

TO: Interested Parties
 FR: Mark Riddle, Future Majority
 RE: Data show President Biden's re-election message is effective
 DT: April 26, 2023

Yesterday, President Biden officially launched his re-election campaign. In the video titled "[Freedom](#)," President Biden details how the "battle for the soul of the nation" continues today, and how our personal freedoms are under attack. Today, the President and the DNC released a new [:90 ad](#) building on this theme, focused on protecting and expanding American freedoms.



President Biden's announcement focuses on restoring and protecting personal freedom, making the worker the hero of the story by focusing on rebuilding the middle class, and uniting the country against the extremist forces that seek to keep us divided. We have highlighted key sections below and include data that show the messages are effective.

Longtime followers of Future Majority's work will know that the data we have released since 2017 shows that the "freedom frame" is both a compelling message in the short- and long-term. Our [analysis](#) shows that improving trust on this value will move voters toward the Democrats. We appreciate our friends at Change Research for years of research partnership in the effort to build support for and promote the Freedom Frame.

President Biden:	FM Voter Data + Recommendations
<i>Freedom. Personal freedom is fundamental to who we are as Americans. There's nothing more important. Nothing more sacred.</i>	<ul style="list-style-type: none"> • In June 2018, Future Majority found that 91% of voters said that the government should enable them to build a better future. • An October 2022 Future Majority study identified "protecting your individual freedoms" as the key issue that could move voters to support Democrats more than any other issue.

<p><i>That's been the work of my first term: To fight for our Democracy. This shouldn't be a red or blue issue. To protect our rights. To make sure that everyone in this country is treated equally. And that everyone is given a fair shot at making it.</i></p>	<ul style="list-style-type: none"> • In our November 2022 polling, we found that 80% of voters believe that “every American deserves a fair shot so they can build the financial freedom to get the jobs they want and to start a business.” • Since our founding, Future Majority has urged Democrats to focus on ensuring that Americans feel like they have a fair shot.
<p><i>But around the country, MAGA extremists are lining up to take those bedrock freedoms away. Cutting social security that you've paid for your entire life while cutting taxes for the very wealthy. Dictating what health care decisions women can make, banning books, and telling people who they can love. All while making it more difficult for you to be able to vote.</i></p>	<ul style="list-style-type: none"> • Our research shows that MAGA Extremists are unpopular among voters. 56% of voters in competitive districts in our March 2023 survey have an unfavorable view of “MAGA Republicans.” • More voters see Republicans as more extreme than Democrats, with 45% identifying the Republicans as the group with more extremists. 55% of voters 18-34 and 52% of suburban women identified Republicans as more extreme. • 70% of voters in key battleground states oppose (including 56% who strongly oppose) sunseting laws like Social Security and Medicare unless Congress votes to renew them. • 69% of voters in a 2020 study support reforming the tax code to end tax giveaways for corporations and people making over \$400,000 per year. • 81% of voters respond that they believe that every woman has the freedom to choose for herself if, when, and with whom to start or grow a family. • 74% of voters in key battleground states opposed Florida Governor Ron DeSantis requiring schools and libraries to ban books that go against his personal beliefs
<p><i>When I ran for President four years ago, I said we are in a battle for the soul of America. And we still are. The question we are facing is whether in the years ahead we have more freedom or less freedom. More rights or fewer. I know what I want the answer to be and I think you do too. This is not a time to be complacent.</i></p>	<ul style="list-style-type: none"> • In our March 2023 survey, 56% of voters in competitive states agreed that: “The Republican Party talks a lot about freedom, but they only value freedom when it comes to their supporters and not anyone who disagrees with them.”
<p><i>Because I know America. I know we are good and decent people. And I know we are still a country that believes in honesty and respect, and treating each other with dignity. That we're a nation where we give hate no safe harbor. And we believe that everyone is equal, and that everyone should be given a fair shot to succeed in this country.</i></p>	<ul style="list-style-type: none"> • Our research consistently shows that Americans say they do not have a fair shot in America. In our November 2022 study, 40% of voters responded that they did not have a fair shot to succeed. • In our November 2022 polling, 80% of voters believe that every American deserves a fair shot so they can build the financial freedom to get the jobs they want and to start a business.

<p><i>Every generation of Americans has faced a moment when they've had to defend democracy. Stand up for our personal freedoms. Stand up for the right to vote and our civil rights. And this is our moment.</i></p>	<ul style="list-style-type: none"> • Our data shows that 71% of voters in competitive districts would support a candidate that 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.
<p><i>Let's finish this job, I know we can.</i></p> <p><i>Because this is the United States of America. And there's nothing we can't do if we do it together."</i></p>	

Building on the President's Message:

- **Democrats have to fight on economic freedom.** While voters view economic freedom secondary to personal freedom, Democrats cannot miss an opportunity to define themselves as the group that will stand up for the American worker and ensure a fair shot at opportunities for everyone. Democrats must also unite behind the Biden-Harris administration's record and efforts to reduce the cost of living, continue crackdown on corruption in capitalism like hidden and junk fees, and show how historic investments in infrastructure and climate change are making an impact in local communities.
- **Show voters that they matter in America.** Our research reveals a troubling trend that voters believe they do not matter in the United States. In a recent study, as many as 67% of voters responded that they do not matter. Democrats should continue to place emphasis and expand on making the worker the hero of the story.
- **Voters are interested in leaders' vision for the future.** While much of the 2024 debate is shaping up to be about issues that should have been settled in the past (abortion rights, Social Security, Medicare, banning books), Democrats should also address the challenges of the future. Contrast by reminding voters of the Republican positions on such popular programs, and pivot to protecting and expanding them and others to address the challenges of the future.

See more of Future Majority's work and voter research focused on taking back freedom:

- **2018 Report - Recommendations to Rebuild "Democrat"**
Our foundation and guiding principles are based on [early research](#) that indicated voters' desire for building freedom, a fair shot, and the future.
- **2018 "Built Not Bought" Cornerstone Short Film**
The Freedom Frame and making the worker the hero of the story was the bedrock of Future Majority's "[Built Not Bought](#)" short film in 2018.

- **2019 Focus Groups Confirm “Built Not Bought” Resonates:**
Our voter [study](#) in March 2019 confirmed that the concept of everyone working together to ensure freedom and opportunity “elicited a positive reaction throughout the groups.”
- **2020 Study Recommends Democrats Rebuild With Words that Work**
Future Majority reiterated its effort urging Democrats to [reclaim](#) the basic American value of “freedom” and recognized the efforts by the Pro-Choice movement to reframe the debate around reproductive freedom.
- **2022 Launch of the Freedom Agenda Statement of Principles**
In the summer of 2022, Future Majority launched a statement of principles for a [Freedom Agenda](#), a set of unifying themes that most voters want their government to deliver.
- **2022 Freedom Frame Memo Outlines the Path Forward**
In October 2022, we released a recommendation [memo](#) including our latest data on the Freedom Frame and how Democrats can message around individual, economic, and foundational freedom.