

TO: Interested Parties
FR: Future Majority
DT: July 1, 2025
RE: Chaos, Corruption, and the Fight for Financial Freedom

Future Majority's June 2025 survey of Swing Congressional Districts (n=1,637), Georgia (n=974), and Michigan (n=1,037) reveals a nation gripped by costs, corruption, and chaos six months into Donald Trump's second term. The Trump era continues to cast a long shadow of pessimism over the direction of the country.

This memo offers timeline insights and recommended strategies for policies and messaging. In-depth data and reporting on each area will follow in additional decks.

The Landscape

Trump's approval rating remains steady at 47% in Swing Congressional Districts, virtually unchanged from March 2025. However, signs of vulnerability are emerging. Approval of his handling of the economy dropped by 1% to 46%, and numerous Trump economic policies, such as tariffs, face stiff opposition and receive the blame for high costs. Despite Trump's claims, just 26% of voters who blame the federal government for high costs say it is because of Joe Biden's administration.

Only 39% of voters believe the country is heading in the right direction, a 2-point drop since March. **Voters see little progress on cost-of-living issues. In key categories like groceries, energy bills, and housing, Trump polls in the 30s and low 40s.** Notably, his handling of housing costs polls at just 23%. The only areas where Trump polls above water are Securing the Southern Border (56%) and Strengthening the Military (50%).

Support for Trump's "Big Beautiful Bill" stands at 41% across geographies, a concerning sign for his administration. Voters cite deficit growth and national debt as key worries. On the generic congressional ballot, Democrats now lead Republicans 45% to 43% a +3 shift since March. The terrain remains competitive. If economic conditions stagnate, if the "Big Beautiful Bill" falters, or if global events continue escalating, Trump's position may weaken further.

America is Mired in Chaos and Corruption

When asked if they agree with the statement that America is "mired in chaos and corruption," a staggering 88% of respondents agreed. Corruption has consistently tested as a potent political issue in our surveys since Future Majority's inception and the Trump era has exacerbated the perception.

Americans increasingly believe corruption is inhibiting their ability to achieve financial freedom. **In March, Republicans led Democrats by +7.5 on of who is more trusted to clean up corruption in Washington. By June, Democrats had gained a +2 advantage, a 9.5-point swing.**

More voters now say Republicans are corrupt than Democrats by a 9-point margin (77% vs. 68%). Trump is viewed as corrupt by 61% of voters; Elon Musk, by 60%. Trump's acceptance of foreign gifts, hosting of \$1 million donor dinners, and pardons for individuals convicted of corruption reinforce the belief that he is "focused on enriching himself, his family, and his friends."

The American Dream Feels Unaffordable

Across all geographies polled, **more than 80% of respondents said the American Dream is unaffordable**. This sentiment is reinforced throughout the data: groceries, utility bills, gas, health insurance premiums, debt, and retirement are cited as major sources of financial stress. Trump's tariff policies are worsening the pressure, with 50% of respondents said costs have gone up due to tariffs. This remains the dominant issue shaping voter priorities in 2025.

Messaging and a Vision for the Future

Make "Financial Freedom" the Cornerstone of Economic Messaging

The "Financial Freedom" frame must be connected to real policy: cost-of-living solutions, retirement security, and entrepreneurial freedom. Democrats must draw a direct line between GOP corruption and how it restricts voters' financial freedom.

"Financial Freedom" emerged as the highest-testing message, scoring 91% overall, including 89% support from Independents. Compared to "Abundance," which feels abstract, Financial Freedom is tangible, values-based, and relatable.

Additionally, Democrats must show seriousness about tackling corruption, banning congressional stock trading, enacting term limits, and improving transparency in ethics investigations all poll overwhelmingly well. Notably, Nancy Pelosi was rated as the most corrupt figure tested, with 64% of Swing District voters (32% Democrats, 79% of Independents, and 97% of Republicans) labeling her as such. Driven by Independent voters, this underscores how Democrats must work to improve their own perceptions as well. Democrats cleaning up the "People's House" is good policy and politically strategic.

Reframe Opposition to Trump's "Big Beautiful Bill"

The "Big Beautiful Bill" is unpopular, but Democratic arguments focused narrowly on government program cuts like Medicaid are less effective. Our polling shows 39% of voters believe some Medicaid recipients are abusing the system, and 45% (including a majority of Independents) support new work requirements for Medicaid and SNAP. In Georgia and Michigan, Independents are split nearly 50/50 on these requirements.

More effective framing focuses on what people lose, like rural hospital access, AI safety regulations, and core services. Voters also respond strongly to deficit concerns. Over 85% of Swing District voters are concerned about the federal deficit. When told that the bill would add \$2.4 trillion to the deficit (per the CBO), 58% became more likely to oppose it, including a 53% majority of Independents.

Democrats must make their argument more about the people than making the government program the center theme. Frame Republicans not as fiscal conservatives, but as reckless spenders endangering future prosperity.

Develop a Centered, Due Process Immigration Argument

Immigration remains a strong issue for Trump, though his tactics have cost him some ground. Democrats need an alternative that centers due process and national security.

Our tested message, *"The Democratic Party needs to reorient back to the center on immigration and border security. There's no contradiction between securing the border and ensuring due process. Every person deserves their day in court."* polled at 77% agreement with Democrats and Independents.

Present a Bold Vision for the Future

[AI and automation are reshaping the economy.](#) Despite this, 79% of Swing District voters say elected officials are not doing enough to prepare for the rise of AI.

Trump frames AI as the new "Manhattan Project." But **Democrats must offer a Marshall Plan for the future focused on economic adaptation, worker empowerment, and ethical safeguards.** Democrats should present two scenarios:

- **Path One: Empowerment:** Use AI to spur small business growth, modernize education, and expand access to small business capital. Cut red tape and modernize tax policy to support entrepreneurship and future jobs
- **Path Two: Displacement:** Prepare for the risk of mass job loss and wealth concentration. Propose forward-looking policies like AI and social media data taxes to fund Social Security and displaced worker programs

Voters also want AI ethics and oversight. The most unpopular provision in the Big Beautiful Bill was the 10-year ban on state AI regulations, rejected by 25 points (just 29% of voters support the provision). The top priority for voters on AI policy is ethical safeguards and privacy protections.

Conclusion

Democrats must unify and aggressively define Trump and the GOP as threats to Americans' financial freedom. Their chaos and corruption are raising costs and limiting opportunity to create wealth.

Democrats must also clean up our own house and champion reforms that rebuild trust. And Democrats must offer a forward-looking plan for the AI economy, grounded in financial freedom, opportunity, and security.

The moment demands leadership. Democrats have the opportunity to lead if they develop a clear, compelling alternative rooted in financial freedom, good governance, and a plan for the future.