

End Citizens United Poll Findings and Recommendations

September 12, 2017

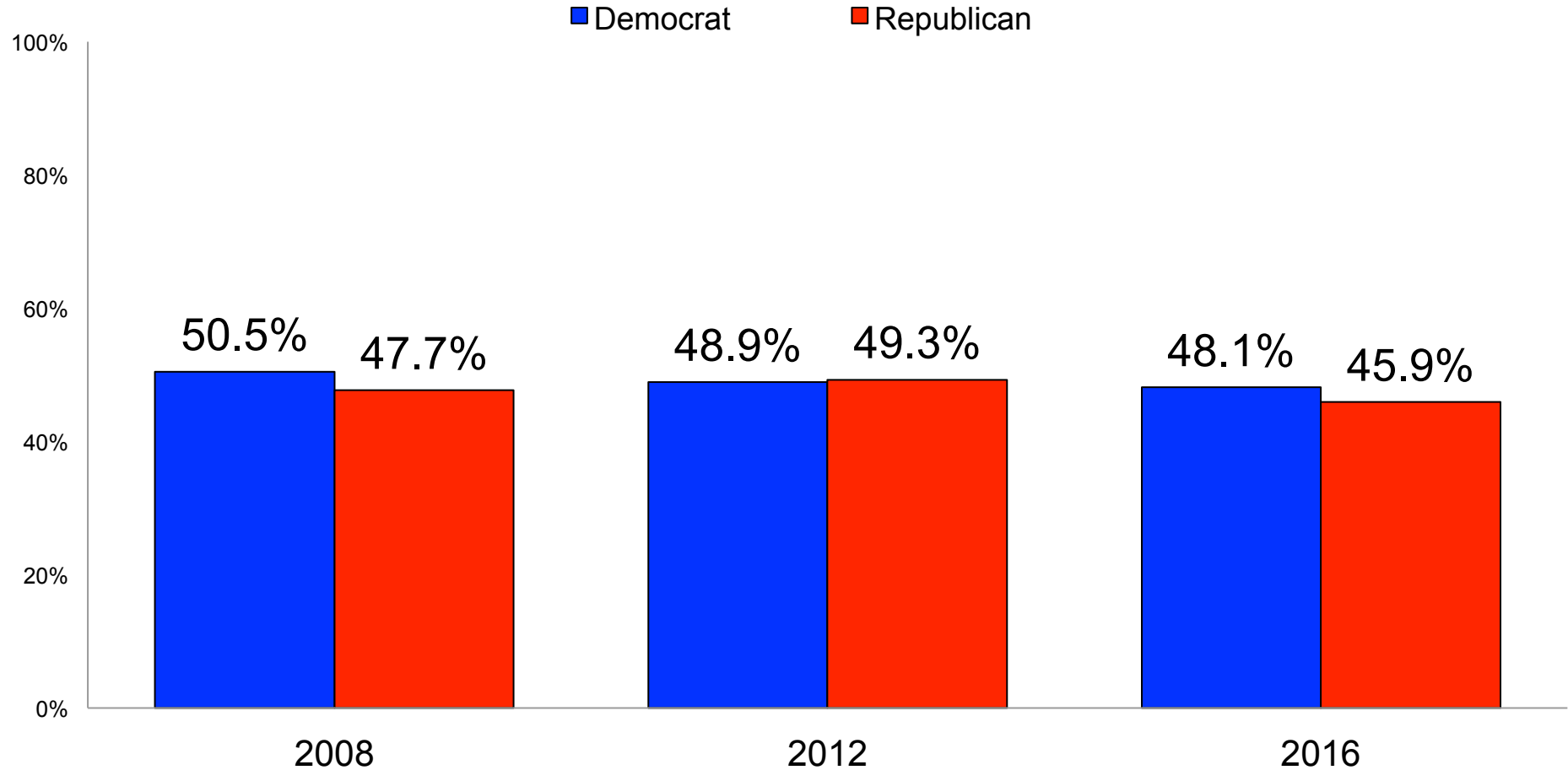


Methodology: Battleground CD Telephone Survey

- Telephone survey of landline and mobile phones among 1,000 registered voters who are likely to vote in the November 2018 general election who live in the following 50 targeted Congressional Districts:
 - AZ-01, AZ-02, AZ-09, CA-07, CA-10, CA-21, CA-25, CA-39, CA-45, CA-48, CA-49, CA-52, CO-06, CT-05, FL-07, FL-13, FL-26, FL-27, GA-06, IA-01, IA-02, IA-03, IL-06, IL-17, KS-02, KS-03, MN-01, MN-02, MN-03, MN-07, MN-08, NE-02, NH-01, NH-02, NJ-05, NJ-07, NV-03, NY-18, NY-24, OR-04, PA-06, PA-07, PA-08, TX-07, TX-23, TX-32, VA-02, VA-10, WA-08 and WI-03
- The survey was conducted from August 24 through September 5, 2017. In 95 cases out of 100, the responses to this survey should fall within ± 3.1 percentage points of those that would have been obtained from interviewing the entire population of likely general election voters in the targeted Congressional Districts.

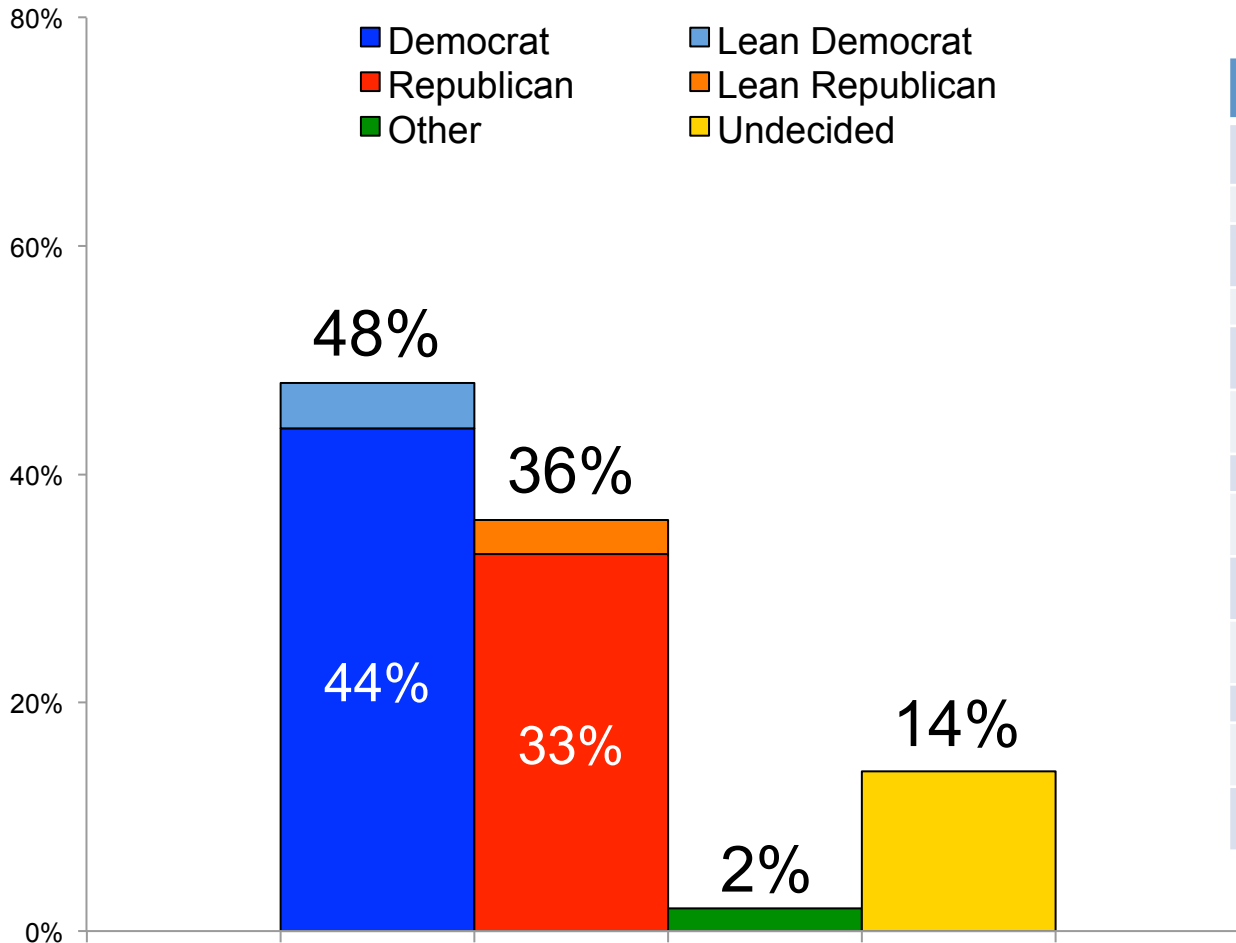
The universe for this battleground survey is heavily tilted towards districts with a Republican incumbent but where Trump received less than 50% of the vote. Clinton won the districts in this survey 48.1% to 45.9%.

Battleground Congressional Districts – Average Presidential Results



Within this specific battleground universe, Democrats currently have a 12 point advantage in a generic vote for U.S. Congress. The generic Democrat had a 14 point lead in districts with a Republican incumbent.

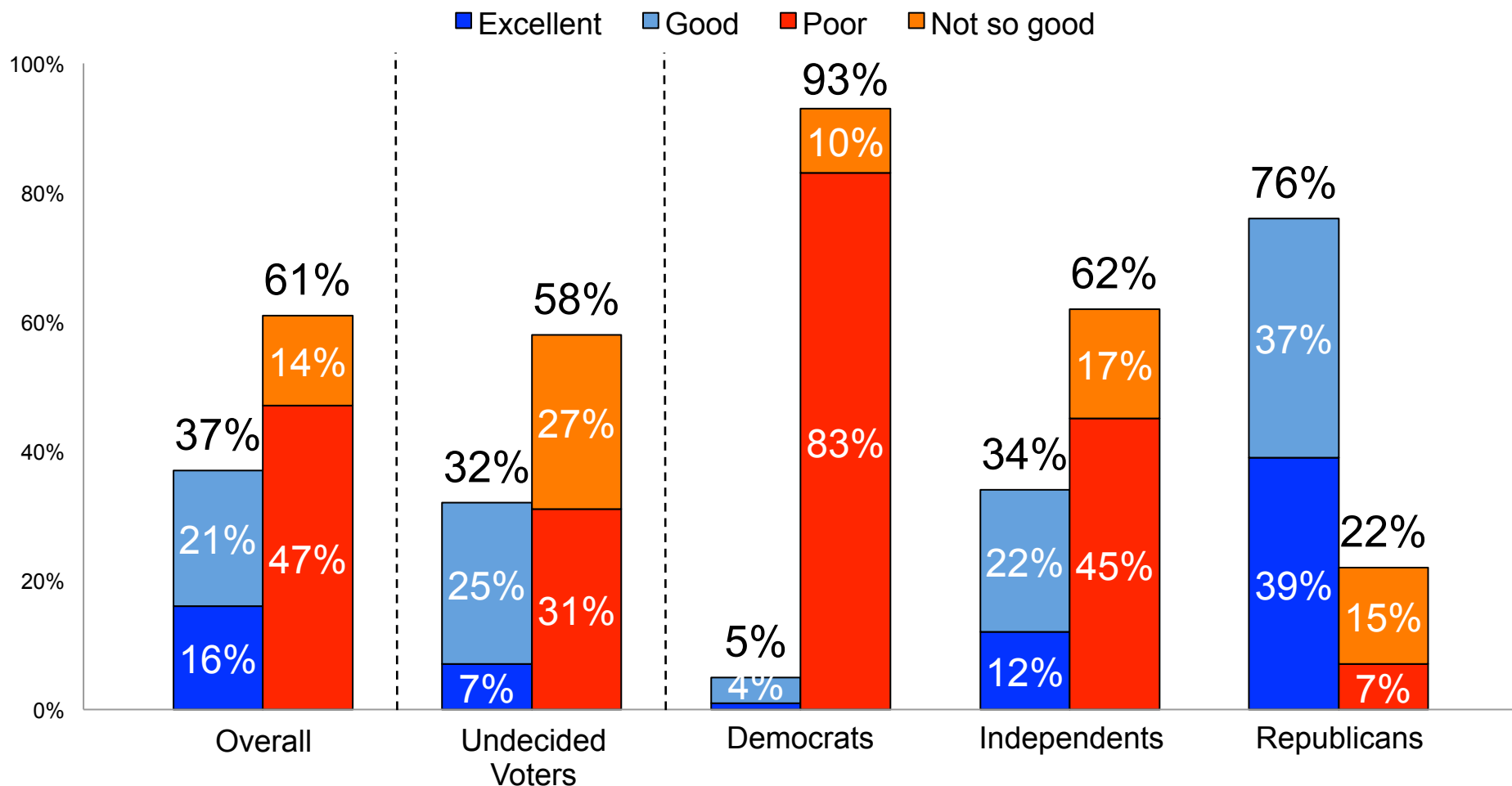
Generic Vote for U.S. Congress



	Dem	GOP
Overall	48%	36%
Definite Voters	51%	35%
Dem Incumbent	46%	37%
GOP Incumbent	49%	35%
Democrat	91%	2%
Independent	42%	28%
Republican	7%	84%
White/No Degree	42%	42%
White/College Grad	49%	37%

Trump's job rating is decidedly negative and highly polarized. However, among Independents, it is 34%-62%, with 45% poor. While 83% of Democrats rate Trump's job as poor, just 39% of Republicans rate it as excellent.

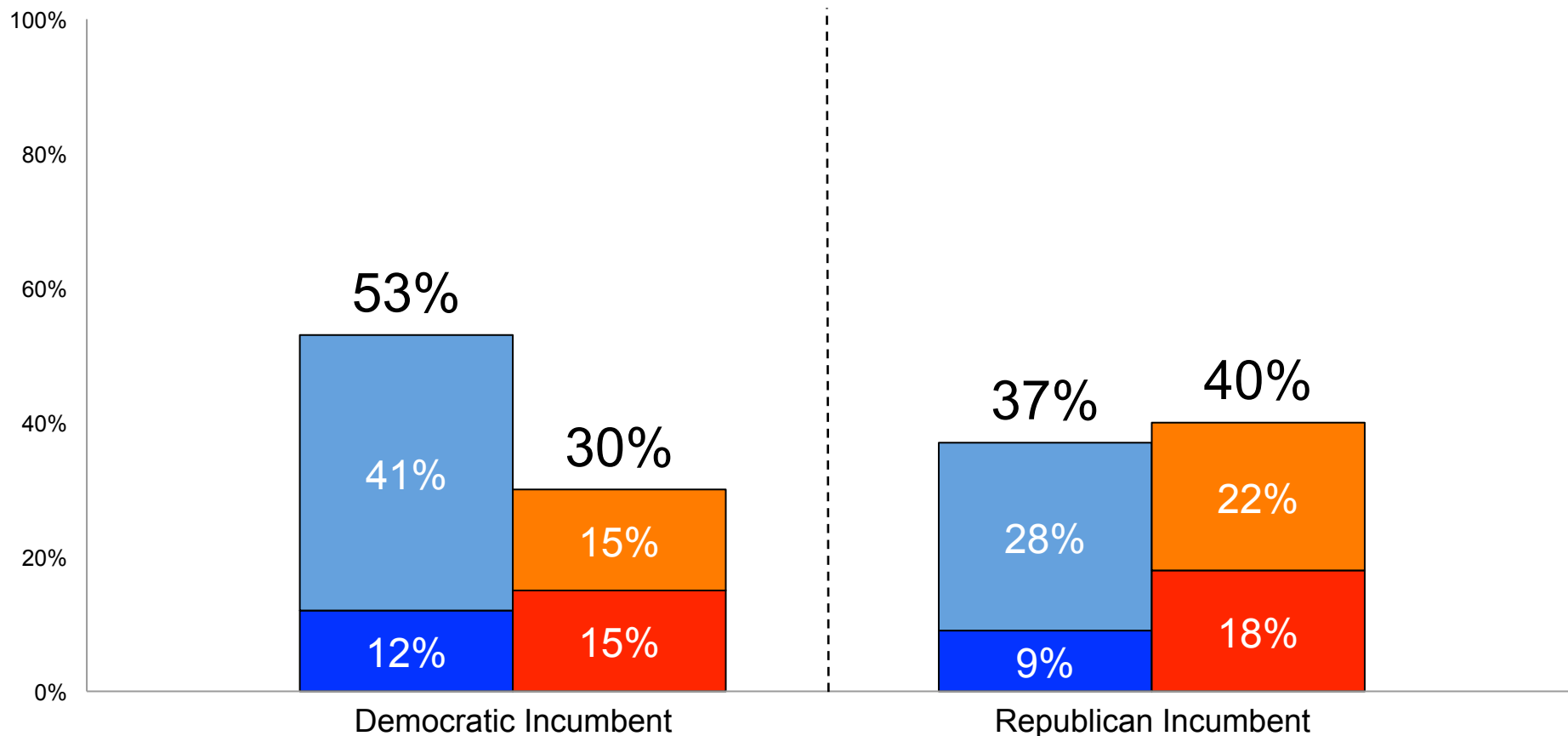
President Trump Job Rating



Democratic incumbents received a positive job rating. However, Republican incumbents were under water by a margin of 37%-40%.

*Incumbent Representative Job Rating**

■ Excellent ■ Good ■ Poor ■ Not so good

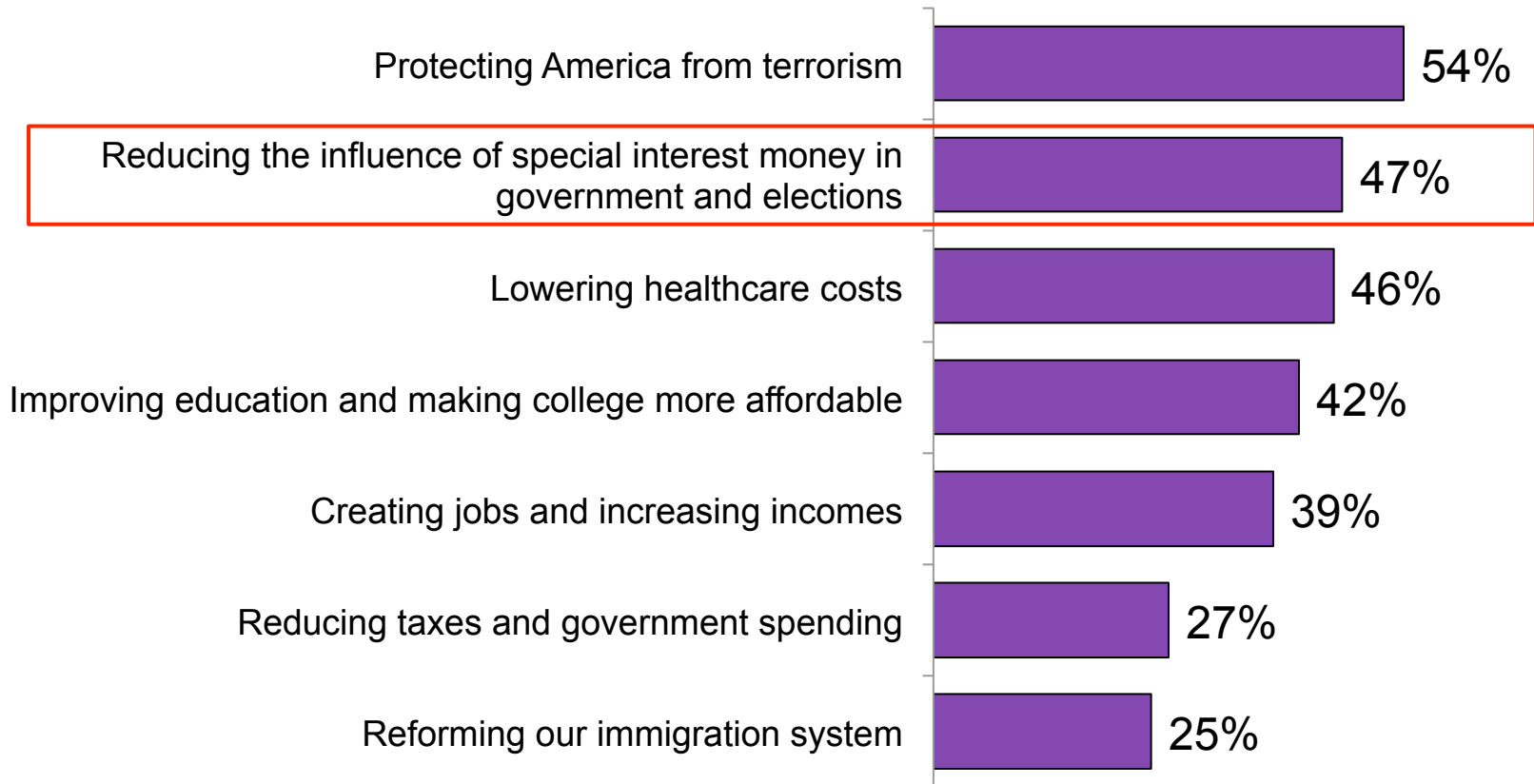


**Name of Congressperson was included in question*

Reducing the influence of special interest money in politics is seen as a big priority to Independents in these battleground districts, surpassed only by protecting America from terrorism. This has been a consistent pattern in all of ECU's polling.

“Now, I'm going to read you a list of issues facing the country and I'd like you to tell me how important a priority you think each one should be using a scale that runs from 0 to 10”

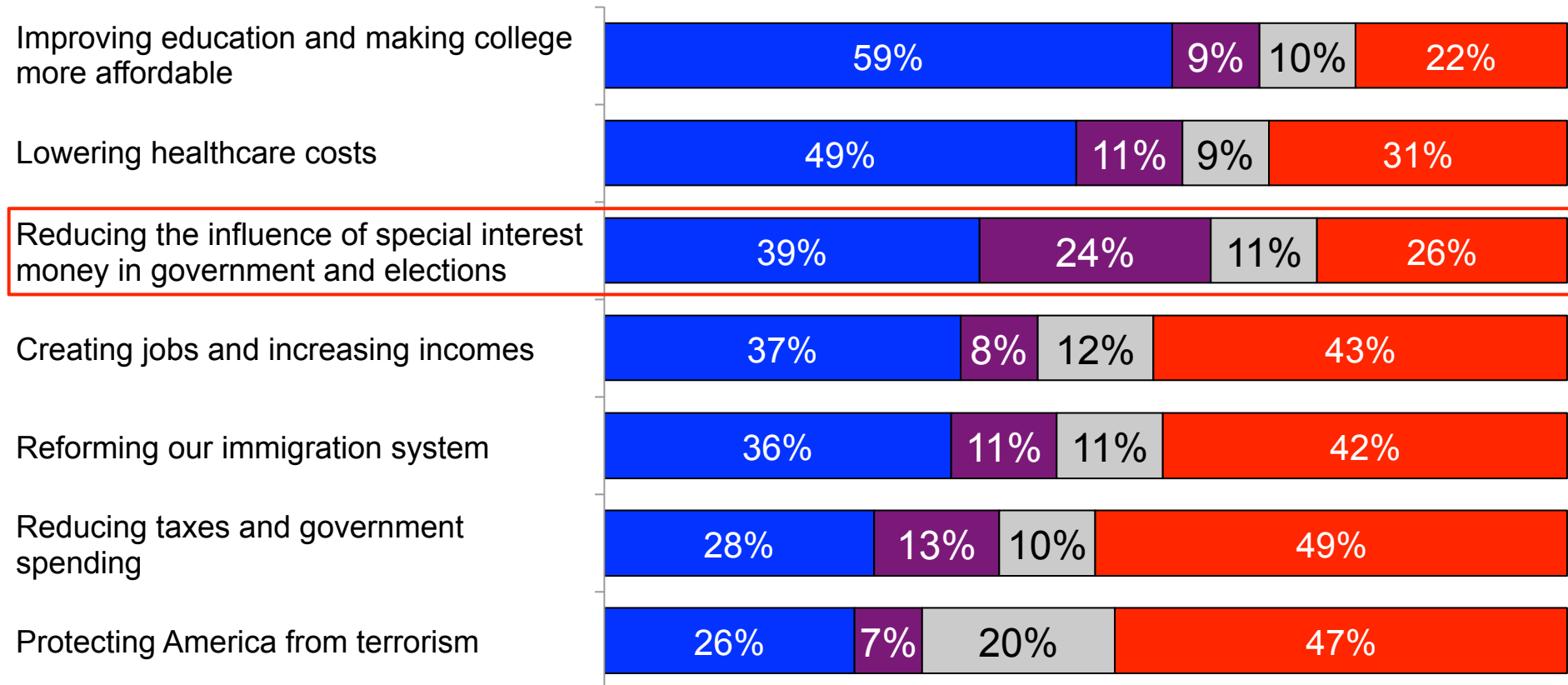
■ **Top Priority Among Independents (% Rating issue a 10)**



Democrats have an advantage on which party would do a better job of reducing the influence of special interest money in government and elections, although nearly a quarter of voters responded “neither” on this question. This initial advantage is good but there is room to grow.

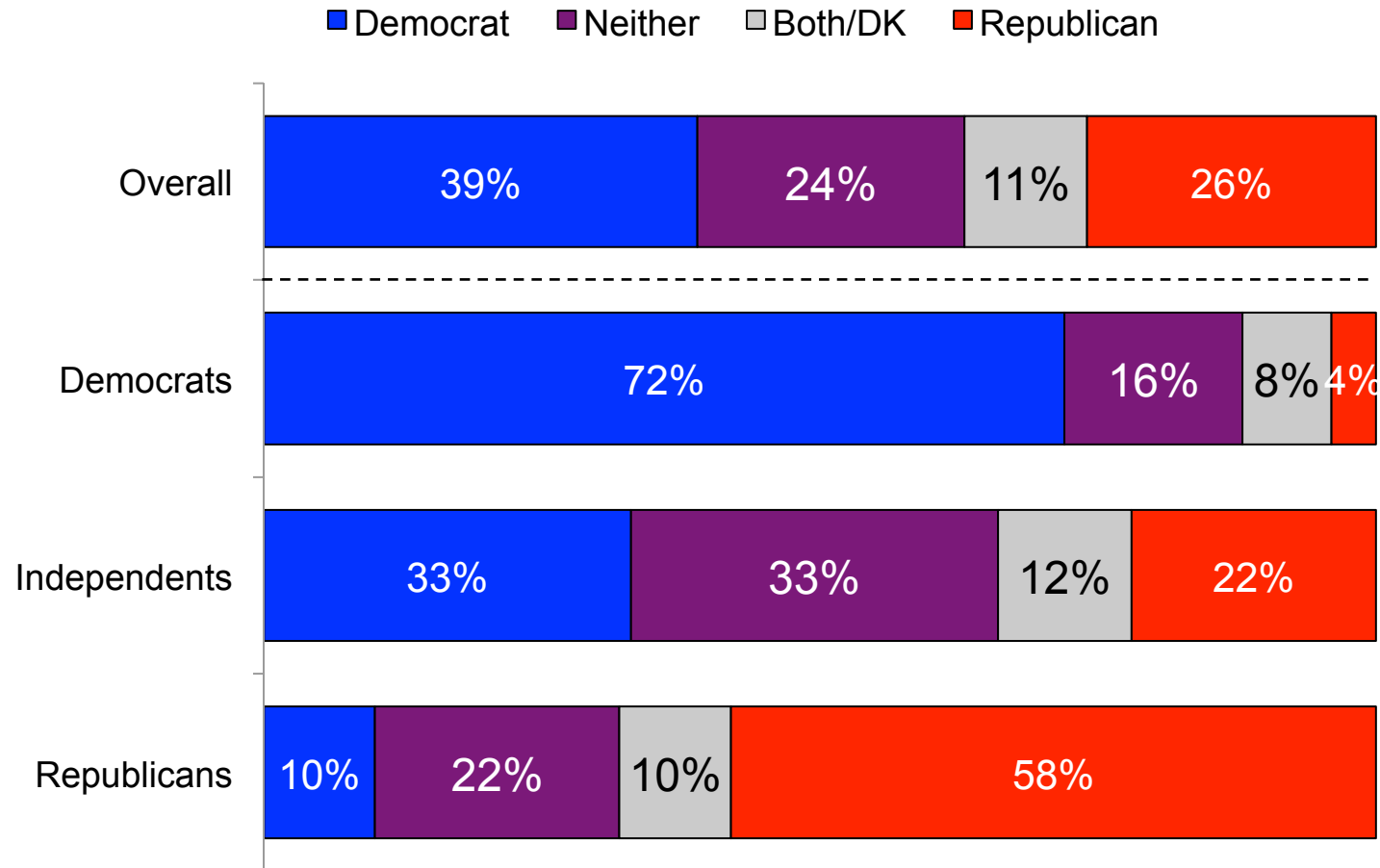
“I’m going to read you another list of issues. This time, I’d like you to tell me which political party you think will do a better job handing that issue”

■ Democrat ■ Neither ■ Both/DK ■ Republican



Among Independents, Democrats have an edge of 33%-22%. However, the percentage saying “neither” is higher among these voters at 33%.

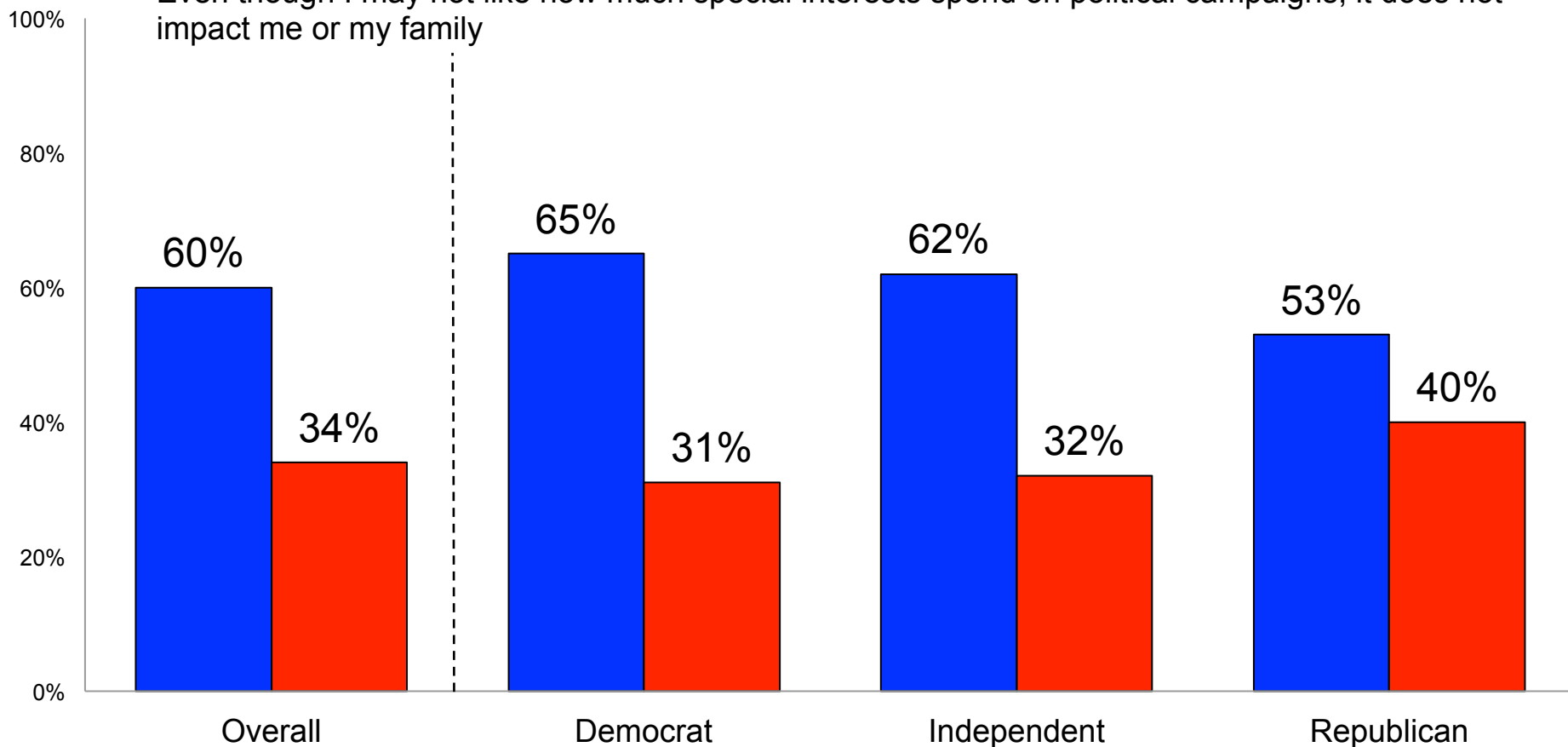
Better Job – Reducing the Influence of Special Interest Money



Six in ten voters believe that the amount of money that special interests spend on political campaigns impacts them directly.

■ The amount of money that special interests spend on political campaigns impacts me or my family

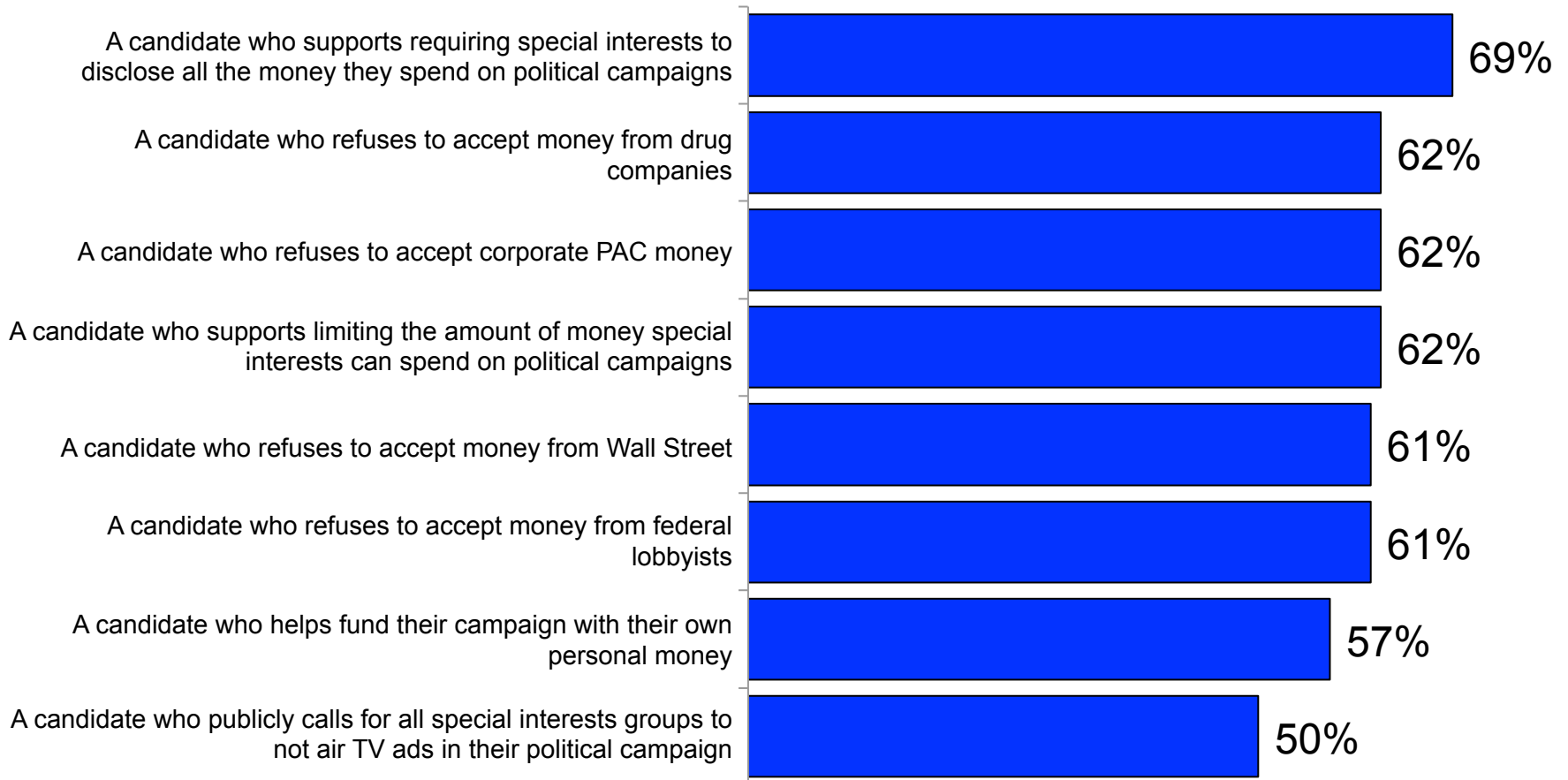
■ Even though I may not like how much special interests spend on political campaigns, it does not impact me or my family



Candidates who support reform can credibly demonstrate to voters that they are serious about reform in a variety of different ways. Support for disclosure of special interest money tops the list. Supporting limits on special interest spending is just as compelling as refusing to take money from drug companies, PACs, Wall Street and federal lobbyists.

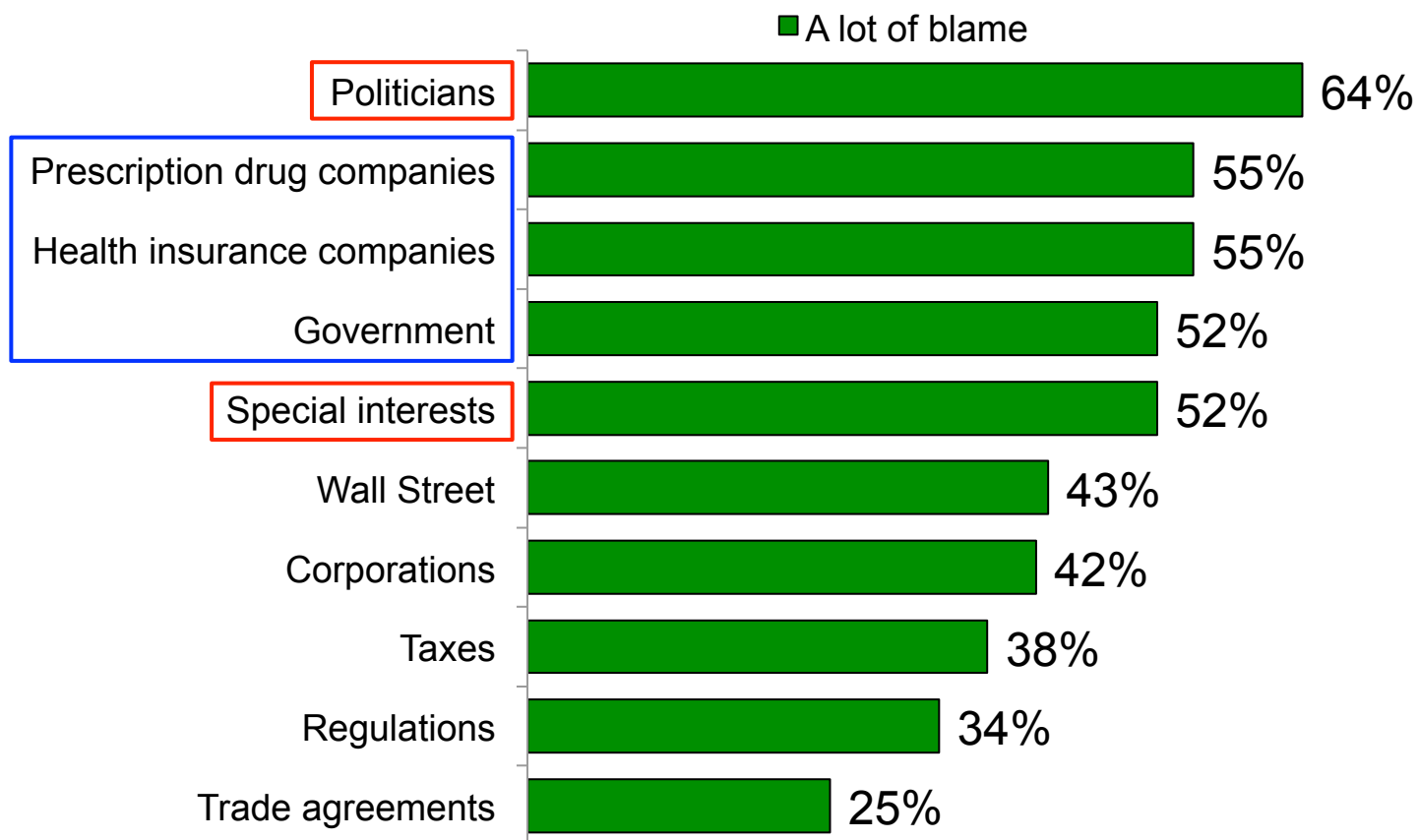
“Please tell me how much you think that candidate really wants to reform our politics. A 0 on this scale means you think that candidate is opposed to reforming politics. A 10 on this scale means you think that candidate is serious about reforming politics.”

Total Serious About Reform (8-10)



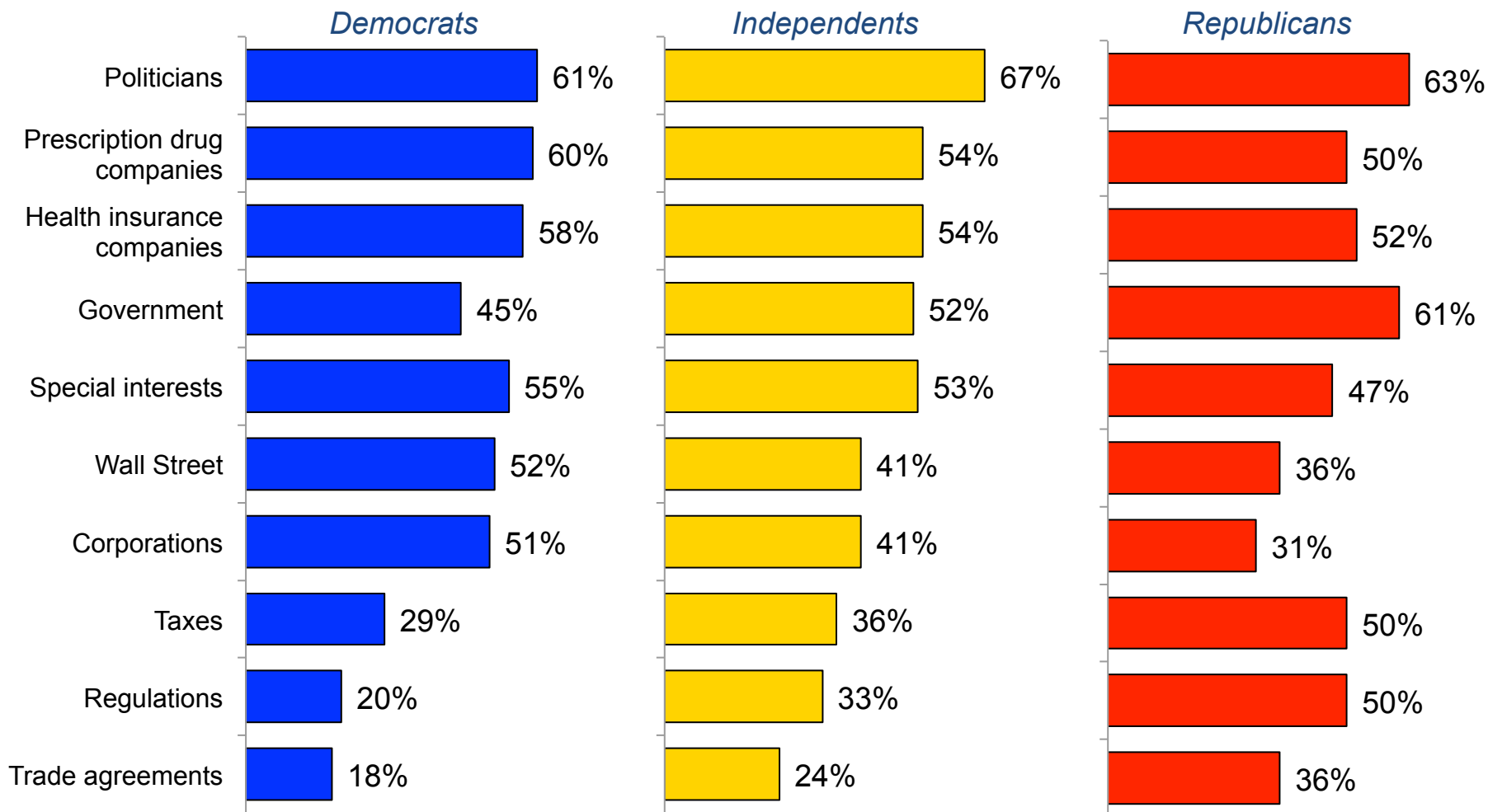
Politicians and special interests are both viewed as a large part of the reason that middle class families continue to struggle economically, along with prescription drug companies and health insurance companies.

“Recently there has been a lot of talk about how many families have not really benefitted from the economic recovery and continue to struggle economically. I am going to read you the names of some different entities. For each one, please indicate how much blame they deserve for this problem -- do they deserve a lot of blame, some blame, or no blame at all for why many families continue to struggle economically?”



Democrats, Independents and Republicans are united in their belief that politicians deserve blame. To a slightly lesser extent, they are united in their belief that prescription drug companies, health insurance companies and special interests deserve blame. There is considerable polarization by party when it comes to the blame for government, corporations, taxes and regulations.

Deserve A Lot of Blame



Democratic economic messaging that include references to reforming politics (in blue) scored better than pure economic messaging (in green). This is particularly the case for voters who said they were undecided on the generic vote.

Very Convincing Reason to Support Democratic Candidate	Overall	Und
<p>[MIDDLE CLASS/NOT SPECIAL INTERESTS] This Democratic candidate says that instead of giveaways to special interests, we should grow the economy for real people by rebuilding our crumbling infrastructure, ensuring jobs pay a living wage and helping consumers by lowering the cost of prescription drugs and cracking down on big corporations that gouge consumers</p>	51%	49%
<p>[DARK MONEY/TOOLS TO SUCCEED] This Democratic candidate wants to require all political donations be made public so that special interests cannot secretly influence our elections. This Democrat says the influence of these special interests is the reason politicians do not focus on the real needs of people, like increasing career training and making college more affordable</p>	49%	48%
<p>[PRESCRIPTION DRUGS & CORPORATIONS] This Democratic candidate says too many families are being squeezed by rising prices, especially for prescription drugs. This Democrat says we need to help consumers by lowering the cost of prescription drugs and cracking down on big corporations that gouge consumers</p>	48%	30%
<p>[TOOLS TO SUCCEED/CAREER TRAINING] This Democratic candidate says too many Americans don't have the right skills to find good paying jobs. This Democrat says we need to build an economy that works for everyone by giving people the tools they need to get a good paying job by increasing career training and making college more affordable</p>	45%	33%
<p>[INFRASTRUCTURE/LIVING WAGE] This Democratic candidate says the economy is not working the way it should for many families. This Democrat says we can grow the economy and create jobs by rebuilding our roads, bridges and crumbling infrastructure. And we need to ensure a living wage for every American who has a job</p>	43%	29%
<p>[LIMITING SPECIAL INTERESTS] This Democratic candidate says we will never be able to make an economy that works for real people until we reduce the influence of special interests on politicians by limiting the amount of money that corporations and special interests can spend on political campaigns</p>	42%	35%

Republican economic messaging tested somewhat lower than the Democratic statements. However, all three scored in the mid-thirties to low-forties.

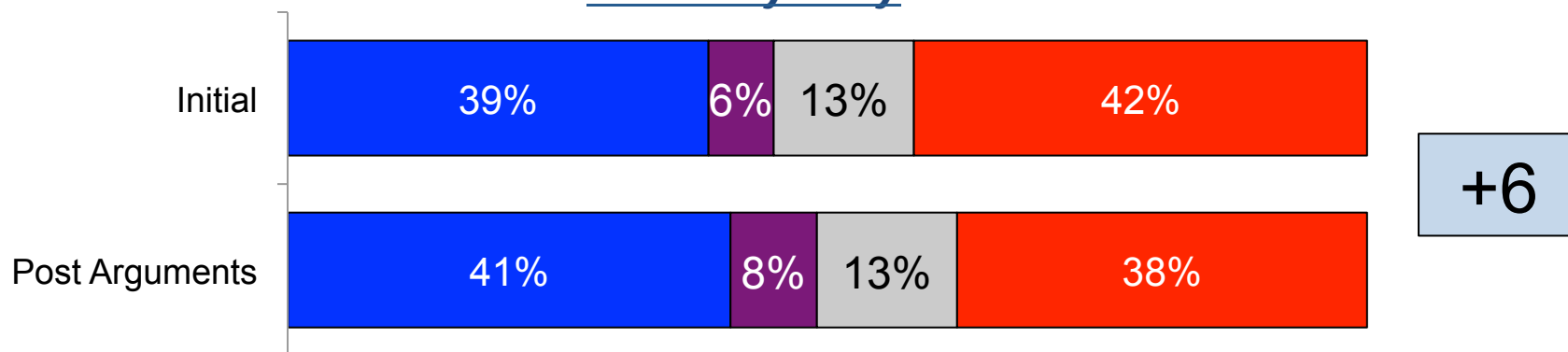
Very Convincing Reason to Support Republican Candidate	Overall
[BAILOUTS & TAX REFORM] This Republican candidate says it's time we end bailouts and reward people who work hard. And it's time to have real tax reform that makes the tax system simple, fair and built to promote job creation and economic growth	42%
[TAXES & SPENDING] This Republican candidate says we need to encourage job creation by keeping taxes low, controlling government spending, reforming government programs that no longer work and drive up the national debt while cutting needless government regulations	38%
[NEW APPROACH] This Republican candidate says increased government spending and higher taxes have not worked and that we need a new approach that recognizes that economic growth comes when American families and businesses work, save and invest, and not from the government	36%

Economic messaging that included reform did a slightly better job of moving attitudes about which party would be better at “creating jobs and increasing incomes.”

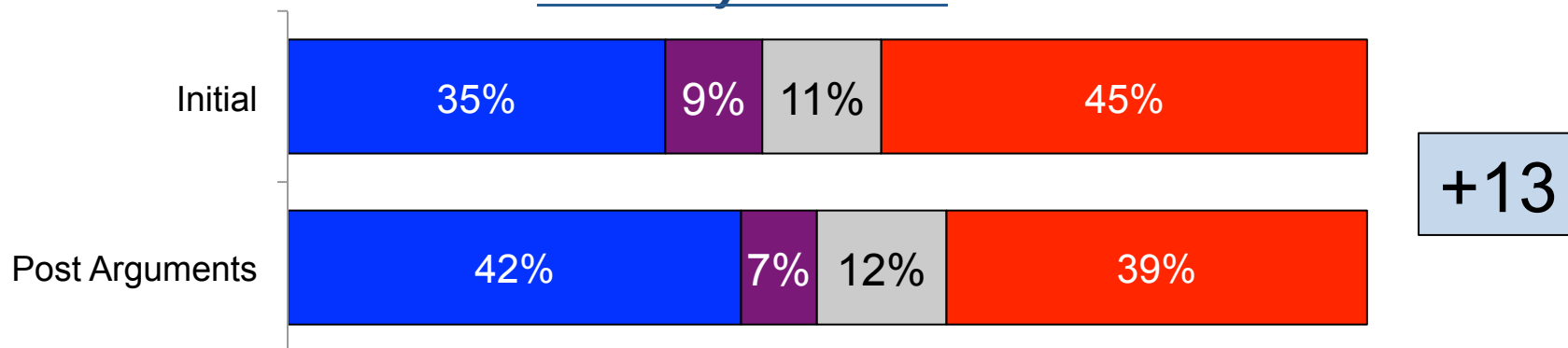
Better Job – Creating Jobs and Increasing Incomes – Initial and Informed

■ Democrat ■ Neither ■ Both/DK ■ Republican

Economy Only



Economy + Reform

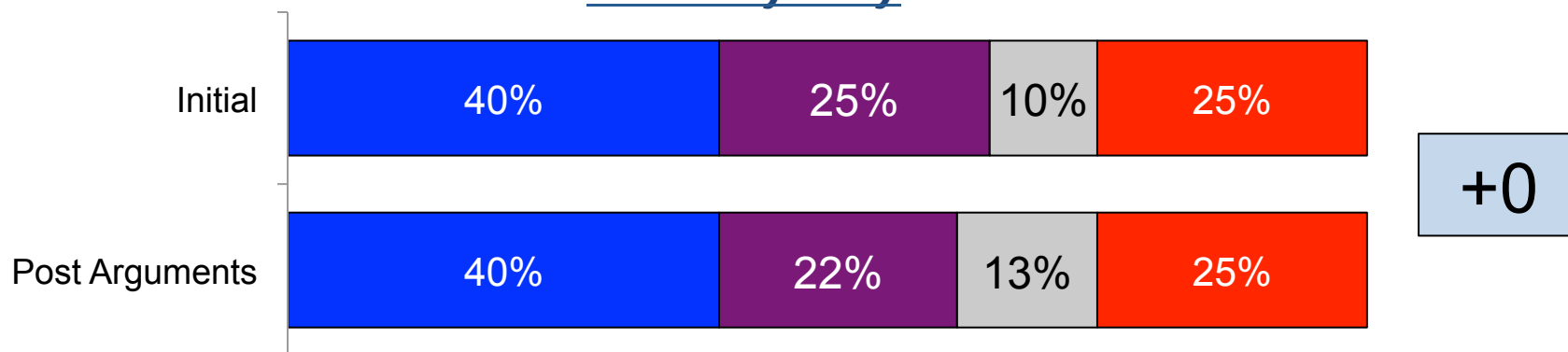


Not surprisingly, the economic messaging that included references to reform did a better job of moving attitudes about which party would be better at “reducing the influence of special interest money in government and elections.” While the Democrats have an initial advantage, there is clearly room to grow on this dimension.

Better Job – Reducing the Influence of Special Interest Money – Initial and Informed

■ Democrat ■ Neither ■ Both/DK ■ Republican

Economy Only



Economy + Reform

