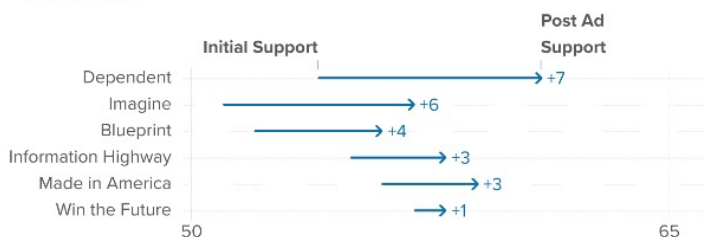


TO: Interested Parties  
 FR: Future Majority  
 DT: May 20, 2021  
 RE: **American Jobs Plan Ad Testing in Pennsylvania and Swing Congressional Districts**

Future Majority, with our partners at Change Research, tested six versions of ads touting provisions of President Biden's American Jobs and American Families Plans. The information below is from 1,213 likely voters surveyed in the 37 congressional districts decided by +/- 5 points and 1,093 likely voters in Pennsylvania surveyed May 10-14, 2021.

**Pennsylvania**



**Made in America**



**Dependent**



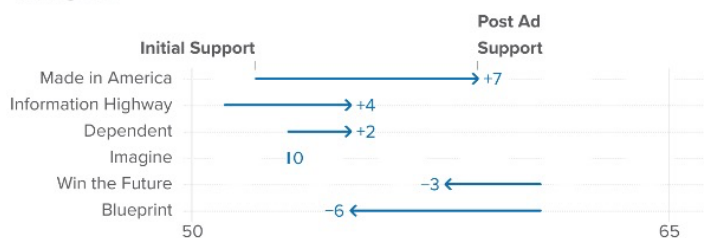
**Information Highway**



**Imagine**



**Swing CDs**



**Blueprint**



**Win the Future**



**Top Performers**

The top performing ads focused on supporting made in America policies -- "Made in America" and "Dependent". These performed notably higher than the others in both the swing congressional districts and in Pennsylvania.

**Made in America**

The [Made in America ad](#) focused on bringing manufacturing back to the United States and purchasing American supplies to produce in American factories. It also highlights Biden's to spend tax dollars on goods made by Americans. Voters in Pennsylvania showed a +3 increase in support for the American Jobs Plan after viewing the ad, and voters in the swing congressional districts showed a +7 increase in support.

**Dependent**

The [Dependent ad](#) took a different approach to the need for American manufacturing, focusing on the feeling that Americans have been left behind (a recurring theme in our study of voter attitudes). It presents the proposal of bringing manufacturing back to America as one based in freedom and the fulfillment of dreams. Voters in Pennsylvania showed a +7 increase in support for the American jobs plan after viewing the ad, and voters in the swing congressional districts showed a +2 increase in support.



## Let's Build: Freedom. Fair Shot. Future.

Other well-performing ads include [Imagine](#) (+6% support for the American Jobs Plan in Pennsylvania), and [Information Highway](#) (+4% support in swing congressional districts, +3% support in Pennsylvania). Neither of these advertisements use President Biden as a central figure, but still focus on the possibilities of the American Jobs and American Families Plans.

### **Politician-Focused Ads are Low Performing**

We saw a clear theme among the lowest performing ads among the ones we test – President Biden was a central figure. In both [Blueprint](#) and [Win the Future](#), we featured the President as a primary messenger. We tested content with President Biden to validate our theory that American workers, not politicians, are the hero of our story. This was particularly true among voters in swing congressional districts, where we saw a *decrease* in support for the legislation after viewing the ads.

This data also tracks with the results from our award winning 2020 voter education campaign in Wisconsin, Michigan, and Pennsylvania. In our GOTV advertising deployed to these swing states, we saw a +7% lift in intent to vote and an 11.8% lift in intent to vote for Joe Biden *without using any politician as a motivational figure and focusing more on issues that voters care about.*

### **Conclusion & Next Steps**

Future Majority will repurpose low performing ads and use what we've learned to develop new compelling creative to advocate for the much-needed investment in America's infrastructure. We validated our working theory that content is more persuasive when it is told through the lens of issues rather than partisan politics by featuring politicians or elected leaders.

Future Majority is launching a \$45 million paid communication effort to educate voters in the key battleground congressional districts and states of Michigan, Nevada, Pennsylvania, and Wisconsin. We have identified 8.5+ million Independent and working-class voters, including a growing number of young voters, suburban women, and rural/exurban voters. We will communicate directly with these voters between now and 2024, not just a few weeks before election day.

To discuss our paid communications campaign in more detail, please contact Future Majority president Mark Riddle at [mark@futuremajority.org](mailto:mark@futuremajority.org).