

TO: Interested Parties  
 FROM: Future Majority  
 DATE: August 7, 2025  
 RE: Battlegrounds: Opinions in GA, MI, PA, and Tossup Congressional Districts

Future Majority's 2025 battleground research - spanning 7,133 voters across Georgia, Michigan, Pennsylvania, and 26 swing congressional districts - paints a clear picture: Americans continue to be economically squeezed, politically skeptical, and searching for leaders who will deliver relief, reform, and a future worth investing in.

**This memo includes new data from message testing in key Battleground States, as well as outlines where opportunities lie based on what the data shows voters demand - policies that are pro-worker, future-oriented, and address the urgency of fighting corruption and lowering costs.**

Across every geography and demographic, the top concern is expanding financial freedom. Swing voters - including key groups like young adults, suburban women, and cost-of-living Independents - see Trump's chaos and corruption as part of the problem. But they aren't yet sold on Democrats as the answer.

## Topline Themes & Recommendations

### Financial Freedom is the North Star

- **Like in swing districts, "Expanding financial freedom" is the top-testing message in swing states.** Voters define it as lowering costs, increasing wealth, and protection from corporate abuse. Start with cost-of-living relief and build toward the future
- **Most battleground voters believe the economy is tilted toward the rich and well-connected.** Financial freedom means rewriting the rules, so everyone gets a fair shot - from banning stock trading in Congress to cracking down on corporate monopolies
- **Make the future affordable.** Voters want confidence they can buy a home, start a business, save for retirement, or care for their families without going into debt. Center messaging around giving people the tools to build wealth - not just survive

#### Top Performing Message Frame Across Battlegrounds

|   | Georgia | Michigan | Pennsylvania | CDs | 18-34* | 35-49* |
|---|---------|----------|--------------|-----|--------|--------|
| "Expanding <b>financial freedom</b> is essential to building our future..." | 88%     | 90%      | -            | 91% | 89%    | 90%    |

"America needs policies to put its workers first and protect American jobs so they have the **financial freedom** to live and retire with dignity"

- - 96% 96% 93% 94%

*% of voters responding Strongly Agree or Somewhat Agree. Results from Future Majority / Change Research voter surveys in March 2025 and June 2025. 7,133 total voters surveyed across two battleground congressional district surveys and three statewide surveys. See more in the Future Majority Summer Playbook ([link](#)) and Spring Playbook ([link](#)).*

*\* Figure represents the mean of survey averages*

## Trump's "Big Beautiful Bill" is an Anchor, not a Lifeline

- While some provisions are popular, public support for Trump's tax-and-budget plan ceiling never exceeded 41%
- Opposition spikes when voters hear it adds \$2.4 trillion to the debt, threatens 742 rural hospitals, and strips coverage from millions
- Frame Trump and his agenda as a threat to stability and prosperity. Highlight debt, corruption, and giveaways to special interests. Say it clearly: "This bill bankrupts hospitals to cut taxes for billionaires."

### Opposition to Trump's Big, Beautiful Bill Across Battlegrounds

|   | GA  | MI  | CDs | Independents* | 18-34* | 35-49* |
|---|-----|-----|-----|---------------|--------|--------|
| There is currently tax and budget legislation being debated in Congress known as the "Big Beautiful Bill." The legislation is backed by President Trump, and includes keeping tax cuts for the top 1% of earners, eliminating taxes on tips and car loan interest, adding work requirements for some Medicaid recipients, and increasing funding for the military and border security. It is estimated that the legislation would add \$2.4 trillion to the national deficit over the next 10 years. Based on what you know, do you support or oppose this legislation? | 53% | 54% | 56% | 55%*          | 65%*   | 53%*   |

% of voters responding Strongly Oppose or Somewhat Oppose. Results from Future Majority / Change Research voter survey in June 2025. See more in the Future Majority Summer Playbook ([link](#)).

\* Figure represents the mean of survey averages

## The Country Feels Chaotic and Corrupt

- Voters overwhelmingly say America is "mired in chaos and corruption." But by June, Democrats led Republicans by +2 on who's more trusted to clean it up - a 9.5-point swing from March. **However, in the Battleground States, Democrats are still underwater on the issue. In Michigan, Republicans have a +2-point lead over Democrats. And in Georgia, it is a +6-point advantage for Republicans,** 31% to 25% (40% say they trust neither group)
- "No one is above the law" resonates across parties. Focus on equal justice and accountability. Make the case about ensuring everyone has a fair shot, not partisan political parties. Push stock trading bans, transparency rules, and reforms

### Chaotic and Corrupt

|   | GA    | MI    | PA    | CDs   | 18-34* | 35-49* |
|---|-------|-------|-------|-------|--------|--------|
| "Under Donald Trump's leadership, we're seeing more costs, more chaos, and more corruption. We need to shift our focus toward expanding American freedom by supporting work, raising wages, and building wealth for everyday Americans."        | -     | -     | 57%   | 57%   | 63%    | 60%    |
| "Under Republican leadership, we're seeing more costs, more chaos, more debt, and more corruption. We need to shift our focus toward expanding American freedom by supporting work, raising wages, and building wealth for everyday Americans." | 87%** | 86%** | 90%** | 90%** | 87%**  | 85%**  |

% of voters responding Strongly Agree or Somewhat Agree. Results from Future Majority / Change Research voter surveys in March 2025 and June 2025. 7,133 total voters surveyed across two battleground congressional district surveys and three statewide surveys. See more in the Future Majority Summer Playbook ([link](#)) and Spring Playbook ([link](#)).

\* Figure represents the mean of survey averages.

\*\* Only Democrats and Independents surveyed.

## Cost of Living Independents Want Reform and Relief

- This wide-ranging coalition is driven by disillusioned young voters, suburban women, and traditional Independents. They prioritize pocketbook relief and practical leadership. They want protection for hospitals, strong healthcare, and action against price-gouging
- Voters younger than 35 express deep despair. Themes such as “No future here” and “Only the rich win” emerge in open-ended responses. But these voters also respond to messages about financial freedom, corporate accountability, AI readiness, and fighting corruption
- Reclaim the Future. Offer real plans on AI, healthcare, especially protecting hospitals and health workers, and energy. Position Democrats as builders - not blockers. Speak plainly. Show up. Deliver real results

### Stress of Inflation

|   | GA  | MI  | PA  | CDs* | Independents* | 18-34* | 35-49* |
|---|-----|-----|-----|------|---------------|--------|--------|
| How stressful are inflation and rising costs right now to you personally? | 78% | 75% | 84% | 81%  | 82%           | 84%    | 84%    |

% of voters responding **Very Stressful or Somewhat Stressful**. Results from Future Majority / Change Research voter surveys in March 2025 and June 2025. 7,133 total voters surveyed across two battleground congressional district surveys and three statewide surveys. See more in the Future Majority Summer Playbook ([link](#)) and Spring Playbook ([link](#)).

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## Battleground Districts and States Share Many Traits

Like their counterparts in swing districts, voters in Georgia, Michigan, and Pennsylvania express deep economic discontent and political skepticism. While Democrats retain strong support from their base, their challenge is expanding trust among Independents, a group marked by hesitation and dissatisfaction. Across nearly every issue tested, Independent voters report uncertainty or dissatisfaction. A majority of Independents say they are “not sure” about leaders, revealing deep frustration and disengagement. **This voter segment, neither ideologically rigid nor fully partisan, holds the key to future shifts in these battlegrounds.**

## The Opportunity in 2025 and Beyond

Americans are looking for builders. The data across battleground states confirms what we’re hearing from leaders on the ground around the country: voters are frustrated, financially strained, and desperate for a politics that works. While Trump’s chaos repels Cost-of-Living Independents, Democrats still haven’t closed the deal.

### The path forward is clear:

- Lead with financial freedom. It’s not about more programs - it’s about more power in people’s hands, giving them a fair shot at achieving their American Dream
- Make it about results, not rhetoric. Voters distrust institutions. Deliver clear plans on lowering costs, protecting hospitals, and preparing for the future - from AI to energy
- Show up with urgency and humility. Speak plainly. Talk about the results

If Democrats want to win in 2026 and beyond, they must prove they’re ready to build again. Uniting behind an economic agenda that will give Americans the power they need to secure financial freedom will speak to what voters want to hear – and give Democrats an advantage in these battlegrounds.