

TO: Interested Parties
FROM: Global Strategy Group
DATE: November 27, 2018
RE: **NJ-03 Post-Election Survey: LCV Victory Fund/EDF Action Ads Reinforced Successful Health Care Message That Helped Defeat MacArthur**

Tom MacArthur's central role in the effort to repeal the Affordable Care Act was front-and-center in the successful campaign to defeat the incumbent in New Jersey's 3rd Congressional District. Leaning on our [previous research in the district](#), which highlighted what an important issue this would be, LCV Victory Fund and EDF Action ran ads connecting the health impact of MacArthur's record of gutting environmental protections and allowing more toxic pollution into our air to his efforts to eliminate protections for people with pre-existing conditions. A new post-election survey in New Jersey's 3rd Congressional District shows just how important of a role health care played in this election and how tying health care and the health impact of gutting common sense environmental protections played a key role in Andy Kim's narrow victory over MacArthur.

KEY SURVEY FINDINGS:

- **Anticipating the salience of health care this cycle, LCV Victory Fund and EDF Action tied the adverse health impacts of MacArthur's environmental votes to his record on pre-existing conditions – and this message was persuasive and effective with key blocks of voters in the district.**

Tom MacArthur voted to gut common sense environmental protections, allowing big corporations to spew more toxic pollution in our air, which could lead to higher rates of asthma, heart attacks, and cancer. Worse, MacArthur tried to gut protections for people with pre-existing conditions like asthma, diabetes, and even cancer.

Despite comprising a relatively small proportion of the high volume of messaging put up against MacArthur, 54% of voters recall seeing the ad, including nearly two-thirds (62%) of swing voters¹ who recall hearing or seeing this line of messaging.

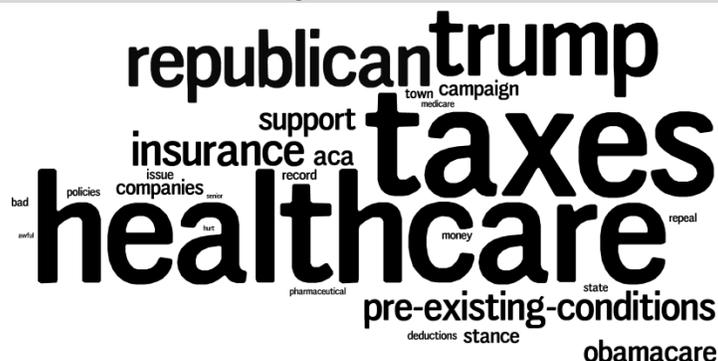
Moreover, a majority of Kim voters (86%), moderates (66%), and swing voters (62%) ranked this message as a convincing reason to not vote for MacArthur – placing it at the top or tied at the top of a list of three messages tested among all three groups (the other two were on health care and taxes).

- **Health care was indeed a top driver for not supporting MacArthur this cycle.** When asked their reason for opposing the incumbent, voters who supported Andy Kim volunteered MacArthur's involvement with the Republican health care bill as their biggest doubt about the incumbent, along with his position on the Republican tax plan at a similar intensity. MacArthur's party affiliation and

¹ Swing voters are defined as the 14 percent of the electorate that considered voting for the candidate whom they did not end up supporting.

connection to Trump, who is more disliked than liked in the district (47% fav/50% unfav), also broke through as second-tier reasons for not supporting him.

What one or two things do you remember seeing or hearing that gave you the biggest doubts about voting for MacArthur?



“Health care for one. That he drafted and proposed the bill.”

“Supporting the new tax bill that put a cap on the state and local deductions and writing the health care bill.”

- Protecting New Jersey’s water and air emerge as top priorities for voters in the district.** Despite this cycle’s overwhelming emphasis on health care and taxes, voters in the district ranked protecting New Jersey’s water from toxic pollution (81% major priority) as the top priority that their elected officials should address in Washington. Protecting the air from toxic pollution (69%) was ranked as a strong second-tier priority alongside improving public schools (69%) – falling just behind water (81%), health care (77%), and high-paying jobs (77%) as top priorities.

ABOUT THIS POLL

Global Strategy Group conducted a survey on November 8-12, 2018 of 600 2018 General Election voters in New Jersey’s 3rd Congressional district. The results have a margin of error of +/-4.0%.