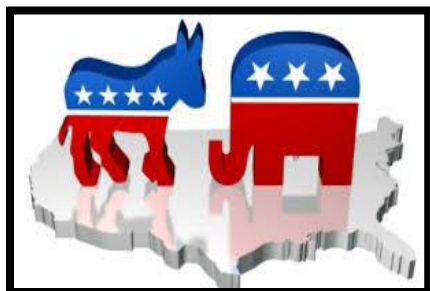




UVA Center for Politics Project: First 100 Days Online Survey & Focus Groups



Key findings from a national survey of 1000 Trump voters, conducted April 17-19, 2017, & focus groups in Pittsburgh, PA; Columbus, OH; Canton, MI; Oak Creek, WI; and Houston, TX on April 4, 6, 10, 11, & 18, 2017.



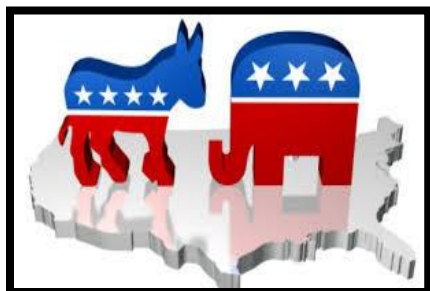
Glen Bolger
glen@pos.org





Methodology

Public Opinion Strategies is pleased to present the key findings of a national online survey of 1,000 Trump voters, conducted April 17-19, and has a margin of error of $\pm 3.1\%$, as well as focus groups conducted in Pittsburgh, PA; Columbus, OH; Canton, MI; Oak Creek, WI; and Houston, TX. The focus groups were conducted April 4, 6, 10, 11, & 18, 2017.



Glen Bolger was principal researcher on this project. Kyle Clark was the project director, and Ryan Garikes provided analytical support.

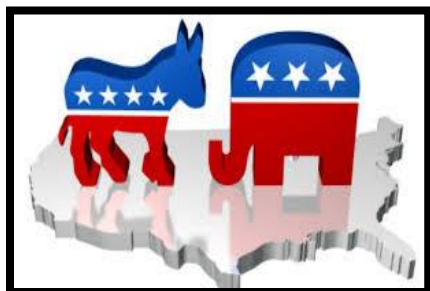


Survey Methodology

The survey was stratified by state based on Donald Trump's percent of effort by state.



For example, approximately 8% of Trump's national vote came from California, so 79 interviews (8% of the total sample) were conducted in California.





Cities/Participants

Proud Trump Voters

Pittsburgh, PA – April 4, 2017

Canton, MI – April 10, 2017



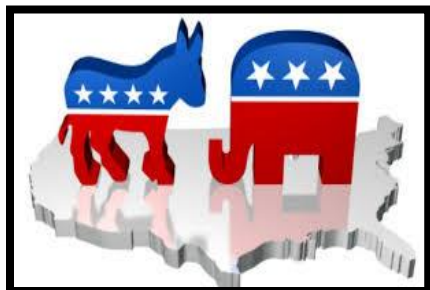
Trump-Obama Voters

Canton, MI – April 10, 2017

Oak Creek, WI – April 11, 2017

Trump-Romney Voters

Columbus, OH – April 6, 2017



Soft Republicans/Independents Who Voted for Clinton

Columbus, OH – April 6, 2017

Houston, TX – April 18, 2017

Non-voters/3rd Party Voters

Houston, TX – April 18, 2017

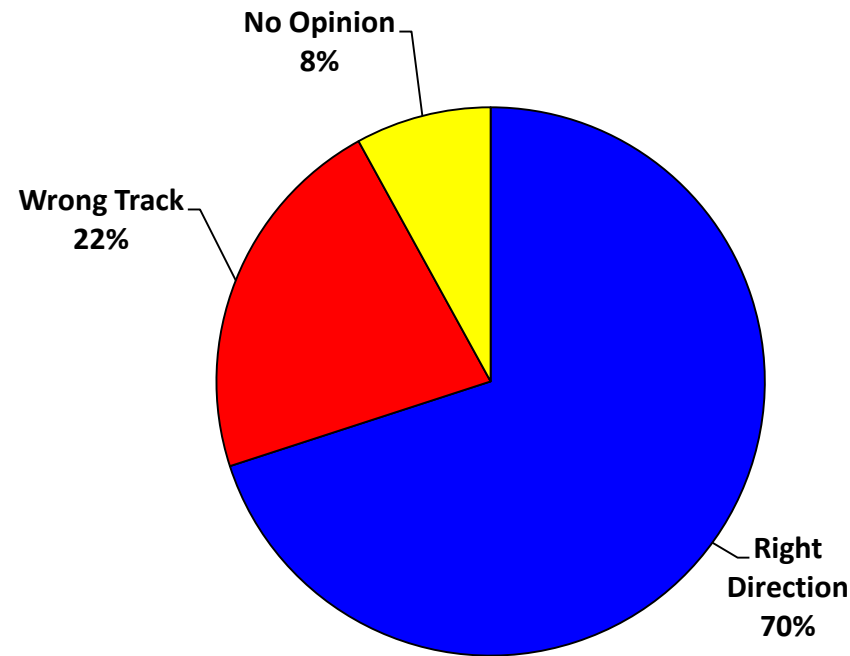


Political Environment

While Trump voters are optimistic about the direction of the country, they still express significant concern about how things are going.

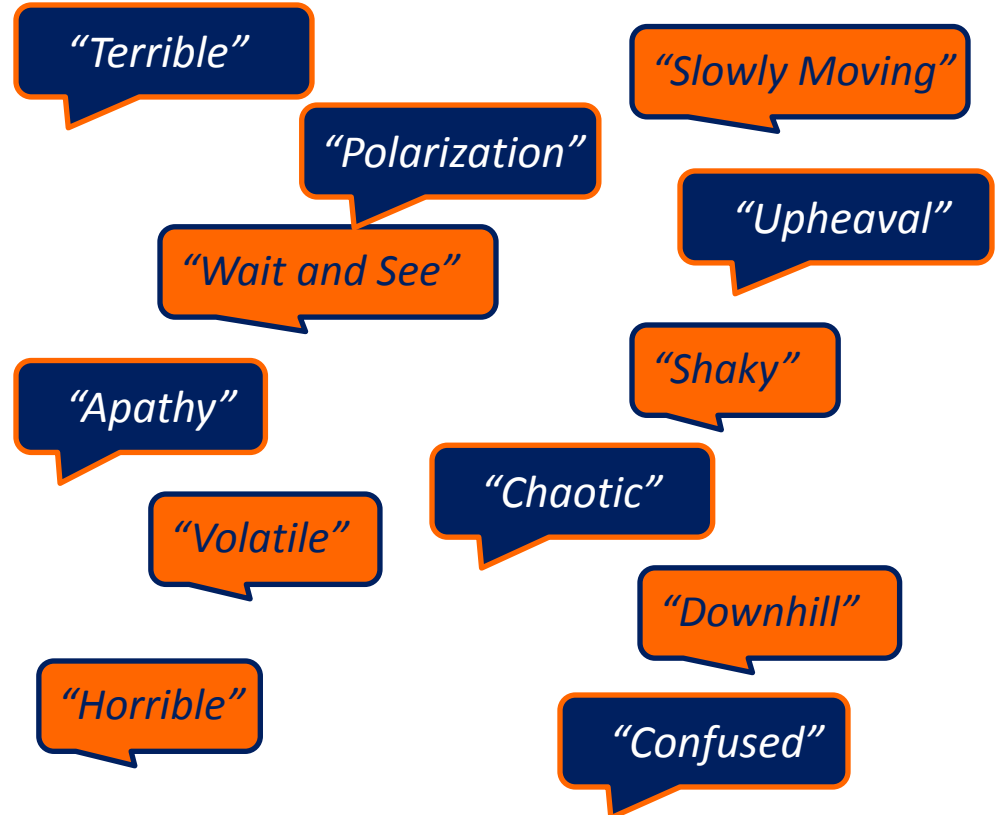
"Would you say that things in the country are going in the right direction, or have they pretty seriously gotten off on the wrong track?"

National Online Survey



Focus Groups

One word or short phrase to describe how you think things in the country are going

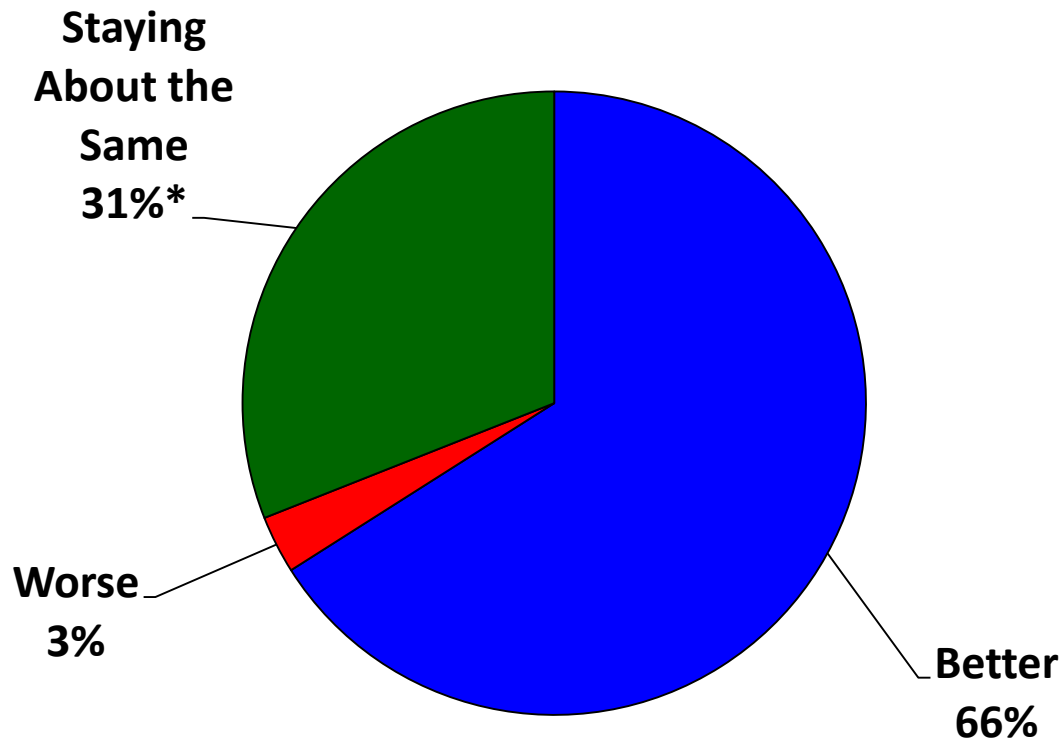


Cultural Change Quote

"I think over the last eight years, the biggest change, it was like a cultural change. I think there was like a kind of like a lack of where people thought of in terms of patriotism. I think you have like a shift from nontraditional values and things like family and probably like religion towards kind of things that are closer to the other end of the spectrum. So I think it's kind of like, I think this country has like an identity crisis." Male, Pittsburgh Trump Supporter

Trump voters believe the economy is better off than before he took office.

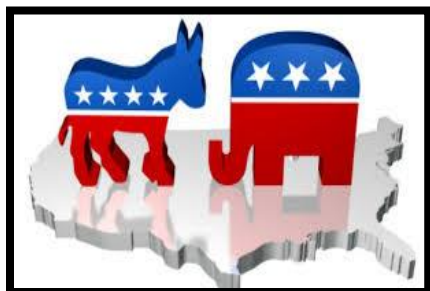
"Would you say that the economy is better, worse, or staying about the same compared to before Donald Trump took office as president?"



*Denotes Rounding.

Trump voters are patient.

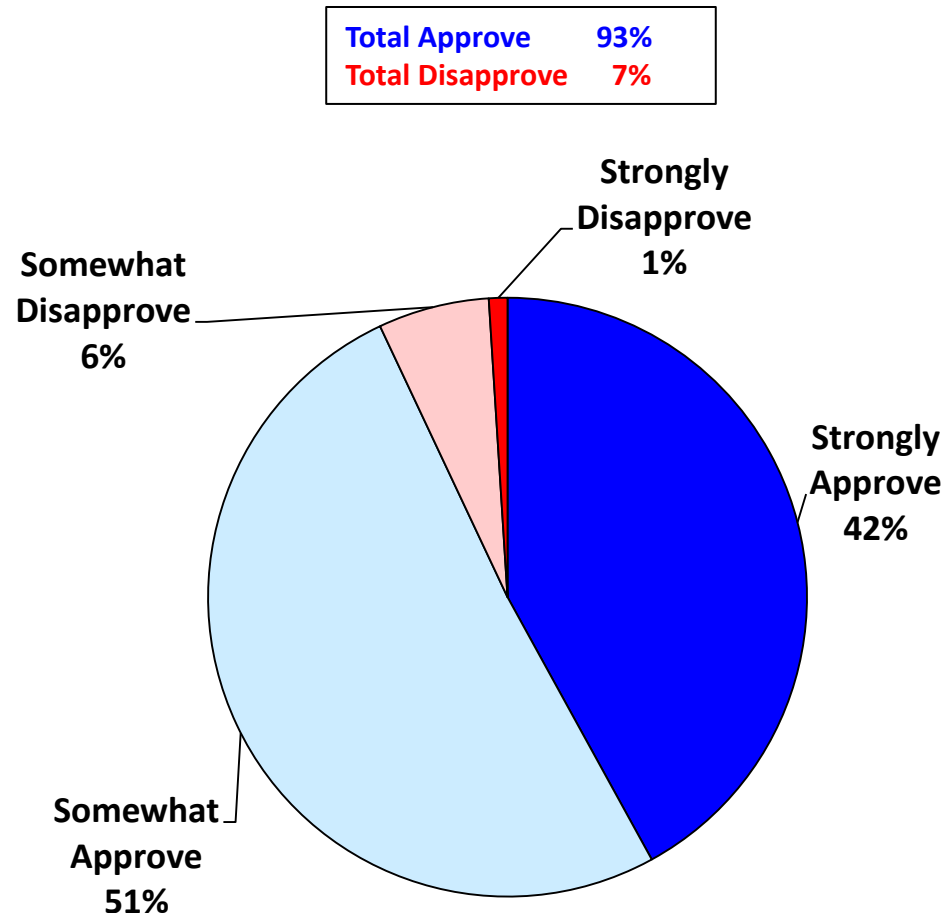
“Basically, you have a President who's only been in there a couple of months. He's just getting acclimated, really, to the job. And I'm just going to wait and see what he's really going to be able to accomplish.” Male, Canton Trump/Obama Supporter



Trump Voters on Trump

Trump's approval is high overall, but a little soft. A 42% strong approval with his base is good but not great.

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



*Denotes Rounding.

Trump approval quotes:

"He said he was going to do something, and he took immediate action, not, you know, we're going to go transition and everything. He hit the ground running. He went to work right away." Male Pittsburgh Trump Supporter

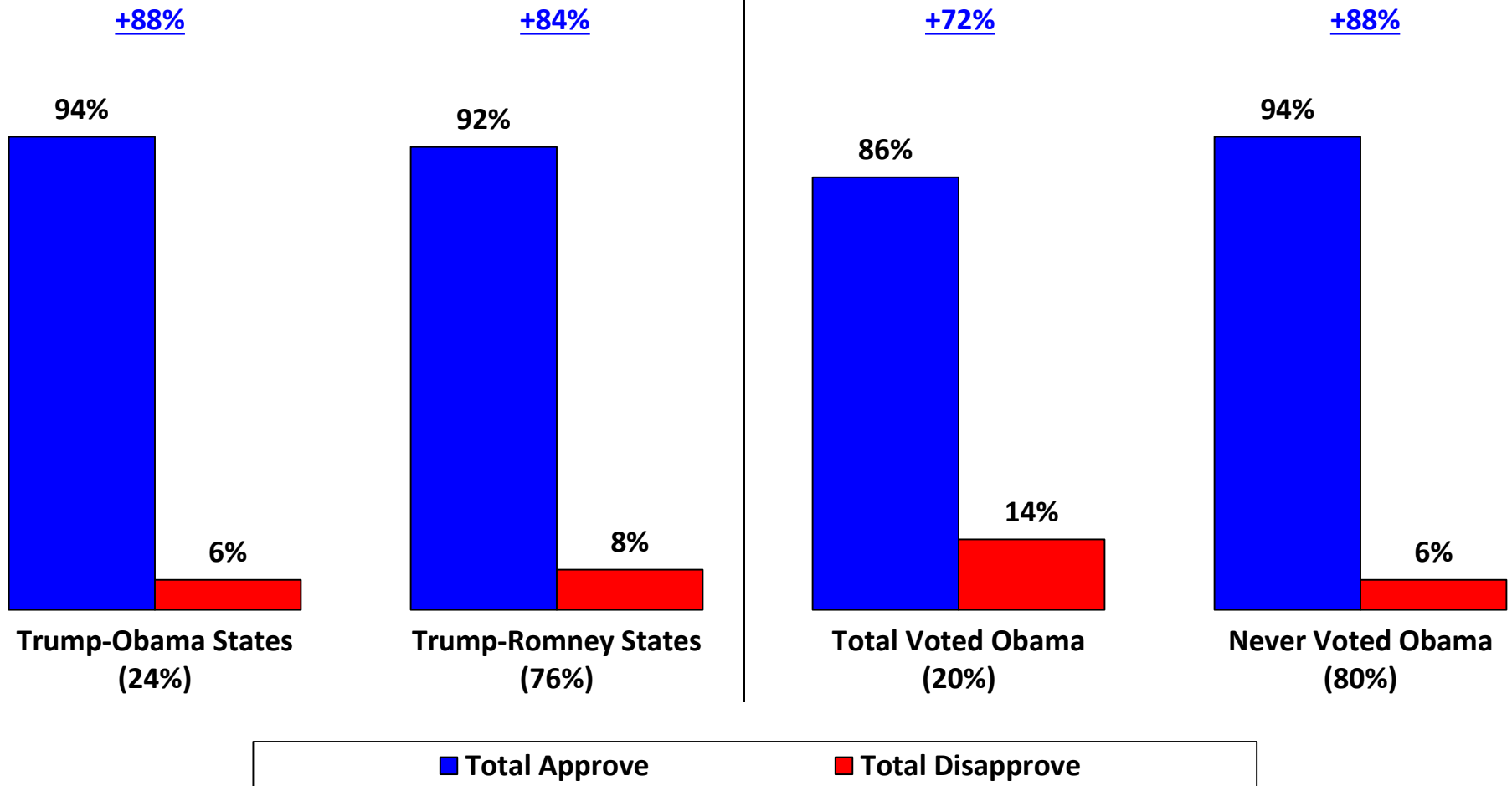
"Making things happen right away and not wasting any time dragging his feet." Male Pittsburgh Trump Supporter

"I think we needed some definite leadership that wasn't an attorney or wasn't a career politician, but was a businessman. The United States is the largest business, you know, in the world, or one of the largest businesses, and it should be run by a businessman." Male Columbus Trump/Romney Supporter

"But Trump had his finger on the pulse of what folks down in Scioto County and other parts who were unemployed and struggling with all sorts of things. Trump had a better sense of how to reach those people and connect with them in a way that Romney never really was able to do it." Male Columbus Trump/Romney Supporter

Trump's approval is higher in Trump-Obama states, but slightly lower among the 20% of his voters who backed Obama at least once.

Trump Approval By Trump-Obama States and Voted Obama



If Donald Trump were an Animal – Trump Supporters

“If Donald Trump were an animal, what kind of animal would he be and why?”



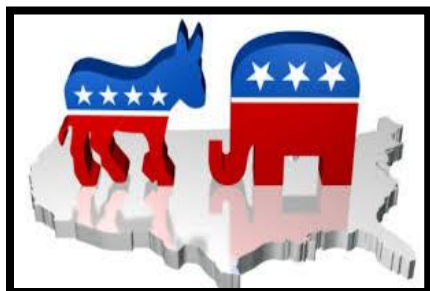
Animal	Total	Why
Lion	19	King of the Jungle...Assertive...Powerful...Leader...Hear the Roar...Clever...Fierce...Unafraid...Standing up for his people...Protector
Tiger	6	Strong...Independent...Fierce...Protective...Instinct...Rushing Around...Sneaky (at times)
Dog	4	Mood changes...Unpredictable...Aggressive...Act without thinking...Guarding the home front
Elephant	2	Strong...King...Arrogant...Makes a lot of noise
Badger	2	Moves in aggressively...think more first before acting...tough, fighter...usually wins.

If Donald Trump were an Animal – Trump Opponents

“If Donald Trump were an animal, what kind of animal would he be and why?”



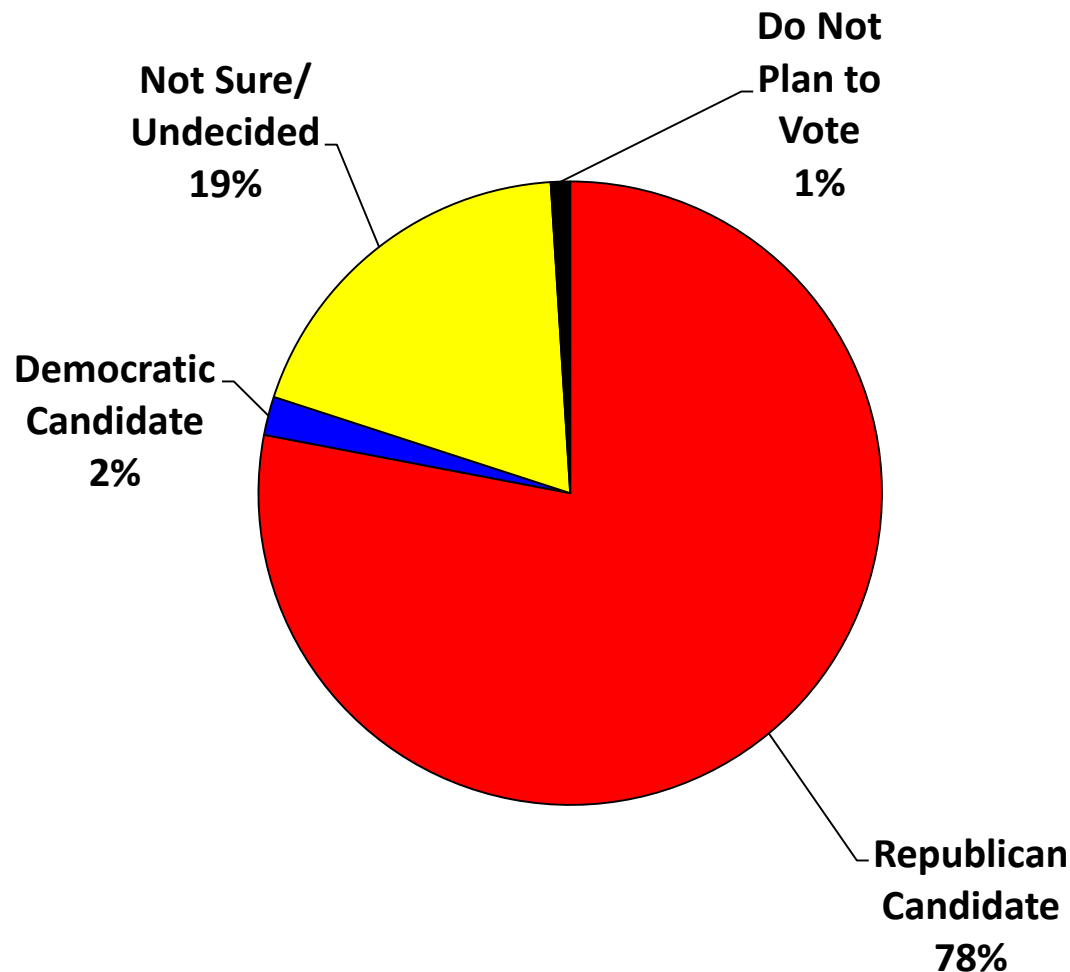
Animal	Total	Why
Elephant	3	If bothered it can kill you...Embody the GOP...When angered causes damage
Snake	3	Slimy...Mean...Eats other animals...Can't trust the poisonous ones
Bull	3	A bully...Stubborn...Runs around with his head down...Does whatever he wants
Lion	2	Ferocious...Antagonistic...Leader...Powerful...Somewhat abrasive
Weasel	2	Smirky...Selfish...Small-minded...Sneaky



Trump Voters on Congress

Democrats are not attracting Trump voters for the 2018 generic ballot, but one-in-five are undecided.

“While it is a long way off, if the election for U.S. Congress were being held today, for whom would you vote...the Republican candidate...or...the Democratic candidate”



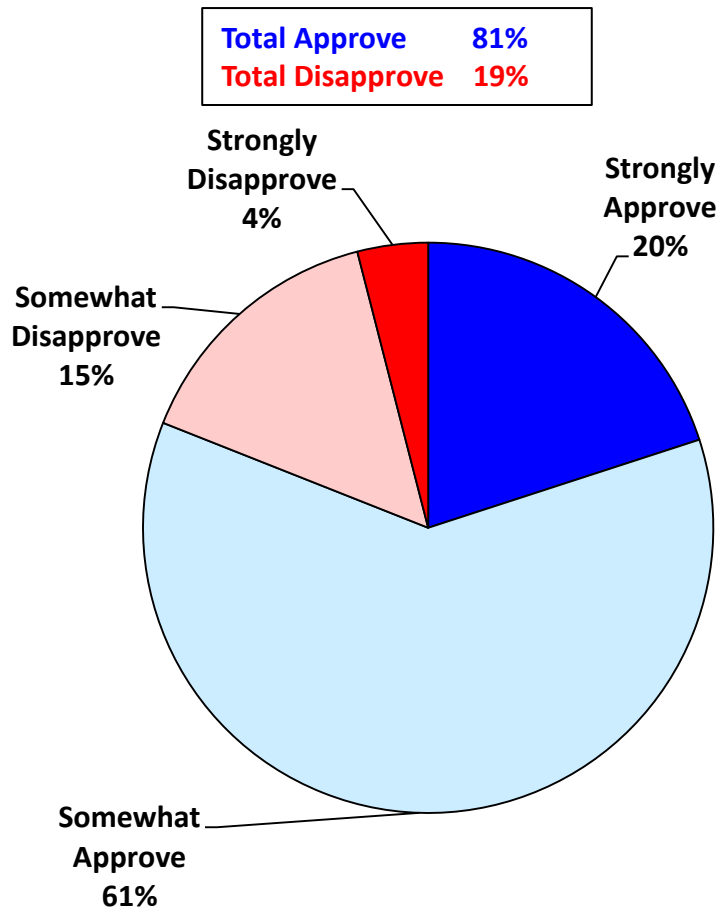
Trump voters not committed to the generic Republican for 2018 tend to be...

“While it is a long way off, if the election for U.S. Congress were being held today, for whom would you vote...the Republican candidate...or...the Democratic candidate”

Group	% Undecided on Generic Ballot
Independents	53%
Decided to Vote for Trump After the GOP Convention	38%
Moderates	37%
Senior Men	29%
Men without college degrees	27%
Trump-Obama Voters	27%
Voted More Against Hillary Clinton Than For Trump	26%
No Opinion of the Tea Party	23%
Social Security as their Top Issue	22%

Trump voters unhappy with Republicans in Congress say they are not moving fast enough on the President's programs and policies.

"Do you approve or disapprove of the job the Republicans in Congress are doing?"



"Do you disapprove because..."^

11%

Republicans in Congress are not moving fast enough on Donald Trump's programs and policies

3%

Republicans in Congress are too conservative

4%

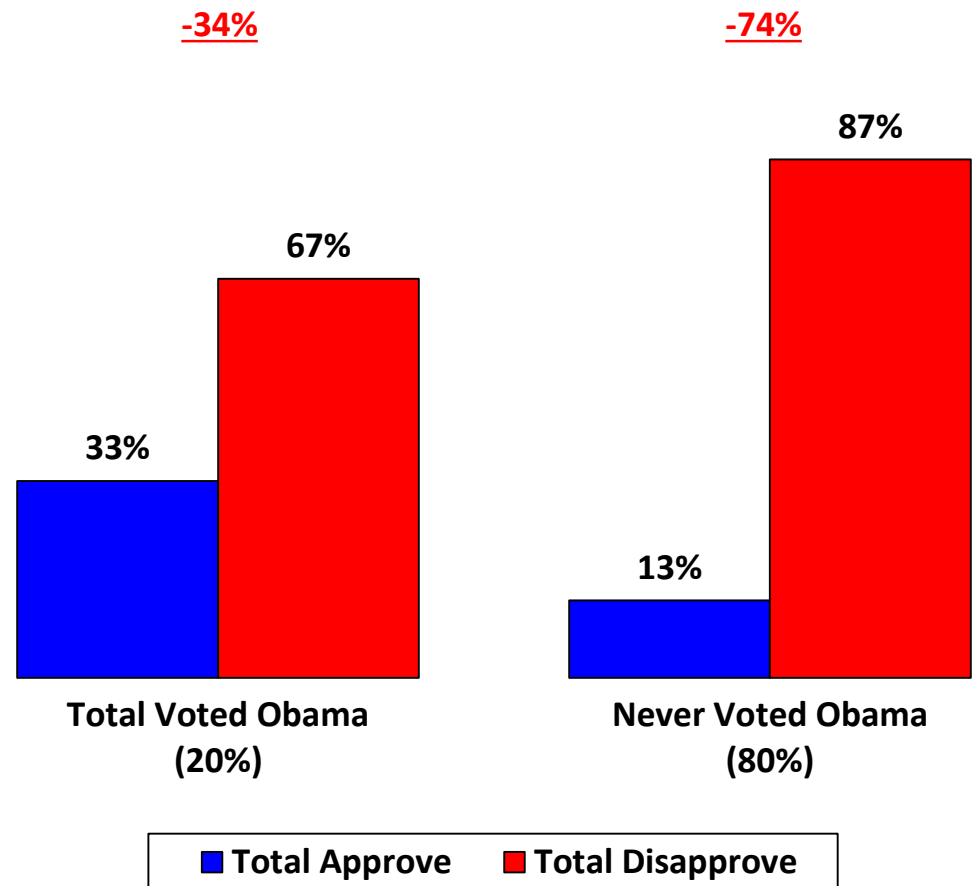
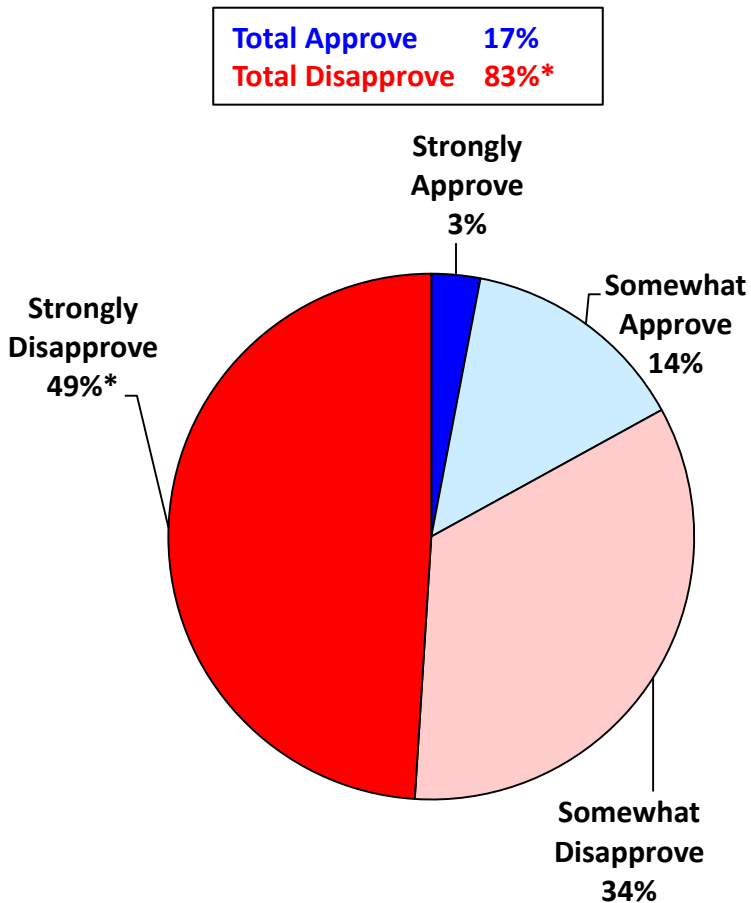
Republicans in Congress are not conservative enough

[^]Results Shown off total base. N=185.

Not surprisingly, Trump voters are not fans of Democrats in Congress, although 1/3rd of Trump-Obama voters do approve.

“And, do you approve or disapprove of the job the Democrats in Congress are doing?”

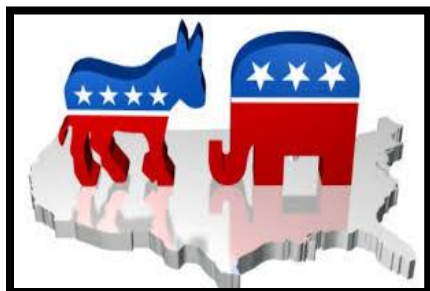
By Trump-Obama Voters & Never Voted Obama



*Denotes Rounding.

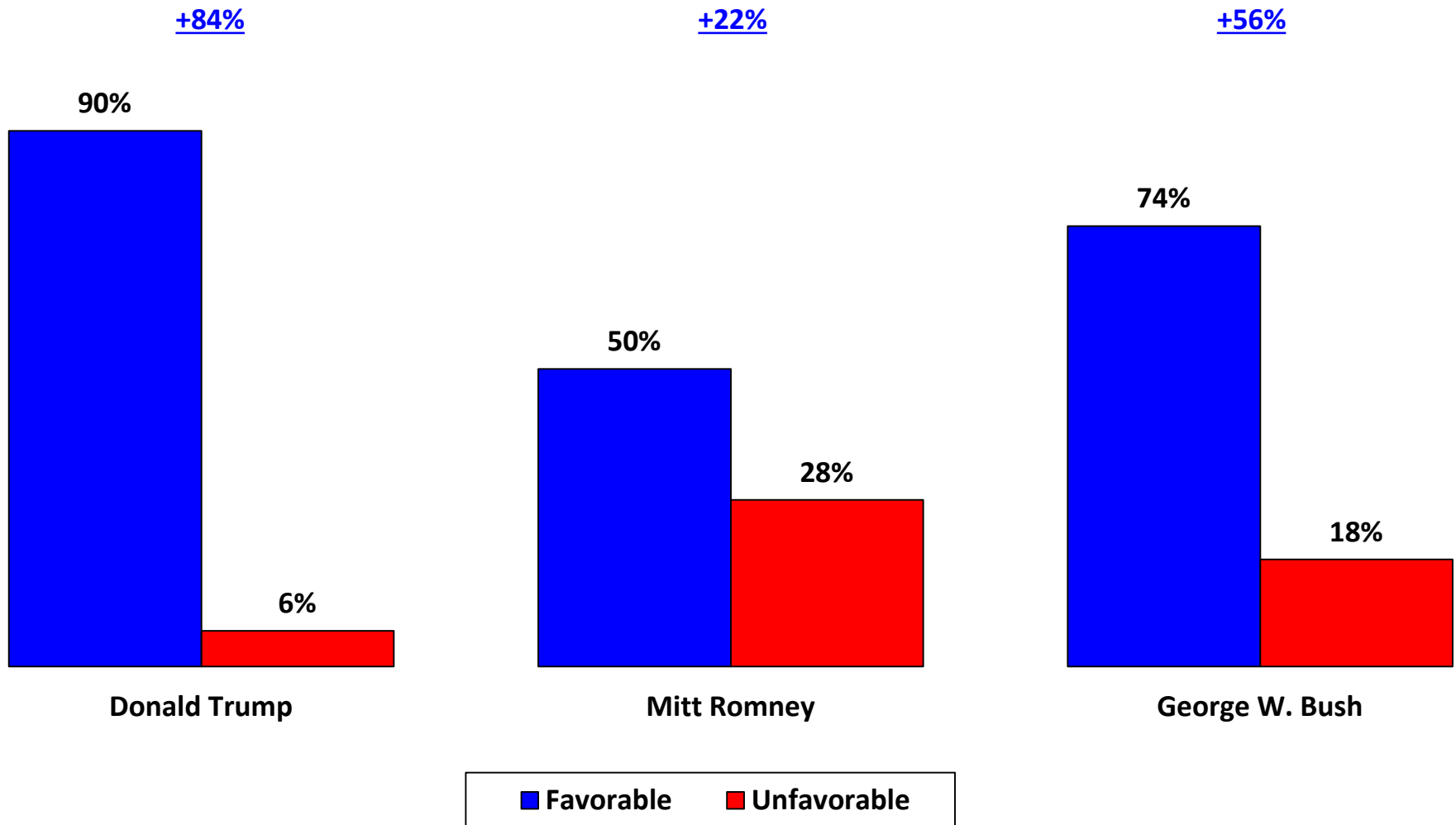


Name ID & Images

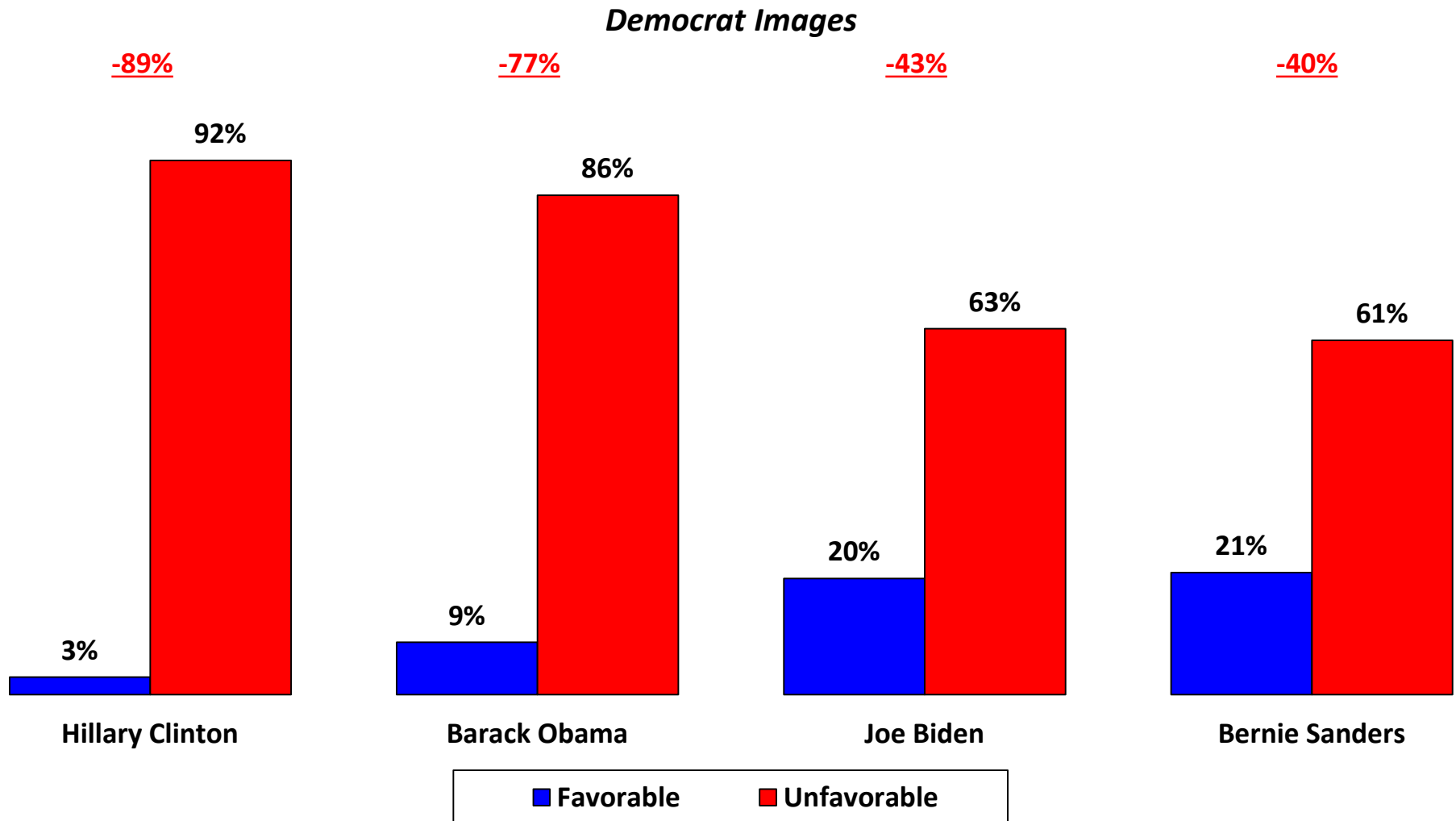


President Bush's image holds up better than Mitt Romney's image with Trump voters.

Republican Presidents/Presidential Nominee Images



Given how close the election was, would Biden or Bernie have won?

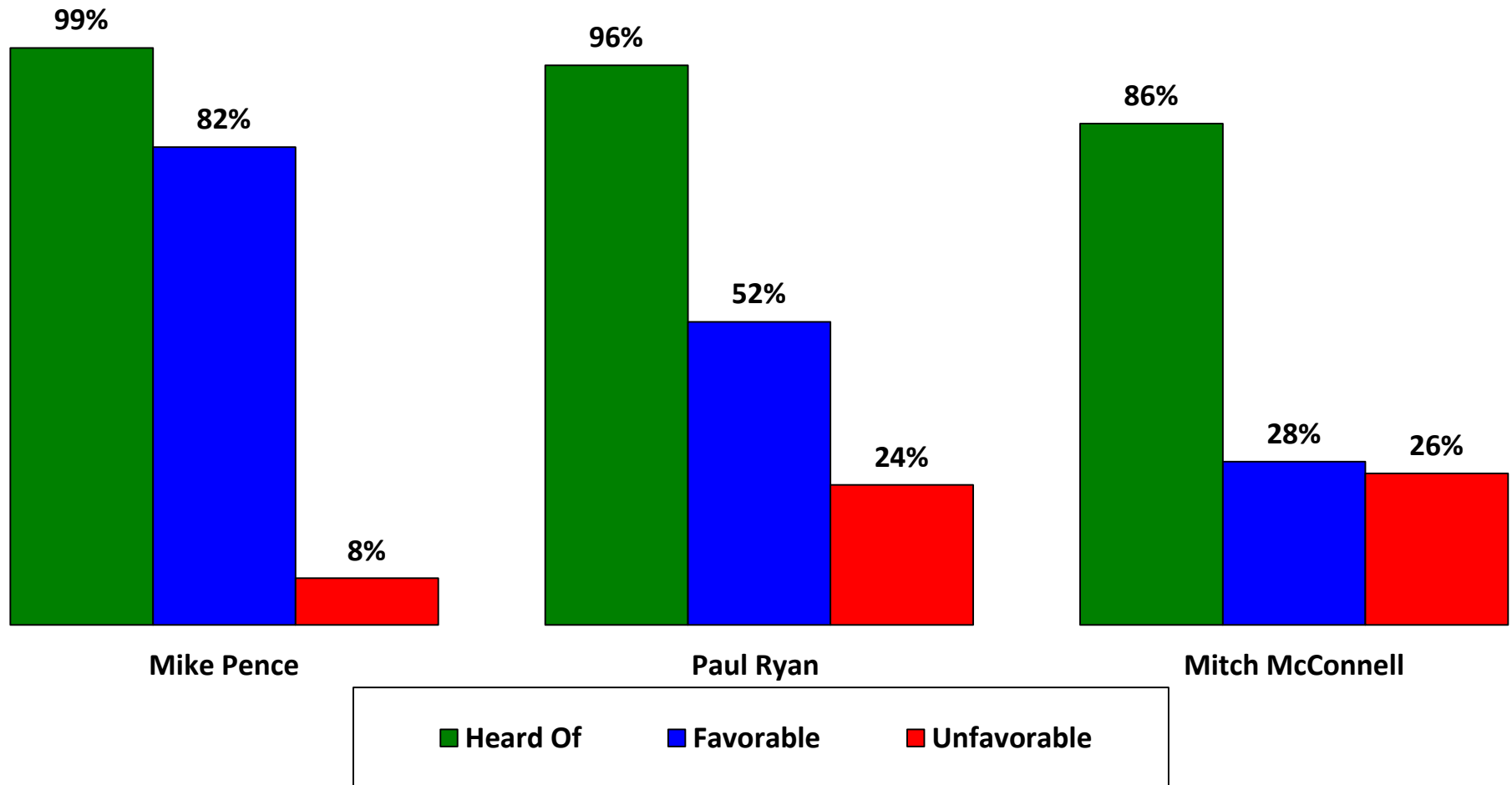


This is not proof that Biden or Sanders would have gotten the Trump-Obama voters that eluded Hillary, but they certainly had a shot.

Democrats	Trump-Obama States (24%) (Fav/Unfav)	Trump-Obama Voters (20%) (Fav/Unfav)
Hillary Clinton	2%/93%	11%/82%
Bernie Sanders	22%/64%	37%/43%
Joe Biden	21%/60%	37%/44%

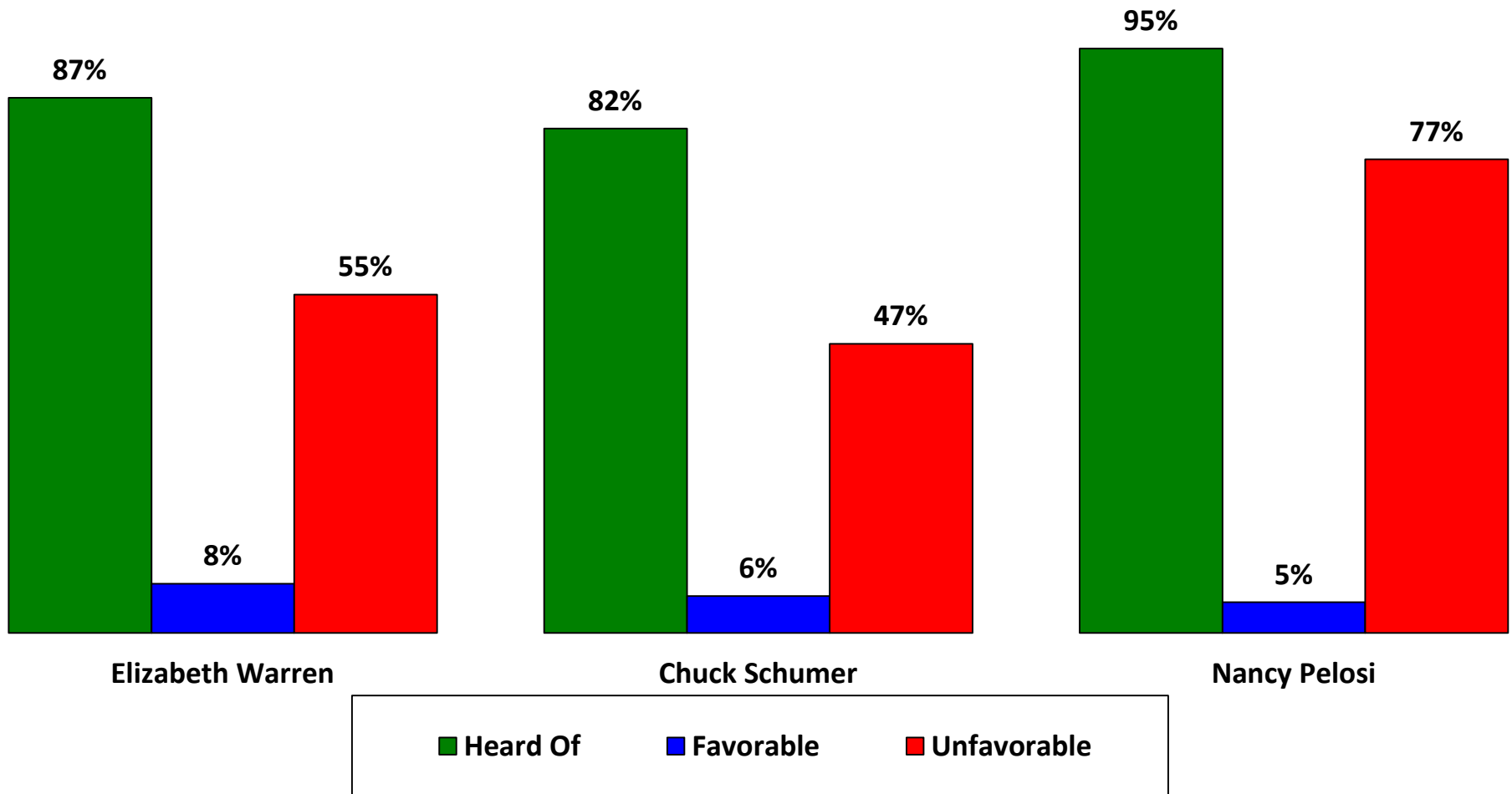
Vice President Pence basks in the glow of Trump; injuring Speaker Ryan and Majority Leader McConnell with Trump voters will backfire.

Republican Leaders Name ID & Images



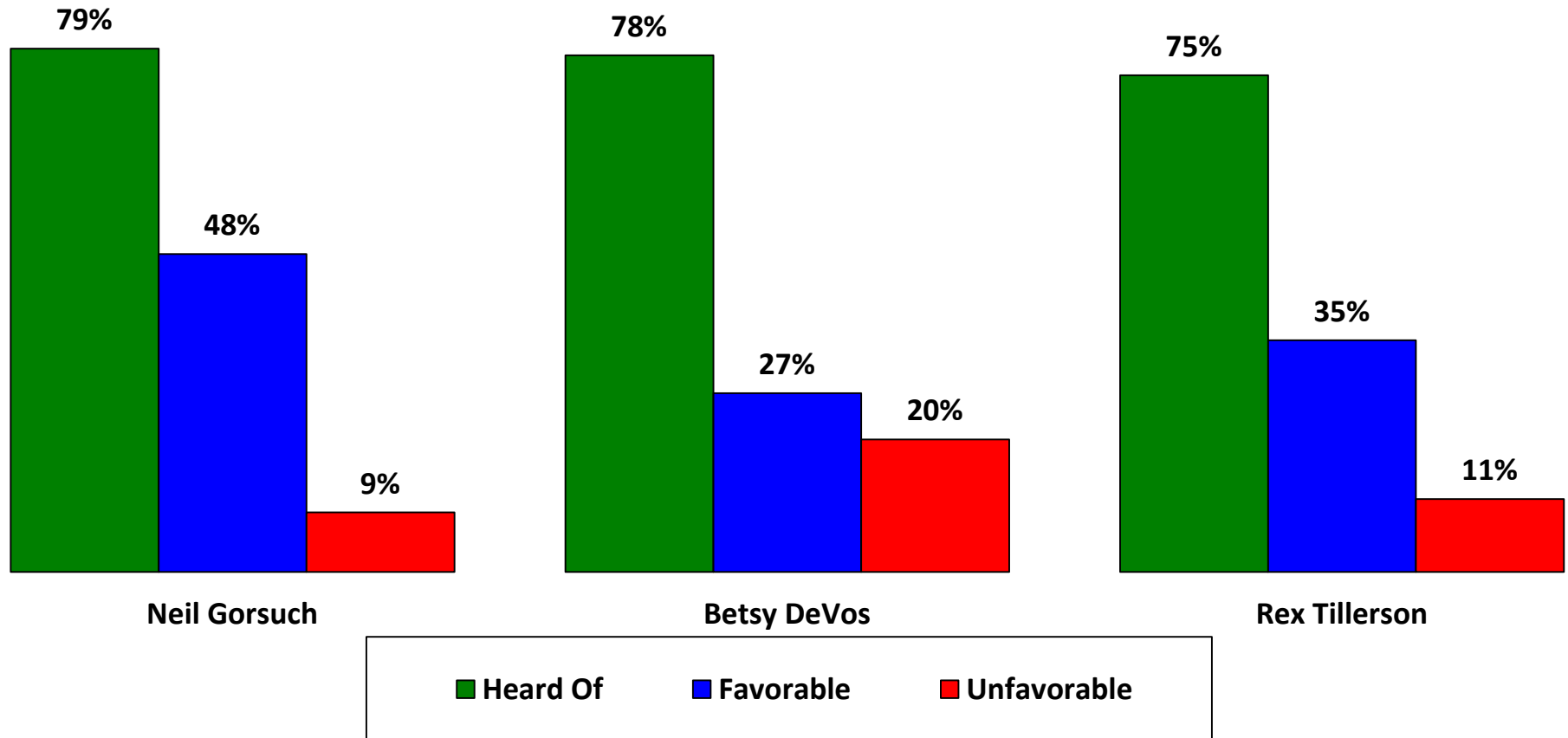
Neither Schumer nor Warren are persona non grata like Pelosi is.

Democrat Leaders Name ID & Images



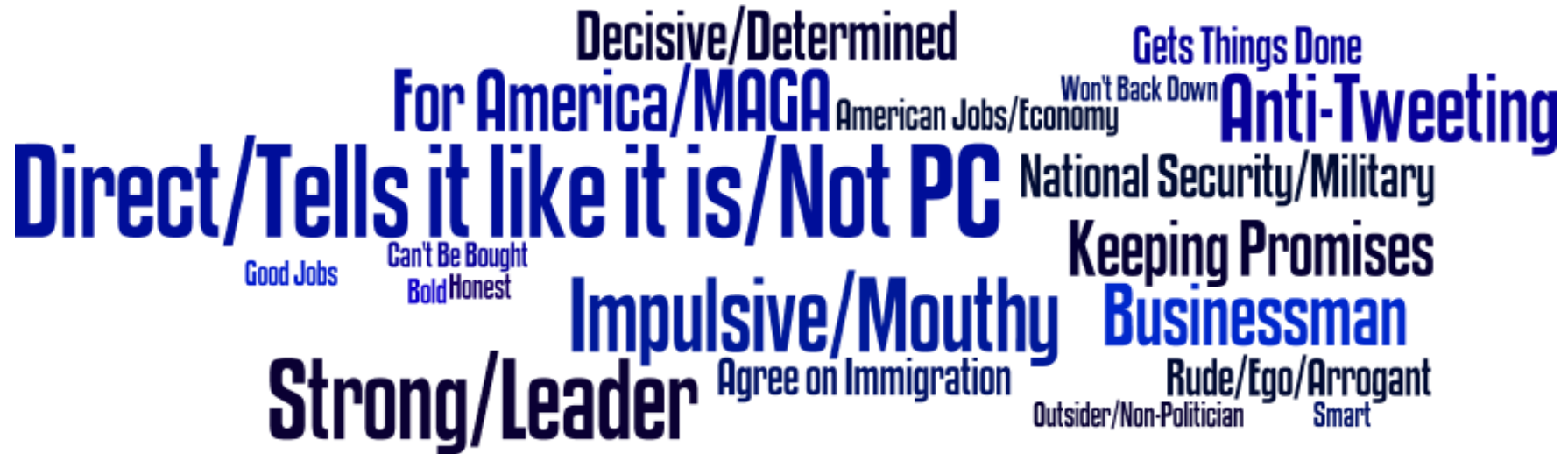
Gorsuch gets high marks, while Tillerson has a better image than DeVos.

Trump Appointments Name ID & Images



Trump supporters with a favorable opinion of him like that he is not PC and believe he is a strong leader.

“What are the first two or three things that come to mind about Donald Trump? That is, what is it you like MOST about him and what is it you like LEAST about him?”



(Among 90% Favorable To Donald Trump)

Direct/Tells it like it is/Not PC	15%	Keeping Promises	9%	Good Jobs	4%
Strong/Leader	13%	Decisive/Determined	8%	Honest	4%
Impulsive/Mouthy	12%	National Security/Military	7%	Outsider/Non-Politician	4%
Anti-Tweeting	11%	Gets Things Done	6%	Won't Back Down	4%
Businessman	10%	Rude/Ego/Arrogant	6%	Bold	3%
For America/MAGA	10%	Agree on Immigration	5%	Smart	3%
		American Jobs/Economy	5%	Can't Be Bought	3%

Trump voters who have an unfavorable opinion of him believe he is a bully and arrogant.

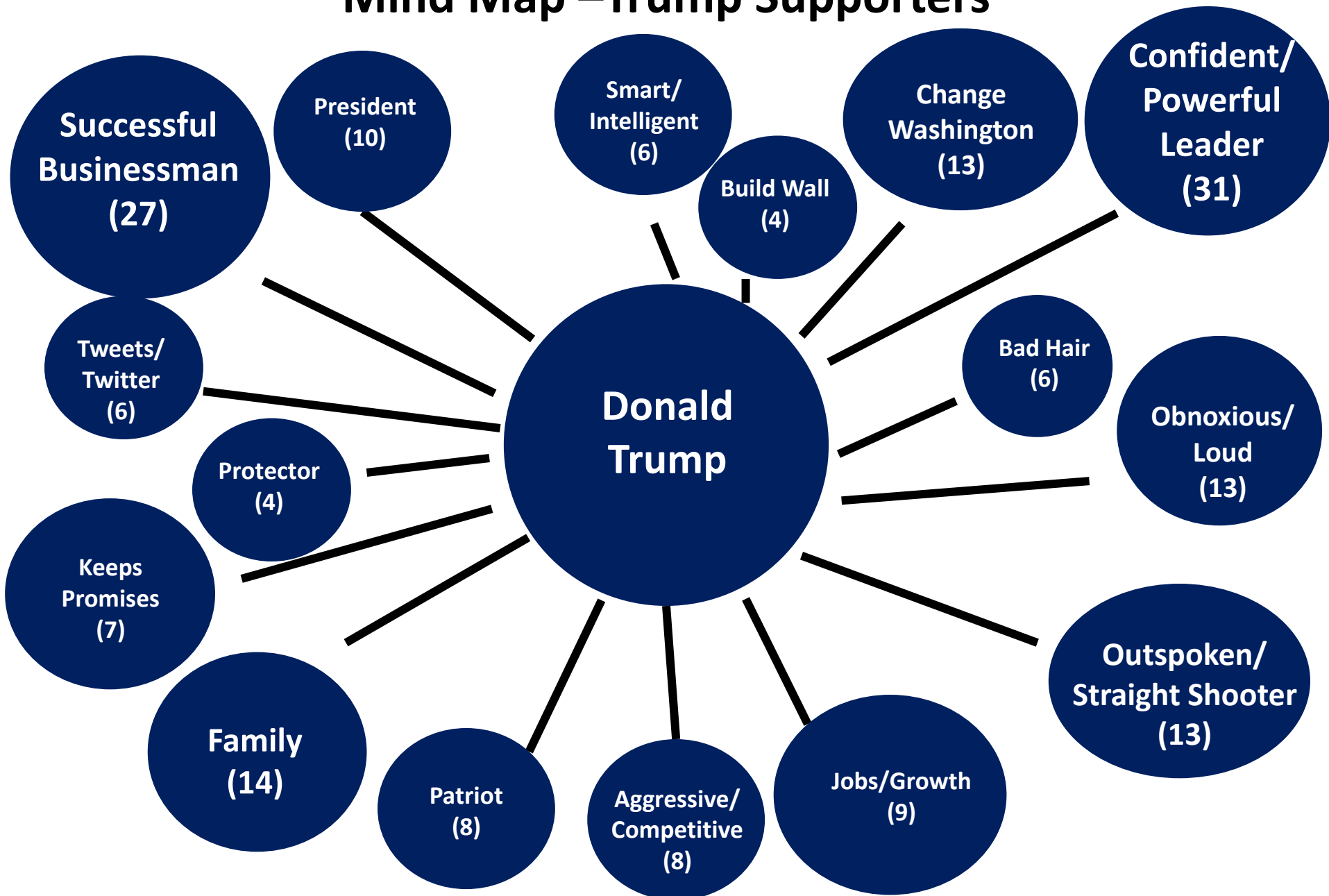
“What are the first two or three things that come to mind about Donald Trump? That is, what is it you like MOST about him and what is it you like LEAST about him?”



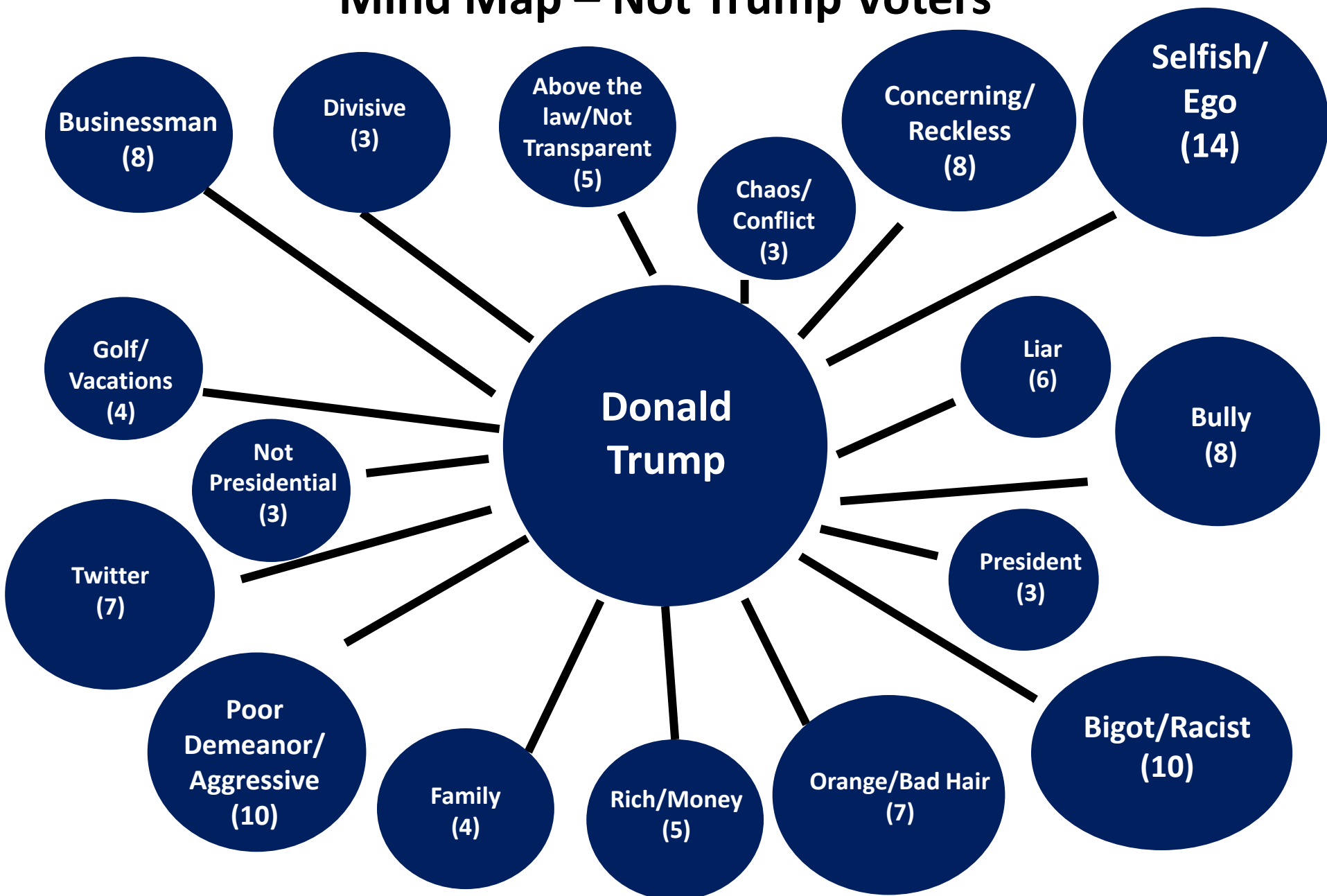
(Among 6% Unfavorable To Donald Trump)

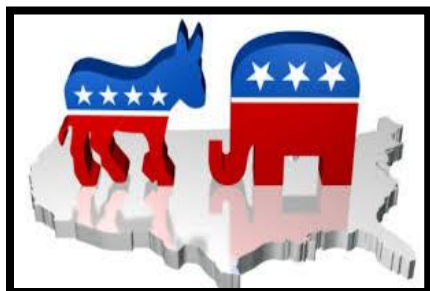
Bully/Ego/Arrogant	39%	Direct/Speaks His Mind	13%
Impulsive	17%	Anti-Tweeting	13%
Businessman	17%	Flip-Flops	9%

Mind Map –Trump Supporters



Mind Map – Not Trump Voters

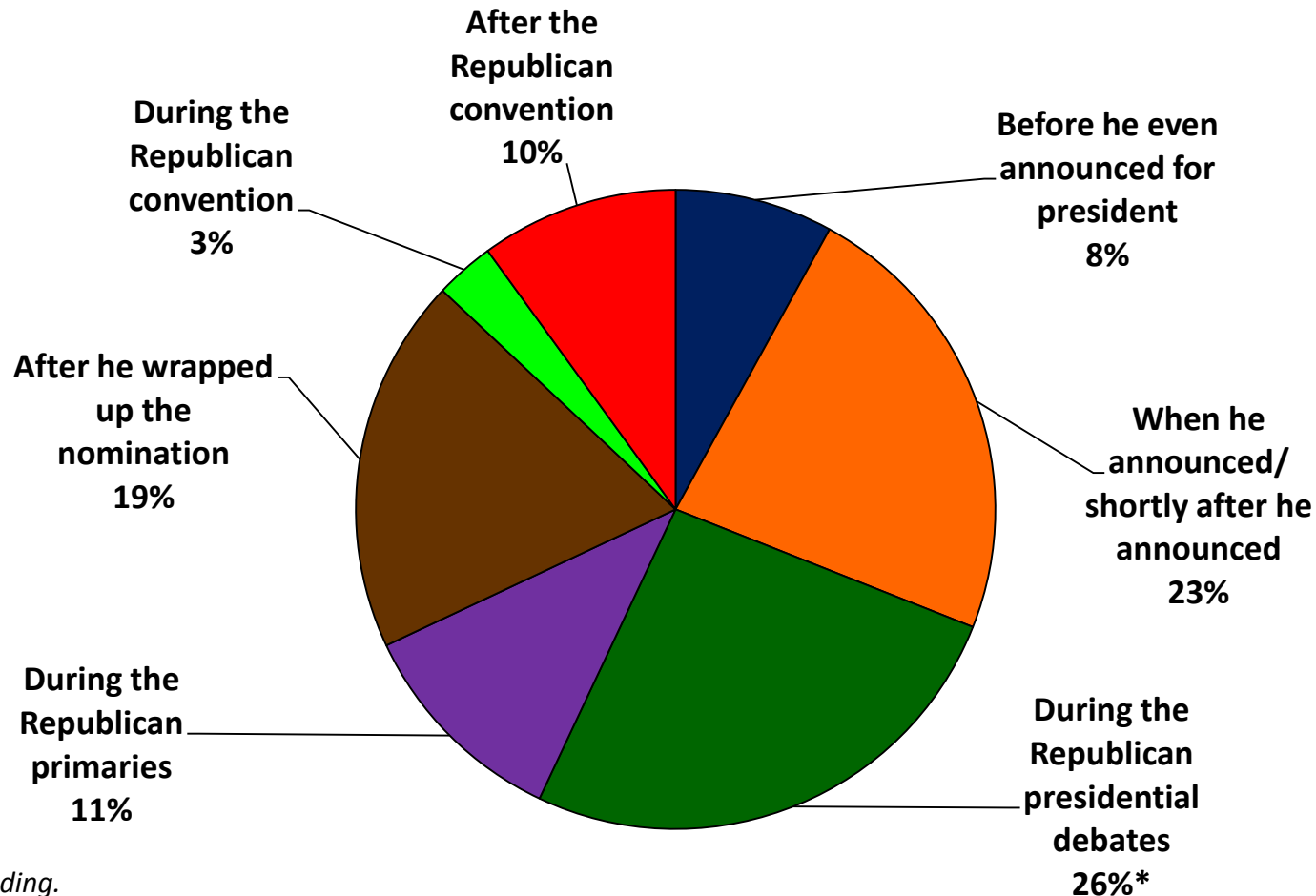




Trump Voters Look Back At the Election

While 10% of his voters deciding after the GOP convention to back Trump seems small, in an election this close, they made the difference.

“When did you decide to support Donald Trump for president?”



**Denotes Rounding.*

Late deciders for Trump tended to be...

“When did you decide to support Donald Trump for president?”

Group	% After the GOP Convention
Total Disapprove of Trump	26%
Voted More Against Hillary Clinton Than For Trump	18%
Total Unfavorable to the Tea Party	18%
Independents	17%
Women 65+	14%

Not all Trump voters were immediately all in for him.

"I thought he was a joke in the beginning." Female Canton Trump Supporter

"I thought he was a joke. I thought he would be the first one out. He's a TV star. He's been married. I thought he didn't have a chance in heck. And, I mean, you know, so far, I'm very pleased." Female Canton Trump Supporter

"I don't think I gave him a serious chance from the get-go. I just, I thought that the establishment would crush him somehow, some way. But the more and more the process went on, the more and more I, he didn't have to convince me, but it was kind of like, hey, we've got a little shot here. This guy might actually do it." Male Pittsburgh Trump Supporter

"Was he my first choice? No. But now that he's elected, I'm hopeful that we will try to come together and give him a chance to do the best job he can do." Female Trump/Romney Supporter Columbus

"I thought it was funny when he announced he was running for President, to be honest with you. Yeah. I really chuckled. I was like is this seriously who we have to vote for?" Female Oak Creek Trump/Obama Supporter

While a majority say their vote was more FOR Trump, a significant number say it was more a vote AGAINST Clinton.

“Was your vote in November more FOR Donald Trump or more AGAINST Hillary Clinton?”

57%

For Donald Trump

43%

Against Hillary Clinton

Groups who voted more FOR Trump & groups who voted more AGAINST Clinton

“Was your vote in November more FOR Donald Trump or more AGAINST Hillary Clinton?”

FOR Trump	AGAINST Clinton
Base GOP	Soft GOP
Trump-Obama States	Independents
Men 18-34	Trump-Romney States
Men 35-54	Women 18-34
High School or Less	Men 55+
Men w/o a College Degree	Postgraduates
Very Conservative	Women with a College Degree
Mod/lib Republicans	Somewhat Conservatives
Strongly Favor Tea Party	Unfav Tea Party
Trump-Obama Voters	Moral Issues – Top Issues
National Security – Top Issue	

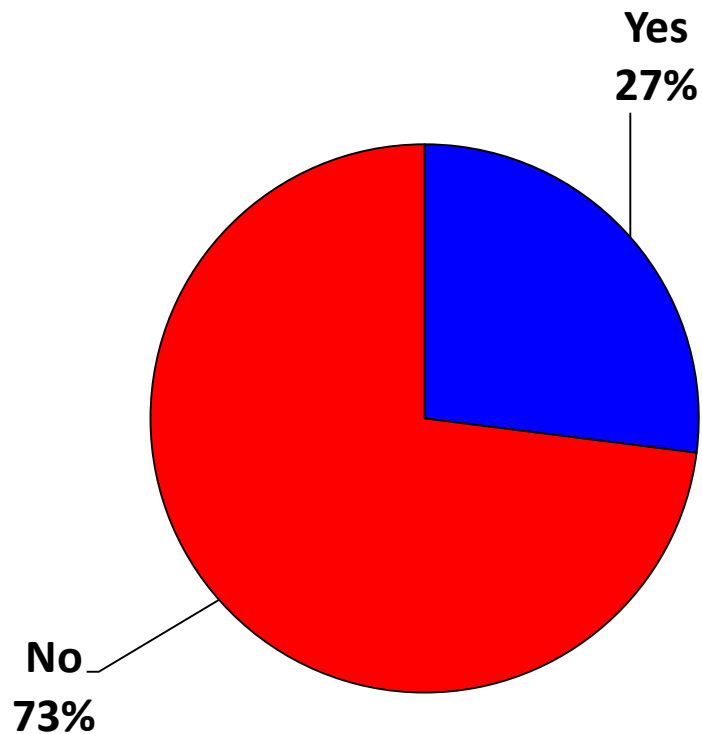
A number of voters were unhappy with both choices.

“I didn't feel like we had really good candidates because I was actually really shocked that that was the best our country had to offer. I was, it's like, you've got to be kidding me.” Female Columbus Trump/Romney Supporter

“After I knew it was going to come down between Hillary or Trump, I felt like I had to pick the lesser of the two evils then.” Female Columbus Trump/Romney Supporter

More than one-quarter of Trump voters were “Shy Trump” voters – reluctant to tell others they were voting for him.

“Were you ever reluctant to tell others you were voting for Donald Trump?”



Top Groups Yes (27%)

Women 35-54	44%
Women 18-34	41%
Age 35-44	40%
Soft/Lean GOP Women	40%
Strongly Favor Tea Party	36%
Vote Trump-Obama	36%
Age 18-34	36%
Postgraduates	35%
West	35%
Women	35%
Mountain	35%
College Graduates	33%
Soft GOP	32%
Mid-Atlantic	31%
Pro-Life	31%
Base GOP Women	31%
Men 18-34	31%

Over one-fifth of Trump supporters were reluctant to vote for Trump because of how others would react.

“What are some of the reasons you were reluctant to tell others you were voting for Donald Trump?”



(Among 27% Reluctant To Tell Others They Were Voting For Donald Trump)

Avoid Conflict/Others' Opinions	20%	Dem/Lib State	6%	Workplace Issues	4%
Violence	11%	Called Racist	6%	Dems Intolerant/hypocritical	4%
Dem Response/Hatred	10%	His Mouth	4%	Trump was last choice	4%
General Anti-Trump	9%				

Many Trump voters felt intimidated by Clinton voters.

"They just say you disagree with me, so, therefore, you're wrong, and you're full of hate. You're automatically racist." Female Canton Trump Supporter

"I didn't want to tell anybody, because Hillary people, boy, they'd come down on you hard for Trump. Oh, man, it wasn't worth the arguments." Male Canton Trump/Obama Supporter

"There was a lot of silent people. A lot of people did not talk. Everybody was afraid to talk, because they were afraid that there was someone who was going to beat you up, or my dad is one. He's a very strong Christian, and he just, he would not tell anybody, but he was for Trump 100%. But he was afraid. It was a fear." Female Pittsburgh Trump Supporter

"Everyone that didn't vote for Trump just assumes that you're an evil person if you did. And you didn't get that when you voted for either of the Bushes or anyone else. And that's just really kind of a different environment, politically." Male Columbus Trump/Romney Supporter

Many Trump voters felt intimidated by Clinton voters.

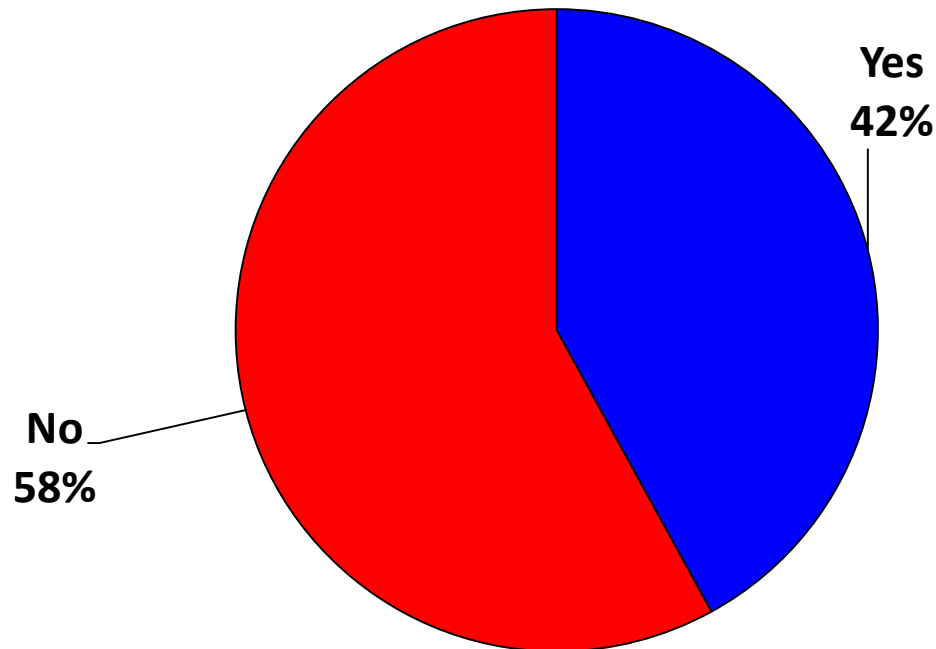
"If you agree with anything that Trump says where, you're automatically a bigot." Female Columbus Trump/Romney Supporter

"You have to maintain a relationship at work to get along with people, to get the job done and not make your work experience miserable every day, so you just kind of keep your mouth shut just to not start arguments." Female Columbus Trump/Romney Supporter

"It depends on what circle you're in. You know, I mean, depending on the race of people I'm around, I, he was very racist, and he came on national television and said he wants like a wall built and he wants this done. And that affects a lot of people that I know, so I didn't want them to know who I voted for, them thinking like I'm the one that's, because of me that their family is being sent back." Female Oak Creek Trump/Obama Supporter

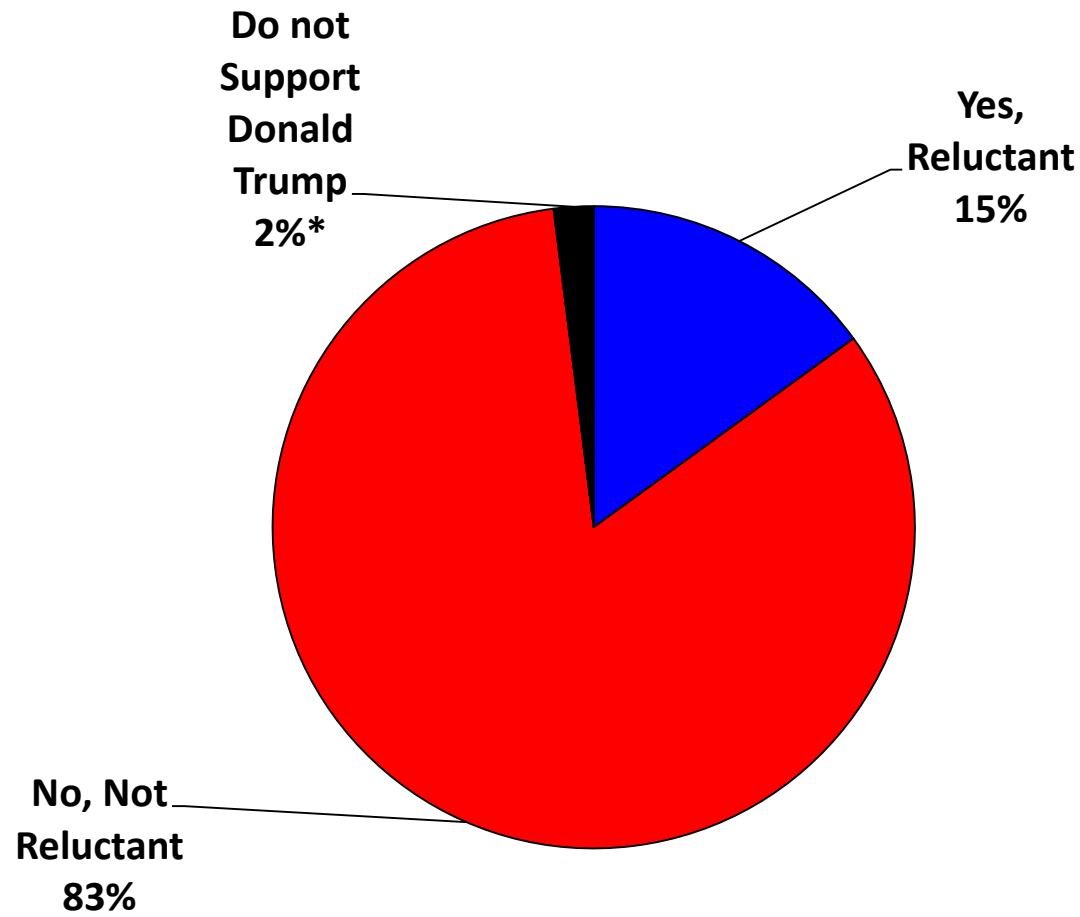
Many Trump voters knew “Shy Trump” voters.

“Do you have friends, family, or neighbors who were reluctant to tell others they were voting for Trump?”



Only 15% say they are Shy Trump supporters.

Now that Donald Trump is president, are you ever reluctant to tell others that you support him?



**Denotes Rounding.*

Trump voters experienced a range of emotions after his victory.

“Which of the following words describe how you felt on Election night or the next morning when you learned Donald Trump had won the election? Select all that apply.”

51%

Relief

38%

Joy

37%

Surprise

24%

Pride

5%

Concern

Asked how they felt when Trump won...

"All I said all day was it's a great day in the USA. All day long, I was just so happy."

Female Pittsburgh Trump Supporter

"Part of it was disbelief, because you saw all these people that were wringing their hands, and, oh, my God, wait. This website to go to Canada has crashed, so many people want to leave. I mean, dramatics. I'm like, what age are these people again? You know, we are allowed to vote for who we want. The people have spoken. Get over it." Female Canton Trump Supporter

"I felt American again. I felt like I was, it was America. I mean, it was the first time I ever cried. I stayed up. I said I'm going to bed, and I stayed up all night. And I've never done that. And I was like, it's America. We're back. You know, it was just like you had opened these big old doors."

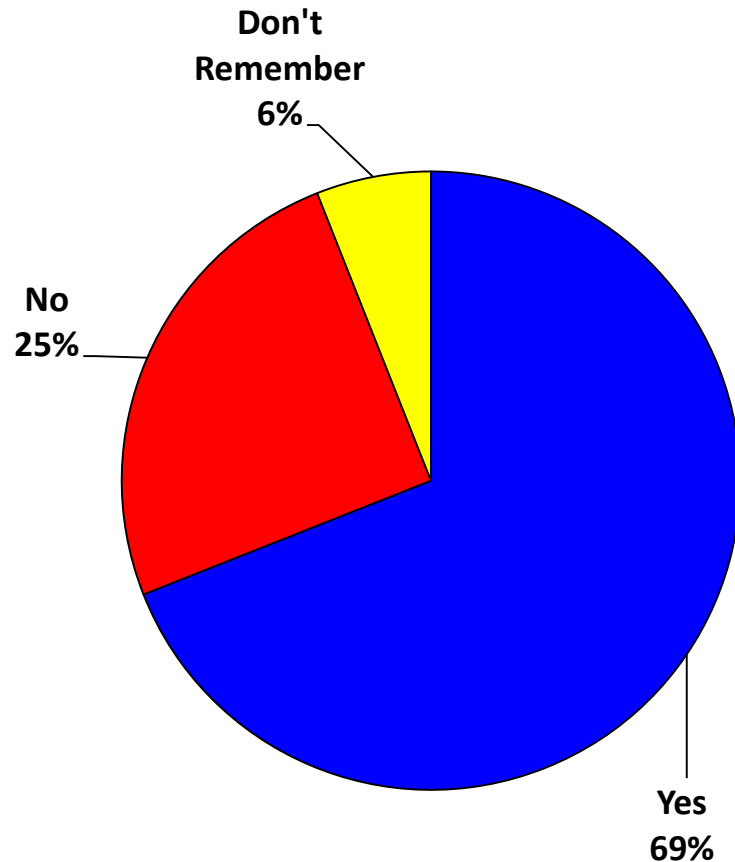
Female Pittsburgh Trump Supporter

"I felt like I had a winning lottery ticket. Like a weight was lifted off my shoulders, named Hillary." Female Trump/Romney Supporter Columbus

"Bringing pride back to our homeland, you know, and feeling like you are proud to say that you are an American." Female Trump/Romney Supporter

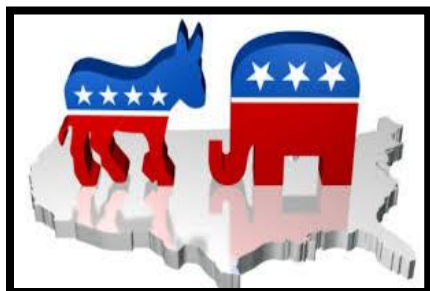
Fully one-quarter of Trump voters split their ticket last year.

“Did you vote a straight Republican ticket in November?”



Top Groups No, Didn't Vote Straight Ticket (25%)

Lean/Ind Men	52%
Soft/Lean GOP	41%
Total Unfav Tea Party	39%
Men 65+	39%
Vote Trump-Obama	38%
Pro-Choice	37%
New England	36%
Moderate	36%
Men 55+	35%
Age 65+	34%
Farm Belt	34%
Men w/ a Degree	32%
Abortion – No Difference	32%
Men	31%
Soft GOP	31%
Trump-Obama State	30%
Midwest	30%



Trump Voters on the Issues

National security dominates on the GOP primary voter typology question, while fiscal issues aren't that important.

"Changing topics, which of the following types of issues are you most concerned about?"

41%

National security issues like Iran and ISIS

27%

Economic issues like jobs and the economy

11%

Social issues like education, health care, and the environment

11%

Fiscal issues like taxes and spending

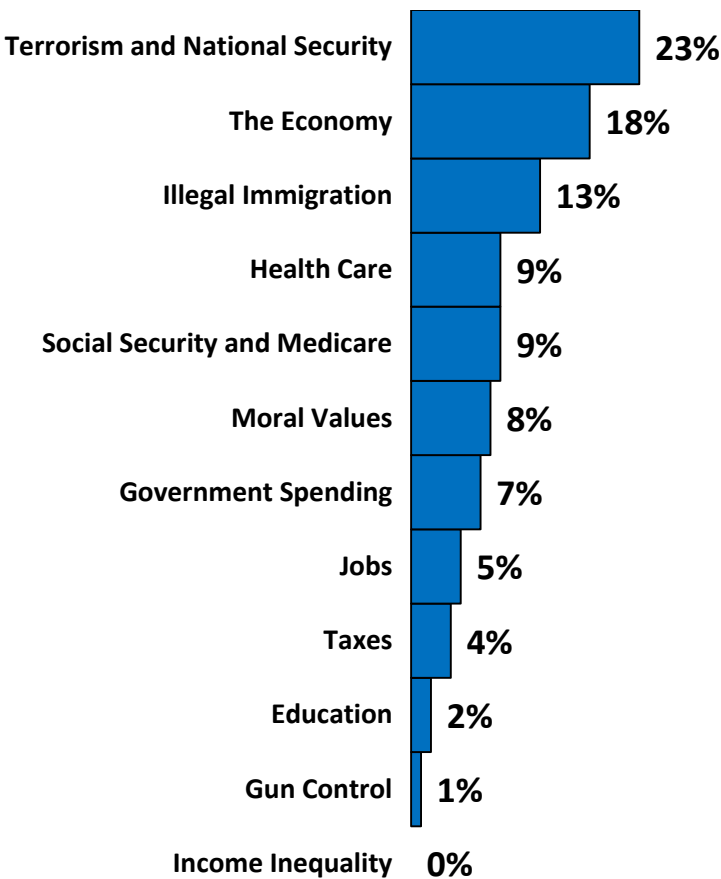
10%

Moral issues like pro-life and traditional marriage

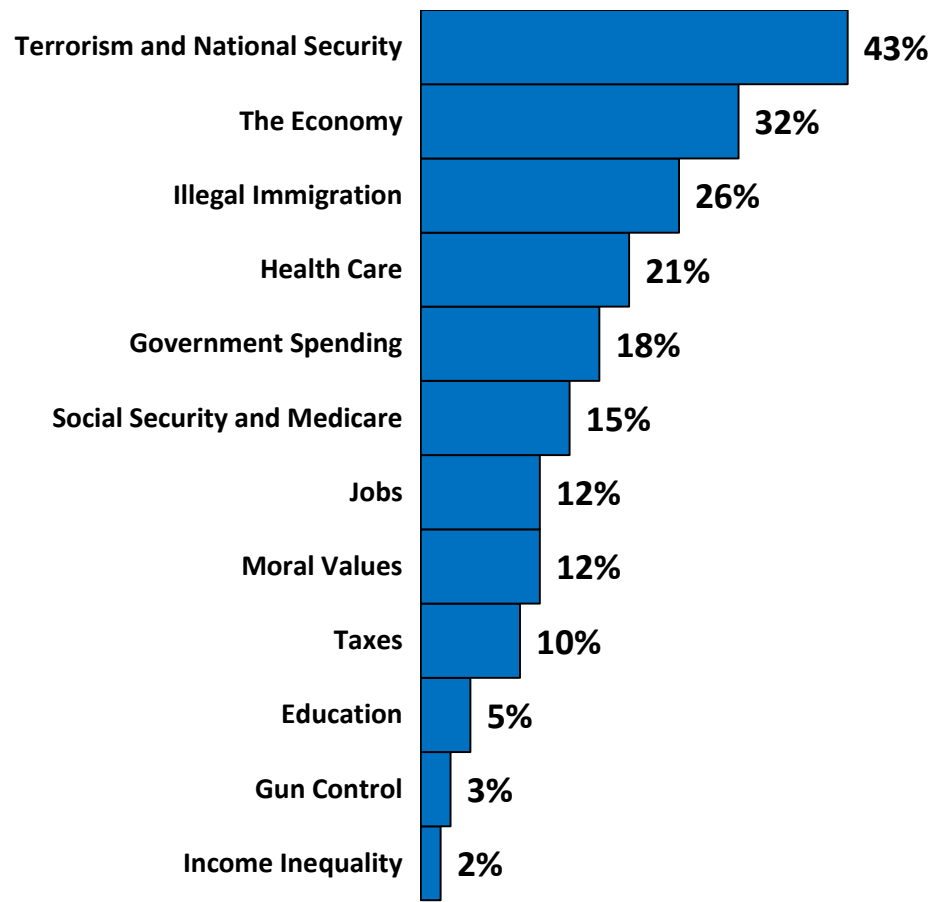
Terrorism/National security is tops for 2018, with the economy also important. Illegal immigration tops health care.

“Which ONE of the following issues is MOST/NEXT important to you in deciding how to vote in the November 2018 elections?”

MOST Important



TOP Two Combined



Men without a college degree say Trump's top priority as president should be creating American jobs.

"Which of the following issues should be Donald Trump's top priority as President?"

By Education/Gender

34%

*Strengthening
America's national
security*

23%

Creating American jobs

18%

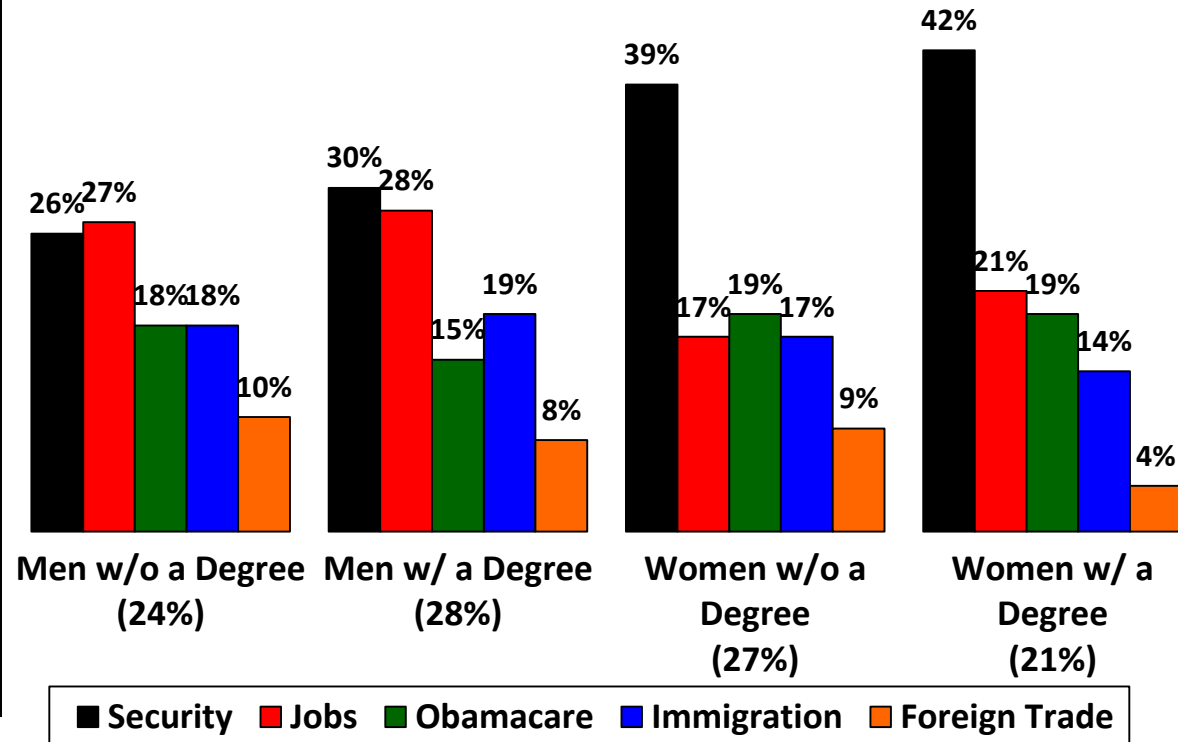
*Repealing and
replacing Obamacare*

17%

*Stopping illegal
immigration*

8%

*Stopping the job-killing
impacts of foreign
trade deals*



Women voters for Trump really focus on strengthening national security.

“And, which of the following issues should be Donald Trump’s NEXT top priority as President?”

Combined Top Two Choices

By Gender

52%

*Strengthening
America’s national
security*

45%

Creating American jobs

42%

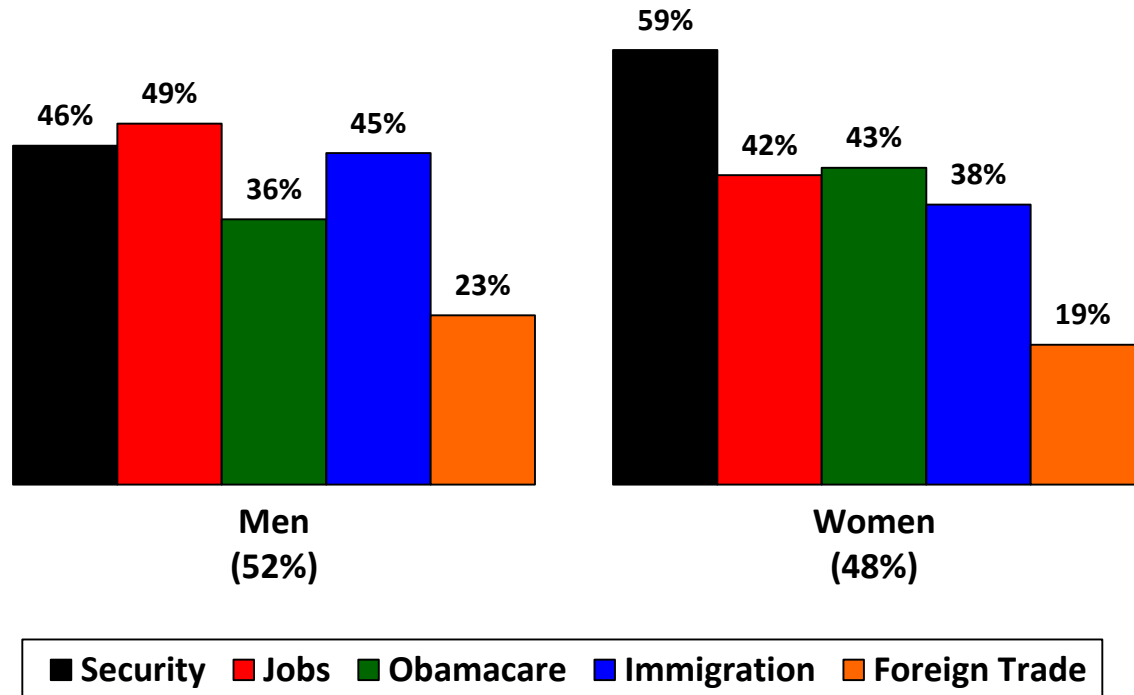
*Stopping illegal
immigration*

39%

*Repealing and
replacing Obamacare*

21%

*Stopping the job-killing
impacts of foreign
trade deals*



There is a sense that Obama's foreign policy was weak, which hurt the country.

"I feel as though Obama avoided conflict as much as possible, and I think that's slightly un-American. We're not in a rush to go to war, but as a world superpower, if someone is going to use chemicals on their own people, they should pay the price. They should lose their military. And he targeted military objects, such as planes and other equipment. I think he did the right thing."
Male Canton Trump Supporter

"I just can't understand the logic of letting un-vetted refugees into this country." Male Columbus Trump/Romney Supporter

"I think illegal immigration is draining our social systems. I think they have, they have use of healthcare. They have use of all types of social systems that hardworking people like us shouldn't be paying for the illegal immigrants to have that access." Female Columbus Trump/Romney Supporter

"I agree that we need to get a little respect back. I think that other countries have lost so much respect for us under Obama and made, he's made us look weak."
Female Columbus Trump/Romney Supporter

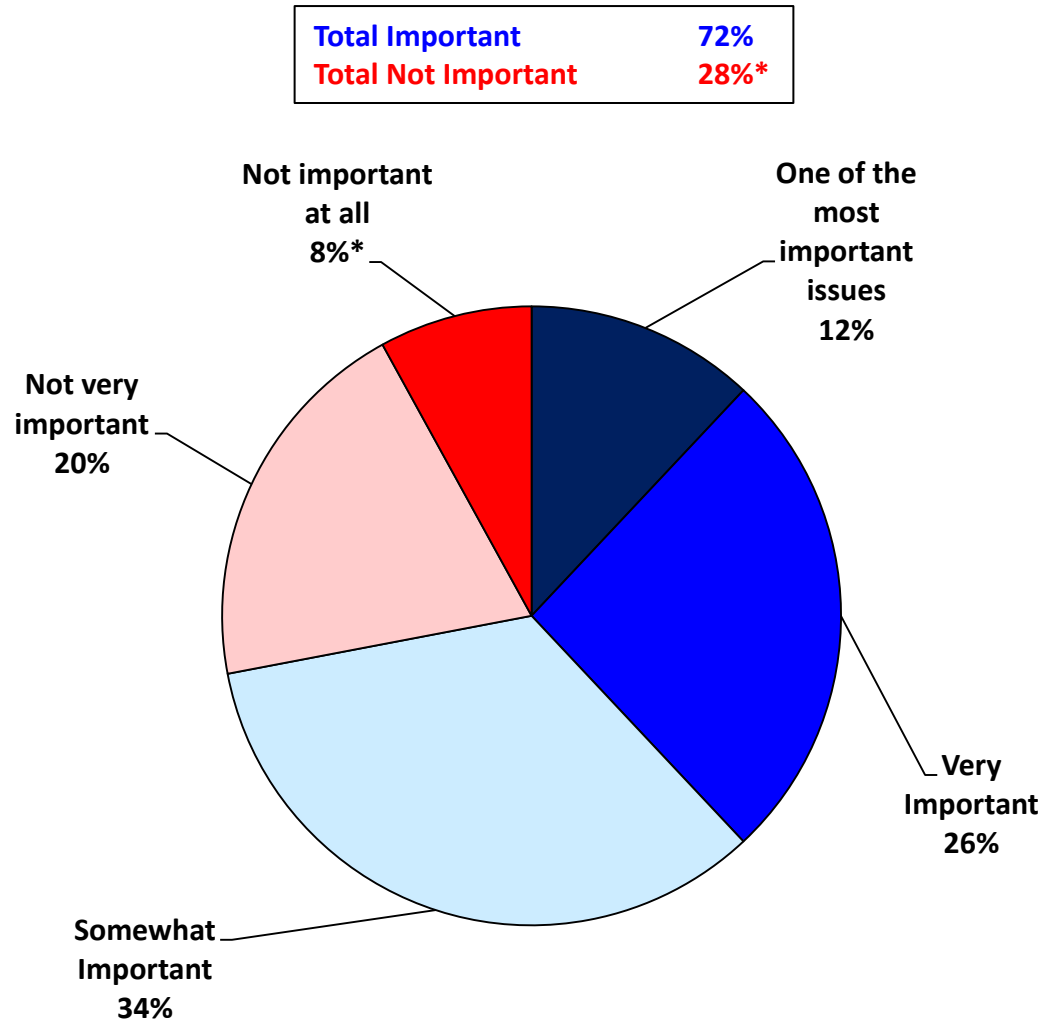
Most Important Issues for Trump to be successful on:

Ranked by Trump Voters

Issue	Trump Voters	Did Not Vote Trump
Health care	38	13
Economy/Jobs	36	15
Immigration	24	11
National Security/Terrorism	18	3
Military/Vets	13	2
Taxes/Tax Reform	10	7
Term Limits/Congress	9	1
Foreign Policy	9	10
Education	2	9

The wall is important to Trump voters, but not overwhelmingly so.

“How important is it to you that the wall gets built along the border with Mexico?”



*Denotes Rounding.

By over two-to-one Trump voters want money spent on fixing health care over building the wall.

"Given that there are limited resources for government, if you had to recommend a choice, would you rather..."

34%

Spend money building the wall

66%

Spend that money on fixing health care

One challenge facing the White House and Republicans in Congress is that one-quarter of Trump voters say their family would be hurt by changing Obamacare.

“Thinking some more about health care, will you and your family personally be helped or hurt by changing the current health care system, including the Affordable Care Act, also known as Obamacare?”

26%

Hurt

74%

Helped

Top Groups Hurt (26%)

Age 35-44	35%
Women 35-54	33%
Total Voted for Obama	32%
Outer South 8pt Region	30%
Soft GOP	30%
Moderate	29%
Total Unfavor Tea Party	29%

Trump receives little blowback for the initial failed attempt to repeal and replace Obamacare.

“Who do you blame MOST for the initial failed attempt to repeal and replace Obamacare?”

5%

Donald Trump

12%

Paul Ryan

15%

Moderate Republicans

21%

*Hardline conservative Republicans in
the Freedom Caucus*

48%

The Democrats

Trump voters give him leeway as a non-politician on his recent policy flip-flops.

“As you may know, Donald Trump has changed his position, often called flip-flops, on numerous issues, from China, Syria, and Russia to health care, NATO, and the Export-Import Bank. Which of the following comes closest to your own view about President Trump’s flip-flops?”

83%

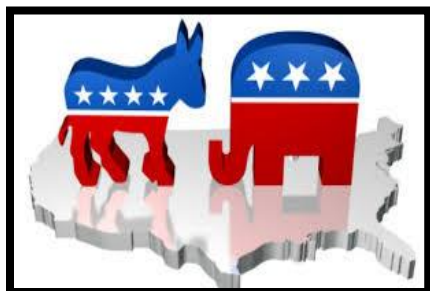
The fact that Donald Trump is changing his position on some key issues does NOT concern me. Trump is not a politician and it is only natural that he change his mind on some issues as he learns more about them.

17%

The fact that Donald Trump is changing his position on some key issues DOES concern me. I am worried Trump cares too much about what Washington thinks instead of sticking to the positions I voted for.



Trump In Office



Trump voters are proud that their president is sticking to his campaign promises.

“Now, please finish this sentence: The thing that President Trump has done so far that makes me feel most proud about my vote for him is...”



Doing What He Said	13%	ISIS	6%	Keeping Jobs	4%
Syria	11%	Fighting Terror	5%	Protecting America	3%
Appoint Gorsuch	10%	Fix Health Care	5%	Deport illegals	3%
Immigration	6%	Stood Up to Other Countries	4%	Job Creation	3%
				Says What's On His Mind	3%

Most proud about your vote for Donald Trump – Trump Supporters

“The thing that President Trump has done so far that makes me feel the most proud about my vote for him is: _____”

Participant	Most Proud
Pittsburgh Male	Supreme Court Nominee
Pittsburgh Female	Signed Executive Orders. Hasn't stopped working since he won election to be President
Columbus Male	Respect for the Military
Columbus Female	To keep jobs in USA and bring them back
Canton Female	Stands up for what he believes in
Canton Male	Honesty – Does what he says
Canton Male	Trying to get rid of Obamacare
Canton Female	Won't back down from other countries
Oak Creek Male	Threatening companies who move to Mexico with penalties
Oak Creek Female	Consults with family as a business partner

Most proud about your vote for Donald Trump – Non-Trump Voters

“The thing that President Trump has done so far that I like most is:_____”

Participant	Most Proud
Columbus Male	Says that he will fight to stop jobs moving overseas.
Columbus Male	Holding Boeing accountable for cost of new Air Force One.
Columbus Female	He has tried to keep campaign promises.
Columbus Female	Supreme Court Nominee
Houston Male	The urge to make a change in healthcare.
Houston Male	Tenacity, presidential.
Houston Female	Twitter rants.
Houston Male	Help stock market rise briefly.
Houston Male	Try to bring manufacturing jobs back to the states.
Houston Female	Focus on taxes- simplifying and reducing regulations.
Houston Female	Leaving Obamacare as is with regards of age and pre-existing conditions.
Houston Female	Promises deregulation.

Trump voters are concerned about the president's Twitter use.

"The thing that President Trump has done so far that makes me feel most unsure about my vote for him is..."



Twitter	19%	Syria	5%	Not Releasing Taxes	3%
Failed Obamacare Repeal	11%	Lies	4%	Bombing & War	3%
No Filter	8%	Flip-Flops	4%	Florida Vacations	2%
Nothing	5%	North Korea	3%	Wall	2%

Most unsure about your vote for Donald Trump – Trump Supporters

“The thing that President Trump has done so far that makes me feel the most unsure about my vote for him is: _____”

Participant	Most Unsure
Pittsburgh Male	Fail to dump Obamacare & replace it
Pittsburgh Female	Needs to tone it down
Columbus Male	Damn Tweets
Columbus Female	Tweeting and saying inappropriate things.
Canton Female	Sometimes he speaks without a filter
Canton Male	Tweeting seems un-presidential to me
Canton Male	He has his family working for him
Canton Female	Health care
Oak Creek Female	Bombings & Divided Congress
Oak Creek Male	He’s about to start another World War

Most unsure about your vote for Donald Trump – Non-Trump Voters

“The thing that President Trump has done so far that concerns me the most is:_____”

Participant	Most Unsure
Columbus Male	Can't stop tweeting and attacking people.
Columbus Male	Uses rhetoric that tends to demonize certain groups.
Columbus Female	Tried to get healthcare plan, then when could not get it through has moved on to other things and left the plan for another time.
Columbus Female	Increasing the divide.
Houston Male	Twitter in the middle of the night.
Houston Male	International Diplomacy
Houston Female	Talks about changing immigration laws.
Houston Female	Bigotry towards individuals (others)
Houston Male	Travel Ban
Houston Male	Order several strikes within a short period without going through Congress.
Houston Female	Bombing. Too fast action on travel restrictions- not well thought but- has good four years should be able to craft.
Houston Female	He just says whatever then says that's not what he meant.

To Trump Voters,



is not the dog whistle many critics think it is.

Make America Great Again resonated with Trump voters.

"Taking care of America first instead of saying, oh, we're going to send \$4 million to, you know, South Korea or that. Keep some of that here, and worry about the home fires, and then go the UN and say, hey, does everybody want to chip in, instead of we're putting all our money in, and nobody is putting in." Female Canton Trump/Obama Supporter

"You know, once we show that we don't have a backbone anymore, we're no longer a great country. We're not even a threat to anybody." Male Canton Trump/Obama Supporter

"The thing that stuck in my mind was draining the swamp." Male Oak Creek Trump/Obama Supporter

"I think voting for him I looked at Trump being more of like a normal person like us, you know, like someone that doesn't have a chance to get in office. Now he's able to give the normal people, everyday people a voice." Female Oak Creek Trump/Obama Supporter

"I think he's looking to make America great as trying to help the middle class. I guess we're, you think of Republicans, they're always the ones that are looking out for the people that make the big money and the big corporations so that they can get their more breaks. I think, really, he's one, he's made his money. He knows, really, what's going on and maybe trying to help the middle class raise up a little more." Male Oak Creek Trump/Obama Supporter

Trump voters rejected the idea that “Make America Great Again” was racist.

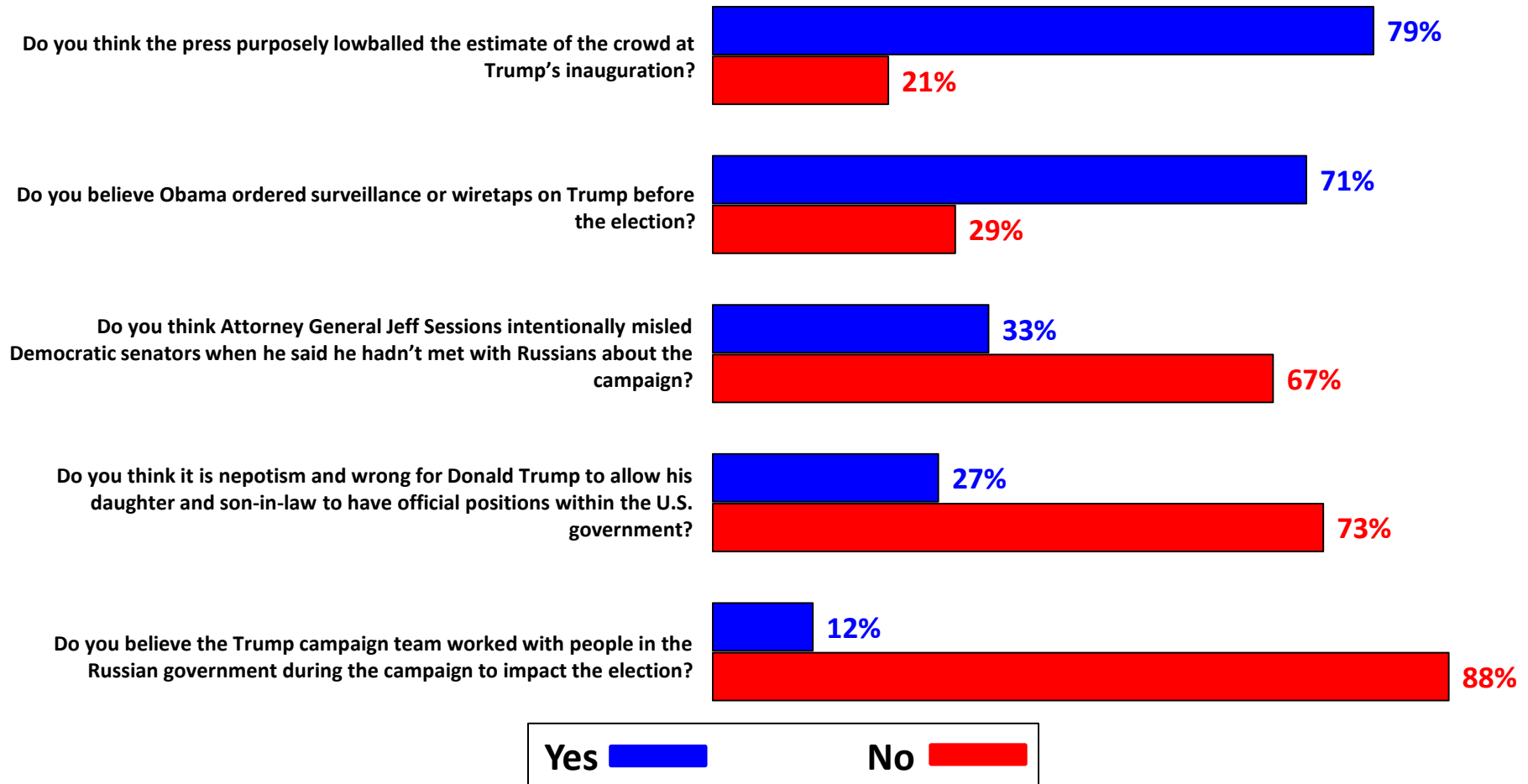
“And when, if you're, if the people that thought about it as the '50s, they weren't thinking about it like segregated South. They were thinking about like prosperous North, you know, where it was, where dad had a decent job out of high school, and you were able to go camping on weekends, and, you know, Mom was at home, and the kids played stickball or and came home when the lights came on, and played capture the flag” Male, Canton Trump/Obama Supporter

Trump voters weigh in on recent controversies.

He's not completely off the hook, but most of his supporters defend him.

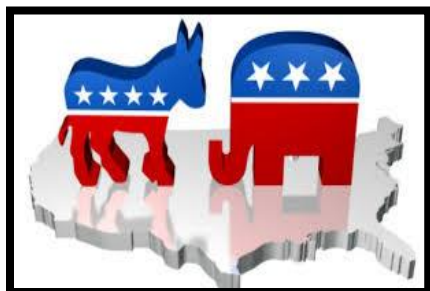
"Now, here are some questions about a few controversies that have been in the news. For each one, please answer yes or no."

Ranked by % Yes





Trump Voters Compare Him to Obama



Trump voters are more inclined to trust government now that he is in than when Obama was President.

"Do you trust government more now that Trump is in office than you did when Obama was president?"

Total Yes, Trust More	81%*
Total No, Do Not Trust More	19%

64%

Strongly Yes, Trust Government More

16%

Not-so-strongly yes, Trust Government More

10%

Not-so-strongly No, Do Not Trust Government More

9%

Strongly No, Do Not Trust Government More

**Denotes Rounding.*

His voters admire Trump's willingness to tell it like it is in their eyes instead of being politically correct.

"Of the four below, which of the following BEST describes why you voted for Donald Trump?"

48%

His willingness to tell it like it is instead of being politically correct

21%

His focus on bringing change to Washington

18%

He's a businessman, not a politician

12%

His issue positions

Trump voters like his political incorrectness.

"For him, it's not the popularity contest. Just take me how I am, and this is what I'm going to do. If you don't like it, I'm sorry." Male Canton Trump/Obama Supporter

"I think they all lie, but Trump was more, is more obvious. Because he doesn't have the political background of how to lie. Yeah. They all lie . . . Yeah. Barack is more, was more tender with us." Female Oak Creek Trump/Obama Supporter

"Then I think that Trump is very goal-oriented where he's just like, well, here's the finish line. Here's how we get there, you know, and get out of my way, and that's what's going to happen." Male Canton Trump/Obama Supporter

"He's not politically correct, and I think people are so tired of hearing all like the elected officials. It's so much baloney." Male Pittsburgh Trump Supporter

Trump voters say he's much strong than Obama was.

"He's not going to lay down and, you know, do an Obama." Male Canton Trump Supporter

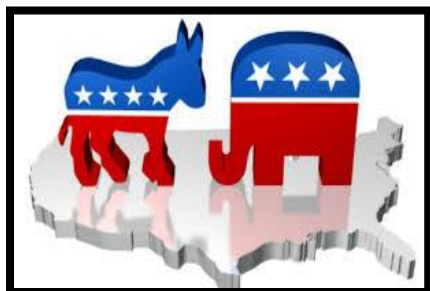
"There were quite a few opportunities for him (Obama) to stand up to defend things, and all he did was just roll over and show his belly every time." Male Canton Trump/Obama Supporter

Trump-Obama voters liked Obama but thought him weak.

"Obama is a really nice guy. Trump is not. But Trump is going to be a better President." Female Canton Trump/Obama Supporter

"Obama is like a very entertaining speaker. Like he's captivating, and but he, yeah, he just, he tries to appease everybody." Male Canton Trump/Obama Supporter

"Obama is more like your best friend who has parties and has Beyoncé over, and then Trump is like your dad. He's doing to come whoop your ass because you didn't do what you were supposed to do and get it done, yeah." Female Canton Trump/Obama Supporter



Trump Voters Cast a Jaundiced Eye on the Media

Media criticism of Trump reinforces that he's on the right path.

When you hear the media being critical of Donald Trump, does their criticism make you question your support for him, or does it reinforce that he's on the right track in terms of shaking things up in Washington, D.C.?"

88%

Reinforces that he's on the right track

12%

Yes, makes me question my support for him

Trump voters have lost faith in the media.

"Media, 100%, has its purpose and place. I mean, they're the ones that got Kwame Kilpatrick put in prison, and so, I mean, they definitely do their due diligence. But a lot of the like the national news networks, you know, they don't, they only get so much news, so they've got to sensationalize every sound bit. And so it makes it like you're not really getting news." Male Canton Trump/Obama Supporter

"The media should be part of the voice of the people. And I'm just really just disheartened about the swing." Female Canton Trump Supporter

"I think because he can't use the media as an objective outlet like Presidents in the past could. And he wants to get his voice heard, and so he uses very unconventional means to do so." Male Canton Trump/Obama Supporter

Trump voters have lost faith in the media.

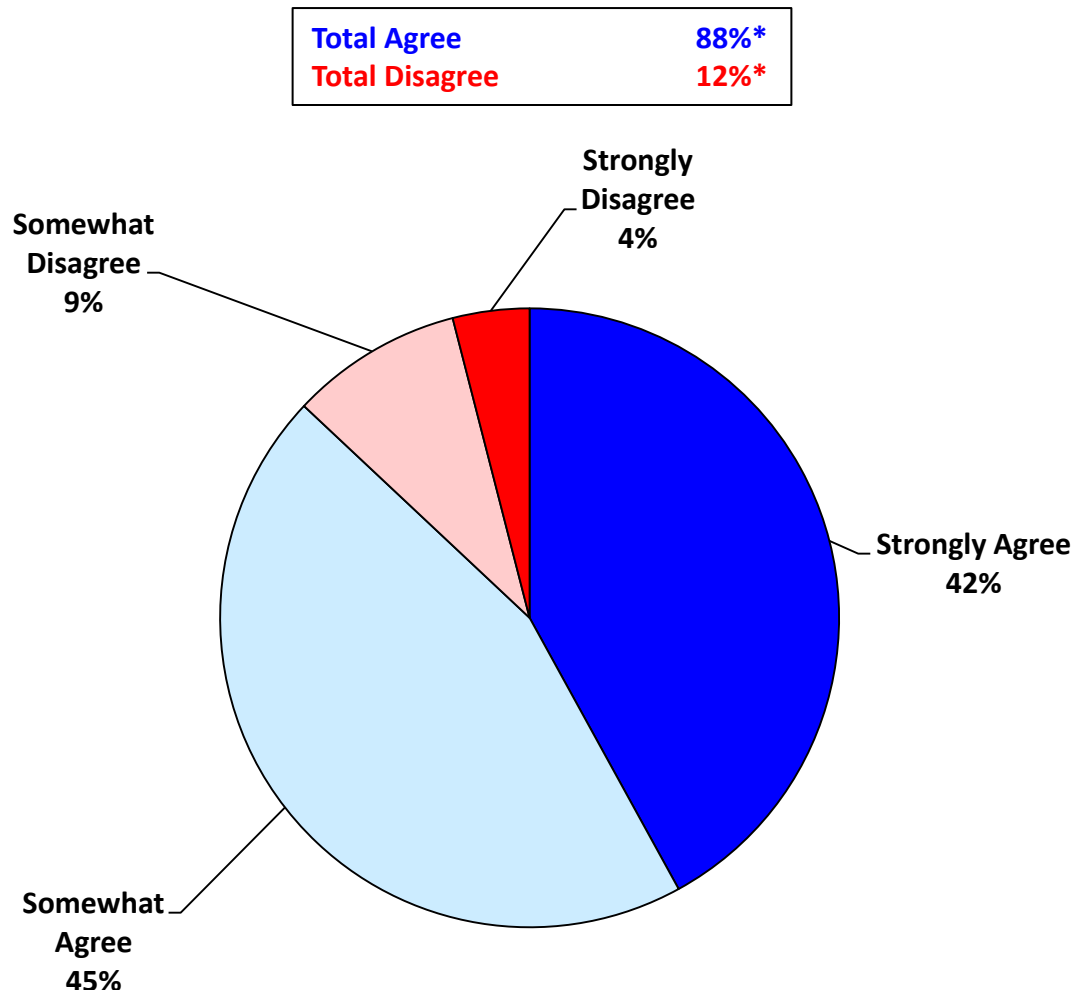
"The news can blow anything out of proportion if they want to blow it out of proportion when reporting." Male Oak Creek Trump/Obama Supporter

"The press, obviously, is getting paid by somebody, and they try to make us against each other. They create a lot of the racism that's out there, a lot of, you know, like some, well, like somebody got pulled over, and that person got shot by a cop kind of thing. And they go out like looking for that kind of stuff. They look for it to be a white cop that shot a black person versus what about all these white people that are getting shot by white cops or black cops or whatever else?" Female Oak creek Trump/Obama Supporter

"There's no such thing as unbiased media. They work for somebody. Somebody is making money." Male Trump/Romney Supporter Columbus

Trump voters overwhelmingly agree with his statement that the press “is the enemy of the American people.”

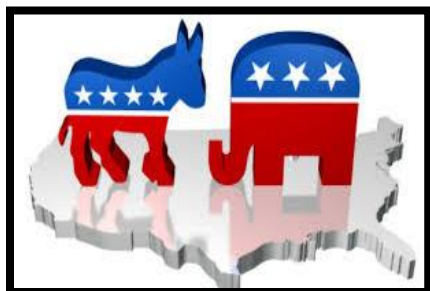
“Do you agree or disagree with Donald Trump’s statement that the press ‘is the enemy of the American people’?”



*Denotes Rounding.

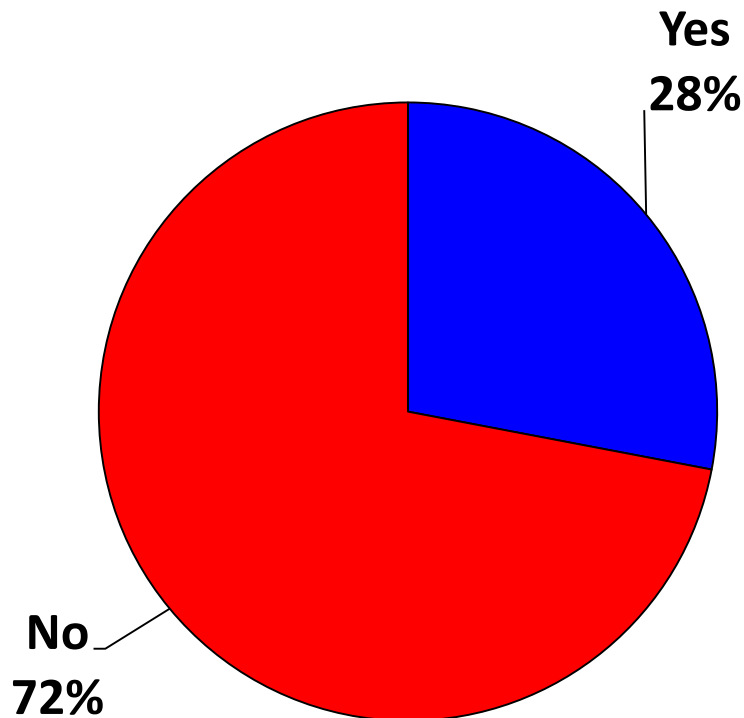


Trump And Twitter



Trump's tweets directly reach about one-quarter of his voters on Twitter and Facebook.

"Do you follow Donald Trump on Twitter or see his tweets on Facebook?"

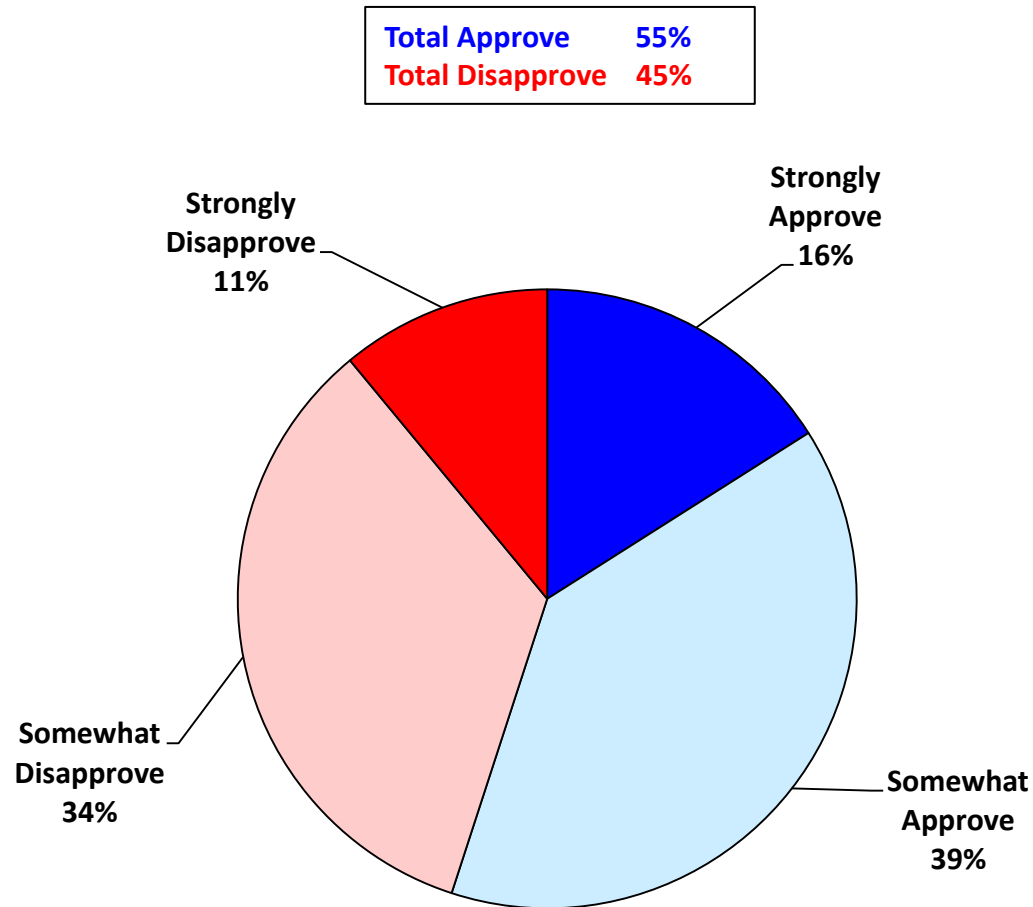


Top Groups Yes, Follow (28%)

Men 18-34	54%
Total Liberal	50%
Age 18-34	43%
Strongly Fav Tea Party	41%
Vote Trump-Obama	37%
Base GOP Men	36%
Base GOP	36%
Base GOP Women	35%
Very Conservative	35%
Women 18-34	34%
Total Favor Tea Party	34%
Age 35-44	32%
Pacific 8pt Region	32%
Pro-Life	31%
Pro-Choice	31%
Women 35-54	31%

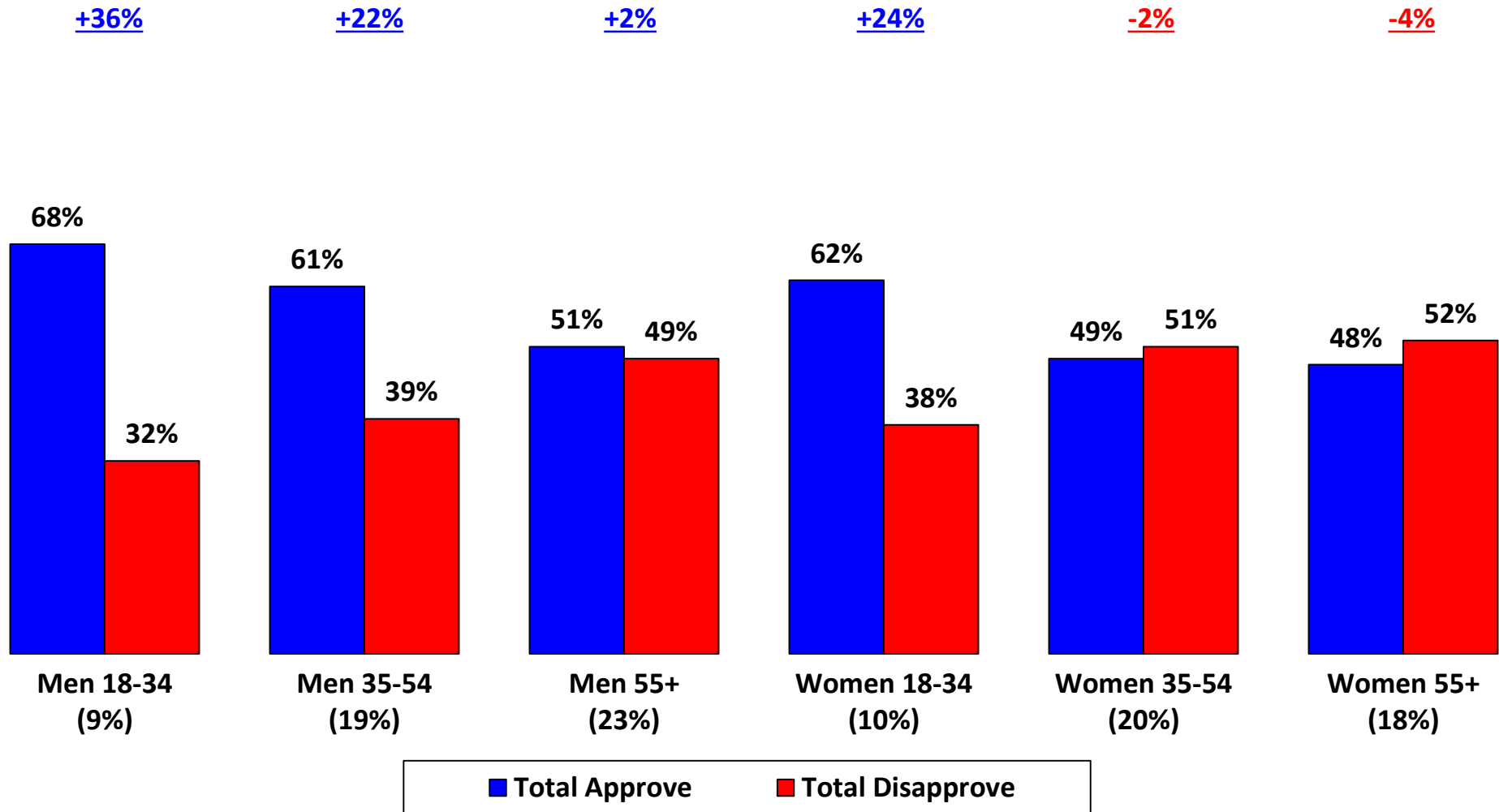
His own voters run lukewarm at best on Trump's tweets.

"In general, do you approve or disapprove of President Trump's tweets?"

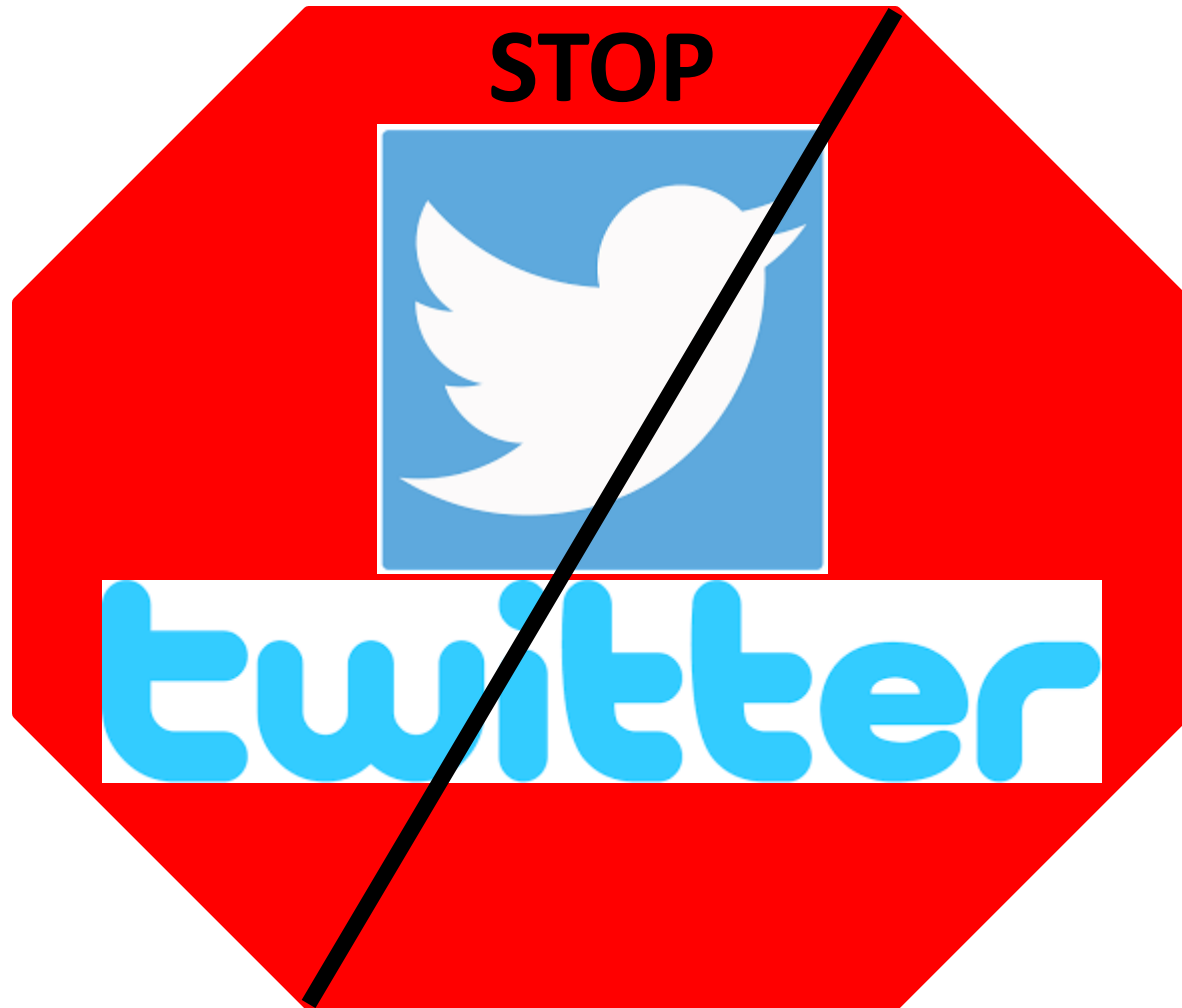


Trump's young voters are most supportive of his tweets. Older voters? Not so much.

Trump Twitter Approval By Gender/Age



From the focus groups, the advice from Trump voters:



Trump voters say his twitter makes him look un-presidential.

"I think it hurts. Like I don't need to see that much of the President unpolished. Like go, think about what you're going to say, make a statement, an official statement, and then release it. I don't need to hear what you're thinking like I'd want to hear a comedian or something." Male Canton Trump/Obama Supporter

"I think he should listen to his advisors. I'm sure they're telling him quit tweeting at 3:00 in the morning whatever comes to mind, which, I'm sure we all feel some of the things. But he makes a fool out of himself too." Female Canton Trump Supporter

"This thing with the tweets, you know, he just shoots from the hip, and then he has to back up from it. And he's just got to get away from those Quick draw McGraw efforts." Male Pittsburgh Trump Supporter

"I don't think it's a problem that he has Twitter. I think it's a good way for him to get in contact with millions of people. It's, what bothers me about his tweets is the terminology he uses, the spelling issues. He is our commander-in-chief. He's supposed to be the highest man in the world. He's supposed to be, and I think he's a very intelligent man, but maybe he's better with numbers than he is with letters. I don't know. But he's, he doesn't look as intelligent as he actually is when he's tweeting out these things." Female Columbus Trump/Romney Supporter

Some Trump voters say he's playing the long game on Twitter.

"That's why I think the news media is so upset with him is he bypasses them. He goes straight to the people, and the people that put him into office." Male Pittsburgh Trump Supporter

"I think with Obama, he just kind of sugarcoated everything. Trump, he'll get into things. You know, he's a businessman. He's going to run the country like a business, not a politician, you know, not worried about what people think." Male Canton Trump/Obama Supporter

"And while I don't like all his little tweets, when you sit back, and you look at it, you realize he's trolling. He sends a lot of those out to send the media out on their little wild goose chases, and then he goes back and gets things done. There's a strategy to what he does. And that's the only reason I'm not like entirely unhappy with the tweeting part, because I can see where he's going with it. He just, he knows they'll run after something. Let them all chase down that little bunny rabbit trail, then I'm going to go this way, and I'll get things done." Female Canton Trump Supporter

And it's not just his Twitter...it's also his mouth his voters are concerned about.

"His mouth is going to get him into trouble. Yeah he's going to get into trouble. Filter, and no filter, no tact." Female Canton Trump/Obama Supporter

"I voted for him. I like him. But he's got to stop tweeting, and he's got to stop making ignorant comments because it's not helping him with the Democratic, it's not helping get that unity." Female Columbus Trump/Romney Supporter

"He's kind of a hothead. He flies off. Like right away, he doesn't think before he acts. He just acts. You know, it's like a spur of the moment kind of thing for him instead of going with his advisors or asking for opinions from other people in his cabinet." Female Oak Creek Trump/Obama Supporter

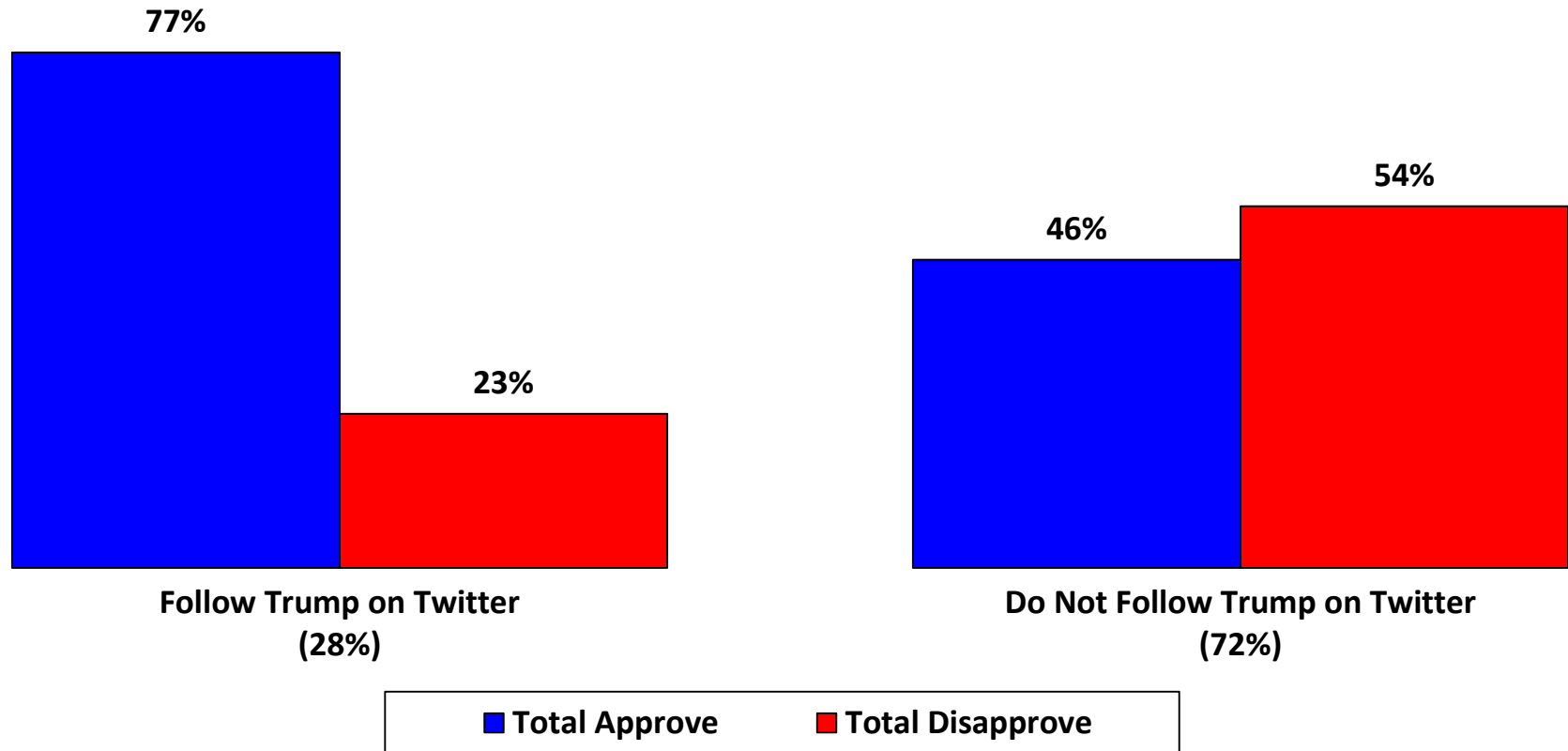
"I don't think he tells the truth about a lot of things. That bothers me. One week he says one thing. The next week he's saying something just the opposite. There's no consistency." Male Oak Creek Trump/Obama Supporter

Those who follow Trump on Twitter or see his tweets on Facebook are far more supportive of his tweeting than those who are not directly reached by them.

Trump Twitter Follow Trump/See Tweets

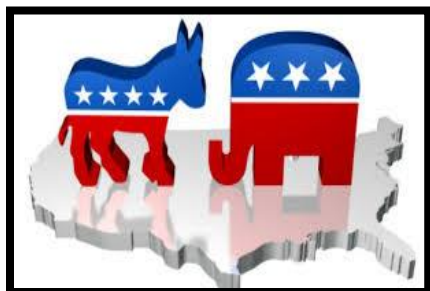
+54%

-8%





Postcards to the President



Postcards to the President – Trump Supporters

“Please write a postcard to President Trump with either some advice for the President or asking him to work on a certain issue”

“Thank you President Trump for igniting patriotism again in us. Watching you do something to change various issues, healthcare, immigration, and defense, has encouraged us as Americans to keep going. Don’t give up on America. Encourage the kids to work, pass on apathy, and better themselves will help America in years to come. Your effort to keep jobs in America will be the first place to start. Many blessings on your Presidency.” Male Pittsburgh Trump Supporter

“Dear Mr. President, Please stay strong not giving into Political correctness. Do your best to change healthcare, improve immigration, the economy, and national security. I have faith with your business sense and skills, you will be very successful in the next four years.” Female Pittsburgh Trump Supporter

“Please help all the people with the healthcare issues, drugs in our communities, immigration issues making America safe again for years to come. Please help our police and veterans to be respected again. Keep our job situation and tax issues. “Make America Great Again!” Female Pittsburgh Trump Supporter

Postcards to the President – Trump Supporters

“Please write a postcard to President Trump with either some advice for the President or asking him to work on a certain issue”

“Congratulations! We are proud to be Americans again. We see hope! Please remember your promise to revise the tax code. We are overtaxed and it is killing Middle America! Also curb your tweets.” Female Columbus Trump Supporter

“Don’t let the bastards wear you down!!!!” Male Columbus Trump Supporter

“Please work to replace the ACA as soon as possible and reforming our border security, enforce our laws! P.S. Delete your twitter.” Male Columbus Trump Supporter

“Please lower taxes on the middle class and stop tweeting and do whatever it is to fix health care” Male Oak Creek Trump/Obama Voter

Postcards to the President – Trump Supporters

“Please write a postcard to President Trump with either some advice for the President or asking him to work on a certain issue”

“President Trump, Please be aware of what you are saying. The world is watching. Be true to the slogan “Make America Great Again” Your stance on fair trade, jobs in the USA, health care reform and more issues is why we voted for you!! ” Female Oak Creek Trump/Obama Voter

“Thank you for your courage to step forward and speak for what you believe in. Don’t forget about the little people and keep fighting for small businesses. Please continue to fix healthcare – you’re on the right track. Make America Great Again.” Female Canton Trump Voter

“Please work on the issues that are most important, health care, jobs, national security, and tax reform. Fulfill your promise to make America Great Again!” Female Canton Trump/Obama Voter

“Please keep going strong on national security. Do what you say, but be more tactful in order to get the American people working on unity again. Forget about your ego. It is for the better of America ” Female Oak Creek Trump/Obama Voter

Postcards to the President – Trump Supporters

“Please write a postcard to President Trump with either some advice for the President or asking him to work on a certain issue”

“Dear Mr. President, Please make sure that the country remains safe from foreign threats and get the economy back on track” Male Canton Trump/Obama Voter

“Dear Trump, Keep doing what you are doing and stay the course. Bring the economy back to what it was when Bill Clinton was President.” Female Canton Trump/Obama Voter

“Dear Mr. President, I would really like to see you succeed on what you said when you were campaigning, that you would not touch Social Security or Medicare. Look out for the little guy. Hang tough” Female Canton Trump/Obama Voter

Postcards to the President – Non-Trump Voters

“Please write a postcard to President Trump with either some advice for the President or asking him to work on a certain issue”

“Reevaluate stance on environmental regulations while still allowing business to thrive. Find an alternative means to power American companies.” Male Columbus GOP/Clinton Voter

“Please start to represent America as the great country it already is and not portray to the world what an ass you are. How can other countries have faith in the U.S. if you believe it is awful?” Female Columbus GOP/Clinton Voter

“Dear President Trump, Please think before you speak a tweet. Concentrate on some positive that can bring our bipartisan country together in agreement. Please think less about yourself and more about the effect of your actions.” Female Columbus GOP/Clinton Voter

“Hey Trump, You have some issues to work on. 1) Respect. Respect others that are around you, especially those different than you: Women, Gender, people from other countries, other race. Lead by example. 2) Think before doing/saying/tweeting. 3) Put people in power who are not your bff’s or have paid you lots of money. Wish you all my best Trump!” Female GOP/Clinton Voter

Postcards to the President – Non-Trump Voters

“Please write a postcard to President Trump with either some advice for the President or asking him to work on a certain issue”

“Hey Trump, I cannot judge because I don’t know you. Overall I still have great hope that you can make America better. Try understanding everyone. Think about the things you will say. Insure America's Security” Male Houston Soft GOP/Clinton Voter

“Work on being a human being, listen to the people. Most important, follow the Golden Rule: “Do unto others as you would have them do unto you.” Learn Respect. Learn to listen, analyze, and use your staff for good they are the ones who speak on behalf of the people, the people who voted for you.” Female Houston GOP/Clinton Voter

“Dear President Trump: God gave us one mouth and two ears that is because we should listen twice as much as we can talk. Please listen to those around you with the experience and the caring for this wonderful country that is already great!” Male Houston Soft GOP/Clinton Voter

Postcards to the President – Non-Trump Voters

“Please write a postcard to President Trump with either some advice for the President or asking him to work on a certain issue”

“Shut your mouth except to put forth positive actions. Fix tax loopholes for wealthy individuals and businesses. Manage social programs to get rid of corruption and spending. Work with friendly world leaders. Get a better relationship with members of houses.” Male Houston Non Voters/3rd Party Voters

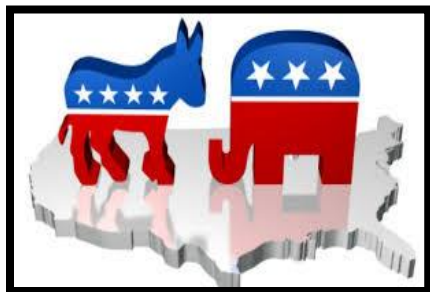
“President Trump, I appreciate your telling it like it is, but a more diplomatic approach would be more production. You have a lot of work to do, perhaps you could delegate someone to handle twitter for you..” Female Houston Non Voters/3rd Party Voters

“Please think twice before you speak. Please learn some respect for others. I hope you will employ certain people to help you really understand the issues middle class Americans face and really do something to truly make America great again.” Female Houston Non Voters/3rd Party Voter

“Dear Mr. President, In order for you to be a success in all areas of your tenure. Please find a group of respected, well-rounded, honorable people (not politicians) and create an inner circle of advisors who don’t care what you think of them and will keep you grounded and humble” Female Houston Non Voters/3rd Party Voters



The Bottom Line



THE BOTTOM LINE

While the winds of controversy swirl around President Donald Trump in his first 100 days, Trump voters are stirred, not shaken, by the early days of his leadership. His voters believe the economy is better than it was when Trump took office, and 93% of them approve of the job he is doing.

That's not to say Trump voters do not have any concerns about him. In the poll and focus groups, the most consistent worry we heard is that they believe he tweets too often, and more problematic, too recklessly. Trump voters are concerned that he goes too far in attacking people, other countries, and races. Many of them view it as unpresidential and impulsive. That is, by far, the biggest concern they have about Trump's presidency to date.

The very small number of Trump voters who have turned on him say he is an arrogant bully who is impulsive.

However, besides Twitter (and what many see as a related problem of him speaking without thinking it through first), Trump voters give him high marks on everything else. Interestingly, one of the things they like most about Trump is his willingness to be a straight shooter. Trump voters are looking for a balance between going too far on Twitter/in public remarks, whilst remaining true to his refusal to surrender to political norms.

Trump also receives high marks for being a successful businessman, a confident and powerful leader, and a family man who is changing Washington.

Asked what they are most proud of that Trump has done so far, voters again cite that he is doing what he said he would do, Syria, and the Gorsuch appointment. They also say he is fighting terror/ISIS, working to fix health care, keeping/creating jobs in the US, and working on immigration.

THE BOTTOM LINE

To these Trump voters, “Make America Great Again” means different things to different supporters, but it is all about pride in the country again. To them MAGA means having a backbone, helping the middle class, draining the swamp, and giving everyday people a voice. Trump voters reject the idea that it is a call to go back to days of segregation, with one focus group participant noting it’s about the prosperous North, not the segregated South.

Trump and his team is not completely off the hook with his voters on recent controversies, but his voters do tend to give him the benefit of the doubt. They do trust government more now than when Obama was in office.

Another key finding is that Trump voters do not trust the mainstream media at all. Fully 88% of Trump voters say the media’s criticism of Trump reinforces that he’s on the right track in terms of shaking things up in Washington, DC. The same number (88%) agree with his statement that the press “is the enemy of the American people.” In focus groups, Trump voters express disdain for the media, saying that they have an agenda that blows things out of proportion, and they are controlled by money.

The most important, and interesting, subgroup in the survey and focus groups are the 20% of Trump voters who either voted for Barack Obama twice or at least once. They are sticking with Trump but not to the same astronomical level as the 80% of Trump voters who did not vote for Obama at least once. The Trump-Obama voters are the linchpin of his future political opportunities and problems.

THE BOTTOM LINE

Trump voters are both optimistic about the direction of the country, and, from the focus groups, quite concerned about how things are going. This dichotomy is an unusual finding and hard to explain.

There is a clear belief that President Trump has hit the ground running and is keeping his word. Asked to pick what kind of animal Donald Trump would be and why, participants in the focus groups overwhelming opted for a lion, with tiger being a distant second. We also did groups with non-Trump voters; Republicans/Independents who voted for Hillary Clinton; and non-voters/3rd party voters. They were not anywhere nearly as complimentary, reinforcing other polls which show Trump as not making in-roads into voters who did not support him in November 2016.

While it is admittedly early to be looking ahead to 2018, Trump voters are not toying with voting for a Democrat for Congress. However, in a note of caution, one out of five Trump voters are undecided on the generic ballot. Those undecideds tend to be Trump Independents, Trump-Obama voters, and those who voted more against Clinton than for Trump.

Another challenge facing Trump is that neither of his congressional leaders, Paul Ryan and Mitch McConnell, have particularly impressive images.

THE BOTTOM LINE

There is a lot of interesting data in here pertaining to the 2016 election. For example, both Bernie Sanders and Joe Biden have much better images with Trump voters than Hillary Clinton does, begging the question, would Bernie or Joe have won? In Trump-Obama states among Trump voters, Clinton's image is 2% fav/93% unfav, while the favorables for both Bernie and Biden are twenty points higher. Among the crucial Trump-Obama voters, Bernie and Biden's favorables are both 26 points higher than Clinton's 11% favorables. While their images are still net negatives, it would not have taken much to turn the election in three key states.

A lot of Trump voters backed him either shortly after he announced or during the Republican presidential debates. While only 10% decided to support him after the GOP convention, in a close race, that group made the difference, particularly in close states of Pennsylvania, Michigan, and Wisconsin. Late deciders tended to be voters more against Clinton than for Trump, Independents, and senior women. In the focus groups, many told their own stories of how they came to support Trump despite thinking at first that he was a joke or had no chance.

Do not underestimate the impact of the negative feeling Trump voters had for Clinton. They believe she is a liar who did not give a flip about their daily concerns. Interestingly, those voting more AGAINST Clinton than FOR Trump tended to be more swing-oriented voters, including younger women, women with a college degree, Independents, and those with a postgraduate degree. Many of them were unhappy with both candidates but believed Trump was more likely to bring badly-needed change. Hitting that tipping point with those groups was what turned the election.

THE BOTTOM LINE

Fully 27% of his voters could be classified as “Shy Trump” voters – reluctant to tell others they were voting for Trump. These voters were more likely to be women, younger, and well educated. They were hesitant because they were worried about conflict with others, potential threats of violence and hatred, and did not want to be called racist. Others supported him but not everything he said; they say that Democrats are intolerant and that Trump was a late choice that they were not thrilled with. A lot of “Shy Trump” voters were worried about keeping peace in the workplace. That reluctance has dropped down to 15% now that he is president.

While the media has fixated on the emotional reaction of Clinton voters to her loss, Trump voters expressed relief, joy, and surprise on his win. Most focus group participants believed Clinton would win, and his shocking victory led them to feel disbelief and happiness. They felt pride in America again.

Fully one-quarter of Trump voters said they split their ticket in 2016. Not surprisingly, those voters tended to be swing voter groups, but also older men, men with a college degree. Fully 38% of Trump-Obama voters report splitting their ticket.

First and foremost, Trump voters focus on national security issues, with economic issues secondary. Illegal immigration is third on their priority list. One key group, men without college degrees, says that Trump’s top priority should be creating American jobs. Women who voted for Trump focus by a significant amount on national security issues. In the focus groups, Trump voters said multiple times they believe Obama was a weak president on foreign policy.

While health care was not a major issue concern on the poll, in the focus groups Trump voters said it was the most important issue for him to be successful on.

Trump is given leeway by his voters as a non-politician when the issue of his recent flip-flops is raised.

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