



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

TO: Interested Parties
FR: Mark Riddle, President of Future Majority
DT: November 22, 2021
RE: Investment and Growth

*Since the 2020 election, Future Majority has surveyed 59,243 voters in swing congressional districts and battleground states with our partners at Change Research. This memo includes data from recent surveys of 1,941 voters in **Arizona, Florida, and Wisconsin** and 1,124 voters in the **battleground congressional districts** of CA-21, CA-25, CA-38, CA-48, IL-17, IA-03, ME-02, MI-08, NJ-03, NE-02, NY-24, PA-18, TX-24 and WI-03 (Nov. 9-13, 2021), as well as a survey of 1,822 voters in the **37 congressional districts decided by +/-5 points in 2020** (Oct. 19-22, 2021) and 2,210 voters in four battleground Senate states **Colorado, Georgia, Nevada, and New Hampshire** (Oct. 19-22, 2021).*

Future Majority humbly recommends this path forward for Democrats to win in 2022:

1. Full assault on defeating Covid.
2. Make the election about **investment and growth**.
 - a. Fix immigration/the issues at the border. This is about images and not facts.
 - b. Contrast fiscal argument: Build Back Better is paid for and does not raise taxes on the middle class versus the Trump Tax Scam that was a corrupt hand out to the wealthiest.
3. Blast Republicans on their specific votes against kitchen-table issues and against anti-corruption measures. Macro arguments will not work!
 - a. Be hyper-local: Show the rust on the bridge.

North Star: Ideally, the Democrats' argument for the 2022 election will be Democrats Delivered on:

- 1) **Crushing the coronavirus.**
 - 2) **Creating good-paying American jobs.**
 - 3) **Cutting costs for families.**
- *However, much is contingent on luck and economic performance. Voters will not find credible lower costs in their health care or the child care tax credit if their groceries keep going up. Voters tend to blame elected officials, not market forces, for such problems.*

Our recommended intermediary message, while we wait for the dust to settle on where the economy will be, is **Democrats delivered on investing in roads, bridges, broadband, clean air, water, and working families versus Radical Republicans that vote against roads, bridges, broadband, clean air, water, and working families because they are corrupt puppets of the wealthy and corporations. They cause chaos to put Trump back in power.**

- Democrats set the conditions for **GROWTH**. This key word helps Democrats separate

themselves from the arguments against big government. Winning this point likely sets up for a successful election.

- It is critical for Democrats to be specific about what Republicans voted against since voters have heard less about what is in the bills and more about their price tags.
- Credit to Simon Rosenberg of New Democrat Network for [breaking down the issues](#) voters who might vote for a Democrat care most about from the recent Navigator polling: 59% COVID, 57% jobs/economy, 42% health care, 34% climate/extreme weather, 33% Social Security/Medicare, 27% inflation, 23% government corruption, 21% immigration, 19% national security, 17% violent crime, 11% abortion, 11% Afghanistan.

However, **magic words are not enough. Democrats must stop self-inflicted errors:**

1. Democratic infighting over an ideological debate about the role of government or how much money overall should be spent makes Democrats look out of touch.
2. Building a multi-racial coalition is crucial to Democrats' victory, but "cancel culture" or "wokeness," which does not represent rank and file Democrats, or Independents, or soft Republicans – and even large parts of communities of color – must be quelled.
 - a. 66% of Independents in the swing districts and 65% in Senate states agree that Democrats are "more concerned with 'woke' causes and moving the country toward the radical left." This is a top concern for Independents, with 44% in swing districts and 38% in Senate states identifying this as what concerns them most and would prevent them from voting for Democrats next year.
3. **Democratic elected officials should be clear: Not one Republican who voted against the Rescue Plan or Infrastructure should cut one ribbon or hold one shovel.** It's simple: Democrats fixed the potholes, Republicans did not.

Setting the table:

#1: Covid - Covid is much of the cause of inflation/cost of living, supply chain issues, tensions around school and work, child care, jobs, the workplace, and deep anxieties in communities of color. Generally, people are suffering from very high levels of anguish. **If Democrats want to have any chance of winning, they must crush Covid.** With regards to messaging, we offer a three-step plan, which also applies to inflation (since the two are tied together).

Step One: **Acknowledgement.** Acknowledge the voters' pain, their frustration, and their sacrifice. They're going through the challenge of their lives right now.

Step Two: **Recognition.** Americans pride themselves on being the **hero of the story.** Yet, all Americans hear are confusing rules, bad news, and the blame game. Democrats need to recognize the heroes – the everyday citizen playing by the rules – that helped our country get to this point in recovery. That includes small business owners who did their

best to keep their employees in jobs and parents who had to navigate how best to make sure their kids were not falling behind during a global crisis, especially.

Step Three: A Clear Plan. Democrats need a clear and easy-to-understand plan that leads to defeating the virus. Stats and science will not get the job done.

- Data:
 - Democrats have a 17-point advantage (42% to 25%) over Republicans on “which Party has done a better job on delivering on defeating Covid.” It is a 13-point advantage with Independent voters (32% to 19%. 43% say neither). If Democrats stay focused and crush Covid to expand this gap, then part one of the North Star message is within reach. **If Democrats can get voters to link the reality of inflation connected to Covid, and have a crystal-clear plan to deliver, then Democrats solve the more difficult problem.**
 - 66% of voters say, “when thinking about coronavirus in the United States, things are improving and getting the virus under control,” compared to 14% say the pandemic is “getting worse and we are not doing enough.” 73% of Democrats, 59% of Independents, and even 65% of Republicans say things are improving.
 - However, frustrations are bubbling up: For Independent voters, 43% say they are frustrated by “different rules for different people,” and 40% say “vaccine mandates.” For Republicans, “vaccine mandates” are at the top of their list - 66%. And for Democrats, 91% say its “people refusing to get vaccinated.”

#2: This next election is about Democrats INVESTING in roads, bridges, broadband, clean air and water. This creates Growth. Investing in middle-class families helps lower costs. Win-win!

- Democrats hold a 9-point lead (41% to 32%) over Republicans on the question of who has done a better job delivering on “building America by investing in our families and infrastructure?” With Independents, Democrats hold an 8-point lead (35% to 27%). Democrats should lean into and drive a huge wedge with messaging to differentiate that Democrats deliver for Americans and Republicans don't.
- 56% of voters support the bipartisan infrastructure bill, including 96% of Democrats, 55% of Independents, and 20% of Republicans.
- We asked over 30 specific policy questions about the three-part Biden plan and the top testing was “investing \$110 billion to repair America's aging highways, bridges, and roads, including \$40 billion for bridges, the single largest dedicated bridge investment since the construction of the national highway system.”
- When asked “which areas do you think are most important for Congress to address right now” jobs and infrastructure ranked most important for 42% of voters, health care at

36%, taxes at 36%, renewable energy and climate change prevention at 27%, and children and families at 15%.

- “The \$1.2 trillion-dollar infrastructure plan was passed with 67 votes in the Senate, including 17 Republicans. 200 Republicans in the House voted against the bill, but 13 crossed party lines to support the legislation. If your member of Congress voted against this bill, does that make you more likely to support their re-election, less likely to support their re-election or does it make no difference?” **57% say vote against - including 47% of Independents and 44% Republicans.**
 - ***This is the top testing argument, including several variations on the series of bills, by 11-points.***
- We also asked how “upset” a voter might be if their Member of Congress voted against specific pieces of Biden’s three-part agenda that they liked. This is where Democrats need to wargame and micro-target because there are nuances in different communities and with different voters. However, some interesting data points are revealed when examining Independent voters:
 - Investing \$110 billion to repair America’s aging highways, bridges, and roads, including \$40 billion for bridges, the single largest dedicated bridge investment since the construction of the national highway system. **53% of Independents were very upset if their representative voted against.**
 - Improving internet services for rural areas, low-income families, and tribal communities with a \$65 billion investment over 10 years to give 30 million people access to reliable internet. **52% of Independents were very upset if their representative voted against.**
 - Modernizing the electric grid by investing \$65 billion to improve the reliability and resiliency of the power grid to protect against power outages and deliver clean and reliable energy across the country. **53% of Independents were very upset if their representative voted against.**
 - Making the largest investment in clean drinking water and wastewater infrastructure in American history, delivering clean water to millions of families. **53% of Independents were very upset if their representative voted against.**
 - **Reveal what Republicans voted for clearly – show the local communities with decrepit infrastructure – and say Republicans voted not for the bridge, but for the rust on the bridge. Use FOR - not just against.** “They voted for lobbyists,” is stronger than, “They voted against disclosing lobbyist meetings.” Do not mince words. Do be brief.

#3: Blast the Republicans on their specific votes to hurt Americans - against kitchen table issues, tax fairness & corruption. All items below tested over 50% “upset” or “very upset” if

their Member of Congress voted against with the key voting bloc of Independent voters:

- 50% very upset. Extending the \$300 per month per child boost to the Child Tax Credit for one year which cut the child poverty rate by nearly 30%, lifting 3.5 million kids from poverty.
- Note: Child Care Tax Credit: **54% of voters in the swing senate states support the childcare tax credit – including 56% of undecided independent voters.** 55% of swing congressional district voters believe that their taxes are going to go up despite what Democrats say – especially with two large spending bills. But, our strong recommendation is to play offense and highlight middle-class tax cuts around the childcare tax credit. Republican tax cuts are government spending on the rich. They are the spenders. Democrats must get the Republican “spending” frame under control.
- 53% very upset. Providing a \$65-per-child benefit each month to help the families of 29 million children to buy groceries during the summer months when school is closed.
- 53% very upset. Assessing a surtax on individual income above \$10 million a year.
- 68% very upset. Placing a 15 percent minimum tax on corporations that report at least \$1 billion in profits.
- 59% very upset. Placing a tax on companies when they buy back their own stock to increase the share price.
- 71% upset (31% very upset). Covering hearing care for older Americans who receive Medicare.
- 74% very upset. Not allowing drug companies to raise prices faster than inflation. (48% very upset on Medicare negotiations)
- 62% very upset. Ensuring patients pay no more than \$35 a month out of their own money for insulin products.
- 64% very upset. Providing low-cost private insurance to low-income, uninsured people in states that have refused to expand their Medicaid program.
- 67% very upset. Continuing subsidies available under the Affordable Care Act to lower the cost of health insurance premiums.
- 63% very upset. Constructing and rehabilitating up to one million new affordable rental and single-family homes.
- 67% very upset. Increasing public housing, rental assistance, and aid to help low-income people cover the down payment to purchase a home.

- 59% very upset. Building more cleaner transit buses and trucks.
- 52% very upset. \$110 billion for Made in America production of clean energy technology like batteries and solar.
- 61% very upset. Imposing a methane fee on oil and gas facilities, forcing those producers to pay up to \$1,500 for each metric ton of methane they emit above a certain limit.
- 50% very upset. Investing \$8 billion per year for ten years to deliver clean water to all American families and eliminate the nation's lead service lines.
- 51% very upset. Accelerating the use of electric vehicles to curb climate change by investing \$7.5 billion for building electric vehicle charging stations.

On fighting corruption: Democrats should contrast their efforts on fighting corruption (HR1/S1, etc.) versus Republicans who voted no or are on the record against these pieces of legislation. Triangulate the “drain the swamp” crowd from incumbent Republicans. **Cleaning up corruption has been a persistent trend in all Future Majority's voter surveys with 90%+ of voters saying it is one of their greatest concerns. For too many voters, corruption has directly limited economic opportunities for them and their families.**

- **This will also address concerns that Democrats have about their own party's elected officials.** Democratic voters in the swing districts said Democrats “tolerate corruption and let lobbyists call the shots in Washington” and 34% rated this as their second top concern about Democrats. **The top concern is Democrats “talk a lot but never get anything done when in charge” at 55%.** The minority party will always attack corruption. 1994, 2018. One cannot leave this offense untouched. It is damning. Things will go wrong with the implementation of large bills. Democrats must be ready.

Work that needs to be done to get toward the North Star Message

Covid was addressed earlier in the memo. In an ideal world, Democrats would have a big enough microphone to change perceptions of which party is better on the economy because it is not even close when it comes to the facts. However, using “invest” might allow Democrats some breathing room to get to “creating jobs” and “cutting costs.”

Rep. Jayapal and others in the progressive caucus are doing a strong job at reframing “spending” to “investing” through messaging the Build Back Better agenda, which “means investing in our roads and bridges while also investing in people and our communities.”

- **Creating Jobs:** Despite over 5 million jobs added under Biden, the Dow over 36,000 and unemployment around 6%, voters are not giving Democrats any credit. To be fair, a lot of this is historical. Since Reagan, Republicans have been branded as better on the

economy, and Democrats have never been able to dislodge them from this position, despite all the macroeconomic evidence favoring Democrats.

- 50% of voters in swing congressional districts think Donald Trump showed more success in managing the economy during his time as president compared to 34% of voters who say Joe Biden.
- Independent voters think the Republicans have done a “better job rebuilding the economy” 43% to 25% and that Republicans “create middle-class jobs” 40% to 24%.
- With delivering “Prosperity,” the Republicans lead Democrats 39% to 15%. And on “Growth” 43% to 31%. Democrats trail with Independent voters 37% to 20%
- A recent NBC News poll shows nearly 60% of voters view Biden’s managing of the economy negatively. And headlines from Reuters, such as “America is hiring a record number of robots” (11/12/21) are not helping, especially considering that many Americans have a fear that they’ll lose their jobs to robots.
- How do Democrats turn the tide (in addition to repeating it over and over and over again)?
 - Be Specific. Elected officials and candidates need to go local.
 - Own Made in America. It is a universal winner with voters.
 - Make the Hero of the Story the American Worker. Remember, Democrats can’t win at anything unless they do it together with the American people.
- **Cutting costs:** Covid has ripped off the band-aid on rising costs. Since February, March Majority has said this is the #1 issue. Democrats who cite the Federal Reserve or some Wall Street economists sound elitist and out of touch on this issue. **Please start acknowledging this is a problem.** Democrats cannot outtalk this one. Understand the stress it is causing and start putting heads on sticks until it is fixed.
 - **On the question of who is “lowering the cost of living,” Republicans hold a 32% to 11% advantage with Independent voters. Even 50% of Democrats say “neither.” And on “tackling inflation,” Republicans hold a 39% to 9% lead with Independents, and 44% of Democrats say “neither.”**
 - On the question of “Thinking about the recent supply chain issues in the United States, do you think things are getting worse or improving?” 65% of Independents say worse and 17% of Independent voters say “better.”
 - Cost of living is a near-universal top concern of voters. **It is past time for Democrats to acknowledge and say, “we know people are hurting, it’s not**

okay, and this is a plan to give an assist to hard working Americans.”

- **66% of voters in the swing congressional districts and 68% in the Senate states say their income is falling behind the cost of living.** 25% (CDs) and 23% (Senate states) say staying even with the cost of living. Just 4% (CDs) and 5% (Senate states) say their income is going up faster than the cost of living.
- **91% of voters in the swing congressional districts and 93% in the Senate states say their cost of groceries has gone up.** 72% of swing district voters and 74% in the Senate states say this has been stressful to them and their families.
- **95% of voters in the swing congressional districts and 96% in the Senate states say their gas prices have increased.** 78% in the swing districts and 79% in the Senate states say this has been stressful to them and their families.
- **68% of voters in the swing congressional districts in the Senate states say their health care costs have gone up.** 88% in the swing districts and 90% in the Senate states say this has been stressful to them and their families.
- **76% of voters in the swing congressional districts and 77% in the Senate states say their housing costs have gone up.** 80% in the swing districts and 82% in the Senate states say this has been stressful to them and their families.
- **Social Security: Democrats must take credit for increases.** 62% of voters in swing congressional districts and 61% in Senate states say it is a good thing that the Social Security Administration announced that adjustments for those receiving Social Security will go up by 5.9% next year, the largest increase in 39 years. 55% of Independents in the swing districts believe this is a good thing.

- How to turn the tide?
 - Crush Covid.
 - Be Specific: What Democrats have voted for versus the Republicans and how it will impact voters' pocketbooks.
 - Go after China. Democrats are perceived as being soft on one of our primary global competitors, and this is an opportunity to reduce that perception with voters. The U.S. House should pass the China competitiveness legislation passed by the Senate right away.
 - Watch 60 Minutes on this issue ([link](#)). Solutions, like eliminating the storage penalties or fining the ship carriers or bringing the National Guard, should all be on the table. **There does not seem to be enough national urgency to this issue from Democrats in Washington while it is a five-alarm fire for many working families.**

Guidance on the Perpetual GOP Race Trap.

- **This year is the Critical Race Theory Parent Trap:** Three messages that work:
 - Former Georgia Governor Ben Barnes used to say, "education begins at home." It would be wise for Democrats to start from that point.
 - 73% of voters agree with the statement, "I respect the rights of parents to know what's best for their children," including 80% of Independent voters.
 - Agreement for this statement is stronger among voters of color. 75% of voters of color agree.
 - **90% of ALL voters agree with the following statement:** "The story of America is our quest to become a more and more perfect union. Denying the uglier parts of our history, like slavery or Japanese internment camps, also denies the heroism of those Americans who fought to right those wrongs. Our kids should learn that America is a great country, not because we have always lived up to our foundational principles, but because we have never stopped trying to be better."
 - Agreement for this statement holds strong with voters of color. Among those in swing districts, 89% agree.
 - **Note: Once the journey down the rabbit hole starts, the numbers get ugly and fast. This will take serious discipline to follow these three easy steps.**

Despite Democrats currently being behind, voters still move with the For the People agenda:

We asked voters which candidate message they would support and tested the Democrat-themed message:

“A candidate who is For the People and delivered on building America by investing in infrastructure and families, creating millions of middle-class jobs, cracking down on corruption, and defending democracy and freedom,” and a Republican-themed message “A candidate who will get inflation under control by cutting the out-of-control government spending, getting people back to work, cracking down on violent crime, is against the teaching of Critical Race Theory, and will secure the southern border with Mexico.”

- **In the Senate states, the Democrats message held a 10-point advantage with voters, 51% to 43%.** Among undecided Independent voters, it held a 13-point advantage, 47% to 34%.
- **In the swing congressional districts, the Democrats message held an eight-point advantage with voters, 52% to 42%.** Among undecided Independent voters, the message held a 16-point advantage, 46% to 30%.

Key phrases. We asked voters “If all you knew about a candidate was the slogan, how likely would you vote for that candidate?”:

- **72%** would vote for “creating American jobs.” – 66% of Independents, 72% Republicans.
- **61%** would vote for “working for working people.” – 56% of Independents.
- **59%** would vote for “defending democracy and freedom.” – 54% of Independents, and 67% Republicans.
- **56%** would vote for “investing in infrastructure and families.” – 51% of Independents voters.
- **53%** would vote for “Families First.” – 54% of Independents, 68% of Republicans (only 40% of Dems).
- **52%** would vote for “Building America.” – 52% of Independents.
- **49%** would vote for “For the People.”
- **49%** would vote for “Parents Bill of Rights.” – 52% of Independents, 80% of Republicans.
- **46%** would vote for “Ban Critical Race Theory.” – 50% of Independents, 87% of Republicans.
- **43%** would vote for “Build Back Better.” – 35% of Independents and 76% of Democrats.

- **28%** would vote for “Socialist Democrat.”
- **13%** would vote for “Defund the Police.”

Future Majority is in the process of working to define the Republicans. Our initial thoughts:

- **Defining Republicans: The “R” = Radical.** First, R equals Radical is easy to remember and gets Democrats on the same page.
 - Voters view this current set of Republicans as too radical on social issues - 53% of independent voters agree.
 - Voters see Radicals like Gosar or Greene as dividing the country and creating **chaos**. - 47% of Independent voters agree. We recommend tying these lightning rods to all Republicans.
 - 50% of swing district voters agree that Republicans tolerate the radical violent QAnon conspiracy that led to the takeover of the Capitol Building on January 6th.
- **The Radicals are still puppets of the wealthy and corporations.** Despite some new crazy wrapping paper – talking about you, Kevin McCarthy and Josh Hawley – voters still know the deal.
 - 58% of Independent voters believe Republicans tolerate corruption and let lobbyists call the shots.
 - 55% of Independent voters believe Republicans are puppets of the wealthy and corporations.
 - 55% of Independent voters agree that the Republicans “really don’t understand problems facing people like you.”
- **Trump.** 54% of Independent voters believe the Republicans are too devoted to Trump. Unlike VA, Trump will be omnipresent in key Senate and House races. We are not recommending this be the total line attack, but Trump is a fact of life that stirs the Democratic coalition.
 - In the swing Senate states, Trump’s favorable is 39% versus 54% unfavorable. With Independent voters, Trump’s favorable is 35% and unfavorable is 52% and with undecided Independent voters Trump’s favorable is 20% and unfavorable is 61%.
 - 52% of undecided Independents think that Trump will encourage violence if he runs for president in 2024 and does not win.

- January 6th: **56% of voters in swing districts and 54% in Senate states agree that supporters of former President Trump who defy subpoenas and who refuse to testify should go to jail.** Support for enforcement of subpoenas soars to 69% among undecided Independents in the swing districts.

Why staying disciplined matters...the headwinds are brutal: Independent voters are rejecting Democrats because they think Democrats are ineffectual or out of touch on the issues:

- 76% of Independents in the swing districts and 73% in Senate states agree that Democrats “talk a lot but never get anything done when in charge.”
- 66% of Independents in the swing districts and 65% in Senate states agree that Democrats are “more concerned with ‘woke’ causes and moving the country toward the radical left.” This is a top concern for Independents with 44% of Independents in swing districts and 38% in Senate states identifying this as what concerns them most and would prevent them from voting for Democrats next year.
- 63% of Independents in the swing districts and 60% in Senate states agree that Democrats “support socialism and are opposed to the free market.”

And the backdrop is even more troubling:

- 98% of voters say they are concerned with how corruption influences decisions made in Washington, DC. 86% are very concerned and 12% are somewhat concerned. Only 1% of voters are not concerned about corruption. *(March 19-22, 2021 survey of 37 swing CD voters)*
- 97% of voters in the swing districts say it feels “crazier” than ten years ago.
- 93% of voters get their news media from smartphones, computers, or tablets in a typical week. 72% “often” and 21% “sometimes.” Only 37% “often” get their news from the television and 28% “sometimes.” Facebook Dominates: 85% of voters said Facebook is where they go most often for news on social media. 26% say YouTube, 21% say Twitter, and 12% say Instagram (a Facebook company). *(September 17-20, 2021 survey of voters)*
- In the swing Senate states, 89% of Republicans believe that Democrats are Radical, and 85% of Democrats think the Republicans are Radical.
- 81% of Republicans and 34% of Independents – or 39% of the electorate – in swing districts believe that Donald Trump received more votes than Joe Biden in the 2020 election. If extrapolated to the entire nation of voters, more than 60.3 million Americans believe we have an illegitimate president, which is roughly the population of the lowest 25 U.S. states combined.

- Over 75% of voters in swing districts feel “stressed” about cost of living increases like groceries, gas, housing, taxes.
- 61% of voters – including 71% of Independents – agree that Democrats don’t really understand the problems facing people like them. 54% of voters – including 55% of Independents – agree that Republicans don’t really understand problems facing people like them.

In Summary:

- Define the “**D**” as “**Deliver.**” Democrats Delivered on **Investing** in families, roads, bridges, broadband, clean and water. This will create **Growth**.
- And with a lot of hard work and some luck, the “D” message will be: **Democrats Delivered on crushing Covid, creating millions of middle class jobs, and cutting costs for families.**

Versus:

- Define the “**R**” as “**Radical.**” Radical Republicans **vote against** roads, bridges, broadband, clean air, water, and working families because they are **corrupt puppets of the wealthy and corporations. They cause chaos to put Trump back in power.**
- Three points:
 - 1) Corrupt Puppets
 - 2) Chaos
 - 3) Trump.

The documents linked below include memos and in-depth reports detailing the results of our voter surveys, in-depth reports, analysis of voter attitude trends, and policy and messaging recommendations for Democrats.

- 2020 Polling Retrospective Analysis ([January 2021](#))
- The Playbook: How Democrats Win by Making Workers the Hero ([February 2021](#))
- The Playbook: Americans' Views on Infrastructure Policies ([March 2021](#))
- Public Sentiment on the For the People Act ([March 24, 2021](#))
- Americans Support a Personal Data Tax on Big Tech Companies ([April 21, 2021](#))
- National Survey on Voter Attitudes Toward Cryptocurrency ([April 24, 2021](#))
- Support for President Biden's Jobs Plan & Proposals to Pay for It ([April 29, 2021](#))
- Winning the Future: Report on Battleground State Persuadable Voters ([May 2021](#))
- Poll: Objects in Mirror May Be Closer Than They Appear ([May 17 2021](#))
- The Playbook: The Next 100 Days of Governing ([May 2021](#))
- WTF Florida: What Gives in the Sunshine State? ([May/June 2021](#))
- Battleground CDs Survey: Play Offense ([June 14, 2021](#))
- Battleground Survey: Wisconsin, Nevada, and Georgia ([June 24, 2021](#))
- Future Majority's Playbook 2.0 ([June 2021](#))
- Message Delivery Recommendations for Democrats ([July 19, 2021](#))
- The Playbook: Message Discipline is Key to Winning ([July 2021](#))
- Jobs: Michigan and the Battleground CDs ([August 16, 2021](#))
- FL and VA: Voter Opinions on Defending Freedom and Democracy ([August 23, 2021](#))
- Analysis of Voter Attitudes on the Cost of Living ([August 2021](#))
- Analysis of Voter Attitudes in the Democrats' 2020 Coalition ([September 2021](#))
- Midterm Messaging Project: Nevada's Gettable Voters ([September 2021](#))
- WTF North Carolina: What Gives in the Tar Heel State? ([September 2021](#))
- The Path Forward for Democrats ([September 19, 2021](#))
- Revenue Polling and Support for the Build Back Better Agenda ([September 27, 2021](#))
- Analysis of Voter Opinions Toward Reproductive Freedom ([October 2021](#))
- Virginia Media Study: On the Road to the Election ([October 2021](#))
- Analysis of Voters' Opinions Toward Crypto and Decentralized Finance ([October 5, 2021](#))
- Support for Pay-Fors Boosts Independent Support for BBB ([October 27, 2021](#))