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

- African American
- White

Graph showing the increase in share of voters saying health care is their top issue from 2012 to 2018, with a noticeable rise in the percentage for both African American and White voters.
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

- MN
- NC
- OH
- PA

Geography...
Share of Voters Saying Health Care is Their Top Issue

Composite Based on Historical Canvass ID Data

- Republican-Leaning
- Swing
- Democrat-Leaning

Or Partisanship.
Who’s Winning on Each Issue?
Votes Netted by Issue Controlling for the Partisanship of the Electorate
(per 100 voters)

Advantage Republican

Advantage Democrat

Health Care
7

Education
6

Transportation
0

Gov Spending/Deficit
0

Taxes
1

Jobs and the Economy
2
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**

<table>
<thead>
<tr>
<th>Year</th>
<th>White Working Class</th>
<th>Working Class-People of Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>2</td>
<td>8</td>
</tr>
<tr>
<td>2014</td>
<td>2</td>
<td>10</td>
</tr>
<tr>
<td>2016</td>
<td>4</td>
<td>13</td>
</tr>
<tr>
<td>2018</td>
<td>9</td>
<td>19</td>
</tr>
</tbody>
</table>
THE QUESTION YOU ASK . . .
Paid Media Increases, Communications Keep Voters Focused

Number of Ads Run in Battleground Elections
(Source: Wesleyan Media Project)

- AUG.: 13,624
- SEPT.: 44,524
- OCT.: 111,543

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

- Minnesota Governor: 2.2
- CA-10: 4.2
- Ohio Governor: 12.5
- PA-18 Special- GOP Health Care Voters: 18.9