THE WINSTON GROUP
making ideas matter™

WINNING THE ISSUES NATIONAL BRAND SURVEY
1000 REGISTERED VOTERS
November 30 – December 2, 2018

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	**42**
2. Don't Know	**10**
3. Wrong Track	**49**

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

1. Approve	**44**
2. Don't know	**8**
3. Disapprove	**48**

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 FAVORABLE	TOTAL UNFAVORABLE	NO OPINION
3. **Republicans in Congress**	**100**	**41**	**53**	**5**
4. **Democrats in Congress**	**100**	**47**	**47**	**6**
5. **Nancy Pelosi**	**98**	**29**	**53**	**15**

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	**8**
3. Retirement and Investments	**1**
4. Terrorism	**4**
5. Health care	**19**
6. The Economy	**15**

7. Jobs	**4**
8. Taxes	**4**
9. Crime and Safety	**4**
10. Environment/Climate Change	**6**
11. National Defense/Foreign Affairs	**4**
12. National Deficit/Spending	**3**
13. Energy	**1**
14. Gas prices	**1**
15. Immigration	**14**
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 - (ROTATE) the Republican Party or the Democratic Party? (ROTATE LIST BELOW Q7-12)

	Republican Party	Democratic Party	Don't Know
7. **The Economy**	**45**	**41**	**14**
8. **Jobs**	**47**	**39**	**14**
9. **Taxes**	**42**	**44**	**14**
10. **Health care**	**36**	**49**	**15**
11. **Defense/terrorism**	**51**	**33**	**16**
12. **Immigration**	**45**	**43**	**13**

13. **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	**38**
2.	Lean Republican	**3**
3.	Undecided	**11**
4.	Lean Democrat	**3**
5.	Democrat	**44**
	TOTAL REPUBLICAN	**42**
	TOTAL DEMOCRAT	**47**

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 in the future? (ROTATE LIST 14-29)

	MEAN
14. The economy and jobs	6.96
15. Affordable Care Act/health care	6.40
16. Issues related to women, such as equal pay, contraception issues and the MeToo movement	5.58
17. Taxes/making sure the wealth pay their fair share	6.29
18. Foreign policy/Terrorism/ISIS/situation in the Middle East	6.43
19. Immigration	6.41
20. Allegations of Donald Trump ties to Russia	5.04
21. Cost of living	6.69
22. The tax cut plan passed by Congress	6.33
23. Pre-existing conditions	6.34
24. Stock market	5.31
25. General Motors layoffs	4.87
26. Trade/tariffs/NAFTA	5.67
27. Supreme Court nominations	6.16
28. Single payer health care/Medicare for All	5.88
29. Border security/Caravan coming up through Mexico	5.87

On a scale of 1-9 with 1 being very liberal, 5 being moderate, and 9 being very conservative how would you rate… (ASK 30, then ROTATE 31-32, then 33-34, then 35-36, then 37-38)

	MEAN
30. Your own political ideology	5.20
31. Ideology of Republicans in Congress	6.10
32. Ideology of Democrats in Congress	4.02
33. Your ideology on taxes	5.44
34. Your ideology on health care	5.08
35. Ideology of Republicans in Congress on taxes	6.02
36. Ideology of Republicans in Congress on health care	6.00
37. Ideology of Democrats in Congress on taxes	4.17
38. Ideology of Democrats in Congress on health care	4.06

ECONOMY

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	**48**
2. Don't Know	**18**
3. Wrong Track	**34**

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

1. Believe	**54**
2. Do not believe	**28**
3. Don't Know	**18**

41. 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	**42**

HEALTH CARE

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

1. Favor	**48**
2. Oppose	**37**
3. Don't Know	**15**

In thinking about specific aspects of health care, which party do you have more confidence in to handle the following issues (ROTATE LIST BELOW Q43-49), (ROTATE) the Republican Party or the Democratic Party?

43. Improving quality of care

1. Republican Party	**34**
2. Democratic Party	**48**
3. Don't Know	**18**

44. Lowering cost of insurance premiums, co-pays and deductibles

1. Republican Party	**37**
2. Democratic Party	**43**
3. Don't Know	**20**

45. Protecting your choice of doctor

1. Republican Party	**37**
2. Democratic Party	**45**
3. Don't Know	**18**

46. Ensuring access to health care

1. Republican Party	**33**
2. Democratic Party	**51**
3. Don't Know	**16**

47. Protecting coverage for pre-existing conditions

1. Republican Party	**30**
2. Democratic Party	**52**
3. Don't Know	**17**

48. Promoting scientific advancements to develop cures

1. Republican Party	**35**
2. Democratic Party	**43**
3. Don't Know	**22**

49. Increasing choice of insurance options

1. Republican Party	**37**
2. Democratic Party	**42**
3. Don't Know	**21**

How important are each of these aspects of health care to you, with 1 being important, 5 very important and 9 extremely important? (ROTATE LIST)

	MEAN
50. Improving quality of care	**6.41**
51. Lowering cost of insurance premiums, co-pays, and deductibles	**6.39**
52. Protecting your choice of doctor	**6.24**
53. Ensuring access to health care	**6.51**
54. Protecting coverage of pre-existing conditions	**6.32**
55. Promoting scientific advancements to develop cures	**6.09**
56. Increasing choice of insurance options	**5.92**

TAXES

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

1. Favor	**45**
2. Oppose	**25**
3. Don't Know	**30**

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

51. Will	**35**
52. Will not	**39**
53. Don't Know	**26**

PERCEPTIONS OF NEW CONGRESS

59. In terms of what will happen with the new Democratic Congress, with the Republican Senate and White House, how would you describe your expectations? (ROTATE TOP TO BOTTOM – BOTTOM TO TOP)

1. There will be significant positive change	**14**
2. There will be some positive change but not much different than now	**26**
3. No change	**23**
4. There will be some negative change but not much different than now	**13**
5. There will be significant negative change	**12**
6. Don't Know	**11**

60. Which of these two approaches do you think that the incoming Democratic House majority *should* do? (ROTATE)

1. Oppose President Trump and Republicans to stop their policies	**34**
2. Work with President Trump and Republicans to solve issues	**56**
3. Don't Know	**11**

61. Which of these two approaches do you think that the incoming Democratic House majority *will* do? (ROTATE)

1. Oppose President Trump and Republicans to stop their policies	**62**
2. Work with President Trump and Republicans to solve issues	**26**
3. Don't Know	**12**

On a scale of 1-9 with 1 being that it applies to Democrats in Congress, 5 neither party has an advantage on this, and 9 being that it applies to Republicans in Congress, does the following description apply to (ROTATE) Republicans in Congress or Democrats in Congress?

62. Listens to people   **MEAN: 4.72**

For each of the following, do you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable impression? (ROTATE 64-65, then 66-67)

	NAME ID	TOTAL FAVORABLE	TOTAL UNFAVORABLE	NO OPINION
63. Republicans in the US Senate	**100**	**44**	**49**	**7**
64. Democrats in the US Senate	**100**	**49**	**44**	**6**
65. Chuck Schumer	**92**	**31**	**39**	**22**

Now just a few demographic questions for statistical purposes only—

66. In what year were you born?

1.	18-34	**23**
2.	35-44	**21**
3.	45-54	**19**
4.	55-64	**19**
5.	65+	**18**

67. Generally speaking, do you consider yourself (ROTATE) a Republican, a Democrat, an Independent, or something else?

1.	Republican	**33**
2.	Democrat	**38**
3.	Independent	**24**
4.	Other	**4**
5.	Don't Know	**1**

68. 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	**15**
3.	Moderate	**37**
4.	Somewhat Conservative	**19**
5.	Very Conservative	**16**
6.	Don't Know	**1**

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

1.	Yes	**34**
2.	No	**64**
3.	Don't Know	**1**

70. What is your current marital status?

1.	Single, never married	**29**
2.	Married	**51**
3.	Separated	**2**
4.	Divorced	**13**
5.	Widowed	**3**
6.	Don't Know	**1**

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

1.	Less than 15K	**11**
2.	15K-30K	**15**
3.	30K-50K	**18**
4.	50K-75K	**22**
5.	75K-100K	**14**
6.	100-200K	**13**
7.	Over 200K	**3**
8.	Don't Know	**4**

72. What is your religion?

1.	Evangelical Protestant	**12**
2.	Mainline Protestant	**10**
3.	Catholic	**27**
4.	Jewish	**4**
5.	Mormon	**1**
6.	Atheist/Agnostic	**12**
7.	Other	**27**
8.	Don't Know	**6**

73. What is your race?

1.	Hispanic	**12**
2.	African-American	**12**
3.	Asian	**3**
4.	White	**70**
5.	Other	**2**
6.	Don't Know	**1**

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

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

75. What was the last grade of school that you completed?

1.	Did not complete high school / high school grad	**23**
2.	Attended college but received no degree	**24**
3.	Associates degree	**11**
4.	College graduate – Bachelors	**24**
5.	Postgraduate study or degree	**17**
6.	Don't Know	**1**

76. 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	**52**
2.	No	**45**
3.	Don't know	**3**

77. When you file your taxes, do you itemize deductions, or do you take the standard deduction? (ROTATE 1-2)

1.	Itemize deductions	**28**
2.	Standard deduction	**51**
3.	Don't know	**13**
4.	Prefer not to say	**7**

78. What is your employment status?

1.	Employed, full time	**41**
2.	Employed, part-time	**9**
3.	Unemployed	**7**
4.	Self-employed	**5**
5.	Homemaker	**7**
6.	Student	**6**
7.	Retired	**25**
8.	Don't Know	*****

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

1.	Donald Trump, the Republican candidate	**42**
2.	Hillary Clinton, Democratic candidate	**37**
3.	Gary Johnson, the Libertarian candidate	**3**
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**

80. Since the beginning of 2017, have you contributed money to a political party or candidate?

1.	Yes	**12**
2.	No	**86**
3.	Don't Know	**2**

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

1.	Urban	**28**
2.	Suburban	**49**
3.	Rural	**24**

Gender (by observation)

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

Region (TAKEN FROM SAMPLE)

1.	Northeast	**18**
2.	South	**26**
3.	Midwest	**21**
4.	Plains/Mountains	**22**
5.	West Coast	**14**