

Center for American Progress Action Fund



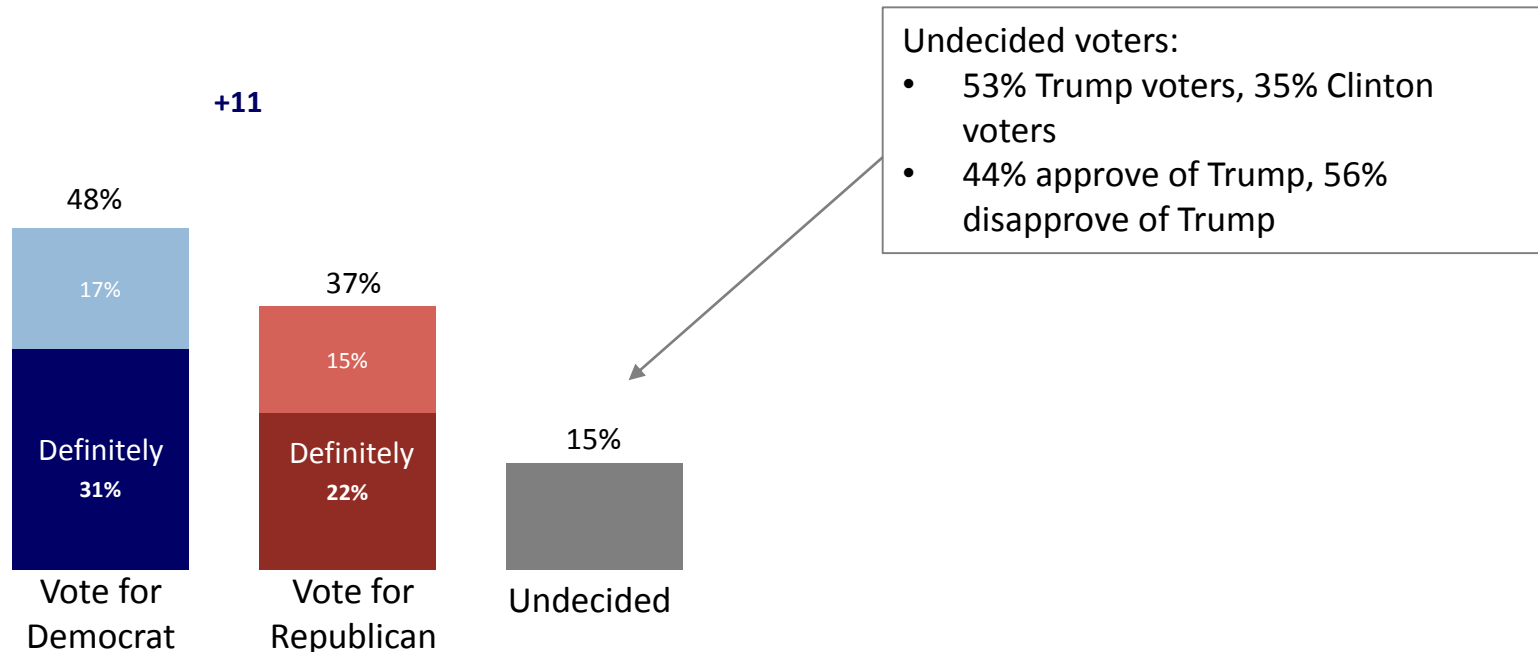
HART
RESEARCH
A S S O C I A T E S

The “For the People” Agenda: An Asset for Democrats in 2018

*Key findings from a nationwide survey among 1,000 likely mid-term voters
Conducted August 30 to September 5, 2018, for the Center for American Progress Action Fund*

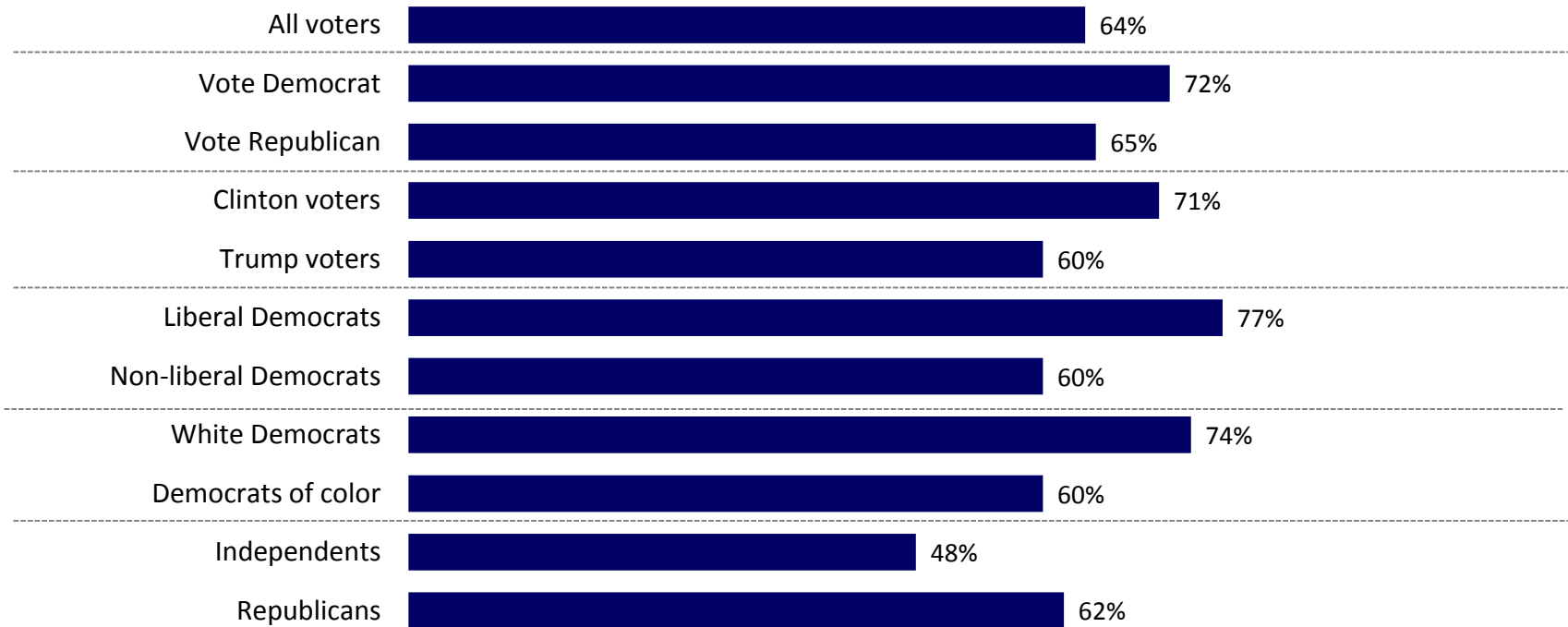
The current state of play: Democrats lead in a generic congressional race as undecided voters move away from Trump.

In the November election for representative in the U.S. Congress for your district, are you more likely to vote for the Democratic candidate or the Republican candidate?



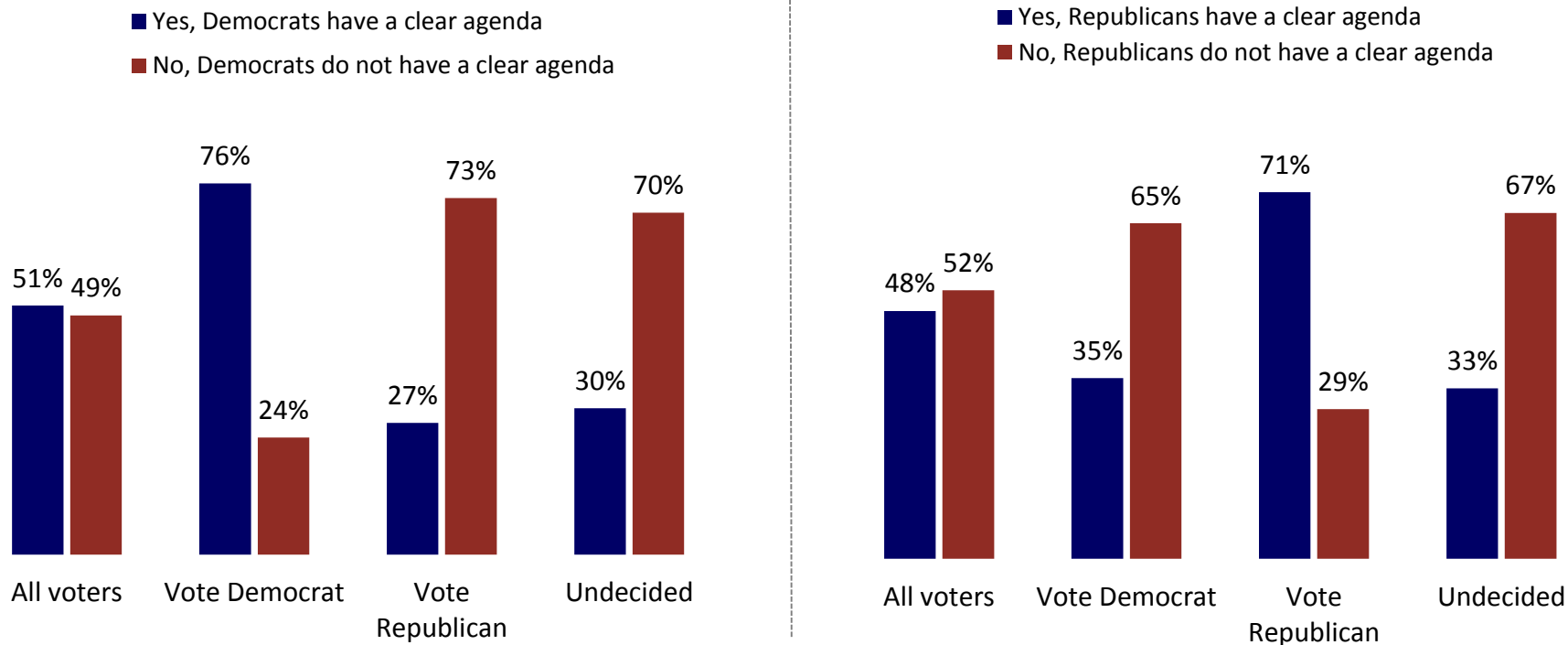
The current state of play: Democrats also have a voting enthusiasm advantage—driven by liberal and white Democrats.

Proportions saying they are extremely enthusiastic and motivated to vote in this year's elections for Congress and other offices



Each party is seen as having a clear agenda by its own supporters, not others.

Do you think Republicans/Democrats have a clear agenda of what they want to do if they win the majority in Congress?



Healthcare is seen as the leading edge of the Democratic agenda.

What do you think the agenda of the Democrats will be if they win the majority in Congress?

Volunteered impressions of what the Democratic agenda will be if they win the majority in Congress.	
Healthcare, protect Obamacare	25%
Immigration, will work on reforming immigration laws	14%
Impeach Trump	9%
Reverse everything Trump has done, fix all the bad deals Trump has made	8%
Improve the economy	7%

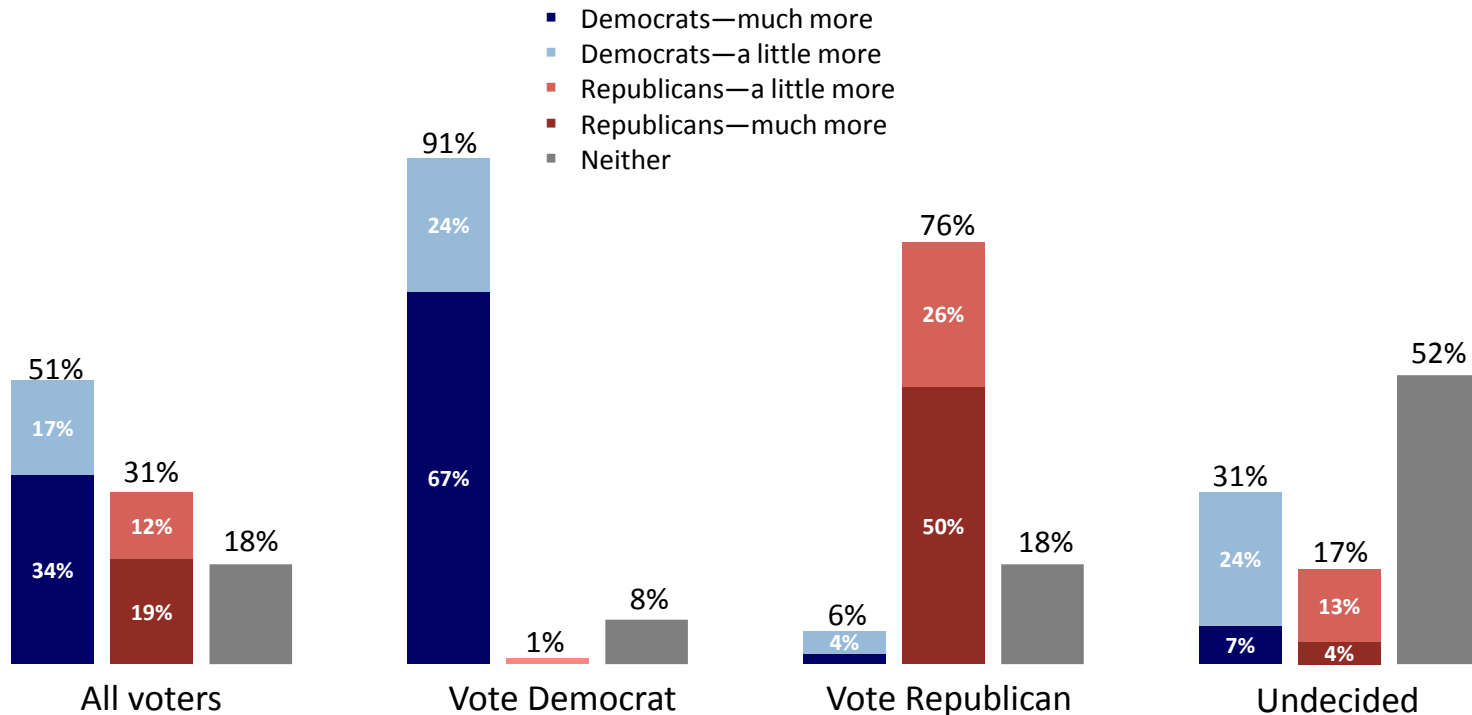
And affordable healthcare is the most frequently volunteered answer on what a party should stand for to be “For the People.”

If a political party wanted to show that it is truly For the People, what would it do or stand for?

Volunteered impressions of what a political party that is FOR THE PEOPLE will focus on.				
	All voters	Vote Democrat	Vote Republican	Undecided
Healthcare, affordable healthcare	26%	32%	21%	19%
Concern for the people, all people, people of color	21%	21%	20%	26%
Lower taxes, cut taxes for the middle class	16%	12%	24%	10%
Jobs/employment	12%	7%	17%	14%
Education, better schools	10%	13%	6%	12%

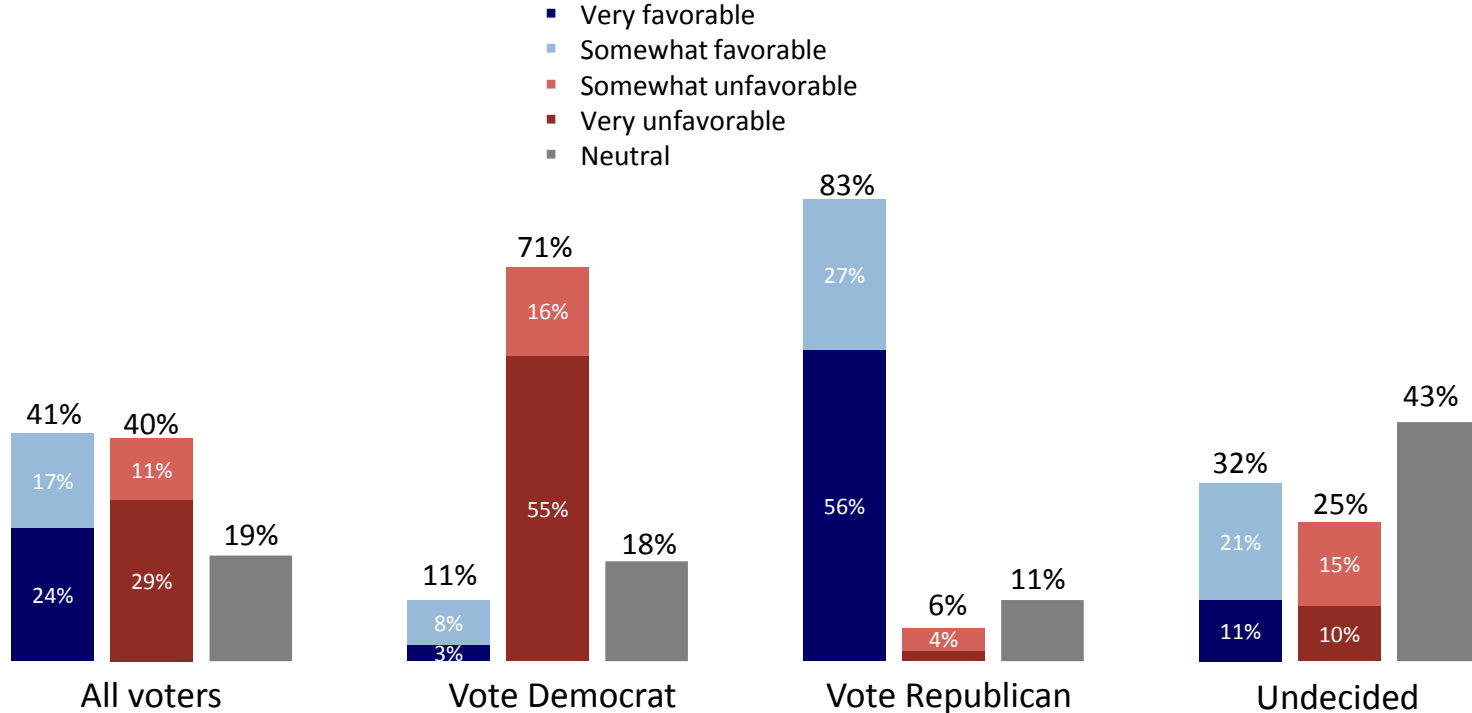
In an election about who is “For the People,” Democrats have a clear advantage.

Which party do you think is more likely to be **FOR THE PEOPLE?**



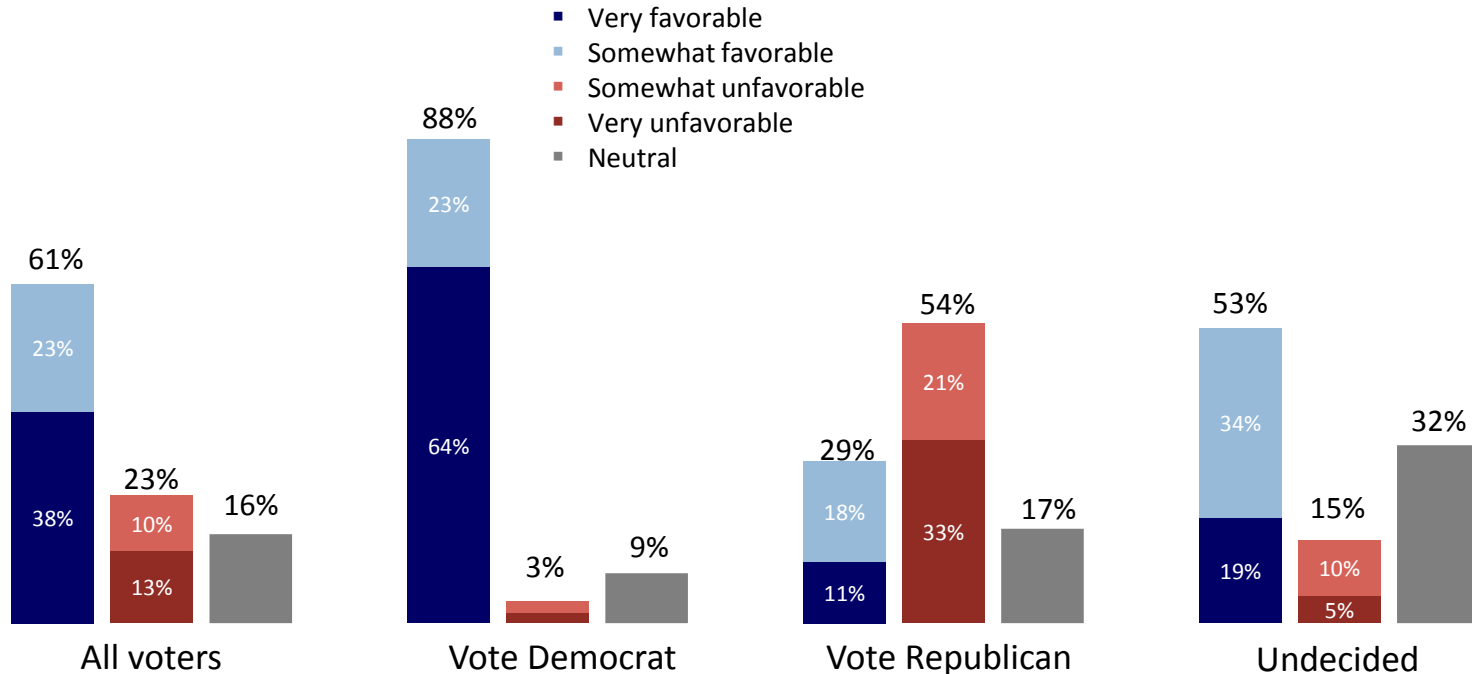
The Republicans' "Better Off Now" agenda does little to broaden the GOP's appeal.

What is your reaction to hearing that Republicans have a **BETTER OFF NOW** agenda that is focused on continuing to work with President Trump to improve America's economy by lowering taxes and reducing job-killing regulations?



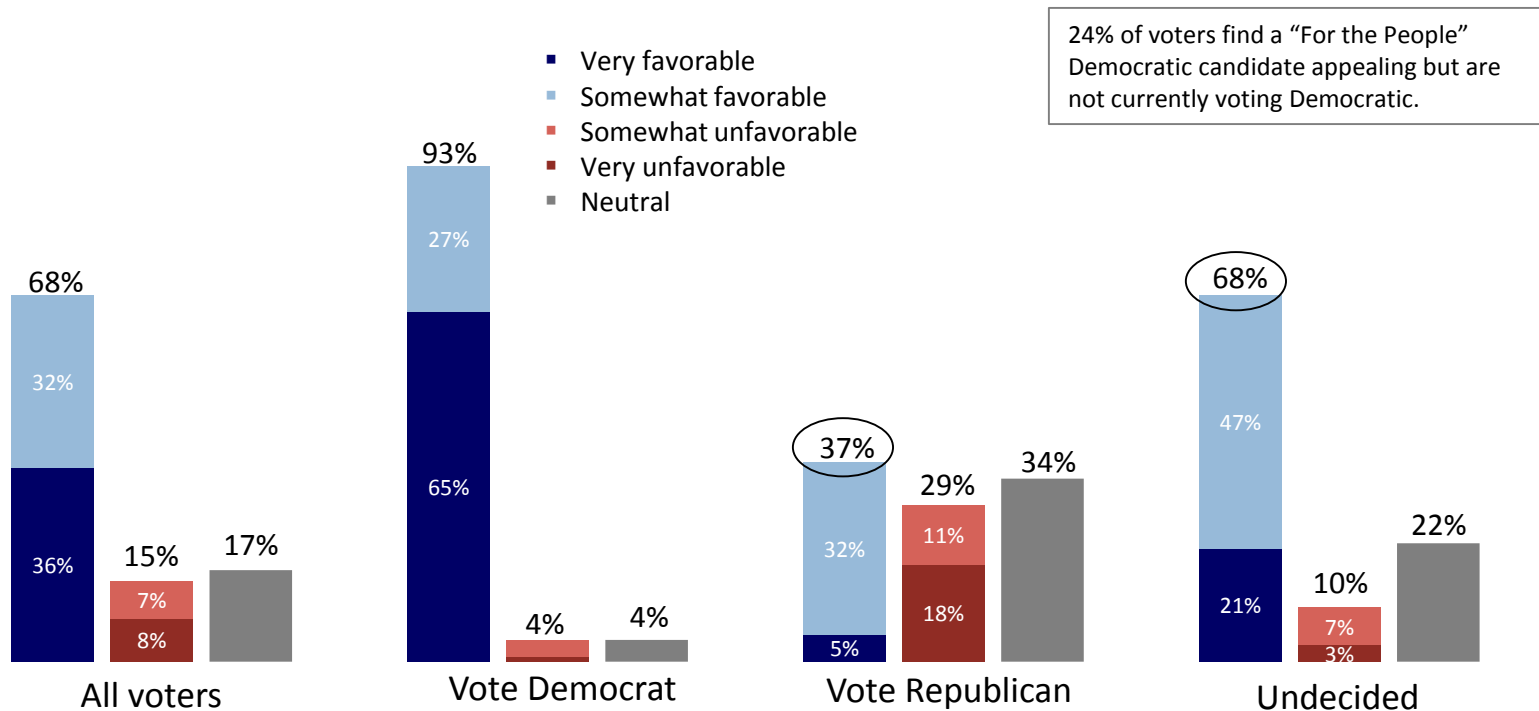
The Democrats' "For the People" agenda solidifies Democratic voters and appeals to others.

What is your reaction to hearing that the Democrats have a **FOR THE PEOPLE** agenda that is focused on lowering healthcare costs, raising wages, and cleaning up corruption?



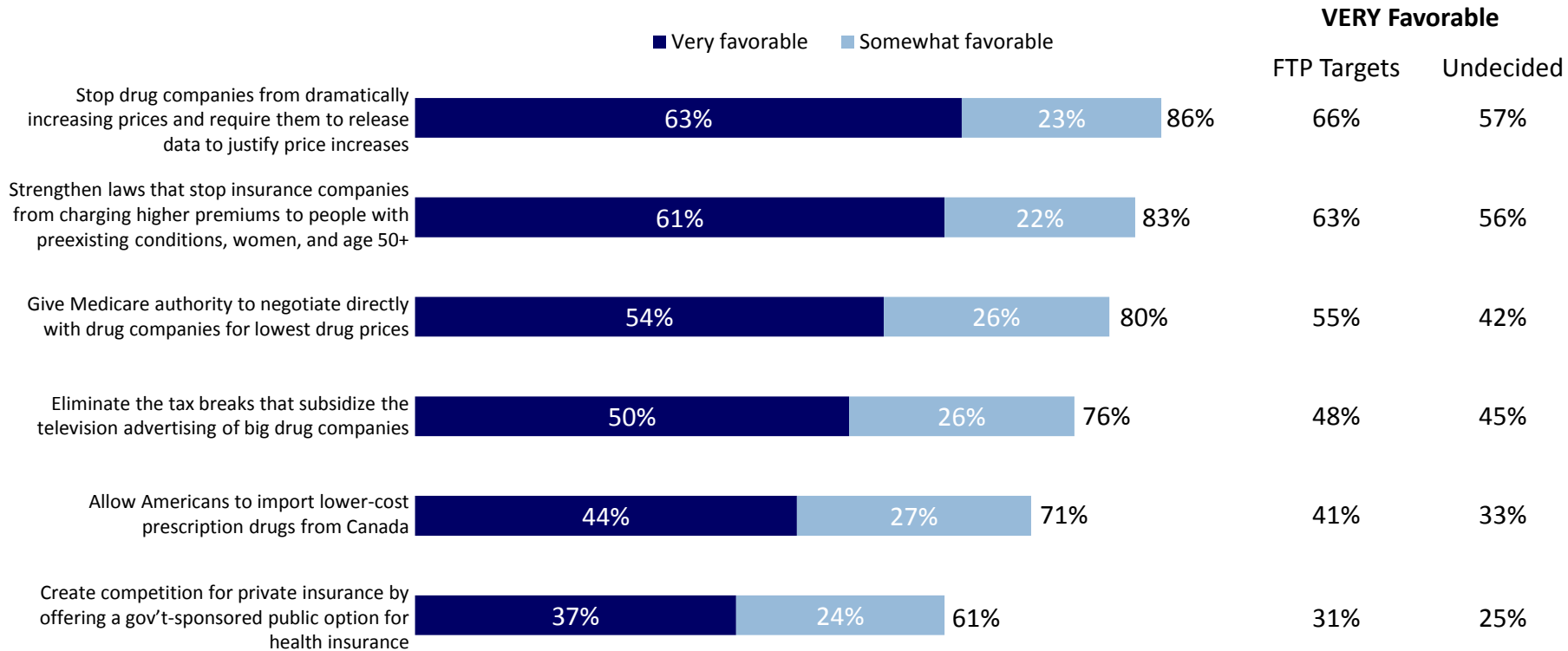
The appeal of a “For the People” Democratic candidate reaches beyond the Democratic base.

If the Democratic candidate for Congress supports a FOR THE PEOPLE agenda that is focused on lowering healthcare costs, raising wages, and cleaning up corruption, would this make you much more favorable, somewhat more favorable, somewhat less favorable, or much less favorable to this Democratic candidate?



Proposals that crack down on drug and health insurance companies have strong appeal.

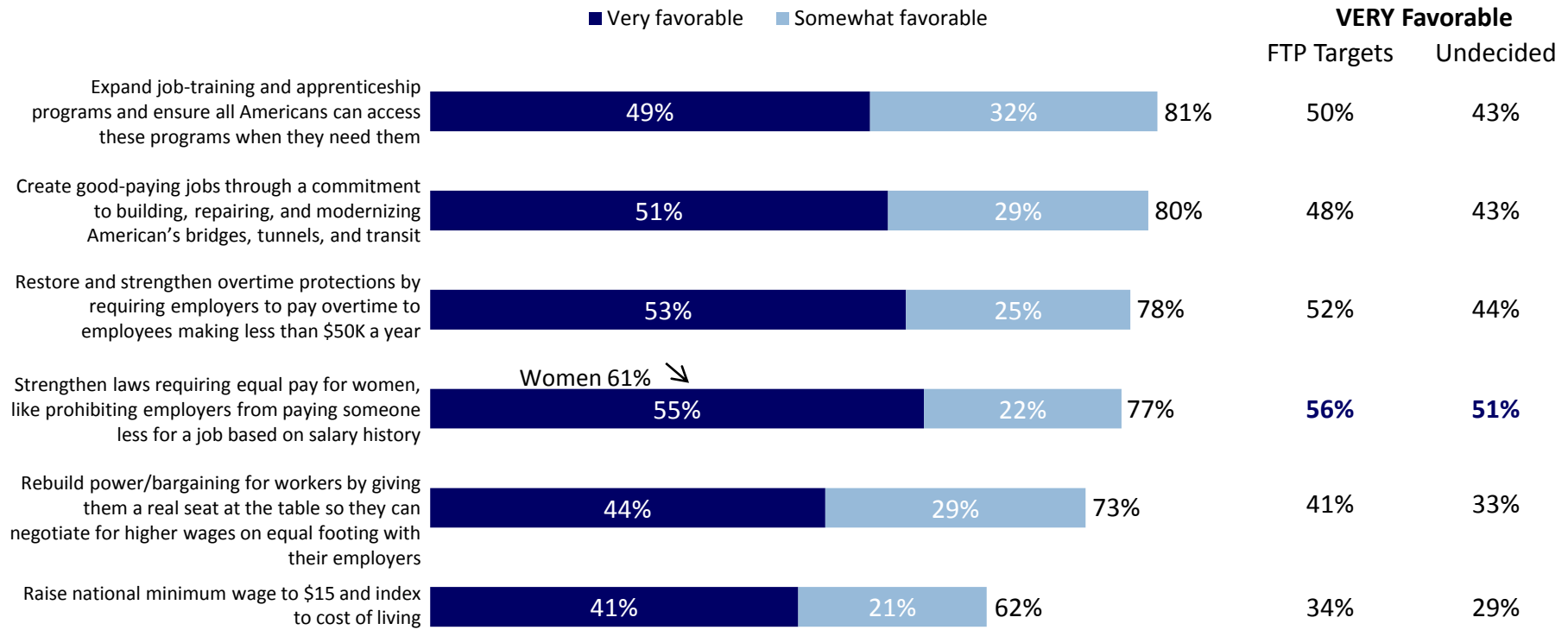
Proportions favorable toward each proposal Democrats have made to lower healthcare costs.



Equal pay for women is one of several strong proposals to address the need for higher wages.

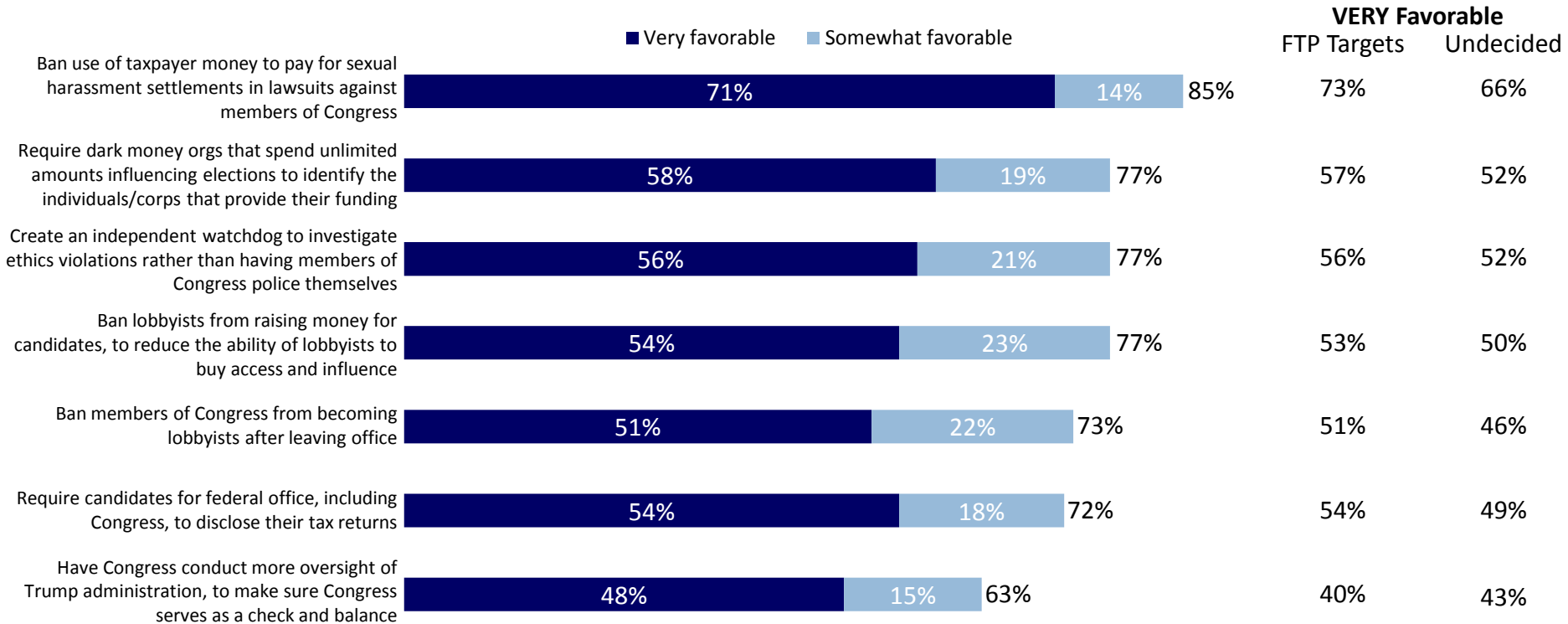
Proportions favorable toward each proposal Democrats have made to raise wages.

Very favorable Somewhat favorable



Banning taxpayer funding of harassment settlements is one of several strong proposals on corruption.

Proportions favorable toward each proposal Democrats have made to address corruption.



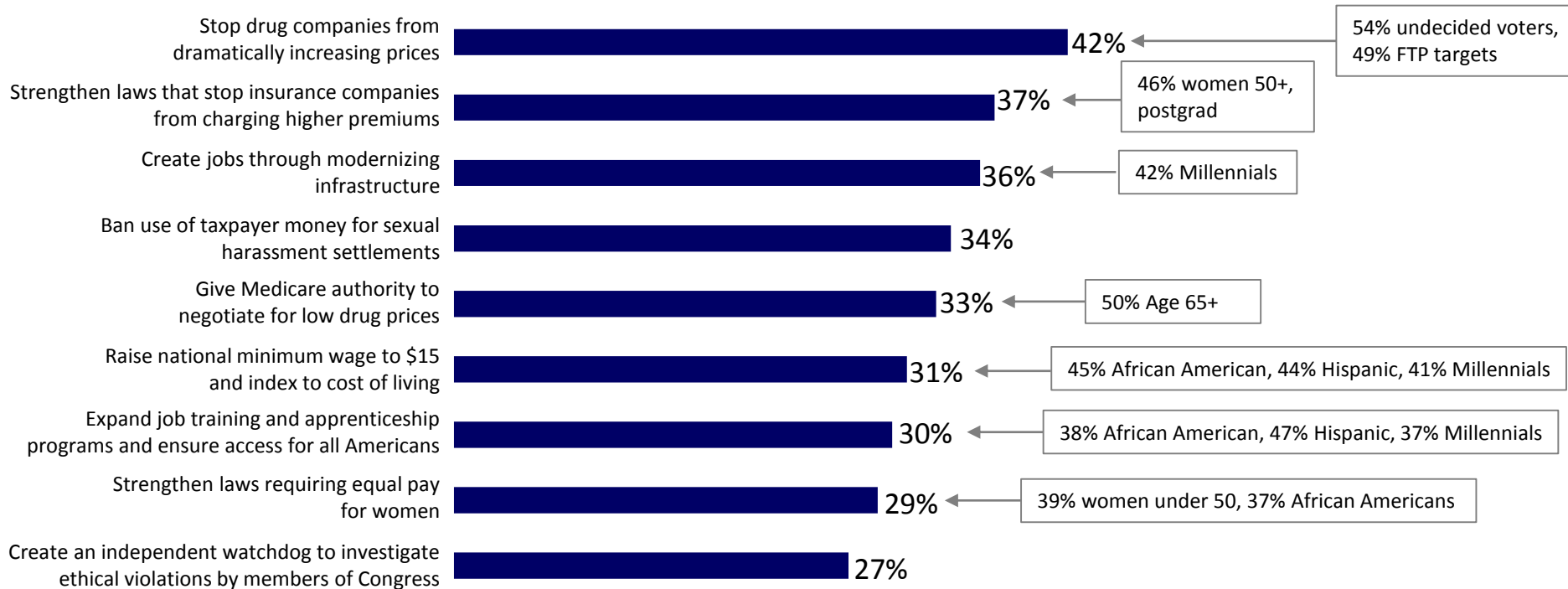
And across audiences, healthcare tops the list of “For the People” for priorities.

Which will be the most important to you when it comes time to vote?

	Lowering the cost of healthcare	Cleaning up corruption	Raising wages
All voters	49%	33%	18%
Democratic voters	47%	30%	23%
Republican voters	49%	37%	14%
Undecided voters	54%	32%	14%
FTP targets	56%	27%	17%
Liberal Democrats	52%	29%	19%
Non-liberal Democrats	46%	29%	25%
White Democrats	56%	28%	16%
Democrats of color	39%	30%	31%
Independents	44%	39%	17%
Republicans	49%	36%	15%

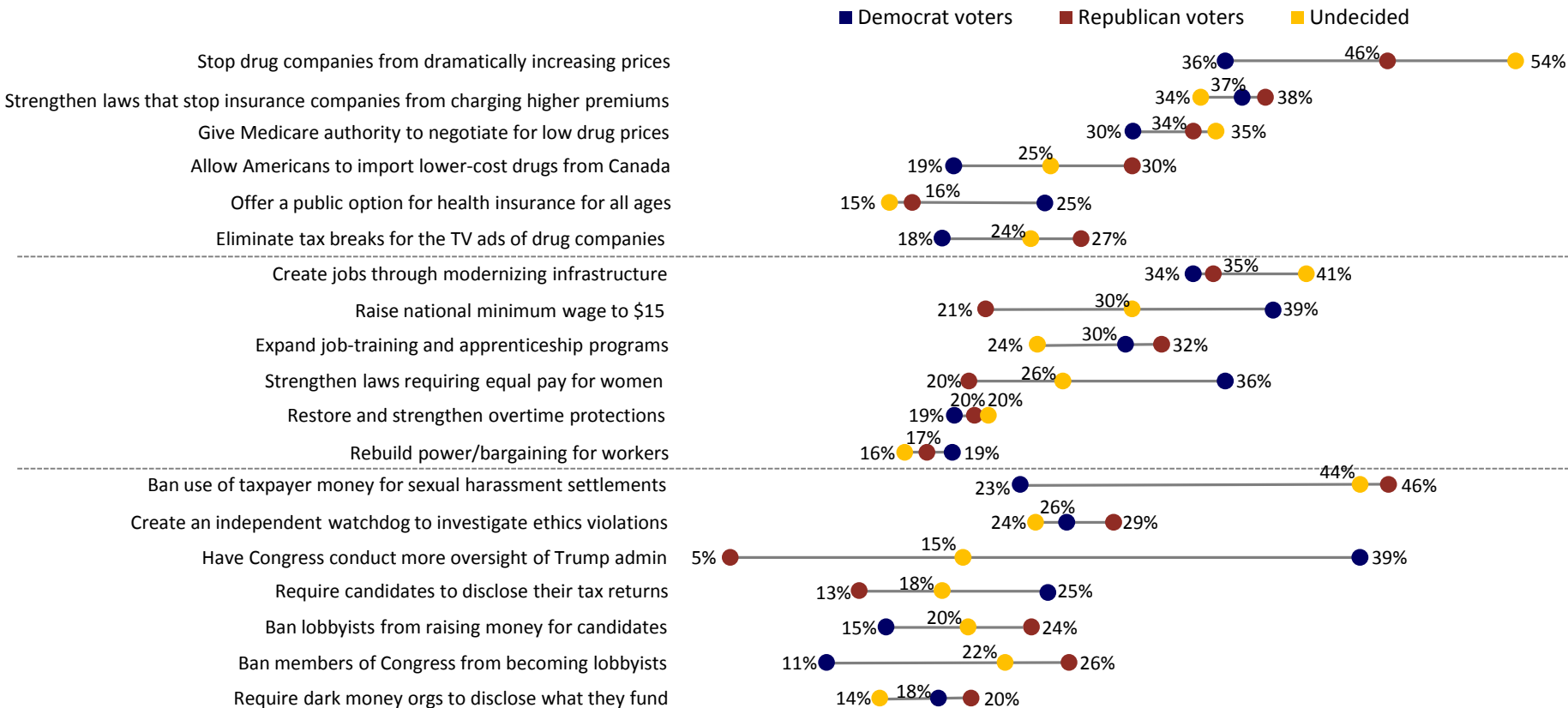
And when all 18 proposals are stacked against each other, the healthcare proposals are highlighted as key priorities.

Proportions who choose each in their top five most important priorities.



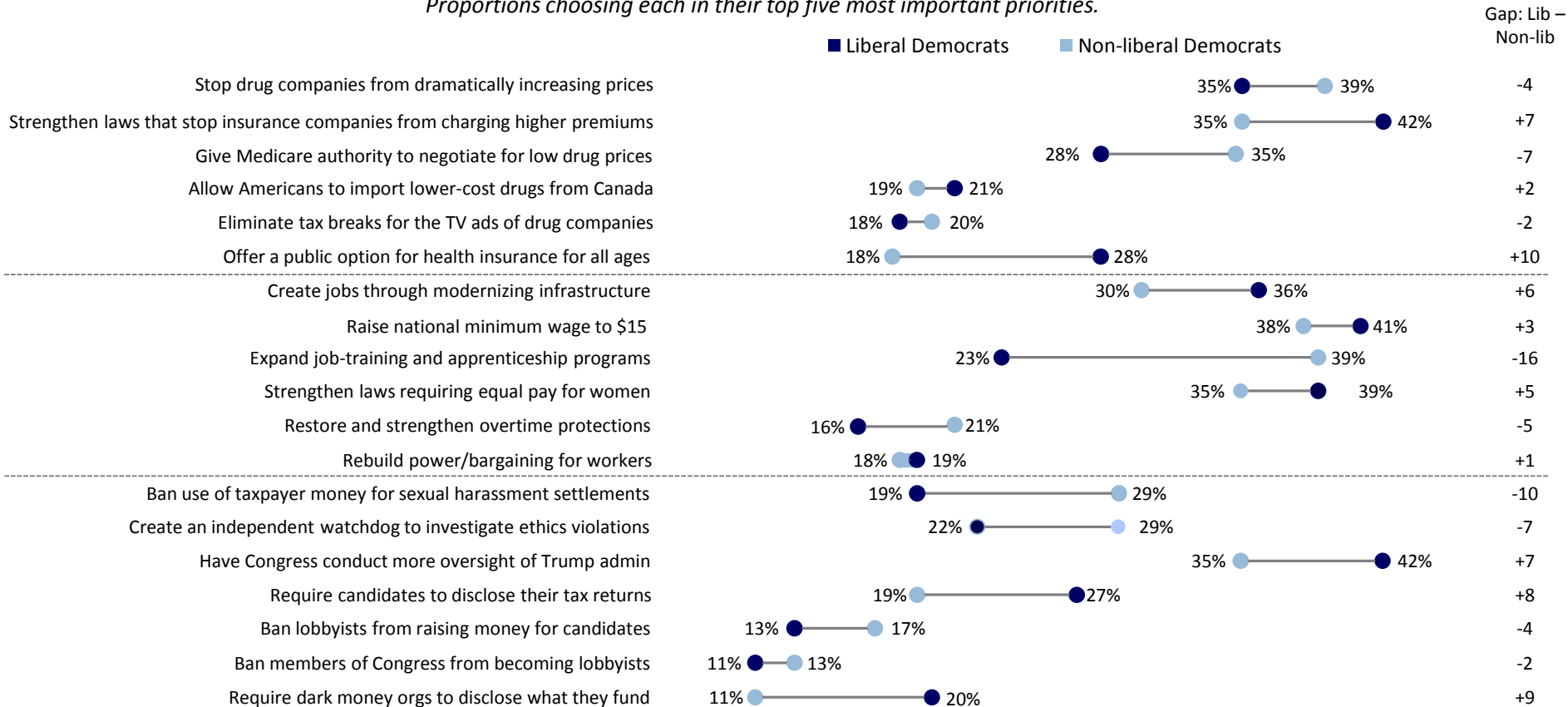
Democrats, Republicans, and undecided voters agree and disagree on various priorities.

Proportions choosing each in their top five most important priorities.



With the base, liberal and non-liberal Democrats differ in their priorities.

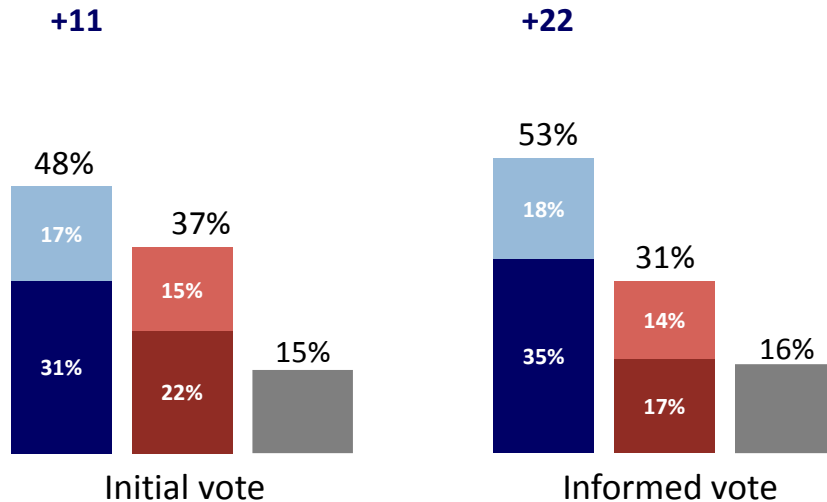
Proportions choosing each in their top five most important priorities.



After voters learn more about “For the People” policies, Democrats extend their lead by 11 points.

In the November election for representative in the U.S. Congress for your district, are you more likely to vote for the Democratic candidate or the Republican candidate?

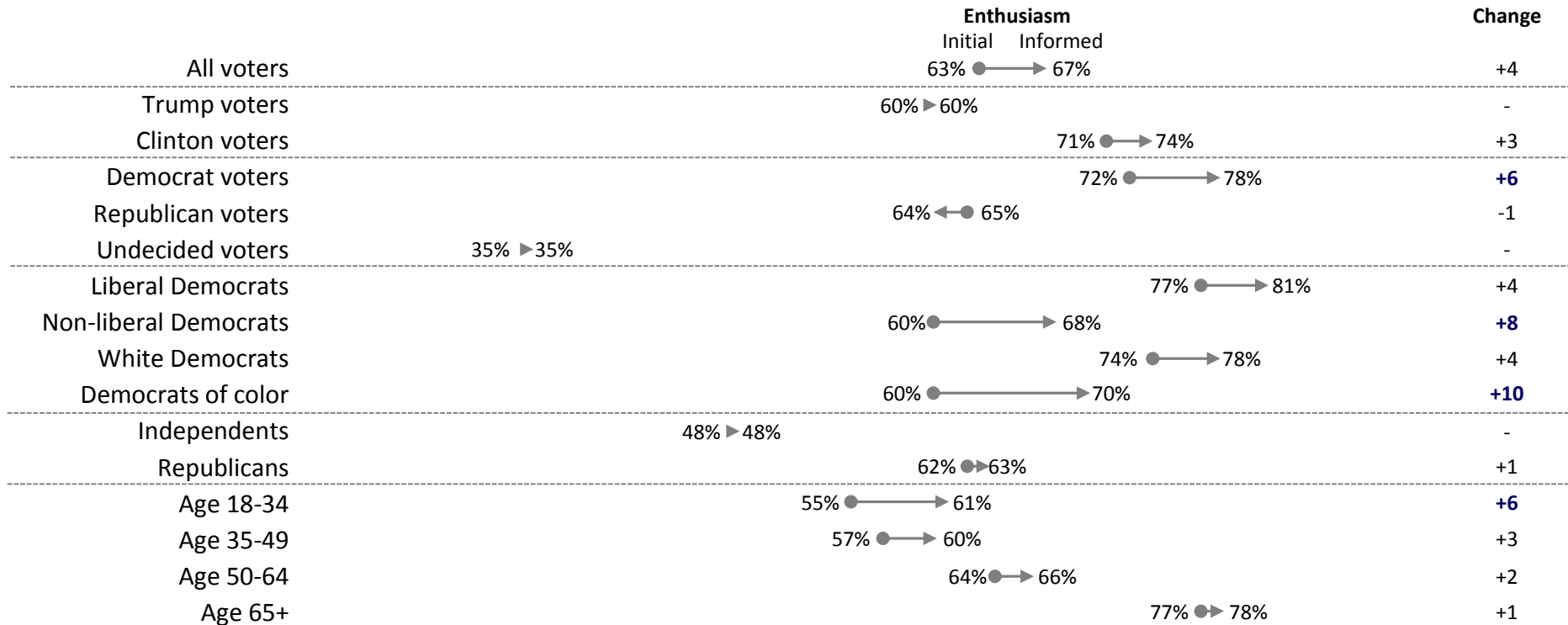
- Definitely for Democrat
- Probably/leaning for Democrat
- Probably/leaning for Republican
- Definitely for Republican
- Completely undecided



	Initial Dem Advantage	Final Dem Advantage	Change
Liberal Democrats	+97	+97	-
Non-liberal Democrats	+78	+86	+8
Independents	+10	+29	+19
Republicans	-85	-69	+16
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Men/18-49	+17	+27	+10
Men/50+	-15	-3	+12
Women/18-49	+28	+38	+10
Women/50+	+14	+24	+10
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White	-3	+8	+11
African American	+70	+74	+4
Hispanic	+33	+49	+16
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Men/non-college	-25	-9	+16
Men/college +	+4	+11	+7
Women/non-college	-10	+3	+13
Women/college +	+21	+31	+10
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Trump voters/not strong approve	-45	-19	+26

And those who intend to vote for Democrats become more enthusiastic about voting.

Proportions saying they are extremely enthusiastic and motivated to vote in this year's elections for Congress and other offices



No longer taking corporate or lobbyist money is more important than accessibility to showing the Democratic Party is truly for the people.

Does each step Democrats in Congress might take make you much more likely, somewhat more likely, or not more likely to think that Democrats are truly for the people?

	Much More Likely	Somewhat More Likely	Not More Likely
If Democrats in Congress stop accepting money from lobbyists	49%	31%	20%
If Democrats in Congress refuse to accept any money from corporate PACs	47%	31%	22%
If Democrats in Congress hold at least one town hall meeting with their constituents every month	35%	33%	32%
If Democrats in Congress make their daily schedules public so people can know who they are meeting with	34%	34%	32%

Most voters, including most of those intending to vote Democratic, are not ready for Democrats to begin impeachment if they win in November.

Which of the following statements about impeachment comes closest to your own point of view?

- If the Democrats win the majority, they should begin impeachment proceedings
- If the Democrats win the majority, they should not begin impeachment proceedings
- It is too early to say, Democrats need to wait for Mueller to complete his investigation

