

To: Interested Parties
From: Chris Sloan, Campaign Manager,
Nicole Galloway for Missouri
Subject: Last Night



Last night voters across many parts of the state and the country went to the polls. While every election is unique, last night's results are a great sign for Democrats running in Missouri. Yesterday's election was the first contest in the 2020 election cycle and produced results we worked for and anticipated.

Missouri House District 99:

In a story playing out across the country, suburban districts like House District 99 are sharply trending away from the GOP. The trend in St. Louis County started with Trump's election in 2016.

In 2016, Trump performed nearly 6-points worse in HD99 than Romney did in 2012. In 2012, Romney earned 55.19% in HD99. In 2016, Trump earned 49.42% - beating Clinton by less than 5-points.

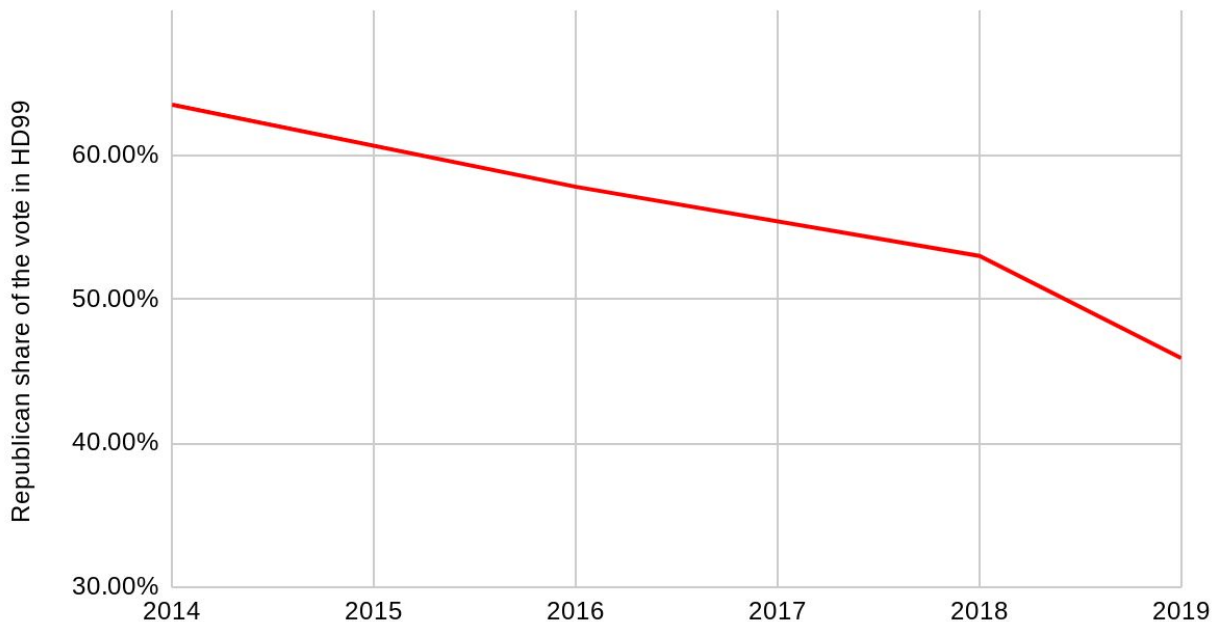
In the 2018 midterm election, the district had virtually slipped away for federal GOP candidates. McCaskill defeated Hawley by 9-points and Cort Van Ostran defeated Congresswoman Wagner by 2-points. Nicole Galloway carried the district by a stunning 18.5-point margin. Every other Democrat running in HD99 crossed 50% support.

2018 Races in HD99:

McCaskill (+9%)	53.2%	Galloway (+18.5%)	56.8%	VanOstran (+2.1%)	50.2%	Evans (+6.1%)	53.0%
Hawley	44.2%	McDowell	38.3%	Wagner	48.1%	LaBozzetta	46.9%

By Tuesday's HD99 Special Election, the district's blue turn was complete as Trish Gunby scored an 8-point win - running 7-points ahead of the Democratic candidate for the district in 2018. Since 2014, the Republican share of the vote in the race for state representative from HD99 has been in steady decline.

Republican share of the vote for State Rep in HD99



In the final weeks of the campaign, the House Republican Campaign Committee reported nearly \$32,000 in independent spending opposing the Democratic candidate in negative online ads and direct mail. [According to media reports](#) and the campaign, these ads and mail pieces attempted to [tie Gunby to divisive national Democrats, such as AOC and "The Squad"](#) as well as disgraced former St. Louis County Executive [Steve Stenger](#).

Given the final margin and the dramatic decline in support for the GOP candidate as compared to the 2018 election, it would be difficult to argue that this strategy was anything but a spectacular failure.

Additionally, Planned Parenthood and NARAL made independent side investments in the race on behalf of Gunby, who openly opposed the Governor's anti-choice extremism. Gun safety advocates from Moms Demand Action aggressively campaigned for Gunby, who was endorsed by the organization as a Gun Sense Candidate.

The Jefferson City GOP agenda did far more to harm GOP prospects in HD99 than help. At the same time, the Democrats' embrace of reproductive freedom and common-sense gun safety increased voter support for the Democratic candidate. The GOP playbook simply no longer works in suburban districts. It was a similar story last year in the SD17 Special Election in suburban Clay County. Parson and Trump will be serious drags in 2020 for the GOP in suburban Missouri.

Kentucky Governor's Race:

Governor-Elect Besher's election last night is a strong sign of electoral trends that will carry into 2020. While Kentucky and Missouri are two entirely different states, the comparisons between urban areas driving the voting population (Louisville/Lexington vs St. Louis/Kansas City), a number of swing suburban counties, and a large number of rural counties with high voter participation allows us to draw some broad-stroke conclusions. Here are the three biggest takeaways:

1. **Democrats are fired up and motivated to vote.** Last night, Democrats turned out in force across Kentucky, with Jefferson County (Louisville) coming in at 97% of 2016 turn out and 160% of the turn out in the last Governor's race. We are already seeing grassroots support and base enthusiasm here in Missouri and as we continue to build our campaign that will only grow.
2. **Suburban voters voted more Democratic.** At least 9 suburban counties in Kentucky voted for Governor-elect Besher (none of those counties voted for Hillary Clinton and only 2 voted for Jack Conway in 2015). Suburban counties across the river from Cincinnati, Ohio were responsible for the largest shift of support in Kentucky. Between 2015 and last night the statewide total shifted +9.4% in Beshear's direction, but suburban counties had massive swings from 2015: Boone County +21.1%, Kenton County +19.9%, and Campbell County +18.5%. These results, coupled with Trish Gunby's result in HD-99 last night, show Democrats are poised to compete and win suburban counties across Missouri.
3. **Nationalizing the race does not work.** Governor Bevin entered election day as one of the most unpopular Governors' in the country. Bevin attempted to nationalize the race and leaned heavily on national republicans for salvation, whose help fell flat. Governor Mike Parson has the lowest approval rating and highest "don't know" percentage of any Governor up for election in 2020, according to [Morning Consult](#). Governor Parson is currently running [ads](#) trying to nationalize the race by talking about impeachment.

Why November 2019 Matters:

Nicole Galloway is going to be the next Governor of Missouri because this race is going to be fought and won on issues that affect Missouri working families, not whatever is happening in Washington DC. Nicole is going to present a vision for the state, a New Way, that expands public education for all Missourians and gives our teachers the respect they deserve, a vision that expands access to health care for our most vulnerable citizens including reinstating the 100,000 kids Governor Parson kicked off their insurance, and creates a government that works for the people of Missouri in the light of day, not the special interests.

Nicole Galloway's campaign, in close partnership with the Missouri Democratic Party and all of our statewide and legislative campaign committees, are well on our way to building the most robust campaign infrastructure in Presidential election year history. We will talk to every possible voter, we will engage with every possible community, and we will build the largest grassroots movement that has been seen in a Missouri Governor election.