

# National

## Likely General Election Voter Survey

 McLaughlin & Associates

**April 24<sup>th</sup>, 2017**

*On the web*

*[www.mclaughlinonline.com](http://www.mclaughlinonline.com)*

# **Methodology**

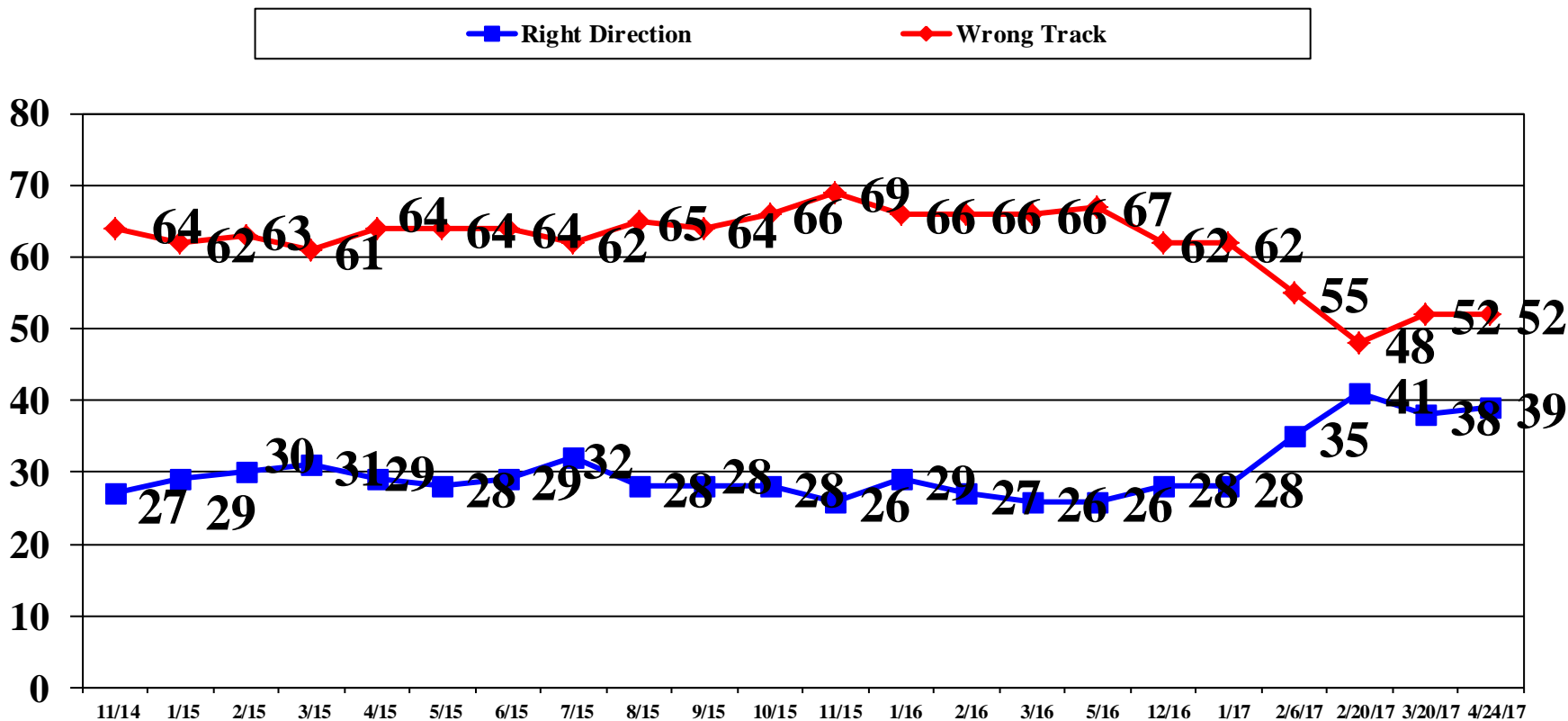
**This survey of 1,000 likely general election voters nationwide was conducted on April 20<sup>th</sup> to 24<sup>th</sup>, 2017.**

**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.**

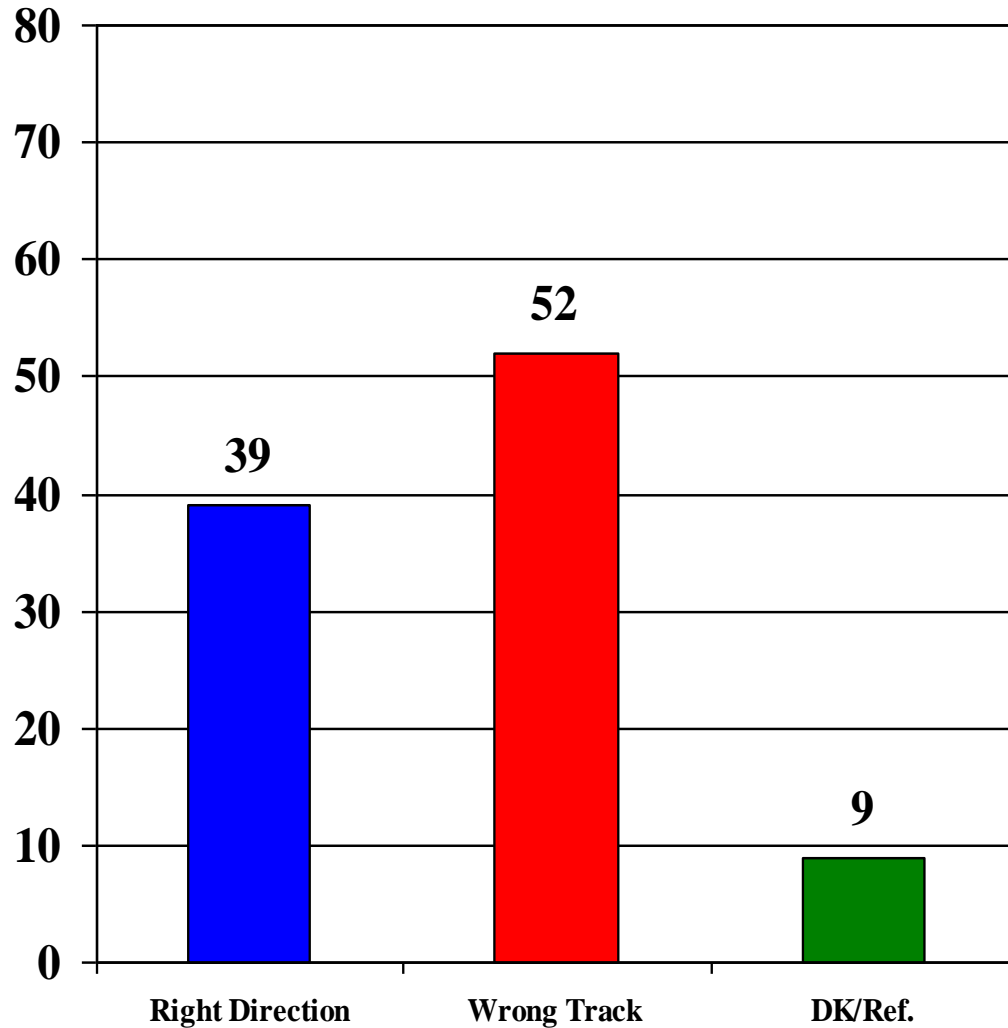
**This poll of 1,000 likely general election voters has an accuracy of +/- 3.1% at a 95% confidence interval. The error margin increases for cross-tabulations.**

# Direction: United States

## - Time Series -



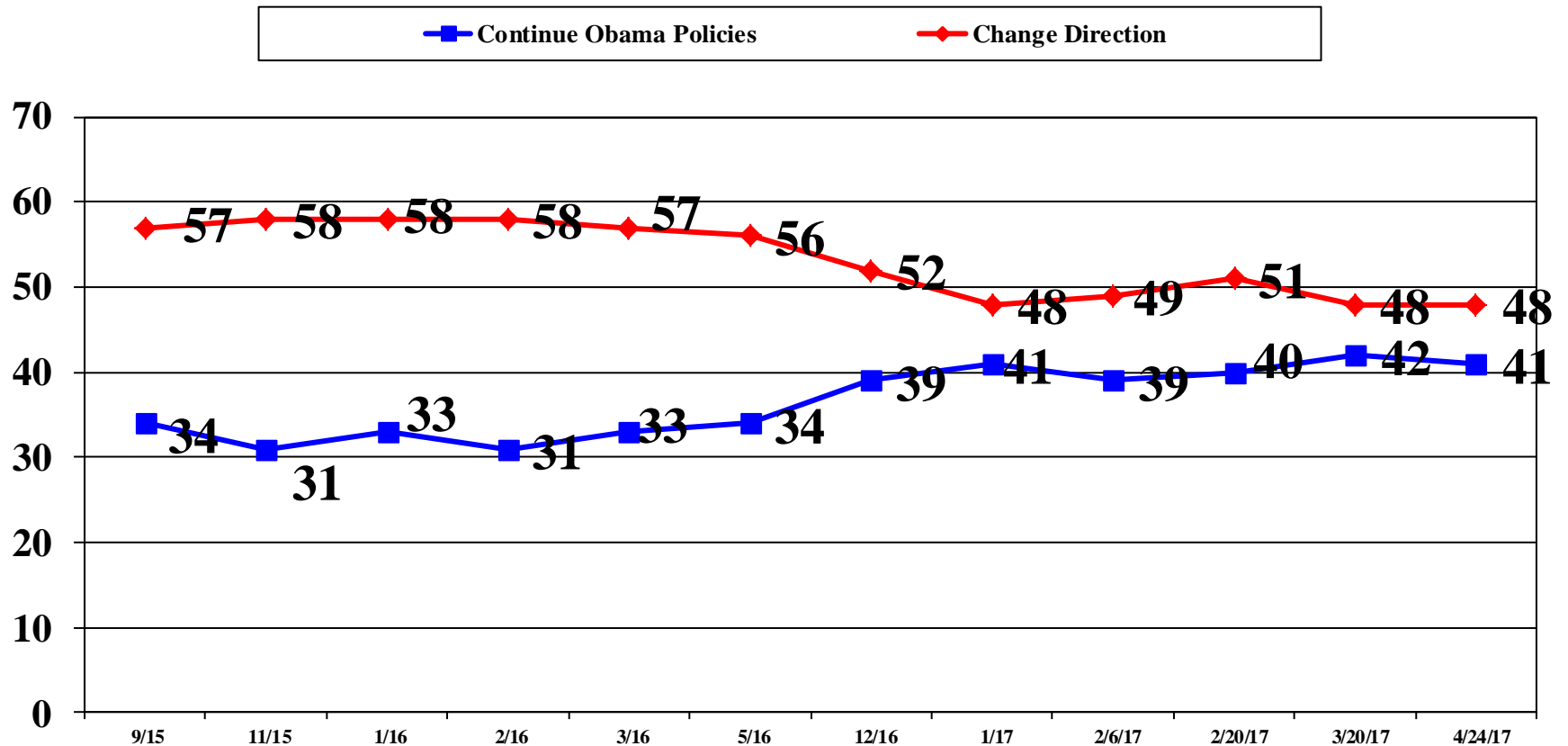
# Direction: United States



National - M&A  
April 2017

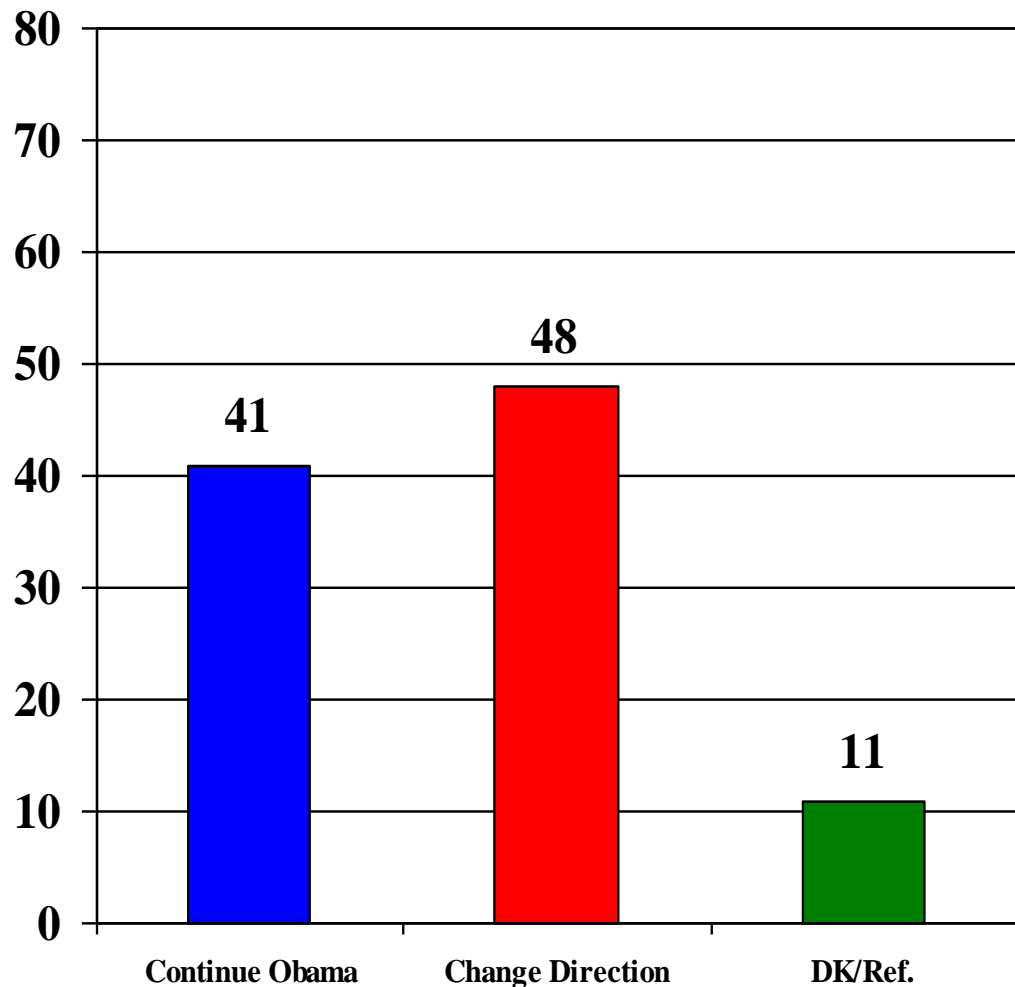
	<u>RD</u>	<u>WT</u>
East	38	54
Midwest	36	51
South	41	51
West	39	55
Cont. Obama Pols.	19	76
Change Direction	63	30
Approve – Trump	72	20
Disapprove – Trump	7	87
Favorable – Trump	72	21
Unfavorable– Trump	8	85
Vote Cong. 2018 – GOP	70	23
Vote Cong. 2018 – DEM	14	79
Vote Cong. 2018 - UND	21	61
Republican	73	22
Democrat	16	76
Independent	29	58
Liberal	27	67
Moderate	27	62
Conservative	60	31
No College Degree	40	51
College Graduate	38	55
White	42	50
African- American	19	70
Hispanic	41	53
Under 55	39	53
Over 55	39	51
Married	47	46
Single	31	61
Men	47	46
Women	32	58

**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...?

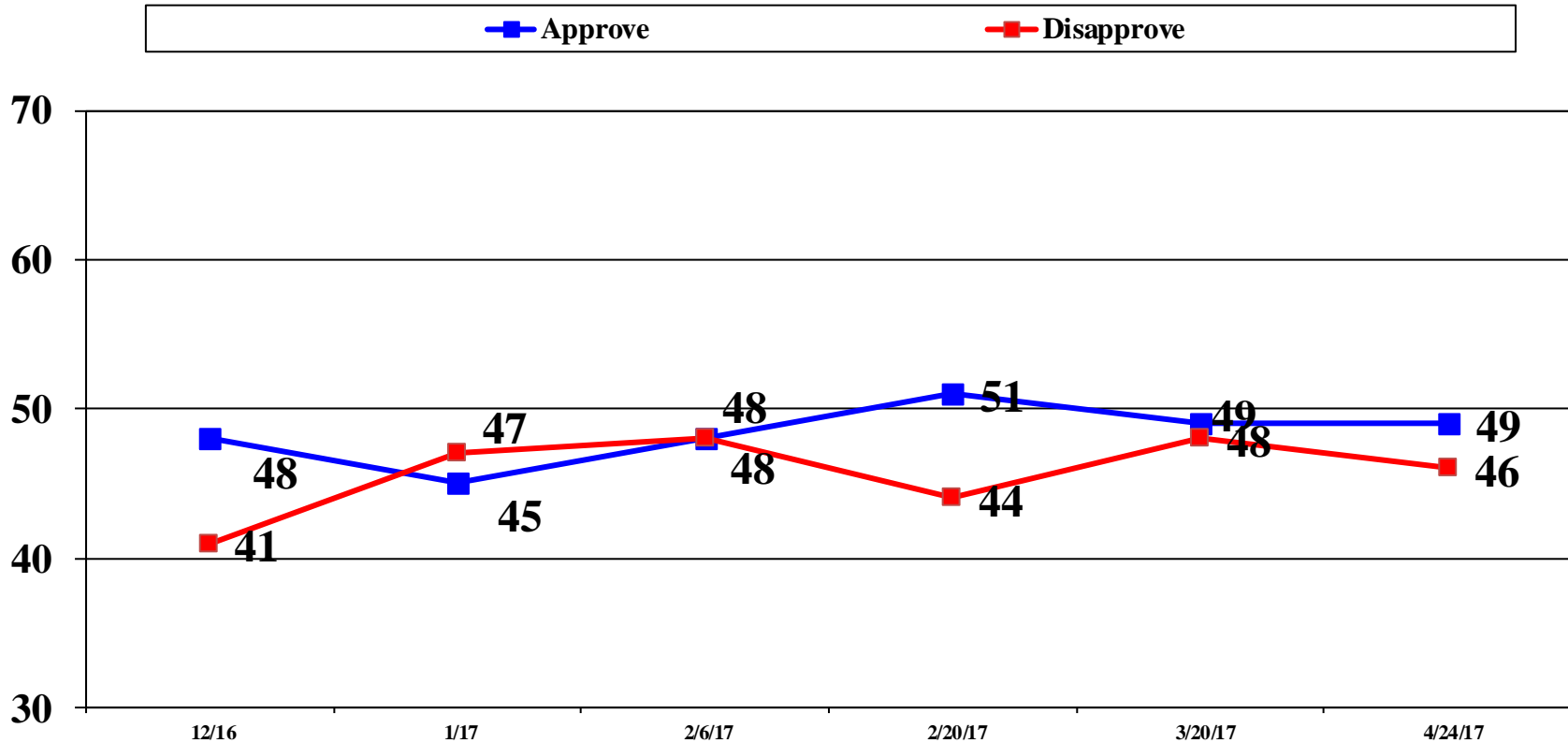
## Continue the policies of President Obama, OR Change direction and move away from the policies of President Obama



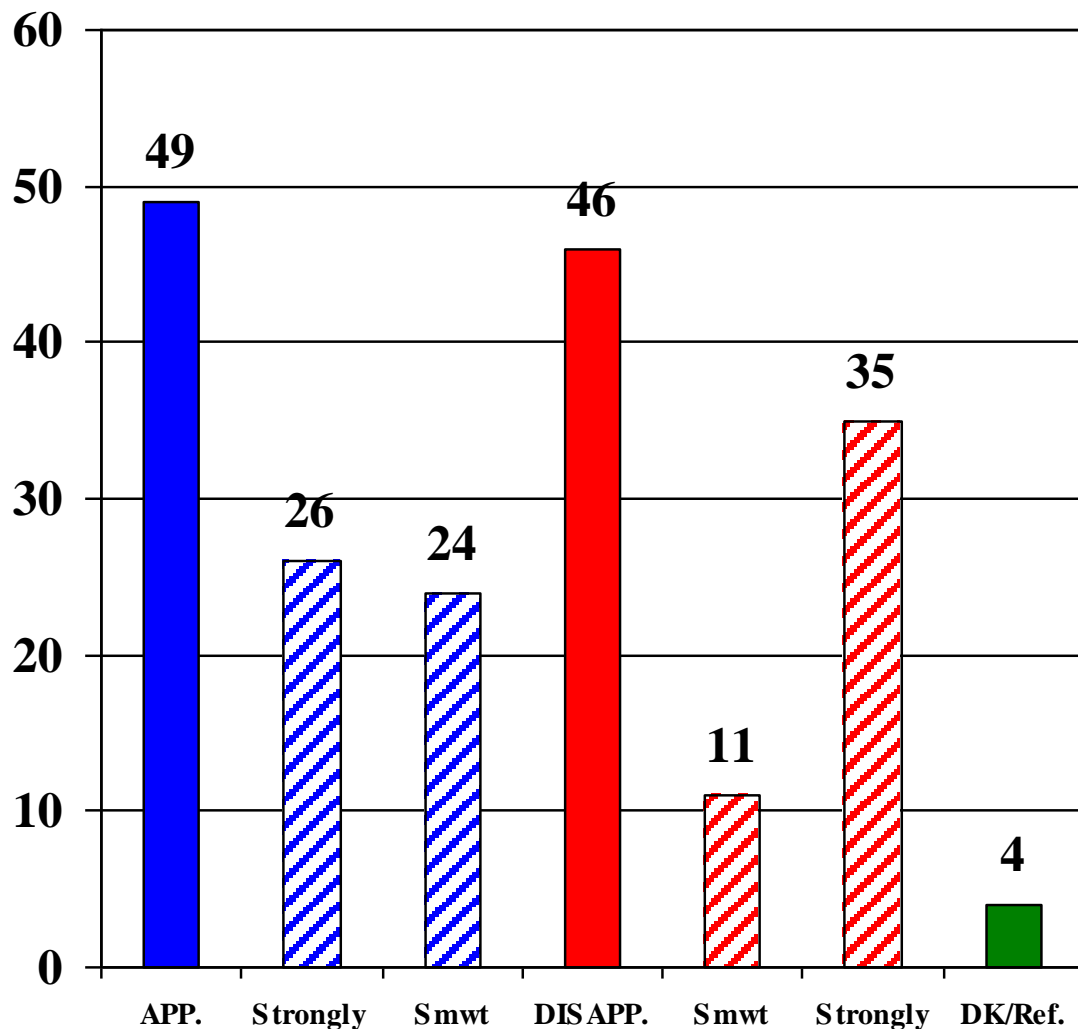
	<u>Cont.</u>	<u>Change</u>
East	42	51
Midwest	40	46
South	40	50
West	44	44
Cont. Obama Pols.	100	0
Change Direction	0	100
Approve – Trump	14	82
Disapprove – Trump	73	13
Favorable – Trump	12	84
Unfavorable– Trump	71	14
Vote Cong. 2018 – GOP	12	85
Vote Cong. 2018 – DEM	77	13
Vote Cong. 2018 - UND	20	42
Republican	13	84
Democrat	74	15
Independent	33	48
Liberal	75	18
Moderate	43	39
Conservative	14	80
No College Degree	40	48
College Graduate	43	48
White	33	56
African- American	78	13
Hispanic	50	38
Under 55	46	44
Over 55	33	55
Married	33	56
Single	54	38
Men	39	52
Women	43	44

# Job Rating: Donald Trump

## - Time Series -



# Job Rating: Donald Trump



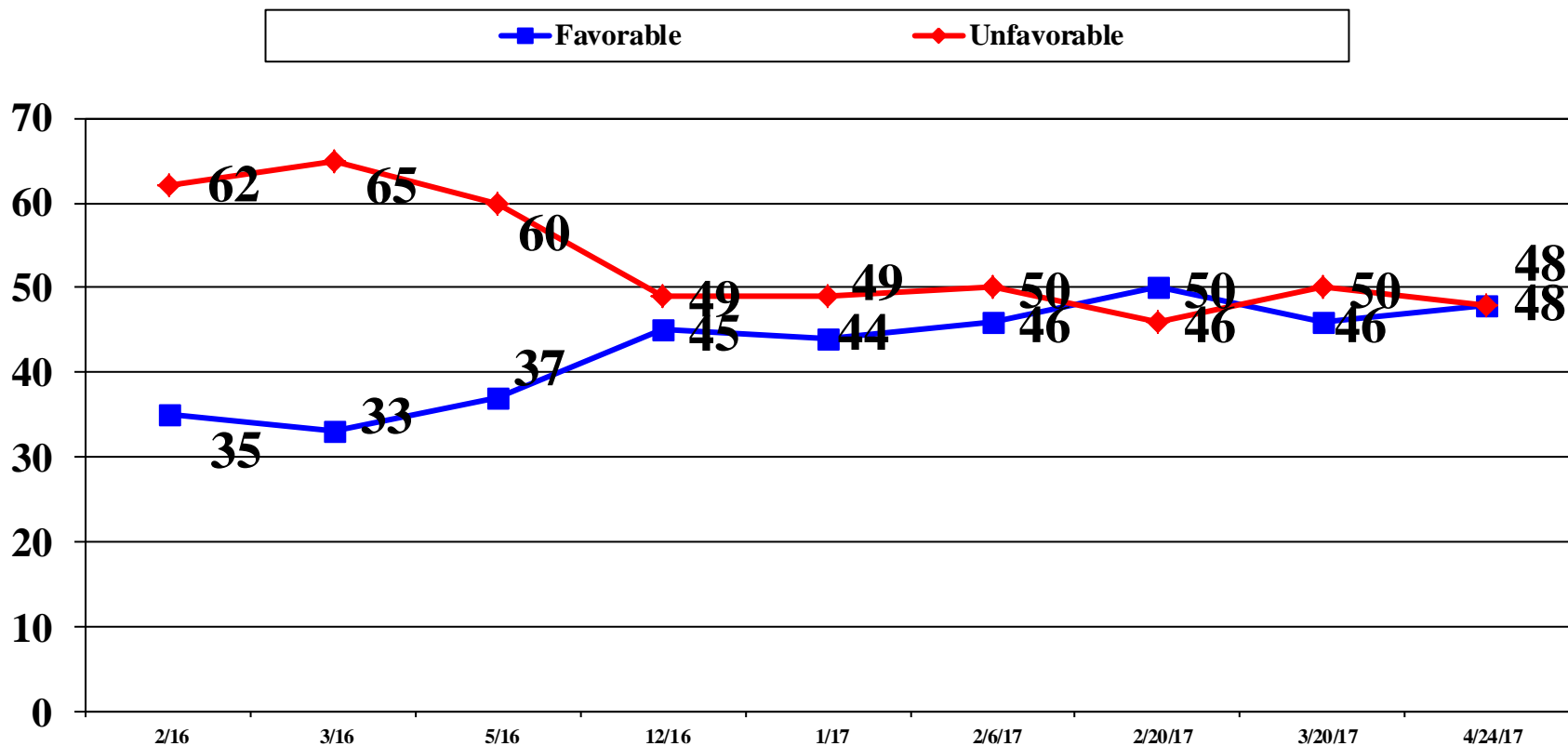
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	App.	Disapp.
East	51	43
Midwest	49	47
South	50	46
West	47	49
Cont. Obama Pols.	16	82
Change Direction	84	13
Approve – Trump	100	0
Disapprove – Trump	0	100
Favorable – Trump	96	3
Unfavorable– Trump	5	93
Vote Cong. 2018 – GOP	90	8
Vote Cong. 2018 – DEM	12	85
Vote Cong. 2018 - UND	37	47
Republican	90	8
Democrat	17	80
Independent	44	49
Liberal	29	70
Moderate	37	56
Conservative	79	18
No College Degree	50	46
College Graduate	49	48
White	56	40
African- American	13	81
Hispanic	49	45
Under 55	48	48
Over 55	52	43
Married	58	38
Single	39	57
Men	56	42
Women	43	51

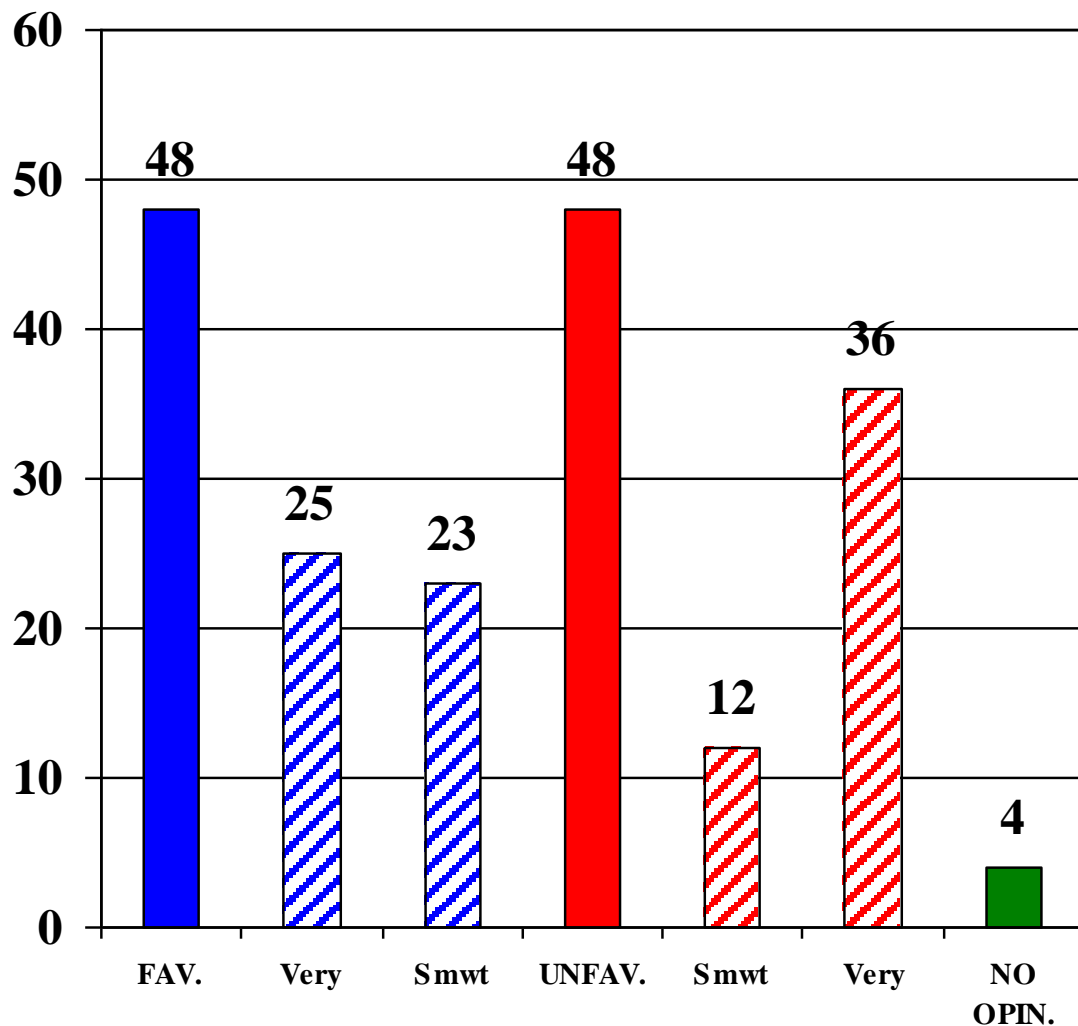


# Opinion: Donald Trump

## - Time Series -



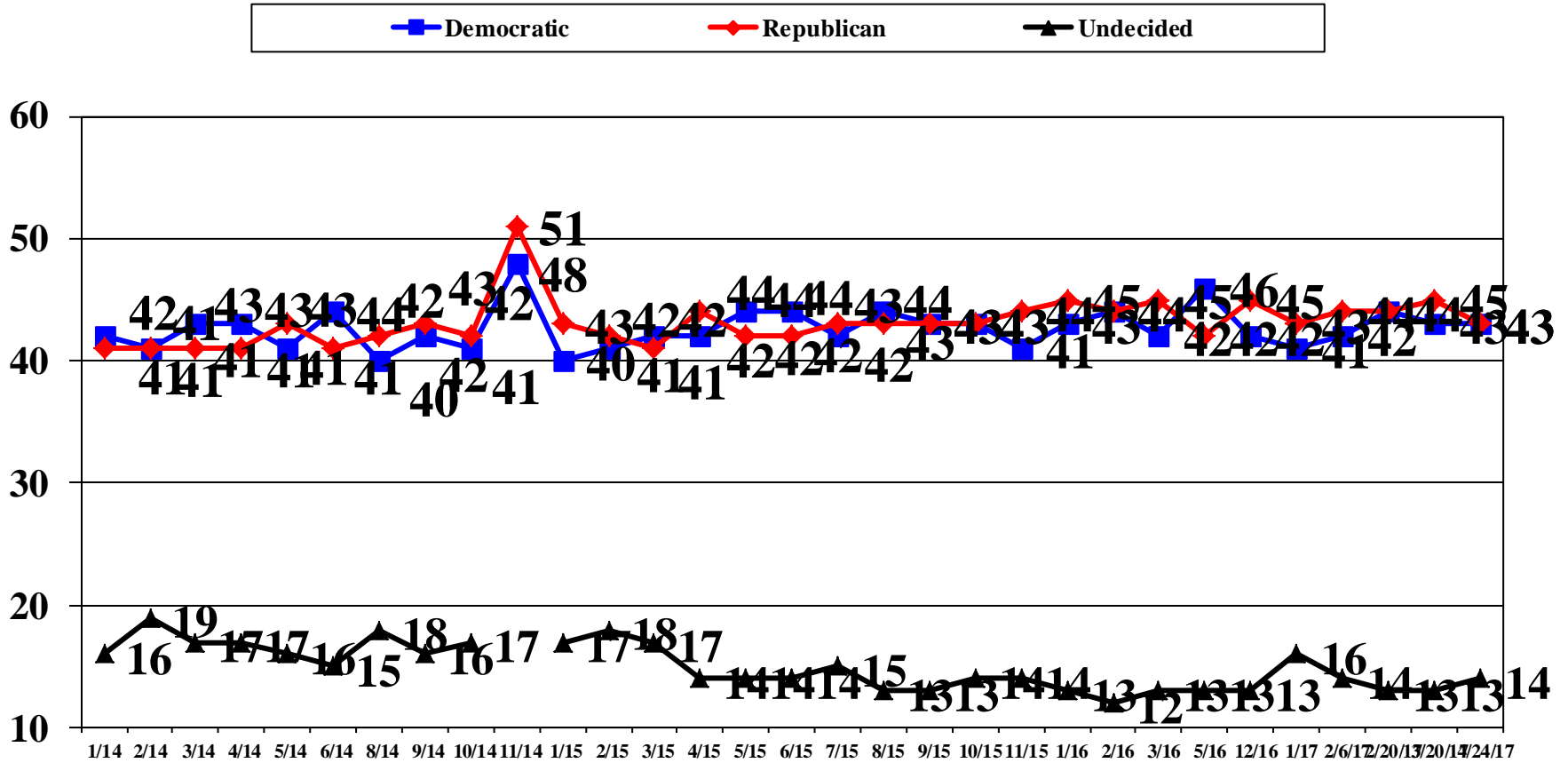
# Opinion: Donald Trump



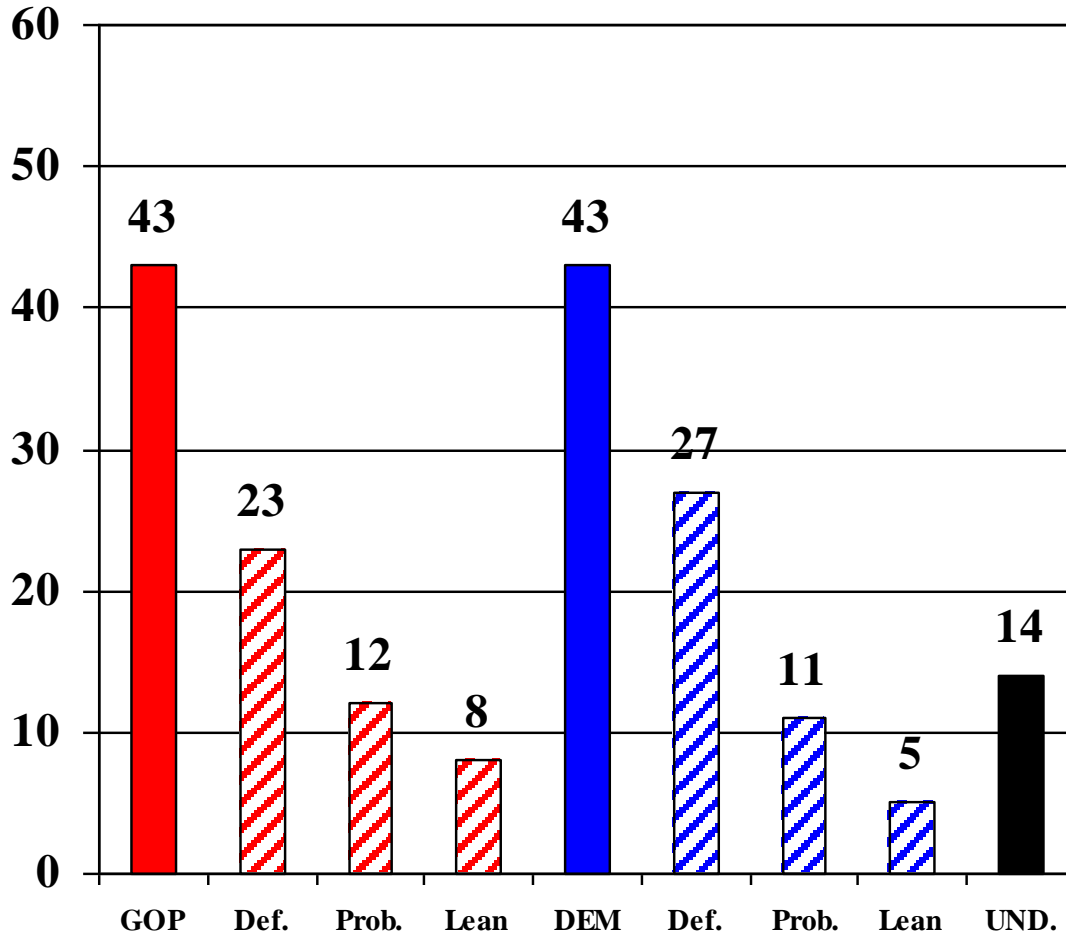
	<u>Fav.</u>	<u>Unfav.</u>
East	49	46
Midwest	47	50
South	49	47
West	47	49
Cont. Obama Pols.	14	82
Change Direction	84	14
Approve – Trump	93	4
Disapprove – Trump	3	95
Favorable – Trump	100	0
Unfavorable– Trump	0	100
Vote Cong. 2018 – GOP	89	9
Vote Cong. 2018 – DEM	11	86
Vote Cong. 2018 - UND	34	51
Republican	89	9
Democrat	16	80
Independent	42	82
Liberal	28	70
Moderate	35	59
Conservative	77	19
No College Degree	48	47
College Graduate	47	50
White	55	42
African- American	13	82
Hispanic	46	48
Under 55	45	50
Over 55	53	44
Married	58	39
Single	37	59
Men	56	41
Women	41	54

# Generic Ballot for Congress

## - Time Series -



# Generic Ballot: U.S. Congress



National - M&A  
April 2017

	<u>GOP</u>	<u>DEM.</u>	<u>UND.</u>
East	48	38	14
Midwest	41	46	13
South	44	42	14
West	40	45	15
Cont. Obama Pols.	13	81	7
Change Direction	76	12	12
Approve – Trump	79	11	11
Disapprove – Trump	8	78	14
Favorable – Trump	80	10	10
Unfavorable– Trump	8	77	15
Vote Cong. 2018 – GOP	100	0	0
Vote Cong. 2018 – DEM	0	100	0
Vote Cong. 2018 - UND	0	0	100
Republican	92	3	5
Democrat	6	87	8
Independent	34	35	31
Liberal	20	73	7
Moderate	29	49	22
Conservative	76	13	11
No College Degree	43	40	17
College Graduate	43	47	10
White	51	36	13
African- American	9	79	12
Hispanic	38	43	18
Under 55	42	44	15
Over 55	46	41	13
Married	53	35	12
Single	36	51	13
Men	49	40	11
Women	38	45	17

# 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>4/17</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>
<b>ECONOMIC</b>	<b>47</b>	<b>45</b>	<b>45</b>	<b>44</b>	<b>54</b>	<b>46</b>	<b>31</b>	<b>57</b>	<b>49</b>	<b>59</b>	<b>47</b>	<b>36</b>	<b>31</b>	<b>64</b>	<b>47</b>	<b>46</b>
Creating Jobs	35	33	32	32	37	32	19	40	34	43	33	21	19	46	33	30
Reducing Taxes	12	12	13	13	17	15	12	17	15	16	13	16	12	18	14	15
<b>SECURITY</b>	<b>34</b>	<b>33</b>	<b>38</b>	<b>39</b>	<b>30</b>	<b>37</b>	<b>49</b>	<b>29</b>	<b>33</b>	<b>27</b>	<b>38</b>	<b>43</b>	<b>50</b>	<b>24</b>	<b>38</b>	<b>36</b>
Nat'l Sec./Terror	20	23	19	24	18	24	29	22	22	16	26	29	31	19	25	24
Stop/Mideast Refugees	7	5	14	9	6	6	10	3	6	4	6	8	11	2	6	6
Tear up Iran Nuke Deal.	3	3	2	3	3	3	3	4	4	5	3	3	4	2	4	3
Building Wall/Mexico	4	3	4	4	4	3	7	1	1	3	2	4	5	1	4	3
<b>REPEAL/REPLACE OBAMACARE</b>	<b>13</b>	<b>16</b>	<b>11</b>	<b>10</b>	<b>11</b>	<b>10</b>	<b>19</b>	<b>4</b>	<b>7</b>	<b>5</b>	<b>6</b>	<b>18</b>	<b>17</b>	<b>3</b>	<b>10</b>	<b>10</b>
<b>D.K./REFUSED</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>5</b>	<b>7</b>	<b>0</b>	<b>10</b>	<b>11</b>	<b>9</b>	<b>9</b>	<b>3</b>	<b>2</b>	<b>10</b>	<b>4</b>	<b>9</b>

# MOST IMPORTANT ISSUE

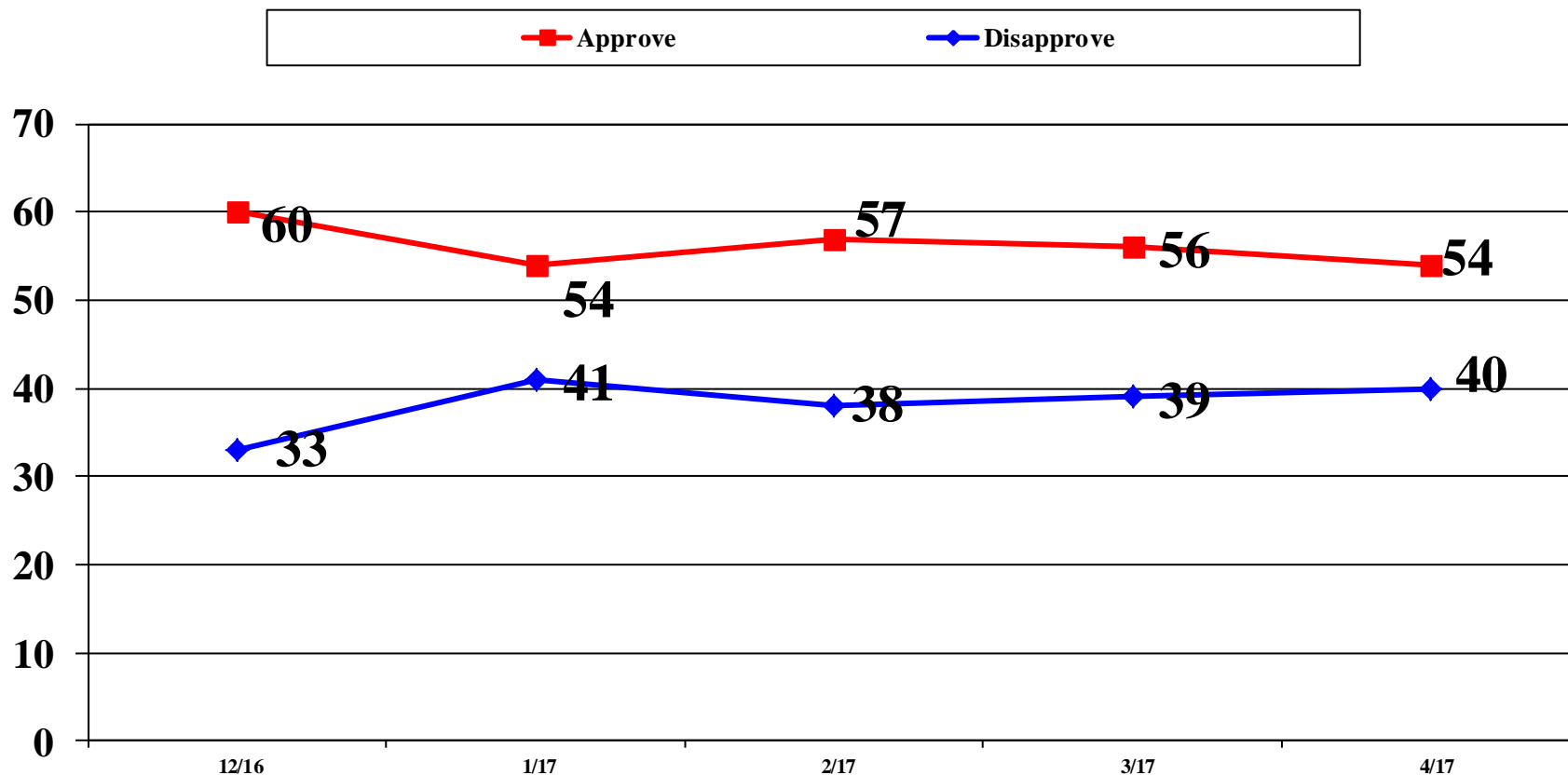
	<u>2/20/17</u>	<u>3/17</u>	<u>4/17</u>	<u>Rep</u>	<u>Dem</u>	<u>Ind</u>	<u>Lib</u>	<u>Mod</u>	<u>Cons</u>	<u>App. DJT</u>	<u>Disapp. DJT</u>	<u>Men</u>	<u>Women</u>
<b>ECONOMIC</b>	<b>38</b>	<b>40</b>	<b>38</b>	<b>40</b>	<b>36</b>	<b>38</b>	<b>38</b>	<b>39</b>	<b>36</b>	<b>37</b>	<b>39</b>	<b>43</b>	<b>33</b>
Improving the Economy	14	14	13	14	14	12	12	15	12	12	14	16	11
Jobs/Unemployment	11	12	11	10	12	10	13	11	9	8	14	11	10
Wasteful Gov't Spending	8	8	6	7	5	7	8	5	6	7	6	7	6
Reduce Budget/Deficit	4	5	5	5	2	7	3	5	6	7	4	6	4
Hold Line/Taxes	2	2	3	4	2	2	4	2	3	3	2	4	2
<b>SECURITY</b>	<b>23</b>	<b>17</b>	<b>24</b>	<b>40</b>	<b>15</b>	<b>19</b>	<b>13</b>	<b>20</b>	<b>38</b>	<b>36</b>	<b>13</b>	<b>26</b>	<b>23</b>
Nat'l Sec./Terror	10	9	11	20	5	7	5	9	17	17	4	10	11
Defeat/Destroy ISIS	7	5	8	10	7	7	5	7	12	11	5	10	7
Fix Immigration	6	3	6	9	3	5	3	5	9	9	3	7	5
<b>SOCIAL</b>	<b>24</b>	<b>29</b>	<b>24</b>	<b>13</b>	<b>35</b>	<b>24</b>	<b>34</b>	<b>26</b>	<b>15</b>	<b>17</b>	<b>33</b>	<b>20</b>	<b>29</b>
Protect Medicare	11	14	12	6	18	11	15	12	9	8	17	10	13
Improving Education	6	8	6	3	9	7	13	6	2	3	10	5	7
Reform Healthcare	7	7	6	5	8	6	6	8	4	6	7	4	8
<b>HONESTY/INTEGRITY/D.C.</b>	<b>13</b>	<b>11</b>	<b>10</b>	<b>7</b>	<b>11</b>	<b>12</b>	<b>12</b>	<b>9</b>	<b>9</b>	<b>8</b>	<b>13</b>	<b>9</b>	<b>11</b>
<b>D.K./REFUSED</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>1</b>	<b>4</b>	<b>7</b>	<b>3</b>	<b>6</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>5</b>

# Current Opinion of the U.S. Economy

	<u>2/20/17</u>	<u>3/17</u>	<u>4/17</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>Women</u>
<b>NOT RECESSION</b>	51	54	54	57	57	47	60	53	51	53	57	62	47
Getting Better	31	34	31	49	21	25	25	27	41	45	19	39	25
Getting Worse	20	19	23	8	36	22	35	26	10	9	38	23	22
<b>RECESSION</b>	37	35	33	36	30	33	30	29	40	37	30	30	36
Getting Better	24	22	22	31	15	21	16	18	31	32	13	23	21
Getting Worse	13	13	11	5	16	13	15	10	9	6	17	7	15
<b>D.K./REFUSED</b>	12	11	13	7	13	20	10	19	9	10	13	8	18
<b>GETTING BETTER</b>	54	57	53	80	35	46	41	45	72	76	32	62	46
<b>GETTING WORSE</b>	33	32	32	13	52	35	50	36	19	14	55	30	37
<b>D.K./REFUSED</b>	12	11	14	7	13	20	10	19	9	10	13	8	18
<i>Net Diff.</i>	21	25	21	67	-17	11	-9	9	53	62	-24	31	9

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

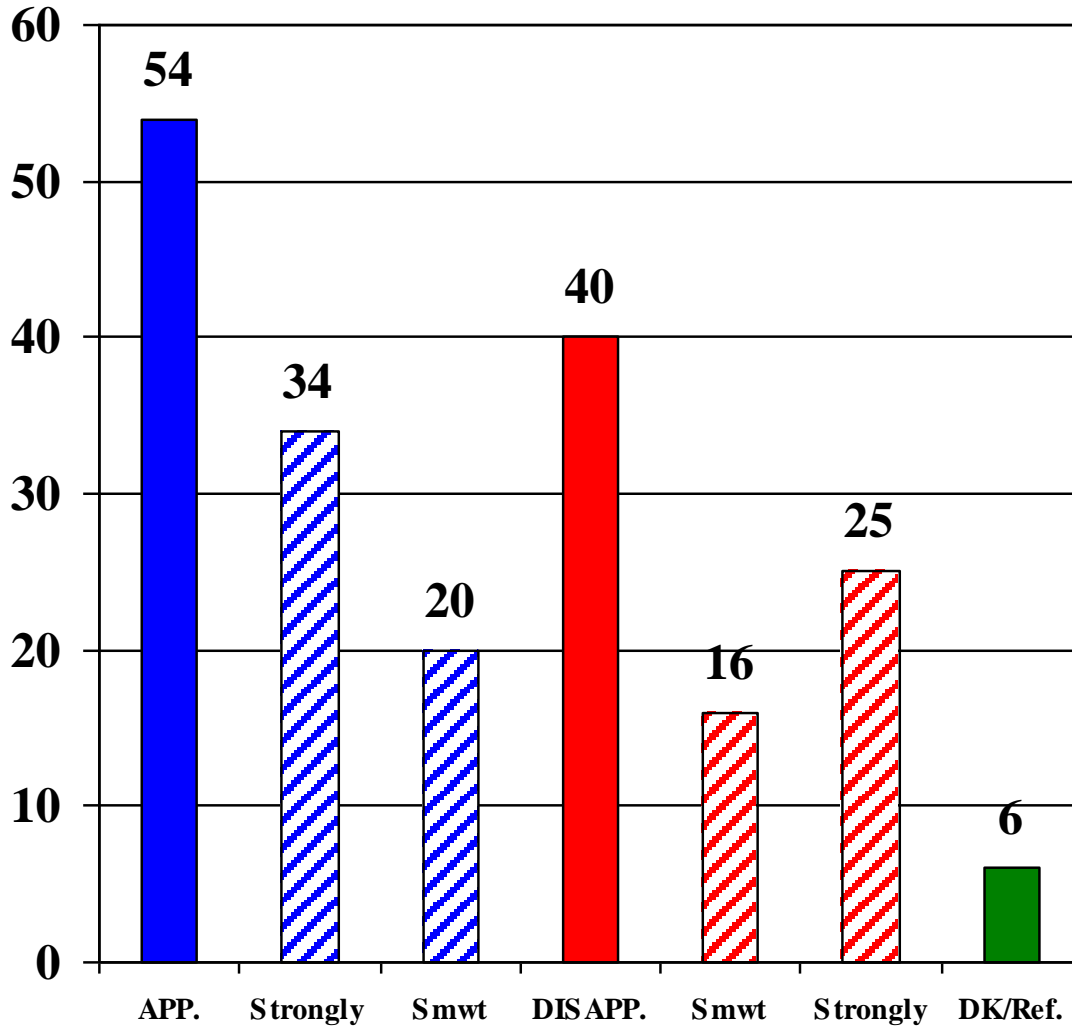
*-Time Series-*





# Approve/Disapprove:

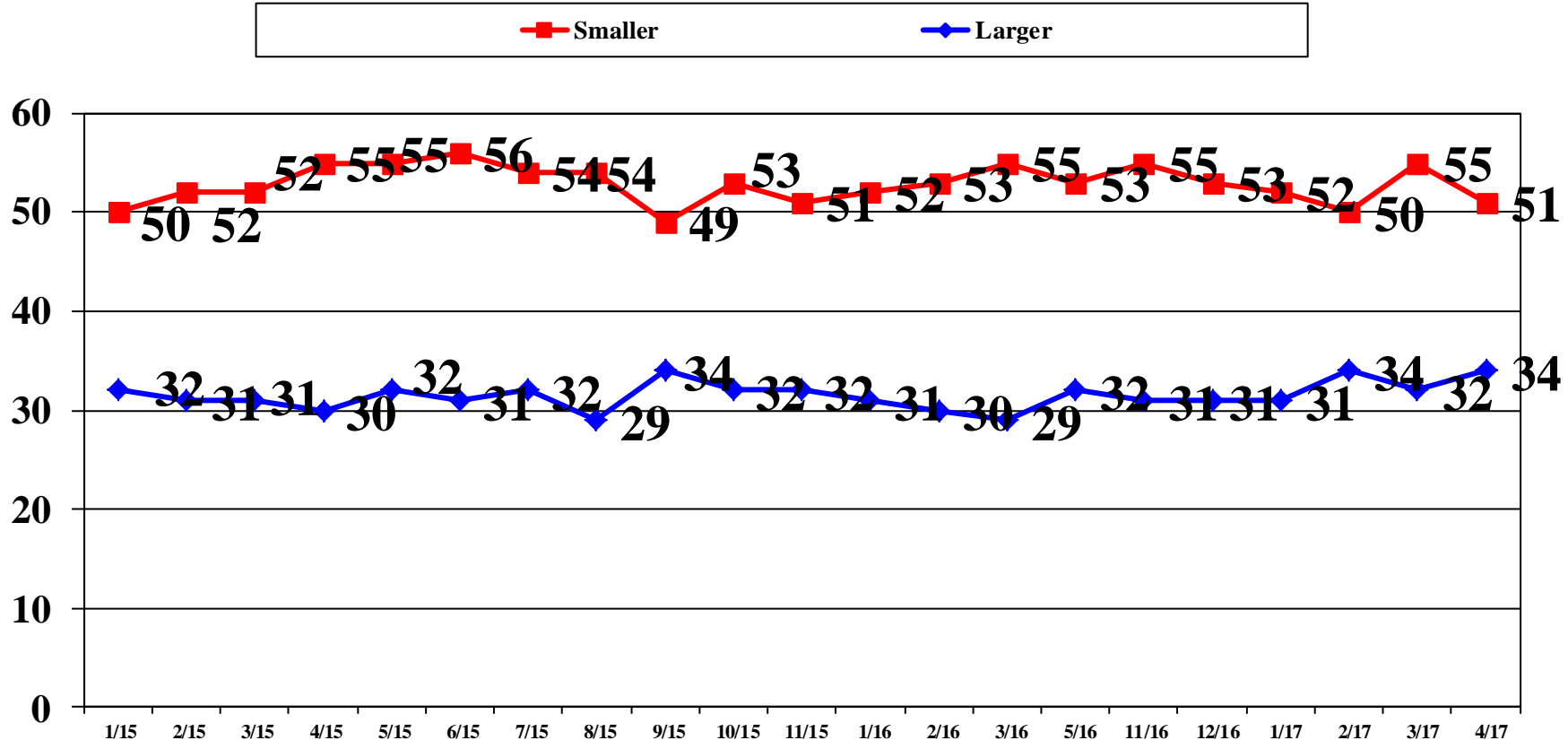
# Repealing/ Replacing Obamacare



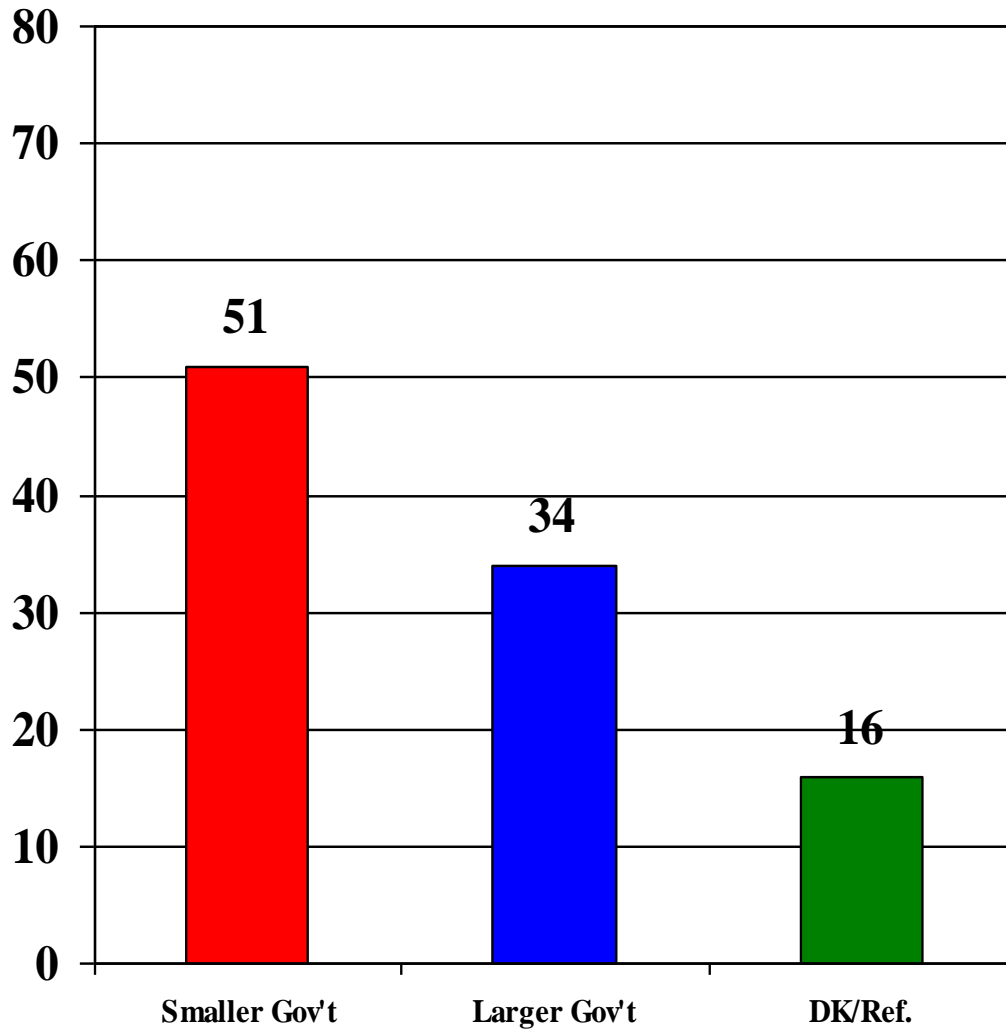
	<u>App.</u>	<u>Disapp.</u>
East	52	43
Midwest	55	38
South	55	38
West	53	44
Cont. Obama Pols.	23	74
Change Direction	88	11
Approve – Trump	86	11
Disapprove – Trump	22	72
Favorable – Trump	88	10
Unfavorable– Trump	22	72
Vote Cong. 2018 – GOP	86	12
Vote Cong. 2018 – DEM	24	72
Vote Cong. 2018 - UND	48	29
Republican	86	13
Democrat	28	66
Independent	51	39
Liberal	33	65
Moderate	44	46
Conservative	81	16
No College Degree	54	39
College Graduate	54	42
White	62	34
African- American	15	76
Hispanic	51	41
Under 55	53	41
Over 55	56	38
Married	61	34
Single	46	48
Men	59	38
Women	50	42

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

*Time Series-*

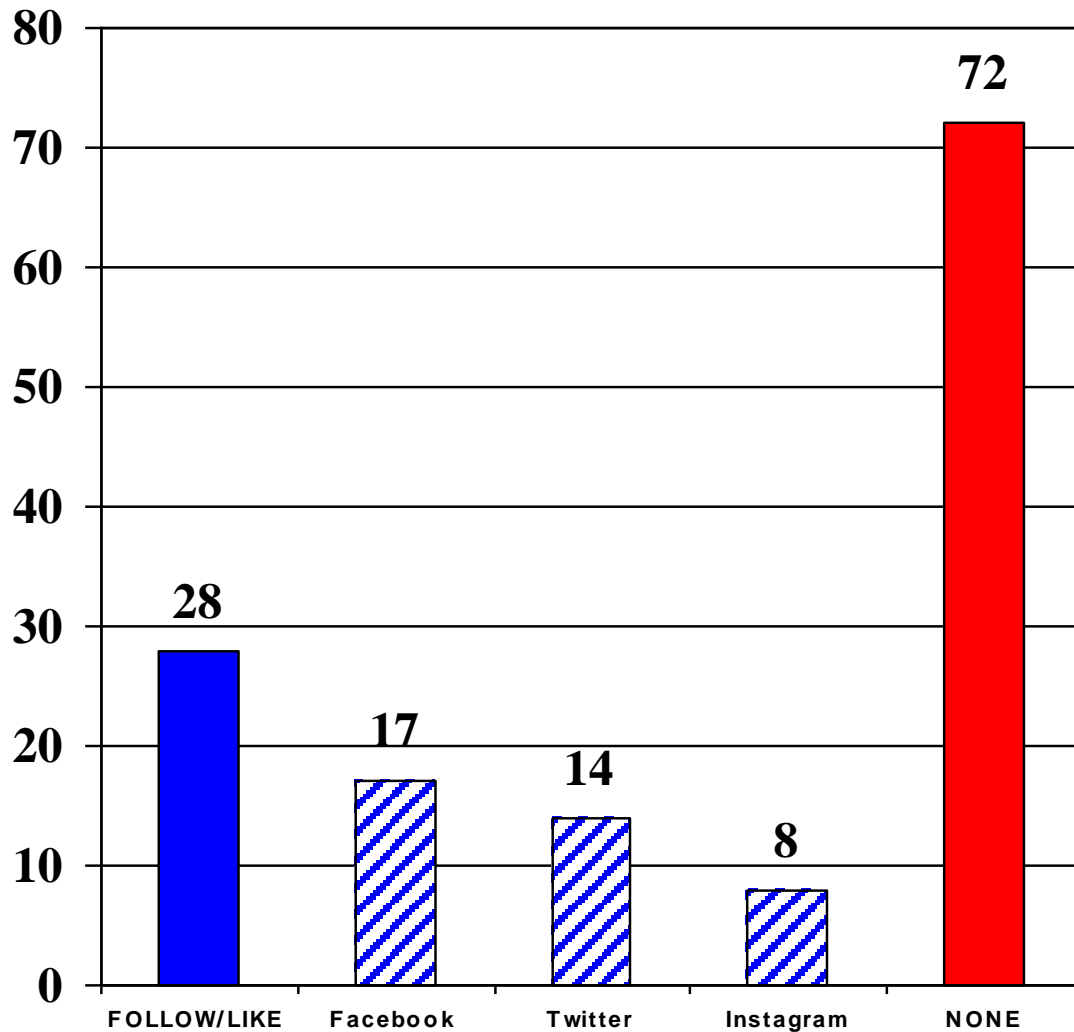


# Would you say you most favor a smaller government with fewer services, or a larger government with many services?



	<u>Smaller</u>	<u>Larger</u>
East	56	30
Midwest	49	32
South	51	35
West	47	37
Cont. Obama Pols.	34	51
Change Direction	70	21
Approve – Trump	66	24
Disapprove – Trump	35	47
Favorable – Trump	68	25
Unfavorable– Trump	35	44
Vote Cong. 2018 – GOP	70	22
Vote Cong. 2018 – DEM	32	50
Vote Cong. 2018 - UND	47	20
Republican	70	22
Democrat	30	51
Independent	54	26
Liberal	37	54
Moderate	43	34
Conservative	69	19
No College Degree	48	32
College Graduate	54	35
White	55	30
African- American	32	45
Hispanic	46	39
Under 55	49	36
Over 55	54	29
Married	56	30
Single	44	40
Men	55	33
Women	46	34

# 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?



	<u>Follow</u>	<u>None</u>
East	28	72
Midwest	26	74
South	29	72
West	30	70
Cont. Obama Pols.	24	76
Change Direction	36	64
Approve – Trump	43	57
Disapprove – Trump	14	86
Favorable – Trump	44	56
Unfavorable– Trump	13	87
Vote Cong. 2018 – GOP	41	59
Vote Cong. 2018 – DEM	17	83
Vote Cong. 2018 - UND	21	79
Republican	46	55
Democrat	20	81
Independent	20	80
Liberal	33	67
Moderate	23	77
Conservative	31	69
No College Degree	25	75
College Graduate	32	68
White	27	73
African- American	20	80
Hispanic	43	57
Under 55	35	65
Over 55	15	85
Married	32	68
Single	28	72
Men	33	67
Women	24	76

## 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	82	86	82	76	88	79	79	81	83	86	74	77	86
Twitter	38	41	38	35	47	38	32	36	40	47	22	39	37
Instagram	31	30	36	27	42	33	22	28	35	43	11	28	34
Pinterest	28	31	27	25	32	24	29	28	28	30	24	17	38
Google+	26	26	30	23	33	29	19	26	28	29	22	31	22
Linked-In	22	24	23	20	27	22	20	21	24	23	21	24	21
Snapchat	19	20	21	16	28	19	12	17	22	28	3	18	20
WhatsApp	9	10	11	7	11	12	5	10	9	13	3	11	8
Tumblr	9	5	12	11	16	10	4	6	13	12	4	10	9
Reddit	7	6	10	5	10	6	6	6	8	10	1	10	5
Meerkat	3	3	3	2	5	2	2	3	3	4	1	3	2
Other	3	2	3	4	4	2	4	4	2	3	4	4	3

# 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%