

TO: Interested Parties
FR: Mark Riddle, Future Majority President
RE: Congressional Democrats' Summer Playbook
DT: May 26, 2022

Future Majority has conducted public opinion research on a wide range of issues to help leaders address the issues voters care about most. Since its founding, Future Majority has surveyed 147,151 voters across the nation. This recommendations memo features data from a May 6-10, 2022 survey of key congressional districts. This memo is in the public domain.

Despite the hand-wringing and negative media barrage, the data shows that Democrats have a shot at winning in November, but they must act with urgency. Below are Future Majority's recommendations to capitalize on this strategic opportunity, backed up by our latest voter research:

URGENT: Democrats must stop whistling through the graveyard and do more to address inflation and the cost of living. President Biden and the White House must implement a 24/7 "whole of government" approach to address inflation and help working families lower their costs of living.

We urge the U.S. Congress to pack their bags and stay in Washington until every measure is possibly taken to alleviate this problem and force the Republicans to oppose or block these bills as many times as necessary to show the American people where the obstruction lies in Washington. Furthermore, a significant earned and paid media strategy must be deployed.

- Currently, Democrats have a 17-point disadvantage on who is delivering on lowering costs and fighting inflation. It is not good enough to get the Republicans on record once on an issue. Put them on record 50 times for being against price gouging at the pump, lowering insulin costs, or fixing supply chain issues. *Make it as painful for the Republicans politically as it is for working families to pay the bills. Force as many votes as possible.*
- **Democrats, where are the midnight huddles with Members of Congress at the White House forcing the press to cover?** Weekend votes? Strong contrasting ads from groups who traditionally deploy paid communication? Press conferences at the gas pump showing how GOP voted? Stickers on the pumps? Investigations on the [Kushner-Mnuchin money](#)?

Future Majority recommends these tactics to keep and expand the governing majority:

- **Frame the Accomplishments: Stop talking big and go hyper local.** Talk about specific legislative achievements on a local level and what it means to voters' everyday lives. Voter support for the Democrats' policy agenda soars when voters hear a message more focused on what the bills do rather than their price tag and "Washington, DC-speak" (i.e., a **net 27-point increase in support for the American Rescue Plan and a net 55-point increase in support for the Bipartisan Infrastructure Bill among Frontline District voters**). Voters need to hear and see how legislation achievements impact them daily in specific ways.
- **Frame a Strong Contrast.** Democrats must successfully contrast themselves with the votes the Republicans have taken, their radical positions in states driving the courts, and their obstruction in the Senate. Democrats just saying "MAGA or ultra MAGA" will not get the job done. They must contrast by making Rick Scott's plan the GOP plan. **The Democrats' message has a whopping +59% advantage (71-12) over the Scott plan, whereas a MAGA contrast is not a clean winner in Frontline Districts as it only maintains 1-point advantage in the Frontline Districts.** Democrats

should be cautious of celebrating MAGA wins in Pennsylvania in other states. Recent history (Matt Bevin in Kentucky in 2015, Trump in 2016) shows the candidate perceived to be easier to defeat is not always the case.

- Remind voters that Republicans blocked anti-corruption legislation (HR1/S1), while Democrats passed sweeping reform to strengthen ethics in all branches of government. Voters consistently blame corruption as a top reason their opportunities are limited. Previous Future Majority surveys show up to 92% of voters are concerned about legislative corruption.
- Republicans also voted against key legislation that would help working families lower costs, such as capping the cost of insulin to \$35 and reining in gas price gouging.
- **Frame Freedom: Raise the stakes by centering Democracy and Freedom.** Tell voters how the Radical Right has lied to the Senate and highjacked our Courts to take away long-protected Freedoms (*Roe v. Wade*) and make them kitchen table issues. *Roe* is about individual healthcare. *Roe* is about the economy. *Roe is about individual freedom.* So are voting rights, safer communities by cracking down on domestic terrorism and gun violence. And it is time for the leaders of the attempted coup on January 6th to be held accountable. Note: In Frontline Districts, a pro-choice Democrat maintains an 8-point advantage over a pro-life Republican.

Don't Forget: Focus on What Voters Care About

The below chart from NDN shows how salient issues are based on recent Navigator voter surveys. Democrats should focus their efforts on the core issues that voters care about most.

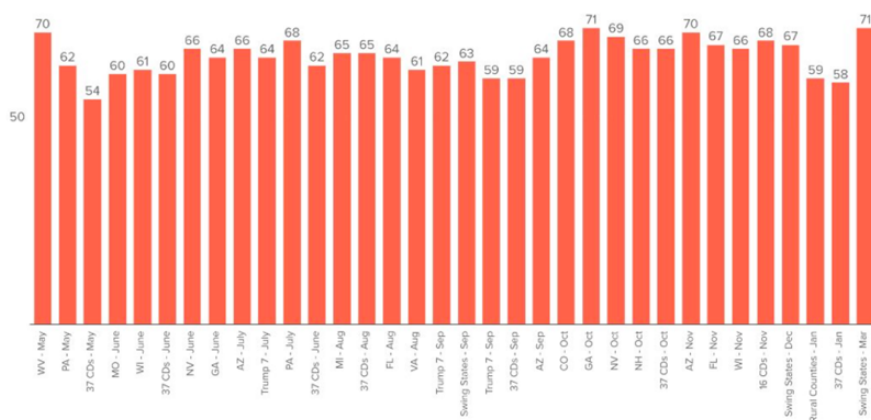
Modeled Dem	12-May	7-Mar	24-Jan	22-Nov	All Voters	12-May	7-Mar	24-Jan	22-Nov	Modeled R	12-May	7-Mar	24-Jan	22-Nov
J/Economy	46	51	54	57	Inflation	53	42	37	40	Inflation	62	54	44	51
Inflation	44	33	31	32	J/Economy	51	52	52	58	J/Economy	59	52	55	60
Health Care	38	31	44	41	Natl Sec	31	51	24	26	Immigration	44	45	41	51
Climate	34	34	40	44	Health Care	31	25	29	32	Natl Sec	33	57	32	36
COVID	31	37	64	57	Immigration	28	31	25	35	Crime	27	27	30	23
Natl Security	28	47	18	17	Soc/Med	25	24	25	31	Gov Corrupt	26	23	22	26
Soc/Medicare	27	27	32	35	Climate	24	25	25	31	Soc/Med	24	22	24	27
Abortion	25	9	11	12	Gov Corrupt	24	23	23	29	Health Care	22	19	21	21
Voting R	24	21	32	n/a	COVID	23	29	49	46	COVID	15	19	35	32
Gov Corrupt	20	20	27	27	Crime	22	22	23	21	Climate	12	15	13	15
Crime	17	17	19	20	Abortion	19	8	11	10	Education	11	9	10	n/a
Education	14	15	13	n/a	Voting R	18	15	24	n/a	Voting R	11	7	13	n/a
Immigration	13	18	16	21	Education	12	12	11	n/a	Abortion	11	6	11	8

Voters Are Done with the Promises of Lowering Costs

Democrats must stop trying to now rationalize that large spending legislation will lower costs to somehow garner support, even though those actions would not be enacted for years. It's time to roll up sleeves and find simple, immediate solutions. Get some wins and build momentum to show Democrats are delivering in a real way for America's families.

- **94% of voters in Frontline Districts say their income is either staying even or falling behind the cost of living.** We asked voters "Would you say your income is:"
 - Going up faster than the cost of living
 - Frontline Districts: 4%
 - Lean-Democrat Districts: 4%
 - Progressive Districts: 6%

- Staying about even with the cost of living
 - Frontline Districts: 23%
 - Lean-Democrat Districts: 25%
 - Progressive Districts: 26%
- **Falling behind the cost of living**
 - **Frontline Districts: 71%**
 - **Lean-Democrat Districts: 68%**
 - **Progressive Districts: 65%**
- The cost-of-living issue extends beyond inflation. Future Majority has monitored voter attitudes toward cost of living for over a year, and no voter survey results have shown fewer than 50% of voters voicing that they are falling behind the cost of living.



- **How much has inflation and the rising cost of goods affected you personally?**
 - A lot / Some:
 - Frontline Districts: 92%
 - Lean-Democrat Districts: 88%
 - Progressive Districts: 82%
 - Not so much / Not at all:
 - Frontline Districts: 9%
 - Lean-Democrat Districts: 12%
 - Progressive Districts: 18%
- **How much do you think your member of Congress is doing to address the cost of living?**

	A Lot/Some	Not So Much/ None at All
Frontline Districts	26	67
Democrats	42	53
Independents	15	75
Lean-Democrat Districts	28	65
Democrats	48	46
Independents	16	78
	39	54

Progressive Districts

Democrats	57	36
Independents	26	67

Not only is this a high salience issue for voters, but Republicans have been out messaging Democrats persistently and currently enjoy higher favorability on the economy, tackling the cost of living and dealing with inflation than Democrats. This, despite Republicans actions and inaction which arguably have made the situation worse. Voters need to understand that Democrats are doing everything they can to lower the cost of living, tackle inflation, and help the economy soar and that Republicans are not.

- Which group has done a better job delivering for you and your family on lowering the cost of living?

	Dems	GOP	Neither
Frontline Districts	20	37	39
Democrats	48	4	44
Independents	10	28	57
Lean-Democrat Districts	21	34	41
Democrats	47	2	45
Independents	8	31	53
Progressive Districts	32	13	51
Democrats	50	0	42
Independents	14	18	62

- Which group has done a better job delivering for you and your family on tackling inflation?

	Dems	GOP	Neither
Frontline Districts	23	40	35
Democrats	53	5	39
Independents	14	32	50
Lean-Democrat Districts	23	35	35
Democrats	51	2	38
Independents	10	32	51
Progressive Districts	30	23	40
Democrats	52	1	40
Independents	16	20	57

- Do you believe Democrats in Washington are working to help lower costs for America's working families?

	Yes	No	Not Sure
Frontline Districts	32	58	10
Democrats	71	13	15
Independents	20	67	13
Lean-Democrat Districts	34	54	12
Democrats	71	13	17
Independents	21	60	18
Progressive Districts	44	42	13
Democrats	71	11	15
Independents	26	57	18

- Do you believe legislation being worked on by Democrats in Washington can help lower costs for America's working families?

	Yes	No	Not Sure
Frontline Districts	34	54	12
Democrats	74	12	14
Independents	26	58	17
Lean-Democrat Districts	34	51	15
Democrats	70	7	23
Independents	23	64	14
Progressive Districts	45	38	16
Democrats	75	9	17
Independents	28	49	23

- Do you agree or disagree with the statement: "Democrats' policy agenda will help lower costs for working families?"

	Agree	Disagree
Frontline Districts	40	53
Democrats	85	9
Independents	31	57
Lean-Democrat Districts	43	47
Democrats	85	4
Independents	31	57
Progressive Districts	58	33
Democrats	90	3
Independents	44	42

- Who or what do you think is most responsible for the cost of living these days?

	Frontline Districts	Lean Dem Districts	Progressive Districts
Big corporations gouging customers	35	35	48
President Joe Biden	39	35	19
Increased supply and demand due to the pandemic	16	19	23
Foreign governments influencing the global market	4	3	5
Labor shortages	3	3	2

- Which statement comes closest to your opinion?

- The record job growth is good, but inflation and the cost of living are holding our economy back.
 - Frontline Districts: 63%
 - Lean-Democrat Districts: 60%
 - Progressive Districts: 54%

- Rising inflation is bad, but record job growth and lowering the federal deficit shows that our economy is recovering from the pandemic recession.
 - Frontline Districts: 22%
 - Lean-Democrat Districts: 24%
 - Progressive Districts: 31%
- **Split sample: (50% saw version A:) How would you rate the American economy and job market today? (50% saw version B:) According to the latest economic report, 428,000 new jobs were created last month and the unemployment rate remains at 3.6%, a historic low. How would you rate the American economy and job market today?**

	Excellent	Good	Not so Good	Poor
Frontline Districts				
Version A	2	29	32	34
Version B	6	33	28	30
Lean-Democrat Districts				
Version A	3	31	37	27
Version B	6	34	28	30
Progressive Districts				
Version A	5	36	33	23
Version B	7	43	27	17

Sample Talking Points for a Member of Congress:

We are often asked what an effective message should be. We offer these suggested talking points based on the data that backs up the Democrats' governing agenda.

Message	Voter Research Survey Results
The pandemic and the rising cost of living have hurt too many Americans. Despite an economy that has bounced back to create millions of jobs and near full employment, too many are still struggling.	Acknowledge the problem: 67% of voters say it is more important for a candidate to show clear understanding of the problems their family and community face than to give clear plans and make promises for what they will do. (FM survey of Senate States, April 2022)
There is a clear choice about which direction our country goes. Democrats are working for working people and building a stronger America.	Would Consider/Definitely Would Vote For "Working for Working People" Slogan: 63% of voters in Frontline Districts, 63% in Lean-Democrat Districts, and 66% in Progressive Districts (FM survey of CDs, May 2022) Would Consider/Definitely Would Vote For "Building a Stronger America" Slogan: 56% of voters in Frontline Districts, 56% in Lean-Democrat Districts, and 53% in Progressive Districts (FM survey of CDs, May 2022)
Creating millions of jobs and raising wages to help small businesses and working families to invest in their future. Building a stronger and safer America by investing in bridges and roads, protecting against climate chaos, expanding internet, and funding public safety Defending democracy and individual freedoms by fighting for choice and making sure our vote counts	78% of voters in Frontline Districts, 83% in Lean-Democrat Districts, and 85% in Progressive Districts support legislation Congress passed to provide relief to keep small businesses open and essential workers like nurses, firefighters, and police on the job. (FM survey of CDs, May 2022) 84% of voters in Frontline Districts, 88% in Lean-Democrat Districts, and 88% in Progressive Districts support recently passed bipartisan legislation which invests in providing clean water to every home in America, repairing roads and bridges, and expanding access to broadband internet. (FM survey of CDs, May 2022)

Democrats believe in the American value of Freedom.	
The freedom to prosper and pursue our dreams, to a fair shot, to speak our minds without fear of persecution, to vote and have that vote counted, to reproductive freedom, the freedom to breathe clean air.	<p>99% of Democrats and Independents in Frontline Districts, 95% in Lean-Democrat Districts, and 96% in Progressive Districts agree that "Every American, no matter where they come from or what they look like, deserves a fair shot to go as far as their God-given talents, aspirations, and hard work can take them. The more Americans who get a fair shot – to have the education and training to advance their careers, to own a home or a business - the more our nation will prosper." (FM survey of CDs, May 2022)</p> <p>85% of Democrats and Independents in Frontline Districts, 82% in Lean-Democrat Districts, and 92% in Progressive Districts agree with the statement: "I believe in Freedom. The freedom to prosper and pursue our dreams, to speak our minds without fear of persecution, and to vote and have that vote counted. And I believe in freedom from fear. The fear of crime, from hunger, from medical bills that would bankrupt our families, from crippling student loan debt, discrimination, and government intrusion into our private lives. (FM survey of CDs, May 2022)</p>
Also, the Freedom from fear: the fear of crime, from hunger, from a corrupt government, from medical bills that would bankrupt our families, from crippling student loan debt, discrimination, and government intrusion into our private lives.	<p>64% of voters in Frontline Districts, 67% in Lean-Democrat Districts, and 78% in Progressive Districts say they would vote for a candidate who says "I will defend your freedoms - the freedom from health care costs bankrupting your family, the freedom to vote no matter your race or zip code, the freedom to breathe clean air and drink clean water, and the freedom for women to make their own decisions on when to start a family free from government interference." (FM survey of CDs, May 2022)</p> <p>65% of Democrats and Independents in Frontline Districts and 59% in Lean-Democrat Districts agree with the statement "The soft-on-crime days of coddling criminal behavior must end. We need to FUND and respect the police. They are good guys. We will enforce all of our laws and increase penalties for theft and violent crime. We will clean up our cities and stop pretending that crime is OK." (FM survey of CDs, May 2022)</p>
This is our fight: Freedom, A Fair Shot and a Future full of opportunity for anyone who works hard.	
Everyone now agrees that the Republicans are the Party of Trump and MAGA.	68% of voters in Frontline Districts, 70% in Lean-Democrat Districts, and 69% in Progressive Districts see the Republican Party as the party of Donald Trump and Ron DeSantis. (FM survey of CDs, May 2022)
<p>The difference. Their agenda:</p> <ul style="list-style-type: none"> • Mandating government pregnancies even in cases of rape and incest • Voting against lowering costs, recently against capping insulin at \$35 dollars, addressing the baby formula crisis, gas gouging, childcare tax credit • Raising taxes on working families and rolling back Social Security and Medicare (the Rick Scott GOP plan) 	<p>84% of voters in Frontline Districts, 89% in Lean-Democrat Districts, and 90% in Progressive Districts oppose mandating that women carry pregnancies to term in the case of rape and incest. (FM survey of CDs, May 2022)</p> <p>88% of voters in Frontline Districts, 89% in Lean-Democrat Districts, and 94% in Progressive Districts support a bill capping the cost of insulin at \$35/month and holding pharmacy benefit managers accountable to lower prescription drug costs. (FM survey of CDs, May 2022)</p> <p>12% of voters in Frontline Districts, 13% in Lean-Democrat Districts, and 6% in Progressive Districts would support a candidate who will make every American pay a minimum income tax, sunset federal laws like Social Security and Medicare after 5-years unless Congress re-authorizes them, and who will finish the wall at the border and name it after President Donald Trump. (FM survey of CDs, May 2022)</p>

<p>If that is not bad enough the MAGA gang is:</p> <ul style="list-style-type: none"> • Banning Books • Punishing businesses that don't agree with their radical agenda • Defending the criminals who led the January 6th riot on the Capital to overthrow the election. 	<p>72% of voters in Frontline Districts, 89% in Lean-Democrat Districts, and 94% in Progressive Districts would consider or would definitely vote for a candidate who uses the slogan "Stop Book Banning." (FM survey of CDs, May 2022)</p> <p>55% of voters in Frontline Districts, 58% in Lean-Democrat Districts, and 59% in Progressive Districts say businesses have the same freedom of speech to advocate for or against policies and should not be punished for speaking against proposed legislation. (FM survey of CDs, May 2022)</p> <p>55% of voters say "an attempt to overthrow the election" describes well or very well the events of January 6th. (FM survey of Senate States, April 2022)</p>
The choice is clear. These are the stakes of this election.	

Freedom: The Key American Value that Democrats Miss

For years, Future Majority has urged Democrats to embrace the idea of freedom, an idea they have abandoned since Johnson's civil rights era, to Goldwater/Reagan concept that "Freedom is the abolition of all regulation." **Freedom regularly polls as the number one most cherished value in America.** There has never been a better time to take it back, because of January 6th and Republicans' assault on individual freedoms.

FDR was the last presidential Democrat to fully embrace freedom (the four freedoms). He was not exactly an unsuccessful politician. Infrastructure can be phrased as freedom of movement. The China bill can be phrased as lowering our dependence on China and increasing our freedom. The planks of this platform will look different in a bright blue district than in a purple one. Democrats must have the same top-level concepts and second level concepts everywhere, even if they disagree deeply about specific policies which fall under the value concepts. Freedom enables that messaging. Since we are not telling voters what we value, Republicans will (and are), with great success.

Words that Work:

The following are some slogans and policy snapshots that Members of Congress and other leaders use. Voters were asked, "If all you knew about a candidate was that slogan, how likely would you be to vote for them?"

- **"Working for Working People"** (Future Majority recommends Democrats adopt this message frame now that the data shows it is a more compelling and resonate message with voters than For the People)

	Vote For	Someone Else
Frontline Districts	63	9
Democrats	72	3
Independents	62	8
Lean-Democrat Districts	63	8
Democrats	76	2
Independents	62	6
Progressive Districts	66	6
Democrats	71	4
Independents	64	7

- **"Fighting for the People"**

	Vote For	Someone Else
Frontline Districts	56	8
Democrats	60	3
Independents	50	7
Lean-Democrat Districts	57	6
Democrats	63	2
Independents	52	5
Progressive Districts	58	5
Democrats	64	2
Independents	52	5

- **"For the People"**

	Vote For	Someone Else
Frontline Districts	52	7
Democrats	51	5
Independents	48	4
Lean-Democrat Districts	53	6
Democrats	56	3
Independents	48	4
Progressive Districts	53	4
Democrats	55	2
Independents	50	5

- **"Law and Order"**

	Vote For	Someone Else
Frontline Districts	51	25
Democrats	21	47
Independents	47	17
Lean-Democrat Districts	49	26
Democrats	27	47
Independents	49	15
Progressive Districts	37	43
Democrats	23	52
Independents	30	27

- **"Building a Stronger America"**

	Vote For	Someone Else
Frontline Districts	56	8
Democrats	55	11
Independents	49	7
Lean-Democrat Districts	56	9
Democrats	56	7
Independents	50	9

Progressive Districts	53	11
Democrats	53	8
Independents	58	16

- **“Building a Better America”**

	Vote For	Someone Else
Frontline Districts	50	14
Democrats	58	10
Independents	47	10
Lean-Democrat Districts	49	13
Democrats	59	10
Independents	40	13
Progressive Districts	49	14
Democrats	59	9
Independents	37	16

- **“MAGA”** (Note: MAGA test -15% in Frontline Districts versus Make American Great Again which tests -4% in Frontline Districts)

	Vote For	Someone Else
Frontline Districts	36	52
Democrats	5	94
Independents	29	52
Lean-Democrat Districts	32	55
Democrats	3	96
Independents	26	49
Progressive Districts	16	73
Democrats	1	94
Independents	10	75

- **“Justice Democrat”**

	Vote For	Someone Else
Frontline Districts	31	42
Democrats	62	8
Independents	26	37
Lean-Democrat Districts	35	39
Democrats	68	4
Independents	25	40
Progressive Districts	48	26
Democrats	73	3
Independents	37	30

- **"Progressive Democrat"**

	Vote For	Someone Else
Frontline Districts	39	48
Democrats	81	7
Independents	31	48
Lean-Democrat Districts	44	42
Democrats	88	3
Independents	31	48
Progressive Districts	59	28
Democrats	86	3
Independents	50	29

- **"The Radical Right"**

	Vote For	Someone Else
Frontline Districts	11	62
Independents	8	61
Lean-Democrat Districts	15	61
Independents	9	63
Progressive Districts	11	69
Independents	8	72

Additional observations from the survey:

- **Democrats should stop focusing on price tags and focus more on specifics.** Voter support for the Democrats' policy agenda soars when voters hear a message about what the bills do rather than their price tag.
 - (Split Sample) 50% of respondents were asked about their support for "Last year, Congress passed the American Rescue Act, a \$1.9 trillion bill to help the United States emerge from the pandemic. Do you support or oppose this legislation?" 51% in Frontline Districts, 55% in Lean-Democrat Districts, and 71% in Progressive Districts support the legislation. However, 50% of respondents were asked about their support for "Last year, Congress passed legislation to provide relief to keep small businesses open and essential workers like nurses, firefighters, and police on the job. Do you support or oppose this legislation?" Support soars to 78% with Frontline District voters, 83% among Lean-Democrat District voters, and 85% among Progressive District voters.
- The same holds true for the Bipartisan Infrastructure Bill. (Split Sample) 50% of respondents were asked about their support for "Congress recently passed a \$1.2 trillion Bipartisan Infrastructure Law. Do you support or oppose this legislation?" 53% of Frontline District voters support, 57% of Lean-Democrat District, and 74% in Progressive Districts. However, when asked support for "Congress recently passed bipartisan legislation which invests in providing clean water to every home in America, repairing roads and bridges, and expanding access to broadband internet," support soars to 84% in Frontline and Lean-Democrat Districts, and 88% in Progressive Districts.

- **Generic House elections are tied in the Frontline Districts, Democrats Lead in Others.** When asked who voters would support if the November election for the U.S. House of Representatives were held today, the generic Democrat and Republican are tied at 46% in the Frontline Districts, the generic Democrat leads 47%-40% in the Lean-Democrat Districts, and the generic Democrat leads 64%-23% in the Progressive Districts.
 - **However, Independent voters remain fickle toward Democrats.** In the Frontline Districts, Democrats and Republicans are tied among Independents at 41%. In Lean-Democrat Districts, Republicans have an advantage with independent voters 38% to 33%.
- **Framing the Republican agenda as radical works better than framing it as MAGA.** As noted above, The Radical Right (-51 in Frontline Districts) contrasts better when compared to MAGA (-16 in Frontline Districts). We also tested support for two versions of the MAGA/Scott-agenda message against the Democrats' agenda message. Voters were asked "If the choice in November comes down to the following, which message would you support?"
 - "A candidate who is For the People and is fighting for a stronger America by investing in infrastructure and families, creating millions of middle-class jobs, cracking down on corruption, and defending democracy and freedom" or "A candidate who stands with MAGA who will get inflation under control by cutting the out-of-control government spending, get people back to work, crack down on violent crime, is against the teaching of Critical Race Theory, defends precious life, and will secure the southern border with Mexico."
 - Frontline Districts: *Net "For the People" Message +1%*
 - For the People message: 48%
 - MAGA message: 47%
 - Lean-Democrat Districts: *Net "For the People" Message +15%*
 - For the People message: 53%
 - MAGA message: 38%
 - Progressive Districts: *Net "For the People" Message +49%*
 - For the People message: 72%
 - MAGA message: 23%
 - "A candidate who is For the People and is fighting for a stronger America by investing in infrastructure and families, creating millions of middle-class jobs, cracking down on corruption, and defending democracy and freedom" or "A candidate who will make every American pay a minimum income tax, sunset federal laws like Social Security and Medicare after 5-years unless Congress reauthorizes them, and who will finish the wall at the border and name it after President Donald Trump."
 - Frontline Districts: *Net "For the People" Message +59%*
 - For the People message: 71%
 - GOP/Scott message: 12%

- **Lean-Democrat Districts: Net "For the People" Message +60%**
 - For the People message: 73%
 - GOP/Scott message: 13%
 - **Progressive Districts: Net "For the People" Message +76%**
 - For the People message: 82%
 - GOP/Scott message: 6%
- **Democrats should run against the Scott/GOP agenda while tying it to the MAGA movement.**

Voters were presented two messages and asked which would earn their support:

 - **71% of voters in the Frontline Districts, 73% in Lean-Democrat Districts, and 82% in Progressive Districts support:** "A candidate who is For the People and is fighting for a stronger America by investing in infrastructure and families, creating millions of middle-class jobs, cracking down on corruption, and defending democracy and freedom."
 - **Just 12% of voters in the Frontline Districts, 13% in the Lean-Democrat Districts, and 6% in the Progressive Districts support:** "A candidate who will make every American pay a minimum income tax, sunset federal laws like Social Security and Medicare after 5-years unless Congress reauthorizes them, and who will finish the wall at the border and name it after President Donald Trump."
 - **Independent voters soundly reject the Scott/GOP plan:** Just 5% of Independents in the Frontline Districts, 10% in the Lean-Democrat Districts, and 6% in the Progressive Districts support the message
- **FLAG: Narrow support for student loan debt forgiveness in Frontline Districts.** Democrats are demanding student loan debt forgiveness, but elected leaders should proceed with caution. We asked voters whether they support or oppose the Biden Administration forgiving \$10,000 or \$50,000 of student loan debt in a split sample.
 - [50% saw version A] Do you support or oppose the Biden Administration forgiving \$10,000 of student loan debt?
 - **Frontline Districts: 51% support, 47% oppose**
 - Democrats: 85% support, 13% oppose
 - Independents: 55% support, 45% oppose
 - Republicans: 9% support, 88% oppose
 - **Lean-Democrat Districts: 56% support, 41% oppose**
 - Democrats: 96% support, 4% oppose
 - Independents: 48% support, 47% oppose
 - Republicans: 14% support, 82% oppose
 - **Progressive Districts: 72% support, 26% oppose**
 - Democrats: 94% support, 5% oppose
 - Independents: 68% support, 30% oppose
 - Republicans: 16% support, 80% oppose

- [50% saw version B] Do you support or oppose the Biden Administration forgiving \$50,000 of student loan debt?
 - **Frontline Districts: 50% support, 48% oppose**
 - Democrats: 90% support, 9% oppose
 - **Independents: 47% support, 50% oppose**
 - Republicans: 14% support, 82% oppose
 - **Lean-Democrat Districts: 56% support, 42% oppose**
 - Democrats: 93% support, 5% oppose
 - Independents: 49% support, 50% oppose
 - Republicans: 17% support, 81% oppose
 - **Progressive Districts: 68% support, 28% oppose**
 - Democrats: 90% support, 9% oppose
 - Independents: 69% support, 28% oppose
 - Republicans: 18% support, 79% oppose
- **Independent voters are open to an alternative solution for student loan debt.** We asked voters which policy they would support more: "Forgiving \$50,000 of student loan debt per borrower" or "Eliminating future interest payments for all federal student loans."
 - Forgiving up to \$50,000 of student loan debt per borrower
 - Frontline Districts: 44% of Democrats support more, 26% of Independents support more
 - Lean-Democrat Districts: 53% of Democrats support more, 25% of Independents support more
 - Progressive Districts: 51% of Democrats support more, 42% of Independents support more
 - Eliminating future interest payments for all federal student loans
 - Frontline Districts: 40% of Democrats support more, 30% of Independents support more
 - Lean-Democrat Districts: 35% of Democrats support more, 31% of Independents support more
 - Progressive Districts: 39% of Democrats support more, 30% of Independents support more
- **While Democrats need to deliver on student loan debt relief, they should proceed with caution on the amount forgiven and who receives debt forgiveness.** We asked Democrats and Independents in the Congressional Districts if they agree with the statement: "Working people who chose to avoid taking on student loan debt should not have to bail out adults who borrowed six figures for an Ivy League master's degree. Construction workers, police officers, and small business owners should not have their tax dollars pay off the loans of high-earning doctors and lawyers." The statement was made by Senator Mitch McConnell, previewing the GOP-attack on student loan forgiveness.
 - Frontline Districts: 66% agree, including 52% who strongly agree. 29% disagree.
 - Lean-Democrat Districts: 65% agree, including 47% who strongly agree. 32% disagree.
 - Progressive Districts: 48% agree, 47% disagree.

- **Voters support reproductive freedom and pro-choice elected leaders.** Respondents were asked "If you had to choose between a pro-life Republican and a pro-choice Democrat in the next election, which would you choose?"

	Pro-choice Democrat	Pro-life Republican	Net Pro-choice Democrat
Frontline Districts	50	42	+8
Lean-Democrat Districts	54	37	+17
Progressive Districts	74	22	+52

- **Voters support capping insulin costs and holding pharmacy benefit managers accountable.** Voters across all district types broadly support the bill Congress is currently debating that would cap the cost of insulin at \$35 per month and hold insurance company's pharmacy benefit managers accountable to lower prescription drug costs.
 - Frontline Districts: 88% support, 7% oppose
 - Lean-Democrat Districts: 89% support, 7% oppose
 - Progressive Districts: 94% support, 3% oppose
- **Voters support reinstating the Child Care Tax Credit.** A majority of voters across all district types support reinstating the \$300 per month per child boost to the Child Tax Credit that expired last year, which cut the child poverty rate by nearly 50%, lifting 3.5 million kids from poverty.
 - Frontline Districts: 65% support, 26% oppose
 - Lean-Democrat Districts: 72% support, 21% oppose
 - Progressive Districts: 79% support, 17% oppose

Hispanic Voters:

We have also completed a study of Hispanic voters in Arizona, Pennsylvania, and Nevada. We will report more in a separate memo, however, we want to highlight some key early findings.

- **Hispanic voters are incredibly patriotic, and Democrats should recognize and message around their love of country.** When asked, do you agree or disagree with the following statement: "The United States is one of the greatest countries on earth, I am very proud to be an American citizen and I have very patriotic feelings about this country."
 - Arizona: 85% strongly/somewhat agree, 15% strongly/somewhat disagree
 - Nevada: 82% strongly/somewhat agree, 16% strongly/somewhat disagree
 - Pennsylvania: 80% strongly/somewhat agree, 18% strongly/somewhat disagree
- **Hispanic voters are also broadly supportive of reproductive freedom.**
 - 62% of Hispanic voters in Arizona, 66% in Nevada, and 66% in Pennsylvania say abortion should be legal.
 - Among voters who say it should be illegal, 63% of Hispanic voters in Arizona, 62% in Nevada, and 64% in Pennsylvania say abortion should still be legal in the case of rape, incest, or to save the mother's life.

- 60% of Hispanic voters in Arizona, 57% in Nevada, and 58% in Pennsylvania disagree with the potential decision of the conservative majority of the United States Supreme Court to overturn *Roe v. Wade*.
- **The For the People message resonates with Hispanic voters far more than the Make America Great Again message.** For example, in Arizona, 67% of Hispanic voters say they would choose a candidate who is For the People and delivered on building a stronger America versus 28% who say they would choose a candidate who will Make America Great Again by getting inflation under control by cutting out of control government spending.

In 2018, Democrats were on the same page advocating the For the People agenda and won. In 2022, the same opportunity presents itself. This effort needs to go from the White House to the state house to be successful.

Future Majority strongly recommends Democrats focus on Framing their Accomplishments, Framing a Strong Contrast, and Framing Freedom – while addressing what voters care most about: kitchen table issues.

We hope these recommendations are helpful in that process.

Methodology:

Since its founding, Future Majority has surveyed 147,151 voters across America. We have surveyed voters in battleground states and congressional districts, rural, urban, and suburban areas, and conducted deep-listening research in Florida, Nevada, North Carolina, Pennsylvania, Texas, and across rural America in Wisconsin, Minnesota, and Iowa.

The data presented are from a May 6-10, 2022 survey of 2,663 likely voters in three sets of congressional districts with a margin of error of +/- 2.3%. Districts include: Frontline Districts CA-22, CA-40, IA-03, MI-07, MN-02, NE-02, NM-02, PA-01, PA-07; Lean-Democrat Districts CA-27, MI-03, MN-03, NJ-03, NV-01, NV-04, NY-11, NY-22, OH-01, VA-07; and Progressive Districts: AZ-03, CA-17, CA-37, IL-02, KY-03, MA-07, MN-05, NY-16, OH-03, TX-28, WA-07.