

# WINNING THE ISSUES NATIONAL BRAND SURVEY AUGUST 29 – SEPTEMBER 5, 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	7.96	7.83	7.71	7.84	8.00	7.91	7.98	7.89	
	2018	2018	2018	2018	2018	2018	2018	2018	
	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	

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?

	JAN 2018	FEB 2018	MAR 2018	APRIL 2018	MAY 2018	JUNE 2018	JULY 2018	AUG 2018
1. Right Direction	37	37	38	40	37	37	42	41
2. Don't Know	10	13	12	12	10	8	11	11
3. Wrong Track	53	50	50	48	53	55	48	48

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

	JAN 2018	FEB 2018	MAR 2018	APRIL 2018	MAY 2018	JUNE 2018	JULY 2018	AUG 2018
1. Approve	39	43	40	43	41	40	43	40
2. Don't know	8	8	9	7	7	7	8	9
3. Disapprove	52	49	51	51	52	54	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
	JAN 2018	100	33	61	6
	FEB 2018	100	38	56	6
3. Republicans in Congress	MAR 2018	100	36	59	5
3. Republicans in Congress	APR 2018	100	35	59	5
	MAY 2018	100	37	56	7
	JUNE 2018	100	35	61	5
	JULY 2018	100	38	56	6
	AUG 2018	100	38	55	7

		JAN 2018	100	41	54	5
		FEB 2018	100	42	52	6
		MAR 2018	100	43	52	4
4.	Democrats in Congress	APR 2018	100	42	52	5
		MAY 2018	100	42	51	7
		JUNE 2018	100	38	57	4
		JULY 2018	100	43	51	6
		AUG 2018	100	43	50	7
		JAN 2018	97	32	54	11
		FEB 2018	97	29	57	12
		MAR 2018	98	29	58	11
5.	Noney Deleci	APR 2018	98	29	55	14
Э.	Nancy Pelosi	MAY 2018	98	29	55	14
		JUNE 2018	98	28	59	11
		JULY 2018	98	30	55	13
		AUG 2018	98	30	55	13
6.	Brett Kavanaugh	JULY 2018	87	28	34	25
		AUG 2018	89	31	35	23

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

	JAN 2018	FEB 2018	MAR 2018	APRIL 2018	MAY 2018	JUNE 2018	JULY 2018	AUG 2018
1. Education	3	4	4	5	4	4	4	4
2. Social Security	10	11	9	11	12	9	11	11
<ol> <li>Retirement and Investments</li> </ol>	1	1	1	2	1	2	1	1
4. Terrorism	6	7	6	7	7	6	6	6
5. Health care	17	16	19	17	17	19	15	18
6. The Economy	16	16	17	16	18	14	19	15
7. Jobs	3	3	5	4	4	3	3	3
8. Taxes	5	5	4	4	3	4	3	5
9. Crime and Safety	3	8	4	4	5	3	4	5
<ol> <li>Environment/ Climate Change</li> </ol>	6	4	4	5	4	4	4	4
<ul><li>11. National</li><li>Defense/Foreign</li><li>Affairs</li></ul>	6	4	4	5	4	3	5	4
<ol> <li>National Deficit/Spending</li> </ol>	5	5	6	3	5	4	5	3
13. Energy	1	*	1	1	1	1	1	2
14. Gas prices	1	1	1	*	1	1	1	1
15. Immigration	11	7	9	11	9	17	12	12

16. Other	3	2	1	2	3	4	4	3
17. Prescription Drugs	2	4	3	2	1	1	1	1
18. Don't know	*	1	3	3	3	2	2	2

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
	JAN 2018	47	37
	FEB 2018	45	38
	MAR 2018	43	40
	APRIL 2018	45	39
8. The Economy	MAY 2018	47	38
	JUNE 2018	45	37
	JULY 2018	45	39
	AUG 2018	45	41
	JAN 2018	46	38
	FEB 2018	44	39
	MAR 2018	43	41
O laka	APRIL 2018	45	41
9. Jobs	MAY 2018	45	38
	JUNE 2018	44	38
	JULY 2018	46	38
	AUG 2018	43	43
	JAN 2018	JAN 2018 <b>42</b>	
	FEB 2018	42	41
	MAR 2018	42	41
40 Taylor	APRIL 2018	43	43
10. Taxes	MAY 2018	43	39
	JUNE 2018	42	39
	JULY 2018	42	41
	AUG 2018	43	43
	JAN 2018	36	48
	FEB 2018	36	47
	MAR 2018	34	50
11. Health care	APRIL 2018	36	48
11. Health care	MAY 2018	33	49
	JUNE 2018	35	50
	JULY 2018	35	49
	AUG 2018	34	51
	JAN 2018	51	34
	FEB 2018	50	31
40 Defence/Terrenis	MAR 2018	49	35
12. Defense/Terrorism	APRIL 2018	50	34
	MAY 2018	50	29
	JUNE 2018	49	32

	JULY 2018	51	31
	AUG 2018	50	35
	APRIL 2018	46	40
	MAY 2018	43	42
13. Immigration	JUNE 2018	42	42
	JULY 2018	44	41
	AUG 2018	43	44
	JUNE 2018	42	38
14. Trade	JULY 2018	42	39
	AUG 2018	43	41

### 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?

	JAN 2018	FEB 2018	MAR 2018	APRIL 2018	MAY 2018	JUNE 2018	JULY 2018	AUG 2018
1. Republican	37	37	34	37	37	36	37	36
2. Lean Republican	4	5	5	4	5	3	4	4
3. Undecided	14	13	15	11	13	13	11	14
4. Lean Democrat	4	3	3	6	3	3	6	3
5. Democrat	42	42	43	42	43	44	41	42
TOTAL REPUBLICAN	40	42	39	41	42	40	42	41
TOTAL DEMOCRAT	46	46	46	48	45	47	47	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)

	FEB 2018	MAR 2018	APRIL 2018	MAY 2018	JUNE 2018	JULY 2018	AUG 2018
1. Support for Trump	30	29	32	30	31	32	30
2. Opposition to Trump	39	41	39	40	41	37	40
3. Trump will not be a factor	22	21	24	24	23	23	23
4. I do not plan to vote in this year's election for Congress	3	4	3	2	2	2	2
5. Don't know	6	5	3	4	3	6	4

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)

	JAN 2018	FEB 2018	MAR 2018	APRIL 2018	MAY 2018	JUNE 2018	JULY 2018	AUG 2018
17. The economy and jobs	7.22	6.88	6.70	7.12	7.36	6.97	7.13	6.79
18. Affordable Care Act/health care (ASKED IN EARLIER SURVEYS AS: President Obama's health care plan/health care)	6.22	5.78	5.72	5.82	5.68	5.31	5.71	6.34
19. Issues related to women, such as equal pay and work environment	6.12	5.84	5.69	5.88	6.26	5.67	5.90	5.80
20. Taxes/ making sure the wealthy pay their fair share	6.90	6.60	6.35	6.54	6.75	6.33	6.42	6.36
21. Foreign policy/Terrorism/ISIS/ situation in the Middle East	6.89	6.63	6.45	6.81	6.86	6.45	6.74	6.46
22. Immigration and border security	6.45	6.05	5.96	6.40	6.39	6.45	6.58	6.30
23. Allegations of Donald Trump ties to Russia	5.16	5.11	5.05	5.01	5.16	4.90	5.05	4.94
24. Cost of living	7.03	6.71	6.59	6.85	7.19	6.80	6.87	6.49
25. The tax cut plan recently passed by Congress	6.63	6.05	5.86	6.25	6.21	6.16	6.34	6.11
26. Allegations of scandals involving President Trump/Stormy Daniels	N/A	N/A	4.37	4.35	4.40	4.20	4.35	4.53
27. Trade/tariffs/NAFTA	N/A	N/A	N/A	5.86	6.08	6.25	6.41	5.82
28. Supreme Court nominations	N/A	N/A	N/A	N/A	N/A	6.66	6.57	6.30
29. Single payer health care/Medicare for All	N/A	N/A	N/A	N/A	N/A	5.88	6.17	5.85
30. Abolishing ICE (Immigration and Customs Enforcement)	N/A	N/A	N/A	N/A	N/A	N/A	4.82	4.72
31. Paul Manafort and Michael Cohen being found guilty of charged brought against them	N/A	N/A	N/A	N/A	N/A	N/A	N/A	4.68

### 32. Which of these reasons will play the more important role in determining how you may vote in the elections for Congress this November? (ROTATE)

1. State of the economy and your personal finances	54
2. Your views on President Trump	37
3. Don't Know	9

### 33. Which describes the current state of how you may vote in the elections for Congress this November? (ROTATE 1-3, then 4)

1. Already made up your mind	39
2. Leaning toward one candidate but haven't decided	20
3. Have not decided yet	33
4. You do not intend to vote in the elections this November	3
5. Don't Know	5

#### 34. Which way are you most likely to vote this November? (ROTATE 1-3, then 4)

1. You will vote in person on Election Day	59
2. You will vote through early voting	18
3. You will vote by absentee ballot	13
4. You do not intend to vote in the elections this November	3
5. Don't Know	7

#### **KAVANAUGH**

#### 35. Do you favor or oppose the nomination of Brett Kavanaugh to the Supreme Court?

1. Favor	34
2. Oppose	28
3. Don't know	38

#### **ECONOMY**

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

	APRIL 2018	MAY 2018	JUNE 2018	JULY 2018	AUG 2018
1. Right Direction	48	44	42	49	46
2. Don't Know	15	13	16	18	18
3. Wrong Track	37	43	42	33	36

### 37. How confident or not confident are you in your own financial situation? (ROTATE TOP TO BOTTOM, BOTTOM TO TOP)

	SEPT 2008	AUG 2018
1. Very confident	23	23
2. Somewhat confident	49	42
3. Somewhat not confident	14	17
4. Not confident at all	14	15
5. Don't Know	-	4
TOTAL CONFIDENT	72	64
TOTAL NOT CONFIDENT	28	32

## 38. How confident or not confident are you in your retirement plan, including savings and investments? (ROTATE TOP TO BOTTOM, BOTTOM TO TOP)

1. Very confident	21
2. Somewhat confident	33
3. Somewhat not confident	19
4. Not confident at all	23
5. Don't Know	5
TOTAL CONFIDENT	53
TOTAL NOT CONFIDENT	42

### 39. Since the beginning of the year, have your retirement savings... (ROTATE TOP TO BOTTOM, BOTTOM TO TOP)

1. Increased significantly	10
2. Increased a little	30
3. Not changed	39
4. Decreased a little	10
5. Decreased significantly	6
6. Don't know	5
TOTAL INCREASED	40
TOTAL DECREASED	16

# 40. Do you think that the economy is better, worse or about the same as what the media is reporting? (ROTATE TOP TO BOTTOM, BOTTOM TO TOP)

1. Better	32
2. About the same	41
3. Worse	21
4. Don't Know	6

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

	MAY 2018	JUNE 2018	JULY 2018	AUG 2018
1. Approve	45	42	47	43
2. Don't know	9	11	10	13
3. Disapprove	47	47	43	44

#### **HEALTH CARE**

### 42. Do you favor or oppose the health care law that some refer to as Obamacare or the Affordable Care Act?

	NOV 2016	MARC H 2017	JULY 2017	AUG 2017	SEPT 2017	JUNE 2018	AUG 2018
1. Favor	39	43	43	46	46	43	45
2. Oppose	52	47	45	44	41	43	43
3. Don't Know	9	11	11	10	13	13	12

### 43. Do you favor or oppose continuing previously passed taxes on new medical devices and health insurance premiums?

1. Favor	19
2. Oppose	45
3. Don't Know	36

#### **TAXES**

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

	JAN 2018	FEB 2018	MAR 2018	APRIL 2018	MAY 2018	JUNE 2018	JULY 2018	AUG 2018
1. Favor	39	43	42	42	39	38	45	40
2. Oppose	39	32	34	35	33	37	32	35
3. Don't Know	22	24	24	23	28	25	23	25

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

	JAN 2018	FEB 2018	MAR 2018	APRIL 2018	MAY 2018	JUNE 2018	JULY 2018	AUG 2018
1. Will	37	37	36	38	34	32	33	31
2. Will not	44	41	43	44	45	46	46	45
3. Don't Know	19	22	21	18	20	22	20	24

46. 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	APRIL 2018	MAY 2018	JUNE 2018	JULY 2018	AUG 2018
1. Yes	55	47	47	45	49	49	42
2. No	35	41	45	43	40	42	46
3. Don't Know	11	12	8	13	10	9	12

47. Which has had the bigger impact on your cost of living? (ROTATE)

1. The tax cuts	34
2. Insurance premiums	48
3. Don't Know	17

48. Do you believe or not believe this statement: In early June, the Labor Department announced that the country now has more job openings than unemployed.

1. Believe	48
2. Do not believe	36
3. Don't Know	16

49. If there were more job openings than unemployed, would you consider or not consider this to be progress for the economy? (ROTATE)

1. Would consider	66
2. Would not consider	18
3. Don't Know	16

50. Do you believe or not believe the following statement: African-American unemployment is at the lowest it has ever been.

1. Believe	41
2. Do not believe	33
3. Don't Know	26

51. If the elections were held today for US Congress in your state, on a scale from 1 to 9, where 1 is definitely voting for the Democrat candidate, 3 is leaning toward voting for the Democrat candidate, 5 is undecided, 7 is leaning toward voting for the Republican candidate, and 9 is definitely voting for the Republican candidate, how would you be likely to vote?

**MEAN: 4.82** 

#### Now just a few demographic questions for statistical purposes only-

#### 52. 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

### 53. 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

# 54. 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	19
5. Very Conservative	16
6. Don't Know	1

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

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

### 56. What is your current marital status?

1.	Single, never married	22
2.	Married	59
3.	Separated	2
4.	Divorced	13
5.	Widowed	4
6.	Don't Know	1

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

1. Less than 15K	10
2. 15K-30K	13
3. 30K-50K	18
4. 50K-75K	21
5. 75K-100K	17
6. 100-200K	15
7. Over 200K	3
8. Don't Know	3

### 58. What is your religion?

Evangelical/Fundamentalist Protestant	15
2. Mainline Protestant	13
3. Catholic	26
4. Jewish	5
5. Mormon	2
6. Atheist/Agnostic	10
7. Other	24
8. Don't Know	5

### 59. 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

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

1. Yes	11
2. No	86
3. Don't know	2

#### 61. 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

### 62. 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	51
2. No	45
3. Don't know	3

63.		people consider themselves only about 400 dollars away from a financi ou consider yourself to be in that category?	al crisis.
	1.	Yes	33
	2.	No	60
	3.	Don't know	7
64.	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	24
	8.	Don't Know	1
	0.		•
65	The r	ecent tax reform plan has gone into effect, and the new withholding tabl	es have
00.	been	put into place starting February 1. Have you looked at your check, wage	
	of pay	yment to see if there has been any change since February 1?	
	1.	Yes	41
	2.	No	48
	3.	Don't know	12
66.	In las	t November's presidential election, for which presidential candidate did	vou vote?
		ATE answer options 1-2, then 3-4)	,
	1.	Donald Trump, the Republican candidate	40
	2.	Hillary Clinton, Democratic candidate	40
	3.		
		Gary Johnson, the Libertarian candidate	5
	4.	Gary Johnson, the Libertarian candidate  Jill Stein, the Green Party candidate	5 4
	4.	Jill Stein, the Green Party candidate	4

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

5. West Coast

		,	
	1.	Urban	26
4	2.	Suburban	50
(	3.	Rural	23
Gender			
	1.	Male	48
2	2.	Female	52
Region (TAKEN FROM SAMPLE)			
	1.	Northeast	17
2	2.	South	29
(	3.	Midwest	22
4	4.	Plains/Mountains	19

13