

WORKING
AMERICA

AFL-CIO

What *450,000 Conversations* with Working-Class Voters Tell Us

National Office

815 16TH ST. NW

WASHINGTON, DC 20006

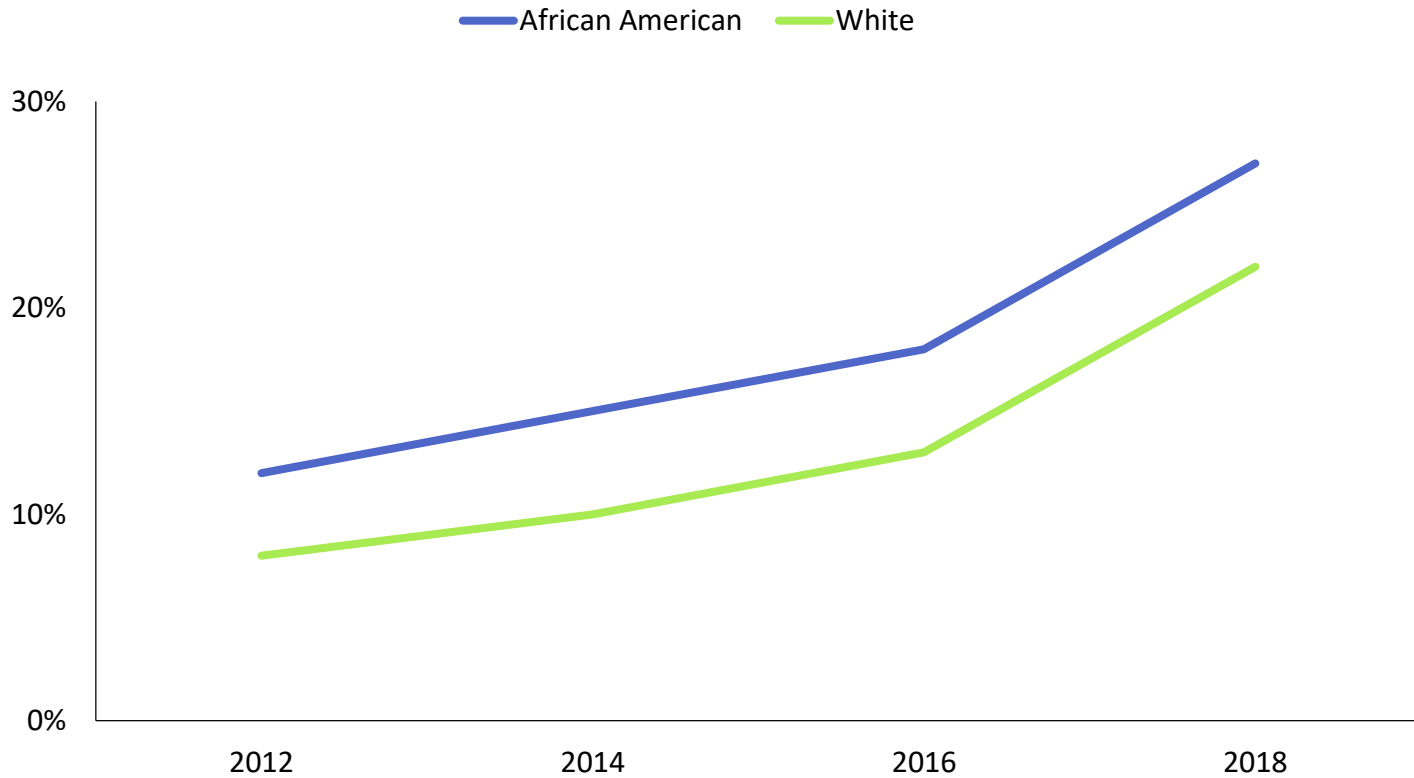
TEL 202-637-5137

INFO@WORKINGAMERICA.ORG

Health Care Has Increasingly Become the Top Issue for More Voters Regardless of Race...

Share of Voters Saying Health Care is Their Top Issue

Composite Based on Historical Canvass ID Data

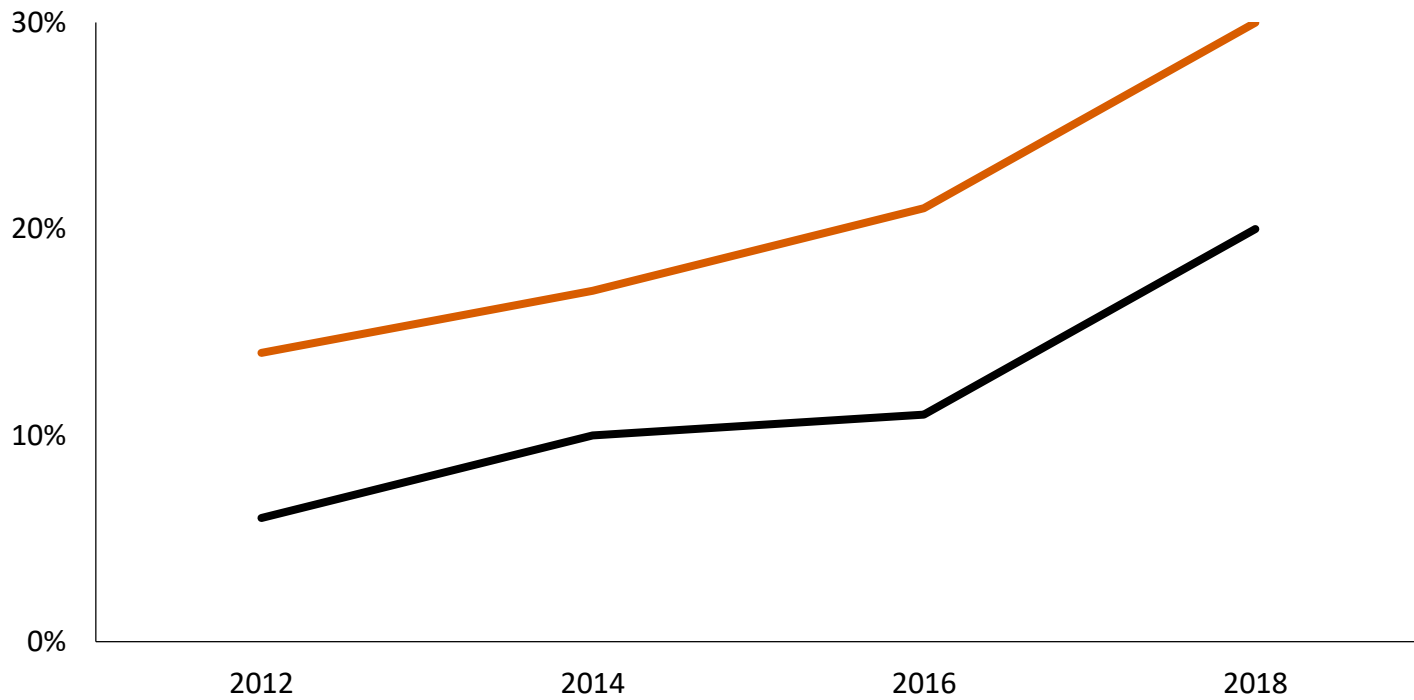


Gender...

Share of Voters Saying Health Care is Their Top Issue

Composite Based on Historical Canvass ID Data

Female Male

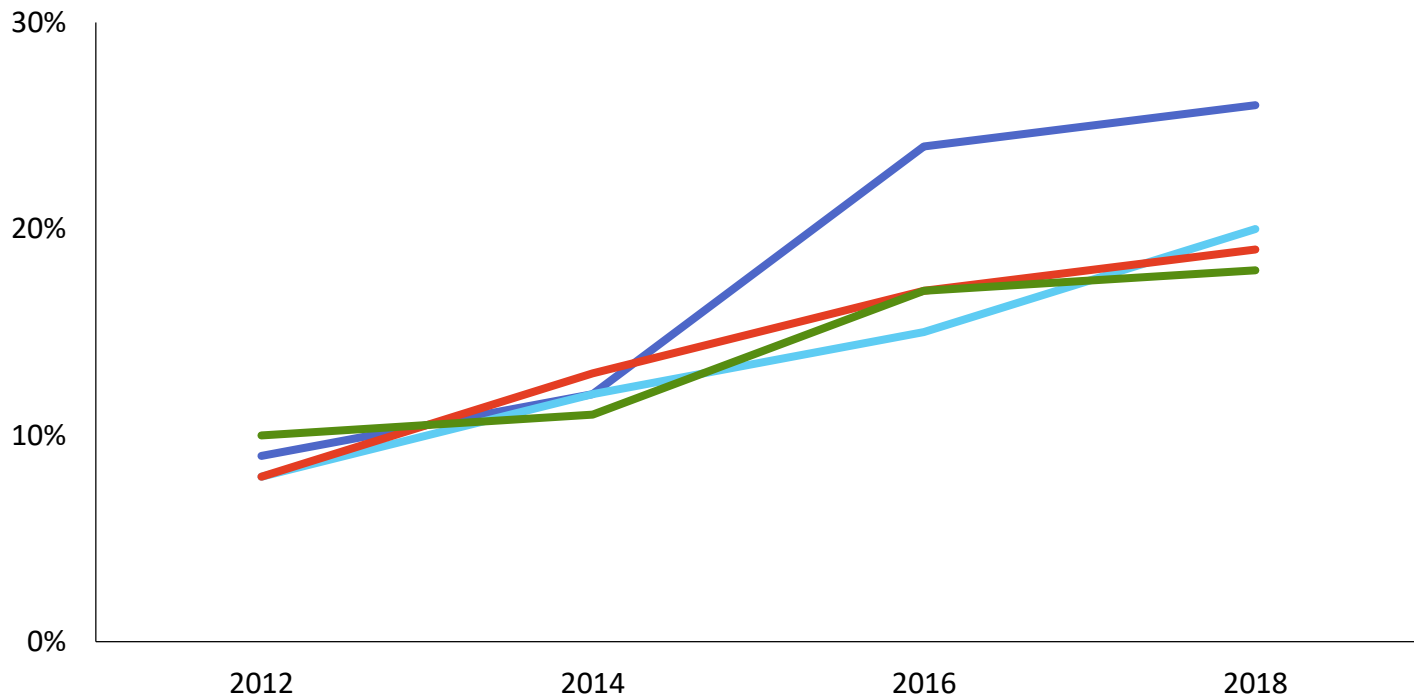


Geography...

Share of Voters Saying Health Care is Their Top Issue

Composite Based on Historical Canvass ID Data

— MN — NC — OH — PA

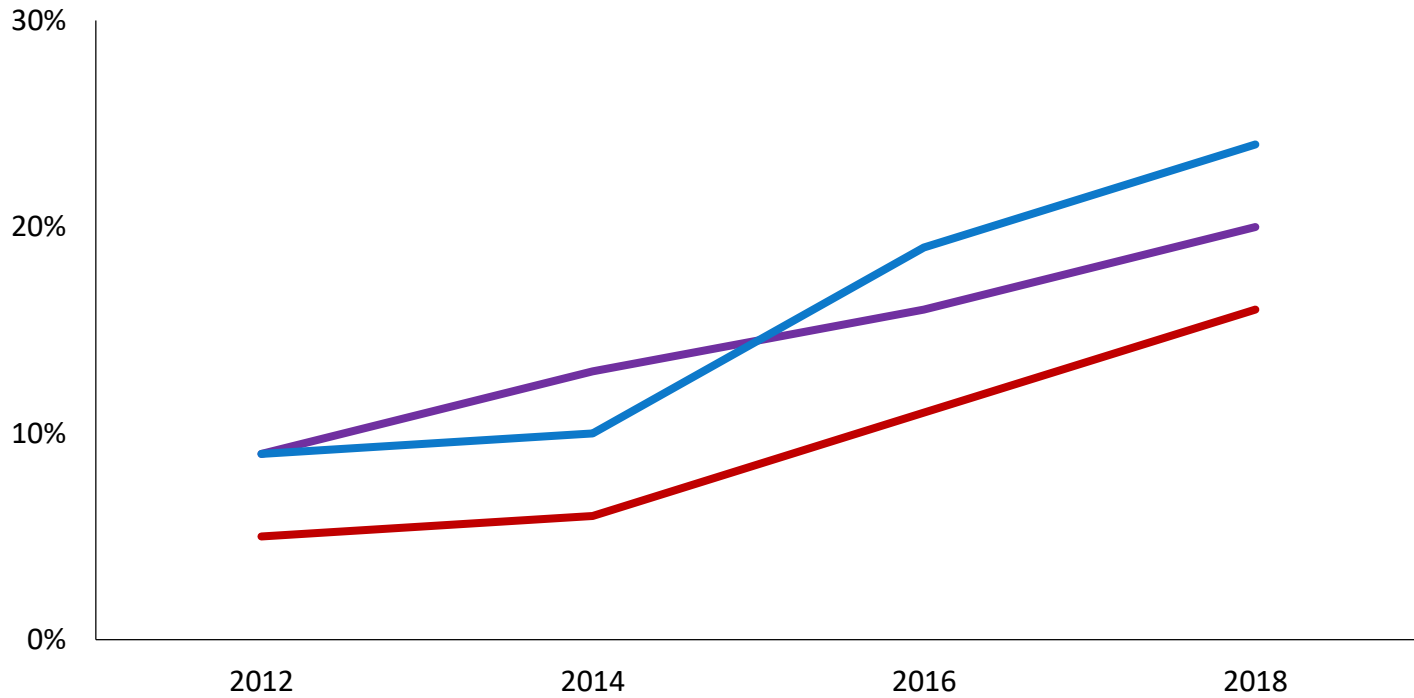


Or Partisanship.

Share of Voters Saying Health Care is Their Top Issue

Composite Based on Historical Canvass ID Data

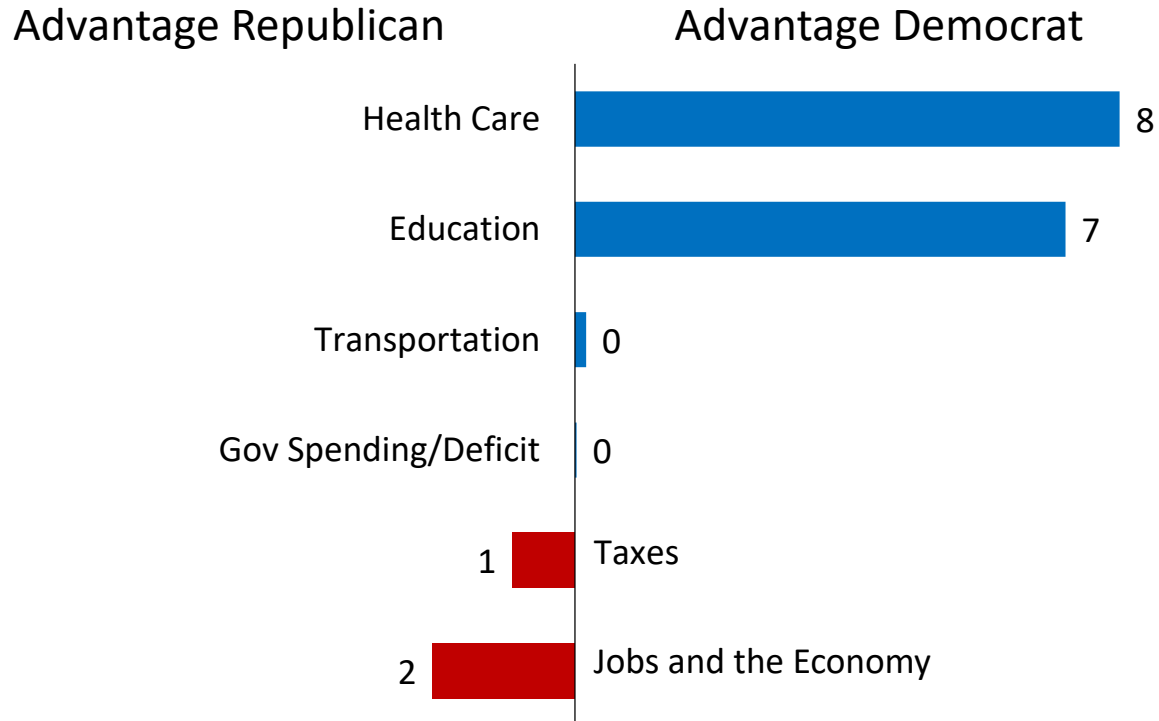
— Republican-Leaning — Swing — Democrat-Leaning



Health Care vs Other Issues

Who's Winning on Each Issue?

Votes Netted by Issue Controlling for the Partisanship of the Electorate
(per 100 voters)

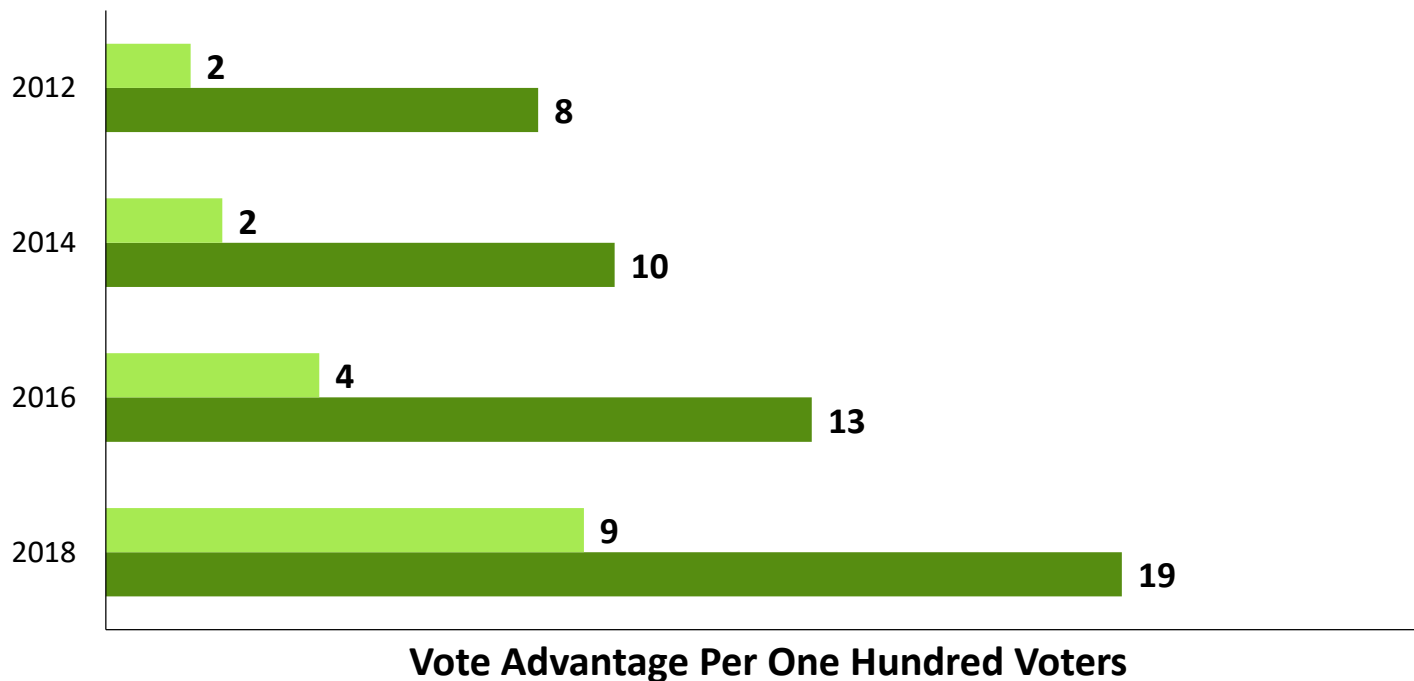


Progressives Are Increasingly Getting Their Vote Advantage from Working-Class Voters Who *Say Health Care is Their Top Issue*

Vote Advantage for Democrats Derived from Health Care Voters

Composite Based on Historical Canvass ID Data

■ White Working Class ■ Working Class-People of Color

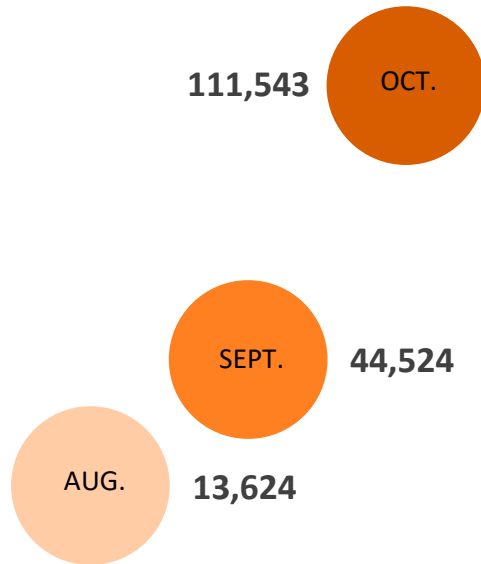


THE QUESTION YOU ASK . . .

Paid Media Increases, Communications Keep Voters Focused

Number of Ads Run in Battleground Elections

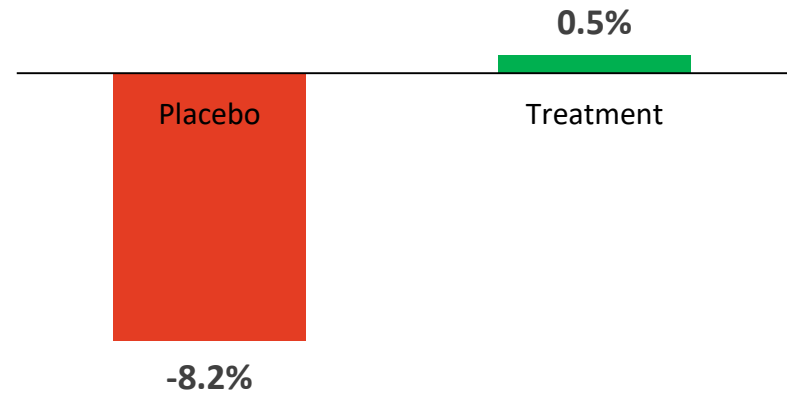
(Source: Wesleyan Media Project)



Composite from battleground races in CA, MN, OH

Change in Share of Voters Saying Health Care is an Important Voting Issue

+8.7pp Treatment Effect



Composite from Clinical Testing in battleground races in CA, MN, OH

Continued Contact Via Digital = Cost Efficient Vote Gain

Votes Gained Per \$100

