

WINNING THE ISSUES NATIONAL BRAND SURVEY
1000 RV
DECEMBER 29-30, 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	39
2. Don't Know	10
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	39
2. Don't know	8
3. Disapprove	53

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	40	54	6
4. Democrats in Congress	100	46	47	6
5. Nancy Pelosi	97	37	46	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	4
2. Social Security	9
3. Retirement and Investments	1
4. Terrorism	4
5. Health care	17
6. The Economy	17

7. Jobs	3
8. Taxes	3
9. Crime and Safety	4
10. Environment/Climate Change	7
11. National Defense/Foreign Affairs	3
12. National Deficit/Spending	4
13. Energy	1
14. Gas prices	1
15. Immigration	15
16. Other	1
17. Prescription Drugs	1
18. Don't know	4

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	45	41	14
8. Jobs	45	42	13
9. Taxes	45	41	14
10. Health care	33	52	15
11. Defense/terrorism	47	38	15
12. Immigration	44	45	11
13. Retirement	35	47	17

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?

1. Republican	37
2. Lean Republican	4
3. Undecided	11
4. Lean Democrat	3
5. Democrat	45
TOTAL REPUBLICAN	41
TOTAL DEMOCRAT	48

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

1. Approve	22
2. Disapprove	61
3. Don't know	18

16. 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	24
2. No	63
3. Don't Know	13

17. 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	26
2. Wrong Track	60
3. Don't Know	13

18. Do you favor or oppose reforming Congress?

1. Favor	68
2. Oppose	10
3. Don't Know	21

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 19-36)

	MEAN
19. The economy and jobs	6.97
20. Need to get things done in Washington and get the parties to work together	7.05
21. Affordable Care Act/health care	6.49

22. Issues related to women, such as equal pay, contraception issues and the MeToo movement	5.77
23. Foreign policy/Terrorism/ISIS/situation in the Middle East	6.52
24. Immigration	6.47
25. Allegations of Donald Trump ties to Russia	5.22
26. Cost of living	6.74
27. The tax cut plan passed by Congress	6.28
28. Pre-existing conditions	6.41
29. Stock market	5.72
30. Trade/tariffs/NAFTA	5.91
31. Supreme Court nominations	6.43
32. Single payer health care/Medicare for All	6.06
33. Border security/Caravan coming up through Mexico	5.89
34. Status of your retirement and 401K	6.36
35. Government shutdown over the border wall	5.91
36. Trump administration personnel resignations	5.21

ECONOMY

37. 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	45
2. Don't Know	20
3. Wrong Track	35

38. Given the recent trends in the stock market, which statement comes closest to describing how you have or have not been personally impacted by those events? (ROTATE TOP TO BOTTOM, BOTTOM TO TOP)

1. I have been personally impacted	28
2. I haven't been personally impacted yet but am seriously concerned that I might be	32
3. These events are very concerning but don't think they will impact me personally	29
4. Don't Know	11

39. 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	12
3. Disapprove	47

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

1. Approve	38
2. Don't know	12
3. Disapprove	50

41. Do you believe or not believe this statement: Given recent stock market declines, I am seriously concerned about whether or not I can retire.

1. Believe	39
2. Do not believe	38
3. Don't Know	23

42. Do you believe or not believe this statement: Given recent stock market declines, I will have to work a few more years than anticipated.

1. Believe	39
2. Do not believe	37
3. Don't Know	24

TAXES

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

1. Favor	41
2. Oppose	29
3. Don't Know	30

DESCRIPTIONS

On a scale of 1-9 with 1 being that it applies to Democrats in Congress, 5 neither or equally to both, and 9 Republicans in Congress, does each of the following descriptions apply to (ROTATE) Republicans in Congress or Democrats in Congress? (ROTATE LIST)

	MEAN
44. Is addressing middle class concerns	4.69
45. Solves problems	4.88
46. Party of ideas	4.72
47. Listens to people	4.55
48. Offers a clear plan	4.84
49. Represents the wealthy	5.89
50. Represents small businesses	4.93
51. Can bring needed change	4.79
52. Addresses the problems that are important to you	4.76
53. Party of elites	5.41

54. Which of these descriptions is most important to you (ROTATE)?

1. Is addressing middle class concerns	12
2. Solves problems	21
3. Party of ideas	2
4. Listens to people	14
5. Offers a clear plan	6
6. Represents the wealthy	1
7. Represents small businesses	3
8. Can bring needed change	17
9. Addresses the problems that are important to you	19
10. Party of elites	1
11. Don't know	4

For each of the following, do you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable impression? (ROTATE 55-56)

	NAME ID	TOTAL FAV	TOTAL UNFAV	NO OPINION
55. Republicans in the US Senate	100	42	53	5
56. Democrats in the US Senate	99	49	46	5

57. In looking at the tech companies of Google, Netflix, Amazon, Apple, and Facebook, would you say that the CEOs of these companies are:

1. Mostly Democratic	33
2. Generally split between the two parties	24
3. Mostly Republican	17
4. Don't Know	27

Now just a few demographic questions for statistical purposes only—

58. 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

59. 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

60. 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	13
2. Somewhat Liberal	14
3. Moderate	37
4. Somewhat Conservative	22
5. Very Conservative	13
6. Don't Know	1

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

1. Yes	33
2. No	66
3. Don't Know	1

62. What is your current marital status?

1. Single, never married	26
2. Married	59
3. Separated	2
4. Divorced	10
5. Widowed	3
6. Don't Know	-

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

1. Less than 15K	9
2. 15K-30K	13
3. 30K-50K	19
4. 50K-75K	19
5. 75K-100K	15
6. 100-200K	18
7. Over 200K	4
8. Don't Know	2

64. What is your religion?

1. Evangelical Protestant	13
2. Mainline Protestant	14
3. Catholic	27
4. Jewish	3
5. Mormon	1
6. Atheist/Agnostic	13
7. Other	24
8. Don't Know	4

65. What is your race?

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

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

1. Yes	16
2. No	82
3. Don't know	2

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

1. Did not complete high school/High school graduate	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

68. 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

69. How confident or not confident are you in your retirement plan, including savings and investments?

1. Very confident	22
2. Somewhat confident	37
3. Somewhat not confident	17
4. Not confident at all	17
5. Don't Know	7

70. Many people find themselves in a financial situation that means they will not be able to retire. Do you consider yourself to be in this kind of situation?

1. Yes	32
2. No	53
3. Don't know	15

71. What is your employment status?

1. Employed, full time	42
2. Employed, part-time	11
3. Unemployed	7
4. Self-employed	6
5. Homemaker	8
6. Student	4
7. Retired	22
8. Don't Know	-

72. 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	39
2. Hillary Clinton, Democratic candidate	41
3. Gary Johnson, the Libertarian candidate	5

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

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

1. Yes	15
2. No	83
3. Don't Know	2

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

1. Urban	28
2. Suburban	53
3. Rural	19

Gender (by observation)

1. Male	48
2. Female	52

Region (TAKEN FROM SAMPLE)

1. Northeast	18
2. South	26
3. Midwest	19
4. Plains/Mountains	21
5. West Coast	15