

Navigator | Online Qualitative Discussion with National Persuadable Voters

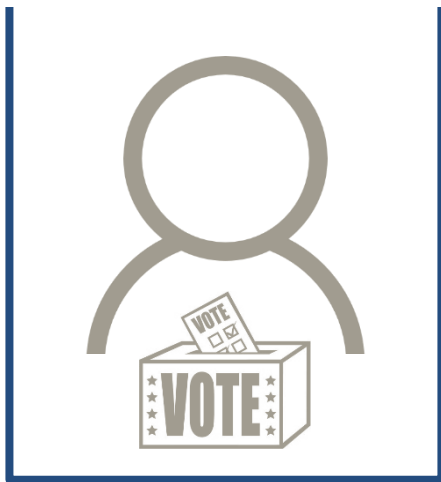
June 2018

Conducted June 4-6, 2018

34 National Persuadable Voters



National Persuadable Voters



- Voters who self-identify as independent or not strong partisans
- Voters who typically split their votes between parties or do not always vote for one party over the other
- Mix of approval of Trump with limitations on number who strongly approve or strongly disapprove
- Mix of gender, education, region, age, and employment status

Because this is qualitative data, it is not statistically representative, and should not be projected onto the national voting bloc as a whole. Numeric tallies are displayed as charts for visual clarity, but are not statistically representative the way a survey would be.

- Views toward Trump are mixed-to-negative.
- Childishness is seen as the most concerning trait of Trump's, while being viewed as "out of touch" is least concerning.
- "Narcissistic" is deemed an accurate description of Trump, even if it's not necessarily concerning or surprising. This reinforces later quantitative findings.
- The Russia investigation is not top of mind concerns to these voters.
- If anything, the investigation is a black box. Robert Mueller is also not well defined.
- But Michael Cohen is well-defined, in the negative.
- Persuadable voters say they feel motivated to vote this year.
- Different media landscapes, facts, and information are very apparent.

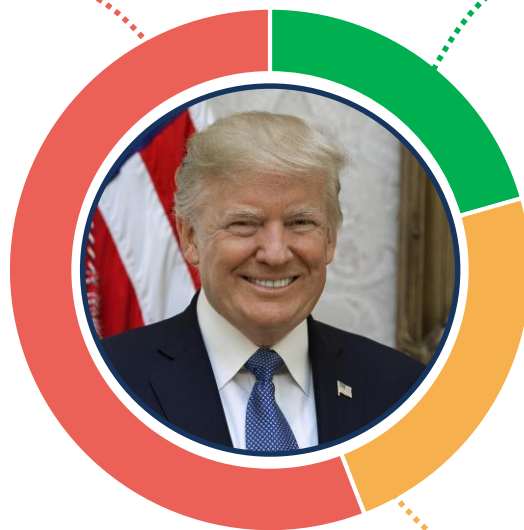
Views of Donald Trump

- Persuadable voters are concerned by his adversarial behavior, flip-flopping and self-preservation
- Few outright abhor his policies entirely, with some believing he's moving us in the right direction
- Others think he isn't being given a change to succeed and call efforts against him "sabotage"

Negative Impression 19 respondents

"I am constantly disappointed with his childish behaviors. He may be moving the country in the right direction by being strong on foreign affairs and stimulating the economy BUT, he's a terrible role model."

"I recognize that he has done some good things during his presidency, but in my opinion he has done a lot more bad. There's been a lot of back tracking and flip flopping on various issues and statements, immaturity, over all rudeness and insensitivity, and just ridiculousness out of his presidency. I'm still hoping more good can come from his presidential term, but my expectations are very low."



Positive Impression 7 respondents

"I believe, if folks would quit sabotaging President Trump, he would do good things for this country. Too many folks never got over his being elected, and get stuck on silly."

"I think he is smarter than people give him credit for and the media rarely gives Trump credit where credit is due. On the other hand, however, he is very adversarial, does not have a filter, and his rhetoric is not exactly presidential."

Neutral/Mixed 8 respondents

Donald Trump Traits

- Trump's behavior makes him a bad role model for kids and embarrasses the US on a world stage
- His tweets and speeches are often considered inappropriate for the office he holds
- Some say the tweeting actually shows he's in touch and saying what others already think

Most Concerning about Trump

Childish, Rude, Embarrassing

13

Dangerous, Reckless, Unsafe

8

Corrupt, Abuses Power, Unethical

6

Selfish, Egotistical, Narcissistic

4

Out of touch, For the wealthy, Not for you

2

"He doesn't know when to stop talking. His excessive tweets and potential to upset other nations' leaders concern me. I think he needs to stop tweeting and learn to take the moral high ground."

"He is aware of what is going on. He has some sense of humanity regarding the less-fortunate (except for immigrants)."

"He seems very in touch with what people may be thinking but not saying. Sort of like the Howard Stern of 2018."

Least Concerning about Trump

Corrupt, Abuses Power, Unethical

3

Selfish, Egotistical, Narcissistic

3

Dangerous, Reckless, Unsafe

6

Childish, Rude, Embarrassing

7

Out of touch, For the wealthy, Not for you

14

Donald Trump Traits

- The egotistical label sticks to Trump, but some say that’s expected for a President or billionaire
- Some call him selfish because he’s in this to make money
- Others just think he wants to be seen as the best and always right, some truly believe he is

Selfish, Egotistical, Narcissistic



“I think most or all of billionaires have exhibited some degree of selfishness, ego, and narcissism during their lives. I think it kind of goes with the territory.”

*“It always seems like there’s a **“what’s in it for me?”** kind of attitude. He has tweeted things like on memorial day or something like that then always finds a way to tie it into something about him or something he’s done.”*

“When he gives rallies, he always mentions what he has done and things like how big the crowd is and how much he won that state by, so his ego is quite large. I don’t believe he is selfish, before he was president, if you do your homework, you will see that he is a very generous man.”



Mr. Right

*Images shown were selected by respondents in response to how they view Trump

Donald Trump Traits

- Being corrupt didn't define Trump as well, but many were able to point to business or family dealings that seemed unethical
- Few brought up Russia as evidence

Corrupt, Abuses Power, Unethical

"I do not believe he is corrupt, The unethical part comes from his personal life, not as president. So far I have not seen him abuse power."



"The only thing I can think of here is if he took part in Russia interfering in the election in his favor. If he indeed used a foreign country to influence the Presidential election, it certainly means he is in fact corrupt, unethical and abuses his power."

"Visiting his own golf courses may be unethical, I don't know for sure. I don't know of anything corrupt he has done. Nepotism is an abuse of power."

Democrats And Congress Don't Escape Accusations Of Corruption



"Republicans are more conservative and want to make more rules and take things away! Democrats are corrupt and don't believe in fair elections! They are all liars and cheats in the end!"

"Democrats in Congress drinking -- I feel like there is more partying and living the high life in Congress than actually getting results for our country."



*Images shown were selected by respondents in response to how they view Trump and Congress

New Tax Law

- Some already feel the benefits of the new tax law, others are unsure if they'll benefit over time
- Voters are mixed on who is benefiting the most from the new tax law
- Several said it only made taxes confusing and weren't sure what it meant for them personally



"This new law puts money into the pockets of the average worker. I am an average worker - I do not make a lot of money, but enough to survive and have a bit of extra. This new tax law put about \$20 per week into my pocket. That is over \$1000 extra a year for our family. That is a lot of money, and I appreciate it."

"The economy has been growing since the tax cut was passed. Unemployment is down, GNP is up, many people have received raises and bonuses, and many businesses are hiring more workers."

"Presents for the wealthy. I do not like the new tax law as it favors the rich and big business, which means it favors trump himself. The rich already have ways around taxes which those with low incomes do not have. We need to come up with ideas to return manufacturing to the U.S. to stimulate the economy, not just lower corporate taxes."



Russia Investigation

- Few regularly follow news of the investigation and its longevity is taking a toll on voters
- Some believe time and money has been wasted that could be put toward other issues
- Several believe the investigation has become politically motivated and are unsure what to believe



"I stopped following the investigation several months ago. I figure with all the information that is leaked to the media about just about everything; if there was really anything illegal it would have come out already."

"I think the investigation has fallen to partisan politics and has lasted far longer than it should have. I do think it is confusing, specifically because the politicization of the investigation, and the biased reporting of media outlets, has made it difficult to see the investigation from a neutral standpoint. I am confused as to what is factual and what is not."

"I feel like the investigation is probably warranted. But politicians are mostly dirty and the ones doing the investigating are dirty too. I'm only confused because I've given no time to try to figure it out. It makes me angry that politicians are dirty and I'm tired by almost anything Trump does. I wish we could spend less money on this stuff and more time figuring out solutions to real problems like healthcare, gun control, etc."

"It is just so sad that all this is happening because of money. There is nothing confusing about it. Just trying to get the truth is the hard part. It makes me angry because it has done nothing but make the United States look incompetent. And it is time to work on make our country work together as a whole not as left or right."

Views of Robert Mueller

- Voters acknowledge Mueller is just trying to do his job
- They also recognize the lack of leaks and side shows from his team
- But questions persist about why the investigation is taking so long

Unsure / Unaware 9 respondents

"I don't understand what is going on with Mueller. It makes me tired trying to keep up. I need to read 'How Russia Did or Did Not Affect the Outcome of the 2016 Election for Dummies'."

Negative Impression 1 respondent



Positive Impression 9 respondent

"Doing the job they hired him to do without making any proclamations about what his team is doing."

"I think Mr. Mueller has a tough job of investigating the President, Congress, Speaker have not been truthful. Why is this taking so long?"

"I think he means well. The term Witch Hunt does come to mind. Too much time wasted on the Russian collusion thing."

Neutral Impression 15 respondents

Michael Cohen Is The Most Negatively Defined Figure In The Investigation

Figure 10

Views of Michael Cohen

- Cohen was easily identifiable as Trump's lawyer
- His dealings for Trump and just being a lawyer generally are a negative and appear "shady"
- Still, others think the stuff he's being accused of is just part of the job as a lawyer

Unsure / Unaware 10 respondents

"Trump's lawyer. Unfortunately that's it. I don't know anything else remarkable about him."

"Seems kind of like one of those scummy big wig lawyer types"

"He is currently looking like a mess. This whole thing with AT&T, Stormy Daniels, his 'Consultant Company'. Plus he dresses awful."

Positive Impression 1 respondent

Neutral Impression 8 respondents

"I think he's a lawyer, who got caught up with the wrong clients. No real impression of him."

"Wrong place, wrong time. Stormy Daniels aside, the guy means well. Just like most attorneys, they just can't find the meaning of what's right and what is wrong. No different than most."

Negative Impression 15 respondents



2018 Election

- Voters across the spectrum are very enthusiastic about voting in 2018
- Some want to send a message to Trump and Republicans, others want to stay the course
- Voters are also more closely following local political debates in their state

"I will be voting simply because it's time for the Conservative votes to be heard loud and clear! I am more motivated because of the nonsense that has been happening in our country that needs to stop - things like taking historical statues down and silly marches that make no difference in the long run."

"I'm very motivated to vote I don't like how things are I want to change them! I'm more motivated now because our last election was rigged!"



"I definitely feel motivated to vote this year. That I am more informed about the politics in our country today than I have been in the past makes me more motivated this year than in previous years."

"I am more motivated than I have ever been before! I am obviously more motivated because of the direction this country is going with republicans and I have always thought of myself as a Republican!"

navigator.*

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