

The background of the slide is a photograph of children holding small American flags. The scene is set during sunset or sunrise, with warm, golden light filtering through the background. The children are in the foreground, their faces partially visible, holding the flags high. The flags are in sharp focus, showing the stars and stripes clearly.

# Pulse of the Nation Report

Analysis of Voter Attitudes in Nevada, Pennsylvania, and  
Competitive New York Congressional Districts

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 team has studied more than 27 million data points from 200,000+ unique voters, including more than 63,000 Democrats, 66,000 Independents, and 67,000 Republicans. **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 the results from our recent Future Majority/Change Research survey of 2,532 voters in Nevada, Pennsylvania, & competitive New York congressional districts (Dec. 3-7, 2023) and other previous insights.

There is a flood of polling shared online these days: some quality, but much is garbage. Our recommendation is for Democrats to remain focused on the issues and delivering for the people.

## Recommendations:

- **Get Loud, Be Proud.** Joe Biden is a very good president and Democrats are delivering for the people. Voters support the Democrats agenda, otherwise they would not be winning election after election. With that said, a significant amount of persuasion and education is needed to reach voters so they understand what the Democrats have done, and how their policy agenda will continue to give Americans more financial and individual freedom. *Note: Too often, Democrats fail to acknowledge the challenges Americans face and try to win folks over with statistics and policy. First, acknowledge the challenges, and then make the policy argument while highlighting the American worker as the hero of the story.*
- **Contrast with the Republican policy agenda.** The MAGA Republican agenda is an extreme assault on individual and financial freedom. From abortion bans to tax giveaways for the ultra-rich and attacks on Social Security and Medicare, there is a lot of material for Democrats to utilize in making their contrast arguments.
- **Elections are about the Future.** Debates over the past or centering on politicians do not work. Voters want solutions to the issues. Democrats should utilize the Freedom Frame and proposing ideas to create more opportunity for people to build a governing majority.

# 3 Points of Emphasis in the Data

## 1) Democrats need a more persuasive economic message: “Bidenomics” does not work

- The data shows that **7 out of 10 voters** say their income is falling behind the cost of living. Additionally, former President Trump is more trusted than President Biden by 14-points on lowering the cost of living and 11-points jobs and the economy.
  - Biden also trails Trump with Independents on their approval of handling the economy. Just 18% approve of Biden, while 52% approve of Trump.
  - One area Democrats can make an effective argument on lowering costs is healthcare. Use the accomplishment of capping insulin costs to speak to a larger agenda of lowering health costs by holding corrupt insurance practices accountable and improving transparency in healthcare while defending the Affordable Care Act from MAGA extremists.

## FM recommendation: Take Back Small Business with Made in America

- Key legislation passed by Joe Biden and the Democrats empower small business to start and grow, which helps combat the cost of living. Acknowledge that more work needs to be done, use the **Financial Freedom Frame** and wrap it in Made in America to make the worker the hero of the story.
  - 83% of voters agree with the statement: “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.”
  - 91% of voters agree with the statement: “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.”



# 3 Points of Emphasis in the Data

## 2) Leader Hakeem Jeffries & House Democrats' Message is Effective

- Voters prefer the House Democrats' For the People agenda 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.
- 26% of voters approve of the job that the Republican-led Congress has done under Speaker Mike Johnson in improving their life. Do not let Trump distance himself from his Extreme MAGA GOP allies in the House. Trump handpicked extreme culture warrior Speaker Johnson. Add in the Trump Courts and it is a very strong attack on Republicans.

## 3) Younger Voters Need Motivation & Persuasion/Education

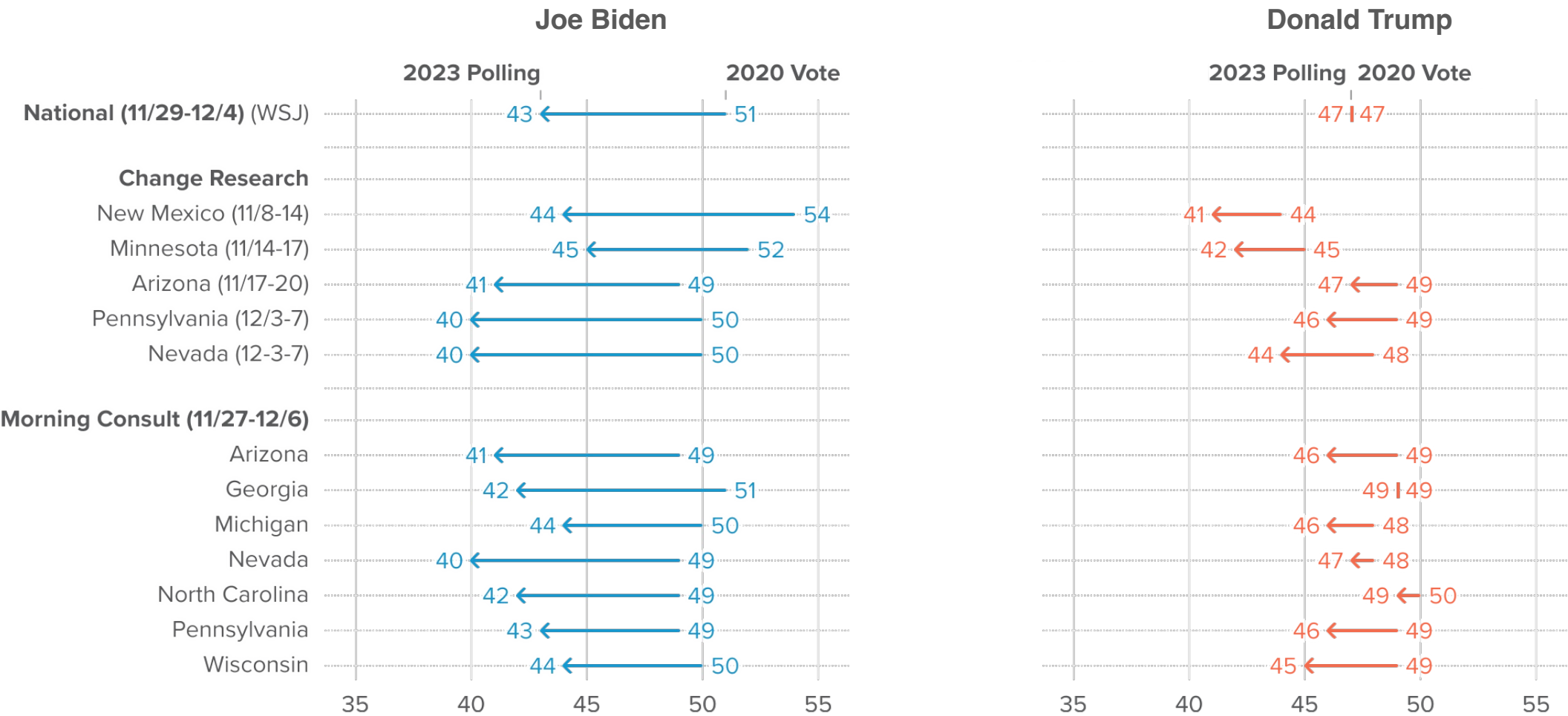
- **Two key points:** Among 18-34-year-old voters (minus committed Trump voters), 72% "believe MAGA Republicans threaten Democracy." However, just 14% say "since Joe Biden has become President, things have gotten better in my community."
- **49% of all 18-34-year-old voters believe that Republicans are more extreme** compared to 32% who say Democrats. With 18-women ages 18-34, 59% see Republicans as more extreme and 18% say Democrats, a 41-point advantage for Democrats.
- Only 23% of voters 18-34 years of age approve of "Joe Biden's handling of the conflict between Israel and the terrorist group Hamas, including his leadership on securing the recent pause in fighting to get hostages released and deliver humanitarian aid."



# The Landscape

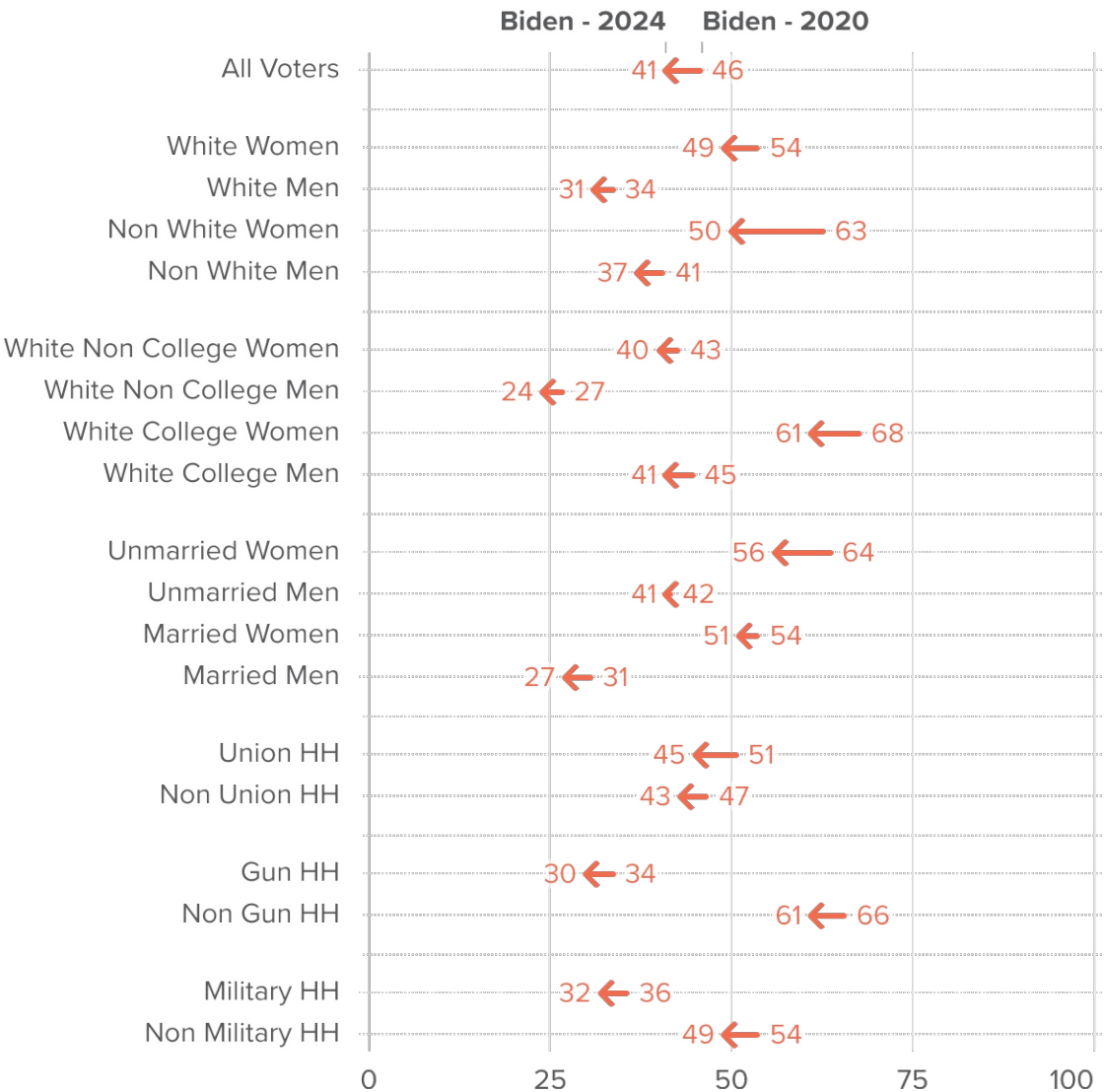
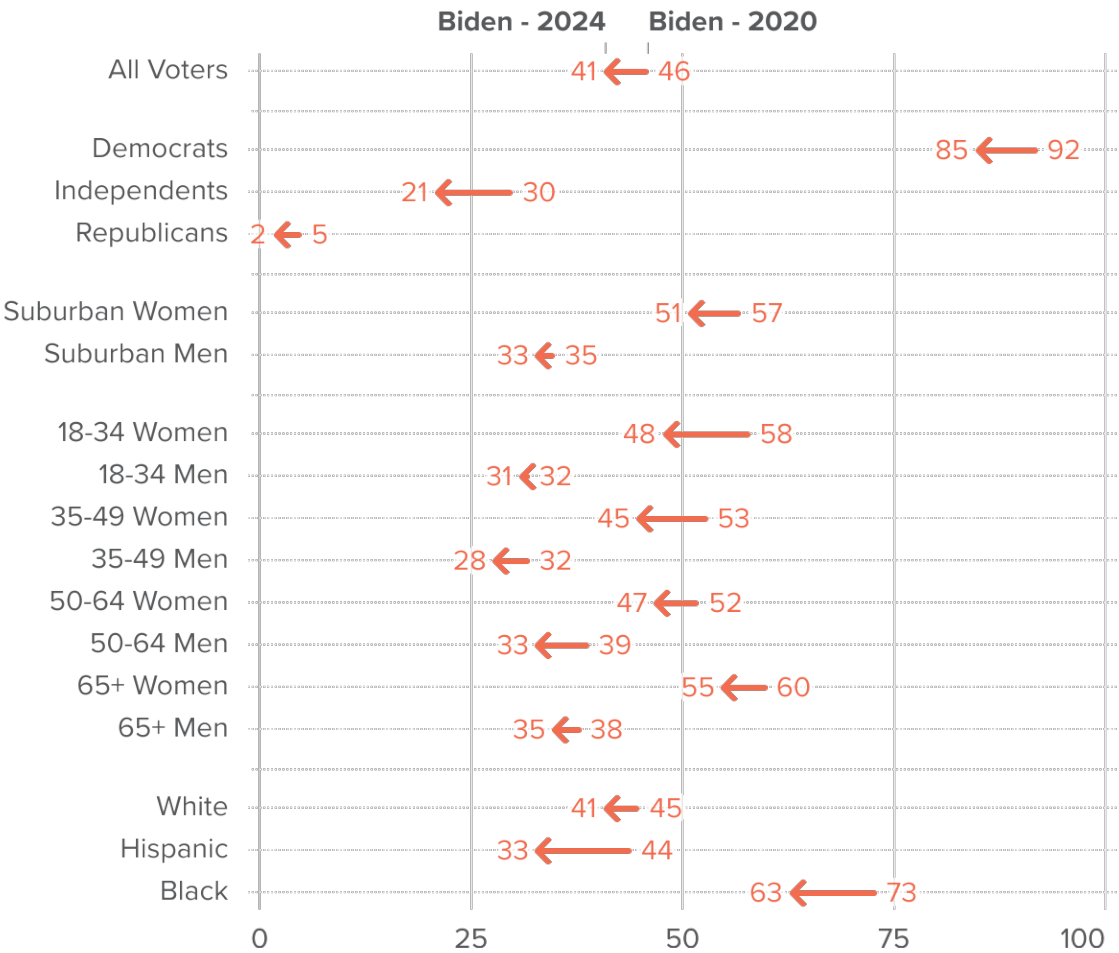
# The Current Landscape: Much More Work to be Done

While polls ebb and flow, the data clearly shows a lot of work needs to be done in 2024.



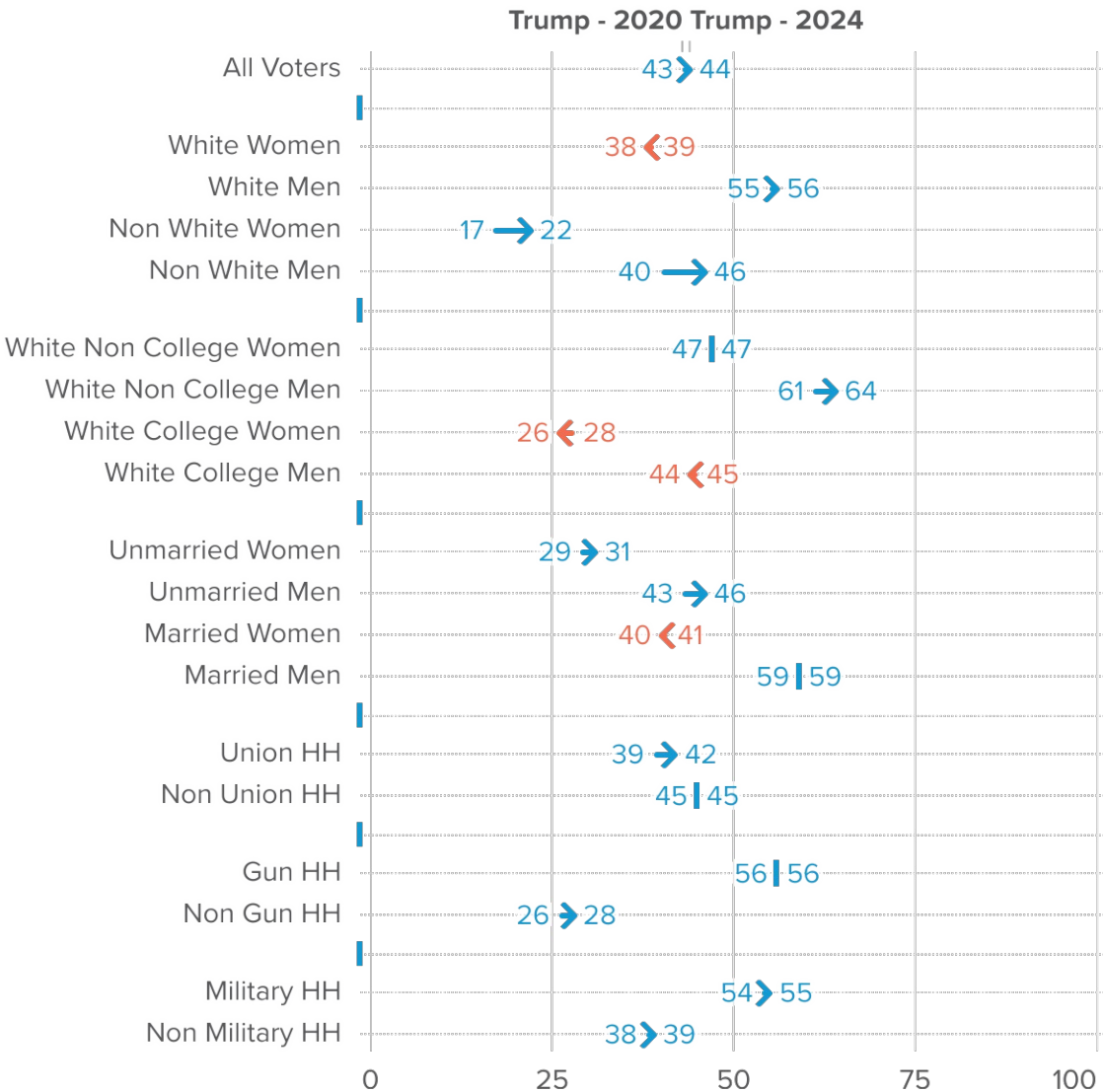
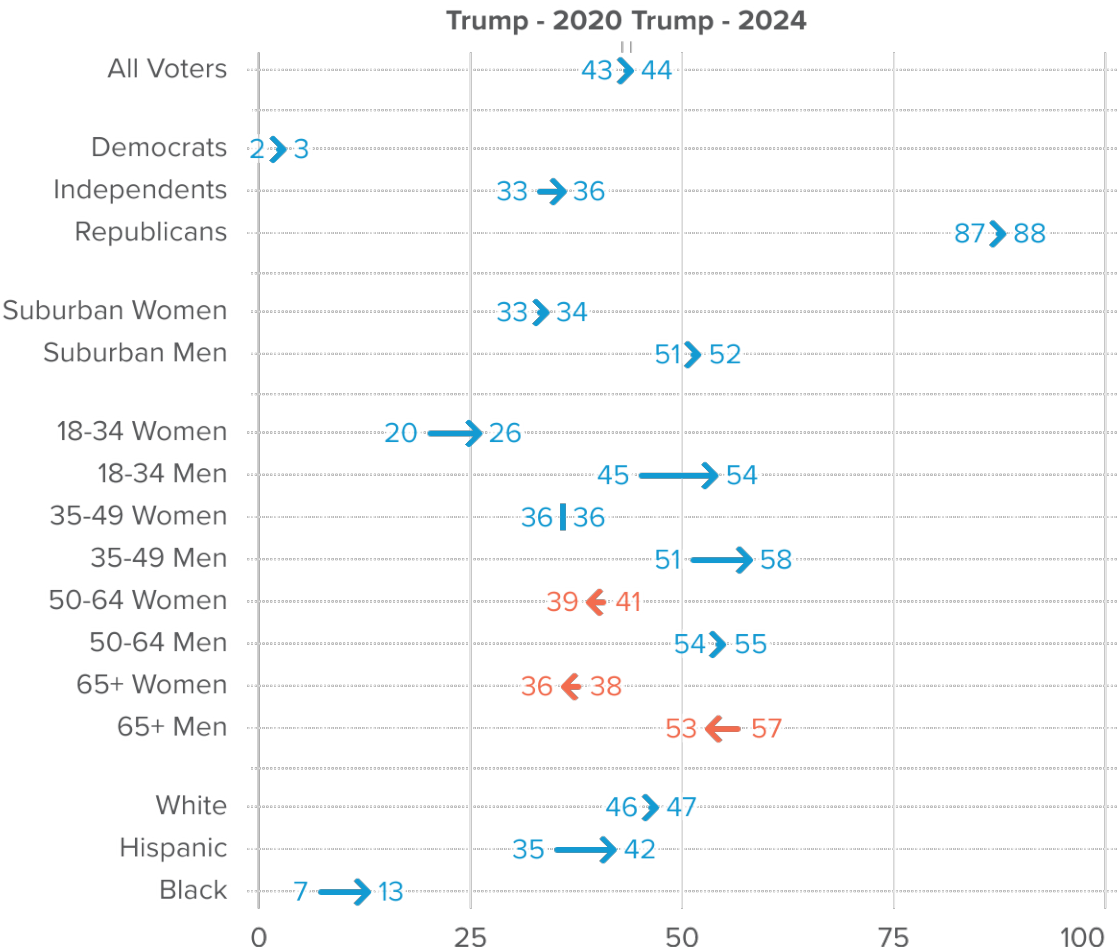
# Change in Support for Biden from 2020 to 2024

Compared to who voters said they supported in 2020, Biden has fallen most with young women, people of color, & Democrats and Independents.



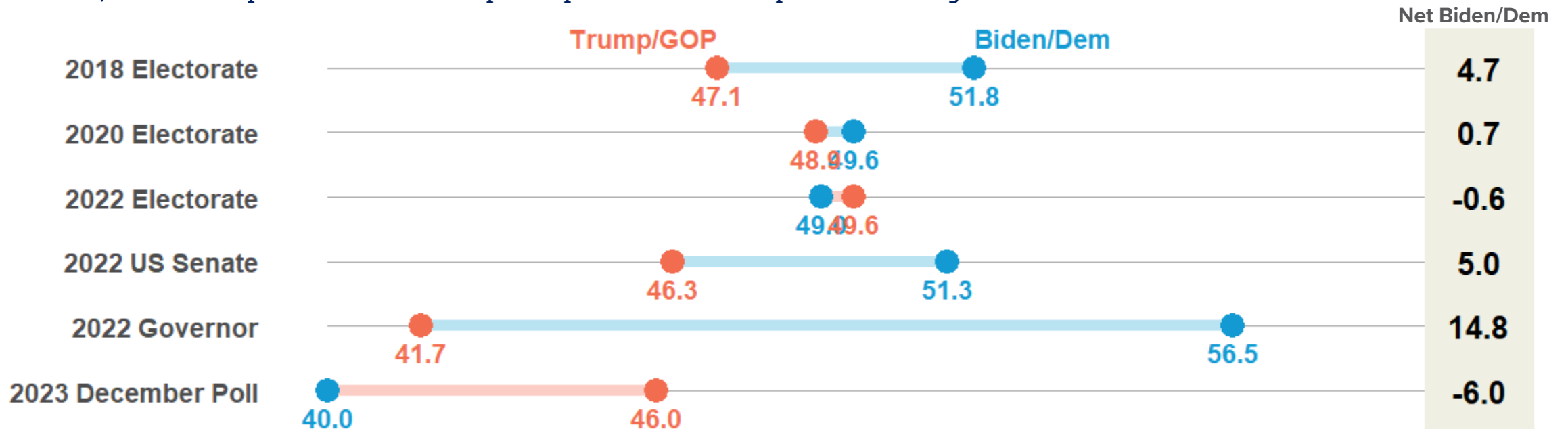


# Change in Support for Trump from 2020 to 2024



# Recent Pennsylvania Turnout

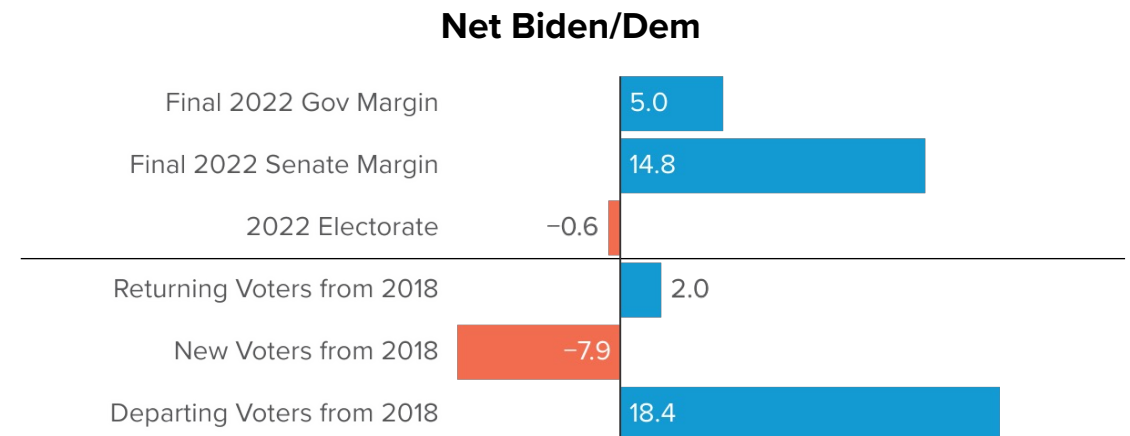
In 2022, more Trump than Biden voters participated. Democrats persuaded a significant number of them to win



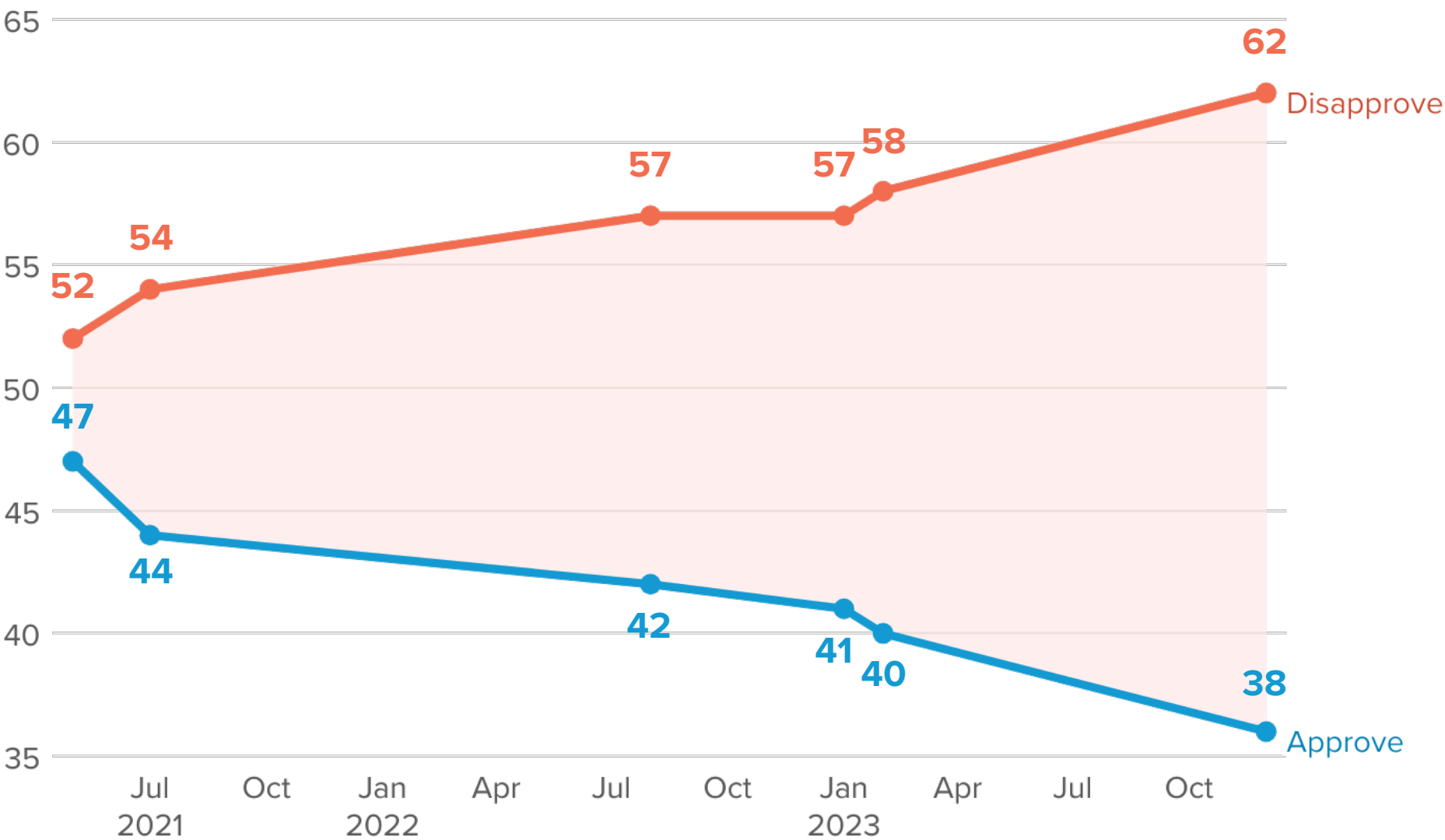
**851,315** Biden voters in Pennsylvania did not vote in 2022

↓ The 2022 Pennsylvania electorate had **0.6** points fewer Biden voters than in 2020.

↑ John Fetterman got **2.3** points more than the share of Biden voters in the 2022 electorate. Josh Shapiro got **7.5** point more.

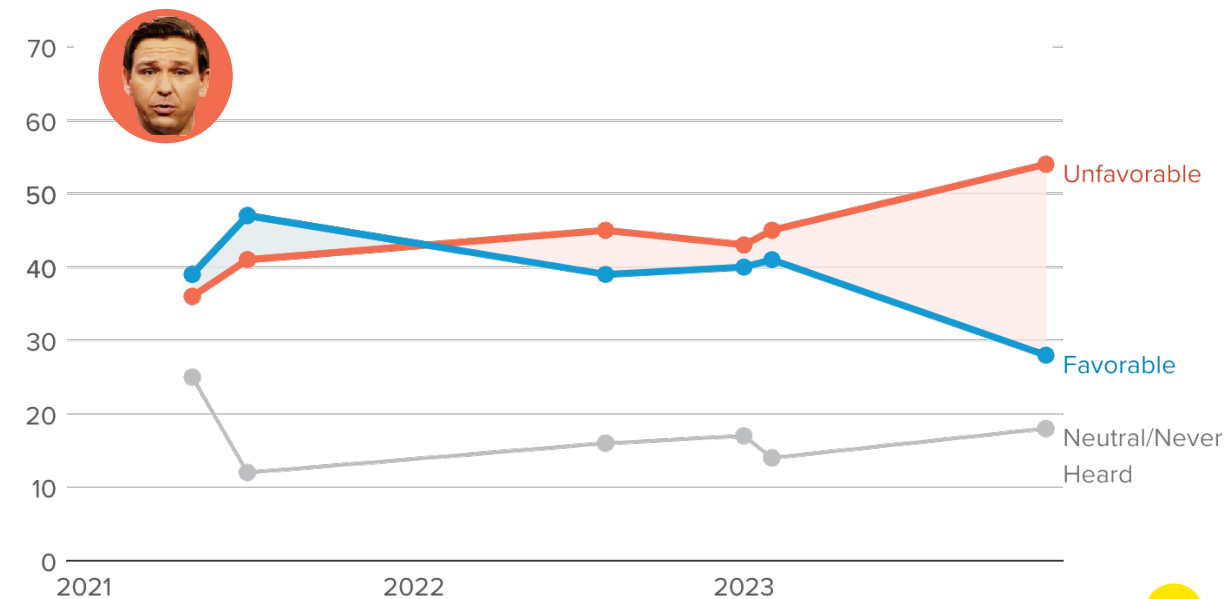
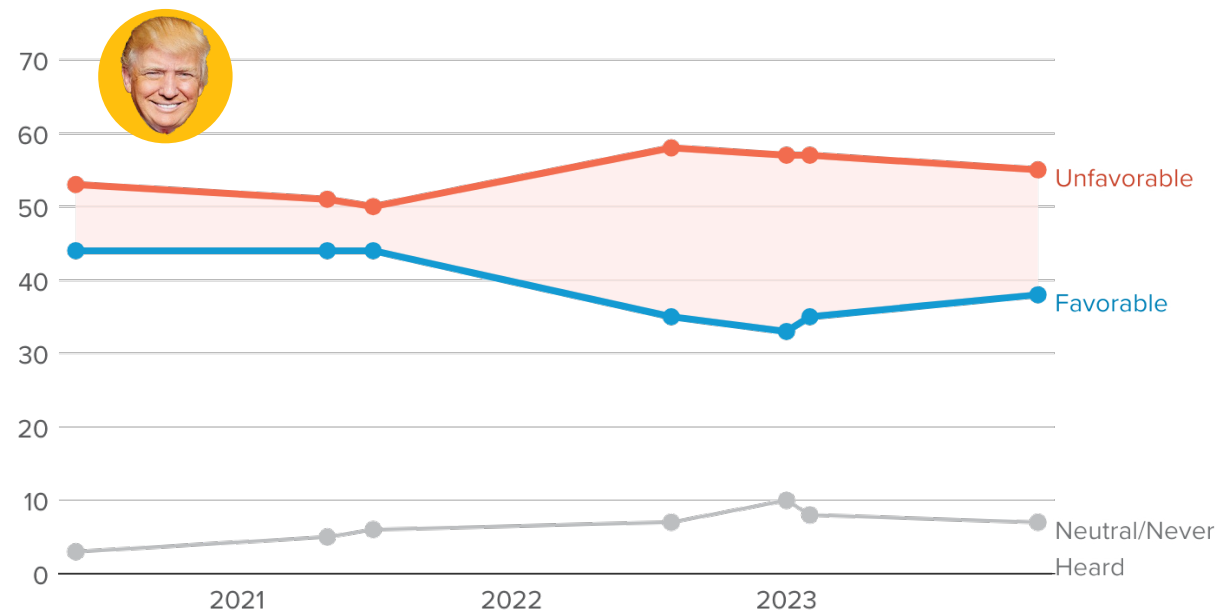
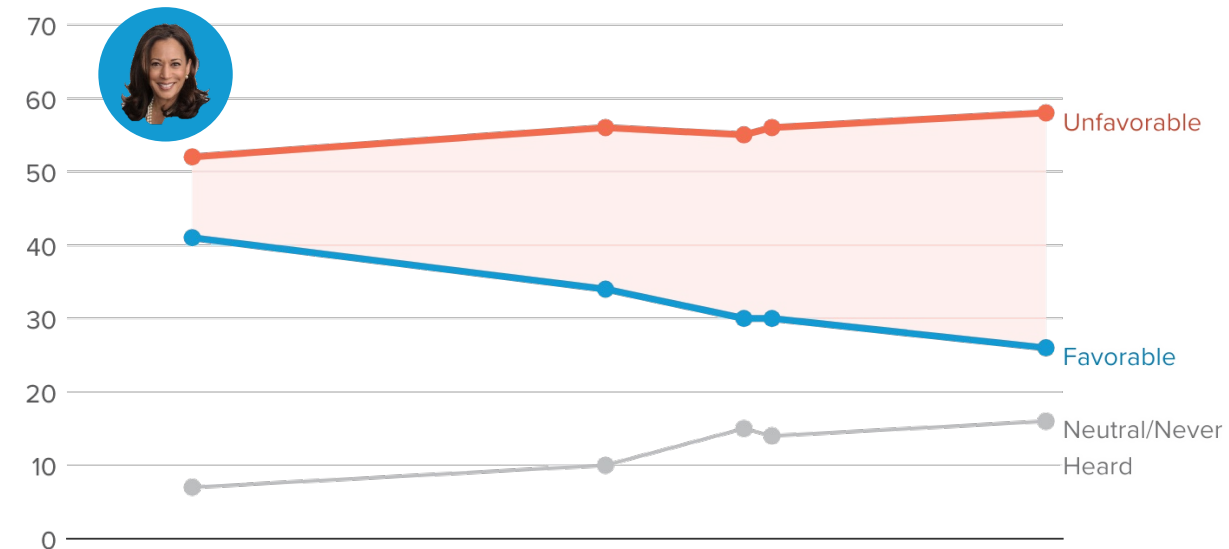
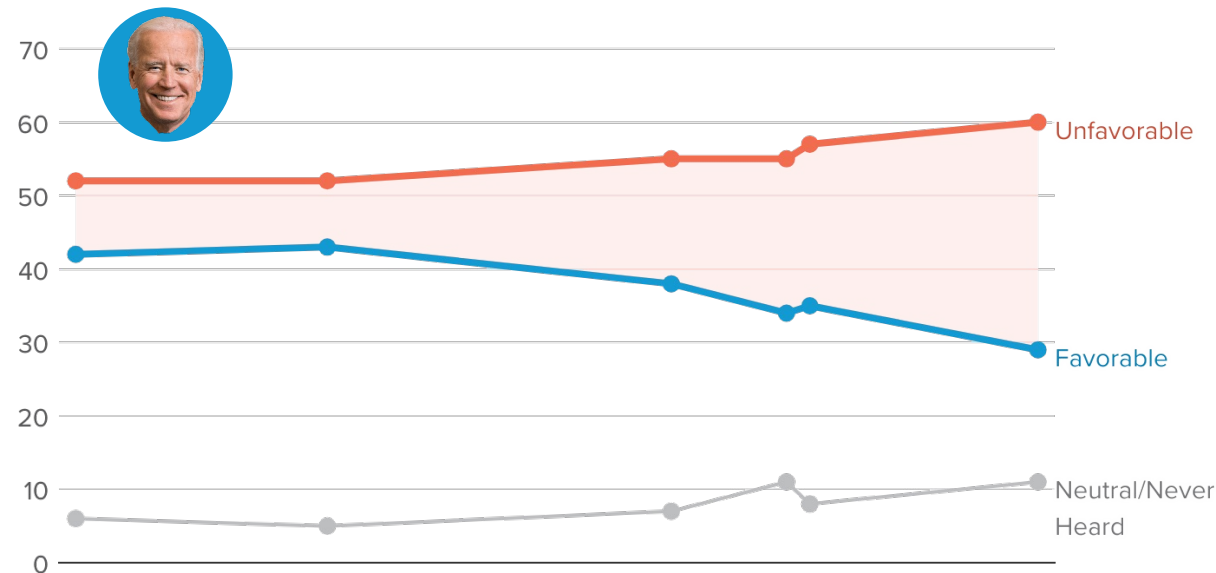


# Biden Job Performance Trend in Pennsylvania





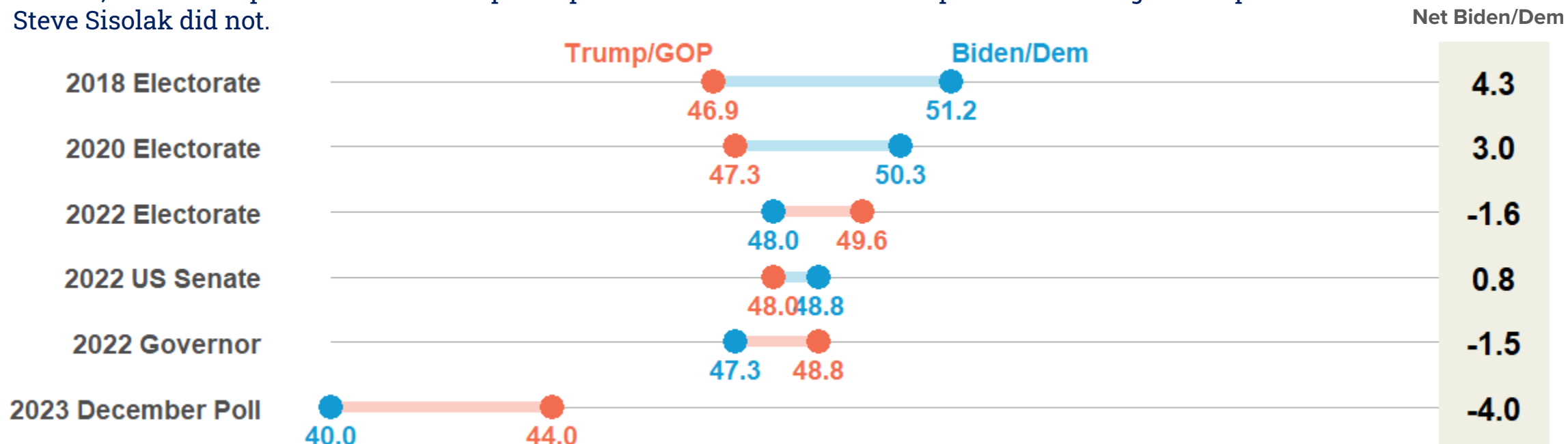
# Personal Popularity Trend in Pennsylvania





# Recent Nevada Turnout

In 2022, more Trump than Biden voters participated. Catherine Cortez-Masto persuaded enough Trump voters to win. Steve Sisolak did not.



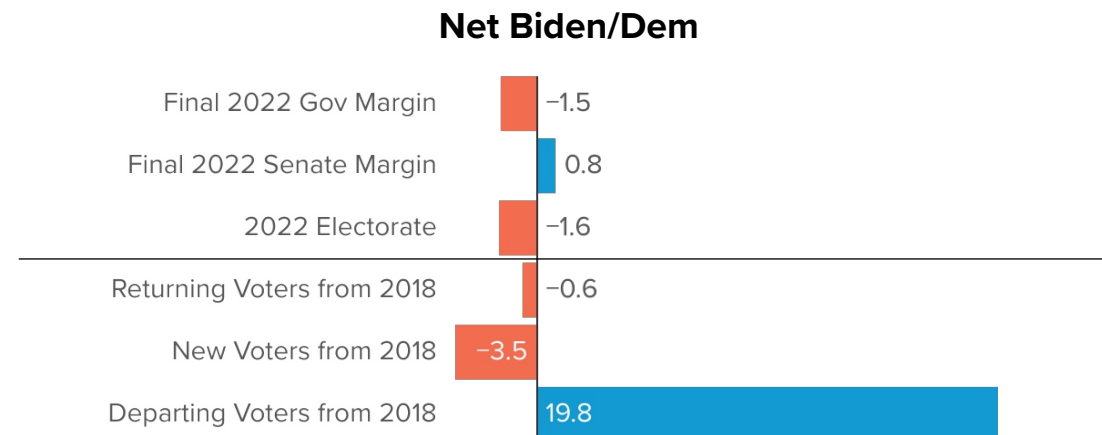
**230,155** Biden voters in Nevada did not vote in 2022



The 2022 Nevada electorate had **2.3** points fewer Biden voters than in 2020



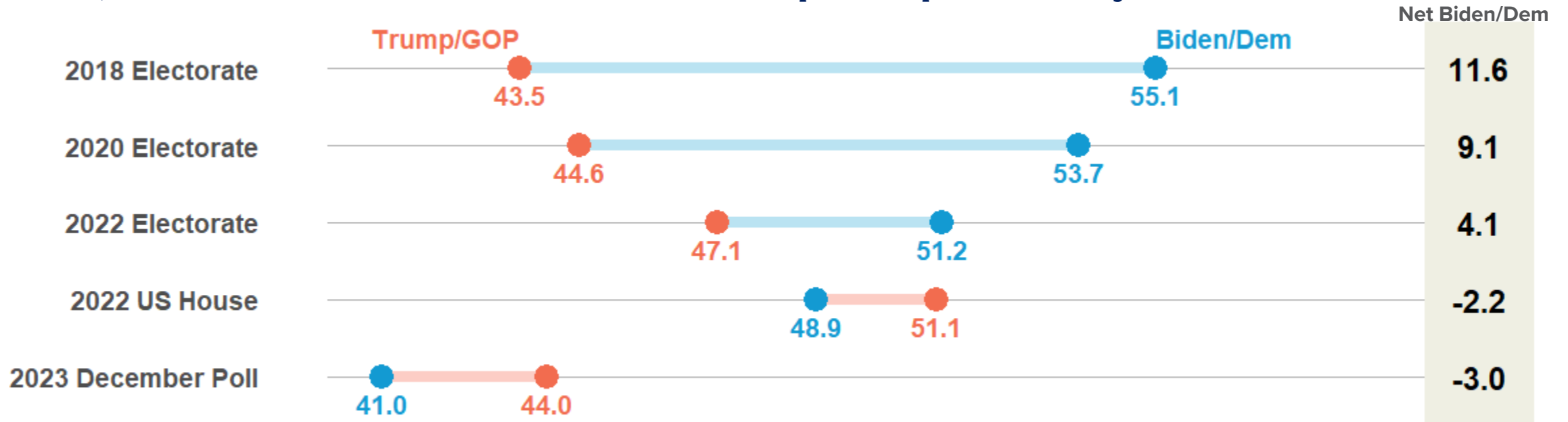
Catherine Cortez-Masto got **0.8** points more than the share of Biden voters in the 2022 electorate. Steve Sisolak got **0.7** point more.





# Recent New York Swing CDs Turnout (03, 04, 17, 18, 19, 22)

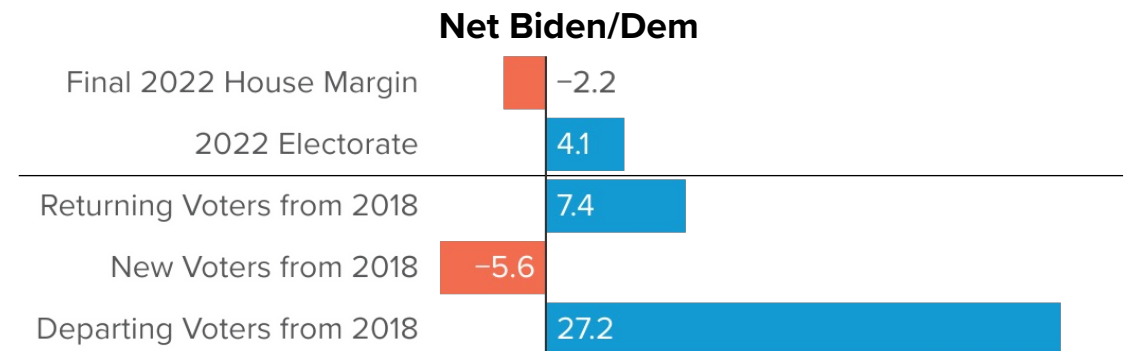
In 2022, the electorate had fewer Biden voters than in 2022 and Republicans persuaded enough other to win



**392,293** Biden voters in these districts did not vote in 2022

↓ The 2022 Swing NY CD electorate had **2.5** points fewer Biden voters than in 2020.

↓ House Democrats got **2.3** points less than the share of Biden voters in the 2022 electorate.





# U.S. Senate Matchups



Nevada

December 2023

Jacky Rosen

39

Sam Brown

38

Not sure

23

March 2023

Jacky Rosen

43

Adam Laxalt

41

Not sure

15



Pennsylvania

Bob Casey

44

David McCormick

41

Not sure

15

Bob Casey

44

David McCormick

40

Not sure

16

# U.S. House – Generic Matchup



## Competitive New York Congressional Districts



# What Drives Voter Sentiment

Voters are not receptive to hearing about economic successes that do not align with their lived experiences



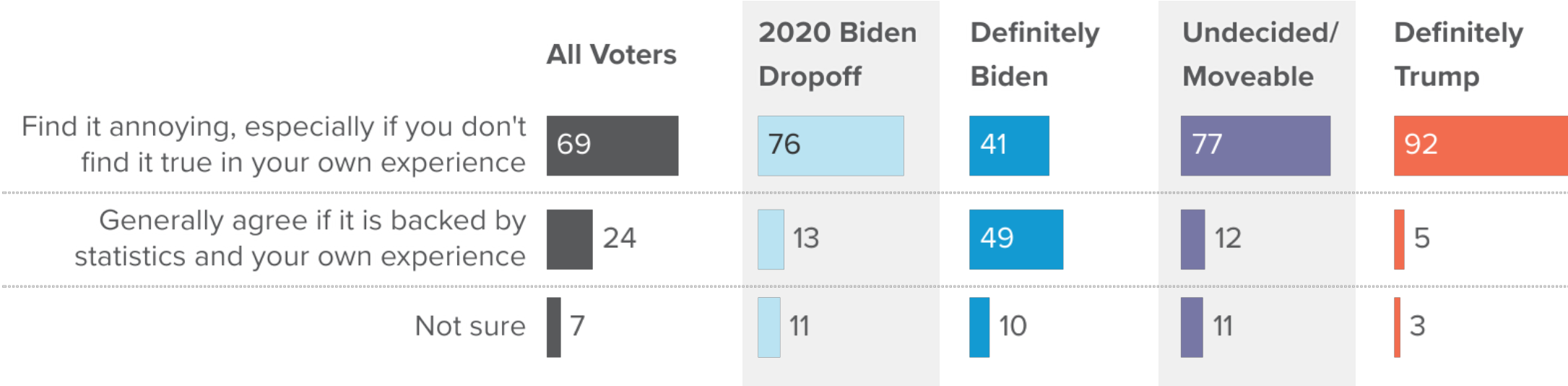
# Key Voter Segments Influence the Overall Landscape

Our analysis has identified three key groups that Democrats need to improve their standing with if they hope to rebuild support for their governing agenda. *Note: a large segment considers themselves Low Income or Working Class.*

- **Biden Drop-offs:** These voters supported Joe Biden in 2020, but they are not yet convinced to support him again in 2024. In this survey, they are 66% women, and 59% under 49. Most (55%) do not have college degrees. 59% are white, 23% Hispanic, and 11% Black. Most are Democrats (60%), but nearly a quarter (22%) are Independents. 61% describe themselves as Low Income or Working Class.
- **Undecided & Moveable:** These voters haven't made up their mind yet, and they don't really like either option. In this survey, they are 57% women and 57% are under age 49. 60% do not have college degrees. They are split 44% Democrat, 43% Republican, and 13% Independent. Half describe themselves as Low Income/Working Class.
- **Pure Independents:** Self-identified Independents. Most (82%) are under age 64, but are split nearly evenly among other age ranges: 28% are 18-34, 28% are 35-49, and 26% are 50-64. 62% identify themselves as white, 15% Hispanic, 9% Black, and 4% AAPI. 61% say they see themselves as Low Income or Working Class. 63% say they do not have a college degree.

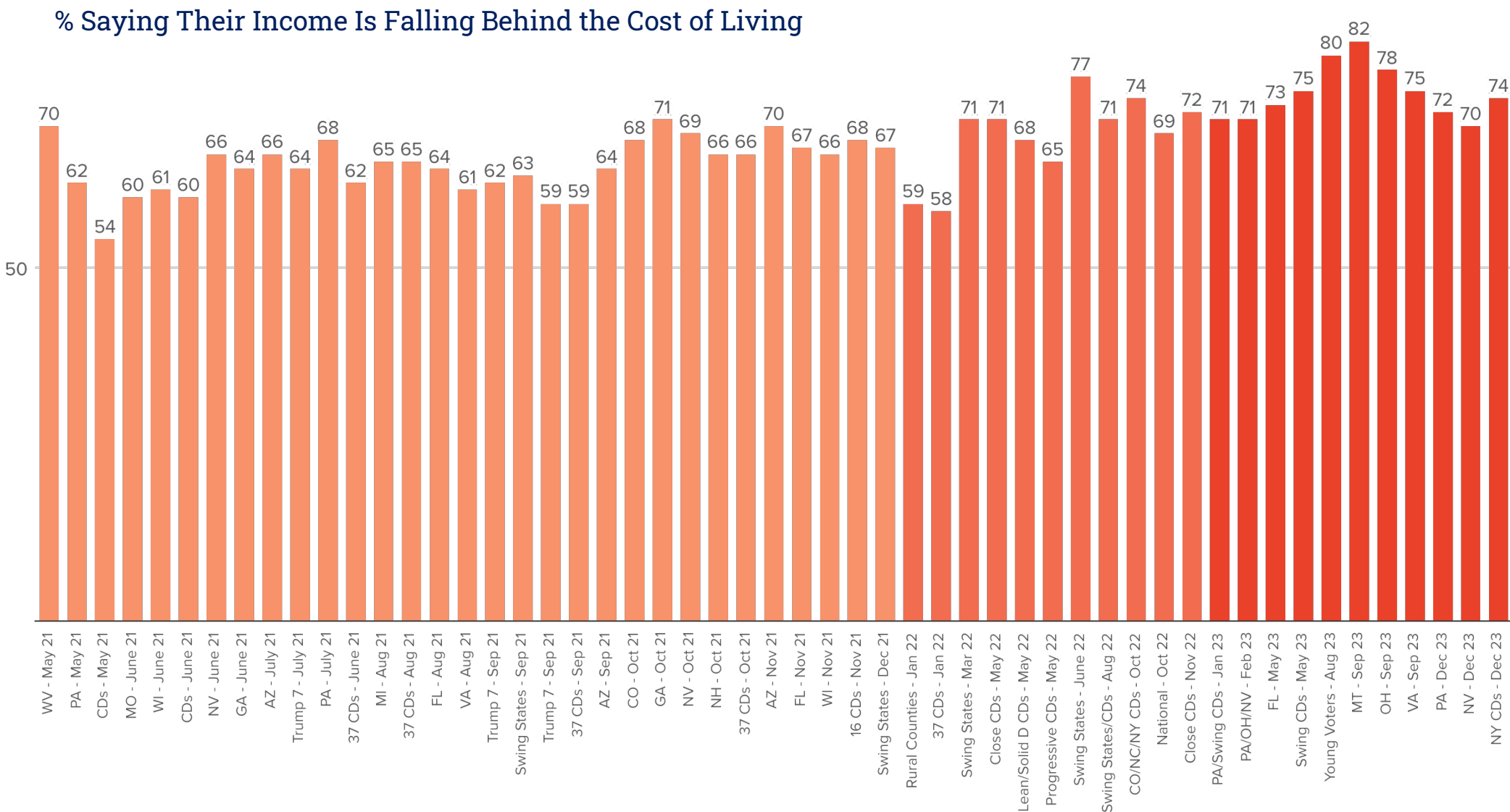
# Voters Find It Annoying When Politicians Say the Economy is Doing Well

When an elected official says the economy is doing well, do you:



# This Chart Defines the Last Three Years

The share of voters saying their income has been falling behind the cost of living has consistently risen over the last three years

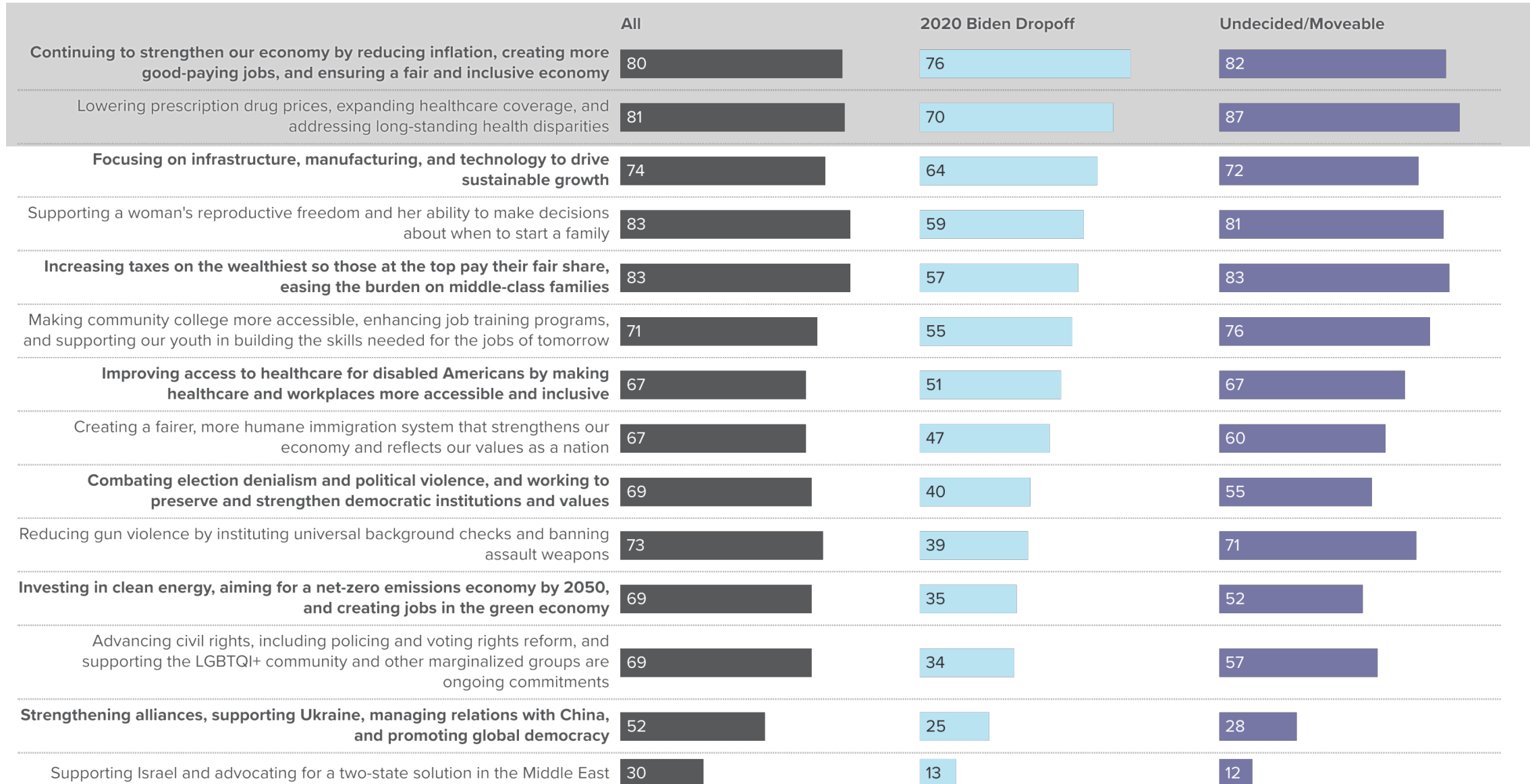


# Most Important Issue

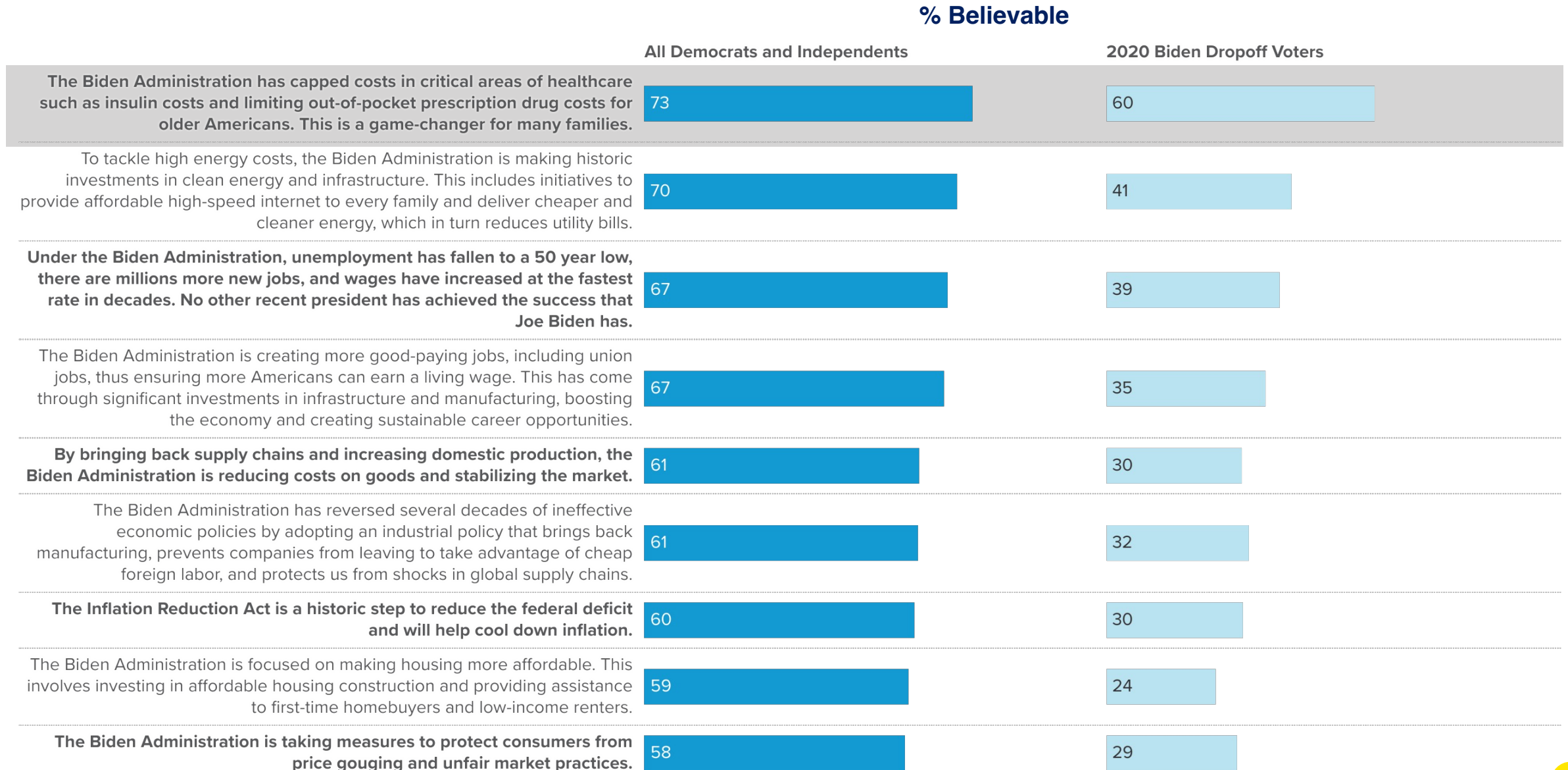
All Voters	2020 Biden Dropoff	Definitely Biden	Undecided/ Moveable	Definitely Trump	RFK Voter	
58	62	37	68	73	74	The costs of goods like groceries and gas
42	28	9	34	75	41	Illegal immigration and the situation at the U.S.-Mexico border
40	43	46	47	33	45	The cost of healthcare
38	42	19	43	54	54	The amount of taxes you pay
37	50	35	47	36	42	The cost of housing
34	25	54	22	20	24	Attacks on democracy and voting rights
34	37	61	29	10	30	Abortion and reproductive freedom
29	27	32	28	26	28	Investing in America's infrastructure
29	33	17	34	38	30	Violent crime
26	34	51	24	5	21	Gun violence
25	36	33	30	16	29	Investing in public schools
24	10	4	15	46	22	Stopping the teaching of Critical Race Theory in public schools
24	15	8	20	41	28	China taking US jobs and intellectual property
23	27	19	25	26	29	Creating more good jobs in your community
21	27	34	22	7	17	Fighting racism in America
18	32	27	24	8	17	Student loan debt relief or the high cost of higher education
18	28	33	19	3	12	Extreme weather events and the impact of climate change
18	20	10	22	24	28	The shortage and delays of goods and supply chain problems
17	22	28	16	7	15	Restriction of LGBTQ rights, such as their right to marry and access to transgender care
14	10	5	11	24	15	The US trade war with China
14	13	29	9	2	8	The attack on the US Capitol on January 6th, 2021
14	18	17	16	9	15	Legalizing cannabis for recreational or medicinal use
13	14	10	11	16	16	Hamas's terrorist attack in Israel & Israel's response
12	13	15	10	11	13	Russia's war in Ukraine
12	5	4	8	21	11	Repealing the Affordable Care Act (aka Obamacare)
12	17	9	18	12	21	The influence of social media on mental health

# Most Important Goals for America to Achieve

Among everyone except Trump voters who say they would never vote for Biden

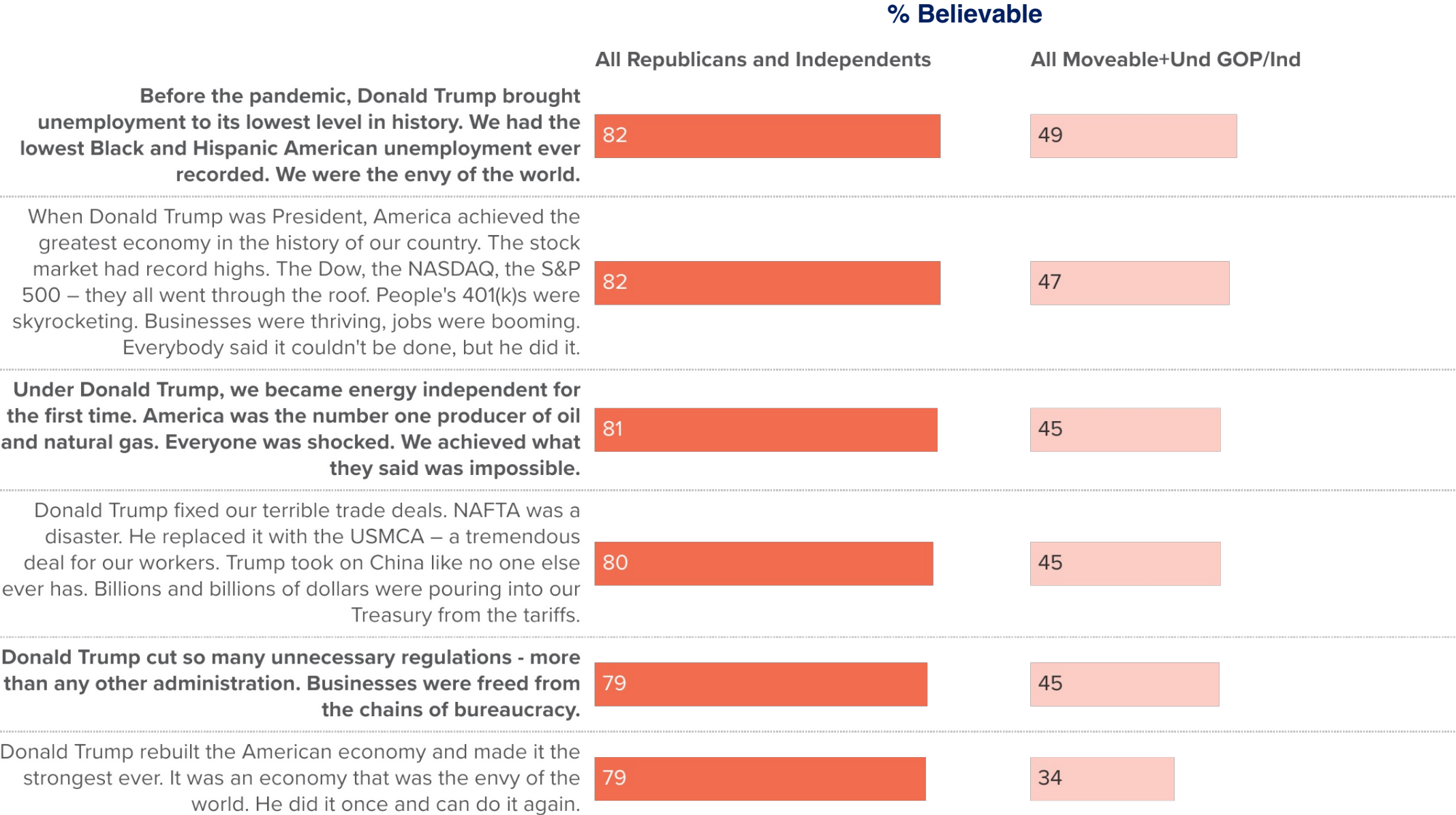


# Believability of Biden's Economic Claims (Democrats & Independents)





# Believability of Trump's Economic Claims (Republicans & Independents)

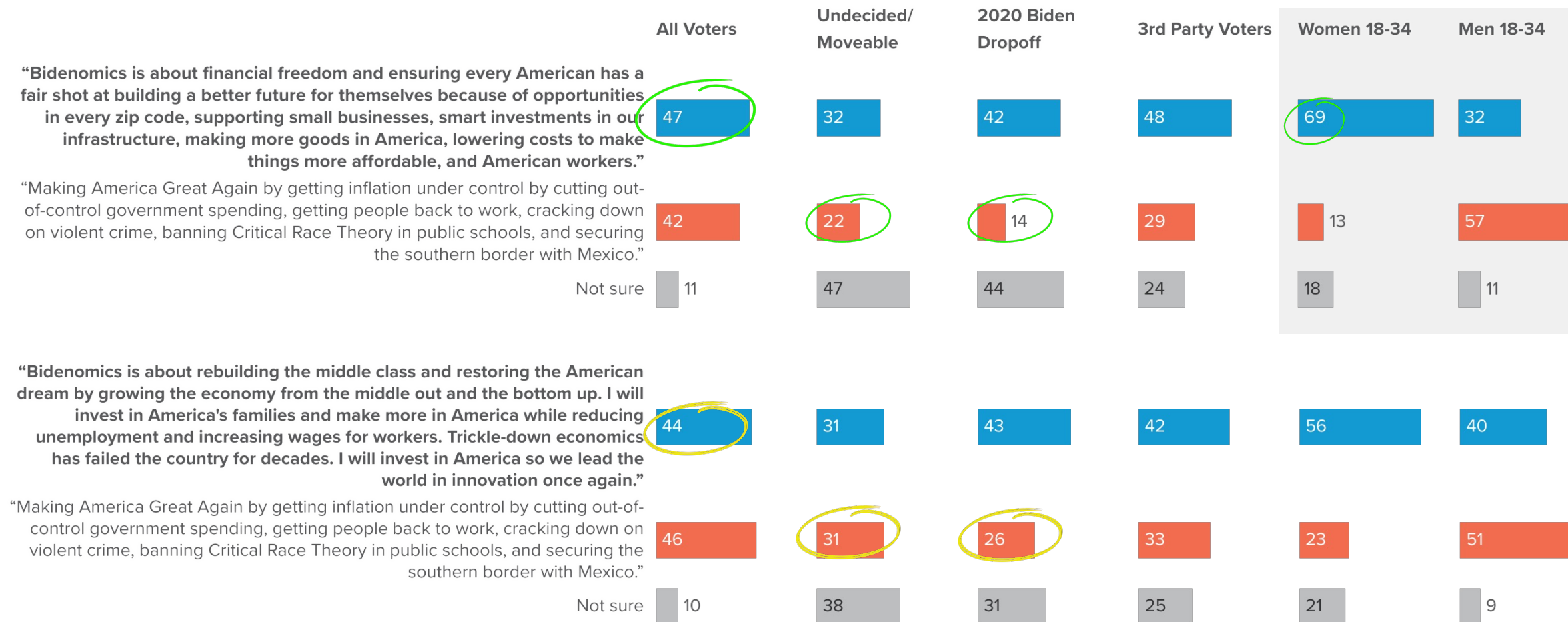


# Message Recommendations

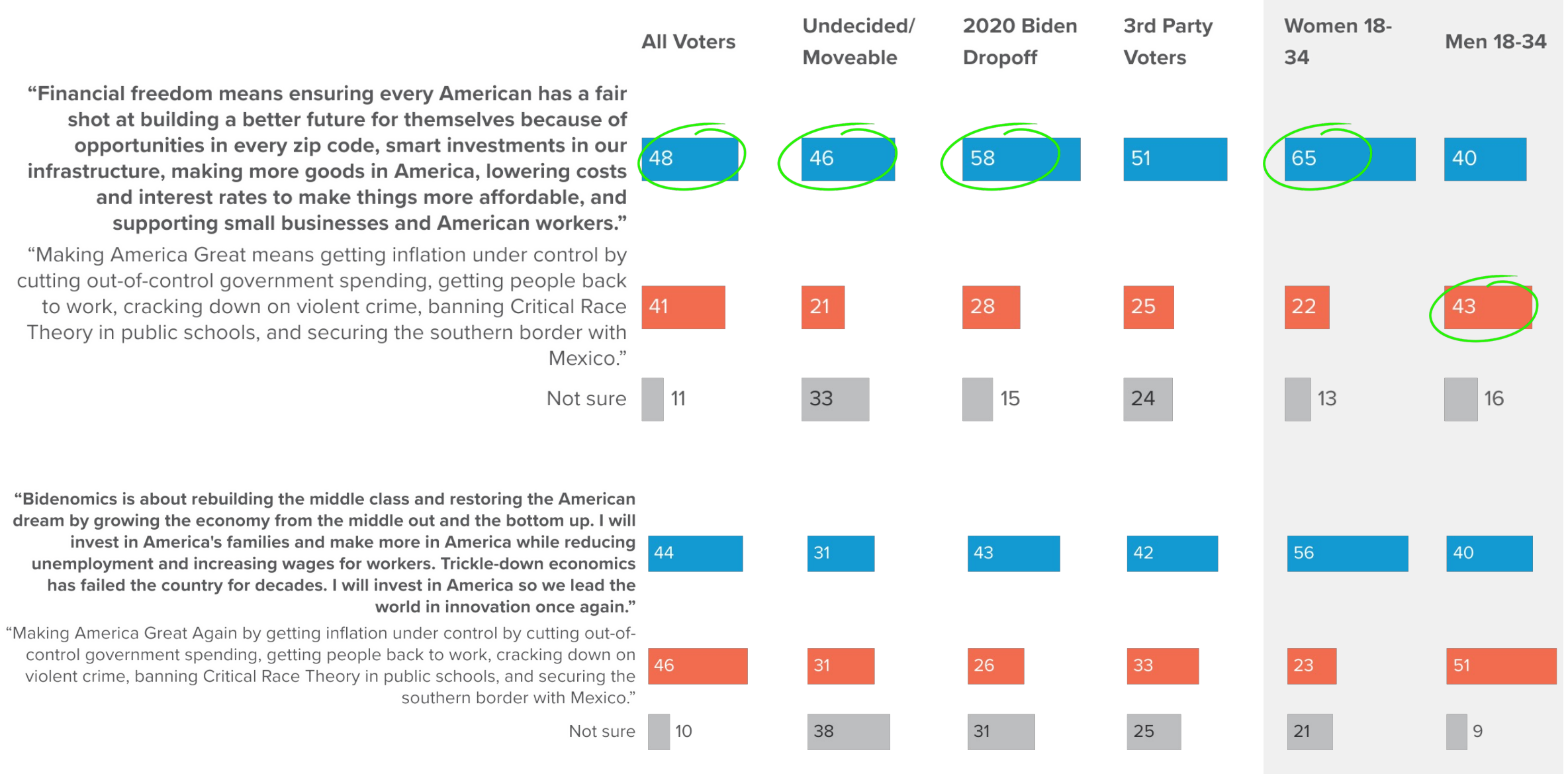
The Freedom Frame begins to move key voters to rebuild the coalition needed for Democrats to regain a governing majority.

# Which Candidate Do You Prefer?

The Financial Freedom message paired with Bidenomics begins to move voters from the MAGA economic agenda message. “Bidenomics” as a stand-alone message does not work.



# Which Candidate Do You Prefer?

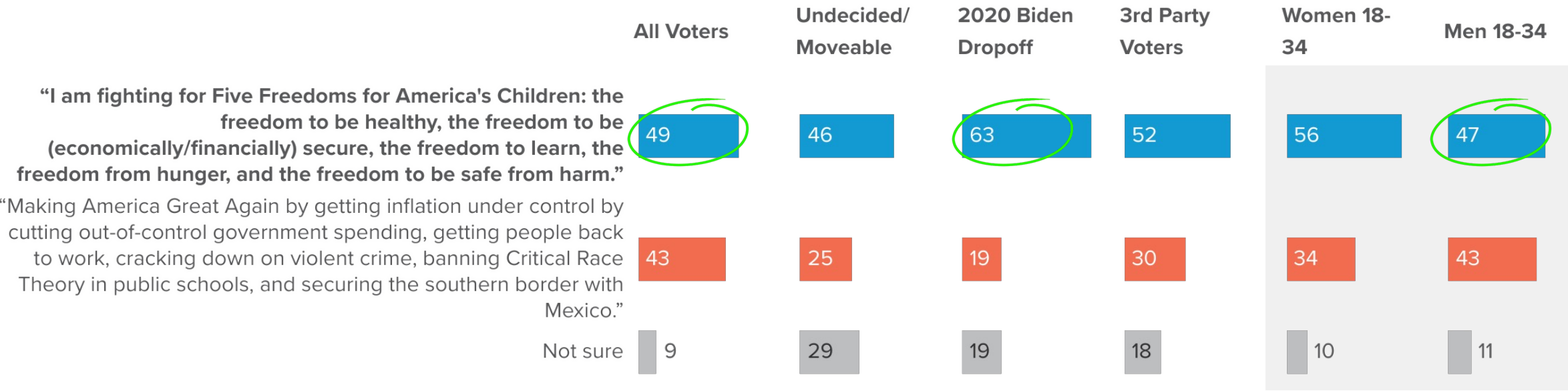


# Agreement with Freedom Statements (% Agree)

All Voters	Und/Move-able	2020 Biden Dropoff	3rd Party Voters	Women 18-34	Men 18-34	
91	89	91	91	81	94	"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."
90	79	89	86	85	79	"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."
87	86	96	88	90	72	"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."
83	79	92	81	87	75	"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."
74	68	75	75	76	75	"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."
73	70	85	77	86	61	"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."
71	63	84	68	79	66	"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."
70	70	80	78	81	65	"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."
70	67	87	76	86	64	"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."
54	58	67	64	69	47	"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."

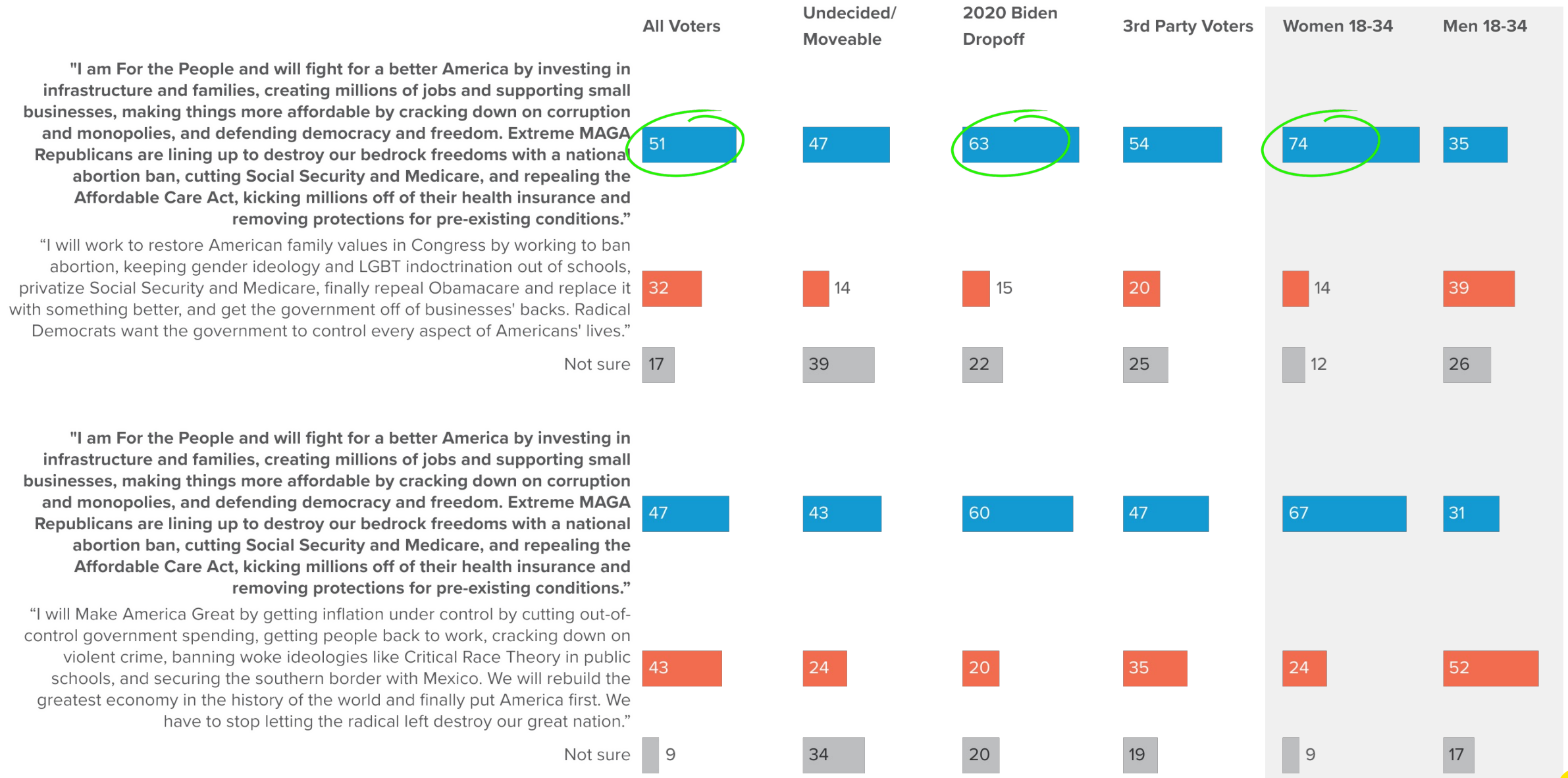
# Which Candidate Do You Prefer?

U.S. Senator Bob Casey’s “Five Freedoms for America’s Children” agenda outperforms the MAGA economic agenda.





# Which Candidate Do You Prefer? (NY CDs)



# President Biden Uses Freedom Frame

*President Biden's re-election announcement focuses on restoring and protecting personal freedom, makes the worker the hero of the story, and uniting the country against the extremist forces that seek to keep us divided. Our data shows that these messages resonate with voters. Too many pundits act like the election is tomorrow...it is not. Recent elections prove that when Democrats communicate, voters support their agenda.*



*In the launch video titled "Freedom," President Biden details how the "battle for the soul of the nation" continues today, and how our personal freedoms are under attack – making the choice in the next election between having more or less freedom.*



*The second ad released as part of President Biden's announcement, "Flag," builds on the President's Freedom Frame and embraces the values that make us Americans: courage, opportunity, democracy, and freedom.*



*A new positive ad in Michigan focuses on how President Biden is expanding economic freedom and opportunity for small businesses in Detroit, making the founder of a local business the hero of the story.*

# Instead of Bidenomics, use “Financial Freedom”

*The Freedom Frame is flexible. Nearly every issue can be framed through this argument, both for individual and financial interests, which are more interconnected than ever.*

## *Individual Freedom*

Reproductive Rights  
& Bodily Autonomy

Safety & Reducing  
Gun Violence

Voting & Democracy

Marriage Equality &  
LGBTQ Rights

& more

**FREEDOM**

## *Financial Freedom*

Affordable & Quality  
Healthcare

Investment in Infrastructure,  
Technology & Resources

Ability to Prepare & Save  
for Retirement

Support for Small Businesses  
& American Workers

& more

*82% of voters in swing states and swing congressional districts agree with the statement:  
“True individual freedom cannot exist without economic security and independence.”*

# Issues Offer Opportunities for Values Messaging

The Freedom Frame can be used for nearly every issue. Here are five key examples:

## Individual Freedom Frame

“Investing in broadband enhances Americans’ individual freedoms by creating a catalyst so that every citizen has opportunities for growth, education, civic discourse, and the ability to pursue their passions without limitation.”

“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.”

“Made in America means every American has more individual freedom – from making purchasing decisions to promoting ethical and sustainable production practices. Made in America empowers the freedom of choice.”

“Affordable higher education means that Americans have the individual freedom and opportunity to pursue their academic and career passions, rather than being driven solely by the need to repay debt.”

“After a lifetime of work, Americans deserve the individual freedom to enjoy their retirement and live out their golden years in dignity. That means protecting and expanding Social Security and Medicare, which is paid for by American workers.”

**Investments in Infrastructure like Broadband**

**Reproductive Rights & Bodily Autonomy**

**Made in America**

**Student Loans & College Affordability**

**Social Security & Medicare**

## Financial Freedom Frame

“Investments in improving access to affordable broadband internet expand financial freedom and unlocks a world of opportunities to start a business or pursue a career, no matter your ZIP code.”

“Reproductive freedom is a kitchen table issue. Ensuring access to affordable and safe healthcare services safeguards financial freedom by allowing Americans to pursue their goals while planning for a family.”

“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.”

“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.”

“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.”

# An Agenda for the Future

Americans are eager for solutions to challenges we face – both today and in the future. We asked voters about a wide range of policy solutions. On numerous measures, there is broad, bipartisan support.

 **NBC NEWS**

**Biden hasn't laid out a second-term agenda yet. Allies say he needs to.**

Some prominent Biden supporters see a link between the lack of a clear vision for four more years and the president's woes with Black, Latino, young and progressive voters.



# Support for Proposals

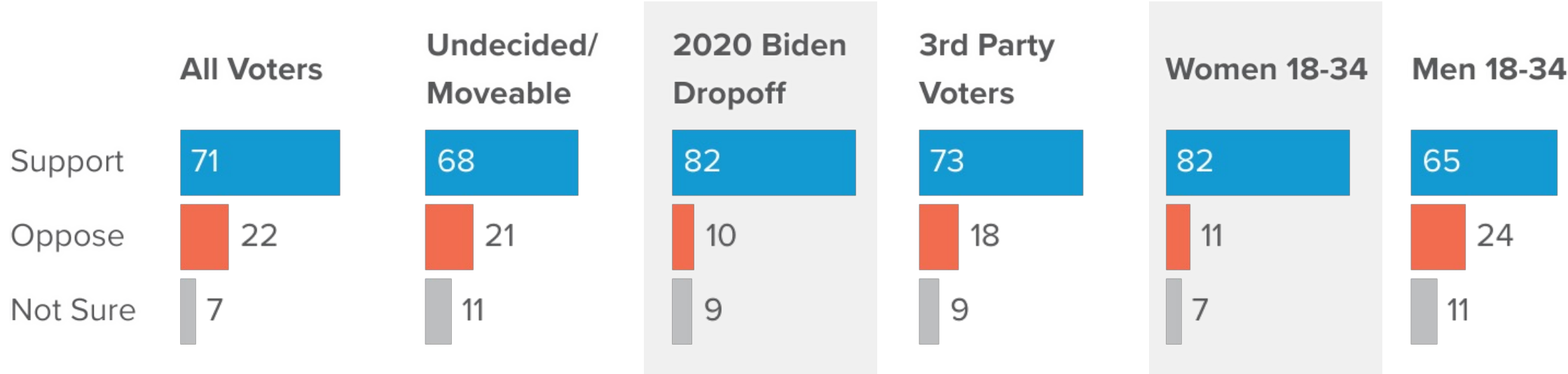
Strong Support	Total Support	
80	93	Stopping Big Tech from collecting personal data on our kids and teenagers online
79	95	Improving healthcare pricing transparency by holding health insurance companies and pharmacy benefit managers more accountable for influence on the cost of medicines
76	92	Stopping fentanyl production, sale, and trafficking with more drug detection efforts at the border and stronger penalties on fentanyl-related offenses
71	92	Investing in water infrastructure so everyone in {State} has clean drinking water
71	86	Closing the loopholes that allow the very wealthy to avoid paying their taxes
67	88	Establishing a set of rules for companies developing artificial intelligence to promote transparency, safety, and privacy for users and society
66	84	Banning or restricting foreign acquisitions of agricultural land, such as requiring future sales to be cleared by a government investment committee
63	82	Establishing a Personal Data Tax on companies that sell and profit from use of individual user data
61	85	Creating a Veterans Universal Basic Income program to provide financial support every month aimed at helping reduce homelessness and other challenges veterans face.
60	87	Replacing all lead pipes
56	79	Investigating the potential of foreign influence on American higher education institutions and non-profits that accept billions of dollars in donations from outside the United States.
55	83	Establishing a first-time homeowner tax credit to ease the burden of purchasing your own home in America

Strong Support	Total Support	
55	76	Writing off medical debt that is more than 10 years old
52	80	Providing free shots to prevent the disease known as shingles
51	79	Expanding the earned income tax credit, the governmental income support program for working people, by \$1,500 per family.
49	81	Expanding opportunities to enable more employee-owned businesses, meaning that the workers at the business also have the opportunity to own it.
46	74	Provide working families a tax credit of up to \$10,000 for child care expenses
45	57	Gun reforms that require purchasers of certain types of weapons to buy insurance on it along with stricter training and waiting periods
45	79	Quadruple funding for investing in small manufacturers to make American manufacturing smarter
44	77	Requiring all construction materials used in federal infrastructure projects to be made in America, even if that means the materials cost more
42	58	Stopping companies from preventing workers from forming unions
41	65	Transforming education by providing tax credits for preschool for 3- and 4-years-olds, and making two years of community college free
37	57	Quadrupling the tax on corporate stock buybacks
28	43	Repealing the Affordable Care Act, also known as Obamacare



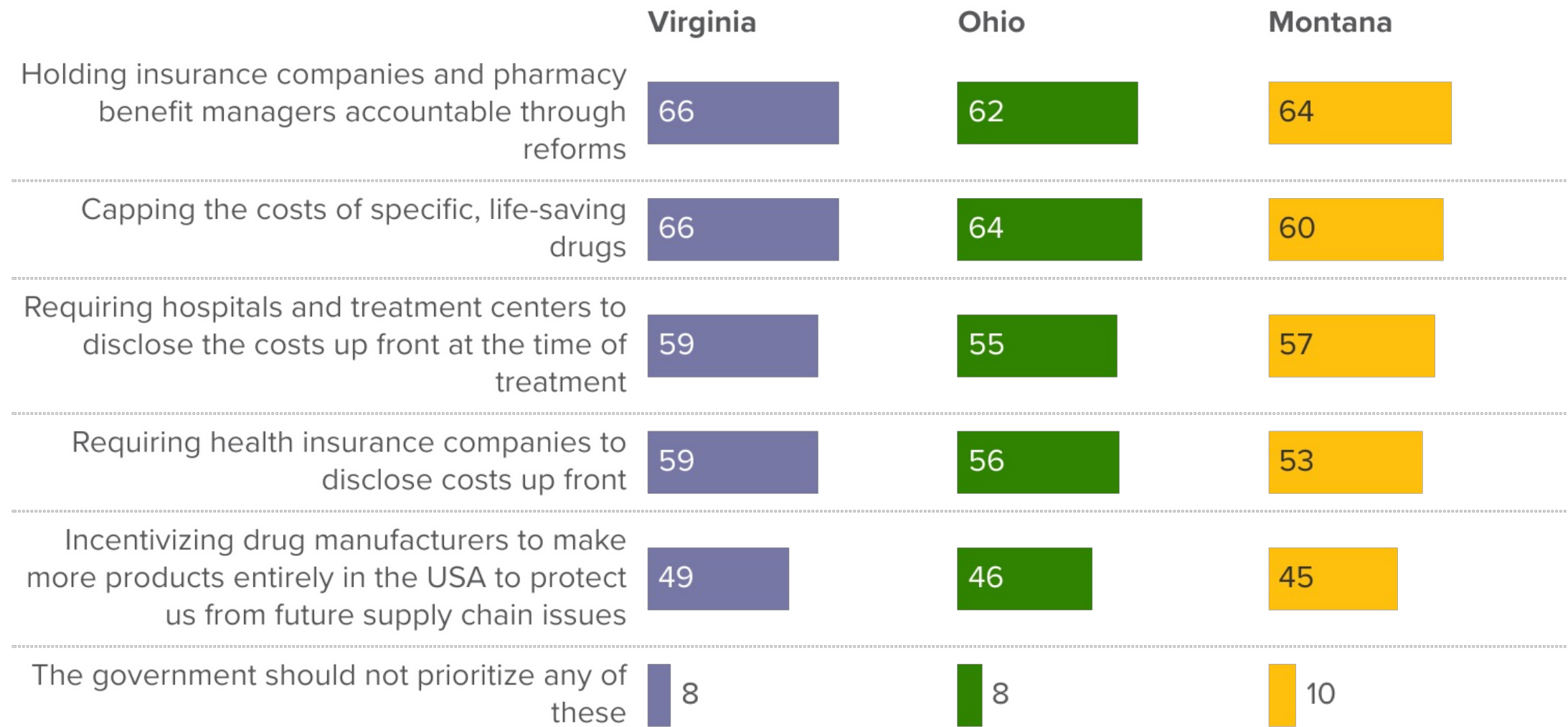
# Support for Medicaid for Every Child Act

The Medicaid for Every Child Act 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. The proposal would give parents the ability to opt a child out of Medicaid if they have another form of health coverage. Do you support or oppose this proposal?



# What Should the Government Next Prioritize When It Comes to Lowering Health Care Costs?

Democrats are more trusted and likely to be believed when it comes to their policy agenda on health care costs. Our recent survey of statewide voters in Montana, Ohio, and Virginia shows areas where there is broad agreement toward policy solutions to lower healthcare costs



# Path to a Governing Majority

Biden Drop-offs, Undecided & Moveable, and Pure Independents need a targeted message to rebuild trust for the Democrats' agenda

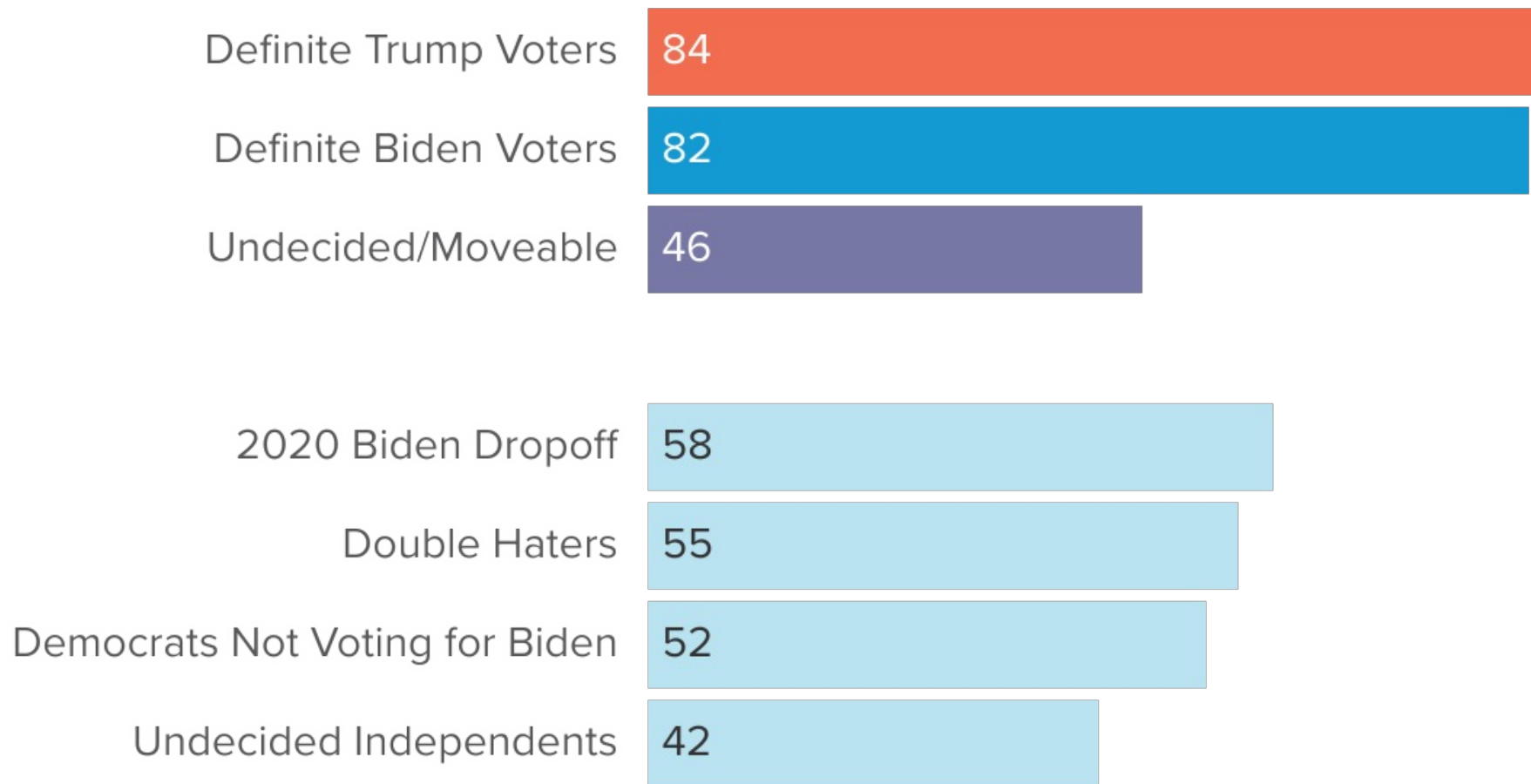
# The Importance of 50%

Since 2000, Democrats have only won the Electoral College when they get over 50% of the popular vote. This is something to think about as Democrats look at resource allocation, handling of 3<sup>rd</sup> party candidates, and overall strategy.

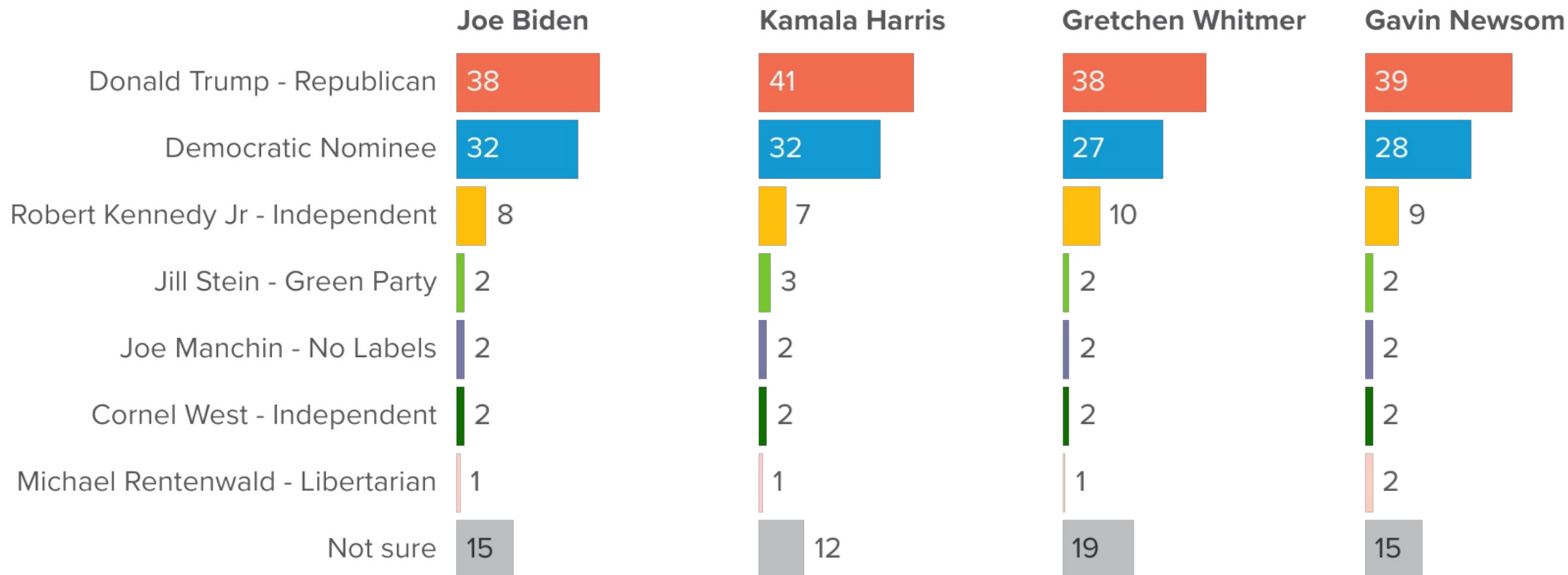
Election Year	Republican	Share	Democrat	Share	Electoral College Vote Winner
2000	George W. Bush	47.9	Al Gore	48.4	Bush
2004	George W. Bush	50.7	John Kerry	48.3	Bush
<b>2008</b>	<b>John McCain</b>	<b>45.7</b>	<b>Barack Obama</b>	<b>52.9</b>	<b>Obama</b>
<b>2012</b>	<b>Mitt Romney</b>	<b>47.2</b>	<b>Barack Obama</b>	<b>51.1</b>	<b>Obama</b>
2016	Donald Trump	46.1	Hillary Clinton	48.2	Trump
<b>2020</b>	<b>Donald Trump</b>	<b>46.9</b>	<b>Joe Biden</b>	<b>51.3</b>	<b>Biden</b>

# Biden Voters Are As Motivated to Vote as Trump Voters

% Rating Their Motivation to Vote as a '10'

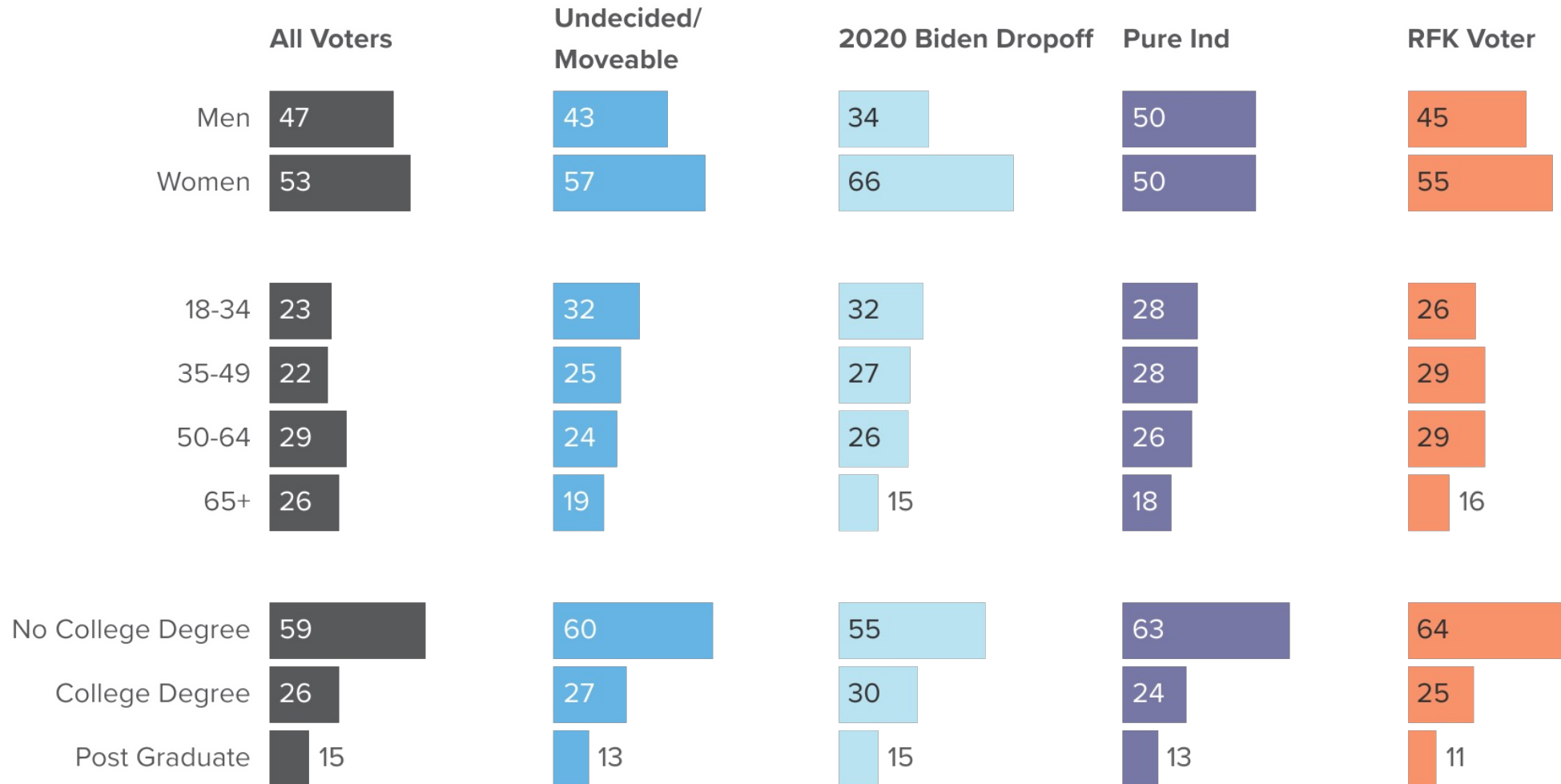


# No Other Democrat Does Better Than Biden/Harris



# Who Are the Groups Biden Needs to Win?

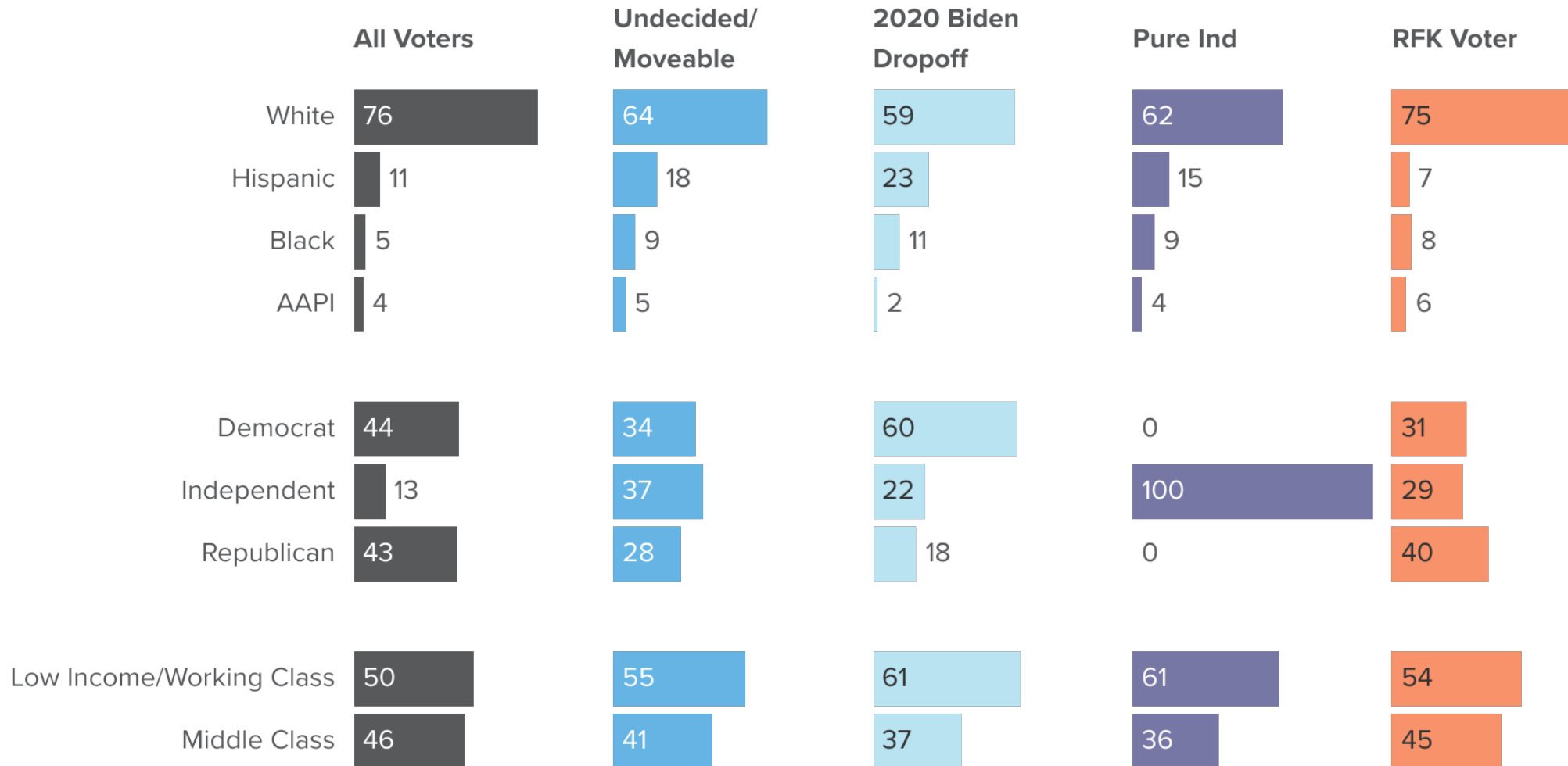
All of these key groups are younger than the overall electorate, and except for pure Independents, are more female.





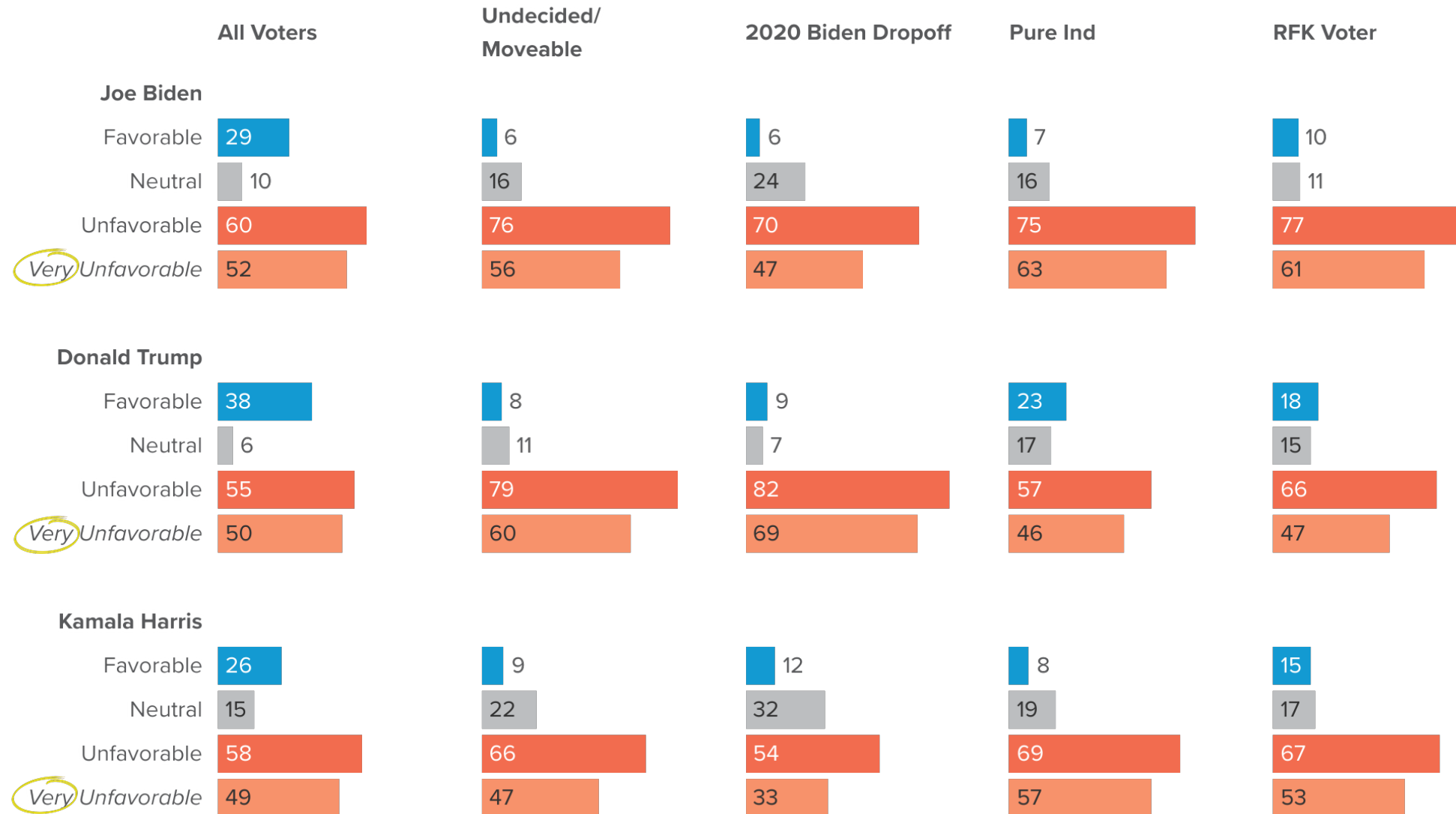
# Who Are the Groups Biden Needs to Win?

They are also less white, more describe themselves as 'low income' or 'working class,' and few identify as Republican



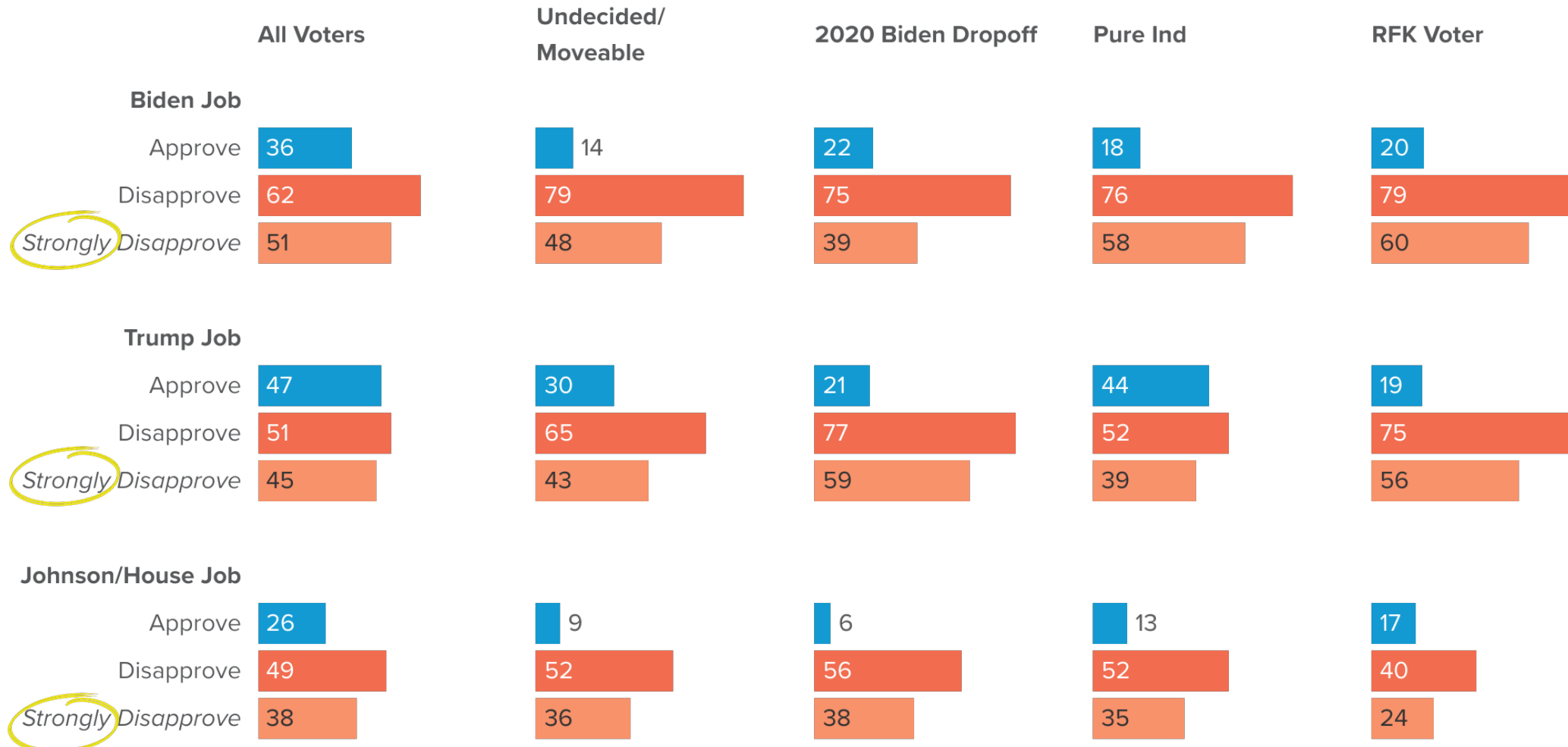
# Who Are the Groups Biden Needs to Win?

They feel very negatively towards everyone



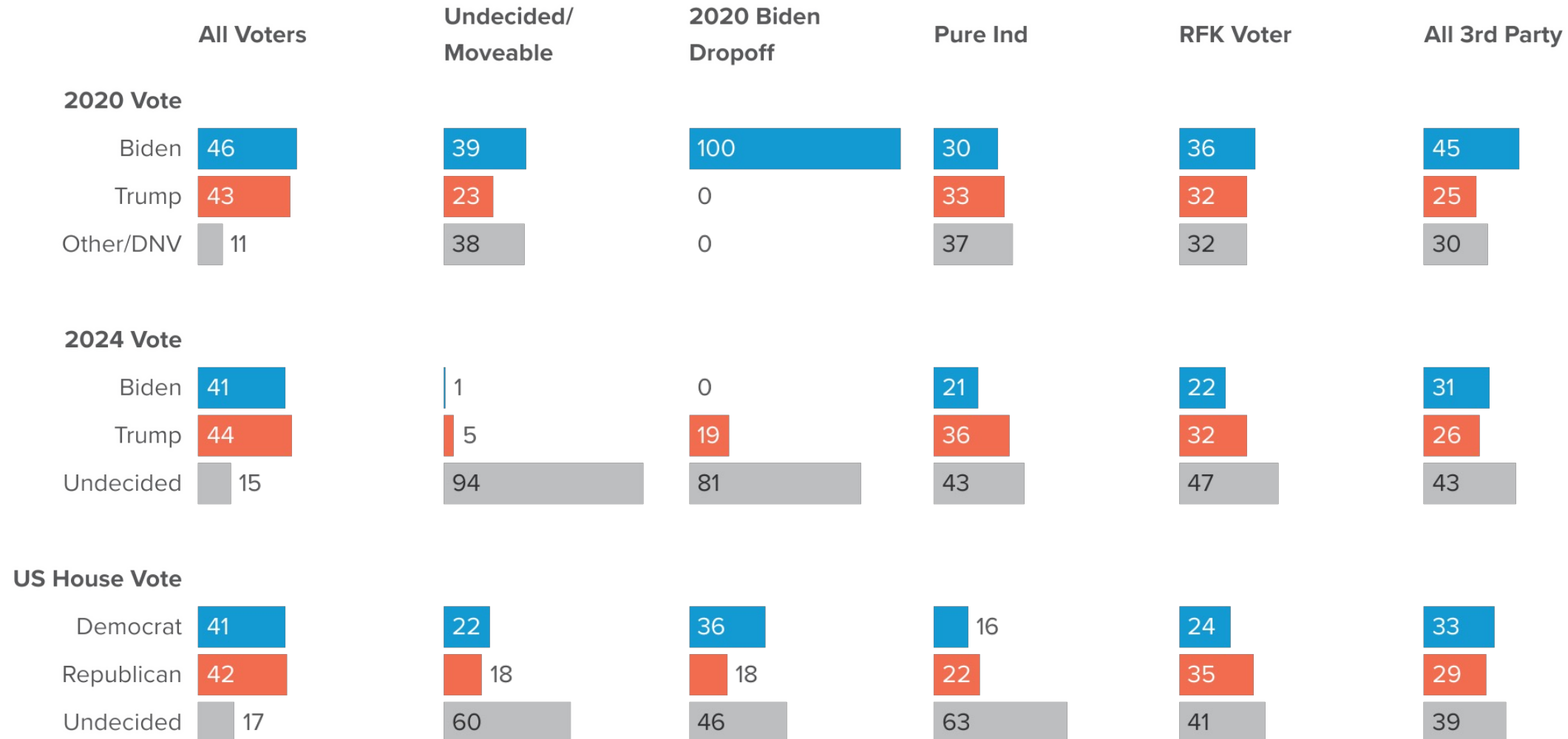
# Who Are the Groups Biden Needs to Win?

Undecided and moveable voters, along with pure Independents, approve of Trump's job more than Biden's or the GOP House

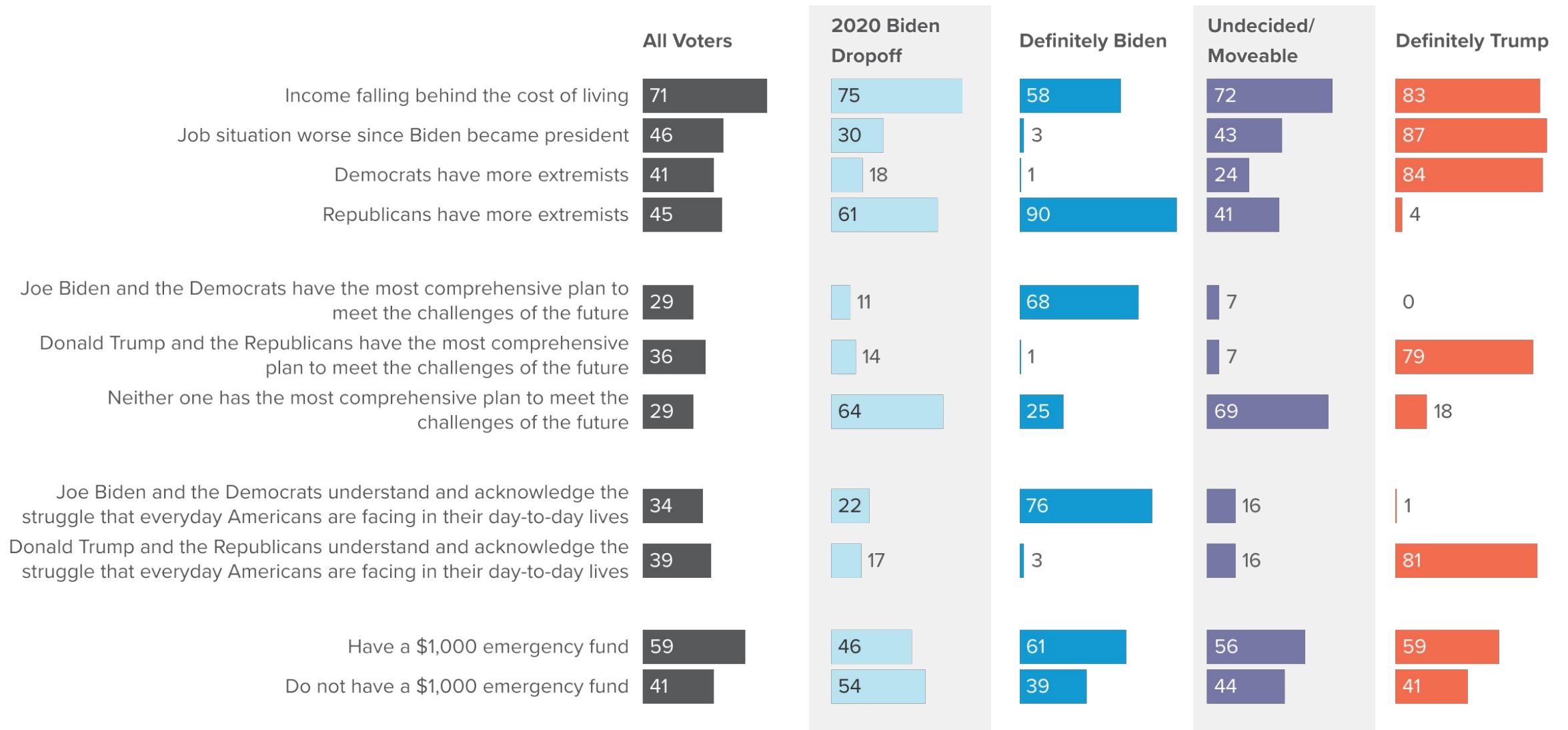


# Who Are the Groups Biden Needs to Win?

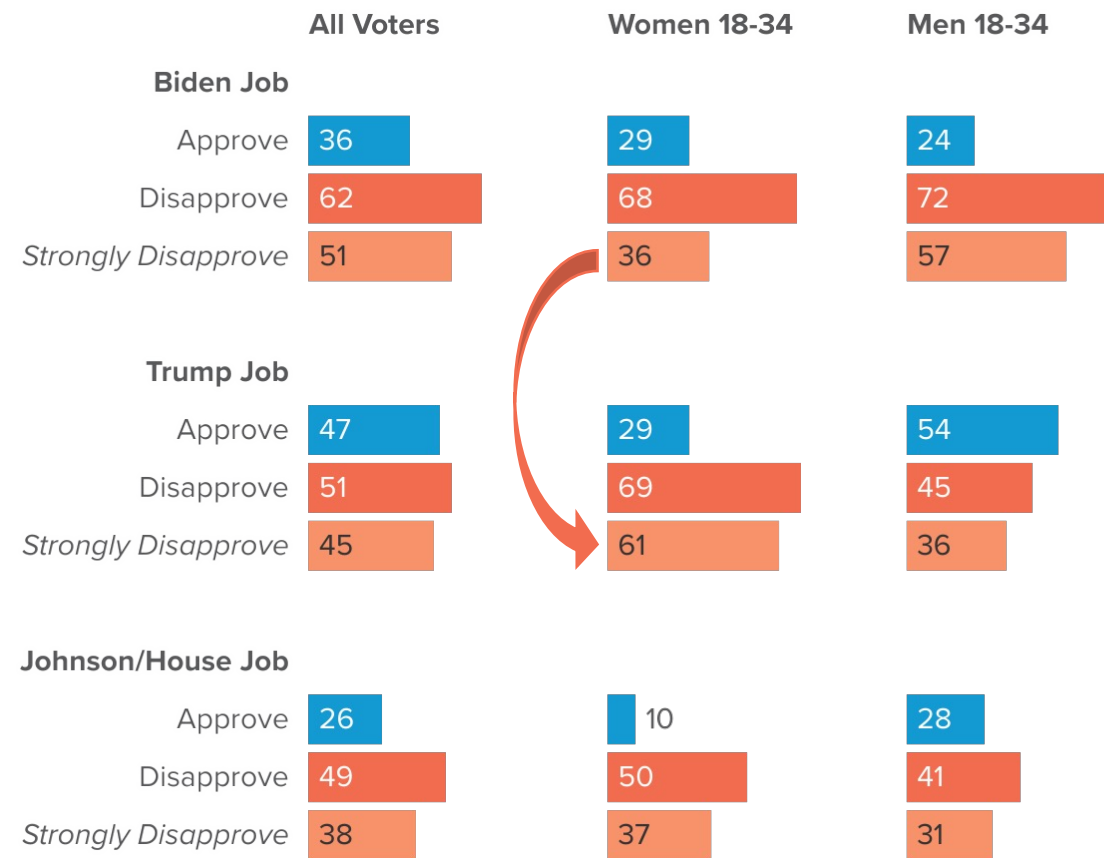
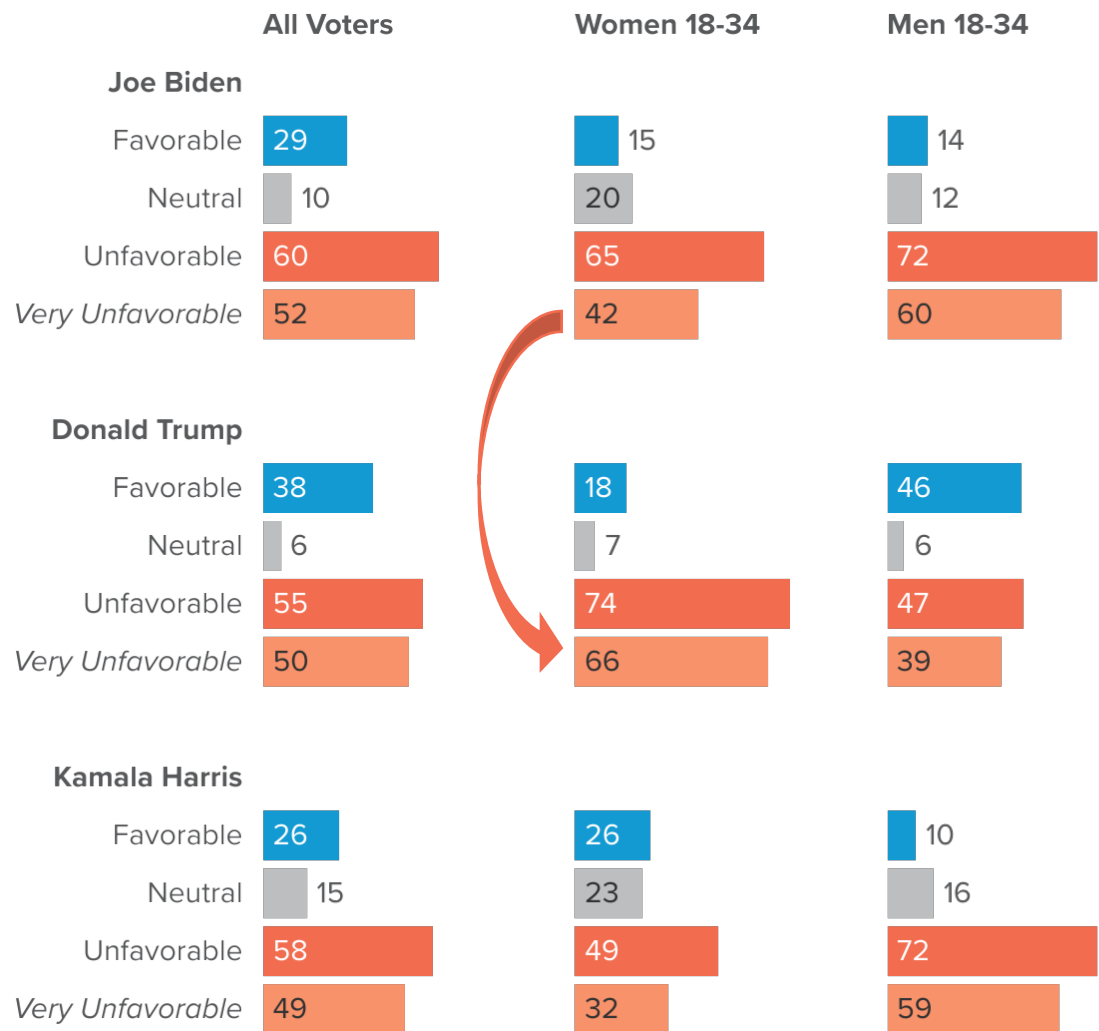
RFK Voters are taking more from Trump than Biden. Many more potential 3<sup>rd</sup> party voters voted for Biden in 2020 than Trump.



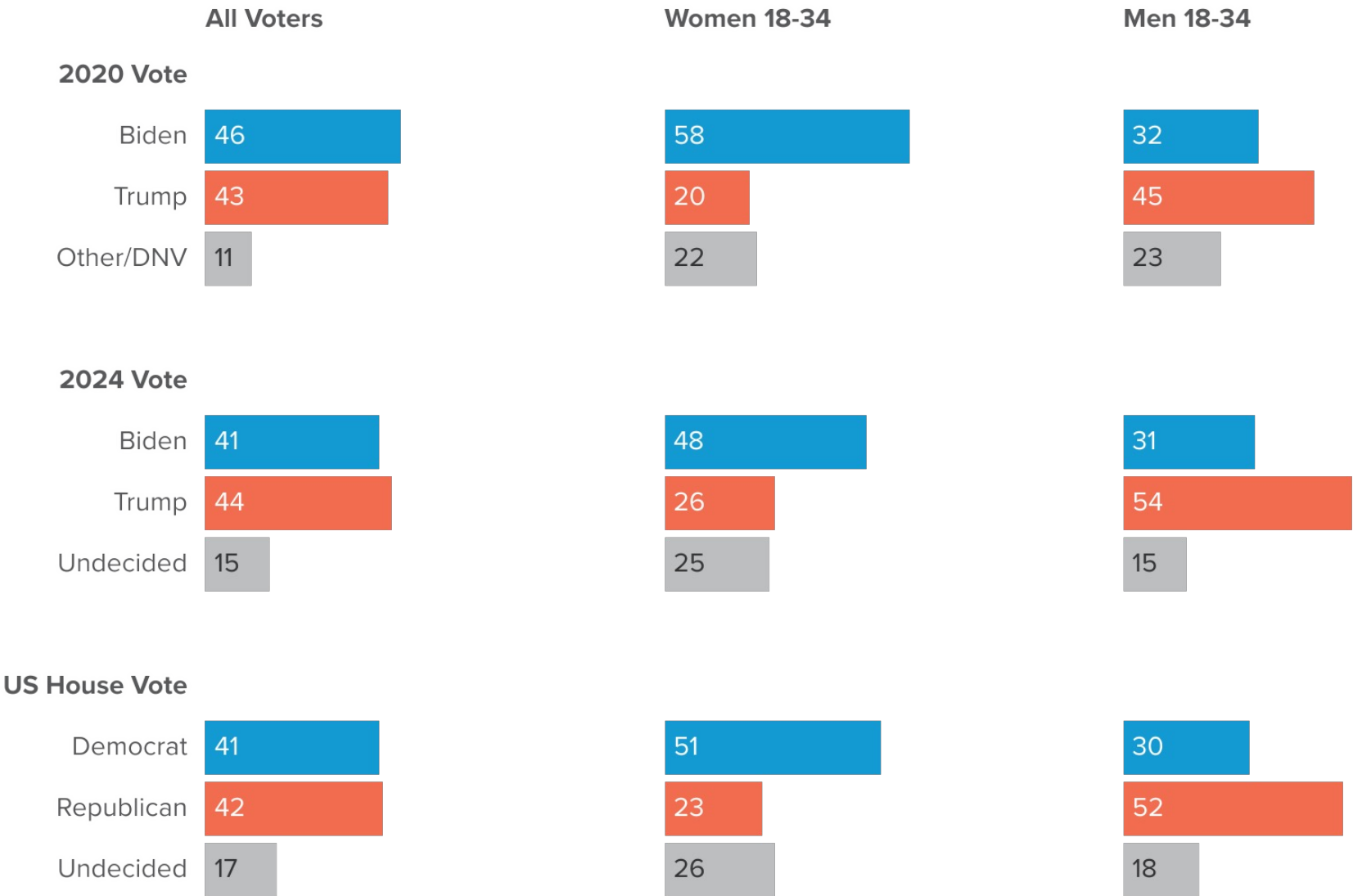
# Who Are the Groups Biden Needs to Win?



# Political Profile of Young Voters



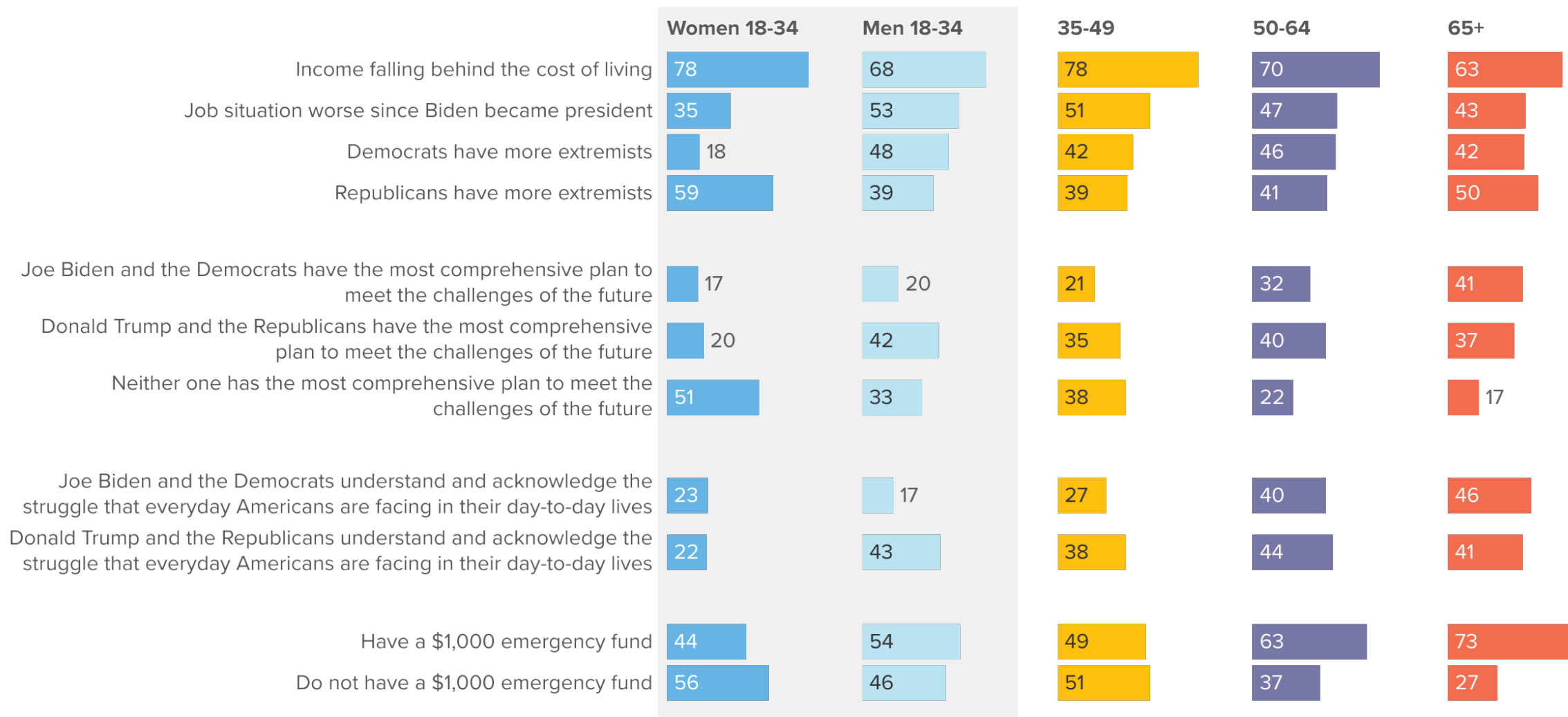
# Political Profile of Young Voters



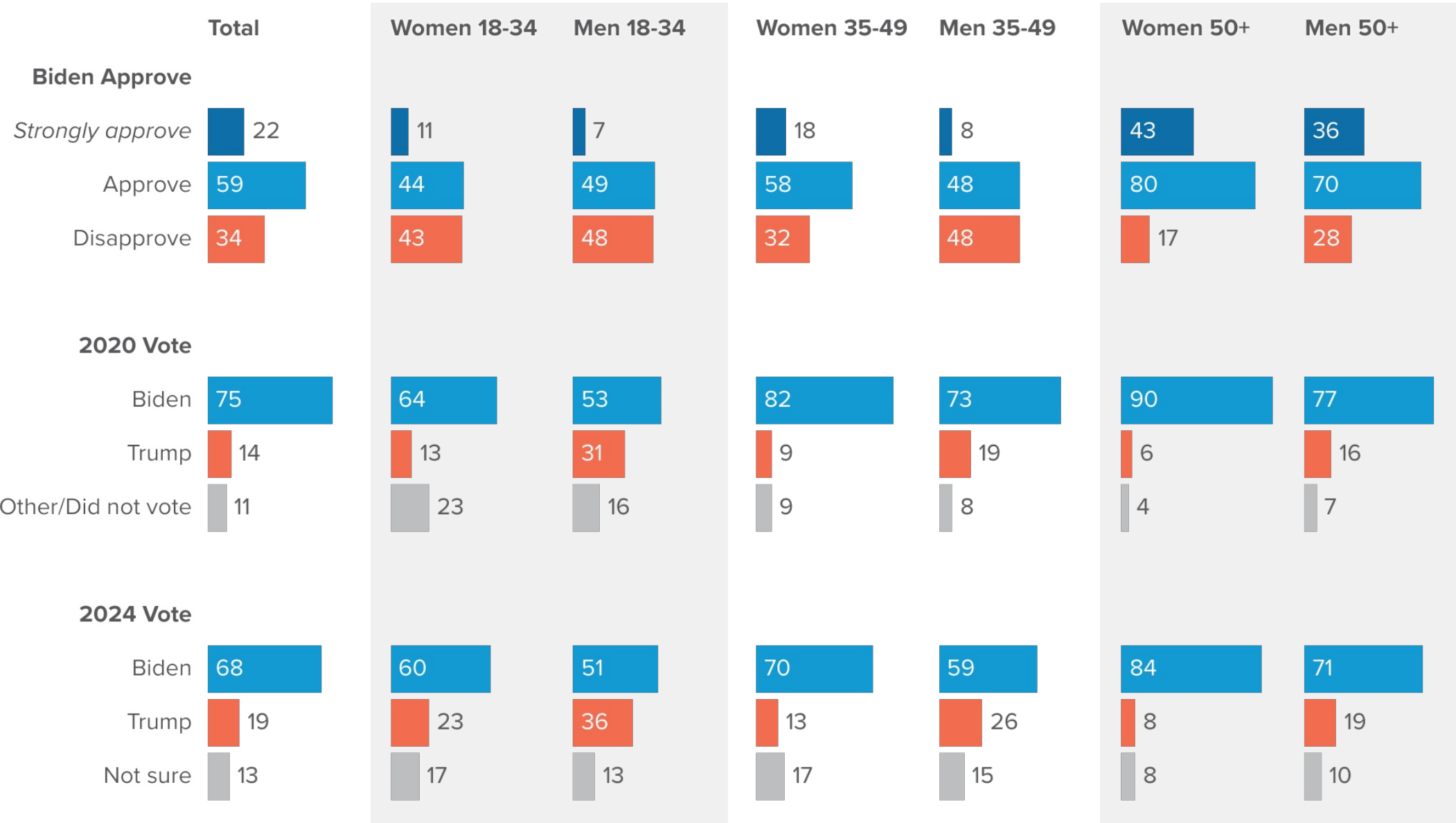


# Young People Are More Financially Insecure Than Those Older

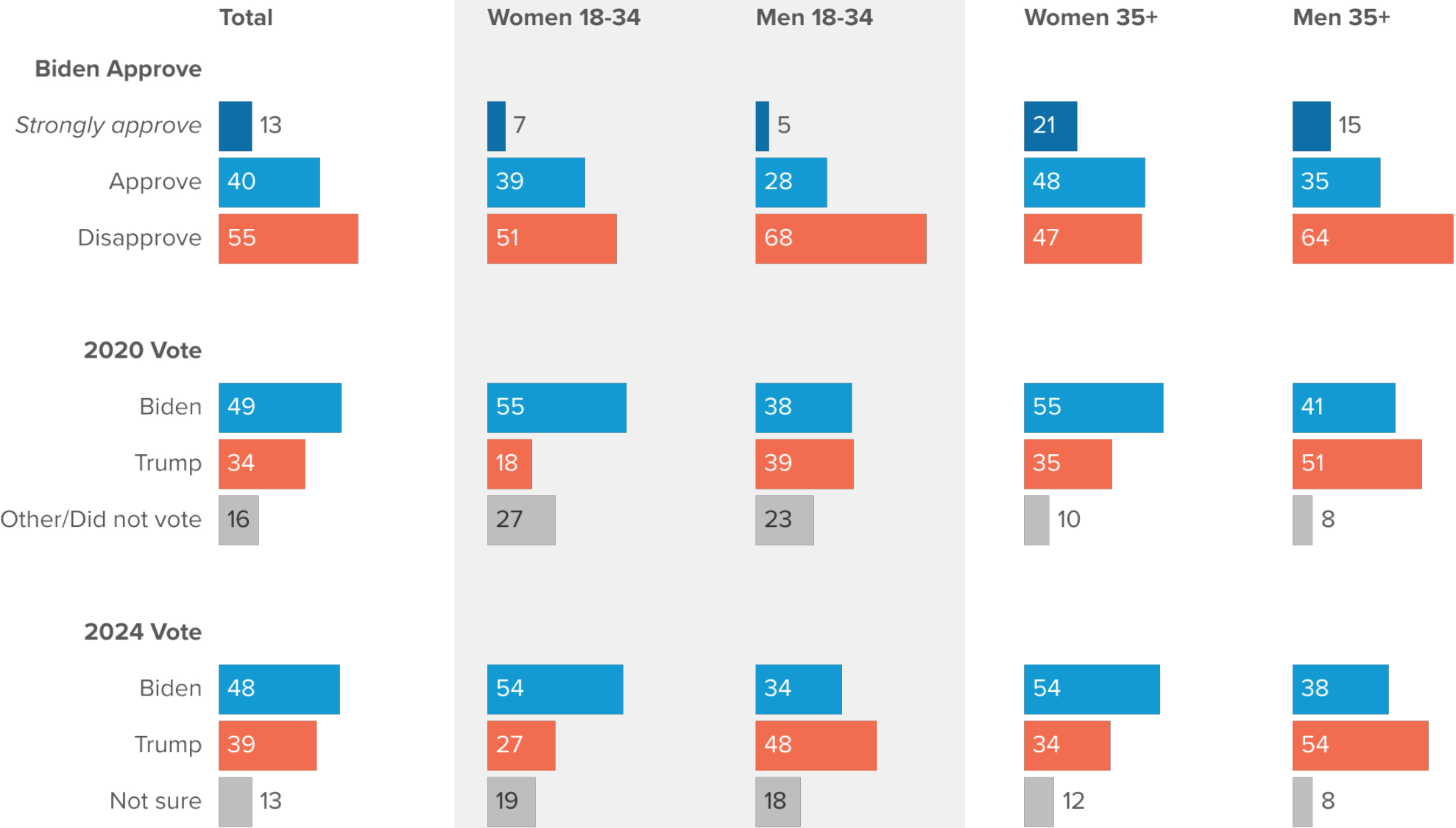
Young women are more hostile toward the Republicans' agenda than young men or older voters



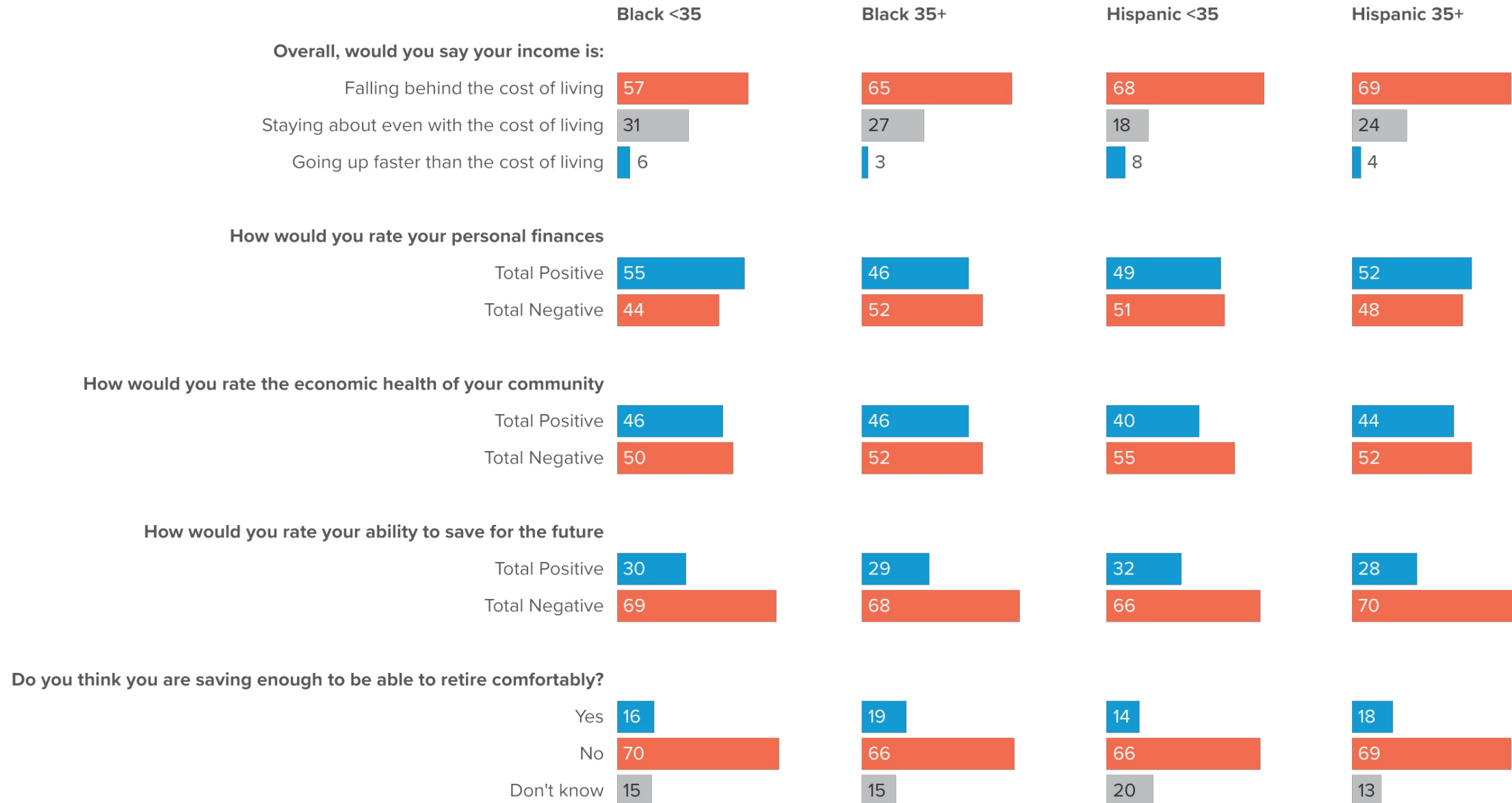
# Political Profile of Black Voters



# Political Profile of Hispanic Voters

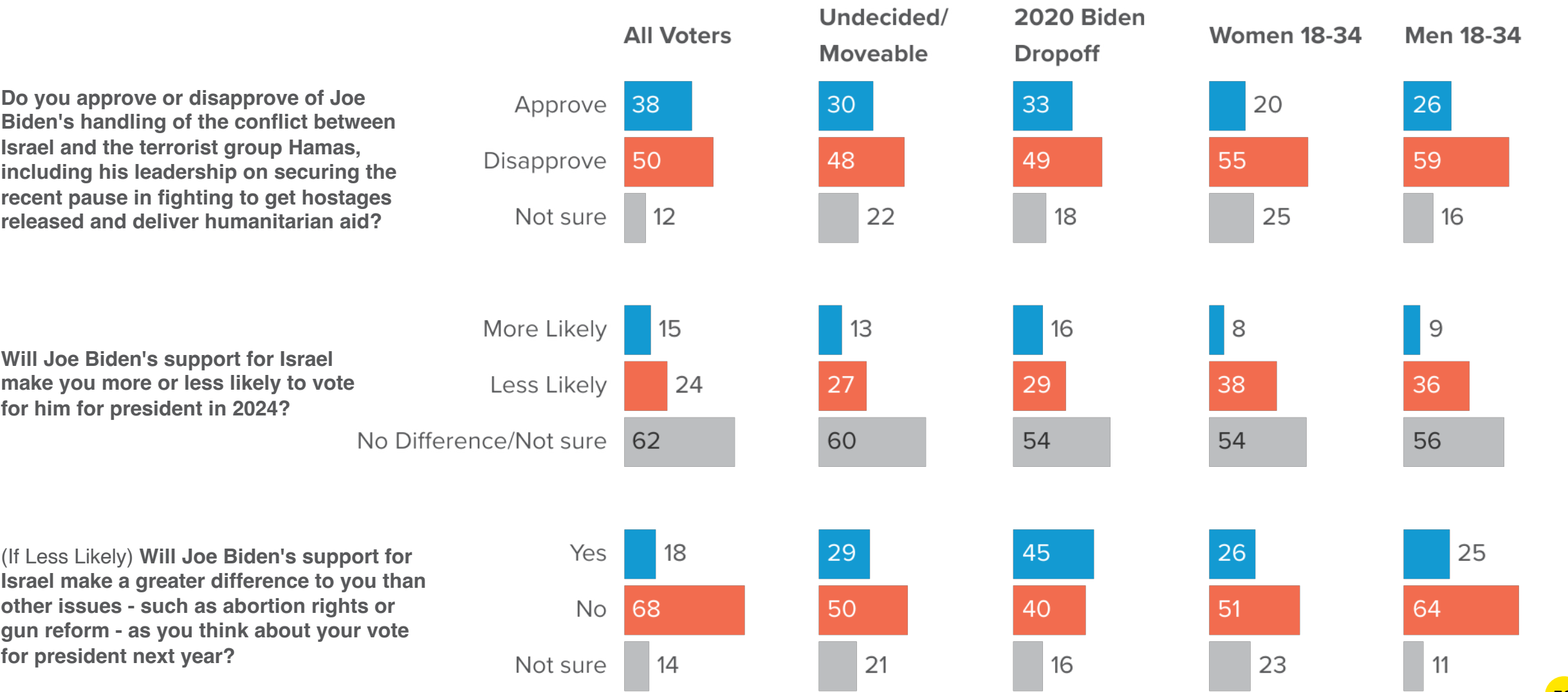


# Middle Income Communities of Color Feel Economically Marginalized



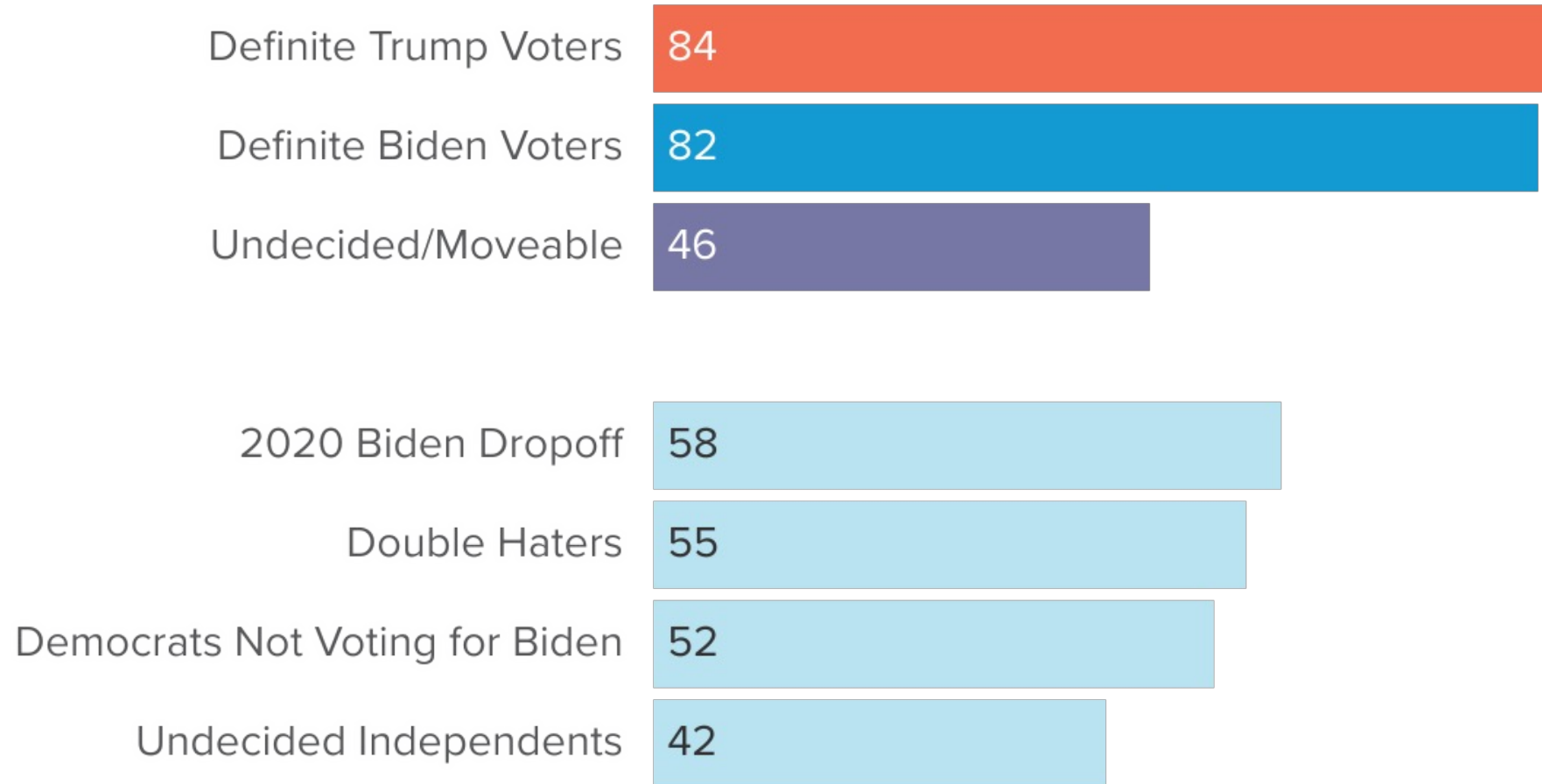
# Impact of Israel-Gaza

The conflict following the October 7 Hamas terrorist attack is not a top issue for a majority of voters (see slide 20), and most say it will not influence their opinion in 2024



# Biden Voters Are As Motivated to Vote as Trump Voters

% Rating Their Motivation to Vote as a '10'



# Where Do the Groups Biden Needs to Win Get Their News?

All Voters	2020 Biden Dropoff	Definitely Biden	Undecided/ Moveable	Definitely Trump	RFK Voter	
58	55	60	60	55	66	Local TV News
51	51	51	48	51	56	Online news sites
33	39	40	37	24	34	Local newspapers
31	42	40	35	21	31	Network TV news
30	25	31	29	29	31	Facebook
28	34	44	25	12	23	CNN
26	18	6	22	47	24	Fox News
25	35	44	20	7	24	MSNBC
24	32	23	29	22	27	Radio news
23	29	35	24	10	15	National newspapers
21	29	15	20	26	22	Podcasts
17	31	14	28	16	27	YouTube
14	3	1	6	28	12	Newsmax
14	13	5	8	24	9	Talk Radio
11	27	10	16	10	16	Instagram
10	23	10	16	8	15	TikTok
10	17	8	11	11	12	Twitter
9	10	0	7	19	13	Joe Rogan
6	8	8	8	4	7	Magazines
5	1	0	2	12	2	OANN
2	4	2	2	1	3	Snapchat



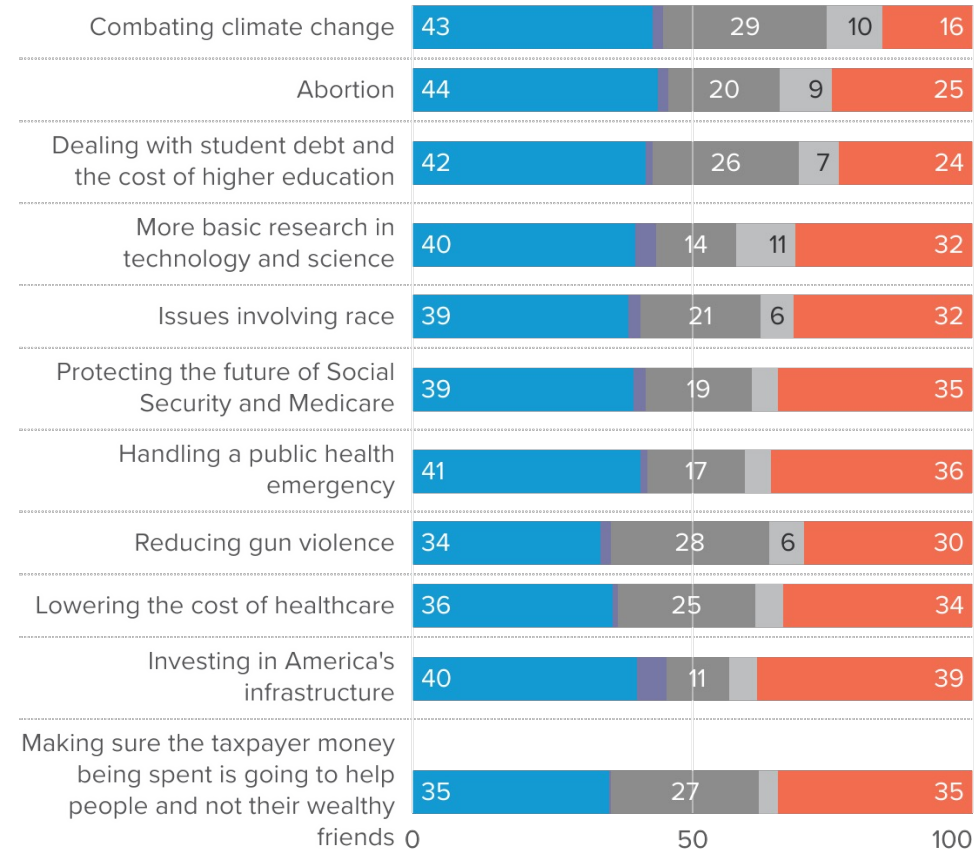
# Leadership Traits

Voters have significant doubts about both President Biden and former President Trump

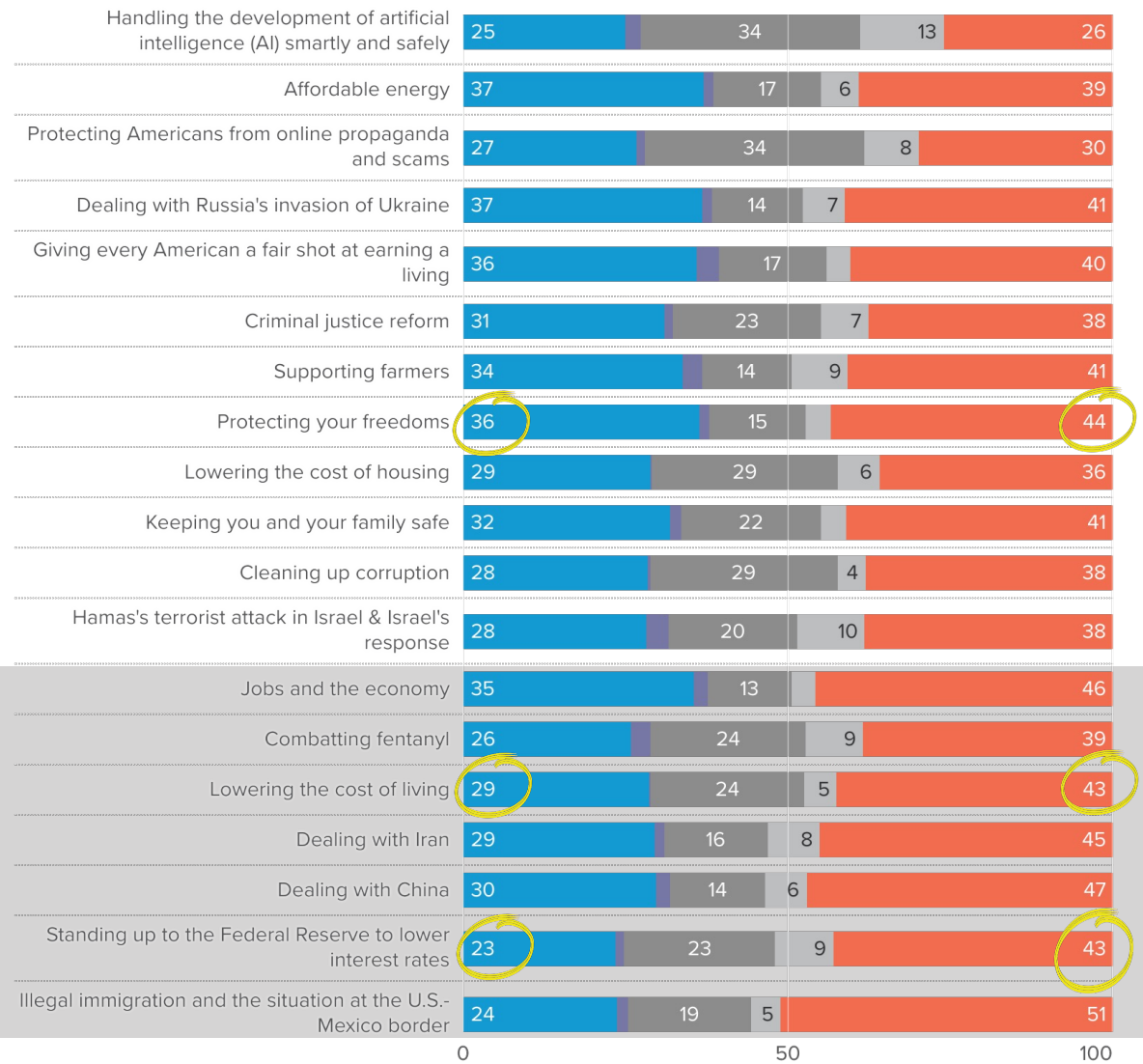
# Who Do You Trust More on Issues?

● Biden ● Both ● Neither ● Not Sure ● Trump

## Issues Where Biden Has an Advantage over Trump

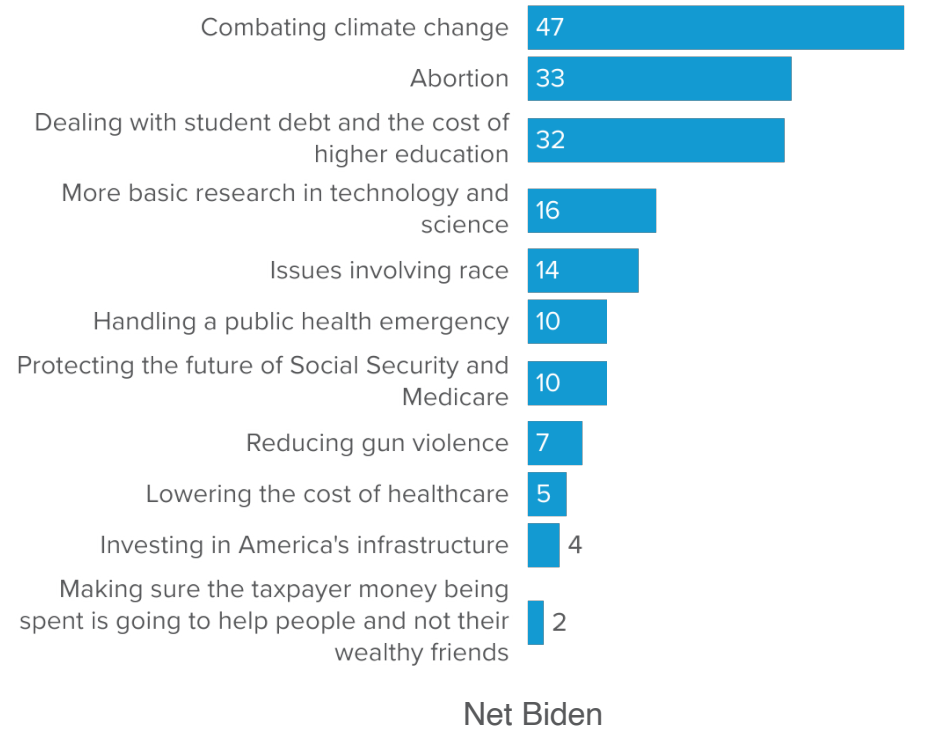


## Issues Where Trump Has an Advantage over Biden

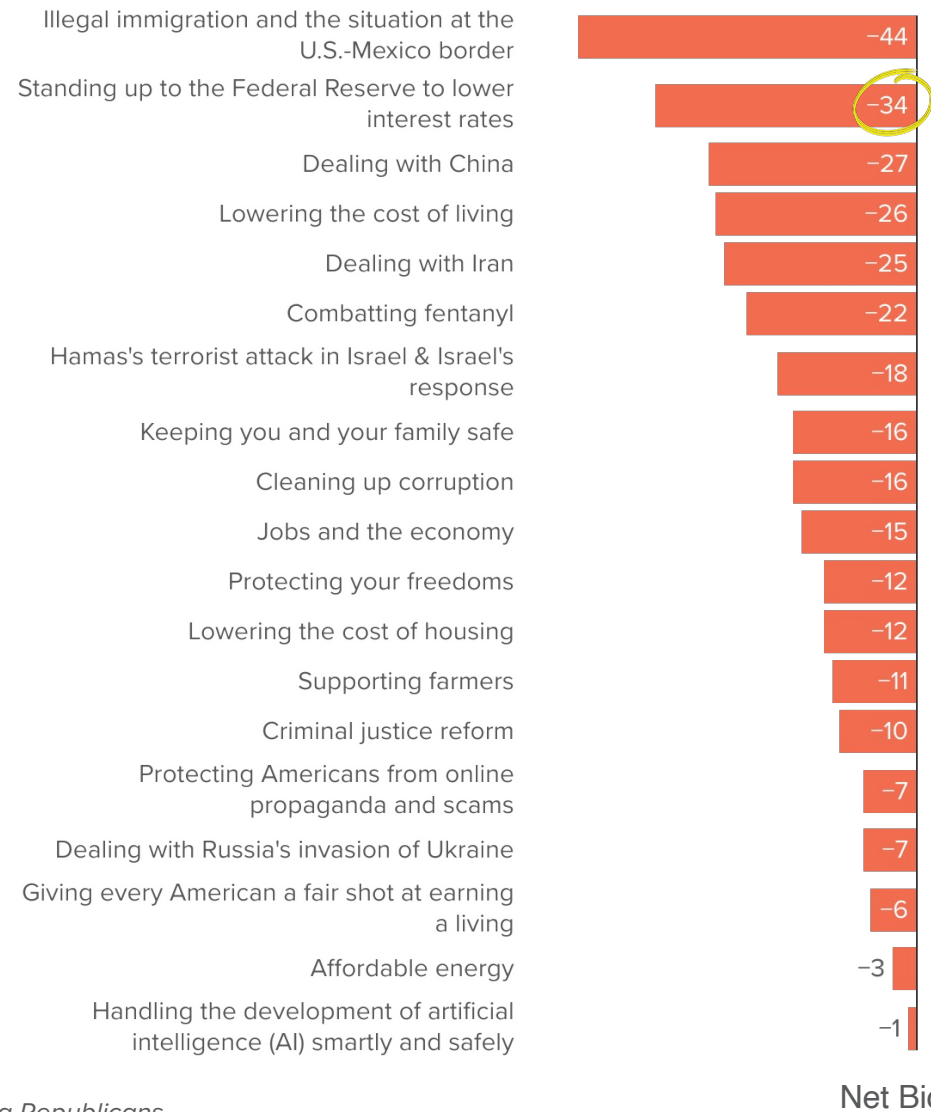


# Who Do You Trust More on Issues? (Net Biden)

## Issues Where Biden Has an Advantage over Trump



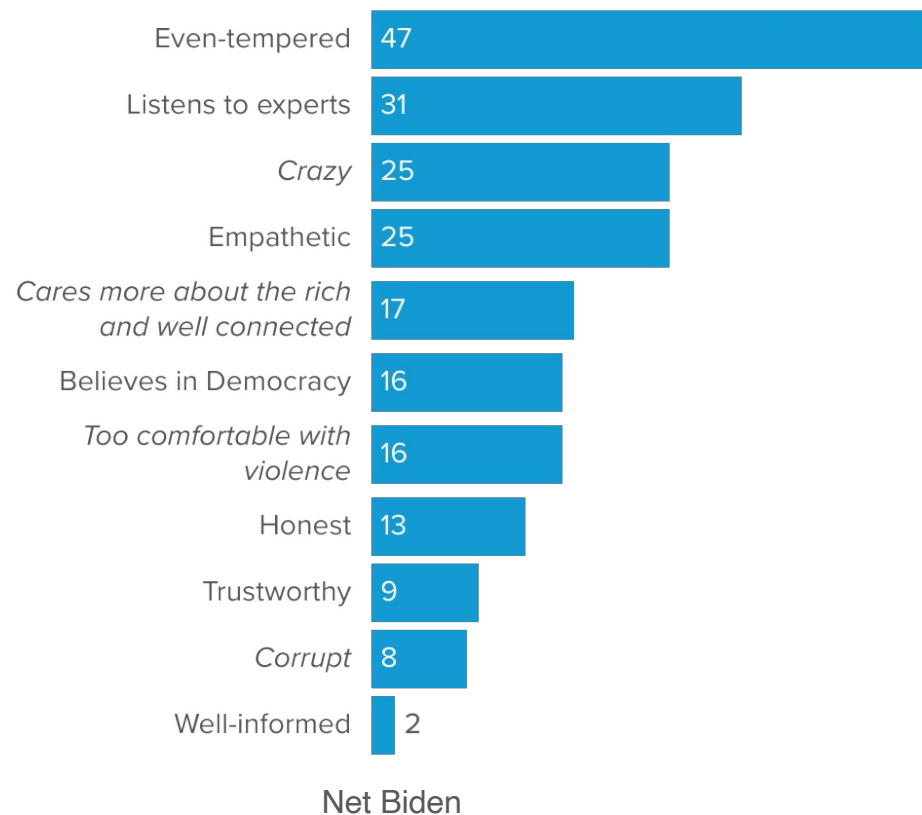
## Issues Where Trump Has an Advantage over Biden



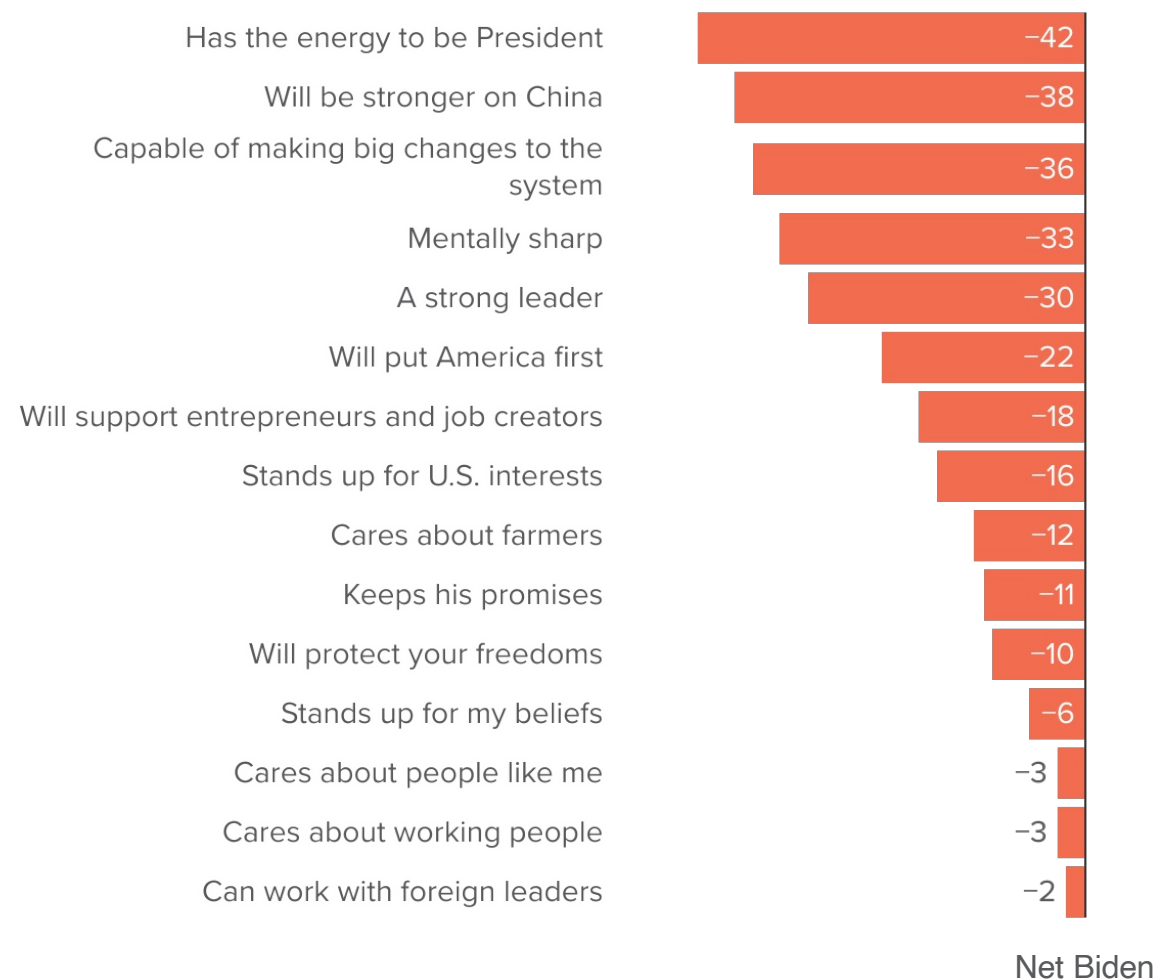
\* The numbers here reflect the % selecting Biden among Democrats minus the % selecting Trump among Republicans

# Who Is Better Described? (Net Biden)

## Traits Where Biden Has an Advantage over Trump



## Traits Where Trump Has an Advantage over Biden



# Serious Doubts about Biden (% Raises Serious Doubts)

Among everyone except Trump voters who say they would never vote for Biden

All	2020 Biden Dropoff	Undecided/ Moveable	RFK Voters	18-34 Women	
36	58	53	59	38	Joe Biden's open border policies are flooding this country with drugs, criminals, and illegal immigrants. They are disappearing into the country in flooding cities thousands of miles away, straining our schools, our hospitals, and our jails.
35	52	52	60	40	Joe Biden will be 82 years old if he is re-elected and will serve until he is 86. Most men do not live to 86 and those who do usually face serious health episodes along the way. If Joe Biden can no longer serve, Kamala Harris will become President and she is not capable of doing the job.
38	51	48	45	42	Joe Biden is is funding Israel's genocide in Gaza and Ukraine's failing campaign against Russia.
36	46	53	60	41	If he wins a second term, Joe Biden will be 82 years old on the day he is inaugurated and will be 86 if he finishes his term. He is simply too old to be capable of effectively doing the job at his age.
35	45	49	47	27	Since Joe Biden has become President, crime in our communities has gotten out of control. It's not safe to go anywhere these days.
34	45	47	48	30	Joe Biden's policies and big deficit spending have destroyed our economy and led to the largest spike in inflation in decades making everything we buy - groceries, gas, health care, utilities - more expensive.
35	44	47	47	34	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.
33	43	45	47	27	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.
33	40	43	42	30	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.
34	40	47	41	35	Joe Biden claims he is empathetic and cares about people but he doesn't. He let the Taliban run us out of Afghanistan, he has promised to defend Ukraine but they are losing, he said that inflation was "transitory" while high costs are hurting families, he has let the child tax credit and Medicaid expansion end without saying a word.
31	38	41	42	24	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.

# More Serious Doubts about Trump (% Raises Serious Doubts)

Among everyone except Biden voters who say they would never vote for Trump

All	2020 Biden Dropoff	Undecided/ Moveable	RFK Voters	18-34 Men	
45	56	53	50	46	Donald Trump has said that he will defy the Constitution and end birthright citizenship, the constitutional guarantee of citizenship for people born in the United States.
48	55	51	49	47	The only real accomplishment under Donald Trump was trillions of dollars in tax giveaways to the wealthy and large corporations that have exploded the national debt while giving working families almost nothing.
45	54	52	49	47	Donald Trump has been found guilty of business fraud and rape in two separate trials.
45	58	52	47	41	Donald Trump faces 91 felony charges related to stealing classified documents, fomenting the violence that killed police officers at the US Capitol on January 6th, 2021, and attempting to subvert the 2020 election, among many other charges. His top lawyers warned him that his claims about the 2020 election were false and told him he would be charged if he lied about the classified documents he took. He could be tried and found guilty of one or more of these before the 2024 election and could face jail time before potentially entering the White House.
44	54	49	45	43	Every year Donald Trump was in office, he proposed cutting Social Security and Medicare in the federal budget despite claiming he would never do that. You can't trust Donald Trump and Republicans to protect programs Republicans have tried cutting for decades.
49	47	48	41	48	Ignoring all the noise and drama, Donald Trump was simply a bad President. He accomplished none of his big promises like building a wall with Mexico that could keep immigrants out or making massive investments in infrastructure. He was President in 2020 when the COVID-19 pandemic killed hundreds of thousands of people and shut down our economy. We had the sharpest job loss in history that did not get back to pre-pandemic level until Joe Biden became President.
40	57	52	44	37	Donald Trump and extreme MAGA Republicans say they will restructure the government to easily remove career professional federal employees, not political staff, that they say are not loyal to Trump or his vision of a radically conservative federal government.



# Less Serious Doubts about Trump (% Raises Serious Doubts)

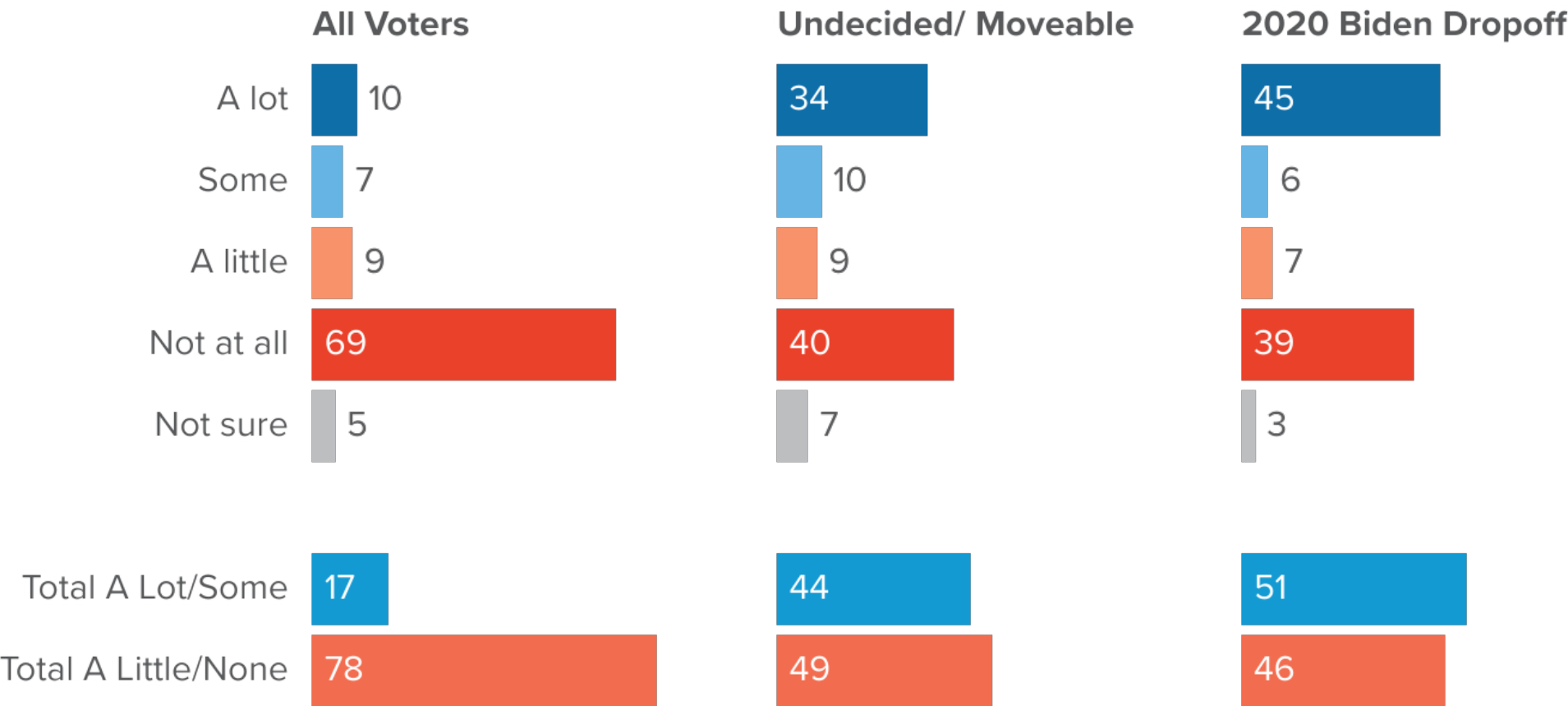
Among everyone except Biden voters who say they would never vote for Trump

All	2020 Biden Dropoff	Undecided/ Moveable	RFK Voters	18-34 Men	
40	56	50	45	39	When he was President, Donald Trump nearly repealed the Affordable Care Act / Obamacare while offering nothing to replace it. Now he has pledged to do the same thing if he is re-elected. Fewer people will have health care while costs would increase for everyone else.
45	52	48	44	40	Many of the top military officials who served in Donald Trump's first term, including Generals James Mattis, Mark Milley, and John Kelly have said that Trump is not fit to serve. Donald Trump is a threat to our national security.
42	46	45	41	37	Donald Trump is just another corrupt politician who helped himself, his family, and his politically connected friends at the expense of everyone else.
40	45	48	42	36	Donald Trump will be 78 years old if he is re-elected and will be 82 when he leaves office. He is simply too old to be capable of effectively doing the job at his age.
36	52	46	41	30	After leaving office, Donald Trump's son-in-law Jared Kushner received \$2 billion from Saudi Crown Prince Mohammed Bin Salman for his investment company.
33	50	47	38	28	Donald Trump is promising some of the harshest immigration policies in the history of this country. His advisors say they would round up illegal immigrants and send them to large-scale camps to await deportation. This would include restarting the policy of separating children from their families.
34	47	45	33	30	Donald Trump appointed the three Supreme Court justices who overturned Roe v. Wade which allowed states to ban abortion and deny women their reproductive freedom. Many of his supporters in Congress, like U.S. House Speaker Mike Johnson, have proposed banning abortion nationwide.



# Impact of Trump Trials

Among everyone except Biden voters who say they would never vote for Trump - If Donald Trump is found guilty of criminal charges in the federal cases related to subverting America's democracy and mishandling classified information, how much influence would that have on your vote for president in 2024?



# Recommendations

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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 team has studied more 29 million data points from more than 198,000 unique voters, including more than 63,000 Democrats, 66,000 Independents, and 67,000 Republicans. **Our team has created one of the most comprehensive data sets on how American voters feel about issues, their leaders, and their own lives.**

## In summary, Democrats:

- Start talking to voters today – be loud and proud!
- Contrast with the Extreme MAGA Republican policy agenda.
- Remember: Elections are always about the Future.



**Future**  
**MAJORITY**

**Contact:**

**Mark Riddle at [Mark.Riddle@FutureMajority.org](mailto:Mark.Riddle@FutureMajority.org)**

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