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# BATTLEGROUND GRASSROOTS UPDATE

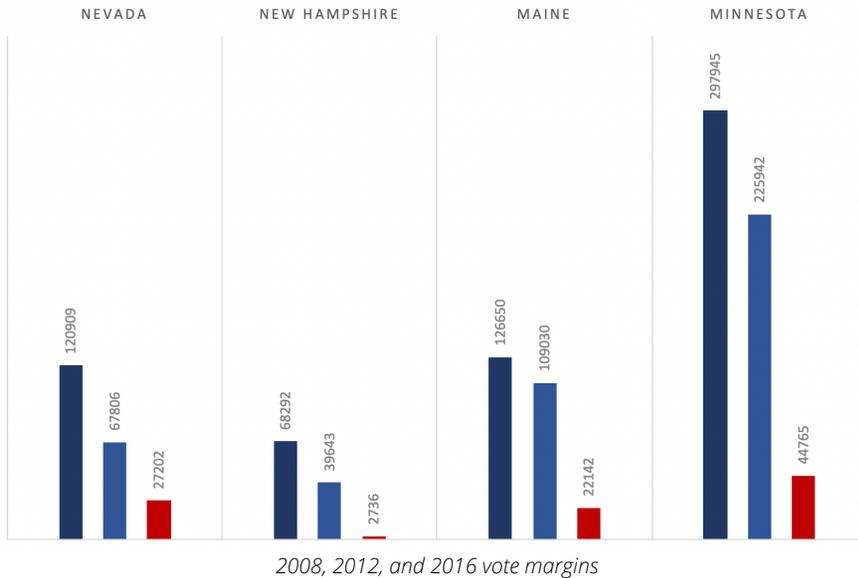
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## THE ELECTORAL MAP

# HOW DONALD TRUMP RE-WROTE THE PLAYBOOK

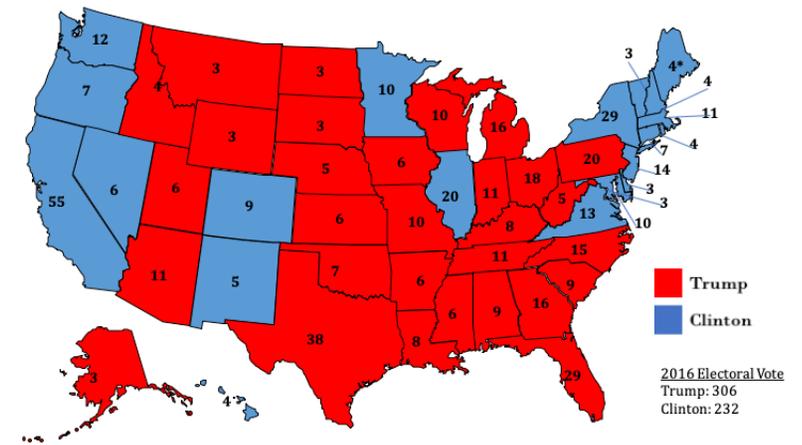
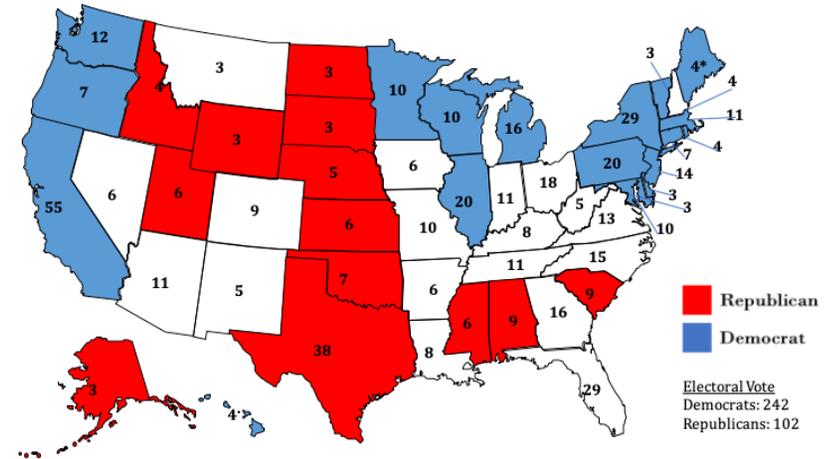
For over twenty years, the Electoral College map remained consistent. In the six presidential elections held between 1992 and 2012, 13 states voted for the Republican Presidential candidate every time, totaling 102 electoral votes. Meanwhile, 18 states consistently voted for the Democrat nominee, resulting in a total of 242 electoral votes.

The Democrats' advantage was daunting and their pathway to the Presidency was clear. Democrats only needed to hold these 18 reliable states and win a state like Florida to meet the 270-vote threshold.



President Trump shattered the Democrat playbook in 2016. Pennsylvania, Michigan, and Wisconsin all swung to Donald Trump, voting Republican for the first time in a generation. Additionally, states that had historically been swing states, such as Ohio and Iowa, delivered landslide victories for President Trump. Plus, states like Nevada, New Hampshire, Maine, and Minnesota were near misses on the President's path to 306 electoral votes.

In 2020, Democrats are scurrying to rewrite a playbook to win back states they had reliably won for a generation. On the strength of his political populism and policy successes, President Trump has forced the Democrats to compete in a different political landscape than they are used to, denying them the structural advantages that their party has held in the past.



# BATTLEGROUND GRASSROOTS UPDATE

## MINNESOTA

President Trump has hastened Minnesota's political realignment. In 2008, Barack Obama won 42 counties; in 2012, that number fell to 28. In 2016, Clinton had the worst performance of any Democrat dating back to 1972 and won only 9 counties.

## WISCONSIN

In the nine counties that Hillary Clinton won with a majority in 2016, voter registration has decreased by over 80,000 voters. Remember, President Trump won the state by 22,748 votes.

## MICHIGAN

In 2016, President Trump received 314,057 more votes than George HW Bush did in 1988, the last time a Republican had won the state.

## OHIO

President Trump's 2016 victory was nearly four times the size of George W. Bush's in 2004. The margin of victory was so large, it was the size of Obama's margins from 2008 and 2012 combined.

## NEW HAMPSHIRE

In 2008, Obama won by 9-points. In 2012 that margin shrunk to 5-points. In 2016, Trump brought the margin to only 0.4 points.

## MAINE

In 2016, President Trump received more votes than any non-incumbent Republican in the history of the state.

## PENNSYLVANIA

When President Obama won in 2012, there were over 1.1 million more registered Democrats than Republicans. When President Trump won in 2016, there were over 900,000 more Democrats than Republicans. Today, that number has dropped to below 800,000.

The strength of President Trump's support in rural counties should not be underestimated: President Trump's margins in the state's 45 smallest counties nearly doubled that of the party's 2012 nominee.

## VIRGINIA

In 2016's exit polls, President Trump led Clinton among voters with a highschool degree or less by 8-points. VCU's latest poll shows the President's lead has expanded to 14-points. According to the same poll, President Trump's support has increased by 5-points among non-white voters, from 17% to 22%.

## NORTH CAROLINA

Since the last time a Democrat won a Presidential Election here, Democrat registration has fallen by 330,287 voters, while Republican registration has increased by 104,130 voters. 60% of the Democrat registration decline has occurred in the last four years alone.

## GEORGIA

Per July 29's Monmouth poll, Biden is underperforming 2018 loser Stacy Abrams' final exit polls underperforming among black voters by 4-points and white college graduates by 4-points.

## COLORADO

In 2008, Democrats won Colorado by 9-points. In 2016, President Trump had the best performance of any Republican in over a decade, narrowing the margin in half. The organizational strength of the Trump campaign's 47 in-state staffers provides a significant advantage in this state's universal vote-by-mail election.

## NEVADA

Today there are 54,018 more Republicans in Nevada than four years ago. Reminder: Clinton won the state by only 27,202 votes.

## ARIZONA

No Democrat has ever won a majority of the vote in Arizona since Republicans gained a voter registration advantage. Today Republicans hold a 96,886 voter registration advantage over the Democrats.

## NEW MEXICO

Hillary Clinton's performance in 2016 was the lowest percentage of the vote received by a Democrat since Al Gore in 2000.

## TEXAS

Per the latest Quinnipiac poll on July 22, Biden is underperforming 2018 loser Beto O'Rourke's final exit polls. Biden is down 11-points with Hispanics and 5-points with women compared to O'Rourke.

## IOWA

President Trump was the first Republican candidate to exceed 800,000 votes since Dwight D. Eisenhower in 1952. In 2016, Donald Trump marked the first time a Republican candidate received a majority of the votes cast since Ronald Reagan ran in 1984.

## FLORIDA

Since 2012 (the last time a Democrat won Florida), Republican registration has increased by over 620,000 voters. Conversely, the Democrat registration advantage has fallen sharply in the last decade: In 2008 there were 695,740 more Democrats than Republicans. In 2016 there were 337,187 more Democrats than Republicans. Today, that number has fallen to 250,207.

