



Let's Build: Freedom. Fair Shot. Future.

To: Interested Parties  
From: Mark Riddle, Future Majority President  
Date: March 2, 2022  
Re: Messaging points and contrasts

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*Since its founding, Future Majority has surveyed 141,613 voters across America. We have surveyed voters in battleground states and congressional districts, rural, urban, and suburban areas, and conducted deep-listening research in Florida, Nevada, North Carolina, Pennsylvania, and Texas. The following recommendations are the conclusion of two+ years of analysis of voter opinions.*

**Democrats Deliver:** Jobs, Infrastructure, Health Care  
v.  
**Reckless Republicans:** Chaos, Corporations, Costs

**2022 Frame: Building a Stronger America. It is Democrats that Deliver #For the People:**

- Creating millions of jobs, raising wages for working people
- Making it in America - roads, bridges, clean energy, manufacturing
- Fighting for safer communities, stronger families

**6 Key Contrasts:**

- **Democrats are for Making It In America;** 210 House Republicans voted against investing in American workers to compete with China and easing supply chain strain to lower costs
- **Democrats are for investing in American Infrastructure;** 200 House Republicans voted against Roads and Bridges, Clean Water, and Broadband
- **Democrats are for Cleaning Up Corruption;** 209 House Republicans voted against the most sweeping anti-corruption bill since Watergate, the For the People Act
- **Democrats Support Law Enforcement, First Responders, and Frontline Workers;** 201 House Republicans voted against the Rescue Act that invested in them and kept America open
- **Democrats Defend Democracy and Freedom,** 147 House Republicans voted to rubber stamp Trump's Lies to Overturn the Election, and Trump Praises Putin as a "genius."
- **Democrats are for Lower Costs and Clean Energy,** 212 House Republicans voted against the Build Back Better Act. The Republicans' [plan](#) includes raising taxes on millions of Americans

**6 Key D Phrases:**

- Freedom to
- Growth, Innovate, Compete, Capitalism
- Building a Strong America
- Play by the same rules
- Lower Costs
- Made in America

**6 Key Versus R Phrases:**

- Chaos, Chaos, Chaos
- Puppets of corporations
- No plans for the future
- For Trump and Q and not for you
- For violence and mobs
- Weak against Putin, China, and Saudis

**5 Threats to Ds:**

- Not responding forcefully to the GOP culture traps
- Not understanding Americans are irate about different rules for different people
- Not taking credit for getting and keeping American open
- Continuing to attack fellow Democrats
- Making 2022 about Trump/Biden - **Go local, local, local**

**5 Themes:**

- **The Hero:** Americans who work for a living, not a politician or the government.
- **Acknowledgement:** People are hurting. Don't go direct to solutions / legislation. Democrats must focus on the issues voters care about and how voters feel, not the issues Democrats WANT them to care about. **This is emotional territory, not wonk territory. Democrats can say we have some best growth in 40 years but must also acknowledge how much inflation is hurting people.**
- **Scarcity:** The fight over the American Dream and people's piece of the pie is real and is causing tension. Democrats must grow the pie or potentially lose key voters (especially Hispanic voters) to the GOP perceived advantages on economy, taxes, jobs.
- **Status Threat is Real:** If Democrats are perceived to threaten voters' sense of control, identity, and legacy, it is a potent trigger for voters. Democrats must lean into a shared, positive vision of the future. Specifically on Legacy: Weaponized CRT pokes a critical sore spot for Independent voters who want to make positive change, but who see all the chaos in our society and feel that they didn't or can't do enough. Weaponized CRT tells them that they failed and it hurts, badly.
- **Government is an Assistant, not Controlling Agent:** Americans do not want to feel like they are being managed or impinged by the government. Government doesn't make families strong; people do that. Voters want a government that clears away barriers to productivity. Right now, that means lowering costs so people have a little more room to breathe.

**Key Imagery:**

In Future Majority's deep-listening research studies, our research team uses metaphor elicitation to get to the "why" behind voters' attitudes toward issues, governing, and how they vote. Metaphor elicitation is a powerful form of research, based in psychology and neuroscience, that uses participant-sourced imagery and various media as a springboard for deep conversation. These insights help to identify and understand the underlying anxieties most Americans feel today.

The following page includes topline findings and image-responses from eight metaphor elicitation studies of battleground state voters.

**Mood:** Americans are drowning and do not feel like they are valued. They are deeply worried that they are replaceable – especially as automation and robotics technologies are improved – and they worry the pie isn't big enough for everyone.



**Democrats:** Americans see the Democrats as the party of idealism – perhaps too much. The Democrats want to get along with everyone and solve problems, but are often too slow and too soft (do not make people feel safe) and are shackled by special interests.



**Republicans:** Americans see Republicans as toeing the line with each other and are power hungry. They use government to deliver for themselves. They are perceived as corporate puppets who bend the knee to Trump. But they also have a multi-decade brand lock on better managing the economy, despite much evidence to the contrary. Just because Democrats are right on facts and logic doesn't mean they win. Politics is a game of emotions, and it is won or lost by rhetoric and image.

