



WINNING THE ISSUES NATIONAL SURVEY
1,000 Registered Voters
April 8-10, 2025

- 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	33
2. Don't Know	12
3. Wrong Track	54

- 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	54

For each of the following, do you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable impression? (ROTATE 3-4 THEN 5-7)

	NAME ID	TOTAL FAVORABLE	TOTAL UNFAVORABLE	NO OPINION
3. Republicans in Congress	100	38	57	5
4. Democrats in Congress	100	38	56	6
5. Donald Trump	100	41	58	1
6. Chuck Schumer	8	23	50	19
7. Hakeem Jeffries	21	24	31	23

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

1. Education	3
2. Social Security	10

3. Retirement and Investments	3
4. Terrorism	1
5. Health care	6
6. The Economy	28
7. Jobs	1
8. Taxes	2
9. Crime and Safety	2
10. Environment/Climate Change	3
11. National Defense/Foreign Affairs	3
12. National Deficit/Spending	3
13. Energy	1
14. Gas prices	*
15. Immigration	7
16. Inflation	18
17. Abortion	3
18. Prescription Drugs	*
19. Guns	1
20. Other	3
21. 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 9-16)

	REPUBLICAN PARTY	DEMOCRATIC PARTY	DON'T KNOW
9. The Economy	44	43	14
10. Jobs	42	45	13
11. Inflation	43	40	17
12. Education	36	51	13
13. Health care	35	52	14
14. Immigration	53	35	12
15. Taxes	44	41	15
16. Tariffs	38	45	17

- 17. 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	41
2. Lean Republican	4
3. Undecided	10
4. Lean Democrat	3
5. Democrat	43
TOTAL REPUBLICAN	44
TOTAL DEMOCRAT	46

- 18. 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	30
2. Don't Know	14
3. Wrong Track	55

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

1. Approve	37
2. Disapprove	55
3. Don't know	8

- 20. Do you think inflation is getting ... ? (ROTATE 1-2)**

1. Better	17
2. Worse	57
3. It is not changing	23
4. Don't know	3

21. Do you think President Trump's economic policies are correct or incorrect?

1. Correct	34
2. Incorrect	53
3. Don't know	12

22. Do you approve or disapprove of the job Congress is doing?

1. Approve	24
2. Disapprove	56
3. Don't know	19

FOREIGN POLICY

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

1. Approve	39
2. Disapprove	53
3. Don't know	8

24. While both may be a concern, which of the following is a bigger concern to you? (ROTATE)

1. America getting involved in endless and costly wars	45
2. The threat of emboldened adversaries like Iran, China, Russia, and North Korea	48
3. Don't know	7

TRADE/TARIFFS

25. Overall, would you say that you approve or disapprove of the job Donald Trump is doing in handling tariffs?

1. Approve	34
2. Disapprove	58
3. Don't Know	8

26. Do you think the new tariffs will (ROTATE) help, hurt, or have no impact on the US economy, or is it too early to tell? (ROTATE 1-2)

1. Help	19
2. Hurt	54
3. Have no impact	2
4. Too early to tell	24
5. Don't know	1

27. In the past couple of days has the stock market gone up, stayed the same, or gone down (ROTATE 1-3, 3-1)

1. Has gone up	14
2. Stayed the same	7
3. Gone down	68
4. Don't Know	10

28. Given what has happened recently in the stock market would you say this has impacted your 401K, your retirement plan, and/or your retirement savings, a lot, somewhat, very little, or not at all? (ROTATE 1-4, 4-1)

1. A lot	30
2. Somewhat	23
3. A little	17
4. Not at all	17
5. Don't Know	12

Do you believe or not believe these statements? (ROTATE STATEMENTS)

29. Tariffs will make inflation worse by increasing the cost of products.

1. Believe	70
2. Do not believe	19
3. Don't know	10

30. Tariffs may lead to stock market volatility in the short term, but will ultimately lead to a better trade deal, and as a result, a better economy for the United States.

1. Believe	42
2. Do not believe	39
3. Don't know	19

31. As a result of the market decline from tariffs last week, many in the middle class lost money in their retirement plans, 401Ks, and personal savings.

1. Believe	71
2. Do not believe	13
3. Don't know	16

32. Only those in the top 10% of income lost money as a result of the recent sharp decline in the stock market.

1. Believe	16
2. Do not believe	65
3. Don't know	18

33. Small businesses have lost investment money as a result of the stock market decline that could have gone to new hiring.

1. Believe	57
2. Do not believe	18
3. Don't know	25

34. New jobs will be created in the U.S. as a result of increasing tariffs.

1. Believe	35
2. Do not believe	49
3. Don't know	16

35. How long will it be until those who lost money in their retirements savings as a result of the recent stock market decline see that money restored?

1. By this summer	12
2. By the end of the year	15
3. Next year	11
4. Two years from now	9
5. Longer than that	20
6. Never	4
7. Don't know	29

36. Some say that a tariff is a tax. Do you agree or disagree with that statement?

1. Agree	64
2. Disagree	22
3. Don't Know	13

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

1. Tariffs may lead to stock market volatility in the short term, but will ultimately lead to a better trade deal for the United States.	38
2. President Trump is gambling with the economy and provoking a trade war that could cause people's investments and retirements to suffer and costs to increase.	58
3. Don't know	5

38. In thinking about trade tariffs, which statement best describes your position? (ROTATE TOP TO BOTTOM, BOTTOM TO TOP)

1. I support the President, and agree with his policy of using trade tariffs.	30
2. I support the President, but I do not agree with his policy of using trade tariffs.	13
3. I do not support the President, but I agree with his policy of using trade tariffs.	3
4. I do not support the President, and I do not agree with his policy of using trade tariffs.	47
5. Don't Know	6

Do you think Trump is focused too much, not enough, or about right on each of the following issues? (ROTATE ISSUES)

39. Immigration

1. Focused too much	42
2. Focused about right	46
3. Not focused enough	9
4. Don't know	3

40. Economy and inflation

1. Focused too much	10
2. Focused about right	33
3. Not focused enough	53
4. Don't know	4

41. Tariffs

1. Focused too much	59
2. Focused about right	30
3. Not focused enough	7
4. Don't know	4

42. Cultural issues

1. Focused too much	22
2. Focused about right	33
3. Not focused enough	32
4. Don't know	13

43. Will many manufacturing jobs of the future be (ROTATE) automated, or done by assembly line workers? (ROTATE)

1. Automated	66
2. Done by assembly line	15
3. Don't know	19

ED QUESTIONS

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

	NAME ID	TOTAL FAVORABLE	TOTAL UNFAVORABLE	NO OPINION
44. Colleges and universities	100	65	24	10
45. Ivy League universities	98	44	38	16

46. Do you believe or not believe the following statement? Advances in technology and artificial intelligence will render some of today's valuable skill sets obsolete.

1. Believe	72
2. Do not believe	14
3. Don't know	13

47. Overall, would you say you approve or disapprove of the recent cuts in government spending and reduction of the federal workforce taken by DOGE and Elon Musk?

1. Approve	40
2. Disapprove	51
3. Don't know	9

48. Do you think DOGE cuts to federal programs and positions will (ROTATE) reduce or not reduce the yearly federal deficit?

1. Reduce	40
2. Not reduce	37
3. Don't know	23

HEALTH CARE

49. In thinking about your health care, which concerns you the most? (ROTATE)

A. What is your first choice?

B. What is your second choice?

	FIRST CHOICE	SECOND CHOICE	COMBINED
1. Access to care	12	8	20
2. Cost of insurance premiums	24	14	37
3. Cost of insurance co-pays and deductibles	11	20	30
4. Cost of prescription drugs	11	15	26
5. Getting new cures and treatments	4	5	8
6. Quality of care	17	13	30
7. Choice of doctor	3	6	9
8. Choice of health insurance plan	4	6	10
9. Losing your health insurance	12	6	17
10. Denial of claims	4	6	10

Do you believe or not believe the following statements: (ROTATE STATEMENTS)

50. Health care is not a commodity, but is unique to your health and situation.

1. Believe	63
2. Do not believe	18
3. Don't know	18

51. The ability to have private insurance coverage if I choose is a right in health care.

1. Believe	76
2. Do not believe	11
3. Don't Know	13

Now just a few demographic questions for statistical purposes only—

52. In what year were you born?

1. 18-34	16
2. 35-44	19
3. 45-54	20
4. 55-64	21
5. 65+	24

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

1. Republican	34
2. Democrat	33
3. Independent	30
4. Other	1
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	8
2. Somewhat Liberal	16
3. Moderate	39
4. Somewhat Conservative	21
5. Very Conservative	14
6. Don't Know	2

55. Generally speaking, how do you vote? (ROTATE 1-7, 7-1)

1. Straight Republican	17
2. Mostly Republican	19
3. Slightly more Republican than Democrat	9
4. Split your ticket evenly	8

5. Slightly more Democrat than Republican	9
6. Mostly Democrat	17
7. Straight Democrat	18
8. Don't know	3
TOTAL STRAIGHT/MOSTLY GOP	36
TOTAL SLIGHTLY MORE GOP/DEM/SPLIT TICKET EVENLY	26
TOTAL STRAIGHT/MOSTLY DEM	36

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

1. Yes	28
2. No	72
3. Don't Know	*

57. What is your current marital status?

1. Single, never married	35
2. Married	47
3. Separated	2
4. Divorced	10
5. Widowed	6
6. Don't Know	*

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

1. Less than 15K	6
2. 15K-30K	10
3. 30K-50K	15
4. 50K-75K	22
5. 75K-100K	18
6. 100-200K	20
7. Over 200K	7
8. Don't Know	2

59. What is your religion?

1. Evangelical Protestant	13
2. Mainline Protestant	15
3. Catholic	29
4. Jewish	4
5. Mormon	1
6. Atheist/Agnostic	15
7. Other	19
8. Don't Know	4

60. What is your race?

1. Hispanic	12
2. African-American	11
3. Asian	3
4. White	71
5. Other	3
6. Don't Know	*

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

1. Did not complete high school	1
2. High school graduate	14
3. Attended college but received no degree	26
4. Associates degree	15
5. College graduate – Bachelors	25
6. Postgraduate study or degree	19

62. For which presidential candidate did you vote in the 2024 election? (ROTATE 1-2, THEN 3)

1. Donald Trump, the Republican candidate	45
2. Kamala Harris, the Democratic candidate	45
3. Third party candidate/Other	3
4. Did not vote	6
5. Don't Know	1

63. 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	45
2. No	53
3. Don't know	2

64. What is your employment status?

1. Employed, full time	43
2. Employed, part-time	11
3. Unemployed	7
4. Self-employed	5
5. Homemaker	6
6. Student	2
7. Retired	26
8. Don't Know	*

Which of the following describe how either you or your spouse has invested? Select all that apply. (ROTATE)

65. Stocks	38
66. Mutual funds	27
67. 401K	57
68. IRA	36
69. Retirement pensions	34
70. Bonds	16

71. What type of area do you live in?

1. Urban		30
2. Suburban		54
3. Rural		16

GENDER

1. Male		48
2. Female		52

REGION

1. Northeast		18
2. South		25
3. Midwest		20
4. Plains/Mountains		22
5. West Coast		14