



Engagious

FPG Focus Pointe
Global

SWING VOTER PROJECT (SVP) REPORT FOR MARCH 2019



OVERVIEW OF RESEARCH:

Engagious conducted a focus group in Appleton, WI with 12 swing voters on March 11, 2019. Eight voted for President Obama in 2012 and then President Trump in 2016; four voted for Mitt Romney in 2012 and then Hillary Clinton in 2016. We explored questions and topics surrounding the President, his Democratic challengers, and 2020 issues more broadly.

1

SANDERS, BIDEN, AND WARREN ARE THE MOST RECOGNIZABLE DEMOCRATIC CANDIDATES FOR PRESIDENT; THE OTHER CONTENDERS HAVEN'T GAINED TRACTION...YET. IN FACT, AOC IS MORE RECOGNIZABLE TO SWING VOTERS THAN 12 OF THE 15 DEMOCRATIC CANDIDATES WE ASKED ABOUT.

We asked swing voters to score their confidence levels in identifying the announced and likely Democratic Presidential candidates, based solely upon photos. Using a scale from zero to 10 (with 10 being most confident), they said:

TOPIC	ROMNEY-CLINTON VOTERS	OBAMA-TRUMP VOTERS
Bernie Sanders	8.8	8.8
Alexandria Ocasio-Cortez	8.0	4.1
Joe Biden	7.8	6.8
Elizabeth Warren	6.5	6.8
Cory Booker	5.8	0.9
Amy Klobuchar	4.8	1.4
Kamala Harris	0.5	3.3
Tulsi Gabbard	1.8	1.5
Beto O'Rourke	0.5	2.1
Jay Inslee	0.3	1.4
Kirsten Gillibrand	0.8	0.8
John Hickenlooper	0.3	1.0
Terry McAuliffe	0.8	0.4
Pete Buttigieg	0.3	0.6
Julian Castro	0.5	0.4
Howard Schultz	0.5	0.3
John Delaney	0.3	0.0



BERNIE SANDERS:

Among swing voters, they generally know he is a U.S. Senator who ran for President in 2016, and he wants free college for young people. They also know he has been tagged with the “socialist” label.



JOE BIDEN:

Swing voters have seen him on the news, but many don't know enough about him and his values to make a fair judgment.



ELIZABETH WARREN:

Swing voters have heard she's not an “Indian” (because of President Trump). Some knew she is a U.S. Senator, but most didn't know which state she was from, what she did before serving in that office, and what issue she was best known for.



KAMALA HARRIS:

More than half had never heard of her. Some knew she is a U.S. Senator and some knew she is from California, but not much else.



BETO O'ROURKE:

Most swing voters say they have never seen him. After hearing his name, some said he sounded familiar, but no one recognized his photo. Only one swing voter was able to indicate O'Rourke is from Texas.

Notably, Alexandria Ocasio-Cortez (“AOC”) is more recognizable than 12 of the 15 candidates, on average:

TOPIC	ROMNEY-CLINTON VOTERS	OBAMA-TRUMP VOTERS
AOC	8.0	4.1

2

SWING VOTERS HAVE HEARD LITTLE ABOUT THE DEMOCRATS' PLATFORM, INCLUDING "MEDICARE FOR ALL" AND THE "GREEN NEW DEAL," NOR IS IT WIDELY KNOWN THAT DEMOCRATS ARE THE PARTY OFFERING THESE PROPOSALS. BASED ON WHAT RESPONDENTS KNOW, THEY DON'T VIEW THESE IDEAS VERY FAVORABLY. IN PARTICULAR, SOME SWING VOTERS BELIEVE "MEDICARE FOR ALL" WOULD RESULT IN CHANGES THAT WOULD HURT SENIORS CURRENTLY ON MEDICARE.

On a scale from zero to 10, how much news have you heard over the past several months about a concept called...? Zero means no news at all, and 10 means a large amount of news.

TOPIC	ROMNEY-CLINTON VOTERS	OBAMA-TRUMP VOTERS
"Medicare for All"	2.8	2.1
"Green New Deal"	2.0	0.5

No one was able to provide a decent explanation about what the "Green New Deal" is although they could reasonably assume it was related to environmental policy. One swing voter said the original "New Deal" was about putting investment into infrastructure to build up our country so the "Green New Deal" sounded like it would be a similar program, but from an environmental perspective. AOC is the only politician anyone in the group has heard speak about this proposal.

We also asked:

On a scale from zero to 10, how favorably or unfavorably do you view the concept of...? Zero means very unfavorably, and 10 means very favorably.

TOPIC	ROMNEY-CLINTON VOTERS	OBAMA-TRUMP VOTERS
"Medicare for All"	5.8	4.6
"Green New Deal"	5.0	5.1

Most respondents, being unfamiliar with these proposals, scored them at 5 (neutral) on a zero to 10 scale.

Only five of 12 knew that Democrats are promoting Medicare for All, and just four of 12 knew Democrats are promoting the Green New Deal. And indicative of a general lack of resonance for the name “Green New Deal,” only half of the respondents knew that the New Deal occurred under FDR:

Members of which party are promoting “Medicare for All”?

TOPIC	ROMNEY-CLINTON VOTERS	OBAMA-TRUMP VOTERS
1 = Republicans	0	0
2 = Democrats	2	3
3 = Not sure	2	5

Members of which party are promoting the “Green New Deal”?

TOPIC	ROMNEY-CLINTON VOTERS	OBAMA-TRUMP VOTERS
1 = Republicans	0	0
2 = Democrats	3	1
3 = Not sure	1	7

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

TOPIC	ROMNEY-CLINTON VOTERS	OBAMA-TRUMP VOTERS
1 = Abraham Lincoln	0	0
2 = Woodrow Wilson	0	0



TOPIC	ROMNEY-CLINTON VOTERS	OBAMA-TRUMP VOTERS
3 = John F. Kennedy	0	0
4 = Franklin Roosevelt	3	3
5 = Not sure	1	5

The challenges Democrats will face selling Medicare for All were clear from their response to this question about today's seniors:

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

TOPIC	ROMNEY-CLINTON VOTERS	OBAMA-TRUMP VOTERS
0 = It would make the program much worse	5.0	3.8
to		
10 = It would make the program much better		

Swing voters were concerned that providing Medicare for everyone would take away from people who really need it, like seniors, whose costs would increase when they cannot afford to pay more.

“A lot of 65 and older are living off Social Security. So what they’re going to be paying for Medicare Part B is going to go up if everyone is able to get it.” – Female, Obama–Trump voter

“It’s going to take it away from people that really need it, and give people that don’t need it another avenue...a way to cash in and take advantage of the system for those who need the system.” – Male, Obama–Trump voter

Some respondents pointed to the Canadian healthcare system that covers everyone and its negative impacts on seniors as a reason to be wary, with one swing voter explaining:

“My parents are snowbirds in Florida and they have all these Canadian neighbors...People have nothing good to say about the Canadian healthcare system...I do worry about older people who are on more fixed incomes.” – Female, Romney–Clinton voter



3

DC’S OBSESSIONS BARELY REGISTER FOR SWING VOTERS OUTSIDE THE BELTWAY. SWING VOTERS ARE NOT PAYING CLOSE ATTENTION TO THE MUELLER INVESTIGATION (WHICH THEY GENERALLY DON’T VIEW AS A “WITCH HUNT”), AND THEY DIDN’T PAY MUCH ATTENTION TO MICHAEL COHEN’S TESTIMONY TWO WEEKS AGO.

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?

TOPIC	ROMNEY-CLINTON VOTERS	OBAMA-TRUMP VOTERS
0 = Not paying any attention to 10 = Paying very close attention	4.3	3.4

Swing voters told us they are “changing the channel” with regard to the Mueller investigation. Their general attitude is if something improper happened, then let’s deal with it. Otherwise, it’s time to move on to more important things:

President Trump’s former attorney Michael Cohen testified public 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?



TOPIC	ROMNEY-CLINTON VOTERS	OBAMA-TRUMP VOTERS
0 = Not paid any attention to 10 = Paid very close attention	4.3	3.3

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

TOPIC	ROMNEY-CLINTON VOTERS	OBAMA-TRUMP VOTERS
0 = Totally disagree to 10 = Totally agree	1.8	5.0

4

SWING VOTERS ARE INCREASINGLY TROUBLED BY DISHONESTY AND DIVISIVENESS THEY ATTRIBUTE TO TRUMP; THEY WANT THE DEMOCRATIC CANDIDATE FOR PRESIDENT TO FOCUS ON UNITY AND TRUTH DURING THE UPCOMING PRESIDENTIAL CAMPAIGN.

During the session, we asked swing voters to provide a contrasting slogan to President Trump’s “Make America Great Again” that a Democrat running for President could run on in 2020. We asked them to fill in the blank: “Make America _____ Again.”

Swing voters offered the following list (with the number of similar responses noted in parentheses):

- » United/harmonious (4)
- » Truthful/honest (2)
- » Proud (2)
- » Positive
- » Thrive
- » Faithful
- » A leader

5

WITH VIRTUALLY NO EXCITEMENT FOR THE DEMOCRATIC CANDIDATES IN OR ABOUT TO ENTER THE PRESIDENTIAL RACE, SWING VOTERS' MOST PREFERRED DEMOCRATIC CANDIDATE IS MICHELLE OBAMA.

None of the current crop of candidates excited respondents at all. Yet five swing voters told us they would be “excited” if Michelle Obama were to run for President in 2020. They described her as someone who is honest, moral, shares their values, dynamic, optimistic, and has already been vetted (no secrets would be uncovered).

One swing voter commented:

“I read her book. I just really like her values. I voted for [her husband] and I think that obviously him and his wife have some of the same things they would be interested in.” – Female, Romney-Clinton voter

6

PRESIDENT TRUMP IS LUCKY THAT PRESIDENT OBAMA CANNOT RUN AGAINST HIM IN 2020 FOR A THIRD TERM; HALF OF THE OBAMA-TRUMP VOTERS WOULD FLIP BACK TO PRESIDENT OBAMA, GIVEN THE OPTION. BUT MOST TRUMP VOTERS WOULD STICK WITH TRUMP IN A HYPOTHETICAL REMATCH WITH HILLARY CLINTON

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?

TOPIC	ROMNEY-CLINTON VOTERS	OBAMA-TRUMP VOTERS
1 = President Obama	4	4
2 = President Trump	0	4



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

TOPIC	ROMNEY-CLINTON VOTERS	OBAMA-TRUMP VOTERS
1 = President Obama	0	7
2 = President Trump	4	1

7

SWING VOTERS SELECTED THEIR CANDIDATE FOR PRESIDENT IN 2016 BASED SLIGHTLY MORE ON WHO THEY OPPOSED RATHER THAN WHO THEY WERE FOR.

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? Zero means it was entirely a vote against the person they opposed, and 10 means it was entirely a vote in support of the person they voted for.

TOPIC	ROMNEY-CLINTON VOTERS	OBAMA-TRUMP VOTERS
0 = It was entirely a vote against the person I opposed to 10 = It was entirely a vote in support of the person I voted for	4.5	4.5



During the discussion, we asked swing voters what caused them to make the switch from Romney to Clinton or from Obama to Trump between 2012 and 2016. We heard a variety of responses. For some, a different set of issues rose in importance for them between elections. For example, one Obama-Trump voter told us that he has traditionally seen himself as a pro-labor, middle class Democrat. However, he heard negative stories about Hillary Clinton and began to wonder whether she could be trusted. And his being pro-life caused him to turn against her as well, even though that did not stop him from supporting Obama.

Other swing voters told us that they made the switch because they were looking to support a “change” candidate, or they found the character attributes of the other candidate so unappealing, they could not support him or her, whether that involved questions of Hillary Clinton’s trustworthiness or the manner in which Donald Trump treats people. They tend to base their voting decision on the individual and his/her character traits, rather than focusing on a political party.

8

MUCH OF PRESIDENT TRUMP’S SUPPORT IS ROOTED IN ECONOMIC GAINS. BOTH GROUPS OF SWING VOTERS SAY THE ECONOMY HAS IMPROVED FOR THEM, THEIR FAMILIES, AND AMERICA SINCE DONALD TRUMP BECAME PRESIDENT. IF THE ECONOMY WERE TO TANK, SO WOULD HIS CHANCES FOR RE-ELECTION.

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

TOPIC	ROMNEY-CLINTON VOTERS	OBAMA-TRUMP VOTERS
0 = Gotten much worse since Donald Trump became President	6.0	7.1
to		
10 = Gotten much better since Donald Trump became President		

Then, we asked:

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



TOPIC	ROMNEY-CLINTON VOTERS	OBAMA-TRUMP VOTERS
0 = Gotten much worse since Donald Trump became President	6.5	6.5
to		
10 = Gotten much better since Donald Trump became President		

Swing voters cited low unemployment, low gas prices, and personal experience with their employer doing well. Half would describe the economy as “booming” and several credit President Trump for that. However, if the economy were to go in the other direction, respondents said he would take the blame. For many in the group, President Trump’s political fortunes rise and fall with the state of the economy.

9

SWING VOTERS ARE NOT CONVINCED THAT THE FEDERAL TAX CUTS THAT PRESIDENT TRUMP SIGNED INTO LAW IN DECEMBER 2017 HAVE BEEN A SIGNIFICANT BOON TO THEM AND THEIR FAMILIES

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

TOPIC	ROMNEY-CLINTON VOTERS	OBAMA-TRUMP VOTERS
0 = Very negative for you and your family	5.3	5.9
to		
10 = Very positive for you and your family		

10

NOTABLY, SWING VOTERS WERE NOT VERY SUPPORTIVE OF PRESIDENT TRUMP'S TRADE POLICIES

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

TOPIC	ROMNEY-CLINTON VOTERS	OBAMA-TRUMP VOTERS
0 = You totally oppose them to 10 = You totally support them	2.5	5.9

Only one Obama-Trump voter strongly supports President Trump's trade policies, citing the President's opposition to NAFTA and his desire to bring back jobs from overseas and across the border. In his industry (restaurants), he can see the immediate effects.

Among Romney-Clinton voters, we heard that they dislike how President Trump is going about pursuing his trade policies. They believe he is unwilling to compromise, they dislike his rhetoric and negotiating style, and some believe he has created a negative situation for farmers.

11

SWING VOTERS ARE SPLIT ON WHETHER THEY BELIEVE CONGRESSIONAL DEMOCRATS WILL FILE ARTICLES OF IMPEACHMENT AGAINST PRESIDENT TRUMP. OBAMA-TRUMP VOTERS BELIEVE IMPEACHING PRESIDENT TRUMP MAY SOUND GOOD TO DEMOCRATIC POLITICIANS, BUT IT WOULD NOT BE A WISE MOVE FOR THE DEMOCRATS IF THEY WANT TO WIN THE WHITE HOUSE IN 2020.

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



TOPIC	ROMNEY-CLINTON VOTERS	OBAMA-TRUMP VOTERS
1 = Yes	3	4
2 = No	1	4

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

TOPIC	ROMNEY-CLINTON VOTERS	OBAMA-TRUMP VOTERS
0 = Strongly oppose to 10 = Strongly support	6.5	1.6

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?

TOPIC	ROMNEY-CLINTON VOTERS	OBAMA-TRUMP VOTERS
1 = Yes	2	2
2 = No	2	6

Swing voters described the negative consequences for Democrats if they were to impeach President Trump:

- » It would show voters that our elected leaders don't trust them
- » It's too long of a process, and it would just drag on, wasting time and money
- » It would animate Trump supporters
- » Removing Trump from office (if that were to happen) would lead to Democrats facing a stronger opponent in 2020 (Vice President Pence, who is "less objectionable")



Even some who would like to see it happen did not think it would be a wise political step for Democrats to take, with one remarking:

“I personally would like to see [impeachment] happen, but I don’t think it’s a good political move [for the Democrats]. I think it would fuel the right-wing.” – Female, Romney–Clinton voter

12

SWING VOTERS BELIEVE THE WEATHER IN RECENT YEARS SEEMS “WEIRD”

On a scale from zero to 10: How strongly do you agree or disagree with this statement: “Compared to when you were much younger, the weather in recent years seems weird.”

TOPIC	ROMNEY-CLINTON VOTERS	OBAMA-TRUMP VOTERS
0 = Strongly disagree to 10 = Strongly agree	7.3	6.4

Respondents did not attribute it to warming, though:

On a scale from zero to 10: How strongly do you agree or disagree with this statement: “Compared to when you were much younger, certain months seem warmer now.”

TOPIC	ROMNEY-CLINTON VOTERS	OBAMA-TRUMP VOTERS
0 = Strongly disagree to 10 = Strongly agree	4.0	5.8

For evidence of weirdness respondents said there is a lot more volatility in our weather, with extreme highs and lows. One respondent cited the 24 inches of snow they got in mid-April last year, which was highly unusual. Another mentioned the complete lack of snow a year ago in Wisconsin.

“You have the hurricanes, you have the fires...I mean everything right now is just crazy.” – Female, Obama-Trump voter

13

PRESIDENT TRUMP SHOULD BE TAKING THE PROBLEM OF CLIMATE CHANGE MORE SERIOUSLY; IN FACT, A SLIGHT MAJORITY WOULD BE WILLING TO SUPPORT A PROPOSAL THAT WOULD ADD A \$10 MONTHLY FEE TO CONSUMERS’ MONTHLY ELECTRICITY BILL TO COMBAT CLIMATE CHANGE. YET SWING VOTERS WERE SPLIT OVER WHETHER THEY WOULD SUPPORT A POLICY TO REDUCE GREENHOUSE GASES BY TAXING CARBON-BASED FUELS SUCH AS COAL, OIL, AND NATURAL GAS. ROMNEY-CLINTON VOTERS SUPPORT IT; OBAMA-TRUMP VOTERS OPPOSE IT.

On a scale from zero to 10, how strongly do you agree or disagree with this statement: “President Trump should be taking the problem of climate change more seriously.”

TOPIC	ROMNEY-CLINTON VOTERS	OBAMA-TRUMP VOTERS
0 = Strongly disagree to 10 = Strongly agree	7.5	5.6

Some were troubled that President Trump doesn’t believe climate change is real, including some of his voters, and they think that trying to discredit climate change because we have cold weather is “silly.” They believe he should take climate change more seriously because of their concern for their children and the environment.

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?

TOPIC	ROMNEY-CLINTON VOTERS	OBAMA-TRUMP VOTERS
1 = Vote for it	2	5
2 = Vote against it	2	3

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?

TOPIC	ROMNEY-CLINTON VOTERS	OBAMA-TRUMP VOTERS
0 = Strongly oppose to 10 = Strongly support	7.5	3.9

Among Romney-Clinton voters, we heard that a tax on carbon-based fuels could be turned into a good thing, such as a research fund that could benefit our country. Obama-Trump voters were more hesitant to support the idea, saying we didn't know how much the tax would be, and it could be a lot.

14

SWING VOTERS STRONGLY FAVOR HAVING PRESIDENT TRUMP CALL FOR RAMPING-UP PRIVATE-SECTOR INNOVATION IN AMERICAN CLEAN ENERGY TO HELP REDUCE CARBON EMISSIONS. THEY MODESTLY SUPPORTIVE OF THE IDEA THAT PRESIDENT TRUMP SHOULD BE DOING MORE TO PREPARE FOR MORE-FREQUENT EXTREME WEATHER EVENTS. AND THEY WERE SOMEWHAT OPPOSED TO THE TRUMP ADMINISTRATION'S EFFORTS TO ROLL BACK CLIMATE CHANGE REGULATIONS IMPLEMENTED UNDER THE OBAMA ADMINISTRATION

On a scale from zero to 10, how strongly do you agree or disagree with this statement: "President Trump should call for ramping-up private-sector innovation in American clean energy to help reduce carbon emissions."

TOPIC	ROMNEY-CLINTON VOTERS	OBAMA-TRUMP VOTERS
0 = Strongly disagree to 10 = Strongly agree	7.5	7.4

On a scale from zero to 10, how strongly do you agree or disagree with this statement: "President Trump should ensure the U.S. is better prepared for more-frequent extreme weather events."

TOPIC	ROMNEY-CLINTON VOTERS	OBAMA-TRUMP VOTERS
0 = Strongly disagree to 10 = Strongly agree	6.3	5.3



On a scale from zero to 10, how strongly do you agree or disagree with this statement: “The Trump Administration is correct to roll back climate change regulations implemented under the Obama Administration.”

TOPIC	ROMNEY-CLINTON VOTERS	OBAMA-TRUMP VOTERS
0 = Strongly disagree to 10 = Strongly agree	3.8	4.8

15

SWING VOTERS DO NOT STRONGLY SUPPORT BUILDING A WALL ON THE SOUTHERN BORDER OF THE U.S.—AND THEY WOULD NOT BE UPSET WITH PRESIDENT TRUMP IF HE WERE UNABLE TO GET ONE BUILT. IN THEIR VIEW, DEMOCRATS IN CONGRESS WOULD BE MOST TO BLAME. THERE IS VERY WEAK SUPPORT FOR PRESIDENT TRUMP’S NATIONAL EMERGENCY DECLARATION RELATING TO THE BORDER

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.?

TOPIC	ROMNEY-CLINTON VOTERS	OBAMA-TRUMP VOTERS
0 = Totally oppose to 10 = Totally support	2.0	5.0

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?



TOPIC	ROMNEY-CLINTON VOTERS	OBAMA-TRUMP VOTERS
0 = Not at all upset to 10 = Very upset	1.8	1.6

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

TOPIC	ROMNEY-CLINTON VOTERS	OBAMA-TRUMP VOTERS
1 = President Trump	2	2
2 = Republicans in Congress	0	1
3 = Democrats in Congress	2	5

If President Trump doesn't get the wall on the southern border of the U.S. built, he could say he tried, but the Democrats stood in the way, and seven of the eight respondents who voted for him would accept that. Only one indicated he would hold it against the President for not keeping that promise.

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 expenditures and uses the money to build the wall instead?

TOPIC	ROMNEY-CLINTON VOTERS	OBAMA-TRUMP VOTERS
0 = Totally oppose to 10 = Totally support	0.3	4.1

16

THERE IS NO APPETITE FOR REPARATIONS TO AFRICAN-AMERICANS FOR SLAVERY

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?

TOPIC	ROMNEY-CLINTON VOTERS	OBAMA-TRUMP VOTERS
0 = Totally oppose to 10 = Totally support	0.3	4.1

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?

TOPIC	ROMNEY-CLINTON VOTERS	OBAMA-TRUMP VOTERS
0 = Totally disagree to 10 = Totally agree	2.0	1.8

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?



TOPIC	ROMNEY-CLINTON VOTERS	OBAMA-TRUMP VOTERS
0 = Much less likely to 10 = Much more likely	2.0	2.4

Swing voters told us that today's people weren't affected by slavery, and they wondered how we would determine who gets what. One Romney-Clinton voter described it as a "weird" idea and wondered where it came from.

17

SWING VOTERS BELIEVE WISCONSIN IS MOVING IN THE RIGHT DIRECTION MORE THAN THE COUNTRY AS A WHOLE

In the beginning of the session, we asked swing voters to indicate, on a scale from zero to 10, in what direction **our country** and **Wisconsin** are moving. Zero means the totally wrong direction, and 10 means the totally right direction.

TOPIC	ROMNEY-CLINTON VOTERS	OBAMA-TRUMP VOTERS
Our country	4.3	5.8
Wisconsin	6.3	6.3

Those who believe Wisconsin is moving in the right direction more than the country as a whole like the new governor and his ideas relating to education and fixing the roads, and believe that U.S. House members and Senators are focused on their personal goals, while their perception is that their state representatives are more focused on serving them.

For the country as a whole, some like what is happening, noting there is room for improvement. Others were disenchanted by the negativity in the country with this administration.

18

THE ADVANCED AGES OF SOME OF THE DEMOCRATIC PRESIDENTIAL CONTENDERS IS NOT A DISQUALIFIER

We briefly discussed some of the Democratic candidates for President and we learned from swing voters that none believe the advanced ages of Democratic candidates, such as Bernie Sanders and Joe Biden, are not disqualifiers, as long as they are able to do the job.

19

SWING VOTERS HAVE NO IDEA WHO HOWARD SCHULTZ IS

In the beginning of the session, we also asked swing voters to tell us how confident they were that they could identify Howard Schultz (without naming him) by the photo we showed them. Again, zero means they had no idea who he is, and 10 means they were totally confident they knew who he is.

TOPIC	ROMNEY-CLINTON VOTERS	OBAMA-TRUMP VOTERS
Howard Schultz	0.5	0.3

A few respondents had heard Schultz is running but he was not visually familiar to anyone.