



GREENBERG RESEARCH

Failing GOP tax scam opportunity for big closing attack

October 2018

CAMPAIGNS | CORPORATIONS | ADVOCACY | WORLDWIDE

Methodology

National phone survey

This national phone survey took place from September 9 - 23, 2018 among 1,000 registered voters from a voter file sample.

Data shown in this deck is among all registered voters unless otherwise noted. Margin of error for the full sample is +/-3.1 percentage points at the 95 percent confidence level.

Of the 1,000 respondents, 53 percent were interviewed via cell phone in order to accurately sample the American electorate.

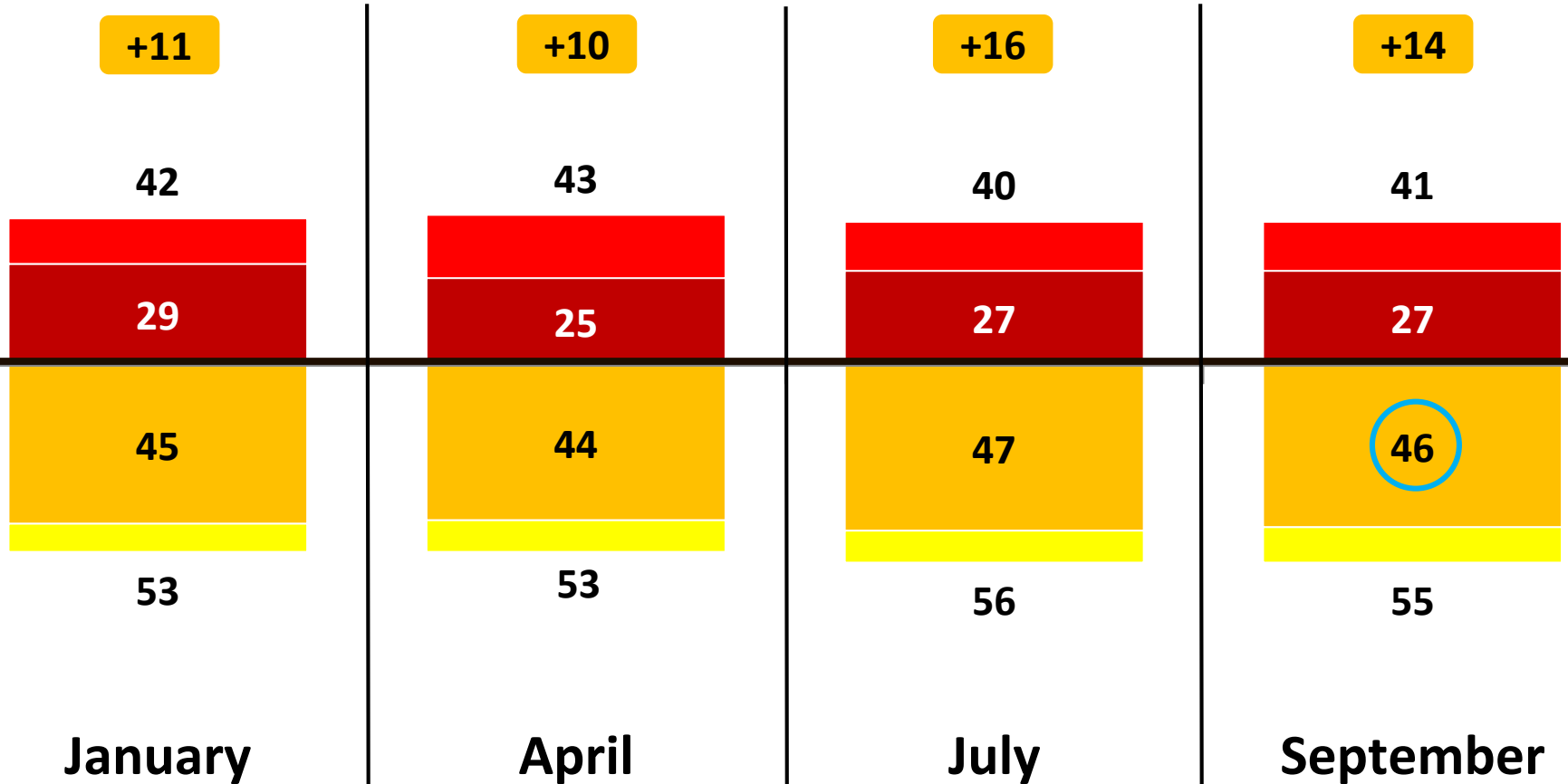
STATE OF THE ELECTION

Trump approval totally stable, as well as intense disapproval

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

TRUMP JOB PERFORMANCE

■ Strong approve ■ Somewhat approve ■ Strong disapprove ■ Somewhat disapprove

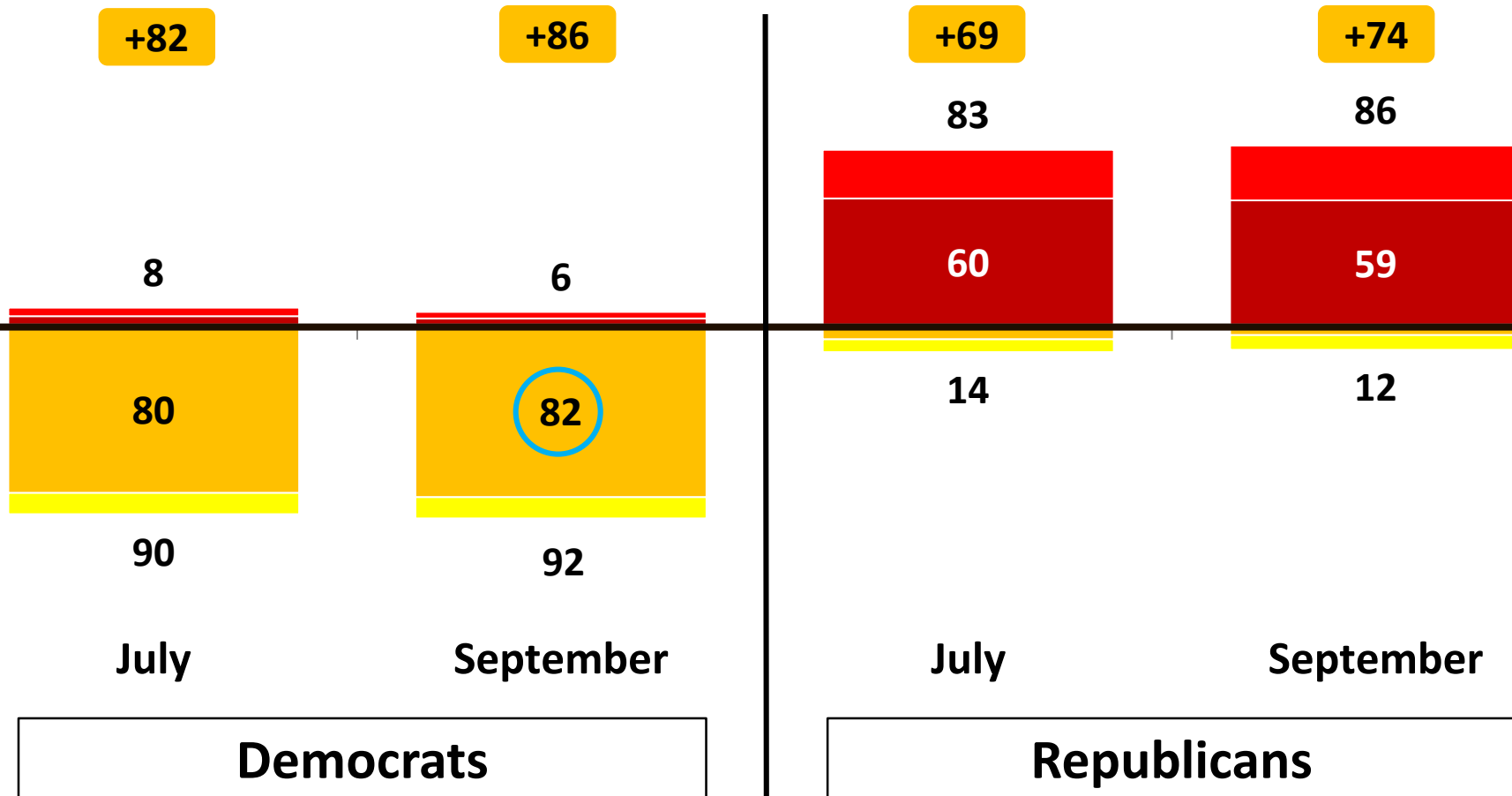


Partisan views of Trump stable and Democrats still more intense

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

TRUMP JOB PERFORMANCE

■ Strong approve ■ Somewhat approve ■ Strong disapprove ■ Somewhat disapprove



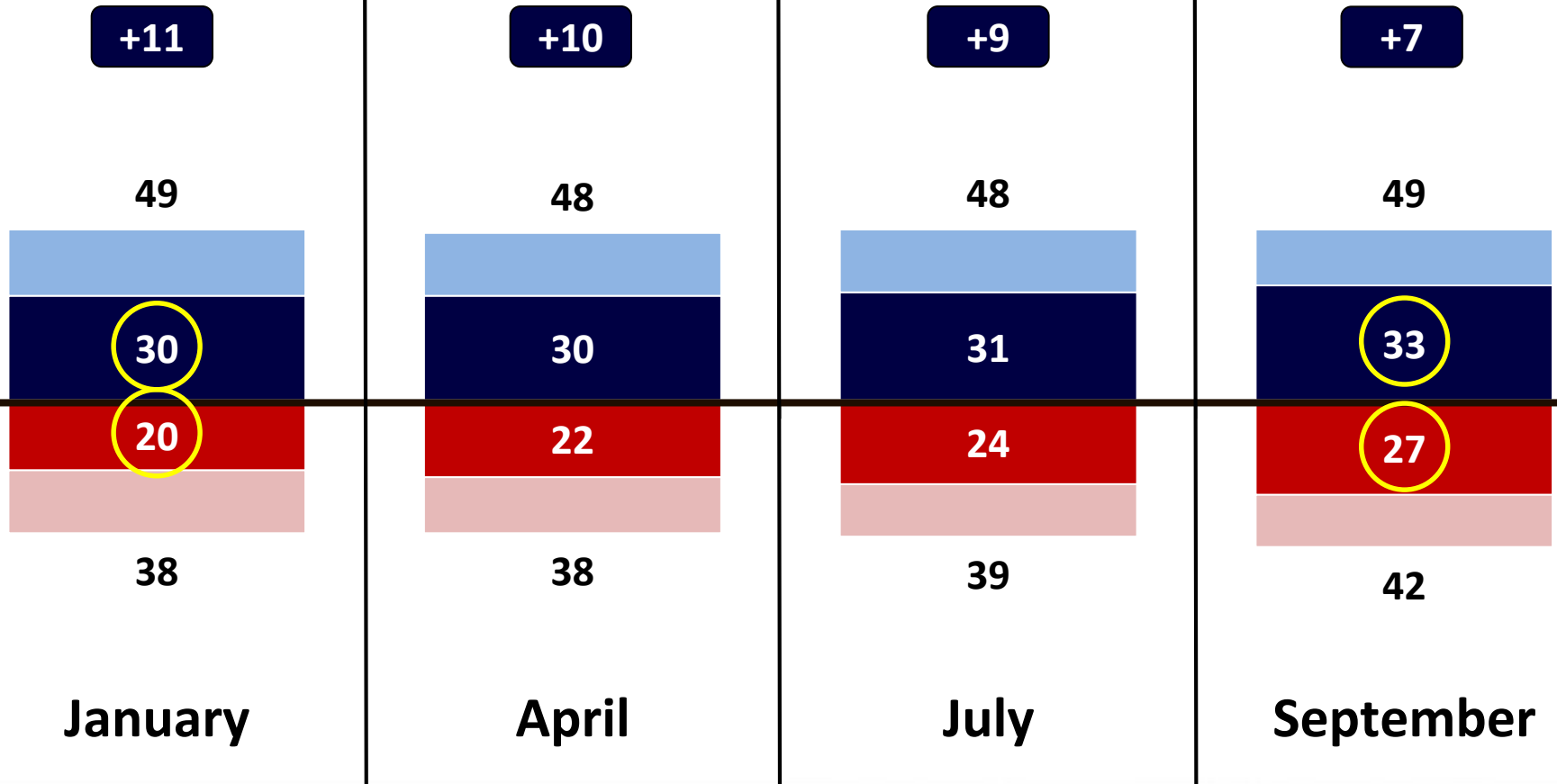
Includes independent-leaning Democrats/Republicans

Partisan vote intensity almost equal, so must close powerfully

Thinking about the election for Congress in your district in November 2018, will you vote for -- the Democratic candidate or the Republican candidate? How certain are you that you would vote for the (CANDIDATE) -- are you very certain, somewhat certain or not certain at all?

CONGRESSIONAL VOTE MARGIN

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



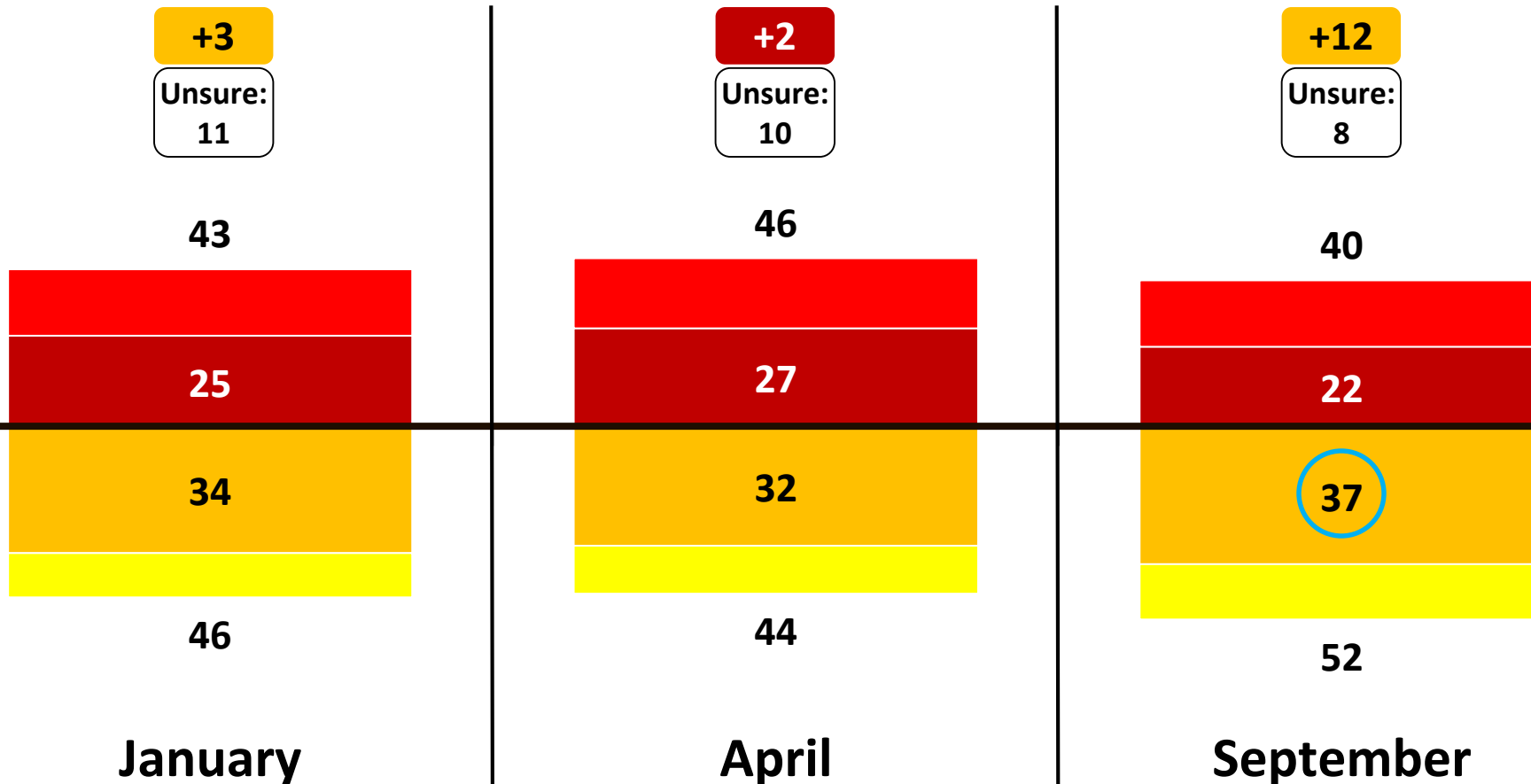
PROGRESSIVE VICTORY ON GOP TAX CUT

Public now strongly opposed to tax cut

From what you know, do you support or oppose the tax cut for corporations and individuals passed by the Republicans in Congress and signed by the President at the end of last year?

CHANGE IN SUPPORT FOR TAX CUT

■ Support strongly ■ Support somewhat ■ Oppose strongly ■ Oppose somewhat

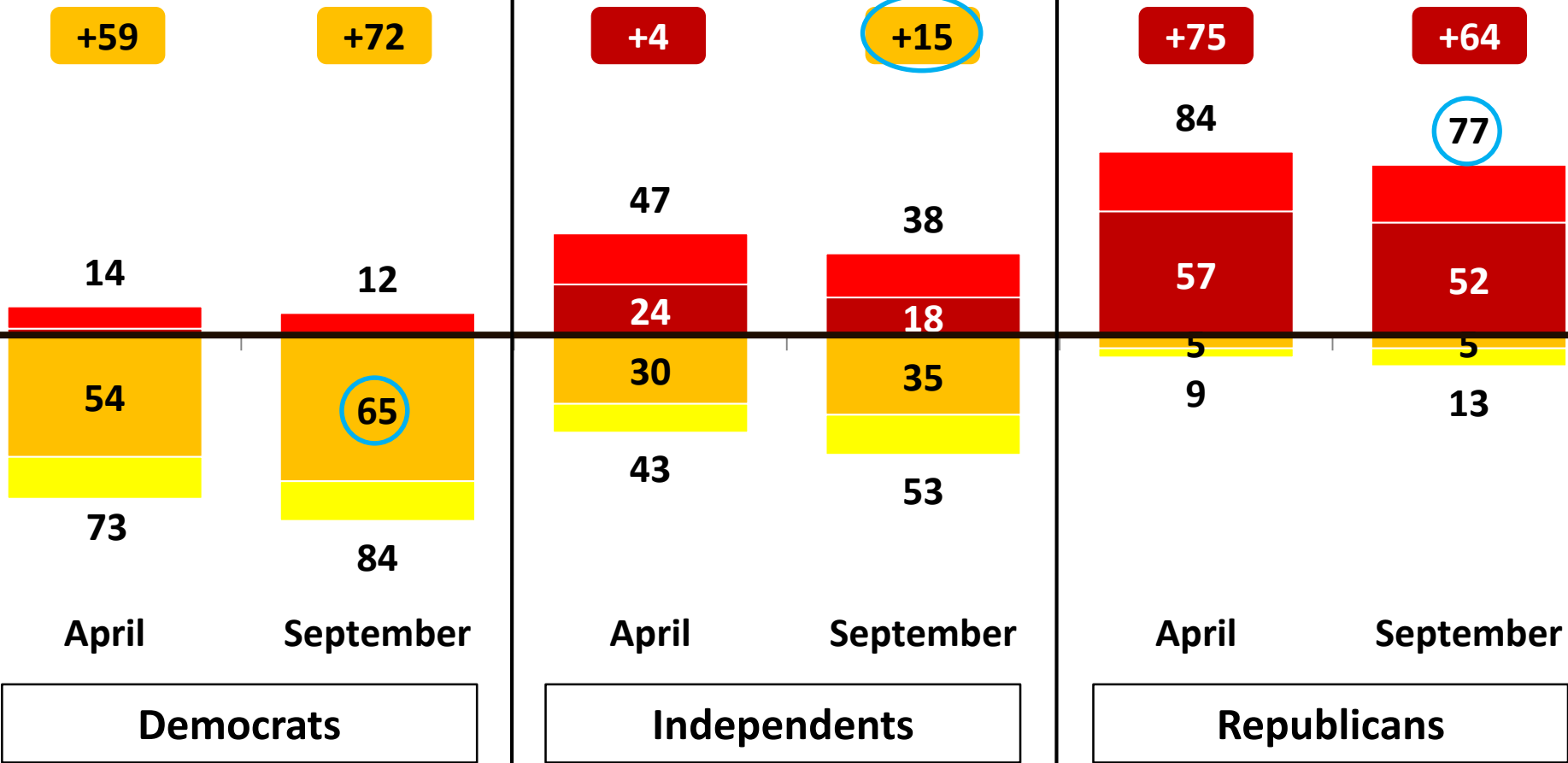


GOP support fades, independents join intensely oppose Democrats

From what you know, do you support or oppose the tax cut for corporations and individuals passed by the Republicans in Congress and signed by the President at the end of last year?

CHANGE IN SUPPORT FOR TAX CUT

■ Support strongly ■ Support somewhat ■ Oppose strongly ■ Oppose somewhat



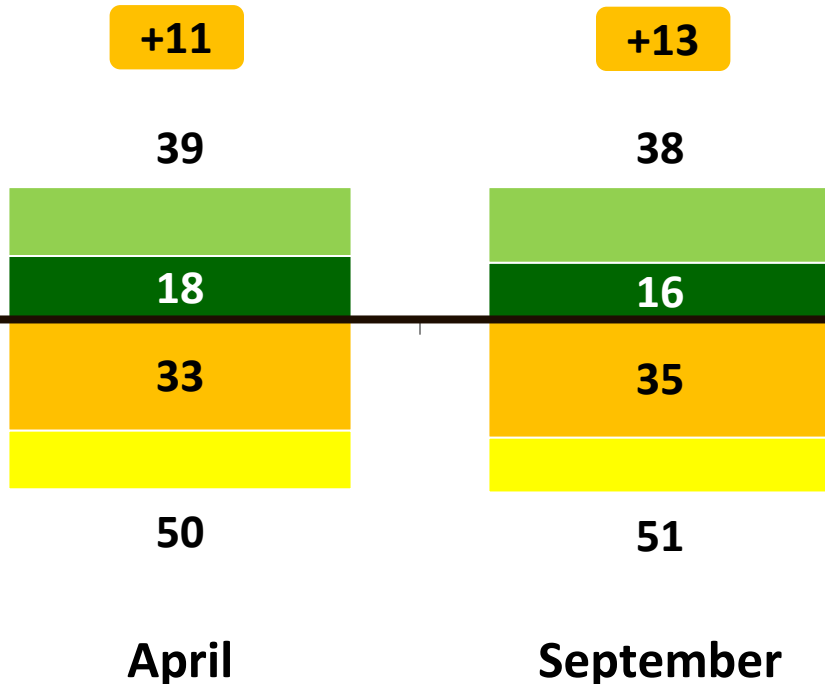
From start, tax cut for corporations & wealthy, not me & middle class

Now let me ask you some questions about the economy. Please tell me whether you agree or disagree with each statement.

Please tell me which statement comes closer to your own view, even if neither is exactly right.

The new tax law is benefitting me personally

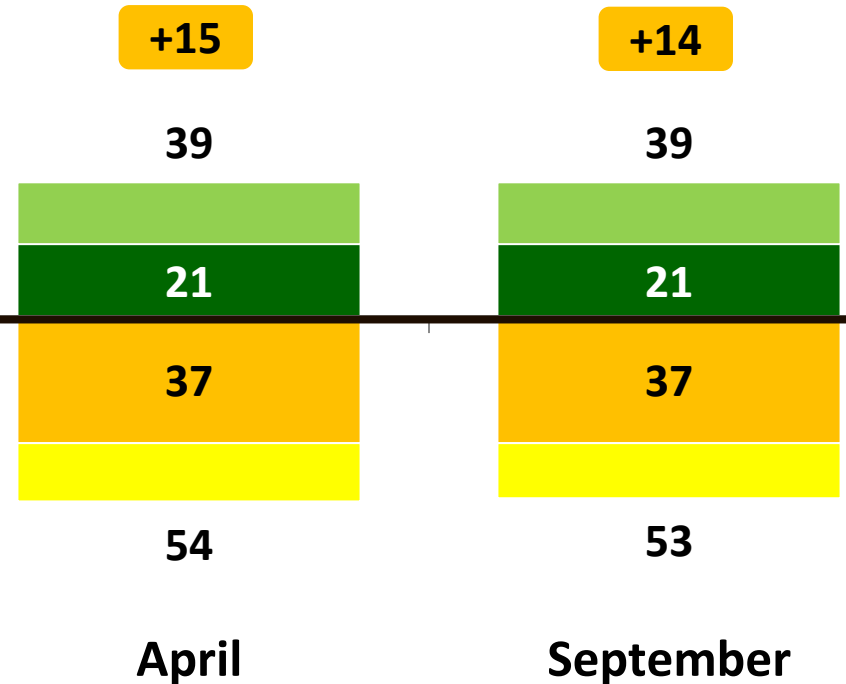
■ Agree strongly ■ Disagree strongly



The new tax law benefits corporations and the wealthy, which will grow the economy and create higher paying jobs for working and middle class families.

The new tax law benefits corporations and the wealthy, at the expense of working and middle class families.

■ 1st stmt much more ■ 2nd stmt much more



'Incomes not keeping up' rises for all, despite elite love fest

Now let me read you some short statements about the economy. Please tell me which statement comes closer to your own view, even if neither is exactly right.

The economy isn't very strong for families like mine because our salaries and incomes can't keep up with the cost of living.

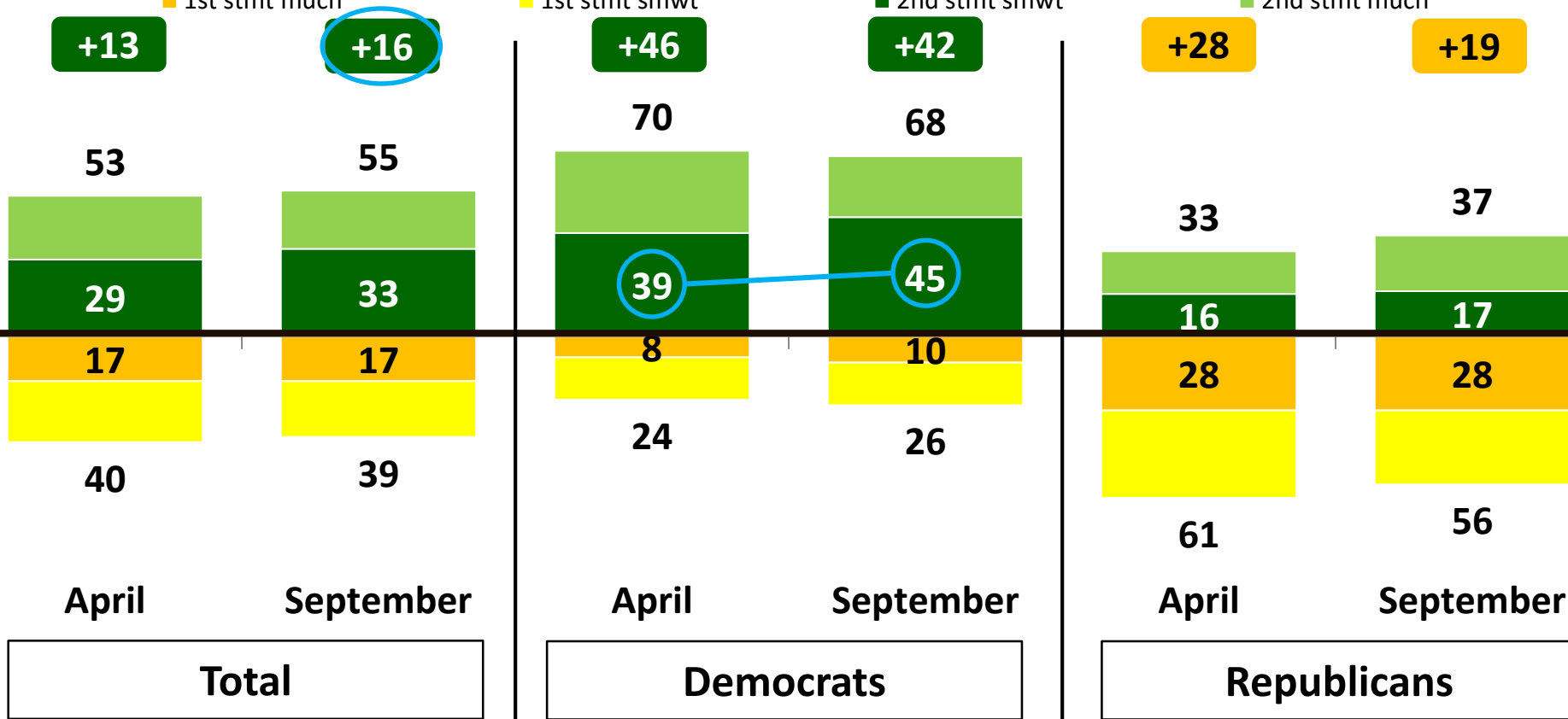
The economy is strong and families like mine are beginning to be more financially secure.

■ 1st stmt much

■ 1st stmt smwt

■ 2nd stmt smwt

■ 2nd stmt much



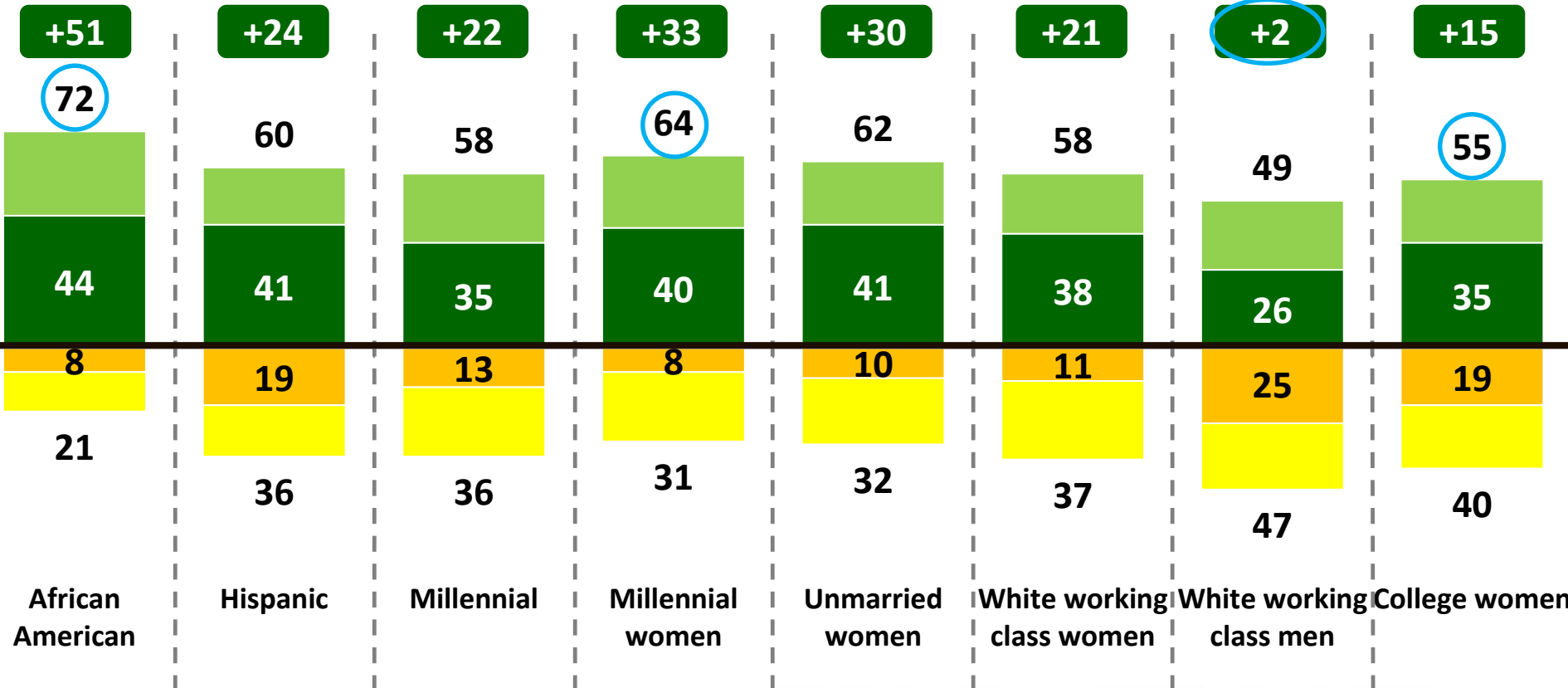
True of Democratic base + college women & white working class

Now let me read you some short statements about the economy. Please tell me which statement comes closer to your own view, even if neither is exactly right.

The economy isn't very strong for families like mine because our salaries and incomes can't keep up with the cost of living.

The economy is strong and families like mine are beginning to be more financially secure.

■ Not strong much more ■ Not strong somewhat more ■ Stronger much more ■ Stronger somewhat more



More insecurity about stagnant wages keeping up with rising costs

Now let me ask you some questions about the economy. Please tell me whether you agree or disagree with each statement.

■ Agree strongly ■ Agree somewhat ■ Disagree strongly ■ Disagree somewhat

My wages aren't keeping up with the cost of living

September

26



13



46



68

+42

April

31



15



43



64

+33

My wages are [not] rising

September

43



17



32



49

+6

April

48



19



29



44

+4

Health care costs are out of control

September

9



75



89

+80

April

6



73



92

+86

OUT OF TOUCH GOP VULNERABLE

Methodology

Battleground web-panel among the RAE+

This web-panel took place from August 28 – September 23, 2018 among 1,085 “RAE+” registered voters in the battleground from a voter file sample.

The RAE+ refers to the Democratic base and persuasion targets = minorities, millennials, unmarried women, and white working class women.

The battleground includes 12 competitive states with races for governor, including 10 states with Senate races. Half are in diverse states: Arizona, Colorado, Florida, Georgia, Nevada, and New Mexico. Half are in rust belt+ states: Michigan, Minnesota, Ohio, Pennsylvania, Tennessee, and Wisconsin.

One half of the sample received attacks on the Republicans for Congress focused on health care, one half heard attacks focused on being out of touch on the economy. The initial congressional vote and interest were weighting for each split.

Experiment: "out of touch" GOP or "health care" focus

Please read these statements about the Republicans. For each, please indicate whether it raises very serious doubts, somewhat serious doubts, minor doubts, or no real doubts in your mind.

RAE+ IN BATTLEGROUND

■ Very serious doubts
■ Somewhat serious doubts

OUT OF TOUCH
SPLIT

OUT OF TOUCH ON ECONOMIC GROWTH: Republicans say this is the best economy in history, but that growth isn't helping people like you who haven't seen a raise in years, while the cost of living increases are killing you.



OUT OF TOUCH ON JOBS: Republicans say there is record-low unemployment and their corporate tax cuts are keeping more good-paying jobs in the US. But most of the jobs pay a lot less than they used to, while outsourcing of good-paying manufacturing jobs has accelerated in the past 2 years.



OUT OF TOUCH ON TAXES & WAGES: Republicans say that your wages are rising like never before because of the corporate tax cut. Instead, corporations gave all that money to their stock holders and hiked CEO bonuses, while salaries and wages went down over the least 3 months. That's a scam and greedy.



HEALTH CARE
SPLIT

HEALTH CARE PRE-EXISTING CONDITIONS: Republicans voted twice to remove protections for people with pre-existing conditions like cancer, diabetes, asthma and pregnancy. Now they are fighting in court to allow insurance companies to charge those people even more.



HEALTH CARE HIGHER COSTS: Republicans promised to repeal and replace Obamacare with better, more affordable plans. Instead they pushed premiums up by 30 percent and did nothing about skyrocketing prescription drug costs.



HEALTH CARE COSTS & TAX CUT: Republicans are working for their big drug company campaign donors. Instead of making health care more affordable, they took campaign donations from drug companies and then gave health insurers and pharmaceutical companies a new tax cut even though they are still raising insurance and drug costs



'Out of touch' focus shifts vote, widens the enthusiasm gap

Thinking about the election for Congress in your district in November 2018, will you vote for -- the Democratic candidate or the Republican candidate? How certain are you that you would vote for ___?

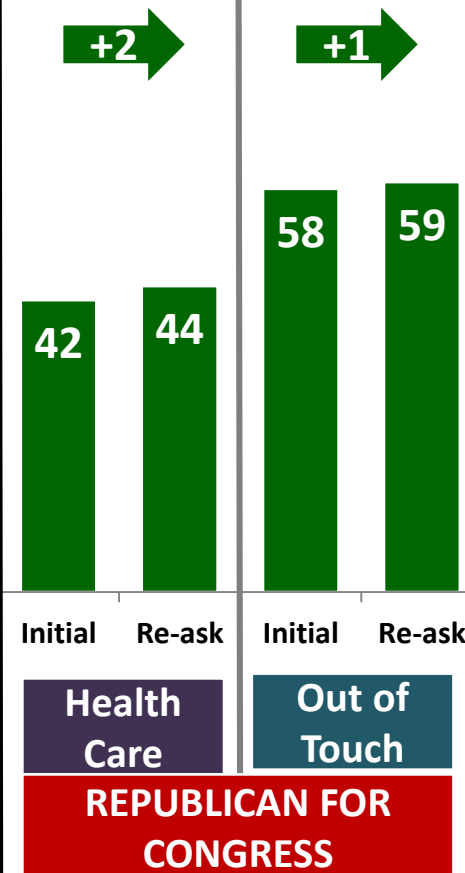
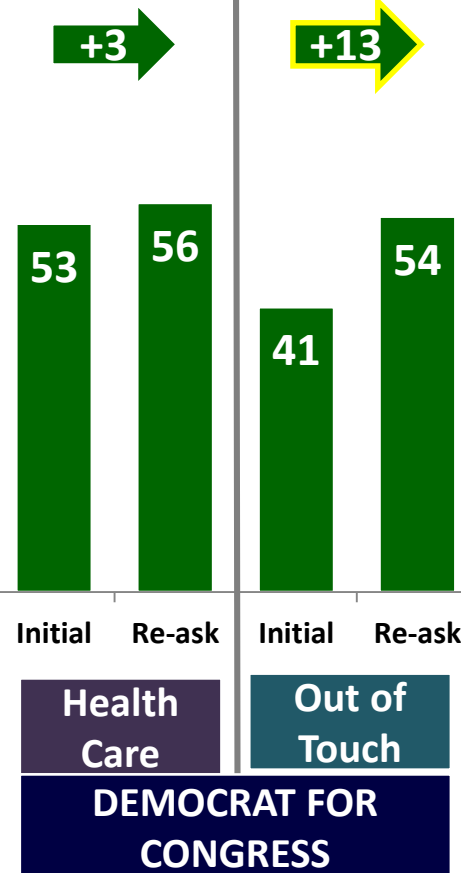
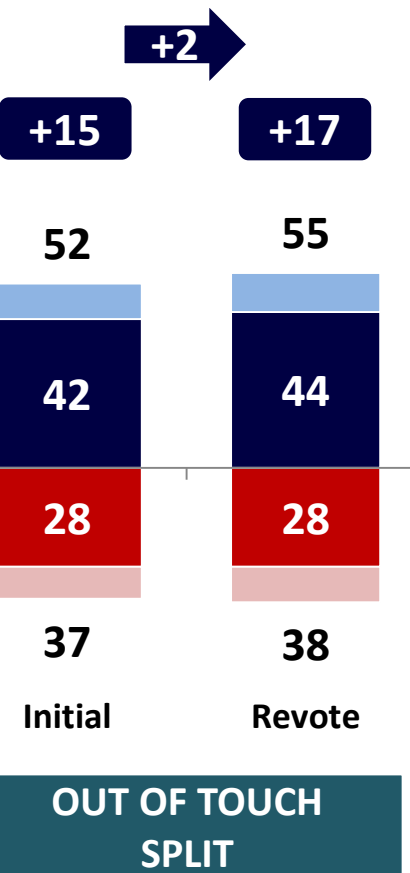
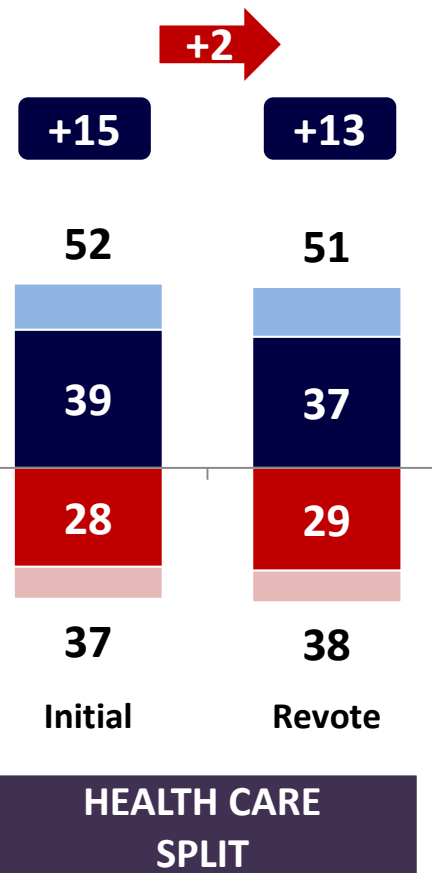
How interested are you in the elections in November? Please rate your interest from 1 to 10, with 1 meaning that you have no interest in this election and 10 meaning that you are extremely interested.

SHIFT IN CONGRESSIONAL VOTE

SHIFT IN %10 ELECTION INTEREST

■ Strong Dem ■ Strong Rep

RAE+ IN BATTLEGROUND



Sharper closing message hits for tax claim & being out of touch

Too many leaders divide the country and cut corrupt deals for themselves and their wealthy corporate campaign donors at the expense of working people and the middle class.

The Republicans say your wages are great and it's the best economy in history.

But their *tax scam for the rich* recklessly drives up the deficit to justify their cuts to Medicare and Medicaid and less investment in education and health care.

I won't take contributions from corporations and the very richest must pay more in taxes so we can invest in education and make health care more affordable.

CONTACT US



DEMOCRACY CORPS

1875 Connecticut Ave. NW
Floor 10
Washington, DC 20009

Phone: +1 202 499 6901

www.democracycorps.com

GREENBERG RESEARCH

1101 15th Street NW
Suite 900
Washington, DC 20005

Phone: +1 202 478 8300

www.greenbergresearch.com

AMERICAN FEDERATION OF TEACHERS

555 New Jersey Ave. NW
Washington, DC 20001

Phone: +1 202 879 4400

www.aft.org