



To: Interested Parties
Fr: Mark Riddle, Future Majority President
Dt: October 29, 2019
Sb: Battleground: An In-Depth Look at Michigan

Future Majority conducted a survey of 2,963 likely Michigan voters from October 16 through October 19 with our partners at Change Research. As referenced below, Future Majority polled 896 likely Michigan voters in January 2019. Future Majority has now polled 56,187 likely voters in battleground over the past year as well as conducting extensive focus groups in Michigan, Pennsylvania and Wisconsin.

Lay of the Land: While any “normal” President would likely win re-election with these economic numbers Trump does not seem to be able to grow his vote due to a 32% job approval rating with suburban women; which was the backbone of the 2018 win by Democrats.

- United States: Right Direction 38%. Wrong Direction 54%. (minus 37 with I’s)
 - *+13 point improvement on right direction since January*
 - *Only 25% right direction with suburban women*
- Economy: Right Direction 48%. Wrong Direction 39%. (minus 4 with I’s)
 - *+1 point improvement on economic right direction since January*
 - *Only 34% with suburban women*
- Personal Finances: Right Direction 58%. Wrong Direction 29%. (plus 16 with I’s)
 - *+9 point improvement on personal finances right direction since January. 51% right direction with suburban women.*
- Trump’s Job: Approve 46%. Disapprove 54%. (minus 26 with I’s / plus 90 with R’s)
 - *The key number - suburban women: 32%*
- Trump’s Economy: Approve 49%. Disapprove 49%. (minus 9 with I’s / plus 93 with R’s)
 - *37% of suburban women approve.*
- Pelosi’s Fav: Favorable 39%. Unfavorable 56%. (minus 43 with I’s / plus 66 with D’s)
- McConnell’s Fav: Favorable 25%. Unfavorable 63%. (minus 57 with I’s / plus 16 with R’s)
- Whitmer’s Fav: Favorable 40%. Unfavorable 53%. (minus 29 with I’s / plus 7 w/women)
- Generic House: “D” candidate 47%. “R” candidate 43%. (48% of “I” undecided)
 - *No change since January. D’s get 62% of vote with suburban women.*
- Generic Presidential: Democratic candidate 48%. President Trump 46%.
 - Trump with Democrats: 1%.
 - Trump with Republicans: 95%.
 - Trump with Independents: 34% T, 32% D, 17% 3rd, 18% not sure.
 - Trump with Women: 35%.
 - Trump with Detroit Suburbs: 42% all voters, 33% women.
 - *Democrat generic has gone down 1 point since January*

- Trump “is keeping your family safe”:
 - Yes: 45%, No 48% (minus 16 with I’s)
 - Suburban Women: 32%
- 33% support Trump’s actions in Syria. (only 67% of Republicans)
 - Suburban Women: 24%
 - Note: This was taken before the ISIS Leader was killed on 10/26

Impeachment: A Deep Divide.

On the issue of impeachment, voters have ultimately made up their minds. Just 4% say they need more information to make a decision on impeachment.

- Based on what you know today should President Trump be impeached by the U.S. House?
 - 49% yes. 47% no. 4% more evidence. (95% D’s say “yes.” 94% R’s say “no.”)
 - I’s split 48% to 42%, “yes.”
 - Women break 59% to 37%, “yes.”
 - Detroit suburbs 53% “yes”, 42% “no.”
- If President Trump told the Ukraine President to investigate Joe Biden or Ukraine would not get the \$250M dollars in military aid that was approved by Congress, would you support or oppose impeachment?
 - 56% yes. 37% no. I’s split 55% to 33%. Women move to 64% “yes.”
 - Detroit Suburbs: 60% yes, 32% no.
 - Women in suburbs: 67% yes, 28% no.
- Do you believe President Trump broke the law when he asked China and Ukraine to investigate an American citizen? (split sample with “political opponent.” No statistical difference.)
 - 49% yes. 45% no.
 - 50% of I’s say, “yes.”
 - 59% of women say, “yes”.
- Do you believe President Trump should be impeached for obstruction of justice by refusing to comply with all legal subpoenas issued by Congress?
 - 49% yes. 44% no.
- 49% says the House should impeach even though it is unlikely that 20 Republican Senators vote to find Trump guilty and remove from office.



- Do you think Speaker Pelosi is carrying out the impeachment inquiry about Donald Trump responsibly?
 - 44% yes. 49% no.
 - 86% of Dems say “yes.” I’s split 34% yes / 49% no.
- 97% of Republicans think the process is a “kangaroo court” and is a violation of President Trump’s due process.
- 76% of voters believe they will win the lottery before the Republican Senate would convict and remove Trump.
- Intensity is on the Trump side: “If Democrats in the House vote to impeach President Trump, would you”:
 - More likely to vote Trump/GOP: All 39%, Dem 1%, I 27%, **Republican 83%**.
 - No Difference: All 31%, Dem 41%, I 51%, Rep 16%.
 - More Likely to vote Democrat: All 30%, **Dem 59%**, I 22%, Republican 1%.
- 72% of Republicans say there is no scenario in which 20 Republican Senators would find Trump guilty and remove him from office. 16% say “yes,” and 12% say “not sure.”
 - Note: The issue of “if we only had another piece of evidence” seems to be wishful thinking. We tested nearly every impeachable offense and nothing pops over 35% with I’s and 27% with “R’s.”

Health Care: Democrats are having a proxy battle on Medicare for All even though just 9% of voters believe it would be passed by Congress under a new President.

- 90% of voters with coverage find their current health insurance plan either excellent (24%), good (36%), or acceptable (30%). Only 9% find it poor (7%) or very poor (2%).
- Who do you blame for the high cost of health care?
 - 37% insurance companies, 24% drug companies, 18% the federal government.
- Do you support or oppose the Affordable Care Act - known as Obamacare?
 - 51% support, 46% oppose. (95% of Dems support, 92% of R’s oppose)
 - 65% of suburban women support the ACA.
 - I’s split 48% support, 45% oppose. 62% of women support.
- 52% of Michigan voters either strongly oppose (46%) or somewhat oppose (6%) the lawsuit in front of the Supreme Court led by Trump and the Republicans to repeal the ACA.
 - 69% of suburban women oppose the GOP lawsuits.

- Did your insurance pay the full cost of your most recent experience you had receiving health care from a doctor or other medical professional?
 - 48% - “No, had a co-pay”
 - 14% - “No, deductible wasn’t met”
 - 14% - “No, not full cost, the insurance made a partial payment”
 - 24% - “Yes, insurance paid cost in full”

- Do you support Medicare for All?
 - 47% support (83% Dems, 42% I’s, 10% R’s)
 - 45% oppose (10% Dems, 47% I’s, 83% R’s)
 - After arguments are tested 44% support / 42% oppose.

- There are several major sticking points Medicare for All:
 - Only 19% would continue to support Medicare for All if it is not guaranteed that they have the ability to keep or choose their doctor, clinic or hospital.
 - 58% are highly concerned that middle class taxes will go up. (64% of I’s)
 - 84% believe their taxes will go up. However, only 83% are willing to pay only up to 10% more in tax. (7% at 0% tax, 42% at 5% tax, 34% at 10% tax)
 - Potential attack from debates: 24% support allowing immigrants who entered illegally to receive free government health care.
 - Potential attack from debates: 40% would support Medicare for All if it covered all the costs of gender reassignment surgery.

There is a better way: ACA plus the Federal Health Care plan option.

- 69% support a public option that allows you to buy into the Federal Healthcare plan that currently has 2.1 million members – including White House staff. Testing cost savings and covering the uninsured gets support to 80%.

Voters also understand the politics:

- 71% of Democratic primary voters say that the next Democratic President will have plenty to clean up from Trump and does not need another bruising fight over health care. 74% D, 67% I’s, 73% women.
- 76% of all voters agree that when candidates propose large programs that they say will be paid for by the wealthy – ultimately it is paid by middle class families.

HR 1: Democrats Should Run on Anti-Corruption Platform

- 93% agree that the problems facing our country cannot be solved without rooting out corruption in Washington, DC.
- 12% of voters know that Democrats voted on and passed HR1 in the House. Recommend renaming this key piece of legislation so it sticks with voters.

Swing voters want to Invest in Infrastructure and Technology, not Trump's Wall:

- Which would you say is a better strategy for the United States government: "Spending \$30 billion to build a southern border wall or spending \$2 billion to secure the southern border with better technology, and more border agents?"
 - 41% say "Wall" and 48% say "Technology." 83% of R's say "Wall."
 - 58% of suburban women favor using technology.
- Which would you say is a better strategy for the United States government: "Spending \$30 billion to build a southern border wall or spending \$30 billion to build roads, bridges, high speed internet?"
 - 38% say "Wall" and 57% say "Infrastructure." 78% of R's say "Wall."
 - 66% of suburban women favor infrastructure.

On Reproductive Freedom:

- 82% of voters believe women should have the freedom to go to safe places to discuss family planning and have access to the services they need.
- 80% of voters believe every woman has the freedom to choose for herself if, when, and with whom to start or grow a family.
- 78% (64% strongly oppose) of voters the government mandating that women carry pregnancies to term in cases of rape, incest, and health of the mother.
 - 84% of suburban women oppose
- 56% of voters believe legislative actions of those who impose restrictions on women's reproductive rights are making women less equal by taking away their choice.
 - 69% of suburban women
- 24% believe abortion is a health care issue. 26% a moral issue. 49% a mix of both.

Democrats Need to Address Message Delivery, Vulnerabilities, and Exploit Weaknesses:

- 25% of voters believe Congressional Democrats have kept their promises since the 2018 Election.
 - Only 50% of Dems say “yes.” 12% of I’s say “yes.” 32% of suburban women say “yes.”
- 32% of voters believe the Congressional Democrats have helped the American people since the 2018 Election.
 - 66% of Dems say “yes” and 15% of I’s say “yes.” 45% of suburban women say “yes.”
- Biggest problem in DC: 36% blame McConnell. 36% blame Pelosi.
- 27% would vote for a candidate who advocated for open borders.
- 15% would be more likely to vote for a candidate for office who came out in support of the federal government making cash payments to African Americans who are descendants of slaves.
- 74% believe the American consumer will pay for the Trump tariffs.
- 60% believe the Trump tariffs have hurt the American farmer.
- When asked how concerning the \$1 trillion federal budget deficit in 2019 is, voters said:
 - 58%: High Concern
 - 31%: Medium Concern
 - 11%: Low Concern
- 60% believe when Trump acts childish and spiteful it hurts our country. (highest test)
- End where this this memo begins: Trump is not normal.
 - 63% say they are exhausted by the daily chaos around Trump and it is time for a change.
 - 98% D’s, 64%, I’s, 23% R’s, 72% women.