

A man with a beard, wearing a tan jacket over a blue shirt and a bright green safety vest, is holding a small American flag in his gloved hands. The background is a blurred American flag. The text is overlaid on the left side of the image.

The Playbook

Democrats' Path to Reclaim Economic Freedom in 2024

About Future Majority



Future Majority was founded in 2017 to fill the critical need for an outside, non-biased, data-driven strategy center focused on reclaiming freedom and making the American worker the hero of our story. Since then, we have worked to deliver data-backed and unifying solutions for the people rather than agendas based on extreme partisanship. The Future Majority team has studied more 27 million data points from responses by over 192,000 unique voters, including more than 61,000 Democrats, 64,000 Independents, and 65,000 Republicans. **Our team has created one of the most comprehensive data sets on how American voters feel about issues, their leaders, and their own lives.**

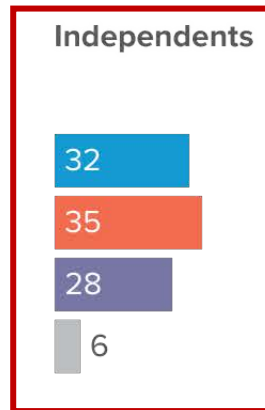
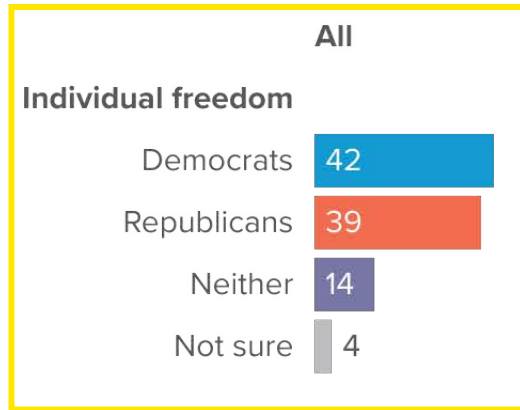
The August 2023 Playbook recommendations include:

- Despite historic economic accomplishments, Democrats continue to trail Republicans on Economic Freedom. Our recommendation is for **Democrats to use Bidenomics as the blueprint but communicate to voters through the Economic Freedom Frame to flip the script on the Republicans' long-held advantage on economic issues.** Democrats should move away from class-focused messaging and into the freedom value set. You can see more research and development of the Freedom Frame in our [report](#) issued in May.
- **Democrats should continue to drive the wedge using Individual Freedom against the MAGA anti-freedom extremism agenda.** Research shows that Independents and other key voting blocs are shifting their opinion much more toward Democrats who they are trusting more to protect Individual Freedom.
- Delivering this one-two punch on Individual Freedom and Economic Freedom will erode long-standing brand problems for Democrats, therefore giving Democrats a real shot at building a governing majority. **President Biden is centering his re-election on the value of freedom – it is time all Democrats follow his lead.**

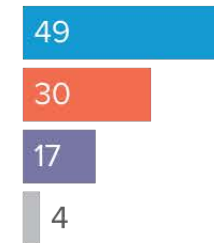
A Challenge: Republicans More Trusted on Economic Freedom

Despite Republican extremism, they continue to earn voters' support because of their long-term advantage on Economic Freedom. Democrats cannot go into the election trailing by 11 points on this and other key markers around growth and the economy.

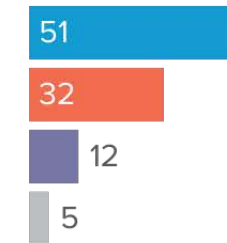
Which group is better at providing economic freedom?



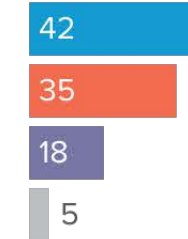
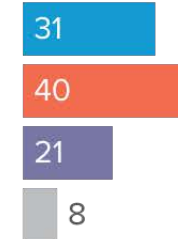
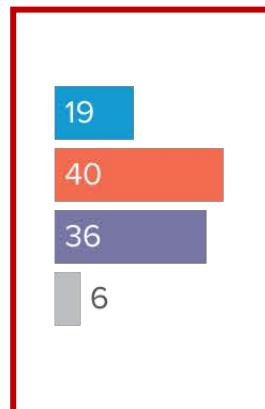
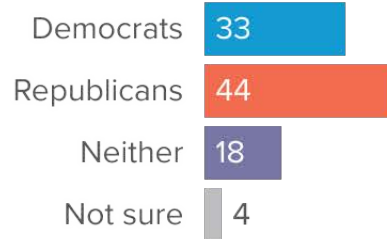
18-34 Year Olds



Suburban Women



Economic freedom



Our Recommendation: Bidenomics = Economic Freedom

Bidenomics is to Economic Freedom as Reaganomics is to trickle-down.

The Freedom Frame is flexible. Nearly every issue can be framed through this argument, both for individual and economic interests, which are more interconnected than ever. Democrats have an opportunity to take back this basic American value and drive a powerful 1-2 punch.

Individual Freedom

Reproductive Rights
& Bodily Autonomy

Safety & Reducing
Gun Violence

Voting & Democracy

Marriage Equality &
LGBTQ Rights

& more



Economic Freedom

Affordable & Quality
Healthcare

Investment in Infrastructure,
Technology & Resources

Ability to Prepare & Save
for Retirement

Support for Small Businesses
& American Workers

& more

*82% of voters in swing states and incumbent congressional districts agree with the statement:
“True individual freedom cannot exist without economic security and independence.”*

Issues Offer Opportunities for Values Messaging

The Freedom Frame can be used for nearly every issue. Here are five key examples:

Individual Freedom Frame

“Investing in broadband enhances Americans’ individual freedoms by creating a catalyst so that every citizen has opportunities for growth, education, civic discourse, and the ability to pursue their passions without limitation.”

“Reproductive freedom and bodily autonomy are the cornerstone of Americans’ individual freedom. These fundamental freedoms empower Americans to make deeply personal choices without government interference.”

“Made in America means every American has more individual freedom – from making purchasing decisions to promoting ethical and sustainable production practices. Made in America empowers the freedom of choice.”

“Affordable higher education means that Americans have the individual freedom and opportunity to pursue their academic and career passions, rather than being driven solely by the need to repay debt.”

“After a lifetime of work, Americans deserve the individual freedom to enjoy their retirement and live out their golden years in dignity. That means protecting and expanding Social Security and Medicare, which is paid for by American workers.”

Investments in Infrastructure like Broadband

Reproductive Rights & Bodily Autonomy

Made in America

Student Loans & College Affordability

Social Security & Medicare

Economic Freedom Frame

“Investments in improving access to affordable broadband internet expands economic freedom and unlocks a world of opportunities to start a business or pursue a career, no matter your ZIP code.”

“Reproductive freedom is a kitchen table issue. Ensuring access to affordable and safe healthcare services safeguards economic freedom by allowing Americans to pursue their financial goals while planning for a family.”

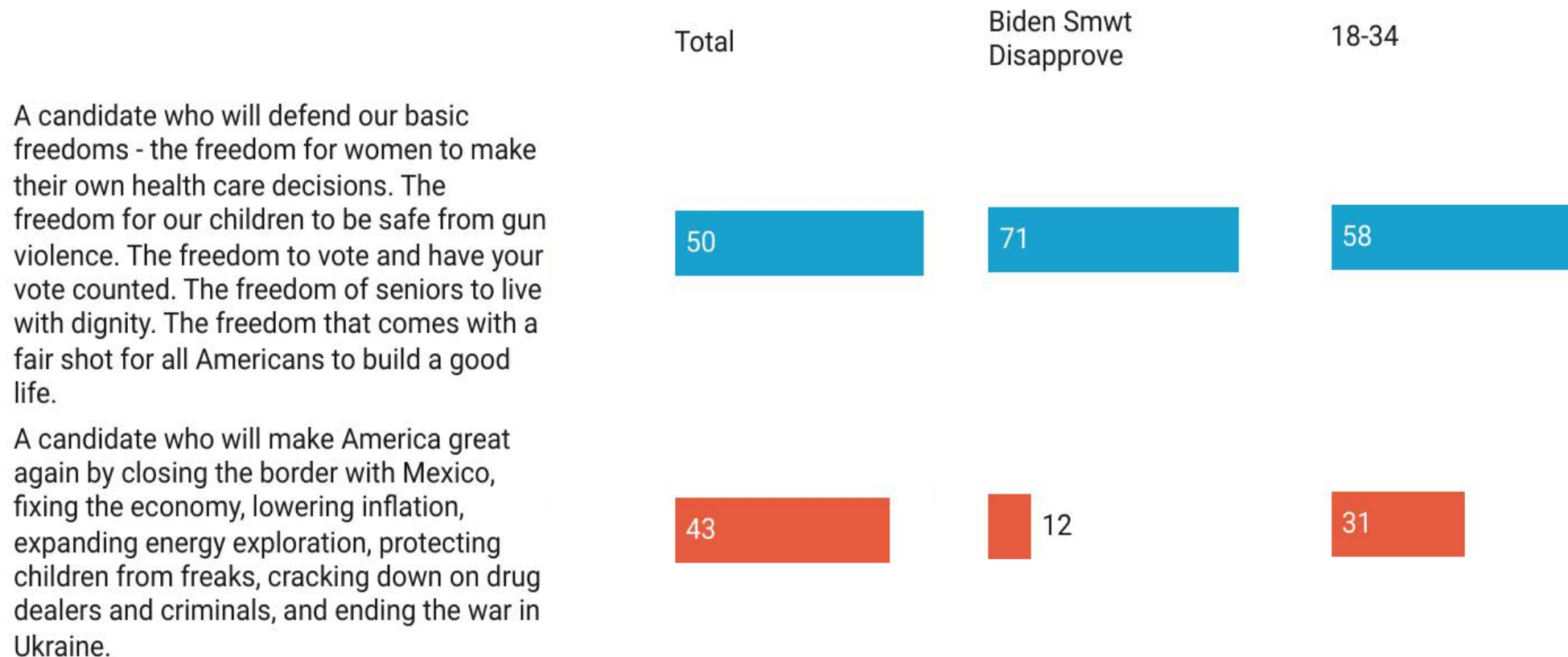
“Building a resilient Made in America economy is crucial to our economic freedom. American consumers should be empowered to make financial decisions that don’t break the bank and aren’t determined by global supply chains.”

“Making sure every American has access to affordable higher education without a lifetime of debt empowers citizens with the economic freedom to enter the workforce and pursue their passion without the burden of debt.”

“Americans should have the freedom to live their lives in retirement without the fear of high costs. That’s why we must protect and expand Social Security and Medicare, a sacred promise that millions of Americans have invested in their retirement.”

Freedom Message Works with Key Voters

Thinking about the next election, which candidate message would you support:



Agreement with Freedom Statements (% Strongly Agree)

All	Dem	Ind	
92	96	91	"Citizens of legal age should have the basic American Constitutional freedom to express their voice at the ballot box"
90	86	88	"Americans should have the freedom to choose their elected representatives, without the threat of fraudulent votes and rigged intervention swaying the results"
80	86	79	"Every American deserves a fair shot so they can build the financial freedom to take the jobs they want or to start a business"
79	96	80	"It's not freedom to have a politician tell you who you can marry"
78	97	71	"Americans should have the freedom to live their lives without fear of falling victim to gun violence in schools, workplaces, places of worship, or walking down the street"
77	95	75	"Americans should have the freedom to live their lives without the fear of crippling healthcare costs"
76	94	72	"All students, regardless of financial status, race, or zip code have the right to a quality education and equal educational opportunities"
76	90	71	"Americans should have the freedom to live in safe communities, free of gun violence and where they are treated fairly by law enforcement and where police provide a sense of security"
68	54	64	"Americans should have the freedom to live in communities where law and order is maintained, and the police protect them from the threat of violence"
64	89	60	"The freedom that comes from investing in children in poor neighborhoods so they have quality schools and are safe so they can see their 18th birthday"
64	94	59	"Americans, and future generations of Americans, should have the freedom to breathe clean air and drink clean water and to live without the constant threat of climate-related disasters"
62	37	61	"Americans should have the freedom to choose the kind of education they want for their children"
61	96	62	"Women should have the freedom to make decisions about their reproductive healthcare without being told by politicians what they can do with their bodies"
52	19	49	"Americans should have the freedom to live in a country where their job and physical security are not threatened by illegal immigration into the United States"
49	20	46	"The United States should be tough, suspicious of foreign promises, and willing to use force to defend our basic freedoms"
47	78	44	"It's not freedom to work a 40 hour work week only to be told you can't join a union"
47	16	47	"Americans should be free to work hard for their prosperity, without intervention from unions or the government"
47	7	49	"The second amendment gives American patriots the right to own guns, and to do so without laws restricting their freedoms"

Democrats' Record of Enhancing Economic Freedom

The Challenge: Despite delivering results* and utilizing data-driven messaging, the latest research indicates low marks on nearly every measure for President Biden and the Democrats. Voters are skeptical of statistics provided to them by the government and are annoyed when they seem disconnected from their own lived experiences. Achievements are being overshadowed by negative media narratives, significant conservative spending, and foreign actors across the globe influencing US politics. **Nevertheless, Democrats must use ensure voters learn more about these accomplishments, especially how they will result in more freedom for everyday Americans.**

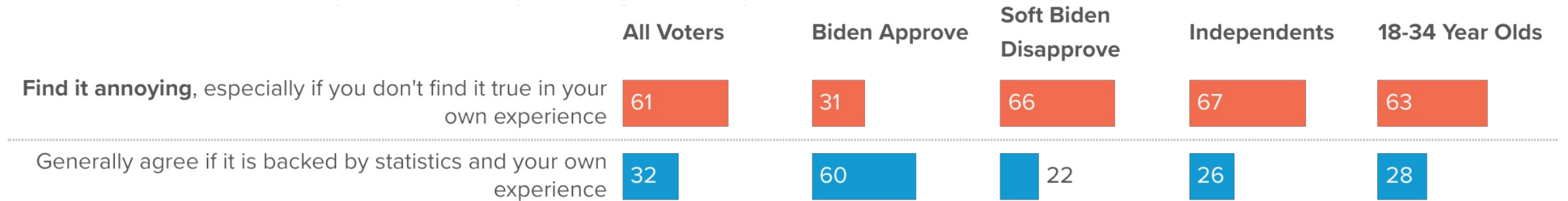
Biden & “D” Results* – A Partial List:

- **A Robust Economic Recovery:** The US has the lowest unemployment rate in 50 years - nearly two jobs for every unemployed person, continued GDP growth, and cooling inflation. The number of new businesses and wages are at elevated levels. In addition, 96% of the 47 million jobs created since 1989 have been created under Democratic presidents.
- **Improved Healthcare and Reduced Poverty:** The US has the lowest poverty and uninsured rates on record. Healthcare costs have lowered for millions of Americans thanks to the strengthening of the Affordable Care Act, \$35 insulin cap, and ending surprise billing.
- **Positive Financial Indicators:** The federal budget deficit and trade deficit are decreasing, and energy prices and inflation are continuing to drop. Another recent robust 2.4% GDP growth. The US has also outperformed other G7 nations in its economic recovery from the COVID-19 pandemic.
- **Investing in Infrastructure:** The Biden Administration has made historic investments in infrastructure, including CHIPS, addressing climate change, and Made in America initiatives.

But Democrats Have to Get Away from Statistics and Process

Democrats must show how their policies and economic vision are paying dividends now. Context for every good jobs and inflation report is crucial in defining where Bidenomics will take Americans. Otherwise, people just get irritated.

When an elected official says the economy is doing well, do you:



3,386 Voters Nationally – October 4-8, 2022

A Contrast on Economic Freedom

91% of voters in competitive congressional districts say they would definitely (60%) or would consider (32%) voting for a candidate who ran on the message “Fighting Corruption.”

Democrats Fight for Economic Freedom

Fight for Small Businesses

Local small businesses are trusted most by voters to put people over the powerful – and we have seen record creation of new small businesses under President Biden’s watch

Invest in Broadband & Infrastructure

Democrats are trusted more by voters to invest in America’s infrastructure, the foundation of our economy

Lowering Costs & Affordability

Inflation is cooling and Democrats are cracking down on high costs and junk fees – like on airlines or concert tickets – to lower costs

Raising Wages

More than half of voters in competitive congressional districts say they would support a \$15/hour minimum wage

Republicans Protect Corruption & Special Interests

Tax Cuts for the Rich

Instead of investing in American families, Republicans bailed out their ultra wealthy friends and skyrocketed the federal deficit

Limit Competition in Business

Republicans protect massive corporate mergers to reduce competition, so their supporters make more money while Americans’ cell phone, cable, and airline bills get higher

Block Student Loan Debt Relief

Republicans in Washington have opposed President Biden and the Democrats’ plan to reduce the burden of student loan debt

Target Businesses

Nearly 60% of voters say they would vote for someone else if their Governor or Member of Congress attacked a private company for making investments into programs to promote social good.

Individual Freedom is a Key Contrast Opportunity

Freedom Moves Voters

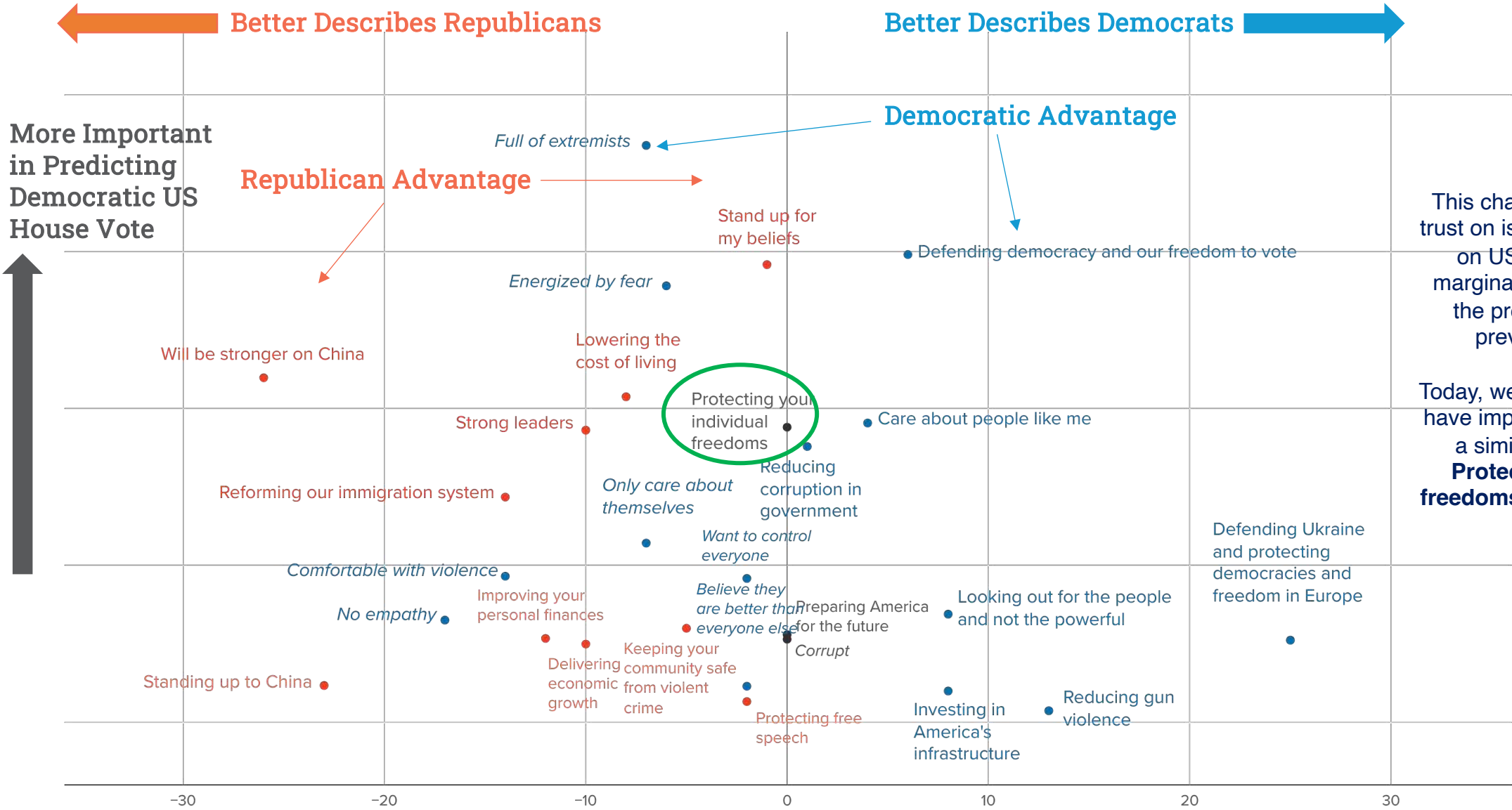


This chart looks at the impact of trust of the political groups on a variety of issues and the likelihood of supporting a Democrat for U.S. House.

To do this, we did a marginal effects regression. The process tries to isolate the impact of each variable on the likelihood of supporting a Democrat. If someone moves from trusting Republicans to trusting Democrats, the coefficient tells us how much that increases the likelihood of supporting Democrats. The y-axis that goes up and down is the coefficient of each variable in this regression. The items at the top of the chart strongly impact the vote. The items at the bottom of the chart have little to no impact on the vote. If someone goes from trusting Republicans to Democrats on “protecting individual freedoms,” that will have a substantially larger impact on the vote than if someone moves from trusting Republicans to Democrats on “making the US a global tech leader in innovation.” The items to the right are issues voters trust Democrats more. The items to the left are issues voters trust Republicans more.

The main points are that a) Democrats narrowly trail Republicans on trust to protect individual freedoms, and b) if Democrats move voters’ trust on this measure, it will move voters to support Democrats more than any other issue.

Freedom/Extremism Move Voters for House Democrats

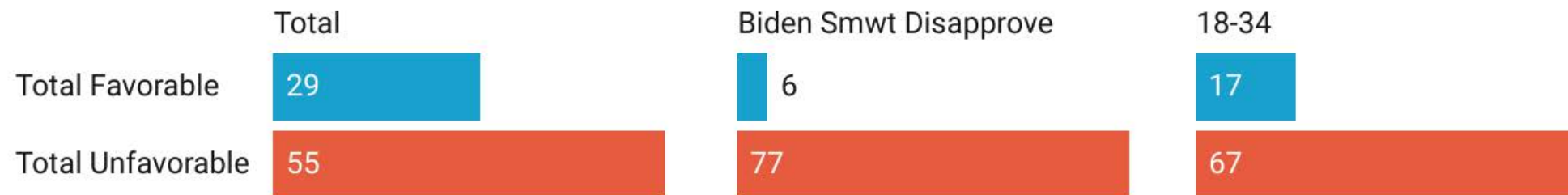


This chart looks at the impact of trust on issues and preferred traits on US House vote, using a marginal effects regression, like the process we used on the previous slide analysis.

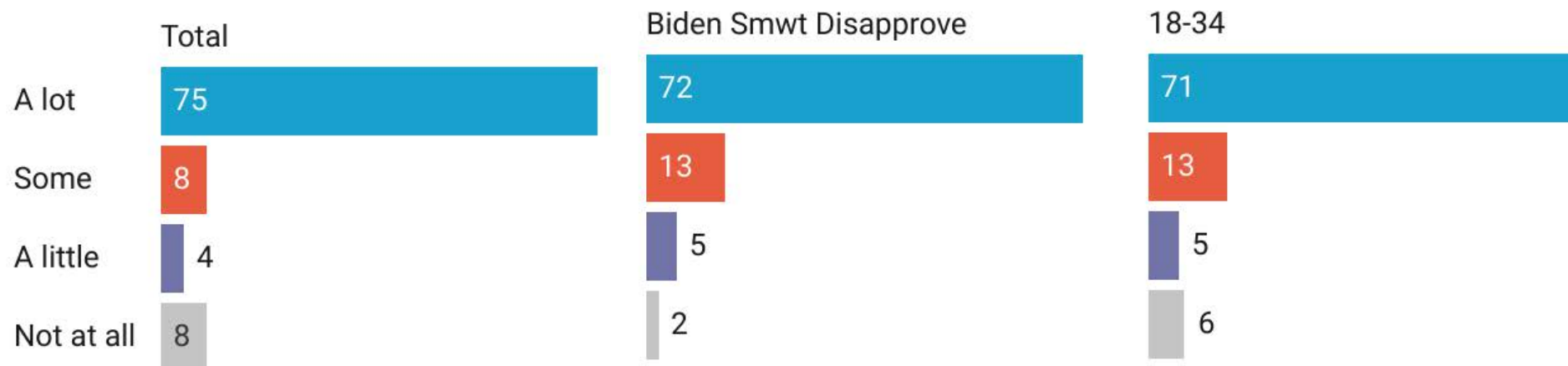
Today, we can see that Democrats have improved their standing with a similar group of voters on **Protecting your individual freedoms** since our October 2022 voter survey.

Key Voters See MAGA Republicans as a Threat

How favorable are your feelings about: MAGA Republicans

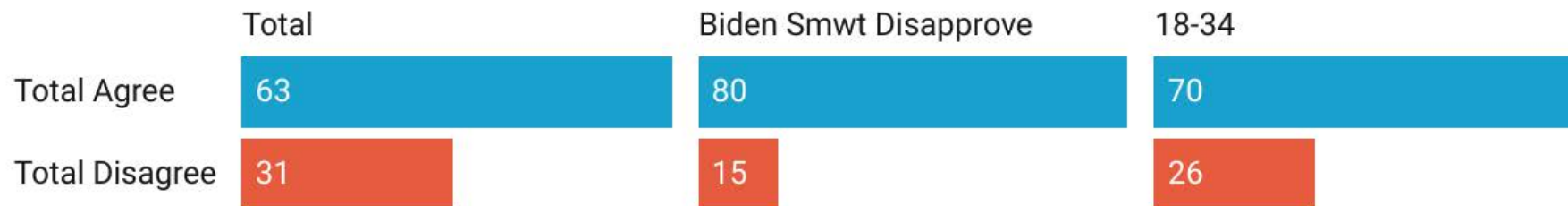


How much do you believe MAGA Republicans threaten democracy? (Democrats and Independents)

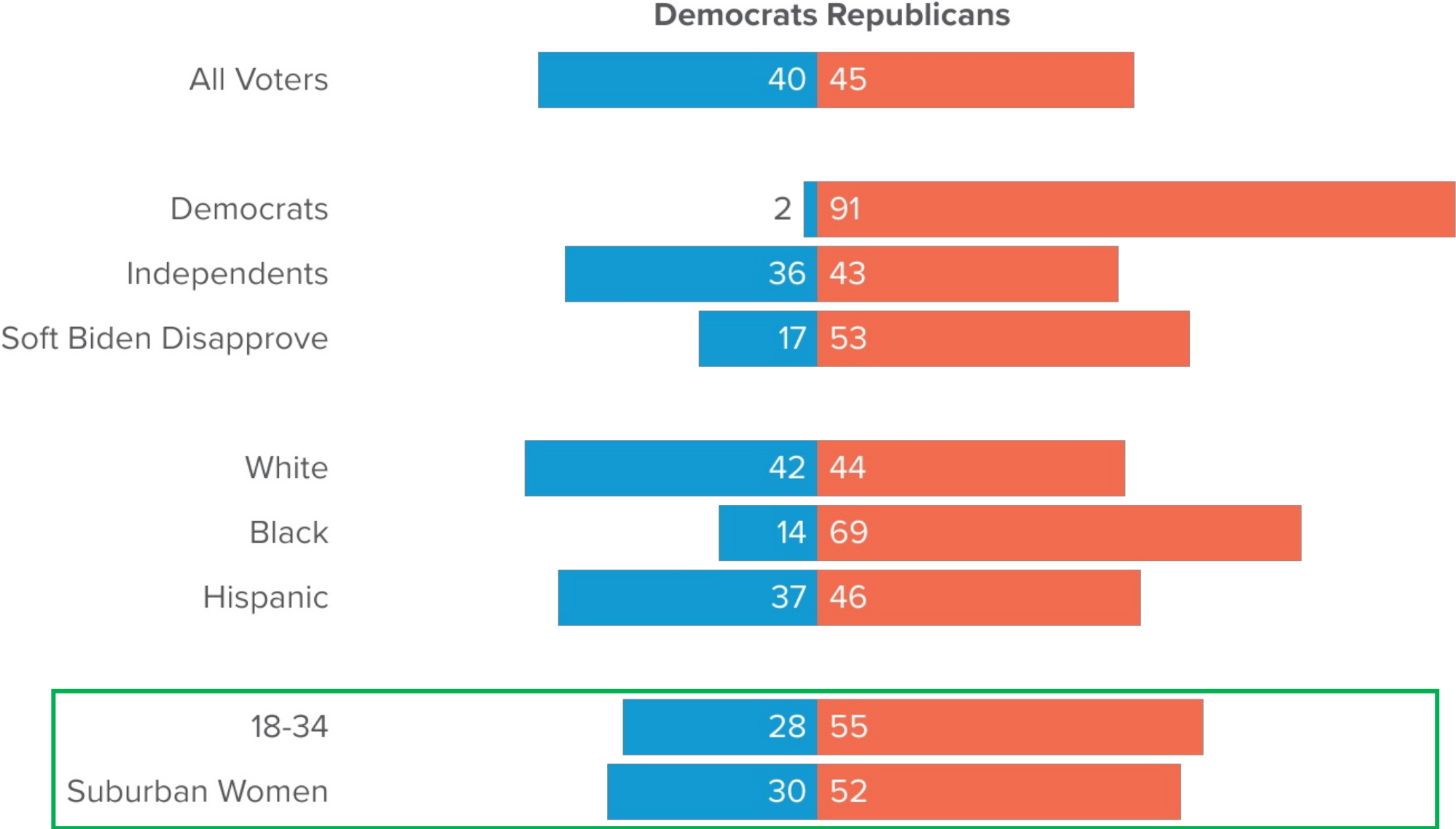


Republican Extremist Overreach Alienates Voters

Do you agree or disagree with the following statement: “The Republican party used to be the party of 'leave us alone.' Now, many Republicans want to ban books, ban abortion, and require high school girls to submit to mandatory genitals checks to play sports. It's all big government all the time. Please, enough with the extremism. Leave us alone to live our lives in peace and freedom.”



Which Group Has More Extremists?



Summary & Next Steps

Stopping the anti-freedom agenda supported by many Republicans is paramount to saving America's democracy and economy. Democrats are regaining voters' trust on protecting Individual Freedom, but they also should make a stronger case for Americans to have Economic Freedom. The Bidenomics debate gives Democrats today, and in the future, the ability to make a broader argument for Economic Freedom, which will give Americans more opportunities and grow our economy.

- Despite historic economic accomplishments, Democrats continue to trail Republicans on Economic Freedom. **Our recommendation is for Democrats to use Bidenomics as the blueprint, but communicate to voters through the Economic Freedom Frame to flip the script on the Republicans' long-held advantage on economic issues.** Democrats should move away from class-focused messaging and into the freedom value set. You can see more research and development of the Freedom Frame in our [report](#) issued in May.
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Future Majority will continue its voter research and messaging operation, as well as partner with other stakeholders, to continue developing the Economic Freedom argument. As always, we welcome ideas, feedback and more allies in the fight.



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