

# KEY TO UNLOCKING 2020: RURAL DEMOCRATS

## IN 2019, WHEN RURAL VOTERS TURNED OUT – OR DIDN'T – FOR DEMOCRATS THEY MOVED THE MARGINS.

In Kentucky and Louisiana statewide races, rural Democrats took steep Republican rural vote margins and lowered them significantly, resulting in Democratic victories. In the North Carolina ninth congressional district special election, rural Democrats turned out in lower numbers than 2018, resulting in a larger margin of victory for the Republican candidate. Rural Democrats matter, and in 2020, these voters could make the difference for Democratic candidates up and down the ticket.

### KENTUCKY

2016 Rural Vote Margin

**+51.8%**  
REPUBLICAN



2019 Rural Vote Margin

**+18.0%**  
REPUBLICAN



2019 Margin of Victory

**+0.4%**  
DEMOCRATIC



### LOUISIANA

2016 Rural Vote Margin

**+33.18%**  
REPUBLICAN



2019 Rural Vote Margin

**+4.82%**  
REPUBLICAN



2019 Margin of Victory

**+2.6%**  
DEMOCRATIC



### NORTH CAROLINA (9)

2018 Rural Vote Margin

**+8.8%**  
DEMOCRATIC



2019 Rural Vote Margin

**+0.6%**  
DEMOCRATIC



2019 Margin of Victory

**+1.0%**  
REPUBLICAN

