

Key Findings from the 2018 POS Election Night Survey

November 2018




AMERICAN BENEFITS
COUNCIL

Micah Roberts



Project # 181444

Election Night Methodology

- ❑ Public Opinion Strategies conducted an Election Night survey of N=800 actual voters for the American Benefits Council. Of the respondents, 400 interviews were conducted on cell phones.
- ❑ The survey was conducted on Election Night, November 6, 2018.
- ❑ The margin of error for a survey of N=800 is $\pm 3.46\%$.



Key Takeaways from the 2018 Midterm

In a mid-term with historically high turn-out...

<i>Midterm Years</i>	Ballots Cast
2002	80,295,249
2006	85,769,132
2010	90,912,015
2014	83,262,122
2018	113,411,000*

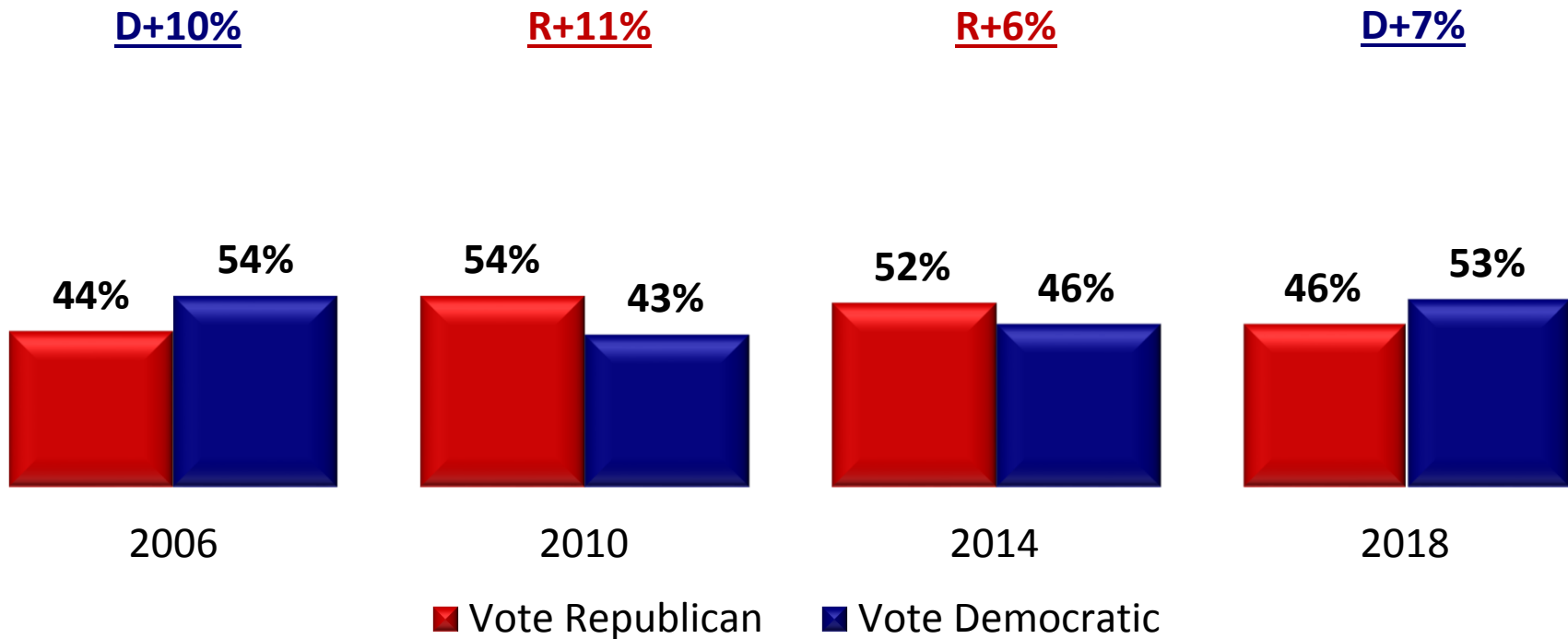
*Projected Number

<i>Presidential Years</i>	Ballots Cast
2000	107,390,107
2004	123,535,883
2008	132,609,063
2012	130,292,355
2016	138,846,571*

*Estimated Number

Democratic candidates had a significant advantage on the Congressional ballot.

Congressional Ballot – Trend



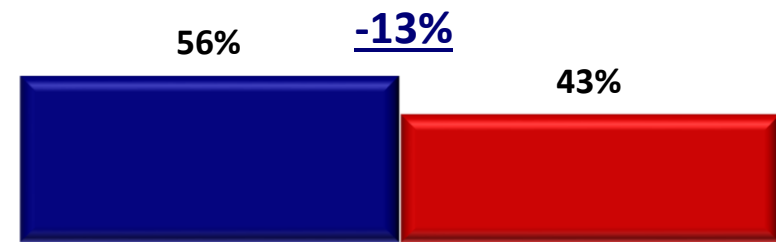
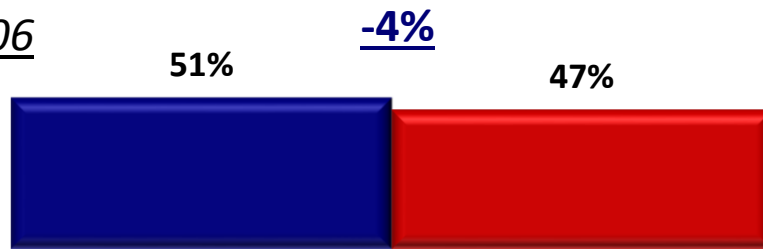
*Source: POS Post-Election Surveys.

For whom did you vote in the election for U.S. Congress in your district, the Republican candidate or the Democratic candidate?

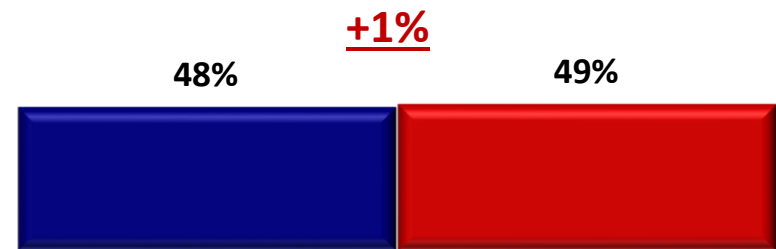
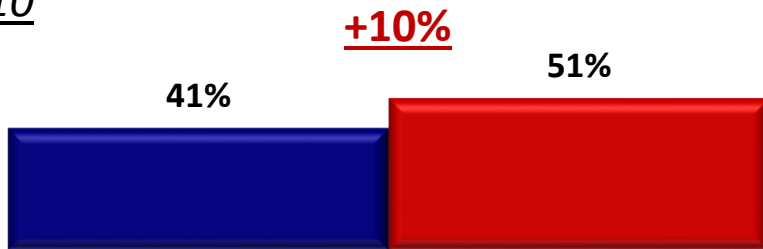
An electorate divided by gender...

National Exit Poll - by Gender

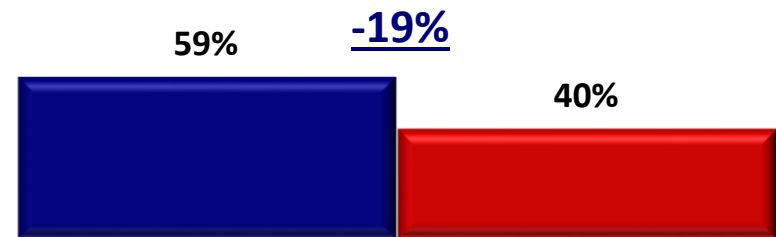
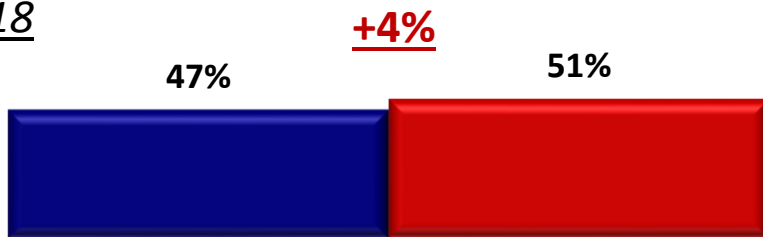
2006



2010



2018



Men

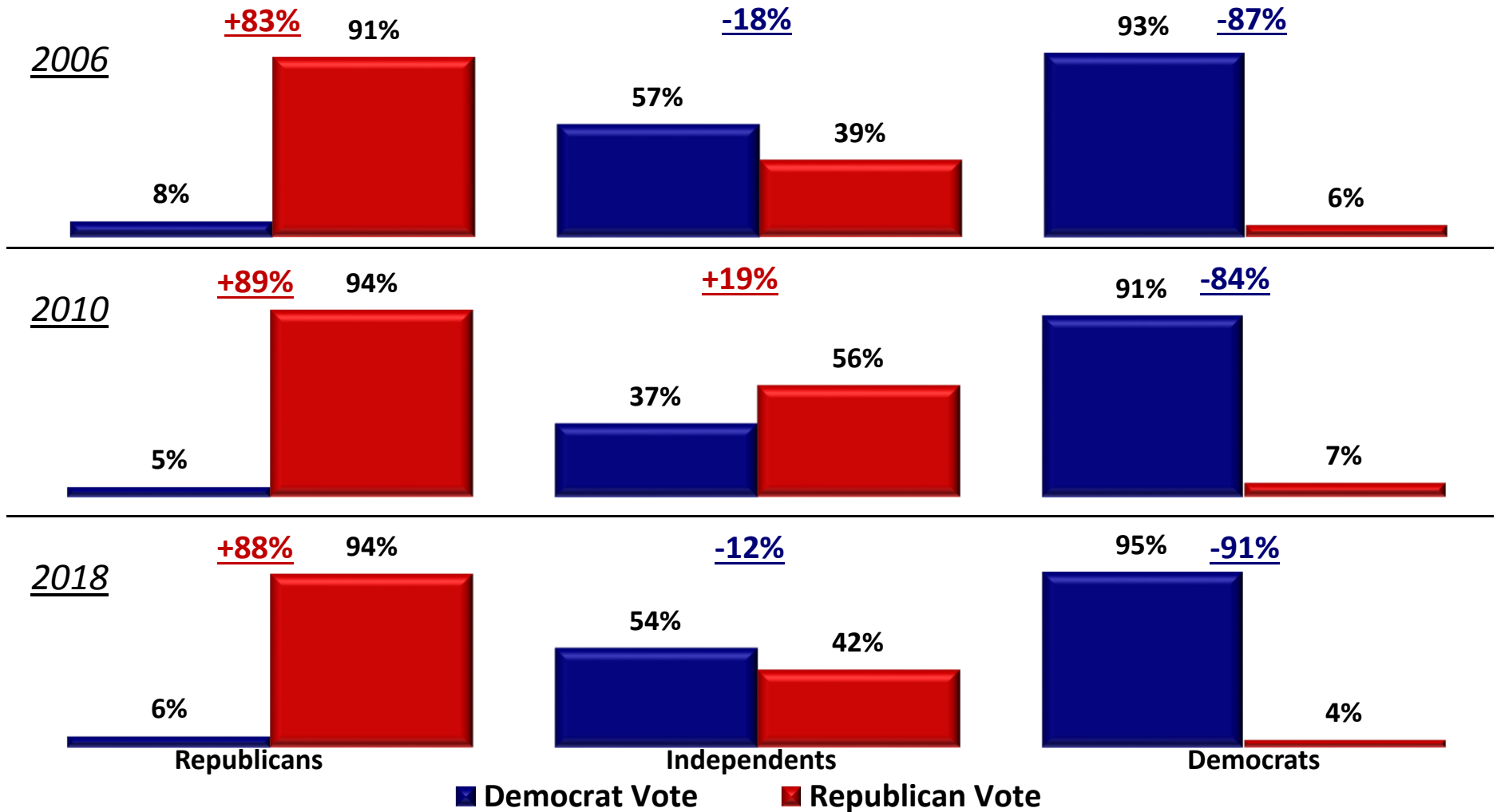
■ Democrat Vote

■ Republican Vote

Women

And divided by ideology...

National Exit Poll - by Party



delivered a split decision...

BEFORE (2018)

AFTER (2019)

House of Representatives (D+38*)

240

GOP

202*

195

DEM

233*

* Unofficial: ~12 seats not called

Senate (R+2)

51

GOP

53**

49

DEM

47**

** Unofficial: FL not called, MS Run-off

Governors (D+7)

33

GOP

27**

16

DEM

23**

1

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*** Unofficial: FL & GA not called

To a president voters either love or hate...



45% Approve

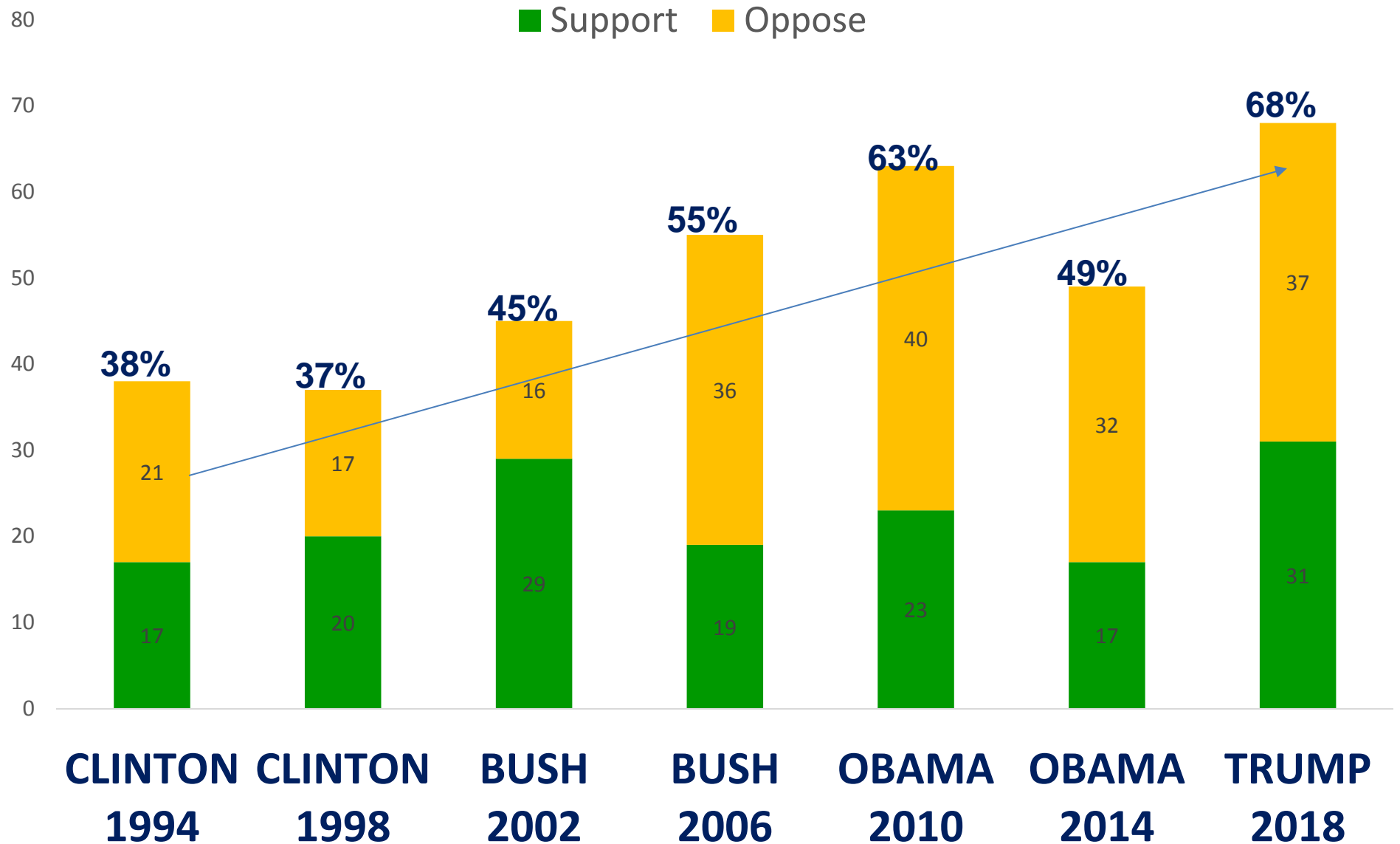
54% Disapprove

88% GOP Candidate
11% Dem Candidate

8% GOP Candidate
90% Dem Candidate

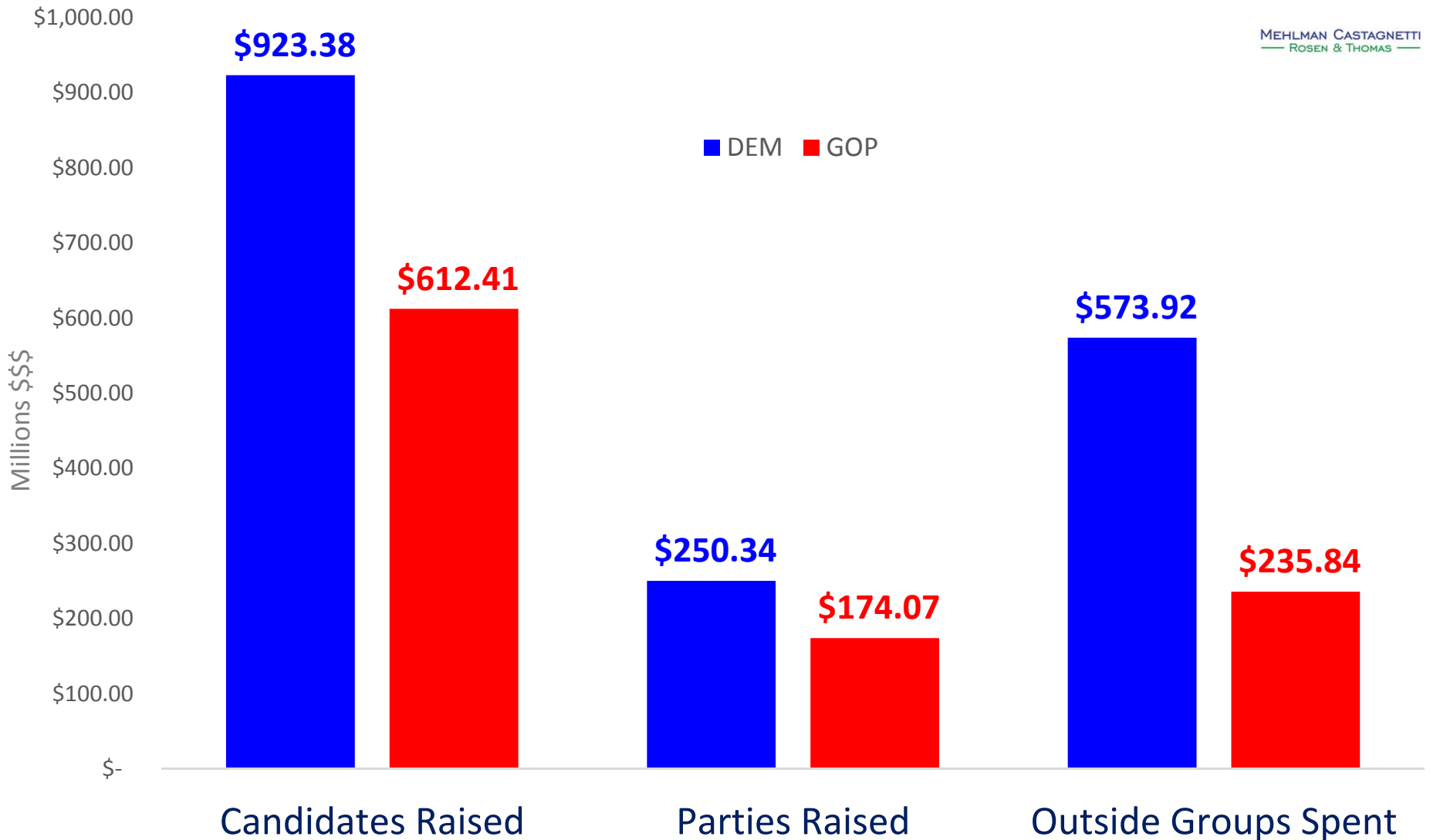
MIDTERMS INCREASINGLY NATIONALIZED

2/3rds Voters Sending a Message about the President



DEMS BENEFITED FROM A “GREAT GREEN WAVE”

Unprecedented Fundraising Enabled by Small and Big Donors



Sources: Open Secrets ([Candidates](#), [Parties](#), [Outside](#))

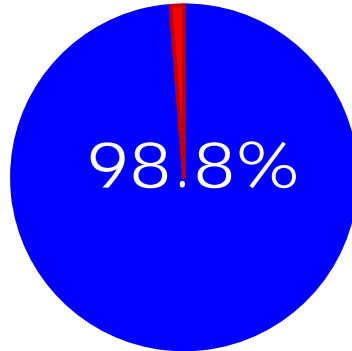
SUBURBAN DISTRICTS = HOUSE GOP SOFT TARGETS

MEHLMAN CASTAGNETTI
ROSEN & THOMAS

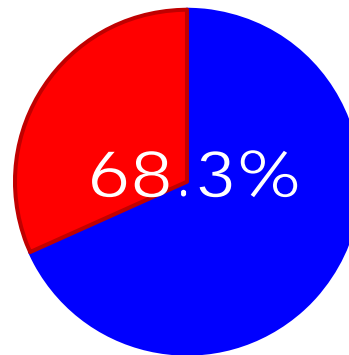
Democrats Dominated Urban & Suburban Districts

Democrats' Winning Percentage by House District Type

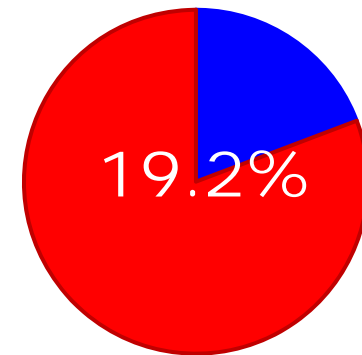
URBAN



SUBURBAN



RURAL



GOP Lost 18 / 25 Districts Won by Hillary Clinton in 2016

~~AZ-2~~ ~~CA-10~~ ~~CA-21~~ ~~CA-25~~ ~~CA-39~~ ~~CA-45~~ ~~CA-48~~ ~~CA-49~~ ~~CO-6~~
~~FL-26~~ ~~FL-27~~ ~~IL-6~~ ~~KS-3~~ ~~MN-3~~ ~~NJ-7~~ ~~NY-24~~ ~~PA-1~~ ~~PA-5~~
~~PA-6~~ ~~PA-7~~ ~~TX-7~~ ~~TX-23~~ ~~TX-32~~ ~~VA-10~~ ~~WA-8~~

...and all that was forecasted and expected by most pollsters across the country.

Something that was expected and didn't happen...

The young, diverse surge needed to create a "Blue wave," didn't turn out enough.

...Or...

They turned out but were washed out by intensity from the older, less ethnically diverse Trump coalition washed out the surge with a surge of their own.

The exit polls do not show a particularly younger or more diverse population than in 2014.

	2014	2016	2018
Men	49%	48%	48%
Women	51%	52%	52%
Ages 18–29	13%	19%	13%
Ages 30-44	22%	25%	22%
Ages 45-64	43%	40%	39%
Ages 65+	22%	16%	26%
Whites	75%	71%	72%
Non-Whites	25%	29%	28%
Republicans	36%	33%	33%
Independents	28%	30%	30%
Democrats	35%	36%	37%

**Source: Exit Polls.*

According to Deep Roots Analytics, a media analytics firm...

Democrats ran on healthcare everywhere, and won a lot of races on the issue.

In 27 of the districts they picked up on Tuesday healthcare was the top issue to appear in Democratic advertising.

Republicans that survived on Tuesday focused most on taxes and the economy.

In 20 districts defended or picked up by Republicans (excluding Likely R and Safe R districts according to *Cook Political Report*), taxes and the economy was the top issue to appear in GOP advertising.

When given eight issues to choose from, health care rises to the top as the deciding vote factor for Congress.

<i>Ranked by First Choice</i>	First Choice	Combined Choice
Health care	24%	37%
The economy and jobs	17%	28%
Changing how things work in Washington	17%	30%
Immigration	14%	33%
Abortion	5%	12%
Taxes	5%	13%
Guns	4%	16%
Foreign policy and terrorism	3%	11%

**Source: POS Post-Election Surveys*

Democrats dominated health care voters, Republicans won immigration, the economy/jobs, and taxes.

Congressional Ballot – by Most Important Issue

	Republican	Democratic	Net Diff.
Overall	46%	53%	D+7%
Health Care (36%)	17%	83%	D+66%
Immigration (32%)	64%	36%	R+28%
Changing DC (29%)	36%	62%	D+26%
Economy/Jobs (27%)	68%	31%	R+37%
Guns (15%)	38%	61%	D+23%
Taxes (13%)	58%	41%	R+17%
Abortion (11%)	53%	47%	R+6%
Foreign Policy (10%)	44%	52%	D+8%

*Source: POS Post-Election Survey.

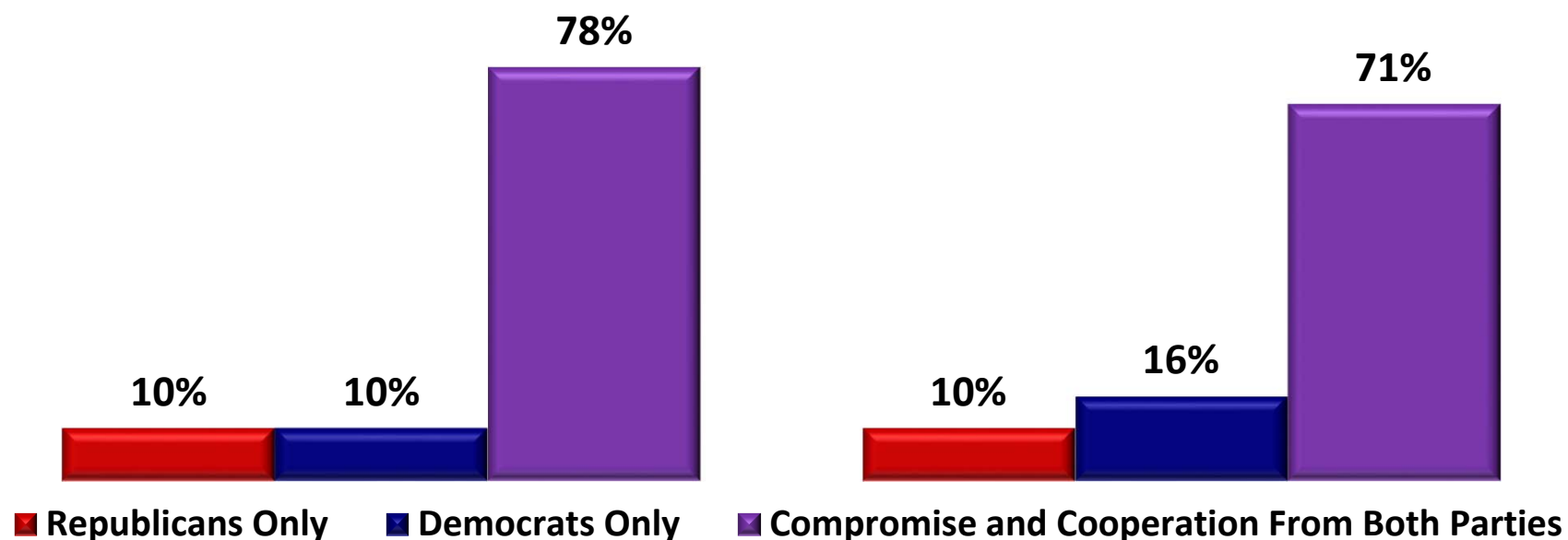


American Benefits Council Questions

In an election marked by deepening division, large majorities of voters believe a bipartisan approach to legislation would do most to...

...improve Ability to Save for A Secure Retirement

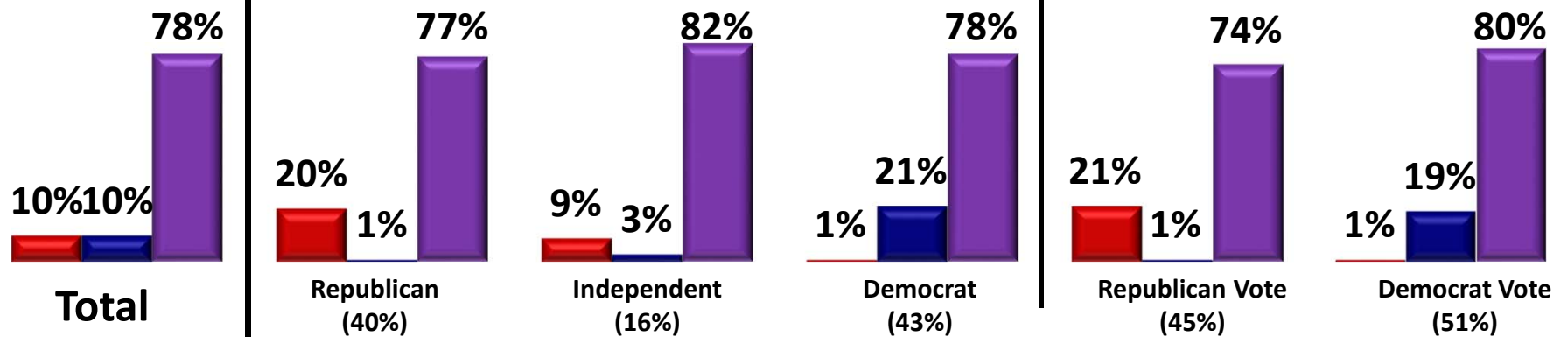
...improve Access to Quality Health Care



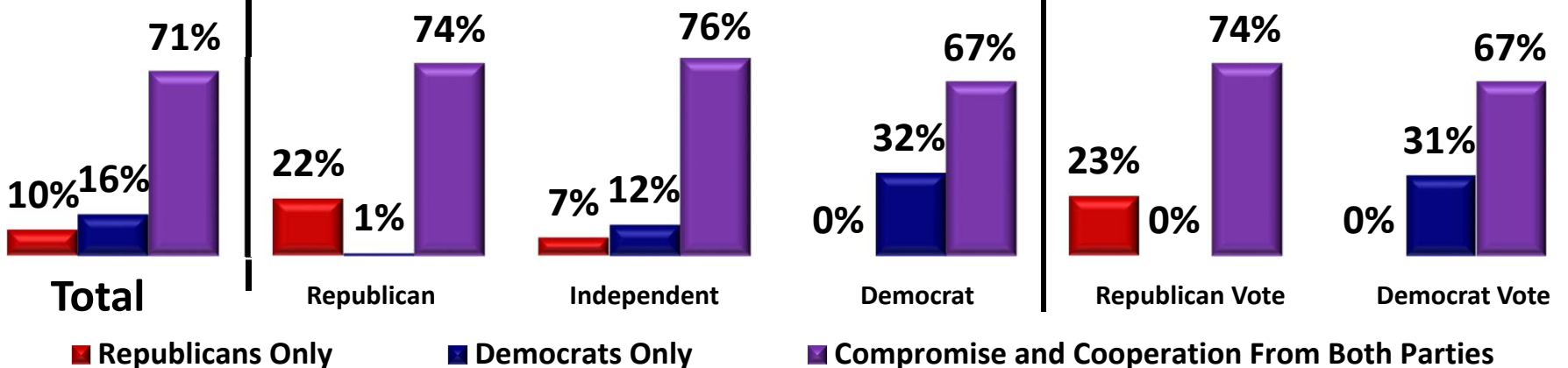
When it comes to legislation that could be made law by the U.S. Congress, which of the following do you think would do the most to improve your ability for a secure retirement/improve your access to quality health care? Would it be legislation developed by Republicans only, by Democrats only – OR -- through legislation developed through compromise and cooperation from both parties?

The preference for bipartisan solutions span partisanship...

Improve Ability to Save for A Secure Retirement - by Party & 2018 Congressional Vote



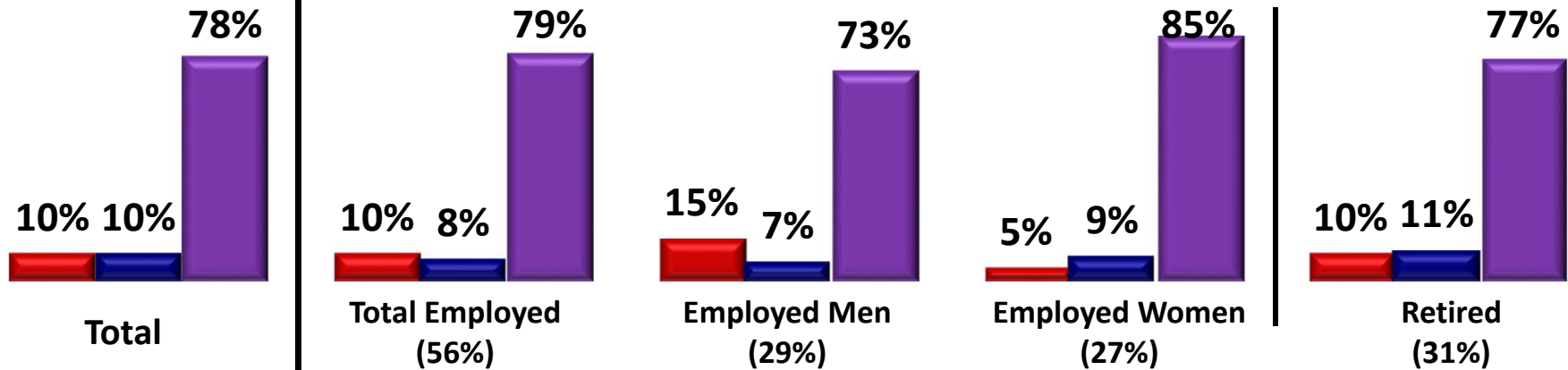
Improve Access to Quality Health Care - by Party & 2018 Congressional Vote



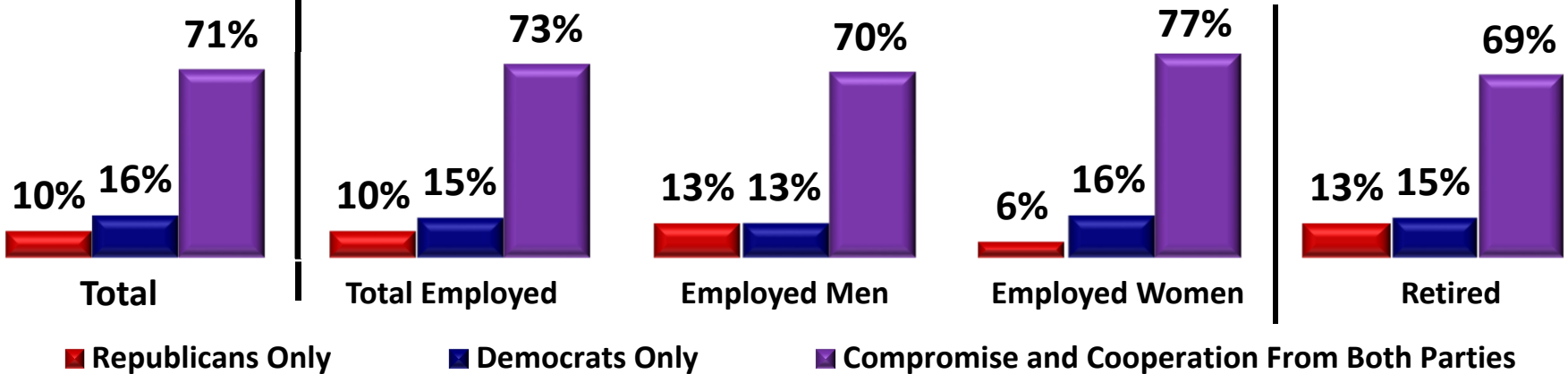
When it comes to legislation that could be made law by the U.S. Congress, which of the following do you think would do the most to improve your ability for a secure retirement/improve your access to quality health care? Would it be legislation developed by Republicans only, by Democrats only – OR -- through legislation developed through compromise and cooperation from both parties?

And gender, though employed women are more insistent...

Improve Ability to Save for A Secure Retirement - by Employment Status/Gender



Improve Access to Quality Health Care - by Employment Status/Gender



When it comes to legislation that could be made law by the U.S. Congress, which of the following do you think would do the most to improve your ability for a secure retirement/improve your access to quality health care? Would it be legislation developed by Republicans only, by Democrats only – OR -- through legislation developed through compromise and cooperation from both parties?

Voters prefer benefits standards decided at the federal level.

When it comes to the benefits provided by employers like retirement savings and health care coverage plans, which statement do you agree with more?

Standards for these employer-provided benefits should be set at the federal level, to ensure that employees of the same company receive consistent benefits no matter where they live or work.

60%

...Or...

States and cities should be allowed to set standards for these employer-provided benefits, even if it means employees of the same company doing the same job receive different benefits packages depending where they live or work.

28%

Among Democrats, 74% say these issues should be decided at the federal level.

Federal vs State/City Level for Setting Benefits Standards - by Party & 2018 Vote

	Total	GOP (40%)	Ind (16%)	Dem (43%)	GOP Candidate (45%)	Dem Candidate (51%)
<i>Ranked by Total</i>						
Federal level	60%	47%	58%	74%	48%	72%
State level	28%	37%	31%	18%	37%	20%

When it comes to the benefits provided by employers like retirement savings and health care coverage plans, which statement do you agree with more?

Employed women and retired voters more strongly agree.

Federal vs State/City Level for Setting Benefits Standards - by Employment Status/Gender

	Total	Total Employed (56%)	Employed Men (29%)	Employed Women (27%)	Retired (31%)
Federal level	60%	57%	50%	65%	66%
State level	28%	33%	36%	29%	18%

When it comes to the benefits provided by employers like retirement savings and health care coverage plans, which statement do you agree with more?

And, in urban areas, the federal standards win big in this frame.

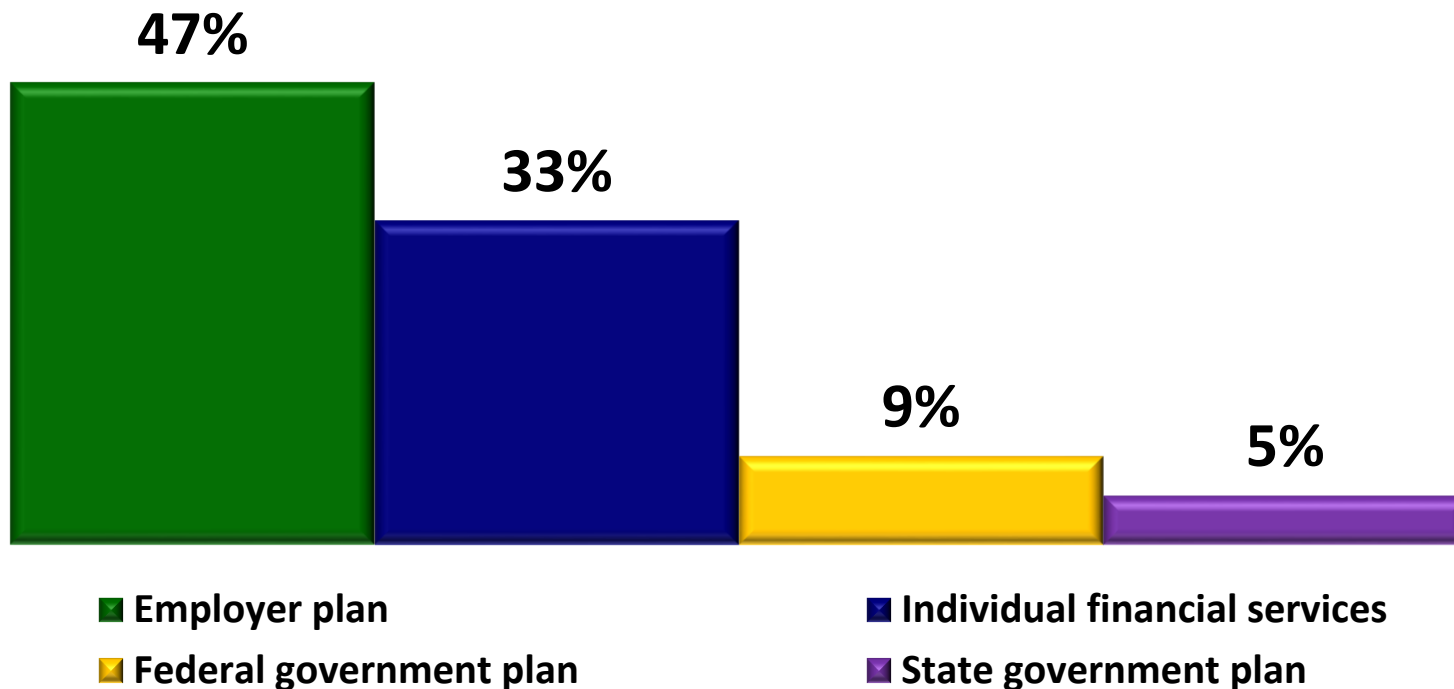
Federal vs State/City Level for Setting Benefits Standards - by Geography & Cook Toss-Up

	Total	Urban (29%)	Suburban (53%)	Rural (16%)
Federal level	60%	69%	58%	52%
State level	28%	22%	30%	33%

When it comes to the benefits provided by employers like retirement savings and health care coverage plans, which statement do you agree with more?

Employers are trusted by more voters than other sources for retirement and healthcare plans.

Most Trusted to Help Achieve a Secure Retirement among all voters



Which one of the following sources do you trust the most to help you achieve a secure retirement?

Employed women trust employers most for retirement. Retired voters are more likely to trust the federal government than employed voters.

Most Trusted to Help Achieve A Secure Retirement – by Employment Status/Gender

<i>Ranked by Total</i>	Total	Total Employed (56%)	Employed Men (29%)	Employed Women (27%)	Retired (31%)
Employer plan	47%	53%	50%	56%	40%
Individual financial services	33%	35%	37%	33%	28%
Federal government plan	9%	4%	4%	5%	15%
State government plan	5%	3%	5%	1%	10%

Which one of the following sources do you trust the most to help you achieve a secure retirement?

Those over 65 are less likely to say they trust employers.

Most Trusted to Help Achieve A Secure Retirement – by Age

<i>Ranked by Total</i>	Total	Ages 18-34 (15%)	Ages 35-44 (20%)	Ages 45-54 (16%)	Ages 55-64 (24%)	Ages 65+ (24%)
Employer plan	47%	50%	50%	51%	51%	36%
Individual financial services	33%	33%	38%	38%	28%	29%
Federal government plan	9%	2%	7%	6%	11%	14%
State government plan	5%	4%	3%	4%	4%	11%

Which one of the following sources do you trust the most to help you achieve a secure retirement?

Republicans are more likely to trust the individual financial services market than other partisans.

*Most Trusted to Help Achieve A Secure Retirement
– by Party & 2018 Congressional Vote*

<i>Ranked by Total</i>	Total	Republican (40%)	Independent (16%)	Democrat (43%)	Republican Congressional Vote (45%)	Democrat Congressional Vote (51%)
Employer plan	47%	45%	43%	50%	46%	48%
Individual financial services	33%	41%	35%	24%	41%	25%
Federal government plan	9%	4%	9%	13%	4%	13%
State government plan	5%	6%	4%	6%	4%	7%

Which one of the following sources do you trust the most to help you achieve a secure retirement?

Working/poor men and middle-class women trust employers most when it comes to a secure retirement.

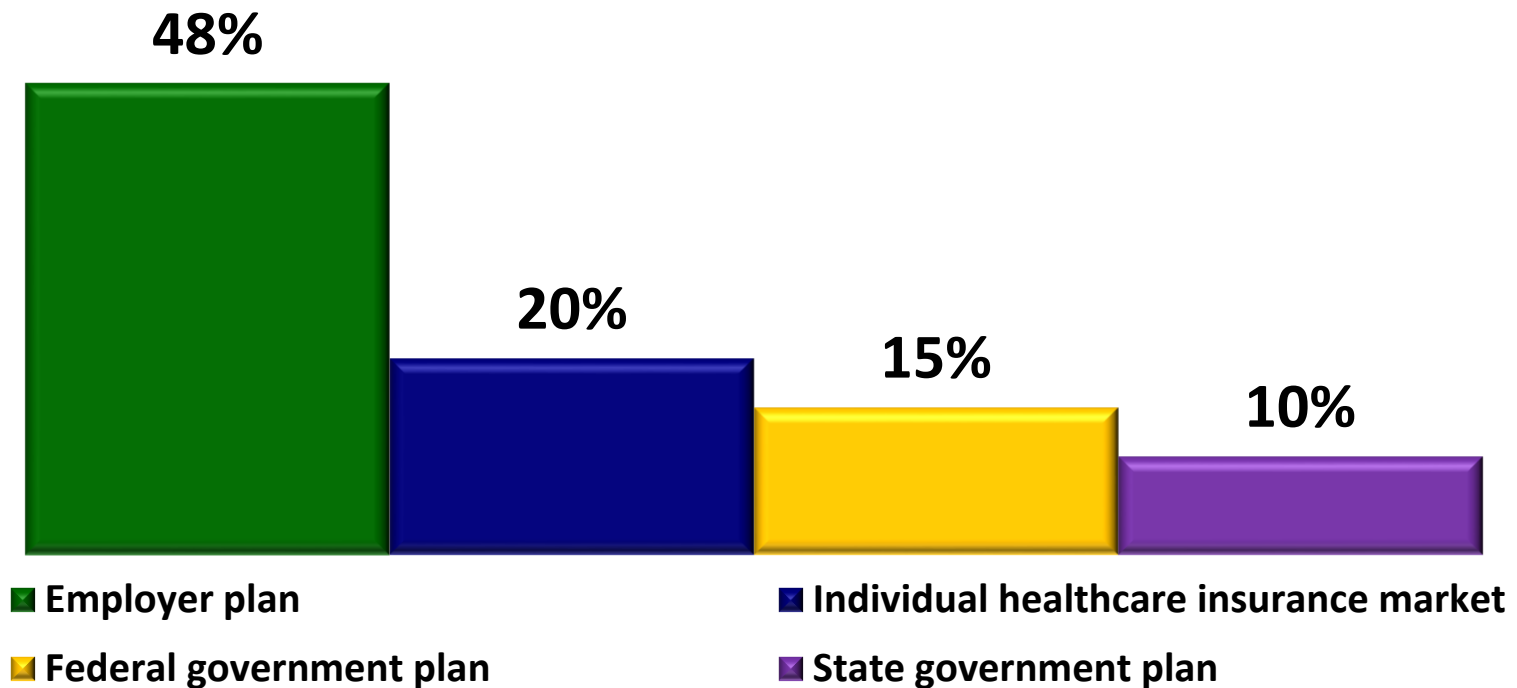
Most Trusted to Help Achieve A Secure Retirement – by Economic Status/Gender

<i>Ranked by Total</i>	Total	Working Class Men (12%)	Working Class Women (15%)	Middle Class Men (22%)	Middle Class Women (24%)	Upper Class Men (12%)	Upper Class Women (13%)
Employer plan	47%	50%	43%	42%	53%	47%	47%
Individual financial services	33%	28%	24%	34%	28%	42%	40%
Federal government plan	9%	8%	14%	10%	10%	3%	4%
State government plan	5%	4%	10%	7%	5%	2%	3%

Which one of the following sources do you trust the most to help you achieve a secure retirement?

Similarly, a 48% plurality of voters trust employers when it comes to healthcare.

Most Trusted for High-Quality Healthcare Coverage



Which one of the following sources do you trust the most for high-quality health care coverage?

Employed women are most likely to trust employers for health care coverage.

Most Trusted for High-Quality Health Care Coverage
– by Employment Status/Gender

<i>Ranked by Total</i>	Total	Total Employed (56%)	Employed Men (29%)	Employed Women (27%)	Retired (31%)
Employer plan	48%	61%	56%	68%	26%
Individual healthcare insurance market	20%	18%	22%	13%	27%
Federal government plan	15%	8%	7%	9%	26%
State government plan	10%	7%	9%	5%	10%

Which one of the following sources do you trust the most for high-quality health care coverage?

Among the 54% of voters who have private insurance, 63% trust this source most. Among the 8% uninsured voters a 40% plurality trust employers.

Most Trusted for High-Quality Health Care Coverage – by Health Insurance

<i>Ranked by Total</i>	Total	Yes, Private (54%)	Yes, Other (34%)	No (8%)
Employer plan	48%	63%	24%	40%
Individual healthcare insurance market	20%	18%	23%	21%
Federal government plan	15%	9%	27%	11%
State government plan	10%	5%	17%	10%

Which one of the following sources do you trust the most for high-quality health care coverage?

Again, trust of employers falls dramatically among seniors.

Most Trusted for High-Quality Health Care Coverage
– by Age

<i>Ranked by Total</i>	Total	Ages 18-34 (15%)	Ages 35-44 (20%)	Ages 45-54 (16%)	Ages 55-64 (24%)	Ages 65+ (24%)
Employer plan	48%	53%	60%	63%	48%	25%
Individual healthcare insurance market	20%	9%	17%	18%	20%	29%
Federal government plan	15%	13%	8%	8%	15%	27%
State government plan	10%	16%	11%	6%	8%	9%

Which one of the following sources do you trust the most for high-quality health care coverage?

There are deeper divisions by party, with Democrats more trustworthy of the federal government.

Most Trusted for High-Quality Health Care Coverage
-by Party & 2018 Congressional Vote

<i>Ranked by Total</i>	Total	Republican (40%)	Independent (16%)	Democrat (43%)	Republican Congressional Vote (45%)	Democrat Congressional Vote (51%)
Employer plan	48%	51%	47%	44%	52%	43%
Individual healthcare insurance market	20%	30%	17%	12%	30%	12%
Federal government plan	15%	5%	13%	25%	5%	24%
State government plan	10%	7%	11%	12%	5%	13%

Which one of the following sources do you trust the most for high-quality health care coverage?

Rural voters are more likely to trust the individual market.

Most Trusted for High-Quality Health Care Coverage – by Geography & Cook Toss-Up

<i>Ranked by Total</i>	Total	Urban (29%)	Suburban (53%)	Rural (16%)	Toss Up/ Lean Seats (16%)
Employer plan	48%	50%	51%	31%	48%
Individual healthcare insurance market	20%	14%	19%	35%	22%
Federal government plan	15%	18%	15%	13%	12%
State government plan	10%	12%	9%	7%	8%

Which one of the following sources do you trust the most for high-quality health care coverage?

Men and Women under 45 are most trusting of employers for health care coverage.

Most Trusted for High-Quality Health Care Coverage
– by Age/Gender

<i>Ranked by Total</i>	Total	Men Ages 18-44 (18%)	Men Ages 45+ (29%)	Women Ages 18-44 (17%)	Women Ages 45+ (36%)
Employer plan	48%	51%	40%	63%	45%
Individual healthcare insurance market	20%	17%	26%	10%	21%
Federal government plan	15%	12%	18%	9%	17%
State government plan	10%	16%	8%	10%	8%

Which one of the following sources do you trust the most for high-quality health care coverage?



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