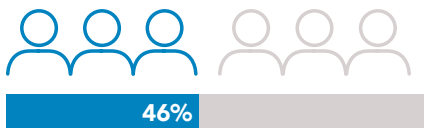




GSG's Guide to Winning Your Thanksgiving

While this year's divisiveness in politics is bound to put our holiday meals at risk of spiraling into all-out political warfare, we have good news: Democrats' recent victories in this November's elections and our data show that there are several issues where, by a large margin, Americans find the Democratic agenda far more appealing than the Republican one. In your dining room and beyond, we've outlined the issues Democrats can win on, who we can win with, and the words we can use to criticize the Republican agenda in a way that resonates with most Americans.

Politics have deeply affected Americans' relationships with friends and family on the other side of the aisle



Close to half of American voters — 113 million people — say that the November 2016 election negatively affected the relationships they have with friends and family who support the opposing party.

% Agree ■ Total ■ Democrats ■ Republicans

I avoid discussing politics with my friends or family members who support the opposing party.



Politics today is so divided and partisan that it makes me want to stop engaging and avoid doing things like reading or watching the news, voting, or taking other actions to support a specific candidate or issue.



The November 2016 election negatively affected the relationships I have with friends or family members who support the opposing party.



0 100

Americans want their party to stand up to the opposing party when it's right, but are also eager to find common ground

Who You Can Win With

We've identified a few groups that you may be able to win over this Thanksgiving.

Disillusioned Trump Voters



24% of the electorate
46% of Republicans
23% of Independents

Equally divided between men and women, with no college degree, more likely to be moderate or liberal.

Trump voters from all parties who are not very enthusiastic about his presidency.

Disaffected Republicans



12% of the electorate
32% of Republicans

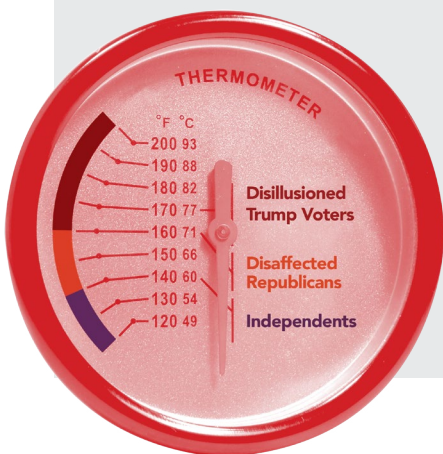
Higher tendency to be: Women, with a college degree, moderate or liberal.

Republicans who are not very enthusiastic about Trump and not favorable towards Republicans in Congress.

Independents



16% of the electorate
Doesn't lean toward a party



Democrats and Republicans

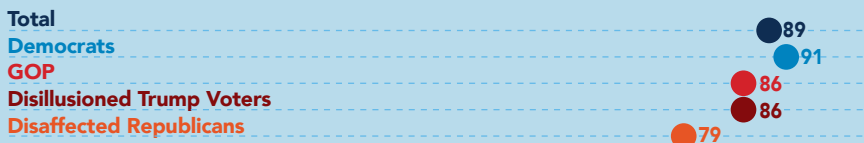
nearly unanimously believe that their party should stand up to the opposing party and block their agenda when it's bad for Americans.

% Agree

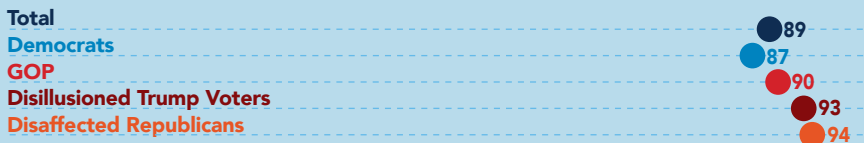
It is the responsibility of our elected officials to try to find common ground and seek bipartisan solutions.



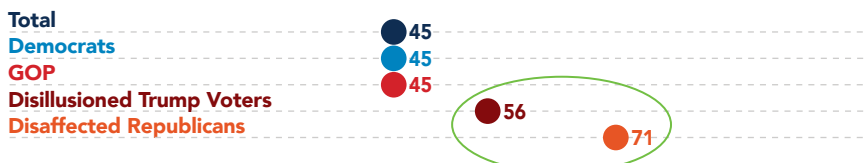
I want members of my party to stand up to the opposing party to block their agenda when it's bad for Americans.



I want members of my party to work across the aisle to get things done in Washington.



I think my party blames the opposing party too much for their own problems and does not take responsibility for their mistakes or shortcomings.



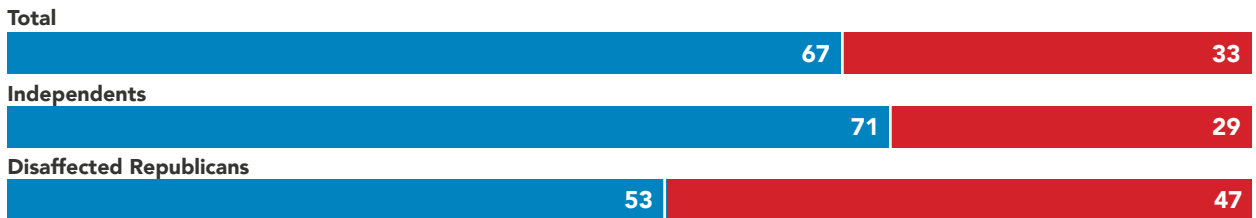
Winning Issues and Language for Your Thanksgiving

Which one do you agree with more?

We should continue to expand opportunity and ensure equality for women by supporting organizations like Planned Parenthood that **provide preventive and reproductive health services**, **defending a woman's right to choose**, and **pushing for policies that promote workplace equality** like requiring equal pay for equal work.

Providing federal funding to organizations like Planned Parenthood that provide abortions and mandating that women receive equal pay to men **oversteps the boundaries of our government and interferes with regular American families and businesses**.

Issue Advantage
+34
Democratic



You should describe the Republican agenda on Gender Equality as...

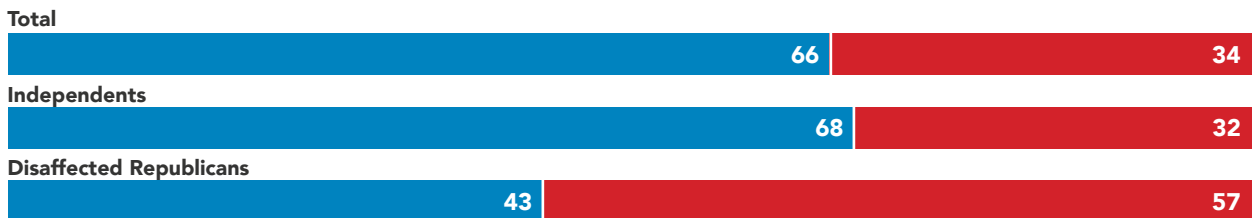
Backwards Unfair Harmful Out-of-touch Flawed

These are the top-testing words to describe the Republican agenda on Gender Equality across audiences.

We need to keep environmental regulations in place because they **protect American families** from dangerous air and water pollution that can cause diseases like asthma, heart disease, lung disease, and even cancer. **Cutting these regulations would put the health of our children and families at risk.**

We need to cut back unnecessary environmental regulations that **cost the country jobs, encourage wasteful government spending**, and **hurt American businesses and workers**. We can protect our environment while also **supporting industries that create jobs and spur economic growth** that will benefit American families.

Issue Advantage
+32
Democratic



You should describe the Republican agenda on the Environment as...

Irresponsible Harmful Dangerous Destructive

These are the top-testing words to describe the Republican agenda on the Environment across audiences.

Which one do you agree with more?

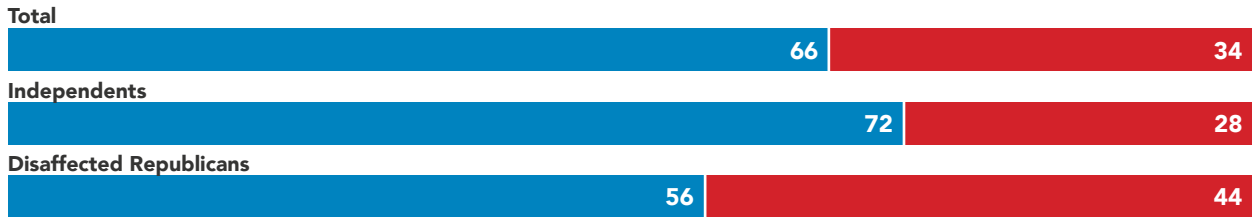
We need to continue to work with our allies and other foreign powers to **put pressure on bad actors through isolation and sanctions**. These diplomatic efforts can **peacefully change the behavior of these nations and deliver results** without causing a costly, dangerous war.

We have attempted to work with dangerous dictators in North Korea and Iran, but **diplomacy isn't working**. These regimes will only respond to military action. We need to take steps to **invest in and strengthen our military** so that we can actively defend our nation from these harmful regimes.

Issue Advantage
+32
Democratic



Foreign Policy



You should describe the Republican agenda on Foreign Policy as...

Dangerous Aggressive Reckless Harmful

These are the top-testing words to describe the Republican agenda on Foreign Policy across audiences.

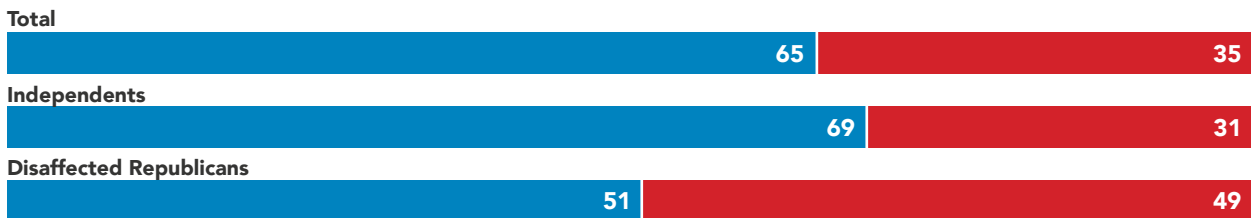
The best way to support America's middle class is to **raise people's incomes, create good-paying jobs, and reduce families' expenses for essentials** such as child care, education, and health care. The right way to create jobs is through **job training, skill development, and education** that prepares Americans for the jobs of the future.

The best way to support America's middle class is to **lower taxes** for all businesses and all Americans. The right way to create jobs is to **cut taxes and regulations** on businesses so they can afford to hire American workers.

Issue Advantage
+30
Democratic



Economy



You should describe the Republican agenda on the Economy as...

Flawed Greedy Harmful

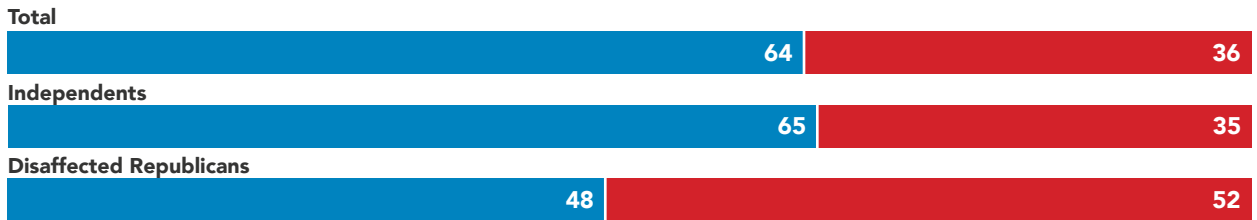
These are the top-testing words to describe the Republican agenda on the Economy across audiences.

Which one do you agree with more?

We should be working to provide **more access to health care, not less**. To ensure more Americans can afford high quality health insurance, we need to continue to **provide federal funding for Medicaid, protect pre-existing conditions, and fix Obamacare to lower premiums and prescription drug costs**.

We need to **repeal and replace Obamacare**. Free market solutions **giving power back to the states to regulate insurance markets** will do a better job of containing health care costs and increasing affordable choices than Obamacare's mandates that drive up premiums and deductibles.

Issue Advantage
+28
Democratic



You should describe the Republican agenda on Health Care as...

Unfair Harmful Flawed Heartless

These are the top-testing words to describe the Republican agenda on Health Care across audiences.

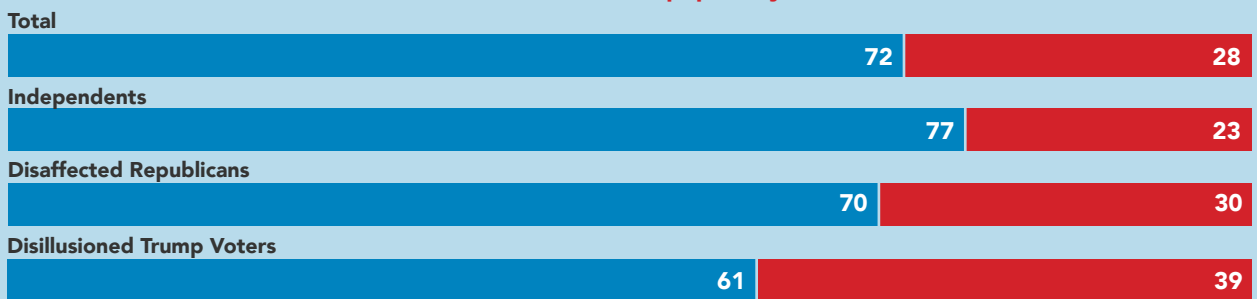
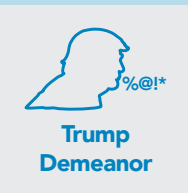
If you can't see eye-to-eye on the issues...

You can win your Thanksgiving on the issues alone, but you are still on solid ground if things turn into a debate on Donald Trump's demeanor.

President Trump's **tweets are frequently inappropriate, un-presidential, and hurt our country's standing among the rest of the world**.

President Trump has **brought a new level of accessibility to the presidency** by using social media to communicate with Americans and politicians and **speaking honestly regardless of the political popularity** of his statements.

Advantage
+44
Democratic



Americans believe the Republican agenda is “harmful”

Across the board, Americans use the word “harmful” to describe the Republican agenda. While it may not be the most powerful or attention-grabbing language to criticize the GOP position on the issues, it resonates broadly across audiences and on every winnable issue we’ve identified.

Harmful



For inquiries, please contact info@globalstrategygroup.com

Methodology: Global Strategy Group conducted a 1,000-interview online survey of registered voters nationwide between October 23 and October 25, 2017. Care has been taken to ensure that the partisan, geographic, and demographic divisions of the electorate are properly represented by the survey’s respondents.