

TO: Interested Parties
FR: Mark Riddle, Future Majority President
DT: September 5, 2024
RE: Voter opinions on the issues landscape & agenda for the future

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 key findings from voter opinions on many of the top issues facing lawmakers today.

Key Findings:

Cost of goods like groceries and gas (54%), illegal immigration (43%) and attacks on personal freedoms (38%) are voters' top issues. Attacks on personal rights and freedoms were identified nearly evenly by Democrats (38%), Independents (38%), and Republicans (39%).

- **Economic stressors like high costs are driving voter sentiment.** 72% say they are falling behind on the cost of living, and 63% of voters believe that inflation is still a “very serious problem,” including 67% of movable voters. 54% of voters say that the cost of goods like groceries and gas is the most important issue deciding their vote. Costs as a top issue is driven by Independents and Republicans, as well as movable* voters.
 - **Voters approve of individual leaders more than party brands on handling the economy.** 51% of the voters approve of Trump’s handling of the economy compared to 32% approval of “Republicans in Washington”, a 19-point difference. The Biden-Harris approval is at 40%, 5-points above the “Democrats in Washington.”
 - **Voters are more likely to blame corporate monopolies than the government for high costs.** 67% agree that corporate monopolies are responsible for the rising costs of living due to reduced competition.
- **Immigration is driven by Republicans and some Independents.** Republicans are driving the intensity in the numbers on illegal immigration. However, 58% of voters support the Biden Administration’s recent executive order to reduce illegal border crossings.
 - Democrats should continue to educate voters about the current immigration policies and Republican obstruction to a bipartisan solution earlier this legislative session.
- **Voters are ready for lawmakers to deliver a policy agenda for the future.** Voters overwhelmingly support policies that help working families secure financial freedom. Policy solutions such as expanding access childcare, investing in Made in America products, improving on infrastructure, and helping veterans through universal basic income are overwhelmingly supported.

**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*

The issues landscape among these voters is not too dissimilar from the national landscape. High costs remain a clear driving factor, but other issues carry weight among core voters.

If the 2024 election for the U.S. Congress were held today, which of the following issues would be most important in deciding your vote?

	Total	Movable	18-34 Yrs.
The costs of goods like groceries and gas	54	57	57
Illegal immigration and the situation at the U.S.-Mexico border	43	34	29
Attacks on your personal rights and freedoms	38	32	41
The amount of taxes you pay	36	36	37
The cost of healthcare	33	44	37
The cost of housing	33	43	53
Abortion and reproductive freedom	31	29	40

Other issues (% identifying as a top issue among all voters): *Attacks on democracy and voting rights (27%), Investing in America's infrastructure (27%), Violent crime (25%), Holding big corporations accountable (24%), Gun violence (22%), China taking US jobs and intellectual property (22%), Investing in public schools (22%), Creating more good jobs in your community (20%), Focusing on the future (18%), Extreme weather events and the impact of climate change (18%), Attacks on LGBTQ rights, such as the right to marry and access gender affirming care (18%), Student loan debt relief or the high cost of higher education (17%), Fighting racism in America (15%), The attack on the US Capitol on January 6th, 2021 (12%), Legalizing cannabis for recreational or medicinal use (12%), Hamas's terrorist attack in Israel (11%), The influence of social media on mental health (11%), Repealing the Affordable Care Act (aka Obamacare) (10%), Israel's military actions in Gaza (10%), Other (9%)*

Handling the Economy:

Voters approve of Trump's handling the economy significantly higher than the Biden-Harris Administration. Digging deeper, Trump's approval is driven by 53% of Independents and 95% of Republicans. 51% of movable voters approve of Trump's handling of the economy. Trump and Harris are viewed better than their party brand on handling the economy, though Trump is by a substantial 19-point margin.

Do you approve or disapprove of the job [of each] in handling the economy? (% Total Approve & Net +/- Approve)

	Total	Movable	18-34 Yrs.
Donald Trump	51 (+3)	51 (+7)	42 (-13)
Joe Biden and Kamala Harris	40 (-18)	20 (-54)	36 (-23)
Democrats in Washington	35 (-25)	16 (-50)	26 (-37)
Republicans in Washington	32 (-28)	15 (-54)	25 (-35)

Costs and Economic Stressors:

More than two thirds of the voters surveyed say they are falling behind the cost of living. Less than a quarter say they are staying even. Few are getting ahead.

Would you say your income is:

	Total	Movable	18-34 Yrs.
Falling behind the cost of living	72	73	79
Staying about even with the cost of living	21	19	14
Going up faster than the cost of living	4	3	3
Not sure	3	5	4

Voters' concerns about the inflation remain persistent despite positive economic indicators and reports of decreasing inflation.

How serious of a problem do you think inflation currently is in the United States?

	Total	Movable	18-34 Yrs.
Total Serious	87 (63% very)	90 (67% very)	93 (72% very)
Total Not Serious	12	7	5

A majority of voters believe that the U.S. economy is currently in a recession. Despite numerous positive economic indicators, this perception remains widespread.

Do you think the economy is in a recession:

	Total	Movable	18-34 Yrs.
Yes	54	63	68
No	33	22	21
Not Sure	14	15	11

Voters want a President who will stand up to the Federal Reserve on lowering interest rates. There is higher intensity among movable and younger voters on this issue, with 46% of 18-34-year-olds and 42% of movables responding they “strongly agree” with the statement.

Do you agree or disagree: “The next president needs to stand up to the Federal Reserve and demand they lower interest rates.”

	Total	Movable	18-34 Yrs.
Total Agree	63	68	70
Total Disagree	20	18	15
Net Agree	+43	+50	+55

The Blame for Cost of Living:

Voters are more likely to blame corporations and monopolies than policymakers for high costs. Voters see these big corporate monopolies as entities that raise prices to reduce competition and put a strain on their financial freedom. We provide further analysis of economic corruption and who voters blame in [this supplemental memo](#).

Who or what do you think is most responsible for the cost of living these days?

	Total	Movable	18-34 Yrs.
Big corporations gouging customers	48	55	60
President Joe Biden / government spending	42	26	30
Foreign governments influencing the global markets	3	5	3
Labor shortages	2	4	2
Not Sure	5	10	4

Immigration:

Immigration as a top issue is driven by Republicans and Independents, but it is less motivating for movable voters (34% identify it as a top issue). However, while 51% of movable voters say that immigration from Mexico and other Central American countries is impacting their community, just 21% say that it has a lot of impact.

How much is immigration from Mexico and other Central American countries impacting your community right now?

	Total	Movable	18-34 Yrs.
Total Impacting	55	51	44
Total Not Impacting	41	44	51
Not Sure	4	5	5

Voters support the Biden administrations' recent actions to limit illegal border crossing. Democrats support the efforts by a 6-point margin, 47% to 41%. Independents approve of the actions by a 33-point margin, 58% to 25%.

Do you support or oppose the Biden administration's executive actions authorizing U.S. immigration officials to deport large numbers of migrants without processing their asylum claims, allowing authorities to more quickly reject and deport migrants who enter the country unlawfully and resulting in reduced illegal border crossings?

	Total	Movable	18-34 Yrs.
Total Support	58	56	41
Total Oppose	28	32	45
Not Sure	14	12	14

Freedom for the Future:

We tested policy proposals aimed at shaping a Freedom for the Future Agenda that serves everyday Americans. Nearly all of these proposals received overwhelming support, in some cases over 90%.

Do you support or oppose the following proposals? (% Agree)

	Total	Movable	18-34 Yrs.
<i>Stopping Big Tech from collecting personal data on our kids and teenagers online</i>	96	98	97
<i>Improving healthcare pricing transparency by holding health insurance companies and pharmacy benefit managers more accountable for influence on the cost of medicines</i>	93	86	95
<i>Investing in water infrastructure so everyone in [your state] has clean drinking water</i>	92	90	92
<i>Stopping fentanyl production, sale, and trafficking with more drug detection efforts at the border and stronger penalties on fentanyl-related offenses</i>	91	81	81
<i>Banning or restricting foreign acquisitions of agricultural land, such as requiring future sales to be cleared by a government investment committee</i>	88	83	73
<i>Establishing a set of rules for companies developing artificial intelligence to promote transparency, safety, and privacy for users and society</i>	87	92	90
<i>Establishing a first-time homeowner tax credit to ease the burden of purchasing your own home in America</i>	85	75	92
<i>Increasing funding for job training programs to prepare Americans for the jobs of the future</i>	84	86	90
<i>Closing the loopholes that allow the very wealthy to avoid paying their taxes</i>	83	93	88
<i>Replacing all lead pipes</i>	83	79	89
<i>Creating a Veterans Universal Basic Income program to provide financial support every month aimed at helping reduce homelessness and other challenges veterans face</i>	82	78	83
<i>Protecting workers' right to form or join a union</i>	80	86	82
<i>Providing free shots to prevent the disease known as shingles</i>	79	82	87
<i>Requiring all construction materials used in federal infrastructure projects to be made in America, even if that means the materials cost more</i>	79	61	61
<i>Expanding opportunities to enable more employee-owned businesses, meaning that the workers at the business also have the opportunity to own it.</i>	78	85	76
<i>Require Supreme Court Justices to follow the same binding, enforceable code of conduct as other federal court judges</i>	78	85	87
<i>Establishing a Personal Data Tax on companies that sell and profit from of use of individual user data</i>	78	77	81
<i>Quadruple funding for investing in small manufacturers to make American manufacturing smarter</i>	76	71	85

Chart continues on the following page

Do you support or oppose the following proposals? (% Agree)	Total	Movable	18-34 Yrs.
<i>Expanding the earned income tax credit, the governmental income support program for working people, by \$1,500 per family</i>	76	72	73
<i>Provide corporate landlords a choice to either cap rent increases on existing units at 5% or risk losing current valuable federal tax breaks</i>	75	79	78
<i>Increasing the tax on corporate stock buybacks by 4% to encourage companies to invest in their workers rather than prioritizing short-term gains for shareholders</i>	74	74	78
<i>Writing off medical debt that is more than 10 years old</i>	73	67	78
<i>Provide working families a tax credit of up to \$10,000 for child care expenses</i>	73	70	76
<i>Transforming education by providing tax credits for preschool for 3- and 4-years-olds, and making two years of community college free</i>	70	74	76
<i>Gun reforms that require purchasers of certain types of weapons to buy insurance on it along with stricter/mandatory background checks, licensing, training and waiting periods</i>	60	64	63
<i>Implement term limits on Supreme Court Justices to allow a president to appoint a Justice every two years to spend eighteen years in active service on the Supreme Court</i>	58	67	65
<i>Banning civilian access to military-style assault weapons</i>	57	69	62
<i>Supporting a transition to green and renewable energy while protecting current means of providing American energy security like fracking**</i>	56	78	66
<i>Limiting the number of rounds in ammunition magazines</i>	52	58	56
<i>Repealing the Affordable Care Act, also known as Obamacare</i>	42	17	33

** There is noticeably more support for securing a transition to renewable energy while protecting methods like fracking in the PA-17 congressional district. 69% of voters overall support the policy, and just 23% oppose.

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%.