

For Our Future & For Our Future Action Fund



Memo: From the Doors: Kavanaugh, Enthusiasm, and Healthcare

From: For Our Future

Date: October 9, 2018

For Our Future (“FOF”) is still knocking an impressive amount of doors - **we’ve knocked on over 4 million doors and had over 530,000 conversations** with voters since February of 2018. **We are talking with Democrats, progressives, and Independents across seven states who are usually less likely to vote in a midterm election.** Canvassers are actually listening to the ordinary, substantive concerns of people, and collecting qualitative and quantitative data from those conversations. We’ve learned that while Trump is animating the election, activating progressives, issues still matter to voters.

That hasn’t changed since our last report - disliking President Trump continues to show up as a top five issue in every state. People who dislike Trump generally support progressive candidates and are enthusiastic to vote. But voters are still concerned with issues - education funding, health care, and gun violence prevention are just a few issues that are trending across many states. Since our last report, Kavanaugh’s disastrous nomination to the Supreme Court is starting to really resonate with voters, health care issues continue to gain steam, and we’re finding out more about who is really pumped up to vote in November.

[You can find the previous report here.](#)

Top Insights - New Things We’re Learning

ABOUT THE KAVANAUGH NOMINATION....

As one of the most contentious Supreme Court nominations in recent history involving allegations of sexual assault continues, we are keeping a close ear to the ground to find out if the issue is resonating with voters and what, if any, effect on turnout or enthusiasm we are seeing.

While references to Kavanaugh's nomination in the midst of last week's hearing have doubled over the past two weeks, the total number of mentions is still a very small fraction of our conversations overall. Concerns about the Kavanaugh nomination haven't come up as a top issue for any state, but those concerned about the Kavanaugh nomination are more supportive of progressive candidates in Florida, Ohio, Pennsylvania, and Virginia. The issue seems to be boosting the enthusiasm to show up at the polls for some voters in Nevada, Pennsylvania, Virginia, and Wisconsin.

SO WHO IS ENTHUSIASTIC ABOUT VOTING ANYWAY?

So who is excited to vote? We know from public polling that activists are more enthusiastic than we would expect them to be during a midterm. Our field research confirms that. We know from polling and from special elections that women are especially fired up this year. Our field research absolutely confirms that.

While women are enthusiastic to vote this year, we are seeing a few other interesting things when it comes to demographics. In Florida, Michigan, Nevada, and Wisconsin, enthusiasm is growing among Black voters. Although we can't say there's a correlation, there are Black statewide candidates in each of those states that could be driving up enthusiasm. Latinx voters in Wisconsin are more enthusiastic to vote, but in Florida, Michigan, Virginia, and Pennsylvania, they are less enthusiastic than we expect them to be based on modeling. And seniors in Wisconsin are more enthusiastic to vote than we would expect, while seniors in Ohio, Pennsylvania, and Virginia are less enthusiastic to vote.

But what issues are really getting folks interested in voting this year? Unsurprisingly, voters who say that they dislike Trump are more enthusiastic about voting in nearly every state. And dislike of Trump comes up as a top issue in every state, so that is certainly driving some of this enthusiasm. But other issues are playing a part as well.

For example, voters concerned about police brutality are more excited to vote than we expected in every state but Virginia and Wisconsin. And interestingly, this issue is not limited to people of color. White voters in Ohio and Pennsylvania responded with higher than expected enthusiasm - it's even a top five issue among white voters in Ohio.

Those most concerned about healthcare are more enthusiastic to vote in every state but Michigan, but we'll discuss that in the next section.

HEALTH CARE ISSUES TREND ON THE DOORS

Concerns about healthcare have crept into the top issues of several states. In Florida, Nevada, Ohio, and Pennsylvania, cuts to Medicare is a top five concern for our targeted voters. Just a few weeks ago, these issues weren't nearly as prevalent. As campaign ads go up in these states, voters are more and more often citing healthcare issues. Whether its Medicaid expansion in Ohio, universal healthcare in Florida, or healthcare costs in Wisconsin - voters are concerned about their healthcare.

And as we discussed earlier in the report, those most concerned with healthcare are more enthusiastic to vote - and that's especially true in Michigan, Nevada, Ohio, and Pennsylvania.

We can also drill down - by region - what healthcare issues are resonating. In Florida, pro-ACA is coming up as a top issue in Broward and Orange counties, universal healthcare is a top issue in Gainesville and Northeast Florida, and Medicare cuts are popping up as a top issue nearly everywhere else - Hillsborough, Miami-Dade, North Florida, Osceola, Palm Beach, and the Space Coast.

In Wisconsin, Medicare cuts are a top five concern for targeted voters in the Southeastern, Northwestern, and South Central parts of the state. For voters in Fox Valley and North Central Wisconsin, healthcare costs are a top five issue.

Top Issues By Region

FLORIDA

Broward	Gun Violence Prevention	Pro Immigrants	Pro ACA	Police Brutality	Local Blight
Gainesville	More Education Funding	Climate	Trump / Negative	Pro Universal Healthcare	Medicare Cuts
Hillsborough	General National	Trump / Negative	Medicare Cuts	Economic Insecurity	Local Infrastructure
Miami-Dade	Gun Violence Prevention	More Police	Social Security	Police Brutality	Medicare Cuts
North Florida	Gun Violence Prevention	Trump / Negative	Medicare Cuts	More Education Funding	Police Brutality
Northeast Florida	Gun Violence Prevention	More Education Funding	More Police	Trump / Negative	Pro Universal Healthcare
Orange	Gun Violence Prevention	More Education Funding	Trump / Negative	Climate	Pro ACA
Osceola	Gun Violence Prevention	Trump / Negative	Medicare Cuts	Puerto Rico Relief	Bring Jobs
Palm Beach	Gun Violence Prevention	Local Infrastructure	Medicare Cuts	More Education Funding	Pro Immigrants
Pinellas	Gun Violence Prevention	More Education Funding	Trump / Negative	Local Infrastructure	Environmental Preservation
Space Coast	Trump / Negative	Medicare Cuts	Gun Violence Prevention	Social Security	Clean Water

MICHIGAN

Detroit	Auto Insurance	More Education Funding	Roads & Bridges	Bring Jobs	More Police
Macomb & Oakland	Roads & Bridges	Gun Violence Prevention	More Education Funding	Clean Water	More Police
Flint Saginaw	Clean Water	Trump / Negative	More Police	Bring Jobs	Pro Union Jobs
Washtenaw	Roads & Bridges	More Education Funding	Clean Water	Trump / Negative	Local Infrastructure
Capital Region	Roads & Bridges	Local Infrastructure	More Education Funding	Clean Water	Local Taxes
West Michigan	Roads & Bridges	Trump / Negative	Clean Water	More Education Funding	Pro Universal Healthcare

NEVADA

Central East	More Education Funding	Trump / Negative	Pro Immigrants	Medicare Cuts	Clean Energy
Central South	More Education Funding	Trump / Negative	Medicare Cuts	Gun Violence Prevention	Pro Immigrants
North Las Vegas	More Education Funding	Trump / Negative	General National	Pro Immigrants	Clean Energy
Washoe	More Education Funding	Trump / Negative	Pro ACA	General National	Economic Insecurity
West Vegas	More Education Funding	Trump / Negative	General National	Pro Universal Healthcare	Pro ACA

OHIO

Central (Columbus)	Trump / Negative	More Education Funding	Healthcare Costs	Climate	Medicare Cuts
Mahoning Valley (Youngstown)	Roads & Bridges	Clean Water	Bring Jobs	Local Infrastructure	Climate
Northeast (Akron)	General National	Trump / Negative	More Education Funding	Gun Violence Prevention	More Police
Northeast (Cleveland)	Trump / Negative	More Education Funding	Gun Violence Prevention	More Police	Medicare Cuts
Northwest (Toledo)	Clean Water	Trump / Negative	Gun Violence Prevention	More Police	Roads & Bridges
Southeast (Athens)	Opioids	Trump / Negative	Gun Violence Prevention	More Education Funding	Medicare Cuts
Southwest (Cincinnati)	Trump / Negative	More Education Funding	More Police	Gun Violence Prevention	Bring Jobs
Southwest (Dayton)	Medicare Cuts	Gun Violence Prevention	Opioids	Clean Water	Police Brutality

PENNSYLVANIA

Allegheny	Local Taxes	More Education Funding	Trump / Negative	Medicare Cuts	Gun Violence Prevention
Central	Trump / Negative	More Education Funding	Gun Violence Prevention	General National	Local Taxes
Chester/ Delco	Trump / Negative	Climate	More Education Funding	Gun Violence Prevention	Local Taxes
Lehigh Valley	Local Taxes	Trump / Negative	More Education Funding	Local Infrastructure	Roads & Bridges
Montco/ Bucks	Trump / Negative	More Education Funding	Climate	Gun Violence Prevention	Local Taxes
NEPA	Local Taxes	Roads & Bridges	Local Infrastructure	More Education Funding	Trump / Negative
Philadelphia 1	Gun Violence Prevention	More Education Funding	Local Taxes	Local Infrastructure	Medicare Cuts
Philadelphia 2	Opioids	Local Infrastructure	Local Blight	Gun Violence Prevention	More Police
Philadelphia 3	Local Taxes	More Education Funding	Opioids	More Police	Gun Violence Prevention
Pittsburgh	Clean Water	More Education Funding	Local Taxes	Gun Violence Prevention	Climate
SWPA	General National	More Education Funding	Trump / Negative	Local Taxes	Medicare Cuts

VIRGINIA

Central	Trump / Negative	More Education Funding	Climate	Gun Violence Prevention	General National
NOVA	Trump / Negative	Gun Violence Prevention	More Education Funding	Climate	Pro Immigrants
Richmond	Trump / Negative	More Education Funding	Gun Violence Prevention	Polarization	Pro Immigrants
Tidewater	Gun Violence Prevention	Bring Jobs	More Police	Minimum Wage	Police Brutality
Western	Trump / Negative	More Education Funding	General National	Climate	Social Security

WISCONSIN

Milwaukee	Climate	Clean Water	Clean Energy	Medicare Cuts	More Police
Southeast	Trump / Negative	More Education Funding	General National	Medicare Cuts	Trump / Positive
Fox Valley	Trump / Negative	More Education Funding	Healthcare Costs	Trump / Positive	Clean Water
North Central	More Education Funding	Healthcare Costs	Clean Water	General National	
Northwestern	Trump / Negative	More Education Funding	General National	Climate	Medicare Cuts
Southwest	Trump / Negative	General National	More Education Funding	Pro Immigrants	Polarization
South Central	Trump / Negative	More Education Funding	Medicare Cuts	Climate	General National

Paid for by For Our Future (forourfuturepac.org).
Not authorized by any candidate or candidate's committee.