



National Survey Results
2020 General Election Likely Voters
Political Environment, Trends & Analysis

December 2018

John McLaughlin

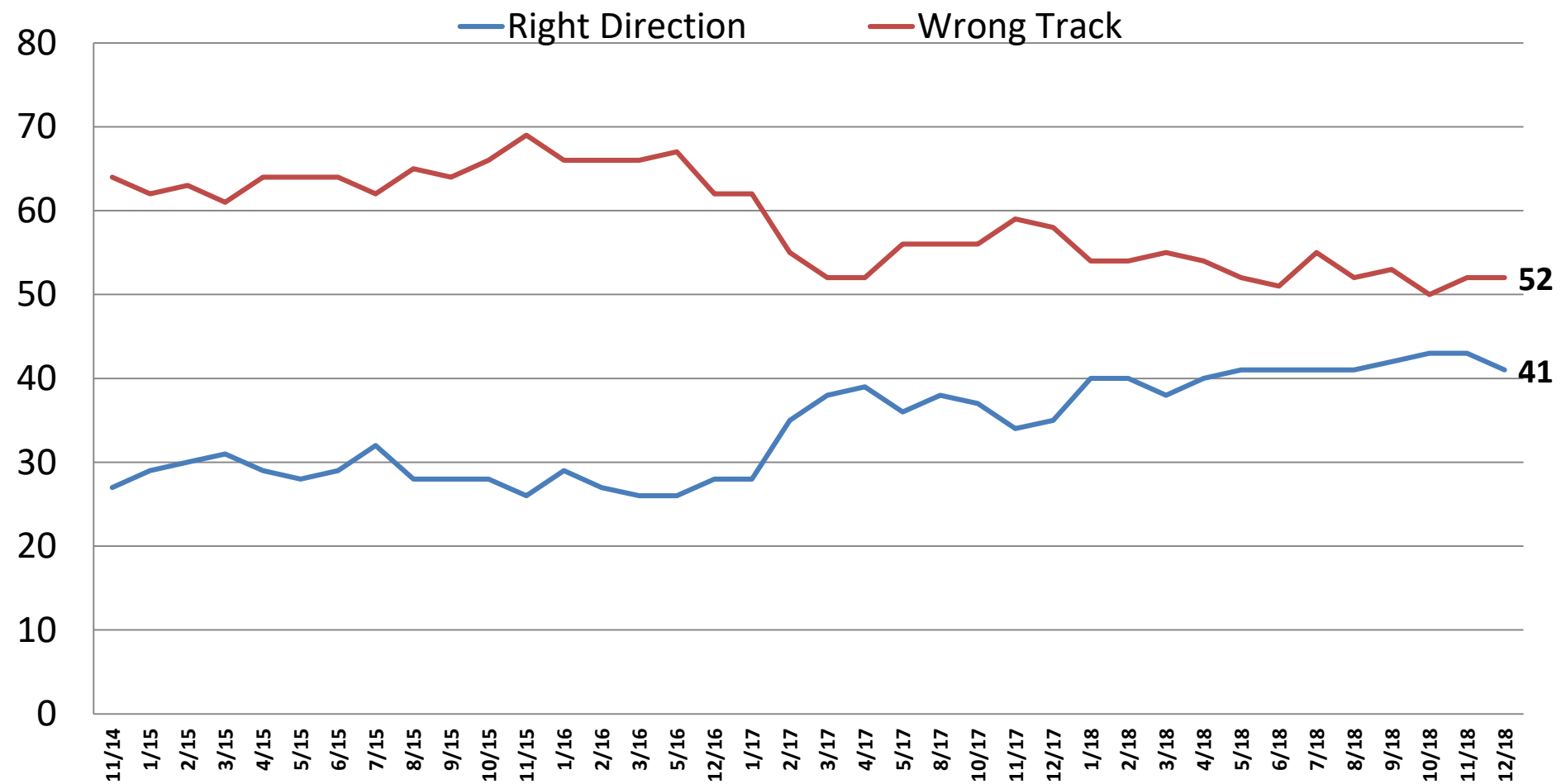
On the web

www.mclaughlinonline.com

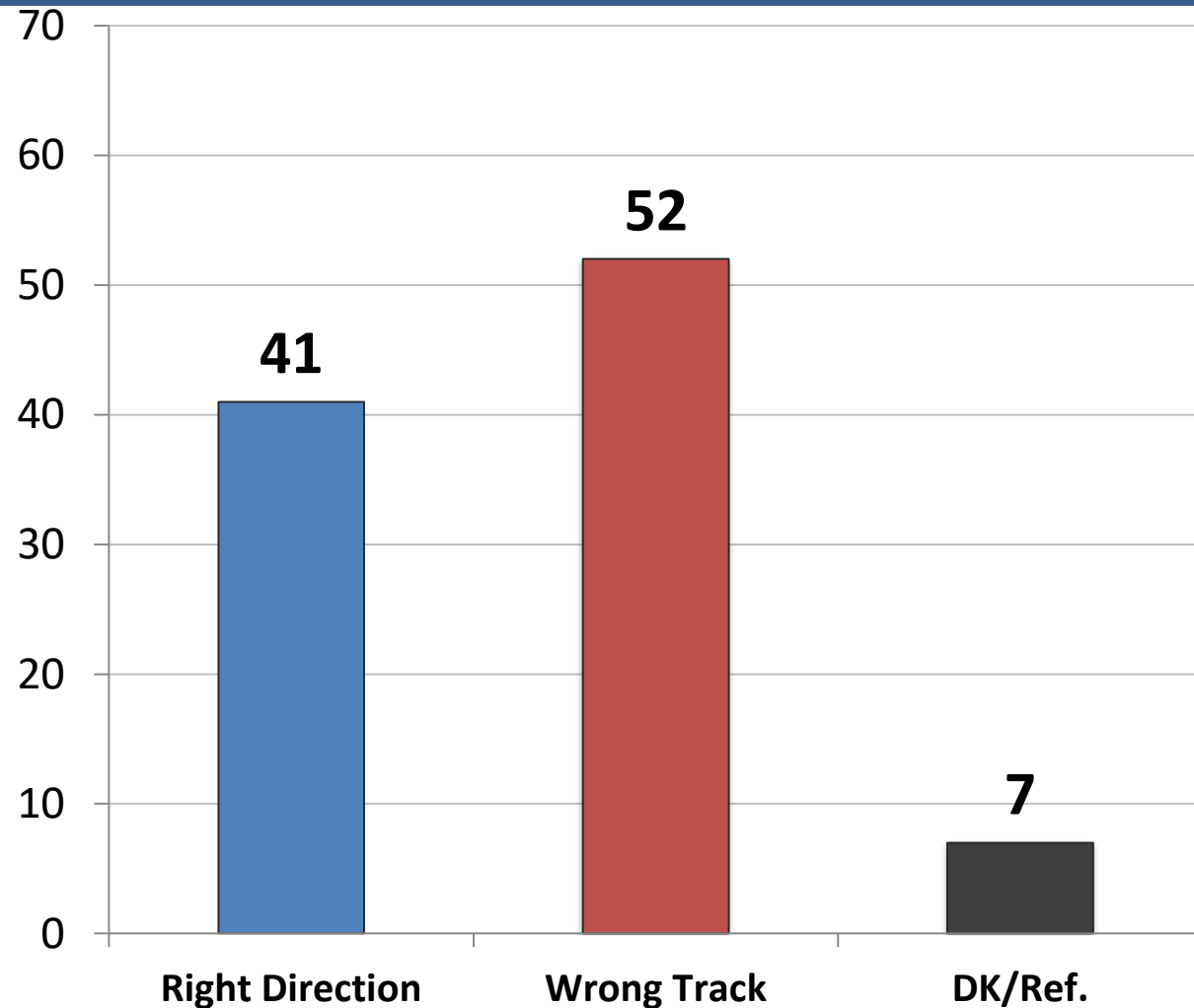
Part One – Political Environment

Direction: United States

Time Series

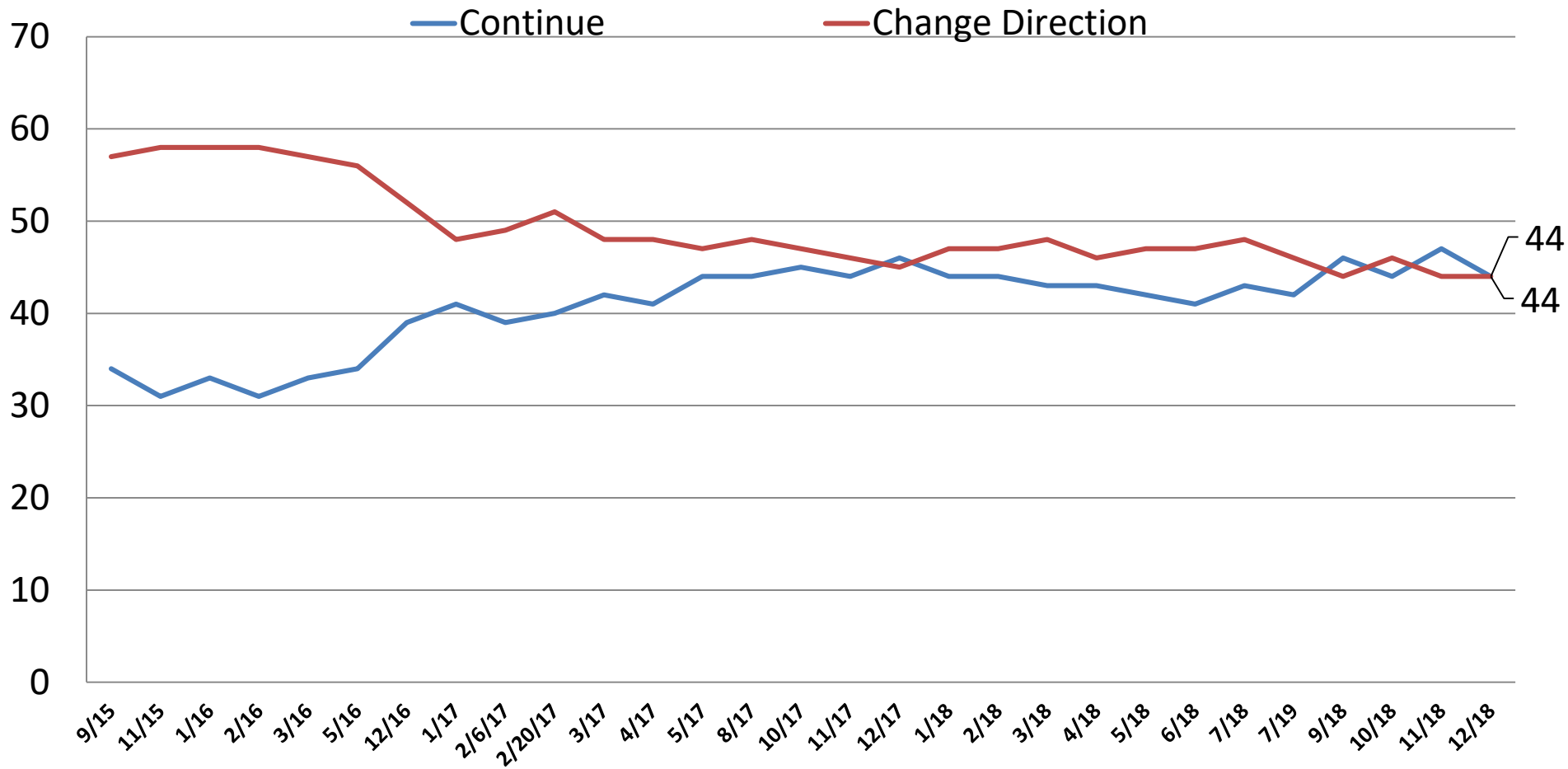


Direction: *United States*



	<u>R</u>	<u>W</u>
East	42	52
Midwest	40	52
South	46	49
West	34	59
Cont. Obama Pols.	16	80
Change Direction	71	24
Approve – Trump	76	16
Disapprove – Trump	8	88
Approve – GOP Majority	76	19
Disapprove – GOP Majority	15	81
Favorable – Trump	78	12
Unfavorable – Trump	10	87
Vote Pres. 2016 – Clinton	12	83
Vote Pres. 2016 – Trump	77	17
Vote Cong. 2018 – GOP	76	19
Vote Cong. 2018 – DEM	13	83
Vote Cong. 2018 – UND	27	52
Republican	76	19
Democrat	16	79
Independent	33	56
Liberal	18	79
Moderate	35	57
Conservative	68	25
No College Degree	43	49
College Graduate	39	57
White	46	48
African- American	20	70
Hispanic	40	52
Under 55	39	53
Over 55	45	51
Married	48	47
Single	32	60
Men	48	47
Women	35	57

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

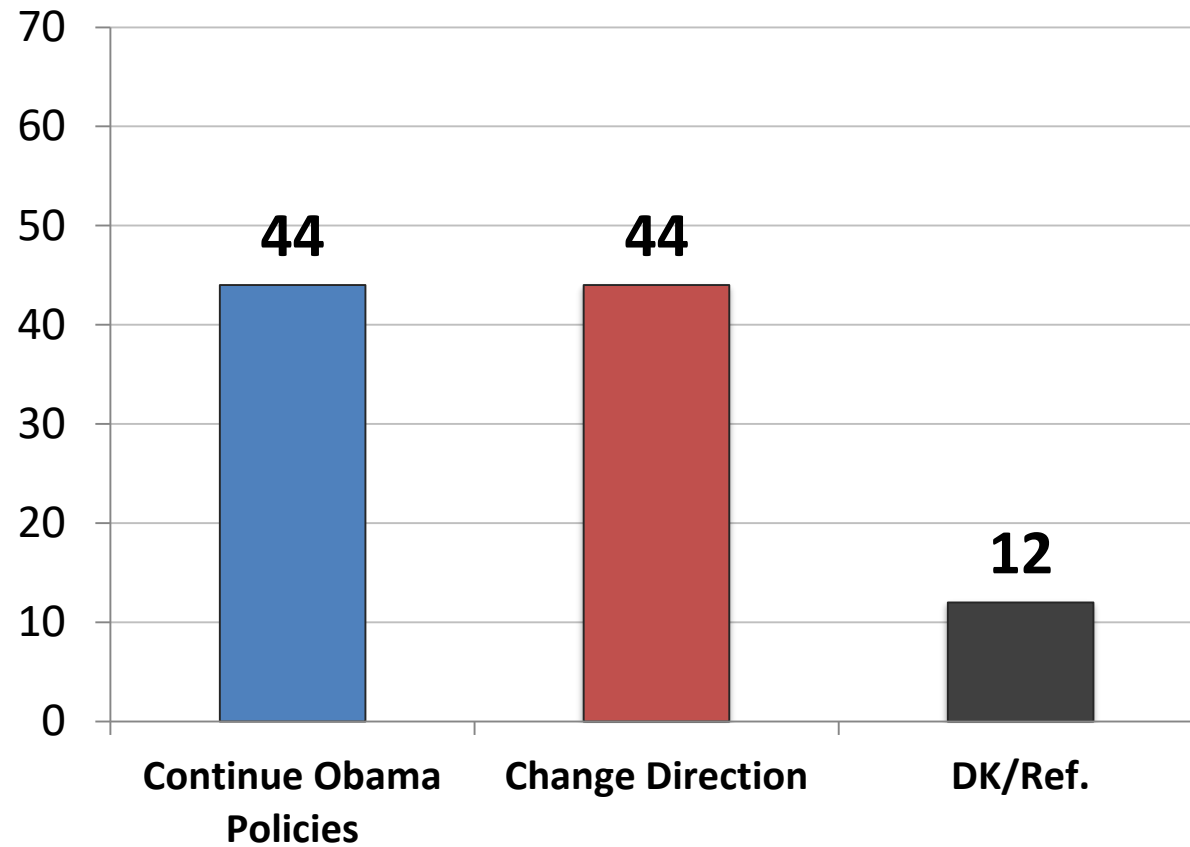


Generally Speaking, would you like President Donald Trump and Congress to...?

Continue the policies of President Obama

OR

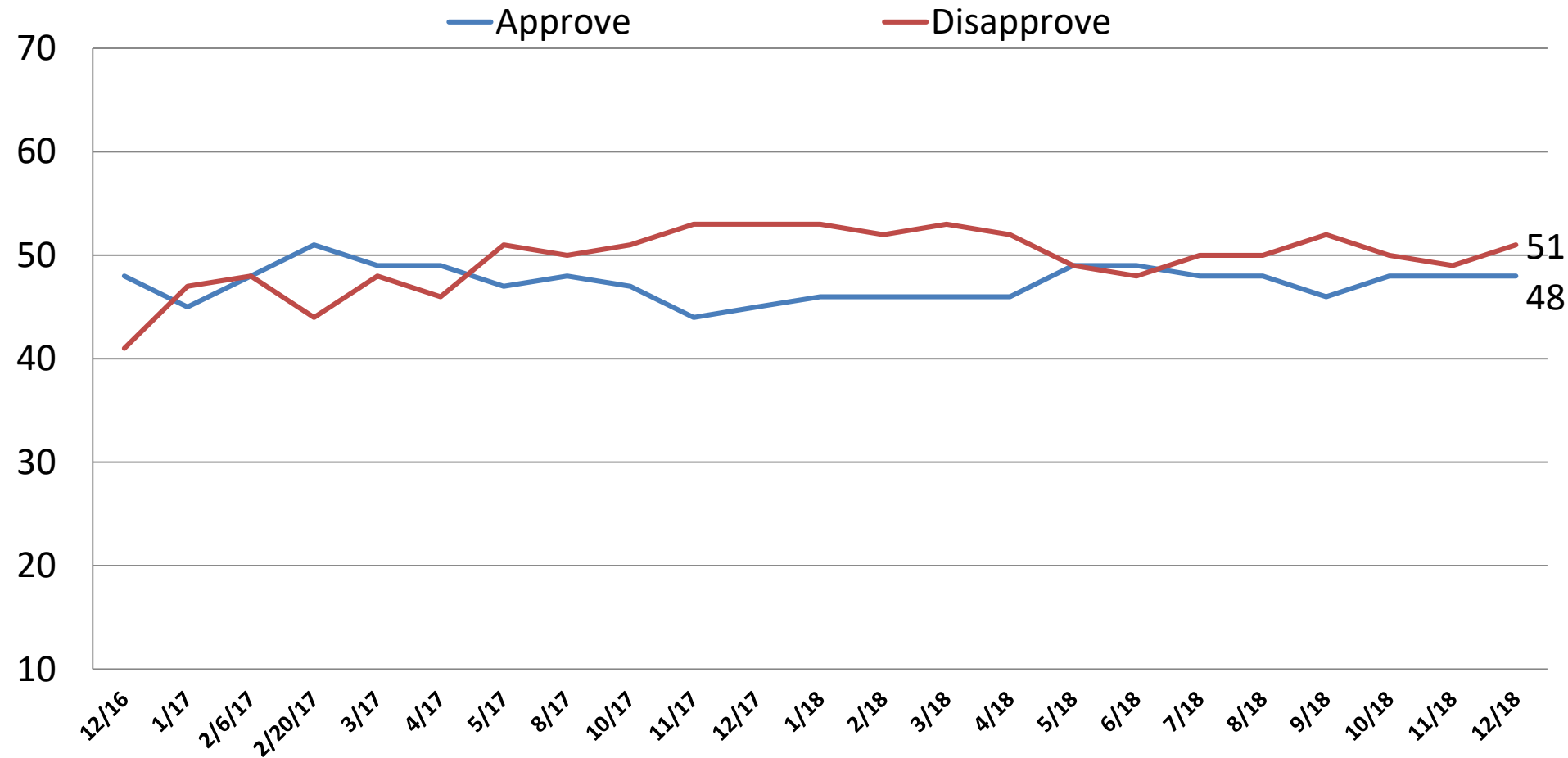
Change direction and move away from the policies of President Obama



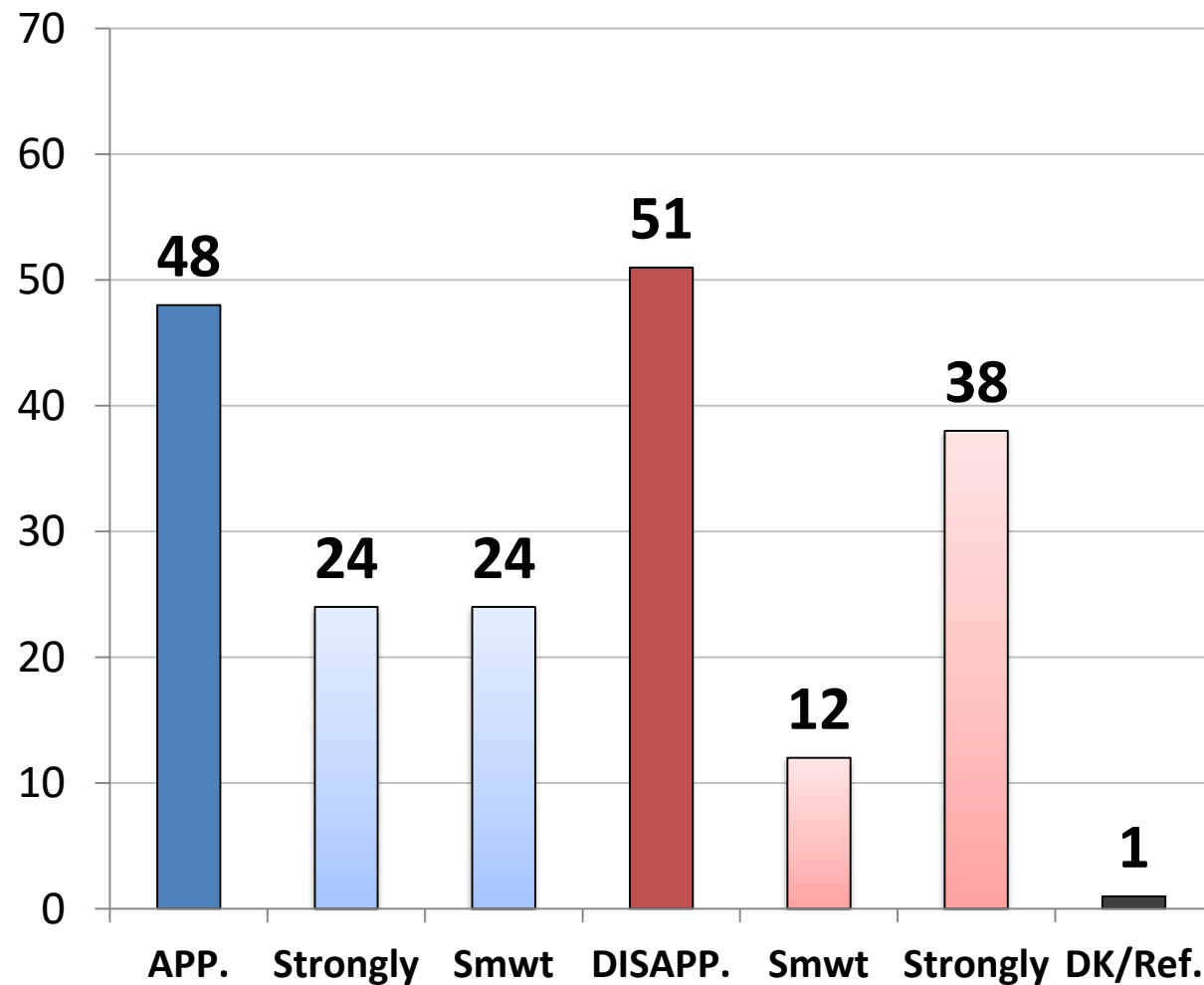
	<u>Cont.</u>	<u>Change</u>
East	48	39
Midwest	41	44
South	42	47
West	49	41
Cont. Obama Pols.	100	-
Change Direction	-	100
Approve – Trump	15	76
Disapprove – Trump	73	13
Approve – GOP Majority	17	76
Disapprove – GOP Majority	71	19
Favorable – Trump	12	80
Unfavorable– Trump	72	15
Vote Pres. 2016 – Clinton	81	7
Vote Pres. 2016 – Trump	11	83
Vote Cong. 2018 – GOP	10	84
Vote Cong. 2018 – DEM	80	9
Vote Cong. 2018 – UND	26	33
Republican	10	84
Democrat	81	10
Independent	38	41
Liberal	81	11
Moderate	42	38
Conservative	14	79
No College Degree	40	46
College Graduate	51	41
White	37	52
African- American	70	14
Hispanic	53	34
Under 55	47	39
Over 55	39	53
Married	40	51
Single	50	35
Men	43	47
Women	46	41

Job Rating: Donald Trump

Time Series



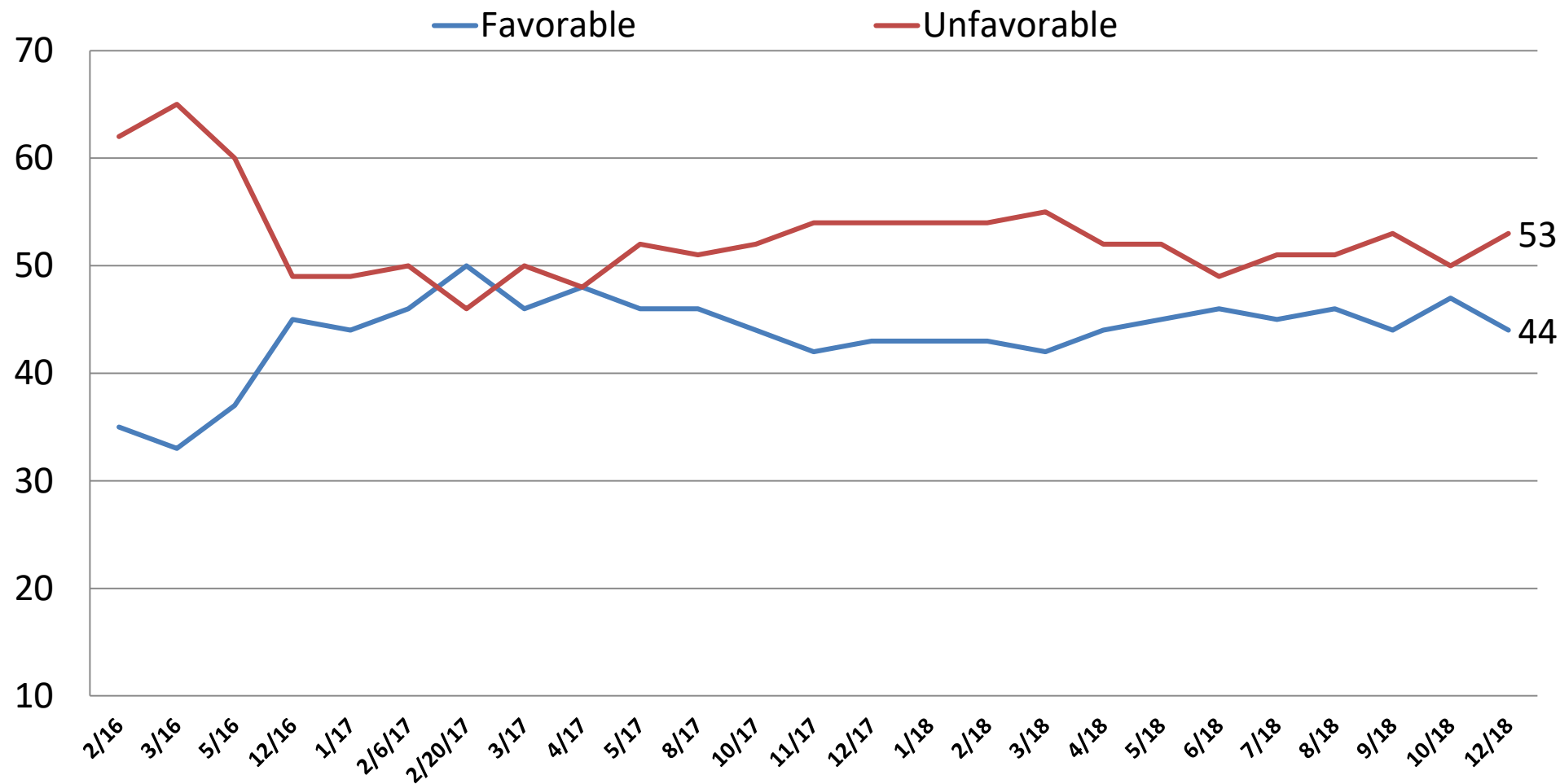
Job Rating: *Donald Trump*



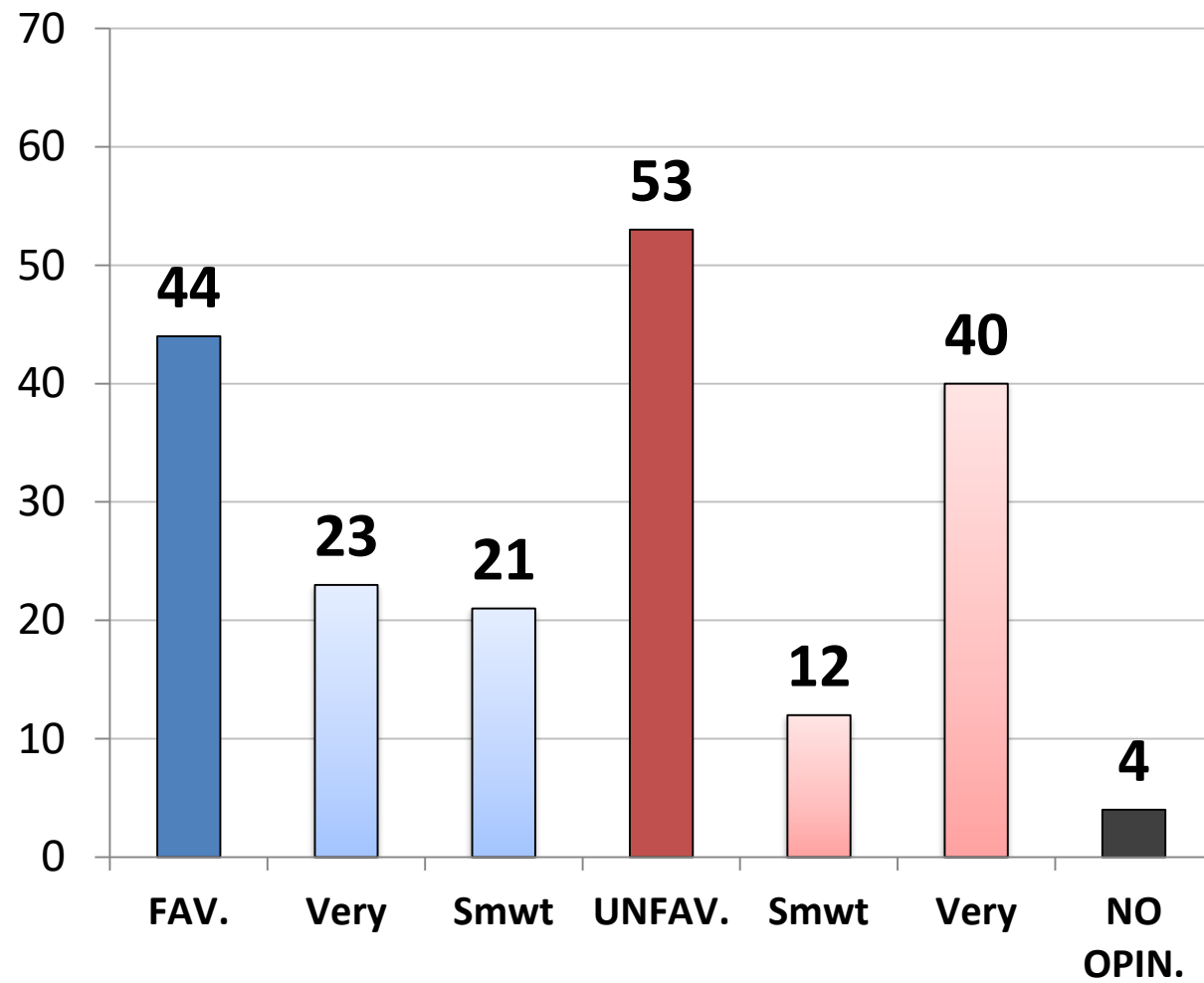
	<u>App.</u>	<u>Disapp.</u>
East	48	51
Midwest	48	51
South	51	48
West	44	55
Cont. Obama Pols.	17	83
Change Direction	84	15
Approve – Trump	100	-
Disapprove – Trump	-	100
Approve – GOP Majority	87	13
Disapprove – GOP Majority	17	83
Favorable – Trump	97	3
Unfavorable– Trump	9	91
Vote Pres. 2016 – Clinton	12	87
Vote Pres. 2016 – Trump	91	9
Vote Cong. 2018 – GOP	89	11
Vote Cong. 2018 – DEM	11	88
Vote Cong. 2018 – UND	46	49
Republican	85	13
Democrat	16	84
Independent	46	52
Liberal	20	79
Moderate	41	57
Conservative	80	20
No College Degree	50	48
College Graduate	45	55
White	54	45
African- American	26	73
Hispanic	39	58
Under 55	46	52
Over 55	51	49
Married	55	44
Single	40	58
Men	55	44
Women	42	56

Opinion: Donald Trump

Time Series



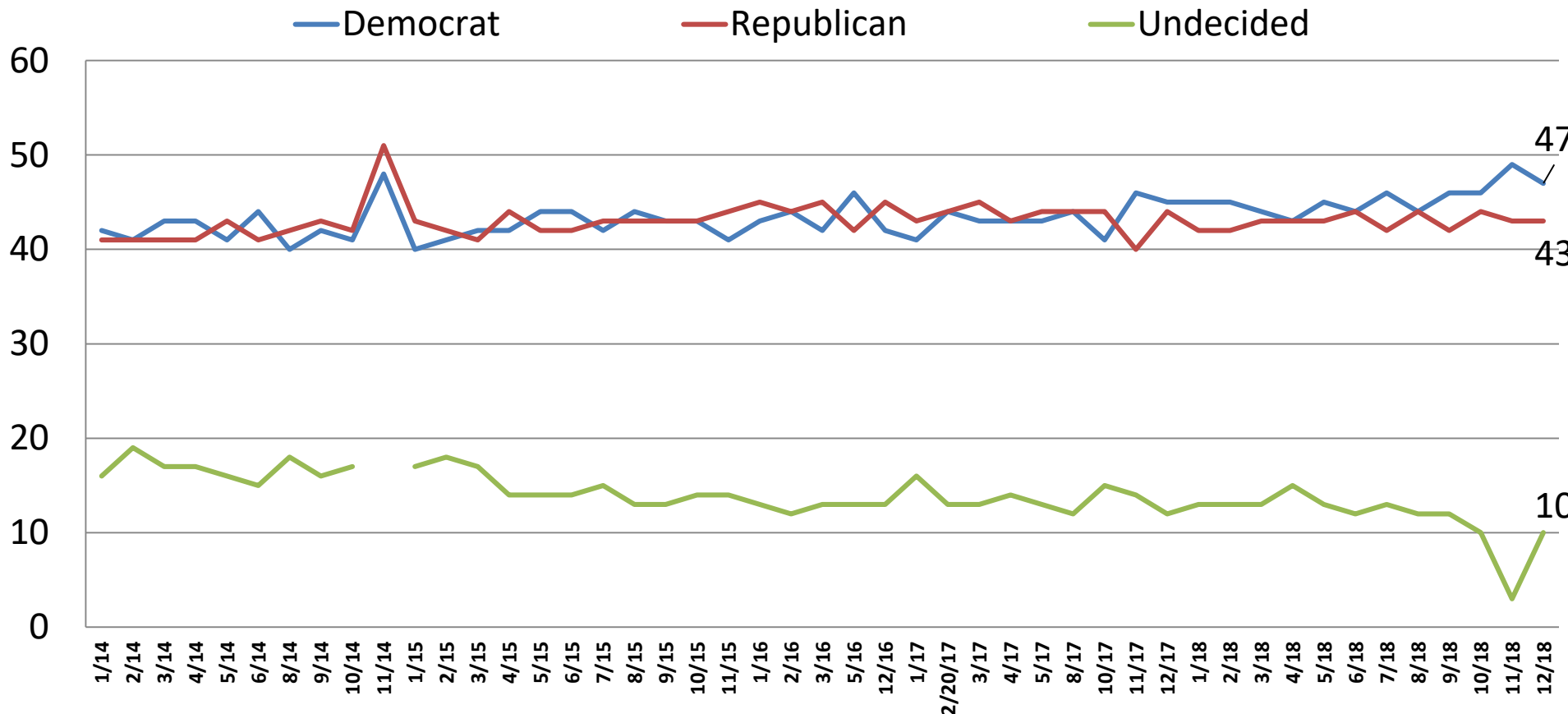
Opinion: *Donald Trump*



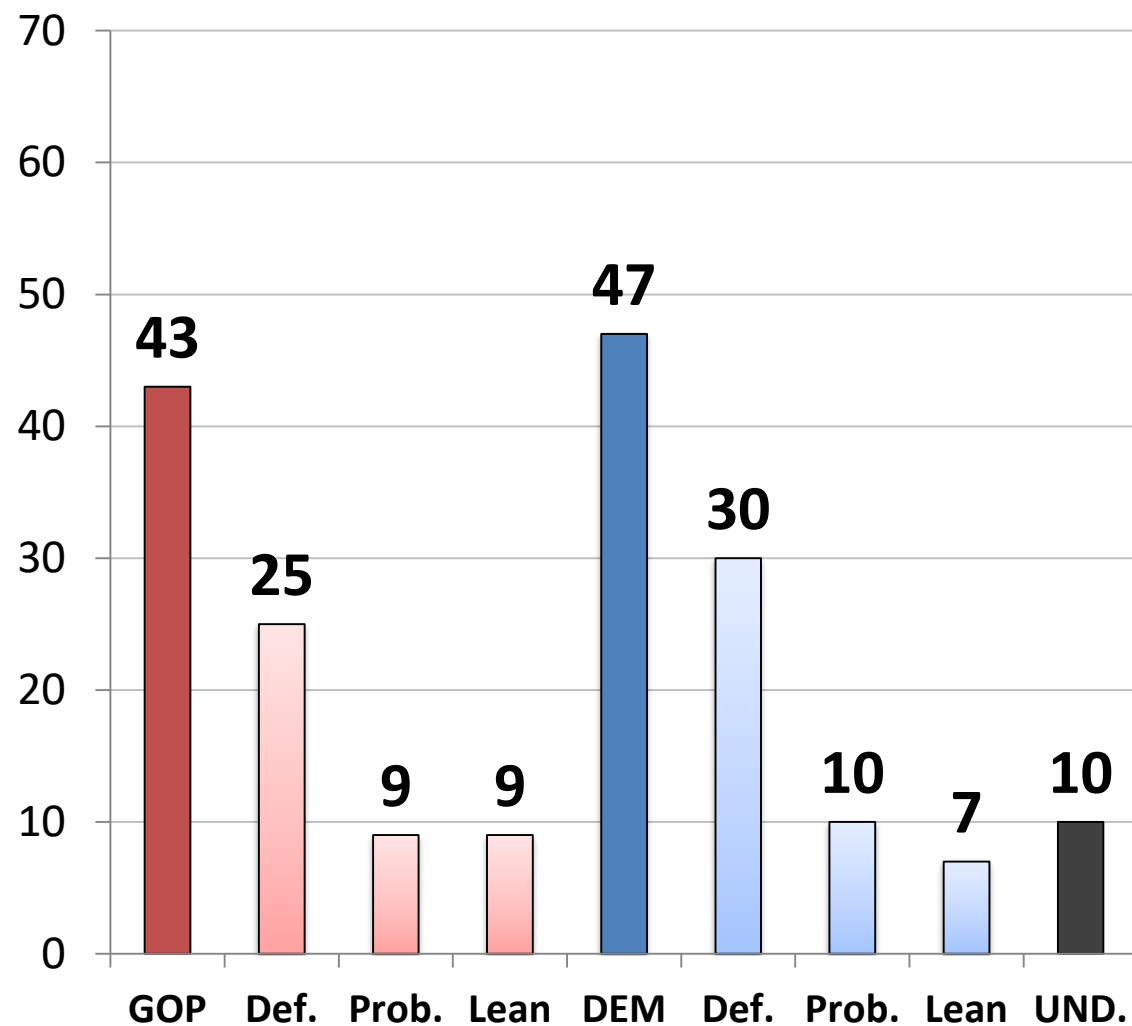
	<u>Fav.</u>	<u>Unfav.</u>
East	44	52
Midwest	45	52
South	45	51
West	40	57
Cont. Obama Pols.	12	86
Change Direction	81	18
Approve – Trump	88	9
Disapprove – Trump	3	95
Approve – GOP Majority	82	17
Disapprove – GOP Majority	14	84
Favorable – Trump	100	-
Unfavorable– Trump	-	100
Vote Pres. 2016 – Clinton	8	89
Vote Pres. 2016 – Trump	87	12
Vote Cong. 2018 – GOP	84	15
Vote Cong. 2018 – DEM	8	88
Vote Cong. 2018 – UND	39	49
Republican	82	15
Democrat	13	85
Independent	39	56
Liberal	17	81
Moderate	34	60
Conservative	77	21
No College Degree	45	51
College Graduate	42	56
White	50	48
African- American	18	73
Hispanic	37	58
Under 55	41	54
Over 55	48	50
Married	52	46
Single	33	61
Men	50	47
Women	38	58

Generic Ballot: U.S. Congress

Time Series



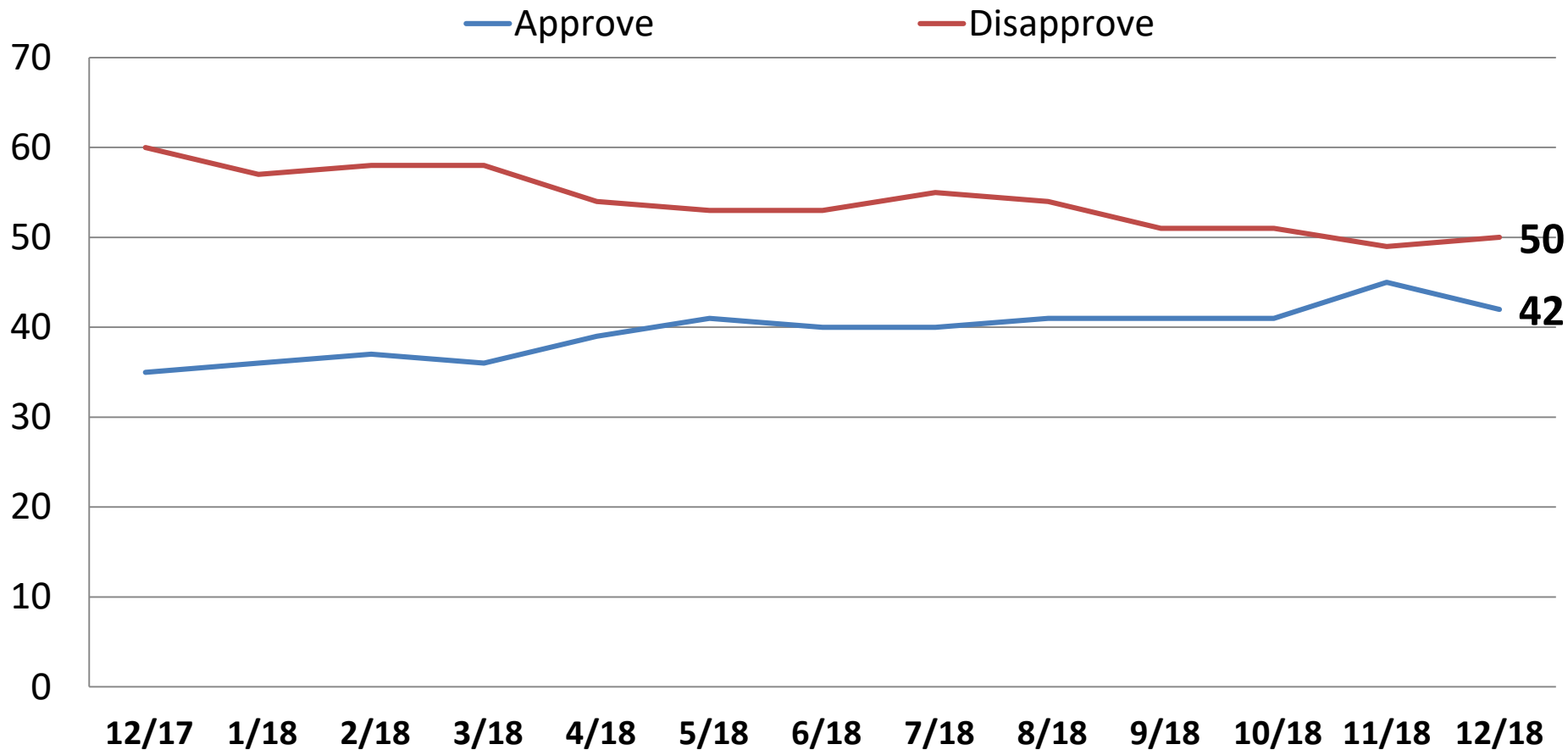
Generic Ballot: *U.S. Congress*



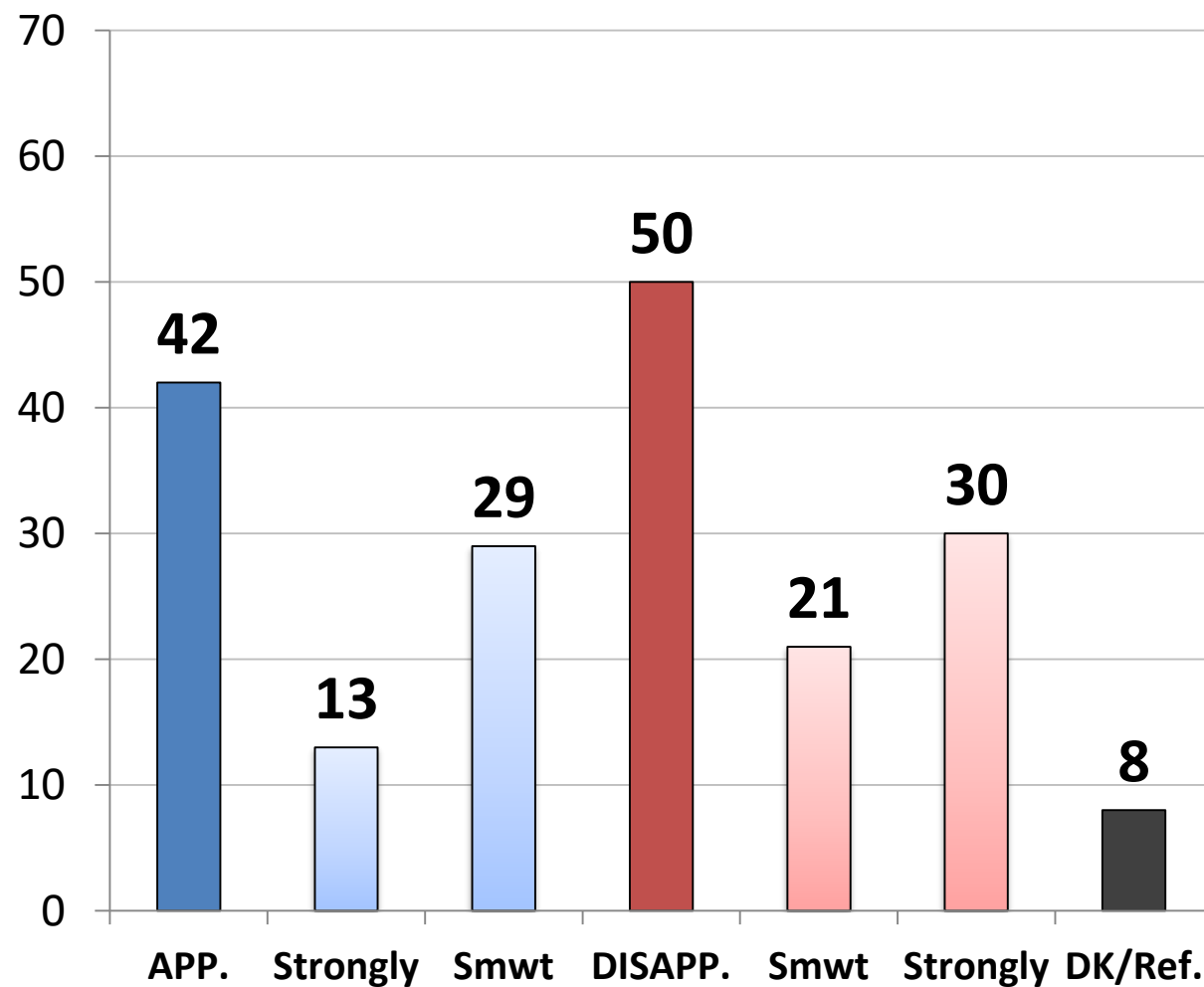
	<u>GOP</u>	<u>DEM.</u>	<u>UND.</u>
East	39	52	9
Midwest	44	47	9
South	45	43	12
West	42	48	10
Cont. Obama Pol.	10	84	6
Change Direction	83	10	8
Approve – Trump	80	11	10
Disapprove – Trump	9	81	10
Approve – GOP Majority	82	12	6
Disapprove – GOP Majority	14	78	8
Favorable – Trump	83	9	9
Unfavorable– Trump	12	79	9
Vote Pres. 2016 – Clinton	6	89	5
Vote Pres. 2016 – Trump	87	6	7
Vote Cong. 2018 – GOP	100	-	-
Vote Cong. 2018 – DEM	-	100	-
Vote Cong. 2018 – UND	-	-	100
Republican	93	3	4
Democrat	6	90	4
Independent	33	44	23
Liberal	13	84	3
Moderate	32	48	20
Conservative	80	12	7
No College Degree	43	45	12
College Graduate	44	49	7
White	51	40	10
African- American	13	74	13
Hispanic	39	51	10
Under 55	39	49	12
Over 55	50	43	8
Married	51	40	9
Single	35	53	12
Men	49	44	8
Women	38	50	12

Job Rating: GOP Majority in Congress

Time Series



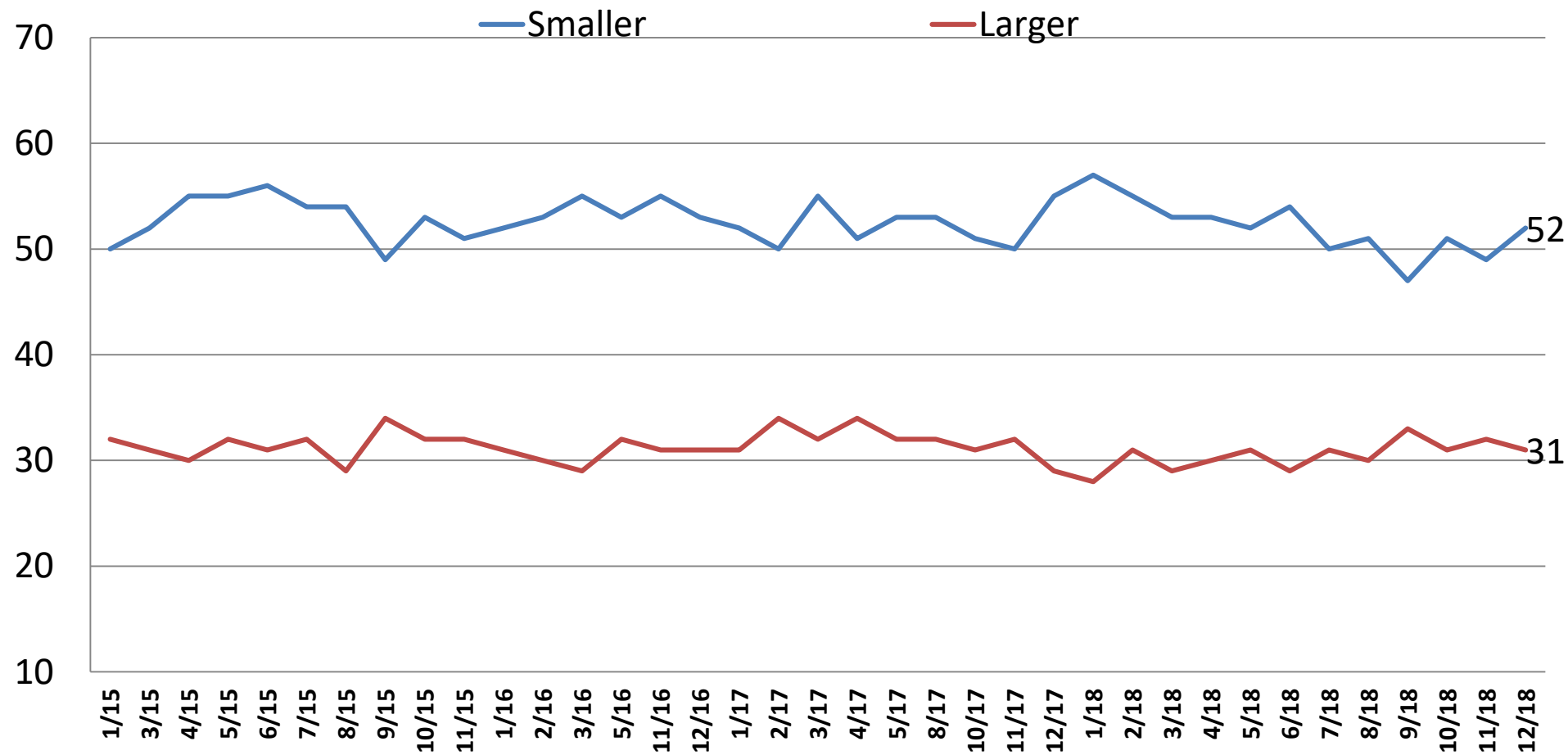
Job Rating: *GOP Majority in Congress*



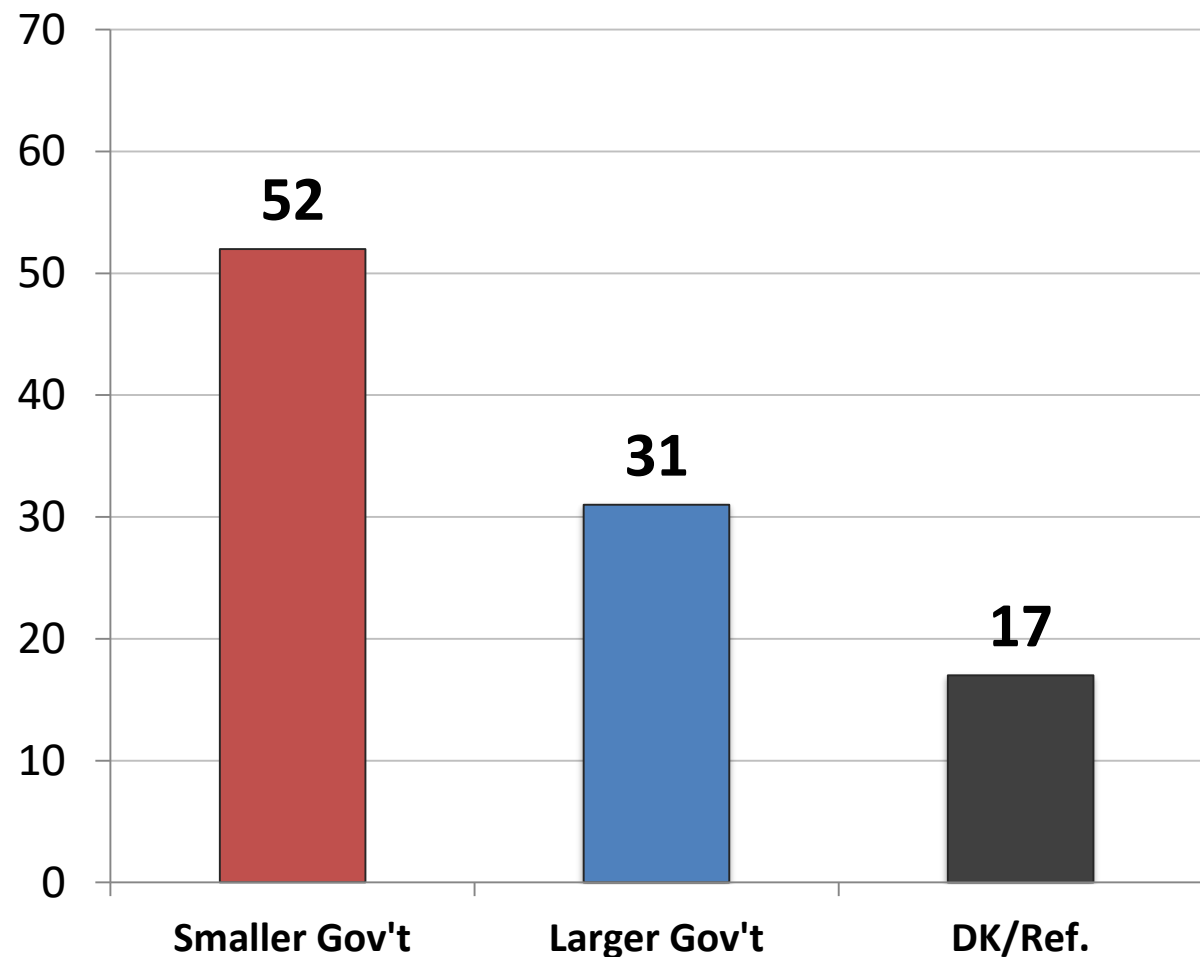
	<u>App.</u>	<u>Disapp.</u>
East	41	51
Midwest	39	52
South	46	47
West	39	53
Cont. Obama Pols.	16	79
Change Direction	72	22
Approve – Trump	75	18
Disapprove – Trump	11	82
Approve – GOP Majority	100	0
Disapprove – GOP Majority	0	100
Favorable – Trump	78	16
Unfavorable– Trump	13	79
Vote Pres. 2016 – Clinton	11	84
Vote Pres. 2016 – Trump	77	16
Vote Cong. 2018 – GOP	79	16
Vote Cong. 2018 – DEM	11	84
Vote Cong. 2018 – UND	24	40
Republican	79	15
Democrat	15	79
Independent	32	54
Liberal	18	78
Moderate	36	52
Conservative	69	23
No College Degree	43	47
College Graduate	41	55
White	47	45
African- American	15	72
Hispanic	41	53
Under 55	42	49
Over 55	42	52
Married	48	46
Single	37	54
Men	46	50
Women	38	50

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

Time Series



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



	<u>Smaller</u>	<u>Larger</u>
East	48	37
Midwest	54	27
South	52	30
West	53	31
Cont. Obama Pols.	34	47
Change Direction	75	15
Approve – Trump	68	21
Disapprove – Trump	37	41
Approve – GOP Majority	68	21
Disapprove – GOP Majority	42	40
Favorable – Trump	69	20
Unfavorable – Trump	39	41
Vote Pres. 2016 – Clinton	34	46
Vote Pres. 2016 – Trump	72	18
Vote Cong. 2018 – GOP	74	16
Vote Cong. 2018 – DEM	34	46
Vote Cong. 2018 – UND	42	22
Republican	71	17
Democrat	32	47
Independent	54	27
Liberal	35	49
Moderate	45	30
Conservative	73	15
No College Degree	52	29
College Graduate	52	33
White	56	29
African- American	36	35
Hispanic	47	35
Under 55	48	33
Over 55	58	28
Married	59	28
Single	43	36
Men	59	30
Women	46	32

2020 Republican Primary for President

	<u>11/18</u>	<u>12/18</u>	<u>E</u>	<u>MW</u>	<u>S</u>	<u>W</u>	<u>Rep</u>	<u>Dem</u>	<u>Ind</u>	<u>Lib</u>	<u>Mod</u>	<u>Cons</u>	<u>App.</u> <u>DJT</u>	<u>Disapp</u> <u>DJT</u>	<u>Men</u>	<u>Wo-</u> <u>men</u>	<u>White</u>	<u>AA</u>	<u>HISP</u>
Donald Trump	79	72	81	72	76	60	72	-	72	54	63	77	82	9	72	72	75	39	62
John Kasich	4	5	4	6	5	8	4	-	15	11	5	5	4	19	7	4	4	12	6
Jeff Flake	1	2	4	-	1	2	2	-	2	3	1	2	1	4	2	1	2	-	-
Mitt Romney	5	9	4	10	11	9	10	-	4	15	17	6	6	31	10	8	9	9	13
Undecided	11	12	8	12	8	21	13	-	7	17	14	10	8	37	8	15	10	40	20

2020 Democratic Primary for President

	<u>11/18</u>	<u>12/18</u>	<u>E</u>	<u>MW</u>	<u>S</u>	<u>W</u>	<u>Rep</u>	<u>Dem</u>	<u>Ind</u>	<u>Lib</u>	<u>Mod</u>	<u>Cons</u>	<u>App. DJT</u>	<u>Disapp. DJT</u>	<u>Men</u>	<u>Wo- men</u>	<u>White</u>	<u>AA</u>	<u>HISP</u>
Joe Biden	19	17	13	23	17	15	-	16	22	15	21	16	14	18	17	17	19	21	9
Michelle Obama	17	16	13	14	22	12	-	20	4	15	18	18	12	17	10	21	10	27	24
Bernie Sanders	16	18	23	15	15	20	-	16	22	20	13	19	15	18	21	15	21	12	13
Hillary Clinton	8	9	9	4	12	9	-	11	5	9	10	8	10	9	10	9	7	13	16
Kamala Harris	5	3	3	2	1	9	-	4	1	4	3	-	7	3	4	3	5	3	-
Elizabeth Warren	4	4	6	4	2	6	-	4	5	6	2	4	1	5	3	5	7	-	2
Oprah Winfrey	4	3	2	4	4	3	-	4	1	2	5	6	5	3	1	5	3	5	2
Beto O'Rourke	n/a	11	8	12	11	10	-	10	14	13	10	-	4	12	10	11	10	6	14
Cory Booker	3	2	5	3	0	2	-	2	4	3	1	-	-	3	4	1	3	2	-
Michael Bloomberg	2	2	4	2	1	1	-	1	4	1	0	8	3	1	2	1	2	1	2
Mark Zuckerberg	1	0	1	1	-	-	-	1	-	-	1	2	2	-	1	-	1	-	-

2020 Democratic Primary for President Cont.

	<u>11/18</u>	<u>12/18</u>	<u>E</u>	<u>MW</u>	<u>S</u>	<u>W</u>	<u>Rep</u>	<u>Dem</u>	<u>Ind</u>	<u>Lib</u>	<u>Mod</u>	<u>Cons</u>	<u>App. DJT</u>	<u>Disapp. DJT</u>	<u>Men</u>	<u>Wo- men</u>	<u>White</u>	<u>AA</u>	<u>HISP</u>
Andrew Cuomo	1	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Deval Patrick	1	1	1	0	1	0	0	0	1	1	0	1	0	1	1	1	1	0	1
Kirsten Gillibrand	1	1	1	-	1	1	-	0	1	1	-	2	-	1	1	0	1	-	1
Eric Holder	1	1	1	-	1	-	-	1	-	1	0	-	1	0	1	-	1	-	1
Tim Kaine	1	0	-	-	-	1	-	-	1	-	1	-	-	0	1	-	0	-	-
John Hicken Looper	1	1	1	-	-	2	-	1	-	1	-	-	1	0	1	0	1	-	1
Bill De Blasio	0.3	0	1	-	0	-	-	0	-	1	-	-	1	0	0	0	0	-	1
Howard Schultz	0.1	0	1	-	-	1	-	0	-	1	-	-	-	0	1	-	-	-	1
Amy Klobucher	N/A	1	-	2	-	-	-	0	1	0	1	-	1	0	0	1	1	-	-
Michael Avenatti	0.4	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Undecided	16	11	10	13	11	8	-	9	14	7	15	18	22	8	12	9	10	11	11

Part Two – Issue Analysis

Most Important Issue

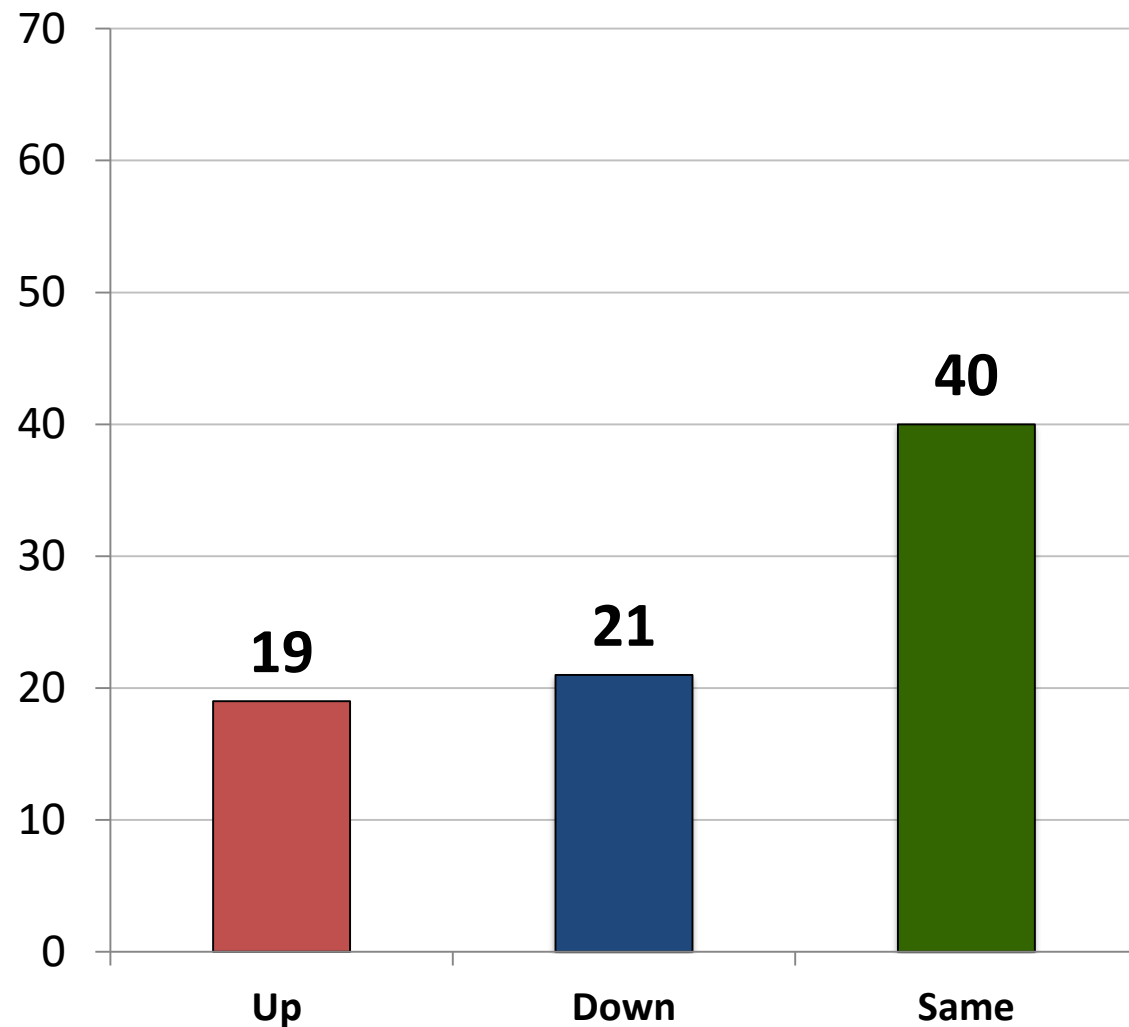
	3/17	4/17	5/17	8/17	10/17	11/17	12/17	1/18	2/18	3/18	4/18	5/18	6/18	8/18	9/18	10/18	12/18	Rep	Dem	Ind	Lib	Mod	Cons	App. DJT	Disapp DJT	Men	Wo- Men
ECONOMIC	40	38	38	37	40	36	37	38	37	36	34	36	35	35	35	34	33	34	32	34	33	36	31	36	31	37	30
Improving the Economy	14	13	13	14	13	11	14	12	12	14	12	12	11	13	13	12	12	13	14	11	14	14	9	13	12	14	11
Jobs/Unemployment	12	11	12	8	9	11	7	8	9	8	8	9	9	8	8	7	7	5	8	8	9	8	4	7	7	8	6
Wasteful Gov't Spending	8	6	6	7	8	7	8	9	7	7	6	7	8	7	8	7	8	10	7	7	6	8	10	10	6	8	8
Reduce Budget/Deficit	5	5	5	6	6	5	6	6	6	5	6	5	6	5	5	5	4	4	3	6	3	4	6	4	4	5	4
Hold Line/Taxes	2	3	2	2	3	2	2	3	2	2	2	2	2	2	2	2	2	2	2	3	1	2	2	2	1	2	2
SOCIAL	29	24	25	29	27	29	29	28	27	30	29	27	30	27	28	30	28	22	36	26	35	30	20	19	37	24	31
Protect Medicare	14	12	11	13	14	16	12	13	12	13	15	11	16	11	12	14	13	9	17	13	14	16	9	9	17	13	13
Reform Healthcare	7	6	7	10	9	9	11	9	10	11	9	10	9	10	9	9	9	8	10	7	10	9	7	6	11	8	9
Improving Education	8	6	7	6	5	5	6	7	6	6	6	6	6	5	7	7	7	5	9	6	10	5	4	4	9	4	9
SECURITY	17	24	22	19	18	20	18	18	18	18	19	19	17	19	18	19	19	31	9	18	7	17	32	33	6	19	20
Fix Immigration	3	6	4	4	4	5	5	4	6	7	6	7	6	9	7	8	10	19	5	8	3	9	18	18	3	10	10
Nat'l Sec./Terror	9	11	11	9	8	10	9	9	10	9	9	9	8	7	9	7	6	9	3	8	2	5	11	12	1	6	6
Defeat/Destroy ISIS	5	8	8	5	6	6	4	5	2	2	5	4	3	3	2	3	3	4	1	3	2	3	3	3	2	2	3
HONESTY/ INTEGRITY/D.C.	11	10	13	13	12	13	12	14	17	14	15	16	15	17	16	14	16	10	19	17	21	13	14	10	22	18	14
D.K./REFUSED	3	4	3	4	3	2	3	2	2	2	3	2	3	3	4	3	4	4	4	4	4	4	4	2	4	2	5

Current Opinion of the U.S. Economy

Time Series

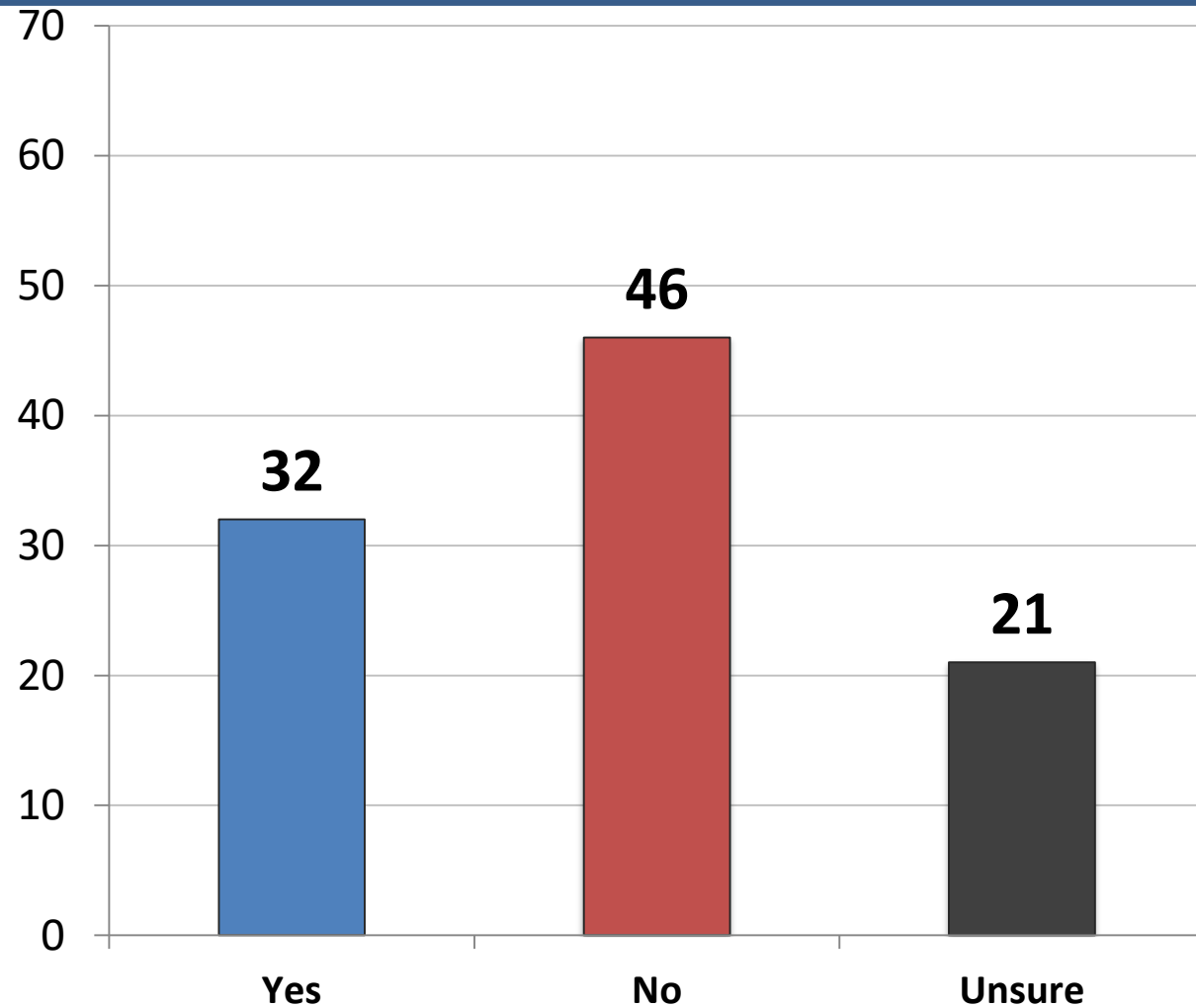
	5/17	8/17	10/17	11/17	12/17	1/18	2/18	3/18	4/18	5/18	6/18	7/18	8/18	9/18	10/18	12/18	Rep	Dem	Ind	Lib	Mod	Cons	App. DJT	Disapp. DJT	Men	Women
NOT RECESSION	54	61	58	62	64	64	64	65	62	66	67	66	65	65	64	67	75	58	69	61	75	58	77	59	75	59
Getting Better	30	34	34	38	41	43	42	40	36	40	42	38	41	44	40	38	62	16	37	17	62	16	64	13	46	30
Getting Worse	24	26	24	25	23	21	22	26	26	26	24	29	24	22	24	29	13	42	32	43	13	42	13	46	29	29
RECESSION	34	29	30	27	26	27	23	23	26	23	22	25	25	24	23	21	17	27	18	26	17	27	15	26	17	24
Getting Better	19	17	17	16	13	14	14	13	13	13	14	13	14	14	12	10	13	10	8	9	13	10	12	8	7	12
Getting Worse	14	11	14	11	13	13	10	10	13	10	9	11	11	10	12	11	4	17	11	17	4	17	4	18	10	12
D.K./REFUSED	12	11	12	11	10	9	13	11	12	11	11	9	10	11	12	12	8	16	13	13	8	16	8	15	7	17
GETTING BETTER	50	51	50	53	54	57	56	53	48	53	56	51	54	57	52	48	75	25	45	26	44	70	76	22	53	42
GETTING WORSE	38	38	38	36	36	34	32	36	40	36	33	40	36	32	36	40	18	59	42	61	42	21	16	64	39	41
D.K./REFUSED	12	11	12	11	10	9	13	11	12	11	11	9	10	11	12	12	8	16	13	13	15	10	8	15	7	17
<i>Net Diff.</i>	12	13	13	18	18	24	24	17	8	16	23	11	19	26	16	7	57	-33	2	-34	2	50	60	-42	14	2

As a result of President Trump and Congress' tax cut plan, did your taxes go up, go down, or remain about the same?



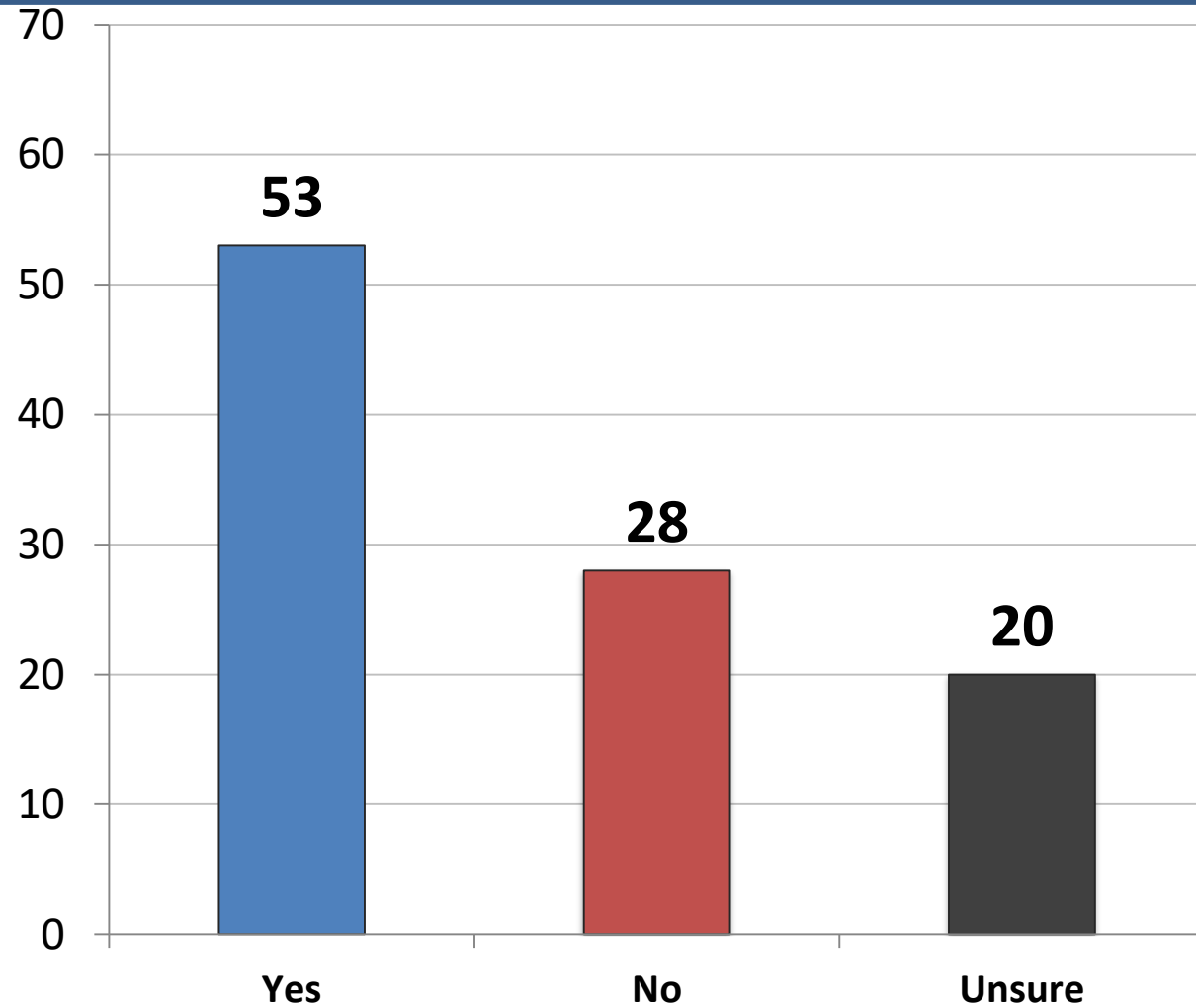
	Up	Down	Same
East	19	19	40
Midwest	14	22	39
South	21	23	38
West	19	17	45
Cont. Obama Pols.	29	11	39
Change Direction	8	33	42
Approve – Trump	11	34	38
Disapprove – Trump	26	9	43
Approve – GOP Majority	14	31	40
Disapprove – GOP Majority	24	14	41
Favorable – Trump	11	34	38
Unfavorable– Trump	25	10	43
Vote Pres. 2016 – Clinton	28	10	41
Vote Pres. 2016 – Trump	9	35	37
Vote Cong. 2018 – GOP	10	35	38
Vote Cong. 2018 – DEM	28	10	42
Vote Cong. 2018 – UND	15	10	43
Republican	12	34	35
Democrat	28	9	43
Independent	15	20	42
Liberal	33	9	40
Moderate	15	17	43
Conservative	9	35	38
No College Degree	17	21	41
College Graduate	20	21	39
White	15	21	42
African- American	29	16	36
Hispanic	28	21	35
Under 55	22	20	38
Over 55	13	22	44
Married	19	27	40
Single	21	16	37
Men	18	26	41
Women	19	16	39

From what you have seen or read, have the Democrats and the media produced any evidence that President Trump had the 2016 Presidential election fixed by the Russians?



	Yes	No
East	41	44
Midwest	27	47
South	30	49
West	36	44
Cont. Obama Pols.	59	14
Change Direction	8	83
Approve – Trump	12	77
Disapprove – Trump	52	17
Approve – GOP Majority	16	74
Disapprove – GOP Majority	49	25
Favorable – Trump	10	81
Unfavorable – Trump	52	18
Vote Pres. 2016 – Clinton	57	15
Vote Pres. 2016 – Trump	10	83
Vote Cong. 2018 – GOP	11	80
Vote Cong. 2018 – DEM	55	17
Vote Cong. 2018 – UND	18	37
Republican	11	78
Democrat	58	17
Independent	25	47
Liberal	59	18
Moderate	29	40
Conservative	11	78
No College Degree	29	48
College Graduate	37	45
White	29	53
African- American	45	22
Hispanic	37	39
Under 55	34	44
Over 55	29	51
Married	29	55
Single	37	39
Men	32	52
Woman	33	41

Is the Democrats campaign to impeach President Trump a partisan political ploy to stop President Trump?

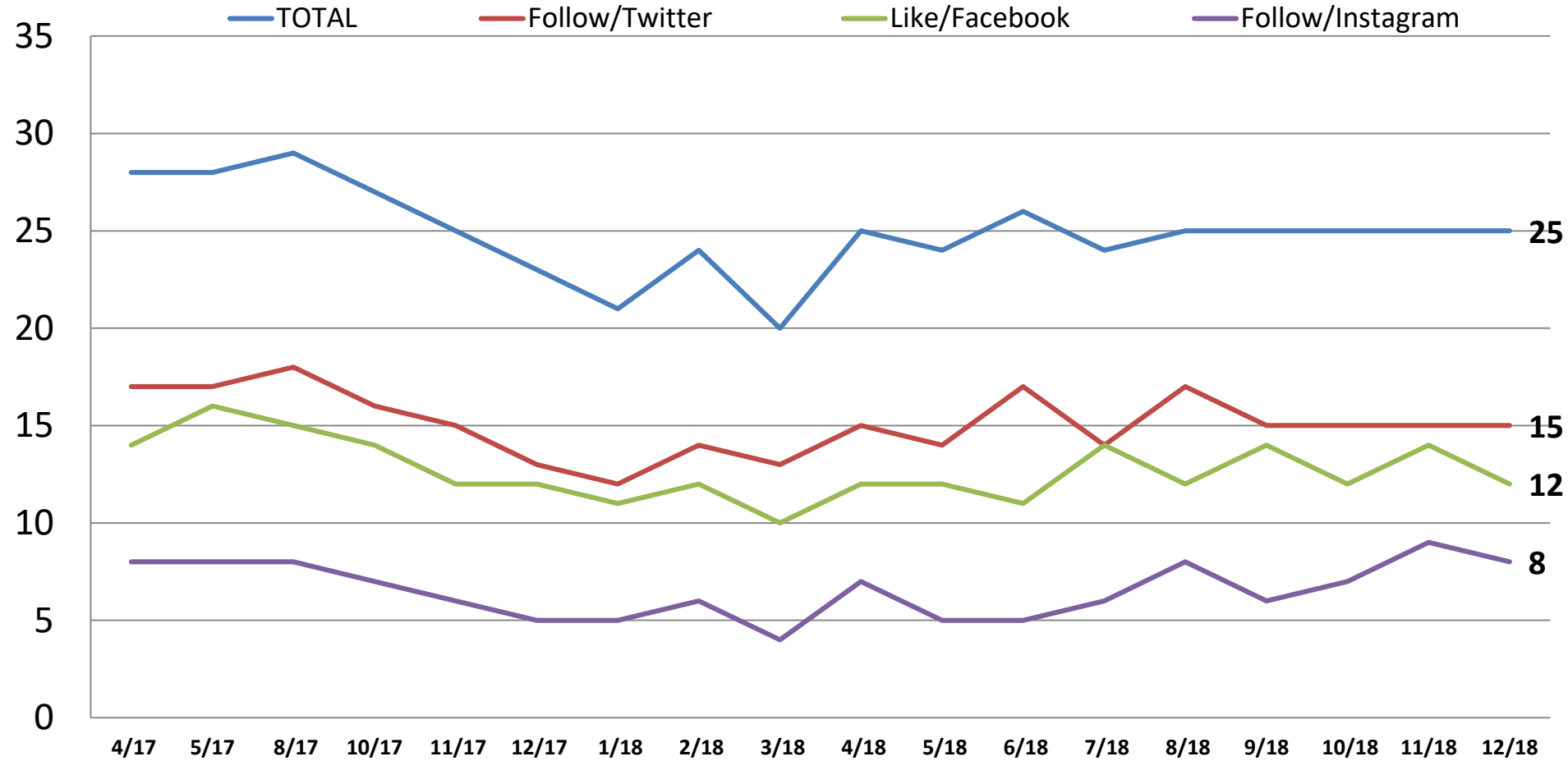


	Yes	No
East	52	29
Midwest	53	25
South	56	25
West	47	34
Cont. Obama Pols.	28	51
Change Direction	84	5
Approve – Trump	80	8
Disapprove – Trump	27	47
Approve – GOP Majority	81	9
Disapprove – GOP Majority	33	45
Favorable – Trump	82	7
Unfavorable – Trump	30	46
Vote Pres. 2016 – Clinton	29	48
Vote Pres. 2016 – Trump	82	7
Vote Cong. 2018 – GOP	84	7
Vote Cong. 2018 – DEM	28	47
Vote Cong. 2018 – UND	34	25
Republican	82	8
Democrat	29	47
Independent	48	28
Liberal	32	47
Moderate	46	30
Conservative	78	9
No College Degree	54	25
College Graduate	51	32
White	57	26
African- American	37	32
Hispanic	48	30
Under 55	49	29
Over 55	59	26
Married	58	26
Single	46	21
Men	61	26
Woman	46	30

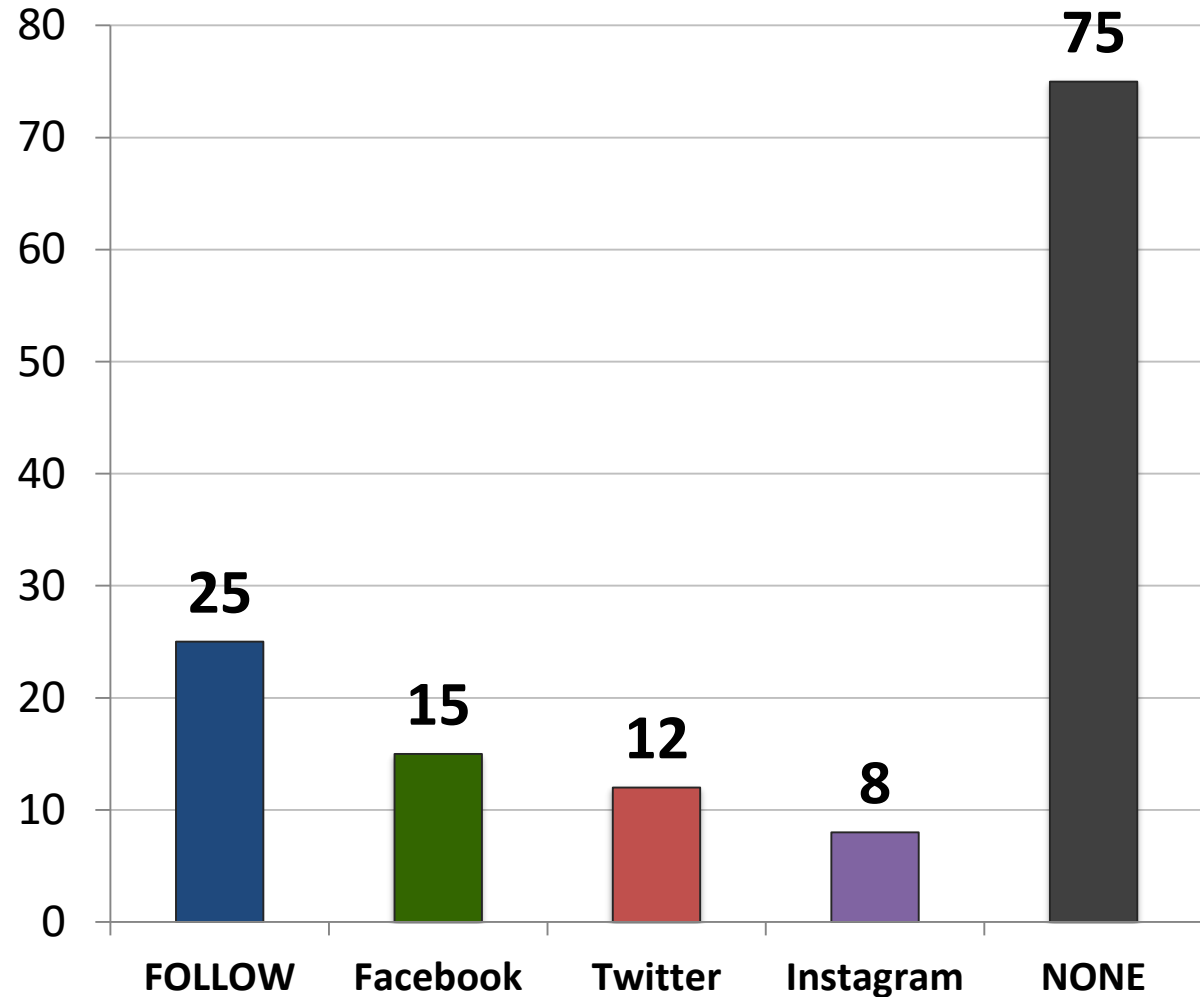
Part Three – Social Media Usage

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

- Time Series -



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



	Follow	None
East	28	73
Midwest	21	79
South	27	73
West	25	75
Cont. Obama Pols.	22	78
Change Direction	32	68
Approve – Trump	38	62
Disapprove – Trump	13	77
Approve – GOP Majority	41	59
Disapprove – GOP Majority	15	86
Favorable – Trump	40	60
Unfavorable– Trump	14	86
Vote Pres. 2016 – Clinton	16	84
Vote Pres. 2016 – Trump	37	63
Vote Cong. 2018 – GOP	39	61
Vote Cong. 2018 – DEM	17	83
Vote Cong. 2018 – UND	8	92
Republican	40	60
Democrat	18	82
Independent	19	82
Liberal	26	74
Moderate	17	83
Conservative	33	67
No College Degree	23	77
College Graduate	29	71
White	24	76
African- American	20	80
Hispanic	33	67
Under 55	31	69
Over 55	16	84
Married	27	73
Single	25	75
Men	28	72
Women	23	77

From the following list, which social media networks do you use?

	<u>Total</u>	<u>Rep</u>	<u>Dem</u>	<u>Ind</u>	<u>Lib</u>	<u>Mod</u>	<u>Cons</u>	<u>App. DJT</u>	<u>Disapp. DJT</u>	<u>Under 55</u>	<u>Over 55</u>	<u>Men</u>	<u>Wo- men</u>
Facebook	80	82	79	78	82	82	77	80	80	83	75	78	82
Instagram	39	35	44	37	46	39	32	36	42	52	16	32	45
Twitter	35	33	35	36	43	31	31	33	37	44	19	37	34
Pinterest	31	33	30	28	31	28	33	30	32	35	22	17	43
Google+	26	25	27	27	30	26	23	27	26	31	19	26	27
Linked-In	26	25	24	30	28	26	25	26	27	27	24	30	23
Snapchat	23	22	23	22	24	24	19	21	24	34	2	16	28
WhatsApp	11	12	12	10	15	10	9	12	11	16	4	12	11
Reddit	10	9	10	12	14	9	8	10	11	15	3	11	9
None	8	8	6	10	4	8	12	9	7	5	14	10	7
Tumblr	8	6	10	8	14	5	5	6	10	12	2	7	9
Other	3	2	4	3	4	3	2	2	4	3	3	4	3
Periscope	3	2	3	3	4	2	2	3	3	4	1	3	2

2020 Likely General Election Voter Profile

<u>Party</u>	<u>Total</u>	<u>Age</u>	<u>Total</u>	<u>Race</u>	<u>Total</u>
Republican	33	18-29	20	White	71
Democrat	36	30-40	19	African American	12
Independent	31	41-55	25	Hispanic	11
<u>Ideology</u>		56-65	20	Asian	4
Liberal	32	Over 65	17	<u>Gender</u>	
Moderate	33			Male	47
Conservative	35			Female	53



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