



GREENBERG RESEARCH

**Democrats embraced strong message
on Trump tax cuts & economy & won big**

November 2018

CAMPAIGNS | CORPORATIONS | ADVOCACY | WORLDWIDE

Methodology

National Election Night phone poll.

An election phone poll of 1,250 registered voters was conducted November 4-7, 2018 from a voter-file sample. Two-thirds of respondents were contacted on cell phones in order to accurately reflect the American electorate. Vote share for key demographics were weighted to Catalist vote study. Vote within key demographics were weighted to the Edison exit poll.

The margin of error for national data +/- 2.77 at a 95 percent confidence interval.

Key findings

- Vulnerable Republicans hoped that the GDP and jobs numbers and their signature legislative accomplishment, the tax cut, would persuade voters to keep them in office. Instead, this Election Night survey shows that the country rejected President Trump and the GOP's rosy view of their economy, wages, and tax cuts last Tuesday.
- Wages and rising costs are the heart of problem: voters from the college educated suburbs to the white working class reject the suggestion that their wages are keeping up with costs. Health care costs in particular are a crisis and many are struggling with student debt.
- Voters oppose the new tax law by an 8-point margin. Majorities report no personal benefit from the new tax cut, say it benefitted the rich and corporations at their expense, and believe it threatens Medicare, Medicaid and Social Security.
- Democrats won with a strong message that the Trump economy is failing to raise wages and that the GOP tax law gives huge benefits to the rich, drives up the deficit and puts Social Security, Medicare, Medicaid and investments in education at risk – as we recommended!
- Making the economy work for everyone and protecting Medicare and Social Security from cuts were top reason to support the Democrats for Congress.
- The new Congress begins with epic support for public education, hostility to Betsy DeVos.

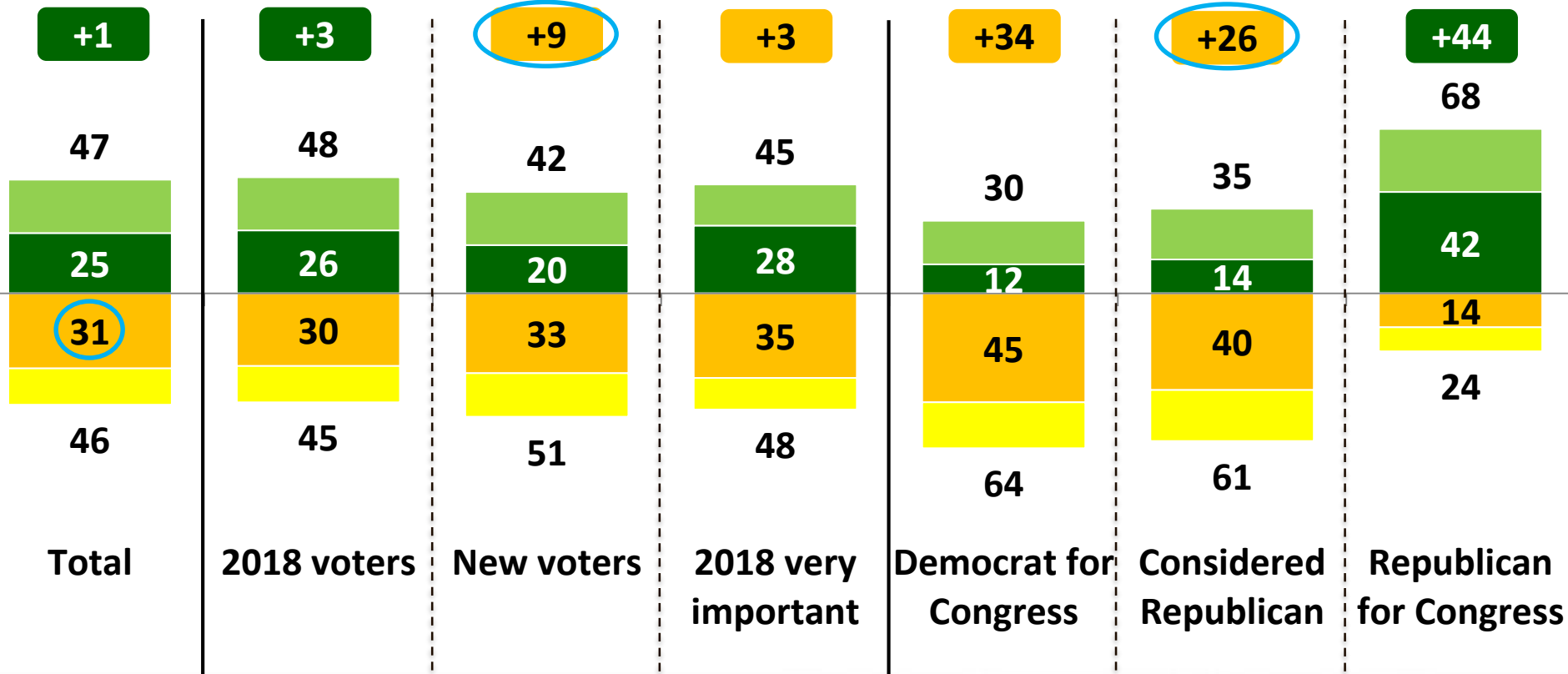
Voters rejected Trump and GOP's rosy view of the economy

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

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

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

■ Strong Much ■ Strong Somewhat ■ Can't Keep Up Much ■ Can't Keep Up Somewhat



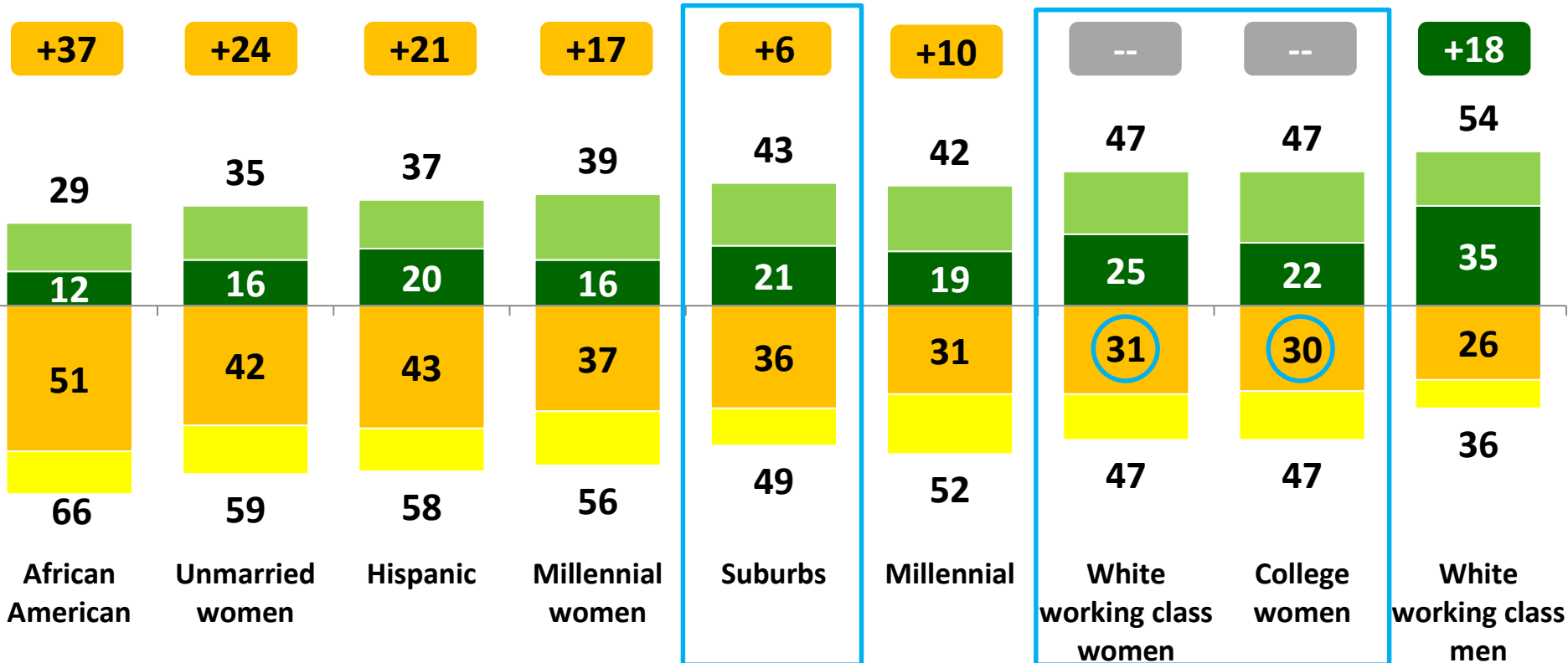
Women in swing House districts not good targets for GOP's economy ads

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

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

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

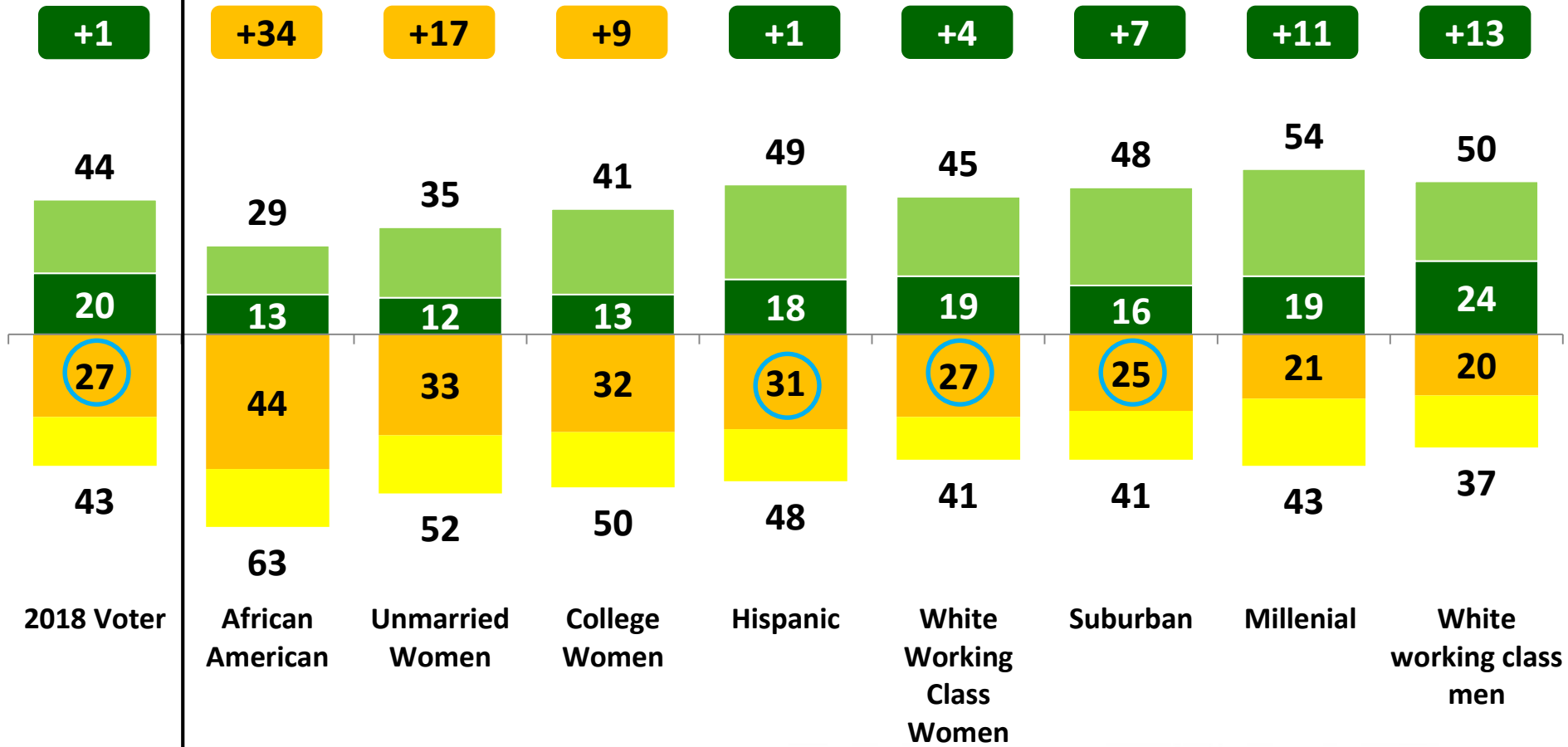


No enthusiasm about wage increases across all groups

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

My wages are rising

Strongly agree Somewhat agree Strongly disagree Somewhat disagree

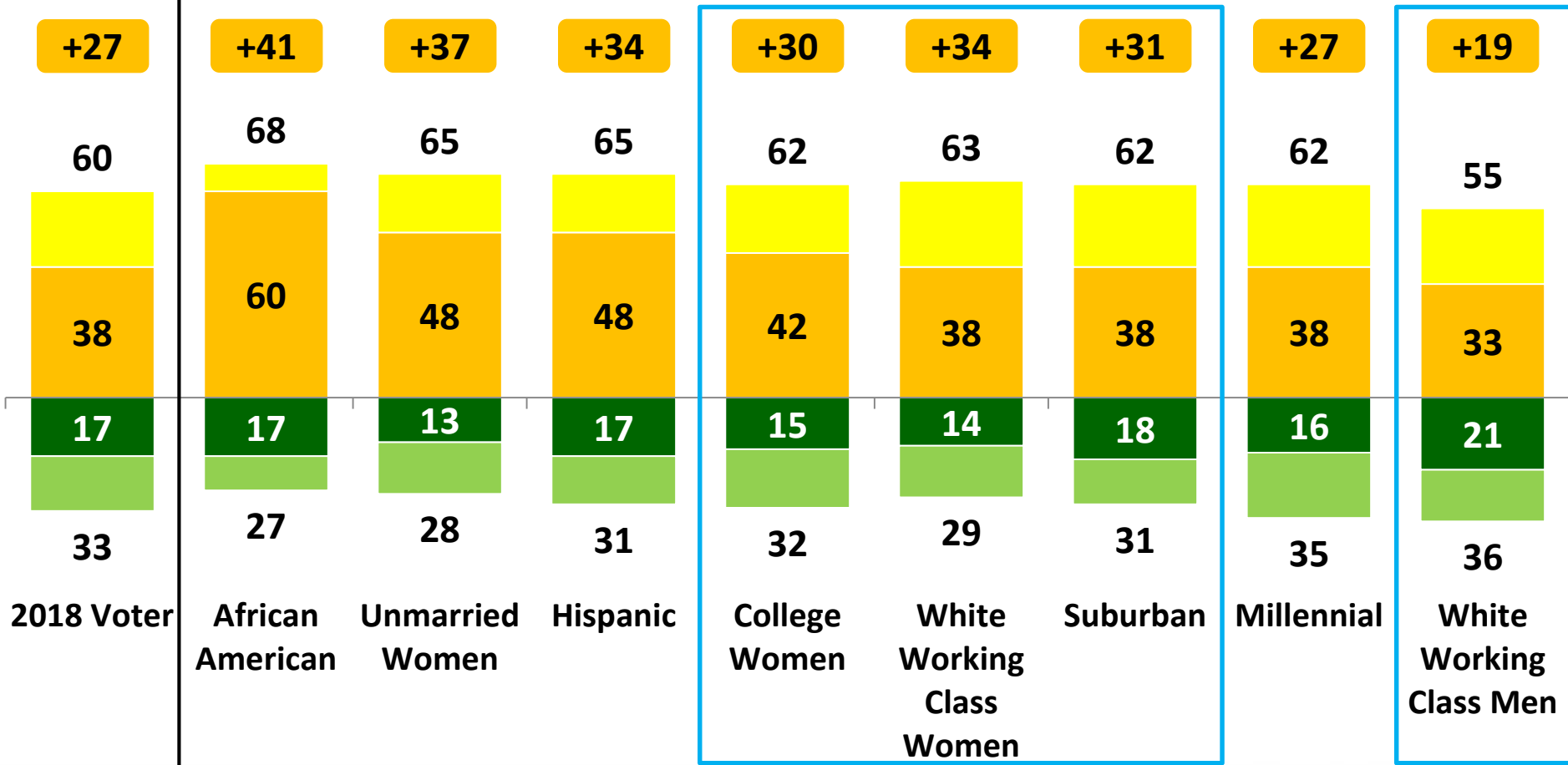


Angry rejection of wages keeping up with costs

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

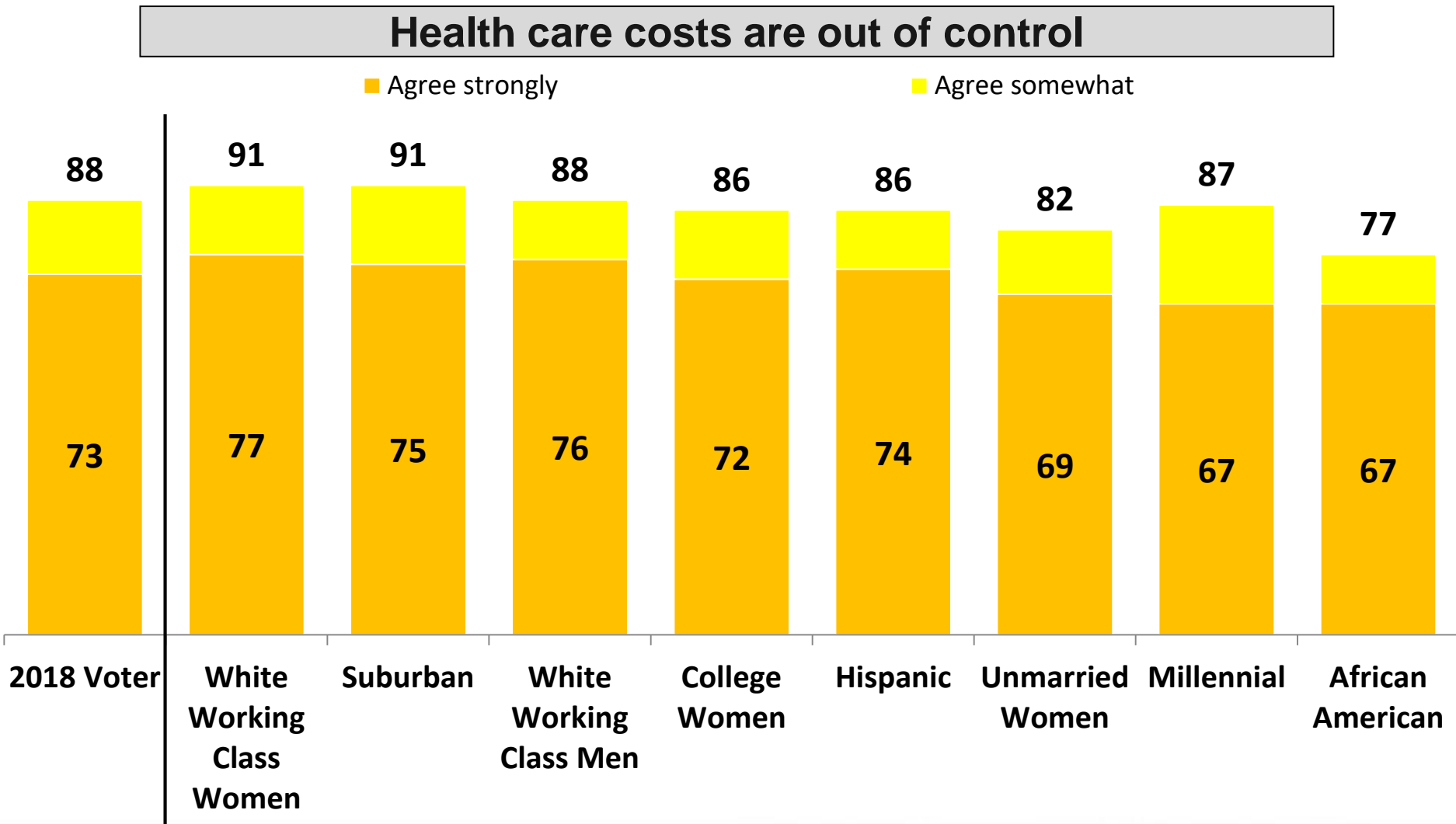
My wages aren't keeping up with the cost of living

■ Strongly agree
 ■ Somewhat agree
 ■ Strongly disagree
 ■ Somewhat disagree



Universal agreement that health care costs are out of control

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

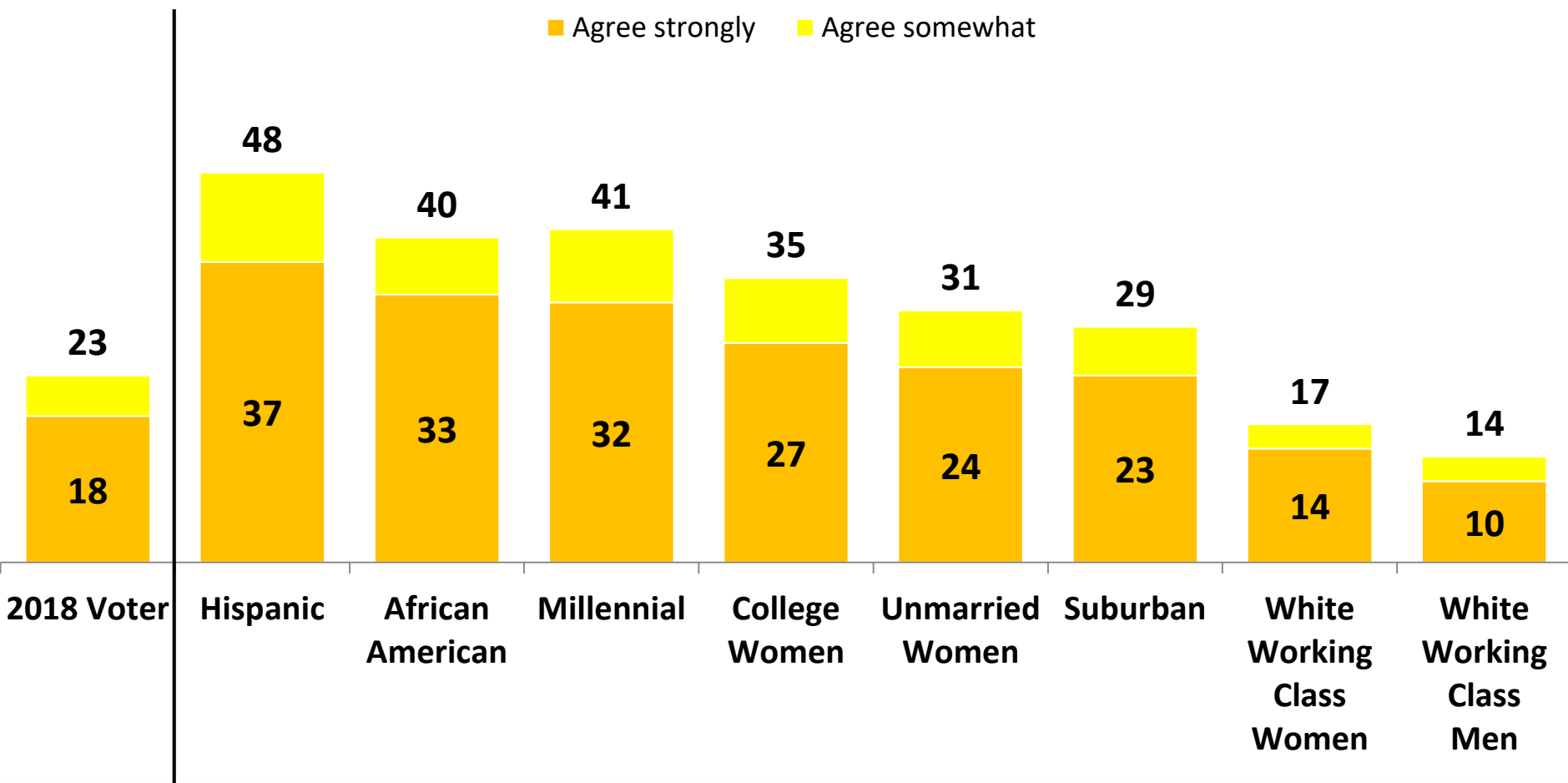


Student loans make cost of living crisis and saving for retirement even harder

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

I'm struggling to pay off student loans

■ Agree strongly ■ Agree somewhat

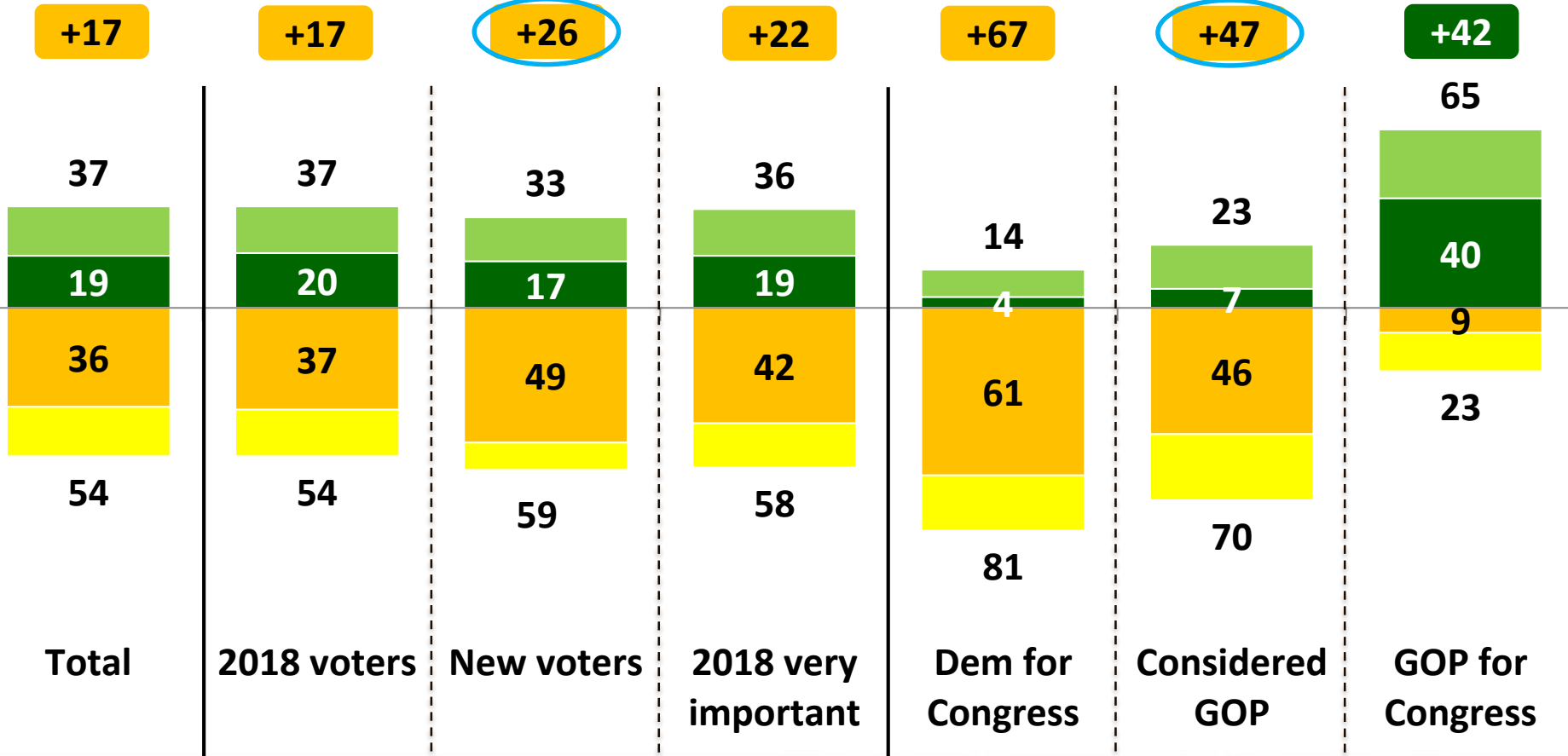


Majority of voters report no personal gain from tax cut

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

The new tax law is benefitting me personally

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



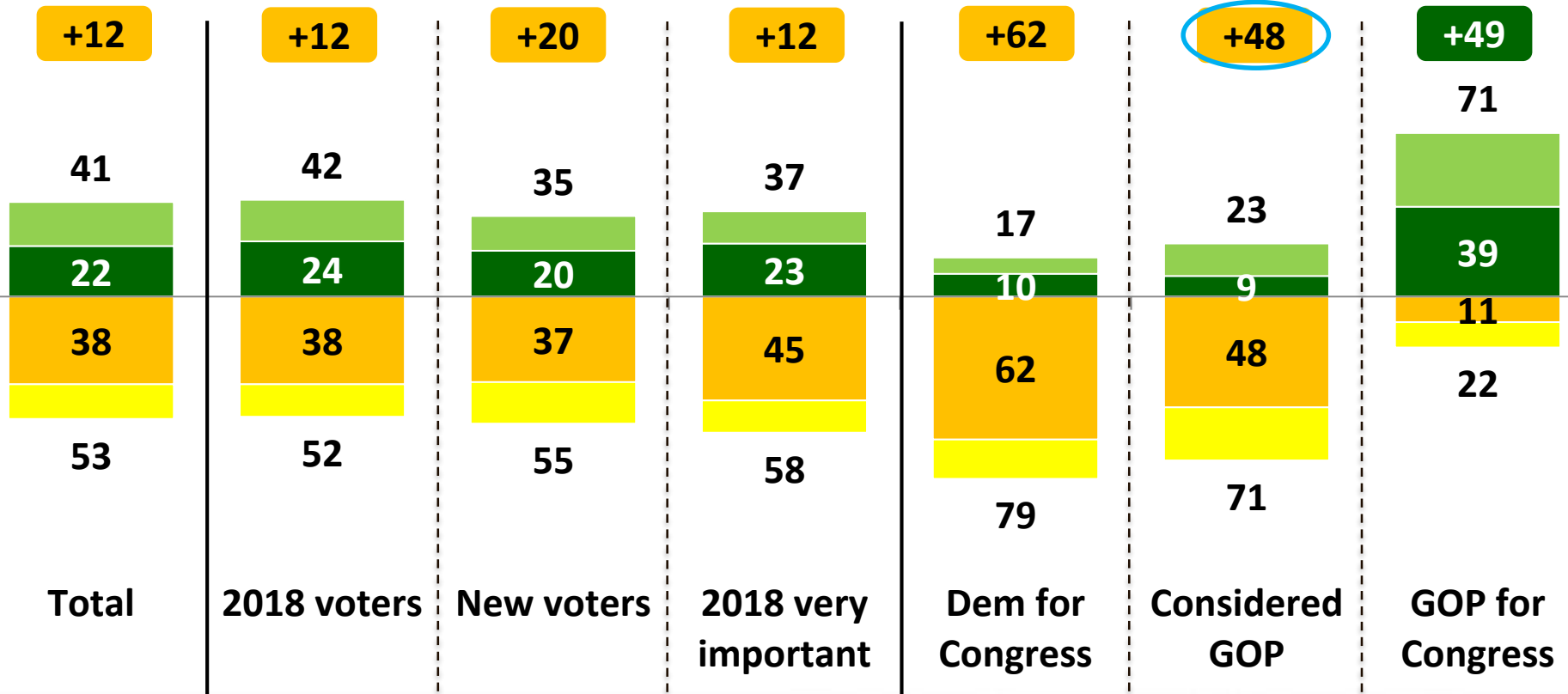
Majority of voters, especially persuadable voters, say cut for rich at their expense

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

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

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

■ Middle Class Much ■ Middle Class Somewhat ■ Corporations Much ■ Corporations Somewhat

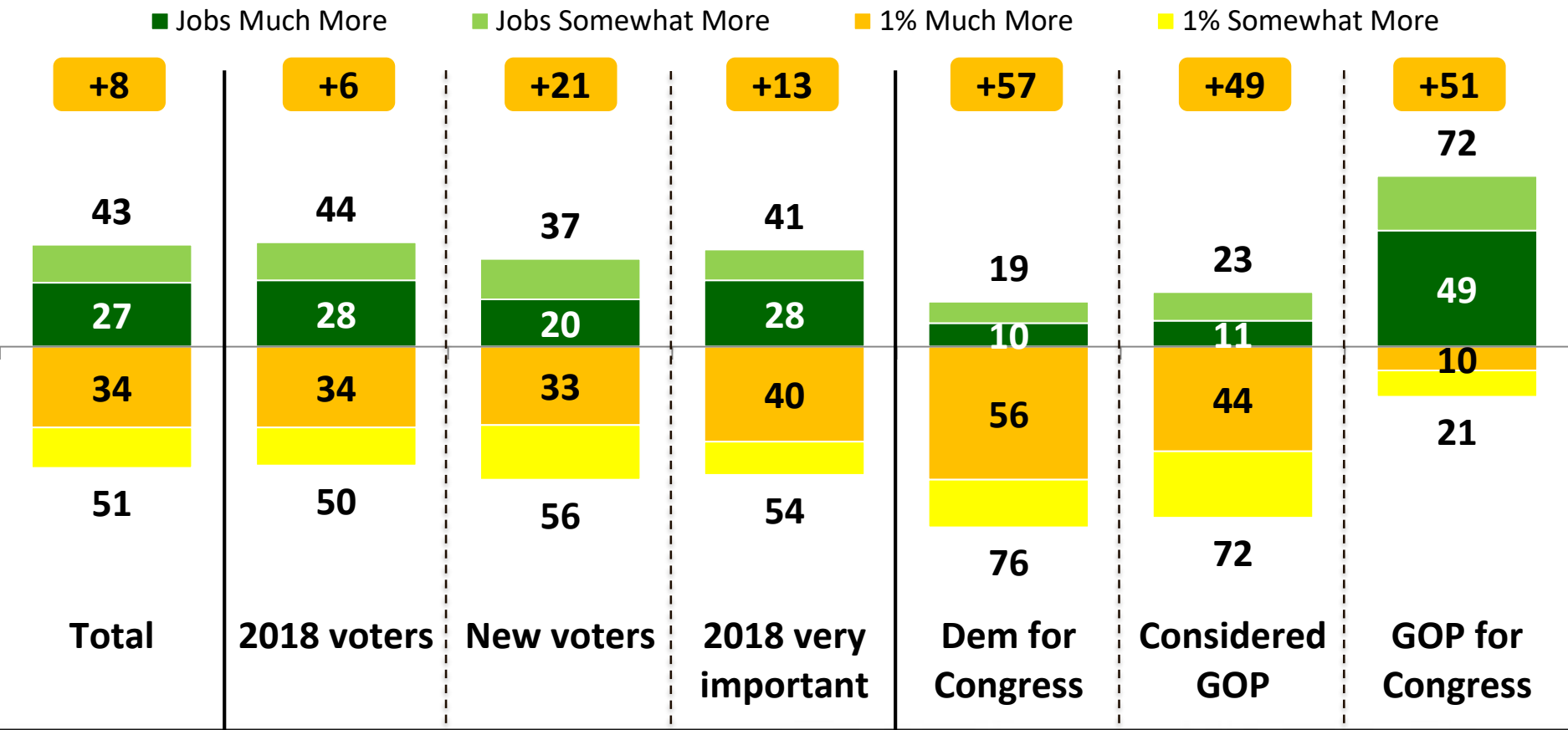


Half of voters, majority of persuadables, say cut threatens retirement & Medicaid

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

The new tax law helped corporations invest in America, created more American jobs and pushed up wages to create a great economy.

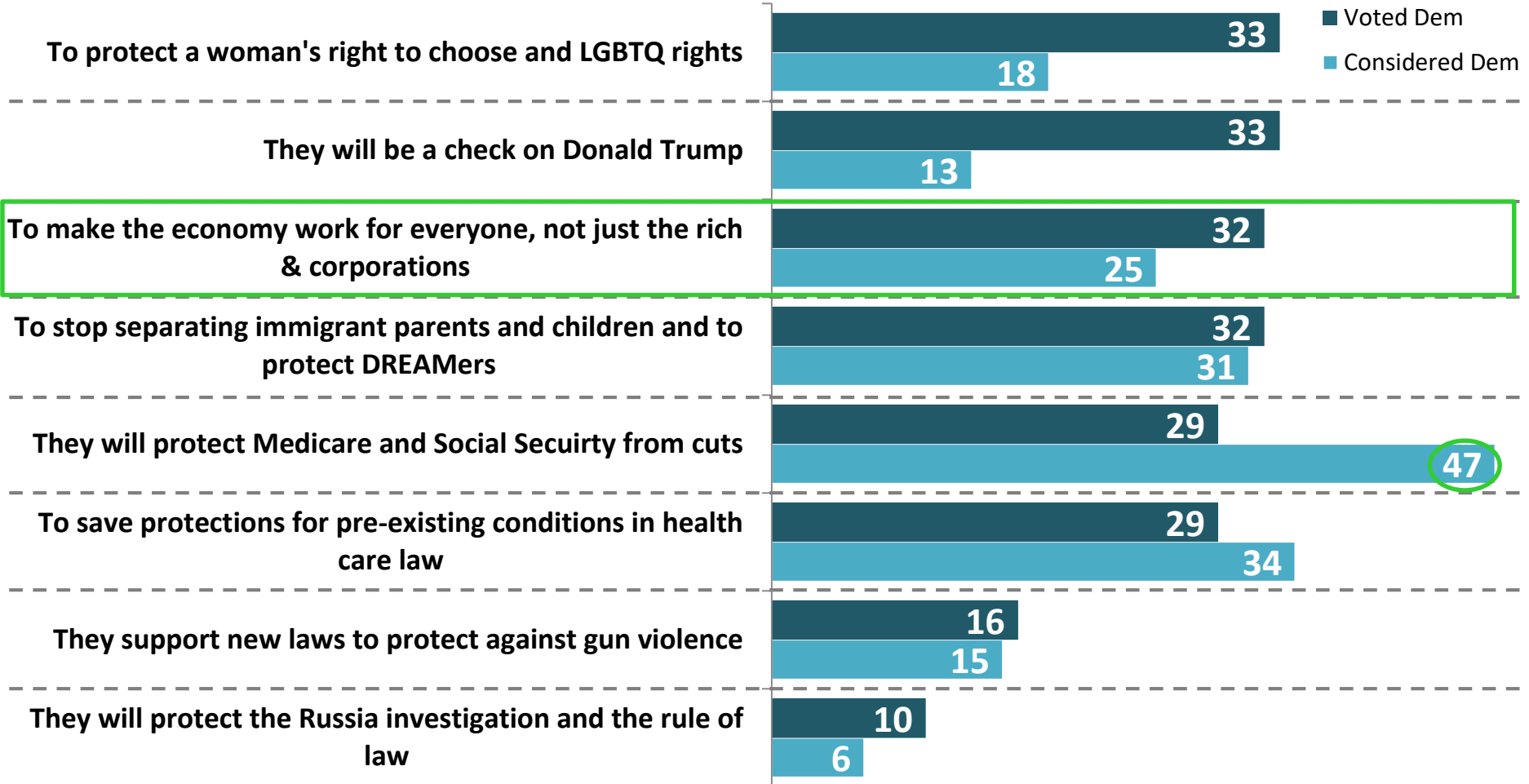
The new tax law enriched corporations and the top 1 percent, drove up the deficits that threaten Social Security, Medicare, and Medicaid.



Economy for all & prevent Medicare/Social Security cuts big reasons, as AFT pushed

Which **THREE** describe the most important reasons why you voted for the Democratic candidate for Congress in your district?

REASONS TO VOTE FOR DEMOCRAT FOR CONGRESS

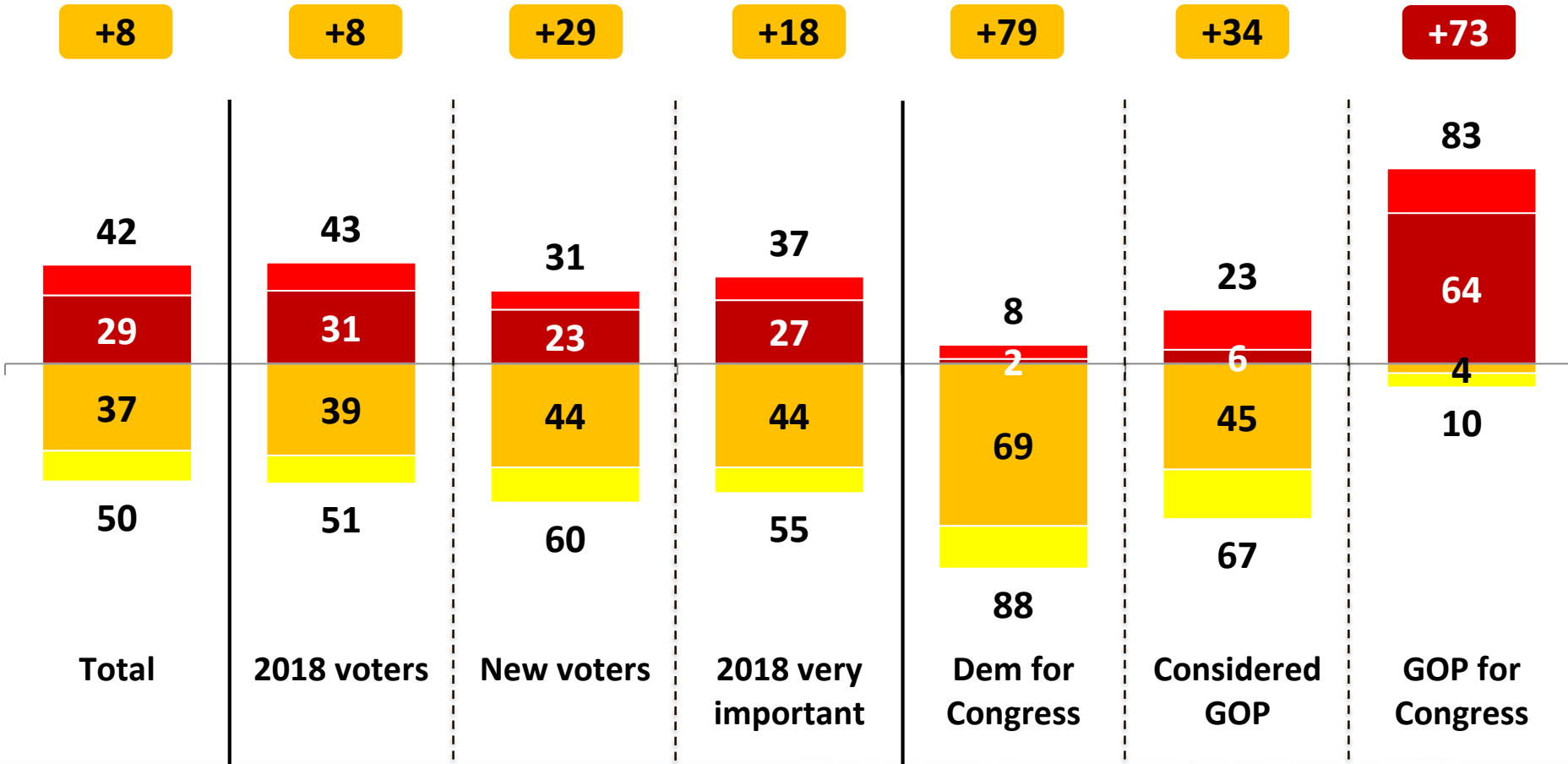


Majority of voters, motivated voters & persuadables opposed tax cut

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?

OPPOSITION TO TAX CUT

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



Epic support for public education and contempt for Betsy DeVos

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

FAVORABILITY AMONG 2018 VOTERS

■ Very warm

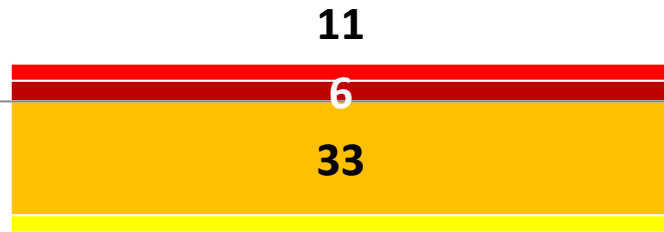
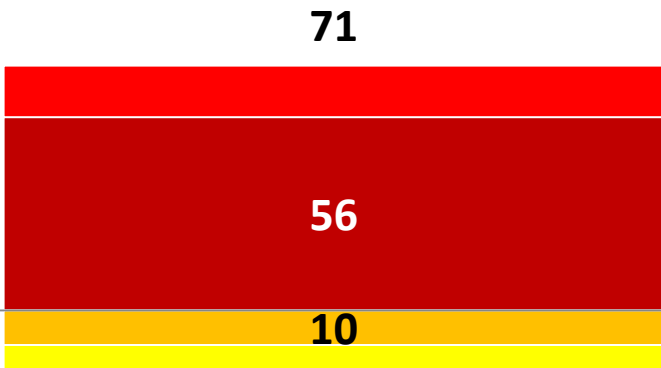
■ Warm

■ Very cool

■ Cool

+54
Mean:
73.3

+27
Mean:
28.0



Public Education

Betsy DeVos

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