

# House Majority PAC White Working Class Voter Project (continued)

**Brodnitz/Normington  
July 2017**



# Methodology

- This report covers the results of our research: 1000 total interviews in targeted House districts with a sample of likely 2018 voters. All of the voters were White, over the age of twenty-four and did not have a college degree or higher education. The interviews were conducted June 27 – July 13, 2017. The margin of error for overall results is  $\pm 3.10\%$  and higher among subgroups.
  - **Undecideds (Undec)** are 24% of the electorate and are defined as anyone who was undecided on the initial ballot (InitB).
  - **Target Voters (Targ)** are 15% of the electorate and are those that do not initially vote for the Democratic candidate, but switch and do after messaging.
  - **Obama + No Vote** are 11% of the electorate and are voters that voted for President Obama in 2012, but voted for a candidate besides Hillary Clinton in 2016.
  
- The regions are defined as follows:
  - The Midwest (**MW**) is 40% of the electorate and is defined as those living in Iowa, Illinois, Michigan, Minnesota or Wisconsin.
  - The Northeast (**NE**) is 35% of the electorate and is defined as those living in Maine, New Jersey, New York or Pennsylvania.
  - The South/West (**SW**) is 25% of the electorate and is defined as those living in Arizona, California, Colorado, Florida or Texas.

## Building On The Previous WWC Research

- White voters without a college degree made up 34% of the electorate in 2016. Their share was stable since 2012 but our margin got 12% worse.

Year	% of Electorate	% Obama/ HRC	% Romney/ Trump	Diff
2012	36%	36%	61%	-25%
2016	34%	29%	66%	<b>-37%</b>

- In 2016 we heard concerns about multiple changes – demographic, security and economic – but economic was dominant.
- In our April 2016 poll with these voters, nearly three-quarters (72%) said they preferred a factory job over an office job (28%). A large majority (69%) said it was very important that their next Member of Congress “Will do more to ensure that people are rewarded for hard work.”
- A majority (57%) said a college degree would result in more debt and little likelihood of landing a good paying job, while 43% said a college degree was a necessary step to get ahead. 83% said a college degree was no longer any guarantee of success in America, while 17% said people who have a college degree are able to get ahead.
- In short, when these voters hear people tell them that the answer to their concerns is college, their reaction is to essentially say – don’t force your version of the American Dream on me.

# WWC Voters: Snapshot

## Some Key Facts

### Abortion Views

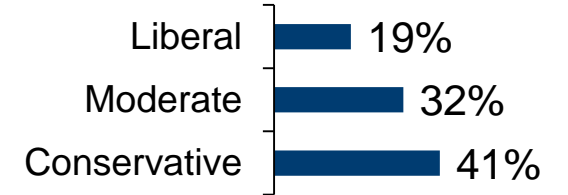


49% live in a gun household



47% Male  
53% Female

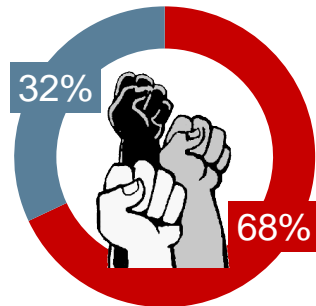
### Ideology



39% live in a Vet/Military household



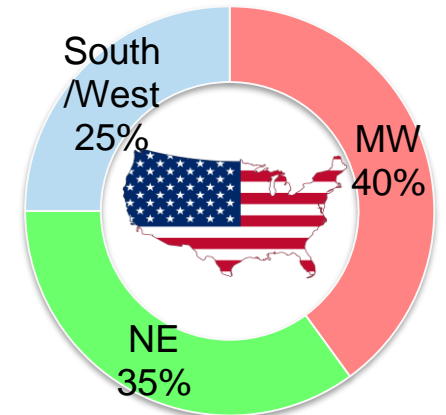
32% live in a Union Household



### Party ID



### Region



The unemployment rate for people without a high school degree is 8.6%, 5.4% for people with a high school degree but no college and 2.7% for people with a college degree or higher (includes all races).

# Political Environment Among WWC Battleground

- Democrats trail on the initial Congressional ballot by ten.
- A majority **approve** of the job President Trump is doing. Trump's standing is better than House Republicans' (who will actually be on the ballot) with these voters.
- A majority also say the Trump Presidency is either going as well as they expected or going better than they expected. A majority still say the country is off on the wrong track – they are still waiting for the change they hoped to see.
- Voters are acutely aware of the health care debate, by a large margin it is the issue that voters want their Member of Congress most focused on.
- While Democrats have a small advantage on health care with this group, Republicans have major advantages on middle class tax cuts, ensuring people are rewarded for hard work, and improving the economy and creating jobs.
  - We have a small **advantage** on health care despite the unpopularity of the GOP health approach, but our **deficit** on the economy and jobs is overwhelming.
- In our 2014 work, jobs were considered more of a priority than wages. That appears to have shifted to a focus on jobs that pay well.

## Messaging Findings

- The two strongest narratives were:
  - A message that simply says that we need to do more to help create jobs that pay well and a variation that adds that we should make it easier for people to save for retirement.
  - A message that says we need to understand that not everyone wants to go to college is also effective. This means we need to make sure that those who do not attend college get the skills and training they need to get jobs.
  - **A narrative about villains did not test as well nor did the Wall Street Republican negative – this reinforces the need to emphasize solutions over villains. Our most important villain – Congressional Republicans. It’s worth keeping in mind, Democratic leaders will be a significant villain highlighted by the GOP.**

## Messaging Findings

- The strongest policies for a Democratic candidate are almost entirely economically focused. They include a focus on job training, infrastructure and tax credits for hiring American workers. These voters also strongly support expanding Social Security.
  - Messages that used words like “require” or talked about rules or regulations did not test as well as messages that propose a more positive relationship with employers.
  
- The top negatives about Republicans focus on Medicare, ACHA and their failure to protect overtime pay.
  - Despite a majority of these voters being pro-choice, they are more concerned about cuts to infrastructure than cuts to Planned Parenthood.

# Target Voters

15% of the electorate and are those that do not initially vote for the Democratic candidate, but switch and do after messaging.

		% of All	% Targ
Region	Midwest	40	40
	Northeast	35	33
	South/West	25	26
Gender	Male	47	46
	Female	53	54
Age	<60	43	46
	60+	57	54
Party ID	Dem	29	26
	Ind	37	<b>51</b>
	Rep	35	23
Ideology	Liberal	19	14
	Moderate	32	<b>38</b>
	Conservative	41	32
Households	Gun HH	49	<b>54</b>
	Vet HH	39	36
	Union HH	32	30
2016 Vote	HRC	37	37
	DJT	49	<b>42</b>
	3 <sup>rd</sup> Party	6	7
	DK/DNV	8	13

While these voters are persuadable, a plurality (42%) voted for Trump and his approval is only underwater by four points (46% approve, 50% Disapprove)  
**50% Voted for Obama in 2012**

## Top Three Narratives

**Economy for All**  
**General Economic**  
**General Economic + Retirement**

## Top Three Democratic Positives

**Hire American Tax Credit**  
**Infrastructure**  
**Job Training**

## Top Three Republican Negatives

**Medicare**  
**Overtime Pay**  
**AHCA – Straight**



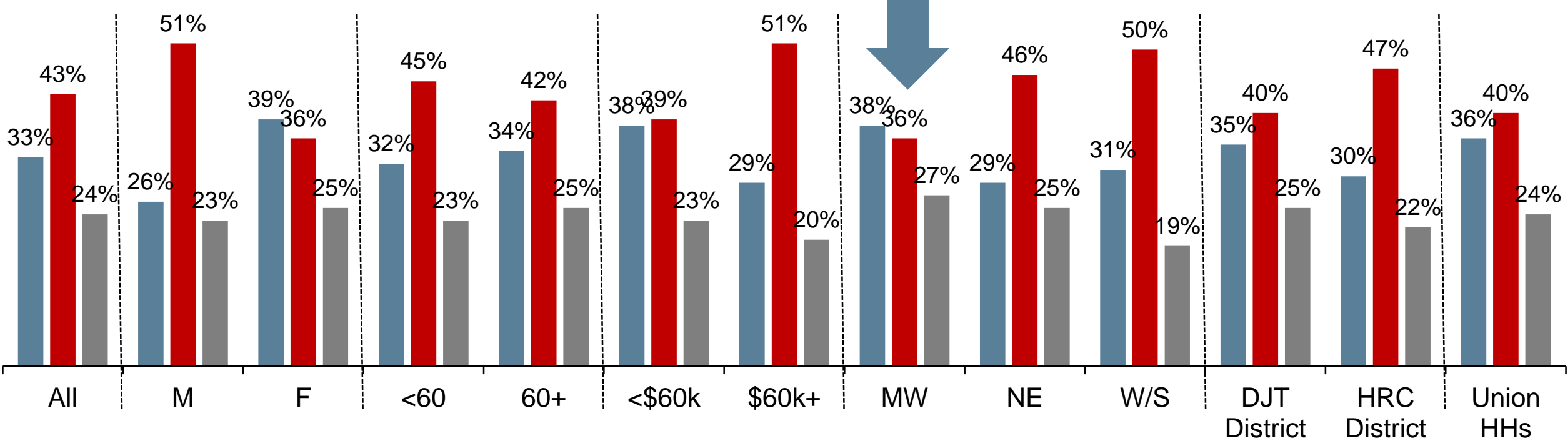
# Democrats' Vote Share Starts In The Mid 30s With This Group; A Troubling Sign With These Voters – Younger Voters Are Actually More Likely To Vote GOP

## Initial Congressional Ballot

■ Democrat ■ Republican ■ Undecided

Midwest was best region for Democrats

**Ballot Among Millennials (25-34):**  
 Democrat: 41%  
 Republican: 36%  
 Undecided: 23%

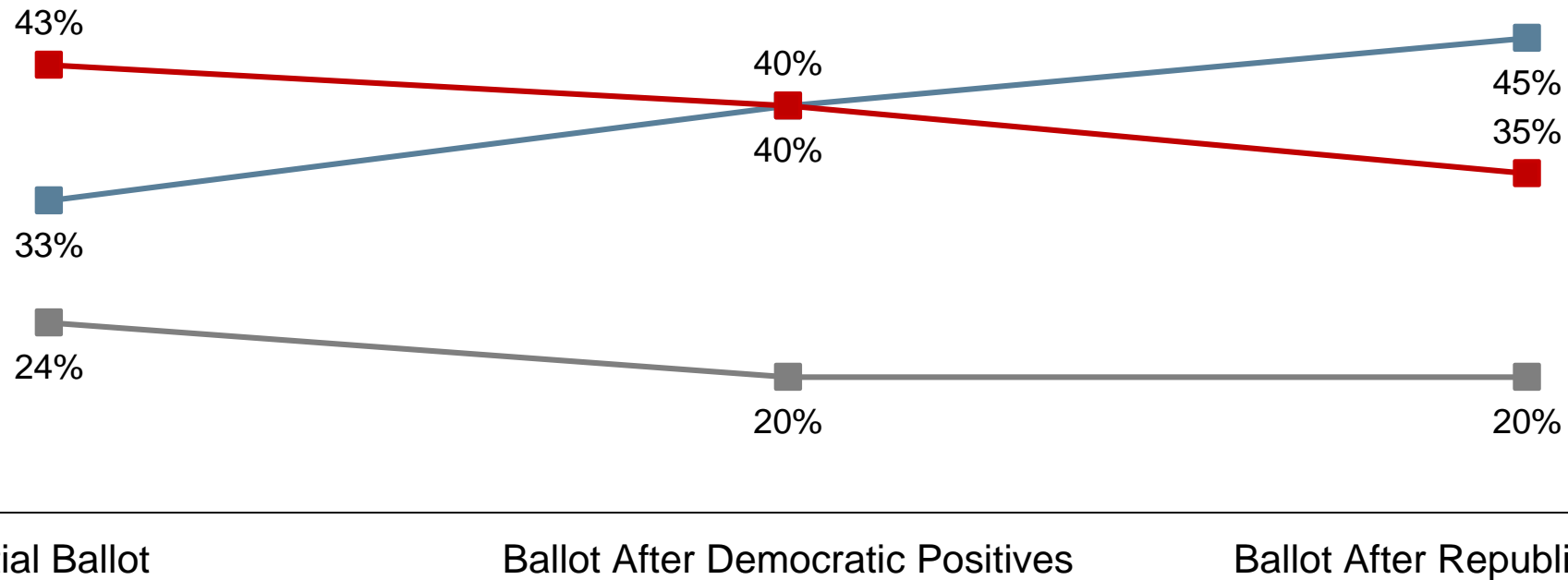


InitB: If the November 2018 election for Congress were held today, would you be voting for ...?

# Republicans Start Off With A Ten Point Lead Initially, But The Democrat Moves Ahead After The Republican Negatives

If the November 2018 election for Congress were held today, would you be voting for ...?

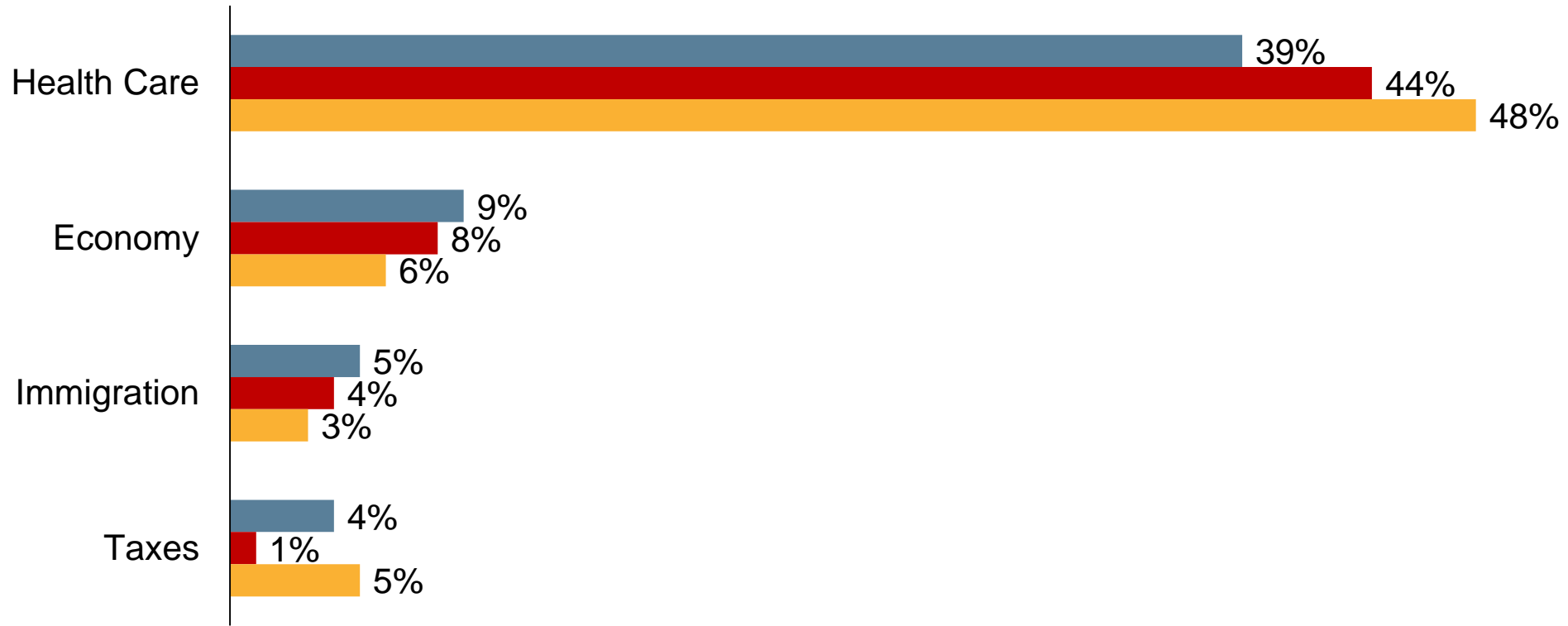
■ Democratic Candidate   ■ Republican [NAMED]   ■ Don't Know



# While The Economy Is Almost Always The Top Issue – Health Care Is Now

What one issue or problem would you say is the most important thing your Congressman should focus on?  
(OPEN END)

■ All ■ Target ■ Obama + No Vote



# A Majority Disapprove Of The Job House Democrats And Republicans Are Doing, But Republicans Are Getting Higher Marks From Their Voters Than Last Year

## Job Approval

### House Dems

% Approve by Party ID:  
**Dem: 70%**  
 Ind: 26%  
 Rep: 7%

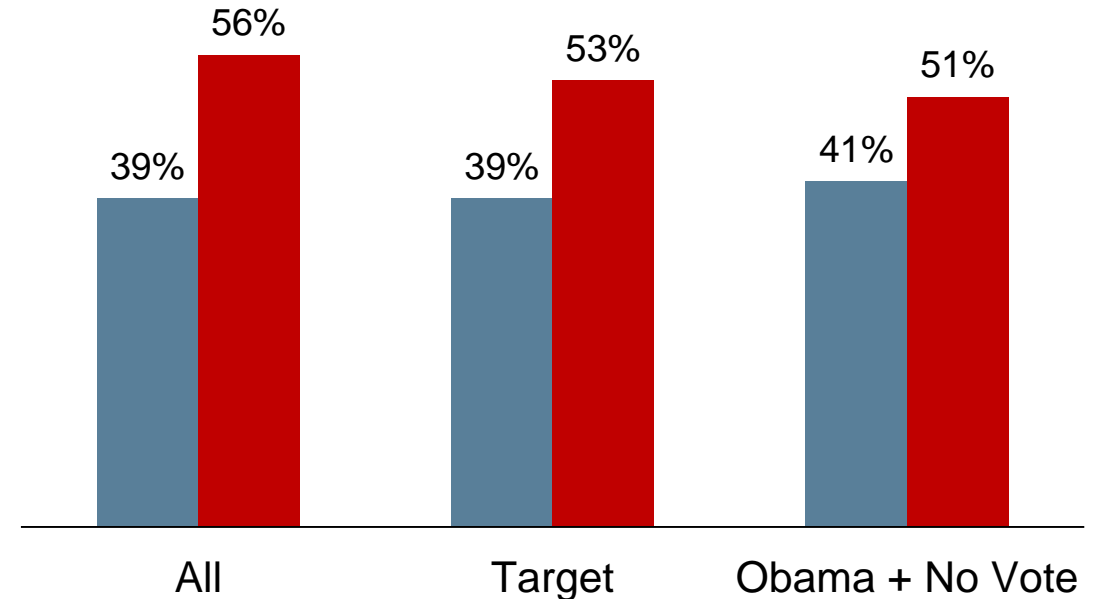
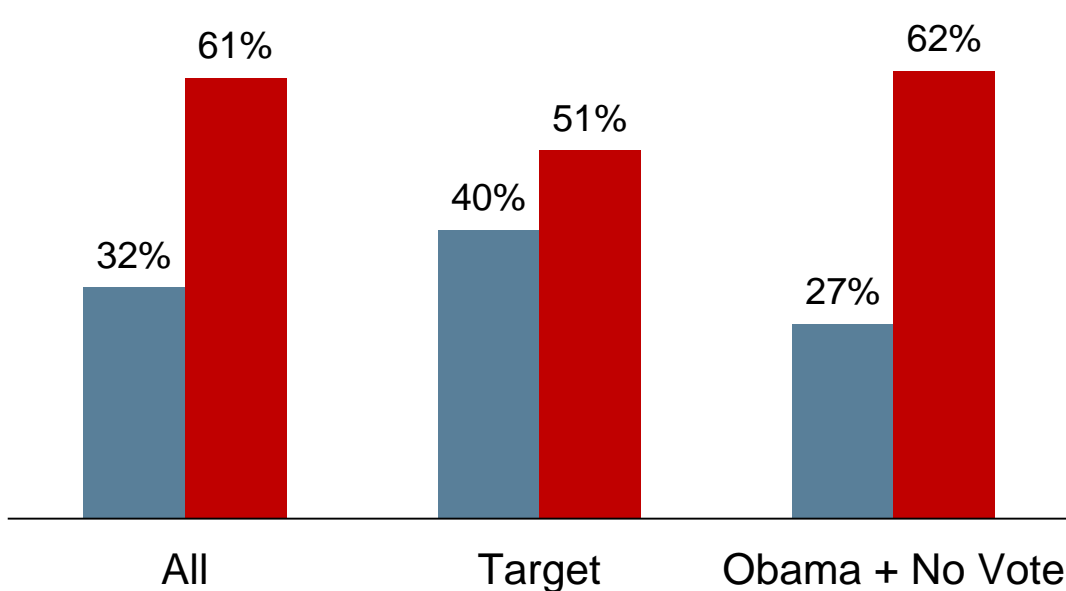
Last year only 44% of GOP voters approved of the job the House GOP was doing

### House GOP

% Approve by Party ID:  
 Dem: 13%  
 Ind: 32%  
**Rep: 66%**

■ % Approve ■ % Disapprove

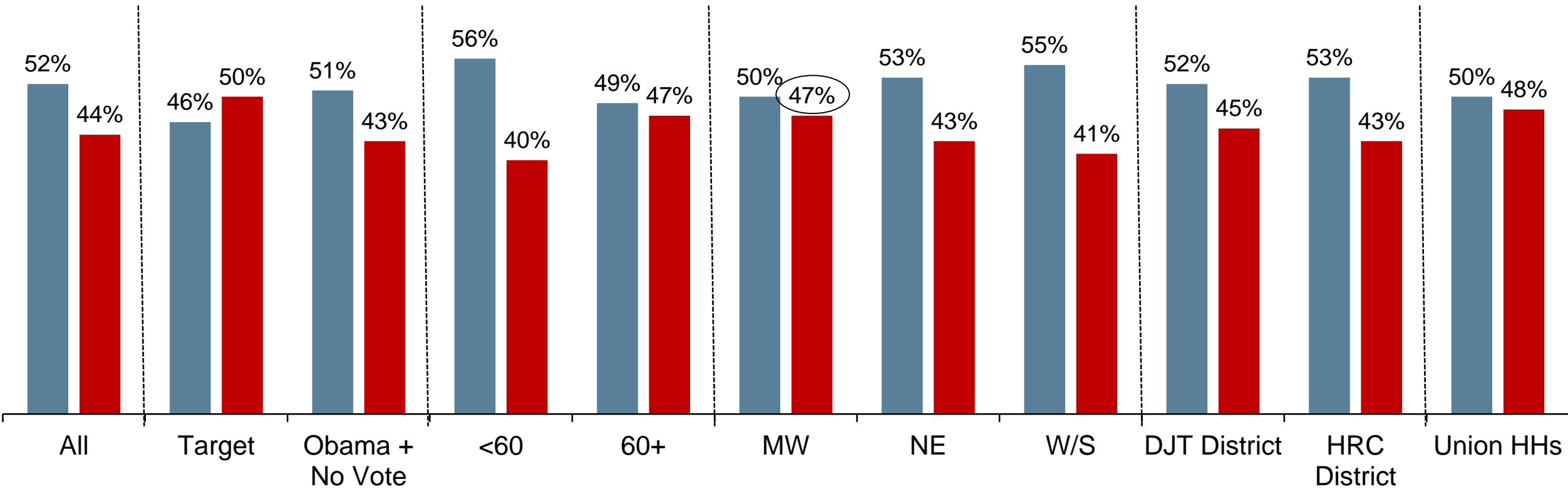
■ % Approve ■ % Disapprove



# Trump's Approval Is Over 50% And He Has Majority Approval Among Obama/Not Clinton Voters

## Trump Job Approval

■ % Approve ■ % Disapprove



# Voters Foremost Want Progress On Economy, Health Care; Top Concern Is About Unnecessary War

Thinking about the Trump Presidency, what do you hope he can accomplish? (OPEN END)  
Thinking about the Trump Presidency, what is your greatest concern? (OPEN END)

## Accomplish

	All	Target	Obama +No Vote
<b>Stronger economy/more jobs</b>	<b>14%</b>	<b>16%</b>	<b>16%</b>
<b>Health care reform</b>	<b>14%</b>	<b>10%</b>	<b>13%</b>
Immigration/border control	9%	7%	4%
Tax reform/lower taxes	6%	5%	6%
Protection against terrorism	5%	1%	6%
Keep us out of war	5%	6%	5%
I don't think he can do anything/get anything done	5%	6%	2%
Stay off social media/keep his mouth shut	5%	3%	3%

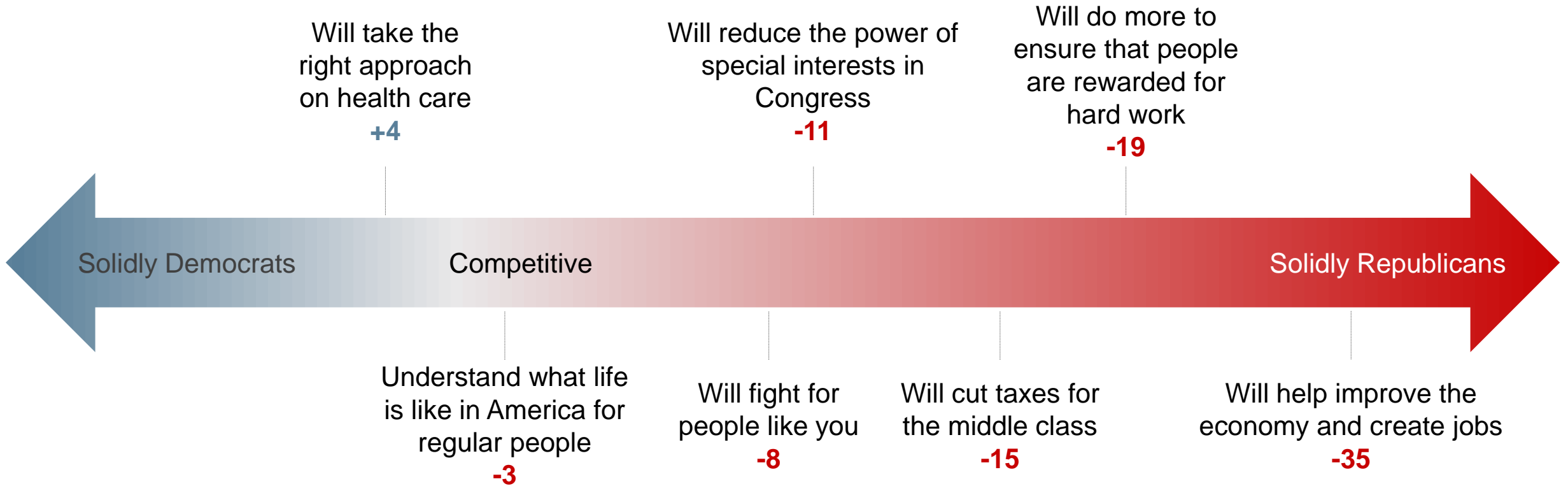
## Concern

	All	Target	Obama +No Vote
He's a warmonger	12%	20%	10%
Democratic opposition/obstructionism	9%	6%	9%
Social media/tweeting too much	8%	8%	8%
Too unpredictable/loose cannon	6%	4%	8%
Health care reform/don't want to repeal ACA	5%	5%	5%
He doesn't know when to say nothing	5%	3%	3%
Nothing is getting done	5%	3%	5%

# Democrats Have A Small Advantage On Health Care, But Republicans Have Much More Credibility On Valuing Hard Work And The Economy

On a scale of 1 to 5, where 5 means it applies very well and 1 means it does not apply at all, how well does ... apply to the Democrats/Republicans in Congress?

*Dem Advantage (Net Applies – Does Not Apply)*



# Democrats' Weakness On The Economy And Fighting For People Like You Among The Obama + No Vote Group May Show Why Many Of These Voters Left In 2016

On a scale of 1 to 5, where 5 means it applies very well and 1 means it does not apply at all, how well does ... apply to the Democrats/Republicans in Congress?

*Net Applies – Does Not Apply*

	DEM ADVANTAGE		
	All	Target	Obama + No Vote
Will take the right approach on health care	+4	+37	-8
Understand what life is like in America for regular people	-3	+43	-12
Will fight for people like you	-8	-12	<b>-28</b>
Will reduce the power of special interests in Congress	-11	-14	-4
Will cut taxes for the middle class	-15	+2	<b>-37</b>
Will do more to ensure that people are rewarded for hard work	-19	+7	<b>-29</b>
Will help improve the economy and create jobs	-35	-33	<b>-50</b>



# The Economic, Fighting For People Like You And Reducing The Power Of Special Interests Attributes Are Most Predictive Of Ballot Performance

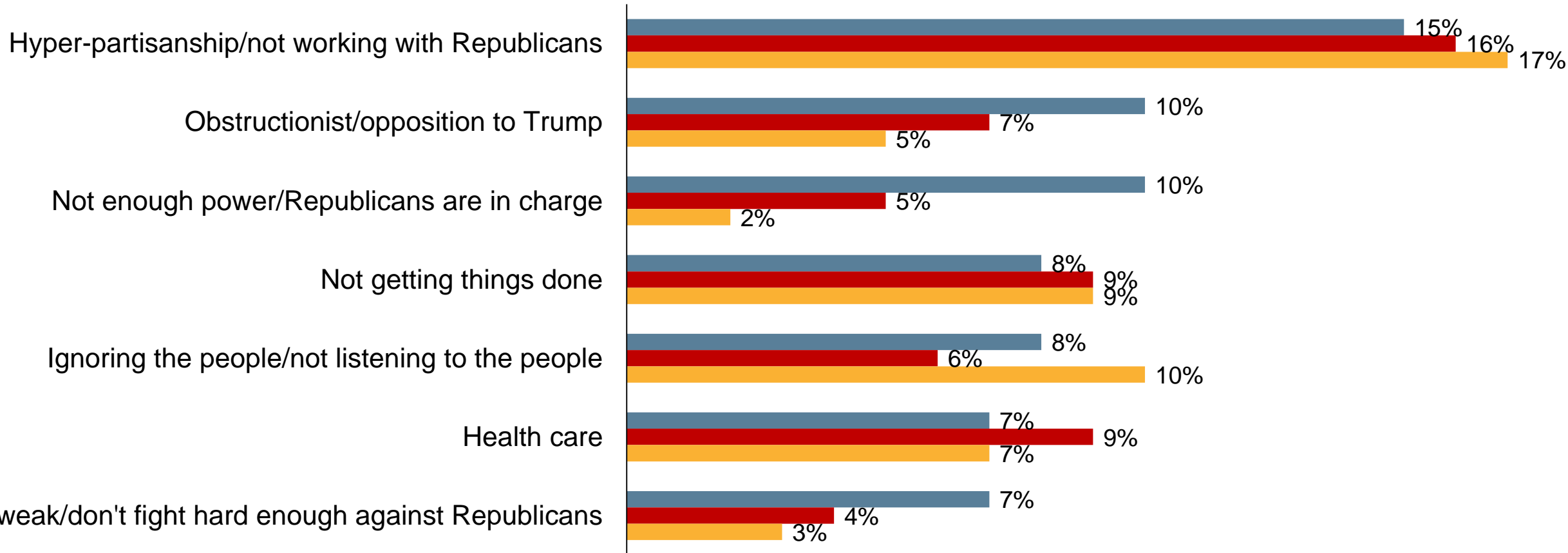
	Among Those That Say Applies To Dems (4-5)				Among Those That Say Applies To Reps (4-5)			
	Dem	Rep	DK	Marg	Dem	Rep	DK	Marg
Will help improve the economy and create jobs	77%	9%	14%	<b>68%</b>	6%	77%	17%	<b>-71%</b>
Will fight for people like you	76%	10%	14%	<b>66%</b>	4%	82%	14%	<b>-78%</b>
Will reduce the power of special interests in Congress	75%	12%	13%	<b>63%</b>	9%	79%	12%	<b>-70%</b>
Will cut taxes for the middle class	62%	15%	23%	47%	7%	72%	21%	-65%
Will take the right approach on health care	61%	11%	28%	50%	9%	72%	19%	-63%
Will do more to ensure that people are rewarded for hard work	59%	21%	20%	38%	7%	72%	21%	-65%
Understand what life is like in America for regular people	58%	17%	25%	41%	9%	74%	17%	-65%

Q5-Q18: On a scale of 1 to 5, where 5 means it applies very well and 1 means it does not apply at all, how well does ... apply to the Democrats/Republicans in Congress?

# Voters' Concerns With Democrats Are Primarily Not Policy Based, There Is Concern About Being Obstructionist And Not Getting Things Done

Thinking about Democrats in Congress, what is your greatest concern? (OPEN END)

■ All ■ Target ■ Obama + No Vote

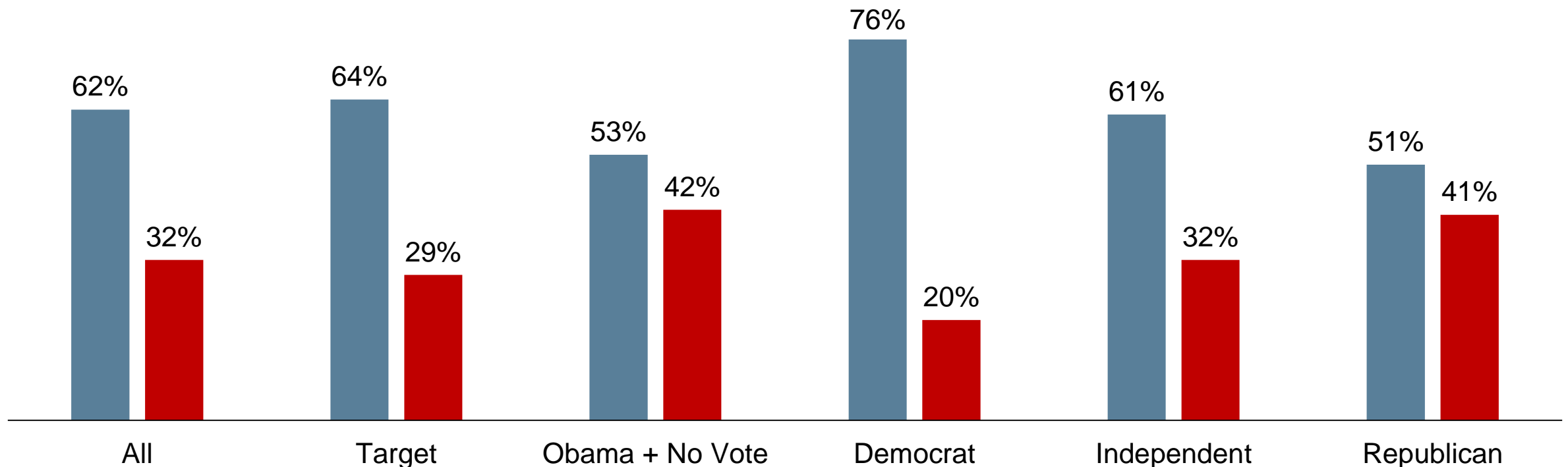


# Despite Trump's Appeal With This Group, These Voters Prefer Re-Training Over Protectionism

There is widespread agreement that changes are taking place in the world that impact our economy in the United States. Which of the following is closer to your view of what we need to do as a country?

Help workers to keep their skills and education up to date so they can get good jobs.

Make it harder for foreign countries to sell products in the US that compete with US made products.



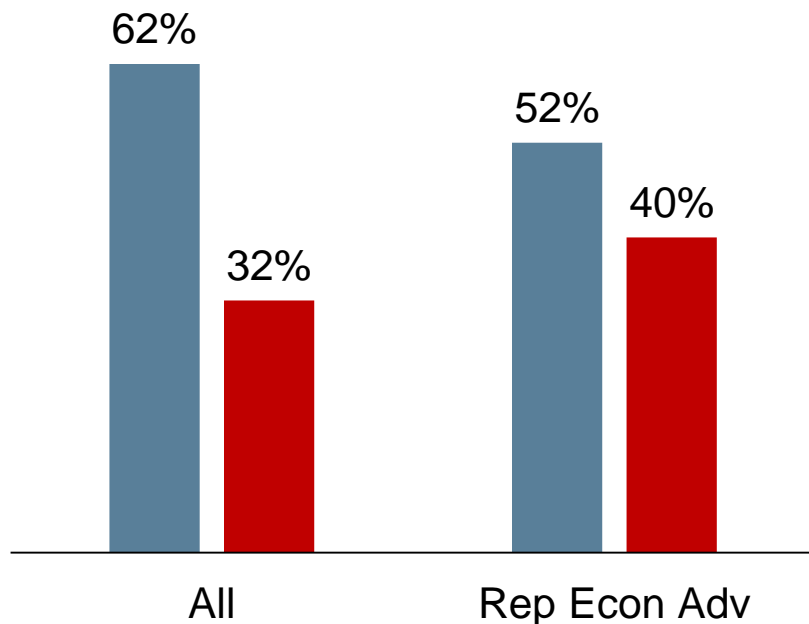
Q19: There is widespread agreement that changes are taking place in the world that impact our economy in the United States. Which of the following is closer to your view of what we need to do as a country?

# Those That Rate Republicans As Better Than Democrats On The Economy Are More Likely To Prioritize Companies Being Profitable And Growing

“Rep Econ Adv” Voters Say “Will Help Improve The Economy And Create Jobs” Applies Better To Republicans Than Democrats

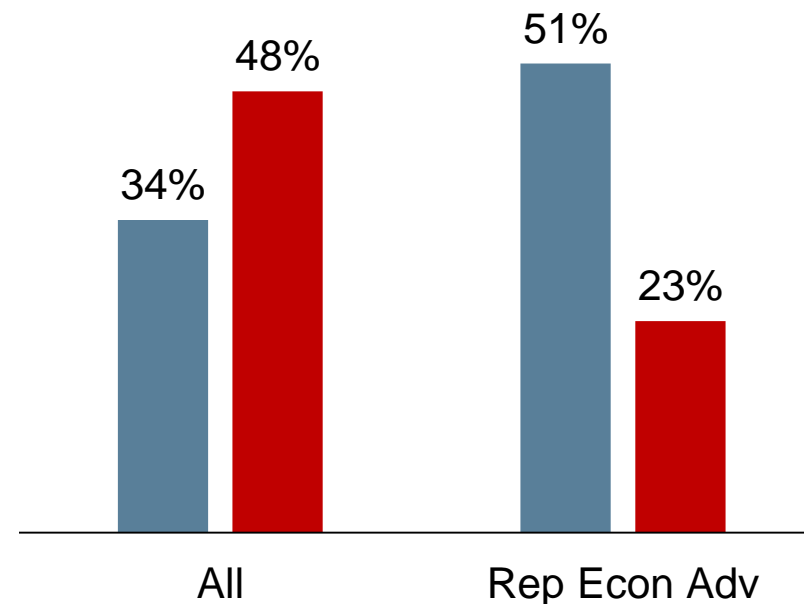
Help workers to keep their skills and education up to date so they can get good jobs.

Make it harder for foreign countries to sell products in the US that compete with US made products.



Helping companies be more profitable so they can grow and hire more workers.

Holding companies accountable so they pay taxes and treat their workers well.



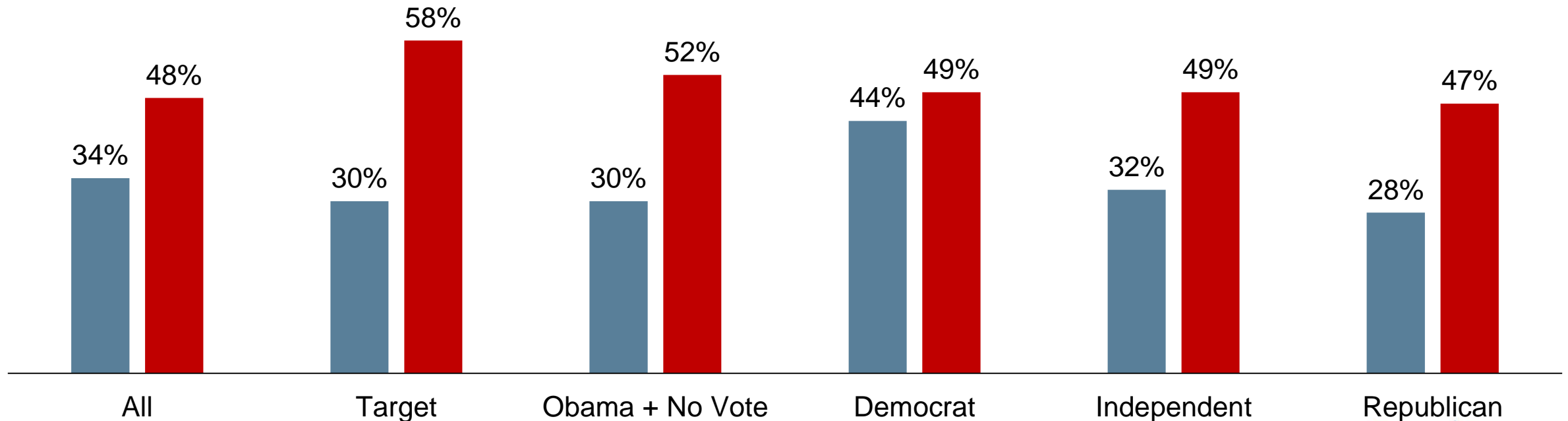
Q19: There is widespread agreement that changes are taking place in the world that impact our economy in the United States. Which of the following is closer to your view of what we need to do as a country? Q20: Thinking about the future of the American economy, which would you rather see politicians work on?

# This Group Of Voters Is More Concerned About Cuts To Infrastructure Than Cuts To Planned Parenthood

Democrats have taken strong positions on the recent Republican budget.  
Which of their positions is most important to you?

Democratic concerns that the Republicans significantly cut federal funding for Planned Parenthood that supports breast-cancer screenings and contraception.

Democratic concerns that the Republicans significantly cut federal funding for infrastructure investments such as roads and bridges that support thousands of good jobs.



## Narrative Test: Focus on Creating Jobs and Skills Needed to Get Them

<b>Economy for All</b>	A candidate who says we need to understand that not everyone wants to go to college. That is why we need to make sure that skilled workers have the training they need for <b>the jobs that will make them successful</b> .
<b>General Economic</b>	A candidate who says we need to do more to <b>help create jobs</b> that pay well and has a plan to do so.
<b>General Economic + Retirement</b>	A candidate who says we need to do more to <b>help create jobs</b> that pay well and to make it easier for people to save for retirement.
<b>Accountability</b>	A candidate who says we need to do more to hold Wall Street bankers accountable and to make sure that the rich and corporations pay their fair share in taxes.
<b>Villains</b>	A candidate who says that for too long the middle class has been taken advantage of by corporations that outsource jobs, pharmaceutical companies that raise prescription drug costs, and health insurance companies that raise premiums and cut services.
<b>Shared Success</b>	A candidate who says we need to make sure that companies are successful and growing and that when companies succeed, their workers are paid good wages.

# Narrative Test: Focus On Enabling People To Get Good Jobs With Good Wages Rises To The Top

## Candidate Narratives

*% Much More Likely*

■ All ■ Target ■ Obama + No Vote



Top message among Obama + No Vote

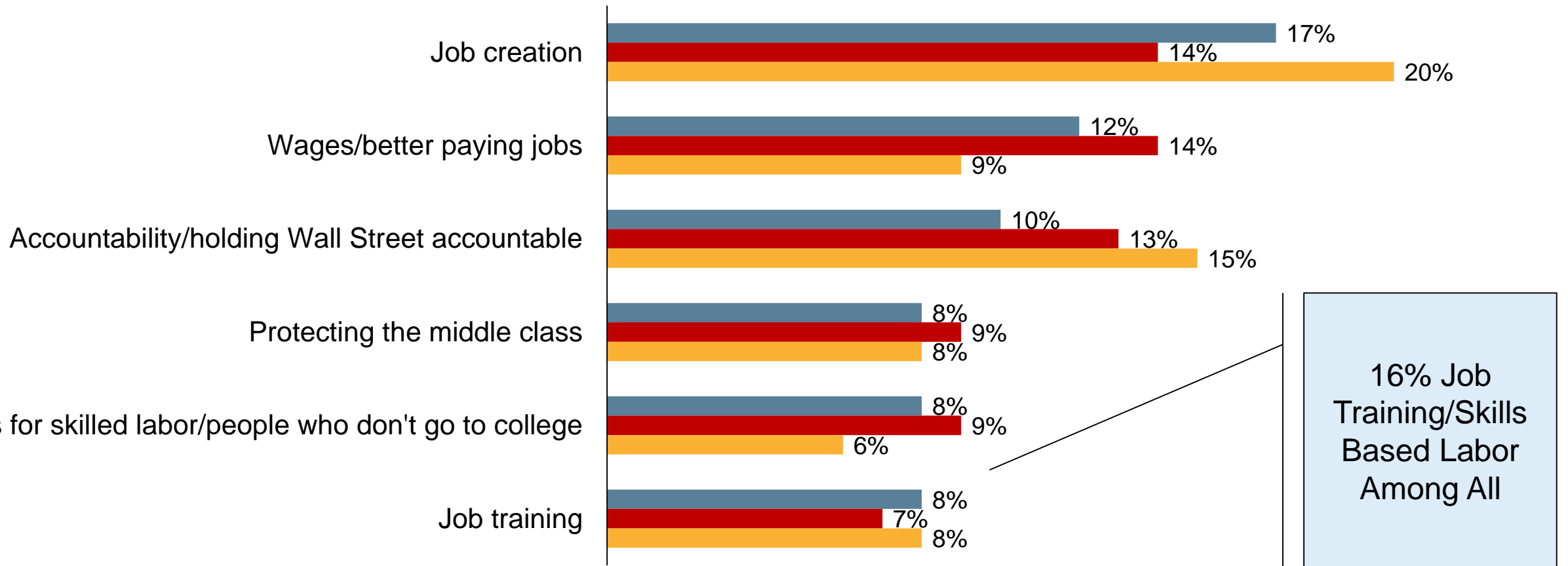
This was the top message with Democrats, but was much weaker with Independents and Republicans

Q26-Q31: Does this make you .... to vote for this candidate for Congress?

# Job Creation, Wages And Job Training Have The Most Appeal In The Narratives

What was the best part of the visions you just heard? (OPEN END)

■ All ■ Target ■ Obama + No Vote

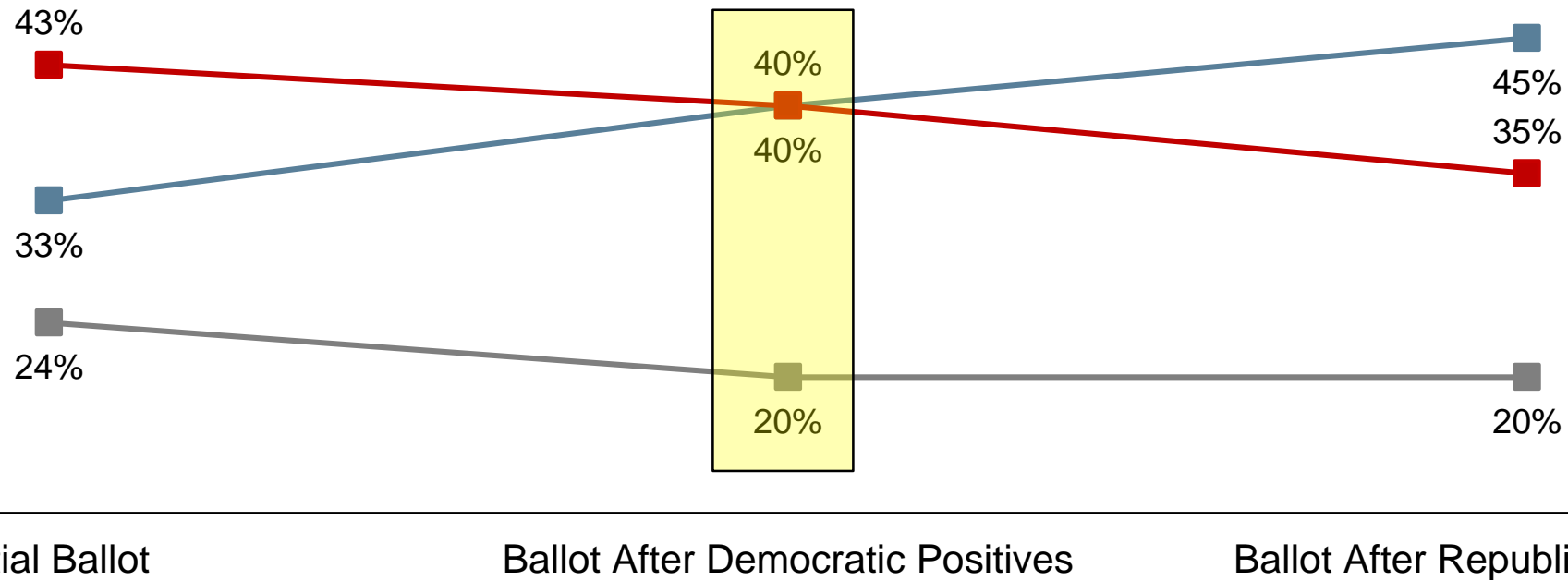




# Democratic Positives Move The Ballot To A Tie

If the November 2018 election for Congress were held today, would you be voting for ...?

■ Democratic Candidate   ■ Republican [NAMED]   ■ Don't Know

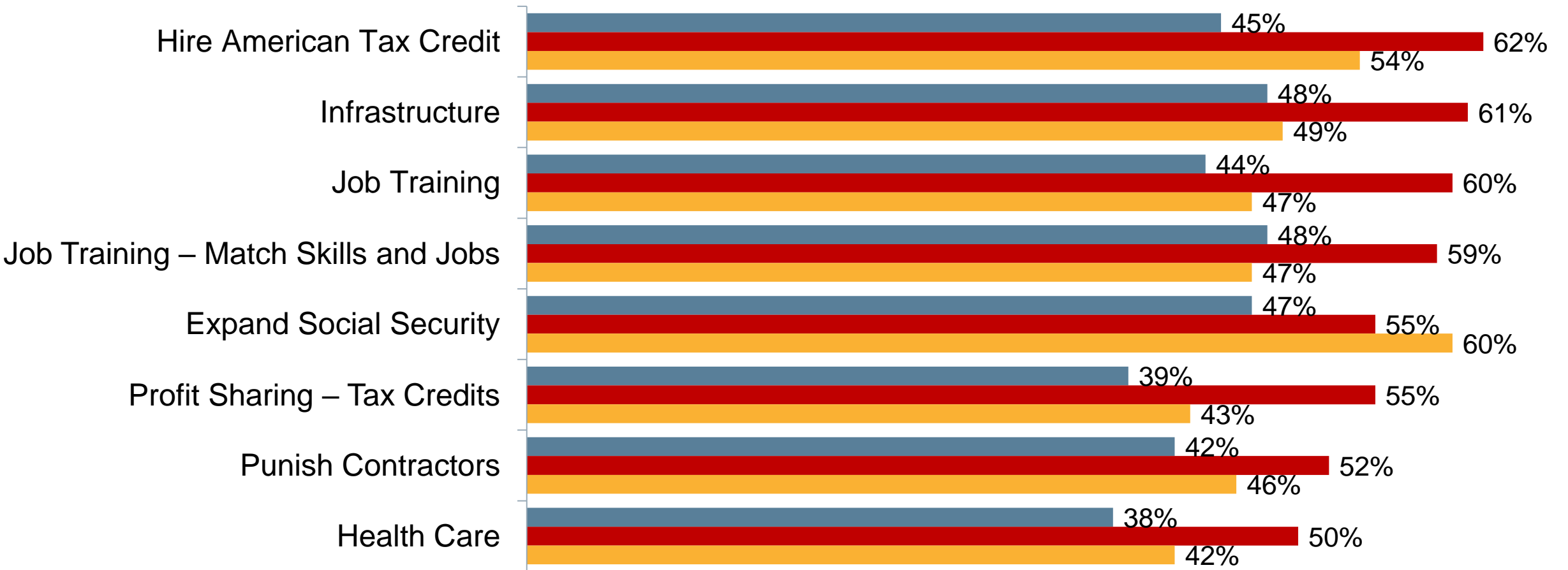


# Democratic Positives: Efforts To Create Good Jobs And Work That Pays Well Rise To The Top

## Top Democratic Positives Among Target

*% Much More Likely*

■ All ■ Target ■ Obama + No Vote



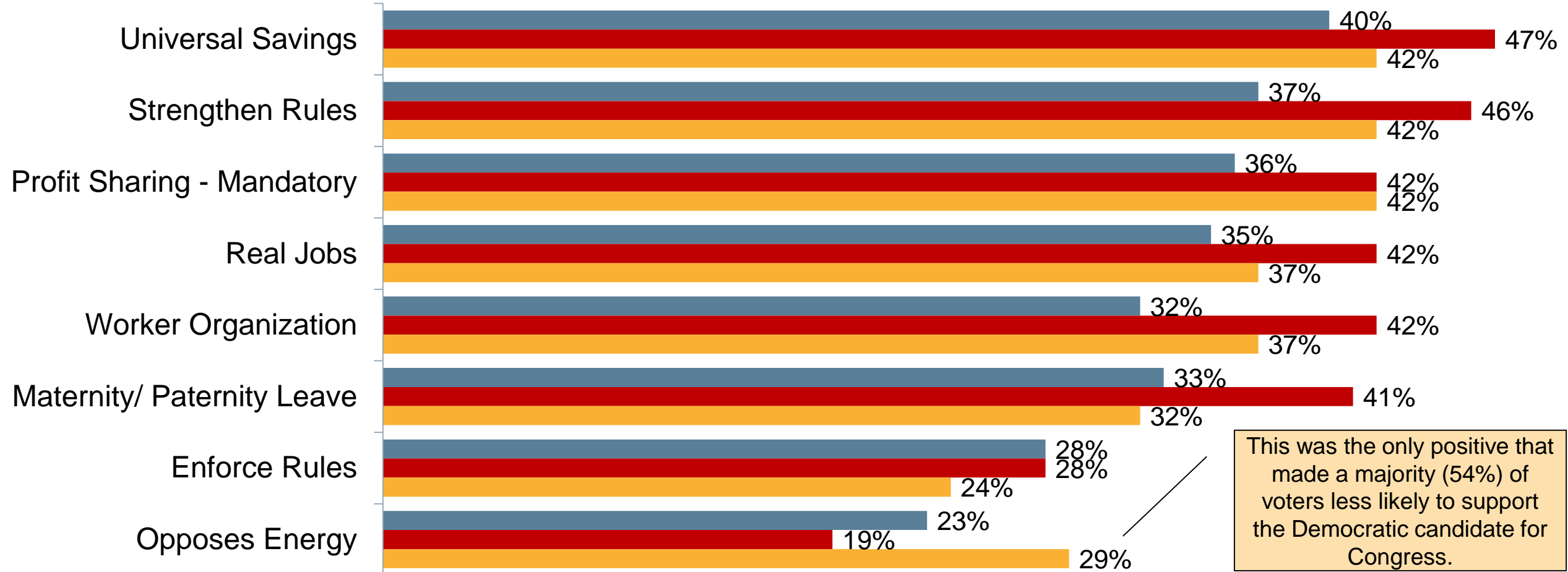
## Democratic Positives: 1<sup>st</sup> Tier (Among Target Voters)

<b>Hire American Tax Credit</b>	The Democratic candidate for Congress supports giving companies a tax break when they commit to staying in the U.S., hiring in the U.S., and providing good wages and fair benefits for their workers.
<b>Infrastructure</b>	The Democratic candidate for Congress supports increasing funding to upgrade and re-build our roads, bridges, transit and water infrastructure which will create good jobs.
<b>Job Training</b>	The Democratic candidate for Congress supports more funding for job training and retraining programs so that workers can get the skills they need to compete for new jobs.
<b>Job Training – Match Skills &amp; Jobs</b>	Skills training facilities are not giving workers the skills they need for the jobs that are currently available. The Democratic candidate for Congress supports connecting the facilities that do the training and the employers who have job openings to ensure that job training leads to a good job.
<b>Expand Social Security</b>	The Democratic candidate for Congress supports strengthening and expanding Social Security for those who have earned their benefits through a lifetime of hard work and making it easier for people to save for retirement by giving workers a tax credit to match their retirement contributions.
<b>Profit Sharing – Tax Credits</b>	The Democratic candidate for Congress supports giving tax credits to companies who share profits with their workers to boost wages and incentivize workers to help their company be successful.
<b>Punish Contractors</b>	The Democratic candidate for Congress supports punishing Federal contractors who are caught cheating taxpayers by putting them in a penalty box – banning them from any federal contracts for five years.
<b>Health Care</b>	The Democratic candidate for Congress supports requiring that all companies offer health insurance to all employees, whether they are full-time or part-time.

# Democratic Positives: Bottom 8 (Among Target voters)

## Bottom Democratic Positives Among Target *% Much More Likely*

■ All ■ Target ■ Obama + No Vote



This was the only positive that made a majority (54%) of voters less likely to support the Democratic candidate for Congress.

## 2<sup>nd</sup> Tier Democratic Positives (Among Target Voters)

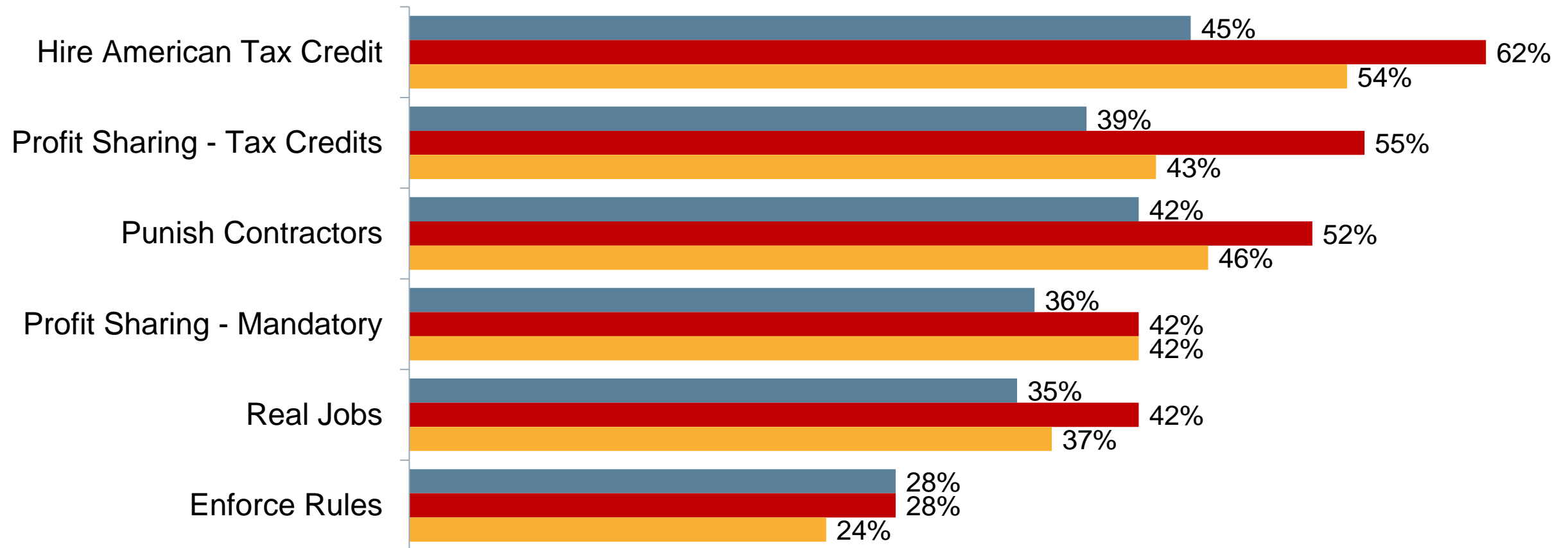
<b>Universal Savings</b>	The Democratic candidate for Congress supports creating a universal retirement savings plan to enable all workers to save for retirement, making the process simpler and allowing people to take their retirement savings with them when changing jobs.
<b>Strengthen Rules</b>	The Democratic candidate for Congress supports making foreign trade rules stronger, including rules for currency manipulation and illegally dumping or under-selling foreign goods.
<b>Profit Sharing – Mandatory</b>	The Democratic candidate for Congress supports requiring that companies share some of their profits with their employees directly increasing workers’ wages.
<b>Real Jobs</b>	The Democratic candidate for Congress says we need to change the laws so that companies provide more long-term, good jobs, and can’t classify as many workers as “independent contractors” to get out of paying good wages, benefits, and retirement.
<b>Worker Organization</b>	The Democratic candidate for Congress supports making it easier for workers to organize and form a union so they have more control over their economic situation and can work to raise their wages, get better benefits and have a secure retirement.
<b>Maternity/Paternity Leave</b>	The Democratic candidate for Congress supports requiring companies to offer paid maternity and paternity leave to all full-time employees.
<b>Enforce Rules</b>	The Democratic candidate for Congress supports enforcing the trade rules we already have, including for currency manipulation and illegally dumping foreign goods.
<b>Opposes Energy</b>	The Democratic candidate for Congress opposes building new oil and gas pipelines and opposes fracking for natural gas.

# Democratic Positives That Focused On Rewarding Good Behavior Were Generally Stronger Than Those That Punished Bad Actors

## Democratic Positives – Carrots Or Sticks

*% Much More Likely*

■ All ■ Target ■ Obama + No Vote



## Democratic Positives – Carrots Or Sticks

<b>Hire American Tax Credit</b>	The Democratic candidate for Congress supports giving companies a tax break when they commit to staying in the U.S., hiring in the U.S., and providing good wages and fair benefits for their workers.
<b>Profit Sharing – Tax Credits</b>	The Democratic candidate for Congress supports giving tax credits to companies who share profits with their workers to boost wages and incentivize workers to help their company be successful.
<b>Punish Contractors</b>	The Democratic candidate for Congress supports punishing Federal contractors who are caught cheating taxpayers by putting them in a penalty box – banning them from any federal contracts for five years.
<b>Profit Sharing - Mandatory</b>	The Democratic candidate for Congress supports requiring that companies share some of their profits with their employees directly increasing workers’ wages.
<b>Real Jobs</b>	The Democratic candidate for Congress says we need to change the laws so that companies provide more long-term, good jobs, and can’t classify as many workers as “independent contractors” to get out of paying good wages, benefits, and retirement.
<b>Enforce Rules</b>	The Democratic candidate for Congress supports enforcing the trade rules we already have, including for currency manipulation and illegally dumping foreign goods.

# Expanding Social Security Was A Stronger Retirement Positive Than Universal Savings

## Democratic Positives – Retirement

*% Much More Likely*

■ All ■ Target ■ Obama + No Vote





## Democratic Positives – Retirement

### Expand Social Security

The Democratic candidate for Congress supports strengthening and expanding Social Security for those who have earned their benefits through a lifetime of hard work and making it easier for people to save for retirement by giving workers a tax credit to match their retirement contributions.

### Universal Savings

The Democratic candidate for Congress supports creating a universal retirement savings plan to enable all workers to save for retirement, making the process simpler and allowing people to take their retirement savings with them when changing jobs.

# Infrastructure, Job Training, & Hiring Americans Are Top Positives Across All Regions; Expanding Social Security Is Top-of-mind In The Midwest And South/West

## Top Democratic Positives By Region

*% Much More Likely*

### Top Positives – Midwest:

- ✓ Infrastructure (55%)
- ✓ Expand Social Security (53%)
- ✓ Job Training – Match Skills & Jobs (51%)
- ✓ Hire American Tax Credit (47%)

### Top Positives – Northeast:

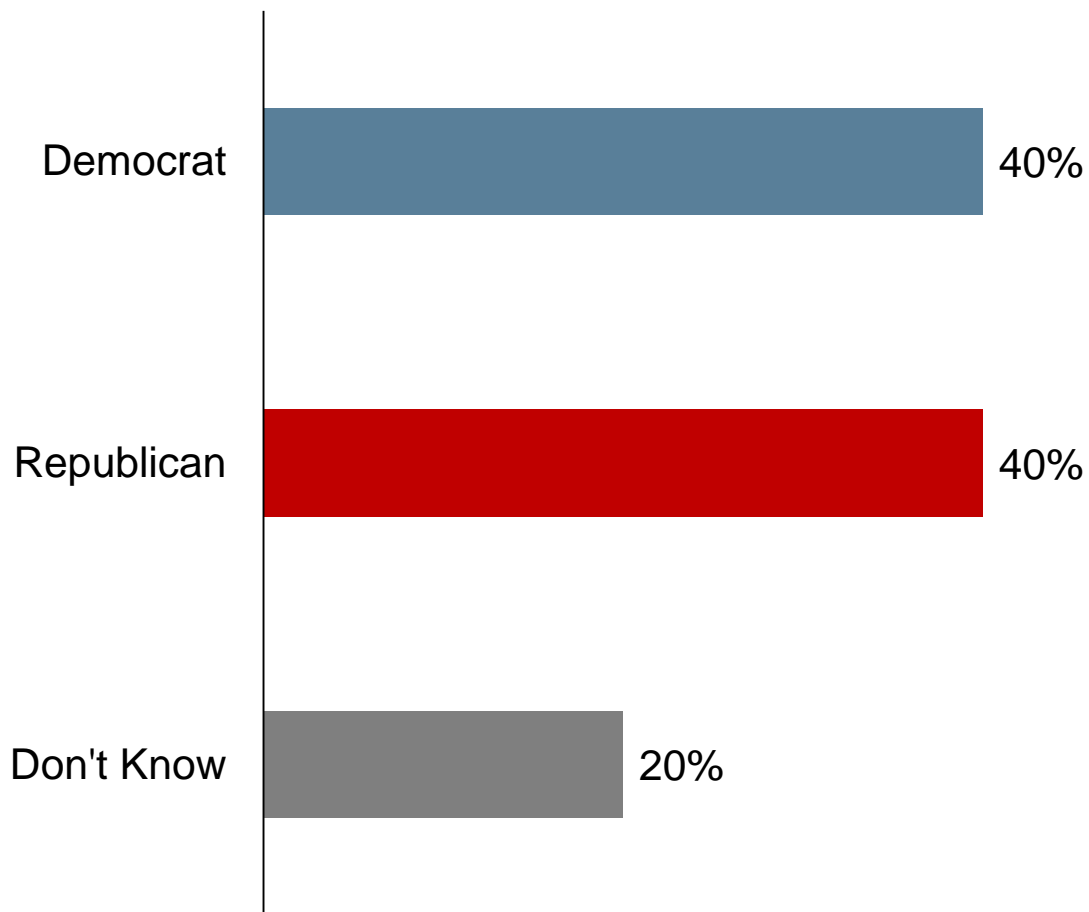
- ✓ Job Training – Match Skills & Jobs (47%)
- ✓ Job Training (45%)
- ✓ Infrastructure (44%)
- ✓ Hire American Tax Credit (44%)

### Top Positives – South/West:

- ✓ Job Training – Match Skills & Jobs (46%)
- ✓ Punish Contractors (46%)
- ✓ Infrastructure (45%)
- ✓ Expand Social Security/  
Hire American Tax Credit (44%)

# Democratic Positives Move The Ballot Ten Points, We Make Progress With Older, Democratic, Independent And Northeastern Voters

Ballot After Democratic Positives



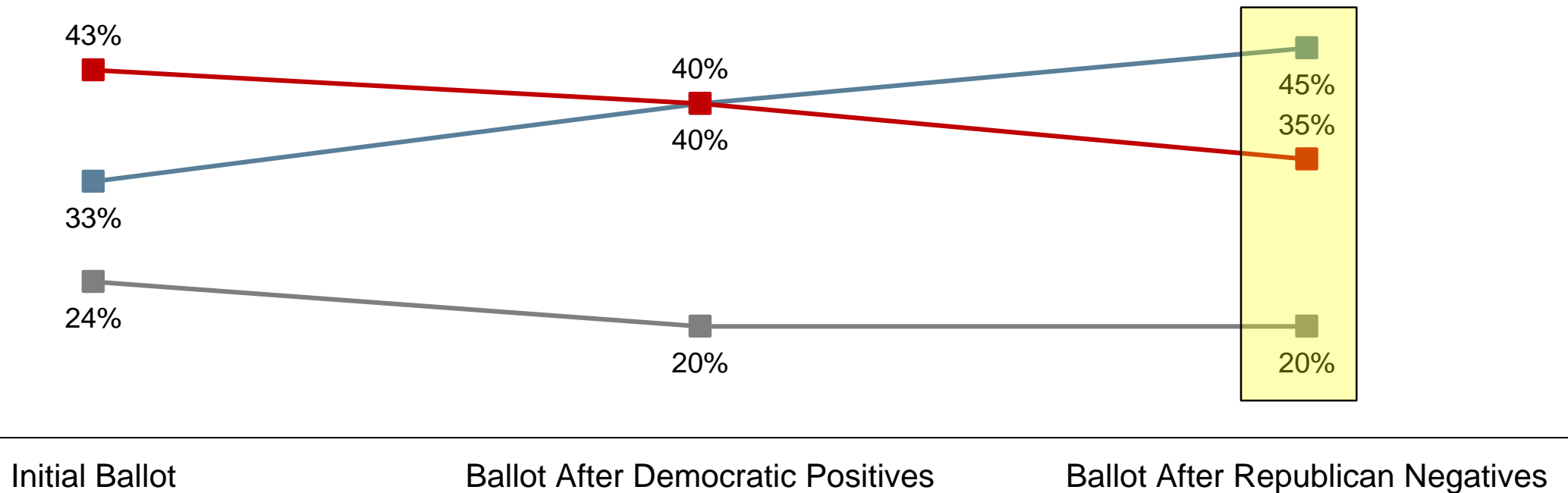
Where We Make Gains

	Initial	After Msg	Δ
Male	26-51	32-48	+9
Female	39-36	47-34	+10
Midwest	38-36	45-36	+7
Northeast	29-46	38-41	<b>+14</b>
West/South	31-50	37-47	+9
Dem	82-4	92-2	<b>+12</b>
Ind/Oth	25-32	35-29	<b>+13</b>
GOP	1-86	4-84	+5
<60K	38-39	46-35	<b>+12</b>
60K+	29-51	36-49	+9
<60	32-45	38-43	+8
60+	34-42	42-38	<b>+12</b>
Trump App	7-72	13-69	+9
Trump Dissap	65-10	75-7	+13
Obama + No Vote	27-35	34-35	+7

# After Republican Negatives, The Democratic Candidate Moves Into The Lead

If the November 2018 election for Congress were held today, would you be voting for ...?

■ Democratic Candidate   ■ Republican [NAMED]   ■ Don't Know

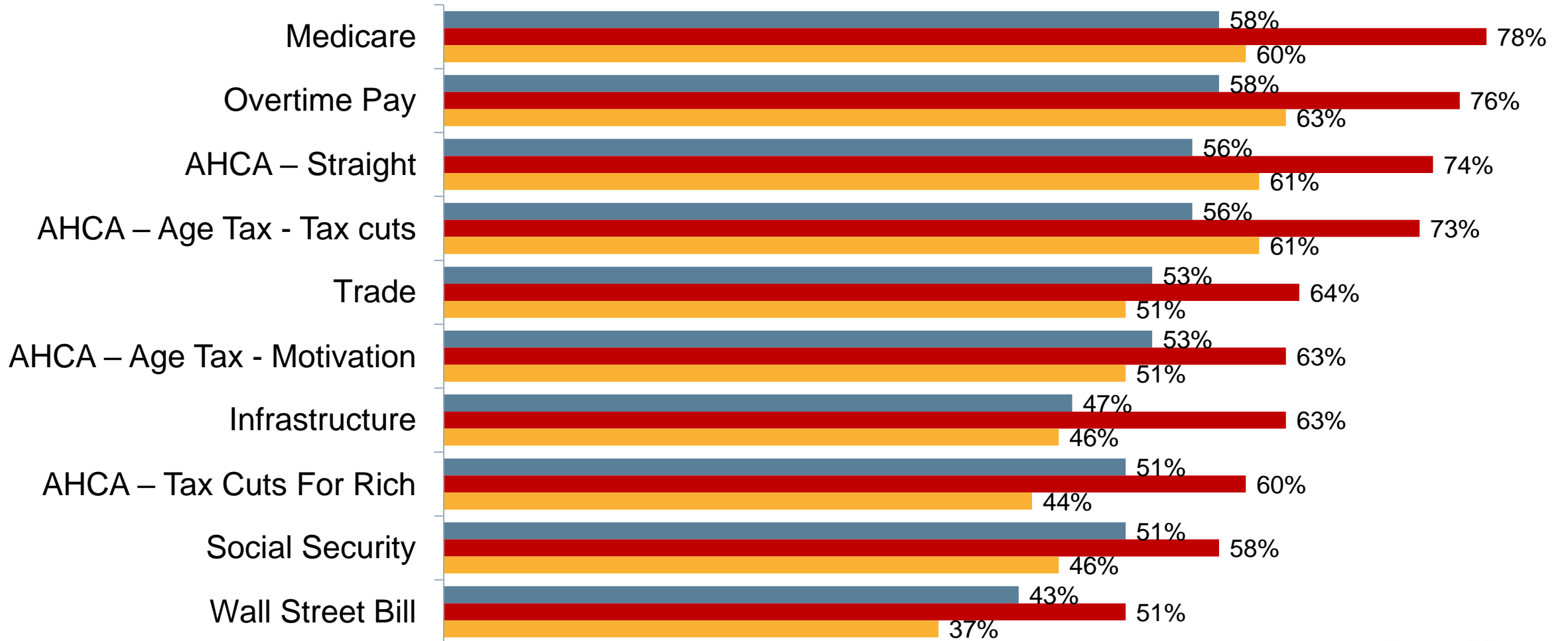


# Republican Negatives: Pocketbook Issues Dominate

## Republican Negatives

*% Much Less Likely*

■ All ■ Target ■ Obama + No Vote



## Top Republican Negatives Among Target Voters (1 of 2)

<b>Medicare</b>	The Republican candidate for Congress supported a plan to end Medicare as we know it, replacing it with a voucher system and forcing seniors to pay thousands more in out-of-pocket insurance costs.
<b>Overtime Pay</b>	The Republican candidate for Congress supported allowing corporations to underpay workers and undermine work place safety. As a result, companies can get away with not paying over-time to people working more than 40 hours a week. These same corporations can even get rid of work place incident reports, making it harder for workers to hold them accountable for unsafe conditions.
<b>AHCA – Straight</b>	The Republican candidate for Congress voted for a health care bill that increases out-of-pocket costs for millions of Americans, raises premiums for people over the age of 50, and strips protections for people with pre-existing conditions.
<b>AHCA – Age Tax - Tax cuts</b>	The Republican candidate for Congress voted for a health care plan which according to the AARP could impose an unfair age tax which would charge people over the age of 50 premiums that are up to five times more than what younger consumers pay. It does all of this by unfairly shifting more of the tax burden onto the middle class - while cutting taxes for the wealthiest Americans by hundreds of billions of dollars.
<b>Trade</b>	President Trump promised to end unfair trade deals that hurt American workers. But the Republican candidate for Congress supported keeping tax breaks for companies that move their facilities overseas. And they supported a budget plan that would cut taxes for corporations by 30 percent while raising taxes on middle class families.

## Top Republican Negatives Among Target Voters (2 of 2)

<b>AHCA – Age Tax - Motivation</b>	<p>The Republican candidate for Congress voted for a health care plan which according to the AARP could impose an unfair age tax which would charge people over the age of 50 premiums that are up to five times more than what younger consumers pay. It should come as no surprise since the Republican candidate has taken tens of thousands of dollars from insurance and financial interests.</p>
<b>Infrastructure</b>	<p>The Republican candidate for Congress ran on promising to rebuild our infrastructure, but so far there is no plan. In fact, President Trump’s budget includes billions in cuts to the Department of Transportation’s programs that help states and local communities invest in infrastructure. This cut hurts efforts to rebuild our infrastructure and the jobs that come with it.</p>
<b>AHCA – Tax Cuts For Rich</b>	<p>The Republican candidate for Congress voted for a health care plan that increases out-of-pocket costs and strips protections for people with preexisting conditions. It does all of this while cutting taxes for the wealthiest Americans by hundreds of billions of dollars with nothing for middle class families.</p>
<b>Social Security</b>	<p>President Trump promised not to cut Social Security during his campaign. But the Republican candidate for Congress supported a budget that increases the retirement age to 70 years old, and even voted to make it more difficult for seniors to receive these hard-earned benefits.</p>
<b>Wall Street Bill</b>	<p>The Republican candidate for Congress voted to eliminate the regulations that were put in place to hold Wall Street bankers in check following the Great Recession. The Republican plan would gut the Consumer Financial Protection Bureau, ending financial protections for consumers that defend people from abusive, predatory, and deceptive practices by Wall Street and other big corporations.</p>

## Republican Negatives: Top Concern – They are Not Working for the People

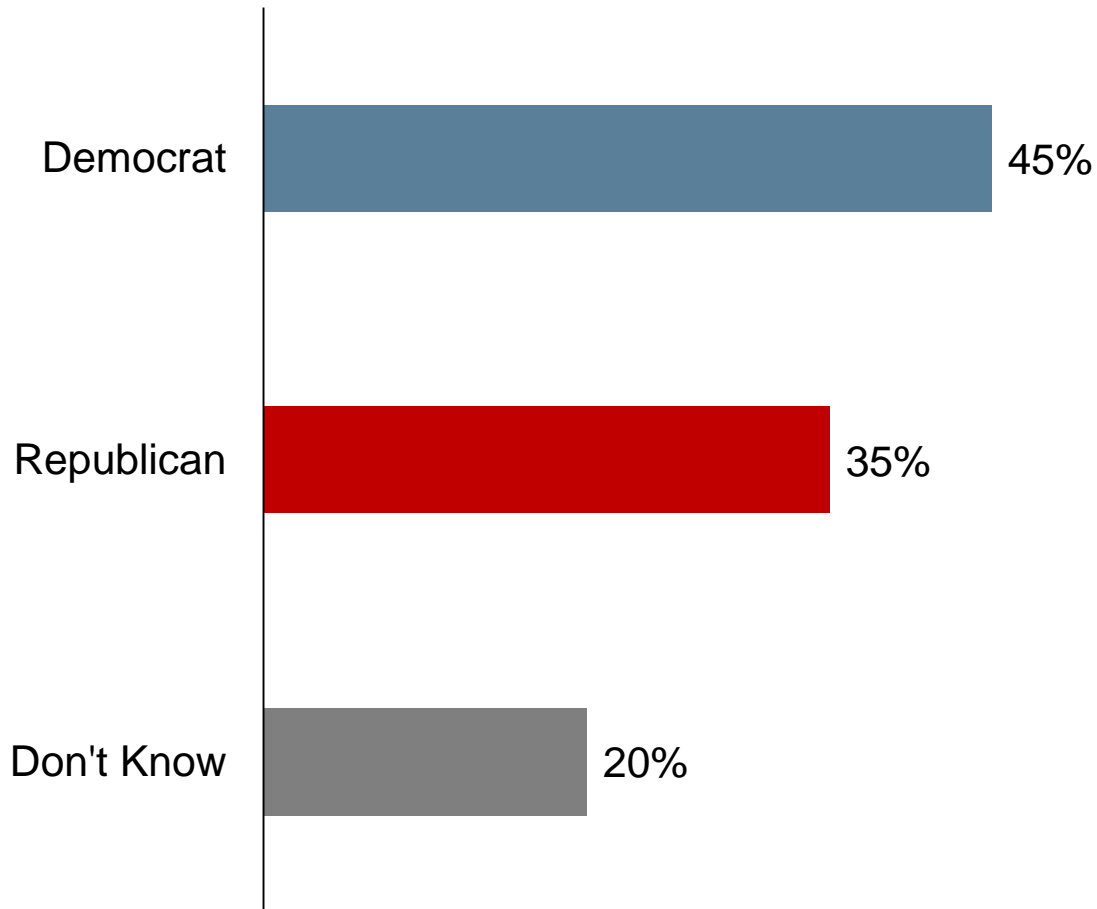
From what you have heard, what concerns you the most about the Republican candidate's views? (OPEN END)

	All	Target	Obama + No Vote
Not working for the people	19%	24%	18%
Health care (non-specific)	11%	10%	8%
Higher costs for health care	6%	8%	5%
Tax breaks for companies that outsource jobs	6%	13%	6%
Cuts to Medicaid/social programs	4%	6%	9%



# Republican Negatives Move The Democrat Ahead, Notably, We Make More Progress With Those That Approve Of The Job Trump Is Doing

## Ballot After Republican Negatives



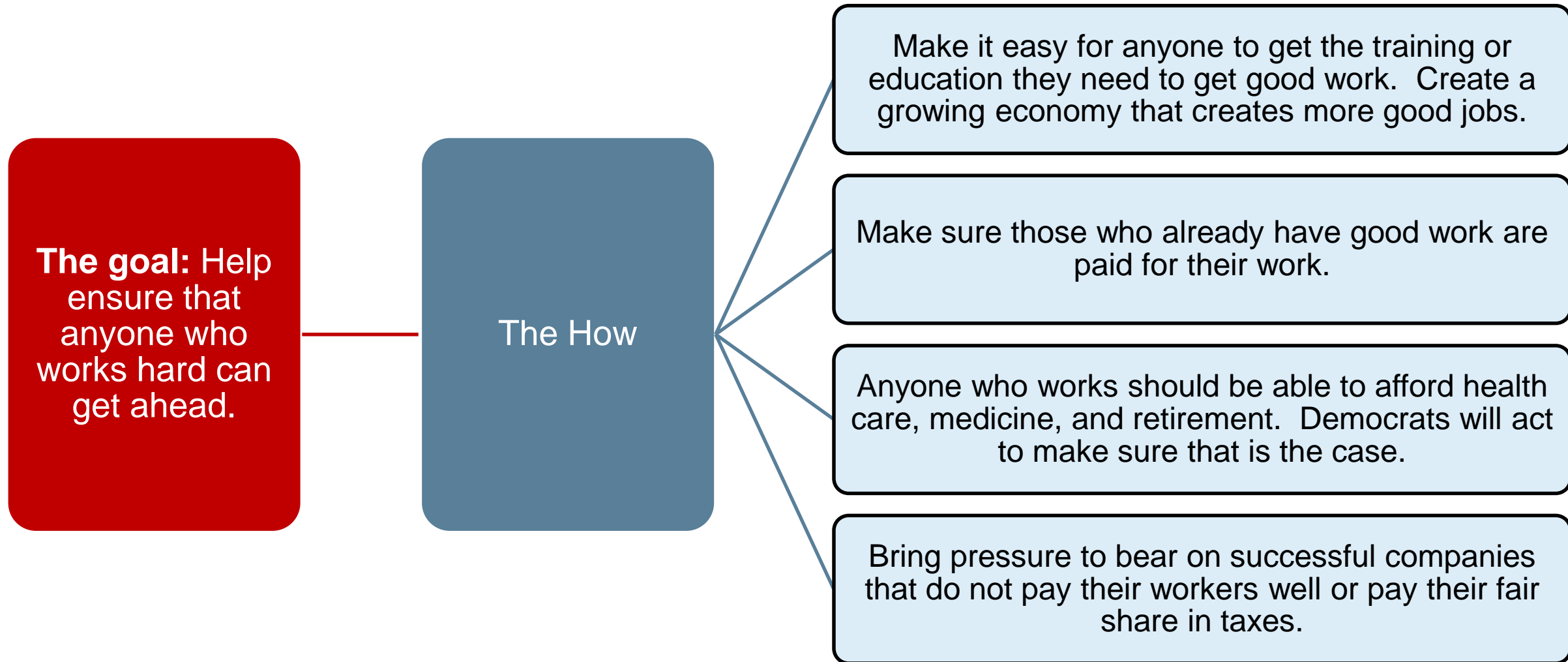
## Where We Make Gains

	Initial	Aft. Pos	Aft. Neg	Δ
Male	26-51	32-48	37-41	+12
Female	39-36	47-34	52-30	+9
Midwest	38-36	45-36	49-29	+11
Northeast	29-46	38-41	41-38	+6
West/South	31-50	37-47	44-42	+12
Dem	82-4	92-2	92-2	0
Ind/Oth	25-32	35-29	43-23	+14
GOP	1-86	4-84	9-75	+14
<60K	38-39	46-35	51-29	+11
60K+	29-51	36-49	42-43	+12
<60	32-45	38-43	45-37	+13
60+	34-42	42-38	45-34	+7
Trump App	7-72	13-69	18-60	+14
Trump Dissap	65-10	75-7	78-7	+3
Obama + No Vote	27-35	34-35	44-28	+17

## Messaging Implications

- We suffer from the lack of an identifiable positive agenda. Without it, voters will turn to Trump for progress. With it, we can make significant gains.
- Our economic deficit is devastating. Voters don't see special interests as the problem we need to fix.
- Success means better jobs that pay well, not a new campaign finance system. Let's not confuse the end and the means.
- Success means when you work hard you should be able to: get medical care and afford prescription medicine and have a secure retirement. And when you work harder than your co-workers by doing overtime, you should get paid for that overtime.

# Democratic Worldview That Provides Contrast



# This Is Not New - It is Fundamental

President Lincoln message to Congress, July 4, 1861:

This is essentially a People's contest. On the side of the Union, it is a struggle for maintaining in the world, that form, and substance of government, whose leading object is, to elevate the condition of men -- **to lift artificial weights from all shoulders -- to clear the paths of laudable pursuit for all -- to afford all, an unfettered start, and a fair chance, in the race of life.**