

Pulse of the Nation Report

Analysis of Movable Voters

Future Majority was founded in 2017 to fill the critical need for an outside, non-biased, data-driven strategy center focused on reclaiming freedom and making the American worker the hero of our story. The Future Majority and Change Research team has studied more than 30 million data points from 205,000+ unique voters. We have built one of the most comprehensive data sets on how American voters feel about issues, their leaders, and their own lives.

This report includes Strategic Recommendations, an in-depth look at Movable Voters, and the Landscape for 2024.

We identify Movable Voters if they meet one of four criteria: 1) Undecided in Biden/Trump, 2) Support Biden/Trump, but say they could change their mind, 3) Somewhat disapprove of Joe Biden's job, or 4) Not sure what they think of Biden's job. We have identified 1,857 voters with that meet these "movable" traits from the following surveys featured in this report:

- 2,532 Voters in Pennsylvania, Nevada, and New York Congressional Districts (3, 4, 17, 18, 19, 22) fielded December 3-7, 2023. The survey was conducted by Future Majority.
- 2,237 Voters under 40 in Arizona, Michigan, Metro Atlanta (Fulton, DeKalb, Cobb, Gwinnett) and California Congressional Districts (13, 22, 27, 40, 41, 45) fielded January 21-29, 2024. The survey was conducted by Communities United Action Fund and Future Majority.
- 1,534 Voters nationally conducted by Change Research fielded February 6-8, 2024.

Three Messaging Points:

- **Frames for Democrats to Advance their Agenda**

- Joe Biden fights for the people. Donald Trump fights for himself.
- Democrats deliver for the people. MAGA Republicans are extremists.
- Democrats stand for freedom, democracy, and a better future. MAGA Republicans stand with Trump and Putin.

- **Leader Hakeem Jeffries & House Democrats' Messaging is Effective**

- Respondents prefer the House Democrats' For the People agenda (People over Politics) over the extreme MAGA agenda that House Republicans' have adopted by 19 points, 51% to 32. +92 with Democrats, +29 with Independents, +44 with women, +30 with 18- to 34-year-olds (December 2023 survey).
 - Just 26% of respondents in the December survey approve of the job that the Republican-led Congress has done under Speaker Mike Johnson in improving their life. Among under 40 voters in the January 2024 survey, 16% approve.

- **Focus on the Future.** Debates centering on politicians do not work. Voters want solutions to the issues. Voters will need local validation. Democrats should utilize the Freedom Frame and propose ideas to create more opportunity.

Three Policy Agenda Points for Democrats:

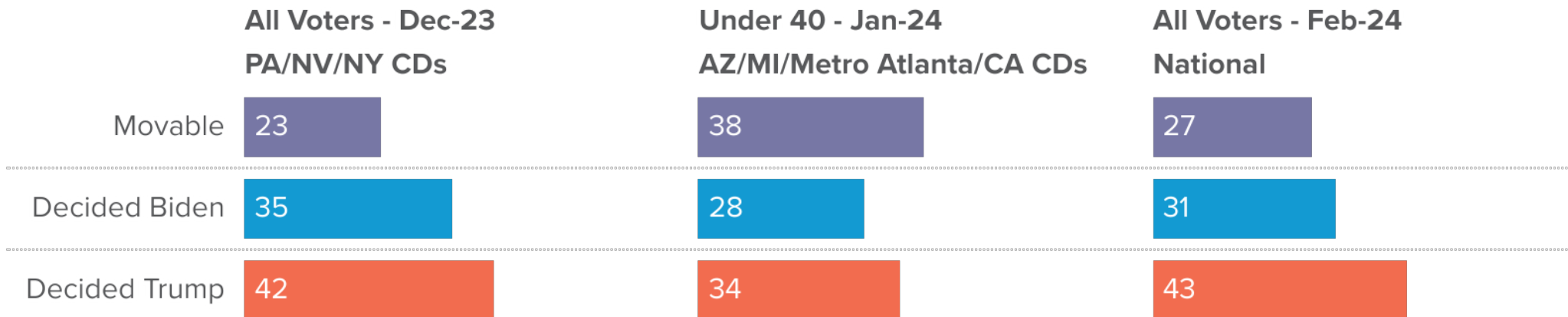
- **Democrats should continue fighting against the MAGA Extremism agenda.** Reproductive Freedom is the cornerstone of this argument. Among under 40 voters, more than 80% oppose the *Dobbs* Supreme Court decision and more than half of Movable voters identify “abortion and reproductive freedom” as a top issue for them in 2024. Among the same group, 79% say that MAGA Republicans threaten democracy. Center these issues around protecting freedom. This includes keeping MAGA Extremists from the Supreme Court, and making meaningful action on policing reform, climate change, gun safety, and so many other issues. Because of MAGA Extremists obstructing bipartisan reforms in Congress, Democrats can also lead on issues like immigration.
- **Democrats should acknowledge the reality that pocketbook issues are still tough for a majority of voters and offer solutions through the Financial Freedom Frame.** Too many voters still say their incomes are falling behind the cost of living, despite numerous positive economic indicators. Democrats should focus on Made in America policies that are broadly popular with voters and lean into innovative solutions for the future.
- **Democrats need to be frank and crystal clear about the real dangers and consequences of Trump or a Third Party.** Democrats need to be direct and need to be bold. A MAGA Extremist Supreme Court will not hold back in undoing the progress for which generations of Americans have fought. Extremists have attempted to bring the culture wars to every election but have continued to fail – in Kentucky’s gubernatorial election and now in the special election for New York’s 3rd congressional district. Voters are paying attention, and Democrats should show them what is at stake.

Who is Movable?

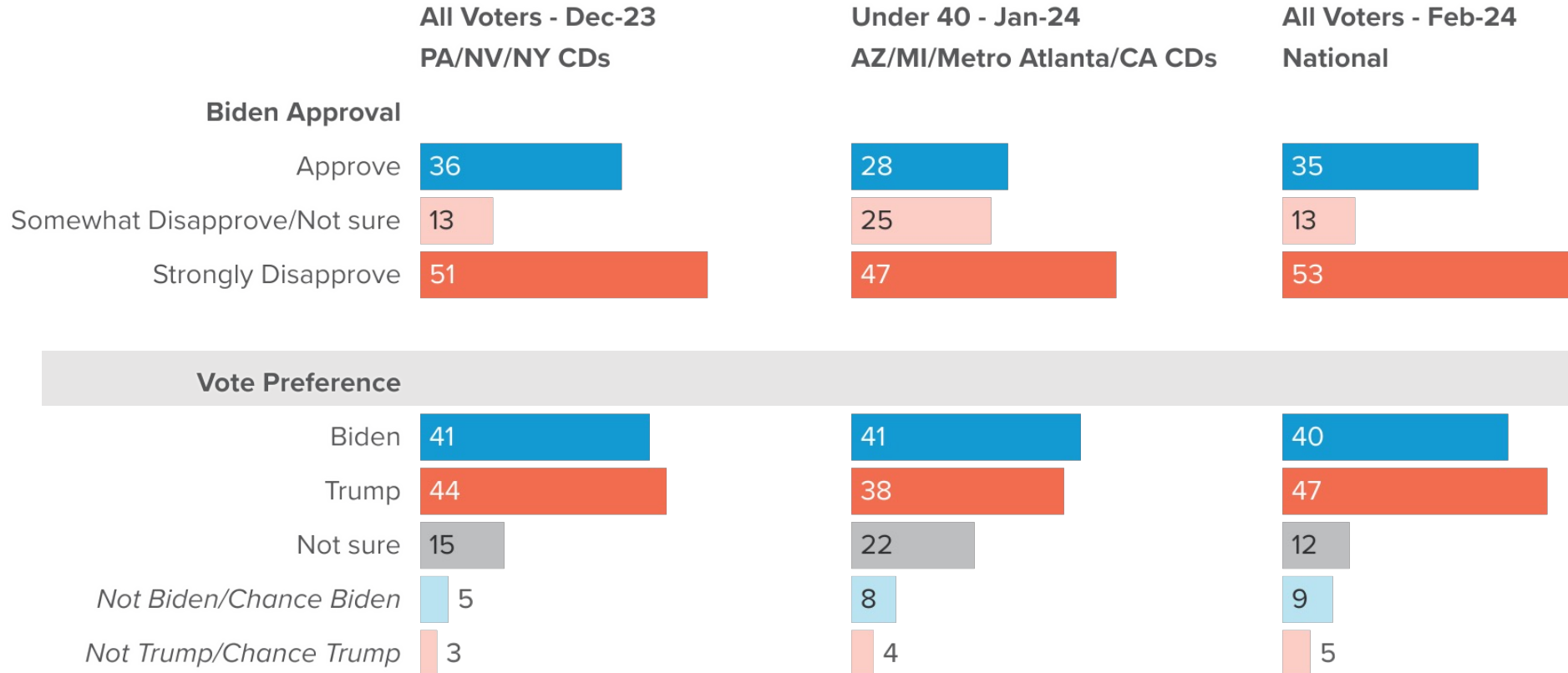
Who is Movable in 2024?

Movable voters make up a quarter of the overall electorate. They make up a greater share of younger voters. We define movable voters in the following way:

- Somewhat disapprove of the job Joe Biden is doing as president or are not sure
- Undecided in the presidential race
- Support Biden or Trump but say they could change their minds

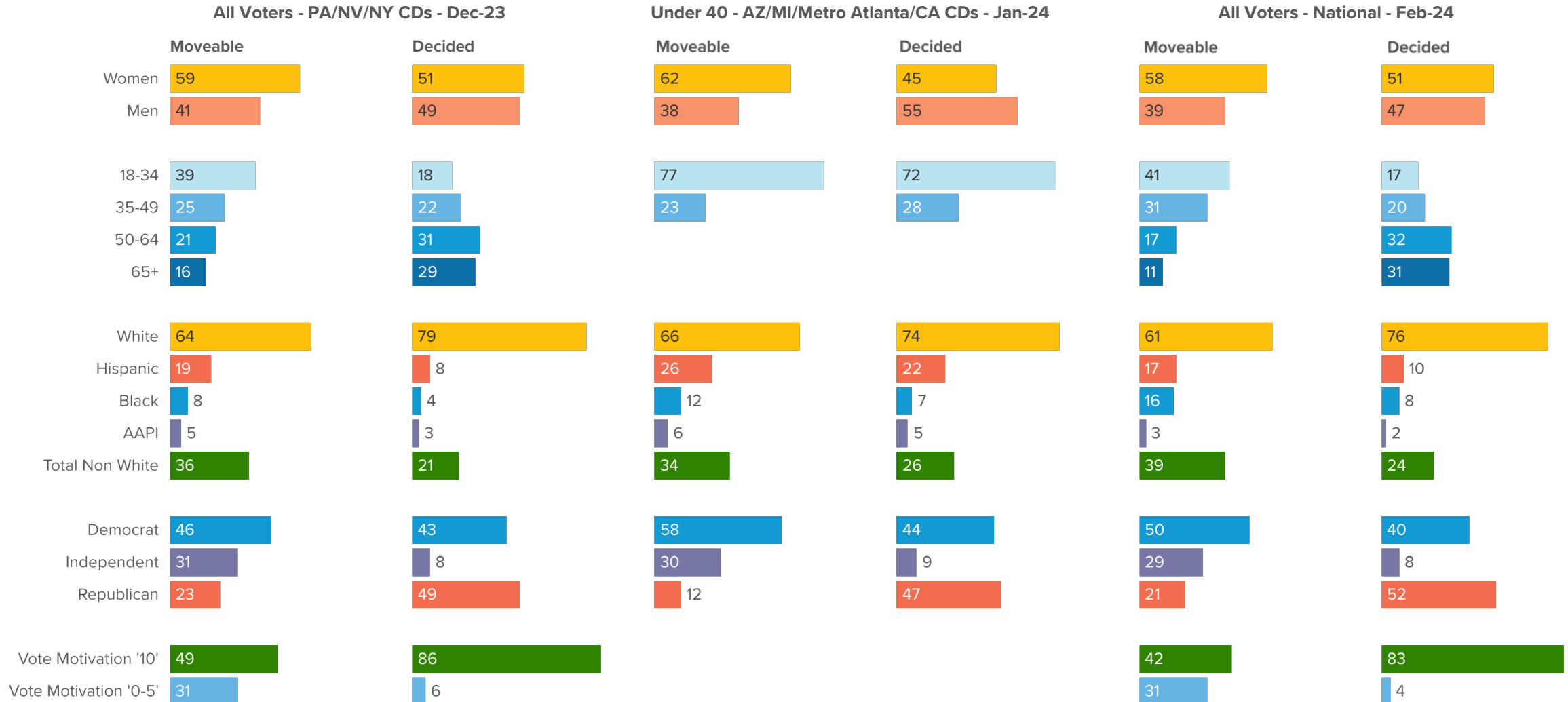


Who is Movable in 2024?



Who is Movable in 2024?

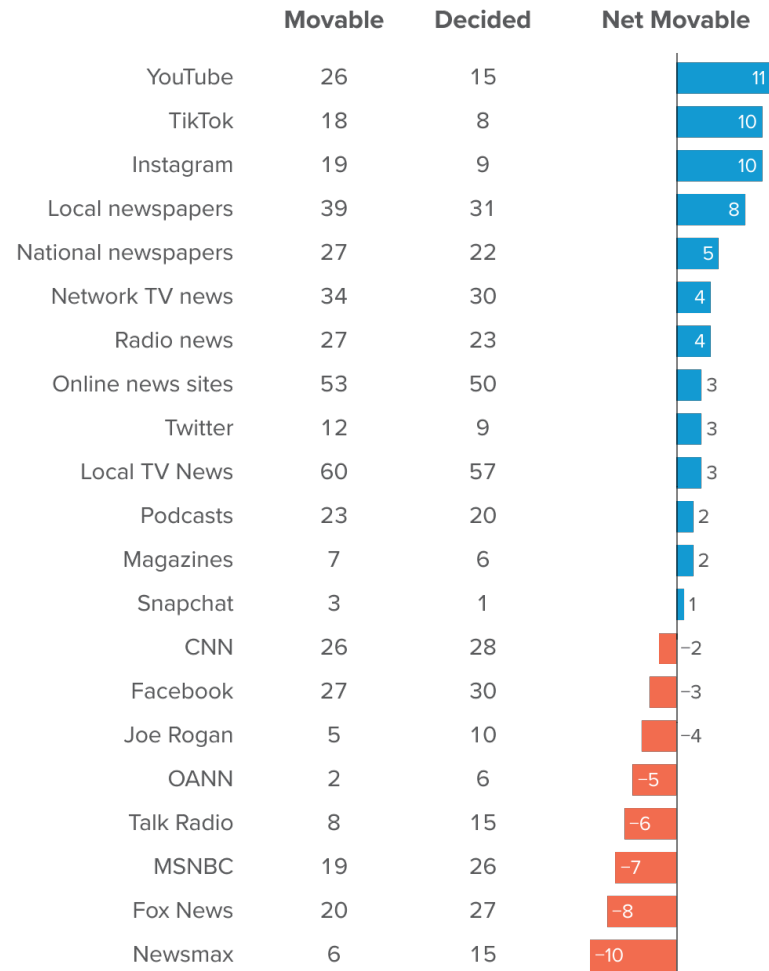
Movable voters are more female, younger, more diverse, far less Republican, and much less motivated to vote compared to those who have made up their mind and won't move.



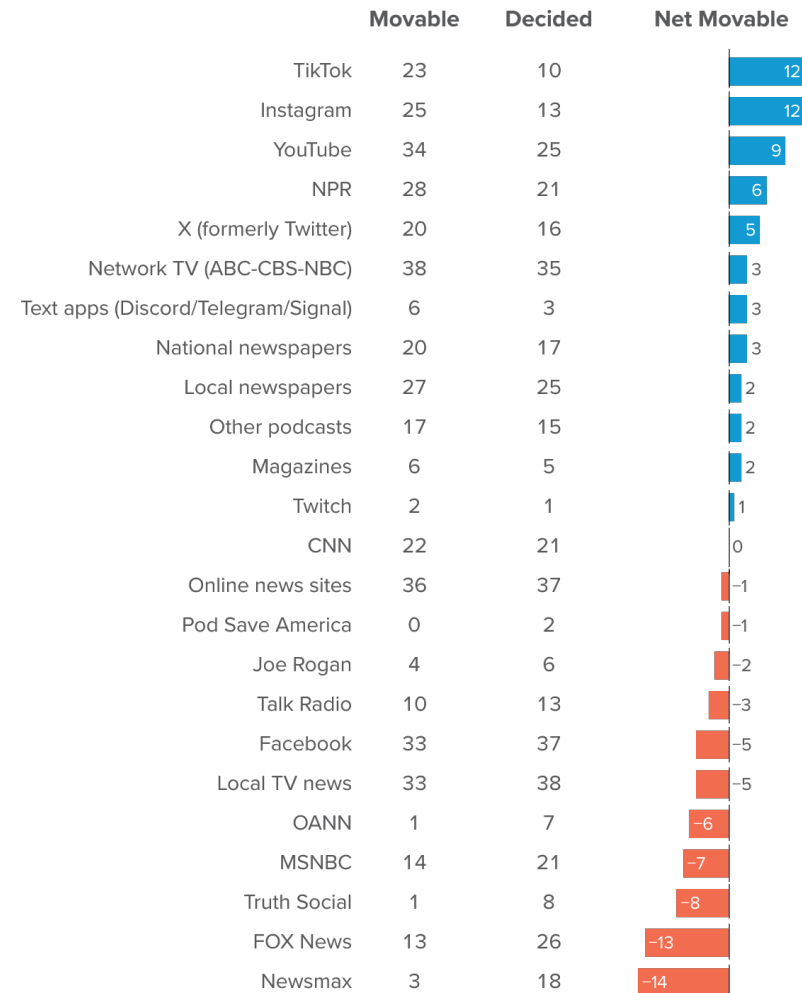
Who is Movable in 2024?

Movable voters are more likely to get news from YouTube, TikTok, and Instagram than decided voters. They are less likely to consume partisan cable and talk radio. Both types of voters consume news from online sites and local TV the most.

All Voters - PA/NV/NY CDs - Dec-23

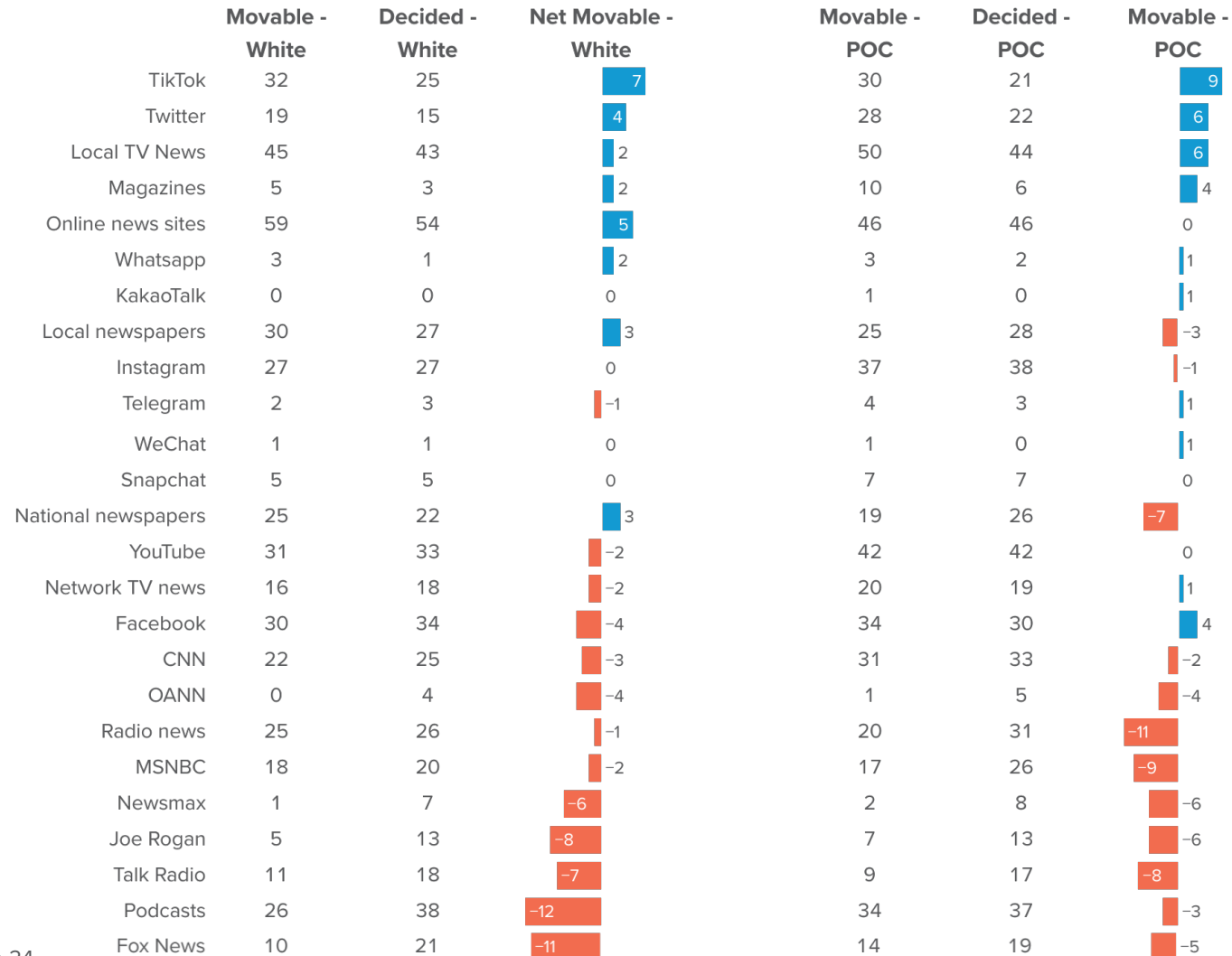


All Voters - National - Feb-24



Who is Movable in 2024?

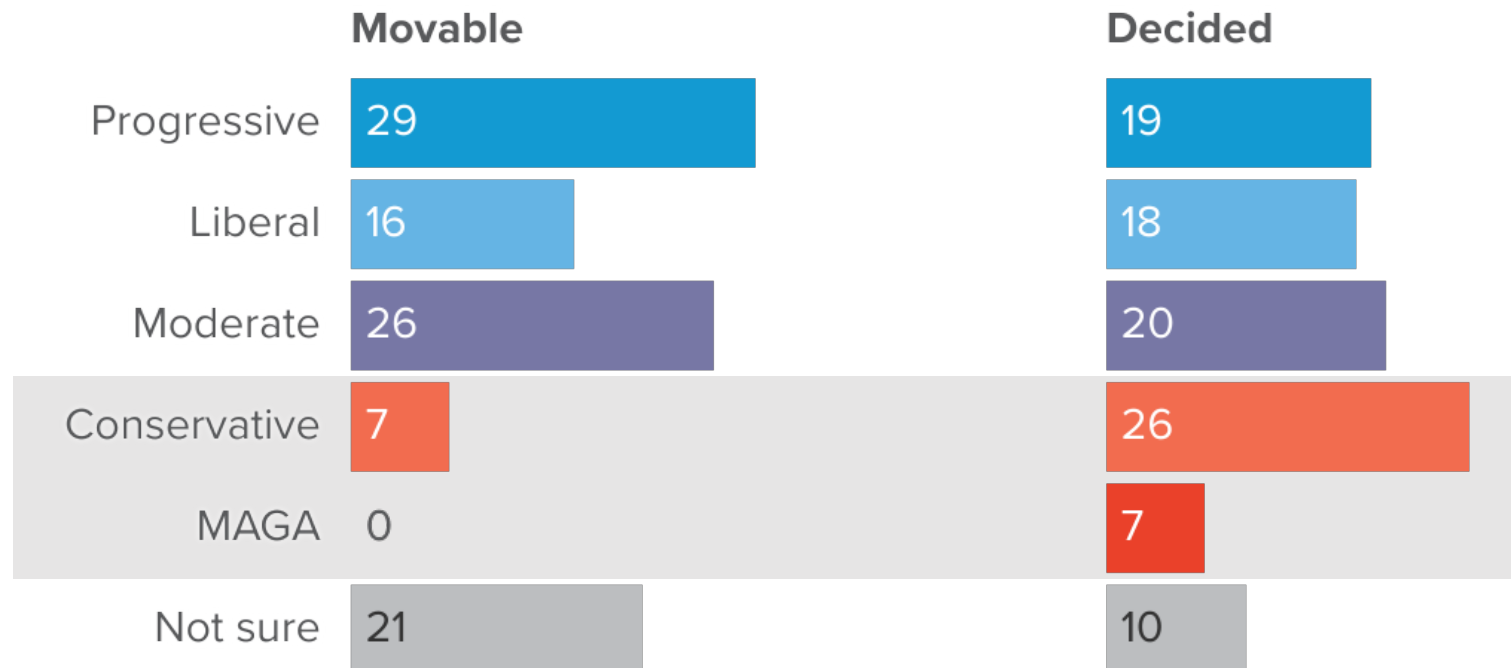
Young movable voters are more likely than decided ones to be on TikTok and Twitter. They also consume less partisan media. Young nonwhite voters are more likely to be on YouTube than white voters.



Who is Movable in 2024?

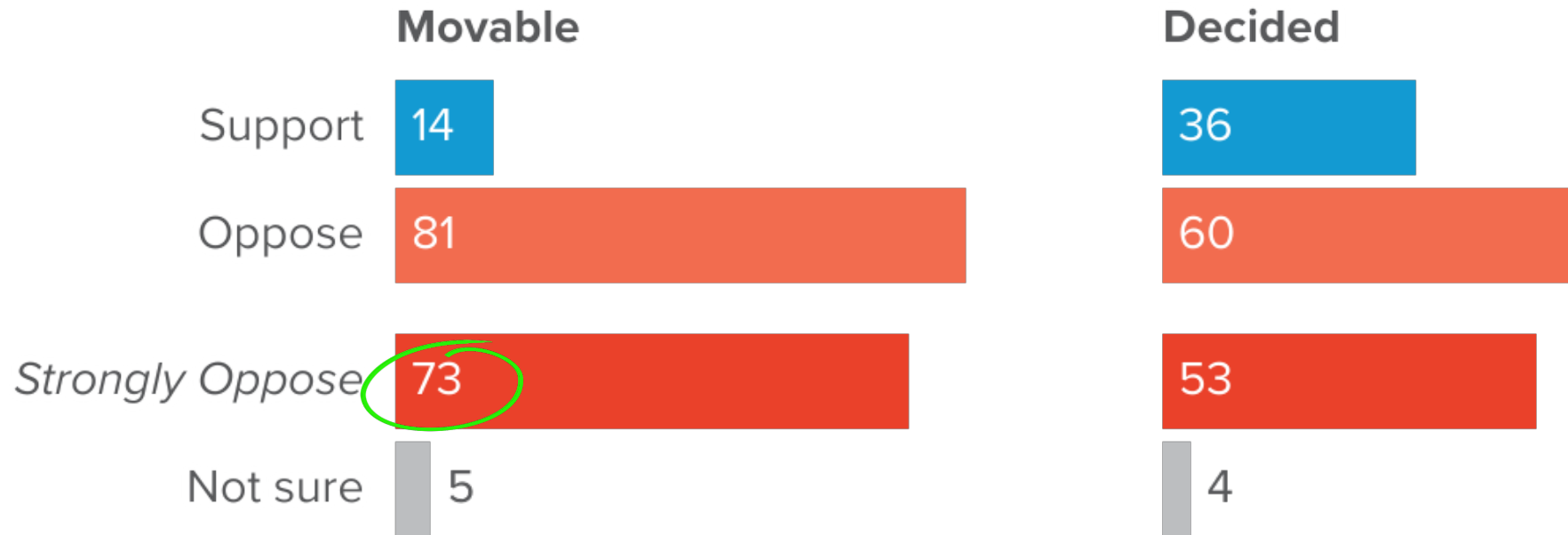
Few young movables identify as conservative or MAGA. Democrats need to win over people who describe themselves as progressive, liberal, moderate, or unsure of their political philosophy.

Under 40 - AZ/MI/Metro Atlanta/CA CDs - Jan-24



Who is Movable in 2024?

Abortion remains a potential issue with young voters, especially the movables who largely oppose the Dobbs decision.

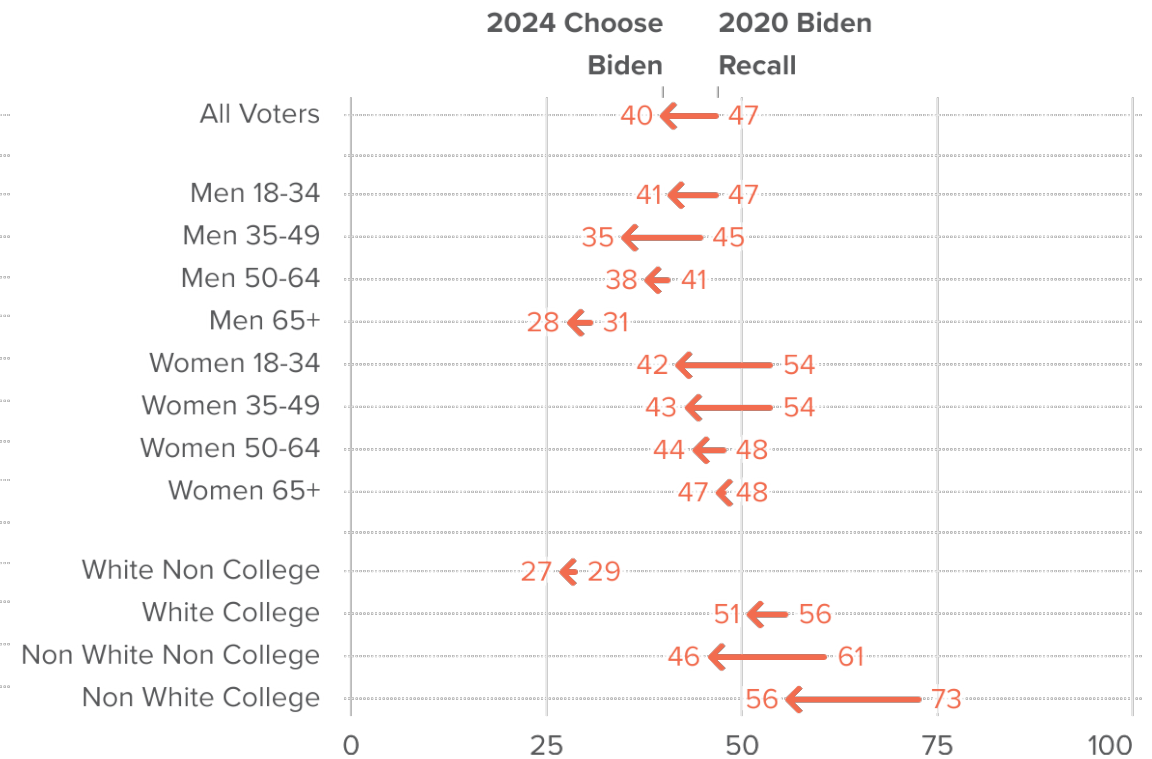
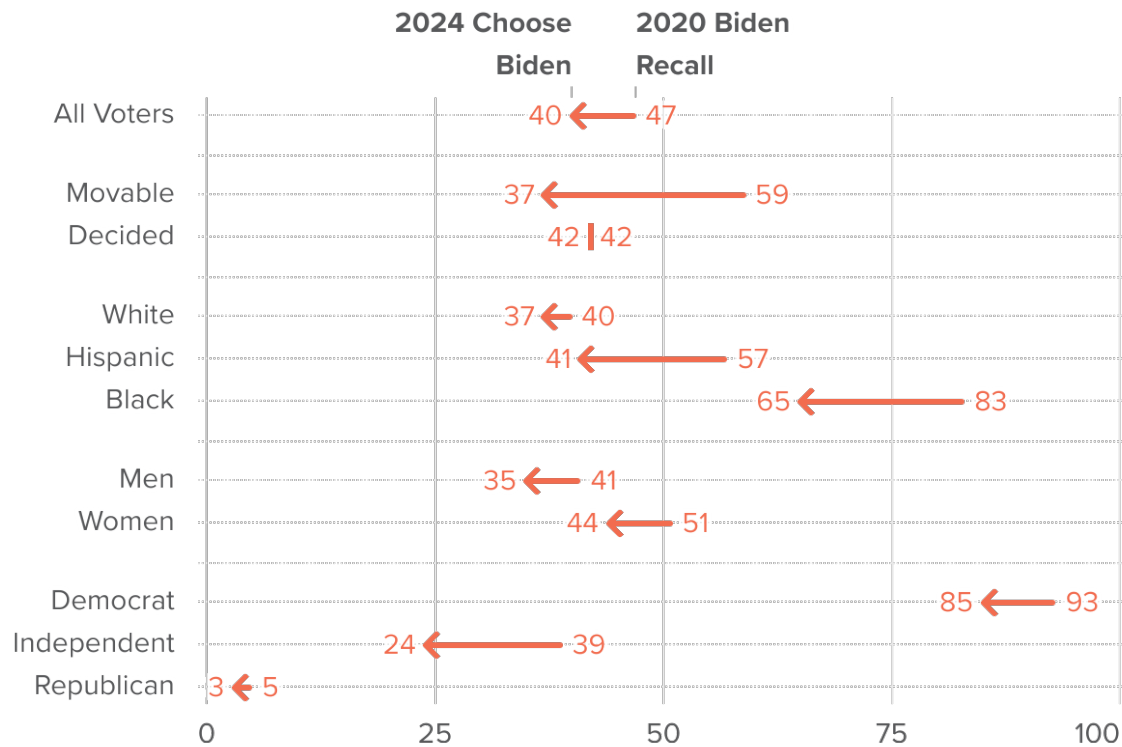


What are Movable Voters Thinking?

What Are Movables Thinking?

Biden has dropped off significantly from 2020 with young voters, Black voters, Hispanic voters overall. Most of the dropoff is concentrated among movable voters.

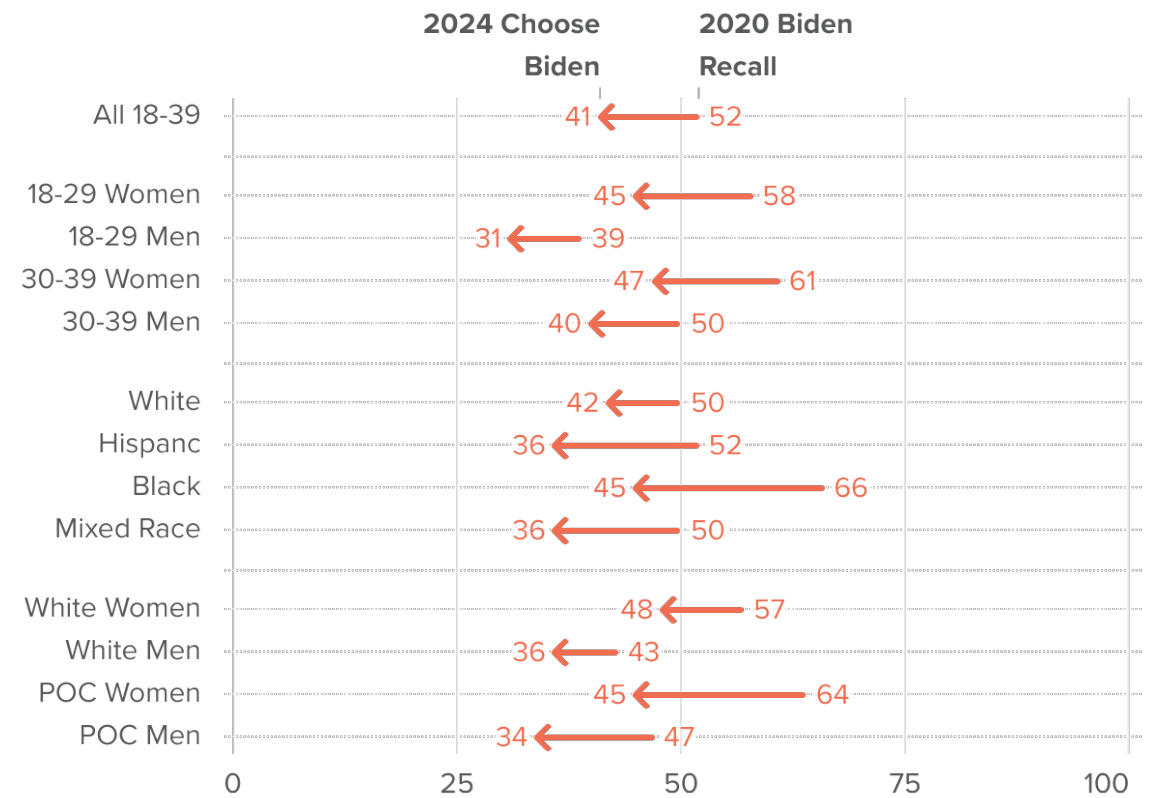
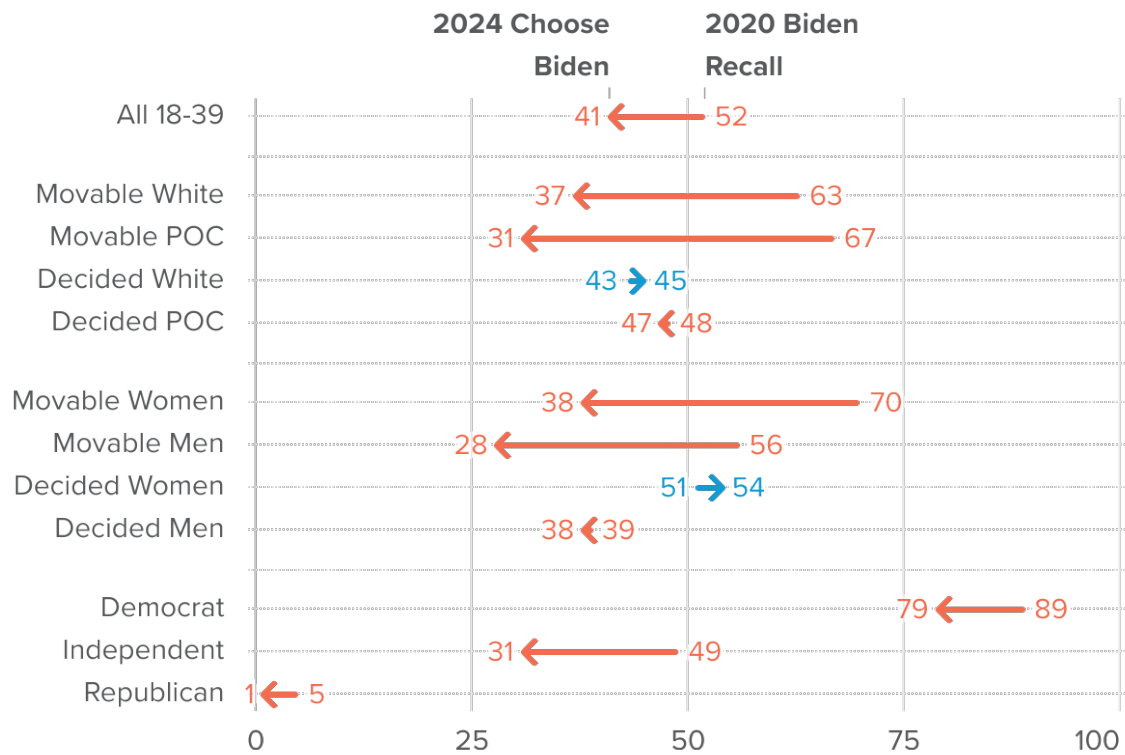
All Voters - National - Feb-24



What Are Movables Thinking?

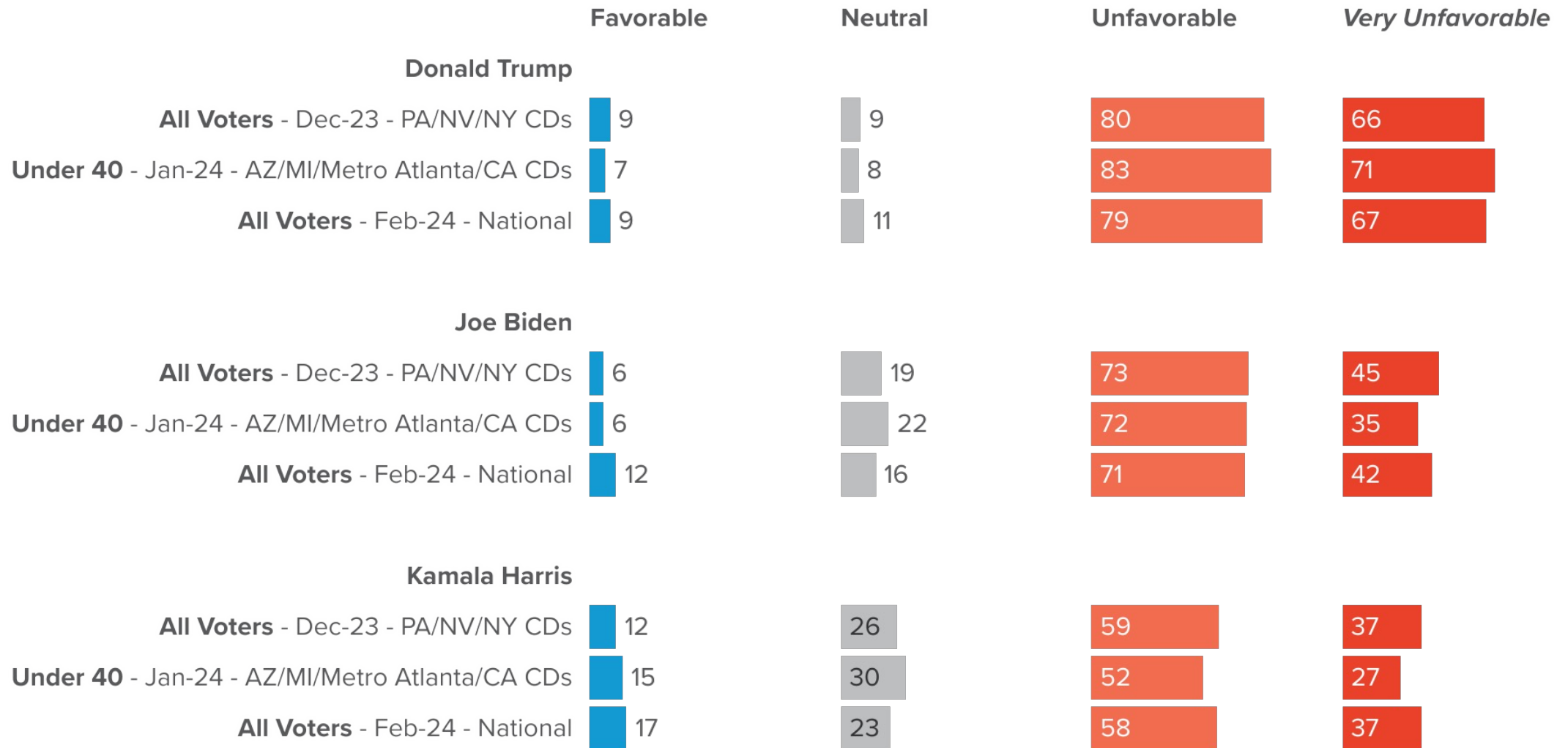
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Under 40 - AZ/MI/Metro Atlanta/CA CDs - Jan-24



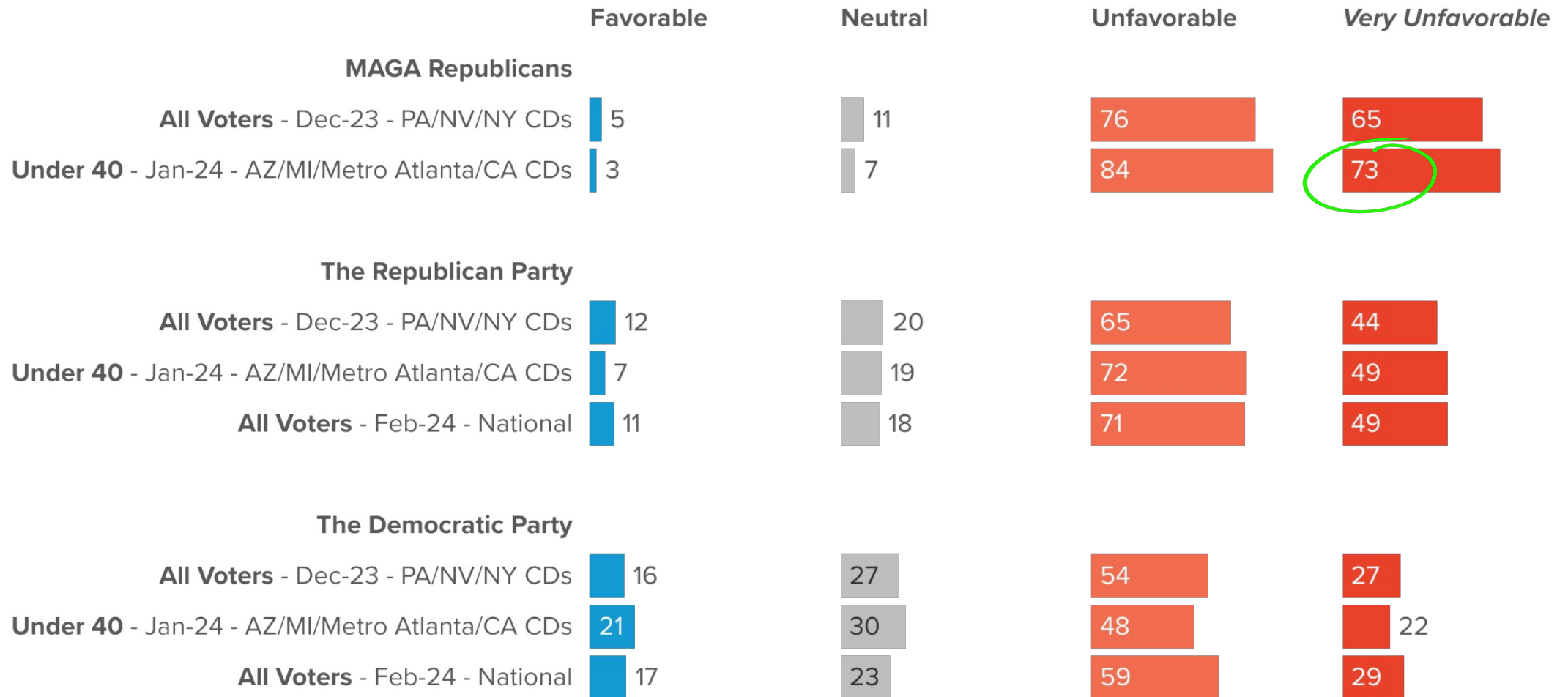
What Are Movables Thinking?

While movables view Trump, Biden, and Harris unfavorably, they are more intensely negative towards Trump.



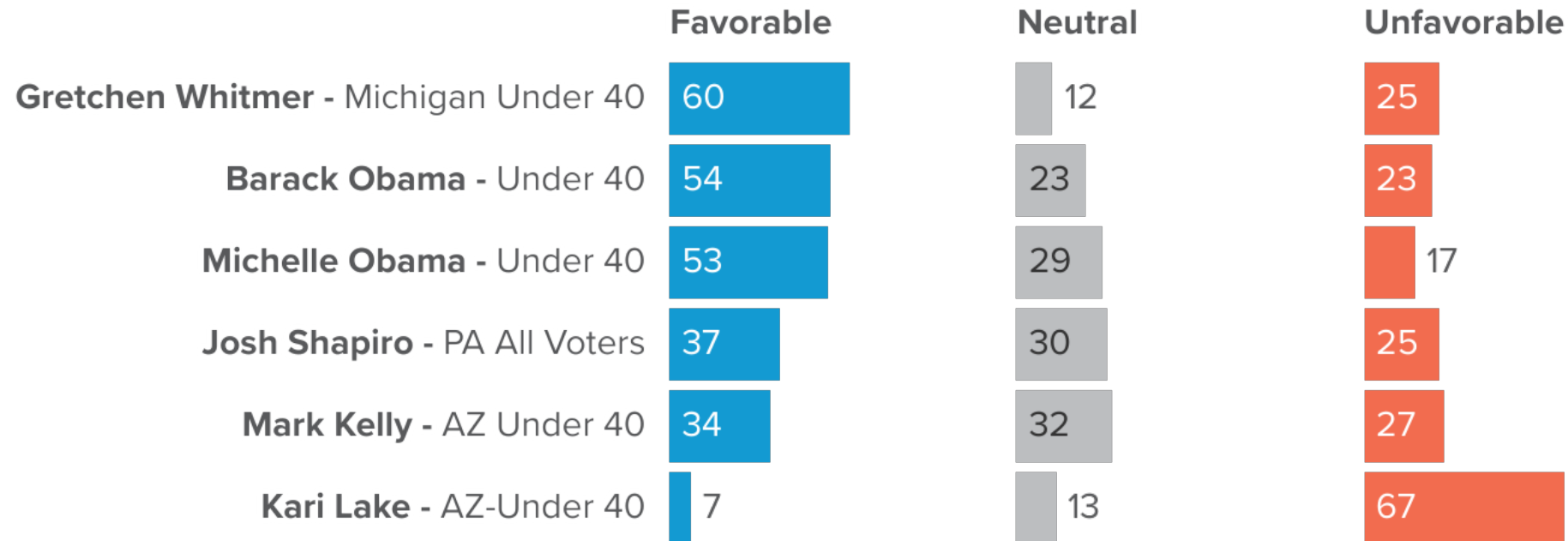
What Are Movables Thinking?

Movables dislike MAGA Republicans.



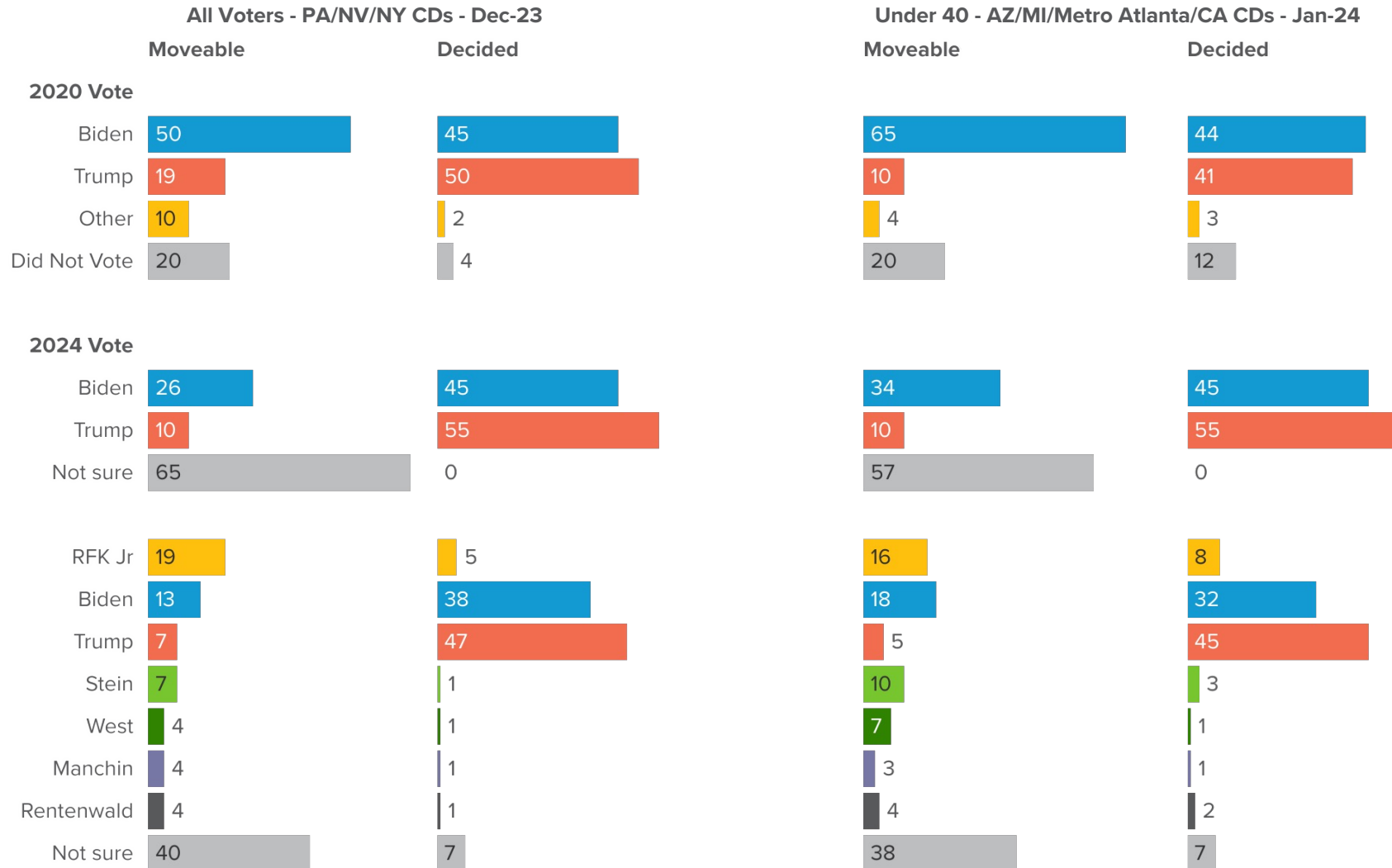
What Are Movables Thinking?

Movables are much more favorable towards other national or local Democrats. Surrogates need to be out and armed with information. For example, Governor Whitmer receives a 91% approval from Under 40 Democrats in Michigan, compared to President Biden at 43%.



What Are Movables Thinking?

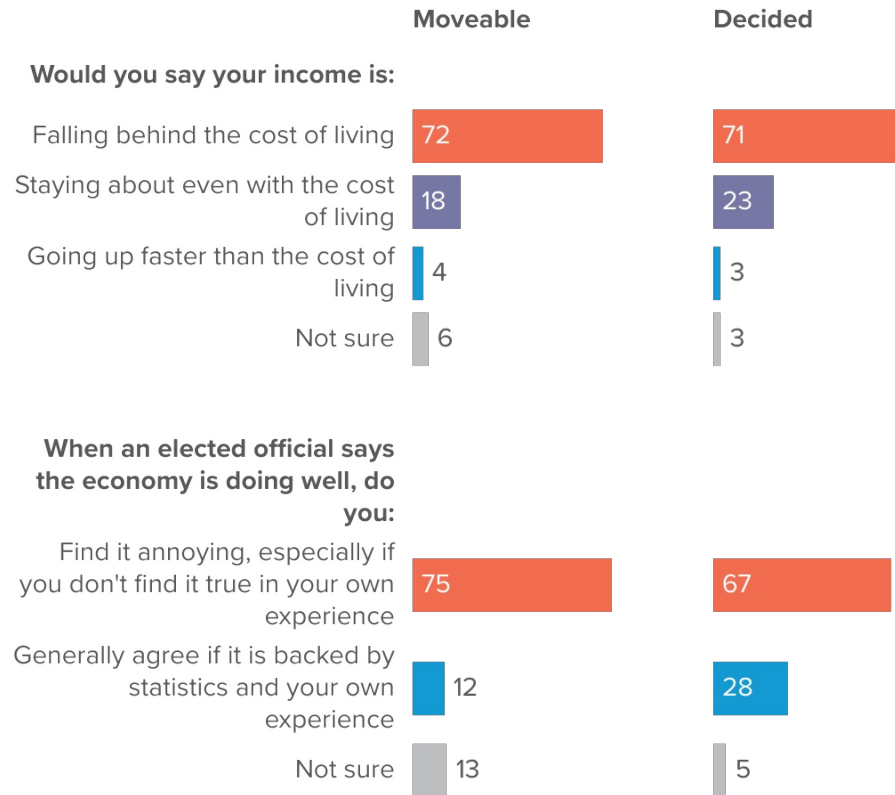
Movables have dropped off considerably for Biden since 2020, but little interest in voting for Trump either head-to-head against Biden or in the potential full field. The threat to Biden comes from other candidates and general apathy to his campaign so far.



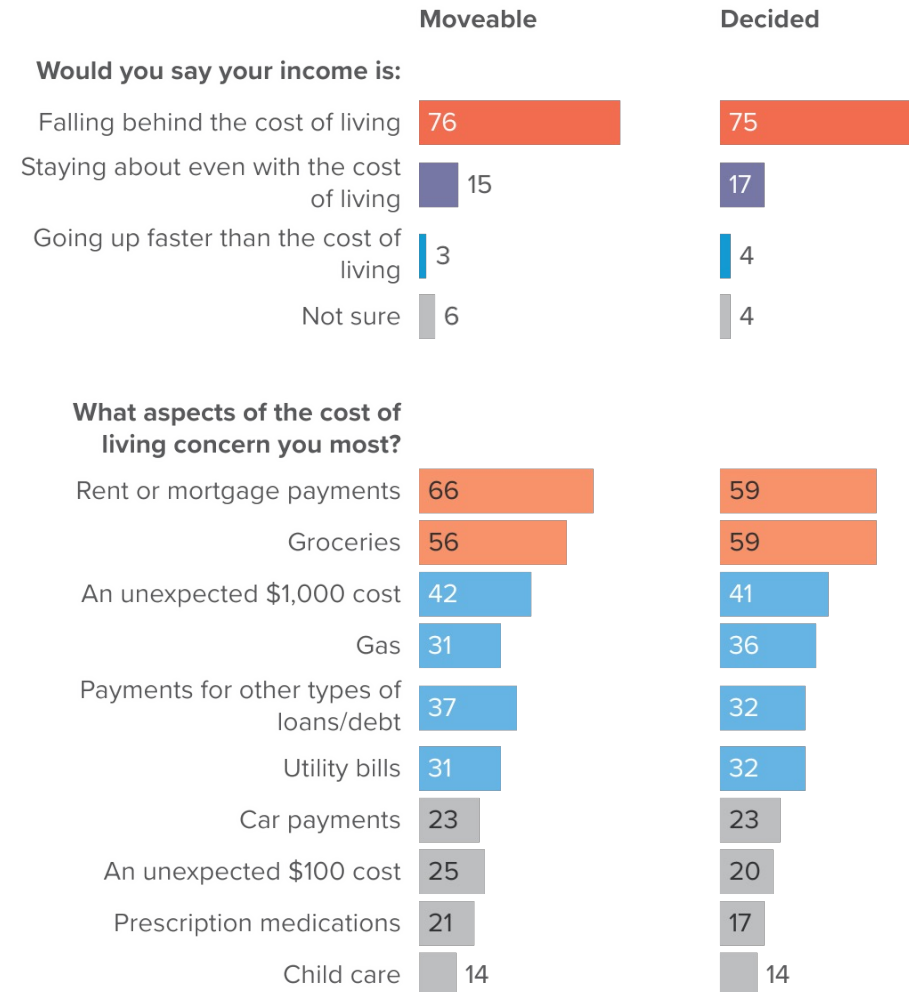
What Are Movables Thinking?

Movable and Decided voters believe their income is falling behind the cost of living and are frustrated when people say things are better than voters feel they are. Young voters feel housing and groceries costs the most

All Voters - PA/NV/NY CDs - Dec-23



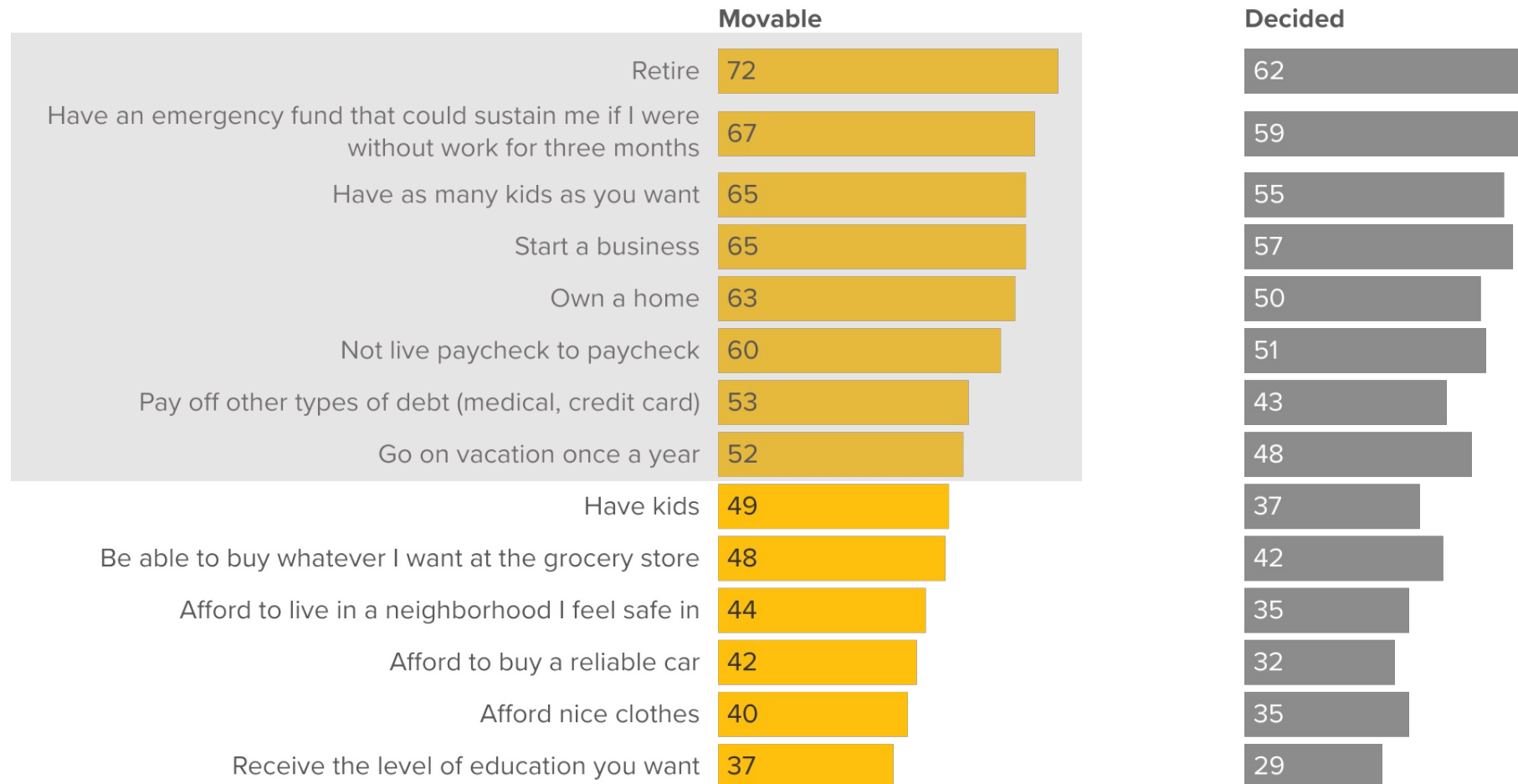
Under 40 - AZ/MI/Metro Atlanta/CA CDs - Jan-24



What Are Movables Thinking?

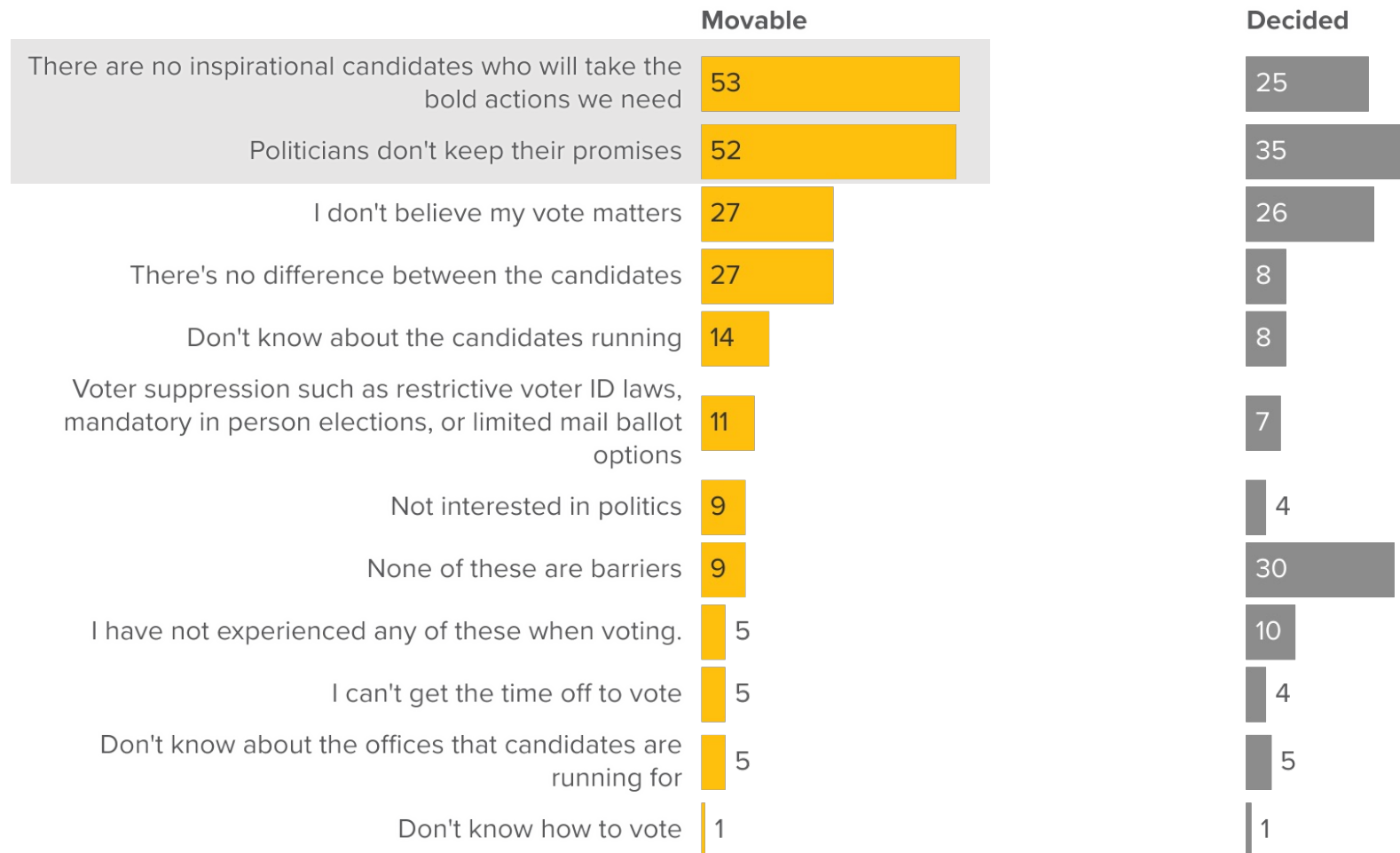
Many of the young movables do not think they will achieve many life goals and are more pessimistic than those who have made up their mind.

% Not confident they will achieve



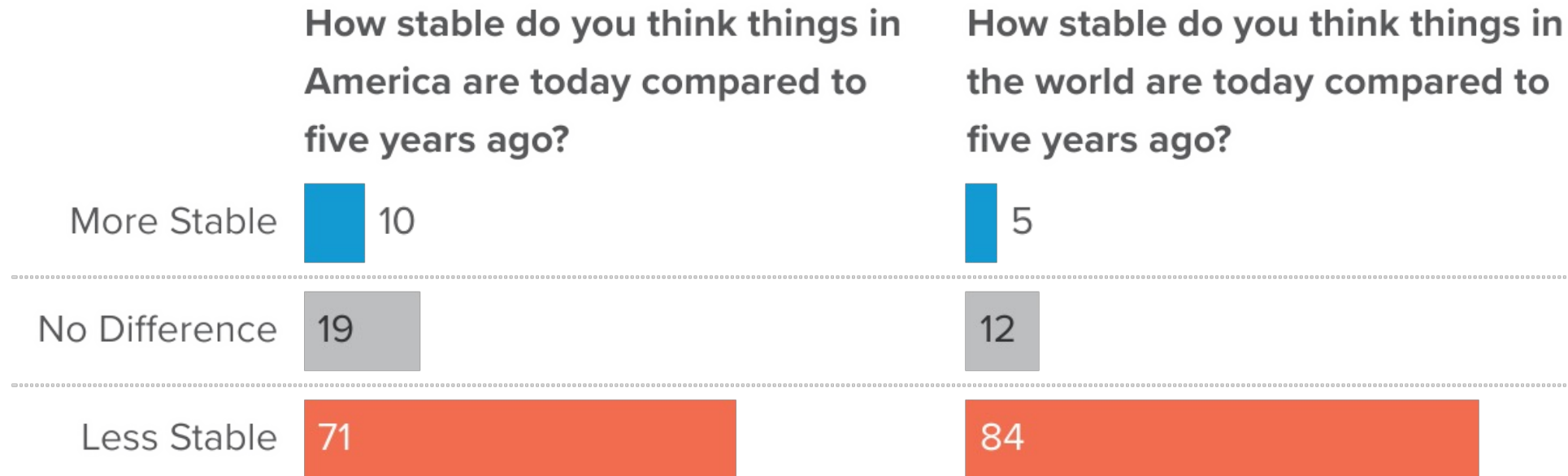
What Are Movables Thinking?

Majorities of young movables see a lack of inspiration candidates and politicians not keep their promises as the biggest obstacles to them voting. They believe this more strongly than decided voters. Directly addressing this will be important for every candidate running for office in 2024.



What Are Movables Thinking?

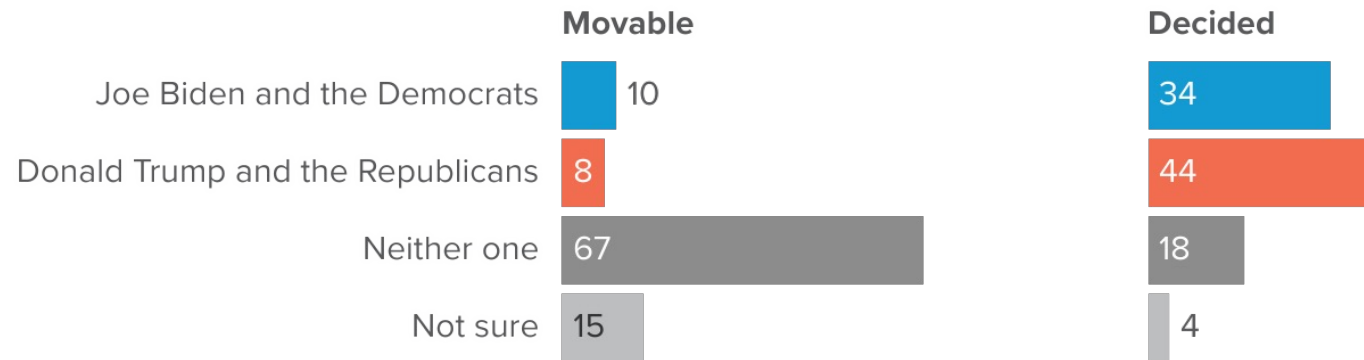
Young movable voters see the country and world as less stable than they were five years ago. This is core to the anti-Biden campaign.



What Are Movables Thinking?

Movables don't see either candidate having a comprehensive plan for the future and do not believe either one understands or acknowledges the day-to-day struggles Americans face. Addressing this with young, Black, and Hispanic audiences is paramount in the next few months.

Which group do you think has the most comprehensive plan to meet the challenges of the future?



How much do you think Joe Biden and the Democrats understand and acknowledge the struggle that everyday Americans are facing in their day-to-day lives?



How much do you think Donald Trump and the Republicans understand and acknowledge the struggle that everyday Americans are facing in their day-to-day lives?



What Are Movables Thinking?

Movables don't see either Trump or Biden either described well on the following or they don't trust either one on an issue.

	Neither	Biden	Trump
Trustworthy	72	13	6
Protecting Americans from online propaganda and scams	70	10	8
Cleaning up corruption	69	11	13
Lowering the cost of housing	69	10	11
Honest	68	19	6
Keeps his promises	68	10	11
Mentally sharp	67	5	19
Cares about people like me	65	17	8
Making sure the taxpayer money being spent is going to help people and not their wealthy friends	65	19	8
Handling the development of artificial intelligence (AI) smartly and safely	64	9	6
Lowering the cost of living	63	12	16
Stands up for my beliefs	62	15	10
Has the energy to be President	62	4	24

What Are Movables Thinking?

This is where Biden has an advantage on Trump with movables. However, for many of these, many say they don't describe either one they don't trust them on an issue

	Net Biden Advantage	Biden	Trump	Neither
Even-tempered	42	46	4	39
Listens to experts	36	41	5	39
<i>Crazy*</i>	32	8	40	7
Believes in Democracy	30	38	8	28
Empathetic	30	36	6	46
Combating climate change	30	33	3	49
<i>Cares more about the rich and well connected*</i>	30	11	41	5
Abortion	28	39	11	37
Dealing with student debt and the cost of higher education	27	33	6	49
More basic research in technology and science	26	33	7	34
Handling a public health emergency	23	33	10	44
Issues involving race	23	31	8	48
<i>Too comfortable with violence*</i>	23	13	36	13
Investing in America's infrastructure	21	32	11	33
<i>Corrupt*</i>	20	9	29	4

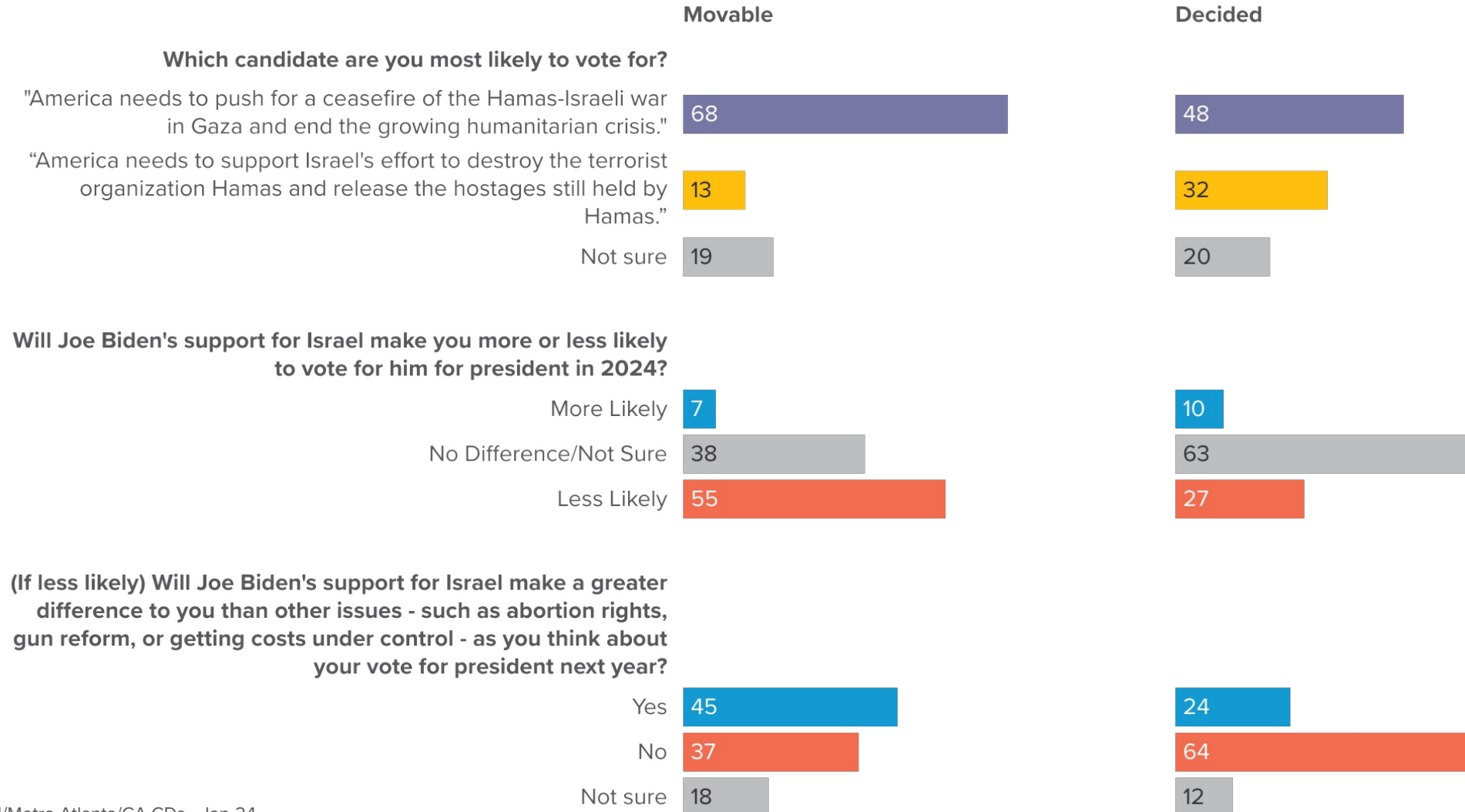
What Are Movables Thinking?

And this is where Biden is weakest, both overall and against Trump.

	Net Biden Advantage	Biden	Trump	Neither
Standing up to the Federal Reserve to lower interest rates	-10	11	21	53
Dealing with Iran	-11	14	25	45
Capable of making big changes to the system	-12	6	18	57
Mentally sharp	-14	5	19	67
Dealing with China	-15	13	28	42
A strong leader	-15	8	23	59
Has the energy to be President	-20	4	24	62
Will be stronger on China	-25	11	36	35
Illegal immigration and the situation at the U.S.-Mexico border	-30	9	39	42

What Are Movables Thinking?

Young movables are more supportive of a ceasefire in Gaza and more negative towards Biden’s handling of this conflict than voters who have made up their mind.

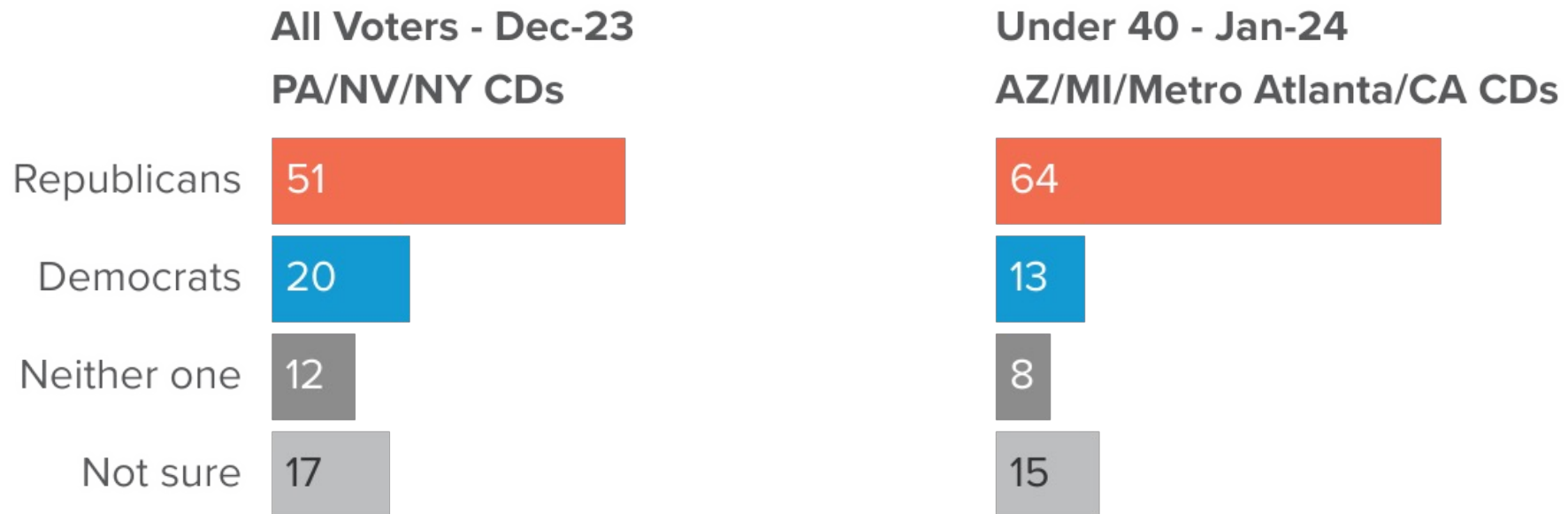


How to Move the Movable

How To Move the Movable?

Movable voters, especially younger ones, overwhelming view the Republican Party as extreme

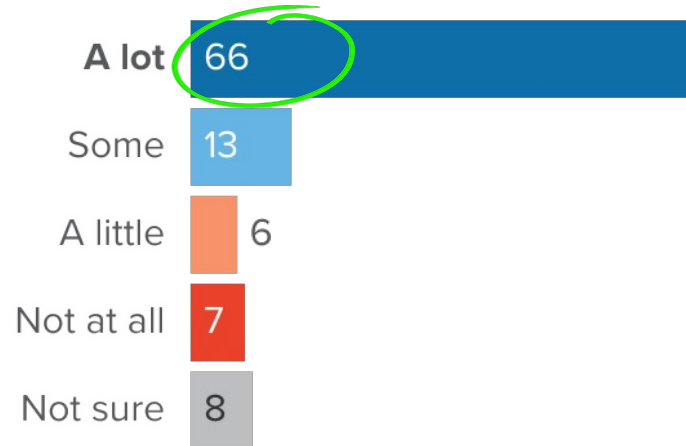
Which group do you think has more political extremists?



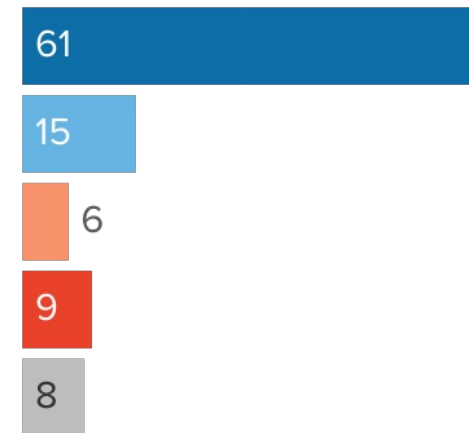
How To Move the Movable?

And younger movables believe MAGA Republicans threaten democracy and their personal rights and freedoms

How much do you believe MAGA Republicans threaten democracy?



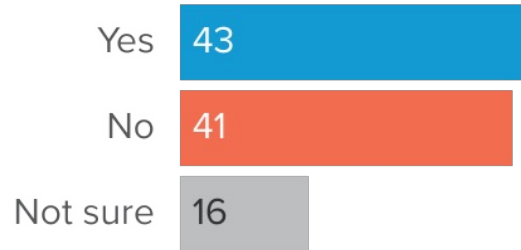
How much do you believe MAGA Republicans threaten your personal rights and freedoms?



How To Move the Movable?

Democrats can convince around half of the young movables who currently support 3rd parties by focusing on the MAGA threat to the Supreme Court and helping to re-elect Trump.

If you knew that voting for a third party candidate for president would result in the the appointment of at least two more MAGA conservative Supreme Court Justices, would you consider changing your vote?

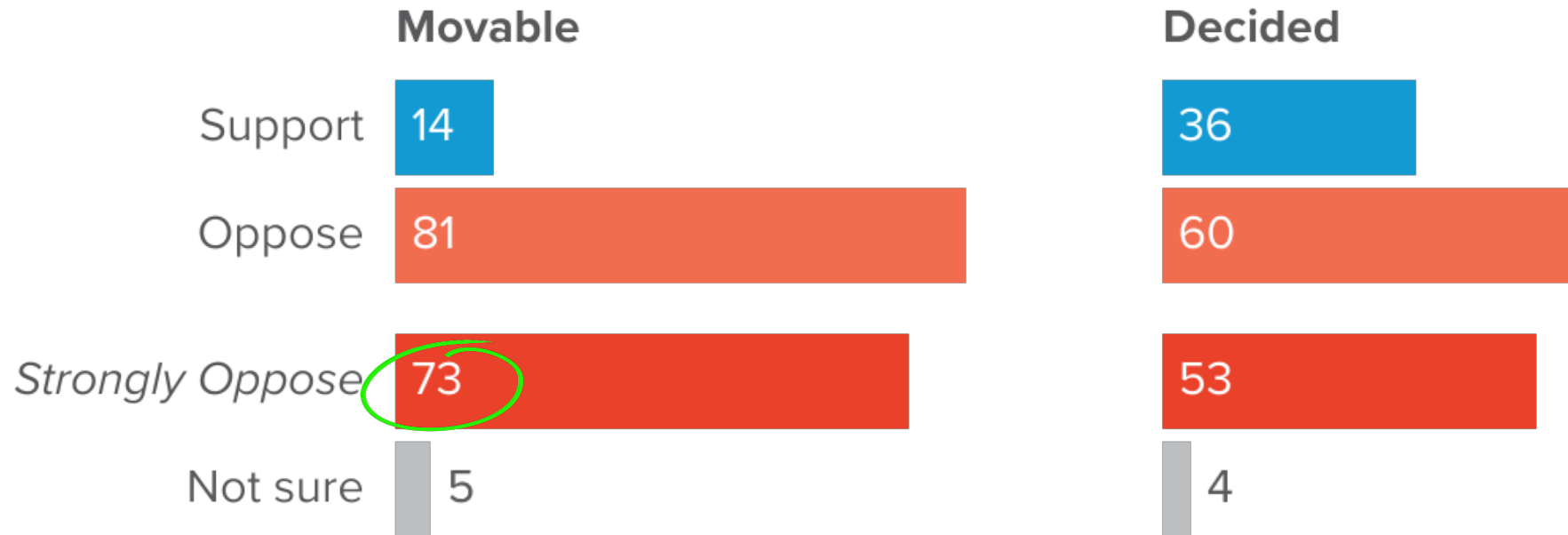


If you knew that voting for a third party candidate for president would result in the election of Donald Trump as president, would you consider changing your vote?



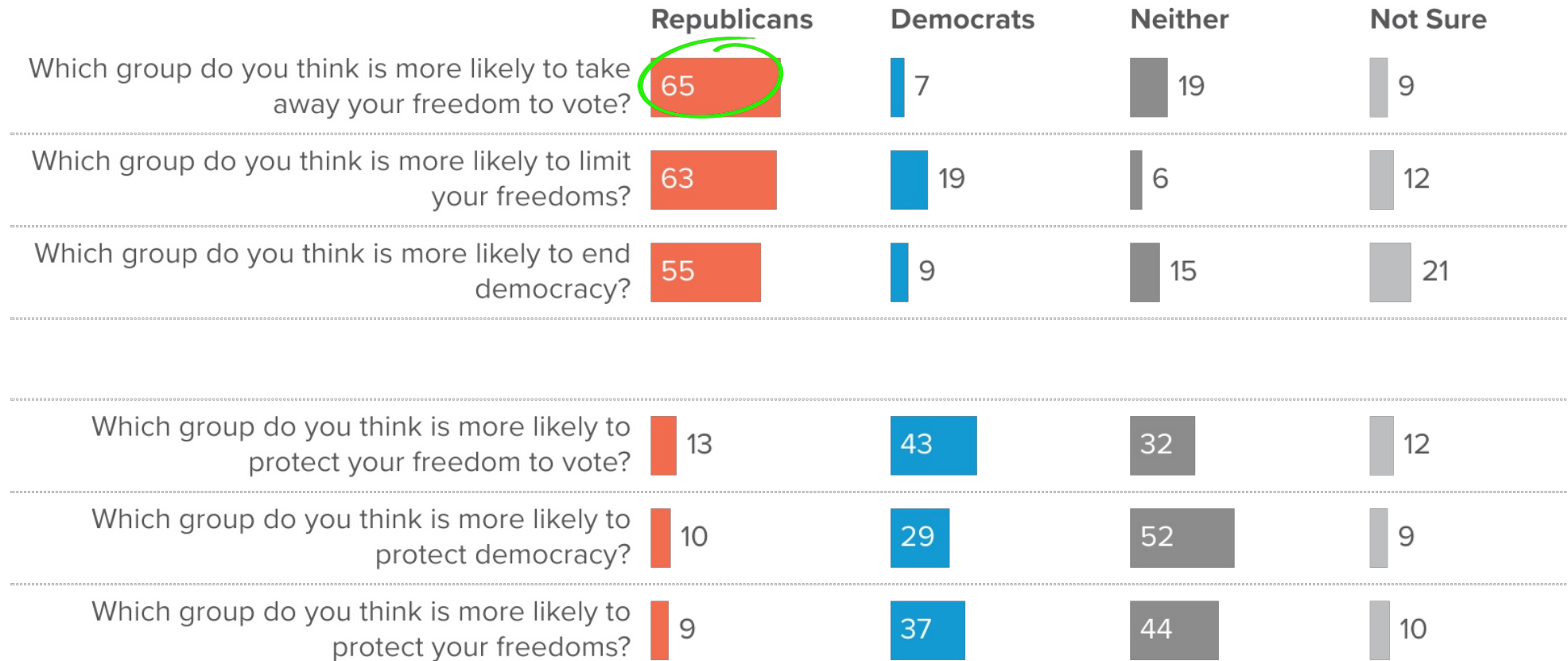
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Abortion remains a potential issue with young voters, especially the movables who largely oppose the Dobbs decision.



How To Move the Movable?

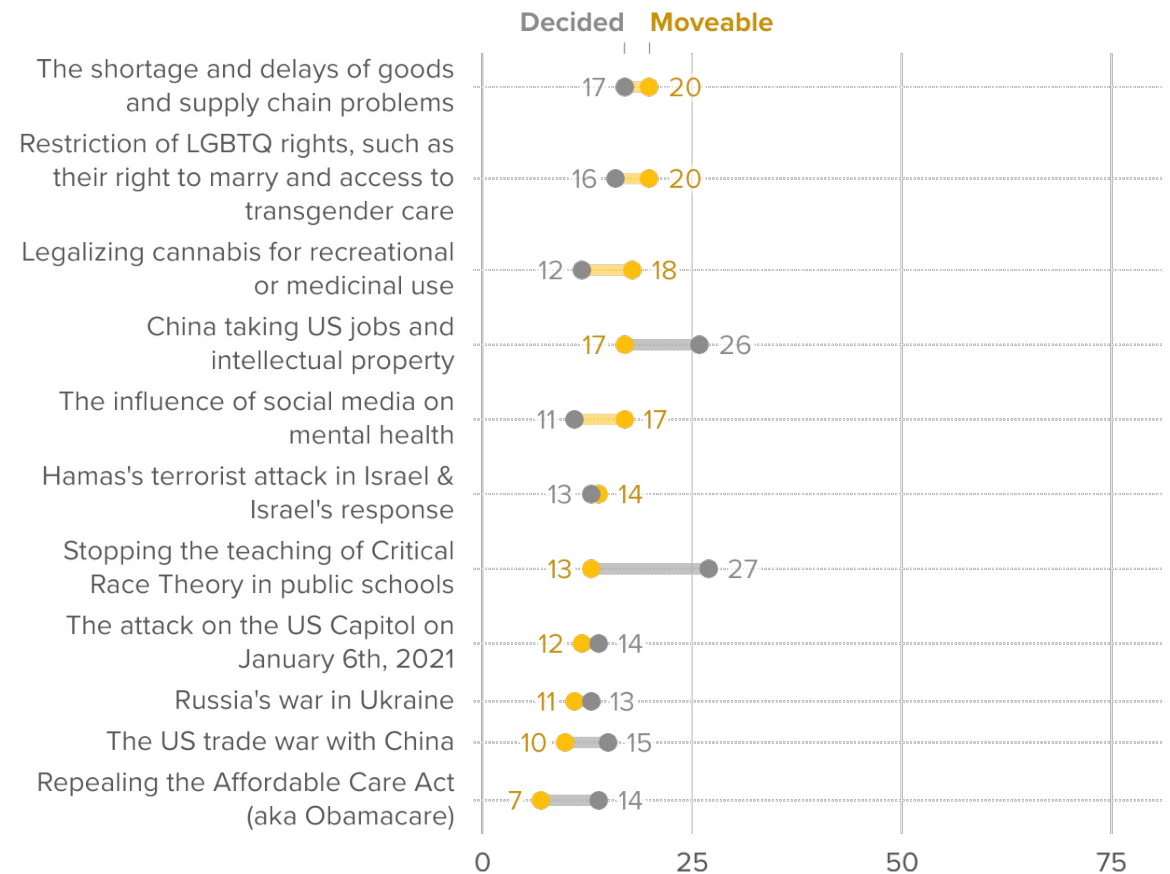
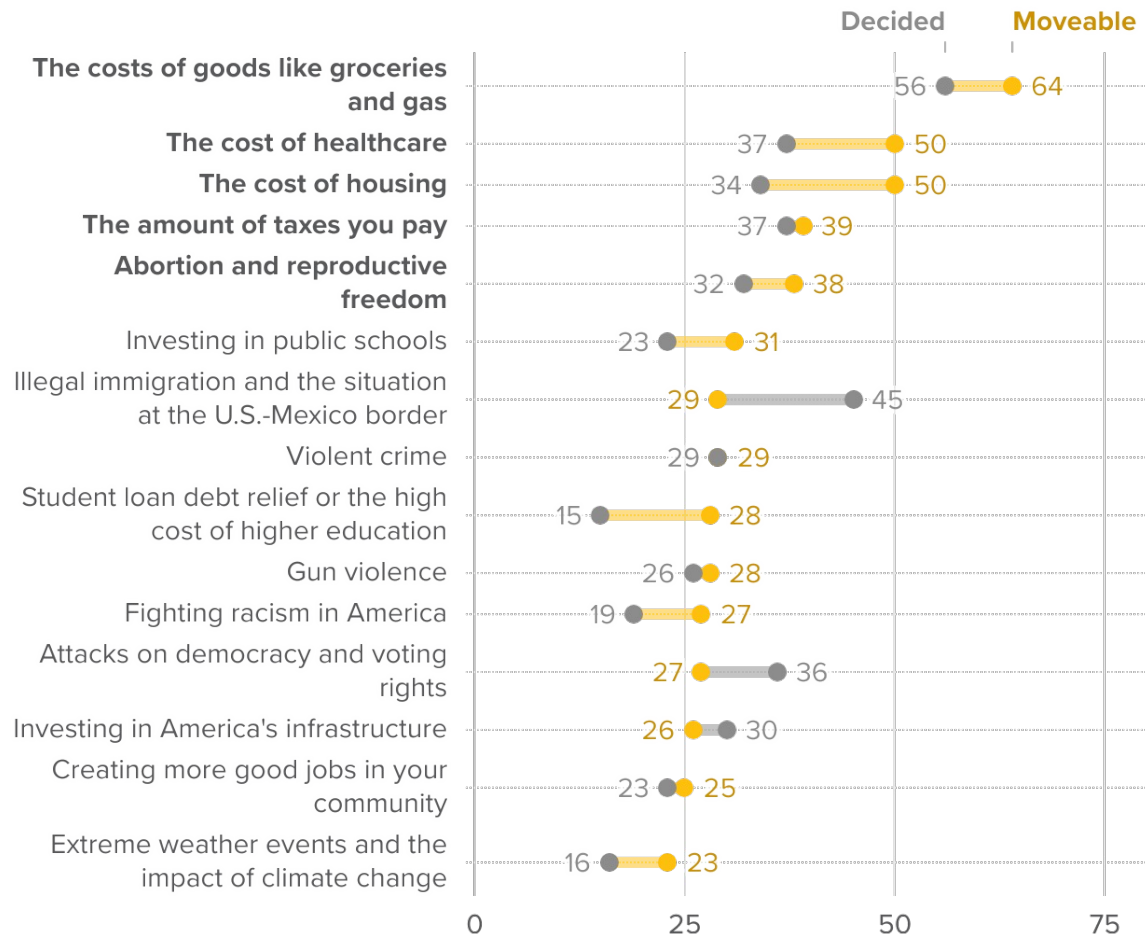
Young movables largely see Republicans as wanting to see Republicans take away their freedom to vote, limit your freedoms, and end democracy. They are less likely to see Democrats as protectors of these values.



How To Move the Movable?

Beyond extremism - Focus on costs. The top issue with movables are gas prices, food prices, health care costs, and housing costs. They are more concerned with decided voters on these along with abortion, gun violence, student loan debt. They are far less concerned about immigration than decided voters.

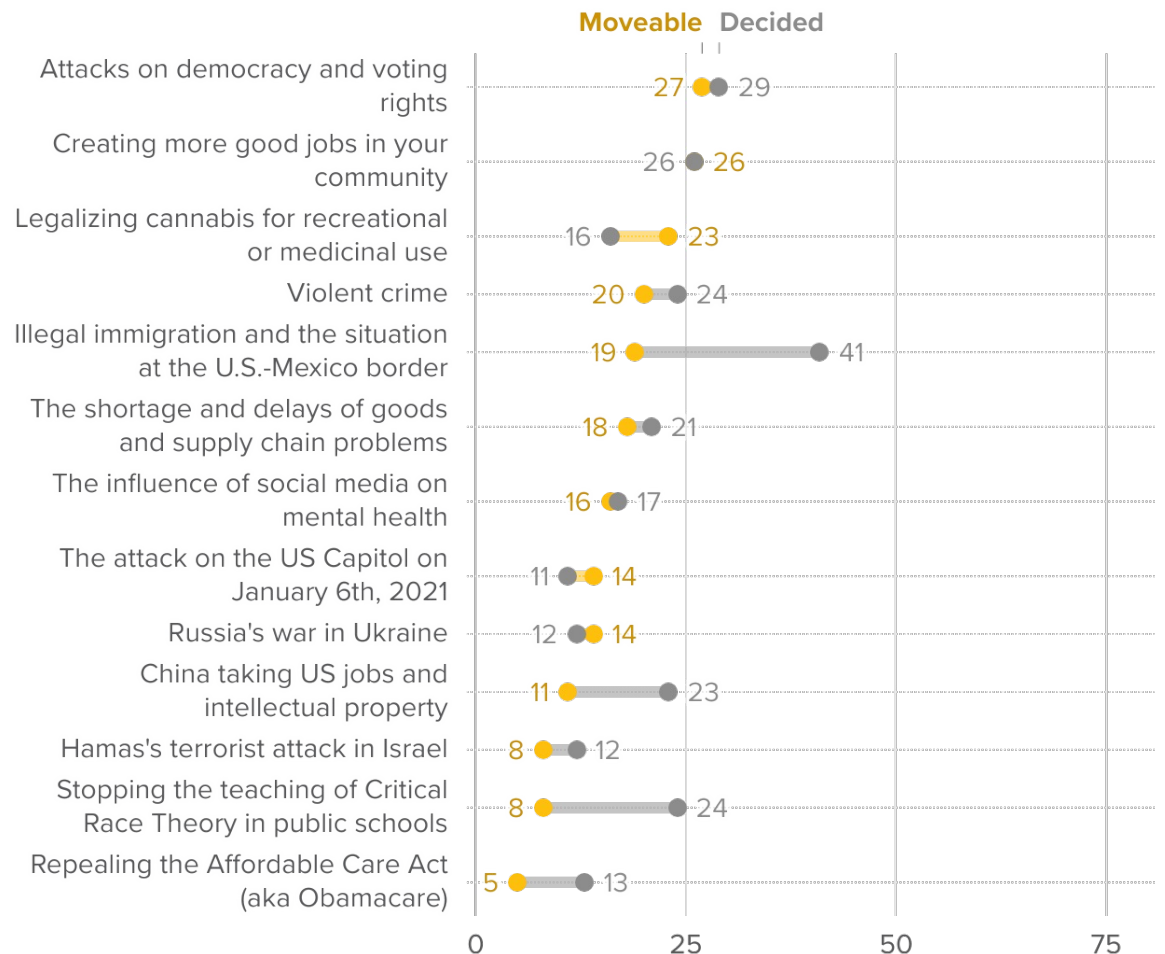
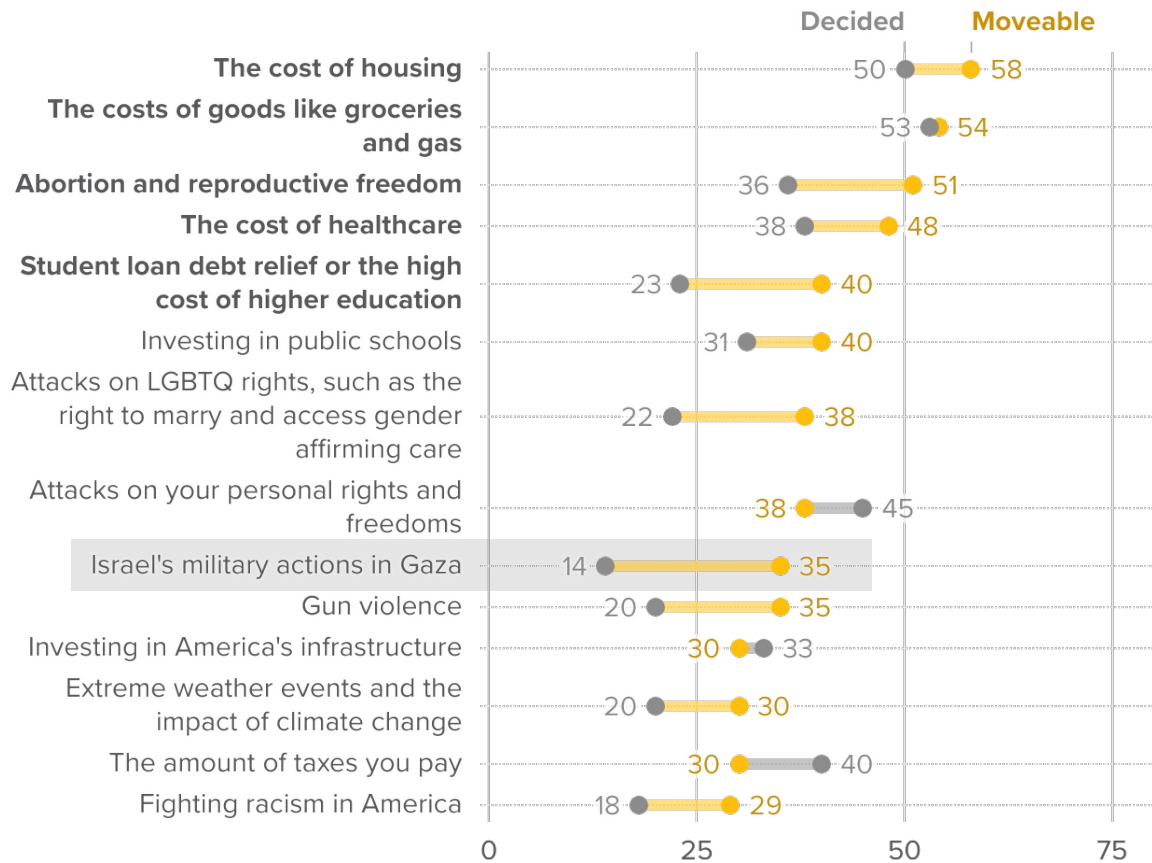
% Select as a Voting Issue – All Voters - PA/NV/NY CDs - Dec-23



How To Move the Movable?

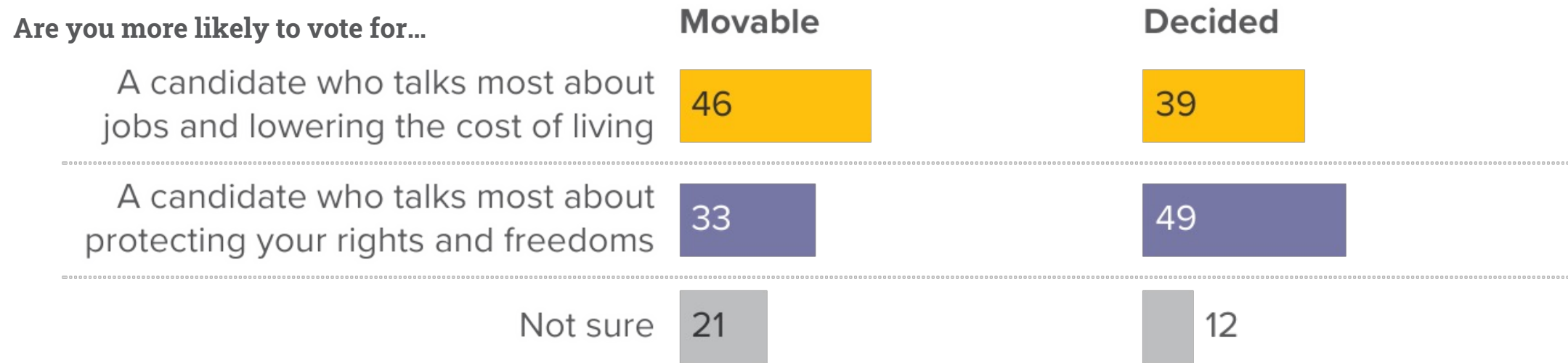
Young movables also see cost as their top concern along with abortion and student loan debt. They are much more likely to say that the Israel-Hamas war will impact their vote than decided voters. Movables do not prioritize immigration as a voting issue.

% Select as a Voting Issue – Under 40 - AZ/MI/Metro Atlanta/CA CDs - Jan-24



How To Move the Movable?

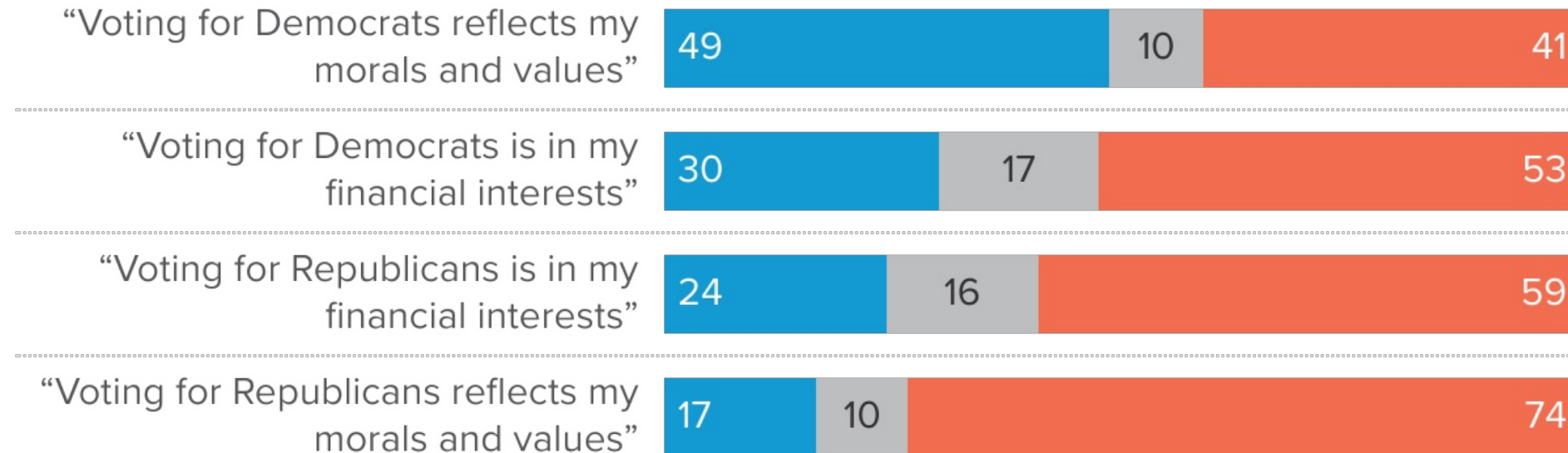
While these issues involving extremism, freedom, and democracy are highly salient with young movables, they are more interested in a candidate focused on jobs and lowering the cost of living.



How To Move the Movable?

Young movables agree more that voting for Democrats reflects their morals and values more than their financial interests. Weaving morals and values into economic arguments has potential to persuade these voters over the campaign.

● Agree ● Not Sure ● Disagree



How To Move the Movable?

Democrats and Independent voters rank improving health care, strengthening the economy and reducing costs, protecting reproductive freedom, conservation, tax fairness, and expanding access to child care as the most important goals for America to achieve

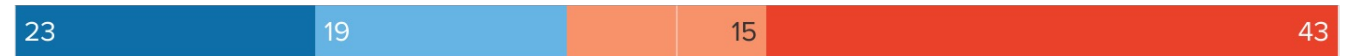
Under 40	All Voters	
80	75	Lowering prescription drug prices, expanding healthcare coverage, and addressing long-standing health disparities.
78	75	Continuing to strengthen our economy by reducing inflation, creating more good-paying jobs, and ensuring a fair and inclusive economy.
76	67	Supporting a woman's reproductive freedom and her ability to make decisions about when to start a family.
73		Increasing conservation efforts to protect air, water, nature, and other resources.
73	65	Increasing taxes on the wealthiest so those at the top pay their fair share, easing the burden on middle-class families.
69		Increase access to affordable child care and guaranteeing paid family leave for parents of newborns.
67	61	Making community college more accessible, enhancing job training programs, and supporting our youth in building the skills needed for the jobs of tomorrow.
64	58	Improving access to healthcare for disabled Americans by making healthcare and workplaces more accessible and inclusive.
63	54	Creating a fairer, more humane immigration system that strengthens our economy and reflects our values as a nation.
62	48	Reducing gun violence by instituting universal background checks and banning assault weapons.
62	46	Advancing civil rights, including policing and voting rights reform, and supporting the LGBTQI+ community and other marginalized groups are ongoing commitments.
61	45	Investing in clean energy, aiming for a net-zero emissions economy by 2050, and creating jobs in the green economy.
58	65	Focusing on infrastructure, manufacturing, and technology to drive sustainable growth.
50	45	Combating election denialism and political violence, and working to preserve and strengthen democratic institutions and values.
46		Advocating for a long-term peace deal in the Middle East.
	28	Strengthening alliances, supporting Ukraine, managing relations with China, and promoting global democracy.
	13	Supporting Israel and advocating for a two-state solution in the Middle East.

How To Move the Movable?

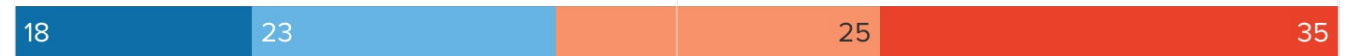
Fox News holds less sway.

● Very Serious Doubts
 ● Serious Doubts
 ● Minor Doubts
 ● No Real Doubts

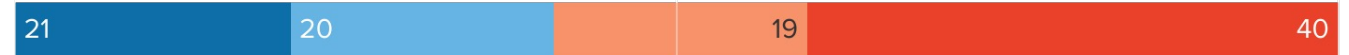
Democrats have stopped being the party of working people and have become the party of ultra-liberal woke radicals who are more interested in canceling people with the “wrong” views on race and sexuality issues and indoctrinating children to their radical beliefs.



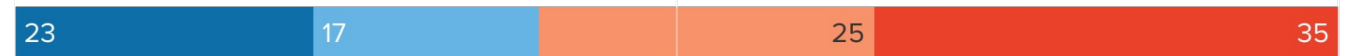
Our healthcare system is broken. It's too expensive and too often, people don't get the care they need or are told they are fine when they are not, just so they can be cleared out of the system. Under Joe Biden, nothing will change, it will only get worse.



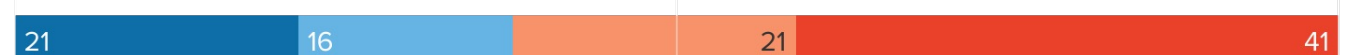
Since Joe Biden has become President, crime in our communities has gotten out of control. It's not safe to go anywhere these days.



From Afghanistan to Ukraine to Israel to our own southern border, the globe is in chaos and Joe Biden's weakness is the main reason why. Russian President Vladimir Putin and Chinese Premier Xi Jinping don't respect him and that is putting our country and our allies at risk.



Joe Biden's son Hunter Biden is currently facing criminal charges for buying a gun and lying about his drug addiction. He is under multiple investigations for work he has done in Ukraine and China and we still don't know how involved Joe Biden was in all of this and how much money Hunter paid him.



0 50 100

How To Move the Movable?

Movables strongly support a number of policies on health care, costs, fairness, gun violence prevention, corruption, among other things that can be core of a second term plan for improving life for Americans.

Strong Support	Total Support	
88	95	Requiring all organizations involved in political activity to disclose their large donors
87	93	Prohibiting big-money contributors and special interests to hide their political spending
86	94	Investing in water infrastructure so everyone in (state) has clean drinking water
84	92	Closing the loopholes that allow the very wealthy to avoid paying their taxes
83	91	Making it harder for super PACs and dark money groups to violate election laws
81	93	Improving healthcare pricing transparency by holding health insurance companies and pharmacy benefit managers more accountable for influence on the cost of medicines
80	90	Banning members of Congress from sitting on corporate boards and from lobbying after they leave office for at least three years
79	90	Limiting the number of years a member of Congress can serve
79	89	Ending partisan gerrymandering to prevent politicians from picking their voters
76	86	Establishing a code of ethics for the Supreme Court of the United States
76	93	Improving healthcare pricing transparency by holding health insurance companies and pharmacy benefit managers more accountable for influence on the cost of medicines*
75	90	Enforcing ethics laws and give prosecutors the resources they need to go after corruption
75	92	Stopping Big Tech from collecting personal data on our kids and teenagers online
74	87	Writing off medical debt that is more than 10 years old
72	87	Closing the loopholes that allow the very wealthy to avoid paying their taxes*
71	86	Replacing all lead pipes
71	93	Investing in water infrastructure so everyone in {State} has clean drinking water*

* Were asked in the 'All Voters - PA/NV/NY CDs - Dec-23' poll. All others were asked in the 'Under 40 - AZ/MI/Metro Atlanta/CA CDs - Jan-24' poll

How To Move the Movable?

Movables strongly support a number of policies on health care, costs, fairness, gun violence prevention, corruption, among other things that can be core of a second term plan for improving life for Americans.

Strong Support	Total Support	
70	86	Providing free shots to prevent the disease known as shingles
70	87	Stopping Big Tech from collecting personal data on our kids and teenagers online*
69	86	Establishing a first-time homeowner tax credit to ease the burden of purchasing your own home in America
69	89	Transforming education by providing tax credits for preschool for 3- and 4-years-olds, and making two years of community college free
67	90	Cracking down on hidden fees—things like airlines charging fees for families to sit together and undisclosed ticket fees for events*
67	77	Reinstating the protections for voters in states with a history of voter disenfranchisement and discriminating against people of color that the Supreme Court overturned in 2013
67	79	Establishing a Personal Data Tax on companies that sell and profit from of use of individual user data
66	81	Limiting how much people can give groups that support candidates for office
65	80	Stopping fentanyl production, sale, and trafficking with more drug detection efforts at the border and stronger penalties on fentanyl-related offenses*
65	83	Establishing a set of rules for companies developing artificial intelligence to promote transparency, safety, and privacy for users and society
62	89	Increasing funding for job training programs to prepare Americans for the jobs of the future
62	79	Writing off medical debt that is more than 10 years old*
62	80	Creating a Veterans Universal Basic Income program to provide financial support every month aimed at helping reduce homelessness and other challenges veterans face*
61	82	Establishing a first-time homeowner tax credit to ease the burden of purchasing your own home in America*
61	82	Providing working families a tax credit of up to \$10,000 for child care expenses
61	79	Establishing a Personal Data Tax on companies that sell and profit from of use of individual user data*

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How To Move the Movable?

Movables strongly support a number of policies on health care, costs, fairness, gun violence prevention, corruption, among other things that can be core of a second term plan for improving life for Americans.

Strong Support	Total Support	
61	82	The Medicaid for Every Child Act which would automatically enroll all children through age 18 in the United States in Medicaid to ensure that no American child will ever again be forced to grow up without access to healthcare\
61	86	Expanding opportunities to enable more employee-owned businesses, meaning that the workers at the business also have the opportunity to own it.
59	66	Quadrupling the tax on corporate stock buybacks
59	72	Gun reforms that require purchasers of certain types of weapons to buy insurance on it along with stricter/mandatory background checks, licensing, training and waiting periods
59	76	Banning all private campaign contributions and create a fund that pays for campaign expenses for candidates for office
58	70	Banning civilian access to military-style assault weapons
58	82	Establishing a set of rules for companies developing artificial intelligence to promote transparency, safety, and privacy for users and society*
57	83	Cracking down on junk fees—things like airlines charging fees for families to sit together and undisclosed ticket fees for events*
56	88	Providing free shots to prevent the disease known as shingles*
56	74	The Biden administration's decision to cancel \$127 billion in student loans
55	87	Replacing all lead pipes*
55	62	Gun reforms that require purchasers of certain types of weapons to buy insurance on it along with stricter training and waiting periods*
54	76	Stopping fentanyl production, sale, and trafficking with more drug detection efforts at the border and stronger penalties on fentanyl-related offenses
54	73	Banning or restricting foreign acquisitions of agricultural land, such as requiring future sales to be cleared by a government investment committee*
53	63	Stopping companies from preventing workers from forming unions
53	75	Expanding the earned income tax credit, the governmental income support program for working people, by \$1,500 per family

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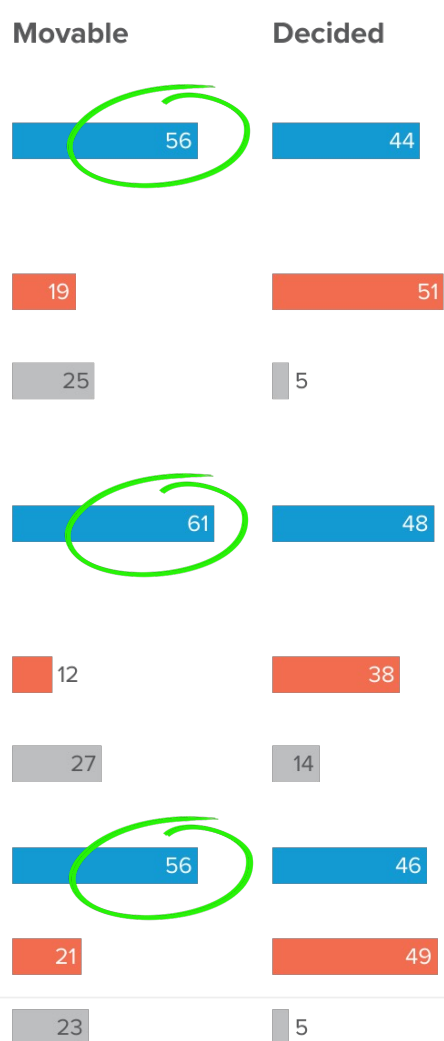
How To Move the Movable?

Freedom and safety messages work effectively with movables

Under 40 - Jan-24 AZ/MI/Metro Atlanta/CA CDs	All Voters - Dec-23 PA/NV/NY CDs	% Strongly Agree
86		“American children should be safe from gun violence and should not have to live in fear from being shot in daily mass shootings”
71	63	“Americans should have the financial freedom to live their lives in retirement without the fear of high costs. That's why we must protect and expand Social Security and Medicare, a sacred promise that millions of Americans have invested in their retirement.”
69	65	“Reproductive freedom and bodily autonomy are the cornerstone of Americans' individual freedom. These fundamental freedoms empower Americans to make deeply personal choices without government interference.”
67	56	“Making sure every American has access to affordable higher education without a lifetime of debt empowers citizens with the financial freedom to enter the workforce and pursue their passion without the burden of debt.”
65	70	“Americans should have the freedom of living in safe communities where law and order is maintained, free of gun violence and where they are treated fairly by law enforcement.”
62	53	“Reproductive freedom is a kitchen table issue. Ensuring access to affordable and safe healthcare services like family planning safeguards financial freedom by allowing Americans to continue to pursue their dreams.”
59		“Firearms in America should be regulated like automobiles”
58	37	“Investments in improving access to affordable broadband internet expand financial freedom and unlock a world of opportunities to start a business or pursue a career, no matter your ZIP code.”
56	55	“Ensuring financial freedom means supporting small businesses so it's easier for Americans to build the future they want through lowering credit card interest rates, improving childcare and expanding the childcare tax credit, guaranteeing access to broadband internet, worker retraining, and infrastructure investments to revitalize the American Dream.”
53	44	“Republicans used to be the party of 'leave us alone.' Now, they want to ban books, ban abortion, and dictate every part of our life. It's all big government all the time. Enough with the extremism. Leave us alone to live in peace and freedom.”
52		“Elections are about the future we want, not about the past. We need to move on from the divisive politics of revenge and come together on bipartisan solutions.”
48	44	“Ensuring financial freedom for all means giving a hand up to Americans in an effort to give them the opportunity to reach higher levels and break generational curses, not be dependent on anyone else.”
46	50	“Building a resilient Made in America economy is crucial to our financial freedom. American consumers should be empowered to make financial decisions that don't break the bank and aren't determined by global supply chains.”

How To Move the Movable?

Freedom and For the People trounces the Republican message with movable voters



All Voters - PA/NV/NY CDs - Dec-23

"I am For the People and will fight for a better America by investing in infrastructure and families, creating millions of jobs and supporting small businesses, making things more affordable by cracking down on corruption and monopolies, and defending democracy and freedom. Extreme MAGA Republicans are lining up to destroy our bedrock freedoms with a national abortion ban, cutting Social Security and Medicare, and repealing the Affordable Care Act, kicking millions off of their health insurance and removing protections for pre-existing conditions."

"I will Make America Great by getting inflation under control by cutting out-of-control government spending, getting people back to work, cracking down on violent crime, banning woke ideologies like Critical Race Theory in public schools, and securing the southern border with Mexico. We will rebuild the greatest economy in the history of the world and finally put America first. We have to stop letting the radical left destroy our great nation."

Not sure

"I am For the People and will fight for a better America by investing in infrastructure and families, creating millions of jobs and supporting small businesses, making things more affordable by cracking down on corruption and monopolies, and defending democracy and freedom. Extreme MAGA Republicans are lining up to destroy our bedrock freedoms with a national abortion ban, cutting Social Security and Medicare, and repealing the Affordable Care Act, kicking millions off of their health insurance and removing protections for pre-existing conditions."

"I will work to restore American family values in Congress by working to ban abortion, keeping gender ideology and LGBT indoctrination out of schools, privatize Social Security and Medicare, finally repeal Obamacare and replace it with something better, and get the government off of businesses' backs. Radical Democrats want the government to control every aspect of Americans' lives."

Not sure

"I am fighting for Five Freedoms for America's Children: the freedom to be healthy, the freedom to be (economically/financially) secure, the freedom to learn, the freedom from hunger, and the freedom to be safe from harm."

"Making America Great Again by getting inflation under control by cutting out-of-control government spending, getting people back to work, cracking down on violent crime, banning Critical Race Theory in public schools, and securing the southern border with Mexico."

Not sure

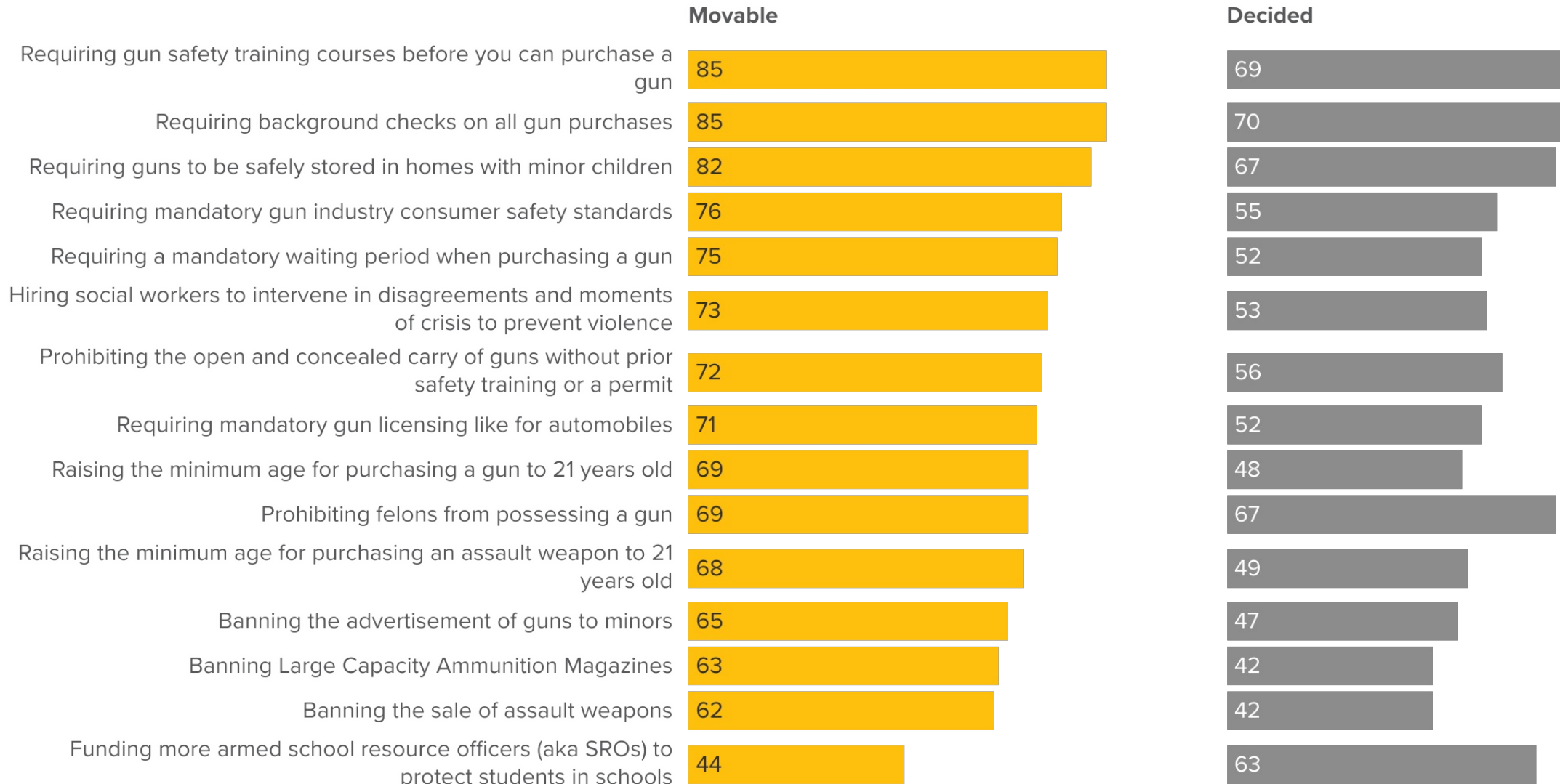
How To Move the Movable?

Freedom and For the People trounces the Republican message with movable voters

Movable	Decided	All Voters - PA/NV/NY CDs - Dec-23
53	47	<p>“Financial freedom means ensuring every American has a fair shot at building a better future for themselves because of opportunities in every zip code, smart investments in our infrastructure, making more goods in America, lowering costs and interest rates to make things more affordable, and supporting small businesses and American workers.”</p>
20	47	<p>“Making America Great means getting inflation under control by cutting out-of-control government spending, getting people back to work, cracking down on violent crime, banning Critical Race Theory in public schools, and securing the southern border with Mexico.”</p>
27	6	Not sure
42	44	<p>“I am fighting for freedom: to protect our rights and democracy and to make sure everyone is given a fair shot at making it by investing in workers and their families. But MAGA extremists around the country are lining up to destroy our bedrock freedoms, cutting taxes for the wealthy resulting in budget deficits, and forcing decisions about reproductive rights. The question we are facing is whether in the years ahead we have more freedom or less freedom. This is not a time to be complacent. We have to stand up for our personal and financial freedom. This is our moment.”</p>
28	52	<p>“I will Make America Great by getting inflation under control by cutting out-of-control government spending, getting people back to work, cracking down on violent crime, banning woke ideologies like Critical Race Theory in public schools, and securing the southern border with Mexico. I will rebuild the greatest economy in the history of the world and finally put America first. We need someone who is sharp enough to do the job. We have to stop letting the radical left and their puppet destroy our great nation.”</p>
30	4	Not sure

How To Move the Movable?

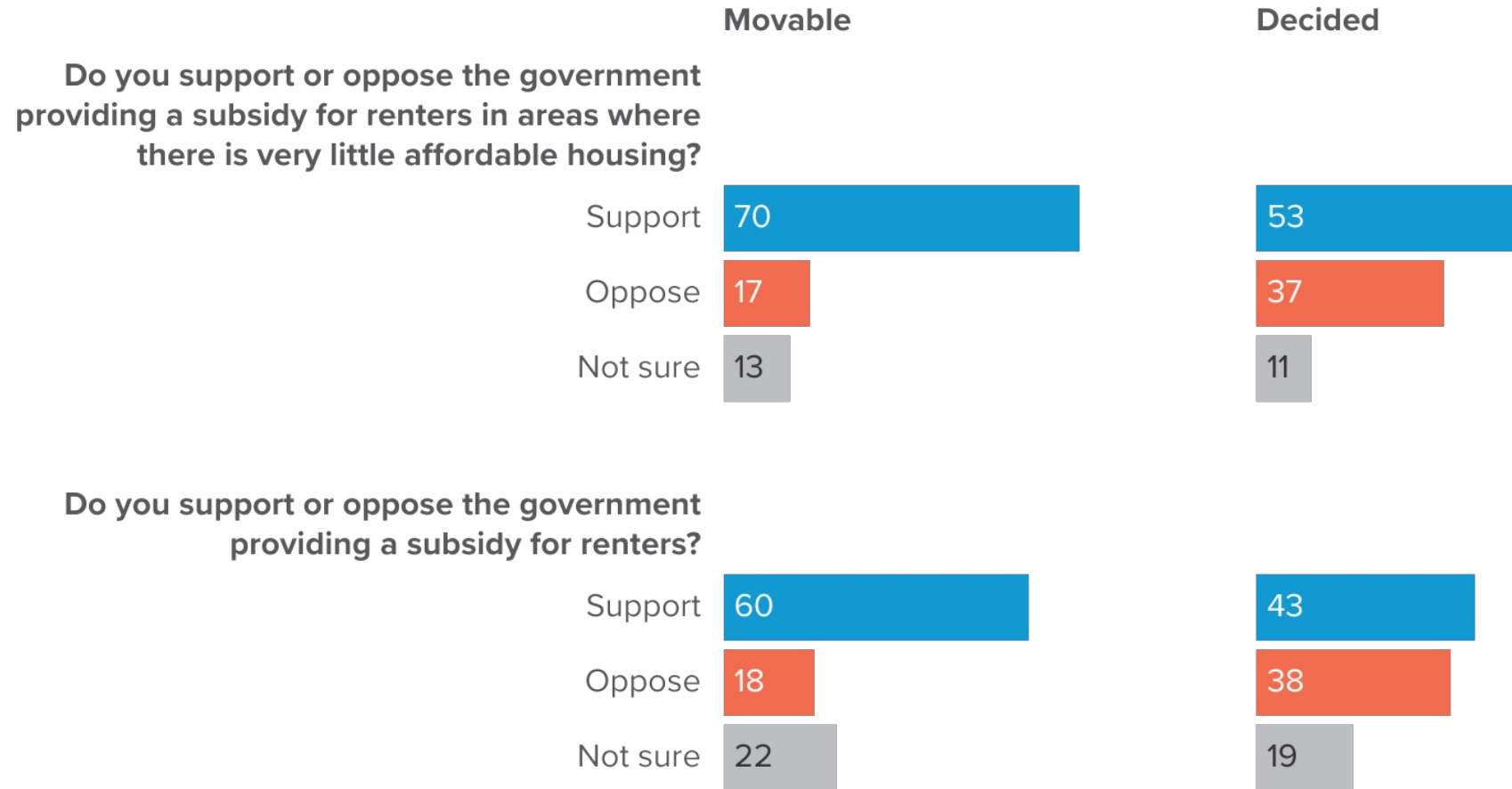
Young movables support a wide range of gun safety proposals and support them more strongly than decided voters.



% Support

How To Move the Movable?

Housing costs are one of the most important issues for young movables and Democrats need to have a plan to address housing costs.

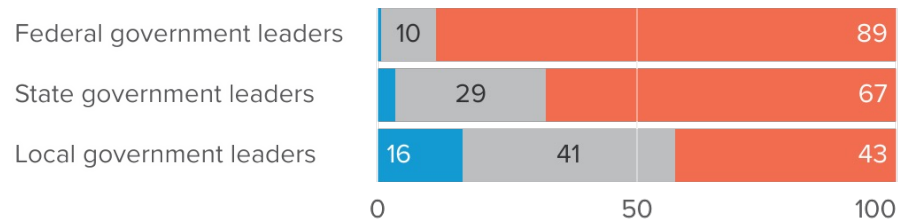


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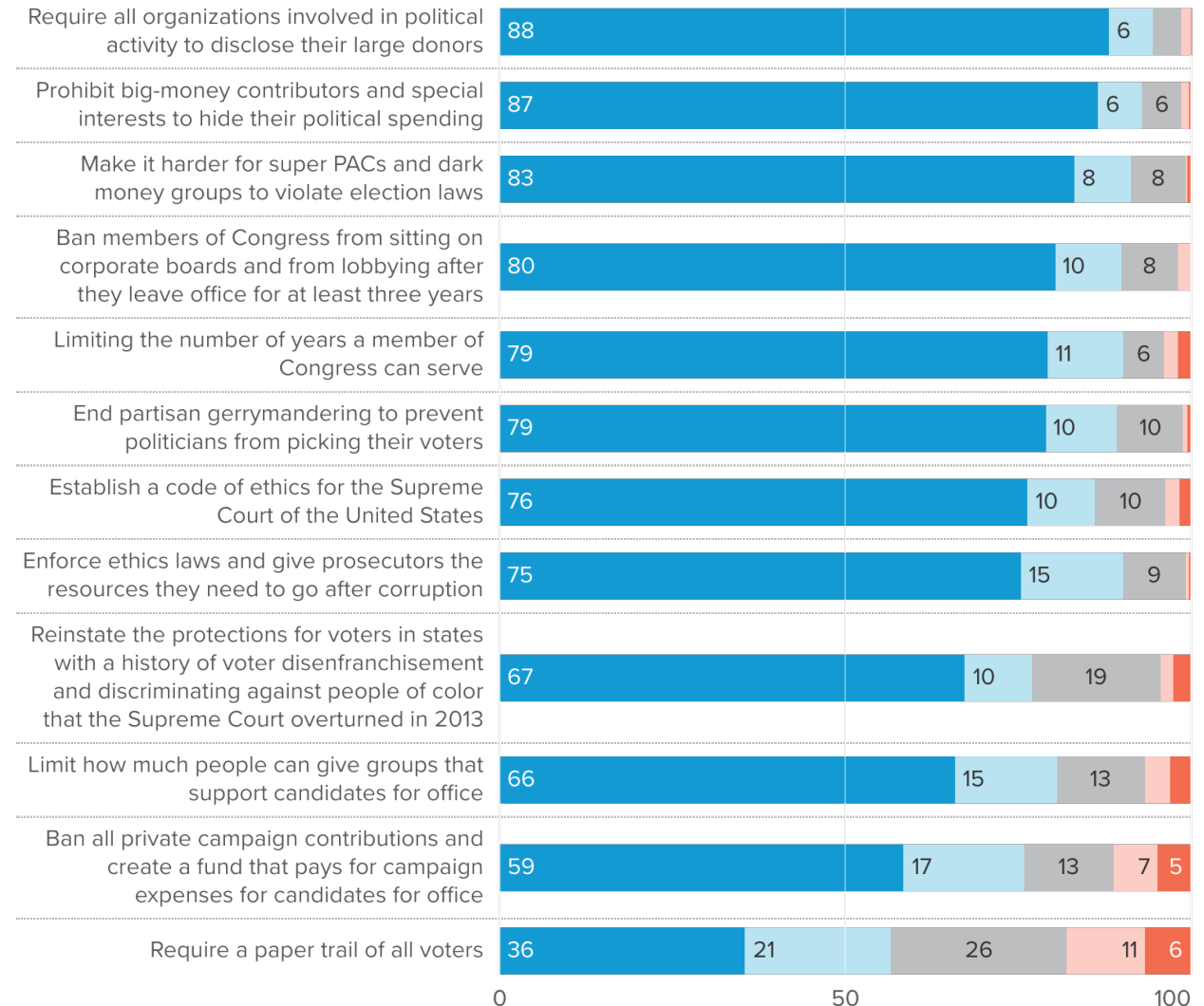
Young movables largely see the federal government as corrupt and strongly support a wide range of policies to clean it up.

On a scale of 1-10, where 1 is the least corrupt and 10 is the most corrupt, how corrupt do you believe are the following?

● Less Corrupt (1-3) ● Middle (4-6) ● More Corrupt (7-10)

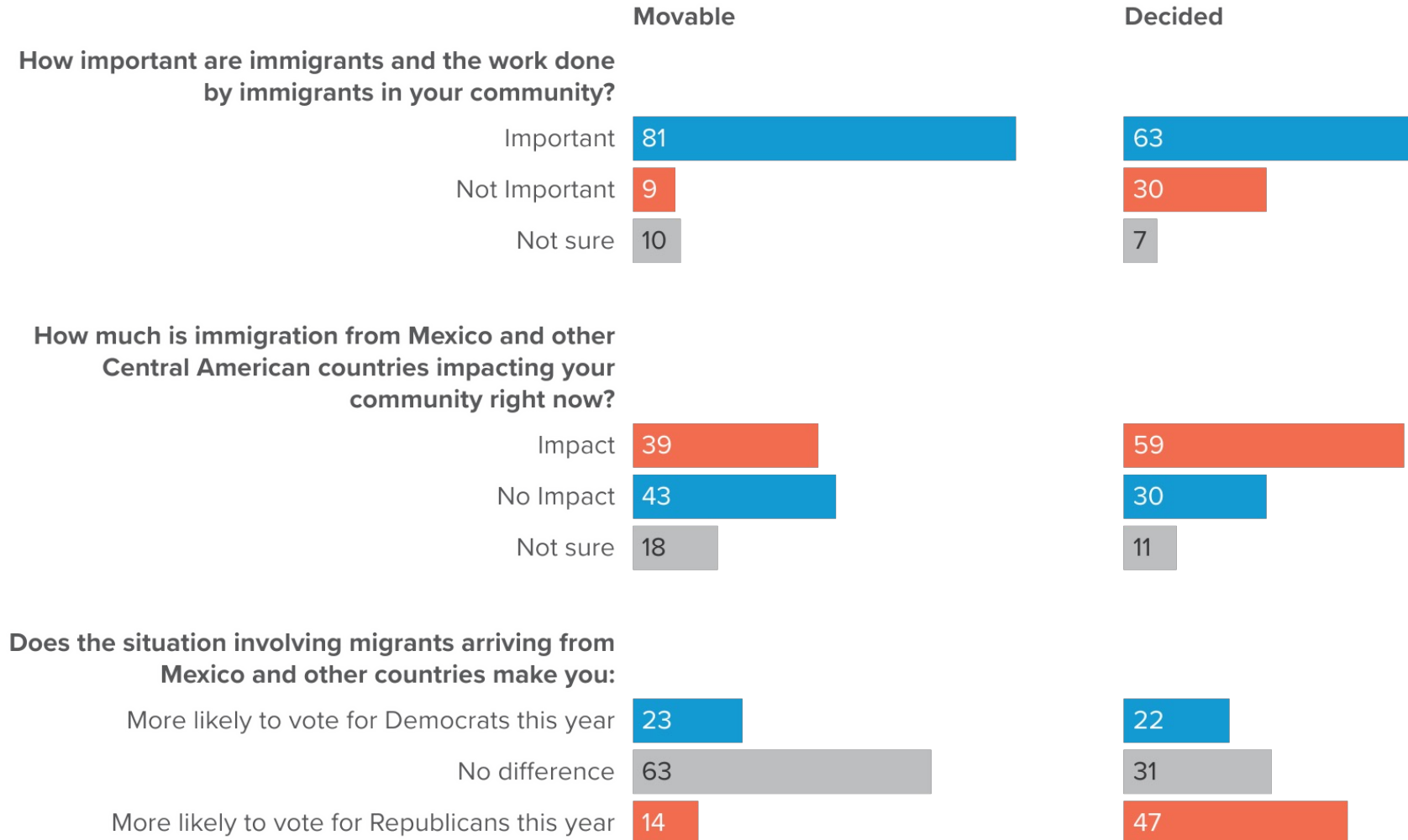


● Strongly Support ● Somewhat Support ● Not Sure ● Somewhat Oppose ● Strongly Oppose



How To Move the Movable?

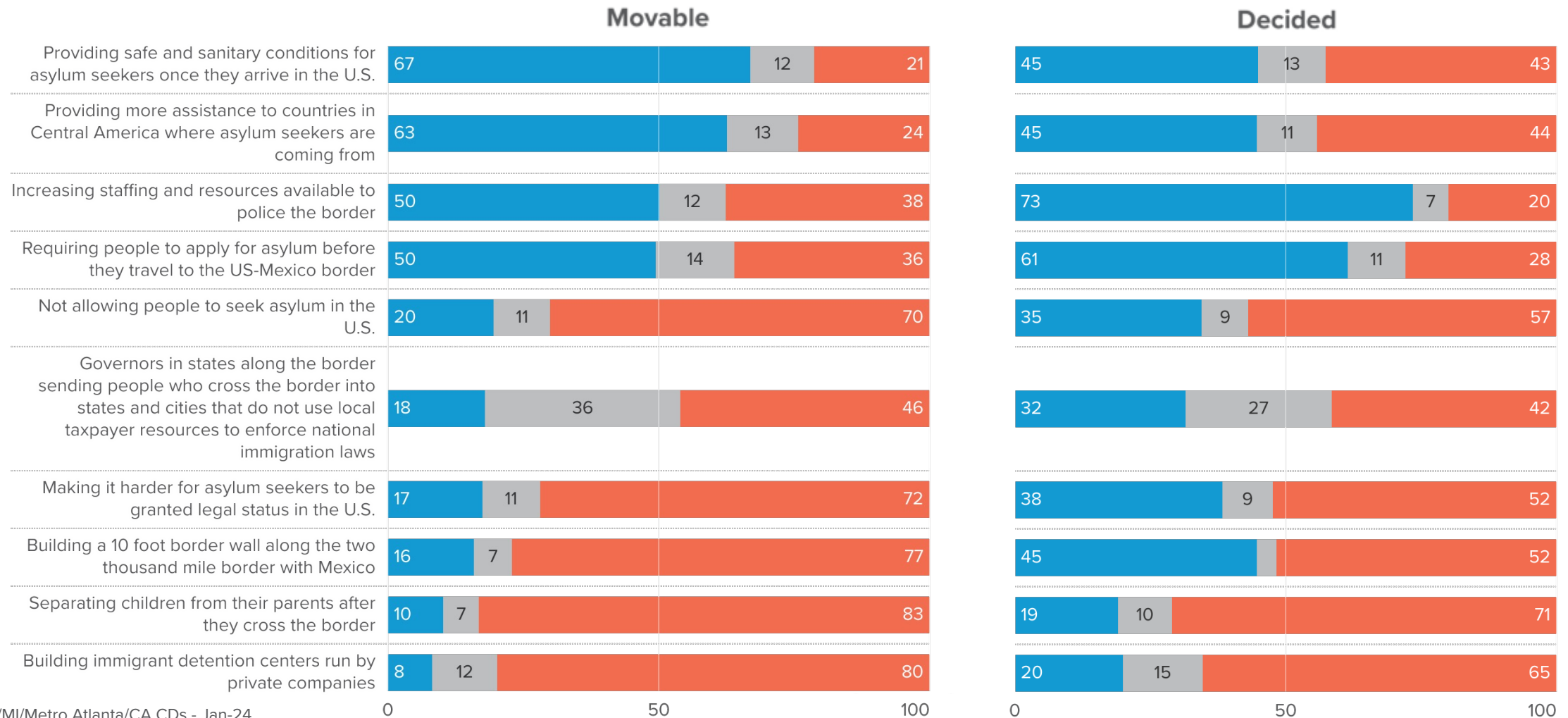
Young movables are substantially more positive about immigration and progressive on immigration policy than decided voters. It is one of the starkest policy divides between the two groups.



How To Move the Movable?

Young movables see more humane and people-focused immigration policies as effective while decided voters believe more restrictive measures would be more effective.

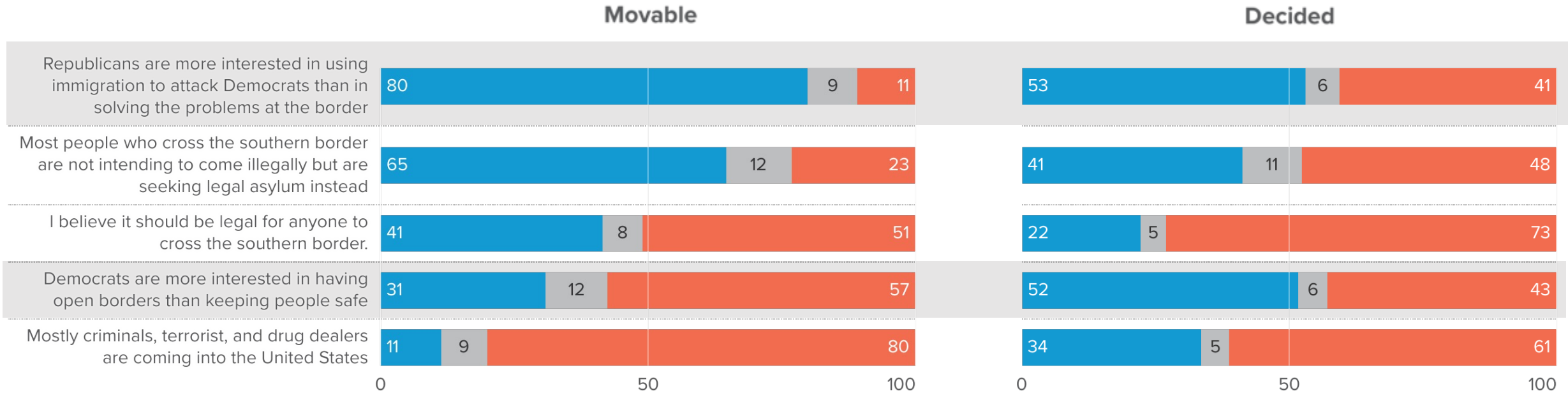
● Effective ● Not Sure ● Not Effective



How To Move the Movable?

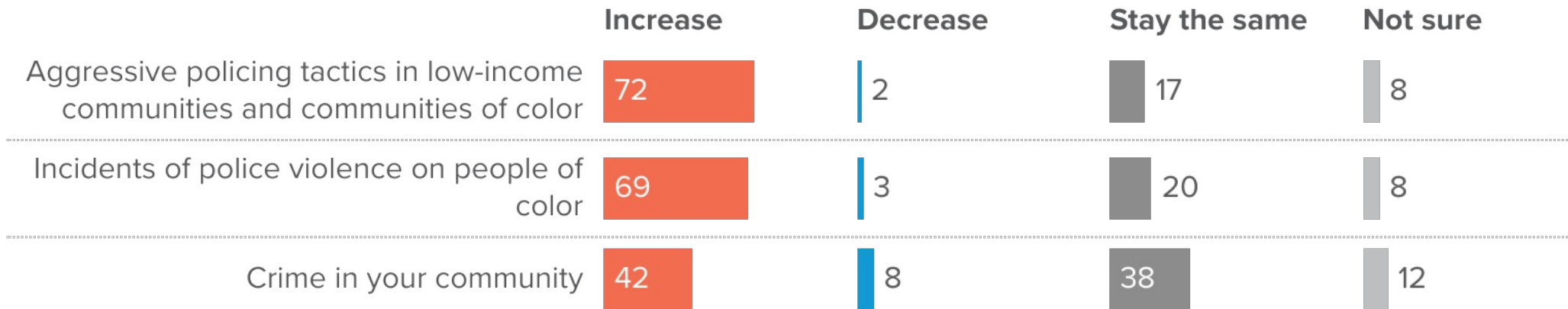
Young movables see also see the Republican Party as the obstacle to effectively addressing immigration.

● Agree ● Not Sure ● Disagree



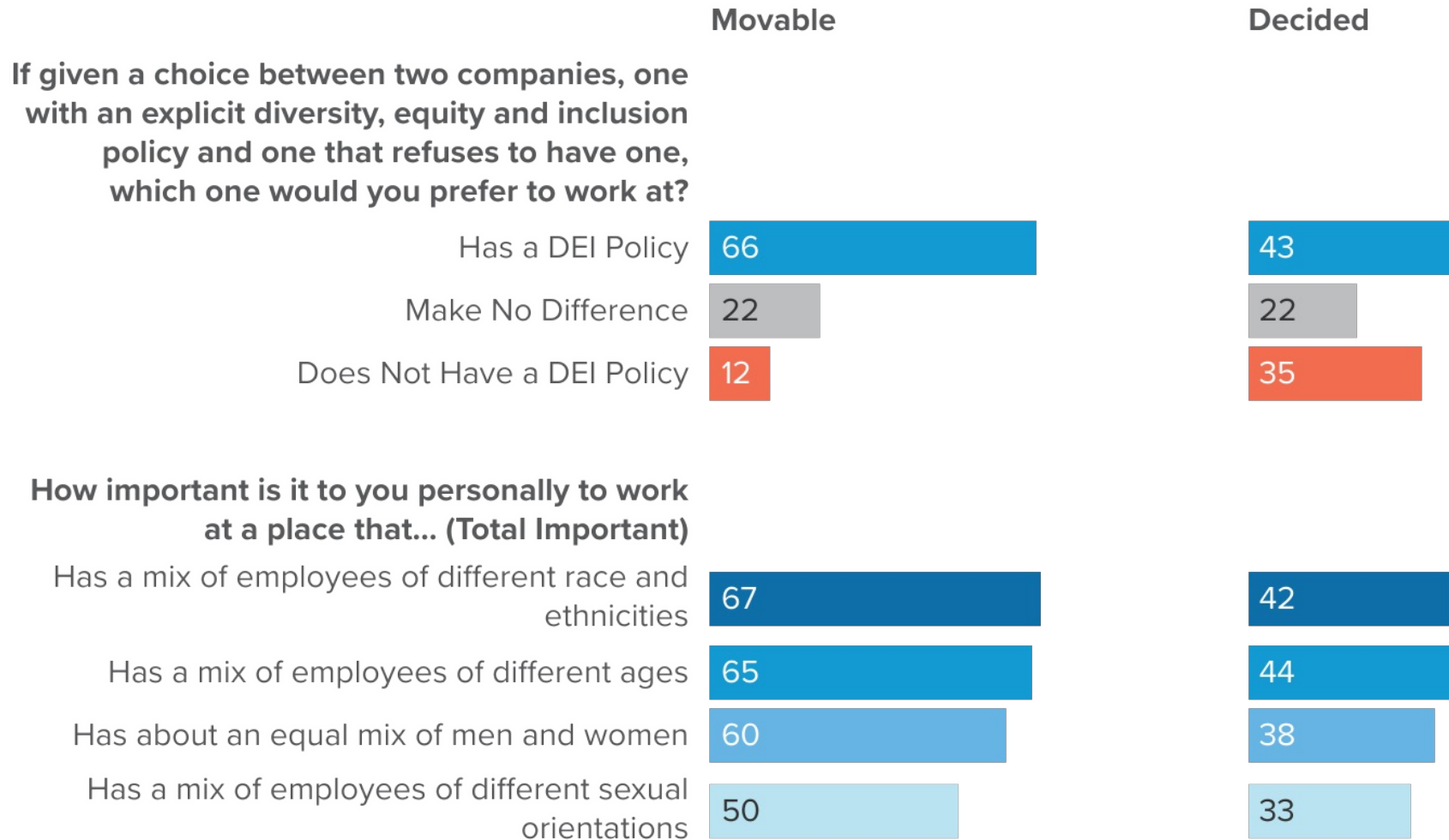
How To Move the Movable?

Young movables believe aggressive policing tactics and incidents of police violence will increase if Trump is re-elected. Democrats should call this out aggressively in making the case against Trump and MAGA.



How To Move the Movable?

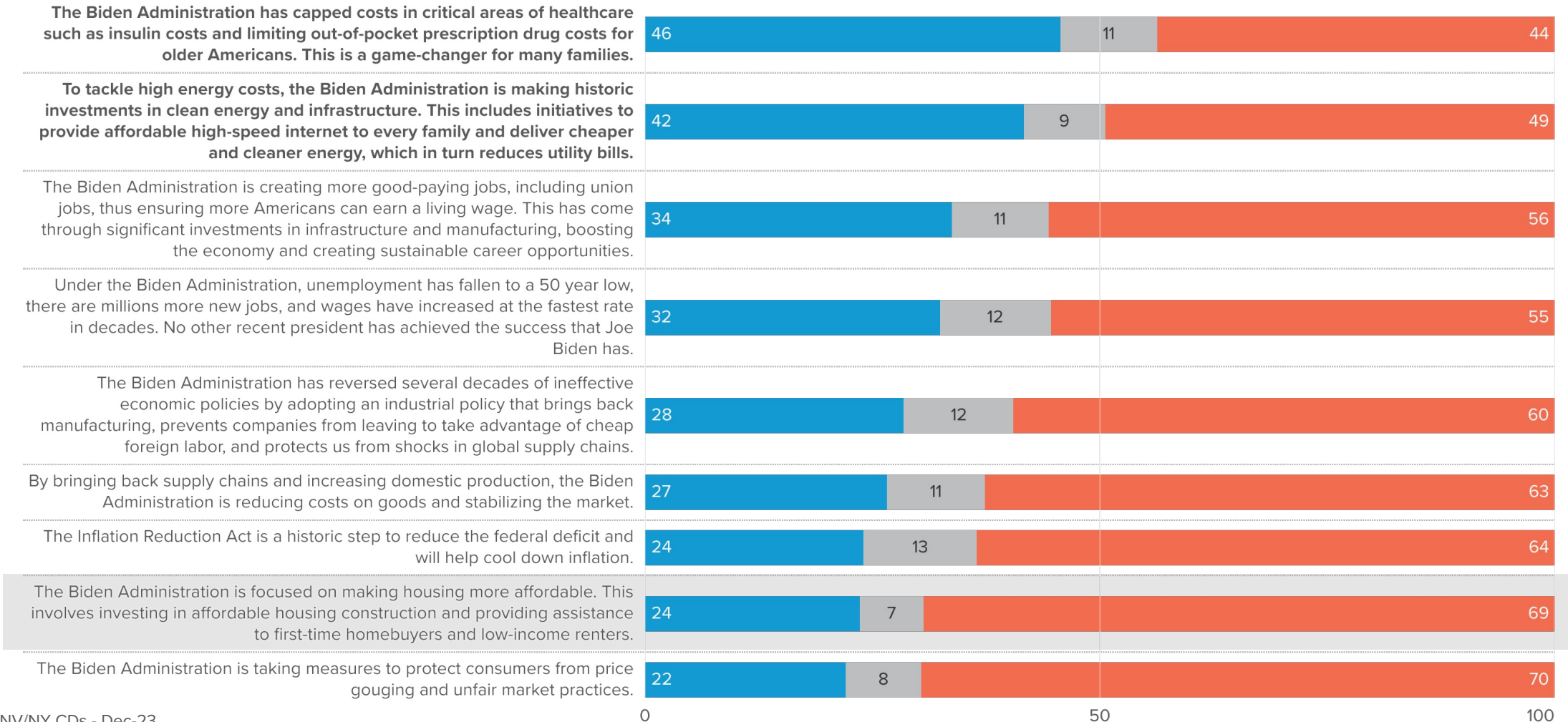
Young movables prioritize working in a company with a DEI policy and is committed to its principles.



How To Move the Movable?

Movables find Biden’s record on costs more believable than general election performance statements. The housing message is especially weak.

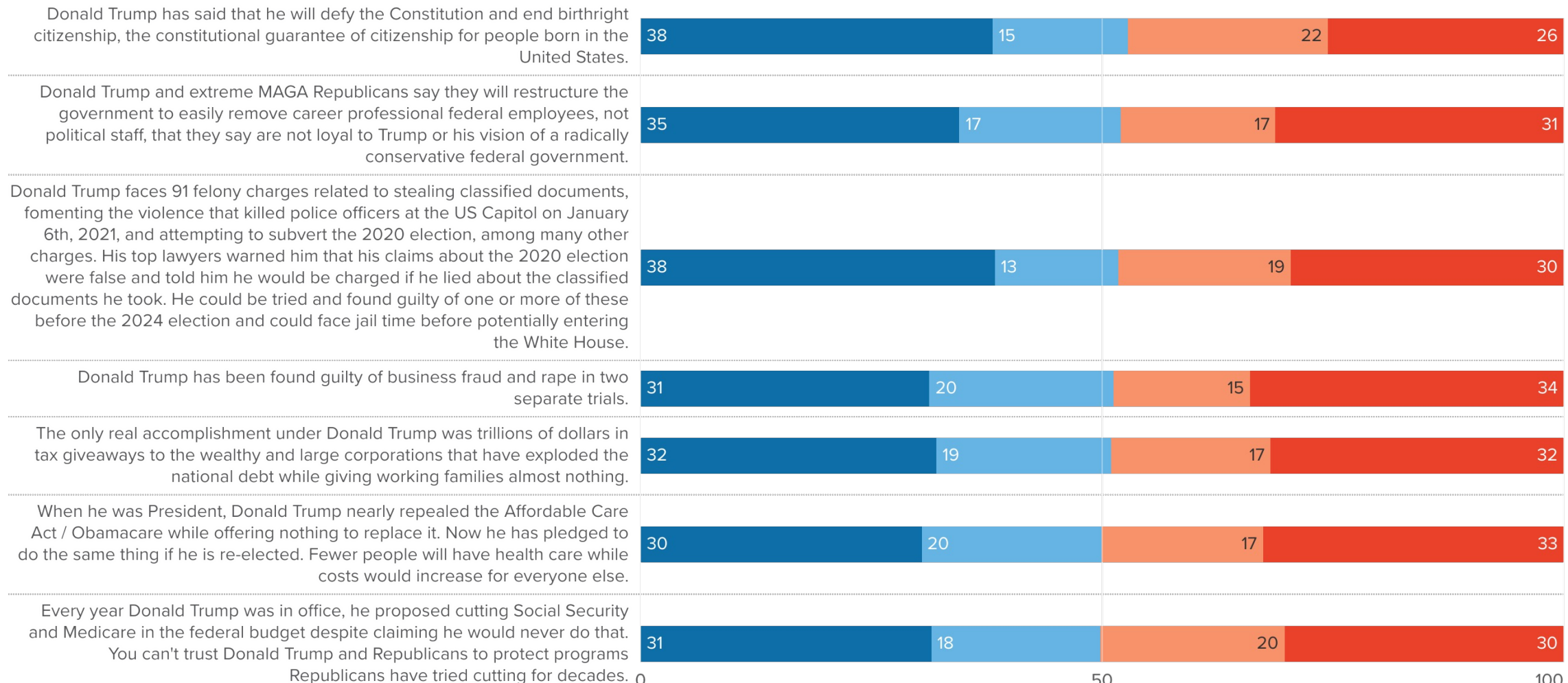
● Believable ● Not sure ● Not Believable



How To Move the Movable?

Movables respond most to what Trump plans to do in a second term, defying the Constitution, and the crimes he is currently charged with.

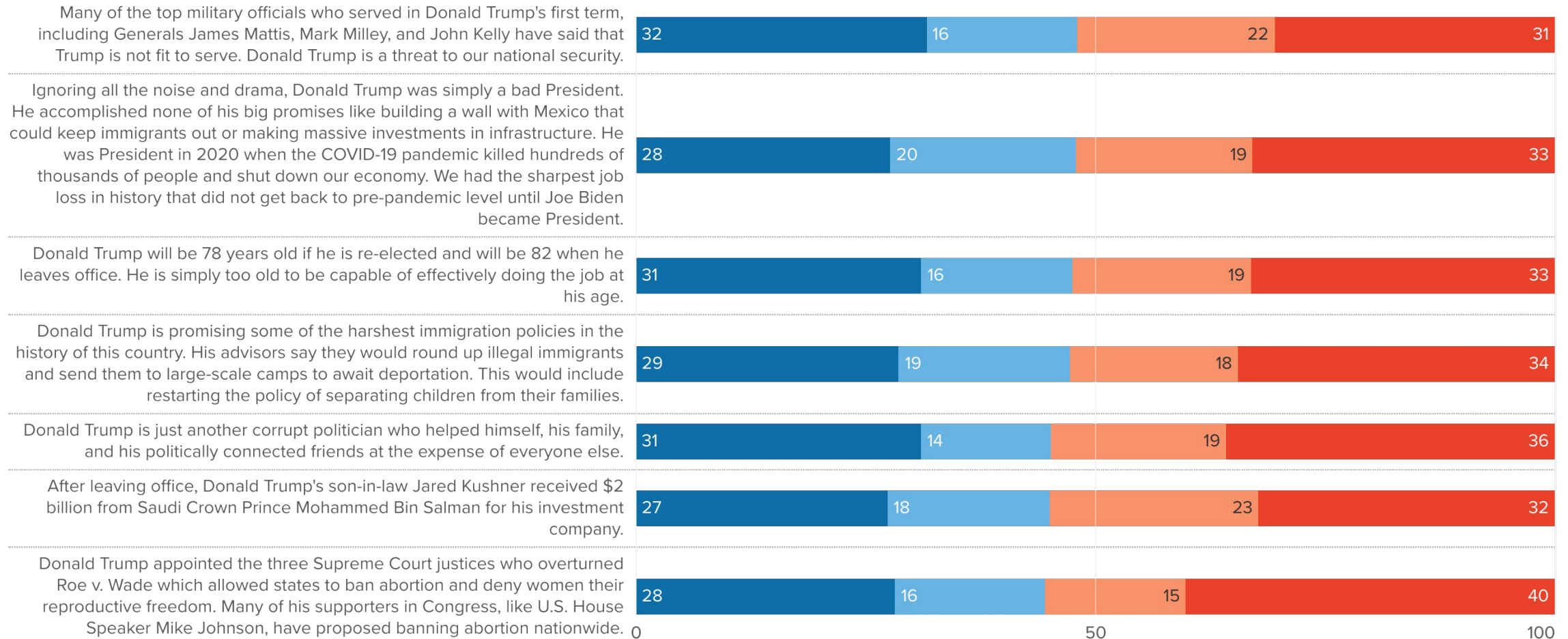
● Very Serious Doubts ● Serious Doubts ● Minor Doubts ● No Real Doubts



How To Move the Movable?

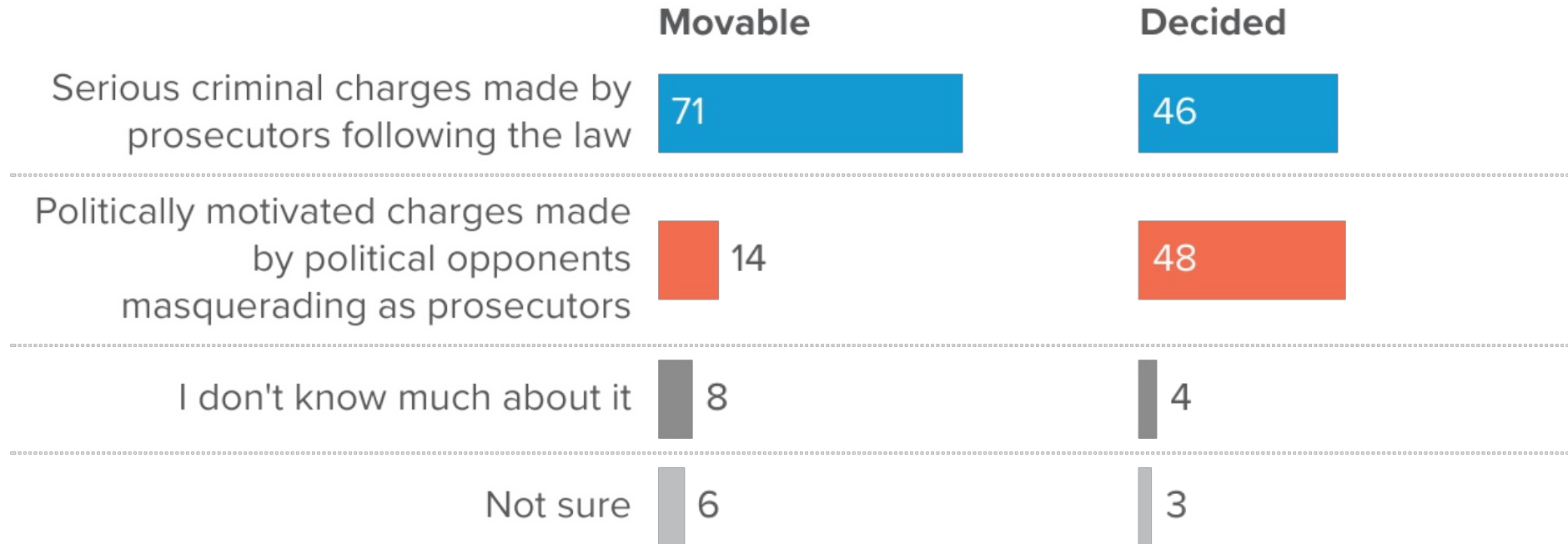
Movables respond most to what Trump plans to do in a second term, defying the Constitution, and the crimes he is currently charged with.

● Very Serious Doubts ● Serious Doubts ● Minor Doubts ● No Real Doubts



How To Move the Movable?

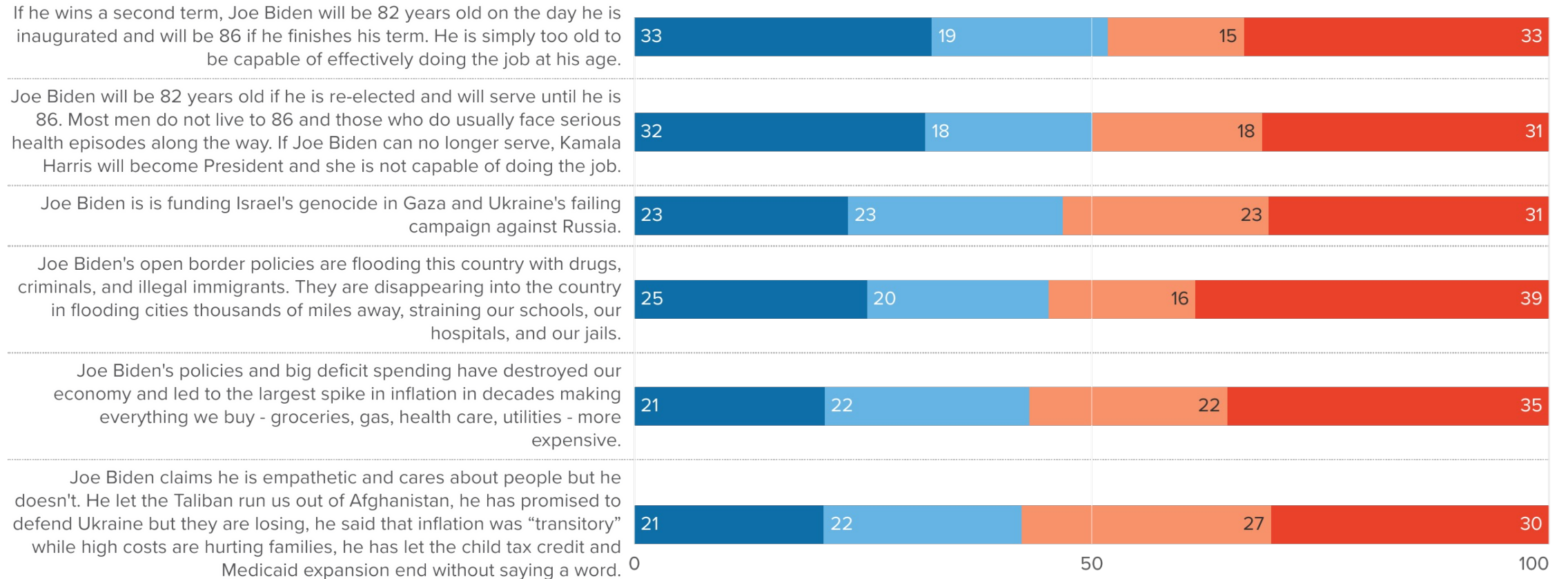
Young movables largely view the charges against Trump as serious



How To Move the Movable?

Biden's biggest challenge with movables is his age.

● Very Serious Doubts
 ● Serious Doubts
 ● Minor Doubts
 ● No Real Doubts





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