



DEMOCRACY CORPS  
CARVILLE ♦ GREENBERG

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# Unique web panel shows how RAE really delivered 2018

**December, 2018**

**GREENBERG** RESEARCH

# Innovative new research program

## BATTLEGROUND PHONE POLL



## ON-GOING RAE+ BATTLEGROUND PANEL

4 phone polls in 2018:

April 5-12

June 11-14

September 4-10

November 4-7



1,000 registered voters wave 1-3

714 registered voters wave 4

Voter file matched

65% reached on cell phones

Taking political & cultural measures  
nationally & among the RAE+

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



4 web-surveys in 2018:

April 4-16 among 3,137

June 11-28 among 1,813

Aug. 28 – Sept. 10 among 1,085

November 1-14 among 791

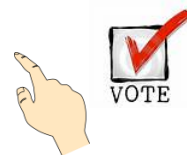


Among unmarried women,  
millennials, minorities (RAE) +  
white working class women (RAE+)

732 are 2018 Voters

Voter file matched  
With 'touch-ins' between waves

Tracking changing attitudes  
Vote preference & engagement



# HOW THE RAE VOTED

# Democrats outperformed 2016 vote among all types of women

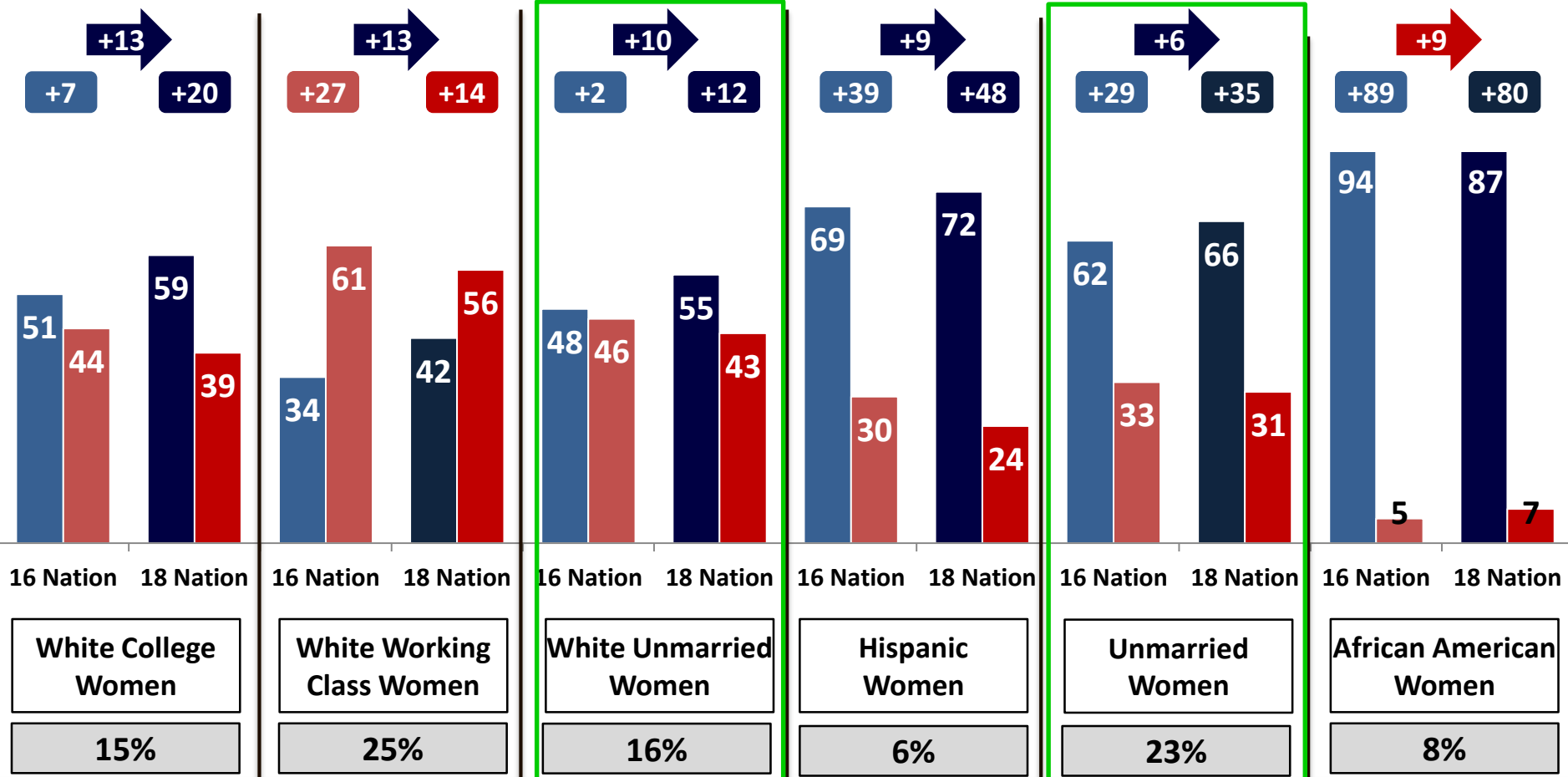
Now let me ask you about the election for Congress. Did you vote for (ROTATE) the Democratic candidate or the Republican candidate?

## 2016 V. 2018 NATIONAL CONGRESSIONAL VOTE

% of 2018 voters

■ Clinton 2016/Democrat 2018

■ Trump 2016/Republican 2018



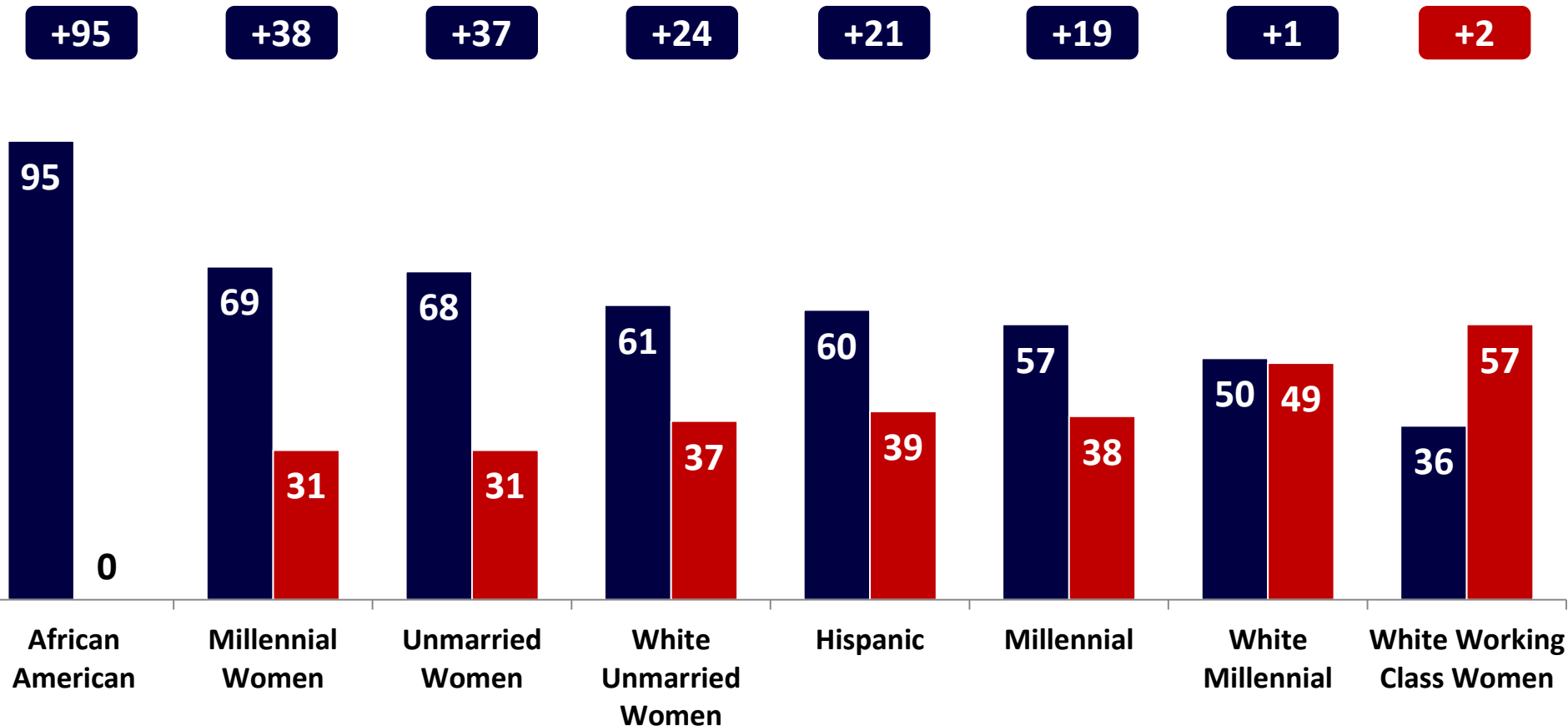
# All RAE delivered huge House margins, except white millennials

*Thinking about the election for U.S. Congress in your district, did you vote for – (Democratic candidate) or (Republican candidate)?*

## CONGRESSIONAL BALLOT IN STATE BATTLEGROUND

■ Democrat for Congress

■ Republican for Congress



# RAE delivered late surge in margin in Rust Belt states

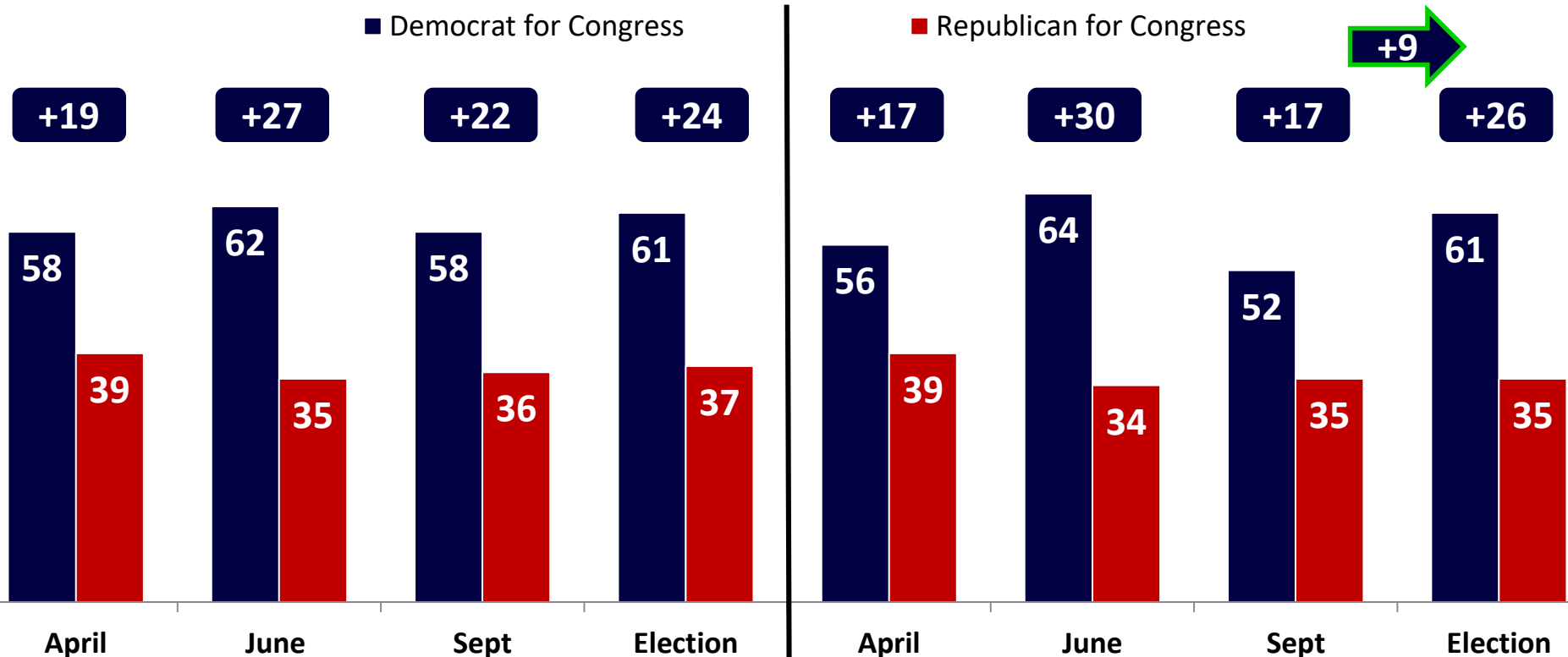
*Thinking about the election for U.S. Congress in your district, did you vote for – (Democratic candidate) or (Republican candidate)?*

## CONGRESSIONAL BALLOT IN STATE BATTLEGROUND

### RISING AMERICAN ELECTORATE

■ Democrat for Congress

■ Republican for Congress



Diverse States

Rust Belt + States

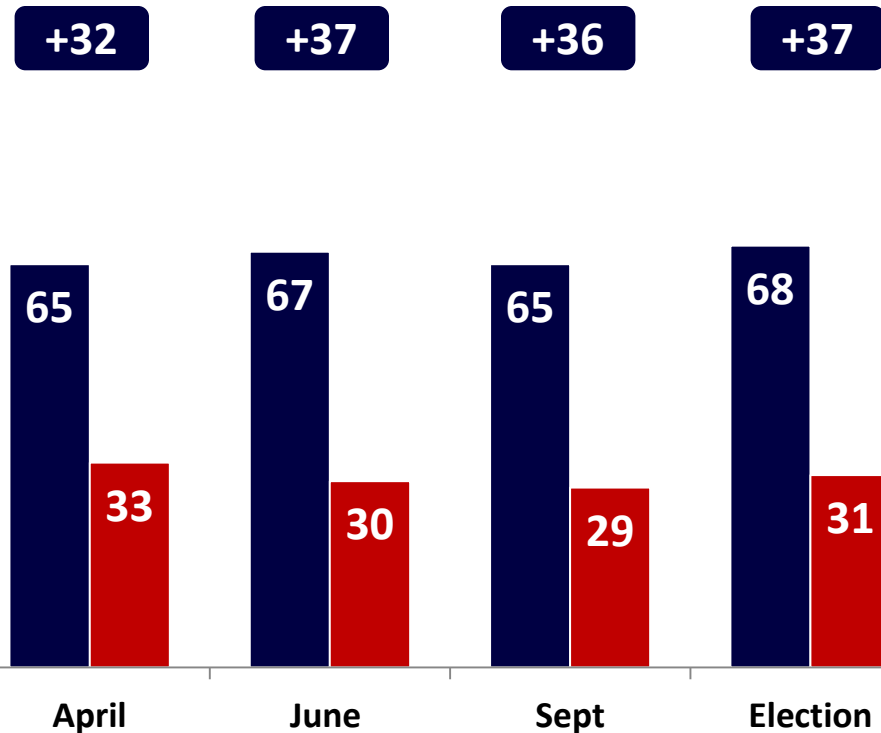
# All unmarried women in big early, delivered House majority

Thinking about the election for U.S. Congress in your district, did you vote for – (Democratic candidate) or (Republican candidate)?

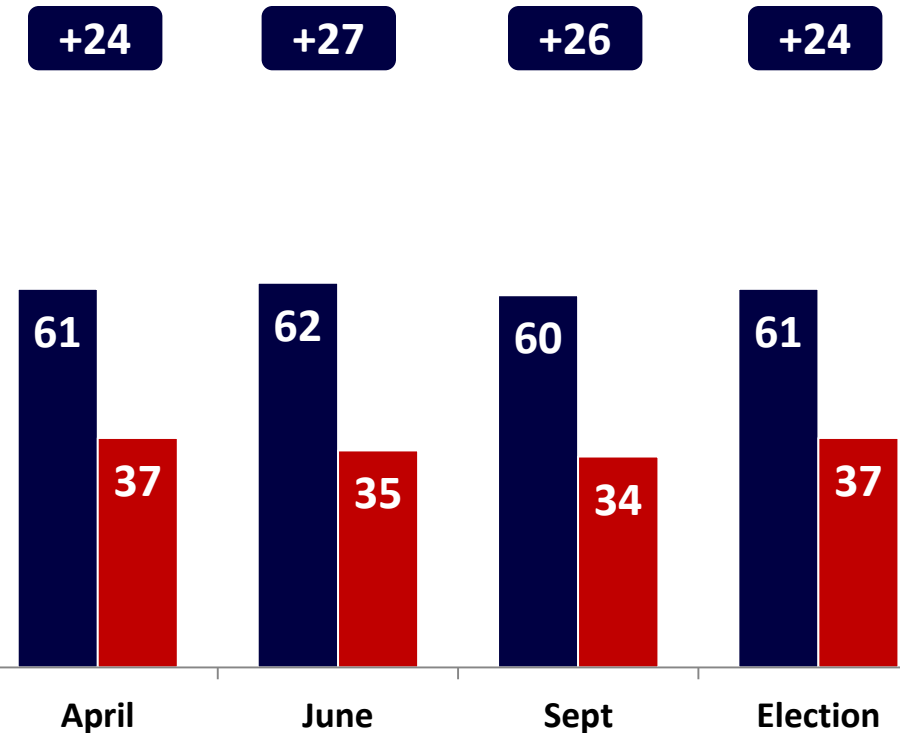
## CONGRESSIONAL BALLOT IN STATE BATTLEGROUND

■ Democrat for Congress

■ Republican for Congress



Unmarried Women



White Unmarried Women

# Unmarried women delivered big and with growing margin in Rust Belt

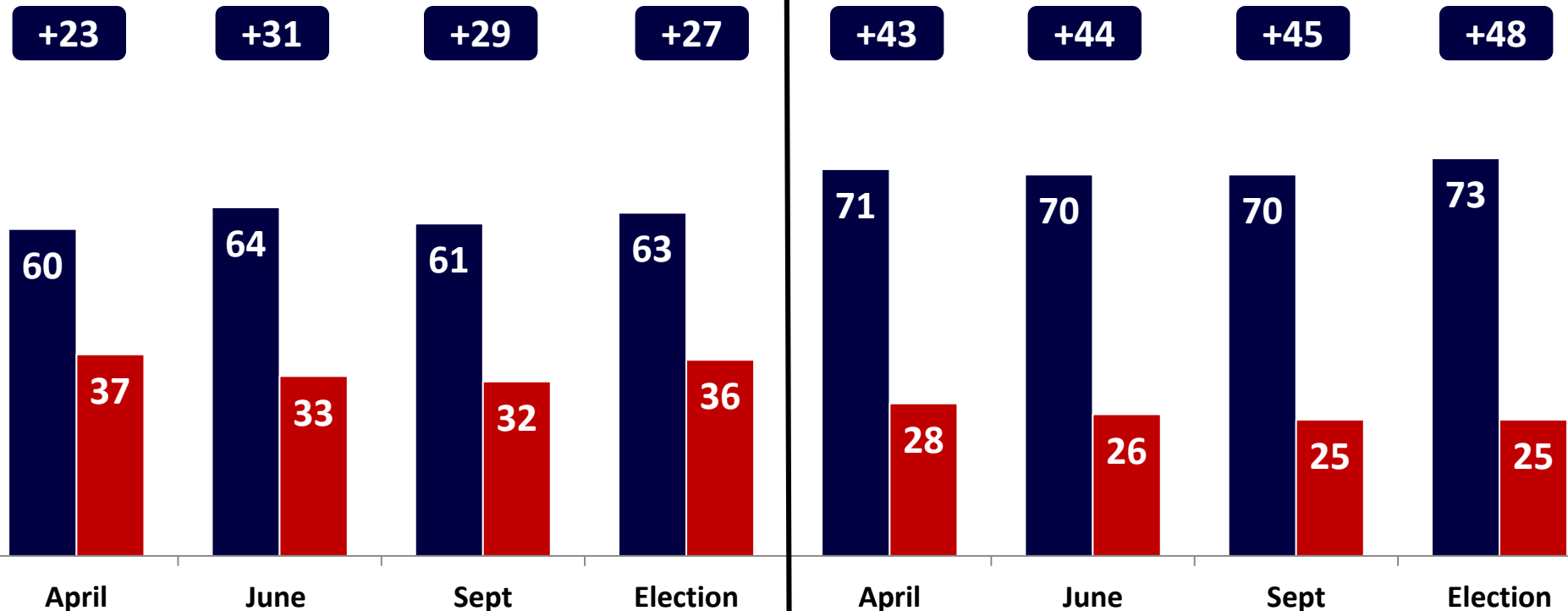
Thinking about the election for U.S. Congress in your district, did you vote for – (Democratic candidate) or (Republican candidate)?

## CONGRESSIONAL BALLOT IN STATE BATTLEGROUND

### UNMARRIED WOMEN

■ Democrat for Congress

■ Republican for Congress



Diverse States

Rust Belt + States



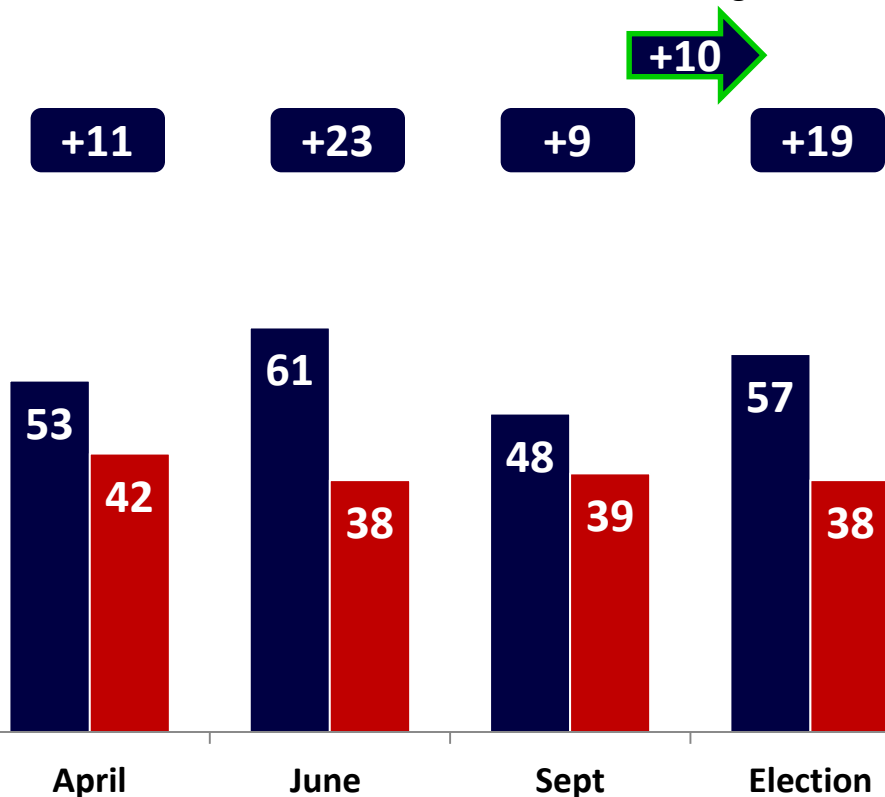
# Millennials helped deliver late surge in vote support for House Democrats

Thinking about the election for U.S. Congress in your district, did you vote for – (Democratic candidate) or (Republican candidate)?

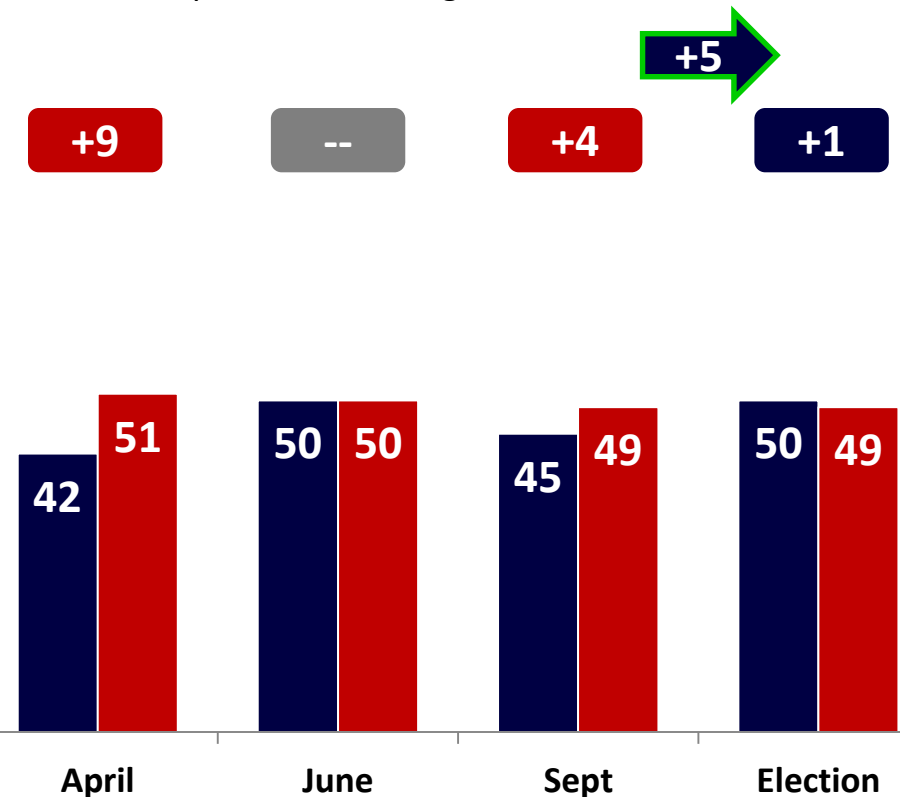
## CONGRESSIONAL BALLOT IN STATE BATTLEGROUND

■ Democrat for Congress

■ Republican for Congress



Millennials



White Millennials

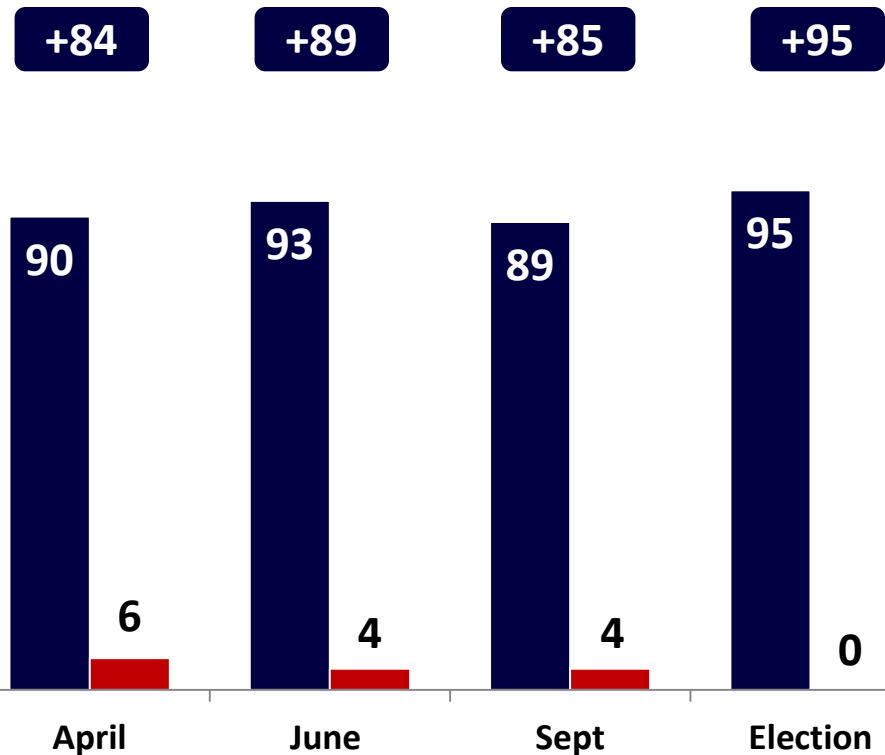
# AA delivered big %, but Hispanics late after Trump's anti-immigration push

Thinking about the election for U.S. Congress in your district, did you vote for – (Democratic candidate) or (Republican candidate)?

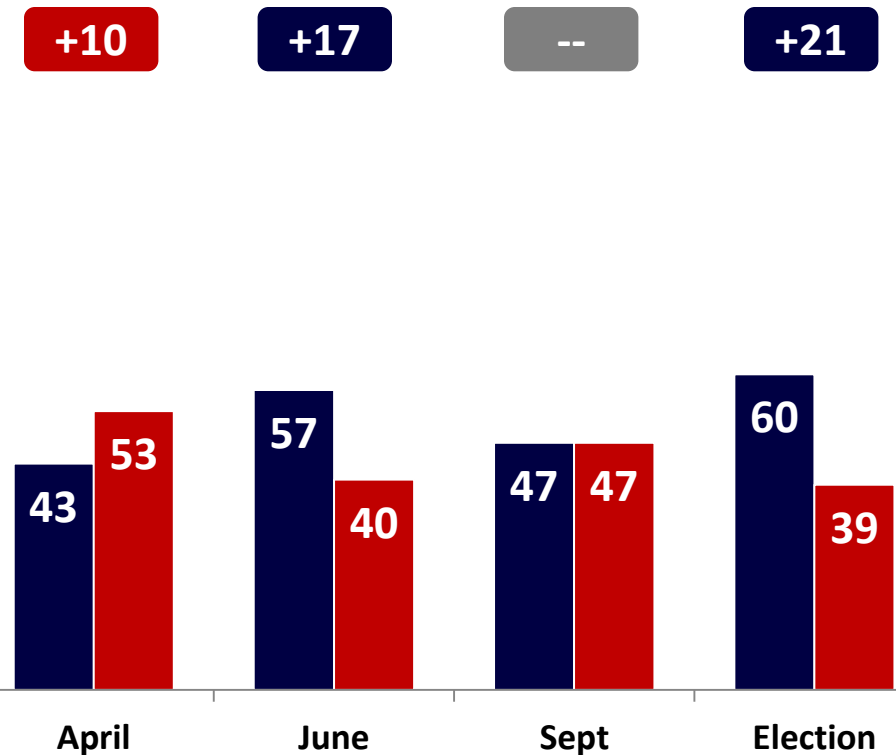
## CONGRESSIONAL BALLOT IN STATE BATTLEGROUND

■ Democrat for Congress

■ Republican for Congress



African American



Hispanic

# White working women weakened in Diverse, but got closer in Rust Belt

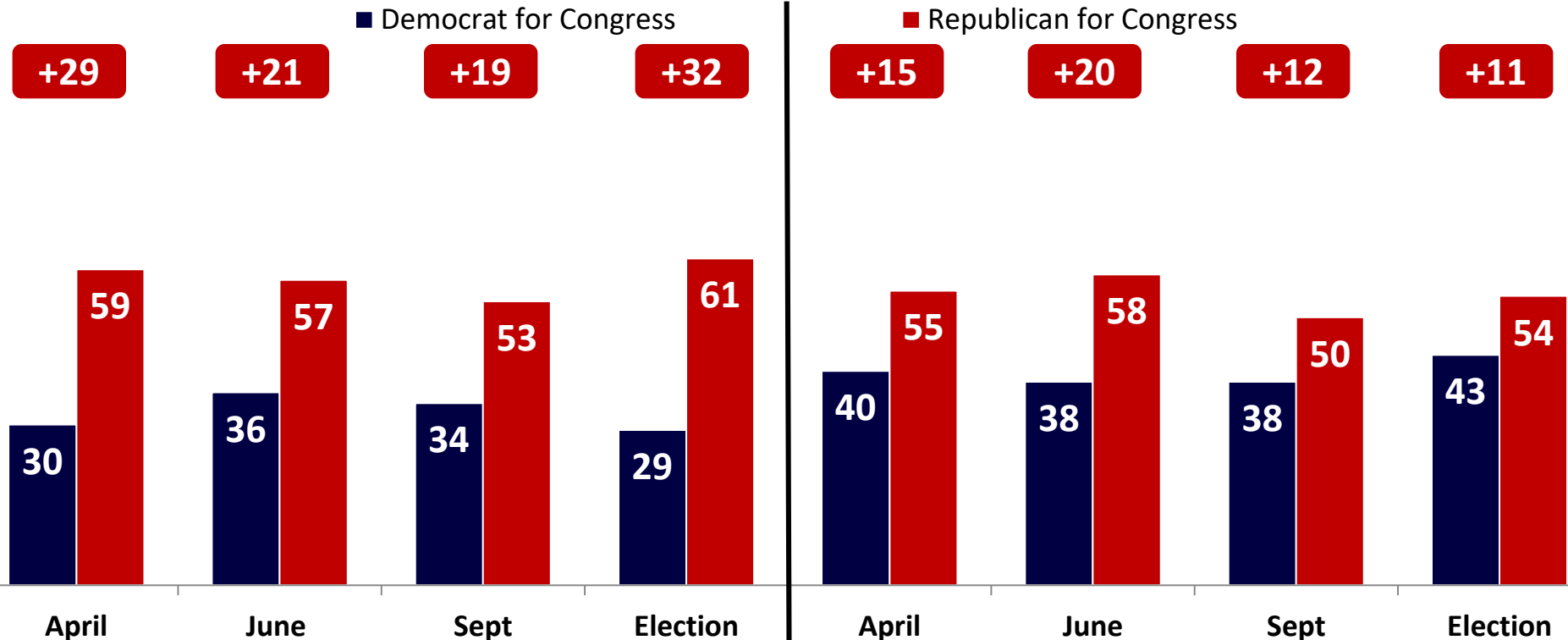
Thinking about the election for U.S. Congress in your district, did you vote for – (Democratic candidate) or (Republican candidate)?

## CONGRESSIONAL BALLOT IN STATE BATTLEGROUND

### WHITE WORKING CLASS WOMEN

■ Democrat for Congress

■ Republican for Congress



Diverse States

Rust Belt + States

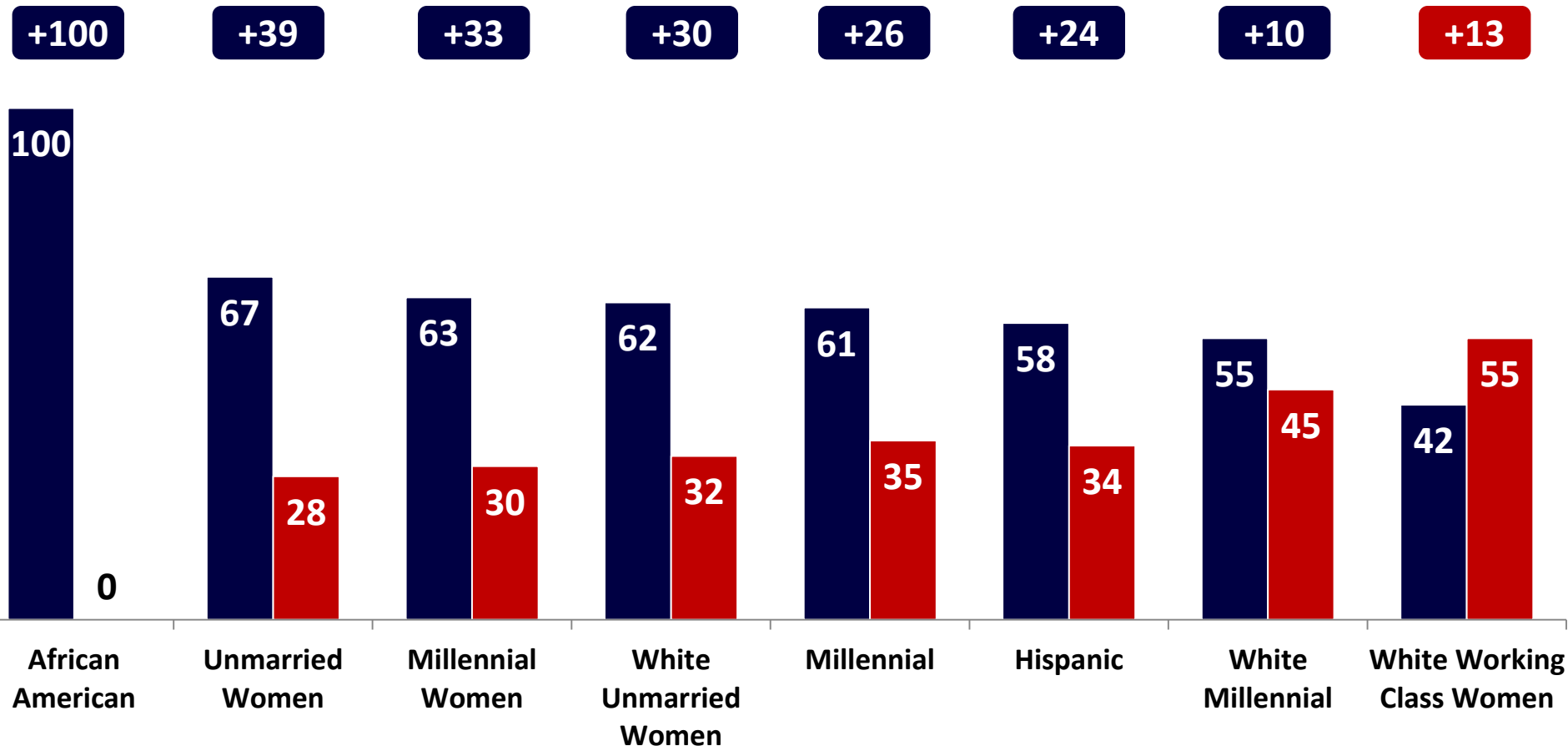
# RAE all delivered in the U.S. Senate elections

Thinking about the election for U.S. Senate in your state, did you vote for – (Democratic candidate) or (Republican candidate)? in

## SENATE BALLOT IN STATE BATTLEGROUND

■ Democrat for Senate

■ Republican for Senate



# RAE delivered late surge for Senate Democrats in Rust Belt

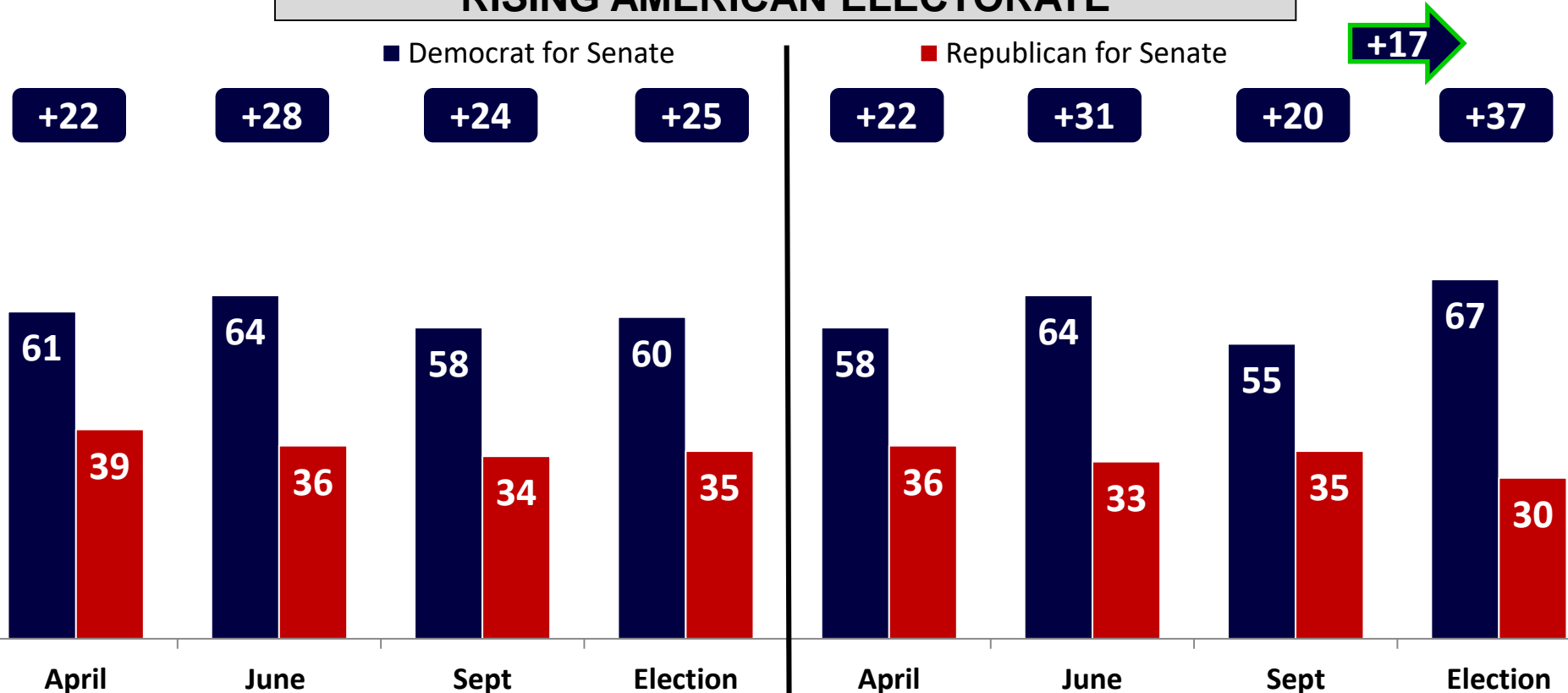
Thinking about the election for U.S. Senate in your state, did you vote for – (Democratic candidate) or (Republican candidate)?

## SENATE BALLOT IN STATE BATTLEGROUND

### RISING AMERICAN ELECTORATE

■ Democrat for Senate

■ Republican for Senate



Diverse States

Rust Belt + States

# Unmarried women delivered 2 to 1 for Senate & Governor

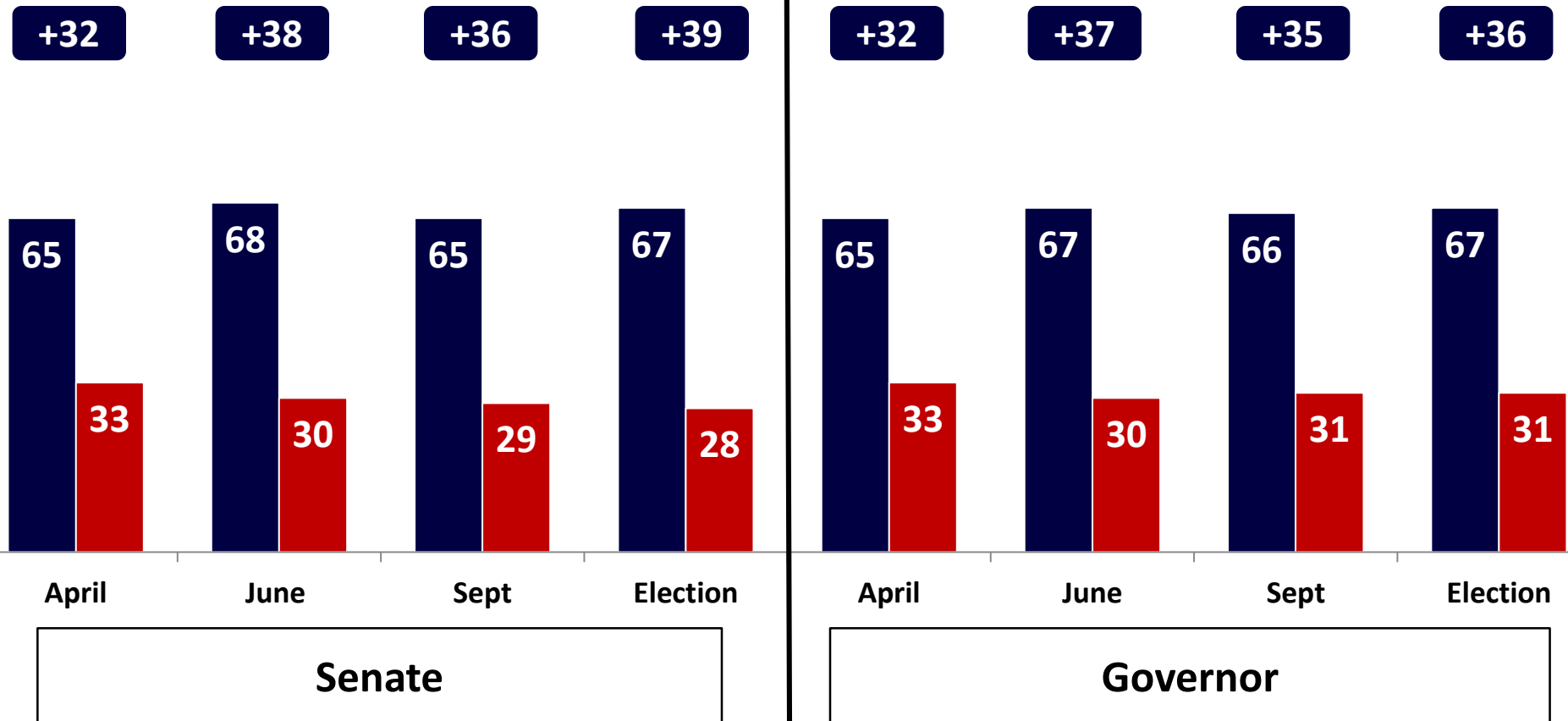
Thinking about the election for U.S. Senate/Governor in your state, did you vote for – (Democratic candidate) or (Republican candidate)?

## STATEWIDE RACES IN STATE BATTLEGROUND

### UNMARRIED WOMEN

■ Democratic Senate candidate

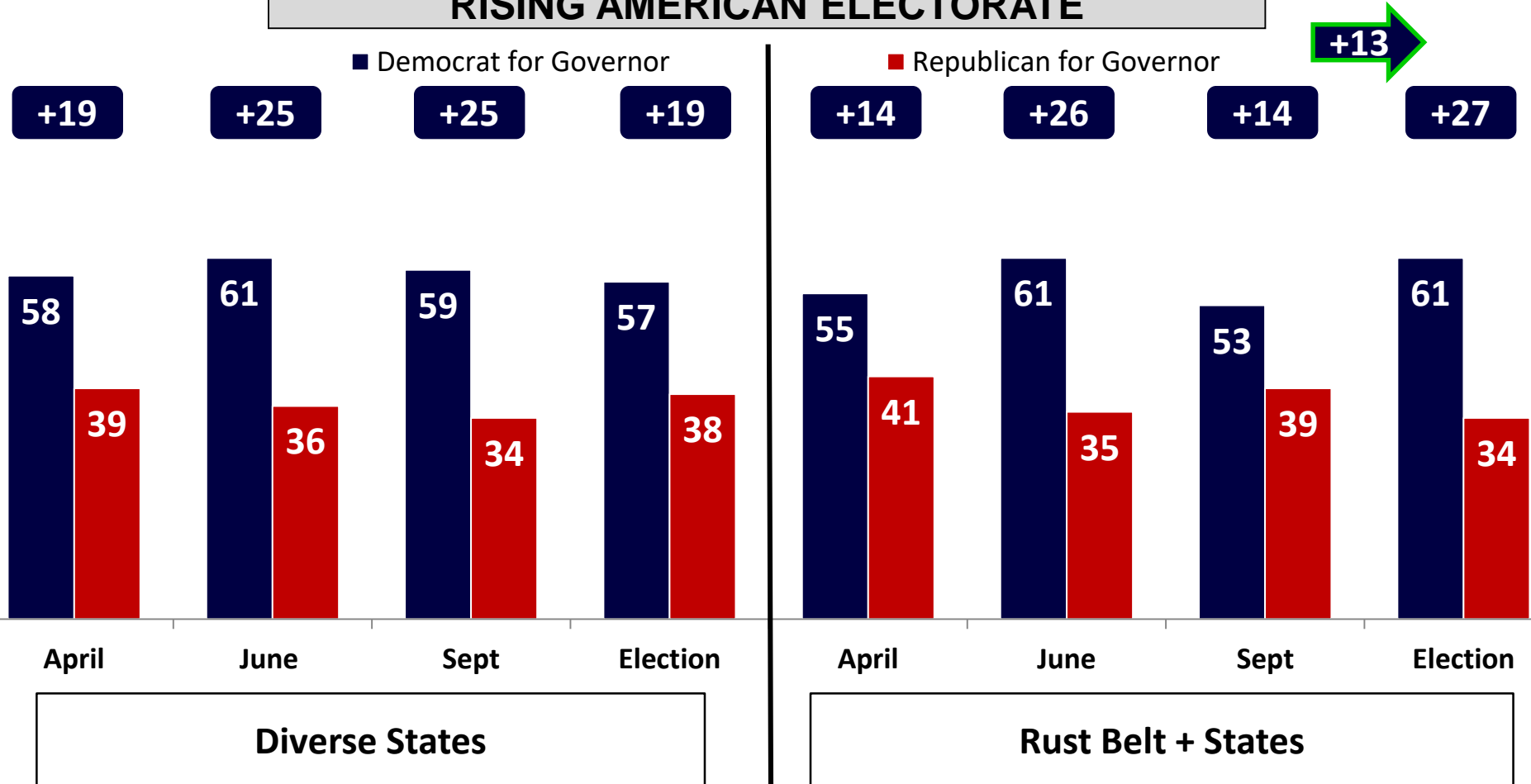
■ Republican Senate candidate



# In governor races, RAE slipped in Diverse and surged in Rust Belt

Thinking about the election for Governor in your state, did you vote for – (Democratic candidate) or (Republican candidate)?

## GOVERNOR BALLOT IN STATE BATTLEGROUND RISING AMERICAN ELECTORATE



# THE CAMPAIGN



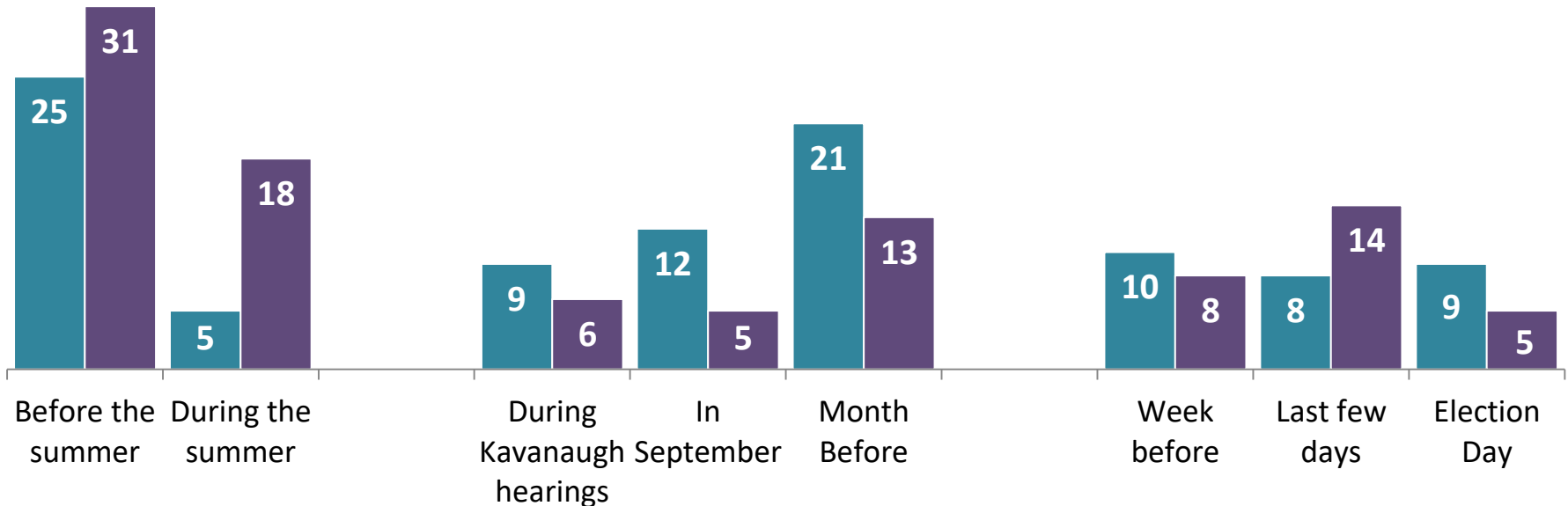
# RAE in Diverse states broke in Fall and RAE in Rust Belt broke at the end

*When did you finally decide how you would vote: in the last few days before the election, the week before the election, a month before the election, during the Kavanaugh hearings, sometime in September, during the summer or before that?*

## DECISION TIME BY GROUP

% of 2018  
RAE voters in  
battleground

■ RAE Diverse ■ RAE Rust Belt+



**Before Fall**

**35%**

**Fall**

**38%**

**Last Week**

**27%**

# Broke for Democrats early and at the close!

Thinking about the election for U.S. Senate/Governor in [STATE] / Congress, did you vote for -- (ROTATE DEM, REP CANDIDATE) -- [DEMOCRATIC CANDIDATE] or [DEMOCRATIC CANDIDATE] ?

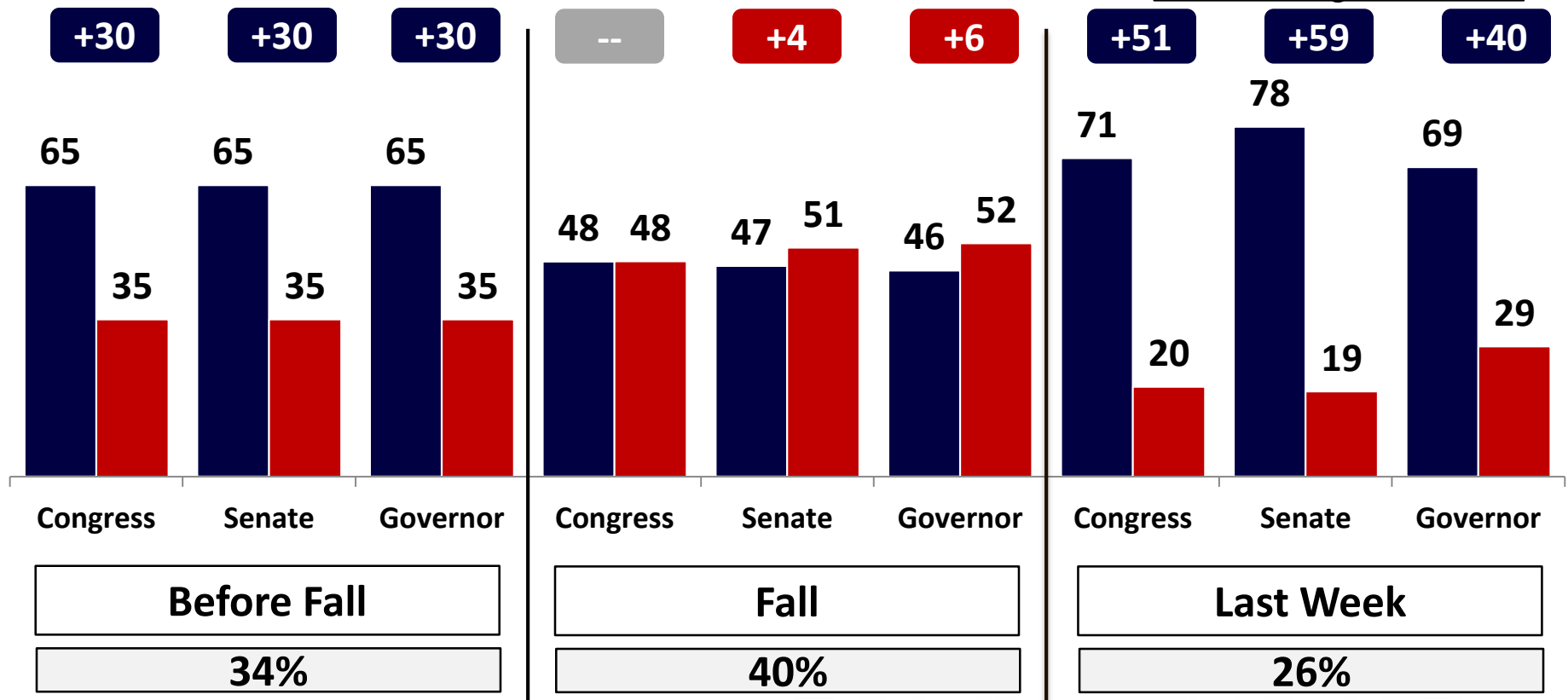
## STATE BATTLEGROUND BALLOTS BY DECISION TIME

### RISING AMERICAN ELECTORATE + WHITE WORKING CLASS WOMEN

■ Democratic Candidate

■ Republican Candidate

% of 2018 RAE+ voters in battleground



# Early and last week deciders give Democrats landslide numbers in all races

Thinking about the election for U.S. Senate/Governor in [STATE] / Congress, did you vote for -- (ROTATE DEM, REP CANDIDATE) -- [DEMOCRATIC CANDIDATE] or [DEMOCRATIC CANDIDATE] ?

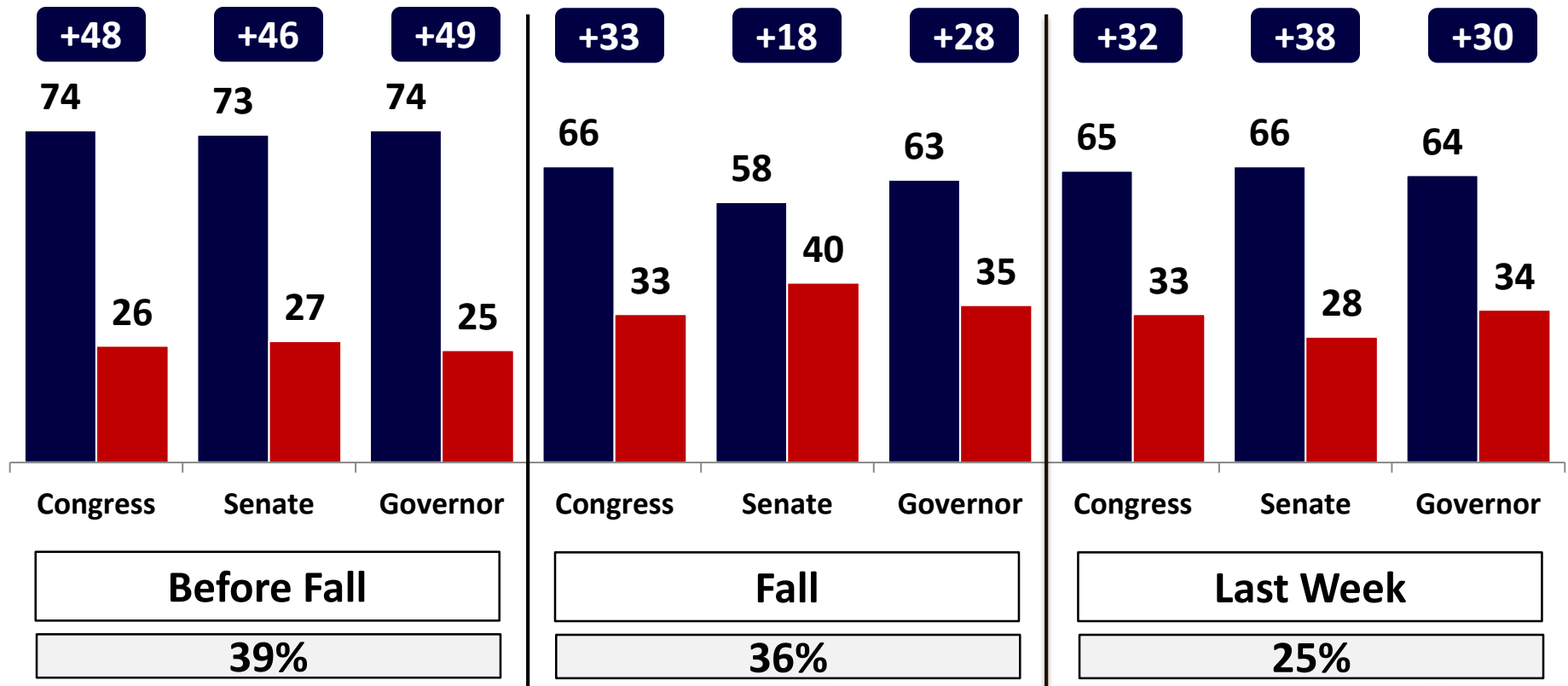
## STATE BATTLEGROUND BALLOTS BY DECISION TIME

### UNMARRIED WOMEN

% of unmarried women  
'18 voters in battleground

■ Democratic Candidate

■ Republican Candidate



# Late surge in white unmarried and millennial women determined to vote

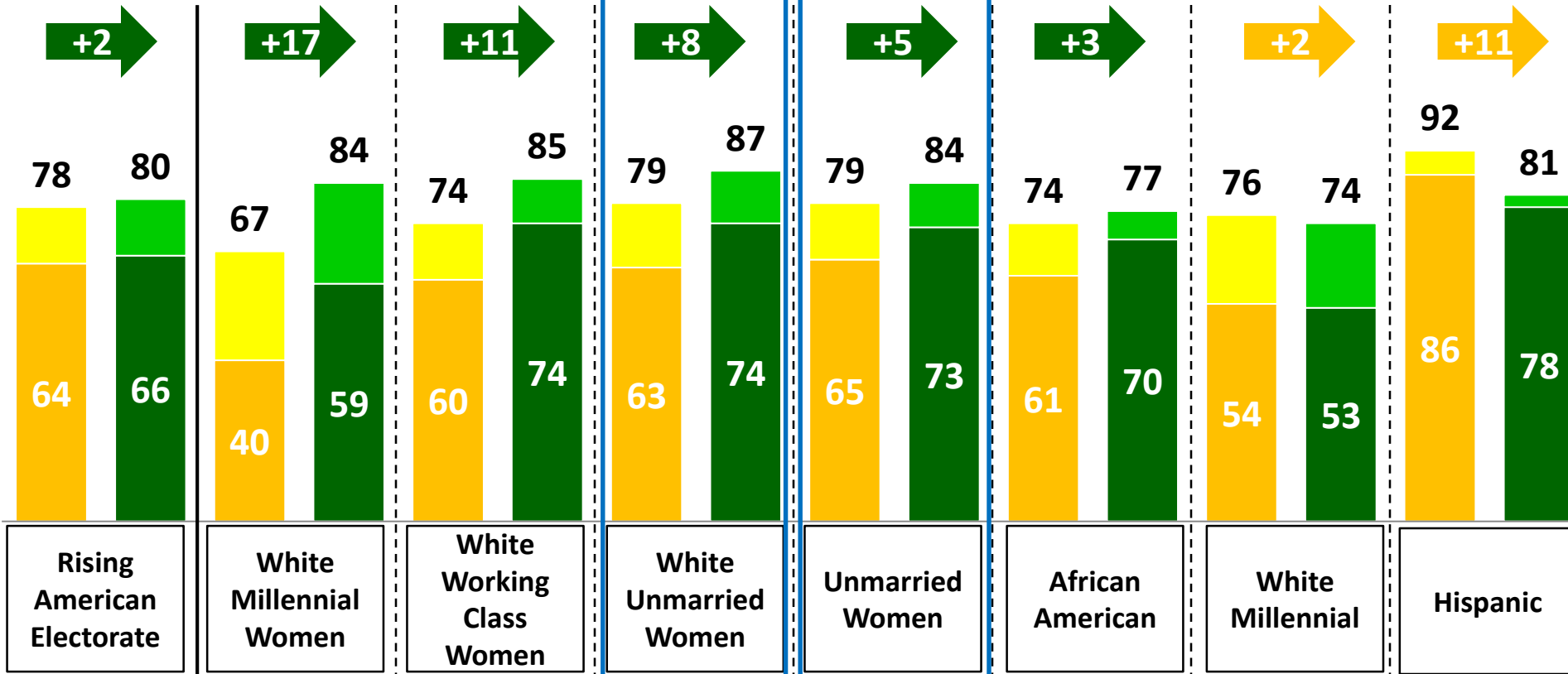
*Compared to previous midterm elections, do you think it is/was more important for you to vote, less important for you to vote, or about the same?*

## SHIFT IN RELATIVE IMPORTANCE OF VOTING IN THIS MIDTERM

### 2018 VOTERS

■ Election somewhat more important  
■ Sept somewhat more important

■ Election much more important  
■ Sept much more important



# Mail and phone dominate communication with RAE in 2018

*These are some ways that candidates, campaigns, and other organizations try to reach people before elections. Please select all of the ways that you were contacted or received information before the election.*

## GOTV CONTACT METHODS

### RISING AMERICAN ELECTORATE

Print materials in mail	63
Saw campaign ads on TV	53
Received phone calls	38
Received emails	32
Saw campaign ad online	31
Campaign commercial online	26
Received texts	25
Contacted by campaign to vote	16
Followed on social media	15
Visited campaignwebsite	12
Spoke with someone at door	11
Voter participation organization	11
Contacted by friend volunteer	4
Not contacted	12

### UNMARRIED WOMEN

Print materials in mail	74
Saw campaign ads on TV	65
Received phone calls	44
Received emails	38
Received texts	33
Saw campaign ad online	31
Contacted by campaign to vote	21
Campaign commercial online	17
Voter participation organization	17
Spoke with someone at door	16
Followed on social media	11
Not contacted	11
Visited campaignwebsite	7
Contacted by friend volunteer	6

# Voted *against* Republicans to protect Medicare and pre-existing conditions

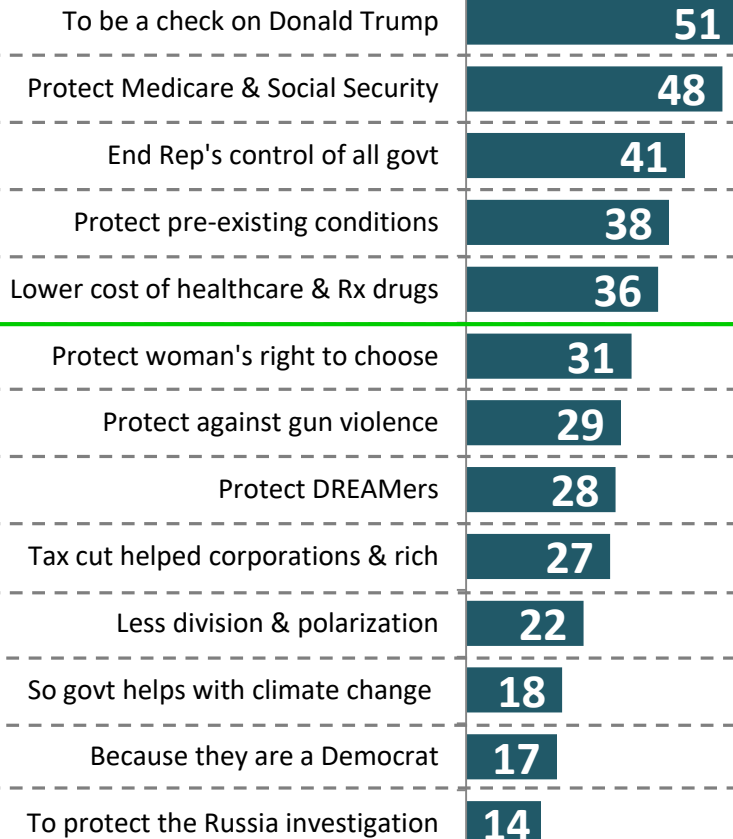
*This is a list of reasons to support the Democratic candidate for Congress and to oppose the Republican candidate. Which FOUR describe the most important reasons why you voted/will vote for the Democratic candidate for Congress in your district?*

■ Voted Dem

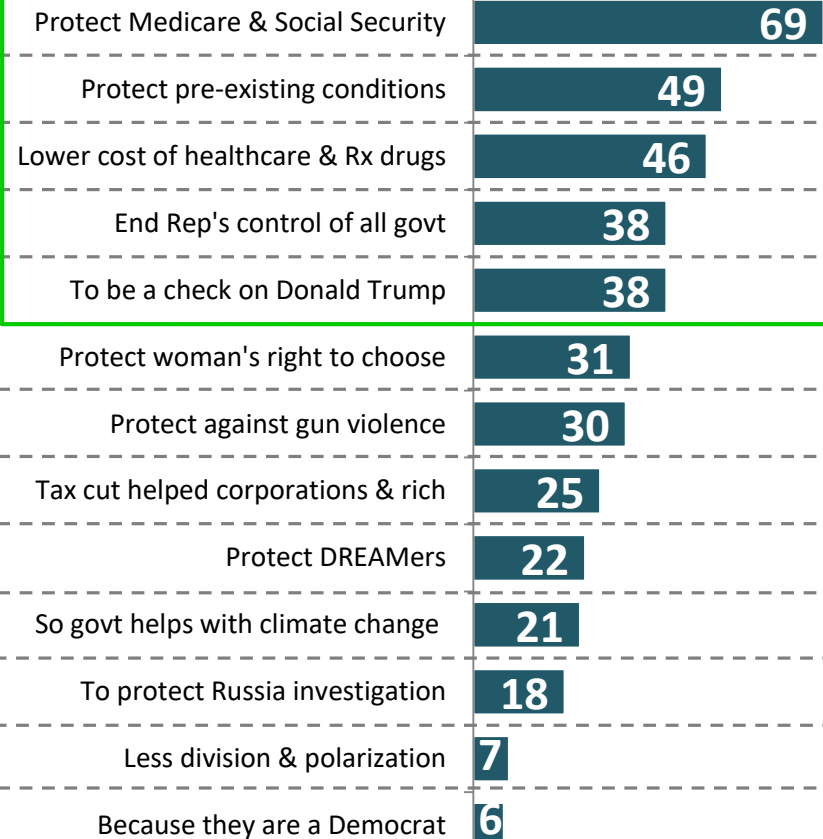
## REASONS TO VOTE FOR CONGRESSIONAL DEMOCRATS

■ Voted/  
Considered Dem

### RISING AMERICAN ELECTORATE



### WHITE WORKING CLASS WOMEN



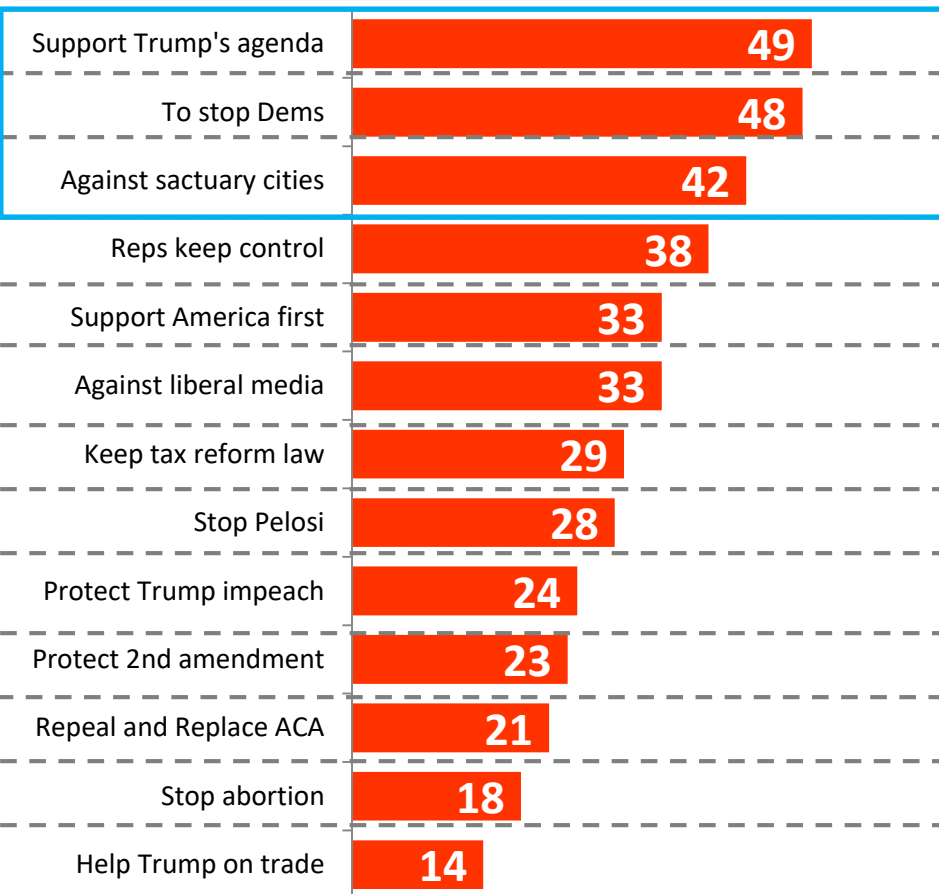
# Trump won his vote on supporting Trump, stopping Democrats & immigration

*This is a list of reasons to support the Republican candidate for Congress and to oppose the Democratic candidate. Which FOUR describe the most important reasons why you voted/will vote for the Republican candidate for Congress in your district?*

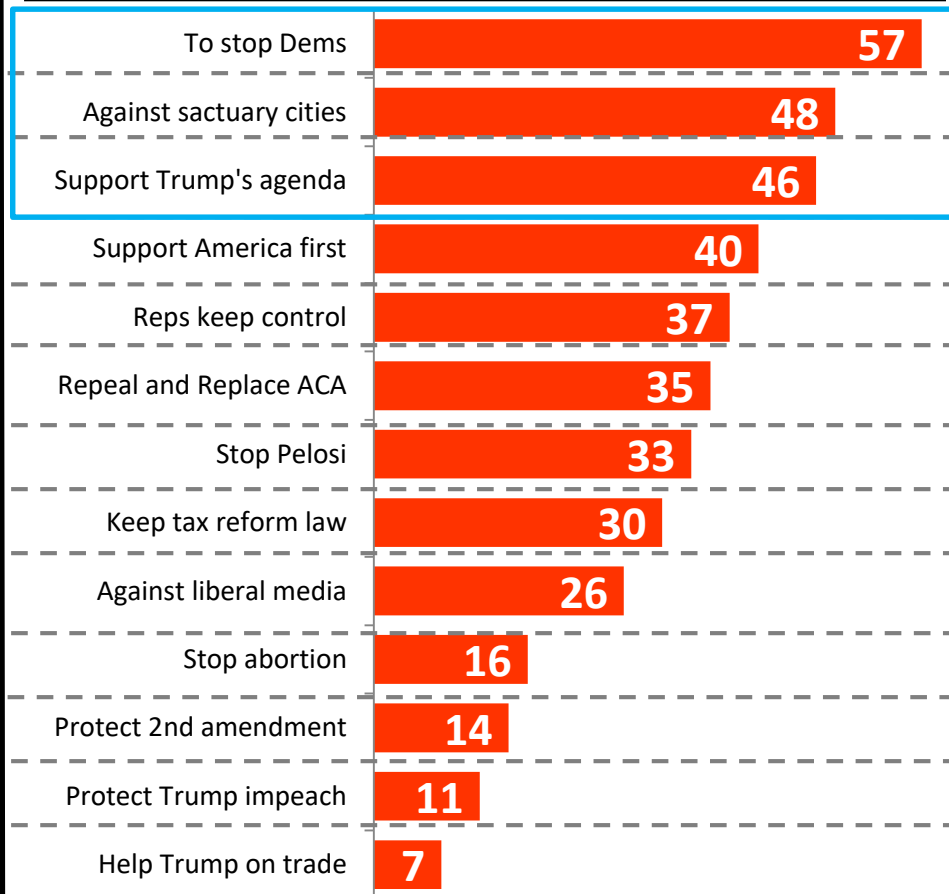
## REASONS TO VOTE FOR CONGRESSIONAL GOP

■ Voted GOP

### RISING AMERICAN ELECTORATE



### WHITE WORKING CLASS WOMEN



# In Senate, protect Social Security & Medicare & pre-existing conditions, check Trump

*This is a list reasons to support (DEMOCRATIC CANDIDATE) for Senate and to oppose (REPUBLICAN CANDIDATE). Which THREE describe the most important reasons why you voted for (DEMOCRATIC CANDIDATE)?*

■ Voted/  
Considered  
Dem

## REASONS FOR SENATE DEMOCRAT IN STATE BATTLEGROUND

### RISE AMERICAN ELECTORATE

Will be a check on Trump	51
Protect Social Security and Medicare	49
Supports pre-existing conditions	48
Oppose Rep tax cuts for rich & corporations	35
Independent thinker that can cross party lines	30
Is a Democrat	27
Stand up for human rights	26
Supports laws against gun violence	24
Brett Kavanaugh nomination	9

### WHITE WORKING CLASS WOMEN

Protect Social Security and Medicare	65
Supports pre-existing conditions	50
Will be a check on Trump	38
Independent thinker that can cross party lines	36
Oppose Rep tax cuts for rich & corporations	32
Stand up for human rights	31
Supports laws against gun violence	23
Is a Democrat	13
Brett Kavanaugh nomination	11



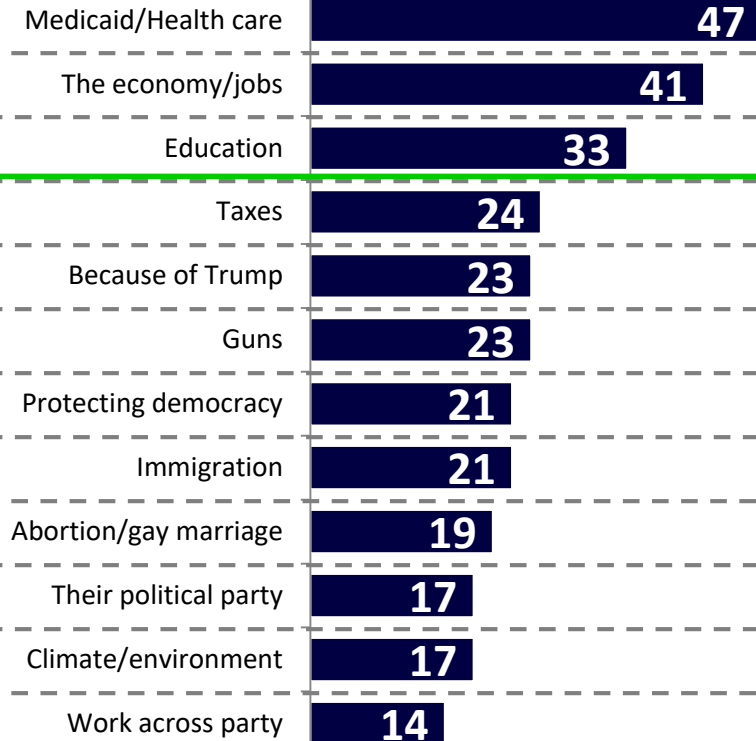
# Governor: Democrats for health care and GOP for immigration

*This is a list of reasons why some people vote for one candidate over another. Please select the THREE reasons that are the most important to you when deciding who to vote for in the election for GOVERNOR in (STATE).*

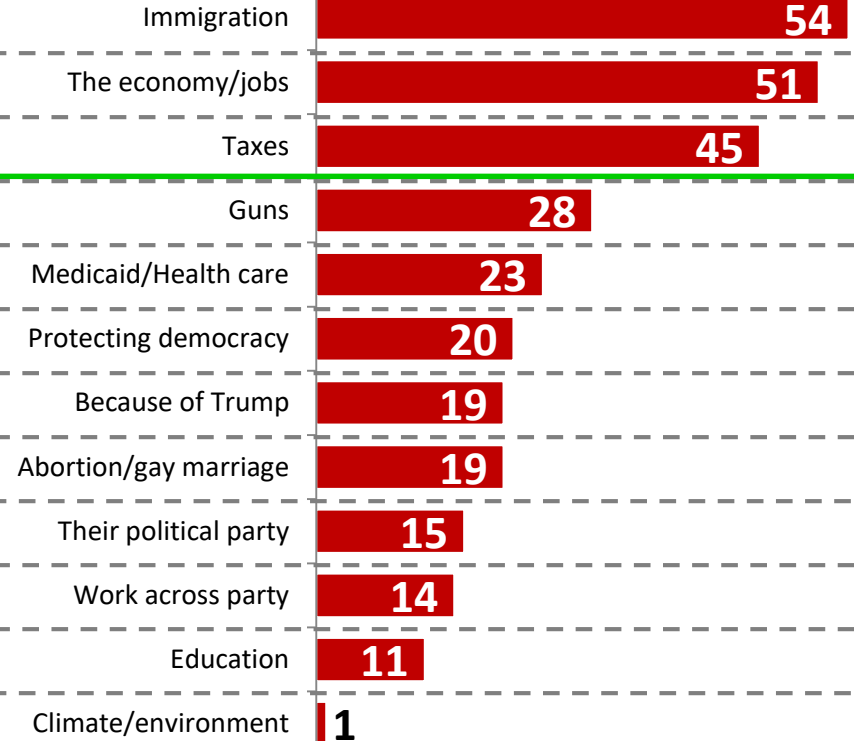
## REASONS FOR GOVERNOR VOTE IN STATE BATTLEGROUND

### RIISING AMERICAN ELECTORATE

#### ■ Voted Democrat for Governor



#### ■ Voted GOP for Governor



# White working class women vote Dems for health care; GOP, immigration

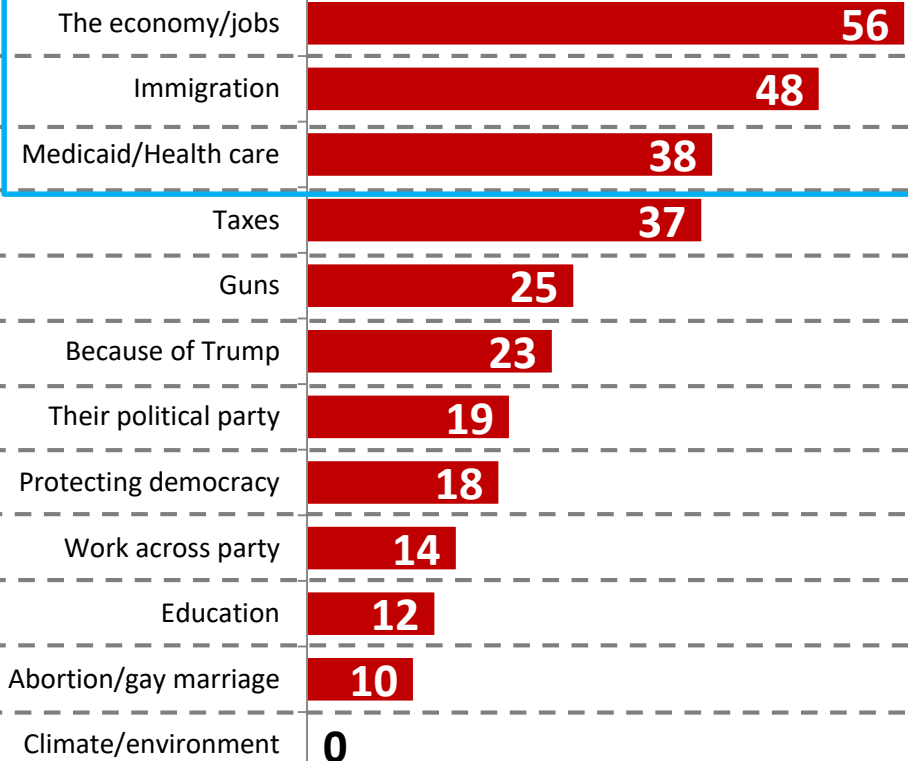
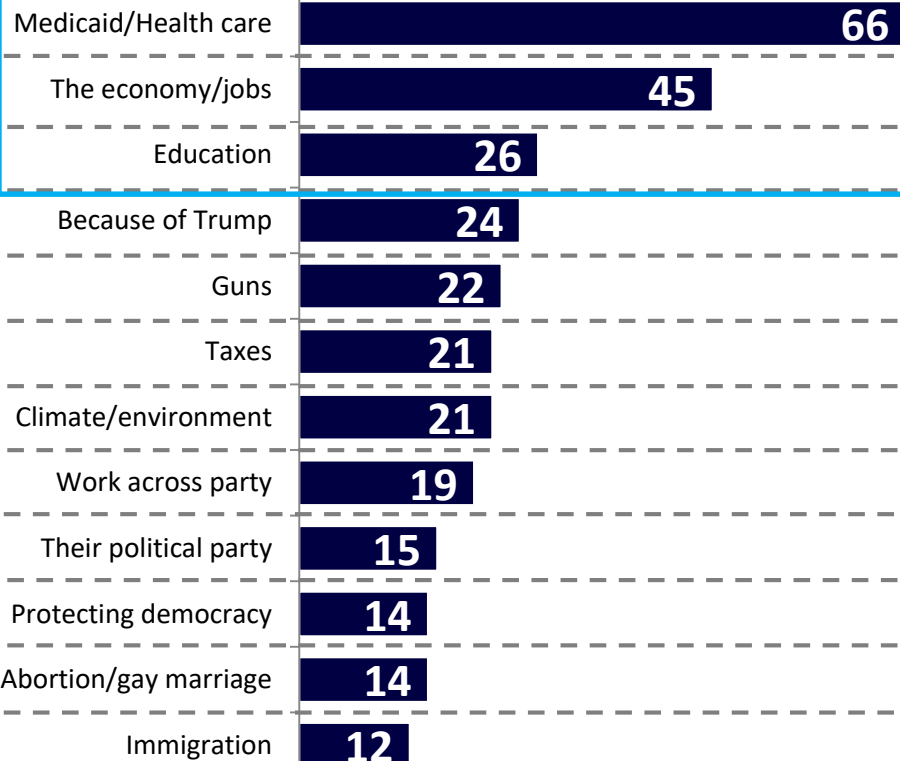
*This is a list of reasons why some people vote for one candidate over another. Please select the THREE reasons that are the most important to you when deciding who to vote for in the election for GOVERNOR in (STATE).*

## REASONS FOR GOVERNOR VOTE IN STATE BATTLEGROUND

### WHITE WORKING CLASS WOMEN

■ Voted Democrat for Governor

■ Voted GOP for Governor



# Strong belief in immigration, with Rust Belt RAE immune to Trump's close

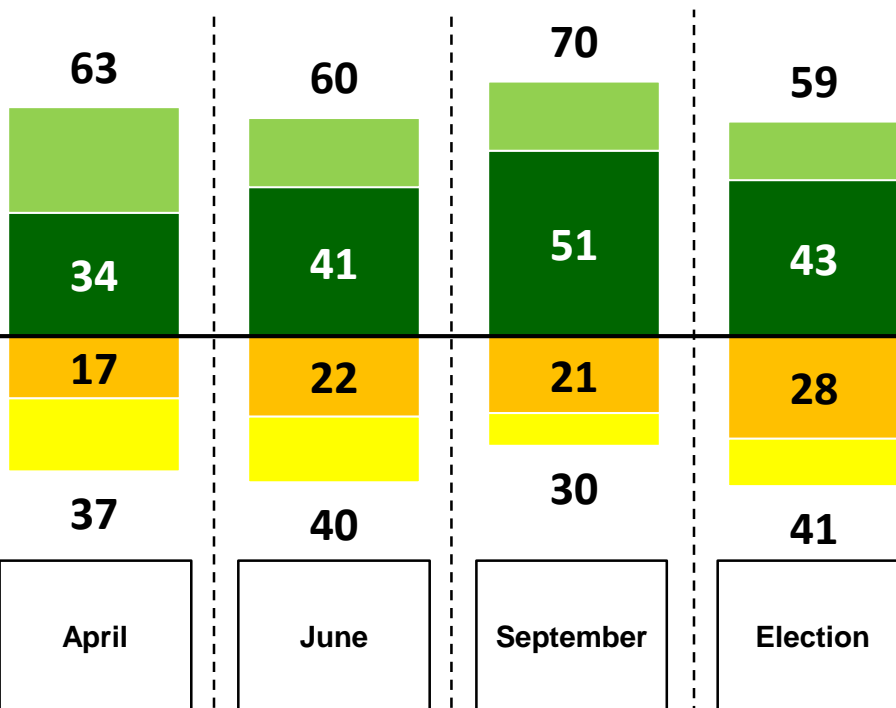
Which one of the following statements comes closer to your point of view, even if neither is exactly right?

Immigrants today strengthen our country because of their hard work and talents.

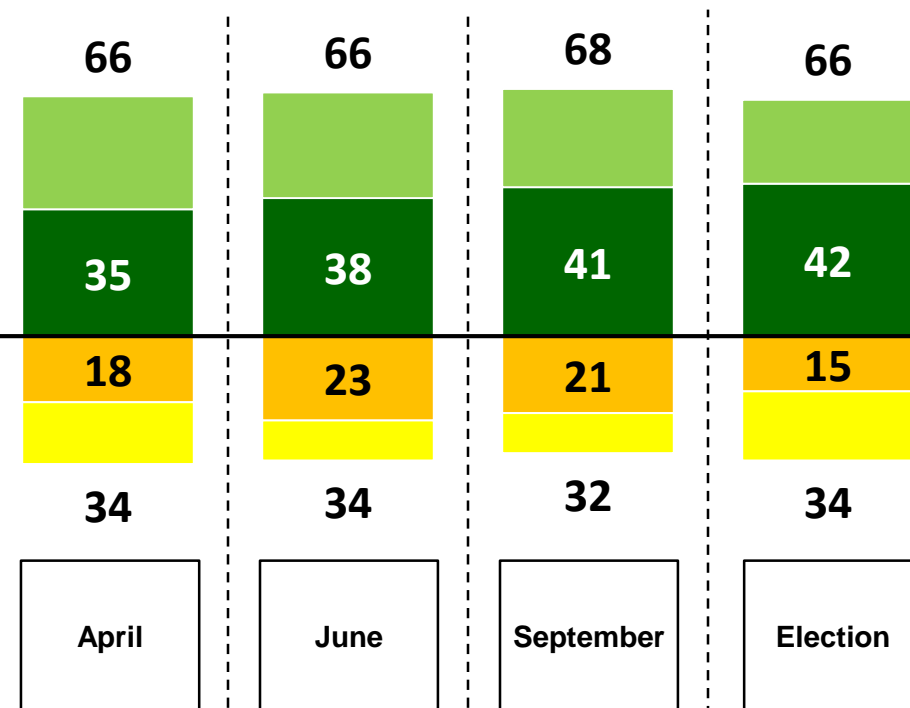
Immigrants today are a burden on our country because they take our jobs, housing & healthcare.

## RIISING AMERICAN ELECTORATE 2018 VOTERS

■ Burden somewhat more ■ Burden much more ■ Strengthen somewhat more ■ Strengthen much more



DIVERSE STATES



RUST BELT STATES

# White working class women cooler on immigration in diverse states at end

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

Immigrants today strengthen our country because of their hard work and talents.

Immigrants today are a burden on our country because they take our jobs, housing & healthcare.

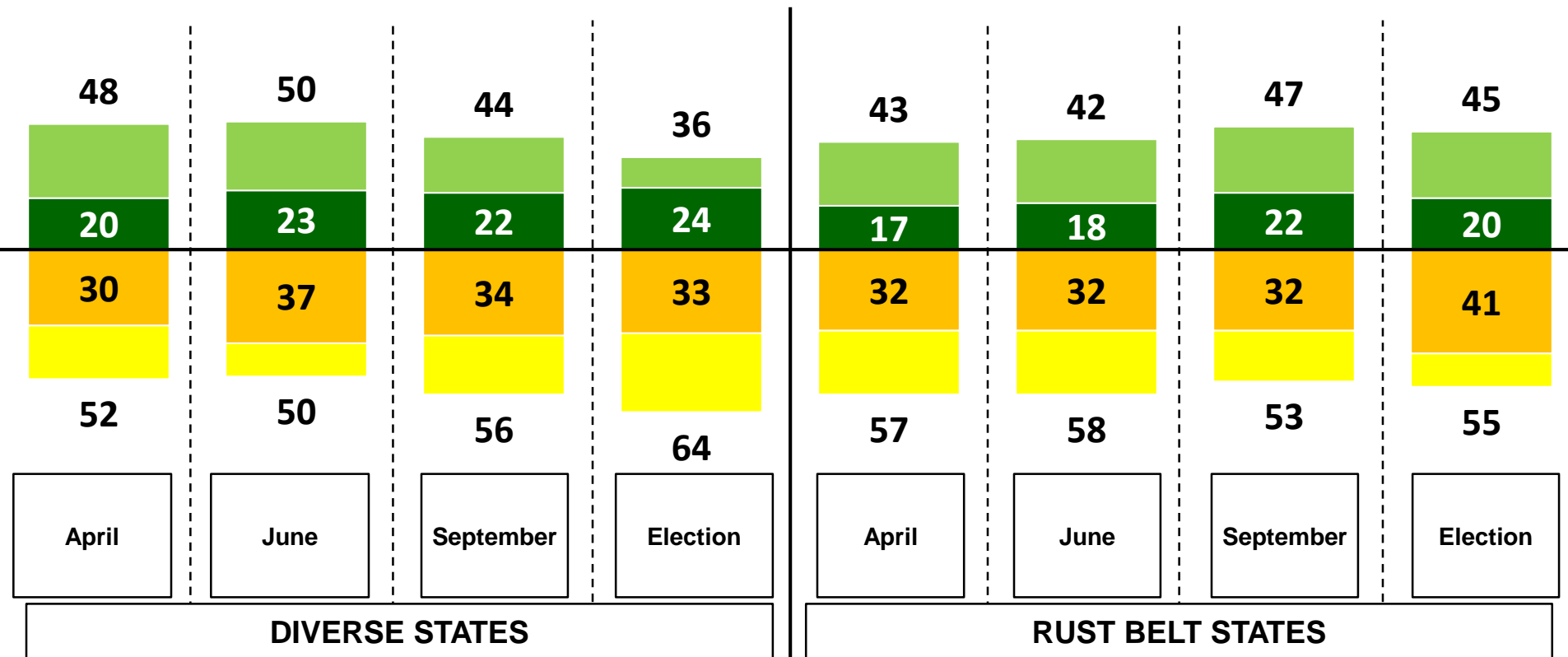
## WHITE WORKING CLASS WOMEN 2018 VOTERS

■ Burden somewhat more

■ Burden much more

■ Strengthen somewhat more

■ Strengthen much more



# Democrats make gains at end on corruption, health care and taxes

For each, of the issues below, please indicate whether, overall, you think the Democrats or Donald Trump and the Republicans would do a better a job.

## RISING AMERICAN ELECTORATE

■ Dems Much Better   ■ Dems Somewhat Better   ■ Trump Much Better   ■ Trump Somewhat Better

### Cleaning up corruption



### The cost of health care



### Immigration



### Taxes



### The economy



### Working for change



## Language for priorities for Democratic house

*As you may know, the Democrats won control of the House of Representatives. These are some of the things they may prioritize going forward. Where does each issue belong on the list of priorities for the new Democratic House?*

### **PRIORITIES FOR DEMOCRATIC HOUSE**

**Prevent cuts to Medicare, Medicaid and Social Security**

**Lower prescription drug costs**

**Begin investigations and potential impeachment proceedings against Donald Trump**

**Address the growing inequality by reversing the new tax cut for the rich and corporations**

**Expose government corruption and bar dark campaign money**

**Legalize the status of DREAMers**

**Reverse oil and coal decisions and start addressing climate change**

**Invest in our transportation, education, and energy infrastructure**

**Make sure new NAFTA creates American jobs**

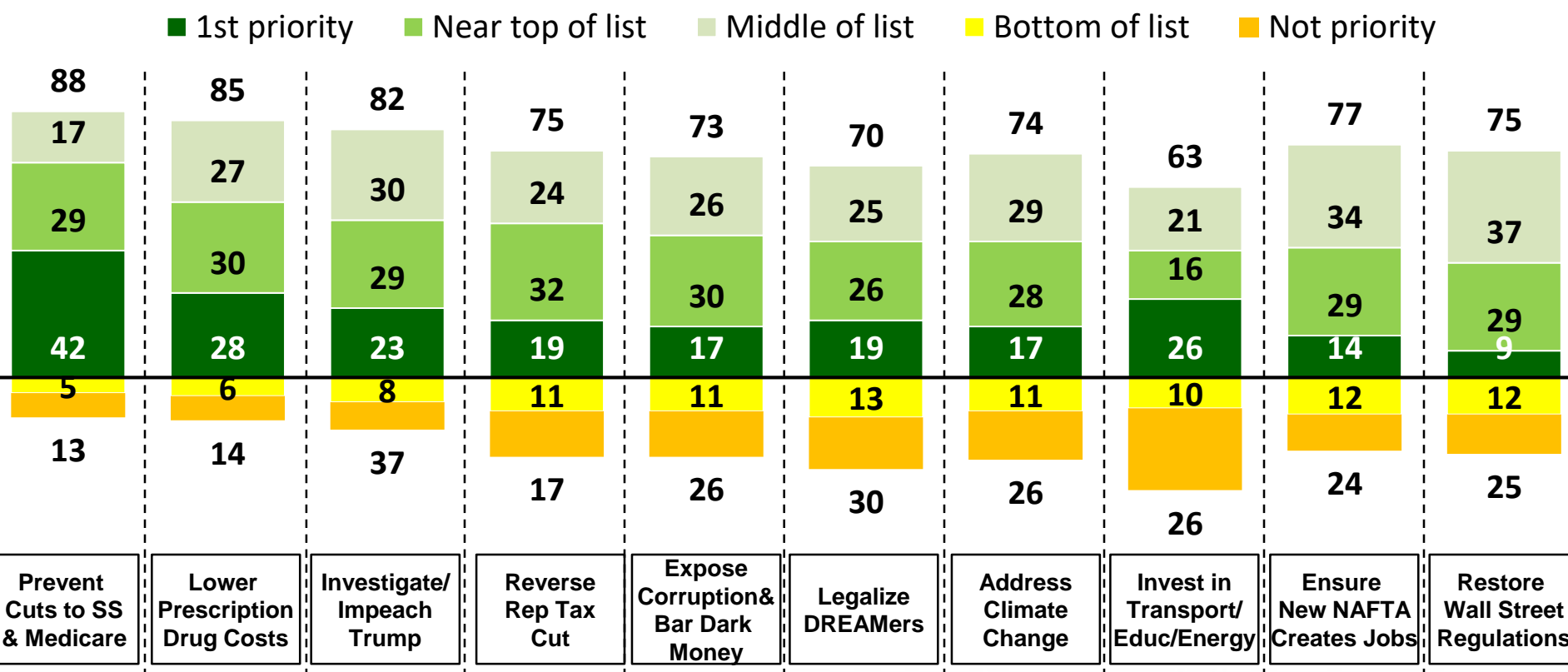
**Restore regulations on Wall Street Banks and corporations**

# Priorities for Congress start with no cuts to SS/Medicare & lower drug costs

As you may know, the Democrats won control of the House of Representatives. These are some of the things they may prioritize going forward. Where does each issue belong on the list of priorities for the new Democratic House?

## PRIORITIES FOR DEMOCRATIC HOUSE

### RIISING AMERICAN ELECTORATE & WHITE WORKING CLASS WOMEN



# CONTACT US



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## WOMEN'S VOICES WOMEN VOTE ACTION FUND

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