WINNING THE ISSUES NATIONAL BRAND SURVEY
1000 RV
June 28-29, 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: 7.91

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	**8**
3. Wrong Track	**55**

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

1. Approve	**40**
2. Don't know	**7**
3. Disapprove	**54**

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 FOVORABLE	TOTAL UNFAVORABLE	NO OPINION
3. **Republicans in Congress**	**100**	**35**	**61**	**5**
4. **Democrats in Congress**	**100**	**38**	**57**	**4**
5. **Nancy Pelosi**	**98**	**28**	**59**	**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	**4**
2. Social Security	**9**
3. Retirement and Investments	**2**
4. Terrorism	**6**
5. Health care	**19**
6. The Economy	**14**
7. Jobs	**3**
8. Taxes	**4**
9. Crime and Safety	**3**
10. Environment/Climate Change	**4**
11. National Defense/Foreign Affairs	**3**
12. National Deficit/Spending	**4**
13. Energy	**1**
14. Gas prices	**1**
15. Immigration	**17**
16. Other	**4**
17. Prescription Drugs	**1**
18. Don't know	**2**

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 Q7-14)

	REPUBLICAN PARTY	DEMOCRATIC PARTY
7. The Economy	**45**	**37**
8. Jobs	**44**	**38**
9. Taxes	**42**	**39**
10. Health care	**35**	**50**
11. Defense/terrorism	**49**	**32**
12. Immigration	**42**	**42**
13. Energy/gas prices	**37**	**41**
14. Trade	**42**	**38**

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	36
2.	Lean Republican	3
3.	Undecided	13
4.	Lean Democrat	3
5.	Democrat	44
	TOTAL REPUBLICAN	40
	TOTAL DEMOCRAT	47

16. 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	31
2.	Opposition to Trump	41
3.	Trump will not be a factor	23
4.	I do not plan to vote in this year's election for Congress	2
5.	Don't know	3

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 17-35)

	MEAN
17. The economy and jobs	6.97
18. President Obama's health care plan/health care	5.31
19. Issues related to women, such as equal pay and work environment	5.67
20. Taxes/making sure the wealthy pay their fair share	6.33
21. Foreign policy/Terrorism/ISIS/situation in the Middle East	6.45
22. Immigration and border security	6.45

23. Allegations of Donald Trump ties to Russia	4.90
24. North Korea	5.96
25. Cost of living	6.80
26. DACA (Deferred Action for Childhood Arrivals)	5.47
27. The tax cut plan recently passed by Congress	6.16
28. Guns	6.38
29. Allegations of scandals involving President Trump/Stormy Daniels	4.20
30. Judges and judicial appointments	6.52
31. Trade/tariffs/NAFTA	6.25
32. Events at the border involving separation of children and parents	6.02
33. Calls for protests and shaming in public of Trump administration officials and staff	4.31
34. Supreme Court nominations	6.66
35. Single payer health care/Medicare For All	5.88

36. **Which of the following is giving you the most difficulty? (ROTATE)**

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

	FIRST CHOICE	SECOND CHOICE	COMBINED ANSWERS
1. Cost of health care, including insurance premiums and deductibles	39	13	52
2. Taxes	11	18	30
3. Gas prices and transportation costs	8	13	20
4. Utility costs	7	9	17
5. Food costs	8	13	21
6. Mortgage	7	5	11
7. Child care	1	2	3

8. Education	**4**	**8**	**12**
9. None of these	**11**	**3**	**14**
10. Don't Know	**4**	**1**	**5**

37. Do you believe or not believe this statement: the next generation will have a better quality of life than you had.

1. Believe	**24**
2. Do not believe	**50**
3. Don't Know	**26**

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

1. Approve	**18**
2. Disapprove	**66**
3. Don't know	**16**

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

1. Right Direction	**42**
2. Don't Know	**16**
3. Wrong Track	**42**

40. How well or not well do you think the current system of the United States' trade with other countries is working?

1. Very well	**8**
2. Somewhat well	**29**
3. Somewhat not well	**27**
4. Not well at all	**27**
5. Don't Know	**10**
TOTAL WELL	**37**
TOTAL NOT WELL	**53**

41. Which statement do you agree with more? (ROTATE)

1. Free trade will allow US companies to have access to markets overseas that will cause them to hire more workers here in the US. This also allows foreign companies to invest and build here in the US and hire American workers.	**53**
2. Free trade results in companies being able to move jobs overseas for cheap labor.	**27**
3. Don't Know	**20**

42. Do you agree or disagree with the use of trade tariffs?

1. Agree	**33**
2. Disagree	**38**
3. Don't Know	**28**

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

1. Approve	**42**
2. Don't know	**11**
3. Disapprove	**47**

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

1. Approve	**40**
2. Don't know	**10**
3. Disapprove	**50**

HEALTH CARE

45. Do you favor or oppose the health care law that some refer to as Obamacare?

1. Favor	**43**
2. Oppose	**43**
3. Don't know	**13**

46. In thinking about increasing health care premium costs, which statement do you agree with more? (ROTATE)

1. The reason costs have increased is because the Affordable Care Act also known as Obamacare has imposed mandates that are making the problem worse, and that law isn't working,	**43**
2. The reason costs have increased is because Republicans have not passed legislation to strengthen and improve the Affordable Care Act.	**42**
3. Don't Know	**15**

TAXES

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

1.	Favor	**38**
2.	Oppose	**37**
3.	Don't Know	**25**

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

1.	Will	**32**
2.	Will not	**46**
3.	Don't Know	**22**

49. 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	**49**
2.	No	**40**
3.	Don't Know	**10**

Now just a few demographic questions for statistical purposes only—

50. 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**

51. 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**

52. 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	**18**
5.	Very Conservative	**17**
6.	Don't Know	**1**

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

1.	Yes	**30**
2.	No	**69**
3.	Don't Know	*****

54. What is your current marital status?

1.	Single, never married	**25**
2.	Married	**57**
3.	Separated	**1**
4.	Divorced	**12**
5.	Widowed	**4**
6.	Don't Know	*****

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

1.	Less than 15K	**8**
2.	15K-30K	**14**
3.	30K-50K	**19**
4.	50K-75K	**20**
5.	75K-100K	**15**
6.	100-200K	**18**
7.	Over 200K	**3**
8.	Don't Know	**3**

56. What is your religion?

1.	Evangelical/Fundamentalist Protestant	**16**
2.	Mainline Protestant	**14**
3.	Catholic	**23**
4.	Jewish	**4**
5.	Mormon	**2**
6.	Atheist/Agnostic	**13**
7.	Other	**24**
8.	Don't Know	**4**

57. 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**

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

1.	Yes	**13**
2.	No	**86**
3.	Don't know	**1**

59. 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**

60. 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	**49**
2.	No	**48**
3.	Don't know	**2**

61. **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	**61**
3.	Don't know	**4**

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

1.	Yes	**65**
2.	No	**30**
3.	Don't know	**5**

63. **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 Q64)	**40**
2.	No (GO TO Q65)	**49**
3.	Don't know (GO TO Q65)	**11**

Q64 ONLY AMONG YES IN 63

64. **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	**39**
3.	Decrease	**7**
4.	Don't Know	*****

RESUME WITH ALL

65. What is your employment status?

1.	Employed, full time (GO TO Q66)	**38**
2.	Employed, part-time (GO TO Q66)	**9**
3.	Unemployed (GO TO Q67)	**7**
4.	Self-employed (GO TO Q66)	**6**
5.	Homemaker (GO TO Q67)	**10**
6.	Student (GO TO Q67)	**2**
7.	Retired (GO TO Q67)	**27**
8.	Don't Know (GO TO Q67)	*****

Q66 ONLY AMONG EMPLOYED FULL TIME, PART TIME, AND SELF EMPLOYED IN Q65

66. Has your company, business or place of employment given bonuses, wage increases, announced additional investments, or given any other benefits to employees as a result of the tax cut plan passed by Congress?

1.	Yes	**17**
2.	No	**76**
3.	Don't Know	**7**

RESUME W ALL

67. 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	**42**
3.	Gary Johnson, the Libertarian candidate	**4**
4.	Jill Stein, the Green Party candidate	**2**
5.	Other **(SPECIFY)**	**4**
6.	Did not vote in presidential race	**7**
7.	Don't Know	**2**

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

1. Urban	**26**
2. Suburban	**52**
3. Rural	**22**

Gender (by observation)

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

Region (TAKEN FROM SAMPLE)

1. Northeast	**14**
2. South	**31**
3. Midwest	**22**
4. Plains/Mountains	**18**
5. West Coast	**16**