

Appleton, WI Swing Voter Focus Group
March 11, 2019

Scale & Discrete Choice Questions: Data Set

Disclaimer:

The following data was collected during the focus group.

It is from a sample of 12 individuals, so it is meant only to provide a snapshot of the views of this group.

It is NOT projectable to a wider audience.

What state are we in?

Wisconsin

Michigan

Iowa

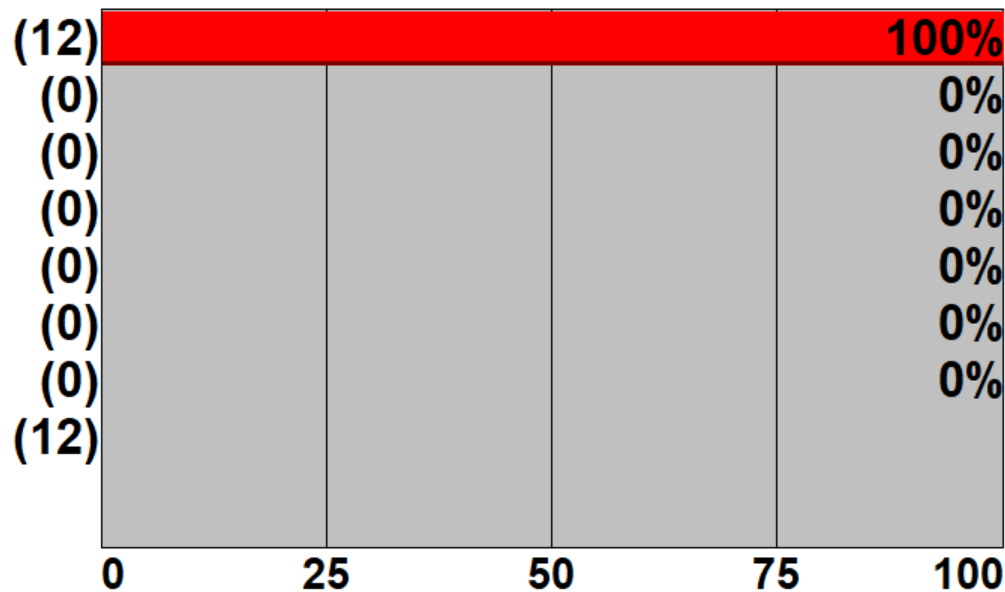
Minnesota

Ohio

Pennsylvania

Florida

Total



Sessions: None

Are you age:

AGE | Axios, March 2019

	Total	Romney/Clinton	Obama/Trump
Total	12	4	8
18 to 34	1 8.3%	0 0.0%	1 12.5%
35 to 49	7 58.3%	2 50.0%	5 62.5%
50 to 64	3 25.0%	1 25.0%	2 25.0%
65+	1 8.3%	1 25.0%	0 0.0%

Sessions: None

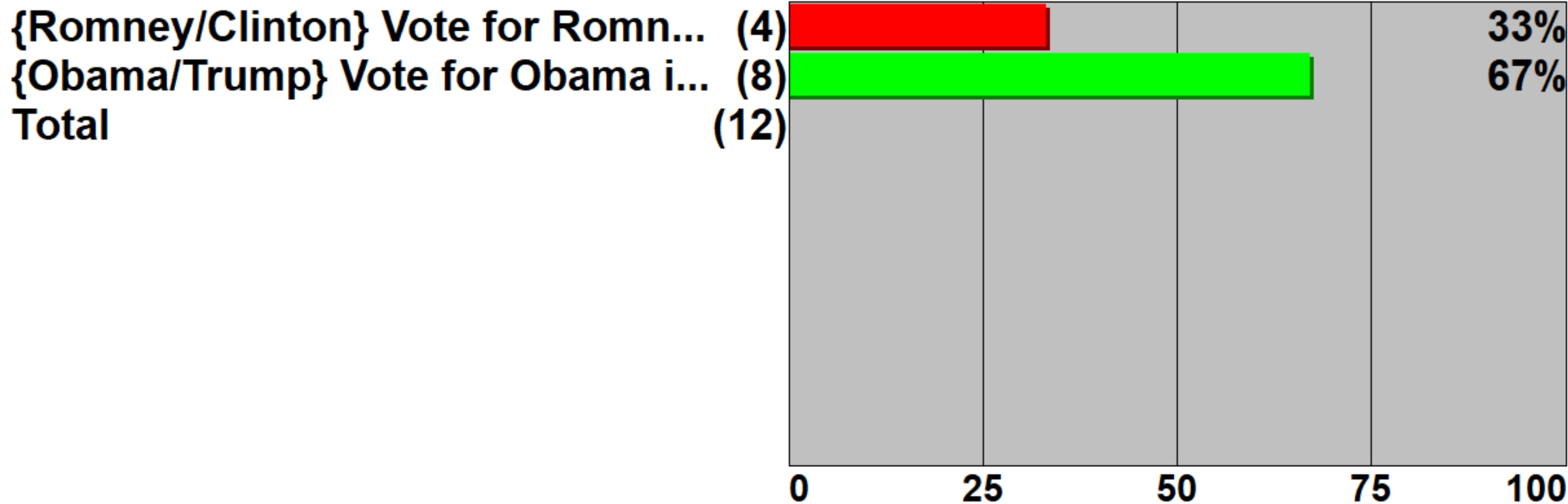
Are you:

GENDER | Axios, March 2019

	Total	Romney/Clinton	Obama/Trump
Total	12	4	8
Male	4 33.3%	1 25.0%	3 37.5%
Female	8 66.7%	3 75.0%	5 62.5%

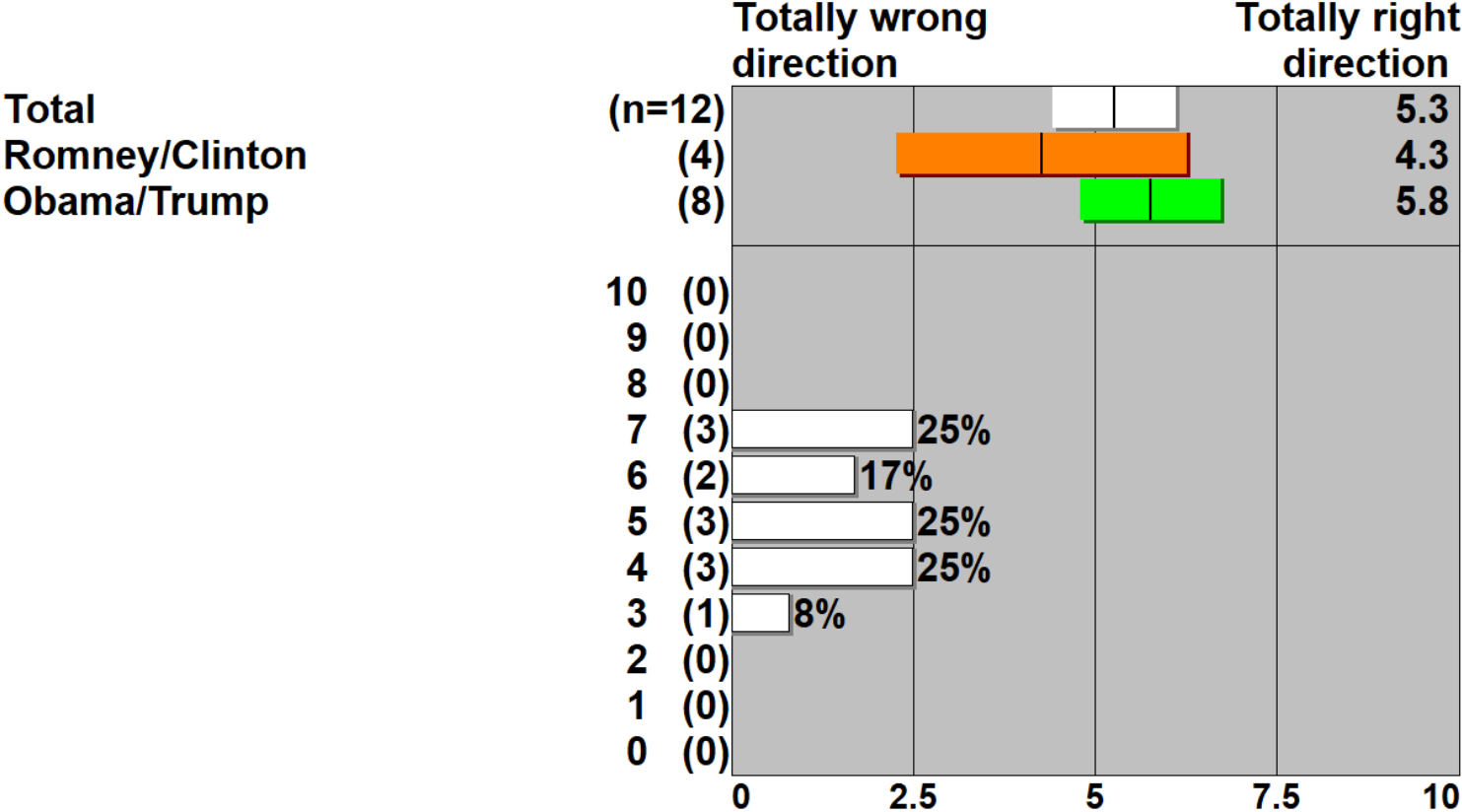
Sessions: None

When it comes to voting, did you...

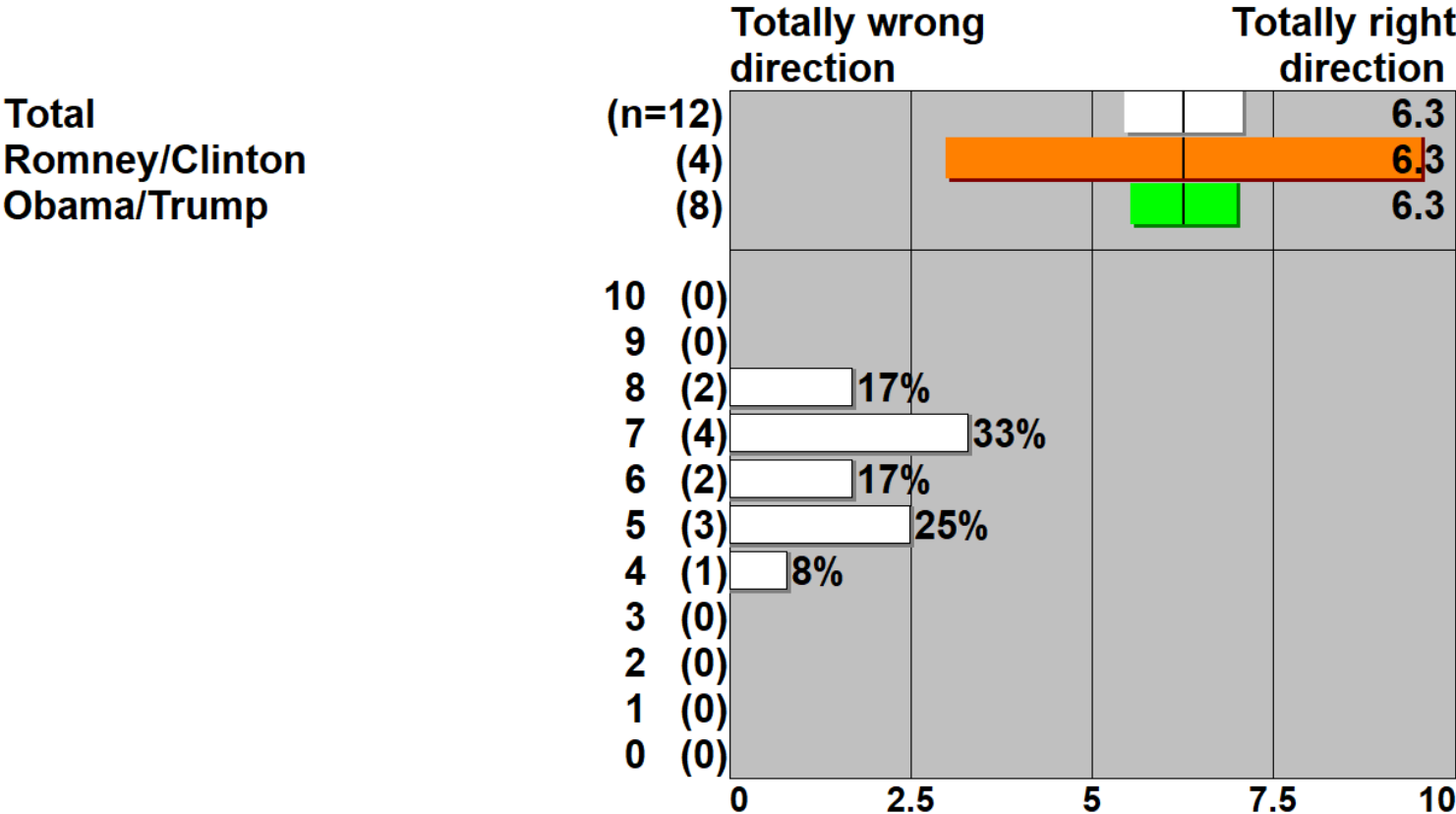


Sessions: None

On a scale from zero to 10, with zero being the totally wrong direction, and 10 being the totally right direction, in what direction is **our country** moving?

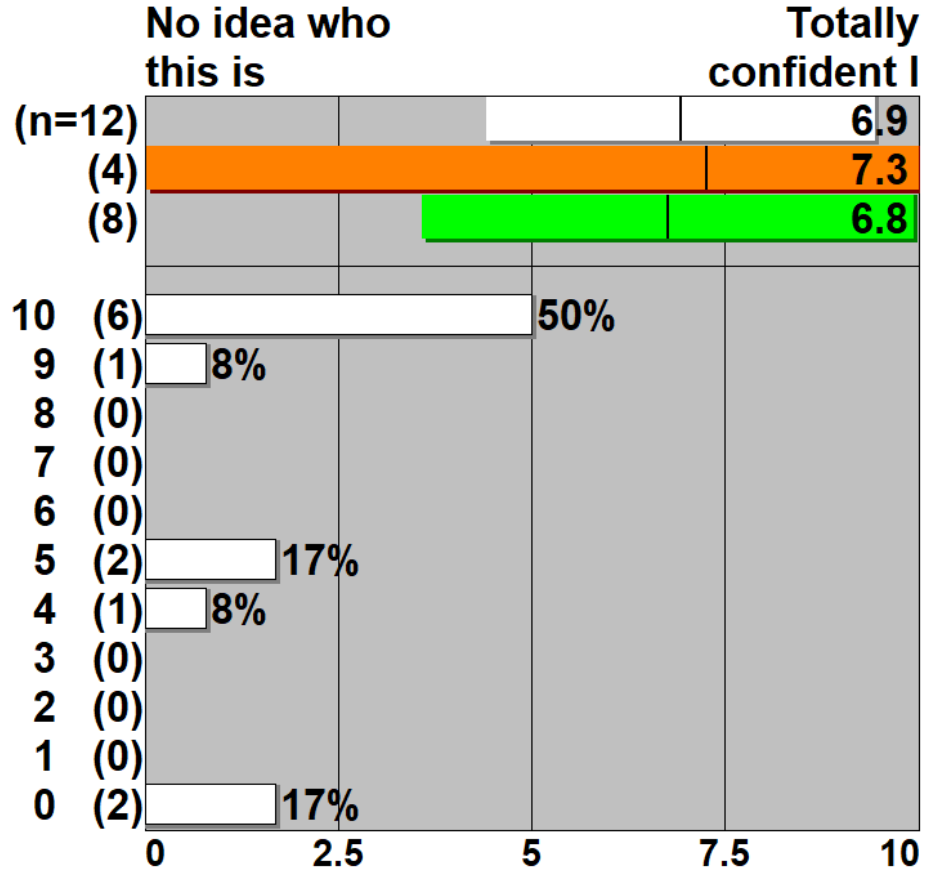


On a scale from zero to 10, with zero being the totally wrong direction, and 10 being the totally right direction, in what direction is **Wisconsin** moving?



Joe Biden

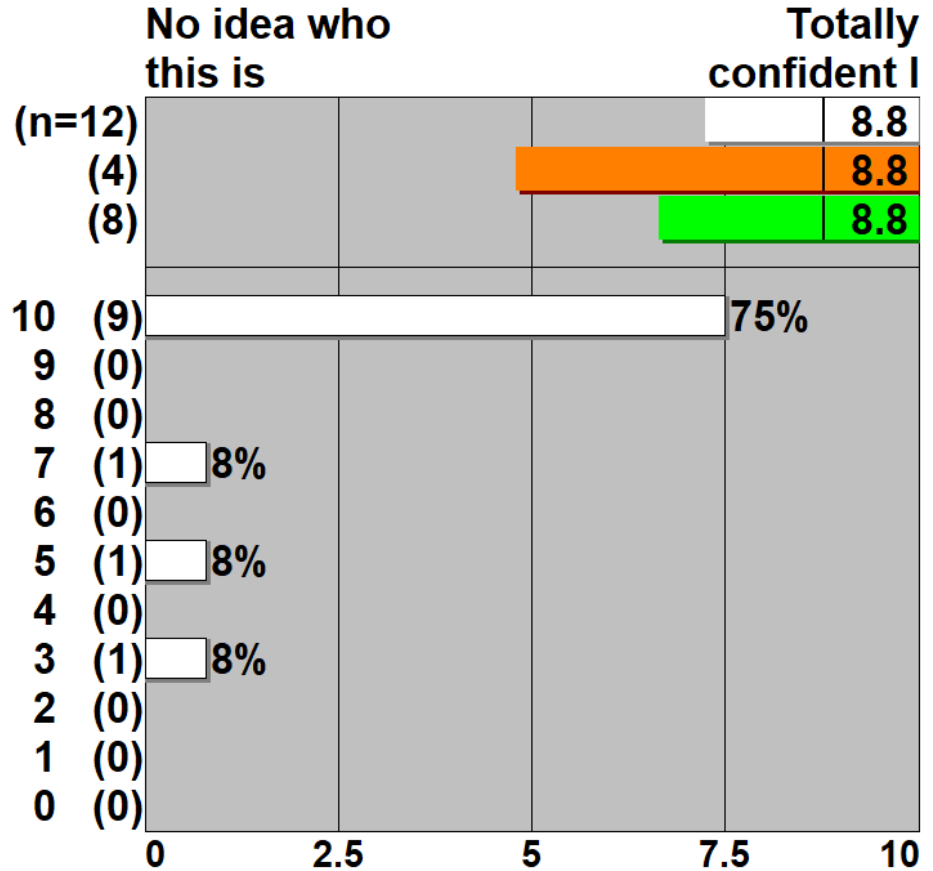
Total
Romney/Clinton
Obama/Trump



Sessions: None

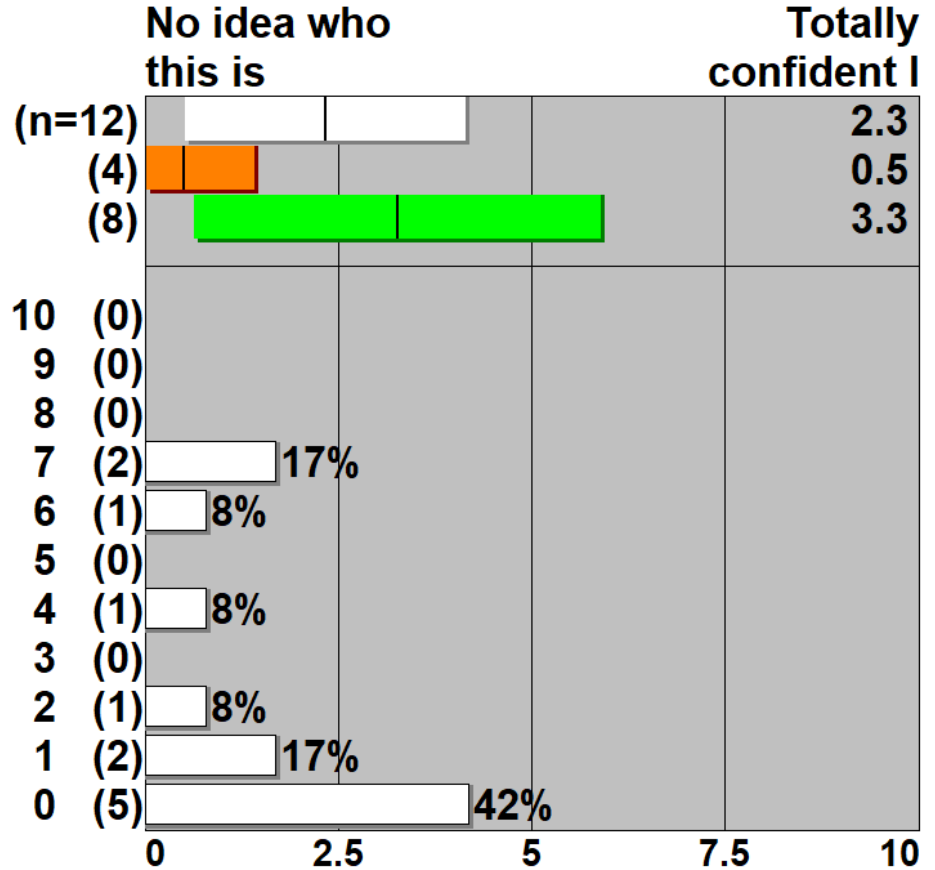
Bernie Sanders

Total
Romney/Clinton
Obama/Trump



Kamala Harris

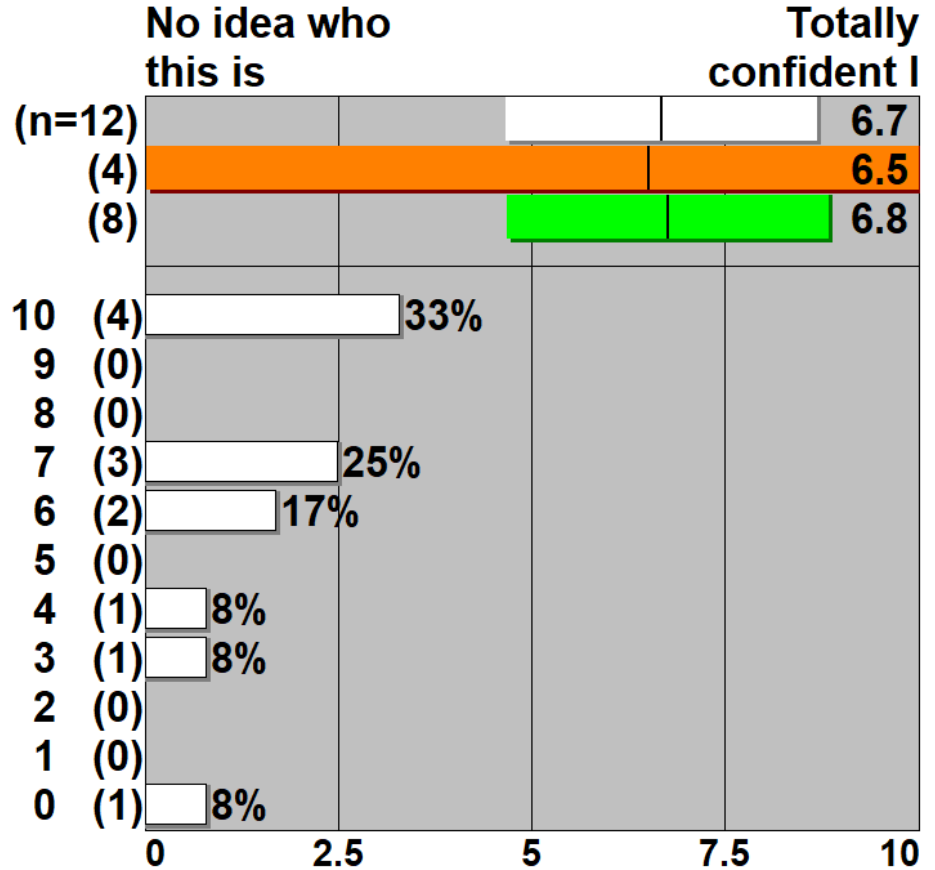
Total
Romney/Clinton
Obama/Trump



Sessions: None

Elizabeth Warren

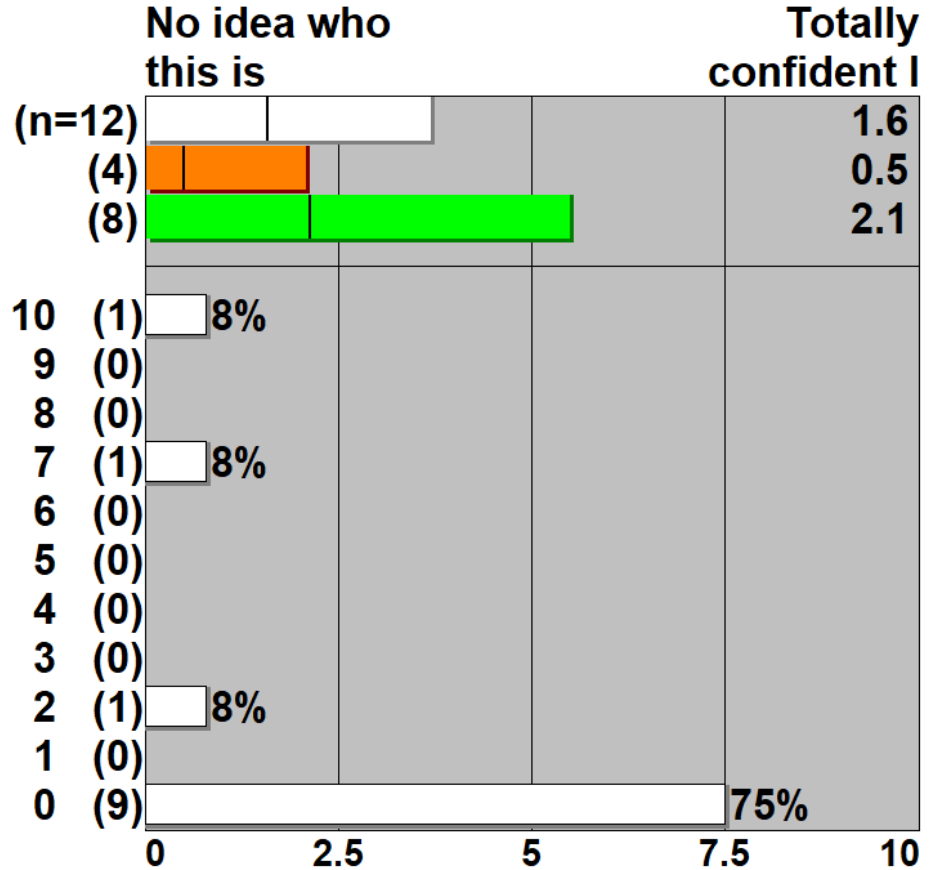
Total
Romney/Clinton
Obama/Trump



Sessions: None

Beto O'Rourke

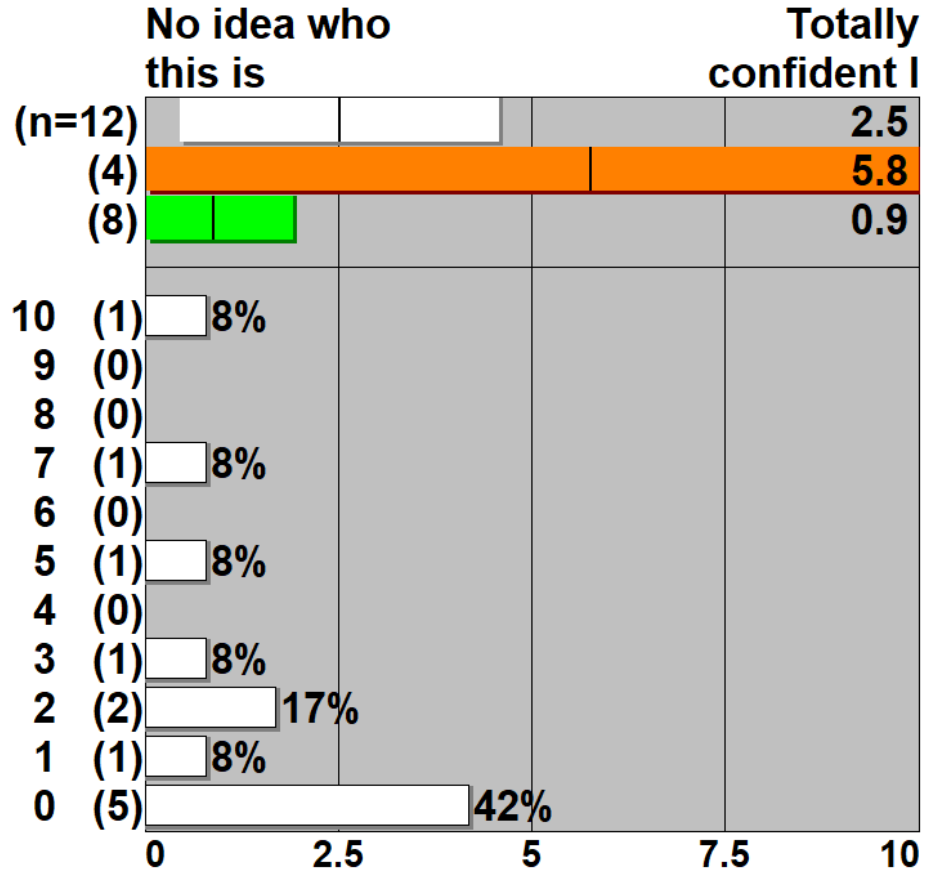
Total
Romney/Clinton
Obama/Trump



Sessions: None

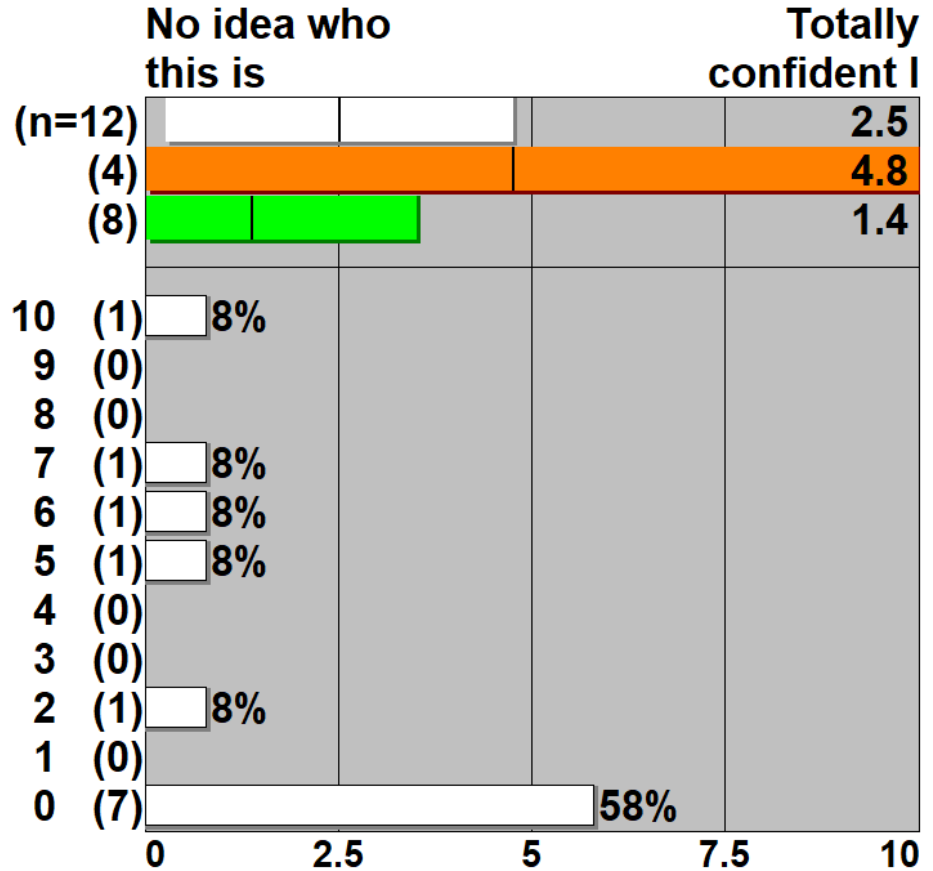
Cory Booker

Total
Romney/Clinton
Obama/Trump



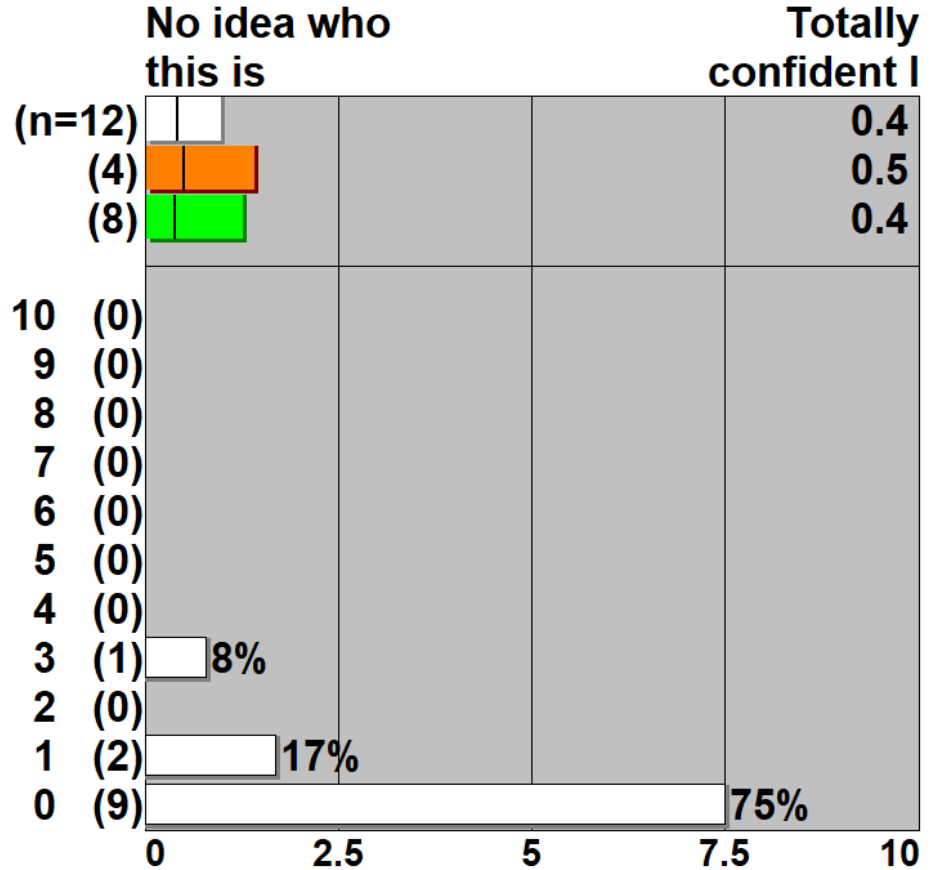
Amy Klobuchar

Total
Romney/Clinton
Obama/Trump



Julian Castro

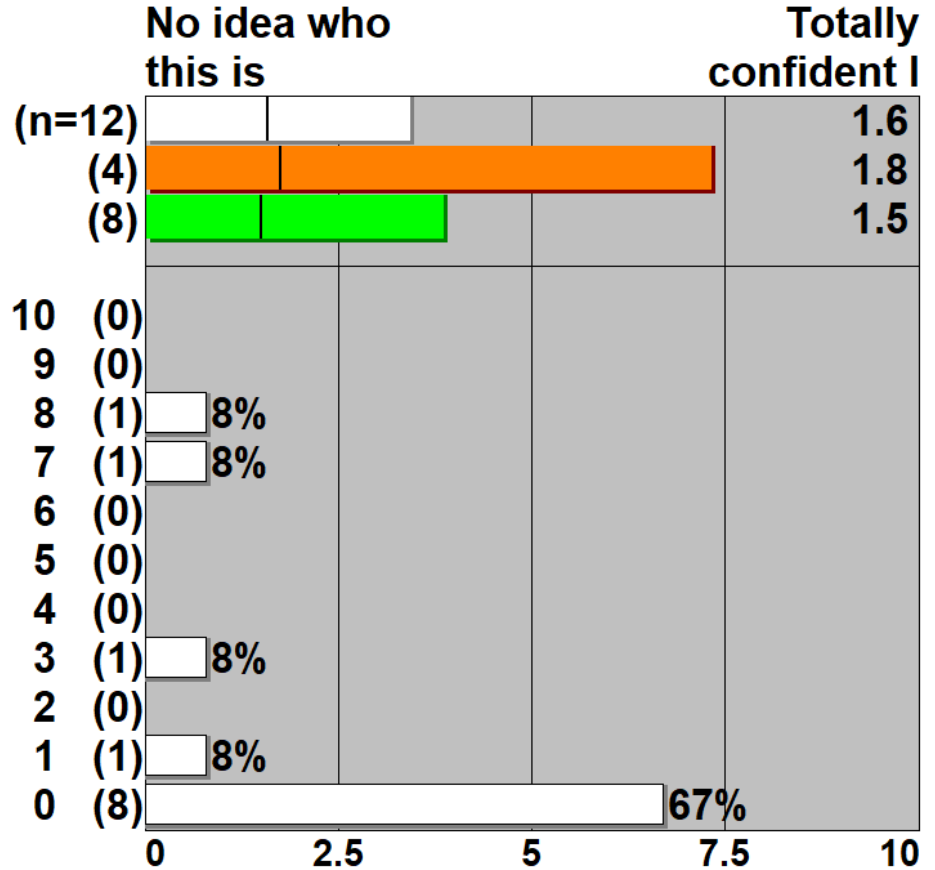
Total
Romney/Clinton
Obama/Trump



Sessions: None

Tulsi Gabbard

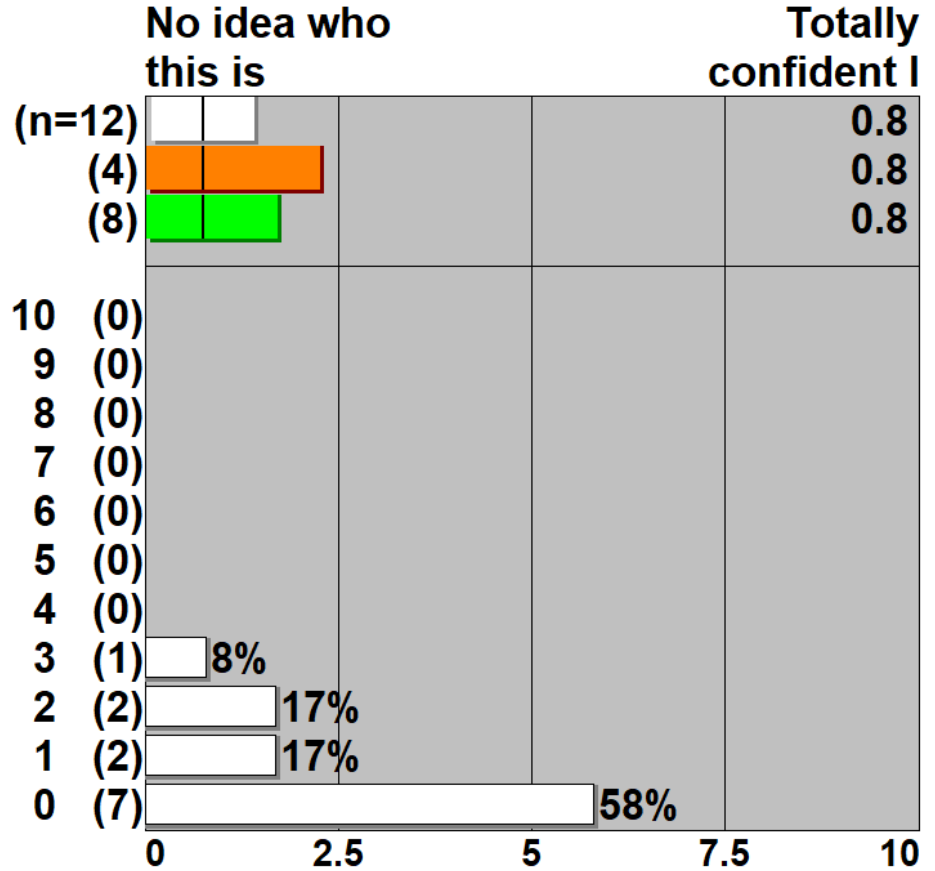
Total
Romney/Clinton
Obama/Trump



Sessions: None

Kirsten Gillibrand

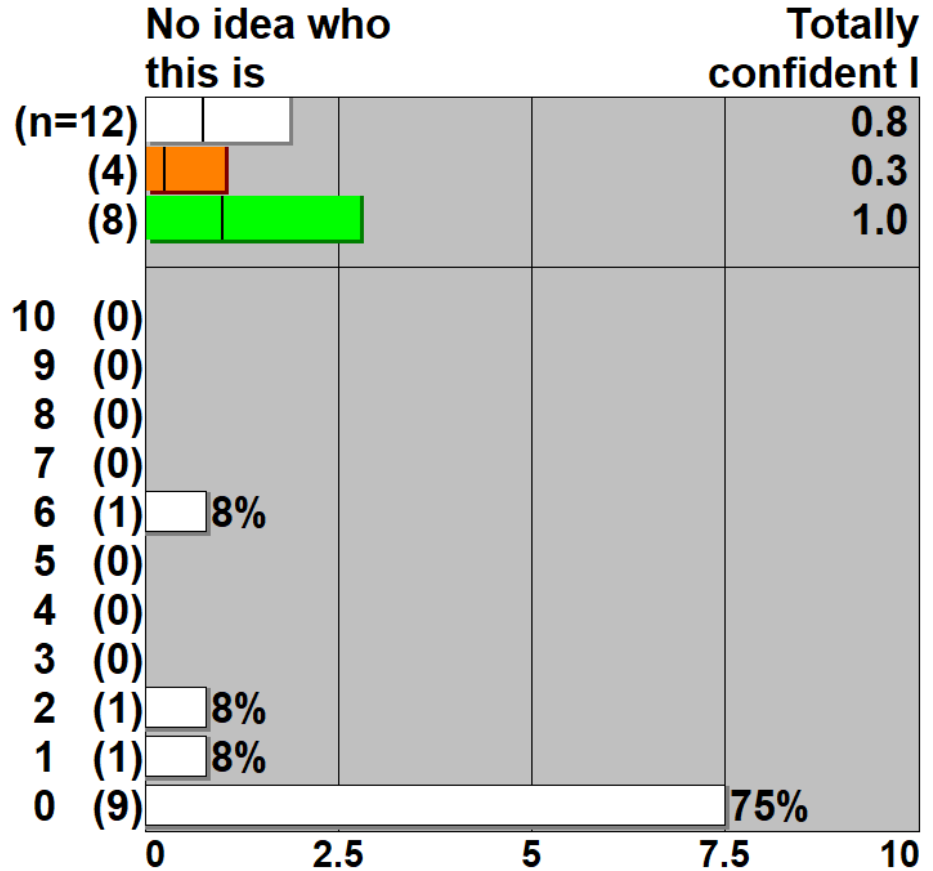
Total
Romney/Clinton
Obama/Trump



Sessions: None

John Hickenlooper

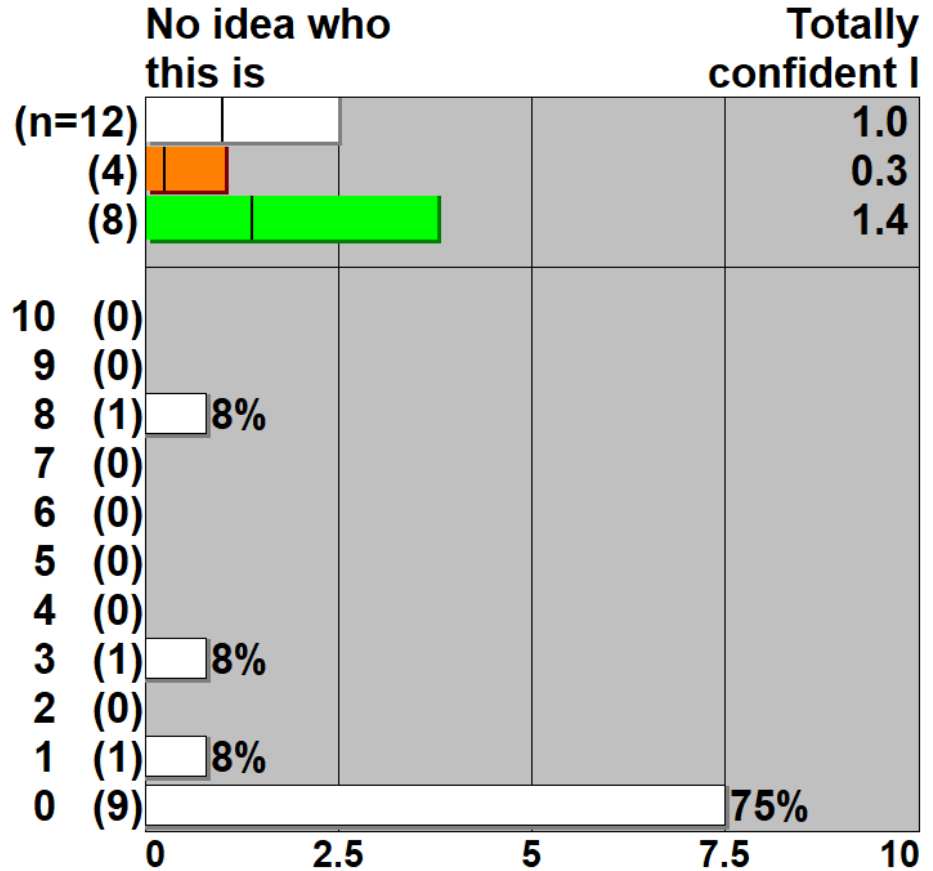
Total
Romney/Clinton
Obama/Trump



Sessions: None

Jay Inslee

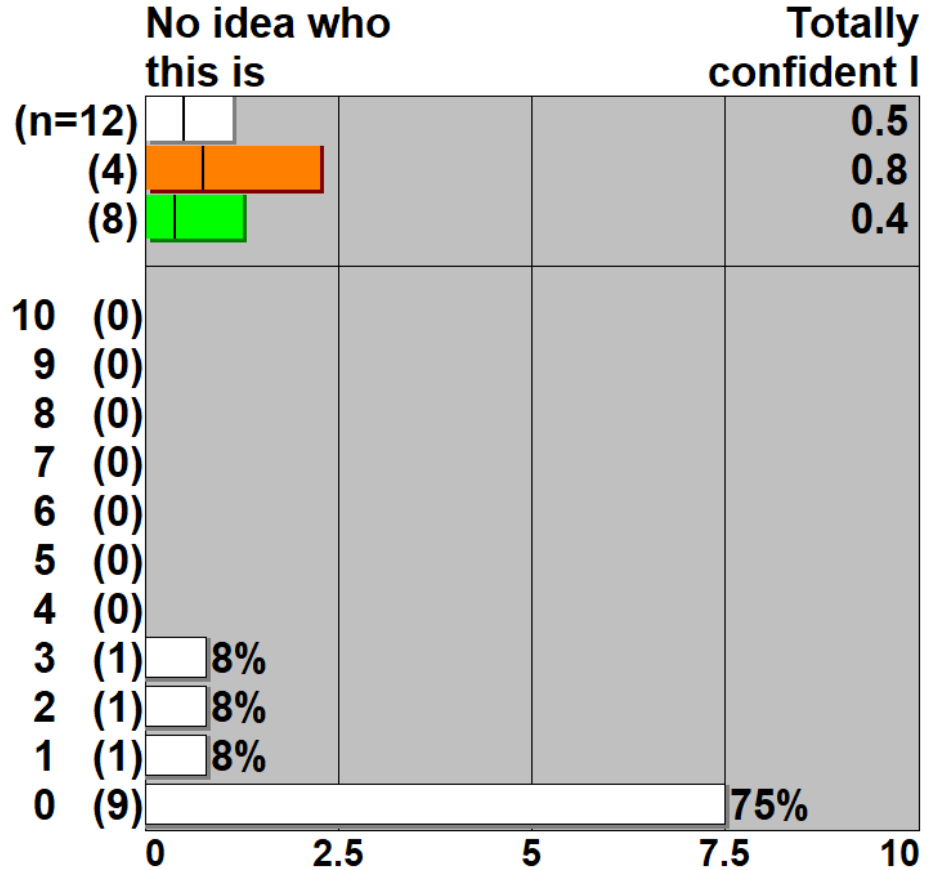
Total
Romney/Clinton
Obama/Trump



Sessions: None

Terry McAuliffe

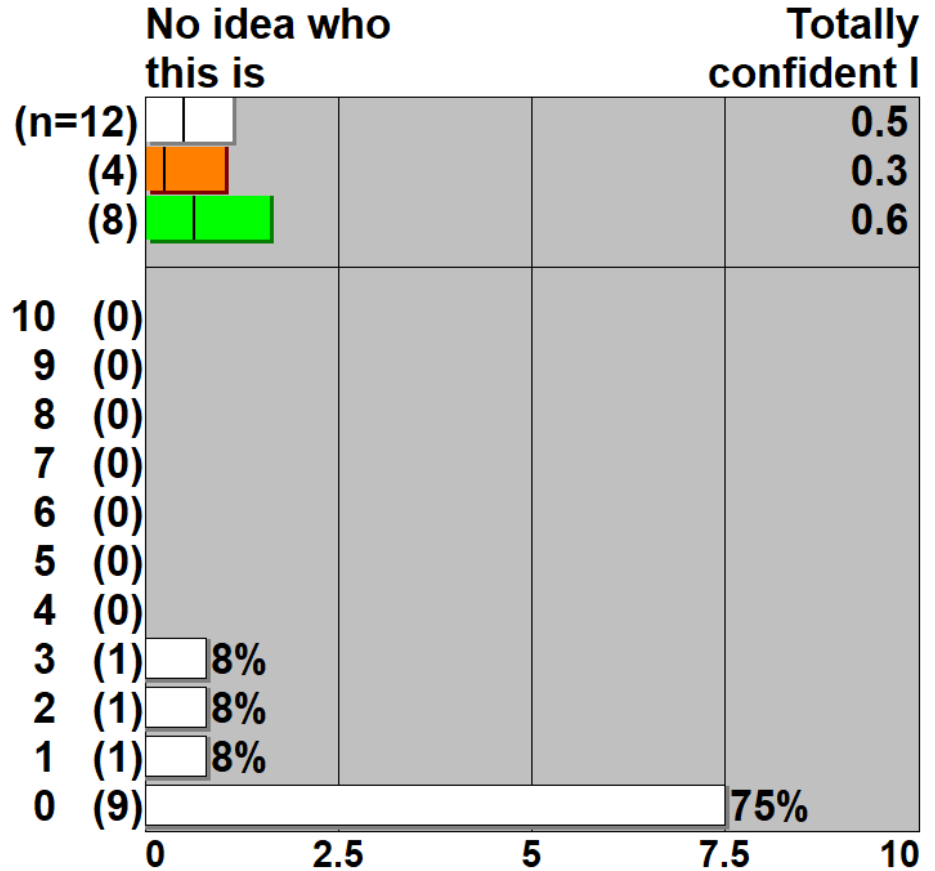
Total
Romney/Clinton
Obama/Trump



Sessions: None

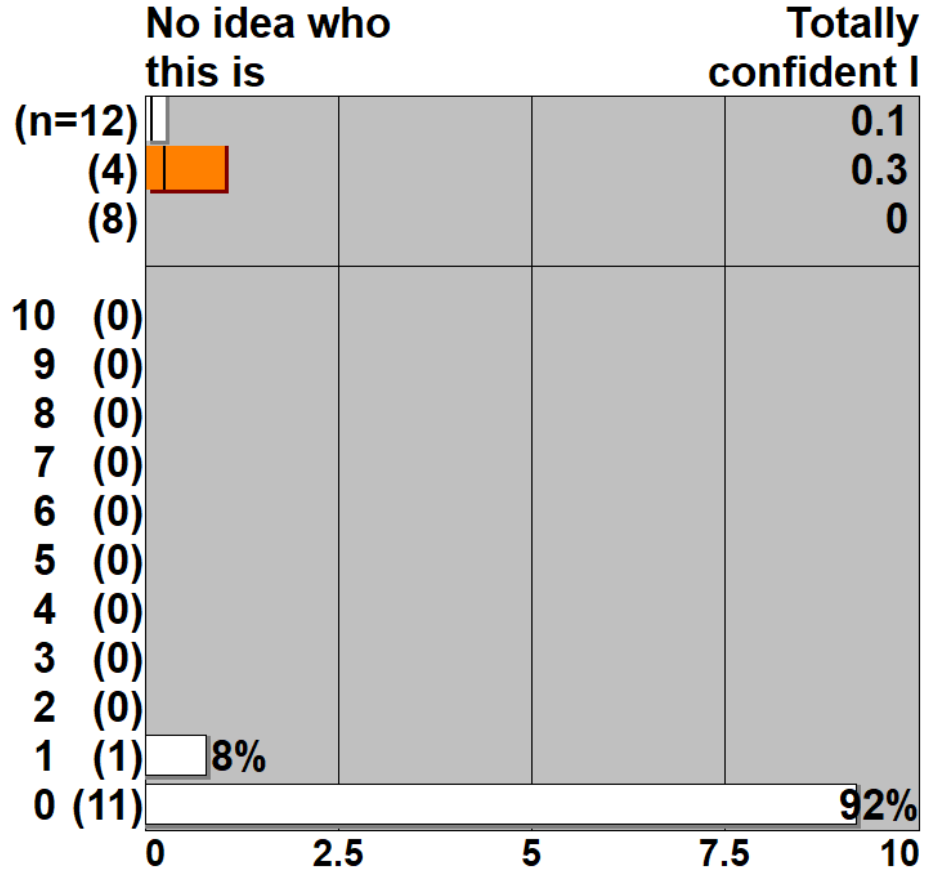
Pete Buttigieg

Total
Romney/Clinton
Obama/Trump



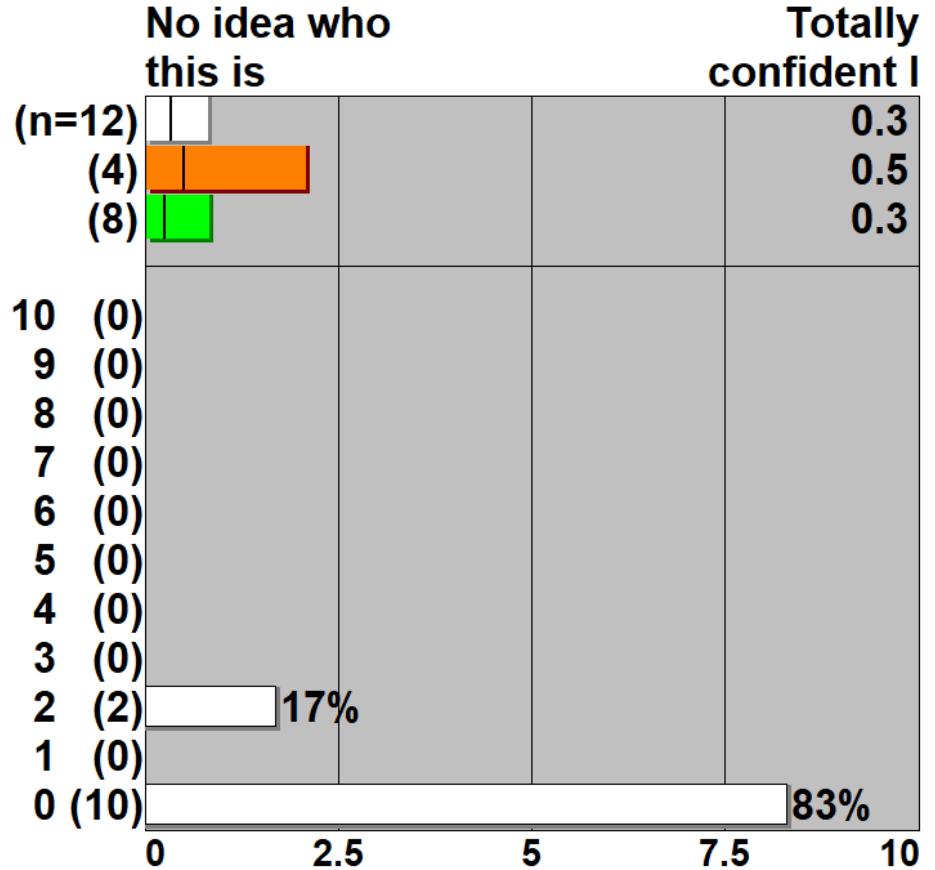
John Delaney

Total
Romney/Clinton
Obama/Trump



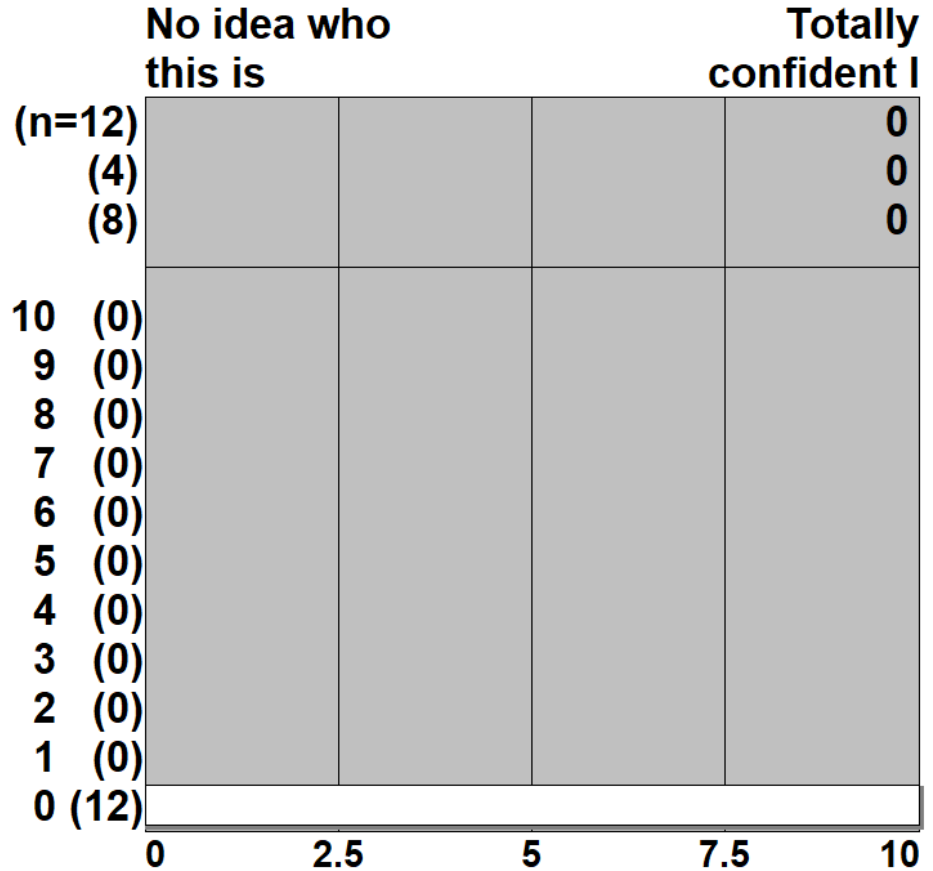
Howard Schultz

Total
Romney/Clinton
Obama/Trump



Jim Jordan

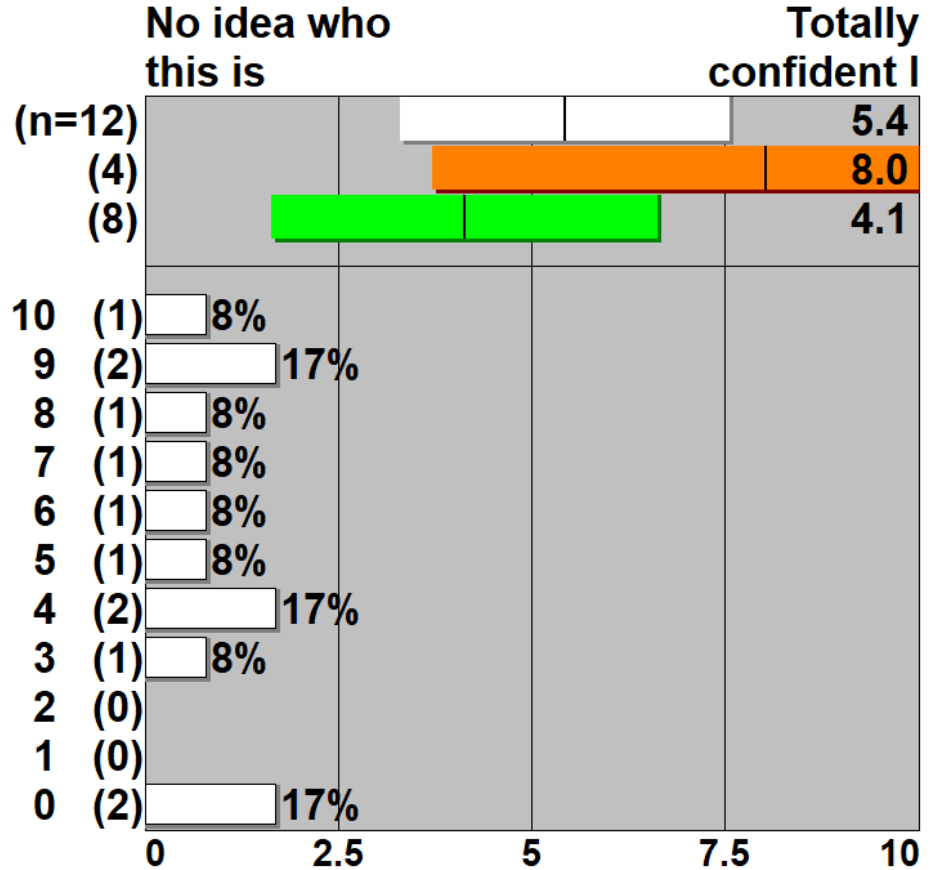
Total
Romney/Clinton
Obama/Trump



Sessions: None

Alexandria Ocasio-Cortez

Total
Romney/Clinton
Obama/Trump



Sessions: None

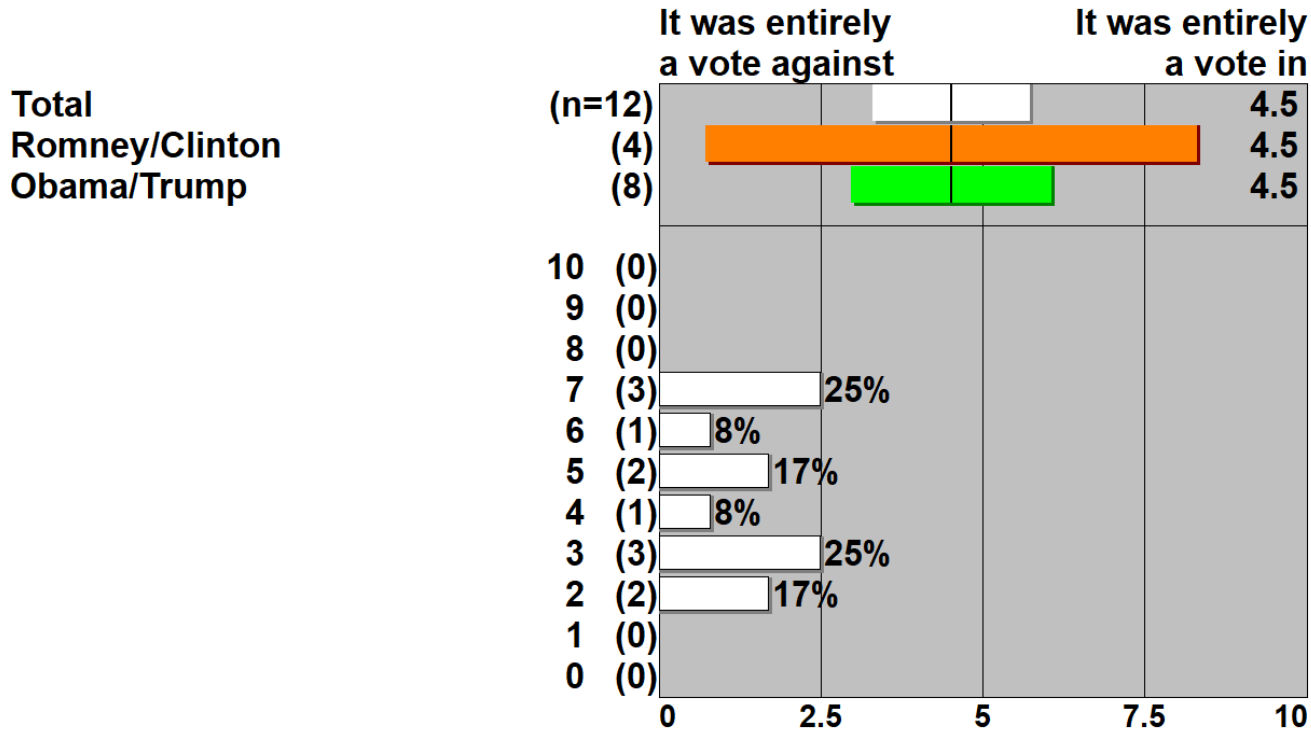
If another Presidential election were being held tomorrow between Donald Trump and Hillary Clinton, for which candidate would you vote?

ANOTHER | Axios, March 2019

	Total	Romney/Clinton		Obama/Trump	
Total	12	4	8		
Donald Trump	7 58.3%	0 0.0%	7 87.5%		
Hillary Clinton	5 41.7%	4 100.0%	1 12.5%		

Sessions: None

Think back to your vote in 2016. Some people voted for candidate X because they liked candidate X. Others voted for that same candidate X because they disliked candidate Y. On a scale from zero to 10, how much was your decision a vote in favor of the person you ended up voting for, vs. how much was it a vote against the person you opposed?



Sessions: None

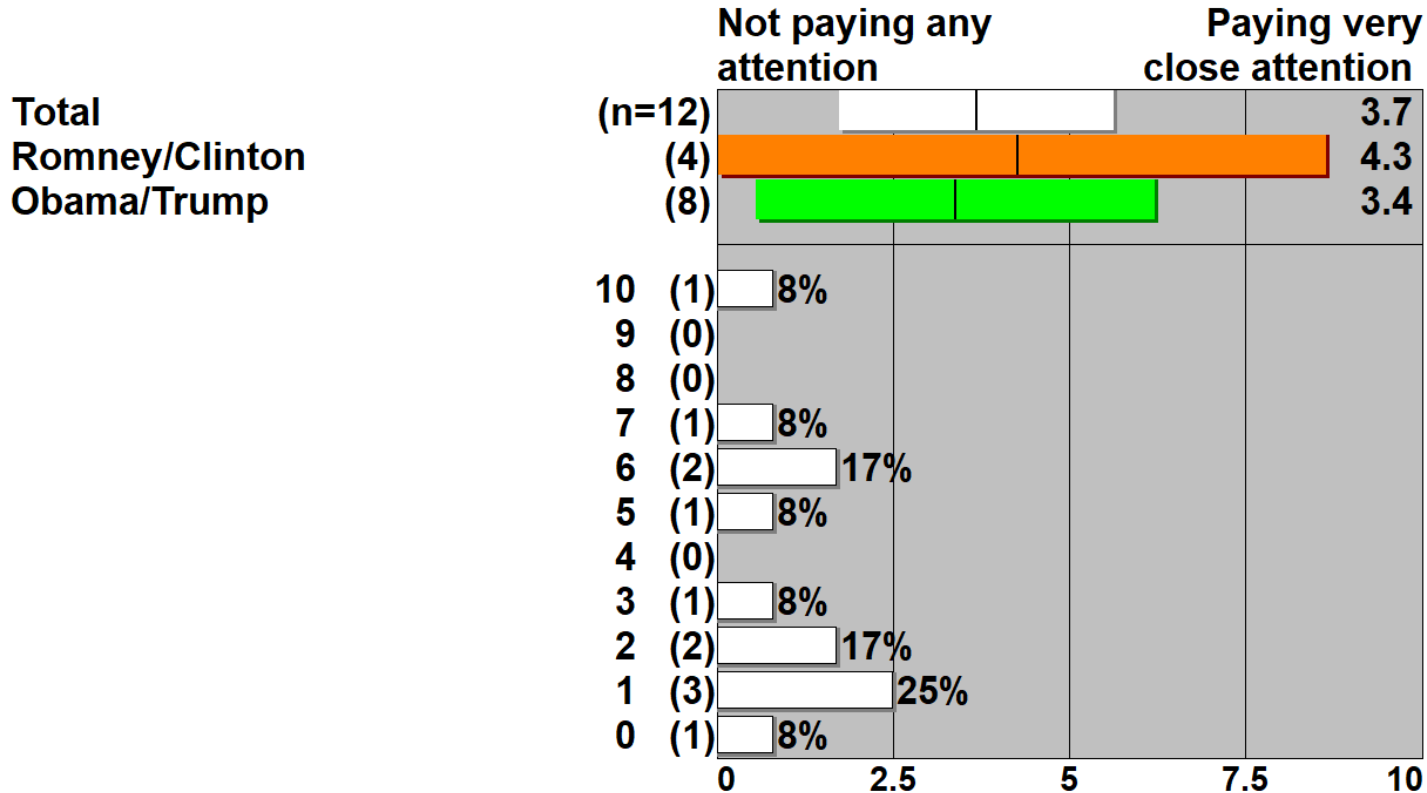
Consider the following hypothetical scenario in the 2020 election: Imagine the U.S. Constitution didn't prevent Presidents from serving a third term, and former President Obama became the Democratic nominee. He would be challenging President Trump's bid for re-election. In that scenario, for which candidate would you vote?

HYPOTH | Axios, March 2019

	Total	Romney/Clinton	Obama/Trump
Total	12	4	8
President Obama	8 66.7%	4 100.0%	4 50.0%
President Trump	4 33.3%	0 0.0%	4 50.0%

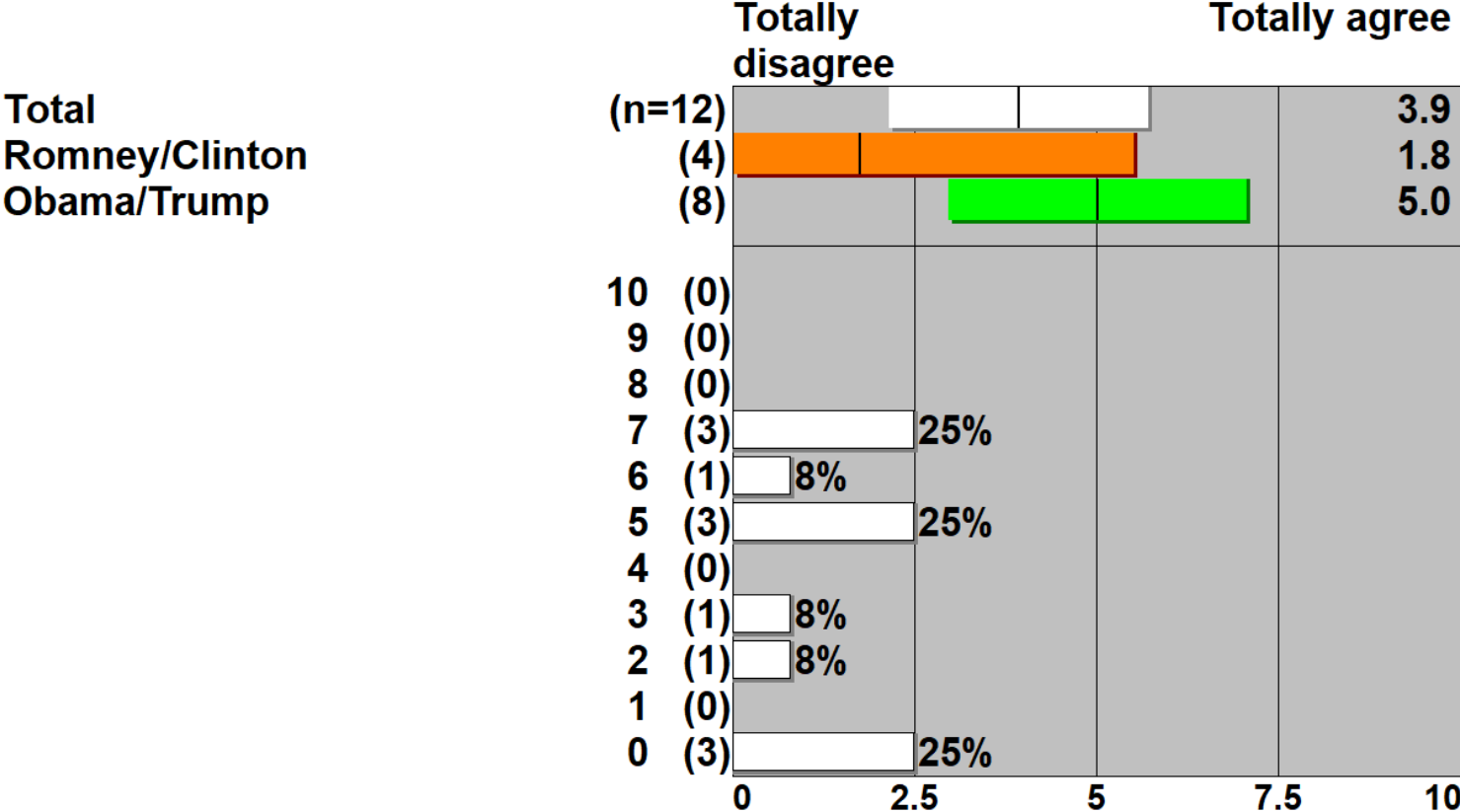
Sessions: None

On a scale from zero to 10, how closely are you paying attention to news about special counsel Robert Mueller and his investigation into the Trump campaign?

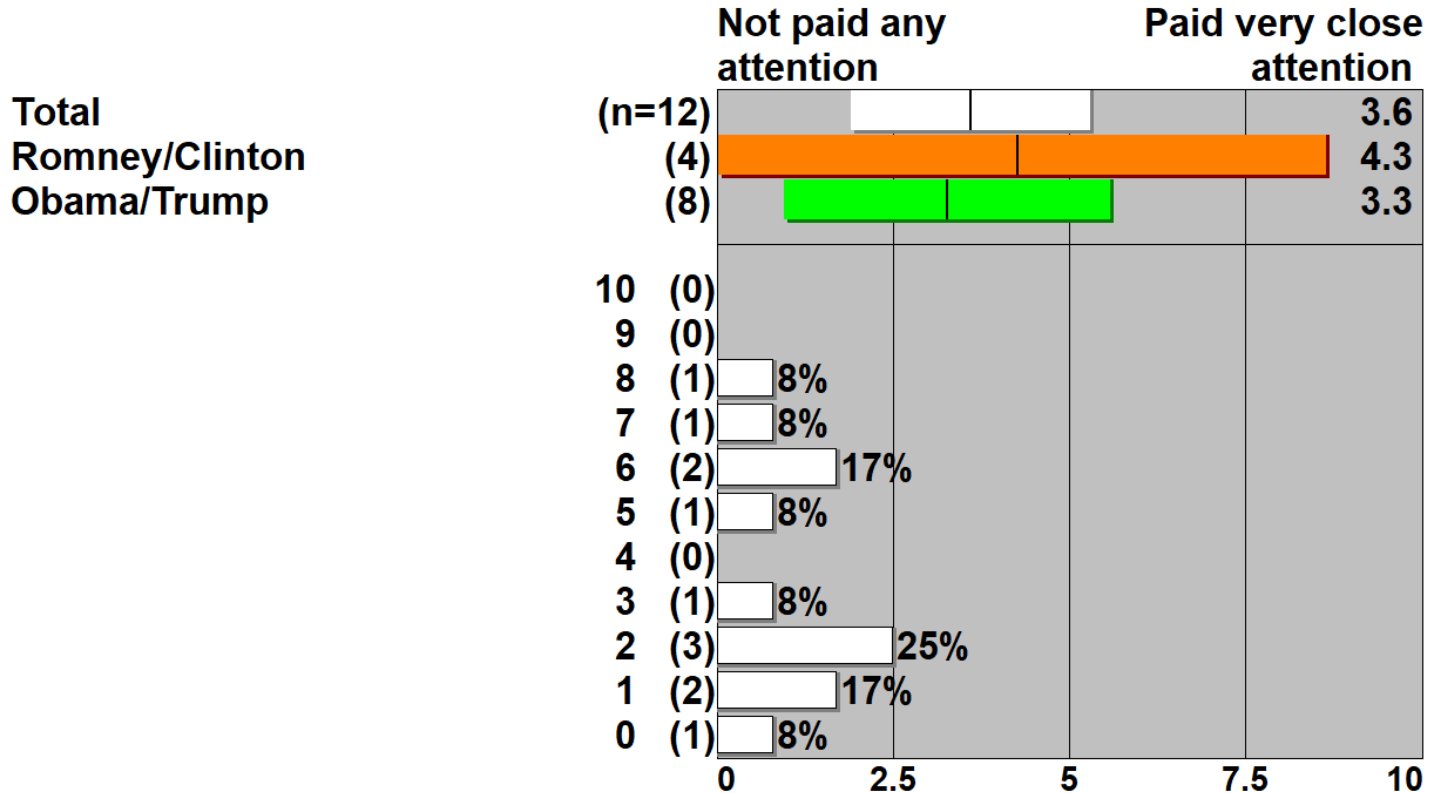


Sessions: None

President Trump refers to the Mueller investigation as a "witch hunt." On a scale from zero to 10, how strongly do you agree?

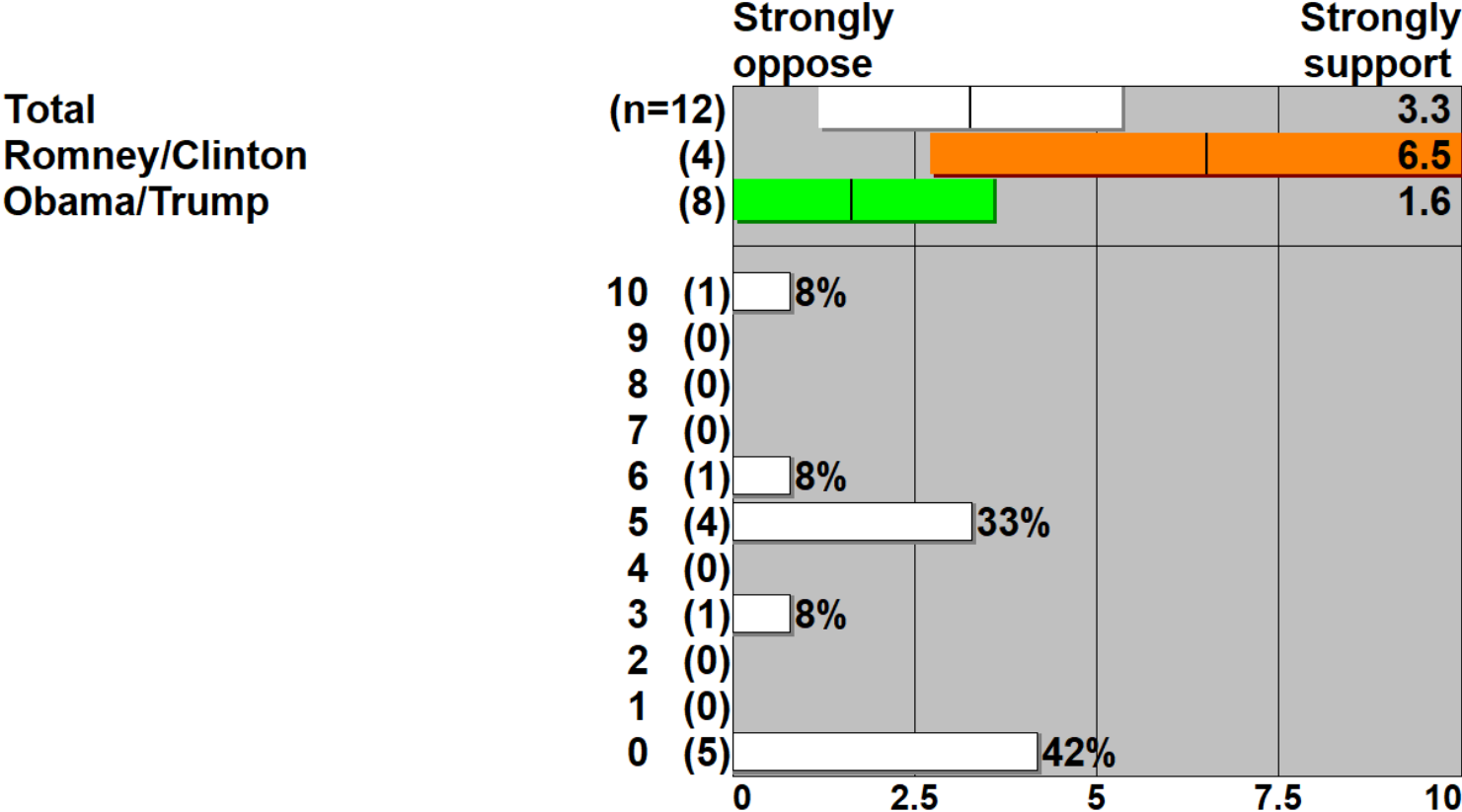


President Trump's former attorney Michael Cohen testified publicly before a House committee two weeks ago. On a scale from zero to 10, how much did you pay attention to news about that hearing?



Sessions: None

Some Democrats favor impeaching President Trump and removing him from office. How strongly do you support or oppose this idea?



Do you expect Congressional Democrats will file articles of impeachment against President Trump?

IMPEACH2 | Axios, March 2019

	Total	Romney/Clinton	Obama/Trump
Total	12	4	8
Yes.	7 58.3%	3 75.0%	4 50.0%
No.	5 41.7%	1 25.0%	4 50.0%

Sessions: None

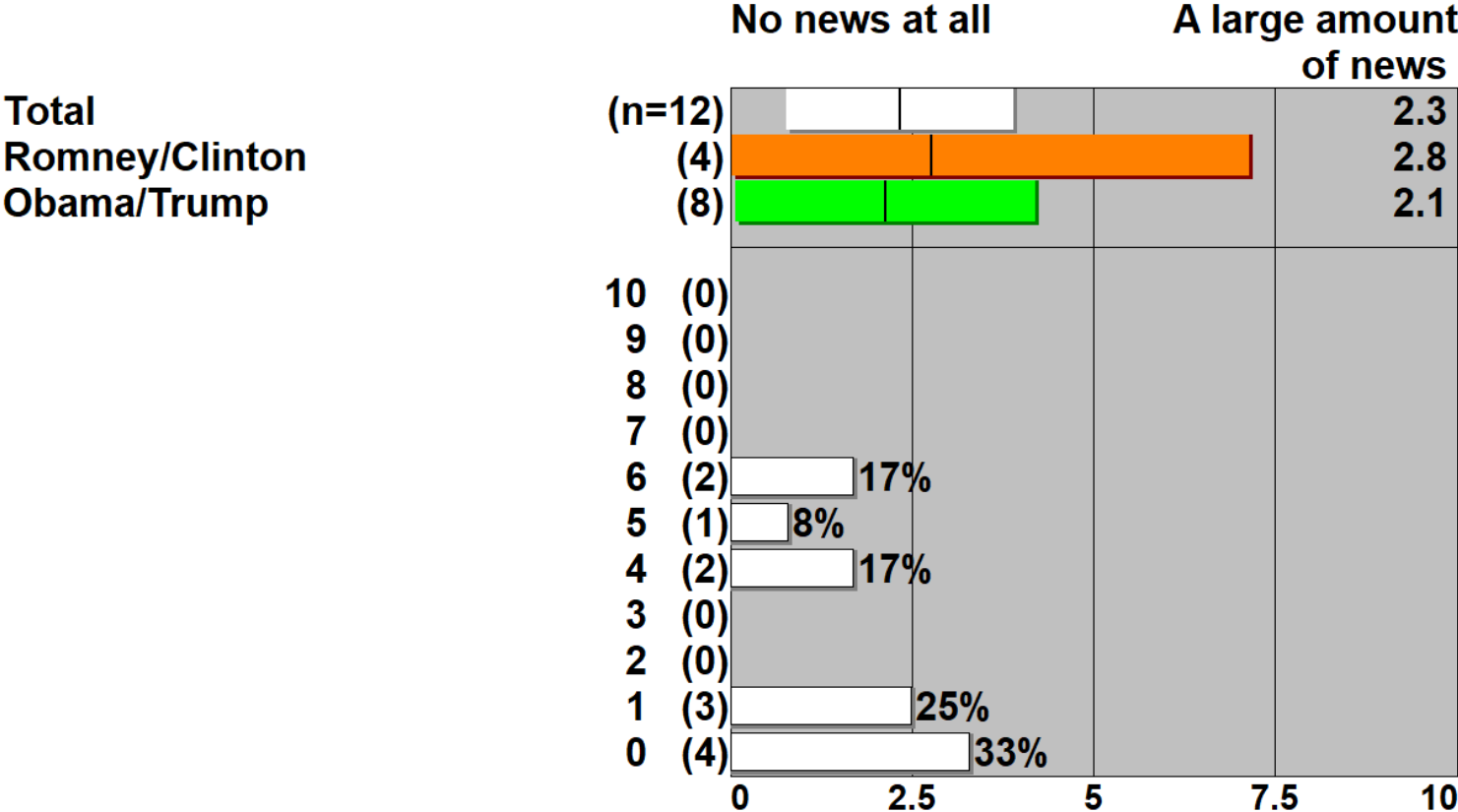
Set aside for a moment how you personally feel about impeachment. Considering that Democrats want to win the White House in 2020, would it be a wise political step for them to impeach President Trump?

IMPEACH3 | Axios, March 2019

	Total	Romney/Clinton	Obama/Trump
Total	12	4	8
Yes.	4 33.3%	2 50.0%	2 25.0%
No.	8 66.7%	2 50.0%	6 75.0%

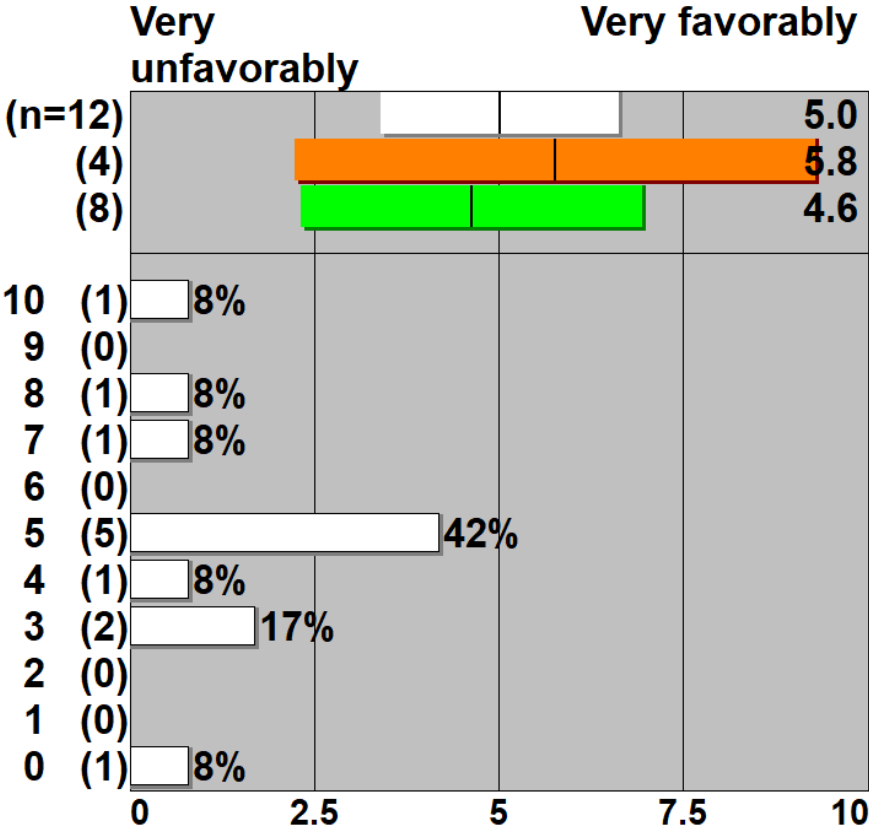
Sessions: None

On a scale from zero to 10, how much news have you heard over the past several months about a concept called "Medicare for all"?



On a scale from zero to 10, how favorably or unfavorably do you view the concept of "Medicare for all"?

Total
Romney/Clinton
Obama/Trump



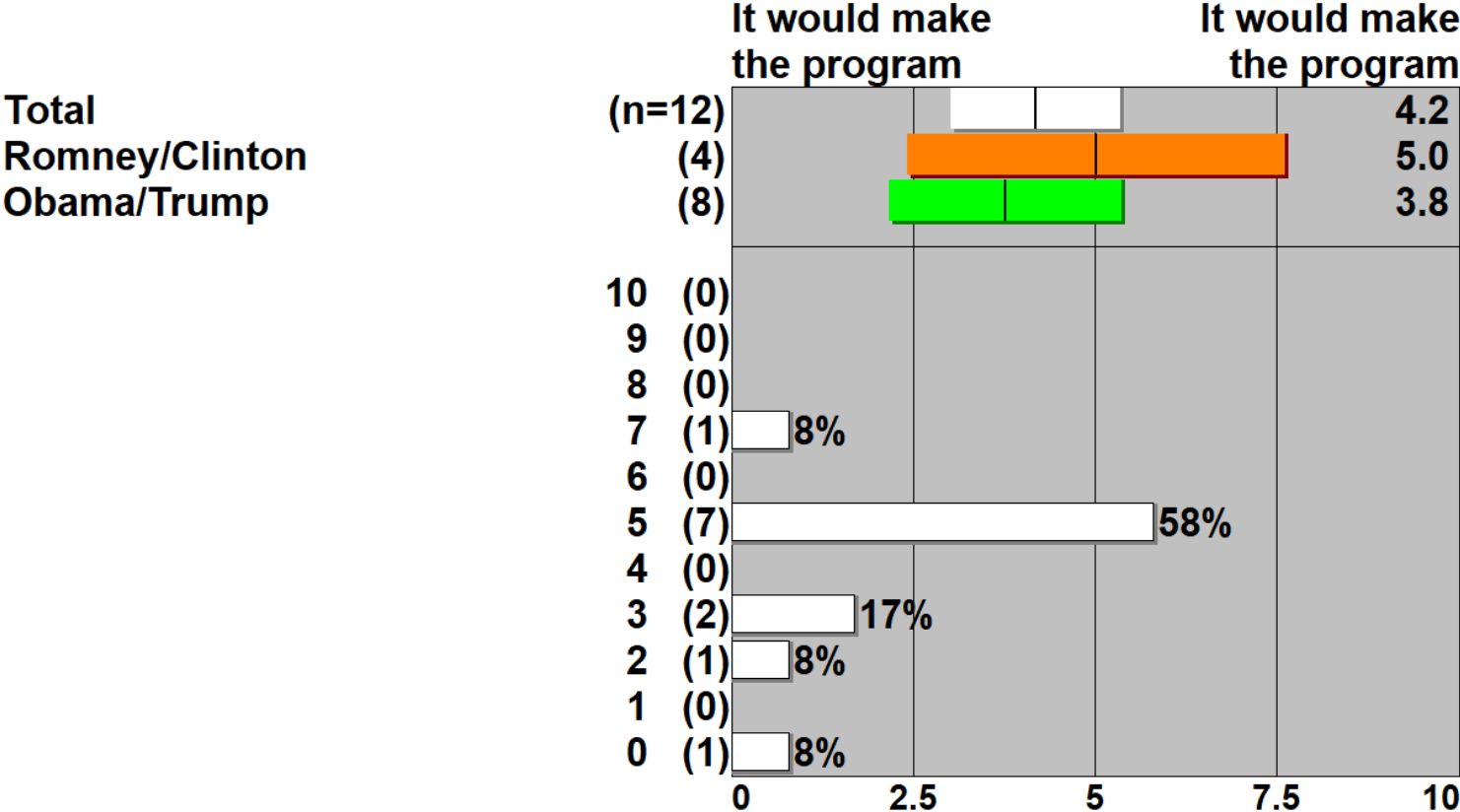
Members of which party are promoting "Medicare for all"?

M4A3 | Axios, March 2019

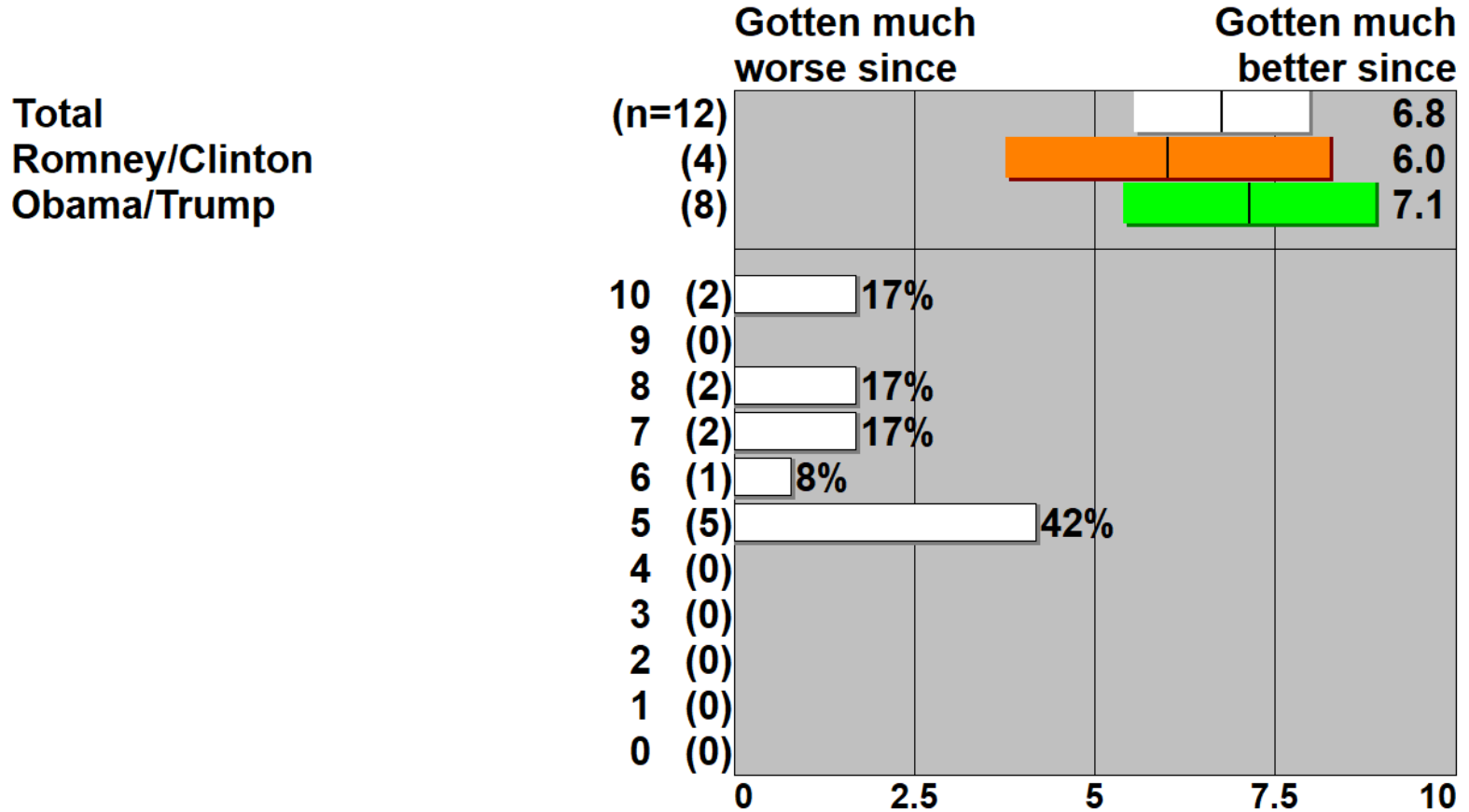
	Total	Romney/Clinton	Obama/Trump
Total	12	4	8
Republicans	0 0.0%	0 0.0%	0 0.0%
Democrats	5 41.7%	2 50.0%	3 37.5%
Not sure	7 58.3%	2 50.0%	5 62.5%

Sessions: None

On a scale from zero to 10, if "Medicare for all" became law, how would the changes affect seniors who are currently on Medicare?

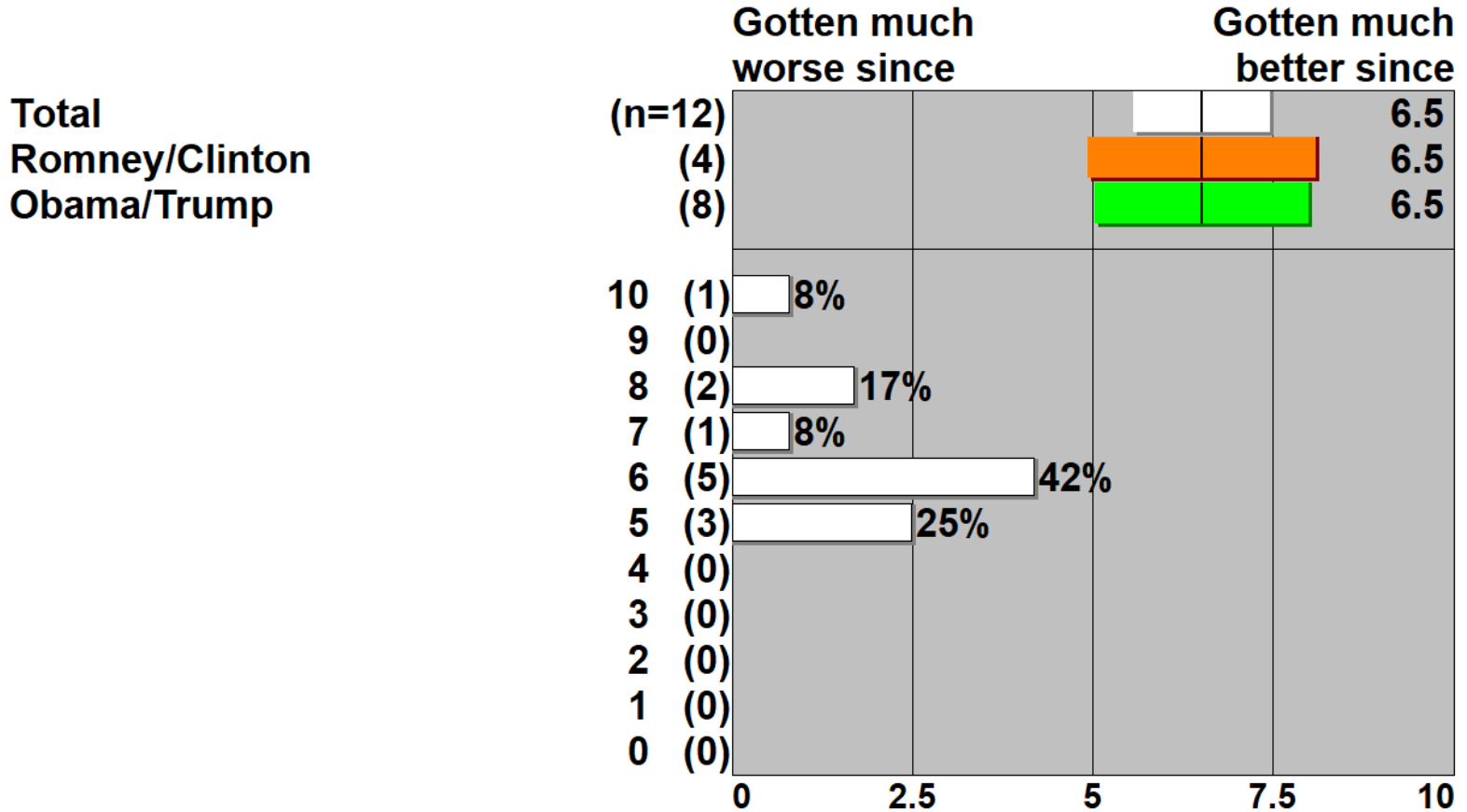


For you and your family, on a scale from zero to 10, has the economy...



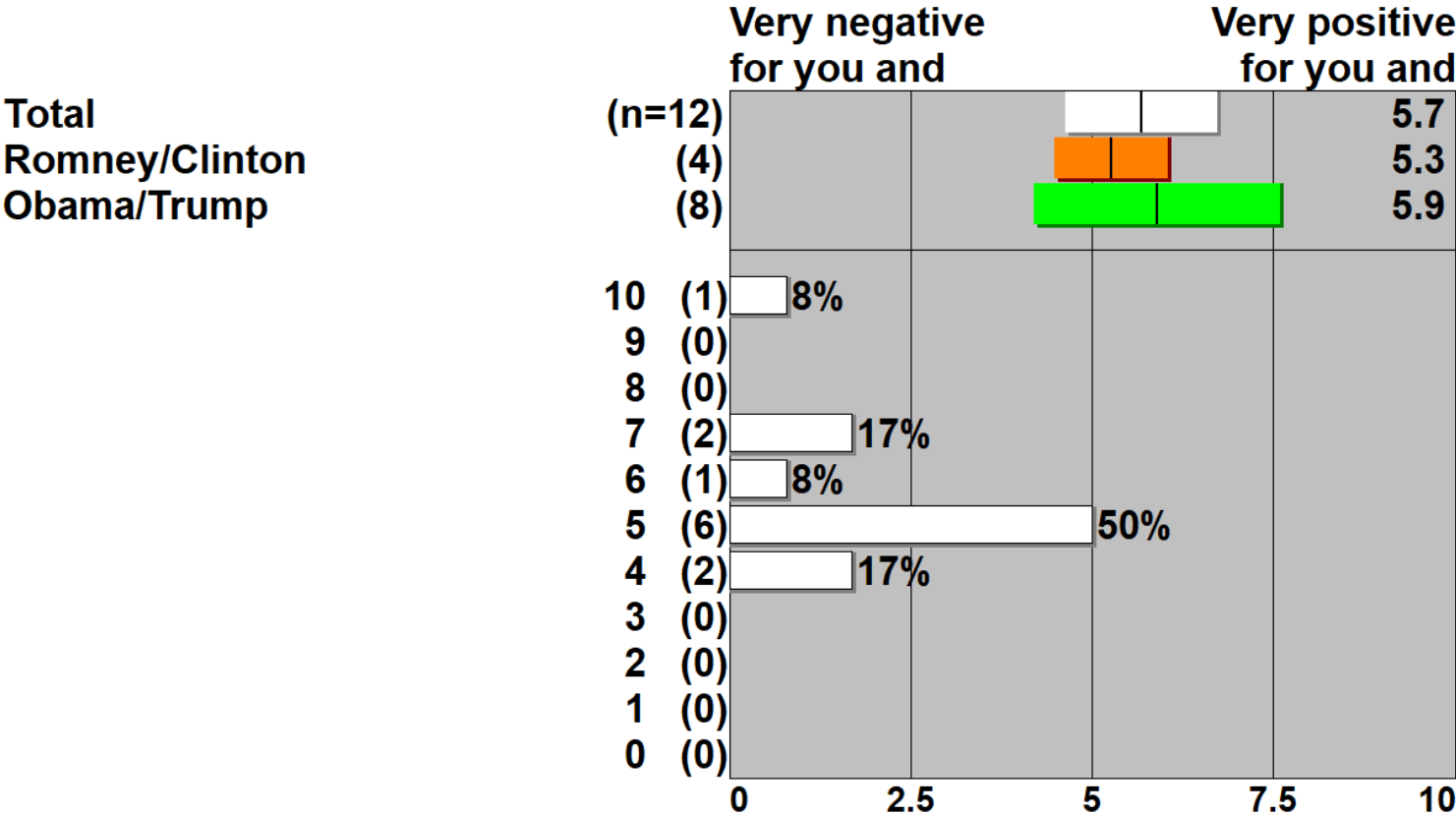
Sessions: None

For America overall, on a scale from zero to 10, has the economy...



Sessions: None

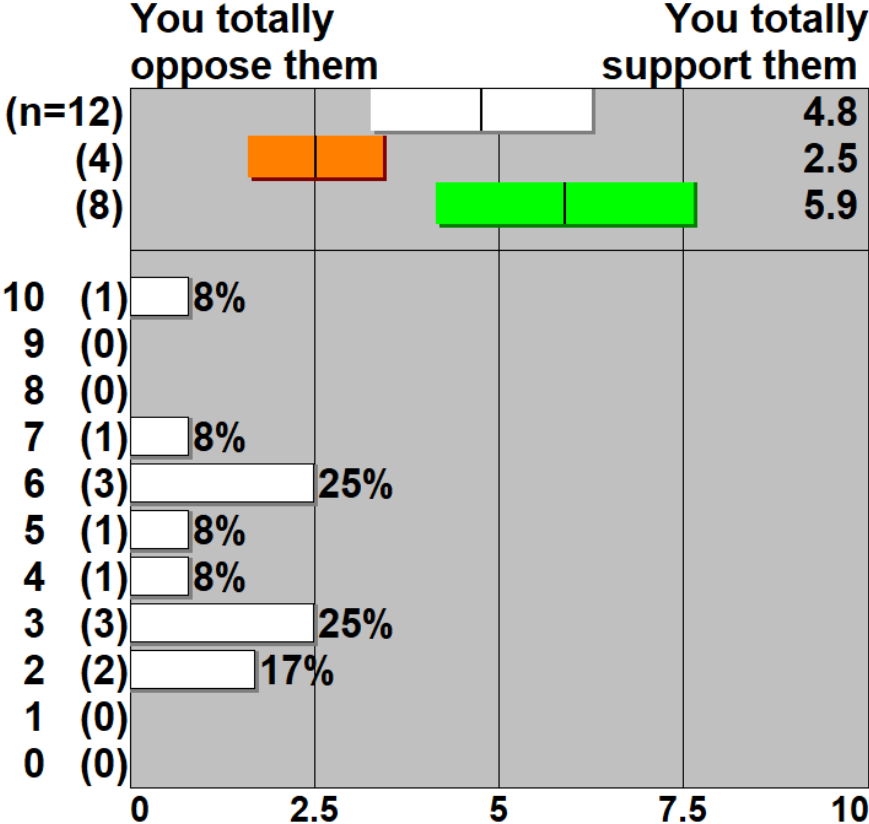
On a scale from zero to 10, would you say that the Federal tax cuts signed into law in December 2017 have been...



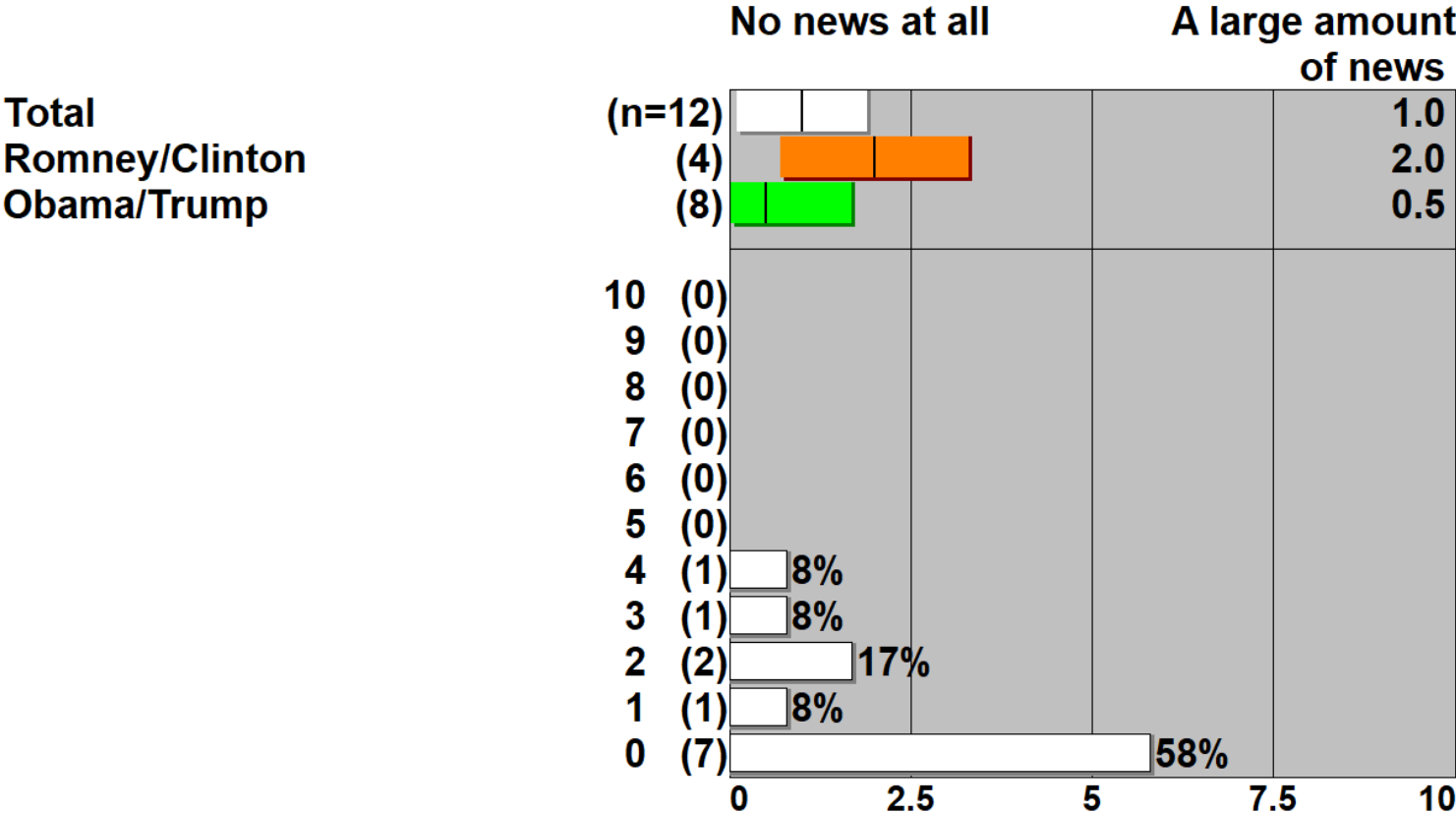
Sessions: None

Overall, what are your feelings about President Trump's trade policies, on a scale from zero to 10?

Total
Romney/Clinton
Obama/Trump

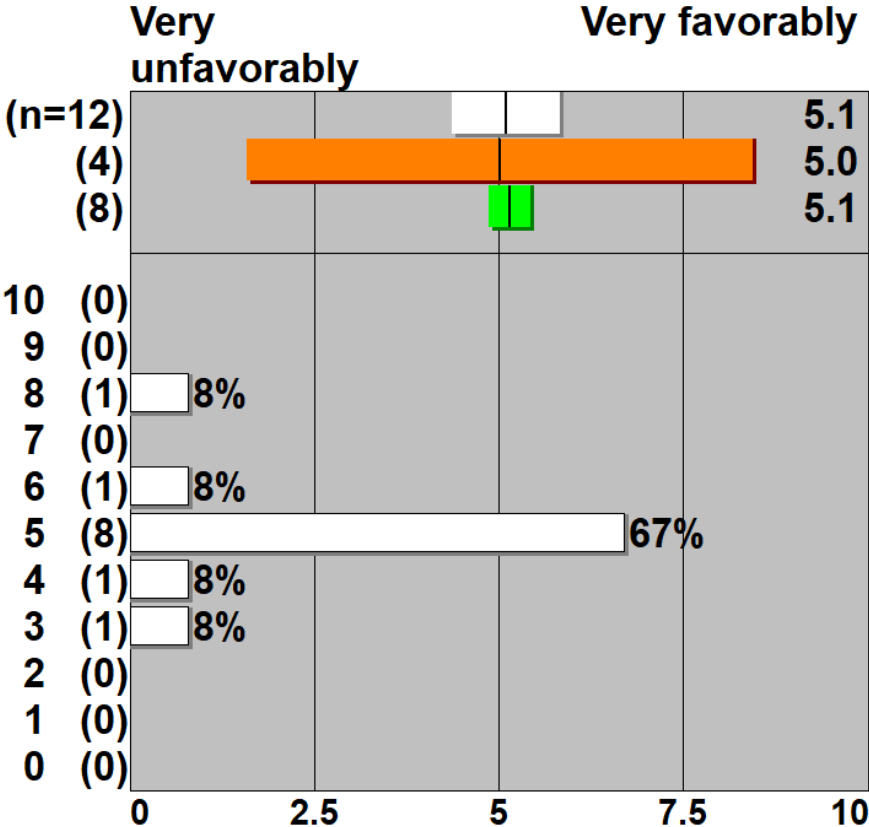


On a scale from zero to 10, how much news have you heard over the past several months about a concept called the "Green New Deal"?



On a scale from zero to 10, how favorably or unfavorably do you view the concept of a "Green New Deal"?

Total
Romney/Clinton
Obama/Trump



Members of which party are promoting "Green New Deal"?

GND3 | Axios, March 2019

	Total	Romney/Clinton	Obama/Trump
Total	12	4	8
Republicans	0 0.0%	0 0.0%	0 0.0%
Democrats	4 33.3%	3 75.0%	1 12.5%
Not sure	8 66.7%	1 25.0%	7 87.5%

Sessions: None

The original "New Deal" is associated with which U.S. President?

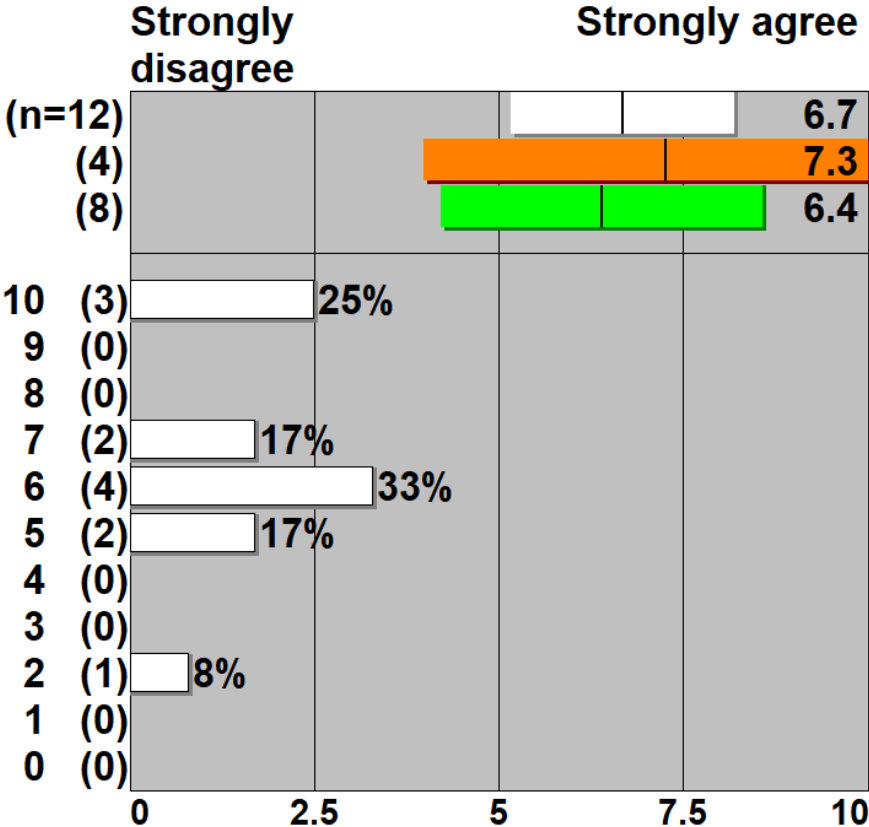
GND4 | Axios, March 2019

	Total	Romney/Clinton	Obama/Trump
Total	12	4	8
Abraham Lincoln	0 0.0%	0 0.0%	0 0.0%
Woodrow Wilson	0 0.0%	0 0.0%	0 0.0%
John F. Kennedy	0 0.0%	0 0.0%	0 0.0%
Franklin Roosevelt	6 50.0%	3 75.0%	3 37.5%
Not sure	6 50.0%	1 25.0%	5 62.5%

Sessions: None

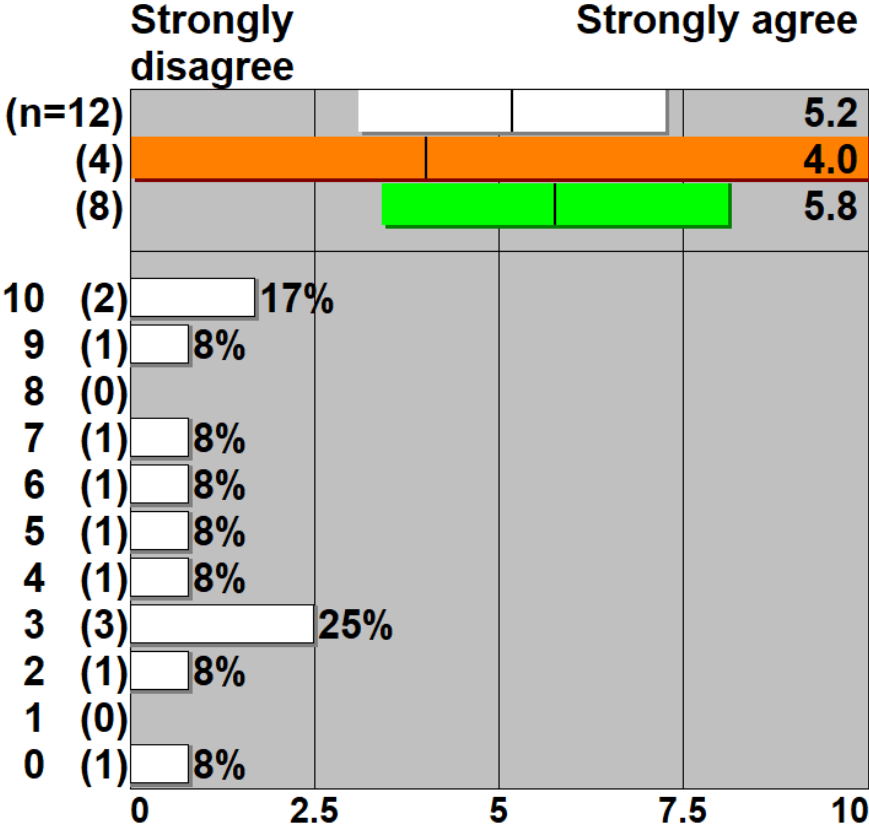
"Compared to when you were much younger, the weather in recent years seems weird."

Total
Romney/Clinton
Obama/Trump

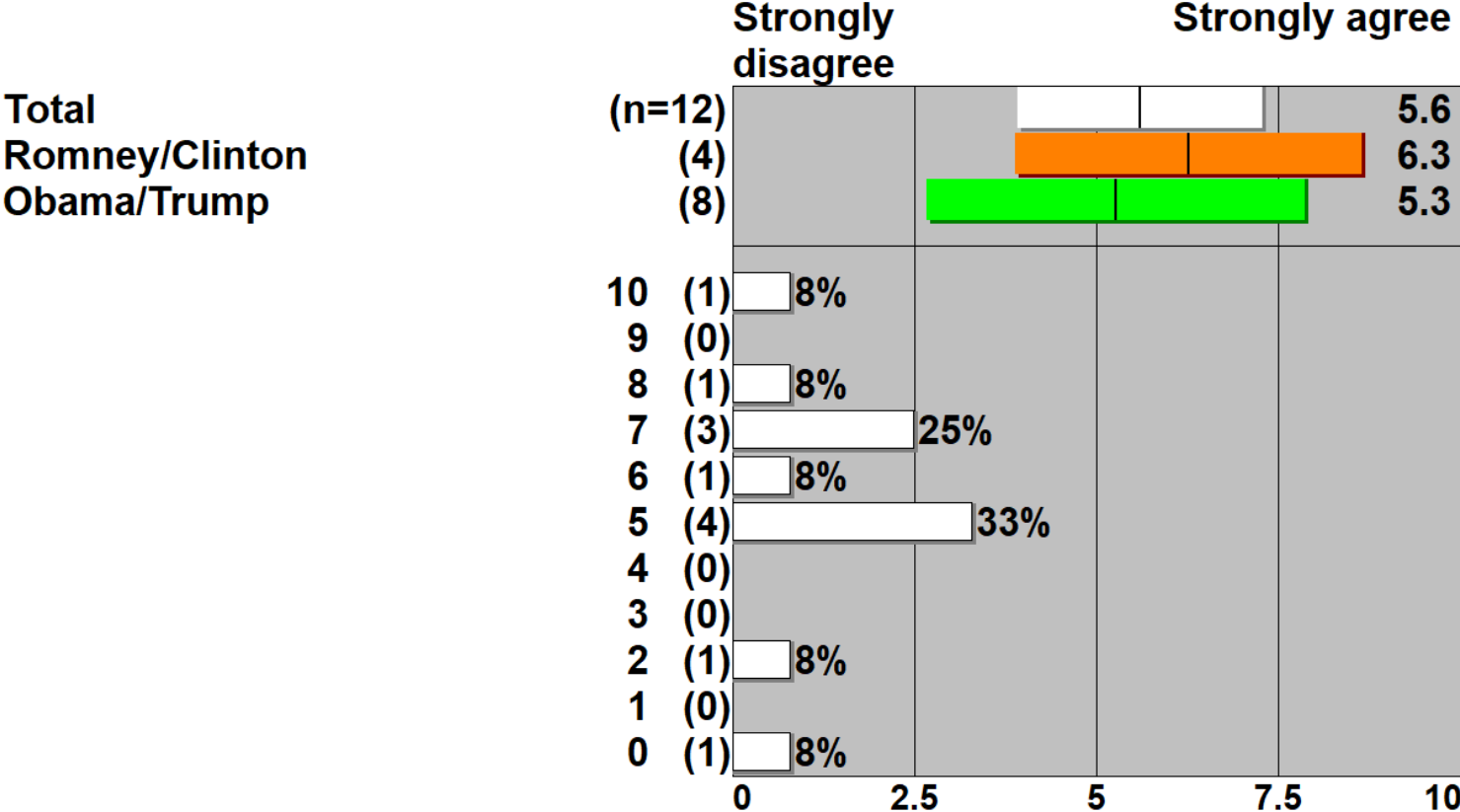


"Compared to when you were much younger, certain months seem warmer now."

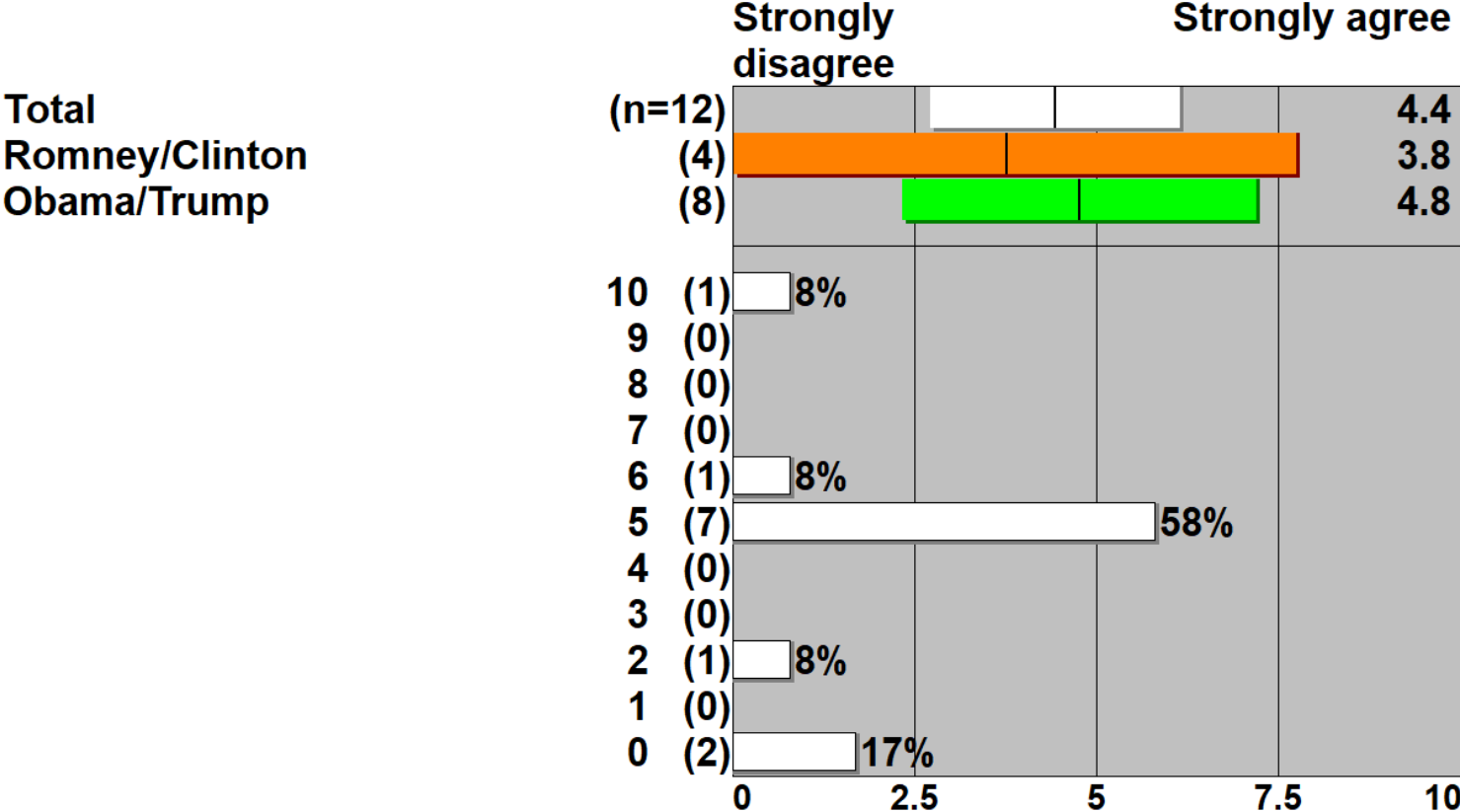
Total
Romney/Clinton
Obama/Trump



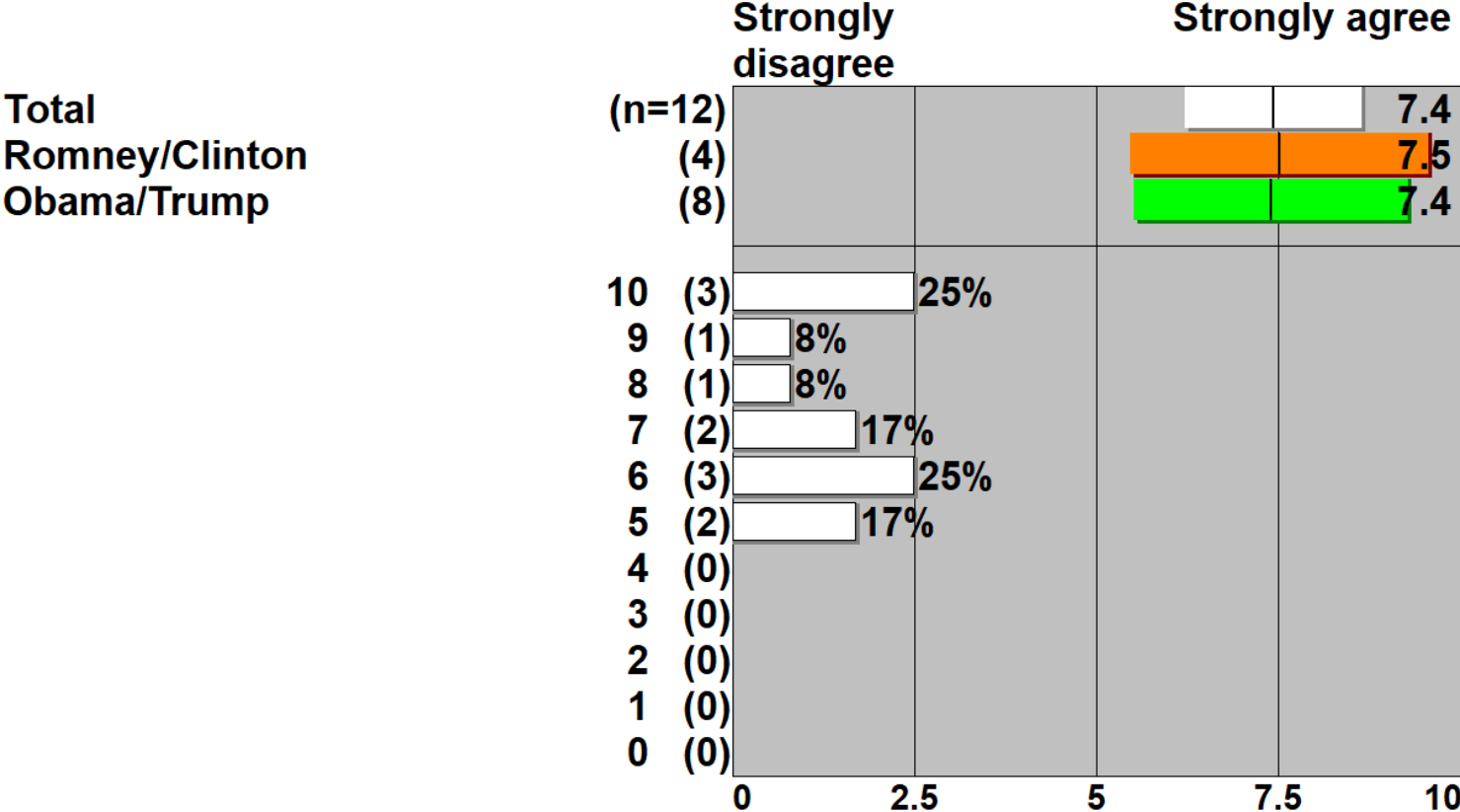
"President Trump should ensure the U.S. is better prepared for more-frequent extreme weather events."



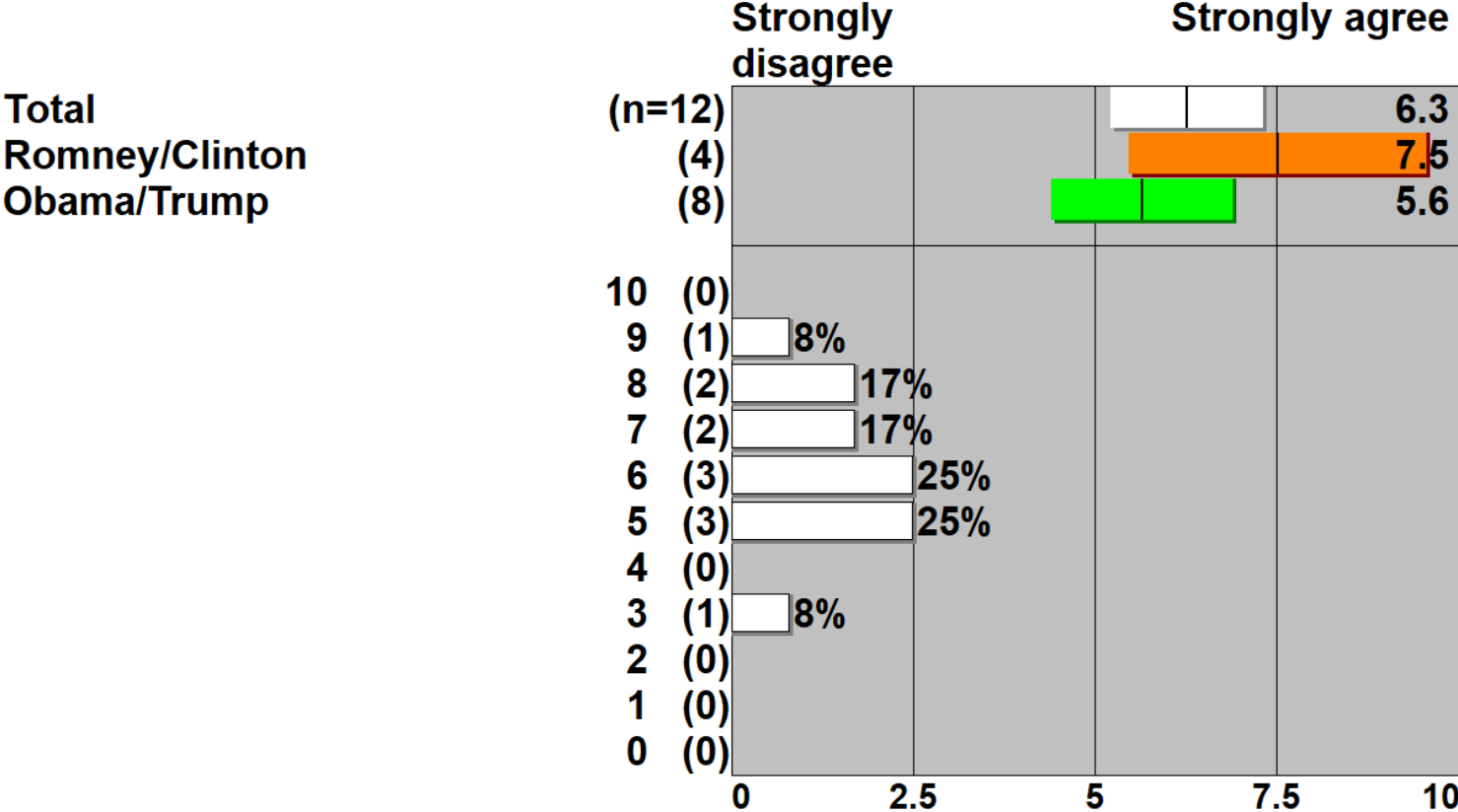
"The Trump Administration is correct to roll back climate change regulations implemented under the Obama Administration."



"President Trump should call for ramping-up private-sector innovation in American clean energy to help reduce carbon emissions."



"President Trump should be taking the problem of climate change more seriously."



Suppose a proposal was on the ballot next year to add a monthly fee to consumers' monthly electricity bill to combat climate change. If this proposal passes, it would cost your household \$10 every month. Would you vote in favor of this monthly fee to combat climate change, or would you vote against this monthly fee?

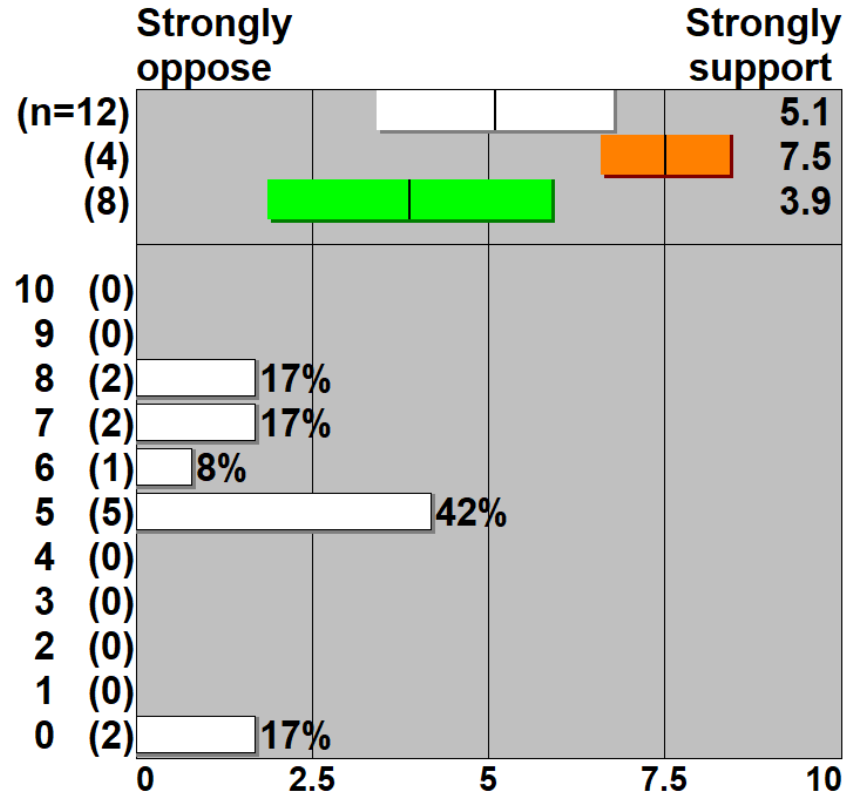
Q0DOLRS | Axios, March 2019

	Total	Romney/Clinton	Obama/Trump
Total	12	4	8
Vote for it	7 58.3%	2 50.0%	5 62.5%
Vote against it	5 41.7%	2 50.0%	3 37.5%

Sessions: None

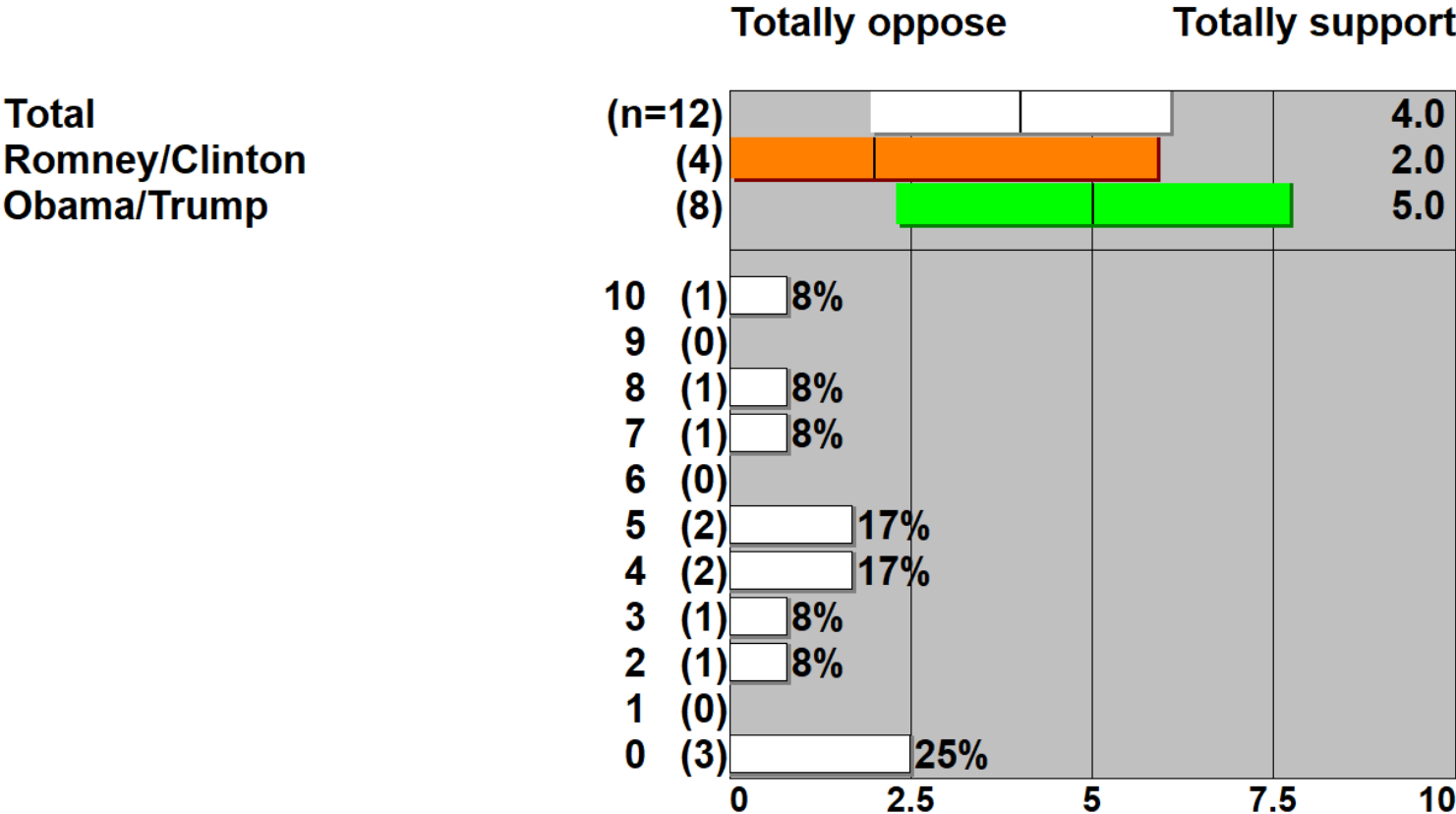
On a scale from zero to 10, how strongly do you support or oppose a policy to reduce greenhouse gases by taxing carbon-based fuels such as coal, oil, and natural gas?

Total
Romney/Clinton
Obama/Trump

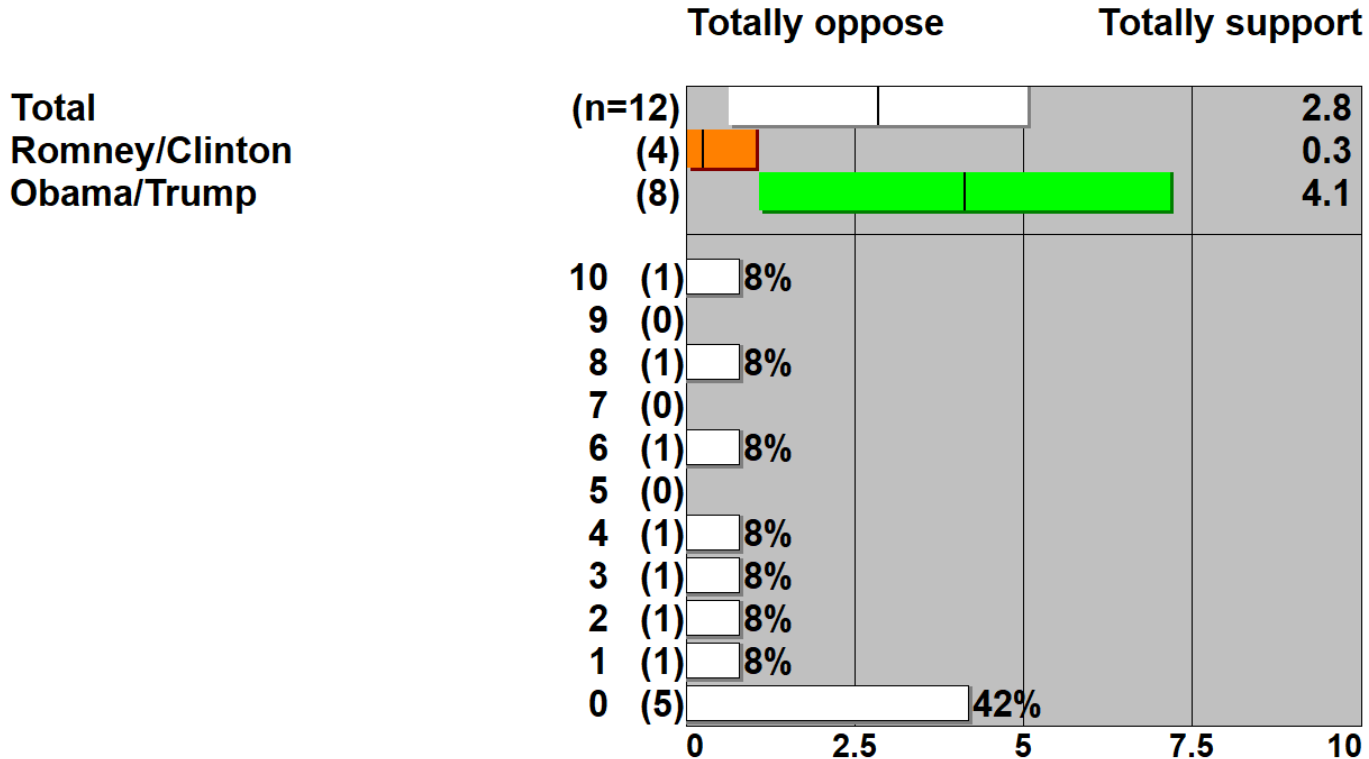


Sessions: None

On a scale from zero to 10, how strongly do you support or oppose building a wall on the southern border of the U.S.?



On a scale from zero to 10, how strongly do you support or oppose President Trump's national emergency declaration, which reallocates billions of dollars in previously-agreed defense expenditure and uses the money to build the wall instead?



Sessions: None

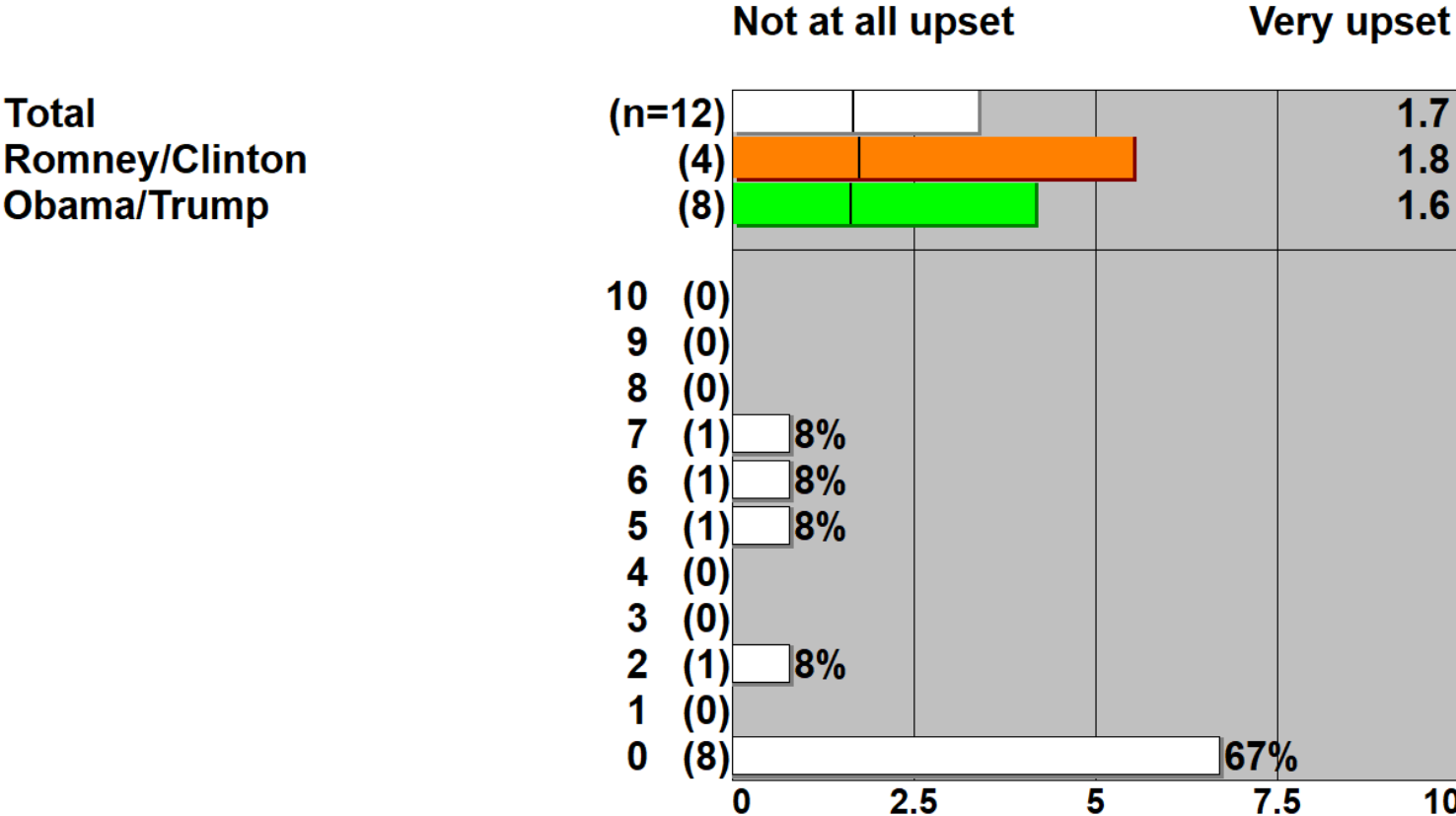
If the wall does not get built by the time of the 2020 election, who deserves most of the blame?

BLAMEWAL | Axios, March 2019

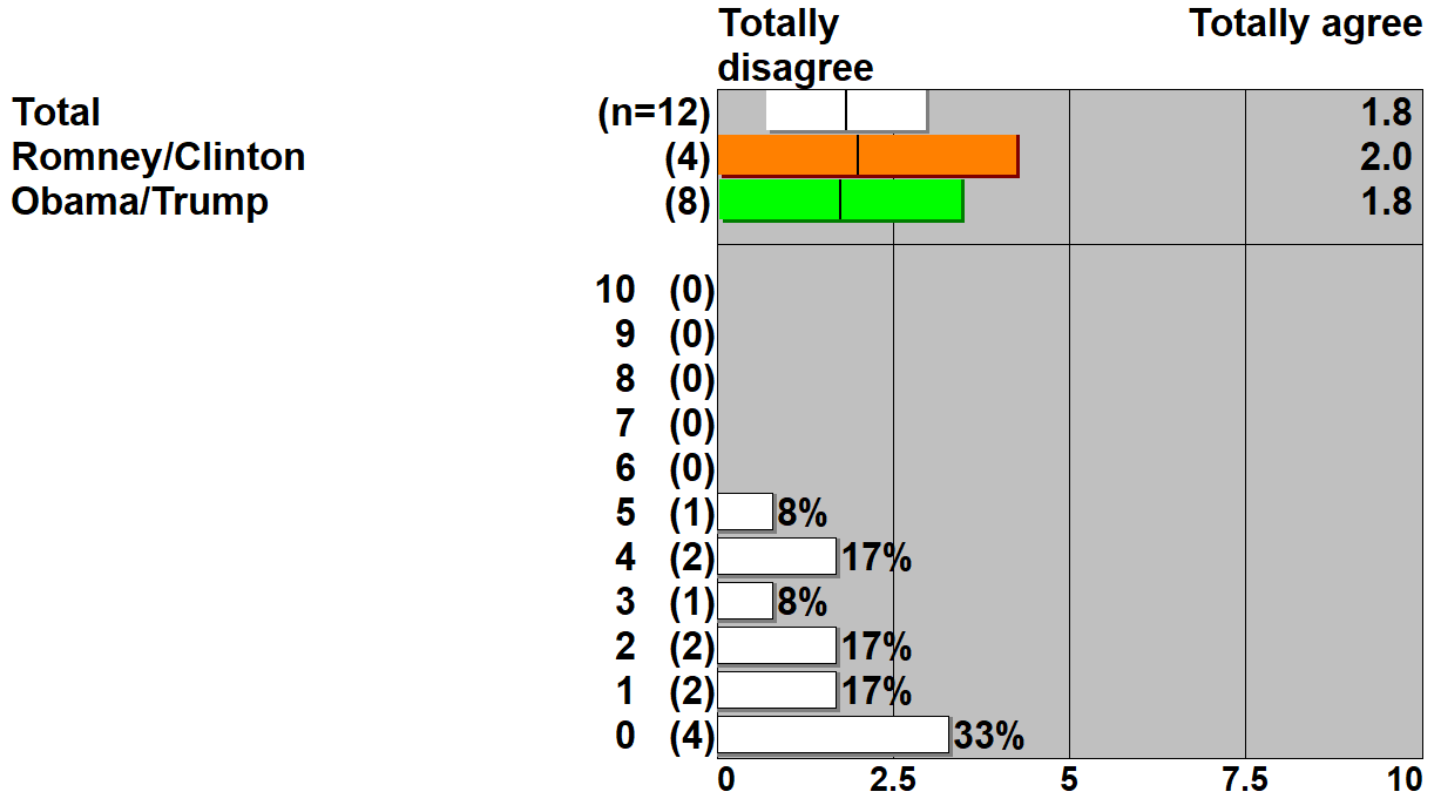
	Total	Romney/Clinton	Obama/Trump
Total	12	4	8
President Trump	4 33.3%	2 50.0%	2 25.0%
Republicans in Congress	1 8.3%	0 0.0%	1 12.5%
Democrats in Congress	7 58.3%	2 50.0%	5 62.5%

Sessions: None

On a scale from zero to 10, how upset will you be with President Trump if, after promising a wall for many years, he is unable to get one built?

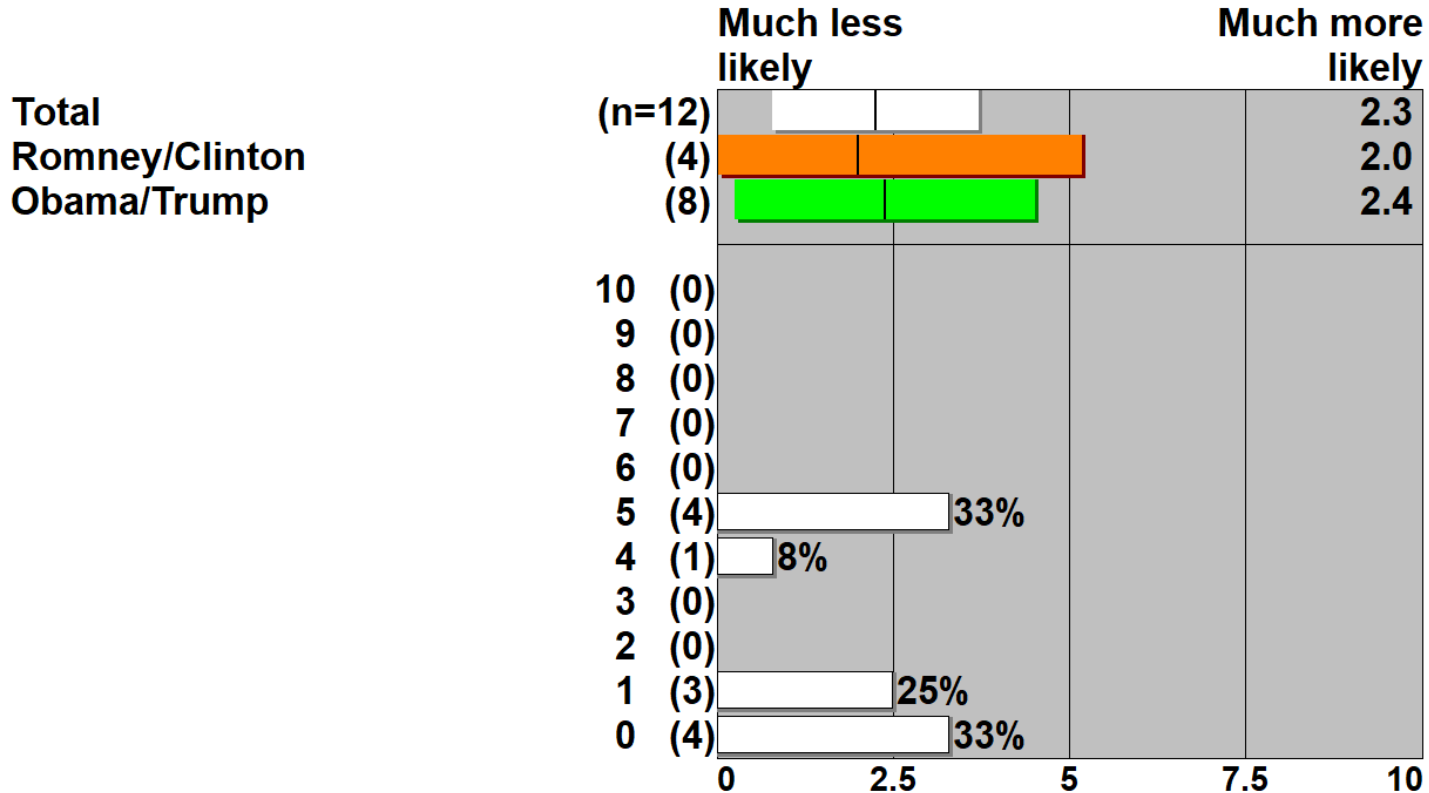


On a scale from zero to 10, how strongly do you agree or disagree with the idea that African-Americans should receive some form of reparations for slavery?



Sessions: None

On a scale from zero to 10, how much more or less likely would you be to vote for a Presidential candidate who supports some form of reparations for slavery?



Sessions: None