

MEMORANDUM

TO: AMERICAN ACTION NETWORK

FROM: JIM HOBART & GLEN BOLGER, PUBLIC OPINION STRATEGIES
RE: KEY FINDINGS FROM SURVEYS ON IMPEACHMENT IN THREE

CONGRESSIONAL DISTRICTS

DATE: DECEMBER 5, 2019

Methodology

On behalf of American Action Network, Public Opinion Strategies conducted three telephone surveys of 400 likely voters in each of three Congressional districts: NY-22, OK-05 and NV-03. The surveys were conducted December 1-2, 2019 and each survey included 200 interviews with cell phone respondents. The margin of error for each survey is $\pm 4.9\%$ in 95 out of 100 cases.

Summary

The left is clearly losing the messaging battle over impeachment and American Action Network's campaign is having a measurable impact in shaping the public's mindset in the fight.

The information flow among people who report seeing, reading or hearing something on impeachment is highly negative for each liberal incumbent. Moreover, voters say they are less likely to vote for a Member of Congress who supports impeachment.

Finally, two highly effective messages emerge as indicated by both the data and the verbatim responses. First, that impeachment is getting in the way of more important priorities and second, that voters should decide elections for themselves.

Key Findings

1. Liberals are losing the messaging war on impeachment.

Constituents are not fans of what they are hearing about their Member of Congress and impeachment. Clear majorities of constituents in these districts say they have heard, read or seen information about their Member of Congress on impeachment, and that the information they've seen, read or heard has given them a much more negative impression of their Member of Congress.

Overall

District	% Total Seen, Read or Heard
NV-03	64%
NY-22	78%
OK-05	79%

Among Those Who Have Seen, Read or Heard...

District % More Favorable		% Less Favorable	
NV-03	30%	48%	
NY-22	36%	47%	
OK-05	38%	47%	

2. By wide margins, constituents are less likely to vote for a Member of Congress who favors impeaching President Trump.

District	% Total More Likely	% Total Less Likely
NV-03	38%	53%
NY-22	40%	53%
OK-05	39%	48%

3. Clear majorities of constituents in each of the three districts agree that impeachment is preventing Democrats from getting things done for the country.

This message also resonates very well with Independents. On average, 67% of Independents in these districts agree with this message, including 50% who strongly agree.

"Do you agree that the Democrats' focus on impeachment is hurting Congress' ability to get more important things done for the country like reducing health care costs and improving our infrastructure?"

District	% Total Agree	% Strongly Agree	% Disagree	% Strongly Disagree
NV-03	59%	53%	39%	30%
NY-22	62%	56%	36%	28%
OK-05	59%	49%	38%	31%

4. Clear majorities believe Democrats should allow voters to decide the elections for themselves, rather than trying to impeach President Trump and remove him from office.

"Instead of trying to impeach Trump and remove him from office, Democrats should let the voters decide for themselves in next November's elections."

District	% Total Agree	% Strongly Agree	% Disagree	% Strongly Disagree
NV-03	62%	56%	35%	27%
NY-22	64%	57%	34%	25%
OK-05	61%	48%	37%	29%

5. The message that Democrats are too focused on impeachment rather than more important issues shows up repeatedly in open-ended comments from respondents, underscoring that it is both effective and getting through to folks at home.

Quotes from the open-ended response section:

"(Susie Lee) should do her job and get things done for the state of Nevada, and not getting involved in this impeachment baloney. The people voted the President into office, and the people will vote him out of office. That's about it. Start doing your job, pass some real bills the President will sign, better start working with the other side."

- Lean Republican Woman in NV-03

"What I recall is he basically hedged his bet and I think he votes just the party line. I don't believe he reaches across the aisle. I don't think he represents what the people of the district think. There's a lot bigger issues than what they should be doing. This Congress has gotten nothing done except trying to chase down Trump. There's a lot of other things they should be doing something about. Prescription prices. These calls that elderly are getting. There's a lot of other things they should be focused on, the business of running the country."

Soft Republican Man in NY-22

"They certainly did not need (Horn) to vote to proceed with the so-called impeachment inquiry hearing but she picked a side. I think we got a lot of people in Washington who haven't done their job in three years. That's about it."

- Soft Democrat Man in OK-05

"She wasn't unaligned with the impeachment and then she talked with her liberals or whatever you want to call them, then she did. And on what lines, it's so shaky. It's a waste of taxpayers' time and money. What have they done for three years other than try to get rid of Trump?"

- Independent Woman in NV-03