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The **Wednesday** Group

2014 Analysis: Another Republican Wave

November 12th, 2014

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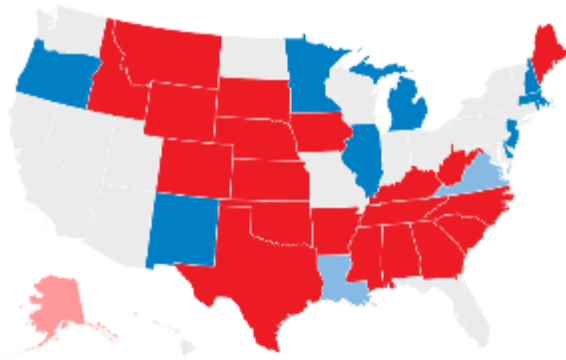
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New Balance of Power

(some results still pending)

Senate

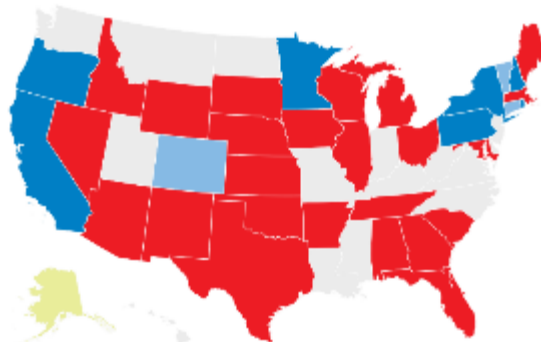


44 Democrats (-7)
52 Republicans (+7)
2 Independent (0)
2 TBD (LA runoff and AK)

AR **CO**
IA **NC**
MT **SD**
WV

TBD: AK, LA

Gubernatorial

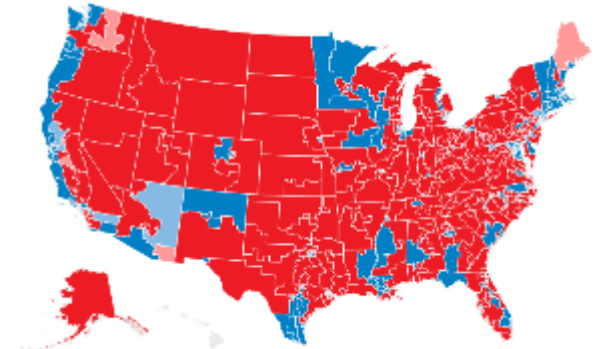


18 Democrats (-3)
31 Republicans (+2)
1 Independent (+1*)

AR **PA**
IL
MA
MD

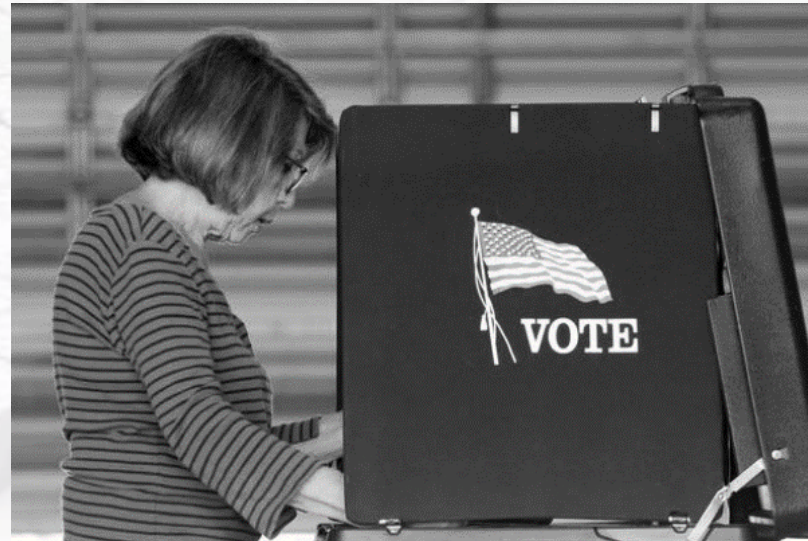
TBD: VT, AK*

House



184 Democrats (-12)
244 Republicans (+12)
7 TBD

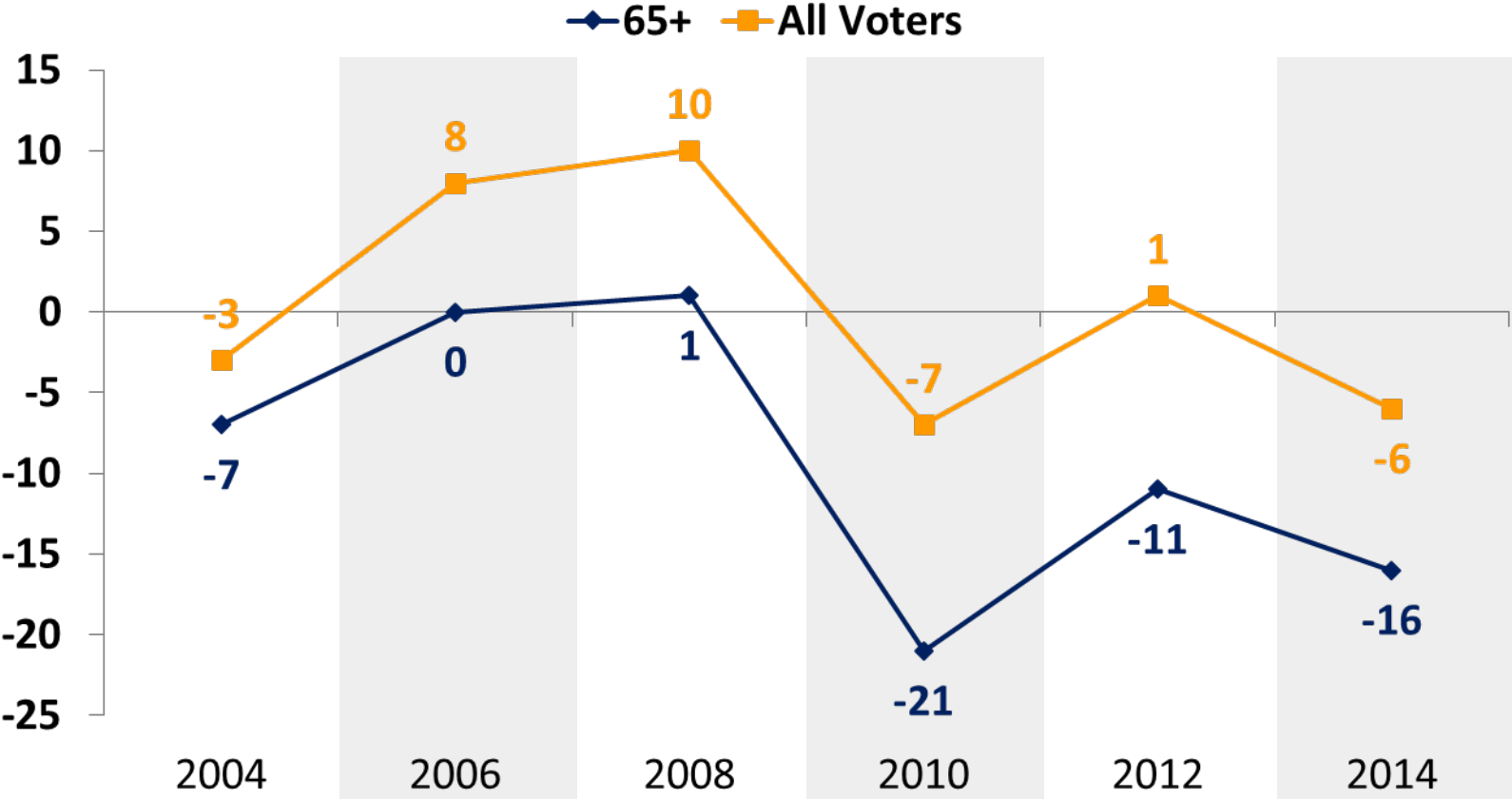
Who Votes Matters



Is it a midterm or Presidential electorate permanently?

Seniors have voted Republican the past three elections.

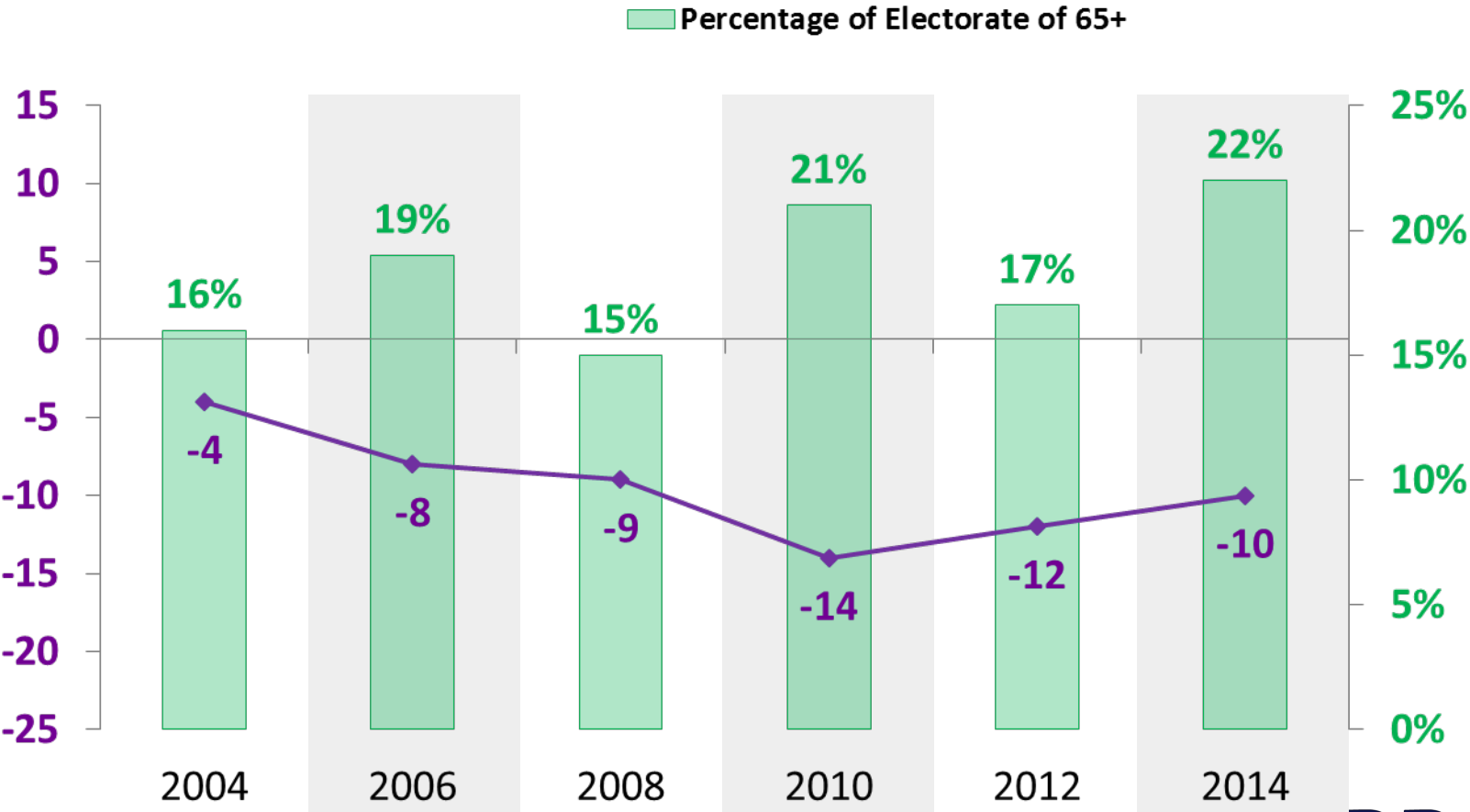
Democratic Advantage in House Elections 2004-2014
among all voters (Election Results*, Orange), voters 65+ (Exit Polls, Blue)



CNN/ABC House Exit Polls (*2014 Results Not Final)

Seniors comprise a larger share of the electorate in mid-term elections.

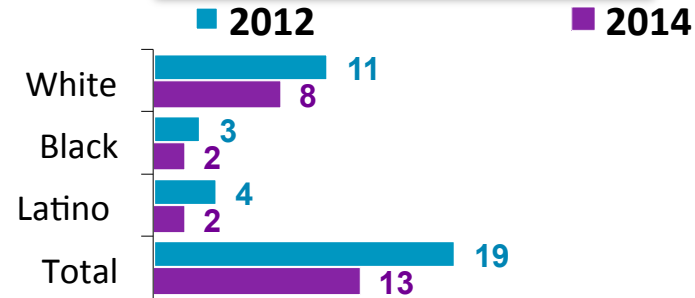
Difference in Margin of Democratic House Advantage between seniors and all voters, Senior Voter Share



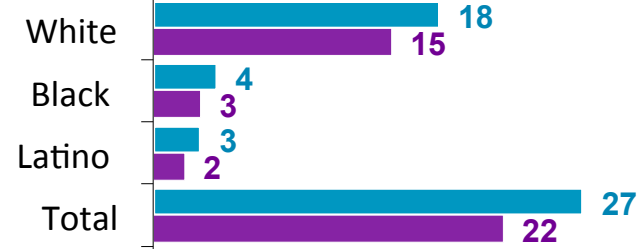
In the midterms, the composition of the electorate becomes noticeably older and less diverse.

African-American and Latino voters under 45 went from roughly 14% of the electorate in 2012 to less than 10% this year. Young white voters, who are much more Democratic than older white voters, also saw their share of the electorate decrease.

18-29



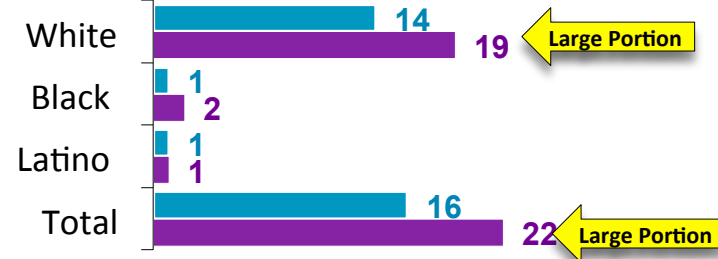
30-44



45-64



65+



Share of the Electorate

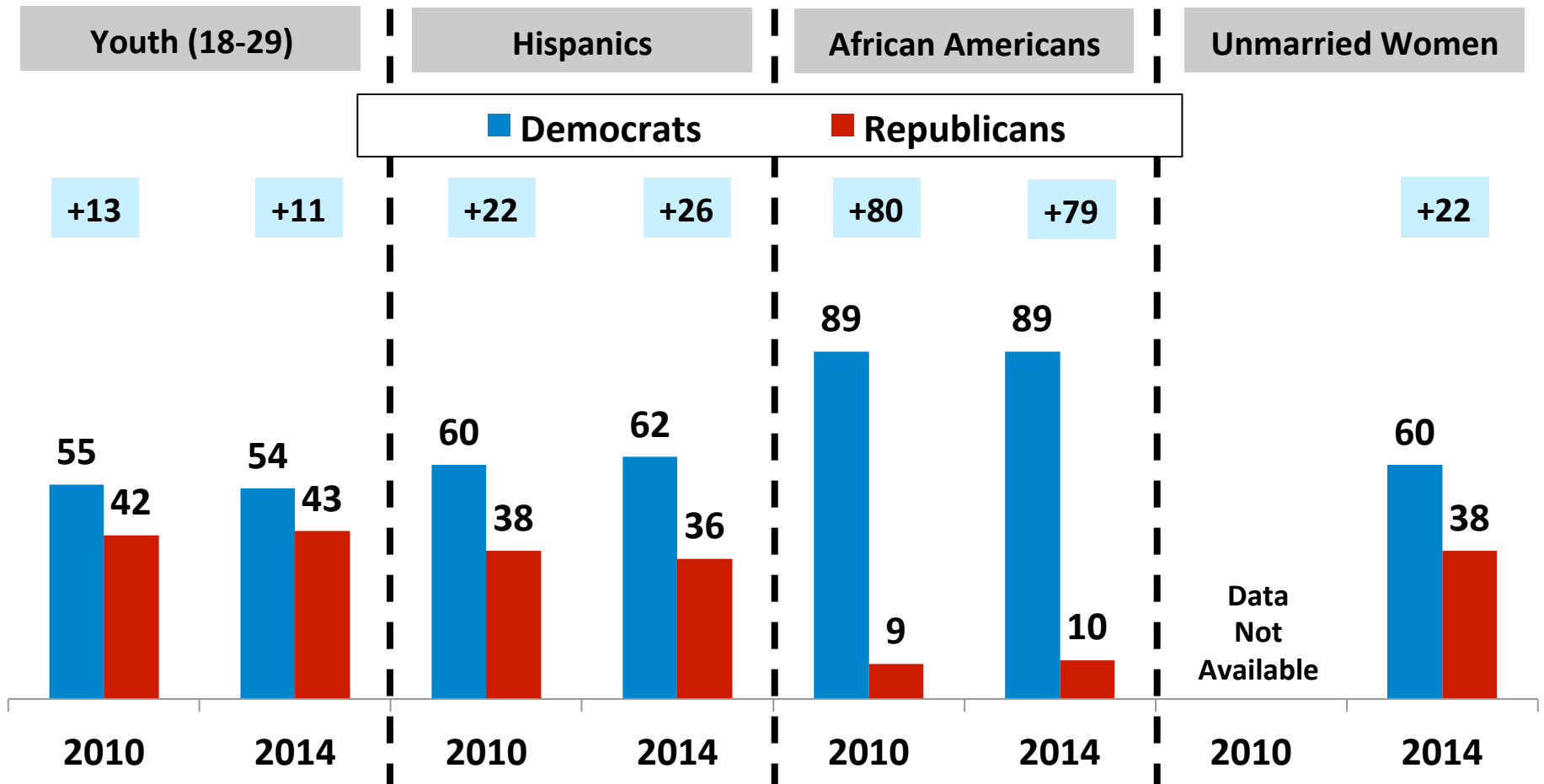
■ 2012

■ 2014

Women candidates and issues helped, but Democrats lost men by a lot more than they won women.

Key Senate Races	Men			Women			GAP
	% Vote R	% Vote D	D – R Margin	% Vote R	% Vote D	D – R Margin	Difference between Difference
Alaska	<u>53</u>	42	-11	46	● <u>48</u>	+2	13
Arkansas	<u>60</u>	36	-24	<u>53</u>	43	-10	14
Colorado	<u>56</u>	39	-17	44	● <u>52</u>	+8	25
Georgia	<u>61</u>	38	-23	45	● <u>53</u>	+8	31
Iowa	<u>58</u>	40	-18	49	49	0	18
Kansas	<u>56</u>	39 (Ind)	-17	<u>50</u>	46	-4	13
Kentucky	<u>61</u>	36	-25	<u>50</u>	47	-3	22
Louisiana	<u>48</u>	35	-13	<u>36</u>	48	+12	25
NC	<u>56</u>	41	-15	42	● <u>54</u>	+12	27
NH	<u>55</u>	44	-11	40	● <u>59</u>	+19	30
National	<u>57</u>	41	-16	47	● <u>51</u>	+4	20

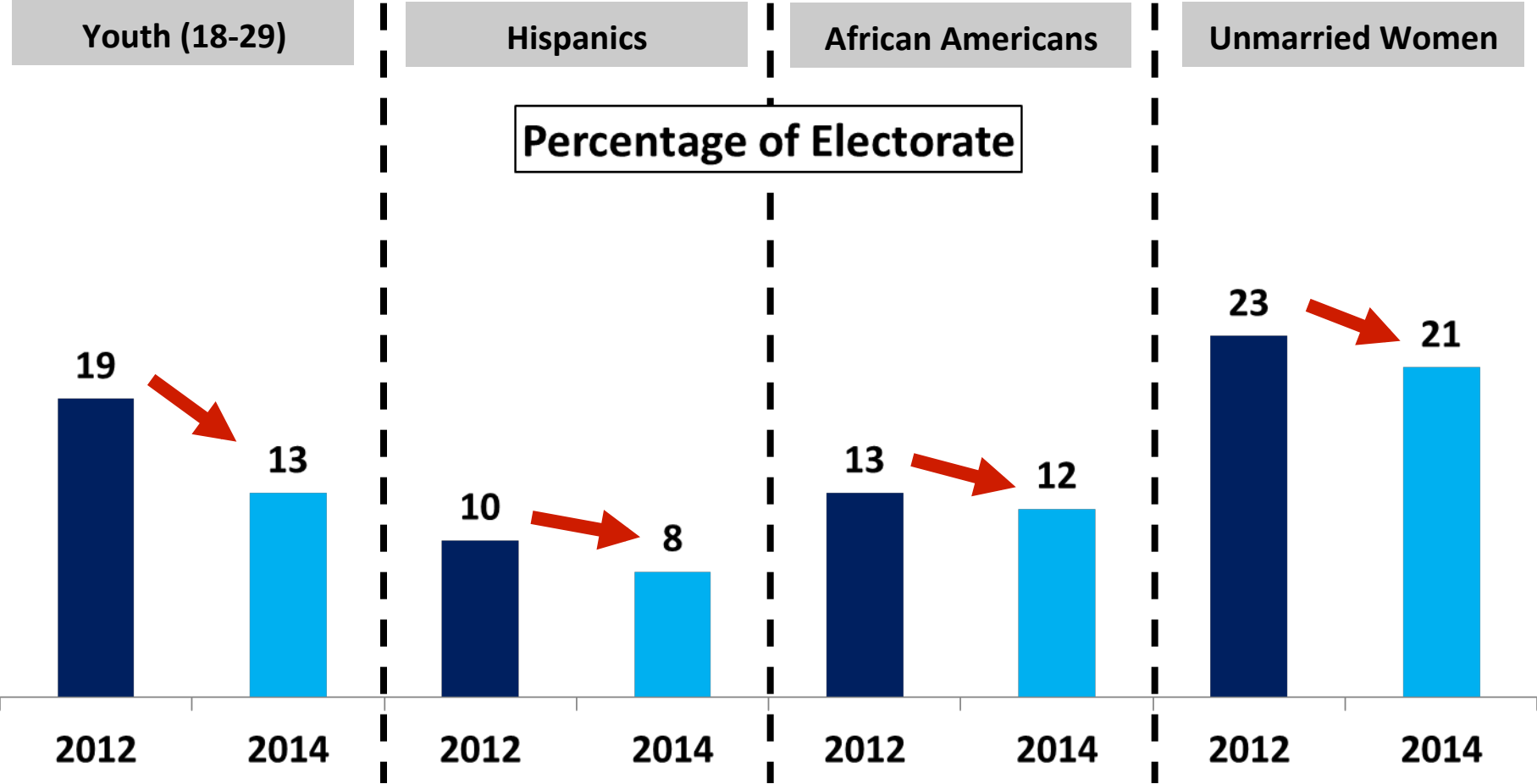
Democrats continue to perform well among the “Rising American Electorate”



Source: CNN 2014 National Exit Poll

*Exit poll data for unmarried women unavailable for 2010

However they represent a smaller share of the electorate compared to 2012.



Source: CNN 2014 National Exit Poll

*Exit poll data for unmarried women unavailable for 2010

The RAE collapsed compared to 2012 but performed similarly to 2010.

	2010			2012			2014		
	% of electorate	% Dem	Dem Net	% of electorate	% Dem	Dem Net	% of electorate	% Dem	Dem Net
Hispanics	8	60	4.8	10	71	7.1	8	62	5.0
African Americans	11	89	9.8	13	93	12.1	12	89	10.6
Asians	2	58	1.2	3	73	2.2	3	49	1.5
Other Races	2	53	1.1	2	58	1.2	2	49	1.0
White men	38	34	12.9	34	35	11.9	37	33	12.2
White women	40	39	15.6	38	42	16	38	42	16.0
			~45			~51			~46

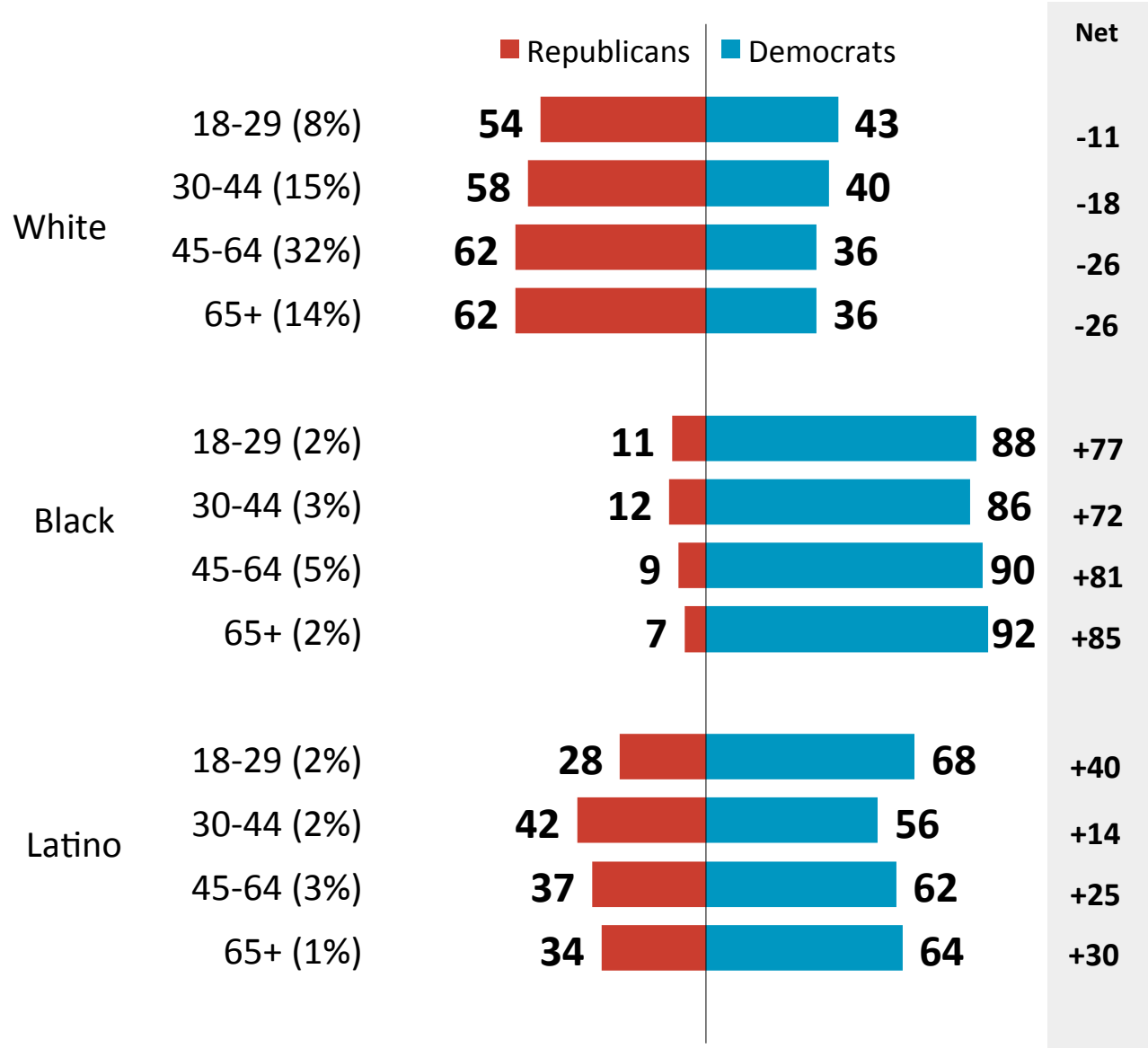
Democratic Vote Share By Marital Status

	2010			2012			2014		
	% of electorate	% Dem	Dem Net	% of electorate	% Dem	Dem Net	% of electorate	% Dem	Dem Net
Unmarried Men	13	52	6.8	18	56	10.1	16	49	7.8
Unmarried Women	18	66	11.9	23	67	15.4	21	60	12.6
Married Men	33	39	12.9	29	38	11	33	37	12.2
Married Women	34	40	13.6	31	46	14.3	30	44	13.2
			~45			~51			~46

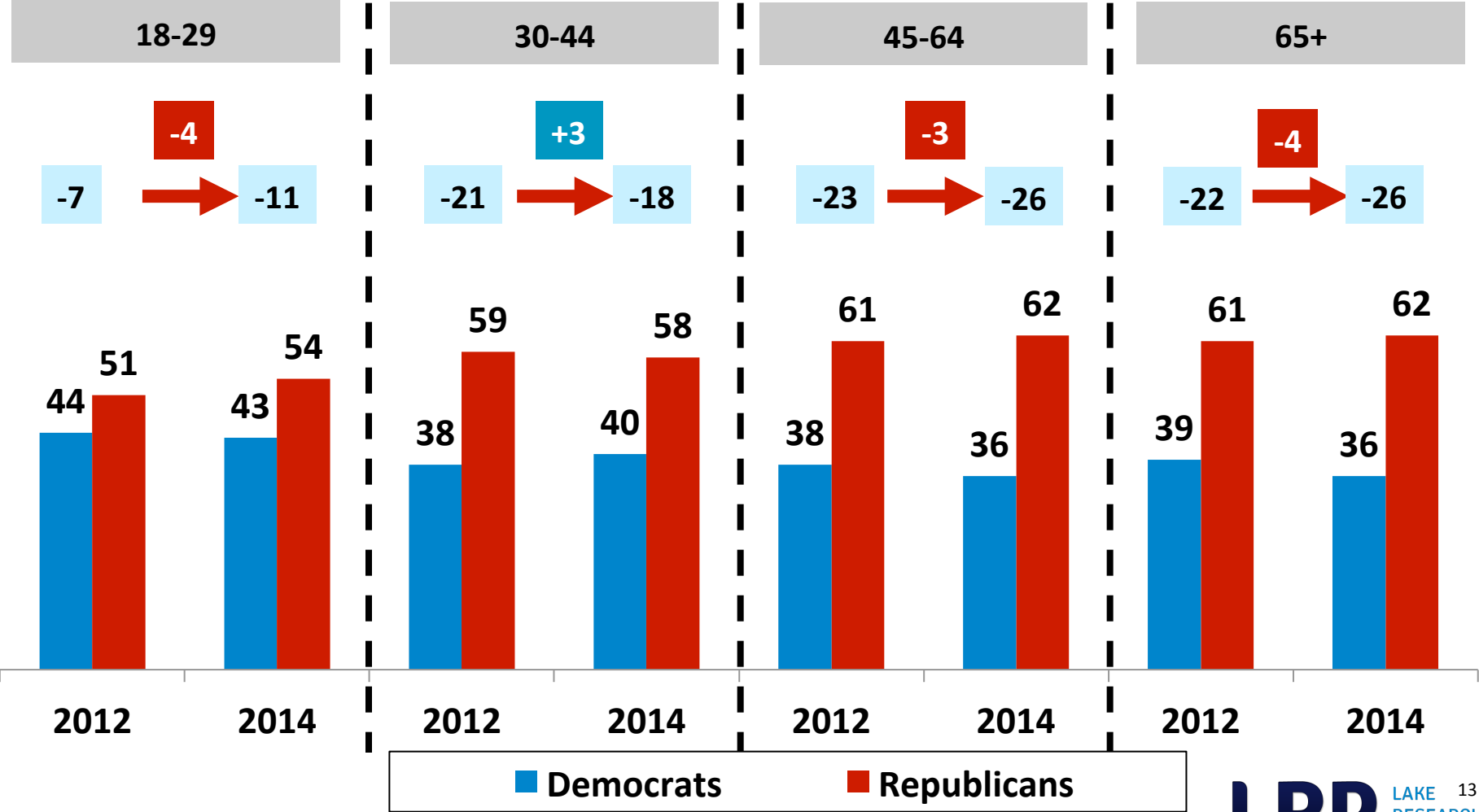
While Democrats lose white voters among all age groups, they are much more competitive among those who are under 30.

Young Latinos are very favorable toward Democrats, but they remain a very small share of the national electorate.

Congressional Ballot

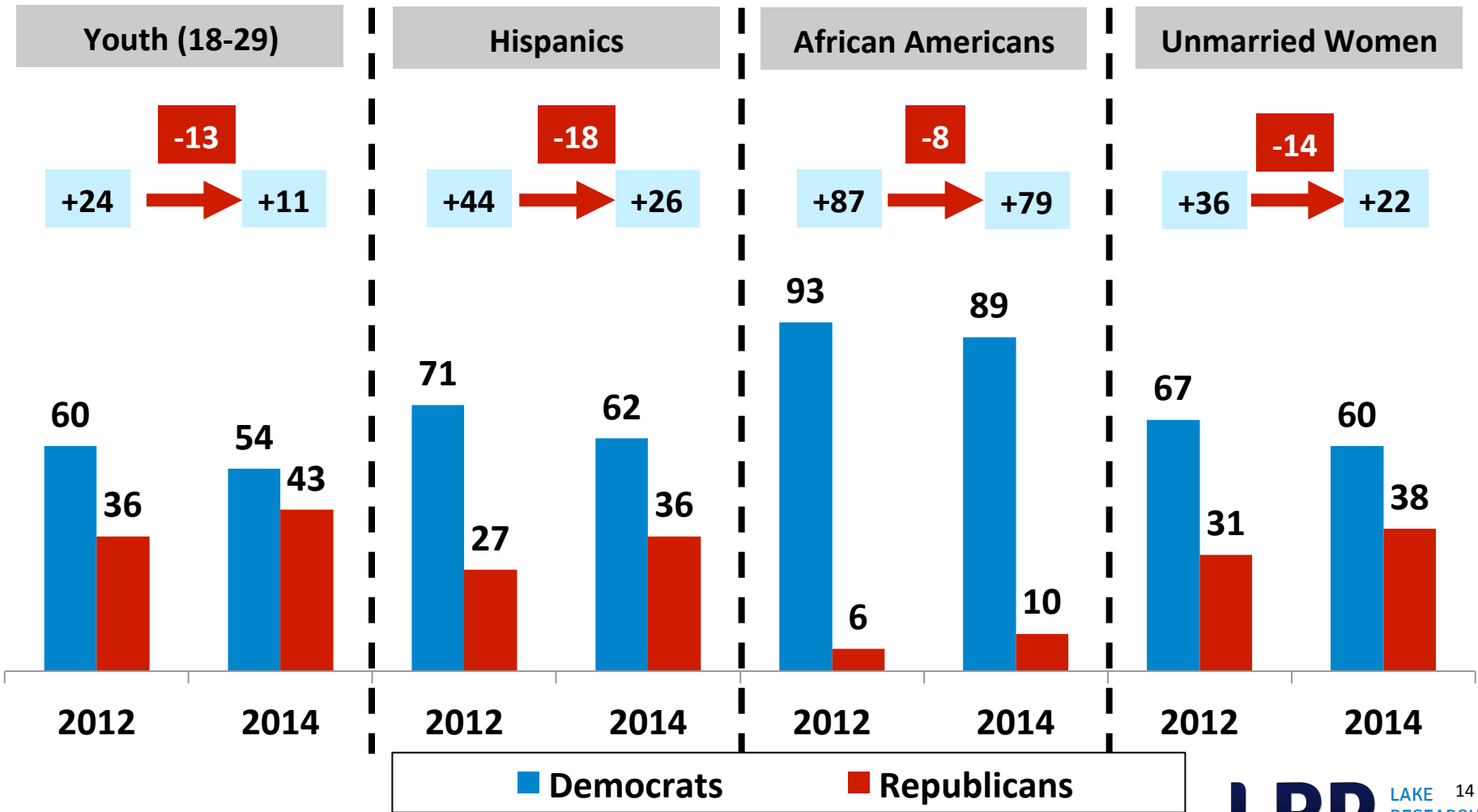


While Democrats still lose white voters under 30, they are much more competitive than among their older counterparts. The white Millennials who turn out for midterms are also more conservative.



Source: CNN 2014 National Exit Poll

Democrats performance among the RAE fell off substantially from their showing in 2012



Mood of the Electorate

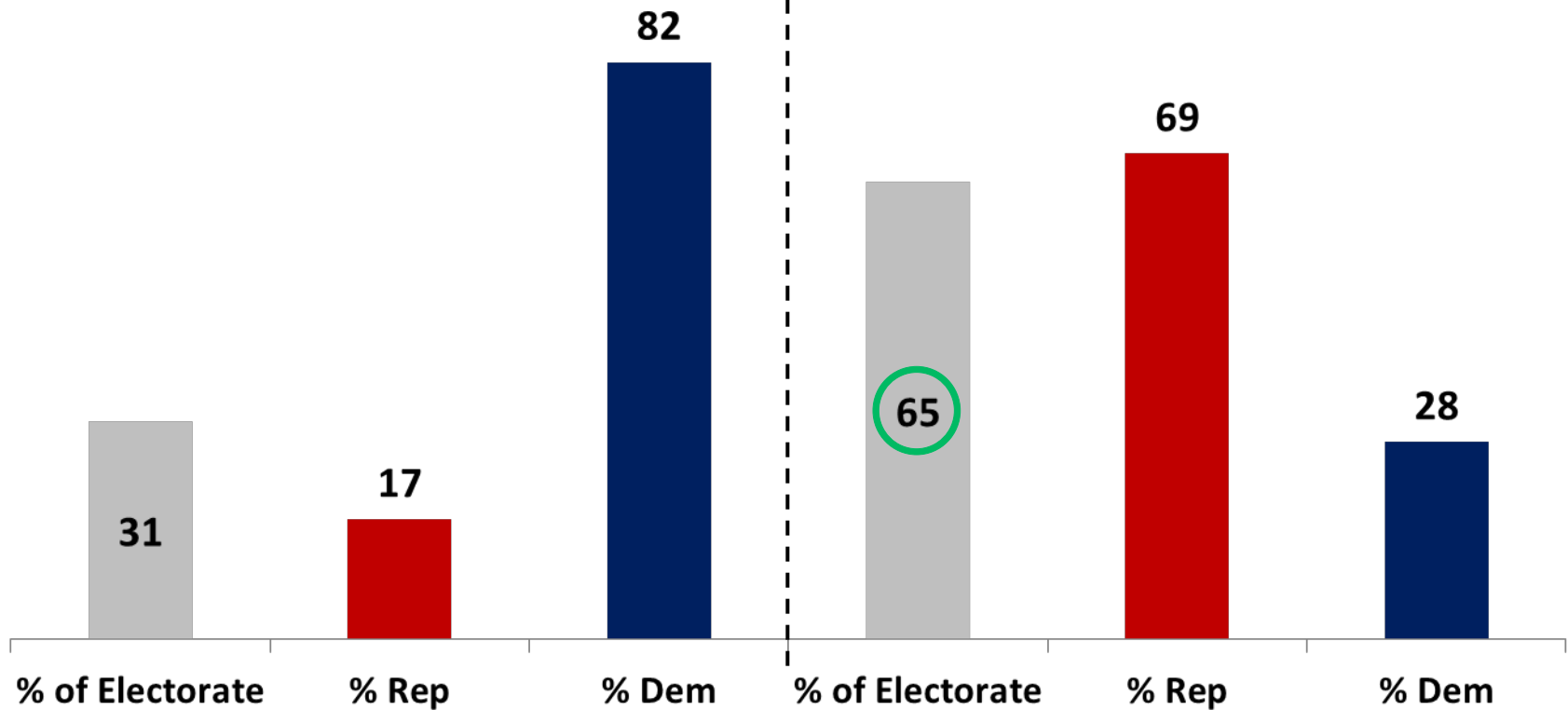


By more than 2:1 voters believe the country is going in the wrong direction, driving up support for Republicans.

Do you think the Country is Going in the Right Direction or the Wrong Direction

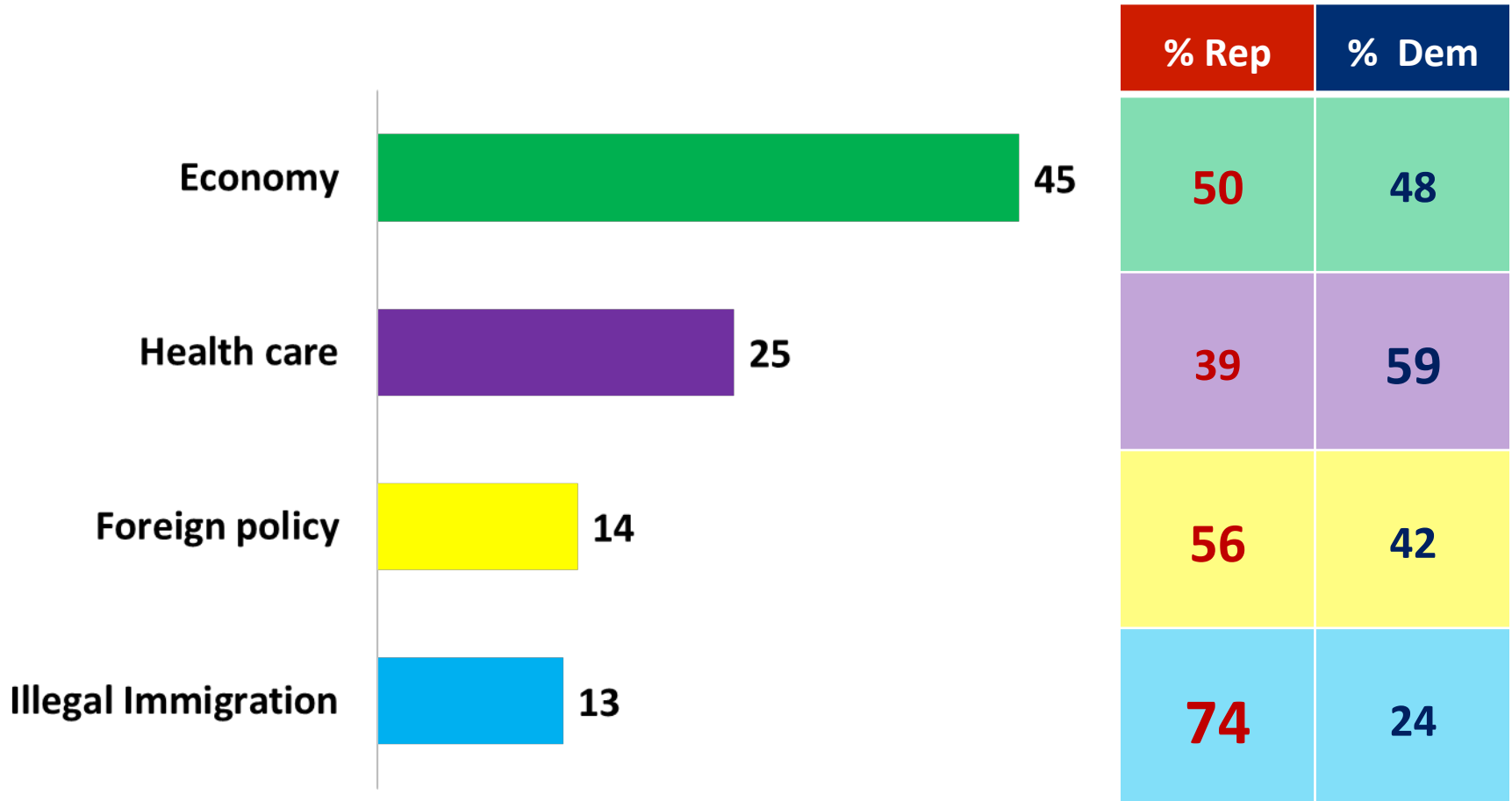
Right Direction

Wrong Direction



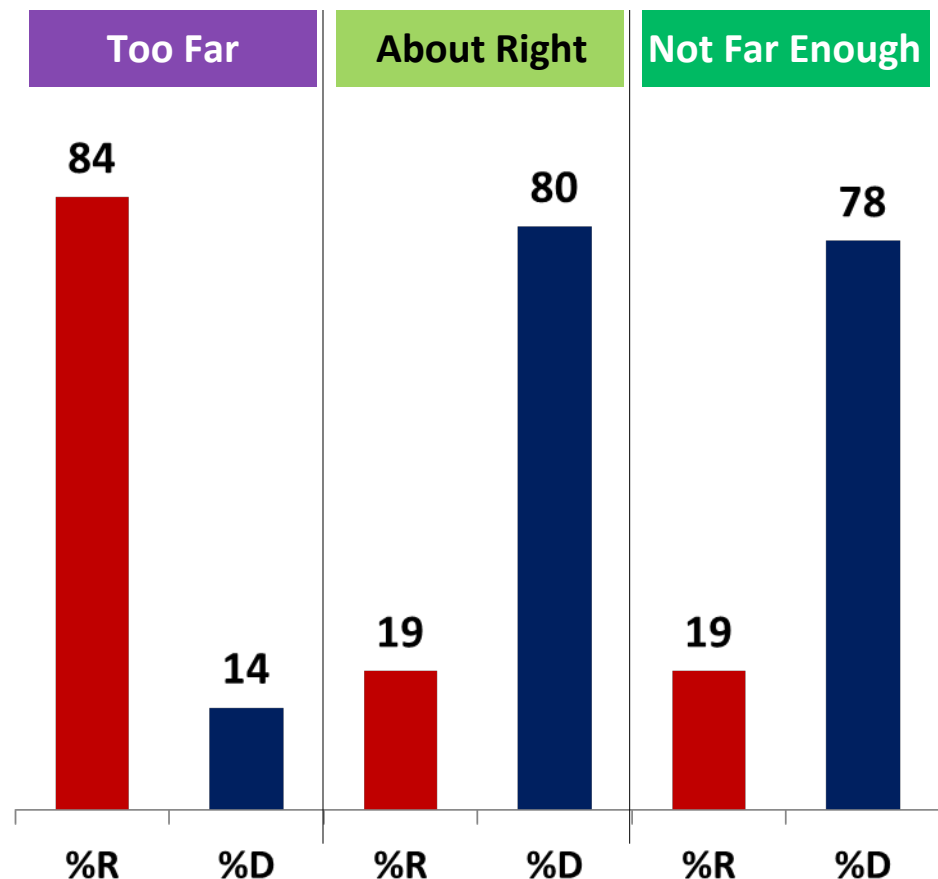
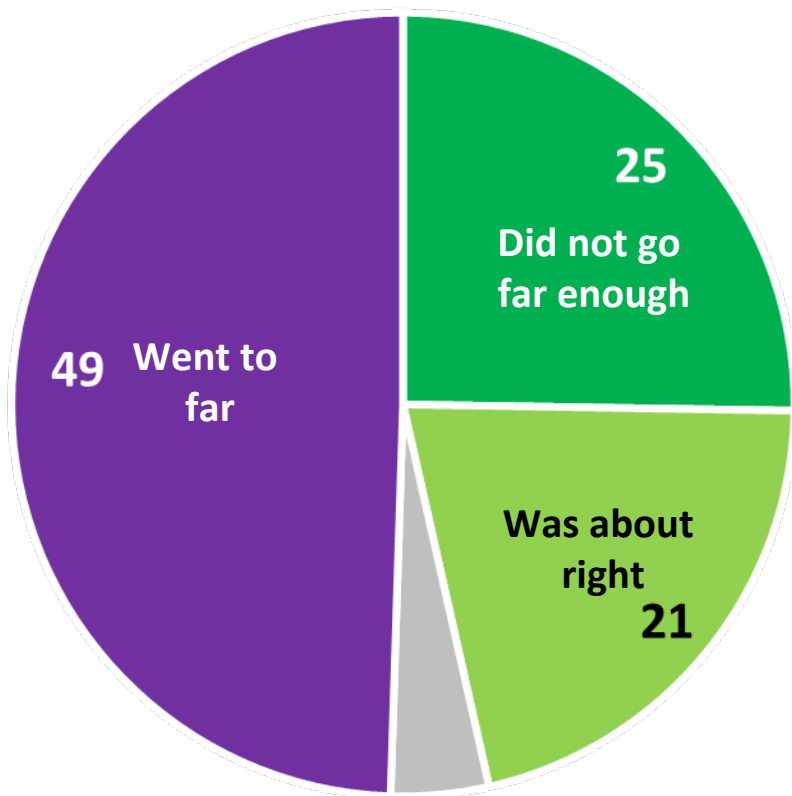
This election was still very economically focused.

What is the most important issue facing the country today?



Americans remain divided along partisan lines on healthcare.

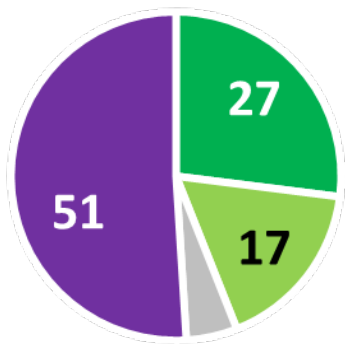
View of 2010 Federal Health Care Law



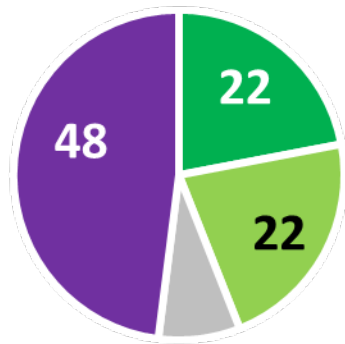
Among key states opposition to the ACA was strongest in Louisiana, and weakest in New Hampshire.

View of 2010 Federal Health Care Law

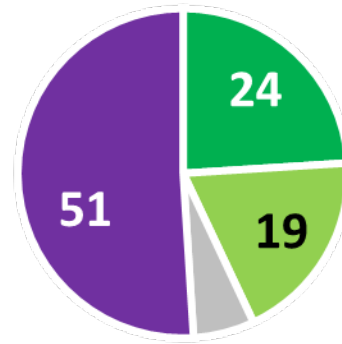
Alaska



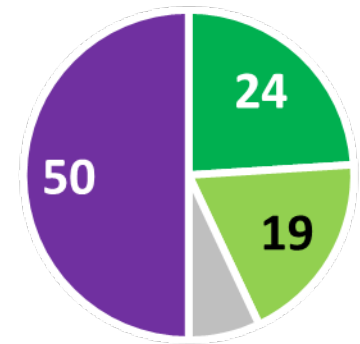
Colorado



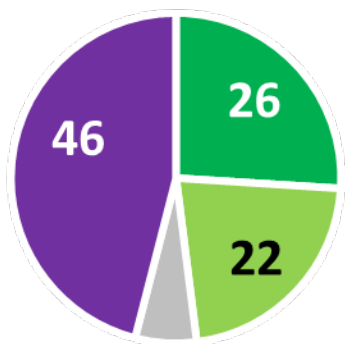
Georgia



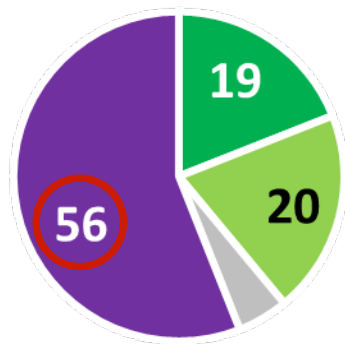
Iowa



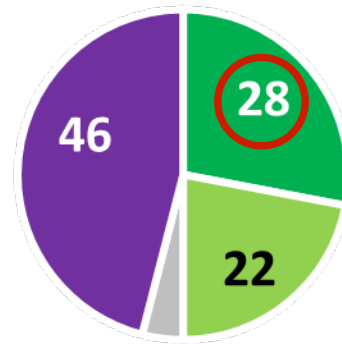
Kentucky



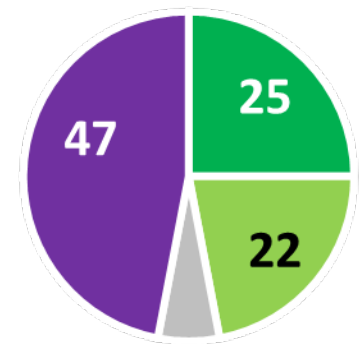
Louisiana



New Hampshire



North Carolina



Perceptions of health care closely correlate to the vote in key Senate states.

View of 2010 Federal Health Care Law

Alaska

% R	% D
-----	-----

Too Far	76	17
About Right	20	73
Not Enough	21	76

Colorado

% R	% D
-----	-----

Too Far	82	11
About Right	19	79
Not Enough	11	85

Georgia

% R	% D
-----	-----

Too Far	87	10
About Right	11	89
Not Enough	15	81

Iowa

% R	% D
-----	-----

Too Far	85	12
About Right	14	85
Not Enough	13	86

Kentucky

% R	% D
-----	-----

Too Far	84	13
About Right	24	74
Not Enough	33	65

Louisiana

% R	% D
-----	-----

Too Far	83*	14
About Right	15*	84
Not Enough	28*	71

New Hampshire

% R	% D
-----	-----

Too Far	81	18
About Right	9	91
Not Enough	10	90

North Carolina

% R	% D
-----	-----

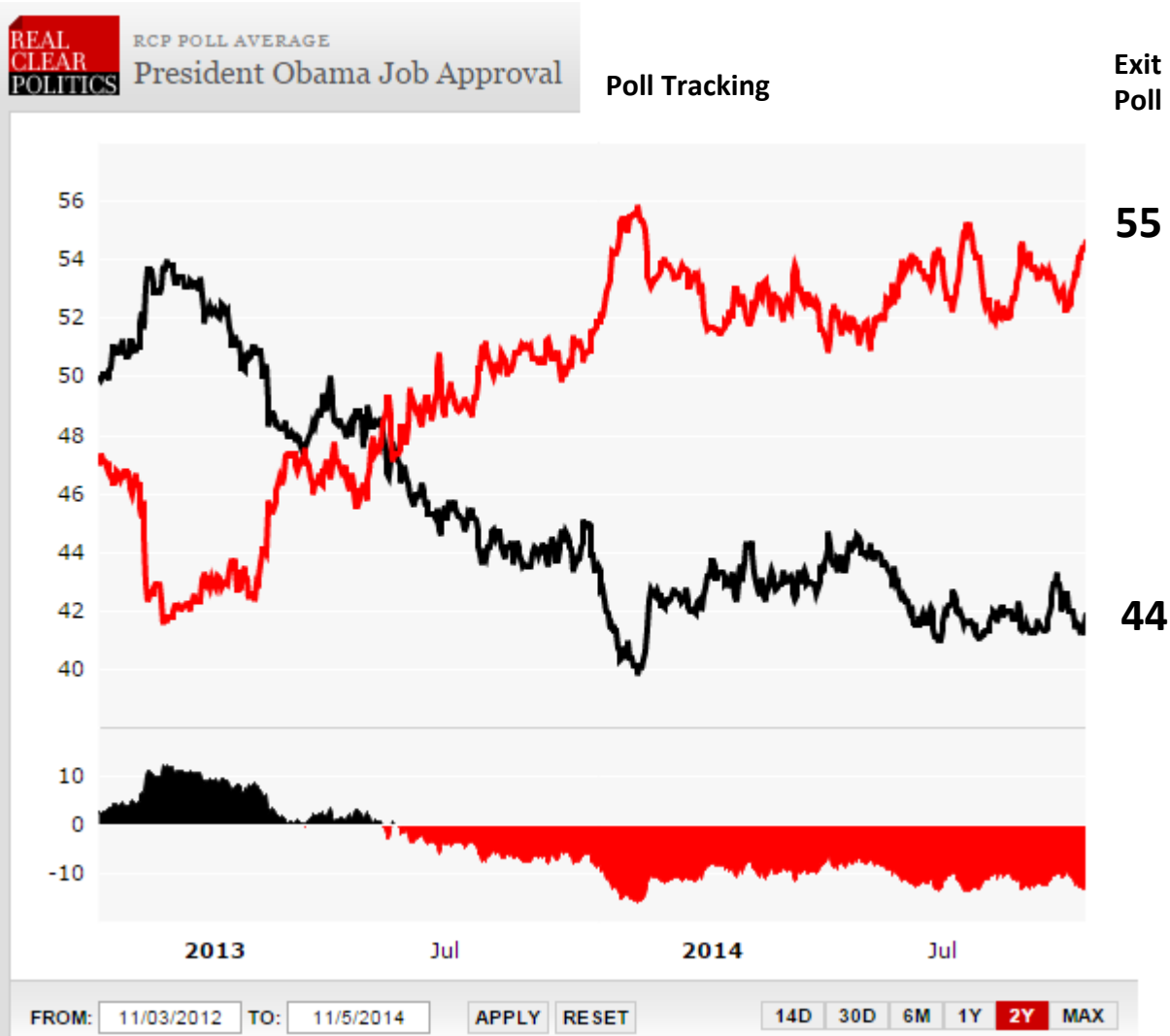
Too Far	82	11
About Right	15	80
Not Enough	15	84

*Cassidy and Maness CMB

Changes from 2012



The President's job approval has been net negative for most of the first two years of his 2nd term.



Clinton 1994	
Approve	43
Disapprove	49
Margin	-6

Bush 2006	
Approve	43
Disapprove	57
Margin	-14

Obama 2010	
Approve	44
Disapprove	55
Margin	-11

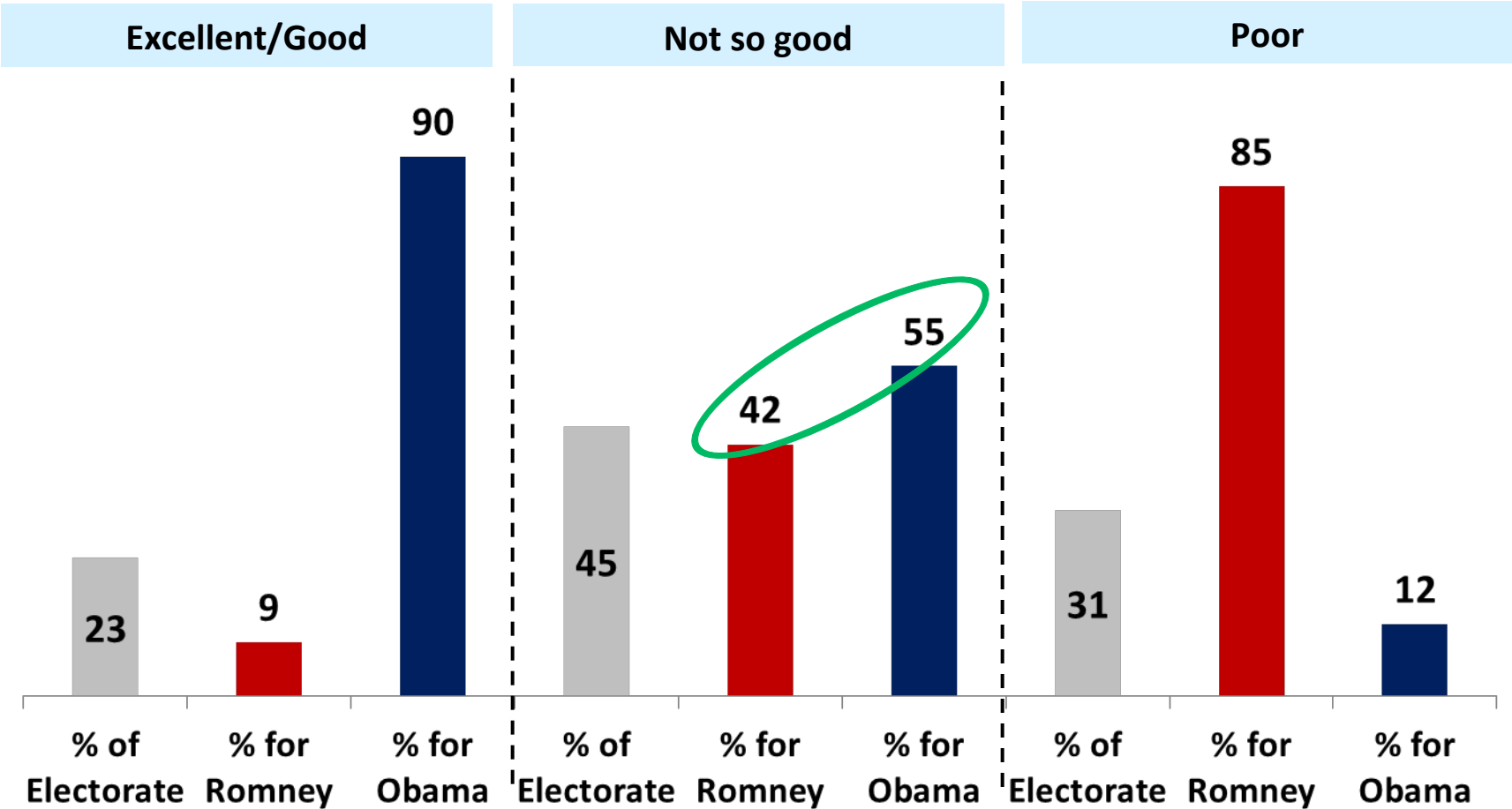
No Democrat was able to run more than nine points ahead of Obama's approval rating.

Key Senate Races	Obama Approval			Senate Vote			GAP
	Disapprove	Approve	Margin	% Vote R	% Vote D	D – R Margin	Difference between Obama/Dem
Alaska	<u>61</u>	37	-24	49	● 45	-4	+8
Arkansas	<u>68</u>	30	-28	57	39	-18	+9
Colorado	<u>56</u>	42	-14	49	<u>46</u>	-3	+4
Georgia	<u>57</u>	42	-15	53	<u>45</u>	-8	+3
Iowa	<u>60</u>	39	-21	52	<u>44</u>	-8	+5
Kentucky	<u>66</u>	34	-32	<u>56</u>	41	-15	+7
Louisiana	<u>59</u>	39	-20	<u>41</u>	● 42	+1	+3
NC	<u>56</u>	43	-13	49	47	-2	+4
NH	<u>56</u>	43	-13	48	52	+4	+9
National	<u>55</u>	44	-11	52	<u>46</u>	-6	+2

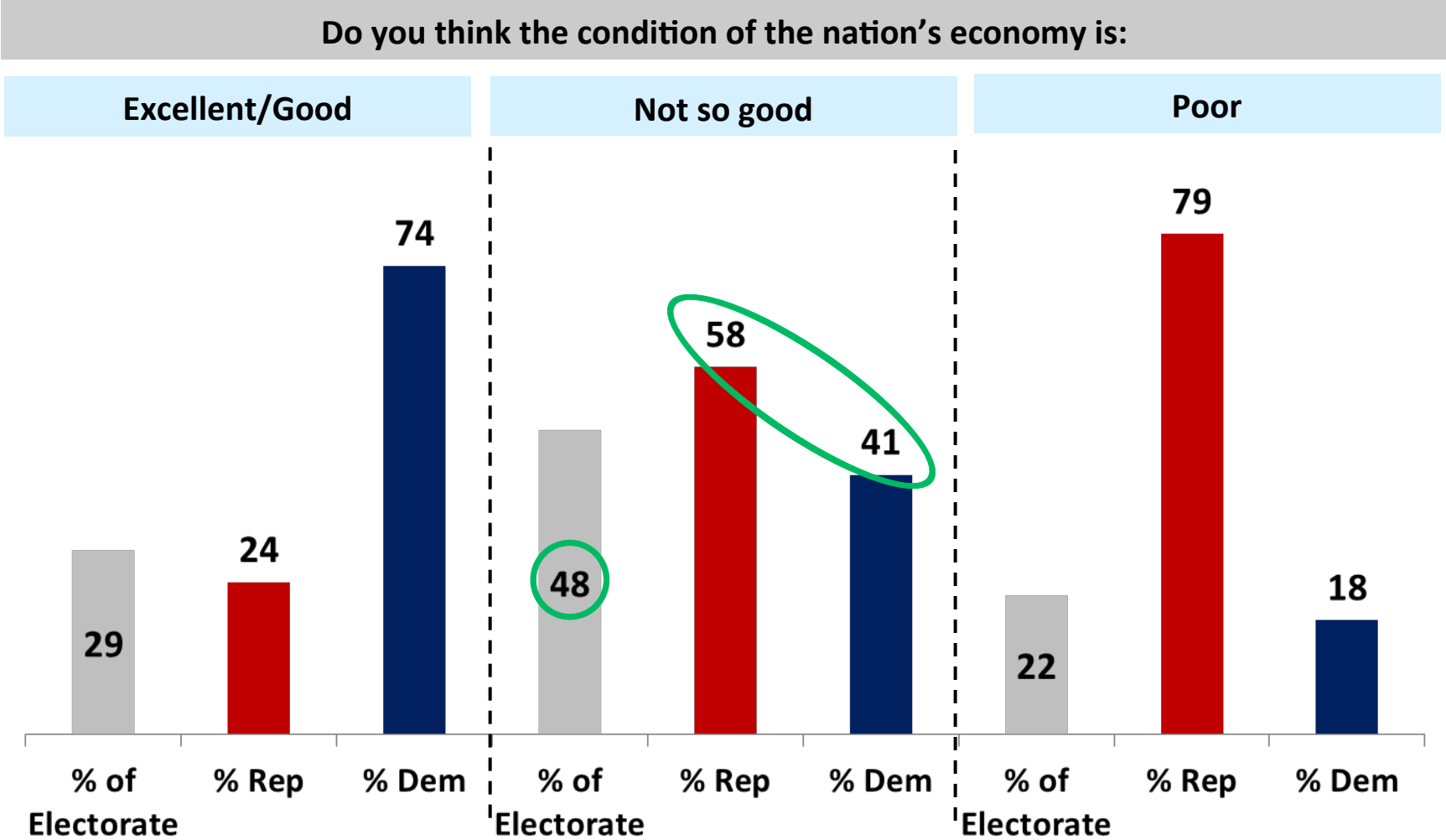
● Race still undecided

In 2012, voters with a middling outlook on the economy favored Obama.

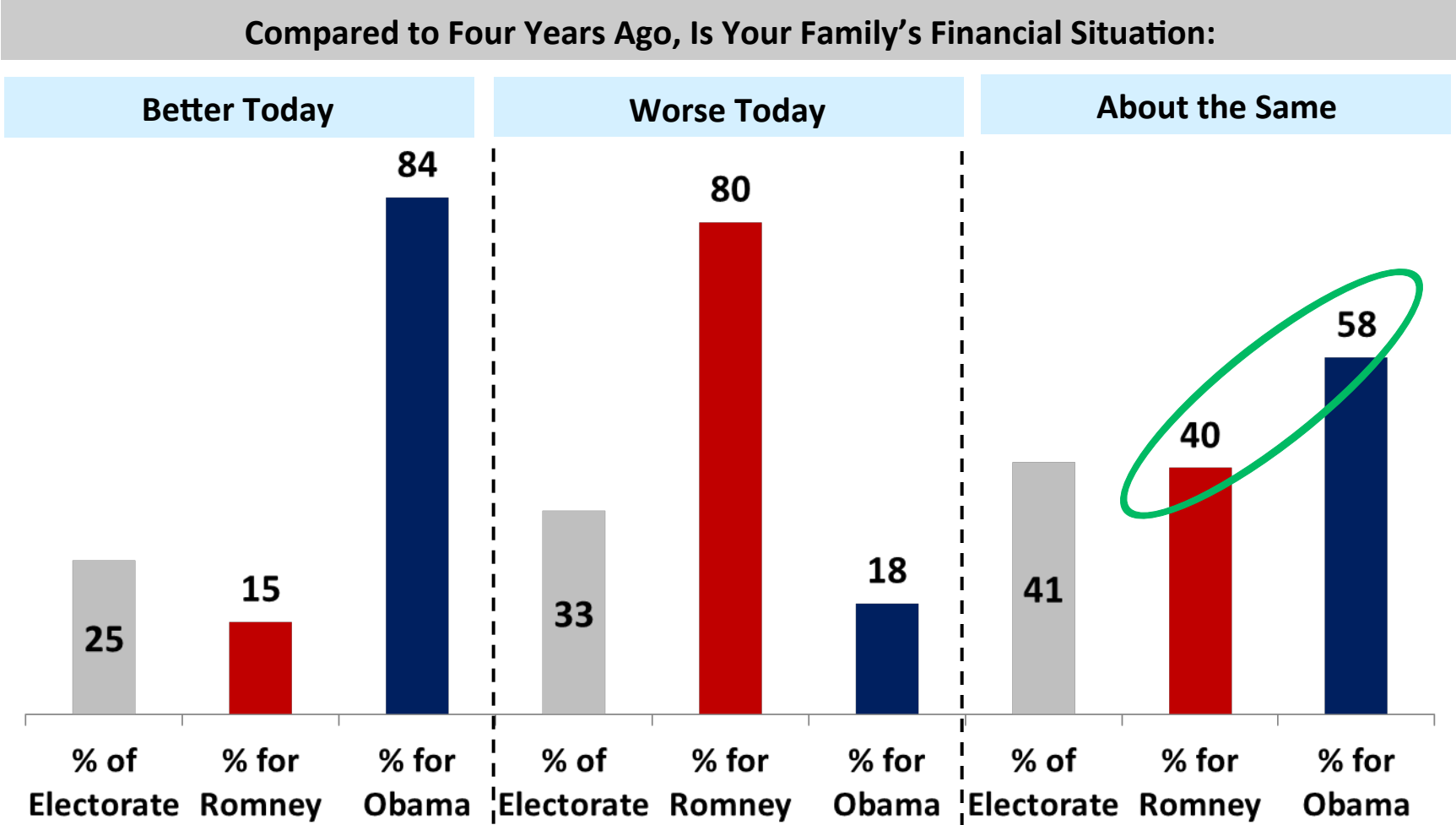
Do you think the condition of the nation's economy is:



This year, they voted Republican.

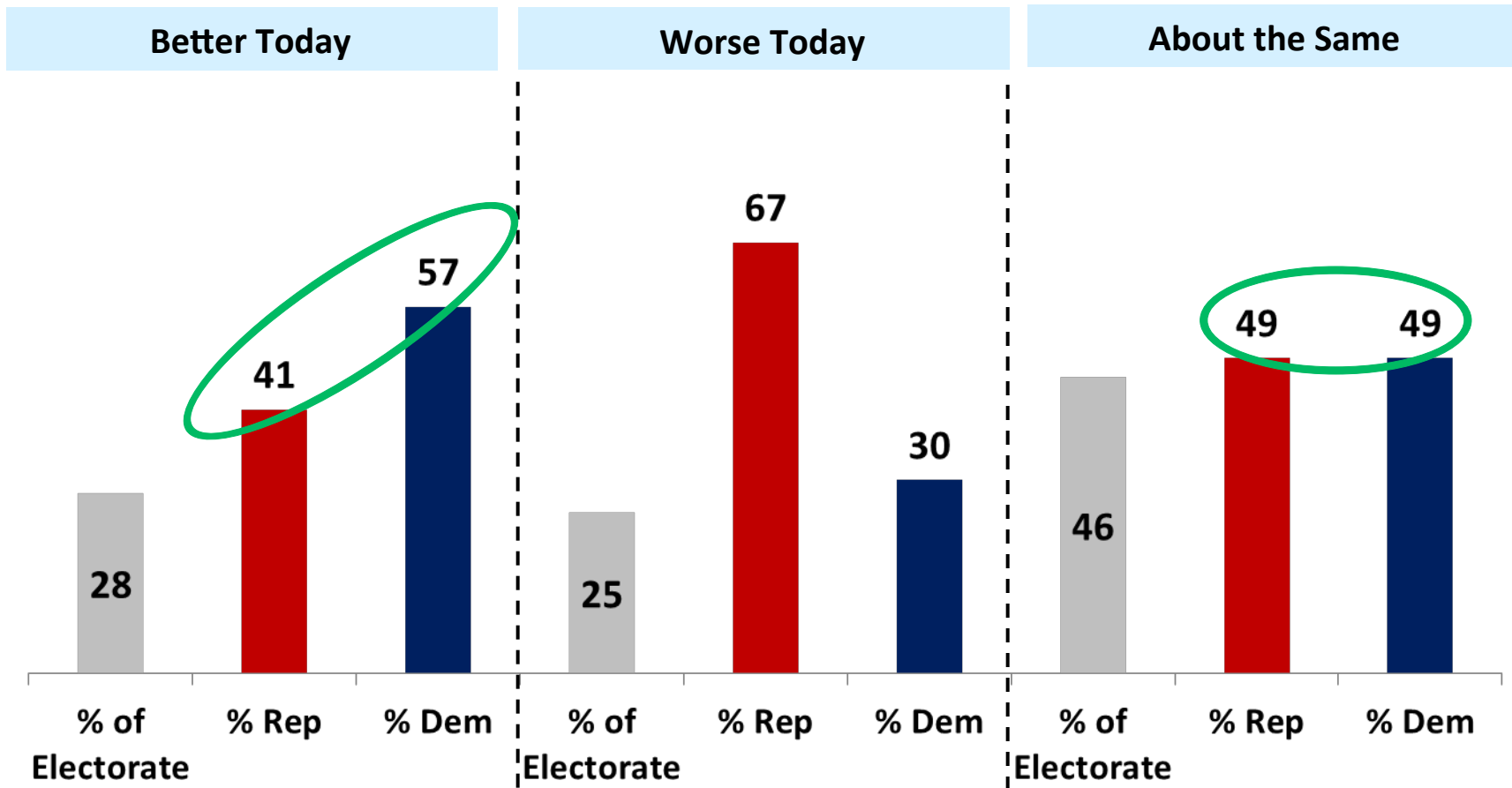


In 2012, voters who thought they are better off or about the same financially as they were four years ago broke for Obama.

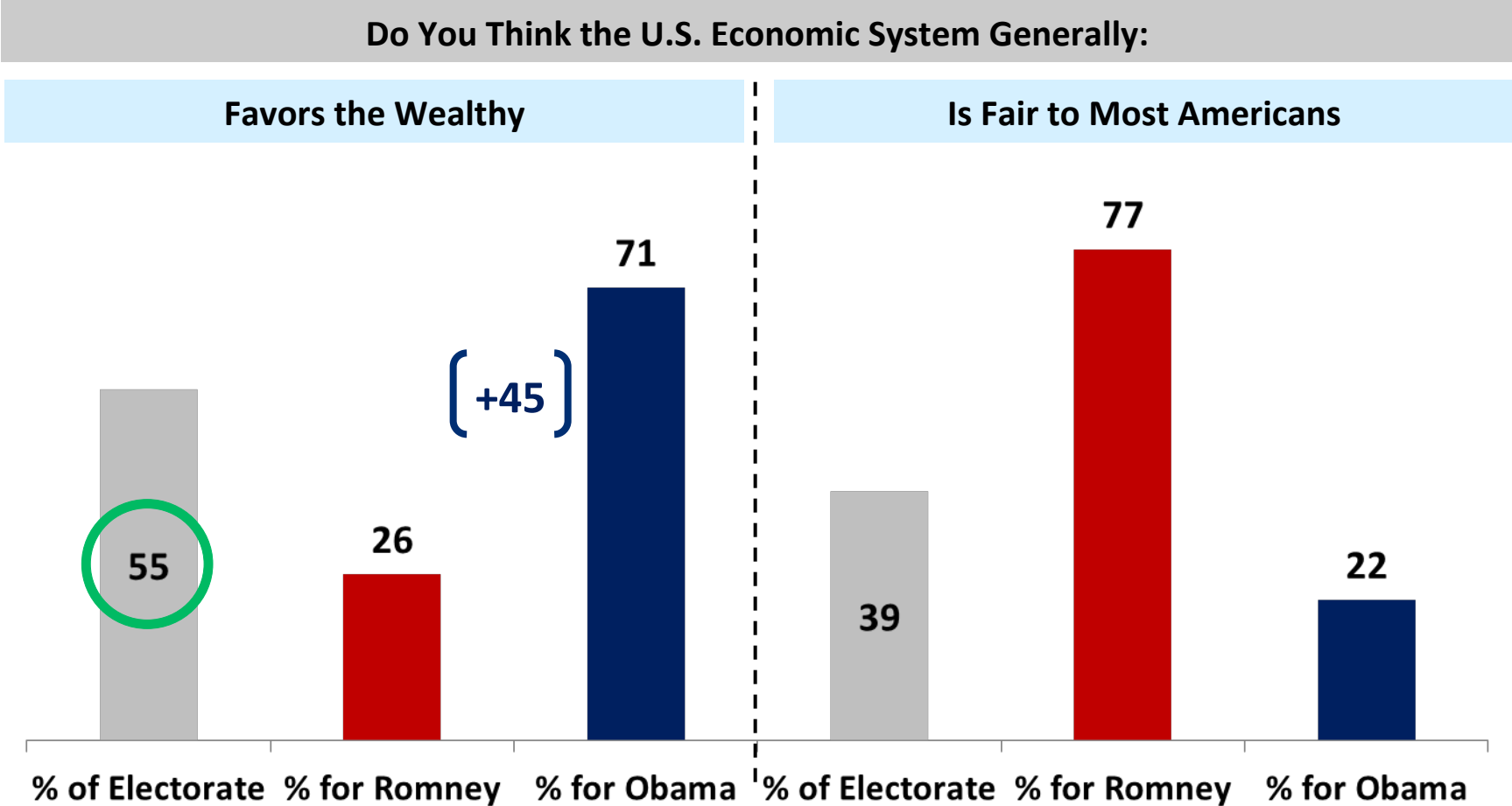


Democrats failed to make as clear an economic distinction as they did in 2012, and Republicans made gains.

Compared to Four Years Ago, Is Your Family's Financial Situation:

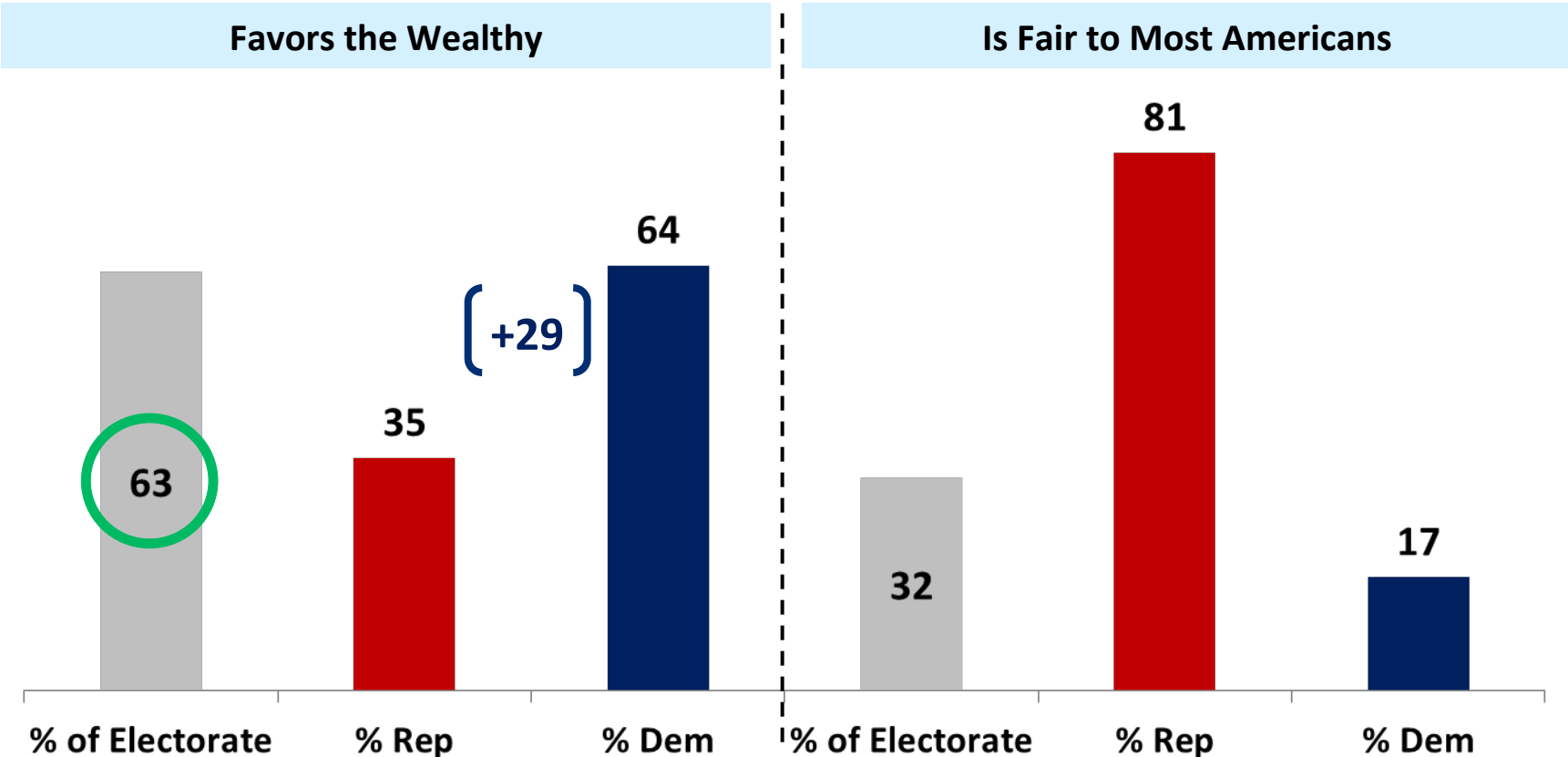


In 2012, perceptions on fairness correlated strongly with the vote.

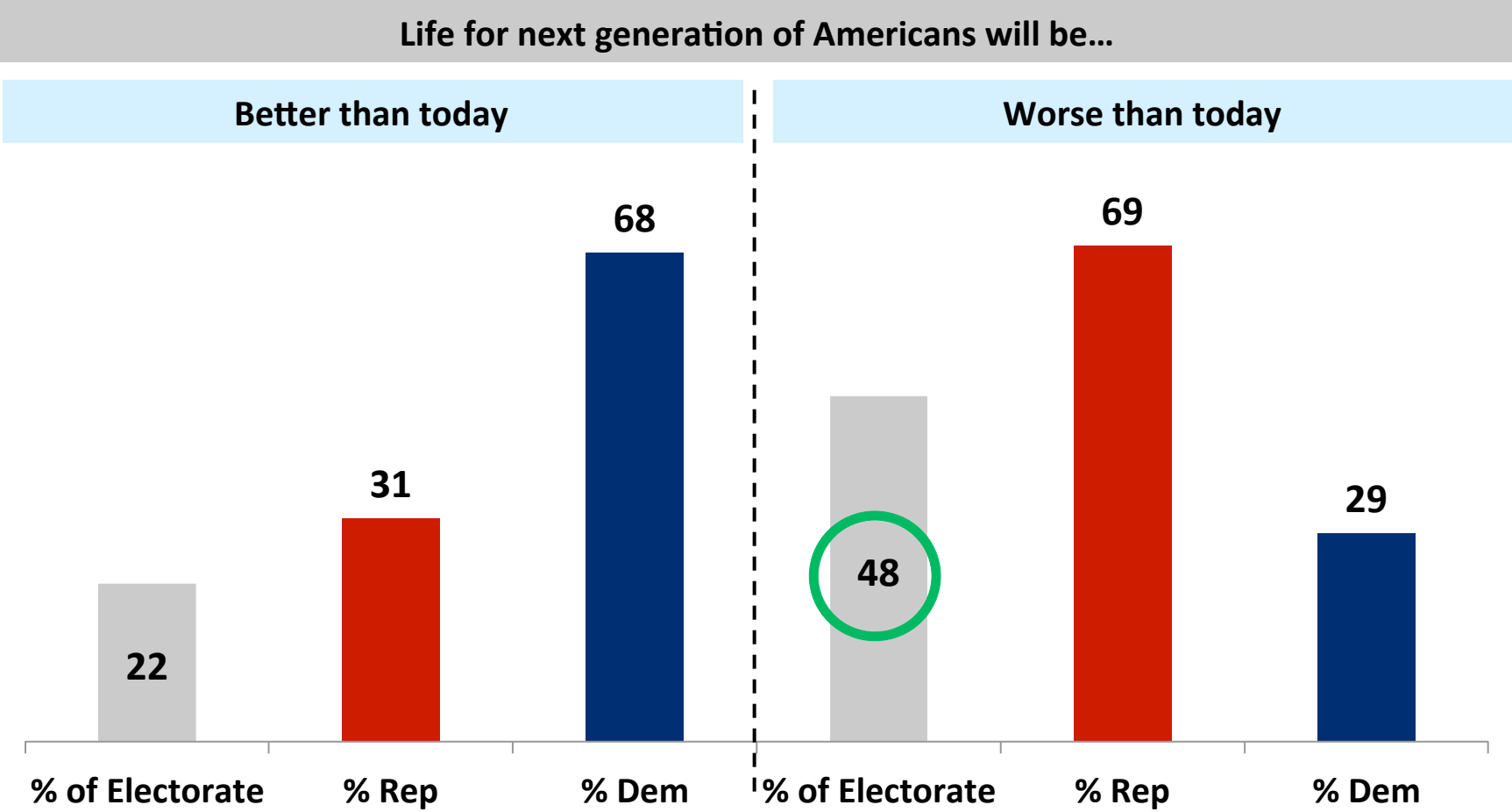


Despite an 8% increase in the perception our system favors the wealthy, the Democratic populist advantage eroded.

Do You Think the U.S. Economic System Generally:



Nearly half of all voters said that life for the next generation of Americans will be worse than today, and those voters broke heavily in favor of the Republicans.





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