

Research on Economic and Political Instability in Midwestern Factory Towns

Findings From a Survey of 600 Likely Voters in Industrial Counties Across 5 Midwestern States

February 2022



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Methodology

- Lake Research Partners designed and administered this survey, which was conducted by live telephone interview and text to online.
- The survey reached a total of 600 likely voters across 10 industrial counties:
 - Woodbury (5%), Dubuque (6%), & Wapello (2%) Iowa
 - Genesee (26%) Michigan
 - Marion (3%), Mahoning (13%), & Trumbull (11%) Ohio
 - Luzerne (16%) & Lackawanna (12%) Pennsylvania
 - Manitowoc (5%) Wisconsin
- The survey was conducted January 24-27, 2022.
- Data were weighted slightly by gender, age, state, county, race, education level, and party identification to reflect the expected demographic composition of likely voters in the region.
- The margin of error for the full sample is +/-4.0%.

Demographics of Likely Voters in Industrial Counties Across IA, MI, OH, PA, & WI

Voters are older, non-college educated, and split on party identification

GENDER

Man — 47%
 Woman — 53%

HOUSEHOLD INCOME

Under 50k — 33%
 Above 50k — 52%


RACE

White/Caucasian	79%
Black/African American	8%
Hispanic/Latinx	4%
AAPI	1%
Native/Indigenous American	3%
Middle Eastern	1%
None/Other	7%

AGE


Under 30 — 13%
 30-39 — 13%
 40-49 — 14%
 50-64 — 27%
 65+ — 31%

EDUCATION

High School or Less	21%	
Post-H.S. / Some College	41%	
College Graduate	21%	35%
Post-Graduate	14%	College Grad or Post Grad

PARTY IDENTIFICATION

 Democrat
41%

 Republican
37%

 Ind/DK
13%

 Other
5%

REGION

	Iowa	13%
	Michigan	26%
	Ohio	28%
	Pennsylvania	28%
	Wisconsin	5%

*%s do not always sum to 100 due to rounding

Strategic Summary

While challenging, these factory towns, industrial counties, and others like them represent real strategic opportunities for progressives and Democrats.

Challenges

- Voters have negative views of elected officials and both parties, but see Republicans as better than Democrats on most dimensions, though they themselves are split on party identification.
 - Democrats' weakest points are being viewed as weak, ineffective, and lacking an economic plan. Republicans' weakest points are being viewed as on the side of the wealthy and elite over the people.
 - Republicans are more enthusiastic to vote in 2022 than Democrats or independents.
 - Voters' own political affiliations correlate with how they think their neighbors are voting, but on balance their neighbors are perceived to be more Republican, or divided. Social pressure can make a big difference.
 - Personal traits of Democratic candidates are less important than results.

Strategic Summary

Opportunities

- Voters are very concerned about the rising cost of living and other economic issues, including health care costs and jobs. There is a real opportunity for a populist economic message and agenda from Democrats. Contrasting labor unions with corporate CEOs has real potential.
 - Many of these voters have personal experiences with chronic health conditions, disability, and job loss.
 - They name corporations moving jobs overseas as the number one reason for economic hardship in their communities, followed by the 1% rigging the rules and taxes and government spending. Democrats need an economic plan on jobs, health care, and small business to connect with these voters.
 - They are anti-corporate and even more negative towards corporations and CEOs than the wealthy. Unions are viewed very favorably.
- Voters value freedom and personal responsibility. It is important for Democrats to contest these values.
- Voters are mainly getting their news from TV, particularly local TV news. They dislike “corporate” media.

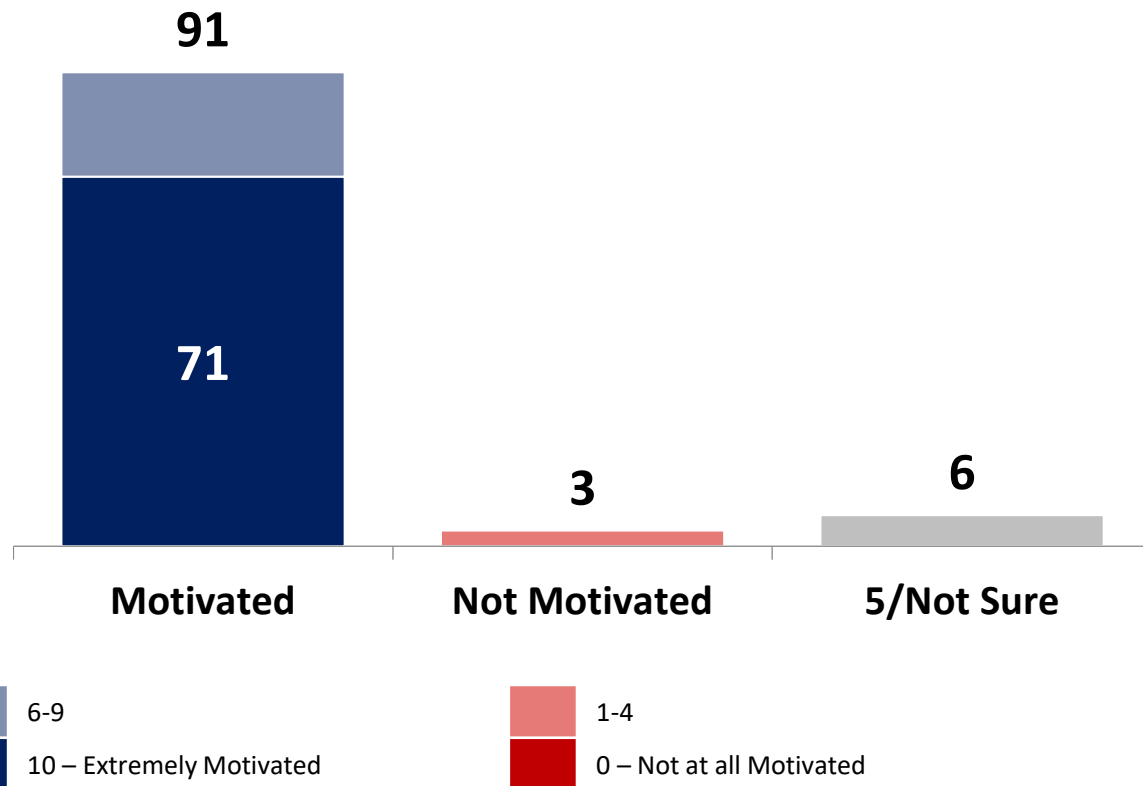
Context & Mood



Voters report a high level of motivation to vote in the 2022 midterms (mean rating 9.1). However, concerningly, reported motivation is highest among Republicans (76% rate 10), older voters (77%) and white voters (74%), in line with what we are seeing in other research. The youngest voters in the electorate (under 30: 52%) and people of color are significantly less enthusiastic (60%), and Democrats (68%) and independents (66%) also rate their enthusiasm lower.

Motivation to Vote in 2022

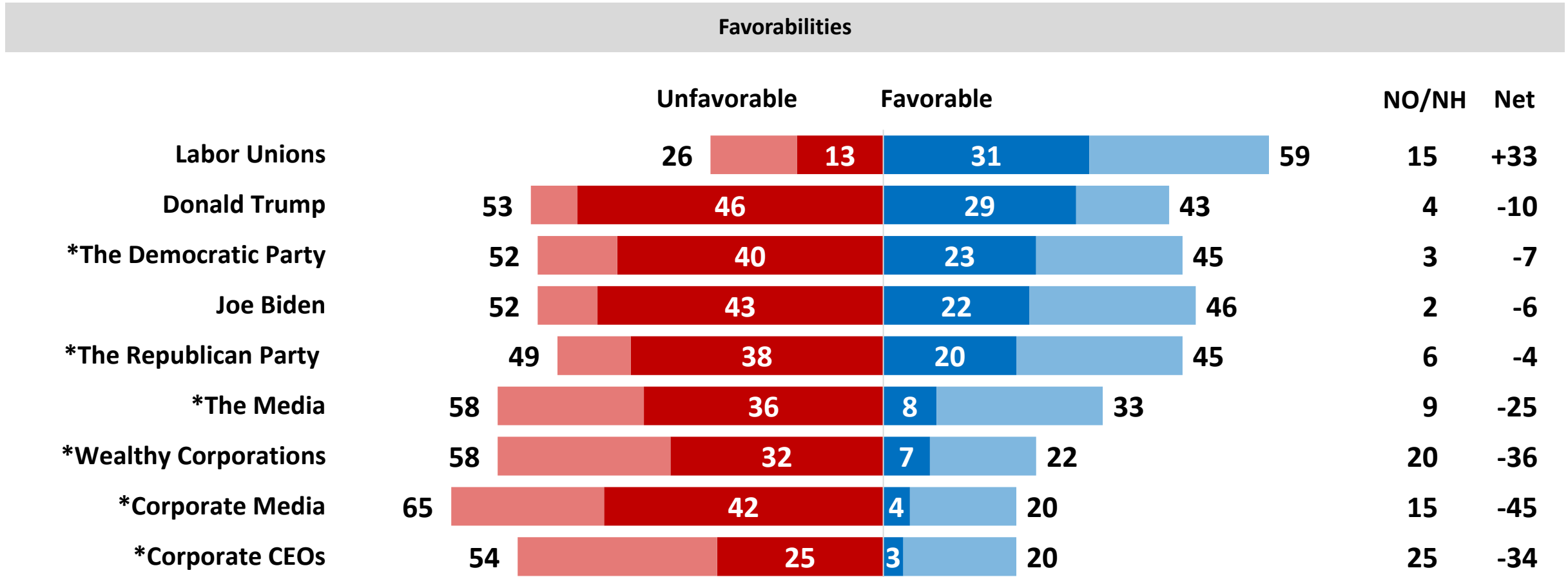
Mean: 9.1



By Demographics

Demographics	Rate 10	Rate 0-4
Total	71	3
White	74	3
POC	60	2
Men	70	4
Women	72	1
Under 30	52	6
Under 55	65	3
55 & Over	77	2
Democrat	68	3
Independent/DK	66	4
Republican	76	2

Voters hold negative views of national elected officials and both political parties. Both Trump and Biden have mixed ratings that lean negative, as do the Democratic and Republican parties, with more intensity on the negative side. Views of the media, corporations, and CEOs are very negative, while labor unions enjoy broad support.



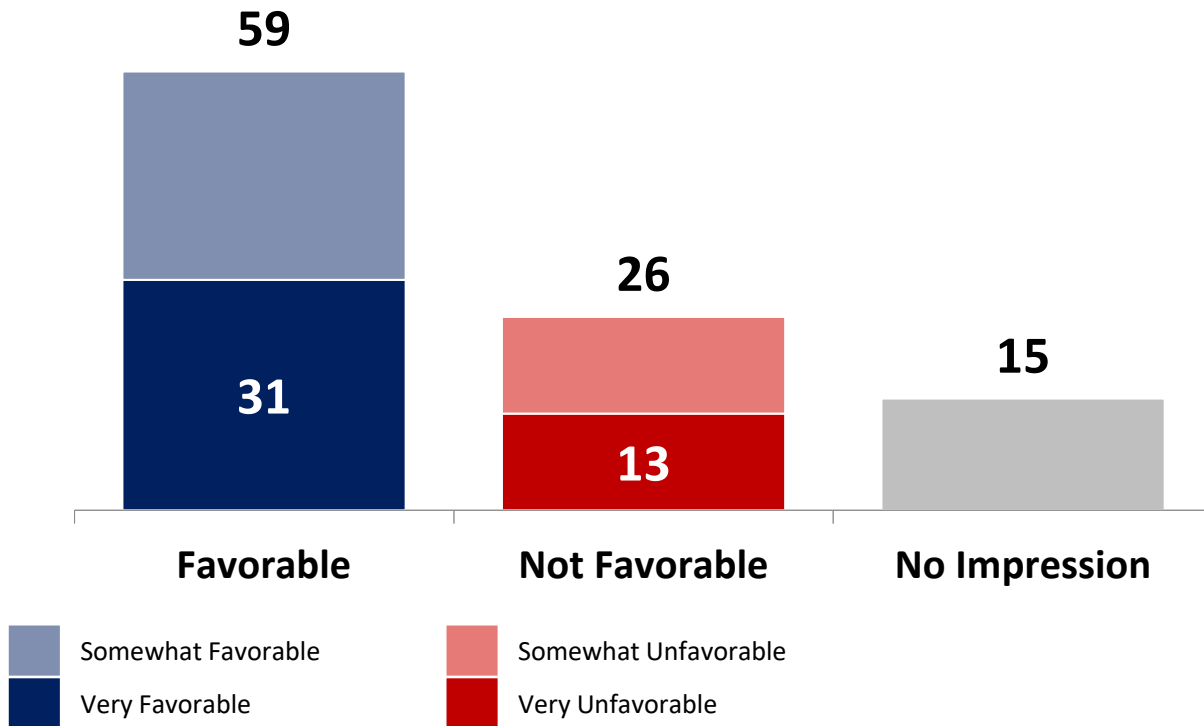
*Split sampled

Q4. Now I'd like to ask you about some public figures and organizations. For each, please tell me whether you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression. If you haven't heard of them {6}, or if you don't know enough about them to have an impression {5}, just say so and we will move on.



Favorability towards labor unions is driven by Democrats (83%), who are overwhelmingly favorable, and independents (52%). There is a gender gap, with women (62%) more favorable towards unions than men (55%). Older voters (61%) are also slightly more likely to be favorable. A disproportionate number of young people, particularly the youngest voters – those under 30 – have no impression of unions.

Favorability – Labor Unions



By Demographics

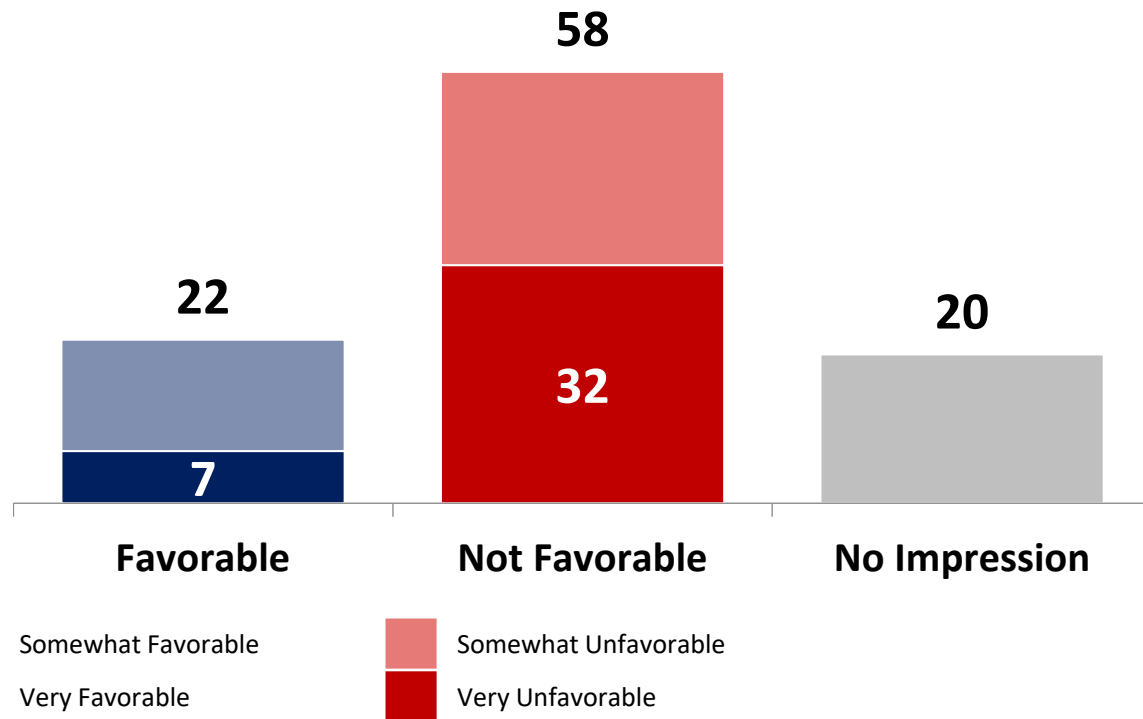
Demographics	Favorable	Not Favorable	No Impression
Total	59	26	15
White	59	26	15
POC	61	23	16
Men	55	30	15
Women	62	22	16
Under 30	55	16	29
Under 55	57	24	20
55 & Over	61	28	11
Democrat	83	8	9
Independent/DK	52	24	23
Republican	35	46	18

Q4. Now I'd like to ask you about some public figures and organizations. For each, please tell me whether you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression. If you haven't heard of them {6}, or if you don't know enough about them to have an impression {5}, just say so and we will move on.

Voters are unfavorable towards wealthy corporations across the board. Three quarters of Democrats (74%) and over half of independents (53%) are unfavorable. There is a gender gap – men and Republicans are the groups most likely to hold some favorable feelings, though a majority of men (55%) and a plurality of Republicans (42%) are still unfavorable.

Favorability – Wealthy Corporations

*Split sampled question– small sample size



By Demographics

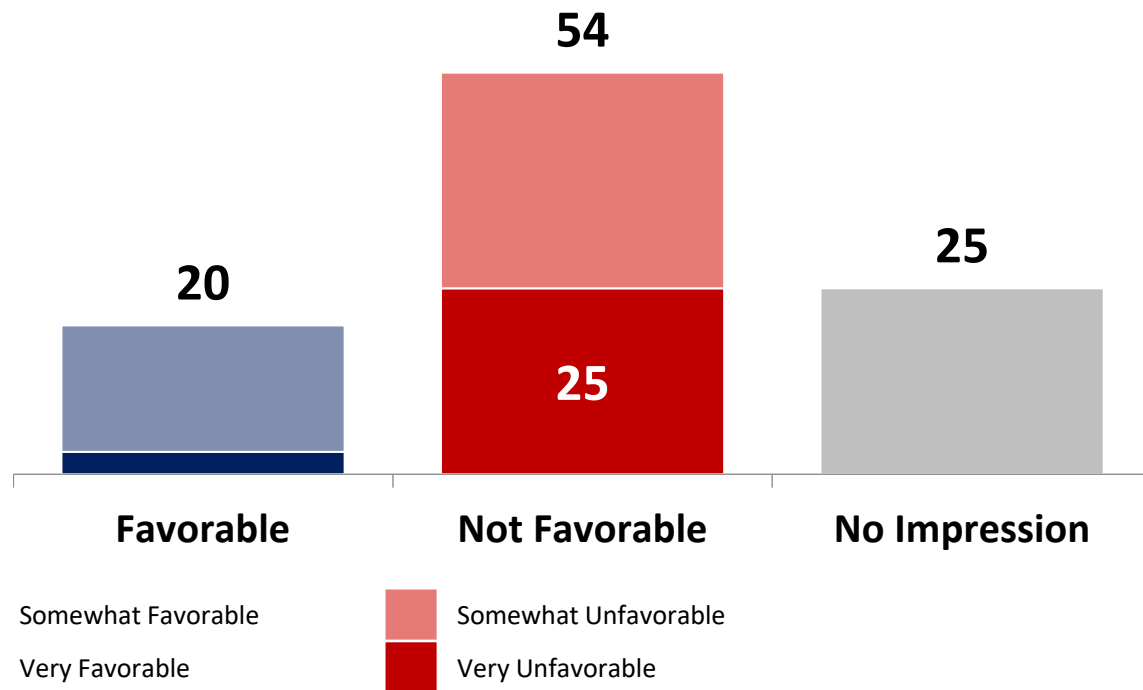
Demographics	Favorable	Not Favorable	No Impression
Total	22	58	20
White	23	59	18
POC*	20	53	27
Men	30	55	16
Women	16	61	23
Under 55	23	59	17
55 & Over	21	57	22
Democrat	14	74	13
Independent/DK*	20	53	28
Republican	34	42	24

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“Corporate CEOs” receive less intensity on both the positive and negative side than “wealthy corporations,” though the overall reaction of voters is still overwhelmingly unfavorable. Over two thirds of Democrats (69%) and a plurality of independents are unfavorable (47%). However, a third of Republicans (32%) and over a third of independents (39%) say they have no impression.

Favorability – Corporate CEOs

*Split sampled question– small sample size



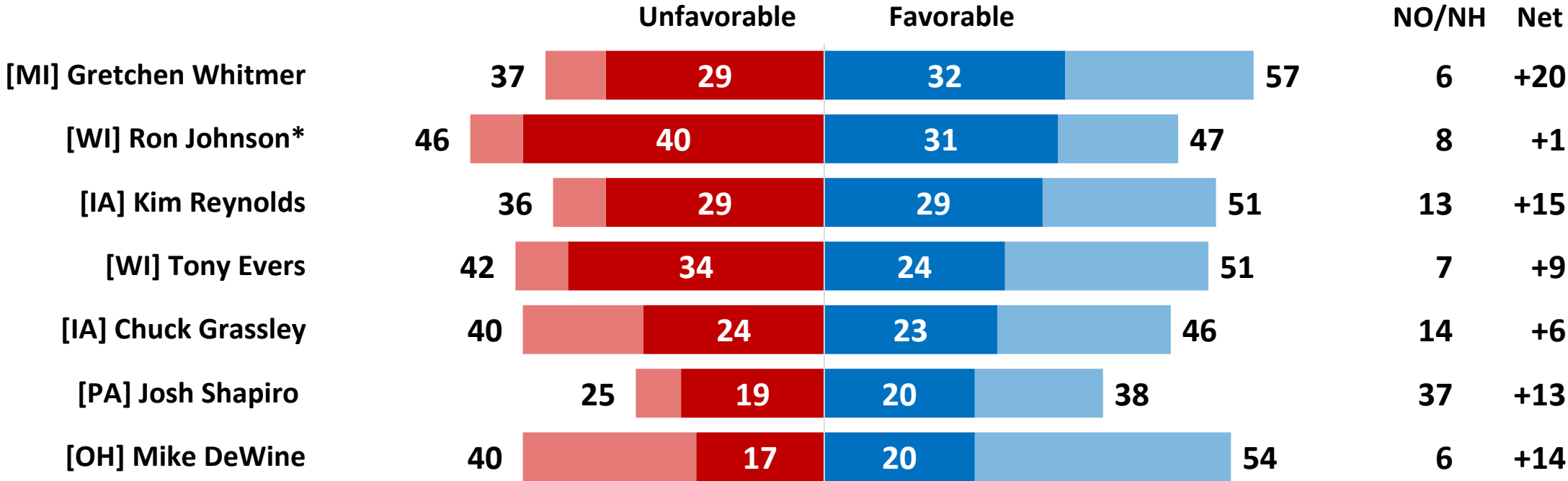
By Demographics

Demographics	Favorable	Not Favorable	No Impression
Total	20	54	25
White	22	53	25
POC*	17	63	20
Men	19	58	23
Women	21	52	27
Under 55	19	52	30
55 & Over	21	58	21
Democrat	20	69	12
Independent/DK*	14	47	39
Republican	22	46	32

Q4. Now I'd like to ask you about some public figures and organizations. For each, please tell me whether you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression. If you haven't heard of them {6}, or if you don't know enough about them to have an impression {5}, just say so and we will move on.

On the whole, statewide elected officials are viewed more favorably than national figures. Gretchen Whitmer is the most popular statewide figure tested. Kim Reynolds, Mike DeWine, and Josh Shapiro also enjoy relatively wide margins of support, though with lower intensity, and Josh Shapiro is less well known. Tony Evers and Chuck Grassley are both in the single digit net-positives, though Evers has more intensity on the negative side. Views on Ron Johnson are divided, with more intensity in the negative, suggesting a close race.

Statewide Favorabilities



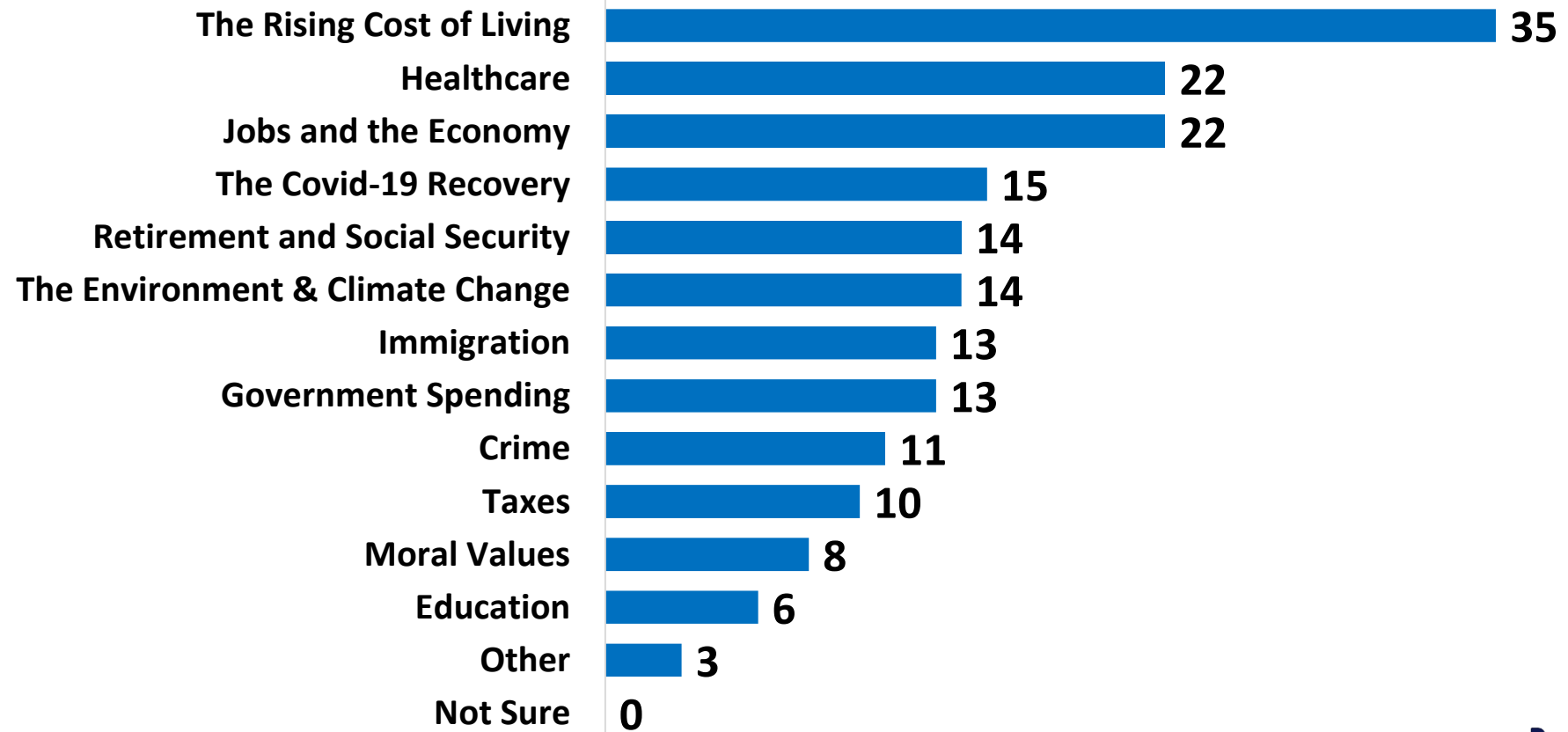
*Small sample size

Q4. Now I'd like to ask you about some public figures and organizations. For each, please tell me whether you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression. If you haven't heard of them {6}, or if you don't know enough about them to have an impression {5}, just say so and we will move on.

■ Somewhat Favorable ■ Somewhat Unfavorable
■ Strongly Favorable ■ Strongly Unfavorable

Voters in these industrial counties are far and away most concerned about the rising cost of living (35%). Second tier issues include health care (22%) and jobs and the economy (22%). Republican wedge issues like immigration (13%), crime (11%), and moral values (8%) are lower concerns.

Top Issues



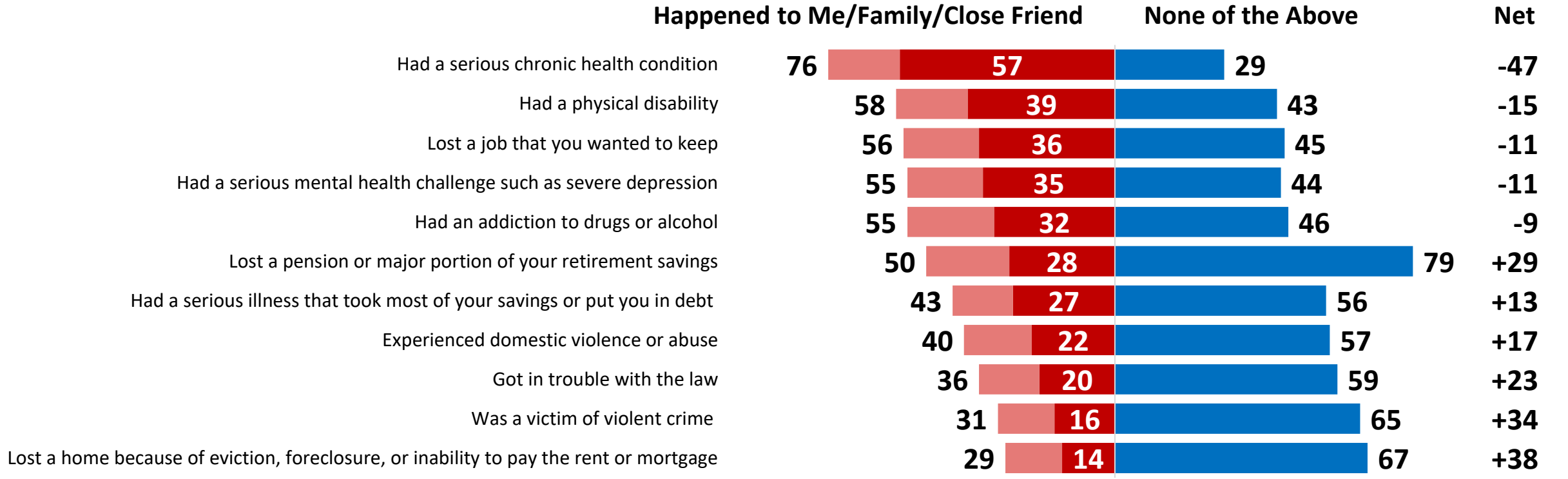
The rising cost of living is a top issue across the board. The only group for whom it is not the top issue by a significant margin is Democrats, who are slightly more concerned about health care (34%). Health care is the number two issue of independents (25%), while jobs and the economy is a higher concern for younger voters (29%) and people of color (31%).

Top Issues by Demographics

Top Issue	Total	Race		Gender		Age		Party Identification		
		White	POC	M	F	<55	55+	Dem	Ind/DK	Rep
The Rising Cost of Living	35	34	40	37	34	41	30	30	39	40
Healthcare	22	23	22	21	24	21	23	34	25	9
Jobs and the Economy	22	19	31	20	23	29	16	25	13	24
The Covid-19 Recovery	15	15	17	12	17	11	19	24	16	6
Retirement and Social Security	14	14	14	14	13	7	20	16	14	11
The Environment & Climate Change	14	14	11	15	13	13	14	24	8	4
Immigration	13	14	5	15	11	10	16	0	6	29
Government Spending	13	13	8	15	11	15	11	3	15	22
Crime	11	10	18	12	10	9	13	10	9	12
Taxes	10	11	9	10	10	14	6	5	15	16
Moral Values	8	9	3	6	9	7	8	7	7	11
Education	6	6	8	6	6	9	4	9	9	3
Other	3	3	1	2	3	3	1	3	3	2

A majority of voters in factory towns say they or a family member suffers from a chronic health condition, up to three quarters when close friends are included. In addition, a majority of these voters have had personal experiences with disabilities, job loss, mental health issues, and addiction. Half have experienced a loss of pension or retirement savings. While less prevalent, well over one third have experience with serious illness costing most of their savings, domestic violence, or legal trouble.

Difficult Experiences



■ Happened to a Close Friend
■ Happened to Me/Family Member

Q15. Now I'd like to ask you about some difficult experiences or challenges some people have faced. Again, these responses are completely anonymous. For each one, please respond if you, someone in your family, or a close friend has experienced that challenge personally. You can give more than one answer if more than one apply. If you don't have any family or close friends who have had that experience and you have not had it yourself, just say so.

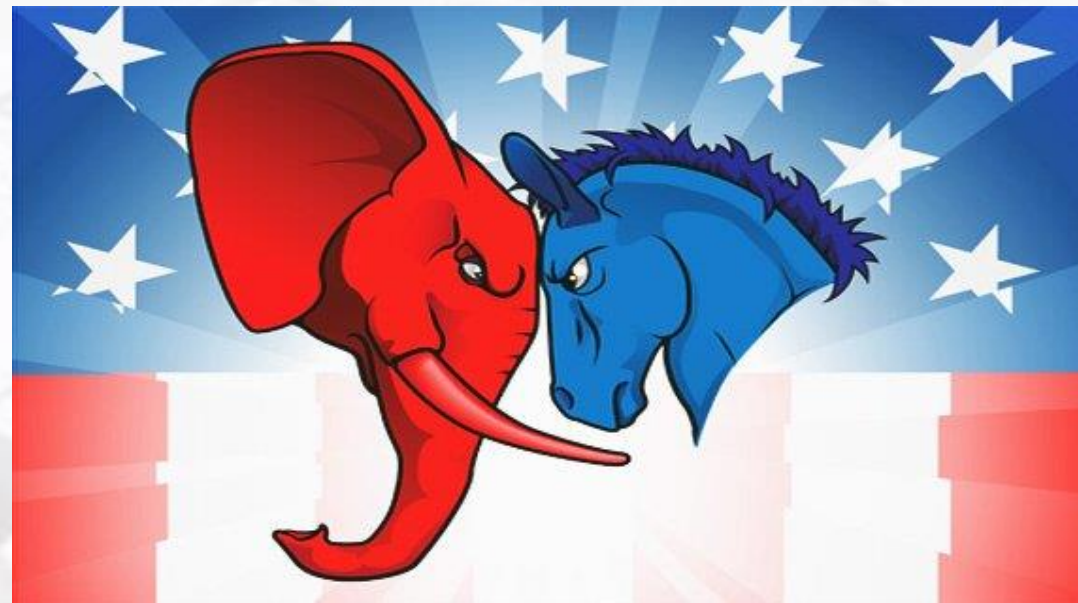
People of color and their families are experiencing most of these issues at higher rates than white people, and surprisingly, younger people are experiencing most of them at higher rates than older people. Independents report more issues with savings and debt than other groups.

Difficult Experiences by Demographics

Difficult Experiences Ranked by % Happened to Me or a Family Member	Total	Race		Gender		Age		Party Identification		
		White	POC	M	F	<55	55+	Dem	Ind/DK	Rep
Had a serious chronic health condition	57	57	62	55	60	55	61	62	48	55
Had a physical disability	39	38	47	38	41	40	39	47	29	36
Lost a job that you wanted to keep	36	35	46	35	38	40	34	33	39	40
Had a serious mental health challenge such as severe depression	35	36	36	35	36	41	30	39	38	29
Had an addiction to drugs or alcohol	32	30	43	32	31	38	25	39	24	26
Lost a pension or major portion of your retirement savings	28	27	34	30	27	29	28	26	37	27
Had a serious illness that took most of your savings or put you in debt	27	27	22	26	28	29	26	25	34	26
Experienced domestic violence or abuse	22	21	33	18	26	26	18	23	19	22
Got in trouble with the law	20	19	31	22	19	25	16	24	18	17
Was a victim of violent crime	16	15	24	14	17	19	12	17	12	15
Lost a home because of eviction, foreclosure, or inability to pay the rent or mortgage	14	12	26	14	14	17	13	14	14	13

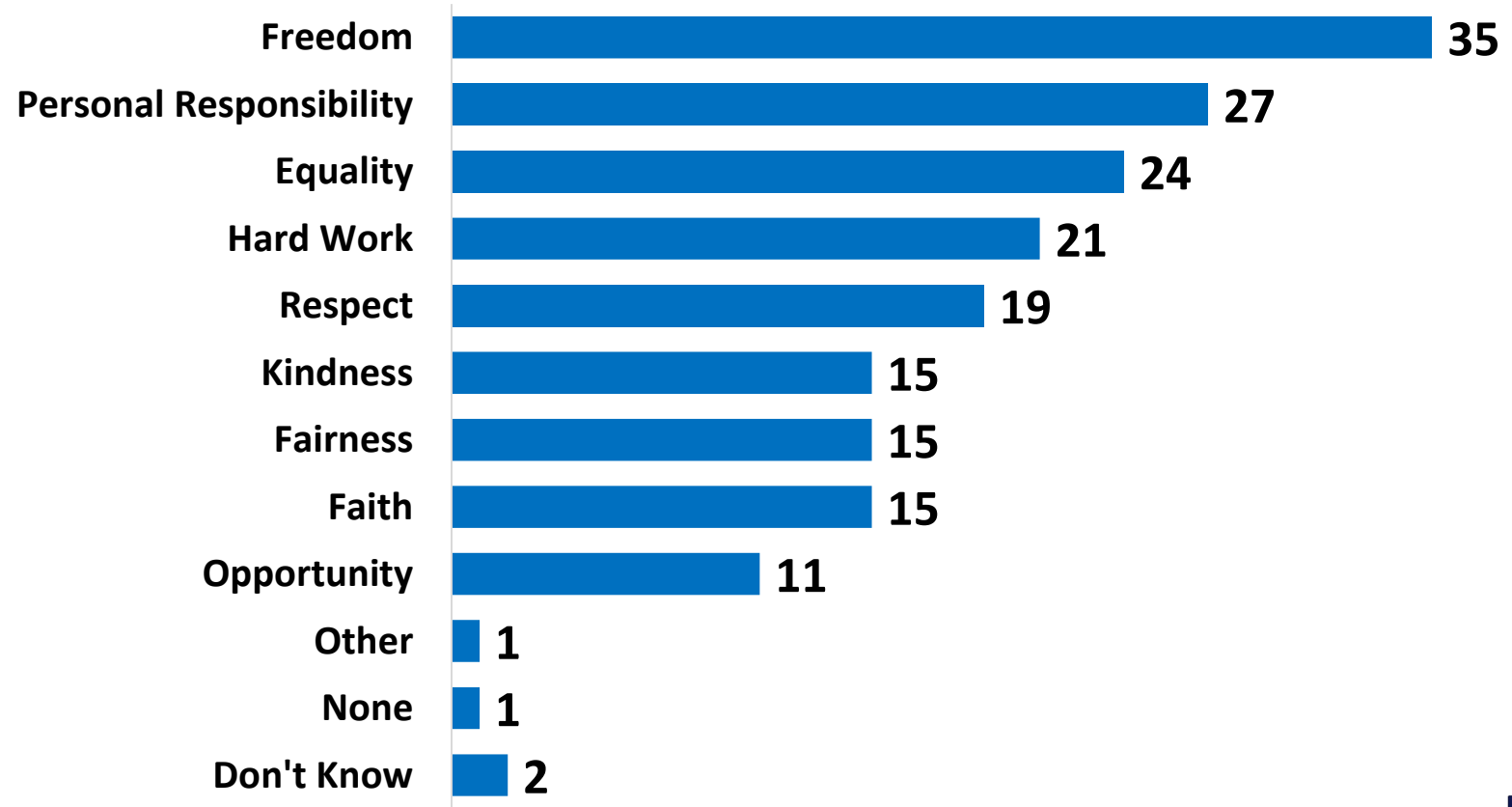
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Values & Perceptions of the Parties



“Freedom” tops the list for voters by a significant margin (35%), but often is used more by conservatives in these regions. It is followed in a distant second by “personal responsibility” (27%) and then “equality” (24%). Four of the five top values are currently often conservative-coded. It is essential that Democrats compete to define and own these values.

Top Values



Q6. Out of the following list of values, which one or two are most important to you? [RANDOMIZE] [ACCEPT UP TO TWO RESPONSES]

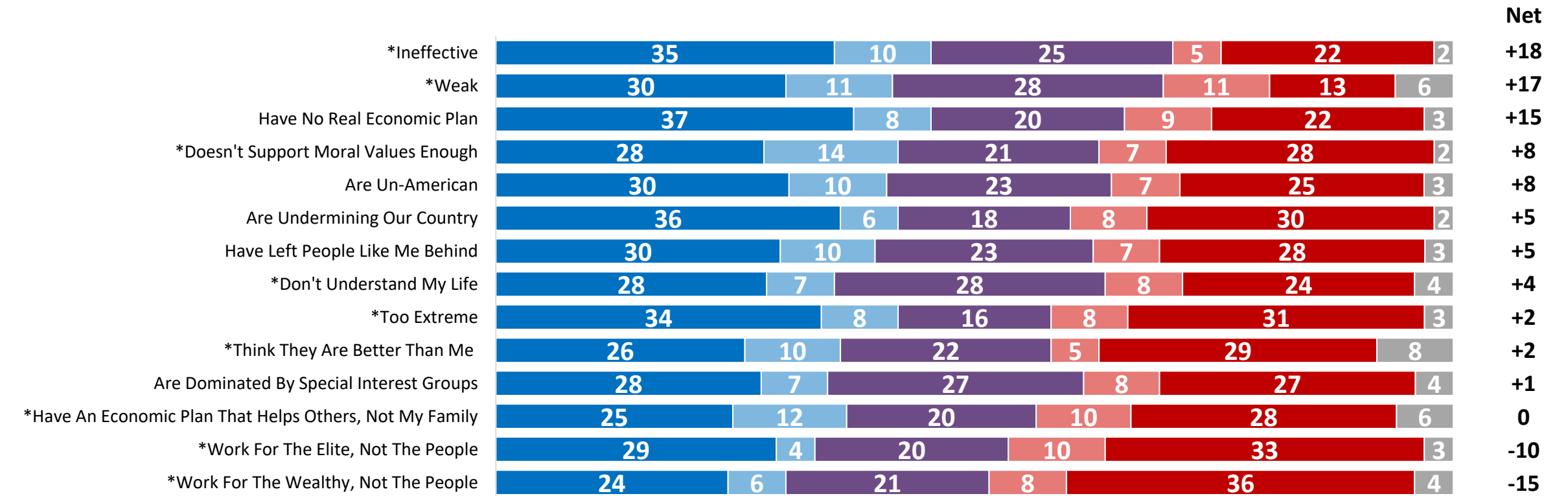
Freedom is a top value across most demographic groups, driven by Republicans (52%) and to some extent independents (37%). The exception is Democrats, for whom equality is far and away the most important value (42%), followed by respect, kindness, and fairness. Equality is also a top value for people of color (33%), essentially tied with freedom (34%).

Top Values by Demographics

Top Value	Total	Race		Gender		Age		Party Identification		
		White	POC	M	F	<55	55+	Dem	Ind/DK	Rep
Freedom	35	36	34	32	38	37	35	18	37	52
Personal Responsibility	27	29	13	30	24	24	29	18	30	35
Equality	24	23	33	21	27	24	25	42	23	7
Hard Work	21	21	19	25	17	25	17	14	26	28
Respect	19	19	19	17	21	21	17	28	15	12
Kindness	15	17	11	11	19	15	16	24	12	7
Fairness	15	15	17	17	13	15	16	21	20	9
Faith	15	14	21	17	14	12	18	9	7	24
Opportunity	11	11	12	13	9	15	7	12	9	10

In a battery of negative qualities of the political parties, voters see Democrats as worse than Republicans on most, and notably worse on being ineffective (net +18 Democrats worse), weak (+17), and having no real economic plan (+15). Republicans are viewed as being more for the wealthy (-15) and elite (-10), not the people.

Negative Perceptions of Parties



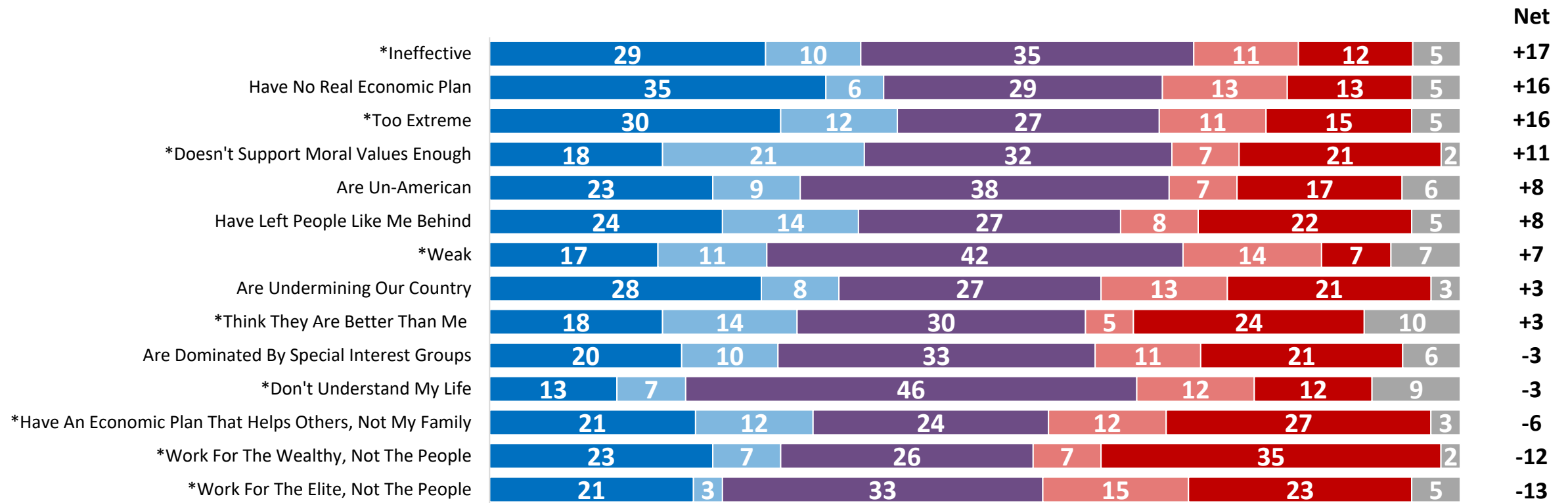
Sorted by Net Dem - Rep ■ Democrats - Much More ■ Democrats - Somewhat ■ Both/Neither ■ Republicans - Somewhat ■ Republicans - Much More ■ Don't Know

*Split-Sampled

Q7. Now here are some different phrases people have used to describe politicians who are Democrats or Republicans. For each one, please tell me whether you think it better describes the [ROTATE] _Democrats or _Republicans [RANDOMIZE] [IF CHOICE] And do you think that describes the [Democrats/Republicans] much more or only somewhat more?

Independents and leaners mirror voters' overall concerns that Democrats are more ineffective than Republicans (net +17) and have no economic plan (+16) but also think they are too extreme (+16). They agree that Republicans are for the wealthy (-12) and elite (-13), not the people, and also think that Republicans' economic plan is for others, not them (-6). They are more likely to think both parties are bad on many of these dimensions.

Negative Perceptions of Parties Among Independents & Leaners



Sorted by Net Dem - Rep

■ Democrats - Much More
 ■ Democrats - Somewhat
 ■ Both/Neither
 ■ Republicans - Somewhat
 ■ Republicans - Much More
 ■ Don't Know

*Split-Sampled

Q7. Now here are some different phrases people have used to describe politicians who are Democrats or Republicans. For each one, please tell me whether you think it better describes the [ROTATE] _Democrats or _Republicans [RANDOMIZE] [IF CHOICE] And do you think that describes the [Democrats/Republicans] much more or only somewhat more?

Even Democrats' base supporters tend to think they are weak and ineffective, including people of color, women, and younger voters. The most salient criticisms of Republicans across the board are that they are for the wealthy and elite, not the people, including among independents. People of color and women also agree that Republicans "don't understand my life" and people of color think they are "too extreme" and "have left people like me behind." Independents see Democrats as worse on being ineffective, having no economic plan, and being too extreme.

Negative Perceptions of Parties by Demographics

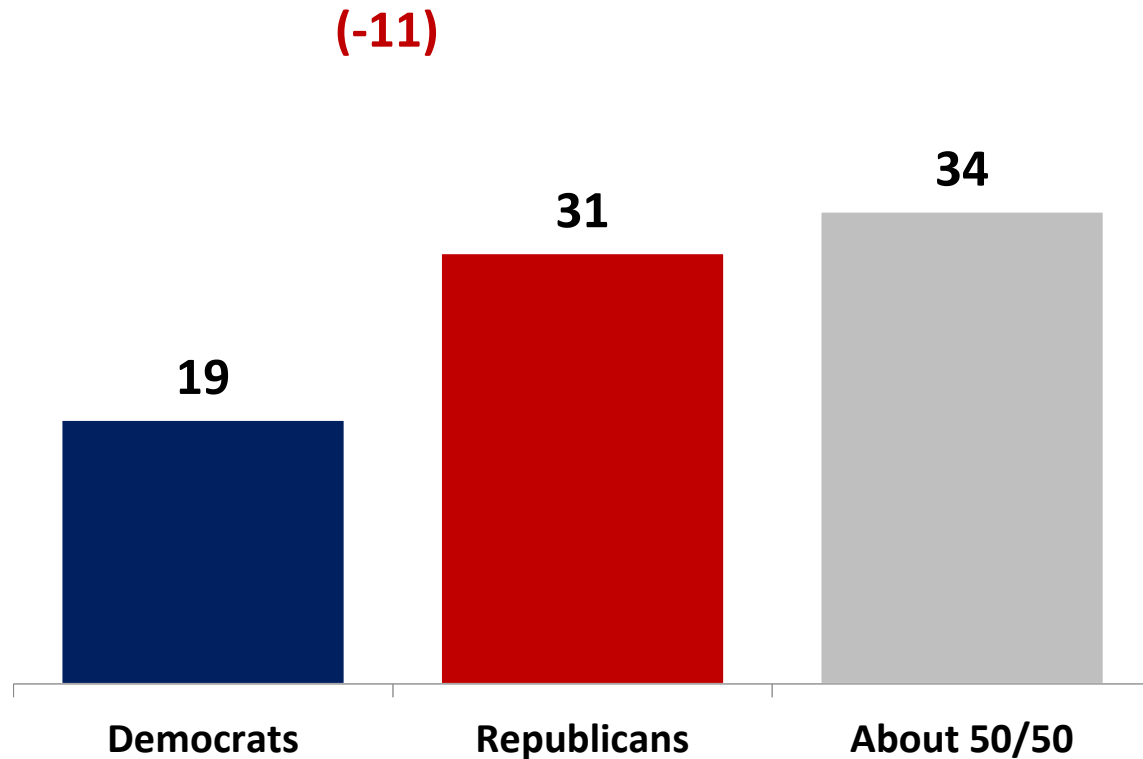
Negative Perceptions of Parties Ranked by Net Dem – Rep	Total	Race		Gender		Age		Party Identification		
		White	POC	M	F	<55	55+	Dem	Ind w/ Lean	Rep
*Ineffective	+18	+19	+16	+28	+11	+25	+14	-40	+17	+80
*Weak	+17	+19	+2	+29	+6	+18	+14	-8	+7	+51
Have No Real Economic Plan	+15	+15	+8	+27	+4	+20	+9	-41	+16	+77
*Doesn't Support Moral Values Enough	+8	+10	-7	+13	+3	+19	-1	-58	+11	+77
Are Un-American	+8	+10	-7	+19	-2	+14	+2	-56	+8	+82
Are Undermining Our Country	+5	+6	-14	+19	-9	+12	-3	-68	+3	+85
Have Left People Like Me Behind	+5	+9	-27	+17	-6	+9	0	-58	+8	+72
*Don't Understand My Life	+4	+7	-24	+22	-13	+4	+2	-54	-3	+69
*Too Extreme	+2	+8	-34	+11	-5	+5	-1	-61	+16	+80
*Think They Are Better Than Me	+2	+5	-20	+9	-4	+13	-8	-63	+3	+70
Are Dominated By Special Interest Groups	+1	+2	-13	+11	-9	+4	-2	-59	-3	+63
*Have An Economic Plan That Helps Others, Not My Family	0	+1	-6	+11	-11	-3	+3	-49	-6	+56
*Work For The Elite, Not The People	-10	-4	-45	+2	-20	-5	-15	-76	-13	+65
*Work For The Wealthy, Not The People	-15	-13	-30	-11	-18	-8	-20	-80	-12	+56

*Split-Sampled

Q7. Now here are some different phrases people have used to describe politicians who are Democrats or Republicans. For each one, please tell me whether you think it better describes the [ROTATE] _Democrats or _Republicans [RANDOMIZE] [IF CHOICE] And do you think that describes the [Democrats/Republicans] much more or only somewhat more?

About a third of these voters think their neighbors vote 50/50 for Republicans and Democrats (34%), three in ten say they vote mostly Republican (31%), and one in five say they vote mostly Democratic (19%). Voters' own political affiliations correlate with how they think their neighbors are voting, but on balance their neighbors are perceived to be more Republican, or divided.

Neighbors' Perceived Vote Choices



By Demographics

Demographics	Democrats	50-50	Republicans
Total	19	34	31
White	17	33	32
POC	32	35	21
Men	18	35	33
Women	21	32	29
Under 55	19	33	35
55 & Over	20	35	27
Democrat	29	34	21
Independent/DK	19	45	20
Republican	10	30	47

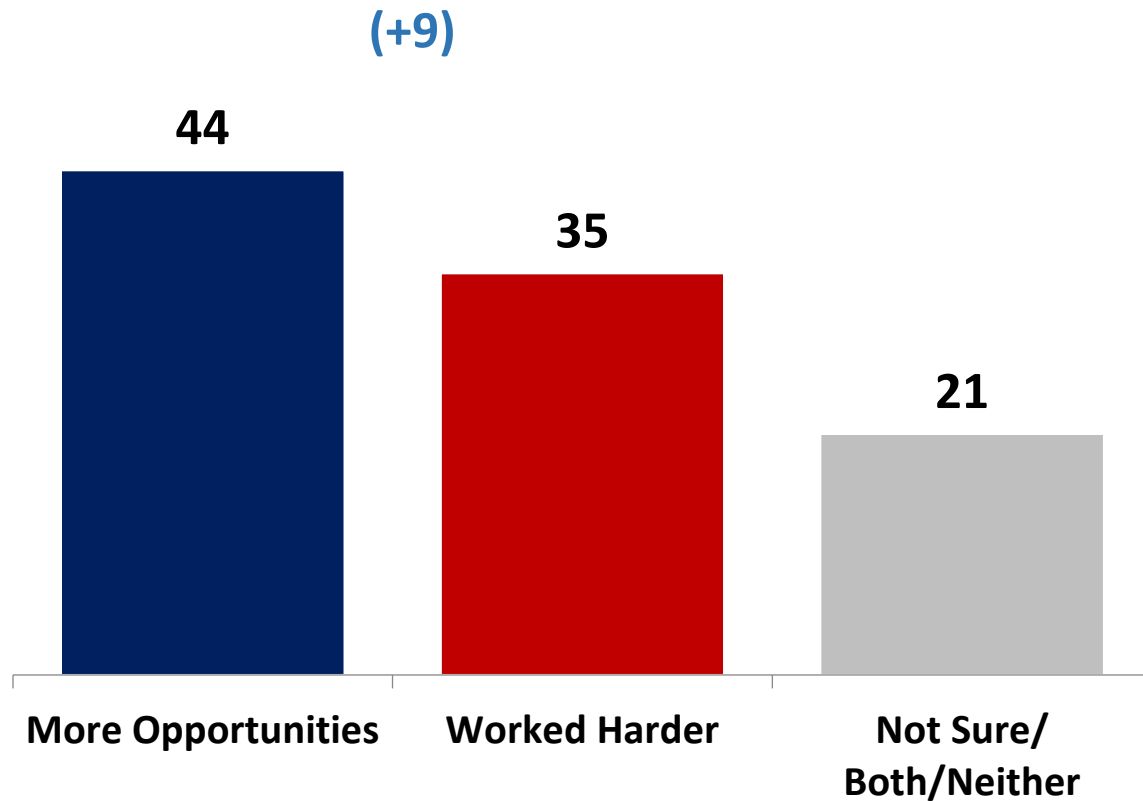
Q8. Do you think your neighbors vote more for [ROTATE] _Democrats or _Republicans, or do you think it's about 50/50?

Views of the Economy



On the whole, more voters think the wealthy primarily achieved their success due to circumstances (44%) than because they worked harder (35%). Democrats, women, people of color, and older voters are more likely to think the wealthy received more opportunities than others, while Republicans and men are more likely to say they worked harder. Independents are disproportionately likely to be unsure but lean populist.

Reason for Financial Success of the Wealthy



By Demographics

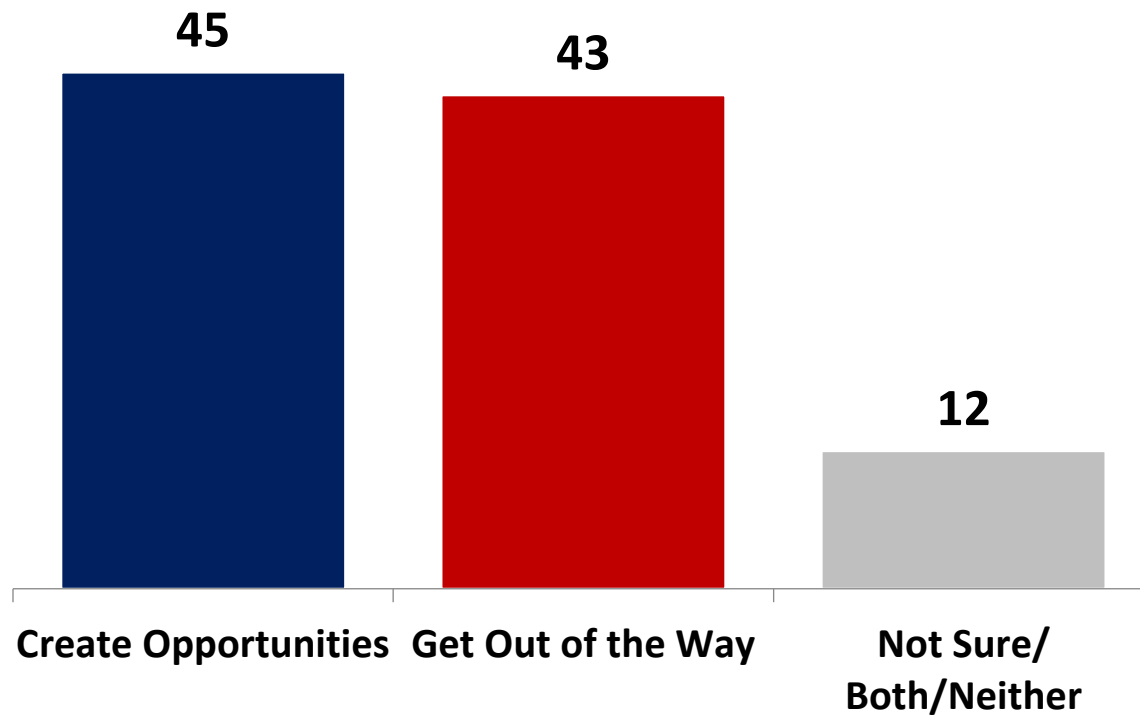
Demographics	More Opportunities	Not Sure/Both/Neither	Worked Harder
Total	44	21	35
White	45	20	35
POC	49	19	32
Men	37	23	40
Women	51	19	30
Under 55	39	22	39
55 & Over	49	19	31
Democrat	70	18	12
Independent/DK	40	28	31
Republican	19	20	61

Q9. In your opinion which of the following is the primary reason wealthy Americans have achieved financial success? {ROTATE 1-2} Wealthy Americans achieved their success because they were given more opportunities than others & Wealthy Americans achieved their success because they worked harder than others

Voters are split on whether they would prefer government to get out of their way (43%) or create opportunities for advancement (45%). Democrats, women, people of color, and older voters are more likely to prefer the government create opportunities, while Republicans and men are more likely to prefer that government get out of the way. Independents are disproportionately likely to be unsure but lean against government involvement.

Ideal Role of Government

(+2)

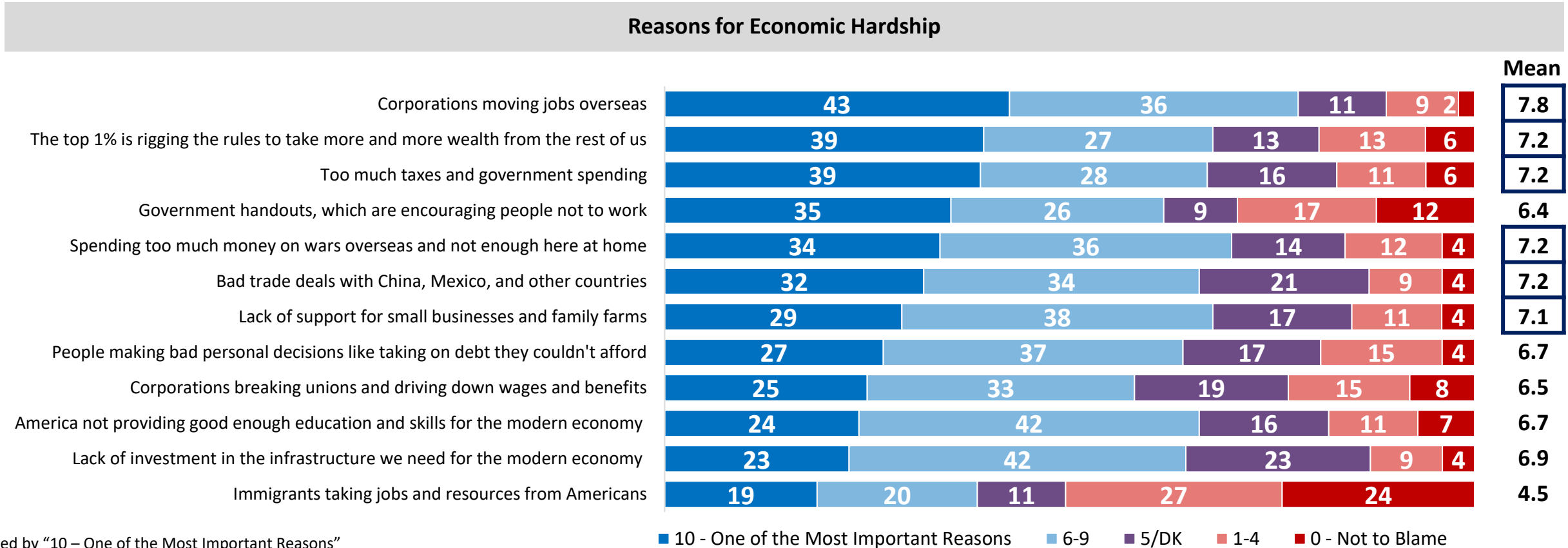


By Demographics

Demographics	Create Opportunities	Not Sure/Both/Neither	Get Out of the Way
Total	45	12	43
White	45	11	44
POC	52	14	34
Men	41	10	49
Women	49	13	38
Under 55	42	13	45
55 & Over	48	10	42
Democrat	76	12	11
Independent/DK	34	20	45
Republican	14	8	78

Q10. If you had to choose, would you prefer {ROTATE 1-2} Government get out of your way & Government create opportunities for advancement

Voters in factory towns believe the one thing most to blame for economic hardship in their communities is “corporations moving jobs overseas” (mean 7.8; 43% rate 10), followed by “the top 1% is rigging the rules to take more and more wealth from the rest of us” and “too much taxes and government spending” (both mean 7.2; 39% rate 10). On a strong second tier with slightly less intensity are too much spending on wars overseas, bad trade deals, and lack of support for small business and family farms.



Sorted by “10 – One of the Most Important Reasons”

Q11. There may be many different reasons for economic hardship. Here are some different things people have said are to blame for the economic hardships facing communities like yours. For each one, please rate on a scale of 0 to 10 how much it is to blame for economic hardship in your local area, where 10 means it is one of the most important reasons for economic hardship in your area, and 0 means it is not at all to blame. **[RANDOMIZE] [AS NEEDED]:** How much do you blame that for economic hardship in your local area on a scale of 0 to 10, where 10 means it is one of the most important reasons for economic hardship in your area, and 0 means it is not at all to blame? You can use any number from 0 to 10.

Voters across demographic groups agree that corporations moving jobs overseas is a major reason for economic hardships in their communities. Democrats, older voters, women, and people of color also blame the top 1% rigging the rules. Taxes and government spending is also a key concern of independents and Republicans. Too much spending overseas and lack of support for small business also pop with persuadable groups.

Reasons for Economic Hardship by Demographics

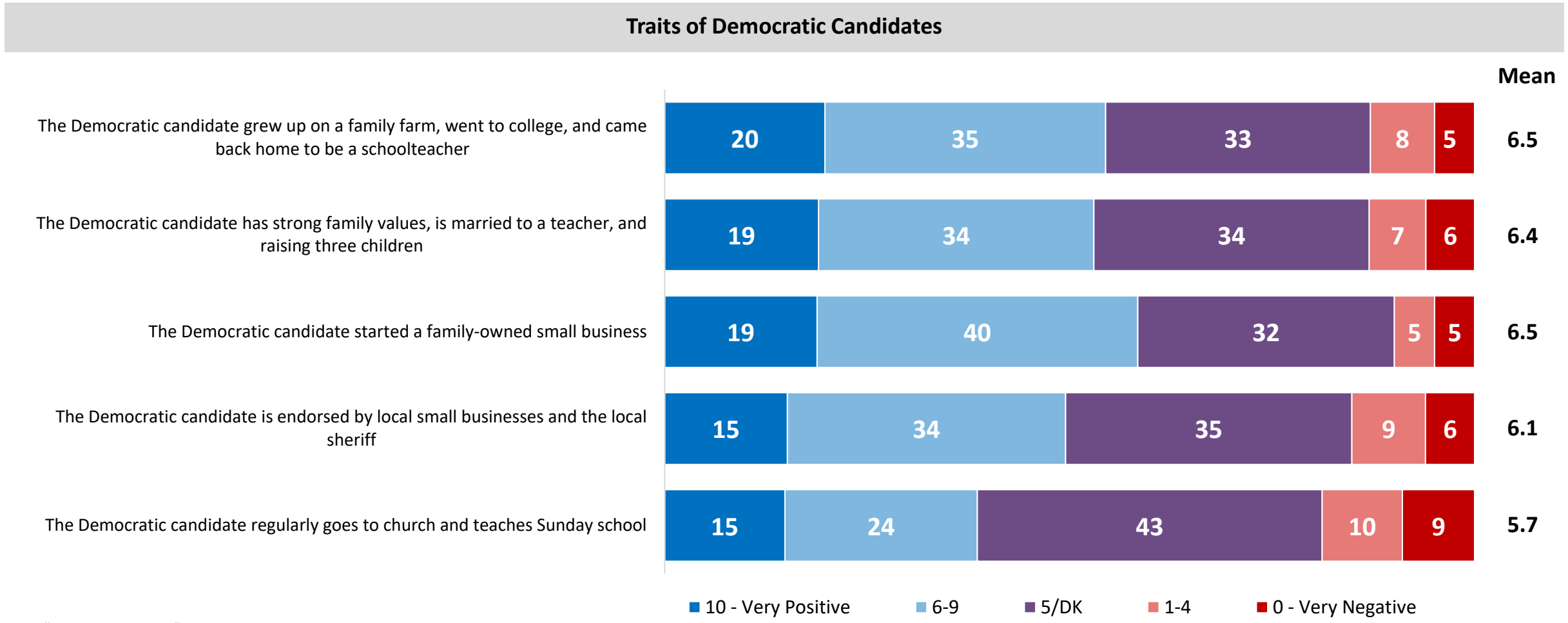
Reasons for Economic Hardship Sorted by % Rate 10 – One of the Most Important Reasons	Total	Race		Gender		Age		Party Identification		
		White	POC	M	F	<55	55+	Dem	Ind/DK	Rep
Corporations moving jobs overseas	43	42	44	39	46	39	45	39	44	46
The top 1% is rigging the rules to take more and more wealth from the rest of us	39	39	45	37	42	35	44	54	36	26
Too much taxes and government spending	39	37	41	39	38	40	37	17	38	61
Government handouts, which are encouraging people not to work	35	36	32	36	35	34	37	12	33	62
Spending too much money on wars overseas and not enough here at home	34	32	42	33	35	35	33	31	36	35
Bad trade deals with China, Mexico, and other countries	32	32	31	32	32	28	36	19	34	46
Lack of support for small businesses and family farms	29	27	39	27	31	33	26	20	35	35
People making bad personal decisions like taking on debt they couldn't afford	27	28	25	28	25	24	29	18	27	37
Corporations breaking unions and driving down wages and benefits	25	25	27	26	25	25	25	35	21	14
America not providing good enough education and skills for the modern economy	24	23	26	22	25	25	23	23	23	23
Lack of investment in the infrastructure we need for the modern economy	23	22	29	23	23	23	22	28	26	15
Immigrants taking jobs and resources from Americans	19	20	15	18	20	20	18	8	19	33

Q11. There may be many different reasons for economic hardship. Here are some different things people have said are to blame for the economic hardships facing communities like yours. For each one, please rate on a scale of 0 to 10 how much it is to blame for economic hardship in your local area, where 10 means it is one of the most important reasons for economic hardship in your area, and 0 means it is not at all to blame. **[RANDOMIZE] [AS NEEDED]:** How much do you blame that for economic hardship in your local area on a scale of 0 to 10, where 10 means it is one of the most important reasons for economic hardship in your area, and 0 means it is not at all to blame? You can use any number from 0 to 10.

Positioning Candidates



Traits of Democratic candidates that could appeal to more conservative voters are received with lukewarm enthusiasm. Most of these traits perform similarly, though there are some downsides to being heavily associated with church. While these biography elements could help round out a strong candidate, results are much more important.



Sorted by "10 – Very Positive"

Q12. Now I'm going to ask about some descriptions of different candidates who could run for Congress in your area. In our survey sample, half of the people are hearing randomly about a Democratic candidate, and half are hearing about a Republican candidate. For you, these are descriptions of a Democratic candidate. For each one, please tell me, if this were true, how would you rate that description on a scale from 0 to 10, where 10 means it would make you feel very positive about that Democratic candidate and 0 means it would make you feel very negative, and 5 would be neutral.

The top trait overall, which is among the top across demographic groups, is “the Democratic candidate grew up on a family farm, went to college, and came back home to be a schoolteacher.” It is notably the top trait by several points among independents. Among Democrats and people of color, the top is “the Democratic candidate has strong family values, is married to a teacher, and raising three children.”

Traits of Democratic Candidates by Demographics

Top Issue	Total	Race		Gender		Age		Party Identification		
		White	POC	M	F	<55	55+	Dem	Ind/DK	Rep
The Democratic candidate grew up on a family farm, went to college, and came back home to be a schoolteacher	20	19	22	14	24	16	23	26	19	13
The Democratic candidate has strong family values, is married to a teacher, and raising three children	19	18	25	14	24	15	23	29	13	10
The Democratic candidate started a family-owned small business	19	18	21	16	21	16	21	27	13	12
The Democratic candidate is endorsed by local small businesses and the local sheriff	15	14	19	14	16	13	17	23	12	10
The Democratic candidate regularly goes to church and teaches Sunday school	15	14	23	11	19	12	17	22	11	10

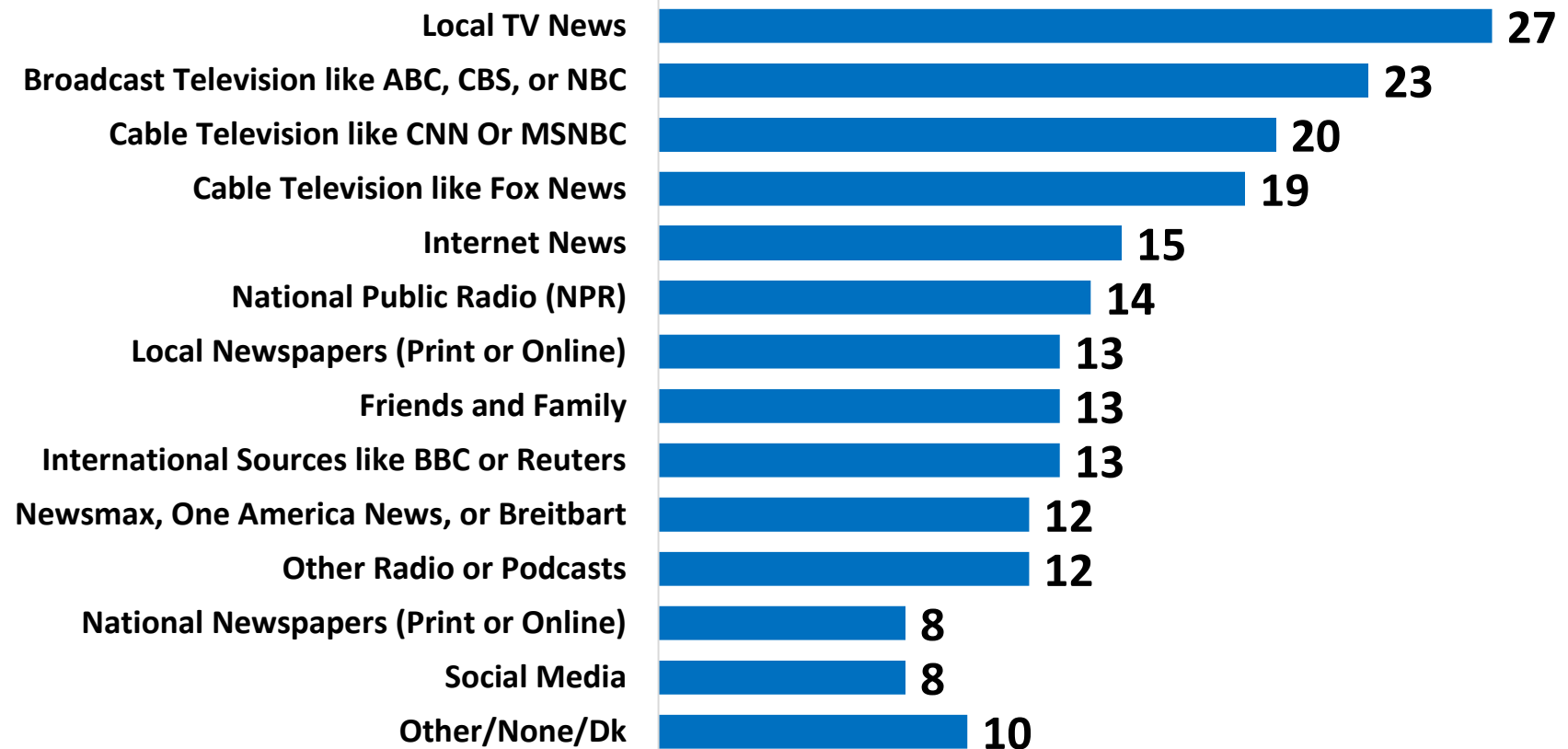
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News & Information Sources



These voters are getting their news and information about voting issues primarily from television. Their top news source is local TV news (27%), followed by broadcast television (23%) and cable television (non-Fox 20%; Fox 19%). Other sources trail significantly behind.

Trusted News Sources



Q13. Which two or three of the following sources do you trust most for news and information about issues and candidates when you vote? [RANDOMIZE]

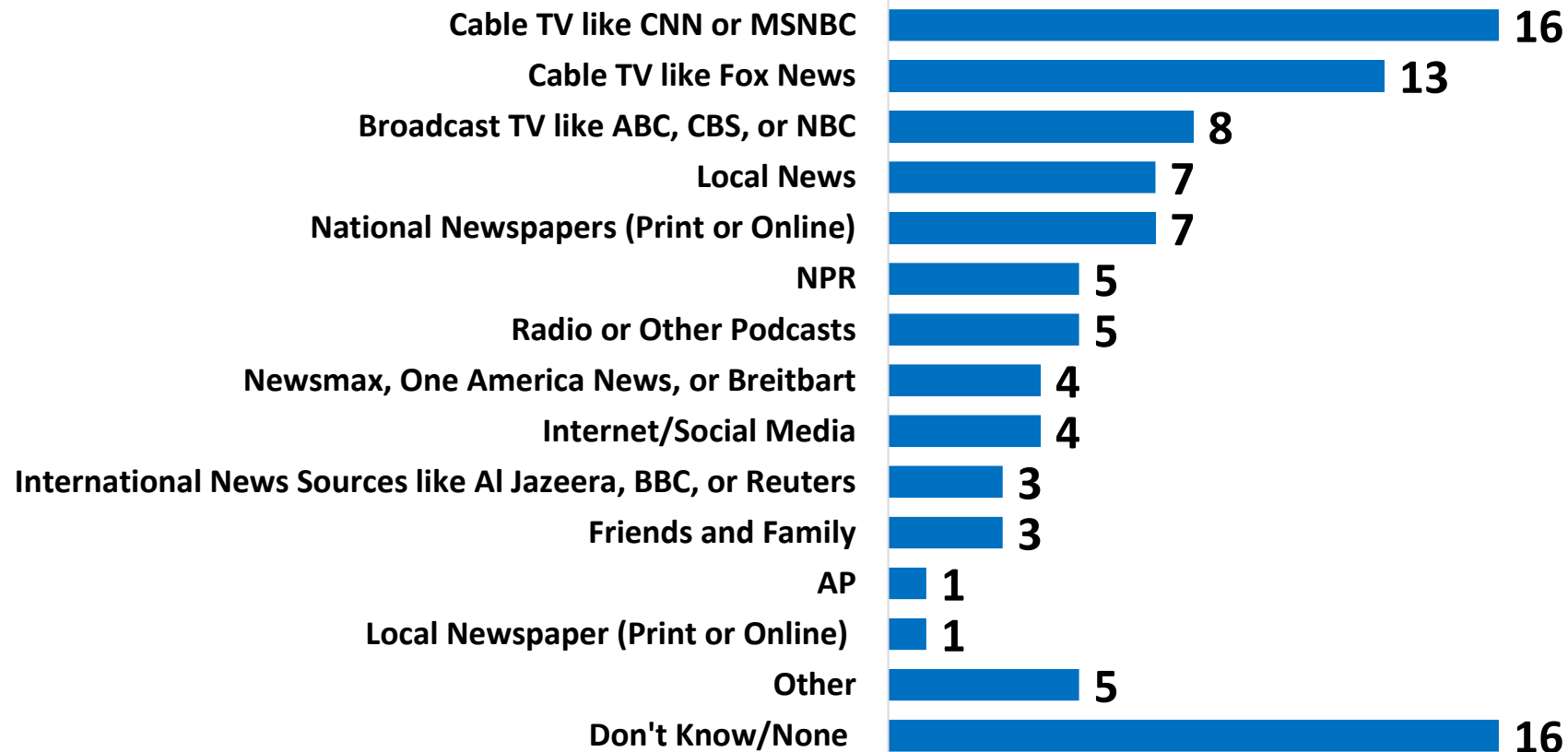
Local news is a top news source across demographic groups and is the single top source by a significant margin for people of color and independents. Broadcast and cable television are also very important for older voters and women in particular. People of color rely more than other groups on friends and family, a top source of information for them.

Trusted News Sources by Demographics

Trusted Sources	Total	Race		Gender		Age		Party Identification		
		White	POC	M	F	<55	55+	Dem	Ind/DK	Rep
Local TV News	27	25	36	22	30	29	25	30	30	22
Broadcast Television like ABC, CBS, or NBC	23	23	24	16	28	15	30	40	17	7
Cable Television like CNN Or MSNBC	20	19	29	16	24	18	23	38	17	4
Cable Television like Fox News	19	20	11	20	17	15	23	2	12	41
Internet News	15	15	20	20	12	20	11	15	16	16
National Public Radio (NPR)	14	16	9	13	15	12	16	21	15	6
Local Newspapers (Print or Online)	13	14	9	15	12	8	18	18	10	12
Friends and Family	13	10	27	13	14	15	11	12	15	13
International Sources like BBC or Reuters	13	13	11	14	12	18	8	17	16	9
Newsmax, One America News, or Breitbart	12	12	12	14	10	12	12	1	8	27
Other Radio or Podcasts	12	11	14	14	10	14	9	5	5	19
National Newspapers (Print or Online)	8	9	5	8	9	8	8	13	4	5
Social Media	8	7	13	8	8	13	3	8	9	6
Other/None/Dk	10	11	2	10	11	13	8	5	12	13

When asked to name their single most trusted news source, most voters name a cable television station (16% not Fox News i.e. CNN or MSNBC; 13% Fox News). Following significantly behind cable news are broadcast news channels (8%) and local news channels (7%).

Single Most Trusted News Source – Specific



Q14. If you had to pick just one, what is the single news or information source you find most trustworthy? [OPEN END – BE SPECIFIC: SPECIFY CHANNEL/NEWS ORGANIZATION/RADIO HOST]

In addition to cable TV stations, people of color and independents are disproportionately likely to name the internet or social media as their most trusted information source. People of color also say local news and friends and family at a higher rate than other groups. One quarter of independents say they have no trusted news source.

Single Most Trusted News Source – Specific by Demographics

Trusted Source	Total	Race		Gender		Age		Party Identification		
		White	POC	M	F	<55	55+	Dem	Ind/DK	Rep
Cable TV like CNN or MSNBC	16	15	21	13	19	12	20	30	12	3
Cable TV like Fox News	13	15	5	12	14	8	19	1	6	32
Broadcast TV like ABC, CBS, or NBC	8	8	13	5	11	6	10	14	9	2
Local News	7	7	11	7	8	8	7	9	6	6
National Newspapers (Print or Online)	7	7	6	9	5	7	7	8	5	6
NPR	5	6	1	4	6	5	5	8	5	1
Radio or Other Podcasts	5	6	1	6	4	8	2	1	5	7
Newsmax, One America News, or Breitbart	4	5	1	5	4	5	4	1	2	10
Internet/Social Media	4	2	13	7	2	6	2	3	11	3
International News Sources like Al Jazeera, BBC, or Reuters	3	3	4	4	3	4	2	4	4	3
Friends and Family	3	2	9	3	3	4	2	2	5	3
AP	1	2	0	2	1	3	0	3	0	0
Local Newspaper (Print or Online)	1	2	0	1	1	0	2	1	0	3
Other	5	5	6	7	4	8	3	3	4	6
Don't Know/None	16	15	10	17	14	18	13	12	25	15

Q14. If you had to pick just one, what is the single news or information source you find most trustworthy? [OPEN END – BE SPECIFIC: SPECIFY CHANNEL/NEWS ORGANIZATION/RADIO HOST]

Recommendations

Democrats need to be...

- Developing a populist economic message and agenda.
 - Focus on: corporations moving jobs overseas, the 1% rigging the rules to take wealth from the rest of us, too much spending on wars overseas and not enough here at home, lack of support for small business and family farms, the rising cost of living, and health care and prescription drug prices.
 - There is an opportunity here to redirect these voters' concerns about government handouts and high taxes towards Republicans' handouts and tax giveaways to big corporations and CEOs.
- Contrasting with Republicans.
 - Democrats are on the side of working families, small business, family farms, & labor unions. Republicans are on the side of overseas corporations, corporate CEOs, the wealthy, & the elite.
 - Voters care about and identify with freedom and personal responsibility. Democrats need to fight to contest these values.
- Getting on local media
 - And contrasting local media with Republicans' corporate media ties.
- Creating a sense of presence among people who feel isolated.
 - Democratic candidates' platform and perceived ability to get results is much more important than their personal qualities. However, candidates have an opportunity to connect with these voters on their personal experiences of struggling with chronic health conditions, disability, job loss, and other issues connected to the Democratic agenda.

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