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To: Progressive community

From: Stan Greenberg and James Carville, Democracy Corps

Strategy for Maximizing Democratic Gains

Democracy Corps' new national survey shows Democrats have an opportunity to make significant gains if they have the right strategy in the final weeks of the campaign. This survey came out of the field on Monday night, just in time to arm campaigns, committees and progressive allies with the best strategy for maximizing gains.¹

This survey shows Clinton with a comfortable double digit lead over Trump (+12), but that lead is *not* produced not by the "New American Majority" making itself felt. Rather, her lead has been produced by Trump's capacity to drive away female and college-educated voters and even seniors. Clinton has a small lead with white married women and is tied with white male college graduates.

True, she is getting landslide margins with white female college graduates and millennials. **But the Clinton campaign has not fully consolidated the progressive base of Democrats, Sanders voters, unmarried women and minorities and Democrats have not consolidated their support down ballot.**

This survey gives the Hillary Clinton campaign, House and Senate committees and progressive allies the messages to sharply shift the vote in the final two weeks. They are:

- (1) The GOP's link to Donald Trump as the main attack communicated broadly and to minority voters;
- (2) Clinton's tough economic choice communicated in a targeted way to unmarried women, millennials, Democrats and white working class women.

It will come as good news that the DCCC's attack linking Republican candidates to Donald Trump produces the best *overall* result for Democrats, taking them into a 9-point lead against a Republican promising to balance Hillary Clinton. Both the Trump link and the economic contrast

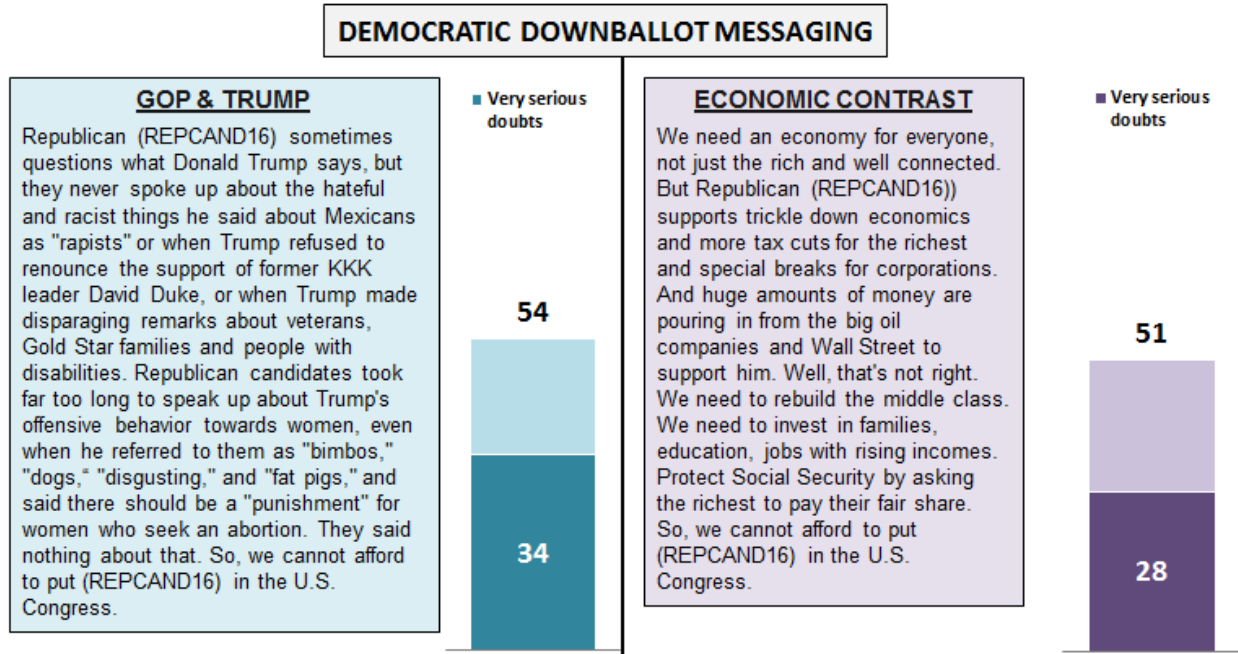
¹ This national survey took place October 21-24, 2016. Respondents who voted in the 2012 election or registered since were selected from the national voter file. Likely voters were determined based on stated intention of voting next month. Margin of error for the full sample is +/-3.27 percentage points at the 95 percent confidence level. Of the 900 respondents, 65 percent were interviewed via cell phone to accurately sample the American electorate.



messages shift 17 percent of the voters to the Democrats, but the economic contrast moves some anti-Trump Republicans back into the GOP fold (producing only a 6-point Democratic margin).

The Trump association attack does better overall because it produces bigger shifts with independents and Republicans. Minority voters are also more consolidated by the Trump association message.

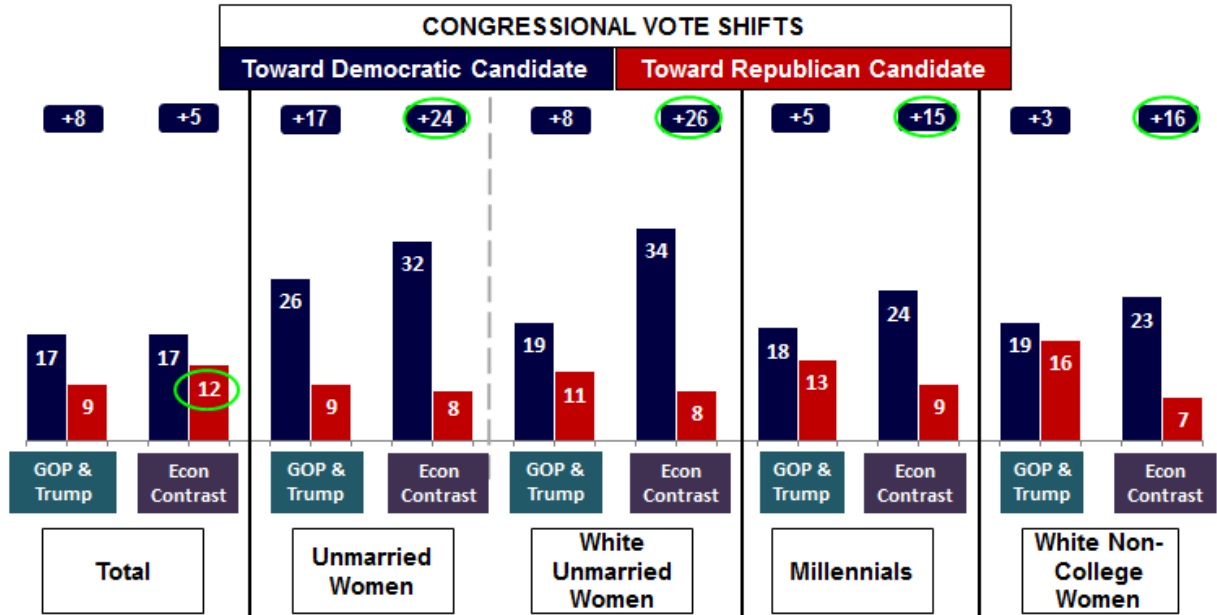
Now I am going to read you something Democrats are saying about the Republican candidates for Congress. Please tell me whether this raises very serious doubts, somewhat serious doubts, minor doubts, or no real doubts in your mind about (REPCAND16).



But advocating for an economy that works for the middle class and attacking the Republican for supporting more trickle-down economics and tax cuts for the richest and corporations, while accepting campaign funding from big oil and Wall Street, produces dramatically bigger shifts with unmarried women, millennials and white working class women.



After hearing about the Republican candidates for Congress and Donald Trump, if the election for U.S. Congress were held today, would you be voting for-- DEMCAND16 or REPCAND16? / After hearing about the Republican candidates helping the richest, not the middle class, if the election for U.S. Congress were held today, would you be voting for-- DEMCAND16 or REPCAND16?



These two weapons can be deployed together and produce additional shifts that can allow Democrats to win down-ballot. It will also help Hillary Clinton consolidate all the votes that are possible.