01 MESSAGE TO WIN
02 TRUMP’S AMERICA
03 PATH TO 270
MESSAGE TO WIN

KEY FINDINGS ›
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...**

<table>
<thead>
<tr>
<th>Year</th>
<th>Support Trump</th>
<th>Trump Not a Factor</th>
<th>No Answer</th>
<th>Oppose Trump</th>
<th>Support Obama</th>
<th>Obama Not a Factor</th>
<th>No Answer</th>
<th>Oppose Obama</th>
<th>Support Bush</th>
<th>Bush Not a Factor</th>
<th>No Answer</th>
<th>Oppose Bush</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>26</td>
<td>33</td>
<td>3</td>
<td>38</td>
<td>19</td>
<td>45</td>
<td>3</td>
<td>33</td>
<td>23</td>
<td>38</td>
<td>2</td>
<td>36</td>
</tr>
<tr>
<td>2014</td>
<td>22</td>
<td>39</td>
<td>3</td>
<td>36</td>
<td>23</td>
<td>38</td>
<td>2</td>
<td>37</td>
<td>22</td>
<td>39</td>
<td>3</td>
<td>36</td>
</tr>
</tbody>
</table>

Source: Edison Media Research via CNN & Washington Post
NOTABLE PERSUASION EFFECTS
DEMOCRATS MADE BIG GAINS ACROSS THE BOARD, AND ESPECIALLY WITH NON-COLLEGE WHITES

![Graph showing average support for House Democrat trend in Diverse, White College, and White Non-College populations.]

- **Diverse**
  - Trend Clinton: +2.4%
  - Trend Trump: +5.8%
  - 2016: 60 districts
  - 2018: 27 districts

- **White College**
  - Trend Clinton: +3.8%
  - Trend Trump: +6.0%
  - 2016: 29 districts
  - 2018: 1 district

- **White Non-College**
  - Trend Clinton: +5.8%
  - Trend Trump: +5.8%
  - 2016: 85 districts
  - 2018: 197 districts
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**

<table>
<thead>
<tr>
<th>VOTE FOR DEMOCRAT TO REPLACE TRUMP</th>
<th>VOTE TO RE-ELECT TRUMP</th>
</tr>
</thead>
<tbody>
<tr>
<td>54</td>
<td>46</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>VOTE FOR DEMOCRAT TO REPLACE TRUMP</th>
<th>VOTE TO RE-ELECT TRUMP</th>
</tr>
</thead>
<tbody>
<tr>
<td>51</td>
<td>49</td>
</tr>
</tbody>
</table>

*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?

<table>
<thead>
<tr>
<th>Subgroup</th>
<th>Confidence</th>
<th>Somewhere in Between</th>
<th>Doubts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nationwide</td>
<td>36</td>
<td>9</td>
<td>55</td>
</tr>
<tr>
<td>New Dem Voters</td>
<td>7</td>
<td>9</td>
<td>84</td>
</tr>
<tr>
<td>Midwest Trump to Dem</td>
<td>33</td>
<td>19</td>
<td>48</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Subgroup</th>
<th>Confidence</th>
<th>Somewhere in Between</th>
<th>Doubts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nationwide</td>
<td>40</td>
<td>11</td>
<td>49</td>
</tr>
<tr>
<td>New Dem Voters</td>
<td>9</td>
<td>14</td>
<td>77</td>
</tr>
<tr>
<td>Midwest Trump to Dem</td>
<td>52</td>
<td>17</td>
<td>31</td>
</tr>
</tbody>
</table>
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.

**DO YOU THINK DONALD TRUMP...**

<table>
<thead>
<tr>
<th>Country</th>
<th>MAINLY LOOKS OUT FOR REGULAR PEOPLE</th>
<th>SOME OF BOTH</th>
<th>MAINLY LOOKS OUT FOR THE INTERESTS OF THE WEALTHY AND BIG CORPORATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nationwide</td>
<td>21</td>
<td>24</td>
<td>54</td>
</tr>
<tr>
<td>New Dem Voters</td>
<td>4</td>
<td>15</td>
<td>81</td>
</tr>
<tr>
<td>Midwest Trump to Dem</td>
<td>10</td>
<td>58</td>
<td>32</td>
</tr>
</tbody>
</table>
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 repeatedly lies and makes false or misleading claims to the American people that many of his supporters believe are true.

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.

<table>
<thead>
<tr>
<th>Statement</th>
<th>TRUE</th>
<th>NOT TRUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>66</td>
<td>34</td>
</tr>
<tr>
<td>Midwest Trump to Dem</td>
<td>48</td>
<td>52</td>
</tr>
</tbody>
</table>

| Overall   | 68   | 32       |
| Midwest Trump to Dem | 58   | 42       |
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)

<table>
<thead>
<tr>
<th>Issue</th>
<th>Overall</th>
<th>MIDWEST</th>
<th>MIDWEST Trump to Dem</th>
<th>NEW Dems</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health care</td>
<td>56%</td>
<td>58</td>
<td>63</td>
<td>59</td>
</tr>
<tr>
<td>The economy and jobs</td>
<td>40</td>
<td>44</td>
<td>31</td>
<td>39</td>
</tr>
<tr>
<td>Immigration</td>
<td>37</td>
<td>39</td>
<td>35</td>
<td>26</td>
</tr>
<tr>
<td>Corruption in Washington DC</td>
<td>26</td>
<td>26</td>
<td>21</td>
<td>33</td>
</tr>
<tr>
<td>Taxes</td>
<td>25</td>
<td>29</td>
<td>35</td>
<td>26</td>
</tr>
<tr>
<td>Guns</td>
<td>24</td>
<td>24</td>
<td>16</td>
<td>29</td>
</tr>
<tr>
<td>Abortion and women's rights</td>
<td>20</td>
<td>16</td>
<td>8</td>
<td>18</td>
</tr>
<tr>
<td>Foreign policy</td>
<td>13</td>
<td>10</td>
<td>9</td>
<td>13</td>
</tr>
<tr>
<td>Trade and tariffs</td>
<td>12</td>
<td>9</td>
<td>15</td>
<td>10</td>
</tr>
</tbody>
</table>
MESSAGE TO WIN
THE POLITICAL LANDSCAPE
PRIORITIES USA SURVEY DATA

TRUMP APPROVAL RATING

- 4/2/18: APPROVE = 47.7%, DISAPPROVE = 52.3%
- 5/2/18: APPROVE = 52.3%, DISAPPROVE = 47.7%
- 6/2/18: APPROVE = 54.4%, DISAPPROVE = 45.6%
- 7/2/18: APPROVE = 54.4%, DISAPPROVE = 45.6%
- 8/2/18: APPROVE = 54.8%, DISAPPROVE = 45.2%
- 9/2/18: APPROVE = 54.8%, DISAPPROVE = 45.2%
- 10/2/18: APPROVE = 54.8%, DISAPPROVE = 45.2%

Civis Data
PRIORITIES USA SURVEY DATA

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

COST OF HEALTH CARE

- Getting Better
- Staying the Same
- Getting Worse

COST OF LIVING OUTWEIGHS GOP TAX CUTS

- Tax cut is larger than increases in your cost of living
- Increases in your cost of living are larger than tax cut
- Both equal

Priorities USA Tracking Survey, August 2018
PATH TO 270 ›
SAFE AND LEAN DEMOCRATIC STATES NET 213 ELECTORAL VOTES
IF ELECTION WERE HELD TODAY

DEMOCRAT

REPUBLICAN

TOSS-UP

269 | 259 | 10
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.
STATES

CORE:
FL, WI, PA, MI, NH, NV

EXPANSION:
AZ, NC, GA

WATCH:
IA, OH, MN, VA, CO, TX
THANK YOU

If the election were held today

269 | 259 | 10

DEMOCRAT
REPUBLICAN
TOSS-UP