



The Path for Democrats in 2022

Path, Perception, Purpose

The Path in 2022: Strong Contrast

- Raise the Stakes of Election: Choice/Courts, Guns/Safety, January 6/Voting (Drive D vote)
- Go Local: Infrastructure, Public Safety, Jobs (Independents)
- Lowering Costs: Health Care, Anti-Corruption, Price Gouging (Getting to 50 +1)

(Democrats must have message discipline to hammer home the strong contrasts considering the hyper-focused Republican attacks: Inflation, Crime, Covid Mandates + Biden Old and Weak. Immigration – code for race - and examples of Democrats' misspending will be the hooks into their arguments)

Fix Democrats' Perception Problem:

- **Kitchen Table Costs:** Voters aren't buying Dems' efforts. 24/7 focus on Lowering Costs: stay in DC instead of a recess, round-the-clock meetings, and use the White House Bully Pulpit. **Pass:** the Affordable Insulin Act and Competes Act, forgive \$10k of student debt, reinstate Child Care Tax Credit. *Get the Republicans on record as much as possible on bills addressing costs to drive the message on who is fighting for who.*
- **Economy:** Democrats trailing on economic issues is an unacceptable communication failure. It is imperative heading into 2024 that voters understand who creates jobs and lowers deficits.
- **Culture:** Clear and consistent rebuttals to conservatives' cultural attacks.

Path, Perception, Purpose

Unity: The brewing concept among some DC Democrats that 2022 candidate numbers will sufficiently disconnect from the President's numbers is dangerous. Democrats – even in lean D seats – are not in the mid-fifties. If Democrats go into the election under 48%, they lose. The Biden/Harris numbers must improve, and to do so Biden/Harris must show strength and become more visible. All Democrats must unify and have President Biden and Vice President Harris' backs.

Message: The “For the People” agenda moves numbers into the Democrat column. However, our data shows that just saying “MAGA” or “ultra-MAGA” will not get the job done in close districts. Trump is still toxic with the Democrat's winning 2018 and 2020 coalition. Weaving together MAGA and sticking the Republicans with the Rick Scott plan is an effective 1-2 punch.

Brand: Our research shows that Democrats are more united on issues than what is commonly perceived among the chattering class. As Democrats head into the next presidential election, the data shows building a narrative around freedom, capitalism, and patriotism is a winning formula. Future Majority is going to take a lead on this effort.

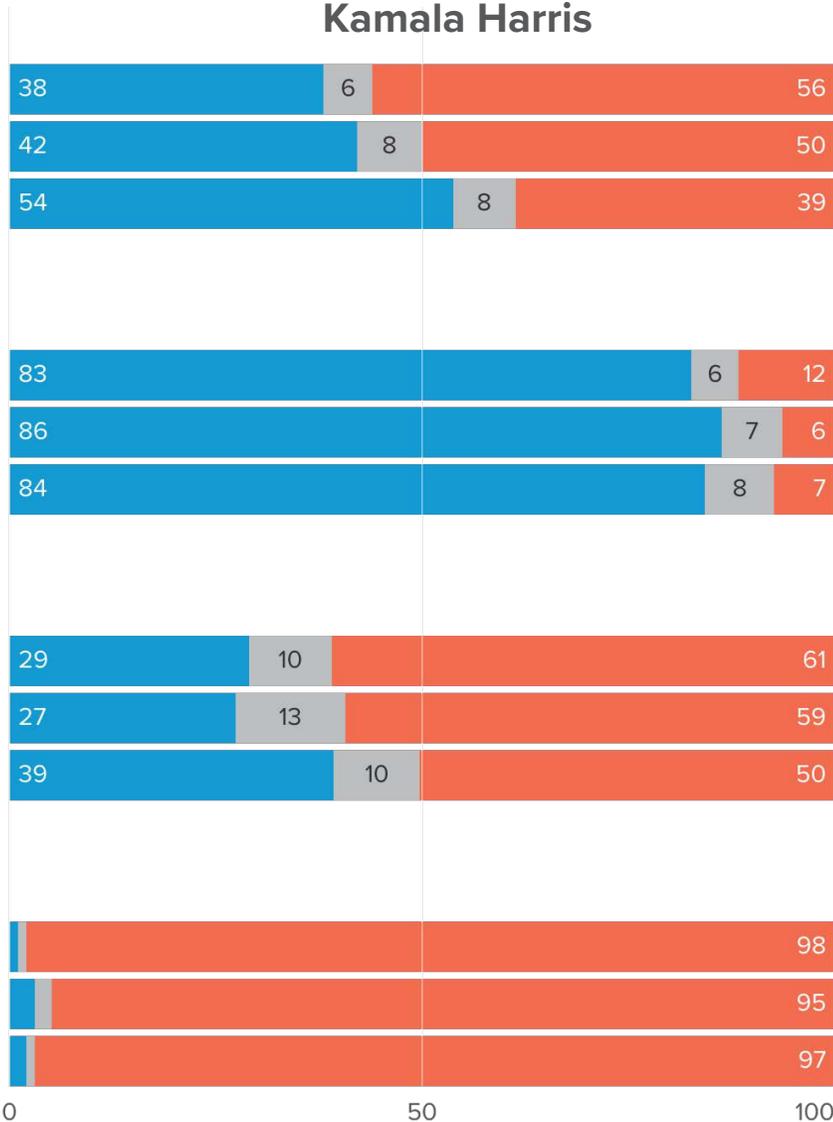
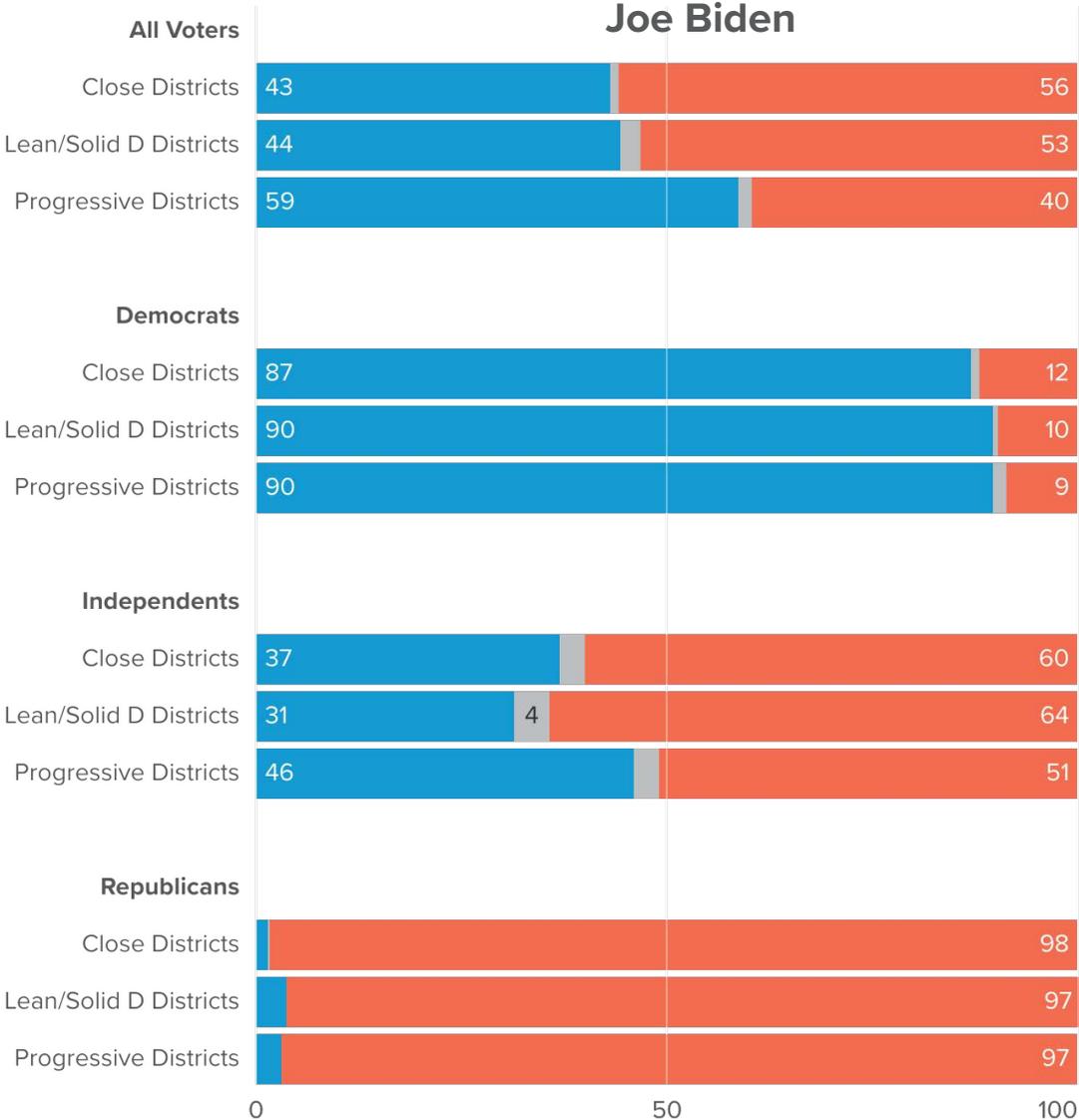
Poll Results - Methodology

- 2,663 Voters in Various Congressional Districts
- Interviewing conducted May 10-14, 2022 online using social media recruitment
- **Close Districts:** CA-22, CA-40, IA-03, MI-07, MN-02, NE-02, NM-02, PA-01, PA-07
Lean-Democrat Districts: CA-27, MI-03, MN-03, NJ-03, NV-01, NV-04, NY-11, NY-22, OH-01, VA-07
Progressive Districts: AZ-03, CA-17, CA-37, IL-02, KY-03, MA-07, MN-05, NY-16, OH-03, TX-28, WA-07
- The final results are weighted to reflect the distribution of likely voters throughout the states based on gender, age, ethnicity, region, education level, and 2020 vote preference

Biden / Harris Approval

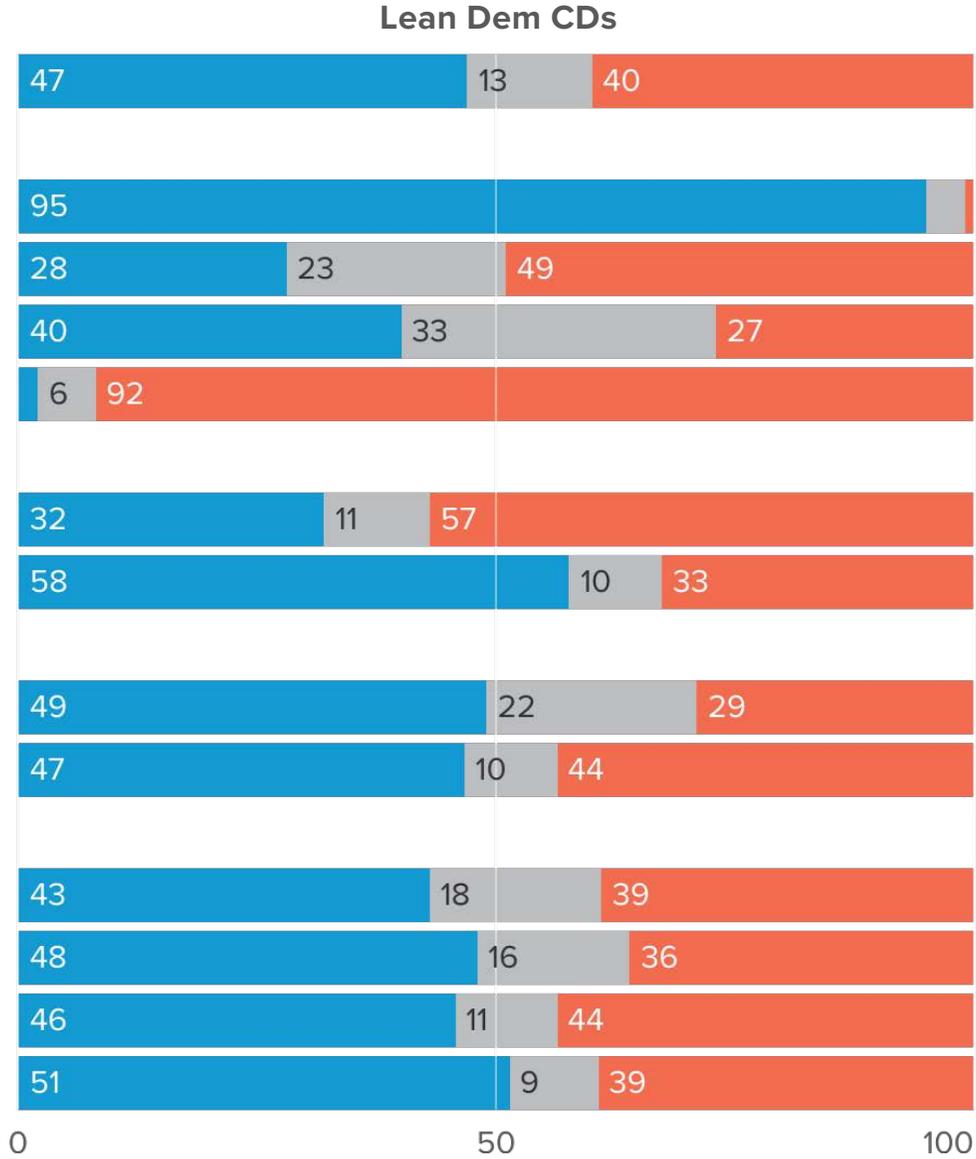
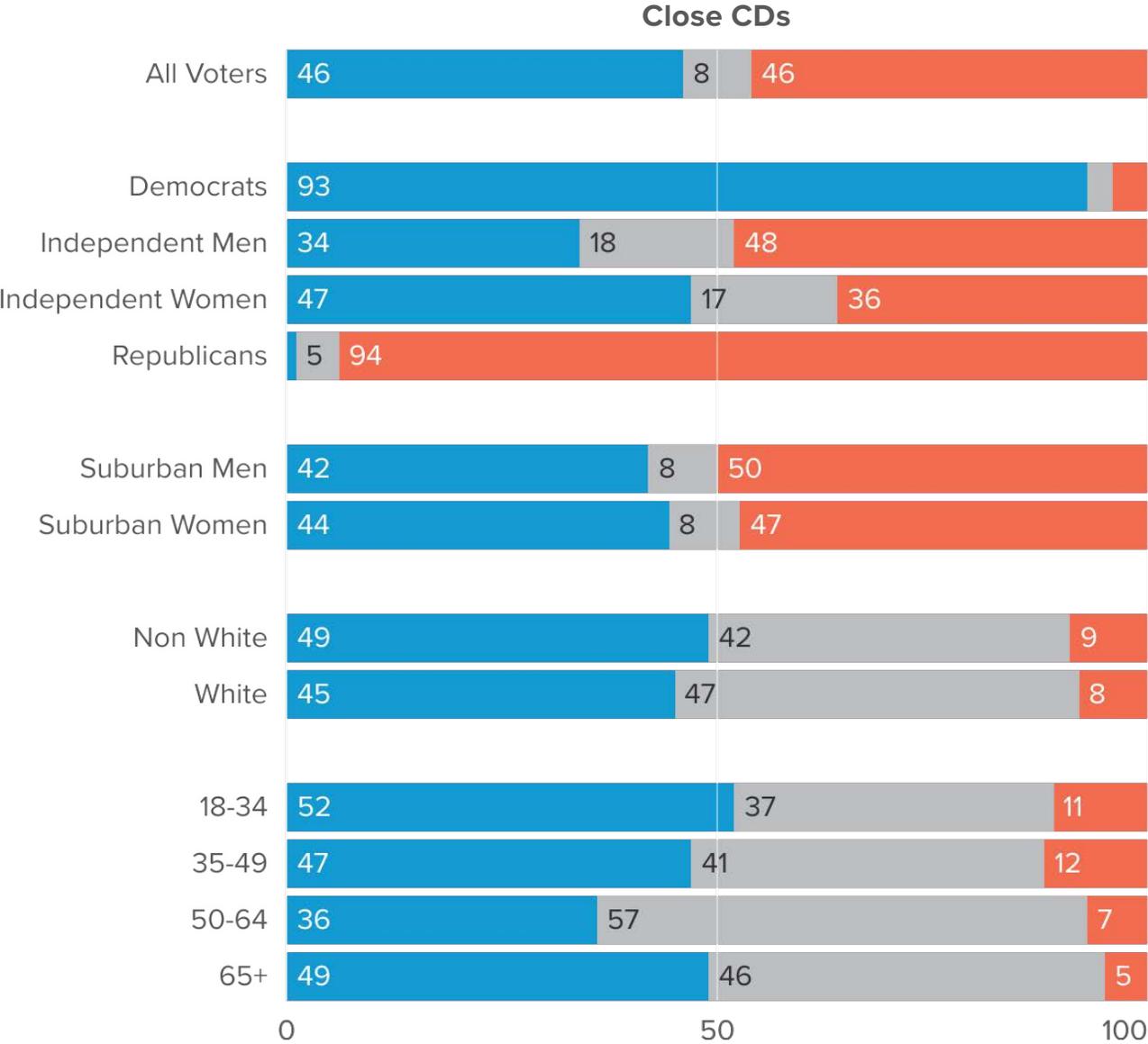


● Approve ● Not Sure ● Disapprove

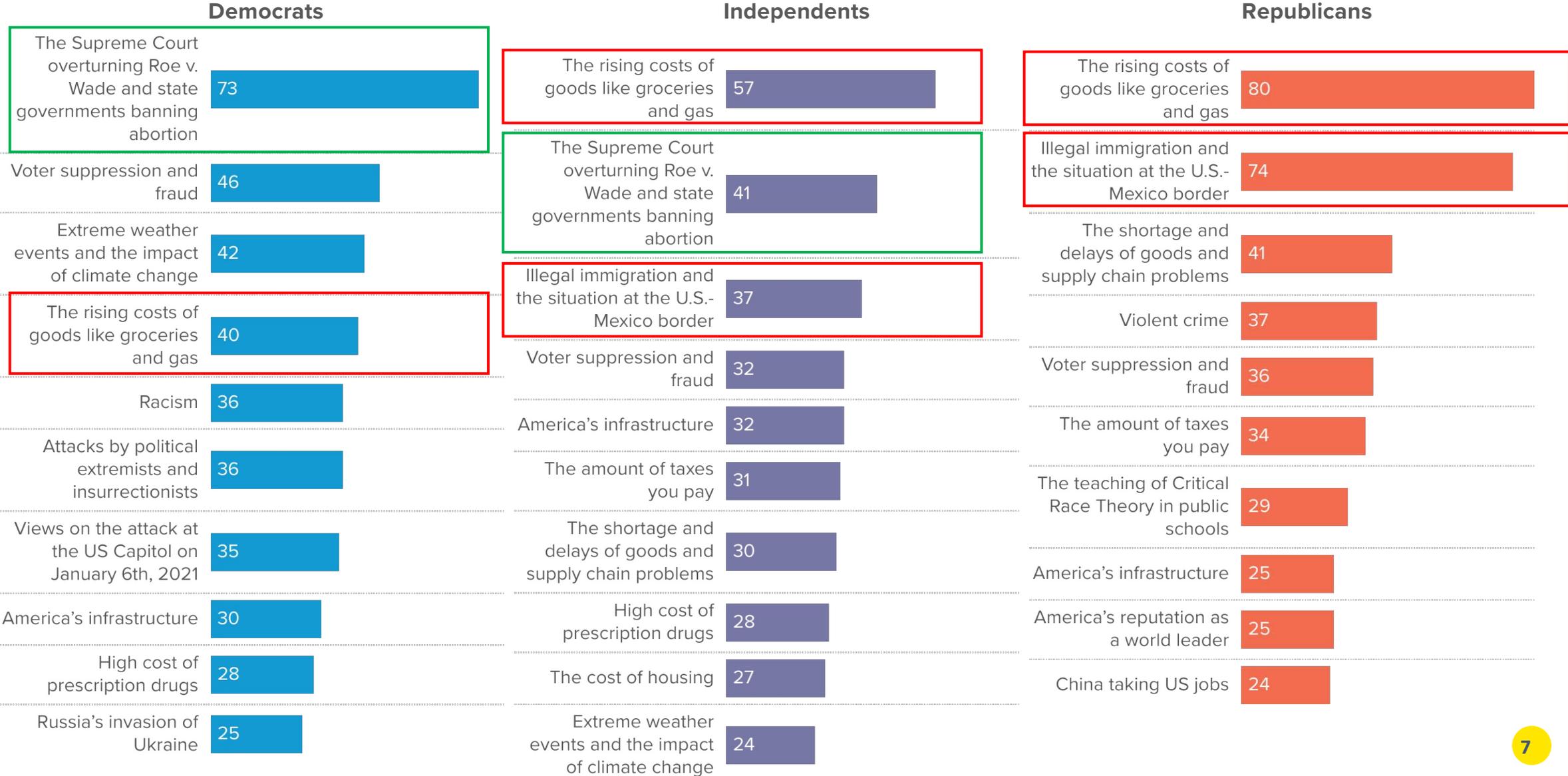


Current U.S. House Vote

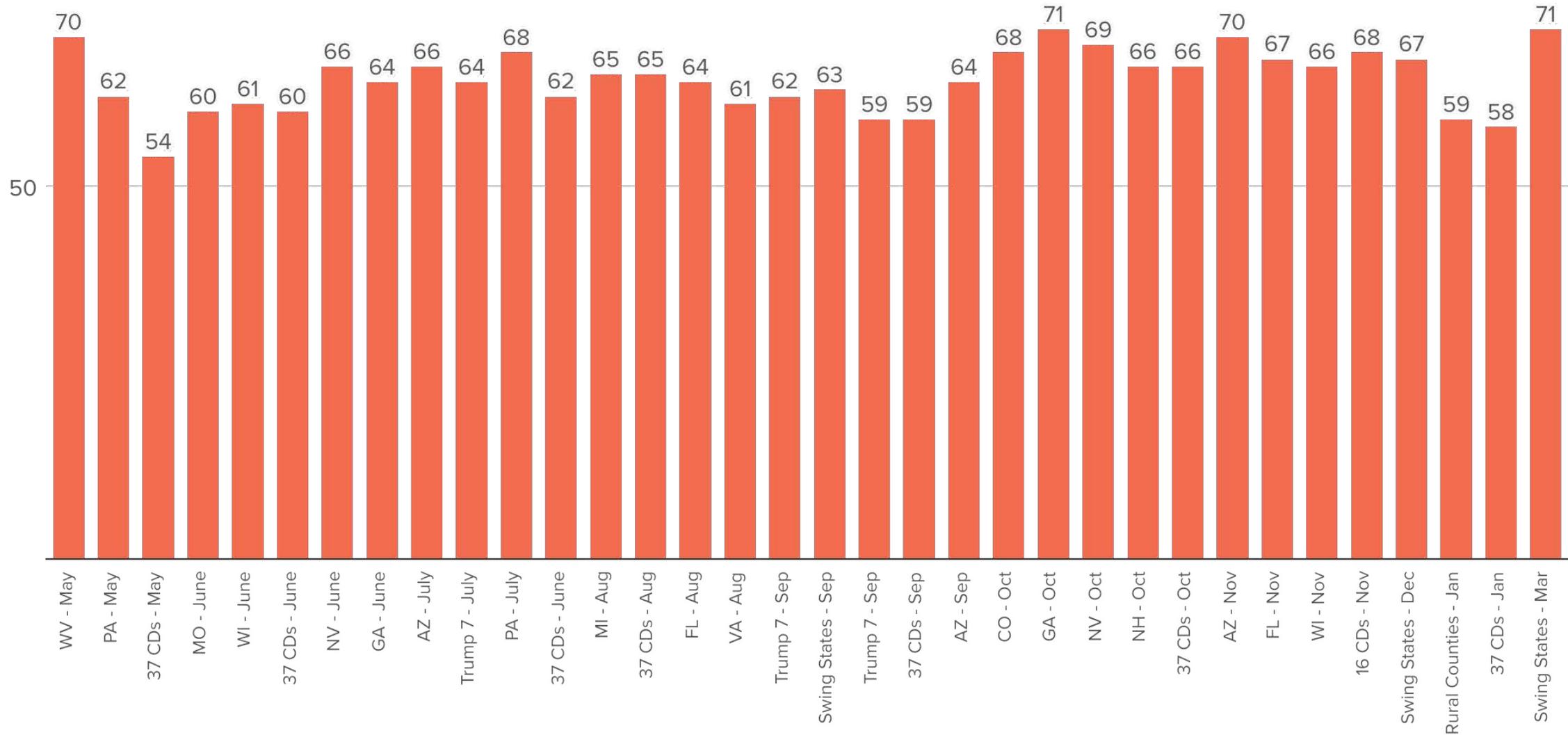
● Democratic Candidate
 ● Republican Candidate
 ● Not Sure



Most Important Issue – Close CDs

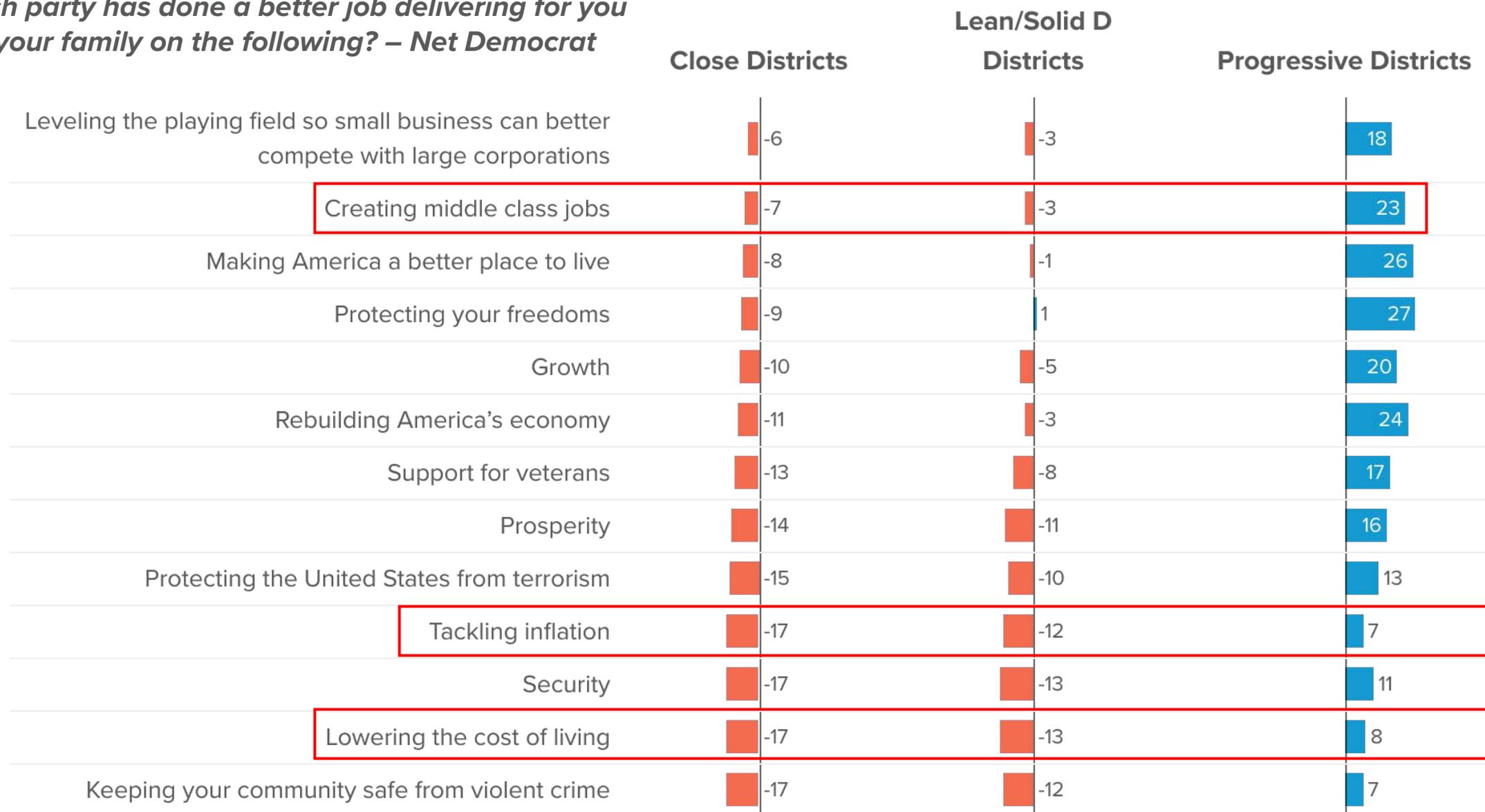


% Falling Behind the Cost of Living. This is a Larger Issue than Current Challenges with Inflation.



Issues Where Republicans Are Stronger

Which party has done a better job delivering for you and your family on the following? – Net Democrat

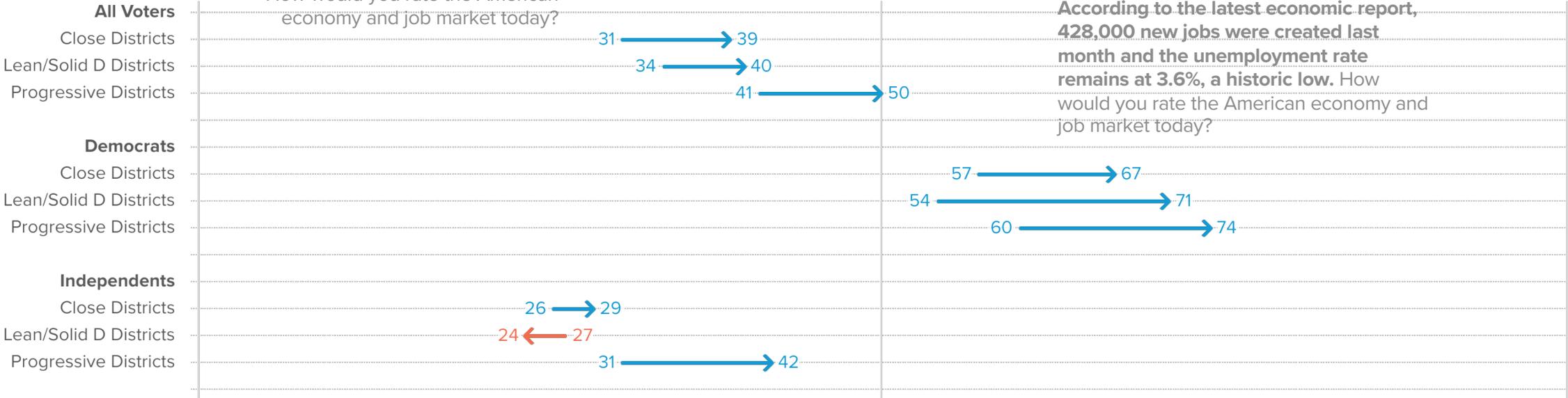


Democrats must Hammer Away at the Economy



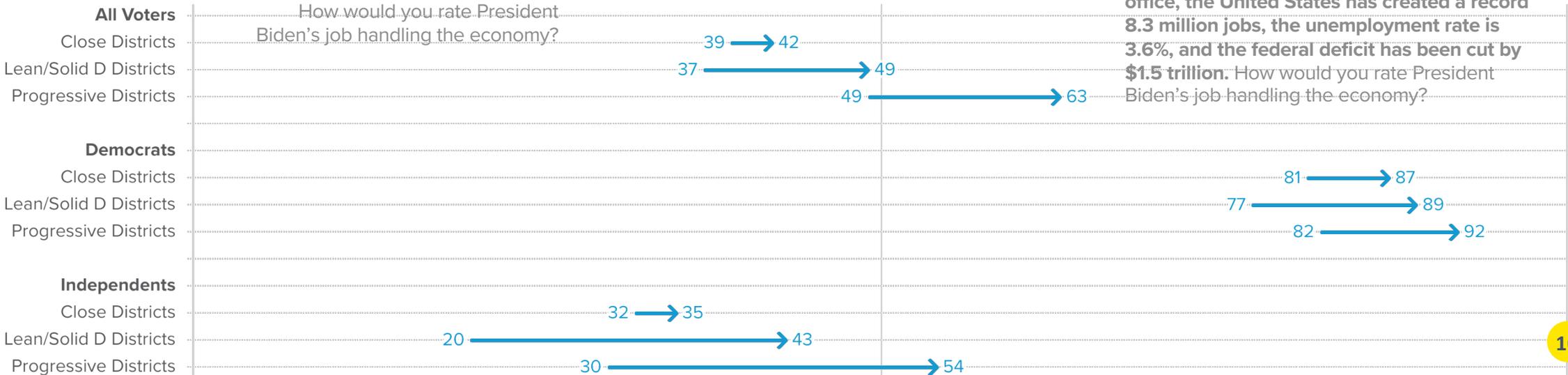
% Approve

How would you rate the American economy and job market today?



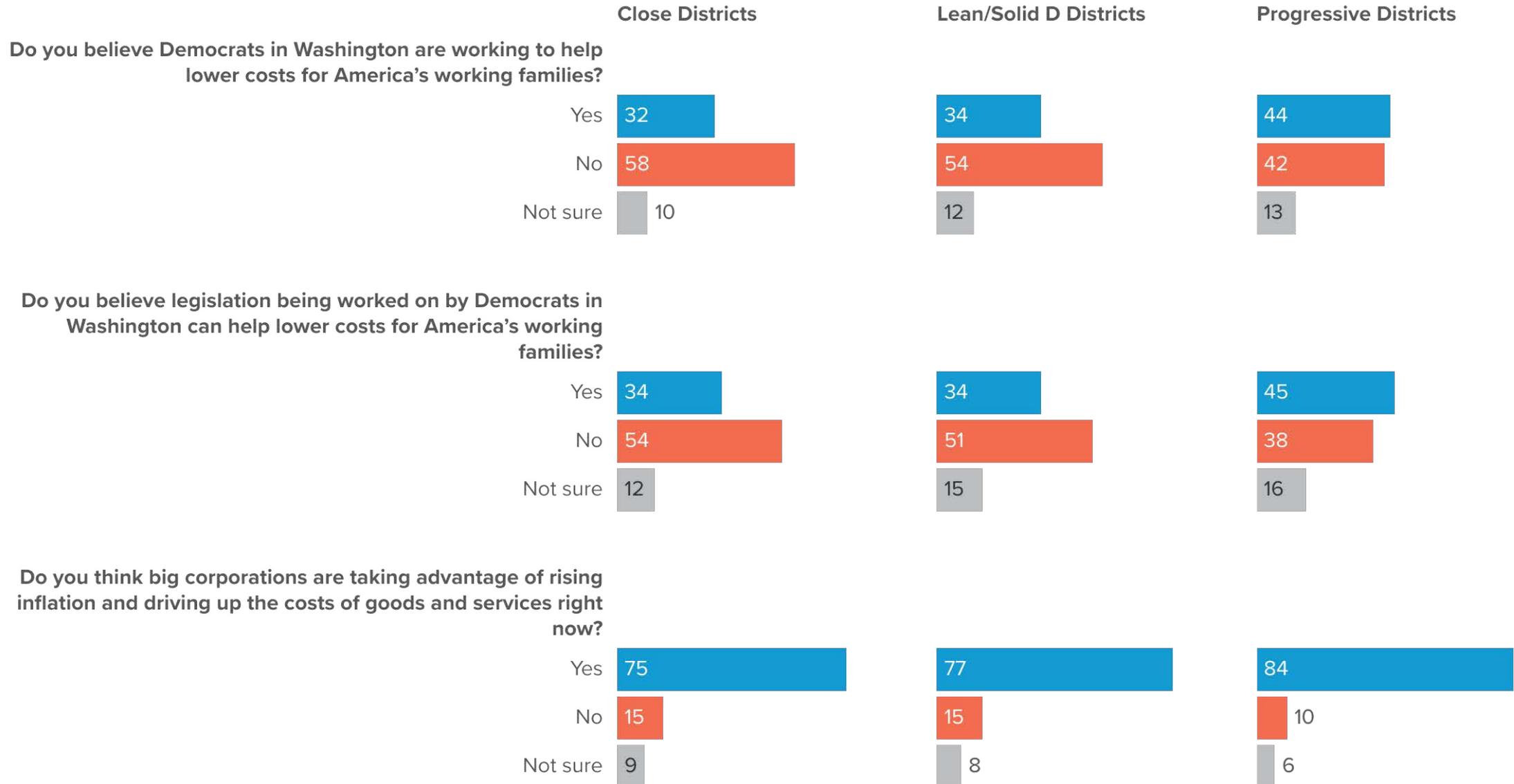
According to the latest economic report, 428,000 new jobs were created last month and the unemployment rate remains at 3.6%, a historic low. How would you rate the American economy and job market today?

How would you rate President Biden's job handling the economy?



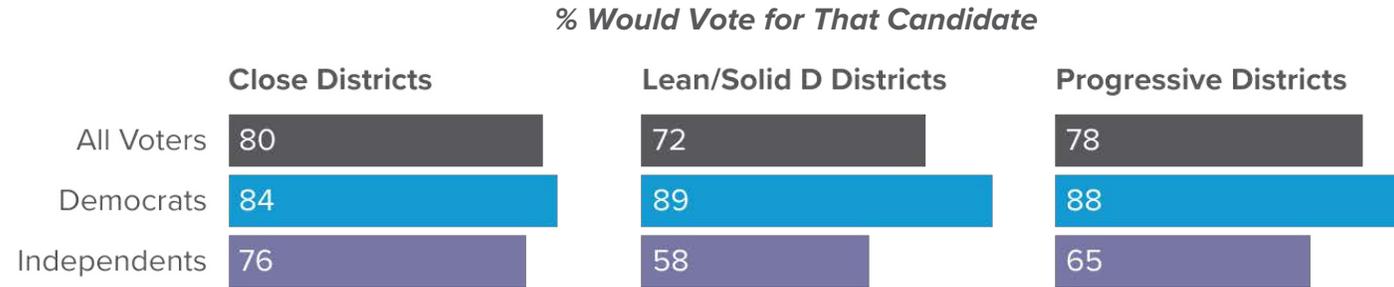
In the 15 months President Biden has been in office, the United States has created a record 8.3 million jobs, the unemployment rate is 3.6%, and the federal deficit has been cut by \$1.5 trillion. How would you rate President Biden's job handling the economy?

What Voters Think of Dem Efforts to Lower Costs

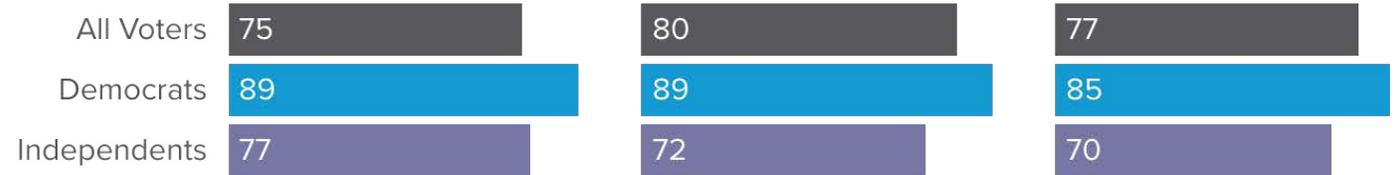


The For the People and Freedom Messages Work for Democrats

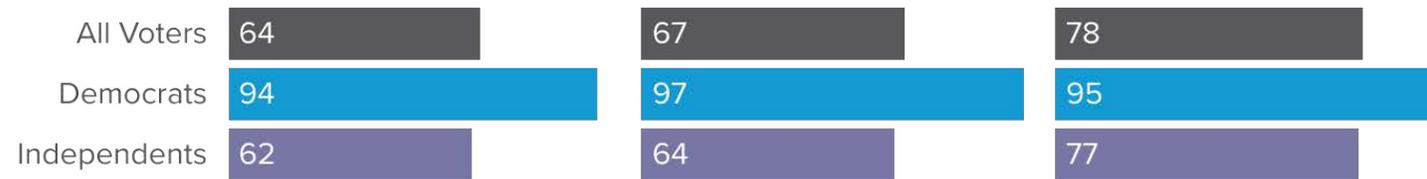
"I am For the People and will fight for a better America by investing in infrastructure and families, creating millions of middle-class jobs, cracking down on corruption, and defending democracy and freedom."



"I am For the People and delivered on **building a stronger America** by investing in infrastructure and families, creating millions of middle-class jobs, cracking down on corruption, and defending democracy and freedom."



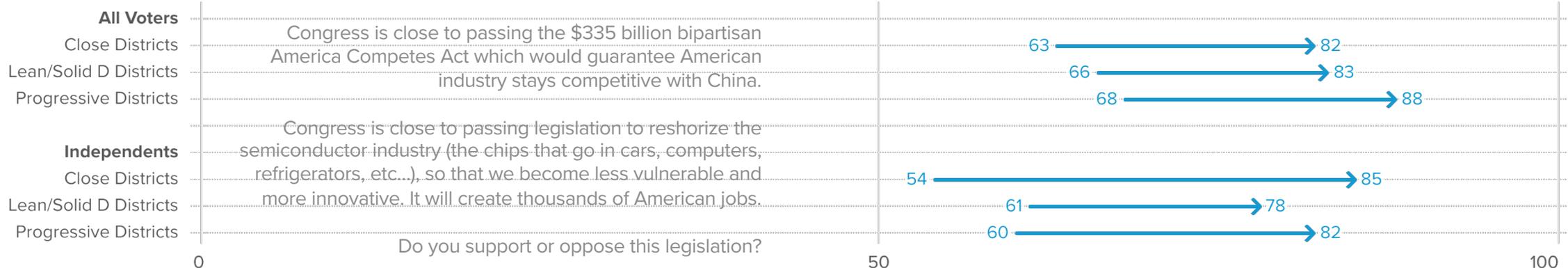
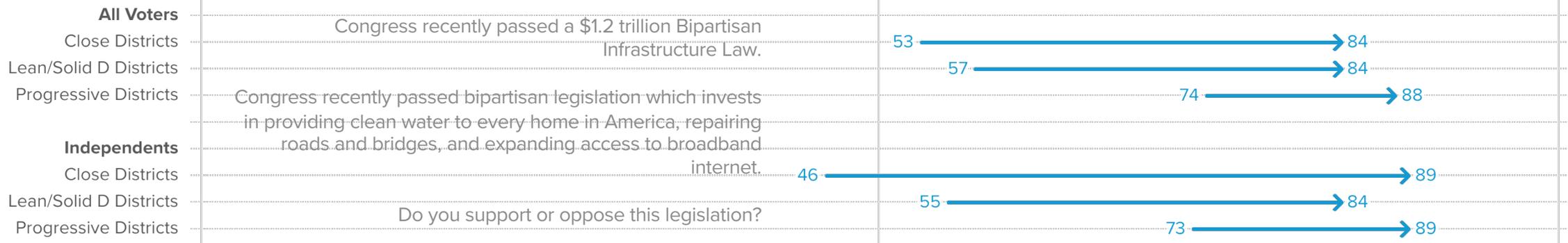
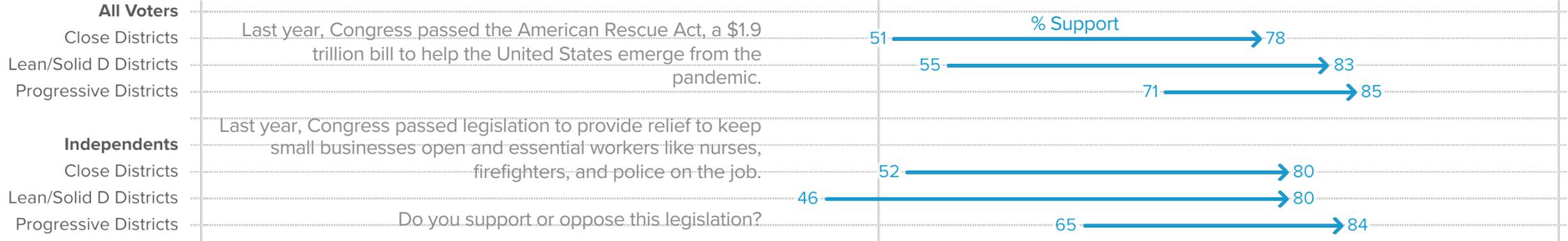
"I will defend your freedoms - the freedom from health care costs bankrupting your family, the freedom to vote no matter your race or zip code, the freedom to breathe clean air and drink clean water, and the freedom for women to make their own decisions on when to start a family free from government interference."



"I am a straight, white, Christian, married, suburban mom who knows that the very notion that learning about slavery or redlining or systemic racism means that children are being taught to feel bad or hate themselves because they are white is absolute nonsense. Hate will not win."



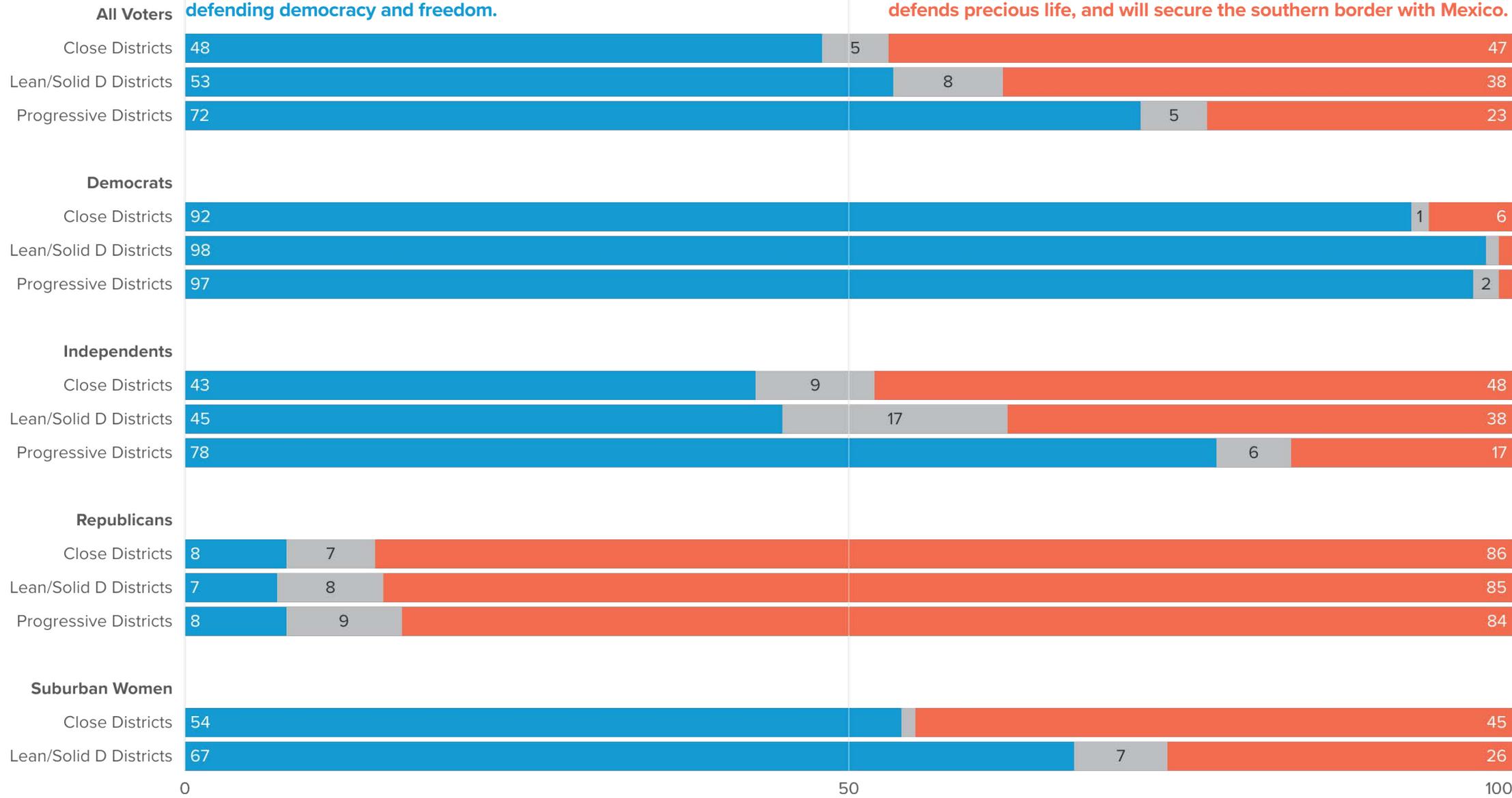
Democrats Must Focus on Local, Not \$\$\$ Tags



For the People vs. MAGA Message

A candidate who is For the People and is fighting for a stronger America by investing in infrastructure and families, creating millions of middle-class jobs, cracking down on corruption, and defending democracy and freedom.

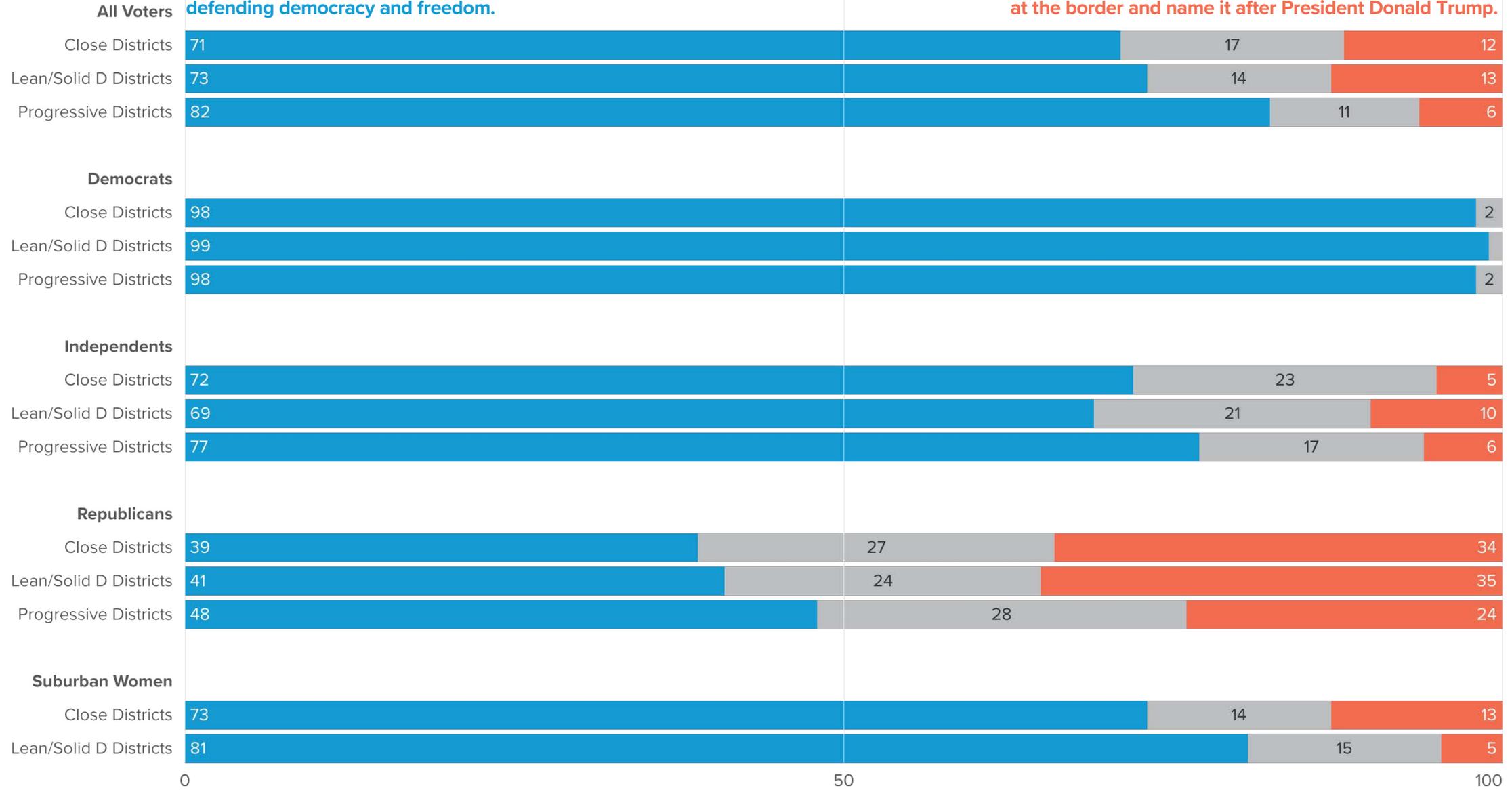
A candidate who stands with MAGA who will get inflation under control by cutting the out-of-control government spending, get people back to work, crack down on violent crime, is against the teaching of Critical Race Theory, defends precious life, and will secure the southern border with Mexico.



For the People vs. Rick Scott Plan

A candidate who is For the People and is fighting for a stronger America by investing in infrastructure and families, creating millions of middle-class jobs, cracking down on corruption, and defending democracy and freedom.

A candidate who will make every American pay a minimum income tax, sunset federal laws like Social Security and Medicare after 5-years unless Congress reauthorizes them, and who will finish the wall at the border and name it after President Donald Trump.



Effective Messaging

Message	Voter Research Survey Results
<p>The pandemic and the rising cost of living have hurt too many Americans. Despite an economy that has bounced back to create millions of jobs and near full employment, too many are still struggling.</p>	<p>Acknowledge the problem: 67% of voters say it is more important for a candidate to show clear understanding of the problems their family and community face than to give clear plans and make promises for what they will do. (FM survey of Senate States, April 2022)</p>
<p>There is a clear choice about which direction our country goes.</p> <p>Democrats are working for working people and building a stronger America.</p>	<p>Would Consider/Definitely Would Vote For “Working for Working People” Slogan: 63% of voters in Frontline Districts, 63% in Lean-Democrat Districts, and 66% in Progressive Districts (FM survey of CDs, May 2022)</p> <p>Would Consider/Definitely Would Vote For “Building a Stronger America’ Slogan: 56% of voters in Frontline Districts, 56% in Lean-Democrat Districts, and 53% in Progressive Districts (FM survey of CDs, May 2022)</p>
<p>Creating millions of jobs and raising wages to help small businesses and working families to invest in their future.</p> <p>Building a stronger and safer America by investing in bridges and roads, protecting against climate chaos, expanding internet, and funding public safety</p> <p>Defending democracy and individual freedoms by fighting for choice and making sure our vote counts</p>	<p>78% of voters in Frontline Districts, 83% in Lean-Democrat Districts, and 85% in Progressive Districts support legislation Congress passed to provide relief to keep small businesses open and essential workers like nurses, firefighters, and police on the job. (FM survey of CDs, May 2022)</p> <p>84% of voters in Frontline Districts, 88% in Lean-Democrat Districts, and 88% in Progressive Districts support recently passed bipartisan legislation which invests in providing clean water to every home in America, repairing roads and bridges, and expanding access to broadband internet. (FM survey of CDs, May 2022)</p>

Effective Messaging

Message	Voter Research Survey Results
Democrats believe in the American value of Freedom.	
The freedom to prosper and pursue our dreams, to a fair shot, to speak our minds without fear of persecution, to vote and have that vote counted, to reproductive freedom, the freedom to breathe clean air.	<p>99% of Democrats and Independents in Frontline Districts, 95% in Lean-Democrat Districts, and 96% in Progressive Districts agree that “Every American, no matter where they come from or what they look like, deserves a fair shot to go as far as their God-given talents, aspirations, and hard work can take them. The more Americans who get a fair shot – to have the education and training to advance their careers, to own a home or a business - the more our nation will prosper.” (FM survey of CDs, May 2022)</p> <p>85% of Democrats and Independents in Frontline Districts, 82% in Lean-Democrat Districts, and 92% in Progressive Districts agree with the statement: “I believe in Freedom. The freedom to prosper and pursue our dreams, to speak our minds without fear of persecution, and to vote and have that vote counted. And I believe in freedom from fear. The fear of crime, from hunger, from medical bills that would bankrupt our families, from crippling student loan debt, discrimination, and government intrusion into our private lives. (FM survey of CDs, May 2022)</p>

Effective Messaging

Message	Voter Research Survey Results
Also, the Freedom from fear: the fear of crime, from hunger, from a corrupt government, from medical bills that would bankrupt our families, from crippling student loan debt, discrimination, and government intrusion into our private lives.	<p>64% of voters in Frontline Districts, 67% in Lean-Democrat Districts, and 78% in Progressive Districts say they would vote for a candidate who says “I will defend your freedoms - the freedom from health care costs bankrupting your family, the freedom to vote no matter your race or zip code, the freedom to breathe clean air and drink clean water, and the freedom for women to make their own decisions on when to start a family free from government interference.” (FM survey of CDs, May 2022)</p> <p>65% of Democrats and Independents in Frontline Districts and 59% in Lean-Democrat Districts agree with the statement “The soft-on-crime days of coddling criminal behavior must end. We need to FUND and respect the police. They are good guys. We will enforce all of our laws and increase penalties for theft and violent crime. We will clean up our cities and stop pretending that crime is OK.” (FM survey of CDs, May 2022)</p>
This is our fight: Freedom, A Fair Shot and a Future full of opportunity for anyone who works hard.	
Everyone now agrees that the Republicans are the Party of Trump and MAGA.	68% of voters in Frontline Districts, 70% in Lean-Democrat Districts, and 69% in Progressive Districts see the Republican Party as the party of Donald Trump and Ron DeSantis. (FM survey of CDs, May 2022)

Effective Messaging

Message	Voter Research Survey Results
<p>The difference. Their agenda:</p> <ul style="list-style-type: none"> • Mandating government pregnancies even in cases of rape and incest • Voting against lowering costs, recently against capping insulin at \$35 dollars, addressing the baby formula crisis, gas gouging, childcare tax credit • Raising taxes on working families and rolling back Social Security and Medicare (the Rick Scott GOP plan) 	<p>84% of voters in Frontline Districts, 89% in Lean-Democrat Districts, and 90% in Progressive Districts oppose mandating that women carry pregnancies to term in the case of rape and incest. (FM survey of CDs, May 2022)</p> <p>88% of voters in Frontline Districts, 89% in Lean-Democrat Districts, and 94% in Progressive Districts support a bill capping the cost of insulin at \$35/month and holding pharmacy benefit managers accountable to lower prescription drug costs. (FM survey of CDs, May 2022)</p> <p>12% of voters in Frontline Districts, 13% in Lean-Democrat Districts, and 6% in Progressive Districts would support a candidate who will make every American pay a minimum income tax, sunset federal laws like Social Security and Medicare after 5-years unless Congress re-authorizes them, and who will finish the wall at the border and name it after President Donald Trump. (FM survey of CDs, May 2022)</p>
<p>If that is not bad enough the MAGA gang is:</p> <ul style="list-style-type: none"> • Banning Books • Punishing businesses that don't agree with their radical agenda • Defending the criminals who led the January 6th riot on the Capital to overthrow the election. <p>These are the stakes of the election.</p>	<p>72% of voters in Frontline Districts, 89% in Lean-Democrat Districts, and 94% in Progressive Districts would consider or would definitely vote for a candidate who uses the slogan "Stop Book Banning." (FM survey of CDs, May 2022)</p> <p>55% of voters in Frontline Districts, 58% in Lean-Democrat Districts, and 59% in Progressive Districts say businesses have the same freedom of speech to advocate for or against policies and should not be punished for speaking against proposed legislation. (FM survey of CDs, May 2022)</p> <p>55% of voters say "an attempt to overthrow the election" describes well or very well the events of January 6th. (FM survey of Senate States, April 2022)</p>



Congressional District Survey

May 10-14, 2022

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*Slides 16-66 Provide Additional In-Depth Data to
Supplement our Recommendations*

Poll Results - Methodology

- 2663 Voters in Various Congressional Districts
- Interviewing conducted May 10-14, 2022 online using social media recruitment
- Close Districts: CA-22, CA-40, IA-03, MI-07, MN-02, NE-02, NM-02, PA-01, PA-07
Lean-Democrat Districts: CA-27, MI-03, MN-03, NJ-03, NV-01, NV-04, NY-11, NY-22, OH-01, VA-07
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- The final results are weighted to reflect the distribution of likely voters throughout the states based on gender, age, ethnicity, region, education level, and 2020 vote preference

Political Landscape

Economic Landscape

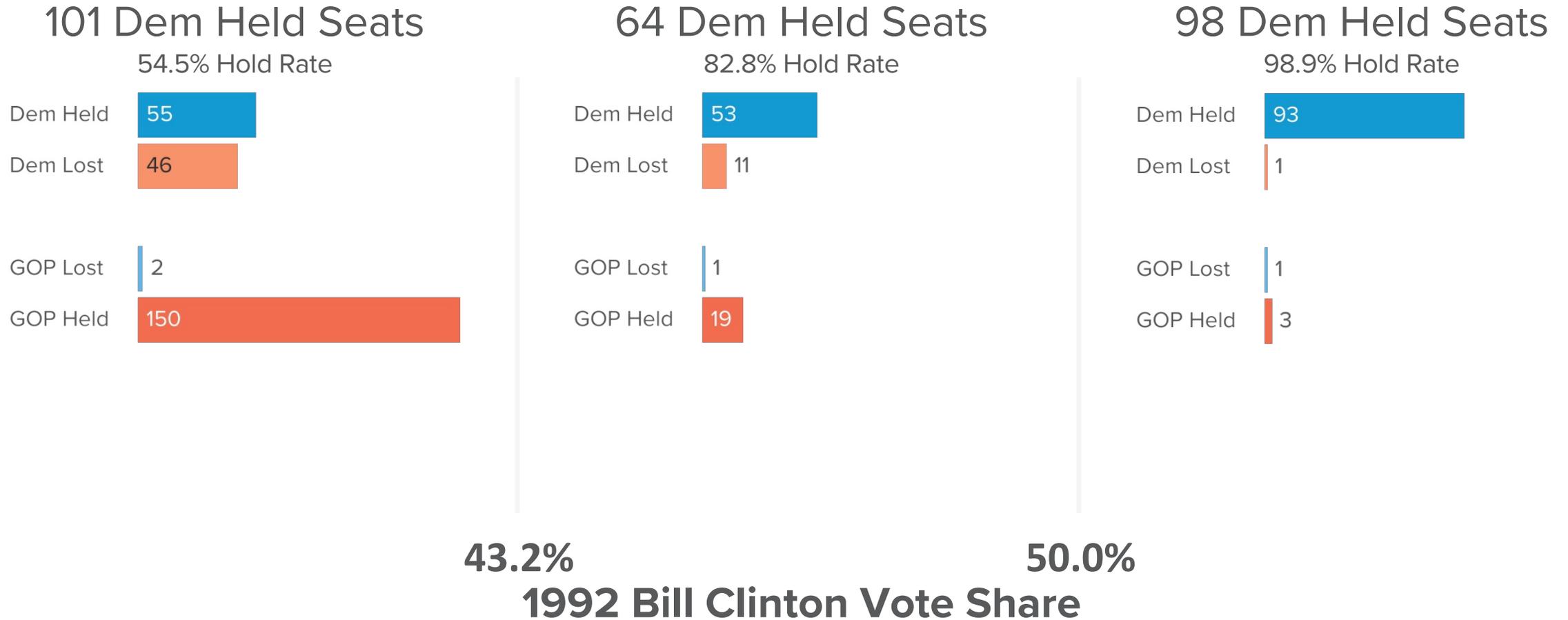
Messaging

Choice

Issue Framing

January 6th

Historical Perspective – 1994 Election

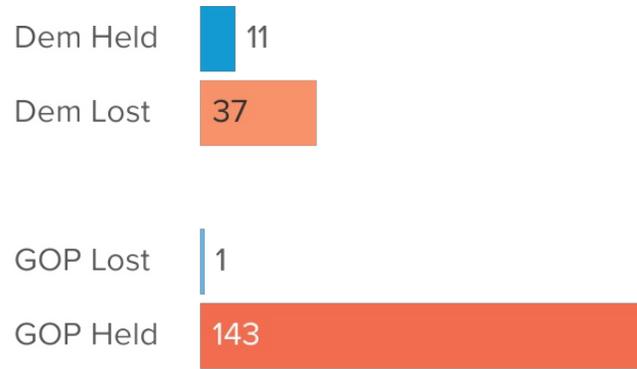


There were 101 Democratic seats where the President did worse than his national vote share. There are 10 seats like that today (pre-redistricting) despite Biden's vote share being 8.1 points higher than Clinton's.

Historical Perspective – 2010 Election

48 Dem-Bush-McCain Seats 36 Dem-Bush-Obama Seats 172 Dem-Kerry-Obama Seats

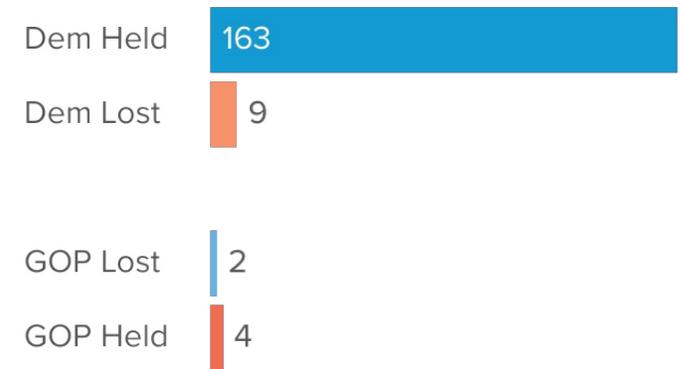
22.9% Hold Rate



41.7% Hold Rate



94.8% Hold Rate



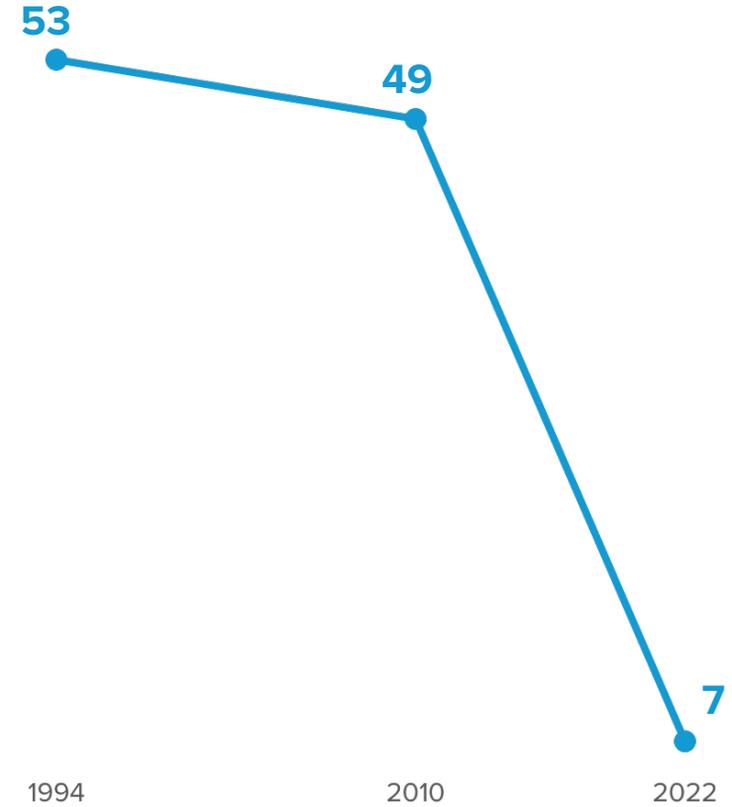
There were **84 Democratic seats** in districts that voted Republican for President in one of the previous two elections. There are **22 Democratic seats** like that today (pre-redistricting)

Republicans Have Already Won the Type of Seats that Fueled Their 1994 and 2010 Waves

2020 Districts

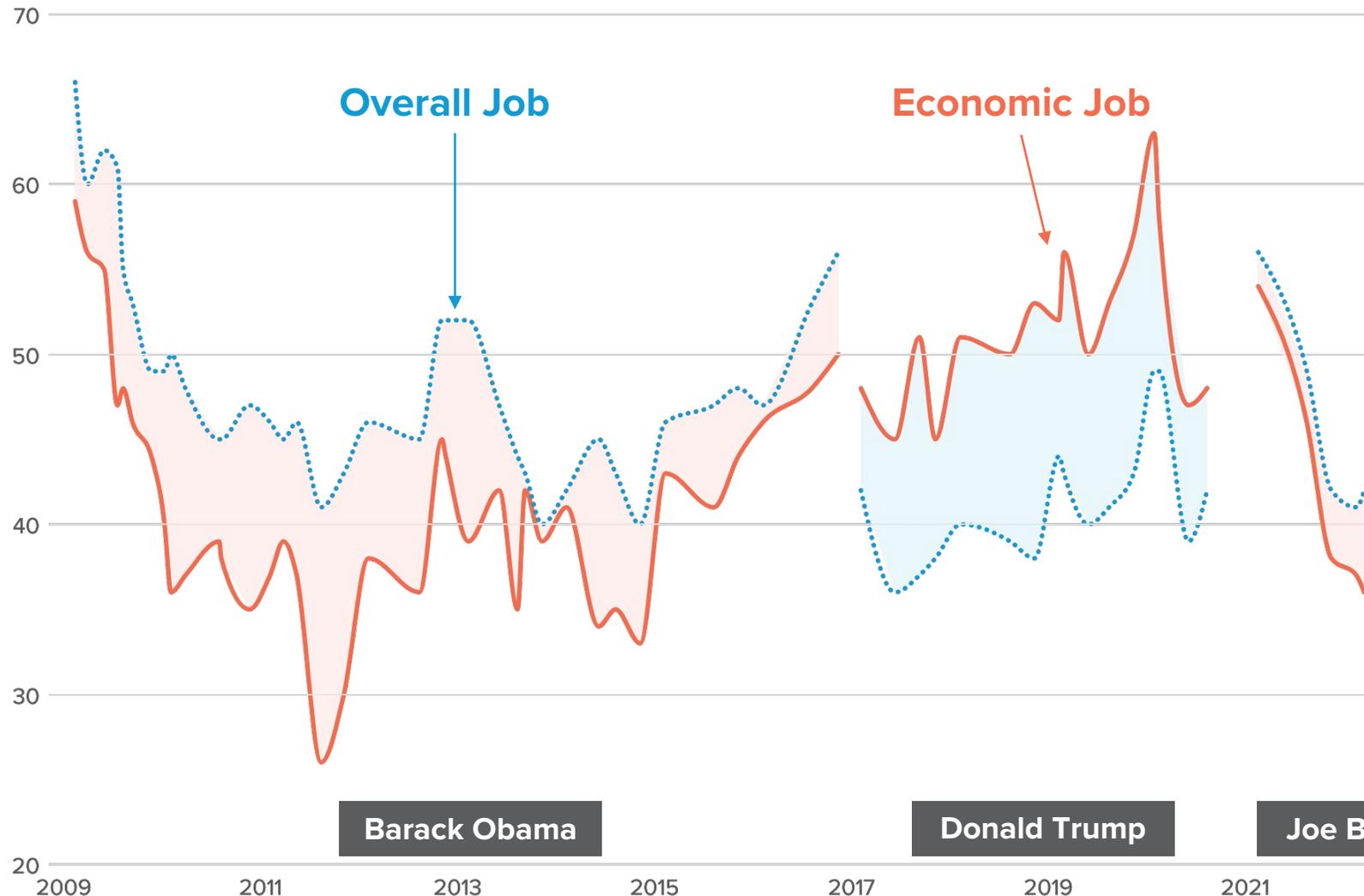


of House Dem – GOP President CDs



Comparison of Recent President's Job Performance on the Economy to Their Performance Overall

Voters consistently rated Obama worse on the economy than they did overall. The opposite happened under Trump. Biden has continued Obama's lagging trend.

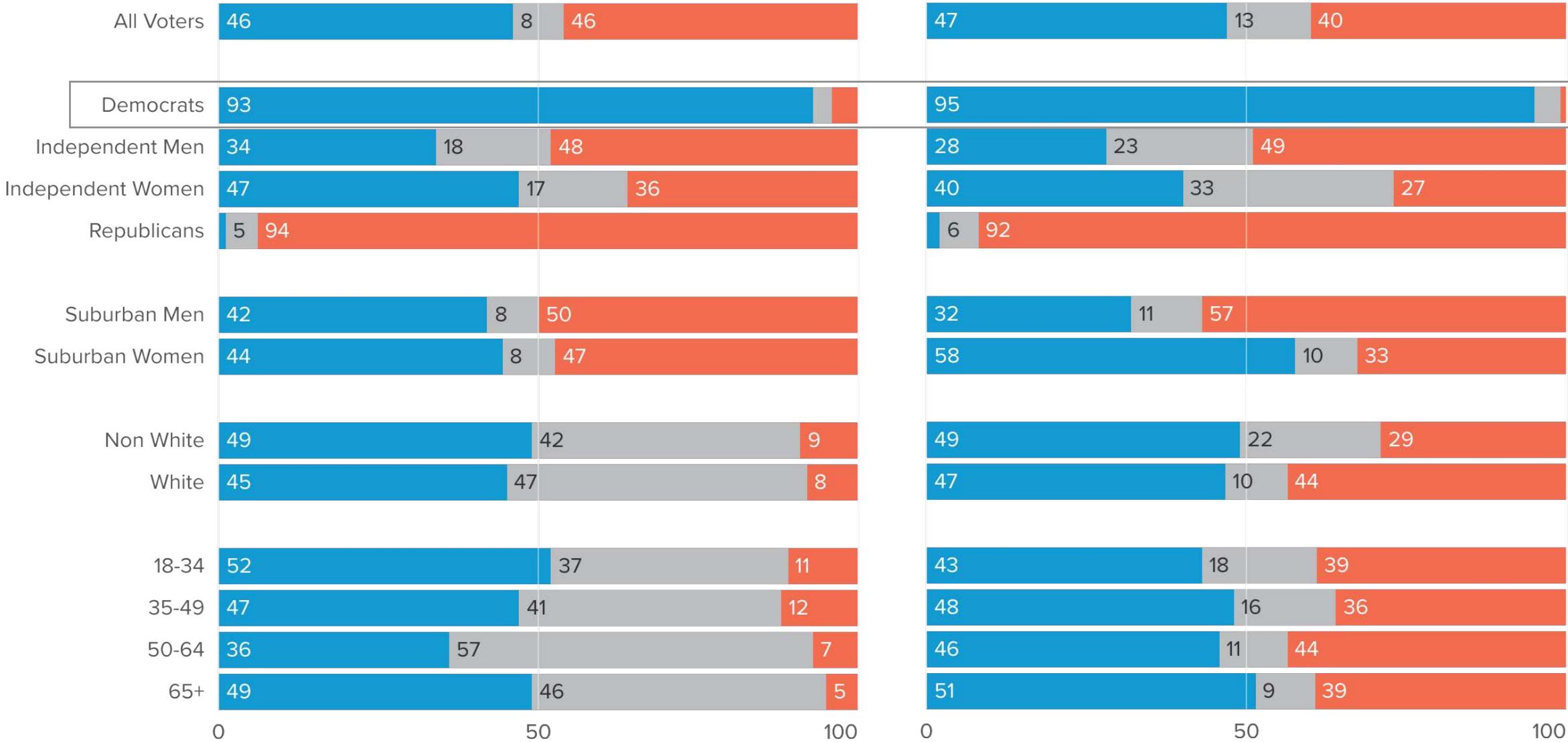


Current U.S. House Vote

● Democratic Candidate
 ● Republican Candidate
 ● Not Sure

Close CDs

Lean/Solid Dem CDs



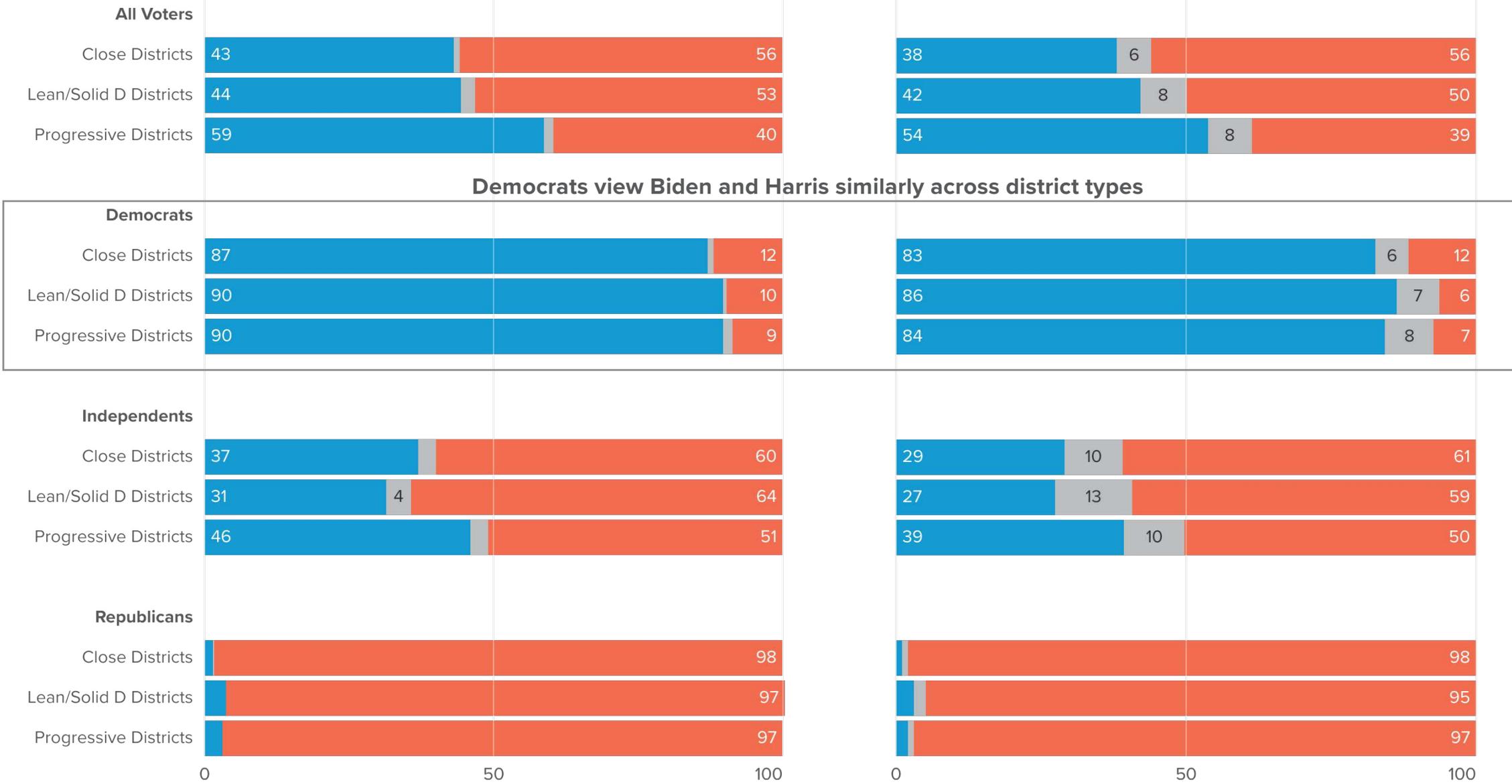
Biden-Harris Approval

● Approve ● Not Sure ● Disapprove



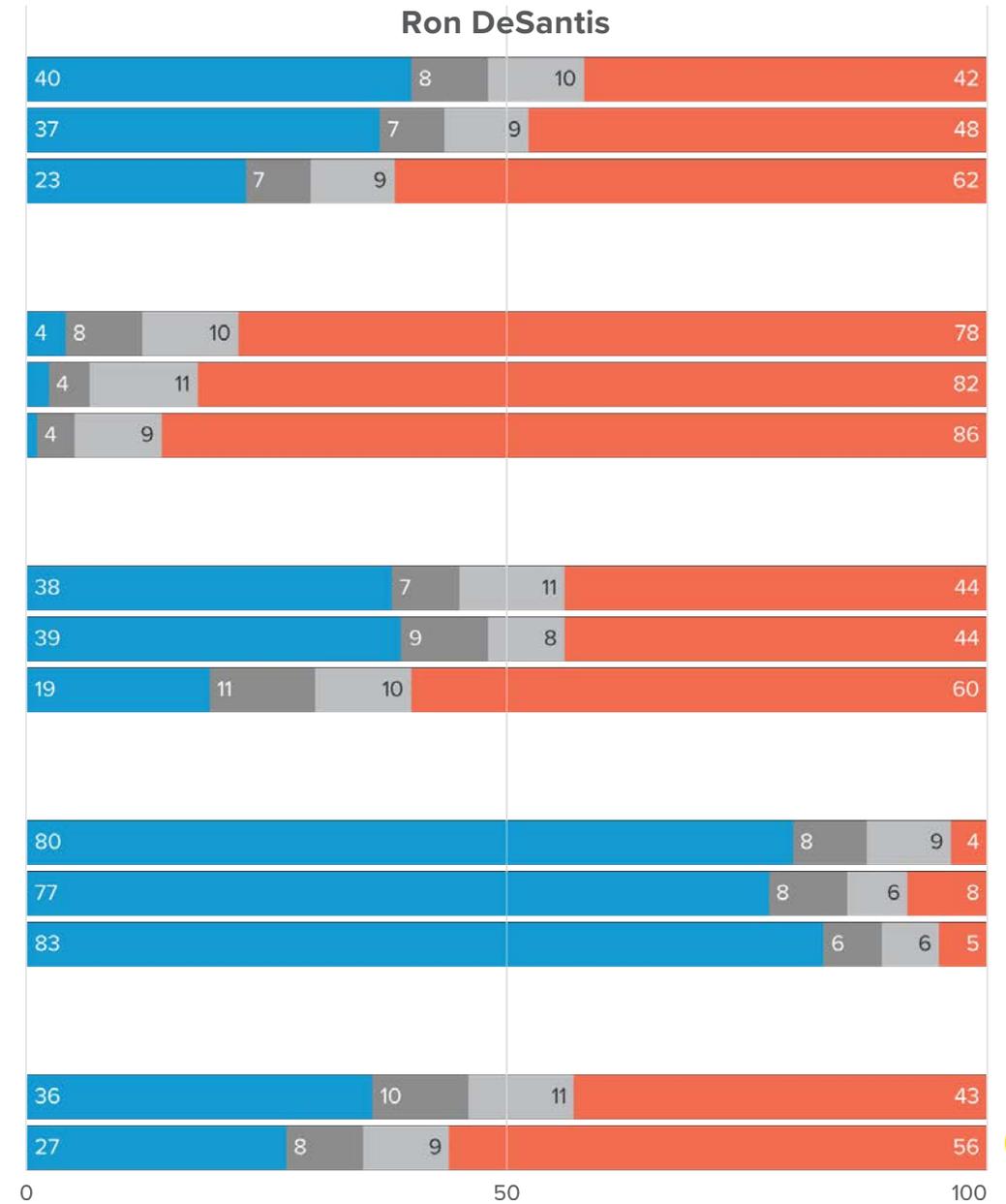
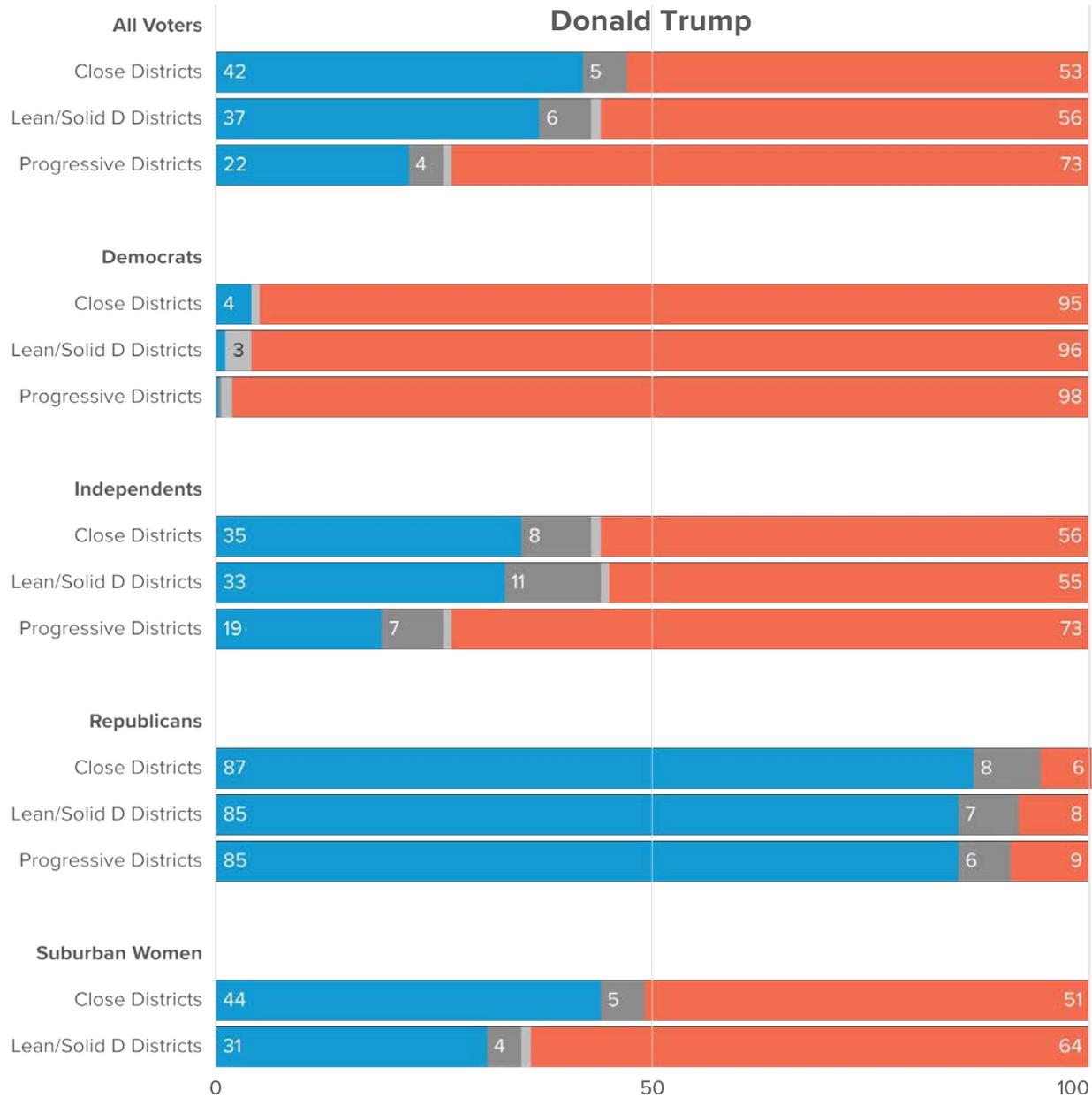
Joe Biden

Kamala Harris

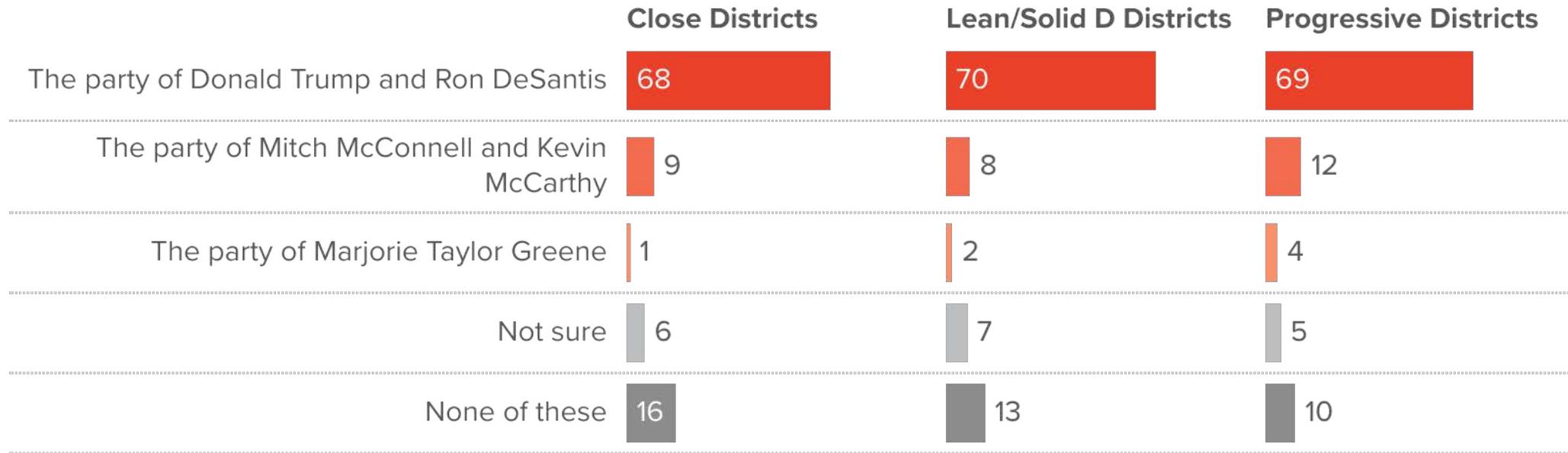


Trump-DeSantis Favorability

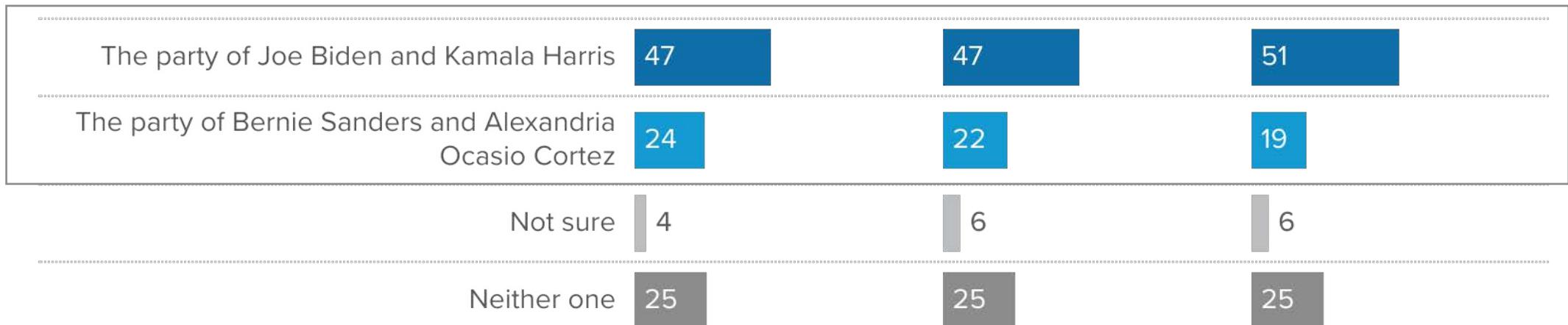
● Favorable ● Neutral ● Never Heard of ● Unfavorable



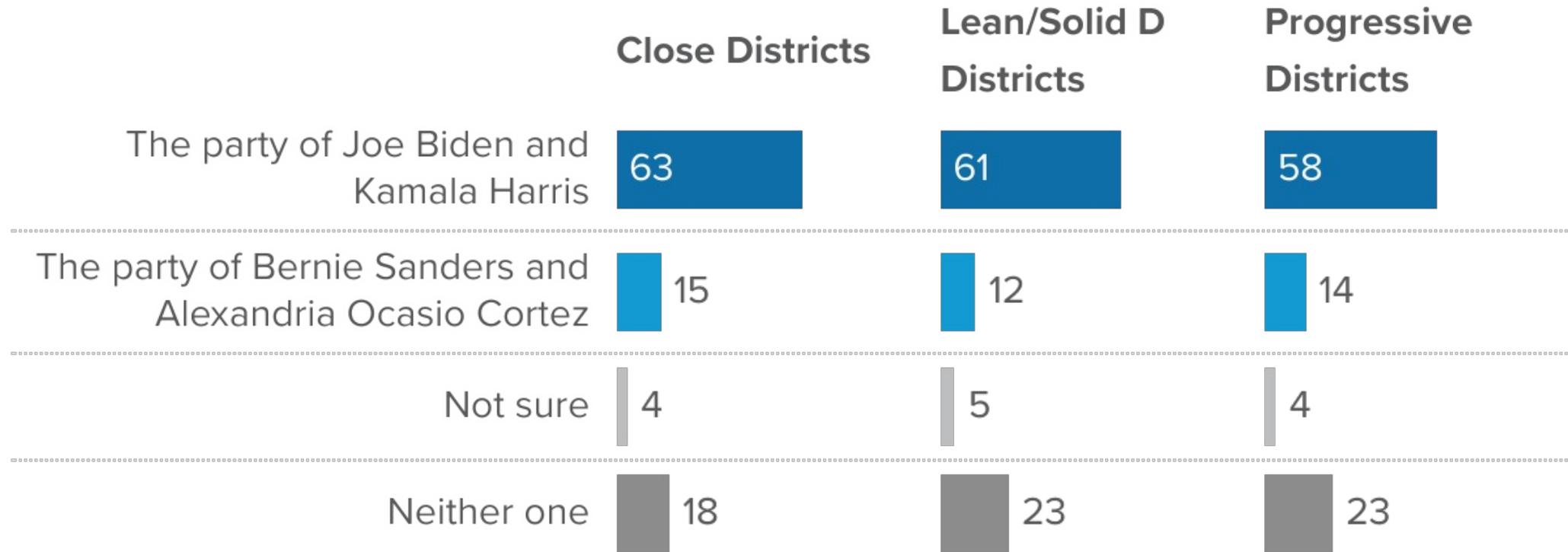
The Face of Each Party



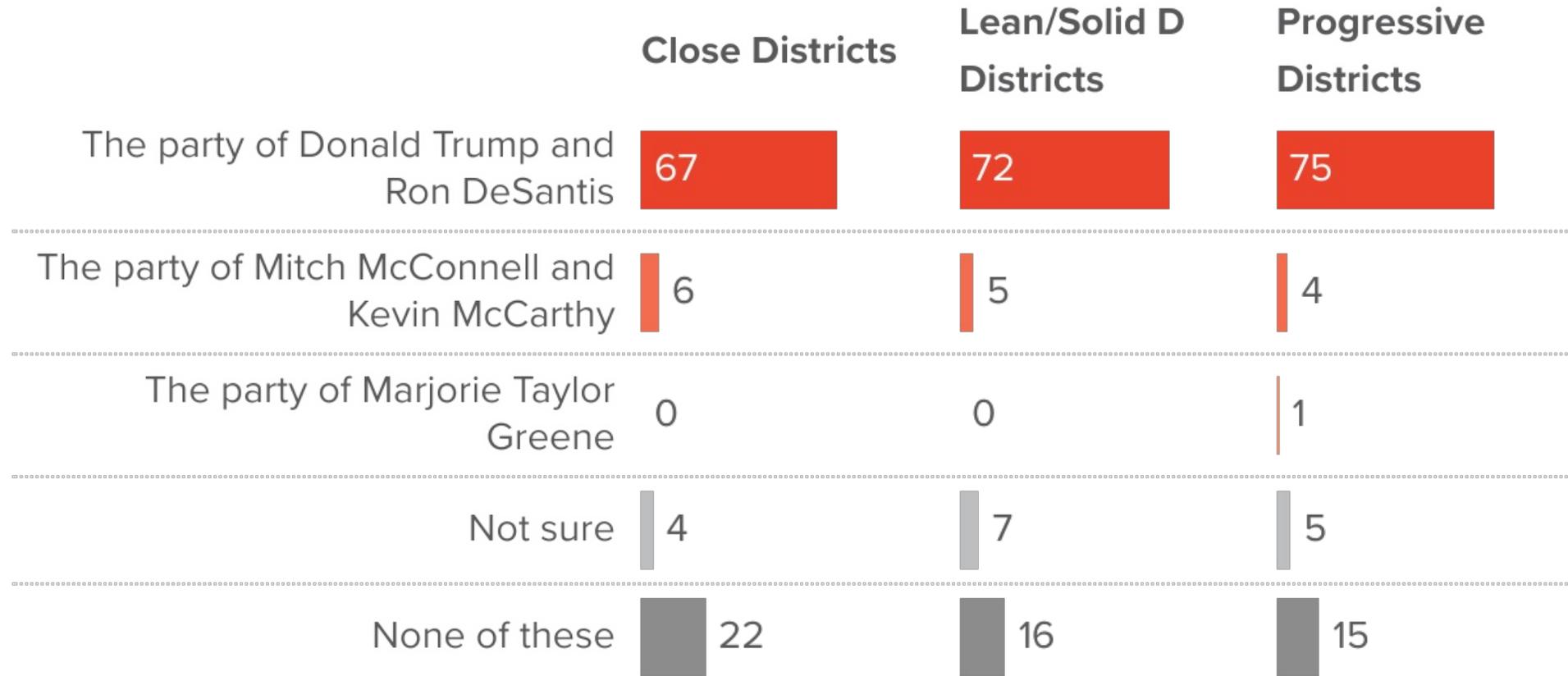
This is consistent across districts



The Face of Each Party – Among Democrats

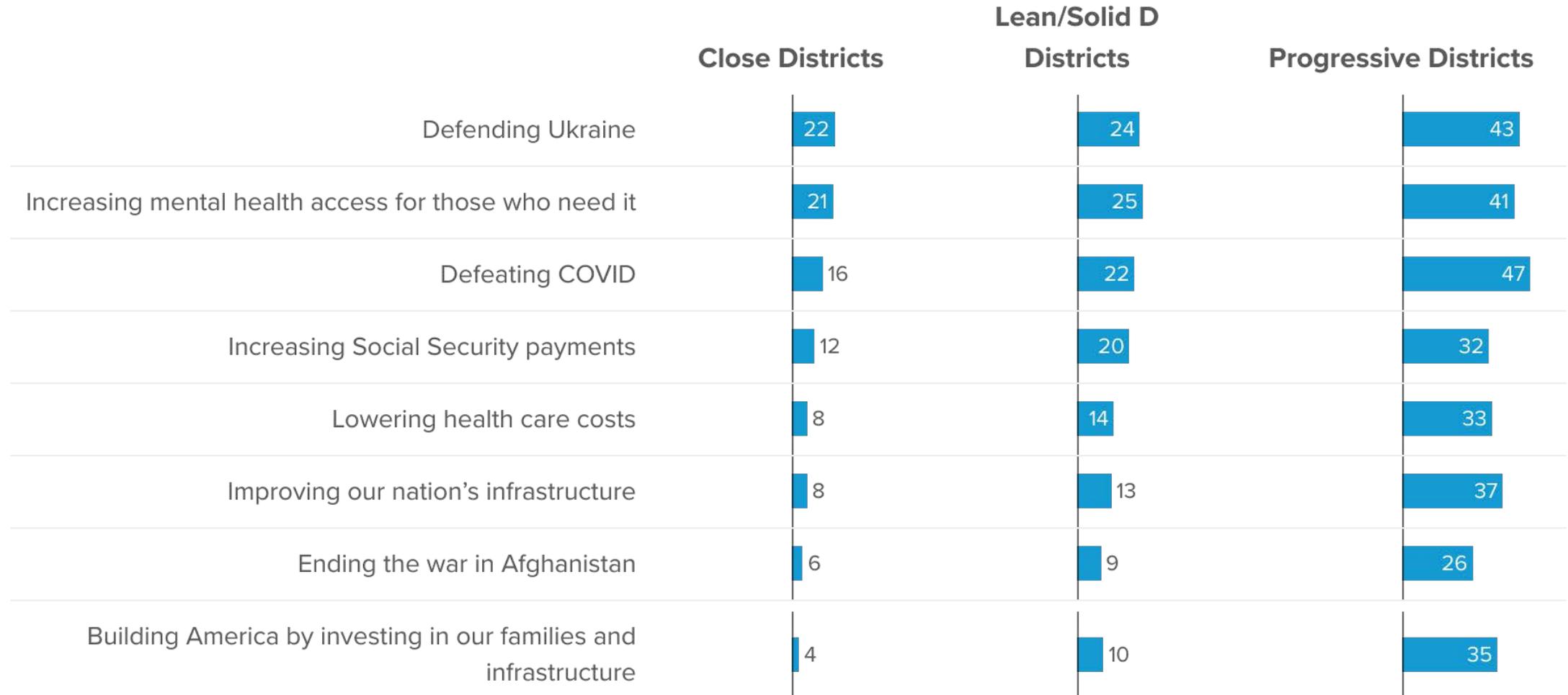


The Face of Each Party – Among Republicans



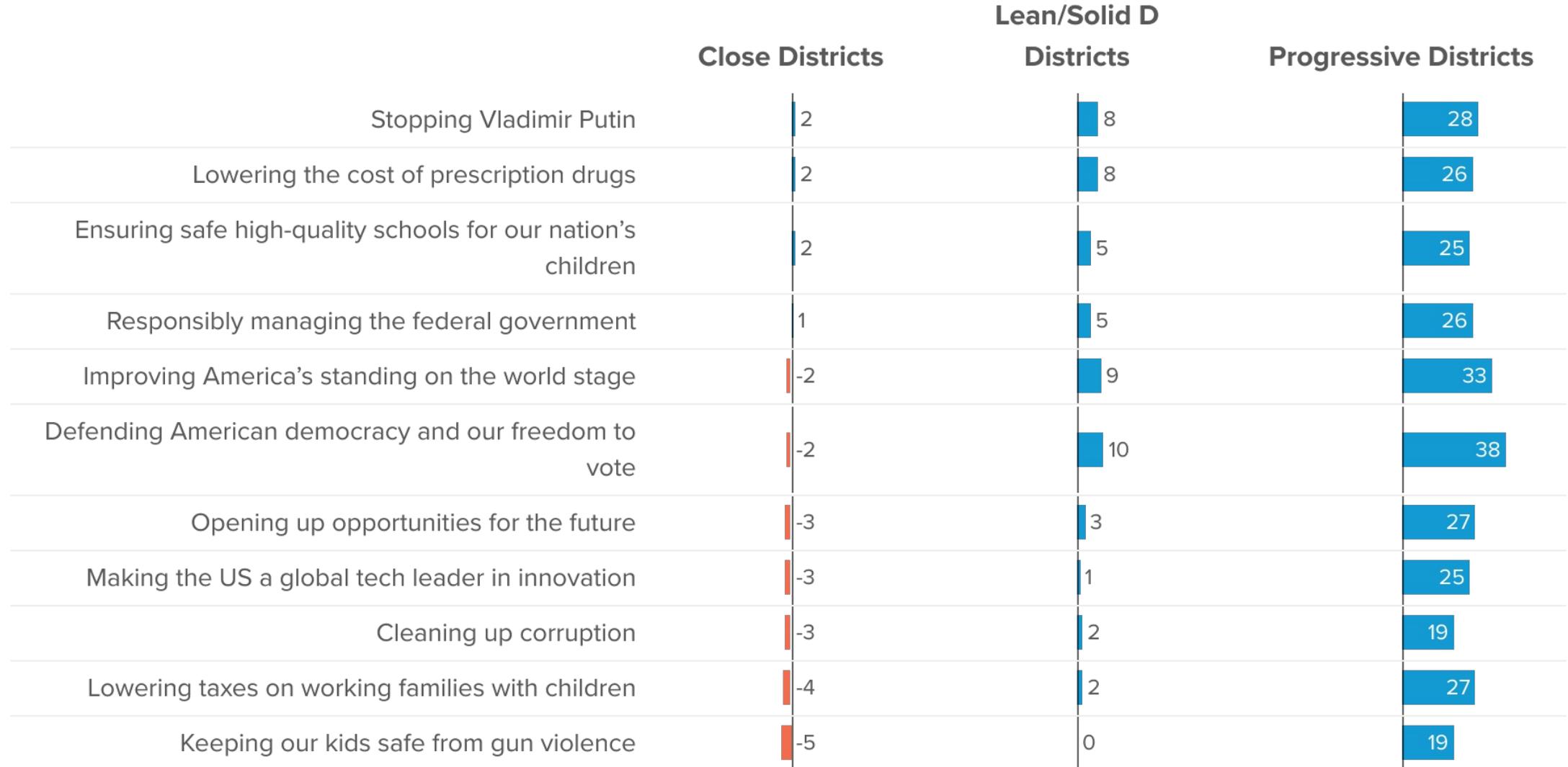
Issues Where Democrats Are Stronger

Which party has done a better job delivering for you and your family on the following? – Net Democrat



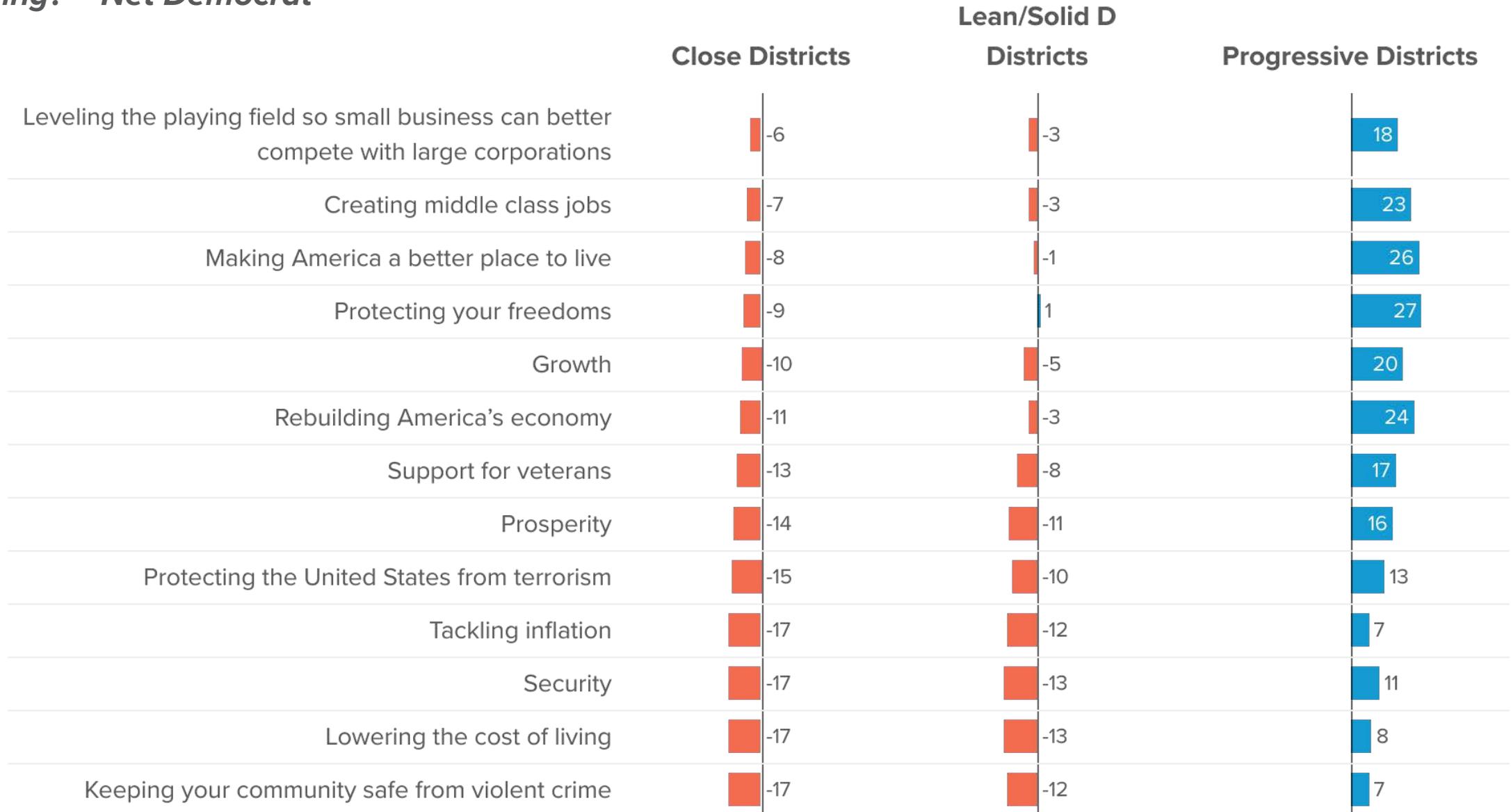
Issues Where Voters Split

Which party has done a better job delivering for you and your family on the following? – Net Democrat

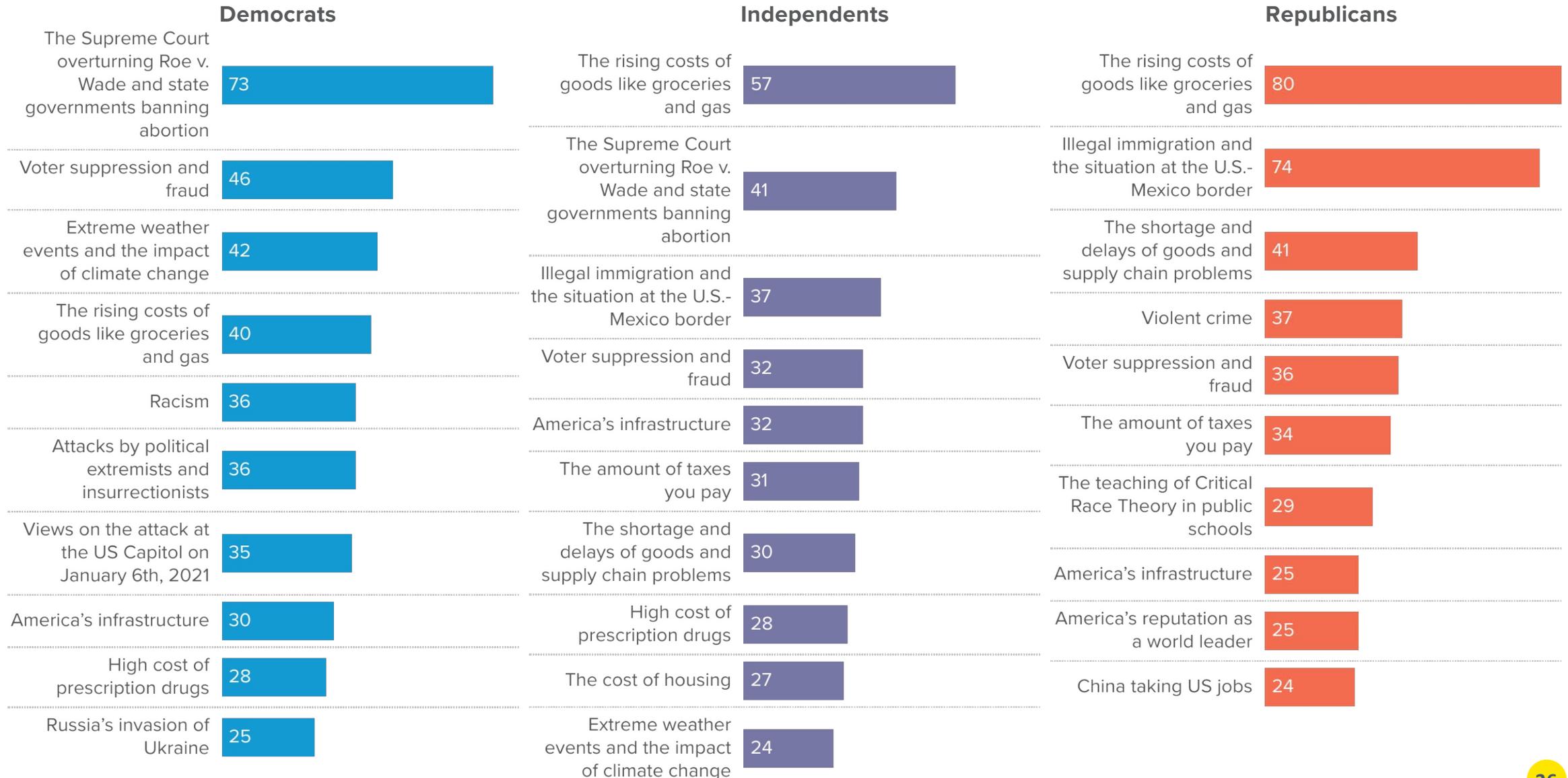


Issues Where Republicans Are Stronger

Which party has done a better job delivering for you and your family on the following? – Net Democrat



Most Important Issue – Close CDs



Outline

Political Landscape

Economic Landscape

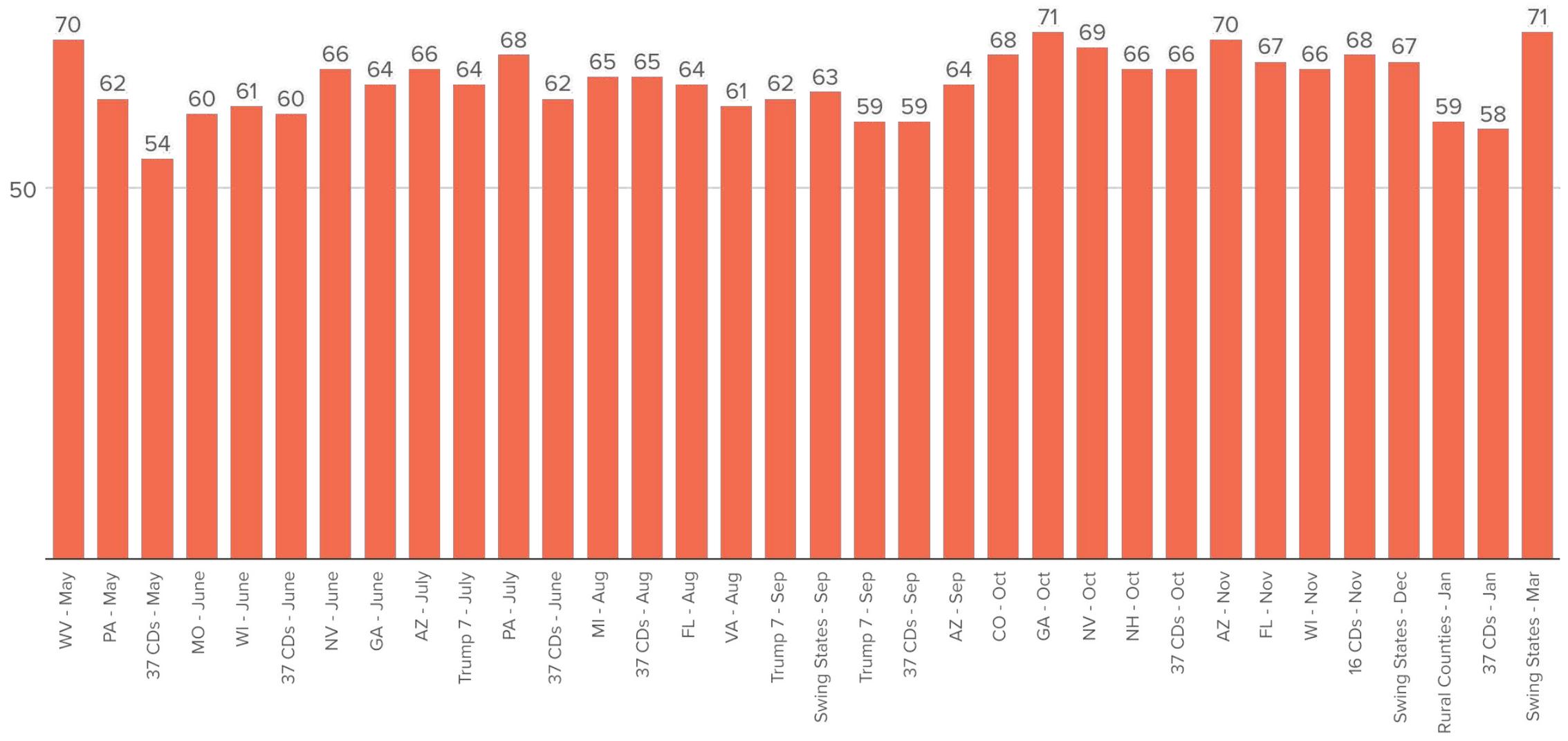
Messaging

Choice

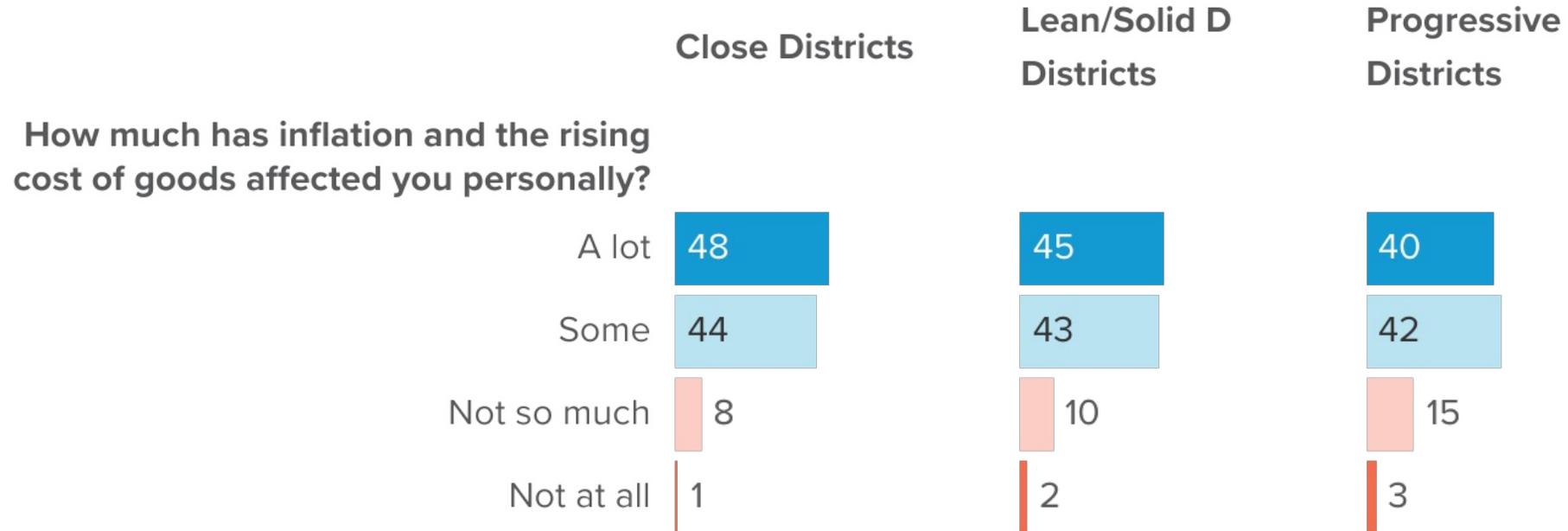
Issue Framing

January 6th

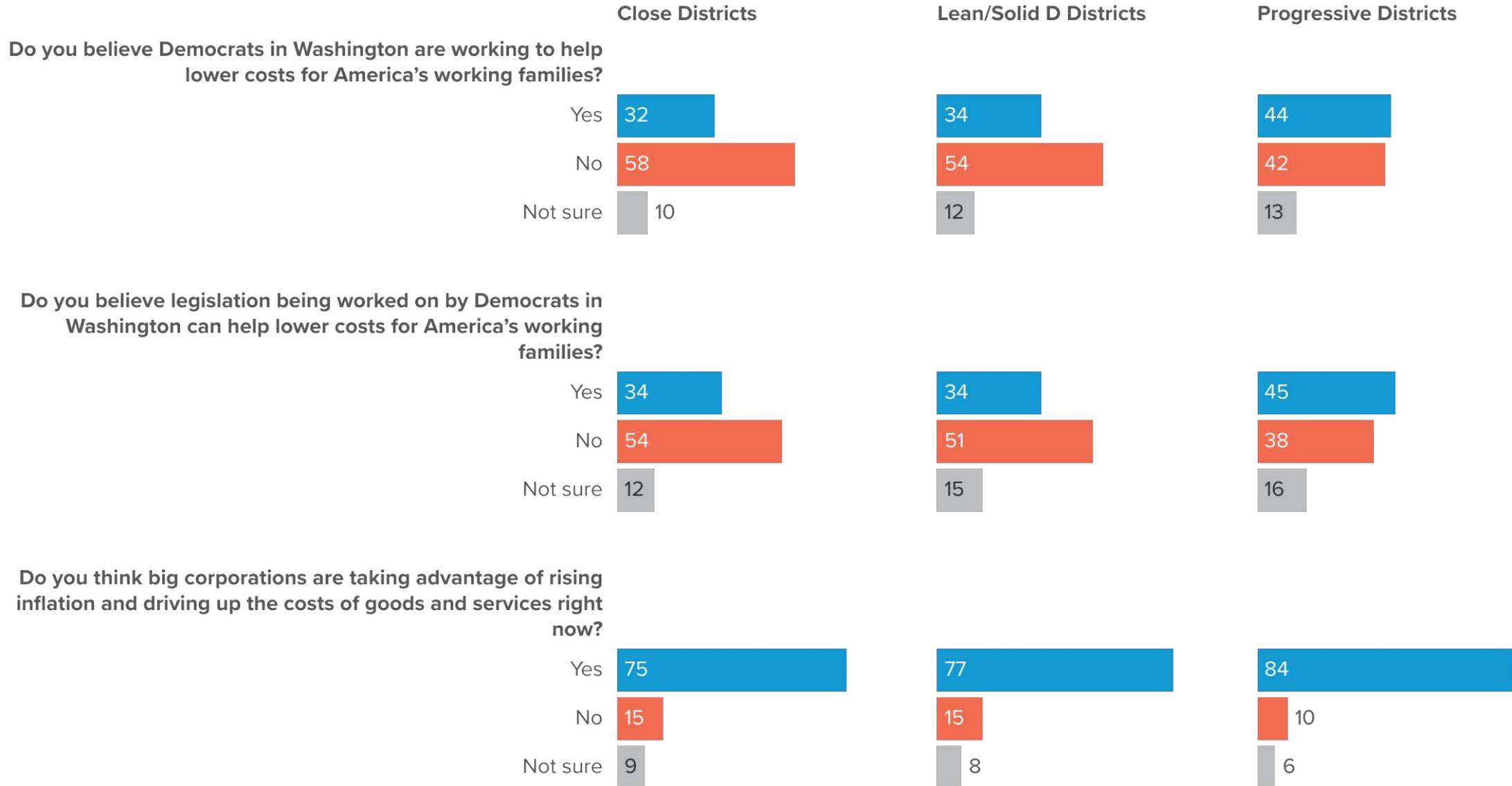
% Falling Behind the Cost of Living



Impact of the Rising Cost of Goods



What Voters Think of Democratic Efforts to Lower Costs

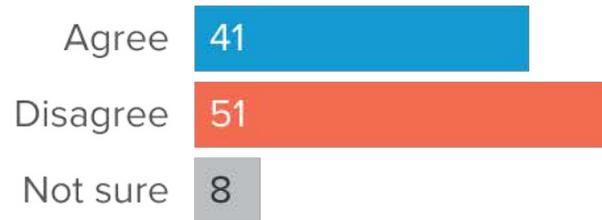


Fighting for Small Business and Small Towns

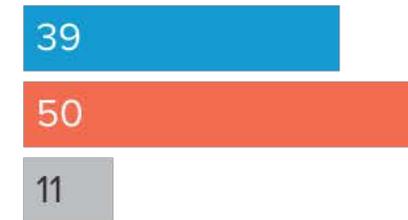
“Do you agree or disagree that Democrats are fighting for small business and small towns?”

“Do you agree or disagree that Republicans are fighting for small businesses and small towns?”

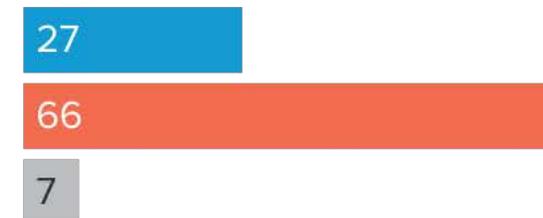
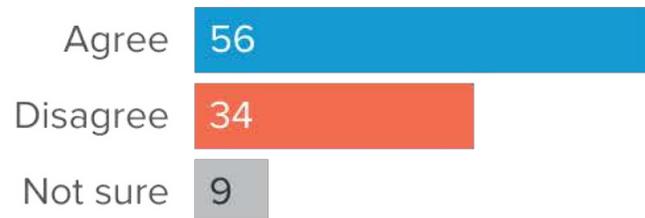
Close Districts



Lean/Solid D Districts



Progressive Districts



Voters Find Corporations as, or More, at Fault for Rising Costs than Biden



The Strong Economy Message Is Trampled by Inflation

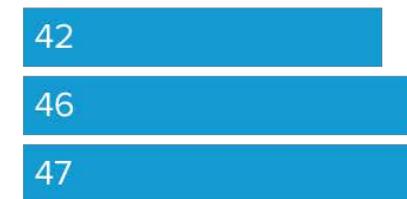
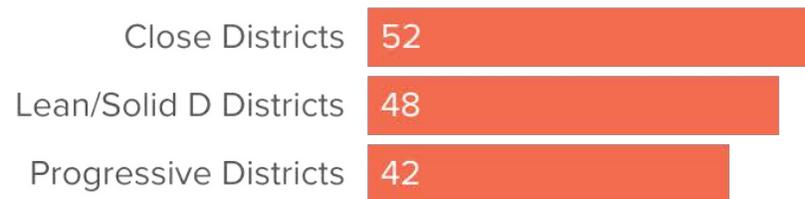
The record job growth is good, but inflation and the cost of living are holding our economy back.

Rising inflation is bad, but record job growth and lowering the federal deficit shows that our economy is recovering from the pandemic recession.

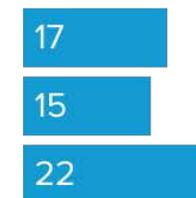
All Voters



Democrats



Independents



Outline

Political Landscape

Economic Landscape

Messaging

Choice

Issue Framing

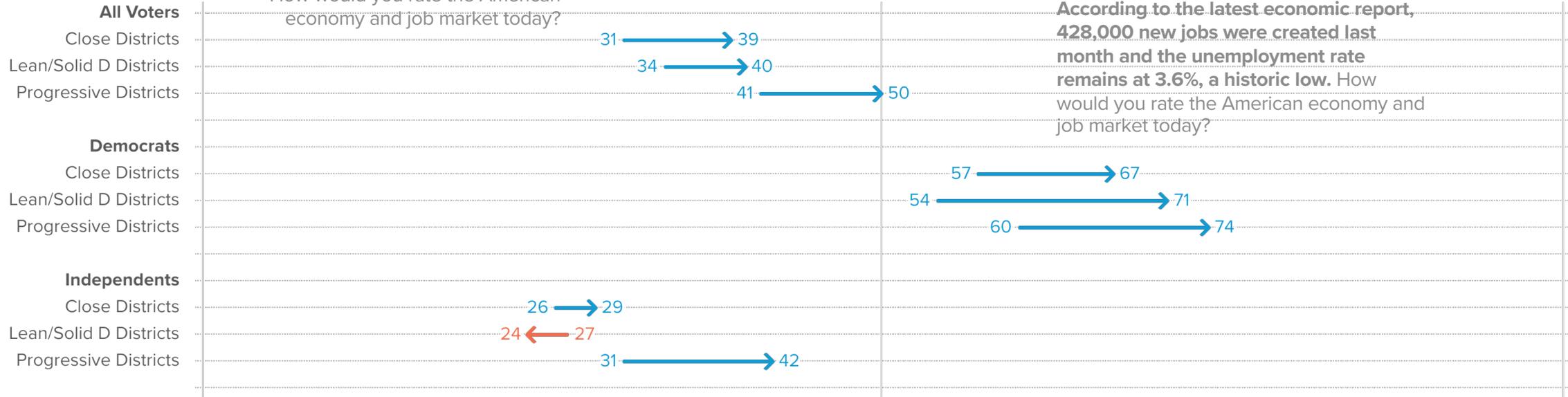
January 6th

Voters Need Us to Define Where the Economy Stands – They Won't Get It on Their Own

% Approve

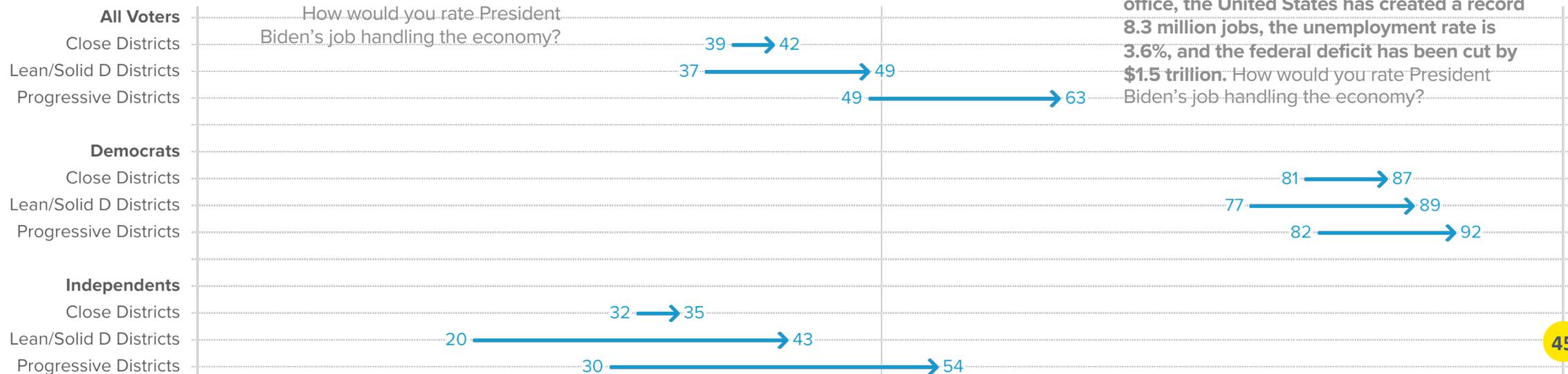
How would you rate the American economy and job market today?

According to the latest economic report, **428,000 new jobs were created last month and the unemployment rate remains at 3.6%, a historic low.** How would you rate the American economy and job market today?

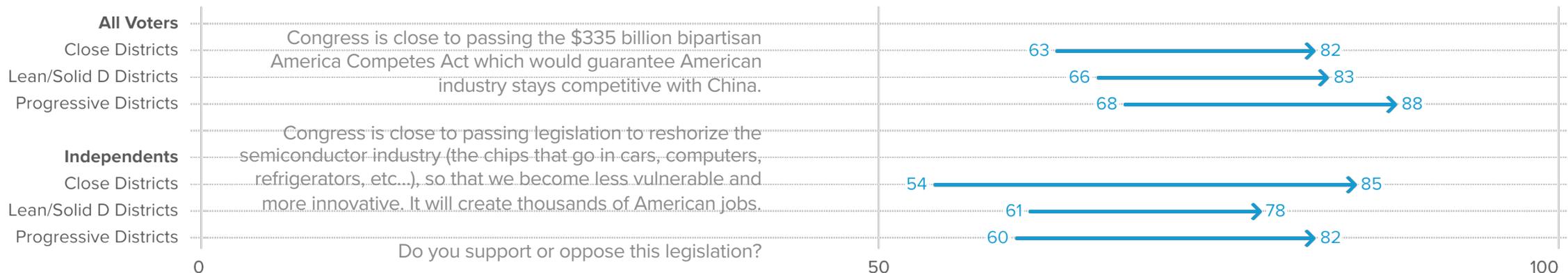
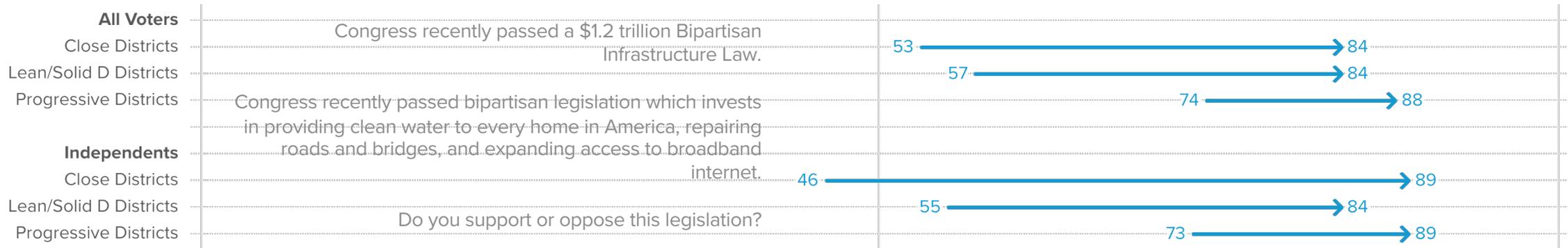
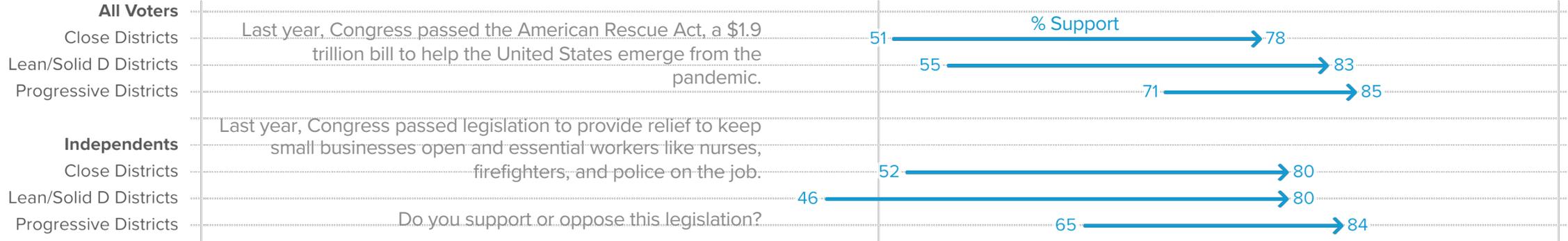


How would you rate President Biden's job handling the economy?

In the 15 months President Biden has been in office, the United States has created a record **8.3 million jobs**, the unemployment rate is **3.6%**, and the federal deficit has been cut by **\$1.5 trillion.** How would you rate President Biden's job handling the economy?



Democrats Must Focus on Impact, not \$\$\$ Tags



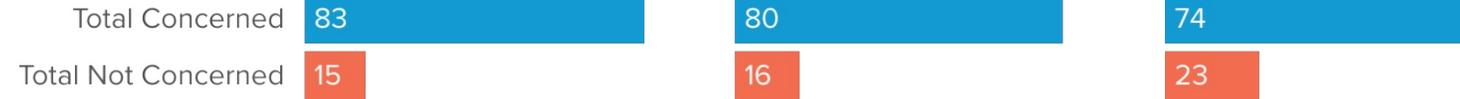
Voters Are Concerned about Radical State Legislatures and Efforts to Mute Corporations

Close Districts

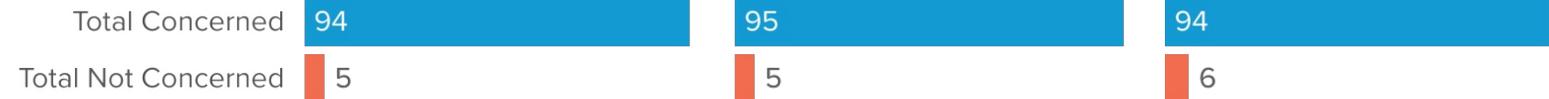
Lean/Solid D Districts

Progressive Districts

How concerned are you about your state legislature passing laws that give them a larger role in decisions typically made locally by city/county governments or school boards?



How concerned are you that elected officials are making decisions that benefit them and give them more power over you?



Do you think corporations should be punished for speaking out against proposed or existing policies in the local, state, or federal government?



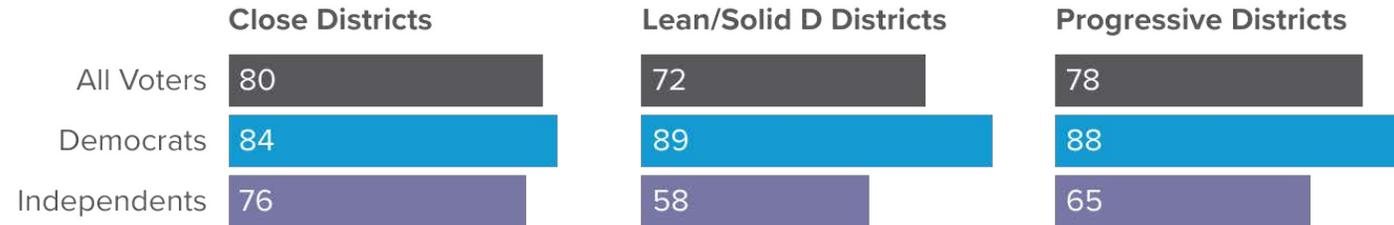
Do you think businesses like Disney should face legislative repercussions if they advocate for a policy contrary to an elected official?



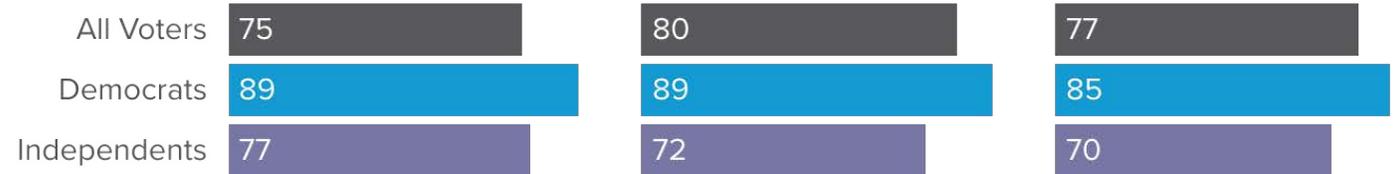
The For the People and Freedom Messages Work for Democrats

% Would Vote for That Candidate

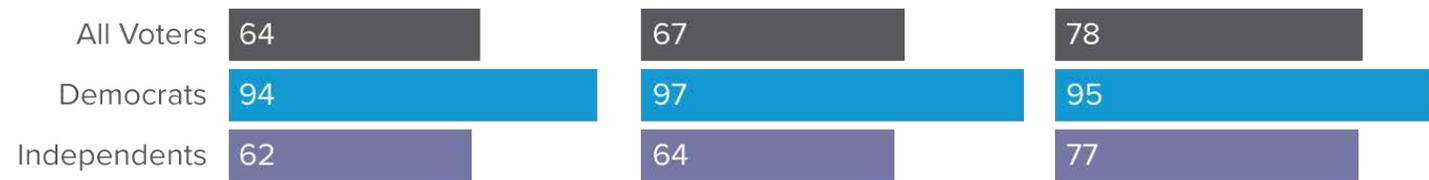
"I am For the People and will fight for a better America by investing in infrastructure and families, creating millions of middle-class jobs, cracking down on corruption, and defending democracy and freedom."



"I am For the People and delivered on building a stronger America by investing in infrastructure and families, creating millions of middle-class jobs, cracking down on corruption, and defending democracy and freedom."



"I will defend your freedoms - the freedom from health care costs bankrupting your family, the freedom to vote no matter your race or zip code, the freedom to breathe clean air and drink clean water, and the freedom for women to make their own decisions on when to start a family free from government interference."



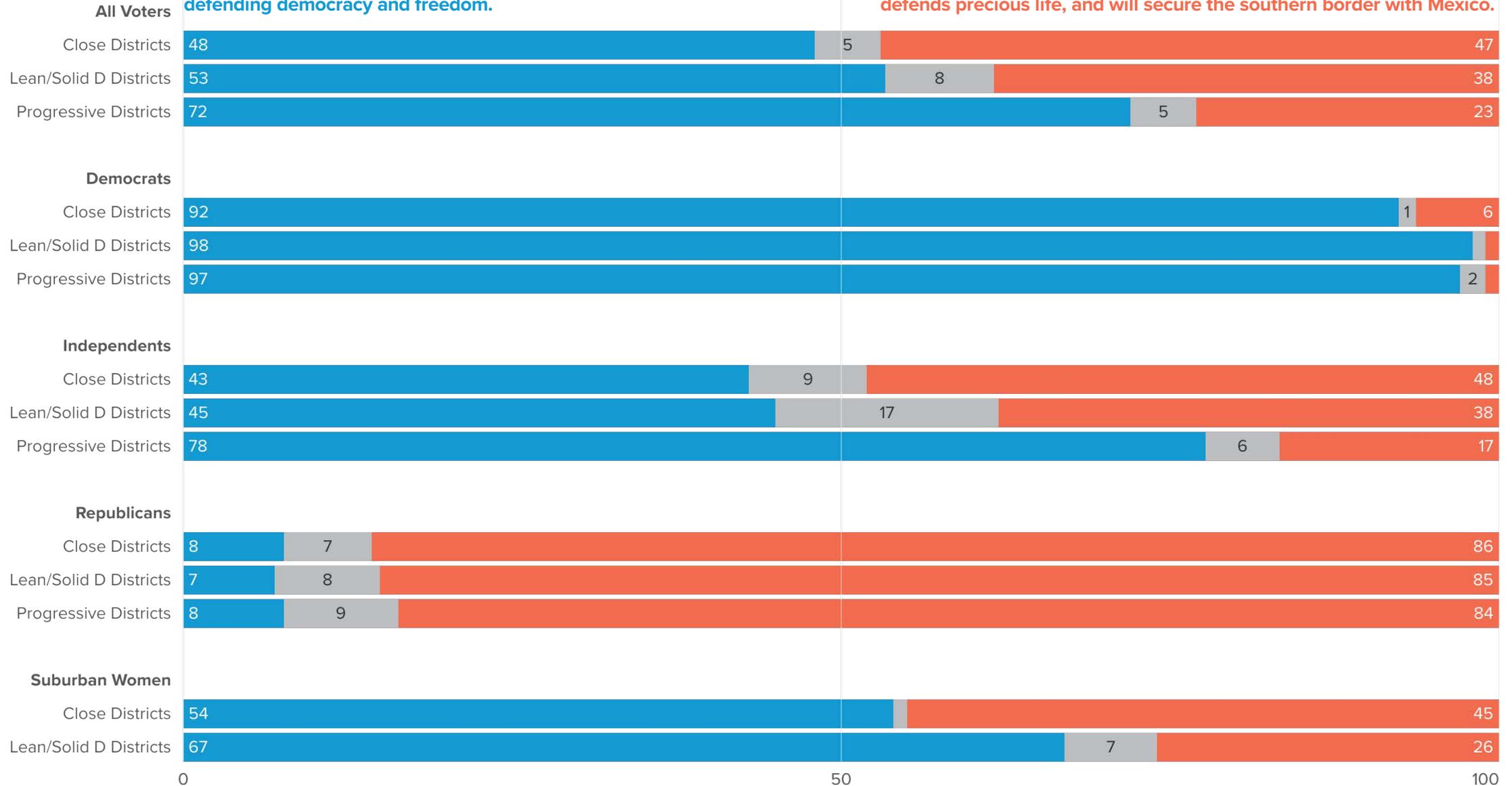
"I am a straight, white, Christian, married, suburban mom who knows that the very notion that learning about slavery or redlining or systemic racism means that children are being taught to feel bad or hate themselves because they are white is absolute nonsense. Hate will not win."



For the People vs. MAGA Message

A candidate who is For the People and is fighting for a stronger America by investing in infrastructure and families, creating millions of middle-class jobs, cracking down on corruption, and defending democracy and freedom.

A candidate who stands with MAGA who will get inflation under control by cutting the out-of-control government spending, get people back to work, crack down on violent crime, is against the teaching of Critical Race Theory, defends precious life, and will secure the southern border with Mexico.

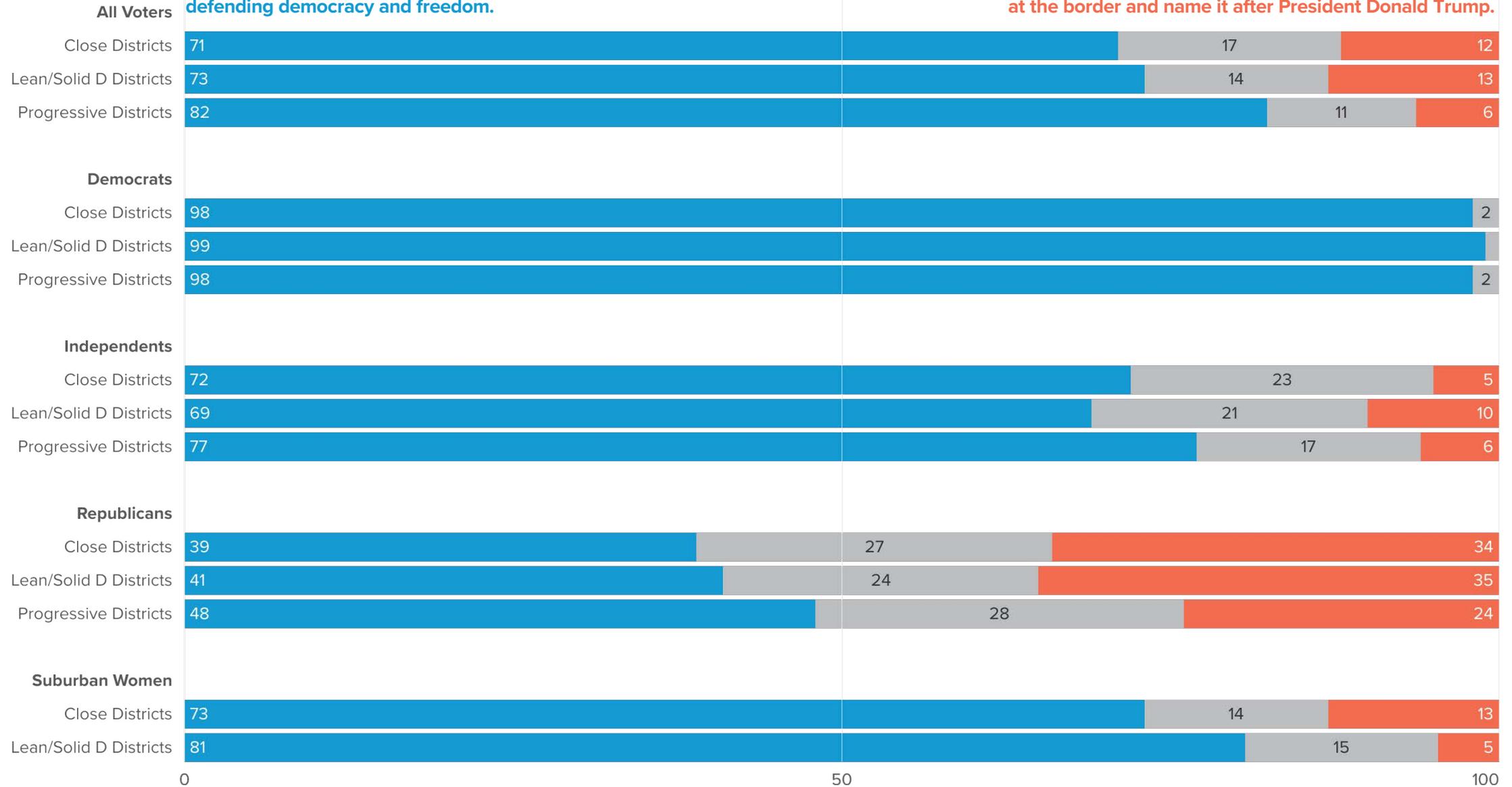


For the People vs. Rick Scott Plan



A candidate who is For the People and is fighting for a stronger America by investing in infrastructure and families, creating millions of middle-class jobs, cracking down on corruption, and defending democracy and freedom.

A candidate who will make every American pay a minimum income tax, sunset federal laws like Social Security and Medicare after 5-years unless Congress reauthorizes them, and who will finish the wall at the border and name it after President Donald Trump.



Fair Shot, Investments, Freedom, Family, Community Work With Democrats and Independents (% Agree). DC Speak Does Not

● Strongly Agree ● Somewhat Agree ● Not Sure ● Somewhat Disagree ● Strongly Disagree

Every American, no matter where they come from or what they look like, deserves a fair shot to go as far as their God-given talents, aspirations, and hard work can take them. The more Americans who get a fair shot – to have the education and training to advance their careers, to own a home or a business - the more our nation will prosper.

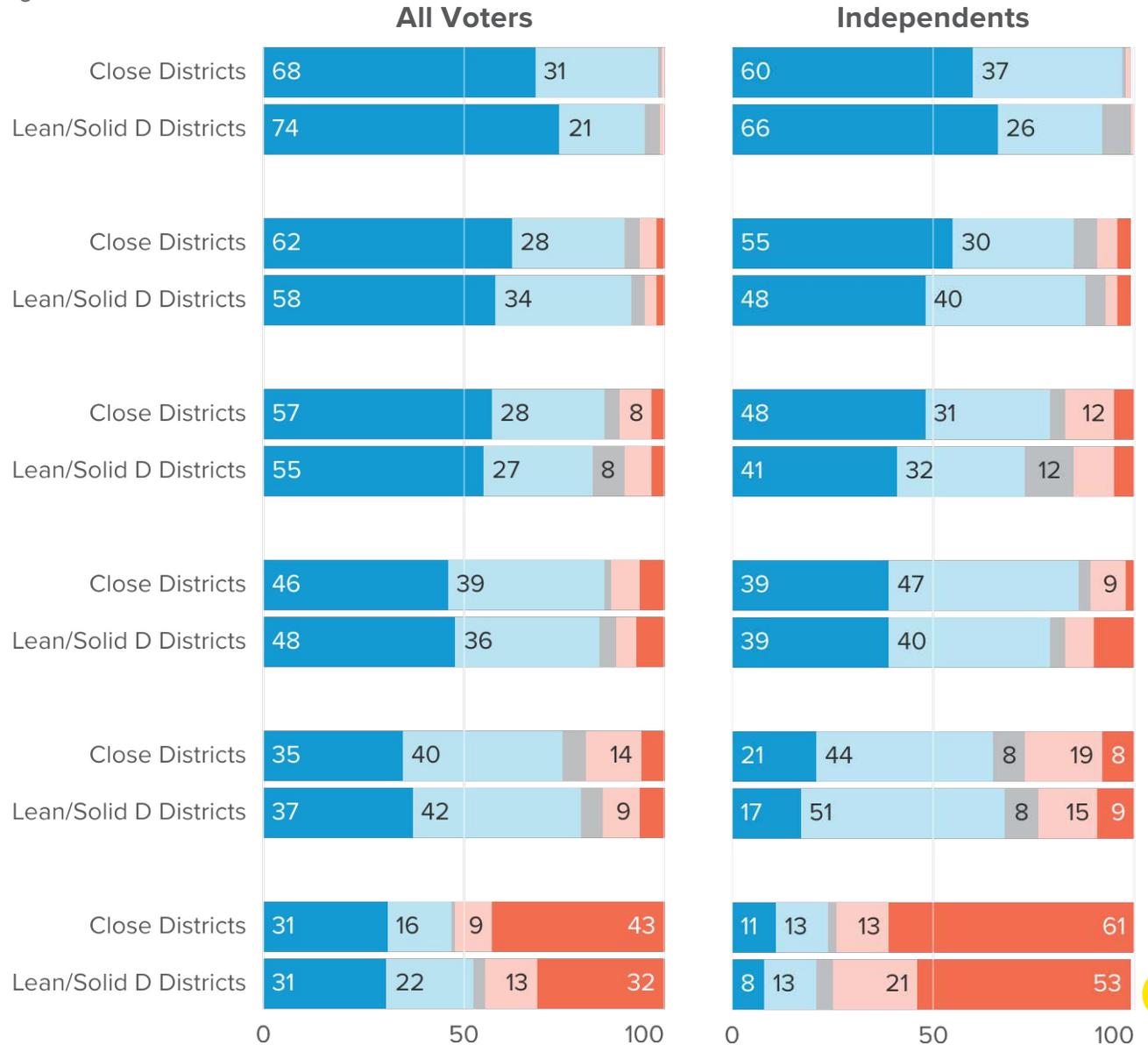
We will build a great future by investing in America. Investing in America’s permanent energy independence will avert the economic chaos we’re seeing in the world now over oil and gas. Investing in education and job training so America’s next generation can prevail against global competitors. Restoring America’s investments in research and infrastructure to maintain our global dominance in technology and innovation. Investing in the medicines and treatments of the future so we are never caught off guard by another pandemic or global health crisis.

I believe in Freedom. The freedom to prosper and pursue our dreams, to speak our minds without fear of persecution, and to vote and have that vote counted. And I believe in freedom from fear. The fear of crime, from hunger, from medical bills that would bankrupt our families, from crippling student loan debt, discrimination, and government intrusion into our private lives.

America’s strength comes from our families, communities, and small businesses - not from big corporations or big government. We need to increase taxes on corporations, break up monopolies, and invest in small businesses. We also need to stop radical state legislatures from dictating how you live your life, raise a family, and educate your children. I trust you, not them. You are what makes America strong.

When the pandemic hit, we passed the American Rescue Plan and made necessary investments to keep small businesses’ lights on and essential workers on the job. We are still emerging from the fallout of the pandemic, but America’s small businesses are open for business and still need our help by making investments like expanding broadband internet, so every American has the opportunity to succeed.

Democrats inherited a crisis in 2021 and have made progress in recovering from the pandemic by passing the American Rescue Plan, the Bipartisan Infrastructure Law, and have worked to defend democracy and individual freedoms.



Beware of Republican Frames that Work... and that Do Not...

● Strongly Agree ● Somewhat Agree ● Not Sure ● Somewhat Disagree ● Strongly Disagree

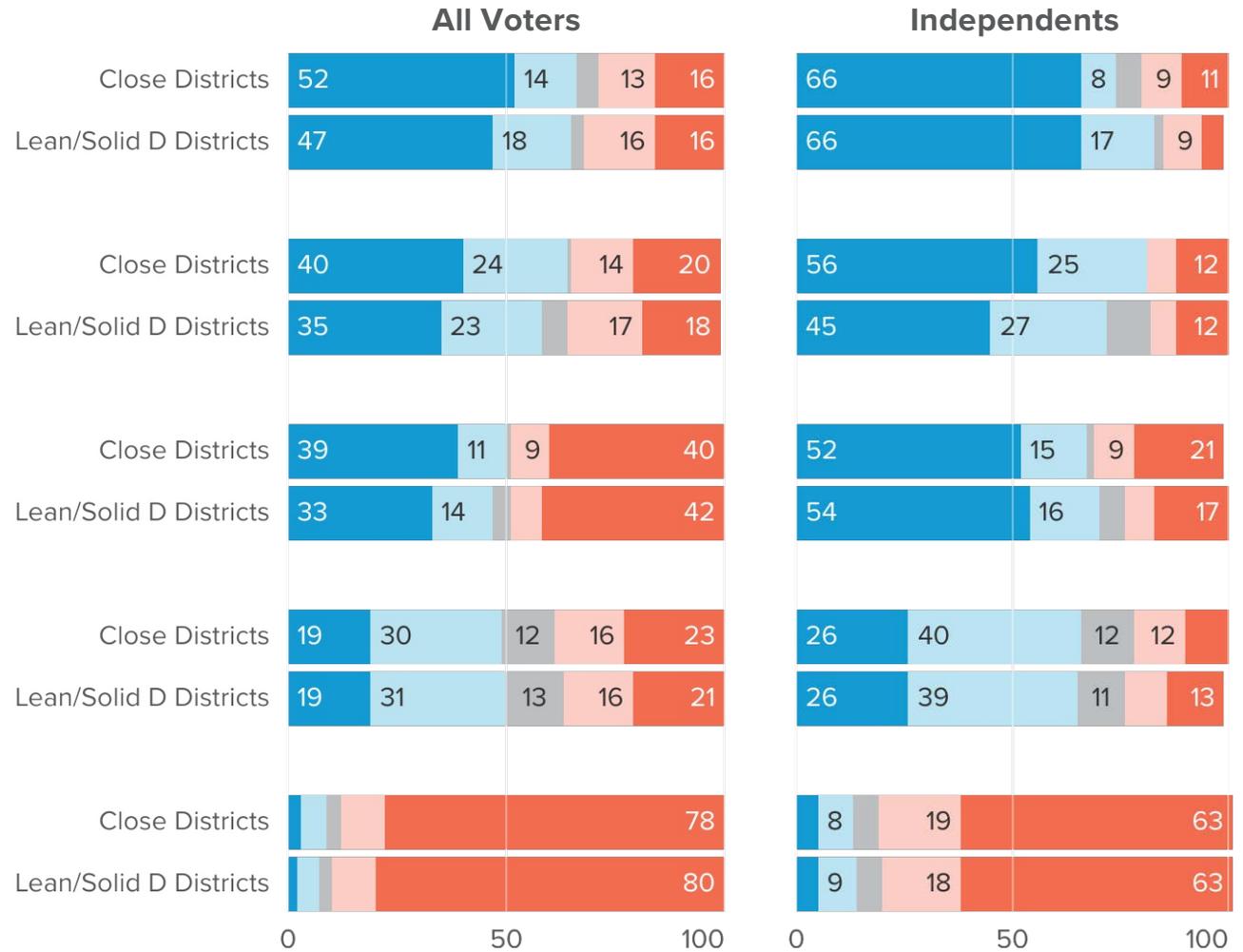
Working people who chose to avoid taking on student loan debt should not have to bail out adults who borrowed six figures for an Ivy League master’s degree. Construction workers, police officers, and small business owners should not have their tax dollars pay off the loans of high-earning doctors and lawyers.

The soft-on-crime days of coddling criminal behavior must end. We need to FUND and respect the police. They are good guys. We will enforce all of our laws and increase penalties for theft and violent crime. We will clean up our cities and stop pretending that crime is OK.

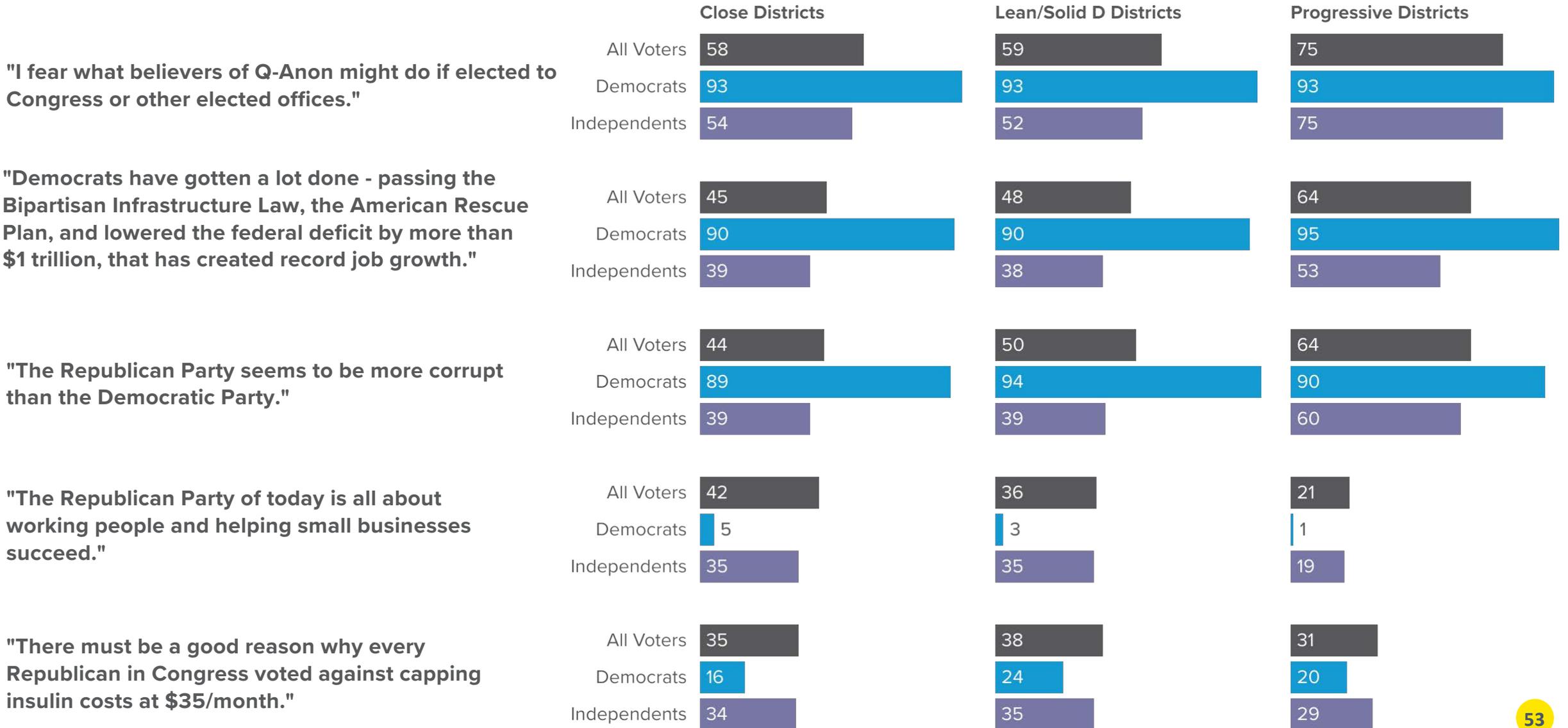
We need to Make America Great by getting inflation under control by cutting the out-of-control government spending, getting people back to work, cracking down on violent crime, is against the teaching of Critical Race Theory, and will secure the southern border with Mexico.

We need to make the federal government simpler and fairer. All Americans should pay some federal income tax to have skin in the game, even if a small amount, and we will eliminate all federal programs that can be done locally.

Every life is sacred and that there should be a nationwide ban on abortion, but we should not stop there. Plan B, contraceptives, and other methods to stop a life should be regulated closely by the government.



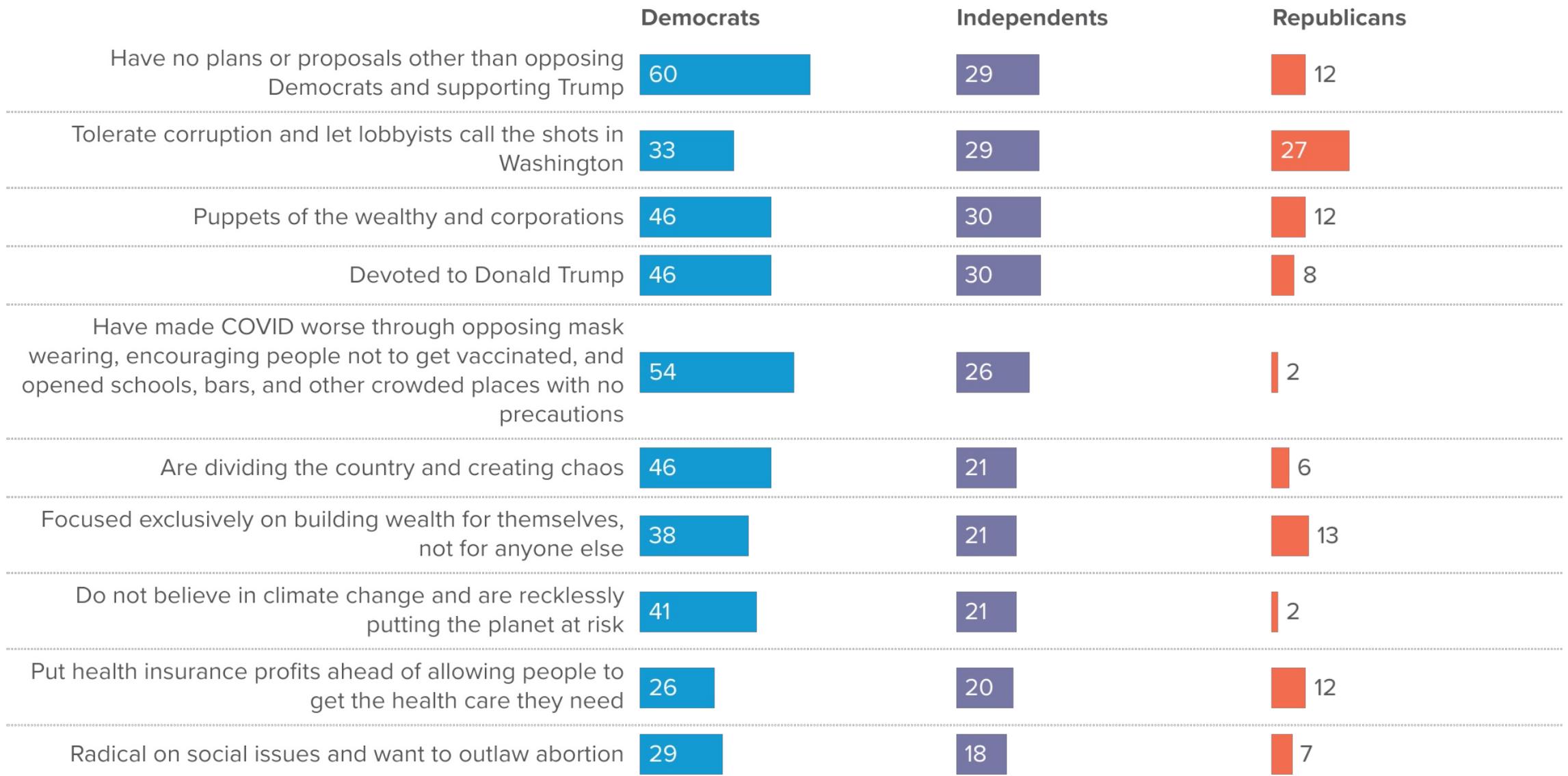
Independents Are Skeptical of Democratic Claims but Have Concerns about Republicans (% Agree)



Rural Voters Hesitations about Voting for Republicans



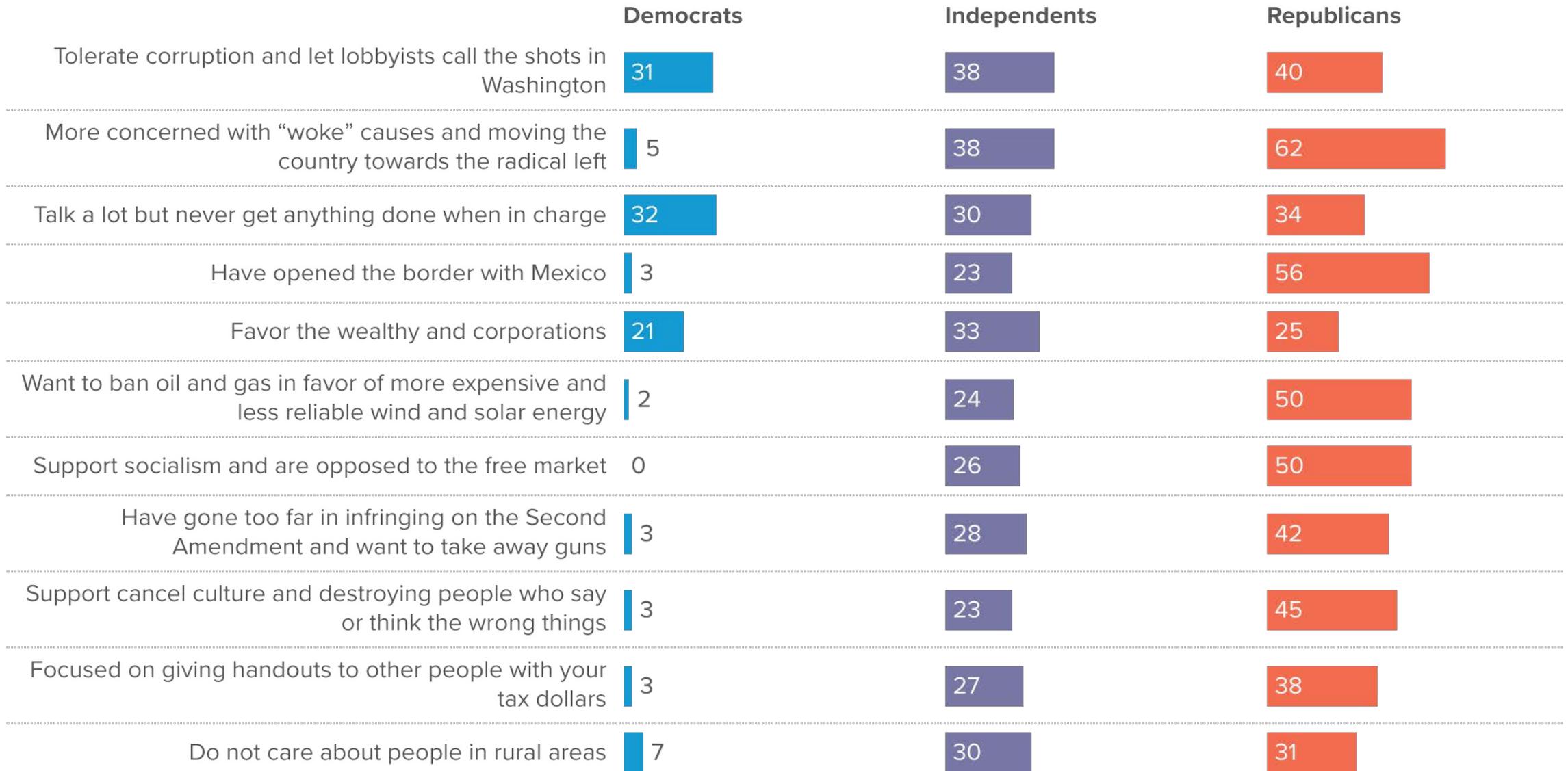
% Agree with Most



* 1011 Voters in selected counties in Iowa, Minnesota, and Wisconsin, January 5-11, 2022

Rural Voters Hesitations about Voting for Democrats

% Agree with Most

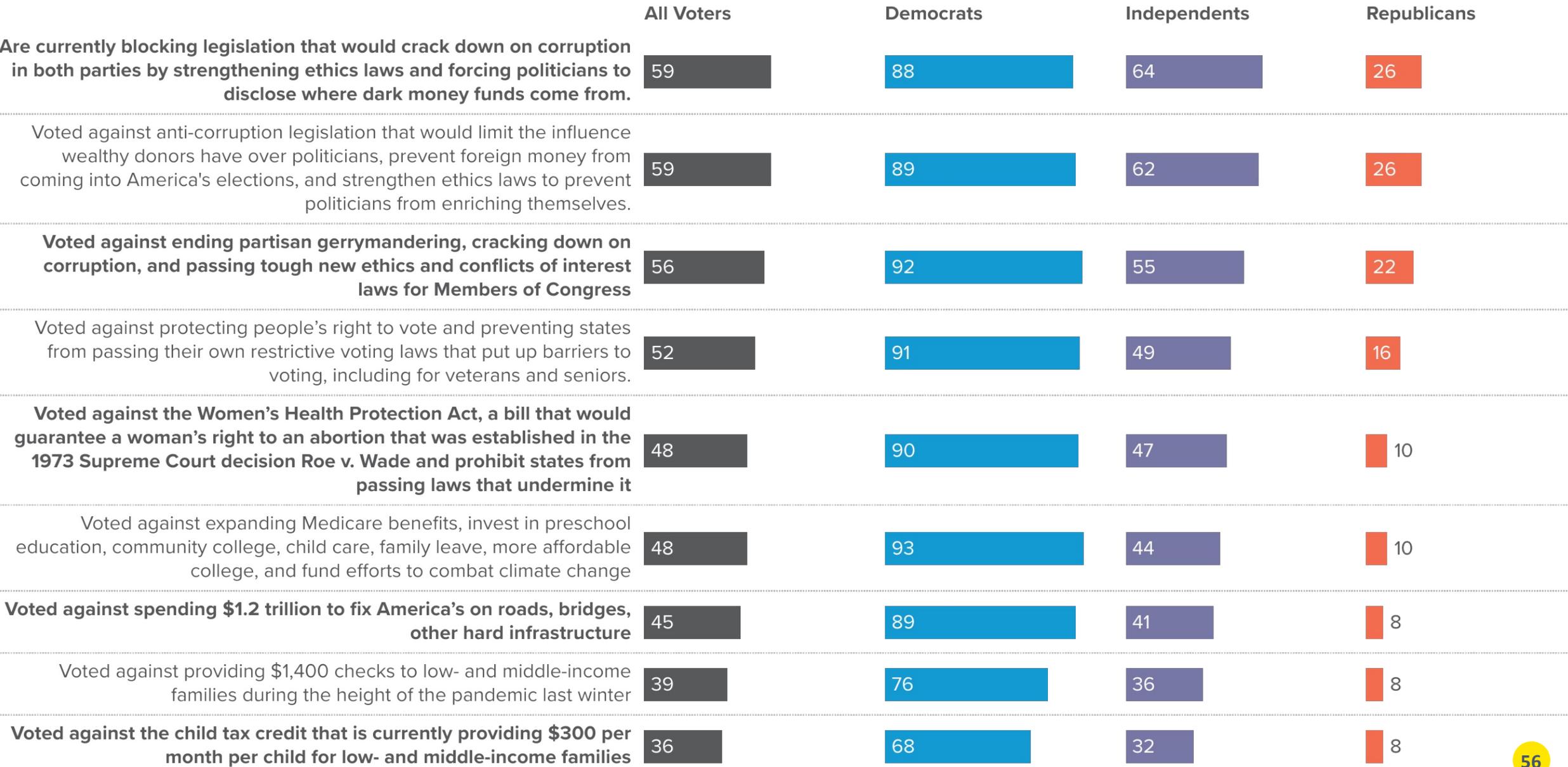


* 1011 Voters in selected counties in Iowa, Minnesota, and Wisconsin, January 5-11, 2022

What Moves Rural Voters away From Republicans



% Disagree/Will Hold Against



* 1011 Voters in selected counties in Iowa, Minnesota, and Wisconsin, January 5-11, 2022

Outline

Political Landscape

Economic Landscape

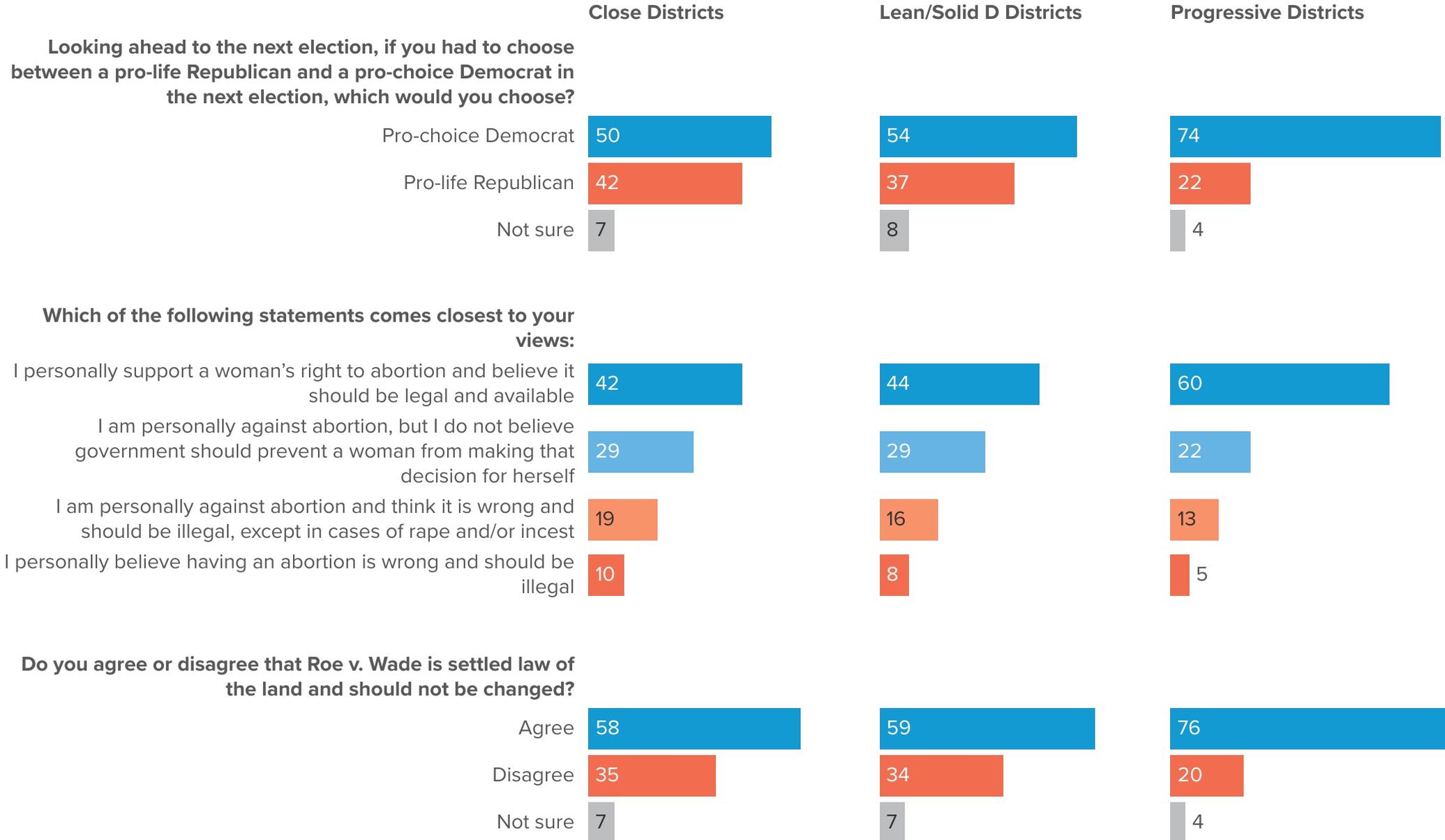
Messaging

Choice

Issue Framing

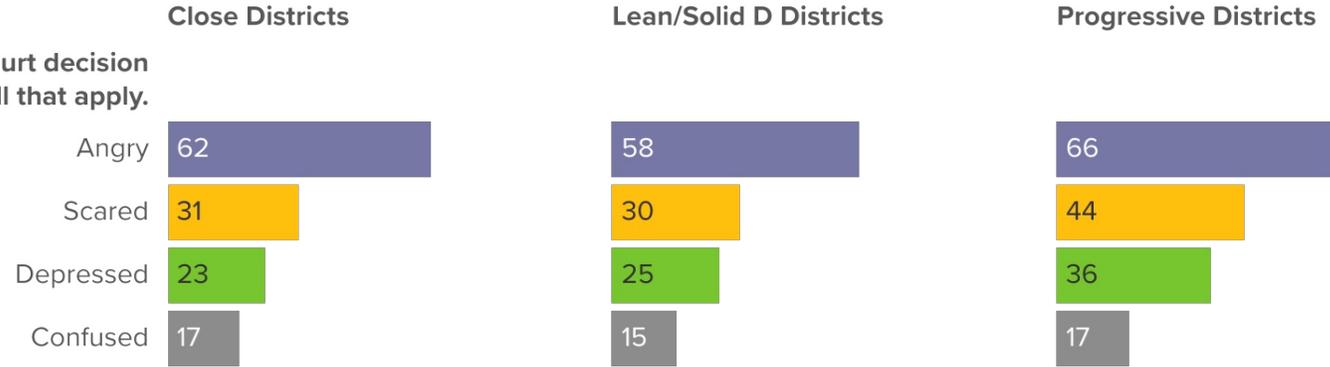
January 6th

Voters in All Three Types of Districts Are Solidly Pro-Choice

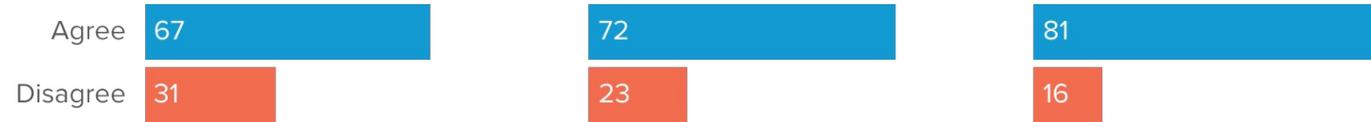


They Will be Angry if Alito's Draft Stands and We Have Strong Ways to Talk about That

What was your reaction to the leak of a draft Supreme Court decision that overturns Roe v. Wade? Please select all that apply.



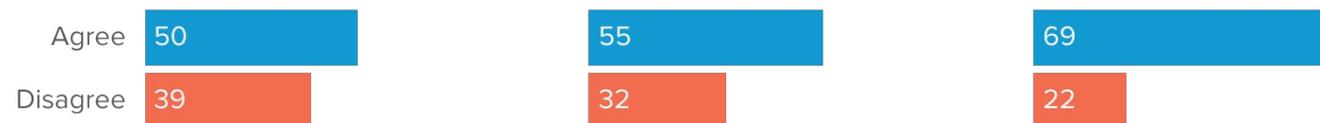
Do you agree or disagree that a woman should have the freedom to choose whether to carry a pregnancy to term?



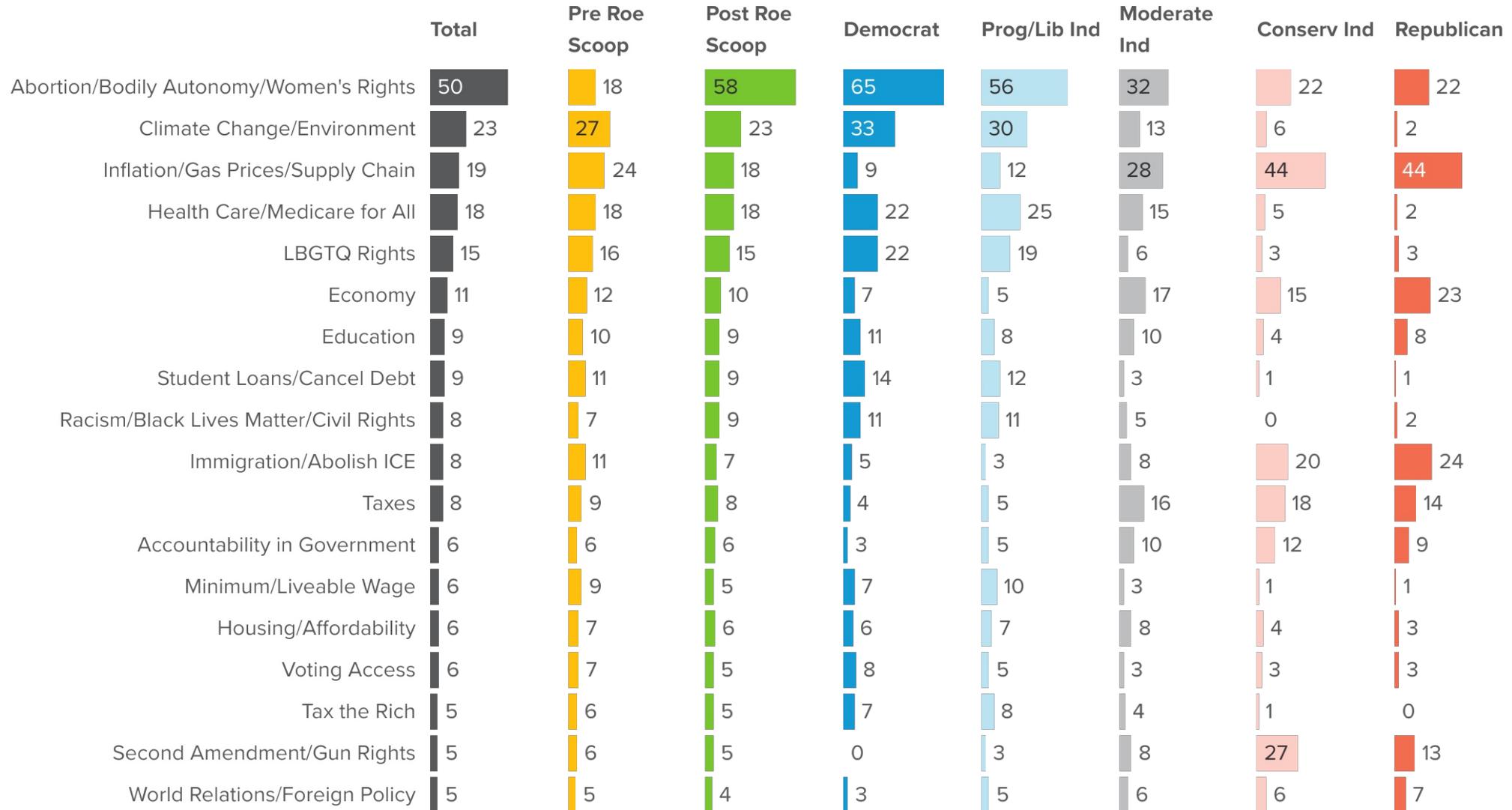
Do you support or oppose the government mandating that women carry pregnancies to term in cases of rape and incest?



Do you agree or disagree with the statement: "Conservatives on the Supreme Court overturning Roe v. Wade is the equivalent of government mandated pregnancy in states where abortion has been outlawed."



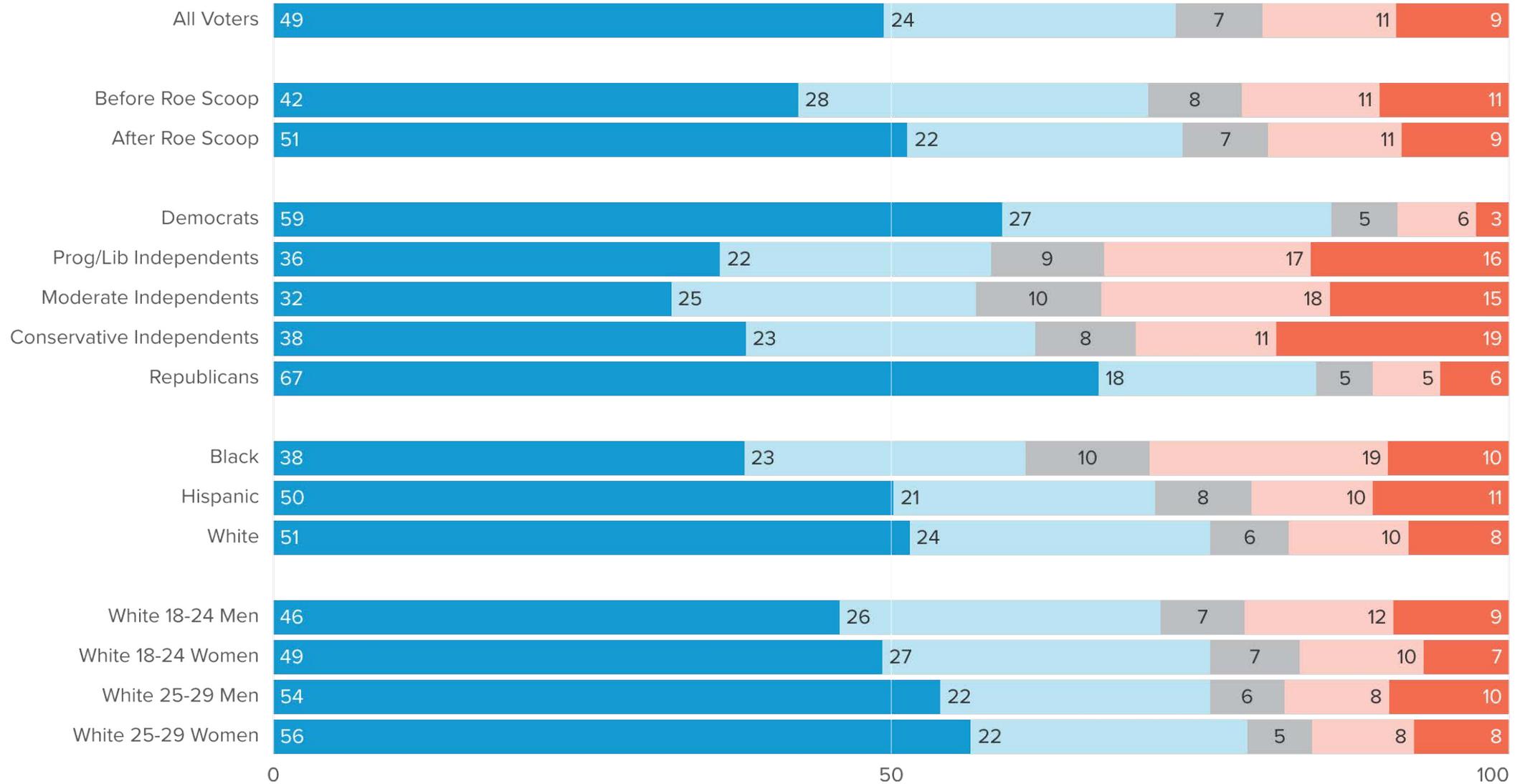
Young Adults Overwhelmingly Named Abortion and Women's Rights as Key Voting Issues after the Roe Scoop Hit (% Mention)



* 3241 18-29 Year Olds, May 1st-16th, 2022

Young Adults Are Less Motivated to Vote in 2022 but Motivation Increased after the Roe Scoop

● 10 ● 9-6 ● 5 ● 4-1 ● 0



* 3241 18-29 Year Olds, May 1st-16th, 2022

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January 6th

Support for Issue Proposals

Close Districts

Lean/Solid D Districts

Progressive Districts

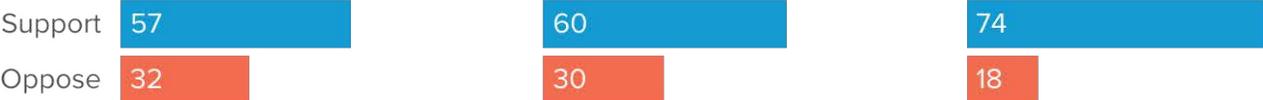
Capping the cost of insulin at \$35 per month and hold insurance company's pharmacy benefit managers accountable to lower prescription drug costs



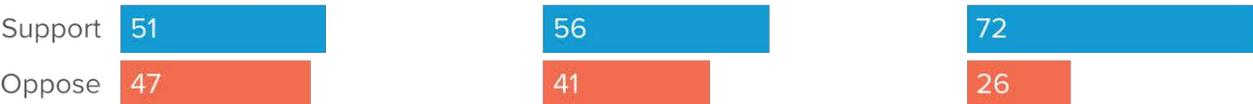
Reinstating the \$300 per month per child boost to the Child Tax Credit that expired last year that cut the child poverty rate by nearly 50%, lifting 3.5 million kids from poverty



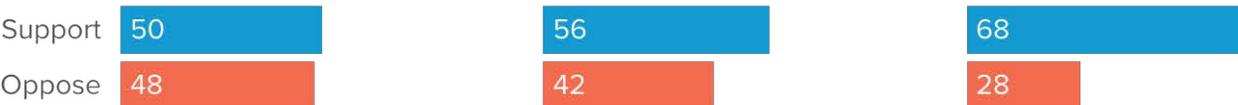
Reinstating the \$300 per month per child boost to the Child Tax Credit that expired last year



Forgiving \$10,000 of student loan debt



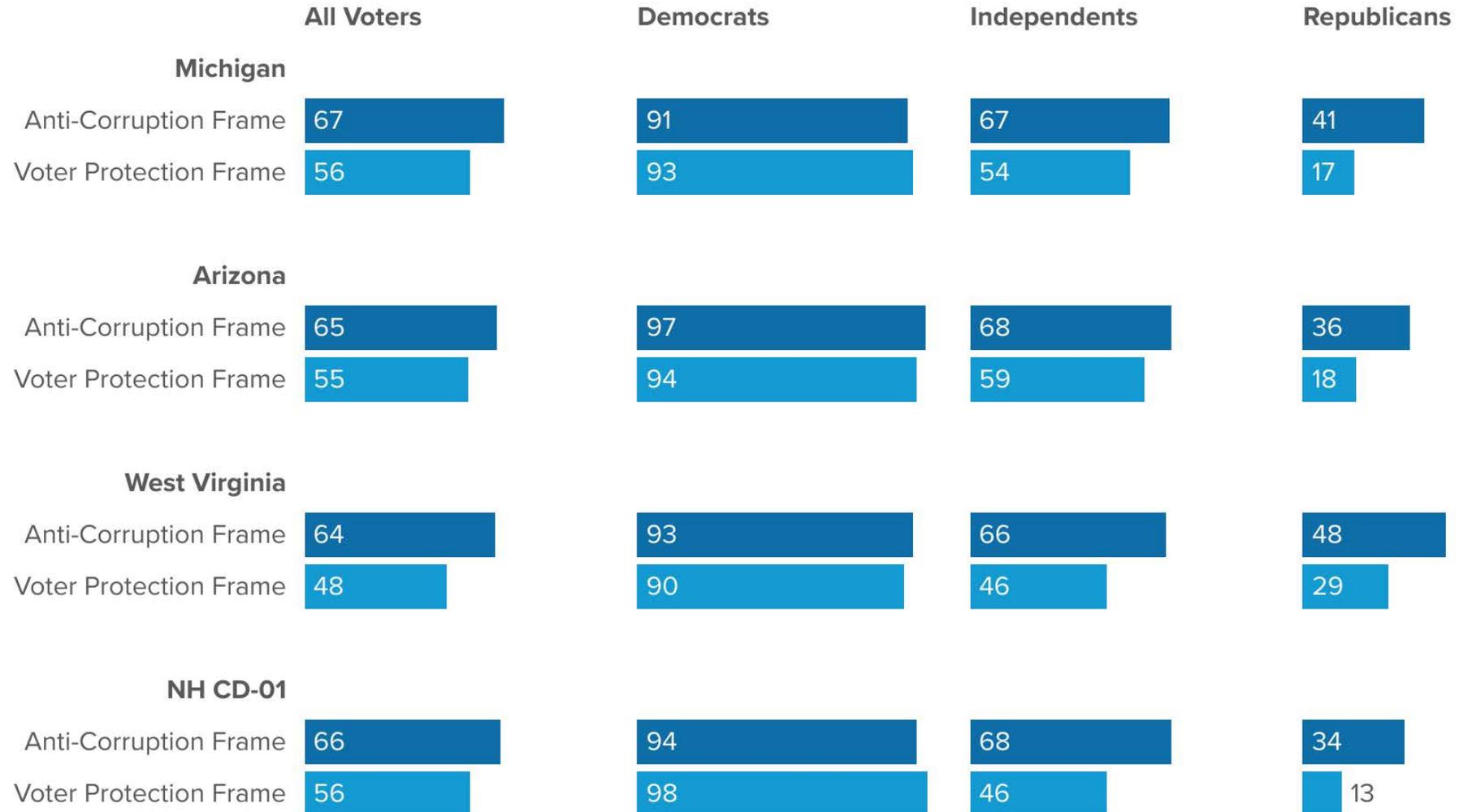
Forgiving \$50,000 of student loan debt



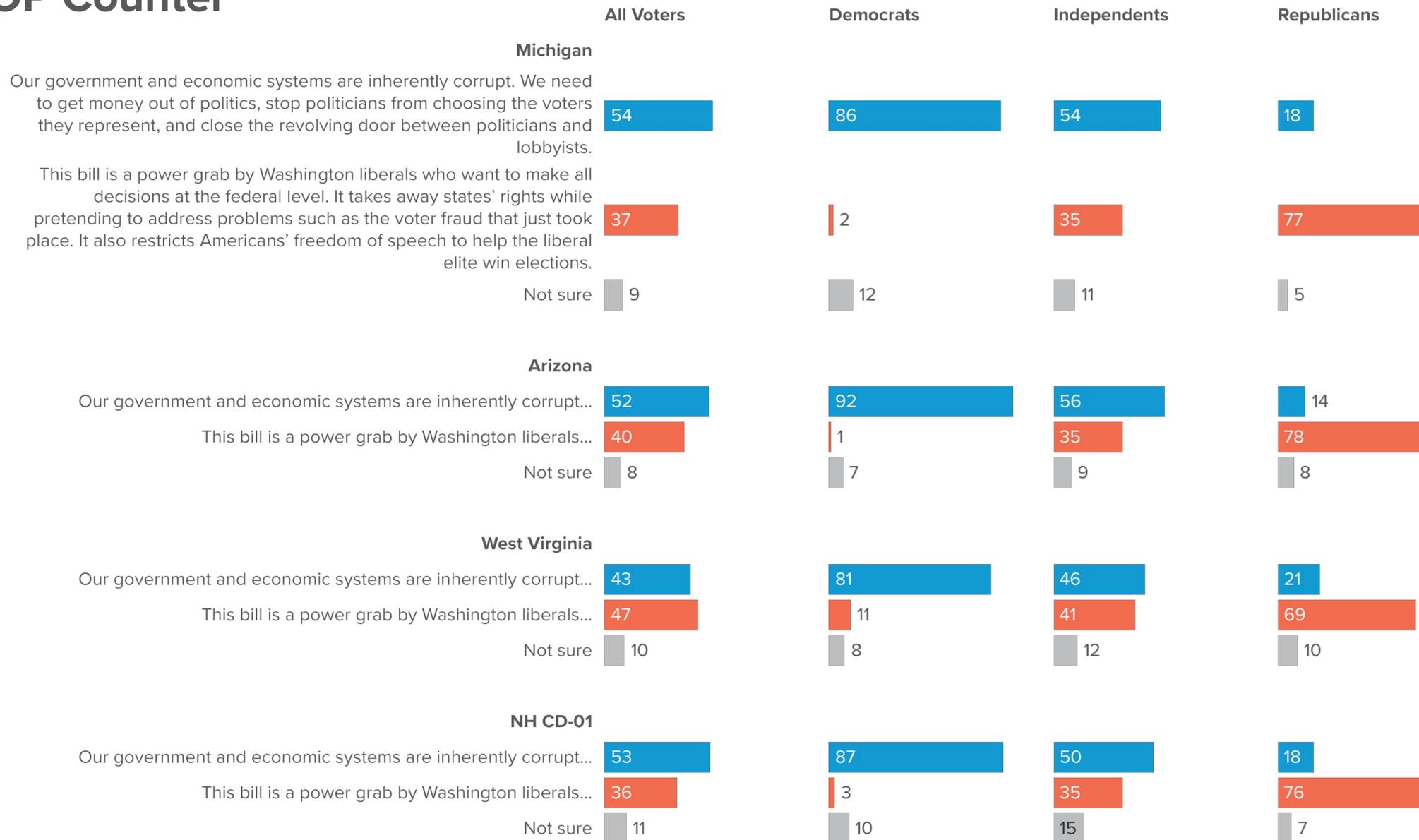
Support for the For the People Act Based on Message Frame (% Support)

(Corruption Frame) It would crack down on corruption by ending dark money in politics and pass tough new ethics and conflicts of interest laws for Members of Congress.

(Voter Protection Frame) It would protect voting rights by ending partisan gerrymandering, automatically registering citizens to vote if they're eligible, expanding in-person early voting, making voting by mail simpler, and enhancing election security with a paper trail for every ballot.



The Anti-Corruption Message Is Much More Effective than the GOP Counter



Outline

Political Landscape

Economic Landscape

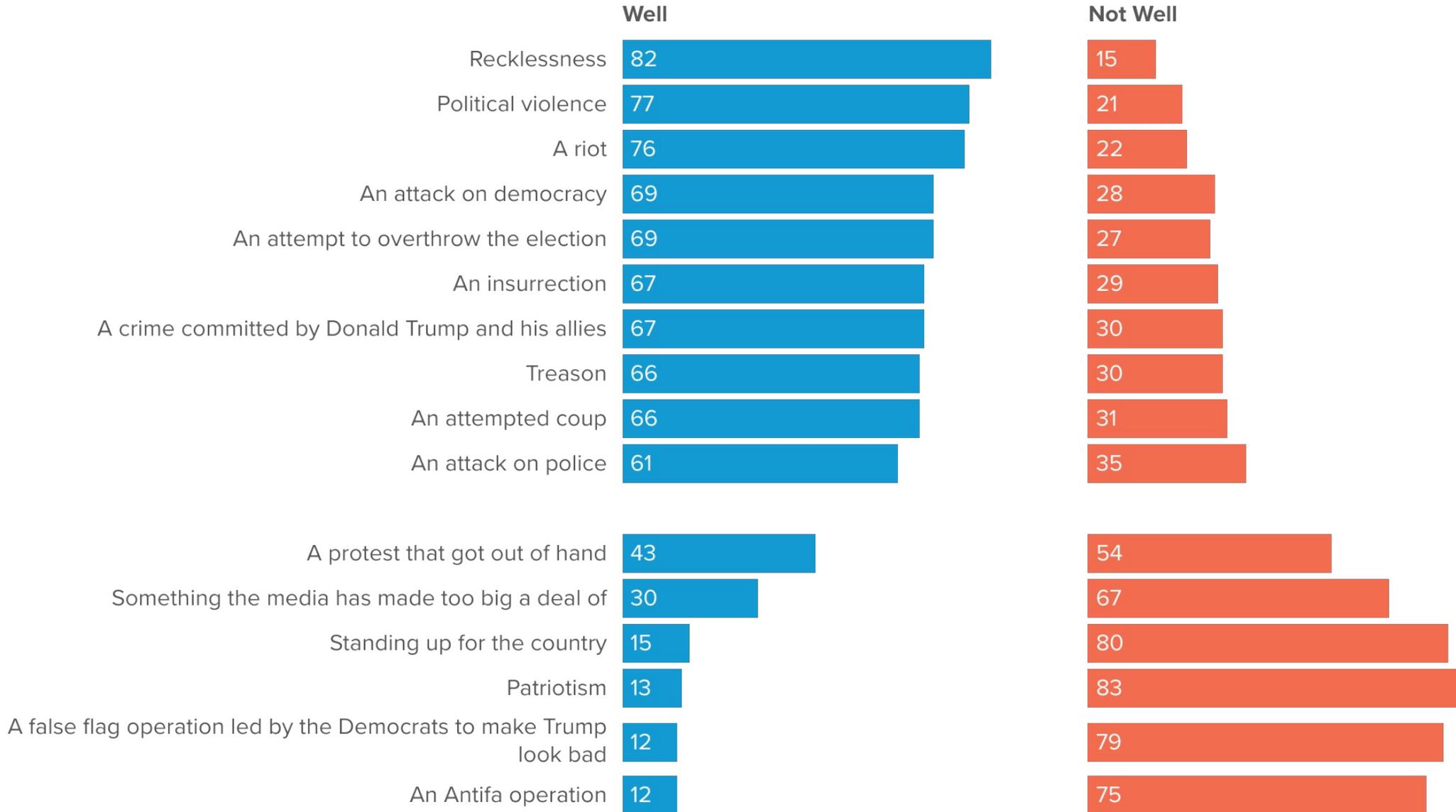
Messaging

Choice

Issue Framing

January 6th

How Well Do the Following Describe the January 6th Participants Among Voters Who Don't Believe in the Big Lie



Agreement with Statements about January 6th Among Voters Who Don't Believe in the Big Lie

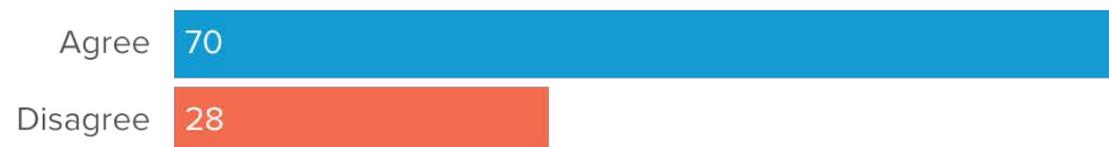
It is important to get all the facts on what happened that day at the Capitol so nothing like it ever happens again



Donald Trump and those supporting him acted recklessly on January 6th to keep power at all costs. They knew Trump lost fair and square and tried to find every loophole to prevent the peaceful transfer of power. When that failed, they unleashed violence to get their way

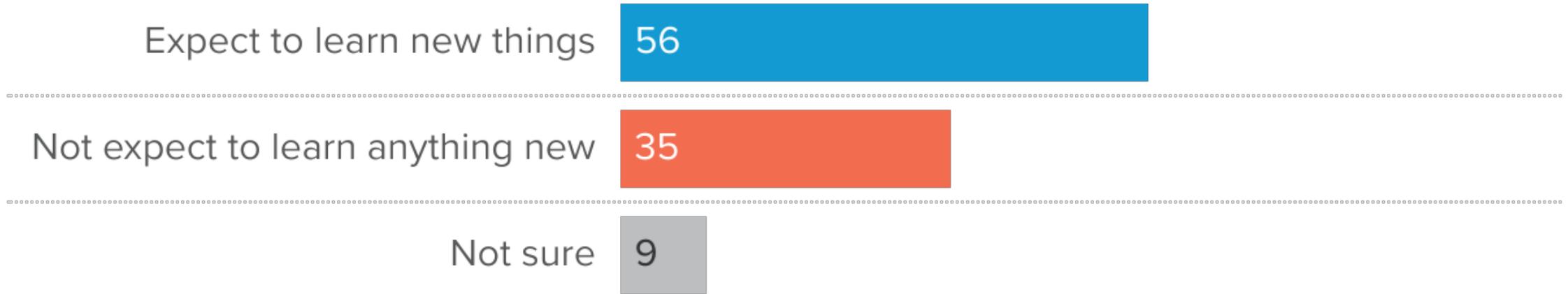


Donald Trump and the organizers of the Jan. 6th riot are guilty of the crime of inciting a riot to overturn the U.S. election

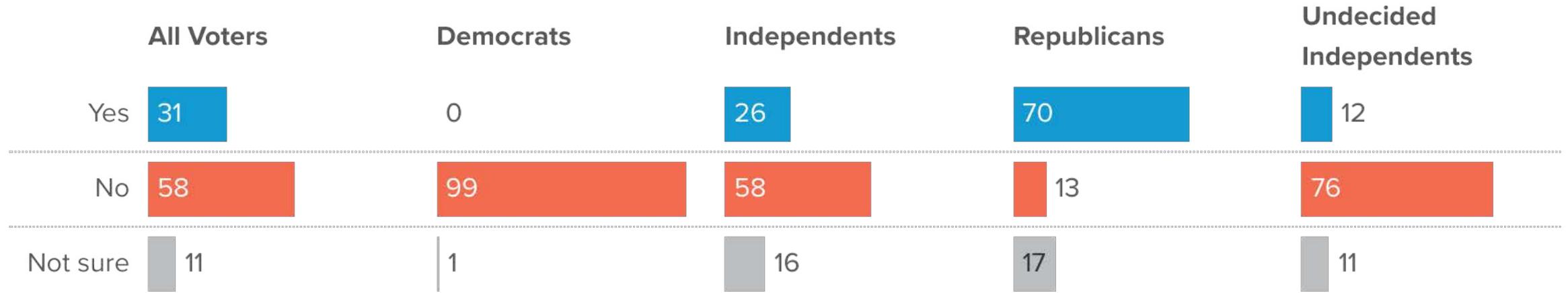


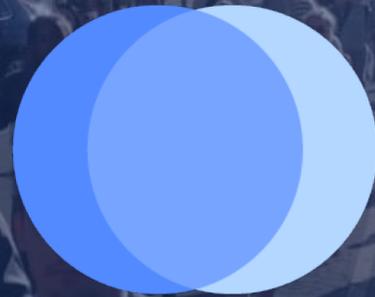
Expectations When the January 6th Commission Holds Hearings and Releases Their Report

Among Voters Who Don't Believe in the Big Lie



Would You Vote for Donald Trump in 2024 if He Were to Be Found Guilty of Inciting a Riot to Overturn the U.S. Election?





Future
MAJORITY

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Paid for by Future Majority, Inc. www.futuremajority.org