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

TO: Interested Parties
FR: Mark Riddle, President of Future Majority
RE: Jobs: Michigan and the Battleground Congressional Districts
DT: August 16, 2021

Since the 2020 election, Future Majority has surveyed 39,466 voters in swing congressional districts and battleground states with our partners at Change Research. This memo includes data from a recent survey of 1,997 voters in the 37 congressional districts decided by +/-5 points in 2020 (August 6-9, 2021) and 1,158 voters statewide in Michigan (August 6-9, 2021).

Three Quick Takeaways. Positive Trends.

1. **The "Democrats Delivering" message is having an impact**. Democrats lead Republicans 40% to 33% on the question of "Building America by investing in our families and infrastructure." Democrats are +4 on this since our early July poll. Also, since our July report, Republicans have dropped eight points on defeating Covid, six points on creating middle-class jobs, and five points on keeping your community safe.

2. **Get Infrastructure to President Biden's Desk ASAP. It's a winner.** 57% of voters in the swing congressional districts support the Bipartisan Infrastructure Framework. In Michigan, 58% of voters support the framework. Among the critical voting bloc of undecided Independent voters, 63% in the swing congressional districts support the bipartisan infrastructure plan and just 29% oppose the investments.

3. **Biden's Buy American is a Winning Bumper Sticker.** 91% of voters in battleground congressional districts support (64% strongly support) a Buy American plan that increases American-made content in the products the federal government buys and supports the domestic production of products critical to national and economic security. 3% of voters oppose. In Michigan, voters agree. 93% of voters (70% strongly support) a Buy American plan.

Two Warning Signs: Prices and Taxes.

1. **It's All about the Pocketbook.** 65% of voters in battleground congressional districts and Michigan say they are falling behind the cost of living. Groceries and gas prices are having the largest impact. 87% of voters in both the congressional districts and Michigan identify groceries, and 80% of voters in the congressional districts and 85% of voters in Michigan identify gas prices, as causes of why they are falling behind. Housing costs (mortgage, rent) were ranked third with 55% of voters in Michigan and 57% in the congressional districts identifying it as an influence on their income falling behind.

2. **The Democrats' Tax Argument is a Tough Sell.** 65% of voters in the congressional districts believe their taxes will go up given all the things agreed to or discussed in Washington. 67% of Independents and 71% of undecided independents believe their taxes will go up. Just 5% of voters think their taxes will go down. Democrats need to be crystal clear when it comes to sources of revenue for critical infrastructure investments

and how they will help us and our children long term through increased productivity and improved quality of life.

On the Question – "Which Party is Delivering?"

Winning:

- o **Defeating Covid-19:** Democrats lead Republicans 44% to 26% in the battleground congressional districts. In our July survey, Democrats led Republicans 43% to 34%, an eight point drop for the GOP. In Michigan, 44% say Democrats and 25% say Republicans.

- o **Building America by investing in our families and infrastructure:** Democrats lead Republicans 40% to 33% in the battleground districts. In our July survey, Democrats lead Republicans 36% to 31%. In Michigan, Democrats lead Republicans 31% to 28%.

- o **Lowering health care costs:** Democrats lead Republicans 31% to 27% (38% of voters say "neither") in the battleground districts. In Michigan, 31% of voters believe Democrats are better and 28% say Republicans (37% say "neither").

Lose or Draw:

- o **Rebuilding America's Economy:** Republicans lead Democrats 43% to 37% in the battleground districts. In our July survey, Republicans led Democrats 50% to 36%, a seven point drop for the GOP. Trending right but needs to be pushed. In Michigan, 45% say Republicans do a better job than 38% who say Democrats.

- o **Creating middle class jobs:** Republicans lead Democrats 42% to 34% in the battleground districts. In our July survey, Republicans led Democrats 48% to 34%, a six point drop for the GOP. In Michigan, 41% say Republicans and 34% say Democrats.

- o **Cleaning up corruption: Dem messaging here has failed.** Despite HR 1 passing the House, and getting multiple Senate votes, Republicans lead Democrats 27% to 25% (44% of voters say "neither") in the battleground districts. In our July survey, Republicans led Democrats 29% to 25%. In Michigan, Democrats and Republicans are viewed by 28% of voters respectively as better on cleaning up corruption, with 41% saying neither.

- o **Keeping your community safe:** Republicans lead Democrats 42% to 27% in the battleground districts. In our July survey, Republicans led Democrats 47% to 27%, a five point drop for the GOP. In Michigan, Republicans are viewed better by 41% of voters, with 36% saying Democrats do better at keeping communities safe.

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Read more about our recommendations for Democrats to go on offense with practiced message discipline in our most recent Playbook, Future Majority's monthly analysis of data on voter opinions for elected leaders and influencers.

Below are some additional data points on a variety of important issues from jobs, the lay of the land, Covid, climate, voter attitudes on policies to pay for investments, and voter opinions on how technology will influence the future of American life.

Key Topics:

- **54% of voters in the battleground districts and 55% of voters in Michigan support a $3.5T budget package over the next 10 years** to expand Medicare benefits, invest in preschool education, community college, childcare, family leave, more affordable college, and funding efforts to combat climate change. 96% of Democrats, 53% of Independents (58% undecided Independents) in the congressional districts support the package.

- **Government handouts vs. not going back to work:** 48% of voters in the swing districts and 50% of voters in Michigan agree more with the statement, "People are getting too much in government handouts right now and that is keeping them from going back to work. They should be eliminated now that the pandemic is mostly over," versus 46% (CDs) and 47%(MI) who agree more with "People are not going back to work in low skill service jobs because they are put at risk for COVID. The government relief provided has allowed people to look for new careers that pay better, force employers to pay more, and that will make America stronger in the long run."

- **More education needed: 29% of voters in the battleground congressional districts have heard "a lot" about the Child Care Tax Credit.** 38% said they had heard "some" about the policy. In our July survey of the same congressional districts, 33% of voters had heard a great deal and 39% had heard some. Similarly, 26% of voters in Michigan have heard about the tax credit and 39% have heard some about it.

    - 52% of voters in the battleground congressional districts support the Child Tax Credit for eligible families to receive a monthly payment or an annual credit on their taxes. 42% oppose the Child Tax Credit. In Michigan, 51% of voters support the initiative and 42% oppose.

    - 41% of voters in the battleground congressional districts support making the Child Tax Credit permanent. 50% oppose. In Michigan, 49% of voters oppose and 41% support making the tax credit permanent.

Lay of the Land:

- President Joe Biden has a 46% job approval in the battleground congressional districts and 45% in Michigan.

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- o 95% of Democrats approve (64% strongly approve)
- o 97% of Republicans disapprove (91% strongly disapprove)
- o 44% of Independents approve, 53% of Independents disapprove
- o Note: A new Marquette Law School poll finds 49% of Wisconsin registered voters approve of the job President Biden is doing, 46% disapprove.

- Democrats trail the Republicans 44% to 42% in the generic U.S. House ballot (Future Majority's July survey of swing districts had Democrats trailing 46% to 42%). 29% of Independents are undecided.

  - o The Big Lie fallout is still in full effect. It is remarkable that 80% of Republican voters in the swing congressional districts believe Trump got more votes in the 2020 election. Similarly, 85% of Republican voters in Michigan believe the Big Lie.

  - o In the 37 battleground congressional districts, Democrats trail Republicans 85% to 82% on being extremely motivated to vote. 67% of Independents say they are extremely motivated to vote. In Michigan, Democrats trail Republicans 87% to 85% on motivation to vote. 72% of Independents in Michigan are extremely motivated.

- In Michigan, Governor Whitmer is tied with a generic Republican 45% to 45%. While Whitmer trails with Independents by 11 points, there are many demographics in which the Governor has room to grow. Our bet is that the Michigan Governor will have a big smile when Democrats pass infrastructure investments.

- Former President Trump remains a polarizing figure, especially toxic with Independent voters. In the swing congressional districts and in Michigan, 52% of voters view the former president unfavorably, with 41% having a favorable opinion. Notably, among undecided Independent voters, 57% in the congressional districts and 58% in Michigan have an unfavorable opinion of Trump.

Economic Policy:

- 86% of voters in the swing congressional districts and 90% in Michigan said the top priority for U.S. trade policy should be "Protecting American Jobs" versus 5% in the congressional districts and 3% in Michigan who said "Keeping prices of foreign-made goods low."

- 73% of voters in the congressional districts and 78% of voters in Michigan believe the growing trade and business ties between the United States and other countries is a good thing, however, just 24% say it is a "very good" thing.

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- 44% of voters in swing districts and 45% of voters in Michigan believe the increased tariffs between the U.S. and its trading partners have been good for the United States. 34% say they are bad for the U.S., and 21% are not sure.

- 48% of voters in battleground districts and 50% of voters in Michigan believe Donald Trump's trade policies were mostly positive for the United States economy. 44% in battleground districts and 42% in Michigan say they were mostly negative.

- 33% of voters in swing districts and 28% in Michigan said that the trade policies under recent Presidents Clinton, W. Bush, and Obama were mostly positive, with 44% in the congressional districts and 48% in Michigan believed the policies were mostly negative.

- 71% of voters in battleground congressional districts support (45% strongly support) the federal government promoting greater competition in a variety of industries, increasing scrutiny of corporate mergers, and restricting the widespread practice of forcing workers to sign non-compete agreements 15% of voters oppose. In Michigan, 70% support promoting greater competition.

- 50% of voters in battleground congressional districts are more concerned that America will not invest in jobs, infrastructure, education, and technology to be competitive in the 21st century compared to 45% who are more concerned that America will raise taxes too much, hurting

- 55% of voters in the congressional districts and 54% of voters in Michigan say they are "Worried – I am nervous about what the future holds," when asked how the future world of work is likely to affect them.

- 64% of voters in both battleground districts and in Michigan support passing a law to index the minimum wage to inflation so it is raised automatically over time, the same way COLA for Social Security benefits is indexed to inflation.

- **When it comes to dealing with China, most voters believe President Biden is too weak.** 52% of voters in the swing districts believe Biden is "too weak," with 25% in the congressional districts believing the President "has the right approach." 22% are not sure and 1% say Biden is "too tough." In Michigan, 55% believe Biden is "too weak" in his approach to China, with 24% saying the president "has the right approach" and 21% are not sure.

  - When asked whether the U.S. should treat China as an enemy, competitor, or potential collaborator, voters are split. In the swing districts, 41% say "enemy," 36% say "competitor," and 14% say "potential collaborator." 9% are not sure. Voters in Michigan respond similarly, with 41% who say "competitor," 38% say "enemy," and 10% say "potential collaborator," with 11% not sure.

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- 64% of voters in the battleground districts and 66% of voters in Michigan believe "investing in American infrastructure, technology, and manufacturing" is the better approach to dealing with China than 26% (CDs) and 29% (MI) who say "treating China as an enemy and challenging their practices in America and around the world."

    - 76% (49% strongly support) of voters in swing districts and 78% (50% strongly support) in Michigan support the U.S. government cracking down or stopping Chinese companies from selling products in the U.S.

    - 53% of voters in the battleground districts support allowing American semiconductor manufacturers to sell and export to Chinese companies if it creates a significant amount of American jobs and increased growth. 27% oppose. In Michigan, 52% support and 26% oppose.

  - 81% of voters in the swing districts and 83% in Michigan believe that Chinese technology companies steal data and intellectual property from Americans and give their government access to this information to give China a competitive advantage.

  - 49% of voters in battleground districts and 47% in Michigan support banning Chinese headquartered telecommunications companies that use artificial intelligence, 5G, and other products like appliances that connect to the internet from operating and selling products in the United States. 31% in the congressional districts and 28% in Michigan oppose.

  - 60% of voters in the congressional districts and 59% in Michigan support the Biden Administration continuing the tariffs imposed on China and other countries.

- When asked which they agree with more, 48% of voters in the battleground districts and 49% of voters in Michigan agreed with the statement "government regulation of business is necessary to protect the public interest." 43% in the congressional districts and Michigan said, "government regulation of business usually does more harm than good."

Potential Ways to Pay for Investments:

- Voters were asked about their level of support for each of the following plans to fund infrastructure investments:

  - Raise the corporate tax rate from 21% to 25%:
    - Battleground CDs: 53% support, 43% oppose
    - Michigan: 54% support, 41% oppose

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- Impose a wealth tax of 2% a year on households whose net worth is at least $50 million:
  - Battleground CDs: 64% support, 32% oppose
  - Michigan: 64% support, 32% oppose

- Pare back tax preferences for so-called pass-through businesses, such as limited-liability companies or real estate partnerships:
  - Battleground CDs: 37% support, 30% oppose, 33% not sure
  - Michigan: 38% support, 27% oppose, 35% not sure

- Raise the income tax rate on individuals earning more than $400,000:
  - Battleground CDs: 57% support, 39% oppose
  - Michigan: 59% support, 36% oppose

- Increase the estate tax on inheritances of $5 million or more:
  - Battleground CDs: 54% support, 42% oppose
  - Michigan: 52% support, 43% oppose

- Raise the capital-gains tax rate for individuals earning at least $1 million annually:
  - Battleground CDs: 58% support, 36% oppose
  - Michigan: 59% support, 34% oppose

- Raise the gas tax by 5 cents per gallon:
  - Battleground CDs: 20% support, 77% oppose
  - Michigan: 20% support, 77% oppose

- End the deduction people get for the taxes they pay to foreign governments:
  - Battleground CDs: 61% support, 23% oppose
  - Michigan: 63% support, 20% oppose

- Assess tolls and user fees when people access the infrastructure once it is built:
  - Battleground CDs: 24% support, 65% oppose
  - Michigan: 26% support, 62% oppose

- Assess a small fee on sales of stocks and bonds:
  - Battleground CDs: 36% support, 53% oppose
  - Michigan: 35% support, 52% oppose

- Increase the budget of the IRS so they can go more aggressively after people who cheat on their taxes:
  - Battleground CDs: 49% support, 44% oppose
  - Michigan: 51% support, 51% oppose

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- o Assess higher taxes on cryptocurrency transactions:
    - Battleground CDs: 53% support, 30% oppose
    - Michigan: 50% support, 30% oppose

- o Reduce the $800 billion defense budget by 3% each year:
    - Battleground CDs: 45% support, 50% oppose
    - Michigan: 44% support, 50% oppose

- o Legalizing the sale of recreational marijuana to adults 21 and older:
    - Battleground CDs: 70% support (49% strongly), 27% oppose
    - Michigan: 72% support (44% strongly), 17% oppose

Data Points on Covid:

- 48% of voters in the battleground congressional districts approve of the way President Biden is handling the coronavirus pandemic, with 50% disapproving. 33% of voters strongly approve, and 43% strongly disapprove. Among undecided Independents, 51% approve and 44% disapprove. While generally unchanged overall from last month's survey of the 37 congressional districts, Biden's "strongly approve" rating has dropped by five points since our survey of the districts (previously 38% strong approval).

    - o When asked how much voters trust information on the coronavirus provided by President Biden, 44% said they trust the president and 55% said they did not trust the president. 60% of Independents and 67% of undecided Independents say they "do not trust at all" President Biden on the coronavirus.

    - o **On the question of trust related to the pandemic, 79% of voters in swing congressional districts and 76% of voters in Michigan said they trust their own doctor most.**

        - Note: When asked how much voters trust the news media in general, 62% of voters in the battleground districts and in Michigan said they trust the media "a little" or "not at all," with 41% of voters in both surveys and saying, "not at all."

- Similarly, 48% of voters in Michigan approve of President Biden's job handling the coronavirus and 50% disapprove. Among undecided Independent voters, 51% disapprove and 40% approve.

- 58% of voters in the 37 congressional districts believe the coronavirus "continues to be a serious problem" and 36% of voters say the pandemic is "mostly over." In Michigan, 52% of voters say "a serious problem" and 41% say "mostly over."

- 59% of voters are concerned about the spread of the coronavirus through the Delta variant, including 40% of voters who say they are "very concerned." 40% of voters are not concerned about the virus, including 23% of say they are "not concerned at all"

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about the threat of the Delta variant. In Michigan, 55% are concerned and 44% are not concerned.

- 68% of voters support opening of schools for full-time, in-person instruction this fall despite the rise in Covid-19 cases, including 44% who strongly support schools re-opening. 28% oppose opening schools for full-time, in-person instruction, including 12% who strongly oppose. Michigan voters agree, with 70% supporting opening schools and 25% opposing opening schools.

- 55% of voters say that requiring masks and social distancing in schools, but otherwise returning to normal, full-time, in-person instruction is a greater priority than continuing remote learning and school closures to prevent the spread of the Delta variant. 18% of voters say continuing remote learning and school closures is more important. In Michigan, 49% say returning to in-person instruction and 17% say continue remote learning, with 34% not sure.

- 53% of voters support allowing employers to mandate vaccines from the coronavirus for their employees, including 42% who strongly support the ability to mandate vaccines. 46% of voters oppose allowing employers to mandate vaccines, with 39% strongly opposing. In Michigan, voters are more divided, with 49% supporting allowing vaccine mandates and 48% opposing.

- When it comes to requiring vaccinations for a range of activities in the daily lives of Americans, a majority are in favor of mandates in most instances, but sharp divides persist.

  - In the battleground congressional districts:
    - 55% support vaccine requirements for airplane travel, 44% oppose
    - 50% support vaccine requirements for staying in hotels, 47% oppose
    - 53% support vaccine requirements at sporting events, 45% oppose
    - 51% support vaccine requirements at restaurants, 47% oppose
    - 54% support vaccine requirements at concerts, 44% oppose

  - In Michigan:
    - 50% support vaccine requirements for airplane travel, 48% oppose
    - 45% support vaccine requirements for staying in hotels, 53% oppose
    - 49% support vaccine requirements at sporting events, 49% oppose
    - 48% support vaccine requirements at restaurants, 51% oppose
    - 50% support vaccine requirements at concerts, 49% oppose

Climate and Jobs:

- 42% of voters in the battleground congressional districts say they or someone they know were impacted by extreme weather events this year.

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- 45% of voters say "a lot of blame to go around over the years" when asked who they hold most responsible for the effects of climate change and extreme weather**. 35% say "I do not believe in human-induced climate change."**

- 86% of voters in the battleground congressional districts support holding big polluters accountable that violate federal laws and use fines imposed toward job training and resources needed for environmental cleanup. 11% oppose.

- 85% of voters in the battleground congressional districts support reducing America's reliance on foreign energy and growing jobs by producing more American-made clean energy. 10% oppose.

- 85% of voters in the battleground congressional districts support setting maximum contaminant levels on harmful pollutants in drinking water systems. 6% oppose.

- 79% of voters in the battleground congressional districts support rebates and discounts on energy efficient appliances, lightbulbs, and insulation. 17% oppose.

- 78% of voters in the battleground congressional districts support increasing financial assistance to farmers to protect them from financial ruin due to natural disasters. 17% oppose.

- 76% of voters in the battleground congressional districts support increasing incentives to reduce energy waste in homes. 19% oppose.

- 70% of voters in the battleground congressional districts support the United States providing funding, technology, and manpower to cleaning oceans and water throughout the world. 25% oppose.

- 70% of voters in the battleground congressional districts support expanding areas that cannot be fished to replenish the fish population. 21% oppose.

- 69% of voters in the battleground congressional districts support expanding conservation lands in the United States and around the globe. 24% oppose.

- 66% of voters in the battleground congressional districts support putting moratoriums on places people can build in areas that are overdeveloped. 23% oppose.

- 56% of voters in the battleground congressional districts support replacing fossil fuels like coal with clean energy like wind and solar power more quickly. 40% oppose.

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- 55% of voters in the battleground congressional districts support the United States buying rainforest land in Brazil and other critical climate zones to protect them from being developed. 37% oppose.

- 50% of voters in the battleground congressional districts support tax credits and rebates for purchasing electric cars. 44% oppose.

- 46% of voters in the battleground congressional districts support a ban on natural gas fracking. 46% oppose.

Role of Technology:

- Voters have mixed feelings about the changes that technology may bring over the next five years and what that will mean for them personally. 46% say they are both hopeful and worried about the future, 31% say they are more hopeful, and 15% say they are more worried.

    - 66% of voters in the battleground congressional districts agree more that "technology has more benefits than drawbacks to the economy because it means that products and services can be made more efficiently and sold at lower prices to consumers." 23% agree more that "technology has more drawbacks than benefits to the economy because it means workers are too often being replaced by robots and computers."

    - Similarly, 65% of voters in Michigan agree with technology having more benefits and 24% believe that it has more drawbacks.

- Voters think more regulation of technology companies is needed. **81% of voters in the battleground districts and 82% of voters in Michigan rate the job the government is doing overseeing the technology industry and consumer welfare as "not so good" or "poor."**

    - 57% of voters in the battleground congressional districts disapprove of the current level of regulation and oversight by the federal government over social media companies like Facebook and Twitter. 27% approve. In Michigan, 58% disapprove and 29% approve of the status quo.

    - Just 11% of voters in the congressional districts and 13% in Michigan rate the job technology companies like Google, Amazon, Facebook, and others are doing to regulate their own behavior and those of their competitors as "good" or "excellent."

- 86% of voters in the congressional districts and 85% of voters in Michigan are concerned about the privacy of personal data stored by internet and technology companies.

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- o 41% of voters in the congressional districts and 40% of voters in Michigan identified "protecting and empowering consumers with privacy and data protection legislation" as a top issue when asked to choose what the government should focus more on it comes to addressing issues with technology and technology companies. 39% (CDs) and 40% (MI) said "enforcing existing laws for crimes committed online" and 32% (CDs) and 33% (MI) said "taxing technology companies that make money from users' personal data."

- o Note: Over the course of four surveys earlier this year, Future Majority found voters in battleground congressional districts and battleground states overwhelmingly support a new [tax on technology companies](#)' profits from users' personal data at 90%+. It is extremely popular among all voter demographics.

- Voters were asked about what role, if any, should the government have in addressing the following issues:

  - o Online foreign interference in U.S. elections:
    - Battleground CDs: 85% major role, 10% minor role, 5% no role
    - Michigan: 89% major role, 8% minor role, 3% no role

  - o The privacy of personal data online:
    - Battleground CDs: 60% major role, 29% minor role, 5% no role
    - Michigan: 57% major role, 31% minor role, 12% no role

  - o Making election technology more secure:
    - Battleground CDs: 78% major role, 16% minor role, 6% no role
    - Michigan: 80% major role, 14% minor role, 6% no role

  - o The spread of misinformation and disinformation on the internet:
    - Battleground CDs: 48% major role, 22% minor role, 30% no role
    - Michigan: 49% major role, 20% minor role, 31% no role

  - o The size and power of large technology companies:
    - Battleground CDs: 52% major role, 36% minor role, 12% no role
    - Michigan: 53% major role, 34% minor role, 13% no role

  - o Hate speech and other threatening or abusive language online:
    - Battleground CDs: 36% major role, 29% minor role, 35% no role
    - Michigan: 38% major role, 27% minor role, 35% no role

  - o Political ads on the internet:
    - Battleground CDs: 30% major role, 30% minor role, 39% no role
    - Michigan: 28% major role, 32% minor role, 40% no role

  - o Workers losing their jobs because of technology and artificial intelligence:
    - Battleground CDs: 31% major role, 41% minor role, 27% no role

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- Michigan: 30% major role, 40% minor role, 35% no role

- Voters were asked whether they support or oppose the following proposals related to technology policy:

  o Empowering federal regulators to apply existing anti-trust regulations to big technology companies:
    - Battleground CDs: 78% support, 9% oppose
    - Michigan: 77% support, 7% oppose

  o Spending more federal money on research and development in high-tech sectors:
    - Battleground CDs: 59% support, 30% oppose
    - Michigan: 58% support, 31% oppose

  o Establishing a consumer bill of rights to protect Americans from fraud, misuse, and abuse of their private online data:
    - Battleground CDs: 89% support, 6% oppose
    - Michigan: 90% support, 5% oppose

  o Establish an online citizen portal that is a one-stop shop for all government services:
    - Battleground CDs: 64% support, 20% oppose
    - Michigan: 62% support, 20% oppose

  o Investing more in STEM (science, technology, engineering, and mathematics) education in our school curricula:
    - Battleground CDs: 89% support, 7% oppose
    - Michigan: 87% support, 8% oppose

  o Legislative action to hold social media and technology companies accountable for preventing and stopping the spread of misinformation and disinformation online:
    - Battleground CDs: 66% support, 27% oppose
    - Michigan: 66% support, 28% oppose

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