



TO: Interested Parties
FR: Mark Riddle, Future Majority President
RE: Voter Attitudes Toward Freedom & Freedom Frame Messaging
DT: August 18, 2022

Future Majority commissioned Change Research to survey voters about their views on freedom. The survey of 5,953 voters in key swing states and congressional districts was conducted August 5-10, 2022. The Freedom Frame has been a cornerstone of Future Majority's work since its founding in 2017.

Topline Findings:

- **Economic security is key to voters' perception of freedom.** 82% of voters agree with the statement "True individual freedom cannot exist without economic security and independence."
 - 84% of voters would consider voting for a candidate who has a message of: "Americans should have the freedom to live their lives without the fear of crippling healthcare costs,"
 - 75% would consider supporting a candidate who says, "Americans regardless of zip code should have the freedom to pursue the American dream without being held back by a lack of resources like roads, bridges, and access to broadband internet."
 - 68% would consider voting for a candidate message of "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."
- **Voters see both political groups as a risk to their freedom, but a starker contrast exists on Republicans.** 50% of voters are more worried about Republicans limiting their individual freedom compared to 42% who say Democrats. 46% of voters are more worried about Democrats limiting their economic freedom compared to 41% who say Republicans.
 - **70% of Democrats and Independents agree with the statement: "The Republican Party talks a lot about freedom, but their idea of freedom is like the rest of their ideas: stuck in the 1700's."**
 - Similarly, 52% of voters believe Republicans care more about protecting the freedoms of the people who vote for them than protecting freedoms for everyone compared to 37% who say Republicans protect the freedoms of everyone. 45% of voters believe Democrats care more protecting the people who vote for them compared to 43% who say protecting the freedoms of everyone.

- **75% of voters agree with the statement “Young women and girls should not have fewer rights and freedoms in America today as their mothers and grandmothers.”**
 - Specifically on the issue of abortion and reproductive freedom, the Freedom Framed message earns a +5% net gain in support. 87% agree with the statement “Every woman should have the freedom to choose for herself if, when, and with whom to start or grow a family.” 82% agree with the statement “A woman has the right to make her own reproductive medical decisions.”
- **Voters overwhelmingly support investing in local police departments to protect the freedom of safety.** 90% of voters – 96% of Democrats, 88% of Independents, and 85% of Republicans – support a proposal in Congress to provide local police departments with officer safety, de-escalation, and domestic violence response training, body cameras, expanded mental health resources for officers, and funding to recruit new police officers.

Additional Data: Voter Perceptions of Freedom by Political Groups

“Which group you are more worried about restricting your individual freedoms?”



“Which group are you more worried about restricting your economic freedom?”



“Do you think Republicans care more about:”



“Do you think Democrats care more about:”



Additional Data: Voter Perceptions of Freedom

“Which type of freedom do you think is more important:”

Economic Freedom, meaning that economic stability can be achieved, and you are not at risk of losing your home or savings during hard times:

5

Social Freedom, meaning that you have free speech and the expression of your faith, who you love, and the ability to do what is best for your life, not what society demands of you:

9

Both are equally important:

85

“Agree/Disagree: True individual freedom cannot exist without economic security and independence”

Agree 82

Disagree 12

“Agree/Disagree: Only strong leaders can protect and guarantee our Freedom”

Agree 70

Disagree 24

“Agree/Disagree: Our freedoms don’t come from the government or politicians. They come from us when we stand up for our rights.”

Agree 83

Disagree 13

“Which comes closer to your view, even if not entirely accurate?”

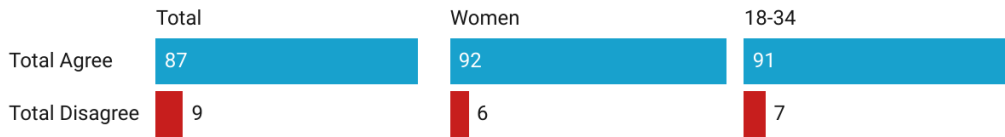
My freedom ends where other citizens’ freedom begins, and I respect every individual’s right to make their own decisions:

50

My freedom should not be limited by anyone else, no matter what they say or believe:

41

“Do you agree or disagree with the following statement: “Every woman should have the freedom to choose for herself if, when and with whom to start or grow a family”?”



“Do you agree or disagree with the following statement: ‘Young women and girls should not have fewer rights and freedoms in America today as their mothers and grandmothers’?”



“Do you support or oppose a proposal in Congress to provide local police departments with officer safety, de-escalation, and domestic violence response training, body cameras, expanded mental health resources for officers, and funding to recruit new police officers?”



Additional Data: Message Frames

“For each statement, please indicate whether it would make you more likely to vote for the candidate who says:”

“Americans should have freedom from fear of how and whether income is coming in”



“Americans should be free to work hard for their prosperity, without intervention from unions or the government.”



“Americans should have the freedom to live their lives without the fear of crippling healthcare costs.”



“Americans should have the freedom to build their future with an education system that does not require massive personal debt.”



“Children must have the freedom to go to school. Schools must never be allowed to be shut down by adults again.”



“Americans should have the freedom to choose the kind of education they want for their children.”



“The Second Amendment gives Americans the right to regulate the militia, and that means we have the constitutional obligation to make sure violent criminals do not have access to weapons of war.”



“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.”



“The Second Amendment gives American patriots the right to own guns, and to do so without laws restricting their freedoms”



“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”



“Americans regardless of zip code should have the freedom to pursue the American dream without being held back by a lack of resources like roads, bridges, and access to broadband internet”



“Americans should have the freedom to live their lives, without the threat of big government intervention and regulation”



Additional Data: Perceptions of Republicans on Freedom

Note: Only Democrats and Independent voters were asked how they view Republicans.

“The Republican Party talks a lot about freedom, but their idea of freedom is like the rest of their ideas stuck in the 1700’s”



“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”



“The Republican Party talks a lot about freedom, but you are not free if you are buried by student loan debt or you are forced to give birth”



“The Republican Party says they stand for freedom, but they want to take us backward to a time when we were less free than we are today”



“Freedom means making a living wage and being able to choose when or if to start a family, but today’s Republicans are taking those freedoms away from us”

