

WINNING THE ISSUES NATIONAL BRAND SURVEY
1000 RVs
September 30 – October 2, 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: 8.02

- 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	39
2. Don't Know	9
3. Wrong Track	52

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

1. Approve	43
2. Don't know	6
3. Disapprove	50

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	57	5
4. Democrats in Congress	100	42	53	5
5. Nancy Pelosi	97	28	56	14

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

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

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 Q7-13)

	REPUBLICAN PARTY	DEMOCRATIC PARTY	DON'T KNOW
7. The Economy	48	37	16
8. Jobs	48	39	13
9. Taxes	44	42	15
10. Health care	36	50	14
11. Defense/terrorism	51	34	15
12. Immigration	44	44	11
13. Social Security/Retirement	37	48	16

14. 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	40
2. Lean Republican	4
3. Undecided	9
4. Lean Democrat	5
5. Democrat	42
TOTAL REPUBLICAN	44
TOTAL DEMOCRAT	47

15. Generally speaking, would you say the public discourse about politics and issues is headed in the right direction, or are things seriously headed off on the wrong track?

1. Right Direction	24
2. Don't Know	16
3. Wrong Track	60

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	32
2. Opposition to Trump	39
3. Trump will not be a factor	23
4. I do not plan to vote in this year's election for Congress	3
5. Don't know	2

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 17-32)

	MEAN
17. The economy and jobs	7.11
18. Affordable Care Act/health care	6.42
19. Issues related to women, such as equal pay and work environment	5.90
20. Taxes/making sure the wealth pay their fair share	6.35
21. Foreign policy/Terrorism/ISIS/situation in the Middle East	6.59
22. Immigration and border security	6.48
23. Allegations of Donald Trump ties to Russia	4.82
24. Cost of living	6.69
25. The tax cut plan recently passed by Congress	6.32
26. Allegations of scandals involving President Trump/Stormy Daniels	4.32
27. Trade/tariffs/NAFTA	6.06
28. Supreme Court nominations	6.76
29. Single payer health care/Medicare for All	5.75
30. Abolishing ICE (Immigrations and Customs Enforcement)	4.76
31. Senate confirmation of Supreme Court Nominee Brett Kavanaugh	6.14
32. The public shaming and protests against Trump Administration officials and other Republicans	4.59

33. 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	50
2. Your views on President Trump	39
3. Don't Know	11

34. 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	45
2. Leaning toward one candidate but haven't decided	20
3. Have not decided yet	29
4. You do not intend to vote in the elections this November	2
5. Don't Know	3

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

1. You will vote in person on Election Day	56
2. You will vote through early voting	20
3. You will vote by absentee ballot	15
4. You do not intend to vote in the elections this November	4
5. Don't Know	5

ECONOMY

36. 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	49
2. Don't Know	16
3. Wrong Track	35

37. Do you believe or not believe the following statement: One of the key reasons we have seen recent economic growth is because of the tax cuts passed last year.

1. Believe	41
2. Do not believe	38
3. Don't Know	20

38. Do you believe or not believe the following statement: Democrats will raise taxes.

1. Believe	49
2. Do not believe	31
3. Don't Know	20

39. In thinking about your financial situation and retirement savings and investments and the impact of the 2008 financial crisis and recession that followed, would you say you have...? (ROTATE TOP TO BOTTOM, BOTTOM TO TOP)

1. Fully recovered	24
2. Somewhat recovered	37
3. Somewhat not recovered	17
4. Not recovered at all	13
5. Don't know	9
TOTAL RECOVERED	61
TOTAL NOT RECOVERED	30

40. In thinking about another potential financial crisis, how prepared would you consider yourself and your financial situation? (ROTATE TOP TO BOTTOM, BOTTOM TO TOP)

1. Very prepared	14
2. Somewhat prepared	38
3. Somewhat not prepared	20
4. Not prepared at all	24
5. Don't know	4
TOTAL PREPARED	52
TOTAL NOT PREPARED	44

41. When is the country likely to experience another financial crisis? (ROTATE TOP TO BOTTOM, BOTTOM TO TOP)

1. In the next year	13
2. In the next 2-3 years	22
3. In the next 3-5 years	20
4. In more than 5 years	12
5. Don't know	33

42. Is another financial crisis...(ROTATE)

1. Unavoidable as part of the natural economic cycle	23
2. Avoidable if the right policies are implemented	61
3. Don't know	16

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

1. Approve	47
2. Don't know	10
3. Disapprove	43

TAXES

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

1. Favor	41
2. Oppose	34
3. Don't Know	25

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

1. Will	33
2. Will not	44
3. Don't Know	23

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?

1. Yes	42
2. No	44
3. Don't Know	13

For each of the following provisions that were discussed as possibly being in the tax cut plan passed by Congress, do you think that each of the following provisions was or was not included in the final bill?
(ROTATE LIST)

47. Reduction of tax rates for corporations

1. Was	59
2. Was not	13
3. Don't Know	28

48. Reduction of taxes for the wealthy

1. Was	49
2. Was not	20
3. Don't Know	31

49. Reduction of all tax rates for everyone

1. Was	35
2. Was not	36
3. Don't Know	29

50. Doubling the standard deduction

1. Was	39
2. Was not	21
3. Don't Know	40

51. Increase in the child tax credit

1. Was	41
2. Was not	20
3. Don't Know	39

HEALTH CARE

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

1. Favor	47
2. Oppose	42
3. Don't Know	11

Do you believe or not believe the following statements: (ROTATE 53-55)

53. The Affordable Care Act, sometimes known as Obamacare, has increased insurance premiums.

1. Believe	57
2. Do not believe	27
3. Don't Know	16

54. States would do a better job of covering pre-existing conditions than the Affordable Care Act sometimes referred to as Obamacare.

1. Believe	40
2. Do not believe	35
3. Don't Know	25

55. States would cover those with pre-existing conditions if current federal law covering pre-existing conditions were repealed.

1. Believe	33
2. Do not believe	38
3. Don't Know	29

KAVANAUGH

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

1. Favor	40
2. Oppose	43
3. Don't know	17

57. Do you believe or not believe the allegations against Brett Kavanaugh?

1. Believe	42
2. Do not believe	38
3. Don't know	20

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

1. Those who say that the allegations against Brett Kavanaugh are not credible and were put forward at the last minute in an attempt to derail his nomination to the Supreme Court.	41
2. Those who say that the allegations against Brett Kavanaugh are serious and must be fully investigated by the FBI before any vote is held on his nomination.	48
3. Don't know	11

Do you believe or not believe the following statements: (ROTATE 59-63)

59. Republicans have treated Dr. Christine Blasey Ford fairly.

1. Believe	42
2. Do not believe	36
3. Don't know	22

60. Democrats have treated Brett Kavanaugh fairly.

1. Believe	34
2. Do not believe	48
3. Don't know	17

61. Do you believe or not believe the following statement: The state of political discourse today is damaging timeless American values of free speech and tolerance. This is not the America we want.

1. Believe	73
2. Do not believe	14
3. Don't know	13

62. Which comes closer to your view about the recent stories of threats of violence over political disagreements? (ROTATE)

1. These incidents started recently and are something new	32
2. These incidents have always been happening, but there is more awareness now	56
3. Don't Know	12

63. What is defining the Democratic agenda more? (ROTATE)

1. Stopping President Trump and his policies	66
2. A clear set of policy initiatives	21
3. Don't Know	13

Now just a few demographic questions for statistical purposes only—

64. 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

65. 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

66. 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	21
5. Very Conservative	14
6. Don't Know	1

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

1. Yes	34
2. No	65
3. Don't Know	1

68. What is your current marital status?

1. Single, never married	26
2. Married	56
3. Separated	2
4. Divorced	11
5. Widowed	5
6. Don't Know	*

69. 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	20
5. 75K-100K	16
6. 100-200K	17
7. Over 200K	4
8. Don't Know	4

70. What is your religion?

1. Evangelical/Fundamentalist Protestant	14
2. Mainline Protestant	14
3. Catholic	28
4. Jewish	4
5. Mormon	1
6. Atheist/Agnostic	10
7. Other	25
8. Don't Know	4

71. 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

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

1. Yes	12
2. No	86
3. Don't know	2

73. 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

74. 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	53
2. No	45
3. Don't know	2

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

1. Yes	40
2. No	56
3. Don't know	4

76. What is your employment status?

1. Employed, full time	40
2. Employed, part-time	8
3. Unemployed	8
4. Self-employed	8
5. Homemaker	8
6. Student	2
7. Retired	25
8. Don't Know	*

77. In the November 2016 presidential election, for which presidential candidate did you vote? (ROTATE answer options 1-2, then 3-4)

1. Donald Trump, the Republican candidate	43
2. Hillary Clinton, Democratic candidate	40
3. Gary Johnson, the Libertarian candidate	4
4. Jill Stein, the Green Party candidate	2
5. Other (SPECIFY)	2
6. Did not vote in presidential race	8
7. Don't Know	1

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

1. Urban	24
2. Suburban	51
3. Rural	24

Gender (by observation)

1. Male	48
2. Female	52

Region (TAKEN FROM SAMPLE)

1. Northeast	20
2. South	26
3. Midwest	21
4. Plains/Mountains	20
5. West Coast	13