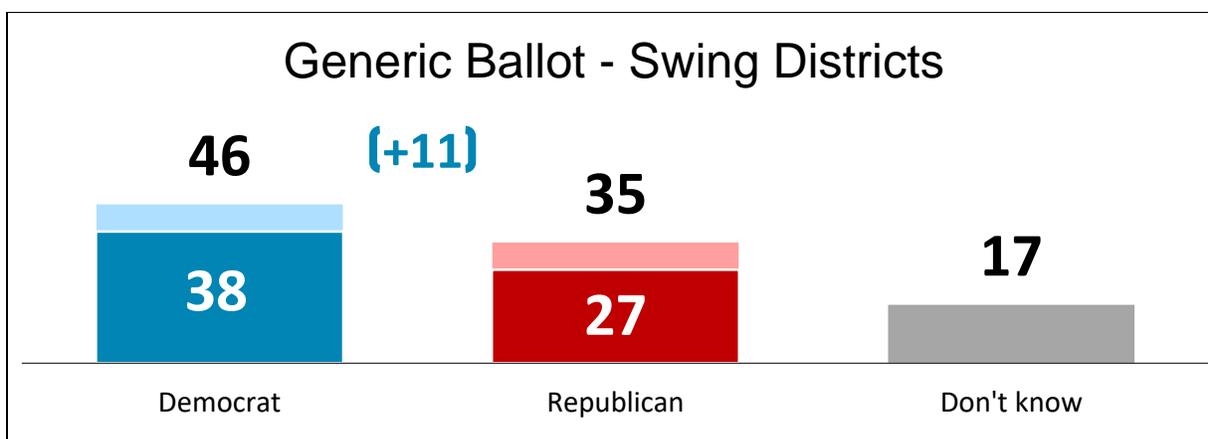


To: Interested Parties  
 Fr: Lake Research Partners  
 Re: Congressional Swing Districts Poll Results  
 Date: March 13, 2018

Our new Lake Research Partners poll<sup>1</sup> of voters in 30 targeted swing districts finds that progressive Democrats have a tremendous opportunity in the 2018 election to win these districts, and they can run and win on progressive policies. We found that in these districts, mostly held by Republican incumbents, voters enthusiastically support progressive policies and progressive messaging works, both to persuade swing voters and to mobilize the base.

Across these congressional districts, Democrats currently lead by +11 points on the generic ballot for Congress, with Democrats receiving 46% of the vote, Republicans receiving 35%, and 17% undecided. There is a clear enthusiasm gap, with 38% of voters strongly supporting the Democratic candidate but only 27% of voters saying the same for the Republican candidate.



Additionally, Donald Trump is deeply unpopular in these districts, with just 36% of voters rating him as doing an excellent or good job, compared with 64% of voters who give him a just fair or poor rating. The Democratic Party also holds a number of advantages over the Republican Party, leading by +21 points on “reducing the influence of corporations and special interests in Washington,” +15 points on “building a better future for our children,” and by +11 points on “better for working families” and “on your side.” One note of warning for Democrats is that they trail the Republican Party by -10 points on which party is “better on jobs and the economy.”

Voters in these districts are clear that they want a bold economic vision as opposed to a more incremental approach. When asked, 52% of voters said they prefer “a bold and comprehensive agenda to rewrite the rules of the economy”, compared with the 36% of voters who would choose to “make our economy work for everyone by building on the success of the past.” In particular, progressive surge voters favor the bold vision 61% to 28% and independent voters favor the bold vision 52% to 40%.

<sup>1</sup> This survey was conducted from February 24 to March 1, 2018 by live telephone, reaching a sample of 600 likely voters in the following congressional districts: AZ-02, CA-10, CA-25, CA-39, CA-45, CA-48, CA-49, CO-02, CO-06, FL-26, FL-27, IA-01, IL-12, IL-06, ME-02, MI-11, MI-08, MN-02, MN-03, MT-AL, NE-02, NJ-02, NJ-11, NY-19, NY-22, TX-07, VA-10, WA-05, WA-08, and WI-01. An additional oversample of 300 Democratic-leaning surge voters who are less certain to vote in 2018 was also surveyed in these districts.

Progressive policies enjoy strong support among voters in these districts. The most intensely popular policies focus on prescription drugs, health care, infrastructure, protecting Social Security and Medicare, and cracking down on Wall Street, and these policies were popular with both swing voters and surge voters. Prescription drugs are so popular that they are seen as a core value across all demographics, with even 66% of Republicans strongly in support of allowing Medicare to negotiate prices like the VA.

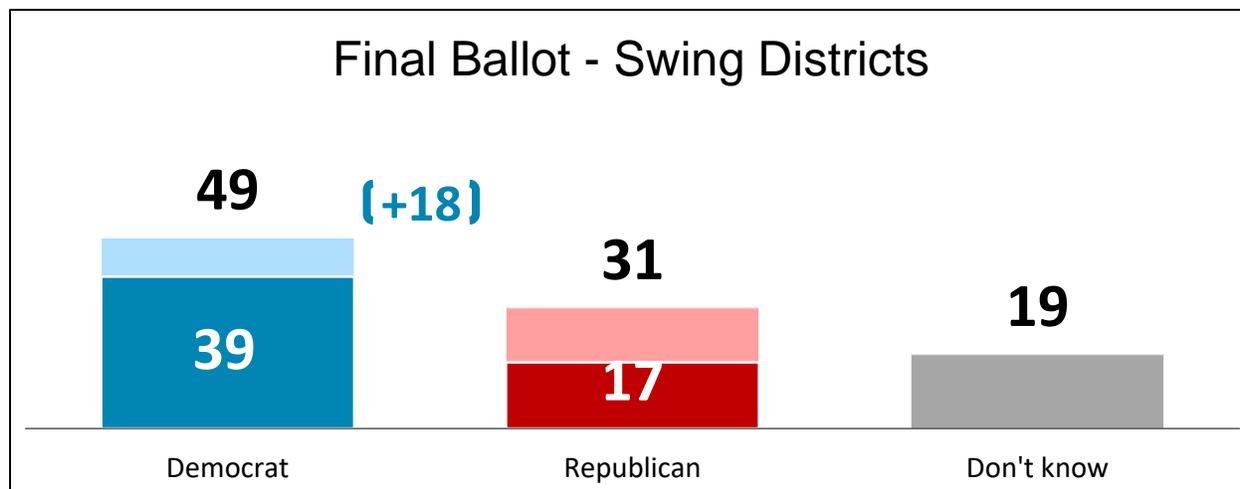
TOP POLICIES	% Likely Voters Strongly Support	% Likely Voters Total Support	% of Surge Strongly Support
Ensure that prescription drugs developed with taxpayer dollars are affordable for every American	76	92	77
Lower prescription drug prices by allowing Medicare to negotiate prices, just like the VA	75	93	79
Improve opportunity for working and low-income families - white, black, and brown - by investing \$2 trillion dollars in rebuilding our roads, bridges, schools, and communities, while creating millions of good paying jobs	67	90	68
Prevent cuts to Social Security and Medicare	64	77	66
Pass tough, new laws to crack down on predatory lenders and financial institutions and tough enforcement of regulation of Wall Street	62	84	76
Improve opportunity for working and low-income families by investing \$2 trillion dollars in rebuilding our roads, bridges, schools, and communities, while creating millions of good paying jobs	61	86	67
Pass tough, new laws to crack down on predatory lenders and financial institutions and help more states create public banks so small businesses and working families can borrow the money they need without lining the pockets of Wall Street	61	85	73
Expand Social Security and Medicare by eliminating the cap for the highest income earners so everyone pays their fair share	61	81	63
Reform our tax system so that wealthy corporations pay their fair share and middle-class families and the most vulnerable get a break	58	81	77
End tax breaks for corporations who ship jobs overseas and wealthy individuals who shelter their income abroad	55	70	65

As health care remains a top-of-mind issue this year, we evaluated support for several health care policies. We find that Medicare for All is popular in these swing districts, with a majority (54%) strongly supporting the policy and 72% of voters in support overall. A majority (52%) of voters also strongly support a public option (77% total support).

TOP POLICIES – HEALTH CARE	% Likely Voters Strongly Support	% Likely Voters Total Support	% of Surge Strongly Support
Ensure guaranteed affordable health care for all through an expanded and improved Medicare for All	54	72	72
Allow states to create plans that guarantee affordable health care for all, including a public option	52	77	64
Ensure universal health care for all	48	71	70
Allow people of all ages to buy into Medicare to guarantee affordable health care for all	45	68	62

These policies not only motivate the progressive base, but make voters more likely to support Democrats. A majority of voters (52%) said they would be more likely to vote for a candidate talking about the progressive policies we mentioned, while only 26% would be less likely.

After progressive messaging, we see not only gains for Democratic candidates but a drop in support for Republican candidates. On our final ballot, Democrats receive a near-majority of the vote (49%) and support for Republican candidate dips to 31%, widening the Democratic lead to +18 points, with 19% undecided. This shift includes expanding the margin with white non-college voters from +5 points to +9 points from the initial (43% Democrat, 38% Republican) to the final (45% Democrat, 36% Republican) ballot.



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Please do not hesitate to reach out to Celinda Lake ([clake@lakeresearch.com](mailto:clake@lakeresearch.com)) or David Mermin ([dmermin@lakeresearch.com](mailto:dmermin@lakeresearch.com)) at 202-776-9066 should you have any questions or comments about this memo.