

National

Likely General Election Voter Survey

March 20th, 2017

On the web

www.mclaughlinonline.com

 **McLaughlin & Associates**

Methodology

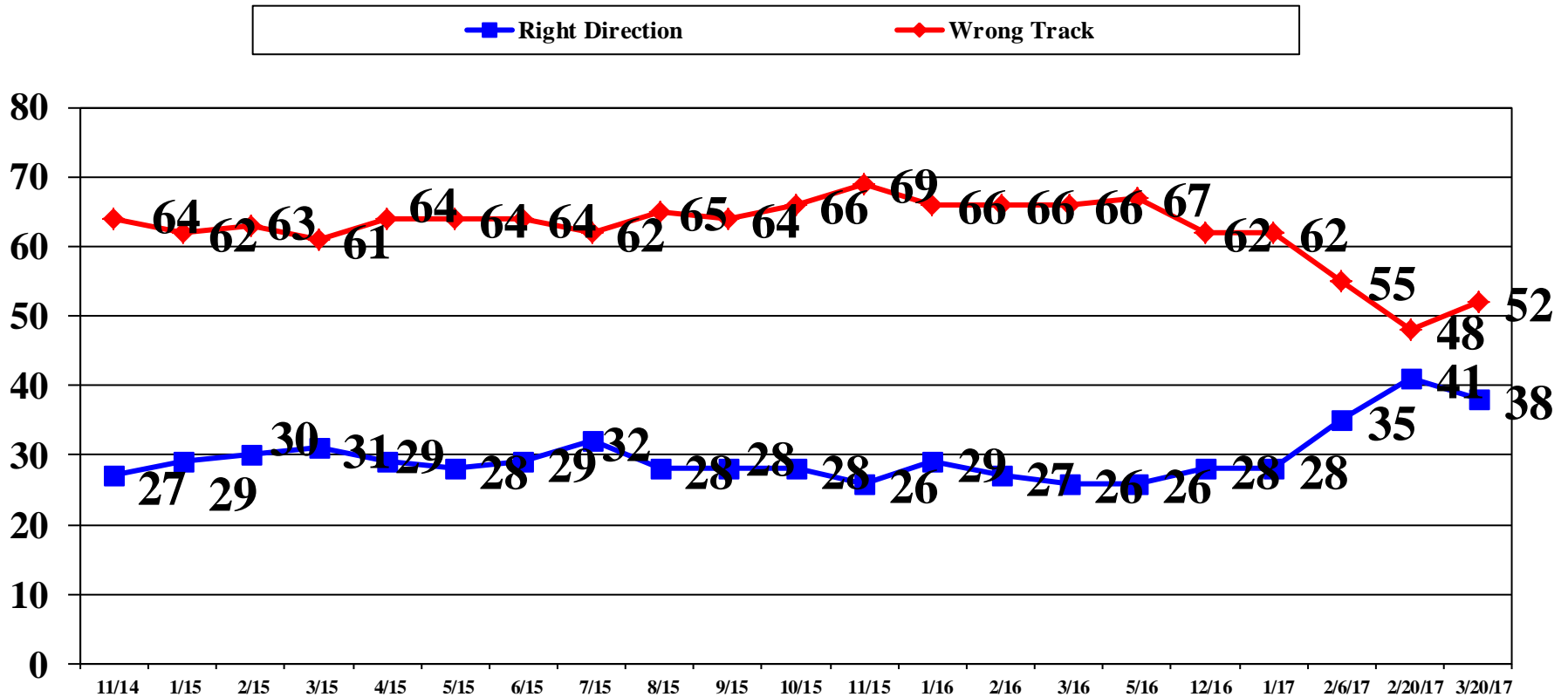
This survey of 1,000 likely general election voters nationwide was conducted on March 16th to 20th, 2017.

All interviews were conducted online; survey invitations were distributed randomly within predetermined geographic units. These units were structured to correlate with actual voter turnout in a nationwide general election.

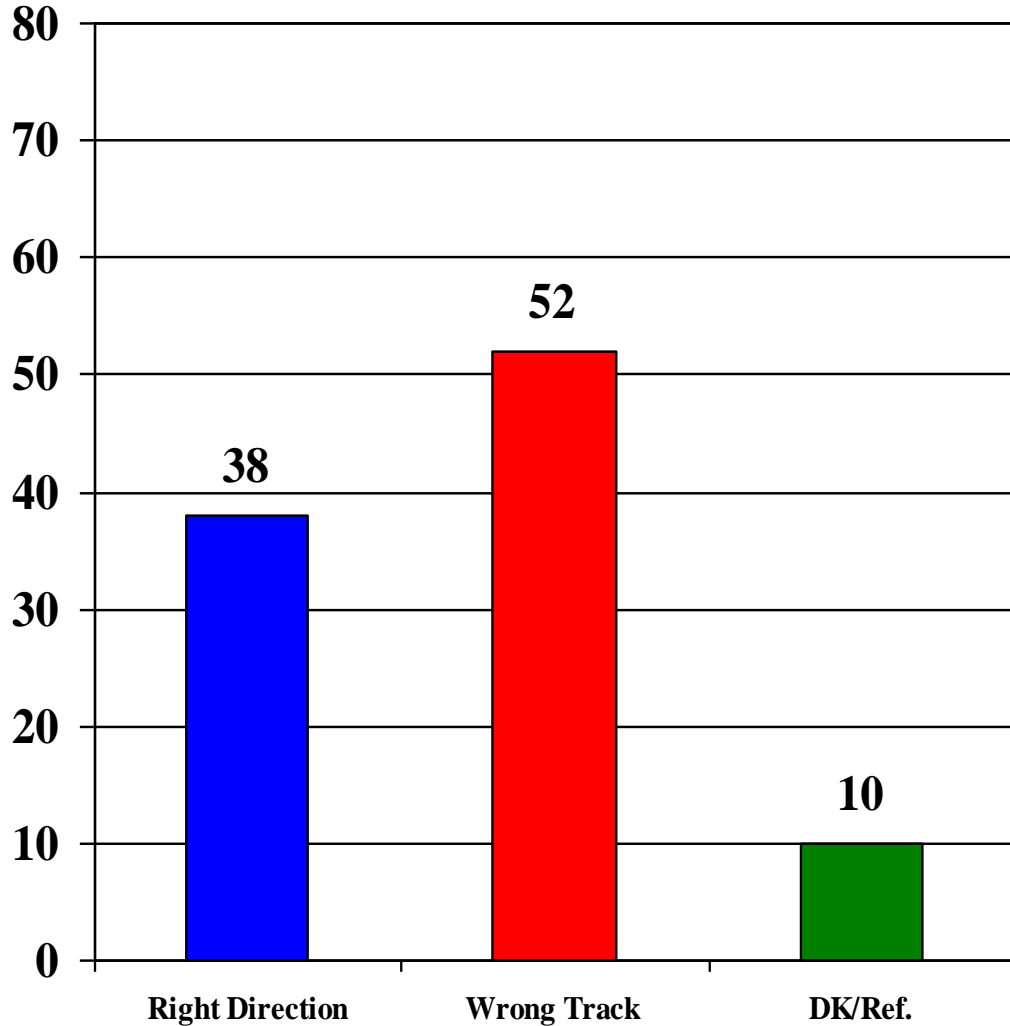
This poll of 1,000 likely general election voters has an accuracy of +/- 3.1% at a 95% confidence interval. The error margin increases for cross-tabulations.

Direction: United States

- Time Series -



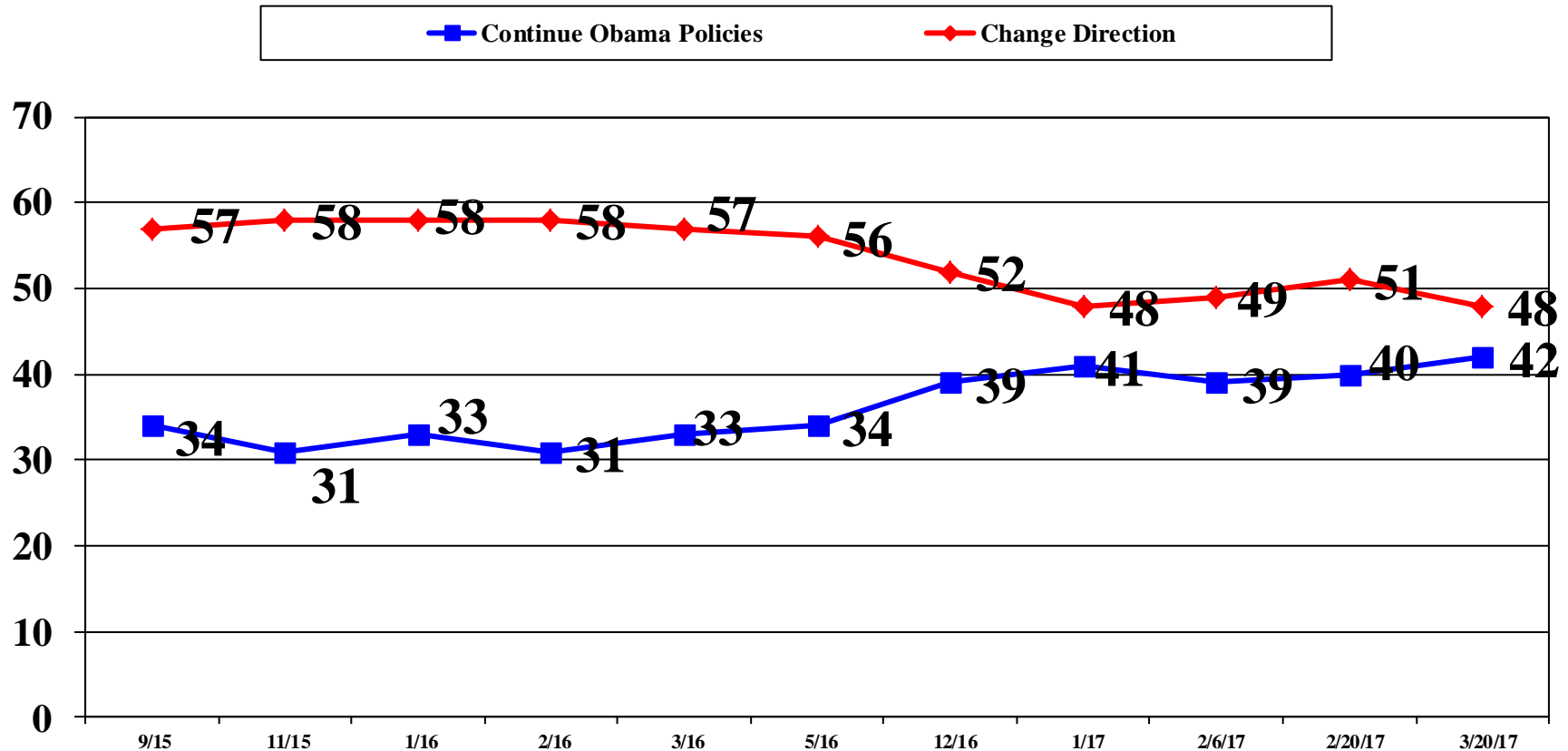
Direction: United States



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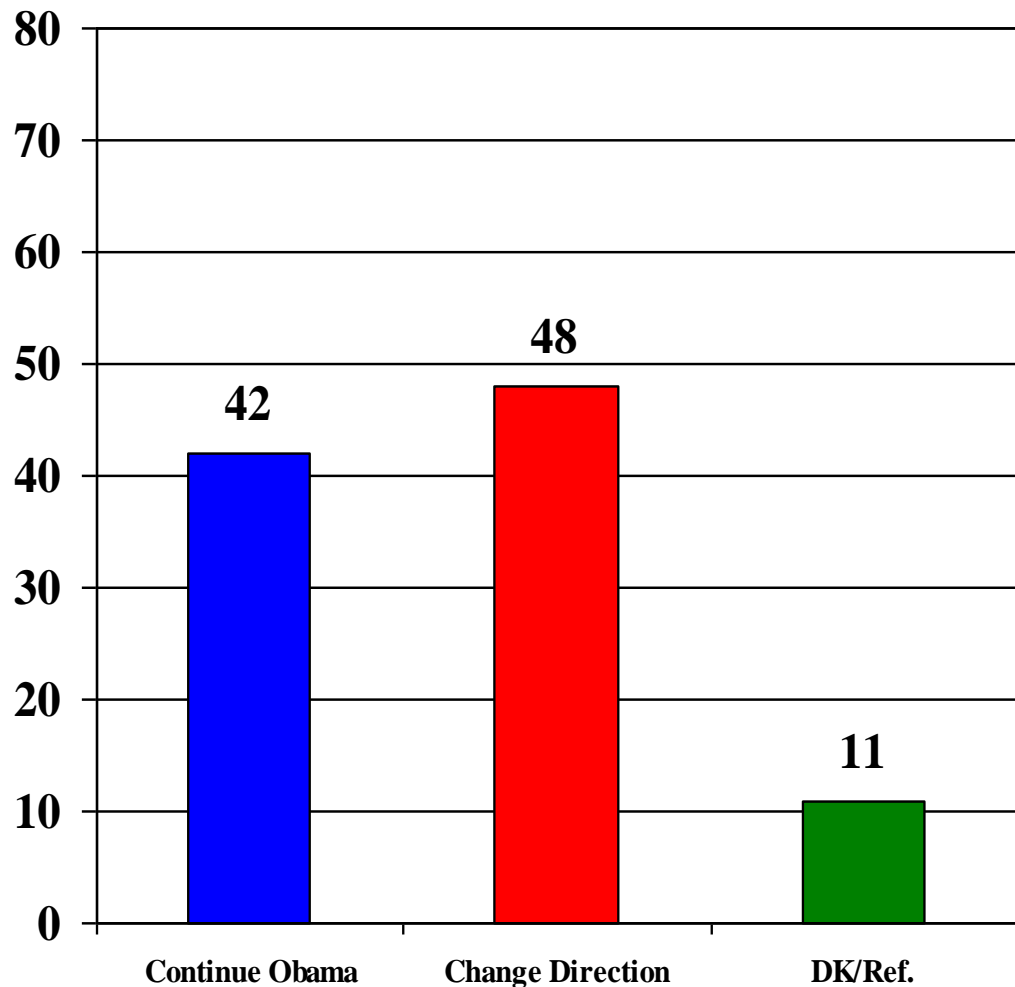
	<u>RD</u>	<u>WT</u>
East	38	51
Midwest	33	58
South	41	49
West	40	49
Cont. Obama Pols.	19	76
Change Direction	61	30
Approve – Trump	74	19
Disapprove – Trump	5	86
Favorable – Trump	76	17
Unfavorable– Trump	7	85
Vote Cong. 2018 – GOP	68	26
Vote Cong. 2018 – DEM	12	82
Vote Cong. 2018 - UND	27	42
Republican	72	22
Democrat	17	75
Independent	28	56
Liberal	26	71
Moderate	29	54
Conservative	58	34
No College Degree	37	50
College Graduate	40	53
White	44	48
African- American	15	73
Hispanic	39	51
Under 55	39	52
Over 55	37	51
Married	46	45
Single	29	61
Men	44	47
Women	33	55

**Generally Speaking, would you like President Donald Trump and Congress to...?
Continue the policies of President Obama, OR Change direction and move away from the
policies of President Obama
- Time Series-**



Generally Speaking, would you like President Donald Trump and Congress to...?

Continue the policies of President Obama, OR Change direction and move away from the policies of President Obama

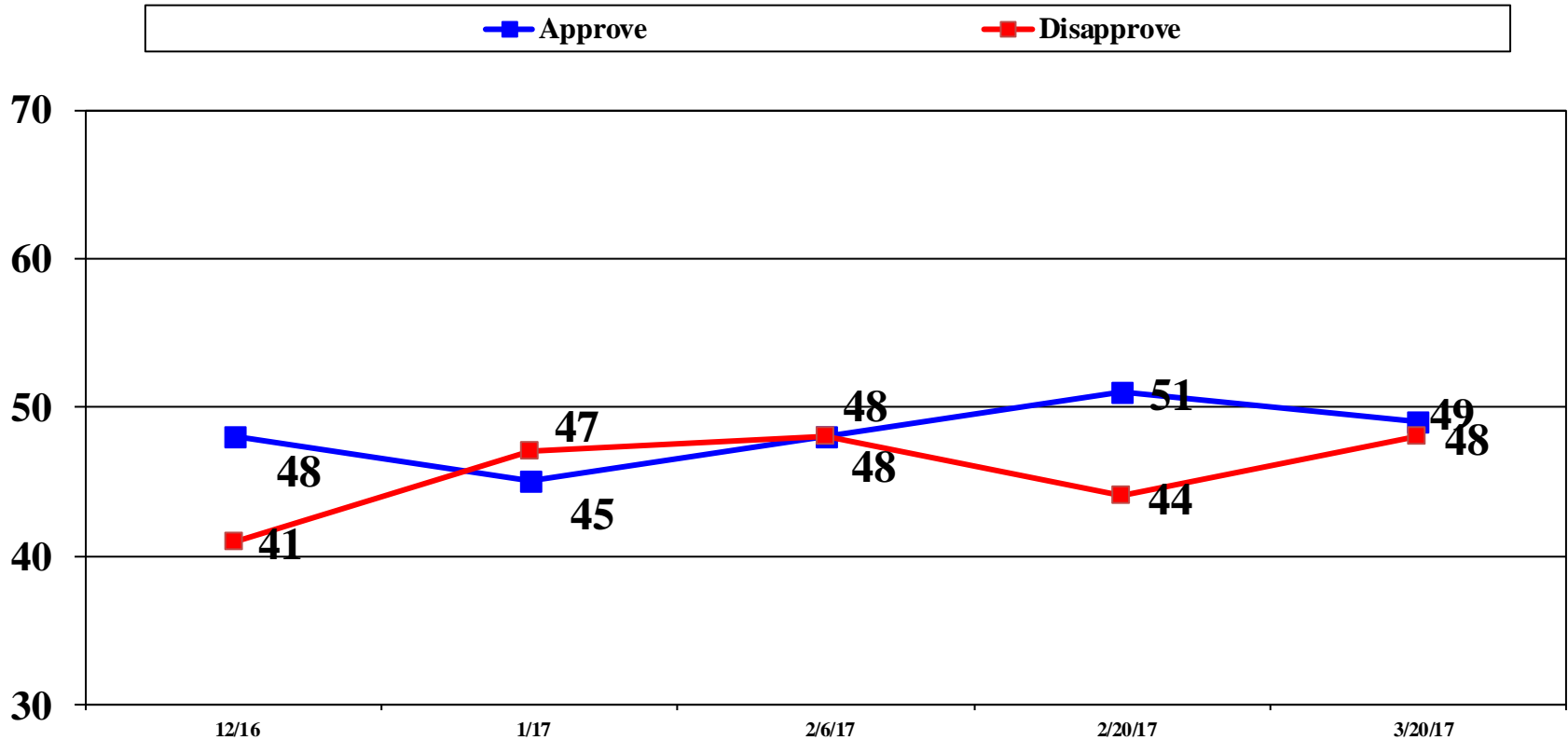


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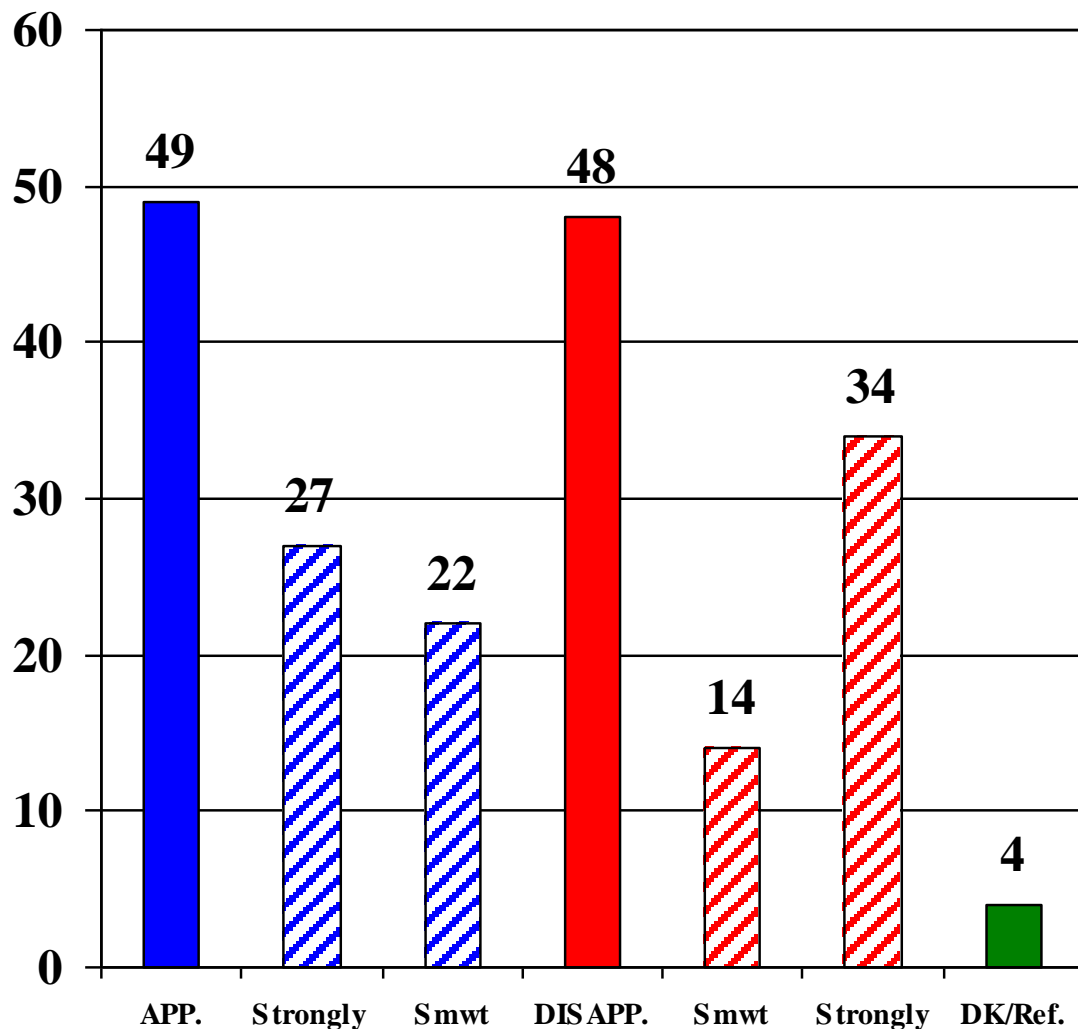
	<u>Cont.</u>	<u>Change</u>
East	48	46
Midwest	38	51
South	40	50
West	44	41
Cont. Obama Pols.	100	0
Change Direction	0	100
Approve – Trump	14	81
Disapprove – Trump	72	15
Favorable – Trump	14	81
Unfavorable– Trump	69	17
Vote Cong. 2018 – GOP	12	83
Vote Cong. 2018 – DEM	79	12
Vote Cong. 2018 - UND	19	43
Republican	12	83
Democrat	76	14
Independent	34	49
Liberal	74	18
Moderate	40	44
Conservative	20	74
No College Degree	39	49
College Graduate	46	46
White	32	57
African- American	78	10
Hispanic	58	34
Under 55	46	44
Over 55	34	55
Married	35	55
Single	55	34
Men	40	51
Women	43	45

Job Rating: Donald Trump

- Time Series -



Job Rating: Donald Trump

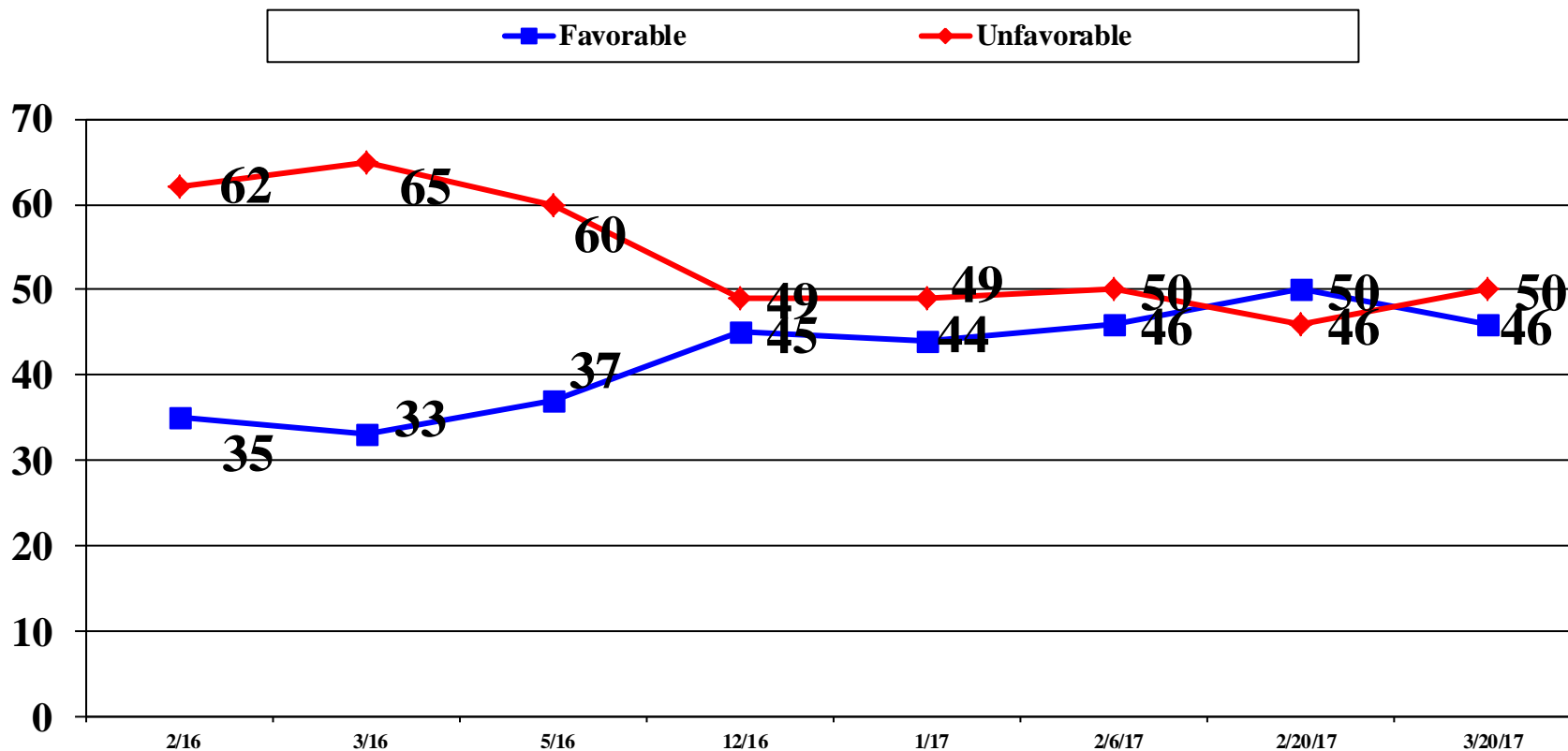


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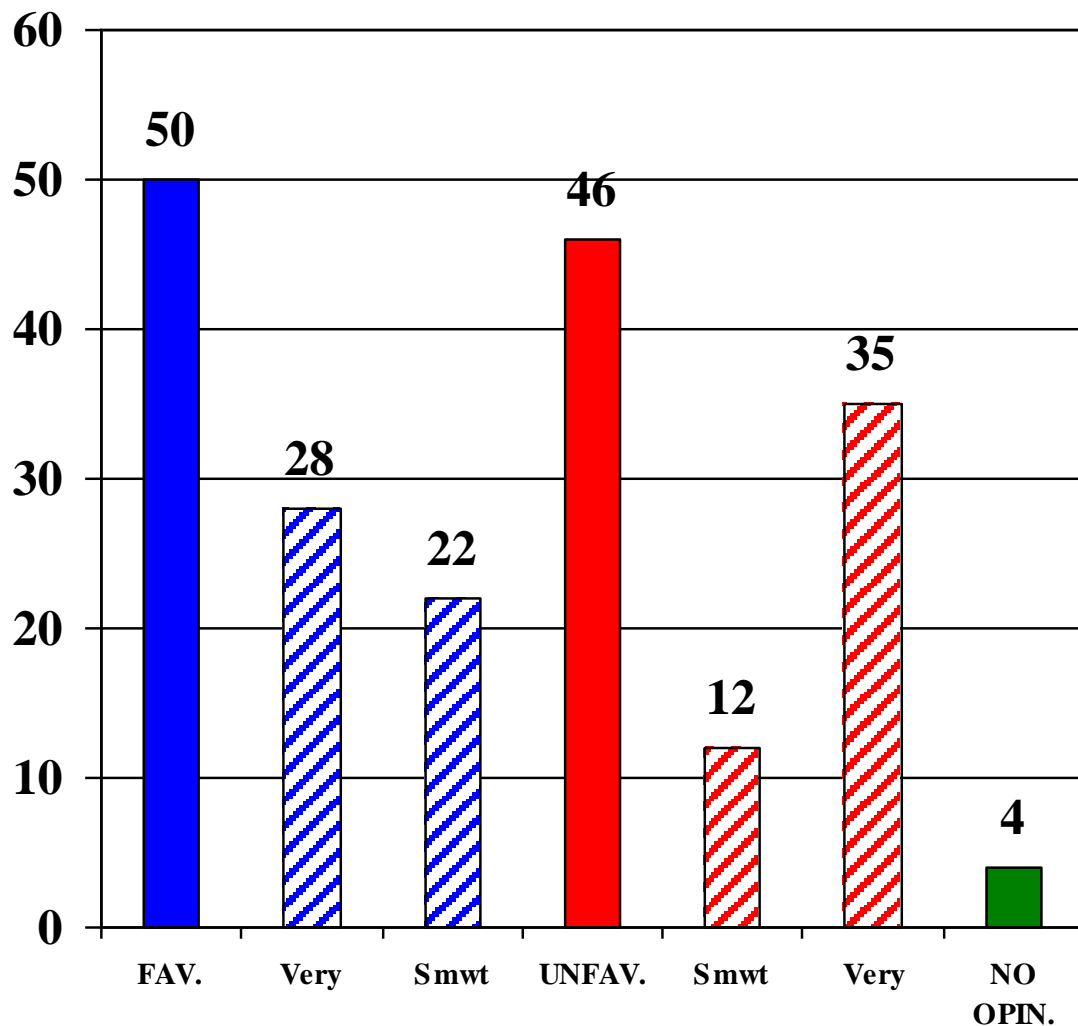
	App.	Disapp.
East	48	50
Midwest	47	51
South	50	45
West	49	46
Cont. Obama Pols.	16	82
Change Direction	83	15
Approve – Trump	100	0
Disapprove – Trump	0	100
Favorable – Trump	96	2
Unfavorable– Trump	7	91
Vote Cong. 2018 – GOP	85	12
Vote Cong. 2018 – DEM	11	86
Vote Cong. 2018 - UND	45	42
Republican	89	10
Democrat	19	78
Independent	41	53
Liberal	27	71
Moderate	40	55
Conservative	74	22
No College Degree	48	47
College Graduate	49	48
White	57	41
African- American	14	76
Hispanic	41	54
Under 55	47	49
Over 55	52	45
Married	57	40
Single	35	60
Men	56	42
Women	42	53

Opinion: Donald Trump

- Time Series -



Opinion: Donald Trump

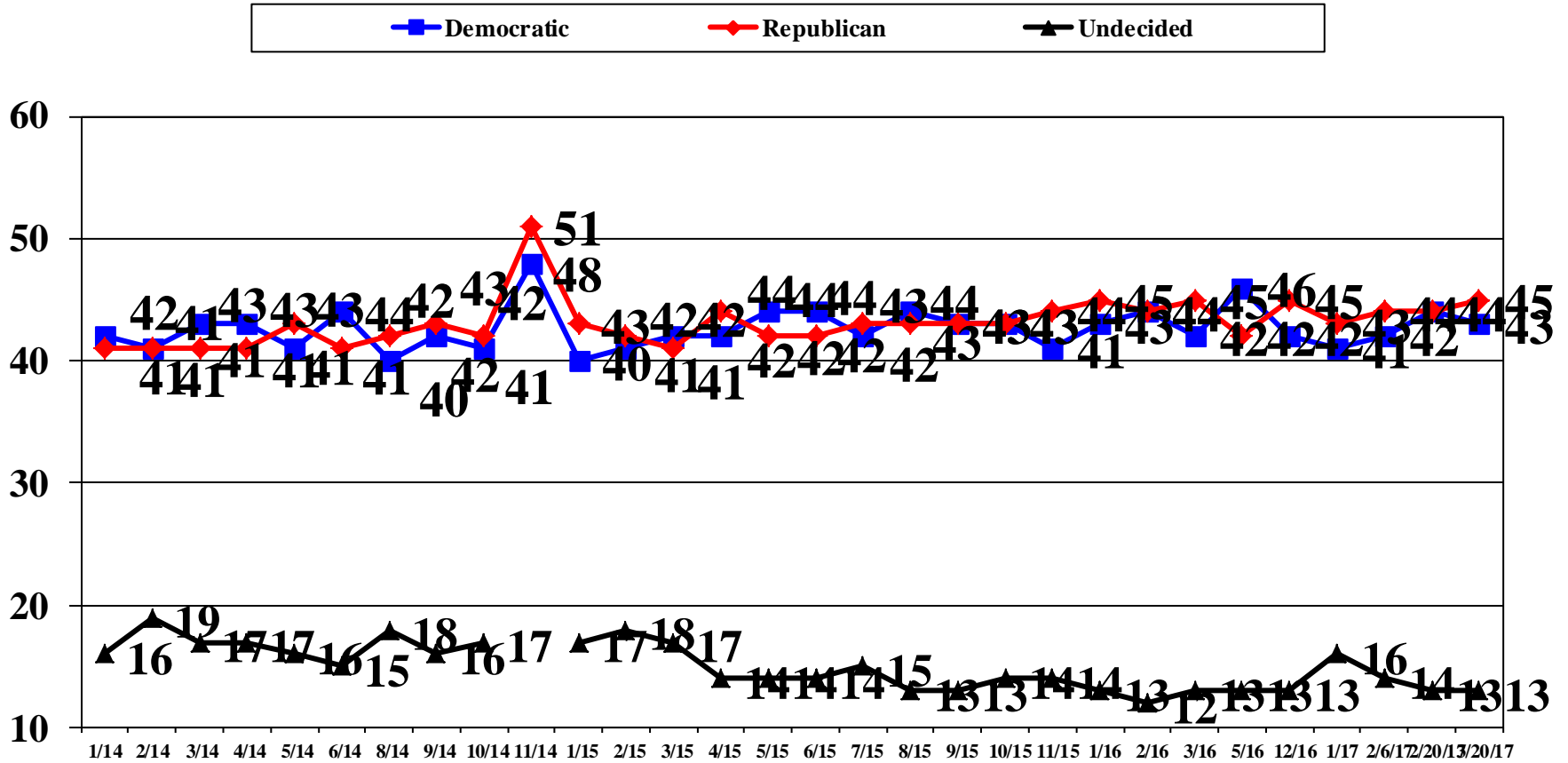


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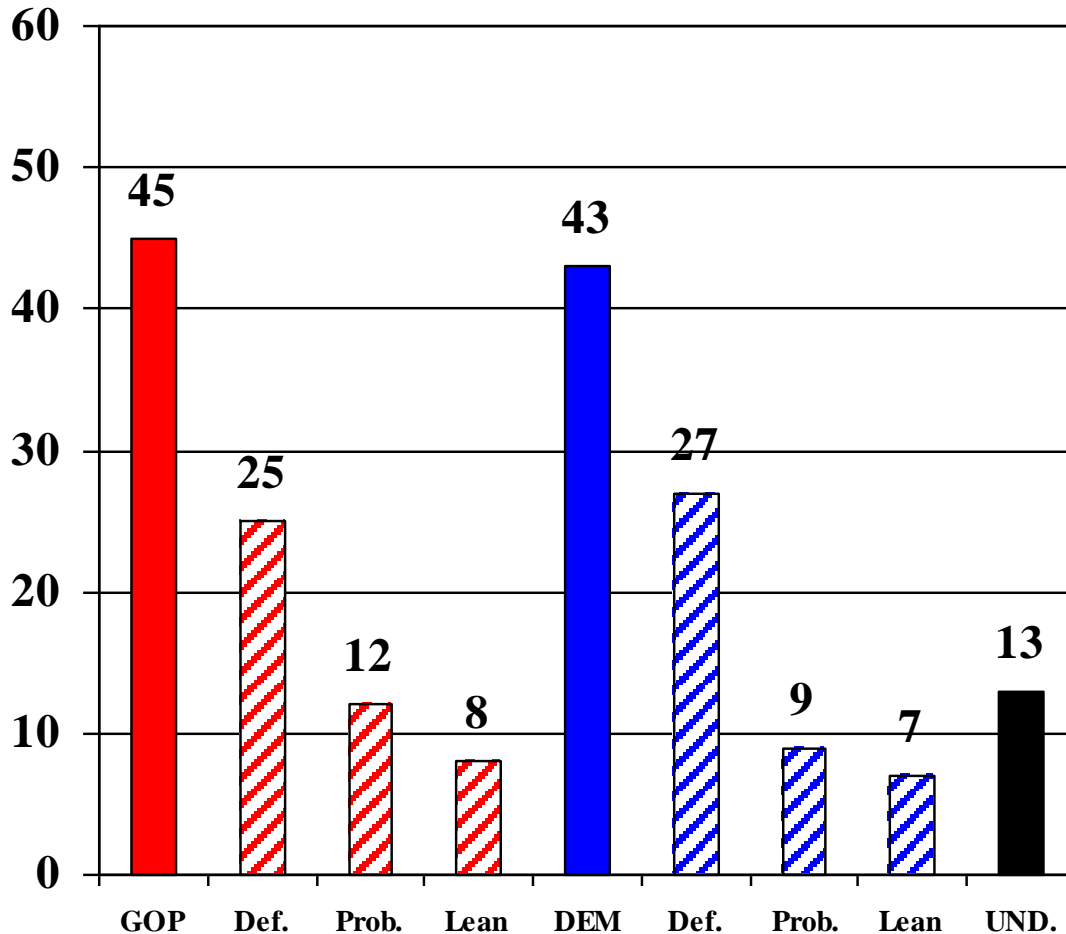
	<u>Fav.</u>	<u>Unfav.</u>
East	45	53
Midwest	46	51
South	47	47
West	44	50
Cont. Obama Pols.	16	83
Change Direction	78	18
Approve – Trump	91	7
Disapprove – Trump	2	95
Favorable – Trump	100	0
Unfavorable– Trump	0	100
Vote Cong. 2018 – GOP	81	16
Vote Cong. 2018 – DEM	10	87
Vote Cong. 2018 - UND	43	42
Republican	85	14
Democrat	17	79
Independent	39	53
Liberal	24	74
Moderate	37	56
Conservative	72	25
No College Degree	46	49
College Graduate	46	51
White	54	43
African- American	13	76
Hispanic	39	59
Under 55	44	52
Over 55	49	46
Married	55	41
Single	32	63
Men	52	45
Women	41	54

Generic Ballot for Congress

- Time Series -



Generic Ballot: U.S. Congress



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	<u>GOP</u>	<u>DEM.</u>	<u>UND.</u>
East	47	41	13
Midwest	43	45	12
South	45	43	12
West	44	42	14
Cont. Obama Pols.	13	81	6
Change Direction	78	11	11
Approve – Trump	78	10	12
Disapprove – Trump	12	77	11
Favorable – Trump	79	9	12
Unfavorable– Trump	15	75	11
Vote Cong. 2018 – GOP	100	0	0
Vote Cong. 2018 – DEM	0	100	0
Vote Cong. 2018 - UND	0	0	100
Republican	96	2	3
Democrat	7	89	5
Independent	34	34	32
Liberal	20	72	9
Moderate	34	46	20
Conservative	75	18	7
No College Degree	42	44	15
College Graduate	48	42	10
White	53	35	13
African- American	11	82	7
Hispanic	40	48	11
Under 55	43	44	13
Over 55	48	41	11
Married	55	34	12
Single	31	57	12
Men	49	41	10
Women	41	45	15

Top Priority of President Trump and the new Congress

	<u>12/16</u>	<u>1/17</u>	<u>2/6/17</u>	<u>2/20/17</u>	<u>3/17</u>	<u>Rep</u>	<u>Dem</u>	<u>Ind</u>	<u>Lib</u>	<u>Mod</u>	<u>Cons</u>	<u>App. DJT</u>	<u>Disapp. DJT</u>	<u>Men</u>	<u>Wo- men</u>
ECONOMIC	47	45	45	44	54	44	62	56	63	59	42	40	69	53	55
Creating Jobs	35	33	32	32	37	27	46	37	46	40	26	25	48	38	35
Reducing Taxes	12	12	13	13	17	17	16	19	17	19	15	14	21	15	19
SECURITY	34	33	38	39	30	39	26	26	20	28	40	42	19	29	31
Nat'l Sec./Terror	20	23	19	24	18	22	14	17	13	16	23	23	12	16	19
Stop/Mideast Refugees	7	5	14	9	6	10	3	6	3	6	9	11	2	6	6
Building Wall/Mexico	4	3	4	4	4	7	4	1	3	3	5	6	2	4	4
Tear up Iran Nuke Deal.	3	3	2	3	3	1	5	1	2	3	3	3	3	3	2
REPEAL/REPLACE OBAMACARE	13	16	11	10	11	17	4	11	7	8	17	18	4	13	9
D.K./REFUSED	6	6	6	6	5	0	8	7	10	5	2	1	8	5	6

MOST IMPORTANT ISSUE

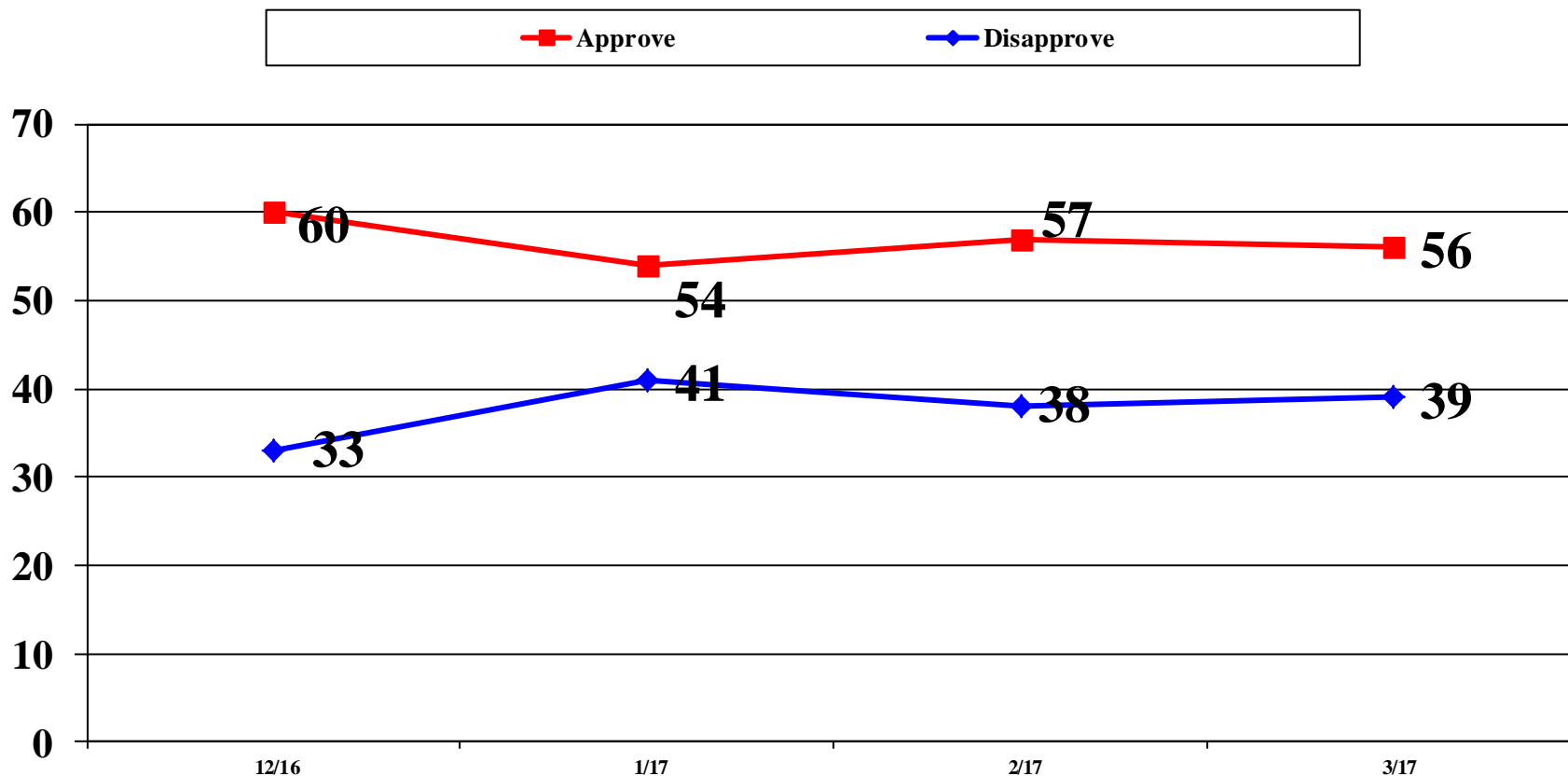
	<u>2/20/17</u>	<u>3/17</u>	<u>Rep</u>	<u>Dem</u>	<u>Ind</u>	<u>Lib</u>	<u>Mod</u>	<u>Cons</u>	<u>App.</u> <u>DJT</u>	<u>Disapp.</u> <u>DJT</u>	<u>Men</u>	<u>Wo-</u> <u>men</u>
ECONOMIC	38	40	42	39	40	38	42	40	42	38	41	40
Improving the Economy	14	14	15	14	14	16	15	11	15	13	14	14
Jobs/Unemployment	11	12	10	14	12	11	13	11	10	14	12	12
Wasteful Gov't Spending	8	8	9	6	9	5	8	9	10	5	7	8
Reduce Budget/Deficit	4	5	6	3	5	4	4	6	4	5	5	4
Hold Line/Taxes	2	2	3	2	2	1	2	3	3	2	3	2
SOCIAL	24	29	21	38	28	40	26	25	21	38	29	30
Protect Medicare	11	14	10	19	14	16	14	13	8	21	14	15
Improving Education	6	8	3	13	7	16	7	3	5	11	7	8
Reform Healthcare	7	7	8	6	7	8	6	9	8	6	7	7
SECURITY	23	17	26	11	14	9	18	20	25	8	18	15
Nat'l Sec./Terror	10	9	15	5	6	5	8	12	14	4	10	8
Defeat/Destroy ISIS	7	5	7	3	6	3	8	4	8	3	6	5
Fix Immigration	6	3	3	3	2	1	3	4	4	2	3	3
HONESTY/INTEGRITY/D.C.	13	11	10	10	14	12	10	12	10	13	10	13
D.K./REFUSED	2	3	1	2	5	2	3	3	2	2	3	3

Current Opinion of the U.S. Economy

	<u>2/20/17</u>	<u>3/17</u>	<u>Rep</u>	<u>Dem</u>	<u>Ind</u>	<u>Lib</u>	<u>Mod</u>	<u>Cons</u>	<u>App.</u> <u>DJT</u>	<u>Disapp.</u> <u>DJT</u>	<u>Men</u>	<u>Wo-</u> <u>men</u>
NOT RECESSION	51	54	53	58	50	61	52	51	55	56	62	47
Getting Better	31	34	45	29	29	33	30	40	47	24	45	26
Getting Worse	20	19	8	29	21	28	21	11	8	33	18	21
RECESSION	37	35	38	33	35	31	34	39	37	32	31	38
Getting Better	24	22	29	17	21	17	21	28	30	15	21	23
Getting Worse	13	13	9	16	13	14	14	11	7	17	10	15
D.K./REFUSED	12	11	9	10	15	8	14	10	8	11	7	15
GETTING BETTER	54	57	74	46	51	50	51	68	77	39	66	49
GETTING WORSE	33	32	17	44	34	42	35	21	15	50	28	36
D.K./REFUSED	12	11	9	10	15	8	14	10	8	11	7	15
<i>Net Diff.</i>	21	25	58	2	16	8	16	47	62	-11	38	13

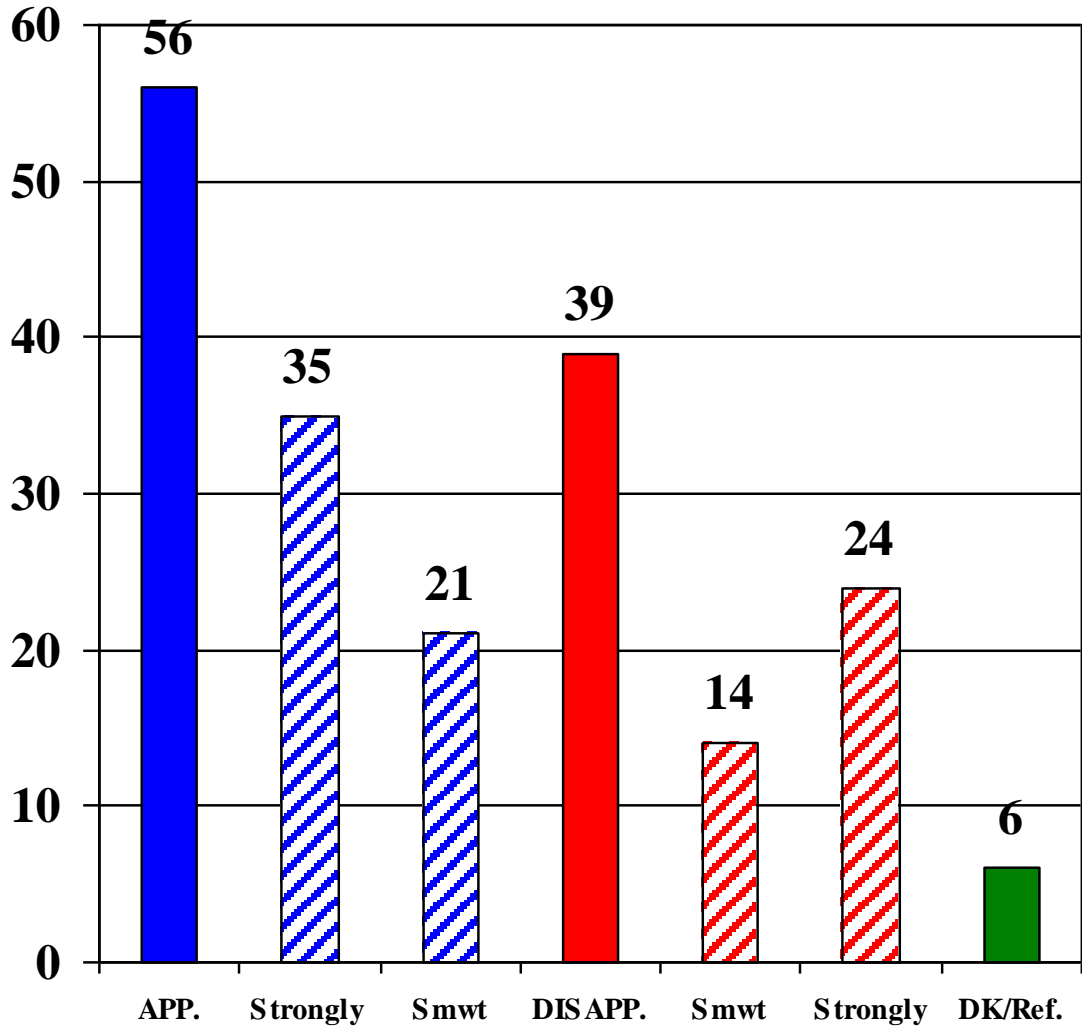
Do you approve or disapprove of repealing and replacing the Patient Protection and Affordable Care Act, also known as “ObamaCare?”

-Time Series-



Approve/Disapprove:

Repealing/ Replacing Obamacare



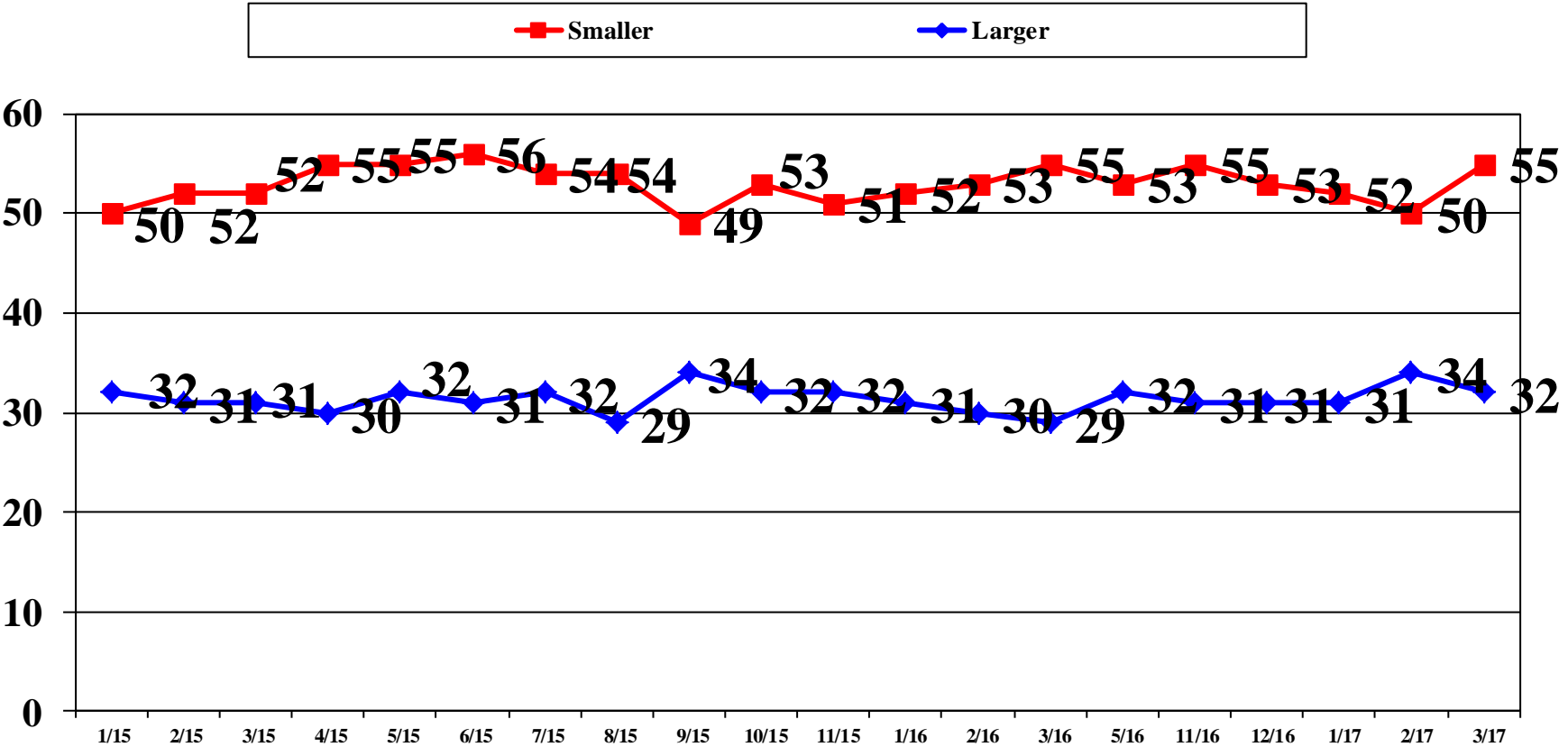
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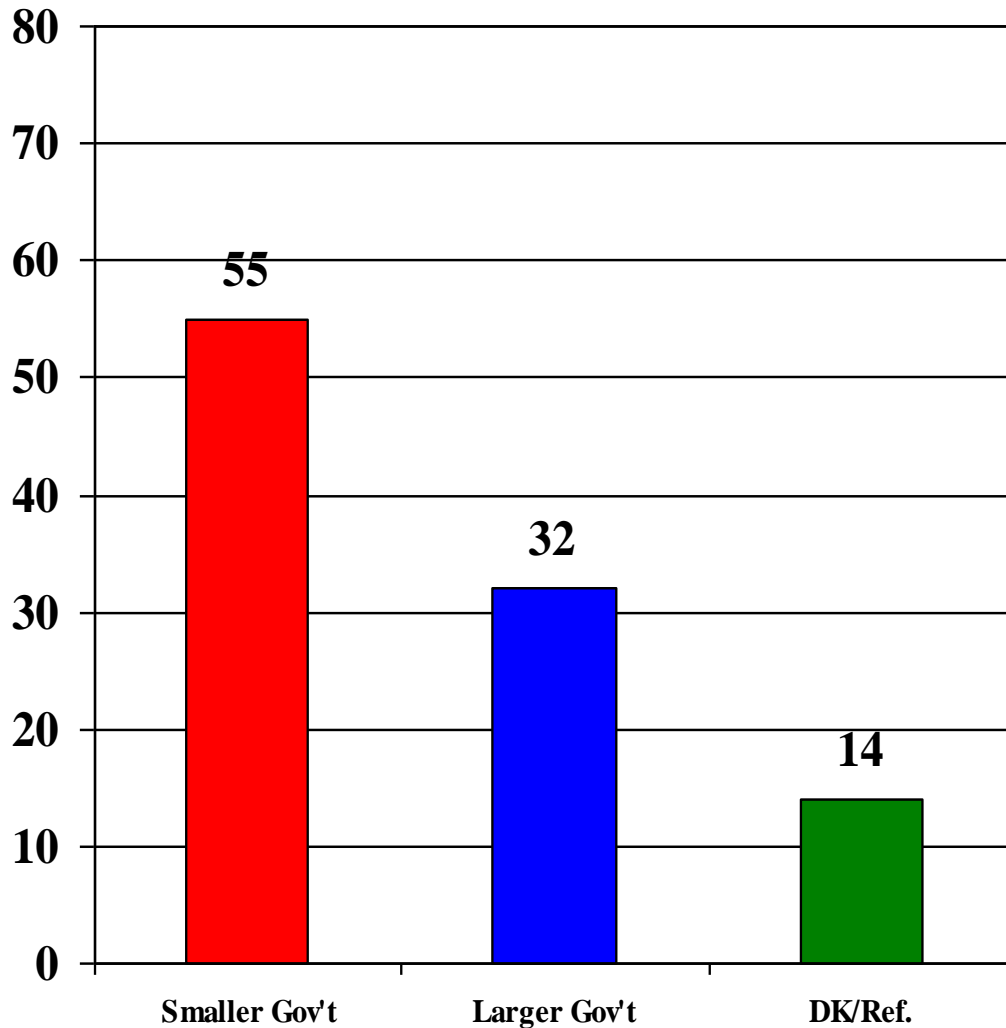
	<u>App.</u>	<u>Disapp.</u>
East	56	41
Midwest	56	39
South	57	37
West	52	39
Cont. Obama Pols.	26	71
Change Direction	87	10
Approve – Trump	88	9
Disapprove – Trump	24	71
Favorable – Trump	89	8
Unfavorable– Trump	27	68
Vote Cong. 2018 – GOP	89	9
Vote Cong. 2018 – DEM	23	73
Vote Cong. 2018 - UND	49	27
Republican	89	8
Democrat	28	68
Independent	52	38
Liberal	36	61
Moderate	49	43
Conservative	77	18
No College Degree	55	38
College Graduate	56	40
White	62	33
African- American	30	61
Hispanic	49	48
Under 55	56	38
Over 55	54	40
Married	62	33
Single	46	49
Men	59	37
Women	53	40

Would you say you most favor a smaller government with fewer services, or a larger government with many services?-

Time Series-



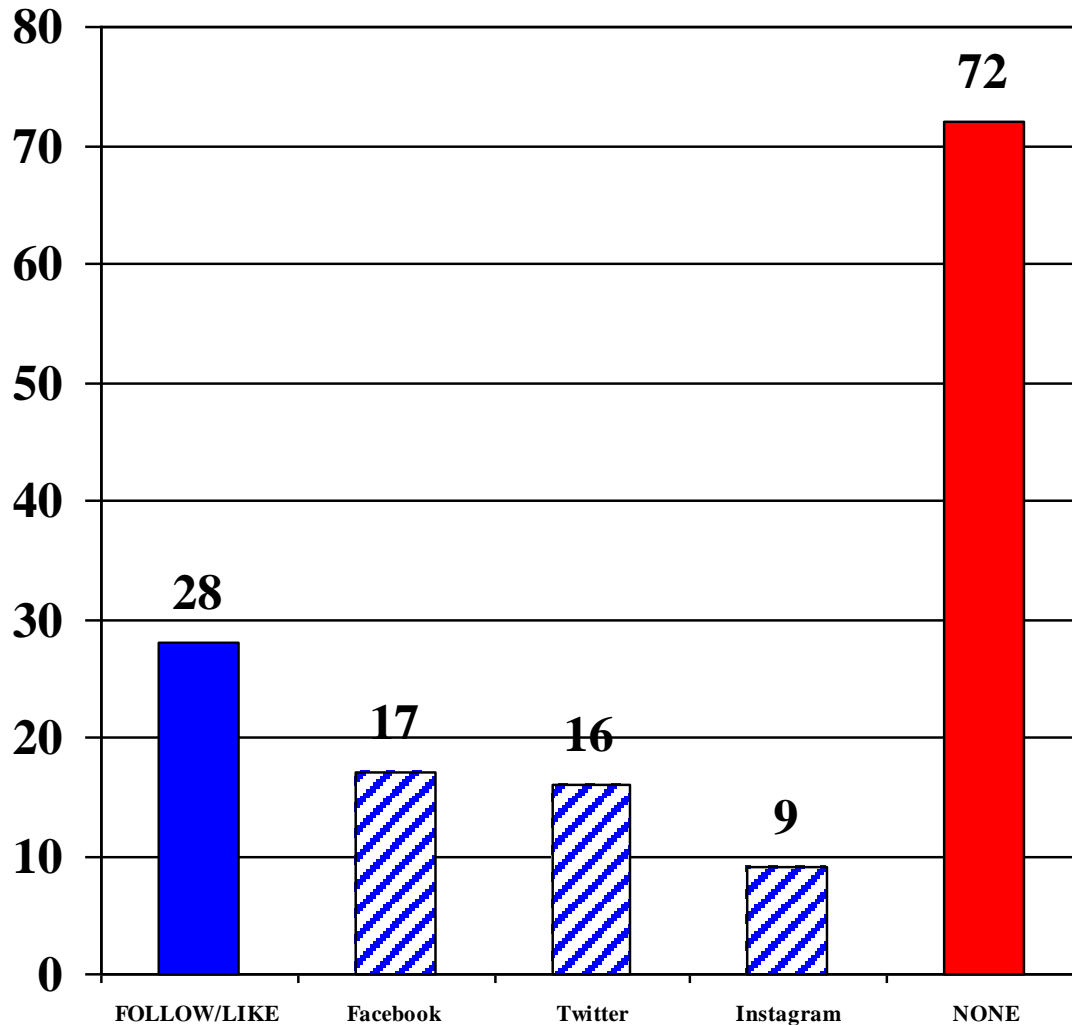
Would you say you most favor a smaller government with fewer services, or a larger government with many services?



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	<u>Smaller</u>	<u>Larger</u>
East	50	37
Midwest	54	31
South	57	29
West	54	33
Cont. Obama Pols.	32	54
Change Direction	76	15
Approve – Trump	71	20
Disapprove – Trump	38	45
Favorable – Trump	72	19
Unfavorable– Trump	39	45
Vote Cong. 2018 – GOP	75	19
Vote Cong. 2018 – DEM	33	51
Vote Cong. 2018 - UND	54	14
Republican	73	20
Democrat	34	52
Independent	59	21
Liberal	33	55
Moderate	51	28
Conservative	74	18
No College Degree	54	30
College Graduate	55	34
White	59	28
African- American	37	42
Hispanic	49	42
Under 55	51	36
Over 55	61	24
Married	58	30
Single	49	36
Men	58	33
Women	52	31

Do you follow Donald Trump on Twitter, Instagram and/or have you like his page on Facebook, meaning his posts show up on your newsfeed?



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	Follow	None
East	30	70
Midwest	23	77
South	30	70
West	28	73
Cont. Obama Pols.	25	75
Change Direction	33	67
Approve – Trump	45	55
Disapprove – Trump	12	88
Favorable – Trump	46	54
Unfavorable– Trump	13	87
Vote Cong. 2018 – GOP	42	59
Vote Cong. 2018 – DEM	16	84
Vote Cong. 2018 - UND	19	82
Republican	47	53
Democrat	22	78
Independent	15	86
Liberal	30	70
Moderate	24	77
Conservative	31	69
No College Degree	27	73
College Graduate	29	71
White	28	72
African- American	16	84
Hispanic	39	61
Under 55	33	67
Over 55	18	82
Married	31	69
Single	25	75
Men	34	67
Women	23	77

From the following list, what social networks do you use?

	<u>Tot</u>	<u>Rep</u>	<u>Dem</u>	<u>Ind</u>	<u>Lib</u>	<u>Mod</u>	<u>Cons</u>	<u>App.</u> <u>DJT</u>	<u>Disapp.</u> <u>DJT</u>	<u>Under</u> <u>55</u>	<u>Over 55</u>	<u>Men</u>	<u>Wo-</u> <u>men</u>
Facebook	83	84	84	80	82	84	82	81	84	85	79	79	86
Twitter	38	43	37	34	42	34	39	40	37	44	26	41	35
Instagram	32	32	34	30	39	33	25	30	34	43	12	29	35
Pinterest	30	36	28	27	31	28	32	30	31	35	22	18	42
Google+	30	32	31	25	35	28	27	30	30	35	21	29	30
Linked-In	25	29	24	21	25	24	26	24	27	26	24	30	21
Snapchat	20	20	24	16	24	22	16	19	22	29	5	17	23
WhatsApp	11	10	14	7	18	10	6	10	11	15	3	13	8
Tumblr	10	9	11	10	15	7	9	10	10	14	2	13	7
Reddit	6	4	7	7	8	6	5	4	8	9	2	7	5
Meerkat	3	3	4	2	3	2	3	3	3	4	0	3	3
Other	2	2	1	4	2	3	2	2	2	3	2	3	2

Voter Profile

<u>Party</u>	<u>Total</u>	<u>Age</u>	<u>Total</u>	<u>Race</u>	<u>Total</u>
Republican	33%	18-29	19%	White	71%
Democrat	36%	30-40	19%	African American	12%
Independent	31%	41-55	27%	Hispanic	11%
<u>Ideology</u>	<u>%</u>	56-65	20%	Asian	4%
Liberal	26%	Over 65	16%	<u>Gender</u>	<u>%</u>
Moderate	39%			Male	47%
Conservative	35%			Female	53%