



POLITICAL INTELLIGENCE

# 2018 *Midterms*



JULY 2018

 MORNING CONSULT

HELSINKI 2018



HELSINKI 2018

# Key Takeaways



## TRUMP

### Trump's Approval Improved Moderately with Independents in Key States

- Trump's approval rating continues to hold steady— 44% approve of the President's performance while 52% disapprove.
- Trump remains underwater in Nevada, North Dakota, Ohio, Pennsylvania, and Wisconsin. Though, his approval has improved marginally with independents in Florida, Missouri, Ohio, and Pennsylvania.



## SENATE

### Key Reelection Contests Shift Slightly in Favor of Incumbents

- Most Senators in key states have a positive approval rating among their constituents, though voters are still more likely to say it's time for a new person.
- McCaskill, Heller, and Manchin continue to face the toughest reelection battles.
- Conditions have worsened slightly for Nelson, while Baldwin and Heitkamp have seen a bump in favorability over the last month.



## HOUSE

### Democrats Maintain a Lead on the Generic Ballot

- In toss-up districts, the generic Democratic candidate slightly edges out the Republican candidate, 41% to 34%.
  - Voters in these districts also disapprove of the President's performance – 54% disapprove and 42% approve.
- Trump's approval has improved in safe Republican districts with 55% of voters approving and 41% disapproving. Trump is slightly underwater in districts that lean Republican – 47% of voters in these districts approve and 48% disapprove

## POLITICAL INTELLIGENCE

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What voters think about POTUS

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### Generic Congressional Ballot

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What voters think about key officials

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### Top Policy Issues

What voters prioritize at the polls

## 2018 MIDTERMS Trump Approval by Party

All Voters

44%

Approve

+1

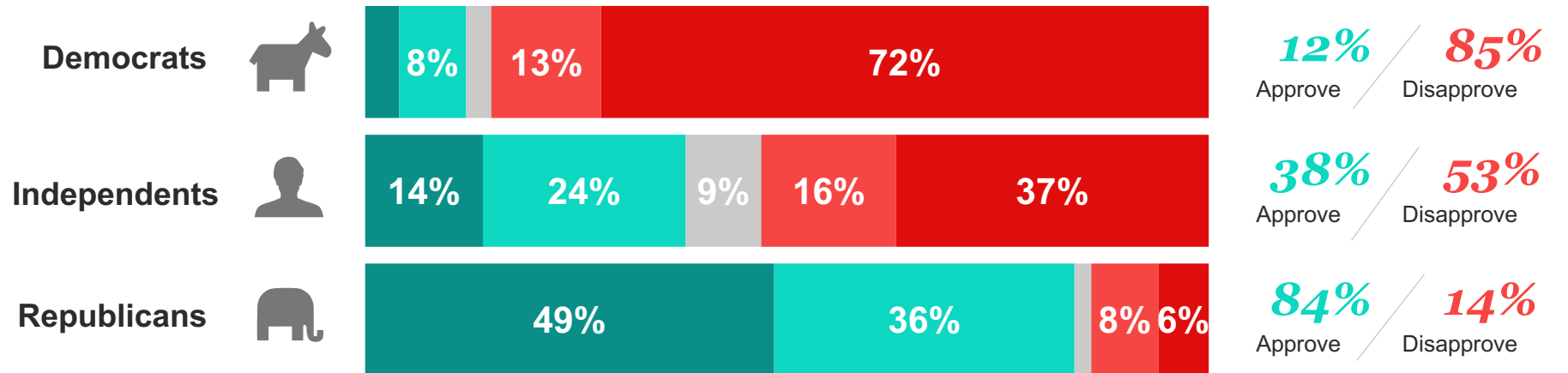
Change since  
previous month

52%

Disapprove

0












# Trump Approval





# Trump Approval

2018 MIDTERMS

## Trump Net Approval in Competitive Senate States

State	All () <sup>1</sup>	Dem.	Ind.	Rep.	State	All () <sup>1</sup>	Dem.	Ind.	Rep.
 AZ	1 (-0)	-73	-13	69	 ND	-8 (+2)	-80	-24	68
 FL	3 (+1)	-68	-4	74	 OH	-5 (+2)	-71	-14	71
 IN	6 (+1)	-69	-6	74	 PA	-6 (-1)	-69	-14	67
 MO	4 (+2)	-71	-7	76	 WV	24 (+1)	-41	21	77
 MT	1 (-2)	-86	0	89	 WI	-15 (+1)	-79	-16	68
 NV	-8 (-1)	-75	-18	64					

 Clinton won state in 2016 presidential election

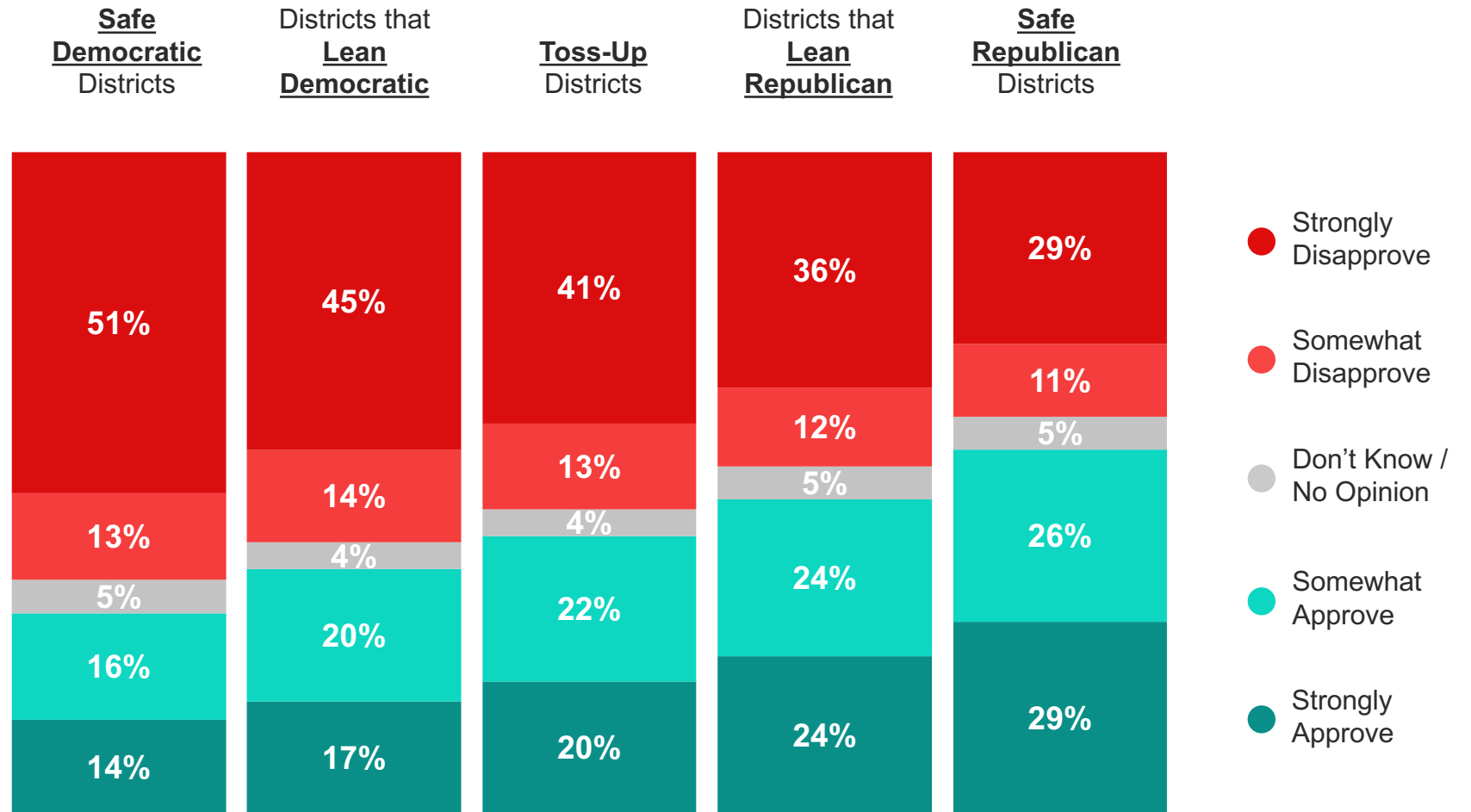
 Trump won state in 2016 presidential election

<sup>1</sup> Change since previous month

# Trump Approval

## 2018 MIDTERMS

# Trump Approval by Congressional District Competitiveness<sup>1</sup>



<sup>1</sup> Tossup = +5 R PVI to +5 D PVI, Lean D = 6-10 D PVI, Lean R = 6-10 R PVI, Safe R = + 10 R PVI, Safe D = + 10 D PVI

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# Generic Congressional Ballot

2018 MIDTERMS

## Generic Congressional Ballot Among All Americans

All Voters

41%

Democratic Candidate

Change since previous month

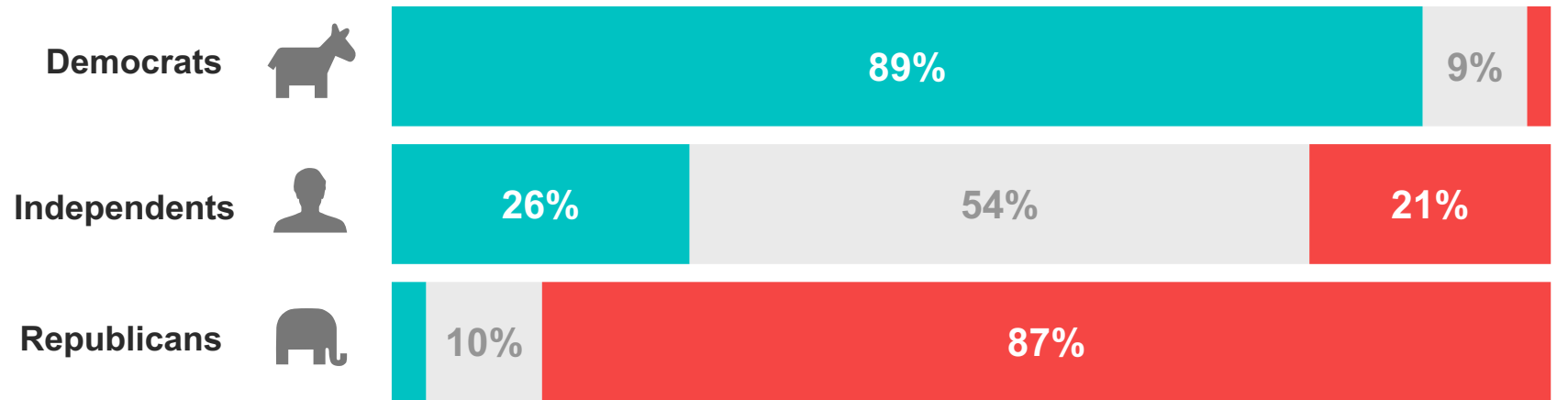
+1

35%

Republican Candidate

0

● Democratic Candidate   ● Don't Know / No Opinion   ● Republican Candidate


















# Generic Congressional Ballot

2018 MIDTERMS

## Generic Congressional Ballot in Competitive Senate States

State	Dem. Candidate	Rep. Candidate	State	Dem. Candidate	Rep. Candidate
 AZ	34% (+1) <sup>1</sup>	39% (-1) <sup>1</sup>	 ND	35% (+3)	39% (-1)
 FL	37% (0)	38% (0)	 OH	39% (0)	35% (0)
 IN	36% (+1)	41% (+1)	 PA	41% (+1)	36% (-1)
 MO	34% (0)	39% (+1)	 WV	31% (0)	41% (0)
 MT	37% (+1)	37% (-2)	 WI	43% (+1)	33% (0)
 NV	38% (0)	39% (+1)			

 Democrat holds Senate seat opening in 2018

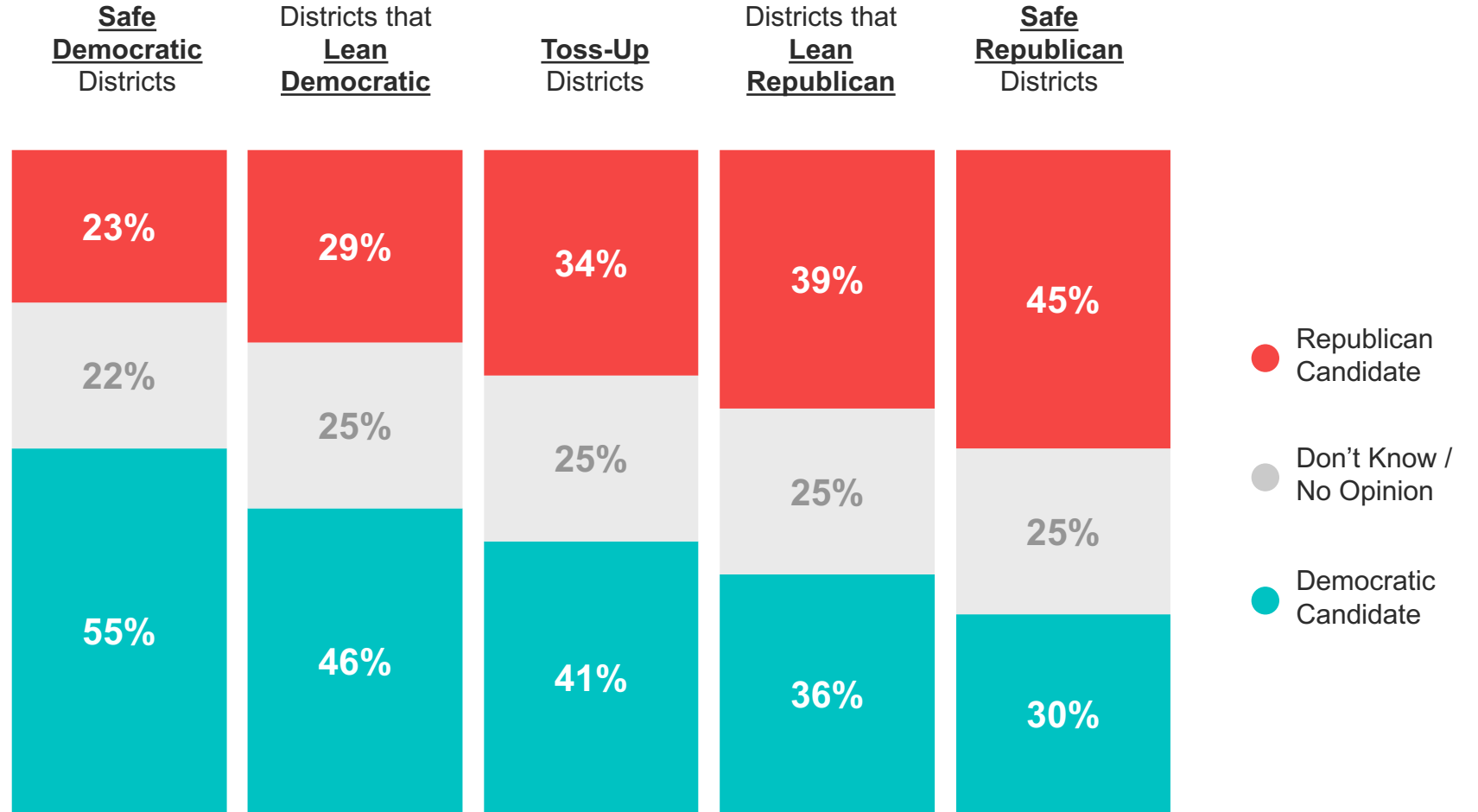
 Republican holds Senate seat opening in 2018

<sup>1</sup> Change since previous month

# Generic Congressional Ballot

## 2018 MIDTERMS

# Generic Congressional Ballot by Congressional District Competitiveness<sup>1</sup>



<sup>1</sup> Tossup = +5 R PVI to +5 D PVI, Lean D = 6-10 D PVI, Lean R = 6-10 R PVI, Safe R = + 10 R PVI, Safe D = + 10 D PVI

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# Approval and Reelection by Incumbent

## 2018 MIDTERMS

# Approval and Reelection by Incumbent, in Competitive Senate States

Do you **approve or disapprove**  
of the job [Senator] is doing?

Do you think [Senator]  
**deserves reelection?**

Senator				
	Approve	Disapprove	Deserves Reelection	Time for New Person
<b>Bill Nelson</b> (D-FL) 	<b>42%</b> (-2) <sup>1</sup>	<b>37%</b> (+3) <sup>1</sup>	<b>27%</b> (-1)	<b>52%</b> (+2)
<b>Joe Donnelly</b> (D-IN) 	<b>41%</b> (0)	<b>35%</b> (+1)	<b>30%</b> (-1)	<b>44%</b> (+1)
<b>Claire McCaskill</b> (D-MO) 	<b>39%</b> (-1)	<b>44%</b> (0)	<b>31%</b> (+1)	<b>52%</b> (+1)
<b>Jon Tester</b> (D-MT) 	<b>50%</b> (0)	<b>36%</b> (0)	<b>42%</b> (+2)	<b>44%</b> (0)
<b>Heidi Heitkamp</b> (D-ND) 	<b>47%</b> (+3)	<b>42%</b> (-2)	<b>39%</b> (+4)	<b>46%</b> (-4)

<sup>1</sup> Change since previous month






# Approval and Reelection by Incumbent

2018 MIDTERMS

## Approval and Reelection by Incumbent, in Competitive Senate States

Do you **approve** or **disapprove** of the job [Senator] is doing?

Do you think [Senator] **deserves reelection**?

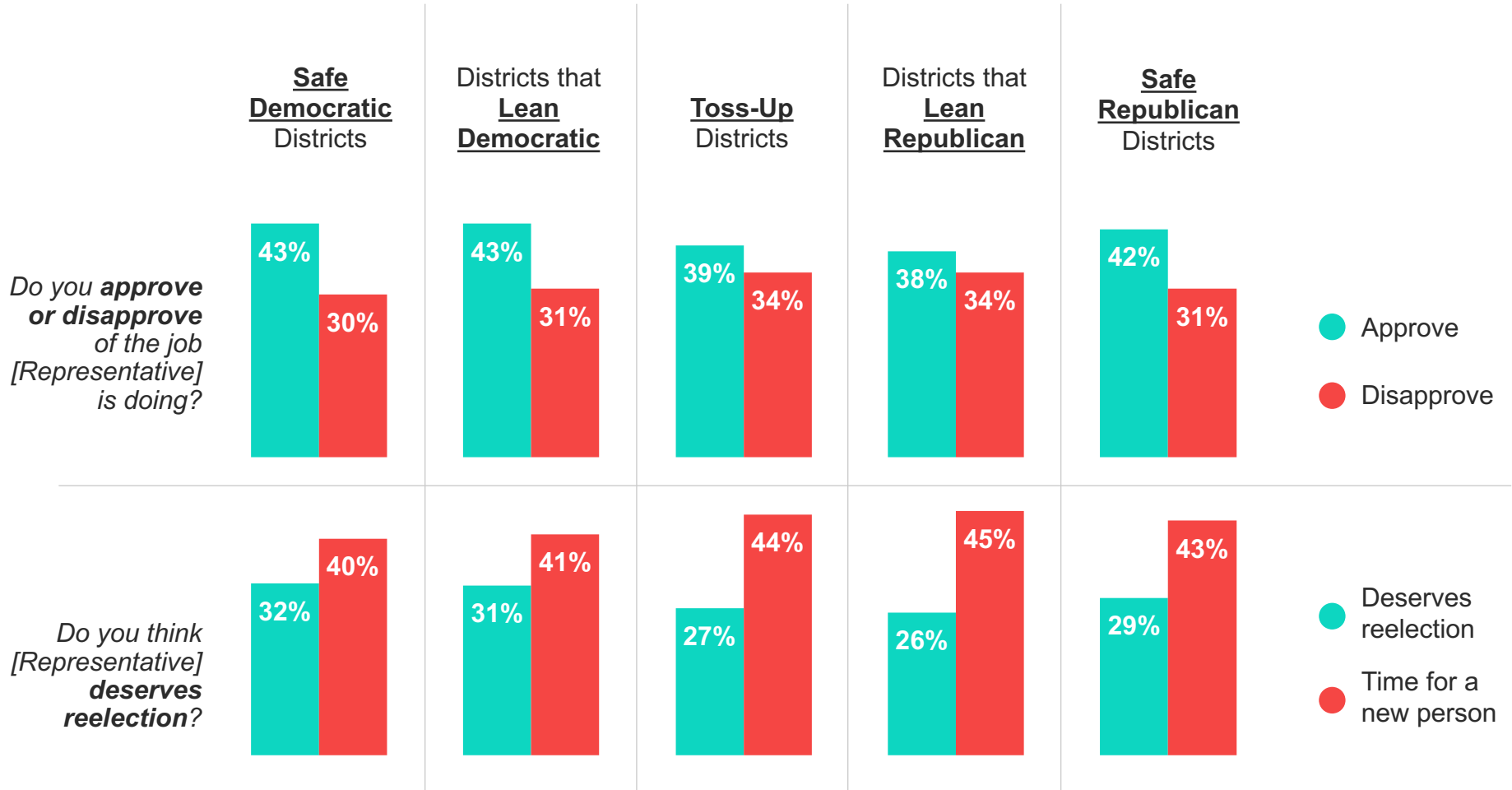
Senator	Do you approve or disapprove of the job [Senator] is doing?		Do you think [Senator] deserves reelection?	
	Approve	Disapprove	Deserves Reelection	Time for New Person
<b>Dean Heller</b> (R-NV) 	36% (-1) <sup>1</sup>	42% (+2) <sup>1</sup>	26% (+2)	53% (0)
<b>Sherrod Brown</b> (D-OH) 	45% (+1)	29% (0)	32% (-1)	41% (0)
<b>Bob Casey</b> (D-PA) 	43% (+1)	32% (0)	32% (+1)	44% (0)
<b>Tammy Baldwin</b> (D-WI) 	47% (+3)	37% (-2)	41% (+2)	43% (+1)
<b>Joe Manchin</b> (D-WV) 	46% (+1)	42% (-1)	37% (+1)	48% (-1)

<sup>1</sup> Change since previous month

2018 MIDTERMS

# Approval and Reelection by Incumbent, by Congressional District Competitiveness<sup>1</sup>

## Approval and Reelection by Incumbent



<sup>1</sup> Tossup = +5 R PVI to +5 D PVI, Lean D = 6-10 D PVI, Lean R = 6-10 R PVI, Safe R = + 10 R PVI, Safe D = + 10 D PVI

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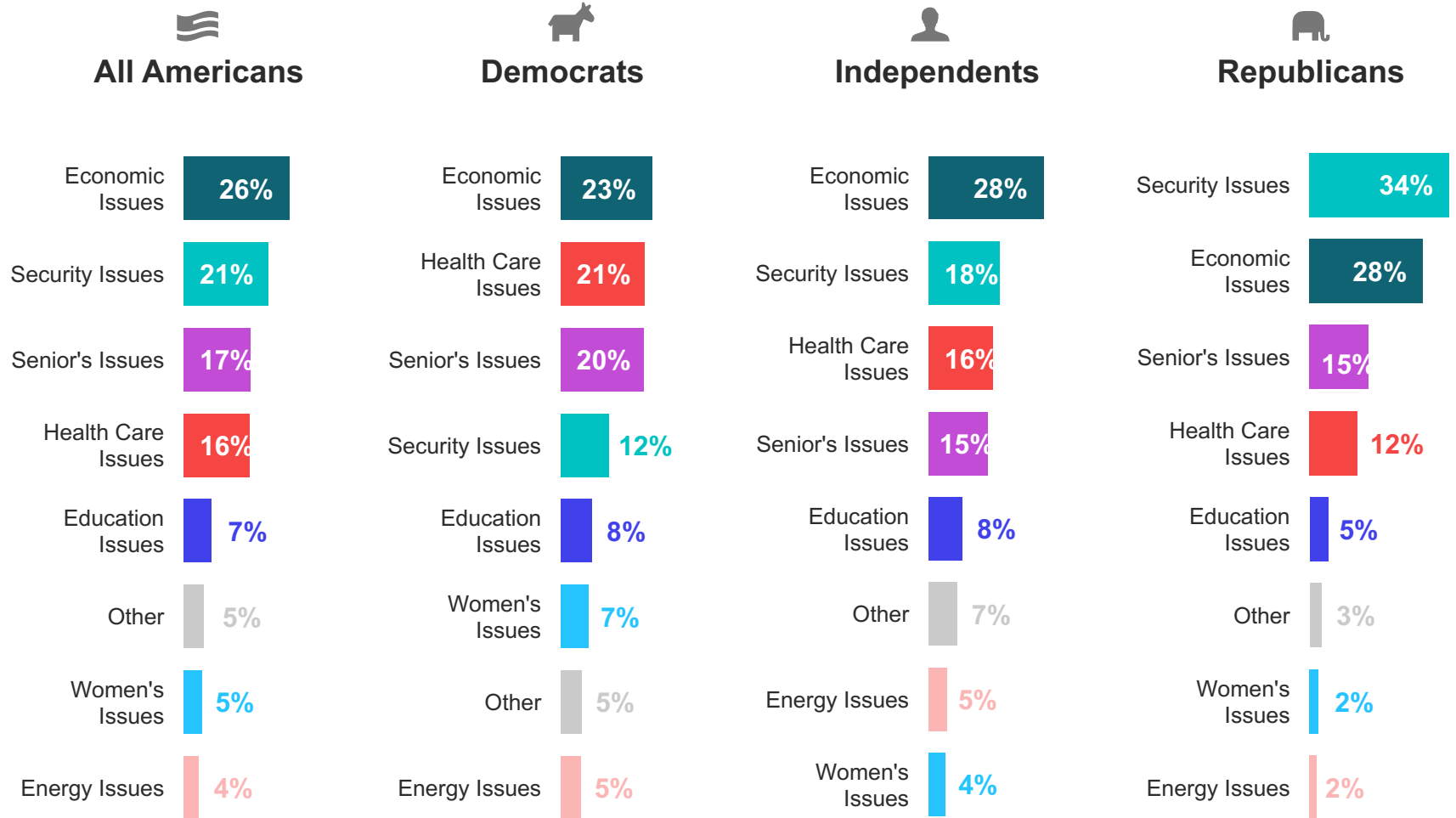
### Top Policy Issues

What voters prioritize at the polls

# Top Policy Issues

## 2018 MIDTERMS

# Top Policy Issues Among All Voters



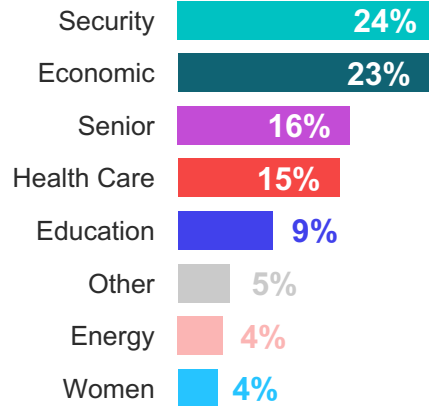


# Top Policy Issues

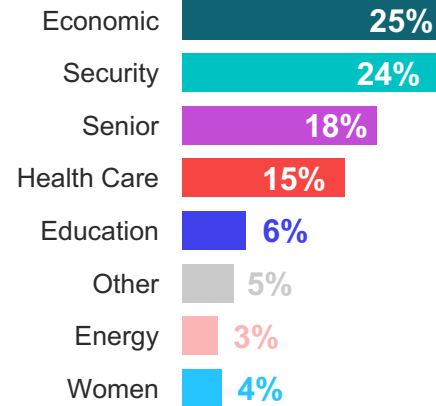
## 2018 MIDTERMS

# Top Policy Issues in Competitive Senate States

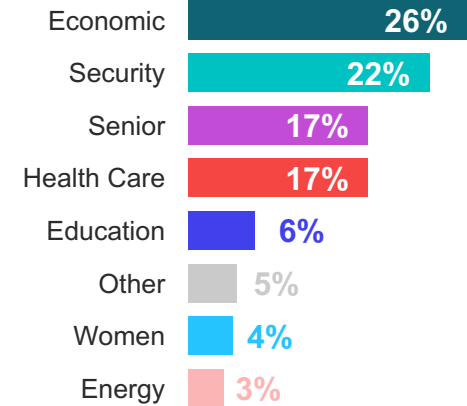
### Arizona



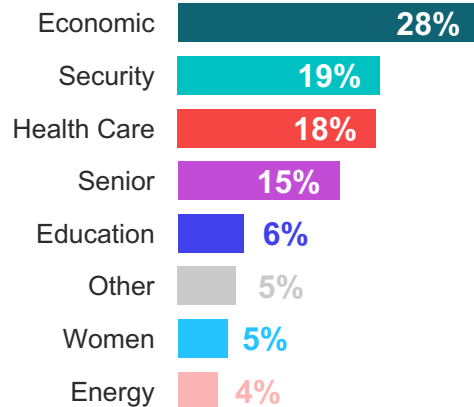
### Florida



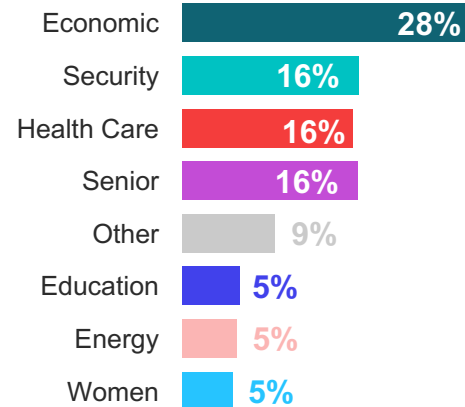
### Indiana



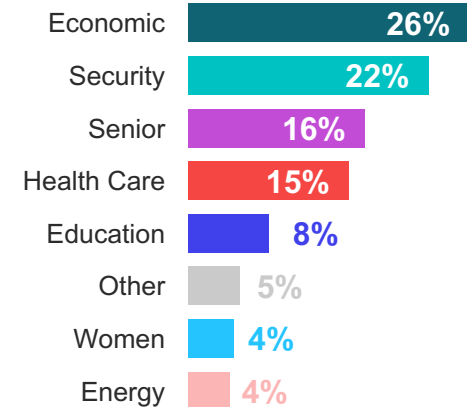
### Missouri



### Montana



### Nevada

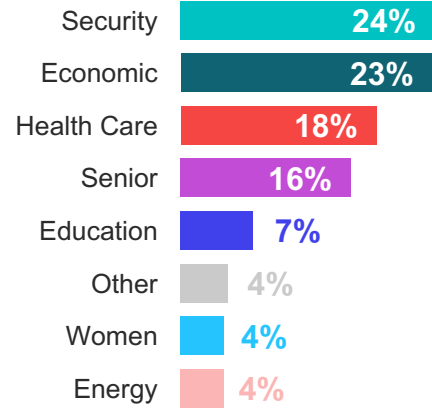


# Top Policy Issues

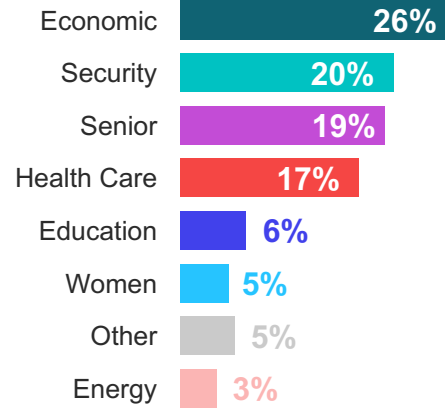
## 2018 MIDTERMS

### Top Policy Issues in Competitive Senate States

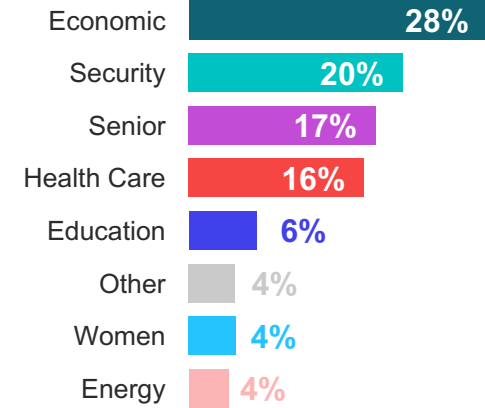
#### North Dakota



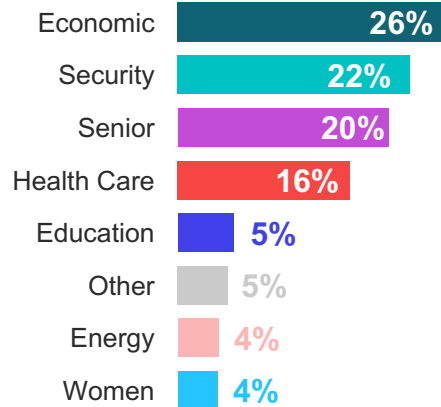
#### Ohio



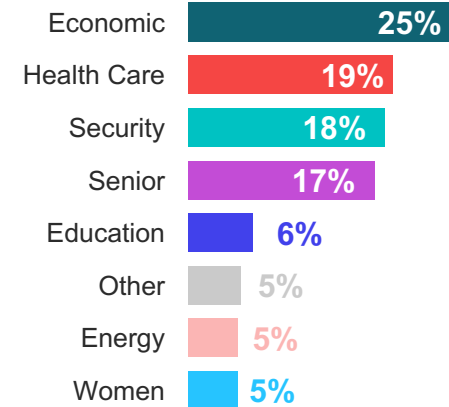
#### Pennsylvania



#### West Virginia



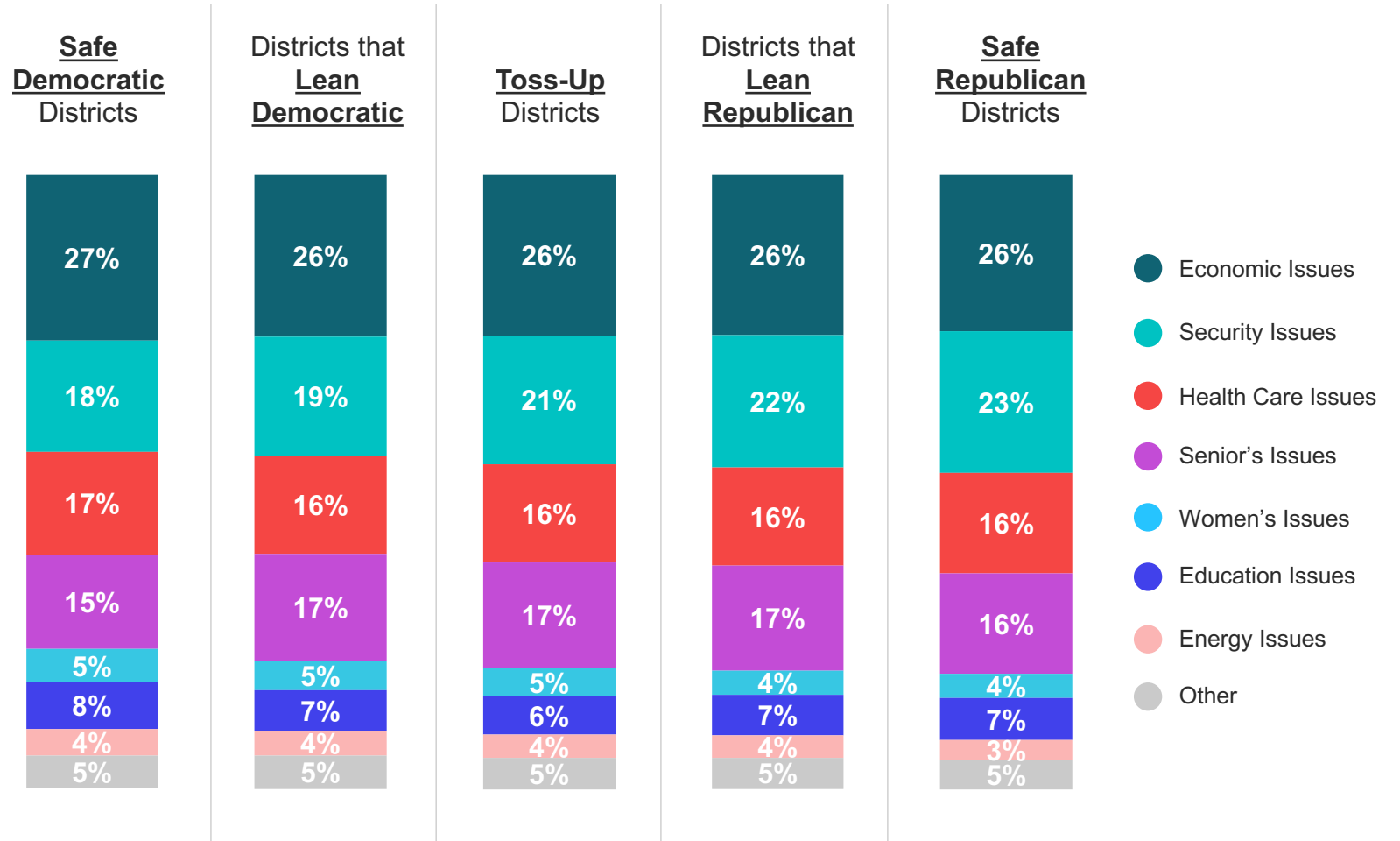
#### Wisconsin



# Top Policy Issues

2018 MIDTERMS

## Top Policy Issues by Congressional District Competitiveness<sup>1</sup>



<sup>1</sup> Tossup = +5 R PVI to +5 D PVI, Lean D = 6-10 D PVI, Lean R = 6-10 R PVI, Safe R = + 10 R PVI, Safe D = + 10 D PVI

## For More Information



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### **Methodology**

*The results are compiled from surveys with more than 352,836 registered voters across the U.S. from May 1, 2018 to July 31, 2018. The data were weighted to approximate a target sample of registered voters based on age, race/ethnicity, gender, educational attainment, and region. Respondents in each state answered questions specific to their Senators.*

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