

Donald J. Trump

45TH & 47TH PRESIDENT OF THE UNITED STATES







IS NO
MORAL
IMPASS

TRAITOR

We've seen
this before

UNFIT

PRESIDENTS
ARE NOT KINGS

NO DICTATORS in the USA

RISE AND
RESIST

If you are a DC opinion elite, you just think the last eight months have been:



CHAOS

But to real voters it is more complicated than that.

The Reality of Trump's First Eight Months?

- It is not as bad as Democrats will have you believe
- And, it is not as good a Republican will have you believe
- Yes, it's complicated. It's Donald Trump!

Four things for you to think about that I am going to go through:

1: There is plenty that voters like about Trump's first eight months

2: There is plenty of concern that voters have about his economic policies

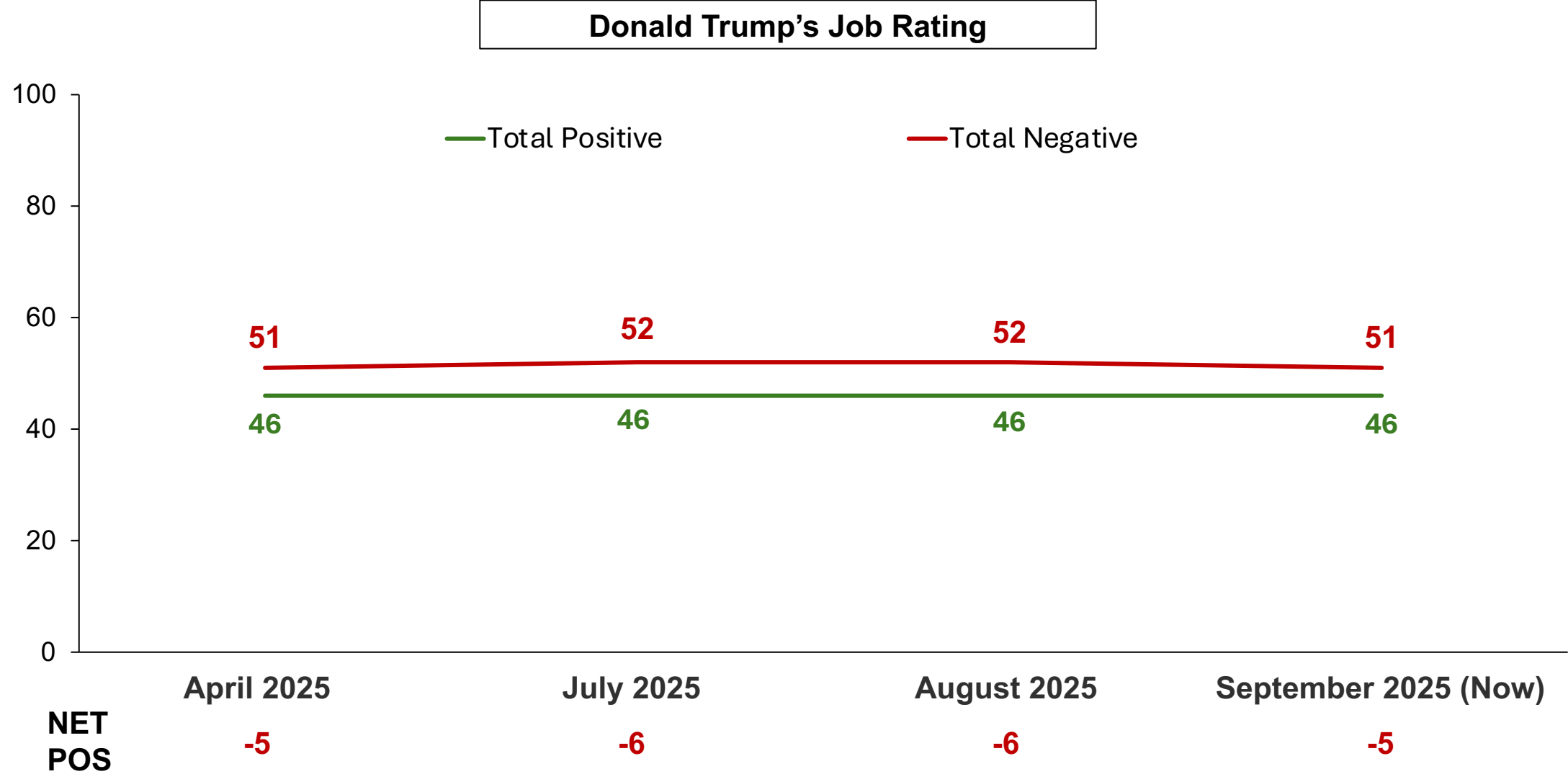
3: Voters are still in a “wait and see” environment

4: Voters think Democrats are a Disaster

#1: What do voters like about Trump?

- Action – he is getting things done
- The lights are back on in the White House
- Strength – he is not going to let America get pushed around
- He has sealed the border with Mexico and sent illegal criminals home
- He is taking on the criminals in American cities
- And because of all of this, more voters think the country is moving in the right direction than in years

Reality Check: Trump’s job rating has been fairly stable since April



#2: What concerns voters about Trump?

- America has an anxiety problem
- Trump is supposed to be the businessman President who has the magic elixir to straighten the economy out
- His biggest strength has turned into his biggest weakness
- A majority of voters don't think Trump is focusing on the priorities that are important to them – inflation and the economy
- 61% oppose his tariffs and 54% think that tariffs will have a negative impact on the economy
- 75% say Trump's tariffs will make prices more expensive

The result has been tough numbers for Trump

- 63% of voters give the economy a negative job rating – to put this in context, this is in Joe Biden territory
- Trump's job rating on the economy – 55% negative
- Trump's job rating on inflation – 59% negative

#3: But voters are in a “Wait and See” moment

- Americans give new Presidents some space and time before they fully judge
- The jury is still out for one-third of voters who say that the cost of living is not a problem now but will be if costs keep going up
- Trump has benefited from a “sky is falling” narrative over the last eight months that has not materialized on inflation pain.
- One-third of voters think tariffs will cause economic difficulties in the short run but economic benefits in the long run
- These voters are waiting to see if Trump is going to pull a rabbit out of the hat

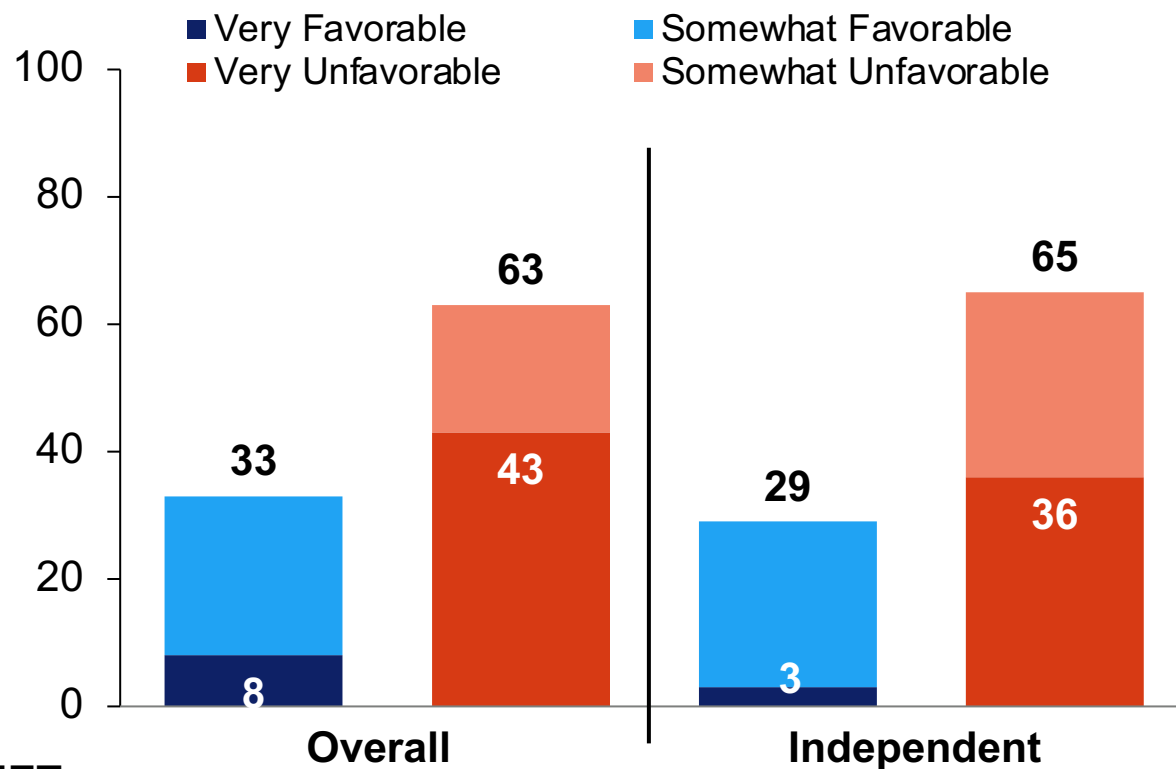
Voters are also waiting to see what other Trump/GOP policies may impact them

- Voters have a high awareness level of the “*Big Beautiful Bill*”
- The midterm elections will be a fight on who brands BBB better
- Democrats will say the wealthy and big corporations get all the tax breaks and that millions will lose health insurance and have costs go up
- Republicans will say that the middle class get a big tax cuts and that they are rooting out fraud and drifters in Medicaid to make it stronger.
- Watch for healthcare to be a top issue in the midterms. ACA subsidies go away, many will lose Medicaid coverage, Medicare Part D costs go up, and rural hospitals and clinics may not survive Medicaid cuts.

#4: Democrats are a disaster

- Never in modern political history have Democrats been in such dire straights
- Their branding is awful and disconnected from voters
- They are no longer the party of working-class people
- Voters don't think they are listening to them
- Worse off is that voters think Democrats care more about illegal immigrants, transgender people, criminal rights, foreign aid and climate change than they do them, their jobs or their communities
- Weak and Woke are the most common words to describe Dems

DEMOCRATIC PARTY POPULARITY

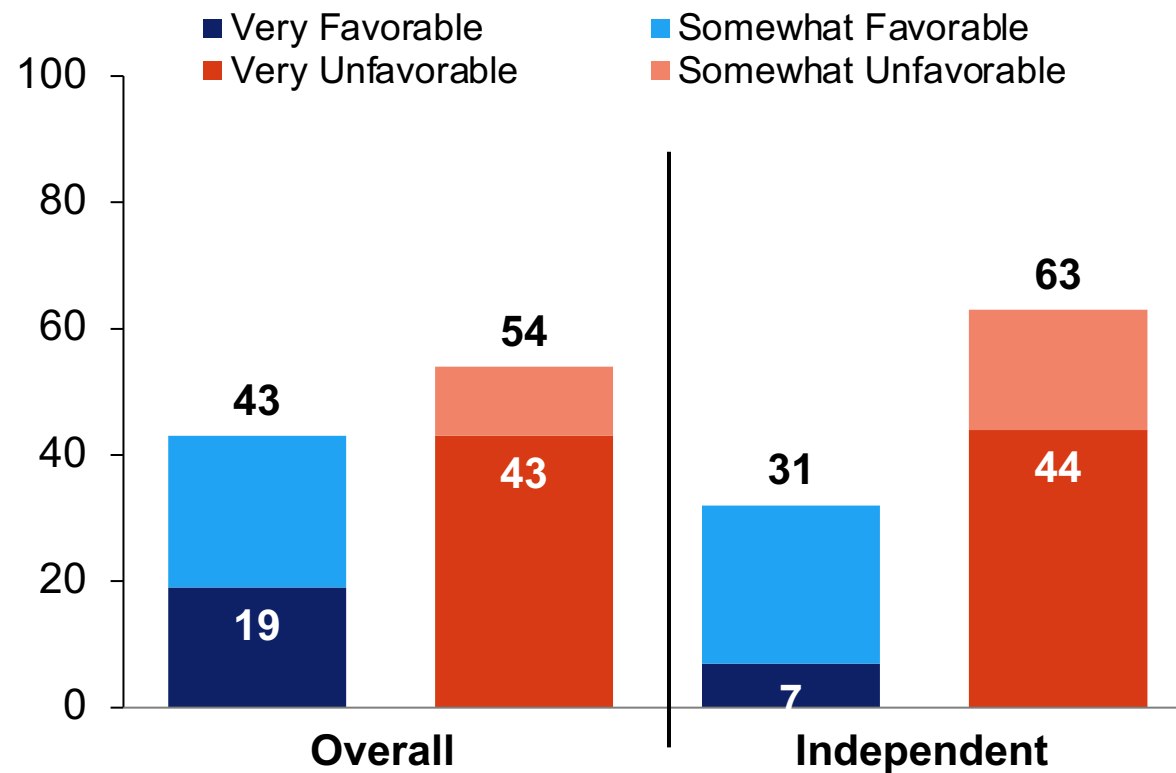


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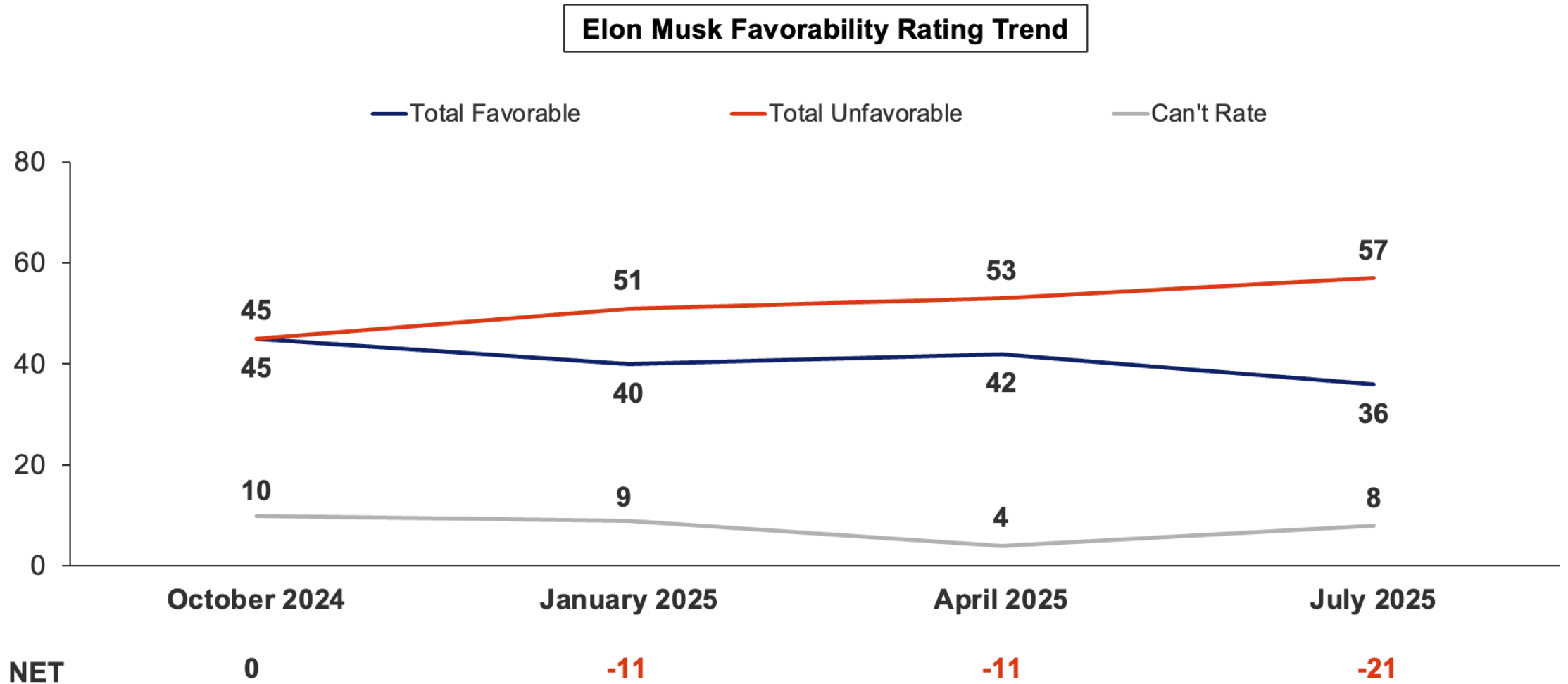
REPUBLICAN PARTY POPULARITY



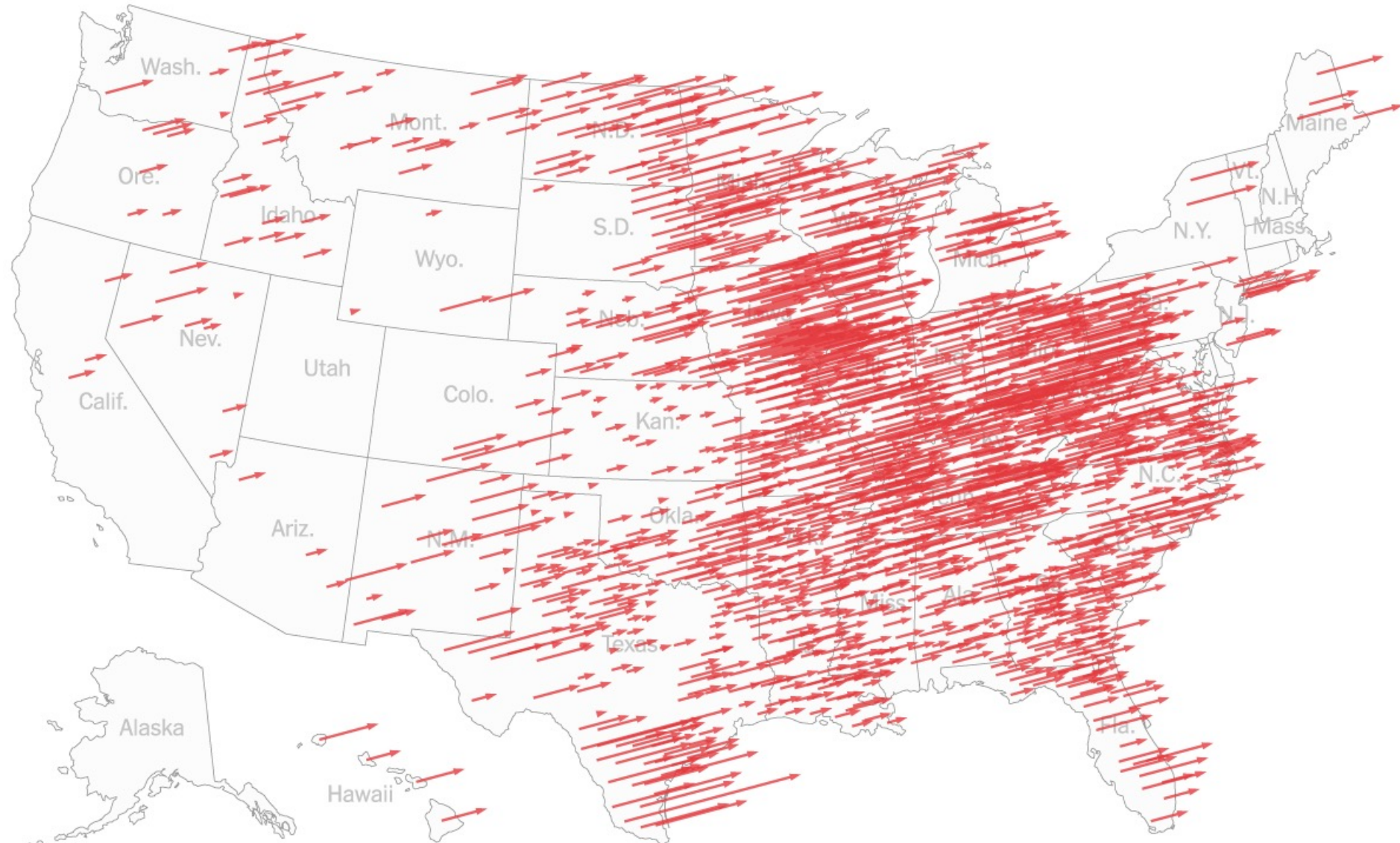
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To put the Democrats problems in perspective, Elon Musk is more popular than Democrats



This is where voters shifted toward President Trump in each of the last three elections.



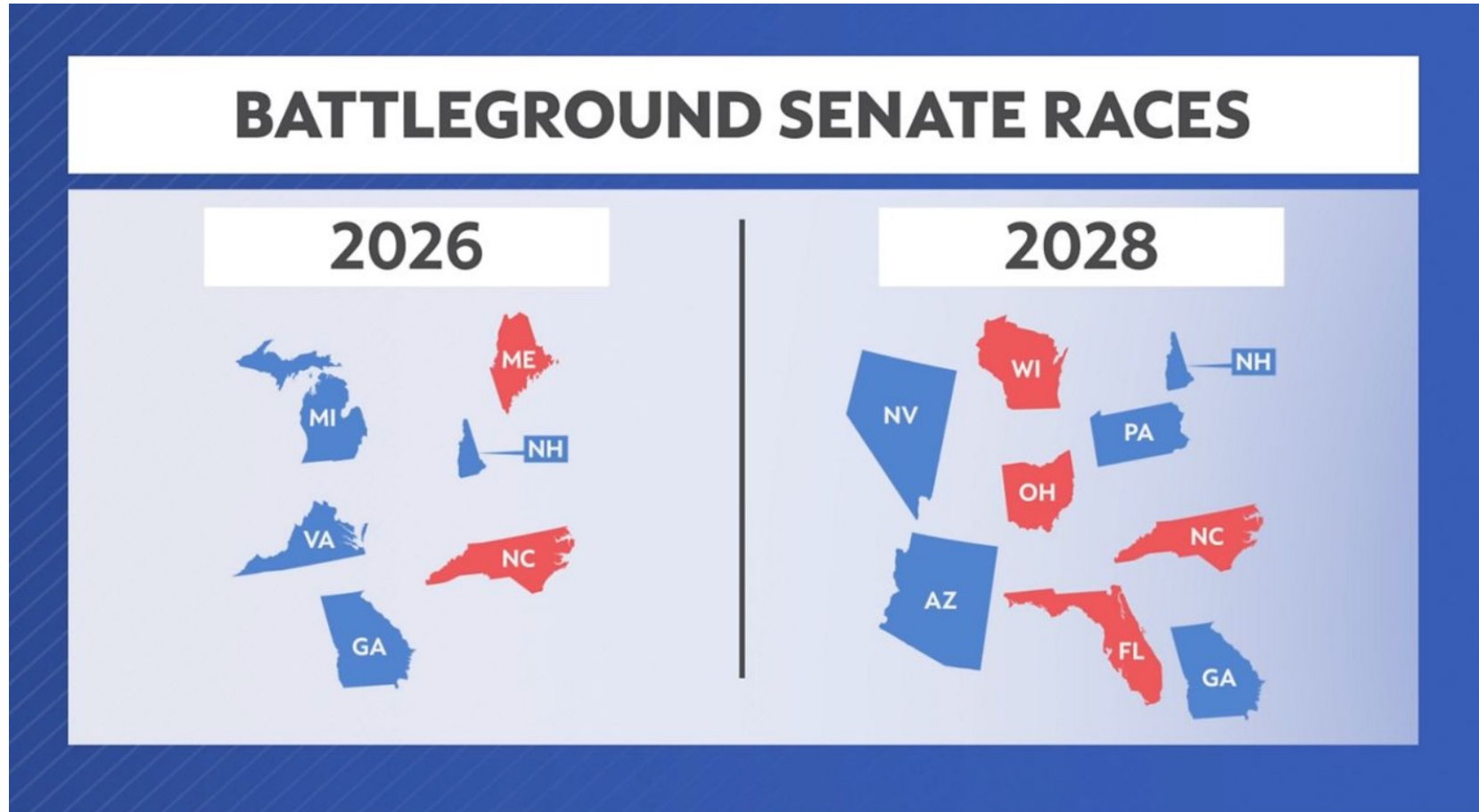
And this is where voters shifted toward Democrats.



What does this mean for Democrats?

- They don't have the credibility to be critics
- They need to work on reconnecting their trust with working class voters
- And they still may take back the House
- But winning because Republicans are losing is not a long-term strategy. You have to stand for something
- Republicans are cohesive, have a plan, and are like a family
- Democrats are like a group of silos and leaderless

2026 is a tough Democrat map in the Senate



Reality Check for Democrats

- Democrats would need to pick up four seats to regain control of the chamber, including at least two in states that President Donald Trump carried last year by double-digit margins
- Dems would need to win in Maine and North Carolina and then in far-reach states like OH, IA and AK
- And Dems would need to hold onto states with current Senators in the battleground states of MI & NH

There are only 18 Toss Up Congressional Districts in America

LIKELY DEMOCRAT 18 Dem • 0 Rep 0 Ind	LEAN DEMOCRAT 11 Dem • 1 Rep 0 Ind	DEMOCRAT TOSS UP 10 Dem • 0 Rep 0 Ind	REPUBLICAN TOSS UP 0 Dem • 8 Rep 0 Ind	LEAN REPUBLICAN 1 Dem • 9 Rep 0 Ind	LIKELY REPUBLICAN 1 Dem • 13 Rep 0 Ind
CA-21 Costa	CA-09 Harder	CA-13 Gray	AZ-01 Schweikert	CA-22 Valadao	AK-AL Begich III
CA-25 Ruiz	CA-27 Whitesides	CA-45 Tran	AZ-06 Ciscomani	CA-40 Kim	AZ-02 Crane
CA-49 Levin	CA-47 Min	ME-02 Golden	CO-08 Evans	CA-41 Calvert	CA-03 Kiley
CT-05 Hayes	FL-23 Moskowitz	NC-01 Davis	IA-01 Miller-Meeks	IA-03 Nunn	CO-03 Hurd
IL-17 Sorensen	MI-08 McDonald Rivet	NM-02 Vasquez	MI-07 Barrett	MI-10 OPEN (James)	FL-13 Luna
IN-01 Mrvan	NE-02 OPEN (Bacon)	NY-04 Gillen	PA-07 Mackenzie	NJ-07 Kean Jr.	IA-02 OPEN (Hinson)
MI-03 Scholten	NJ-09 Pou	OH-09 Kaptur	PA-10 Perry	NY-17 Lawler	MI-04 Huizenga
MN-02 OPEN (Craig)	NV-03 Lee	OH-13 Sykes	WI-03 Van Orden	PA-08 Bresnahan	MT-01 Zinke
NH-01 OPEN (Pappas)	NY-03 Suozzi	TX-28 Cuellar		TX-34 Gonzalez	NC-11 Edwards
NH-02 Goodlander	NY-19 Riley	WA-03 Perez		VA-02 Kiggans	PA-01 Fitzpatrick
NV-01 Titus	OR-05 Bynum				TX-15 De La Cruz
NV-04 Horsford	VA-07 Vindman				TX-35 OPEN (Casar)
NY-18 Ryan					VA-01 Wittman
NY-22 Mannion					WI-01 Steil
OH-01 Landsman					
PA-17 Deluzio					
VA-10 Subramanyam					
WA-08 Schrier					