

Survey of Trump Voters

December 20, 2016



GPG



MORNING CONSULT

METHODOLOGY

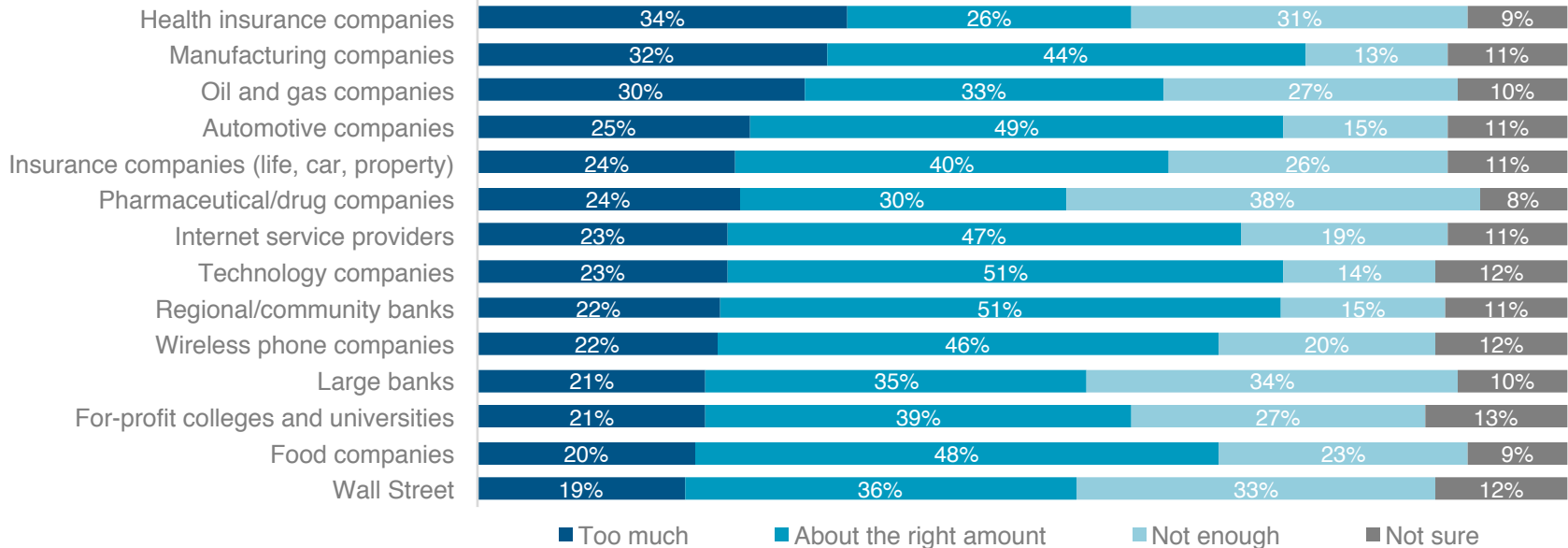
The following slides include data and findings from a Glover Park Group poll of Trump voters conducted by Morning Consult to gain insight into their opinions toward specific policies and issues.

- *Instrument:* Online survey
- *Fielding dates:* December 11 – 13, 2016
- *Audience:* 2,000 self-identified Trump voters across the country
- *Credibility interval:* +/-2.2%



TRUMP VOTERS DIVIDED ON CURRENT STATUS OF INDUSTRY REGULATION

Below is a list of different types of companies and industries that are regulated by state or federal government. For each, please indicate if you think there is currently too much regulation, about the right amount of regulation, or not enough regulation.



SUPPORT FOR SPENDING INCREASES ON IMMIGRATION ENFORCEMENT, DEFENSE, INFRASTRUCTURE AND SOCIAL SECURITY

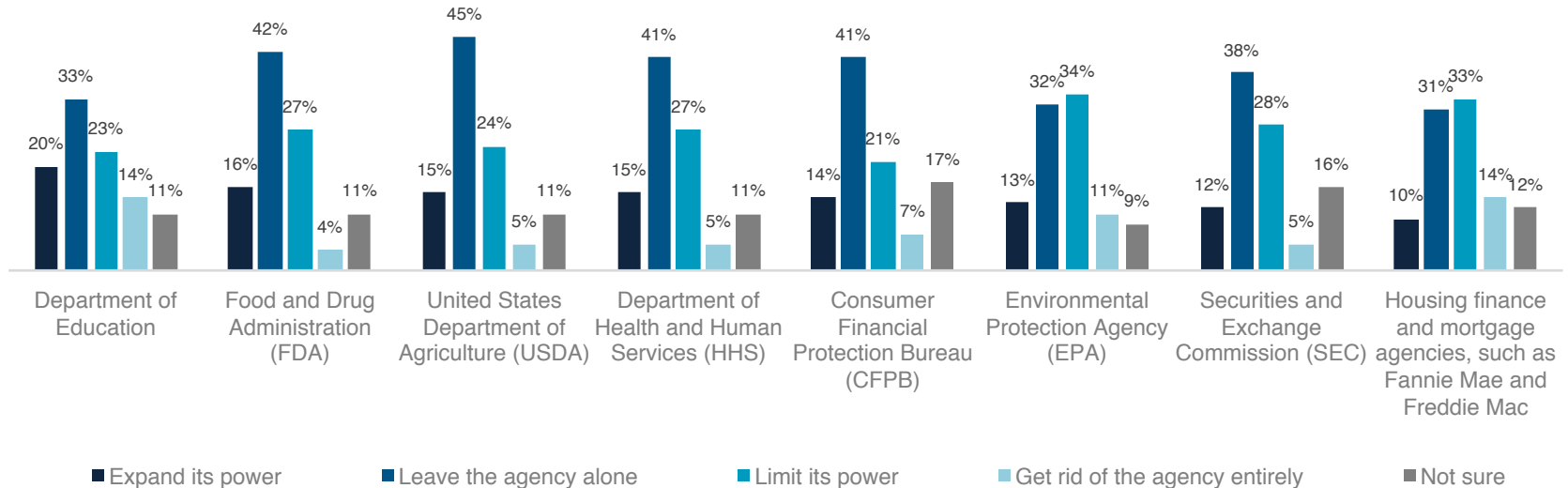
As President-elect Trump and Congress consider creating their next budget, do you think they should increase spending, maintain the current level of spending, or decrease spending in the following areas?

Area (ranked by “increase”)	Increase	Maintain	Decrease	Area (ranked by “increase”)	Increase	Maintain	Decrease
Immigration enforcement	61%	26%	7%	Renewable energy	29%	44%	20%
The military	58%	29%	8%	Oil and gas exploration	28%	47%	16%
Homeland security	51%	37%	7%	Medicaid	25%	46%	22%
Infrastructure, including roads, bridges, and waste management systems	50%	39%	6%	Farm subsidies	22%	44%	24%
Social Security	45%	41%	7%	Public colleges and universities, including community colleges	19%	46%	28%
Medicare	35%	47%	11%	Environmental protection and preservation	18%	46%	29%
Public K-12 education	35%	43%	16%	Internet and wireless communications networks	14%	51%	24%
Scientific and medical research	32%	47%	13%	Welfare, including programs like food stamps and public housing assistance	13%	33%	48%
Healthcare	31%	37%	26%	Foreign aid	8%	21%	65%



TRUMP VOTERS LEAN TOWARDS LEAVING MOST, BUT NOT ALL, GOVERNMENT AGENCIES/DEPARTMENTS ALONE

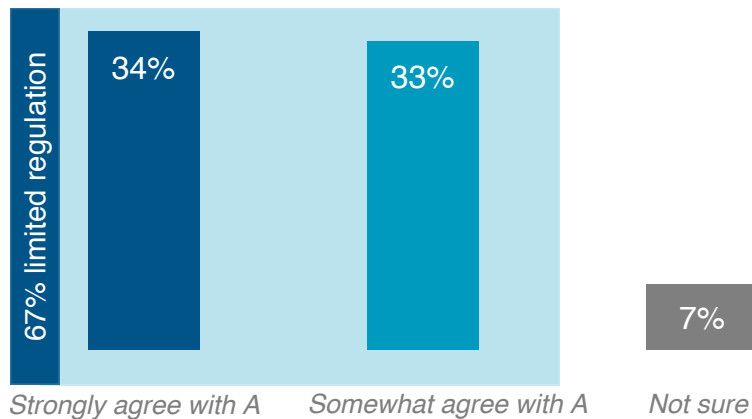
Below is a list of current government agencies and departments. For each, please indicate if you think the Trump Administration should expand that agency’s power, leave it alone, limit its power, or get rid of the agency or department entirely.



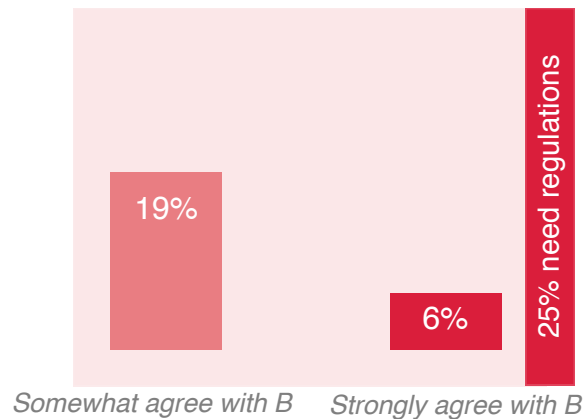
TRUMP VOTERS TRUST COMPANIES TO DO RIGHT WITH LIMITED GOVERNMENT REGULATION

Please read through each of the two statements below and indicate which you agree with more, even if neither is exactly right.

STATEMENT A: Most private companies generally do right by their customers, employees, and society with limited government regulation.

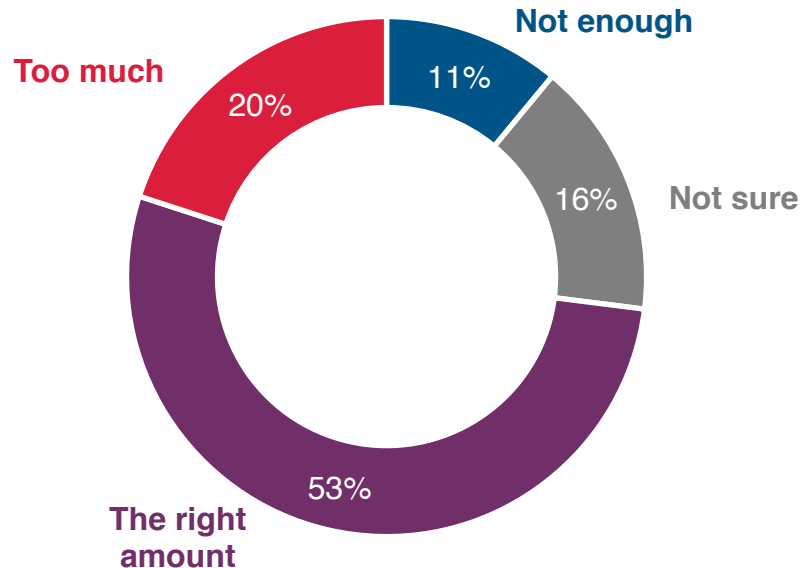


STATEMENT B: Most private companies generally need government regulations and oversight to do right by their customers, employees, and society.



A MAJORITY BELIEVES \$1 TRILLION INFRASTRUCTURE PLAN IS THE RIGHT AMOUNT OF MONEY TO SPEND ON DEVELOPMENT

As you may know, President-elect Trump has promised to spend \$1 trillion on infrastructure development, such as roads, bridges, and airports over a 10-year period. Do you think \$1 trillion is too much money, the right amount, or not enough money to spend on infrastructure development?



MOST SUPPORT INFRASTRUCTURE DEVELOPMENT THROUGH PUBLIC PRIVATE PARTNERSHIPS WHERE MONEY CAN BE PAID BACK

Thinking again about President-elect Trump's plan to spend \$1 trillion on infrastructure development, which of the following do you agree with more, even if neither is exactly right?



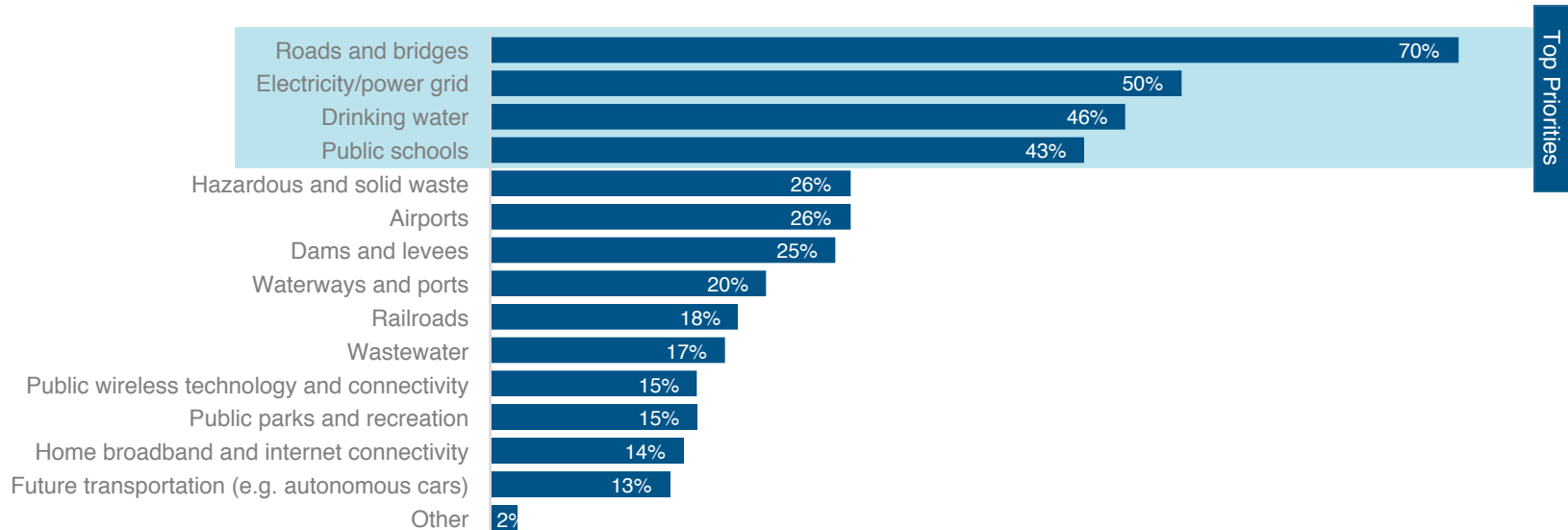
The money should mostly be given to states and local governments to spend how they choose

The money should mostly be given to projects where money from the government is combined with businesses and where most of the money could be paid back to the government through tolls and fees

Not sure

ROADS AND BRIDGES ARE THE TOP INFRASTRUCTURE PRIORITY, FOLLOWED BY ELECTRICITY, DRINKING WATER, AND PUBLIC SCHOOLS

Which of the following areas do you think President-elect Trump should focus on as part of his infrastructure development plan? Please select 4 choices from the list below.

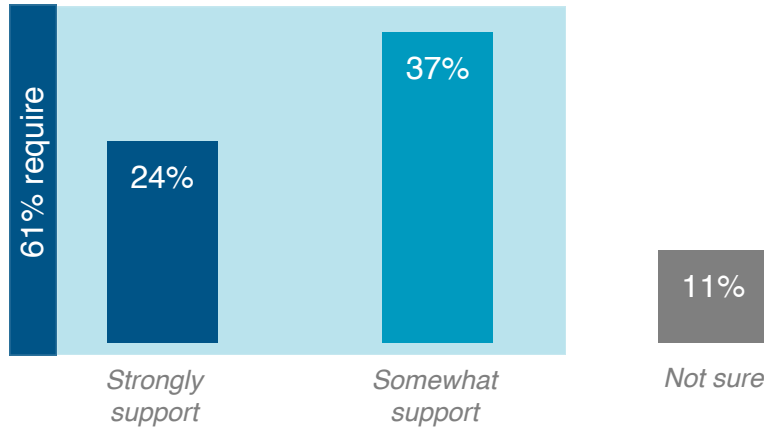




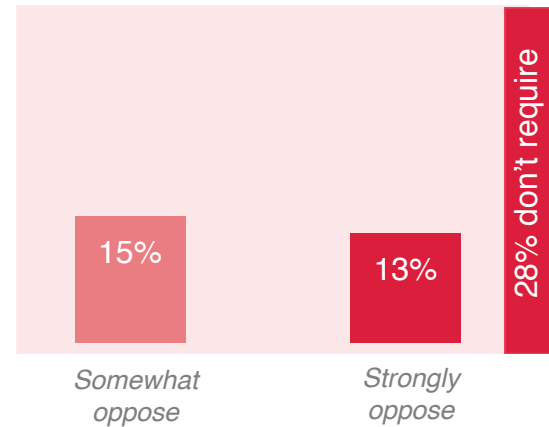
SUPPORT FOR REQUIRING COMPANIES TO REDUCE CARBON EMISSIONS THAT CAUSE CLIMATE CHANGE

Would you support or oppose a proposal that would require U.S. companies to reduce carbon emissions that cause climate change?

Support a proposal requiring U.S. companies to reduce carbon emissions



Oppose a proposal requiring U.S. companies to reduce carbon emissions

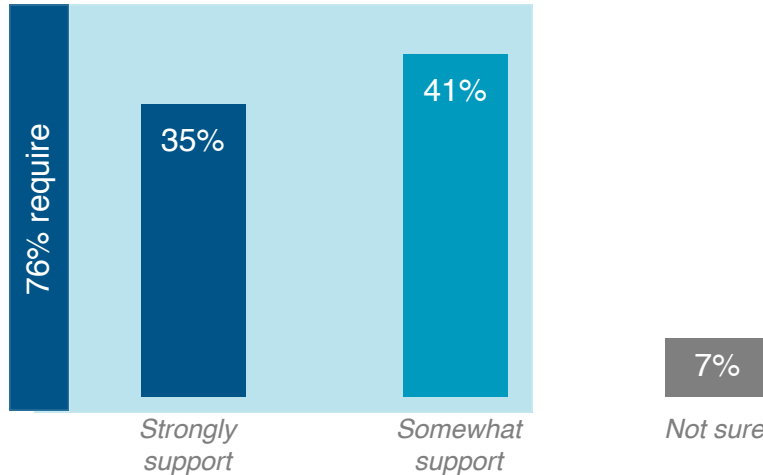




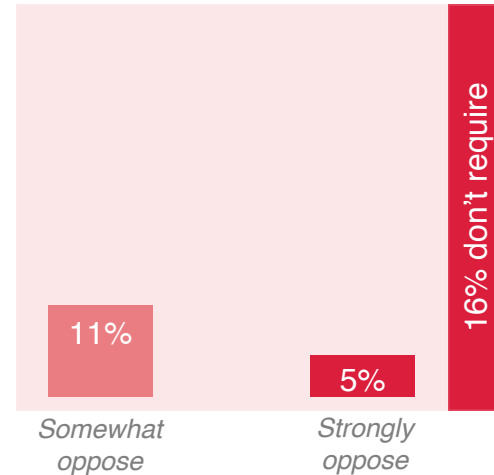
SUPPORT FOR REQUIRING MANUFACTURERS TO MAKE APPLIANCES MORE ENERGY EFFICIENT

Would you support or oppose a proposal that would require manufacturers to make appliances more energy efficient?

Support a proposal requiring manufacturers to make appliances more energy efficient



Oppose a proposal requiring manufacturers to make appliances more energy efficient

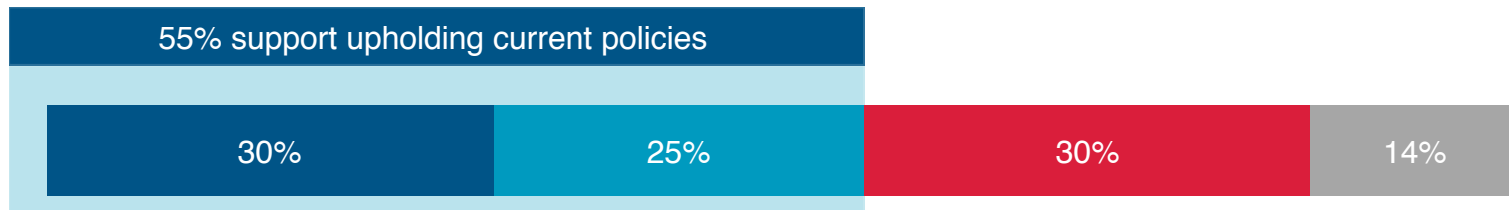


MAJORITY OF TRUMP VOTERS SUPPORT UPHOLDING CURRENT CLIMATE CHANGE POLICIES

Thinking about current policies in place related to climate change, which of the following comes closest to your own view, even if none are exactly right?

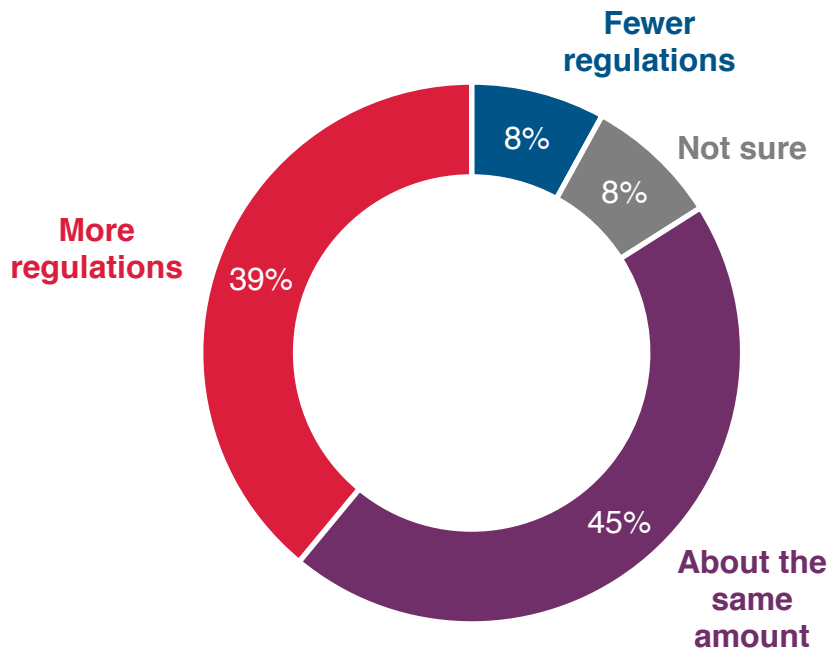
President-elect Trump should...

- Uphold the policies currently in place to combat climate change and implement new policies that go even further than policies currently in place
- Uphold the policies currently in place to combat climate change, but not implement any new policies
- Roll back the policies currently in place to combat climate change and refrain from implementing any new policies
- Not sure



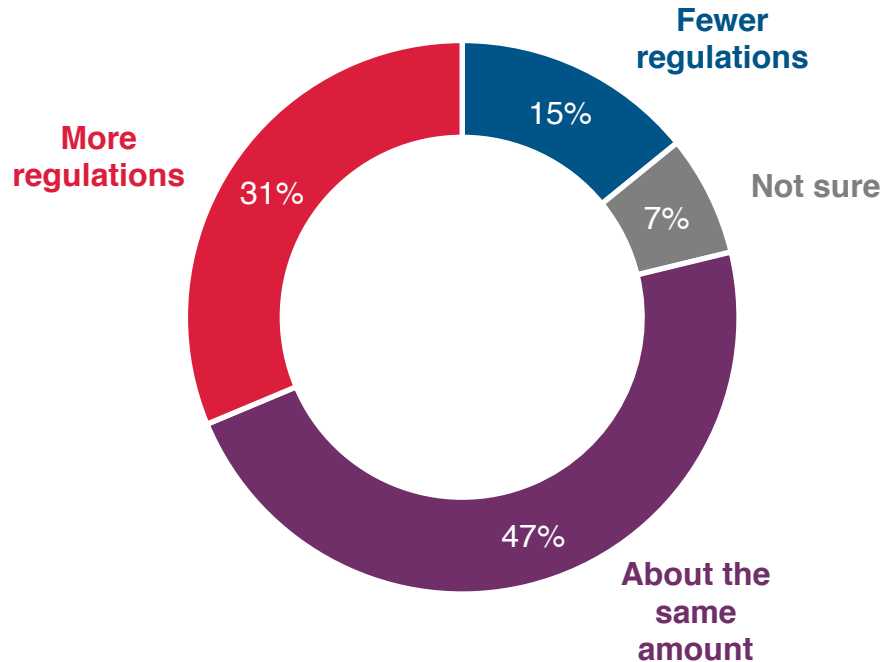
MOST WANT SAME AMOUNT OR MORE REGULATIONS ON DRINKING WATER

Do you think there should be more, about the same amount, or fewer federal regulations on drinking water?



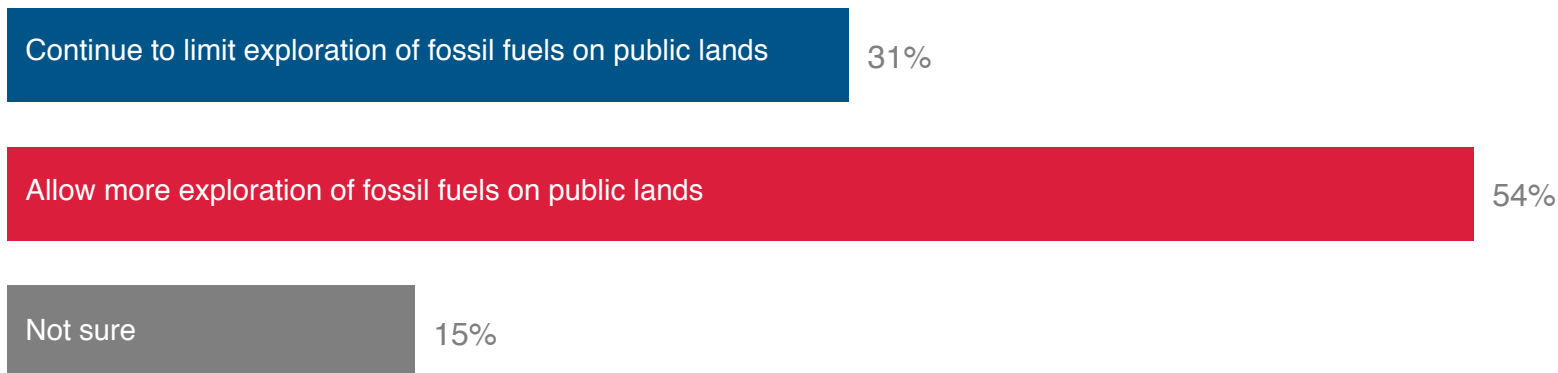
MOST WANT SAME AMOUNT OR MORE REGULATIONS ON AIR POLLUTION

Do you think there should be more, about the same amount, or fewer federal regulations on air pollution?



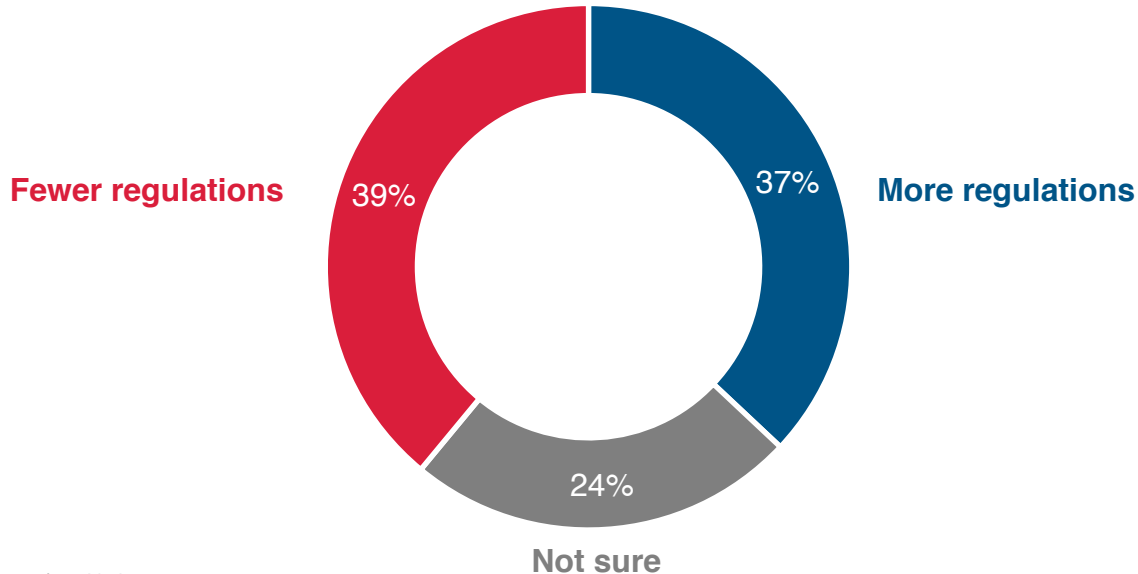
OVER HALF OF TRUMP VOTERS SAY WE SHOULD ALLOW MORE EXPLORATION OF FOSSIL FUELS ON PUBLIC LANDS

Currently, there are regulations in place to limit exploration of fossil fuels on public lands – including oil, coal, and natural gas. Some people say we need to continue to limit exploration on public lands to curb carbon emissions, conserve natural resources, and protect the environment. Other people say we should allow more exploration to spur job growth, increase U.S. energy exports, and strengthen the U.S. economy. Which position comes closer to your own view, even if neither is exactly right?



SHOULD FINANCIAL INSTITUTIONS BE REINED IN OR SHOULD THERE BE FEWER REGULATIONS? TRUMP VOTERS ARE DIVIDED

Based on what you know, do you think the U.S. financial institutions should be “reined in” with more regulation, or do you think there should be fewer regulations so U.S. financial institutions have the freedom to operate more independently?

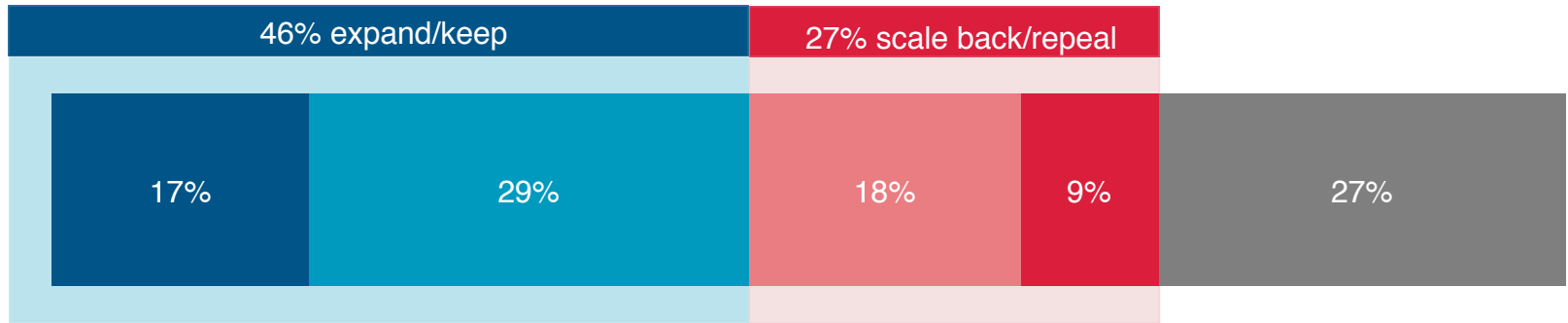




NEARLY HALF SUPPORT DODD-FRANK

Over one-in-four think it should be scaled back or repealed.

As you may know, Congress passed a law called Dodd-Frank in 2010 that created a set of new rules and regulations for Wall Street and the financial services industry, including banks, investment companies and insurance companies. Would you like to see President-elect Trump and Congress expand the law, keep the law as it is, scale back the law, or repeal the law entirely?



■ Expand the law
 ■ Keep the law
 ■ Scale back the law
 ■ Repeal the law entirely
 ■ Not sure

SOLID SUPPORT FOR KEEPING NEW LABOR DEPARTMENT REGULATIONS ON FINANCIAL ADVISORS IN PLACE

The Department of Labor recently implemented regulations that require financial advisors to put their clients' interests ahead of their own when providing retirement and investment advice. Do you believe President-elect Trump should keep these regulations in place or repeal them?



TRUMP VOTERS ARE DIVIDED ON WHETHER THE LARGEST BANKS SHOULD BE BROKEN UP OR ALLOWED TO REMAIN TOGETHER

The nation's largest banks often provide investment banking services to companies, and also take deposits from consumers. Which of the following statements comes closer to your own view, even if neither is exactly right?



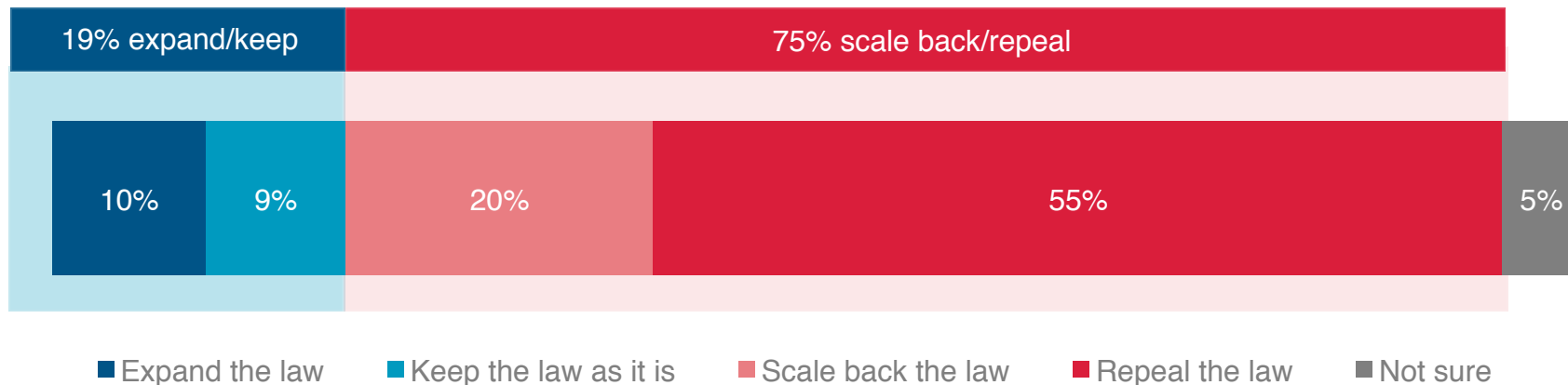
These banks should be broken up so that investment banking services and consumer services operate separately in order to protect consumers.

These banks should remain together and continue to be allowed to provide investment banking services and consumer services, because their size makes them stronger and more efficient.

Not sure

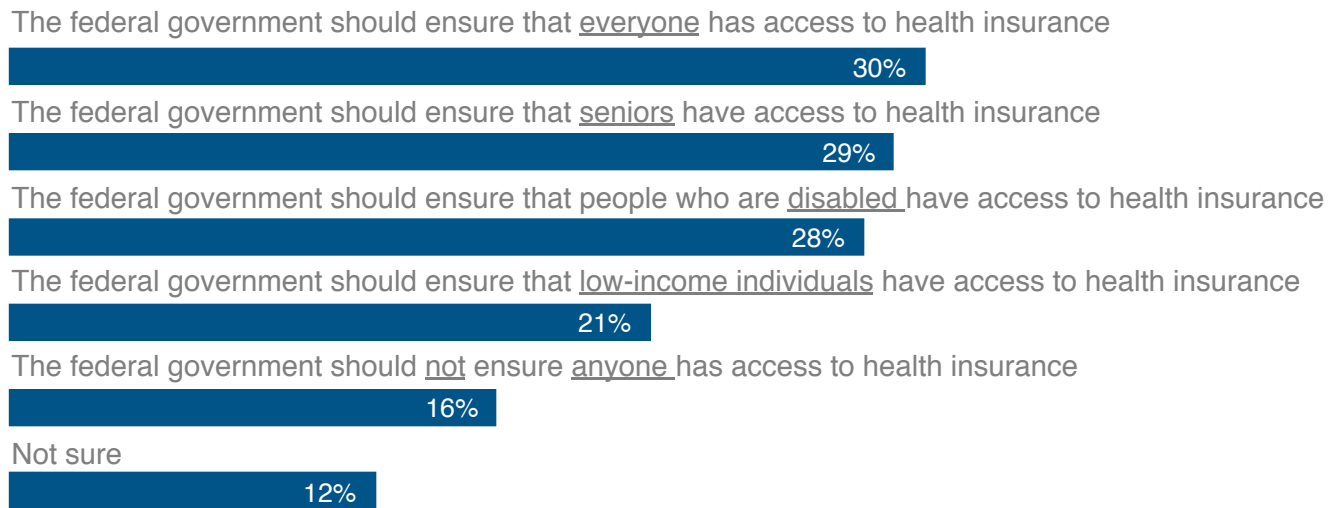
A MAJORITY WANTS TO SEE AFFORDABLE CARE ACT REPEALED

As you may know, the Affordable Care Act – also known as “Obamacare” – was signed into law in 2010. Based on what you know about the law, would you like to see President-elect Trump and Congress expand the law, keep the law as it is, scale back the law, or repeal the law entirely?



DIVERSE VIEWS ON WHO SHOULD BE ENSURED ACCESS TO HEALTH INSURANCE BY THE GOVERNMENT

As you may know, there is debate in Congress about what role the federal government should play when it comes to ensuring access to health insurance for people who are not enrolled in a private or employee-sponsored plan. In your opinion, who should the federal government ensure access for? Please select all that apply.

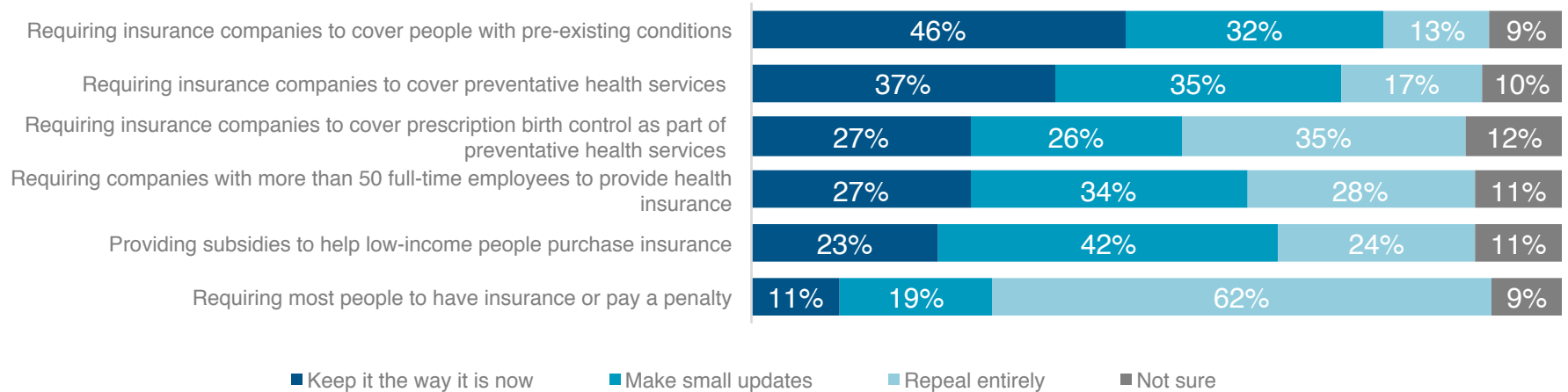




MOST WANT TO KEEP ACA LAWS THAT REQUIRE INSURANCE COMPANIES TO COVER PRE-EXISTING CONDITIONS

Most also support repealing the individual mandate.

There has been a lot of debate about whether and how to change the healthcare reform bill passed by President Obama. The bill has a number of different parts, any of which could be changed or repealed. For each part of the bill listed below, please indicate whether you would want to keep that part of the bill the way it is now, make small updates to that part of the bill, or repeal that part of the bill entirely.



TRUMP VOTERS ARE DIVIDED ON MEDICARE REFORM/PRIVATIZATION

Which of the following comes closest to your own view, even if neither is exactly right?



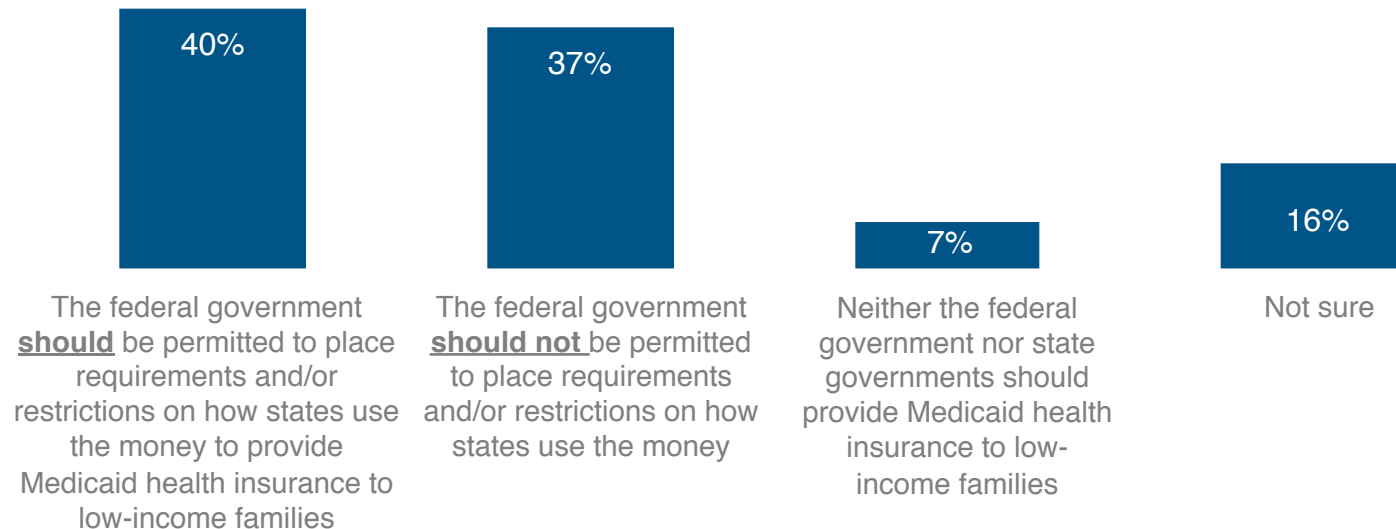
Medicare should continue as it is today, with the government providing health insurance and guaranteeing the same set of benefits to everyone enrolled in the program

Medicare should be changed to a system in which people choose their insurance from a list of private health plans that may offer benefits at different premium amounts, and the government pays a fixed amount, sometimes called a voucher, towards the cost

Not sure

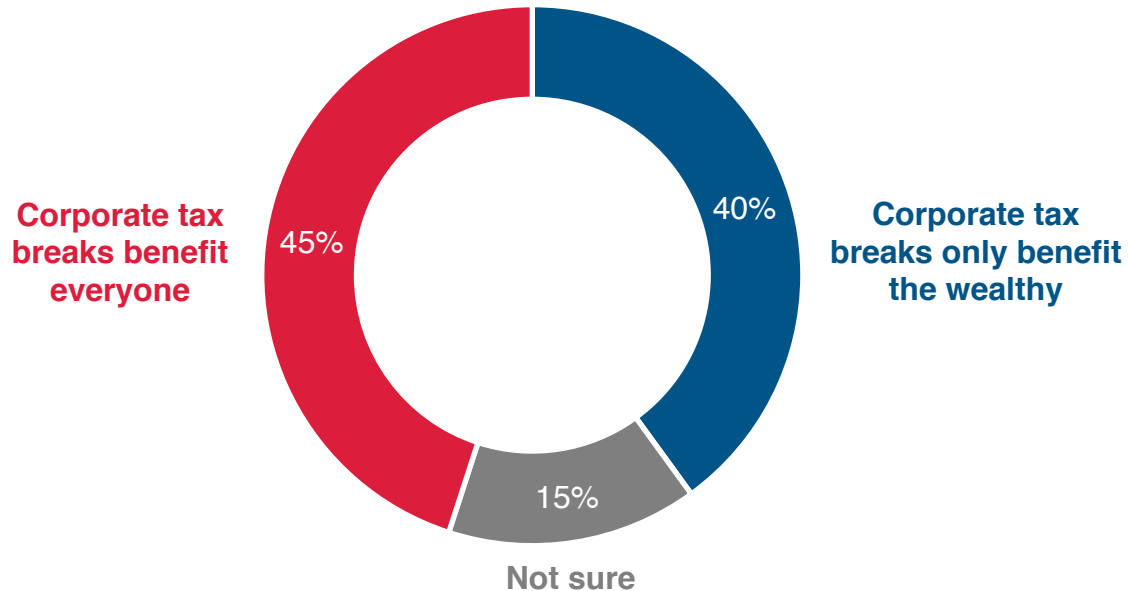
DIVISIONS ON WHETHER THE FEDERAL GOVERNMENT SHOULD BE PERMITTED TO RESTRICT HOW STATES SPEND MEDICAID FUNDS

As you may know, many low-income families receive healthcare insurance through a government program called Medicaid. Medicaid programs are run by individual states using funds from their state budgets, with the federal government contributing the remaining funding. Which of the following comes closest to your own view, even if none are exactly right?



TRUMP VOTERS HAVE MIXED VIEWS ON THE BENEFITS OF CORPORATE TAX BREAKS; PLURALITY SAYS THEY BENEFIT EVERYONE

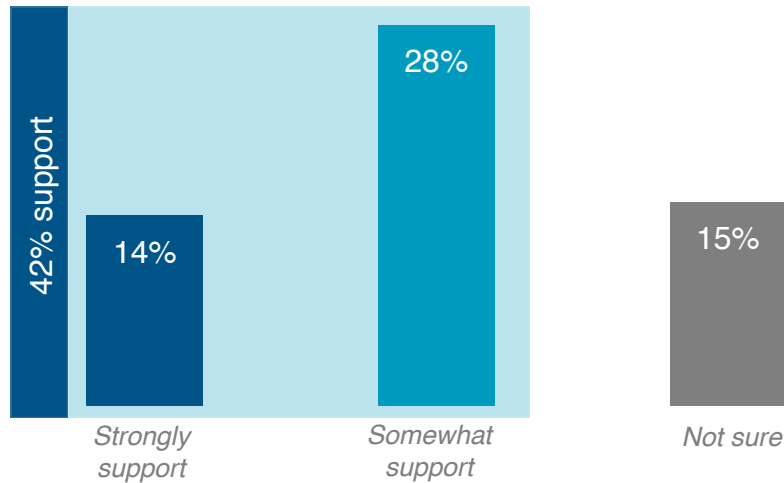
Which of the following statements comes closer to your own view, even if neither is exactly right?



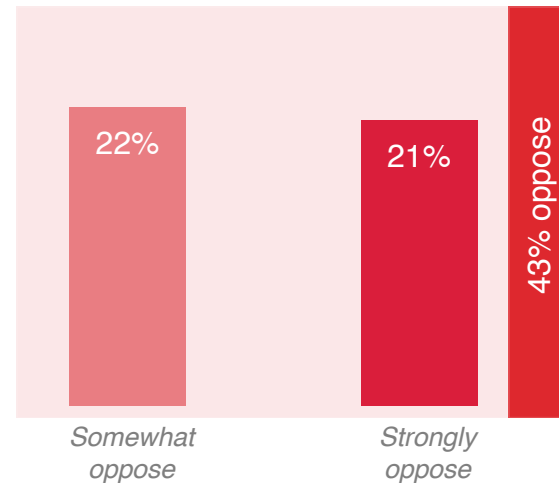
DIVIDED ON REDUCING TAXES ON CORPORATIONS BUT KEEPING INDIVIDUAL TAX RATES THE SAME

Would you support or oppose a tax proposal that significantly reduces taxes on corporations, but does not change individual tax rates currently in place?

Support reduction in corporate taxes, but no change in individual taxes:



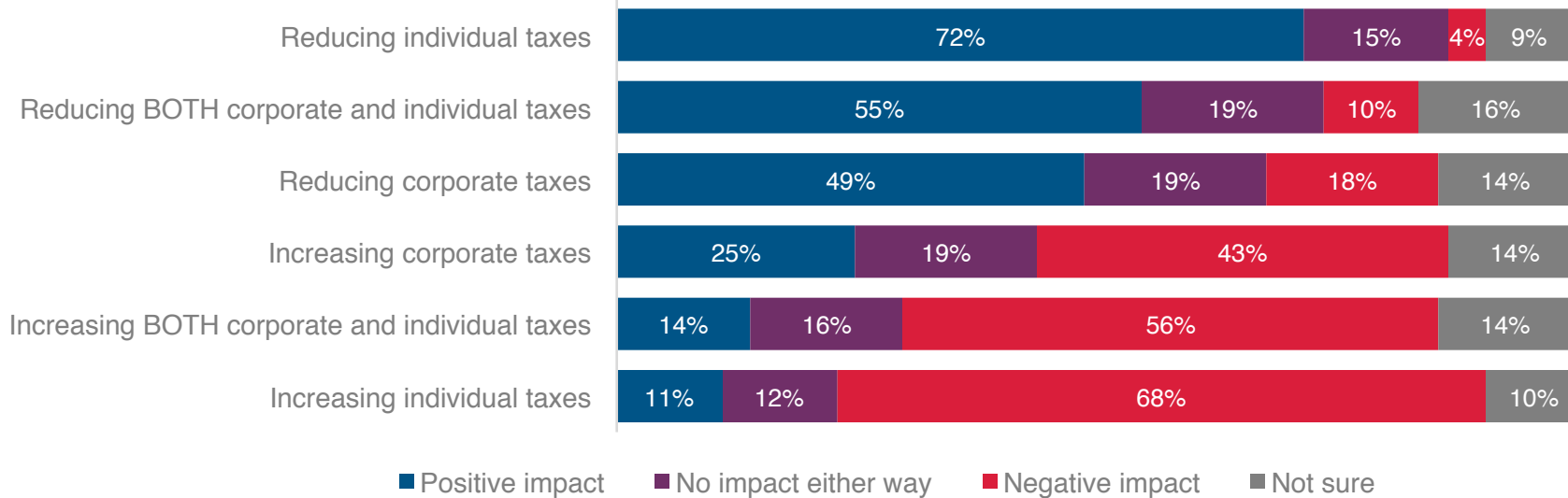
Oppose reduction in corporate taxes, but no change in individual taxes:





TRUMP VOTERS THINK TAX REDUCTIONS – ESPECIALLY INDIVIDUAL TAXES – WOULD HAVE A POSITIVE IMPACT ON THE ECONOMY

For each of the following, do you think it would have a positive impact, no impact either way, or a negative impact on the economy?



TRUMP VOTERS ARE SPLIT ON WHETHER FOREIGN TRADE IS AN OPPORTUNITY OR A THREAT TO THE U.S.

How would you describe your own views of foreign trade. Would you say foreign trade is...





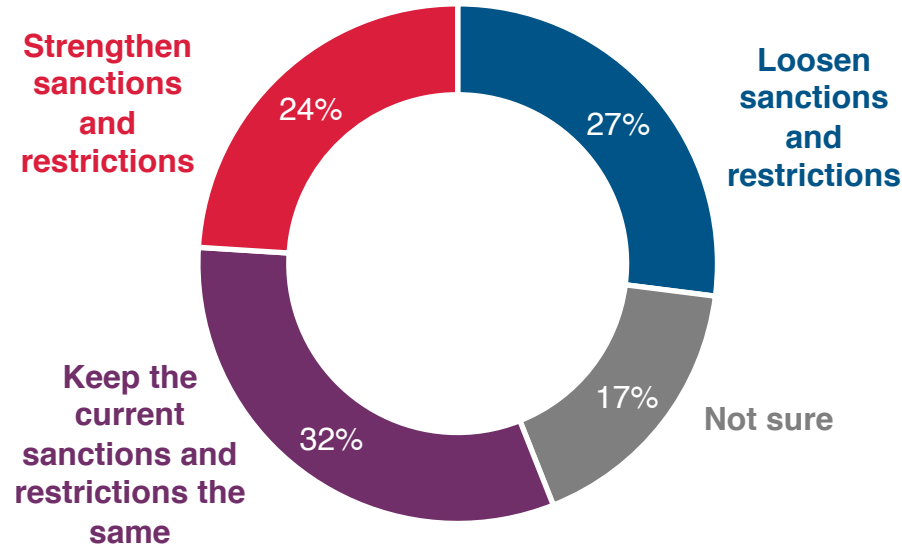
MAJORITY OF TRUMP VOTERS THINK U.S. SHOULD WITHDRAW FROM NAFTA

As you may know, NAFTA (the North America Free Trade Agreement) is a free trade agreement between the U.S., Canada, and Mexico that removes taxes on imported and exported goods between each country. Do you think the U.S. should stay in NAFTA or withdraw from NAFTA?



TRUMP VOTERS ARE DIVIDED ON DIPLOMACY WITH CUBA

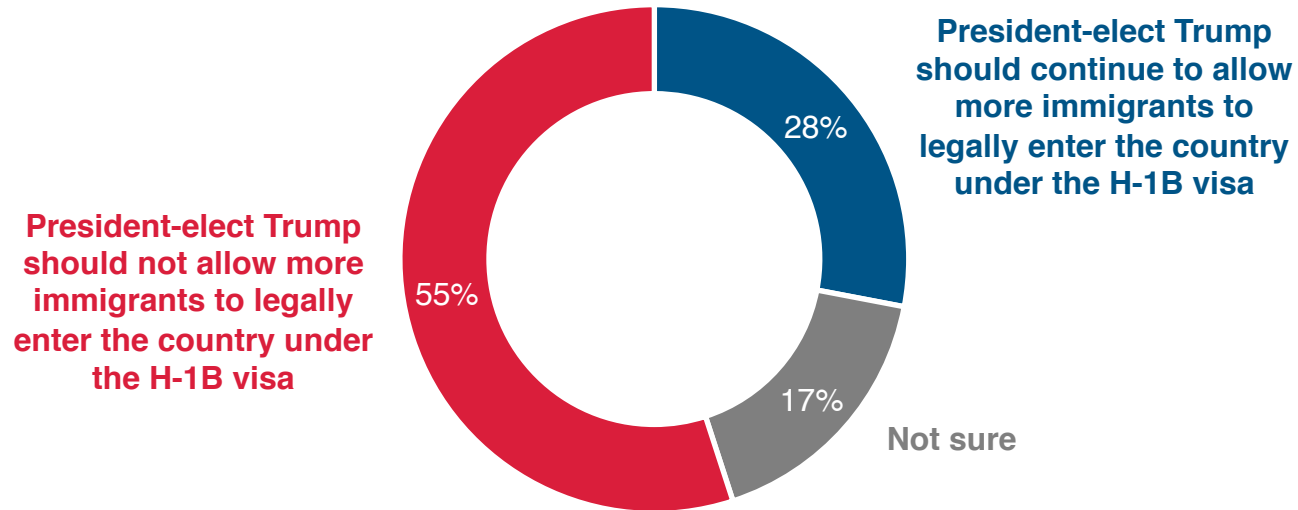
As you may know, President Obama called for a return to full diplomatic relations between the U.S. and Cuba. To begin warming relations between the two countries, Obama recently loosened U.S. sanctions on Cuba that began in the 1950s. Do you think President-elect Trump should continue to loosen sanctions and restrictions, keep the current sanctions and restrictions the same, or strengthen the current sanctions and restrictions on Cuba in areas such as trade, investment, and travel?





MAJORITY OF TRUMP VOTERS OPPOSE CONTINUED IMMIGRATION UNDER H-1B VISAS

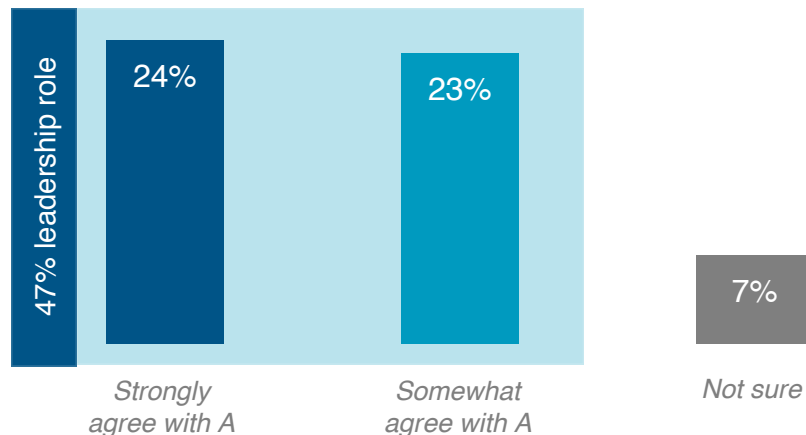
As you may know, H-1B is a visa that allows U.S. companies to hire graduate-level workers from other countries who have specialty skills and expertise in areas such as engineering and computer science. Which of the following positions comes closest to your own view?



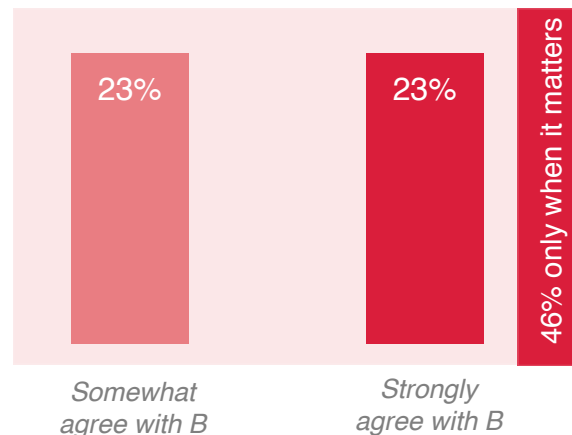
TRUMP VOTERS DIVIDED ON U.S. GLOBAL LEADERSHIP AND INVOLVEMENT ABROAD

Which of the following statements about U.S. involvement in other countries comes closest to your own view, even if neither is exactly right?

STATEMENT A: The United States should take a leadership role in promoting peace and stability around the world.

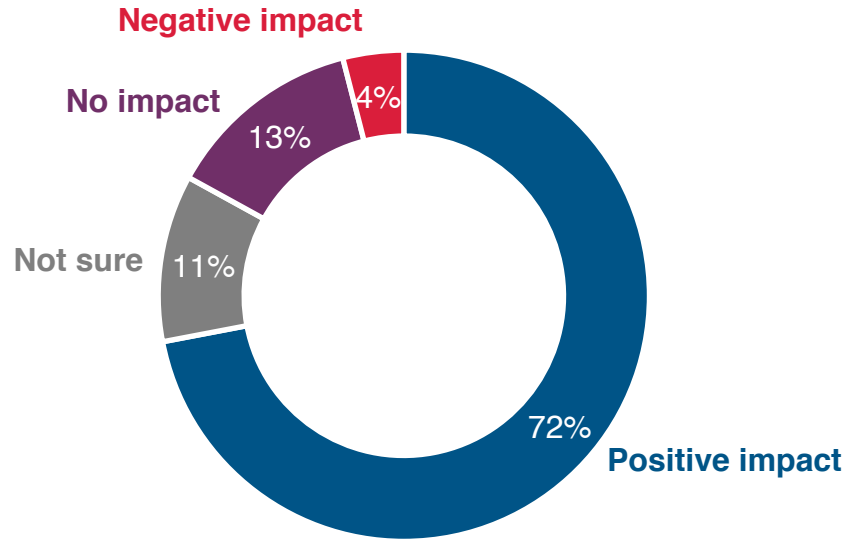


STATEMENT B: The United States should only get involved in matters that directly impact our country.



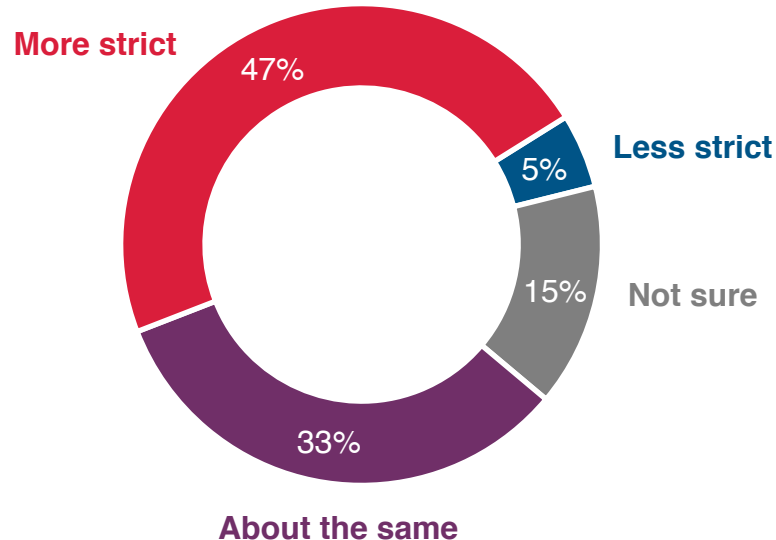
SOLID MAJORITY THINK TRUMP WILL HAVE A POSITIVE IMPACT ON U.S. ABILITY TO DO BUSINESS GLOBALLY

Do you think President-elect Trump will have a positive impact on the United States' ability to do business globally, he will have no impact either way, or he will have a negative impact?



MOST TRUMP VOTERS THINK WE NEED STRICTER REVIEW OF FOREIGN INVESTMENT PROPOSALS

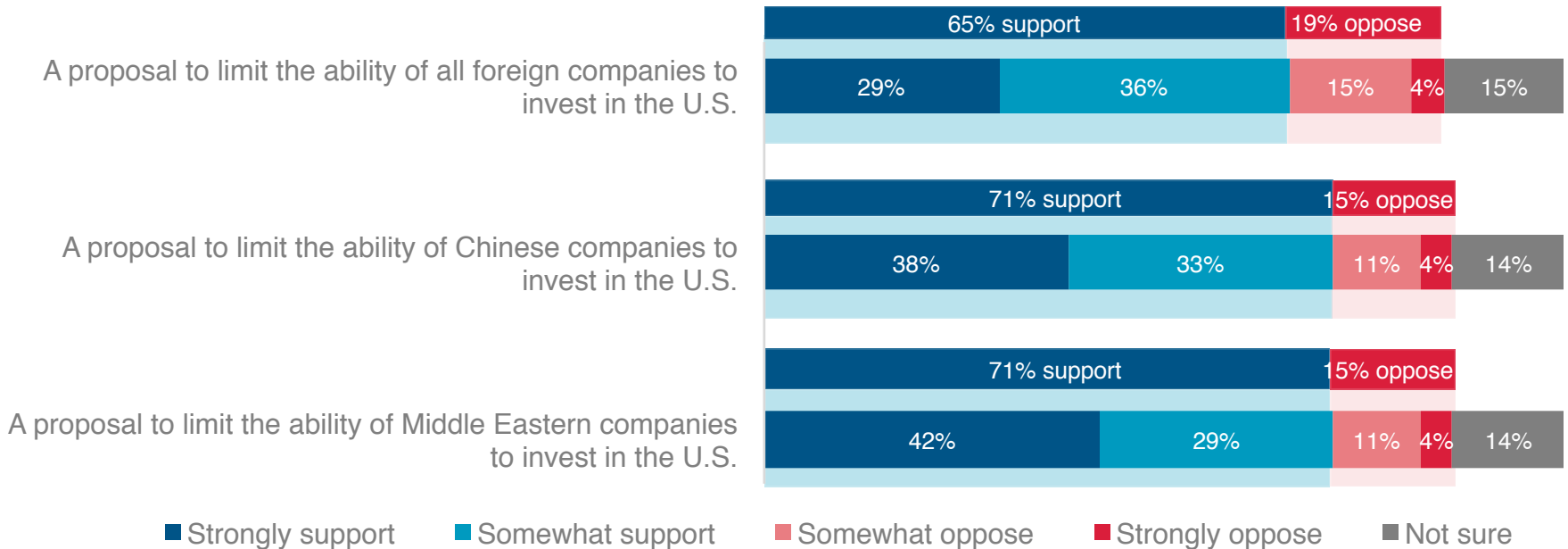
Currently, there are laws in place to limit foreign companies from investing in U.S. companies that provide infrastructure, telecommunications, or other services that may be related to national security. Do you think the U.S. should be more strict, about the same, or less strict in its review of foreign proposals for investment in U.S. companies that provide infrastructure, telecommunications, or may be related to national security?





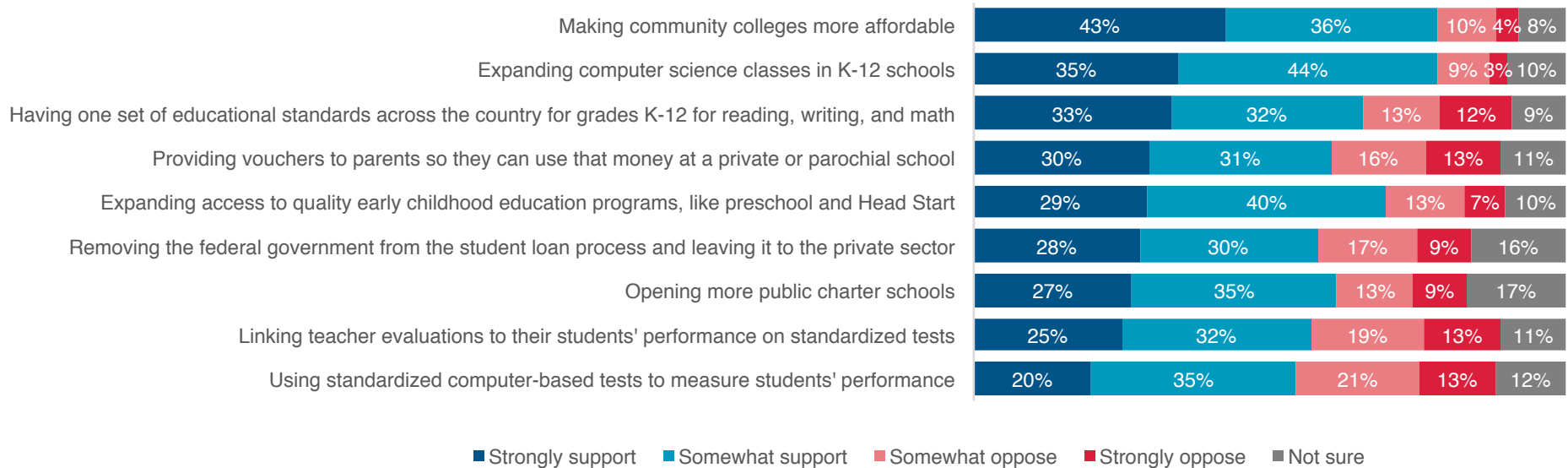
MOST SUPPORT LIMITING FOREIGN INVESTMENT

Below is a list of different proposals you may have read, seen or heard about recently to limit foreign investment in U.S. companies. For each, please indicate if you support or oppose the proposal.



MAJORITY SUPPORT FOR EDUCATION POLICIES, ESPECIALLY COMMUNITY COLLEGE AFFORDABILITY

Below is a list of education policies you may have heard about recently. For each, please indicate if you support or oppose the policy.

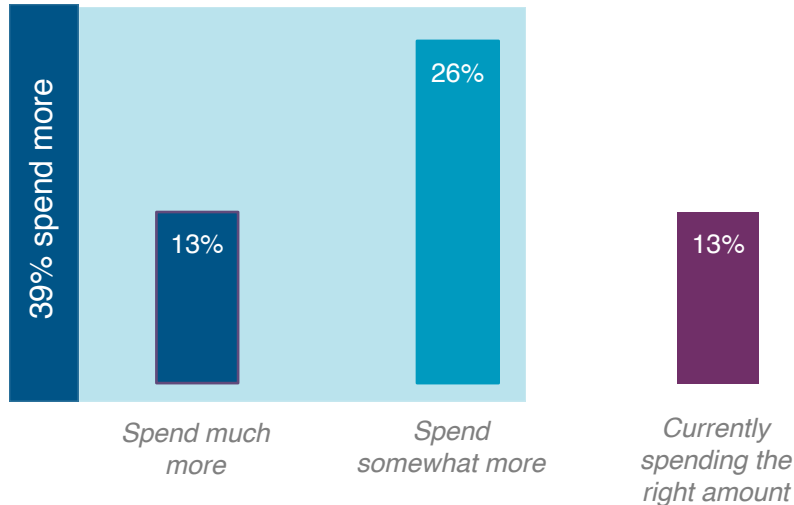




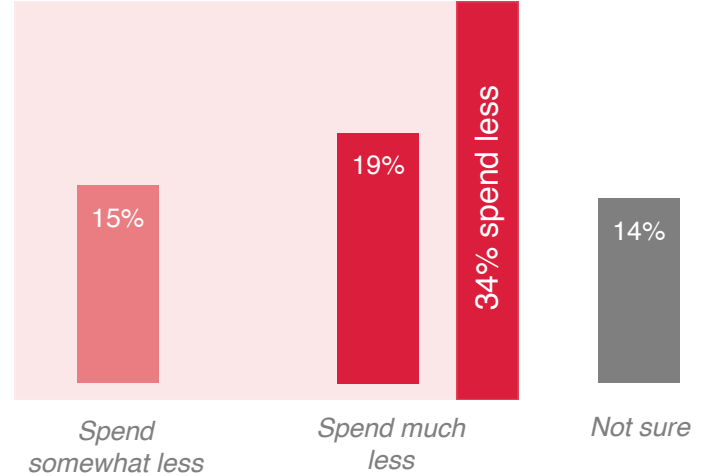
DIVIDED VIEWS ON WHETHER TO SPEND MORE OR LESS TO MAKE SURE MORE PEOPLE CAN OBTAIN A 4 YEAR OR TECH/VOCATIONAL DEGREE

Do you think the federal government should spend more or less money to make sure more people can obtain a 4-year degree, attend community college, or obtain a technical or vocational degree, or is the federal government currently spending the right amount?

Spend more on higher education:



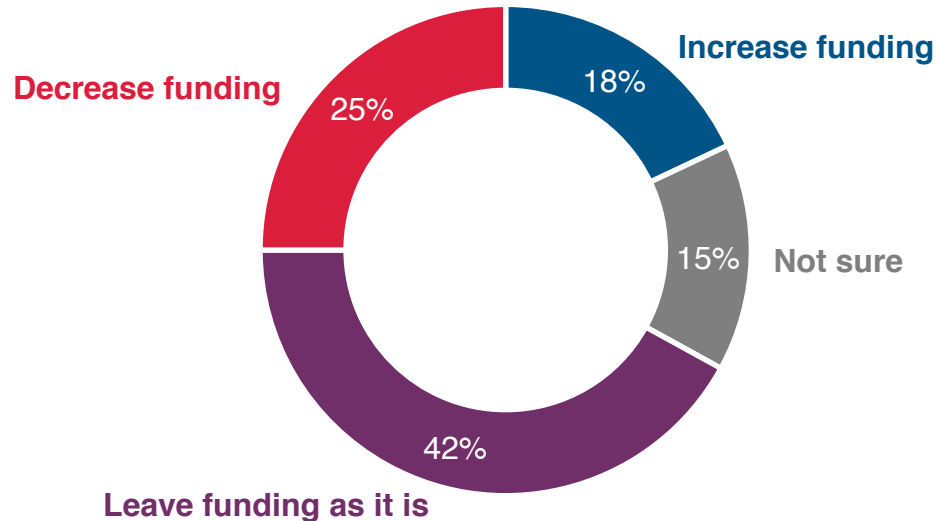
Spend less on higher education:





MOST THINK WE SHOULD LEAVE TITLE IX FUNDING AS-IS

Recently, the Obama Administration strengthened enforcement of Title IX, the federal law that governs gender equity in education, specifically to better address campus sexual assault complaints. Do you think President-elect Trump should increase funding for this program, leave funding as it is, or decrease funding?



CAMPAIGN COMMENTS: ISSUES RELATED TO NATIONAL SECURITY, FINANCES/ECONOMY, HEALTHCARE, IMMIGRATION ARE MOST IMPORTANT

Below are some issues President-elect Trump talked about on the campaign trail. For each issue, please indicate how important you think it is.

Campaign comments (ranked by very important)	Very Important	Campaign comments (ranked by very important)	Very Important
Combatting the threat of ISIS and other terrorist organizations in the U.S.	72%	Renegotiating trade agreements like NAFTA and the Trans-Pacific Partnership	44%
Reducing the national deficit	67%	Ensuring public colleges and universities use their endowments to lower tuition costs, and hold them accountable if they don't by ending their tax-exempt status	43%
Balancing the federal budget	65%	Increasing government spending on infrastructure projects like roads, bridges and airports	42%
Repealing and replacing Obamacare	60%	Encouraging more choices in public K-12 education, such as charter schools or providing vouchers for private school education	38%
Lowering taxes on individuals	59%	Banning Muslims from entering the U.S.	35%
Preventing U.S. companies from shipping jobs to other countries	56%	Reducing regulations on businesses	34%
Deporting people who are in the U.S. illegally	56%	Ensuring 6 weeks of paid maternity leave for working mothers	33%
Lowering prescription drug prices	55%	Lowering taxes on corporations	31%
Renegotiating the agreement with Iran about its nuclear program	52%	Reducing environmental regulations	31%
Securing the border with Mexico by building a wall	49%	Overturning Roe v. Wade, the Supreme Court case legalizing abortion	31%

CAMPAIGN COMMENTS: OBAMACARE, ISIS, ECONOMIC/FINANCIAL, AND IMMIGRATION ISSUES VIEWED AS TOP PRIORITIES

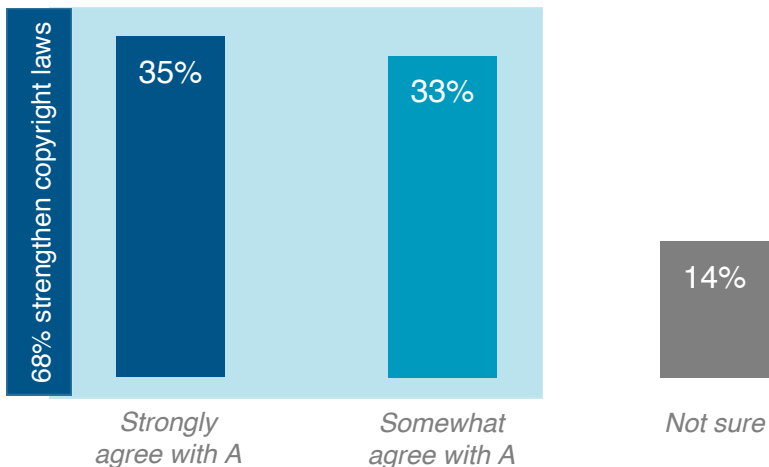
And, looking at the same list of issues, which do you think should be a top priority for President-elect Trump to address while he is in office?

Campaign comments (ranked by % who selected issue as a “top priority”)	Top Priority	Campaign comments (ranked by % who selected issue as a “top priority”)	Top Priority
Repealing and replacing Obamacare	40%	Banning Muslims from entering the U.S.	17%
Combatting the threat of ISIS and other terrorist organizations in the U.S.	37%	Overturning Roe v. Wade, the Supreme Court case legalizing abortion	12%
Lowering taxes on individuals	35%	Encouraging more choices in public K-12 education, such as charter schools or providing vouchers for private school education	12%
Deporting people who are in the U.S. illegally	31%	Lowering taxes on corporations	12%
Reducing the national deficit	31%	Renegotiating trade agreements like NAFTA and the Trans-Pacific Partnership	11%
Balancing the federal budget	28%	Renegotiating the agreement with Iran about its nuclear program	11%
Securing the border with Mexico by building a wall	24%	Reducing regulations on businesses	10%
Preventing U.S. companies from shipping jobs to other countries	23%	Ensuring 6 weeks of paid maternity leave for working mothers	10%
Lowering prescription drug prices	20%	Ensuring public colleges and universities use their endowments to lower tuition costs, and hold them accountable if they don't by ending their tax-exempt status	10%
Increasing government spending on infrastructure projects like roads, bridges and airports	18%	Reducing environmental regulations	7%

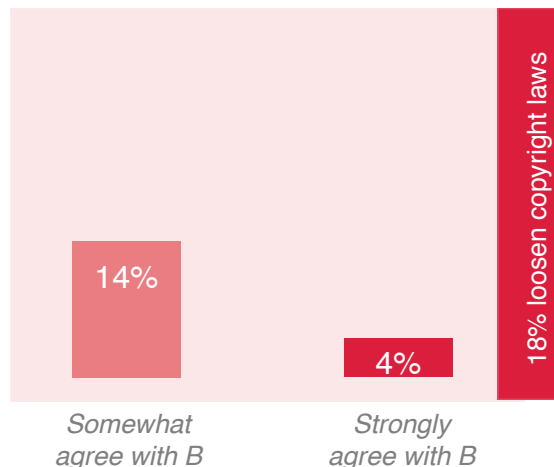
A MAJORITY SUPPORTS STRENGTHENING COPYRIGHT PROTECTIONS

As you may know, copyright law gives the owner or creator of content such as a song, book, movie or television show exclusive rights over that piece of content. Which of the following comes closest to your own view, even if neither is exactly right?

STATEMENT A: The federal government should strengthen copyright protections for companies and artists to protect their original ideas and ensure they get fairly compensated for their work.



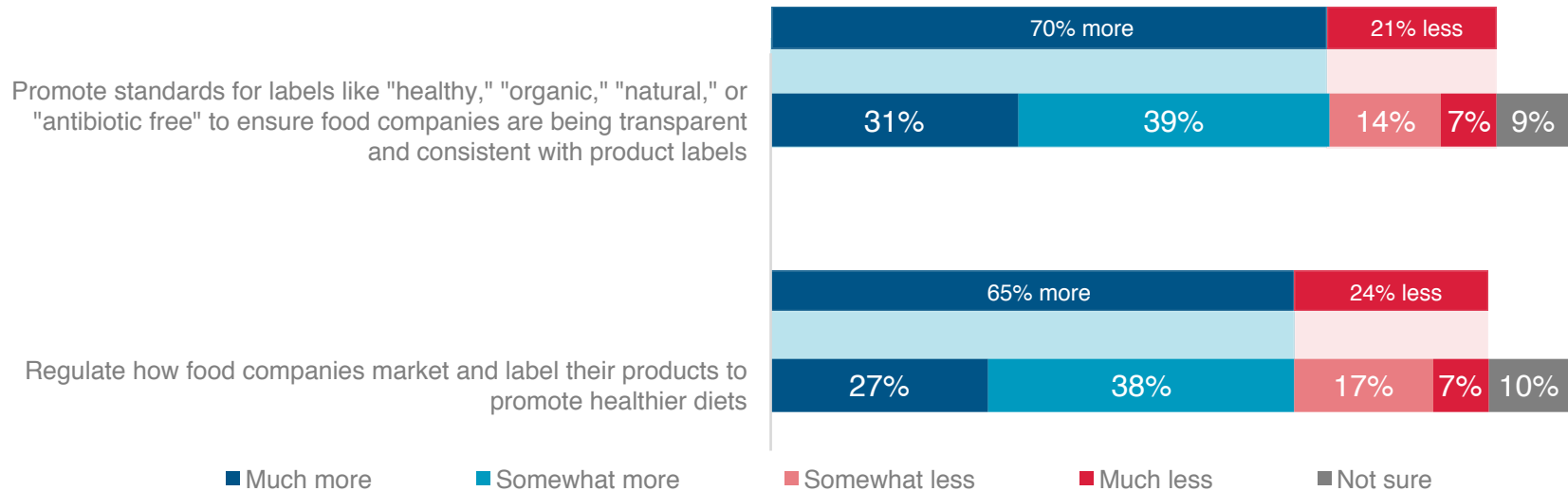
STATEMENT B: The federal government should loosen copyright protections for companies and artists so consumers have greater accessibility to digital music, movies, and books.





MOST SUPPORT REGULATING FOOD LABELS

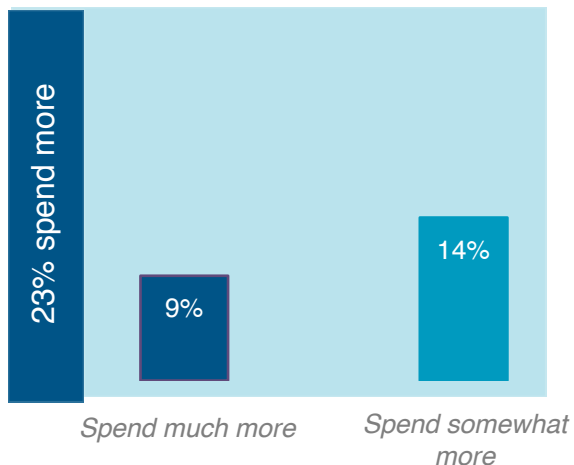
Below are different actions the government could take related to food labeling. For each, please indicate if you think the government should be doing more or less than what it is currently doing.



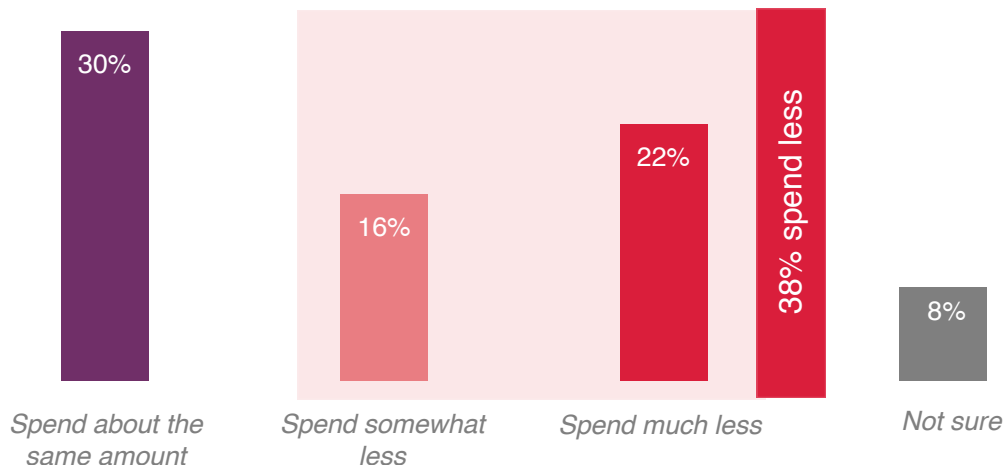
DIVIDED VIEWS ON HOW MUCH MONEY THE FEDERAL GOVERNMENT SHOULD SPEND ON PUBLIC MEDIA

Do you think the federal government should spend more money, about the same amount, or less money on public media, such as the PBS television network and the NPR radio network?

Spend more on public media:



Spend less on public media:



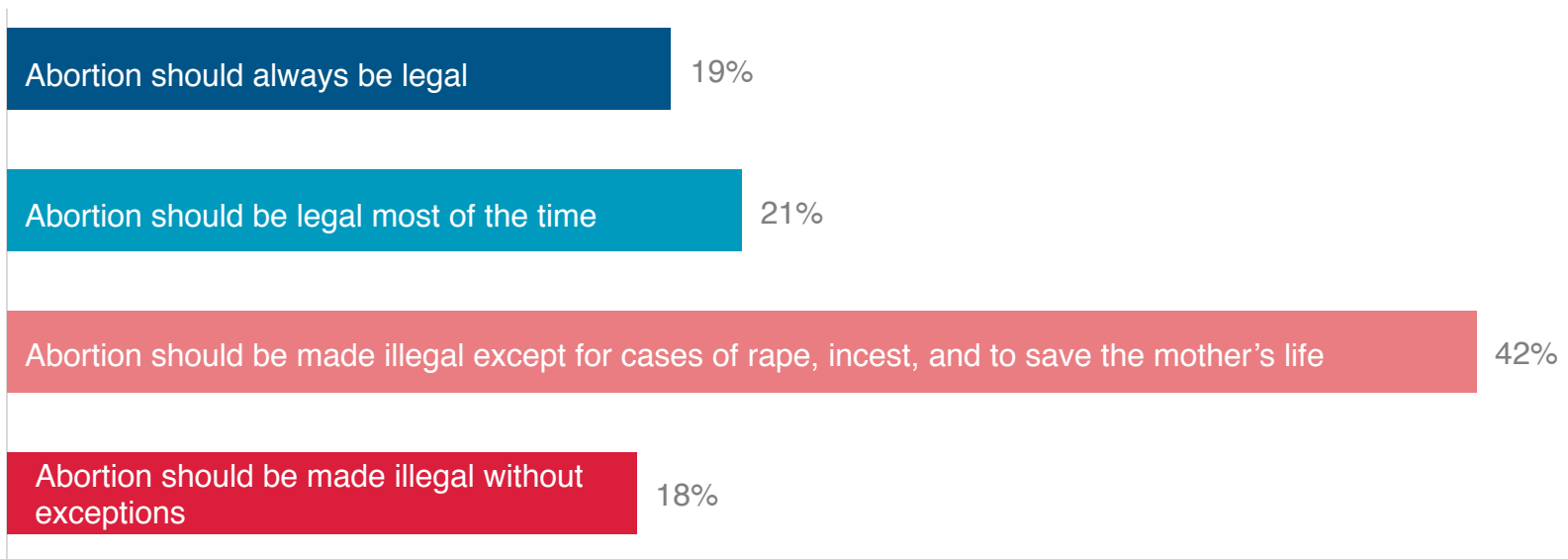
HALF BELIEVE COURTS SHOULD MAKE IT EASIER TO SUE NEWS MEDIA

As you may know, there has been discussion recently about whether or not the courts should make it easier for public figures to sue and to win lawsuits against the news media for unfavorable or false coverage. Which of the following statements comes closest to your own view on this issue?



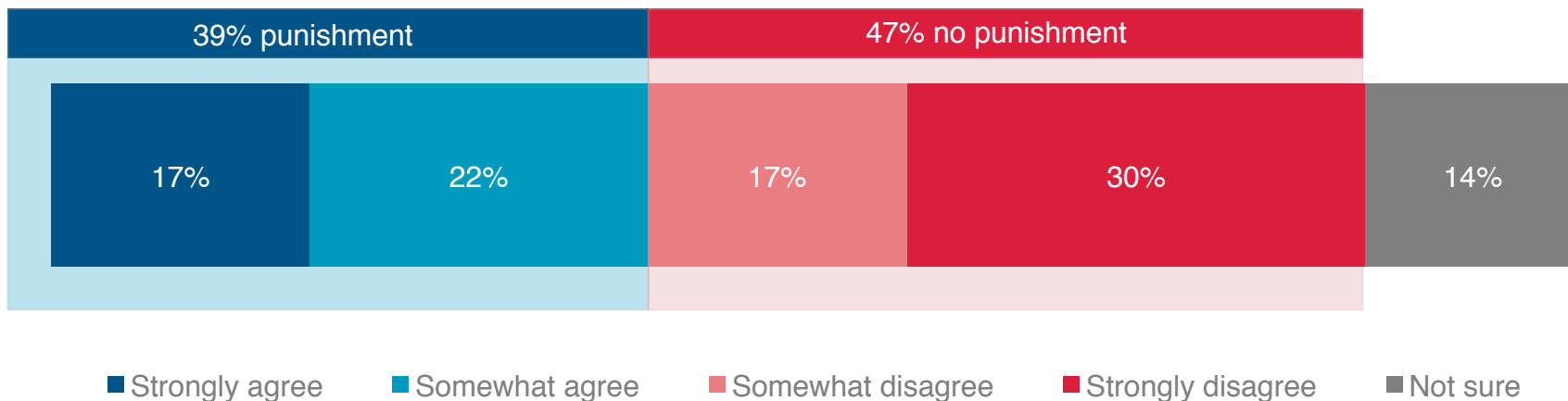
SIX-IN-TEN THINK ABORTION SHOULD BE ILLEGAL, BUT MOST SUPPORT EXCEPTIONS

Which comes closest to your own view on abortion?



MOST DON'T THINK WOMEN WHO SEEK AN ABORTION SHOULD BE PUNISHED IF THE PROCEDURE IS BANNED IN THE U.S.

During the campaign, President-elect Trump said that women who seek abortions should be subject to “some form of punishment” if the procedure is banned in the United States. Do you agree or disagree that a woman seeking an abortion should be subject to some form of punishment?



GPG RESEARCH

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For more information about this research or to find out more about GPG's research capabilities, please contact Katie Cissel Greenway (katie@gpg.com).

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