



DEMOCRACY CORPS

CARVILLE ♦ GREENBERG

**GREENBERG QUINLAN ROSNER**

STRATEGY + RESEARCH

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**Landslide election**

**Potential for Democratic Gains**

**October 2016**

**CAMPAIGNS**

**CORPORATIONS**

**ADVOCACY**

**WORLDWIDE**

# Methodology

## **National phone survey of 900 Likely 2016 Voters.**

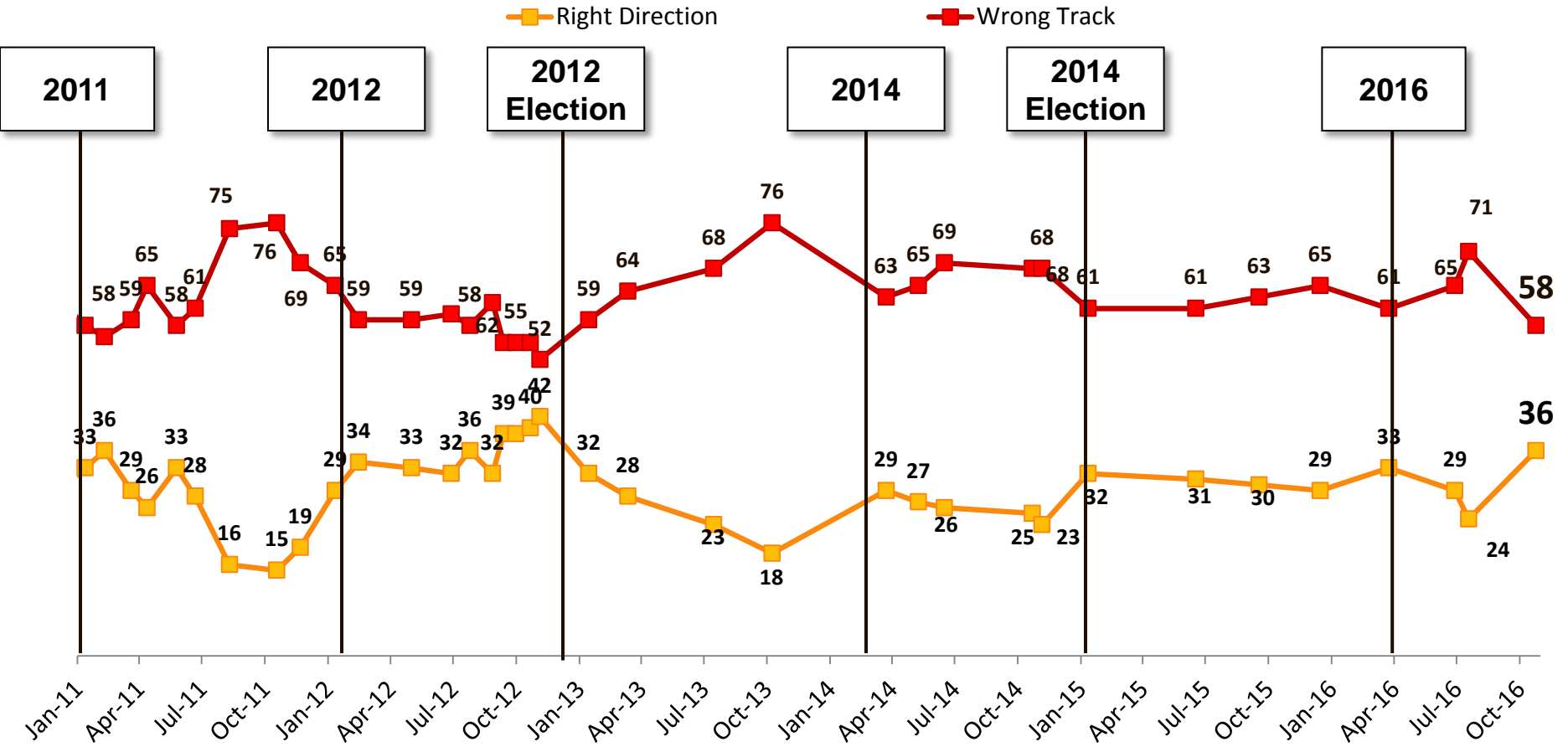
This survey took place October 21-24 among national likely voters. Likely voters were determined based on stated intention of voting in 2016, and vote history in 2012 and 2014. Data shown in this deck is among all 2016 likely voters unless otherwise noted.

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 in order to accurately sample the American electorate.

# Wrong track numbers trending down

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.

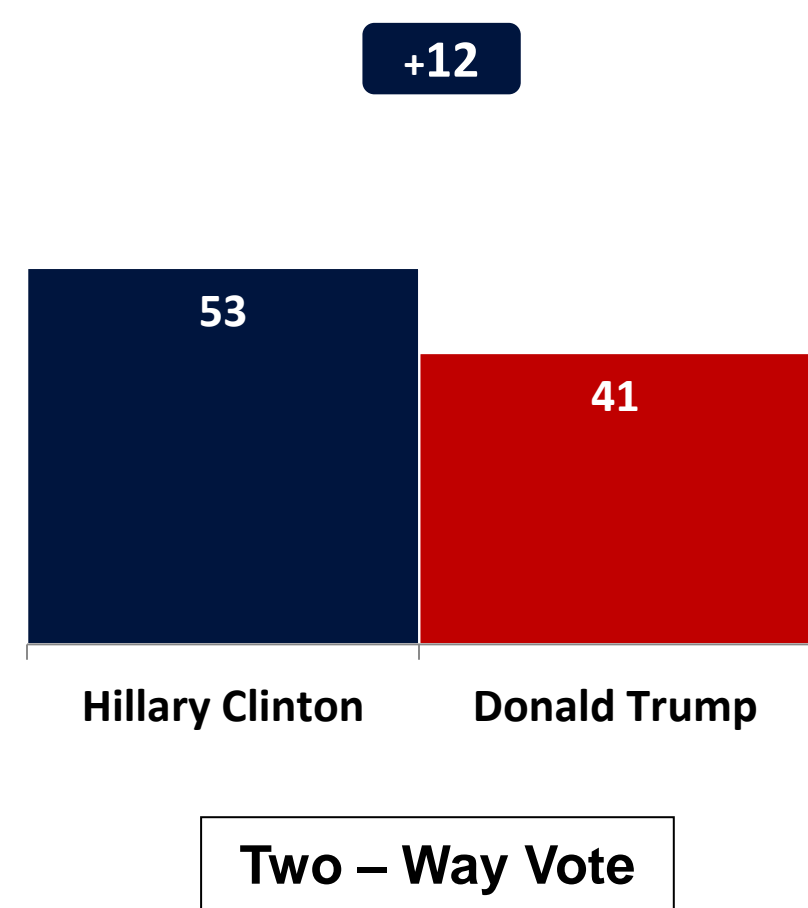
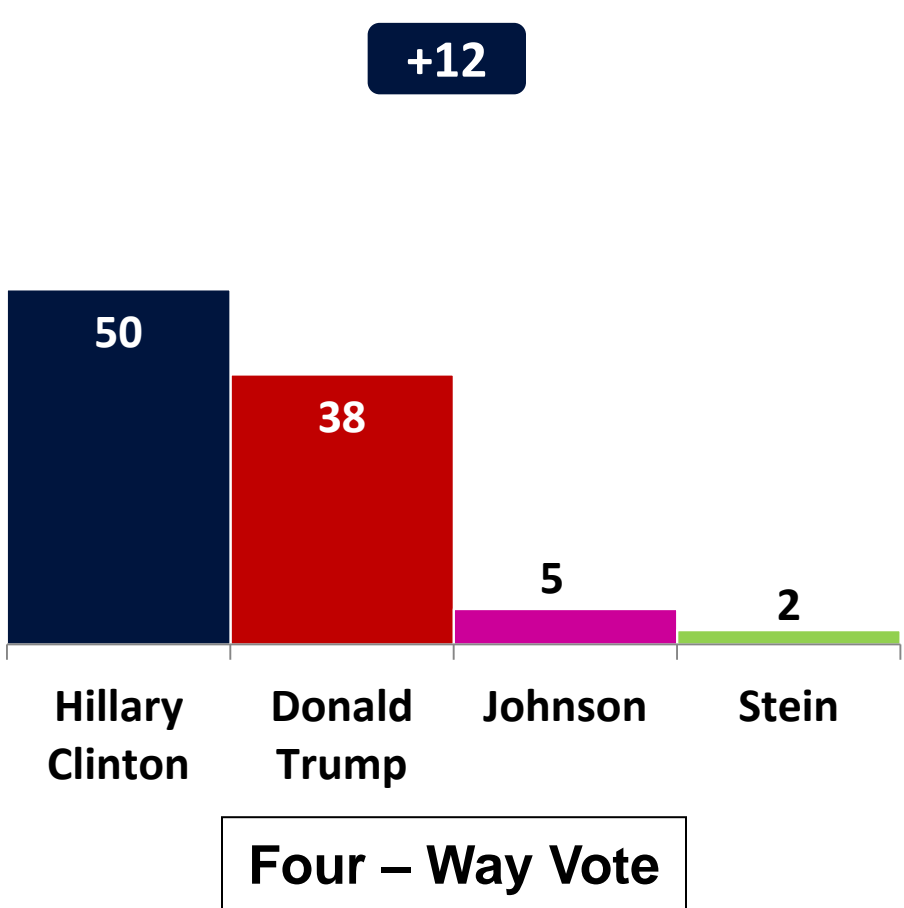
Generally speaking, do you think that things in this country are going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?



From Democracy Corps surveys conducted in the past 5 years. Data represents MEAN ratings.

# Clinton holds impressive 12 point lead in four-way ballot

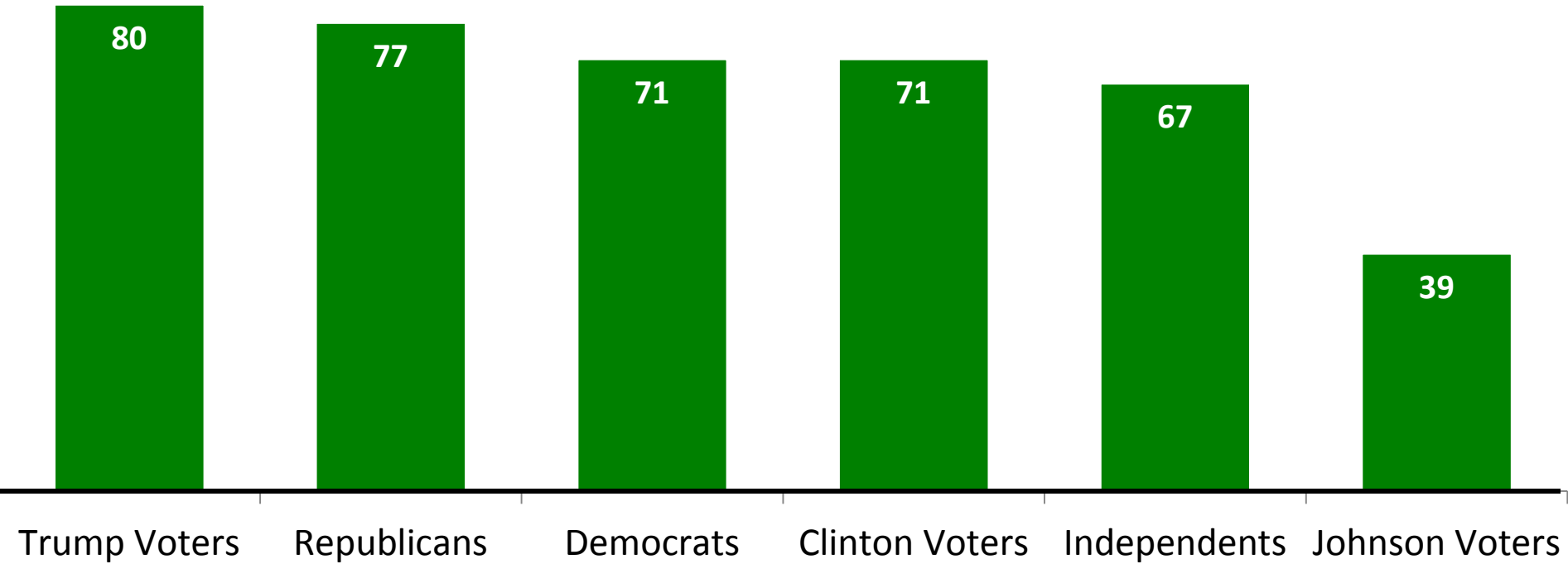
Thinking about the election for President in November, if the election for President were held today, would you vote for -- Democrat Hillary Clinton, Republican Donald Trump, Libertarian Gary Johnson, or Green Party candidate Jill Stein?



# Johnson voters may not vote

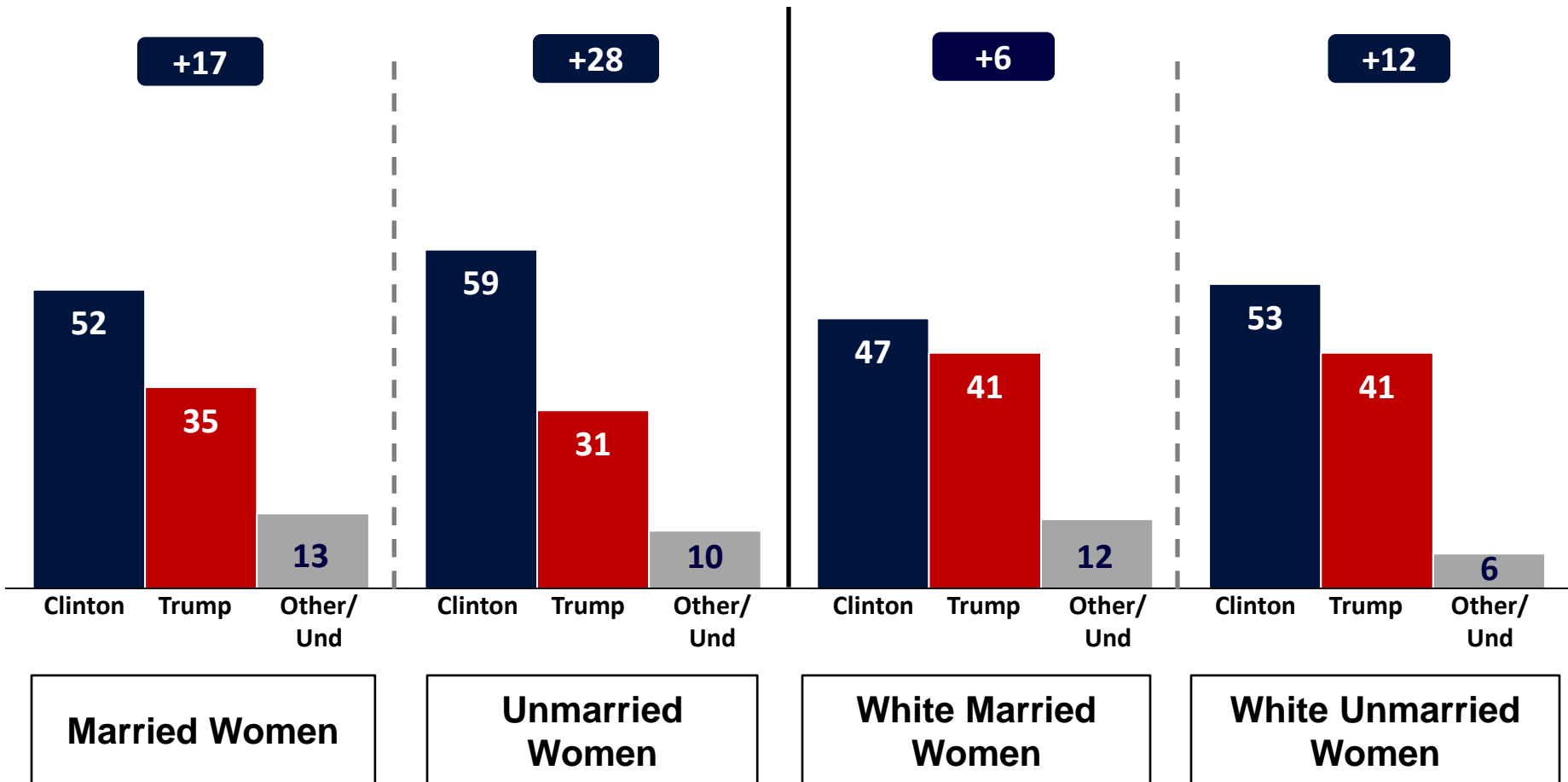
*How much do the elections this November for President, U.S. Congress and other state and local offices matter this year? Please rate your interest from one to ten, with one meaning that you have no interest in this election and ten meaning that you are extremely interested. Of course, you can choose any number between one and ten.*

**% 10 Interest**



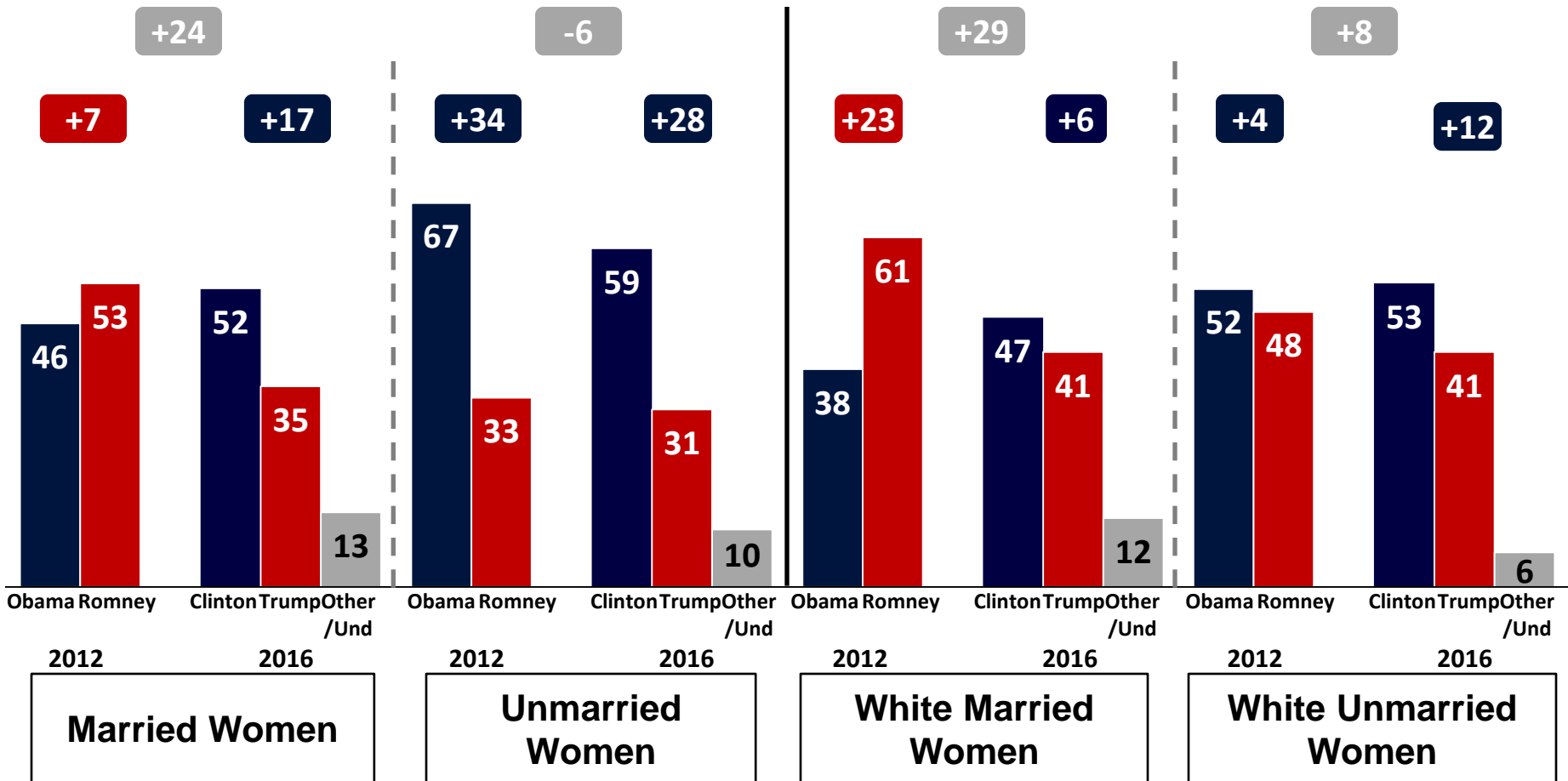
# Women's aversion to Trump producing new patterns across married/unmarried line

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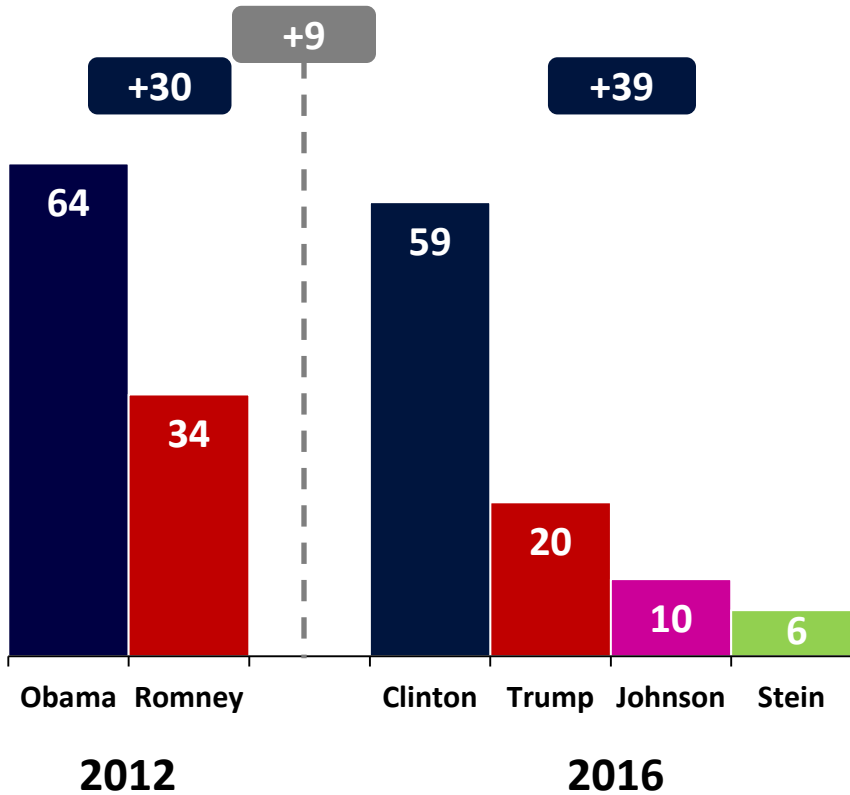
# Married and white married went for Romney, now Clinton

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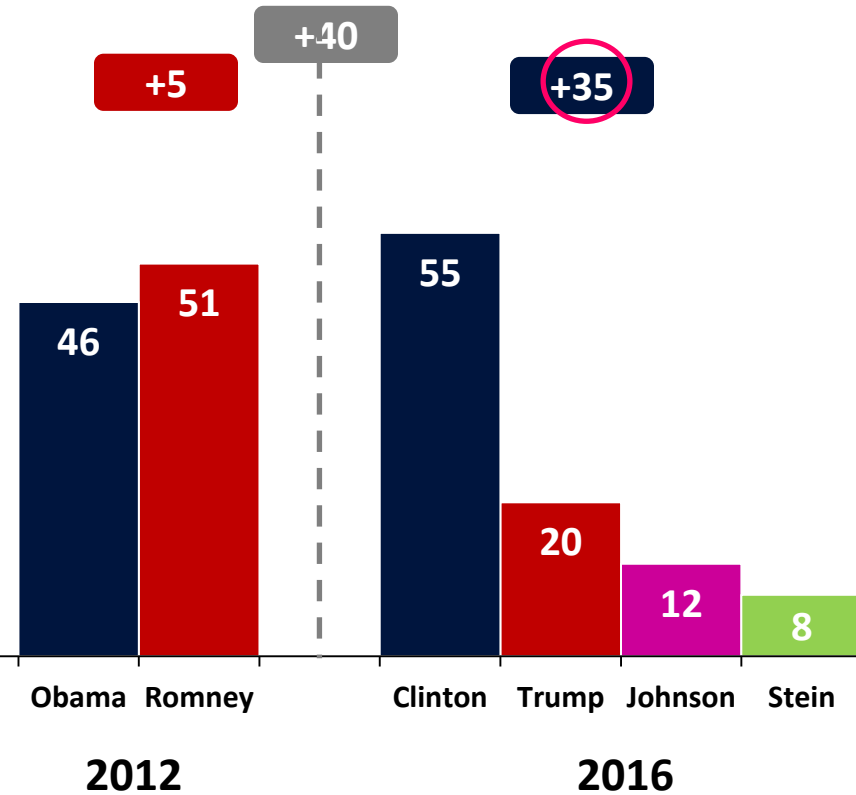


# Clinton exceeding millennial '12 margin, white millennial vote because of GOP crack up

*I know it's a long way off, but thinking about the election for President in November, if the election for President were held today, would you vote for --Democrat Hillary Clinton, Republican Donald Trump, Libertarian Gary Johnson or Green Party Candidate Jill Stein?*



Millennials

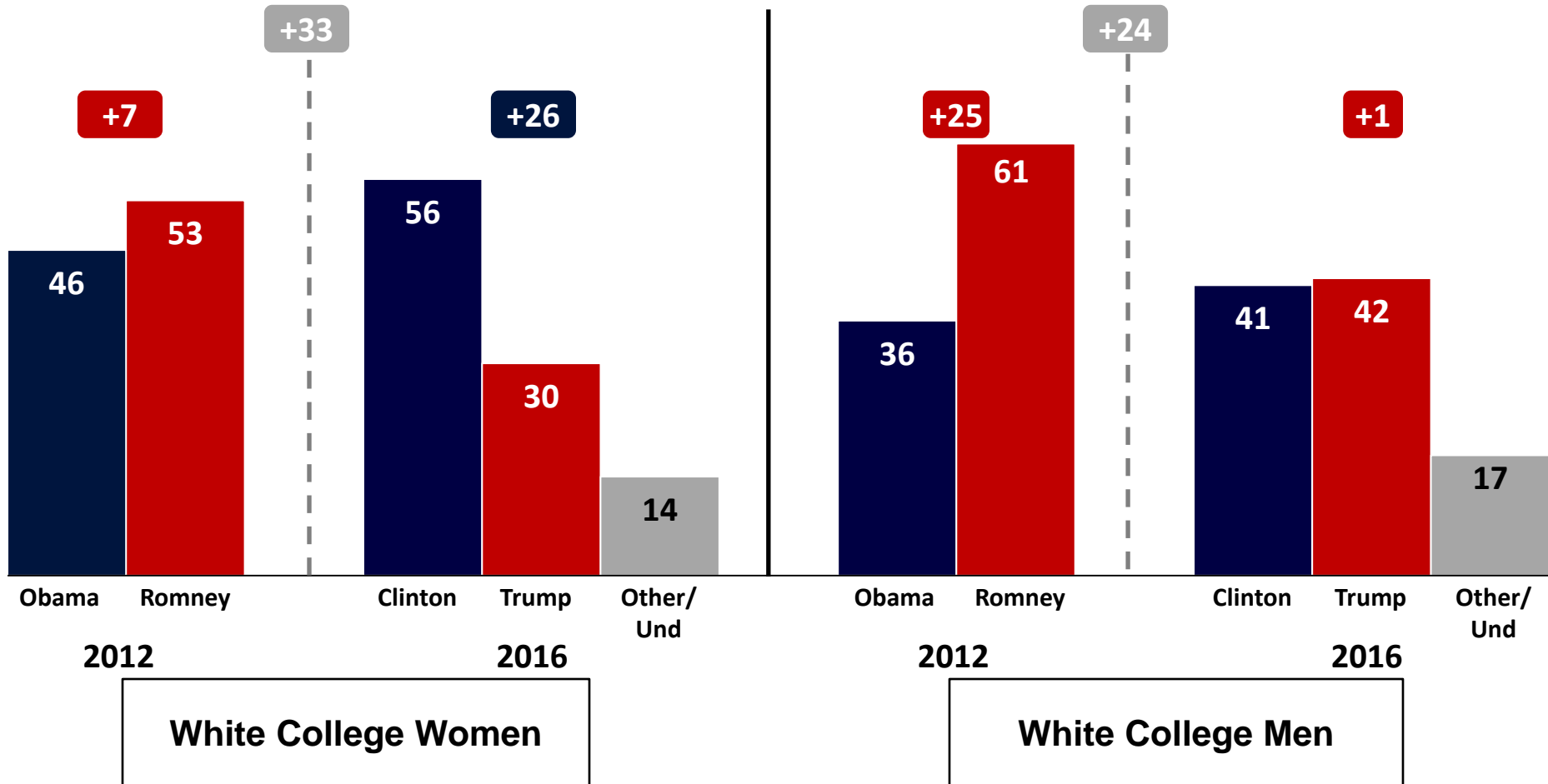


White Millennials



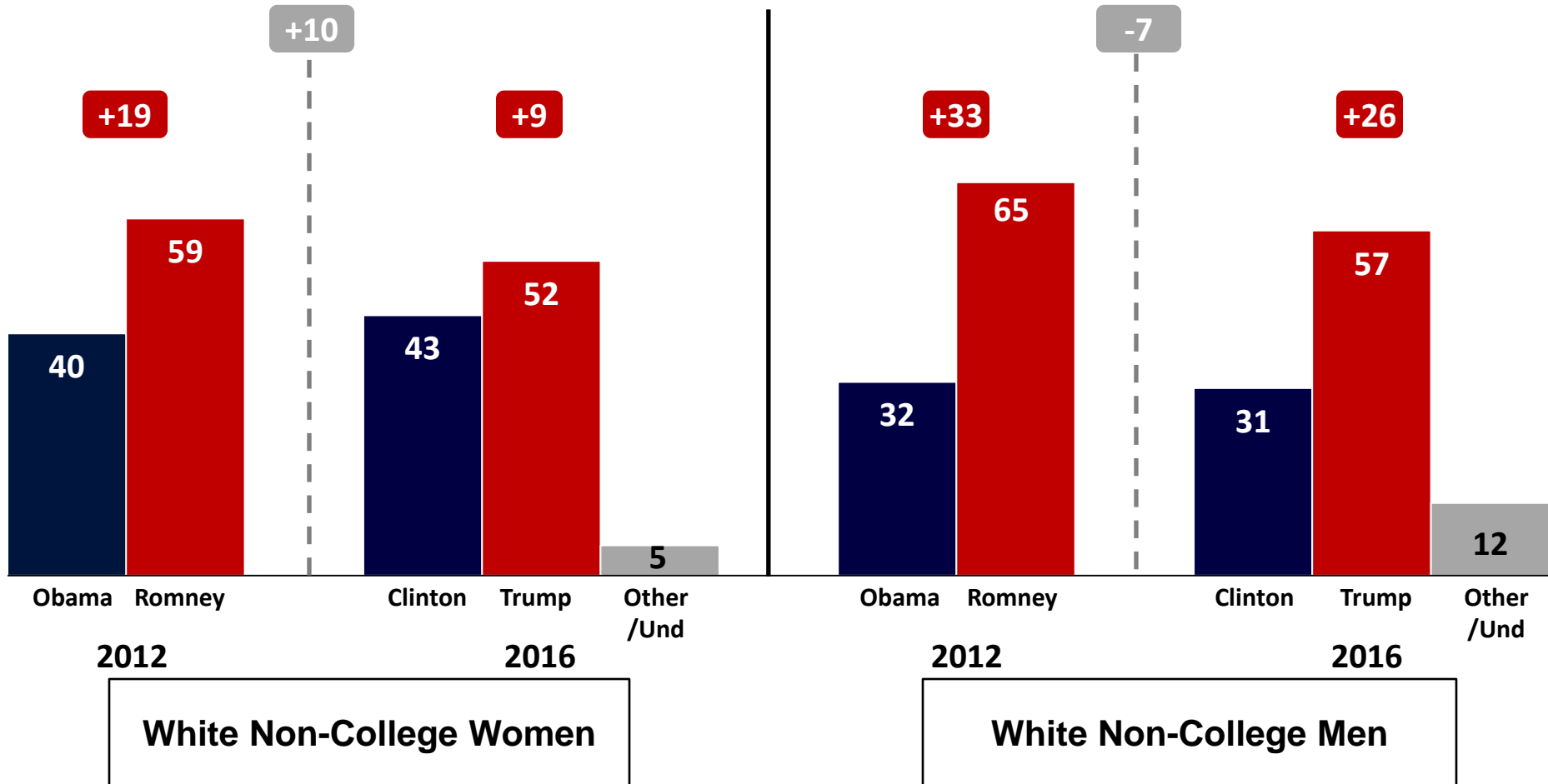
# Clinton landslide with white college women and GOP lose advantage with the men

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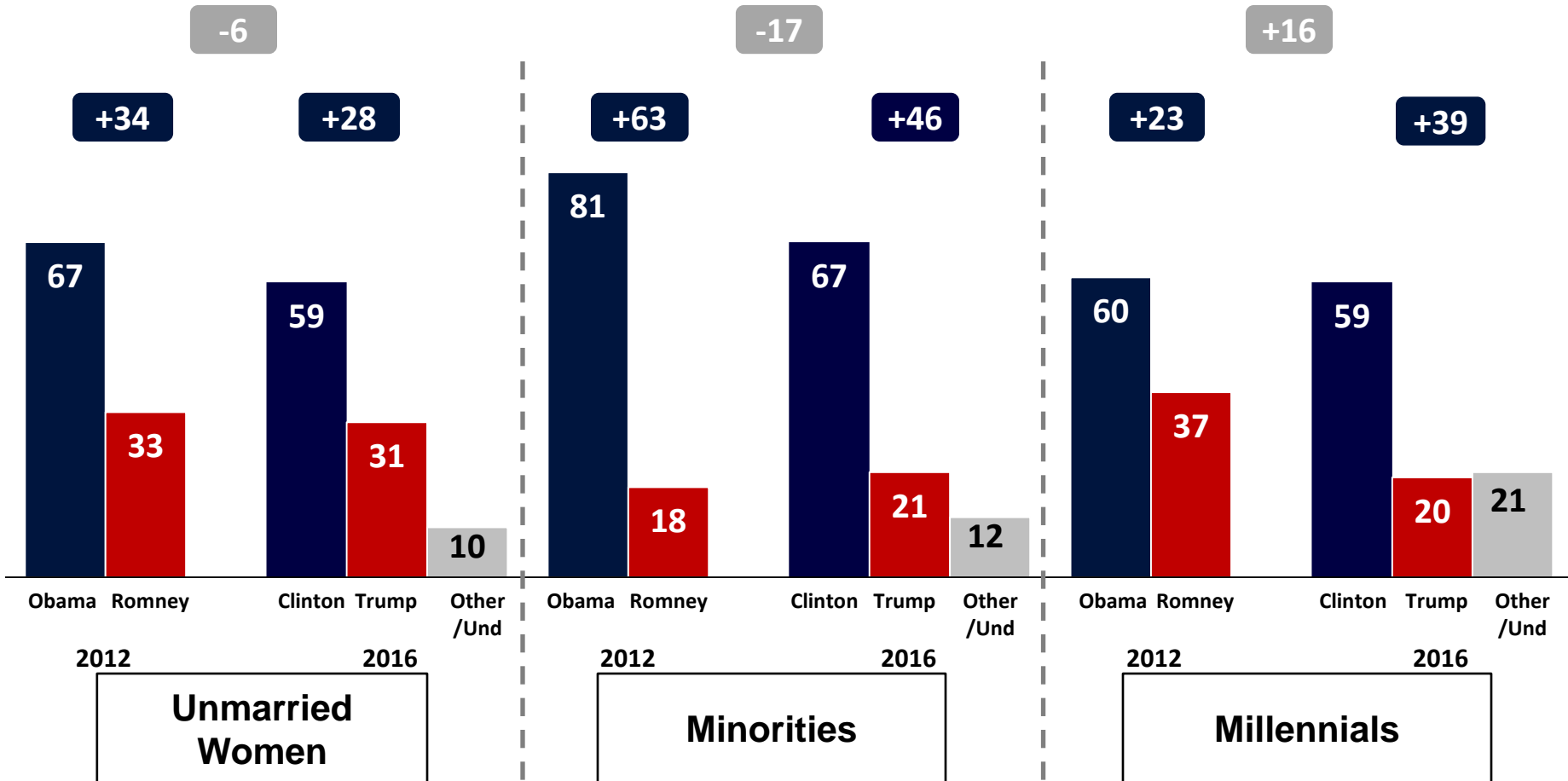
# Even Trump's white working class men vote trails Romney's

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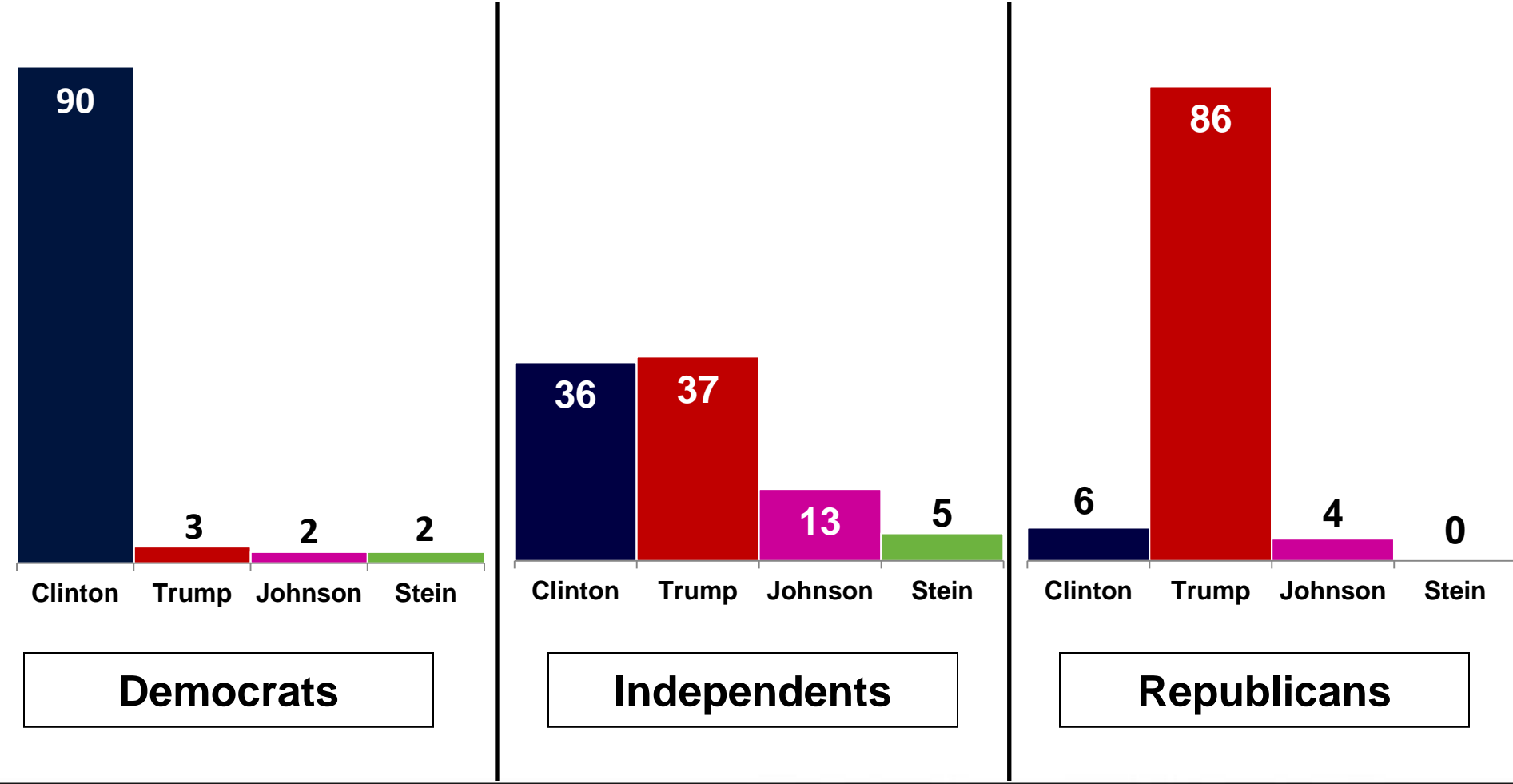
# Surprisingly, Clinton underperforming with unmarried women & minorities, OK with millennials

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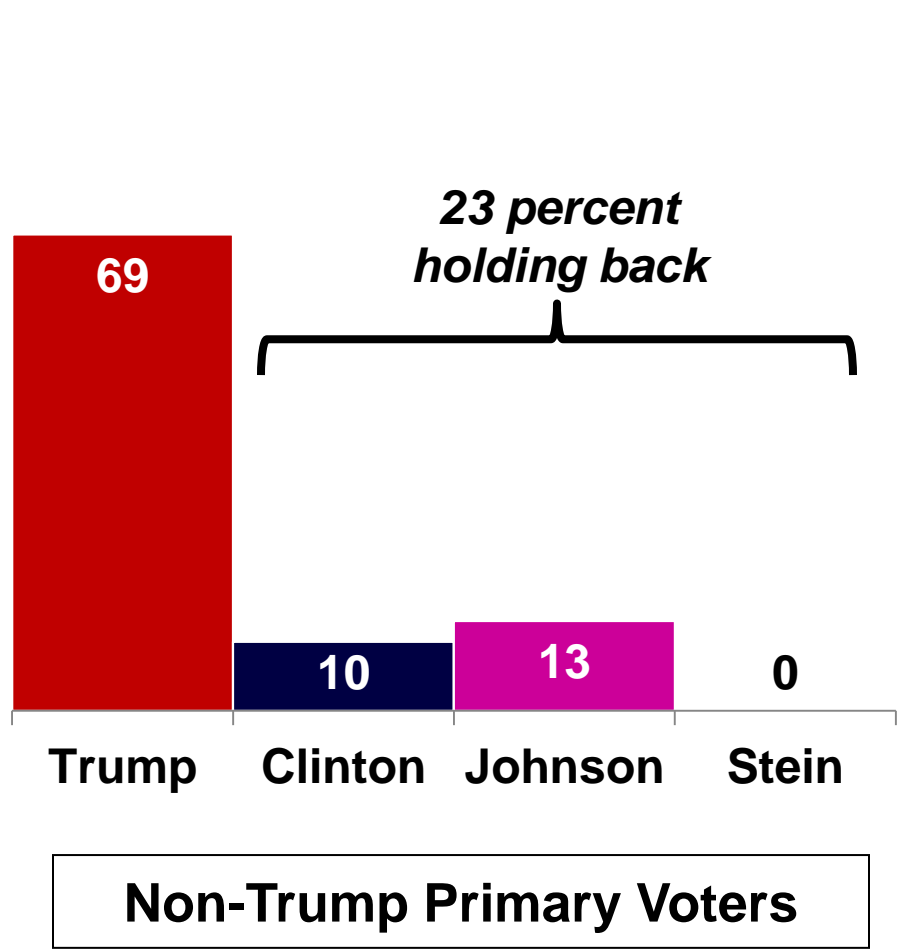
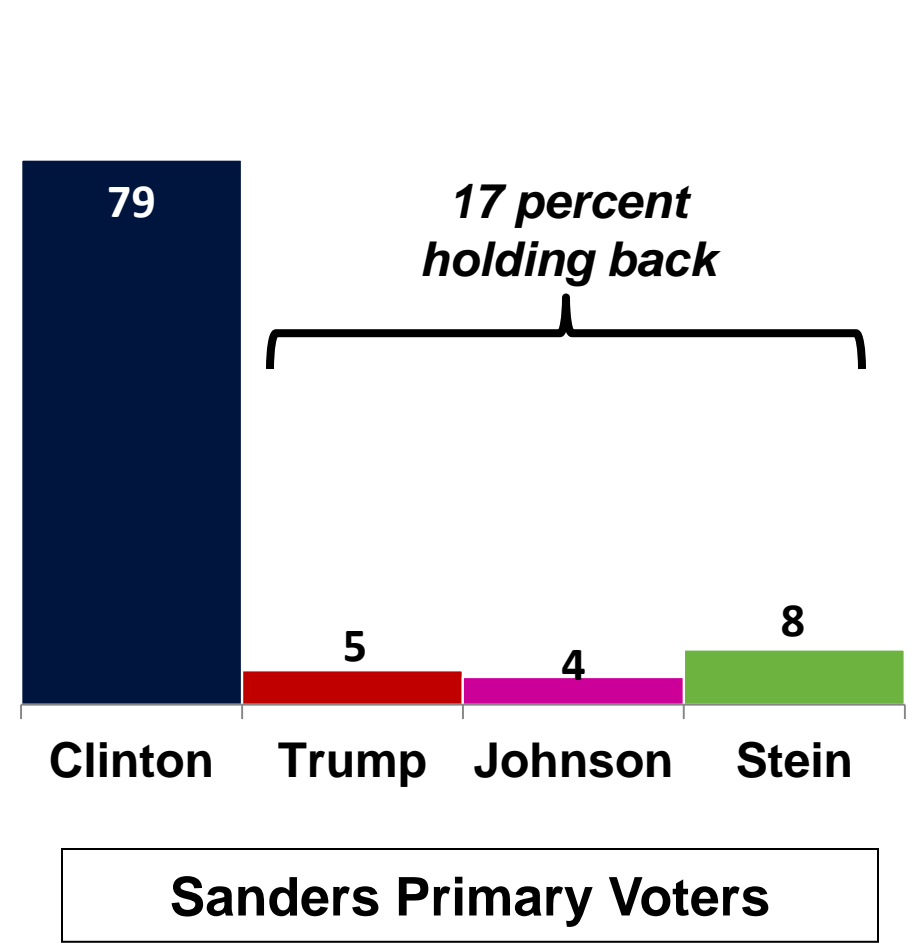
# Clinton stunningly still has room to grow with Democrats

Thinking about the election for President in November, if the election for President were held today, would you vote for --Democrat Hillary Clinton, Republican Donald Trump, Libertarian Gary Johnson, or Green Party Candidate Jill Stein?



# Includes 17 percent of Sanders primary Democrats holding back

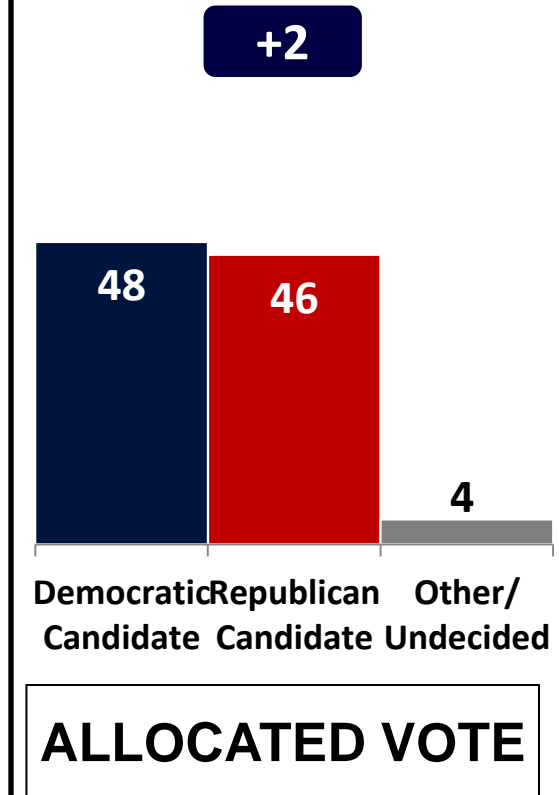
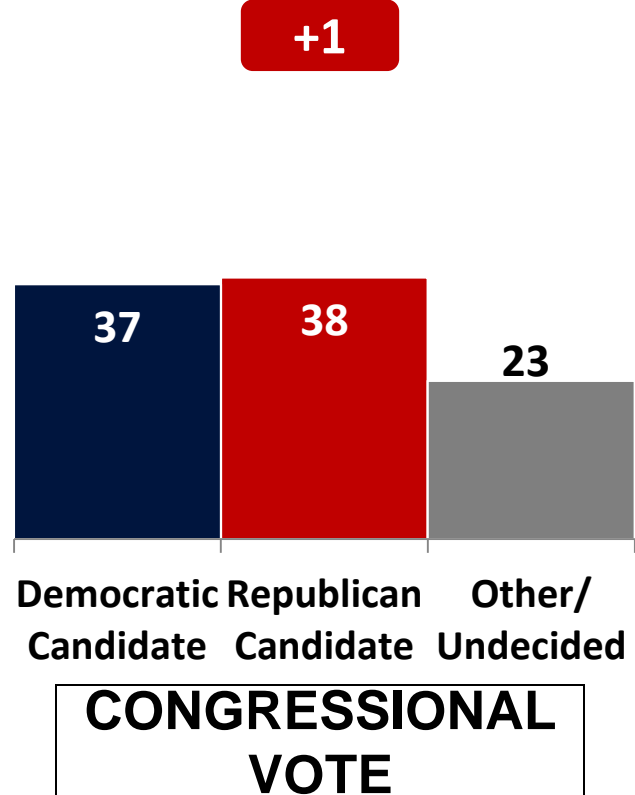
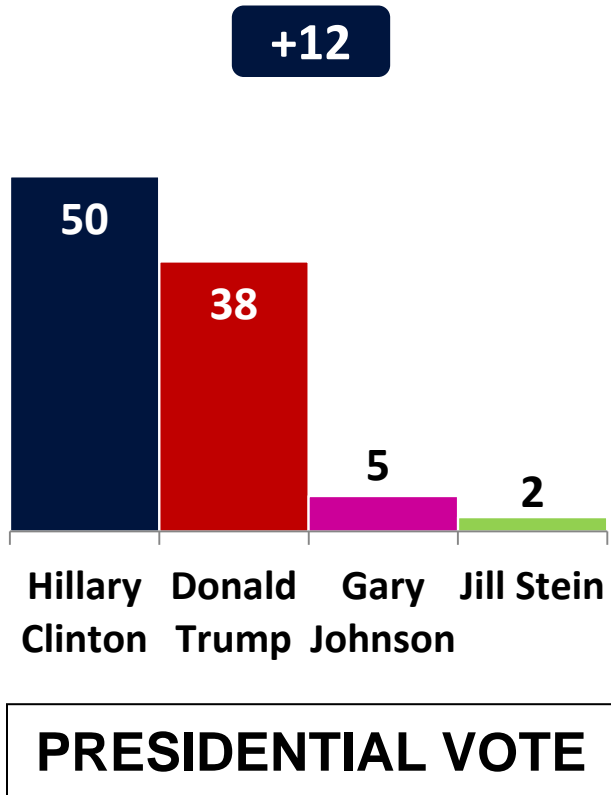
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# GETTING TO A DOWN-BALLOT WAVE

# Clinton has big margins, but named congressional vote has big undecided and allocated only at +2

Thinking about the election for President in November, if the election for President were held today, would you vote for -- Democrat Hillary Clinton, Republican Donald Trump, Libertarian Gary Johnson, or Green Party candidate Jill Stein? / Now, thinking about the election for U.S. Congress in November, would you be voting for -- (Democratic candidate) or (Republican candidate)? \*The names of the Democratic and Republican candidates for U.S. Congress in each district were used; if no candidate it was asked generically



# In simulated campaign, Democrats at +6 in tax debate

Which one of the following statements comes closer to your point of view, even if neither is exactly right.

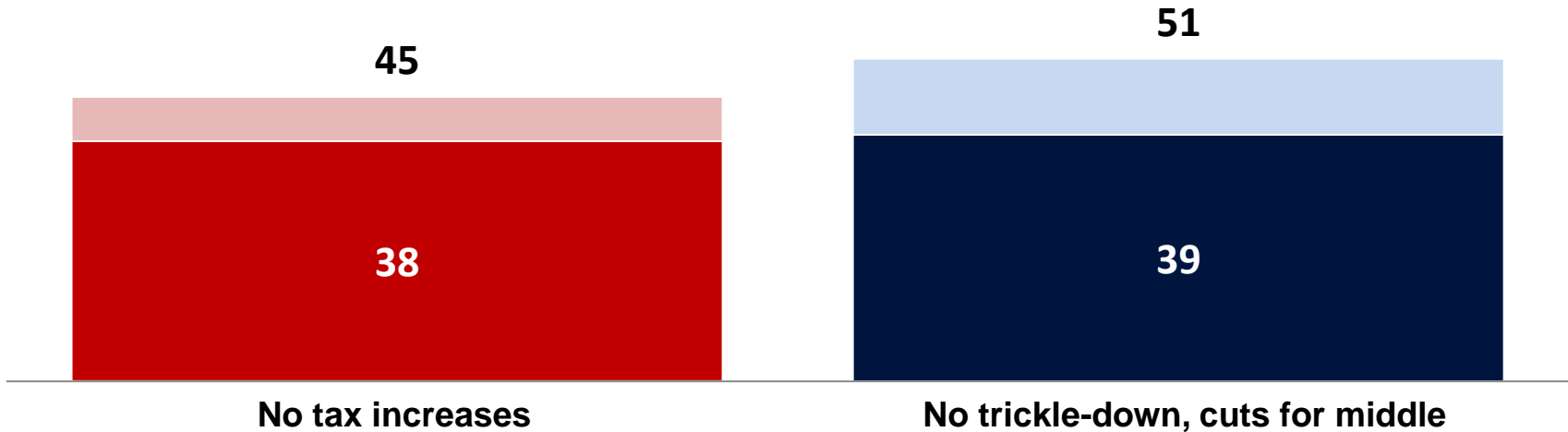
The Republican candidate says, the last thing we need is to increase taxes and give more money to government.

■ No tax increases strongly

The Democratic candidates says, the last thing we need is more trickle down economics, and tax cuts for the rich and corporations. We need tax cuts for the middle class.

■ No tax cuts for rich strongly

+6





# And in simulated campaign, Democrats lead by 6 on priorities

*Which one of the following statements comes closer to your point of view, even if neither is exactly right.*

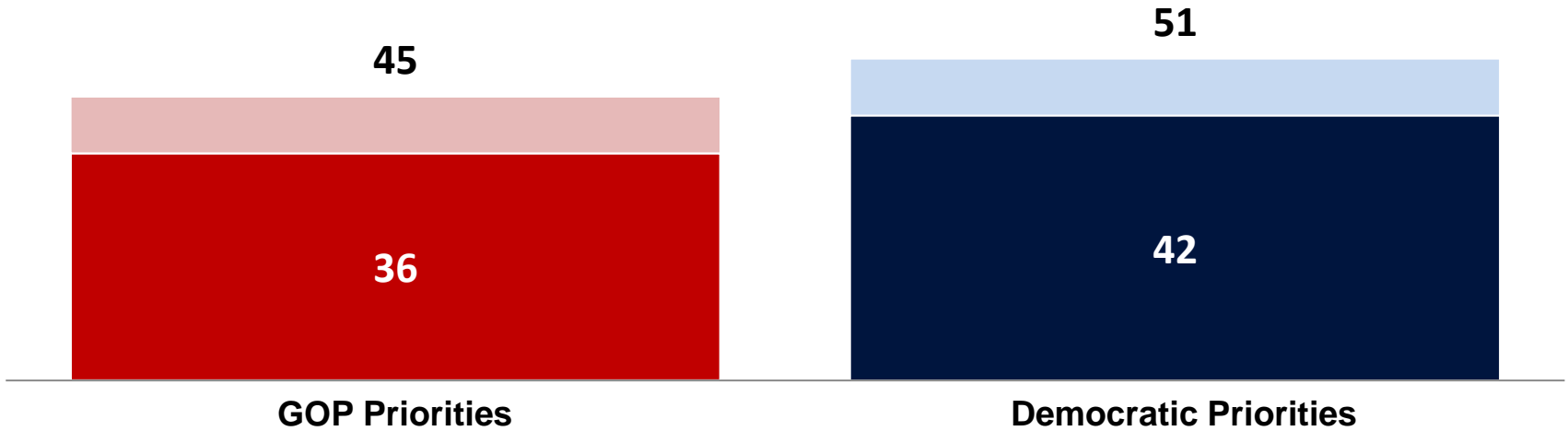
The Republican candidate says my priorities are to repeal and replace Obamacare, balance the budget, national security, and get serious about radical Islamic terrorism.

The Democratic candidate says my priorities are to protect Social Security and Medicare, create more American jobs, ensure equal pay for women, and economic and national security.

■ Gop priorities strongly

■ Democratic priorities strongly

**+6**



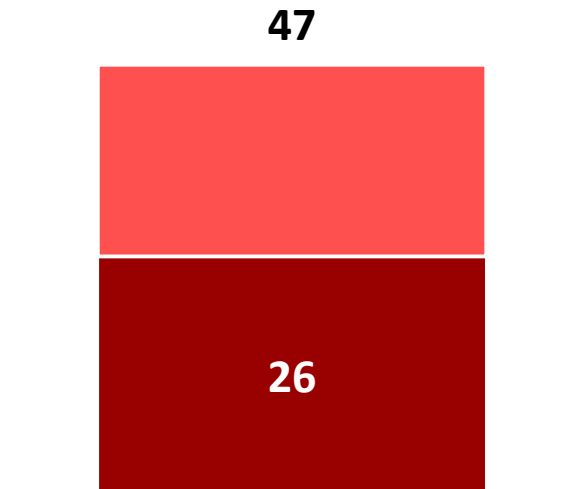
# The current GOP down ballot message: check on Hillary

Now I am going to read you something Republican candidates for Congress are saying about why you should vote for them. Please tell me whether it is a very convincing, somewhat convincing, a little convincing, or not at all convincing reason to vote for (REPCAND16).

## REPUBLICAN DOWNBALLOT MESSAGING

■ Very convincing

*No matter what side you are on, the stakes couldn't be higher. If Hillary Clinton is elected president, we will need leaders who will act as a check, not a rubber stamp. Democrats like my opponent won't oppose higher taxes. They won't oppose more federal spending and oppose increased debts. They won't replace Obama's failed healthcare policies. They won't stop the Supreme Court from going to liberal extremes. And they won't insist the military has the resources it needs to defend us from the many dangers we face. I will.*



# Closing Democratic messages downballot – Trump *or* economy?

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).

## DEMOCRATIC DOWNBALLOT MESSAGING

### GOP & TRUMP

Republican (REPCAND16) sometimes questions what Donald Trump says, but they never spoke up about the hateful and racist things he said about Mexicans as "rapists" or when Trump refused to renounce the support of former KKK leader David Duke, or when Trump made disparaging remarks about veterans, Gold Star families and people with disabilities. Republican candidates took far too long to speak up about Trump's offensive behavior towards women, even when he referred to them as "bimbos," "dogs," "disgusting," and "fat pigs," and said there should be a "punishment" for women who seek an abortion. They said nothing about that. So, we cannot afford to put (REPCAND16) in the U.S. Congress.

Very serious doubts



### ECONOMIC CONTRAST

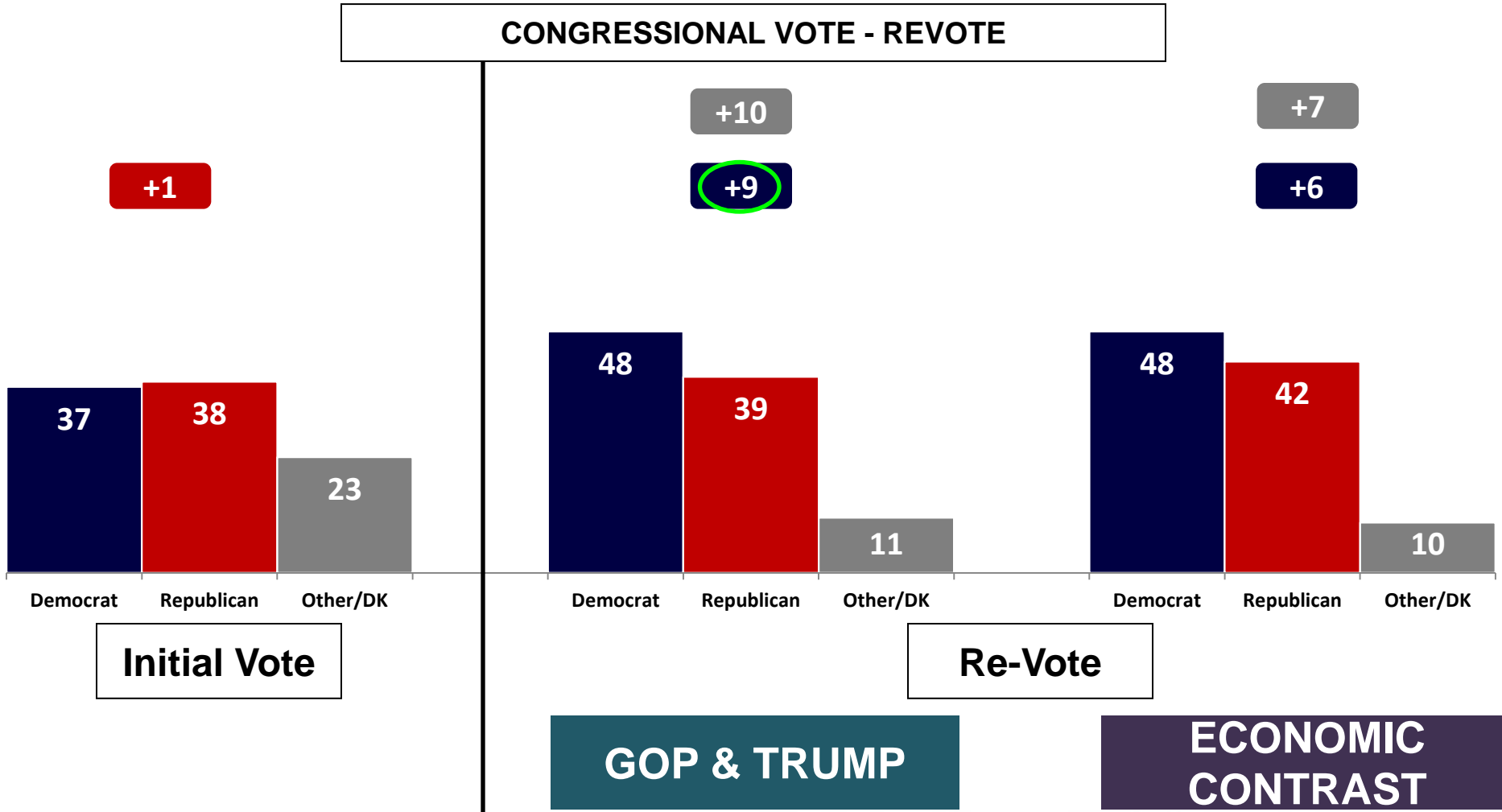
We need an economy for everyone, not just the rich and well connected. But Republican (REPCAND16) supports trickle down economics and more tax cuts for the richest and special breaks for corporations. And huge amounts of money are pouring in from the big oil companies and Wall Street to support him. Well, that's not right. We need to rebuild the middle class. We need to invest in families, education, jobs with rising incomes. Protect Social Security by asking the richest to pay their fair share. So, we cannot afford to put (REPCAND16) in the U.S. Congress.

Very serious doubts



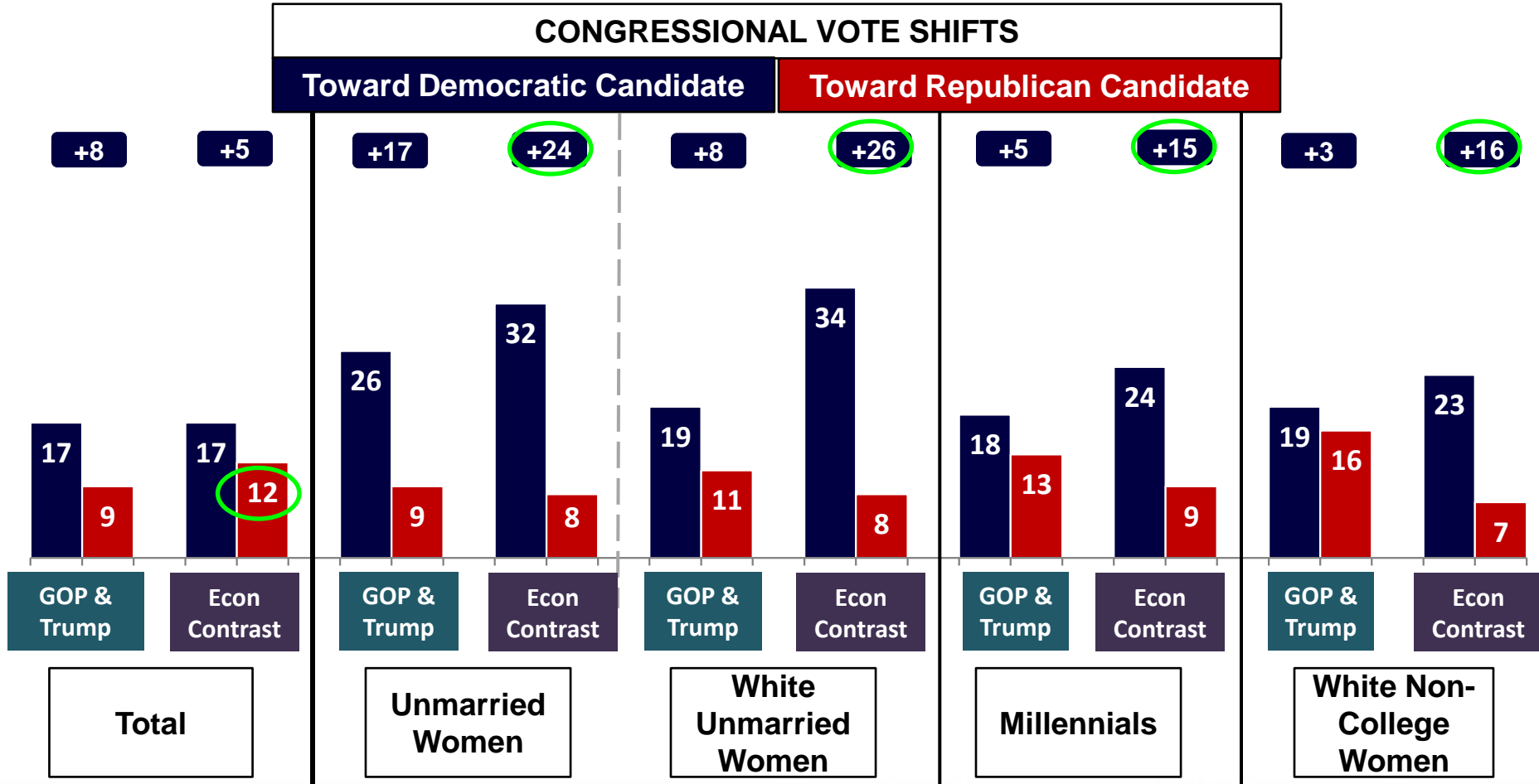
# Overall, GOP & Trump attack takes Dems to 9 point lead -- to edge of majority

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?



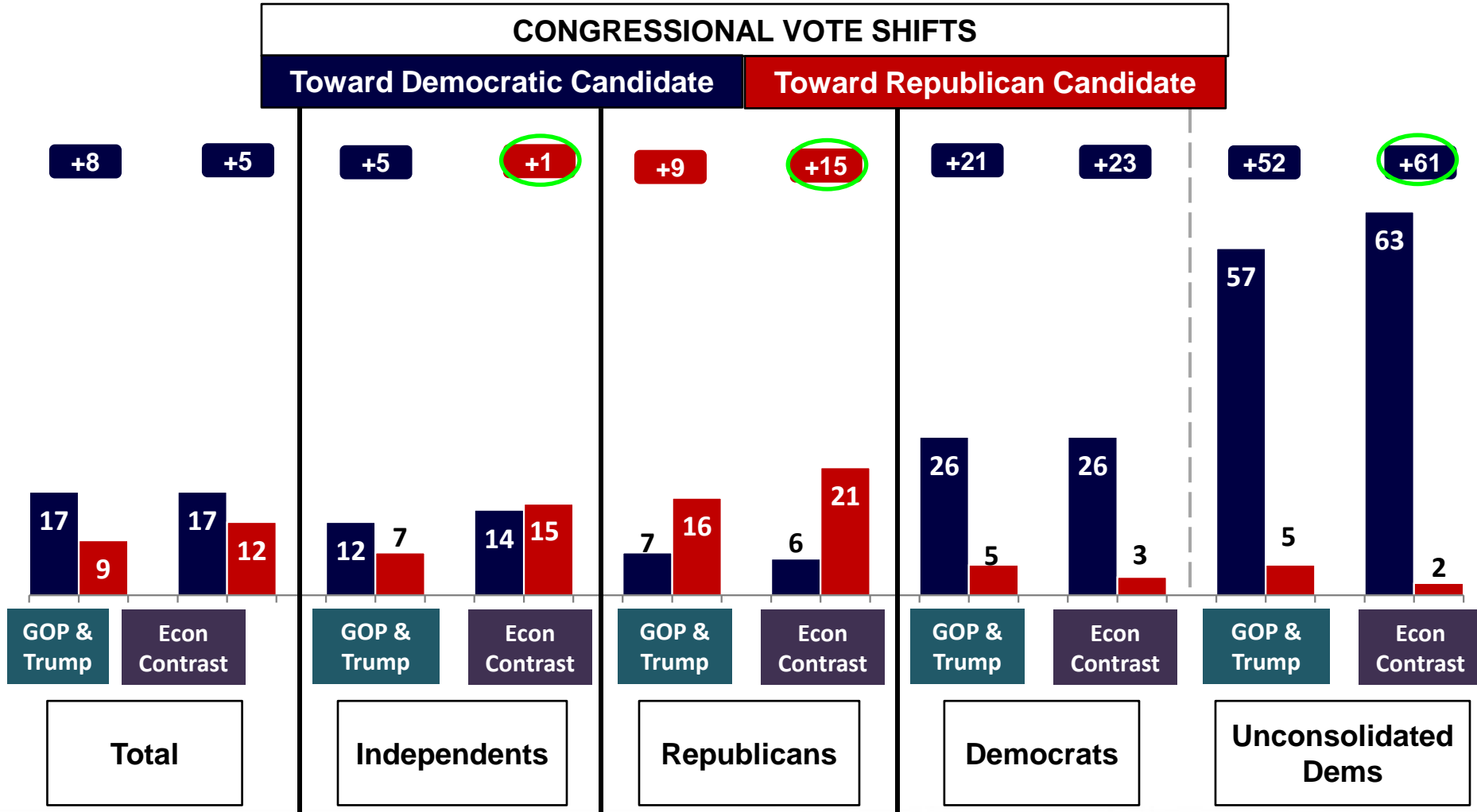
# While Trump strongest overall, economic contrast dramatically shifts unmarried women, millennials and white working class women

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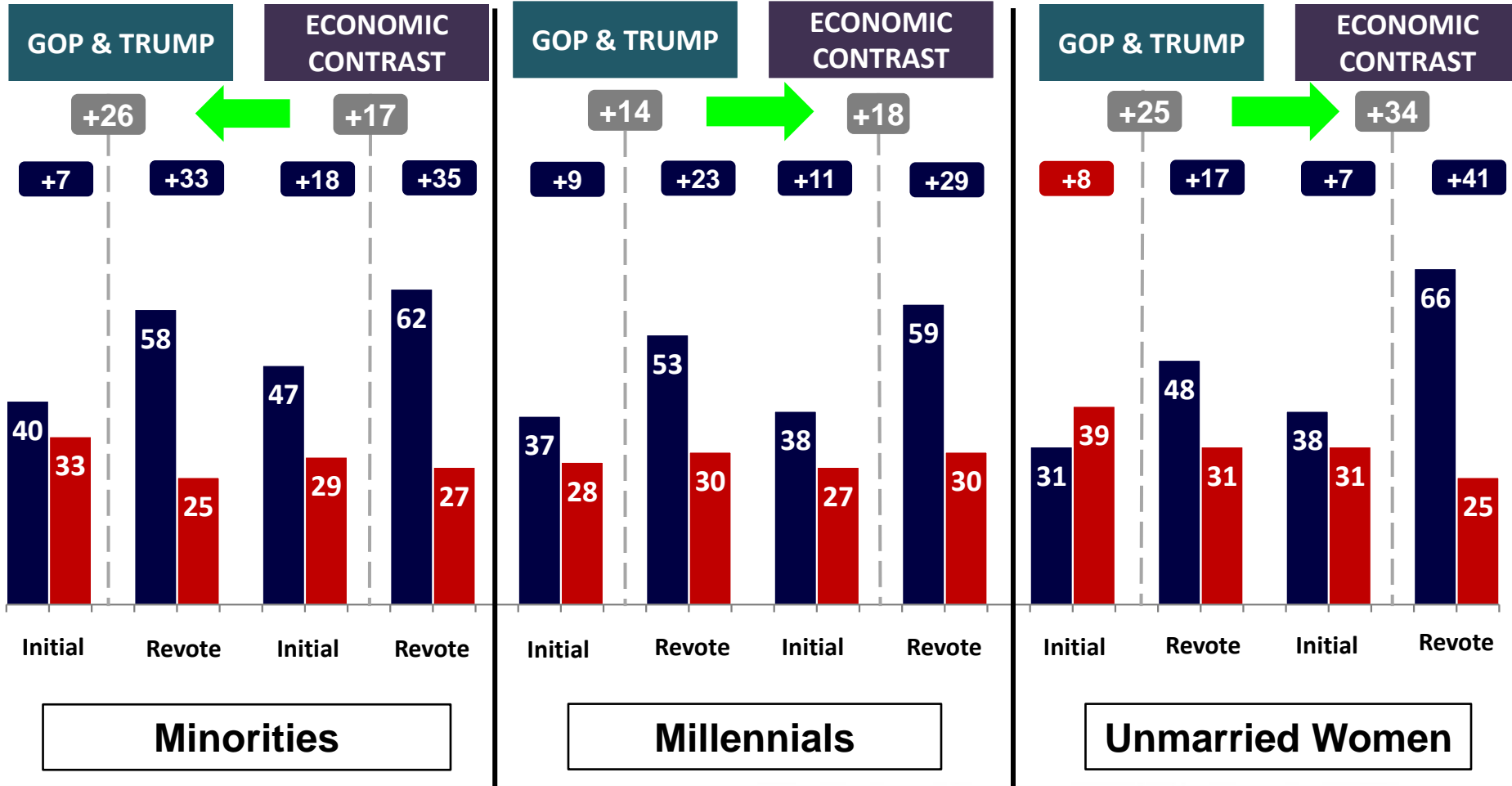
# GOP & Trump does better with independents and Republicans

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# Trump link consolidates minorities but economic contrast gets unmarried women to 60 percent

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