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BEFORE THE FEDERAL ELECTION COMMISSION

COMMON CAUSE

805 Fifteenth Street, NW, Suite 800

Washington, DC 20005

(202) 833-1200

PAUL S. RYAN

805 Fifteenth Street, NW, Suite 800

Washington, DC 20005

(202) 833-1200

v.

MUR No. 7340

PRESIDENT DONALD J. TRUMP

The White House

1600 Pennsylvania Avenue NW

Washington, DC 20500

DONALD J. TRUMP FOR PRESIDENT, INC.

725 Fifth Avenue

New York, NY 10022

VICE PRESIDENT MICHAEL R. PENCE

The White House

1600 Pennsylvania Avenue NW

Washington, DC 20500

GREAT AMERICA COMMITTEE

PO Box 28022

Washington, DC 20038

REPUBLICAN NATIONAL COMMITTEE

310 First Street SE

Washington, DC 20003

AMERICA FIRST ACTION, INC.

1400 Crystal Drive, Suite 850

OFFICE OF
GENERAL COUNSEL

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Arlington, VA 22202

AMERICA FIRST POLICIES
1400 Crystal Drive, Suite 850
Arlington, VA 22202

BRADLEY J. PARSCALE
2637 E. Atlantic Boulevard, #42471
Pompano Beach, FL 33062

MARTY OBST
c/o Mo Strategies
PO Box 4
Westfield, IN 46074

COMPLAINT

1. This complaint is filed pursuant to 52 U.S.C. § 30109(a)(1) and is based on information providing reason to believe that President Donald J. Trump, Donald J. Trump for President, Inc. (FEC I.D.#C00580100), Vice President Michael R. Pence, Great America Committee (FEC I.D.#C00640664), the Republican National Committee (FEC I.D.#C00003418), America First Action, Inc. (FEC I.D.#C00637512), America First Policies (FEC I.D.#C90017302), Bradley J. Parscale and Marty Obst violated the “soft money” restrictions, contribution limits and restrictions, and disclosure requirements of the Federal Election Campaign Act (FECA), 52 U.S.C. § 30101, *et seq.* and Commission regulations.
2. Specifically, based on publicly available data and published reports, complainants have reason to believe that:
 - i. America First Policies and America First Action, Inc. were established by and are acting on behalf of President Donald J. Trump and Donald J. Trump for President, Inc. and

have solicited, received, and spent funds not subject to the limitations, prohibitions, and reporting requirements of FECA (*i.e.*, “soft money”) in connection with an election for Federal office in violation of 52 U.S.C. §§ 30125(e) (“soft money” prohibition), 30104 (reporting requirements), 30116 (contribution amount limits) and 30118 (corporate contribution prohibition);

ii. President Donald J. Trump, Donald J. Trump for President, Inc. and an agent acting on behalf of President Donald J. Trump and Donald J. Trump for President, Inc., Bradley J. Parscale, have solicited, received, directed, transferred, or spent funds not subject to the limitations, prohibitions, and reporting requirements of FECA (*i.e.*, “soft money”) in connection with an election for Federal office in violation of 52 U.S.C. §§ 30125(e) (“soft money” prohibition), 30104 (reporting requirements), 30116 (contribution amount limits) and 30118 (corporate contribution prohibition);

iii. Vice President Michael R. Pence, Great America Committee and an agent acting on behalf of Vice President Michael R. Pence and Great America Committee, Marty Obst, have solicited, received, directed, transferred, or spent funds not subject to the limitations, prohibitions, and reporting requirements of FECA (*i.e.*, “soft money”) in connection with an election for Federal office in violation of 52 U.S.C. §§ 30125(e) (“soft money” prohibition), 30104 (reporting requirements), 30116 (contribution amount limits) and 30118 (corporate contribution prohibition);

iv. The Republican National Committee and an agent acting on behalf of the Republican National Committee, Bradley J. Parscale, have solicited, received, directed, transferred,

or spent funds not subject to the limitations, prohibitions, and reporting requirements of FECA (*i.e.*, “soft money”) in violation of 52 U.S.C. §§ 30125(a) (“soft money” prohibition), 30104 (reporting requirements), 30116 (contribution amount limits) and 30118 (corporate contribution prohibition); and

v. America First Policies has made and Donald J. Trump for President, Inc. has received unreported contributions, in the form of coordinated expenditures, in violation of 52 U.S.C. §§ 30104(b) (reporting requirements) and 30118 (corporate contribution prohibition).

3. “If the Commission, upon receiving a complaint . . . has reason to believe that a person has committed, or is about to commit, a violation of [the FECA] . . . [t]he Commission ***shall*** make an investigation of such alleged violation” 52 U.S.C. § 30109(a)(2) (emphasis added); see also 11 C.F.R. § 111.4(a).

4. “A ‘reason to believe’ finding followed by an investigation would be appropriate when a complaint credibly alleges that a significant violation may have occurred, but further investigation is required to determine whether a violation in fact occurred and, if so, its exact scope.” FEC, Statement of Policy Regarding Commission Action in Matters at the Initial Stage in the Enforcement Process, 72 Fed. Reg. 12545 (March 16, 2007).

FACTS

5. President Donald J. Trump is a federal officeholder and candidate for reelection to the office of President in the 2020 election.¹
6. Donald J. Trump for President, Inc. is the principal campaign committee of candidate Donald J. Trump in the 2020 presidential election.²
7. Vice President Michael R. Pence is a federal officeholder.
8. Great America Committee is a leadership PAC established by Vice President Michael R. Pence.³
9. The Republican National Committee is a national party committee of the Republican Party.⁴
10. America First Action, Inc. is an independent expenditure-only political committee originally registered with the FEC on April 12, 2017.⁵
11. America First Policies is reportedly a nonprofit corporation claiming federal tax-exempt status under section 501(c)(4) of the Internal Revenue Code.⁶

¹ Donald J. Trump, FEC Form 99 Miscellaneous Text, filed January 20, 2017 (“[B]ecause I have reached the legal threshold for filing FEC Form 2, please accept this letter as my Form 2 for the 2020 election in order to ensure compliance with the Federal Election Campaign Act.”), available at <http://docquery.fec.gov/pdf/569/201701209041436569/201701209041436569.pdf>.

² Donald J. Trump for President, Inc., FEC Form 1 Statement of Organization, amended January 20, 2017, available at <http://docquery.fec.gov/pdf/839/201701209041435839/201701209041435839.pdf>.

³ Great America Committee, Statement of Organization, May 17, 2017, available at <http://docquery.fec.gov/pdf/592/201705179053899592/201705179053899592.pdf>.

⁴ Republican National Committee, FEC Form 1 Statement of Organization, amended December 19, 2017, available at <http://docquery.fec.gov/pdf/323/201712199089257323/201712199089257323.pdf>.

⁵ America First Action, Inc., FEC Form 1 Statement of Organization, filed April 12, 2017, (“This committee intends to make independent expenditures, and consistent with the U.S. Court of Appeals for the District of Columbia Circuit decision in *SpeechNow v. FEC*, it therefore intends to raise funds in unlimited amounts. This committee will not use those funds to make contributions, whether direct, in-kind, or via coordinated communications, to federal candidates or committees (other than independent expenditure committees).”), available at <http://docquery.fec.gov/pdf/743/201704129052084743/201704129052084743.pdf>.

⁶ See, e.g., Kenneth P. Vogel and Rachel Shorey, “Trump Groups Raised Millions, Then Paid It Out to Loyalists and a Trump Hotel,” January 24, 2018 (noting that America First Policies is registered under section 501(c)(4) of the

12. Brad Parscale was digital and data director of the 2016 Trump campaign, founder of America First Policies,⁷ and presently serving as Campaign Manager for President Trump's 2020 reelection campaign.⁸

13. Marty Obst was a campaign advisor to the 2016 Trump campaign, a founder of America First Policies who spearheaded fundraising for the organization in 2017, while serving as a top aide to Vice President Michael R. Pence and being paid as a political consultant by America First Action, Inc.⁹

14. On December 5, 2016, the *Washington Post* reported the pending formation of a nonprofit "surround-sound super structure" to bolster the new [Trump] administration's political and policy goals.¹⁰ According to the *Washington Post*, Senior Trump campaign adviser Kellyanne Conway explained that "it will be important for the organization to be run by someone 'close to

tax code), available at <https://www.nytimes.com/2018/01/24/us/politics/pro-trump-fundraising-trump-hotel.html>.

⁷ See Julie Bykowicz and Julie Pace, "Top Trump aide forming group to back White House agenda," AP News, December 16, 2016, available at <https://apnews.com/0e35b955c9c94c7bbdb7f4c0e370db2e/top-trump-aide-forming-group-back-white-house-agenda>.

⁸ See "President Trump Announces 2020 Campaign Manager," Donald J. Trump for President, Inc., February 27, 2018, available at <http://www.donaldjtrump.com/media/president-trump-announces-2020-campaign-manager>.

⁹ See Julie Bykowicz, "Trump advisers start 'America First Policies' nonprofit," AP NEWS, January 30, 2017, available at <https://apnews.com/77133d470c634a458b3198063af4a14b>; see also Shane Goldmacher, "Trump's political group plagued by power struggle," POLITICO, March 13, 2017, available at <https://www.politico.com/story/2017/03/trump-agenda-america-first-235983>.

¹⁰ Matea Gold and Ed O'Keefe, "New pro-Trump group takes form, with Kellyanne Conway possibly at the helm," WASHINGTON POST, December 5, 2016, available at https://www.washingtonpost.com/news/post-politics/wp/2016/12/05/new-pro-trump-group-takes-form-with-kellyanne-conway-possibly-at-the-helm/?utm_term=.60d708c76224.

the president' who understands Trump's priorities," and that she was "still deciding whether to join Trump at the White House or run the [new] organization."¹¹

15. *POLITICO* reported on the founding of America First Priorities, describing a meeting at Trump Tower and the fact that Jared Kushner had given Parscale his blessing to lead the organization:

Even before its launch, the nonprofit was riven with tensions as Parscale aggressively sought to lead the group, confronting Rebekah Mercer at a meeting in Trump Tower in December about who would be in charge. *With the blessing of Jared Kushner*, Trump's influential son-in-law, Parscale had taken charge of the still-unformed group by January.¹²

16. On December 16, 2016, the *Associated Press* reported that Brad Parscale was "moving forward with plans to form a nonprofit group that will support the Republican's agenda in the White House" and that the group was "being formed with the backing of Trump and his family."¹³

17. On January 30, 2017, the *Associated Press* reported that "[s]ix of President Donald Trump's top campaign aides have banded together to start a nonprofit called 'America First Policies' to back the White House agenda."¹⁴ The six Trump campaign aides listed as founders of America First Policies are the 2016 Trump campaign's digital and data director Brad Parscale, deputy campaign manager Rick Gates, deputy campaign manager David Bossie, campaign advisers Nick Ayers and Marty Obst, and senior advisor on the campaign communications team Katrina

¹¹ *Id.*

¹² Shane Goldmacher, "Trump's political group plagued by power struggle," *POLITICO*, March 13, 2017, available at <https://www.politico.com/story/2017/03/trump-agenda-america-first-235983>.

¹³ Julie Bykowicz and Julie Pace, "Top Trump aide forming group to back White House agenda," AP News, December 16, 2016, available at <https://apnews.com/0e35b955c9c94c7bbdb7f4c0e370db2e/top-trump-aide-forming-group-back-white-house-agenda>.

¹⁴ Julie Bykowicz, "Trump advisers start 'America First Policies' nonprofit," AP News, January 30, 2017, available at <https://apnews.com/77133d470c634a458b3198063af4a14b>.

Pierson.¹⁵ According to Parscale: “Some of the same like-minded individuals who put their energy into getting Mr. Trump elected are now going to be part of a grassroots group to go out there and help with the agenda, help the White House be successful[.]”¹⁶

18. In March 2017, *POLITICO* reported that “Marty Obst, a former Pence adviser who is spearheading fundraising for America First Policies, told *POLITICO* they [had] already amassed \$25 million in commitments and banked more than half that.”¹⁷ *POLITICO* also noted that “Nick Ayers, a senior adviser to Mike Pence on the campaign, is serving as chairman of the group. Rick Gates, a former Trump aide who served as Paul Manafort’s deputy, is increasingly involved day-to-day.”¹⁸ Additionally, “America First Policies also recently brought in Alex Stroman, a former Republican National Committee official, and the group has been quietly been receiving unpaid advice from Mike Shields, who previously served as chief of staff to Reince Priebus at the RNC”¹⁹
19. *POLITICO* also reported that America First Policies was “undergoing an organizational shakeup” with “Brad Parscale, who ran the Trump campaign’s digital program,” taking on a reduced role “as one of several leaders instead of his originally planned position as president of the nonprofit”²⁰ Regarding his changed role at the group, “Parscale said simply ‘I’m

¹⁵ *Id.*

¹⁶ *Id.*

¹⁷ Shane Goldmacher, “Trump’s political group plagued by power struggle,” *POLITICO*, March 13, 2017, available at <https://www.politico.com/story/2017/03/trump-agenda-america-first-235983>.

¹⁸ *Id.*

¹⁹ *Id.*

²⁰ *Id.*

happy to be founder' and that he wanted to maintain his digital consultancy based in San Antonio, Giles-Parscale, rather than run the day-to-day operations."²¹

- 20. On April 12, 2017 the super PAC America First Action, Inc. was registered with the FEC.²²
- 21. On April 18, 2017, POLITICO reported that America First Policies had "tapped veteran Republican strategist Brian O. Walsh to help oversee its day-to-day operations" as the organization's president²³ and made clear in a later article that Walsh would also serve as president to America First Action, Inc.²⁴
- 22. On May 17, 2017, Vice President Michael R. Pence took the unprecedeted step for a Vice President of establishing a leadership PAC, Great America Committee.²⁵ According to the *New York Times*:

In May, Mr. [Marty] Obst and Mr. [Nick] Ayers founded Great America Committee, a political action committee to fund Mr. Pence's political operation—an unusual step for a sitting vice president. Typically, vice presidents rely on their respective party committees for such functions. This past Thursday Great America Committee held a

²¹ *Id.*

²² America First Action, Inc., Statement of Organization, April 12, 2017, available at <http://docquery.fec.gov/cgi-bin/forms/C00637512/1156458/>.

²³ Alex Isenstadt and Shane Goldmacher, "Pro-Trump outside group taps veteran GOP strategist for day-to-day operations," POLITICO, April 18, 2017, available at <https://www.politico.com/story/2017/04/brian-walsh-america-first-237330>. See also Justin Green, "Outside Trump group hires Brian Walsh," Axios, April 18, 2017 ("America First Policies has named Brian O. Walsh . . . as its new president."), available at <https://www.axios.com/outside-trump-group-hires-brian-walsh-1513301681-9003ba7e-7338-4fb8-97c2-e327feb8462a.html>.

²⁴ Alex Isenstadt, "Trump-backed super PAC to hold fundraising meeting in Texas Tuesday," POLITICO, October 22, 2017, available at <https://www.politico.com/story/2017/10/22/trump-texas-fundraising-244047>.

²⁵ Great America Committee, Statement of Organization, May 17, 2017, available at <http://docquery.fec.gov/pdf/592/201705179053899592/201705179053899592.pdf>.

reception for prospective donors at the Washington offices of the powerful lobbying firm BGR.²⁶

23. In August 2017 the “ties between President Donald Trump and outside organizations looking to aid his political agenda grew tighter” when America First Action, Inc. announced it was hiring President Trump’s former campaign manager, Corey Lewandowski, as a senior adviser and spokesman.²⁷ CNN also reported at the time that Katie Walsh, who had served as President Trump’s deputy chief of staff before joining America First Policies earlier in 2017, had left the group and joined the Republican National Committee as a senior adviser.²⁸
24. The FEC’s financial summary for America First Policies indicates that the organization made more than \$1.9 million in independent expenditures, opposing Georgia Congressional candidate Jonathan Ossoff and supporting Alabama Senate candidate Luther Strange, between April 1 and September 30, 2017.²⁹
25. On October 3, 2017, POLITICO reported that Vice President Michael R. Pence’s chief of staff Nick Ayers had attended and spoke at a closed-door meeting of Republican National Committee donors, urging them to “purge” members of Congress who do not rally behind

²⁶ Kenneth P. Vogel, “At Private Dinners, Pence Quietly Courts Big Donors and Corporate Executives,” NEW YORK TIMES, July 9, 2017, available at <https://www.nytimes.com/2017/07/09/us/politics/at-private-dinners-pence-quietly-courts-big-donors-and-corporate-executives.html>.

²⁷ Dan Merica, “Ex-Trump campaign chief Lewandowski joins pro-Trump super PAC,” CNN, August 17, 2017, available at <https://www.cnn.com/2017/08/17/politics/corey-lewandowski-trump-super-pac/index.html>.

²⁸ *Id.*

²⁹ America First Policies, Financial Summary 2017-2018, accessed February 11, 2018, available at <https://www.fec.gov/data/committee/C90017302/?tab=summary>.



President Trump—recruiting opponents and “maxing out to their campaigns and . . . funding super PACs” to defeat the President’s Congressional opponents.³⁰

26. On October 19, 2017, *Bloomberg Politics* reported that the White House had “waived ethics rules for Vice President Mike Pence’s chief of staff [Nick Ayers], allowing him to meet with political organizations he worked with previously . . .”³¹ “The undated, unsigned ‘limited waiver’” permits Nick Ayers, who worked for President Trump’s 2016 campaign and then co-founded America First Policies, to “participate in meetings and make decisions on specific matters with former clients and employers, but doesn’t name them.”³²
27. Also in October 2017, according to *CNBC*, “a group of senior advisors to America First Policies, including Lewandowski, Parscale and Executive Director Brian O. Walsh huddled with top Trump administration officials in the White House . . . plotting strategies to push tax reform.”³³
28. *POLITICO* likewise reported the October White House meeting between “top strategists for the pro-Trump nonprofit America First Policies” and members of the Trump Administration, noting that the “gathering included Trump’s son-in-law and senior adviser Jared Kushner and Vice

³⁰ Andrew Restuccia and Matthew Nussbaum, “Pence’s chief of staff floats ‘purge’ of anti-Trump Republicans to wealthy donors,” *POLITICO*, October 3, 2017, available at <https://www.politico.com/story/2017/10/03/purge-anti-trump-republicans-nick-ayers-243416>.

³¹ Bill Allison, “Trump Waives Ethics Rules for Top Pence Aide to Meet With PAC,” October 19, 2017, available at <https://www.bloomberg.com/news/articles/2017-10-19/trump-waives-ethics-rules-for-top-pence-aide-to-meet-with-pac>.

³² *Id.*

³³ Christina Wilkie, “Dark money group America First Policies is running a pro-Trump polling operation. Here is an inside look at its secretive work,” *CNBC*, March 1, 2018, available at <https://www.cnbc.com/2018/03/01/america-first-policies-dark-money-polling-for-trump.html>.

President Mike Pence's chief of staff, Nick Ayers," as well as Brian Walsh, Brad Parscale, Katie Walsh and Corey Lewandowski.³⁴

29. According to POLITICO, in late October 2017 America First Action, Inc. began ramping up its fundraising for the 2018 and 2020 elections, reporting:

President Donald Trump's political operation will accelerate its planning for the 2018 and 2020 elections this week, with a group of deep-pocketed donors gathering in Texas to plot the path forward, according to four people involved in planning the event.

Oilman T. Boone Pickens will host Trump's financial backers at his Mesa Vista ranch on Tuesday. The group of two dozen contributors, which will include Republican businessmen Roy Bailey and Tommy Hicks, will lay out plans to raise money for the Trump-aligned America First Action super PAC. The organization, which is the primary Trump-backed outside group, is expected to play a role in a number of 2018 midterm races.³⁵

The POLITICO article further noted that Donald Trump Jr. would be speaking at the meeting and "[w]hile much of the focus will be on 2018, there is also expected to be discussion of 2020. Many of the people raising money for the group are likely to be part of the fundraising team on Trump's reelection campaign."³⁶

campaign.

30. America First Policies and America First Action, Inc. not only were founded by President Trump and his campaign committee—but ***continued to work in cooperation, consultation, and concert*** with President Trump, his campaign committee, and their agents. In December 2017,

³⁴ Alex Isenstadt, "Senior White House aides plot multimillion-dollar campaign for tax reform," POLITICO, October 23, 2017, available at <https://www.politico.com/story/2017/10/23/trump-tax-overhaul-white-house-244095>.

³⁵ Alex Isenstadt, "Trump-backed super PAC to hold fundraising meeting in Texas Tuesday," POLITICO, October 22, 2017, available at <https://www.politico.com/story/2017/10/22/trump-texas-fundraising-244047>.

³⁶ *Id.*

the *Washington Post* reported on a meeting held at the White House to discuss electoral defeats in 2017 and “concerns about the 2018 political map.”

The late-afternoon meeting—attended by White House Chief of Staff John F. Kelly, counselor Kellyanne Conway, political director Bill Stepien, marketing and data specialist Brad Parscale, communications director Hope Hicks and political consultant and confidant Corey Lewandowski, among others—quickly became a griping session for Lewandowski and others about the way the White House manages the GOP and handles its planning for what is sure to be a hotly contested campaign season, people familiar with the meeting said.³⁷

President Trump “made clear to his advisers that he wants to be heavily involved in the upcoming [2018] elections.”³⁸ The article also noted that Lewandowski “continue[s] to talk to the president” and noted “strains inside the White House among the political affairs team, the RNC and some of Trump’s closest counselors on the outside” as they all “compet[e] for Trump’s ear.”³⁹

31. The *New York Times* also reported on the December 20, 2017, White House meeting to discuss the 2018 midterm elections, confirming that “in attendance were Corey Lewandowski . . . and Brad Parscale, both of whom are advisers to America First Policies.” The *New York Times* further reported that on the morning following the White House Meeting, White House political director Bill Stepien called a “leading official at America First Policies, Brian O. Walsh, and said its counsel needed to be present for future meetings” Walsh reportedly replied: “America

³⁷ Josh Dawsey and Robert Costa, “Trump advisers vent frustrations about 2018 strategy as president listens,” WASHINGTON POST, December 21, 2017, available at https://www.washingtonpost.com/politics/trump-advisers-vent-frustrations-about-2018-strategy-as-president-listens/2017/12/21/a7555788-e6a8-11e7-ab50-621fe0588340_story.html?utm_term=.2edfdff070de.

³⁸ *Id.*

³⁹ *Id.*

First Policies exists for one reason: to support the president of the United States and his agenda[.] . . . Everything else is just noise.”⁴⁰

32. On January 23, 2018, *Axios* reported that America First Policies had raised \$26 million and spent \$14 million in 2017, while America First Action, Inc. raised \$4 million and spent about \$2 million—leaving about \$14 million heading into 2018. *Axios* also quoted Brian O. Walsh stating: “This is just the beginning for America First. We expect to be more aggressive in 2018 to ensure that those candidates who embrace President Trump’s agenda have the outside support they need to be successful as we work to grow our majorities in the House and Senate.”⁴¹

33. On January 24, 2018, *BuzzFeed News* reported that just-filed year-end disclosure reports revealed:

Two firms led by Brad Parscale, formerly the Trump campaign’s digital director, made at least \$5.1 million from Trump’s reelection campaign, the Republican National Committee, and a pro-Trump super PAC called America First Action last year. Parscale himself also earned an additional \$15,000 from the reelection campaign in January of 2017.⁴²

34. And *BuzzFeed News* reported that America First Action, Inc.’s year-end filing also disclosed “\$55,000 in payments to a firm associated with Corey Lewandowski,” Green Monster

⁴⁰ Maggie Haberman, “Dispute Over Political Strategy Erupts Inside the White House,” *NEW YORK TIMES*, December 21, 2017, available at <https://www.nytimes.com/2017/12/21/us/politics/trump-stepien-lewandowski.html>. See also, John Santucci, “Trump held Oval Office meeting with aides about 2018 midterm elections,” *ABC NEWS*, December 21, 2017, available at <http://abcnews.go.com/Politics/trump-held-oval-office-meeting-aides-2018-midterm/story?id=51945498>.

⁴¹ Jonathan Swan, “Pro-Trump outside group raised \$30 million in 2017,” *Axios*, January 23, 2018, available at <https://wwwaxios.com/pro-trump-outside-group-raised-30-million-in-2017-1516759350-449ae7d0-deb8-431f-8912-bc4677761abf.html>.

⁴² Tarini Parti and Henry J. Gomez, “Multiple Trump Groups, Testing Campaign Finance Laws,” *BuzzFeed News*, January 24, 2018, available at https://www.buzzfeed.com/tariniparti/trump-allies-are-profiting-from-multiple-trump-groups?utm_term=.heJOOP6P5#.alebbwlwB.

Consulting, LLC, and “\$60,000 to a firm run by Marty Obst, Vice President Mike Pence’s top political aide” and founder of Pence’s leadership PAC Great America Committee.⁴³

35. On its 2017 year-end disclosure report filed with the Commission January 23, 2018, America First Action, Inc., reported total receipts of more than \$3.7 million, including a \$1 million contribution from Murray Energy Corporation and a \$2 million contribution from Geoffrey H. Palmer, and total disbursements of more than \$2 million.⁴⁴

36. America First Action, Inc. reported that between August 11, 2017 and February 28, 2018 it made independent expenditures supporting Luther Strange and opposing Doug Jones and Conor Lamb totaling more than \$1.2 million.⁴⁵

37. America First Action, Inc. reported that between August 8, 2017 and December 22, 2017, it made total disbursements to Brad Parscale’s consulting firm, Parscale Strategy, LLC, of more than \$137,000 for “digital fundraising consulting,” “design and printing,” “web design and development,” “digital issue advocacy” and “digital design development.”⁴⁶

⁴³ *Id.*

⁴⁴ America First Action, Inc., Year-End Report, January 23, 2018, available at <http://docquery.fec.gov/cgi-bin/forms/C00637512/1199534/>.

⁴⁵ See https://www.fec.gov/data/independent-expenditures/?committee_id=C00637512&two_year_transaction_period=2018&cycle=2018&data_type=processed&is_notice=true.

⁴⁶ See https://www.fec.gov/data/disbursements/?two_year_transaction_period=2018&data_type=processed&committee_id=C00637512&recipient_name=parscale&min_date=01%2F01%2F2017&max_date=03%2F03%2F2018.

38. America First Action, Inc. reported that between August 15, 2017 and December 27, 2017, it made total disbursements to Corey Lewandowski's consulting firm, Green Monster Consulting, LLC, of \$55,000 for "strategy consulting."⁴⁷

39. The Republican National Committee reported that between April 6, 2017 and January 31, 2018, it made total disbursements to Brad Parscale's consulting firm, Parscale Strategy, LLC, of more than \$2 million for "management consulting."⁴⁸

40. Donald J. Trump for President, Inc. reported that between January 1, 2017 and August 10, 2017, it made disbursements to Brad Parscale's consulting firm Giles-Parscale of more than \$4 million for "digital consulting / online advertising."⁴⁹

41. Donald J. Trump for President, Inc. reported that between August 16, 2017 and December 13, 2017, it made disbursements to Brad Parscale's consulting firm Parscale Strategy, LLC, of more than \$1.5 million for "digital consulting / online advertising."⁵⁰

⁴⁷ See

https://www.fec.gov/data/disbursements/?two_year_transaction_period=2018&data_type=processed&committee_id=C00003418&committee_id=C00637512&recipient_name=green+monster&min_date=01%2F01%2F2017&max_date=03%2F03%2F2018.

⁴⁸ See

https://www.fec.gov/data/disbursements/?two_year_transaction_period=2018&data_type=processed&committee_id=C00003418&recipient_name=parscale+strategy&min_date=01%2F01%2F2017&max_date=03%2F03%2F2018.

⁴⁹ See

https://www.fec.gov/data/disbursements/?two_year_transaction_period=2018&data_type=processed&committee_id=C00003418&committee_id=C00580100&committee_id=C00637512&recipient_name=Giles-Parscale&min_date=01%2F01%2F2017&max_date=03%2F03%2F2018.

⁵⁰ See

https://www.fec.gov/data/disbursements/?two_year_transaction_period=2018&data_type=processed&committee_id=C00580100&recipient_name=parscale+strategy&min_date=01%2F01%2F2017&max_date=03%2F03%2F2018.

42. Vice President Michael R. Pence's leadership PAC, Great America Committee, reported that between June 30, 2017 and January 4, 2018, it made disbursements to Marty Obst's consulting firm, Mo Strategies Inc., of more than \$220,000, primarily for "finance/political strategy consulting."⁵¹

43. America First Action, Inc. reported that between August 9, 2017 and December 27, 2017, it made disbursements to Marty Obst's consulting firm, Mo Strategies Inc., of \$60,000 for "fundraising consulting."⁵²

44. On February 27, 2018, Donald J. Trump for President, Inc. announced the "appointment of Brad Parscale as the Campaign Manager" for President Trump's 2020 reelection campaign, noting that Parscale was a digital marketing strategist for President Trump's 2016 campaign and "***has continued to lead digital strategies for the campaign and the Republican National Committee.***"⁵³

45. On March 1, 2018, CNBC reported that "[o]ver the past six months" it had "obtained more than 50 documents through an obscure portal on the America First Policies website"—polling and research memos mostly focused on President Trump that would be "standard work for a

⁵¹ See

https://www.fec.gov/data/disbursements/?two_year_transaction_period=2018&data_type=processed&committee_id=C00640664&recipient_name=Mo+Strategies+Inc&min_date=01%2F01%2F2017&max_date=03%2F03%2F2018.

⁵² See

https://www.fec.gov/data/disbursements/?two_year_transaction_period=2018&data_type=processed&committee_id=C00637512&recipient_name=Mo+Strategies+Inc.&min_date=01%2F01%2F2017&max_date=03%2F04%2F2018.

⁵³ "President Trump Announces 2020 Campaign Manager," Donald J. Trump for President, Inc., February 27, 2018, available at <http://www.donaldjtrump.com/media/president-trump-announces-2020-campaign-manager/> (emphasis added).



presidential campaign or a major political party," but ***not for a 501(c)(4) "social welfare organization" like America First Policies.***⁵⁴ CNBC explained:

Last summer, America First Policies took an unprecedented step for a politically allied nonprofit: It started using three top polling firms from Trump's 2016 presidential campaign to produce a steady stream of Trump-focused polls, strategy memos and reports that continue to this day. The three firms initially put their own logos on the polling they did for the group, but over time the America First Policies logo gradually replaced theirs on some of the documents.

....

In January alone, this data included more than a dozen surveys and memos on topics that ranged from marijuana legalization to how the White House handled the release of "Fire and Fury," a tell-all book about the Trump administration. Some of these documents were posted online and then removed, while others remained posted.⁵⁵

46. According to CNBC, one of the polling companies was owned by Kellyanne Conway, senior campaign adviser to the 2016 Trump campaign and currently Counselor to the President, until she sold the firm in September 2017, at which point "The Polling Company had already been working for America First Policies for more than two months, judging from the company's logo on polls that it conducted for the group in June and July."⁵⁶

47. After CNBC questioned America First Policies President Brian O. Walsh about the documents:

[S]everal of the research documents from January appeared to have been removed from the site . . . , including the results of polling on marijuana, analysis of how women view Trump, and January's polling results.

Dozens of other documents have also been removed from the site but left up on the web, apparently by accident. Walsh was under the impression that they had all been permanently deleted, and he accused CNBC of acquiring the reports from someone

⁵⁴ Christina Wilkie, "Dark money group America First Policies is running a pro-Trump polling operation. Here is an inside look at its secretive work," CNBC, March 1, 2018, available at <https://www.cnbc.com/2018/03/01/america-first-policies-dark-money-polling-for-trump.html>.

⁵⁵ *Id.*

⁵⁶ *Id.*

inside the group's network. Walsh also refused to share several additional documents that CNBC requested.⁵⁷

48. CNBC notes the following "key details spread throughout the group's research and polling:"

- Building a wall along the southern border is not only unpopular with Democrats and independents. Even Trump's base voters ranked the construction of a wall as their least important policy issue in a January survey.
- A September poll showed that America First Policies was exploring ways to defeat Arizona Republican Sen. Jeff Flake in a primary, a month before Flake, a Trump critic, announced his retirement.
- When "Fire and Fury" came out in January, an America First Policies social media report noted that few people seemed to notice that the White House banned personal cell phones in the West Wing that same week.
- According to the group's February polling, the largest percentage of voters agreed with Nancy Pelosi's comment that worker bonuses stemming from the GOP tax bill were "crumbs" compared with corporate windfalls.
- The February survey also found that only half of respondents agreed with Trump's plan for a military parade, while voters disagreed with the way he handled a scandal involving a senior White House aide accused of domestic abuse.⁵⁸

49. CNBC also reported a drop-off in RNC polling that coincided with America First Policies' extensive polling focused on President Trump:

For decades, White House pollsters for Republican presidents have been paid by the RNC, while the Democratic National Committee has paid for presidential polling during Democratic administrations.

But the prolific output of polling data from America First Policies has coincided with a steep drop in the amount of money the RNC spends on presidential pollsters, as compared with the first 12 months of previous Republican administrations dating back to the Reagan White House.

According to FEC reports, the total amount that the RNC spent on Trump's campaign pollsters in 2017 amounts to just 5 percent of what the committee spent on Ronald

⁵⁷ *Id.*

⁵⁸ *Id.*

Reagan's White House polling in 1981, adjusted for inflation, and around 12 percent of what it spent for President George W. Bush's pollsters in 2001.⁵⁹

50. Similarly, CNBC reported a that though President Trump filed his Statement of Candidacy as 2020 presidential election candidate in January 2017, "the rebooted Trump 2020 campaign has not spent any money on polling, despite raising \$17 million last year."⁶⁰
51. On March 2, 2018, CNBC published a follow-up article to its March 1 article regarding America First Policies' polling and research, noting that "after CNBC's [March 1] story ran, America First Policies removed all but three of the 14 reports that had previously been hidden in plain sight, behind an inconspicuous button at the bottom of America First Policies' website."⁶¹ The March 2 CNBC article summarized and linked to 24 of America First Policies' polling and research reports dating back to June 2017, explaining that "[t]aken together, they offer a unique window into what this shadowy pro-Trump group knows about the president's priorities, about voters like you, and about the long-term direction of the Trump agenda."⁶² These reports are included as APPENDIX to this complaint.

SUMMARY OF THE LAW

“CONTRIBUTION” AND “EXPENDITURE” DEFINITIONS AND RESTRICTIONS

52. The term "contribution" is defined in FECA to mean "any gift, subscription, loan, advance, or deposit of money or anything of value made by any person *for the purpose of influencing any*

⁵⁹ *Id.*

⁶⁰ *Id.*

⁶¹ Christina Wilkie, "Trump-allied America First Policies spends big on polling. Here are 24 of their internal reports," CNBC, March 2, 2018, available at <https://www.cnbc.com/2018/03/02/trump-ally-america-first-policies-key-research-polls-reports.html>.

⁶² *Id.*

election for Federal office. 52 U.S.C. § 30101(8)(A)(i) (emphasis added); *see also* 11 C.F.R.

§§ 100.51–100.56.

53. As used in the definition of “contribution,” the phrase “anything of value” includes “all in-kind contributions.” The “provision of any goods or services without charge or at a charge that is less than the usual and normal charge for such goods or services is a contribution.” 11 C.F.R. § 100.52(d)(1).
54. The term “expenditure” is defined in FECA to mean “any purchase, payment, distribution, loan, advance, deposit, or gift or money or anything of value, made by any person ***for the purpose of influencing any election for Federal office.***” 52 U.S.C. § 30101(9)(A)(i) (emphasis added); *see also* 11 C.F.R. §§ 100.110–100.114.
55. As used in the definition of “expenditure,” the phrase “anything of value” includes “all in-kind contributions.” The “provision of any goods or services without charge or at a charge that is less than the usual and normal charge for such goods or services is an expenditure.” 11 C.F.R. § 100.111(e)(1).
56. FECA limits to \$2,700 per election the amount of a contribution that a person can make to a federal candidate, and limits to \$33,900 per calendar year the amount of a contribution that a person can make to a national party committee. 52 U.S.C § 30116(a)(1).⁶³

⁶³ The statutory limits are \$2,000 and \$25,000, respectively, and are indexed for inflation in odd-numbered years. See 52 U.S.C. § 30116(c); *see also* FEC, “Contribution Limits for 2017-2018 Federal Elections,” available at <https://transition.fec.gov/info/contriblimitschart1718.pdf>.

57. FECA prohibits a corporation or labor union from making a contribution to a federal candidate or national party committee and prohibits a candidate or national party committee from accepting or receiving a contribution from a corporation or labor union. 52 U.S.C. § 30118(a).
58. Generally, contributions from a person to political committees other than candidate and party committees may not exceed, in the aggregate, \$5,000 per calendar year and candidates cannot accept contributions from a non-multicandidate political committee in excess of \$2,700. 52 U.S.C. § 30116(a)(1).
59. However, the Commission in Advisory Opinion 2010-11 (Commonsense Ten) interpreted and applied court decisions in *SpeechNow.org v. FEC*, 599 F.3d 686 (D.C. Cir. 2010) (*en banc*) and *Citizens United v. FEC*, 558 U.S. 310 (2010), and opined that a committee that “intends to make only independent expenditures” and that “will not make any monetary or in-kind contributions (including coordinated expenditures) to any other political committee or organization”—*i.e.* a so-called “independent expenditure-only political committee,” a.k.a. “super PAC”—is permitted to solicit and accept unlimited contributions from individuals, corporations, labor organizations and other political committees. AO 2010-11 at 2-3. A committee that accepts contributions in excess of the limits from individuals and other political committees, or any contributions from corporations or labor organizations, is prohibited from contributing to candidates.
60. Candidates and political committees are prohibited from knowingly accepting any contribution or making any expenditure in violation of federal law. 11 C.F.R. § 110.9. Similarly, officers and employees of political committees are prohibited from knowingly accepting a

contribution made for the benefit or use of a candidate, or making any expenditure on behalf of a candidate, in violation of any limitation imposed on contributions and expenditures. 11 C.F.R. § 110.9.

“SOFT MONEY” PROHIBITION

61. The FECA “soft money” prohibition provides that a “candidate, individual holding Federal office, **agent** of a candidate or an individual holding Federal office, or an **entity directly or indirectly established, financed, maintained or controlled by or acting on behalf of 1 or more candidates or individuals holding Federal office**” shall not “solicit, receive, direct, transfer, or spend funds in connection with an election for Federal office . . . unless the funds are subject to the limitations, prohibitions, and reporting requirements” of FECA. 52 U.S.C. § 30125(e)(1)(A) (emphasis added).
62. The FECA “soft money” prohibition also provides that a “national committee of a political party . . . may not solicit, receive, or direct to another person a contribution, donation, or transfer of funds or any other thing of value, or spend any funds, that are not subject to the limitations, prohibitions, and reporting requirements” of FECA, and makes clear that this prohibition “applies to any such national committee, any officer or **agent** acting on behalf of such a national committee, **and any entity that is directly or indirectly established, financed, maintained, or controlled by such a national committee.**” 52 U.S.C. § 30125(a) (emphasis added).
63. The U.S. Supreme Court upheld the “soft money” prohibition against constitutional challenge in *McConnell v. FEC*, 540 U.S. 93 (2003). At the time the Court decided *McConnell*, **all funds**

raised by federal political committees were subject to contribution amount limits and the FECA prohibition on corporate and labor organization contributions. The Court explained that such funds were “known as ‘federal’ or ‘hard’ money.” *Id.* at 122. However, the Court explained, over the course of decades the FEC had permitted federal candidates, officeholders and political party officials to raise funds not compliant with FECA’s contribution amount limits and source prohibitions—initially under the auspices that the funds would be used to influence state or local elections, but eventually allowing such funds to be used for any activities not expressly advocating the election or defeat of a federal candidate. This unlimited political money raised by federal candidates, officeholders and party officials, the Court explained, “was known as ‘soft money.’” *Id.* at 123.

64. The *McConnell* Court observed: “The solicitation, transfer, and use of soft money thus enabled parties and candidates to circumvent FECA’s limitations on the source and amount of contributions in connection with federal elections.” *Id.* at 126. The Court further explained:

No party seriously questions the constitutionality of [the] general ban on donations of soft money made directly to federal candidates and officeholders, ***their agents, or entities established or controlled by them***. Even on the narrowest reading of *Buckley*, a regulation restricting donations to a federal candidate, ***regardless of the ends to which those funds are ultimately put***, qualifies as a contribution limit subject to less rigorous scrutiny. Such donations have only marginal speech and associational value, but at the same time pose a substantial threat of corruption. By severing the most direct link between the soft-money donor and the federal candidate, [the] ban on donations of soft money is closely drawn to prevent the corruption or the appearance of corruption of federal candidates and officeholders.

[The] restrictions on solicitations are justified as valid anticircumvention measures. Large soft-money donations at a candidate’s or officeholder’s behest give rise to all of the same corruption concerns posed by contributions made directly to the candidate or officeholder. Though the candidate may not ultimately control how the funds are spent, the value of the donation to the candidate or officeholder is evident from the fact of the

solicitation itself. Without some restriction on solicitations, **federal candidates and officeholders could easily avoid FECA's contribution limits by soliciting funds from large donors and restricted sources to like-minded organizations engaging in federal election activities.**

Id. at 182-83 (emphasis added). Given the “substantial threat of corruption or its appearance posed by donations to or at the behest of federal candidates and officeholders,” the Court held that the “soft money” prohibition is “clearly constitutional.” *Id.* at 183-84.

65. For the purpose of FECA’s “soft money” prohibition, in determining whether a candidate, officeholder, national party committee or agent of the foregoing (i.e., “sponsors”) has “directly or indirectly established, financed, maintained or controlled” an entity, the Commission examines factors including, but not limited to, the following:

- “Whether a sponsor, directly or through its agent, has the authority or ability **to direct or participate in the governance of the entity through** provisions of constitutions, bylaws, contracts, or other rules, or through formal or **informal practices or procedures**;”
- “Whether a sponsor, directly or through its agent, has the authority or ability **to hire, appoint, demote, or otherwise control the officers, or other decision-making employees** or members of the entity;”
- “Whether a sponsor has common or **overlapping officers or employees** with the entity that indicates a formal or ongoing relationship between the sponsor and the entity;”
- “Whether a sponsor has any members, officers, or employees **who were members, officers or employees of the entity** that indicates a formal or ongoing relationship between the sponsor and the entity, **or that indicates the creation of a successor entity**;”
- “Whether a sponsor, directly or through its agent, had an **active or significant role in the formation of the entity**[.]”

11 C.F.R. § 300.2(c)(2) (emphasis added). The factors are “examined in the context of the overall relationship between sponsor and the entity to determine whether the presence of any

factor or factors is evidence that the sponsor directly or indirectly established, finances, maintains, or controls the entity.” 11 C.F.R. § 300.2(c).

66. For the purpose of FECA’s “soft money” restrictions applicable to ***national party committees***, Commission regulations provide that “agent” includes “any person who has actual authority, either express or implied,” to “solicit, direct, or receive any contribution, donation, or transfer of funds” or “[t]o solicit any funds for, or make or direct any donations to, an organization that is described in 26 U.S.C. 501(c) and exempt from taxation under 26 U.S.C. 501(a)” 11 C.F.R. §300.2(b)(1) (emphasis added).

67. For the purpose of the “soft money” restrictions applicable to a ***federal candidate or officeholder***, Commission regulations provide that “agent” means “any person who has actual authority, either express or implied,” to “solicit, receive, direct, transfer, or spend funds in connection with any election.” 11 C.F.R. § 300.2(b)(3) (emphasis added).

68. The Commission explained that, under its regulatory definition of “agent”:

[A] principal can only be held liable for the actions of an agent when the agent is acting on behalf of the principal, and not when the agent is acting on behalf of other organizations or individuals. . . . This additional requirement ensures that liability will not attach due solely to the agency relationship, but only to the agent’s performance of prohibited acts for the principal. In light of the foregoing, it is clear that individuals, such as State party chairmen and chairwomen, who also serve as members of their national party committees, can, consistent with BCRA, wear multiple hats, and ***can raise non-Federal funds for their State party organizations*** without violating the prohibition against non-Federal fundraising by national parties.⁶⁴

⁶⁴ FEC, *Prohibited and Excessive Contributions: Non-Federal Funds or Soft Money*, Final Rules and Explanation and Justification, 67 Fed. Reg. 49064, 49083 (July 29, 2002) (emphasis added); see also FEC, *Definitions of “Agent” for BCRA Regulations on Non-Federal Funds or Soft Money and Coordinated and Independent Expenditures*, Final Rules and Explanation and Justification, 71 Fed. Reg. 4975, 4979 (Jan. 31, 2006).

69. In two Advisory Opinions, the Commission has reiterated that, notwithstanding the “soft money” prohibition, an individual who is an agent of a federal candidate, officeholder or national party committee can raise “***non-federal funds***” (*i.e., funds that are not spent in federal elections*) so long as the individual does so on behalf of principals that are not federal candidates, officeholders or national party committees.

70. In Advisory Opinion 2003-10, Rory Reid, son of former U.S. Senator Harry Reid, asked the Commission whether he could raise non-federal funds for the Nevada State Democratic Party if Senator Reid also gave him actual authority to raise federal funds for the Senator’s campaign. AO 2003-10 at 2. Mr. Reid had an organizational role in the Nevada State Democratic Party as a former Party Chair, and was also a state government official, Commissioner of Clark County. The non-federal funds he planned to raise funds for the state party committee could not, under federal law, benefit his father’s re-election effort. See 11 C.F.R. §§ 300.32 and 300.33. The Commission advised Reid that “[i]f his fundraising is ‘***exclusively on behalf of the [state] Party***’ and not on the authority of Senator Reid, Commissioner ***Reid may raise non-federal funds*** for the State Party.” AO 2003-10 at 5 (emphasis added).

71. Similarly, in Advisory Opinion 2007-05, Erik Iverson, Chief of Staff to Congressman Dennis Rehberg and Chairman of the Montana Republican State Central Committee, asked the Commission whether he could raise both federal funds as an agent of Congressman Rehberg and non-federal funds as an agent for the state party. The Commission opined:

Mr. Iverson, as Chairman of the State Committee, may continue to solicit, direct, and spend non-Federal funds on behalf of the State Committee, even if he becomes an agent of Congressman Rehberg for fundraising purposes, as long as Mr. Iverson ***solicits***

non-federal funds in his own capacity and exclusively on behalf of the State Committee, and not on the authority of any Federal candidate or officeholder, including Congressman Rehberg.

AO 2007-05 at 4 (emphasis added).

72. Most recently, in Advisory Opinion 2015-09, the Commission went a step further and permitted individuals who are agents of federal candidates, officeholders and party committees to nevertheless raise “soft money” that ***could be spent in federal elections under certain limited, specified circumstances.***

73. In AO 2015-09, two federal super PACs (Senate Majority PAC and House Majority PAC) asked whether individuals who are “agents” of hypothetical Senate and House candidates can “solicit soft money” for the requestor super PACs and additional hypothetical new single-candidate super PACs so long as specified steps are taken “to ensure that the fundraising is not undertaken in [the individuals’] capacity as ‘agents’” of the candidates. Advisory Opinion Request (AOR) 2015-09 at 16. The proposed steps to ensure that the individuals were not raising “soft money” in their capacity as “agents” of the candidates included:

- The super PACs would contact the individual fundraisers “on their own, not at the request or suggestion of” the candidates for whom the individuals are agents.
- “If a request or suggestion came from” a candidate or their agents “that a particular individual solicit funds for” the super PACs, then the super PACs would deem the individuals ineligible to solicit soft money for the super PACs.
- The super PACs would “confirm with the individual, prior to any soft money solicitation, that the individual had not been asked to solicit soft money” by the candidates or their agents.
- “The individual would inform the [prospective super PAC] donor that he or she was making the solicitation on his or her own and not at the direction of” the candidates or their agents.

AOR 2015-09 at 18.

74. The Commission in AO 2015-09 opined that “[i]ndividuals who are agents of federal candidates may solicit nonfederal⁶⁵ funds to Requestors ***as proposed.***”⁶⁶ AO 2015-09 at 7 (emphasis added). The Commission explained that the requestors’ “proposal is consistent with those found to be permissible in prior advisory opinions” and that the individuals who are agents of federal candidates would solicit funds “***not at the request or suggestion***” of federal ***candidates.*** AO 2015-09 at 7.

75. Taken together, the Commission’s Advisory Opinions 2003-10, 2007-5 and 2015-09 stand for the proposition that an individual who is a fundraising agent of a federal candidate, officeholder or national party committee may also serve as a fundraising agent of an entity that raises “soft money” ***only if***

- the “soft money” entity contacts the individual on their own and not at the request or suggestion of the candidate or federal party committee for whom the individual is an agent; and
- the individual solicits “soft money” exclusively on behalf of the “soft money” entity—not on the authority of any federal candidate, officeholder or national party committee.

⁶⁵ While the requestor federal super PACs characterize the unlimited funds they intend to raise for federal elections as “soft money,” the Commission oddly refers to this unlimited federal election funding as “nonfederal funds” throughout the advisory opinion.

⁶⁶ In a footnote, the Commission explained that it “could not approve a response by the required four affirmative votes to the question of whether the individuals would be permitted to raise nonfederal funds on behalf of the Single-Candidate Committees (as defined above).” AO 2015-09 at 7 n.4. Earlier in the opinion the Commission had described “Single-Candidate Committees” as super PACs that would support only one candidate—committees of the type that requestors contemplated creating, referred to in the request as “New Super PACs.” The Commission in AO 2015-09 cited no legal basis for treating single-candidate super PACs differently from super PACs that support multiple candidates.

COORDINATED SPENDING

- 76. Any expenditure “made by any person in cooperation, consultation, or concert, with, or at the request or suggestion of, a candidate, his authorized political committees, or their agents” is considered a contribution to such candidate. 52 U.S.C. 30116(a)(7)(B)(i).
- 77. Similarly, any expenditure made by any person, other than a candidate or candidate's committee, “in cooperation, consultation, or concert with, or at the request or suggestion of, a national, State, or local committee of a political party” is considered a contribution to such party committee. 52 U.S.C. 30116(a)(7)(B)(ii).
- 78. “Coordinated” means made in cooperation, consultation or concert with, or at the request or suggestion of, a candidate, a candidate's authorized committee or an agent thereof. 11 C.F.R. § 109.20(a). Any expenditure that is “coordinated” with a candidate or political party committee, but that is not made for a “coordinated communication” under 11 C.F.R. § 109.21, is an in-kind contribution to the “candidate or political party committee with whom or with which it was coordinated and must be reported as an expenditure made by that candidate or political party committee” unless otherwise exempted. 11 C.F.R. § 109.20(b).
- 79. In its 2003 *Explanation and Justification* for 11 C.F.R. § 109.20, the Commission made clear that, whereas coordinated expenditures for communications—*i.e.*, political ads—are regulated by 11 C.F.R. § 109.21, coordinated expenditures for things other than political ads are regulated by 11 C.F.R. § 109.20. The Commission explained:

One commenter asserted that only express advocacy communications can constitute coordination, and urged the Commission to provide explicitly that non-communication expenditures will not be considered to be coordination. The Commission disagrees with

the commenter's assertion because Congress has not so limited the statutory provisions relating to coordination.⁶⁷

REPORTING AND DISCLOSURE REQUIREMENTS

80. A federal political committee must report to the Commission the identification of each person other than a political committee that makes a contribution to the committee with an aggregate value in excess of \$200 within an election cycle. 52 U.S.C. § 30104(b)(3)(A).
81. A federal political committee must report to the Commission the identification of each political committee that makes a contribution to the reporting committee during the reporting period, together with the date and amount of any such contribution. 52 U.S.C. § 30104(b)(3)(B).
82. A federal political committee must report to the Commission its total amount of receipts and disbursements for the reporting period and its total amount of receipts and disbursements in specified categories. 52 U.S.C. §§ 30104(b)(2) and (b)(4).
83. A candidate or political party committee with whom or with which an expenditure was coordinated must be reported as an expenditure made by that candidate or political party committee unless otherwise exempted. 11 C.F.R. § 109.20(b).

CAUSES OF ACTION

COUNT ONE

AMERICA FIRST POLICIES AND AMERICA FIRST ACTION, INC. WERE ESTABLISHED BY AND ARE ACTING ON BEHALF OF PRESIDENT DONALD J. TRUMP AND DONALD J. TRUMP FOR PRESIDENT, INC. AND HAVE SOLICITED, RECEIVED, AND SPENT “SOFT MONEY” IN

⁶⁷ FEC, *Coordinated and Independent Expenditures*, Final Rules and Explanation and Justification, 68 Fed. Reg. 421, 425-26 (January 3, 2003).

CONNECTION WITH FEDERAL ELECTIONS IN VIOLATION OF 52 U.S.C. §§ 30125(e), 30104, 30116 and 30118.

84. Paragraphs 1 through 83 are incorporated herein.

85. Under FECA, the “soft money” prohibition applies to any entity directly or indirectly established, financed, maintained or controlled by, or acting on behalf of, one or more candidates or individuals holding federal office. 52 U.S.C. § 30125(e).

86. Under FECA and Commission regulations, in order to determine whether a candidate or officeholder or agent thereof (i.e., “sponsors”) has “directly or indirectly established, financed, maintained or controlled” an entity, the Commission examines factors including, but not limited to, the following:

- “Whether a sponsor, directly or through its agent, has the authority or ability ***to direct or participate in the governance of the entity through*** provisions of constitutions, bylaws, contracts, or other rules, or through formal or ***informal practices or procedures***;”
- “Whether a sponsor, directly or through its agent, has the authority or ability ***to hire, appoint, demote, or otherwise control the officers, or other decision-making employees*** or members of the entity;”
- “Whether a sponsor has common or ***overlapping officers or employees*** with the entity that indicates a formal or ongoing relationship between the sponsor and the entity;”
- “Whether a sponsor has any members, officers, or employees ***who were members, officers or employees of the entity*** that indicates a formal or ongoing relationship between the sponsor and the entity, ***or that indicates the creation of a successor entity***;”
- “Whether a sponsor, directly or through its agent, had an ***active or significant role in the formation of the entity***[.]”

11 C.F.R. § 300.2(c)(2) (emphasis added).

87. Based on published reports, there is reason to believe that America First Policies and America First Action, Inc. were directly or indirectly established by, and are acting on behalf of, President Donald J. Trump and Donald J. Trump for President, Inc. 52 U.S.C. § 30125(e).

88. Based on published reports, in December 2016 Kellyanne Conway, senior advisor to the Trump 2016 campaign made public the Trump campaign's plan to form a nonprofit "surround-sound super structure" to bolster the new [Trump] administration's political and policy goals," explaining that "it will be important for the organization to be run by someone 'close to the president' who understands Trump's priorities," and that she was "still deciding whether to join Trump at the White House or run the [new] organization."⁶⁸

89. Based on published reports, America First Policies was founded at a meeting at Trump Tower, Jared Kushner, President Trump's son-in-law and member of the 2016 Trump campaign leadership team, gave his "blessing" to Brad Parscale to lead the new organization⁶⁹ and the organization was "being formed with the backing of Trump and his family."⁷⁰

90. Based on published reports, the full founding leadership team of America First Policies was made public in January 2017, consisting of "[s]ix of President Donald Trump's top campaign aides": 2016 Trump campaign digital and data director Brad Parscale, deputy campaign

⁶⁸ Matea Gold and Ed O'Keefe, "New pro-Trump group takes form, with Kellyanne Conway possibly at the helm," WASHINGTON POST, December 5, 2016, available at https://www.washingtonpost.com/news/post-politics/wp/2016/12/05/new-pro-trump-group-takes-form-with-kellyanne-conway-possibly-at-the-helm/?utm_term=.60d708c76224.

⁶⁹ Shane Goldmacher, "Trump's political group plagued by power struggle," POLITICO, March 13, 2017, available at <https://www.politico.com/story/2017/03/trump-agenda-america-first-235983>.

⁷⁰ Julie Bykowicz and Julie Pace, "Top Trump aide forming group to back White House agenda," AP News, December 16, 2016, available at <https://apnews.com/0e35b955c9c94c7bbdb7f4c0e370db2e/top-trump-aide-forming-group-back-white-house-agenda>.

manager Rick Gates, deputy campaign manager David Bossie, campaign advisers Nick Ayers and Marty Obst, and senior advisor on the campaign communications team Katrina Pierson.⁷¹

91. Based on published reports, Brian O. Walsh, who became president of America First Policies and America First Action, Inc. in April 2017, stated: “America First Policies exists for one reason: to support the president of the United States and his agenda[.]”⁷²
92. Based on published reports, America First Action, Inc. hired President Trump’s former campaign manager, Corey Lewandowski, as a senior adviser and spokesman in August 2017.⁷³
93. Based on published reports, in February 2018 Donald J. Trump for President, Inc. appointed Brad Parscale as the Campaign Manager for President Trump’s 2020 reelection campaign, noting that Parscale “has continued to lead digital strategies for the campaign and the Republican National Committee.”⁷⁴
94. Based on published reports, there is reason to believe that America First Policies and America First Action, Inc. staff, paid consultants and agents meet with and otherwise communicate regularly with President Trump, Donald J. Trump for President, Inc. and agents thereof to plan

⁷¹ Julie Bykowicz, “Trump advisers start ‘America First Policies’ nonprofit,” AP NEWS, January 30, 2017, available at <https://apnews.com/77133d470c634a458b3198063af4a14b>.

⁷² Maggie Haberman, “Dispute Over Political Strategy Erupts Inside the White House,” NEW YORK TIMES, December 21, 2017, available at <https://www.nytimes.com/2017/12/21/us/politics/trump-stepien-lewandowski.html>. See also, John Santucci, “Trump held Oval Office meeting with aides about 2018 midterm elections,” ABC NEWS, December 21, 2017, available at <http://abcnews.go.com/Politics/trump-held-oval-office-meeting-aides-2018-midterm/story?id=51945498>.

⁷³ Dan Merica, “Ex-Trump campaign chief Lewandowski joins pro-Trump super PAC,” CNN, August 17, 2017, available at <https://www.cnn.com/2017/08/17/politics/corey-lewandowski-trump-super-pac/index.html>.

⁷⁴ “President Trump Announces 2020 Campaign Manager,” Donald J. Trump for President, Inc., February 27, 2018, available at <http://www.donaldjtrump.com/media/president-trump-announces-2020-campaign-manager/>.

electoral activities and spending on behalf of President Trump. For example, in December 2017 a meeting was held at the White House to discuss electoral defeats in 2017 and “concerns about the 2018 political map,” attended by White House Chief of Staff John F. Kelly, Kellyanne Conway, White House political director Bill Stepien, Brad Parscale, Hope Hicks and Corey Lewandowski, among others. President Trump “made clear to his advisers that he wants to be heavily involved in the upcoming [2018] elections.”⁷⁵

95. Based on published reports, America First Policies made more than \$1.9 million in independent expenditures, opposing Georgia Congressional candidate Jonathan Ossoff and supporting Alabama Senate candidate Luther Strange, between April 1 and September 30, 2017.⁷⁶
96. Based on published reports, between August 11, 2017 and February 28, 2018 America First Action, Inc. made independent expenditures supporting Luther Strange and opposing Doug Jones and Conor Lamb totaling more than \$1.2 million.⁷⁷

⁷⁵ Josh Dawsey and Robert Costa, “Trump advisers vent frustrations about 2018 strategy as president listens,” WASHINGTON POST, December 21, 2017, available at https://www.washingtonpost.com/politics/trump-advisers-vent-frustrations-about-2018-strategy-as-president-listens/2017/12/21/a7555788-e6a8-11e7-ab50-621fe0588340_story.html?utm_term=.2edfdff070de. See also Maggie Haberman, “Dispute Over Political Strategy Erupts Inside the White House,” NEW YORK TIMES, December 21, 2017, available at <https://www.nytimes.com/2017/12/21/us/politics/trump-stepien-lewandowski.html>; John Santucci, “Trump held Oval Office meeting with aides about 2018 midterm elections,” ABC NEWS, December 21, 2017, available at <http://abcnews.go.com/Politics/trump-held-oval-office-meeting-aides-2018-midterm/story?id=51945498>.

⁷⁶ America First Policies, Financial Summary 2017-2018, accessed February 11, 2018, available at <https://www.fec.gov/data/committee/C90017302/?tab=summary>.

⁷⁷ See https://www.fec.gov/data/independent-expenditures/?committee_id=C00637512&two_year_transaction_period=2018&cycle=2018&data_type=processed&is_notice=true.

97. Based on published reports, America First Action, Inc. has received contributions not subject to the limits and prohibitions of FECA, including a \$1 million contribution from Murray Energy Corporation and a \$2 million contribution from Geoffrey H. Palmer.⁷⁸

98. Based on published reports, there is reason to believe America First Policies has received contributions not subject to the limits, prohibitions and reporting requirements of FECA.

99. Under FECA, a “candidate, individual holding Federal office . . . or an ***entity directly or indirectly established, financed, maintained or controlled by or acting on behalf of 1 or more candidates or individuals holding Federal office***” shall not “solicit, receive, direct, transfer, or spend funds in connection with an election for Federal office . . . unless the funds are subject to the limitations, prohibitions, and reporting requirements” of FECA. 52 U.S.C. § 30125(e)(1)(A) (emphasis added).

100. Based on published reports, there is reason to believe that America First Policies and America First Action, Inc. were directly or indirectly established by, and are acting on behalf of, President Donald J. Trump and Donald J. Trump for President, Inc. and have solicited, received and spent funds not subject to the limitations, prohibitions, and reporting requirements of FECA in connection with an election for federal office in violation of 52 U.S.C. §§ 30125(e), 30104, 30116 and 30118.

COUNT TWO

PRESIDENT DONALD J. TRUMP, DONALD J. TRUMP FOR PRESIDENT, INC. AND AN AGENT ACTING ON BEHALF OF PRESIDENT DONALD J. TRUMP AND DONALD J. TRUMP FOR

⁷⁸ America First Action, Inc., Year-End Report, January 23, 2018, available at <http://docquery.fec.gov/cgi-bin/forms/C00637512/1199534/>.

PRESIDENT, INC., BRADLEY J. PARSCALE, HAVE SOLICITED, RECEIVED AND SPENT “SOFT MONEY” IN VIOLATION OF 52 U.S.C. §§ 30125(e), 30104, 30116 and 30118.

101. Paragraphs 1 through 83 and 85 through 100 are incorporated herein.
102. Under FECA “soft money” prohibition, a “candidate, individual holding Federal office, [or] agent of a candidate or individual holding federal office” shall not “solicit, receive, direct, transfer, or spend funds in connection with an election for Federal office . . . unless the funds are subject to the limitations, prohibitions, and reporting requirements” of FECA. 52 U.S.C. § 30125(e)(1)(A) (emphasis added).
103. Under FECA, for the purpose of the “soft money” restrictions applicable to a federal candidate or officeholder, “agent” means “any person who has actual authority, either express or implied,” to “solicit, receive, direct, transfer, or spend funds in connection with any election.” 11 C.F.R. § 300.2(b)(3).
104. Under FECA and Commission Advisory Opinions, an individual who is a fundraising agent of a federal candidate, officeholder or national party committee may also serve as a fundraising agent of an entity that raises “soft money” ***only if***
 - the “soft money” entity contacts the individual on their own and not at the request or suggestion of the candidate or federal party committee for whom the individual is an agent; and
 - the individual solicits “soft money” exclusively on behalf of the “soft money” entity—not on the authority of any federal candidate, officeholder or national party committee.

105. Based on published reports, Donald J. Trump for President, Inc. paid Brad Parscale's consulting firms Giles-Parscale and Parscale Strategy, LLC a total of more than \$5.5 million for "digital consulting / online advertising."⁷⁹

106. Based on published reports, there is reason to believe that Brad Parscale is a fundraising "agent" of Donald J. Trump for President, Inc. for the purpose of FECA's "soft money" prohibition.

107. Based on published reports, America First Action, Inc. paid Brad Parscale's consulting firm, Parscale Strategy, LLC, of more than \$137,000 in 2017 for "digital fundraising consulting," "design and printing," "web design and development," "digital issue advocacy" and "digital design development."⁸⁰

108. Based on published reports, there is reason to believe that America First Policies has paid Brad Parscale for his services as a founder and consultant.

109. Based on published reports, there is reason to believe that Brad Parscale is a fundraising "agent" of America First Policies and America First Action, Inc. for the purpose of FECA's "soft

⁷⁹ See

https://www.fec.gov/data/disbursements/?two_year_transaction_period=2018&data_type=processed&committee_id=C00003418&committee_id=C00580100&committee_id=C00637512&recipient_name=Giles-Parscale&min_date=01%2F01%2F2017&max_date=03%2F03%2F2018; see also https://www.fec.gov/data/disbursements/?two_year_transaction_period=2018&data_type=processed&committee_id=C00580100&recipient_name=parscale+strategy&min_date=01%2F01%2F2017&max_date=03%2F03%2F2018.

⁸⁰ See

https://www.fec.gov/data/disbursements/?two_year_transaction_period=2018&data_type=processed&committee_id=C00637512&recipient_name=parscale&min_date=01%2F01%2F2017&max_date=03%2F03%2F2018.

money" prohibition and has solicited "soft money" for America First Policies and America First Action, Inc.

110. Based on published reports, there is reason to believe that America First Policies and America First Action, Inc. did not contact Brad Parscale on their own but, instead, contacted him at the request or suggestion of President Trump, Donald J. Trump for President, Inc., or agents thereof.

111. Based on published reports, there is reason to believe that Brad Parscale did not solicit "soft money" exclusively on behalf of America First Policies and America First Action, Inc.—and did solicit "soft money" on the authority of President Trump, Donald J. Trump for President, Inc., or agents thereof.

112. Based on published reports, there is reason to believe that President Donald J. Trump, Donald J. Trump for President, Inc. and Brad Parscale, an agent of President Donald J. Trump and Donald J. Trump for President, Inc., solicited, received and spent funds not subject to the limitations, prohibitions, and reporting requirements in connection with an election in violation of 52 U.S.C. §§ 30125(e), 30104, 30116 and 30118.

COUNT THREE

VICE PRESIDENT MICHAEL R. PENCE, GREAT AMERICA COMMITTEE, AND AN AGENT ACTING ON BEHALF OF VICE PRESIDENT MICHAEL R. PENCE AND GREAT AMERICA COMMITTEE, MARTY OBST, HAVE SOLICITED, RECEIVED AND SPENT "SOFT MONEY" IN VIOLATION OF 52 U.S.C. §§ 30125(e), 30104, 30116 and 30118.

113. Paragraphs 1 through 83, 85 through 100 and 102 through 112 are incorporated herein.

114. Under FECA “soft money” prohibition, a “candidate, individual holding Federal office, [or] agent of a candidate or individual holding federal office” shall not “solicit, receive, direct, transfer, or spend funds in connection with an election for Federal office . . . unless the funds are subject to the limitations, prohibitions, and reporting requirements” of FECA. 52 U.S.C. § 30125(e)(1)(A) (emphasis added).
115. Under FECA, for the purpose of the “soft money” restrictions applicable to a federal candidate or officeholder, “agent” means “any person who has actual authority, either express or implied,” to “solicit, receive, direct, transfer, or spend funds in connection with any election.” 11 C.F.R. § 300.2(b)(3).
116. Under FECA and Commission Advisory Opinions, an individual who is a fundraising agent of a federal candidate, officeholder or national party committee may also serve as a fundraising agent of an entity that raises “soft money” ***only if***.
 - the “soft money” entity contacts the individual on their own and not at the request or suggestion of the candidate or federal party committee for whom the individual is an agent; and
 - the individual solicits “soft money” exclusively on behalf of the “soft money” entity—not on the authority of any federal candidate, officeholder or national party committee.
117. Based on published reports, Vice President Michael R. Pence’s leadership PAC, Great America Committee, paid Marty Obst’s consulting firm, Mo Strategies Inc., more than \$220,000,

primarily for “finance/political strategy consulting” between June 30, 2017 and January 4, 2018.⁸¹

- 118. Based on published reports, there is reason to believe that Marty Obst is a fundraising “agent” of Vice President Michael R. Pence for the purpose of FECA’s “soft money” prohibition.
- 119. Based on published reports, America First Action, Inc. paid Marty Obst’s consulting firm, Mo Strategies Inc., \$60,000 for “fundraising consulting” between August 9, 2017 and December 27, 2017.⁸²
- 120. Based on published reports, there is reason to believe that America First Policies has paid Marty Obst for his services as a founder and consultant.
- 121. Based on published reports, there is reason to believe that Marty Obst is a fundraising “agent” of America First Policies and America First Action, Inc. for the purpose of FECA’s “soft money” prohibition and has solicited “soft money” for America First Policies and America First Action, Inc.
- 122. Based on published reports, there is reason to believe that America First Policies and America First Action, Inc. did not contact Marty Obst on their own but, instead, contacted him at the

⁸¹ See

https://www.fec.gov/data/disbursements/?two_year_transaction_period=2018&data_type=processed&committee_id=C00640664&recipient_name=Mo+Strategies+Inc&min_date=01%2F01%2F2017&max_date=03%2F03%2F2018.

⁸² See

https://www.fec.gov/data/disbursements/?two_year_transaction_period=2018&data_type=processed&committee_id=C00637512&recipient_name=Mo+Strategies+Inc.&min_date=01%2F01%2F2017&max_date=03%2F04%2F2018.

request or suggestion of President Trump, Donald J. Trump for President, Inc., or agents thereof.

123. Based on published reports, there is reason to believe that Marty Obst did not solicit “soft money” exclusively on behalf of America First Policies and America First Action, Inc.—and did solicit “soft money” on the authority of Vice President Michael R. Pence or agents thereof.
124. Based on published reports, there is reason to believe that Vice President Michael R. Pence and Marty Obst, an agent of Vice President Michael R. Pence, solicited, received and spent funds not subject to the limitations, prohibitions, and reporting requirements in connection with an election in violation of 52 U.S.C. §§ 30125(e), 30104, 30116 and 30118.

COUNT FOUR

THE REPUBLICAN NATIONAL COMMITTEE AND AN AGENT ACTING ON BEHALF OF THE REPUBLICAN NATIONAL COMMITTEE, BRADLEY J. PARSCALE, HAVE SOLICITED, RECEIVED AND SPENT “SOFT MONEY” IN VIOLATION OF 52 U.S.C. §§ 30125(a), 30104, 30116 and 30118.

125. Paragraphs 1 through 83, 85 through 100, 102 through 112 and 114 through 124 are incorporated herein.
126. Under the FECA “soft money” prohibition, a “national committee of a political party . . . may not solicit, receive, or direct to another person a contribution, donation, or transfer of funds or any other thing of value, or spend any funds, that are not subject to the limitations, prohibitions, and reporting requirements” of FECA, and makes clear that this prohibition “applies to any such national committee, any officer or agent acting on behalf of such a national committee.” 52 U.S.C. § 30125(a).

127. Under FECA, for the purpose of the “soft money” restrictions applicable to national party committees, Commission regulations provide that “agent” includes “any person who has actual authority, either express or implied,” to “solicit, direct, or receive any contribution, donation, or transfer of funds” or “[t]o solicit any funds for, or make or direct any donations to, an organization that is described in 26 U.S.C. 501(c) and exempt from taxation under 26 U.S.C. 501(a)” 11 C.F.R. §300.2(b)(1) (emphasis added).

128. Under FECA and Commission Advisory Opinions, an individual who is a fundraising agent of a federal candidate, officeholder or national party committee may also serve as a fundraising agent of an entity that raises “soft money” *only if*

- the “soft money” entity contacts the individual on their own and not at the request or suggestion of the candidate or federal party committee for whom the individual is an agent; and
- the individual solicits “soft money” exclusively on behalf of the “soft money” entity—not on the authority of any federal candidate, officeholder or national party committee.

129. Based on published reports, the Republican National Committee paid Brad Parscale’s consulting firm, Parscale Strategy, LLC, more than \$2 million for “management consulting” April 6, 2017 and January 31, 2018.⁸³

⁸³ See

https://www.fec.gov/data/disbursements/?two_year_transaction_period=2018&data_type=processed&committee_id=C00003418&recipient_name=parscale+strategy&min_date=01%2F01%2F2017&max_date=03%2F03%2F2018.

130. Based on published reports, there is reason to believe that Brad Parscale is a fundraising “agent” of the Republican National Committee for the purpose of FECA’s “soft money” prohibition.
131. Based on published reports, America First Action, Inc. paid Brad Parscale’s consulting firm, Parscale Strategy, LLC, of more than \$137,000 in 2017 for “digital fundraising consulting,” “design and printing,” “web design and development,” “digital issue advocacy” and “digital design development.”⁸⁴
132. Based on published reports, there is reason to believe that America First Policies has paid Brad Parscale for his services as a founder and consultant.
133. Based on published reports, there is reason to believe that Brad Parscale is a fundraising “agent” of America First Policies and America First Action, Inc. for the purpose of FECA’s “soft money” prohibition and has solicited “soft money” for America First Policies and America First Action, Inc.
134. Based on published reports, there is reason to believe that America First Policies and America First Action, Inc. did not contact Brad Parscale on their own but, instead, contacted him at the request or suggestion of President Trump, Donald J. Trump for President, Inc., the Republican National Committee or agents thereof.

⁸⁴ See

https://www.fec.gov/data/disbursements/?two_year_transaction_period=2018&data_type=processed&committee_id=C00637512&recipient_name=parscale&min_date=01%2F01%2F2017&max_date=03%2F03%2F2018.

135. Based on published reports, there is reason to believe that Brad Parscale did not solicit “soft money” exclusively on behalf of America First Policies and America First Action, Inc.—and did solicit “soft money” on the authority of the Republican National Committee or agents thereof.

136. Based on published reports, there is reason to believe that the Republican National Committee and Brad Parscale, an agent of the Republican National Committee solicited, received and spent funds not subject to the limitations, prohibitions, and reporting requirements in connection with an election in violation of 52 U.S.C. §§ 30125(a), 30104, 30116 and 30118.

COUNT FIVE

AMERICA FIRST POLICIES MADE AND DONALD J. TRUMP FOR PRESIDENT, INC. RECEIVED UNREPORTED CONTRIBUTIONS, IN THE FORM OF COORDINATED EXPENDITURES, IN VIOLATION OF 52 U.S.C. §§ 30104(B) AND 30118.

137. Paragraphs 1 through 83, 85 through 100, 102 through 112, 114 through 124 and 126 through 136 are incorporated herein.

138. Based on published reports, there is reason to believe that America First Policies’ payments for polling and other research focused on voter perceptions and opinions of President Trump and his policy priorities, see APPENDIX,⁸⁵ were for the purpose of influencing the 2018 midterm elections and 2020 presidential election and, therefore, “expenditures” under FECA, 52 U.S.C. § 30101(9)(A)(i).

⁸⁵ See, e.g., Christina Wilkie, “Dark money group America First Policies is running a pro-Trump polling operation. Here is an inside look at its secretive work,” CNBC, March 1, 2018, available at <https://www.cnbc.com/2018/03/01/america-first-policies-dark-money-polling-for-trump.html>; see also Christina Wilkie, “Trump-allied America First Policies spends big on polling. Here are 24 of their internal reports,” CNBC, March 2, 2018, available at <https://www.cnbc.com/2018/03/02/trump-ally-america-first-policies-key-research-polls-reports.html>.

139. Based on published reports, there is reason to believe that America First Policies' staff, paid consultants and agents met with and otherwise communicated regularly with President Trump, Donald J. Trump for President, Inc. and agents thereof to plan electoral activities and spending. For example, in December 2017 a meeting was held at the White House to discuss electoral defeats in 2017 and "concerns about the 2018 political map," attended by White House Chief of Staff John F. Kelly, Kellyanne Conway, White House political director Bill Stepien, Brad Parscale, Hope Hicks and Corey Lewandowski, among others. President Trump "made clear to his advisers that he wants to be heavily involved in the upcoming [2018] elections."⁸⁶

140. Based on published reports, there is reason to believe that believe that America First Policies made its payments for polling and other research focused on voter perceptions and opinions of President Trump and his policy priorities "in cooperation, consultation, or concert, with, or at the request or suggestion of" President Trump, Donald J. Trump for President, Inc. and agents thereof, therefore rendering America First Policies' payments coordinated expenditures and an in-kind contributions to Donald J. Trump and Donald J. Trump for President, Inc. under 52 U.S.C. § 30116(a)(7)(B)(i). See also 11 C.F.R. § 109.20(a).

⁸⁶ Josh Dawsey and Robert Costa, "Trump advisers vent frustrations about 2018 strategy as president listens," WASHINGTON POST, December 21, 2017, available at https://www.washingtonpost.com/politics/trump-advisers-vent-frustrations-about-2018-strategy-as-president-listens/2017/12/21/a7555788-e6a8-11e7-ab50-621fe0588340_story.html?utm_term=.2edfdff070de. See also Maggie Haberman, "Dispute Over Political Strategy Erupts Inside the White House," NEW YORK TIMES, December 21, 2017, available at <https://www.nytimes.com/2017/12/21/us/politics/trump-stepien-lewandowski.html>; John Santucci, "Trump held Oval Office meeting with aides about 2018 midterm elections," ABC NEWS, December 21, 2017, available at <http://abcnews.go.com/Politics/trump-held-oval-office-meeting-aides-2018-midterm/story?id=51945498>.

141. Under FECA, it is unlawful for the corporation America First Policies, to make a contribution to Donald J. Trump for President, Inc., and for Donald J. Trump for President, Inc. to accept or receive any contribution from the corporation America First Policies. 52 U.S.C. § 30118(a).
142. Under FECA, Donald J. Trump for President, Inc. was required to report to the Commission the identification of each person who makes a contribution to the committee with an aggregate value in excess of \$200 within an election cycle. 52 U.S.C. § 30104(b)(3)(A).
143. Under FECA, Donald J. Trump for President, Inc. was required to report to the Commission the name and address of each person to whom an expenditure in an aggregate amount in excess of \$200 within the calendar year is made by the committee. 52 U.S.C. § 30104(b)(5)(A).
144. Based on published reports and review of FEC records, there is reason to believe that Donald J. Trump for President, Inc. failed to report its receipt of contributions from America First Policies, in violation of 52 U.S.C. § 30104(b)(3)(A).
145. Based on published reports and review of FEC records, there is reason to believe that Donald J. Trump for President, Inc. failed to report its expenditures to polling and research firms that conducted the above-described polling and research in violation of 52 U.S.C. § 30104(b)(5)(A).

PRAYER FOR RELIEF

146. Wherefore, the Commission should find reason to believe that Donald J. Trump, Donald J. Trump for President, Inc., Vice President Michael R. Pence, Great America Committee, the Republican National Committee, America First Action, Inc., America First Policies, Bradley J. Parscale and Marty Obst violated 52 U.S.C. § 30101, *et seq.*, and conduct an immediate

investigation under 52 U.S.C. § 30109(a)(2). Further, the Commission should determine and impose appropriate sanctions for any and all violations, should enjoin respondent(s) from any and all violations in the future, and should impose such additional remedies as are necessary and appropriate to ensure compliance with the FECA.

March 5, 2018

Respectfully submitted,



Common Cause, by

Paul S. Ryan
805 Fifteenth Street, NW, Suite 800
Washington, DC 20005
(202) 833-1200



Paul S. Ryan
805 Fifteenth Street, NW, Suite 800
Washington, DC 20005
(202) 833-1200

VERIFICATION

The complainants listed below hereby verify that the statements made in the attached Complaint are, upon their information and belief, true. Sworn pursuant to 18 U.S.C. § 1001.

For Complainants Common Cause and Paul S. Ryan
Paul S. Ryan

Sworn to and subscribed before me this 5th day of March 2018.

Karen B. Watson
Notary Public



APPENDIX

NATIONAL VOTER SURVEY - FEBRUARY

INTERVIEW SCHEDULE

N equals 1,200 respondents

Margin of Error = +/-2.83%

February 16-20, 2018

CONFIDENTIAL DOCUMENT

Hello, I am _____ of _____, a national survey research firm, and we're listening to voters in your area today to get their opinions and advice on issues facing us all. We would like to include your responses to this survey, which will be kept confidential, with the responses of several hundred other voters such as yourself.

A. Are you registered to vote in [name of state from sample]?

100% Yes (continue)

B. Are you, or is anyone in your household, employed in the news media, a market research firm, an elected official, or actively involved with political campaigns?

100% No (continue)

C. Thinking about past November general elections for a moment -- which party's candidates have you tended to vote for most often...

(Rotate first two choices) [Note: Record libertarian, reform party or other parties as value 3]

6/11-14/ 2017	6/25-28/ 2017	8/11-13/ 2017	8/16-18/ 2017	9/15-17/ 2017	11/6-9/ 2017	11/30- 12/3/17	1/16-19/ 2018	2/16-20/ 2018	
35%	35%	37%	35%	35%	36%	36%	36%	37%	Republican (to next Q)
40%	40%	39%	39%	40%	40%	39%	40%	40%	Democrat (to next Q)
21%	21%	20%	23%	23%	21%	20%	19%	20%	Or do you vote independent of party (to D)
4%	3%	4%	2%	2%	3%	4%	4%	3%	Unsure/Refused (vol) (to next Q)

IF VALUE 3 (Independent) IN QUESTION C, ASK: (n234)

D. Although you vote for the person and not one of the major parties -- when you have had to choose between two candidates of whom you knew little about, have you tended to vote for... (Rotate choices)

6/11-14/ 2017	6/25-28/ 2017	8/11-13/ 2017	8/16-18/ 2017	9/15-17/ 2017	11/6-9/ 2017	11/30- 12/3/17	1/16-19/ 2018	2/16-20/ 2018	
38%	38%	31%	36%	36%	36%	37%	37%	31%	The Republican candidate
29%	29%	35%	31%	29%	29%	35%	31%	32%	The Democrat candidate
24%	25%	25%	23%	24%	28%	24%	24%	24%	Other / won't vote for either (vol)
10%	10%	9%	11%	11%	8%	5%	7%	12%	Unsure / Refused (vol)

QUESTION C/D COMBINED RESULTS:

6/11-14/ 2017	6/25-28/ 2017	8/11-13/ 2017	8/16-18/ 2017	9/15-17/ 2017	11/6-9/ 2017	11/30- 12/3/17	1/16-19/ 2018	2/16-20/ 2018	
43%	43%	43%	43%	44%	43%	44%	44%	43%	TOTAL REPUBLICAN
46%	46%	46%	46%	46%	46%	46%	46%	46%	TOTAL DEMOCRAT
7%	7%	7%	8%	8%	7%	10%	10%	7%	TOTAL INDEPENDENT
35%	35%	37%	35%	35%	36%	36%	36%	37%	Solid Republican
8%	8%	6%	8%	8%	8%	7%	7%	6%	Lean Republican
6%	6%	7%	7%	7%	6%	7%	6%	6%	Lean Democrat
40%	40%	39%	39%	40%	40%	39%	40%	40%	Solid Democrat
4%	3%	4%	2%	2%	3%	4%	4%	3%	Unsure/ Refused

E. On most issues, do you consider yourself to be... **(Read list by rotating top-to-bottom / bottom-to-top)**

<u>6/11-14/ 2017</u>	<u>6/25-28/ 2017</u>	<u>8/11-13/ 2017</u>	<u>8/16-18/ 2017</u>	<u>9/15-17/ 2017</u>	<u>11/6-9/ 2017</u>	<u>11/30- 12/3/17</u>	<u>1/16-19/ 2018</u>	<u>2/16-20/ 2018</u>	Total Conservative
40%	38%	40%	40%	40%	37%	40%	40%	40%	Total Liberal
28%	28%	27%	27%	27%	30%	28%	27%	25%	
14%	14%	17%	16%	14%	15%	16%	15%	18%	Very conservative
26%	24%	23%	24%	26%	22%	24%	25%	22%	Somewhat conservative
29%	31%	30%	29%	31%	30%	29%	30%	32%	Moderate
17%	18%	16%	16%	16%	19%	17%	17%	15%	Somewhat liberal
11%	10%	11%	11%	11%	11%	10%	10%	10%	Very Liberal
4%	3%	3%	4%	3%	4%	4%	4%	4%	Unsure/ Refused (vol)

1. As you may know, there will be an election for U.S. Congress later this year. Based on what you've heard, when will this election be held? (Open-Ended, DO NOT READ RESPONSES)

9%	November 6th
17%	The first Tuesday in November
40%	In November
5%	Later this year
1%	Next year
28%	Don't Know
*	Refused

2. And on a scale of one to ten, how enthusiastic are you to vote in the November 2018 general election? One means you are not at all enthusiastic, five means that you are somewhat enthusiastic, and ten means you are very enthusiastic. Remember you can use any number between one and ten. (RECORD NUMBER; ACCEPT ALL)

56%	10-8
27%	7-5
15%	4-1
39%	10
6%	9
11%	8
9%	7
6%	6
13%	5
4%	4
4%	3
2%	2
5%	1
1%	Unsure/ Refused (vol)

7.4 MEAN

3. Although they won't be held until November, if the election for U.S. Congress were held today, would you vote for... **(Rotate choices)**

<u>6/11-14/ 2017</u>	<u>6/25-28/ 2017</u>	<u>8/11-13/ 2017</u>	<u>8/16-18/ 2017</u>	<u>9/15-17/ 2017</u>	<u>11/6-9/ 2017</u>	<u>11/30- 12/3/17</u>	<u>1/16-19/ 2018</u>	<u>2/16-20/ 2018</u>	
36%	36%	35%	34%	33%	31%	36%	33%	37%	The Republican candidate
43%	43%	43%	41%	40%	40%	42%	43%	42%	The Democrat candidate
5%	2%	4%	3%	2%	3%	2%	3%	2%	Other
16%	17%	17%	21%	23%	24%	19%	19%	19%	Undecided
--	--	--	--	1%	1%	2%	2%	1%	Refused (vol)

4. In the Presidential election in 2016, please tell me who you voted for. As you'll recall, the candidates were...
(Randomize choices)

<u>6/11-14/2017</u>	<u>6/25-28/2017</u>	<u>8/11-13/2017</u>	<u>8/16-18/2017</u>	<u>9/15-17/2017</u>	<u>11/6-9/2017</u>	<u>11/30-12/3/2017</u>	<u>1/16-19/2018</u>	<u>2/16-20/2018</u>
39%	39%	41%	40%	41%	40%	40%	39%	40%
40%	43%	44%	45%	43%	44%	42%	42%	43%
4%	3%	4%	4%	3%	3%	4%	4%	4%
2%	1%	1%	2%	3%	2%	1%	1%	2%
3%	3%	2%	3%	4%	4%	4%	2%	3%
6%	4%	4%	4%	4%	5%	6%	7%	5%
6%	7%	3%	3%	2%	2%	3%	3%	3%

Donald Trump, Republican
 Hillary Clinton, Democrat
 Gary Johnson, Libertarian
 Jill Stein, Green Party
 Other names (vol)
 Did not vote (vol)
 Refused (vol)

For each one of the following, please **(Phone version: tell me / Web version: indicate)** whether you have heard of that person or group and if so, whether you have a positive or a negative impression of them. If you do not recognize the name, just **(Phone version: say so / Web version: indicate that)**. **(Phone version: Here is the first name... Wait for response, then ask:** Would that be a strong or just somewhat (positive/negative) impression?)
(RANDOMIZE LIST):

	POSITIVE			NEGATIVE			No Opinion	Never heard of
	Total	Strong	Smwht	Total	Smwht	Strong		
5. Donald Trump								
<u>2/16-20/18</u>	41%	25%	16%	54%	7%	47%	5%	*
<u>1/16-19/18</u>	40%	24%	17%	55%	8%	47%	5%	*
<u>11/30-12/3/17</u>	38%	23%	15%	58%	11%	47%	5%	*
<u>11/6-9/17</u>	37%	19%	17%	58%	8%	50%	5%	*
<u>9/15-17/17</u>	39%	22%	17%	57%	10%	47%	4%	--
<u>8/16-18/17</u>	37%	19%	18%	58%	8%	50%	5%	--
<u>8/11-13/17</u>	40%	24%	16%	56%	8%	48%	4%	*
<u>6/25-28/17</u>	38%	20%	17%	58%	11%	47%	5%	--
<u>6/11-14/17</u>	40%	23%	18%	55%	9%	46%	4%	--
6. Mike Pence								
<u>2/16-20/18</u>	42%	26%	17%	45%	12%	33%	10%	3%
<u>1/16-19/18</u>	42%	24%	18%	39%	12%	27%	13%	5%
<u>11/30-12/3/17</u>	41%	25%	16%	42%	15%	28%	12%	4%
<u>11/6-9/17</u>	40%	20%	20%	43%	15%	28%	12%	5%
<u>9/15-17/17</u>	42%	24%	18%	44%	16%	28%	10%	4%
<u>8/16-18/17</u>	42%	25%	17%	43%	13%	30%	11%	4%
<u>8/11-13/17</u>	43%	26%	18%	43%	13%	30%	9%	5%
<u>6/25-28/17</u>	40%	23%	16%	45%	15%	30%	11%	5%
<u>6/11-14/17</u>	43%	25%	18%	43%	14%	29%	9%	5%
7. Nancy Pelosi								
<u>2/16-20/18</u>	32%	11%	21%	53%	13%	40%	12%	4%
<u>1/16-19/18</u>	28%	9%	19%	50%	14%	36%	16%	6%
<u>11/30-12/3/17</u>	30%	11%	19%	52%	15%	37%	12%	6%
<u>11/6-9/17</u>	31%	11%	21%	49%	15%	34%	13%	6%
<u>9/15-17/17</u>	31%	11%	20%	53%	18%	36%	11%	5%
<u>8/16-18/17</u>	30%	9%	21%	52%	15%	36%	14%	5%
<u>6/25-28/17</u>	31%	9%	22%	51%	17%	34%	13%	5%
8. Paul Ryan								
<u>2/16-20/18</u>	34%	11%	23%	50%	18%	32%	12%	4%
<u>1/16-19/18</u>	34%	10%	24%	44%	19%	25%	15%	6%
<u>11/30-12/3/17</u>	35%	9%	26%	47%	20%	27%	13%	5%
<u>11/6-9/17</u>	35%	7%	28%	45%	18%	27%	13%	6%
<u>9/15-17/17</u>	30%	8%	22%	53%	24%	28%	12%	6%
<u>8/11-13/17</u>	34%	9%	25%	49%	21%	28%	10%	6%
<u>6/11-14/17</u>	34%	10%	24%	48%	19%	29%	12%	5%

	POSITIVE			NEGATIVE			No Opinion	Never heard of
	Total	Strong	Smwht	Total	Smwht	Strong		
9. Mitch McConnell								
<u>2/16-20/18</u>	23%	3%	20%	49%	19%	30%	18%	10%
<u>1/16-19/18</u>	20%	3%	17%	43%	19%	25%	22%	14%
<u>11/30-12/3/17</u>	19%	2%	17%	50%	23%	28%	19%	12%
<u>11/6-9/17</u>	17%	2%	15%	49%	20%	29%	20%	14%
<u>9/15-17/17</u>	15%	3%	13%	51%	20%	31%	17%	16%
<u>8/11-13/17</u>	22%	3%	18%	50%	20%	31%	15%	13%
10. Chuck Schumer								
<u>2/16-20/18</u>	26%	9%	17%	43%	15%	28%	17%	14%
<u>1/16-19/18</u>	23%	9%	15%	36%	12%	25%	20%	20%
<u>11/30-12/3/17</u>	24%	9%	15%	38%	14%	23%	19%	19%
<u>11/6-9/17</u>	25%	9%	16%	35%	14%	21%	20%	21%
<u>9/15-17/17</u>	27%	10%	17%	36%	14%	22%	18%	18%
11. Republicans in Congress								
<u>2/16-20/18</u>	33%	8%	24%	56%	20%	36%	10%	1%
<u>1/16-19/18</u>	33%	6%	26%	53%	22%	31%	12%	2%
<u>11/30-12/3/17</u>	29%	6%	23%	57%	24%	33%	12%	1%
<u>11/6-9/17</u>	28%	5%	23%	59%	26%	34%	11%	2%
<u>9/15-17/17</u>	27%	4%	22%	63%	31%	32%	9%	1%
<u>8/16-18/17</u>	28%	4%	23%	63%	27%	36%	9%	*
<u>8/11-13/17</u>	30%	6%	24%	61%	27%	34%	8%	1%
<u>6/25-28/17</u>	33%	8%	25%	57%	24%	33%	9%	1%
<u>6/11-14/17</u>	34%	8%	26%	56%	23%	33%	9%	--
12. Democrats in Congress								
<u>2/16-20/18</u>	40%	13%	28%	48%	20%	29%	10%	1%
<u>1/16-19/18</u>	38%	13%	25%	47%	19%	28%	12%	3%
<u>11/30-12/3/17</u>	39%	13%	26%	48%	19%	29%	10%	2%
<u>11/6-9/17</u>	40%	14%	27%	48%	23%	25%	10%	2%
<u>9/15-17/17</u>	40%	12%	27%	49%	22%	27%	10%	1%
<u>8/16-18/17</u>	40%	12%	28%	48%	20%	28%	11%	*
<u>8/11-13/17</u>	38%	12%	26%	53%	23%	30%	8%	1%
<u>6/25-28/17</u>	42%	13%	29%	48%	22%	26%	10%	1%
<u>6/11-14/17</u>	36%	11%	25%	52%	23%	29%	11%	1%

(End randomization)

13. Do you approve or disapprove of the job Donald Trump is doing as President?
(Phone version: If choice made, ask: Is that strongly or somewhat (approve / disapprove)?)

6/11-14/ 2017	6/25-28/ 2017	8/11-13/ 2017	8/16-18/ 2017	9/15-17/ 2017	11/6-9/ 2017	11/30- 12/3/17	1/16-19/ 2018	2/16-20/ 2018	Total Approve	Total Disapprove
42%	41%	42%	40%	42%	40%	40%	44%	44%	44%	44%
54%	56%	54%	58%	55%	57%	55%	52%	53%	52%	53%
24%	22%	25%	19%	23%	20%	23%	27%	26%	Strongly Approve	
18%	19%	18%	20%	19%	19%	17%	17%	18%	Somewhat Approve	
9%	10%	8%	8%	11%	10%	10%	8%	8%	Somewhat Disapprove	
45%	46%	46%	50	44%	47%	45%	44%	45%	Strongly Disapprove	
4%	4%	4%	3%	3%	4%	4%	4%	3%	Unsure / refused (vol)	

IF VALUE 3, 4 or 5 in PREVIOUS QUESTION, ASK: (n677)

14. Do you agree or disagree with the following statement: Even though I may not approve of the job that Donald Trump is doing as President, I do like some of the actions he is taking?
(Phone version: If choice made, ask: Is that strongly or somewhat (agree / disagree)?)

<u>6/11-14/</u>	<u>6/25-28/</u>	<u>8/11-13/</u>	<u>8/16-18/</u>	<u>9/15-17/</u>	<u>11/6-9/</u>	<u>11/30-12/3/17</u>	<u>1/16-19/</u>	<u>2/16-20/</u>	
<u>2017</u>	<u>2017</u>	<u>2017</u>	<u>2017</u>	<u>2017</u>	<u>2017</u>	<u>2018</u>	<u>2018</u>	<u>2018</u>	Total Agree
22%	22%	23%	21%	24%	24%	22%	20%	22%	Total Disagree
72%	72%	72%	75%	70%	71%	70%	74%	71%	Total Disagree
3%	3%	4%	5%	4%	5%	4%	5%	4%	Strongly Agree
17%	19%	19%	16%	20%	20%	17%	15%	17%	Somewhat Agree
12%	14%	10%	10%	12%	8%	10%	12%	10%	Somewhat Disagree
60%	59%	61%	65%	58%	63%	60%	62%	61%	Strongly Disagree
3%	3%	3%	3%	3%	4%	5%	4%	4%	Depends / neutral (vol)
2%	2%	2%	1%	2%	1%	3%	3%	3%	Unsure / refused (vol)

(ASK ALL)

15. Do you know anyone who approves of the job President Trump is doing, but would rather not say so publicly?
(Record only)

<u>6/11-14/</u>	<u>6/25-28/</u>	<u>8/11-13/</u>	<u>8/16-18/</u>	<u>9/15-17/</u>	<u>11/6-9/</u>	<u>11/30-12/3/17</u>	<u>1/16-19/</u>	<u>2/16-20/</u>	
<u>2017</u>	<u>2017</u>	<u>2017</u>	<u>2017</u>	<u>2017</u>	<u>2017</u>	<u>2018</u>	<u>2018</u>	<u>2018</u>	Yes
42%	38%	41%	35%	37%	41%	38%	38%	42%	Yes
50%	53%	50%	55%	54%	51%	53%	52%	50%	No
9%	9%	9%	9%	9%	8%	9%	10%	8%	Unsure (vol)

Please (**Phone version:** tell me / **Web version:** indicate) whether you approve or disapprove of the job President Donald Trump is doing on each of the following...
 (PROBE: and would that be Strongly or Somewhat)
 (**RANDOMIZE LIST:**)

	Total Approve	Total Disapprove	Strng App	Smwt App	Smwt Disapp	Strng Disapp	Depends / Neutral (vol)	Unsure/ Refused (vol)
16. Handling of the economy.								
<u>2/16-20/18</u>	51%	43%	32%	20%	13%	30%	3%	3%
<u>1/16-19/18</u>	51%	38%	30%	21%	12%	26%	8%	3%
<u>11/30-12/3/17</u>	49%	43%	28%	21%	13%	30%	5%	4%
17. Handling of health care and health insurance.								
<u>2/16-20/18</u>	38%	55%	16%	22%	11%	44%	4%	3%
<u>1/16-19/18</u>	36%	56%	15%	21%	13%	43%	4%	4%
18. Handling of ISIS and terrorism.								
<u>2/16-20/18</u>	52%	40%	31%	20%	12%	27%	4%	4%
<u>1/16-19/18</u>	49%	39%	30%	18%	13%	25%	7%	6%
<u>11/30-12/3/17</u>	48%	44%	29%	18%	11%	33%	4%	4%
19. Handling of national security and the border.								
<u>2/16-20/18</u>	45%	49%	28%	17%	9%	41%	3%	3%
<u>1/16-19/18</u>	46%	48%	26%	20%	13%	35%	4%	3%
<u>11/30-12/3/17</u>	41%	52%	24%	17%	13%	39%	4%	3%
20. Handling of trade deals.								
<u>2/16-20/18</u>	46%	41%	24%	21%	11%	30%	6%	7%
<u>1/16-19/18</u>	45%	42%	25%	20%	13%	29%	6%	6%
<u>11/30-12/3/17</u>	43%	45%	23%	20%	13%	32%	5%	7%
21. Working with allies like Israel.								
<u>2/16-20/18</u>	49%	39%	29%	20%	10%	29%	6%	6%
22. Finding solutions for illegal immigrants brought to the US as children, also known as DREAMers.								
<u>2/16-20/18</u>	40%	53%	19%	21%	11%	42%	4%	3%
23. The stock market.								
<u>2/16-20/18</u>	50%	32%	29%	21%	11%	22%	9%	9%
<u>1/16-19/18</u>	53%	27%	35%	19%	12%	15%	11%	9%
<u>11/30-12/3/17</u>	53%	28%	30%	23%	10%	19%	9%	10%
24. Dealing with international threats, like North Korea and Iran.								
<u>2/16-20/18</u>	42%	52%	25%	17%	11%	41%	3%	3%
<u>1/16-19/18</u>	41%	52%	25%	16%	11%	42%	4%	3%
25. Reducing unemployment and putting Americans back to work.								
<u>2/16-20/18</u>	56%	36%	36%	20%	12%	24%	5%	3%
<u>1/16-19/18</u>	52%	35%	32%	21%	12%	22%	9%	4%
26. Reducing taxes on middle class Americans and encouraging companies to pay bonuses to their workers with their tax savings.								
<u>2/16-20/18</u>	54%	39%	34%	19%	10%	30%	4%	3%
27. Draining the swamp.								
<u>2/16-20/18</u>	35%	48%	18%	16%	11%	37%	6%	11%
28. Uncovering corruption and unsavory practices in Washington DC institutions.								
<u>2/16-20/18</u>	42%	48%	23%	19%	8%	40%	4%	6%

(End randomization)

29. Thinking about your member of Congress, please tell me which of the following comes closest to your opinion... **(Rotate choices)**

<u>1/16-19</u>		<u>2/16-20/</u>	
<u>2018</u>	<u>2018</u>		
34%	34%	Our Member of Congress should work with Donald Trump to help him pass his agenda	
...or...			
56%	58%	Our Member of Congress should be a check and balance on Donald Trump.	
9%	6%	Don't Know/ Unsure (DO NOT READ)	
2%	1%	Refused (DO NOT READ)	

30. Who do you trust more to successfully lead our country ...**(Rotate choices)**

<u>1/16-19</u>		<u>2/16-20/</u>	
<u>2018</u>	<u>2018</u>		
43%	44%	Donald Trump and Republicans in Congress	
35%	37%	Nancy Pelosi and Democrats in Congress	
15%	14%	Neither/ Other (DO NOT READ) (Prompt: If you had to choose one of them)	
6%	5%	Don't Know/ Unsure (DO NOT READ)	
1%	1%	Refused (DO NOT READ)	

31. Which of the following do you see as the most important issue for Congress and the President to address in 2018: **(RANDOMIZE)** (accept multiple responses)

<u>1/16-19</u>		<u>2/16-20/</u>	
<u>2018</u>	<u>2018</u>		
33%	35%	Creating new jobs and improving the economy	
39%	41%	Lowering the cost of healthcare	
--	26%	Draining the swamp and exposing corruption in Washington	
21%	27%	Reducing the federal deficit	
28%	30%	Reforming our immigration system	
17%	20%	Reforming the criminal justice system	
26%	30%	Improving our nation's infrastructure	
22%	26%	Increasing national security	
31%	34%	Improving education	
17%	21%	Combating the opioid epidemic	
1%	1%	Depends / other (vol)	
2%	2%	Unsure / refused (vol)	
12%	10%	All of the above (vol)	

IF RESPONSE 2 IN PREVIOUS QUESTION: (n492)

31A. In thinking about the state of the Affordable Care Act, commonly referred to as Obamacare, would you like Congress to: **(ROTATE 1-3, 3-1)**

<u>1/16-19</u>		<u>2/16-20/</u>	
<u>2018</u>	<u>2018</u>		
23%	31%	Repeal and Replace Obamacare	
14%	10%	Leave Obamacare as it is	
58%	58%	Work to fix the problems with Obamacare	
4%	2%	Don't Know/Refused (DO NOT READ)	

(ASK ALL)

Who does each phrase better describe (ROTATE) – President Trump and Congressional Republicans or Nancy Pelosi, Chuck Schumer and Congressional Democrats? (**RANDOMIZE LIST**):

	<u>Trump & Republicans</u>	<u>Pelosi, Schumer & Democrats</u>	<u>Neither (vol)</u>	<u>Both (vol)</u>	<u>Refused (vol)</u>
32.	Wants to drain the Washington swamp. 49%	19%	21%	3%	8%
33.	Is more patriotic. 42%	28%	17%	8%	6%
34.	Will be tougher on violent criminals and gang members. 60%	15%	15%	4%	6%
35.	Wants to solve our illegal immigration crisis. 50%	29%	11%	7%	4%
36.	Wants to protect our borders and remove violent illegal immigrants from our country. 66%	15%	9%	6%	4%
37.	Fighting for common sense solutions. 38%	39%	17%	3%	4%
38.	Fights for better trade deals to protect American jobs. 52%	26%	14%	3%	5%
39.	Is making it easier for companies to hire more workers and pay out more bonuses to their employees. 54%	18%	18%	3%	6%
40.	Is a strong friend of Israel. 54%	16%	14%	7%	9%
41.	Represents the view of the elites in New York and Hollywood. 32%	43%	13%	5%	7%
42.	Shares my values. 39%	37%	18%	3%	4%
43.	Understands the needs and concerns of people like me. 38%	38%	19%	2%	3%

(End randomization)

ASK SPLIT SAMPLE A ONLY (n607)

44A. As you know, it was a little more than a year ago that Donald Trump took office. Over the past year, when you think about our country in general would you say that our country is....

<u>11/6-9/ 2017</u>	<u>11/30- 12/3/17</u>	<u>1/16-19/ 2018</u>	<u>2/16-20/ 2018</u>	
32%	35%	40%	40%	Better off than it was a year ago
46%	44%	40%	43%	Worse off than it was a year ago
20%	18%	17%	15%	About the same as it was a year ago
2%	2%	3%	3%	Don't Know/Refused (DO NOT READ)

ASK SPLIT SAMPLE B ONLY (n593)

44B. Over the past year, when you think about our country in general would you say that our country is....

<u>1/16-19/ 2018</u>	<u>2/16-20/ 2018</u>	
33%	37%	Better off than it was a year ago
46%	40%	Worse off than it was a year ago
19%	21%	About the same as it was a year ago
2%	1%	Don't Know/Refused (DO NOT READ)

ASK ENTIRE SAMPLE

45. When you think about jobs, the economy and worker bonuses, regardless of personality or partisanship, do you think America is in the process of becoming great again? (**Record only**)

<u>11/30- 12/3/17</u>	<u>1/16-19/ 2018</u>	<u>2/16-20/ 2018</u>	
43%	46%	44%	Yes
38%	35%	37%	No
11%	12%	13%	It was already great
7%	7%	6%	Unsure/ Refused

46. Are you feeling (ROTATE) more/less confident about your own economic situation than you were a few years ago, (IN ROTATION) less/more confident, or about the same?

<u>1/16-19/ 2018</u>	<u>2/16-20/ 2018</u>	
36%	34%	More confident
38%	39%	About the same
24%	25%	Less confident
3%	2%	Unsure/ Refused

47. Do you support or oppose the tax reform plan that was passed by President Trump and Republicans in Congress?

(**Phone version: If choice made, ask:** Is that strongly or somewhat (support / oppose)?)

<u>11/6-9/ 2017</u>	<u>11/30- 12/3/17</u>	<u>1/16-20/ 2018</u>	<u>2/16-20/ 2018</u>	
34%	38%	42%	46%	Total Support
48%	49%	43%	43%	Total Oppose
13%	18%	24%	27%	Strongly Support
21%	20%	18%	19%	Somewhat Support
13%	11%	13%	11%	Somewhat Oppose
35%	38%	30%	32%	Strongly Oppose
4%	4%	3%	3%	Depends / other (vol)
14%	9%	12%	8%	Unsure / refused (vol)

48. Have you or anyone you know personally benefitted from those tax cuts, such as with more money in your paycheck, a bonus at work, a new job, or more job security? (**Record only**)

41%	Yes
51%	No
8%	Unsure/ Refused

49. Which of the following sources do you trust the MOST, to have honest and fair information about the tax reform plan? (RANDOMIZE) (Accept only one)

32%	Your accountant or the person that helps you with your taxes
11%	Friends, family and neighbors
2%	Washington politicians
7%	The news media
3%	Business executives
28%	Economists and tax analysts
2%	Other (vol)
2%	All of the above (vol)
7%	None of these (vol)
5%	Don't Know/Refused (vol)

50. When talking about the bonuses that companies like AT&T, Wells Fargo and Visa have recently given their employees due to tax reform, Nancy Pelosi said, "In terms of the bonus that corporate America received versus the crumbs that they are giving workers to kind of put the schmooze on is so pathetic." Do you agree or disagree with Nancy Pelosi's statement?
(Phone version: If choice made, ask: Is that strongly or somewhat (agree / disagree)?)

49%	Total Agree
43%	Total Disagree
31%	Strongly Agree
18%	Somewhat Agree
9%	Somewhat Disagree
35%	Strongly Disagree
3%	Depends / neutral (vol)
5%	Unsure / refused (vol)

(Phone version:) Here is a list of highlights included in President Trump's tax reform package. After I read each, please tell me if that fact would make you more likely or less likely to support the president's tax reform package. (PROBE: and would that be Much or Somewhat more/less likely?)

(Web version:) This is a list of highlights included in President Trump's tax reform package. Please read each and indicate if that fact would make you more likely or less likely to support the president's tax reform package

(RANDOMIZE LIST):

(End randomization)

Now, thinking a moment about immigration reform...

55. Do you support or oppose President Trump's 4-point immigration reform plan, which looks to create a path to citizenship for 1.8 million illegal immigrant children, build a wall across America's southern border, end the visa lottery program, and limit extended family sponsorships?

(Phone version: If choice made, ask: Is that strongly or somewhat (support / oppose)?

**46% Total Support
46% Total Oppose**

26%	Strongly Support
19%	Somewhat Support
11%	Somewhat Oppose
35%	Strongly Oppose
3%	Depends / other (vs)
5%	Unsure / refused (vs)

Please (Phone version: tell me / Web version: indicate) whether you support or oppose each of the following portions of immigration reform... (PROBE: and would that be Strongly or Somewhat) (RANDOMIZE LIST):

	Total <u>Support</u>	Total <u>Oppose</u>	Strng Support	Smwt Support	Smwt <u>Oppose</u>	Strng <u>Oppose</u>	Depends/ <u>Other (vol)</u>	Unsure/ <u>Ref (vol)</u>
56.	Creating a path to citizenship for 1.8 million illegal immigrants brought to the United States as children, provided they must meet certain education and work requirements.	72% 20%	43%	29%	8%	11%	2%	6%
57.	Building a wall across our country's southern border, increasing the number of border patrol personnel and implementing more technology like cameras and sensors across our border.	48% 46%	33%	15%	9%	37%	3%	3%
58.	Ending the Visa lottery, which issues green cards without any regard for skill or merit, in favor of a merit-based immigration policy, which rewards things like skills and achievements.	56% 35%	37%	19%	14%	21%	3%	6%
59.	Limiting extended family sponsorships, otherwise known as chain migration, to spouses and minor children only, rather than distant relatives and fiancés. (fee-ahn-sayz)	55% 37%	33%	22%	14%	23%	3%	5%

(End randomization)

And now thinking about other issues...

Please (Phone version: tell me / Web version: indicate) whether you support or oppose each of the following proposals... (PROBE: and would that be Strongly or Somewhat) (RANDOMIZE LIST):

	Total <u>Support</u>	Total <u>Oppose</u>	Strng Support	Smwt Support	Smwt <u>Oppose</u>	Strng <u>Oppose</u>	Depends/ <u>Other (vol)</u>	Unsure/ <u>Ref (vol)</u>
60.	A bipartisan proposal for prison reform, where non-violent prisoners who complete a series of programs are able to serve the final days of their sentences in halfway houses or home confinement while receiving job training education and counseling, in order to become self sufficient and productive members of society.	80% 12%	47%	33%	6%	6%	2%	5%
61.	A proposal for the construction of a wall along unsecured parts of our nation's southern border in order to disrupt the flow of illegal immigrants, drugs, and violent gang members into our country.	48% 47%	35%	14%	9%	37%	2%	3%
62.	A proposal to increase security on our southern border by adding more border patrol officers, advanced technology, like drones and video and heat cameras, fixed towers and underground sensors.	73% 21%	47%	26%	9%	12%	2%	4%
63.	A proposal to implement methods to combat opioid abuse in our country, including the hiring of drug treatment specialists, expanding the use of telemedicine services for rural areas, the development of new non-addictive painkillers, and the blocking of any new shipments of the synthetic opioid fentanyl.	77% 15%	50%	26%	8%	7%	2%	6%
64.	A proposal for a military parade that honors our nation's veterans and the troops and families who sacrificed their lives for our country, as well as the strength of our military.	50% 42%	32%	17%	10%	32%	4%	4%
65.	A bipartisan proposal to improve our nation's infrastructure and create more jobs by improving and fixing our nation's roads, bridges, tunnels and airports using both private and public funding.	81% 12%	51%	30%	6%	5%	2%	5%
66.	A proposal to reform our welfare system, by requiring able-bodied adults to work for the benefits that they receive and implementing drug testing to combat the abuse of food stamps and unemployment benefits.	69% 25%	49%	20%	11%	14%	2%	4%
67.	A proposal for a 25 cent gas tax increase, phased in over five years, to raise billions of dollars in new revenue for infrastructure and transportation improvements.	49% 43%	21%	28%	15%	28%	3%	4%

(End randomization)

68. Thinking about the nation's infrastructure for a moment, do you believe that the federal government is currently spending (ROTATE top-to-bottom, bottom-to-top) too much, about the right amount, or not enough money on improving and fixing our nation's roads, bridges, tunnels and airports?

8% Too much
 20% About right
 62% Not enough
 10% Unsure/Refused (vol)

Thinking about other things...

69. Did you happen to watch the President's State of the Union address a few weeks ago, or watched any news coverage of it? (specify, and accept more than one yes)

66% Total Yes
 45% Yes, watched it
 25% Yes, saw news coverage
 6% Yes, heard about it from others
34% No
 * Refused (vol)

(IF Q69:1-3, ASK) (n790)

70. And in your opinion, how did President Trump do delivering the State of the Union? (ROTATE TOP-TO-BOTTOM, BOTTOM-TO-TOP)

55% Total Excellent/ Good
43% Total Fair/ Poor

 32% Excellent
 23% Very good
 20% Only fair
 23% Poor
 2% Unsure (vol)
 1% Refused (vol)

(IF Q69:1-3, ASK) (n790)

71. And in your opinion, how did Nancy Pelosi, Chuck Schumer and the Democrats do responding to the State of the Union? (ROTATE TOP-TO-BOTTOM, BOTTOM-TO-TOP)

23% Total Excellent/ Good
68% Total Fair/ Poor

 7% Excellent
 16% Very good
 22% Only fair
 46% Poor
 8% Unsure (vol)
 1% Refused (vol)

(ASK ALL)

72. During the State of the Union address, President Trump paid tribute to, "our police, our military, and our amazing veterans as heroes who deserve our total and unwavering support." At that time Nancy Pelosi refused to stand up and applaud military families and American success stories. Do you agree or disagree with her decision to not stand and applaud?

(Phone version: If choice made, ask: Is that strongly or somewhat (agree / disagree)?)

25%	Total Agree
60%	Total Disagree
14%	Strongly Agree
11%	Somewhat Agree
11%	Somewhat Disagree
49%	Strongly Disagree
7%	Depends / neutral (vol)
8%	Unsure / refused (vol)

73. Thinking about the government shutdowns that have taken place over the past month, which of the following statements comes closest to your opinion (ROTATE)

37%	The shutdowns were due to political posturing by Chuck Schumer, Nancy Pelosi and the Democrats.
35%	The shutdowns were due to the Republicans' unwillingness to negotiate on issues such as immigration and defense spending.
18%	Both (vol)
10%	Don't Know/Refused (vol)

74. Did you read or hear about the memo released by the House Intelligence Committee about the FBI's use of surveillance on the Trump campaign and transition team? (specify, and accept more than one yes)

76%	Total Yes
33%	Yes, I read it
42%	Yes, saw news coverage about it
18%	Yes, heard about it from others\
23%	No
1%	Refused (vol)

75. Still thinking about that issue, which is closer to your own opinion (ROTATE)

39%	The surveillance request was based on faulty and in some cases phony research, and the FBI should have admitted where they got the research, even if their request for surveillance would then be rejected by a Judge.
43%	The surveillance request was necessary because there was a real concern that major figures in the Trump campaign were colluding with foreign adversaries.
18%	Don't Know/Refused (vol)

Please (**Phone version:** tell me / **Web version:** indicate) whether you agree or disagree with the following statements... (PROBE: and would that be Strongly or Somewhat) (**RANDOMIZE LIST:**)

	Total <u>Agree</u>	Total <u>Disagree</u>	Strng Agree	Smwt Agree	Smwt Disagree	Strng Disagree	Depends/ Neutral (vol)	Unsure/ Ref (vol)
76. "Over the past year, the economy of the U.S. has improved."								
<u>2/16-20/18</u>	62%	29%	34%	28%	16%	13%	4%	6%
<u>1/16-19/18</u>	62%	28%	33%	29%	13%	16%	6%	3%
77. "Over the past year, unemployment rates in America have declined."								
<u>2/16-20/18</u>	70%	20%	36%	34%	11%	9%	4%	6%
<u>1/16-19/18</u>	67%	22%	32%	34%	12%	10%	5%	7%
78. "Over the past year, manufacturing jobs have been brought back to the U.S."								
<u>2/16-20/18</u>	50%	35%	25%	26%	17%	18%	4%	10%
<u>1/16-19/18</u>	46%	38%	23%	23%	18%	20%	7%	9%
79. "Over the past year, lobbyists and the DC elite have begun to lose their influence."								
<u>2/16-20/18</u>	38%	45%	16%	22%	18%	27%	4%	13%
<u>1/16-19/18</u>	37%	43%	16%	21%	15%	28%	7%	13%
80. "Over the past year, undocumented illegal immigration into the U.S. has declined."								
<u>2/16-20/18</u>	53%	25%	23%	31%	16%	9%	5%	17%
<u>1/16-19/18</u>	51%	25%	24%	28%	16%	9%	8%	16%
81. "Over the past year, the U.S. has been winning the war against ISIS and terrorism."								
<u>2/16-20/18</u>	53%	34%	25%	29%	17%	17%	4%	8%
<u>1/16-19/18</u>	49%	37%	24%	25%	18%	18%	7%	7%
82. "Over the past year, trade agreements have been renegotiated in a way that benefits American workers and businesses."								
<u>2/16-20/18</u>	47%	37%	22%	26%	17%	20%	5%	11%
<u>1/16-19/18</u>	43%	40%	22%	21%	18%	22%	6%	11%

(End randomization)

83. Have you seen, read or heard anything in the news about former White House Staff Secretary Robert Porter?

53% Yes
40% No
6% Unsure (vol)
1% Refused (vol)

84. Former White House Staff Secretary Robert Porter resigned from his job, following public allegations of spousal abuse from his two ex-wives, which were supported by photographs. President Donald Trump denounced domestic violence, and also commented "...we absolutely wish him well, he did a very good job when he was at the White House. " Do you agree or disagree with the President's response? (**Phone version: If choice made, ask:** Is that strongly or somewhat (agree / disagree)?)

41% Total Agree
45% Total Disagree
18% Strongly Agree
23% Somewhat Agree
11% Somewhat Disagree
34% Strongly Disagree
5% Depends / neutral (vol)
9% Unsure / refused (vol)

Now just a few questions to make sure we have a representative sample --

85. In politics today, do you generally consider yourself to be... **(Randomize first three options, then read fourth)**

<u>6/11-14/</u> <u>2017</u>	<u>6/25-28/</u> <u>2017</u>	<u>8/11-13/</u> <u>2017</u>	<u>8/16-18/</u> <u>2017</u>	<u>9/15-17/</u> <u>2017</u>	<u>11/6-9/</u> <u>2017</u>	<u>11/30-12/3/17</u> <u>2017</u>	<u>1/16-19/</u> <u>2018</u>	<u>2/16-20/</u> <u>2018</u>
32%	33%	33%	31%	31%	31%	31%	31%	31%
34%	35%	35%	35%	35%	35%	35%	35%	34%
28%	25%	23%	26%	26%	26%	26%	26%	27%
4%	5%	6%	6%	5%	5%	5%	6%	7%
2%	2%	2%	3%	3%	3%	2%	1%	Unsure / refused (vol)

IF VALUE 3 in PREVIOUS QUESTION, ASK: (n324)

86. Do you think of yourself closer to (ROTATE) the Republican party or the Democratic party?

<u>6/11-14/</u> <u>2017</u>	<u>6/25-28/</u> <u>2017</u>	<u>8/11-13/</u> <u>2017</u>	<u>8/16-18/</u> <u>2017</u>	<u>9/15-17/</u> <u>2017</u>	<u>11/6-9/</u> <u>2017</u>	<u>11/30-12/3/17</u> <u>2017</u>	<u>1/16-19/</u> <u>2018</u>	<u>2/16-20/</u> <u>2018</u>
37%	36%	28%	35%	39%	35%	40%	36%	29%
40%	33%	45%	34%	37%	38%	34%	39%	41%
17%	28%	27%	32%	25%	27%	25%	25%	30%
7%	4%	--	--	--	--	--	--	Unsure / refused (vol)

QUESTION 85/86 COMBINED RESULTS:

<u>6/11-14/</u> <u>2017</u>	<u>6/25-28/</u> <u>2017</u>	<u>8/11-13/</u> <u>2017</u>	<u>8/16-18/</u> <u>2017</u>	<u>9/15-17/</u> <u>2017</u>	<u>11/6-9/</u> <u>2017</u>	<u>11/30-12/3/17</u> <u>2017</u>	<u>1/16-19/</u> <u>2018</u>	<u>2/16-20/</u> <u>2018</u>	TOTAL REPUBLICAN	TOTAL DEMOCRAT	PURE INDEPENDENT
42%	42%	40%	40%	41%	40%	42%	40%	39%			
45%	43%	46%	44%	45%	45%	44%	45%	45%			
5%	7%	6%	8%	6%	7%	7%	6%	8%			
32%	33%	33%	31%	31%	31%	31%	31%	31%	A Republican		
10%	9%	7%	9%	10%	9%	11%	9%	8%	Closer to Republican Party		
11%	8%	11%	9%	10%	10%	9%	10%	11%	Closer to Democratic Party		
34%	35%	35%	35%	35%	35%	35%	35%	34%	A Democrat		
4%	5%	6%	6%	5%	5%	5%	6%	7%	Something Else		
2%	2%	2%	2%	3%	3%	3%	2%	1%	Unsure/ Refused		

D1. In what year were you born? (Make REFUSED into 9 9 9 9)

D1_1. IF UNSURE OR REFUSED, ASK: Which of the following categories best describes your age? **Read choices**

<u>6/11-14/</u> <u>2017</u>	<u>6/25-28/</u> <u>2017</u>	<u>8/11-13/</u> <u>2017</u>	<u>8/16-18/</u> <u>2017</u>	<u>9/15-17/</u> <u>2017</u>	<u>11/6-9/</u> <u>2017</u>	<u>11/30-12/3/17</u> <u>2017</u>	<u>1/16-19/</u> <u>2018</u>	<u>2/16-20/</u> <u>2018</u>
18%	19%	16%	18%	18%	18%	18%	18%	18% to 34
19%	18%	20%	18%	18%	18%	18%	18%	35 to 44
19%	18%	19%	19%	19%	19%	19%	19%	45 to 54
20%	20%	20%	20%	20%	20%	20%	20%	55 to 64
24%	25%	25%	25%	25%	25%	25%	25%	65 or older
--	--	--	*	--	--	--	--	Refused

D2. Are you or is anyone in your household a member of a trade, teacher or labor union?

<u>6/11-14/</u> <u>2017</u>	<u>6/25-28/</u> <u>2017</u>	<u>8/11-13/</u> <u>2017</u>	<u>8/16-18/</u> <u>2017</u>	<u>9/15-17/</u> <u>2017</u>	<u>11/6-9/</u> <u>2017</u>	<u>11/30-</u> <u>12/3/17</u>	<u>1/16-19/</u> <u>2018</u>	<u>2/16-20/</u> <u>2018</u>
15%	15%	17%	14%	18%	17%	15%	14%	14%
84%	83%	81%	82%	77%	81%	82%	84%	83%
1%	1%	1%	*	2%	1%	2%	1%	1%
1%	1%	2%	4%	3%	1%	2%	1%	1%
								Yes
								No
								Unsure (vol)
								Refused (vol)

D3. Are you or is anyone in your household a military veteran or current member of the armed services?

<u>6/11-14/</u> <u>2017</u>	<u>6/25-28/</u> <u>2017</u>	<u>8/11-13/</u> <u>2017</u>	<u>8/16-18/</u> <u>2017</u>	<u>9/15-17/</u> <u>2017</u>	<u>11/6-9/</u> <u>2017</u>	<u>11/30-</u> <u>12/3/17</u>	<u>1/16-19/</u> <u>2018</u>	<u>2/16-20/</u> <u>2018</u>
27%	12%	27%	23%	22%	25%	25%	25%	25%
72%	87%	71%	73%	73%	73%	71%	74%	73%
--	--	*	*	1%	1%	*	1%	1%
1%	1%	2%	4%	4%	1%	3%	1%	1%
								Yes
								No
								Unsure (vol)
								Refused (vol)

D4. Do you consider yourself to be of Hispanic or Latino descent, such as Mexican, Puerto Rican, Cuban, or some other Central or Latin American background?

<u>6/11-14/</u> <u>2017</u>	<u>6/25-28/</u> <u>2017</u>	<u>8/11-13/</u> <u>2017</u>	<u>8/16-18/</u> <u>2017</u>	<u>9/15-17/</u> <u>2017</u>	<u>11/6-9/</u> <u>2017</u>	<u>11/30-</u> <u>12/3/17</u>	<u>1/16-19/</u> <u>2018</u>	<u>2/16-20/</u> <u>2018</u>
11%	12%	12%	12%	12%	12%	12%	12%	12%
88%	87%	88%	87%	87%	87%	88%	88%	88%
--	--	*	*	*	*	*	*	*
1%	1%	*	1%	1%	1%	*	*	*
								Yes
								No
								Unsure (vol)
								Refused (vol)

D5. And is your race Anglo, African-American, Asian, or some other race?

<u>6/11-14/</u> <u>2017</u>	<u>6/25-28/</u> <u>2017</u>	<u>8/11-13/</u> <u>2017</u>	<u>8/16-18/</u> <u>2017</u>	<u>9/15-17/</u> <u>2017</u>	<u>11/6-9/</u> <u>2017</u>	<u>11/30-</u> <u>12/3/17</u>	<u>1/16-19/</u> <u>2018</u>	<u>2/16-20/</u> <u>2018</u>
69%	68%	70%	69%	70%	68%	67%	69%	69%
13%	13%	14%	14%	14%	14%	15%	14%	14%
2%	2%	2%	2%	3%	3%	2%	3%	2%
5%	5%	6%	5%	4%	6%	7%	6%	5%
1%	--	1%	*	*	1%	1%	*	1%
9%	9%	6%	8%	7%	7%	7%	6%	8%
--	--	*	*	*	*	1%	*	*
1%	1%	1%	1%	1%	1%	1%	2%	1%
								Anglo / White
								African-American / Black
								Asian
								Hispanic (vol)
								American Indian (vol)
								Other (vol)
								Unsure (vol)
								Refused (vol)

D6. Do you consider your religious background to be... (Read and randomize first three options)

<u>6/11-14/</u> <u>2017</u>	<u>6/25-28/</u> <u>2017</u>	<u>8/11-13/</u> <u>2017</u>	<u>8/16-18/</u> <u>2017</u>	<u>9/15-17/</u> <u>2017</u>	<u>11/6-9/</u> <u>2017</u>	<u>11/30-</u> <u>12/3/17</u>	<u>1/16-19/</u> <u>2018</u>	<u>2/16-20/</u> <u>2018</u>
20%	19%	27%	23%	22%	23%	22%	20%	21%
4%	4%	4%	4%	3%	3%	5%	3%	4%
23%	24%	23%	22%	23%	22%	24%	23%	24%
19%	20%	14%	17%	16%	16%	17%	21%	20%
3%	3%	2%	2%	3%	2%	3%	3%	2%
4%	4%	3%	6%	4%	5%	4%	4%	4%
6%	7%	6%	7%	8%	5%	4%	6%	5%
7%	5%	6%	5%	4%	7%	6%	7%	7%
8%	8%	8%	6%	8%	9%	9%	8%	9%
2%	2%	2%	2%	2%	1%	1%	2%	2%
4%	4%	4%	6%	8%	6%	5%	3%	3%
								Protestant
								Fundamentalist / Pentecostal
								Catholic
								Other Christian denomination
								Jewish
								Atheist
								Agnostic
								Baptist (vol)
								Other (vol)
								Unsure (vol)
								Refused (vol)

D7. Would you say that you attend church services or religious activities... (Read top-to-bottom)

<u>6/11-14/ 2017</u>	<u>6/25-28/ 2017</u>	<u>8/11-13/ 2017</u>	<u>8/16-18/ 2017</u>	<u>9/15-17/ 2017</u>	<u>11/6-9/ 2017</u>	<u>11/30- 12/3/17</u>	<u>1/16-19/ 2018</u>	<u>2/16-20/ 2018</u>	
13%	12%	10%	9%	11%	11%	12%	11%	13%	More than once a week
25%	24%	26%	25%	23%	23%	26%	27%	27%	Once a week
9%	10%	8%	8%	9%	11%	7%	8%	9%	Once a month
26%	25%	25%	25%	24%	26%	26%	26%	25%	A few times a year
23%	25%	26%	26%	24%	25%	23%	24%	22%	Never
--	1%	1%	1%	1%	1%	2%	1%	1%	Unsure (vol)
3%	3%	2%	5%	8%	3%	5%	2%	3%	Refused (vol)

D8. We want to classify people into broad income groups only. Would you estimate your total household income to be...?

<u>9/15-17/ 2017</u>	<u>11/6-9/ 2017</u>	<u>11/30- 12/3/17</u>	<u>1/16-19/ 2018</u>	<u>2/16-20/ 2018</u>	
22%	24%	23%	26%	26%	Below \$40,000
32%	31%	32%	32%	27%	Between \$40,000 and \$79,999
18%	24%	21%	22%	24%	Between \$80,000 and \$124,999
16%	14%	14%	15%	16%	Above \$125,000
1%	1%	1%	1%	1%	Unsure (vol)
11%	6%	9%	4%	5%	Refused (vol)

D9. Gender (By observation) Ask of everyone: Are you employed outside the house, self-employed, not employed, a homemaker, or retired?

<u>6/11-14/ 2017</u>	<u>6/25-28/ 2017</u>	<u>8/11-13/ 2017</u>	<u>8/16-18/ 2017</u>	<u>9/15-17/ 2017</u>	<u>11/6-9/ 2017</u>	<u>11/30- 12/3/17</u>	<u>1/16-19/ 2018</u>	<u>2/16-20/ 2018</u>	Male
									Female
49%	47%	47%	47%	47%	47%	48%	46%	48%	
52%	53%	53%	53%	53%	53%	52%	54%	52%	
33%	31%	30%	29%	27%	29%	30%	29%	31%	Male / employed
14%	14%	16%	16%	16%	17%	16%	16%	16%	Male/not-employed-homemaker-retired
2%	2%	1%	3%	3%	2%	2%	1%	1%	Male / unsure – refused to say
28%	27%	28%	27%	28%	26%	22%	29%	27%	Female / employed
23%	24%	23%	22%	20%	25%	26%	23%	24%	Female/not-employed-homemaker-retired
1%	2%	2%	4%	5%	2%	3%	2%	1%	Female / unsure – refused to say

D10. What is the highest level of formal education that you have completed?

<u>8/16-18/ 2017</u>	<u>9/15-17/ 2017</u>	<u>11/6-9/ 2017</u>	<u>11/30- 12/3/17</u>	<u>1/16-19/ 2018</u>	<u>2/16-20/ 2018</u>	
1%	2%	1%	1%	2%	2%	Less than high school
13%	11%	15%	16%	17%	16%	High school graduate
19%	19%	21%	20%	19%	18%	Some college
11%	10%	11%	12%	14%	11%	College graduate with Associates or 2 year degree
29%	27%	30%	28%	26%	31%	College graduate with a Bachelors or 4 year degree
17%	20%	16%	16%	17%	18%	Post-graduate degree
3%	3%	3%	3%	4%	4%	Technical or vocational school graduate
6%	8%	3%	4%	1%	1%	DK/Refused (vol)

D11. Would you consider your household to be....(ROTATE)

<u>11/6-9/ 2017</u>	<u>11/30- 12/3/17</u>	<u>1/16-19/ 2018</u>	<u>2/16-20/ 2018</u>	
39%	39%	40%	43%	A white collar household
38%	39%	41%	37%	A blue collar household
13%	11%	11%	11%	Neither/ Other (vol)
11%	11%	8%	9%	Don't Know/Refused (vol)



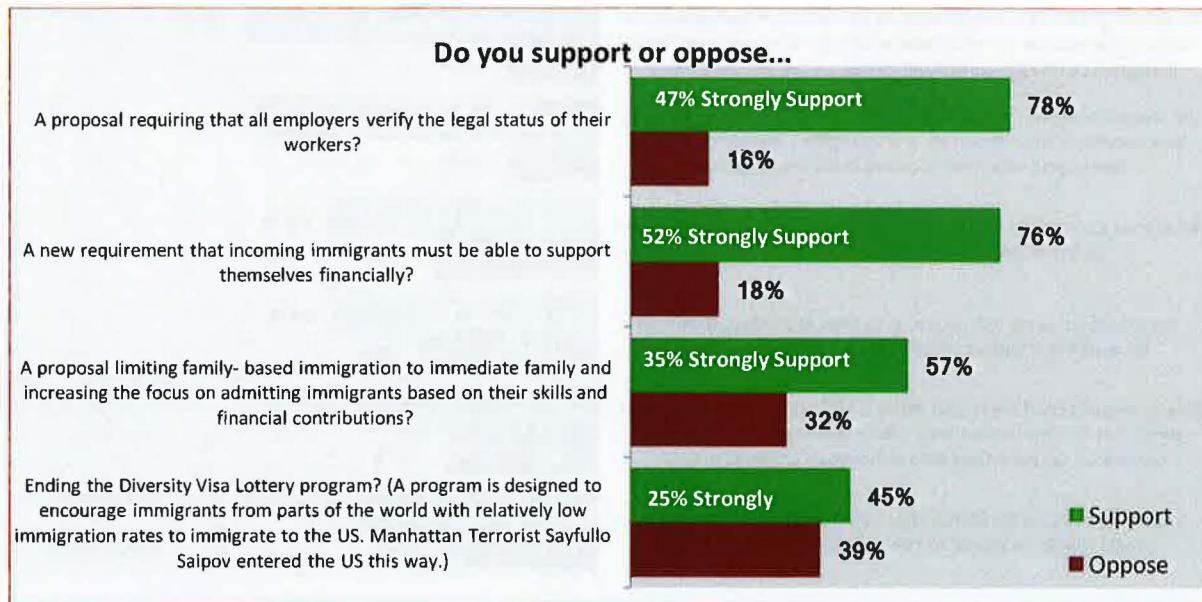
Immigration Reform Polling Memo

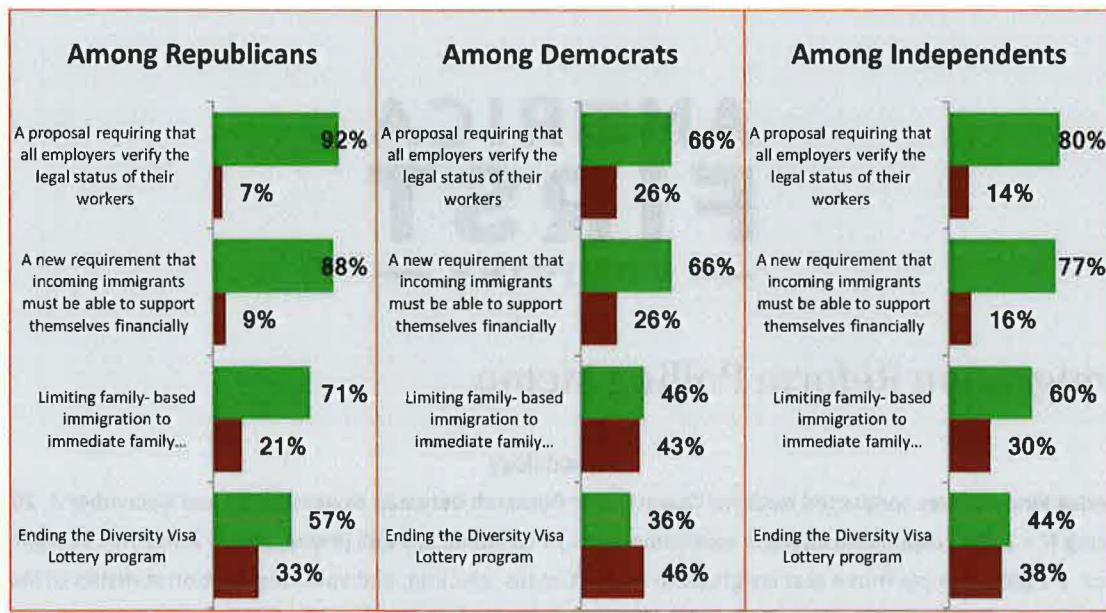
Methodology

America First Policies conducted National Quantitative Research between November 30 and December 3, 2017, among N = 1,200 respondents using a split-sample of 1/3 Landline, 1/3 Cell phone, and 1/3 Internet. Margin of error: $\pm 2.83\%$. Sample frame was weighted to match Census, election, and voter registration statistics of likely voters by age, race, region, gender, and political affiliation (31% R, 35% D, 26% I).

Voters want Immigration reform policies that make “legal” and “financial” sense.

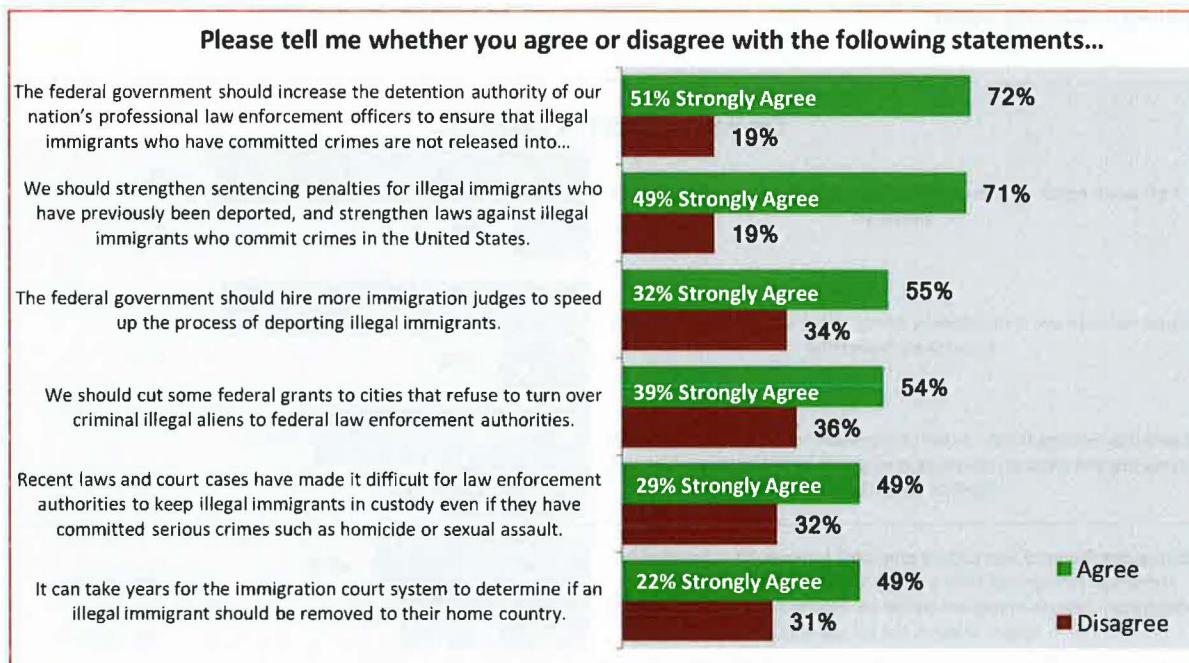
Over three-quarters of all voters support *a proposal requiring that all employers verify the legal status of their workers* (78%), and *a new requirement that incoming immigrants must be able to support themselves financially* (76%). Voters also support a proposal *limiting family-based immigration to immediate family and increasing the focus on admitting immigrants based on their skills and financial contributions* (57%) by a net 20-point margin over the less than one-third of voters (32%) who oppose limiting chain migration.





Voters want protection from criminal illegal immigrants.

Over 7-in-10 voters agree that *the federal government should increase the detention authority of our nation's professional law enforcement officers to ensure that illegal immigrants who have committed crimes are not released into American communities* (72%). Over 7-in-10 voters also agree that *we should strengthen sentencing penalties for illegal immigrants who have previously been deported, and strengthen laws against illegal immigrants who commit crimes in the United States* (71%).

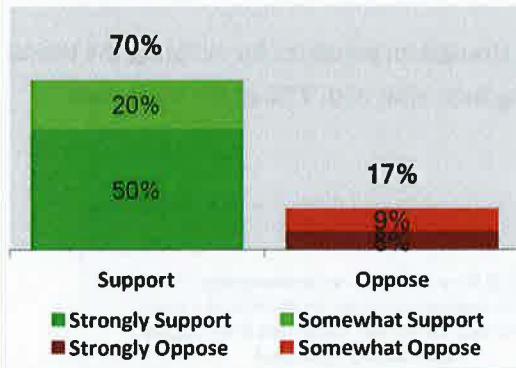


A majority of all voters agree the *federal government should hire more immigration judges to speed up the process of deporting illegal immigrants* (55%), and *cut some federal grants to cities that refuse to turn over criminal illegal aliens to federal law enforcement authorities* (54%).

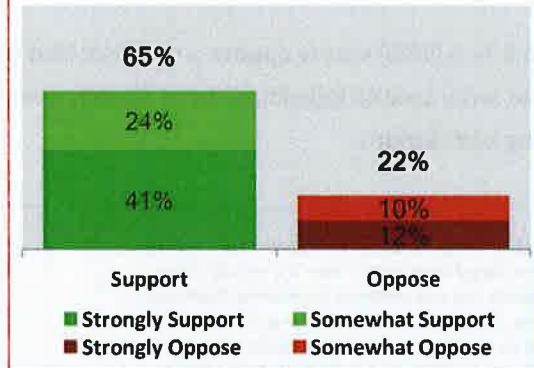
Voters want stronger immigration protection, especially when provided with immigration statistics from credible sources.

By a wide 43-point margin, 65% of voters support a more stringent application process for asylum-seekers. Using a split sample, half of the respondents were given a “qualifier” prior to being asked this *support/oppose* question. When citing U.S. Government Accountability Office statistics prior to asking whether they support or oppose the federal government making the asylum-seeking application more stringent, 7-in-10 voters support a more rigorous application process.

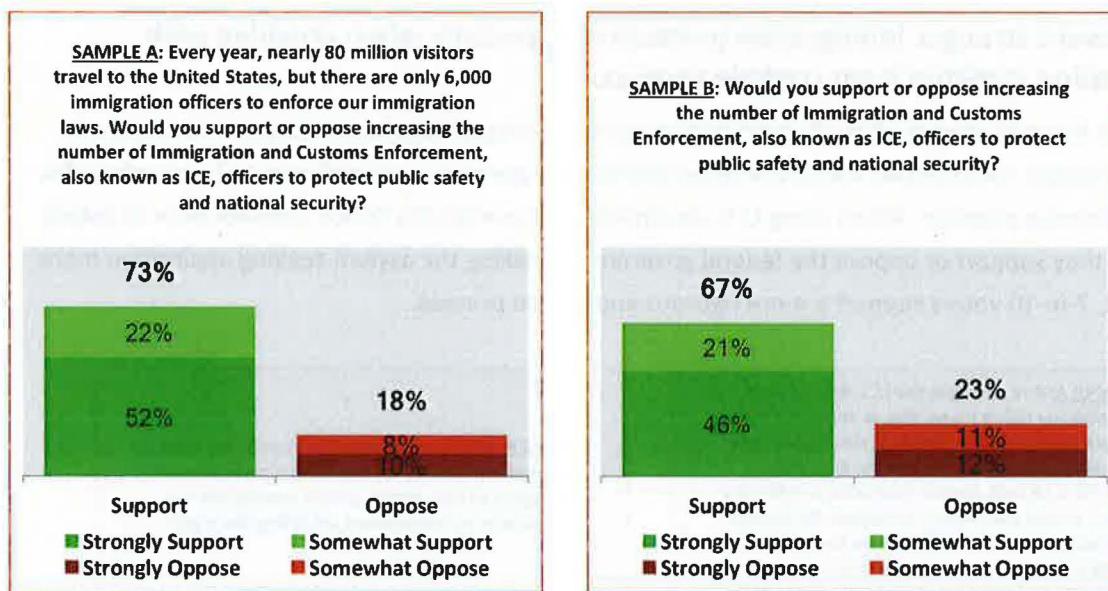
SAMPLE A: A report from the U.S. Government Accountability Office found that as many as 7 in 10 immigrants who came to the U.S. claiming to seek asylum had committed fraud or lied to the government on their asylum applications. With this in mind, Would you support or oppose the federal government making the application process more stringent to help ensure people coming into the country as asylum-seekers are telling the truth?



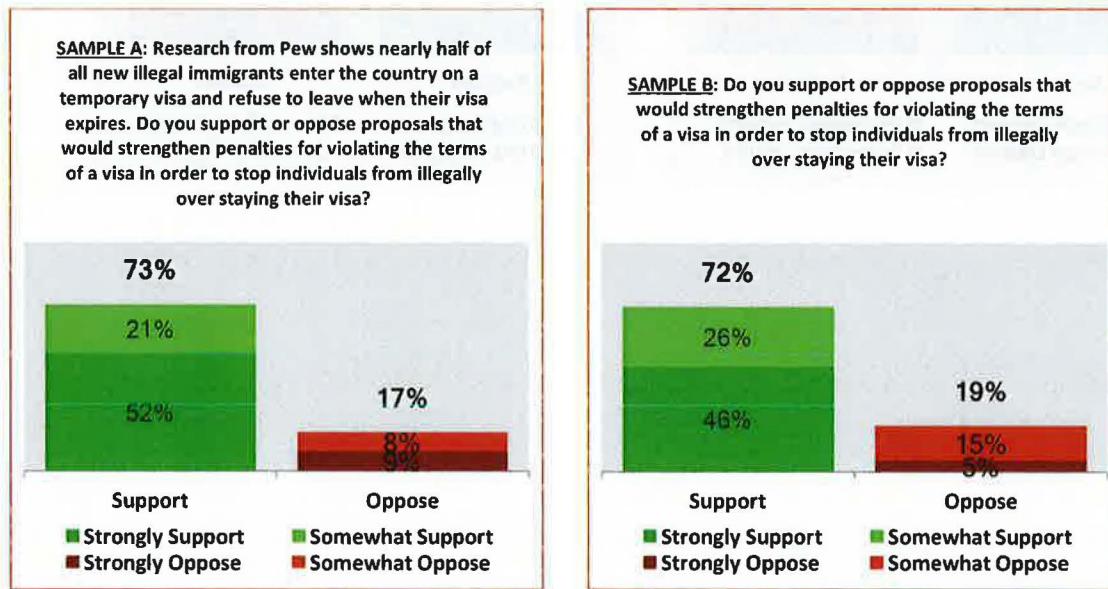
SAMPLE B: Would you support or oppose the federal government making the application process more stringent to help ensure people coming into the country as asylum-seekers are telling the truth?



By a 44-point margin, voters widely support increasing the number of ICE agents to protect public safety. Support for this policy is bolstered by 5-points when voters are provided with a statistically accurate qualifier about the number of foreign visitor traveling to the United States each year.



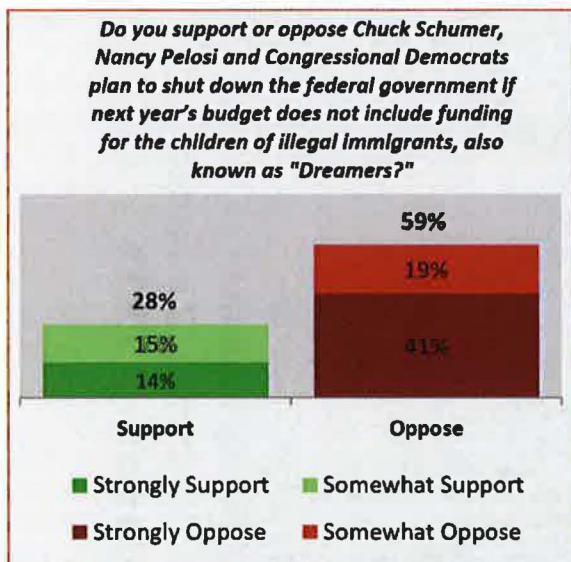
Less than 1-in-5 (19%) voters oppose a proposal that would strengthen penalties for violating the terms of a visa in order to stop individuals from illegally overstaying their visa; with 72% of the electorate supporting such actions.



Voters oppose Schumer and Pelosi's shutdown plan

Roughly 6-in-10 voters (59%) oppose *Chuck Schumer, Nancy Pelosi and Congressional Democrats' plan to shut down the federal government if next year's budget does not include funding for the children of illegal immigrants*. Voters oppose the shutdown by a 31-point margin, with less than a third of voters supporting the Democrats' strategy (28%).

Independent voters oppose the Democrats' shutdown plan by a 40-point margin (65% oppose, 25% support), and voters in competitive 2018 Senate states oppose the plan by a 30-point margin (58% oppose, 28% support).



	Support	Oppose	DIFF
Republican (31%)	9%	84%	-75
Democrat (35%)	52%	32%	+20
Independent (26%)	25%	65%	-40
Republican Men (17%)	13%	82%	-69
Republican Women (14%)	6%	87%	-81
Democrat Men (13%)	54%	35%	+19
Democrat Women (22%)	50%	30%	+20
Independent Men (14%)	22%	70%	-48
Independent Women (12%)	27%	59%	-32
Trump Voter (40%)	8%	87%	-79
2018 Competitive State (26%)	28%	58%	-30



State of the Female Electorate

January 16-19, 2018
N = 1,200 respondents
(1/3 Landline, 1/3 Cell, 1/3 Internet)
margin of error: +/- 2.83%



National Voter Tracking Data
Tracking Polls from June-December, 2017

With soaring stock markets, plummeting unemployment rates, and passage of tax reform, President Trump's approval rating among women is heading in the right direction.

Do you approve or disapprove of the job Donald Trump is doing as President?
Among Women

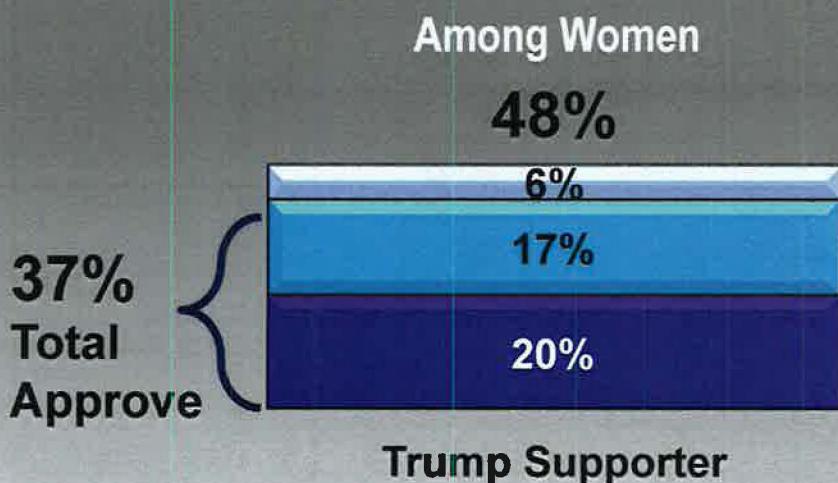


National Voter Tracking Data
Tracking Polls from June-December, 2017

Roughly half (48%) of all women ‘support’ the job President Trump is doing, and over 9-in-10 Republican women approve, or like some of the actions he is taking as President (91%).

Do you approve or disapprove of the job Donald Trump is doing as President?

IF NOT APPROVE, ASK: Do you agree or disagree with the following statement: Even though I may not approve of the job that Donald Trump is doing as President, I do like some of the actions he is taking?



- Strongly Approve
- Somewhat Approve
- Non-Approver, Like some actions Trump is taking

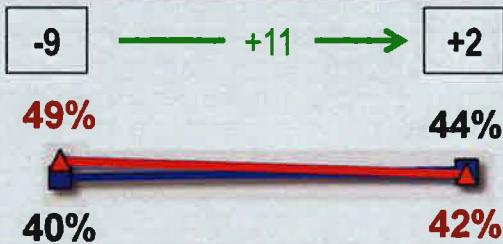
	Approver	Supporter
Republican Women (14%)	84%	91%
Democrat Women (22%)	9%	20%
Independent Women (13%)	35%	50%
Women 18-44 (21%)	21%	36%
Women 45-64 (21%)	49%	57%
Women 65+ (13%)	44%	53%



On the Issues: Over the past two months, the President's handling of specific issues has lead to growing approval numbers among female voters.

Please tell me whether you approve or disapprove of the job President Donald Trump has done on each of the following... Among Women

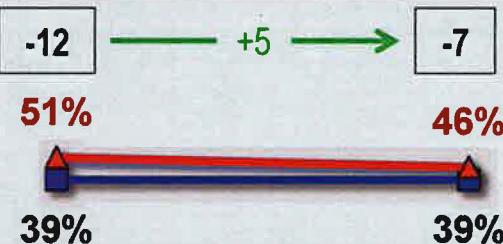
Handling of the Economy



Nov 30-Dec 3
2017

Jan 16-19
2018

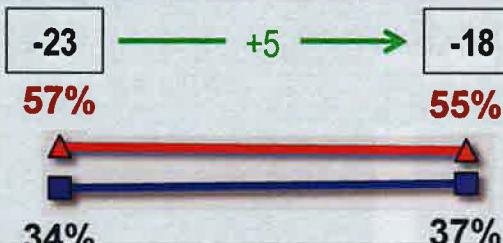
Handling of ISIS and Terrorism



Nov 30-Dec 3
2017

Jan 16-19
2018

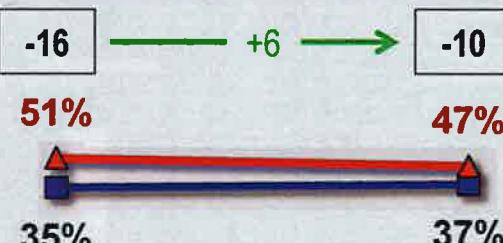
Handling of National Security and the Border



Nov 30-Dec 3
2017

Jan 16-19
2018

Handling of Trade Deals



Nov 30-Dec 3
2017

Jan 16-19
2018





Optimism among the Female Voters

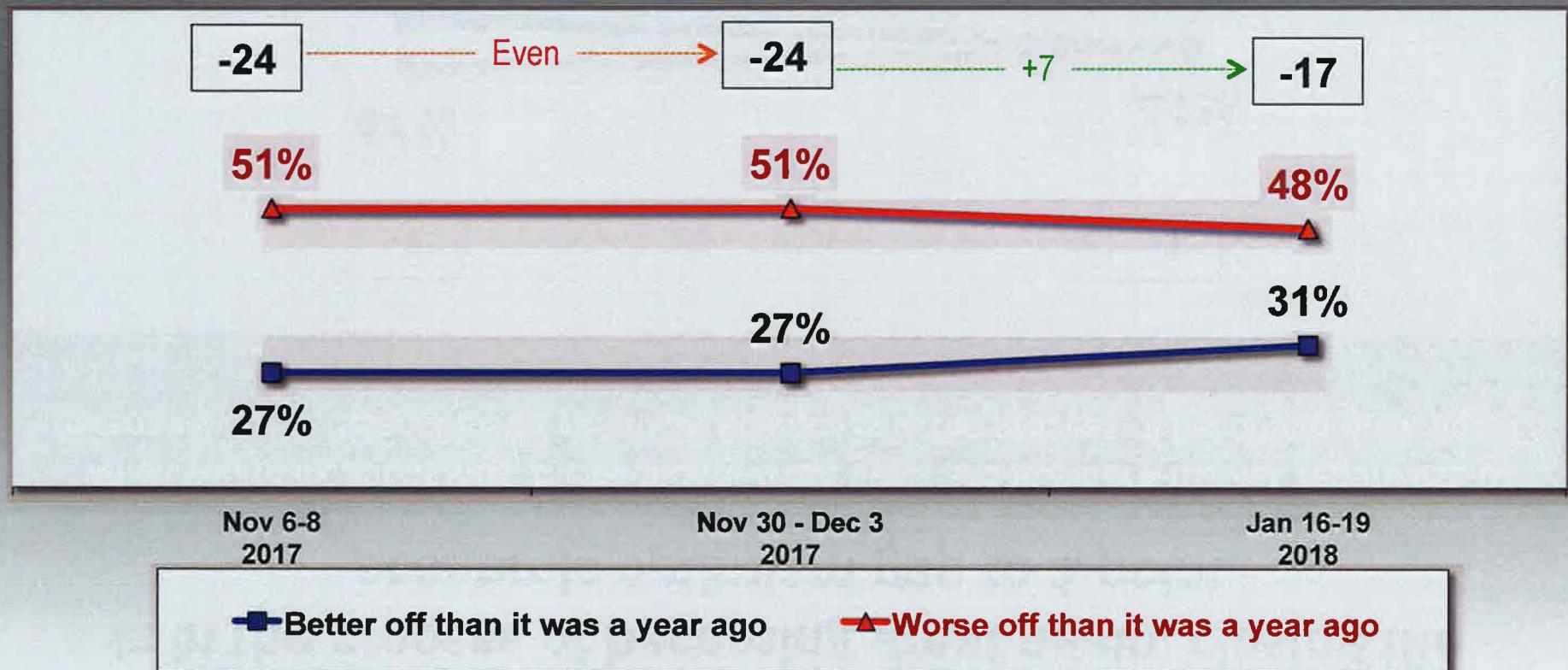


National Voter Tracking Data
Tracking Polls from June-December, 2017

Optimism in America: Women's perception that America is better off today than a year ago has grown a net 7-points in the past two months.

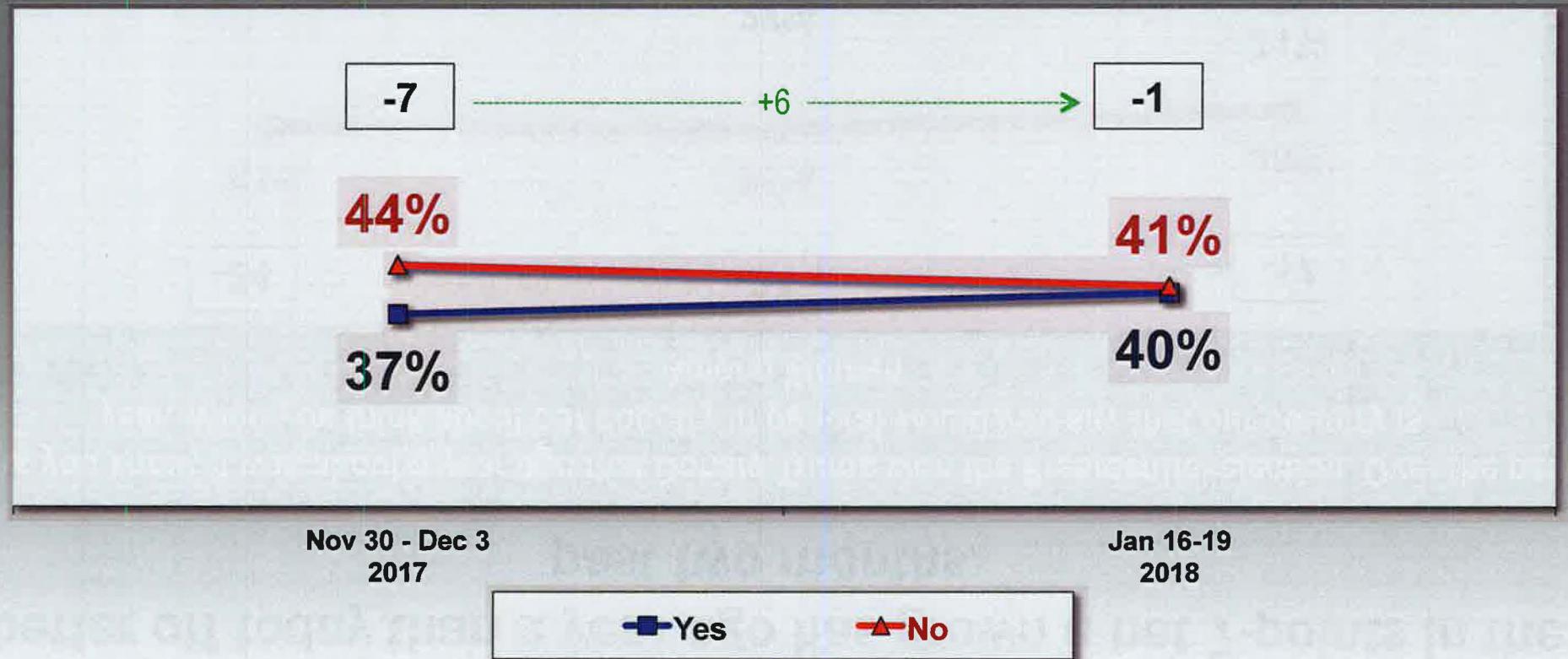
As you know, it was about a year ago that Donald Trump won the Presidential election. Over the past year, when you think about our country in general would you say that our country is....

Among Women



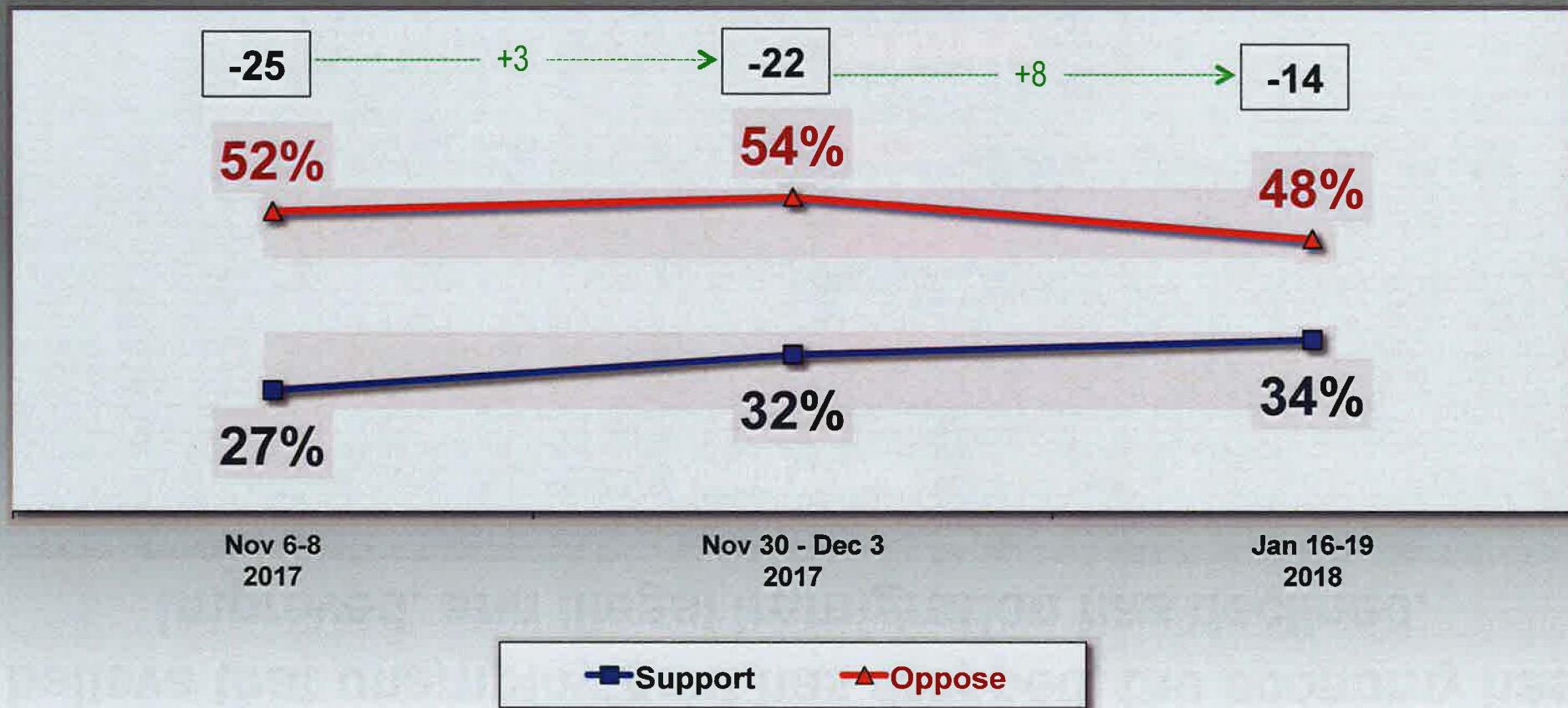
Economic Optimism: Currently, 4-in-10 women believe America is in the process of becoming great again, closing the economic optimism gap to 1-point.

When you think about jobs, the economy, trade deals and the stock market, regardless of personality or partisanship, do you think America is in the process of becoming great again?
Among Women



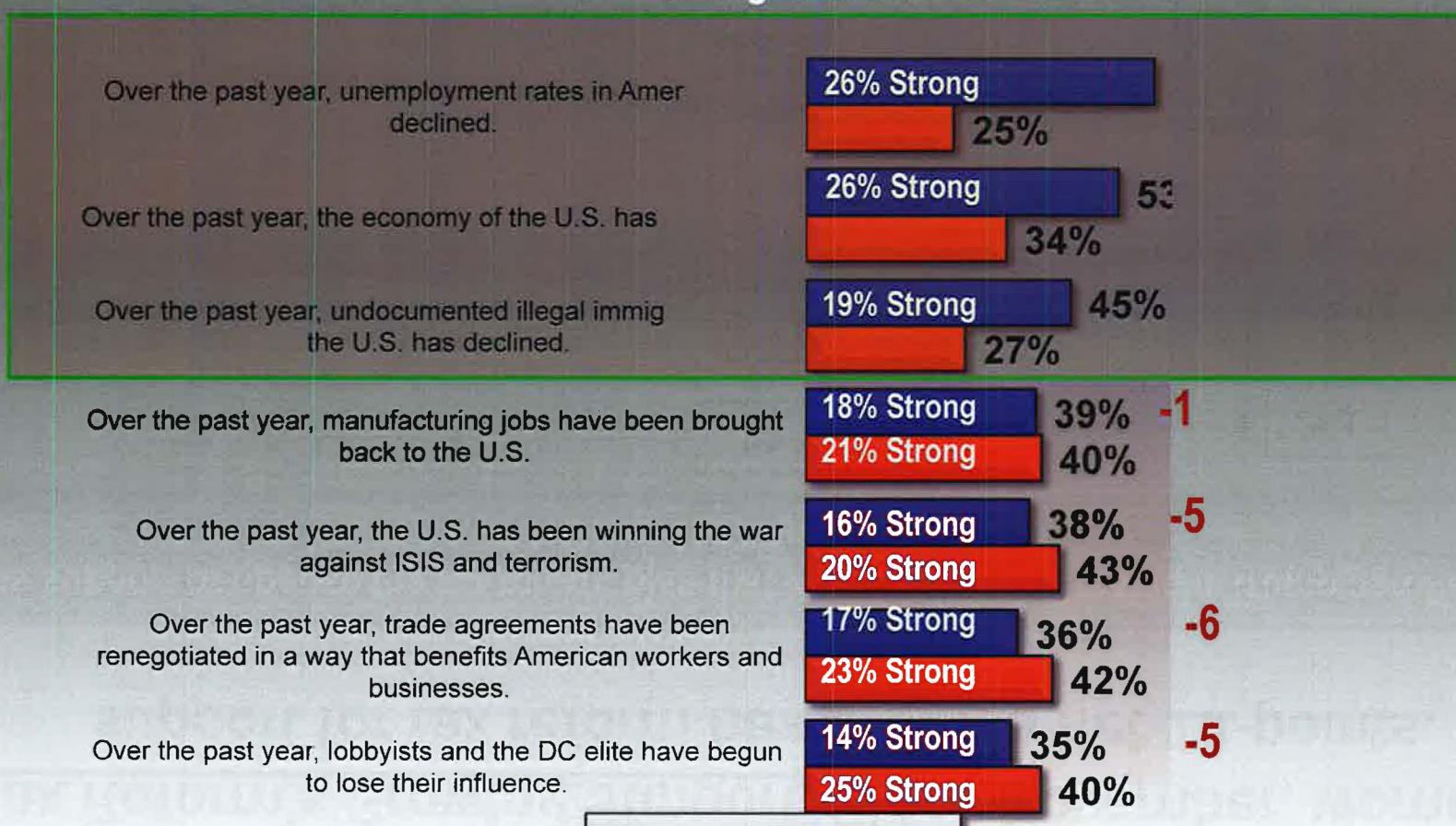
Tax Reform's Growing Support: Since November, women's support for tax reform has grown a net 11-points.

Do you support or oppose the tax reform plan that was passed by President Trump and Republicans in Congress? Among Women



Optimism by Issue: In thinking about the past year, women believe that unemployment has dropped, the economy has improved, and illegal immigration has declined.

Please tell me whether you agree or disagree with the following statements...
Among Women





Issue Importance among Women

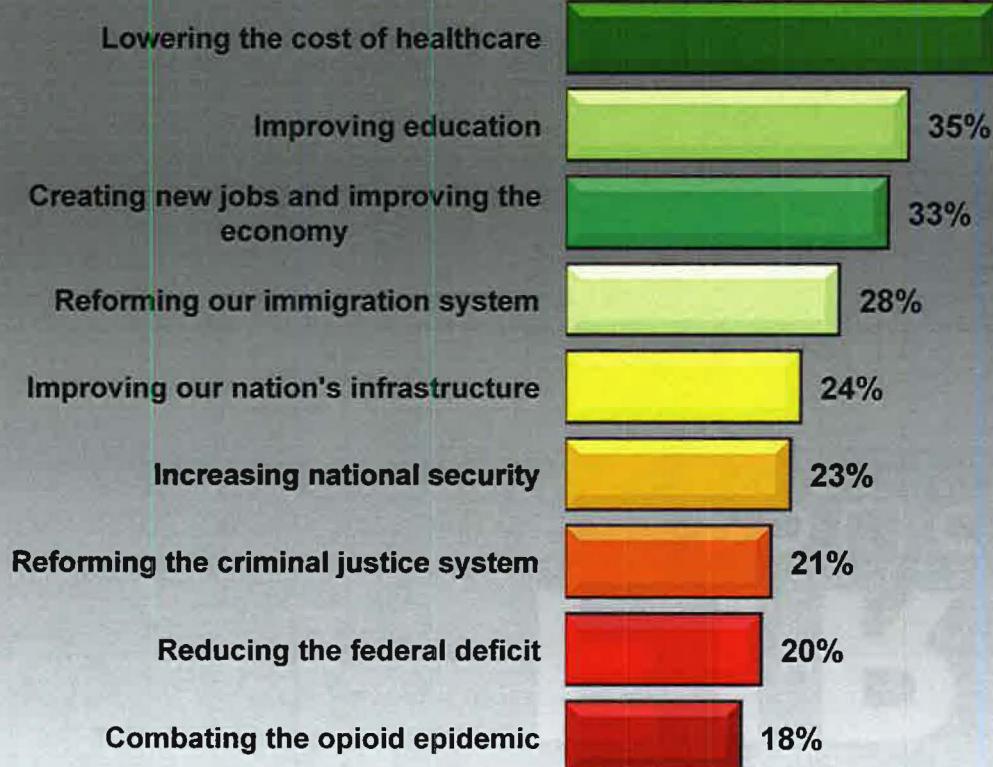


National Voter Tracking Data
Tracking Polls from June-December, 2017

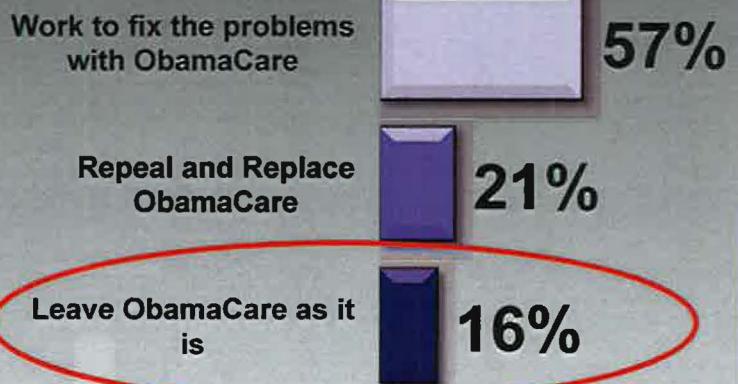
In the coming year, women would like to see Congress lower the cost of healthcare by working to fix the current problems with ObamaCare.

Which of the following do you see as the most important issue for Congress and the President to address in the coming year:

Among Women

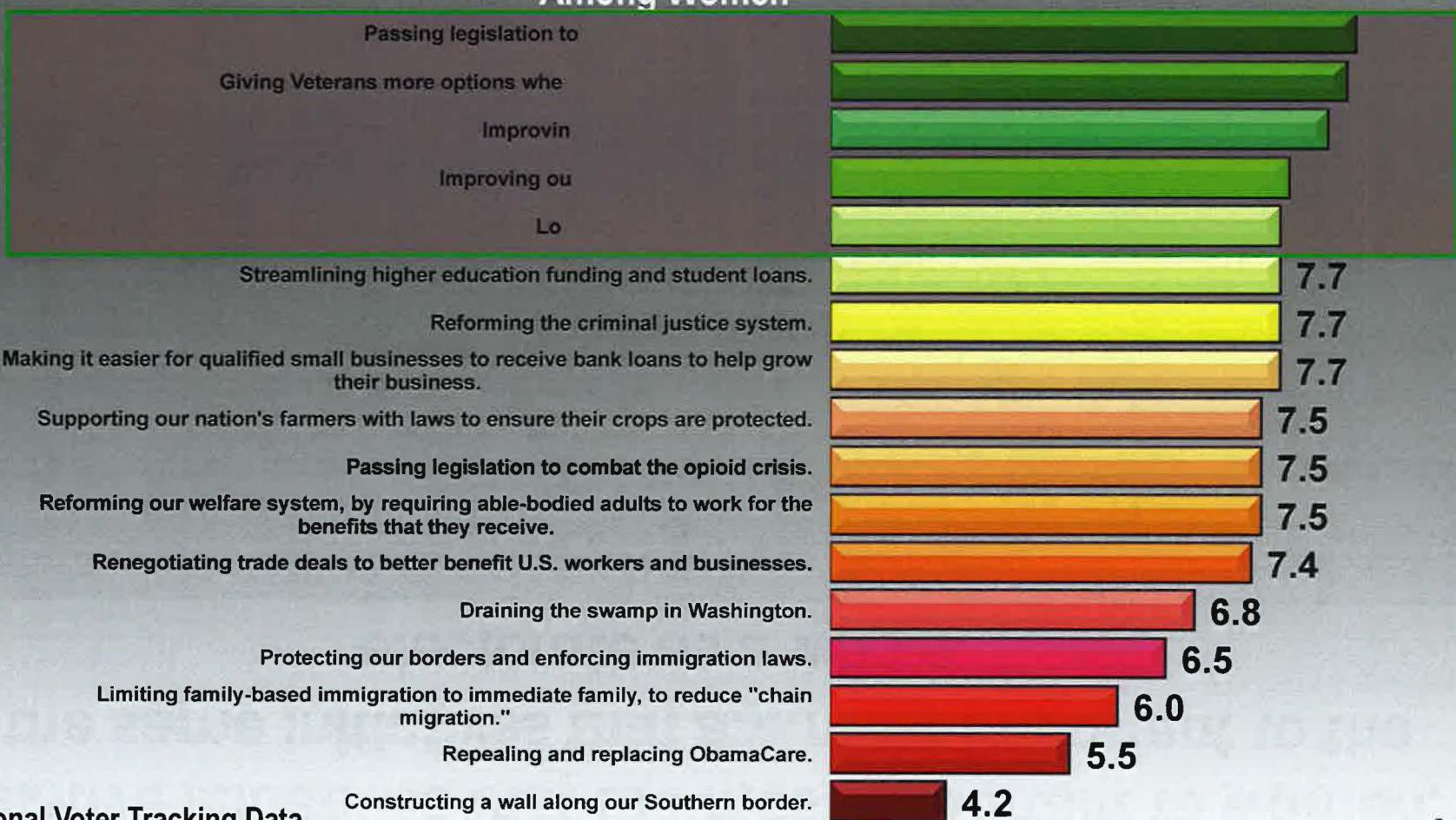


If "Lowering the cost of healthcare," ask: (n288)
In thinking about the state of the Affordable Care Act, commonly referred to as ObamaCare, would you like Congress to:



Cultivating the Female Vote: Women would find it important if Congress passed a variety of 'bipartisan', commonsensical policy measures.

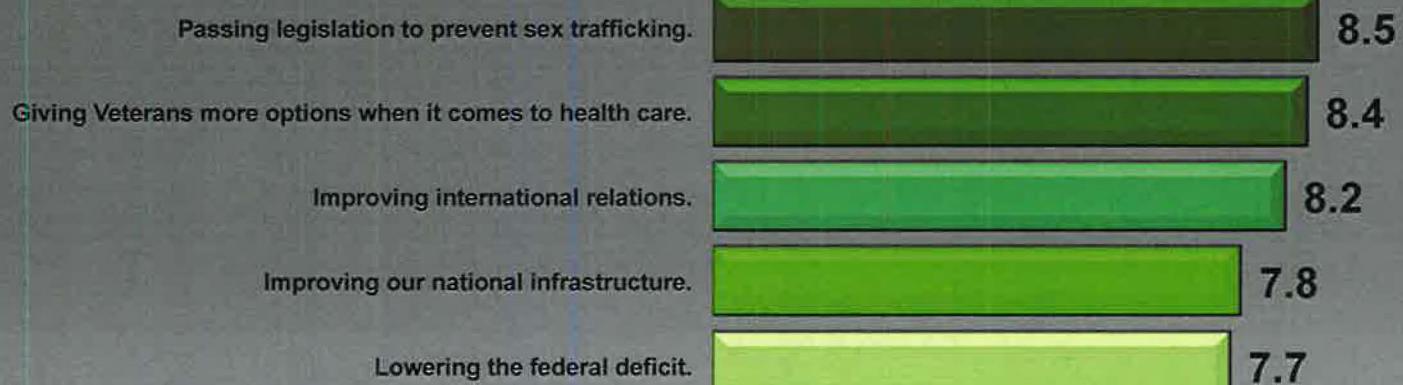
On a scale of one to ten, how important are the following issues to you? (Ranked by MEAN Score)
Among Women



Legislative initiatives that are most important to women, are the same initiatives that are most important to the electorate as a whole.

On a scale of one to ten, how important are the following issues to you? (ranked by MEAN Score)

Among Women Voters



Among All Voters

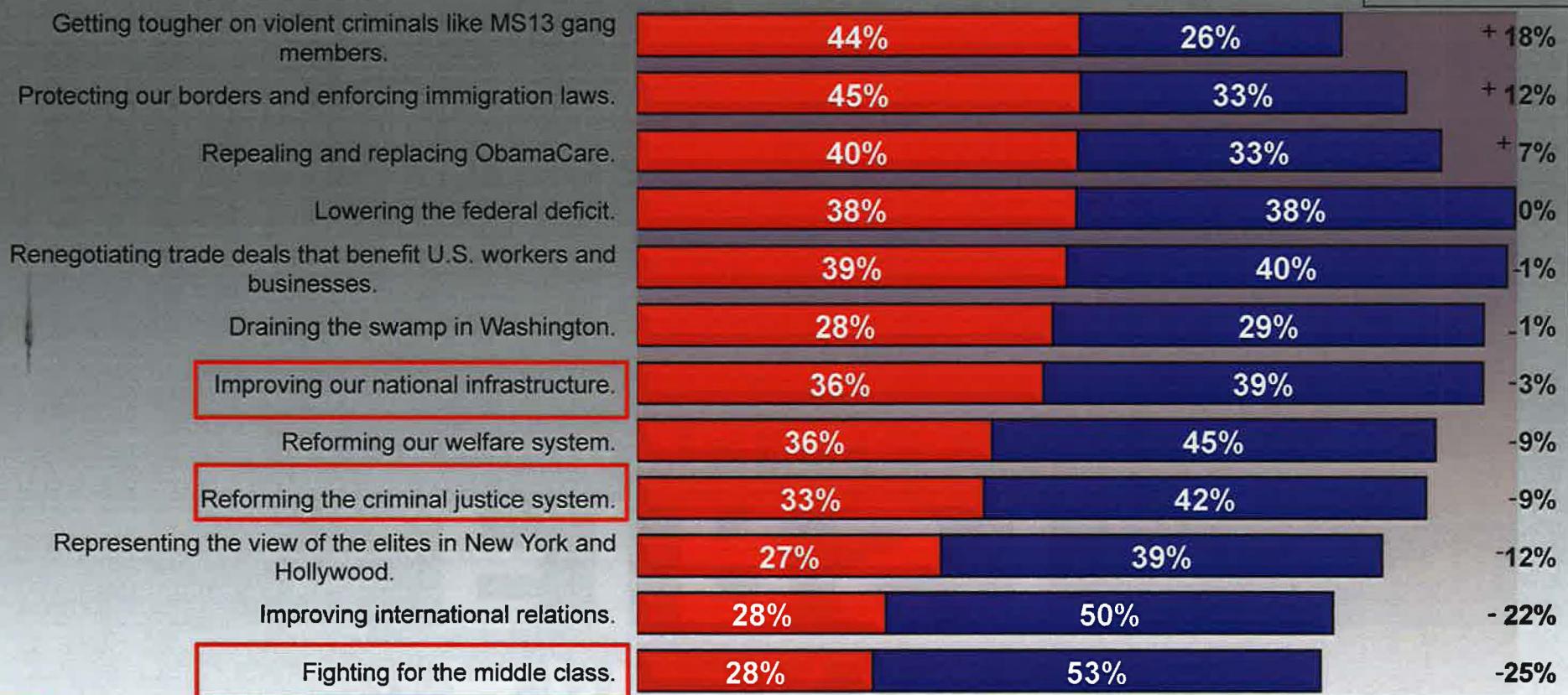


Strategic passage of non-divisive legislation in 2018 may garner female trust on ‘important’ issues such as infrastructure, the criminal justice system, and fighting for the middle class.

For each issue, please tell me if who you trust (ROTATE) Republicans or Democrats, to better handle the issue...

Among Women

Republican – Democrat





Summary



National Voter Tracking Data
Tracking Polls from June-December, 2017

Where Women Stand

Is America is better off?

- Women agree that over the past year unemployment rates have dropped, the economy has improved, and illegal immigration has declined.
- Recent trends show women's expanding acceptance of the positive state of our nation, the stock market and trade deals, and the passage of tax reform.

But...

- Women still don't ultimately believe that America is better off today than it was a year ago.
- Women need to see Republicans pass distinct, bipartisan legislation in order to develop trust for members of the party.





AMERICA FIRST
— POLICIES —

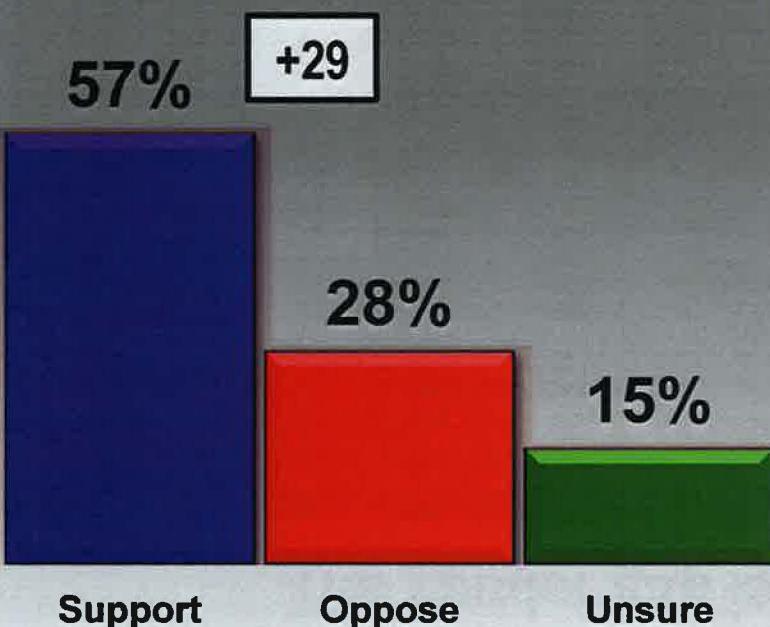
Dreaming Bigger,
Together.

NATIONAL PAID FAMILY LEAVE SURVEY

January 4, 2018
N = 1,000 respondents

Almost 60% support a law to require up to 12 weeks of paid leave following the birth of a child, with women more supportive than men.

Do you support or oppose a federal law that would require employers to give workers up to twelve weeks of paid time off after the birth of a child?

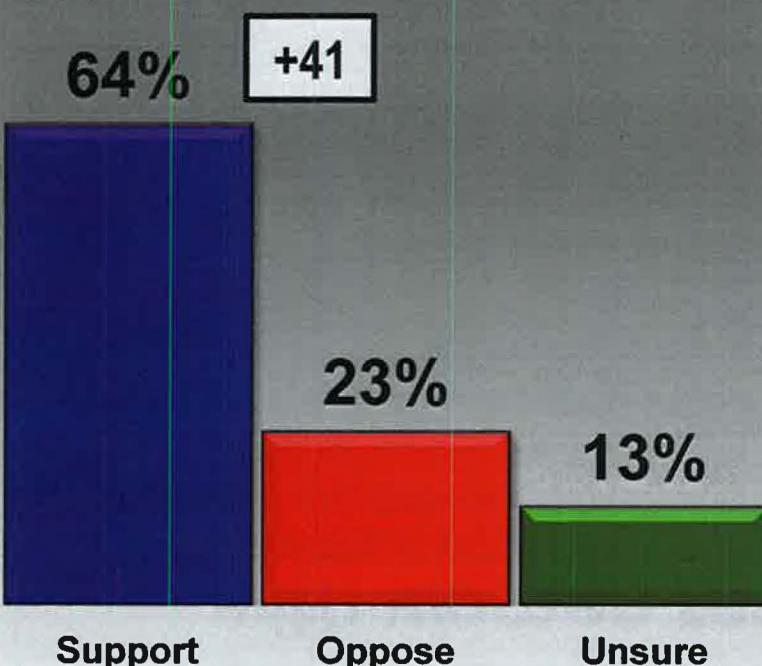


	Support	Oppose	DIFF	Unsure
Northeast (14%)	73%	17%	+56	10%
Mid-Atlantic (14%)	54%	30%	+24	16%
Great Lakes (12%)	62%	24%	+38	14%
Midwest (11%)	39%	36%	+3	24%
Southeast (28%)	62%	23%	+39	15%
West (22%)	49%	36%	+13	16%
2018 Competitive State (29%)	51%	33%	+18	15%
2016 Trump State (55%)	54%	30%	+24	17%
Men (47%)	52%	32%	+20	16%
Women (53%)	62%	24%	+38	15%
Republican (31%)	46%	41%	+5	13%
Democrat (35%)	72%	15%	+57	12%
Independent/ Other (34%)	51%	28%	+23	21%
Republican Men (16%)	43%	46%	-3	11%
Republican Women (15%)	49%	36%	+13	15%
Democrat Men (13%)	70%	14%	+56	16%
Democrat Women (22%)	74%	16%	+58	10%
Independent Men (18%)	46%	33%	+13	21%
Independent Women (16%)	57%	22%	+35	21%



Even more (64%), support a law to require up to 12 weeks of paid leave when it is expanded to include other important family matters. The gender gap is slightly less pronounced here.

Do you support or oppose a federal law that would require employers to give workers up to twelve weeks of paid time off after the birth of a child, or to care for a family member with a serious health condition, or to help care for family members when a member of the family is called into active military service?

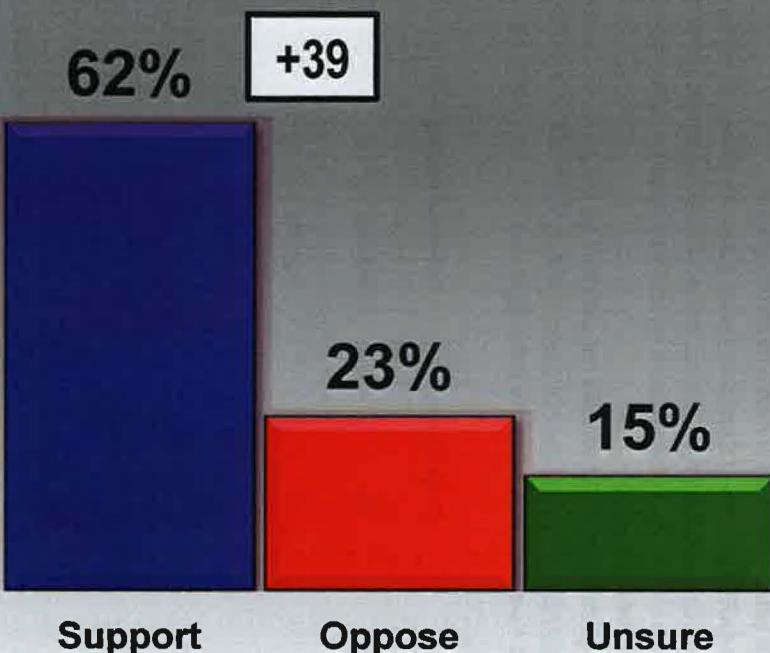


	Support	Oppose	DIFF	Unsure
Northeast (14%)	79%	13%	+66	7%
Mid-Atlantic (14%)	64%	25%	+39	11%
Great Lakes (12%)	68%	19%	+49	13%
Midwest (11%)	51%	31%	+20	18%
Southeast (28%)	68%	20%	+48	12%
West (22%)	54%	30%	+24	16%
2018 Competitive State (29%)	61%	27%	+34	12%
2016 Trump State (55%)	62%	25%	+37	13%
Men (47%)	61%	27%	+34	12%
Women (53%)	67%	19%	+48	14%
Republican (31%)	54%	33%	+21	14%
Democrat (35%)	78%	13%	+65	9%
Independent/ Other (34%)	60%	24%	+36	16%
Republican Men (16%)	53%	35%	+18	11%
Republican Women (15%)	54%	30%	+24	16%
Democrat Men (13%)	81%	12%	+69	7%
Democrat Women (22%)	76%	13%	+63	11%
Independent Men (18%)	53%	31%	+22	16%
Independent Women (16%)	67%	17%	+50	15%



Almost the same amount (62%), support offering tax breaks to employers who offer paid family leave. The tax incentives increase support among Republicans.

Do you support or oppose a federal law that would offer tax breaks to employers that give workers up to twelve weeks of paid time off after the birth of a child, or to care for a family member with a serious health condition, or to help care for family members when a member of the family is called into active military service?



	Support	Oppose	DIFF	Unsure
Northeast (14%)	73%	15%	+58	12%
Mid-Atlantic (14%)	62%	26%	+36	13%
Great Lakes (12%)	66%	18%	+48	16%
Midwest (11%)	51%	26%	+25	22%
Southeast (28%)	64%	22%	+42	14%
West (22%)	56%	30%	+26	14%
2018 Competitive State (29%)	59%	27%	+32	14%
2016 Trump State (55%)	60%	24%	+36	16%
Men (47%)	58%	28%	+30	14%
Women (53%)	66%	19%	+47	15%
Republican (31%)	57%	29%	+28	14%
Democrat (35%)	72%	16%	+56	11%
Independent/ Other (34%)	56%	25%	+31	19%
Republican Men (16%)	55%	34%	+21	11%
Republican Women (15%)	59%	24%	+35	16%
Democrat Men (13%)	72%	16%	+56	12%
Democrat Women (22%)	72%	17%	+55	11%
Independent Men (18%)	49%	32%	+17	19%
Independent Women (16%)	63%	17%	+46	20%



TOPIC: FIRE AND FURY CONTROVERSY
DATE: January 4, 2018

EXECUTIVE INSIGHTS

- Although there was no White House social contribution, the President's statement was widely referenced by media outlets and consumers. In particular, the phrases "lost his mind" and "nothing to do with me" saw the strongest pulled through.
 - "Lost his mind" generated 13% of the total tracked conversation volume, and was used in 25% of the media article headlines. However, the phrase was hijacked by left-leaning individuals to criticize the President.
 - "Nothing to do with me" was used in 3% of the total tracked conversation volume – 90% of those mentions saw the phrase used beside "lost his mind."
- Comments made by Steve Bannon, both in the context of the book and after those comments went public, comprised nearly 31% of the overall mention volume.
 - His most critical thoughts highlighted in the book – calling the Trump Tower meeting and Donald Trump Jr. "unpatriotic" and "treasonous," claiming that national media would "crack Trump Jr. like an egg," and alleging that the Mueller investigation was focused on money laundering – generated **29% of the total conversation**. Below is the breakdown of the most prevalent words and phrases related to Bannon's quotes in Fire and Fury:
 - "Treason" or "treasonous" – 98%**
 - "Unpatriotic" – 24%
 - "Crack Trump Jr. like an egg" – 15%
 - "Laundering" – 9%
 - Bannon called into a Breitbart evening show to speak about the January 3 news and the President's statement. He called the President a "great man," and noted that "nothing will ever come between us and President Trump." Those two statements generated 2% of the tracked mention volume.
- 19% of the topic volume mentioned the 2016 meeting in Trump Tower with Russian officials.
- Conversation about the cease and desist letters comprised 14% of the overall topic volume. Left-leaning constituents took the letters as a sign that the President is guilty, or an attempt to "silence" Bannon. The majority of conversation about the cease and desist letters consisted of media headline retweets.
- No active GOP members of Congress posted about the book and the surrounding controversy. David Jolly, a former Republican Congressman from Florida, posted a tweet speculating that the President's tweets about North Korea were designed to distract the public before Fire and Fury became public. Democratic members of Congress posted many tweets during the reporting period.
- Center-right/far-right influencers did not comment on the public disagreement between the President and Bannon. Instead, they publicized their perceptions of claims made by Wolff in Fire and Fury.
- The top 5 Facebook pages regarding the Fire and Fury discussion are detailed below:

Facebook Page	Post Count	In Favor/Against	Total Engagement
OccupyDemocrats	16	Against	73,906
TheHill	11	Against	41,121
CNN	8	Against	36,750
Ben Shapiro	12	In Favor	31,589
News And Guts	3	Against	21,468

PERSPECTIVE

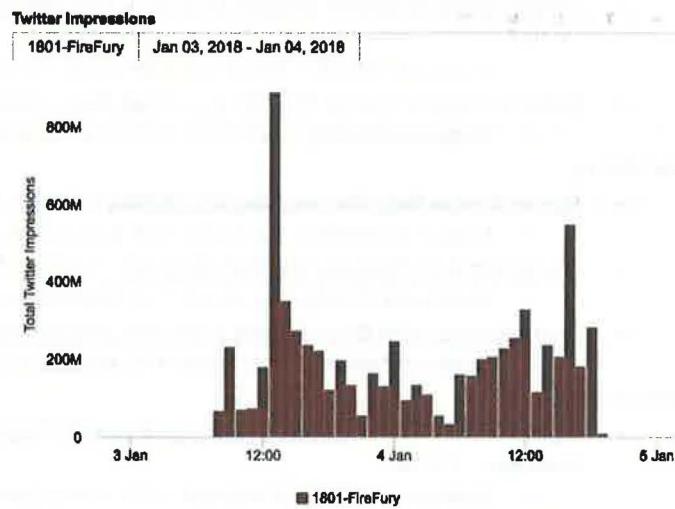
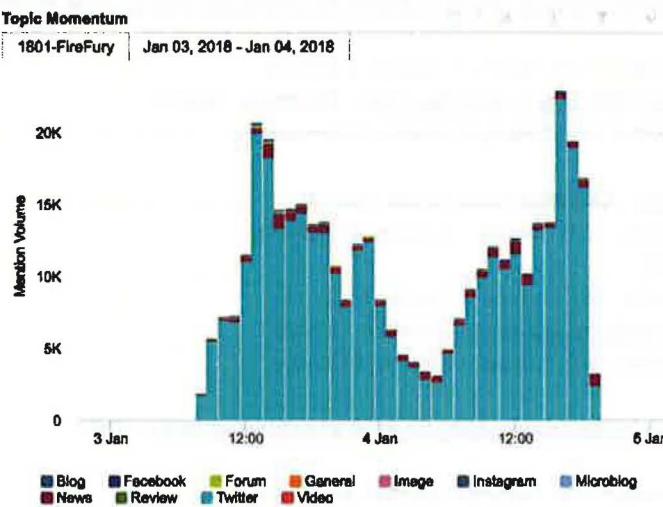
- Multiple left-leaning broadcast media outlets aired footage of the President saying that he considered Bannon a longtime friend. A very small percentage of constituents felt that the left-leaning media outlets were distracted from "real issues" when covering this story. Sean Hannity echoed that sentiment on his show last night.
- Conservative analysts hypothesized that Bannon was attempting to distance himself from the Mueller investigation by speaking with Wolff on the record.
- Very few posts connected the controversy surrounding Fire and Fury and the newly unveiled ban of personal cell phones by White House staffers.

QUANTITATIVE TOPIC METRICS

- Content Volume:** 389,178 filtered mentions across all channels over the last 2 days related to the controversy surrounding Michael Wolff's book Fires and Fury.
- Contribution Channels:** 367,146 Tweets, 15,226 Digital News mentions, 4,750 Forum and Blog posts, 928 Facebook posts.
- Sentiment by Mention Volume:** 10% Positive, 25% Neutral, **65% Negative.**
- Top @Mention Count from Twitter:** @POTUS and @realdonaldtrump were mentioned in 28,474 Tweets
- earning 250.05B Impressions. @katyturnbc, a reporter at NBC, was mentioned in 18,717 Tweets earning 58.13M Impressions.
- Community Demographics from Twitter:** 47% Female, 53% Male participation from gender identifiable Twitter handles.
- Impressions & Authors Contribution from Twitter:** 7.29B Total Impressions from 156,202 unique Twitter profiles.

TOPIC MOMENTUM

Hourly topic momentum for the last 2 days. Left chart is Mention Volume broken down by Channel. Right chart is Twitter Impression Volume.



WHITE HOUSE CONTRIBUTION

Top Content from the White House.

- There was no social White House contribution related to this topic during this reporting period.

POLITICIAN CONTRIBUTION*Selected content from Republicans and Democrats.***REPUBLICANS**

- **David Jolly** @DavidJollyFL [3rd Jan](#) So the North Korea tweet was really a failed attempt to beat back the roll-out of the Wolff-Bannon storyline. Here we thought it was about Mueller, but it was all about Bannon. *Retweets: 173 Replies: 9 Impressions: 43K*

DEMOCRATS

- **Ted Lieu** @tedlieu [3rd Jan](#) This statement by [@POTUS](#) should remind us of many statements the Nixon Administration made during Watergate: a non-denial, denial. Similarly, [@realDonaldTrump](#) doesn't dispute Bannon's account of the 2016 Trump Tower meeting. [#WednesdayWisdom](#) <https://twitter.com/CNNPolitics/status/9486244> ... *Retweets: 2.9K Replies: 210 Impressions: 6.84M*
- **Rep. Hank Johnson** @RepHankJohnson [3rd Jan](#) Even Steve Bannon called the Trump-Russian meetings "treasonous" so when is the [@HouseGOP](#) going to get w/ the program? Looks like a [#SubpoenaSteveBannon](#) moment to me. [#TrumpRussia](#) *Investigation: bit.ly/2Ah3leZ Retweets: 3 Replies: 0 Impressions: 28K*
- **Rep. Tim Walz** @RepTimWalz [3rd Jan](#) When the press reports on the [#TrumpRussia](#) investigation, Trump cries fake news. When Steve Bannon calls the Trump Tower meeting with Russians treasonous, Trump claims his own former top aide lost his mind. To know the truth, we must [#ProtectMueller](#). <https://www.theguardian.com/us-news/2018/jan/03/donald-trump-russia-steve-bannon-michael-wolff> ... *Retweets: 18 Replies: 1 Impressions: 16K*

MEDIA CONTRIBUTION*Web and Twitter mentions of key news sites, including User Comments and Outbound Virality (shares of pages to Facebook, Twitter and LinkedIn).***POSITIVE**

- [Trump attorney sends Bannon cease and desist letter over 'disparaging' comments](#) - ABC News - 1/4/18
 - Outbound Virality: Facebook: 52K Interactions; Twitter: 12K Tweets; LinkedIn: 101 Shares
- [Trump lawyer threatens 'imminent' legal action against Steve Bannon, gives 24 hours to cease and desist](#) - Fox News - 1/3/18
 - Outbound Virality: Facebook: 8.0K Interactions; Twitter: 1.4K Tweets; LinkedIn: 2 Shares
- [Bannon Praises Trump: POTUS 'Is a Great Man... I Support Him Day In and Day Out'](#) - Breitbart - 1/4/18
 - Outbound Virality: Facebook: 5.1K Interactions; Twitter: 522 Tweets; LinkedIn: 6 Shares

NEUTRAL

- [Trump Breaks With Bannon, Saying He Has 'Lost His Mind'](#) - The New York Times - 1/3/18
 - Outbound Virality: Facebook: 72K Interactions; Twitter: 3.1K Tweets; LinkedIn: 263 Shares
- [Trump turns on Bannon: 'He lost his mind'](#) - Yahoo - 1/3/18
 - Outbound Virality: Facebook: 11K Interactions; Twitter: 283 Tweets; LinkedIn: 2 Shares
- [Trump breaks with Bannon over explosive comments in forthcoming book](#) - Politico - 1/3/18
 - Outbound Virality: Facebook: 8.7K Interactions; Twitter: 406 Tweets; LinkedIn: 4 Shares

NEGATIVE

- Highest Virality Article [Trump Tower meeting with Russians 'treasonous', Bannon says in explosive book](#) - The Guardian - 1/3/18
 - Outbound Virality: Facebook: 152K Interactions; Twitter: 39K Tweets; LinkedIn: 210 Shares
- [Steve Bannon Suggests Donald Trump Met With Russians After Don Jr. Did](#) - HuffPost - 1/3/18
 - Outbound Virality: Facebook: 23K Interactions; Twitter: 1.2K Tweets; LinkedIn: 25 Shares
- [Steve Bannon is 100% right about Russia and the Trump campaign](#) - CNN - 1/3/18
 - Outbound Virality: Facebook: 13K Interactions; Twitter: 365 Tweets; LinkedIn: 10 Shares

JOURNALIST CONTRIBUTION

Selected content from journalists.

POSITIVE

- **Ben Shapiro** @benshapiro 3rd Jan It sounds like Michael Wolff's book should just be titled "As Told By Steve Bannon." Because there's a LOT of BS in these accounts. *Retweets: 599 Replies: 21 Impressions: 2.68M*
 - **Ben Shapiro** @benshapiro 3rd Jan The only thing the White House lost when Bannon left is Bannon's unparalleled ability to leak to The New York Times.
<https://www.dailystar.com/news/25327/war-bannon-goes-war-trump-calls-trump-russia-ben-shapiro...> *Retweets: 531 Replies: 24 Impressions: 2.03M*
- **John Roberts** @johnrobertsFox 3rd Jan Attorney for [@realDonaldTrump](#) sends "cease and desist" letter to Steve Bannon. Threatens legal action.. pic.twitter.com/8D0rAM1Yvs *Retweets: 280 Replies: 8 Impressions: 1.30M*
- **Michael C. Bender** @MichaelCBender 4th Jan "It's something they should look at and consider," said White House press secretary Sarah Sanders, when I asked if Breitbart should fire Steve Bannon *Retweets: 21 Replies: 3 Impressions: 349K*

NEUTRAL

- **Paul Joseph Watson** @PrisonPlanet 3rd Jan Steve Bannon says the Don Jr. meeting with a Russian lawyer was treasonous. Bannon vs Trump in 2020. Who would you vote for? *Retweets: 1.1K Replies: 82 Impressions: 1.83M*
- **Josh Marshall** @joshtpm 3rd Jan The really amazing thing is that it was Michael Wolff's book that got Bannon tossed out of the airplane and not Josh Green's. *Retweets: 11 Replies: 0 Impressions: 240K*

NEGATIVE

- **Sarah Kendzior** @sarahkendzior 3rd Jan Steve Bannon has a record of lying, and his primary interest is Steve Bannon. Michael Wolff has a record of lying, and his primary interest is Michael Wolff. Trump has a record of lying, and his only interest is Trump. Take everything with a grain of salt... *Retweets: 6.4K Replies: 198 Impressions: 14.15M*
- **Keith Olbermann** @KeithOlbermann 3rd Jan Ok. When Steve Bannon is way out in front of even ME on the use of the word "treasonous" I'm guessing we're approaching the proverbial End Game
<https://www.theguardian.com/us-news/2018/jan/03/donald-trump-russia-steve-bannon-michael-wolff...> *Retweets: 4.4K Replies: 151 Impressions: 2.79M*
- **David Frum** @davidfrum 3rd Jan Steve Bannon to Michael Wolff: Don Jr meeting with Russians offering dirt on Hillary Clinton was "treasonous." Bannon also to Wolff: If he'd been in charge, he'd have ensured the treasonous meeting was more deniable
<https://www.theguardian.com/us-news/2018/jan/03/donald-trump-russia-steve-bannon-michael-wolff...> *Retweets: 415 Replies: 22 Impressions: 1.35M*

BROADCAST CONTRIBUTION

Curated clips from local and national broadcast stations.

- **Fox - 1/3/18**
 - Newscaster Tucker Carlson noted that the dispute between the President and Bannon was not a fight over ideas. Rather, he speculated it was a fight over who deserves credit for the election win. He went on to say that such a disagreement "misses the point" of the 2016 election, and that the election had been won by constituent beliefs that the now-President would fight for their rights and listen to their problems.
- **NBC - 1/4/18**
 - This segment included news about the cease and desist issued to Bannon and Wolff. The newscaster noted the Administration's responses to various allegations present in Fire and Fury. The end of the clip touched on 2016 voter fraud.

INFLUENCER CONTRIBUTION

Selected content from industry experts, analysts, and influential personalities.

POSITIVE

- **Donald Trump Jr.** @DonaldJTrumpJr 3rd Jan More lies, go back and look, Boehner and [#potus](#) spent time together well before the election. Just another pathetic attempt to smear [@realDonaldTrump](#) [#fakenews](#)
https://twitter.com/John_Hudson/status/948605909898612737... *Retweets: 2.4K Replies: 306 Impressions: 5.77M*

- **Bill Mitchell** @mitchellvii [4th Jan](#) So let me get this straight: According to the Michael Wolff fantasy book, Donald Trump: 1) Did not want to win. 2) Promised his wife he would not win. 3) Suffers from dementia. 4) Ran a "listless" campaign. And he STILL beat Hillary's \$1.2 billion juggernaut? My God. *Retweets: 2.2K Replies: 72 Impressions: 6.68M*
- **Oliver Darcy** @oliverdarcy [3rd Jan](#) Nearly 2 hours into "Breitbart News Tonight" Sirius XM radio show, a caller references Trump's comments on Bannon. Bannon replies, "The president of the United States is a great man. You know I support him day in and day out." *Retweets: 458 Replies: 33 Impressions: 4.17M*

NEGATIVE

- **Seth Abramson** @SethAbramson [3rd Jan](#) Jake Tapper is on CNN saying today's big news is Bannon calling Don Jr. and Jared "treasonous" because of their June 2016 Trump Tower meeting. I think *bigger* news is Bannon saying Don Jr. and Jared took known Kremlin agents to meet Trump immediately after the meeting was over. *Retweets: 3.8K Replies: 41 Impressions: 10.68M*
- **Greg Sargent** @ThePlumLineGS [4th Jan](#) Read [@TimOBrien](#) on how Bannon's quotes to Wolff show that Trump's soft underbelly may really be his financial dealings:
<https://www.bloomberg.com/view/articles/2018-01-04/bannon-s-treason-charge-is-milder-than-money-laundering...>
pic.twitter.com/IdAoU9nFXI *Retweets: 41 Replies: 5 Impressions: 4.68M*
- **Highlighted Author Michael Wolff** @MichaelWolffNYC [4th Jan](#) Couldn't be happier (obviously) with coverage of FIRE AND FURY. [@JohnCassidy](#) in New Yorker particularly gratifying.
<https://www.newyorker.com/news/our-columnists/michael-wolffs-withering-portrait-of-president-donald-trump...> *Retweets: 149 Replies: 20 Impressions: 792K*

CONSTITUENT CONTRIBUTION

Constituent mentions on social media channels, including Twitter and Facebook.

POSITIVE

- **T.W. Haines** @T_W_Haines [3rd Jan](#) The News Cycle is SLOW. A man is selling a book. So of COURSE all Media are going to try to get some mileage out of [#Bannon](#) & "Trump Tower". This is much ado about NOTHING...as is EVERYTHING related to the [#RussianCollusion](#) witch hunt. [#MAGA #TRUMP #AmericaFirst #FakeNews #CNN](#) pic.twitter.com/fhzz2PoTFy *Retweets: 4 Replies: 2 Impressions: 38K*
- **Lisa Smith** @lsmith4680 [4th Jan](#) [@realDonaldTrump](#) LOVES his country, & his family! He FIGHTS for us & he will FIGHT to protect his family, which is why we saw his "fierce" response Steve Bannon & Michael Wolff's Fire and Fury allegations. President Trump IS the [#Blizzardof2018](#). He has ONE agenda- TO [#MAGA](#)
<https://twitter.com/realDonaldTrump/status/157881540003635200...> *Retweets: 5 Replies: 0 Impressions: 30K*
- **Lizzy C** @lizzydebbie [3rd Jan](#) No, Steve Bannon did not turn on Donald Trump. This is another move by fake news to stop MAGA. Michael Wolff who they got their quote from is a fraud and been caught multiple times in the past for making up quotes. More fake news, period [@EricTrump @Cernovich](#) *Retweets: 2 Replies: 0 Impressions: 17K*

NEGATIVE

- **Brian Krassenstein** @krassenstein [4th Jan](#) Oh the Irony! "Fire and Fury" Claims that Trump didn't understand the Constitution & had an aide explain it to him but he quickly got bored & rolled his eyes. Now Trump is trying to stop the book from being published, a direct violation of the 1st Amendment of the Constitution! *Retweets: 1.0K Replies: 36 Impressions: 6.36M*
- **ResistaSista** @debiowens [3rd Jan](#) "Trump is described as being enraged at Wolff's new book, "Fire and Fury: Inside the Trump White House," that describes him as not prepared to be president, poorly informed about the basics of governing and ridiculed at times behind his back." Not one description is a lie! *Retweets: 11 Replies: 1 Impressions: 49K*
- **Empire Storm** @empirestatemind [4th Jan](#) So yesterday Bannon had planned to say he didn't make the comments from book saying taking Trump Tower/Russia meeting was treasonous, or that they were taken out of context, & that Trump Jr is a patriot. But Trump attacked him first so Bannon didn't go through with his comments.
<https://twitter.com/thehill/status/949004020722610176...> *Retweets: 0 Replies: 1 Impressions: 1.5K*

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TOPIC: DACA NEGOTIATIONS
DATE: January 11, 2018

EXECUTIVE INSIGHTS

- Several media outlets such as [CNN](#) and [Brookings](#) quoted high percentages of support for protecting DACA – 82% and 66%, respectively.
 - Contrary to the quoted percentages above, the data collected over the past 4 days shows a more leveled constituent sentiment as it relates to DACA:
 - Support protecting DACA - 46%
 - Neutral - 11%
 - Against protecting DACA - 43%**
 - 12% of the conversation **against protecting DACA** used MAGA to voice a disapproval of the DACA policy and the President's seeming shift in his immigration position.
- The hashtags #NoDACA, #NoAmnesty, #NoDACAdeal, and #EndDACA collectively made up 16% of the total conversation, while hashtags #DreamActNow and #ProtectDreamers made up 4% of conversation (1/4th of the hashtags against protecting DACA).
- Analyst Observation:** While the Twitter universe tends to lean towards the Left, on this issue, the ratio of Pro/Con support on Twitter is more leveled than would be expected.
- Some GOP politicians voiced support for both the DACA program and successful negotiations about comprehensive immigration reform. Specific examples are highlighted in the Politician Contribution and Broadcast Contribution sections below.
- Many large corporations – including Facebook, Apple, and General Motors – have [expressed their support](#) for legislation designed to protect those enrolled in the DACA program, and sent a letter to the Senate and House leaders of both parties expressing that sentiment. The letter focused on possible economic disruptions caused by the deportation of DACA enrollees, and cited studies that displayed wide-spread support of DACA by the American public. The New York Times ran a [full page advertisement](#) showcasing the letter.
- The top 5 Facebook pages regarding the DACA discussion are detailed below:

Facebook Page	Post Count	Support/Against	Total Engagement
DMLdaily	25	Against Protecting DACA	18,523
UnivisionNoticias	23	Support Protecting DACA	69,942
CNNPolitics	19	Neutral	7,039
OfficialAnnCoulter	15	Against Protecting DACA	8,466
Univision34	14	Support Protecting DACA	3,465

PERSPECTIVE

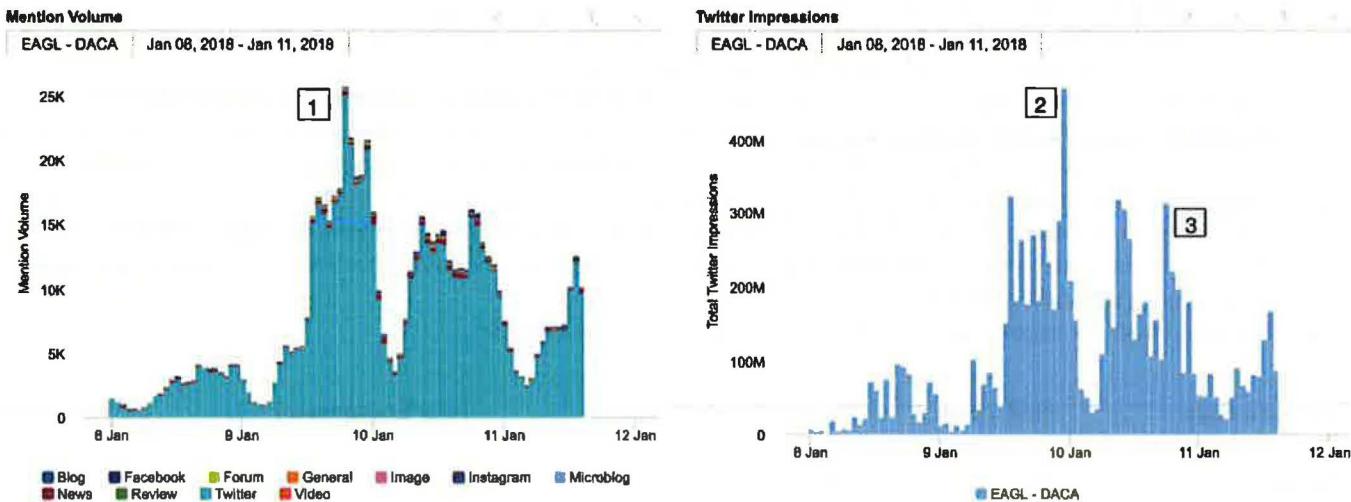
- Despite what mainstream media outlets are reporting, social data between January 8-11, 2018 demonstrates that constituents are more evenly split on DACA than the perceived "overwhelming" support for reinstating DACA.
- Politicians from each party have expressed hope and optimism for a piece of legislation. That optimism is likely due to the efforts for bipartisan efforts, and extensive discussions about possible outcomes. Additionally, both sides seem to recognize that there will need to be compromise from all interested parties if comprehensive legislation is to be passed.
- Though a federal judge ordered that part of the DACA program be temporarily reinstated, that decision has not been considered a hurdle for immigration discussions. The ruling – released only hours after the publicized discussion between the President and Congresspeople – has been connected to the bigger discussion of immigration reform and border security only as it relates to when the ruling was announced. It is unlikely that the ruling will factor greatly into immigration discussions.

QUANTITATIVE TOPIC METRICS

- **Content Volume:** 685,727 filtered mentions across all channels between January 8-11, 2018 related to the bipartisan meeting held on DACA and the current state of the Dream Act negotiations.
- **Contribution Channels:** 655K Tweets, 14K Digital News mentions, 7.3K Forum and Blog posts, 6.8K Facebook posts.
- **Sentiment by Mention Volume:** Support protecting DACA 46%, Neutral 11%, **Against protecting DACA 43%**
- **Top @Mention Count from Twitter:** @POTUS and @realdonaldtrump were mentioned in 209K Tweets earning 1.02B Impressions. @realjameswoods was mentioned in 25K Tweets earning 75.38M Impressions.
- **Community Demographics from Twitter:** 49% Female, 51% Male participation from gender identifiable Twitter handles.
- **Impressions & Authors Contribution from Twitter:** 8.97B Total Impressions from 209K unique Twitter profiles.

TOPIC MOMENTUM

Hourly topic momentum between January 8 - 11, 2018. Left chart is Mention Volume broken down by Channel. Right chart is Twitter Impression Volume.



1. [@realDonaldTrump Tweet](#) clarifying a Wall on the Southern Border will be apart of any DACA approval.
2. Federal judge blocks Trump administration's decision to end DACA program.
3. [@realDonaldTrump Tweet](#) - "Safety and security of our country is #1"

WHITE HOUSE CONTRIBUTION

Top Content from the White House.

- **Donald J. Trump** [@realDonaldTrump 10th Jan](#) The United States needs the security of the Wall on the Southern Border, which must be part of any DACA approval. The safety and security of our country is #1! pic.twitter.com/4CFzQXb5aS Retweets: 13K Replies: 4.8K Impressions: 125.78M
- **Donald J. Trump** [@realDonaldTrump 9th Jan](#) Thanks to all of the Republican and Democratic lawmakers for today's very productive meeting on immigration reform. There was strong agreement to negotiate a bill that deals with border security, chain migration, lottery and DACA. 45.wh.gov/POTUS45 pic.twitter.com/8DYHZHspAy Retweets: 11K Replies: 3.1K Impressions: 97.30M
- **Donald J. Trump** [@realDonaldTrump 9th Jan](#) As I made very clear today, our country needs the security of the Wall on the Southern Border, which must be part of any DACA approval. Retweets: 23K Replies: 14K Impressions: 95.25M
- **Vice President Mike Pence** [@VP 10th Jan](#) We're going to BUILD THE WALL. We're going to END CHAIN MIGRATION. We're going to END THE VISA LOTTERY PROGRAM, and we're going to address DACA. But this administration is going to

do it in a way that will meet the expectations of the American people. [#MAGA](#) [pic.twitter.com/GY2YXbY7BJ](#) Retweets: 3.4K Replies: 422 Impressions: 12.84M

- Vice President Mike Pence [@VP](#) [10th Jan](#) As I told [@marthamaccallum](#) during our discussion on [@TheStoryFNC](#), [@POTUS](#) Trump has been very clear: There's NO DEAL ON DACA without THE WALL. [#TheStory](#) [pic.twitter.com/FX9rdfUWJt](#) Retweets: 790 Replies: 320 Impressions: 7.26M

POLITICIAN CONTRIBUTION

Selected content from Republicans and Democrats.

REPUBLICANS

- Jeff Flake [@JeffFlake](#) [8th Jan](#) There's a [#DACA](#) deal to be had but it's going to require compromise. The [@WhiteHouse](#) won't get everything they want, [@TheDemocrats](#) won't, & neither will the [@GOP](#). Let's not come to the table with unrealistic expectations about what can be part of this bill <https://www.flake.senate.gov/public/index.cfm/press-releases> ... [pic.twitter.com/7NhznbQmaK](#) Retweets: 156 Replies: 238 Impressions: 560K
 - Jeff Flake [@JeffFlake](#) [10th Jan](#) Our senate group drafting a bipartisan DACA bill is making good progress. Yesterday's WH meeting was helpful in setting parameters. Retweets: 204 Replies: 153 Impressions: 417K
- **GOP in support of protecting DACA**
 - Illeana Ros-Lehtinen [@RosLehtinen](#) [9th Jan](#) Met w [#DACA](#) recipients from my district who are at risk of deportation if [#Congress](#) doesn't pass a solution NOW. [#Dreamers](#) from all over contribute daily 2 our communities and we must do right by them. [pic.twitter.com/eSLP9igffT](#) Retweets: 36 Replies: 2 Impressions: 268K
 - Sen. James Lankford [@SenatorLankford](#) [10th Jan](#) Yesterday, the world got to see what some of our immigration & [#DACA](#) discussions look like. I remain hopeful we will get something done on the very important issue of [#immigration](#). I joined [@CBSThisMorning](#) to discuss → [pic.twitter.com/A1a8X942b0](#) Retweets: 19 Replies: 16 Impressions: 133K

INDEPENDENTS

- Bernie Sanders [@SenSanders](#) [9th Jan](#) We must not hold the lives of 800,000 young Dreamers hostage in order to fund a wall that the overwhelming majority of Americans oppose. Sadly, it appears that is exactly what Donald Trump wants. [pic.twitter.com/hFpQ1pZByM](#) Retweets: 1.1K Replies: 132 Impressions: 11.25M

DEMOCRATS

- Adam Schiff [@RepAdamSchiff](#) [9th Jan](#) [@POTUS](#) is threatening to deport the Dreamers if he doesn't get \$18 billion in taxpayer money for his wall. I'm no genius, but wasn't Mexico paying for that? Retweets: 19K Replies: 2.7K Impressions: 21.68M
- Sen Dianne Feinstein [@SenFeinstein](#) [9th Jan](#) 122 Dreamers are losing their protection from deportation every day. We need to act now! That's why I pushed the president to support a clean bill. [#DreamActNow](#) <https://twitter.com/cspan> ... Retweets: 2.0K Replies: 680 Impressions: 6.69M
- **Positive Tone about bipartisan collaboration on the issue**
 - Senator Dick Durbin [@SenatorDurbin](#) [8th Jan](#) Bipartisan negotiations continue in good faith among senators who understand what is at stake. These young people are simply out of time. [#DreamActNow](#). Retweets: 63 Replies: 10 Impressions: 540K
 - Michael F. Bennet [@SenBennetCO](#) [9th Jan](#) To the extent the WH meeting helped narrow the scope of negotiations & prioritize [#DreamAct](#), this was a positive first step. I'm pleased there seemed to be acknowledgement of urgent need to pass a bipartisan bill, so DACA recipients stop losing status & having their lives upended Retweets: 0 Replies: 15 Impressions: 196K

MEDIA CONTRIBUTION

Web and Twitter mentions of key news sites, including User Comments and Outbound Virality (shares of pages to Facebook, Twitter and LinkedIn).

POSITIVE

- [The Art of the Deal: Trump's DACA Roundtable Changes Everything](#) - Breitbart - 1/9/18
 - Outbound Virality: Facebook: 4.4K Interactions; Twitter: 464 Tweets; LinkedIn: 1 Share

NEUTRAL

- [Trump Must Keep DACA Protections for Now, Judge Says](#) - New York Times - 1/9/18

- **Outbound Virality:** Facebook: 37K Interactions; Twitter: 2.6K Tweets; LinkedIn: 290 Shares
- [Trump Appears to Endorse Path to Citizenship for Millions of Immigrants](#) - **New York Times** - 1/9/18
 - **Outbound Virality:** Facebook: 12K Interactions; Twitter: 12K Tweets; LinkedIn: 570 Shares
- [Judge cited Trump tweet in decision to leave DACA in place](#) - **The Hill** - 1/10/18
 - **Outbound Virality:** Facebook: 13K Interactions; Twitter: 1.8K Tweets; LinkedIn: 2 Shares
- [Facebook, Apple, GM Leaders Urge Congress to Protect Dreamers](#) - **Bloomberg** - 1/10/17
 - **Outbound Virality:** Facebook: 18 Interactions; Twitter: 3 Tweets; LinkedIn: 7 Shares

NEGATIVE

- [Judge rules against Trump administration on rescinding DACA](#) - **Fox News** - 1/10/18
 - **Outbound Virality:** Facebook: 51K Interactions; Twitter: 12K Tweets; LinkedIn: 74 Shares
 - **Related:** [Judge blocks Trump wind-down of Dreamers program](#) - **Politico**; [Federal judge just delivered a deadly blow to Trump's DACA plans in bombshell ruling](#) - **Washington Press**
- ['Deport Them': Arpaio Departs From Trump On DACA Recipients](#) - **NPR** - 1/11/18
 - **Outbound Virality:** Facebook: 6.8K Interactions; Twitter: 667 Tweets; LinkedIn: 16 Shares

JOURNALIST CONTRIBUTION*Selected content from journalists.***PRO PROTECTING DACA**

- [Jonathan Karl @jonkarl 9th Jan](#) Extraordinary event at the WH: The president invited the press pool into his meeting with congressional leaders on DACA. We stayed in the meeting for nearly one hour. Lots of talk of bipartisanship but the president also made it clear the wall must be part of any agreement [pic.twitter.com/pc3iH5N8Ec](#) *Retweets: 226 Replies: 30 Impressions: 909K*

NEUTRAL

- [Ben Shapiro @benshapiro 9th Jan](#) Seems like despite happy talk, there's a fundamental disconnect between Dems who want DACA without border funding/end to chain migration, and Trump. *Retweets: 153 Replies: 38 Impressions: 1.46M*

CON PROTECTING DACA

- [Lou Dobbs @LouDobbs 9th Jan](#) No Amnesty- [@realDonaldTrump](#) must resist Pro-DACA Dimms & RINOs. Build the wall & stand with forgotten middle class, not illegals. [@AnnCoulter joins #Dobbs](#) on FBN 7pm [#MAGA #TrumpTrain #BuildTheWall #DTS](#) *Retweets: 6.1K Replies: 746 Impressions: 15.14M*
- [Jessie Jane Duff @JessieJaneDuff 10th Jan](#) If parents sneak their children into Disney World and get caught, does Disney let the kids stay for free? [#NoDACADeal #NoAmnesty #AmericaFirst](#) *Retweets: 5.0K Replies: 138 Impressions: 12.56M*

BROADCAST CONTRIBUTION*Curated clips from local and national broadcast stations.***PRO PROTECTING DACA**

- [CBS - 1/10/18](#)
 - Press transparency at the meeting allowed the American people to see the process of bipartisan negotiations and "was unprecedented". Well received among bipartisan constituents and press.
 - Sen. James Lankford (R-OK) feels strongly that DACA negotiations will pass including targeted areas for wall sections along the border. He clarifies that when the President says "The Wall" he does not mean "a wall from sea to shining sea" but rather implies providing more protection in targeted areas.
- [HLN - 1/10/18](#)
 - Moderate Republicans in swing states are worried about the DACA issue gaining traction "too closely" to the 2018 elections.
 - Rep. Mario Diaz Balart (R-FL 25th District) states that the issue should not heavily impact Republican lawmakers. He states that the people protected by DACA didn't make the decision to come to the United States and is a reality we all need to face. "Trump knows how to bring people together and ultimately get what he wants" and he wants to do this lawfully and legislatively.

INFLUENCER CONTRIBUTION*Selected content from industry experts, analysts, and influential personalities***PRO PROTECTING DACA**

- **Mark Ruffalo** @MarkRuffalo [10th Jan #DACA #Dreamers](#) are contributing, taxpaying members of the American Dream. They have invested their lives in this country. They are our co workers, our children's friends and our neighbors. They own property & take part in their communities. They are Americans in deed and life. <https://twitter.com/nomikikonst...> Retweets: 302 Replies: 6 Impressions: 4.30M

CON PROTECTING DACA

- **Geoff De Weaver** @geoff_deweaver [9th Jan @ChrisCuomo](#) We must #BuildTheWall and End #DACA completely, defund sanctuary cities, end chain migration, enforce voter ID, and deport all lawbreakers. Democrats never listened to us when they were in control. Wake up, Republicans. You have the power. Use it, for God's sake! #MAGA 
pic.twitter.com/qO1B83QTSv Retweets: 0 Replies: 0 Impressions: 1.01M
- **James Woods** @RealJamesWoods [11th Jan](#) DACA amnesty will end the Trump presidency. <https://twitter.com/stevekingia/status...> Retweets: 1.6K Replies: 181 Impressions: 5.01M

CONSTITUENT CONTRIBUTION*Constituent mentions on social media channels, including Twitter and Facebook.***PRO PROTECTING DACA**

- **BRIAN FRASER** @bfraser747 [9th Jan](#) Don't be fooled. #PresidentTrump knows exactly what he is doing. His stance now on #DACA is by design. Have faith and trust him. He's a master negotiator & he's still #AmericaFirst #BuildTheWall #MAGA #ImmigrationReform pic.twitter.com/8D6cp6W1sq
- **Robby Ball** @perfectsliders [10th Jan](#) CNN says: 82% of Americans say they want DACA to continue

CON PROTECTING DACA

- **Tom Fitton** @TomFitton [8th Jan](#) DACA amnesty would undermines the rule of law and secure borders. Even talking about amnesty increases illegal immigration. [https://twitter.com/TomFitton ...](https://twitter.com/TomFitton...)
- **EAGLE WINGS** @NIVisa4031 [9th Jan](#) .@realDonaldTrump I don't want you to take the heat I want you to not cave into the Democrats Put an order of sequence to Immigration #BuildThatWall is non negotiable #EndChainMigration #EndLotteryVisas Then #DACA if you don't Wall will not be built All due respect .@POTUS [https://twitter.com/thebradfordfile ...](https://twitter.com/thebradfordfile...)

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Dreaming Bigger, Together.

NATIONAL VOTER SURVEY

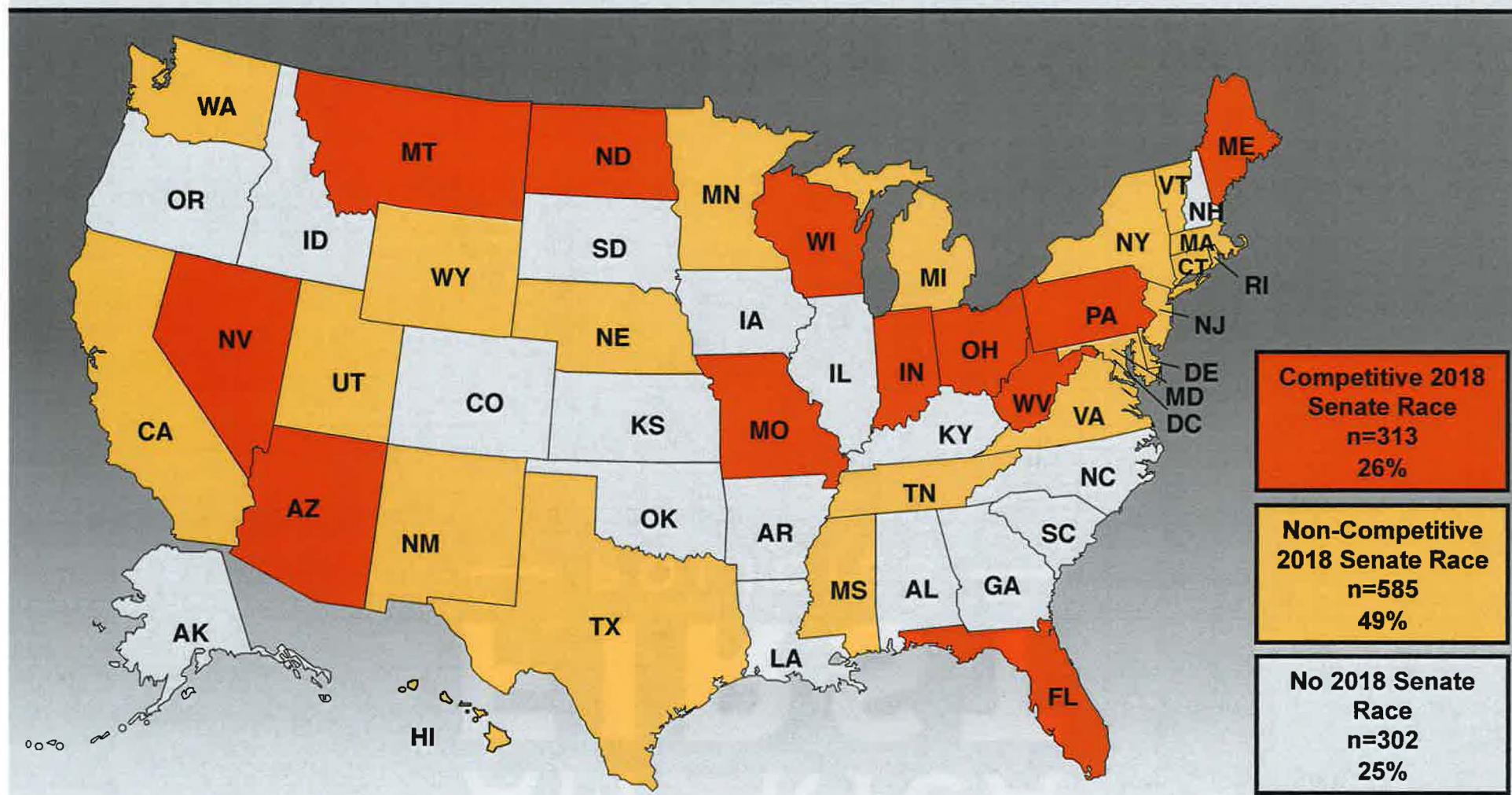
November 30 – December 3, 2017

N = 1,200 respondents

(1/3 Landline, 1/3 Cell, 1/3 Internet)

margin of error: +/- 2.83%

For reference: the 2018 map. When we refer to “competitive 2018 Senate states,” we are referring to the states shaded in orange.





AMERICA
FIRST
— POLICIES —

POTUS

Perceptions and Opinion on the President's job performance

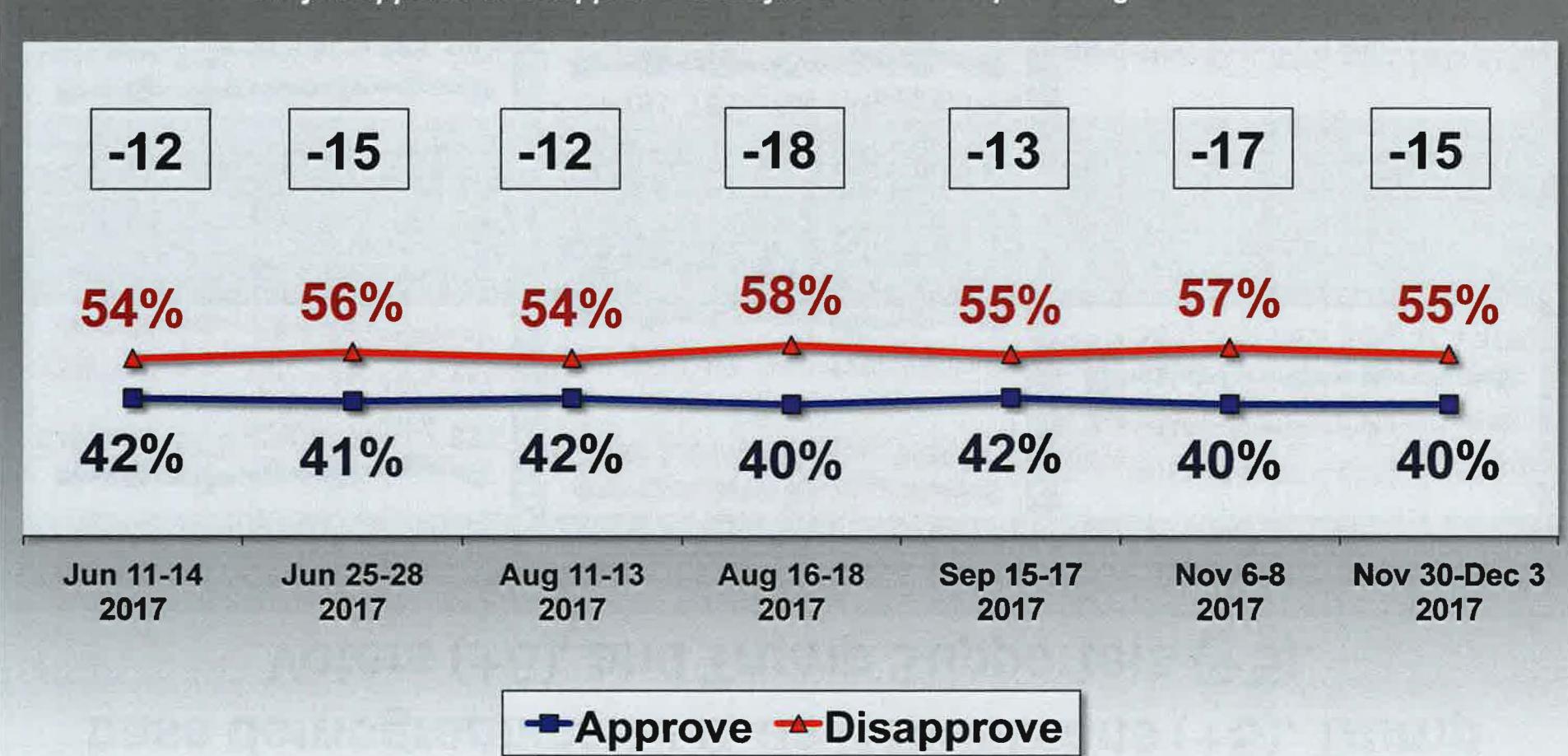


National Voter Survey

November 30 – December 3, 2017

President Trump's favorability rebounds after November elections, placing his approval rating on par with the 15-point margin average over the past 6 months.

Do you approve or disapprove of the job Donald Trump is doing as President?

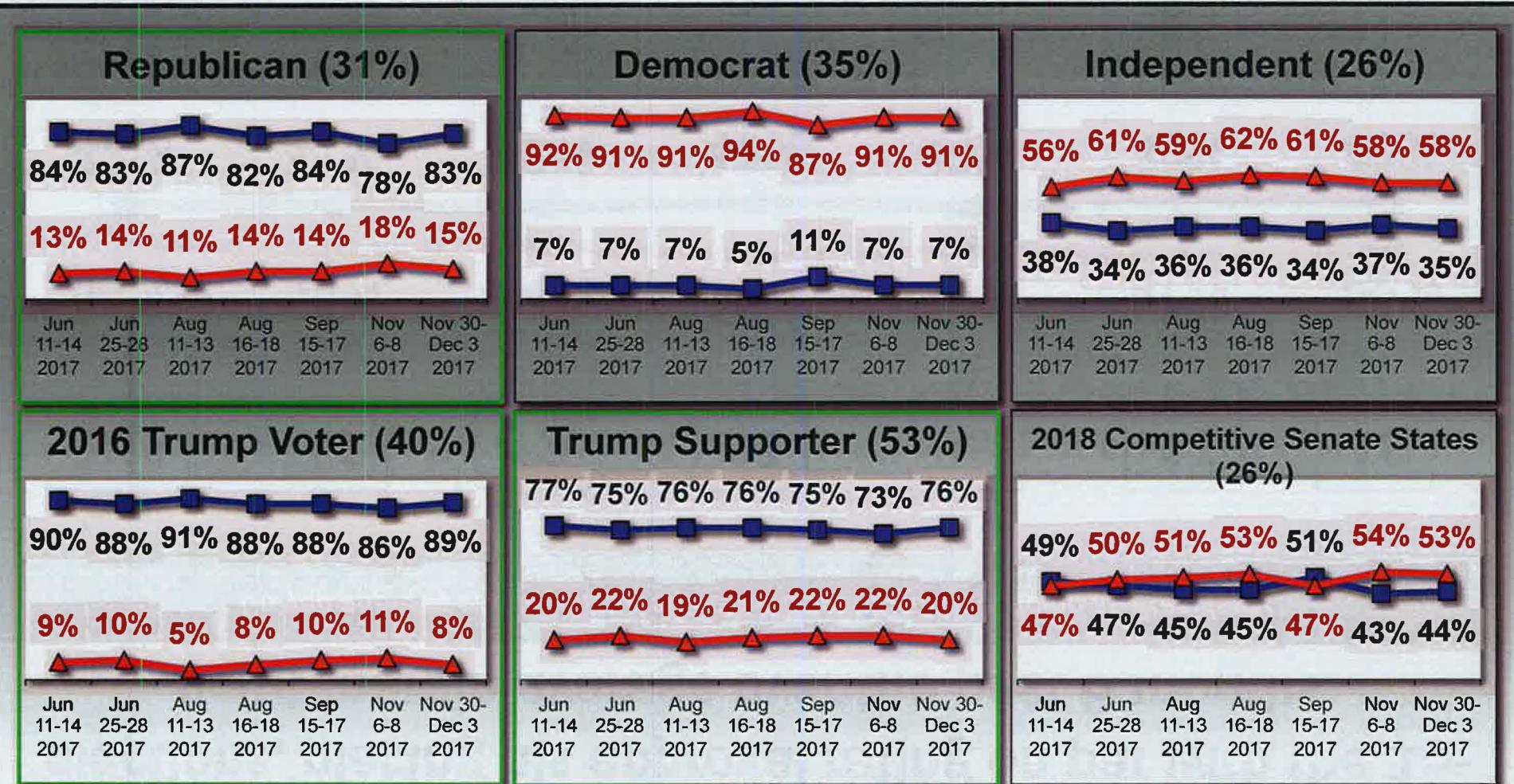


Approve Disapprove



National Voter Survey
November 30 – December 3, 2017

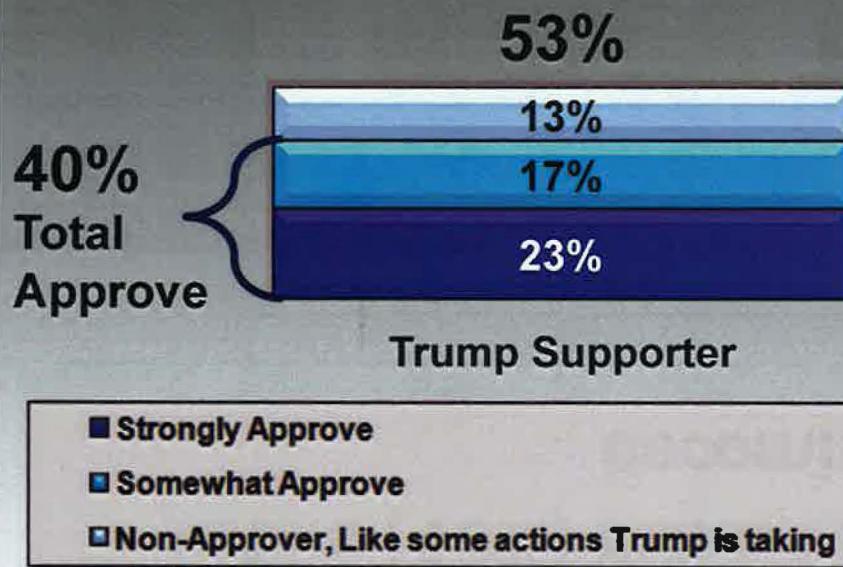
The President sees modest approval gains among key base demographics such as Republicans (+8), Trump Voters (+6), and Trump Supporters (+5).



Over half (53%) of the electorate are 'Trump Supporters' – either approving of the job he is doing, or liking some of the actions he has taking as President.

Do you approve or disapprove of the job Donald Trump is doing as President?

IF NOT APPROVE, ASK: Do you agree or disagree with the following statement: Even though I may not approve of the job that Donald Trump is doing as President, I do like some of the actions he is taking?

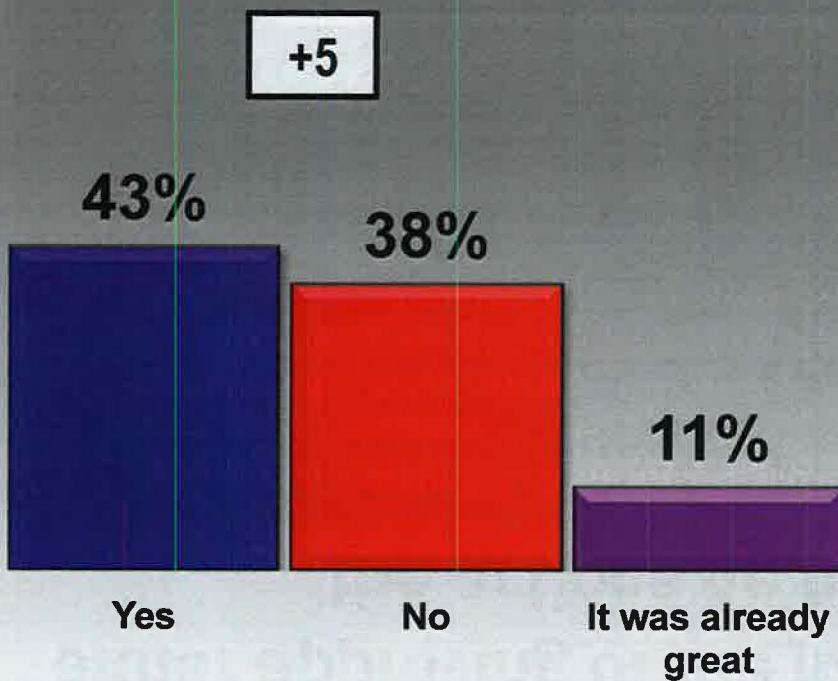


	Approver	Supporter
Republican (31%)	83%	92%
Democrat (35%)	7%	19%
Independent (26%)	35%	52%
Republican Men (17%)	86%	92%
Republican Women (14%)	78%	91%
Democrat Men (13%)	13%	25%
Democrat Women (22%)	4%	15%
Independent Men (14%)	41%	59%
Independent Women (12%)	27%	44%
Trump Voter (40%)	89%	97%
Trump Supporter (53%)	76%	100%
2018 Competitive State (26%)	44%	51%
Income Below \$80k (55%)	38%	51%
Income \$80k-\$125k (21%)	44%	58%
Income \$125k+ (14%)	37%	51%



Something to keep our eye on - America first: A plurality of voters (43%) believe America is in the process of becoming great again.

When you think about jobs, the economy, trade deals and the stock market, regardless of personality or partisanship, do you think America is in the process of becoming great again?



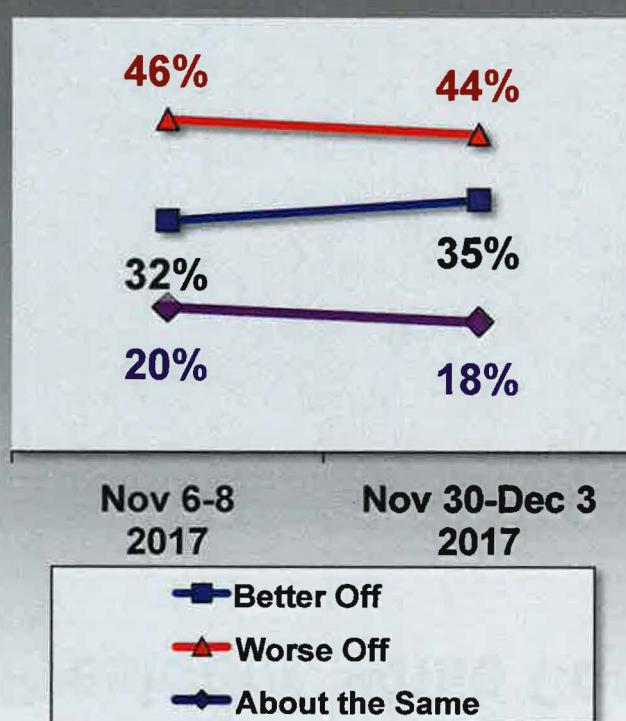
	Yes	No	DIFF	Already great
Republican (31%)	80%	10%	+70	6%
Democrat (35%)	16%	64%	-48	14%
Independent (26%)	38%	39%	-1	15%
Republican Men (17%)	80%	9%	+71	8%
Republican Women (14%)	80%	11%	+69	4%
Democrat Men (13%)	21%	58%	-37	14%
Democrat Women (22%)	13%	68%	-55	13%
Independent Men (14%)	41%	35%	+6	16%
Independent Women (12%)	34%	43%	-9	12%
Trump Voter (40%)	86%	6%	+80	3%
Trump Supporter (53%)	75%	13%	+62	6%
2018 Competitive State (26%)	45%	39%	+6	9%
Income Below \$80k (55%)	41%	39%	+2	12%
Income \$80k-\$125k (21%)	46%	39%	+7	10%
Income \$125k+ (14%)	44%	43%	+1	10%



Something to keep our eyes on – we are better off today:

More than 1-in-3 voters (35%) think we are better off today than we were a year ago.

As you know, it was about a year ago that Donald Trump won the Presidential election. Over the past year, when you think about our country in general would you say that our country is....



	November			November 30-December 3		
	Better	Worse	Same	Better	Worse	Same
Republican (31%)	66%	10%	21%	73%	9%	17%
Democrat (35%)	5%	81%	13%	7%	78%	14%
Independent (26%)	29%	42%	27%	31%	44%	23%
Republican Men (17%)	72%	7%	20%	76%	8%	15%
Republican Women (14%)	60%	12%	23%	68%	10%	19%
Democrat Men (13%)	4%	79%	17%	12%	73%	14%
Democrat Women (22%)	6%	83%	10%	4%	80%	15%
Independent Men (14%)	33%	39%	28%	38%	38%	22%
Ind. Women (12%)	23%	47%	26%	23%	51%	24%
Trump Voter (40%)	69%	5%	24%	79%	3%	16%
Trump Supporter (53%)	56%	13%	28%	64%	11%	22%
2018 Competitive State (26%)	36%	43%	19%	37%	42%	18%
Income Below \$80k (55%)	29%	48%	21%	32%	47%	19%
Income \$80k-\$125k (21%)	33%	47%	19%	39%	42%	18%
Income \$125k+ (14%)	33%	44%	21%	36%	45%	17%



America's fiscal achievements propel approval for the President, while Congress' lack of action detract from his approval.

Please tell me whether you approve or disapprove of the job President Donald Trump has done on each of the following...



Note the positive correlation that the President has with the stock market's gains. We might be able to tie this in to his handling of the economy in general and trade deals in particular to grow those attributes as well.

	The stock market.			Handling of the economy.			Handling of ISIS and terrorism.		
	Approve	Disapprove	DIFF	Approve	Disapprove	DIFF	Approve	Disapprove	DIFF
Republican (31%)	81%	6%	+75	85%	12%	+73	84%	12%	+72
Democrat (35%)	27%	53%	-26	18%	76%	-58	17%	77%	-60
Independent (26%)	56%	23%	+33	47%	40%	+7	48%	41%	+7
Trump Voter (40%)	86%	4%	+82	91%	5%	+86	91%	4%	+87
Trump Supporter (53%)	80%	6%	+74	82%	12%	+70	81%	12%	+69
2018 Competitive State (26%)	51%	30%	+21	47%	44%	+3	48%	43%	+5
	Handling of trade deals.			Handling of national security/border.			Handling of Obamacare		
	Approve	Disapprove	DIFF	Approve	Disapprove	DIFF	Approve	Disapprove	DIFF
Republican (31%)	78%	12%	+66	79%	18%	+61	66%	27%	+39
Democrat (35%)	12%	79%	-67	12%	84%	-72	9%	89%	-80
Independent (26%)	43%	45%	-2	37%	53%	-16	27%	65%	-38
Trump Voter (40%)	85%	6%	+79	85%	10%	+75	71%	21%	+50
Trump Supporter (53%)	75%	13%	+62	73%	20%	+53	60%	31%	+29
2018 Competitive State (26%)	40%	47%	-7	40%	53%	-13	37%	55%	-18





Infrastructure Policy

Opinion on Infrastructure Policy

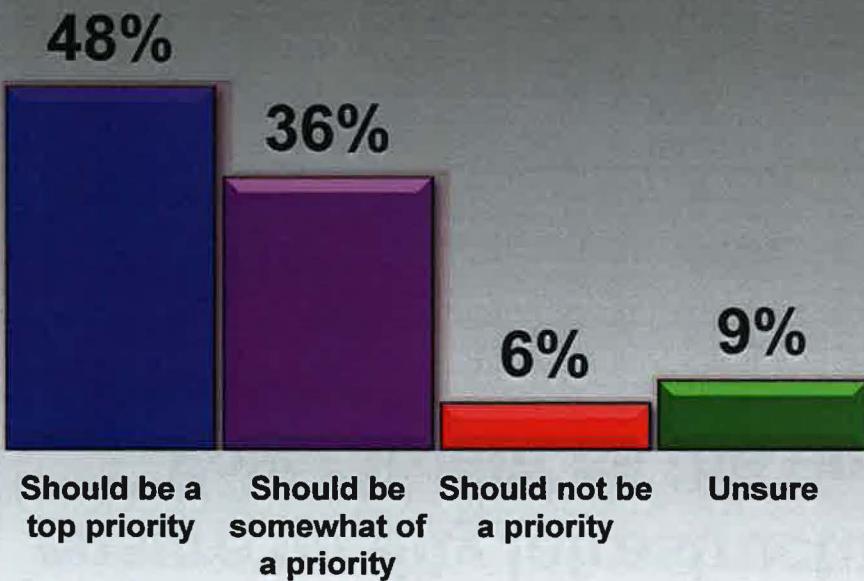


National Voter Survey

November 30 – December 3, 2017

Infrastructure unites: A plurality of Republicans (45%), Democrats (52%), and Independents (49%) believe infrastructure should be a top priority.

Which of the following is closest to your own opinion regarding the quality and maintenance of our national infrastructure?

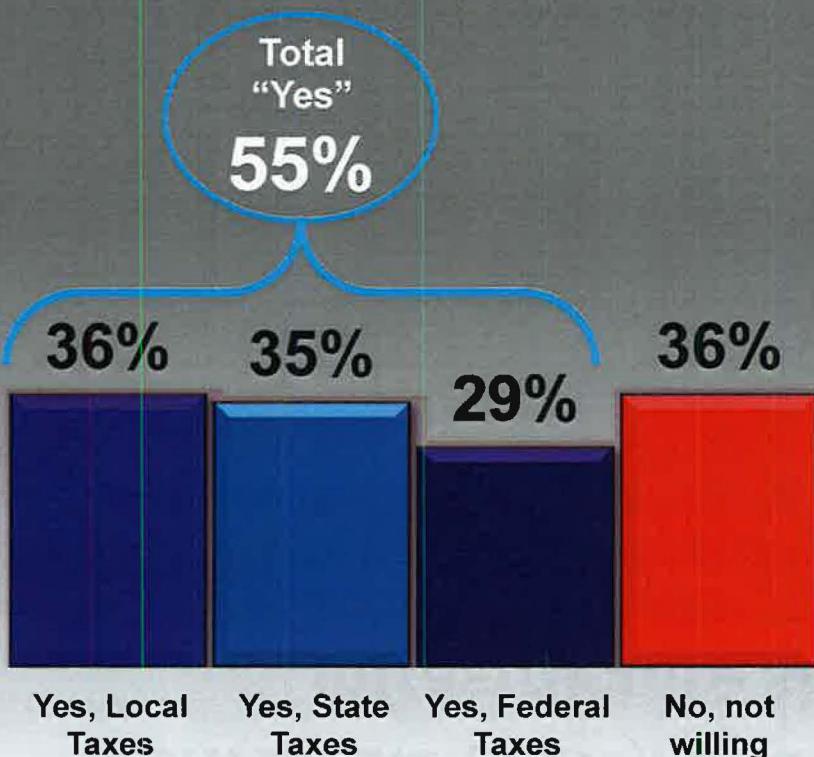


	Top priority	Somewhat of a priority	Should not be a priority
Republican (31%)	45%	41%	7%
Democrat (35%)	52%	33%	6%
Independent (26%)	49%	39%	6%
Republican Men (17%)	50%	39%	8%
Republican Women (14%)	39%	44%	6%
Democrat Men (13%)	58%	32%	5%
Democrat Women (22%)	49%	33%	6%
Independent Men (14%)	56%	36%	6%
Independent Women (12%)	40%	43%	7%
Trump Voter (40%)	47%	41%	7%
Trump Supporter (53%)	45%	42%	7%
2018 Competitive State (26%)	49%	36%	8%
Income Below \$80k (55%)	46%	37%	6%
Income \$80k-\$125k (21%)	53%	38%	7%
Income \$125k+ (14%)	59%	34%	5%

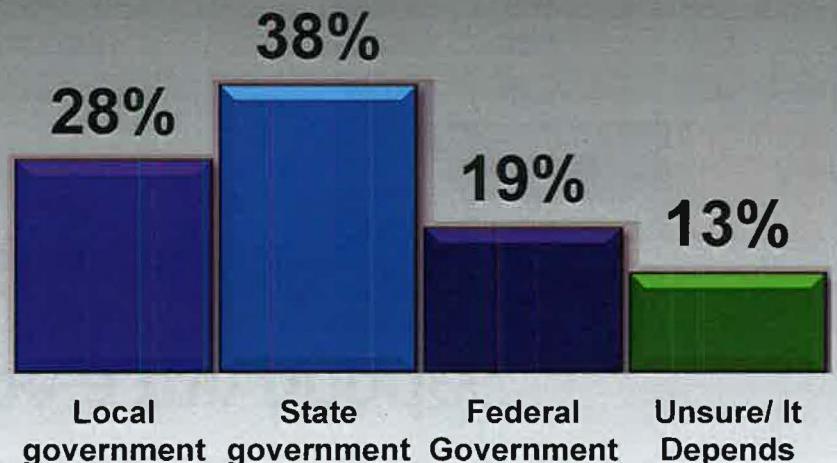


Respondents are generally willing to pay more in taxes to ensure quality infrastructure, but slightly favor their State government as the entity to make decisions on it.

Would you be willing to pay more state, local or federal taxes to improve the quality of your community's infrastructure?



In your opinion, who should be responsible for making decisions on where infrastructure projects should be built and how to comply with environmental requirements?



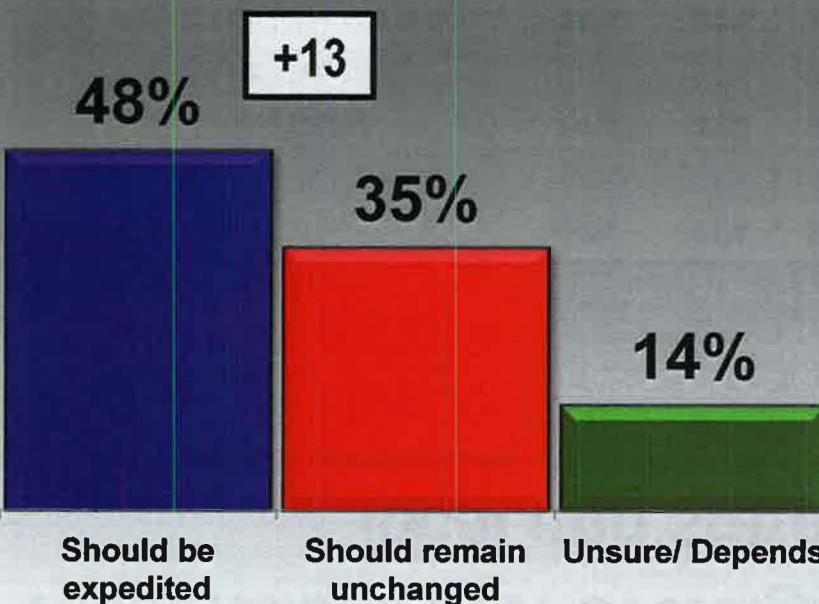
Infrastructure policy needs to grant 'the state' responsibility for oversight of infrastructure projects, with local and state taxes footing the bill.

	Would you be willing to pay more state, local or federal taxes to improve the quality of your community's infrastructure?					Who should be responsible for decisions on where infrastructure projects should be built and how to comply with requirements?			
	Local	State	Federal	Not Willing		Local	State	Federal	Unsure
Republican (31%)	30%	31%	23%	43%		31%	45%	13%	11%
Democrat (35%)	43%	42%	37%	29%		23%	34%	27%	14%
Independent (26%)	36%	35%	30%	37%		28%	40%	18%	12%
Republican Men (17%)	33%	35%	24%	42%		27%	50%	14%	9%
Republican Women (14%)	26%	27%	23%	44%		35%	39%	11%	13%
Democrat Men (13%)	45%	45%	41%	24%		27%	33%	29%	10%
Democrat Women (22%)	41%	40%	34%	31%		22%	34%	25%	17%
Independent Men (14%)	39%	37%	30%	40%		26%	41%	19%	10%
Independent Women (12%)	32%	33%	29%	33%		30%	38%	16%	13%
Trump Voter (40%)	29%	29%	24%	45%		31%	44%	12%	11%
Trump Supporter (53%)	32%	29%	24%	42%		33%	41%	14%	11%
2018 Competitive State (26%)	37%	38%	31%	32%		25%	42%	15%	14%
Income Below \$80k (55%)	31%	31%	26%	38%		26%	37%	19%	15%
Income \$80k-\$125k (21%)	44%	42%	37%	32%		32%	40%	19%	9%
Income \$125k+ (14%)	49%	41%	36%	37%		28%	40%	19%	12%



A majority of the base, and half (50%) of Independents favor expediting environmental permitting for infrastructure projects.

Improving infrastructure requires planning and environmental permitting, a process that can take 4-10 years. Should this process be expedited, or do you feel the longer process provides needed environmental protections and should remain unchanged?

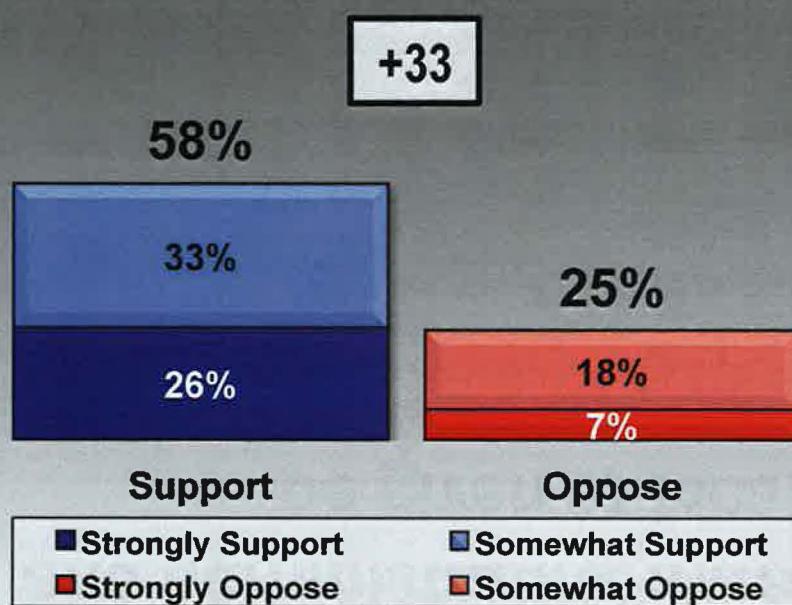


	Expedited	Remain Unchanged	DIFF
Republican (31%)	62%	25%	+37
Democrat (35%)	36%	46%	-10
Independent (26%)	50%	35%	+15
Republican Men (17%)	70%	21%	+49
Republican Women (14%)	52%	30%	+22
Democrat Men (13%)	44%	43%	+1
Democrat Women (22%)	31%	48%	-17
Independent Men (14%)	54%	33%	+21
Independent Women (12%)	45%	37%	+8
Trump Voter (40%)	65%	23%	+42
Trump Supporter (53%)	61%	26%	+35
2018 Competitive State (26%)	47%	38%	+9
Income Below \$80k (55%)	43%	37%	+6
Income \$80k-\$125k (21%)	59%	31%	+28
Income \$125k+ (14%)	58%	30%	+28



By a 33-point margin, voters believe the federal government should support rural infrastructure projects over more populous areas – A winning message in competitive 2018 states

Rural infrastructure can be difficult to fund because of the lack of population density. Would you support or oppose the federal government giving rural areas greater support for infrastructure projects, over more populous areas?



	Support	Oppose	DIFF
Republican (31%)	61%	26%	+35
Democrat (35%)	58%	24%	+34
Independent (26%)	58%	25%	+33
Republican Men (17%)	62%	29%	+33
Republican Women (14%)	61%	23%	+38
Democrat Men (13%)	54%	35%	+19
Democrat Women (22%)	60%	18%	+42
Independent Men (14%)	60%	29%	+31
Independent Women (12%)	56%	19%	+37
Trump Voter (40%)	62%	26%	+36
Trump Supporter (53%)	61%	26%	+35
2018 Competitive State (26%)	60%	21%	+39
Income Below \$80k (55%)	60%	22%	+38
Income \$80k-\$125k (21%)	59%	31%	+28
Income \$125k+ (14%)	54%	34%	+20



Voters lack confidence in the federal government deciding and administering infrastructure projects – power must be given to local and state governments.

Our national infrastructure is described as the power we use in our homes, the water we drink, the transportation that moves us, the stores we shop in, and the communication systems which we rely. Knowing this...

How much confidence would you say you have in your local, state, and federal government to decide and administrate infrastructure projects ...





Immigration Policy

Opinion on Immigration Policy

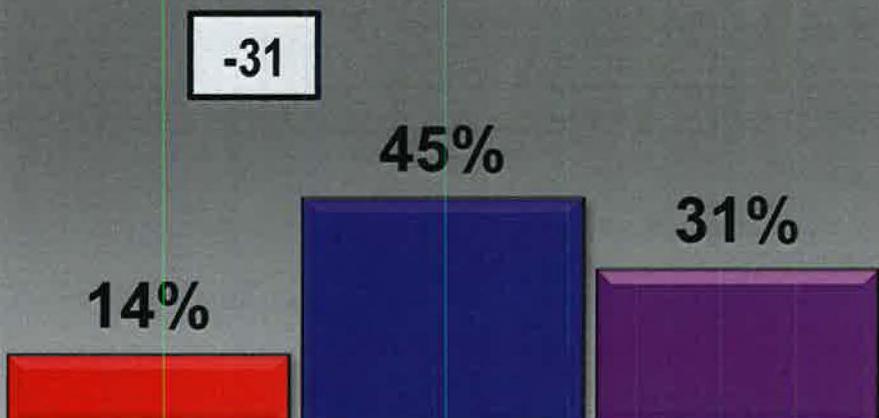


National Voter Survey

November 30 – December 3, 2017

Illegal immigrants or Dreamers? The term “Dreamers” gives the “path to citizenship” response a slight bump.

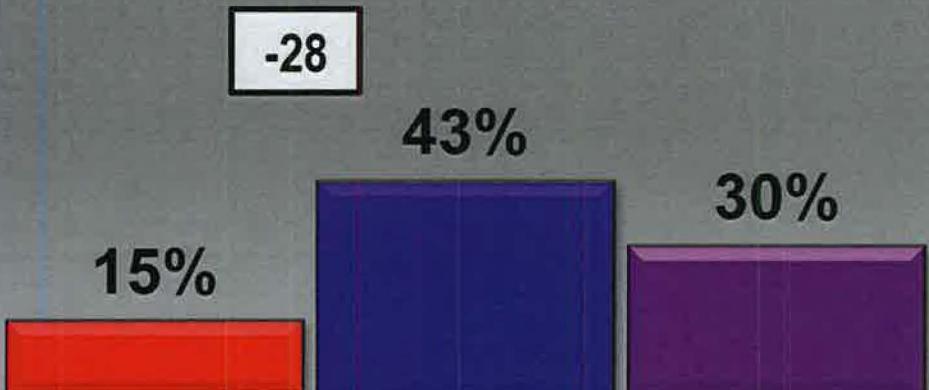
Which of the following comes closest to your opinion on the legislative remedy for “Dreamers” or those illegal immigrants who were brought to the United States as children:



Congress should not pass a law to protect Dreamers
They should lose their work permits and be deported, even if they have lived here most of their lives.

Congress should pass a law as quickly as possible to provide these individuals with a path to citizenship.
Congress should pass a law allowing Dreamers to continue to work and live here, but Congress must also provide funding for enhanced border security, including a wall along the southern border, to prevent additional illegal immigration

Which of the following comes closest to your opinion on the legislative remedy for illegal immigrants who were brought to the United States as children:



Congress should not pass a law to protect illegal immigrants who were brought to the United States as children. They should lose their work permits and be deported, even if they have lived here most of their lives.

Congress should pass a law as quickly as possible to provide these individuals with a path to citizenship.

Congress should pass a law allowing illegal immigrants who were brought to the United States as children to continue to work and live here, but Congress must also provide funding ... to prevent additional illegal immigration.



Protecting illegal immigrant children, while also securing the border is recommended by a plurality of the President's base – with terminology diminishing 'path to citizenship'.

Which of the following comes closest to your opinion on the legislative remedy for...

	"Dreamers"			Illegal immigrants who were brought to the U.S. as children		
	Should not pass a law, deport	Pass a law, path to citizenship	Pass a law, also fund border security	Should not pass a law, deport	Pass a law, path to citizenship	Pass a law, also fund border security
Republican (31%)	24%	22%	44%	28%	22%	41%
Democrat (35%)	6%	67%	19%	5%	63%	21%
Independent (26%)	12%	46%	31%	13%	45%	30%
Republican Men (17%)	24%	21%	45%	30%	22%	40%
Republican Women (14%)	23%	23%	43%	26%	22%	42%
Democrat Men (13%)	5%	67%	19%	7%	65%	19%
Democrat Women (22%)	6%	67%	19%	4%	62%	22%
Independent Men (14%)	15%	43%	33%	17%	40%	29%
Independent Women (12%)	8%	49%	30%	9%	50%	31%
Trump Voter (40%)	23%	18%	48%	29%	17%	44%
Trump Supporter (53%)	22%	23%	45%	25%	23%	41%
2018 Competitive State (26%)	13%	47%	29%	16%	41%	29%
Income Below \$80k (55%)	14%	42%	32%	16%	41%	31%
Income \$80k-\$125k (21%)	13%	52%	27%	13%	51%	29%
Income \$125k+ (14%)	13%	52%	29%	15%	51%	28%



Voters prefer deportation of illegal immigrants under the age of 18 (48%), over Obama's 'release into the U.S.' policy (35%)

Please tell me which of the following is the BEST way to handle illegal immigrants under the age of 18 who are caught at the US Border?

48%

+7

35%



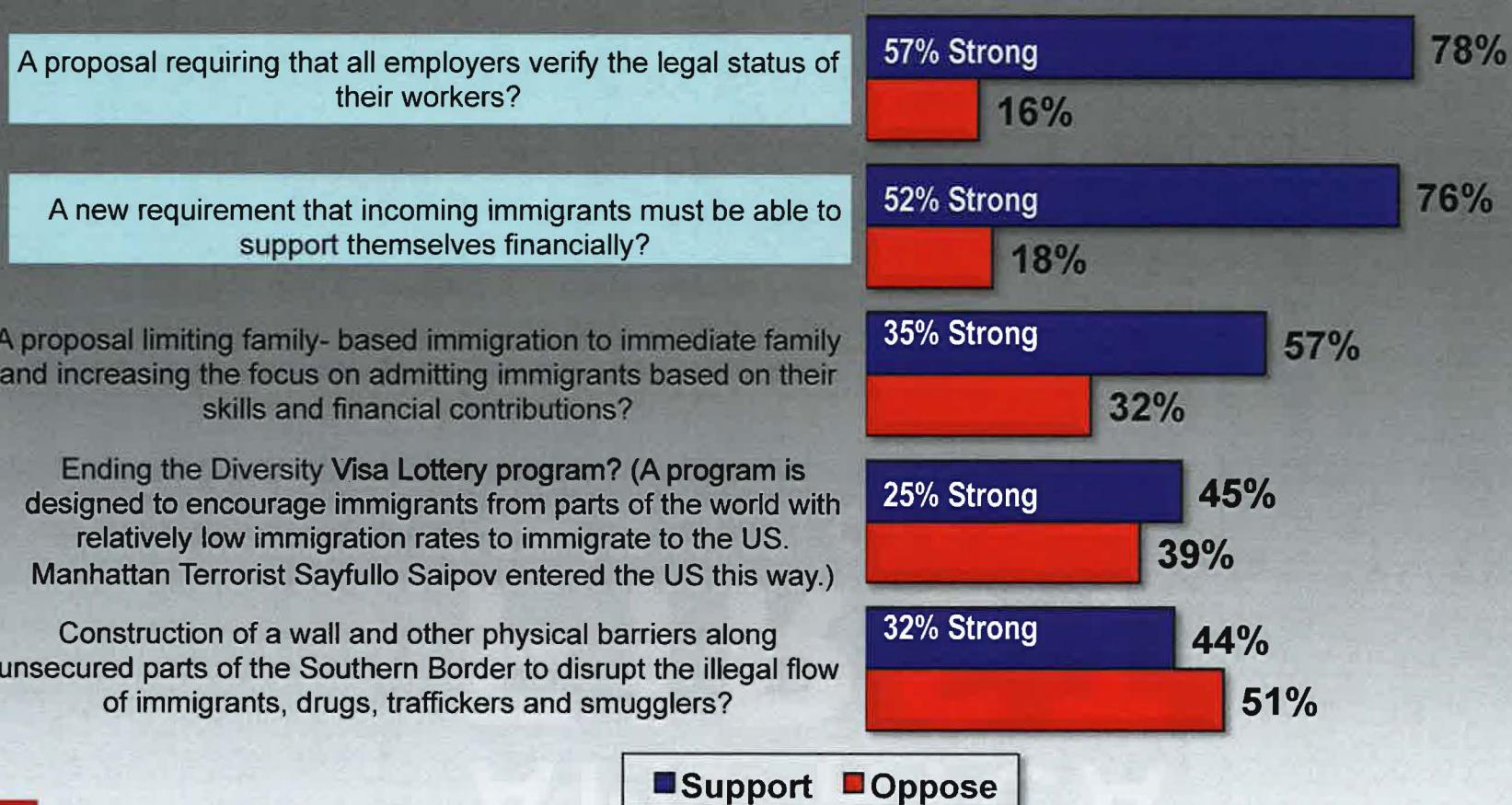
Some people say that we should handle illegal immigrants under the age of 18 the way we did prior to 2008, when any of those currently do, who were caught crossing the border were returned to their home country. Other people say we should handle illegal immigrants under the age of 18 the way we release those who are under 18 years of age back into the community they most often lived at, typically American communities

	Return to home country	Release back to their community	DIFF
Republican (31%)	73%	18%	+55
Democrat (35%)	27%	52%	-25
Independent (26%)	49%	36%	+13
Republican Men (17%)	74%	18%	+56
Republican Women (14%)	72%	19%	+53
Democrat Men (13%)	29%	54%	-25
Democrat Women (22%)	26%	51%	-25
Independent Men (14%)	51%	32%	+19
Independent Women (12%)	46%	39%	+7
Trump Voter (40%)	75%	16%	+59
Trump Supporter (53%)	68%	20%	+48
2018 Competitive State (26%)	49%	35%	+14
Income Below \$80k (55%)	49%	34%	+15
Income \$80k-\$125k (21%)	51%	37%	+14
Income \$125k+ (14%)	42%	43%	-1



Immigration reform policies that make 'legal' and 'financial' common sense win the day.

Do you support or oppose...





Split Sample Tests

*Testing Immigration Policies with and
without messaging.*



National Voter Survey

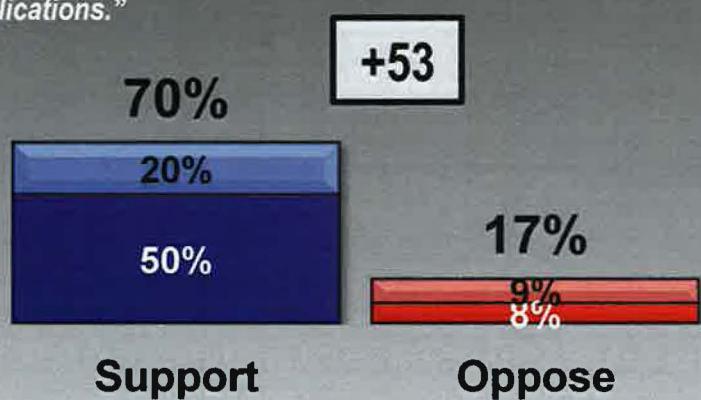
November 30 – December 3, 2017

Voters largely support a more stringent application process for asylum-seekers. Citing immigration statistics gives double-digit strength to the immigration policy.

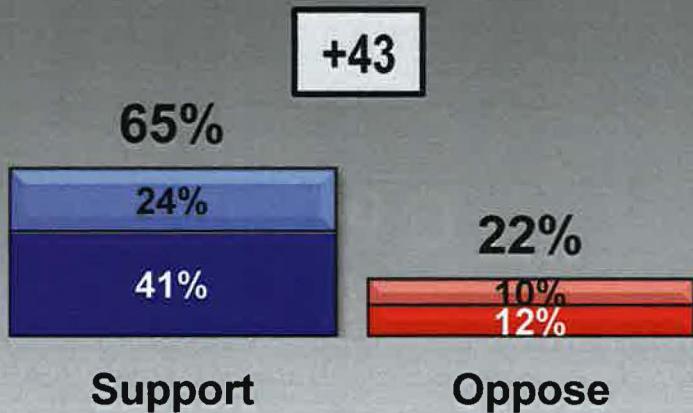
Would you support or oppose the federal government making the application process more stringent to help ensure people coming into the country as asylum-seekers are telling the truth?

Sample A

*Sample A was read/shown a short preamble: "A report from the U.S. Government Accountability Office found that as many as 7 in 10 immigrants who came to the U.S. claiming to seek asylum had committed fraud or lied to the government on their asylum applications."



Sample B



- Strongly Support
- Somewhat Support
- Strongly Oppose
- Somewhat Oppose

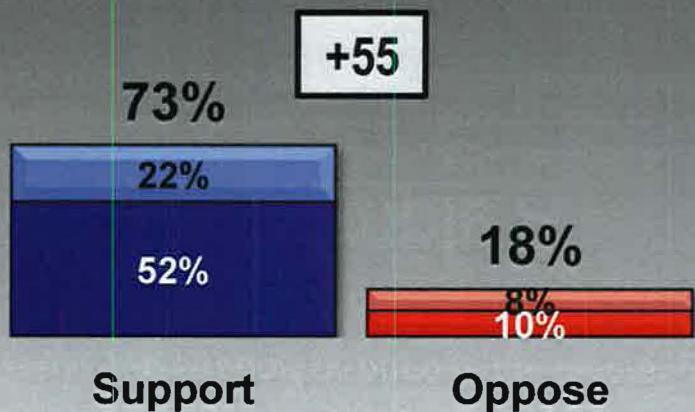


Voters largely support increasing the number of ICE agents. Support for this policy is bolstered by double-digits when voters are provided with a qualifier.

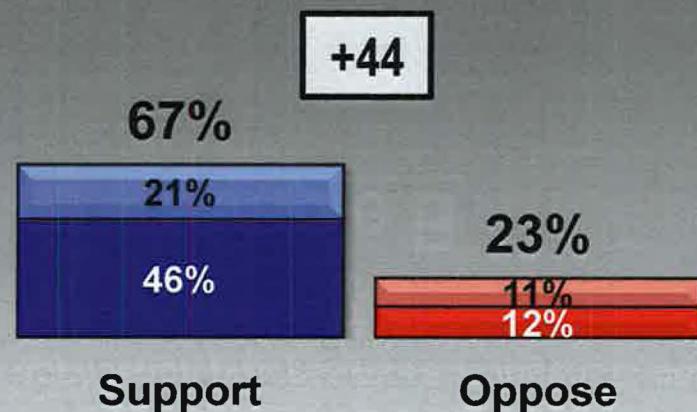
Would you support or oppose increasing the number of Immigration and Customs Enforcement, also known as ICE, officers to protect public safety and national security?

Sample C

*Sample C was read/shown a short preamble: "Every year, nearly 80 million visitors travel to the United States, but there are only 6,000 immigration officers to enforce our immigration laws."



Sample D



National Voter Survey

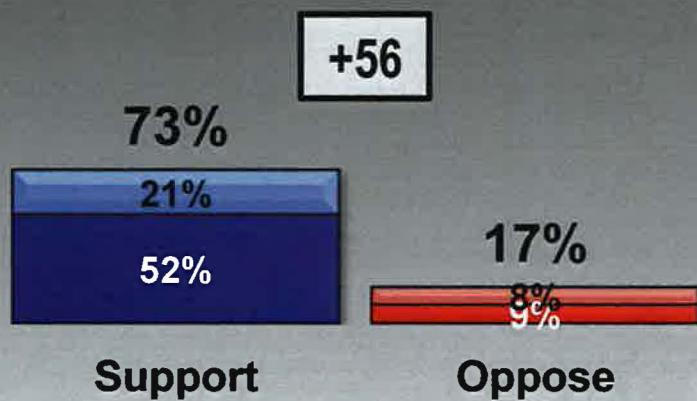
November 30 – December 3, 2017

More than 7-in-10 voters believe we should strengthen penalties for violating the terms of a visa.

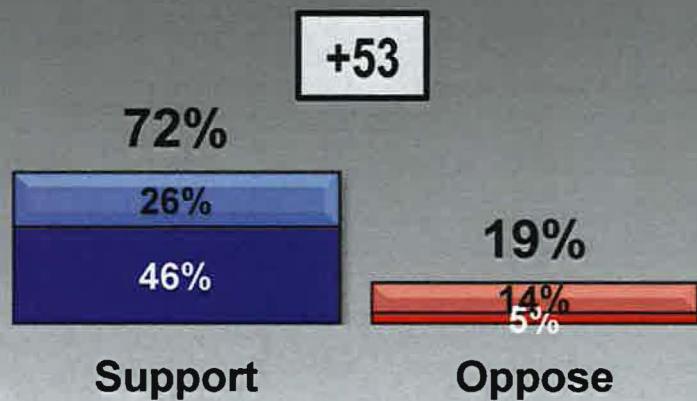
Do you support or oppose proposals that would strengthen penalties for violating the terms of a visa in order to stop individuals from illegally over staying their visa?

Sample E

*Sample E was read/shown a short preamble: "Research from Pew shows nearly half of all new illegal immigrants enter the country on a temporary visa and refuse to leave when their visa expires."



Sample F



- Strongly Support
- Somewhat Support
- Strongly Oppose
- Somewhat Oppose





Messaging

Statements about immigration policy changes



National Voter Survey

November 30 – December 3, 2017

As we've seen in previous survey results, law and order messages are strongest when it comes to illegal immigration policy.

Please tell me whether you agree or disagree with the following statements...

"The federal government should increase the detention authority of our nation's professional law enforcement officers to ensure that illegal immigrants who have committed crimes are not released into American communities."



"We should strengthen sentencing penalties for illegal immigrants who have previously been deported, and strengthen laws against illegal immigrants who commit crimes in the United States."



"The federal government should hire more immigration judges to speed up the process of deporting illegal immigrants."



"We should cut some federal grants to cities that refuse to turn over criminal illegal aliens to federal law enforcement authorities."



"Recent laws and court cases have made it difficult for law enforcement authorities to keep illegal immigrants in custody even if they have committed serious crimes such as homicide or sexual assault."



"It can take years for the immigration court system to determine if an illegal immigrant should be removed to their home country."



■ Agree ■ Disagree



National Voter Survey

November 30 – December 3, 2017



Summary



National Voter Survey

November 30 – December 3, 2017

What Works

It's all about America!

- A plurality of Americans believe the U.S. is in the process of becoming great again, and approve of the President's handling of fiscal issues - when speaking to upcoming legislation, think of how policy can positively affect the U.S. economy.

Infrastructure projects are good for America!

- More than half of Americans would be willing to pay more state, local or federal taxes to improve their infrastructure, with a plurality saying infrastructure should be a top priority – this issue can cross party lines if there are economic feasible ways to approach the legislation.

‘Legal’, ‘Common Sense’ immigration solutions support America!

- Reform that protects Americans and businesses, like verifying legal status of workers and requiring immigrants that are not a drain on the economy, garners support from all demographics.



What Misses the Mark

How do trade deals help America?

- The American voter approves of the President's fiscal moves, which they see, read and hear about (stock market, unemployment rates) – but don't yet see how trade deals help their pocketbook.

'Big government' is not best for America.

- Respondents are more likely to believe that their state and local government understands and can manage their infrastructure needs – not big government bureaucracy.
 - Where the federal government can help is cutting red tape/regulations

Some immigration policies are divisive for America.

- There are many immigration reform policies which garner wide support, ones that focus on legality, and 'common sense' solutions – which should be making the headlines on immigration reform.





“In the News” Findings

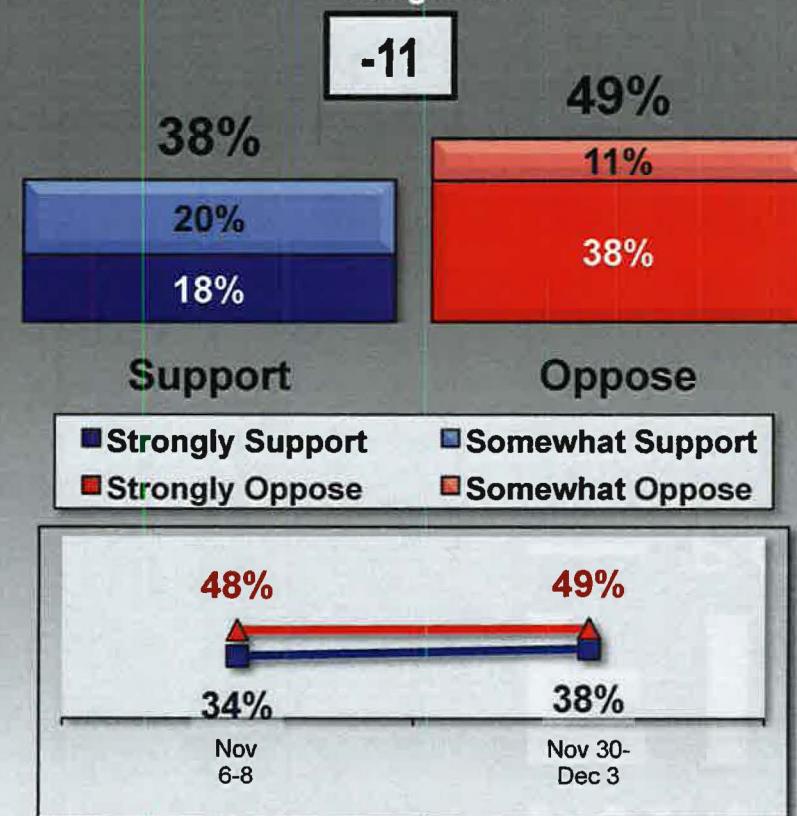


National Voter Survey

November 30 – December 3, 2017

Support for the tax reform plan has gained 3-points over that past 4 weeks.

Do you support or oppose the tax reform plan being proposed by President Trump and Republicans in Congress?

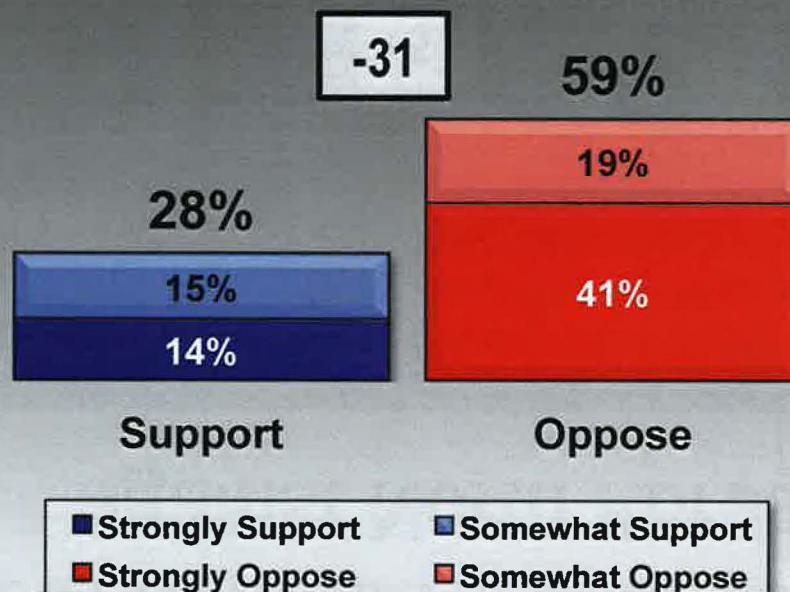


	Support	Oppose	DIFF
Republican (31%)	74%	13%	+61
Democrat (35%)	10%	83%	-73
Independent (26%)	33%	52%	-19
Republican Men (17%)	76%	15%	+61
Republican Women (14%)	72%	11%	+61
Democrat Men (13%)	11%	79%	-68
Democrat Women (22%)	9%	85%	-76
Independent Men (14%)	37%	51%	-14
Independent Women (12%)	27%	54%	-27
Trump Voter (40%)	76%	10%	+66
Trump Supporter (53%)	66%	19%	+47
2018 Competitive State (26%)	36%	53%	-17
Income Below \$80k (55%)	36%	52%	-16
Income \$80k-\$125k (21%)	38%	50%	-12
Income \$125k+ (14%)	41%	51%	-10



A majority of Americans oppose a government shutdown over the budget debates involving children of illegal immigrants.

Do you support or oppose Chuck Schumer, Nancy Pelosi and Congressional Democrats plan to shut down the federal government if next year's budget does not include funding for the children of illegal immigrants, also known as "Dreamers?"

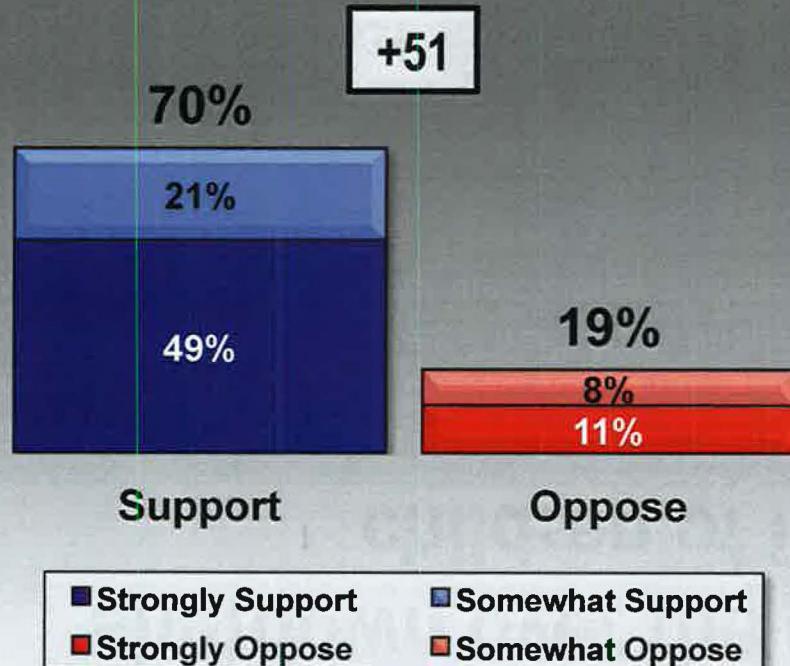


	Support	Oppose	DIFF
Republican (31%)	9%	84%	-75
Democrat (35%)	52%	32%	+20
Independent (26%)	25%	65%	-40
Republican Men (17%)	13%	82%	-69
Republican Women (14%)	6%	87%	-81
Democrat Men (13%)	54%	35%	+19
Democrat Women (22%)	50%	30%	+20
Independent Men (14%)	22%	70%	-48
Independent Women (12%)	27%	59%	-32
Trump Voter (40%)	8%	87%	-79
Trump Supporter (53%)	13%	80%	-67
2018 Competitive State (26%)	28%	58%	-30
Income Below \$80k (55%)	27%	59%	-32
Income \$80k-\$125k (21%)	31%	62%	-31
Income \$125k+ (14%)	29%	61%	-32



Seven-in-ten respondents support major sanctions against North Korea due to their missile tests.

Do you support or oppose President Trump's recommendation to impose major sanctions on North Korea in response to the North Koreans' testing of ballistic missiles?

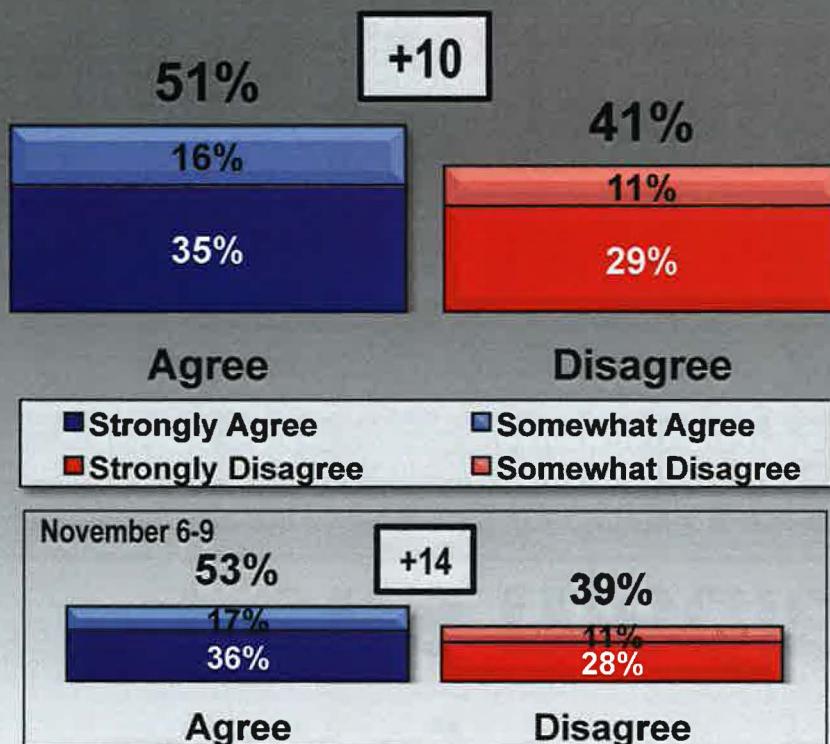


	Support	Oppose	DIFF
Republican (31%)	91%	6%	+85
Democrat (35%)	53%	34%	+19
Independent (26%)	73%	16%	+57
Republican Men (17%)	90%	7%	+83
Republican Women (14%)	92%	5%	+87
Democrat Men (13%)	60%	29%	+31
Democrat Women (22%)	49%	37%	+12
Independent Men (14%)	79%	15%	+64
Independent Women (12%)	65%	17%	+48
Trump Voter (40%)	91%	5%	+86
Trump Supporter (53%)	87%	8%	+79
2018 Competitive State (26%)	68%	21%	+47
Income Below \$80k (55%)	68%	21%	+47
Income \$80k-\$125k (21%)	75%	18%	+57
Income \$125k+ (14%)	76%	18%	+58



Over half (51%) of respondents believe the news media deliberately generates fake news against President Trump.

Do you agree or disagree with the following statement: Some news media deliberately generate fake, inaccurate, or biased news stories about President Trump and his administration to try to damage his credibility and character.

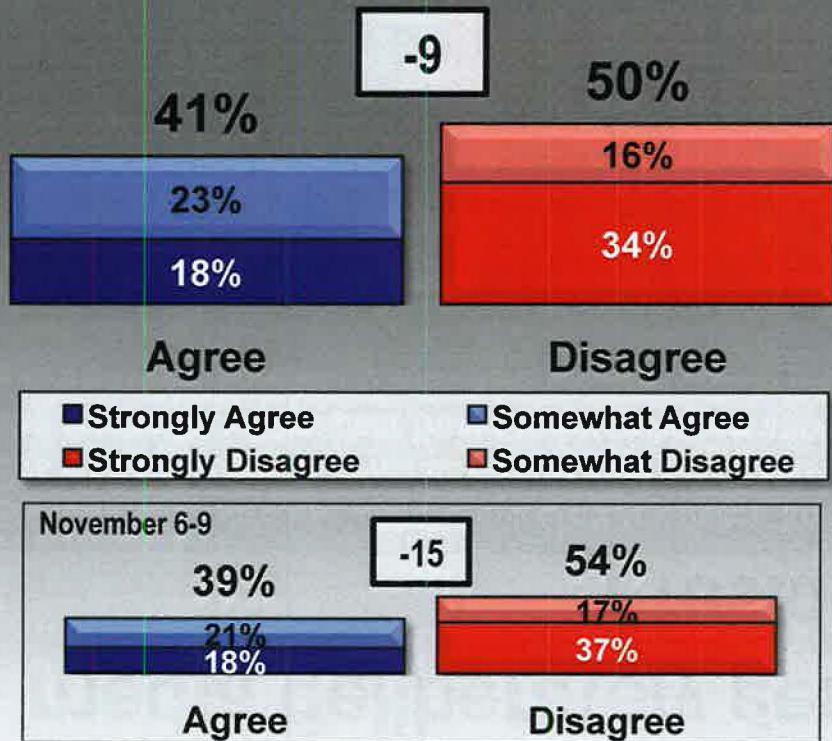


	Agree	Disagree	DIFF
Republican (31%)	86%	11%	+75
Democrat (35%)	19%	70%	-51
Independent (26%)	51%	39%	+12
Republican Men (17%)	86%	10%	+76
Republican Women (14%)	86%	11%	+75
Democrat Men (13%)	18%	69%	-51
Democrat Women (22%)	20%	70%	-50
Independent Men (14%)	53%	42%	+11
Independent Women (12%)	49%	37%	+12
Trump Voter (40%)	88%	7%	+81
Trump Supporter (53%)	81%	14%	+67
2018 Competitive State (26%)	50%	42%	+8
Income Below \$80k (55%)	51%	41%	+10
Income \$80k-\$125k (21%)	55%	42%	+13
Income \$125k+ (14%)	50%	46%	+4



Exactly half disagree that the news media is trustworthy.

Do you agree or disagree with the following statement: I think the news media is trustworthy.



	Agree	Disagree	DIFF
Republican (31%)	18%	78%	-60
Democrat (35%)	65%	24%	+41
Independent (26%)	40%	49%	-9
Republican Men (17%)	16%	80%	-64
Republican Women (14%)	19%	76%	-57
Democrat Men (13%)	65%	25%	+40
Democrat Women (22%)	66%	23%	+43
Independent Men (14%)	36%	57%	-21
Independent Women (12%)	45%	40%	+5
Trump Voter (40%)	13%	80%	-67
Trump Supporter (53%)	20%	74%	-54
2018 Competitive State (26%)	43%	48%	-5
Income Below \$80k (55%)	40%	50%	-10
Income \$80k-\$125k (21%)	45%	52%	-7
Income \$125k+ (14%)	43%	54%	-11





APPENDIX

A Detailed Look at Perceptions and Opinion by Key Demographics



National Voter Survey

November 30 – December 3, 2017



Infrastructure Project Confidence



National Voter Survey

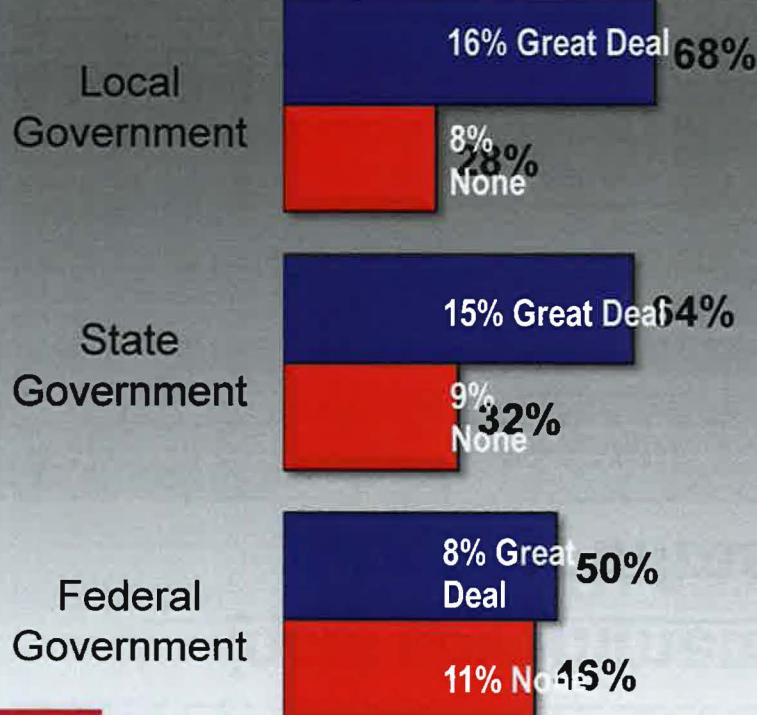
November 30 – December 3, 2017

BOTH PARTIES: I have the most confidence in my local government to decide and administrate infrastructure projects.

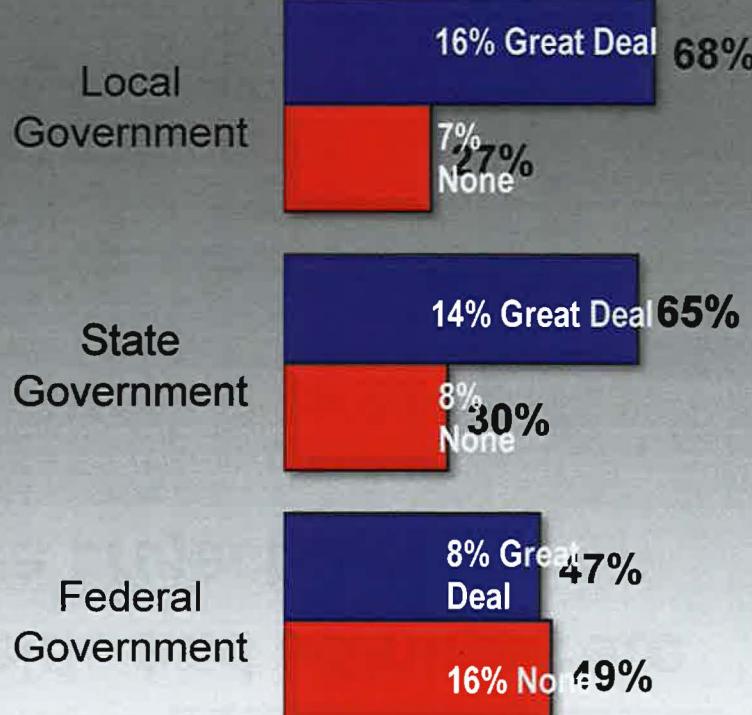
Our national infrastructure is described as the power we use in our homes, the water we drink, the transportation that moves us, the stores we shop in, and the communication systems which we rely. Knowing this...

How much confidence would you say you have in your local, state, and federal government to decide and administrate infrastructure projects ...

Among Republicans



Among Democrats



National Voter Survey

November 30 – December 3, 2017

■ Have Confidence

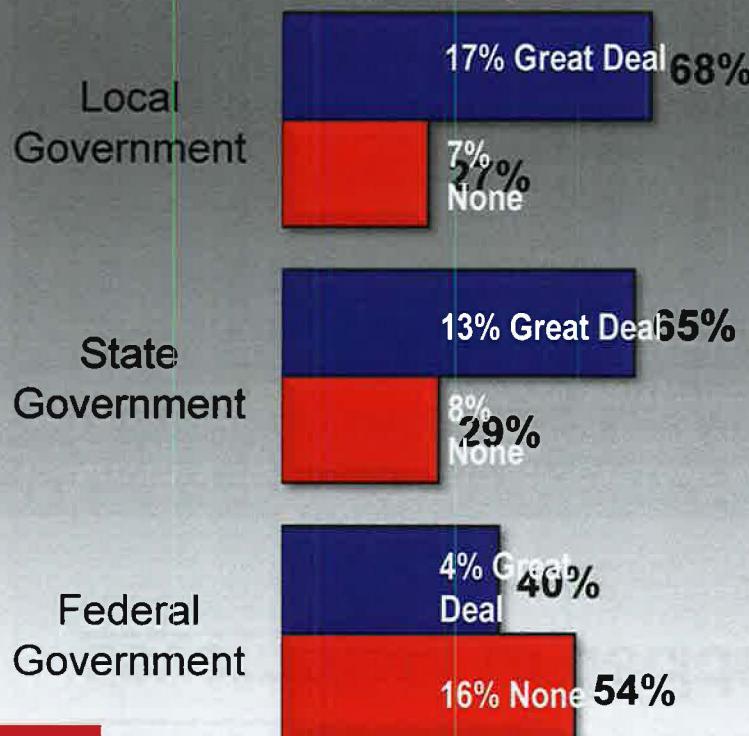
■ Have Little/No Confidence

VALUABLE SUBGROUPS: I have the most confidence in my local government to decide and administrate infrastructure projects.

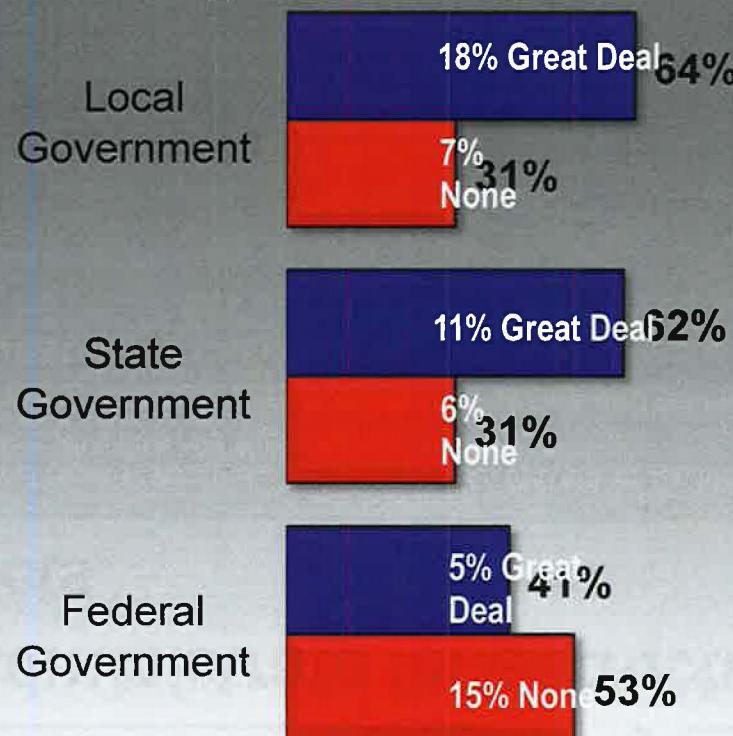
Our national infrastructure is described as the power we use in our homes, the water we drink, the transportation that moves us, the stores we shop in, and the communication systems which we rely. Knowing this...

How much confidence would you say you have in your local, state, and federal government to decide and administrate infrastructure projects ...

Among Independents



Among 2018 Competitive States



National Voter Survey

November 30 – December 3, 2017

■ Have Confidence ■ Have Little/No Confidence



Immigration Statements



National Voter Survey

November 30 – December 3, 2017

REPUBLICANS: The government should increase the detention authority of law enforcement and we should strengthen penalties for those who have previously been deported.

Please tell me whether you agree or disagree with the following statements...

Among Republicans



■ Agree ■ Disagree



National Voter Survey

November 30 – December 3, 2017

INDEPENDENTS: The government should increase the detention authority of law enforcement and we should strengthen penalties for those who have previously been deported.

Please tell me whether you agree or disagree with the following statements...

Among Independents

"The federal government should increase the detention authority of our nation's professional law enforcement officers to ensure that illegal immigrants who have committed crimes are not released into American communities."

"We should strengthen sentencing penalties for illegal immigrants who have previously been deported, and strengthen laws against illegal immigrants who commit crimes in the United States."

"We should cut some federal grants to cities that refuse to turn over criminal illegal aliens to federal law enforcement authorities."

"The federal government should hire more immigration judges to speed up the process of deporting illegal immigrants."

"Recent laws and court cases have made it difficult for law enforcement authorities to keep illegal immigrants in custody even if they have committed serious crimes such as homicide or sexual assault."

"It can take years for the immigration court system to determine if an illegal immigrant should be removed to their home country."



■ Agree ■ Disagree



National Voter Survey

November 30 – December 3, 2017

DEMOCRATS: We should strengthen penalties for those who have previously been deported and the government should increase the detention authority of law enforcement.

Please tell me whether you agree or disagree with the following statements...

Among Democrats

"We should strengthen sentencing penalties for illegal immigrants who have previously been deported, and strengthen laws against illegal immigrants who commit crimes in the United States."

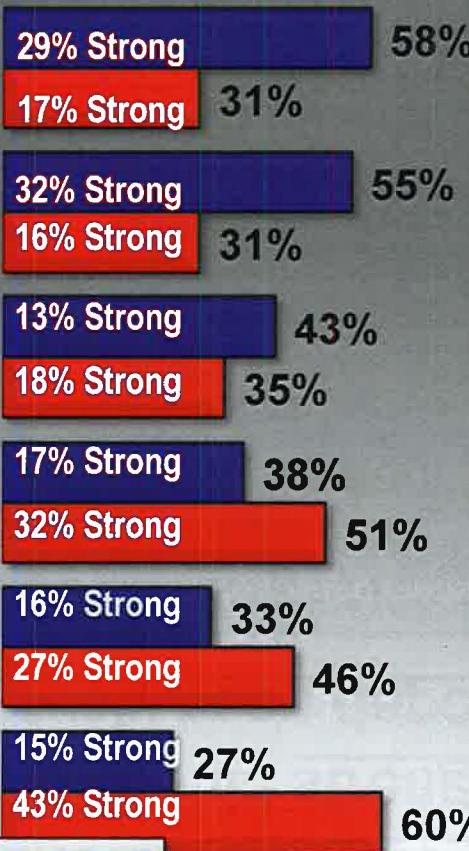
"The federal government should increase the detention authority of our nation's professional law enforcement officers to ensure that illegal immigrants who have committed crimes are not released into American communities."

"It can take years for the immigration court system to determine if an illegal immigrant should be removed to their home country."

"The federal government should hire more immigration judges to speed up the process of deporting illegal immigrants."

"Recent laws and court cases have made it difficult for law enforcement authorities to keep illegal immigrants in custody even if they have committed serious crimes such as homicide or sexual assault."

"We should cut some federal grants to cities that refuse to turn over criminal illegal aliens to federal law enforcement authorities."



■ Agree ■ Disagree



National Voter Survey

November 30 – December 3, 2017

THOSE IN COMPETITIVE 2018 STATES: The government should increase the detention authority of law enforcement and we should strengthen penalties for those who have previously been deported.

Please tell me whether you agree or disagree with the following statements...

Among Competitive 2018 States

"The federal government should increase the detention authority of our nation's professional law enforcement officers to ensure that illegal immigrants who have committed crimes are not released into American communities."

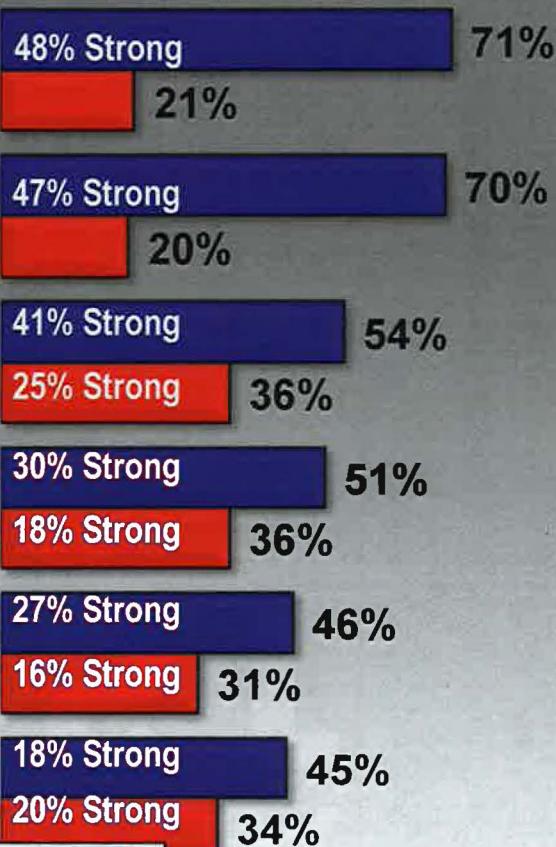
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"We should cut some federal grants to cities that refuse to turn over criminal illegal aliens to federal law enforcement authorities."

"The federal government should hire more immigration judges to speed up the process of deporting illegal immigrants."

"Recent laws and court cases have made it difficult for law enforcement authorities to keep illegal immigrants in custody even if they have committed serious crimes such as homicide or sexual assault."

"It can take years for the immigration court system to determine if an illegal immigrant should be removed to their home country."



■ Agree ■ Disagree



National Voter Survey

November 30 – December 3, 2017



Immigration Policy



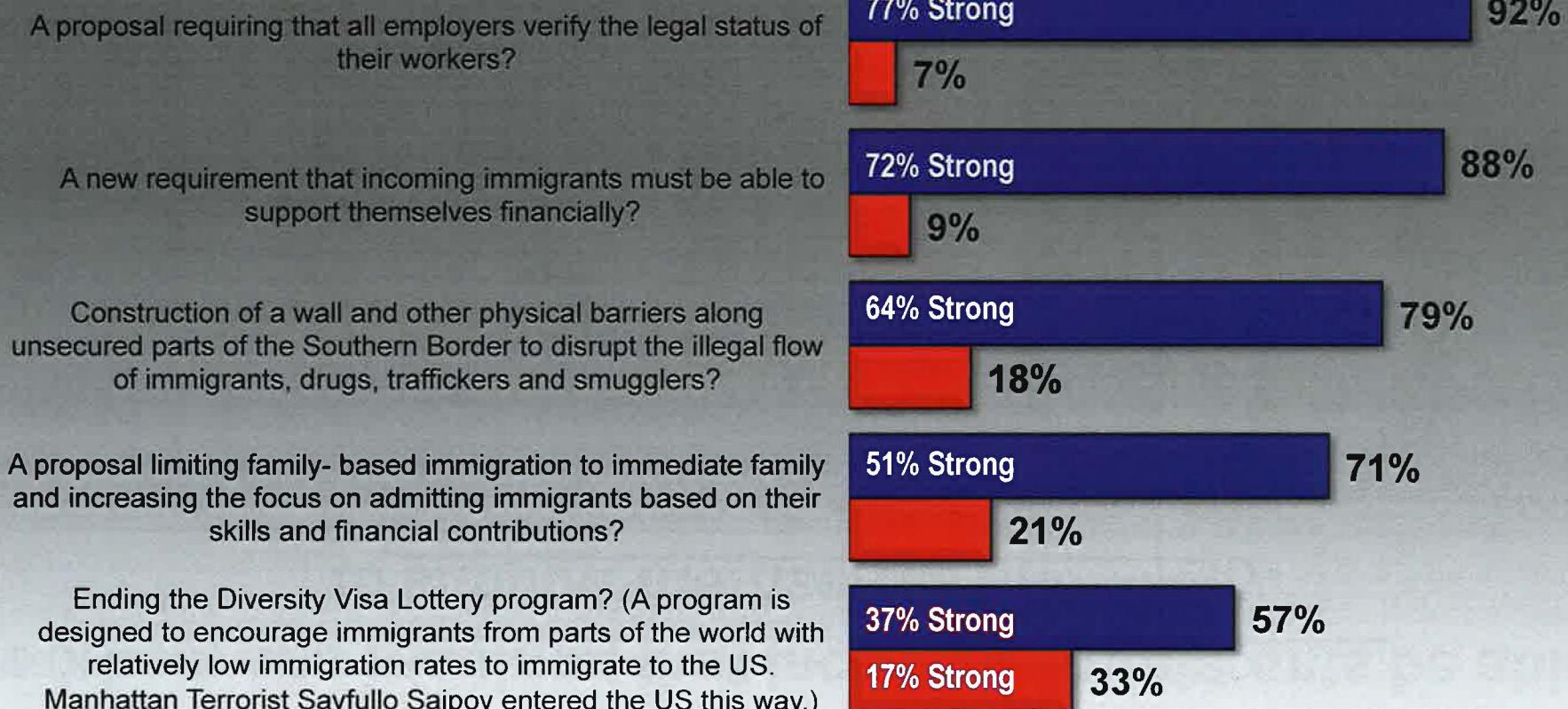
National Voter Survey

November 30 – December 3, 2017

REPUBLICANS: I support verifying the legal status of all workers and requiring that incoming immigrants be able to support themselves financially.

Do you support or oppose...

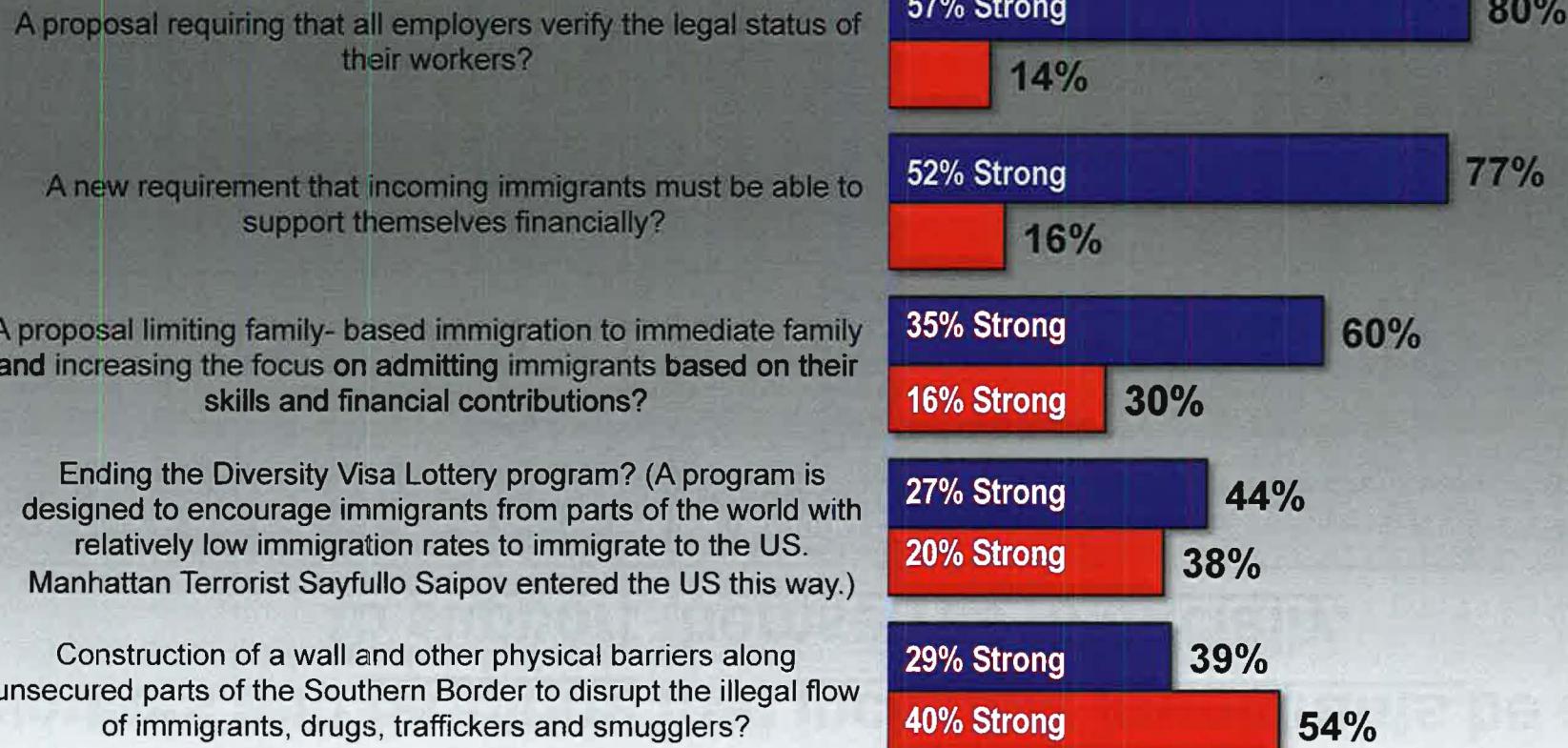
Among Republicans



INDEPENDENTS: I support verifying the legal status of all workers and requiring that incoming immigrants be able to support themselves financially.

Do you support or oppose...

Among Independents



National Voter Survey

November 30 – December 3, 2017

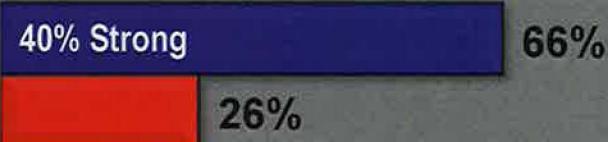
■ Support ■ Oppose

DEMOCRATS: I support verifying the legal status of all workers and requiring that incoming immigrants be able to support themselves financially.

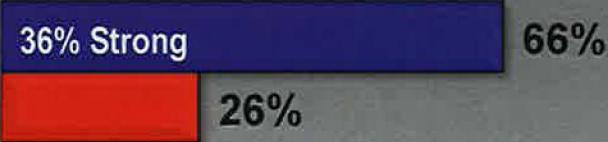
Do you support or oppose...

Among Democrats

A proposal requiring that all employers verify the legal status of their workers?



A new requirement that incoming immigrants must be able to support themselves financially?



A proposal limiting family- based immigration to immediate family and increasing the focus on admitting immigrants based on their skills and financial contributions?



Ending the Diversity Visa Lottery program? (A program is designed to encourage immigrants from parts of the world with relatively low immigration rates to immigrate to the US. Manhattan Terrorist Sayfullo Saipov entered the US this way.)



Construction of a wall and other physical barriers along unsecured parts of the Southern Border to disrupt the illegal flow of immigrants, drugs, traffickers and smugglers?



National Voter Survey

November 30 – December 3, 2017

■ Support ■ Oppose

THOSE IN COMPETITIVE 2018 STATES: I support verifying the legal status of all workers and requiring that incoming immigrants be able to support themselves financially.

Do you support or oppose...

Among Competitive 2018 States

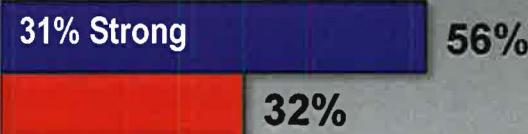
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Ending the Diversity Visa Lottery program? (A program is designed to encourage immigrants from parts of the world with relatively low immigration rates to immigrate to the US. Manhattan Terrorist Sayfullo Saipov entered the US this way.)



Construction of a wall and other physical barriers along unsecured parts of the Southern Border to disrupt the illegal flow of immigrants, drugs, traffickers and smugglers?



National Voter Survey

November 30 – December 3, 2017

■ Support ■ Oppose



Split Sample Tests



National Voter Survey

November 30 – December 3, 2017

Democrats are 24-points more likely to support more stringent application processes, when provided with facts about the current process.

A report from the U.S. Government Accountability Office found that as many as 7 in 10 immigrants who came to the U.S. claiming to seek asylum had committed fraud or lied to the government on their asylum applications. With that in mind, would you support or oppose the federal government making the application process more stringent to help ensure people coming into the country as asylum-seekers are telling the truth?

	Support	Oppose	DIFF
Republican	82%	11%	+71
Democrat	63%	26%	+37
Independent	74%	14%	+60
Republican Men	85%	10%	+75
Republican Women	79%	11%	+68
Democrat Men	55%	28%	+27
Democrat Women	66%	24%	+42
Independent Men	78%	14%	+64
Independent Women	69%	13%	+56
Trump Voter	85%	6%	+79
Trump Supporter	85%	8%	+77
2018 Competitive State	70%	19%	+51
Income Below \$80k	69%	18%	+51
Income \$80k-\$125k	78%	14%	+64
Income \$125k+	69%	21%	+48

Would you support or oppose the federal government making the asylum application process more stringent to help ensure people coming into the country as asylum-seekers are telling the truth?

	Support	Oppose	DIFF
	86%	7%	+79
	48%	35%	+13
	69%	21%	+48
	88%	10%	+78
	83%	3%	+80
	56%	35%	+21
	42%	36%	+6
	69%	26%	+43
	69%	15%	+54
	88%	4%	+84
	83%	8%	+75
	65%	24%	+41
	65%	20%	+45
	73%	22%	+51
	61%	30%	+31



Qualifying the need for more ICE agents with current immigration statistics drives support among those who may try to make immigration reform a 'political' battle.

Every year, nearly 80 million visitors travel to the United States, but there are only 6,000 immigration officers to enforce our immigration laws. Would you support or oppose increasing the number of Immigration and Customs Enforcement, also known as ICE, officers to protect public safety and national security?

	Support	Oppose	DIFF
Republican	89%	9%	+80
Democrat	61%	26%	+35
Independent	78%	17%	+61
Republican Men	90%	9%	+81
Republican Women	88%	9%	+79
Democrat Men	66%	22%	+44
Democrat Women	58%	28%	+30
Independent Men	79%	17%	+62
Independent Women	76%	16%	+60
Trump Voter	89%	7%	+82
Trump Supporter	88%	8%	+80
2018 Competitive State	74%	19%	+55
Income Below \$80k	72%	17%	+55
Income \$80k-\$125k	83%	14%	+69
Income \$125k+	67%	24%	+43

Would you support or oppose increasing the number of Immigration and Customs Enforcement, also known as ICE, officers to protect public safety and national security?

	Support	Oppose	DIFF
	86%	9%	+77
	50%	40%	+10
	71%	20%	+51
	85%	12%	+73
	88%	5%	+83
	43%	45%	-2
	54%	37%	+17
	75%	19%	+56
	66%	22%	+44
	90%	2%	+88
	83%	10%	+73
	71%	20%	+51
	70%	20%	+50
	70%	28%	+42
	59%	33%	+26



With already 72% of voters supporting strengthening of penalties for violating a visa – qualifying the argument is useful, but not as vital as with other immigration policies.

Research from Pew shows nearly half of all new illegal immigrants enter the country on a temporary visa and refuse to leave when their visa expires. Do you support or oppose proposals that would strengthen penalties for violating the terms of a visa in order to stop individuals from illegally over staying their visa?

	Support	Oppose	DIFF
Republican	90%	6%	+84
Democrat	60%	28%	+32
Independent	70%	17%	+53
Republican Men	88%	9%	+79
Republican Women	93%	3%	+90
Democrat Men	64%	29%	+35
Democrat Women	58%	26%	+32
Independent Men	75%	17%	+58
Independent Women	65%	17%	+48
Trump Voter	92%	4%	+88
Trump Supporter	87%	7%	+80
2018 Competitive State	69%	18%	+51
Income Below \$80k	74%	16%	+58
Income \$80k-\$125k	79%	18%	+61
Income \$125k+	67%	23%	+44

Do you support or oppose proposals that would strengthen penalties for violating the terms of a visa in order to stop individuals from illegally over staying their visa?

	Support	Oppose	DIFF
89%	6%	+83	
58%	31%	+27	
76%	16%	+60	
91%	6%	+85	
85%	6%	+79	
51%	36%	+15	
63%	28%	+35	
76%	18%	+58	
77%	14%	+63	
89%	5%	+84	
87%	8%	+79	
74%	13%	+61	
71%	17%	+54	
80%	18%	+62	
65%	29%	+36	



NATIONAL VOTER SURVEY - DECEMBER

INTERVIEW SCHEDULE

N equals 1,200 respondents

Margin of Error = +/-2.83%

November 30-December 3, 2017

CONFIDENTIAL DOCUMENT

Hello, I am _____ of _____ a national survey research firm, and we're listening to voters in your area today to get their opinions and advice on issues facing us all. We would like to include your responses to this survey, which will be kept confidential, with the responses of several hundred other voters such as yourself.

A. Are you registered to vote in [name of state from sample]?

If No, ask: Is there someone else at home who is registered to vote in [name of state from sample]?
(If Yes, ask: May I speak with him/her? And return to introduction)

100% Yes (continue)

B. Are you, or is anyone in your household, employed in the news media, a market research firm, an elected official, or actively involved with political campaigns?

100% No (continue)

C. Thinking about past November general elections for a moment -- which party's candidates have you tended to vote for most often...

(Rotate first two choices) [Note: Record libertarian, reform party or other parties as value 3]

6/11-14/ 2017	6/25-28/ 2017	8/11-13/ 2017	8/16-18/ 2017	9/15-17/ 2017	11/6-9/ 2017	11/30-12/3 2017	
35%	35%	37%	35%	35%	36%	36%	Republican (to next Q)
40%	40%	39%	39%	40%	40%	39%	Democrat (to next Q)
21%	21%	20%	23%	23%	21%	20%	Or do you vote independent of party (to D)
4%	3%	4%	2%	2%	3%	4%	Unsure / Refused (vol) (to next Q)

IF VALUE 3 (Independent) IN QUESTION C, ASK: (n243)

D. Although you vote for the person and not one of the major parties -- when you have had to choose between two candidates of whom you knew little about, have you tended to vote for... **(Rotate choices)**

6/11-14/ 2017	6/25-28/ 2017	8/11-13/ 2017	8/16-18/ 2017	9/15-17/ 2017	11/6-9/ 2017	11/30-12/3 2017	
38%	38%	31%	36%	36%	36%	37%	The Republican candidate
29%	29%	35%	31%	29%	29%	35%	The Democrat candidate
24%	25%	25%	23%	24%	28%	24%	Other / won't vote for either (vol)
10%	10%	9%	11%	11%	8%	5%	Unsure / Refused (vol)

QUESTION C/D COMBINED RESULTS:

6/11-14/ 2017	6/25-28/ 2017	8/11-13/ 2017	8/16-18/ 2017	9/15-17/ 2017	11/6-9/ 2017	11/30-12/3 2017	
43%	43%	43%	43%	44%	43%	44%	TOTAL REPUBLICAN
46%	46%	46%	46%	46%	46%	46%	TOTAL DEMOCRAT
7%	7%	7%	8%	8%	7%	6%	TOTAL INDEPENDENT
35%	35%	37%	35%	35%	36%	36%	Solid Republican
8%	8%	6%	8%	8%	7%	7%	Lean Republican
6%	6%	7%	7%	6%	7%	7%	Lean Democrat
40%	40%	39%	39%	40%	40%	39%	Solid Democrat
4%	3%	4%	2%	2%	3%	4%	Unsure/ Refused

E. On most issues, do you consider yourself to be... **(Read list by rotating top-to-bottom / bottom-to-top)**

6/11-14/		6/25-28/		8/11-13/		8/16-18/		9/15-17/		11/6-9/		11/30-12/3	
2017	2017	2017	2017	2017	2017	2017	2017	2017	2017	2017	2017	Total Conservative	
40%	38%	40%	40%	40%	37%	40%	30%	28%	28%	28%	28%	Total Liberal	
14%	14%	17%	16%	14%	15%	16%	16%	16%	16%	16%	16%	Very conservative	
26%	24%	23%	24%	26%	22%	24%	29%	29%	29%	29%	29%	Somewhat conservative	
29%	31%	30%	29%	31%	30%	29%	29%	29%	29%	29%	29%	Moderate	
17%	18%	16%	16%	16%	19%	17%	17%	17%	17%	17%	17%	Somewhat liberal	
11%	10%	11%	11%	11%	11%	10%	10%	10%	10%	10%	10%	Very Liberal	
4%	3%	3%	4%	3%	4%	4%	4%	4%	4%	4%	4%	Unsure/ Refused (vol)	

1. Although they won't be held for some time, if next year's elections for U.S. Congress were held today, would you vote for... **(Rotate choices)**

6/11-14/		6/25-28/		8/11-13/		8/16-18/		9/15-17/		11/6-9/		11/30-12/3	
2017	2017	2017	2017	2017	2017	2017	2017	2017	2017	2017	2017	The Republican candidate	
36%	36%	35%	34%	33%	31%	36%	36%	36%	36%	36%	36%	The Republican candidate	
43%	43%	43%	41%	40%	40%	42%	42%	42%	42%	42%	42%	The Democrat candidate	
5%	2%	4%	3%	2%	3%	2%	2%	2%	2%	2%	2%	Other	
16%	17%	17%	21%	23%	24%	19%	19%	19%	19%	19%	19%	Undecided	
--	--	--	--	1%	1%	2%	2%	2%	2%	2%	2%	Refused (vol)	

2. In the Presidential election last fall, please tell me who you voted for. As you'll recall, the candidates were... **(Randomize choices)**

6/11-14/		6/25-28/		8/11-13/		8/16-18/		9/15-17/		11/6-9/		11/30-12/3	
2017	2017	2017	2017	2017	2017	2017	2017	2017	2017	2017	2017	Donald Trump, Republican	
39%	39%	41%	40%	41%	40%	40%	40%	40%	40%	40%	40%	Donald Trump, Republican	
40%	43%	44%	45%	43%	44%	42%	42%	42%	42%	42%	42%	Hillary Clinton, Democrat	
4%	3%	4%	4%	3%	3%	4%	4%	3%	3%	4%	4%	Gary Johnson, Libertarian	
2%	1%	1%	2%	3%	2%	1%	1%	1%	1%	1%	1%	Jill Stein, Green Party	
3%	3%	2%	3%	4%	4%	4%	4%	4%	4%	4%	4%	Other names (vol)	
6%	4%	4%	4%	4%	5%	6%	6%	6%	6%	6%	6%	Did not vote (vol)	
6%	7%	3%	3%	2%	2%	3%	3%	3%	3%	3%	3%	Refused (vol)	

For each one of the following, please **(Phone version: tell me / Web version: indicate)** whether you have heard of that person or group and if so, whether you have a positive or a negative impression of them. If you do not recognize the name, just **(Phone version: say so / Web version: indicate that)**. **(Phone version: Here is the first name... Wait for response, then ask: Would that be a strong or just somewhat (positive/negative) impression?) (RANDOMIZE LIST):**

	POSITIVE			NEGATIVE			No Opinion	Never heard of
	Total	Strong	Smwht	Total	Smwht	Strong		
3. Donald Trump								
<u>11/30-12/3/17</u>	38%	23%	15%	58%	11%	47%	5%	*
<u>11/6-9/17</u>	37%	19%	17%	58%	8%	50%	5%	*
<u>9/15-17/17</u>	39%	22%	17%	57%	10%	47%	4%	--
<u>8/16-18/17</u>	37%	19%	18%	58%	8%	50%	5%	--
<u>8/11-13/17</u>	40%	24%	16%	56%	8%	48%	4%	*
<u>6/25-28/17</u>	38%	20%	17%	58%	11%	47%	5%	--
<u>6/11-14/17</u>	40%	23%	18%	55%	9%	46%	4%	--

	POSITIVE			NEGATIVE			No Opinion	Never heard of
	Total	Strong	Smwht	Total	Smwht	Strong		
4. Mike Pence								
<u>11/30-12/3/17</u>	41%	25%	16%	42%	15%	28%	12%	4%
<u>11/6-9/17</u>	40%	20%	20%	43%	15%	28%	12%	5%
<u>9/15-17/17</u>	42%	24%	18%	44%	16%	28%	10%	4%
<u>8/16-18/17</u>	42%	25%	17%	43%	13%	30%	11%	4%
<u>8/11-13/17</u>	43%	26%	18%	43%	13%	30%	9%	5%
<u>6/25-28/17</u>	40%	23%	16%	45%	15%	30%	11%	5%
<u>6/11-14/17</u>	43%	25%	18%	43%	14%	29%	9%	5%
5. Nancy Pelosi								
<u>11/30-12/3/17</u>	30%	11%	19%	52%	15%	37%	12%	6%
<u>11/6-9/17</u>	31%	11%	21%	49%	15%	34%	13%	6%
<u>9/15-17/17</u>	31%	11%	20%	53%	18%	36%	11%	5%
<u>8/16-18/17</u>	30%	9%	21%	52%	15%	36%	14%	5%
<u>6/25-28/17</u>	31%	9%	22%	51%	17%	34%	13%	5%
6. Paul Ryan								
<u>11/30-12/3/17</u>	35%	9%	26%	47%	20%	27%	13%	5%
<u>11/6-9/17</u>	35%	7%	28%	45%	18%	27%	13%	6%
<u>9/15-17/17</u>	30%	8%	22%	53%	24%	28%	12%	6%
<u>8/11-13/17</u>	34%	9%	25%	49%	21%	28%	10%	6%
<u>6/11-14/17</u>	34%	10%	24%	48%	19%	29%	12%	5%
7. Mitch McConnell								
<u>11/30-12/3/17</u>	19%	2%	17%	50%	23%	28%	19%	12%
<u>11/6-9/17</u>	17%	2%	15%	49%	20%	29%	20%	14%
<u>9/15-17/17</u>	15%	3%	13%	51%	20%	31%	17%	16%
<u>8/11-13/17</u>	22%	3%	18%	50%	20%	31%	15%	13%
8. Chuck Schumer								
<u>11/30-12/3/17</u>	24%	9%	15%	38%	14%	23%	19%	19%
<u>11/6-9/17</u>	25%	9%	16%	35%	14%	21%	20%	21%
<u>9/15-17/17</u>	27%	10%	17%	36%	14%	22%	18%	18%
9. Republicans in Congress								
<u>11/30-12/3/17</u>	29%	6%	23%	57%	24%	33%	12%	1%
<u>11/6-9/17</u>	28%	5%	23%	59%	26%	34%	11%	2%
<u>9/15-17/17</u>	27%	4%	22%	63%	31%	32%	9%	1%
<u>8/16-18/17</u>	28%	4%	23%	63%	27%	36%	9%	*
<u>8/11-13/17</u>	30%	6%	24%	61%	27%	34%	8%	1%
<u>6/25-28/17</u>	33%	8%	25%	57%	24%	33%	9%	1%
<u>6/11-14/17</u>	34%	8%	26%	56%	23%	33%	9%	--
10. Democrats in Congress								
<u>11/30-12/3/17</u>	39%	13%	26%	48%	19%	29%	10%	2%
<u>11/6-9/17</u>	40%	14%	27%	48%	23%	25%	10%	2%
<u>9/15-17/17</u>	40%	12%	27%	49%	22%	27%	10%	1%
<u>8/16-18/17</u>	40%	12%	28%	48%	20%	28%	11%	*
<u>8/11-13/17</u>	38%	12%	26%	53%	23%	30%	8%	1%
<u>6/25-28/17</u>	42%	13%	29%	48%	22%	26%	10%	1%
<u>6/11-14/17</u>	36%	11%	25%	52%	23%	29%	11%	1%
11. Hillary Clinton								
<u>11/30-12/3/17</u>	38%	15%	23%	57%	14%	43%	5%	*
<u>11/6-9/17</u>	39%	15%	23%	56%	12%	44%	5%	*

(End randomization)

12. Do you approve or disapprove of the job Donald Trump is doing as President?
(Phone version: If choice made, ask: Is that strongly or somewhat (approve / disapprove)??)

6/11-14/ 2017		6/25-28/ 2017		8/11-13/ 2017		8/16-18/ 2017		9/15-17/ 2017		11/6-9/ 2017		11/30-12/3 2017	
42%		41%		42%		40%		42%		40%		40%	
54%		56%		54%		58%		55%		57%		55%	
24%		22%		25%		19%		23%		20%		23%	
18%		19%		18%		20%		19%		19%		17%	
9%		10%		8%		8%		11%		10%		10%	
45%		46%		46%		50		44%		47%		45%	
4%		4%		4%		3%		3%		4%		4%	
Unsure / refused (vol)													

IF VALUE 3, 4 or 5 in PREVIOUS QUESTION, ASK: (n714)

13. Do you agree or disagree with the following statement: Even though I may not approve of the job that Donald Trump is doing as President, I do like some of the actions he is taking?
(Phone version: If choice made, ask: Is that strongly or somewhat (agree / disagree)??)

6/11-14/ 2017		6/25-28/ 2017		8/11-13/ 2017		8/16-18/ 2017		9/15-17/ 2017		11/6-9/ 2017		11/30-12/3 2017										
22%		22%		23%		21%		24%		24%		22%										
72%		73%		72%		75%		70%		71%		70%										
3%		3%		4%		5%		4%		5%		4%										
17%		19%		19%		16%		20%		20%		17%										
12%		14%		10%		10%		12%		8%		10%										
60%		59%		61%		65%		58%		63%		60%										
3%		3%		3%		3%		3%		4%		5%										
2%		2%		2%		1%		2%		1%		3%										
Depends / neutral (vol)																						
Unsure / refused (vol)																						

14. Do you know anyone who approves of the job President Trump is doing, but would rather not say so publicly?
(Record only)

6/11-14/ 2017		6/25-28/ 2017		8/11-13/ 2017		8/16-18/ 2017		9/15-17/ 2017		11/6-9/ 2017		11/30-12/3 2017	
42%		38%		41%		35%		37%		41%		38%	
50%		53%		50%		55%		54%		51%		53%	
9%		9%		9%		9%		9%		8%		9%	

15. As you know, it was about a year ago that Donald Trump won the Presidential election. Over the past year, when you think about our country in general would you say that our country is....

11/6-9/ 2017		11/30-12/3 2017	
32%	35%	Better off than it was a year ago	
46%	44%	Worse off than it was a year ago	
20%	18%	About the same as it was a year ago	
2%	2%	Don't Know/Refused (DO NOT READ)	

16. When you think about jobs, the economy, trade deals and the stock market, regardless of personality or partisanship, do you think America is in the process of becoming great again? **(Record only)**

43%	Yes
38%	No
11%	It was already great
7%	Unsure/ Refused

As you know, it has almost been one year since President Trump took office. Please (**Phone version:** tell me / **Web version:** indicate) whether you approve or disapprove of the job President Donald Trump has done on each of the following...

(PROBE: and would that be Strongly or Somewhat)

(RANDOMIZE LIST):

	<u>Total Approve</u>	<u>Total Disapprove</u>	<u>Strng Approve</u>	<u>Smwt Approve</u>	<u>Smwt Disapprove</u>	<u>Strng Disapprove</u>	<u>Depends/ Neutral (vol)</u>	<u>Unsure/ Refused (vol)</u>
17.	Handling of the economy. 49%	43%	28%	21%	13%	30%	5%	4%
18.	Handling of Obamacare. 33%	60%	17%	17%	12%	48%	3%	4%
19.	Handling of ISIS and terrorism. 48%	44%	29%	18%	11%	33%	4%	4%
20.	Handling of national security and the border. 41%	52%	24%	17%	13%	39%	4%	3%
21.	Handling of trade deals. 43%	45%	23%	20%	13%	32%	5%	7%
22.	The stock market. 53%	28%	30%	23%	10%	19%	9%	10%

(End randomization)

23. Do you support construction of a wall and other physical barriers along unsecured parts of the Southern Border to disrupt the illegal flow of immigrants, drugs, traffickers and smugglers?
(**Phone version:** If choice made, ask: Is that strongly or somewhat (support / oppose)?

44% Total Support
51% Total Oppose

32% Strongly Support
12% Somewhat Support

12% Somewhat Oppose
40% Strongly Oppose

2% Depends / other (vol)
3% Unsure / refused (vol)

24. Which of the following comes closest to your opinion on the legislative remedy for "Dreamers" or those illegal immigrants who were brought to the United States as children: (RANDOMIZE)

14% Congress should-not pass a law to protect Dreamers. They should lose their work permits and be deported, even if they have lived here most of their lives.
45% Congress should pass a law as quickly as possible to provide these individuals with a path to citizenship.
31% Congress should pass a law allowing Dreamers to continue to work and live here, but Congress must also provide funding for enhanced border security, including a wall along the southern border, to prevent additional illegal immigration.
4% Neither/Other (vol)
7% Unsure / refused (vol)

25. Please tell me which of the following is the BEST way to handle illegal immigrants under the age of 18 who are caught at the US Border? (ROTATE)

48% (Some/Other) people say that we should handle illegal immigrants under the age of 18 the way we did prior to 2008, when any of those who were caught crossing the border were returned to their home country.

35% (Other/Some) people say we should handle illegal immigrants under the age of 18 the way we currently do, where we typically release those who are under 18 years of age back into the community they most often lived at, typically American communities..

6% Neither/Other (vol)
11% Unsure / refused (vol)

Please (**Phone version:** tell me / **Web version:** indicate) whether you agree or disagree with the following statements... (PROBE: and would that be Strongly or Somewhat) **(RANDOMIZE LIST):**

	Total Agree	Total Disagree	Strng Agree	Smwt Agree	Smwt Disagree	Strng Disagree	Depends/Neutral (vol)	Unsure/Refused (vol)
26.	49%	31%	22%	27%	13%	18%	6%	14%
27.	55%	34%	32%	23%	16%	17%	6%	5%
28.	71%	19%	49%	22%	9%	10%	4%	5%
29.	54%	36%	39%	15%	12%	24%	5%	6%
30.	49%	32%	29%	20%	14%	18%	5%	14%
31.	72%	19%	51%	20%	10%	8%	5%	5%

(End randomization)

(ASK SAMPLE A ONLY) (n602)

32A. A report from the U.S. Government Accountability Office found that as many as 7 in 10 immigrants who came to the U.S. claiming to seek asylum had committed fraud or lied to the government on their asylum applications. With that in mind, would you support or oppose the federal government making the application process more stringent to help ensure people coming into the country as asylum-seekers are telling the truth?
(Phone version: If choice made, ask: Is that strongly or somewhat (support / oppose)?

70%	Total Support
17%	Total Oppose
50%	Strongly Support
20%	Somewhat Support
9%	Somewhat Oppose
8%	Strongly Oppose
5%	Depends / other (vol)
8%	Unsure / refused (vol)

(ASK SAMPLE B ONLY) (n598)

32B. Would you support or oppose the federal government making the asylum application process more stringent to help ensure people coming into the country as asylum-seekers are telling the truth?
(Phone version: If choice made, ask: Is that strongly or somewhat (support / oppose)?

65%	Total Support
22%	Total Oppose
41%	Strongly Support
24%	Somewhat Support
10%	Somewhat Oppose
12%	Strongly Oppose
5%	Depends / other (vol)
8%	Unsure / refused (vol)

(ASK SAMPLE C ONLY) (n605)

33C. Every year, nearly 80 million visitors travel to the United States, but there are only 6,000 immigration officers to enforce our immigration laws. Would you support or oppose increasing the number of Immigration and Customs Enforcement, also known as ICE, officers to protect public safety and national security?
(Phone version: If choice made, ask: Is that strongly or somewhat (support / oppose)?

73% Total Support
18% Total Oppose

52% Strongly Support
22% Somewhat Support

8% Somewhat Oppose
10% Strongly Oppose

5% Depends / other (vol)
3% Unsure / refused (vol)

(ASK SAMPLE D ONLY) (n595)

33D. Would you support or oppose increasing the number of Immigration and Customs Enforcement, also known as ICE, officers to protect public safety and national security?
(Phone version: If choice made, ask: Is that strongly or somewhat (support / oppose)?

67% Total Support
23% Total Oppose

46% Strongly Support
21% Somewhat Support

11% Somewhat Oppose
12% Strongly Oppose

4% Depends / other (vol)
6% Unsure / refused (vol)

(ASK SAMPLE E ONLY) (n586)

34E. Research from Pew shows nearly half of all new illegal immigrants enter the country on a temporary visa and refuse to leave when their visa expires. Do you support or oppose proposals that would strengthen penalties for violating the terms of a visa in order to stop individuals from illegally over staying their visa?
(Phone version: If choice made, ask: Is that strongly or somewhat (support / oppose)?

73% Total Support
17% Total Oppose

52% Strongly Support
21% Somewhat Support

8% Somewhat Oppose
9% Strongly Oppose

5% Depends / other (vol)
5% Unsure / refused (vol)

(ASK SAMPLE F ONLY) (n614)

34F. Do you support or oppose proposals that would strengthen penalties for violating the terms of a visa in order to stop individuals from illegally over staying their visa?
(Phone version: If choice made, ask: Is that strongly or somewhat (support / oppose)?

72% Total Support
19% Total Oppose

46% Strongly Support
26% Somewhat Support

14% Somewhat Oppose
5% Strongly Oppose

5% Depends / other (vol)
5% Unsure / refused (vol)

(ASK ALL)

35. Right now, roughly half of all new people hired each year are checked to see if they're legally in the country. Would you support or oppose a proposal requiring that all employers verify the legal status of their workers?
(Phone version: If choice made, ask: Is that strongly or somewhat (support / oppose)?

78% Total Support
16% Total Oppose

57% Strongly Support
21% Somewhat Support

9% Somewhat Oppose
7% Strongly Oppose

3% Depends / other (vol)
3% Unsure / refused (vol)

36. Current immigration policy allows immigrants in the U.S. to bring over their extended family. Would you support or oppose a proposal limiting family- based immigration to immediate family and increasing the focus on admitting immigrants based on their skills and financial contributions?
(Phone version: If choice made, ask: Is that strongly or somewhat (support / oppose)?

57% Total Support
32% Total Oppose

35% Strongly Support
22% Somewhat Support

15% Somewhat Oppose
17% Strongly Oppose

4% Depends / other (vol)
7% Unsure / refused (vol)

37. The Diversity Visa Lottery program is designed to encourage immigrants from parts of the world with relatively low immigration rates to immigrate to the United States, if they meet certain requirements, such as having a high school education and having an occupation that requires formal training. Manhattan Terrorist Sayfullo Saipov (*Say-fool-oh Sigh-Pov*) entered the United states through the Diversity Visa Lottery. With that information, do you support or oppose ending the Diversity Visa Lottery program?
(Phone version: If choice made, ask: Is that strongly or somewhat (support / oppose)?

11/6-9/ 11/30-12/3
2017 2017
43% 45% Total Support
38% 39% Total Oppose

26% 25% Strongly Support
17% 19% Somewhat Support

16% 19% Somewhat Oppose
23% 20% Strongly Oppose

7% 5% Depends / other (vol)
12% 11% Unsure / refused (vol)

38. Would you support or oppose a new requirement that incoming immigrants must be able to support themselves financially?
(Phone version: If choice made, ask: Is that strongly or somewhat (support / oppose)?

8/11-13/ 11/30-12/3
2017 2017
73% 76% Total Support
21% 18% Total Oppose

48% 52% Strongly Support
25% 24% Somewhat Support

12% 10% Somewhat Oppose
9% 7% Strongly Oppose

3% 3% Depends / other (vol)
3% 4% Unsure / refused (vol)

39. Which of the following comes closest to your opinion on the legislative remedy for illegal immigrants who were brought to the United States as children: **(Randomize)**

15% Congress should not pass a law to protect illegal immigrants who were brought to the United States as children. They should lose their work permits and be deported, even if they have lived here most of their lives.
 43% Congress should pass a law as quickly as possible to provide these individuals with a path to citizenship.
 30% Congress should pass a law allowing illegal immigrants who were brought to the United States as children to continue to work and live here, but Congress must also provide funding for enhanced border security, including a wall along the southern border, to prevent additional illegal immigration.
 4% Neither/Other (vol)
 8% Unsure / refused (vol)

And thinking about something else...

40. Which of the following is closest to your own opinion regarding the quality and maintenance of our national infrastructure? **(read options top-to-bottom, bottom-to-top)**

48% Infrastructure should be a top priority for the federal government
 36% Infrastructure should be somewhat of a priority for the federal government, but not a top priority
 6% Infrastructure should not be a priority for the federal government
 9% Unsure / refused (vol)

41. Would you be willing to pay more state, local or federal taxes to improve the quality of your community's infrastructure? **(IF YES, SPECIFY WHICH, ACCEPT MULTIPLE)**

55% **Total Yes**
 36% Yes, Local Taxes
 35% Yes, State Taxes
 29% Yes, Federal Taxes
 36% No, not willing
 8% Unsure / refused (vol)

42. In your opinion, who should be responsible for making decisions on where infrastructure projects should be built and how to comply with environmental requirements? **(Randomize)**

28% Local government
 38% State government
 19% Federal government
 13% Unsure/ It depends (vol)
 2% Refused (vol)

43. Improving infrastructure requires planning and environmental permitting, a process that can take 4-10 years. Should this process be expedited, or do you feel the longer process provides needed environmental protections and should remain unchanged?

48% This process should be expedited
 35% The longer process provides needed environmental protections and should remain unchanged
 14% Unsure/ It depends (vol)
 3% Refused (vol)

44. Rural infrastructure can be difficult to fund because of the lack of population density. Would you support or oppose the federal government giving rural areas greater support for infrastructure projects, over more populous areas?

(Phone version: If choice made, ask: Is that strongly or somewhat (support / oppose)?

58% Total Support
25% Total Oppose

26% Strongly Support
33% Somewhat Support

18% Somewhat Oppose
7% Strongly Oppose

9% Depends / other (vol)
8% Unsure / refused (vol)

Our national infrastructure is described as the power we use in our homes, the water we drink, the transportation that moves us, the stores we shop in, and the communication systems which we rely. Knowing this...

(RANDOMIZE LIST):

Total Conf.	Total No Conf.	Great Deal	Some	Not Too Much	None At All	Depends/ Neutral (vol)	Unsure/ Refused (vol)
-------------	----------------	------------	------	--------------	-------------	------------------------	-----------------------

45. How much confidence would you say you have in your local government to decide and administrate infrastructure projects. . . Would you say you have a great deal of confidence, some confidence, not too much confidence or no confidence at all?

66%	29%	16%	49%	21%	8%	3%	2%
-----	-----	-----	-----	-----	----	----	----

46. How much confidence would you say you have in your state government to decide and administrate infrastructure projects. . . Would you say you have a great deal of confidence, some confidence, not too much confidence or no confidence at all?

63%	31%	14%	49%	22%	9%	4%	2%
-----	-----	-----	-----	-----	----	----	----

47. How much confidence would you say you have in the federal government to decide and administrate infrastructure projects. . . Would you say you have a great deal of confidence, some confidence, not too much confidence or no confidence at all?

44%	50%	6%	38%	35%	15%	4%	2%
-----	-----	----	-----	-----	-----	----	----

(End randomization)

48. Do you support or oppose the tax reform plan being proposed by President Trump and Republicans in Congress?

(Phone version: If choice made, ask: Is that strongly or somewhat (support / oppose)?

11/6-9/ 11/30-12/3
2017 2017
34% 38% Total Support
48% 49% Total Oppose

13% 18% Strongly Support
21% 20% Somewhat Support

13% 11% Somewhat Oppose
35% 38% Strongly Oppose

4% 4% Depends / other (vol)
14% 9% Unsure / refused (vol)

49. Do you support or oppose Chuck Schumer, Nancy Pelosi and Congressional Democrats plan to shut down the federal government if next year's budget does not include funding for the children of illegal immigrants, also known as "Dreamers?"

(Phone version: If choice made, ask: Is that strongly or somewhat (support / oppose)?

28% Total Support

59% Total Oppose

14% Strongly Support

15% Somewhat Support

19% Somewhat Oppose

41% Strongly Oppose

5% Depends / other (vol)

8% Unsure / refused (vol)

50. Do you support or oppose President Trump's recommendation to impose major sanctions on North Korea in response to the North Koreans' testing of ballistic missiles?

(Phone version: If choice made, ask: Is that strongly or somewhat (support / oppose)?

70% Total Support

19% Total Oppose

49% Strongly Support

21% Somewhat Support

8% Somewhat Oppose

11% Strongly Oppose

4% Depends / other (vol)

6% Unsure / refused (vol)

Please **(Phone version: tell me / Web version: indicate)** whether you agree or disagree with the following statements... (PROBE: and would that be Strongly or Somewhat)
(RANDOMIZE LIST):

Total Agree	Total Disagree	Strng Agree	Smwt Agree	Smwt Disagree	Strng Disagree	Depends/ Neutral (vol)	Unsure/ Refused (vol)
-------------	----------------	-------------	------------	---------------	----------------	------------------------	-----------------------

51. Some news media deliberately generate fake, inaccurate, or biased news stories about President Trump and his administration to try to damage his credibility and character.

<u>11/30-12/3/17</u>	51%	41%	35%	16%	11%	29%	5%	3%
<u>11/6-9/17</u>	53%	39%	36%	17%	11%	28%	4%	4%

52. I think the news media is trustworthy.

<u>11/30-12/3/17</u>	41%	50%	18%	23%	16%	34%	6%	3%
<u>11/6-9/17</u>	39%	54%	18%	21%	17%	37%	5%	3%

(End randomization)

Now just a few questions to make sure we have a representative sample --

53. In politics today, do you generally consider yourself to be...**(Randomize first three options, then read fourth)**

<u>6/11-14/</u> <u>2017</u>	<u>6/25-28/</u> <u>2017</u>	<u>8/11-13/</u> <u>2017</u>	<u>8/16-18/</u> <u>2017</u>	<u>9/15-17/</u> <u>2017</u>	<u>11/6-9/</u> <u>2017</u>	<u>11/30-12/3</u> <u>2017</u>
32%	33%	33%	31%	31%	31%	31% a Republican
34%	35%	35%	35%	35%	35%	35% a Democrat
28%	25%	23%	26%	26%	26%	26% an Independent
4%	5%	6%	6%	5%	5%	5% or something else
2%	2%	2%	2%	3%	3%	3% Unsure / refused (vol)

IF VALUE 3 in PREVIOUS QUESTION, ASK: (n312)

54. Do you think of yourself closer to (ROTATE) the Republican party or the Democratic party?

<u>6/11-14/</u> <u>2017</u>	<u>6/25-28/</u> <u>2017</u>	<u>8/11-13/</u> <u>2017</u>	<u>8/16-18/</u> <u>2017</u>	<u>9/15-17/</u> <u>2017</u>	<u>11/6-9/</u> <u>2017</u>	<u>11/30-12/3</u> <u>2017</u>
37%	36%	28%	35%	39%	35%	40% Closer to Republican Party
40%	33%	45%	34%	37%	38%	34% Closer to Democratic Party
17%	28%	27%	32%	25%	27%	25% Purely Independent (vol)
7%	4%	--	--	--	--	Unsure / refused (vol)

QUESTION 53/54 COMBINED RESULTS:

<u>6/11-14/</u> <u>2017</u>	<u>6/25-28/</u> <u>2017</u>	<u>8/11-13/</u> <u>2017</u>	<u>8/16-18/</u> <u>2017</u>	<u>9/15-17/</u> <u>2017</u>	<u>11/6-9/</u> <u>2017</u>	<u>11/30-12/3</u> <u>2017</u>
42%	42%	40%	40%	41%	40%	42% TOTAL REPUBLICAN
45%	43%	46%	44%	45%	45%	44% TOTAL DEMOCRAT
5%	7%	6%	8%	6%	7%	7% PURE INDEPENDENT
32%	33%	33%	31%	31%	31%	31% A Republican
10%	9%	7%	9%	10%	9%	11% Closer to Republican Party
11%	8%	11%	9%	10%	10%	9% Closer to Democratic Party
34%	35%	35%	35%	35%	35%	35% A Democrat
4%	5%	6%	6%	5%	5%	5% Something Else
2%	2%	2%	2%	3%	3%	3% Unsure/ Refused

D1. In what year were you born? (Make REFUSED into 9 9 9 9)

<u>6/11-14/</u> <u>2017</u>	<u>6/25-28/</u> <u>2017</u>	<u>8/11-13/</u> <u>2017</u>	<u>8/16-18/</u> <u>2017</u>	<u>9/15-17/</u> <u>2017</u>	<u>11/6-9/</u> <u>2017</u>	<u>11/30-12/3</u> <u>2017</u>
18%	19%	16%	18%	18%	18%	18% 18 to 34
19%	18%	20%	18%	18%	18%	18% 35 to 44
19%	18%	19%	19%	19%	19%	19% 45 to 54
20%	20%	20%	20%	20%	20%	20% 55 to 64
24%	25%	25%	25%	25%	25%	25% 65 or older
--	--	--	*	--	--	Refused

D2. Are you or is anyone in your household a member of a trade, teacher or labor union?

<u>6/11-14/</u> <u>2017</u>	<u>6/25-28/</u> <u>2017</u>	<u>8/11-13/</u> <u>2017</u>	<u>8/16-18/</u> <u>2017</u>	<u>9/15-17/</u> <u>2017</u>	<u>11/6-9/</u> <u>2017</u>	<u>11/30-12/3</u> <u>2017</u>
15%	15%	17%	14%	18%	17%	15% Yes
84%	83%	81%	82%	77%	81%	82% No
1%	1%	1%	*	2%	1%	2% Unsure (vol)
1%	1%	2%	4%	3%	1%	2% Refused (vol)

D3. Are you or is anyone in your household a military veteran or current member of the armed services?

<u>6/11-14/</u> <u>2017</u>	<u>6/25-28/</u> <u>2017</u>	<u>8/11-13/</u> <u>2017</u>	<u>8/16-18/</u> <u>2017</u>	<u>9/15-17/</u> <u>2017</u>	<u>11/6-9/</u> <u>2017</u>	<u>11/30-12/3</u> <u>2017</u>
27%	12%	27%	23%	22%	25%	25% Yes
72%	87%	71%	73%	73%	73%	71% No
--	--	*	*	1%	1%	*
1%	1%	2%	4%	4%	1%	3% Unsure (vol)
						Refused (vol)

D4. Do you consider yourself to be of Hispanic or Latino descent, such as Mexican, Puerto Rican, Cuban, or some other Central or Latin American background?

<u>6/11-14/</u> <u>2017</u>	<u>6/25-28/</u> <u>2017</u>	<u>8/11-13/</u> <u>2017</u>	<u>8/16-18/</u> <u>2017</u>	<u>9/15-17/</u> <u>2017</u>	<u>11/6-9/</u> <u>2017</u>	<u>11/30-12/3</u> <u>2017</u>
11%	12%	12%	12%	12%	12%	12% Yes
88%	87%	88%	87%	87%	87%	88% No
--	--	*	*	*	*	*
1%	1%	*	1%	1%	1%	1% Unsure (vol)
						Refused (vol)

D5. And is your race Anglo, African-American, Asian, or some other race?

<u>6/11-14/</u> <u>2017</u>	<u>6/25-28/</u> <u>2017</u>	<u>8/11-13/</u> <u>2017</u>	<u>8/16-18/</u> <u>2017</u>	<u>9/15-17/</u> <u>2017</u>	<u>11/6-9/</u> <u>2017</u>	<u>11/30-12/3</u> <u>2017</u>
69%	68%	70%	69%	70%	68%	67% Anglo / White
13%	13%	14%	14%	14%	14%	15% African-American / Black
2%	2%	2%	2%	3%	3%	2% Asian
5%	5%	6%	5%	4%	6%	7% Hispanic (vol)
1%	--	1%	*	*	1%	1% American Indian (vol)
9%	9%	6%	8%	7%	7%	7% Other (vol)
--	--	*	*	*	*	1% Unsure (vol)
1%	1%	1%	1%	1%	1%	1% Refused (vol)

D6. Do you consider your religious background to be... (Read and randomize first three options)

<u>6/11-14/</u> <u>2017</u>	<u>6/25-28/</u> <u>2017</u>	<u>8/11-13/</u> <u>2017</u>	<u>8/16-18/</u> <u>2017</u>	<u>9/15-17/</u> <u>2017</u>	<u>11/6-9/</u> <u>2017</u>	<u>11/30-12/3</u> <u>2017</u>
20%	19%	27%	23%	22%	23%	22% Protestant
4%	4%	4%	4%	3%	3%	5% Fundamentalist / Pentecostal
23%	24%	23%	22%	23%	22%	24% Catholic
19%	20%	14%	17%	16%	16%	17% Other Christian denomination
3%	3%	2%	2%	3%	2%	3% Jewish
4%	4%	3%	6%	4%	5%	4% Atheist
6%	7%	6%	7%	8%	5%	4% Agnostic
7%	5%	6%	5%	4%	7%	6% Baptist (vol)
8%	8%	8%	6%	8%	9%	9% Other (vol)
2%	2%	2%	2%	2%	2%	1% Unsure (vol)
4%	4%	4%	6%	8%	6%	5% Refused (vol)

D7. Would you say that you attend church services or religious activities... (Read top-to-bottom)

<u>6/11-14/</u> <u>2017</u>	<u>6/25-28/</u> <u>2017</u>	<u>8/11-13/</u> <u>2017</u>	<u>8/16-18/</u> <u>2017</u>	<u>9/15-17/</u> <u>2017</u>	<u>11/6-9/</u> <u>2017</u>	<u>11/30-12/3</u> <u>2017</u>
13%	12%	10%	9%	11%	11%	12% More than once a week
25%	24%	26%	25%	23%	23%	26% Once a week
9%	10%	8%	8%	9%	11%	7% Once a month
26%	25%	25%	25%	24%	26%	26% A few times a year
23%	25%	26%	26%	24%	25%	23% Never
--	1%	1%	1%	1%	1%	2% Unsure (vol)
3%	3%	2%	5%	8%	3%	5% Refused (vol)

D8. We want to classify people into broad income groups only. Would you estimate your total household income to be...?

<u>9/15-17/</u>	<u>11/6-9/</u>	<u>11/30-12/3</u>	
<u>2017</u>	<u>2017</u>	<u>2017</u>	
22%	24%	23%	Below \$40,000
32%	31%	32%	Between \$40,000 and \$79,999
18%	24%	21%	Between \$80,000 and \$124,999
16%	14%	14%	Above \$125,000
1%	1%	1%	Unsure (vol)
11%	6%	9%	Refused (vol)

D9. Gender **(By observation) Ask of everyone:** Are you employed outside the house, self-employed, not employed, a homemaker, or retired?

<u>6/11-14/</u>	<u>6/25-28/</u>	<u>8/11-13/</u>	<u>8/16-18/</u>	<u>9/15-17/</u>	<u>11/6-9/</u>	<u>11/30-12/3</u>	
<u>2017</u>	<u>2017</u>	<u>2017</u>	<u>2017</u>	<u>2017</u>	<u>2017</u>	<u>2017</u>	
49%	47%	47%	47%	47%	47%	48%	Male
52%	53%	53%	53%	53%	53%	52%	Female
33%	31%	30%	29%	27%	29%	30%	Male / employed
14%	14%	16%	16%	16%	17%	16%	Male / not-employed – homemaker – retired
2%	2%	1%	3%	3%	2%	2%	Male / unsure – refused to say
28%	27%	28%	27%	28%	26%	22%	Female / employed
23%	24%	23%	22%	20%	25%	26%	Female / not-employed – homemaker – retired
1%	2%	2%	4%	5%	2%	3%	Female / unsure – refused to say

D10. What is the highest level of formal education that you have completed?

<u>8/16-18/</u>	<u>9/15-17/</u>	<u>11/6-9/</u>	<u>11/30-12/3</u>
<u>2017</u>	<u>2017</u>	<u>2017</u>	<u>2017</u>
1%	2%	1%	Less than high school
13%	11%	15%	High school graduate
19%	19%	21%	Some college
11%	10%	11%	College graduate with Associates or 2 year degree
29%	27%	30%	College graduate with a Bachelors or 4 year degree
17%	20%	16%	Post-graduate degree
3%	3%	3%	Technical or vocational school graduate
6%	8%	3%	DK/Refused (vol)

D11. Would you consider your household to be....(ROTATE)

<u>11/6-9/</u>	<u>11/30-12/3</u>
<u>2017</u>	<u>2017</u>
39%	39%
38%	39%
13%	11%
11%	11%
	A white collar household
	A blue collar household
	Neither/ Other (vol)
	Don't Know/Refused (vol)

TOPIC: JERUSALEM AND U.S. EMBASSY
 DATE: December 7, 2017

EXECUTIVE INSIGHTS

- **Partisan Support:** Of the 27 Democrat politicians that issued tweets with statements on the topic, 2 of them voiced support and aligned views with the President and 3 voiced their support of the announcement and for future negotiations:
 - **Outright support:**
 - Eliot Engel - Representative (D-NY 16th district)
 - "I support the decision to recognize Jerusalem as the eternal capital of Israel and to move the U.S. embassy there." - [Washington Examiner](#)
 - **Note:** This support from Representative Engel is especially interesting because he was one of the Democrats who voted in support of an effort to proceed with making the case to impeach the President.
 - Nita Lowey - Representative (D-NY 17th district)
 - "I was proud to vote for the Jerusalem Embassy Act, which demonstrated Congress' unified position that Jerusalem should be recognized as the capital of Israel, and today's announcement is consistent with existing U.S. law." - [Official statement](#)
 - **Support negotiations and a two-state solution:**
 - Steny Hoyer - Representative (D-MD 5th District)
 - "Jerusalem is the capital of the State of Israel, something that the United States Congress has reaffirmed and a fact of history that cannot be denied. Our country must play a constructive role in supporting Israel as it seeks the peace and security its people deserve by continuing to promote a two-state solution through direct, bilateral negotiations that will end any question of Jerusalem's status." - [Official statement](#)
 - Bill Nelson - Senator (D-FL)
 - "Jerusalem is the capital of Israel. The U.S. embassy will remain in Tel Aviv for now and the United States should continue to do its part to help bring about a secure and lasting peace between Israelis and Palestinians through a two-state solution." - [Official statement](#)
 - Lois Frankel - Representative (D-FL 21st District)
 - "The President's announcement today is consistent with current U.S. law and reaffirms what we already know: Jerusalem is the eternal capital of the Jewish people and the State of Israel. The U.S. must recommit to our long-standing goal of a negotiated solution that leads to two states for two people. Only direct negotiations between the parties will allow Israelis and Palestinians to live side by side in peace, security and mutual recognition." - [Official statement](#)
- **Partisan Support:** In a [CNN](#) broadcast, Dan Shapiro (Former U.S. ambassador to Israel under Obama), stated that he does not think the Presidents decision "is that big of a deal" and feels it is completely appropriate to have our embassy in Jerusalem. However, Shapiro notes that the President missed an opportunity with his Jerusalem announcement to call for a two-state solution and ease future tensions in negotiations.
 - Additionally, in an [MSNBC](#) broadcast, Ambassador Ron Dermer (Current Israeli Ambassador to the United States) voiced his support for the decision and praises the President on his brave and bold political decision in the face of pressure.
- Several prominent influencers have voiced their options on the topic. Prominent positive voices include:
 - The official Twitter account for the Office of the Prime Minister of Israel.
 - Israel's Ambassador to the United States.
 - **Note:** Descriptions of each influencer have been added to the **Influencer Contribution** section for ease of comprehension and context.
- An **America First Policies Contribution** section has been added.

PERSPECTIVE

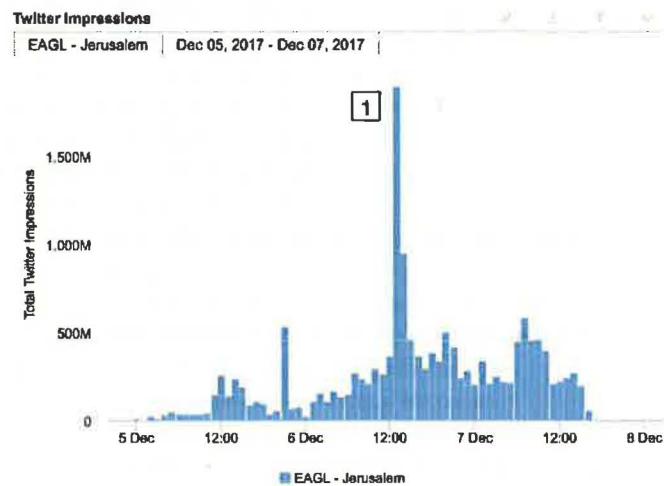
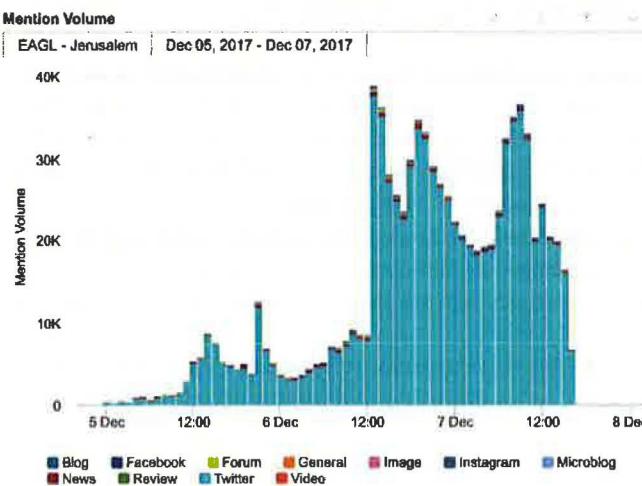
- @realDonaldTrump has an opportunity to directly @mention the Democrat senators who have issued statements of outright support. This would indicate bipartisan cooperation and collaboration in the public eye.
- @AmericaFirstPol has the opportunity to use the Positive Influencer and Constituent mentions to interact and promote the President's decision. Additionally, the @AmericaFirstPol handle can also highlight how the Czech Republic followed the President's decision:
 - [Czech Republic follows Trump, recognizes Jerusalem](#) - Israel National News
 - [Czech Republic joins US, recognizes Jerusalem as Israel's capital](#) - Daily Post
- As stated in the insights above, Dan Shapiro, Former US ambassador to Israel under Obama, agrees with the President's decision to move the U.S. Embassy to Jerusalem but highlights his blindspots/weaknesses in advisors on the topic. Shapiro holds a wealth of knowledge and would serve as a valuable potential advisor to the President.

QUANTITATIVE TOPIC METRICS

- **Content Volume:** 888,181 filtered mentions across all channels between December 5 - 7, 2017 related to the President recognizing Jerusalem as Israel's capital and ordering the U.S. Embassy to move from Tel Aviv to Jerusalem.
- **Contribution Channels:** 858,717 Tweets, 13,495 Digital News mentions, 7,847 Forum and Blog posts, 4,134 Facebook posts.
- **Sentiment by Mention Volume:** 34% Positive, 18% Neutral, **48% Negative.**
- **Top @Mention Count from Twitter:** @POTUS and @realdonaldtrump were mentioned in 176K Tweets earning 1.14B Impressions. @jeremycorbyn was mentioned in 30K Tweets earning 54.40M Impressions.
- **Community Demographics from Twitter:** 42% Female, 58% Male participation from gender identifiable Twitter handles.
- **Impressions & Authors Contribution from Twitter:** 16.05B Total Impressions from 376K unique Twitter profiles.

TOPIC MOMENTUM

Hourly topic momentum for the last between December 5 - 7, 2017. Left chart is Mention Volume broken down by Channel. Right chart is Twitter Impression Volume.



1. The President's speech recognizing Jerusalem as the capital of Israel

WHITE HOUSE CONTRIBUTION

Top Content from the White House.

- **Donald J. Trump** @realDonaldTrump [7th Dec](#) RT @ChuckGrassley: Jerusalem Embassy Act of '95 (Senate vote 93-5 & I voted for it) states embassy should be in Jerusalem by 5/31/99. For 18 yrs, Rep + Dem presidents waived. Congrats Pres Trump for making this move. Amen!!! Retweets: 0 Replies: 0 Impressions: 44.22M
- **The White House** @WhiteHouse [6th Dec](#) President Trump is following through on his promise to recognize Jerusalem as the capital of the State of Israel and has instructed the State Department to begin to relocate the U.S. Embassy to Israel from Tel Aviv to Jerusalem. More: [45.wh.gov/7KvkvC](#) [pic.twitter.com/Ewb0DZoL2z](#) Retweets: 2.6K Replies: 203 Impressions: 28.28M
- **Sarah Sanders** @PressSec [6th Dec](#) "I have determined that it is time to officially recognize Jerusalem as the Capital of Israel." @POTUS Retweets: 4.4K Replies: 1.1K Impressions: 10.30M
- **Vice President Mike Pence** @VP [6th Dec](#) Today, @POTUS Trump took a truly historic step – when the President of the United States recognized Jerusalem as the capital of the Jewish State of Israel. [#KLAD17](#) [pic.twitter.com/X56pxQD6cY](#) Retweets: 1.3K Replies: 474 Impressions: 8.24M
- **Dan Scavino Jr.** @Scavino45 [6th Dec](#) "Today, let us rededicate ourselves to a path of mutual understanding and respect. Let us rethink old assumptions, and open our hearts and minds to new possibilities..." @POTUS @realDonaldTrump #Jerusalem [pic.twitter.com/o18eKoXuE6](#) Retweets: 1.0K Replies: 127 Impressions: 3.94M
- **Rex Tillerson** @RexTillerson [6th Dec](#) RUMOR: Pres. Donald Trump's decision to declare Jerusalem Capital of Israel will destabilize the Middle East FACT: George Bush's invasion of Iraq & Afghanistan + Barack Obama's invasion of Syria + Hillary Clinton's invasion of Libya is what destabilized the region & created ISIS Retweets: 1.5K Replies: 33 Impressions: 3.41M

AMERICA FIRST POLICIES CONTRIBUTION

Top Content from America First Policies.

- **AmericaFirstPolicies** @AmericaFirstPol [6th Dec](#) WATCH: Foreign policy analyst @KironSkinner weighs in on the significance of @POTUS moving the US embassy to Jerusalem. = [http://video.foxnews.com/v...](#) Retweets: 294 Replies: 163 Impressions: 3.40M
- **AmericaFirstPolicies** @AmericaFirstPol [6th Dec](#) '@POTUS Trump is right - Israel's capital is #Jerusalem' [http://www.foxnews.com/opinion/2017/12/06/trump-is-right-israels-capital-is-jerusalem.html...](#) Retweets: 40 Replies: 7 Impressions: 163K
- **AmericaFirstPolicies** @AmericaFirstPol [6th Dec](#) A HISTORIC DAY: '@POTUS officially recognizes #Jerusalem as Israel's capital, orders US embassy move' [http://www.foxnews.com/politics/2017/12/06/trump-officially-recognizes-jerusalem-as-israels-capital-orders-us-embassy-move...](#) Retweets: 24 Replies: 5 Impressions: 156K

POLITICIAN CONTRIBUTION

Selected content from Republicans and Democrats.

REPUBLICANS

- **ChuckGrassley** @ChuckGrassley [6th Dec](#) Jerusalem Embassy Act of '95 (Senate vote 93-5 & I voted for it) states embassy should be in Jerusalem by 5/31/99. For 18 yrs, Rep + Dem presidents waived. Congrats Pres Trump for making this move. Amen!!! Retweets: 9.1K Replies: 883 Impressions: 68.73K
- **Senator Ted Cruz** @SenTedCruz [6th Dec](#) .@POTUS' announcement recognizes the reality that Jerusalem is the capital of Israel, sending a message that rejects all who seek to delegitimize Israel through falsifying and erasing the profound ties that exist between the Jewish people and Jerusalem. -> [bit.ly/2Afd5R2](#) Retweets: 840 Replies: 109 Impressions: 2.96M
 - **Senator Ted Cruz** @SenTedCruz [6th Dec](#) I encourage countries around the world to now engage in their own moment of historical moral clarity, to follow America's lead in recognizing Jerusalem as Israel's capital, immediately begin the process of moving their embassies to Jerusalem. [https://twitter.com/SenTedCruz/status/938513675207479296...](#) Retweets: 580 Replies: 48 Impressions: 2.43M
- **Kevin McCarthy** @GOPLeader [6th Dec](#) .@POTUS has made the right call: Jerusalem is the capital of Israel. If acknowledging truth inspires violence, it is those who commit the violence, not the truth, that are at fault.  [http://www.majorityleader.gov/2017/12/06/jerusalem-trumps-new-policy-big-deal/...](#) Retweets: 393 Replies: 56 Impressions: 1.27M

- **Senator Bob Corker** @SenBobCorker [6th Dec](#) My full statement on the president's decision to recognize Jerusalem as the capital of Israel and begin the process of moving the U.S. embassy from Tel Aviv to Jerusalem: [pic.twitter.com/2E7IKqCa4N](#)
Retweets: 119 Replies: 79 Impressions: 901K
- **Louie Gohmert** @replouiegohmert [6th Dec](#) .@POTUS's recognition of [#Jerusalem](#) as the rightful capital of [#Israel](#) was not only an act of political valor, it was a promise kept to the American people who voted him into office. FULL STATEMENT: [bit.ly/2iZOYyw](#) Retweets: 108 Replies: 26 Impressions: 391K

DEMOCRATS

- **Sen Dianne Feinstein** @SenFeinstein [6th Dec](#) The president's decision to unilaterally recognize Jerusalem as Israel's capital rejects decades of bipartisan policy and undermines our standing with Palestinians and regional partners. [pic.twitter.com/5yU2S0SEZ](#) Retweets: 422 Replies: 92 Impressions: 963K
- **Steny Hoyer** @WhipHoyer [6th Dec](#) Jerusalem is the capital of the State of Israel, something that the United States Congress has reaffirmed and a fact of history that cannot be denied. 1/2 Retweets: 116 Replies: 9 Impressions: 357K
 - **Steny Hoyer** @WhipHoyer [6th Dec](#) Our country must play a constructive role in supporting Israel as it seeks the peace and security its people deserve by continuing to promote a two-state solution through direct, bilateral negotiations that will end any question of Jerusalem's status. 2/2 Retweets: 39 Replies: 6 Impressions: 357K
- **Brian Schatz** @brianschatz [6th Dec](#) Moving our U.S. Embassy to Jerusalem will imperil Americans, isolate our country, and make peace less likely. It's reckless. Retweets: 384 Replies: 22 Impressions: 183K
- **Nita Lowey** @NitaLowey [6th Dec](#) My statement on [@POTUS's #Jerusalem](#) announcement: [pic.twitter.com/WpUVu6VAXb](#)
Retweets: 22 Replies: 3 Impressions: 161K
- **Rep. Lois Frankel** @RepLoisFrankel [6th Dec](#) The President's announcement today is consistent with current U.S. law and reaffirms what we already know: Jerusalem is the eternal capital of the Jewish people and the State of Israel. Retweets: 19 Replies: 0 Impressions: 101K

MEDIA CONTRIBUTION

Web and Twitter mentions of key news sites, including User Comments and Outbound Virality (shares of pages to Facebook, Twitter and LinkedIn).

POSITIVE

- [Trump officially recognizes Jerusalem as Israel's capital, orders embassy move for US](#) - Fox News - 12/6/17
 - **Outbound Virality:** Facebook: 61K Interactions; Twitter: 7.3K Tweets; LinkedIn: 287 Shares
- [Trump Recognizes Jerusalem as Israel's Capital and Orders U.S. Embassy to Move](#) - New York Times - 12/6/17
 - **Outbound Virality:** Facebook: 65K Interactions; Twitter: 3.1K Tweets; LinkedIn: 394 Shares
- [Highlighted Article Czech Republic follows Trump, recognizes Jerusalem](#) - Israel National News - 12/6/17
 - **Outbound Virality:** Facebook: 33K Interactions; Twitter: 1.1K Tweets; LinkedIn: 122 Shares
 - The statement also stressed that the Czech Republic "considers Jerusalem to be future capital of both states, meaning the State of Israel and the future State of Palestine." "The Ministry can start considering moving of the Czech embassy from Tel Aviv to Jerusalem only based on results of negotiations with key partners in the region and in the world," it added.
- [Um . . . recognition of Jerusalem as Israel's capital has been U.S. law since 1995](#) - Herman Cain - 12/6/17
 - **Outbound Virality:** Facebook: 17K Interactions; Twitter: 33 Tweets; LinkedIn: 9 Shares
- [Trump's truth-telling on Jerusalem marks an all-new Middle East](#) - New York Post - 12/6/17
 - **Outbound Virality:** Facebook: 1.1K Interactions; Twitter: 874 Tweets; LinkedIn: 0 Shares

NEUTRAL

- [White House: Jerusalem embassy move a 'recognition of reality'](#) - CNN Politics - 12/6/17
 - **Outbound Virality:** Facebook: 30K Interactions; Twitter: 2.0K Tweets; LinkedIn: 103 Shares
- [White House officials: Jerusalem decision could hurt peace process](#) - CNN Politics - 12/7/17
 - **Outbound Virality:** Facebook: 8.4K Interactions; Twitter: 1.8K Tweets; LinkedIn: 39 Shares
- [Praise and Alarm From American Jews Over Trump's Jerusalem Move](#) - New York Times - 12/6/17
 - **Outbound Virality:** Facebook: 2.0K Interactions; Twitter: 614 Tweets; LinkedIn: 6 Shares

NEGATIVE

- [Trump didn't seem to have complete understanding of Jerusalem decision](#) - The Hill - 12/7/17
 - **Outbound Virality:** Facebook: 21K Interactions; Twitter: 1.7K Tweets; LinkedIn: 60 Shares

- [Trump ignores warnings with 'reckless Jerusalem move'](#) - Aljazeera - 12/7/17
 - **Outbound Virality:** Facebook: 22K Interactions; Twitter: 902 Tweets; LinkedIn: 15 Shares
- [U.N., European Union and Pope Criticize Trump's Jerusalem Announcement](#) - New York Times - 12/6/17
 - **Outbound Virality:** Facebook: 2.0K Interactions; Twitter: 614 Tweets; LinkedIn: 6 Shares
 - *Related: Respect 'status quo' of Jerusalem, says Pope in response to Trump move* - Reuters
- [World leaders slam Jerusalem move](#) - Arab News - 12/7/17
 - **Outbound Virality:** Facebook: 2.0K Interactions; Twitter: 4 Tweets; LinkedIn: 3 Shares

JOURNALIST CONTRIBUTION

Selected content from journalists.

POSITIVE

- [Tara Palmeri @tarapalmeri](#) 6th Dec Tillerson says Trump's Jerusalem announcement presents a "very good opportunity for peace to be achieved." *Retweets: 27 Replies: 110 Impressions: 871K*

NEUTRAL

- [Ayman Mohyeldin @AymanM](#) 6th Dec The White House had a conference call with Christian faith leaders about Trumps Jerusalem announcement. Faith leaders were reportedly "absolutely ecstatic" about todays decision. Meanwhile Christians in Bethlehem have turned off their Xmas tree lights to protest Trumps decision pic.twitter.com/tymHUbIx2u *Retweets: 2.2K Replies: 53 Impressions: 7.37M*

NEGATIVE

- [CNN Chief International Correspondent Christiane Amanpour highlights Federica Mogherini \(High Representative of the EU for Foreign Affairs and Security Policy\)](#)
 - [Christiane Amanpour @camanpour](#) 7th Dec President Trump said recognizing Jerusalem as Israel's capital was in "the best interests" of "the pursuit of peace." [@FedericaMog](#) tells me it "discredited a bit the United States as an honest broker" and "makes it more difficult to play a role to relaunch a peace process." *Retweets: 450 Replies: 80 Impressions: 3.70M*
- [Kyle Griffin @kylegriffin1](#) 6th Dec Several advisers tell WaPo that Trump did not seem to have a full understanding of the Jerusalem decision and instead appeared to be focused on "seeming pro-Israel," in the words of one, and "making a deal," in the words of another. [https://www.washingtonpost.com/world/national-security/trump-had-for-months-been-determined-to-move-us-embassy-to-jerusalem ...](https://www.washingtonpost.com/world/national-security/trump-had-for-months-been-determined-to-move-us-embassy-to-jerusalem/) *Retweets: 3.6K Replies: 206 Impressions: 7.36M*
- [Scott Dworkin @funder](#) 6th Dec Protests have erupted across the world in Gaza, West Bank, Turkey, Jordan and elsewhere tomorrow in response to Trump's Jerusalem decision. This announcement was poorly planned, like everything Trump does. We need diplomacy. [#TrumpResign #AMJoy](#) <http://www.newsweek.com/trumps-jerusalem-decision-immediately-prompts-protests ...> *Retweets: 1.9K Replies: 95 Impressions: 6.88M*
- [Nicholas Kristof @NickKristof](#) 6th Dec Trump's recognition of Jerusalem as Israel's capital is a symbolic move that accomplishes nothing except making peace much less likely, and violence more likely. *Retweets: 1.3K Replies: 30 Impressions: 2.90M*

BROADCAST CONTRIBUTION

Curated clips from local and national broadcast stations.

- **Highlighted Broadcast CNN - 12/6/17**
 - Dan Shapiro, Former US ambassador to Israel under Obama, states that he does not think the Presidents decision "is that big of a deal" and feels it is appropriate to have our embassy in Jerusalem. However, he notes that the President missed an opportunity in his Jerusalem announcement to call for a two-state solution and ease tensions in negotiations.
- **Highlighted Broadcast MSNBC - 12/7/17**
 - Israel's Ambassador to the United States fully supports the decision and praises the President on his brave and bold political decision in the face of pressure.

INFLUENCER CONTRIBUTION*Selected content from industry experts, analysts, and influential personalities.***POSITIVE**

- *The official Twitter account for the Office of the Prime Minister of Israel*
 - **Highlighted Tweet PM of Israel** @IsraeliPM 6th Dec Prime Minister Benjamin Netanyahu: [@POTUS](#) Trump, thank you for today's historic decision to recognize Jerusalem as Israel's capital. The Jewish people and the Jewish state will be forever grateful. [pic.twitter.com/Z24iSRezYm](#) Retweets: 11K Replies: 1.3K Impressions: 27.67M
- *Israel's Ambassador to the United States*
 - **Amb. Ron Dermer** @AmbDermer 6th Dec Thank you [@POTUS](#) Trump for recognizing Jerusalem as Israel's Capital and taking an honored place alongside President Truman, who recognized the State of Israel 70 years ago. [pic.twitter.com/Ed4ghH4Me](#) Retweets: 1.0K Replies: 125 Impressions: 6.20M

NEGATIVE

- *British politician serving as Leader of the Labour Party*
 - **Jeremy Corbyn** @jeremycorbyn 6th Dec Trump's recognition of Jerusalem as Israel's capital, including occupied Palestinian territory, is a reckless threat to peace. The British Government must condemn this dangerous act and work for a just and viable settlement of the conflict. Retweets: 32K Replies: 1.4K Impressions: 53.60M
- *Comedian*
 - **Stephen Colbert** @StephenAtHome 6th Dec I'm surprised Trump didn't declare Jerusalem as America's capital. Then he'd be able to say we have a wall. Retweets: 6.8K Replies: 128 Impressions: 29.79M
- *Current First Minister of Scotland and leader of the Scottish National Party*
 - **Nicola Sturgeon** @NicolaSturgeon 6th Dec The decision by President Trump on Jerusalem - which includes occupied Palestinian territory - is reckless, wrong and a threat to peace. It is being rightly condemned across the international community. Retweets: 5.1K Replies: 444 Impressions: 9.64M
- *British journalist and television personality*
 - **Piers Morgan** @piersmorgan 6th Dec*NEW: Why Trump's Jerusalem decision is so reckless & dangerous. My new column: [dailym.ai/2nAbiJC](#) [pic.twitter.com/aJV2vaWgFI](#) Retweets: 121 Replies: 37 Impressions: 6.42M
- *Islamic scholar and spiritual educator*
 - **علي الجفري** @alhabibali 6th Dec [@realdonaldtrump](#) [@potus](#) Does the Trump administration realise that moving the US Embassy to Jerusalem gives the kiss of life to Al-Qaeda's argument that targeting America citizens and US interests helps the Palestinian struggle against the Occupation? Retweets: 13 Replies: 1 Impressions: 5.18M
- *Official twitter account of Pakistan Tehreek-e-Insaf*
 - **PTI** @PTIofficial 7th Dec Chairman [#PTI](#) Imran Khan strongly condemns US President Donald Trump's recognition of Jerusalem as Israeli capital on behalf of all Muslims. Palestinians were deprived of their land and now moving Israel's capital city to Jerusalem is execrable. [@ImranKhanPTI](#) [#Jerusalem](#) [pic.twitter.com/xumrcB1KoW](#) Retweets: 201 Replies: 1 Impressions: 4.70M

CONSTITUENT CONTRIBUTION*Constituent mentions on social media channels, including Twitter and Facebook.***POSITIVE**

- *American born Jew in Israel*
 - **David Weissman** @davidmweissman 6th Dec I am going to the Western Wall right here in Jerusalem, the capital of Israel tomorrow specifically to bless [@POTUS](#) [@realDonaldTrump](#), yes I will wear Trump hat and shirt. Time TBA and if you want to come maybe have a minyan let me know.
- *Former Navy Seal and Governor of Missouri*
 - **Eric Greitens** @EricGreitens 6th Dec Just spoke to [@VP](#) to express my congratulations and gratitude to he and [@POTUS](#) for their bold, historic decision to recognize Jerusalem as the capital of Israel.

NEGATIVE

- *Founder of the Arab American Institute*
 - **James J. Zogby** @jjz1600 6th Dec Here's the letter from the Patriarchs & Bishops of all the [#Christian](#) churches in [#Jerusalem](#) pleading w/ [#Trump](#) not to recognize [#Israel](#)'s control of the city. It's a Christian & Muslim concern. But

politicos in the US don't care. [#shame](#). [#HandsOffJerusalem](#) pic.twitter.com/3AIN79kbKj Retweets: 1.7K Replies: 30 Impressions: 4.43M

DISCLOSURE

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Alabama Special Election Research Memo

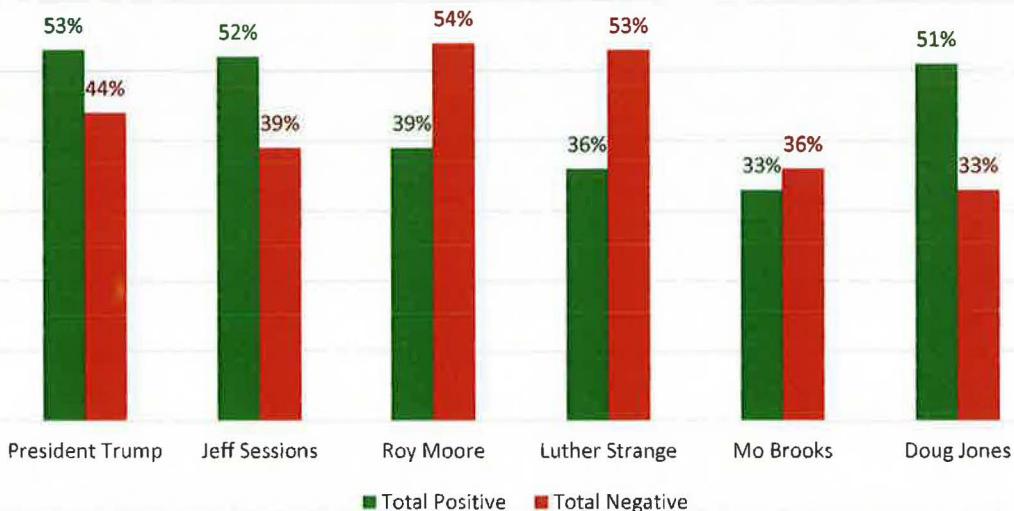
Methodology

America First Policies is pleased to present this report of our Alabama Special Election Research. Alabama statewide quantitative research was conducted between November 12-15, 2017 among N = 600 likely 2018 Alabama special election voters using a split-sample of 1/4 Landline, 1/4 Cell phone, and 1/2 Internet. Margin of error: + 4.0%

President Trump and Attorney General Jeff Sessions remain 'positive' Republicans

Attorney Jeff Sessions and President Trump were the only two Republicans from a field of 5 Republicans (Trump, Sessions, Moore, Strange, and Brooks) to receive a net-positive impression from likely special election voters in Alabama. Democrat Doug Jones also receives positive marks, with a net-positive 18-point impression among likely voters.

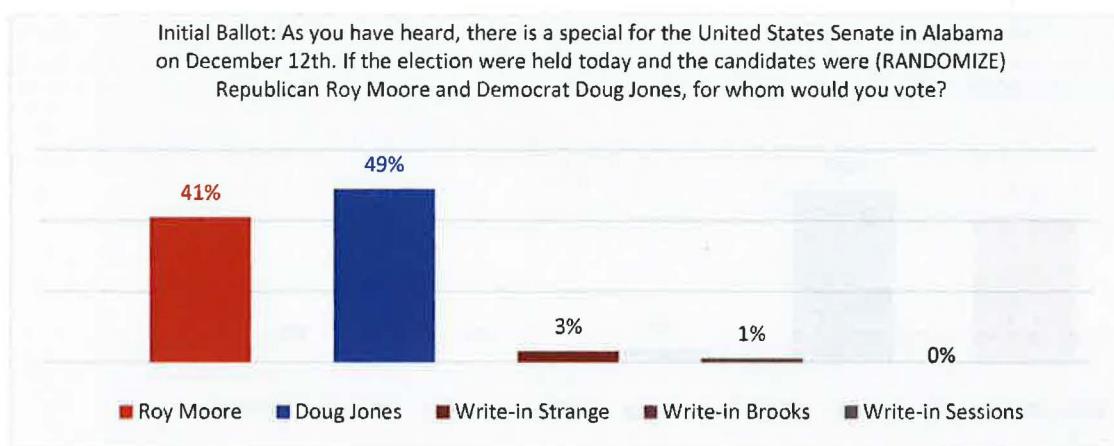
For each one of the following, please tell me whether you have heard of that person or group and if so, whether you have a positive or a negative impression of them.





Initial Ballot gives Doug Jones the lead

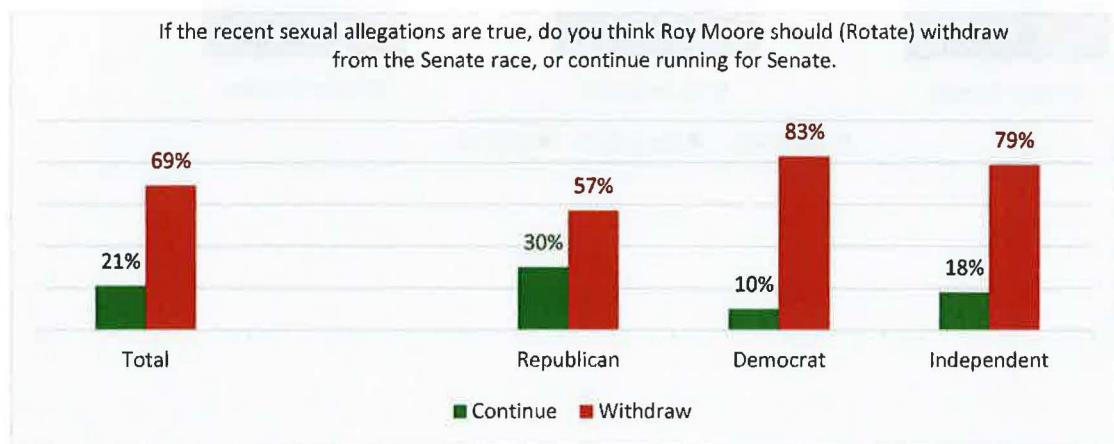
When voters were given a 2-way ballot option between Roy Moore and Doug Jones (captured write-in answers, but not read), Jones leads the ballot by 8-points.



After the initial ballot test, voters were asked if they have recently seen, read or heard anything in the news about Roy Moore, in which 95% of voters said 'yes'. Of those that had seen/read/heard about Moore recently, 38% said that they were less likely to vote for him based what they had seen/read/heard, to 14% who said they would be more likely to vote for him. Of that, 30% of Republican voters said they would be less likely to vote for him based on what they have recently seen, read or heard about Roy Moore.

Once voters were informed that recent news articles have been reporting that in 1979, then 32-year-old Roy Moore may have initiated a sexual encounter with a 14-year-old girl, 45% of all voters were less likely to vote for the candidate, with 36% of Republican voters less likely.

Voters were then asked if the recent allegations are true, if Moore should withdraw from the race, or continue running for Senate, with 69% of voters suggesting Moore should withdraw, and 21% suggesting he should continue running.

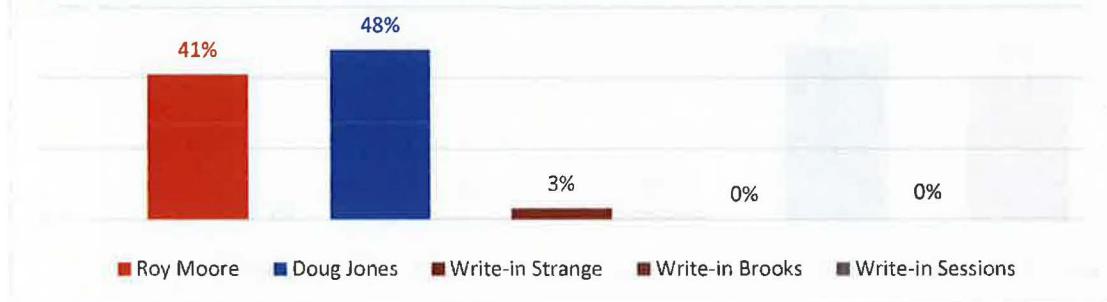




Informed ballot bolsters Jones lead

After voters were informed of stances Doug Jones has taken, as well as recent news cycles involving Roy Moore, voters were given another special election ballot test, which Jones led by 7-points.

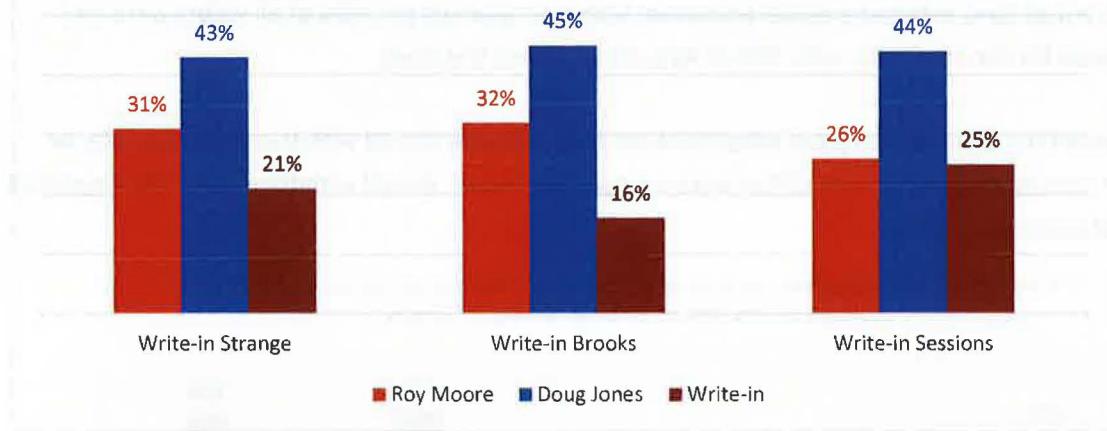
Informed Ballot: As you have heard, there is a special for the United States Senate in Alabama on December 12th. If the election were held today and the candidates were (RANDOMIZE) Republican Roy Moore and Democrat Doug Jones, for whom would you vote?



Informed 3-way ballots favor Jones, with Republicans splitting their base's vote

After initial and informed ballots were given, voters were given three separate theoretical 3-way ballots with potential Republican write-in candidates read in the ballot. Democrat Doug Jones took home the largest vote share percent in all three 3-way ballots proposed to special election voters.

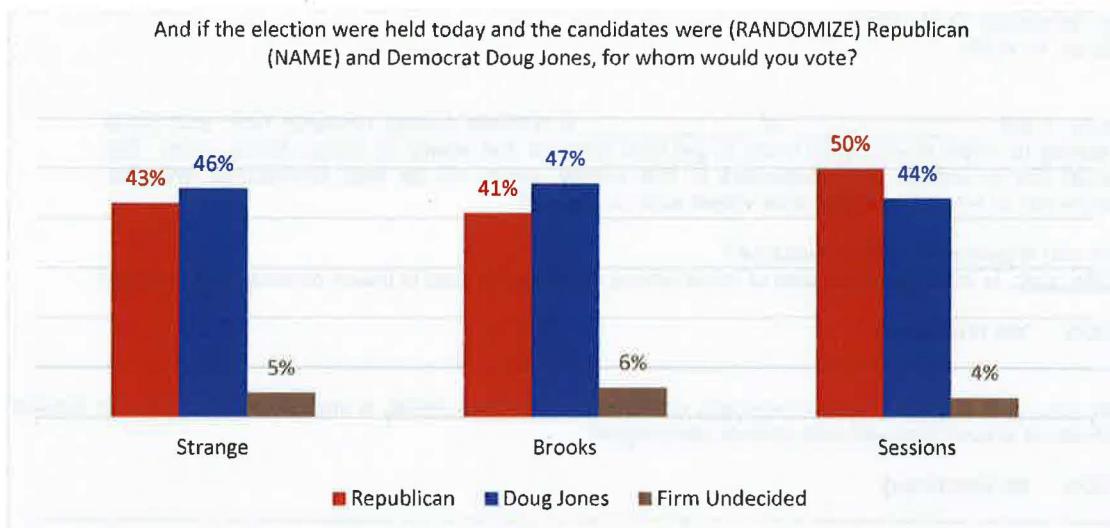
And if the election were held today and the candidates were (RANDOMIZE) Republican Roy Moore; Democrat Doug Jones; and Write-in Candidate (NAME), for whom would you vote?





Informed 2-way ballots lean Jones, unless Sessions is on the ticket

Voters were then given three theoretical ballots without Roy Moore on the ticket, with the Strange/Jones ballot within the margin of error (Jones +3), and Session, the only Republican besting Democrat Doug Jones, holding a 6-point lead in the theoretical 2-way matchup.



Bottom Line

An overwhelming majority (95%) of special election voters have heard the allegations made against Roy Moore, with 45% of the electorate less likely to vote for him because of this fact. Running a write-in campaign with Moore still on the ticket is a losing proposition regardless of the Republican write-in. The only ballots tested which had a chance of a Republican winning the special election were a Strange/Jones ballot (in which Strange is still trailing by 3-points), or a Sessions/Jones ballot (in which Sessions leads by 6-points).

ALABAMA VOTER SURVEY - NOVEMBER

CONFIDENTIAL DOCUMENT

Interview Schedule

N equals 600 respondents

Field Dates: November 13-15, 2017

Margin of Error: +/- 4.0%

Hello, I am _____ of _____, a national survey research firm, and we're listening to voters in your area today to get their opinions and advice on issues facing us all. We would like to include your responses to this survey, which will be kept confidential, with the responses of several hundred other voters such as yourself.

A. Are you registered to vote in Alabama?

If No, ask: Is there someone else at home who is registered to vote in [name of state from sample]?

100% Yes (continue)

B. Are you, or is anyone in your household, employed in the news media, a market research firm, an elected official, or actively involved with political campaigns?

100% No (continue)

C. Thinking about past November general elections for a moment -- which party's candidates have you tended to vote for most often...

(Rotate first two choices) [Note: Record libertarian, reform party or other parties as value 3]

53%	Republican (to next Q)
36%	Democrat (to next Q)
11%	Or do you vote independent of party (to D)
1%	Unsure / Refused (vol) (to next Q)

IF VALUE 3 (Independent) IN QUESTION C, ASK:

D. Although you vote for the person and not one of the major parties -- when you have had to choose between two candidates of whom you knew little about, have you tended to vote for... **(Rotate choices)**

N63

48%	The Republican candidate
28%	The Democrat candidate
13%	Other / won't vote for either (vol)
12%	Unsure / Refused (vol)

E. On most issues, do you consider yourself to be... **(Read list by rotating top-to-bottom / bottom-to-top)**

52%	Total Conservative
18%	Total Liberal

29%	Very conservative
23%	Somewhat conservative
28%	Moderate
9%	Somewhat liberal
9%	Very liberal
2%	Unsure / refused (vol)

1. In politics today, do you generally consider yourself to be... **(Randomize first three options, then read fourth)**

49%	a Republican
34%	a Democrat
13%	an Independent
3%	or something else
1%	Unsure / refused (vol)

IF VALUE 3 in PREVIOUS QUESTION, ASK:

2. Do you think of yourself closer to (ROTATE) the Republican party or the Democratic party?

N77	
49%	Closer to Republican Party
27%	Closer to Democratic Party
25%	Purely Independent (vol)

3. As you may have heard, there will be a special election for U.S. Senate in Alabama. Based on what you've heard, when will this special election be held? (Open-Ended, DO NOT READ RESPONSES)

61%	December 12th
22%	In December
4%	In November
1%	Later this year
0%	Next year
12%	Don't Know
0%	Refused

4. Now looking ahead to the December 12th Special Election for U.S. Senate....as you know, not everyone gets a chance to vote in all elections. With that said, how likely would you say you are to vote in the election this December? Would you say you are... (ROTATE TOP TO BOTTOM, BOTTOM TO TOP)

89%	Very Likely (CONTINUE)
11%	Somewhat Likely (CONTINUE)

5. And on a scale of one to ten, how much attention have you been paying to the upcoming Special Election for U.S. Senate? One means you have not paid any attention at all, and ten means you are following it very closely. Remember you can use any number between one and ten. (RECORD NUMBER) (DK/REFUSED: 99)

0%	1
1%	2
2%	3
2%	4
8%	5
5%	6
8%	7
16%	8
12%	9
46%	10

8.37 MEAN

6. In the Presidential election last fall, please tell me who you voted for. As you'll recall, the candidates were... (Randomize choices)

54%	Donald Trump, Republican
-----	--------------------------

37%	Hillary Clinton, Democrat
2%	Gary Johnson, Libertarian
1%	Jill Stein, Green Party
2%	Other names (vol)
3%	Did not vote (vol)
2%	Refused (vol)

For each one of the following, please (**Phone version**: tell me / **Web version**: indicate) whether you have heard of that person or group and if so, whether you have a positive or a negative impression of them. If you do not recognize the name, just (**Phone version**: say so / **Web version**: indicate that). (**Phone version**: Here is the first name... **Wait for response, then ask**: Would that be a strong or just somewhat (positive/negative) impression?)
(RANDOMIZE LIST):

	POSITIVE Total	NEGATIVE			No Opinion	Never heard of	
		Strong	Smwht	Total	Smwht	Strong	
7. Donald Trump	53%	37%	16%	44%	6%	37%	3% 0%
8. Jeff Sessions	52%	33%	20%	39%	12%	28%	6% 3%
9. Roy Moore	39%	21%	18%	54%	10%	44%	6% 1%
10. Doug Jones	51%	29%	22%	33%	12%	21%	9% 7%
11. Luther Strange	36%	10%	27%	53%	24%	30%	8% 2%
12. Richard Shelby	54%	22%	31%	32%	17%	16%	10% 4%
13. Mitch McConnell	21%	3%	18%	60%	28%	32%	13% 6%
14. Chuck Schumer	21%	8%	13%	43%	14%	29%	14% 22%
X1. Mo Brooks	33%	12%	21%	36%	18%	19%	18% 13%

(End randomization)

15. Do you approve or disapprove of the job Donald Trump is doing as President?
(Phone version: If choice made, ask: Is that strongly or somewhat (approve / disapprove)?)

55%	Total Approve
44%	Total Disapprove
37%	Strongly Approve
18%	Somewhat Approve
7%	Somewhat Disapprove
37%	Strongly Disapprove
2%	Unsure / refused (vol)

IF VALUE 3, 4 or 5 in PREVIOUS QUESTION, ASK:

16. Do you agree or disagree with the following statement: Even though I may not approve of the job that Donald Trump is doing as President, I do like some of the actions he is taking?

(Phone version: If choice made, ask: Is that strongly or somewhat (agree / disagree)?)

N272

19% **Total Agree**
76% **Total Disagree**

4% **Strongly agree**
15% **Somewhat agree**

14% **Somewhat disagree**
63% **Strongly disagree**

2% **Depends / neutral (vol)**
3% **Unsure / refused (vol)**

17. Do you know anyone who approves of the job President Trump is doing, but would rather not say so publicly? **(Record only)**

34% **Yes**
57% **No**
9% **Unsure**

18. Generally speaking, would you say things in this country are heading in the right direction, or are they running off on the wrong track?

45% **Right Direction**
48% **Wrong Track**
8% **Unsure (DNR)**

19. As you have heard, there is a special for the United States Senate in Alabama on December 12th. If the election were held today and the candidates were (RANDOMIZE) Republican Roy Moore and Democrat Doug Jones, for whom would you vote? (Probe: Definitely/Probably)

41% Total Roy Moore
49% Total Doug Jones

31% **Definitely Roy Moore**
7% **Probably Roy Moore**
4% **Lean Roy Moore**
44% **Definitely Doug Jones**
3% **Probably Doug Jones**
1% **Lean Doug Jones**

4% **Firmly Undecided (Do Not Read)**
2% **Will Not Vote (Do Not Read)**
1% **Refused (Do Not Read)**
3% **Write-in Luther Strange (Do Not Read)**
1% **Write in Mo Brooks (Do Not Read)**
0% **Write in Jeff Sessions (Do Not Read)**

(Phone version:) Here is a list of statements people are saying for and against candidate Doug Jones. After I read each, please tell me if that fact would make you more likely or less likely to support him for Senate. (PROBE: and

would that be Much or Somewhat more/less likely?)

(Web version:) Here is a list of statements people are saying for and against candidate Doug Jones. Please read each and indicate if that fact would make you more likely or less likely to support him for Senate.

(RANDOMIZE LIST):

Total More Likely	Total Less Likely	Much More	Smwt More	Smwt Less	Much Less	Depends/ Other (vol)	Unsure/ Refused (vol)
20. Doug Jones opposes any effort to repeal or replace Obamacare, saying that he is QUOTE "disturbed about repeated efforts to repeal the bill or weaken it." END QUOTE 39%	51%	30%	9%	11%	40%	4%	6%
21. Doug Jones has said that tax reform QUOTE "troubles me," and would likely vote against President Trump's tax reform. 43%	49%	33%	10%	11%	38%	3%	5%
22. Doug Jones opposes President Trump's immigration policies, and has said he will oppose building a wall along our southern border. 43%	50%	32%	10%	11%	39%	2%	5%
23. Doug Jones has received campaign contributions from a group that has called for President Trump's impeachment. 37%	52%	27%	10%	12%	41%	4%	7%
24. Doug Jones is a pro-choice candidate who opposes the 20-week pain-capable abortion ban because he is a strong supporter of abortion rights. 36%	53%	21%	15%	14%	39%	4%	7%
25. Doug Jones has publicly tweeted his support of NFL athletes who kneel in protest during the National Anthem. 37%	52%	26%	11%	11%	41%	5%	6%

(End randomization)

26. Have you recently seen, read or heard anything in the news about Roy Moore?

95%	Yes
4%	No
1%	Don't Know/refused (DO NOT READ)

(IF :1 IN LAST QUESTION, ASK)

27. In your own words, what have you seen, read or heard about Roy Moore. (OPEN END)

N568

78%	Involved in a sexual harassment/ Assaulted teenage girls/ Young women/ Pedophile
17%	False accusations about him/ Campaign smearing/ Negative things/ Attack ads about him
5%	General negative mentions about him (i.e. creepy, con man, won't vote for him, etc.)
3%	General positive mentions about him (i.e. vote for him, good, etc.)
3%	Just heard/ Seen/ Read on TV, news, signs, etc.
2%	Does not follow the Law/ Constitution
2%	He has been removed from the office couple of times
2%	He is a homophobic
2%	He was a District Attorney/ Lawyer
2%	He was banned from Gadsden Mall
2%	He is a Christian
2%	Has done a good job
1%	He is a liar/ Untrustworthy
1%	He is a racist
1%	He has wasted a lot of money for the state
1%	He is conservative/ Republican
0%	Nothing
3%	Other
3%	Don't know/Refused

(IF ASKED LAST QUESTION, ASK)

28. And how does what you have seen read or heard about Roy Moore impacted your vote for U.S. Senate. Has it made you (ROTATE) more likely to vote for him, less likely to vote for him (END ROTATE) or has it had no impact on your vote?

(Phone version: If more/less, ASK "Would that be MUCH more/less, or just SOMEWHAT more/less)

N568	
14%	Total More Likely
38%	Total Less Likely
12%	Much More Likely
2%	Somewhat More Likely
8%	Somewhat Less Likely
30%	Much Less Likely
45%	No impact
3%	Unsure / refused (vol)

29. Recent news articles have been reporting that in 1979, then 32-year-old Roy Moore may have initiated a sexual encounter with a 14-year-old girl. Does hearing this news make you (ROTATE) more likely to vote for him, less likely to vote for him (END ROTATE) or does it have no impact on your vote?

(Phone version: If more/less, ASK "Would that be MUCH more/less, or just SOMEWHAT more/less)

6%	Total More Likely
45%	Total Less Likely
5%	Much More Likely
1%	Somewhat More Likely
8%	Somewhat Less Likely
37%	Much Less Likely
45%	No impact
4%	Unsure / refused (vol)

30. If the recent sexual allegations are true, do you think Roy Moore should (rotate) withdraw from the Senate race, or continue running for Senate. (Probe: Would that be Definitely or just Probably)

69%	Total Withdraw from the Senate race
21%	Total Continue running for Senate
58%	Definitely withdraw from the Senate race
12%	Probably withdraw from the Senate race
5%	Probably continue running for Senate
16%	Definitely continue running for Senate
4%	Depends / other (vol)
6%	Unsure / refused (vol)

Ask only among question C=1, AND question D=1

31. Regardless if the sexual allegations against Roy Moore are true, do you think Roy Moore should (rotate) withdraw from the Senate race and let another Republican candidate run, or continue running for Senate. (Probe: Would that be Definitely or just Probably)

N345	
39%	Total Withdraw from the Senate race and let another Republican candidate run
49%	Total Continue running for Senate

27%	Definitely withdraw from the Senate race and let another Republican candidate run
12%	Probably withdraw from the Senate race and let another Republican candidate run
10%	Probably continue running for Senate
39%	Definitely continue running for Senate
4%	Depends / other (vol)
8%	Unsure / refused (vol)

32. Mitch McConnell and other DC Republicans have suggested Roy Moore should withdraw from the race due to the reported sexual allegations. Does hearing this fact make you (ROTATE) more likely to vote for him, less likely to vote for him (END ROTATE) or has it had no impact on your vote?

(Phone version: If more/less, ASK "Would that be MUCH more/less, or just SOMEWHAT more/less)

16%	Total More Likely
31%	Total Less Likely

13%	Much More Likely
2%	Somewhat More Likely

5%	Somewhat Less Likely
25%	Much Less Likely

52%	No impact
2%	Unsure / refused (vol)

X3. Recently, President Trump stated that Roy Moore should step out of the race amid the reported sexual allegations, do you agree or disagree with President Trump?

(Phone version: If choice made, ask: Is that strongly or somewhat (agree / disagree)?)

50%	Total Agree
36%	Total Disagree

39%	Strongly agree
11%	Somewhat agree

13%	Somewhat disagree
23%	Strongly disagree

7%	Depends / neutral (vol)
7%	Unsure / refused (vol)

33. After hearing facts about candidates running for Senate in the Alabama special election, if the election were held today and the candidates were (RANDOMIZE) Republican Roy Moore and Democrat Doug Jones, for whom would you vote? (Probe: Definitely/Probably)

41%	Total Roy Moore
48%	Total Doug Jones

33%	Definitely Roy Moore
6%	Probably Roy Moore
3%	Lean Roy Moore

43%	Definitely Doug Jones
4%	Probably Doug Jones
1%	Lean Doug Jones
4%	Firmly Undecided (Do Not Read)
3%	Will Not Vote (Do Not Read)
1%	Refused (Do Not Read)
3%	Write-in Luther Strange (Do Not Read)
0%	Write-in Mo Brooks (Do Not Read)
0%	Write in Jeff Sessions (Do Not Read)

(RANDOMIZE Q34, X4, X5)

34. And if the election were held today and the candidates were (RANDOMIZE) Republican Roy Moore; Democrat Doug Jones; and Write-in Candidate Luther Strange, for whom would you vote? (Probe: Definitely/Probably)

31%	Total Roy Moore
43%	Total Doug Jones
21%	Total Luther Strange
26%	Definitely Roy Moore
4%	Probably Roy Moore
1%	Lean Roy Moore
39%	Definitely Doug Jones
3%	Probably Doug Jones
1%	Lean Doug Jones
13%	Definitely Luther Strange
6%	Probably Luther Strange
3%	Lean Luther Strange
3%	Firmly Undecided (Do Not Read)
1%	Will Not Vote (Do Not Read)
0%	Refused (Do Not Read)

X4. And if the election were held today and the candidates were (RANDOMIZE) Republican Roy Moore; Democrat Doug Jones; and Write-in Candidate Mo Brooks, for whom would you vote? (Probe: Definitely/Probably)

32%	Total Roy Moore
45%	Total Doug Jones
16%	Total Mo Brooks
24%	Definitely Roy Moore
6%	Probably Roy Moore
2%	Lean Roy Moore
41%	Definitely Doug Jones
3%	Probably Doug Jones

1%	Lean Doug Jones
10%	Definitely Mo Brooks
4%	Probably Mo Brooks
2%	Lean Mo Brooks
5%	Firmly Undecided (Do Not Read)
1%	Will Not Vote (Do Not Read)
0%	Refused (Do Not Read)

X5. And if the election were held today and the candidates were (RANDOMIZE) Republican Roy Moore; Democrat Doug Jones; and Write-in Candidate Jeff Sessions, for whom would you vote? (Probe: Definitely/Probably)

26%	Total Roy Moore
44%	Total Doug Jones
25%	Total Jeff Sessions
21%	Definitely Roy Moore
4%	Probably Roy Moore
1%	Lean Roy Moore
39%	Definitely Doug Jones
4%	Probably Doug Jones
1%	Lean Doug Jones
18%	Definitely Jeff Sessions
5%	Probably Jeff Sessions
2%	Lean Jeff Sessions
3%	Firmly Undecided (Do Not Read)
1%	Will Not Vote (Do Not Read)
1%	Refused (Do Not Read)

(END RANDOMIZATION)

(RANDOMIZE Q35, X6, X7)

35. And if the election were held today and the candidates were (RANDOMIZE) Republican Luther Strange and Democrat Doug Jones, for whom would you vote? (Probe: Definitely/Probably)

43%	Total Luther Strange
46%	Total Doug Jones
33%	Definitely Luther Strange
6%	Probably Luther Strange
4%	Lean Luther Strange
41%	Definitely Doug Jones
4%	Probably Doug Jones
1%	Lean Doug Jones

5% Firmly Undecided (Do Not Read)
 5% Will Not Vote (Do Not Read)
 1% Refused (Do Not Read)

X6. And if the election were held today and the candidates were (RANDOMIZE) Republican Mo Brooks and Democrat Doug Jones, for whom would you vote? (Probe: Definitely/Probably)

41% Total Mo Brooks
47% Total Doug Jones

31% Definitely Mo Brooks
 7% Probably Mo Brooks
 4% Lean Mo Brooks
 42% Definitely Doug Jones
 4% Probably Doug Jones
 2% Lean Doug Jones

6% Firmly Undecided (Do Not Read)
 4% Will Not Vote (Do Not Read)
 1% Refused (Do Not Read)

X7. And if the election were held today and the candidates were (RANDOMIZE) Republican Jeff Sessions and Democrat Doug Jones, for whom would you vote? (Probe: Definitely/Probably)

50% Total Jeff Sessions
44% Total Doug Jones

42% Definitely Jeff Sessions
 6% Probably Jeff Sessions
 2% Lean Jeff Sessions
 41% Definitely Doug Jones
 3% Probably Doug Jones
 1% Lean Doug Jones

4% Firmly Undecided (Do Not Read)
 1% Will Not Vote (Do Not Read)
 1% Refused (Do Not Read)

(END RANDOMIZATION)

Now just a few questions to make sure we have a representative sample --

D1. In what year were you born? (Make REFUSED into 9 9 9 9)

D1_1. IF UNSURE OR REFUSED, ASK: Which of the following categories best describes your age? **Read choices**

6% 18 to 34
 15% 35 to 44
 19% 45 to 54
 30% 55 to 64
 30% 65 or older
 0% Refused

D2. Are you or is anyone in your household a member of a trade, teacher or labor union?

10%	Yes
90%	No
1%	Unsure (vol)
0%	Refused (vol)

D3. Are you or is anyone in your household a military veteran or current member of the armed services?

26%	Yes
73%	No
0%	Unsure (vol)
0%	Refused (vol)

D4. Do you consider yourself to be of Hispanic or Latino descent, such as Mexican, Puerto Rican, Cuban, or some other Central or Latin American background?

1%	Yes
98%	No
0%	Unsure (vol)
1%	Refused (vol)

D5. And is your race Anglo, African-American, Asian, or some other race?

68%	Anglo / White
23%	African-American / Black
1%	Asian
0%	Hispanic (vol)
1%	American Indian (vol)
5%	Other (vol)
0%	Unsure (vol)
1%	Refused (vol)

D6. Do you consider your religious background to be... **(Read and randomize first three options)**

43%	Protestant
6%	Fundamentalist / Pentecostal
6%	Catholic
13%	Other Christian denomination
1%	Jewish
1%	Atheist
1%	Agnostic
20%	Baptist (vol)
6%	Other (vol)
1%	Unsure (vol)
3%	Refused (vol)

D7. Would you say that you attend church services or religious activities... **(Read top-to-bottom)**

27%	More than once a week
35%	Once a week
8%	Once a month
20%	A few times a year
8%	Never
1%	Unsure (vol)
1%	Refused (vol)

D8. We want to classify people into broad income groups only. Would you estimate your total household income to be...?

26%	Below \$40,000
32%	Between \$40,000 and \$79,999
20%	Between \$80,000 and \$124,999
13%	Above \$125,000
1%	Unsure (vol)
9%	Refused (vol)

D9. Gender (**By observation**) Ask of everyone: Are you employed outside the house, self-employed, not employed, a homemaker, or retired?

48%	Total Male
52%	Total Female
30%	Male / employed
18%	Male / not-employed - homemaker - retired
1%	Male / unsure - refused to say
21%	Female / employed
30%	Female / not-employed - homemaker - retired
1%	Female / unsure - refused to say

D10. What is the highest level of formal education that you have completed?

1%	Less than high school
15%	High school graduate
23%	Some college
9%	College graduate with Associates or 2 year degree
27%	College graduate with a Bachelors or 4 year degree
21%	Post-graduate degree
2%	Technical or vocational school graduate
2%	Don't Know/ Refused (vol)

ALABAMA VOTER SURVEY - BRUSHFIRE

CONFIDENTIAL DOCUMENT

Interview Schedule

N equals 600 respondents

Field Dates: November 26-28, 2017

Margin of Error: +/- 4.00%

A. Are you registered to vote in Alabama?

If No, ask: Is there someone else at home who is registered to vote in Alabama?

100% Yes (continue)

B. Are you, or is anyone in your household, employed in the news media, a market research firm, an elected official, or actively involved with political campaigns?

100% No (continue)

C. Thinking about past November general elections for a moment -- which party's candidates have you tended to vote for most often...

(Rotate first two choices) [Note: Record libertarian, reform party or other parties as value 3]

Nov 13-15	Nov 26-28	
53%	53%	Republican (to next Q)
36%	34%	Democrat (to next Q)
11%	12%	Or do you vote independent of party (to D)
1%	2%	Unsure / Refused (vol) (to next Q)

IF VALUE 3 (Independent) IN QUESTION C, ASK:

D. Although you vote for the person and not one of the major parties -- when you have had to choose between two candidates of whom you knew little about, have you tended to vote for... **(Rotate choices)**

N63 N70

Nov 13-15	Nov 26-28	
48%	37%	The Republican candidate
28%	34%	The Democrat candidate
13%	19%	Other / won't vote for either (vol)
12%	11%	Unsure / Refused (vol)

E. On most issues, do you consider yourself to be... **(Read list by rotating top-to-bottom / bottom-to-top)**

Nov 13-15	Nov 26-28	
52%	58%	Total Conservative
18%	18%	Total Liberal
29%	29%	Very conservative
23%	29%	Somewhat conservative
28%	21%	Moderate
9%	12%	Somewhat liberal
9%	7%	Very liberal
2%	4%	Unsure / refused (vol)

1. In politics today, do you generally consider yourself to be...**(Randomize first three options, then read fourth)**

Nov 13-15	Nov 26-28	
49%	49%	a Republican
34%	34%	a Democrat
13%	13%	an Independent
3%	3%	or something else
1%	1%	Unsure / refused (vol)

IF VALUE 3 in PREVIOUS QUESTION, ASK:

2. Do you think of yourself closer to (ROTATE) the Republican party or the Democratic party?

N77 Nov 13-15	N77 Nov 26-28	
49%	47%	Closer to Republican Party
27%	33%	Closer to Democratic Party
25%	21%	Purely Independent (vol)

3. As you may have heard, there will be a special election for U.S. Senate in Alabama. Based on what you've heard, when will this special election be held? (Open-Ended, DO NOT READ RESPONSES)

Nov 13-15	Nov 26-28	
61%	71%	December 12th
22%	15%	In December
4%	1%	In November
1%	0%	Later this year
0%	1%	Next year
12%	12%	Don't Know
0%	0%	Refused

4. Now looking ahead to the December 12th Special Election for U.S. Senate....as you know, not everyone gets a chance to vote in all elections. With that said, how likely would you say you are to vote in the election this December? Would you say you are... (ROTATE TOP TO BOTTOM, BOTTOM TO TOP)

Nov 13-15	Nov 26-28	
89%	89%	Very Likely (CONTINUE)
11%	11%	Somewhat Likely (CONTINUE)

5. And on a scale of one to ten, how much attention have you been paying to the upcoming Special Election for U.S. Senate? One means you have not paid any attention at all, and ten means you are following it very closely. Remember you can use any number between one and ten. (RECORD NUMBER) (DK/REFUSED: 99)

Nov 13-15	Nov 26-28	
0%	2%	1
1%	1%	2
2%	1%	3
2%	2%	4
8%	7%	5
5%	6%	6
8%	9%	7
16%	19%	8
12%	13%	9
46%	41%	10
8.37	8.19	MEAN

6. Although they won't be held for some time, if next year's elections for U.S. Congress were held today, would you vote for... **(Rotate choices)**

48%	The Republican candidate
38%	The Democrat candidate
1%	Other (vol)
13%	Undecided (vol)
0%	Refused (vol)

7. In the Presidential election last fall, please tell me who you voted for. As you'll recall, the candidates were... **(Randomize choices)**

Nov 13-15	Nov 26-28	
54%	54%	Donald Trump, Republican
37%	36%	Hillary Clinton, Democrat
2%	2%	Gary Johnson, Libertarian
1%	1%	Jill Stein, Green Party
2%	2%	Other names (vol)
3%	3%	Did not vote (vol)
2%	3%	Refused (vol)

For each one of the following, please (**Phone version**: tell me / **Web version**: indicate) whether you have heard of that person or group and if so, whether you have a positive or a negative impression of them. If you do not recognize the name, just (**Phone version**: say so / **Web version**: indicate that). (**Phone version**: Here is the first name... Wait for response, then ask: Would that be a strong or just somewhat (positive/negative) impression?)
(RANDOMIZE LIST):

	POSITIVE			NEGATIVE			No Opinion	Never heard of
	Total	Strong	Smwht	Total	Smwht	Strong		
8. Donald Trump								
<u>Nov 26-28</u>	52%	32%	20%	43%	9%	34%	5%	0%
<u>Nov 13-15</u>	53%	37%	16%	44%	6%	37%	3%	0%
9. Jeff Sessions								
<u>Nov 26-28</u>	53%	30%	23%	37%	12%	25%	8%	2%
<u>Nov 13-15</u>	52%	33%	20%	39%	12%	28%	6%	3%
10. Roy Moore								
<u>Nov 26-28</u>	39%	19%	21%	51%	13%	38%	8%	2%
<u>Nov 13-15</u>	39%	21%	18%	54%	10%	44%	6%	1%
11. Doug Jones								
<u>Nov 26-28</u>	45%	27%	17%	38%	13%	25%	12%	6%
<u>Nov 13-15</u>	51%	29%	22%	33%	12%	21%	9%	7%

(End randomization)

12. As you have heard, there is a special election for the United States Senate in Alabama on December 12th. If the election were held today and the candidates were (RANDOMIZE) Republican Roy Moore and Democrat Doug Jones, for whom would you vote?

Nov 13-15	Nov 26-28	
41%	46%	Total Roy Moore
49%	45%	Total Doug Jones
31%	36%	Definitely Roy Moore
7%	7%	Probably Roy Moore
4%	4%	Lean Roy Moore
44%	39%	Definitely Doug Jones
3%	4%	Probably Doug Jones
1%	2%	Lean Doug Jones
4%	5%	Firmly Undecided (Do Not Read)
2%	1%	Will Not Vote (Do Not Read)
1%	1%	Refused (Do Not Read)
3%	1%	Write-in Luther Strange (Do Not Read)
1%	0%	Write in Mo Brooks (Do Not Read)
0%	1%	Write in Jeff Sessions (Do Not Read)

13. Do you personally know anyone who is going to vote for Roy Moore, but is not saying so publicly?

31%	Total Yes
24%	Yes
7%	Yes, myself included
60%	No
9%	Don't Know/refused (DO NOT READ)

14. Do you personally know anyone who is going to vote for Doug Jones, but is not saying so publicly?

25%	Total Yes
18%	Yes
7%	Yes, myself included
68%	No
8%	Don't Know/refused (DO NOT READ)

15. Thinking about the majority of your friends and neighbors... For whom do you believe MOST of your friends and neighbors will vote? (ROTATE)

41%	Republican Roy Moore
35%	Democrat Doug Jones
6%	Some friends for Moore, Some for Jones (DO NOT READ)
1%	My friends plan on writing in someone else (DO NOT READ)
0%	My friends aren't planning on voting (DO NOT READ)
17%	Don't Know/refused (DO NOT READ)

16. Recent news articles have been reporting that in 1979, then 32-year-old Roy Moore may have initiated a sexual encounter with a 14-year-old girl. Does hearing this news make you (ROTATE) more likely to vote for him, less likely to vote for him (END ROTATE) or does it have no impact on your vote?

Nov 13-15	Nov 26-28	
6%	6%	Total More Likely
45%	37%	Total Less Likely
5%	5%	Much More Likely
1%	2%	Somewhat More Likely
8%	8%	Somewhat Less Likely
37%	29%	Much Less Likely
45%	51%	No impact
4%	6%	Unsure / refused (vol)

17. And which of the three following statements best describes the way you personally feel about the accusations against Roy Moore? (ROTATE TOP TO BOTTOM, BOTTOM TO TOP)

35%	I believe the women who are making the accusations against Roy Moore
26%	I am not quite sure who to believe at this time
32%	I believe Roy Moore is innocent of these charges and these accusations are politically motivated.
2%	Depends / other (do not read)
5%	Unsure / refused (do not read)

Now just a few questions to make sure we have a representative sample --

D1. In what year were you born? (Make REFUSED into 9 9 9)

Nov 13-15	Nov 26-28	
6%	6%	18 to 34
15%	15%	35 to 44
19%	19%	45 to 54
30%	30%	55 to 64
30%	30%	65 or older
0%	0%	Refused

D2. Are you or is anyone in your household a member of a trade, teacher or labor union?

Nov 13-15	Nov 26-28	
10%	14%	Yes
90%	84%	No
1%	1%	Unsure (vol)
0%	1%	Refused (vol)

D3. Are you or is anyone in your household a military veteran or current member of the armed services?

Nov 13-15	Nov 26-28	
26%	29%	Yes
73%	68%	No
0%	0%	Unsure (vol)
0%	2%	Refused (vol)

D4. Do you consider yourself to be of Hispanic or Latino descent, such as Mexican, Puerto Rican, Cuban, or some other Central or Latin American background?

Nov 13-15	Nov 26-28	
1%	1%	Yes
98%	97%	No
0%	1%	Unsure (vol)
1%	2%	Refused (vol)

D5. And is your race Anglo, African-American, Asian, or some other race?

Nov 13-15	Nov 26-28	
68%	68%	Anglo / White
23%	23%	African-American / Black
1%	1%	Asian
0%	0%	Hispanic (vol)
1%	1%	American Indian (vol)
5%	5%	Other (vol)
0%	0%	Unsure (vol)
1%	2%	Refused (vol)

D6. Do you consider your religious background to be... (**Read and randomize first three options**)

Nov 13-15	Nov 26-28	
43%	43%	Protestant
6%	8%	Fundamentalist / Pentecostal
6%	6%	Catholic
13%	12%	Other Christian denomination
1%	1%	Jewish
1%	1%	Atheist
1%	2%	Agnostic
20%	17%	Baptist (vol)
6%	6%	Other (vol)
1%	2%	Unsure (vol)
3%	3%	Refused (vol)

D7. Would you say that you attend church services or religious activities... (**Read top-to-bottom**)

Nov 13-15	Nov 26-28	
27%	28%	More than once a week
35%	35%	Once a week
8%	9%	Once a month
20%	14%	A few times a year
8%	9%	Never
1%	1%	Unsure (vol)
1%	4%	Refused (vol)

D8. We want to classify people into broad income groups only. Would you estimate your total household income to be...?

Nov 13-15	Nov 26-28	
26%	25%	Below \$40,000
32%	30%	Between \$40,000 and \$79,999
20%	18%	Between \$80,000 and \$124,999
13%	14%	Above \$125,000
1%	1%	Unsure (vol)
9%	12%	Refused (vol)

D9. Gender (**By observation**) Ask of everyone: Are you employed outside the house, self-employed, not employed, a homemaker, or retired?

Nov 13-15	Nov 26-28	
48%	48%	Total Male
52%	52%	Total Female
30%	27%	Male / employed
18%	19%	Male / not-employed - homemaker - retired
1%	2%	Male / unsure - refused to say
21%	20%	Female / employed
30%	31%	Female / not-employed - homemaker - retired
1%	1%	Female / unsure - refused to say

D10. What is the highest level of formal education that you have completed?

<u>Nov 13-15</u>	<u>Nov 26-28</u>	
1%	1%	Less than high school
15%	18%	High school graduate
23%	19%	Some college
9%	11%	College graduate with Associates or 2 year degree
27%	24%	College graduate with a Bachelors or 4 year degree
21%	21%	Post-graduate degree
2%	3%	Technical or vocational school graduate
2%	3%	Don't Know/ Refused (vol)

TOPIC: NORTH KOREA DECLARED STATE SPONSOR OF TERROR
 DATE: November 21, 2017

EXECUTIVE INSIGHTS

- In the President's speech, he used strong language to denounce North Korea. Below is the numeric message pull through of powerful phrases/themes found in the speech:

Rank	Topic	% of Total Conversation
1	Call for additional sanctions	9%
2	"Should have happened a long time ago"	6%
3	Mention of assassinations perpetrated by NK	3%
4	"Murderous regime"	2%
5	Otto Warmbier	2%

- The promise of additional sanctions as part of a "maximum pressure campaign" was the highest mentioned topic in the dataset.
 - The sanctions represent the first concrete action taken against North Korea in conjunction with the designation, which triggered a larger volume of discussion.
- 8% of the conversation discussed Rex Tillerson's comments in the press conference following the President's announcement.
 - There was some criticism about the Secretary of State's hope for diplomacy with North Korea, questioning how the designation would improve dialogue between the USA and North Korea. Specifically, half of the conversation about the Secretary of State was driven by this Negative tweet authored by Andrea Mitchell (anchor at NBC). The tweet alleges that Mitchell questioned the Secretary of State about how the designation would allow further negotiations between the two nations, and was the second most retweeted tweet during the reporting period.
- Press Secretary Sarah Sanders' tweet announcing the new designation was the most retweeted tweet. It made up 7% of the overall conversation volume.
 - One explanation for the tweet's success was that the media and consumers were surprised by the President's announcement, and used the Press Secretary's tweet to confirm the news to their followers.
- 4% of the tracked mention volume noted that both Japan and South Korea supported the President's designation of North Korea as a State Sponsor of Terror. Both countries believe the designation will pressure North Korea to denuclearize.
 - Reuters was the only major media outlet to earn substantive virality on their article about the support of Japan and South Korea.
- Red State Watcher – an outlet that traditionally posts content in line with the President's positions – published an article about the declaring North Korea a State Sponsor of Terror. Although the article indirectly quoted the President, its title was inflammatory and not in line with the designation. The title, "Breaking! President Trump has officially made North Korea a target!" is designed to draw clicks into the article using dramatic language, as opposed to the informative tone of other articles published on the topic.

PERSPECTIVE

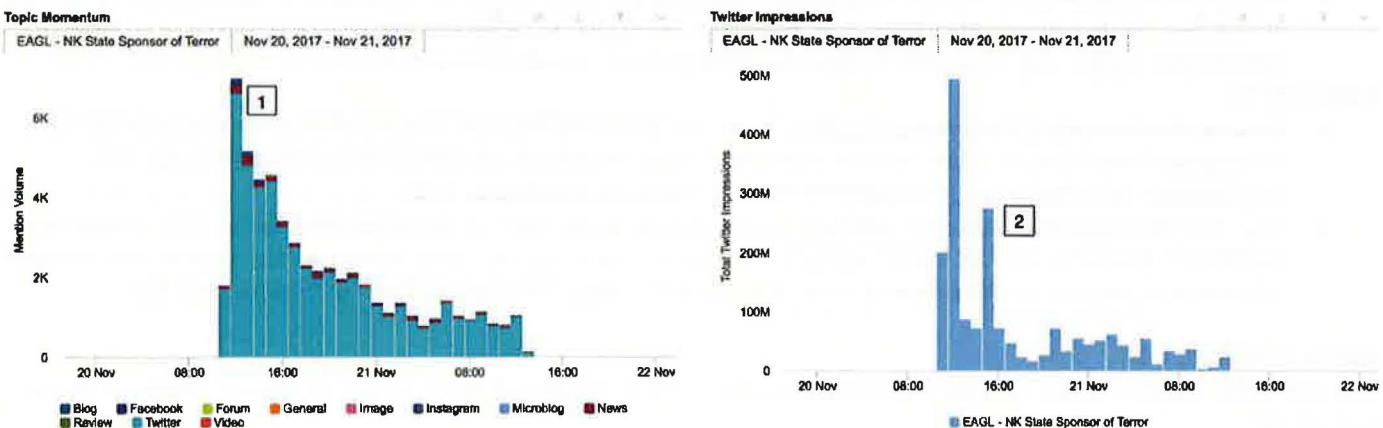
- Overall, the topic has played well for the President even though he did not publish any tweets about the designation.
 - Only 2 Democrats have posted about the announcement, one of whom supported the President's action.
 - In comparison to the Opioid Public Health Crisis announcement, the North Korea designation earned 5% more Positive sentiment with 9,000 fewer mentions. The President published a tweet about the Opioid announcement, but did not about the State Sponsor of Terror designation.
 - Unlike the Opioid announcement, the North Korean designation did not present multiple courses of action (i.e. National Emergency vs. Public Health Crisis). Feasibly, that clear path led to fewer disagreements with the President's selected course of action.

QUANTITATIVE TOPIC METRICS

- Content Volume:** 56,182 filtered mentions across all channels over the last 2 days related to the President designating North Korea a State Sponsor of Terror.
- Contribution Channels:** 53,074 Tweets, 2,073 Digital News mentions, 559 Forum and Blog posts, 229 Facebook posts.
- Sentiment by Mention Volume:** 71% Positive, 15% Neutral, 14% Negative.
- Top @Mention Count from Twitter:** @POTUS and @realdonaldtrump were mentioned in 11K Tweets earning 176.31M Impressions. @presssec was mentioned in 4.3K Tweets earning 51.89M Impressions.
- Community Demographics from Twitter:** 44% Female, 56% Male participation from gender identifiable Twitter handles.
- Impressions & Authors Contribution from Twitter:** 1.91B Total Impressions from 35,657 unique Twitter profiles.

TOPIC MOMENTUM

Hourly topic momentum for the last 2 days. Left chart is Mention Volume broken down by Channel. Right chart is Twitter Impression Volume.



1. Cabinet meeting where initial statement issued.
2. Press conference where Secretary of State echoed President's statement.

WHITE HOUSE CONTRIBUTION

Top Content from the White House.

- Sarah Sanders @PressSec** [20th Nov](#) .@POTUS announced that the U.S. is again designating North Korea a state sponsor of terror Retweets: 4.4K Replies: 1.1K Impressions: 37.33M
- Dan Scavino Jr. @Scavino45** [20th Nov](#) President Donald J. Trump, meeting with members of his Cabinet, Monday, Nov. 20, 2017, in the Cabinet Room at the White House in Washington, D.C., announced the Administration is designating North Korea as a state sponsor of terrorism. [pic.twitter.com/XEZKPT4xBb](#) Retweets: 419 Replies: 15 Impressions: 2.71M
- Dan Scavino Jr. @Scavino45** [21st Nov](#) THE WALL STREET JOURNAL EDITORIAL BOARD: "NORTH KOREA, TERROR SPONSOR" "President Trump has pledged to avoid the mistakes of his predecessors and stop North Korea from amassing a

nuclear arsenal." <https://www.wsj.com/articles/re-listing-north-korea-1511214435> ... Retweets: 41 Replies: 1 Impressions: 416K

POLITICIAN CONTRIBUTION

Selected content from Republicans and Democrats.

REPUBLICANS

- **Ted Cruz** [@tedcruz 20th Nov](#) Today's decision to re-list North Korea as a state sponsor of terrorism is a major milestone, and I applaud [@POTUS](#) for taking decisive action. [pic.twitter.com/CsCmSHsrsU](#) Retweets: 959 Replies: 171 Impressions: 5.74M
 - **Senator Ted Cruz** [@SenTedCruz 20th Nov](#) Today's decision to re-list North Korea as a state sponsor of terrorism is a major milestone, and I applaud [@POTUS](#) for taking decisive action, in accord with my legislation, to protect the American people and our allies. -> [bit.ly/2zZFNsY](#) Retweets: 148 Replies: 45 Impressions: 1.20M
- **Mike Lee** [@SenMikeLee 20th Nov](#) I support the US designating North Korea, as a state sponsor of terrorism. Despite all efforts, North Korea continues to antagonize the entire world with its missile testing and malign activities. <https://www.lee.senate.gov/public/index.cfm/speeches> ... Retweets: 56 Replies: 8 Impressions: 505K
- **Ted Poe** [@JudgeTedPoe 20th Nov](#) Today [@realDonaldTrump](#) took necessary action, declaring North Korea as a State Sponsor of Terrorism as recommended by my legislation the North Korea State Sponsor of Terrorism Designation Act of 2017. [#StateSponsoredTerrorism](#) Retweets: 14 Replies: 1 Impressions: 313K
- **Marsha Blackburn** [@MarshaBlackburn 20th Nov](#) Finally, we have a leader who is not afraid to stand up to our enemies. I fully support [@POTUS](#)' decision to again designate North Korea as a state sponsor of terrorism. Retweets: 127 Replies: 68 Impressions: 262K
- **Tom Cotton** [@SenTomCotton 20th Nov](#) I strongly support the president's decision to designate North Korea as a sponsor of terror. https://www.cotton.senate.gov/?p=press_release... Retweets: 106 Replies: 25 Impressions: 254K
- **Rob Portman** [@senrobportman 20th Nov](#) Pleased that [@POTUS](#) [@realDonaldTrump](#) will re-list [#NorthKorea](#) as a state sponsor of terror. This dangerous regime must be held accountable. [bit.ly/2zTBBpH](#) Retweets: 25 Replies: 59 Impressions: 172K
- **Senator Rubio Press** [@SenRubioPress 20th Nov](#) I commend the Administration for relisting North Korea as a State Sponsor of Terrorism. Nuclear-armed [#NorthKorea](#) has cooperated on missiles with [#Iran](#)'s terror-sponsoring regime, is an egregious human rights violator, and responsible for American [#OttoWarmbier](#)'s death. Retweets: 63 Replies: 9 Impressions: 154K

DEMOCRATS

- **Senator Joe Donnelly** [@SenDonnelly 20th Nov](#) Today, Joe welcomed President Trump's announcement that he intends to re-designate North Korea as a state sponsor of terrorism. Read more about Joe's efforts to counter North Korea here: [bit.ly/2z8EZcE](#) [pic.twitter.com/HJNKsXz44P](#) Retweets: 6 Replies: 0 Impressions: 134K
- **Rep. Brad Sherman** [@BradSherman 20th Nov](#) It was a mistake to take North Korea off the terror list. In 2008, I introduced legislation to prevent it, and I have been urging that NK be put back on the list. This is a long overdue decision. Now we need real economic pressure and a willingness to talk to Kim about a freeze. Retweets: 17 Replies: 0 Impressions: 68K

MEDIA CONTRIBUTION

Web and Twitter mentions of key news sites, including User Comments and Outbound Virality (shares of pages to Facebook, Twitter and LinkedIn).

POSITIVE

- **Trump names North Korea a state sponsor of terrorism** - CNN - 11/20/17
 - **Outbound Virality:** Facebook: 7.5K Interactions; Twitter: 1.1K Tweets; LinkedIn: 131 Shares
 - President Donald Trump, in the latest demonstration of increased tensions on the Korean Peninsula, placed North Korea back on the list of state sponsors of terrorism. Trump announced the move Monday during a public meeting with his Cabinet at the White House and said the Treasury Department will announce new sanctions against North Korea on Tuesday.
 - *Related:* [Trump designates North Korea as state sponsor of terror](#) - Fox; [Trump puts North Korea back on state sponsors of terrorism list to escalate pressure over nuclear weapons](#) - Washington Post
- **Trump: 'The United States Is Designating North Korea as a State Sponsor of Terrorism'** - Breitbart - 11/20/17
 - **Outbound Virality:** Facebook: 3.6K Interactions; Twitter: 5 Tweets; LinkedIn: 0 Shares

- During a statement on Monday, President Trump announced that the US is designating North Korea as a state sponsor of terrorism and slapping an additional, "very large" sanction on the country. Trump said, "Today, the United States is designating North Korea as a state sponsor of terrorism. Should have happened a long time ago. Should have happened years ago."
- *Related: [Video: Trump Just Slammed North Korea By Relisting Them As A Sponsor Of Terrorism - I Love My Freedom](#)*
- **'Should have happened years ago': Trump blacklists 'murderous regime' North Korea with state sponsor of terrorism designation - invoking Otto Warmbier - Daily Mail - 11/20/17**
 - **Outbound Virality:** Facebook: 2.3K Interactions; Twitter: 29 Tweets; LinkedIn: 0 Shares
 - In a Cabinet meeting, Trump called the designation 'a very critical step' that he said will 'start right now.' 'Should have happened a long time ago. Should have happened years ago,' Trump said. The president said new sanctions are on the way for the 'murderous regime,' invoking Otto Warmbier, an American college student who died days after his return to the U.S. from North Korea earlier this year.
 - **User 1 Comment:** Disgraceful and shocking way that poor young man Warmbier was murdered. Trump is right.
 - **User 2 Comment:** Trump is right, the fact that NK has been openly developing a nuclear program even if their people are starving, with the specific goal of reaching the west is enough to keep them on the list.
- **South Korea, Japan welcome U.S. relisting North Korea as sponsor of terrorism - Reuters - 11/20/17**
 - **Outbound Virality:** Facebook: 448 Interactions; Twitter: 414 Tweets; LinkedIn: 19 Shares
 - "I welcome and support (the designation) as it raises the pressure on North Korea," Japanese Prime Minister Shinzo Abe told reporters. South Korea said it expected the listing to contribute to peaceful denuclearisation, the foreign ministry said in a text message. North Korea has vowed never to give up its nuclear weapons program, which it defends as a necessary defense against U.S. plans to invade. The United States, which has 28,500 troops in South Korea, a legacy of the 1950-53 Korean war, denies any such plans.

NEUTRAL

- **Trump Returns North Korea to List of State Sponsors of Terrorism - New York Times - 11/20/17**
 - **Outbound Virality:** Facebook: 3.0K Interactions; Twitter: 886 Tweets; LinkedIn: 52 Shares
 - North Korea has not conducted any missile tests since Sept. 15, raising cautious optimism for a possible de-escalation in the region. Mr. Trump's decision to blacklist North Korea again, which reflects his policy of applying "maximum pressure" on the country, will likely invite angry reaction from Mr. Kim's regime and dim chances for easing tensions on the Korean Peninsula. The North Korean leader has a history of resorting to extreme measures against his enemies.
 - **User 1 Comment:** Taking them off the list in 2008 only encouraged their bad behavior. When a government engineers the blowup of a commercial airplane, kidnaps Japanese civilians, assassinates people in public, it can only be defined as terror. A country that enslaves and starves its people, is not worthy of membership in the UN either.
 - **Highlighted Comment User 2 Comment:** As a card-carrying Trump hater, I will admit when I agree with him. The tougher we are with North Korea the better. I also believe there is value in Trump talking crazy and being unpredictable when dealing with the issue. Now if only the Chinese and Russians would stop supplying them with materials, we'd be alright.
 - **User 3 Comment:** Given the tensions between the US and the DPRK right now, this was just plain dumb. At a time when the US should be seeking ways to damp down the talk of war and to find ways for the two sides to talk, this move will only inflame matters.
- **Breaking! President Trump has officially made North Korea a target! - Red State Watcher - 11/20/17**
 - **Outbound Virality:** Facebook: 295 Interactions; Twitter: 0 Tweets; LinkedIn: 0 Shares
 - President Trump has officially declared North Korea as a state sponsor of terrorism. OANN reported: President Trump designated North Korea as a state sponsor of terrorism after the country's repeated support of terror and continued nuclearized threats.
 - **User 1 Comment:** Should have happened decades ago before they developed nuclear weapons.
- **U.S. To Impose More Sanctions On North Korea, But How Effective Will They Be? - NPR - 11/20/17**
 - **Outbound Virality:** Facebook: 251 Interactions; Twitter: 136 Tweets; LinkedIn: 17 Shares
 - When President Trump announced Monday that the U.S. intends to designate North Korea as a state sponsor of terrorism, he said the U.S. will also announce the imposition of additional sanctions on Pyongyang. The Trump

administration is increasingly using economic sanctions to try to influence behavior, but experts warn the strategy doesn't always work — and can backfire.

NEGATIVE

- [Analysis: US terror list more symbolism than substance](#) - Fox News [Associated Press Report] - 11/21/17
 - **Outbound Virality:** Facebook: 4 Interactions; Twitter: 9 Tweets; LinkedIn: 1 Share
 - As North Korea marches toward nuclear mastery, President Donald Trump slaps the country back on an American blacklist of state sponsors of terrorism. But is it anything more than bluster? [...] The listing will raise animosity and speed up North Korea's nuclear development, said Hong Min, an analyst at Seoul's Korea Institute for National Unification.

JOURNALIST CONTRIBUTION

Selected content from journalists.

POSITIVE

- **Mark Knoller** @markknoller [20th Nov](#) Pres Trump says North Korea supports acts of international terrorism - including assassinations on foreign soil. He recalls the brutal treatment given Otto Warmbier, a 22-year old American held 17-months by North Korea who died shortly after his release in June.
 - **Mark Knoller** @markknoller [20th Nov](#) Tillerson acknowledges that North Korea had previously been designated a State Sponsor of Terrorism in 1998, but that was lifted in 2008 as as part of effort to negotiate an end to its nuclear program. "That obviously failed," he conceded. [pic.twitter.com/BMR5Uk9ZvN](#)
- **Peter Baker** @peterbakernyt [20th Nov](#) "We still hope for diplomacy," Tillerson says after Trump returns North Korea to list of statesponsors of terror. This is part of pressure, he says.
- **margaret brennan** @margbrennan [20th Nov](#) .@POTUS says he'll designate North Korea a state sponsor of terrorism; cites overseas assassinations by "murderous regime" of Kim Jong Un; says more sanctions to come.
- **Andrew Malcolm** @AHMalcolm [20th Nov](#) How was it ever not? Pres Trump puts North Korea back on state sponsors ofterrorism list [wapo.st/2j8RXRc?tid=ss...](#)
- **Eamon Javers** @EamonJavers [20th Nov](#) Tillerson says the designation of North Korea as a state sponsor of terrorism is symbolically important, but downplays the practical impact. [pic.twitter.com/LnB352LGw7](#)

NEGATIVE

- Highlighted Author **Andrea Mitchell** @mitchellreports [20th Nov](#) Photo op folly: my question to Rex Tillerson today: "Mr Secretary do you think that designating North Korea (as a sponsor of terror) will help get them to negotiate?" He turned and walked out. *Retweets: 2.2K Replies: 130 Impressions: 6.71M*
- **Christina Wilkie** @christinawilkie [20th Nov](#) Trump: "The United States is designating North Korea as a state sponsor of terrorism. Should have happened a long time ago. Should've happened years ago." It did.
- **Dena Takruri** @Dena [20th Nov](#) The Trump administration is putting North Korea back on the list of state sponsors of terrorism. Prelude to the war he'll wage to save his failing presidency?

BROADCAST CONTRIBUTION

Curated clips from local and national broadcast stations.

- **FOX - 11/20/17**
 - The clip begins with the President's complete statement about the new designation of North Korea. The analyst called the President's announcement a "show of strength," noting the support of his cabinet. The segment then moved to interview a former Green Beret about how sanctions could impact China, and whether or not China would cooperate with the new designation and sanctions.
- **CCTV America - 11/20/17**
 - An explanation of the new designation for North Korea, and a short note about President Bush's decision to remove North Korea from the list. Multiple soundbites from Rex Tillerson are included, as well as some conversation about sanctions, and a final thought about the timing of the designation execution.

INFLUENCER CONTRIBUTION*Selected content from industry experts, analysts, and influential personalities.***POSITIVE**

- **Nick Short**  @PoliticalShort 20th Nov "Today the U.S. is designating North Korea as a state sponsor of terrorism. In addition to threatening the world by nuclear devastation, North Korea has repeatedly supported acts of international terrorism including assassinations on foreign soil." -POTUS pic.twitter.com/b3KakXxBje Retweets: 202 Replies: 5 Impressions: 505K
- **Donald Miller** @donaldmiller 20th Nov I 100% agree with North Korea being returned to the list of state sponsored terrorist. It's cyber-terrorism, but still destructive. Russia should be included as well for interfering with our elections. Retweets: 3 Replies: 1 Impressions: 247K

NEUTRAL

- **Will Ripley** @willripleyCNN 20th Nov Not surprising to see President Trump add North Korea back to the state sponsor of terror list. One more move, mainly symbolic, to isolate and put pressure on Kim Jong Un. World also shouldn't be surprised when Kim defies pressure and orders 7th nuke test and more missile tests. Retweets: 208 Replies: 12 Impressions: 2.18M

NEGATIVE

- **Tulsi Gabbard** @TulsiGabbard 20th Nov While the US now lists North Korea as a state sponsor of terrorism, we have supported Saudi Arabia's brutal war in Yemen, which has killed untold civilians, sparked a cholera outbreak, and a famine. We must [#StopArmingTerrorists](#) and stop the hypocrisy in our foreign policy. Retweets: 1.6K Replies: 67 Impressions: 2.29M

CONSTITUENT CONTRIBUTION*Constituent mentions on social media channels, including Twitter and Facebook.***POSITIVE**

- **Gary Miles** @Golfinggary52 20th Nov NO BRAINER! [@POTUS](#) Designates North Korea as a state sponsor of terrorism. THANK YOU Mr. President! Should never have been rescinded by Obama. Clearly, North Korea is a terrorist country. [#RocketMan #MAGA #AmericaFirst #Winning](#) <https://twitter.com/politico/status/932653491235024906> ...
- **Bruce Klingner** @BruceKlingner 20th Nov North Korea being put back on state sponsor of terrorism list is welcome and long overdue development consistent with US laws as I advocated earlier this year <http://www.heritage.org/terrorism/report/north-korea-should-be-put-back-the-terrorist-list> ...

NEGATIVE

- **PROUD RESISTER**  @ProudResister 20th Nov Donald Trump in last 24 hours... 1. Attacks UCLA basketball players on twitter. 2. Attacks Marshawn Lynch on twitter. 3. Declares North Korea as a state sponsor of terror. #1 and #2 are not presidential and why people question his competency to handle #3.
- **Red T Raccoon** @RedTRaccoon 20th Nov I can't believe Trump has the nerve to use Otto Warmbier as one reason to designate North Korea as a terrorist state only one day after saying he should have left the UCLA basketball players in a Chinese jail. The hypocrisy is so thick, I'm choking on it. pic.twitter.com/BxXgbvVNDJ
- **Steve Rogers 2018**  @CapRogers2018 20th Nov Ill-advised move that will just increase tensions and America's chances of suffering war. [#VoteBlue](#) -Trump names North Korea a state sponsor of terrorism <http://www.cnn.com/2017/11/20/politics/president-donald-trump-north-korea-terrorism/index.html> ...

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September Tax Reform Research

Qualitative Findings, Analysis, and
Recommendations

America First Policies

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Introduction and Methodology

America First Policies is pleased to present this report and analysis of our mixed method September 2017 multiphased tax reform study.

Tax reform research components include:

- September Tax Reform Quantitative Brushfire Research conducted between September 15-17, 2017 among N = 1,200 Likely Voters using a split-sample of 1/3 Landline, 1/3 Cell phone, and 1/3 Internet. Margin of error: ± 2.83 .
- Indianapolis qualitative in-person focus groups. These focus group sessions included independently-recruited respondents, that were carefully screened to include a variety of individuals from different ages, ethnicities, work, income, educational, political, and ideological opinions.
 - September 26, 2017 'Trump-Voter' Focus Group: Comprised of 12 'Independent,' 'Somewhat Republican,' 'Strong-Republican' 2016 Donald Trump voters, conducted from 5:30pm to 7:30pm in Indianapolis, Indiana.
 - September 26, 2017 'Independent-Middle' Focus Group: Comprised of 12 'Independent,' 'Somewhat Republican,' 'Somewhat Democrat' registered voters, 4 of whom voted for Clinton in 2016, 5 of whom voted for Donald Trump in 2016, 3 of whom voted for a candidate other than Hillary Clinton or Donald Trump in 2016.
- Red State Tax Reform Quantitative Messaging Research conducted between September 21-24, 2017 among N = 1,600 Likely Voters using a split-sample of 1/4 Landline, 1/4 Cell phone, and 1/2 Internet. Margin of error: ± 2.45 combined 4 states (± 4.9 per state)
 - Red states include: Indiana, North Dakota, Tennessee, West Virginia
- Blue State Tax Reform Quantitative Messaging Research conducted between September 21-24, 2017 among N = 1,600 Likely Voters using a split-sample of 1/4 Landline, 1/4 Cell phone, and 1/2 Internet. Margin of error: ± 2.45 combined 4 states (± 4.9 per state)
 - Blue states include: California, Illinois, New Jersey, New York

NOTE: the information and insights extrapolated from focus group sessions represent the attitudes and opinions of a small number of respondents and is not statistically representative of a larger universe.

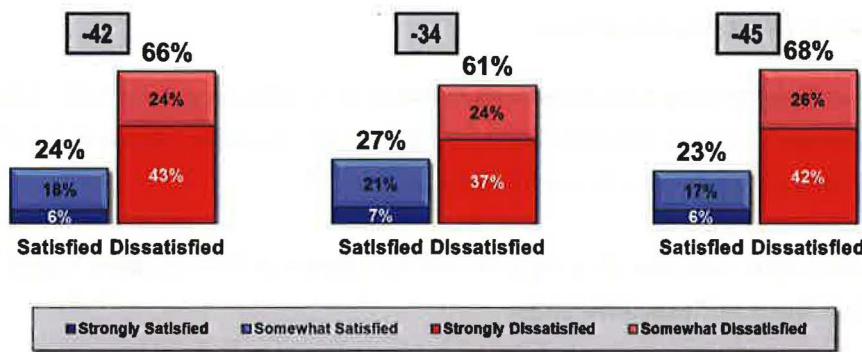


September National Tax Reform Quantitative Key Findings

Dissatisfaction with tax reform on the raise

Over 2 in 3 American voters now say they are dissatisfied with the current federal income tax system (68% dissatisfied, 23% satisfied).

Are you satisfied or dissatisfied with the current federal income tax system?



The most agreeable statement on tax reform tested (86% agree) states - *When it comes to tax reform, the choice is simple: we should stand with American workers and middle-class families and not the special interests and the DC Lobbyists.* The sentiment of this statement is backed by the most persuasive argument tested as well, in which 82% of voters are persuaded to support tax reform because *[we] need a tax code that is simple, fair, and easy to understand. That means getting rid of the loopholes and complexity that primarily benefit the wealthiest Americans and special interests.*

- *Lobbyists who fight for tax loopholes for wealthy clients* is who 87% of Americans blame for the problems with our current tax system.

Public perceptions of proposed tax reform need to change

The biggest obstacle in selling tax reform to the American people right now is that more voters believe President Trump's tax reform plan will raise taxes on ordinary American families (40%) than those who believe it will reduce taxes for ordinary American families (34%).

- Americans also believe that the President's tax reform plan will create loopholes (49%) rather than close loopholes (27%).



Another messaging obstacle to overcome is quelling voters fear that Trump's tax proposal is really a *tax cut for the wealthiest Americans, special interests and big corporations*, which is what 49% of voters believe. That is 12-points more than those who believe Trump's tax reform proposal will *benefit middle class taxpayers by making the tax code simpler and fairer, reducing the rates they pay, and making it easier for companies to hire new employees* (37%).

- "Middle Class" is defined by 75% of voters, as families making between \$41,000 a year, to those making \$80,000 a year.

DACA, Democrats & Deceptive Advertising

The President's decision to *work with Democrats in Congress to fund the government until mid-December* was viewed by over 2 in 3 (68%) voters to be the right decision, 51-points over those who say *President Trump was wrong to cut a deal with Democrats* (17%).

- Voters are split on whether they support (46%) or oppose (47%) President Trump's recently rescinded "Dreamer" executive order.

More Americans believe Fox News is a more trustworthy news outlet (29%), than CNN (19%) or MSNBC (14%).

- Republicans most trusted news source: Fox News (69%)
- Democrats most trusted news source: CNN (32%)
- Independents most trusted news source: BBC America (28%)

Nearly 6 in 10 voters disagree with CNN's assessment that they are 'the most Trusted name in news' (58%), to less than a third of voters (31%) who agree with the statement.

Summary

Americans are dissatisfied with the current tax code. Voters believe *lobbyists who fight for tax loopholes for wealthy clients* is the number one problem with the current tax code. Yet voters are not sold that the President's tax reform proposal will eliminate loopholes for the rich, and they believe that tax reform will raise taxes on the middle class.

President Trump's second highest job approval comes from *improving our economy* (55% approve, 38% disapprove). Voters need to understand that tax reform will help the economy (more specifically, those in the middle class), make the tax code simpler and fairer, and close loopholes to wealthiest Americans.



Indianapolis Qualitative Key Findings

- **“The selfishness of Washington needs to stop. Congress doesn’t care about the people anymore.”**
As seen in September’s Tax Reform Brushfire regarding President Trump’s willingness to reach across the aisle (68% of voters say the President made the right decision to work with Democrats to help fund the government until mid-December), many focus group respondents are tired of the back-and-forth, ‘do nothing’ culture that has gripped elected officials in Washington. Independent and Trump voters alike agree that the tax code needs reformed, and that officials need to find a way to get *something* passed on the issue.
- **“Trump blames everyone. The other politicians are just blaming the other side. Trump is right, both sides are to blame.”**
A good number of respondents thought it was disingenuous for the Democrats to start preaching about the deficit given their track record of wasteful spending and disregard for the deficit. Others thought that if Republicans wanted to pass tax reform legislation, then they should get their members inline and pass tax reform legislation. The issue that both focus groups saw, was that it’s not one party’s fault that bills can’t be passed in Washington, rather, it’s both parties fault.
 - **“The Democrats don’t care about the deficit or spending... they’re the ones that got us here.”**
One of the Democrat’s attacking points against Republicans was that tax reform would lead to a higher deficit. This argument did not work well among either groups. Independents thought that it was more of the same ‘blame game,’ and Republican members looked at the deficit as something that Democrats have run up in the past 8 years.
- **“I like that. He was specific.”** (In response to President Trump outlining tax reform specifics)
Respondent’s view of the President’s tax reform speech showed that voters don’t care about drama or scandals, finger pointing, or politicking. They care about what the President’s policies would do for their families. The more the President can point to simple, yet concrete policies and relate them to an average voter, the more they will believe him and support tax reform.
- **“I don’t want to decide whether or not I like football or not.”**
Both groups suggested that the President has enough on his plate, be it tax reform, Obamacare, or immigration, that one-off twitter fights distract from the issues that they would like to see their President handling. These voters believe that the media and reporters are able to distract the President, turning him from a ‘uniter’ to a ‘divider’.

“Elevate his arguments to not be so petty, and personal in his attacks on others. He needs to be a uniter, not a divider like his predecessors.” (Ernie, Trump Voter)

“Maintain your integrity in a city that has very little.” (Melissa, Trump Voter)



Red State Tax Reform Quantitative Key Findings

Red State Voters are Dissatisfied with the Current Tax System

Over 6 in 10 (62%) of all likely voters in Indiana, North Dakota, Tennessee, and West Virginia say that they are *dissatisfied* with the current federal income tax system (27% Satisfied, 62% Dissatisfied). Of these, 38% are strongly dissatisfied.

Are you satisfied or dissatisfied with the current federal income tax system?					
	Total	Indiana	North Dakota	Tennessee	West Virginia
Total Satisfied	27%	21%	25%	30%	32%
Total Dissatisfied	62%	69%	62%	60%	58%

This Dissatisfaction Leads Them to Favor Tax Reform

When asked if respondents *would be (ROTATE) more likely or less likely to vote for (Senator's Name) if he/she opposed President Trump's tax reform package*, 40% of voters stated that they would be less likely to vote for their Senator if they opposed tax reform. Of these, 25% would be MUCH less likely. Less than 1 in 3 voters (32%) said that they would be more likely to vote for their Senator if he were to oppose the President's tax reform.

Would you be (ROTATE) more or less likely to vote for Senator (NAME) if (he/she) OPPOSED President Trump's tax reform package?					
	Total	Indiana	North Dakota	Tennessee	West Virginia
Total More Likely	32%	33%	29%	32%	36%
Total Less Likely	40%	41%	42%	40%	38%

Both overall opinion and intensity suggests that voting against the President's tax reform will be net negative for these Senators.

When asked, *Will President Trump's tax reform plan reduce taxes for ordinary American Families or will it raise taxes on them*, more voters believe that the President's tax reform plan will reduce taxes for American families (37%) than raise taxes on them (31%).

Will President Trump's tax reform plan reduce taxes for ordinary American families or will it raise taxes on them?					
	Total	Indiana	North Dakota	Tennessee	West Virginia
Reduce Taxes...	37%	38%	32%	40%	37%
Raise Taxes...	31%	30%	27%	32%	34%



What's more, a plurality of voters in these states (45%) would be less likely to vote for their Senator if they voted against a plan that cut taxes for the middle class, 11-points more than 34% who would be more likely to vote for a senator who voted against tax cuts for the middle class.

Would you be (ROTATE) more or less likely to vote for Senator (NAME) if (he/she)...voted AGAINST a plan that cut taxes for the middle class?					
	Total	Indiana	North Dakota	Tennessee	West Virginia
Total More Likely	34%	29%	32%	32%	45%
Total Less Likely	45%	47%	46%	48%	38%

There is widespread support for President Trump's plan to allow families and businesses to dedicate a percentage of their taxes to fund education scholarships for low and middle-income families, allowing them to send their children to the school of their choice. A strong majority (63%) of likely voters support this legislation reform.

Red State Summary

Tax reform may be a pivotal issue in the 2018 midterms, and these states are among a few where this issue may be consequential to the elected officials therein.

Red State voters are very dissatisfied with the current tax code, and a plurality of voters currently believe that the President's tax reform plan will reduce taxes for ordinary Americans.

Opposing the President's proposal is a net negative for Senators in these states. If they oppose President Trump's tax reform package, 4 in 10 voters would be *less likely* to vote for the Senator (40% less likely, 32% more likely). Moreover, if voters believe that their Senator were to vote against a plan that cut taxes for the middle class, a strong plurality of voters (45%) would be *less likely* to vote for their Senator.



Blue State Tax Reform Quantitative Key Findings

Blue State Voters are Dissatisfied with the Current Tax System

More than 6 in 10 (63%) of all likely voters in California, Illinois, New Jersey, and New York say that they are *dissatisfied* with the current federal income tax system (25% Satisfied, 63% Dissatisfied). Of these, 43% are strongly dissatisfied.

Are you satisfied or dissatisfied with the current federal income tax system?					
	Total	California	Illinois	New Jersey	New York
Total Satisfied	25%	29%	19%	24%	28%
Total Dissatisfied	63%	60%	69%	63%	61%

Tax Reform Policies Propelled by Republican Intensity

When asked if a voter *would be (ROTATE) more or less likely to vote for your member of congress if they supported a tax reform plan that eliminates the deduction for state and local taxes*, over half (51%) of Republican voters said they would be more likely, with 29% saying they would be much more likely to vote for their member. About 1 in 3 (34%) Republicans in Blue states say they would be less likely to vote for their member if they supported a tax reform plan that eliminates the deduction.

Would you be more or less likely to vote for your member of congress if they supported a tax reform plan that eliminates the deduction for state and local taxes? (Among Republicans)					
	Total	California	Illinois	New Jersey	New York
Total More Likely	51%	48%	47%	52%	60%
Total Less Likely	34%	36%	34%	34%	31%

When asked, *do you support or oppose President Trump's plan to allow families and businesses to dedicate a percentage of their taxes to fund education scholarships for low and middle-income families, allowing them to send their children to the school of their choice?* Over half of all blue state voters (55%) say they support the President's plan, 22-points higher than the 33% of voters who oppose the plan. Again, we see Republican support for this tax reform policy being propelled by Republican voters, of whom 73% support a percentage of their taxes being used to fund education scholarships, to 20% who oppose the legislation.



do you support or oppose President Trump's plan to allow families and businesses to dedicate a percentage of their taxes to fund education scholarships for low and middle-income families, allowing them to send their children to the school of their choice? (Among Republicans)

	Total	California	Illinois	New Jersey	New York
Total Support	73%	81%	73%	74%	63%
Total Oppose	20%	14%	19%	21%	30%

If Menendez is Convicted, Senate Should Vote to Expel

Asked only among voters in New Jersey, *If Democrat Senator Bob Menendez, who is currently on trial for corruption, is convicted, should the US Senate vote to expel him?* Over 7 in 10 voters (71%) said the U.S. Senate should vote to expel him, 56-points higher than the 15% who say 'no', he shouldn't be expelled if convicted. Sentiment to expel Menendez was seen across party lines.

If Democrat Senator Bob Menendez, who is currently on trial for corruption, is convicted, should the US Senate vote to expel him? (New Jersey Only)

	Total	Democrat	Independent	Republican
Yes	71%	59%	74%	88%
No	15%	27%	10%	5%

Blue State Summary

More than 6 in 10 Blue State voters are dissatisfied with the current tax code, and a plurality of all voters in these states (41%) would be more likely to vote for their member of congress if they voted for a tax reform plan that eliminates the deduction for state and local taxes. A plurality of all voters in these states (43%) would also be less likely to vote for their member of congress if they voted AGAINST a plan that cut taxes for the middle class?



Dreaming Bigger, Together.

NATIONAL TAX REFORM VOTER SURVEY

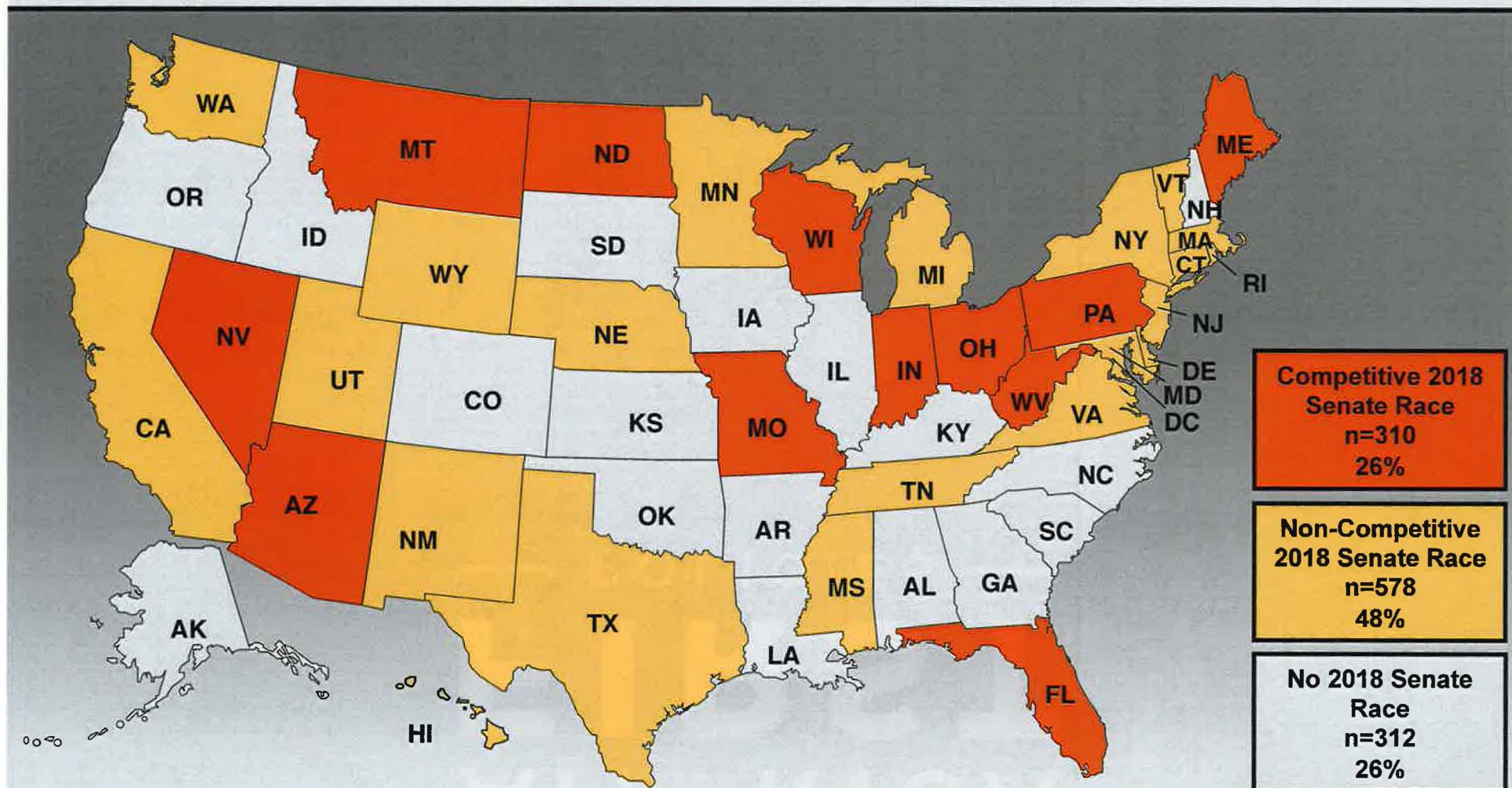
September 15-17, 2017

N = 1,200 respondents

(1/3 Landline, 1/3 Cell, 1/3 Internet)

margin of error: +/- 2.83%

For reference: the 2018 map. When we refer to “competitive 2018 Senate states,” we are referring to the states shaded in orange.





What do people think?

*Perceptions of our Current Tax System and
Tax Reform*

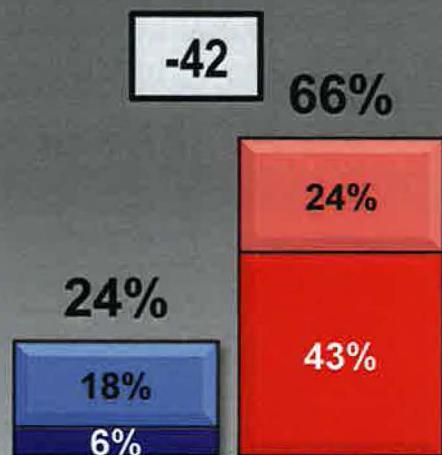


National Tax Reform Survey
September 15-17, 2017

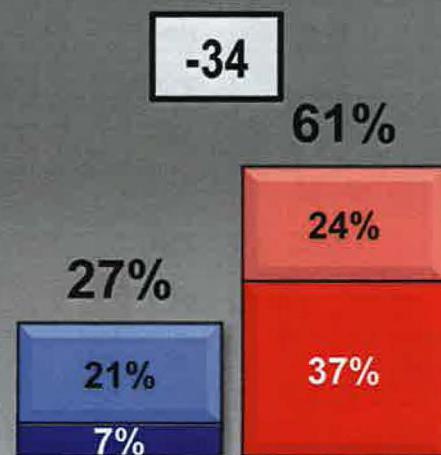
Dissatisfaction with the current federal income tax system has grown a net 11 points since this time last month, with more than 2 in 3 voters (68%) currently dissatisfied with the system.

Are you satisfied or dissatisfied with the current federal income tax system?

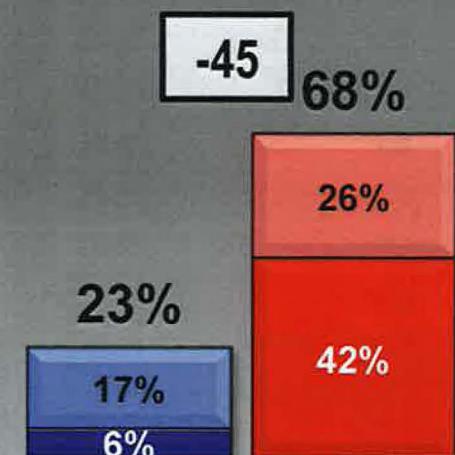
June 25-28, 2017



August 16-18, 2017



September 15-17, 2017



Strongly Satisfied

Somewhat Satisfied

Strongly Dissatisfied

Somewhat Dissatisfied



Over three-quarters (76%) of Republicans, Independents, and Trump voters are dissatisfied with the current federal income tax system.

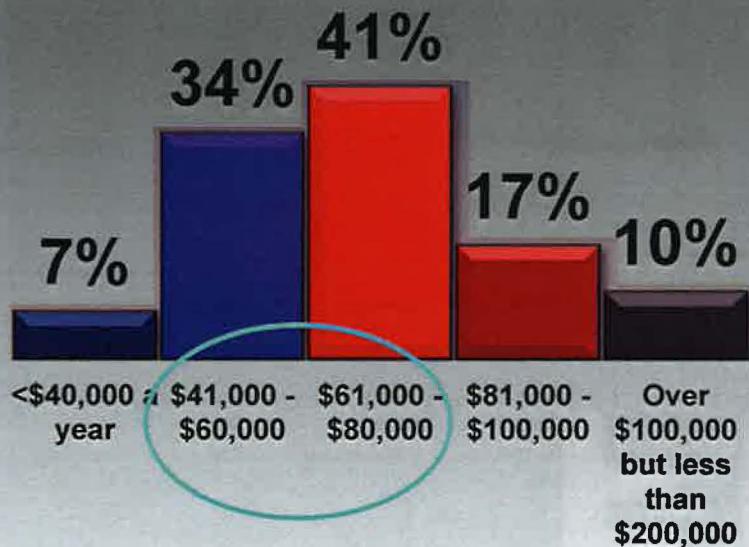
Are you satisfied or dissatisfied with the current federal income tax system?

	June 25-28, 2017			August 16-18, 2017			September 15-17, 2017		
	Sat.	Dissat.	Diff	Sat.	Dissat.	Diff	Sat.	Dissat.	Diff
Republican	21%	73%	-52	27%	64%	-37	18%	76%	-58
Democrat	29%	59%	-30	32%	56%	-24	30%	59%	-29
Independent	21%	71%	-50	22%	65%	-43	18%	76%	-58
Republican Men	22%	75%	-53	26%	68%	-42	15%	81%	-66
Republican Women	21%	70%	-49	27%	59%	-32	21%	71%	-50
Democrat Men	33%	57%	-24	33%	58%	-25	31%	57%	-26
Democrat Women	26%	59%	-33	32%	54%	-22	30%	60%	-30
Independent Men	19%	74%	-55	23%	69%	-46	16%	80%	-64
Independent Women	23%	67%	-44	20%	61%	-41	20%	70%	-50
Trump Voter	20%	73%	-53	24%	67%	-43	17%	76%	-59
Trump Supporter	23%	71%	-48	27%	64%	-37	21%	73%	-52
2018 Competitive State	25%	65%	-40	20%	56%	-36	23%	66%	-43



What is the meant by “The Middle Class?” Most respondents classify “Middle Class” families as making between \$41,000 and \$80,000 a year.

What do you believe is the average income range that would make an American family “middle class?”



	<\$40k	\$41k- \$60k	\$61k- \$80k	\$81k- \$100k	>\$100k
Republican	8%	36%	40%	17%	10%
Democrat	9%	32%	43%	18%	11%
Independent	6%	35%	42%	16%	9%
Republican Men	5%	40%	37%	16%	9%
Republican Women	10%	31%	43%	19%	11%
Democrat Men	10%	31%	38%	18%	16%
Democrat Women	8%	32%	46%	18%	9%
Independent Men	5%	36%	46%	14%	10%
Independent Women	7%	34%	38%	18%	8%
Trump Voter	7%	38%	39%	16%	8%
Trump Supporter	9%	36%	36%	17%	9%
2018 Competitive State	8%	34%	41%	18%	7%





Tax Reform Policy

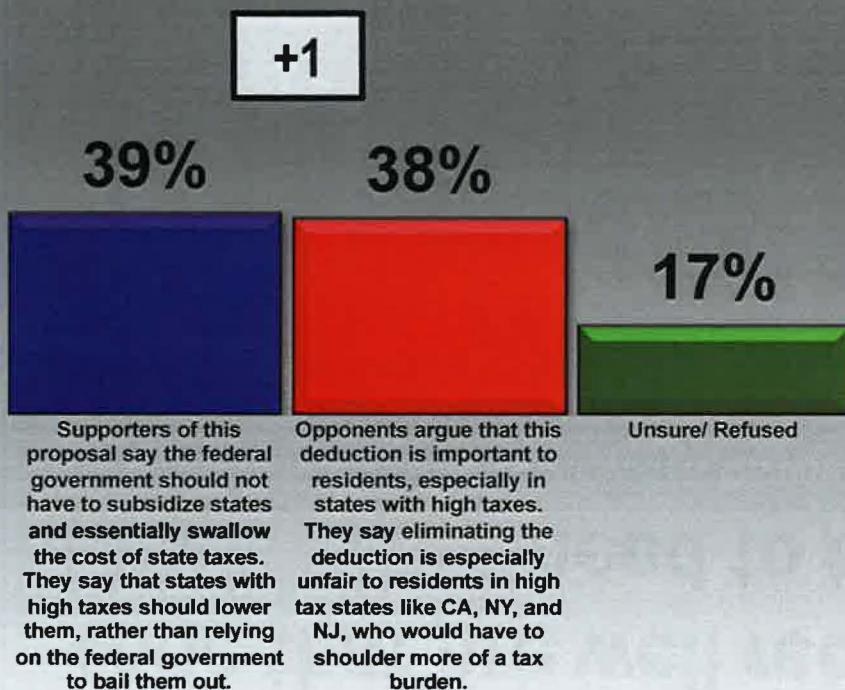
Before we take a deeper dive into messaging strategy, let's look briefly at perceptions on specific tax reform proposals



National Tax Reform Survey
September 15-17, 2017

Voters are widely divided along partisan lines as to whether should or should not eliminate the deduction for state and local taxes.

One proposal of President Trump's tax reform plan would eliminate the deduction for state and local taxes. Which of the following is closer to your opinion on this:



	Supporters	Opponents
Republican	61%	17%
Democrat	22%	55%
Independent	37%	42%
Republican Men	67%	20%
Republican Women	56%	14%
Democrat Men	27%	54%
Democrat Women	20%	56%
Independent Men	44%	43%
Independent Women	28%	39%
Trump Voter	62%	17%
Trump Supporter	56%	22%
2018 Competitive State	43%	37%



“Keep what you like.” Aspects of the current tax code that are well received, and if they are kept, need to be highlighted.

Do you support or oppose...

Keeping tax deductions for retirement contributions.



Keeping tax deductions for charitable donations.



Giving companies a reduced tax rate to bring their overseas profit back into the United States in order to encourage them to reinvest in American equipment and American jobs.



Lowering the \$1 million dollars mortgage interest cap \$500,000, Which would raise taxes on the very wealthy while still allowing middle class homeowners to deduct their mortgage interest from their tax bill.



Dividing Americans into 5 income categories. First 2 are the lowest income, get some money back. 3rd, average, breaks even. 4th, upper-middle class, pays a modest amount of taxes based on income. 5th super rich, pay the most.



The Trump Administration wants to lower taxes for all citizens by cutting income tax rates. These cuts would lower the federal tax burden for American citizens across the board.



Lowering tax rates on corporations from 35% to 15% so that they could expand their businesses and hire more workers.



Taxing 401(k) contributions only when they are taken from the plan, not when they are contributed.



A tax plan that divides Americans into three income brackets, where the lowest bracket pays 10% the middle pays 25% and the highest bracket pays 35%.





Messages

*What Works, What Doesn't, and Strategic
Recommendations*



National Tax Reform Survey
September 15-17, 2017

Voters need to hear that tax reform will streamline the tax code, making it more fair for middle-class families.

Please (tell me/indicate) whether you agree or disagree with the following statements...

When it comes to tax reform, the choice is simple: We should stand with American workers and middle class families and not the special interests and the DC lobbyists.

It's time we took our country back by creating a tax code that's fair, simple and streamlined to support American jobs, American workers and ordinary middle class American families.

When it comes to tax reform, the choice is simple: We should stand with American workers and middle class families and not the special interests who ship our jobs, factories and profits to countries like China.

For thirty-years, DC lobbyists have rigged our tax code to benefit their special interest friends hurting American workers, American businesses and American families.

Ordinary Americans know better than Washington how to spend their own money.

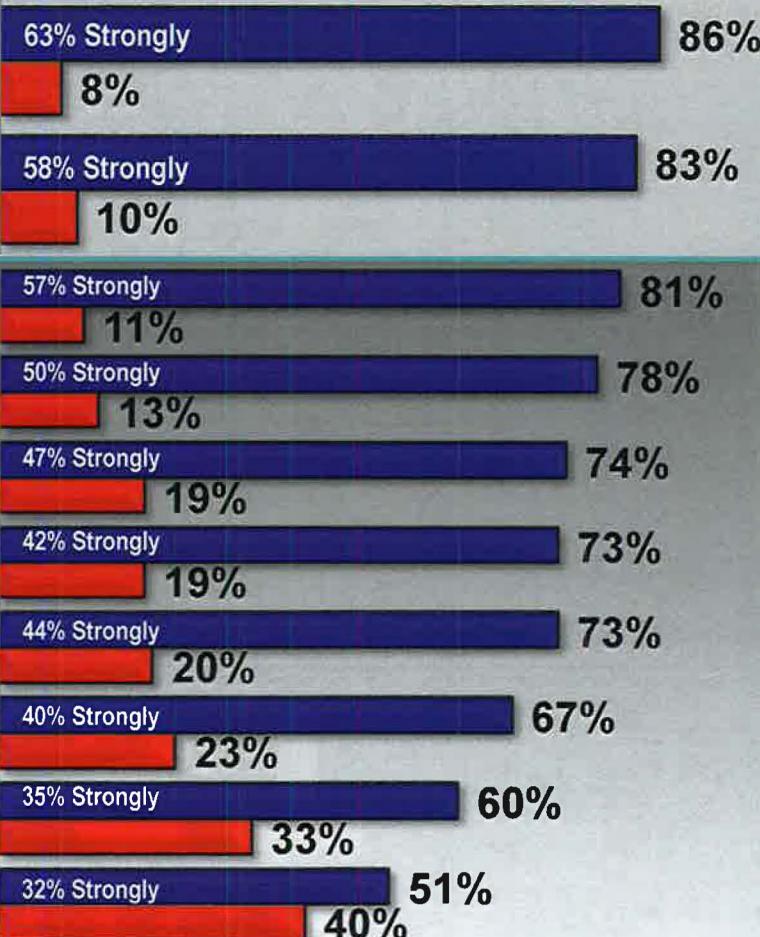
The special interests have rigged our tax code to benefit their special interest friends, while shipping American jobs and American factories overseas to places like China.

Our current tax system is rigged against middle class families in favor of the wealthy and the elite.

Our current tax system is rigged against the middle class and it favors the elite and the wealthy. If President Trump un-rigs the system and makes it more fair for everyone, he would have my support.

America's high tax rates punish companies for doing business in America and encourages them to move to other countries.

Democrats are looking to obstruct tax cuts and tax reform, just like they obstructed so many other things, including administration appointments and healthcare.



Voters would like to see a simpler, fairer tax code that eliminates loopholes, benefits the middle-class, and ultimately nourishes our economy.

How strong and persuasive are each of the following statements in terms of supporting tax reform.

We need a tax code that is simple, fair, and easy to understand. That means getting rid of the loopholes and complexity that primarily benefit the wealthiest Americans and special interests.

We must lower taxes for middle-income Americans so they can keep more of their hard-earned paychecks, and they can buy products ideally made in this country.

We need a competitive tax code that creates more jobs and higher wages for Americans.

If we want to renew our prosperity, restore our opportunity, and reestablish our economic dominance, we need tax reform that is pro-growth, pro-jobs, pro-worker, pro-family, and, pro-American.

Tax reform will be part of a new economic model called The American Model. Under this system, we will encourage companies to hire and grow in America, to raise wages for American workers, and to help rebuild our American cities and communities.

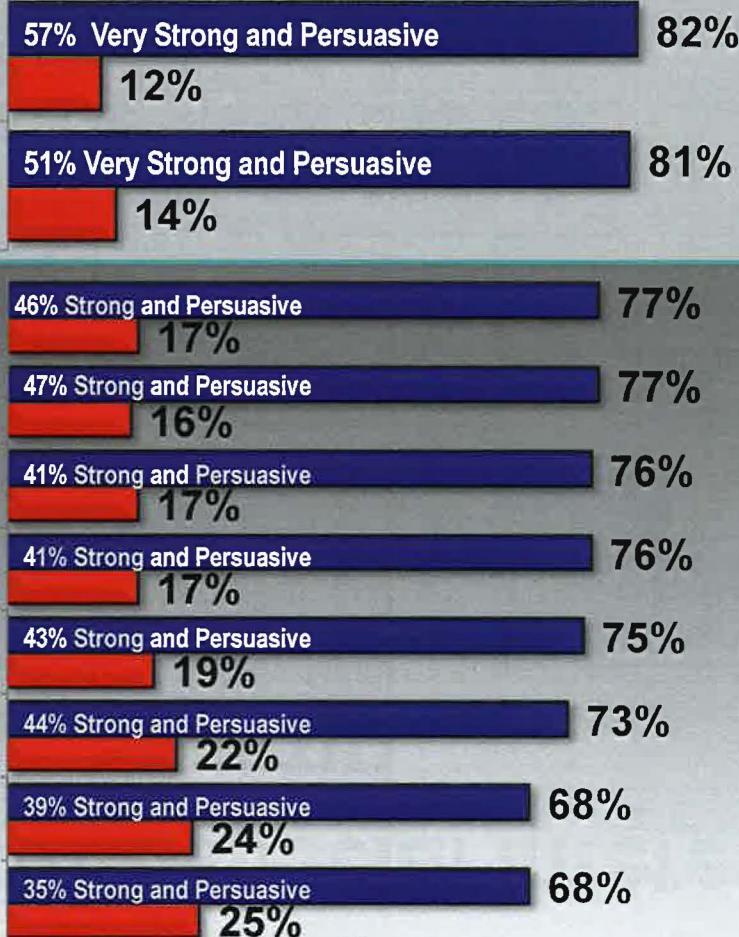
Under the American model, we're reducing the burdens on our businesses - as long as they do business in our country. We want our companies to hire and grow in America, to raise wages for American workers, and to help rebuild our American cities and towns.

By encouraging companies to bring back their profits that they keep overseas, we can return trillions and trillions of dollars to our economy and spur billions of dollars in new investments in our struggling communities and throughout our nation.

It's time to give American workers the pay raise that they've been looking for, for many years.

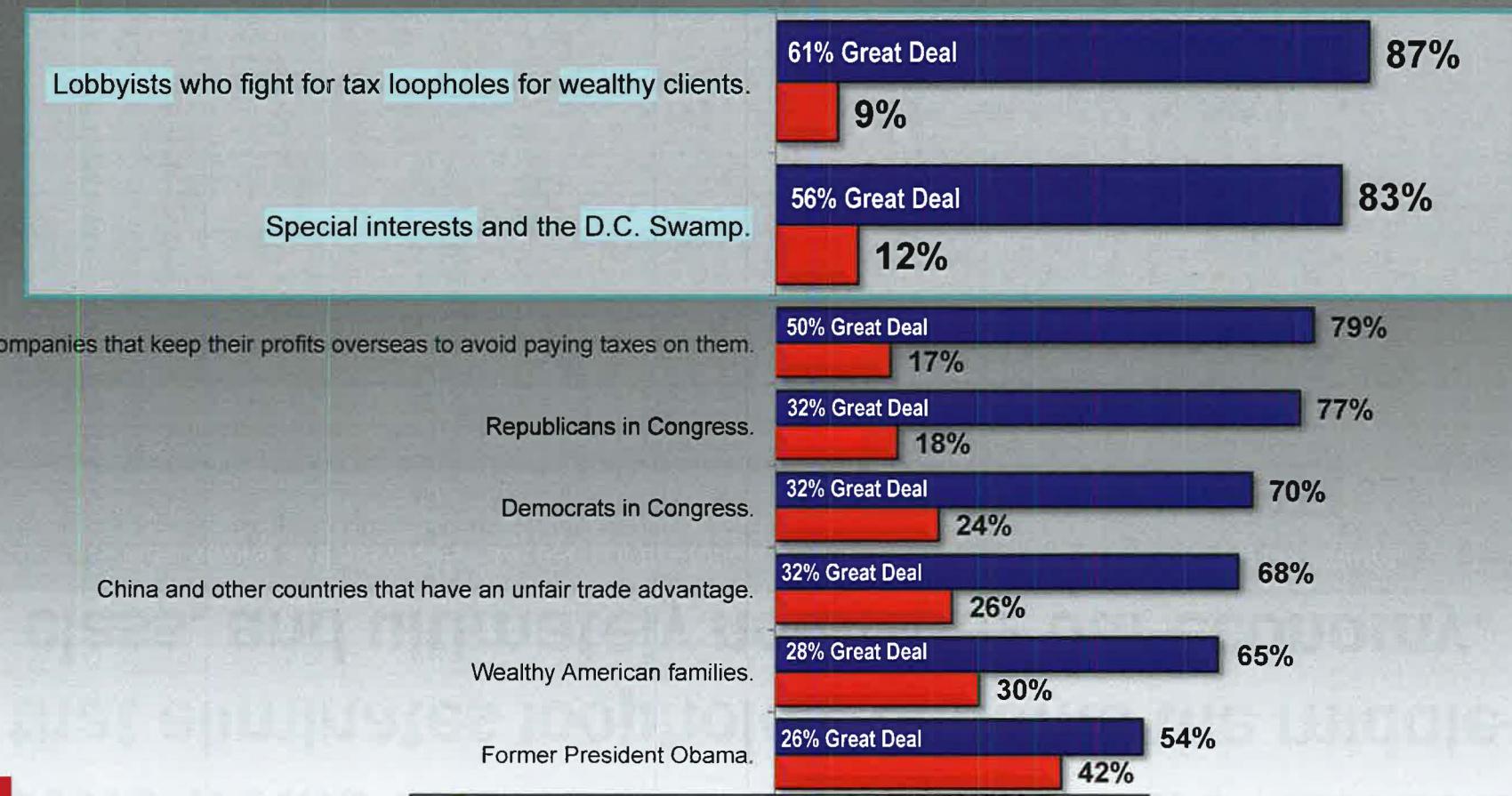
We cannot restore our wealth if we continue to put our businesses at a disadvantage compared to other countries. We must reduce the tax rate on US businesses so they keep jobs in America, create jobs in America, and compete for workers here in America.

If we want to renew our prosperity, and to restore opportunity, then we must reduce the tax burden on American companies and on American workers.



Identifying the dragon: Lobbyists who fight for loopholes for the wealthy, special interests and the D.C. Swamp

When it comes to our current tax system, there is wide agreement that our system can be improved, but there are many opinions on who is primarily to blame for the problems with our current tax system. Please (tell me / indicate) how much blame that entity deserves for our current tax system – would you say a great deal, some, not too much or none at all.



What Works

- What Works -

- Tax Reform for the People: Making tax reform more fair to the ordinary, typical, traditional American family.
- Against the Swamp: Streamlining the tax code to eliminate loopholes for the elite, wealthy, special interests.

- Leveraging Assets -

- The First Step is Admitting There is a Problem: Currently 68% of Americans dissatisfied with the current federal tax system. Quote available polling to show that this is being done because there is a problem
- President Trump's Economic Approval: A majority of Americans approve of the President's performance on improving the economy. . . *If we want to renew our prosperity, restore our opportunity, and reestablish our economic dominance, we need tax reform that is pro-growth, pro-jobs, pro-worker, pro-family, and, pro-American.*



Staying on Message

Suggested Messaging

- The Problem: “*Lobbyists who fight for loopholes for the wealthy, special interests and the D.C. Swamp are to blame for what is wrong with our tax system.*”
- The Solution: “*We are proposing tax reform to make the system more fair, simple, and streamlined; for American workers, American jobs and middle class families.*”
- Perks of the Solution: “*Keep what you like!*” - if tax deductions for retirement contributions or charitable donations are in the proposal, let the people know that they can keep those deductions.



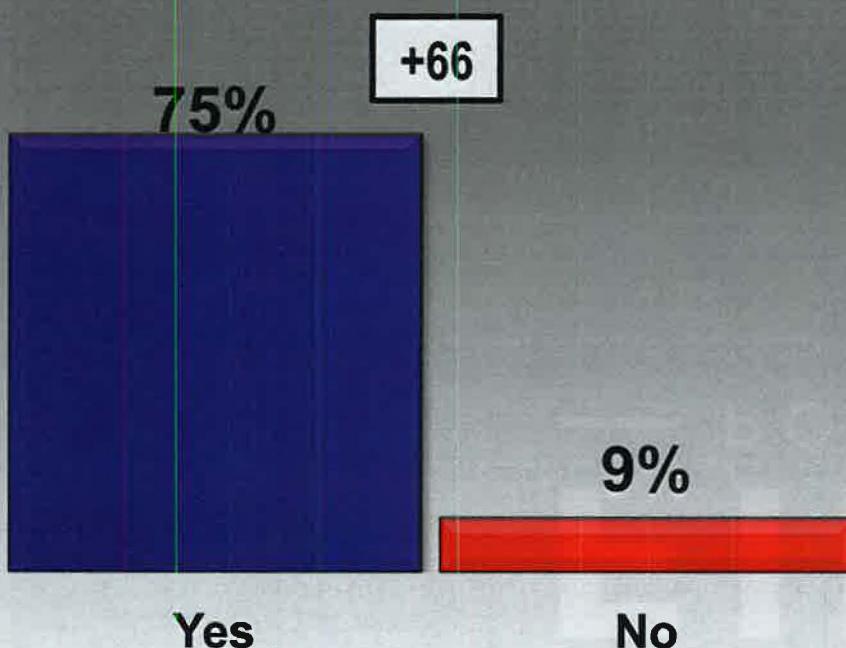


“In the News” Findings



There is across the board support, even among his own party, to expel Senator Menendez from the Senate if he is convicted.

If Democrat Senator Bob Menendez, who is currently on trial for corruption, is convicted, should the US Senate vote to expel him?

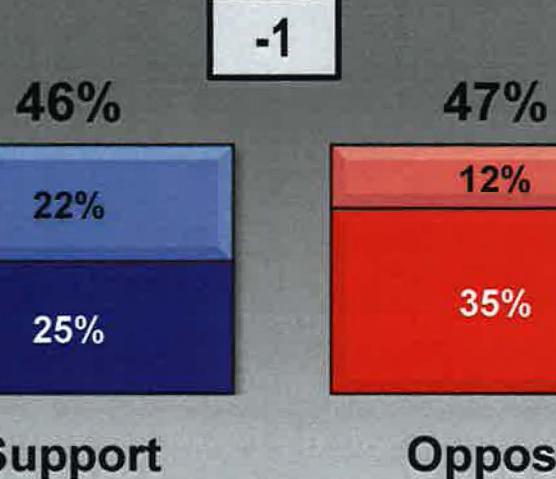


	Yes	No
Republican	82%	5%
Democrat	66%	14%
Independent	81%	8%
Republican Men	86%	3%
Republican Women	77%	7%
Democrat Men	69%	16%
Democrat Women	64%	12%
Independent Men	84%	6%
Independent Women	78%	10%
Trump Voter	80%	8%
Trump Supporter	79%	9%
2018 Competitive State	76%	8%



Rescinding “Dreamers” executive order shows division along party lines, with 80% of Republicans supporting the decision, and 74% of Democrats opposing.

President Trump recently rescinded an Executive Order by the Obama Administration that protected “Dreamers,” or those illegal immigrants who were brought here as children, from being deported and gave Congress six months to come up with a solution for what to do with these individuals. Do you support or oppose the President’s action?



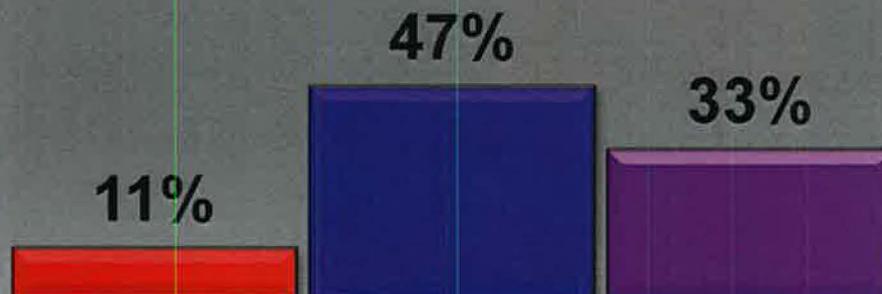
- Strongly Support
- Somewhat Support
- Strongly Oppose
- Somewhat Oppose

	Support	Oppose
Republican	80%	14%
Democrat	20%	74%
Independent	44%	48%
Republican Men	87%	9%
Republican Women	73%	19%
Democrat Men	19%	75%
Democrat Women	21%	74%
Independent Men	51%	45%
Independent Women	37%	52%
Trump Voter	83%	12%
Trump Supporter	70%	24%
2018 Competitive State	52%	43%



A plurality of Republicans (48%), Trump supporters (47%) believe “Dreamers” can say, provided Congress passes enhanced border security.

Which of the following comes closest to your opinion on the legislative remedy for “Dreamers” or those illegal immigrants who were brought to the United States as children:



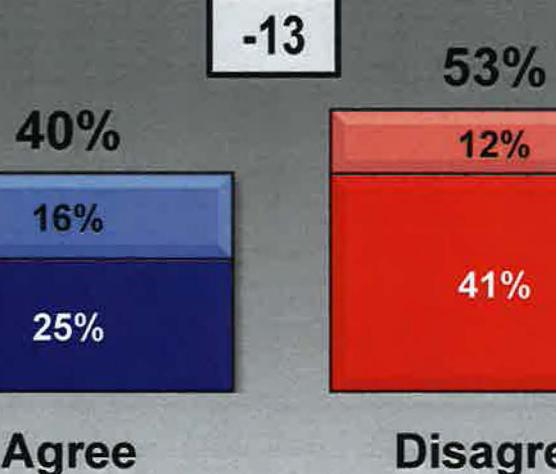
- Congress should not pass a law to protect dreamers. They should lose their work permits and be deported, even if they have lived here most of their lives
- Congress should pass a law as quickly as possible to provide these individuals with a path to citizenship.
- Congress should pass a law allowing dreamers to continue to work and live here, but Congress must also provide funding for enhanced border security, including a wall along the southern border, to prevent additional illegal immigration.

	Deport	Provide Path to Citizenship	Can stay but more security
Republican	15%	27%	48%
Democrat	5%	67%	20%
Independent	10%	48%	35%
Republican Men	15%	26%	51%
Republican Women	15%	28%	45%
Democrat Men	3%	67%	23%
Democrat Women	7%	68%	18%
Independent Men	12%	44%	39%
Independent Women	7%	53%	32%
Trump Voter	16%	24%	50%
Trump Supporter	15%	29%	47%
2018 Competitive State	11%	41%	41%



Republicans drive support for southern border wall funding to be included in negotiations on how to handle Dreamers (73%).

Please tell me if you agree or disagree with the following statement: "In negotiations with Democrat and Republican congressional leaders about how to handle so-called "Dreamers," President Trump should insist on funding for construction of a wall along our southern border to help ensure this problem is resolved.



- Strongly Agree
- Somewhat Agree
- Strongly Disagree
- Somewhat Disagree

	Agree	Disagree
Republican	73%	20%
Democrat	16%	80%
Independent	39%	56%
Republican Men	77%	17%
Republican Women	70%	22%
Democrat Men	22%	74%
Democrat Women	12%	84%
Independent Men	43%	52%
Independent Women	35%	59%
Trump Voter	77%	17%
Trump Supporter	67%	27%
2018 Competitive State	51%	45%





APPENDIX

A Detailed Look at Perceptions and Opinion by Key Demographics



National Tax Reform Survey
September 15-17, 2017

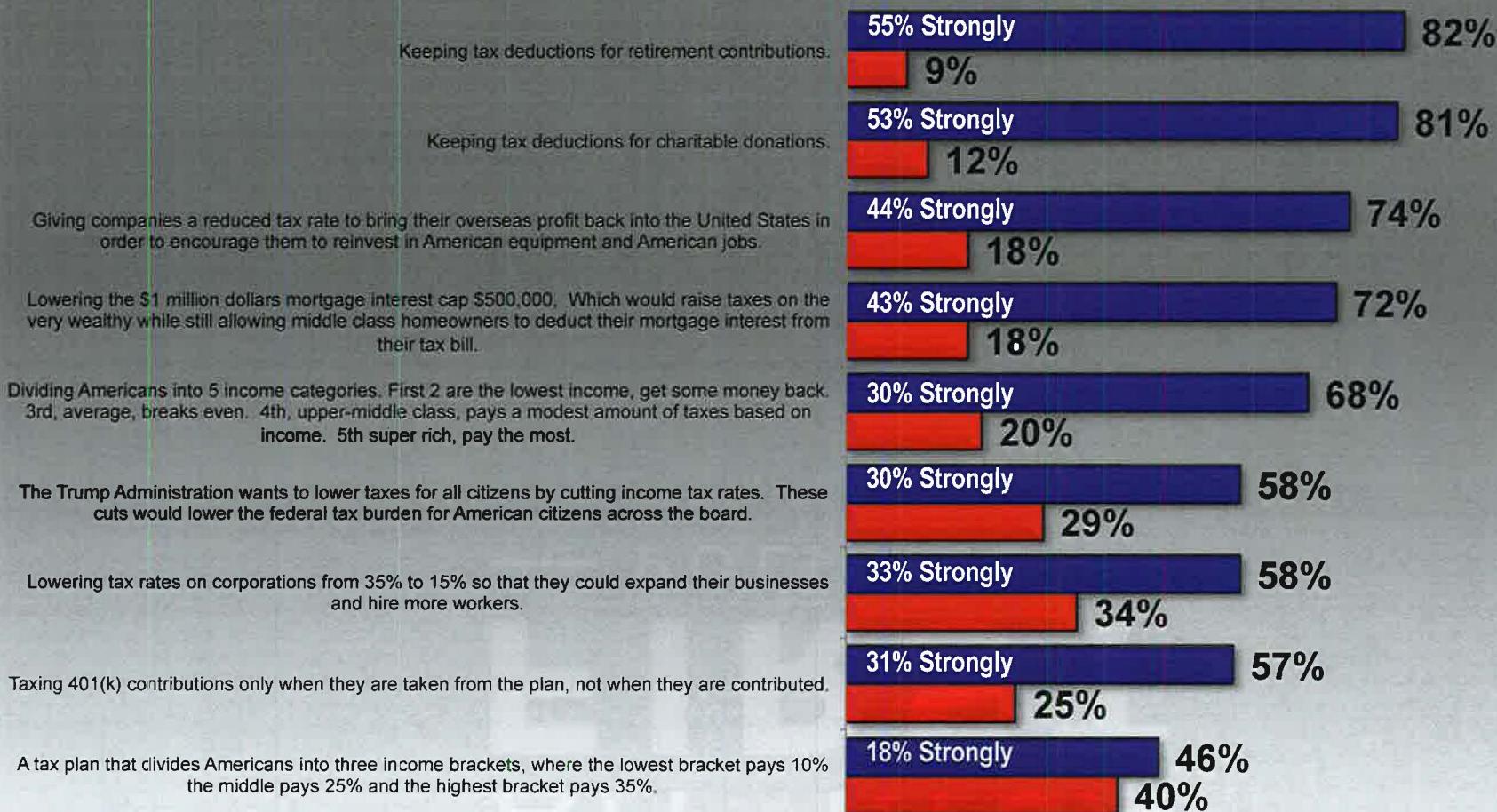


Policy



All Voters: “Keep tax deductions for retirement contributions and charitable donations.”

Do you support or oppose...



■ Support ■ Oppose



National Tax Reform Survey

September 15-17, 2017

Republicans: “Reduce tax rates on companies and corporations, lower income tax rates across the board.”

Do you support or oppose...

Among Republicans

Giving companies a reduced tax rate to bring their overseas profit back into the United States in order to encourage them to reinvest in American equipment and American jobs.

Lowering tax rates on corporations from 35% to 15% so that they could expand their businesses and hire more workers.

The Trump Administration wants to lower taxes for all citizens by cutting income tax rates. These cuts would lower the federal tax burden for American citizens across the board.

Keeping tax deductions for retirement contributions.

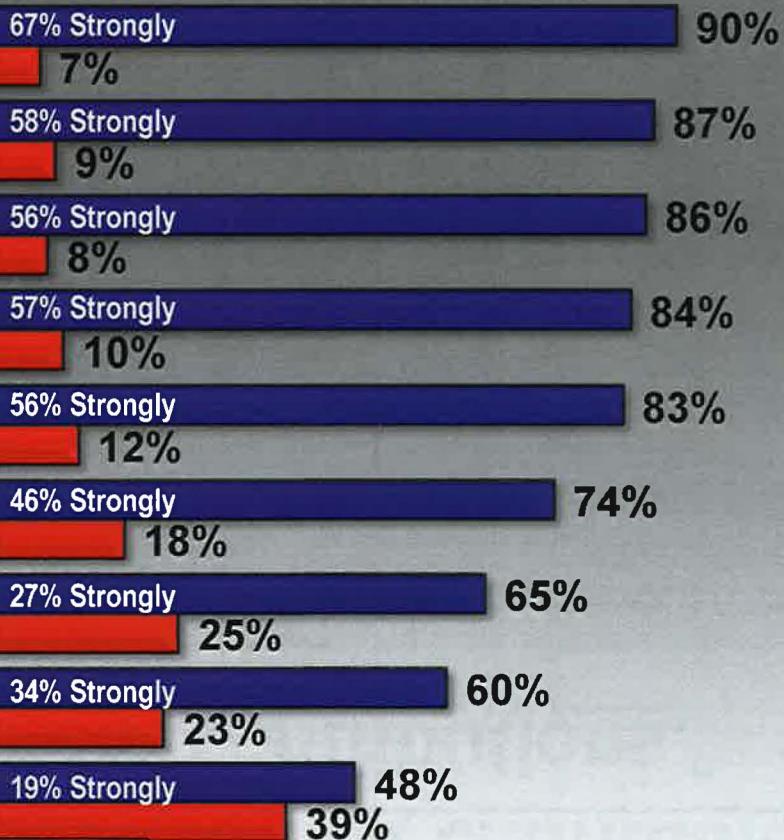
Keeping tax deductions for charitable donations.

Lowering the \$1 million dollars mortgage interest cap \$500,000, Which would raise taxes on the very wealthy while still allowing middle class homeowners to deduct their mortgage interest from their tax bill.

Dividing Americans into 5 income categories. First 2 are the lowest income, get some money back. 3rd, average, breaks even. 4th, upper-middle class, pays a modest amount of taxes based on income. 5th super rich, pay the most.

Taxing 401(k) contributions only when they are taken from the plan, not when they are contributed.

A tax plan that divides Americans into three income brackets, where the lowest bracket pays 10% the middle pays 25% and the highest bracket pays 35%.



■ Support ■ Oppose



National Tax Reform Survey

September 15-17, 2017

All Voters: “Keep tax deductions for charitable donations and retirement contributions.”

Do you support or oppose...

Among Democrats

Keeping tax deductions for charitable donations.

50% Strongly 82%

10%

55% Strongly 81%

8%

Keeping tax deductions for retirement contributions.

36% Strongly 74%

13%

43% Strongly 72%

17%

26% Strongly 62%

26%

30% Strongly 56%

24%

16% Strongly 40%

44%

15% Strongly 37%

52%

12% Strongly 34%

49%

■ Support ■ Oppose



National Tax Reform Survey

September 15-17, 2017

Independents: “Keep tax deductions for retirement contributions and charitable donations.”

Do you support or oppose...

Among Independents



■ Support ■ Oppose



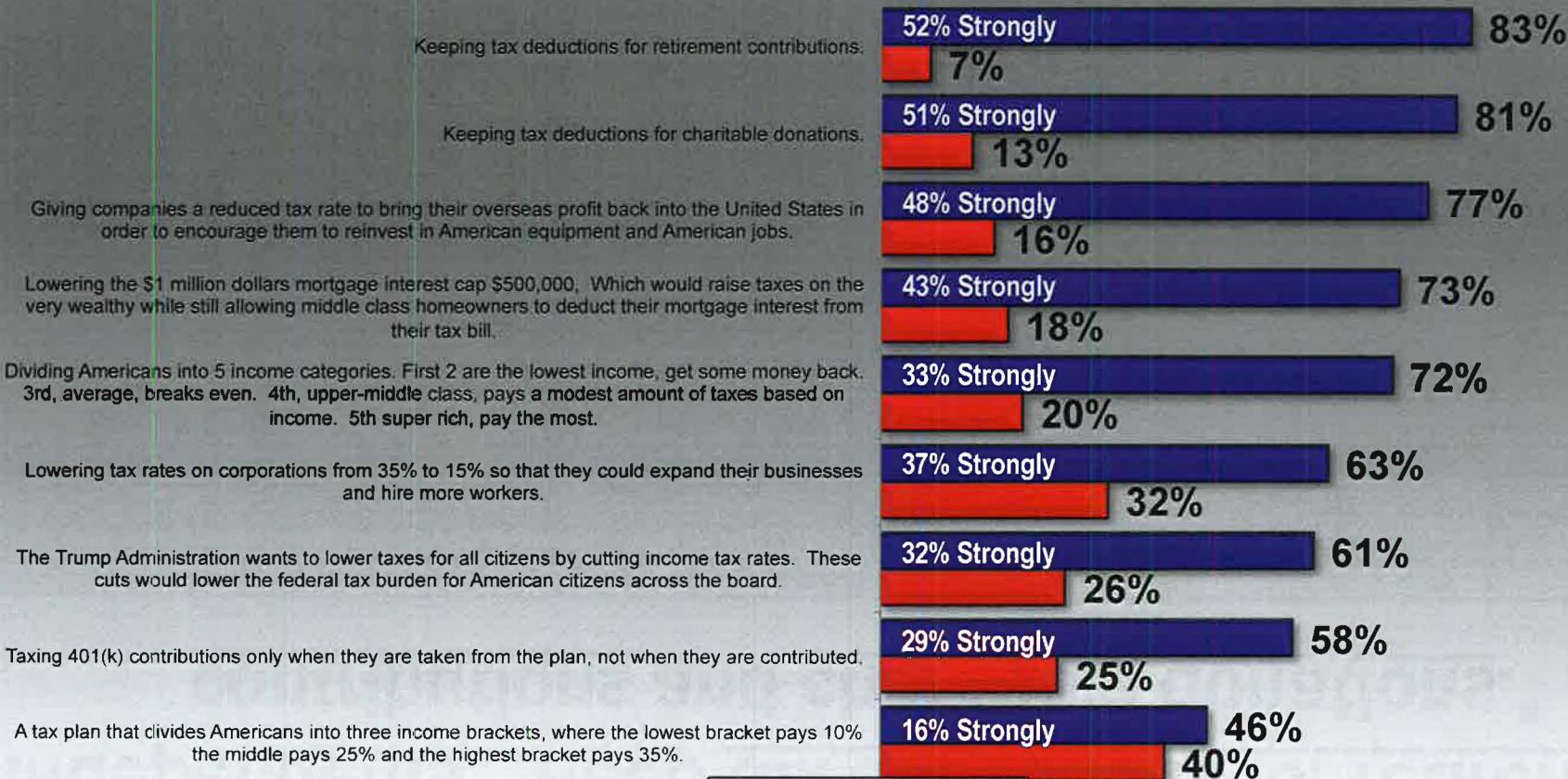
National Tax Reform Survey

September 15-17, 2017

Competitive 2018 Senate States: “Keep tax deductions for retirement contributions and charitable donations.”

Do you support or oppose...

In states with competitive Senate races in 2018



■ Support ■ Oppose



National Tax Reform Survey

September 15-17, 2017



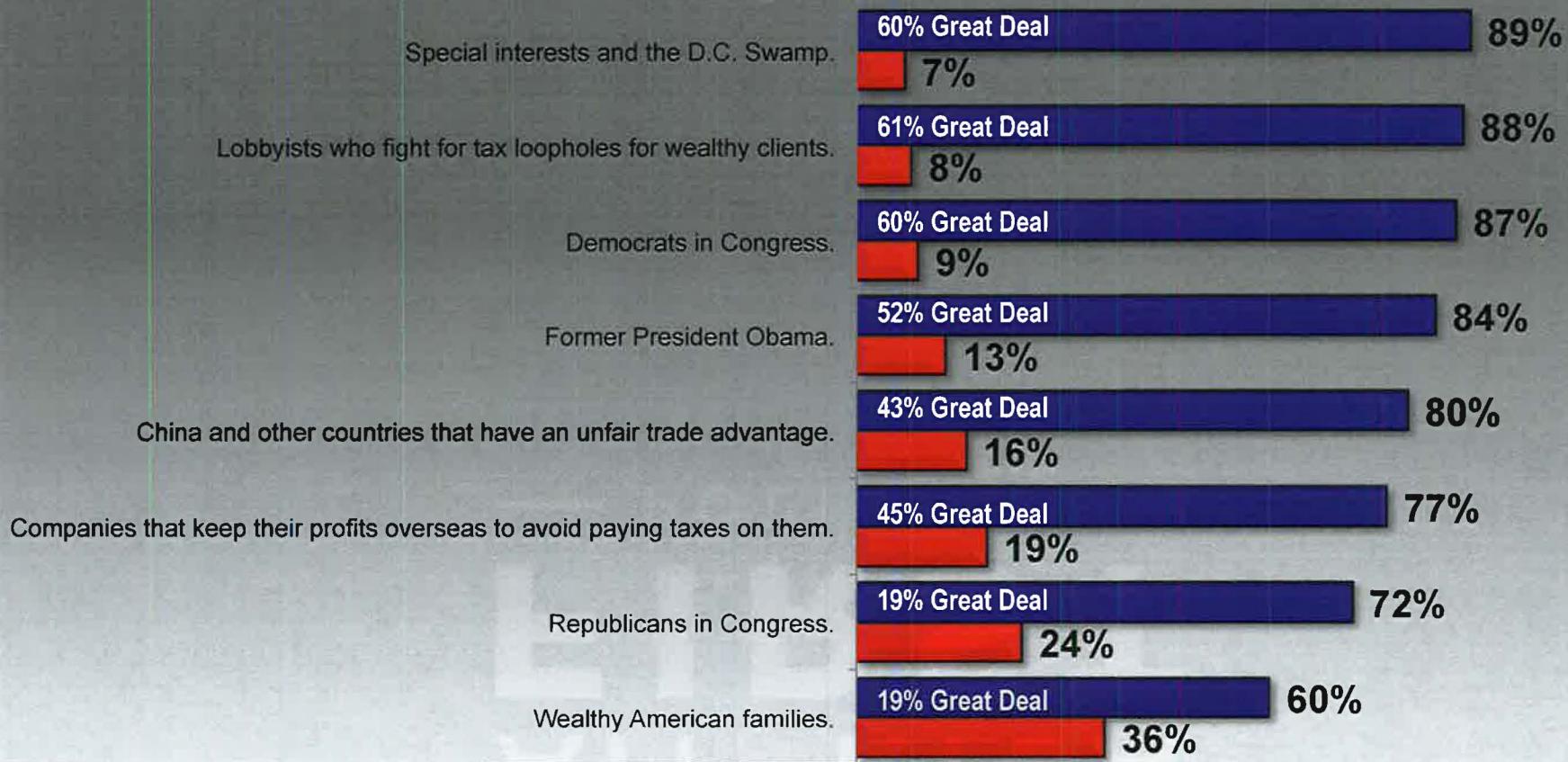
Dissatisfaction



Republicans: “Special interests and the D.C. Swamp, and lobbyists who fight for loopholes for the wealthy are to blame.”

When it comes to our current tax system, there is wide agreement that our system can be improved, but there are many opinions on who is primarily to blame for the problems with our current tax system. Please (tell me / indicate) how much blame that entity deserves for our current tax system –

Among Republicans



■ A Great Deal/ Some ■ Not too Much/ None At All



Democrats: “Lobbyists who fight for loopholes are to blame.”

When it comes to our current tax system, there is wide agreement that our system can be improved, but there are many opinions on who is primarily to blame for the problems with our current tax system. Please (tell me / indicate) how much blame that entity deserves for our current tax system –

Among Democrats



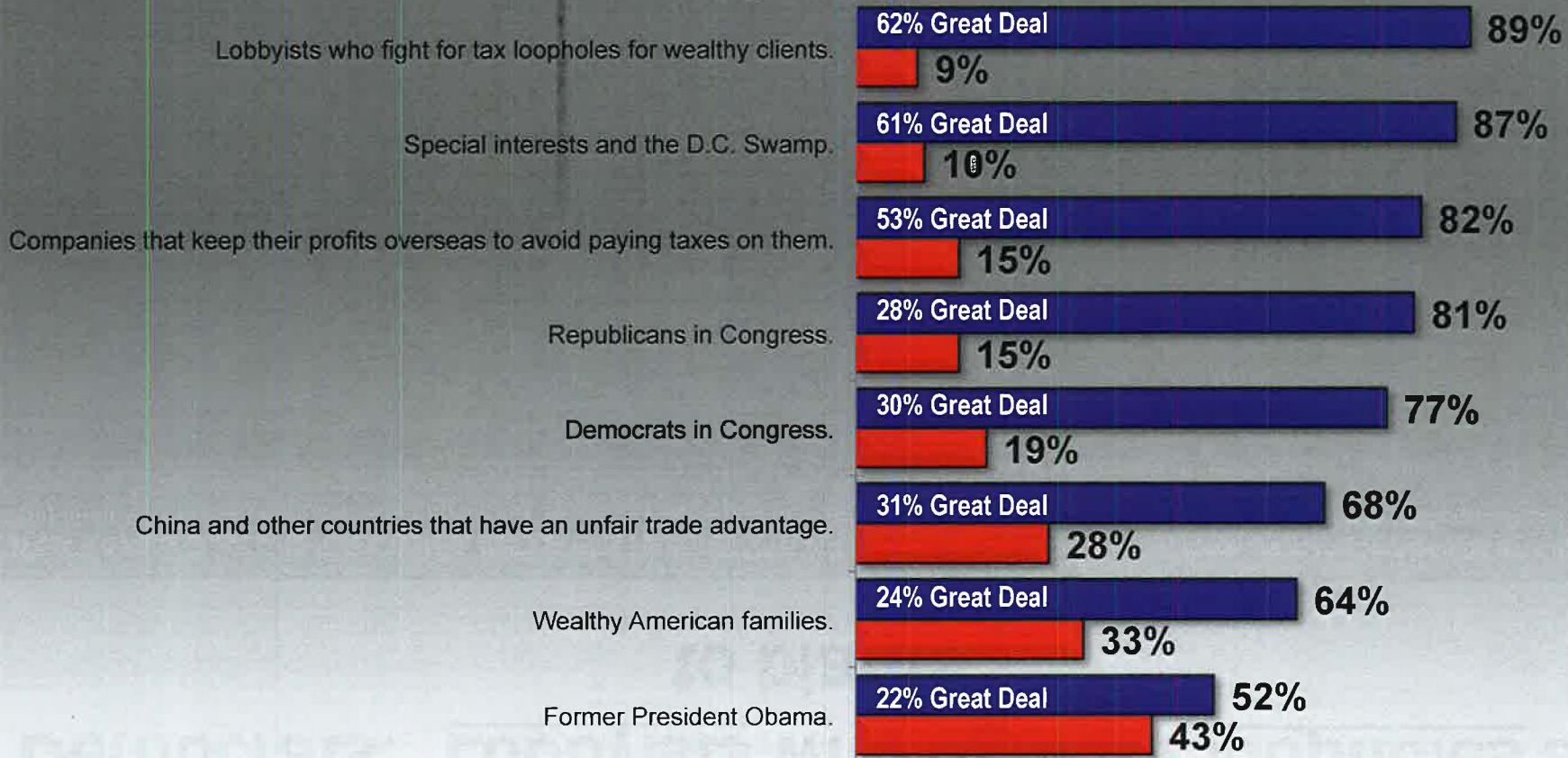
■ A Great Deal/ Some ■ Not too Much/ None At All



Independents: “Lobbyists who fight for loopholes for the wealthy, and special interests and the D.C. Swamp are to blame.”

When it comes to our current tax system, there is wide agreement that our system can be improved, but there are many opinions on who is primarily to blame for the problems with our current tax system. Please (tell me / indicate) how much blame that entity deserves for our current tax system –

Among Independents



■ A Great Deal/ Some ■ Not too Much/ None At All



Competitive 2018 Senate States: “Lobbyists who fight for loopholes for the wealthy, and special interests and the D.C. Swamp are to blame.”

When it comes to our current tax system, there is wide agreement that our system can be improved, but there are many opinions on who is primarily to blame for the problems with our current tax system. Please (tell me / indicate) how much blame that entity deserves for our current tax system –

In states with competitive Senate races in 2018





Messages



All Voters: “Stand with American workers and the Middle Class, not special interests; streamline the tax code.”

Please (tell me/indicate) whether you agree or disagree with the following statements...

When it comes to tax reform, the choice is simple: We should stand with American workers and middle class families and not the special interests and the DC lobbyists.



It's time we took our country back by creating a tax code that's fair, simple and streamlined to support American jobs, American workers and ordinary middle class American families.



When it comes to tax reform, the choice is simple: We should stand with American workers and middle class families and not the special interests who ship our jobs, factories and profits to countries like China.



For thirty-years, DC lobbyists have rigged our tax code to benefit their special interest friends hurting American workers, American businesses and American families.



Ordinary Americans know better than Washington how to spend their own money.



The special interests have rigged our tax code to benefit their special interest friends, while shipping American jobs and American factories overseas to places like China.



Our current tax system is rigged against middle class families in favor of the wealthy and the elite.



Our current tax system is rigged against the middle class and it favors the elite and the wealthy. If President Trump un-rigs the system and makes it more fair for everyone, he would have my support.



America's high tax rates punish companies for doing business in America and encourages them to move to other countries.



Democrats are looking to obstruct tax cuts and tax reform, just like they obstructed so many other things, including administration appointments and healthcare.



■ Agree ■ Disagree



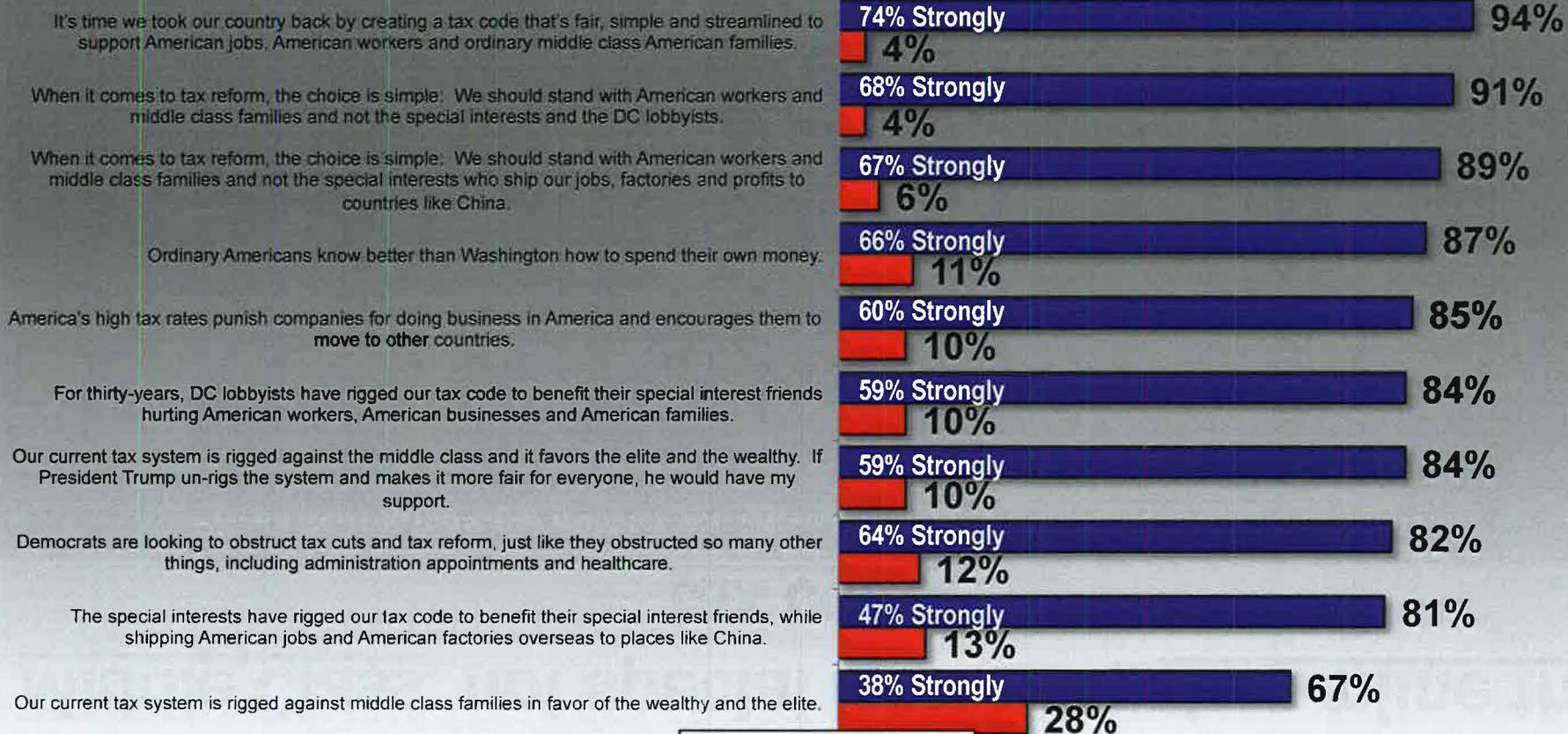
National Tax Reform Survey

September 15-17, 2017

Republicans: “Fair, simple, streamlined tax code; Stand with American workers and the Middle Class.”

Please (tell me/indicate) whether you agree or disagree with the following statements...

Among Republicans



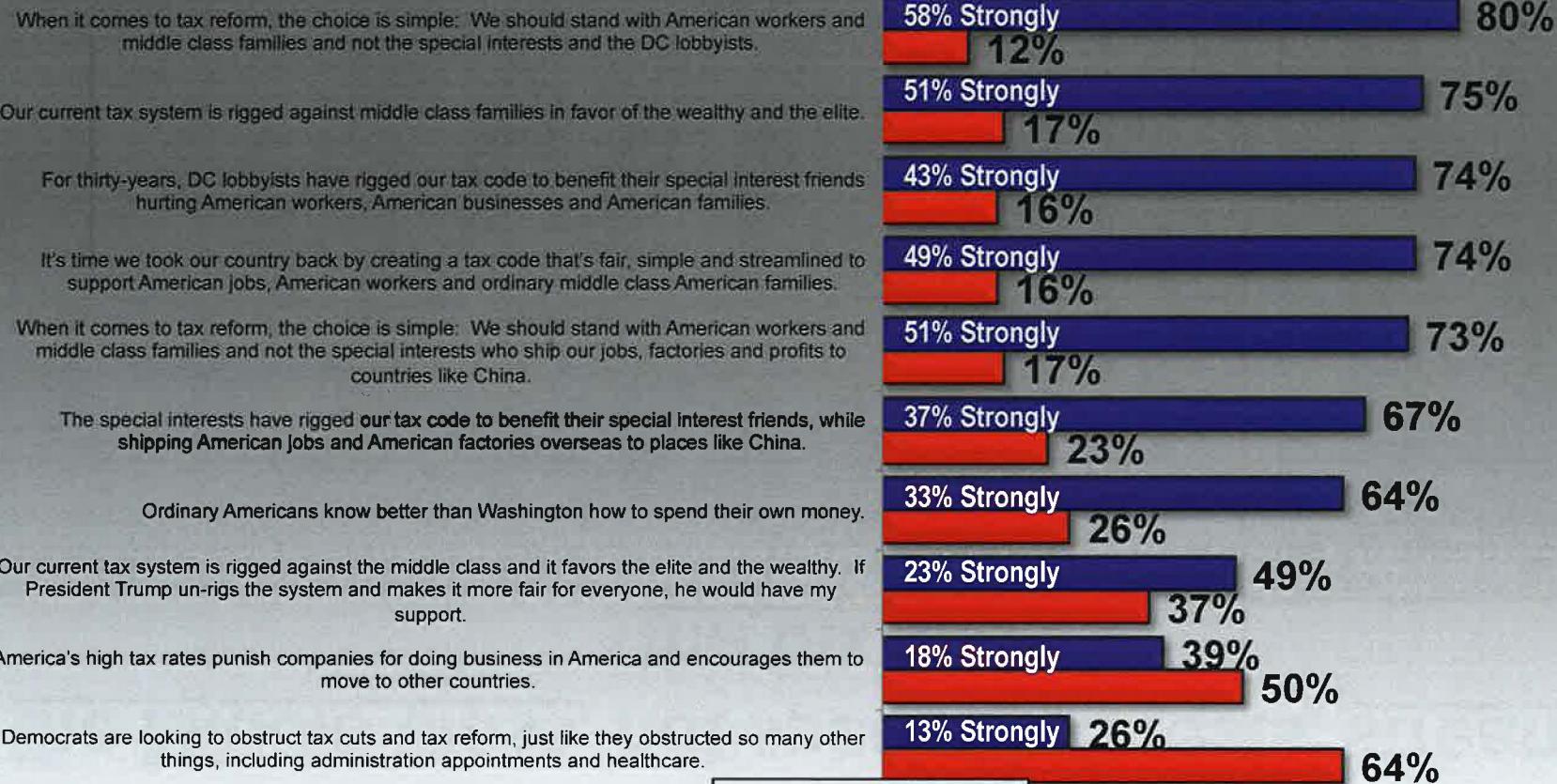
■ Agree ■ Disagree



Democrats: “Stand with American workers and the Middle Class, not special interests; our current tax system is rigged to favor the wealthy.”

Please (tell me/indicate) whether you agree or disagree with the following statements...

Among Democrats



■ Agree ■ Disagree



Independents: “Stand with American workers and the Middle Class, not special interests; streamline the tax code.”

Please (tell me/indicate) whether you agree or disagree with the following statements...

Among Independents

When it comes to tax reform, the choice is simple: We should stand with American workers and middle class families and not the special interests and the DC lobbyists.

It's time we took our country back by creating a tax code that's fair, simple and streamlined to support American jobs, American workers and ordinary middle class American families.

When it comes to tax reform, the choice is simple: We should stand with American workers and middle class families and not the special interests who ship our jobs, factories and profits to countries like China.

Our current tax system is rigged against middle class families in favor of the wealthy and the elite.

For thirty-years, DC lobbyists have rigged our tax code to benefit their special interest friends hurting American workers, American businesses and American families.

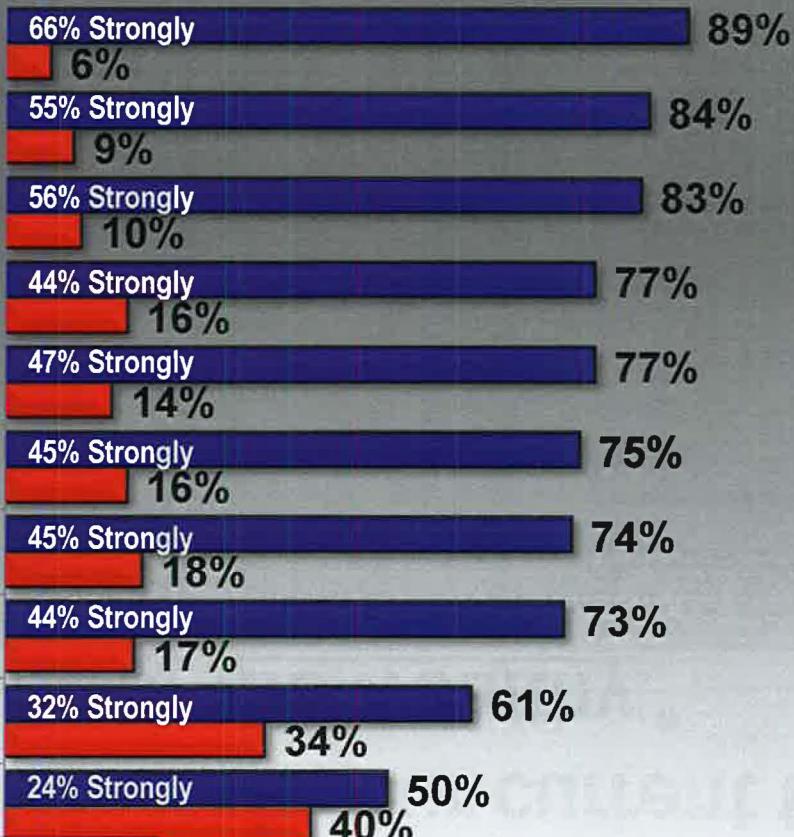
The special interests have rigged our tax code to benefit their special interest friends, while shipping American jobs and American factories overseas to places like China.

Ordinary Americans know better than Washington how to spend their own money.

Our current tax system is rigged against the middle class and it favors the elite and the wealthy. If President Trump un-rigs the system and makes it more fair for everyone, he would have my support.

America's high tax rates punish companies for doing business in America and encourages them to move to other countries.

Democrats are looking to obstruct tax cuts and tax reform, just like they obstructed so many other things, including administration appointments and healthcare.



■ Agree ■ Disagree



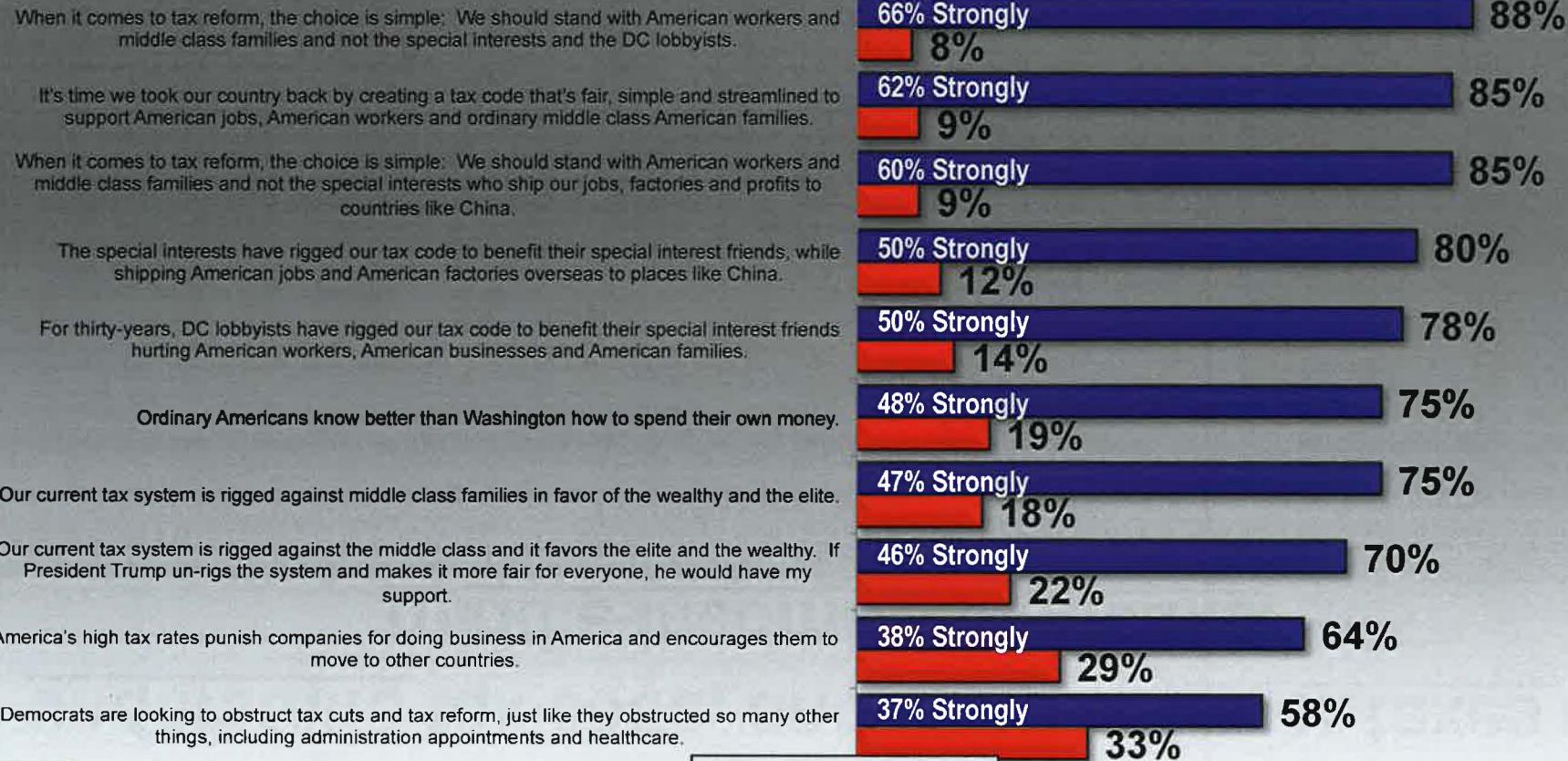
National Tax Reform Survey

September 15-17, 2017

Competitive 2018 Senate States: “Stand with American workers and the Middle Class, not special interests; streamline the tax code.”

Please (tell me/indicate) whether you agree or disagree with the following statements...

In states with competitive Senate races in 2018



■ Agree ■ Disagree



National Tax Reform Survey

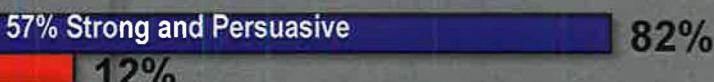
September 15-17, 2017

All Voters: “We need simple, fair, easy to understand tax code, and need to lower taxes on middle-income Americans.”

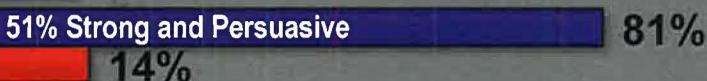
How strong and persuasive are each of the following statements in terms of supporting tax reform.

Would you say they are very strong and persuasive, somewhat strong and persuasive, not very strong or persuasive, not strong or persuasive at all

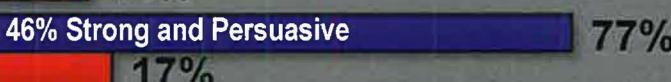
We need a tax code that is simple, fair, and easy to understand. That means getting rid of the loopholes and complexity that primarily benefit the wealthiest Americans and special interests.



We must lower taxes for middle-income Americans so they can keep more of their hard-earned paychecks, and they can buy products ideally made in this country.



We need a competitive tax code that creates more jobs and higher wages for Americans.



If we want to renew our prosperity, restore our opportunity, and reestablish our economic dominance, we need tax reform that is pro-growth, pro-jobs, pro-worker, pro-family, and, pro-American.



Tax reform will be part of a new economic model called The American Model. Under this system, we will encourage companies to hire and grow in America, to raise wages for American workers, and to help rebuild our American cities and communities.



Under the American model, we're reducing the burdens on our businesses - as long as they do business in our country. We want our companies to hire and grow in America, to raise wages for American workers, and to help rebuild our American cities and towns.



By encouraging companies to bring back their profits that they keep overseas, we can return trillions and trillions of dollars to our economy and spur billions of dollars in new investments in our struggling communities and throughout our nation.



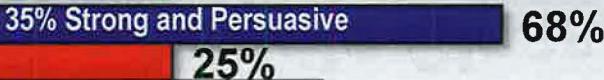
It's time to give American workers the pay raise that they've been looking for, for many years.



We cannot restore our wealth if we continue to put our businesses at a disadvantage compared to other countries. We must reduce the tax rate on US businesses so they keep jobs in America, create jobs in America, and compete for workers here in America.



If we want to renew our prosperity, and to restore opportunity, then we must reduce the tax burden on American companies and on American workers.



■ Total Persuasive ■ Total Not Persuasive



National Tax Reform Survey

September 15-17, 2017

All Voters: “We need pro-American tax reform to renew our prosperity, and need simple, fair, easy to understand tax code.”

How strong and persuasive are each of the following statements in terms of supporting tax reform.

Among Republicans

If we want to renew our prosperity, restore our opportunity, and reestablish our economic dominance, we need tax reform that is pro-growth, pro-jobs, pro-worker, pro-family, and pro-American.

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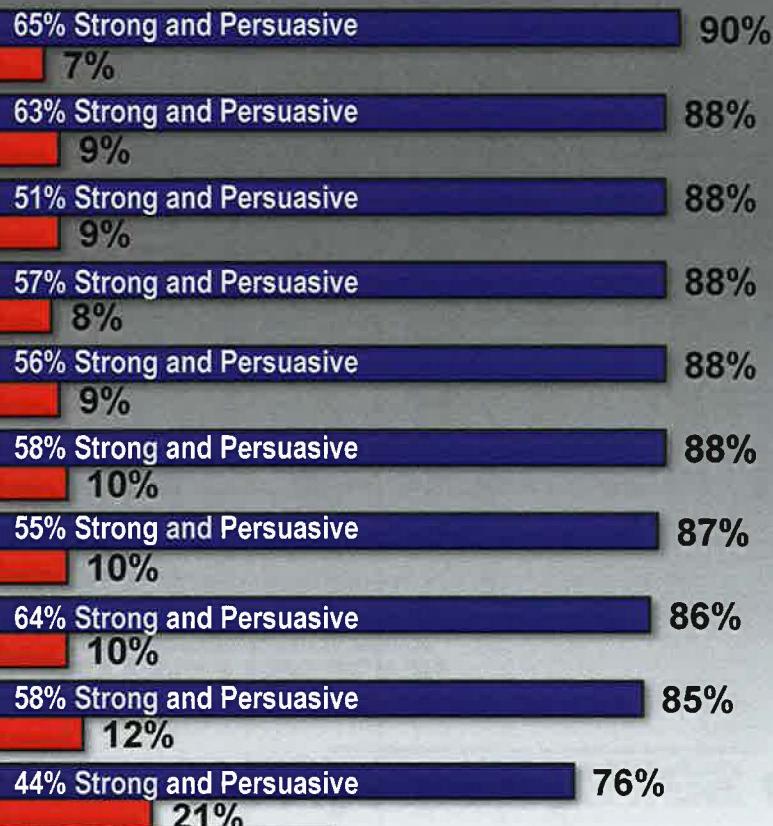
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We must lower taxes for middle-income Americans so they can keep more of their hard-earned paychecks, and they can buy products ideally made in this country.

We need a competitive tax code that creates more jobs and higher wages for Americans.

It's time to give American workers the pay raise that they've been looking for, for many years.



■ Total Persuasive ■ Total Not Persuasive



National Tax Reform Survey

September 15-17, 2017

Democrats: “We need simple, fair, easy to understand tax code, and need to lower taxes on middle-income Americans.”

How strong and persuasive are each of the following statements in terms of supporting tax reform.

Among Democrats

We need a tax code that is simple, fair, and easy to understand. That means getting rid of the loopholes and complexity that primarily benefit the wealthiest Americans and special interests.



We must lower taxes for middle-income Americans so they can keep more of their hard-earned paychecks, and they can buy products ideally made in this country.



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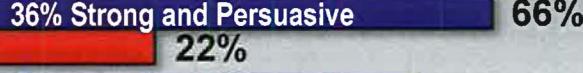
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If we want to renew our prosperity, and to restore opportunity, then we must reduce the tax burden on American companies and on American workers.



■ Total Persuasive ■ Total Not Persuasive



National Tax Reform Survey

September 15-17, 2017

Independents: “We need simple, fair, easy to understand tax code, and need to lower taxes on middle-income Americans.”

How strong and persuasive are each of the following statements in terms of supporting tax reform.

Among Independents

We need a tax code that is simple, fair, and easy to understand. That means getting rid of the loopholes and complexity that primarily benefit the wealthiest Americans and special interests.



We must lower taxes for middle-income Americans so they can keep more of their hard-earned paychecks, and they can buy products ideally made in this country.



We need a competitive tax code that creates more jobs and higher wages for Americans.



If we want to renew our prosperity, restore our opportunity, and reestablish our economic dominance, we need tax reform that is pro-growth, pro-jobs, pro-worker, pro-family, and, pro-American.



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■ Total Persuasive ■ Total Not Persuasive



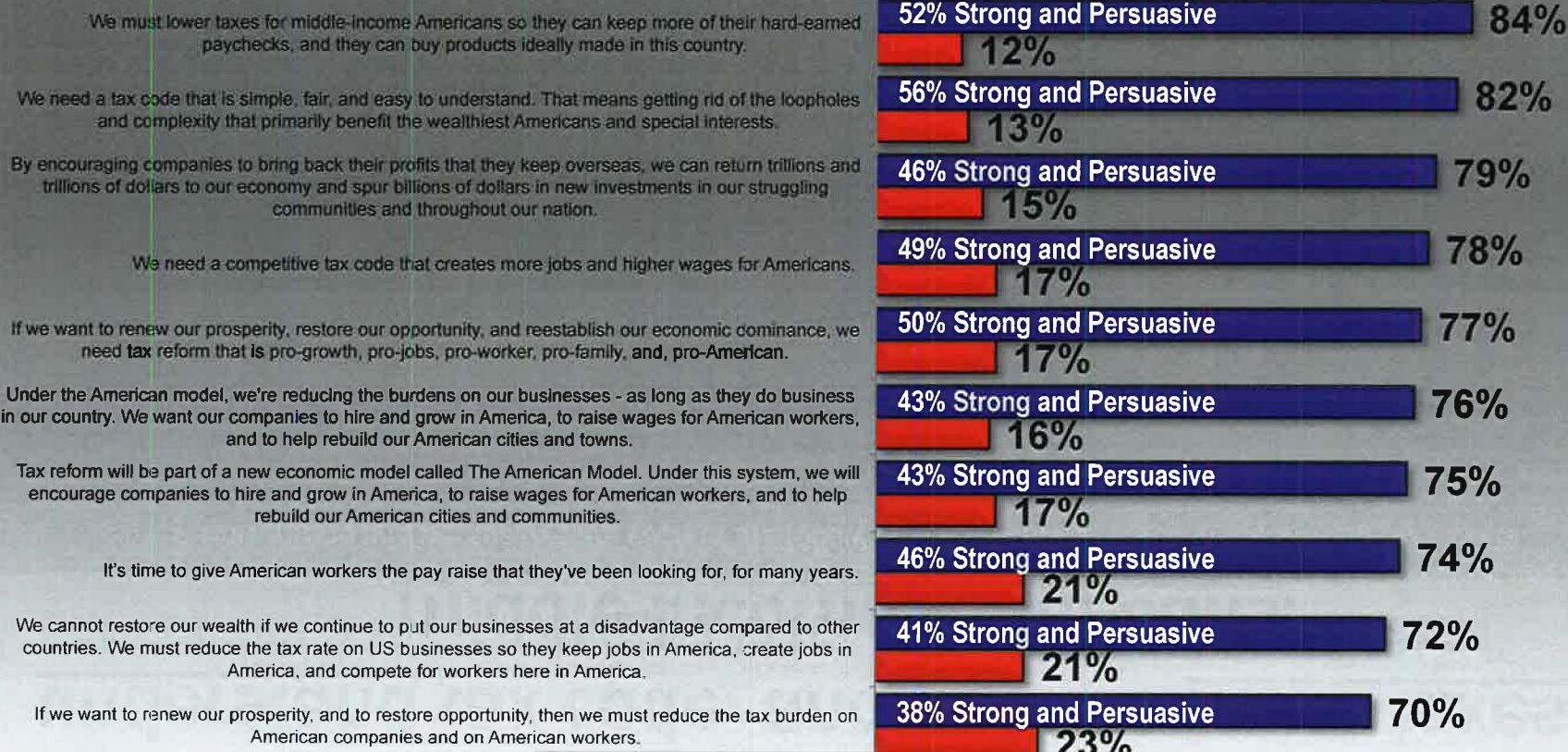
National Tax Reform Survey

September 15-17, 2017

Competitive 2018 Senate States: “We need to lower taxes on middle-income Americans, and need simple, fair, easy to understand tax code.”

How strong and persuasive are each of the following statements in terms of supporting tax reform.

In states with competitive Senate races in 2018



■ Total Persuasive ■ Total Not Persuasive



National Tax Reform Survey

September 15-17, 2017

TOPIC: POTUS TAX REFORM 2
 DATE: September 29, 2017

EXECUTIVE INSIGHTS

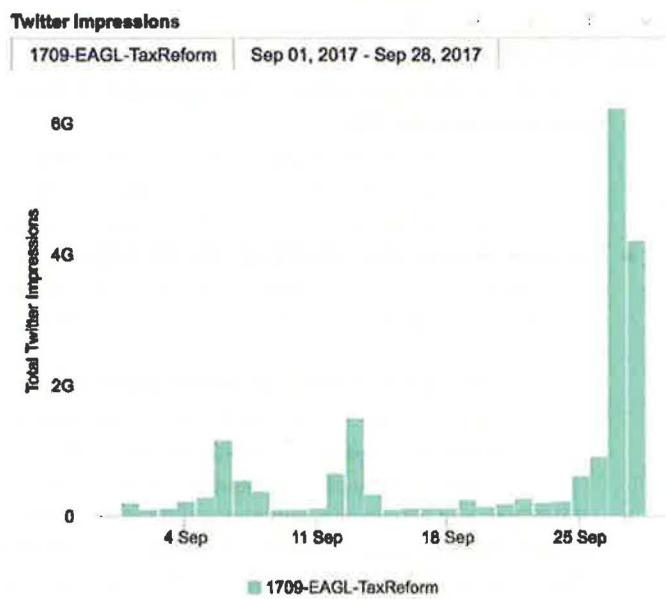
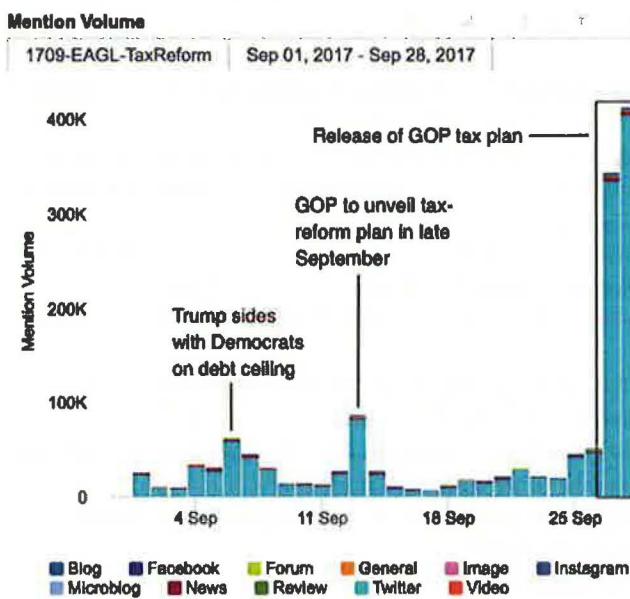
- 79% of the total conversation in this measurement period was generated after the President released the GOP Tax Reform plan on September 27th.
 - The topic produced approximately 25K mentions per day in the first nine day period (9/11-9/19). This increased to approximately 29K mentions per day leading up to the day of the President's announcement. The topic has averaged approximately 381K mentions per day since the announcement.
- Positive sentiment has decreased 13% and Negative sentiment has increased 7% since the last POTUS Tax Reform Segment sent on September 21. The focus from Left and Left-Center publications shifted from Positive coverage of bipartisan cooperation to focusing Negatively on how the GOP Tax Reform Plan will offer more benefit to the wealthy than the middle class.
 - 22% of the conversation volume stated that the Tax Reform plan benefits the wealthy and will result in the "rich getting richer." Less than 1% of conversation volume described the plan as a "middle class miracle."
 - While the President explicitly stated that the plan does not benefit him personally, 4% of the conversation questioned the legitimacy of that statement because his personal tax returns have not been made public.
- Politicians and Influencers also discussed the elimination of estate tax, mentioning how such activity would only benefit wealthy families. These mentions made up 6% of the total Negative conversation.
- Democrats and Independents voiced unfavorable opinions of the proposed GOP Tax Plan.
 - Nancy Pelosi issued several tweets highlighting her stance, which generated 7.9K retweets and 18.65M Impressions. The @GOP twitter handle issued this tweet in response to her Negative statements.
 - Senator Bernie Sanders also issued tweets declaring disapproval, which were picked up by large media outlets such as The Hill, increasing his reach by 23%.

SUMMARY

- Content Volume:** 966,405 filtered mentions across all channels between September 20 - 28, 2017 related to progress on POTUS' Tax Reform agenda.
- Contribution Channels:** 929,846 Tweets, 17,015 Digital News mentions, 12,944 Forum and Blog posts, 3,987 Facebook posts.
- Sentiment by Mention Volume:** 33% Positive, 14% Neutral, 53% Negative.
- Top @Mention Count from Twitter:** @POTUS and @realdonaldtrump were mentioned in 222K Tweets
- earning 1.18B impressions. @sensanders was mentioned in 32K Tweets earning 39.36M impressions.
- Community Demographics from Twitter:** 47% Female, 53% Male participation from gender identifiable Twitter handles.
- Impressions & Authors Contribution from Twitter:** 13.07B Total Impressions from 292K unique Twitter profiles.

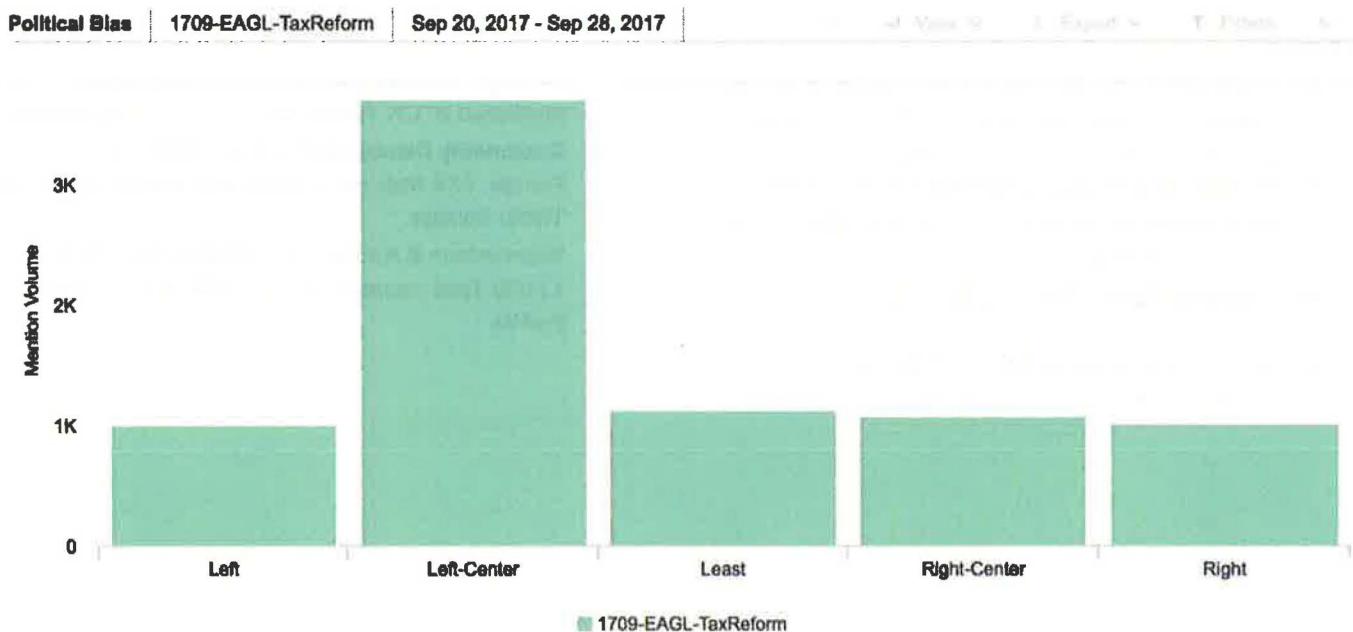
9-DAY TOPIC MOMENTUM

Hourly topic momentum between September 20 - 28, 2017. Left chart is Mention Volume broken down by Channel. Right chart is Twitter Impression Volume.



POLITICAL BIAS

Mention volume broken down by political bias of the source.



WHITE HOUSE CONTRIBUTION*Top Content from the White House.*

- [President Donald J. Trump Puts Americans First in Tax Relief - The White House - 9/27/17](#)
 - **Outbound Virality:** Facebook: 16.7K Interactions; Twitter: 3.3K Tweets; LinkedIn: 6 Shares
- [Donald J. Trump @realDonaldTrump 27th Sep](#) It is time to take care of OUR people, to rebuild OUR NATION, and to fight for OUR GREAT AMERICAN WORKERS! [#TaxReform #USA](#)  [pic.twitter.com/LsZvHg3got](#) Retweets: 13K Replies: 7.1K Impressions: 107.11M
- [Donald J. Trump @realDonaldTrump 27th Sep](#) This is the right TAX CUT @ the RIGHT TIME. We will ALL succeed & grow TOGETHER – as one team, one people, & one American family. [#TaxReform](#) [pic.twitter.com/rlLWANJiQ](#) Retweets: 12K Replies: 5.2K Impressions: 93.46M
- [Donald J. Trump @realDonaldTrump 27th Sep](#) Just arrived in Indianapolis, Indiana to make an announcement on [#TaxReform!](#) Together, we are going to MAKE AMERICA GREAT AGAIN! [pic.twitter.com/Dy9UwhkWHL](#) Retweets: 9.6K Replies: 5.6K Impressions: 91.55M
- [Vice President Pence @VP 23rd Sep](#) WATCH [@POTUS](#) weekly address where he discusses pursuing tax cuts and reform that create jobs in America, for American workers. [twitter.com/whitehouse/sta...](#) Retweets: 1.5K Replies: 931 Impressions: 23.69M
- [The White House @WhiteHouse 27th Sep](#) Four principles for tax reform that will guide the process ↓ [pic.twitter.com/X3crjhTnz](#) Retweets: 955 Replies: 176 Impressions: 23.39M
- [Vice President Pence @VP 22nd Sep](#) Under [@POTUS](#), we're going to put more money in U.S. people's pockets. POTUS will sign a tax cut to once again put US workers & US economy 1st [pic.twitter.com/19iyd1loSH](#) Retweets: 1.7K Replies: 848 Impressions: 7.41M
- [Steven Mnuchin @stevenmnuchin1 27th Sep](#) Great speech by [@realDonaldTrump @POTUS](#) on much needed [#TaxReform](#). It is time for a tax code that promotes econ growth for all Americans.  [pic.twitter.com/LOMA29asBQ](#) Retweets: 708 Replies: 538 Impressions: 7.52M

POLITICIAN CONTRIBUTION*Selected content from Republicans and Democrats.***REPUBLICANS**

- [Paul Ryan @SpeakerRyan 27th Sep](#) Today, we move one step closer to fixing our broken tax code so it puts Americans first. Read the full framework → [spkryan.us/2fyPmCh](#) Retweets: 332 Replies: 465 Impressions: 5.53M
- [Paul Ryan @SpeakerRyan 27th Sep](#) Tax reform affects every single American. It's the most important thing we can do to restore confidence and prosperity for the middle class. [pic.twitter.com/y3RuAzsoaV](#) Retweets: 260 Replies: 386 Impressions: 4.10M
- [Mike Lee @SenMikeLee 27th Sep](#) In order for tax reform to succeed, American families need to be first in line for relief: [lee.senate.gov/public/index.c...](#) [@marcorubio](#) Retweets: 163 Replies: 36 Impressions: 3.79M
- [Paul Ryan @SpeakerRyan 26th Sep](#) The House, Senate & [@WhiteHouse](#) are united around a concrete framework for [#TaxReform](#). There's no doubt about it: the moment is here. [pic.twitter.com/mH103gCeDz](#) Retweets: 200 Replies: 689 Impressions: 3.66M
- [Rep. Vicky Hartzler @RepHartzler 21st Sep](#) We need a fair, simple and competitive tax code. That's why [#taxreform](#) is crucial. Let's unleash American innovation [fairandsimple.gop/?utm_source=Re...](#) [pic.twitter.com/bF74GwU9lw](#) Retweets: 51 Replies: 74 Impressions: 2.92M

DEMOCRATS

- [Ted Lieu @tedlieu 26th Sep](#) If you believe in the Easter Bunny, then you can believe in the [@realDonaldTrump](#) tax plan. The rest of us will rely on math. [https://twitter.com/damianpaletta/status...](#) Retweets: 4.6K Replies: 222 Impressions: 15.67M
- [Bernie Sanders @SenSanders 25th Sep](#) Republicans say they're worried about the deficit. But they'll support a tax plan with \$269B in breaks for the top 0.2%. [#HealthCareDebate](#) Retweets: 4.5K Replies: 346 Impressions: 13.69M
- [Bernie Sanders @SenSanders 27th Sep](#) At a time of massive wealth and income inequality, Trump's tax plan is morally repugnant and bad economic policy. Retweets: 5.6K Replies: 925 Impressions: 11.34M
- [Elizabeth Warren @SenWarren 27th Sep](#) And the GOP tax plan will explode the deficit, which will lead the GOP to say we need to gut Medicaid, Medicare, infrastructure & education. Retweets: 5.3K Replies: 573 Impressions: 8.27M

- **Bill Pascrell, Jr. @BillPascrell** 27th Sep A hedge fund manager making \$10 million is taxed at a lower rate than a teacher or a doctor. Outrageous. Statement on @GOP #TaxReform plan: <pic.twitter.com/DYwnnETelG> Retweets: 3.0K Replies: 28 Impressions: 6.17M

MEDIA CONTRIBUTION

Web and Twitter mentions of key news sites, including User Comments and Outbound Virality (shares of pages to Facebook, Twitter and LinkedIn).

POSITIVE

- **Donald Trump Unveils 'Middle Class Miracle' Tax Plan for America - Breitbart - 9/27/17**
 - **Outbound Virality:** Facebook: 12K Interactions; Twitter: 806 Tweets; LinkedIn: 2 Shares
 - The president traveled to Indiana for his speech, noting that under Governor Mike Pence the state made impressive economic gains as a result of lower taxes and regulations. [...] Trump described the current tax code as a "self-inflicted economic wound," and urged Americans to support his plan. He promised to simplify the tax code to make the economy more competitive with the world, bringing more jobs back to the United States. "It is time to take care of our people, to rebuild our nation, and to fight for our American workers," Trump said.
- **McCain committed to 'bipartisan approach' on tax reform - The Hill - 9/26/17**
 - **Outbound Virality:** Facebook: 6.4K Interactions; Twitter: 793 Tweets; LinkedIn: 2 Shares
 - "We need to do it in a bipartisan fashion," McCain said[.] [...] Now, as many Republicans turn their sights to tax reform, GOP leaders are hoping to use the same fast-track process they tried to use on health care. That procedure requires only 51 votes in the Senate, as opposed to a filibuster-proof 60, allowing Republicans the opportunity to pass tax legislation without any Democratic support.
- **Republicans Outline Biggest Tax Code Overhaul In A Generation - NPR - 9/27/17**
 - **Outbound Virality:** Facebook: 3.1K Interactions; Twitter: 666 Tweets; LinkedIn: 56 Shares
 - They're proposing deep cuts in both individual and corporate tax rates, saying that will help supercharge a slow-growing economy. "We want tax reform that is pro-growth, pro-jobs, pro-worker, pro-family, and yes, tax reform that is pro-American," Trump said Wednesday during a rally at the Indiana State Fairgrounds. [...] "Today we are taking the next step to liberate Americans from our broken tax code," said House Speaker Paul Ryan, R-Wis. "This unified framework delivers a new tax code that is simple, that is fair, that is pro-growth and pro-family."
- **Trump sells tax plan as 'once-in-a-generation' opportunity - CNN Politics - 9/28/17**
 - **Outbound Virality:** Facebook: 1.9K Interactions; Twitter: 415 Tweets; LinkedIn: 33 Shares
 - Beyond slashing the corporate tax rate to "no higher than 20%," Trump's proposal also offers write-offs for companies that move their manufacturing plants to the US and would incentivize the repatriation of "trillions" of dollars in US companies' profits stashed in tax havens overseas. "Our framework will stop punishing companies for keeping their headquarters in the United States. We're punishing companies under our codes for being in the United States," Trump said. "When our companies move to other countries it's our loyal American workers who get hurt."
 - *Related: [Trump promises 'revolutionary change' to tax code](#) - USA Today*
- **Fox News @FoxNews** 26th Sep @POTUS on tax reform: "It's time for both parties to come together and do what is right for the American people." <pic.twitter.com/UnnhJVAm4k> Retweets: 524 Replies: 214 Impressions: 19.37M

NEUTRAL

- **Republicans agree to raise bottom tax rate, double standard deduction - Axios - 9/26/17**
 - **Outbound Virality:** Facebook: 15K Interactions; Twitter: 11K Tweets; LinkedIn: 65 Shares
 - Republicans plan to collapse the number of brackets from seven to three. The standard deduction would almost double to \$12,000 for a single filer and \$24,000 for married couples, meaning Trump can accurately argue that many more low income earners would pay no tax under his plan. As we previously reported, the top tax bracket would fall from 39.6% to 35%.
 - *Related: [Trump says tax plan to nearly double standard deduction](#) - The Hill; [Republicans unveil tax plan, call for doubling deduction and cutting rates](#) - Fox News*
- **GOP Plan Would Cut Corporate and Individual Taxes, Repeal Estate Tax - NBC News - 9/27/17**
 - **Outbound Virality:** Facebook: 20K Interactions; Twitter: 435 Tweets; LinkedIn: 3 Shares
 - "The main challenge for lawmakers will be finding ways to offset the fiscal cost of the tax cuts that have been proposed," said Scott Greenberg, senior analyst with the Center for Federal Tax Policy at the Tax Foundation.

"Lawmakers will have to be bold and creative in identifying tax preferences to be eliminated, in order to make the math work. Today's proposal hints at some of the avenues that lawmakers will pursue to pay for their desired tax reductions; these include eliminating business tax credits, repealing individual itemized deductions and limiting business interest deductions."

- [**Trump Proposes the Most Sweeping Tax Overhaul in Decades - New York Times - 9/27/17**](#)
 - **Outbound Virality:** Facebook: 12K Interactions; Twitter: 2.8K Tweets; LinkedIn: 498 Shares
 - After months of secret talks among Republicans, the nine-page proposal produced by the so-called Big Six working group prompts as many questions as it provides answers. Without more details, it is difficult to show how middle-income families will see the most benefit from the tax overhaul — or if it will favor the richest Americans.
 - *Related: [IT'S HERE: All the details of Trump's massive tax plan](#) - Business Insider*
- [**GOP Tax Overhaul Aims for Corporate Cuts, Simpler Code - Wall Street Journal - 9/27/17**](#)
 - **Outbound Virality:** Facebook: 1.5K Interactions; Twitter: 1.4K Tweets; LinkedIn: 139 Shares
 - Manufacturers, large-company executives, retailers and conservative groups issued supportive statements, showing a breadth of support for the GOP ideas, particularly in the business community. Real-estate agents, local governments and charities, who all stand to lose, voiced concerns, offering a preview of some potentially powerful opposition. Democrats criticized the plan as a giveaway to the rich because a number of the proposed changes, including lower business tax rates and a repeal of the estate tax, would disproportionately benefit the top sliver of rich households. The proposal leaves many questions unanswered, including how the government will tax the nation's highest earners and how the plan's fiscal math will add up.
 - *Related: [Trump, Republicans to showcase tax cut for businesses](#) - Reuters*

NEGATIVE

- [**Trump Tax Plan Benefits Wealthy, Including Trump - New York Times - 9/27/17**](#)
 - **Outbound Virality:** Facebook: 23K Interactions; Twitter: 8.2K Tweets; LinkedIn: 84 Shares
 - The tax plan that the Trump administration outlined on Wednesday is a potentially huge windfall for the wealthiest Americans. It would not directly benefit the bottom third of the population. As for the middle class, the benefits appear to be modest. [...] The plan would also benefit Mr. Trump and other affluent Americans by eliminating the estate tax, which affects just a few thousand uber-wealthy families each year, and the alternative minimum tax, a safety net designed to prevent tax avoidance.
 - *Related: [Trump's tax plan could actually benefit wealthy people like him](#) - USA Today; [Trump Misleads on Who Benefits From Tax Plan](#) - New York Times*
- [**Trump adviser 'can't guarantee' taxes won't go up for middle class - ABC News - 9/28/17**](#)
 - **Outbound Virality:** Facebook: 11K Interactions; Twitter: 8.0K Tweets; LinkedIn: 3 Shares
 - President Donald Trump's top economic adviser, Gary Cohn, said today that he can't guarantee that taxes won't go up for some middle-class families under the administration's sweeping tax overhaul. [...] "I can't guarantee anything," said Cohn, the director of the White House Economic Council. "You can always find a unique family somewhere."
 - *Related: [The 'doubled standard deduction' in the GOP tax plan is a lie](#) - Business Insider*
- [**Sanders: Trump tax plan is 'morally repugnant and bad economic policy'** - The Hill - 9/27/17](#)
 - **Outbound Virality:** Facebook: 7.9K Interactions; Twitter: 648 Tweets; LinkedIn: 1 Share
 - "It is particularly obscene to repeal the estate tax that would provide a \$269 billion tax break to the top 0.2 percent. Instead of giving more tax breaks to billionaires who don't need it, we should be doing everything we can to rebuild the disappearing middle class," he added. Republicans say they are aiming to simplify the tax code, provide tax relief for the middle class, and make American businesses more competitive with foreign competitors. The Republican-backed framework would cut the top tax rate for wealthy Americans, while slashing taxes for businesses and eliminating most itemized deductions.
 - *Related: [This tax plan is a looming political disaster for Republicans](#) - Business Insider*
- [**Trump's new tax plan shows how unserious Republicans are about governing - Washington Post - 9/27/17**](#)
 - **Outbound Virality:** Facebook: 4.5K Interactions; Twitter: 539 Tweets; LinkedIn: 5 Shares
 - When they're confronted with the fact that this tax cut would exacerbate inequality and balloon the deficit they used to pretend to care about when a Democrat was in the White House, Republicans protest that in fact, it will work out great for everyone. There are no hard choices to be made, because the cuts at the top will trickle down to the masses

and pay for themselves with all the increased revenue they'll generate. No serious economist believes this to be true[.]

- **NBC Politics** @NBCPolitics [27th Sep](#) Pelosi: Behind [GOP's] vague framework & deceptive math, the American people find a billionaire's first tax plan that fails the middle class [pic.twitter.com/li9E1b4Mzp](#) Retweets: 645 Replies: 42 Impressions: 9.17M

JOURNALIST CONTRIBUTION

Selected content from journalists.

POSITIVE

- **Sean Hannity** @seanhannity [28th Sep](#) #Ad Trump's new tax plan puts \$2k in the pockets of average Americans. Stand up and demand Congress cut taxes now! [http://taxcutsnow.com](#) [pic.twitter.com/WqXXom7OjQ](#) Retweets: 493 Replies: 59 Impressions: 3.56M
- **Matthew Rocco** @MatthewRocco [27th Sep](#) .@SenTedCruz wants unapologetic tax cuts, saying Reagan-style reform will drive U.S. economic growth. [fxn.ws/2fyWhLN](#) @tedcruz Retweets: 93 Replies: 17 Impressions: 3.21M
- **Jeff Zeleny** @jeffzeleny [27th Sep](#) "It's called a Middle Class Miracle - a Middle Class Miracle," [@realDonaldTrump](#) says of his tax plan, inviting Democrats to join in. Retweets: 11 Replies: 8 Impressions: 324K

NEGATIVE

- **Jim Acosta** @Acosta [27th Sep](#) Trump told crowd in Indiana his tax plan is not good for him. How would we know? He won't release his tax returns. Retweets: 3.2K Replies: 121 Impressions: 4.20M
- **Ezra Klein** @ezraklein [27th Sep](#) The GOP's healthcare strategy was to sell regressive plans with progressive rhetoric. Their tax strategy is the same [https://www.vox.com/policy-and-politics/2017/9/27/16368612/trump-tax-cut-principles ...](#) Retweets: 288 Replies: 8 Impressions: 2.57M
- **Mark Knoller** @markknoller [25th Sep](#) Of Pres Trump's 8 tweets today, 7 were on the NFL players protest and 1 was on his tax cut plan. Retweets: 118 Replies: 34 Impressions: 680K

BROADCAST CONTRIBUTION

Curated clips from local and national broadcast stations.

- **ABC - 9/27/17**
 - Highlights that the GOP goal to have Tax Reform done by the end of this year is quite ambitious.
- **Good Morning America - 9/28/17**
 - Calls the Tax Reform a "middle class miracle" while mentioning there are still major details to be worked out.
- **CBS - 9/28/17**
 - Interview with Treasury Secretary, Steven Mnuchin, discussing the public reaction to the plan.
- **CNN - 9/27/17**
 - Highlighting the President has not released his tax returns.

INFLUENCER CONTRIBUTION

Selected content from industry experts, analysts, and influential personalities.

POSITIVE

- **Damira Maricic** @DamiraMaricic [23rd Sep](#) Take a second and sign up to support tax cuts. It's time to make America great again! [#taxcut](#) [#Trump](#) [#TrumpTrain](#) [http://taxcutsnow.com/](#) Retweets: 1.6K Replies: 0 Impressions: 4.41M
- **Jacob Wohl** @JacobAWohl [27th Sep](#) [@realDonaldTrump](#) Economists expect Trump's tax plan to add \$10 Trillion of new GDP over 10 years - If that's not Making America Great Again, what is? [#MAGA](#) Retweets: 251 Replies: 27 Impressions: 919K
- **Matt Batzel** @MattBatzel [27th Sep](#) Trump doing a great job explaining why our tax system shouldn't incentivize holding profits/jobs overseas [#maga](#) [#TaxReform](#) Retweets: 15 Replies: 0 Impressions: 104K

NEGATIVE

- **Steven Dennis** @StevenTDennis [27th Sep](#) Eliminating the estate tax - a central plank in Trump's tax plan - would save the Trumps and Trump's Cabinet billions. [https://twitter.com/sahilkapur/status ...](#) Retweets: 1.2K Replies: 27 Impressions: 5.69M
- **Nate Silver** @NateSilver538 [28th Sep](#) The politics of the tax plan—you almost definitely benefit if you're super rich, otherwise it's hard to say —seem bad for the GOP. [https://twitter.com/BenjySarlin/status ...](#) Retweets: 187 Replies: 12 Impressions: 2.86M

- **Robert Reich** @RBReich 27th Sep Rich Americans know they don't need a tax cut. They also know trickle-down economics is nonsense. Listen to [@TomSteyer](#): [pic.twitter.com/xNotZv54xi](#) Retweets: 1.3K Replies: 17 Impressions: 2.58M
- **Benjy Sarlin** @BenjySarlin 28th Sep Gary Cohn says he "can't guarantee" middle class won't pay more under tax plan. And he's right: He can't. <http://abcnews.go.com/Politics/trump-adviser-guarantee-taxes-middle-class/story?id=50149729> ... Retweets: 178 Replies: 0 Impressions: 501K

CONSTITUENT CONTRIBUTION

Constituent mentions on social media channels, including Twitter and Facebook.

POSITIVE

- **Rose Taylor** @RealRoseTaylor 27th Sep 'Taking money out of Washington and putting it in ppis pockets' well [@SenateMajLdr](#) let's actually pass [#TaxReform](#) [pic.twitter.com/SFImIBmrX1](#)
- **#ThePersistence** @ScottPresler 27th Sep Under President Trump, America's working class is no longer the forgotten people. I'm so thankful. [#TaxReform](#)

NEGATIVE

- **Christopher Zullo** @ChrisJZullo 27th Sep America's not broke, we're being robbed. Corporations and the 1% are earning record profits while avoiding tax liability [#TaxReform](#)
- **Mike Levin** @MikeLevinCA 27th Sep Republican tax "plan" is nothing but a huge giveaway to the rich and powerful. No tax vote should be held until [@POTUS](#) releases HIS taxes.

DISCLOSURE

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AMERICA FIRST
POLICIES

Dreaming Bigger, Together.

NATIONAL IMMIGRATION VOTER SURVEY



the polling company, inc.
WomanTrend

August 11-13, 2017
N = 1,201 respondents
(1/3 Landline, 1/3 Cell, 1/3 Internet)
margin of error: +/- 2.83%



WHAT DO PEOPLE THINK?

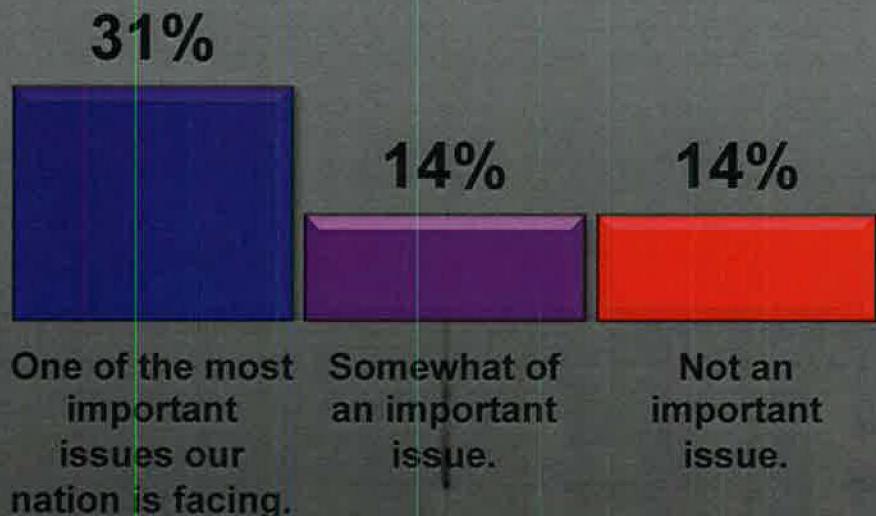
Perceptions and Opinion on Immigration



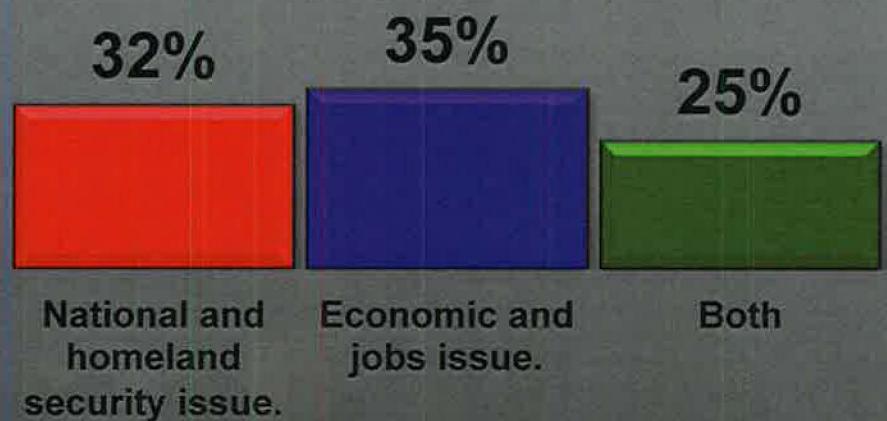
National Immigration Survey
National Research Inc / The Polling Company

A plurality of voters consider illegal immigration to be an important issue, but they are essentially split as to whether it is more of an economic or security concern.

Would you say the issue of illegal immigration is...



In your opinion, is the issue of immigration more of a ...



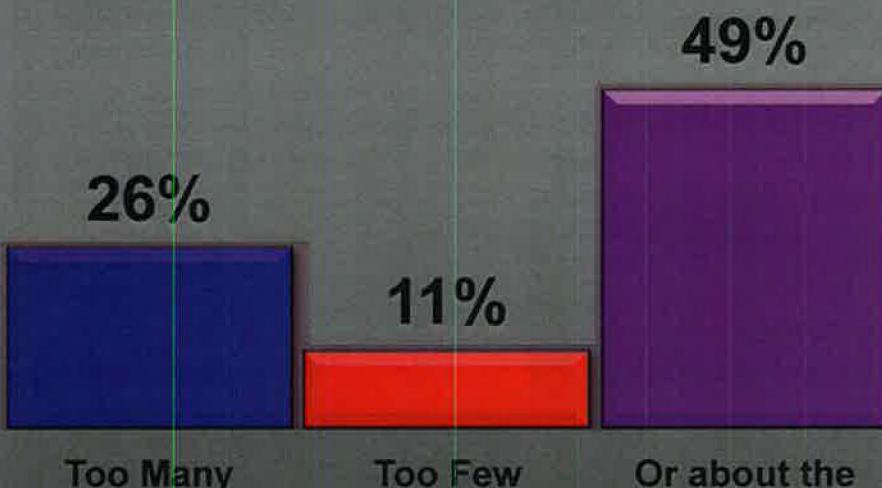
The base tends to think of illegal immigration as more of a national security issue.

	Would you say the issue of illegal immigration is...			In your opinion, is the issue of immigration more of a ...		
	Most Important	Somewhat Important	Not Important	National Security	Economic and Jobs	Both
Republican	47%	48%	4%	40%	25%	32%
Democrat	19%	58%	21%	24%	46%	18%
Independent	27%	55%	16%	31%	34%	27%
Republican Men	49%	45%	5%	43%	26%	29%
Republican Women	45%	51%	4%	27%	23%	35%
Democrat Men	12%	65%	22%	25%	55%	13%
Democrat Women	23%	54%	20%	24%	41%	21%
Independent Men	22%	56%	20%	34%	30%	28%
Independent Women	31%	53%	12%	28%	37%	26%
Trump Voter	47%	28%	4%	40%	23%	35%
Trump Supporter	40%	52%	7%	39%	24%	33%
2018 Competitive State	30%	54%	15%	30%	35%	29%



There is a perception that “about the right amount” of **LEGAL** immigrants are coming into the country.

And thinking about people legally immigrating into the United States for a moment... In your opinion are there...



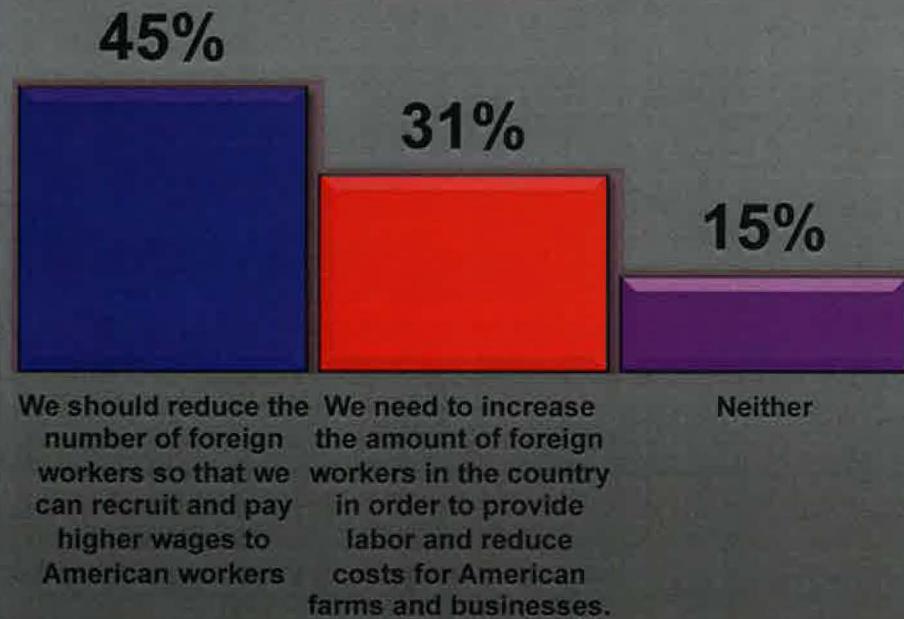
Or about the right amount of people legally immigrating into the country?

	Too Many	Too Few	Right Amount
Republican	35%	7%	47%
Democrat	17%	15%	55%
Independent	27%	9%	47%
Republican Men	33%	11%	48%
Republican Women	37%	2%	47%
Democrat Men	21%	18%	54%
Democrat Women	15%	14%	55%
Independent Men	28%	12%	47%
Independent Women	27%	6%	45%
Trump Voter	38%	7%	45%
Trump Supporter	36%	7%	46%
2018 Competitive State	25%	9%	49%



Digging a bit deeper, a plurality agrees we should “reduce the number of foreign workers so that we can recruit and pay higher wages to American workers.”

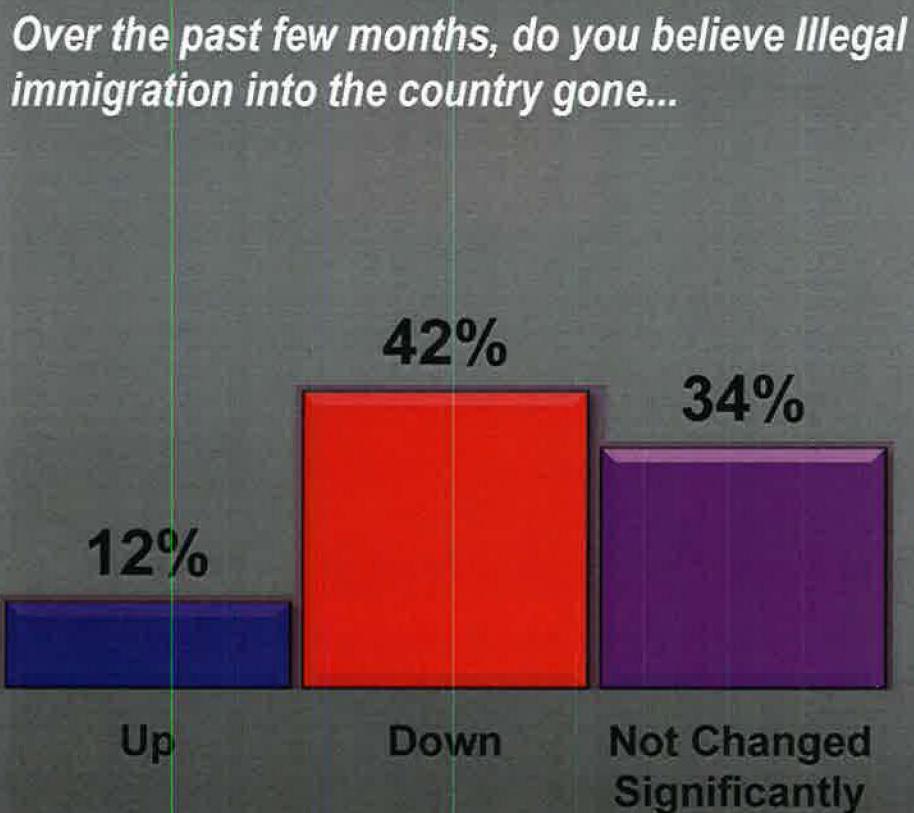
Which of these positions best matches your own?



	Reduce	Increase	Neither
Republican	67%	17%	9%
Democrat	29%	44%	18%
Independent	42%	32%	18%
Republican Men	64%	20%	9%
Republican Women	70%	14%	9%
Democrat Men	28%	46%	20%
Democrat Women	30%	43%	18%
Independent Men	44%	29%	21%
Independent Women	39%	35%	16%
Trump Voter	69%	15%	11%
Trump Supporter	63%	18%	12%
2018 Competitive State	43%	32%	18%



Note the “Trump effect.” There is a perception that over the past few months, ILLEGAL immigration into the country has gone down.

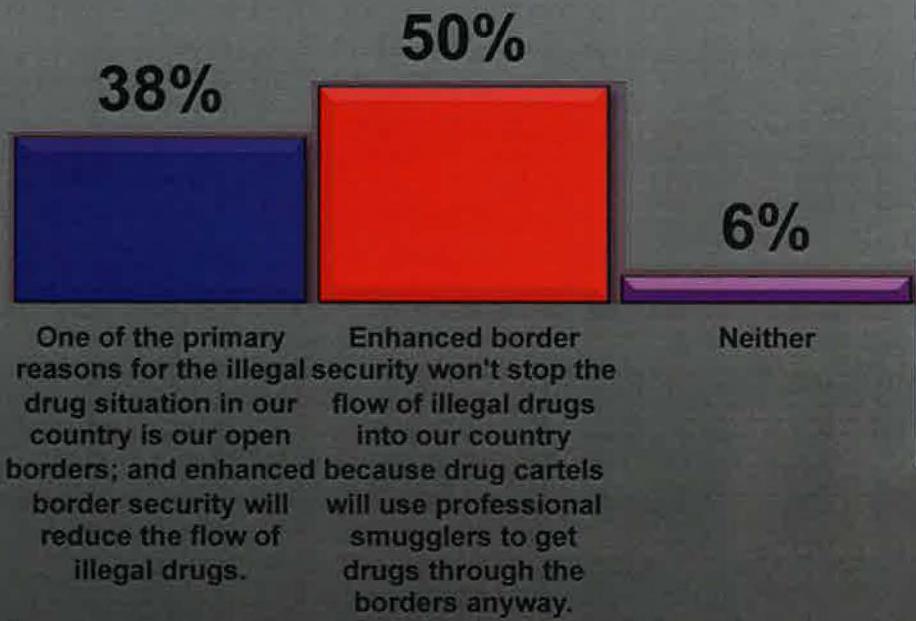


	Up	Down	Not Changed
Republican	13%	52%	27%
Democrat	10%	39%	39%
Independent	14%	40%	34%
Republican Men	11%	59%	22%
Republican Women	15%	44%	33%
Democrat Men	8%	45%	38%
Democrat Women	11%	35%	39%
Independent Men	14%	42%	36%
Independent Women	15%	38%	32%
Trump Voter	15%	51%	27%
Trump Supporter	15%	47%	29%
2018 Competitive State	9%	42%	35%



On the issue of illegal drugs, Democrats and Independents do not believe that enhanced border security will stop the flow of illegal drugs into our country.

Please tell me which of the following opinions comes closer to your own ...



	Reduce	Won't Stop	Neither
Republican	65%	26%	3%
Democrat	18%	68%	9%
Independent	34%	55%	5%
Republican Men	68%	24%	3%
Republican Women	62%	28%	3%
Democrat Men	20%	69%	6%
Democrat Women	17%	67%	10%
Independent Men	42%	49%	6%
Independent Women	26%	61%	4%
Trump Voter	66%	26%	3%
Trump Supporter	57%	34%	3%
2018 Competitive State	41%	47%	6%



AMERICA
FIRST — POLICIES —

POLICY SPECIFIC

Perceptions and Opinion on Immigration Policy

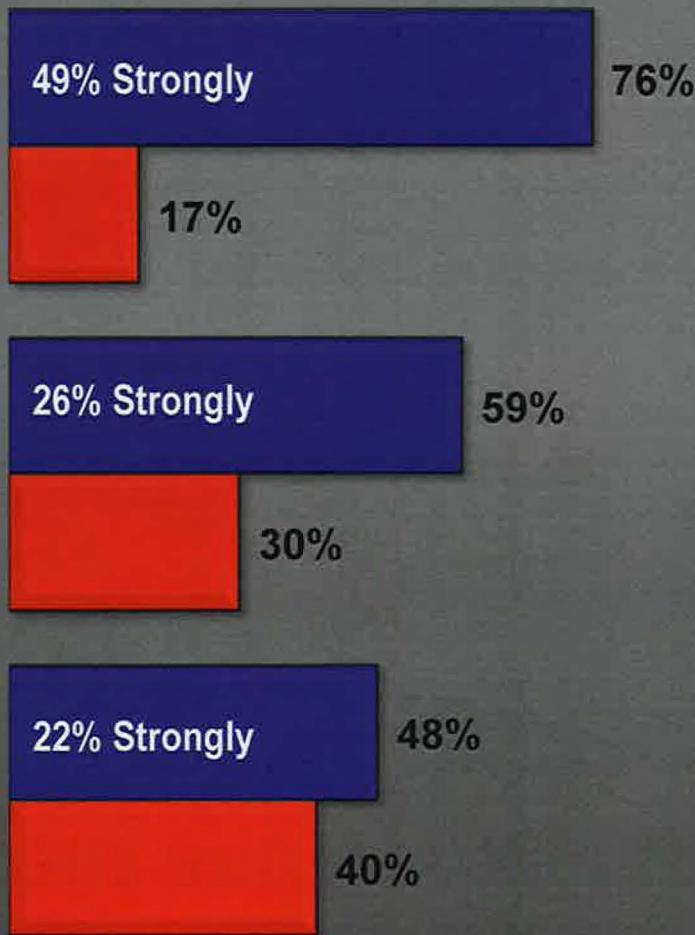


Increasing the number of ICE officers garners a lot of support – and the support is intense.

Every year, nearly 80 million visitors travel to the United States, but there are only 5,000 immigration officers to enforce our immigration laws. Would you support or oppose increasing the number of Immigration and Customs Enforcement, also known as ICE, officers to protect public safety and national security?

Over the past fifteen years, immigrants were admitted into the country based on whether they had relatives living here. There is a proposal to limit immigrants who are seeking to live here just because their relatives do. The proposal would also expand immigration for people with the job and technical skills we need. Would you support or oppose such a proposal?

Every year 700,000 foreign guest workers come into the country to fill jobs on a temporary basis. Do you support or oppose requirements that prevent businesses from hiring guest workers, as a means to incentivize hiring more American workers?



■ Support ■ Oppose



National Immigration Survey
National Research Inc / The Polling Company

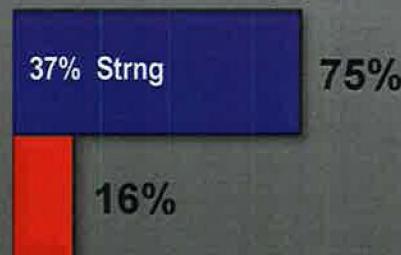
Increasing the number of ICE officers tests high among both Republicans and Democrats.

Among Republicans

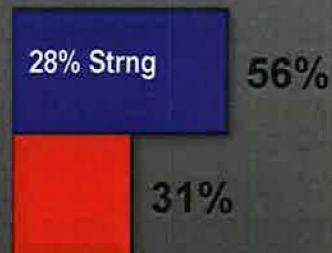
Increasing the number of Immigration and Customs Enforcement, also known as ICE, officers to protect public safety and national security?



A proposal to limit immigrants who are seeking to live here just because their relatives do. The proposal would also expand immigration for people with the job and technical skills we need.

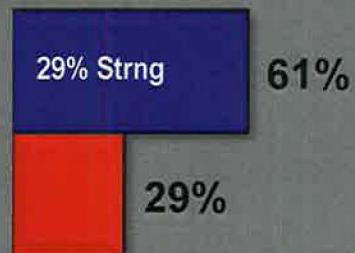


Requirements that prevent businesses from hiring guest workers, as a means to incentivize hiring more American workers?

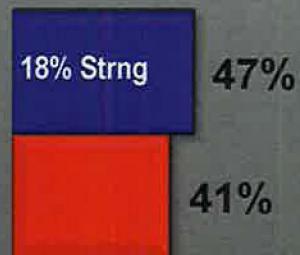


Among Democrats

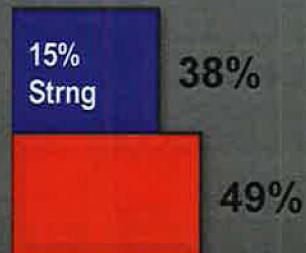
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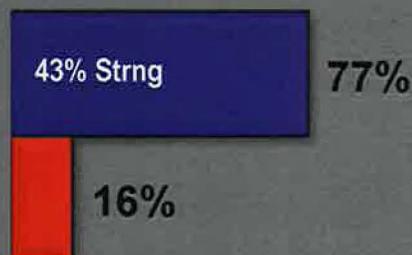
Requirements that prevent businesses from hiring guest workers, as a means to incentivize hiring more American workers?



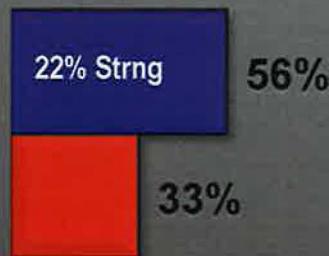
It also tests well among Independents and in competitive 2018 states.

Among Independents

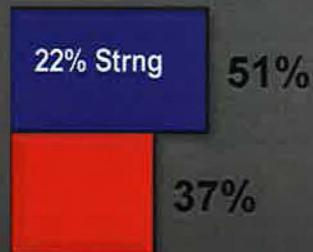
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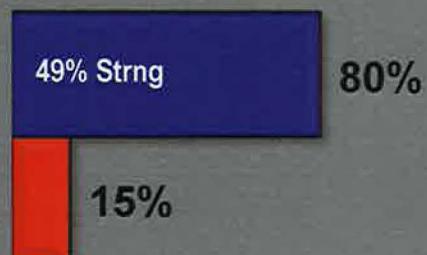


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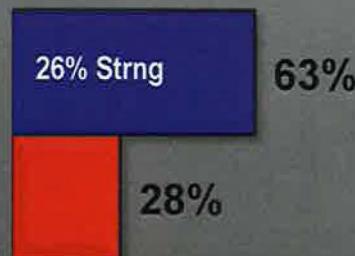


In states with competitive Senate races in 2018

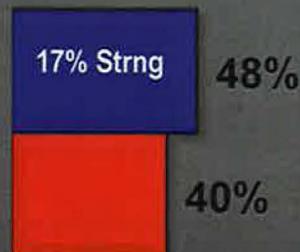
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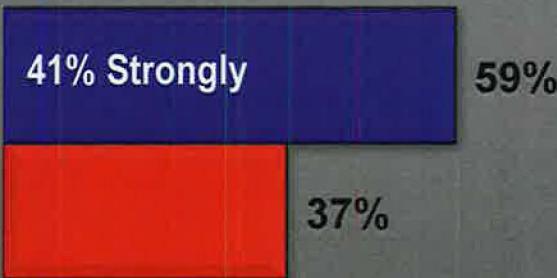


The points system and English language requirements both garner strong support.

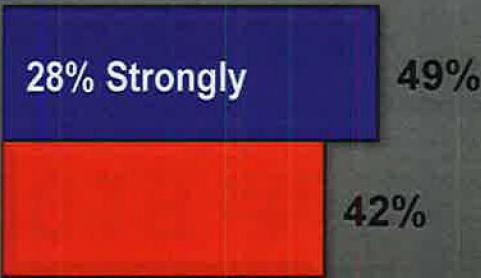
Legislation that would create a point system based on factors such as English speaking ability, education levels and job skills to rank applicants for the 140,000 employment-based green cards that are granted annually by the United States?



New requirements specifying that incoming immigrants must be able to speak English?



Legislation that would cut legal immigration by 50 percent over the next 10 years?



■ Support ■ Oppose

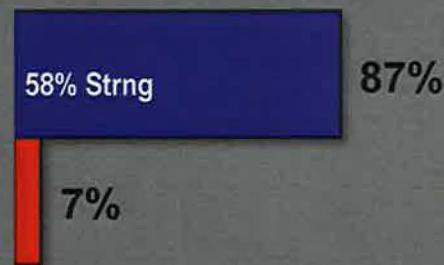


National Immigration Survey
National Research Inc / The Polling Company

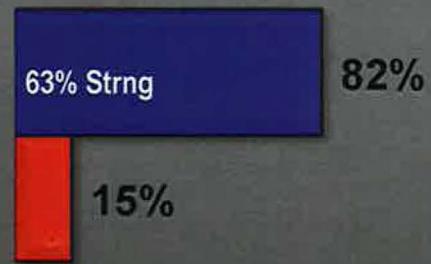
These proposals show a strong partisan divide, but as the next slide shows, Independent voters are with us, not with the Democrats, on the points system and language requirements.

Among Republicans

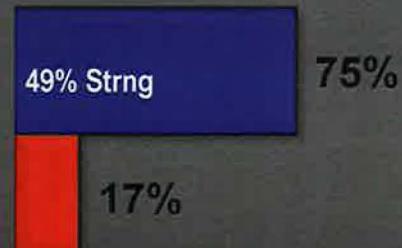
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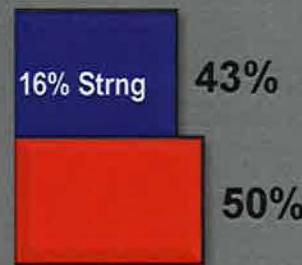


Legislation that would cut legal immigration by 50 percent over the next 10 years?

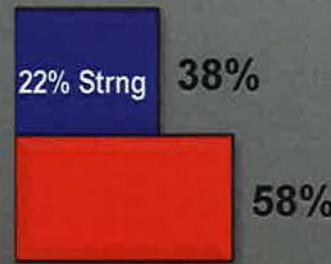


Among Democrats

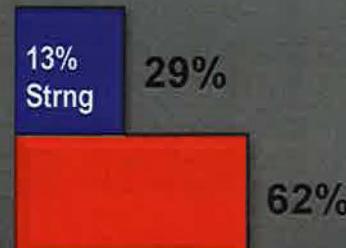
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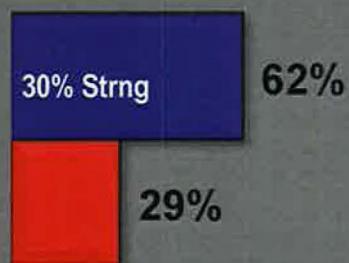
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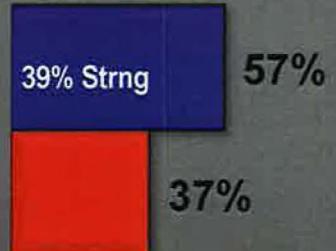
The point system and English language requirements test well among Independents and in key 2018 states.

Among Independents

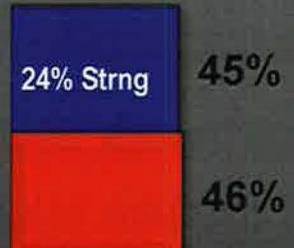
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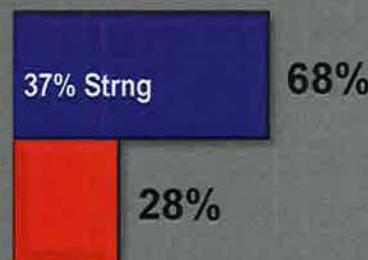


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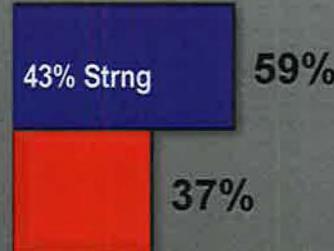


In states with competitive Senate races in 2018

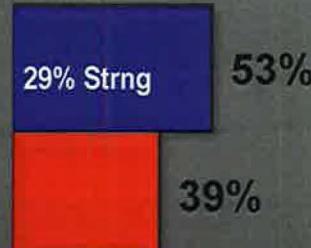
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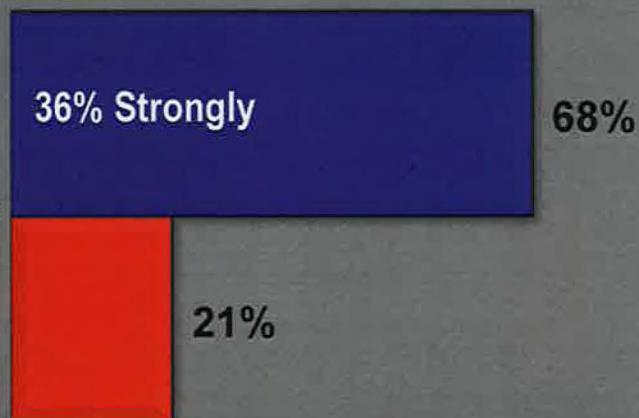


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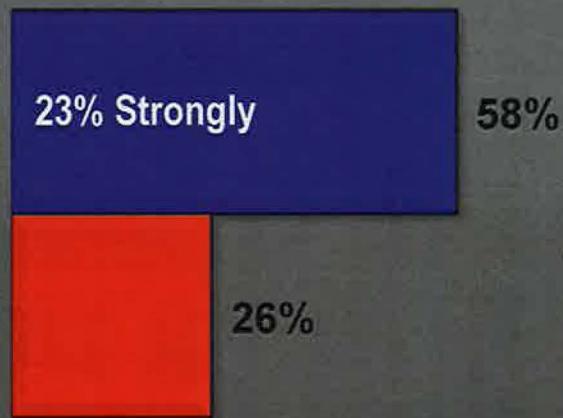


Raising the amount of money that companies pay H-1B workers, as a way to encourage hiring of more American workers, tests strongly.

H-1B visas are used by employers to hire foreign workers in jobs in Science and Technology fields, often at lower pay than Americans. Would you support or oppose increasing the amount companies must pay H-1B workers to encourage them to employ more American workers?



Do you support or oppose a law to replace the current employment visa system, which relies on businesses to pick immigrants, with a system that gives the government a bigger role in selecting applicants based on their individual skills, job experience and merits, similar to the merit-based immigration systems used by Canada and Australia?



■ Support ■ Oppose

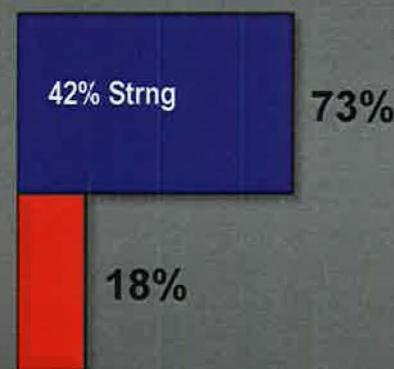


National Immigration Survey
National Research Inc / The Polling Company

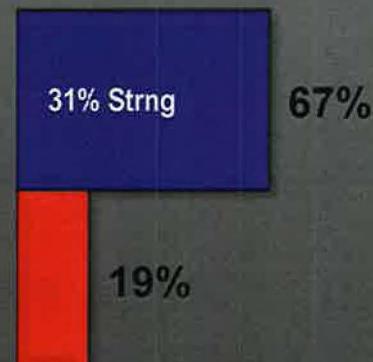
Both Republicans and Democrats support it.

Among Republicans

Increasing the amount companies must pay H-1B workers to encourage them to employ more American workers?

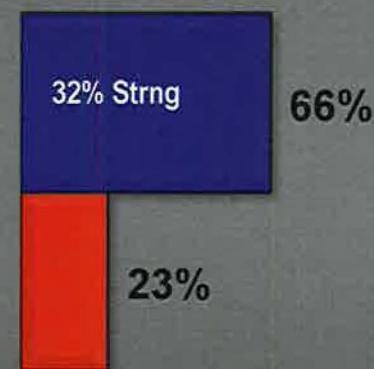


A law to replace the current employment visa system with a system that gives the government a bigger role in selecting applicants based on their individual skills, job experience and merits...

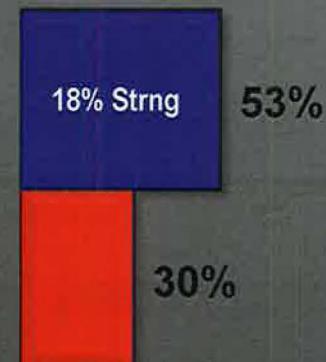


Among Democrats

Increasing the amount companies must pay H-1B workers to encourage them to employ more American workers?



A law to replace the current employment visa system with a system that gives the government a bigger role in selecting applicants based on their individual skills, job experience and merits...



Tougher law enforcement and requirements for immigrants are met with enormous support.

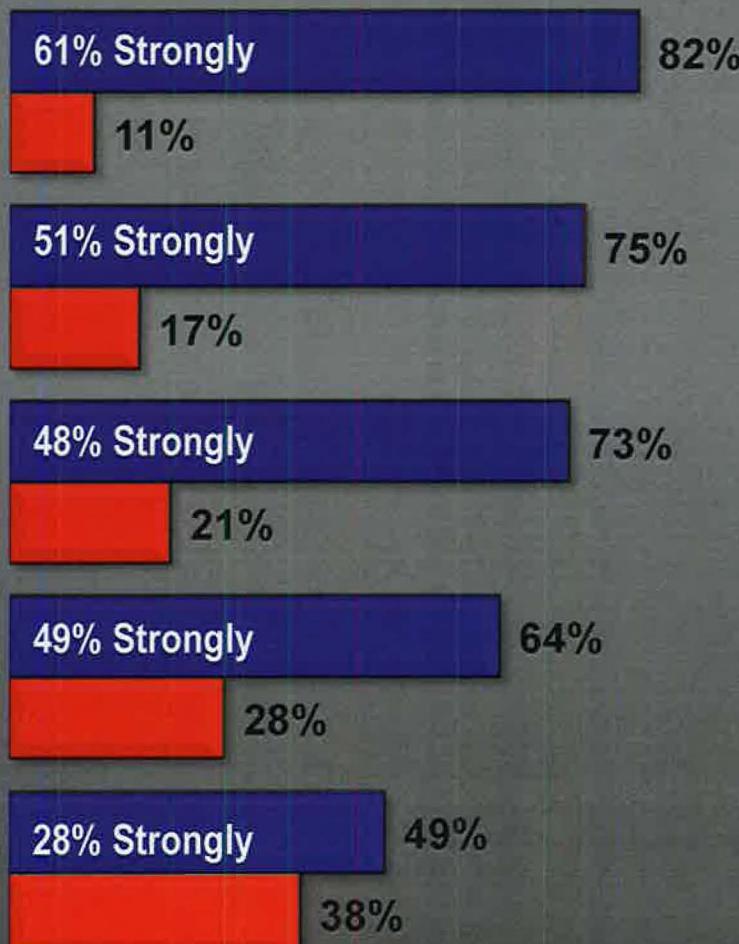
As you may know, there is a bill known as Kate's Law, which was named after a woman murdered by an illegal immigrant who had previously been deported five times. Kate's Law strengthens sentencing penalties for illegal immigrants who had previously been deported and strengthens laws against illegal immigrants who commit crimes in the United States. Do you support or oppose Kate's Law?

Do you support or oppose President Trump's effort to target MS-13 and other violent gangs and cartels, including adding funding for 300 additional federal prosecutors?

Would you support or oppose a new requirement that incoming immigrants must be able to support themselves financially?

As you may know, there is a bill called the No Sanctuary for Criminals Act that cuts some federal grants to cities that refuse to turn over criminal illegal aliens ... Do you support or oppose the No Sanctuary for Criminals Act?

Would you support or oppose putting a cap on the number of refugees able to gain permanent residency in the U.S. at 50,000 a year?



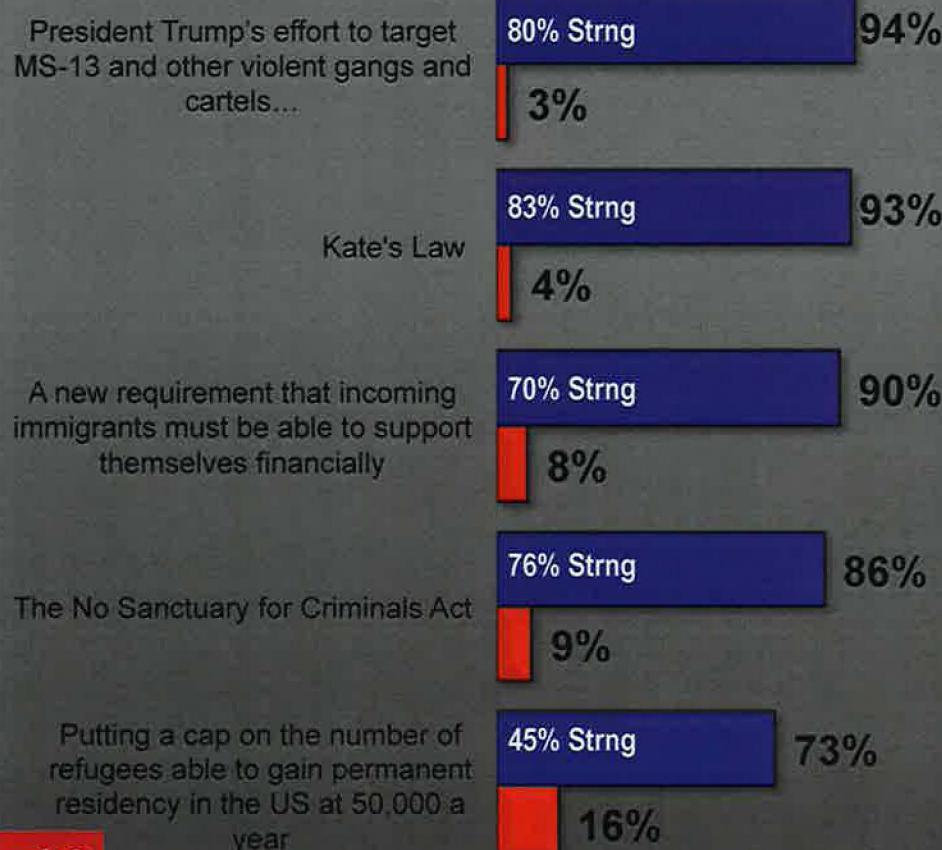
■ Support ■ Oppose



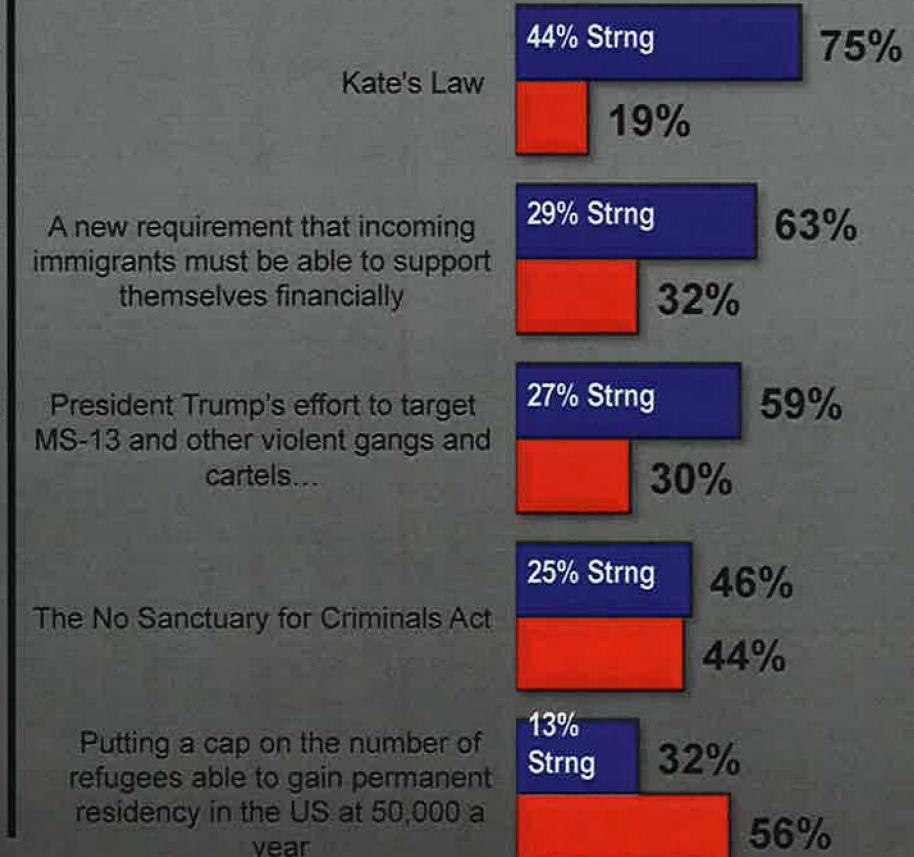
National Immigration Survey
National Research Inc / The Polling Company

Even Democrats are on board with tougher law enforcement and requirements.

Among Republicans

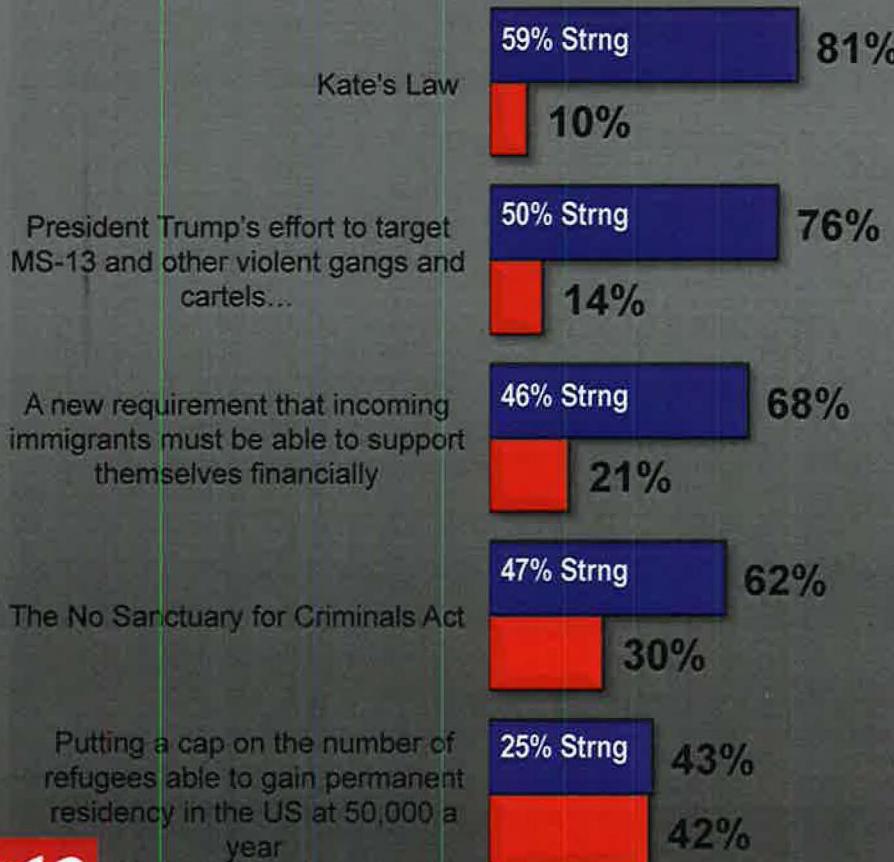


Among Democrats

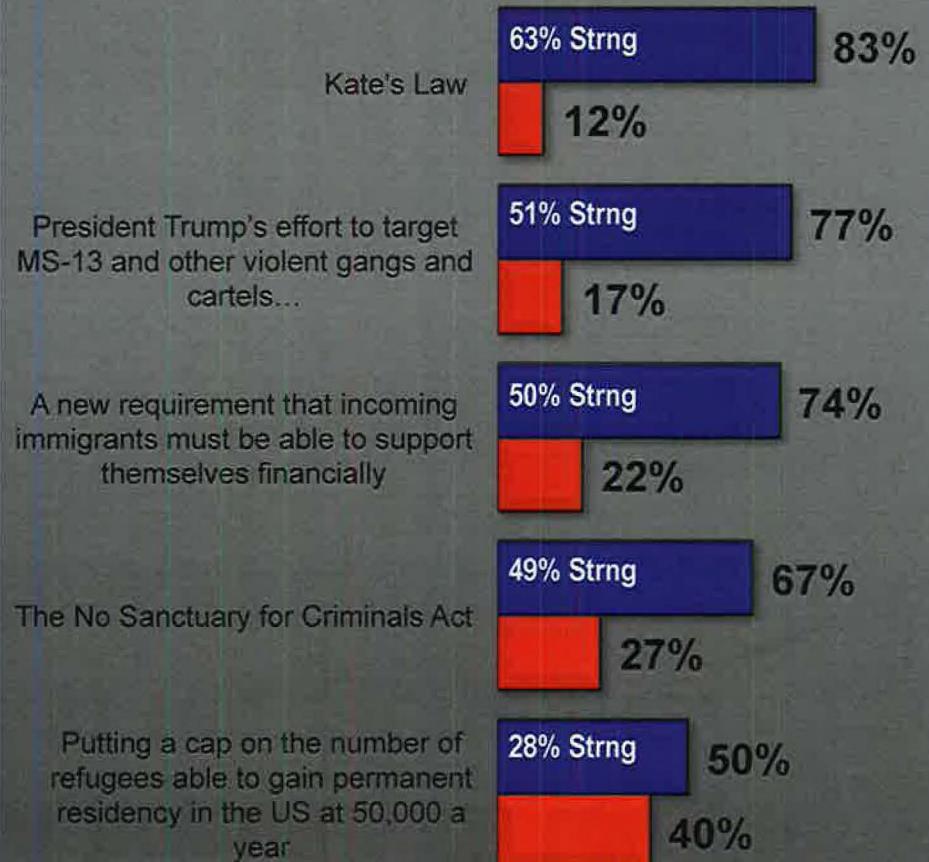


Capping the number of refugees clearly does not test as well.

Among Independents



In states with competitive Senate races in 2018



Review: Top Policy Proposals: These are the **STRONGEST** proposals

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H-1B visas are used by employers to hire foreign workers in jobs in Science and Technology fields, often at lower pay than Americans. Would you support or oppose increasing the amount companies must pay H-1B workers to encourage them to employ more American workers?

61% Strongly Support 82%

49% Strongly Support 76%

51% Strongly Support 75%

48% Strongly Support 73%

36% Strongly Support 68%

Support



National Immigration Survey
National Research Inc / The Polling Company

AMERICA

FIRST — POLICIES —

MESSAGES

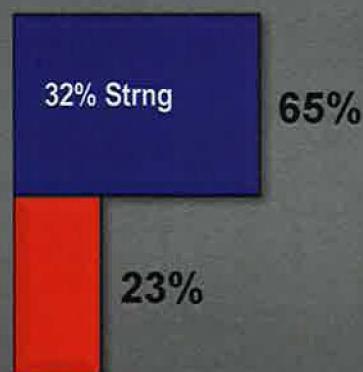
Perceptions and Opinion on Immigration Messages



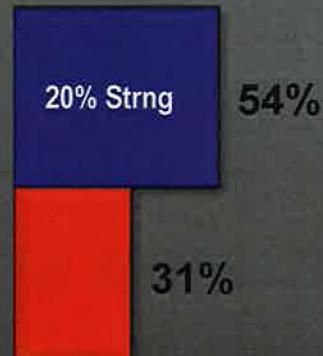
Independent and competitive state voters support it as well.

Among Independents

Increasing the amount companies must pay H-1B workers to encourage them to employ more American workers?

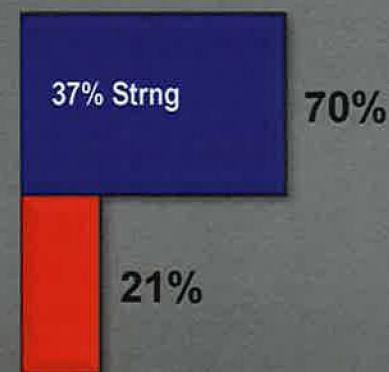


A law to replace the current employment visa system with a system that gives the government a bigger role in selecting applicants based on their individual skills, job experience and merits...

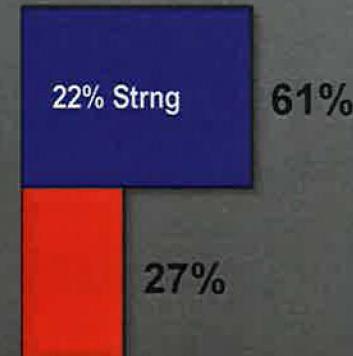


In states with competitive Senate races in 2018

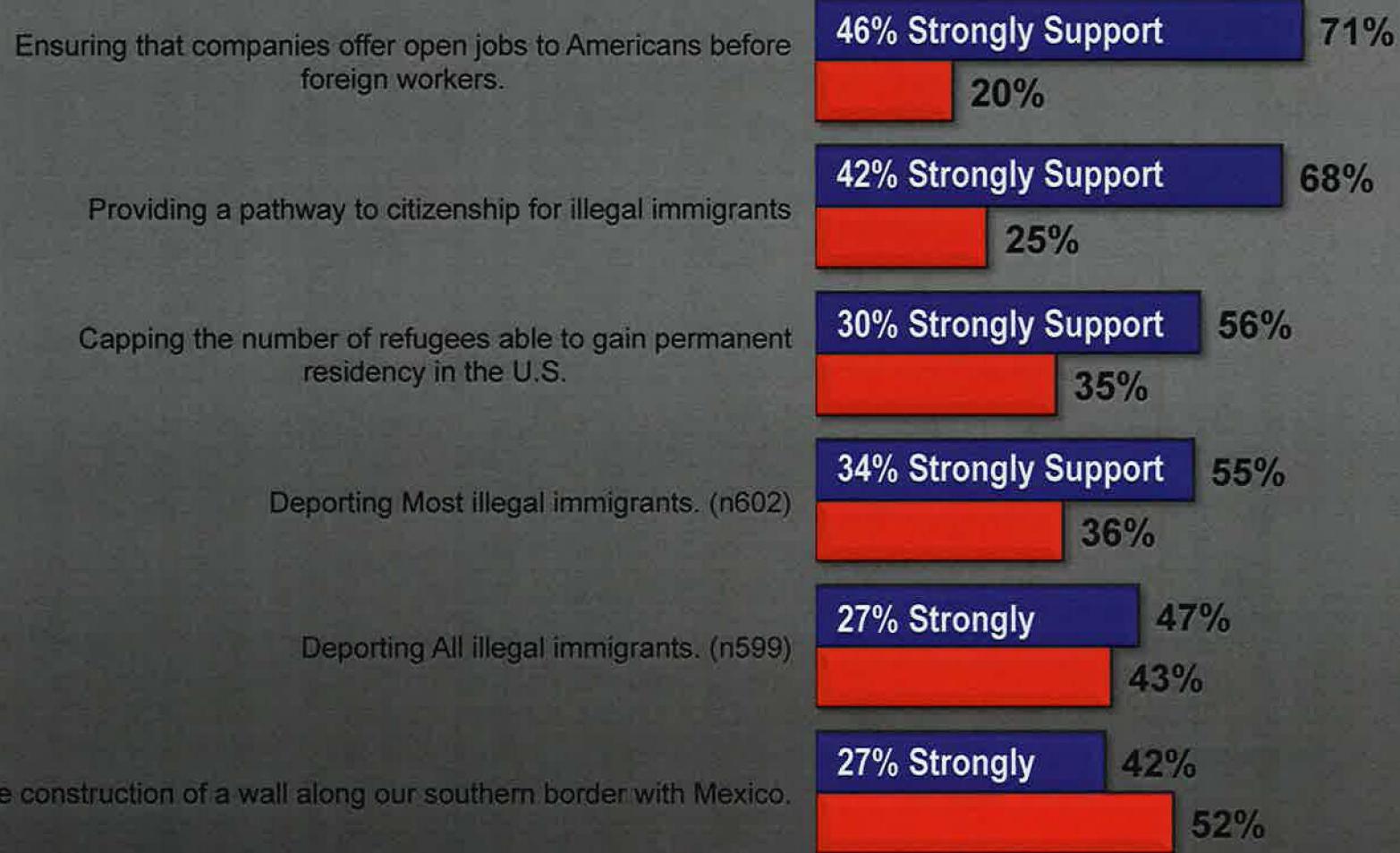
Increasing the amount companies must pay H-1B workers to encourage them to employ more American workers?



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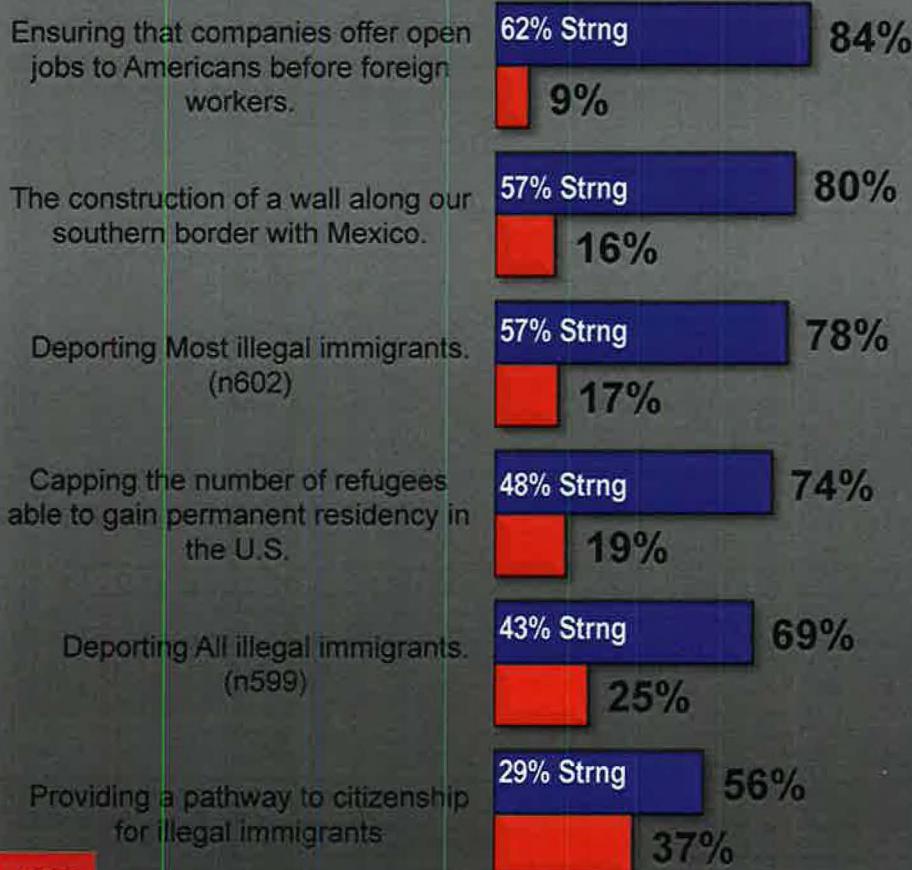


The jobs message garners the highest level of support. Capping the number of refugees is also strong.

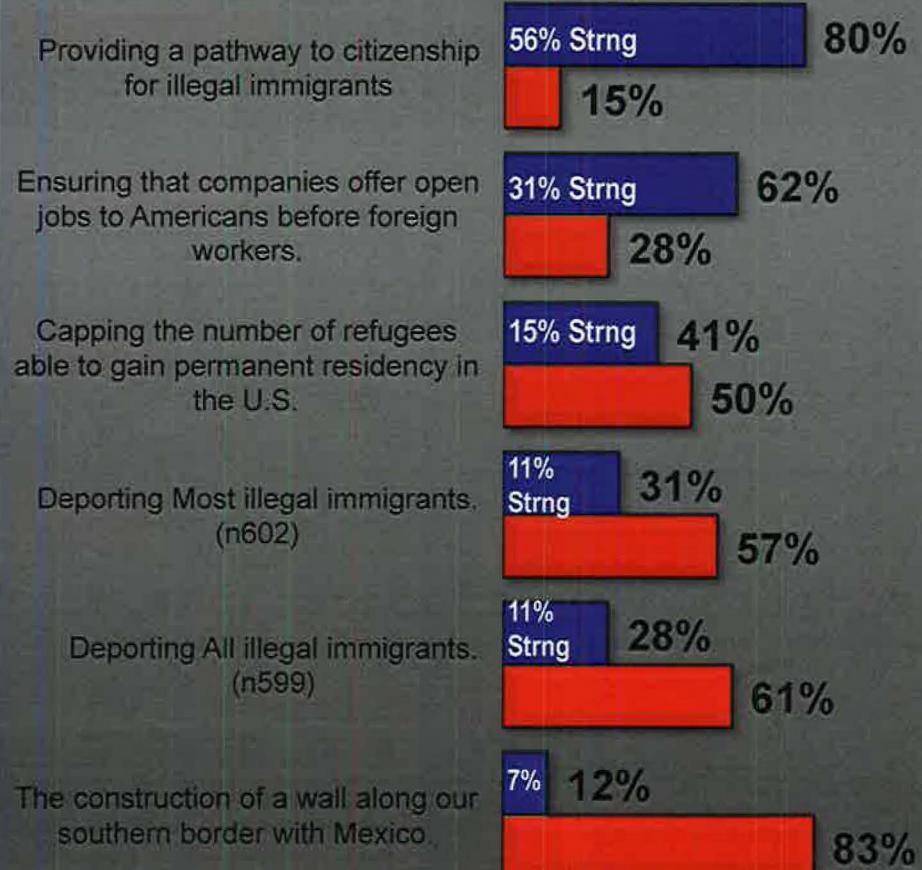


The jobs message is top among Republicans and second among Democrats.

Among Republicans

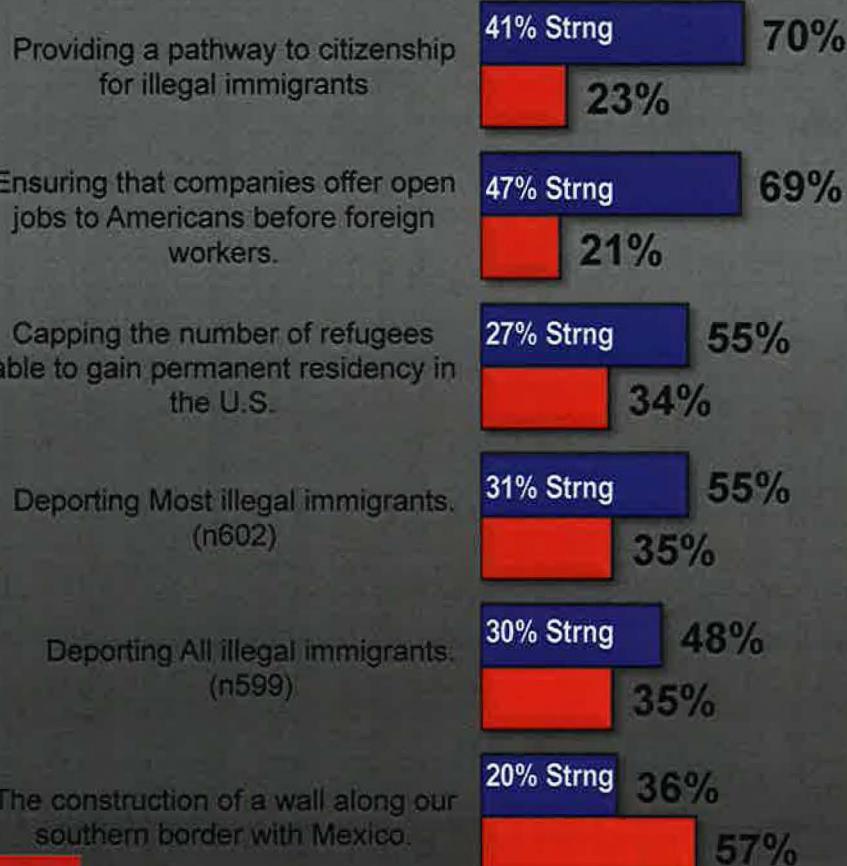


Among Democrats

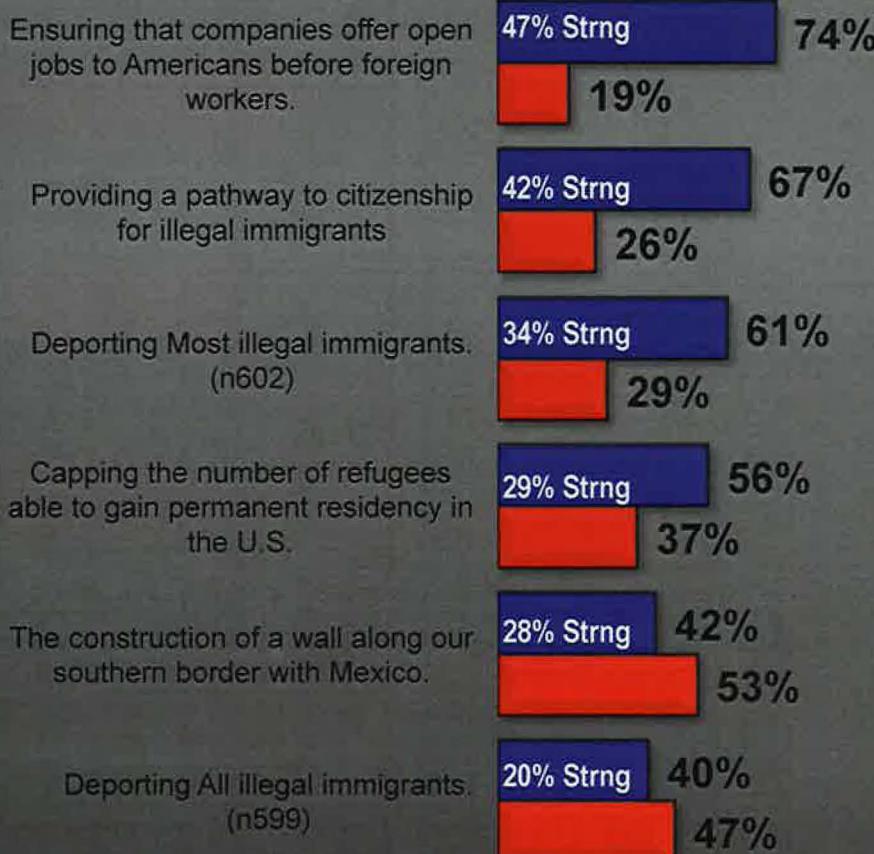


The jobs message is top among Independents and in competitive Senate states.

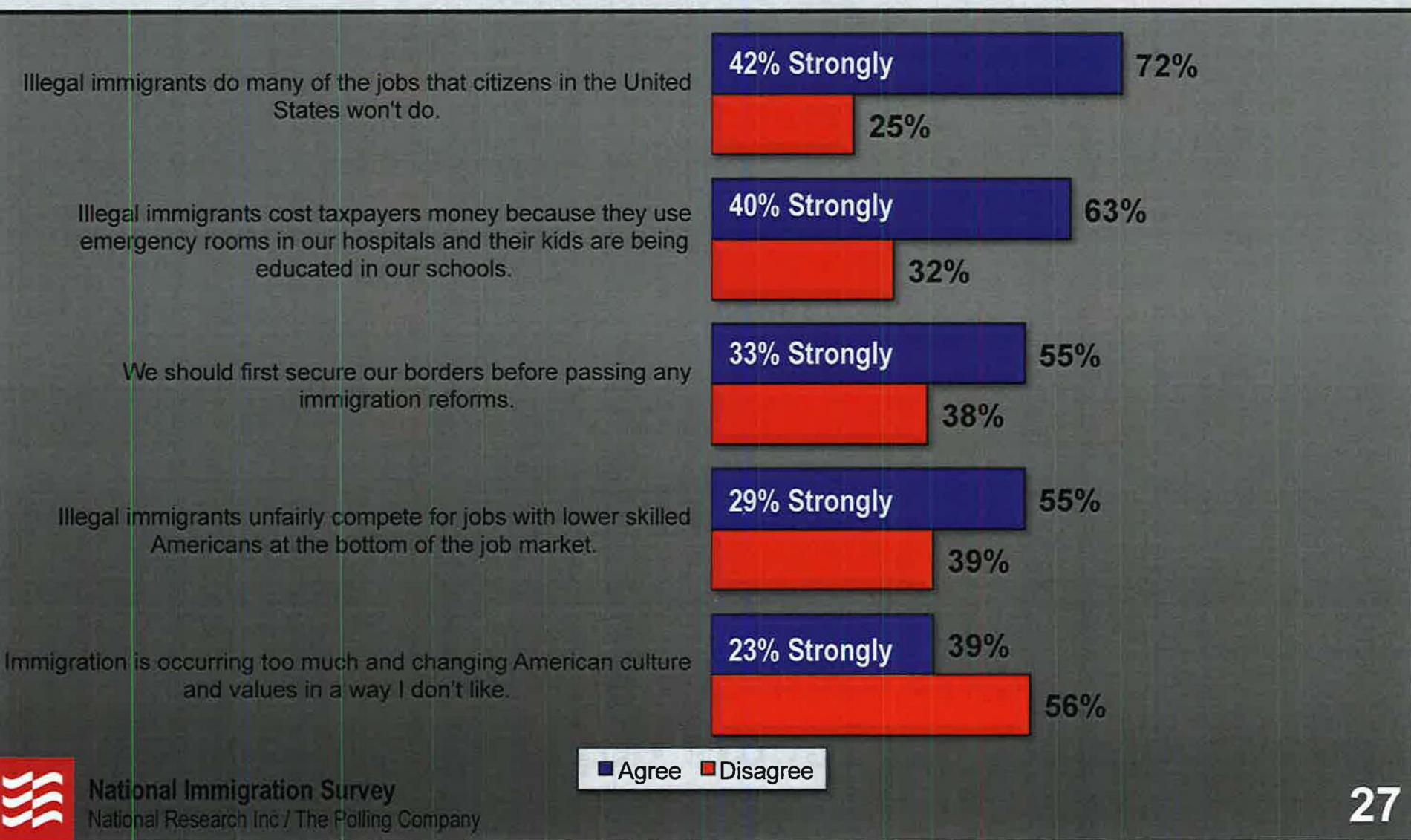
Among Independents



In states with competitive Senate races in 2018

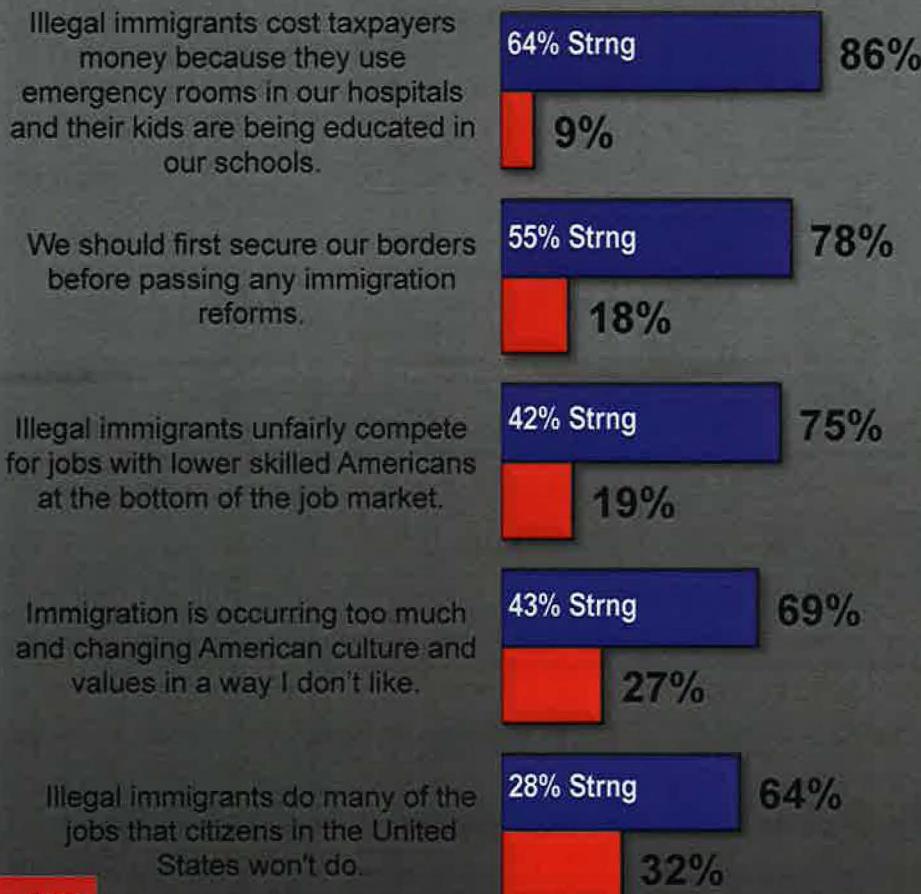


Economic arguments resonate more than cultural ones – note that the cultural argument is the least popular.

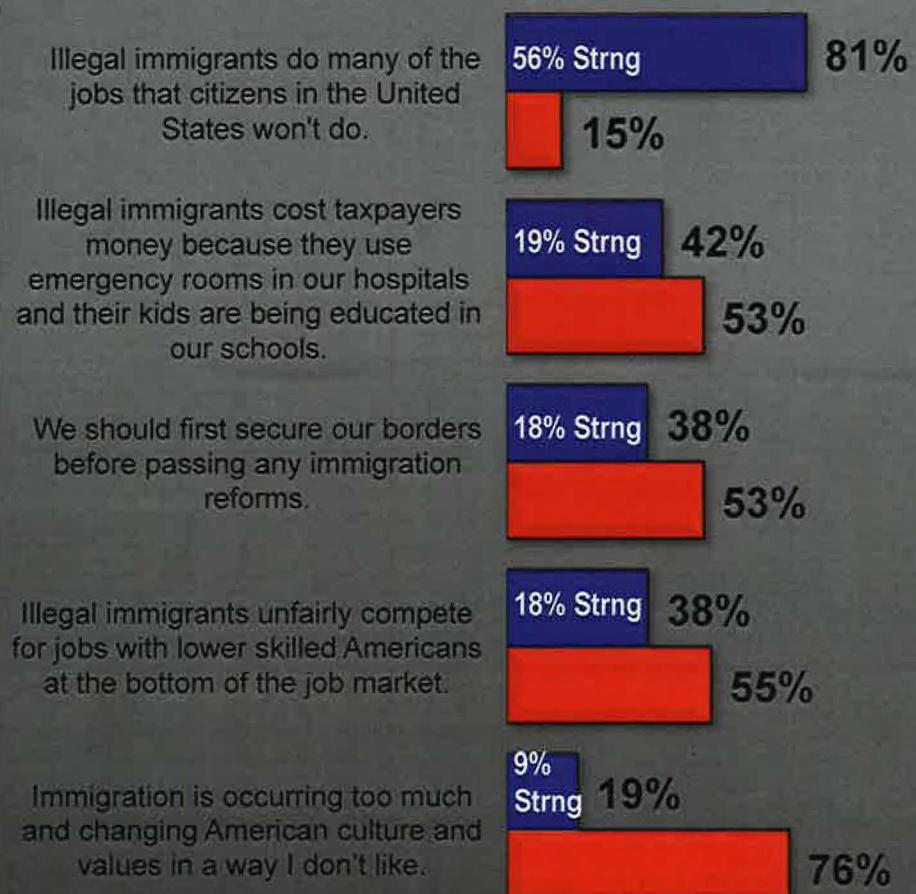


This series shows the most partisan disparity.

Among Republicans

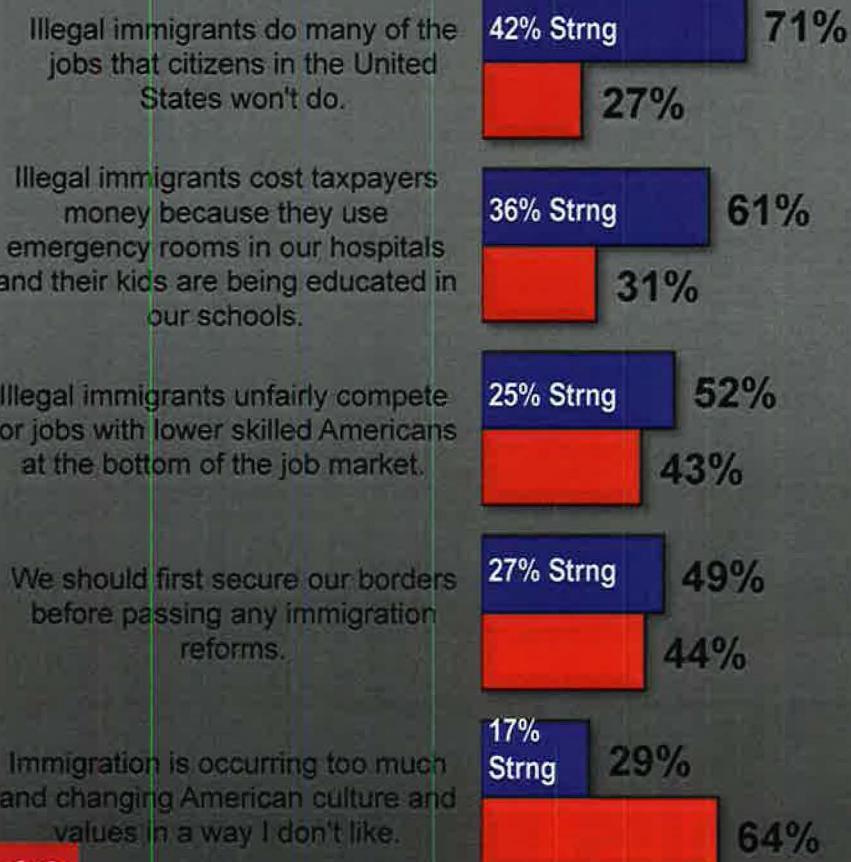


Among Democrats

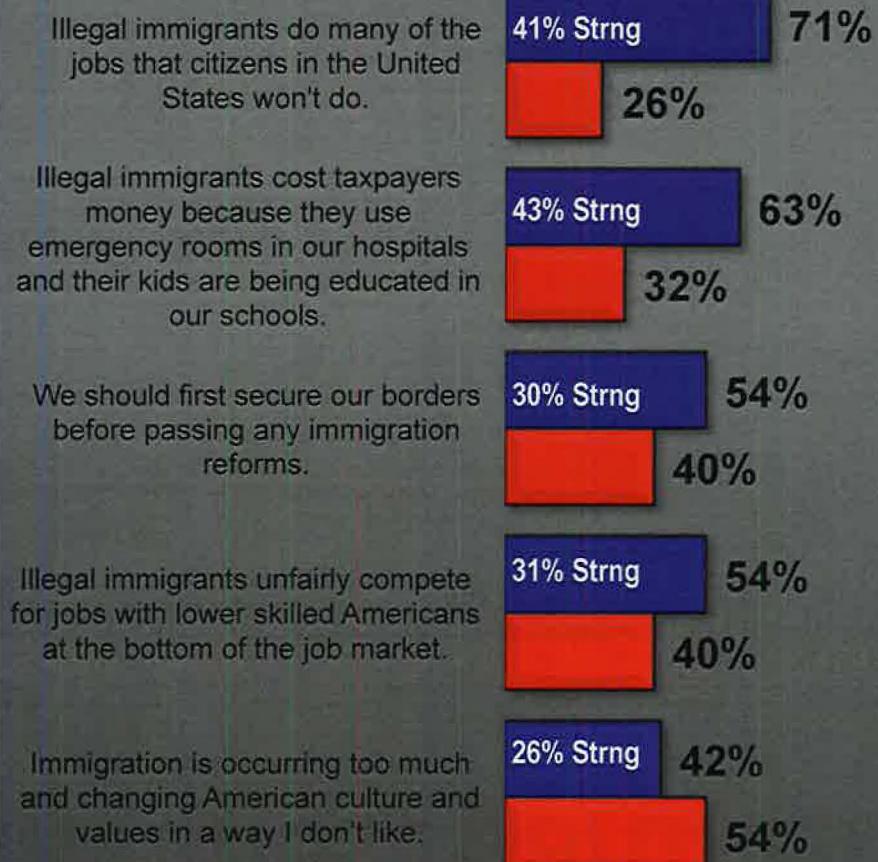


The cultural message tests poorly among Independents and competitive Senate state voters. “First securing our border” tests well among Republicans and the 2018 states.

Among Independents



In states with competitive Senate races in 2018



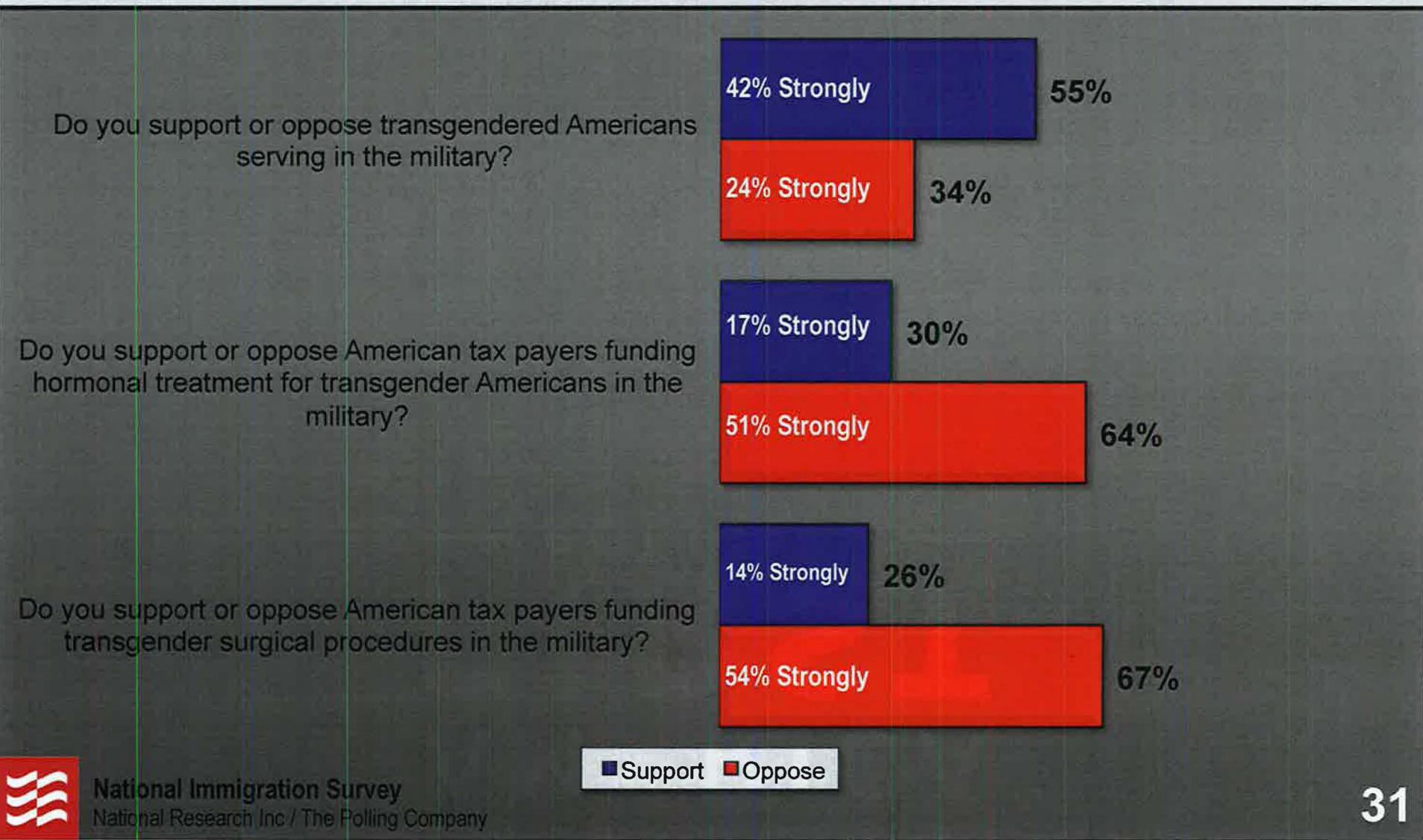


Other Findings

The military/transgender issue

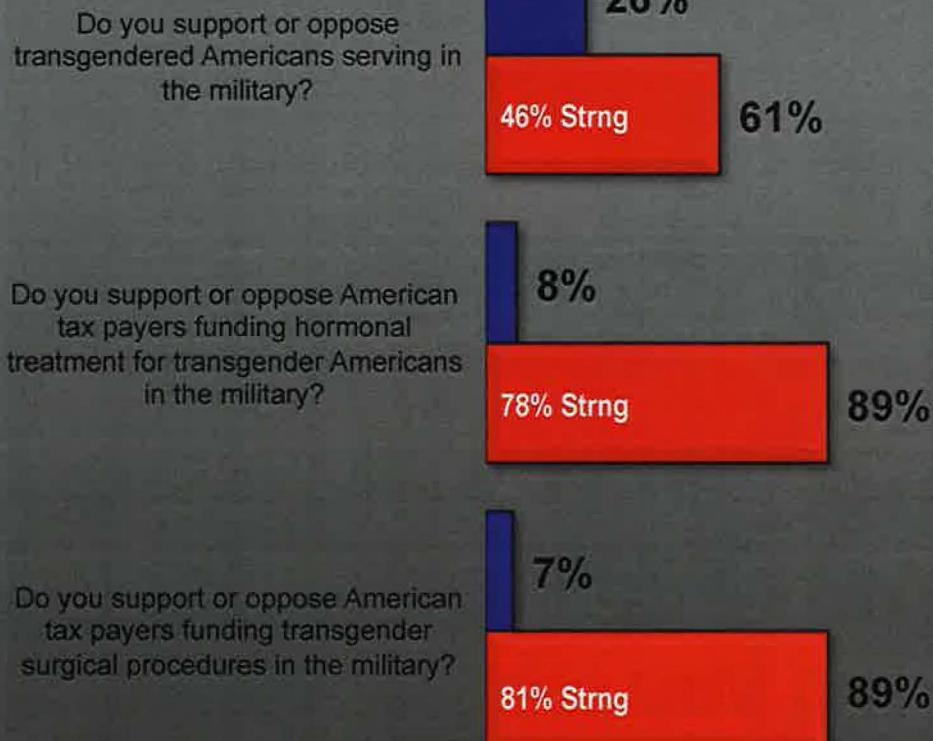


American are supportive of transgenders serving in the military, but they are NOT ok with paying for their treatments.

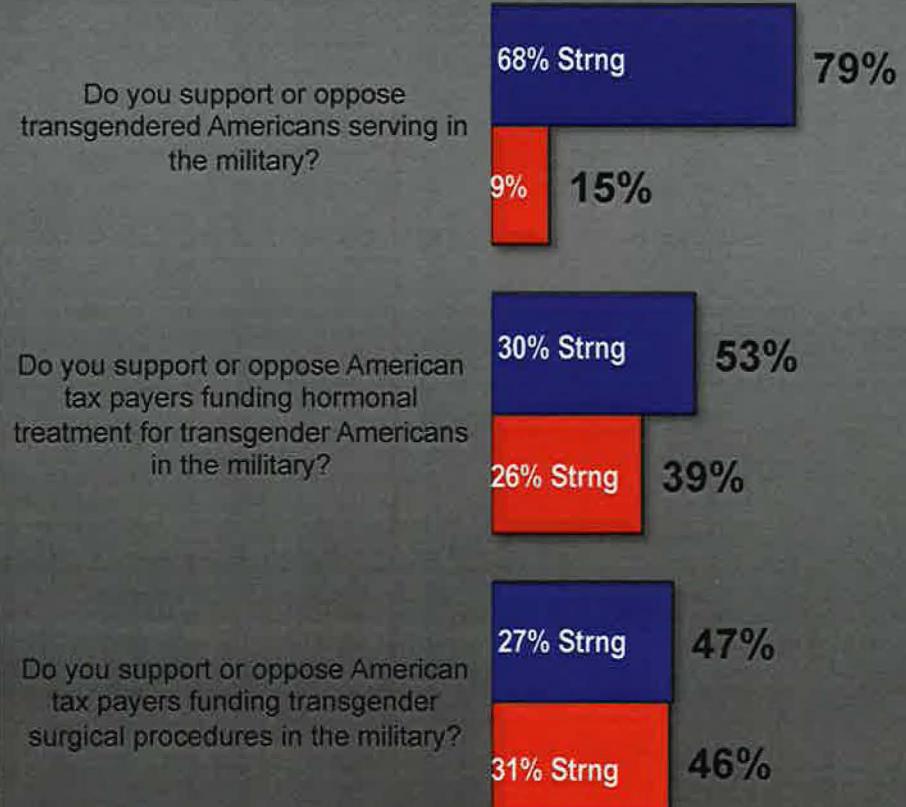


Republicans and Democrats disagree as you might expect.

Among Republicans

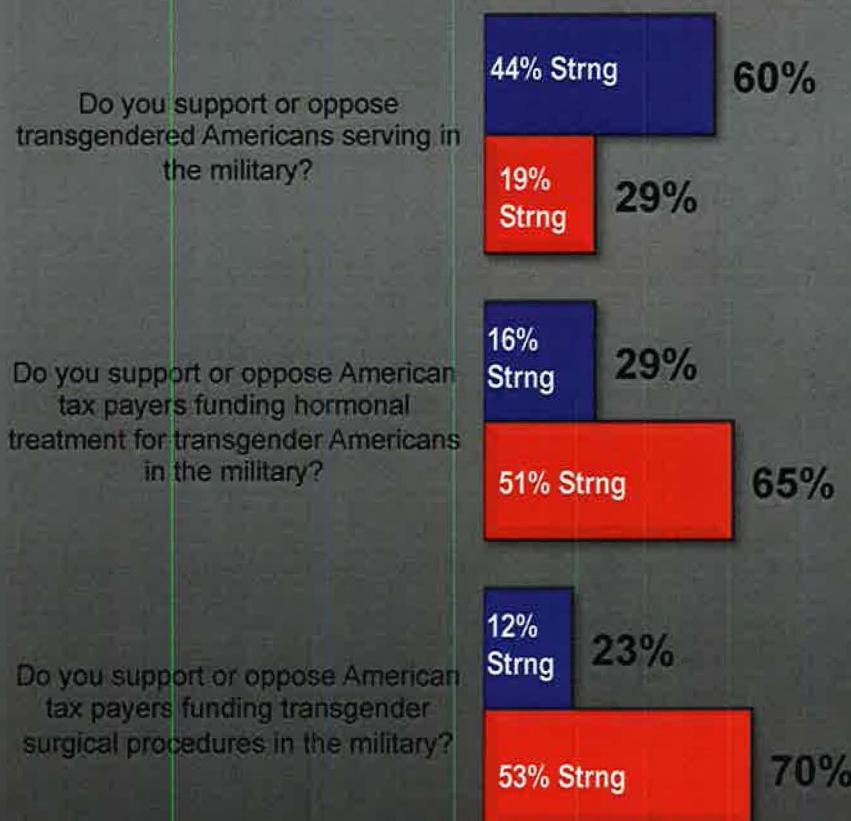


Among Democrats

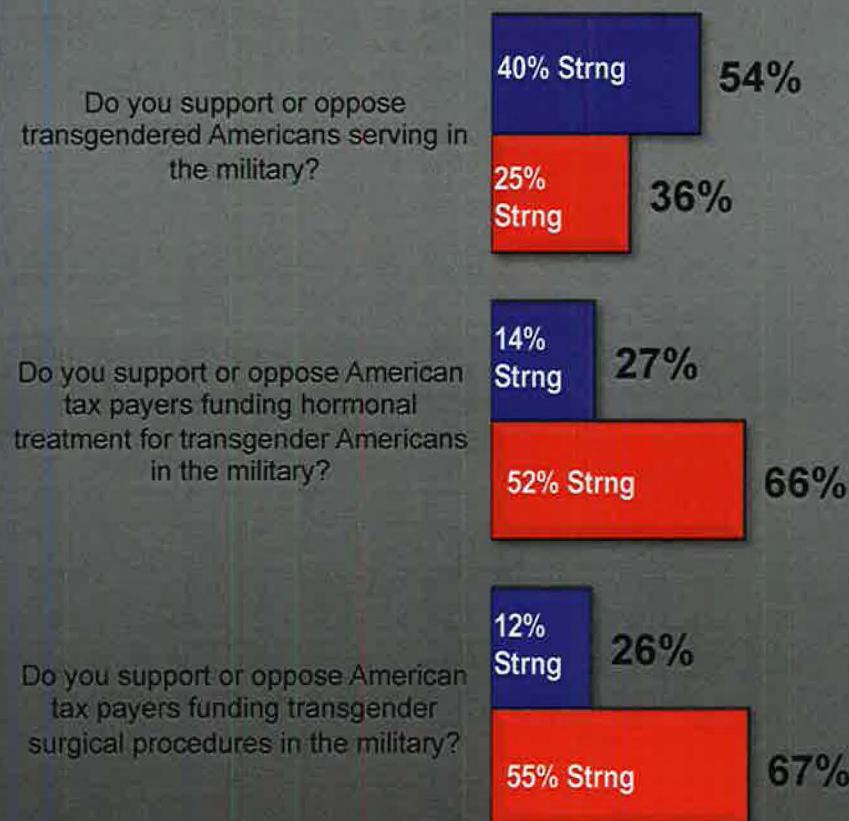


Independents tend to be supportive of transgenderers serving but are adamantly opposed to funding their medical procedures.

Among Independents



In states with competitive Senate races in 2018



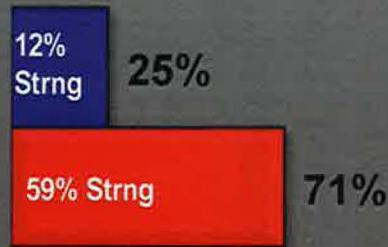
Veteran households are split on transgenders serving.

Among Veteran Households

Do you support or oppose transgendered Americans serving in the military?



Do you support or oppose American tax payers funding hormonal treatment for transgender Americans in the military?

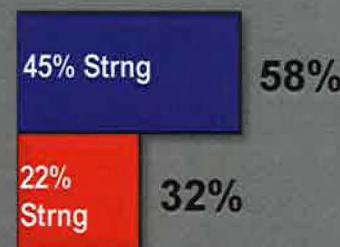


Do you support or oppose American tax payers funding transgender surgical procedures in the military?

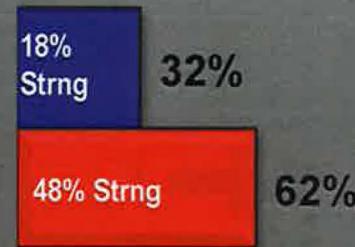


Among Non-Veteran Households

Do you support or oppose transgendered Americans serving in the military?



Do you support or oppose American tax payers funding hormonal treatment for transgender Americans in the military?



Do you support or oppose American tax payers funding transgender surgical procedures in the military?





Tax Reform Messaging

Qualitative & Quantitative Findings, Analysis,
and Recommendations

America First Policies

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Introduction and Methodology

America First Policies is pleased to present this report and analysis of our mixed method 2017 multi-phased tax reform study.

Tax reform research components include:

- Initial Tax Reform Quantitative Research Benchmark conducted between June 25 - 28, 2017 among N = 1,202 Registered Voters using a split-sample of 1/3 Landline, 1/3 Cell phone, and 1/3 Internet. Margin of error: + 2.8%
- Qualitative in-person focus groups. These focus group sessions included independently-recruited respondents, that were carefully screened to include a variety of individuals from different ages, ethnicities, work, income, educational, political, and ideological opinions.
 - August 14, 2017: Columbus, Ohio group was comprised of 10 'Somewhat-partisan/Independent Swing voters'
 - August 15, 2017: Tampa, Florida group was comprised of 11 'Somewhat-to-Strong Republican voters'
- Tax Reform Quantitative Messaging Research conducted between August 16 – 18, 2017 among N = 1,200 Registered Voters using a split-sample of 1/3 Landline, 1/3 Cell phone, and 1/3 Internet. Margin of error: + 2.8%

Objectives of this multi-phased study included:

- Developing a baseline awareness for individuals' opinions toward the federal tax system;
- Determining focus group participants' opinions toward current tax laws, including concerns about the system, and current understanding about the tax *reform* proposal;
- Examining participants' opinions toward specific elements of the tax reform proposal; and
- Understanding which tax reform arguments are most effective in augmenting perspectives.

NOTE: the information and insights extrapolated from focus group sessions represent the attitudes and opinions of a small number of respondents and is not statistically representative of a larger universe.



Initial Quantitative Key Findings

- **A large majority of voters are dissatisfied with the federal income tax system.**

The June survey shows that 66 percent of American voters are dissatisfied with the current federal income tax system. Dissatisfaction is widespread with at least six in ten voters in each of the partisan voter segments registering their disapproval (Republicans 75%; Independents 66%; Democrats 61%). In addition, 82 percent of all voters polled believe tax reform needs to be passed in the future.

- **Voters prefer a simpler and fairer tax code.**

According to the poll, what voters like most about the current tax reform proposals is that they will make the tax code simpler and fairer, while providing relief for working families and encouraging job creation. Specific elements and impacts of tax reform that voters found most appealing are:

- Making the tax code simpler, fairer, and flatter, so that it's not only easier to do your taxes, but it's also easier to have peace of mind at critical moments, whether it's going to school, getting a job, raising a family, or planning for retirement (83% favor).
- Providing tax relief for families with child and dependent care expenses (83% favor).
- Maintaining as tax deductions the interest on homeowner mortgages, charitable giving, and retirement savings (84% favor).
- Delivering a 21st-century American tax code that is built for growth—the growth of families' paychecks, the growth of local businesses, and the growth of our economy as a whole (80% favor).
- Modernizing the tax code to encourage corporations to stay in America and create new jobs at home, and will even encourage foreign companies to relocate here (84% favor).
- Clearing out the bureaucracy by doing away with all the rules, regulations, forms, and instructions that won't be needed with a simpler, fairer tax code (69% favor).
- Raising wages for American workers and create nearly 2 million full-time jobs in the United States (76% favor).



Qualitative Key Findings

- **The federal tax system – as it stands – is in dire need of being ‘streamlined.’**
The ‘difficult to understand’ tax structure lead focus group participants to believe that the average American family is taking on a larger tax burden due to lack of intimate knowledge of the incomprehensible tax system. Conversely, large corporations and wealthy individuals are believed to understand the complexities of the tax code, and are therefore able to ‘unfairly’ minimize their tax burden through ‘loopholes’ or receiving tax credits.
- **Tax reform begets tax relief...**
A stark consensus between the two focus groups was that participants want to see the tax system reformed, so that they (personally) can receive tax relief. Participants point to tax code loopholes, the poor structuring of the IRS, being taxed twice on investments, and complex tax brackets as problems which hinder them from receiving tax relief. The focus group participants believe tax reform will create tax relief.
- **‘What’ is unfair? The current tax system is unfair.**
Participants find many aspects of the tax system to be ‘unfair.’ Some find it unfair that the IRS is taxing them twice on the same funds. Others find it unfair that the system is so complicated that they need an advanced degree to file their taxes or have to hire an accountant. Still others find their current tax rate to be unfair, and a majority find it unfair that the large corporations and the rich can make loopholes in the code. . . Bottom line: ***the current federal tax system is what’s unfair, not just one component of the system.***
- **Partisan or Bipartisan, fix the damn thing.**
Independent-swing voters in Columbus don’t have an issue with Republicans taking the lead on tax reform, and Republicans in Tampa don’t have an issue if Republicans work with Democrats on the issue – just as long as our tax system is reformed.
- **... “I oppose doing nothing.”**
By far, the clearest message from both focus groups participants was that they oppose doing nothing to the federal tax system. People don’t understand how we, as a country, are still taking about the tax system being too complex, or unfair to families or small businesses. Participants understand that the federal tax system is a behemoth, and they don’t expect *everything* to be taken care of overnight - but they’ll take something over nothing. Respondents believe that ***any update*** to the tax code that makes it ‘easier to comprehend,’ ‘harder for corporations to cheat,’ and/or ‘fairer for families and individuals’ ***is a win.***



General Analysis

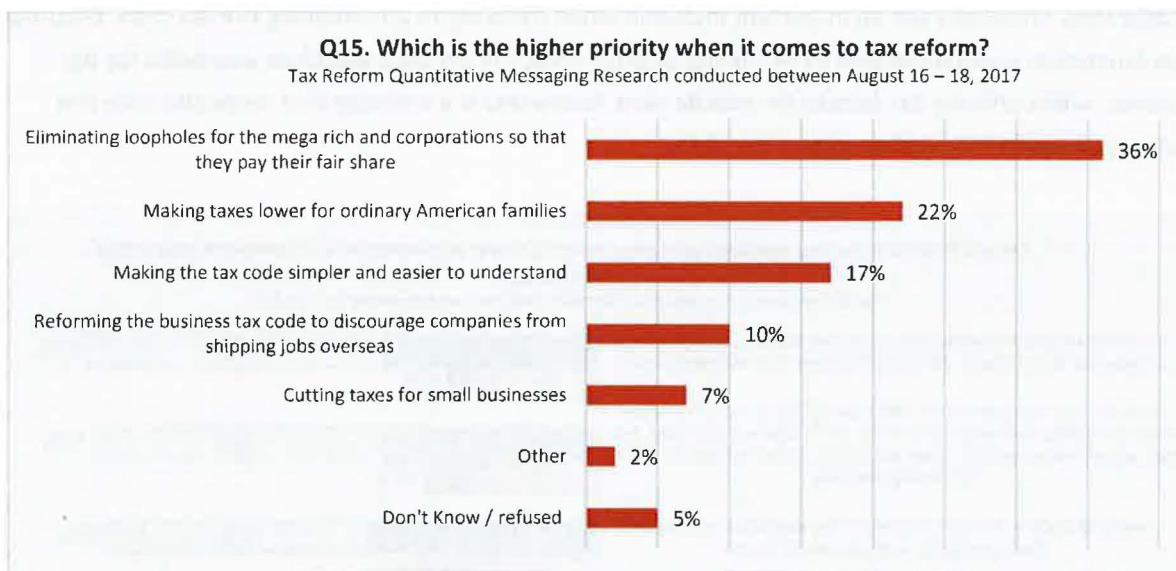
The current tax system needs reformed, for complexity sake!

Participants in both focus groups bemoaned the complexity of the current federal tax system. They are frustrated that they cannot understand the system, and overwhelmingly agree that the current complexity of the tax code drives unfair practices such as large corporations and the rich enjoying 'loopholes.' Respondents believe these loopholes make it more difficult for the federal government to lower taxes for ordinary American families.

Respondents see tax reform as the first step on the path to tax relief. Their thought process is: If the tax code is reformed so that the mega rich and corporations pay their fair share, then taxes can lower for average American families.

"We need simplification. The tax code started 100 years ago & has grown to 70,000 deductions and privileges." - Susan (Columbus)

"The biggest problem is the loopholes that allow big money to continue making or keeping their big money" - Laura (Tampa)





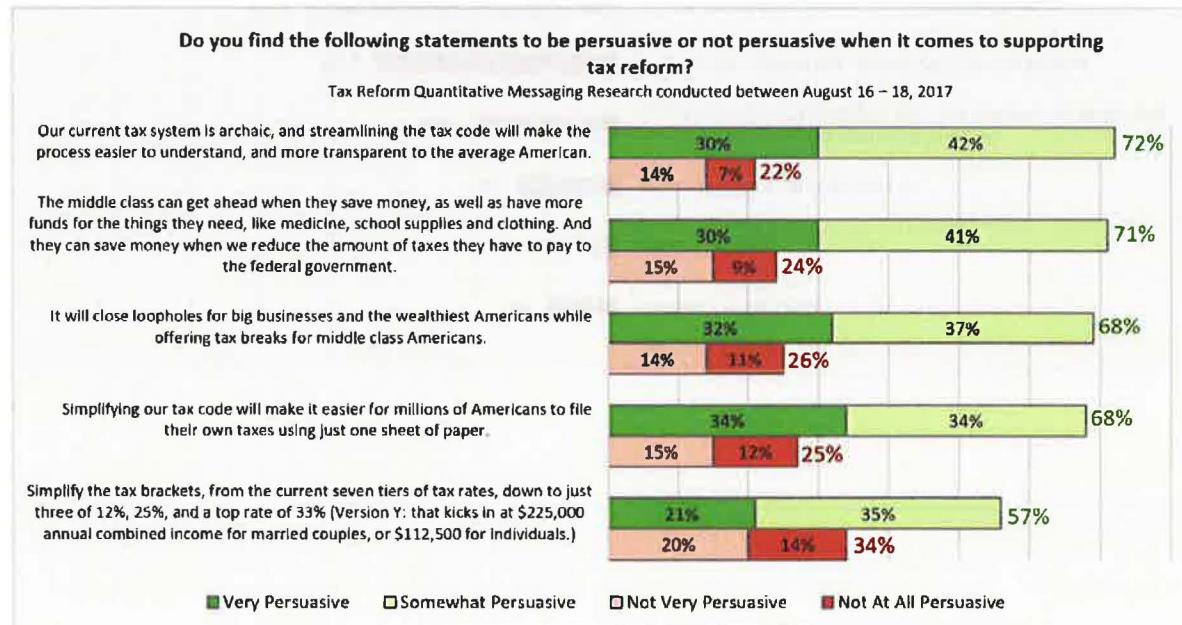
'Simplify' and 'Streamline' the tax code to help the middle class.

Of the 21 focus groups respondents interviewed, not one opposed the *proposal to make the income tax code much simpler with improvements like a larger standard deduction because far fewer taxpayers will need to itemize, which means their tax form can go back to one simple page.*

- **Of Note** – *For filing your taxes, a simple page of paper works, a postcard does not:* focus group respondents in both locations found it unrealistic to file your taxes on a form the size of a postcard. However, they resoundingly approve of the idea of filing on a single, simple page of paper. This does contrast with the 73% of June Survey respondents who favored a tax reform plan that would “make it so simple that most Americans would be able to use a tax form that could fit on a postcard.”

When tested quantitatively, Americans agree that *our current tax system is archaic, and streamlining the tax code will make the process easier to understand, and more transparent to the average American.* Our August 2017 research found that 72% of all respondents found this message of streamlining the archaic tax code to be persuasive, a net 50 points over the 22% who do not find the message to be persuasive.

Middle class Americans are an important inclusion when speaking to streamlining the tax code. Ensuring that Americans understand that streamlining or simplifying the tax code will close loopholes for big business, while offering **tax breaks for middle class Americans** is a message that resonates with the majority of voters from either side of the aisle.





"I oppose doing nothing!"

Focus group respondents in Columbus and Tampa were unable to define what a 'fair' tax rate would be for themselves, or other Americans. Participants were unsure of the rate they were currently being taxed, and found it difficult to provide examples of income levels for tax brackets or percentages at which certain incomes should be taxed.

What focus group respondents repeated, along with the majority of Americans tested quantitatively, is that they favor most all proposed measures tested, as long as it does 'something' to update the tax code: streamlining the tax code, reducing taxes on middle class Americans, or closing loopholes for big businesses and the wealthiest individuals.

"I oppose doing nothing!" – Kenneth (Tampa)

When provided with the option of *passing reform no matter what, whether it is passed by the Democrats or Republicans, as long as it makes the taxpayer system simpler and benefits ordinary American families*, 47% of American's preferred supporting tax reform regardless of bipartisan support, which is seven points more than those insisting that any reform must be bipartisan (40%).

Q25. Which is the best reason to support tax reform?

47%	(Some/Other) people want tax reform no matter what, whether it is passed by the Democrats or Republicans, as long as it makes the taxpayer system simpler and benefits ordinary American families.
40%	(Other/Some) people want tax reform that makes the system simpler, and more beneficial to ordinary families, but they also insist that any reform must be bipartisan - with support from both Republican and Democratic lawmakers.
5%	Indifferent (vol)
8%	Unsure / refused (vol)



What Works – And Not So Much

- What Works -

- **Simpler:** Making the tax code simpler and easier to understand
- **Fairer:** Eliminating loopholes for the mega rich and corporations so that they pay their fair share.
- **Lower:** Making taxes lower for ordinary “middle class” American families.

Suggested Messaging

- **Streamline the tax code:** Our current tax system is archaic, and streamlining the tax code will make the process easier to understand, and more transparent to the average American
- **...For the middle class:** The middle class can get ahead when they save money, as well as have more funds for the things they need, like medicine, school supplies and clothing. And they can save money when we reduce the amount of taxes they have to pay to the federal government.
- **And close the loopholes:** Tax reform will close loopholes for big businesses and the wealthiest Americans while offering tax breaks for middle class Americans.

- What Doesn't Work as Well -

- **Details:** Stating that one will simplify the tax brackets; *from the current seven tiers of tax rates, down to just three of 12%, 25%, and a top rate of 33%*, seemingly makes things more complex. . . Simply *simplifying* will do.
- **Getting away from the average American:** reforming the business tax code or cutting taxes for small businesses doesn't resonate as soundly as making taxes lower for the ordinary American family.

TOPIC: POTUS AFGHANISTAN PLAN
DATE: August 21 - 22, 2017

KEY TAKEAWAYS

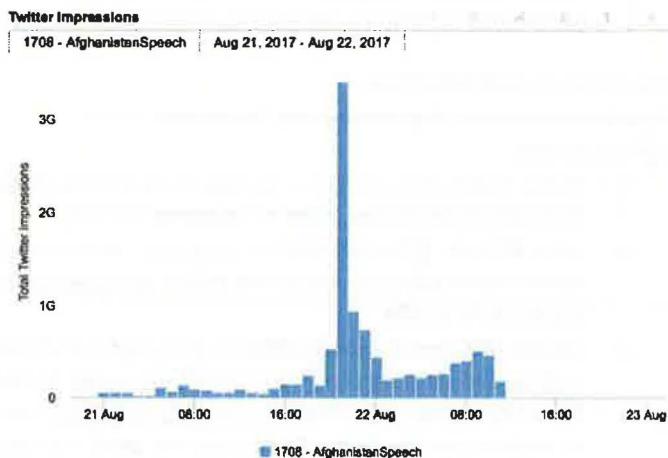
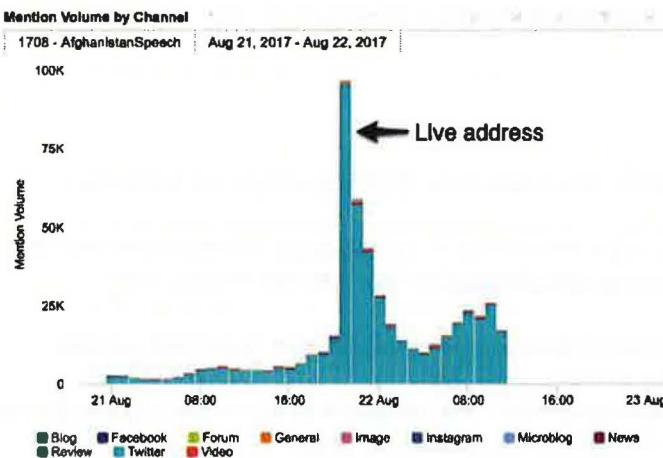
- Media outlets and influencers responded to President Trump's August 21 address about United States involvement in Afghanistan with mixed sentiment. While supporters praised the President's strong stance on "killing terrorists" rather than "nation building," detractors use the President's intentional lack of detail as fodder for attacks.
- Both the messaging and comments posted on Conservative news outlets trended more Neutral than Positive, which accounted for the discrepancy between the Political Bias chart and the Sentiment statistics.
- 49% of the event's topic momentum occurred within the first 4 hours of the President's address. The topic regained some momentum this morning as media outlets published their analyses. However, topic momentum will likely decrease over the next 48 hours.

SUMMARY

- Content Volume:** 520,498 filtered mentions across all channels over the last 24 hours related to President Trump's August 21st address about the United States' involvement in Afghanistan.
- Contribution Channels:** 497,743 Tweets, 8,641 Digital News mentions, 5,410 Forum and Blog posts, 2,224 Facebook posts.
- Sentiment by Mention Volume:** 29% Positive, 22% Neutral, 49% Negative.
- Top @Mention Count from Twitter:** @POTUS and @realdonaldtrump were mentioned in 84K Tweets earning 987M impressions. @stevenmazie of The Economist was mentioned in 35K Tweets earning 42.10M impressions for this [tweet](#), which generated 33K retweets and 70K likes on Twitter.
- Community Demographics from Twitter:** 45% Female, 55% Male participation from gender identifiable Twitter handles.
- Impressions & Authors Contribution from Twitter:** 11.24B Total Impressions from 201K unique Twitter profiles.

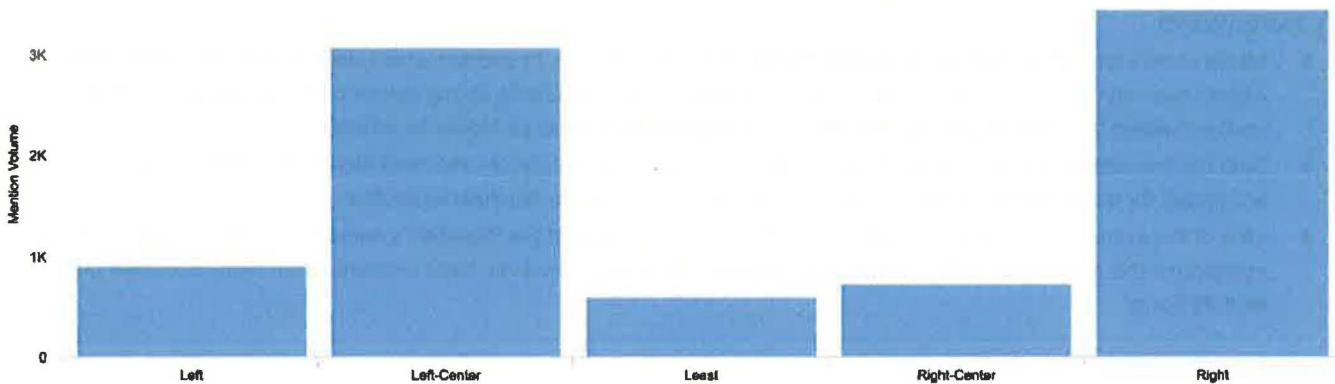
24-HOUR TOPIC MOMENTUM

Hourly topic momentum for the last 24 hours. Left chart is Mention Volume broken down by Channel. Right chart is Twitter Impression Volume.



POLITICAL BIAS*Mention volume broken down by political bias of the source.*

Political Bias | 1708 - AfghanistanSpeech | Aug 21, 2017 - Aug 22, 2017 |

**WHITE HOUSE CONTRIBUTION***Top Content from the White House.*

- **Donald J. Trump** @realDonaldTrump [21st Aug](#) RT @marcorubio: Good #AfghanStrategy & excellent speech by @POTUS laying it out to the nation. Retweets: 0 Replies: 0 Impressions: 36.44M
- **The White House** @WhiteHouse [21st Aug](#) .@VP Mike Pence: Donald Trump's new American strategy for Afghanistan will undo past failures <https://www.usatoday.com/story/opinion/2017/08/21/trump-speech...> Retweets: 1.1K Replies: 389 Impressions: 24.48M
- **The White House** @WhiteHouse [21st Aug](#) President Trump: Afghans will secure and build their own nation, and define their own future. We want them to succeed. Retweets: 909 Replies: 112 Impressions: 22.76M
- **Cliff Sims** @CSims45 [21st Aug](#) "We are not nation-building again - we are killing terrorists." - @POTUS Retweets: 118 Replies: 14 Impressions: 1.35M
- **Cliff Sims** @CSims45 [21st Aug](#) .@POTUS on Afghanistan: "Our nation must seek an honorable and enduring outcome worthy of the tremendous sacrifices that have been made." Retweets: 75 Replies: 6 Impressions: 653K
- **Helen Aguirre Ferre** @haferre45 [21st Aug](#) @POTUS Today 20 US designated foreign terrorist organizations are active in Afghanistan & Pakistan, the highest concentration in any region Retweets: 6 Replies: 0 Impressions: 10K

POLITICIAN CONTRIBUTION*Selected content from Republicans and Democrats.***REPUBLICANS**

- **Marco Rubio** @marcorubio [21st Aug](#) Good #AfghanStrategy & excellent speech by @POTUS laying it out to the nation. Retweets: 5.7K Replies: 6.9K Impressions: 52.33M
- **John McCain** @SenJohnMcCain [21st Aug](#) I commend @POTUS's new strategy for #Afghanistan. We must move past last admin's failed policy of postponing defeat. bit.ly/2wyUi05 pic.twitter.com/zGqrkSD9i Retweets: 633 Replies: 1.4K Impressions: 5.90M
- **Leader McConnell** @SenateMajLdr [21st Aug](#) The US cannot permit terrorist organizations to train, recruit and plot from ungoverned sanctuaries. bit.ly/2x79XBF Retweets: 63 Replies: 48 Impressions: 389K
- **Kevin McCarthy** @GOPLeader [21st Aug](#) .@POTUS has made the right call – this framework for action is the right thing to do for Afghanistan, the United States, and the world. Retweets: 114 Replies: 49 Impressions: 364K
- **Rob Portman** @senrobportman [21st Aug](#) Look forward to hearing more from Sec. Tillerson & Sec. Mattis on how #POTUS' #Afghanistan strategy will help make America safer. Retweets: 19 Replies: 21 Impressions: 115K
- **Jim Inhofe** @JimInhofe [21st Aug](#) .@POTUS reaffirmed our commitment to victory in Afghanistan & marked a new beginning in our approach to supporting our Afghan partners Retweets: 12 Replies: 24 Impressions: 53K

DEMOCRATS

- **Senator Tim Kaine** @timkaine [21st Aug](#) The American public deserves more details from POTUS on Afghanistan. Congress should ask for the specifics and then debate & vote on an AUMF *Retweets: 2.5K Replies: 138 Impressions: 4.90M*
- **Nancy Pelosi** @NancyPelosi [21st Aug](#) President Trump's speech on Afghanistan policy was low on details but raises serious questions about the future. [goo.gl/PHf8Lq](#) *Retweets: 658 Replies: 319 Impressions: 2.16M*
- **Kirsten Gillibrand** @SenGillibrand [22nd Aug](#) Until [@POTUS](#) can define what success in Afghanistan looks like, sending more troops to fight there is a disservice to their sacrifice. *Retweets: 211 Replies: 29 Impressions: 1.00M*
- **Rep. Pramila Jayapal** @RepJayapal [21st Aug](#) Donald Trump's address on Afghanistan was short on specifics and strategy and lacked a clear path to end the longest war in our history. *Retweets: 148 Replies: 6 Impressions: 196K*
- **Steve Cohen** @RepCohen [21st Aug](#) After 16 years we haven't made great progress in [#Afghanistan](#). Trump didn't make me believe that we will be successful. [#GodBlessOurTroops](#) [pic.twitter.com/YvfmX6GTY3](#) *Retweets: 41 Replies: 8 Impressions: 152K*

MEDIA CONTRIBUTION

Web and Twitter mentions of key news sites, including User Comments and Outbound Virality (shares of pages to Facebook, Twitter and LinkedIn).

POSITIVE

- [Trump rules out Afghan troops withdrawal](#) - BBC - 8/22/17
 - **Outbound Virality:** Facebook: 5.6K Interactions; Twitter: 642 Tweets; LinkedIn: 36 Shares
 - President Trump has committed to stepping up the US military's engagement in Afghanistan, but details were few and far between. [...] The president did, however, put pressure on neighbouring Pakistan, warning that the US would no longer tolerate it offering "safe havens" to extremists - an accusation swiftly dismissed by a Pakistani army spokesman.
 - *Related:* [Trump backs off Afghan withdrawal, lambasts Pakistan over terrorist 'safe havens'](#) - Dawn

NEUTRAL

- [Trump to ask Americans to trust him on Afghanistan](#) - CNN - 8/21/17
 - **Outbound Virality:** Facebook: 28K Interactions; Twitter: 1.1K Tweets; LinkedIn: 53 Shares
 - While Trump will be unveiling a crucial national security decision, it will be impossible to divorce his speech from its political context. His inflammatory news conference last week in which he equated white supremacists and counterprotestors who clashed in Charlottesville, Virginia, triggered a stampede away from the President by senior Republican lawmakers, corporate CEOs and others that left him more isolated than ever before.
- [Trump Outlines New Afghanistan War Strategy With Few Details](#) - New York Times - 8/21/17
 - **Outbound Virality:** Facebook: 4.5K Interactions; Twitter: 682 Tweets; LinkedIn: 20 Shares
 - President Trump put forward on Monday a long-awaited strategy for resolving the nearly 16-year-old conflict in Afghanistan, but he declined to specify either the number of troops that would be committed, or the conditions by which he would judge the success of their mission there.
 - *Related:* [Trump declares US will 'win' in Afghanistan, but gives few details](#) - CNN Politics
- [No decision yet on size of U.S. troop increase in Afghanistan: Mattis](#) - Reuters - 8/22/17
 - **Outbound Virality:** Facebook: 2.4K Interactions; Twitter: 580 Tweets; LinkedIn: 23 Shares
 - "When he brings that to me, I will determine how many more we need to send in," Mattis told reporters during a visit to Baghdad. "It may or may not be the number that is bandied about." U.S. officials have said Trump has given Mattis the authority to send about 4,000 additional troops to add to the roughly 8,400 already in Afghanistan.

NEGATIVE

- [Donald Trump's Afghanistan speech ended up being all about Charlottesville](#) - CNN - 8/21/17
 - **Outbound Virality:** Facebook: 8.9K Interactions; Twitter: 433 Tweets; LinkedIn: 7 Shares
 - President Donald Trump used a speech ostensibly focused on his decision about the future of America's role in Afghanistan to issue a call for unity and healing in the United States, a clear attempt to patch over the damage caused by his repeated unwillingness to condemn white supremacists and neo-Nazis following their violent protests in Charlottesville.
- [As Trump Rolls Out War Plan, Taliban Are Gaining](#) - New York Times - 8/21/17
 - **Outbound Virality:** Facebook: 720 Interactions; Twitter: 431 Tweets; LinkedIn: 15 Shares

- The Pentagon is also aware that after so many years of war, the American public may not stomach — and the American military may not be able to afford — another huge troop buildup in Afghanistan's infamous graveyard of empires. So the Afghan national security forces, weak as they are, are expected to do their own fighting.
- **Too many have died in Afghanistan already. Trump must not draw us back** - **The Guardian** - 8/22/17
 - **Outbound Virality:** Facebook: 850 Interactions; Twitter: 271 Tweets; LinkedIn: 1 Share
 - The test of any professed opposition to Donald Trump is what response is forthcoming when he starts dropping bombs or sending soldiers to die. There were those who spoke in grave tones about Trump's threat to world peace – even implying he was an American Hitler – but got teary-eyed as soon as he sent missiles hurtling towards a Syrian airfield. Now he has unveiled plans to send more American soldiers to the graveyard of Afghanistan – and he wants Britain to follow suit. His latest military escapade must be resisted.
- **Donald Trump's New Afghanistan Plan Promises More Killing - and Little Else** - **The Intercept** - 8/21/17
 - **Outbound Virality:** Facebook: 666 Interactions; Twitter: 194 Tweets; LinkedIn: 4 Shares
 - Trump, however, did neither. His audience was left with nothing but excuses and contradictions. Trump refused to say how many troops he was sending, or set any goals or timetables for withdrawal. "We are not nation-building again," he stressed, boasting that "we are going to participate in economic development to help defray the cost of this war to us."
- **Trump's new Afghan strategy rings all too familiar in longest war** - **Politico** - 8/21/17
 - **Outbound Virality:** Facebook: 236 Interactions; Twitter: 135 Tweets; LinkedIn: 0 Shares
 - President Donald Trump says he is pursuing a "dramatically" different strategy in Afghanistan that will bear better results — but some of the Pentagon's own experts expect to see few dramatic changes despite the president's soaring promises about America's longest-ever war.

JOURNALIST CONTRIBUTION

Selected content from journalists.

POSITIVE

- **Nicholas Kristof** @NickKristof [21st Aug](#) Not a bad Trump speech on Afghanistan, largely continuing Obama policy. Good to hear him call out Pakistan for its duplicity. *Retweets: 283 Replies: 37 Impressions: 6.21M*
- **Andrea Mitchell** @mitchellreports [21st Aug](#) Trump says cannot repeat in Afghanistan mistake our leaders made in Iraq (referring to Obama withdrawal) and create vacuum for terrorists *Retweets: 63 Replies: 28 Impressions: 5.91M*

NEUTRAL

- **Barbara Plett Usher** @BBCBarbaraPlett [21st Aug](#) Key difference on [#Afghanistan](#) is Trump committing to US military presence for indefinite period & not limiting troop #'s *Retweets: 28 Replies: 1 Impressions: 21.42M*

NEGATIVE

- **Steven Mazie** @stevenmazie [21st Aug](#) Trump says Afghanistan and Pakistan pose the worst terrorist threat to America. Interesting his travel ban applies to neither country. *Retweets: 32K Replies: 344 Impressions: 41.20M*
- **Barbara Plett Usher** @BBCBarbaraPlett [21st Aug](#) Trump put [#Pakistan](#) on notice over safe-havens for [#Afghanistan](#) militants but didn't say what that would mean in practice *Retweets: 17 Replies: 4 Impressions: 21.15M*
- **Phil Elliott** @Philip_Elliott [21st Aug](#) There is not a confirmed US Ambassador to Afghanistan at present. *Retweets: 4.7K Replies: 51 Impressions: 9.25M*
- **Brian Stelter** @brianstelter [21st Aug](#) "Trump will ask Americans to trust him on his new Afghanistan strategy, exercising a president's most somber duty..." <http://www.cnn.com/2017/08/21/politics/donald-trump ...> *Retweets: 146 Replies: 108 Impressions: 7.23M*
- **Dan Rather** @DanRather [22nd Aug](#) Bottom line conclusion on Pres. Trump's Afghanistan speech? We will continue to spend and bleed; no end in sight. *Retweets: 2.3K Replies: 69 Impressions: 6.80M*
- **Jim Acosta** @Acosta [21st Aug](#) Trump on Afghanistan strategy: "we will not talk about numbers of troops." (Don't the American people deserve to know how many we send?) *Retweets: 3.2K Replies: 549 Impressions: 5.52M*

BROADCAST CONTRIBUTION

Curated clips from local and national broadcast stations.

- **MSNBC** - 8/21/17
- **CBS Evening News** - 8/21/17

- [Good Morning America](#) - 8/22/17

INFLUENCER CONTRIBUTION

Selected content from industry experts, analysts, and influential personalities.

POSITIVE

- **Geoff De Weaver** @geoff_deweaver [22nd Aug](#) Trump says rapid Afghan exit would leave 'vacuum' for terrorists <http://www.independent.co.uk/news/world/americas/us-politics/trump-afghanistan.html> ... [#Afghanistan](#) [#DonaldTrump](#) [#Winning](#)

NEGATIVE

- **Alyssa Milano** @Alyssa_Milano [22nd Aug](#) Is this true, [@realDonaldTrump](#)? Trump Finds Reason for the U.S. to Remain in Afghanistan: MINERALS nyti.ms/2tl5ozD
- **Ann Coulter** @AnnCoulter [22nd Aug](#) Whereas I see Trump as a threat to his re-election. Report: More Troops to Useless Human-Grinder in Afghanistan. <https://twitter.com/thehill/status/...>
- **Brian Klaas** @brianklaas [22nd Aug](#) Trump wants to fix Afghanistan but hasn't bothered to even nominate anyone for 96 of 141 posts at the State Dept & wants to gut its funding.
- **Charles V Payne** @cvpayne [22nd Aug](#) Market reacting to decisive comments from [@POTUS](#) on Afghanistan & American Unity -winning former will be tough winning latter isn't optional

CONSTITUENT CONTRIBUTION

Constituent mentions on social media channels, including Twitter and Facebook.

POSITIVE

- **The Reagan Battalion** @ReaganBattalion [22nd Aug](#) Trump followed the advice of the generals on the ground in Afghanistan, and took the risk of angering his base. He deserves credit.
- **LUKE** @LukeMAGA1 [22nd Aug](#) It feels good to know we have a President that will get us across the finish line.  [#AfghanistanStrategy](#) <pic.twitter.com/C8O2EdfZig>
- **PinkAboutIt**  @Pink_About_it [22nd Aug](#) Trump was more then fair about Afghanistan before coming to a decision. Immense respect that he put a lot of time & thought into it
- **TRUMP MOVEMENT** @TRUMPMOVEMENTUS [22nd Aug](#) Good [#AfghanStrategy](#) & excellent speech by [@POTUS](#) laying it out to the nation Sen. Marco Rubio <pic.twitter.com/qU5QnJGvVn>
- **Asa J**  @asamjulian [22nd Aug](#) I'm not happy nor sad about Trump's Afghanistan speech. These decisions are not easy to make, I'm giving Trump the benefit of the doubt.

NEGATIVE

- **Kai Eide** @kai_eide [22nd Aug](#) At least Trump did not decide to pull out of Afghanistan. That is good! But yesterday's speech is too vague to be called a strategy. <https://twitter.com/washingtonpost/status/900006175718219777> ...
- **John Hergt** @natureofthings7 [22nd Aug](#) "Trump's Afghanistan" speech was perfect no goals to achieve no bench marks to be measured by no responsibility for the blood and \$ spent.
- **Tanya** @tg Greene319 [22nd Aug](#) Interesting to hear Republicans like Paul Ryan praise Trump's Afghanistan strategy - the exact same strategy they hated when it was Obama's.
- **Gideon Rachman** @gideonrachman [22nd Aug](#) Decision to fight on in Afghanistan maybe a sign of the problem of filling Trump admin with generals. This is very personal for them.
- **AmNa** @online_amna [22nd Aug](#) #Trump new Afghan strategy, just blame it on [#Pakistan](#). Why is our foreign office silent??? [#PakistanRejectsTrump](#)
- **Sune Engel Rasmussen** @SuneEngel [22nd Aug](#) What stands out, to me, from Trump's speech is the lack of any specificity, and any definition of what the US objective in Afghanistan is
- **Wes Jordan**  @wesley_jordan [22nd Aug](#) Since the Trump admin is now refusing to tell Americans abt wars or troop deployments, will they also be hiding the number of people killed?

DISCLOSURE

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TOPIC: WHITE HOUSE RESPONSE TO HURRICANE HARVEY
 DATE: August 25 - 28, 2017

KEY TAKEAWAYS

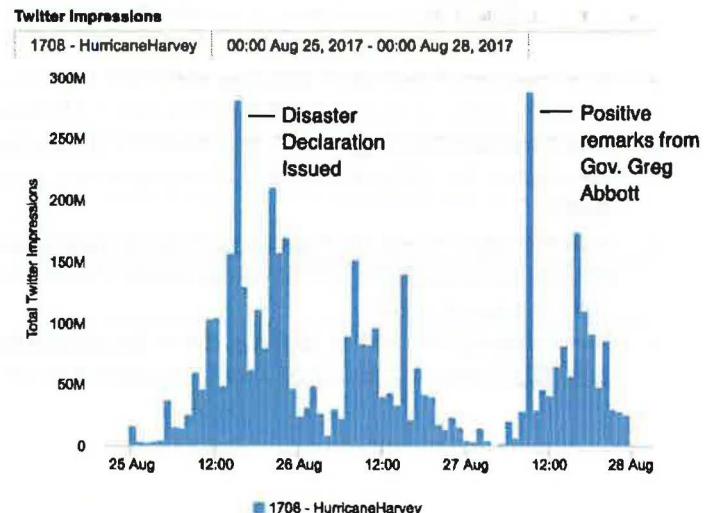
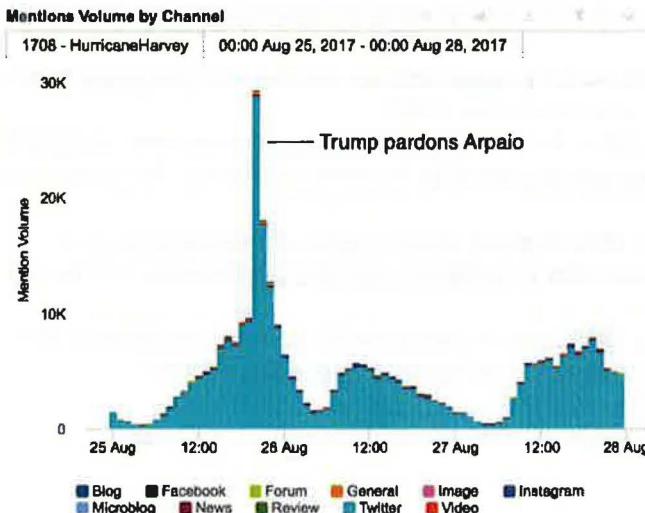
- While the White House and supporters of President Trump describe the response to Hurricane Harvey as a triumph of teamwork and preparedness, detractors argue that President Trump used messaging on Friday as a diversion from the pardoning of Joe Arpaio and the transgender military service ban. Senator Chuck Schumer expressed concern through a [series of tweets](#) published on August 25.
- Both supporters and detractors named Hurricane Harvey the first 'real' test of the Trump administration, drawing both favorable and unfavorable comparisons between Hurricane Harvey and other historic crises like Hurricane Katrina.
- Four percent of the total mentions contribution and nine percent of the total impressions contribution was related to two positive events:
 - President Trump issued a disaster declaration (7,900 mentions, 326.00M Impressions)
 - Texas Governor Greg Abbott praised the White House's response to the crisis (11,700 mentions, 116.78M Impressions)

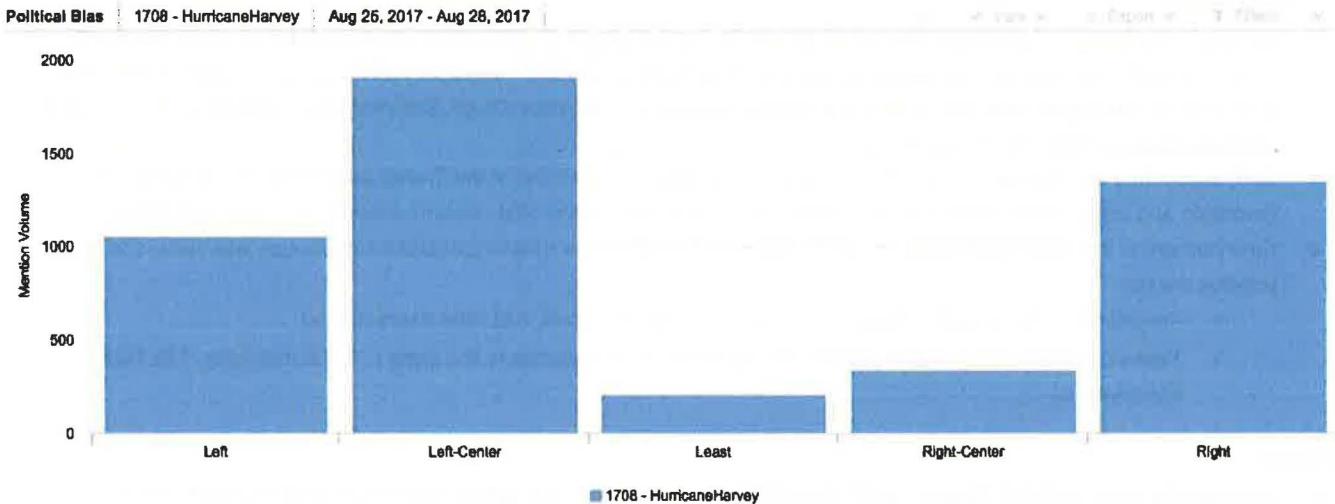
SUMMARY

- Content Volume:** 400,296 filtered mentions across all channels between August 25 - 28, 2017 related to President Trump's response and messaging surrounding Hurricane Harvey.
- Contribution Channels:** 384,079 Tweets, 6,678 Digital News mentions, 4,136 Forum and Blog posts, 1,663 Facebook posts.
- Sentiment by Mention Volume:** 22% Positive, 4% Neutral, **74% Negative**.
- Top @Mention Count from Twitter:** @POTUS and @realdonaldtrump were mentioned in 72K Tweets earning 680.26M Impressions. @redcross was mentioned in 12K Tweets earning 20.92M Impressions.
- Community Demographics from Twitter:** 51% Female, 49% Male participation from gender identifiable Twitter handles.
- Impressions & Authors Contribution from Twitter:** 5.01B Total Impressions from 202K unique Twitter profiles.

4-DAY TOPIC MOMENTUM

Hourly topic momentum between August 25 - 28, 2017. Left chart is Mention Volume broken down by Channel. Right chart is Twitter Impression Volume.



POLITICAL BIAS*Mention volume broken down by political bias of the source.***WHITE HOUSE CONTRIBUTION***Top Content from the White House.*

- **Donald J. Trump** @realDonaldTrump [26th Aug](#) Closely monitoring #HurricaneHarvey from Camp David. We are leaving nothing to chance. City, State and Federal Govs. working great together! *Retweets: 14K Replies: 13K Impressions: 36.90M*
- **Donald J. Trump** @realDonaldTrump [26th Aug](#) Wonderful coordination between Federal, State and Local Governments in the Great State of Texas - TEAMWORK! Record setting rainfall. *Retweets: 18K Replies: 13K Impressions: 36.90M*
- **Donald J. Trump** @realDonaldTrump [27th Aug](#) I will be going to Texas as soon as that trip can be made without causing disruption. The focus must be life and safety. *Retweets: 22K Replies: 15K Impressions: 36.90M*
- **Vice President Pence** @VP [26th Aug](#) Full impact of #HurricaneHarvey still to occur w/ heavy rain/flooding. [@POTUS](#) directed team to remain fully engaged & support TX & LA Govs. [pic.twitter.com/bbUP4DSfSP](#) *Retweets: 2.8K Replies: 990 Impressions: 34.87M*
 - **President Trump** @POTUS [26th Aug](#) RT @VP: Full impact of #HurricaneHarvey still to occur w/ heavy rain/flooding. [@POTUS](#) directed team to remain fully engaged & support TX & LA Govs. [pic.twitter.com/bbUP4DSfSP](#) *Retweets: 0 Replies: 0 Impressions: 20.05M*
- **Vice President Pence** @VP [26th Aug](#) .@POTUS & I continue to monitor #HurricaneHarvey updates. Visit [Ready.gov](#) for info & listen to advice of local/state officials *Retweets: 1.1K Replies: 274 Impressions: 8.30M*
- **Vice President Pence** @VP [25th Aug](#) Briefed by [@TomBossert45](#) on the latest #HurricaneHarvey developments. [@POTUS](#)' top priority is the safety of the public & first responders. [pic.twitter.com/ahvkwN1dPM](#) *Retweets: 710 Replies: 399 Impressions: 6.68M*
- **Vice President Pence** @VP [26th Aug](#) Spoke w/ [@JohnCornyn](#), [@SenTedCruz](#), [@BillCassidy](#) & [@SenJohnKennedy](#) re: #HurricaneHarvey. [@POTUS](#) #1 priority- safety of public/1st responders [pic.twitter.com/5UO0GsVwt](#) *Retweets: 191 Replies: 102 Impressions: 4.90M*
- **Marc Lotter** @VPPressSec [25th Aug](#) Due to #HurricaneHarvey, [@VP](#) Pence will remain in DC this wknd, coordinating with [@POTUS](#) Trump at Camp David, monitoring storm & response. *Retweets: 145 Replies: 51 Impressions: 1.16M*

POLITICIAN CONTRIBUTION*Selected content from Republicans and Democrats.***REPUBLICANS**

- **Gov. Greg Abbott** @GovAbbott 25th Aug Texas has requested a Presidential Disaster Declaration as Hurricane **#Harvey** is set to make landfall. bit.ly/2wux8ll Retweets: 334 Replies: 20 Impressions: 1.54M
- **Senator Ted Cruz** @SenTedCruz 25th Aug .@JohnCornyn and I have asked @POTUS to support expedited **#Harvey** disaster declaration requested by @GovAbbott bit.ly/2gcLeYx Retweets: 94 Replies: 37 Impressions: 1.16M
- **John Cornyn** @JohnCornyn 26th Aug Appreciate phone call from POTUS & @VP & aggressive response **#hurricaneharvey2017**, w very good fed-state-local cooperation @realDonaldTrump Retweets: 70 Replies: 29 Impressions: 218K
- **David Jolly** @DavidJollyFL 27th Aug Trump's tweets largely on message re Harvey, but a historic moment when Tweets now replace the Presidential podium in times of nat'l crisis. <https://twitter.com/realDonaldTrump/status/893811111111111111> Retweets: 28 Replies: 10 Impressions: 20K

DEMOCRATS

- **Chuck Schumer** @SenSchumer 25th Aug As millions of people in TX and LA are prepping for the hurricane, the President is using the cover of the storm to 1/ Retweets: 3.2K Replies: 227 Impressions: 7.66M
 - **Chuck Schumer** @SenSchumer 25th Aug Pardon a man who violated a court's order to stop discriminating against Latinos and 2/ Retweets: 2.8K Replies: 837 Impressions: 7.66M
 - **Chuck Schumer** @SenSchumer 25th Aug Ban courageous transgender men and women from serving our nation's Armed Forces. 3/ Retweets: 2.0K Replies: 410 Impressions: 7.66M
 - **Chuck Schumer** @SenSchumer 25th Aug Then he ran to Camp David. The only reason to do these right now is to use the cover of Hurricane Harvey to avoid scrutiny 4/ Retweets: 4.9K Replies: 1.6K Impressions: 7.66M
 - **Chuck Schumer** @SenSchumer 25th Aug So sad, so weak. 5/5 Retweets: 4.9K Replies: 1.6K Impressions: 7.66M
- **Richard Blumenthal** @SenBlumenthal 26th Aug Under cover of hurricane and Friday night darkness, Trump pardons Arpaio and flouts rule of law - already producing backlash. <https://twitter.com/washingtonpost/status/893811111111111111> Retweets: 670 Replies: 78 Impressions: 1.81M
- **Senator Gary Peters** @SenGaryPeters 26th Aug Instead of divisive actions like the pardon & banning transgender servicemembers POTUS should unify country & address crises like **#Harvey** Retweets: 28 Replies: 11 Impressions: 68K
- **US Rep. Darren Soto** @RepDarrenSoto 25th Aug As **#HurricaneHarvey** hits TX, Trump's response? Pardon racist **#Arpaio**. Simply awful. **#Sayfie #FlaPol** @HispanicCaucus <https://www.washingtonpost.com/news/post-politics/wp/2017/08/25/trumps-hurricane-harvey-response-is-a-pardon-for-joe-arpai/> Retweets: 9 Replies: 3 Impressions: 10K

MEDIA CONTRIBUTION*Web and Twitter mentions of key news sites, including User Comments and Outbound Virality (shares of pages to Facebook, Twitter and LinkedIn).***POSITIVE**

- **Trump makes disaster declaration for Hurricane Harvey** - CNN Politics - 8/25/17
 - **Outbound Virality:** Facebook: 2.4K Interactions; Twitter: 224 Tweets; LinkedIn: 1 Share
 - President Donald Trump issued a major disaster declaration as Hurricane Harvey made landfall in Texas on Friday evening. Trump directed federal aid toward the state's recovery efforts in affected areas, the White House said in a statement.
 - **Related:** [Trump issues emergency declaration for Harvey in Louisiana](#) - Chicago Tribune
- **Tom Bossert calls criticism of Trump pardoning Arpaio during hurricane "wrong"** - CBS News - 8/27/17
 - **Outbound Virality:** Facebook: 1.4K Interactions; Twitter: 31 Tweets; LinkedIn: 0 Shares
 - White House homeland security adviser Tom Bossert called Sen. Chuck Schumer's claim that President Trump hid his pardoning of former sheriff Joe Arpaio under reports of Hurricane Harvey "clearly wrong." "I think the president weighed the totality of the circumstances and the sheriff's history of service, both in the military and to the law enforcement community, and decided that the 80-something year old man with his history and record of service deserved clemency at this point," Bossert said Sunday on CBS News' "Face the Nation."
- **Hurricane Harvey tests Donald Trump's presidential mettle: Ex-FEMA director** - USA Today - 8/27/17
 - **Outbound Virality:** Facebook: 1.1K Interactions; Twitter: 58 Tweets; LinkedIn: 11 Shares

- The role of the president of the United States during a natural disaster such as Hurricane Harvey, now bringing record rainfall and devastating flooding to a broad swath of Texas, including Houston, is straightforward and practical. The president brings to bear the weight of the federal government to help communities impacted by the disaster and communicates the details of the emergency response. On a deeper level, it is the president's reassurance and hopefulness that help communities heal.

NEUTRAL

- [**Trump rescinded Obama's flood-risk rule weeks before hurricane Harvey hit**](#) - Newsweek - 8/27/17
 - **Outbound Virality:** Facebook: 20.5K Interactions; Twitter: 3.4K Tweets; LinkedIn: 47 Shares
 - Donald Trump signed away Obama-era flood standards just weeks before Hurricane Harvey hit Texas, in a bid to get infrastructure projects approved more quickly. The rule, signed by former President Barack Obama in 2015, had not yet come into effect but aimed to make infrastructure more resilient to the effects of climate change, such as rising sea levels and flooding.
- [**Trump to Travel to Texas With Torrential Rain Still in the Forecast**](#) New York Times - 8/27/17
 - Outbound Virality: Facebook: 7.7K Interactions; Twitter: 1.5K Tweets; LinkedIn: 22 Shares
 - President Trump on Sunday announced plans to travel to Texas on Tuesday, as millions of people there continued to battle catastrophic flooding and torrential rain that was expected to last for several more days. The timing of a presidential visit, as the disaster was still unfolding, could put Mr. Trump in an awkward position of adding to the logistical headaches for state officials, though he may avoid the storm-ravaged parts of Texas.
- [**Is Trump's response to Hurricane Harvey enough?**](#) - Politico - 8/27/17
 - **Outbound Virality:** Facebook: 606 Interactions; Twitter: 136 Tweets; LinkedIn: 0 Shares
 - President Donald Trump sought to project tough competence in the face of the biggest natural disaster of his presidency, describing the hurricane battering Texas over the weekend as an epic storm on social media and announcing he will visit the state on Tuesday.
 - *Related:* [Here's when Trump's response to Hurricane Harvey will really matter](#) - Vox; [Trump readies hurricane response in test to his administration](#) - Reuters
- [**Trump can't stop marveling at the size of Hurricane Harvey on Twitter**](#) - Business Insider - 8/27/17
 - Outbound Virality: Facebook: 660 Interactions; Twitter: 0 Tweets; LinkedIn: 0 Shares
 - As Hurricane Harvey dumped foot after foot of rain on Houston over the weekend, President Donald Trump seemed to marvel at the extent of the disaster on his Twitter feed Sunday.

NEGATIVE

- [**As Hurricane Harvey's Aftermath Slams Texas, Trump Tweets A Storm Of Self-Congratulations And Grievances**](#) - Huffington Post - 8/27/17
 - **Outbound Virality:** Facebook: 14.7 Interactions; Twitter: 830 Tweets; LinkedIn: 7 Shares
 - As severe flooding threatened Texas residents in the aftermath of Hurricane Harvey, President Donald Trump on Sunday focused on the "wonderful" response by government officials to the storm while marveling at the disaster's scope. Trump spent much of the weekend assuring Americans that he was following the storm, posting self-congratulatory tweets and boasting about the "great talent on the ground."
- [**People are outraged Trump hid behind a hurricane to pardon Joe Arpaio**](#) - Mashable - 8/26/17
 - **Outbound Virality:** Facebook: 1.5K Interactions; Twitter: 419 Tweets; LinkedIn: 4 Shares
 - With a Category 4 hurricane bearing down on the Gulf Coast, Donald Trump decided it was the right time to pardon Joe Arpaio. The former sheriff of Arizona's Maricopa County was found guilty of criminal contempt for ignoring court orders to stop racially profiling drivers. (The ACLU has a good summary of why people are so critical of Arpaio.)
- [**The storm Trump unleashed as a hurricane barreled toward Texas**](#) - Washington Post - 8/28/17
 - **Outbound Virality:** Facebook: 342 Interactions; Twitter: 56 Tweets; LinkedIn: 58 Shares
 - President Trump's controversial decision to pardon former Maricopa County Sheriff Joe Arpaio came at a particularly controversial time. On Friday night, as the massive hurricane that would later make landfall as a Category 4 storm headed toward the Texas coast, Trump chose to make the first pardon of his presidency a man known for the brutal conditions of his jails and accusations of racially profiling Latinos in Arizona.
- [**Balance of Power: Harvey Tests Trump's Leadership**](#) - Bloomberg Politics - 8/28/17
 - **Outbound Virality:** Facebook: 26 Interactions; Twitter: 29 Tweets; LinkedIn: 0 Shares

- Former White House chief of staff Rahm Emanuel once famously said, "You never want a serious crisis to go to waste." President Donald Trump has been heeding that advice in the aftermath of Hurricane Harvey, in ways both presidential and purely political. Trump seemed to sense the storm was a chance for him to show some presidential-style leadership.

JOURNALIST CONTRIBUTION

Selected content from journalists.

POSITIVE

- **CNN Politics** @CNNPolitics [27th Aug](#) Gov. Greg Abbott says Texas is getting "everything we need" from President Trump to deal with Harvey [#CNNSOTU](#) [snpy.tv/2qgRG0Q](#) Retweets: 110 Replies: 28 Impressions: 54.60M
- **FoxNewsSunday** @FoxNewsSunday [27th Aug](#) .@GovAbbott on @POTUS' handling of #Harvey2017: Extremely professional & helpful. He told me "whatever you need Governor, you've got.". Retweets: 447 Replies: 36 Impressions: 33.31M
- **Fox News** @FoxNews [26th Aug](#) Jason Chaffetz on #HurricaneHarvey: "It does appear that @POTUS is way ahead of this, way more than @BarackObama." [#FoxandFriends](#) [pic.twitter.com/bVX8hu2SKN](#) Retweets: 607 Replies: 300 Impressions: 16.69M
- **FoxNewsSunday** @FoxNewsSunday [27th Aug](#) .@GovAbbott on @POTUS' personal engagement in #Harvey2017: Very appreciative of how he & the White House has responded to this catastrophe. Retweets: 165 Replies: 23 Impressions: 16.18M
- **Ben Shapiro** @benshapiro [27th Aug](#) If Trump is doing well enough with federal hurricane response that all you can moan about is his tweets, he's doing fine. Retweets: 3.6K Replies: 75 Impressions: 4.42M

NEGATIVE

- **The New York Times** @nytimes [27th Aug](#) Trump's tweets conveyed an unabashed excitement for Harvey even as a humanitarian crisis overwhelmed Houston [nyti.ms/2wTCEo1](#) Retweets: 560 Replies: 123 Impressions: 39.90M
- **Abby D. Phillip** @abbydphillip [26th Aug](#) With a Category 4 hurricane bearing down, Trump launched the Friday night news dump to end all news dumps [wapo.st/2iyHGAK?tid=ss...](#) Retweets: 121 Replies: 6 Impressions: 11.88M
- **Keith Olbermann** @KeithOlbermann [27th Aug](#) Last 7 @potus tweets: 1 Book Ad, 4 praising "his" hurricane response , 1 mention of his margin of victory, 1 on Wall. No empathy. Not human. [pic.twitter.com/AnbH2eLI1](#) Retweets: 6.7K Replies: 712 Impressions: 10.83M
- **Jillian Stampher** @JillianStampher [25th Aug](#) Now leading @HuffPost: HURRICANE TRUMP - While Americans focus on a Cat. 4 hurricane, Trump drops a few bombshells [http://www.huffingtonpost.com/entry/donald-trump-arpai...](#) [pic.twitter.com/W5ai1uljTY](#) Retweets: 24 Replies: 2 Impressions: 10.68M
- **Ana Navarro** @ananavarro [27th Aug](#) What hurricane? What devastation? What catastrophic flooding? #PINTO (President in Title Only), staying true to form. Happy Sunday, America. [https://twitter.com/realdonaldtrump/status ...](#) Retweets: 4.3K Replies: 194 Impressions: 7.46M

BROADCAST CONTRIBUTION

Curated clips from local and national broadcast stations.

- **NBC - 8/25/17**
 - NBC compares President Trump and Hurricane Harvey to President Bush and Hurricane Katrina
- **Special Report With Bret Baier - 8/25/17**
 - Favorable coverage from Fox News, showing that President Trump and the White House have responded appropriately to the crisis
- **NBC Nightly News With Lester Holt - 8/27/17**
 - Interview with Governor of Texas, Gary Abbott, who commended the swift actions of the White House

INFLUENCER CONTRIBUTION

Selected content from industry experts, analysts, and influential personalities.

POSITIVE

- **LR6** @realDTdefender [26th Aug](#) So far it looks like the Trump administration has been on the ball with preparation for #HurricaneHarvey. Will the media give him credit Retweets: 556 Replies: 73 Impressions: 1.57M
- **Ronna McDaniel** @GOPChairwoman [28th Aug](#) Thank you, @POTUS, for your ongoing support for #HurricaneHarvey response and recovery. [pic.twitter.com/IR5zdE2lqB](#) Retweets: 90 Replies: 14 Impressions: 316K

- **David Martosko** @dmartosko [28th Aug](#) Trump seems to be doing pretty well with [#HarveyStorm](#). I know this because the leftists are complaining about tweets, not action or policy. *Retweets: 525 Replies: 35 Impressions: 163K*

NEGATIVE

- **Vets Against Trump** @commondefense [27th Aug](#) Reminder: While thousands in Texas we in need of rescue from [#Harvey](#) flooding, Trump's budget cut the Coast Guard by 15%. [#HurricaneHarvey](#) pic.twitter.com/ut3QSu1FaI *Retweets: 5.4K Replies: 62 Impressions: 9.30M*
- **Alice Hill** @Alice_C_Hill [26th Aug](#) It took 8 years & Sandy destruction to agree on a federal building standard to protect against flood. Trump killed it 10 days before [#Harvey](#) <https://twitter.com/revkin/status/...> *Retweets: 6.4K Replies: 27 Impressions: 5.93M*
- **Larry King** @kingsthings [25th Aug](#) I can't decide if [@POTUS](#) is using [#HurricaneHarvey](#) to hide trans ban & pardon, or just jealous that it was getting more attention than him. *Retweets: 1.3K Replies: 210 Impressions: 4.49M*
- **John Fugelsang** @JohnFugelsang [26th Aug](#) Most people seek cover from a hurricane, but ONLY Donald Trump can say he's used a hurricane for cover. *Retweets: 1.1K Replies: 9 Impressions: 4.11M*

CONSTITUENT CONTRIBUTION

Constituent mentions on social media channels, including Twitter and Facebook.

POSITIVE

- **TrumpsBlonde™ Angie** @TrumpsBlonde [27th Aug](#) The American People Appreciate the unparalleled attention [@POTUS](#) Has given [#HurricaneHarvey](#) victims and Recovery efforts. Thank You  <https://twitter.com/realdonaldtrump/status/...>
- **Mia ❤️** @miafaithhhh [27th Aug](#) Praying for everyone affected by Hurricane Harvey! Thank you [@POTUS](#) for your attentiveness and support! pic.twitter.com/EMtSX4CL3S
- **William #MAGA**  @gearmeister [25th Aug](#) I totally support you Mr President! I'm in Texas bracing for the hurricane ! Thank you for supporting us! [#Trump45](#) is like no other! [#MAGA](#) <https://twitter.com/realDonaldTrump/status/...>
- **Standing Up 4 Trump** @UTHornsRawk [26th Aug](#) I saw hundreds of trucks headed south on IH35, from Miss. just now. HE IS ON THE BALL. Thank you Trump [#HurricaneHarvey](#) [#breaking](#) [#Texas](#) <https://twitter.com/realdtdefender/status/...>
- **SheShe™**  @SherryMcKinsey [25th Aug](#) This is one time I don't want to see tRump policies fail. [@fema](#) Everyone be safe! [#Harvey2017](#) [#HurricaneHarvey](#)

NEGATIVE

- **Ken Tremendous** @KenTremendous [25th Aug](#) The President is a 71 year-old racist who, during a hurricane, pardoned an 85 year-old racist sheriff who'd been convicted of being racist.
- **Matt Fernandez** @FattMernandez [25th Aug](#) Can't wait for Trump's take on how there was aggression from both Hurricane Harvey and Texans.
- **Angus Johnston** @studentactivism [25th Aug](#) Trump has tweeted four times to praise his own response to [#HurricaneHarvey](#). Zero times to offer specific advice. He's got 36M followers.
- **Melissa McEwan** @Shakestweetz [25th Aug](#) I am profoundly frightened that Harvey is going to be awful, and that Trump's response to it will be even worse than Bush's to Katrina.

DISCLOSURE

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NATIONAL VOTER SURVEY

on

TAX REFORM

June 25 - 28, 2017

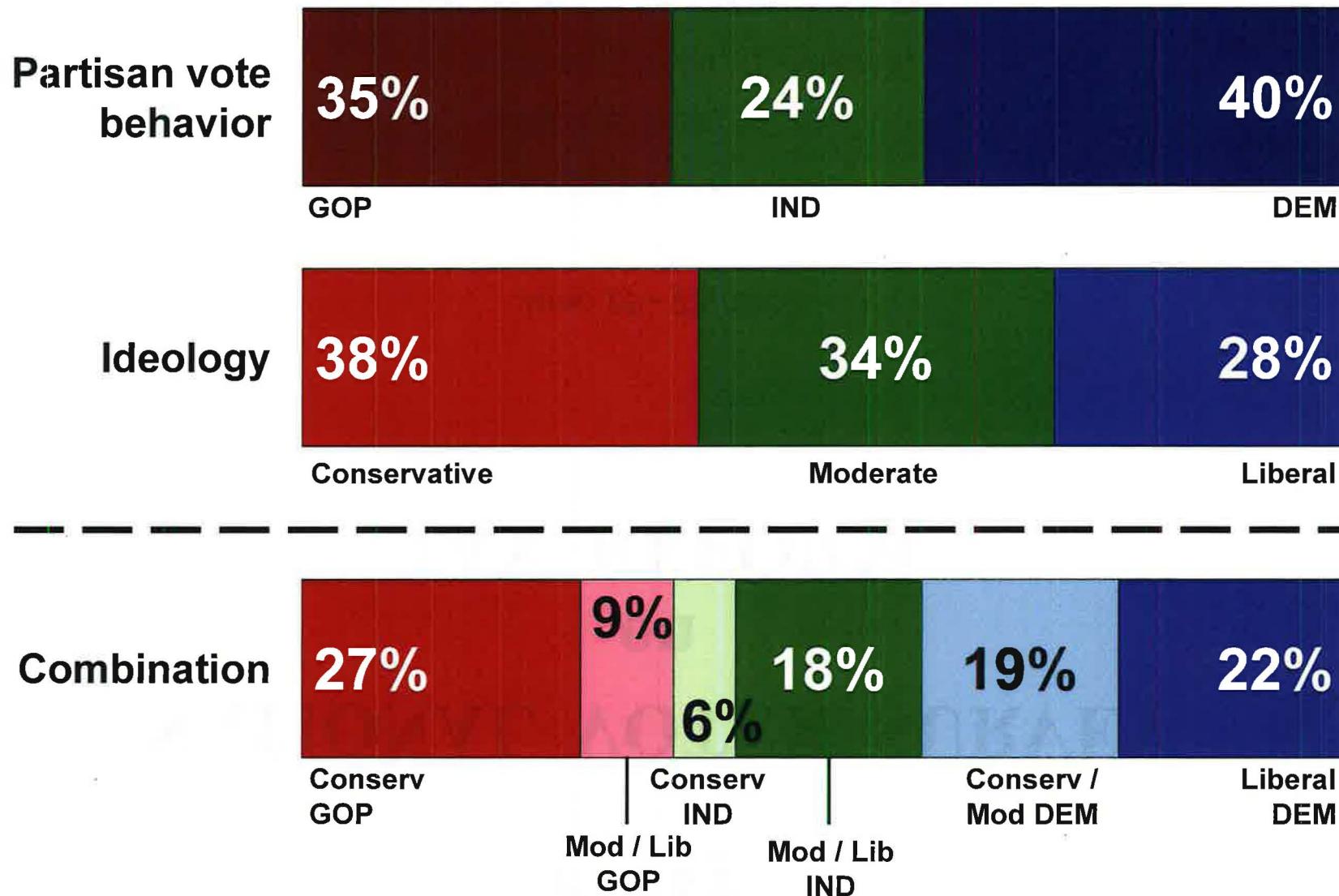
N = 1,202 respondents

margin of error: ± 2.8%

1/3 landline, 1/3 cell, 1/3 internet

All results rounded to the nearest whole percent

VOTE BEHAVIOR / AND IDEOLOGY

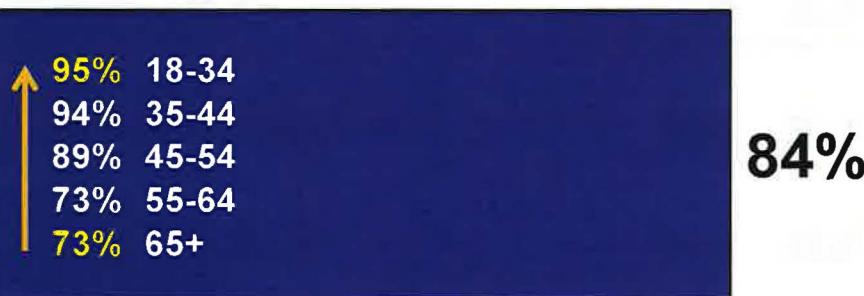


INTERNET & SOCIAL MEDIA

Do you have...

(% Yes)

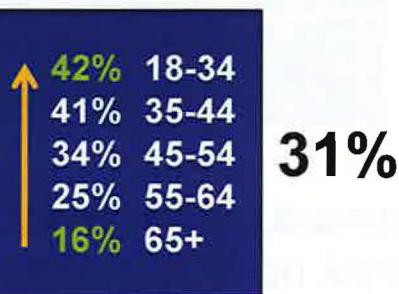
Internet access
on a cell phone



A Facebook
account

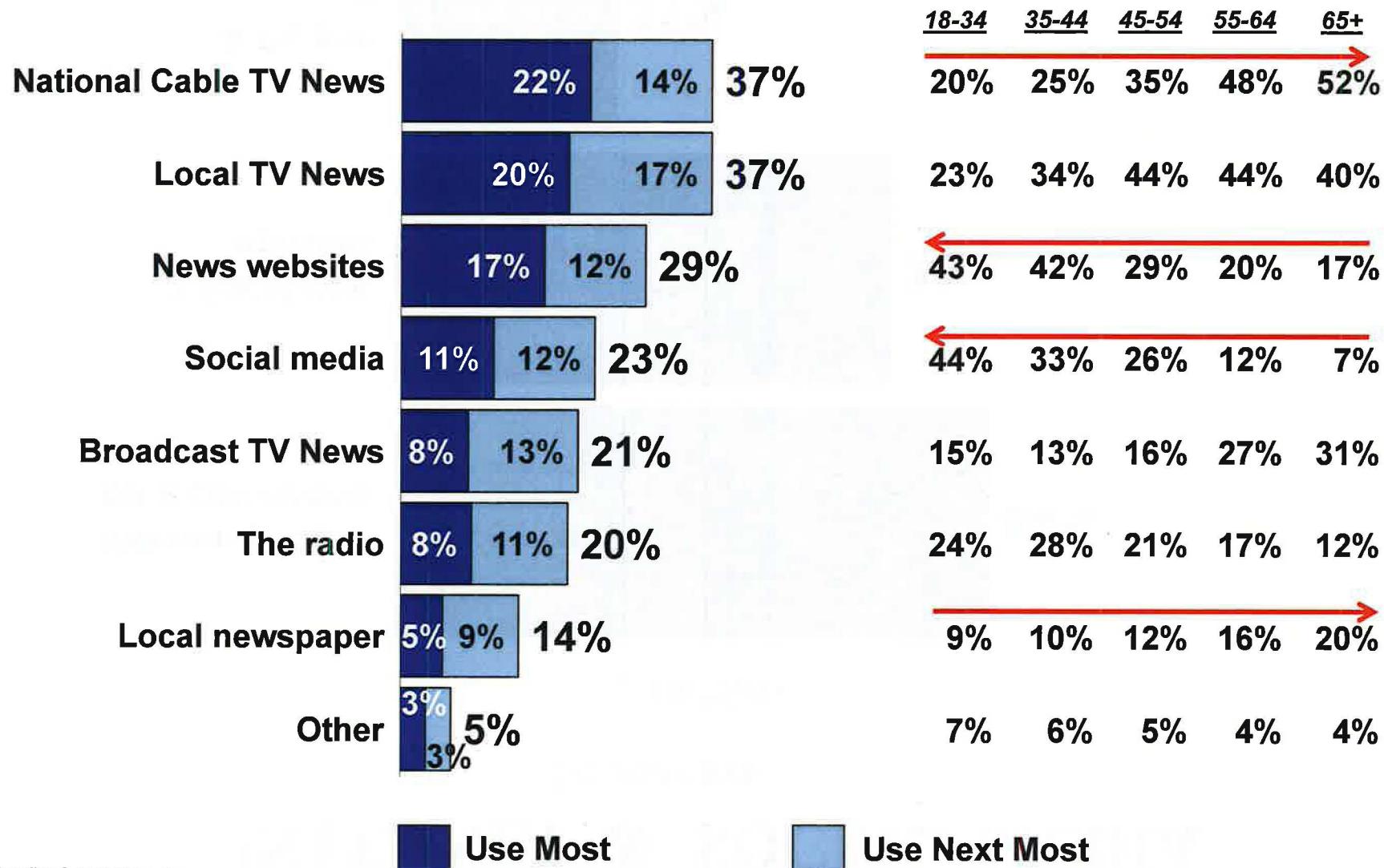


A Twitter
account



NEWS & INFORMATION SOURCES

Which of the following do you **MOST** regularly use as a source for news and information on current events?



FEDERAL INCOME TAX SYSTEM SATISFACTION

Are you satisfied or dissatisfied with the current federal income tax system?

	Base	TOTAL SATISFIED	TOTAL DISSATISFIED	INDIFFERENT / UNSURE
Total	1202	24%	66%	10%
COMBO - COMBINATION TARGETS				
Core GOP	245	24%	75%	1%
IND Targets	624	22%	66%	12%
Core DEM	334	28%	61%	11%
RPARTYTS - PARTISAN VOTE BEHAVIOR				
Republican	426	21%	74%	5%
Independent	292	22%	66%	12%
Democratic	484	28%	60%	12%

66%

24%
Somewhat

43%
Strongly

24%

18%
Somewhat

6% **Strongly**

Satisfied

10%

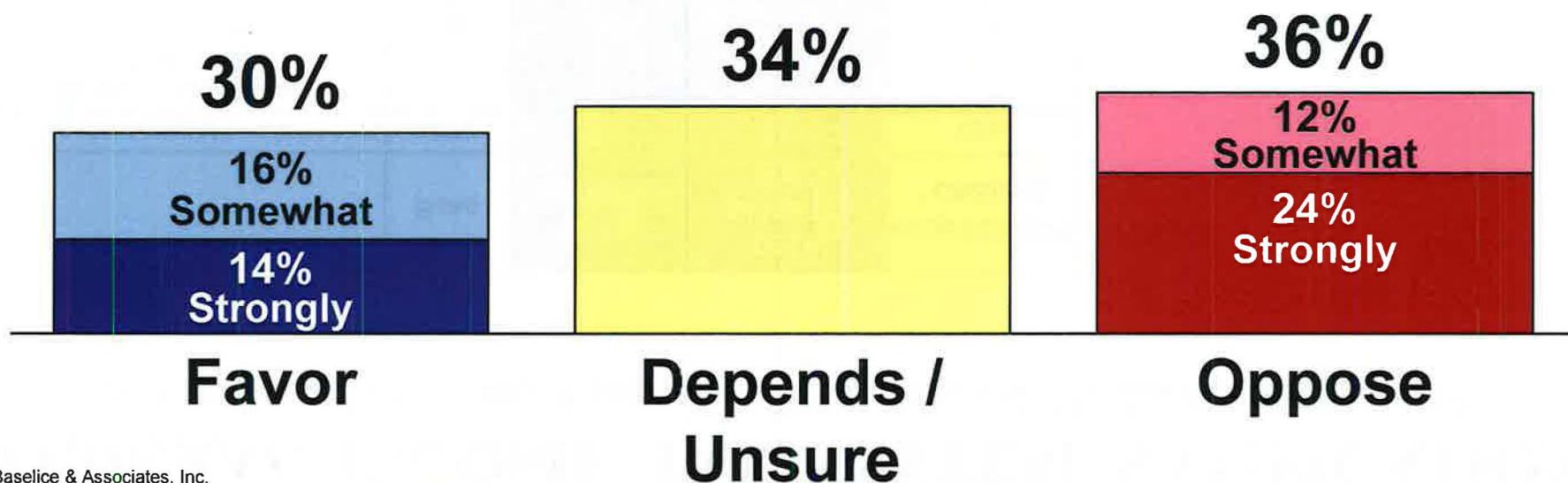
Indifferent /

Unsure

Dissatisfied

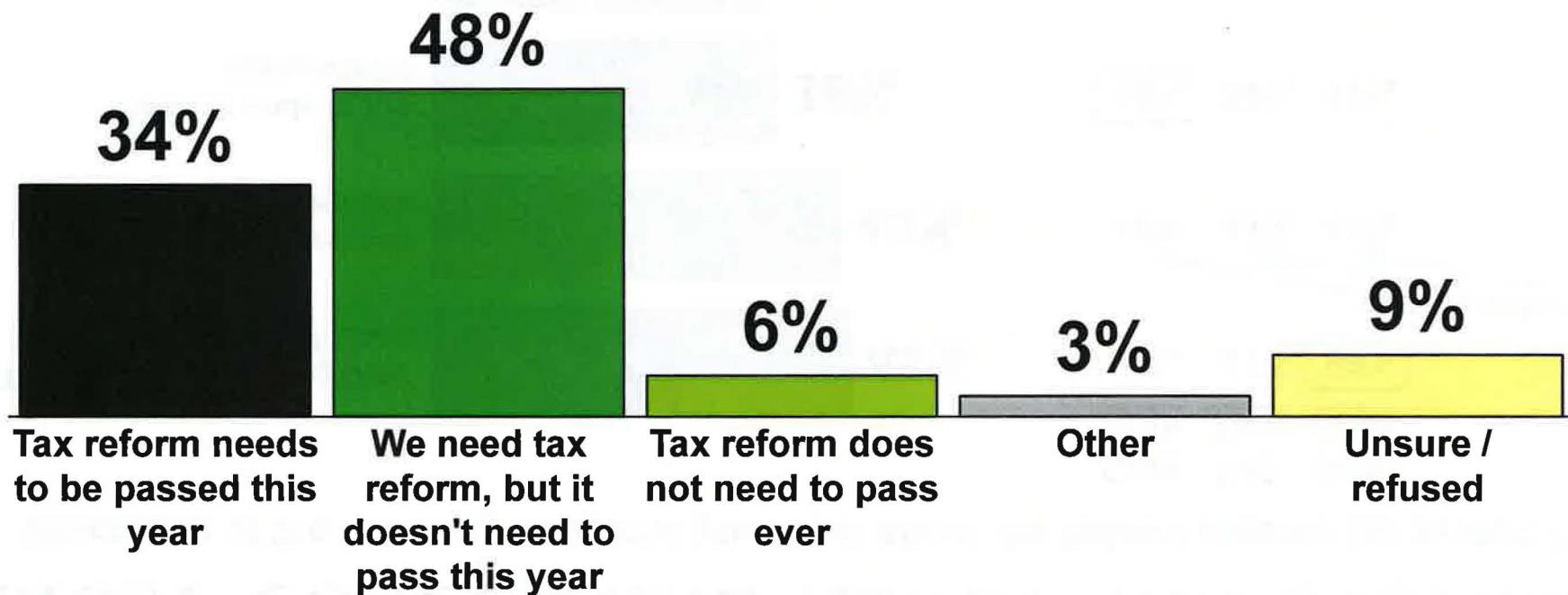
INITIAL FEDERAL TAX REFORM PLAN

Based on what you know about it, do you favor or oppose the proposed federal tax reform plan?



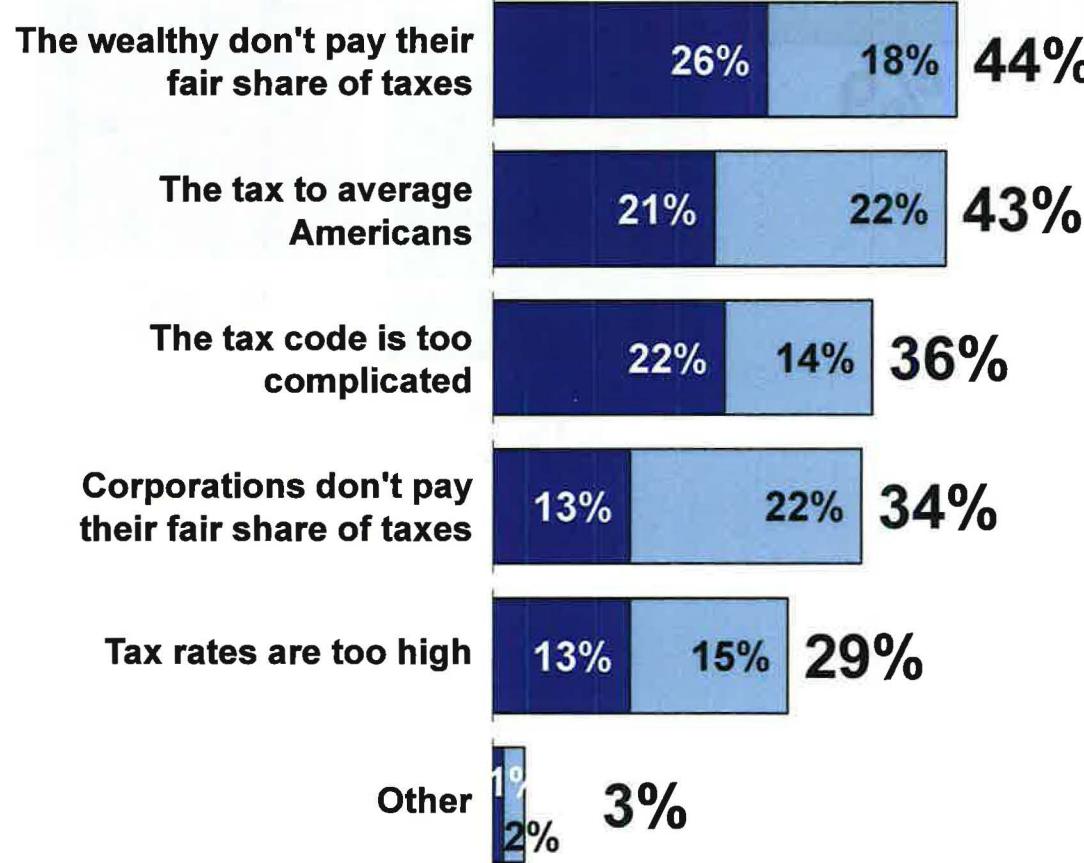
PASSING TAX REFORM

Which viewpoint comes closest to your own?



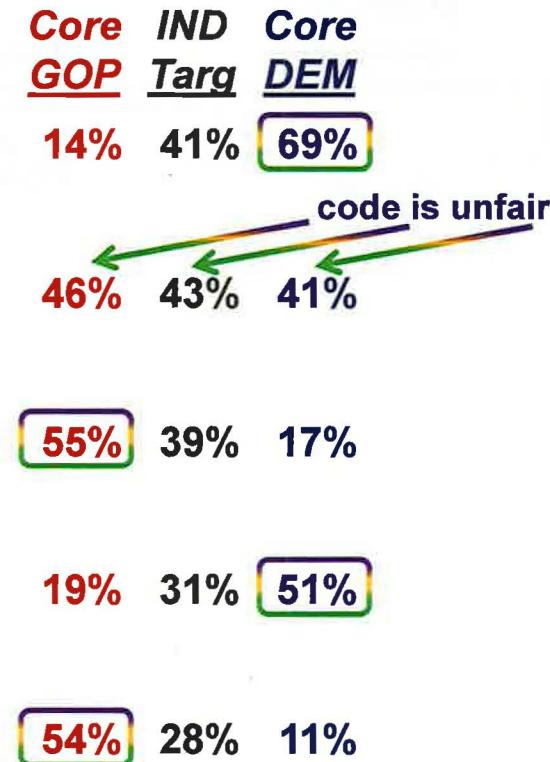
MOST CONCERNING ABOUT TAX SYSTEM

Which one of the following concerns you most about the federal income tax system?



Concerns
Most

Concerns
Next Most



Would you favor or oppose the tax reform plan if you knew it would...

	Favor	Oppose	No diff / Unsure
Make it easier to create jobs, raise wages, and expand opportunities for all Americans. (Ver C: Maintain / Ver D: Protect) as tax deductions the interest on homeowner mortgages, charitable giving and retirement savings.	88%	6%	6%
Modernize the tax code to encourage corporations to stay in America and create new jobs at home, and will even encourage foreign companies to relocate here.	84%	8%	8%
Provide tax relief for families with child and dependent care expenses.	83%	11%	6%
Make the tax code simpler, fairer, and flatter, so that it's not only easier to do your taxes, but it's also easier to have peace of mind at critical moments, whether it's going to school, getting a job, raising a family, or planning for retirement.	83%	11%	6%
Make changes to the tax system so that U.S. companies that do business around the world make products in the U.S. and bring back jobs from overseas.	82%	10%	8%
Deliver a 21st century American tax code that is built for growth - the growth of families' paychecks, the growth of local businesses, and the growth of our economy as a whole.	80%	9%	11%
Address the over 70,000 pages of long, current tax law that is a maze of special deductions and exemptions, by simplifying these rules and eliminating special provisions in favor of dramatically lower tax rates for American workers, families, and job creators.	79%	12%	9%
Make it easier to pay for college by streamlining the maze of education tax benefits.	77%	13%	10%
Raise wages for American workers (Ver Y: according to the Tax Foundation) and create nearly two million full-time jobs in the United States.	76%	13%	10%
(Ver C: Repeal / Ver D: Eliminate) the death tax so that the loss of a family member will no longer (Ver X: be taxed / Ver Y: result in paying additional tax on top of what it took a lifetime to earn).	74%	18%	8%

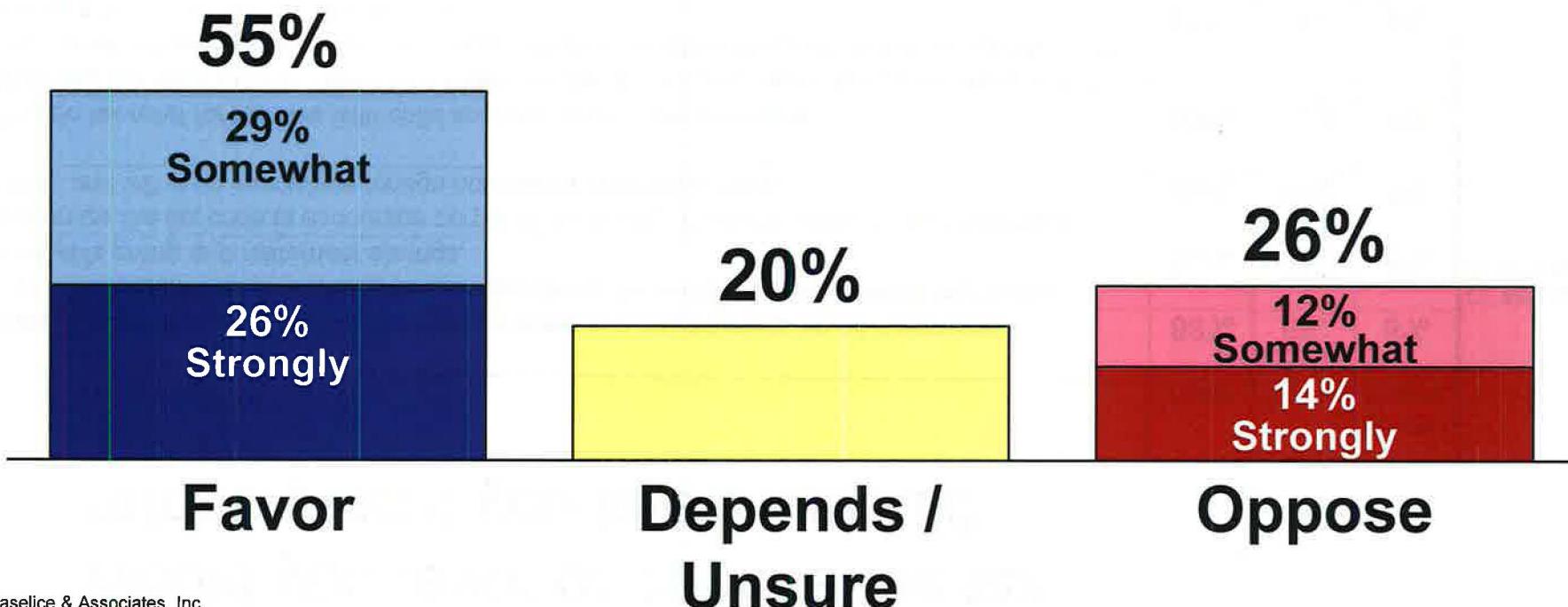
C: 86% fav
D: 82% fav

X: 78% fav
Y: 75% fav
C: 75% fav
D: 73% fav
X: 75% fav
Y: 73% fav

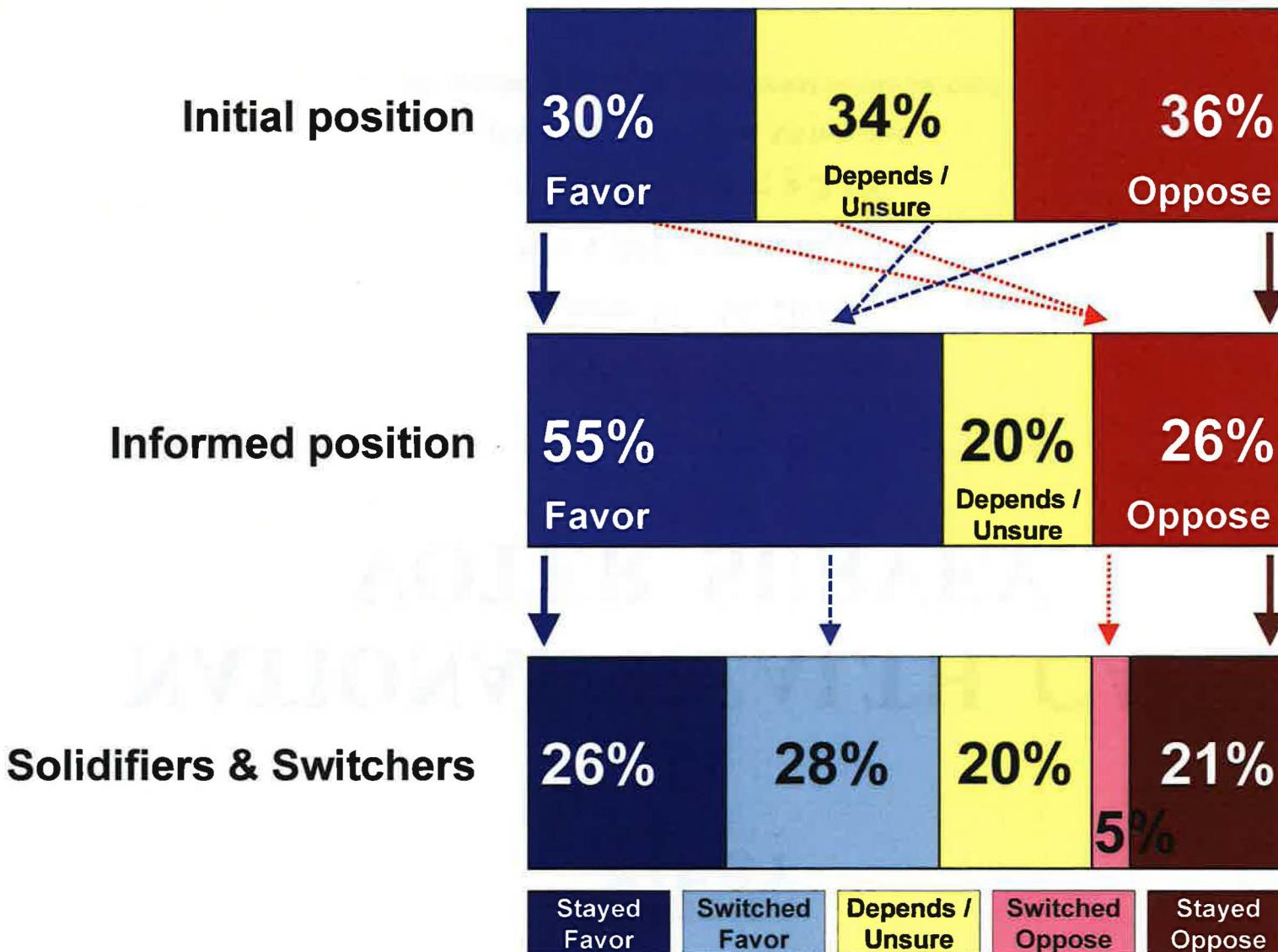
Note: Statements were randomized but shown here in descending order of their "favor" response.

INFORMED FEDERAL TAX REFORM PLAN

Having learned more about it, do you favor or oppose the federal tax reform plan?



COMPARISON OF INITIAL & INFORMED POSITIONS





NATIONAL HEALTH CARE VOTER SURVEY

June 11 - 14, 2017

N = 1,202 respondents

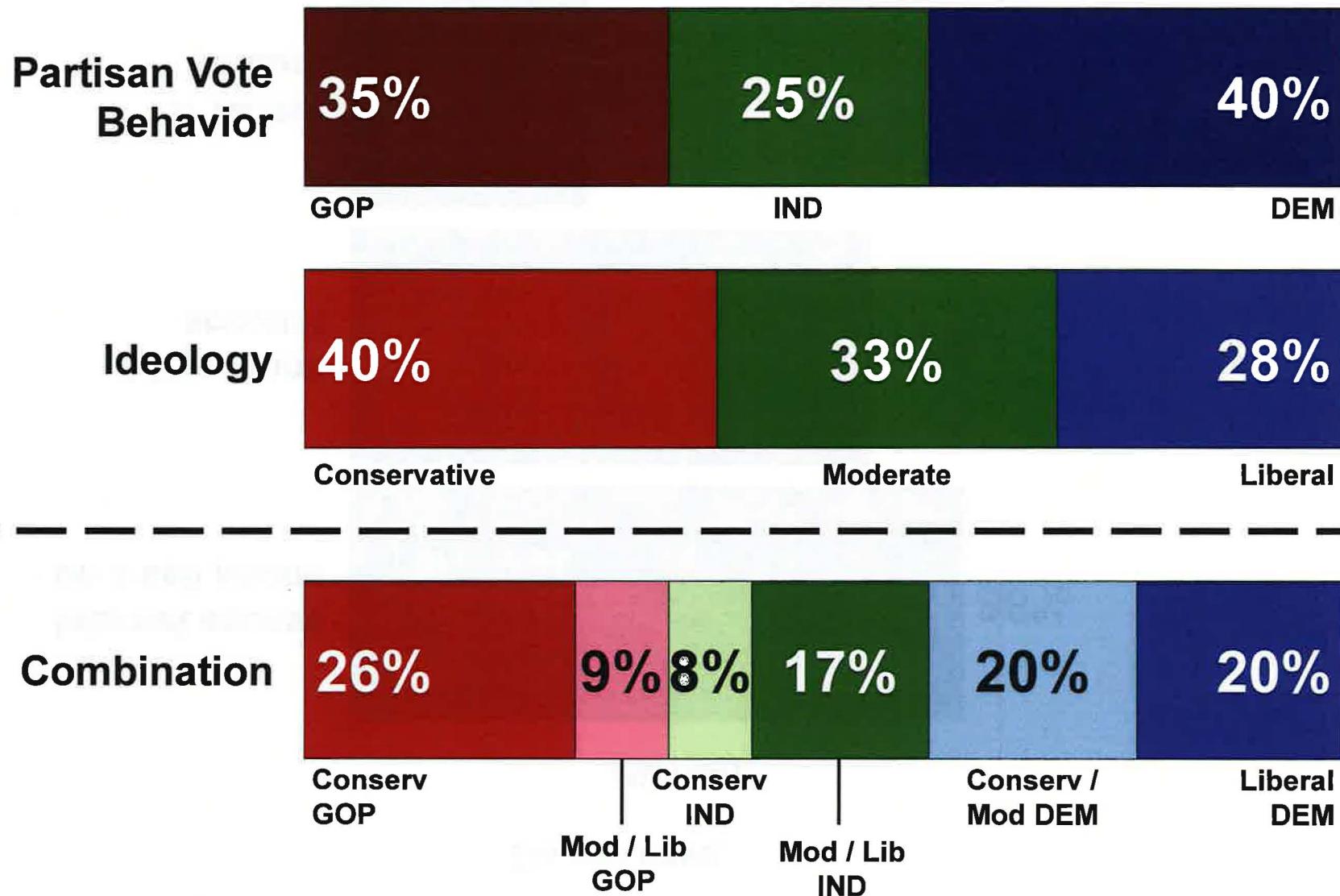
margin of error: $\pm 2.8\%$

(1/3 Landline, 1/3 Cell, 1/3 Internet)

All results rounded to the nearest whole percent



VOTE BEHAVIOR AND IDEOLOGY



INTERNET & SOCIAL MEDIA

Do you have...

(% Yes)

Internet access
on a cell phone

97% 18-34
95% 35-44
89% 45-54
83% 55-64
69% 65+

86%

A Facebook
account

83% 18-34
81% 35-44
78% 45-54
75% 55-64
56% 65+

73%

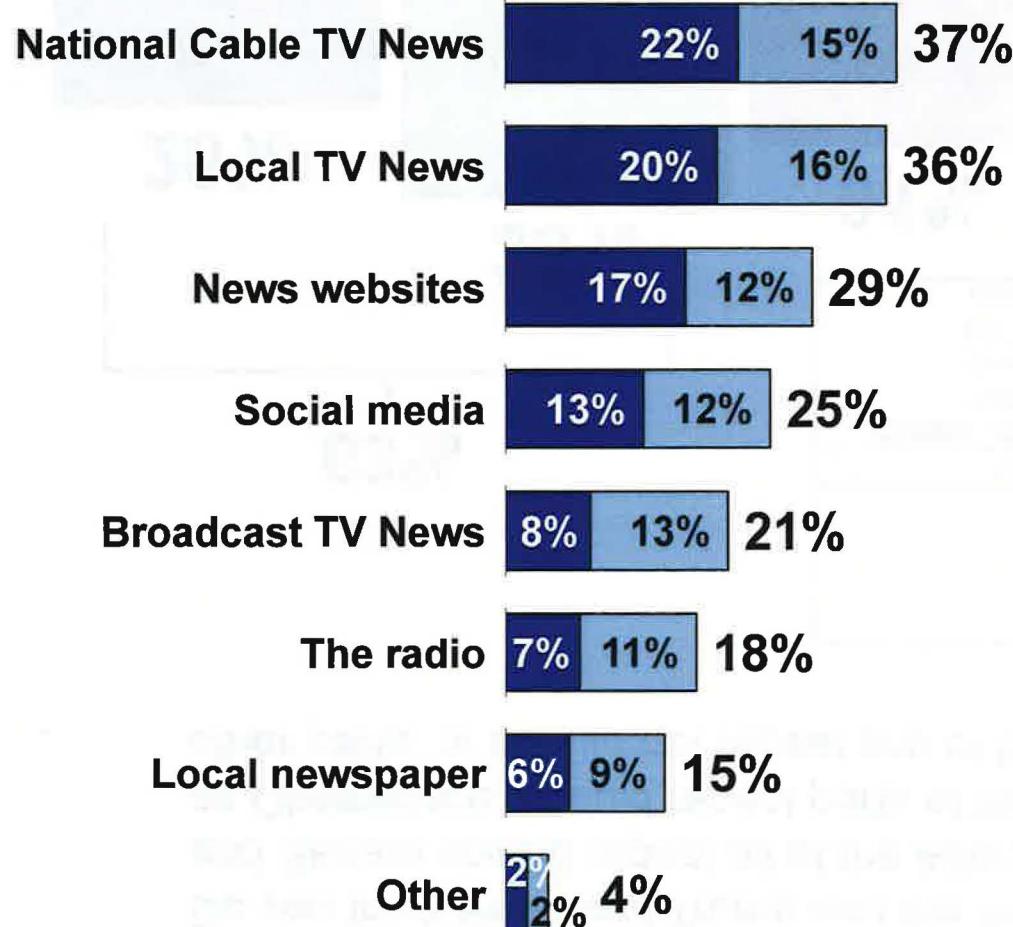
A Twitter
account

48% 18-34
40% 35-44
38% 45-54
29% 55-64
16% 65+

33%

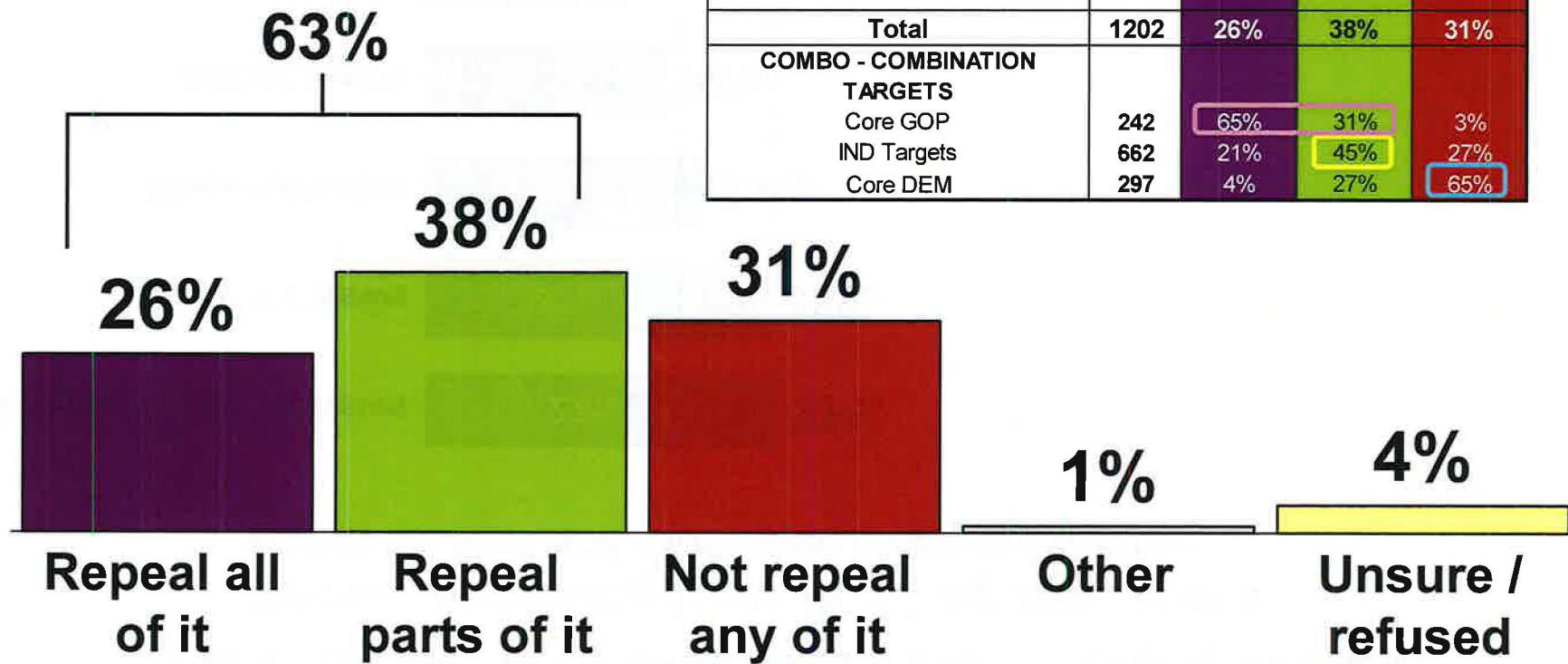
NEWS & INFORMATION SOURCES

Which of the following do you MOST regularly use as a source for news and information on current events?



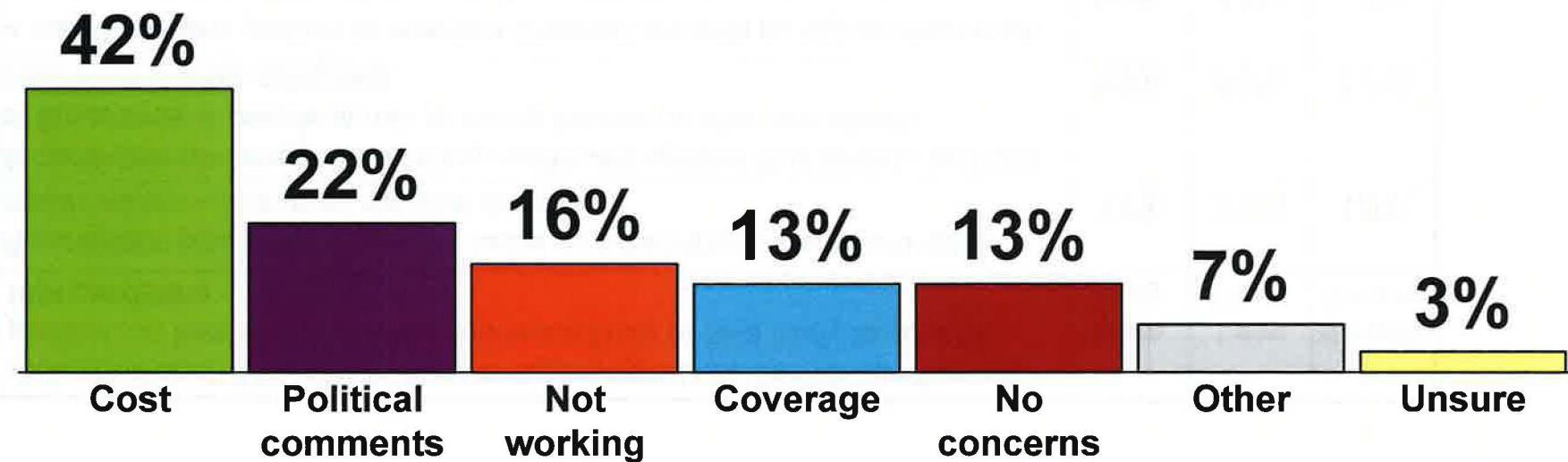
REPEAL AFFORDABLE CARE ACT

Do you think President Trump and the Republicans in the U.S. House and Senate should repeal all of the Affordable Care Act, also known as Obamacare, should repeal parts of the healthcare law but keep other parts, or should not repeal any of the Affordable Care Act?



BIGGEST CONCERN WITH OBAMACARE

Regardless of your position, please tell me in your own words your biggest concern with Obamacare?



IMPACT OF CANDIDATE'S POSITIONS

Indicate if each item of information regarding a U.S. Senate candidate's position on health care makes you more likely or less likely to vote for that candidate:	More likely	Less likely	No diff / Unsure
A candidate who supports higher taxes on prescription drugs and other health insurance covered medical devices.	12%	76%	12%
A candidate who supports a failing healthcare system that already put tens of thousands of people at risk of losing insurance after one state's insurance market collapsed.	15%	68%	17%
A candidate who prefers to maintain ObamaCare with its higher insurance premiums, higher deductibles, and fewer health insurance choices.	22%	66%	12%
A candidate who opposes providing additional funding specifically targeted for maternity coverage and newborn care, as well as mental health and substance abuse disorders.	26%	63%	11%
A candidate who opposes preserving job-based health insurance, and who opposes improving fairness and flexibility for those purchasing insurance in the employer marketplace.	24%	62%	14%
A candidate who prefers to keep ObamaCare which has led to small businesses having to cancel their health insurance benefits completely or dumping an unknown number of employees into ineffective exchanges.	23%	61%	16%
A candidate who opposes giving states more flexibility for their individual Medicaid programs (Ver Y: such as block grants and optional work requirements).	29%	60%	11%

X: +58% LL
Y: +61% LL

Note: Statements were randomized but shown here in descending order of their "less likely" response.

LIKELIHOOD OF VOTING FOR CANDIDATE

Having learned more about it, would you be more likely or less likely to vote for a candidate for U.S. Senate who had the positions on health care we just reviewed?

