

TO: Interested Parties
FR: Mark Riddle, Future Majority
DT: June 24, 2021
RE: **The Battleground: WI, NV, GA**

In May and June, Future Majority and our partners at Change Research conducted a series of voter surveys to help identify a path for Democrats to deliver for voters and build a governing majority in these hyper-partisan times.

The information below is from a June 6-9, 2021 survey of 1,546 voters in Wisconsin and a June 14-17, 2021 study of 1,603 voters in Georgia, and 1,123 voters in Nevada. In addition, data from surveys in the 37 swing congressional districts decided by +/-5 points, and other battleground state polling, supplement this report.

3 Points:

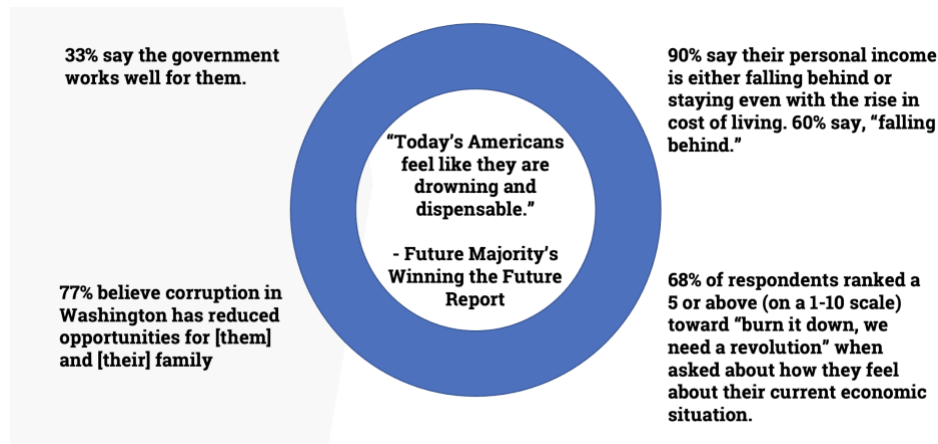
- People are struggling and blame the government. This is a huge problem since Democrats are now the government.
- Democrats have not gotten their message across to voters.
- President Biden's job approval is hovering just below 50% in key states; however, on important issues, Biden is under water. This reinforces point #2.

Key Data Points: Voters Are Not Doing Well & Blame Government for Their Problems

[Democrats need to go on offense](#) and talk aggressively about how they delivered the American Rescue Plan. Just 36% of voters in our latest swing congressional district survey said they had heard "a lot" about the Rescue Plan.

Democrats must also message how passing the American Jobs Plan and the American Families Plan policies will help working families. Right now, voters feel disposable, that they do not matter, and that their government doesn't work for them. Only 36% of voters have heard "a lot" about the American Jobs Plan, and 35% of voters have heard "a lot" about the American Families Plan. Just 9% of voters have heard "a lot" about the Endless Frontier Act, a bipartisan and bicameral initiative to protect and strengthen American leadership and innovation, despite one of the top vote drivers being that elected leaders put "U.S. interests first."

In our latest swing congressional district survey, respondents validated the results we learned in our [in-depth study on voter attitudes](#), where we warned, "Today's Americans feel like they're drowning and dispensable." The chart on the following page shows why Democrats must pass legislation focused on good-paying jobs and higher wages, as well as strong anti-corruption and ethics reform legislation – or at least get the Republicans on the record voting against strong, narrow, and well-named bills so that voters know who is delivering for them.



**Data from Future Majority study in congressional districts, June 2021*

The results to the same questions from voters in Georgia, Nevada, and Wisconsin are very similar, painting an ominous picture of voters' outlook on their economic well-being.

- When asked about their personal income, 9 out of 10 voters say it is not improving.
 - In Georgia, **91% of voters say their income is not improving**, with 64% of voters saying their income is falling behind the cost of living. 27% say their income is staying about even with the cost of living. Just 6% say their income is going up faster than the cost of living.
 - In Nevada, **92% of voters say their income is not improving**, with 66% of voters saying their income is falling behind the cost of living. 26% say their income is staying about even with the cost of living. Just 5% say their income is going up faster than the cost of living.
 - In Wisconsin, **90% of voters say their income is not improving**, with 61% of voters saying their income is falling behind the cost of living. 29% say their income is staying about even with the cost of living. Just 5% say their income is going up faster than the cost of living.
- When asked to choose how they were compared to a year ago, most voters believe they are either worse off or about the same.
 - In Georgia, **71% of voters say they are worse off or about the same** as they were a year ago. 44% say worse off, 27% say about the same, and 27% say they are better off.
 - In Nevada, **70% of voters say they are worse off or about the same** as they were a year ago. 45% say worse off, 25% say about the same, and 29% say they are better off.

- In Wisconsin, **73% of voters say they are worse off or about the same** as they were a year ago. 43% say worse off, 26% say about the same, and 30% say they are better off.
- When asked to rate how mad they are at whoever or whatever is most to blame for their economic situation, voters rate on a scale of 0 to 10 – “where 0 is ‘I’m fine,’ ‘1 is a little irked,’ and ‘10 is burn it down, we need a revolution’” – **most voters lean toward “burn it down.”**
 - In Georgia, 68% of voters rated their anger 5 through 10, with 48% rating a 7 or above.
 - In Nevada, 64% of voters rated their anger 5 through 10, with 44% rating a 7 or above.
 - In Wisconsin, 70% of voters rated their anger 5 through 10, with 50% rating a 7 or above.
- When asked about the U.S. government and its role in their lives, voters do not think the government is working well for them.
 - In Georgia, **64% of voters think the government is not working well for them.** 33% of voters say the government is working well for them, but just 4% say it is working “very well” compared to 29% who say it is working “somewhat well.”
 - In Nevada, **62% of voters think the government is not working well for them.** 36% of voters say the government is working well for them, but just 5% say it is working “very well” compared to 31% who say it is working “somewhat well.”
 - In Wisconsin, **69% of voters think the government is not working well for them.** 29% of voters say the government is working well for them, but just 3% say it is working “very well” compared to 26% who say it is working “somewhat well.”
- Voters do not think the U.S. Congress has done enough recently to pass bills that make a real difference in their lives.
 - In Georgia, **47% of voters say the U.S. Congress has done “nothing at all” to make a real difference in their lives.** 22% say “a little,” 17% say “some,” and 8% say “a lot.”
 - In Nevada, **44% of voters say the U.S. Congress has done “nothing at all” to make a real difference in their lives.** 23% say “a little,” 20% say “some,” and 8% say “a lot.”

- In Wisconsin, **49% of voters say the U.S. Congress has done “nothing at all” to make a real difference in their lives.** 26% say “a little,” 16% say “some,” and 5% say “a lot.”

“D” Brand Weaknesses & Opportunities

Democrats must recognize their weaknesses in the perception of voters by playing offense and addressing them head-on. The message: Democrats are delivering, “For the People.”

Democrats are opening America, crushing the coronavirus, and creating millions of jobs. Democrats are investing in our families and infrastructure. And it is Democrats who are protecting personal freedoms when it comes to voting, access to health care, and retirement.

- When asked to choose between Democrats and Republicans on who they trust to handle certain issues, voters reveal weaknesses and opportunities for Democrats:
 - Defeating Covid and re-opening America:
 - Georgia: 42% Democrats, 38% Republicans, 15% Neither
 - Nevada: 42% Democrats, 35% Republicans, 17% Neither
 - Wisconsin: 47% Democrats, 37% Republicans, 13% Neither
 - Building America by investing in our families and infrastructure:
 - Georgia: 42% Democrats, 25% Republicans, 19% Neither
 - Nevada: 42% Democrats, 35% Republicans, 17% Neither
 - Wisconsin: 45% Democrats, 33% Republicans, 15% Neither
 - Creating middle class jobs:
 - Georgia: 40% Democrats, 44% Republicans, 12% Neither
 - Nevada: 42% Democrats, 43% Republicans, 10% Neither
 - Wisconsin: 44% Democrats, 43% Republicans, 10% Neither
 - Protecting your personal freedom:
 - Georgia: 37% Democrats, 42% Republicans, 18% Neither
 - Nevada: 37% Democrats, 40% Republicans, 18% Neither
 - Wisconsin: 38% Democrats, 42% Republicans, 17% Neither
 - Winning the future:
 - Georgia: 35% Democrats, 38% Republicans, 19% Neither
 - Nevada: 34% Democrats, 35% Republicans, 21% Neither
 - Wisconsin: 33% Democrats, 35% Republicans, 21% Neither
 - Cleaning up corruption:
 - Georgia: 33% Democrats, 29% Republicans, 34% Neither
 - Nevada: 32% Democrats, 29% Republicans, 35% Neither
 - Wisconsin: 32% Democrats, 30% Republicans, 34% Neither

- President Biden's approval is under water on important facets of government. Democrats must continue to monitor these approval ratings closely because President Biden and Democrats are trailing behind on key issues that drive voters.
 - For example: In the key state of Georgia, President Joe Biden earns 46% approval, with 29% of undecided Independents approving. When asked if they approve or disapprove of the way President Biden is handling the following, voters responded:
 - The coronavirus pandemic: 48% approve vs. 49% disapprove
 - Environment and climate policy: 41% approve vs. 53% disapprove
 - Economy and jobs: 41% approve vs. 55% disapprove
 - Foreign affairs: 39% approve vs. 52% disapprove
 - Healthcare: 38% approve vs. 54% disapprove
 - Helping the middle class: 37% approve vs. 57% disapprove
 - Racial injustice: 36% approve vs. 58% disapprove
 - Relations with China: 33% approve vs. 55% disapprove
 - Law enforcement and public safety: 33% approve vs. 61% disapprove
 - Immigration/the border with Mexico: 31% approve vs. 60% disapprove
 - Gas prices: 30% approve vs. 58% disapprove
 - Housing costs: 27% approve vs. 60% disapprove

Note: President Biden's approval on these issues trend similarly in Nevada and Wisconsin.

- Partisan voters are motivated to cast their ballots in the 2022 midterms, but Republicans have a slight advantage, and Independents (especially undecided Independents) do not share voting enthusiasm. These Independent voters are up for grabs and need to be persuaded that the Democrats have delivered for them.
 - In Georgia, **78% of Democrats, 67% of Independents, and 82% of Republicans say they are "extremely motivated to vote" in the 2022 election.** However, among undecided Independent voters, the enthusiasm drops to 53% who say they are motivated to vote, with 20% saying they are "not motivated at all to vote." Additionally, a significant racial intensity gap exists on the Democratic side, with 92% of white Democrats expressing an extreme motivation to vote compared to 70% of Black Democrats.
 - In Nevada, **76% of Democrats, 66% of Independents, and 81% of Republicans say they are "extremely motivated to vote" in the 2022 election.** Just 48% of undecided Independent voters are motivated to vote, and 15% say they are not motivated at all to vote. Note: Voters 18-34 intensity is 57% compared to 87% at 65+.

- In Wisconsin, **86% of Democrats, 78% of Independents, and 85% of Republicans say they are “extremely motivated to vote” in the 2022 election.** However, among undecided Independent voters, the enthusiasm tapers off to 58% who say they are “extremely motivated to vote,” with 14% who say they are “not motivated at all to vote.”
- Former President Donald Trump remains a polarizing figure for partisan voters and is viewed unfavorably by Independents (especially undecided Independents).
 - In Georgia, 50% of voters view Trump unfavorably (90% of Democrats, 53% of Independents, 5% of Republicans), with 44% viewing the former president “very unfavorable.” 63% of undecided Independents view Trump unfavorably.
 - In Nevada, 51% of voters view Trump unfavorably (94% of Democrats, 53% of Independents, 4% of Republicans), with 48% viewing the former president “very unfavorable.” 64% of undecided Independents view Trump unfavorably.
 - In Wisconsin, 53% of voters view Trump unfavorably (99% of Democrats, 55% of Independents, 3% of Republicans), with 49% viewing the former president “very unfavorable.” 57% of undecided Independents view Trump unfavorably.
- The partisan divide persists on voter opinions of the outcome of the 2020 election.
 - In Georgia, 42% of voters believe Donald Trump received more votes in the 2020 election (0% of Democrats, 38% of Independents, and 84% of Republicans).
 - In Nevada, 39% of voters believe Donald Trump received more votes in the 2020 election (2% of Democrats, 36% of Independents, and 81% of Republicans).
 - In Wisconsin, 40% of voters believe Donald Trump received more votes in the 2020 election (0% of Democrats, 33% of Independents, and 84% of Republicans).

The Lay of the Land:

- When it comes to elected officeholders, partisan voters have clearly gone back to their camps. This has been a consistent trend in our data. The Des Moines Register recently reported similar approval trends in Iowa, with 43% of voters approving of President Biden’s job.
 - In Georgia: A place to play offense. **President Joe Biden earns 46% approval from all voters**, with 29% of undecided Independents approving.

- **44% of voters approve of Sen. Raphael Warnock as U.S. Senator** (90% of Democrats approve, 37% of Independents, 3% of Republicans). Among undecided Independents, 29% approve of Sen. Warnock.
- **39% of voters approve of Governor Brian Kemp** (12% of Democrats approve, 38% of Independents, and 65% of Republicans). Among undecided Independents, 30% approve of Governor Kemp. Despite Governor Kemp's low approval among Republican voters, most say they will consolidate around him if he is the nominee.
- In Nevada: Democrats have work to do. **President Joe Biden earns 49% approval from all voters**, with 43% of undecided Independents approving.
 - **42% of voters approve of Sen. Catherine Cortez Masto as U.S. Senator** (81% of Democrats approve, 33% of Independents, and 7% of Republicans). Among undecided Independents, 29% approve of Sen. Cortez Masto.
 - **44% of voters approve of Governor Steve Sisolak** (83% of Democrats approve, 37% of Independents, and 6% of Republicans).
- In Wisconsin: A place to play offense and keep the Governor and gain a Senate seat. In Wisconsin, **President Joe Biden earns 47% approval from voters**, with 31% of undecided Independents approving.
 - **40% of voters approve of Sen. Ron Johnson as U.S. Senator** (1% of Democrats approve, 38% of Independents, and 80% of Republicans). Among undecided Independents, 28% approve of Sen. Johnson.
 - **48% of voters approve of Governor Tony Evers** (94% of Democrats approve, 46% of Independents, and 3% of Republicans). Among undecided Independents, 36% approve of Governor Evers.

Since the 2020 election, Future Majority, with our partners at Change Research, has surveyed 16,417 voters, including 1,335 likely voters (June 6-9) in the 37 congressional districts decided by +/- 5 points, 1,546 voters in Wisconsin (June 6-9), 1,603 voters in Georgia (June 14-17), and 1,123 voters in Nevada (June 14-17)). Future Majority has also completed a first-of-its-kind metaphor elicitation study of American swing-state voters that provides a deep understanding of how they see the Democratic and Republican parties, how they feel about America now and into the future, and where governing parties can connect with and deliver for the American voter. Since its founding, Future Majority has surveyed 94,631 voters.