

An American flag is shown waving on a tall pole against a dramatic sky at sunset or sunrise. The sky is filled with soft, wispy clouds in shades of orange, yellow, and blue. The flag's stars and stripes are clearly visible as it catches the wind.

# Messaging Recommendations

Informed by 2025 Voter Research in Swing Congressional Districts

July 2025

# Summary and Highlights

This report features data from a June 10-13, 2025 survey of **1,637 voters in swing\* congressional districts** conducted by Change Research.

- **”Cost of Living Independents” reward messages that emphasize fighting to lower costs, empower small businesses, defend freedom, and punish corruption.** The top-performing message was rooted in the “financial freedom” frame. While others performed similarly, the financial freedom frame message was a clear uniter.
- **Anti-corruption adds firepower.** Banning Congressional Stock Trading is a massive winner. **94%** of Democrats and **90%** of Independents agree with a statement that bans Members of Congress from owning and trading stocks.
- **Abundance rhetoric is promising but abstract.** It trails the freedom frame by **~9 points** overall and by **~13 points** with Independents, suggesting it works best as supporting language rather than the core theme.
- **Voters want guardrails, not government takeover.** The “safety-net capitalism” frame (“we don’t leave people behind”) still earns a solid **69%** overall agreement, but disagreement nearly triples versus freedom frame, signaling intensity in opposition from conservatives. A counter to Republican attacks on trans and gender equality issues earns **58%** agreement by focusing on hypocrisy and limiting government overreach.

# Top Performing Frames

# Top-Performing Message Frames

Democrats Have Messaging Options that Resonate Across the Electorate, but Financial Freedom Outperforms

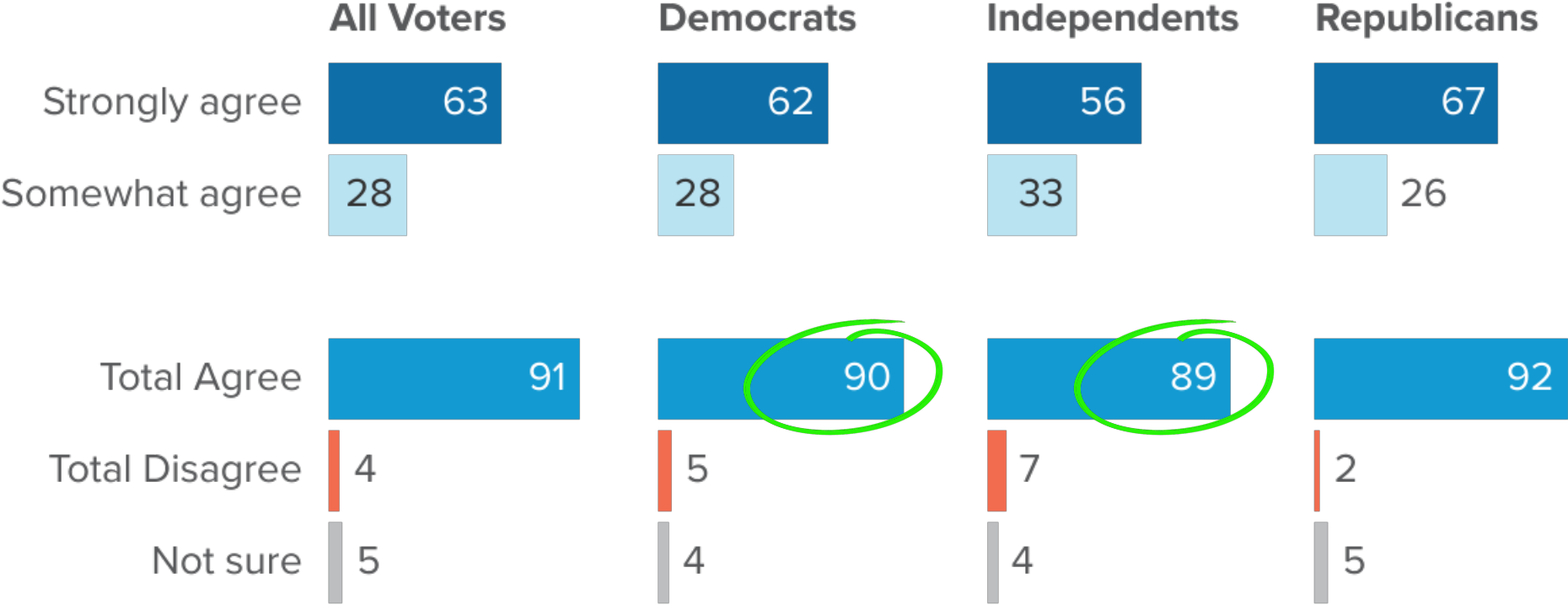
Message Frame	Total Agree	Ind. Agree	Why It Works
“Expanding financial freedom is essential to building our future”	91%	89%	Links pocket-book relief to a values-based north-star, while naming concrete culprits for costs, chaos, and corruption
“Democrats need a singular mission: Make Life Better”	89%*	67%	Keeps the focus on costs, freedom, corruption, and heroes that voters want
“Take Washington back for the workers who built America”	85%	82%	Pairs anti-corruption anger with a worker-first call to action
“Let’s build again” ( <i>Abundance frame</i> )	82%	76%	Reframes costs as a supply problem that government must solve by clearing obstacles

\*Only Democrat and Independent respondents were surveyed on this question due to “Democrat” being mentioned in the quote by DNC Vice Chair Malcolm Kenyatta  
Survey of 1,637 voters in swing congressional districts conducted by Change Research, June 10-13, 2025

# Financial Freedom Appeals Across the Spectrum

Do you agree or disagree with the following statement:

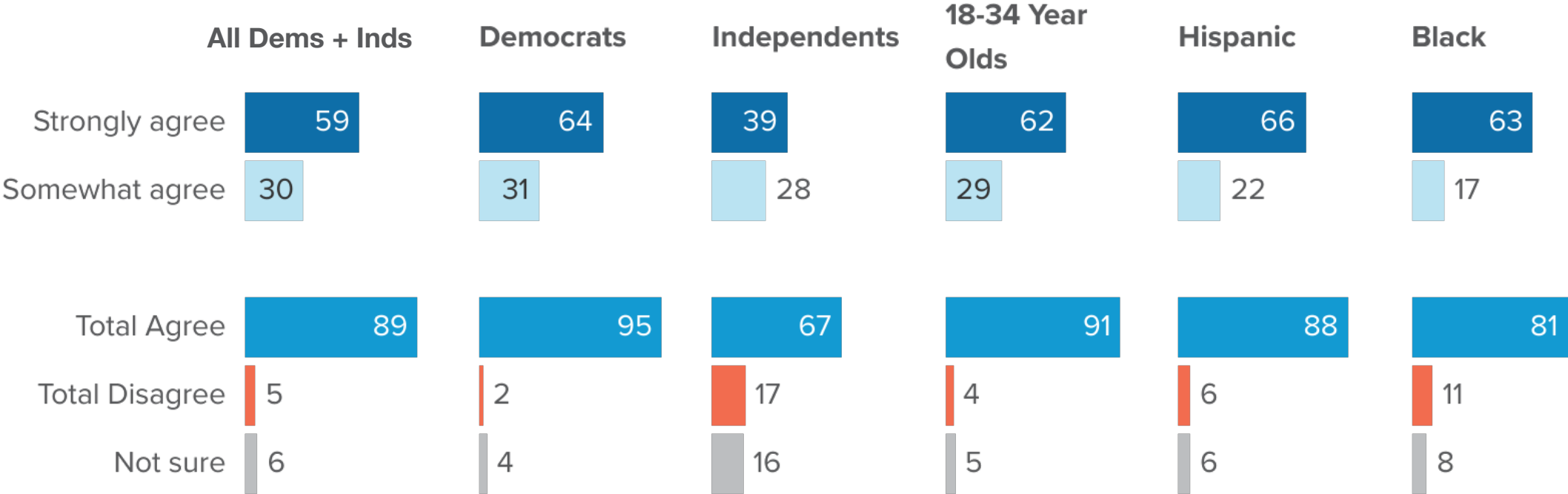
“Expanding financial freedom is essential to building our future. That means fewer hurdles for small businesses and entrepreneurs, putting more money in workers' pockets, protecting savings from hidden fees and middlemen, and increasing access to opportunities and retirement security. When Americans have financial freedom, innovation thrives, families prosper, and our communities grow stronger.”



# Make Life Better Unites D's + I's on Key Themes

Do you agree or disagree with the following statement:

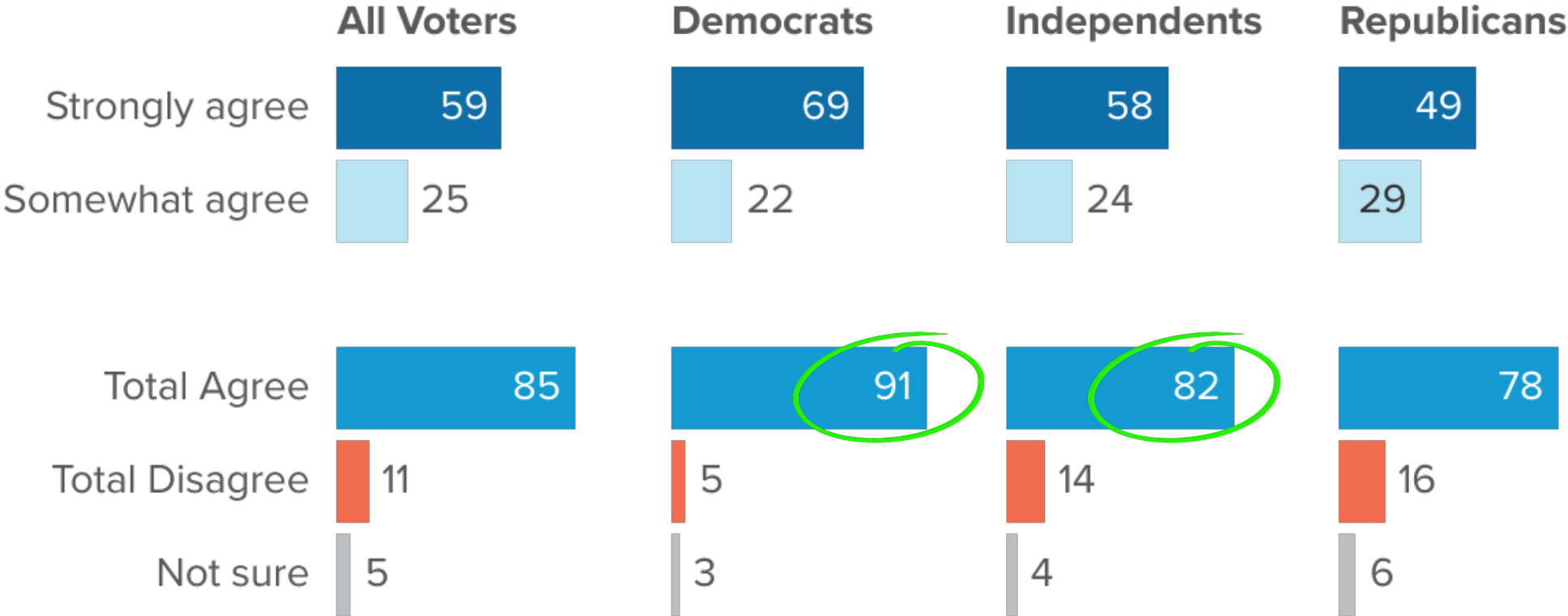
“The Democratic Party needs a singular mission: Make Life Better. That means lowering costs, protecting freedom, and making workers the hero of our story while we hold accountable those who are corrupt.”



# “Built Not Bought” Message Still Resonates

Do you agree or disagree with the following statement:

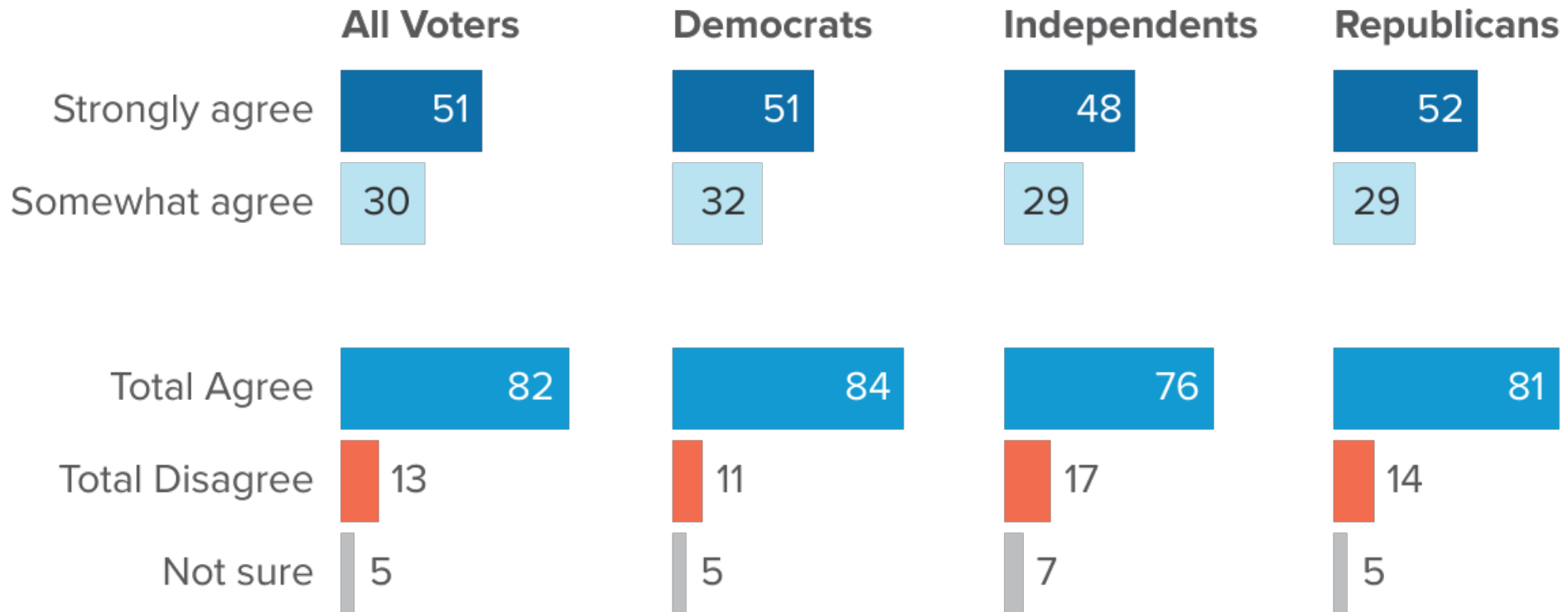
“We need to take Washington back for workers because working people built America. Now corruption makes your cell phone and cable bill higher, healthcare more expensive, and costs through the roof while taxes get lower for the well-connected. Something has to change. We want our America back: a land of decency, where everyone has a fair shot and plays by the same rules with the freedom for anyone who wants to work hard to make those dreams come true.”



# Abundance Works, but Does Not Match Intensity

Do you agree or disagree with the following statement:

“America doesn't have a scarcity problem; we have a political problem that keeps us from building. For too long, bureaucracy, obstruction, and special interests have stood in the way of making life affordable. We should build an abundance of what working families need: more homes, more clean energy, more doctors, more transit, and more innovation. If we want to lower costs, expand opportunity, and restore the promise of the American Dream, we need a government that stops saying 'no' and starts getting to 'yes.' Let's build again.”



# Independent Voter Comparatives

## Financial Freedom Works Best to Unite Democrats and Independents

Message Frame	Net Diff Agree	Ind. Agree	Dems Agree
“Expanding financial freedom is essential to building our future”	<b>-1 pt</b>	<b>89%</b>	<b>90%</b>
“Let’s build again” ( <i>Abundance frame</i> )	<b>-8 pts</b>	<b>76%</b>	<b>84%</b>
“Take Washington back for the workers who built America”	<b>-9 pts</b>	<b>82%</b>	<b>91%</b>
“Democrats need a singular mission: Make Life Better”*	<b>-28 pts</b>	<b>67%</b>	<b>95%</b>

\*Only Democrat and Independent respondents were surveyed on this question due to “Democrat” being mentioned in the quote by DNC Vice Chair Malcolm Kenyatta  
Survey of 1,637 voters in swing congressional districts conducted by Change Research, June 10-13, 2025

# Messaging and Action Recommendations

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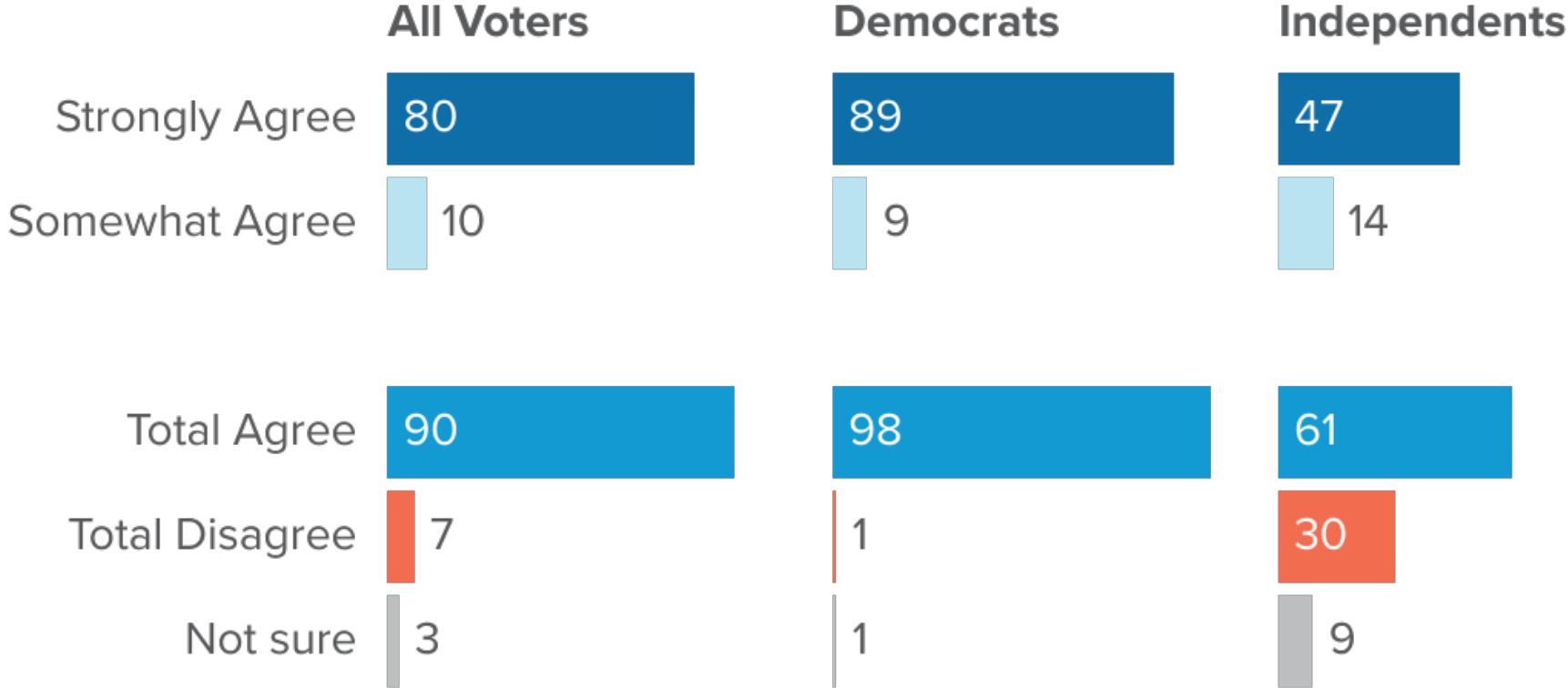
## Suggested Guidelines For Elected Officials, Policy Staff, and Communication Leads

- 1. Lead with Financial Freedom.** Begin economic-focused remarks by promising to “expand financial freedom” - put more money in workers’ pockets, protect savings from middlemen, and end corrupt practices like junk fees.
- 2. Pair Costs and Corruption.** Our research consistently shows that voters believe corruption drives higher bills. Make the link explicit (“Health insurance and PBMs drive up healthcare costs because their lobbyists wrote the rules”).
- 3. Name the Hero.** Keep “workers” at the center of every argument, who through it all, still get up and do their job every day to try to make life better for themselves and their families (“Workers built America, it’s time Washington works for them again”).
- 4. Invite People to Build.** When unveiling policies such as housing, clean energy, healthcare workforce, pivot to the abundance-themed “let’s build again” to signal momentum and optimism.

# Dem + Ind Voters Agree on Contrast with GOP

Do you agree or disagree with the following statement:

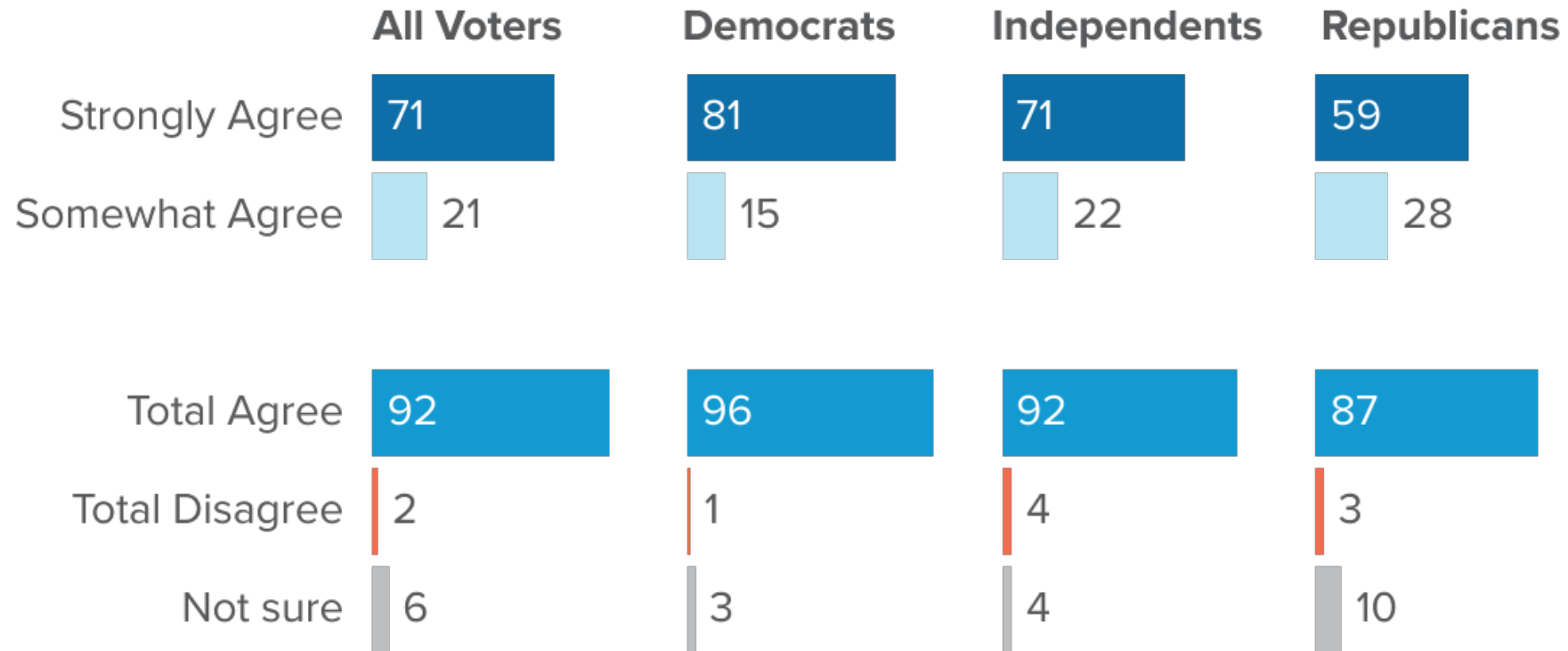
“Under Republican leadership, we're seeing more costs, more chaos, more debt, and more corruption. We need to shift our focus toward expanding American freedom by supporting work, raising wages, and building wealth for everyday Americans.”



# Voters Strongly Agree with Rooting Out Corruption

Do you agree or disagree with the following statement:

“Corruption and corporate capture are challenging our faith in America. Social media platforms and health insurance corporations have captured Washington, so they can attention-frack our children and price-gouge our healthcare. We must root out corruption at its source, end partisan gerrymandering & primaries, ban stock-trading by officials, and take big money out of politics.”



# Issue-Based Messages

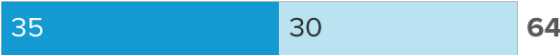
# Likelihood to Vote for Based on Statement

● Would Definitely Vote For ● Would Consider Voting For

## Democrats

## Independents

"Reducing government waste should NOT mean more breaks for billionaires while hard-working Americans struggle to make ends meet."



"No Member of Congress, or any other U.S. official, should be allowed to enrich themselves by trading stock or cryptocurrency while in office."



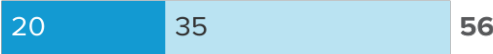
"We believe that clean water and air is a fundamental right, and that the Government must partner with the private sector to provide a healthier climate and planet for our children."



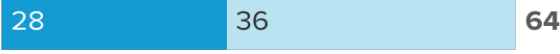
"We need to focus more on our schools' classrooms and less on our schools' bathrooms."



"Democracy, freedom, fairness, justice and opportunity for all are what make America great."



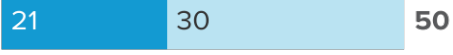
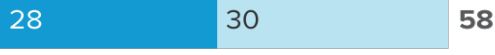
"Our nation was built, not bought, by hard-working Americans."



"Freedom and democracy are what make America great."



"Extremism and cancel culture have no place in The Democratic Party."



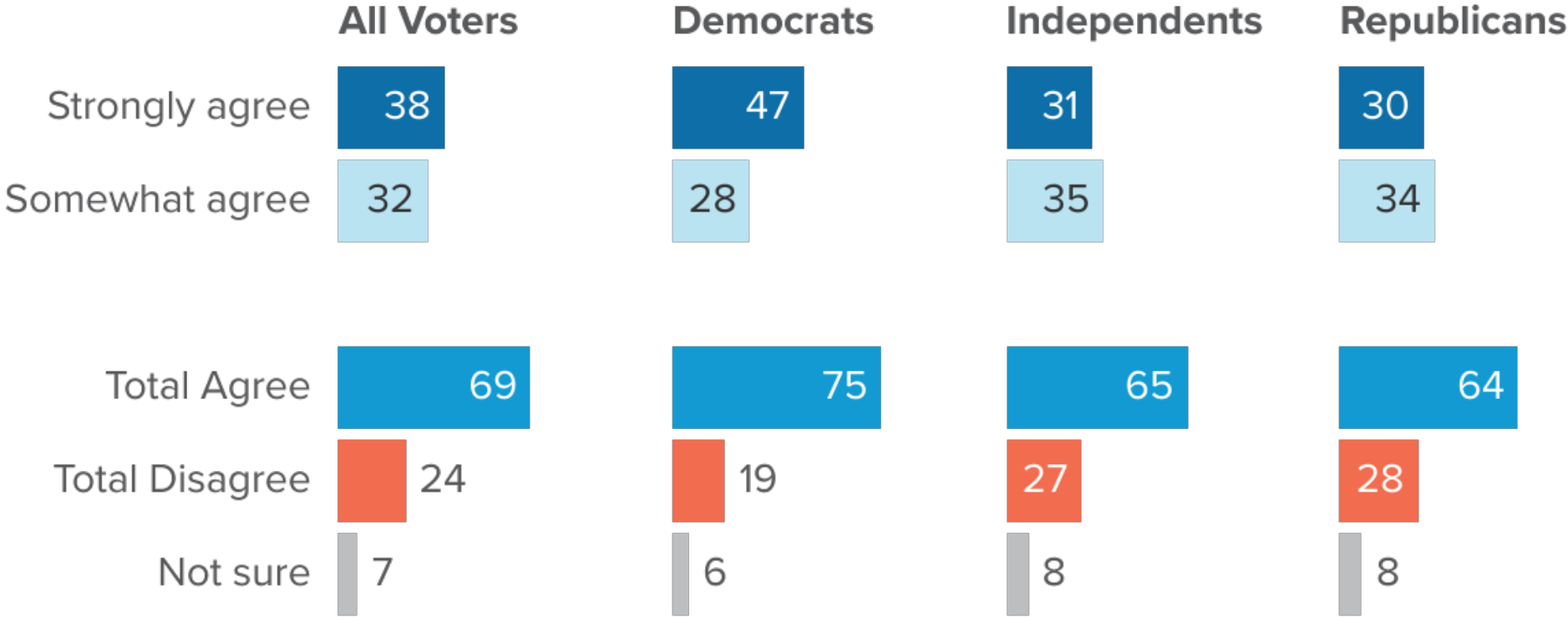
"For the benefit of the country, we must try to work in good faith with those who oppose us."



# Most Agree that Freedom = Safety Net

Do you agree or disagree with the following statement:

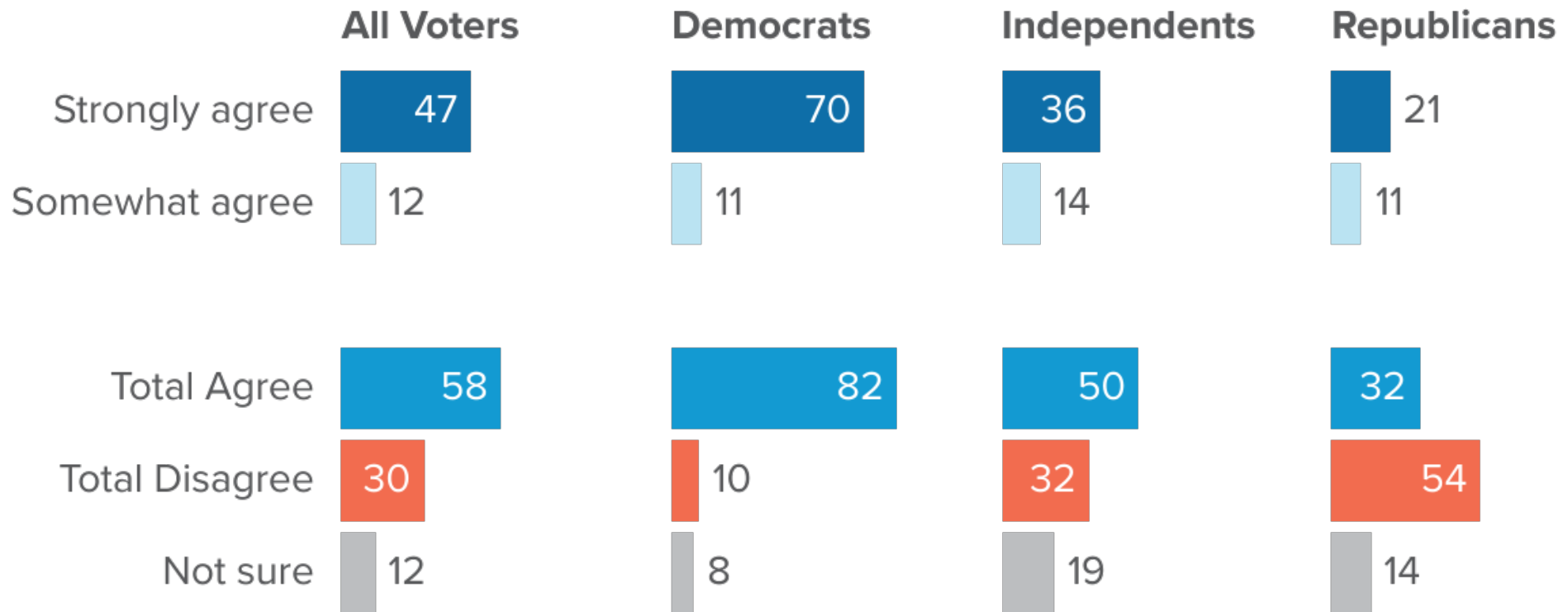
“I believe in free market capitalism which, by its nature, creates winners and losers. That's the deal in a competitive economy. But in a just and free society, we don't leave anyone behind. Believing in freedom means believing in a safety net that protects dignity, offers second chances, and ensures that a failure doesn't mean permanent despair. Without that, we're not upholding freedom, we're just endorsing survival of the fittest.”



# Hypocrisy and Overreach are Effective Counters

Do you agree or disagree with the following statement:

“I'm glad Republicans are finally talking about women and girls, because for years they've blocked equal pay, attacked reproductive freedom, and done nothing to lower costs for families. Now they want big government to overrule parents and coaches on youth sports, something that affects almost no one. That's not fairness, it's political theater. If we really care about women and girls, let's fight for their freedom, freedom to make their own medical decisions, and the financial freedom to build a future.”



APPENDIX

# Additional Data on Messaging

The following pages are originally published in our April 2025 “Policy and Advocacy Messaging” report and are included for reference only

# Financial Freedom + Social Security/Medicare Unite Voters

	All	Dem	Ind	GOP	18-34	
<i>Do you agree or disagree with the following statements?</i>	96	97	91	95	96	America needs policies to put its workers first and protect American jobs so they have the financial freedom to live and retire with dignity
	93	100	89	86	87	Social Security and Medicare are contracts between generations of Americans – and must be honored
	90	99	82	82	81	Great wealth does not entitle any citizen to greater rights under the law; and that the goal of our tax codes should be providing economic fairness and financial freedom for all
	85	92	80	79	80	America's status as a superpower comes NOT just from our military might but from our moral and economic leadership; that we make all Americans safer and more prosperous by defending our allies and opposing our enemies
	83	78	82	89	89	Too much government dysfunction is because of obstruction. The government should be providing you with the tools to create financial freedom, not standing in the way of your success.
	82	95	79	70	67	From tax breaks for billionaires to focusing on what bathroom trans children use, politicians are focused on the wrong 1%. We need to stop the culture war politics and focus on working together to make life easier for hardworking Americans
	79	98	75	60	55	Politicians need to stop talking about billionaires' distant dreams of going to Mars and get serious about investing in the immediate essential needs that American workers have today like funding our classrooms, our overwhelmed healthcare system, and a smart government.
	72	97	74	44	40	Protecting reproductive freedom is not just about individual freedom, it's about financial freedom, because every parent should be able to plan when and if they want to start a family
	71	80	76	61	60	Let's move beyond DEI to focus on Opportunity and Freedom and deliver work, wages, and wealth to all Americans. We need to focus on how investing in communities of color and poor communities will increase our growth and GDP, not pit people against each other.
	67	56	63	80	84	I am tired of hearing politicians talk about classes - working class, middle class, or wealthy. We are all Americans

*% of Voters Agree*

# Voter Priorities for Federal Spending Policies

Which statement comes closest to your view?

All Voters      Democrats      Independents      Republicans

“Instead of across the board cuts to pay for tax breaks for billionaires, we should protect programs like Medicaid that work, funding to guarantee low-income seniors, children, pregnant women, people with disabilities, and others who can't work don't go bankrupt.”



“We have to make cuts to federal spending to lower taxes for everyone, and that means cuts across the board, including to Medicaid. But getting government spending under control will lower healthcare costs for everyone and help get the budget in order.”



I disagree with both statements entirely

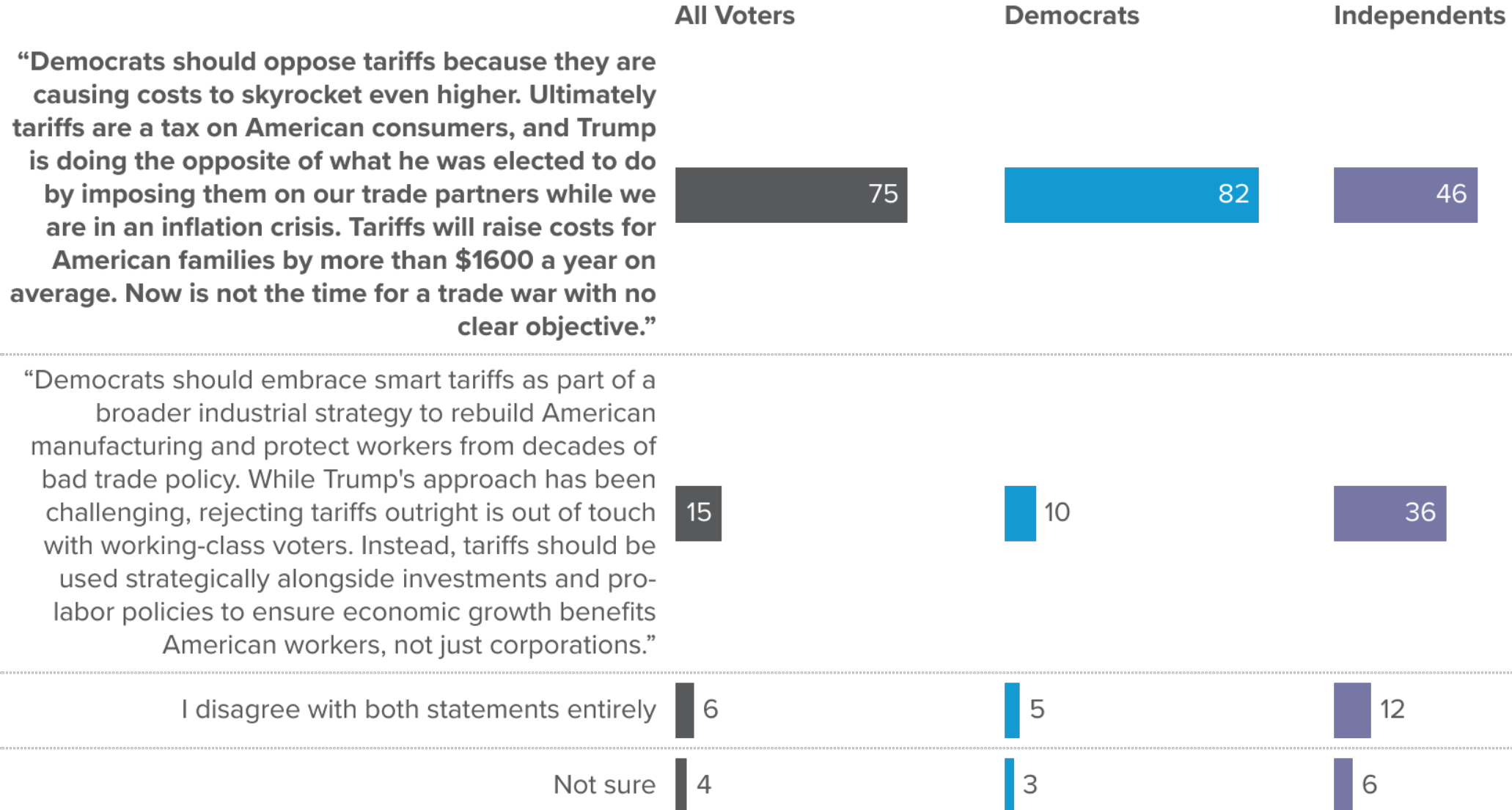


Not sure



# Dems + Independents Want Opposition to Tariffs

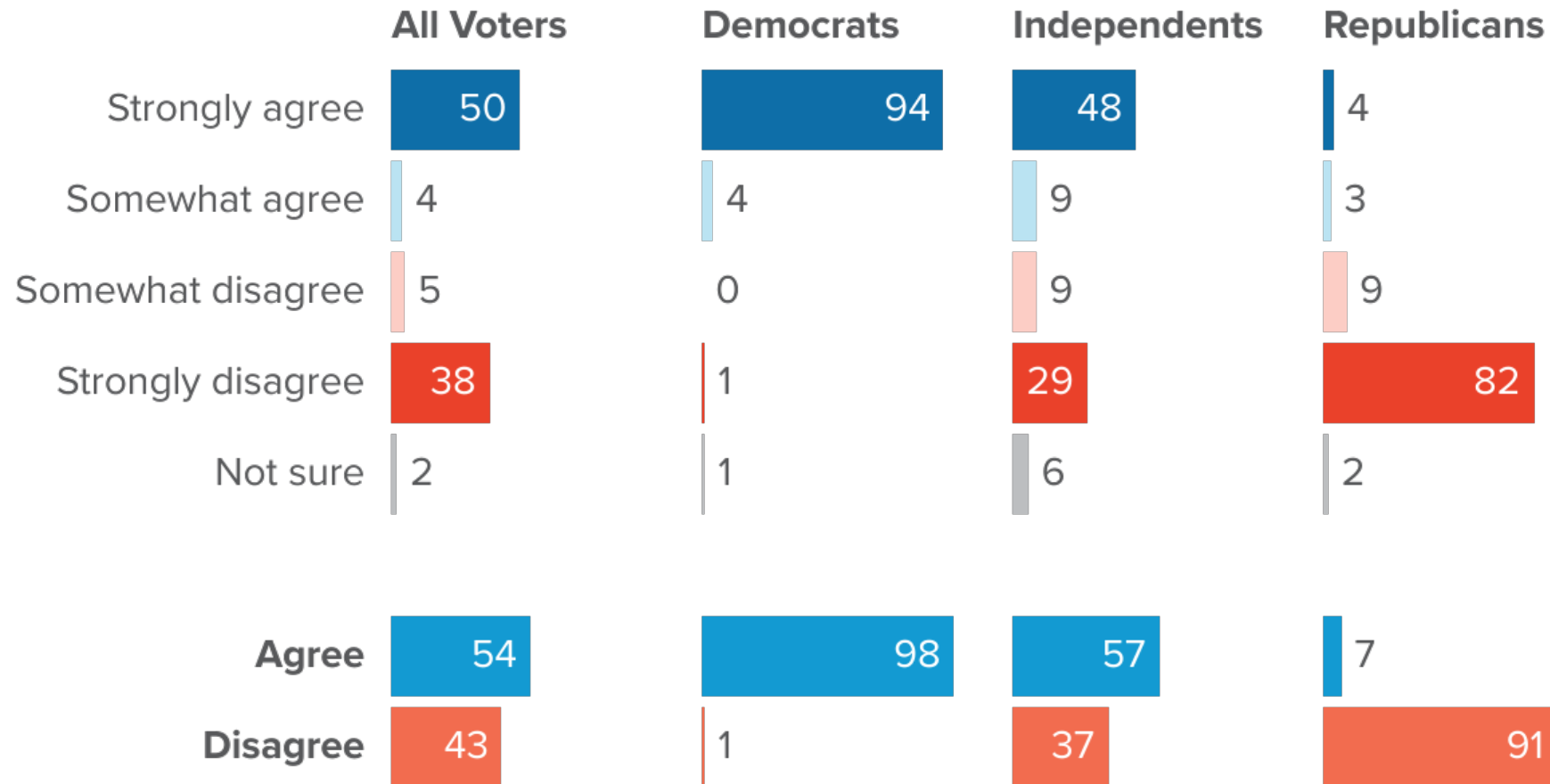
Which statement comes closest to your view?



# 50% Strongly Agree: We are in a Trump Slump

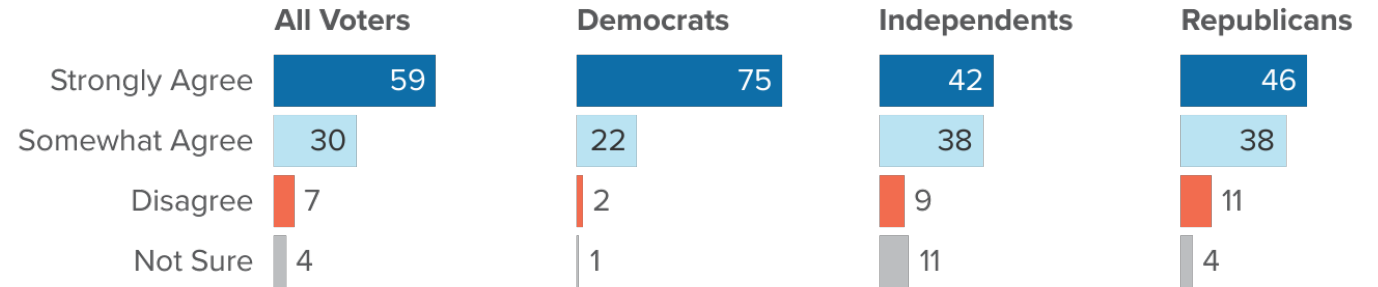
Do you agree or disagree with the following statement:

“We're going through another Trump slump. His tariffs and trade war chaos are costing families thousands of dollars, our stock market is crashing, and inflation is rising. And for what? Trump's corruption is creating an economic mess and threatening our financial freedom. We can't afford the Trump slump.”

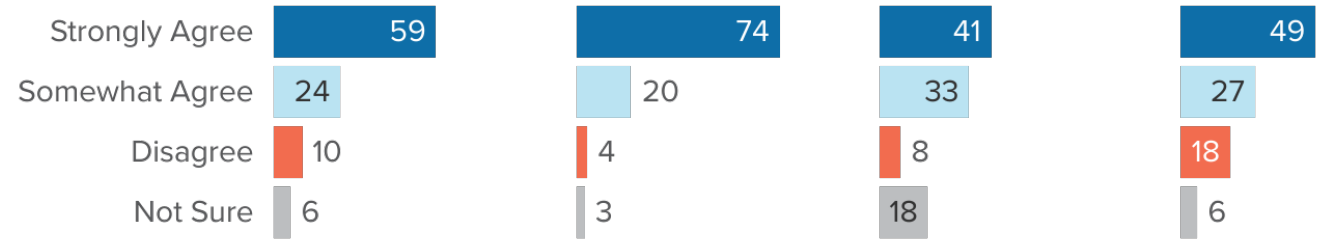


# Agreement with Statements by Potential Candidates

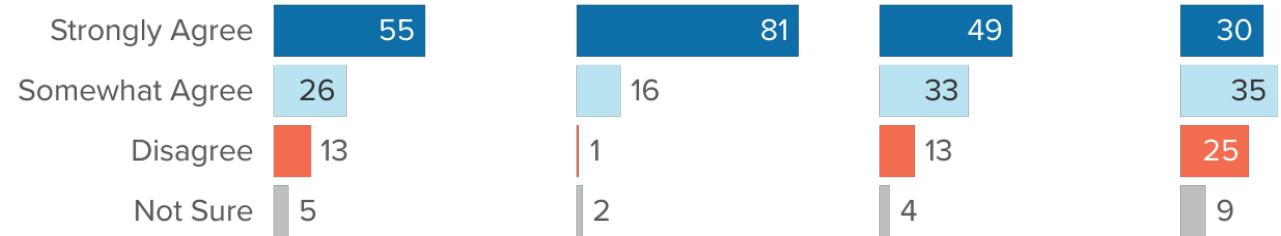
“We must fight for small businesses owners and their workers who power our communities and strengthen neighborhoods. That means ensuring lower costs so they can pay fair wages, affordable healthcare, and equal access to funding and resources. It also means prioritizing policies that invest in local growth rather than corporate profits. When small businesses and their workers have more freedom, and our entire nation succeeds.”



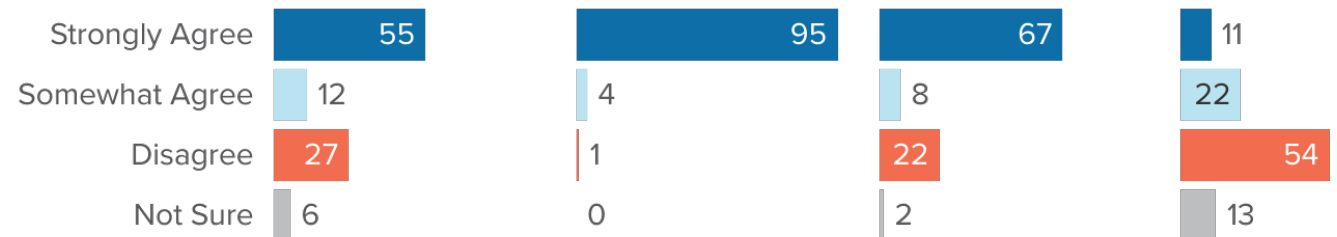
“We need to take Washington back for workers because working people built America. Now corruption makes your cell phone and cable bill higher, healthcare more expensive, and costs through the roof while taxes get lower for the well-connected. Something has to change. We want our America back: a land of decency, where everyone has a fair shot and plays by the same rules with the freedom for anyone who wants to work hard to make those dreams come true.”



“Expanding personal and financial freedom is essential to building our future. Personal freedom means protecting the right to make healthcare choices, including reproductive freedom, and ensuring the liberty to live authentically without government interference. Financial freedom involves fewer hurdles for small businesses, putting more money in workers' pockets, and increased access to economic opportunities and retirement security. When Americans have greater personal and financial freedom, innovation thrives, families prosper, and communities grow stronger.”

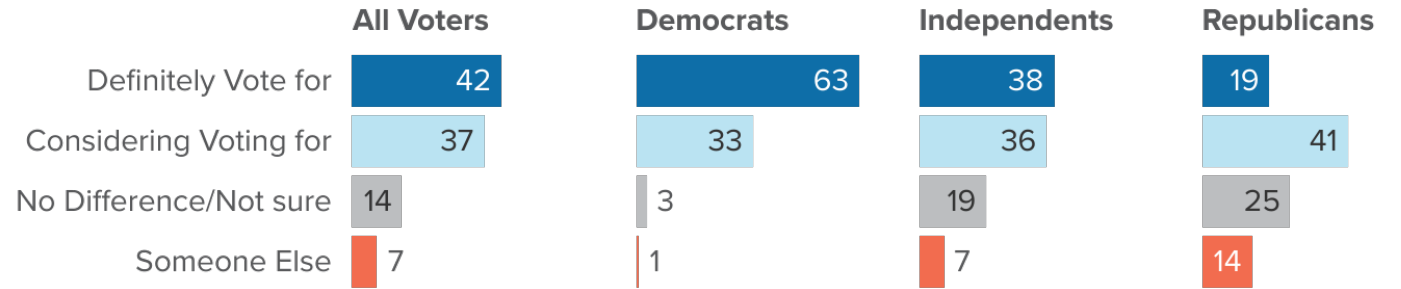


“Innovation and reducing government waste shouldn't mean billions for tech billionaires like Elon Musk while working Americans struggle to make ends meet. Real innovation improves the lives of everyday people through more freedom, better jobs, higher wages, and opportunities for our families—not just bigger yachts and private space flights for billionaires.”

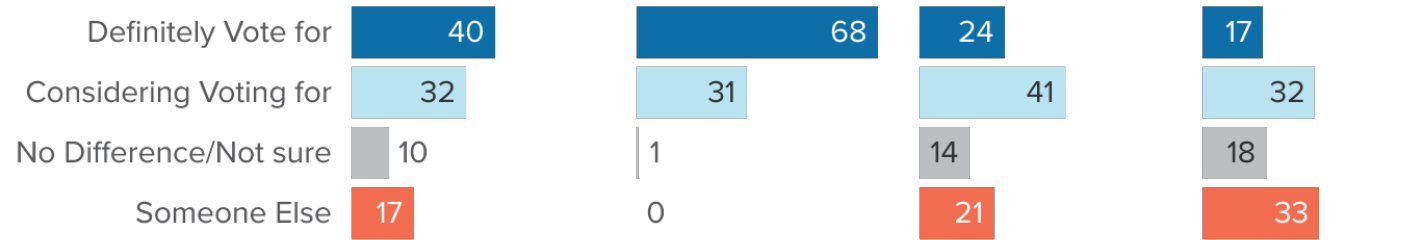


# Support for Statements by Potential Candidates

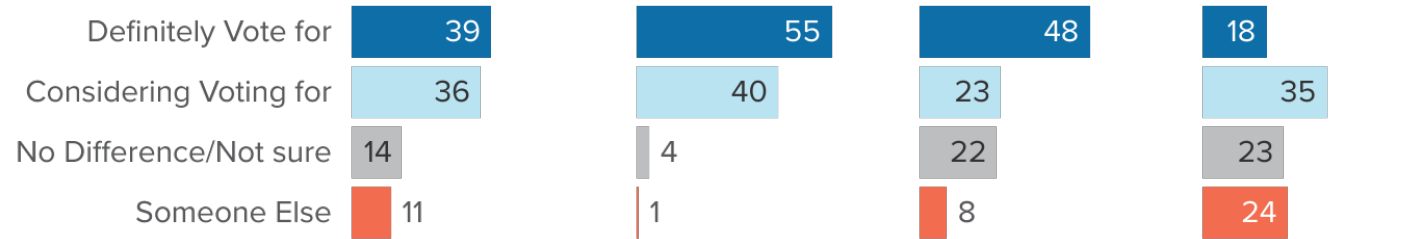
“Leadership without empathy and humanity isn't leadership at all – it's just mean and cruel. We deserve leadership that sees all Americans as equal and worthy of respect. We should lower the temperature of political debate, reject division, and stand together to achieve better job opportunities, higher wages, and a healthier future. Our strength comes from unity, not from division.”



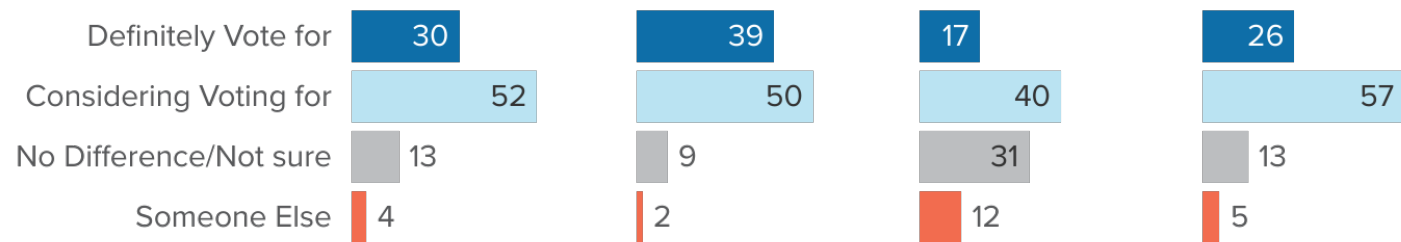
“It's past time to fight for the people who built our economy. Workers in this country are responsible for the creation of record profits and wealth, but too often see none of it in their paychecks while the oligarchs, the billionaires, and the well-connected take advantage of us all. When working families do better, we all do better.”



“For too long, the wealthy and powerful have used racism and divisive rhetoric to enrich themselves at the expense of everyday workers. But when we reject division, and stand shoulder to shoulder – we can achieve better job opportunities, higher wages, and a healthier future. Our strength comes from unity, not from division.”



“Work, Wages, and Wealth are the pillars that create true financial freedom, giving you and your family a fair shot at building a stronger, more prosperous future. We need to stop pitting people against each other, and focus on how to invest and grow our communities.”



# Voter Attitudes toward Slogans and Phrases

The following are some slogans, phrases, and identities that candidates use when running for office. If all you know about a candidate was that they are saying that, how likely would you be to vote for them?

Net More Likely to Vote for						Net More Likely to Vote for					
Intensity Score	All	Dem	Ind	GOP		Intensity Score	All	Dem	Ind	GOP	
0	52	57	47	48	“For the People”	51	-16	58	-25	-85	“Justice Democrat”
20	48	28	21	78	“Make America Affordable Again”	97	-18	-95	-45	62	“MAGA Republican”
2	41	26	18	61	“Freedom!”	27	-21	46	-25	-79	“Freedom Democrat”
45	38	-3	44	76	“Make America Healthy Again”	68	-23	39	-22	-79	“Never Trump Republican”
74	22	91	3	-53	“Medicare for All”	2	-25	-26	-36	-24	“Populist”
33	17	77	22	-54	“Environmental Justice”	70	-31	23	-33	-88	“Woke”
7	1	51	14	-42	“Silence is Violence”	73	-32	25	-17	-89	“Abolish ICE”
63	-1	72	-25	-77	“Progressive Democrat”	35	-37	-69	-54	-2	“Nationalist”
15	-3	49	0	-56	“Reform Democrat”	41	-46	-12	-44	-76	“Neoliberal”
73	-7	-81	-50	75	“Conservative Republican”	61	-47	-1	-50	-91	“Open Borders”
95	-9	79	15	-81	“Diversity, Equity, Inclusion (DEI)”	54	-47	-5	-61	-80	“Transhumanist”
100	-11	-91	-70	77	“Make America Great Again”	36	-47	-68	-59	-21	“Zionist”
65	-14	60	-21	-82	“Green New Deal”	11	-51	-57	-43	-47	“Neoreactionary”
44	-14	37	-43	-65	“Democrat for Government Efficiency”	83	-57	-21	-73	-98	“Defund the Police”

**Intensity Score** = Score is based on the share of Democrats and Republicans saying they will for a candidate or someone else. The higher the score, the higher the intense feeling about that slogan.



**Future**  
**MAJORITY**

*Future Majority was founded in 2017 to fill the critical need for an outside, objective, data-driven strategy center focused on reclaiming freedom and making the American worker the hero of our story. With our research partners, our team has studied more than 30 million data points from 215,000+ unique voters*

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Paid for by Future Majority, Inc. [www.futuremajority.org](http://www.futuremajority.org)