

ELECTION 2018

POST-ELECTION ANALYSIS

NOVEMBER 2018

ELECTION OVERVIEW



- + **Context:** Mood of the Electorate
- + **Election Results:** Why did it happen?
- + **The Future:** What does it mean going forward?
- + **Appendix:** Polling Post-Mortem

INITIAL HEADLINES

- + Things went, largely, **as polls predicted** they would.
- + **Democrats had a strong showing in the suburbs**, using a massive gender gap among women to retake the majority they lost in 2010.
- + **In the Senate, geography was destiny**; the map was heavily tilted toward Republican-friendly states where President Donald Trump remained popular – and the GOP scored a series of wins in those states.
- + **The governors races produced a split decision**; Democrats won in Michigan, Illinois and, somewhat surprisingly, Kansas; Republicans, however, won the two big prizes on the map in Florida and Ohio.



CONTEXT:
Mood of the Electorate

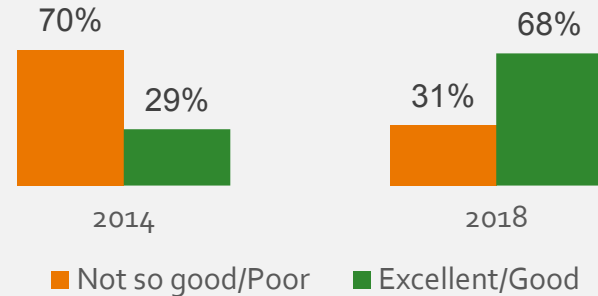


PERCEPTION THAT THE ECONOMY IS DOING WELL HASN'T REACHED THE HOME FRONT

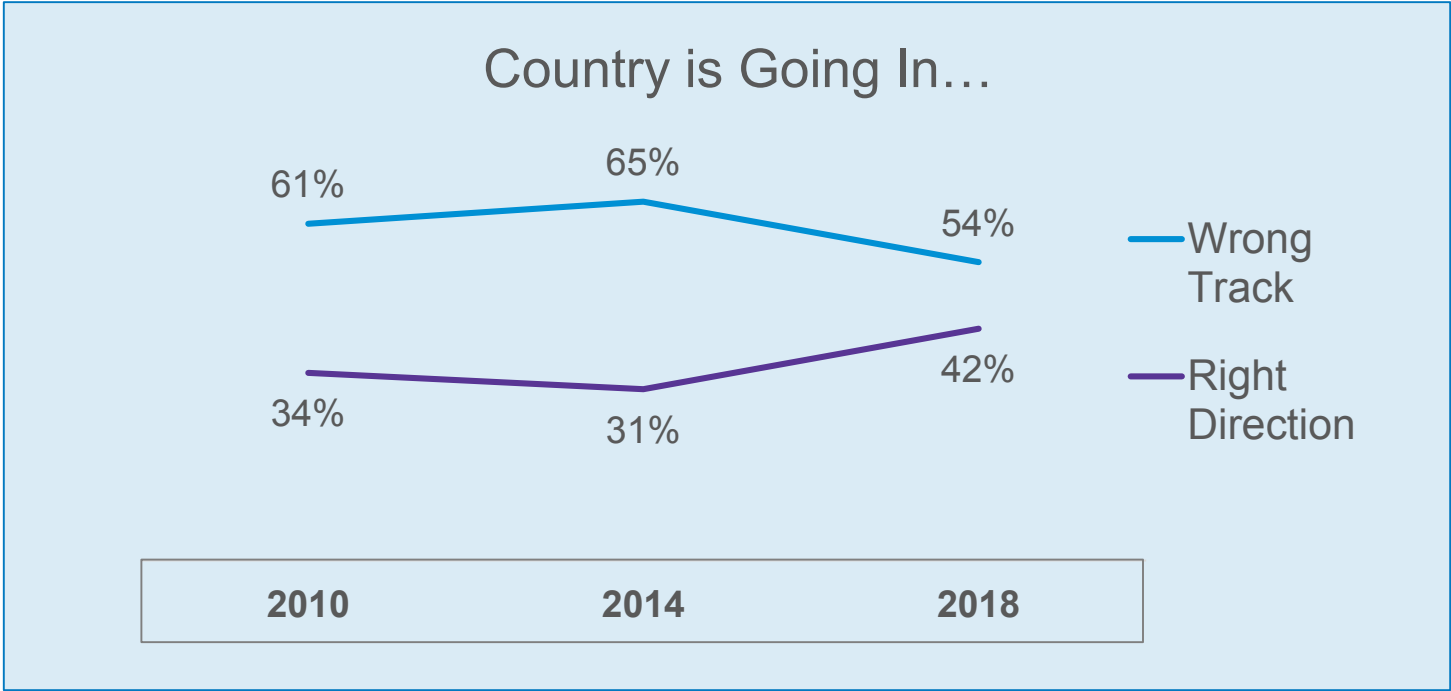
Condition of national economy	%
Excellent	17
Good	51
Not so good	23
Poor	7

Family's financial situation vs. two years ago	%
Better today	36
Worse today	14
About the same	49

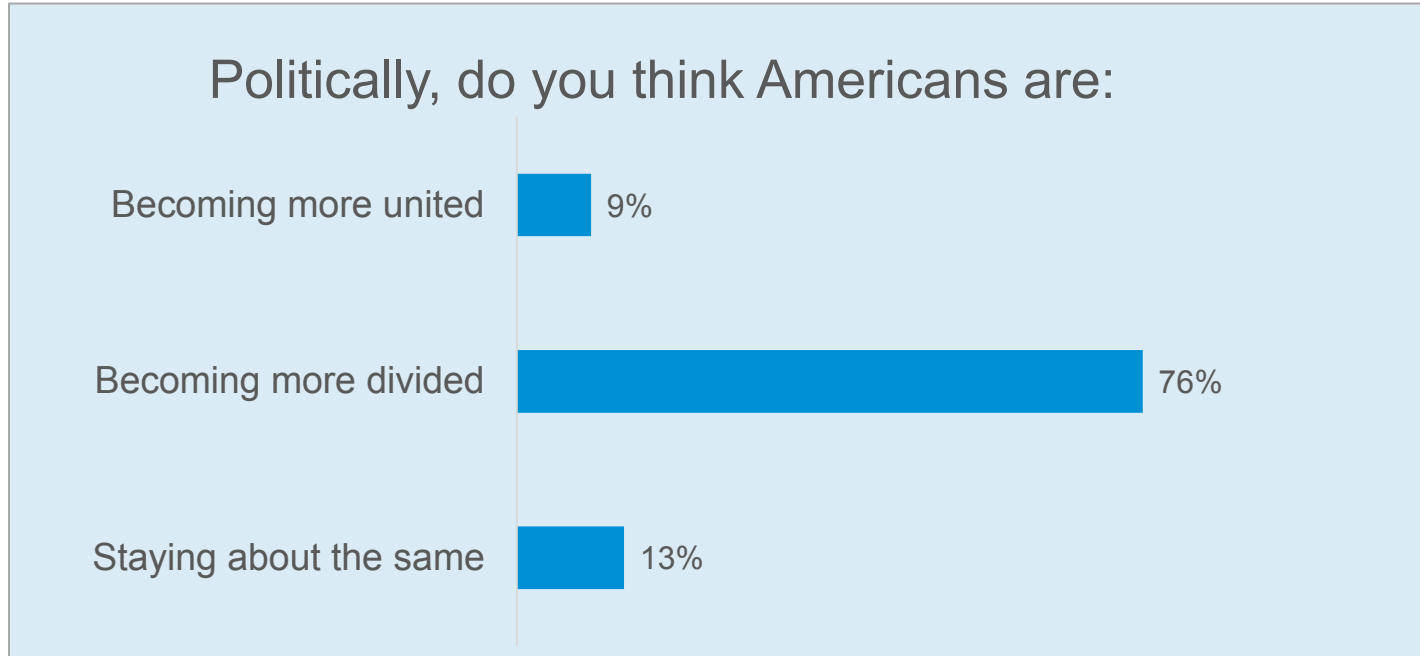
Views of Economy 2014 vs 2018



AND, PUBLIC PERCEPTION IS THAT THE COUNTRY IS OFF ON THE WRONG TRACK DESPITE ECONOMIC STRENGTH



AMERICANS THINK COUNTRY IS DIVIDED



It's only fitting that Congress is now divided too.

The background is a solid blue color. Scattered across the surface are several small, white, square stickers. Each sticker features a stylized American flag design with the words "I VOTED" printed in the center. The stickers are positioned at various angles and locations, creating a sense of movement and activity.

ELECTION RESULTS: Why did it happen?

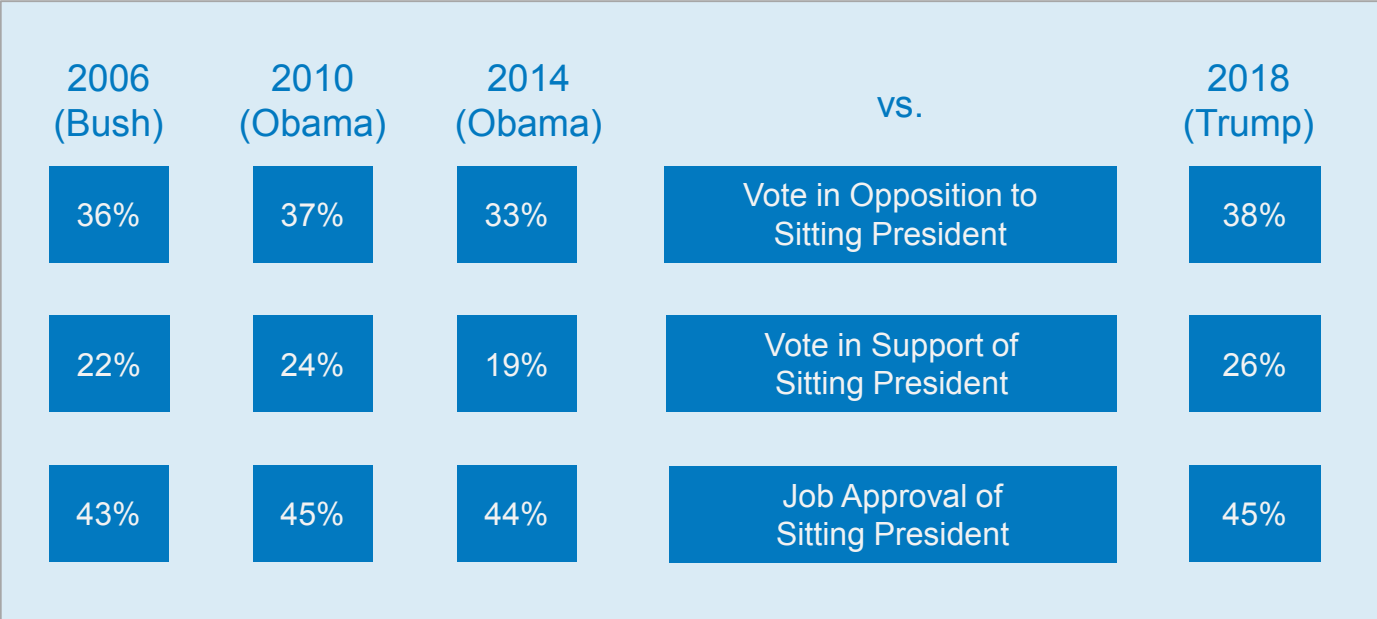
ELECTION FACTORS – HISTORICAL NORM

- + Since the end of the Civil War, the party holding the White House has had a net loss of House seats in 35 out of 38 midterm elections
- + In Gallup's polling history, presidents with job approval ratings below 50% have seen their party lose 37 House seats, on average, in midterm elections

Year	Pres/Party	% Job approval at midterm	Seat gain/loss for president's party
1994	Clinton / Democrats	46	-53
2010	Obama / Democrats	45	-63
1966	Johnson / Democrats	44	-47
1982	Reagan / Republicans	42	-28
2018	Trump / Republicans	41	-37*
2006	G.W. Bush / Republicans	38	-30
1946	Truman / Democrats	33	-55

*Some seats still undecided

WE WERE HERE BEFORE: 2018 LOOKS A LOT LIKE 2006 & 2010



LARGEST RECORDED GENDER GAP

- + The gender gap in House races has grown wider and wider in recent national elections, according to exit polls, with women generally more Democratic than men, who tend to lean Republican.
- + Women voted Democratic by 59-40 percent; men split 47-51 percent. That 23-point gender gap is the biggest in a national House vote in exit polls dating back to 1982 – albeit by a single point. It was 22 points two years ago.

	2006	2010	2014	2018
Women	+12 D	+2 R	+4 D	+19 D
Men	+3 D	+14 R	+16 R	+4 R
Gender Gap	9-points	12-points	20-points	23-points

BUMP IN DEMOCRATIC VOTERS; WIN INDEPENDENTS

	2006	2010	2014	2018
Democrat	38%	36%	35%	37%
Independent	26%	28%	28%	30%
Republican	36%	36%	36%	33%
Party Split	D +2	Even	R +1	D +4

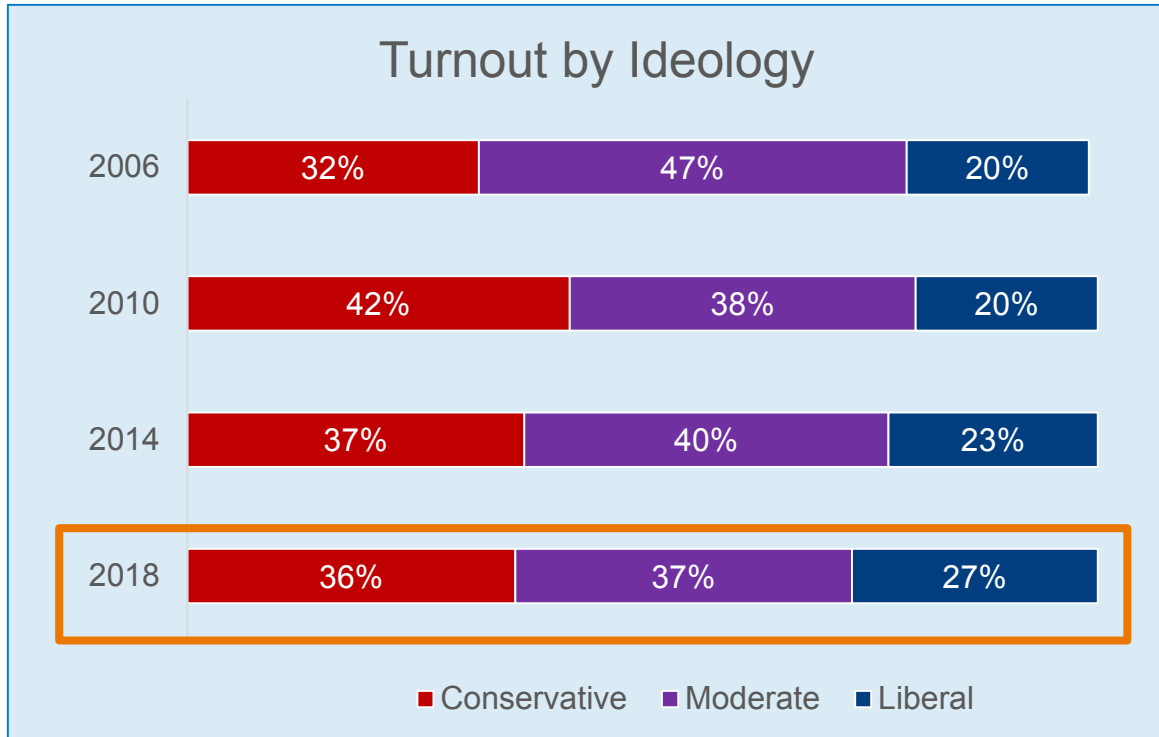
Independents

Republican 42%

Democrat 54%

Over the last 25 years, control of the House has flipped three times, and the party that won independents was the party that captured the majority.

ELECTORATE MORE LIBERAL AND LESS MODERATE



MINORITY TURNOUT CONTINUES TO GROW

	2006	2010	2014	2018
White	79%	77%	75%	72%
Nonwhite	21%	23%	25%	28%
Blacks	10%	11%	12%	11%
Hispanics	8%	8%	8%	11%
Asians	2%	2%	3%	3%

Latino House Vote
69% Democratic
29% Republican



DEMOCRATS BOLSTERED BY WHITE COLLEGE-GRAD WOMEN

College-educated white women voted Democratic by 59-39 percent, by far the widest margin on record. Non-college white men voted Republican by 66-32 percent, a point from the widest gap in a midterm election, in 2014

Vote by Education & Race	Dem	Rep	
White college-grad women (16%)	59%	39%	+20D
White non-College women (21%)	42%	56%	+14R
White college-grad men (15%)	47%	51%	+4R
White non-college men (20%)	32%	66%	+34R

SUBURBS TURNED BACK BLUE

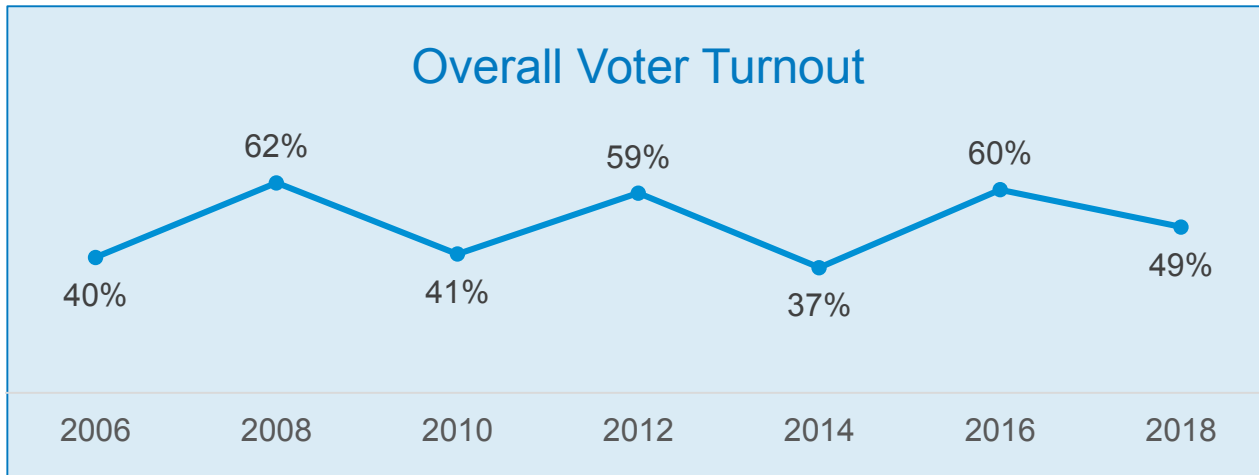
Urban residents voted Democratic by 2-to-1, 65-32 percent; rural and small city residents voted Republican by 56-42 percent. And the suburbs, home to half of voters, split dead evenly, 49-49 percent

Suburbs	Dem	Rep	
2006 (47%)	50%	48%	+2D
2014 (52%)	43%	55%	+12R
2018 (51%)	49%	49%	Tied

RECORD VOTER TURNOUT FOR MIDTERM ELECTION

An estimated 113 million people participated in the 2018 midterm elections, making this the first midterm in history to exceed over 100 million votes, with 49 percent of eligible voters participating in the election.

The last time voter turnout reached 49 percent was in the 1966 midterm elections.



Note: 2018 turnout numbers are estimates

TRUMP'S POPULARITY HELPED REPUBLICANS IN KEY STATES

	Trump Approval	Rep % of vote	Difference	Who won
Arizona – Senate	52%	49%	-3	Democrat
Florida – Senate	51%	50%	-1	Republican*
Georgia – Governor	52%	50%	-2	Republican*
Indiana – Senate	55%	52%	-3	Republican
Missouri – Senate	53%	52%	-1	Republican
Montana – Senate	51%	47%	-4	Democrat
Nevada – Senate	48%	45%	-3	Democrat
Ohio – Governor	52%	51%	-1	Republican
Tennessee – Senate	58%	55%	-3	Republican
Texas – Senate	49%	51%	+2	Republican
West Virginia - Senate	63%	46%	-17	Democrat

*Race not yet called



THE FUTURE:
What does it mean
going forward?



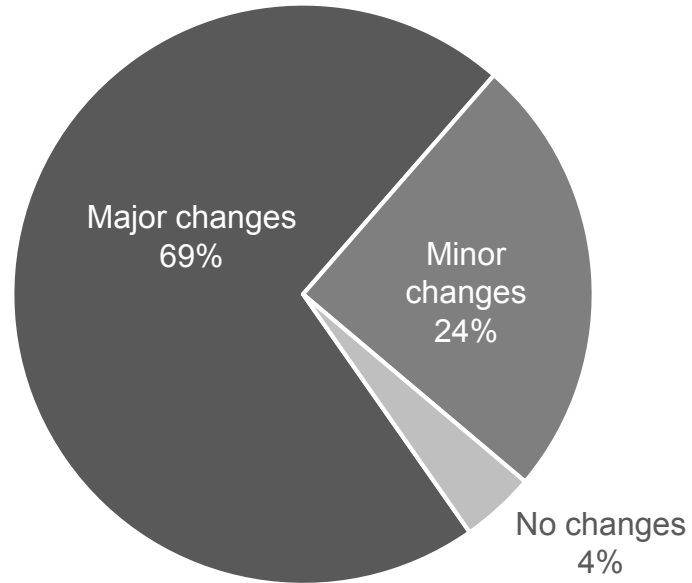
HOT ISSUES FOR NEW CONGRESS

Health Care

Voters who feel health care in the U.S. needs major changes went Democratic by 55-43 percent.

Who would better protect pre-existing conditions	%
Democrats	57
Republicans	35

Health Care in the U.S. needs:



FINAL THOUGHTS

Pink Wave

Women made up 52% of the overall electorate, according to preliminary exit polls, and they went for Democratic candidates over Republicans by 19 points. There will now be more than 100 women in the House in 2019 for the first time in history. And at least 18 of the seats Democrats picked up were picked up by women candidates.

- + If you are looking forward to 2020, the results from Tuesday night suggest that a female candidate running to be the Democratic nominee against President Donald Trump may well have an advantage.

History makers

We saw the most diverse electorate in any midterm election displaying the changing racial and ethnic face of the nation.

- + Two Muslim women will be elected to seats in Congress as well as the two Native American women.
- + In Colorado we have the first openly gay man to win a U.S. gubernatorial race.

A divided outcome, befitting a divided nation, came out of the 2018 midterms.



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APPENDIX: Polling Post-Mortem

OVERALL FORECAST WERE SPOT ON

No big surprises. Forecasts foresaw Democrats winning the House and Republicans retaining control of the Senate.

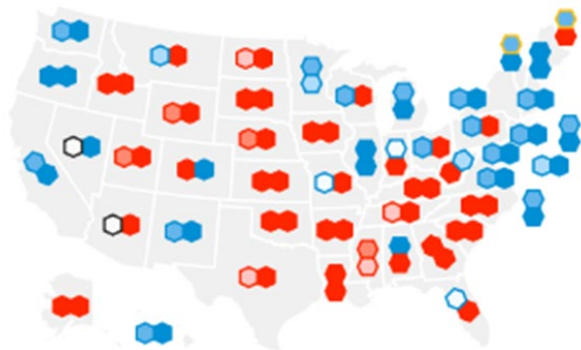
Senate Forecast

1 in 7

Chance Democrats
win control (15.2%)

6 in 7

Chance Republicans
keep control (84.8%)



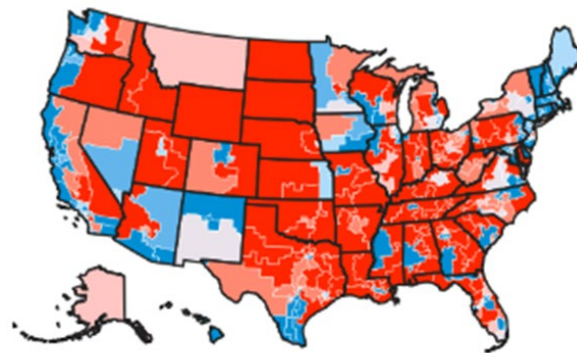
• House Forecast

6 in 7

Chance Democrats
win control (85.0%)

1 in 7

Chance Republicans
keep control (15.0%)



BUT THAT DIDN'T SPARE POLLING CRITICS

“I’m struck at how wrong polling was in so many places.”

- CNN’s Jake Tapper

Poll performance “is going to prompt another round of soul-searching about whether and how you can poll accurately, because a lot of these races that were blowouts tonight or apparently blowouts tonight polled as tough races.”

- Democratic strategist David Axelrod



POLLING ERRORS SMALLER THAN IN THE PAST

Poll accuracy across U.S. Senate and gubernatorial races suggests that errors were smaller than for similar contests in the past, including state presidential polls in 2016.

State polls erred by an average of 4.1 percentage points in estimating the vote margin between Democratic and Republican candidates.

Polling error average for Senate & Governor elections since 1998	State poll error in 2016	State poll in error in 2018
5.4 points	5.1 points	4.1 points

Pre-election surveys did tend to underestimate Republican candidates more than Democratic ones this year.

GENERIC CONGRESSIONAL BALLOT IS SPOT ON

Final pre-election surveys tracked by RealClearPolitics found Democrats led Republicans by seven percentage points when voters were asked which party's generic House candidate they would support.

The latest congressional vote totals put the Democrats advantage at the exact same margin.

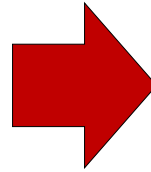
Poll	Democrats (D)	Republicans (R)	Spread
Final Results	52.8	45.5	Democrats +7.3
RCP Average	49.7	42.4	Democrats +7.3



POLLS ARE JUST SNAPSHOTS IN TIME

There's the oft-overlooked but perhaps most fundamental challenge with polls: They're just snapshots. If you run a poll shortly before the election, only to find that the results don't match the outcome, the fault may have nothing to do with methodology. People change their minds, right up to the last minute.

Indiana Senate	
Poll	Spread
Final Results	Braun +7.5
RCP Average	Donnelly +1.3



12% decided their vote in last few days and another 6% in the last week.

There are also no undecided voters on election day. And although their numbers are usually small in pre-election polling, the way they break on election day can determine a close election.

POLLING FOR HOUSE SEATS WAS A BRIGHT SPOT

Congressional district polling, which saw a boon this year despite the greater difficulty of conducting surveys at this narrow geographic level.

New York Times and Siena College congressional battleground district polls ended up being quite accurate.

Virginia 10 th District				
Poll	Date	Wexton (D)	Comstock (R)	Spread
Final Results	11/6	56	44	Wexton +12
Washington Post	10/25 – 10/28	54	43	Weston +11

New York 19 th District				
Poll	Date	Delgado (D)	Faso (R)	Spread
Final Results	11/6	50	48	Delgado +2
NY Times/Siena	11/1 – 11/4	43	42	Delgado +1
Monmouth	10/24 – 10/28	49	44	Delgado +5



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