



TO: Interested Parties
FR: Mark Riddle, Future Majority President
DT: August 30, 2024
RE: Freedom Frame Messaging

Future Majority and our polling partner, Change Research, conducted a survey of tossup congressional districts: CA-22, NE-02, NY-17, PA-07, PA-17. The survey of 2,429 voters was fielded August 10-17, 2024. This memo reports on the landscape, policies and messages, and the Freedom Frame.

The Democrats' message outperforms the MAGA message. Message frames used by Democrats are better received than those by MAGA Republicans, especially among movable voters in the presidential race\*. Voters continue to agree with messages crafted through the Freedom Frame.

The following tests voter opinions toward message themes used by Democrat and Republican leaders to advocate for their issues agenda. In all tests, the messages most used by Democrats are preferred by all voters and movable voters. With the overall electorate, top-performing messages are pro-freedom, anti-corruption.

The pro-freedom, anti-corruption message is effective with both the overall electorate and movable voters. Movable voters choose this message by a 36-point-margin.

Which message are you most likely to support?

Table with 3 columns: Message, Total, Movable. Row 1: 'I will fight for freedom and against corruption...' (Total: 51, Movable: 58). Row 2: 'I will get inflation under control by cutting out-of-control government spending...' (Total: 42, Movable: 22). Row 3: Not sure (Total: 7, Movable: 20).

\*Movable voters are determined if they meet one of the following categories: Somewhat disapprove of the job Kamala Harris is doing as Vice-President or are not sure; Undecided or Third Party in the presidential race; Support Trump or Harris, but say there is a chance they could change their minds

Voters do not support a conservative social agenda that MAGA extremists use, including elements of Project 2025. The People Over Politics message featuring corruption and freedom outperforms the MAGA message with overall voters and movable voters. **Movable voters prefer this message frame by a 38-point-margin.**

**Which message are you most likely to support?**

	Total	Movable
<i>"I am People Over Politics and will fight for a better America by the government investing in infrastructure and families, creating millions of jobs and supporting small businesses, making things more affordable by cracking down on corruption and monopolies, and defending democracy and freedom. Extreme MAGA Republicans are lining up to destroy our bedrock freedoms with a national abortion ban, cutting Social Security and Medicare, and repealing the Affordable Care Act, kicking millions off of their health insurance and removing protections for pre-existing conditions."</i>	50	57
<i>"I will work to restore American family values in Congress by working to ban abortion, keeping gender ideology and LGBT indoctrination out of schools, privatize Social Security and Medicare, finally repeal Obamacare and replace it with something better, and get the government off of businesses' backs. Radical Democrats want the government to control every aspect of Americans' lives."</i>	39	19
Not sure	11	24

Vice President Harris' use of the Freedom Frame outperforms a counter message of general MAGA policy points. **Movable voters prefer the freedom message by a 29-point-margin.**

**Which message are you most likely to support?**

	Total	Movable
<i>"Ours is a fight for the future and a fight for freedom - a future where everyone has the opportunity to not just to get by, but to get ahead. A future where every child is free from gun violence, no child has to grow up in poverty, where every worker has the freedom to join a union, and every person has affordable healthcare, childcare, and paid family leave. A future where we invest in our working people. But we are not going to make working families foot the bill while cutting taxes for the wealthy and big corporations. When our middle class is strong, America is strong, and we are not going back."</i>	50	56
<i>"I will get inflation under control by cutting out-of-control government spending, getting people back to work, cracking down on violent crime, banning DEI and transgender ideologies, and closing the southern border with Mexico. We will rebuild the greatest economy in the history of the world and finally put America first. We will rebuild our cities and make them safe again. We have to stop letting the radical left destroy our great nation."</i>	44	27
Not sure	7	17

**Voter Attitudes on the Freedom Frame:**

Voters broadly agree with messages using the Freedom Frame. Our [previous research](#) shows voters can be moved by efforts to protect and expand their individual freedom.

**Do you agree or disagree with the following statements?**

	<b>Total Agree</b>	<b>Movable Agree</b>
<i>"Building a resilient Made in America economy is crucial to our financial freedom. American consumers should be empowered to make financial decisions that don't break the bank and aren't determined by global supply chains."</i>	<b>90 (61 strongly)</b>	<b>84 (50 strongly)</b>
<i>"Americans should have the financial freedom to live their lives in retirement without the fear of high costs. That's why we must protect and expand Social Security and Medicare, a sacred promise that millions of Americans have invested in their retirement."</i>	89 (72 strongly)	85 (66 strongly)
<i>"American children should have the freedom to be safe from gun violence and should not have to live in fear from being shot in daily mass shootings."</i>	<b>87 (74 strongly)</b>	<b>89 (74 strongly)</b>
<i>"Elections are about the future we want, not about the past. We need to move on from the divisive politics of revenge and come together on bipartisan solutions to protect freedom."</i>	84 (60 strongly)	85 (59 strongly)
<i>"Ensuring financial freedom means supporting small businesses so it's easier for Americans to build the future they want through lowering credit card interest rates, improving childcare and expanding the childcare tax credit, guaranteeing access to broadband internet, worker retraining, and infrastructure investments to revitalize the American Dream."</i>	<b>82 (54 strongly)</b>	<b>86 (53 strongly)</b>
<i>"Every American should have the freedom to join a union, collectively bargain, and organize to secure opportunities for their own future."</i>	80 (55 strongly)	78 (53 strongly)
<i>"We need to look to the future and solve the underlying issues and lower the cost of higher education to make sure every American can afford to prepare themselves for a career without a lifetime of debt to give them the opportunity to achieve financial freedom."</i>	<b>79 (55 strongly)</b>	<b>83 (59 strongly)</b>
<i>"Investments in improving access to affordable broadband internet expand financial freedom and unlock a world of opportunities to start a business or pursue a career, no matter your ZIP code."</i>	76 (47 strongly)	80 (47 strongly)
<i>"We believe in Reproductive Freedom because we trust women to make decisions about their own body and not have their government tell them what to do."</i>	68 (56 strongly)	78 (61 strongly)
<i>"Republicans used to be the party of 'leave us alone.' Now, they want to ban books, ban abortion, and dictate every part of our life. It's all big government all the time. Enough with the extremism. Leave us alone to live in peace and freedom."</i>	54 (45 strongly)	66 (45 strongly)

Freedom remains a potent driving factor for the overall electorate, but movable voters are more divided, underscoring the necessity to accompany protecting individual freedoms with positive economic messages to expand financial freedom.

While the overall electorate says they are most concerned about protecting rights and freedoms by an 18-point-margin, it narrows significantly to just a 4-point-margin with movables who are more are split between prioritizing lowering costs.

***If it comes down to just one thing, which candidate are you more likely to vote for this year?***

	<b>Total</b>	<b>Movable</b>
A candidate who talks most about protecting your rights and freedoms	<b>51</b>	<b>39</b>
A candidate who talks most about jobs and lowering the cost of living	33	35
Not sure	16	26

**Methodology:**

*The survey of 2,429 voters was conducted by Change Research between August 10-17, 2024. Respondents were recruited via dynamic online sampling to obtain a sample reflective of the population. Post-stratification performed on age, gender, race/ethnicity, education, region, and 2020 presidential vote. Weighting parameters were based on voter file data. The survey has a modeled margin of error of 2.2%.*