

# Third of voters don't know candidates

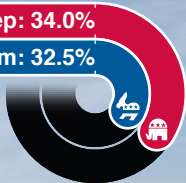
Just weeks before midterm elections for control of the U.S. Congress, a third of voters do not know the name of their party's candidate for office

Voters who don't know

Rep: 34.0%

Dem: 32.5%

Poll of 2,597 registered voters taken Sep 24-30, Margin of error:  $\pm 3$  points



*Name recognition, critical in motivating voters, is why candidates spend millions of dollars on advertising, but could be less important this year as many voters may view their choice as referendum on President Trump*

**TRUMP DISAPPROVAL RATING** (since March 2018)

60%

**Apr 8, 58.7%:** Showdowns over Syria and China

**May 2, 49.1%:** Trump admits he reimbursed lawyer **Michael Cohen** for \$130,000 paid to porn star **Stormy Daniels**

**Oct 1, 53.8%:** Trump mocks **Christine Blasey Ford**, who has accused Supreme Court nominee **Brett Kavanaugh** of sexual assault

55%

50%

45%

2018 – Mar 10

Apr 19

May 29

Jul 8

Aug 17

Sep 26

**Tue, Nov 6, 2018:** U.S. midterm elections take place halfway through Donald Trump's first term. All 435 seats in **House of Representatives** and 35 of 100 seats in **Senate** will be contested