



DEMOCRACY CORPS

CARVILLE ♦ GREENBERG

**GREENBERG** RESEARCH

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**Change versus more of the same:**

**On-going panel of target voting groups provides path for  
Democrats in 2018**

**October 2017**

**CAMPAIGNS**

**CORPORATIONS**

**ADVOCACY**

**WORLDWIDE**

# Innovative new research program

**NATIONAL PHONE POLL**



**ON-GOING RAE+ PANEL**

2 national phone polls in 2017:  
 May 31-June 5  
 October 7-12

2 web-surveys in 2017:  
 May 31-June 13 among 4,000  
 October 6-18 among 2,425

1,000 registered voters nationally  
 Voter file matched

Among RAE (unmarried women,  
 millennials, minorities) +  
 white working class women  
 Voter file matched

65% reached on cell phones

With 2 'touch-ins' between waves

Taking political & cultural measures  
 nationally & among the RAE+

Tracking changing attitudes  
 Vote preference & engagement

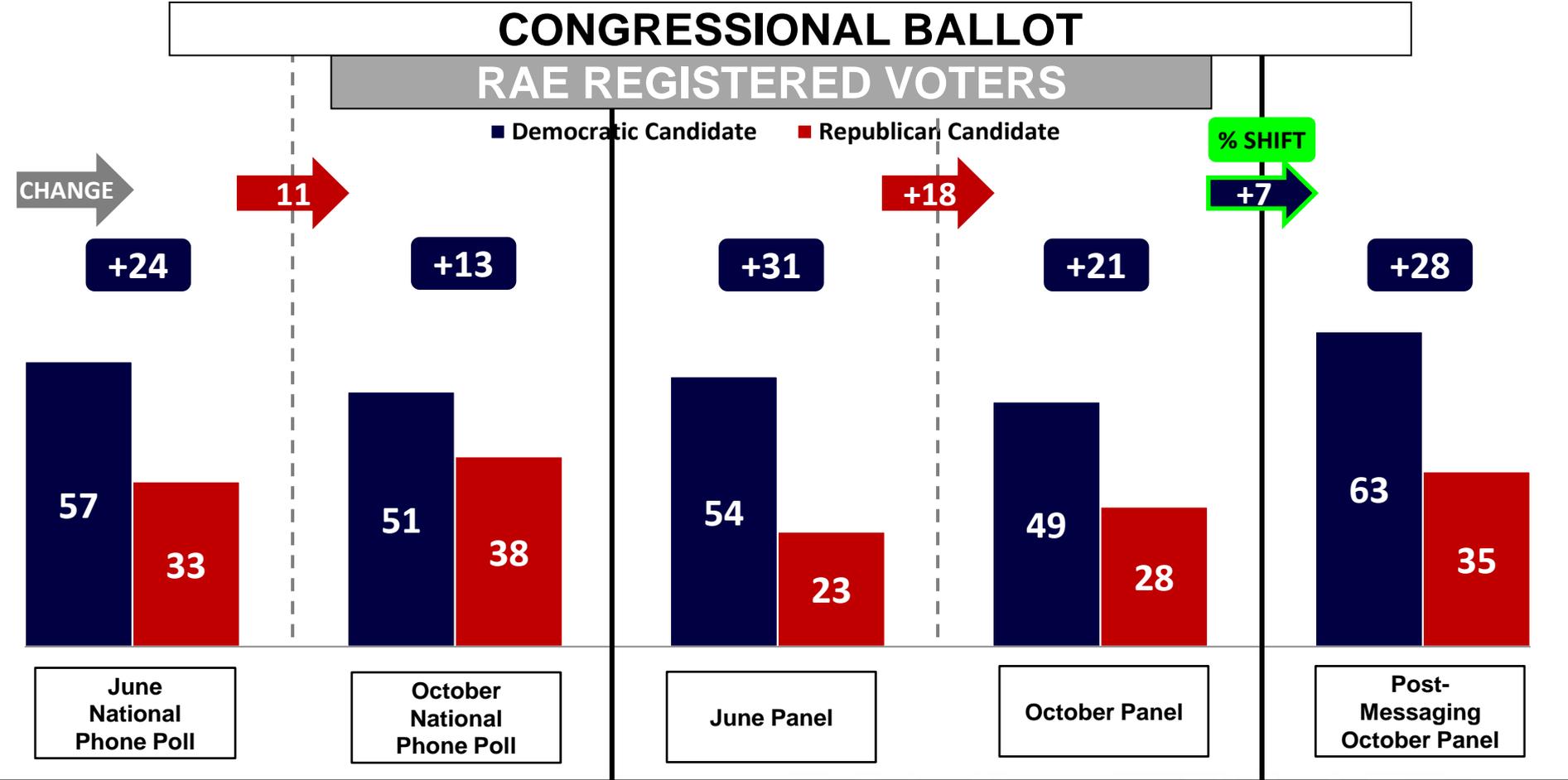
To compare & weight RAE+ panel  
 to offset bias of online sample

Conduct message tests to discover  
 persuasion & turnout targets



# Losing ground in ballot, but messaging takes back to June which was close to House majority

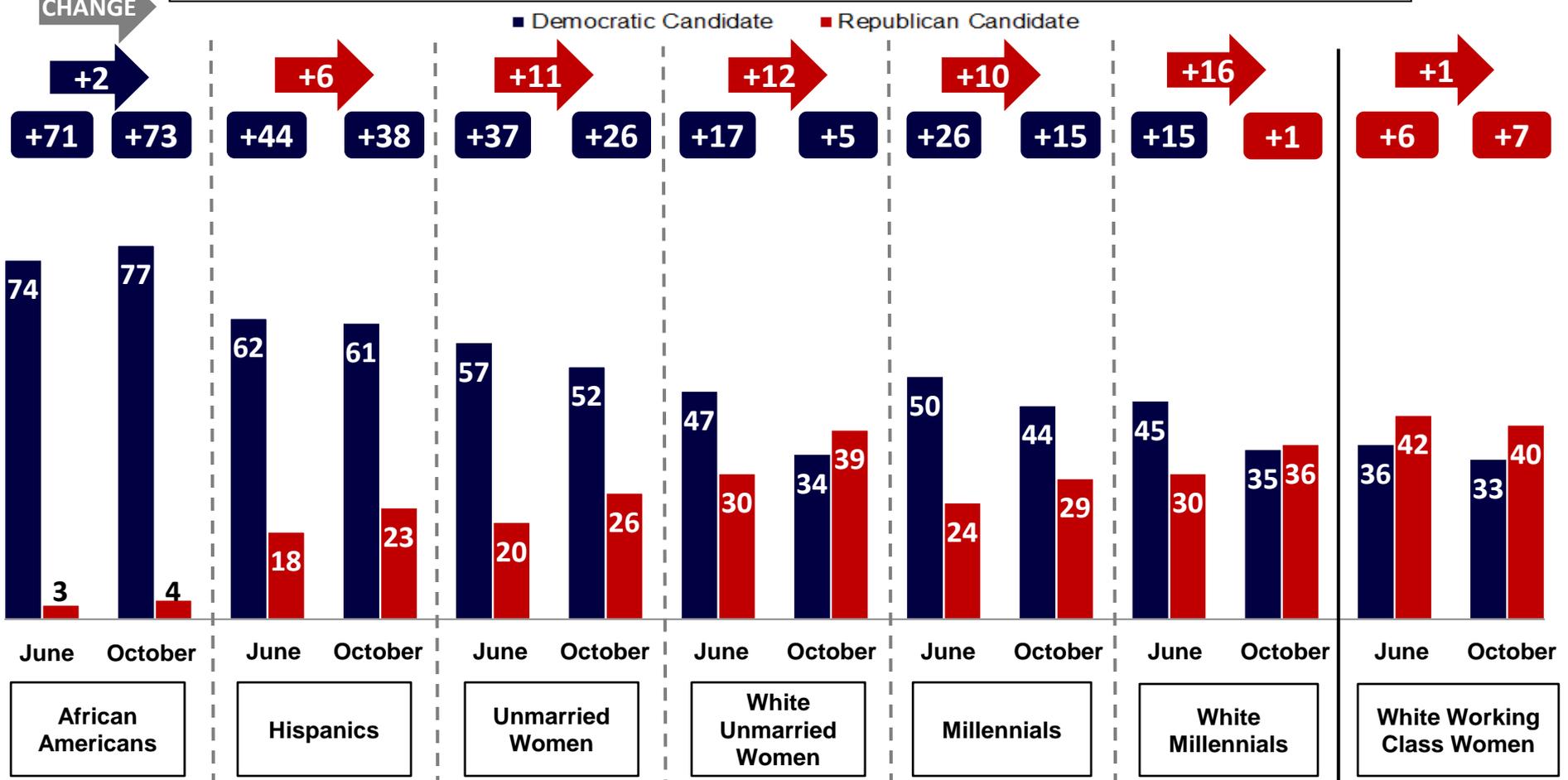
Thinking about the election for U.S. Congress in your district in 2018, will you vote for -- the Democratic candidate or the Republican candidate?



# Ongoing panel shows real losses across base & swing working class

Thinking about the election for U.S. Congress in your district in 2018, will you vote for -- the Democratic candidate or the Republican candidate?

## CHANGE IN CONGRESSIONAL BALLOT



Displayed by allocated voters: Among undecided voters, Democrats /leaning independents allocated to the Democratic candidate, Republicans /leaning independents allocated to the Republican candidate. The wave 1 responses filtered to wave 2 respondents only. Full RAE+ sample results displayed for white working class women.

# Minorities maintain vote likelihood but not unmarried women & millennials

As you may know, there will be an election for U.S. Congress and other state and local offices in 2018. What are the chances of you voting in the election in 2018?

**CHANGE % ALMOST CERTAIN**

CHANGE

+1

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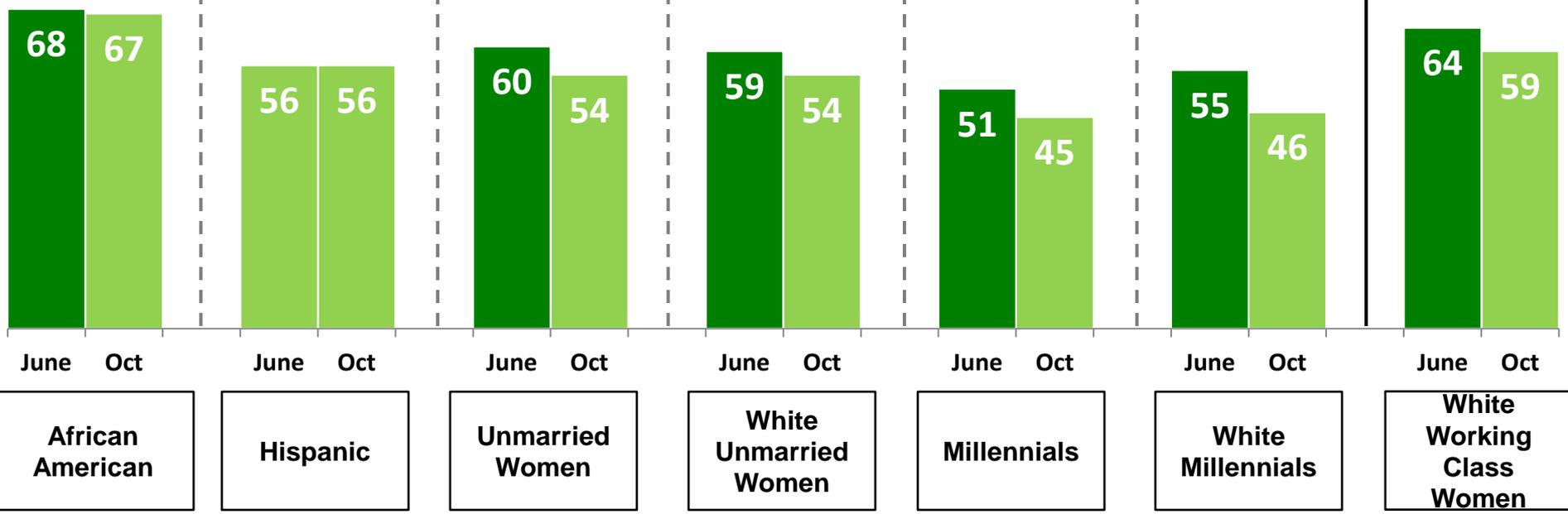
+6

+5

+6

+9

+5

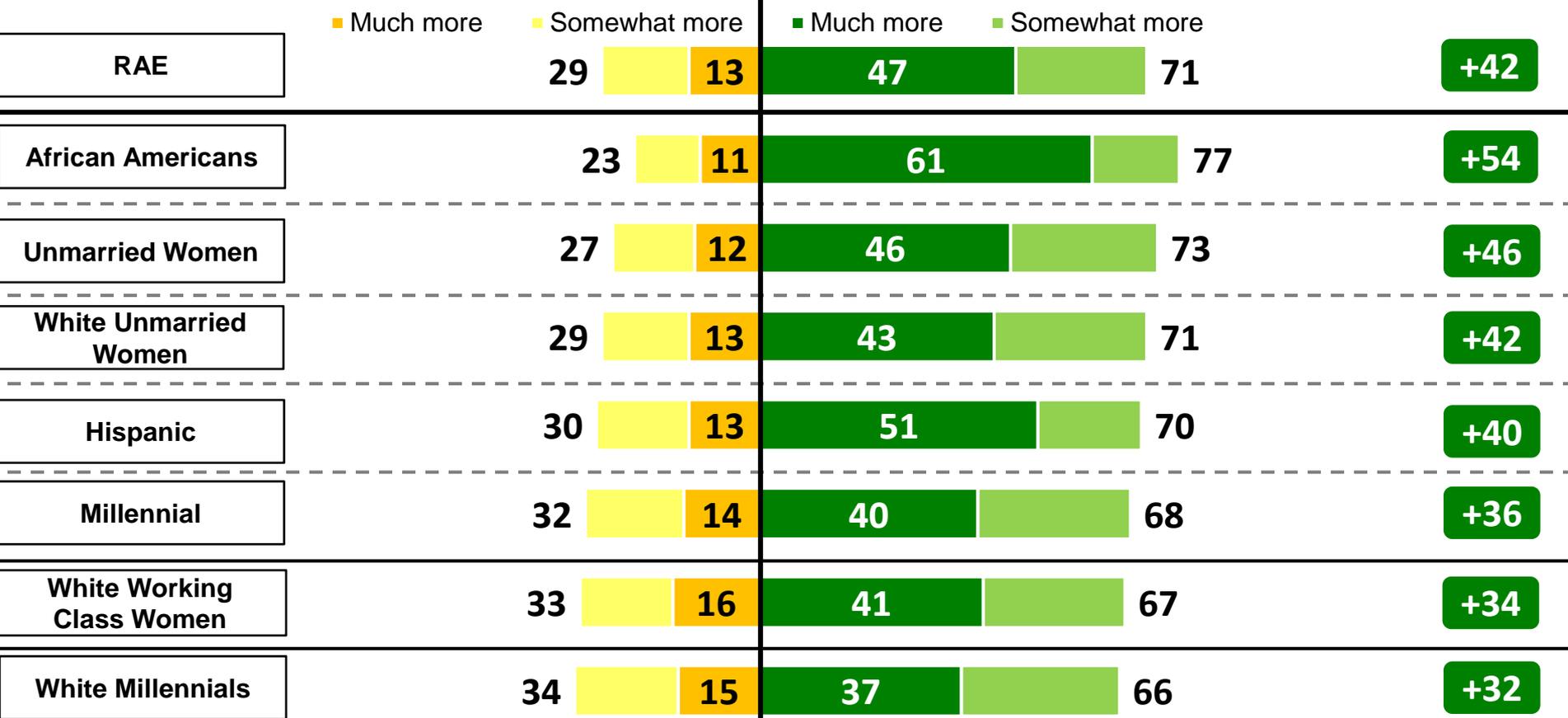


# Two-thirds more inclined to get involved today, but millennials lag

Please tell me which one you agree with more, even if neither is exactly right.

**I am less inclined to vote and get engaged in politics because of what is happening in the country today**

**I feel like getting more engaged in voting and politics because of what is happening in the country today.**



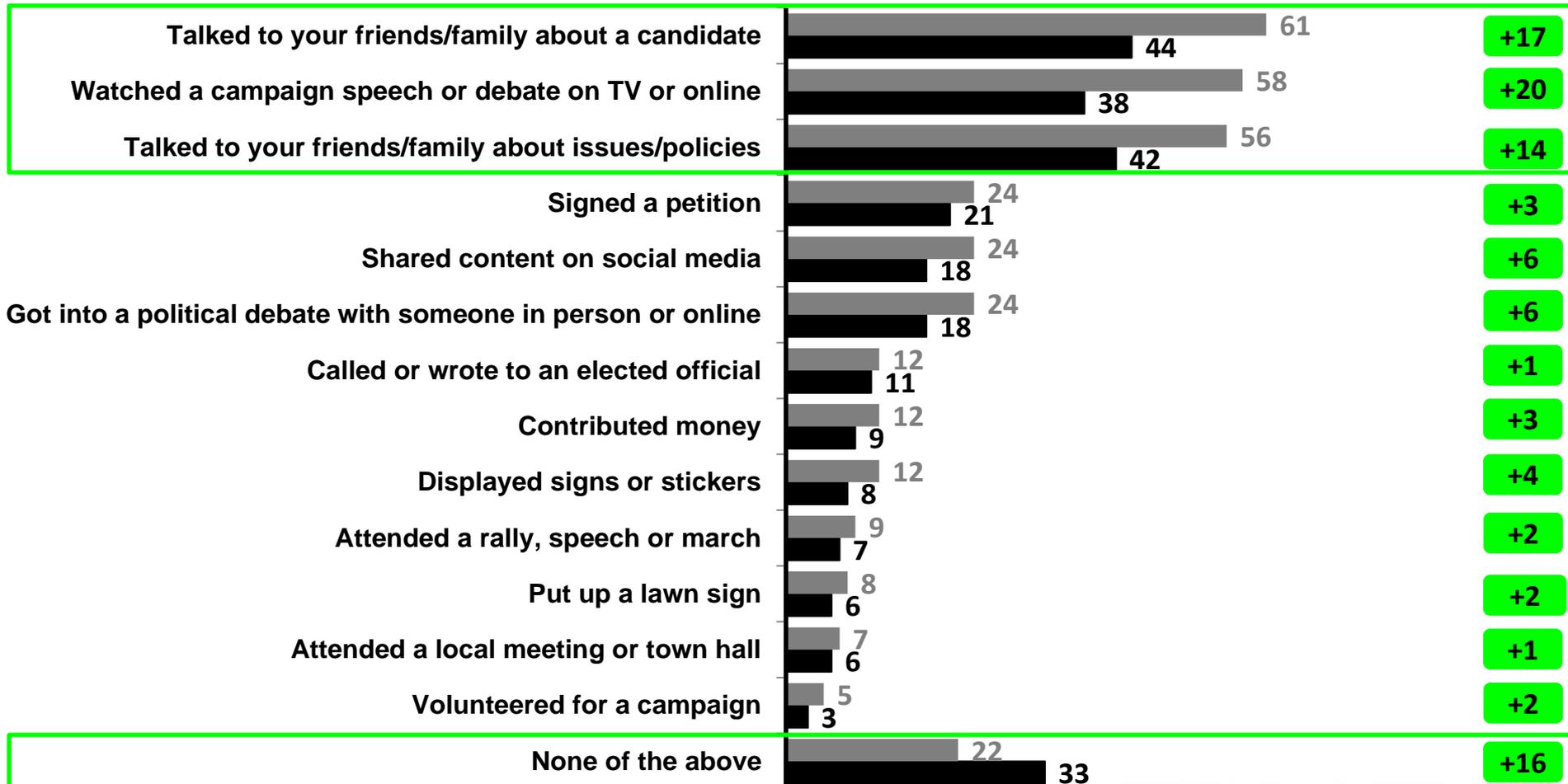
White working class women results are shown from full RAE+ sample

# New activities in 2017 continue to rise

Please select all of the activities that you did THIS YEAR that you had not really done before.

## CHANGE IN NEW ACTIVISM IN 2017

■ New activities in 2017 - by June  
 ■ New activities in 2017 - by Oct.  
 ■ New activities since June



# Trump voters did more new political activities since June

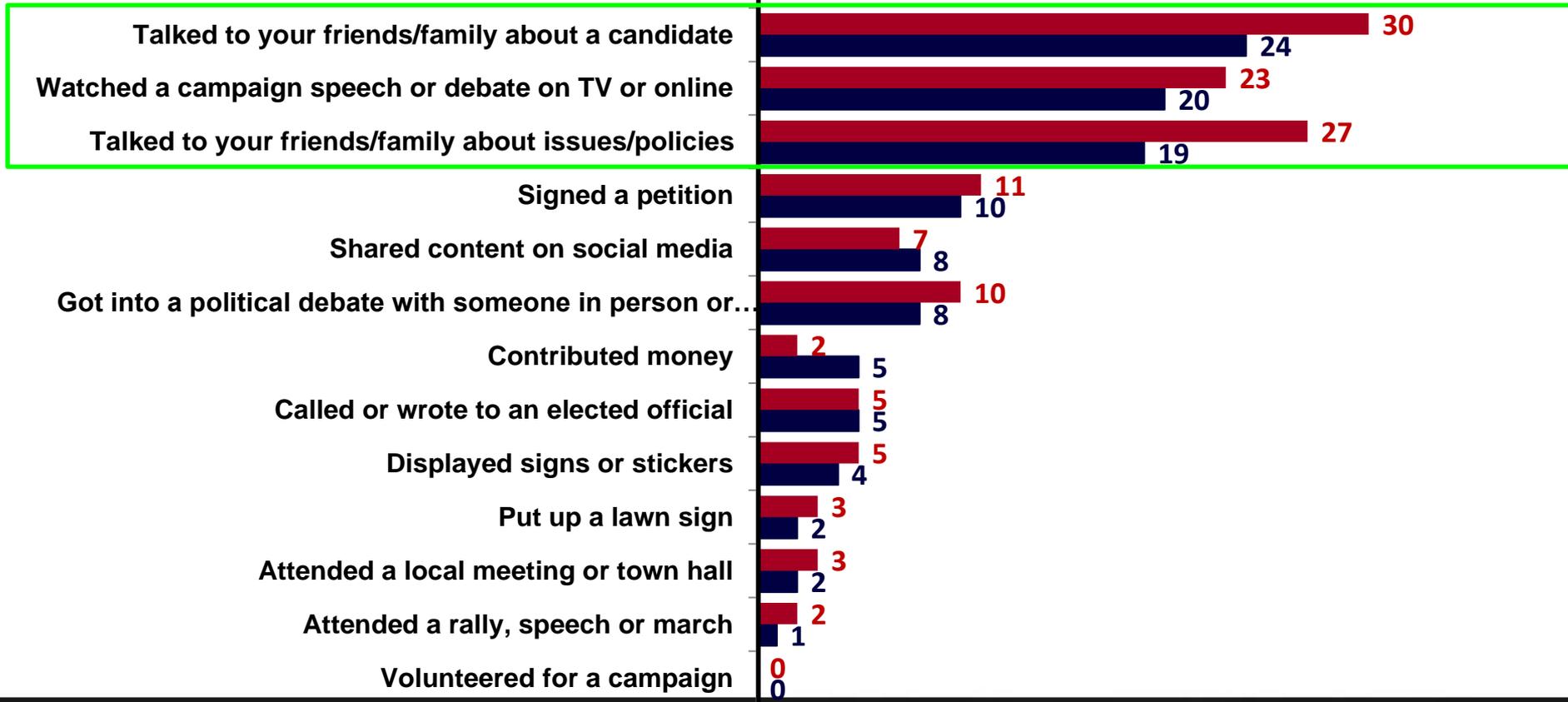
Please select all of the activities that you did THIS YEAR that you had not really done before.

## CHANGE IN NEW ACTIVISM IN 2017 SINCE JUNE

### TRUMP & CLINTON VOTERS

■ Trump voters - new since June

■ Clinton voters - new since June





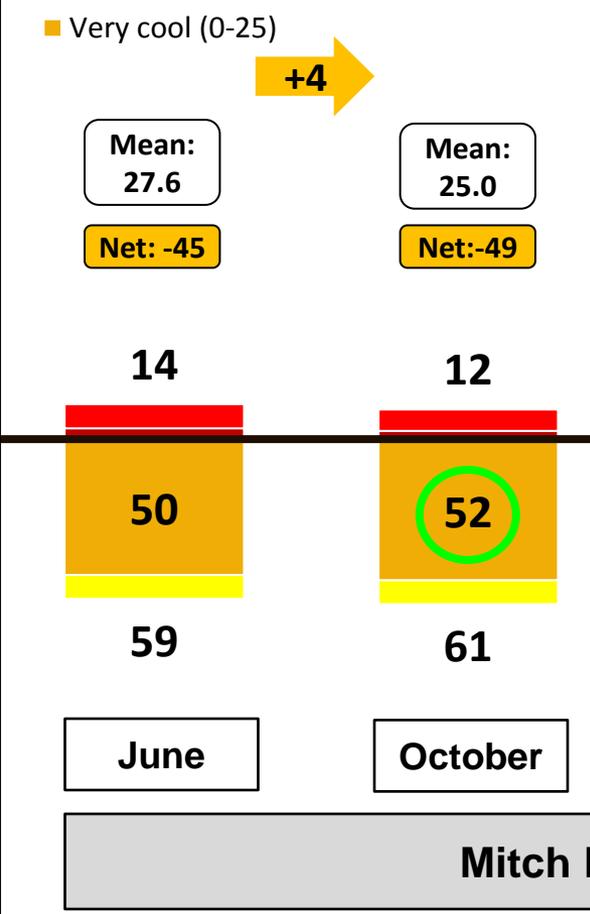
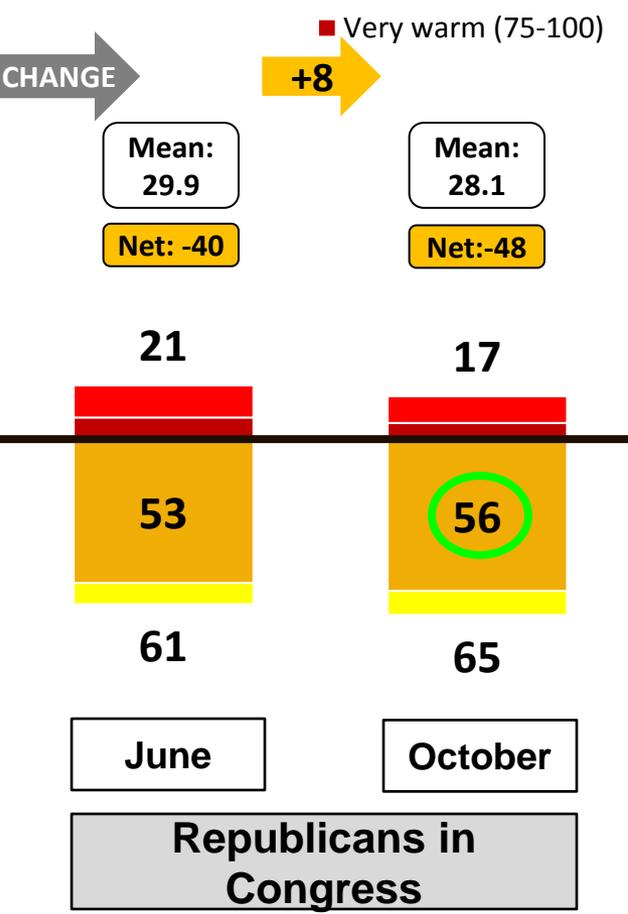
# CHANGING VIEW OF TRUMP AND GOP

# GOP Congress brand grows much more negative

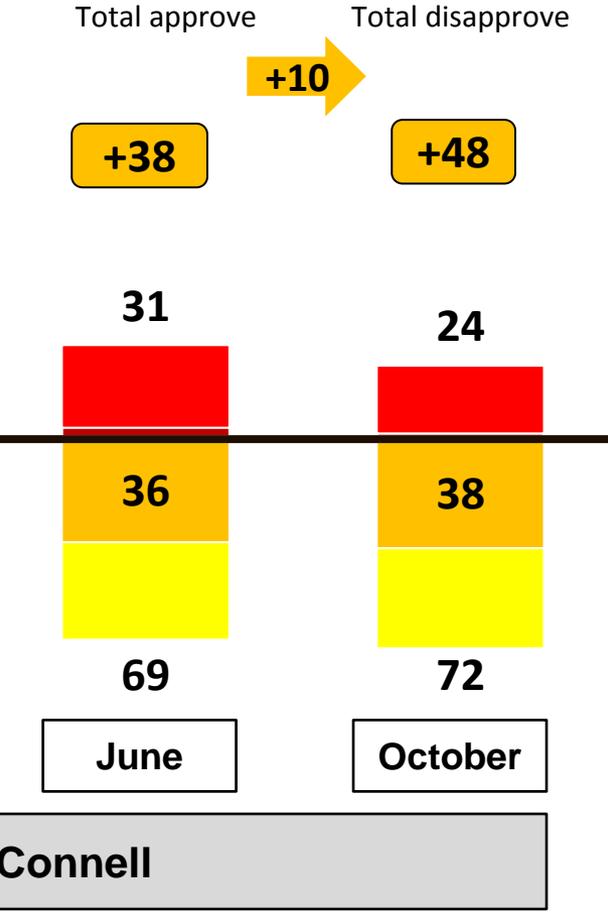
Now, I'd like to rate your feelings toward some people and organizations, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold.

Do you approve or disapprove of the way these leaders are handling his their job?

## CHANGE IN FAVORABILITY



## CHANGE IN APPROVAL



# Trump's approval stabilized, but big 55 percent strongly disapprove

Do you approve or disapprove of the way Donald Trump/these leaders is/are handling his their job as president/jobs?

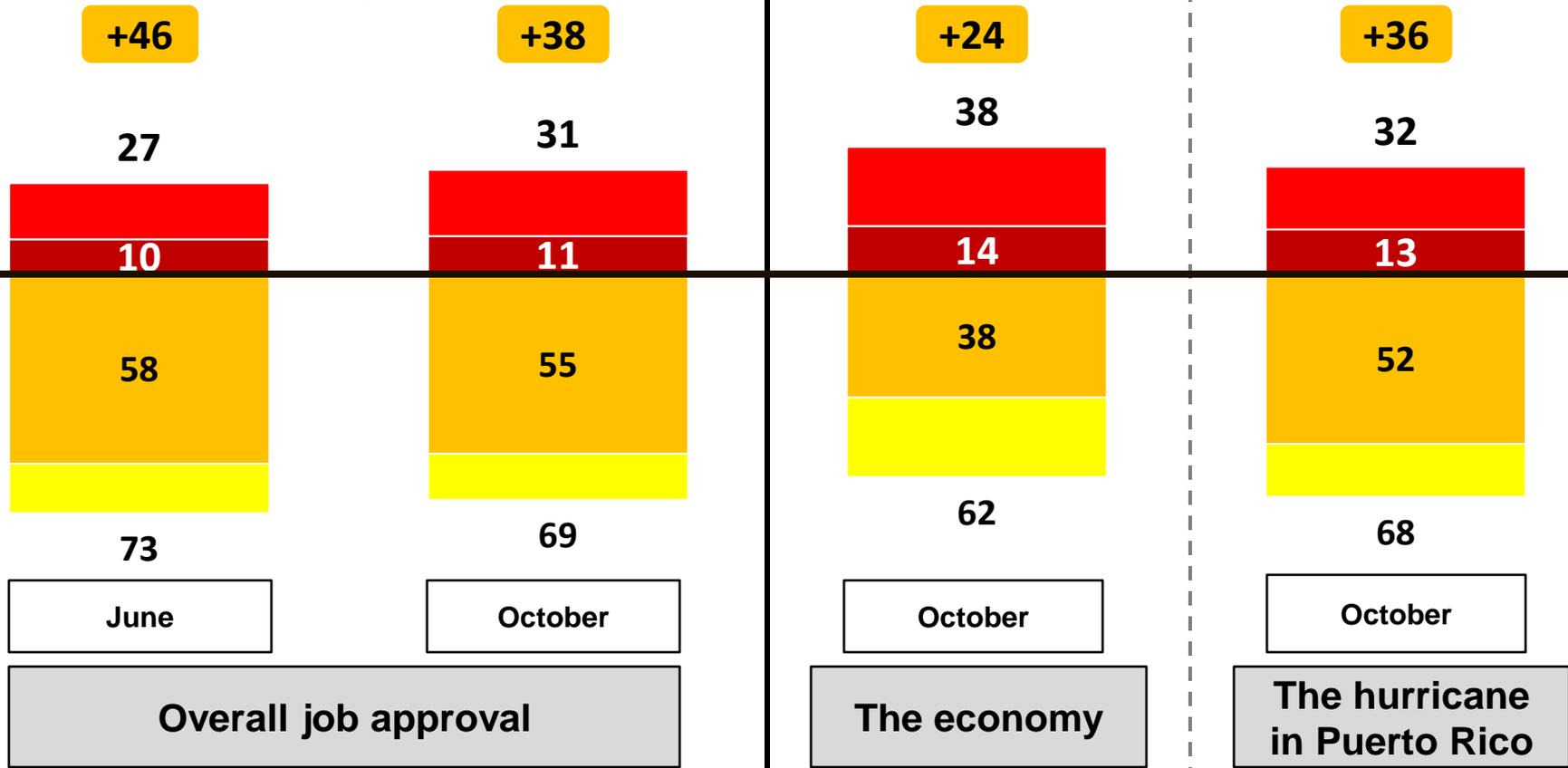
## TRUMP JOB PERFORMANCE

CHANGE →

+8 →

■ Strongly approve

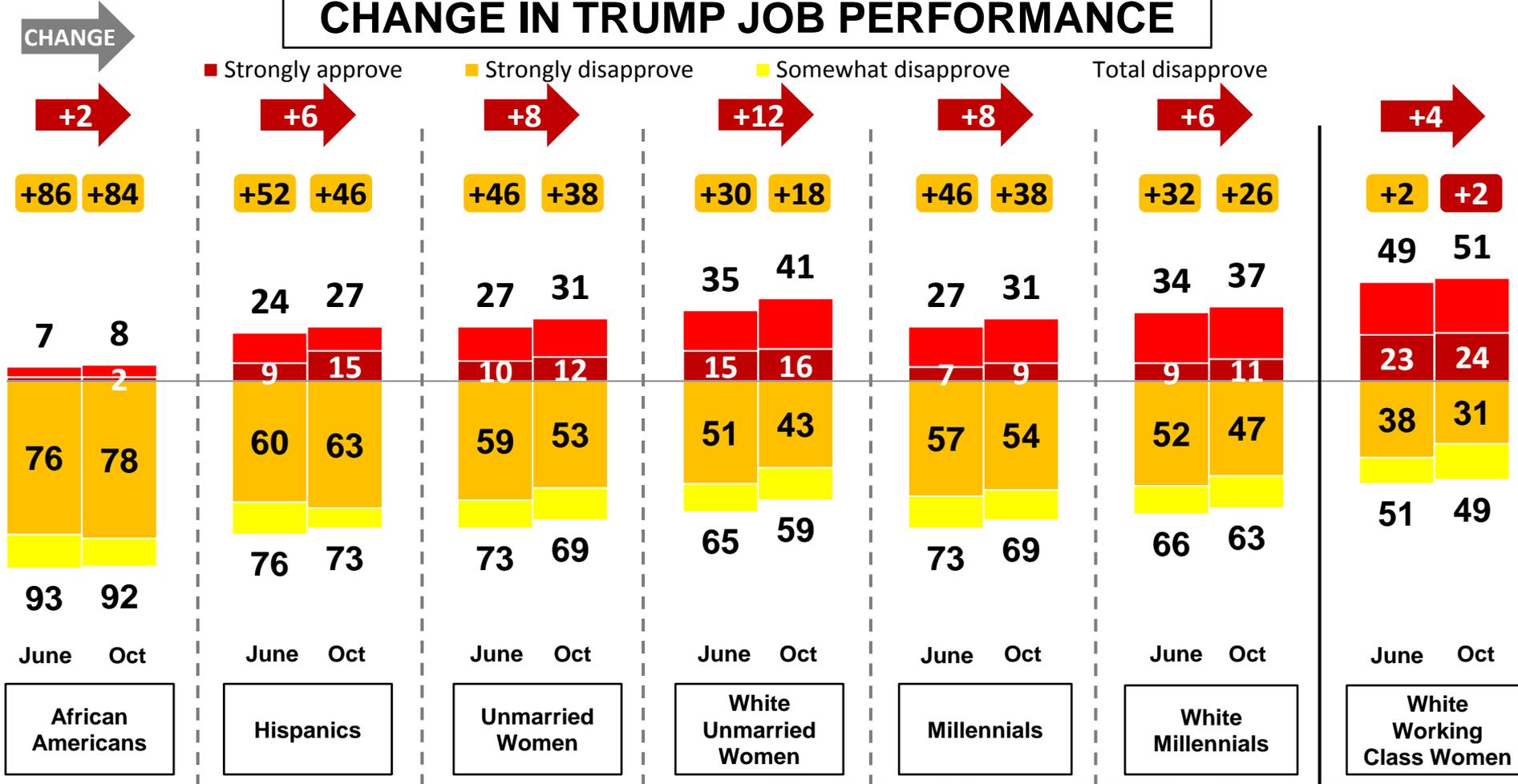
■ Strongly disapprove



# Minorities firmly anti-Trump, disapproval falls with others

Do you approve or disapprove of the way Donald Trump is handling his job as president?

## CHANGE IN TRUMP JOB PERFORMANCE



The wave 1 responses are shown among wave 2 respondents only. White working class women results are shown from full RAE+ sample.

# Can't afford time for Trump, includes 4-in-10 white working class women

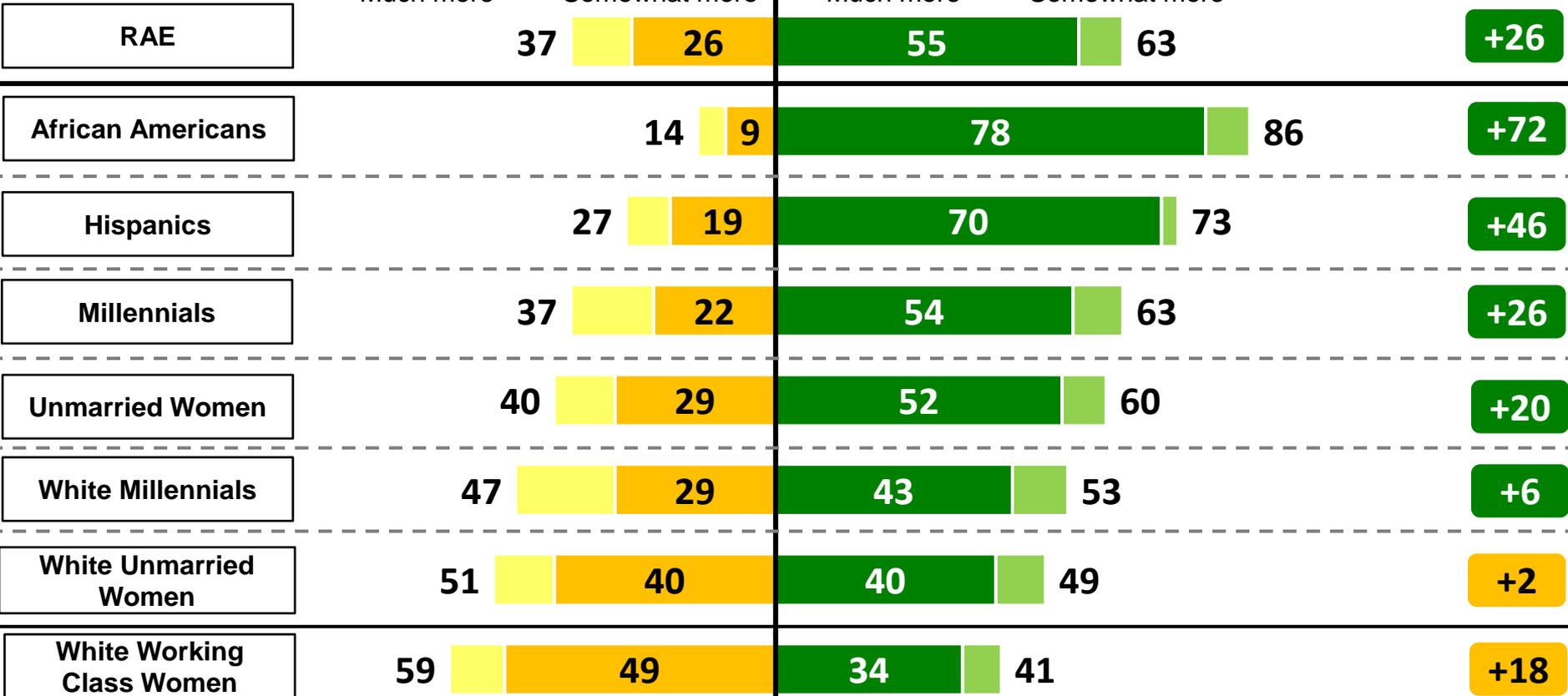
Please tell me which one you agree with more, even if neither is exactly right.

**We need to give Donald Trump more time to get things done**

**The country can't afford to give Donald Trump more time.**

■ Much more ■ Somewhat more

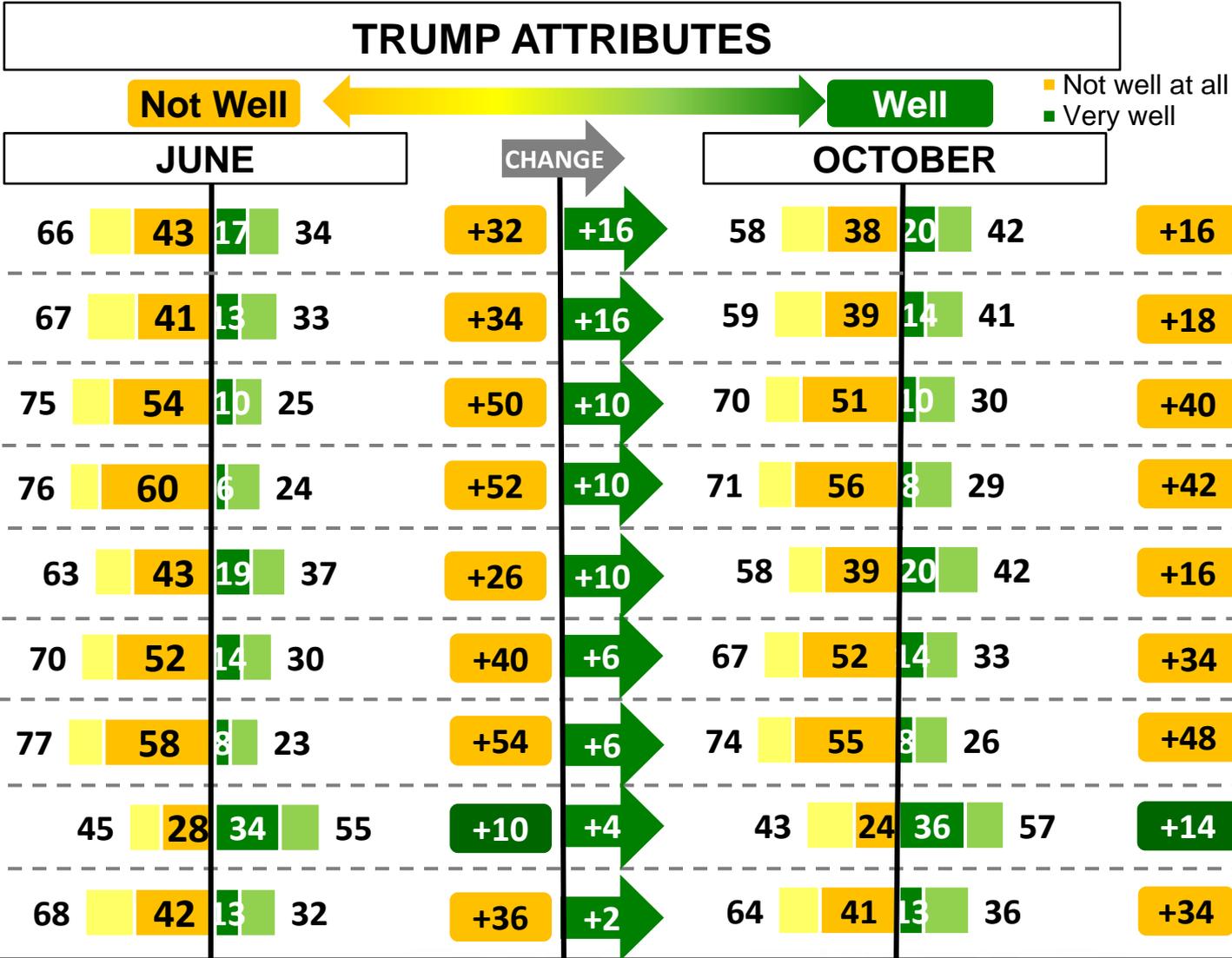
■ Much more ■ Somewhat more



White working class women results are shown from full RAE+ sample.



Negative reactions to positives fall off, gains on experience to fix economy, putting people here first



The wave 1 responses are shown among wave 2 respondents only.

# 2/3 say dangerous & views stabilize, but dropping on promises

## TRUMP ATTRIBUTES

Not Well

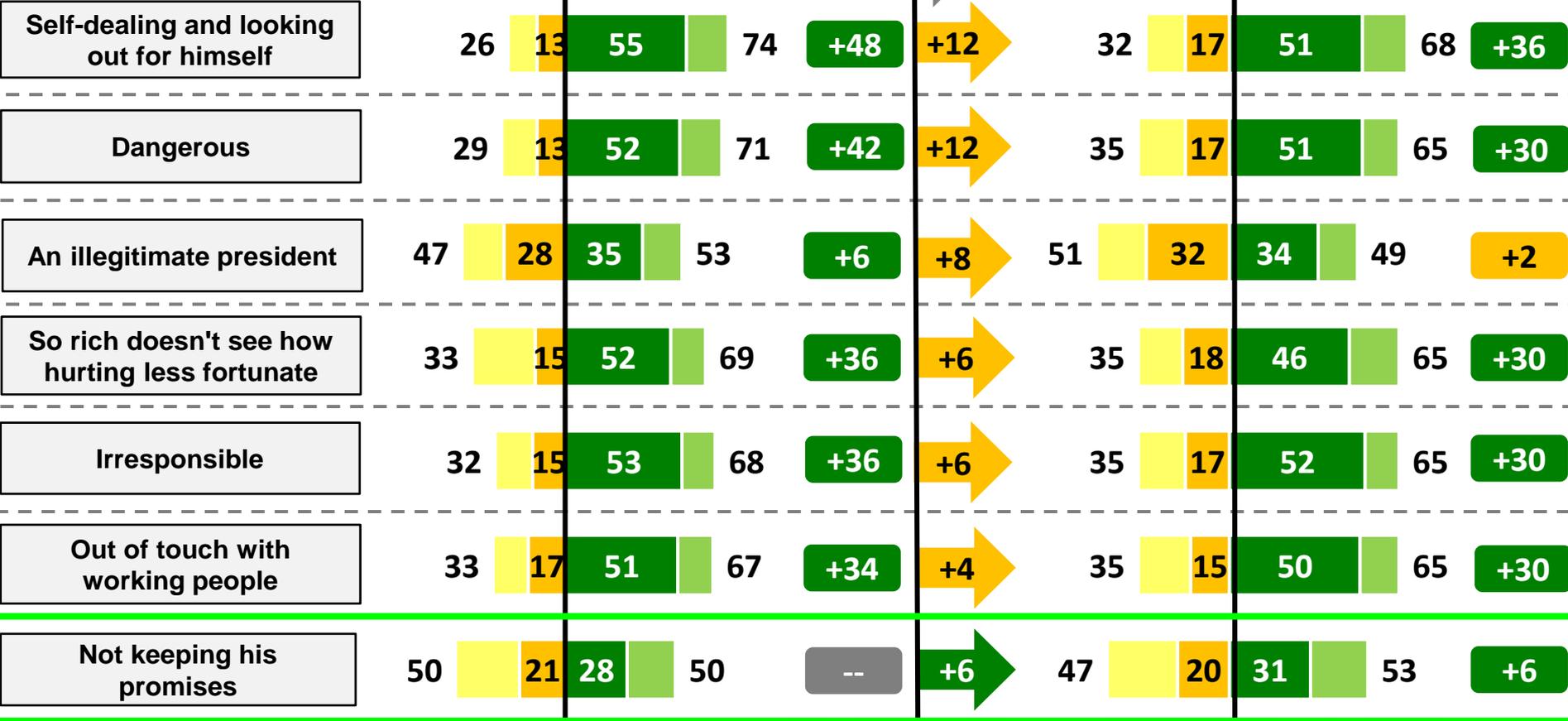
Well

Not well at all  
Very well

JUNE

CHANGE

OCTOBER



# Fall off on 'keeping promises' with RAE, Trump voters, independents

## NOT KEEPING HIS PROMISES

Not Well

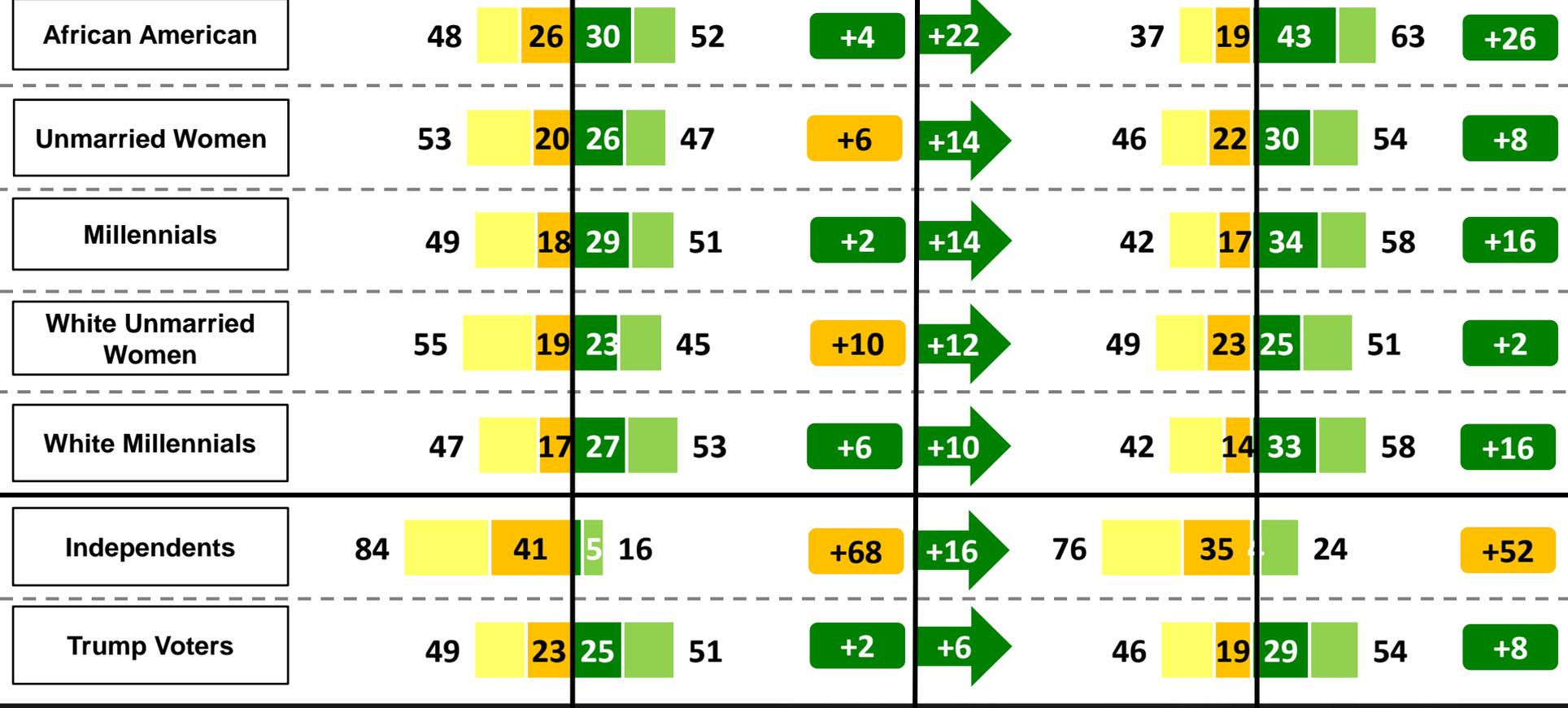
Well

Not well at a  
Very well

JUNE

CHANGE

OCTOBER



The wave 1 responses are shown among wave 2 respondents only.



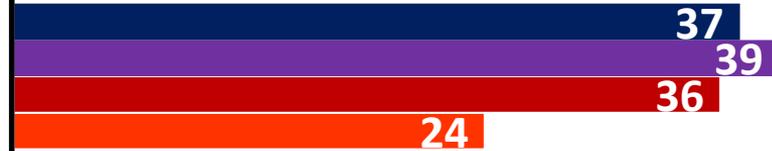
# Trump & GOP voters let down by health care fail

What action has Donald Trump taken that most leads you to say he is not keeping his promises?

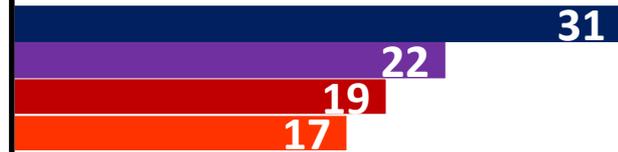
## TRUMP NOT KEEPING PROMISES

- All
- Independents
- Rep. in '18
- Trump voters

He is getting us more involved in conflicts overseas



He proposed a budget that would cut programs that help the forgotten working people



He failed to repeal and replace Obamacare



He has not been able to get Mexico to pay for a Wall



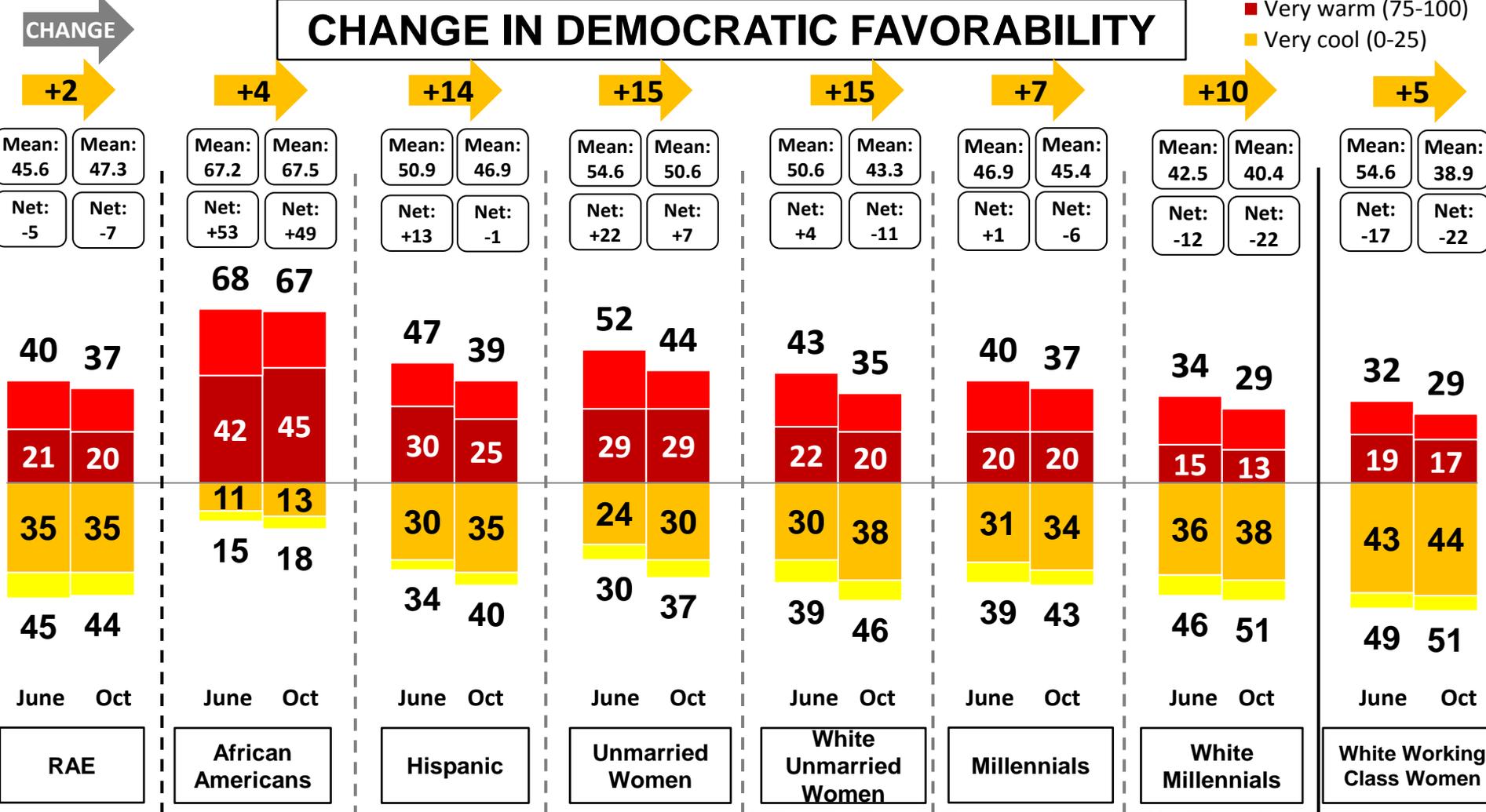
He has not been able to keep companies from outsourcing jobs



# THE DEMOCRATIC PARTY BRAND

# Democratic brand problem across key groups

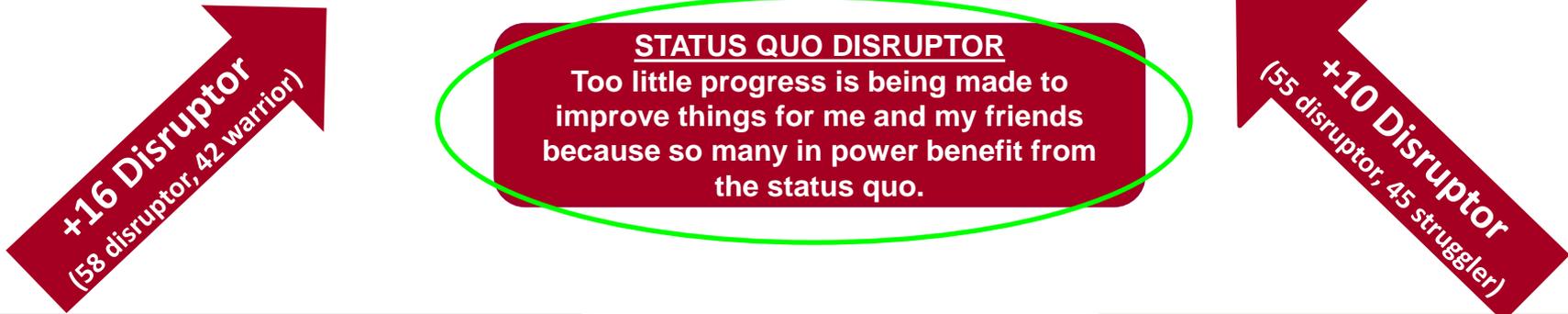
Now, I'd like to rate your feelings toward some people and organizations, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold.



# FRAMING THE ELECTION

# Disrupting status quo the dominant motivation, but economy close

Below are some statements about what people think needs to happen in this country. Which one of the following statements comes closer to your view, even if neither is exactly right.



**CULTURE WARRIOR**  
 Me and my friends' beliefs, values and life choices are under assault and it is critical for our leaders to defend them.

**+22 Struggler**  
 (61 struggler, 39 warrior)

**ECONOMIC STRUGGLER**  
 Me and my friends are worried about our future because it keeps getting harder to get by and too few in power understand and help us.

Total first statement- Total second statement	African Americans	Hispanics	Unmarried Women	Millennial	W.Working Class Women	White Unmarried Women	White Millennials
<b>STATUS QUO DISTRUPTOR</b> <b>CULTURE WARRIOR</b>	<b>+26</b>	--	<b>+4</b>	<b>+16</b>	<b>+10</b>	<b>+10</b>	<b>+20</b>
<b>ECONOMIC STRUGGLER</b> <b>CULTURE WARRIOR</b>	<b>+22</b>	<b>+20</b>	<b>+26</b>	<b>+24</b>	<b>+16</b>	<b>+20</b>	<b>+22</b>
<b>STATUS QUO DISTRUPTOR</b> <b>ECONOMIC STRUGGLER</b>	<b>+34</b>	--	<b>+6</b>	<b>+2</b>	<b>+6</b>	<b>+4</b>	--



# Top Democratic frames are primarily about economic choices

*(IF REAL DIFFERENCE) When you think about that difference, does it make you much more likely to vote for the Democratic candidate for Congress in 2018, somewhat more likely, or does it make no difference.*

## DEMOCRATIC FRAMES

<u>Trump &amp; Republicans:</u>	<u>The Democrats</u>	% much more likely to vote for Democrat		% Real Difference:
Tolerating Neo Nazi's & KKK	A check on their extremism	44	57	81%
Cutting SS, Medicare, Medicaid	Protect SS, Medicare, Medicaid	44	54	82%
Trickledown cuts for richest	Richest must pay fair share	41	57	82%
For the rich, billionaires, CEOs	For the middle class	41	53	77%
Inaction on guns, beholden to NRA	Background checks + auto gun ban	40	54	84%
Recklessly repealing Obamacare	Protect benefits, affordable for all	40	53	76%
Dividing country	Will unite the country	39	51	73%
Scared of those who look different	Equal, differences make us strong	39	52	68%
In control, extreme partisan agenda	The only check on them	38	54	75%
Betray workers who voted for them	Will tax outsourcers, invest US jobs	35	52	74%
Suppressing the right to vote	For expanding vote so all heard	34	51	73%
Owned by the big banks	For the middle class	34	50	71%
Protecting big secret campaign \$	Big \$ rigs economy against middle	33	53	78%



# Top Democratic frames dominated by economic choices

*(IF REAL DIFFERENCE) When you think about that difference, does it make you much more likely to vote for the Democratic candidate for Congress in 2018, somewhat more likely, or does it make no difference.*

## RICHEST MUCH PAY THEIR FAIR SHARE OF TAXES, NOT TRICKLE DOWN

Donald Trump and the Republicans are wedded to trickle-down economics cutting taxes for the richest. The Democrats say trickle-down has failed and the richest need to pay their fair share of taxes.

## CHECK ON RACIST EXTREMISM

Donald Trump and the Republicans are tolerating the KKK and Neo-Nazis that threaten our democracy. The Democrats are a check on this extremism.

## PROTECT SOCIAL SECURITY, MEDICARE, MEDICAID

Donald Trump and the Republicans are pushing radical cuts to Social Security, Medicare and Medicaid. The Democrats will protect Social Security, Medicare and Medicaid.

## FOR MIDDLE CLASS, NOT THE RICHEST DONORS AND CEOS

Donald Trump and the Republicans are for the richest, billionaire donors and CEOs. The Democrats are for the middle class.

## TRYING TO PROTECT BENEFITS AND MAKE HEALTH CARE AFFORDABLE, NOT RECKLESSLY REPEALING

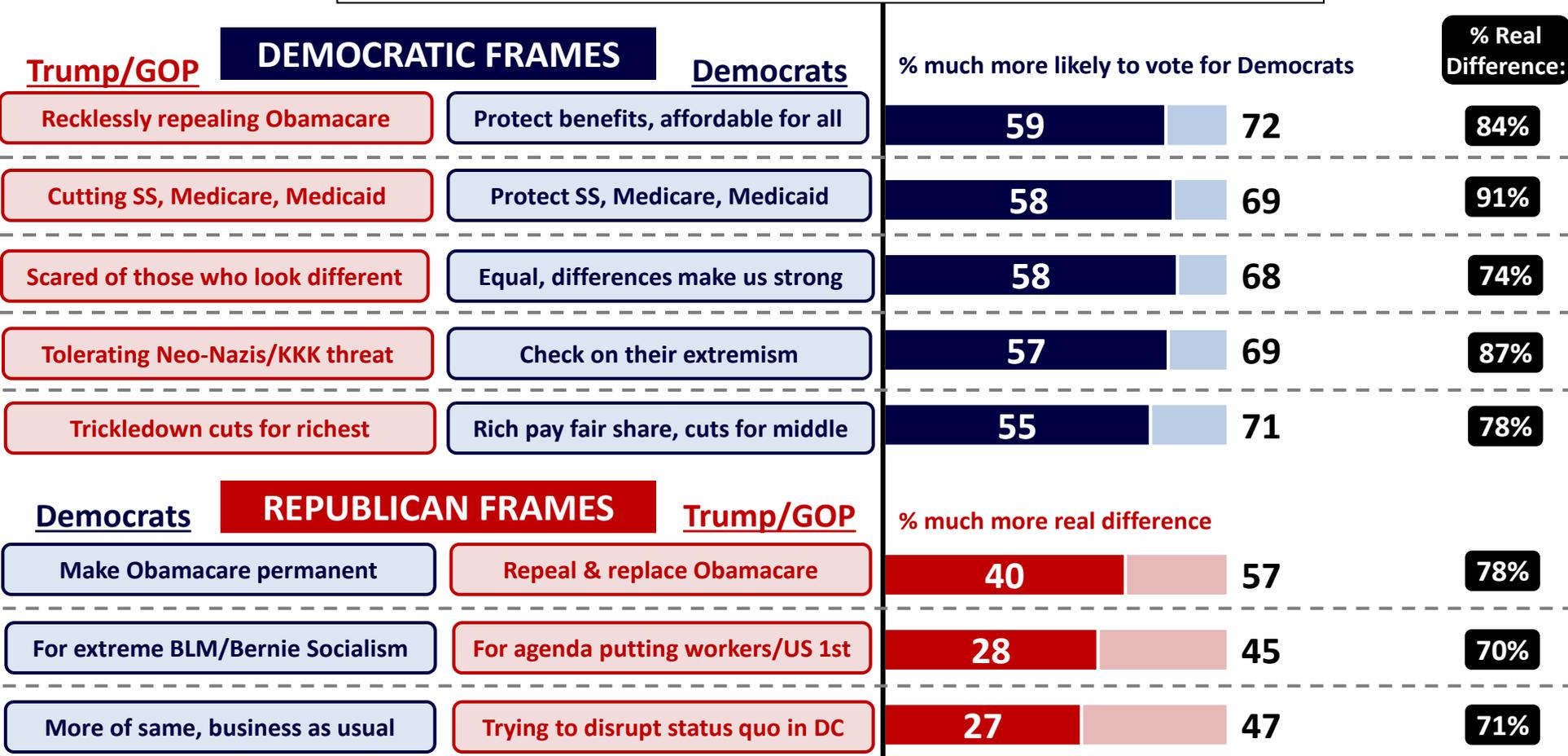
Donald Trump and the Republicans are recklessly trying to repeal Obamacare and doing everything possible to make it fail.

The Democrats will protect benefits and make health care more affordable for all.

# Top frames among minorities:

*(IF REAL DIFFERENCE) When you think about that difference, does it make you much more likely to vote for the Democratic /Republican candidate for Congress in 2018, somewhat more likely, or does it make no difference.*

## TOP FRAMES: MINORITIES

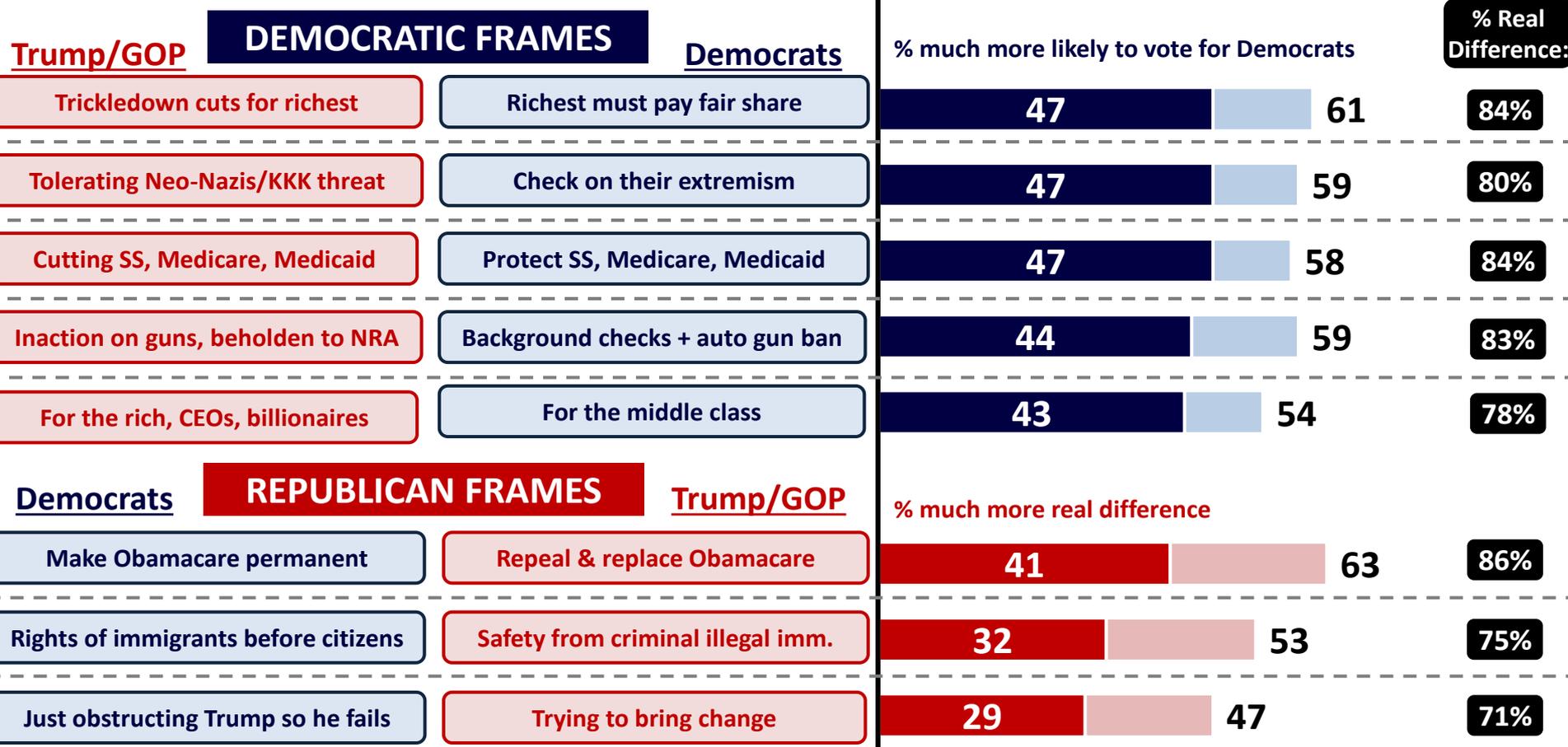




# Top frame among unmarried women:

(IF REAL DIFFERENCE) When you think about that difference, does it make you much more likely to vote for the Democratic /Republican candidate for Congress in 2018, somewhat more likely, or does it make no difference.

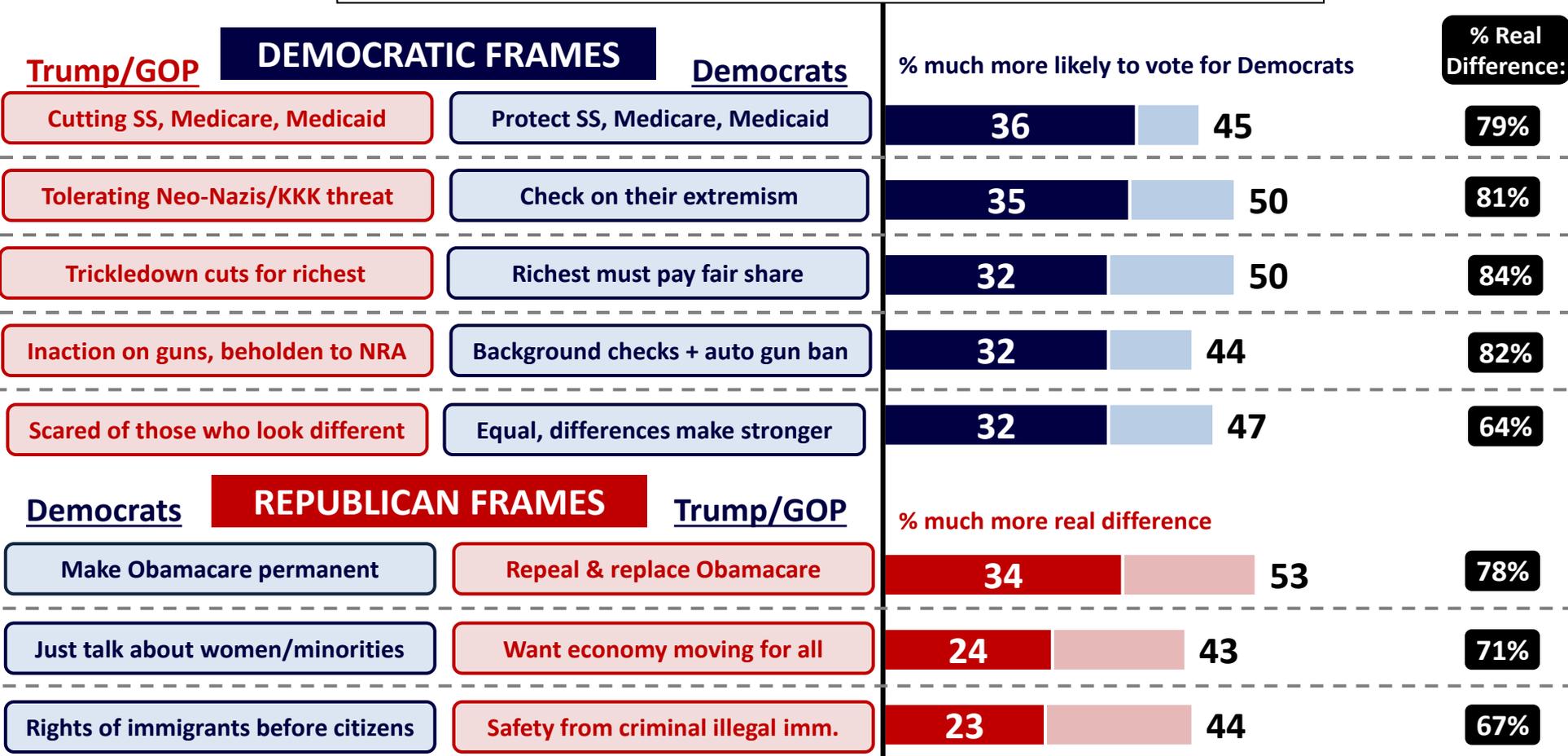
## TOP FRAMES: UNMARRIED WOMEN



# Top frames among millennials:

*(IF REAL DIFFERENCE) When you think about that difference, does it make you much more likely to vote for the Democratic /Republican candidate for Congress in 2018, somewhat more likely, or does it make no difference.*

## TOP FRAMES: MILLENNIALS



# ATTACKS

# Roughly half find doubts about Democrats serious

Here are some things that critics are saying about what the Democrats are proposing. Please tell me if it raises very serious doubts, serious doubts, minor doubts, or no real doubts in your mind about the Democrats.

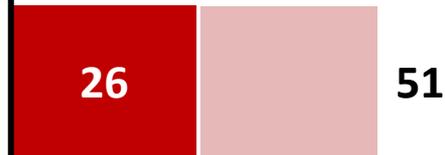
## DOUBTS ABOUT DEMOCRATS

■ Very serious doubts  
■ Somewhat serious doubts

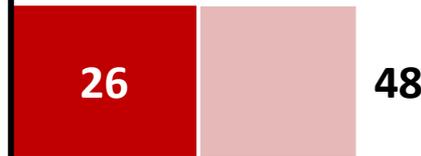
**BANNON NATIONALIST – IMMIGRANTS BEFORE CITIZENS:** The Democrats are the party of open borders. They are fighting to protect sanctuary cities so more dangerous criminal immigrants stay in this country or can come here from dangerous Middle Eastern countries where there are terrorists. They care more about non-citizens than they do about the jobs and safety of real Americans



**ESTABLISHMENT GOP – MORE BIG GOVERNMENT:** We are finally seeing new growth and opportunities for businesses, and Democrats want to take us back to the economy that left people struggling . Their plan is higher taxes, more burdensome regulations on businesses, and more government handouts. That will kill jobs, depress wages, and keep more able-bodied people underemployed, just like Obamacare did.



**ESTABLISHMENT GOP – PARTY OF OBSTRUCTION:** Chuck Schumer and Nancy Pelosi have made the Democrats the party of Obstruction. They threaten to filibuster ever bill so nothing gets done in Congress. They have blocked an unprecedented number of Trump's nominees to cripple his administration. The American people sent a clear message in 2016 and Democrats need to listen.



**BANNON NATIONALIST – DEEP STATE THREAT:** The Democrats have launched an illegal deep-state smear campaign to try to undermine President Trump. Leakers like James Comey are spreading fake news like Russia to their allies in the media to keep the "resistance" in the street. Instead of coming together, Democrats are dividing us more and jeopardizing our national security and it needs to stop.



# Top doubts: typical politician U-turns on economy & security

Here are some things that critics are saying about what the Republicans & Donald Trump are doing. Please tell me if it raises very serious doubts, serious doubts, minor doubts, or no real doubts in your mind.

## DOUBTS ABOUT REPUBLICANS

■ Very serious doubts  
■ Somewhat serious doubts

**NORTH KOREA – LESS SAFE:** Donald Trump's reckless tweets and refusal to listen to advisors on foreign affairs is making us less safe and secure. He has dramatically escalated tensions with other countries, and there is now a real risk of nuclear war with North Korea. Our country and troops deserve a Commander in Chief who cares more about their safety and our peace of mind.



**NOT POLITICIAN - U-TURNS ON PROMISES:** Donald Trump said trust me, I'm not your typical politician, but he's taken U-turn after U-turn. He said the richest would pay more taxes, but the top 1 percent are getting huge cuts. He promised better cheaper health care, but his plan makes older workers pay 5 times more. He promised zero cuts to Social Security, Medicare and Medicaid, but now he is cutting all three.



**PATRIOTISM & EQUALITY - RACISM:** Donald Trump said some of the Neo-Nazis and white supremacists in Charlotte were "good people." We fought in WWII to defeat the Nazis and uphold the belief that all men are created equal upon which our country was founded. He and the Republicans who defend his rhetoric disrespect the soldiers who risk their lives to defend our values.



**PROMISES & FAIRNESS– TAXES:** Donald Trump promised the middle class a massive tax cut, but their tax plan gives them crumbs. Half the cuts in his tax plan go to the richest 1 percent alone. Instead of fulfilling his promises, he is giving big tax breaks to his CEO friends, including a \$4 billion dollar tax break for his family.



**PROMISES & HARM – HEALTHCARE:** For 8 years Republicans said they would repeal Obamacare and Donald Trump promised to quickly replace it with something cheaper and better for everyone. But the bills they propose would increase costs, kick millions off their insurance, and literally put the lives of those with pre-existing conditions at risk of dying. He should value life more.



**PROMISES & FAIRNESS– MEDICAID:** Donald Trump promised not to touch Medicaid which protects the most vulnerable and is the primary source of funding for long-term care for seniors and treatment for disabled children. But now he has embraced the Republican health care bills that would cut over \$1 trillion from Medicaid, ending this 50 year old promise from the federal government.



**FAIRNESS & HARM – BUDGET:** To pay for the border wall and tax cuts for the very richest, they are cutting funding for Meals on Wheels, after-school programs for at-risk youth, and cancer research. Are they too rich to understand how that will hurt those raised less fortunate? Maybe if they lived a day in your shoes they would know how people should be treated.



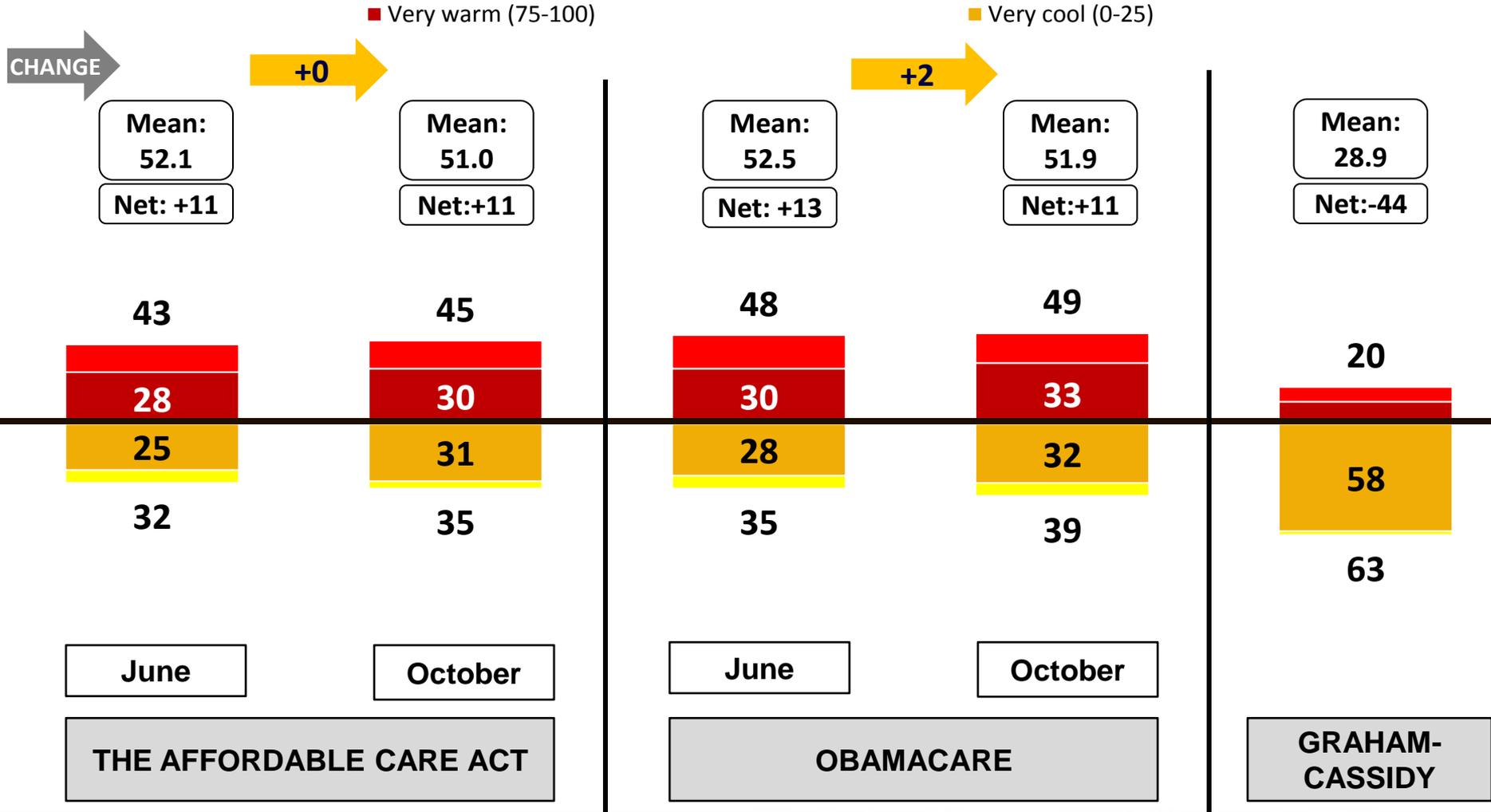
**HARM & FAIRNESS – POLICING:** Police have a tough and dangerous job and we need them, but there are real racial disparities too. Blacks are more likely to have their cars searched, be arrested for drugs and serve longer for sentences. They are twice as likely to be killed by police. All should be treated equally, but Trump cancelled the program that ensures local police protect civil rights.



# HEALTH CARE

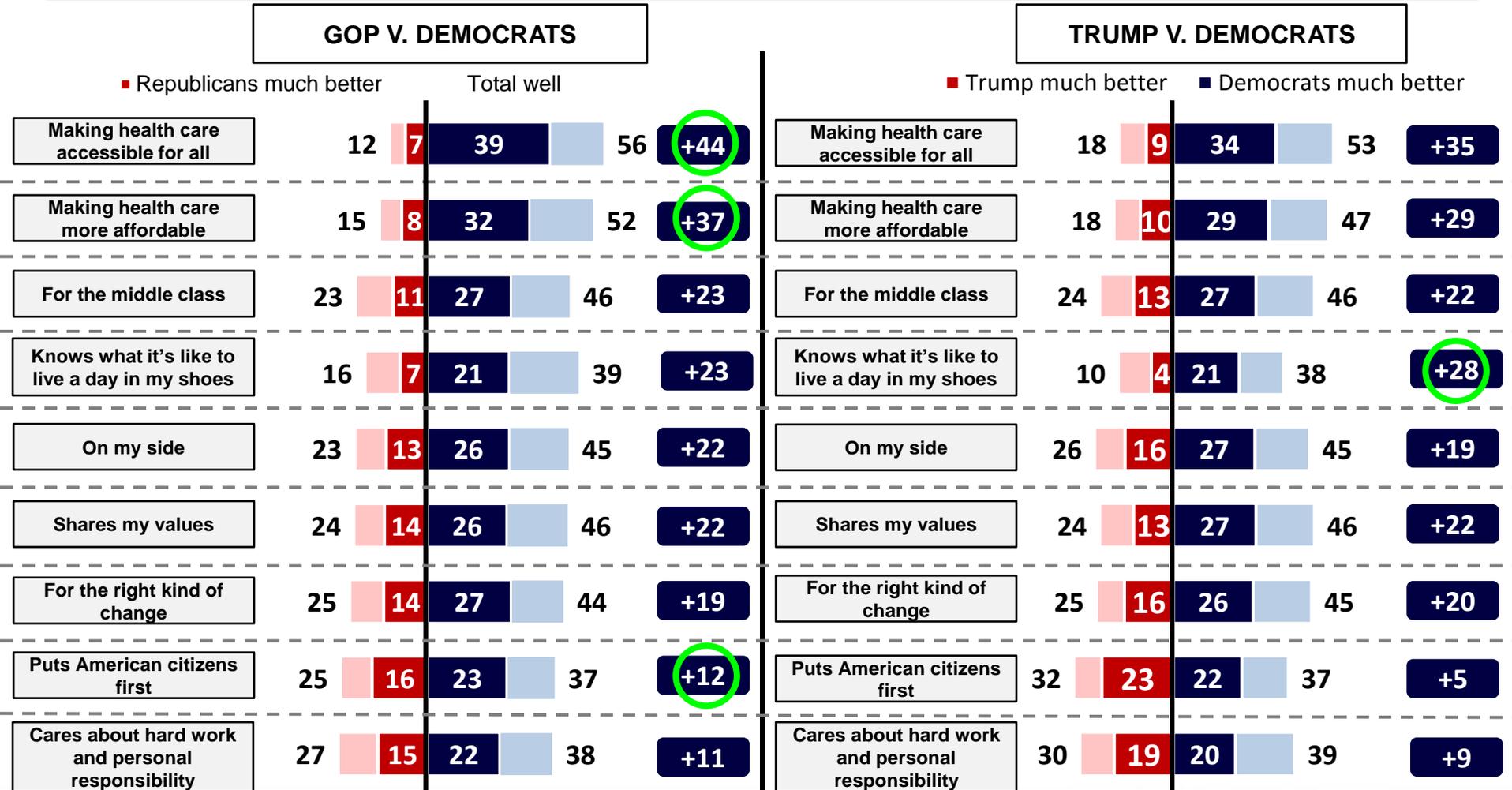
# ACA/Obamacare more favorable, GOP plan *extremely* unpopular

Now, I'd like to rate your feelings toward some people and organizations, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold.



# Democrats dominate GOP on health care and Trump on live in my shoes

Below are some words and phrases. For each, mark whether it better describes (ROTATE) the Democrats or (the Republicans)(Donald Trump).





# Shift further in favor on health care post survey

Below are some words and phrases. For each, mark whether it better describes (ROTATE) the Democrats or the Republicans.

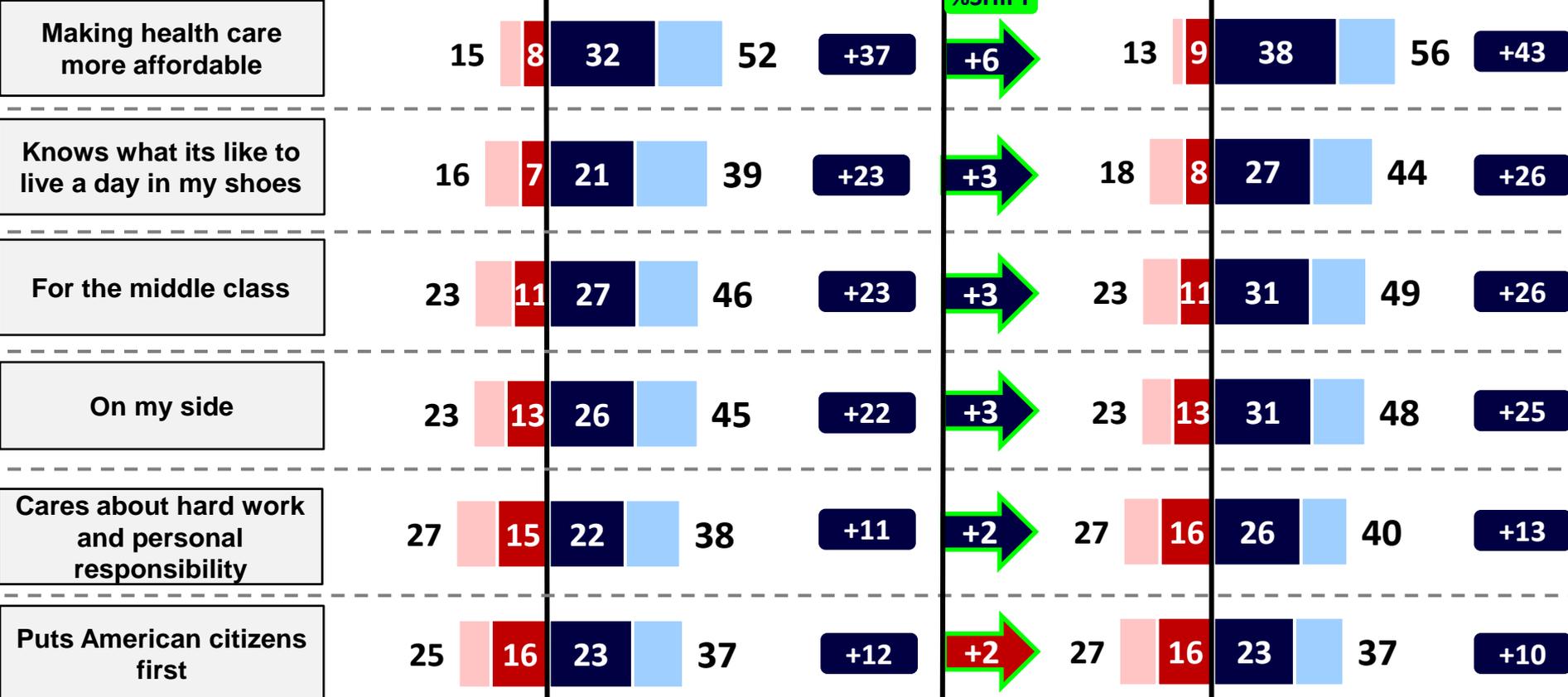
## GOP v. DEMOCRATS

### INITIAL

### RE-ASK

■ Republicans Much More

■ Democrats Much More



# Health care most credible GOP frame, top frame Democratic frame along with protecting Medicare, Medicaid & Social Security

## TOP REPUBLICAN FRAMES

The Democrats:	Trump & Republicans	% much more real difference		% Real Difference:
Will make Obama's government takeover of health care permanent.	Want to repeal and replace Obamacare.	39	60	80%
Care more about the rights of illegal immigrants than American citizens.	Want to keep our country safe from criminal illegal immigrants.	29	50	71%
Obstruct everything Trump wants to do because they want him to fail.	Are trying to bring change.	28	45	69%

## TOP DEMOCRATIC FRAMES

Trump & Republicans:	The Democrats	% much more likely to vote for Democrat		
Tolerating Neo Nazi's & KKK	A check on their extremism	44	57	81%
Cutting SS, Medicare, Medicaid	Protect SS, Medicare, Medicaid	44	54	82%
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Recklessly repealing Obamacare	Protect benefits, affordable for all	40	53	76%
Dividing country	Will unite the country	39	51	73%

# ECONOMIC MESSAGE

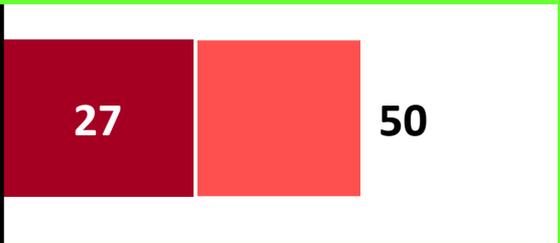
# GOP & Trump economic messages

These are some things that Donald Trump [and the Republicans] say about the country. How much more positive you feel about [Donald Trump after reading this/a Republican who says this]?

## TRUMP & GOP ECONOMIC MESSAGES

■ Much more positive  
■ Somewhat more positive

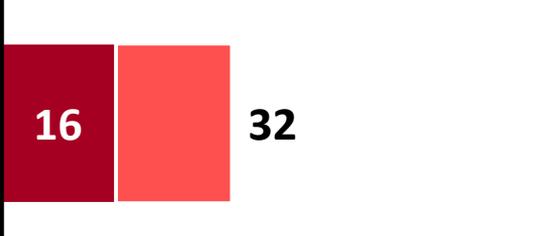
**ESTABLISHMENT- TAX CUTS:** Too many hardworking Americans and small businesses are being taxed to death. It is time we reform our outdated tax system to unleash a wave of economic growth and allow more Americans to keep more of their hard-earning money. America has the highest tax rate in the developed world, but if we cut taxes on businesses and reform taxes for individuals, then companies can invest more money back in their business and employees and employees can keep more of their paychecks. That means faster growth, more jobs, higher pay checks and rising living standards for all Americans.



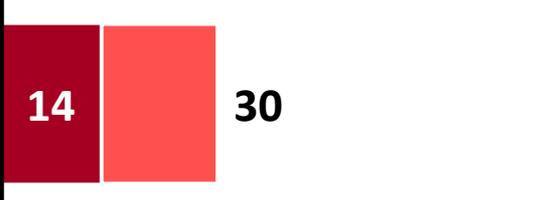
**ESTABLISHMENT- SMALL GOVERNMENT FOR GROWTH:** It is time to make America the best place in the world to do business again. We must roll back job-killing regulations so entrepreneurs and job-creators spend less time and money dealing with red-tape from Washington bureaucrats and invest in their businesses instead. That is how we get businesses to grow, create more jobs and pay workers better wages. We can create good jobs for everyone if government gets out of the way.



**BANNON - NATIONALIST ECONOMICS:** We face an establishment that has fetishized globalism and waged untold economic hate crimes against our working people and will doom our children. Now they are doing everything they can to stop our movement. But we are keeping our promises. Illegal border crossings are falling and we have cracked down on criminal sanctuary cities. We are getting our economy moving again, renegotiating the job-killing NAFTA and doing deals to bring more jobs home. We are strengthening our military again. Let's finish draining the swamp and keep making America great again.



**BANNON - WHITE NATIONALISM:** We are at a point of reckoning in this country. Our country has abandoned the culture and Judeo-Christian values that made this country great and prosperous. We are in an outright war against the jihadists, socialists and liberal atheists who want to abandon the very heritage and moral foundation of our Western society. The soul of our country and our very future is at stake. It's time to support Donald Trump's crusade to against these forces so we can rededicate our country to God and the Constitution and Make America Great Again. If we don't, we will lose this nation



# More intense support for negative populist message

These are some things that Democratic leaders are saying about the country. For each, please tell me how much more positive you feel about the Democrat who says it.

## DEMOCRATIC POPULIST MESSAGES

### POPULIST - NEGATIVE

I'm fed up. Our economy and politics are rigged so they work against the hard-working middle class. Corporate lobbyists and billionaires spend unlimited sums to get their way. **But people who play by the rules are crushed by the cost of health care, child care, housing and student debt. And what do the Republicans propose?** More trickle-down tax cuts for the richest. Democrats say we need an economy that ensures better jobs, better wages and a better future. Let's ban unlimited secret campaign donations, raise taxes on the richest, close corporate loopholes, and reduce the cost of drugs and health care so the middle class **grows** again.

■ Much more positive

51



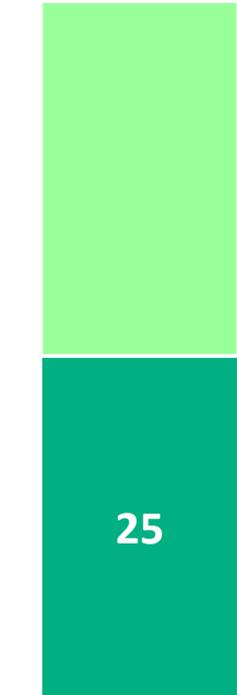
28

### POPULIST - POSITIVE

I'm fed up. Our economy and politics are rigged so they work against the hard-working middle class. Corporate lobbyists and billionaires spend unlimited sums to get their way **and Republicans want even** more trickle-down tax cuts for the richest. Democrats say we need an economy that ensures better jobs, better wages and a better future. Let's ban unlimited secret campaign donations, raise taxes on the richest, close corporate loopholes, and reduce the cost of drugs and health care. **Then we can invest in creating good jobs and giving people the skills they need** so America **grows** the middle class again.

■ Much more positive

51



25



# Opportunity messages:

These are some things that Democratic leaders are saying about the country. For each, please tell me how much more positive you feel about the Democrat who says it.

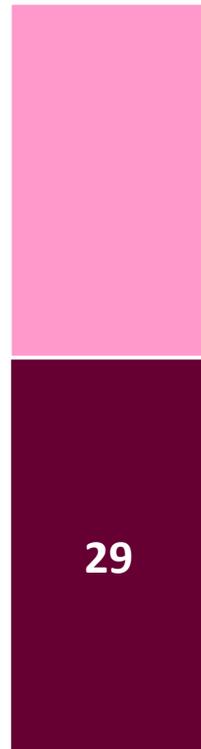
## DEMOCRATIC OPPORTUNITY MESSAGES

### OPPORTUNITY- NEGATIVE

The economy isn't working the way it should: despite working hard and playing by the rules, too many Americans don't have the opportunity to get ahead. Good paying jobs are hard to find and people's paychecks aren't keeping up with rising costs. ***We don't make things here anymore, we don't do enough to help small businesses, and we don't prepare people for the jobs of the 21<sup>st</sup> century. Republicans want trickle-down tax cuts for the rich.*** Democrats want a new economic approach that gives everyone a fair shot at better jobs, better wages and a better future. Let's focus on manufacturing and technology, small business creation, education and job training ***so workers have*** a path to the middle class.

■ Much more positive

55

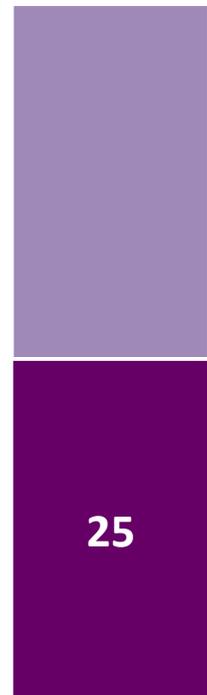


### OPPORTUNITY- POSITIVE

The economy isn't working the way it should: despite working hard and playing by the rules, too many Americans don't have the opportunity to get ahead. Good paying jobs are hard to find and people's paychecks aren't keeping up with rising costs. Democrats want a new economic approach that gives everyone a fair shot at better jobs, better wages and a better future. ***That means focusing on helping the economy grow and giving workers the skills they need to succeed.*** Let's focus on manufacturing and technology, small business creation ***and agriculture,*** education and job training. ***That will grow the economy and give workers a path to the middle class.***

■ Much more positive

51



# Top Democratic message against GOP tax cut messaging

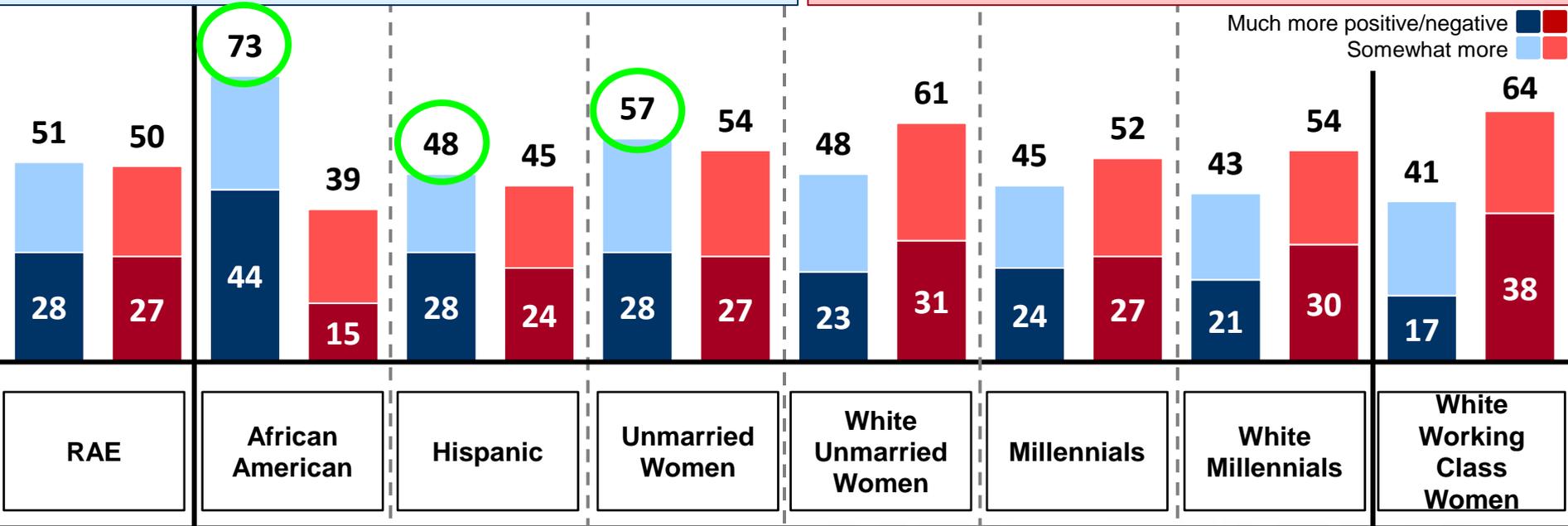
For each, please tell me how much more positive you feel about [the Democrat who says it/Donald Trump after reading it.]

## DEMOCRATIC POPULIST NEGATIVE

I'm fed up. Our economy and politics are rigged so they work against the hard-working middle class. Corporate lobbyists and billionaires spend unlimited sums to get their way. *But people who play by the rules are crushed by the cost of health care, child care, housing and student debt.* And what do the Republicans propose? More trickle-down tax cuts for the richest. Democrats say we need an economy that ensures better jobs, better wages and a better future. Let's ban unlimited secret campaign donations, raise taxes on the richest, close corporate loopholes, and reduce the cost of drugs and health care so *America grows the middle class again.*

## ESTABLISHMENT GOP TAX CUTS

Too many hardworking Americans and small businesses are being taxed to death. It is time we reform our outdated tax system to unleash a wave of economic growth and allow more Americans to keep more of their hard-earning money. America has the highest tax rate in the developed world, but if we cut taxes on businesses and reform taxes for individuals, then companies can invest more money back in their business and employees and employees can keep more of their paychecks. That means faster growth, more jobs, higher pay checks and rising living standards for all Americans.



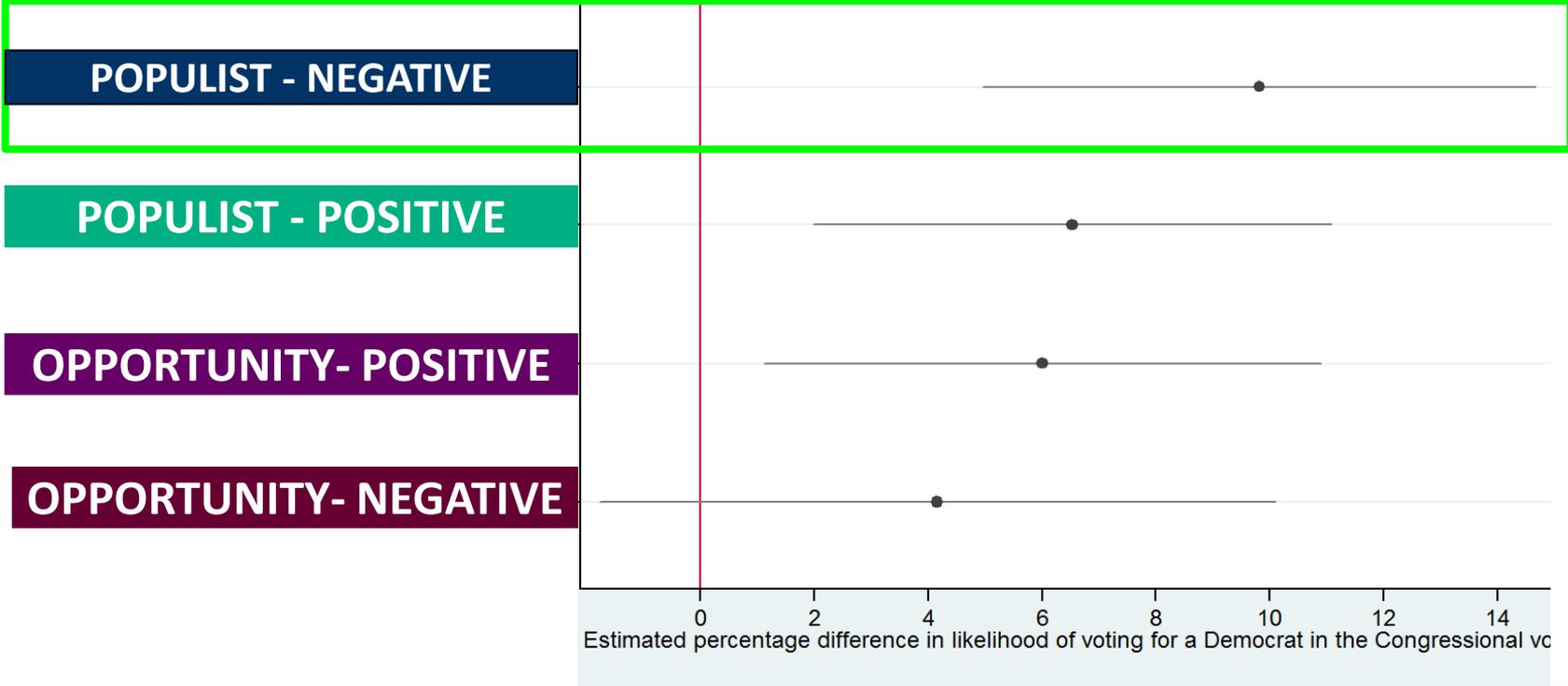
White working class women results are shown from full RAE+ sample.

# Populist negative message greater success in moving vote

These are some things that Democratic leaders are saying about the country. For each, please tell me how much more positive you feel about the Democrat who says it.

## DEMOCRATIC ECONOMIC MESSAGES AMONG RAE+

Democratic Messages on Final Congressional Vote  
 Marginal effects estimates based on responsiveness to each statement, comparing 'Much more positive' to 'No more positive'



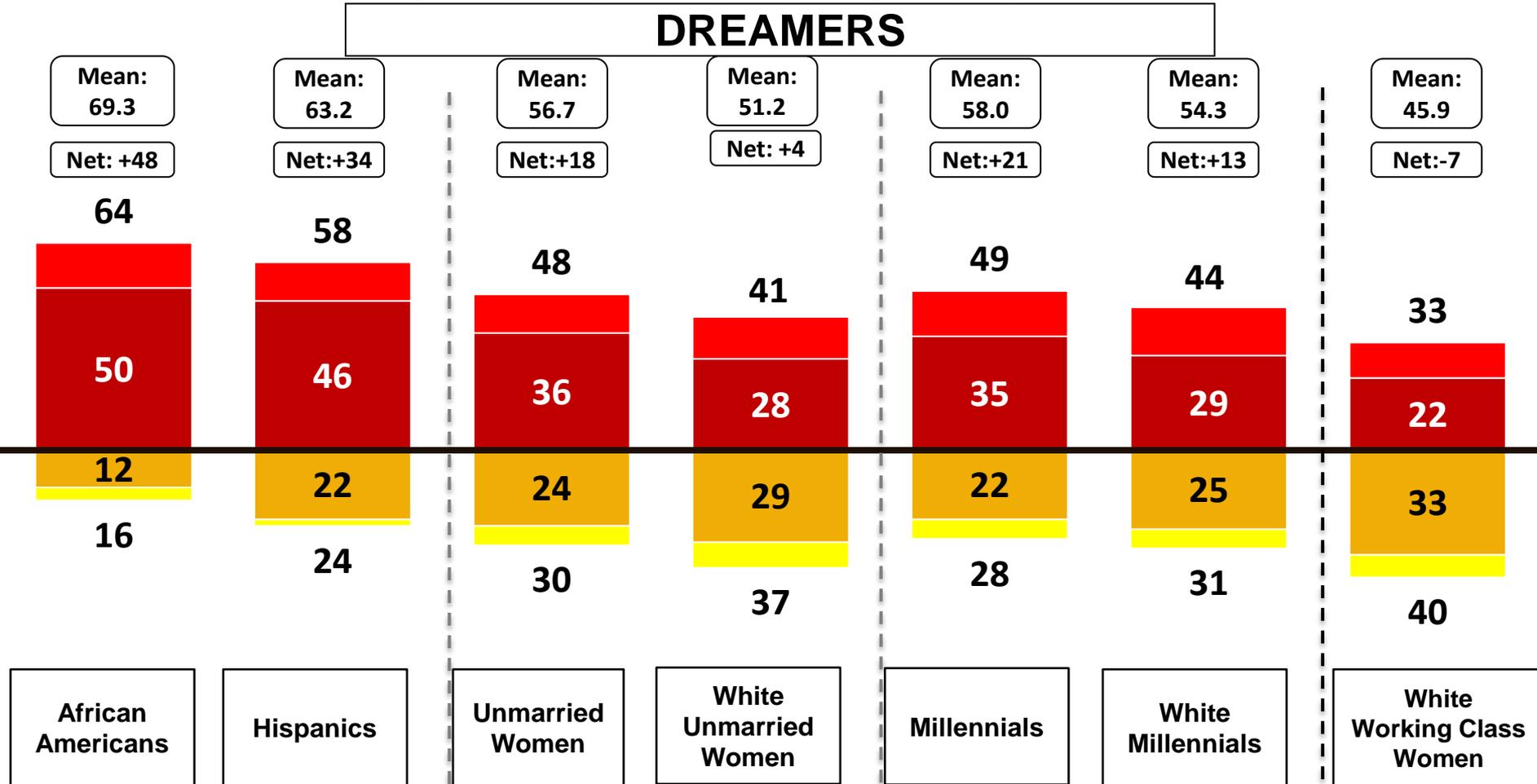


# IMMIGRATION

# White RAE+ subgroups stand out on DREAMRES

Now, I'd like to rate your feelings toward some people and organizations, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold.

■ Very warm (75-100) ■ Warm (51-74) ■ Very cool (0-25) ■ Cool (26-49)



White working class women results are shown from full RAE+ sample.



# Democratic immigration messages

*These are statements being made by some Democratic leaders about what's happening in the country. Please tell me how much more positive you feel about the Democrat who says that statement.*

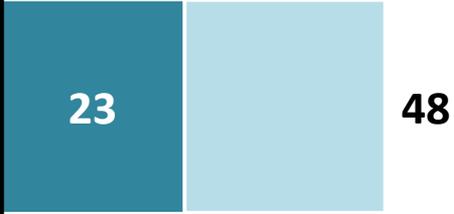
## DEMOCRATIC IMMIGRATION MESSAGES

- Much more positive
- Somewhat more positive

**DREAMERS DEAL PATH TO CITIZENSHIP:** DREAMERS came to the US with their parents as young people and know no other home. President Obama issued an executive order that protected them from deportation. They now have jobs, attend school, and serve in the military. Now a bi-partisan group wants to give DREAMERS permanent legal status and path to citizenship. That is the right thing to do.



**COMPREHENSIVE IMMIGRATION REFORM:** I believe in comprehensive immigration reform to fix our broken immigration system. But we need reform that puts American citizens first and promotes legal, not illegal immigration. That means stronger enforcement at the border and work place. I want a responsible pathway to earned citizenship that includes paying taxes, learning English, and going to the back of the line. People are right to want to manage immigration so it works for our country.



**CELEBRATE IMMIGRANT DIVERSITY & LEGAL IMMIGRATION:** America continues to be enriched by immigration, and I'm proud that we are a nation of immigrants. Each generation has brought new, responsible people that make America exceptional. They create our hardworking middle class and our innovative entrepreneurs. Our diversity and continued immigration makes us exceptional. That's why I oppose proposals to sharply reduce legal immigration



# Opponents of reduced legal immigration most likely to vote Democratic

These are statements being made by some Democratic leaders about what's happening in the country. Please tell me how much more positive you feel about the Democrat who says that statement.

## DEMOCRATIC IMMIGRATION MESSAGES AMONG RAE+

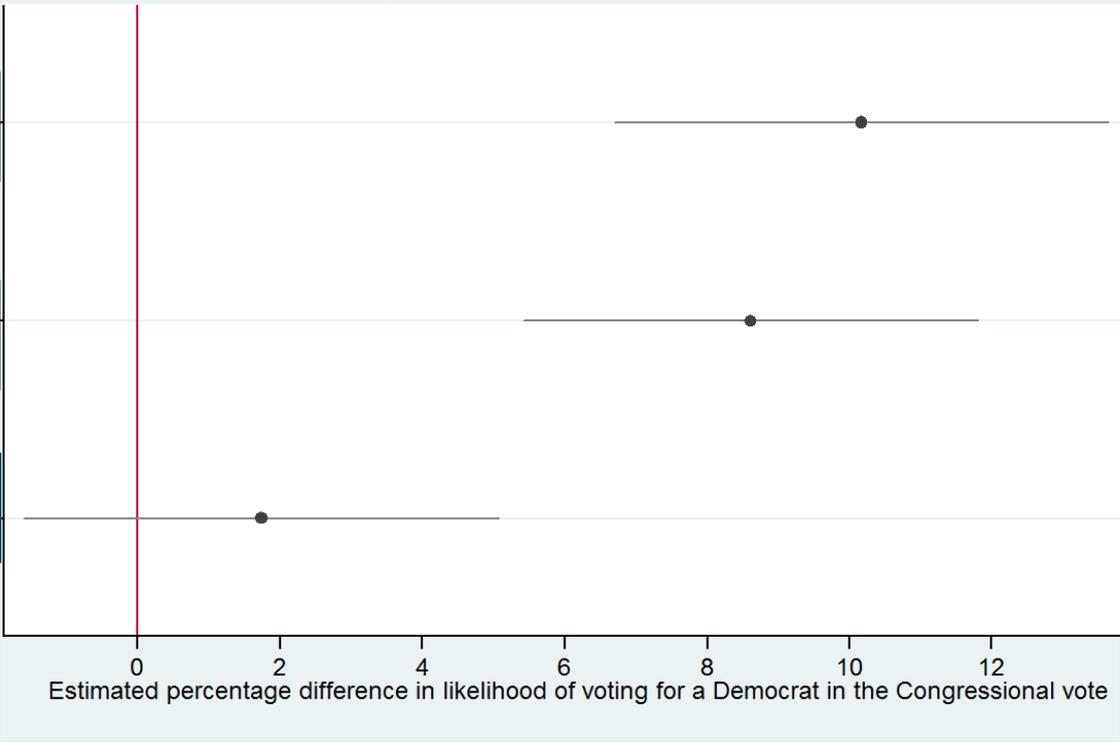
### Immigration Statements on Final Congressional Vote

Marginal effects estimates based on responsiveness to each statement, comparing 'Much more positive' to 'No more positive'

**CELEBRATE DIVERSITY & LEGAL IMMIGRATION**

**DREAMERS DEAL PATH TO CITIZENSHIP**

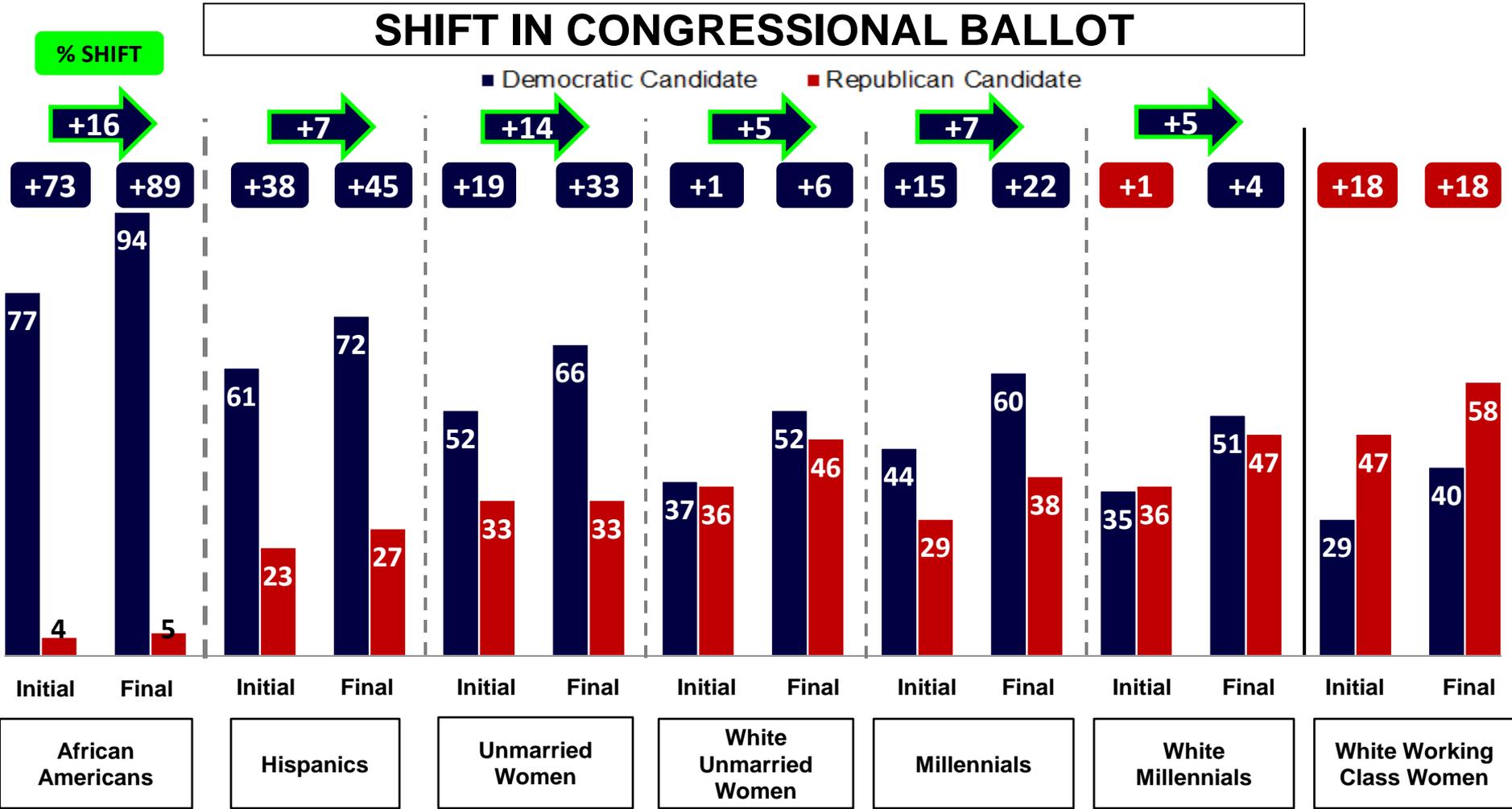
**COMPREHENSIVE IMMIGRATION REFORM**



# ENTHUSIASM & VOTE SHIFTS

# Shifts across base and swing targets

Thinking about the election for U.S. Congress in your district in 2018, will you vote for -- the Democratic candidate or the Republican candidate?



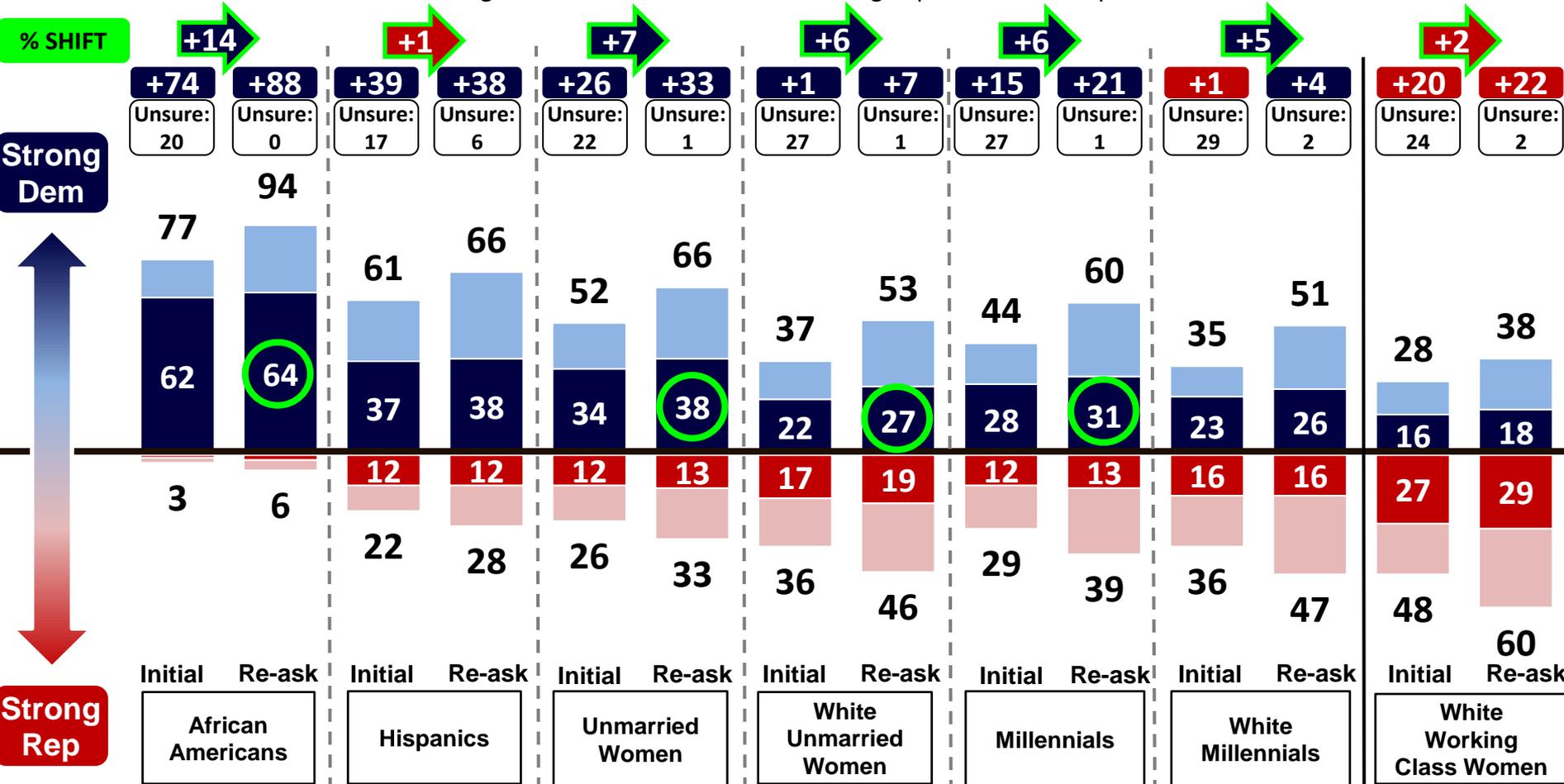
White working class women results are shown from full RAE+ sample.

# Messaging intensifies Democratic support in the end

How certain are you that you would vote for that candidate -- are you very certain, somewhat certain or not certain at all?

## SHIFT IN STRENGTH OF VOTE CHOICE

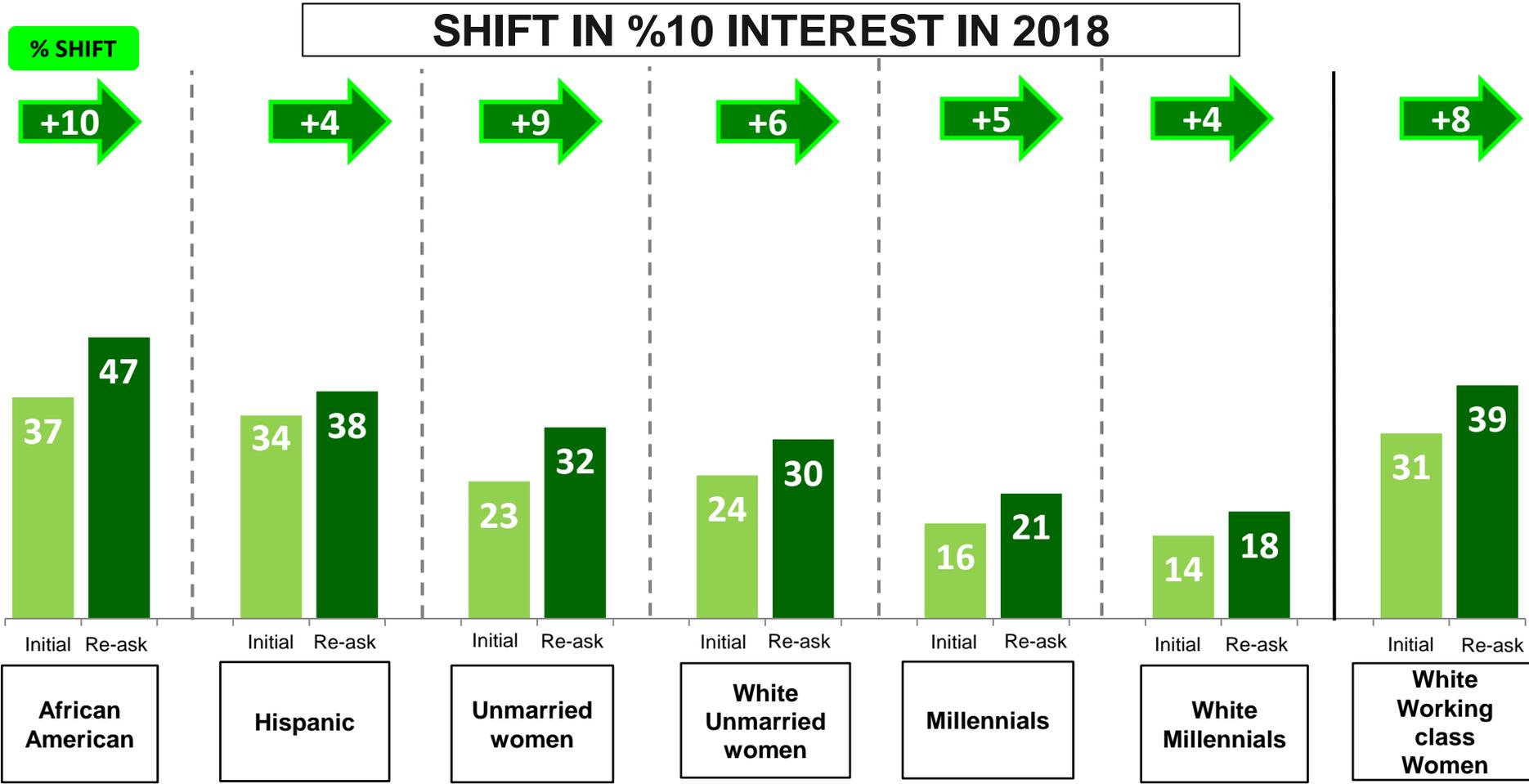
■ Strong Dem ■ Weak Dem ■ Strong Rep ■ Weak Rep



White working class women results are shown from full RAE+ sample.

# Democrats & Clinton voter targets outpace in interest growth

Let me ask you again, there will be an election for U.S. Congress and other state and local offices in 2018. What are the chances of you voting in the election in 2018?





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