

TO: Interested Parties
 FR: Mark Riddle, President of Future Majority
 DT: July 5, 2022
 RE: Analysis: Voter Attitudes in Swing States

This memo builds upon the [initial findings](#) of a Future Majority and America's Future Majority Fund survey of 3,519 registered voters (700+ sample size in each state) in the swing states Arizona, Georgia, Michigan, Nevada, and New Hampshire. The survey was conducted June 24-27, 2022 by Change Research and has a margin of error of 1.9%.

As we shared in our previous memo, the political landscape in these critical states has improved since March for Democrats across several important measures: vote intensity, congressional generic, and direct head to heads between Democratic and Republican candidates.

- **Motivation to vote among Democrats has overtaken Republican enthusiasm.** While trailing Republican motivation throughout most of 2022, now 92% of Democrats say they are extremely motivated to vote in November. 89% of Republican voters say they are extremely motivated to vote. This reflects a seven-point boost in Democrats' enthusiasm since March when Democrats' motivation was 85%.
 - **71% of voters say they are more motivated to vote by the decision by the U.S. Supreme Court to overturn *Roe v. Wade*.** 91% of Democrats and 62% of Independents say they are "Much more motivated to vote." 45% of Republicans say they are "Much more motivated to vote."
 - **66% of voters say they are more motivated to vote by the January 6th hearings about former President Trump's efforts to overturn the 2020 election and the violence that occurred at the U.S. Capitol.** 85% of Democrats and 54% of Independents say they are "Much more motivated to vote." 49% of Republicans say they are "Much more motivated to vote."
 - **The passage bi-partisan gun control bill in the U.S. Senate shows increases in enthusiasm across the spectrum.** 60% of Democrats, 50% of Independents, and 64% of Republicans are "Much more motivated to vote."
- **Reproductive freedom is a top priority for voters in November.** This is the top issue for Democrats and the 2nd most important issue to Independents. Notably for women, it is within the margin of being the top issue (57% identify the SCOTUS decision as a top priority and 58% identify the rising costs of goods as their top priority). For all voters, this reflects an average nine-point increase since March.



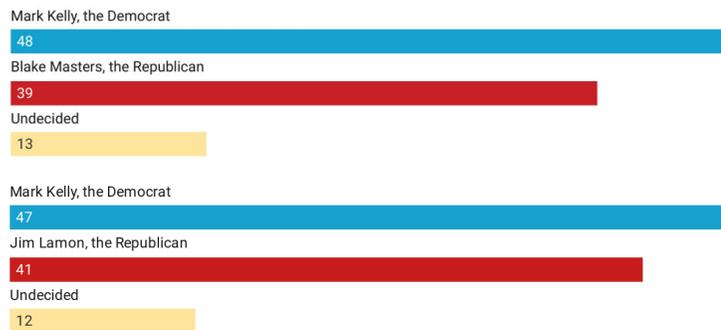
- **Voters prefer a Pro-Choice Democrat over a Pro-Life Republican.** When asked to choose between a pro-life Republican and a pro-choice Democrat in the next election, 52% of voters (97% of Democrats, 53% of Independents) chose the pro-choice Democrat. 39% of voters (86% of Republicans, 31% of Independents) chose the pro-life Republican.



- **Just 8% of voters say they are personally against abortion and should be illegal in all instances.** 72% of voters say they believe abortion should be legal and available. 18% of voters say they are personally against abortion and think it should be illegal except in cases of rape and/or incest.

- **Democrats have pulled ahead in the generic horserace for Congress.** In these states, the generic Democrat leads a generic Republican by two points, 44% to 42%, with 12% of voters undecided. This reflects a swing in Democrats' favor since March when a generic Republican led 45% to 43%. More specifically, in Senate races:

- **U.S Senator Mark Kelly leads in Arizona by 6+%. Sen. Kelly leads in head-to-head matchups against two potential Republican nominees.** This reflects a swing from March when Sen. Kelly trailed a generic Republican 46% to 43%.



- **Senator Raphael Warnock leads in Georgia by 4%.** This reflects a swing from March when Sen. Warnock trailed Walker 49% to 48%.



- **Senator Catherine Cortez Masto leads in Nevada by 3%.** This reflects a swing from March when Cortez Masto trailed Laxalt 46% to 44%.



- **Hassan leads in New Hampshire by 9%.** Democratic Senator Maggie Hassan leads likely Republican primary candidate Don Bolduc (49%-40%, 11% undecided).



Despite the increased intensity of Democrat voters, there are still significant obstacles in the Democrats’ path – and an Achilles Heel that must be addressed: the rapid rise in cost of living. Addressing this is critical to Democrats’ winning back Independent voters.

- 95% of voters say their income is falling behind (77%) or staying about even (18%) with the cost of living. 92% say inflation and the rising cost of living have affected them, including 54% who say it has had a lot of impact.
- 61% of voters identify “the rising costs of goods like groceries and gas” as a top priority in their upcoming vote in November.
- Meanwhile, just 30% of voters believe Democrats in Washington are working to help lower costs for America’s working families. 68% of Independent voters say they do not believe Washington Democrats are working to lower costs for them.
- **President Biden and Democratic Senators are underwater on working to address the cost of living.**
 - 34% of voters in these states say they believe President Biden is doing a lot or some to address the cost of living (9% say a lot).
 - 37% of Arizona voters say they believe Senator Kelly is doing a lot or some address the cost of living (13% say a lot).
 - 41% of Georgia voters say they believe Senator Warnock is doing a lot or some to address the cost of living (21% say a lot).

- 25% of Michigan voters say they believe Senator Peters is doing a lot or some to address the cost of living (7% say a lot).
- 33% of Nevada voters say they believe Senator Cortez Masto is doing a lot or some to address the cost of living (14% say a lot).
- 40% of New Hampshire voters believe Senator Hassan is doing a lot or some to address the cost of living (14% say a lot).
- **President Biden and Vice President Harris are underwater with voters on their overall job approval.**
 - 39% of voters approve of the way Joe Biden is handling his job as president (15% strongly approve). 31% of Independents approve.
 - 35% of voters approve of the way Kamala Harris is handling her job as vice president (15% strongly approve). 26% of Independents approve.

However, the Democrats' agenda to lower costs is popular - and voters do not inherently perceive the Republican agenda as better. Voters also split blame on who is most responsible for rising costs. Democrats must be aggressive in contrasting these efforts with Republican extremism and legislative obstruction to protect monopolies' record profits.

- 89% of voters (98% of Democrats, 88% of Independents, 81% of Republicans) support a bill that will cap the cost of insulin for patients at \$35 per month and hold insurance company's pharmacy benefit managers accountable for lower prescription drug costs.
Note: Future Majority recommends expanding the \$35 cap on copays for insulin to other medications that treat asthma, COPD, diabetes, heart disease, and hypertension with other chronic diseases in Medicare Part D in the reconciliation package proposed by Senator Schumer. In these states, 87% of voters support this proposal. This policy proposal provides immediate savings for patients; which is good policy and politics for Democrats.
 - In a recent Navigator survey, President Biden's economic plan earned a net 12-point boost (from +38 to +50) when including the \$35 insulin cap.
- In our March battleground state survey, 80% of voters said passing the Competes Act was important to them (43% very important, 37% somewhat important). And, in a recent Future Majority survey of competitive congressional districts, 63% of voters supported the bipartisan Competes Act.

- 49% of voters (81% of Democrats, 47% of Independents) support providing parents with \$350 a month for each young child and \$250 a month for each school-age child 6 to 17. 43% of voters (73% of Republicans, 43% of Independents) oppose the proposal. The bill drops to 45% approval when Senator Romney’s name is attached as the lead on the bill – a 15-point drop with Democrats. Future Majority recommends backing this bill because it helps with costs with families and can be another bi-partisan win.
- **53% of voters say that the government should prioritize taking on big corporations that are using their monopoly power to overcharge for goods and services and invest** compared to 38% of voters who say the government should work with big corporations on creating jobs and getting goods and services where they need to go.
- **Republican-sentiment drives the blame of President Biden on rising costs.** We asked voters “Who or what do you think is most responsible for the cost of living these days?”

| | Total | Dem | Ind | GOP |
|--|-----------|-----|-----|-----|
| President Joe Biden | 38 | 2 | 32 | 81 |
| Big corporations gouging customers | 35 | 66 | 36 | 4 |
| Increased supply and demand due to the pandemic | 15 | 23 | 16 | 5 |
| Foreign governments influencing the global market | 5 | 5 | 6 | 3 |
| Labor shortages | 3 | 3 | 4 | 3 |
| Not sure | 4 | 2 | 7 | 3 |

- Just 39% of voters (including 33% of Independents) agree with the statement “Republicans’ policy agenda will help lower costs for working families.”

The Democrats’ For the People message works against the MAGA message - and even better against the Rick Scott plan.

- We asked voters “If the choice in November comes down to the following, which candidate message would you support?”

| | Total | Dem | Ind | GOP |
|--|------------|------------|------------|------------|
| A candidate who is For the People and is fighting for a stronger America by investing in infrastructure and families, creating millions of middle-class jobs, cracking down on corruption, and defending democracy and freedom. | 54 | 97 | 55 | 9 |
| A candidate who stands with MAGA who will get inflation under control by cutting the out-of-control government spending, get people back to work, crack down on violent crime, is against the teaching of Critical Race Theory, defends precious life, and will secure the southern border with Mexico. | 41 | 2 | 37 | 86 |
| Not sure | 5 | 1 | 9 | 5 |
| Net For the People | +13 | +95 | +18 | -71 |

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|--|------------|------------|------------|------------|
| A candidate who is For the People and is fighting for a stronger America by investing in infrastructure and families, creating millions of middle-class jobs, cracking down on corruption, and defending democracy and freedom. | 73 | 97 | 72 | 51 |
| A candidate who believes every American should pay a minimum income tax, ends federal laws like Social Security and Medicare after 5-years unless Congress writes new laws, and who will finish the wall at the border and name it after President Donald Trump. | 11 | 1 | 9 | 23 |
| Not sure | 16 | 2 | 18 | 26 |
| <i>Net For the People</i> | +62 | +96 | +63 | +28 |

Future Majority recommends these tactics to keep and expand the governing majority:

- **Make a Strong Contrast:** Democrats must successfully contrast themselves with the votes the Republicans have taken on cost-of-living issues (or in many cases, those they have blocked) and their protection of extremism, especially by the Supreme Court and state legislatures. **Democrats must make the Rick Scott plan belong to every Republican.** The Democrats’ For the People message has a massive +62% advantage (73-11) over the Scott plan in these swing states. Similarly, it has a +59% advantage (71-12) over the Scott plan in close congressional districts. Please note that while the MAGA contrast works in these states, it is not a clean winner in the close congressional districts as it maintains a one-point advantage.
- **Frame Freedom:** Raise the stakes by centering Democracy and Freedom.
 - The SCOTUS decision to rip away freedoms protected for half a century underscores how dangerous the radical rights’ successful high jacking of the Court is. These are now kitchen table issues. As we said in a previous memo, *Roe is about healthcare. Rose is about the economy. Roe is about individual freedom.* Voters in the Democrats’ winnable coalition know what is at stake. In these states, voters prefer a pro-choice Democrat over a pro-life Republican by 13-points.
 - With the wave of SCOTUS decisions against the EPA’s ability to do its job, rolling back gun safety measures, and enabling extreme threats to voting, Democrats have a strong freedom frame: Democrats are for the freedom to breathe clean air and drink clean water - and the right to vote and have it counted.

- **Frame the Accomplishments on the Economy and Investments:** Democrats must stop focusing on the price tag of an investment. **Talk about specific legislative achievements on a local level and what it means to voters' everyday lives.** Voters need to see and hear how legislative achievements impact them daily in specific ways. Support for the Democrats' legislation soars when voters hear a message more focused on what the bills do rather than their price tag (*for example, a net 27-point increase in support for the American Rescue Plan and a net 55-point increase in support for the Bipartisan Infrastructure Bill among Frontline District voters in a May 2022 FM survey*).

One more thing:

Trump vs. DeSantis. Florida Gov. Ron DeSantis has gained the inside track to the Republican nomination in 2024. Among Republicans surveyed, 60% held very favorable views of Trump, while 69% held very favorable views of DeSantis. Only 57% of Republican voters hope Trump runs again for President in 2024 – a 10-point drop from our March Senate Battleground polling.

- **Voters are becoming more familiar with DeSantis.** Just 9% of voters say they haven't heard of DeSantis. 44% hold an unfavorable view of the Florida Governor, including 83% of Democrats and 43% of Independents. 81% of Republicans and 32% of Independents have an overall favorable view of DeSantis.
- **Republicans begin to see themselves in DeSantis.** While a majority of voters (55%) say they see the Republican Party more as the party of Donald Trump, Republicans are more divided on how they see themselves. 36% of Republicans in these states say they see the Republican Party more as the party of Donald Trump, while 23% say they see it as the party of Ron DeSantis.