
PRIORITIES

USA

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MESSAGE TO WIN

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TRUMP'S AMERICA

03

PATH TO 270

MESSAGE TO WIN

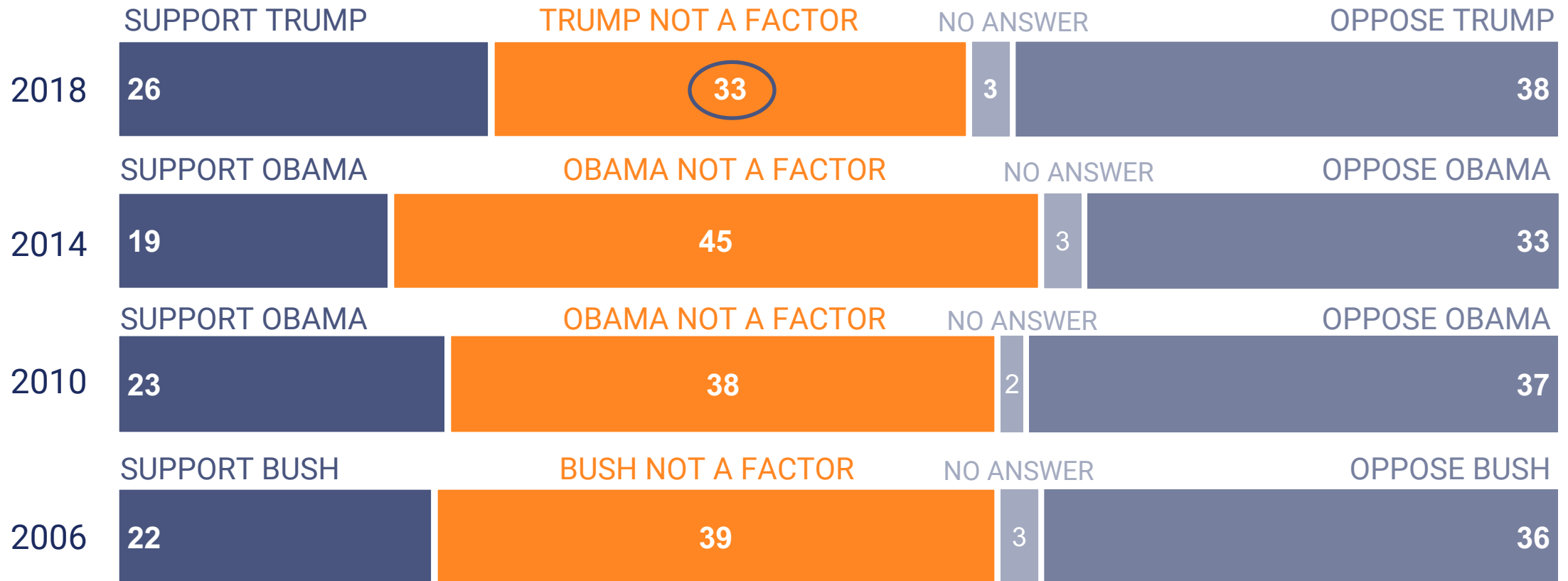
KEY FINDINGS ›



GARINHARTYANG
RESEARCH GROUP

The President played a critical role in the midterm elections relative to previous years – only a third said he wasn't a factor.

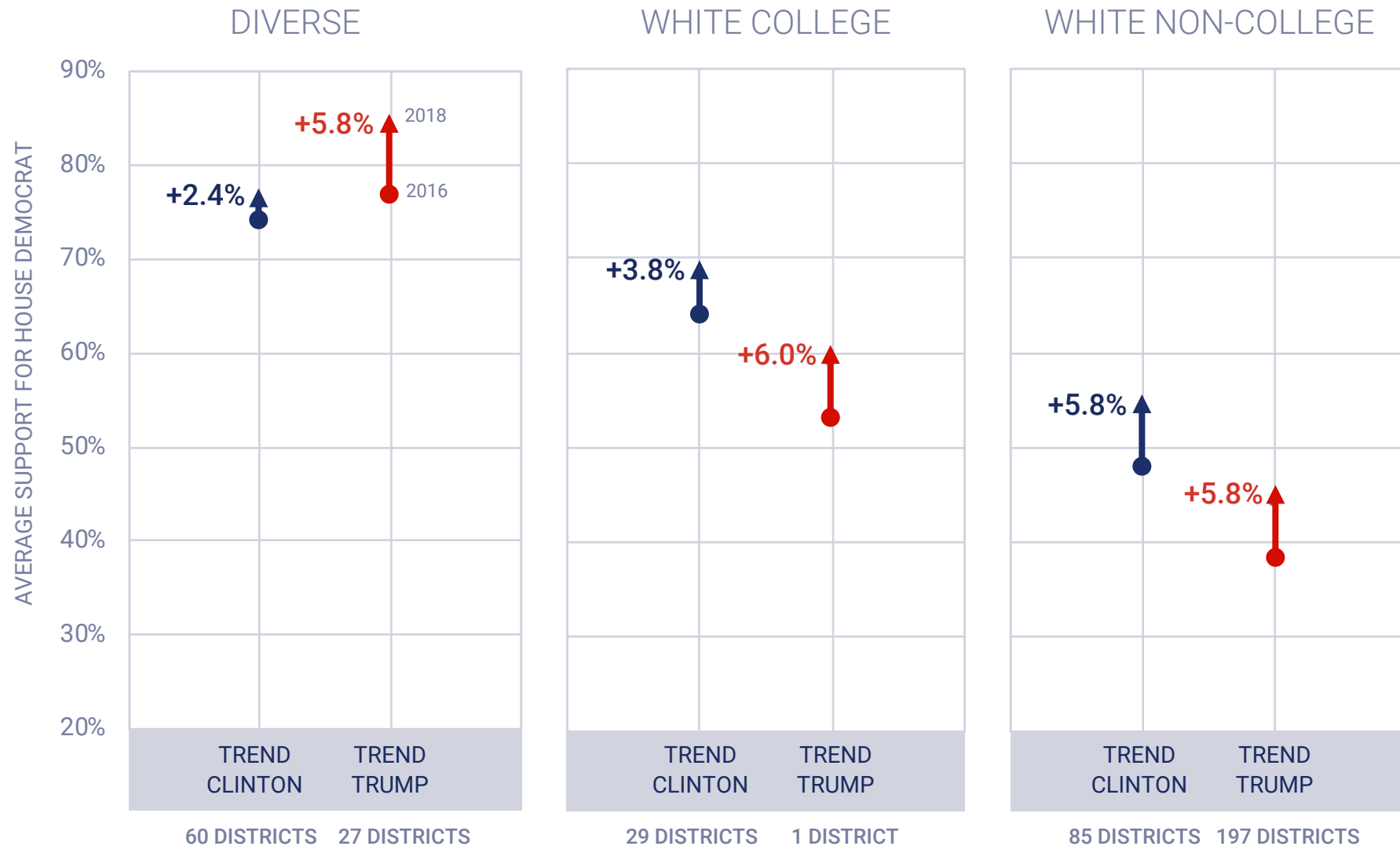
EXIT POLLS: WAS YOUR VOTE FOR US HOUSE TODAY TO...



Source: Edison Media Research via CNN & Washington Post

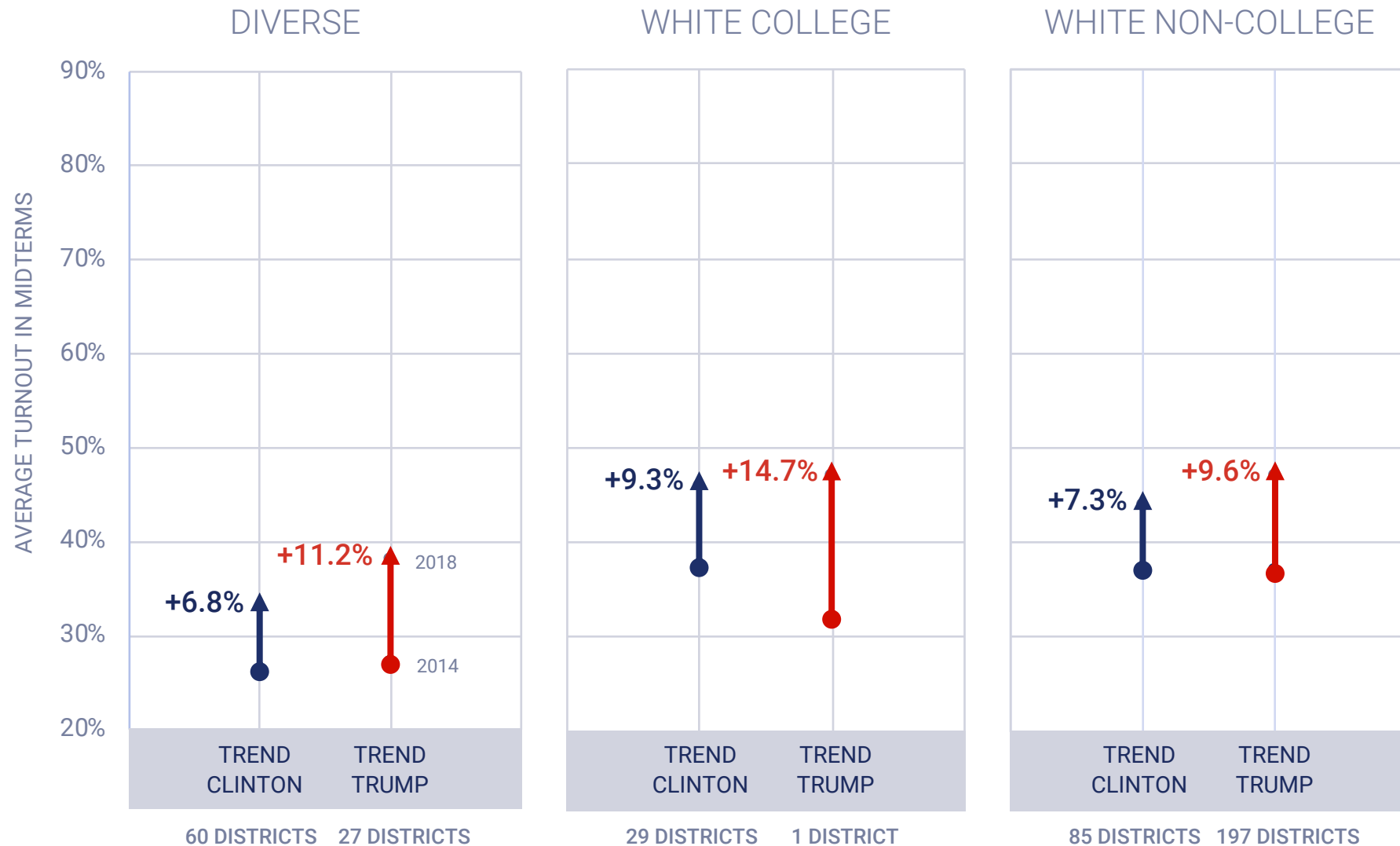
NOTABLE PERSUASION EFFECTS

DEMOCRATS MADE BIG GAINS ACROSS THE BOARD, AND ESPECIALLY WITH NON-COLLEGE WHITES



WHILE ALSO INCREASING TURNOUT

AT THE SAME TIME, TURNOUT WAS UP, AND DRAMATICALLY IN DIVERSE DISTRICTS



Our latest data points to another likely popular vote win, but we go toward 2020 with eyes wide open. Victory is not a foregone conclusion, and the race looks tight in key states in the Midwest.

2020 VOTE: NATIONWIDE

VOTE FOR DEMOCRAT TO REPLACE TRUMP

VOTE TO RE-ELECT TRUMP



2020 VOTE: KEY MIDWESTERN STATES (WI, MI, OH, PA)

VOTE FOR DEMOCRAT TO REPLACE TRUMP

VOTE TO RE-ELECT TRUMP



Post Election Research—What We've Done So Far: Global Strategy Group and Garin Hart Yang Research Group conducted 1,016 nationwide online interviews and 1,200 online interviews across Wisconsin, Michigan, Ohio, and Pennsylvania between November 9th and November 11th, 2018.

As we look to 2020, we see two groups as being key to success in both the Midwest and around the country:

New Democratic Voters (Mobilization Targets)

Our poll identified a significant chunk of voters who did not vote in 2016 or voted 3rd party and went to the polls last Tuesday to vote Democratic.

They are a diverse group: **younger, more people of color, and 60% female.**

They dislike Trump immensely and have grave concerns over both his temperament as President and his policies.

We must mobilize this group across the battleground in 2020 and ensure they show up for the Democratic nominee.

Midwest Trump to Dem Voters (Persuasion Targets)

These voters, concentrated in the Midwest, voted for Trump in 2016 and voted for a Dem for Senate and/or House on Tuesday.

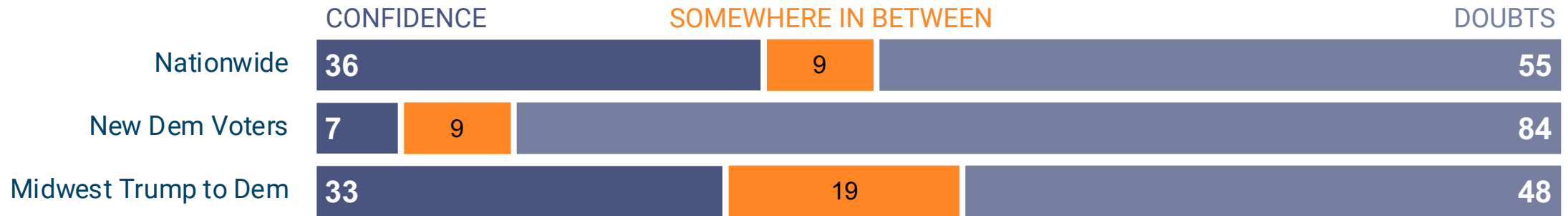
Their profile is the classic Obama-Trump group: **older, white, non-college.**

30% say they will vote for the Democrat in 2020, but many have not totally soured on the President. They have concerns about his temperament but many support his policies.

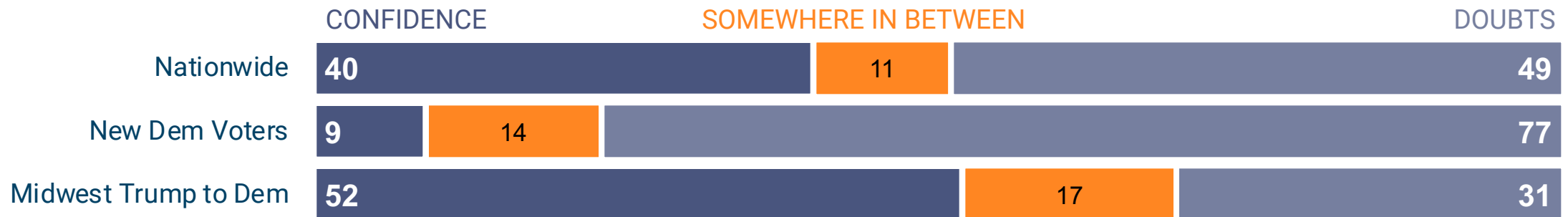
We need to show why his policies are bad and win back some—we don't need all—of this group, the same way Dems did across the country this year.

Trump's temperament is a concern for all, but Trump to Dem voters feel differently about his policies than voters overall.

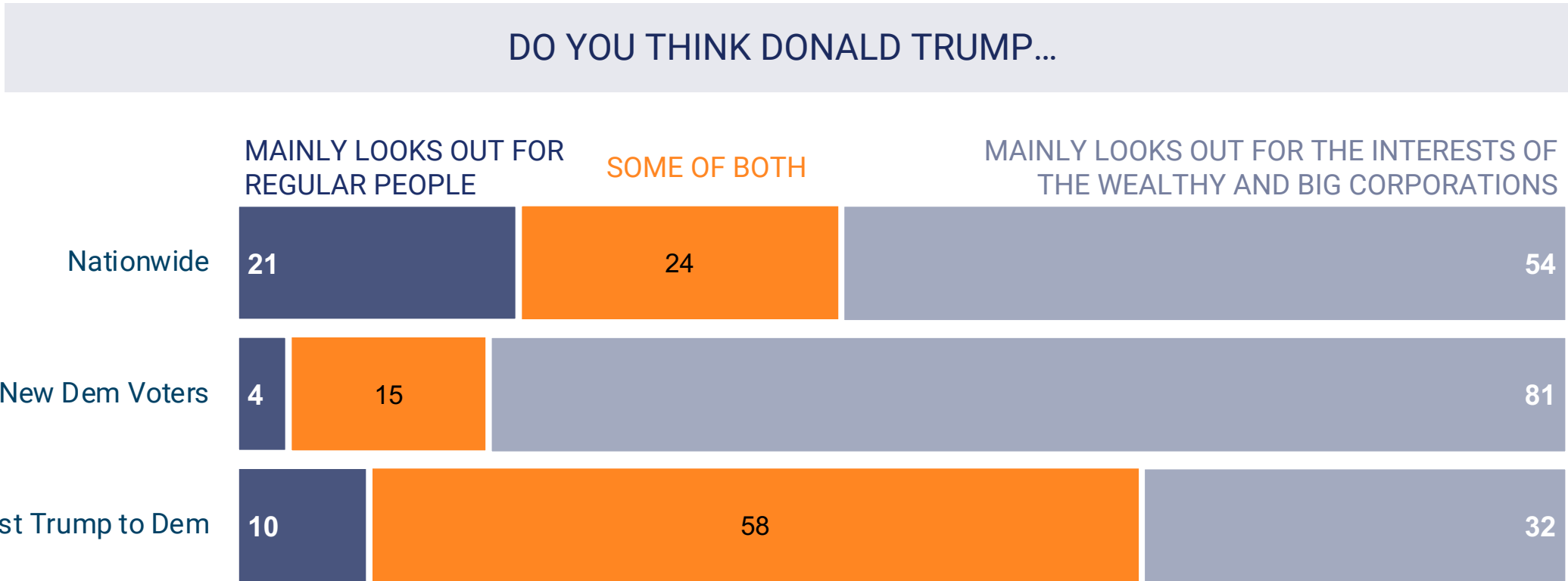
DO YOU HAVE CONFIDENCE OR DOUBTS ABOUT DONALD TRUMP HAVING THE LEADERSHIP QUALITIES AND TEMPERAMENT YOU WANT IN A PRESIDENT?



DO YOU HAVE CONFIDENCE OR DOUBTS ABOUT DONALD TRUMP HAVING GOOD POLICIES THAT ARE IN STEP WITH YOUR PRIORITIES AND WAY OF THINKING?



And while a majority of Americans think Trump looks out for the wealthy, many Trump to Dem voters think he looks out for both the wealthy and regular Americans.



We tested 15 negatives and the top 3 negatives among those touch on a mix of policy and the president's behavior.

NEGATIVE MESSAGES AGAINST TRUMP (SORTED BY % TOTAL MAJOR DOUBTS)

62%

Medicare & Social Security

Donald Trump promised to protect Medicare and Social Security, but his tax cuts for the wealthy increased the deficit dramatically, which Republicans now say will mean cuts to Medicare and Social Security

60%

Proven Liar

Donald Trump repeatedly lies and makes false or misleading claims to the American people that many of his supporters believe are true

58%

Tearing Country Apart

Donald Trump is tearing the country apart - he uses fear, hate, and division to turn Americans against each other when he should be bringing the country together to solve problems

New Dem voters and Midwest Trump to Dem voters both cited the same 2 messages among their top concerns about Trump: the **Medicare/Social Security** message and **tearing the country apart**.

While Midwest Trump to Dem voters are most likely to cite Medicare/SS as a top concern, there is even more opportunity to make policy arguments like this more believable to them relative to character arguments.

Donald Trump **promised to protect Medicare and Social Security**, but his tax cuts for the wealthy increased the deficit dramatically, which Republicans now say will mean cuts to Medicare and Social Security.



Donald Trump **lacks the basic empathy we need in a President to bring us together** when our country faces difficult times like mass shootings, terrorism, and natural disasters.



Health care remains a top issue for key groups headed into 2020. As we look toward the next election, Priorities will continue to refine and work through our message on key issues moving forward.

MOST IMPORTANT ISSUE IN DECIDING WHO TO SUPPORT IN 2020 (TOP THREE)

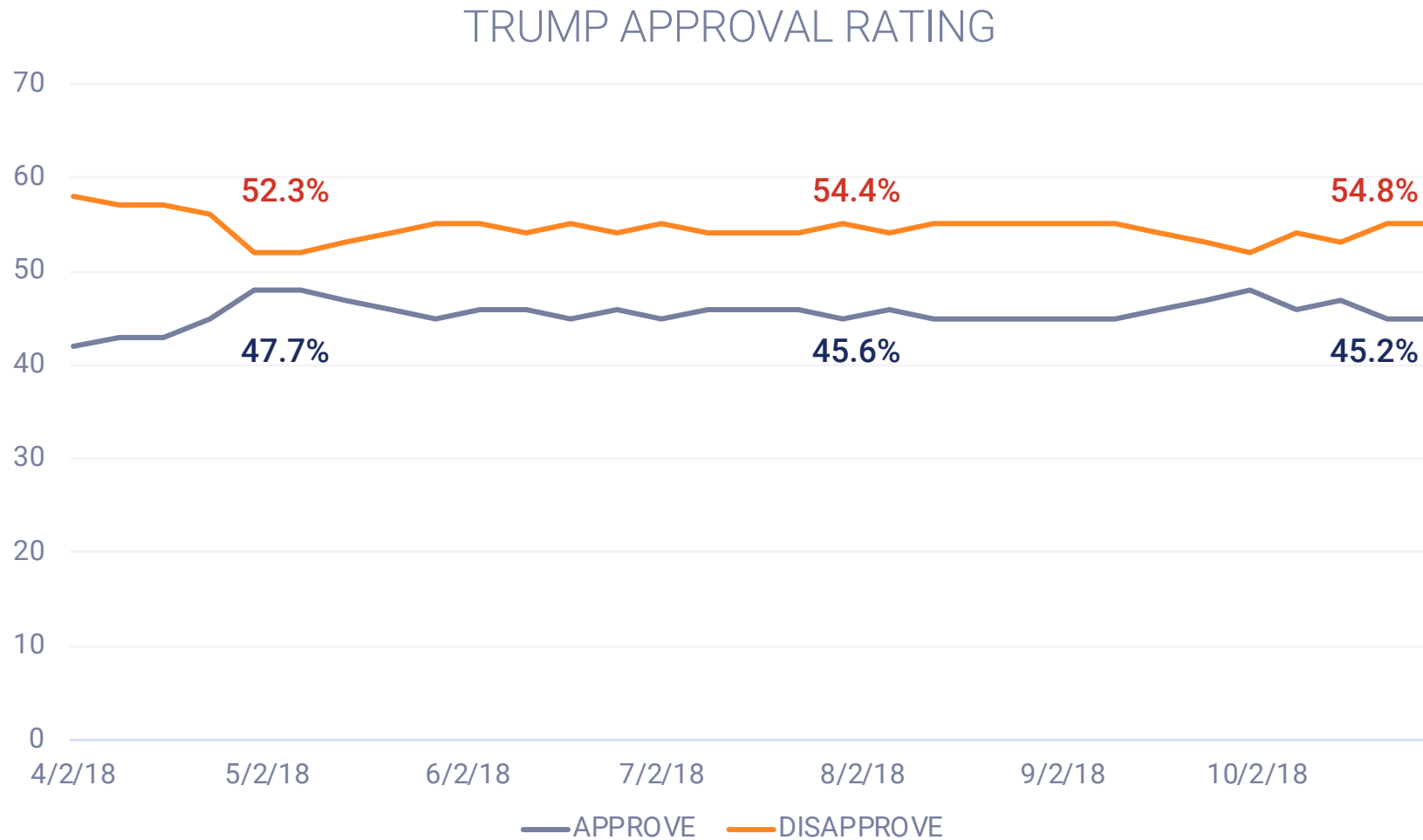
		MIDWEST	MIDWEST TRUMP TO DEM	NEW DEMS
Health care	56% OVERALL	58	63	59
The economy and jobs	40	44	31	39
Immigration	37	39	35	26
Corruption in Washington DC	26	26	21	33
Taxes	25	29	35	26
Guns	24	24	16	29
Abortion and women's rights	20	16	8	18
Foreign policy	13	10	9	13
Trade and tariffs	12	9	15	10

MESSAGE TO WIN

THE POLITICAL

LANDSCAPE ›

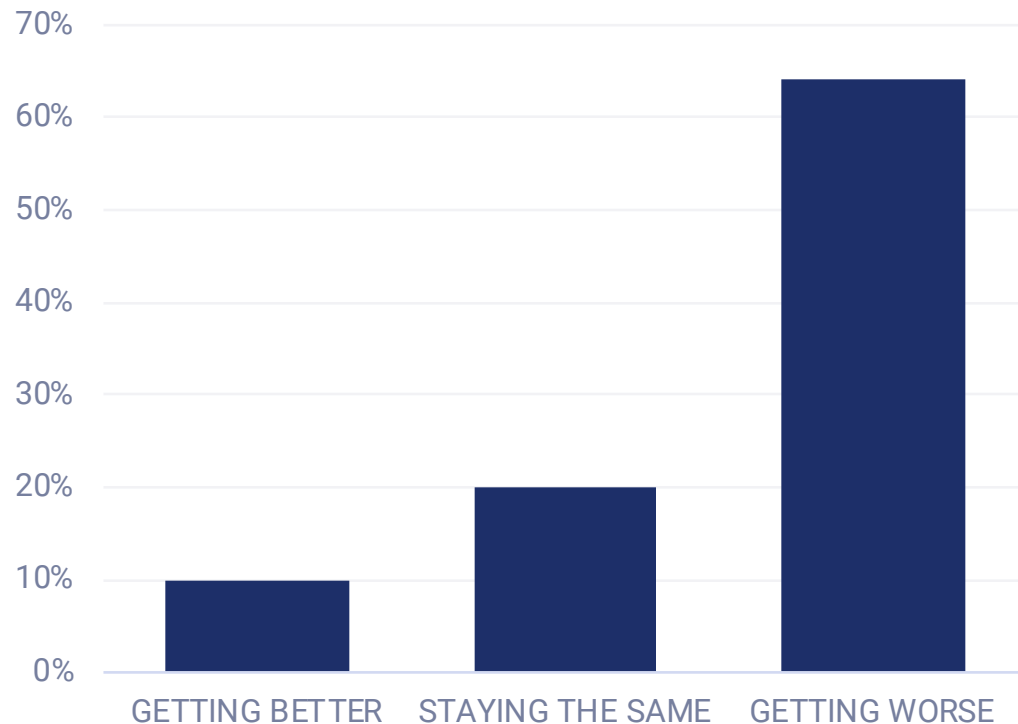
PRIORITIES USA SURVEY DATA



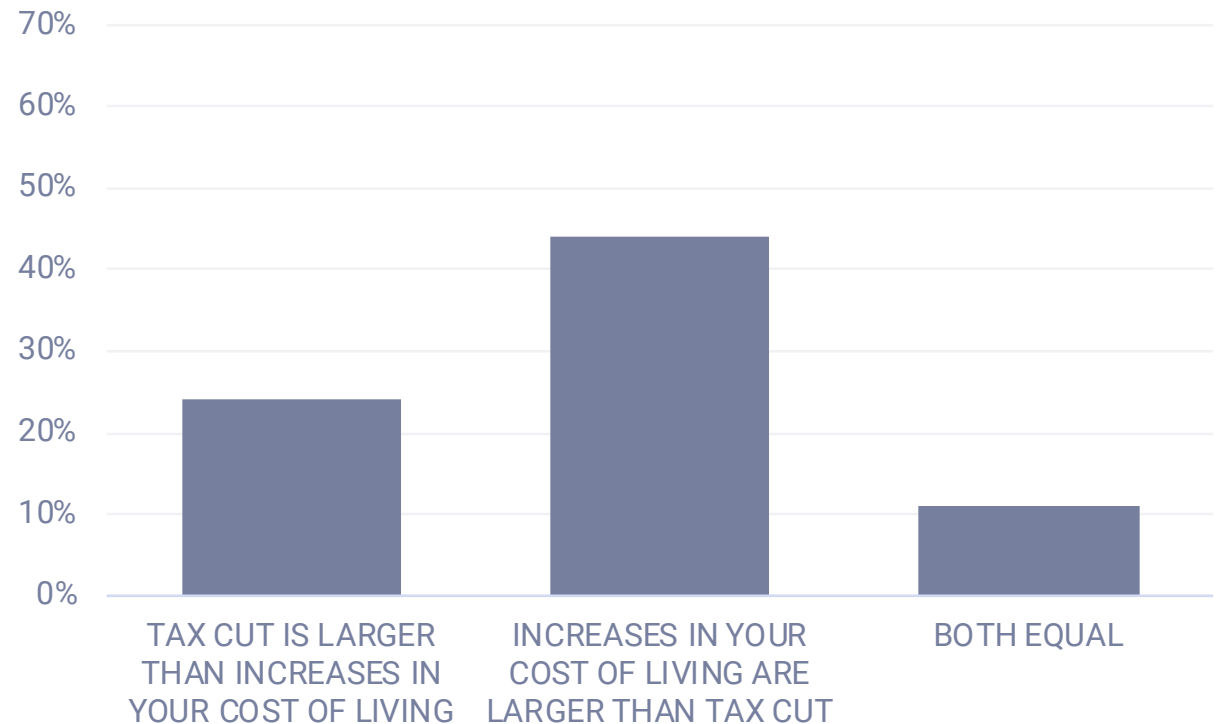
PRIORITIES USA SURVEY DATA

DEMOCRATS SHOULD CAPITALIZE ON TRUMP'S WEAKNESS ON KEY ECONOMIC ISSUES

COST OF HEALTH CARE



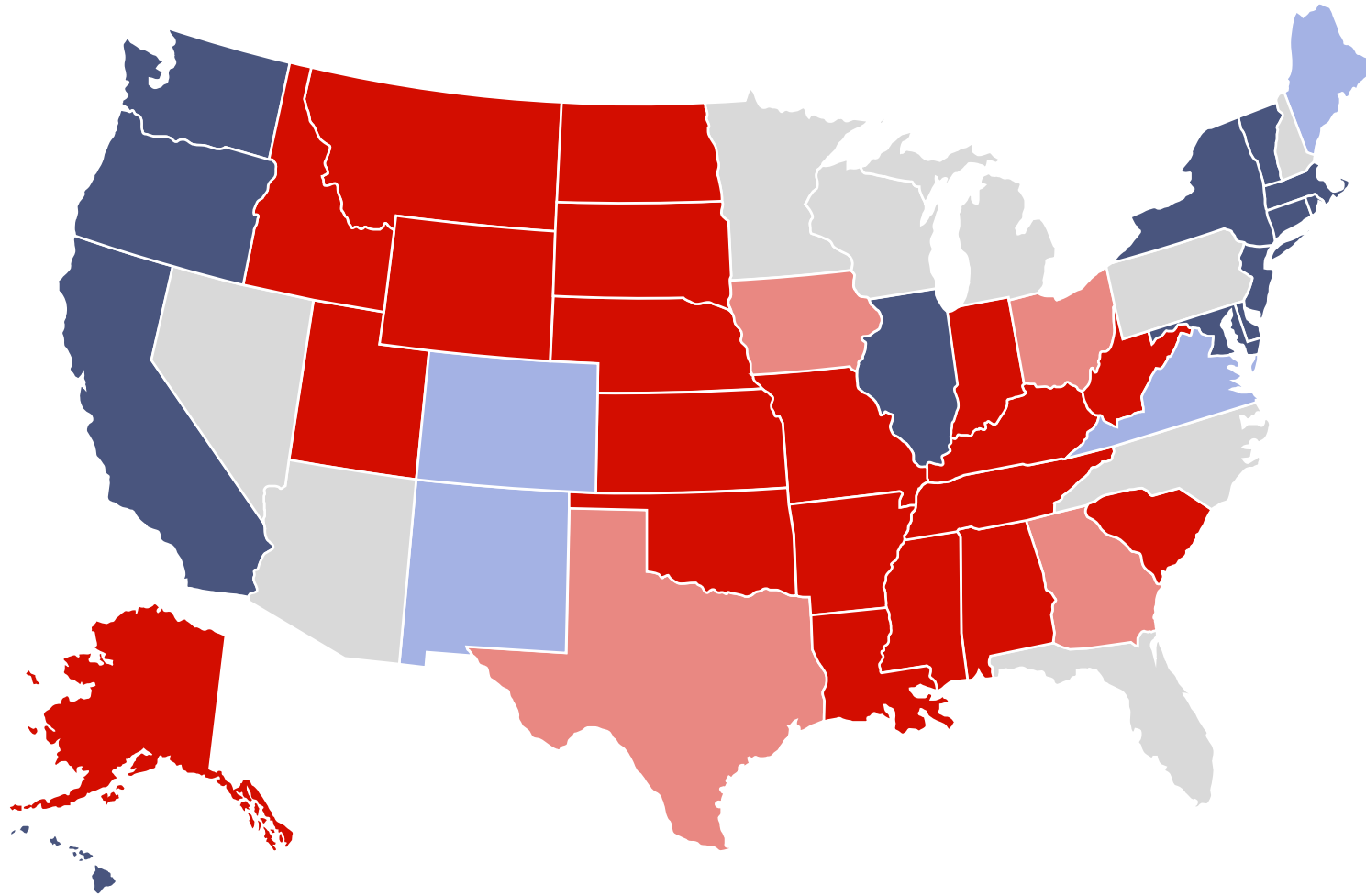
COST OF LIVING OUTWEIGHS GOP TAX CUTS





PATH TO 270 ›

BASELINE ELECTORAL MAP

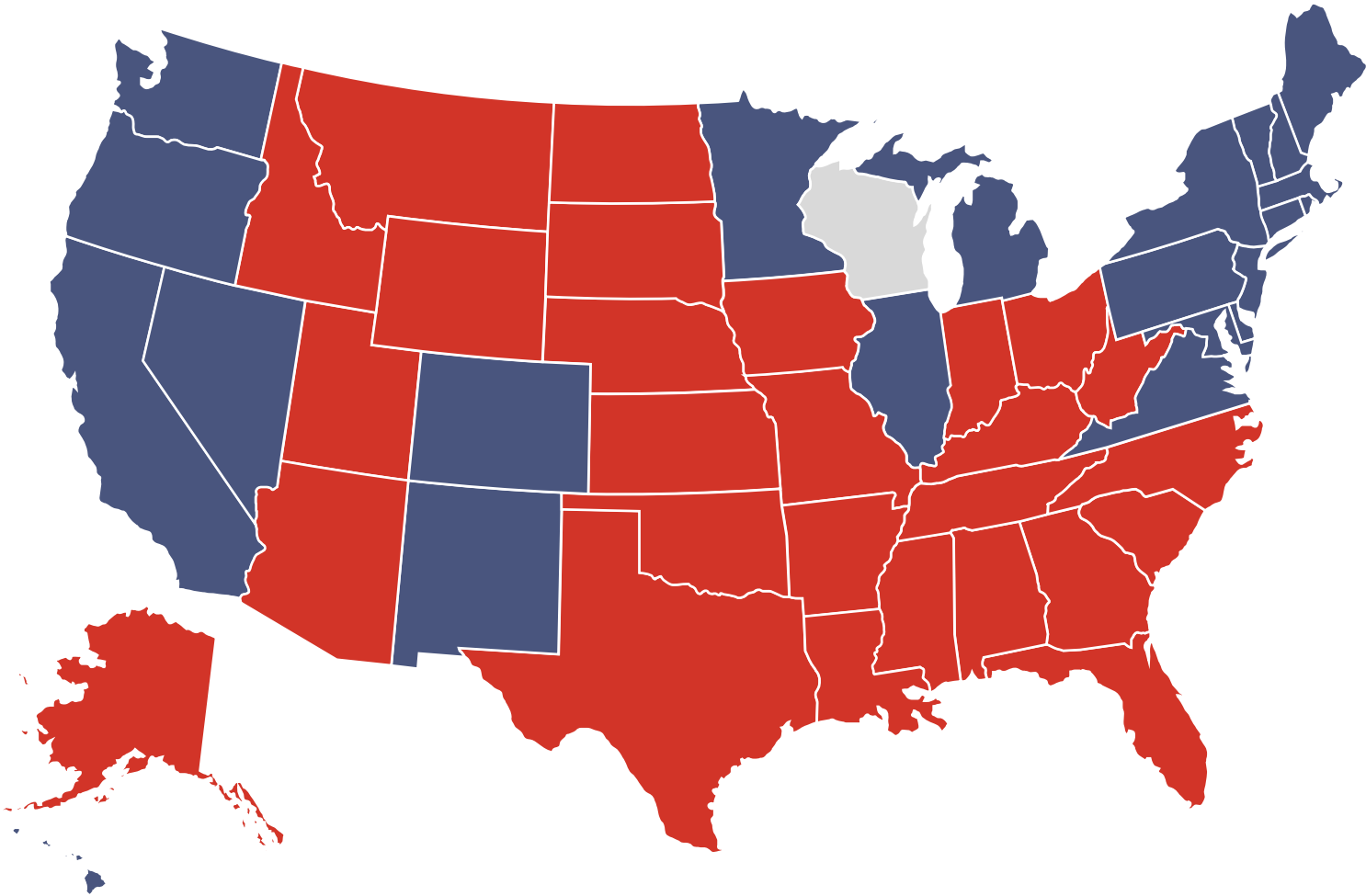


213 | 204 | 121

Safe and lean democratic states net 213 electoral votes

- DEMOCRAT
- LEAN DEMOCRAT
- TOSS-UP
- LEAN REPUBLICAN
- REPUBLICAN

IF ELECTION WERE HELD TODAY



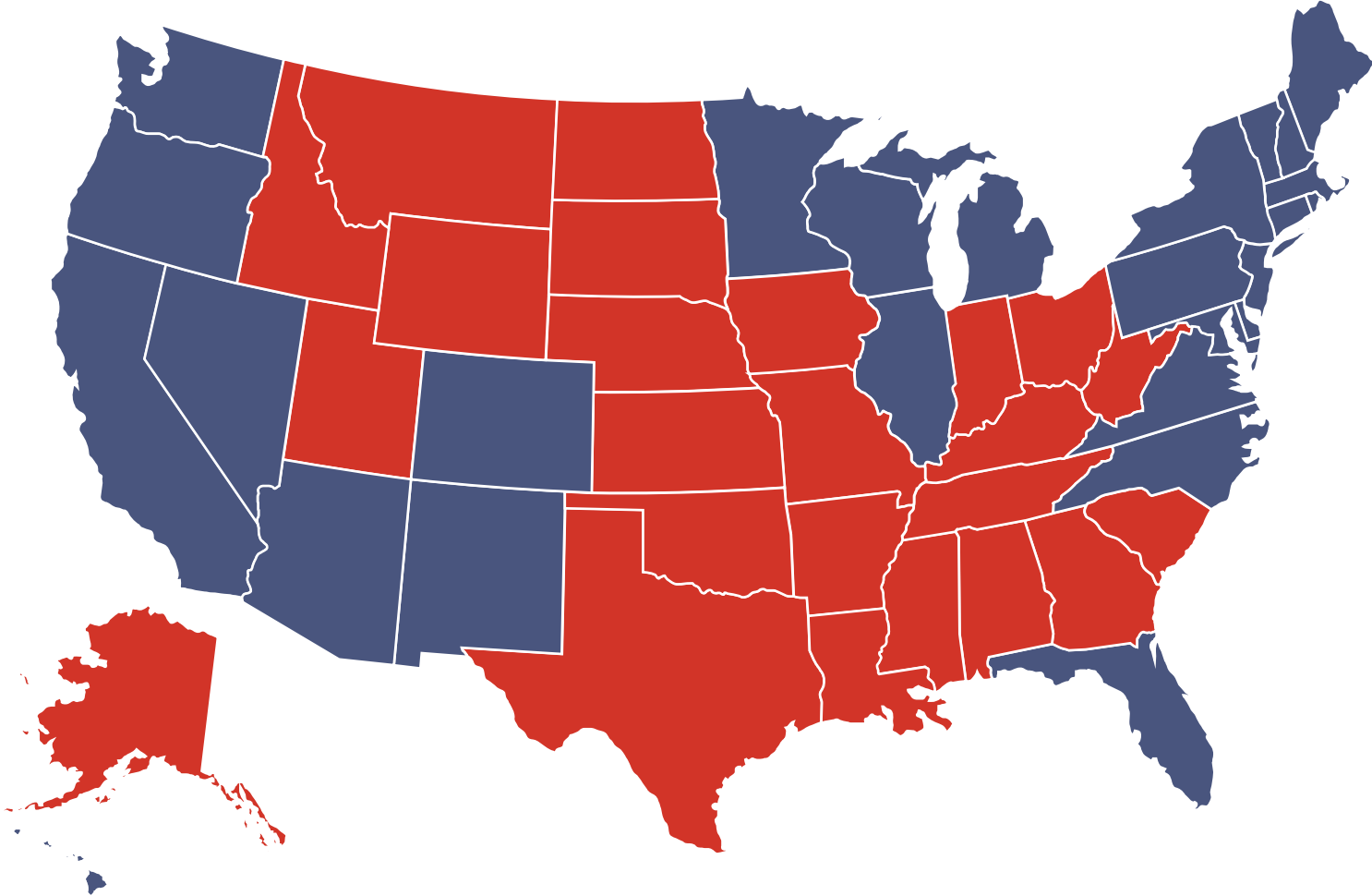
269 | 259 | 10

DEMOCRAT

REPUBLICAN

TOSS-UP

WE NEED EVERYONE IN 2020



334 | 204

2020 map with a +2pp swing from non-college whites and college whites and a +3pp swing in AfAm and Latinx turnout

- DEMOCRAT
- REPUBLICAN
- TOSS-UP

STATES

CORE:

FL, WI, PA, MI, NH, NV

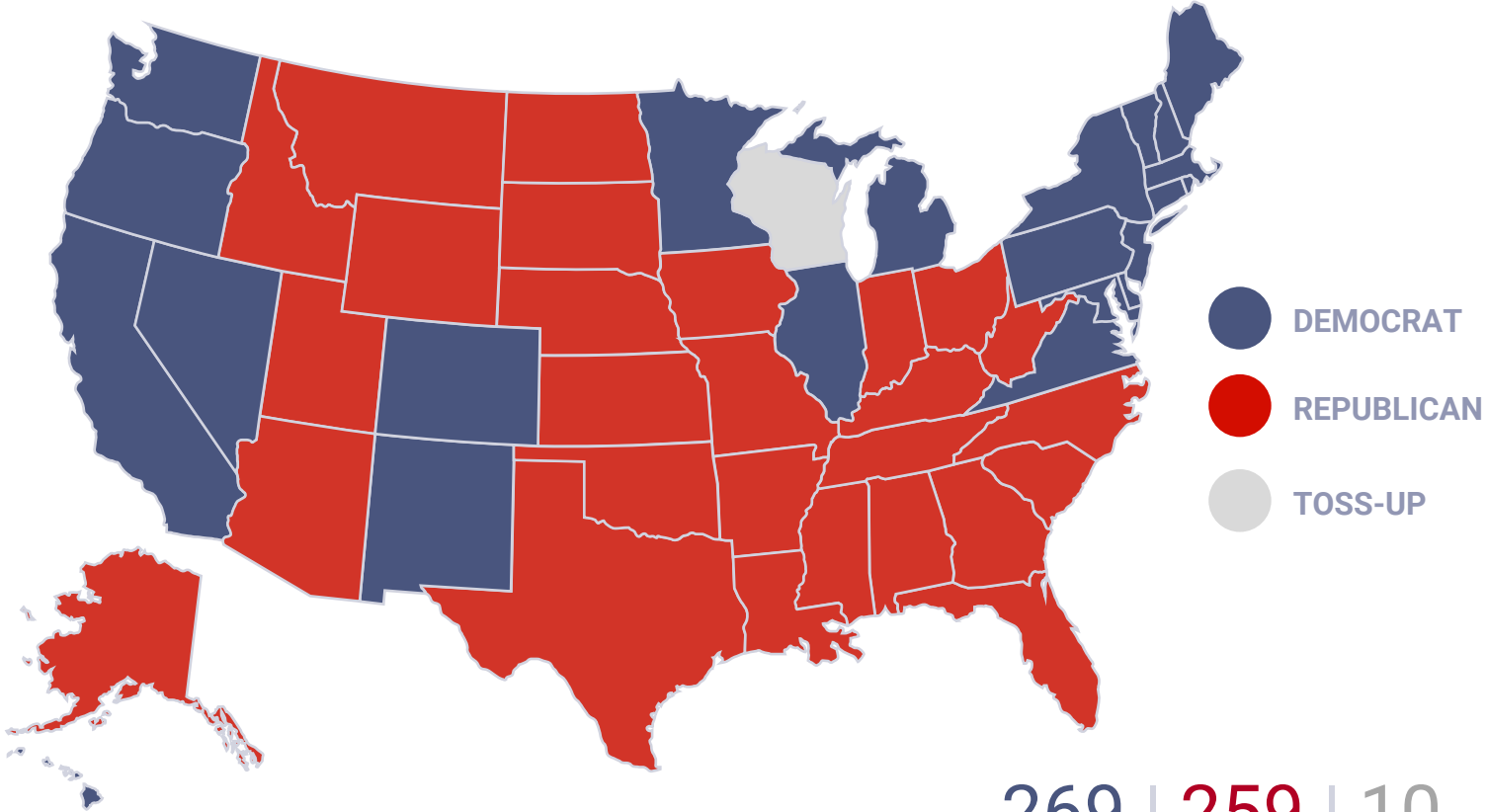
EXPANSION:

AZ, NC, GA

WATCH:

IA, OH, MN, VA, CO, TX

THANK YOU



269 | 259 | 10
If the election were held today