

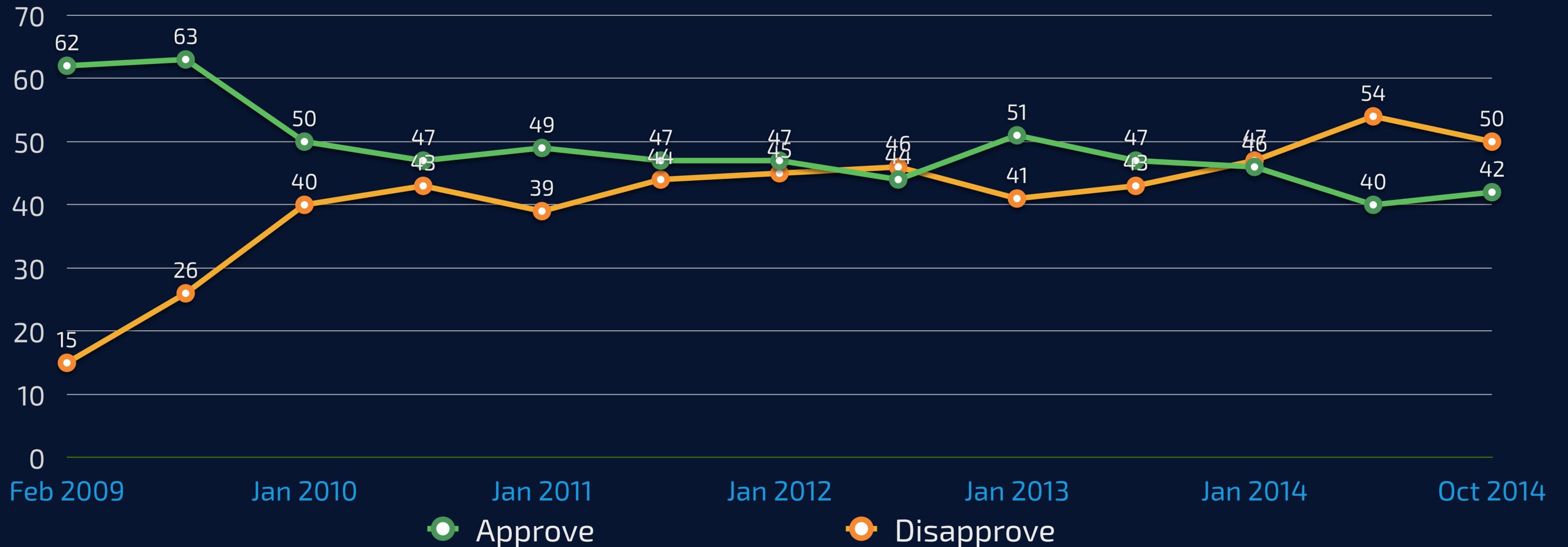
The 2014 Midterm Elections



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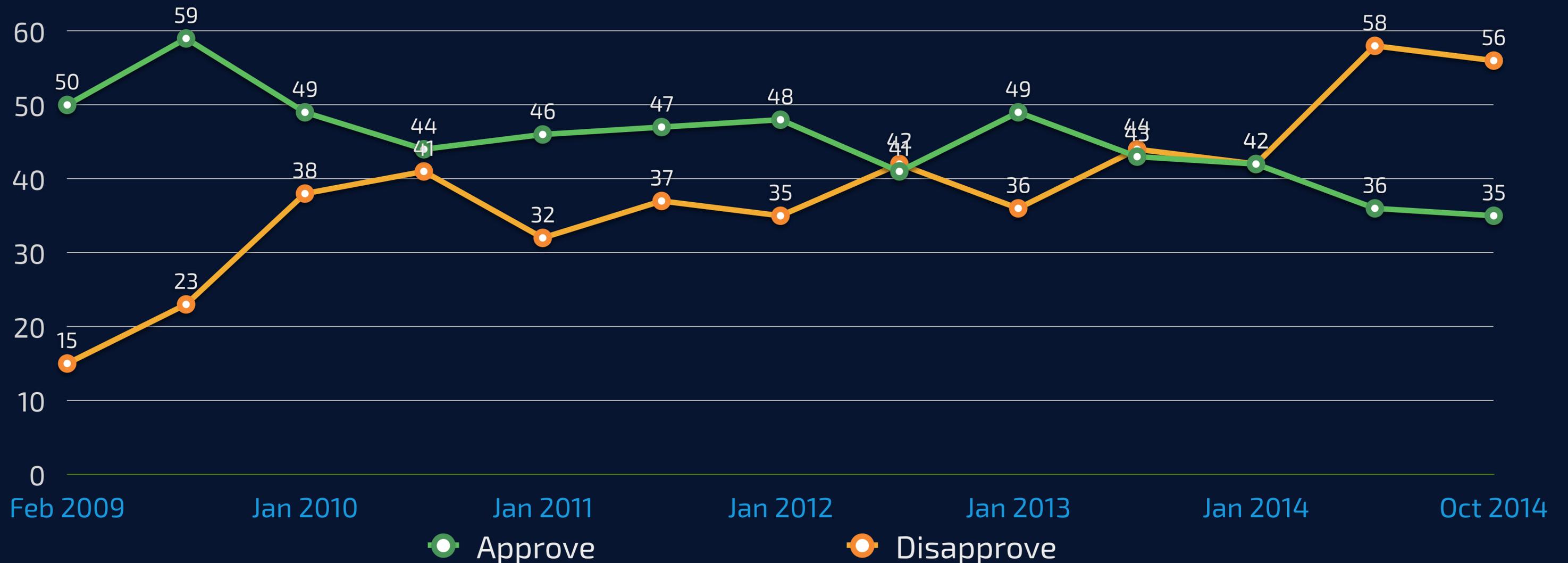
INSIGHTS

The President is not on necessarily on the ballot in 2014, but his job approval is a factor.

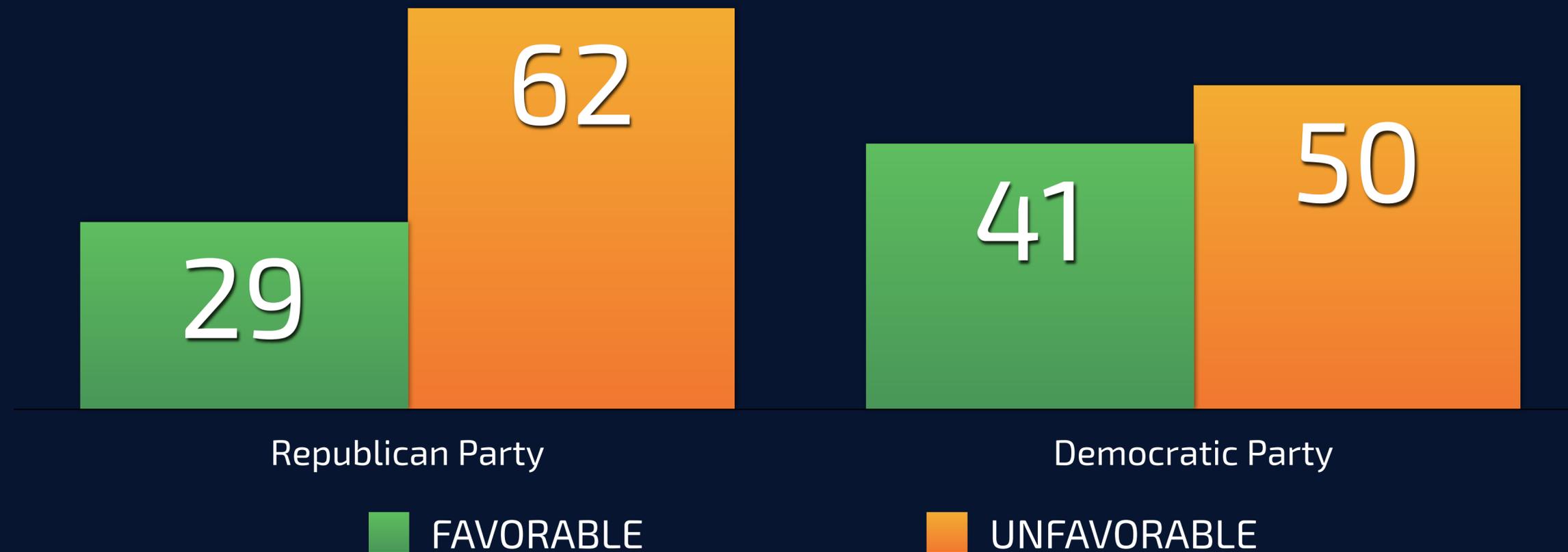


Data Source: CBS/New York Times Polling

Obama's foreign policy job approval is weighing down his standing.



The Republican Party brand is not good, but neither is the Democratic brand, giving GOP an opportunity.



In 2008, 2010, 2012, the clear #1 issue was jobs and the economy.

In 2014, it is less clear what issue is driving voter attitudes.

First, let's turn to the **House**.

Current makeup:

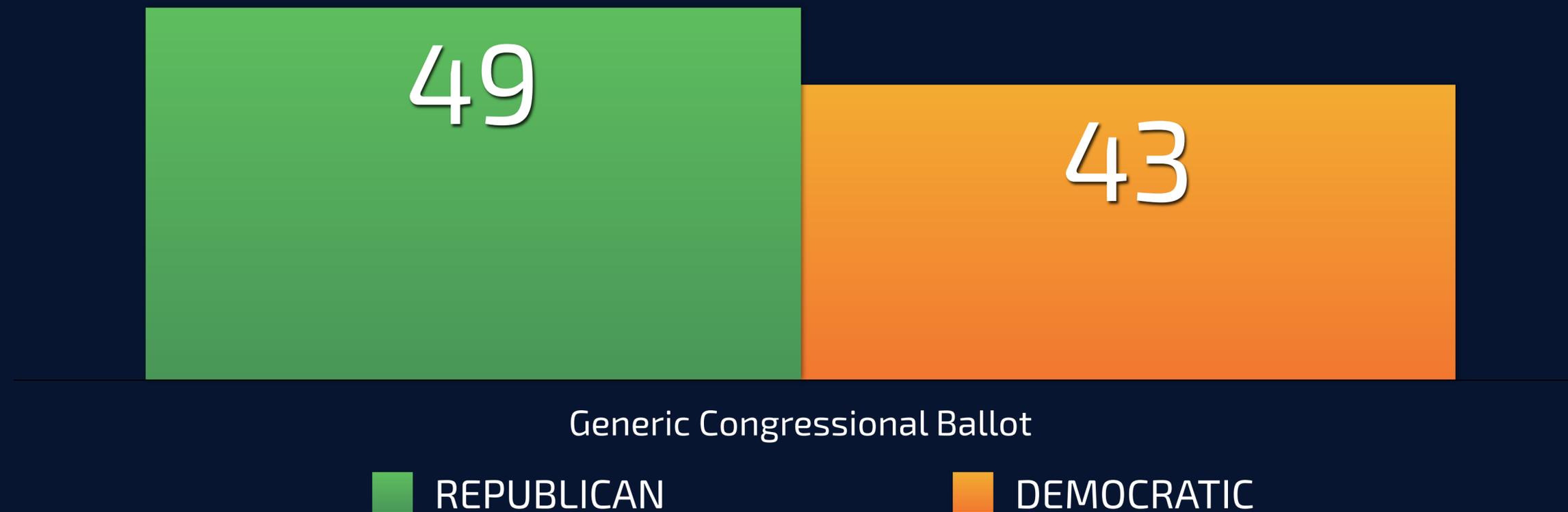
GOP = 233 seats

DEM = 199 seats

Very few seats are competitive.

Likely Democratic	Lean Democratic	Democratic Toss Up	Republican Toss Up	Lean Republican	Likely Republican	
DIST.	DIST.	DIST.	DIST.	DIST.	DIST.	
CA-03 Garamendi	AZ-09 Sinema	AZ-01 Kirkpatrick	CO-06 Coffman	AR-02 OPEN	AR-04 OPEN	
CT-05 Esty	CA-31 OPEN	AZ-02 Barber	FL-02 Southerland	MI-01 Benishek	CA-21 Valadao	
FL-18 Murphy	CA-36 Ruiz	CA-07 Bera	IA-03 OPEN	NJ-03 OPEN	IL-13 Davis	
HI-01 OPEN	IL-17 Bustos	CA-26 Brownley	NE-02 Terry	NY-21 OPEN	IA-04 King	
IL-08 Duckworth	IA-01 OPEN	CA-52 Peters	NY-11 Grimm	VA-10 OPEN	KS-03 Yoder	
IL-11 Foster	ME-02 OPEN	FL-26 Garcia	0 DEMOCRATS 5 REPUBLICANS	WV-02 OPEN	MI-07 Walberg	
IA-02 Loeb sack	MA-06 OPEN	GA-12 Barrow		1 DEMOCRAT 5 REPUBLICANS	MI-11 OPEN	
MN-01 Walz	MN-07 Peterson	IL-10 Schneider			MT-AL OPEN	
NV-04 Horsford	NH-02 Kuster	IL-12 Enyart			NV-03 Heck	
NY-04 OPEN	NY-01 Bishop	MN-08 Nolan			NY-19 Gibson	
WA-01 DelBene	NY-18 Maloney	NH-01 Shea-Porter			NY-23 Reed	
11 DEMOCRATS 0 REPUBLICANS	NY-24 Maffei	WV-03 Rahall			12 DEMOCRATS 0 REPUBLICANS	NC-07 OPEN
	TX-23 Gallego					ND-AL Cramer
	12 DEMOCRATS 1 REPUBLICAN					
						UT-04 OPEN
			WI-06 OPEN			

Republicans are likely to hold the House and **possibly pick up seats** despite widespread voter frustration.



Next, the **Governor's** races.

With DC gridlocked, the states are playing a big role in defining the GOP.

Could flip GOP to DEM:

AK, AZ, FL, MI, WI, KS

Could flip DEM to GOP:

CT, CO, MA, IL

Let us turn then to the **Senate**, the “main event” of the midterms, where Republicans need to pick up six seats.

Current makeup:

GOP = 45 seats

DEM = 53 seats + 2 INDS

Recall that the Senators who are up for re-election this year were last on the ballot in 2008, a presidential year that was extraordinary for Democrats.

The environment in the midterms is quite different.

It is almost certain that two seats will go from Democratic to Republican: West Virginia and Montana.

Both are “open” seats.

If Republicans are sure to win those two, then they need to **win four more** in order to have a majority.

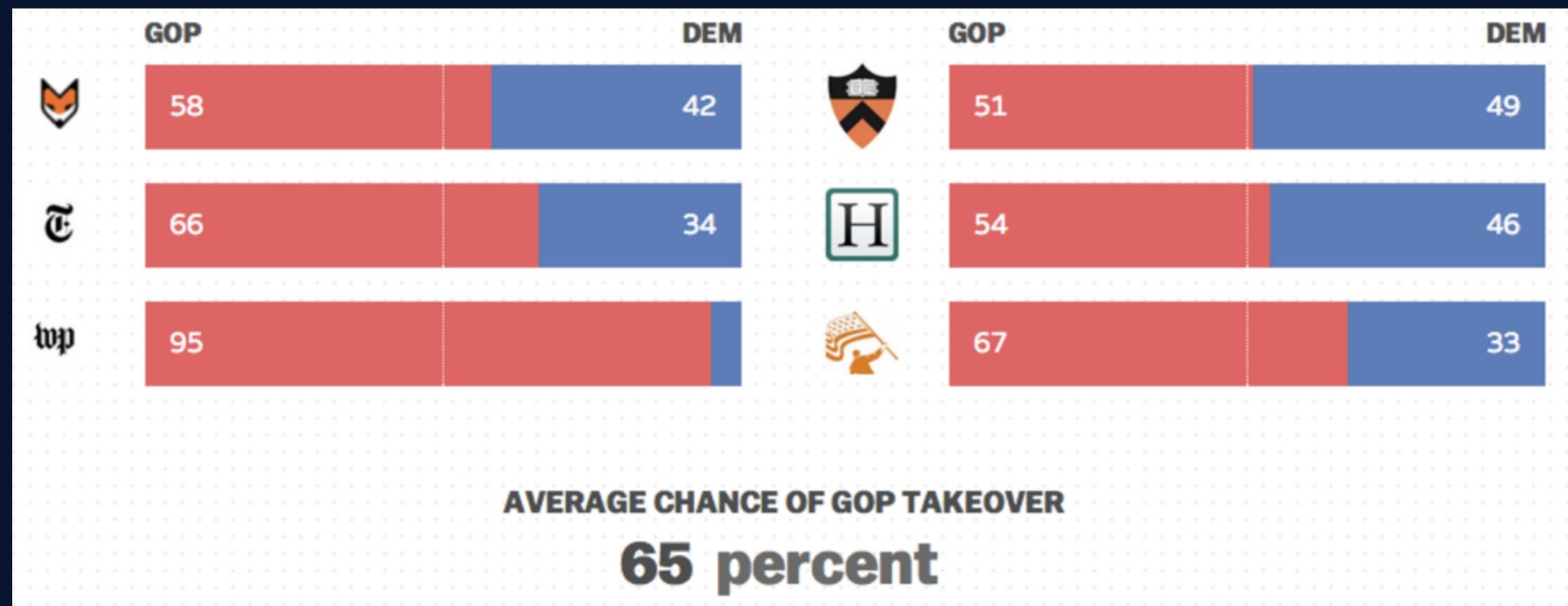
Possible opportunities include:

MT, LA, AR, NC, IA, CO, AK, NH. Many of these seats are held by incumbent Democrats.

There are also some Republican incumbents and seats which are in danger, in KY, GA, and KS.

For each of these they lose, they must win one more from the previous list.

The models which use public polls as input in order to simulate election outcomes currently put the odds of a GOP Senate pickup as roughly 65%.

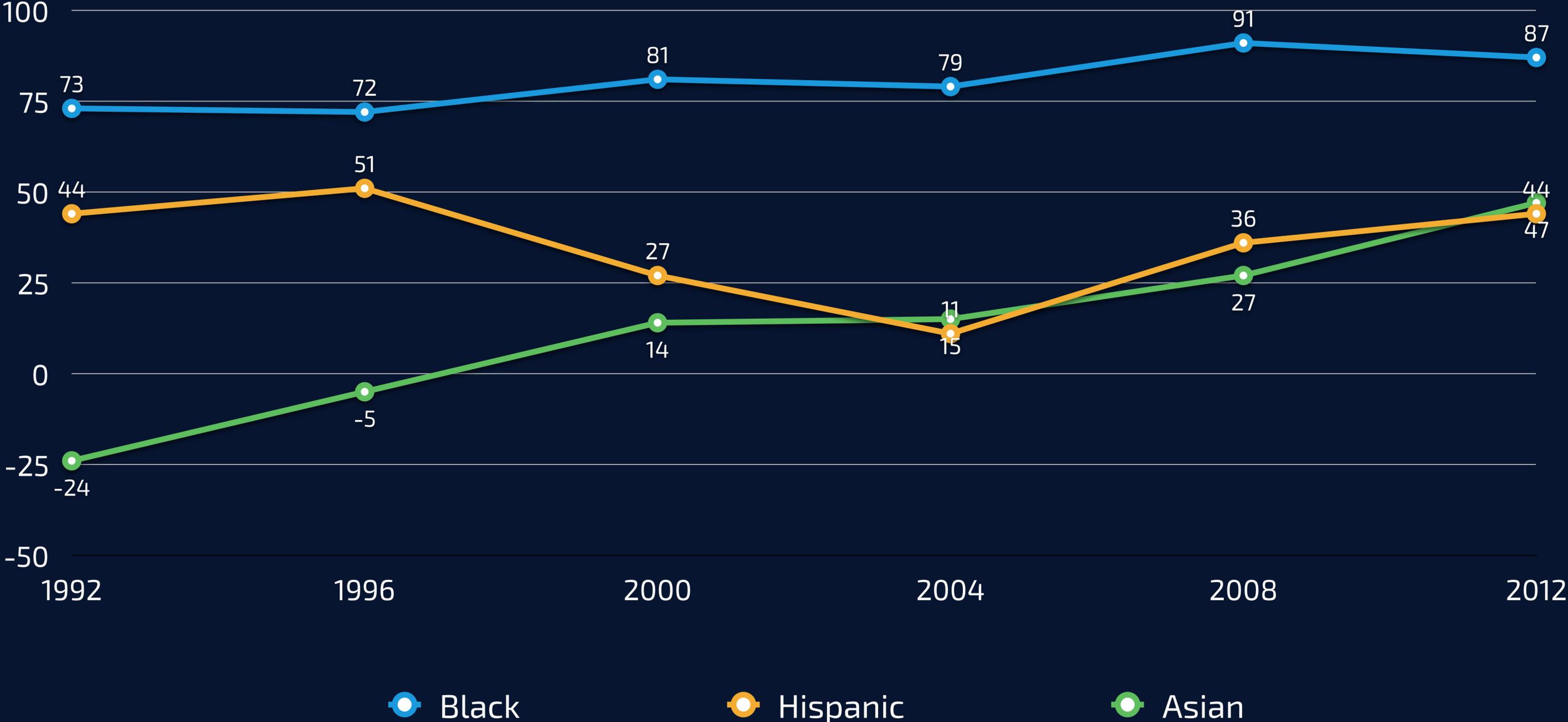


The big question: what would
Republicans DO with a Senate majority?

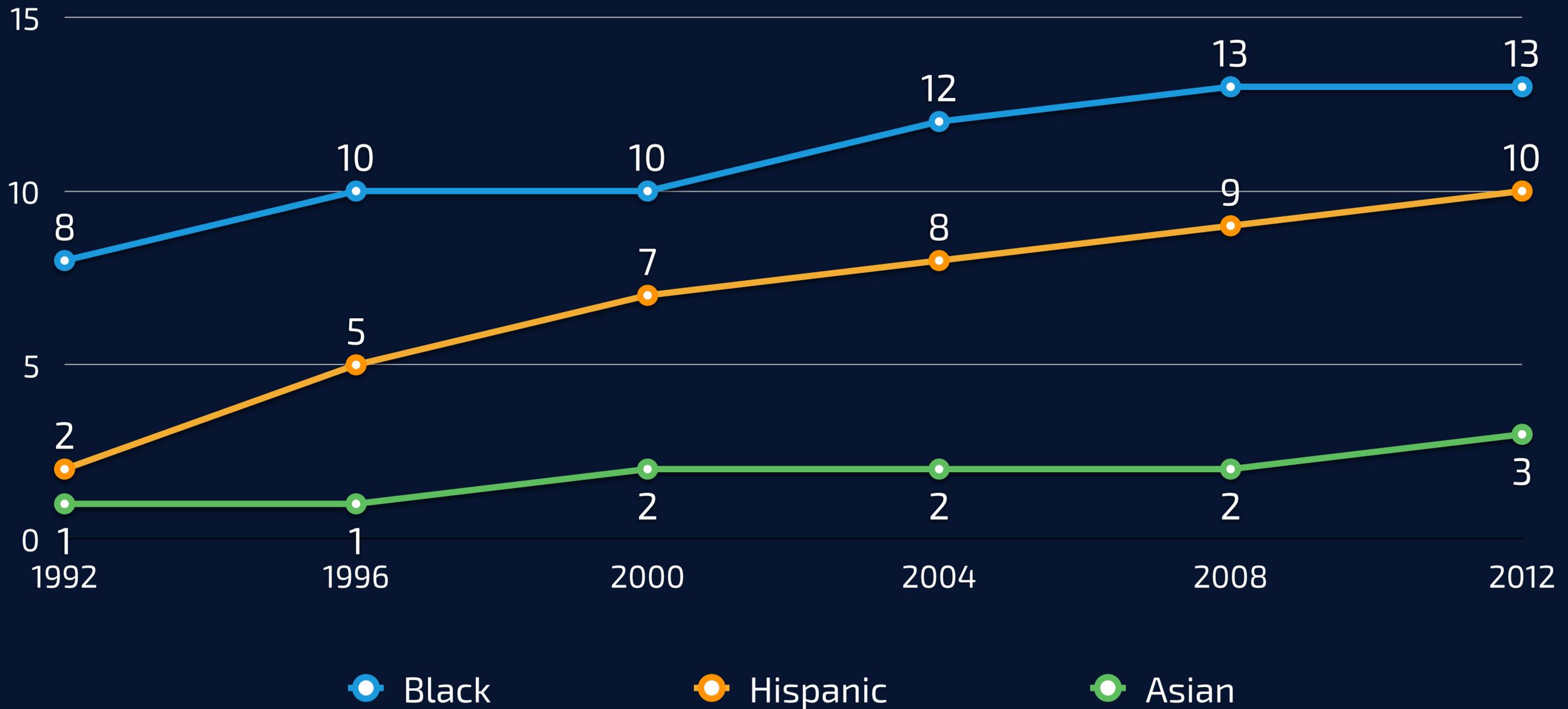
Demographics of midterms are very different from presidential years.

Republicans need to be able to win swing states in a midterm.

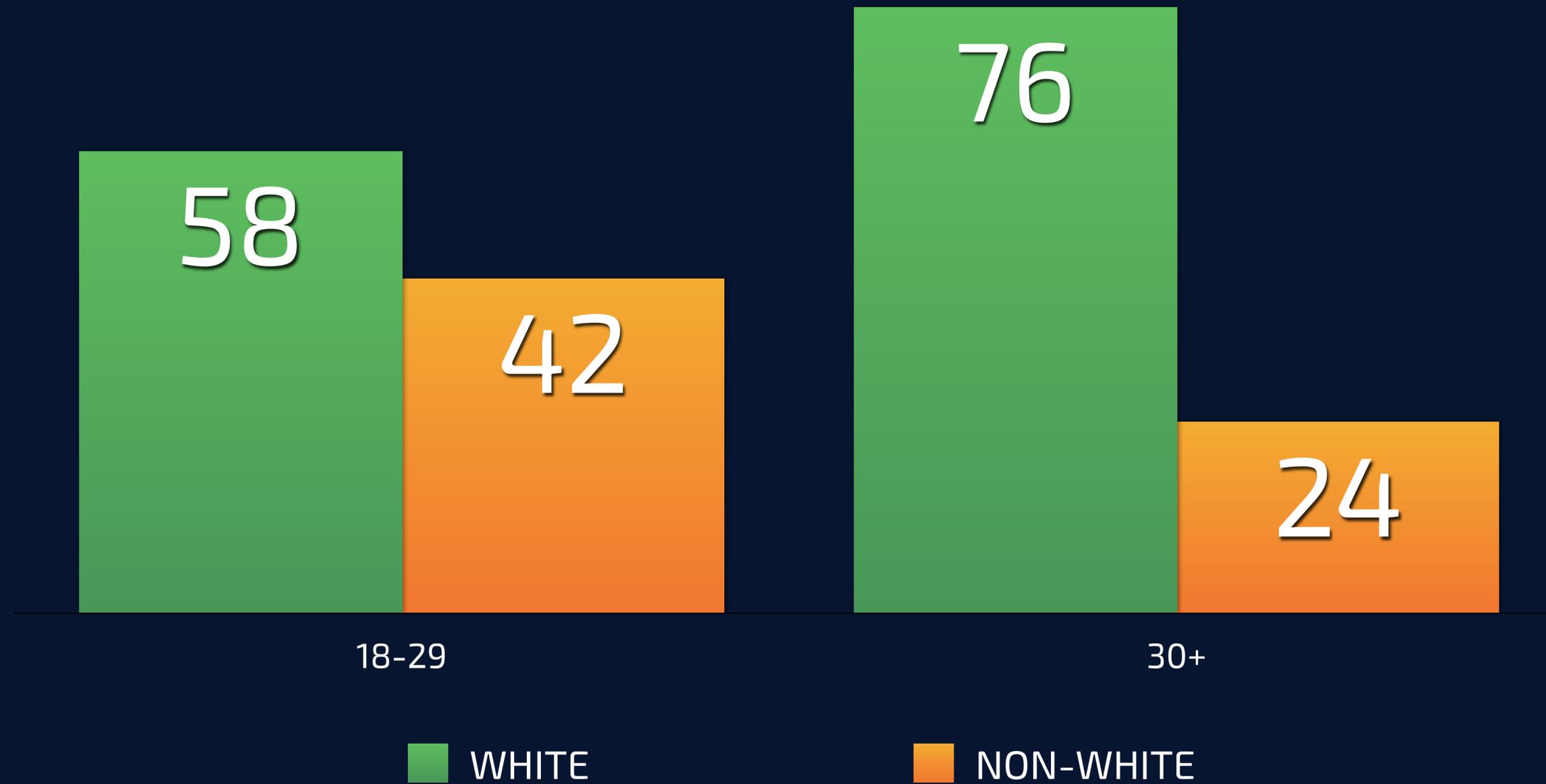
Democratic advantage with non-white voters in presidential years



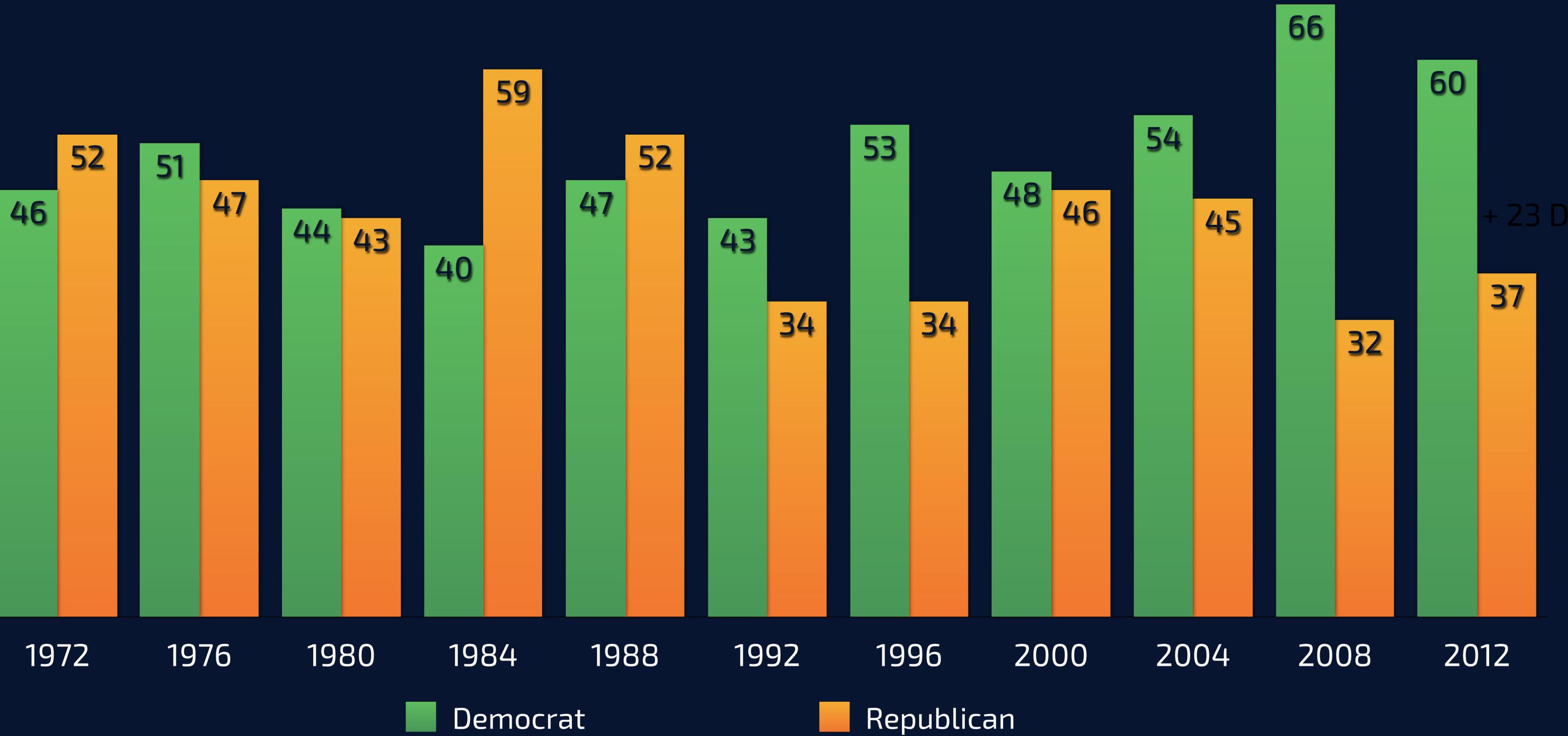
Proportion of the electorate composed of non-white voters



Older voters are much more likely to also be white.



Strong Dem performance with young voters creates long term GOP challenge.



Can Republicans hold the Governor's mansion in FL and MI? Can they pick up a Senate seat in CO and IA?

The results of 2014 will set the scene for the Republicans' tough 2016 math.

The big 2016 question: which states can Republicans win that Romney lost?





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INSIGHTS

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