PUBLIC OPINION STRATEGIES
turning questions into answers

South Carolina Trucking Association

June 13, 2022

PREPARED BY:

Neil Newhouse, Partner

1

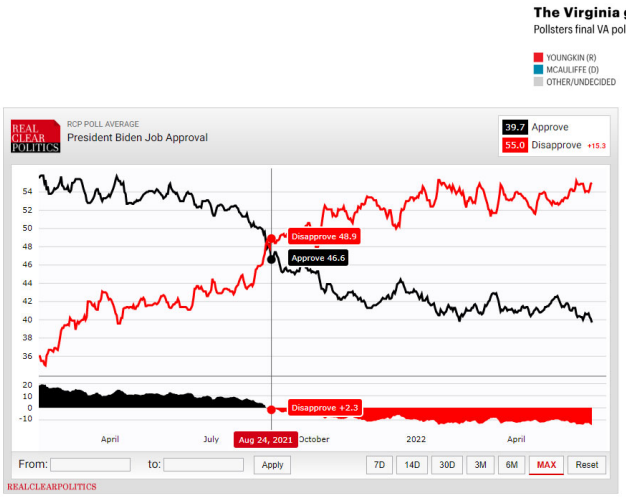
Not an upholsterer…

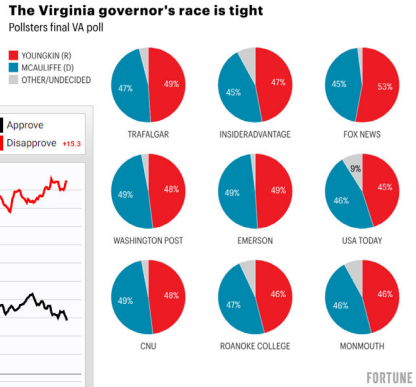
bloximages.chicago2.vip.townnews.com

2

2

A pollster.





POS

realclearpolitics.com/fortune.com

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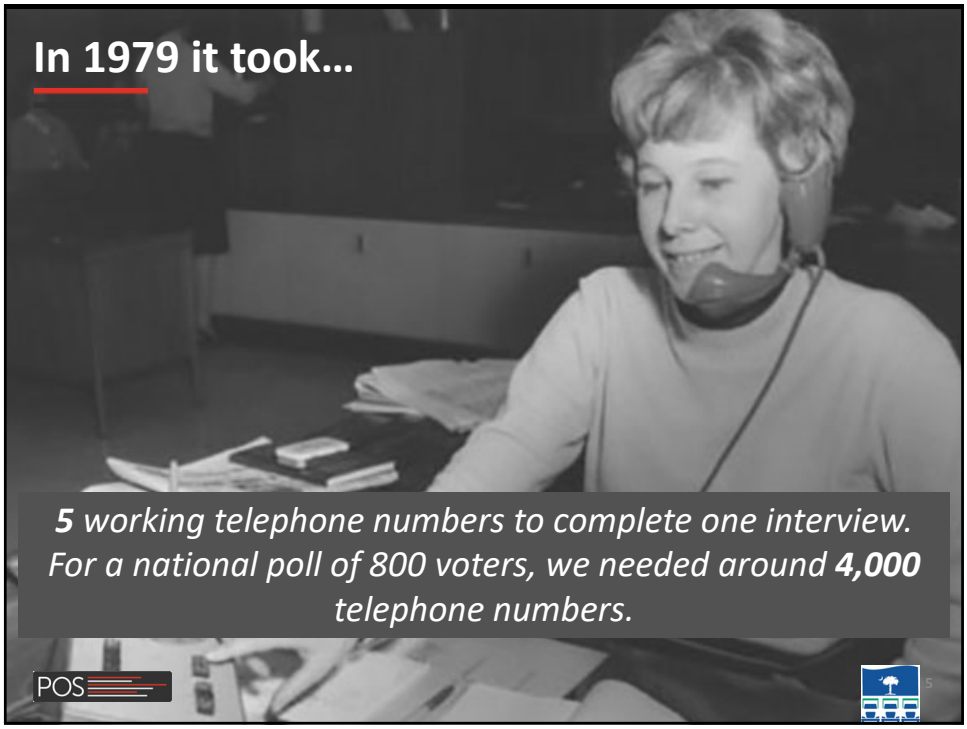
How do you poll people anyway?
(I've never been polled.)

POS

4

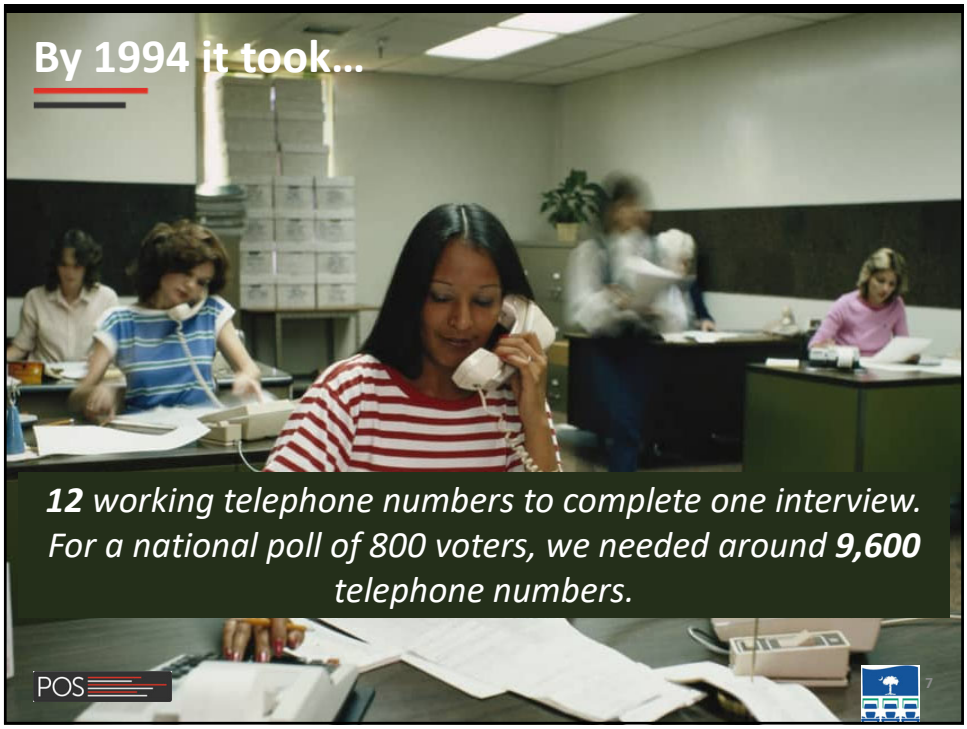
4


In 1979 it took…
5 working telephone numbers to complete one interview.
For a national poll of 800 voters, we needed around 4,000 telephone numbers.
POS
5

5

And, in 1990 it took…
8 working telephone numbers to complete one interview.
For a national poll of 800 voters, we needed around 6,400 telephone numbers.
POS
6

6


By 1994 it took…
12 working telephone numbers to complete one interview.
For a national poll of 800 voters, we needed around *9,600* telephone numbers.
POS
7

7

Today it takes…
150 cell phone numbers to complete one interview and *500* landline numbers to complete one interview.
For a national poll of 800 voters, we need around *232,000* telephone numbers.
POS
8

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Political Environment – June 2022

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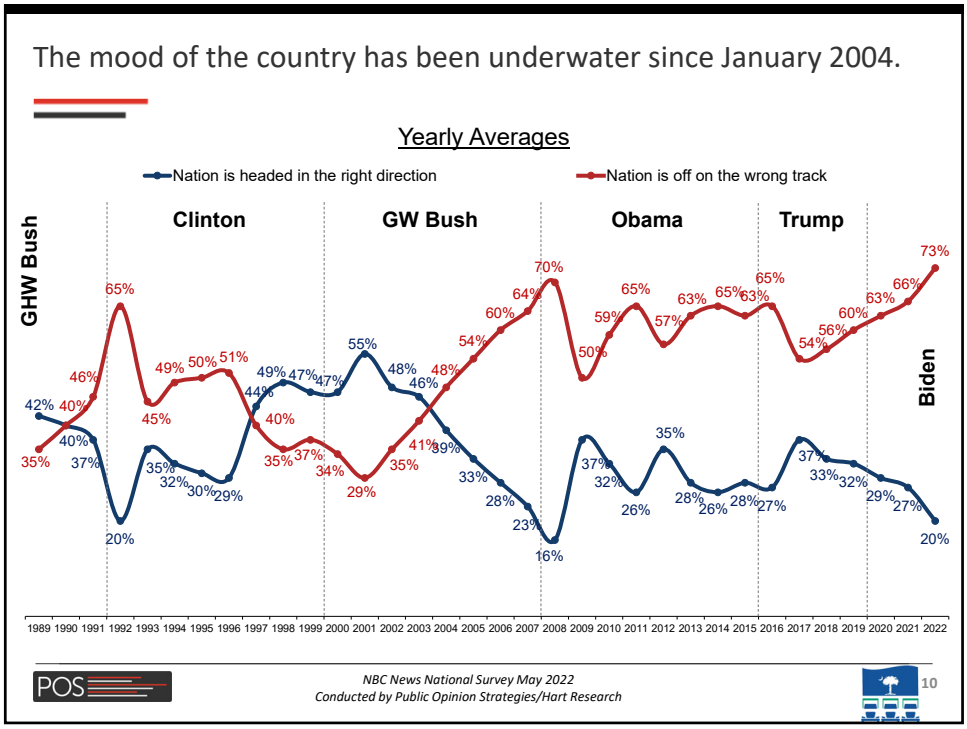
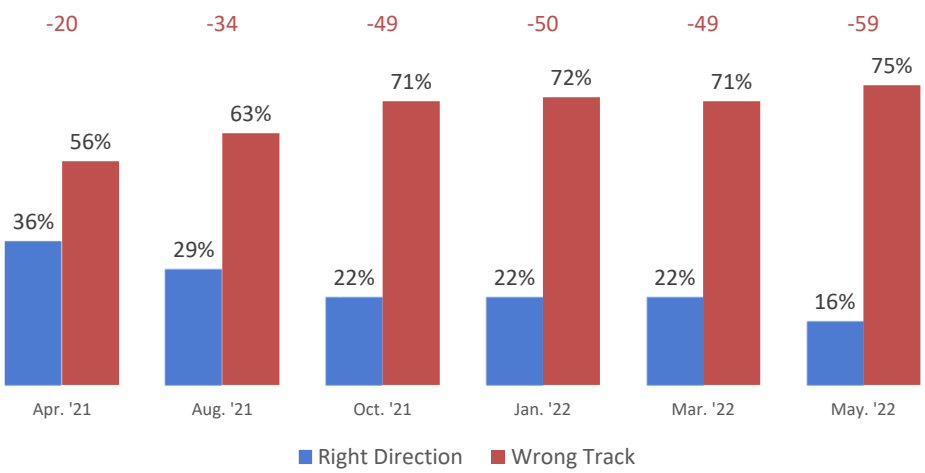


10

This has only continued under the Biden presidency.



*NBC News National Survey May 2022

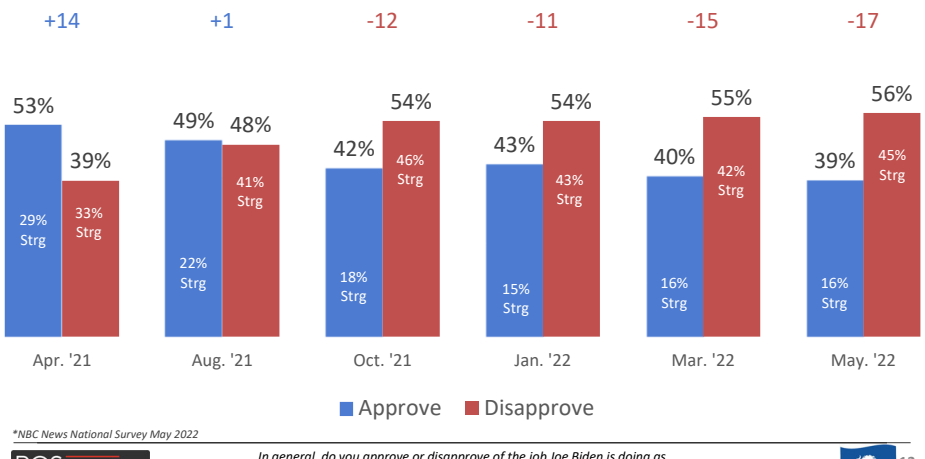
POS

Now, all in all, do you think things in the nation are generally headed in the right direction, or do you feel things are off on the wrong track?

11

11

The President's approval has fallen to the lowest point in his term thus far.



*NBC News National Survey May 2022

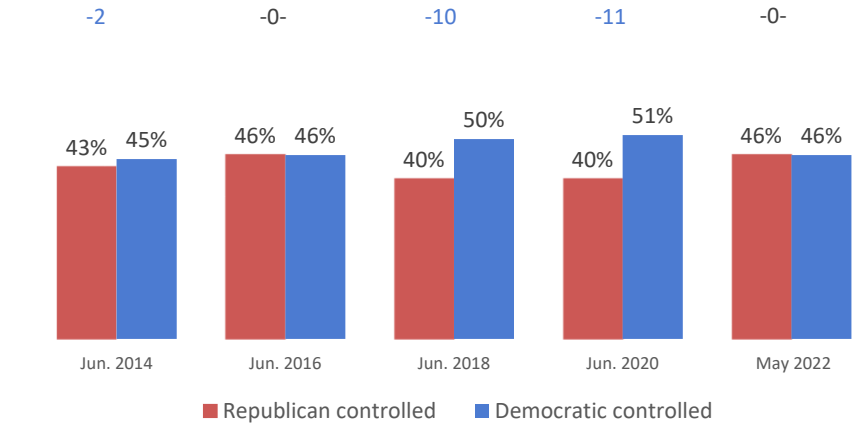
POS

In general, do you approve or disapprove of the job Joe Biden is doing as president? (IF APPROVE/DISAPPROVE) And, do you strongly or just somewhat (approve/disapprove) of the job Joe Biden is doing as president?

12

12

The generic congressional ballot is essentially a dead heat.



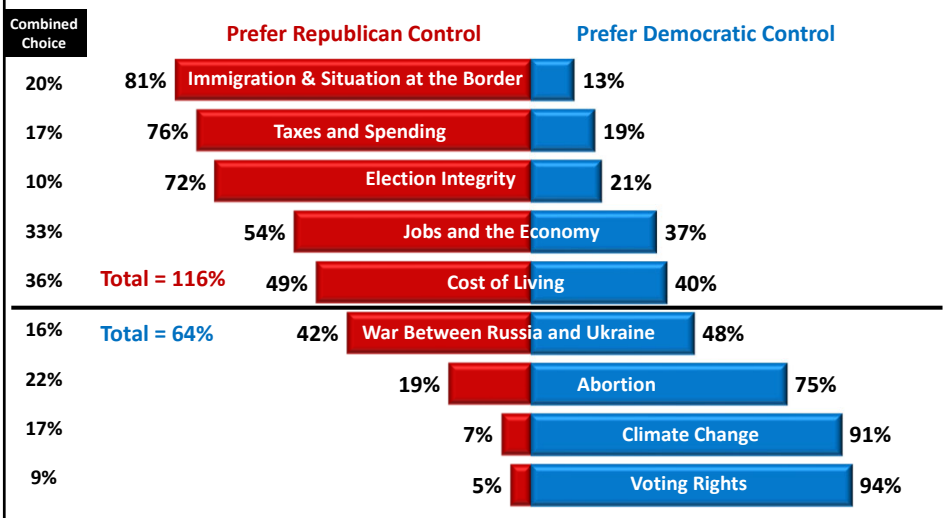
POS

What is your preference for the outcome of this November's congressional elections -- a Congress controlled by Republicans or a Congress controlled by Democrats?
NBC News Poll

13

13

The GOP holds a significant advantage on the issues most important to voters.



POS

What is your preference for the outcome of this November's congressional elections -- a Congress controlled by Republicans or a Congress controlled by Democrats?
NBC News Poll

14

14

Looking ahead to the `22 mid-term elections, past trends don't bode well for Democrats.

	Final Election Year Poll – NBC/WSJ Job Approval			# of House Seats Won by (GOP) / (DEM)
	Approve	Disapprove	Net Diff.	
Clinton 1994	44%	44%	-0-	+52
Clinton 1998	68%	29%	+39%	+5
Bush 2002	63%	31%	+32%	+8
Bush 2006	39%	57%	-18%	+30
Obama 2010	44%	52%	-8%~	+63
Obama 2014	42%	54%	-12%~	+13
Trump 2018	46%	52%	-6%~	+40
Biden 2022	39%	56%	-17%	?

*Data from the American Presidency Project ^1994, 1998, 2002 exit polls from Voter News Service

~Data among Likely Voters +Data from October 2006

POS

Source: NBC/WSJ Poll

15

15

Another problem for the Democrats: DEM Primary voters are pulling the party to the left.

In thinking about the Democratic candidates in your state and how they approach issues like health care, climate change, college affordability, and economic opportunity, which of the following comes closer to describing the candidate you prefer?

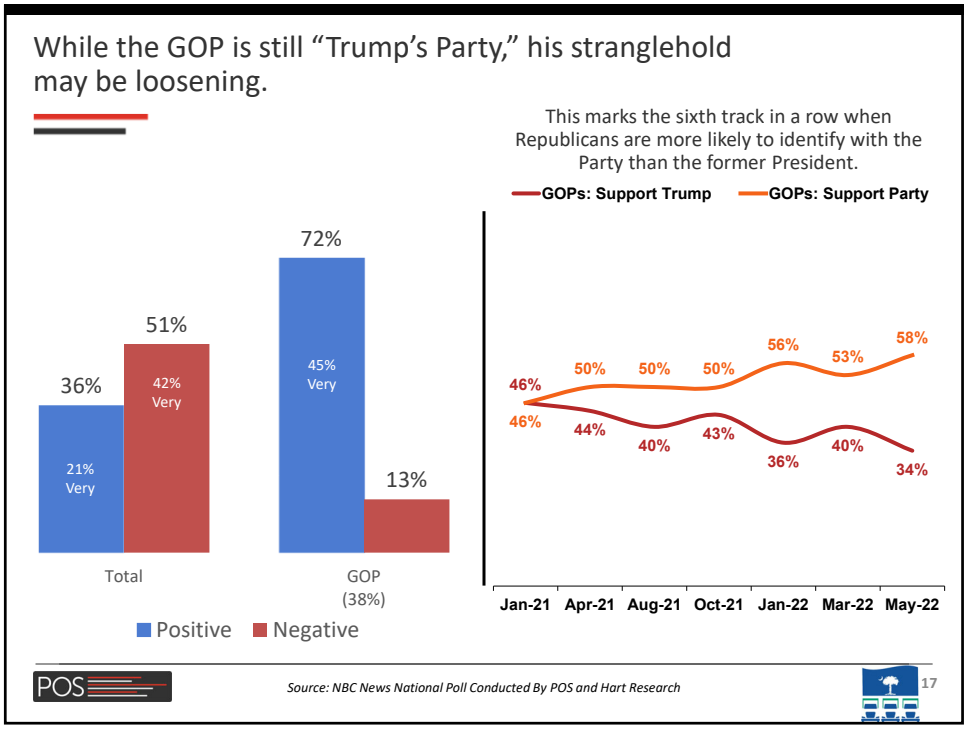
	All Democratic Primary Voters	Biden Democrats	Sanders/ Warren Democrats
Someone who proposes larger scale policies that cost more and might be harder to pass into law, but could bring major change on these issues	63%	59%	73%
Someone who proposes smaller scale policies that cost less and might be easier to pass into law, but will bring less change on these issues	33%	36%	23%

POS

Source: NBC News National Poll

16

16

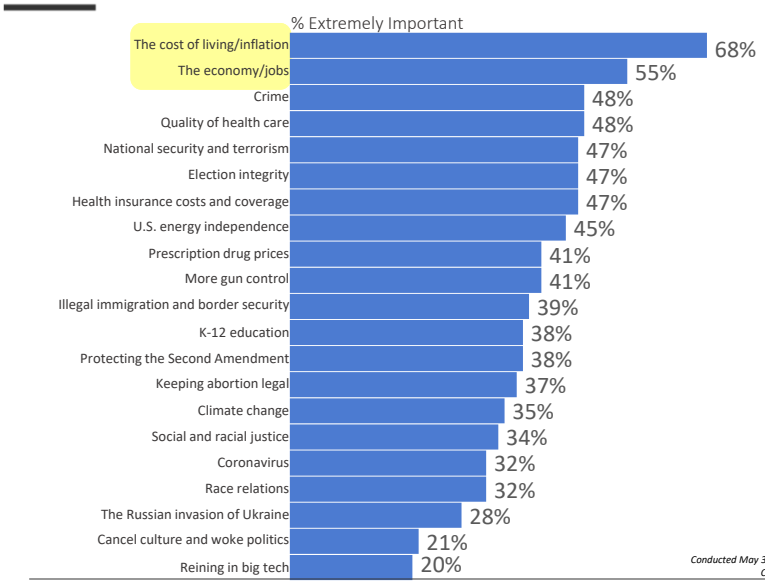

While the GOP is still "Trump's Party," his stranglehold may be loosening.
This marks the sixth track in a row when Republicans are more likely to identify with the Party than the former President.
GOPs: Support Trump
GOPs: Support Party
36%
21% Very
51%
42% Very
Total
72%
45% Very
13%
GOP (38%)
Positive
Negative
46%
50%
50%
50%
56%
53%
58%
46%
44%
40%
43%
36%
40%
34%
Jan-21
Apr-21
Aug-21
Oct-21
Jan-22
Mar-22
May-22
POS
Source: NBC News National Poll Conducted By POS and Hart Research
17

17

The Issues
18

18

Economic issues continue to dominate voters' agenda.



Conducted May 31 to June 5, 2020. N=1000 Credibility Internal=±3.53%

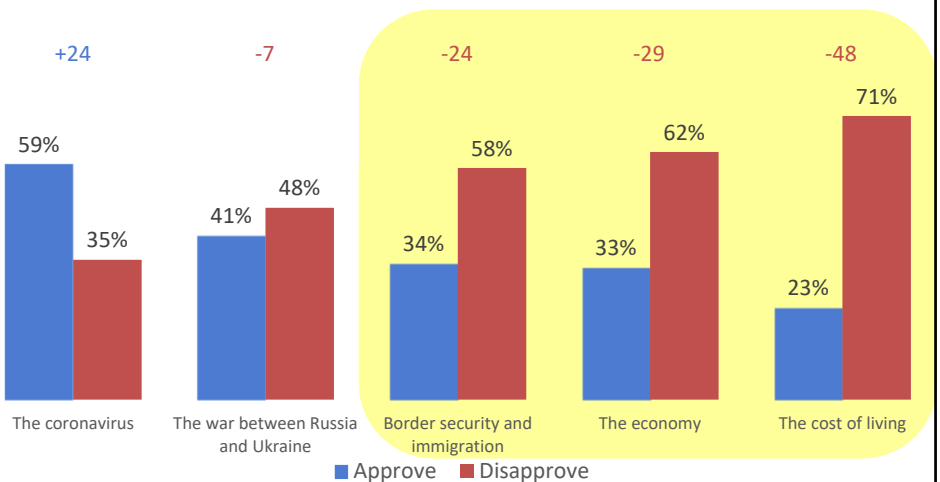
POS

How important are each of the following issues to you in determining which candidate you will be supporting in the election for Congress from your district…

19

19

The challenge for Biden is his worst approval scores are on the most important issues.



**NBC News National Survey May 2022*

POS

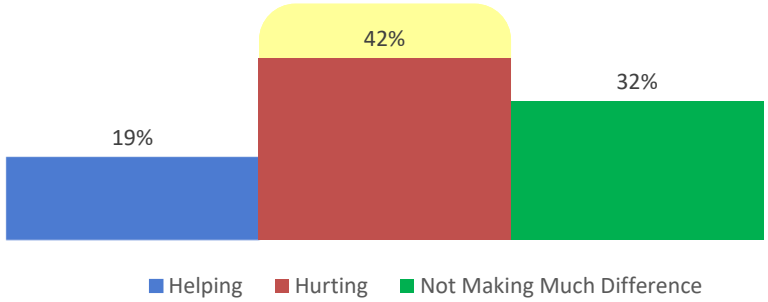
For the following please tell me if you approve or disapprove of President Biden's handling of each item.

20

20

And, voters think his policies are hurting the inflation situation.

Do you think the Biden administration's actions to get inflation and rising prices under control are helping, hurting, or not making much difference?



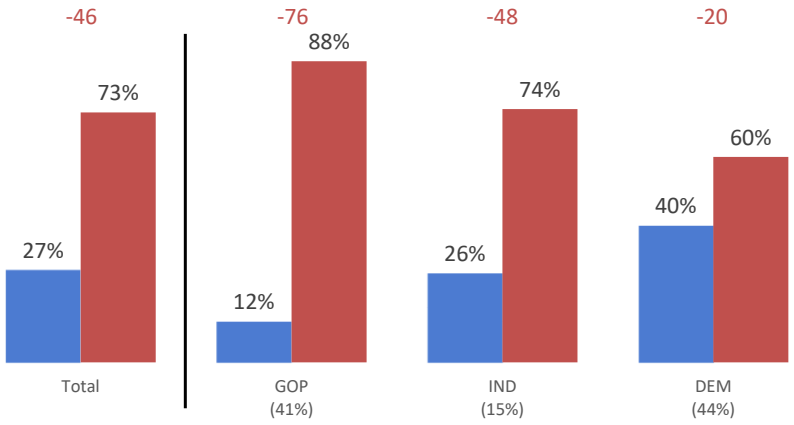
POS

21

21

And, while abortion has become a major social issue in the past two months, economic issues still trump abortion.

Supporting a candidate who will fight to keep abortion legal.
...or...
Supporting a candidate who will fight to reduce the cost of living, bring down inflation and lower gas prices.



POS

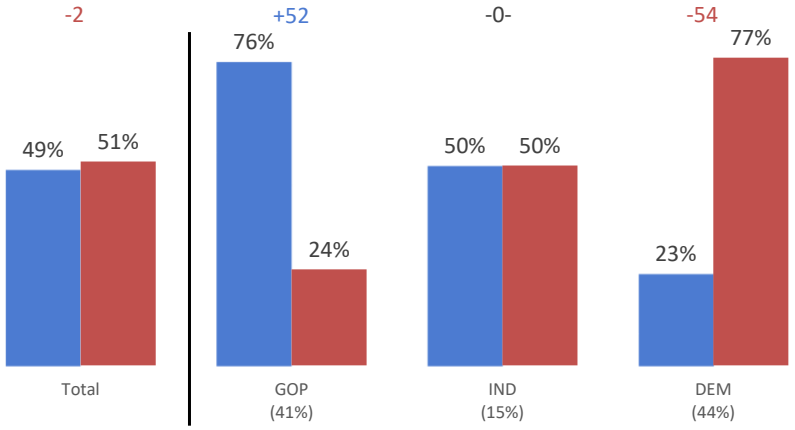
When it comes to voting this fall, what is more important to your vote ...
POS National Survey May 31-June 5, 2022 N=1000

22

22

On the issue of guns, Americans' views are pretty evenly divided.

Gun ownership does more to increase safety by allowing law-abiding citizens to protect themselves.
...or...
Gun ownership does more to reduce safety by giving too many people access to firearms and increasing the chances for tragic events.



POS

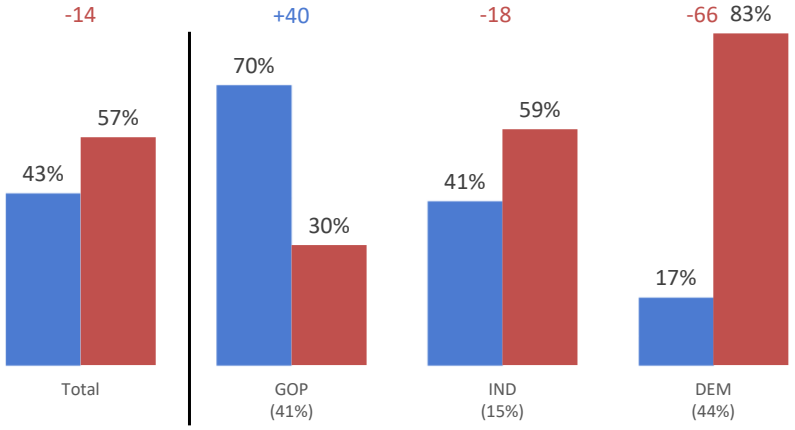
And, which of the following two statements comes closer to your point of view on the issue of gun ownership?
POS National Survey May 31-June 5, 2022 N=1000

23

23

And, there is a clear partisan division over potential government legislation surrounding guns.

The government will go too far in restricting the rights of citizens to own guns.
...or...
The government won't do enough to regulate access to firearms.



POS

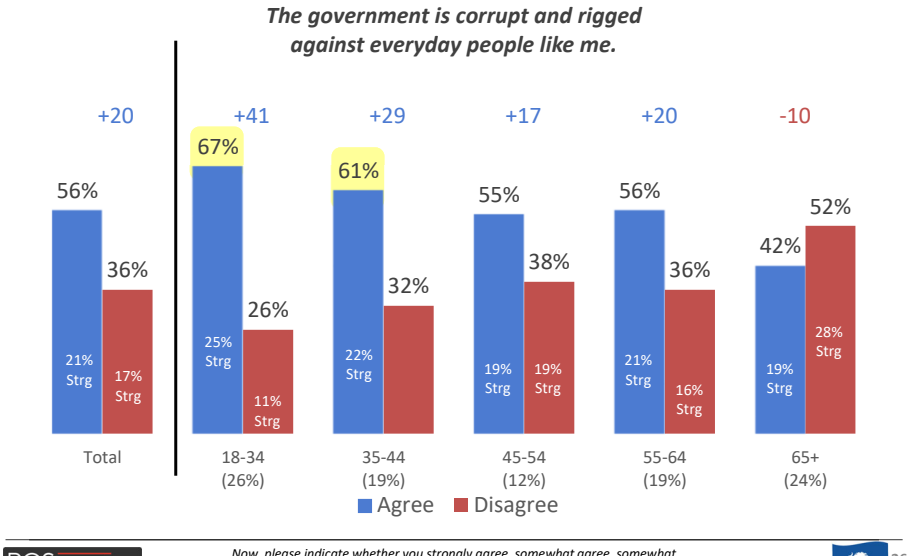
Which of the following statements regarding guns concerns you more?
POS National Survey May 31-June 5, 2022 N=1000

24

24

25

Distrust in government is disturbingly high, especially among younger voters.



POS

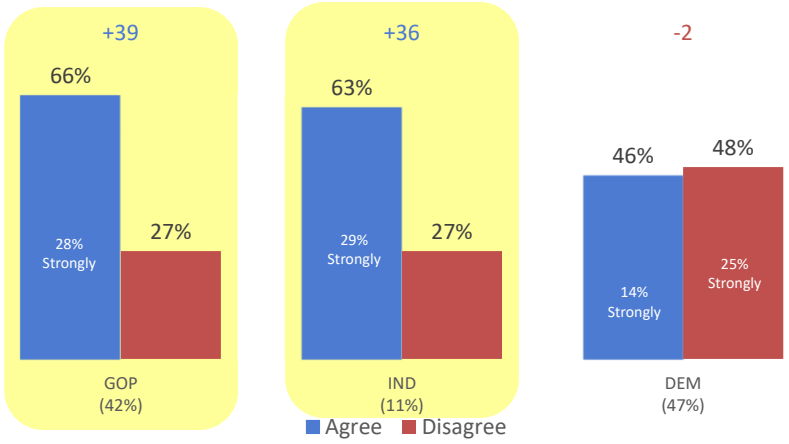
Now, please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements.
UChicago-IOP National Survey May 2022, N=1,000

26

26

Nearly two thirds of both Republicans and Independents agree that the government is "corrupt" and "rigged."

The government is corrupt and rigged against everyday people like me.



POS

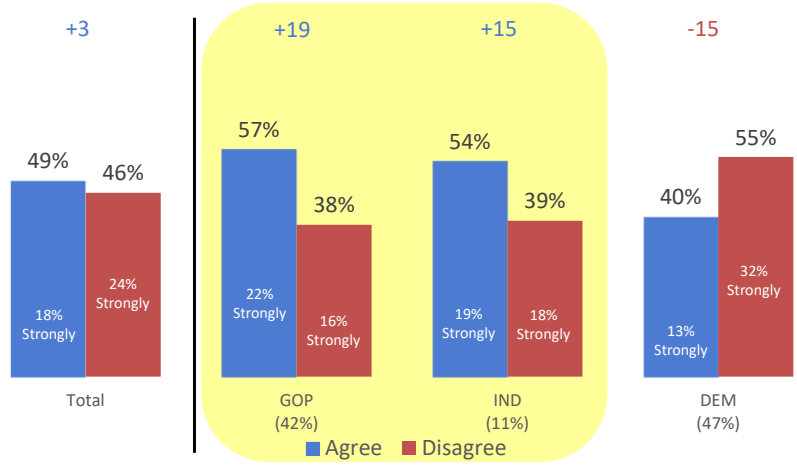
Now, please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements.
UChicago-IOP National Survey May 2022, N=1,000

27

27

Americans are divided on whether they share the sentiment that they "feel more and more like a stranger in my own country." There is significant agreement among R's and I's.

I feel more and more like a stranger in my own country.



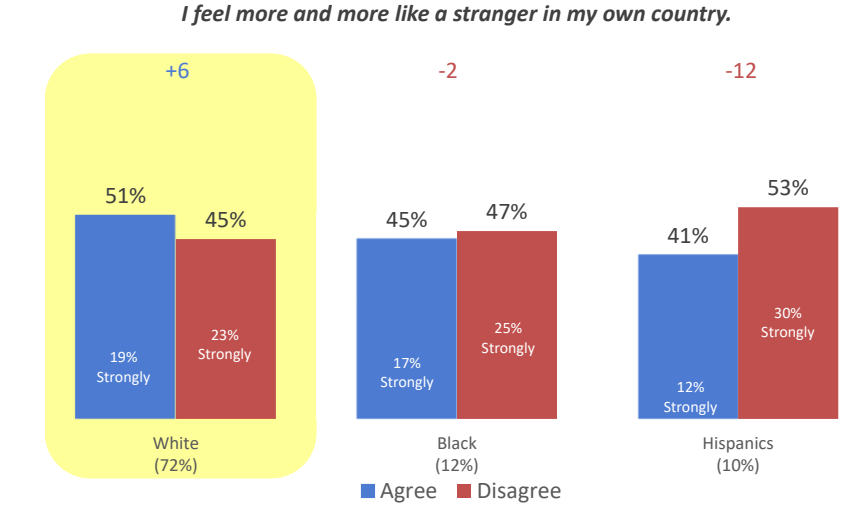
POS

Now, please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements.

28

28

Whites agree with this "stranger in my own country" sentiment at a higher rate than either Blacks or Hispanics.



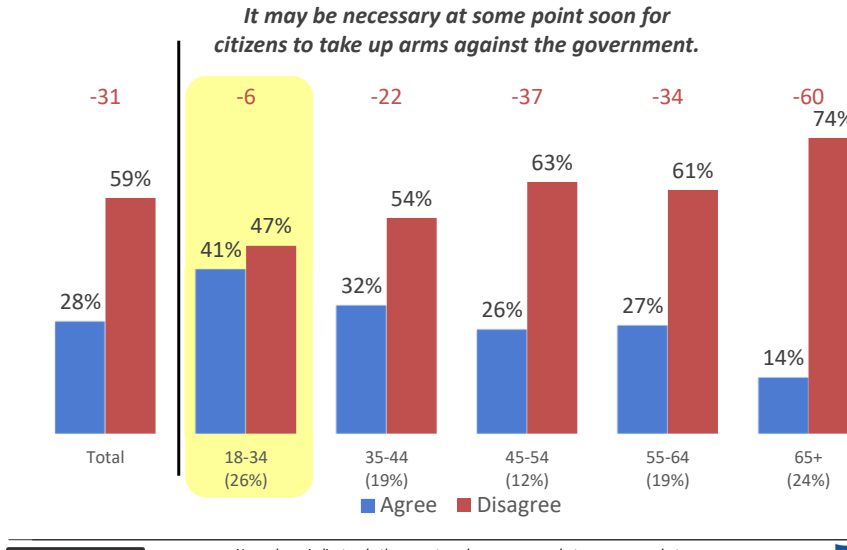
POS

Now, please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements.

29

29

More than one-quarter of voters agree that "it may be necessary at some point soon for citizens to take up arms against the government."



POS

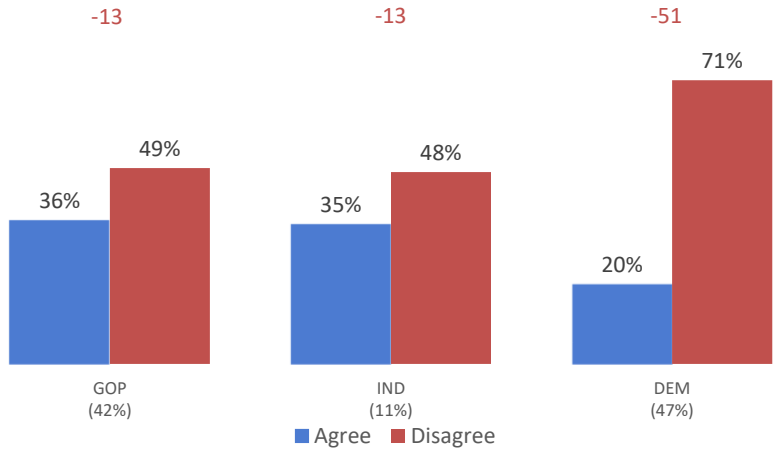
Now, please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements.
UChicago-IOP National Survey May 2022, N=1,000

30

30

At least one-fifth of voters across party lines agree.

It may be necessary at some point soon for citizens to take up arms against the government.



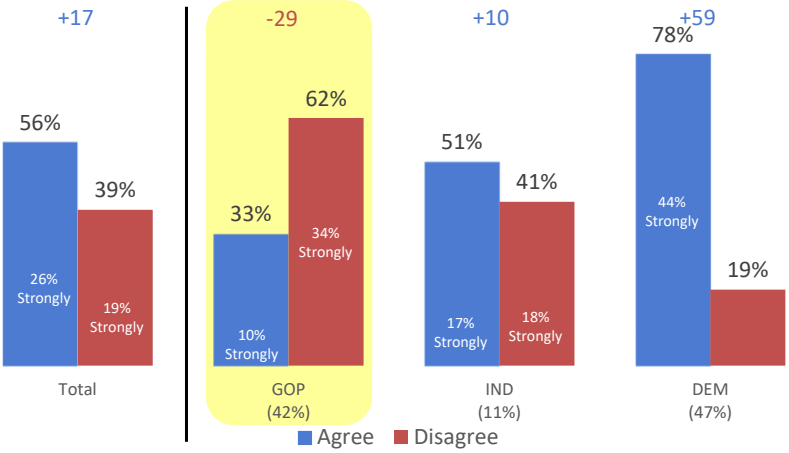
Now, please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements.
UChicago-IOP National Survey May 2022, N=1,000

31

31

While a clear majority of voters say they generally "trust our elections to be conducted fairly and accurately counted," Republicans pretty strongly disagree.

I generally trust our elections to be conducted fairly and accurately counted.



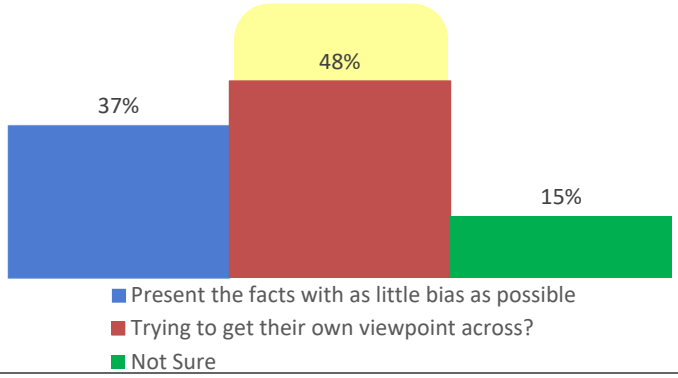
Now, please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements.
UChicago-IOP National Survey May 2022, N=1,000

32

32

Voters believe that the media is the source of intentional disinformation.

When consuming news, do you believe that the people who created the news content, that is the reporters, editors and newscasters, are trying to...



POS

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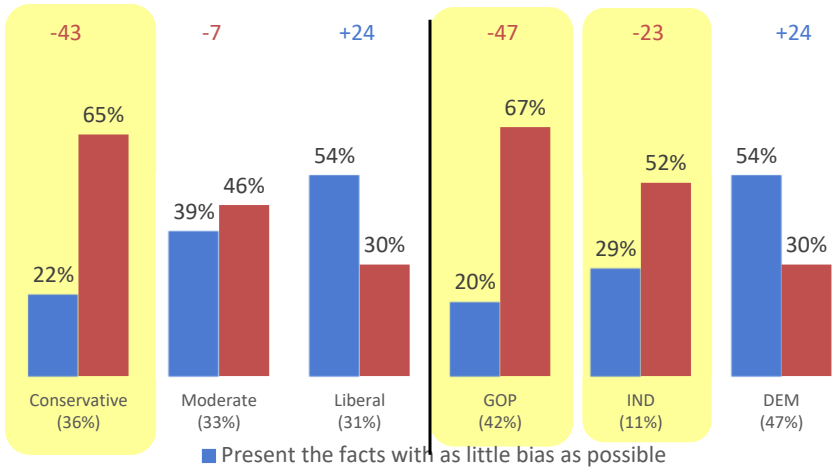
Conservatives, Republicans and Independents are much more likely to believe that the news is slanted.



POS

When consuming news, do you believe that the people who created the news content, that is the reporters, editors and newscasters, are trying to...

34

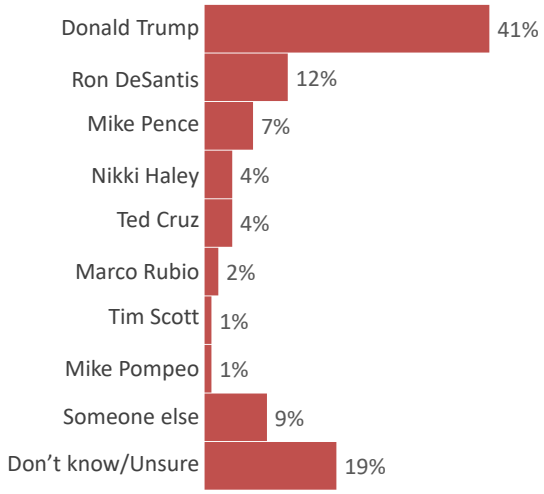
34

35

The Republican nomination is his if he wants it.

36

Trump leads the field by a wide margin in recent field ballots.



POS

If the Republican presidential primary for the 2024 election was held today, who would you vote for?
Harvard Harris Poll May 2022

37

37

The other potential challengers.

Florida Gov. Ron DeSantis

Donald Trump Jr.

Former Ambassador Nikki Haley

Former Vice President Mike Pence

Arkansas Senator Tom Cotton

Maryland Gov. Larry Hogan

Arizona Gov. Doug Ducey

South Carolina Senator Tim Scott

Texas Senator Ted Cruz

FOX News Host Tucker Carlson

POS

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38

While Biden is not particularly popular…

POS

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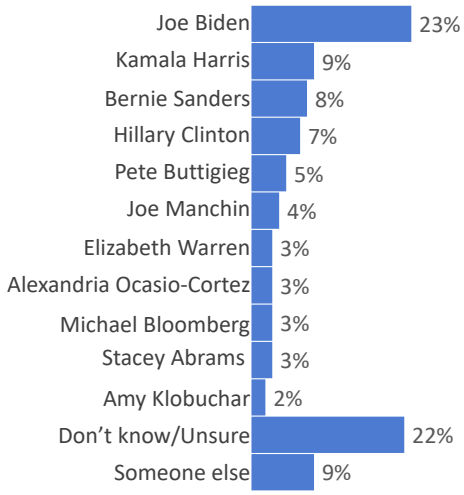
He still leads the field.



POS

If the Democratic presidential primary for the 2024 election was held today, who would you vote for?
Harvard Harris Poll May 2022

40

40

The possible contenders.

Vice President
Kamala Harris

Vermont Senator
Bernie Sanders

Massachusetts Senator
Elizabeth Warren

New York Congresswoman
Alexandria Ocasio-Cortez

California Governor
Gavin Newsom

New Jersey Senator
Cory Booker

North Carolina Gov.
Roy Cooper

Minnesota Senator
Amy Klobuchar

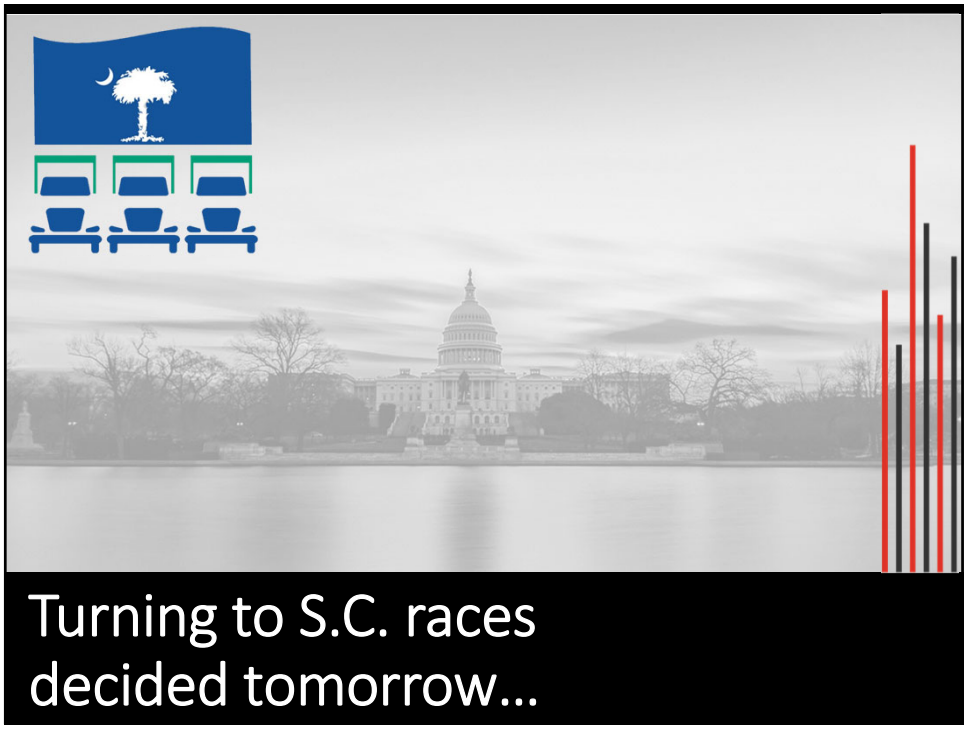
Sec. of Transportation
Pete Buttigieg

Former GA State Rep.
Stacey Abrams

POS

32

41



Turning to S.C. races decided tomorrow…

42

SC-1 GOP Primary

	Nancy Mace (I)	Katie Arrington
Endorsed by:	Former Gov. Nikki Haley, NRA, Mick Mulvaney, Kevin McCarthy, and Club for Growth	Former President Trump
	• Attacked for "turning her back on Trump" • Hit as the "Liz Cheney of the South" • Positions herself as better able to hold the seat in November.	• Beat Mark Sanford in GOP primary in 2018 • Says Nancy Pelosi would love to have Nancy Mace back in Congress • Her work for the DOD has come under scrutiny
Bottom Line:	• Polling is scarce here, though there are some indications that Mace's lead is narrowing. • Ideological contrasts are particularly effective in GOP primaries, while touting superiority in the general election usually falls flat.	

POS

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43

SC-7 GOP Primary

	Tom Rice (I)	Russell Fry
Endorsed by:	US Chamber of Commerce, Former Speaker Paul Ryan	Former President Trump
	• Touts he voted with Trump 94% of the time but supported Trump's impeachment. • Weathering attack that he has enriched himself while in office. • Reportedly reaching out to D's for support in the primary race to avoid a run-off.	• Being attacked for missing more than 600 votes as a state legislator. • Also depicted by Rice as a "tax and spender."
Bottom Line:	• Recent polls show Fry leading, propelled by Trump's endorsement. • Likely to go to run-off, favoring Fry. • GOP primary voters are unlikely to forgive Rice for voting for Trump's impeachment.	

POS

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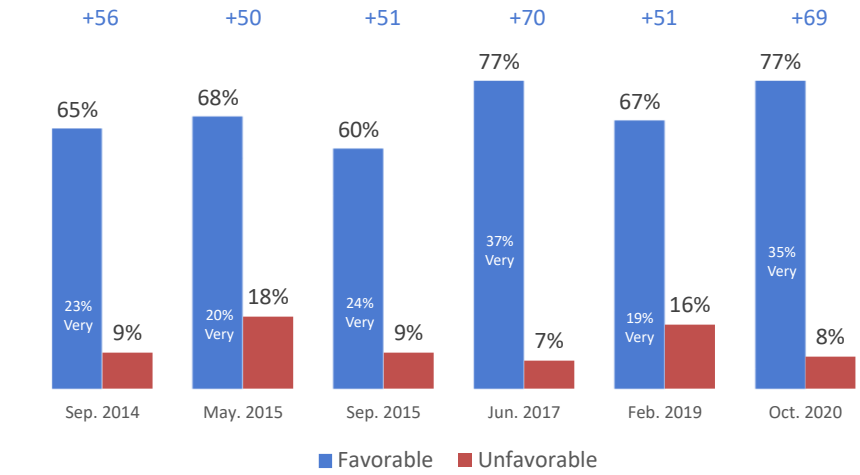
44

Attitudes Toward The Trucking Industry

45

The trucking industry's image at the height of the pandemic was at its highest level we've tested.



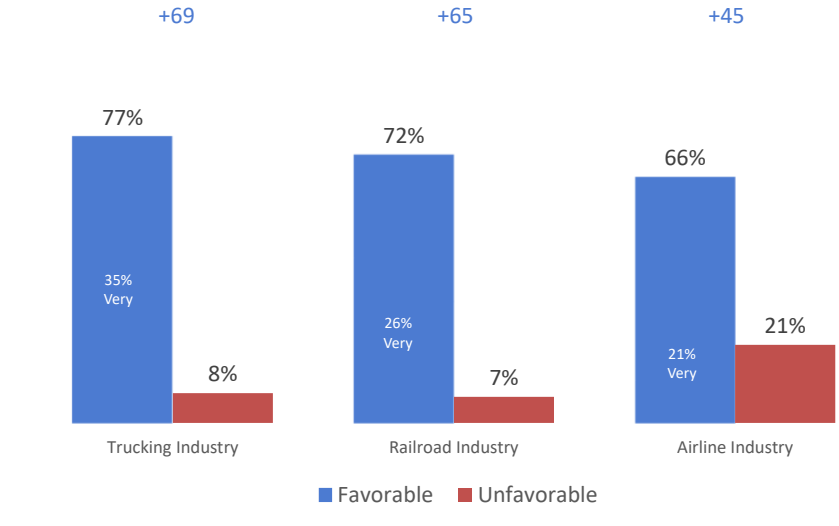
POS

Now, please review the names of a few industries, and indicate whether you have a favorable or unfavorable impression of each one…

46

46

Edging out the railroad and airline industries.



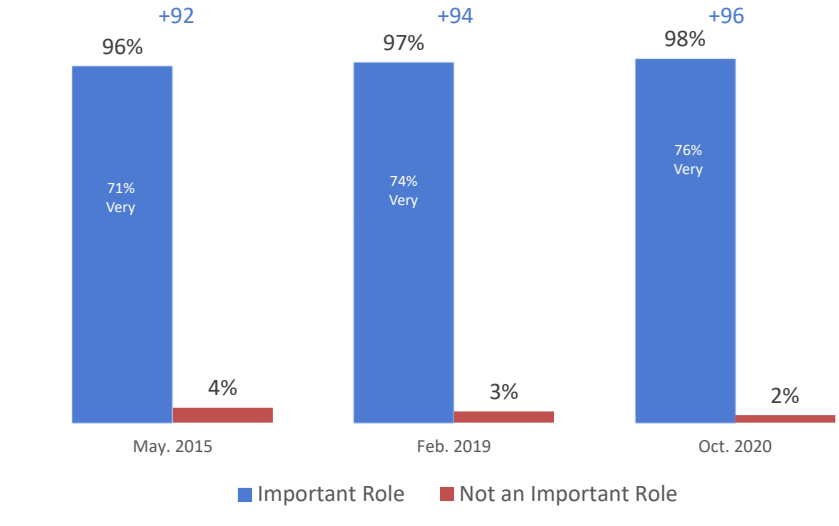
POS

Now, please review the names of a few industries, and indicate whether you have a favorable or unfavorable impression of each one…

47

47

And, there is nearly unanimous agreement regarding the importance of the role the nation's trucking industry plays in the American economy.



POS

And, how important is the role that the nation's trucking industry play in the American economy?

48

48

Those with the strongest favorable image of the trucking industry include…

Republicans – 44% very favorable

Very conservatives – 56% very favorable

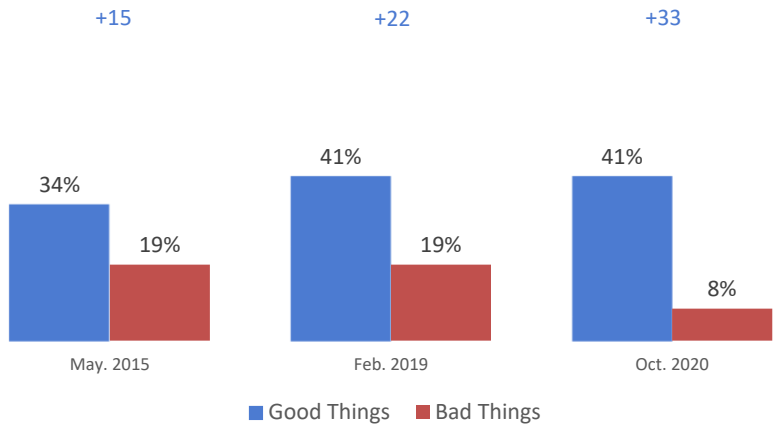
Rural voters – 43% very favorable

Deep South voters – 46% very favorable

Trump voters – 45% very favorable

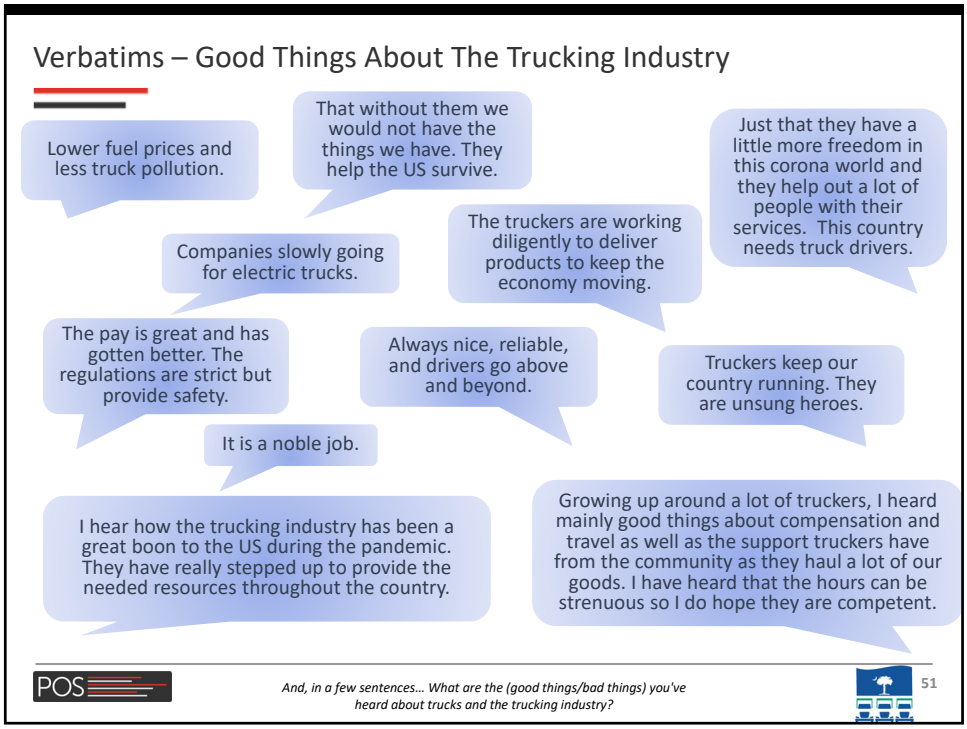
49

In line with previous years, Americans have heard "more good things" than "bad things" about the trucking industry.



Thinking specifically about the trucking industry… Generally speaking do you hear people saying more good things about the trucking industry or more bad things about it?

50


Verbatims – Good Things About The Trucking Industry
Lower fuel prices and less truck pollution.
That without them we would not have the things we have. They help the US survive.
Just that they have a little more freedom in this corona world and they help out a lot of people with their services. This country needs truck drivers.
Companies slowly going for electric trucks.
The truckers are working diligently to deliver products to keep the economy moving.
The pay is great and has gotten better. The regulations are strict but provide safety.
Always nice, reliable, and drivers go above and beyond.
Truckers keep our country running. They are unsung heroes.
It is a noble job.
I hear how the trucking industry has been a great boon to the US during the pandemic. They have really stepped up to provide the needed resources throughout the country.
Growing up around a lot of truckers, I heard mainly good things about compensation and travel as well as the support truckers have from the community as they haul a lot of our goods. I have heard that the hours can be strenuous so I do hope they are competent.
POS
And, in a few sentences… What are the (good things/bad things) you've heard about trucks and the trucking industry?
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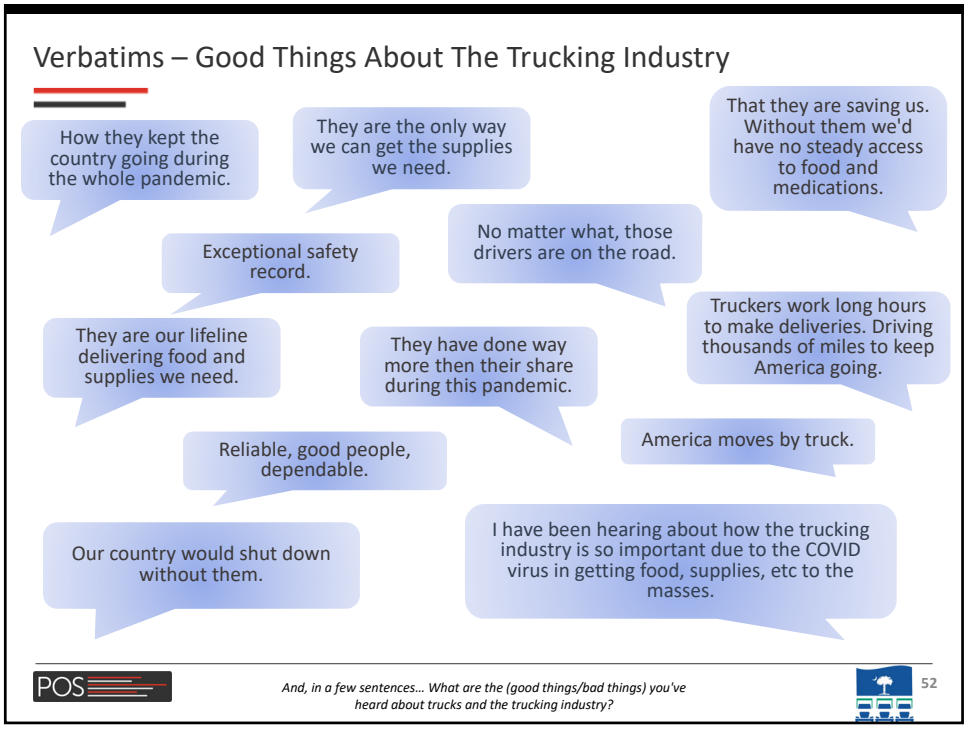
Verbatims – Good Things About The Trucking Industry
How they kept the country going during the whole pandemic.
They are the only way we can get the supplies we need.
That they are saving us. Without them we'd have no steady access to food and medications.
Exceptional safety record.
No matter what, those drivers are on the road.
They are our lifeline delivering food and supplies we need.
They have done way more then their share during this pandemic.
Truckers work long hours to make deliveries. Driving thousands of miles to keep America going.
Reliable, good people, dependable.
America moves by truck.
Our country would shut down without them.
I have been hearing about how the trucking industry is so important due to the COVID virus in getting food, supplies, etc to the masses.
POS
And, in a few sentences… What are the (good things/bad things) you've heard about trucks and the trucking industry?
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Take-Away Points

1. **The country is facing a pandemic of mistrust, and that mood is being fed by niche media outlets that voters believe are deliberately trying to mislead Americans. Against that backdrop, President Biden is struggling to get traction on economic issues that are vital to his party's chances in November.**
2. **The deck is pretty clearly stacked against him and his party, as Republicans appear poised to pick up the US House and probably the Senate.**

POS

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Take-Away Points

3. **GOP control of Congress may actually be a benefit to President Biden as he will have an "enemy" to castigate rather than members of his own party (Senator Joe Manchin!).**
4. **Don't assume that a weak showing by DEMs this November is a ticket to a GOP Presidency in 2024. Biden can still resurrect his Presidency and Trump may be his perfect foil.**

(These predictions good for today only, June 13, 2022.)

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PUBLIC OPINION STRATEGIES
turning questions into answers

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