being very liberal, 5 being moderate, and 9 being very conservative, how would you rate... (ASK 21, THEN ROTATE LIST Q22-25, THEN ROTATE Q26-27, THEN ROTATE Q28-29)

	MEAN
21. Your own political ideology	5.37
22. Your own ideology on economic issues, such as taxes, budget and jobs	5.53
23. Your own ideology on moral issues such as abortion and LGBT rights	5.02

24. Your own ideology on social issues such as education, health care and environment	5.00
25. Your own ideology on foreign affairs such as defense, terrorism, and foreign policy	5.68
26. Ideology of Republicans in Congress	6.26
27. Ideology of Democrats in Congress	3.90
28. Ideology of Nancy Pelosi	3.73
29. Ideology of Donald Trump	6.35

30. 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	21
2. No	61
3. Don't Know	18

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

1. Approve	20
2. Disapprove	62
3. Don't know	18

32. Generally speaking, would you say the economy is headed in the right direction, or are things seriously headed off in the wrong track?

1. Right Direction	44
2. Don't Know	13
3. Wrong Track	43

33. Overall would you say that you approve or disapprove of the job Donald Trump is doing in handling the economy?

1. Approve	45
2. Don't know	9
3. Disapprove	47

34. Overall would you say that you approve or disapprove of the job Donald Trump is doing in handling foreign policy?

1. Approve	39
2. Don't know	11
3. Disapprove	50

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)

35. The economy and jobs	7.36
36. President Obama's health care plan/health care	5.68
37. Issues related to women, such as equal pay and work environment	6.26
38. Taxes/ making sure the wealthy pay their fair share	6.75
39. Foreign policy/Terrorism/ISIS/situation in the Middle East	6.86
40. Immigration and border security	6.39
41. Allegations of Donald Trump ties to Russia	5.16
42. Disrupting the status quo/drain the swamp	5.56
43. Need to get things done in Washington and get the parties to work together	7.01
44. North Korea	6.41
45. Cost of living	7.19
46. DACA (Deferred Action for Childhood Arrivals)	5.60
47. The tax cut plan recently passed by Congress	6.21

48. March For our Lives/Gun control	5.72
49. Allegations of scandals involving President Trump/Stormy Daniels	4.40
50. Judges and judicial appointments	6.45
51. Trade/tariffs/NAFTA	6.08
52. Moving the US Embassy to Jerusalem	5.02

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

1. Favor	39
2. Oppose	33
3. Don't Know	28

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

1. Will	34
2. Will not	45
3. Don't Know	20

55. 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	45
2. No	43
3. Don't Know	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 Q56-61)

56. Allegations of scandals involving President Trump

1. Have heard a lot	55
2. Have heard some	24
3. Have heard a little	14
4. Have heard nothing at all	5
5. Don't Know	2

57. The tax cut plan recently passed by Congress

1. Have heard a lot	22
2. Have heard some	29
3. Have heard a little	34
4. Have heard nothing at all	12
5. Don't Know	4

58. Allegations of Donald Trump ties to Russia

1. Have heard a lot	54
2. Have heard some	22
3. Have heard a little	16
4. Have heard nothing at all	5
5. Don't Know	3

59. Guns/March For Our Lives

1. Have heard a lot	40
2. Have heard some	29

3. Have heard a little	19
4. Have heard nothing at all	9
5. Don't Know	2

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

1. Have heard a lot	13
2. Have heard some	26
3. Have heard a little	34
4. Have heard nothing at all	23
5. Don't Know	4

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

1. Have heard a lot	11
2. Have heard some	21
3. Have heard a little	29
4. Have heard nothing at all	33
5. Don't Know	5

Do you believe or not believe the following statements:

62. Nancy Pelosi and Democrats in Congress say they will drain the swamp in Washington and will take power back from the special interests and give it to the American people.

1. Believe	24
2. Do not believe	56
3. Don't Know	20

63. Nancy Pelosi and Democrats in Congress will raise taxes if they win the majority in Congress.

1. Believe	50
2. Do not believe	25
3. Don't Know	25

64. Do you favor or oppose reforming Congress?

1. Favor	71
2. Oppose	9
3. Don't Know	20

Now just a few demographic questions for statistical purposes only—

65. 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

66. 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

67. 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	20
5. Very Conservative	15
6. Don't Know	1

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

1. Yes	31
2. No	69
3. Don't Know	1

69. What is your current marital status?

1. Single, never married	28
2. Married	53
3. Separated	2
4. Divorced	13
5. Widowed	4
6. Don't Know	*

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

1. Less than 15K	9
2. 15K-30K	16
3. 30K-50K	18
4. 50K-75K	21
5. 75K-100K	16
6. 100-200K	15
7. Over 200K	2
8. Don't Know	3

71. What is your religion?

1. Evangelical/Fundamentalist Protestant	15
2. Mainline Protestant	15
3. Catholic	22
4. Jewish	4
5. Mormon	1
6. Atheist/Agnostic	12
7. Other	26
8. Don't Know	5

72. What is your race?

1. Hispanic	9
2. African-American	11
3. Asian	4
4. White	73
5. Other	3

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

1. Yes	13
2. No	85
3. Don't know	2

74. 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

75. 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	58
2. No	39
3. Don't know	3

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

1. Yes	42
2. No	51
3. Don't know	7

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

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

78. 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 Q79)	43
2. No (GO TO Q80)	47
3. Don't know (GO TO Q80)	10

79. 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	54
2. No change	40
3. Decrease	4
4. Don't Know	1

RESUME WITH ALL

80. 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	42
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	7
7. Don't Know	1

For each of the following social media platforms, would you consider yourself a regular user? (ROTATE Q81-84)

81. Facebook

1. Would	72
2. Would not	26
3. Don't Know	2

82. Twitter

1. Would	31
2. Would not	66
3. Don't Know	3

83. Instagram

1. Would	30
2. Would not	67
3. Don't Know	3

84. Snapchat

1. Would	18
2. Would not	79
3. Don't Know	3

85. 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	15
2. South	30
3. Midwest	19
4. Plains/Mountains	20
5. West Coast	17