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# **State of the Union 2018: no sugar high**

## ***Dial meter research among the Rising American Electorate***

**January 31, 2017**

# Methodology

On behalf of WWVAF, Democracy Corps conducted online dial meter research during President Trump's State of the Union address among 108 voters nationally:

- 30 African Americans
- 28 Latinos
- 21 white millennials
- 29 white unmarried women

Surveys were administered before and after the live dial meter session.

\*This research is qualitative and results are not statistically projectable onto a larger population.

# The key groups

**AFRICAN AMERICANS**

**LATINOS**

**WHITE MILLENNIALS**

**WHITE UNMARRIED WOMEN**

# SPEECH'S WEAK IMPACT

# No GOP congressional gains, a gift to Democrats

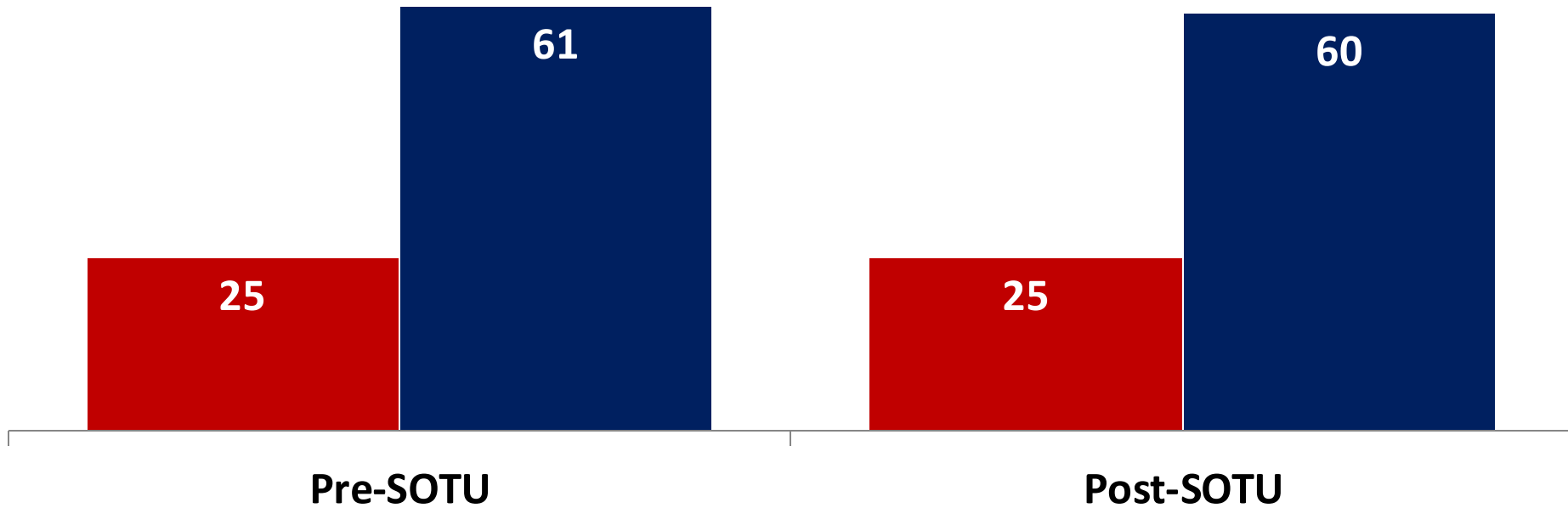
## CONGRESSIONAL BALLOT

■ Democratic candidate

■ Republican candidate

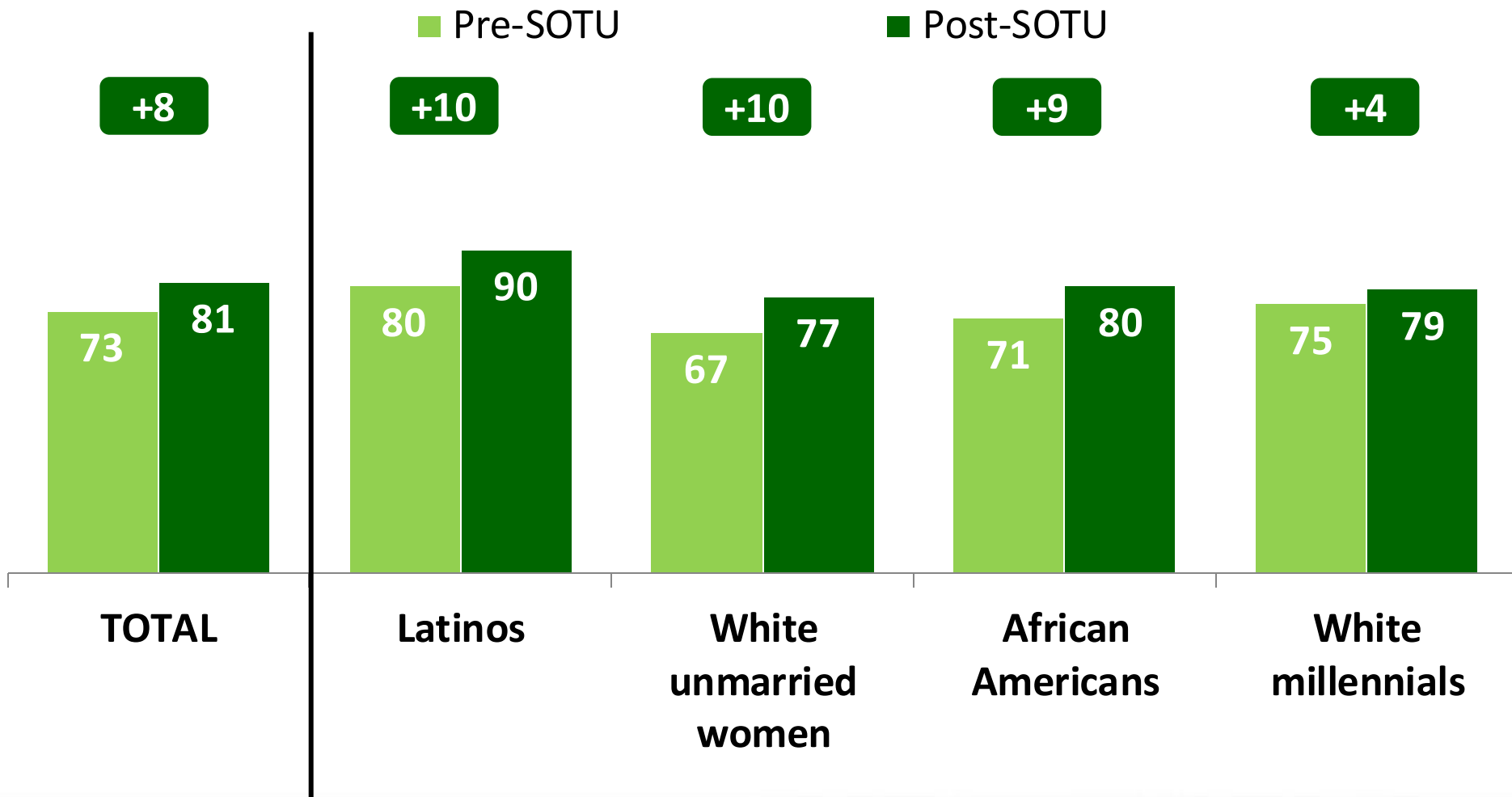
+36

+35



# RAE groups more certain to vote in 2018 post-SOTU

% ALMOST CERTAIN TO VOTE IN 2018

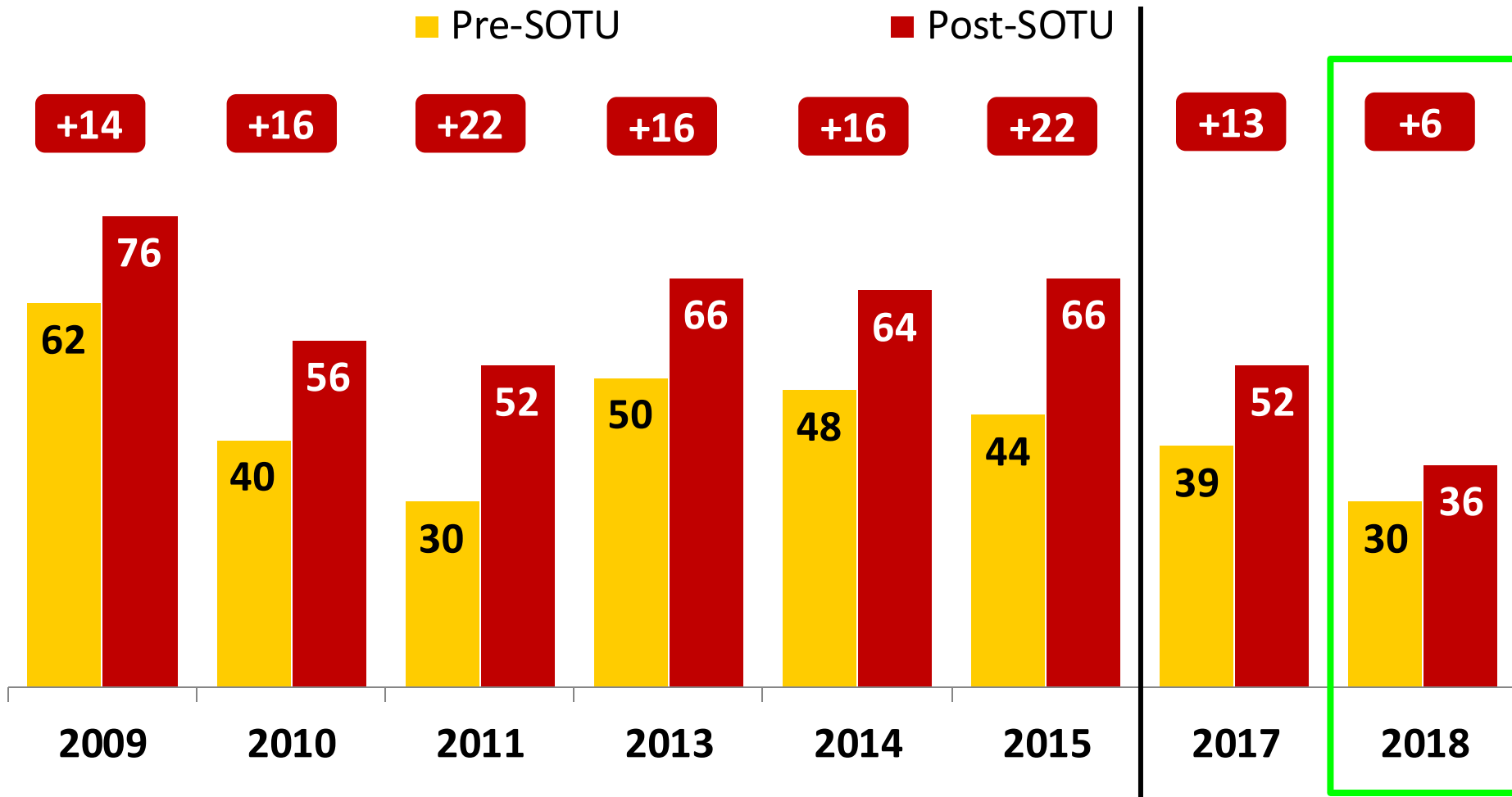


# Trump doesn't touch Obama's increase in favorability

## PERSONAL FAVORABILITY (% FAVORABLE)

■ Pre-SOTU

■ Post-SOTU

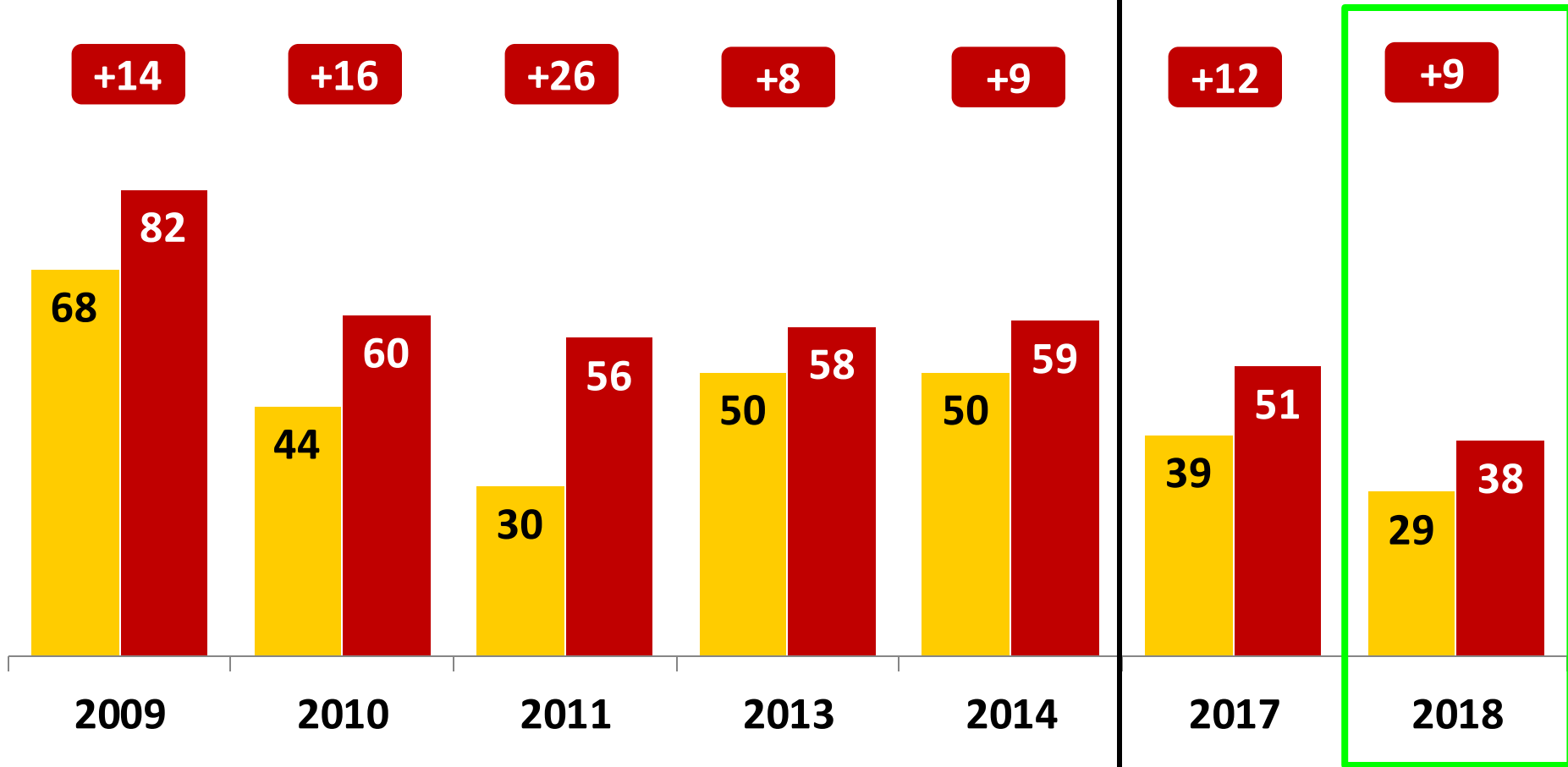


# Obama's first term SOTU approval gains leave Trump embarrassed

## JOB APPROVAL (% APPROVE)

■ Pre-SOTU

■ Post-SOTU





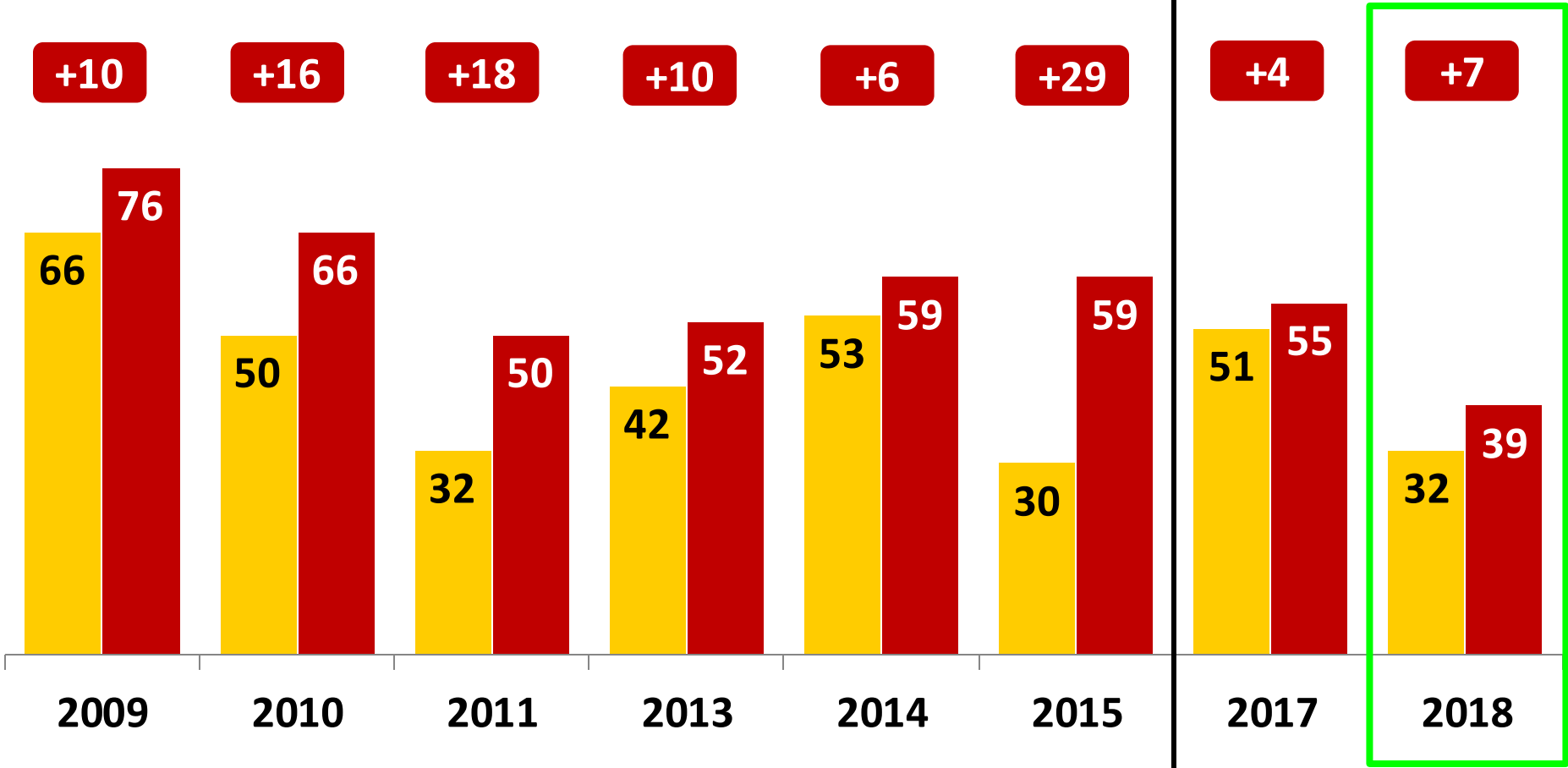
# Trump minor gains on key qualities, like strength; gains as presidential

<i>TRUMP ATTRIBUTES - PERSONALITY</i>			
<b>% DESCRIBES WELL</b>	<b>PRE</b>	<b>POST</b>	<b>SHIFT</b>
<b>Presidential</b>	23	40	<b>+17</b>
<b>Can bring our country together</b>	26	34	<b>+8</b>
<b>Strong leader</b>	32	39	<b>+7</b>
<b>Keeping his promises</b>	36	41	<b>+5</b>
<b>Dangerous</b>	62	62	<b>--</b>
<b>Out of touch with working people</b>	57	56	<b>-1</b>

# Trump's gains as strong leader pale before Obama's SOTU gains

## STRONG LEADER

■ Pre-SOTU      ■ Post-SOTU



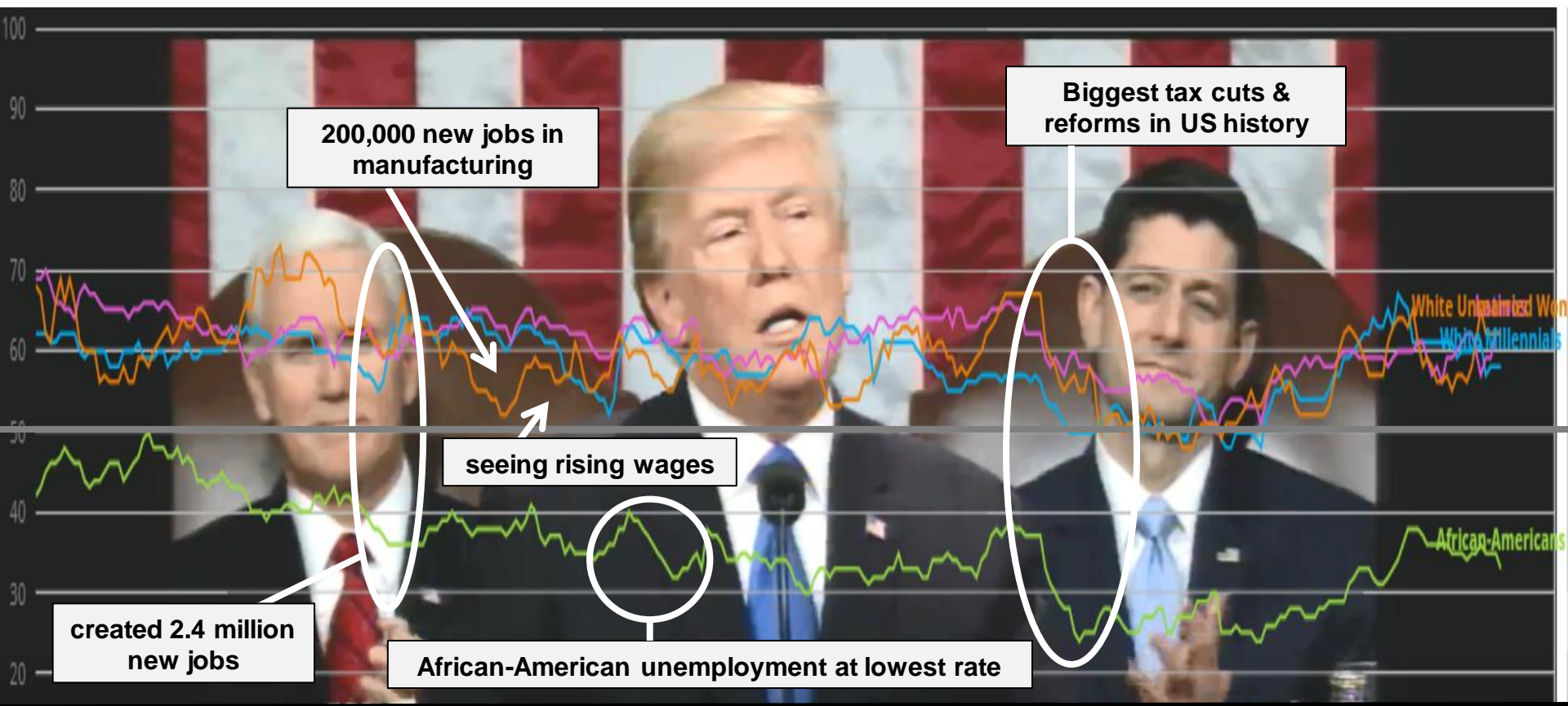
# Trump made his biggest gains on immigration, health care and jobs, but not keeping safe

## TRUMP ATTRIBUTES – HANDLING POLICY ISSUES

% DESCRIBES WELL	PRE	POST	SHIFT
Has realistic solutions to country's problems	29	42	<b>+13</b>
Has the right approach to immigration	28	40	<b>+12</b>
Will make health care more affordable	25	37	<b>+12</b>
Will create jobs	46	57	<b>+11</b>
Will keep country safe	35	43	<b>+8</b>
Draining the swamp	29	35	<b>+6</b>
Good for women	24	29	<b>+5</b>
Trust him to protect Medicare/Medicaid/SS	29	33	<b>+4</b>
Ending the outsourcing of jobs	47	47	<b>--</b>

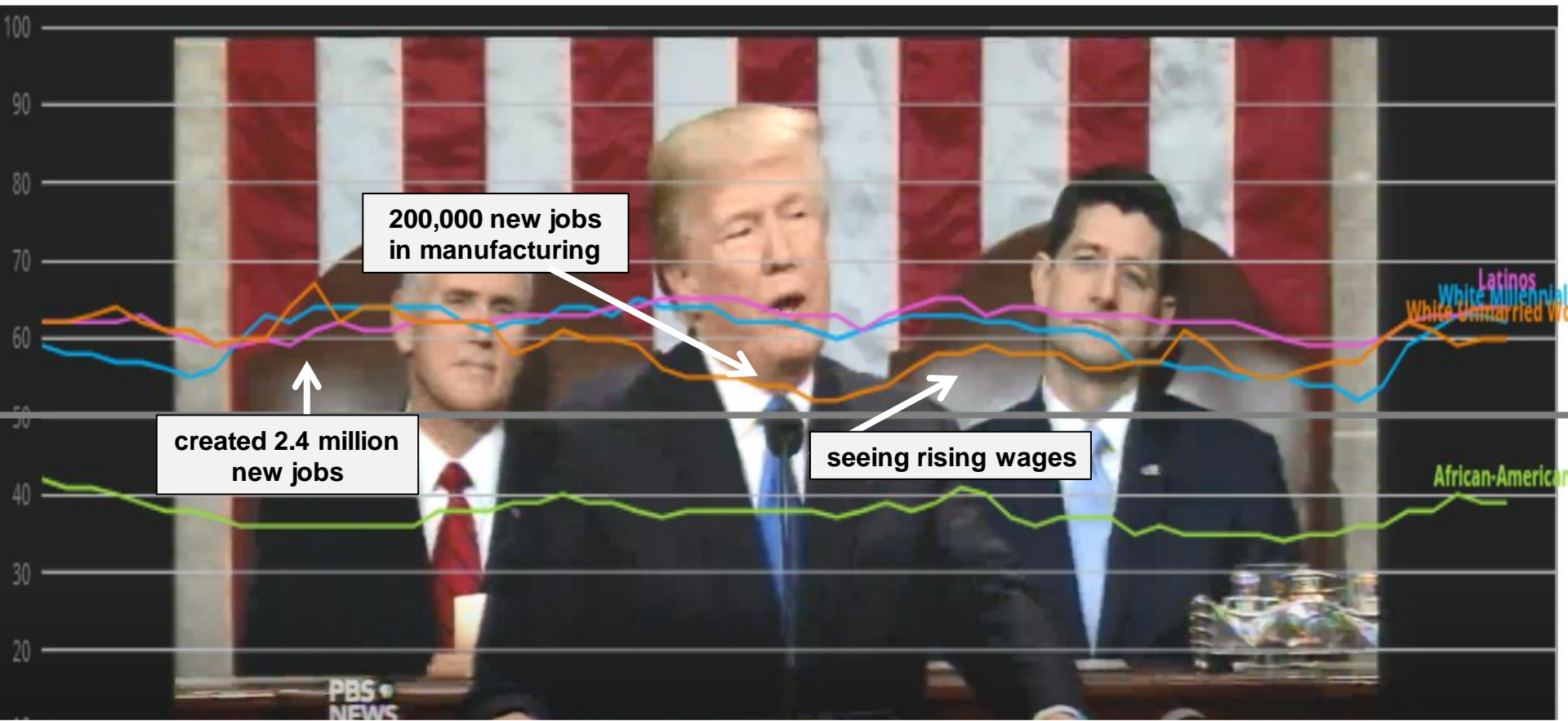
# ECONOMIC CLAIMS

**Critically, mixed response to rosy report but all down at mention of tax cuts**



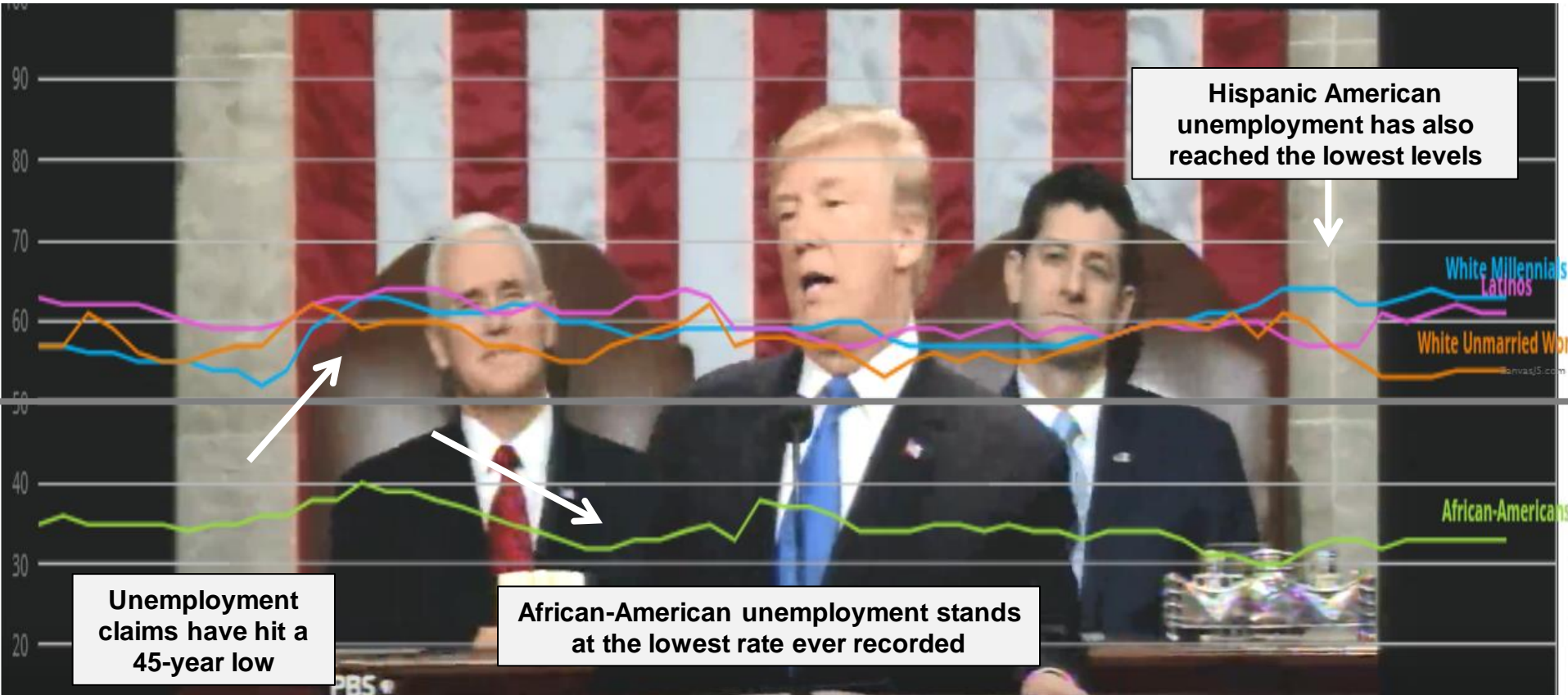
Since the election, we have **created 2.4 million new jobs**, including **200,000 new jobs in manufacturing** alone. After years of wage stagnation, we are **finally seeing rising wages**. Unemployment claims have hit a 45-year low. African-American unemployment stands at the lowest rate ever recorded, and Hispanic American unemployment has also reached the lowest levels in history. Small business confidence is at an all-time high. The stock market has smashed one record after another, gaining \$8 trillion in value. That is **great news for Americans' 401k, retirement, pension, and college savings accounts**. And just as I promised the American people from this podium 11 months ago, we enacted the **biggest tax cuts and reforms in American history**.

# Unmarried women excited by job & wage claims, manufacturing claims doubted



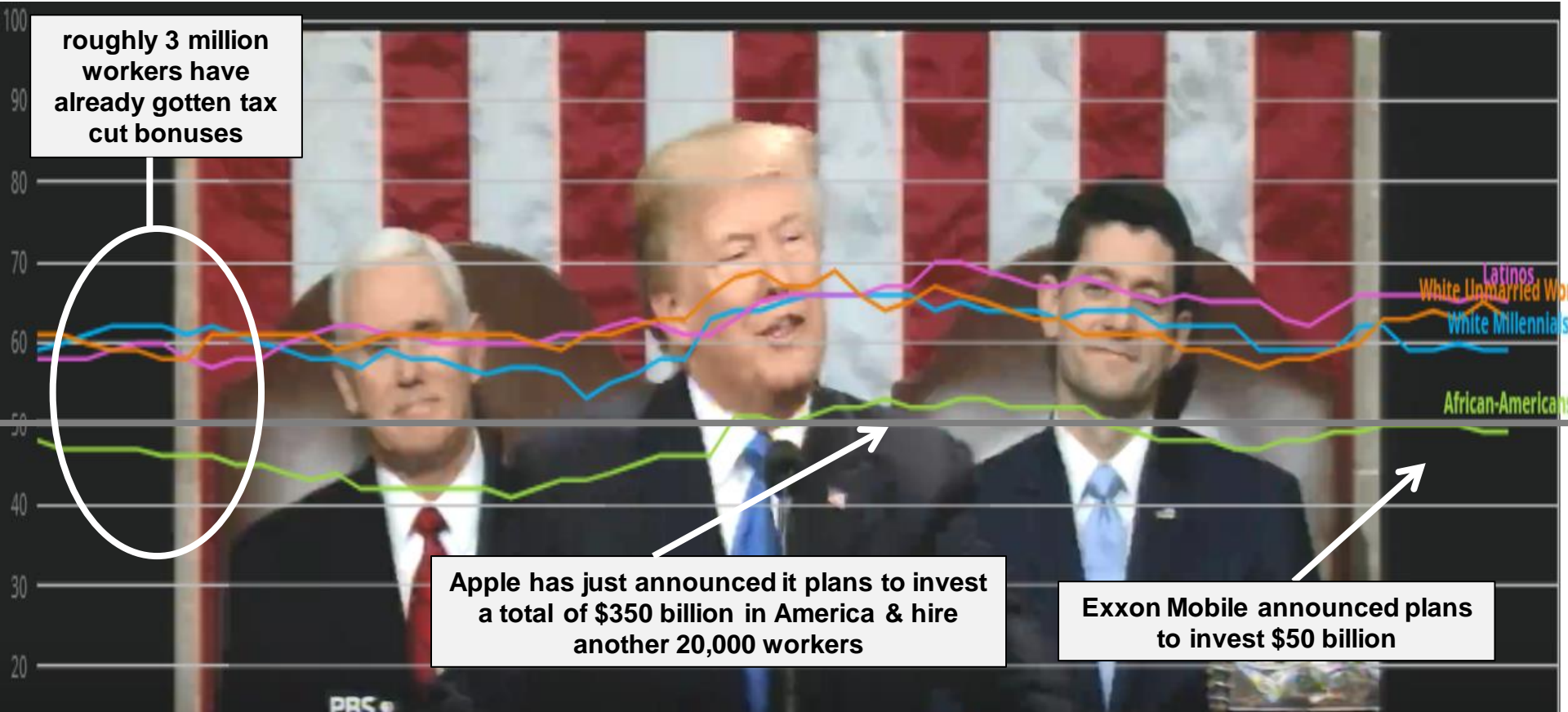
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# African Americans dial down at mention of lower unemployment rates



*Unemployment claims have hit a 45-year low. Something I'm really proud of. African-American unemployment stands at the lowest rate ever recorded, and Hispanic American unemployment has also reached the lowest levels in history.*

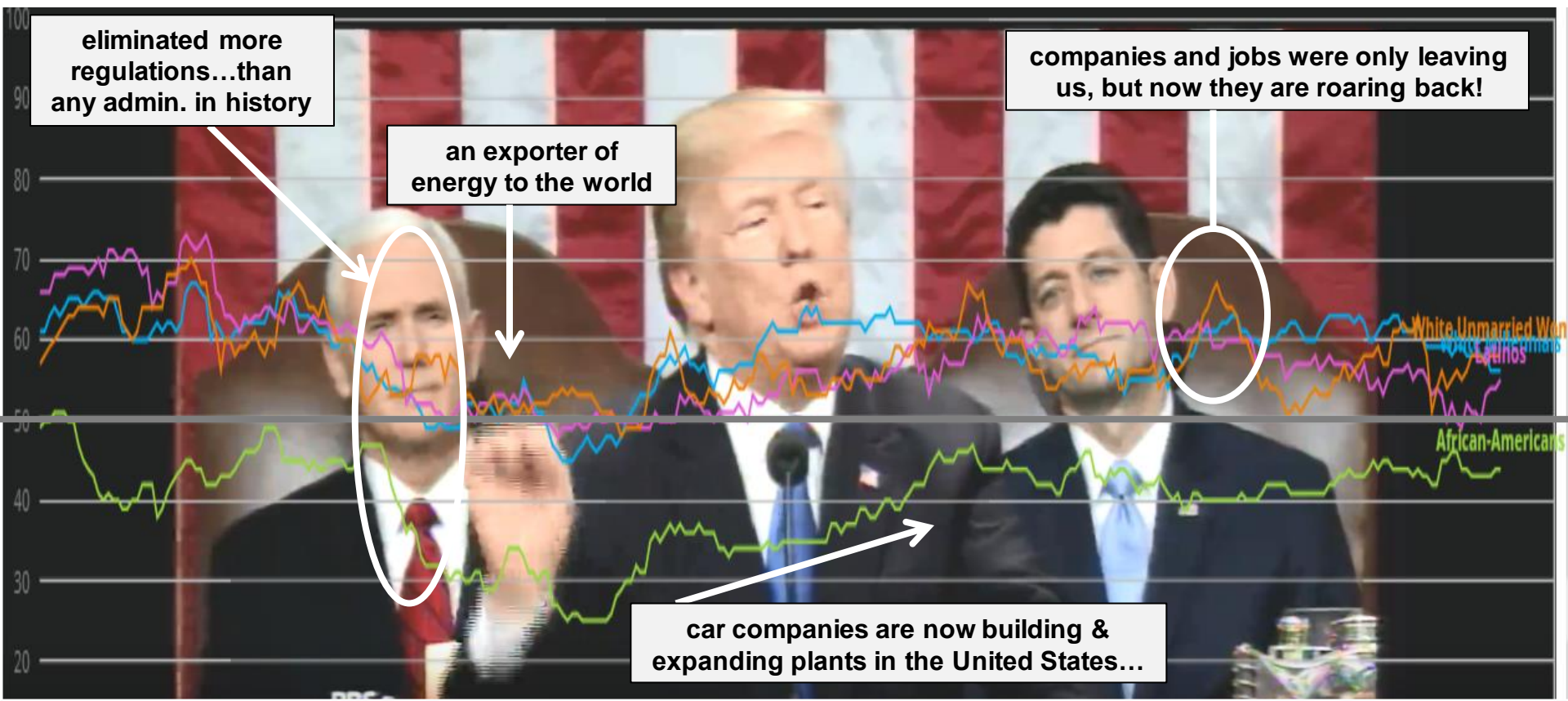
# Encouraged by corporate investment/jobs, but doubtful of tax cut bonuses



Since we passed tax cuts, **roughly 3 million workers have already gotten tax cut bonuses** — many of them thousands of dollars per worker. **Apple has just announced it plans to invest a total of \$350 billion in America, and hire another 20,000 workers.** And just a little while ago **Exxon Mobile announced a \$50 billion investment in the United States** – just a little while ago.

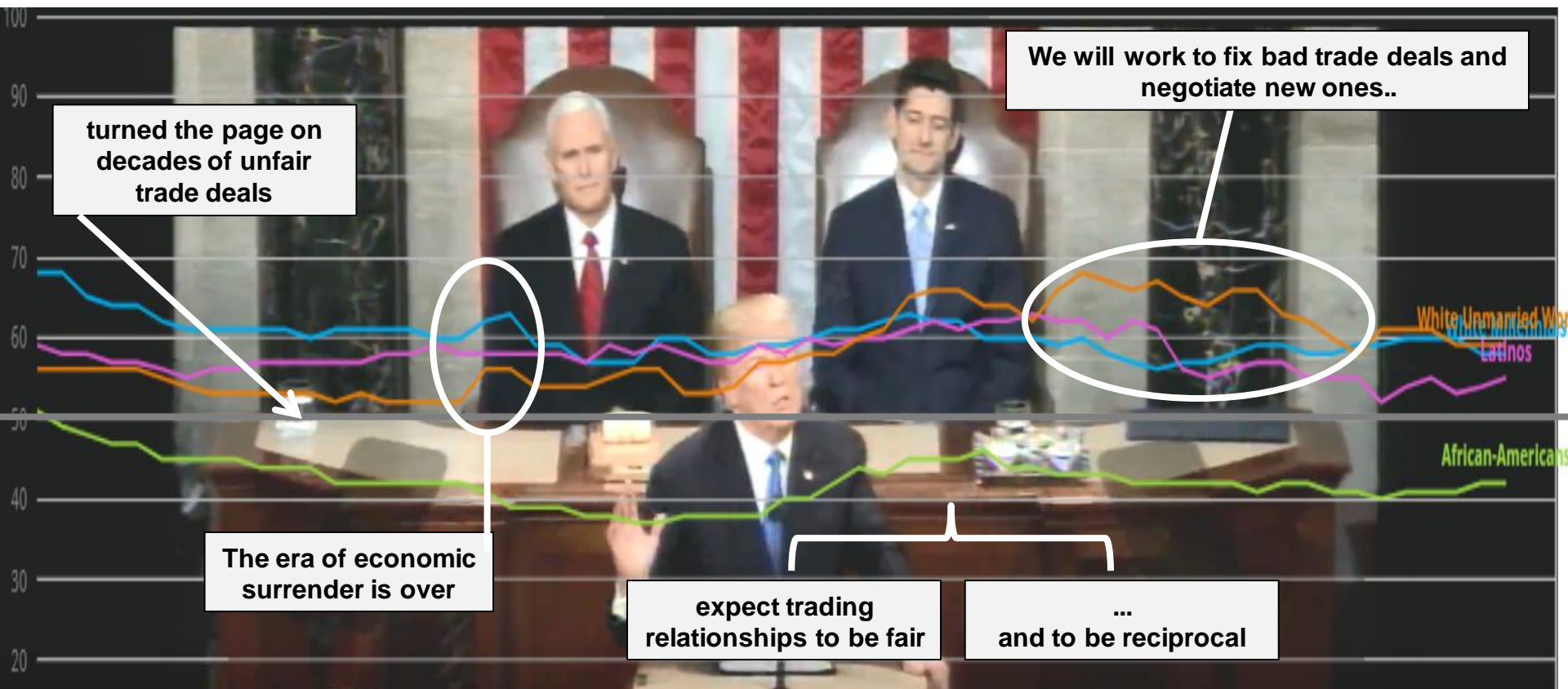


# Repeal of regulations unpopular, but all rise for new auto plants



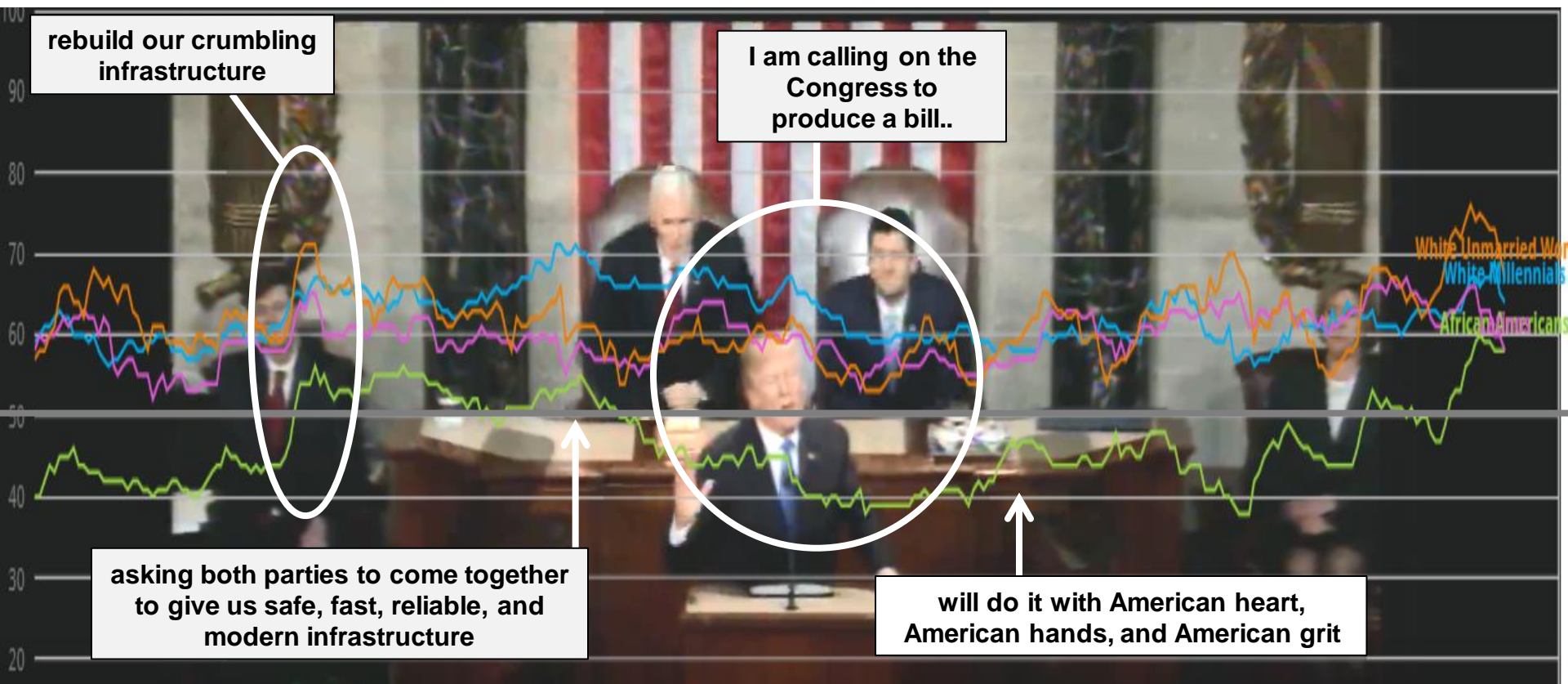
*... eliminated more regulations in our first year than any administration in history. We have ended the war on American Energy and we ended the war on clean coal. We are now an exporter of energy to the world. In Detroit, I halted government mandates that crippled America's autoworkers so we can get the Motor City revving its engines once again. Many car companies are now building and expanding plants in the United States, something we have not seen for decades. Chrysler is moving a major plant from Mexico to Michigan; Toyota and Mazda are opening up a plant in Alabama. Soon, plants will be opening up all over the country. This is all news Americans are unaccustomed to hearing. For many years, companies and jobs were only leaving us, but now they are roaring back.*

# Mixed on trade – reciprocity, fixing deals appeals to white unmarried women



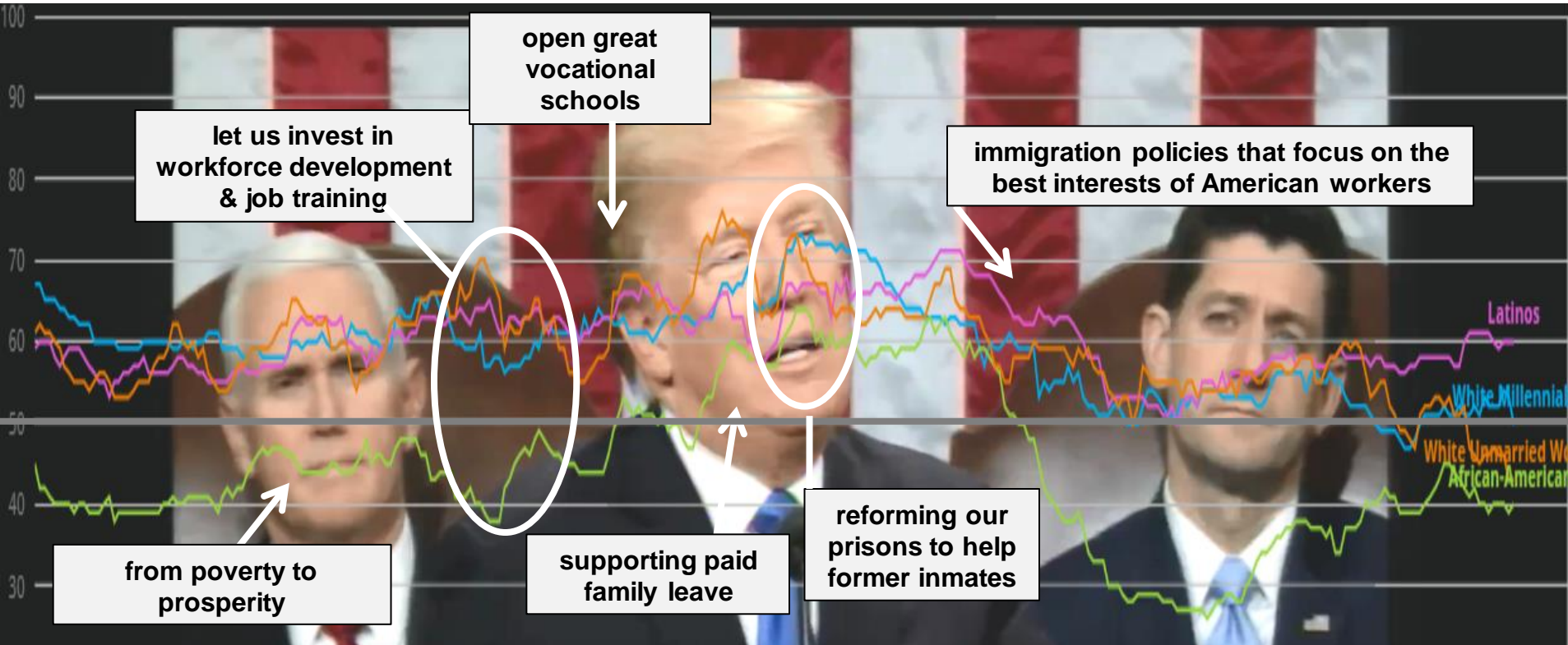
*America has also finally turned the page on decades of unfair trade deals that sacrificed our prosperity and shipped away our companies, our jobs, and our Nation's wealth. The era of economic surrender is over. From now on, we expect trading relationships to be fair and to be reciprocal. We will work to fix bad trade deals and negotiate new ones. And we will protect American workers and American intellectual property, through strong enforcement of our trade rules.*

# Call for infrastructure positive, but then lose African Americans



*...it is also time to **rebuild our crumbling infrastructure**. America is a nation of builders. We built the Empire State Building in just 1 year — is it not a disgrace that it can now take 10 years just to get a permit approved for a simple road? I am asking both parties to come together to give us the safe, fast, reliable, and modern infrastructure our economy needs and our people deserve. **Tonight, I am calling on the Congress to produce a bill that generates at least \$1.5 trillion for the new infrastructure investment we need.** Every federal dollar should be leveraged by partnering with State and local governments and, where appropriate, tapping into private sector investment [...]. Any bill must also **streamline the permitting and approval process** [...]. Together, we can reclaim our building heritage. **We will build gleaming new roads, bridges, highways, railways, and waterways across our land. And we will do it with American heart, American hands, and American grit.***

# Job training, paid leave & prison reform biggest high...until immigration pivot

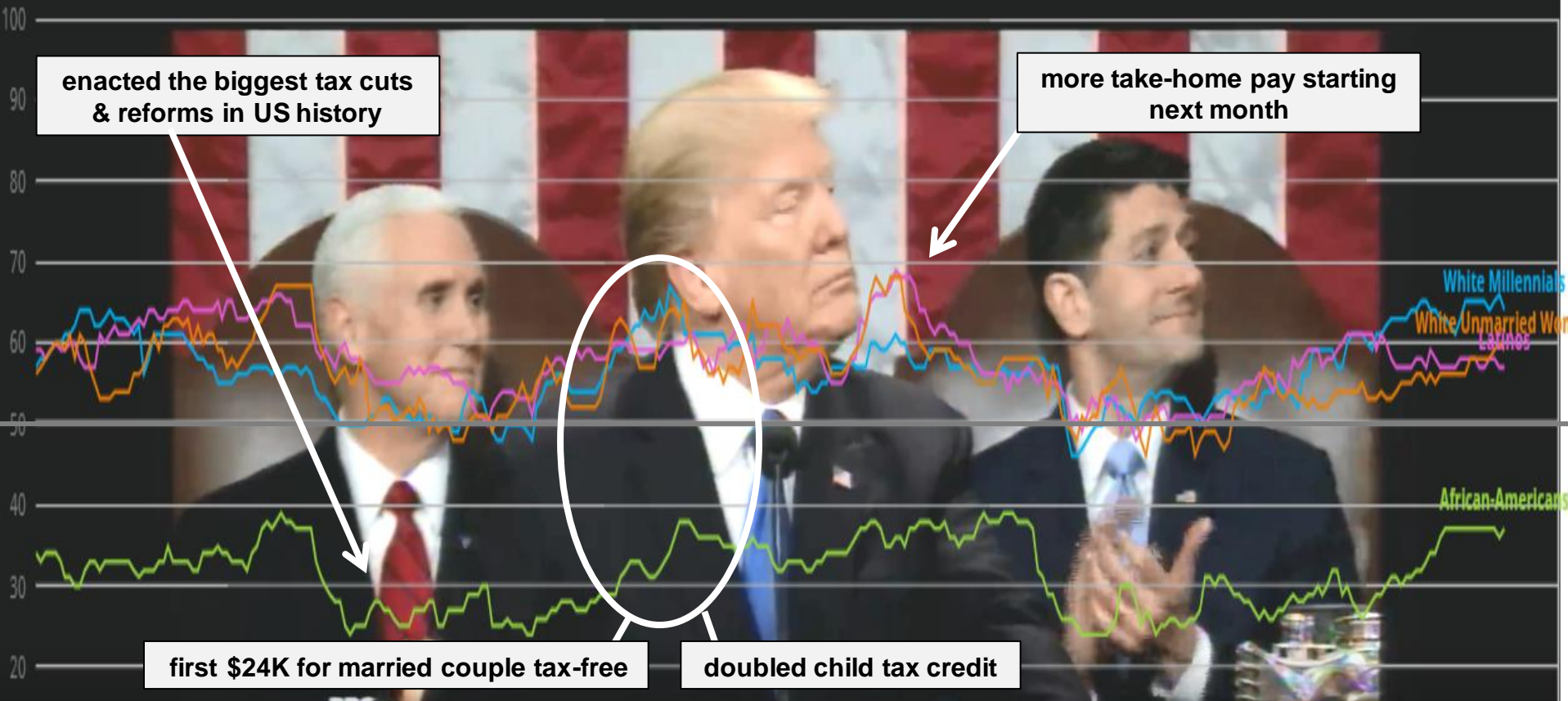


*We can lift our citizens from welfare to work, from dependence to independence, and from poverty to prosperity. As tax cuts create new jobs, **let us invest in workforce development and job training.** Let us **open great vocational schools** so our future workers can learn a craft and realize their full potential. And let us **support working families by supporting paid family leave.** As America regains its strength, this opportunity must be extended to all citizens. That is why this year we will **embark on reforming our prisons to help former inmates who have served their time get a second chance.** Struggling communities, especially immigrant communities, **will also be helped by immigration policies that focus on the best interests of American workers and American families.***



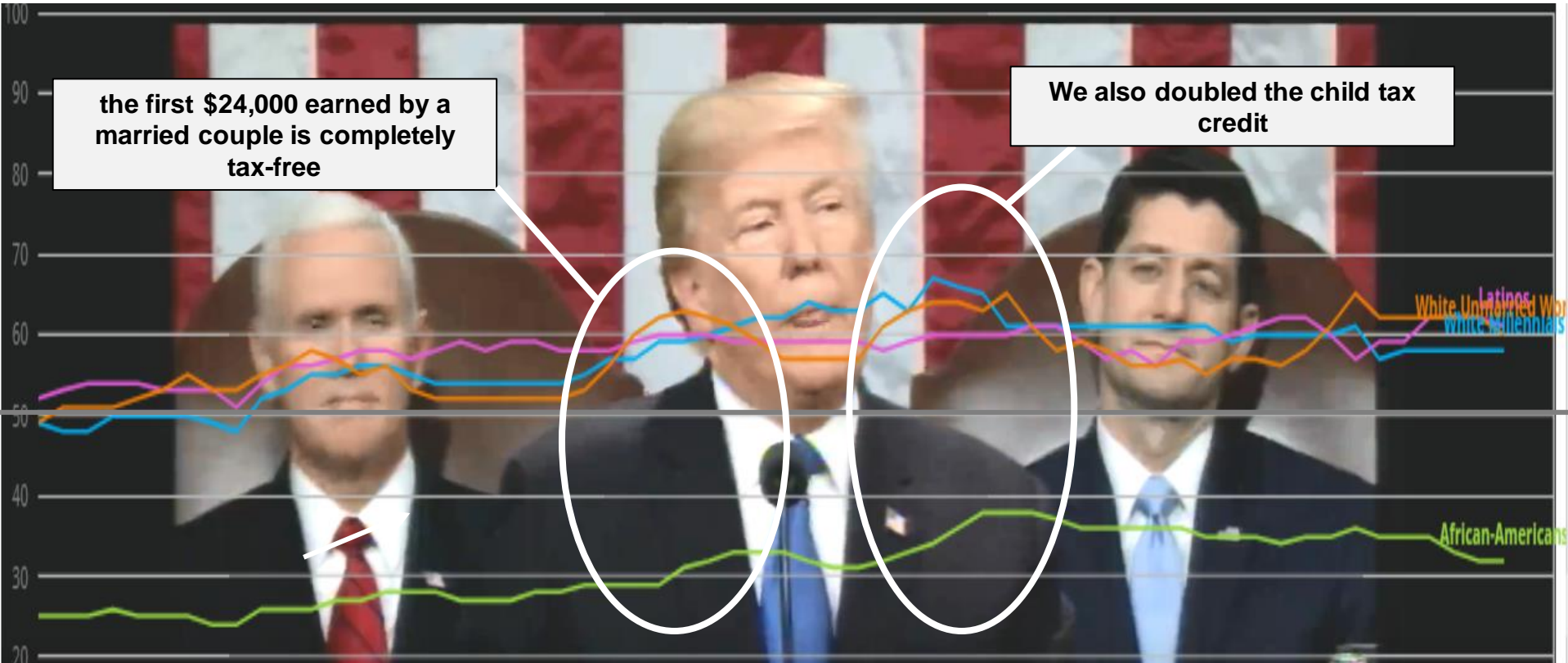
# THE TAX CUT

# Lines quickly drop on tax cuts, rebound for own tax relief & more take home pay



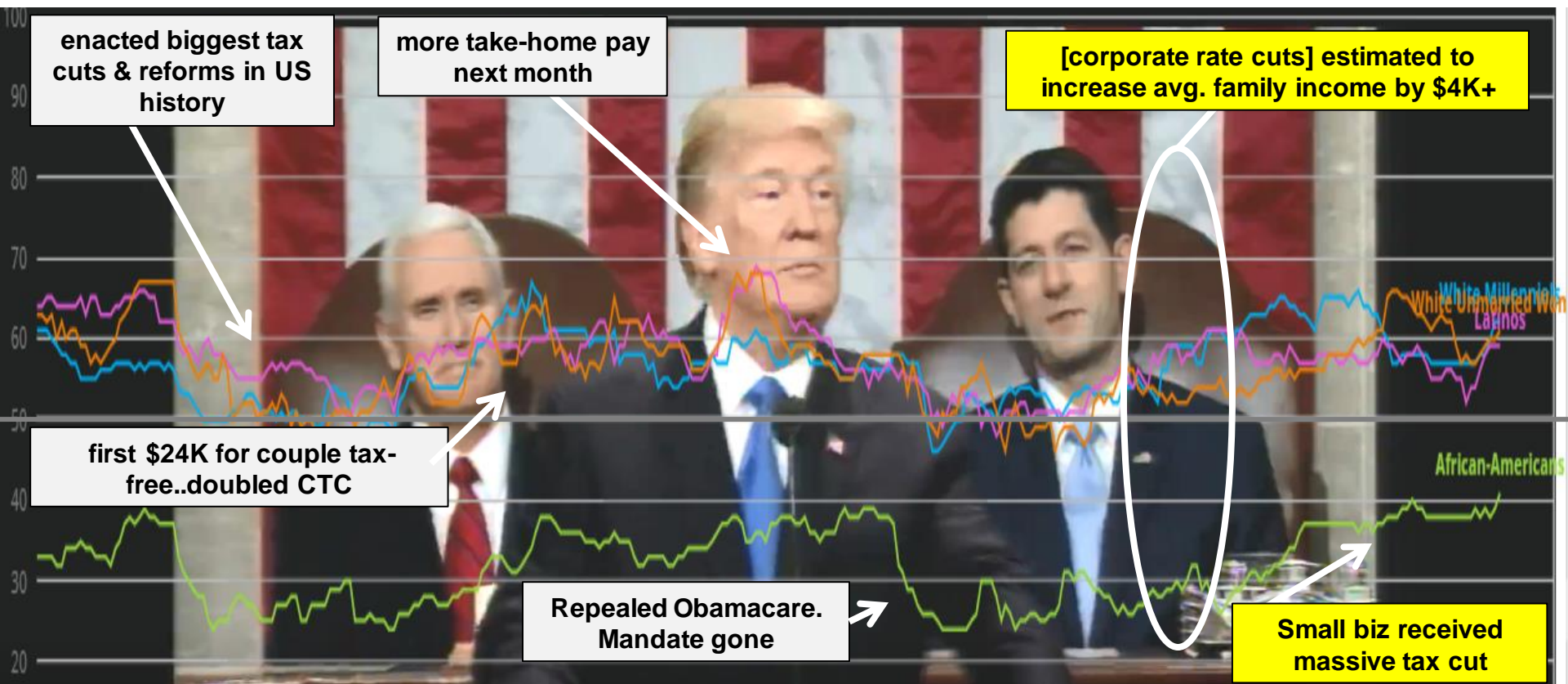
And just as I promised the American people from this podium 11 months ago, we enacted the biggest tax cuts and reforms in American history. Our massive tax cuts provide tremendous relief for the middle class and small businesses. To lower tax rates for hardworking Americans, we nearly doubled the standard deduction for everyone. Now, the first \$24,000 earned by a married couple is completely tax-free. We also doubled the child tax credit. A typical family of four making \$75,000 will see their tax bill reduced by \$2,000 — slashing their tax bill in half. This April will be the last time you ever file under the old broken system — and millions of Americans will have more take-home pay starting next month.

# African Americans & millennials dial up for tax-free first \$24K & doubling CTC



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# Biz cuts don't excite until promised more pay & small biz relief mentioned

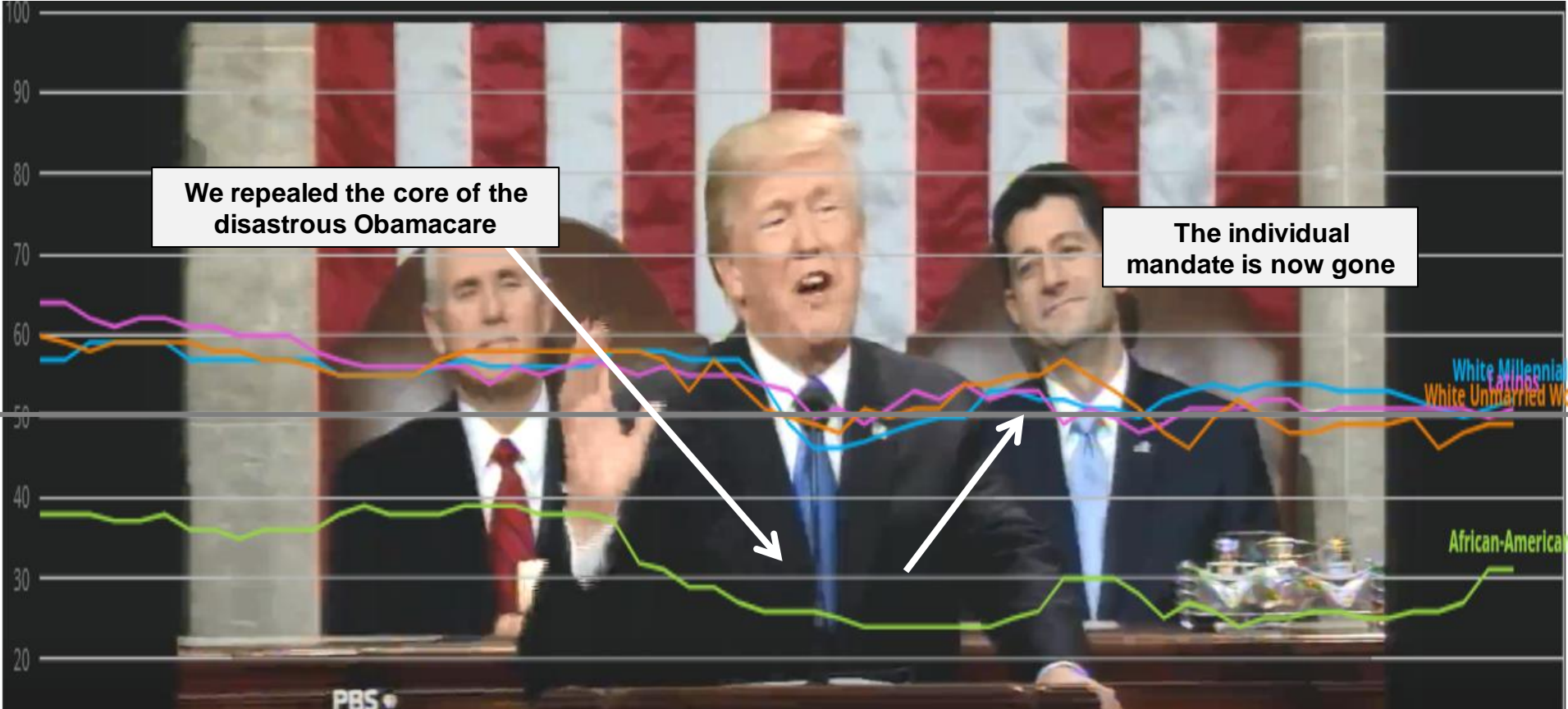


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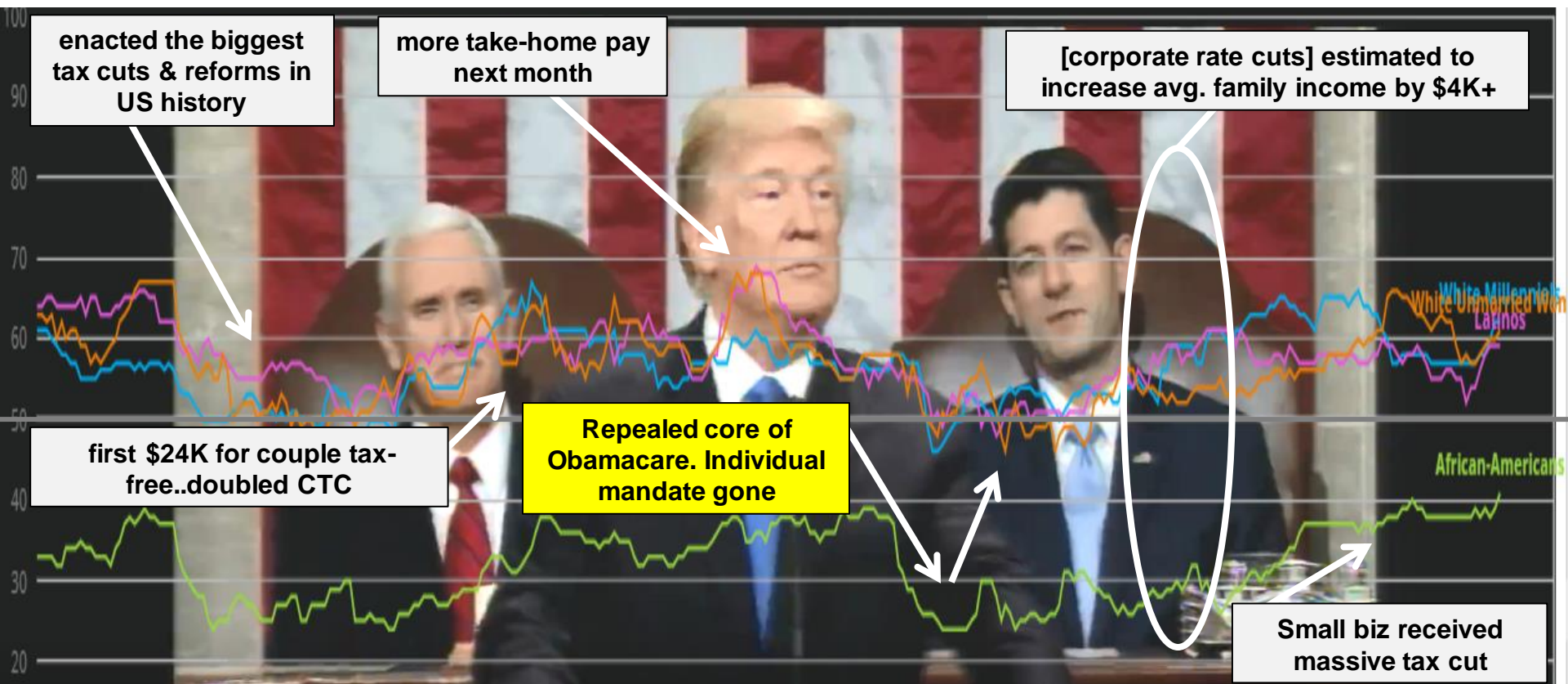
# OBAMACARE, HEALTH CARE & DRUG PRICES

Dials down at strike at Obamacare, rebound when realize means the mandate



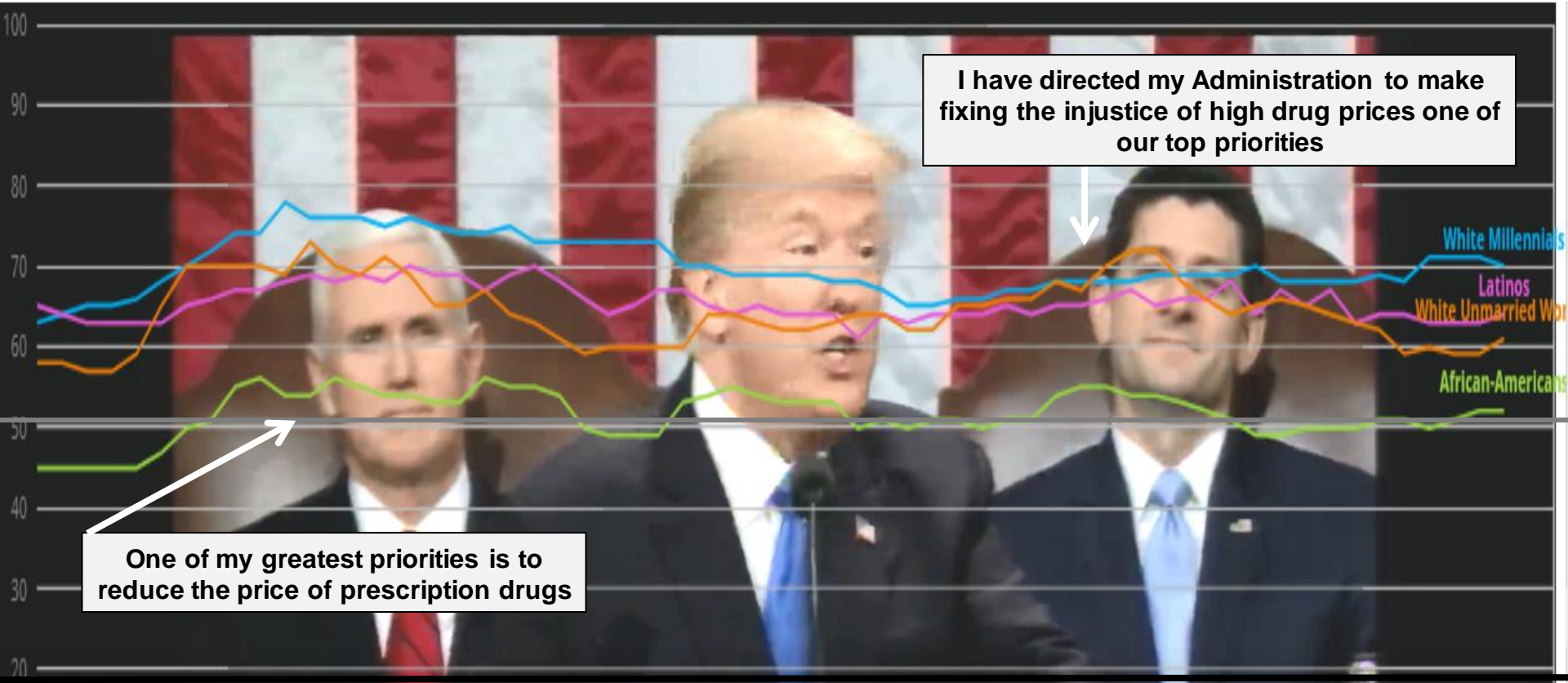
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# In context of larger tax case, mandate repeal not his best selling point



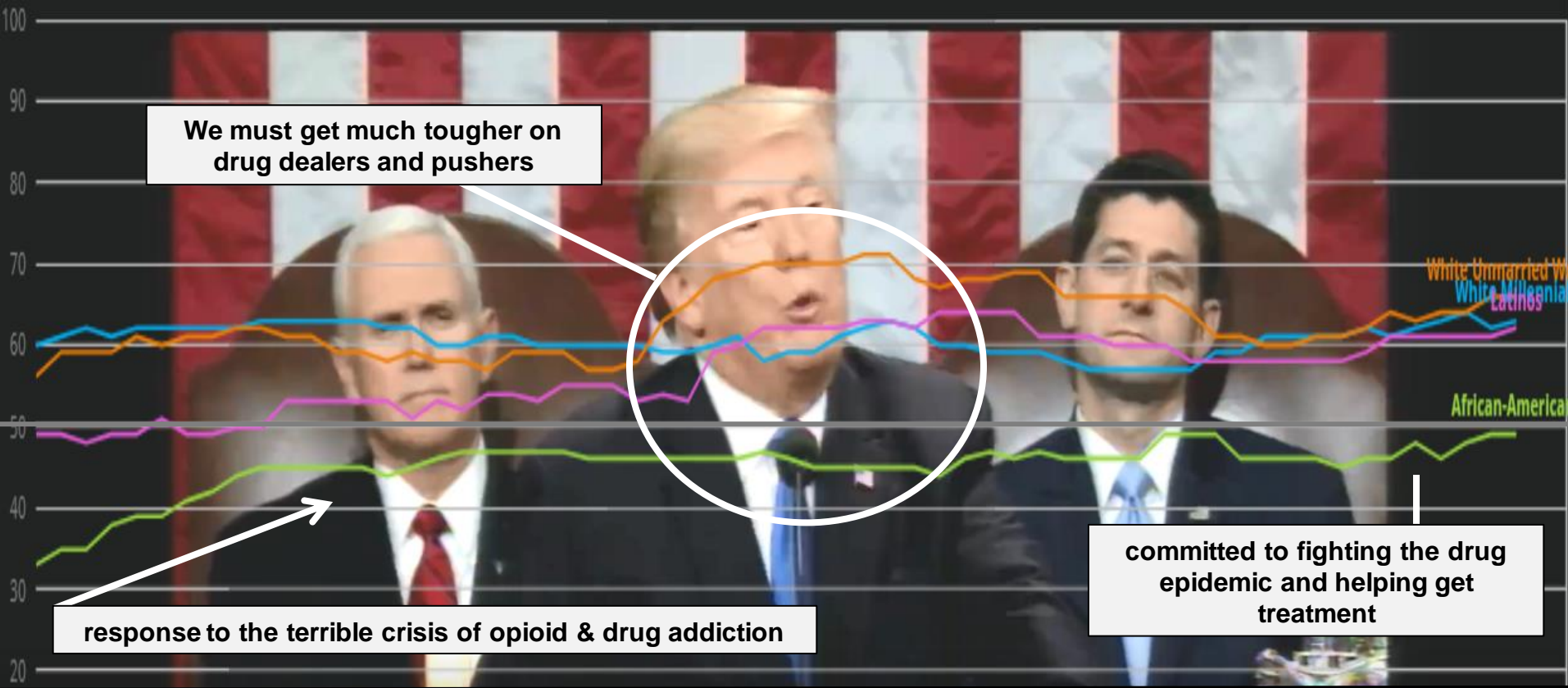
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## One high point is rise in dials for reduce Rx drug prices



*One of my greatest priorities is to reduce the price of prescription drugs. In many other countries, these drugs cost far less than what we pay in the United States. That is why I have directed my Administration to make fixing the injustice of high drug prices one of our top priorities. And prices will come down substantially, watch!*

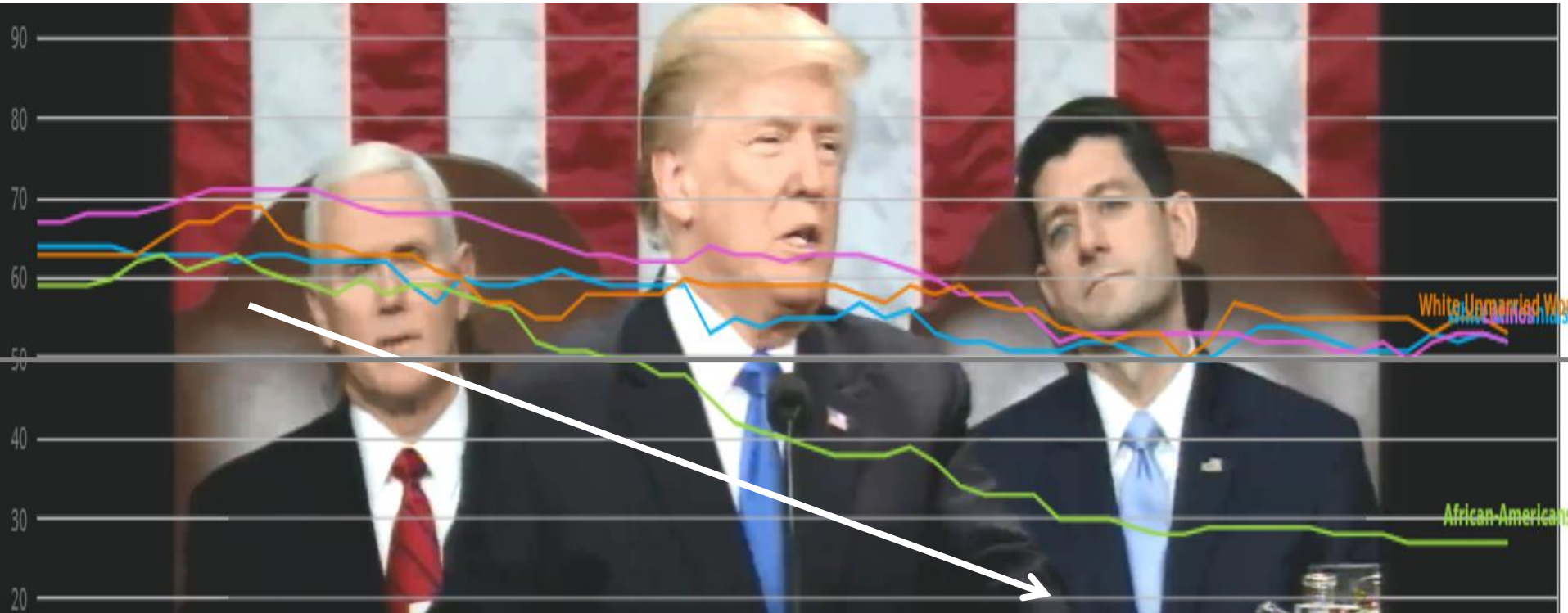
# Support for dealing with opioids, white unmarried women via law enforcement



*These reforms will also support our response to the terrible crisis of opioid and drug addiction. In 2016, we lost 64,000 Americans to drug overdoses: 174 deaths per day. Seven per hour. We must get much tougher on drug dealers and pushers if we are going to succeed in stopping this scourge. My Administration is committed to fighting the drug epidemic and helping get treatment for those in need. The struggle will be long and difficult — but, as Americans always do, we will prevail.*

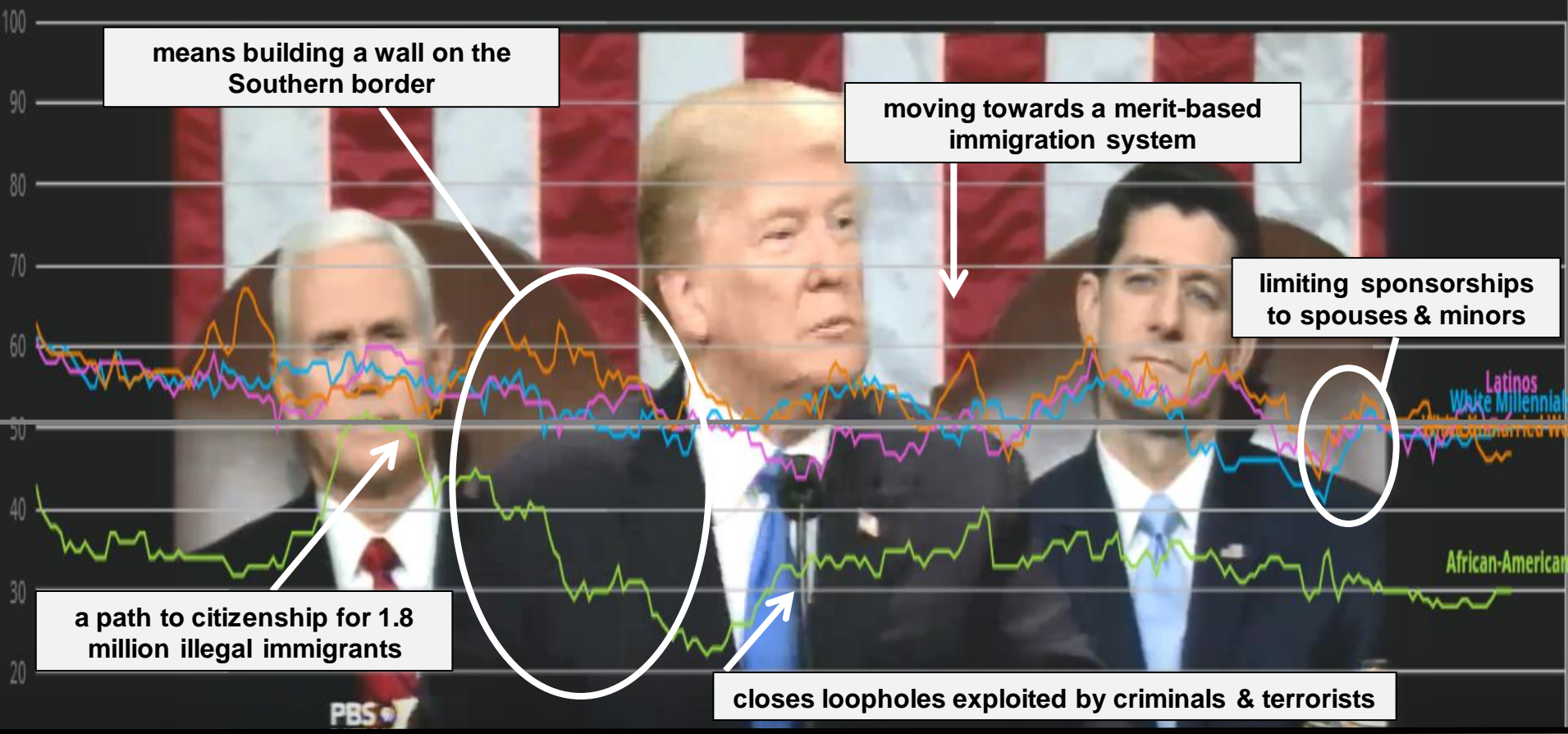
# IMMIGRATION & BORDER SECURITY

## Scapegoating immigrants for vulnerable communities leads to steep decline of African Americans, less so among Latinos



*Struggling communities, especially immigrant communities, will also be helped by immigration policies that focus on the best interests of American workers and American families. For decades, open borders have allowed drugs and gangs to pour into our most vulnerable communities. They have allowed millions of low-wage workers to compete for jobs and wages against the poorest Americans. Most tragically, they have caused the loss of many innocent lives.*

# Mixed on immigration plan – but security broadly, DREAMERS & merit see rise



means building a wall on the Southern border

moving towards a merit-based immigration system

limiting sponsorships to spouses & minors

a path to citizenship for 1.8 million illegal immigrants

closes loopholes exploited by criminals & terrorists

The first pillar of our framework **generously offers a path to citizenship for 1.8 million illegal immigrants who were brought here by their parents at a young age [...]** Under our plan, those who meet education and work requirements, and show good moral character, will be able to **become full citizens of the United States over a 12 year period.** The second pillar **fully secures the border.** That means **building a wall on the Southern border,** and it means hiring more heroes like CJ to keep our communities safe. Crucially, our plan **closes the terrible loopholes exploited by criminals and terrorists to enter our country** — and it finally ends the dangerous practice of “catch and release.” The third pillar **ends the visa lottery** — a program that randomly hands out green cards without any regard for skill, merit, or the safety of our people. It is **time to begin moving towards a merit-based immigration system** — one that admits people who are skilled, who want to work, who will contribute to our society, and who will love and respect our country. The fourth and **final pillar protects the nuclear family by ending chain migration.** Under the current broken system, **a single immigrant can bring in virtually unlimited numbers of distant relatives.** Under our plan, we focus on the immediate family by **limiting sponsorships to spouses and minor children.**



# After hearing his plans for immigration, Latinos still say open to candidate who will work with Trump

<b>% LOOKING FOR CANDIDATE</b>	<b>CHECK TRUMP/GOP</b>	<b>WORK w TRUMP/GOP</b>	<b>CHECK-WORK</b>
<b>TOTAL</b>	60	40	<b>+20</b>
<b>Latinos</b>	41	59	<b>-18</b>
<b>White unmarried women</b>	59	41	<b>+18</b>
<b>White millennials</b>	63	38	<b>+25</b>
<b>African Americans</b>	76	24	<b>+52</b>



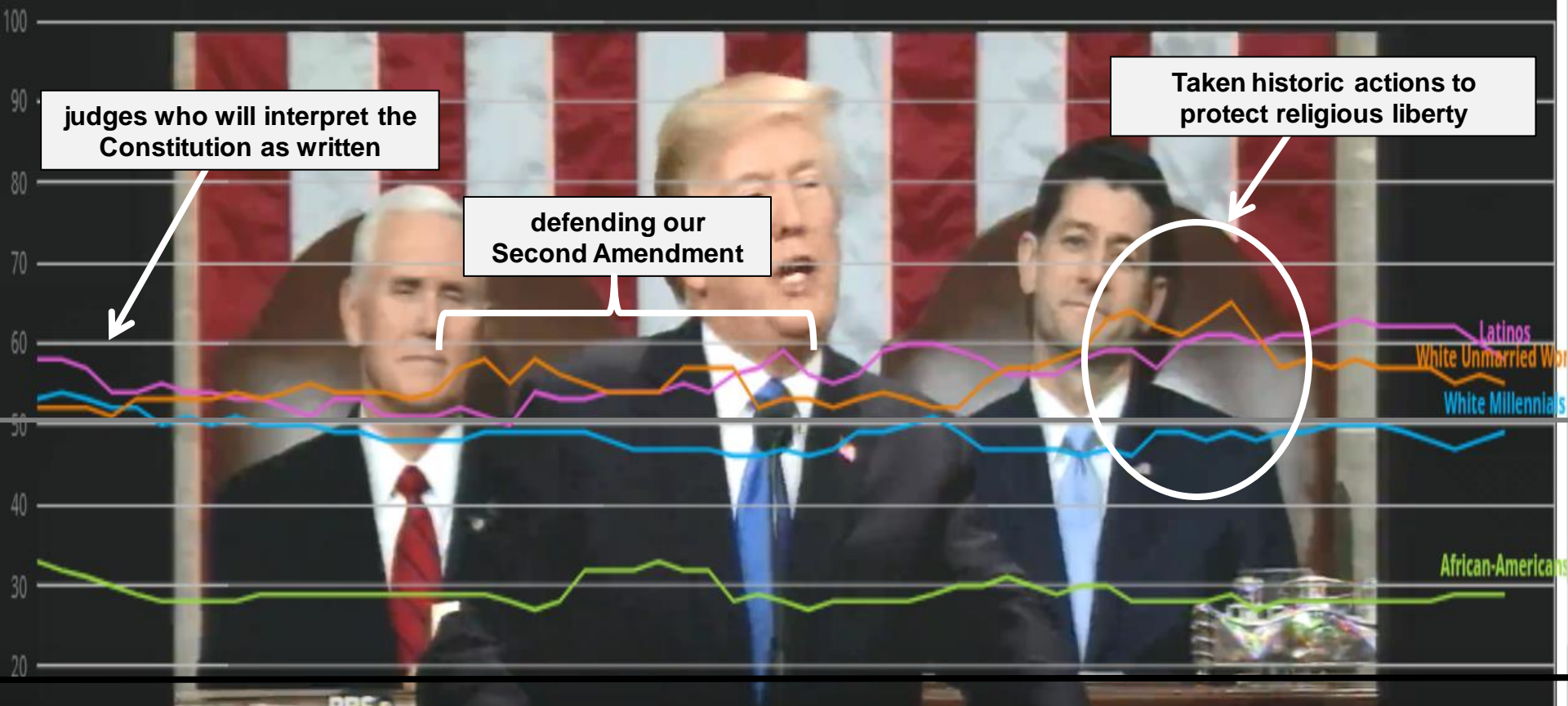
# POLICE, VETS & THE FLAG

# All support troops & police, honoring vets, but standing for anthem divisive



*We all share the same home, the same heart, the same destiny, and the same great American flag. [...] Our motto is "in God we trust." And we celebrate our police, our military, and our amazing veterans as heroes who deserve our total and unwavering support. Here tonight is Preston Sharp, a 12-year-old boy from Redding, California, who noticed that veterans' graves were not marked with flags on Veterans Day [...] and started a movement that has now placed 40,000 flags at the graves of our great heroes. [...] Preston's reverence for those who have served our Nation reminds us why we salute our flag, why we put our hands on our hearts for the pledge of allegiance, and why we proudly stand for the national anthem.*

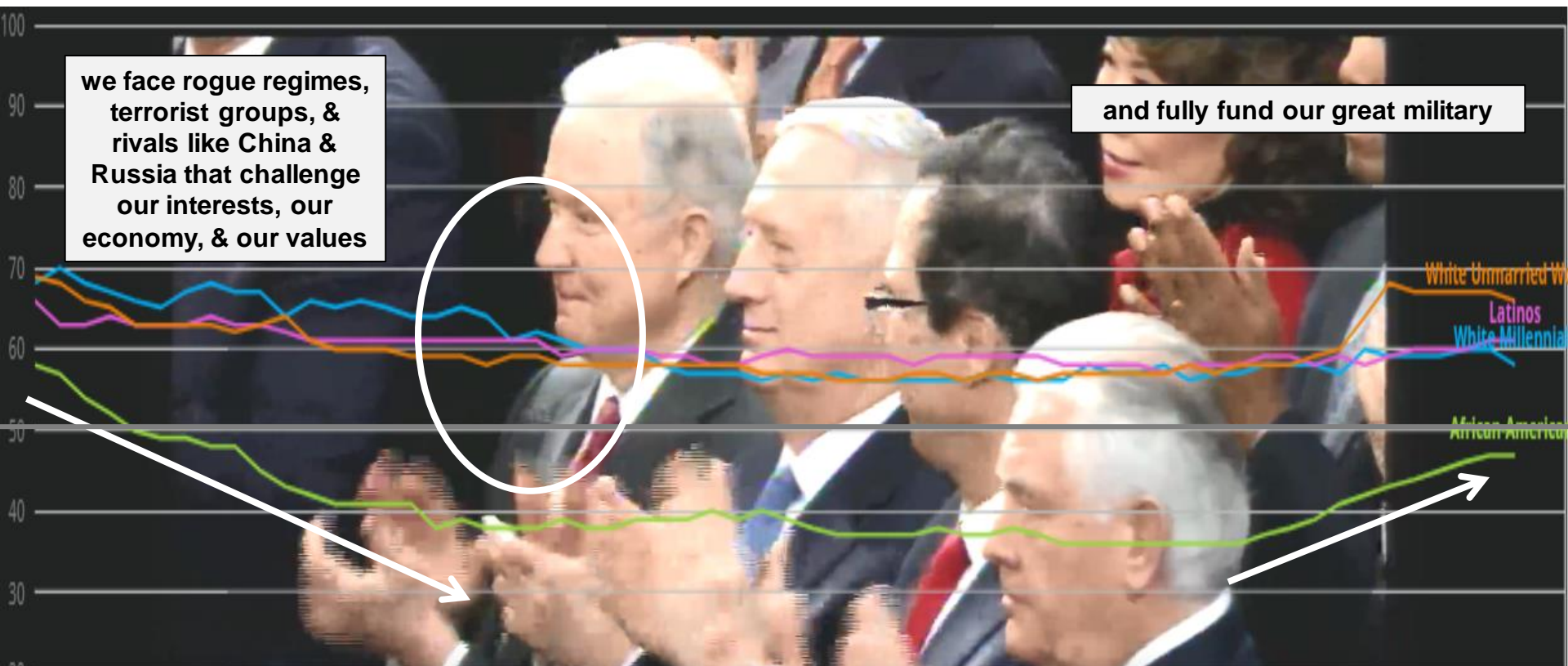
# Conservative judges & constitutional issue hardly make a difference



*Working with the Senate, we are appointing judges who will interpret the Constitution as written, including a great new Supreme Court Justice, and more circuit court judges than any new administration in the history of our country. We are defending our Second Amendment, and have taken historic actions to protect religious liberty.*

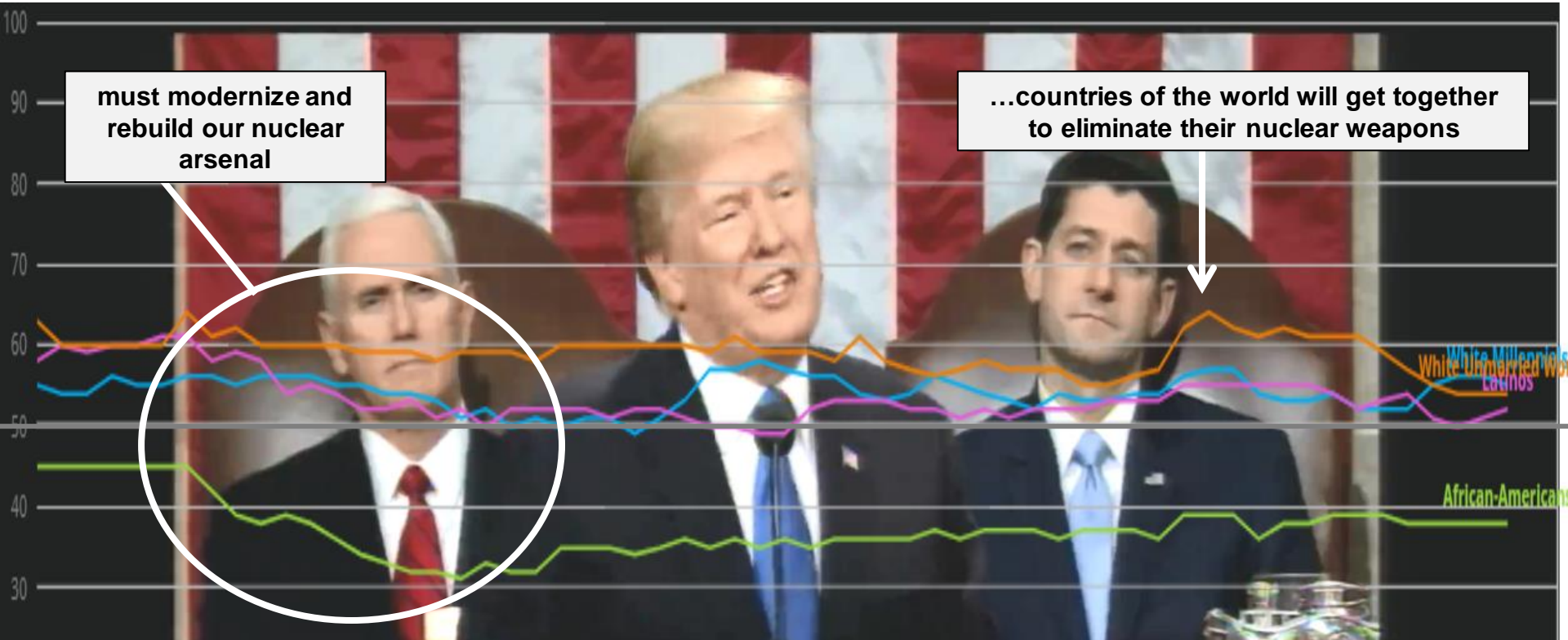
# MILITARY & INTERNATIONAL SECURITY

# Lines drop when turns to national security, only rise at call to fund military



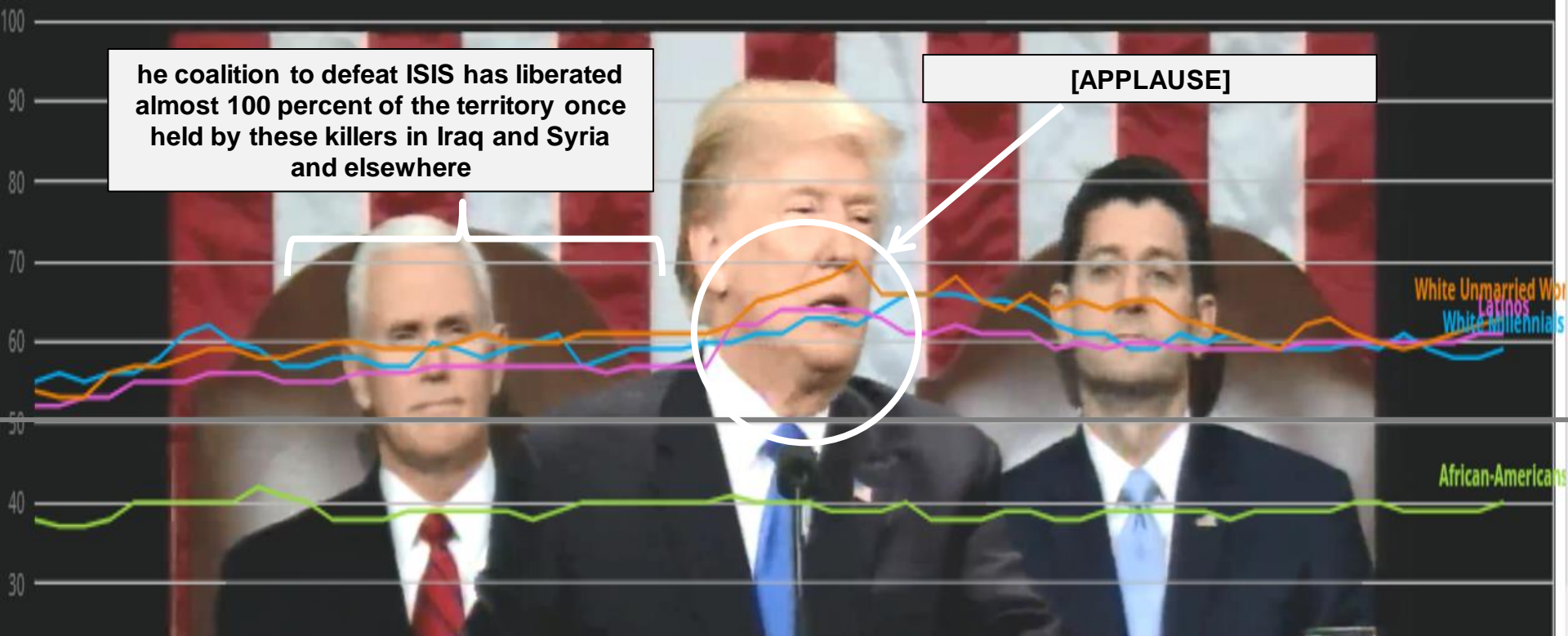
*Around the world, we face rogue regimes, terrorist groups, and rivals like China and Russia that challenge our interests, our economy, and our values. In confronting these dangers, we know that weakness is the surest path to conflict, and unmatched power is the surest means of our defense. For this reason, I am asking the Congress to end the dangerous defense sequester and fully fund our great military.*

# All but white unmarried women become concerned of talk about nukes..



*As part of our defense, we **must modernize and rebuild our nuclear arsenal**, hopefully never having to use it, but making it so strong and powerful that it will deter any acts of aggression. Perhaps someday in the future there will be a magical moment when the countries of the world will get together to eliminate their nuclear weapons. Unfortunately, we are not there yet.*

# Defeat of ISIS doesn't get the movement you would expect



*Last year, I also pledged that we would work with our allies to extinguish ISIS from the face of the Earth. One year later, I am proud to report that the coalition to defeat ISIS has liberated almost 100 percent of the territory once held by these killers in Iraq and Syria and elsewhere. But there is much more work to be done. We will continue our fight until ISIS is defeated.*



# No GOP congressional gains, a gift to Democrats

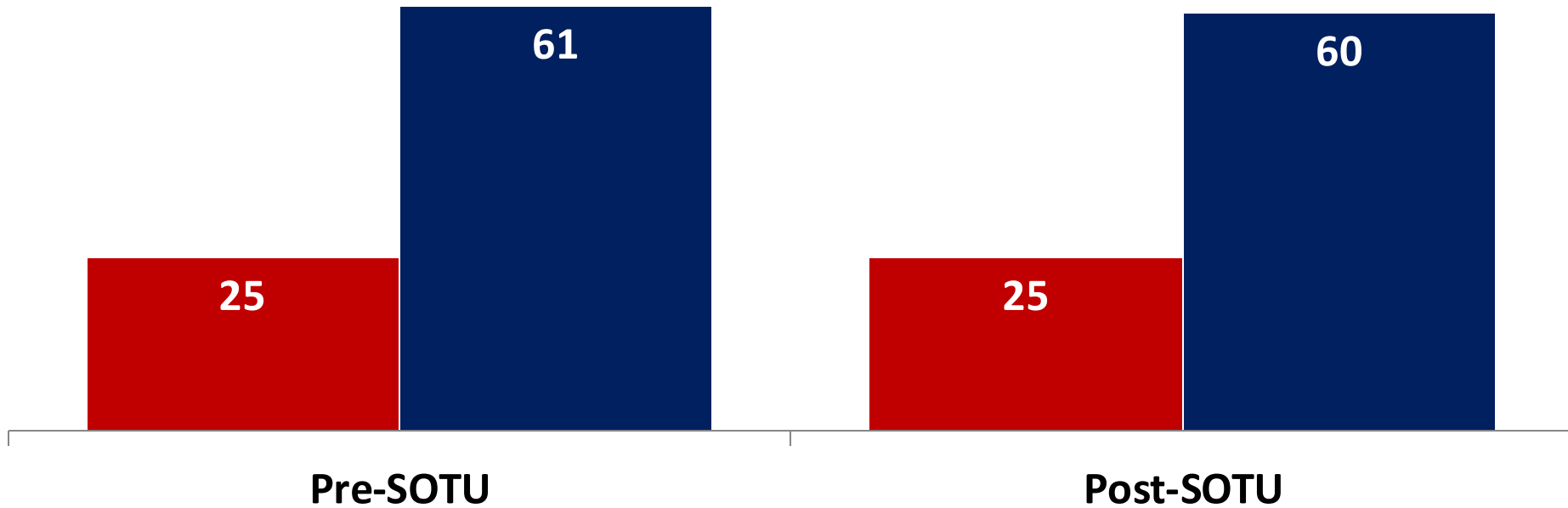
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