

A photograph of a street in a small town. On the left is a brick building with a storefront. A large American flag is flying from a pole on the right side of the street. A street lamp stands in the foreground on the right. In the background, there are more brick buildings and a hillside.

# 2025 Playbook

Winning the Fight for Financial Freedom

July 2025



# A Playbook Designed for Action

This Playbook distills Future Majority's most recent message testing, polling, and voter conversations into ready-to-use strategies, designed for communicators, policymakers, advocates, and allies.

## This guide answers a real questions:

- What should Democrats say about rising prices?
- How do Democrats contrast Trump's "Big Beautiful Bill"?
- What messages actually move the middle?

## Use this Playbook to:

- **Ground** your message in what swing voters believe
- **Sharpen** contrast with the Trump agenda
- **Promote** policies that give every American a fair shot
- **Center** the voters' desires - and make workers the hero of the story

Unless specified, the data featured is from a June 10-13, 2025 survey of 1,637 voters in swing congressional districts conducted by Change Research. Since its founding, Future Majority has surveyed more than 220,000 voters across the nation.



# Play #1: Lead Messages with Financial Freedom



## KEY FINDING

91% of voters - including 89% of Independents - agree that expanding financial freedom is essential



## PROBLEM

Cost-of-living anxiety dominates: 84% say the American Dream feels unaffordable



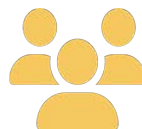
## MESSAGE

“Financial freedom means putting more money in peoples’ pockets, protecting savings, and ensuring everyone has a fair shot.”



## POLICY

Lower costs (junk fees, PBMs, housing), expanding retirement access, helping small businesses compete



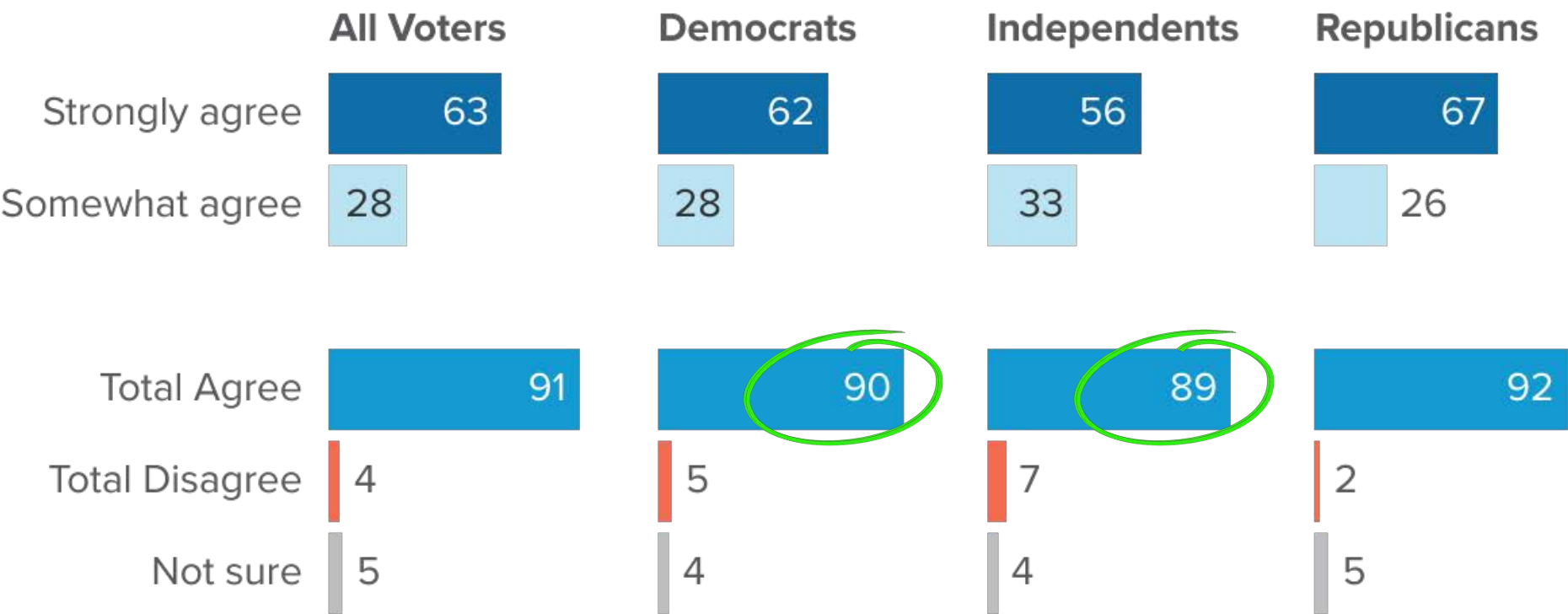
## EMPHASIZE WITH

Cost of Living Independents, Suburban women, younger working-class voters

# Financial Freedom Appeals Across the Spectrum

Do you agree or disagree with the following statement:

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





# Top-Performing Message Frames

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

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

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

# Play #2: Lean into the Anti-Corruption Lane



## KEY FINDING

Democrats now lead on trust to clean up corruption, a swing since March



## PROBLEM

84% say corruption blocks their path to a better life



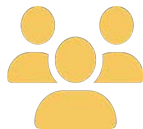
## MESSAGE

“Republicans talk about fiscal conservatism then steal from rural hospitals while adding \$2.4 trillion in debt. That’s not conservative. That’s corrupt.”



## POLICY

Ban congressional stock trading, set term limits, end elite self-dealing



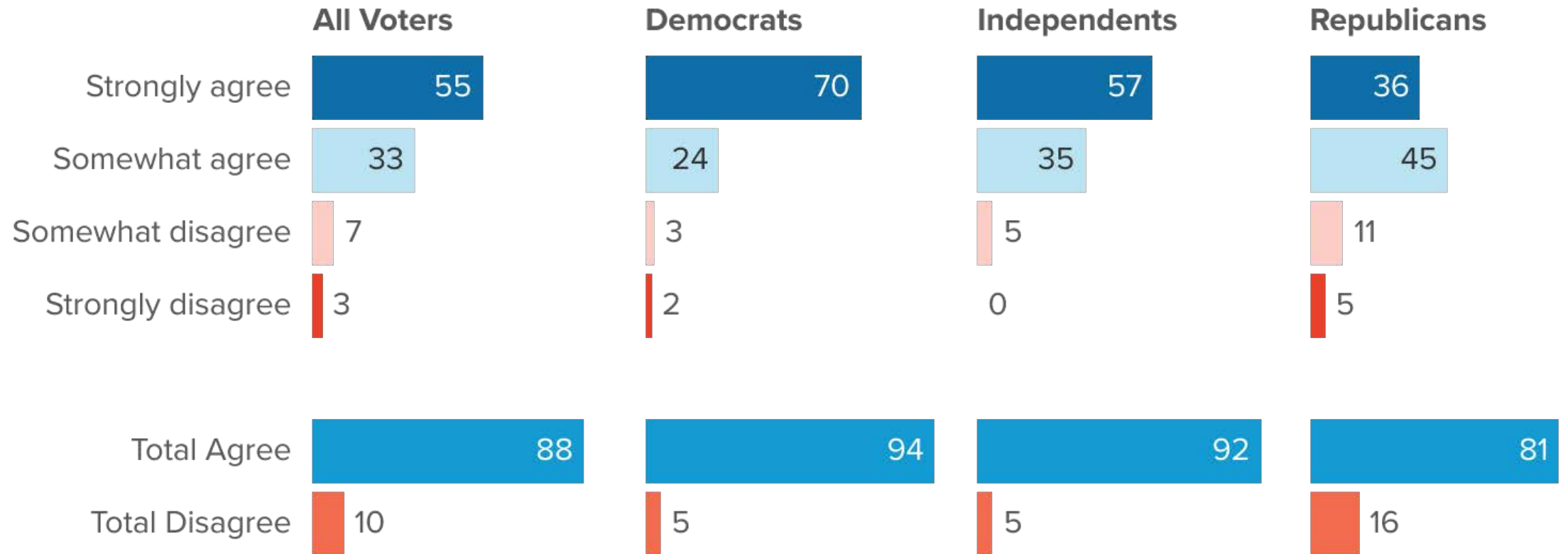
## EMPHASIZE WITH

Independents, disengaged voters



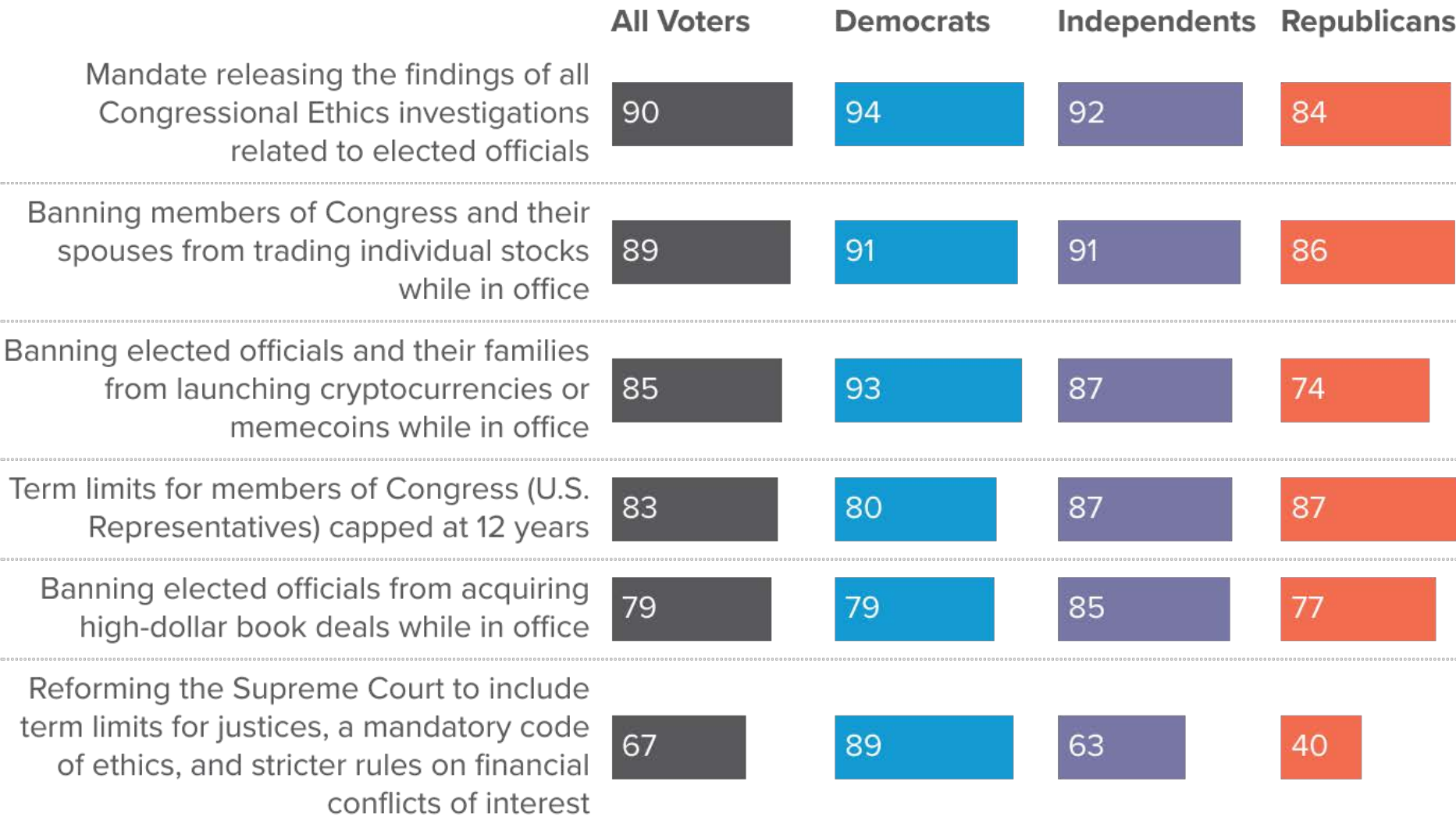
# Strong Majority Sees America as Chaotic and Corrupt

Do you agree or disagree with the following statement?: “America is mired in chaos and corruption.”



# Overwhelming Support for Anti-Corruption Proposals

The following are proposals to limit corruption and its influence in government. For each, please indicate whether you support or oppose the proposal. (% Strongly Support)





# Play #3: Make Trump's Bill Personal and Unpopular



## KEY FINDING

58% of voters more likely to oppose the bill after learning it adds \$2.4T to the deficit



## PROBLEM

Some provisions are supported, but overall voters see it as a corrupt giveaway



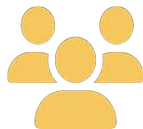
## MESSAGE

"Trump's Big Beautiful Bill is a \$2.4T scam for the wealthy and connected at our expense."



## POLICY

Oppose tax cuts for the 1%, protect rural hospitals, defend food aid for children

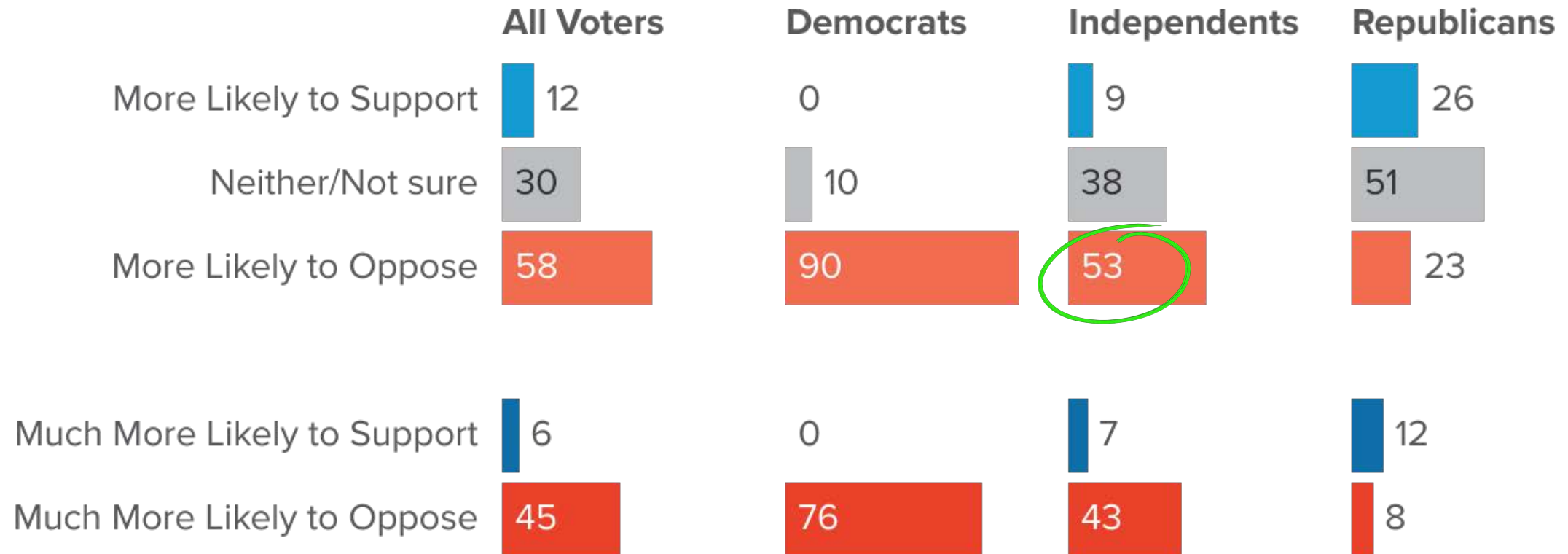


## EMPHASIZE WITH

Rural, exurban, moderate and swing districts

# Voters More Likely to Oppose Based on Debt

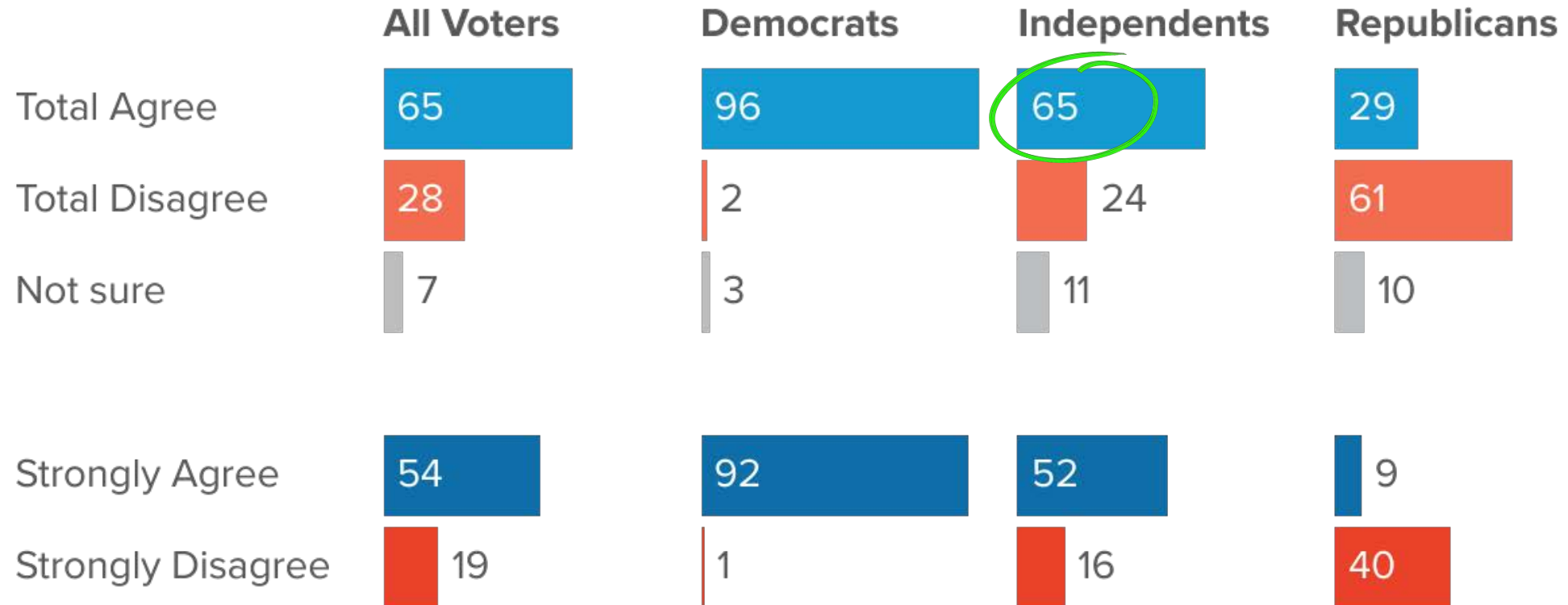
*“The nonpartisan Congressional Budget Office projects this bill would add \$2.4 trillion to the national debt over 10 years. Does this make you more or less likely to support the legislation?”*





# Voters: Bankrupting Hospitals is Not Conservative

*“Do you agree or disagree with the following statement: “Republicans in DC call themselves fiscal conservatives, but there's nothing fiscal or conservative about adding \$2.4 trillion in debt to extend tax breaks for the wealthy and corporations while bankrupting rural hospitals and cutting food assistance programs.”*



# Support for Elements of the Big, Beautiful Bill

*“The following provisions are included in the “Big, Beautiful Bill”. For each, please indicate whether you support or oppose the policy.”*

| Net Support – Oppose) |     |     |     |  |
|-----------------------|-----|-----|-----|--|
| All                   | Dem | Ind | GOP |  |
| 42                    | 11  | 35  | 82  | Subsidies for farmers impacted by the fallout of the trade policies  |
| 25                    | -2  | 35  | 53  | Raises the cap on state and local tax deductions (SALT) from \$10,000 to \$40,000 for families making under \$500,000  |
| 24                    | -38 | 42  | 92  | Mandates \$1.7 trillion cut in spending over 10 years  |
| 8                     | -32 | -2  | 59  | “Trump Accounts,” government-backed savings accounts offering \$1,000 per child to use for education or home buying  |
| 0                     | -64 | 7   | 73  | Substantially restricting and reducing the EV (electrical vehicle) tax credits for new and used cars   |
| -5                    | -80 | 14  | 80  | New work requirements for Medicaid and food assistance programs like SNAP, which may remove benefits from people unable to meet strict employment or reporting rules. These rules start in 2029; after Trump's term. |
| -9                    | -87 | 1   | 78  | Expanding and protecting incentives for oil and gas drilling   |
| -13                   | -89 | -6  | 75  | Permanently extend the 2017 tax cuts, which primarily go to the top 1% of earners, and introduces temporary tax breaks for tips, overtime, and car loan interest   |
| -19                   | -86 | -9  | 56  | Phases out tax credits for solar, wind, and other renewable energy projects  |
| -25                   | -77 | -16 | 34  | Bans individual States from implementing their own laws related to the use of artificial intelligence (AI) within their state for 10 years   |

# Play #4: Present a Plan for AI & the Future



## KEY FINDING

79% say lawmakers aren't preparing for AI disruption



## PROBLEM

Voters want ethical oversight of AI to protect workers



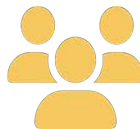
## MESSAGE

"Trump says AI should be led by billionaires. We say AI should work for all of us - with guardrails and to help make our life better."



## POLICY

Worker retraining, ethical AI oversight, small business investment

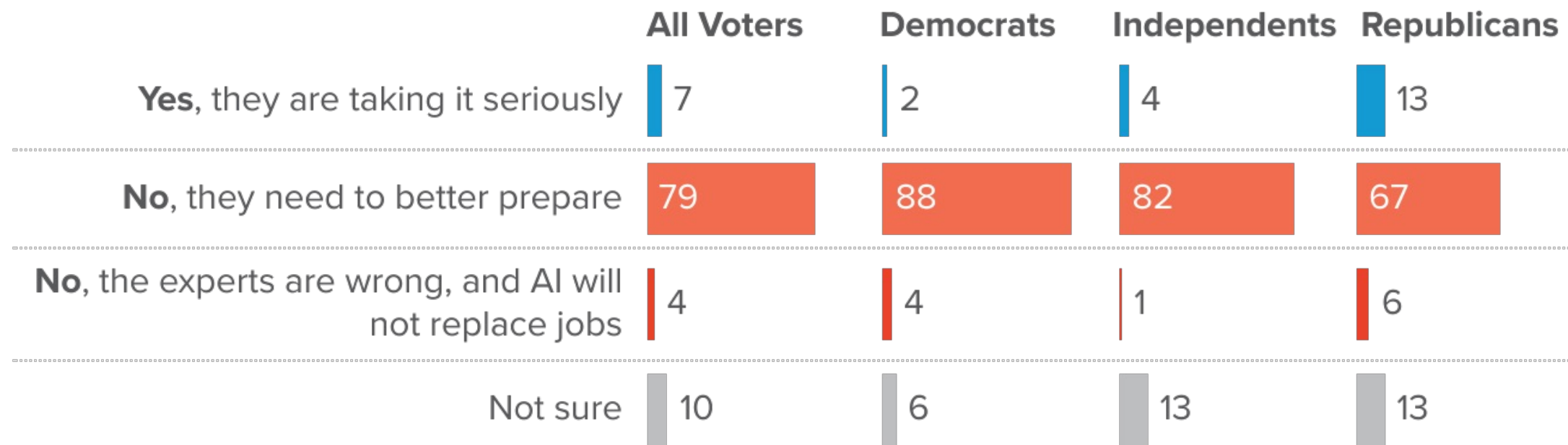


## EMPHASIZE WITH

Younger voters, tech-aware metros

# Voters Say Lawmakers Not Prepared on AI Policy

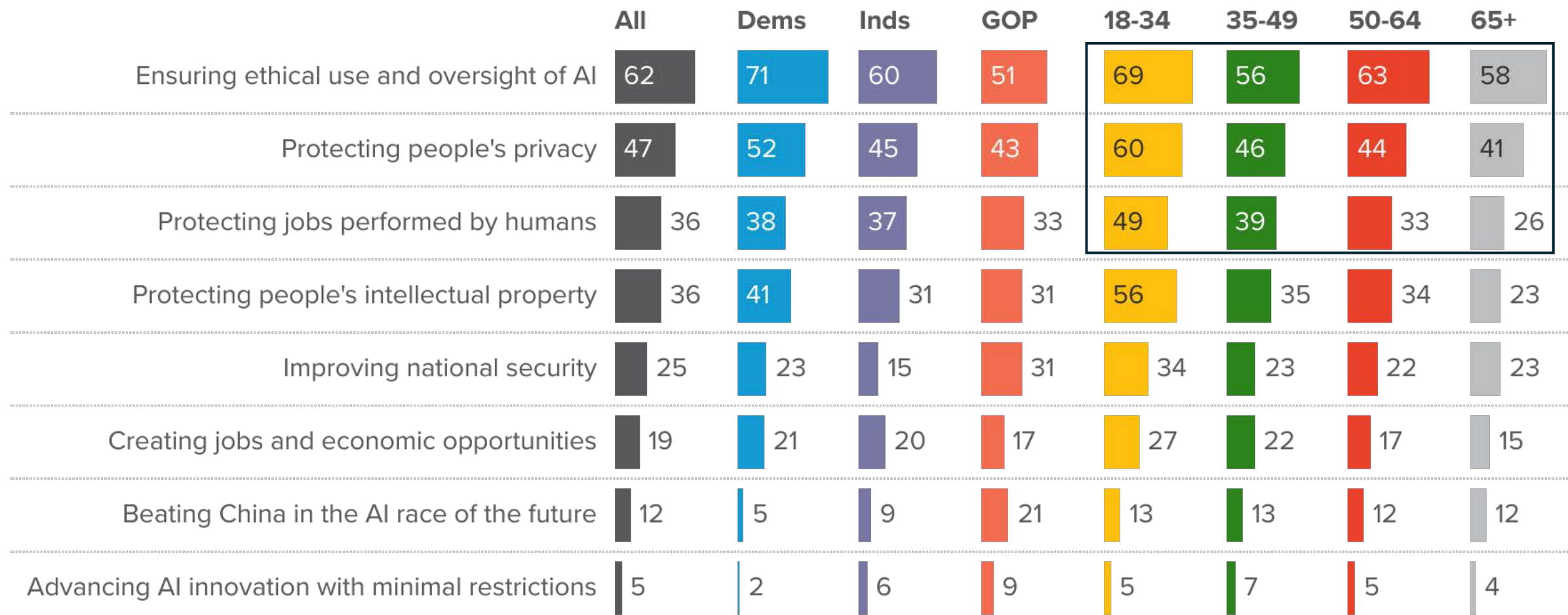
Experts estimate that up to 12 million U.S. jobs could be replaced by AI and automation by 2030. Do you believe elected officials are taking this potential threat seriously or should they better prepare the country for it?





# Voters Want Ethical Use and Oversight of AI

What should be the government's top priority in AI policy? Please choose one or two.



# Public Option, Small Business Unite Voters (Net Support-Oppose)

Please indicate whether you support or oppose each of the following ideas:

| All | Dem | Ind | GOP |   |
|-----|-----|-----|-----|---|
| 74  | 87  | 76  | 61  | A public health insurance option that lets anyone buy into the same plan as members of Congress, without eliminating private insurance  |
| 74  | 83  | 56  | 69  | A major national investment in small businesses and entrepreneurship that provides funding to help launch new businesses, expand access to capital, reduce red tape, and create jobs in local communities |
| 72  | 62  | 61  | 88  | A small business policy platform that expands federal capital access and cuts local regulations, taxes, and red tape to help new businesses grow  |
| 71  | 87  | 69  | 53  | A tax deduction on homeowners insurance over \$5,000 scaled on income level to reduce insurance costs for working families  |
| 65  | 92  | 68  | 38  | Banning the ultra-wealthy from using unrealized gains as collateral for loans to avoid paying income taxes  |
| 62  | 86  | 51  | 36  | Expanding the Social Security payroll tax so it applies to all wages up to \$1 million (currently capped at around \$176,100)   |
| 60  | 66  | 70  | 51  | Letting people deduct up to \$25,000 in losses if they sell their primary home at a loss  |
| 58  | 79  | 52  | 35  | Bipartisan legislation to automatically re-enroll workers in employer-sponsored retirement plans so they don't miss out on employer matching contributions  |
| 57  | 73  | 28  | 47  | A \$50,000 tax deduction for entrepreneurs to help cover startup costs, worker salaries, and training expenses  |
| 56  | 69  | 46  | 45  | A \$5,000 refundable "Financial Freedom" tax credit for working families earning under \$250,000 to help ease the cost of living  |
| 49  | 84  | 36  | 10  | Applying a payroll tax to people earning over \$1 million per year through investments (excluding retirement income)  |
| 48  | 77  | 43  | 14  | A 0.3% tax on Wall Street stock trades (excluding retirement accounts) to reduce speculation and fund tax relief or Social Security   |
| 40  | 64  | 21  | 20  | A one-time government match of up to \$1,000 for first-time retirement plan participants to jump-start savings  |
| 19  | 70  | 16  | -35 | Taxing "unrealized gains" (investment profits that haven't been sold yet) for those earning over \$100 million annually   |
| 19  | 26  | 3   | 17  | Allowing workers under 30 to invest a portion of their Social Security taxes into government-run retirement plans   |
| 16  | 22  | 3   | 14  | A modified Social Security tax plan: keep the current cap, skip income from ~\$176K–\$400K, and then reapply the tax above \$400K   |
| 9   | 66  | 4   | -45 | A single-payer, government-run health care system that replaces private insurance entirely  |

# Play 5: Invite Voters to “Build Again”



## KEY FINDING

82% agree with the abundance frame, making it a strong secondary message



## PROBLEM

Democrats are seen as inhibiting growth and need to address this perception



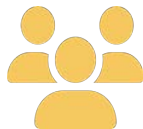
## MESSAGE

“Let’s build more homes, more energy, more innovation - because we don’t have a scarcity problem, we have a regulation problem.”



## POLICY

Build housing and infrastructure, cut red tape, and show visible progress – especially Governors



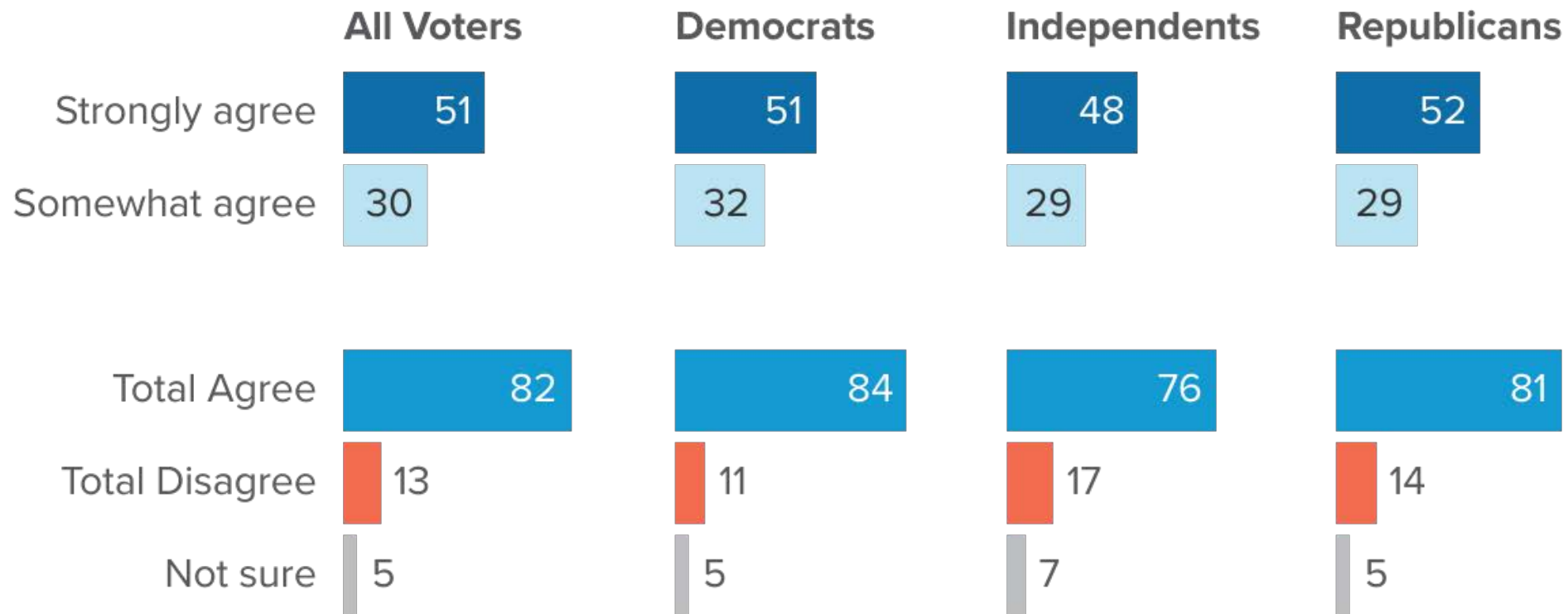
## EMPHASIZE WITH

Independents in swing districts, younger disengaged voters

# Abundance Works, but Does Not Match Intensity

Do you agree or disagree with the following statement:

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

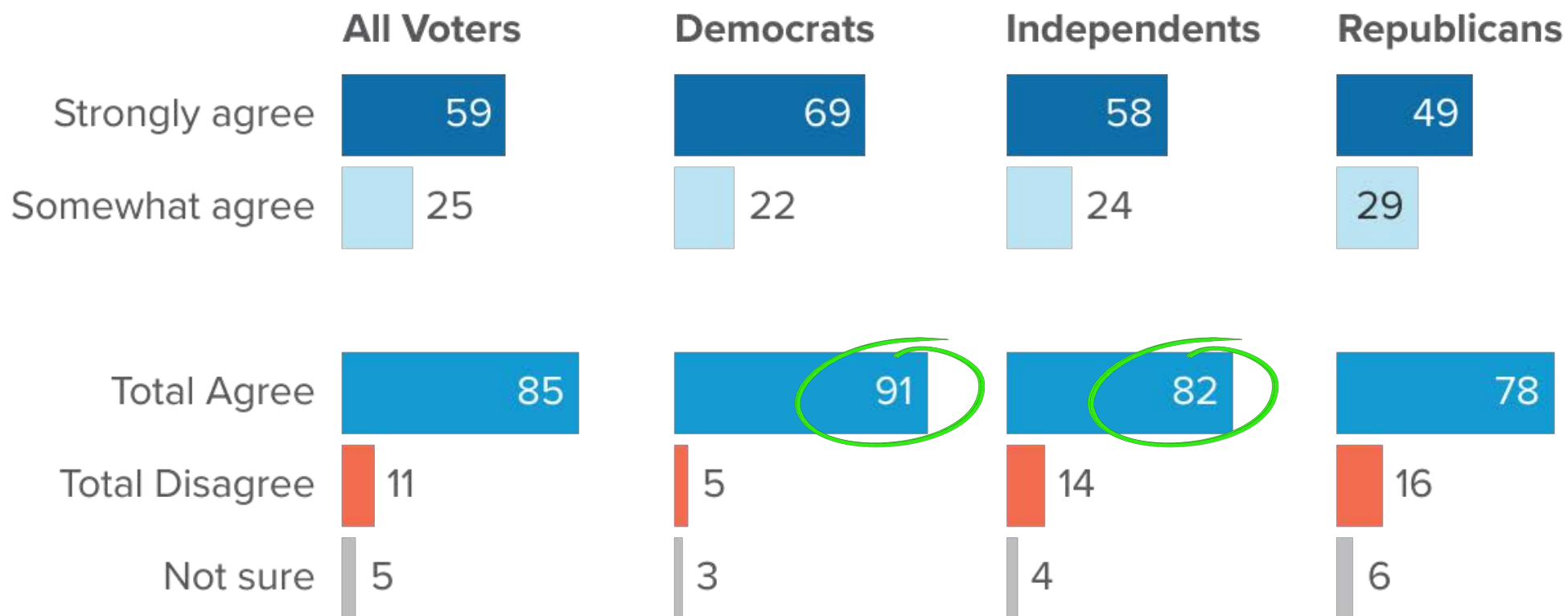




# "Built Not Bought" Message Still Resonates

Do you agree or disagree with the following statement:

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



# Play #6: Speak Plainly, Name Villains, Center Workers



## KEY FINDING

Voters crave leaders who speak plainly and show they care



## PROBLEM

Democrats are regularly seen as out of touch due in part to language



## MESSAGE

Recognize voters' feelings, name villains (greed, tariffs chaos), center American workers



## POLICY

Use stories, avoid jargon, go direct and focus on impact



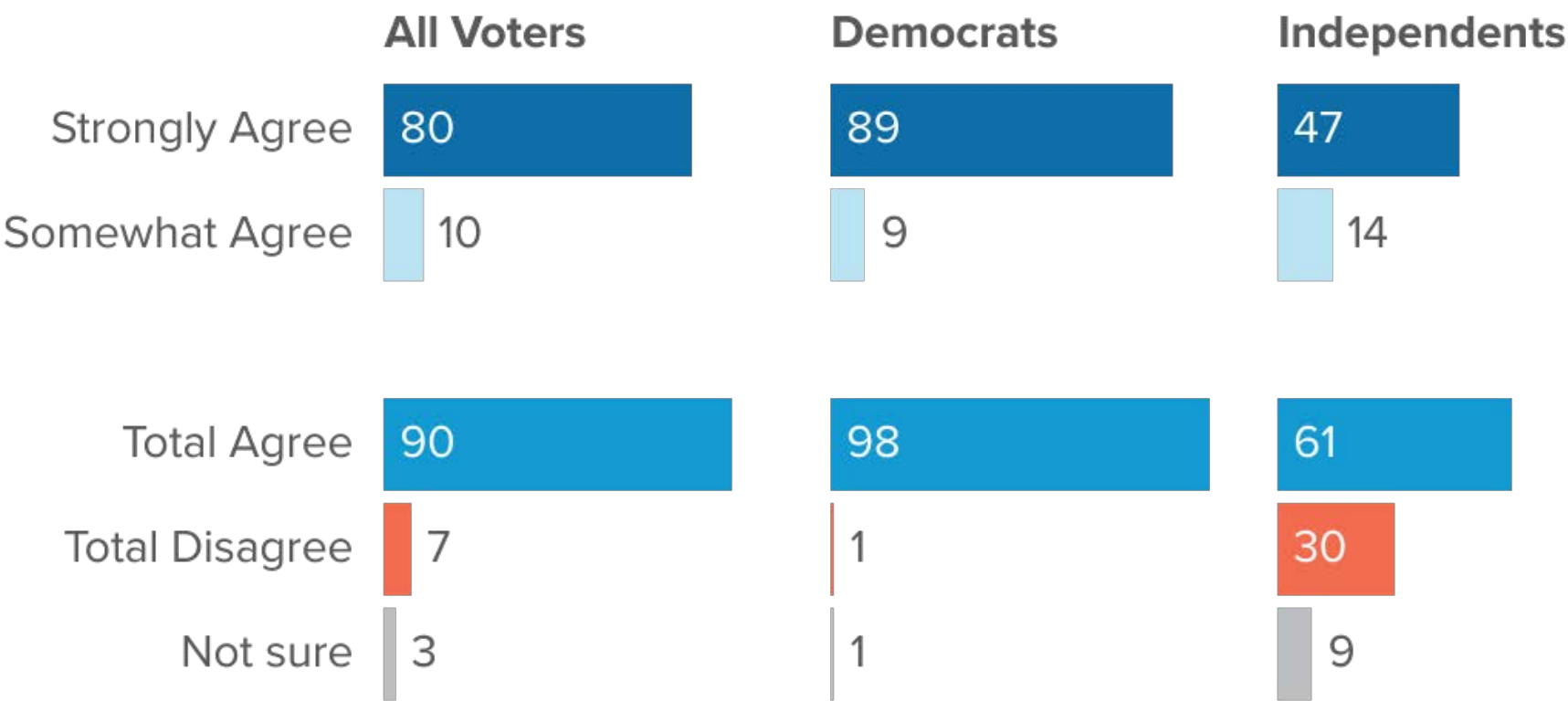
## EMPHASIZE WITH

All audiences - this is the tone standard

# Dem + Ind Voters Agree on Contrast with GOP

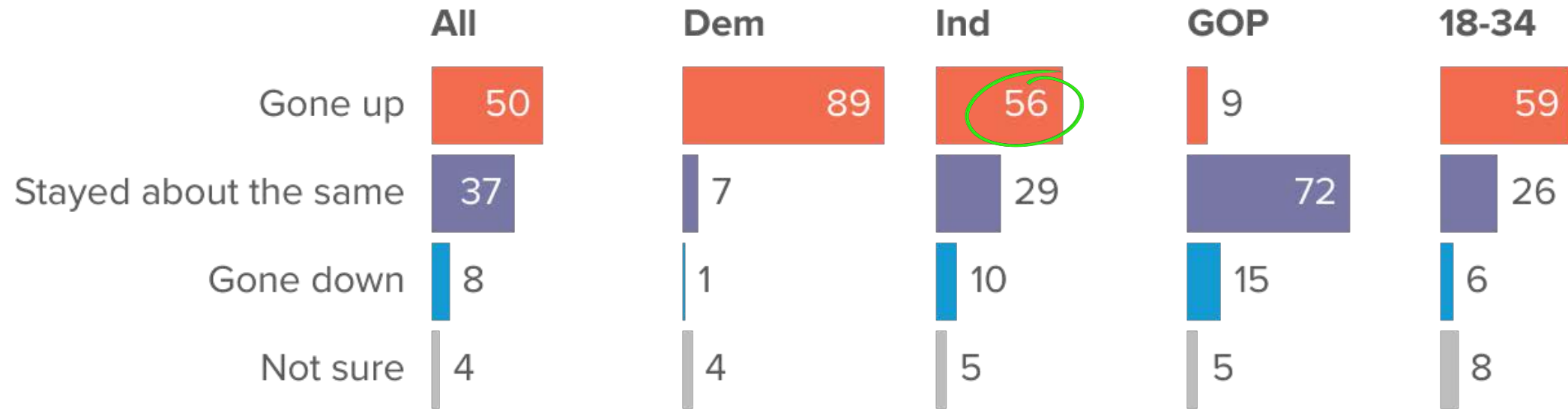
Do you agree or disagree with the following statement:

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



# Trump's New Tariffs Raise Costs for Families

“Since President Trump imposed new tariffs earlier this year on goods from countries like China, have your costs for everyday things like groceries, appliances, or household goods:”



# Play #7: Challenge Tactics, Not Agencies



## KEY FINDING

Voters split on intent of Trump's immigration policies



## PROBLEM

Independents want border security and a fair immigration system



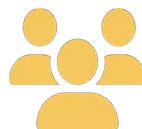
## MESSAGE

"The Trump administration is going too far in rounding up established members of their community, hiding their faces, and making mistakes by deporting people in the country legally."



## POLICY

Support a secure border and an efficient immigration system



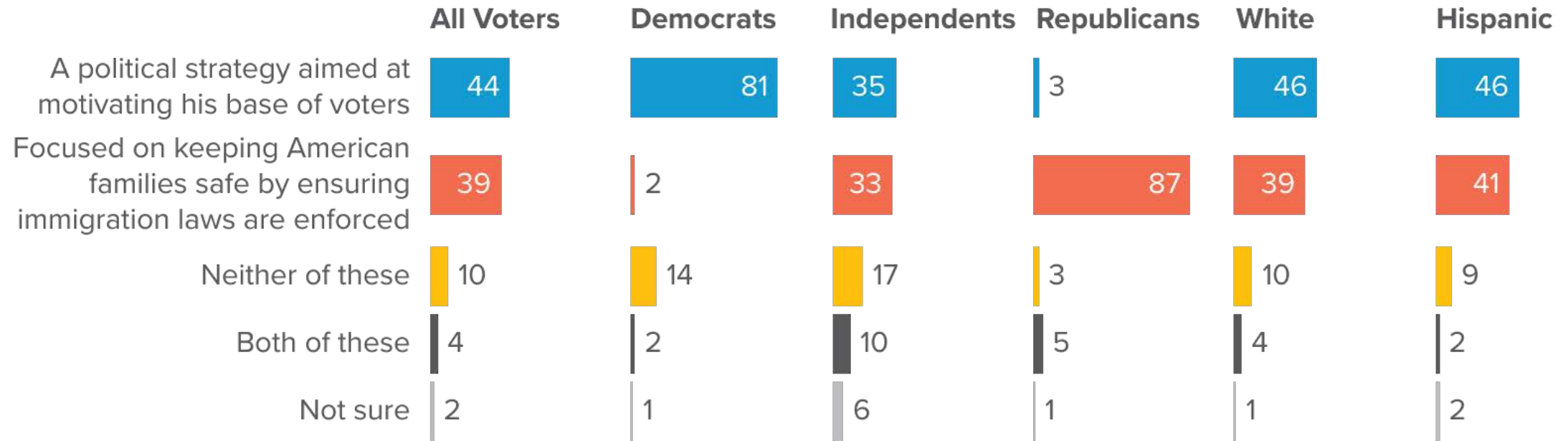
## EMPHASIZE WITH

Suburban women, Hispanic voters



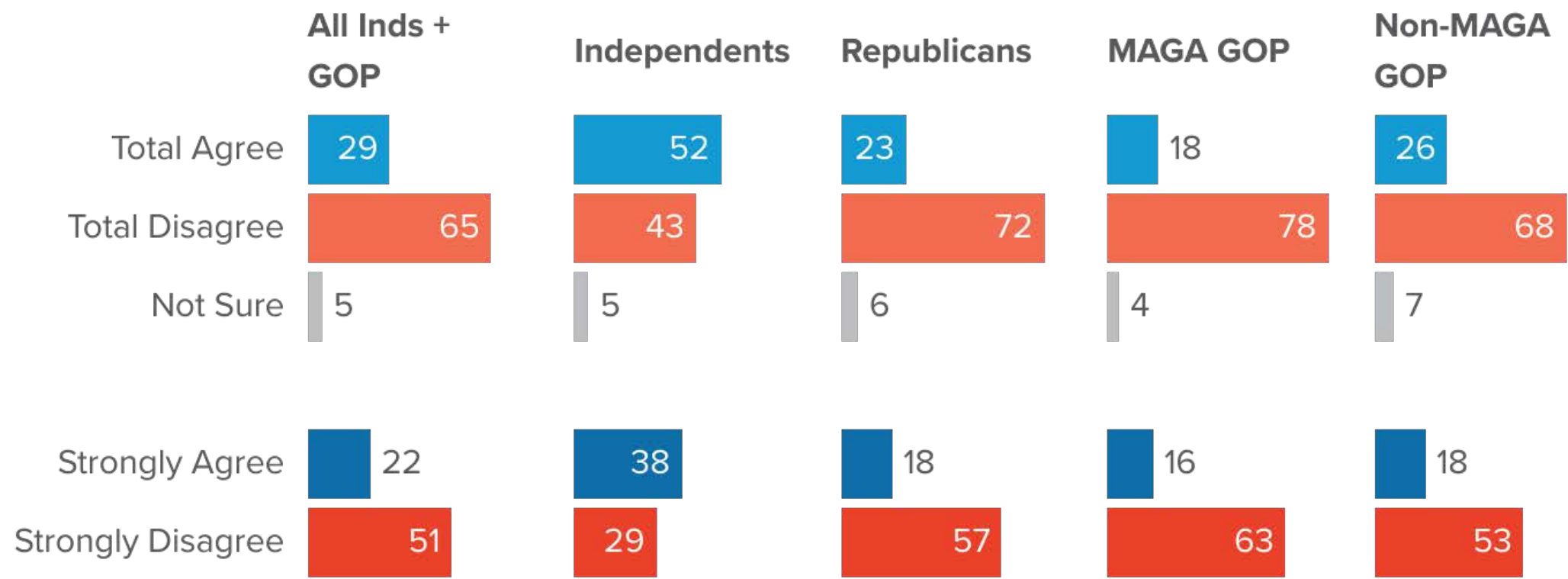
# Voters Split on Intent of Trump Immigration Policies

Which of the following best describes your view of Donald Trump's immigration enforcement policies?



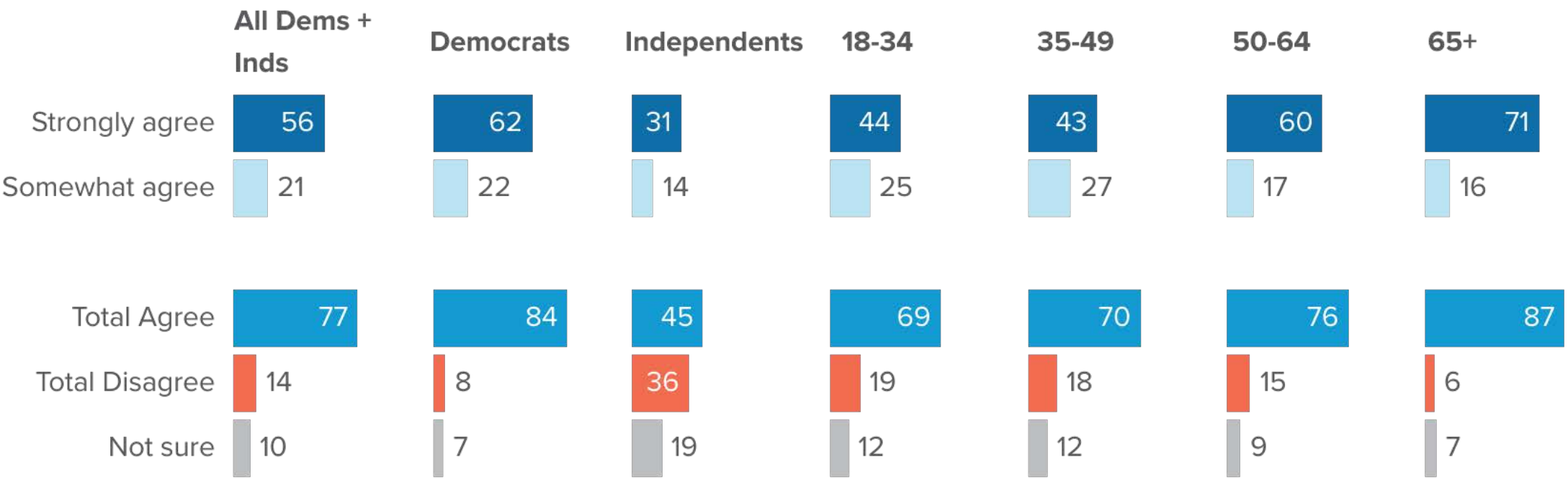
# Little Disagreement with Trump Tactics Among GOP

Do you agree or disagree with the following statement: “We need a strong border and immigration policies that rewards legal immigration and punishes illegal immigration. However, the Trump administration is going too far in rounding up people who are established members of their community, wearing masks while arresting people, and making mistakes by deporting children and other people in the country legally.” *(Republicans + Independents)*



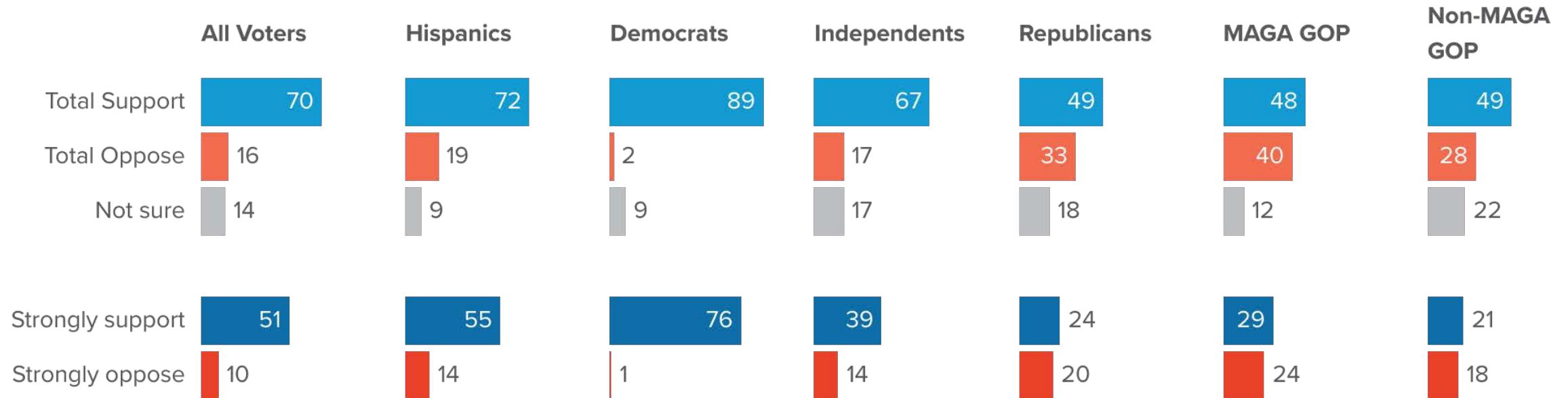
# D/Is want Immigration AND Border Security

Do you agree or disagree with the following statement: “The Democratic Party needs to reorient back to the center on the issue of immigration and border security, and there's no contradiction between border security and due process. Every person has the right to their day in Court. The Trump administration is creating a contradiction where none exists.”  
*(Democrats + Independents)*



# Strong Support for Correcting Wrongful Deportation

Do you support or oppose legislation that requires the government to take action if a foreign government refuses to comply with court orders demanding the return of people who have been wrongfully deported, such as US citizens or those in the US legally?



# If You Only Do 3 Things:

1

## LEAD WITH EXPANDING FINANCIAL FREEDOM

Voters aren't asking for the moon - they want a fair shot. Make every message about putting more money in workers' pockets, lowering costs, and building wealth without hidden fees or rigged rules

2

## MAKE WORKERS THE HERO OF THE STORY

It's not about defending institutions - it's about standing for people who keep the country running. Show up for workers. Share their stories. And always make clear: they deserve a fair shot

3

## OWN THE ANTI-CORRUPTION FIGHT

Voters don't trust the system - and they're hard to persuade. Be the side that cleans up government, bans self-dealing, and tells the truth. Say clearly: no one is above the law

**Want to Discuss? Get In Touch!**  
**Contact Mark Riddle at [mark@futuremajority.org](mailto:mark@futuremajority.org)**



# APPENDIX

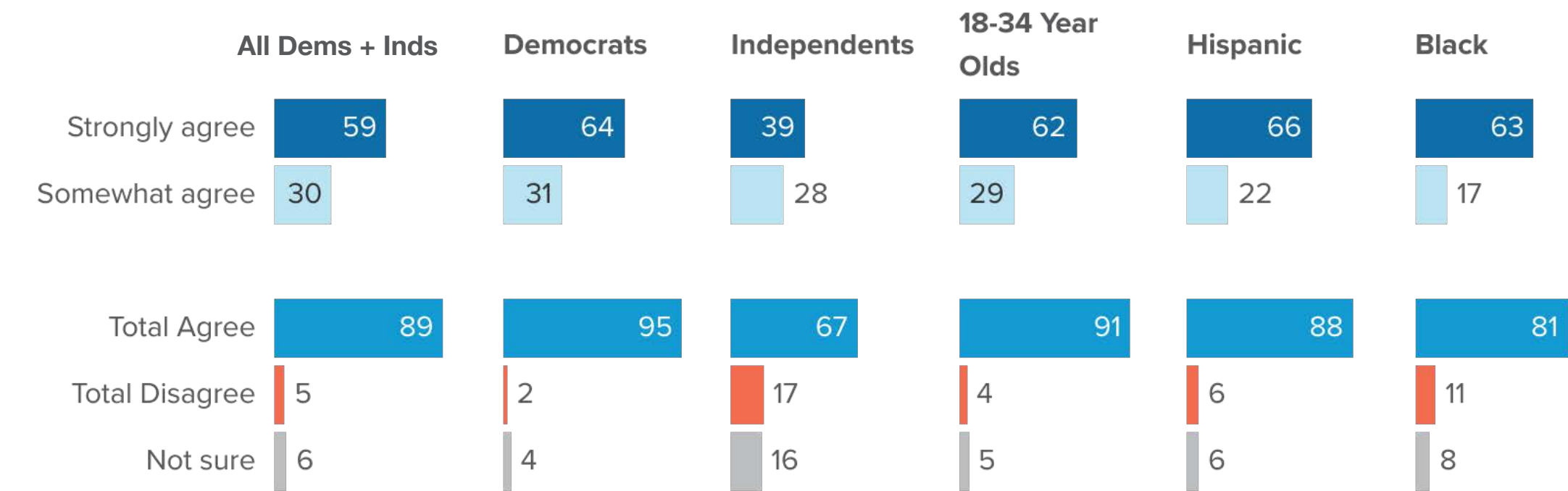
Opinions Toward Issues, Leadership, and Governing from Future Majority's 2025 Voter Research

# Message Frames

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

Do you agree or disagree with the following statement:

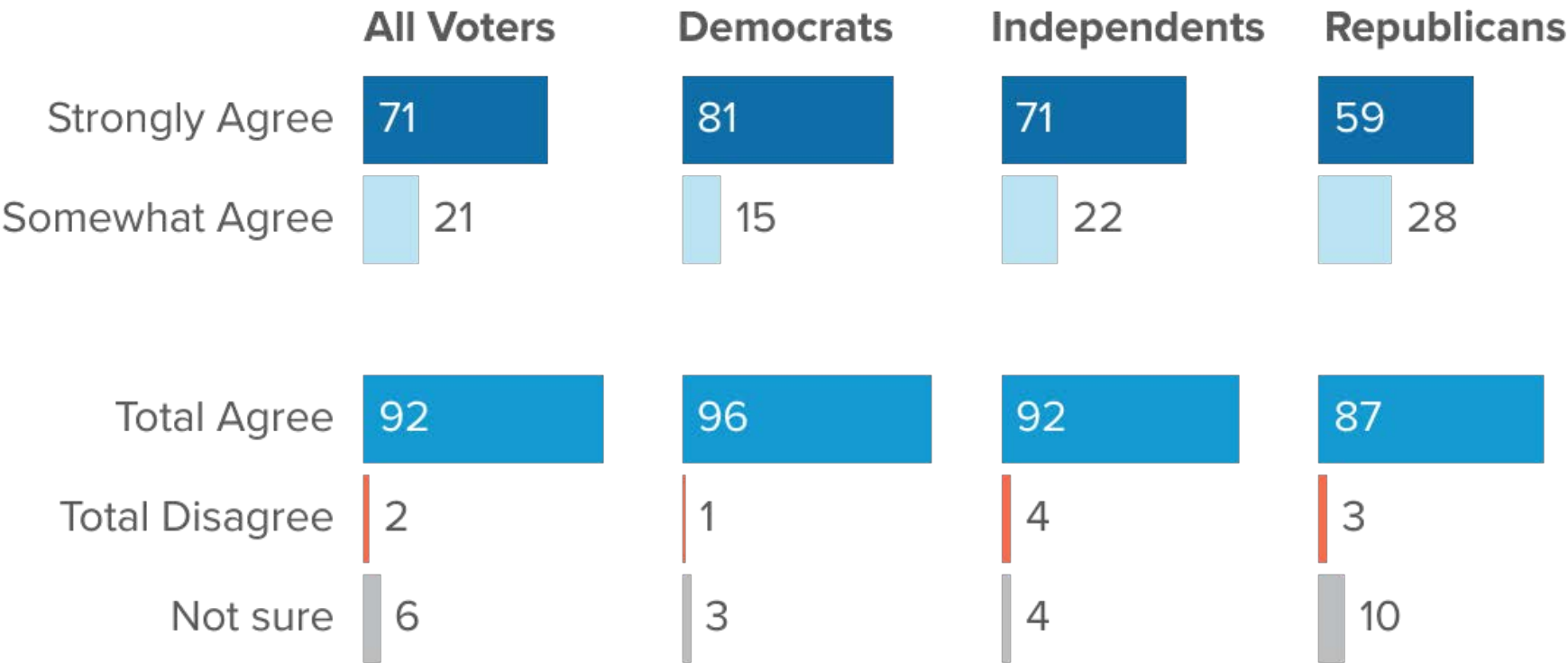
“The Democratic Party needs a singular mission: Make Life Better. That means lowering costs, protecting freedom, and making workers the hero of our story while we hold accountable those who are corrupt.”



# Voters Strongly Agree with Rooting Out Corruption

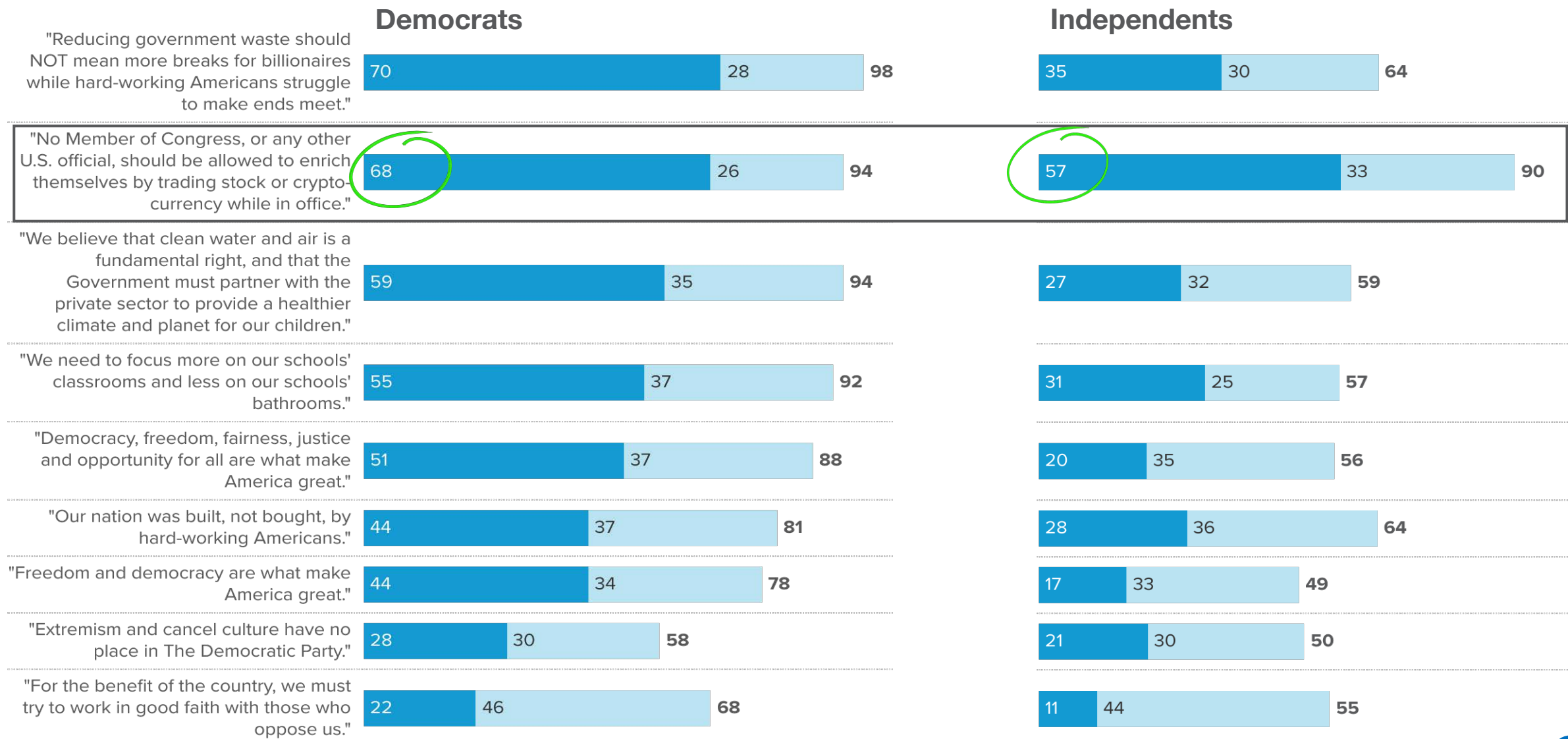
Do you agree or disagree with the following statement:

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



# Likelihood to Vote for Based on Statement

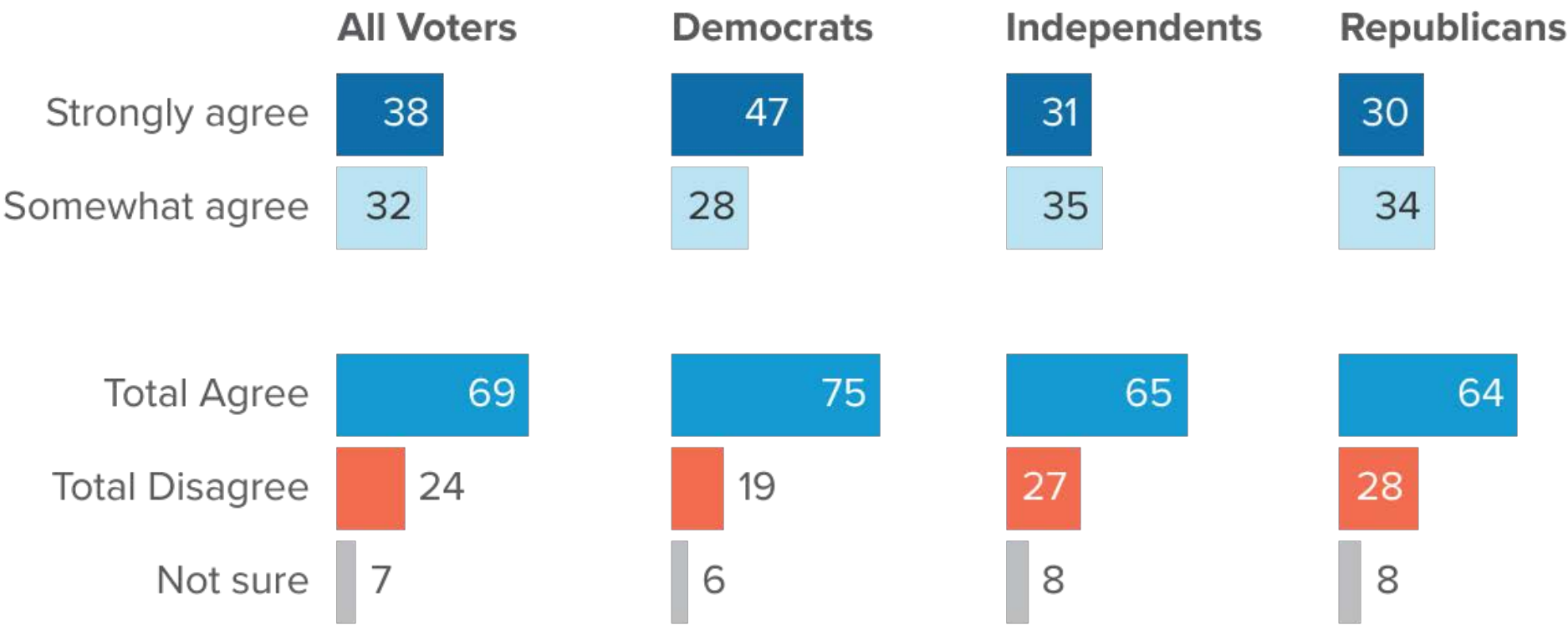
● Would Definitely Vote For    ● Would Consider Voting For



# Most Agree that Freedom = Safety Net

Do you agree or disagree with the following statement:

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

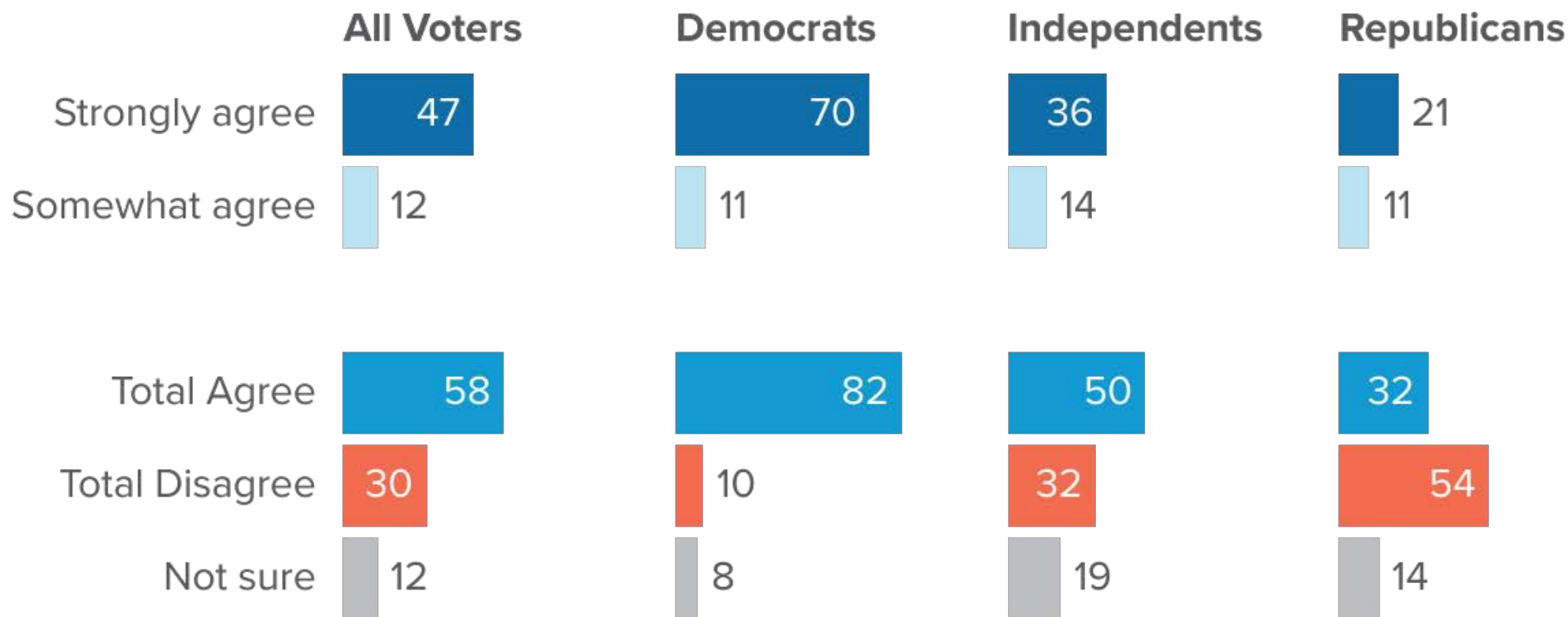




# Hypocrisy and Overreach are Effective Counters

Do you agree or disagree with the following statement:

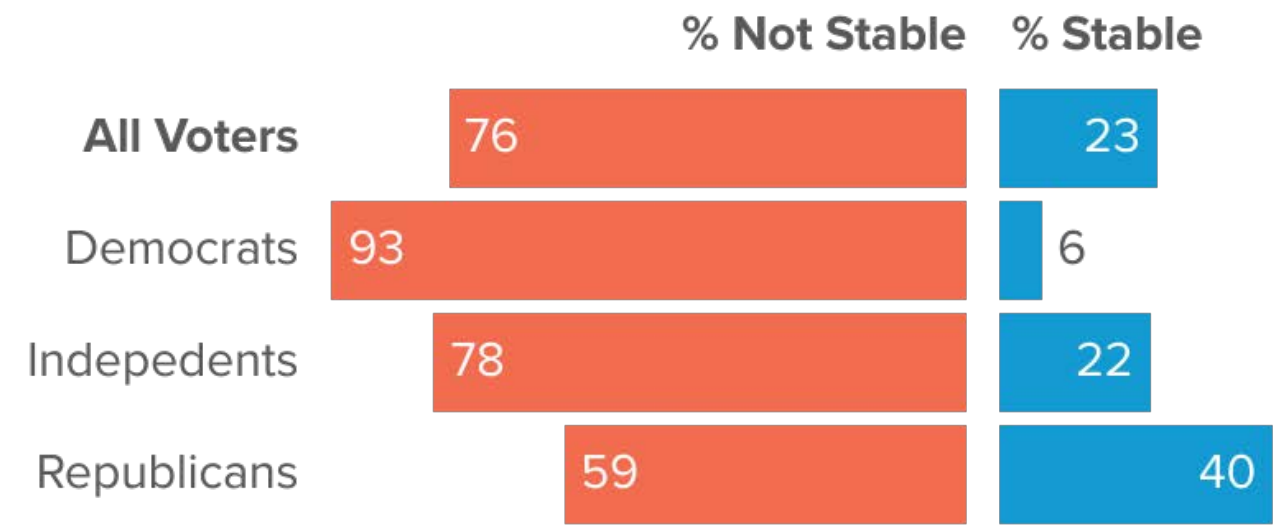
"I'm glad Republicans are finally talking about women and girls, because for years they've blocked equal pay, attacked reproductive freedom, and done nothing to lower costs for families. Now they want big government to overrule parents and coaches on youth sports, something that affects almost no one.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



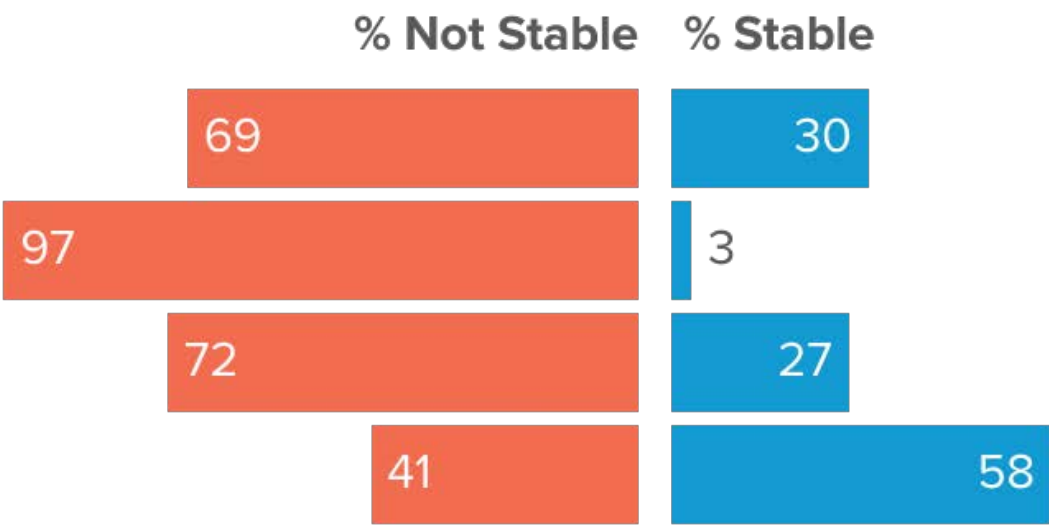
# Perceptions of America & Its Leaders

# Perception of Stability in America and the World

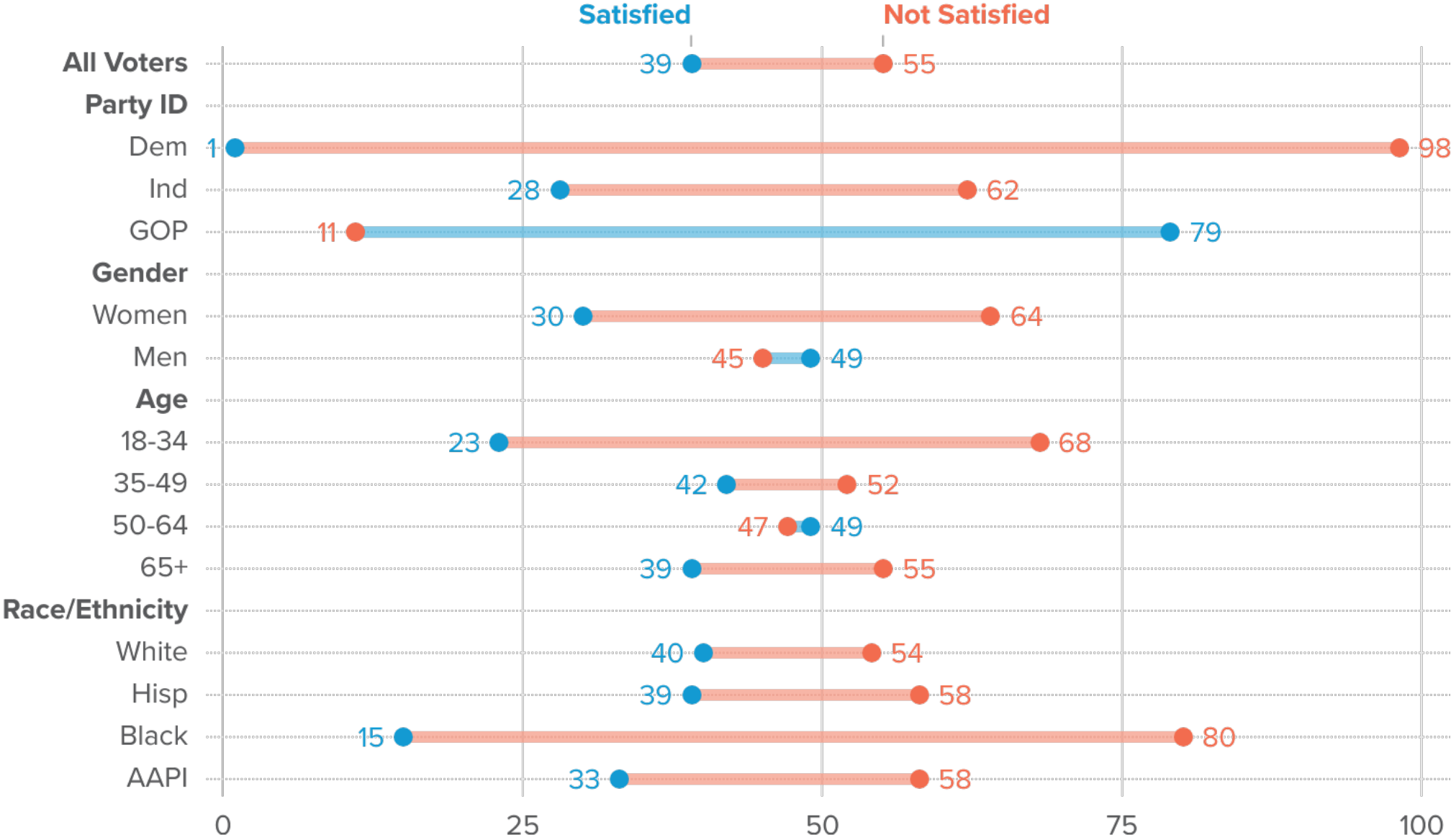
How stable do you think things in America are today?



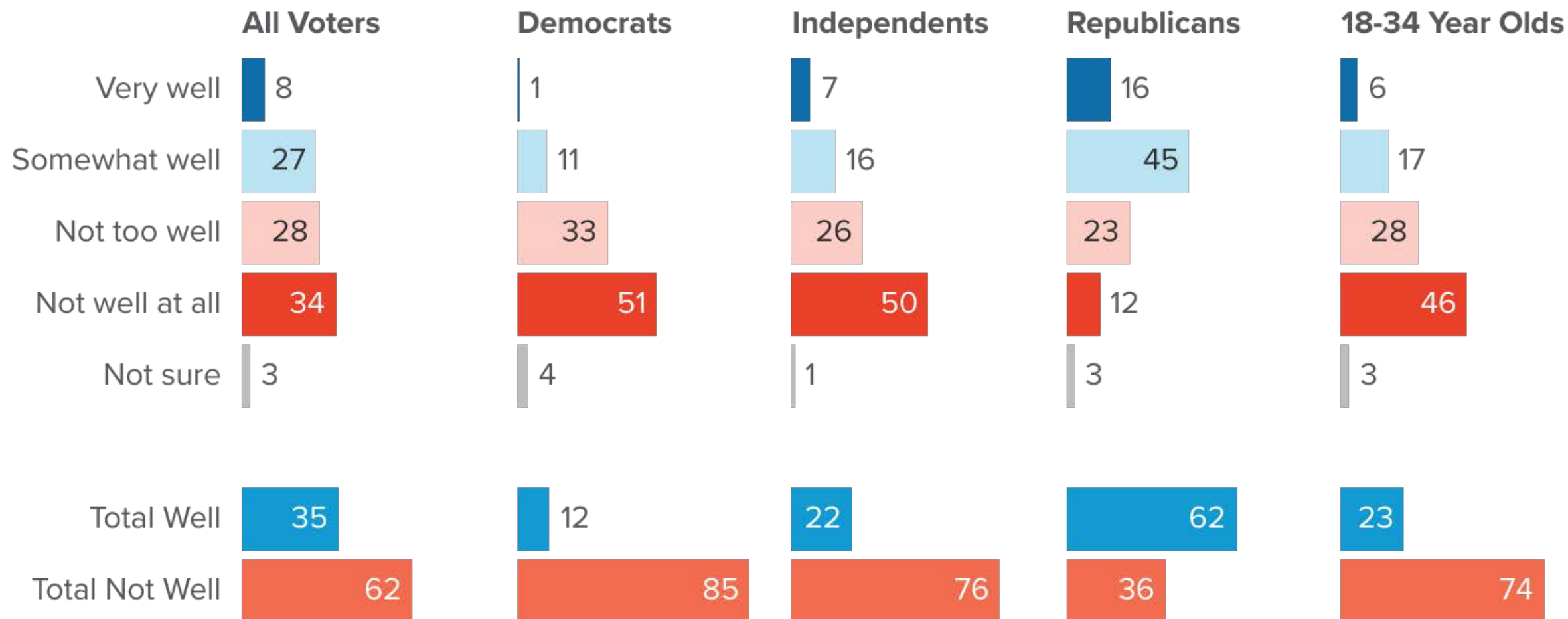
How stable do you think things in the world are today?



# Satisfaction with the Direction of America

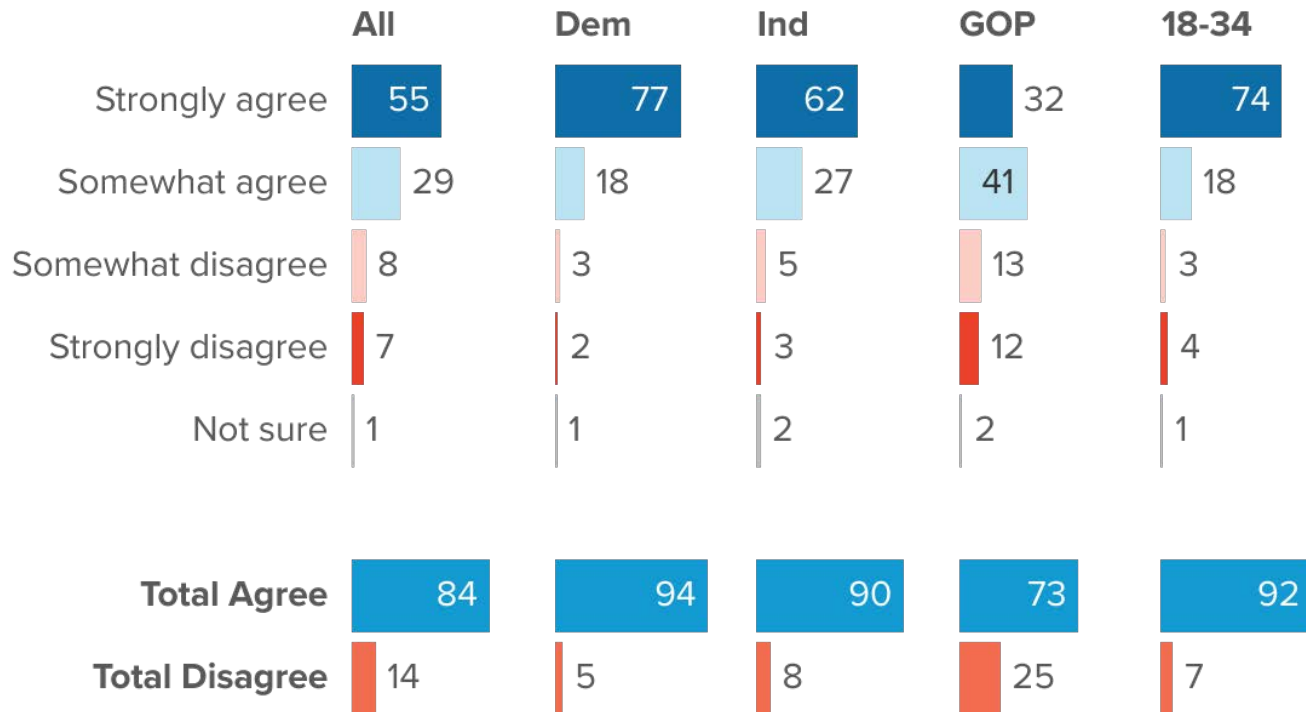


# How Well the U.S. Government is Working for You

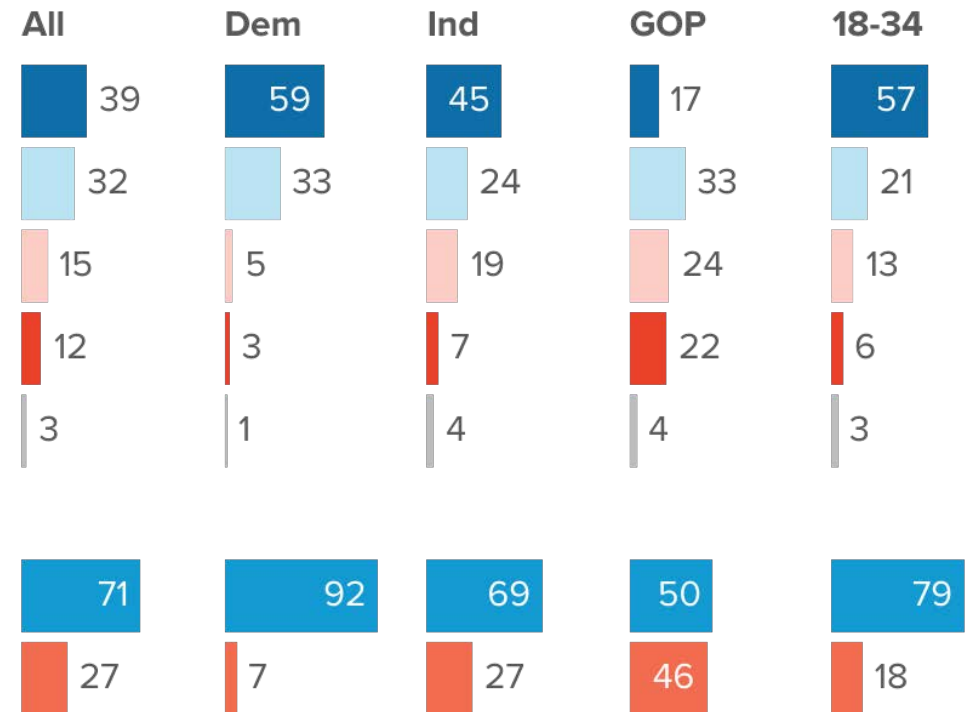


# The American Dream is Out of Reach

“The American Dream has become unaffordable.”



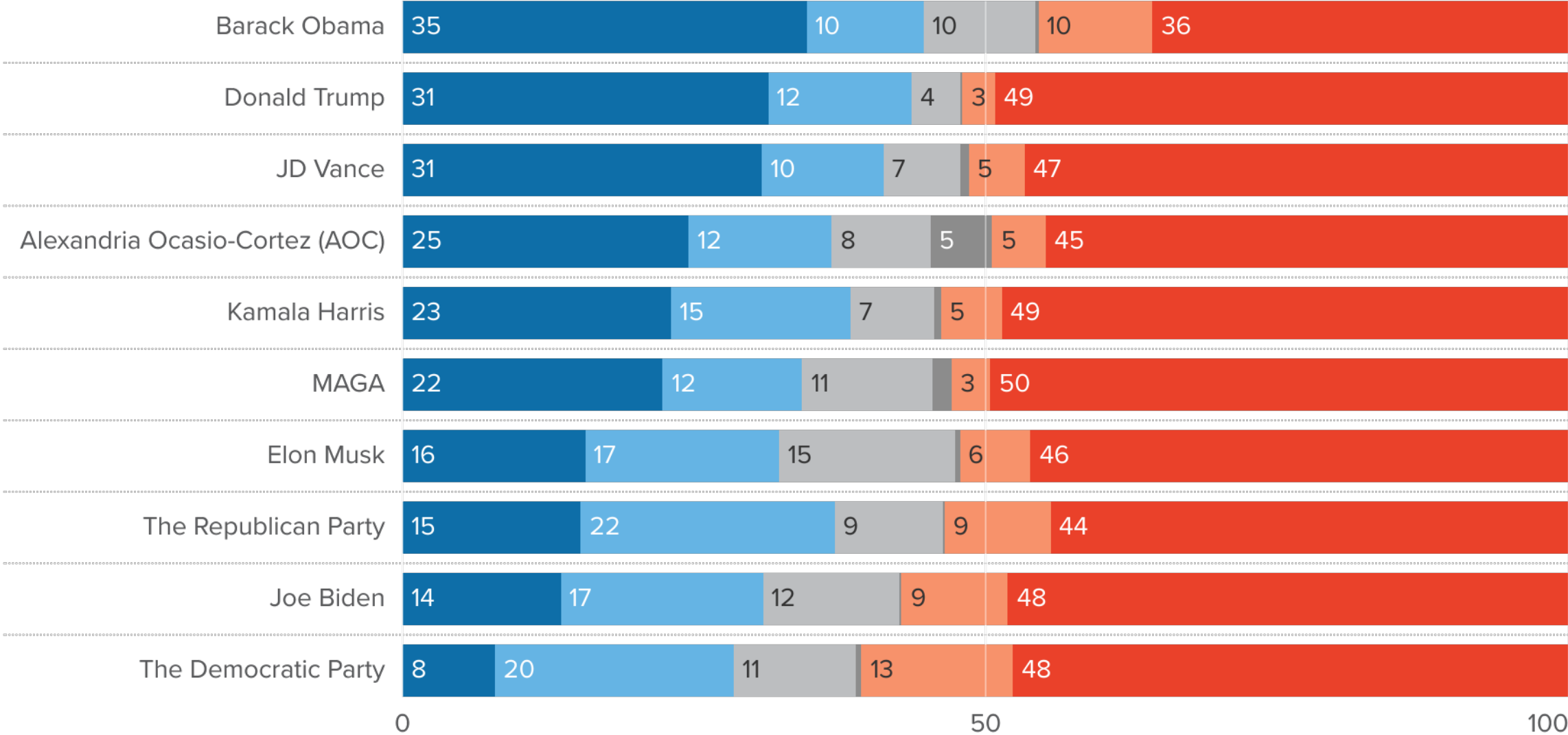
“The American Dream has become inaccessible.”





# Favorability of Key Figures

Very favorable   Somewhat favorable   Neutral   Never heard of them   Somewhat unfavorable   Very unfavorable

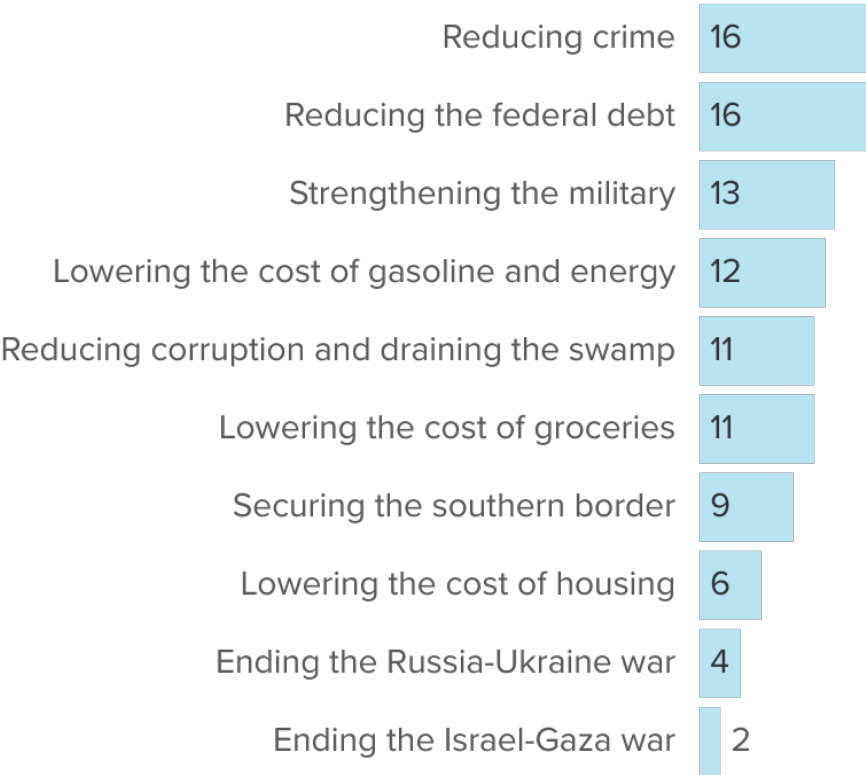
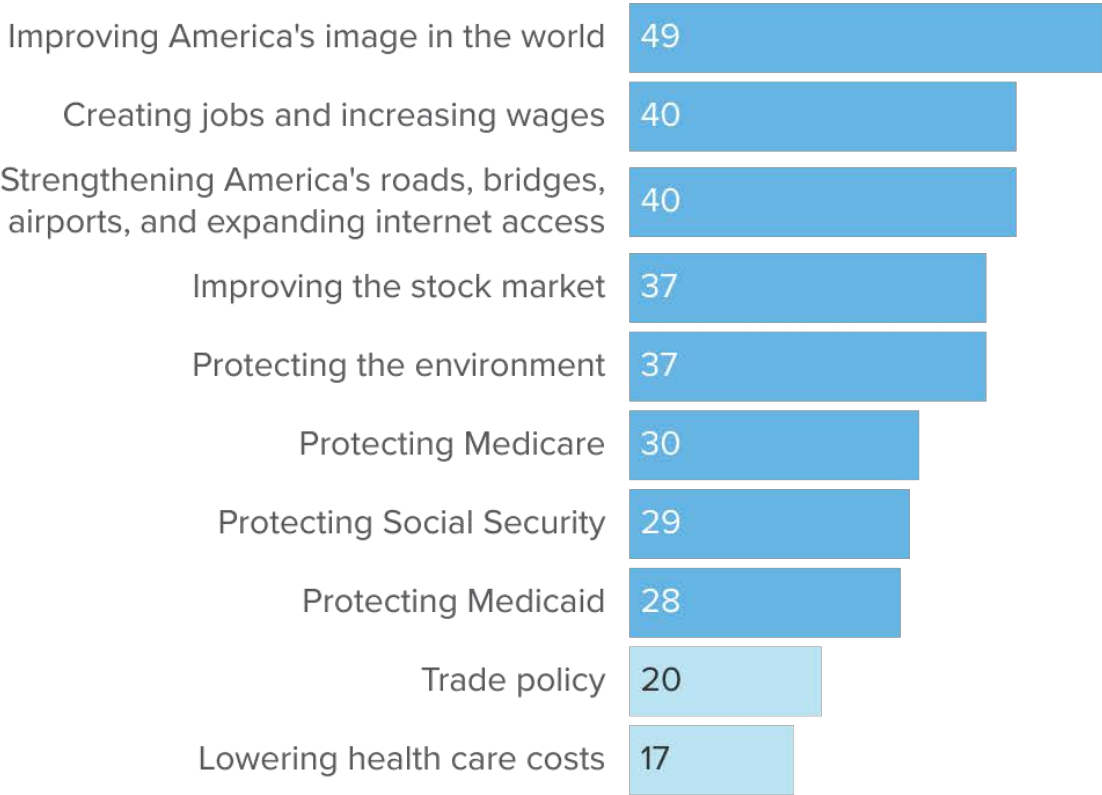


# Net Favorability of Key Figures

| Net Favorable |     |     |     |                                |
|---------------|-----|-----|-----|--------------------------------|
| All           | Dem | Ind | GOP |                                |
| -1            | 85  | -23 | -81 | Barack Obama                   |
| -8            | -96 | -26 | 83  | Donald Trump                   |
| -10           | -94 | -29 | 78  | JD Vance                       |
| -12           | 72  | -36 | -90 | Alexandria Ocasio-Cortez (AOC) |
| -16           | 71  | -43 | -94 | Kamala Harris                  |
| -17           | -94 | -52 | 69  | The Republican Party           |
| -19           | -96 | -41 | 64  | MAGA                           |
| -20           | -94 | -32 | 57  | Elon Musk                      |
| -26           | 50  | -58 | -95 | Joe Biden                      |
| -33           | 41  | -74 | -95 | The Democratic Party           |

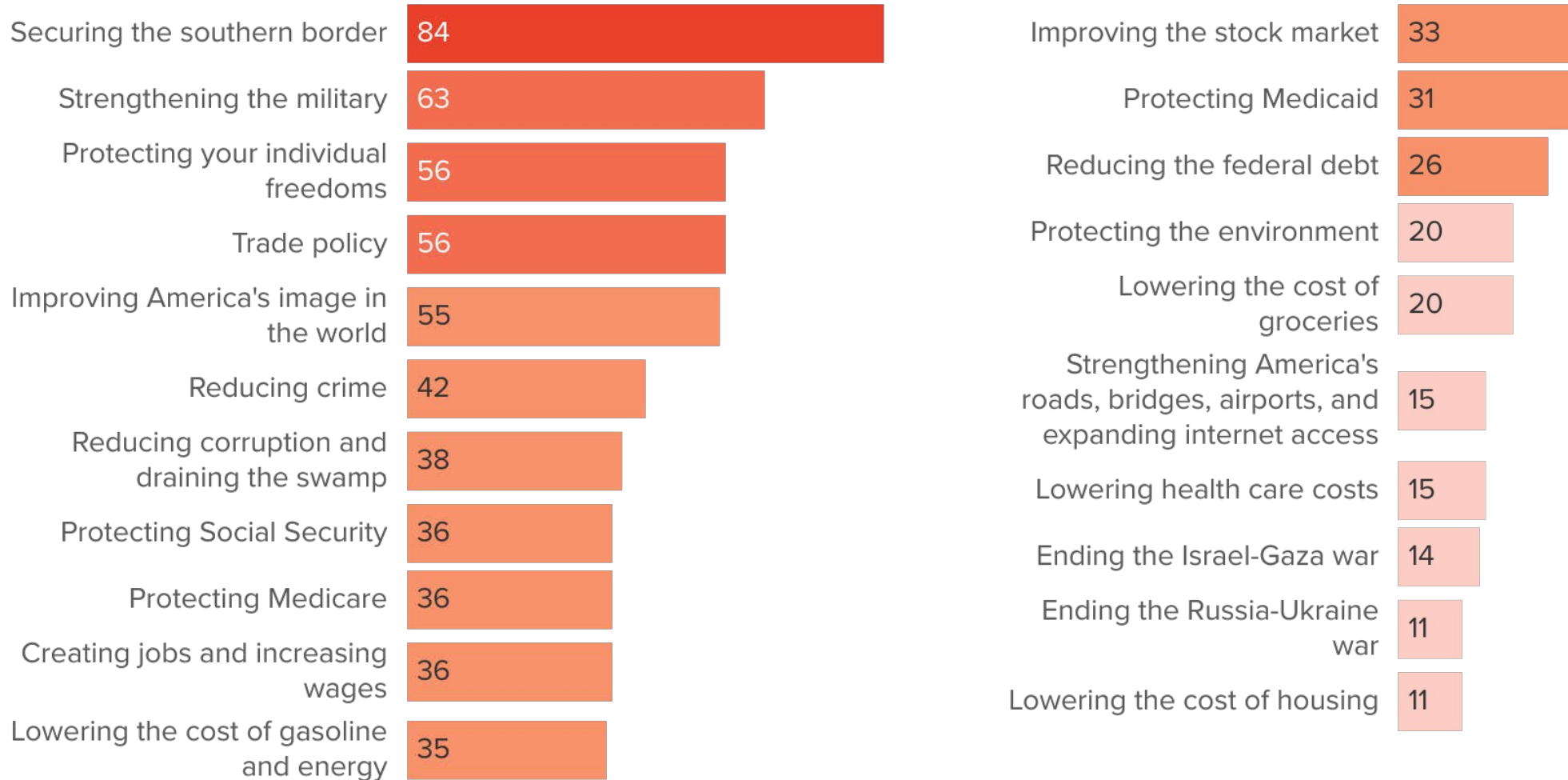
# Biden Administration's Progress on Issues

## A Lot of Progress among Democrats



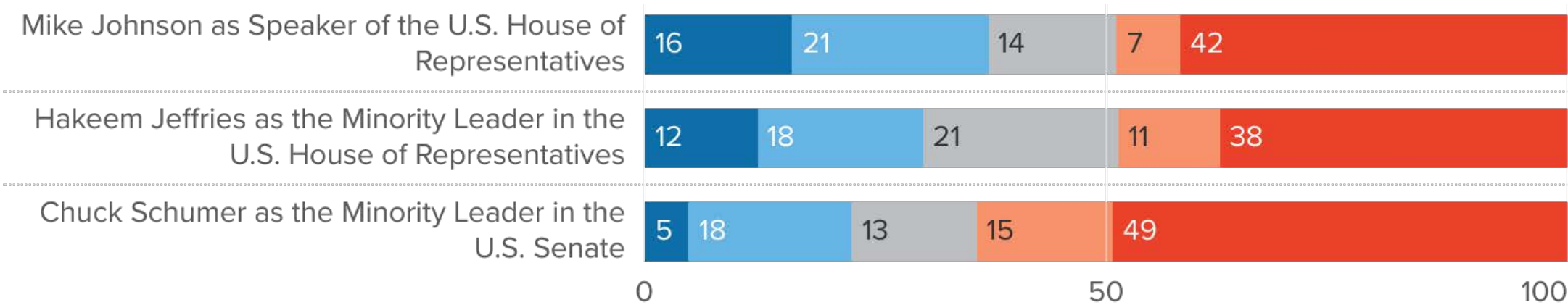
# Trump Progress on the Issues

## A Lot of Progress among Republicans



# Congressional Job Approval

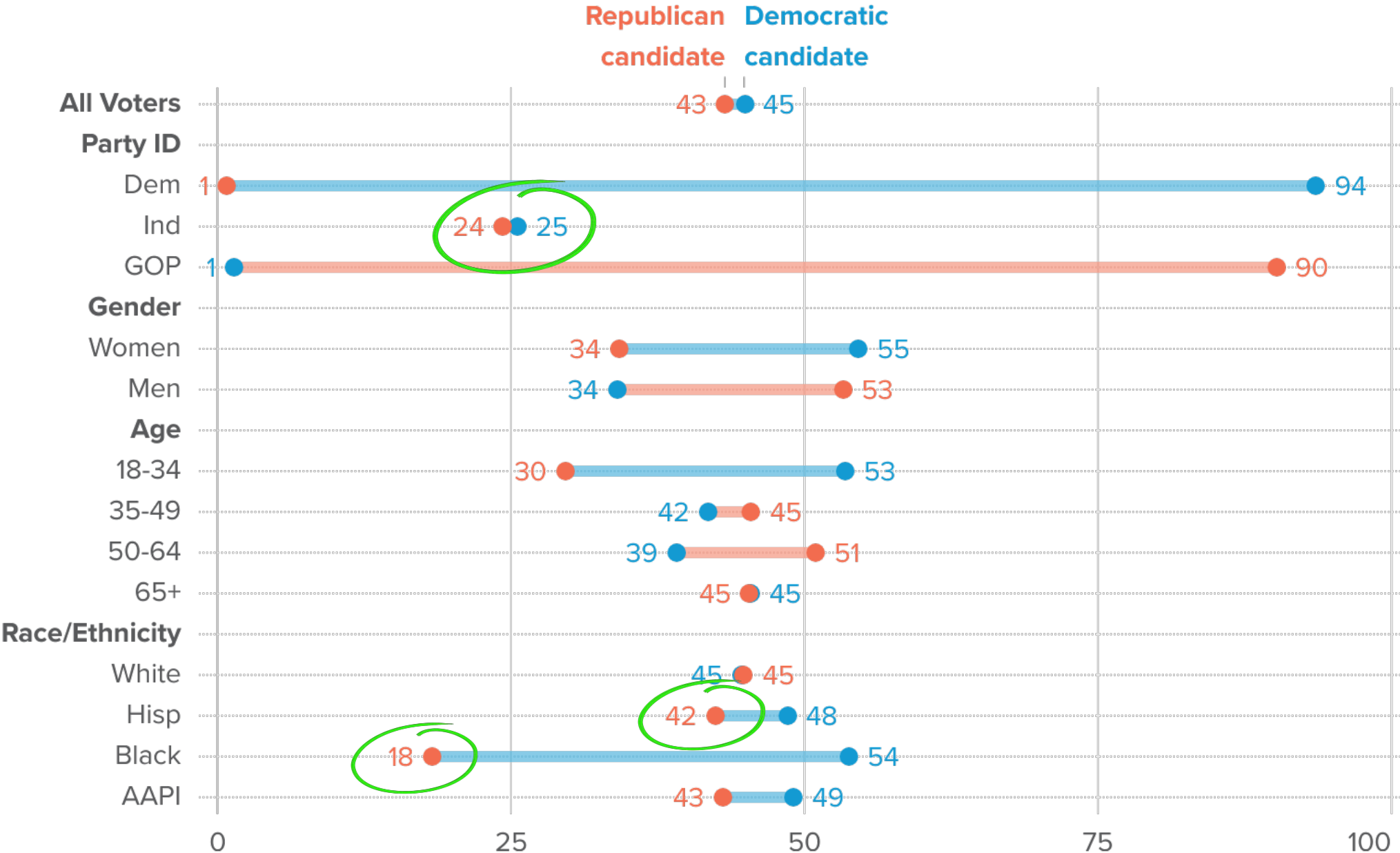
● Strongly approve   ● Somewhat approve   ● Not sure   ● Somewhat disapprove   ● Strongly disapprove



## Net Approve

| All | Dem | Ind | GOP |   |
|-----|-----|-----|-----|---|
| -12 | -83 | -35 | 65  | Mike Johnson as Speaker of the U.S. House of Representatives                |
| -19 | 33  | -44 | -63 | Hakeem Jeffries as the Minority Leader in the U.S. House of Representatives |
| -42 | 1   | -64 | -77 | Chuck Schumer as the Minority Leader in the U.S. Senate                     |

# Generic Congressional Ballot



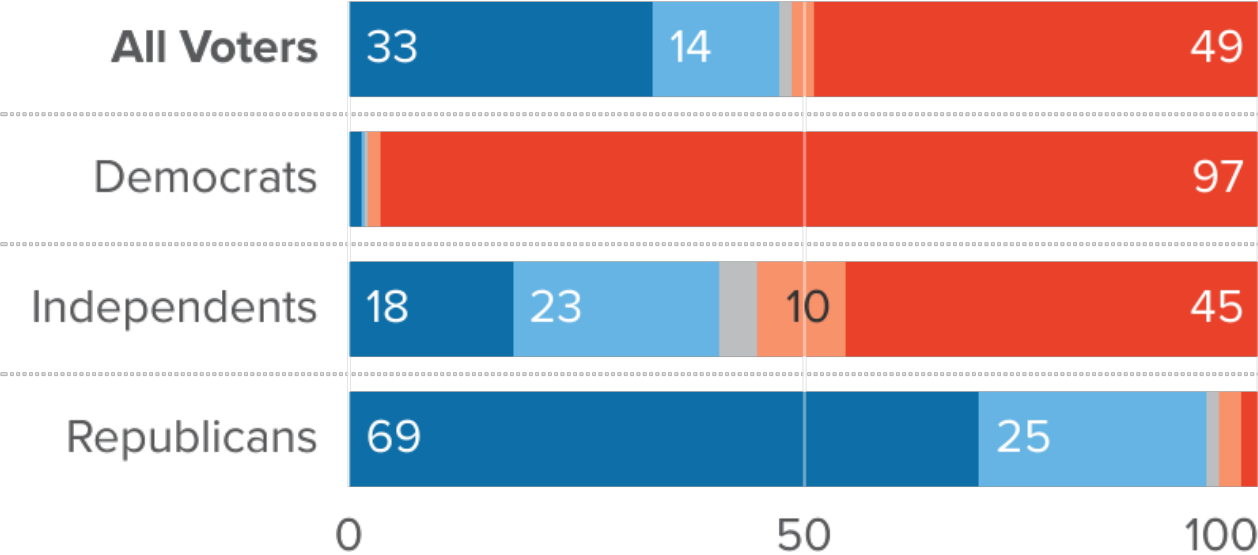
Survey of 1,637 voters in swing congressional districts conducted by Change Research, June 10-13, 2025



# Trump Job Approval

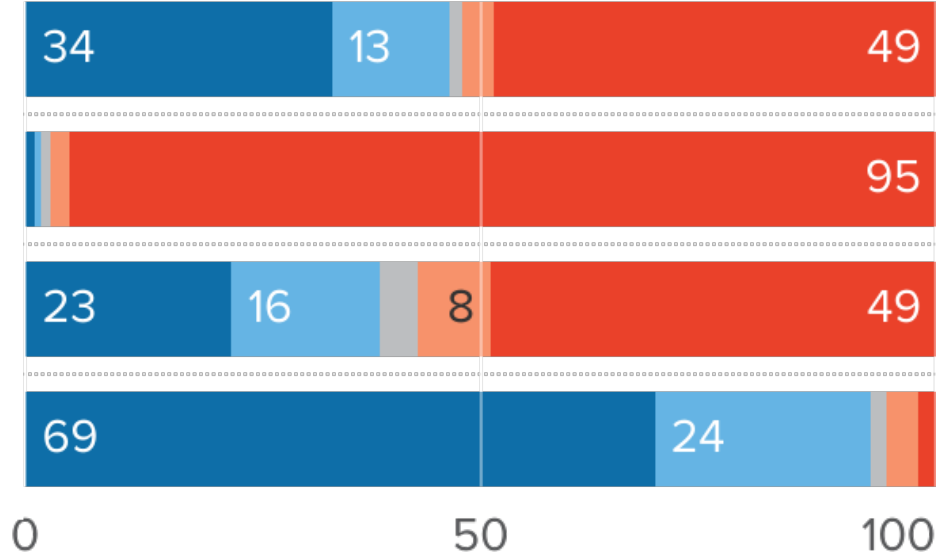
● Strongly approve   ● Somewhat approve   ● Not sure   ● Somewhat disapprove   ● Strongly disapprove

Overall



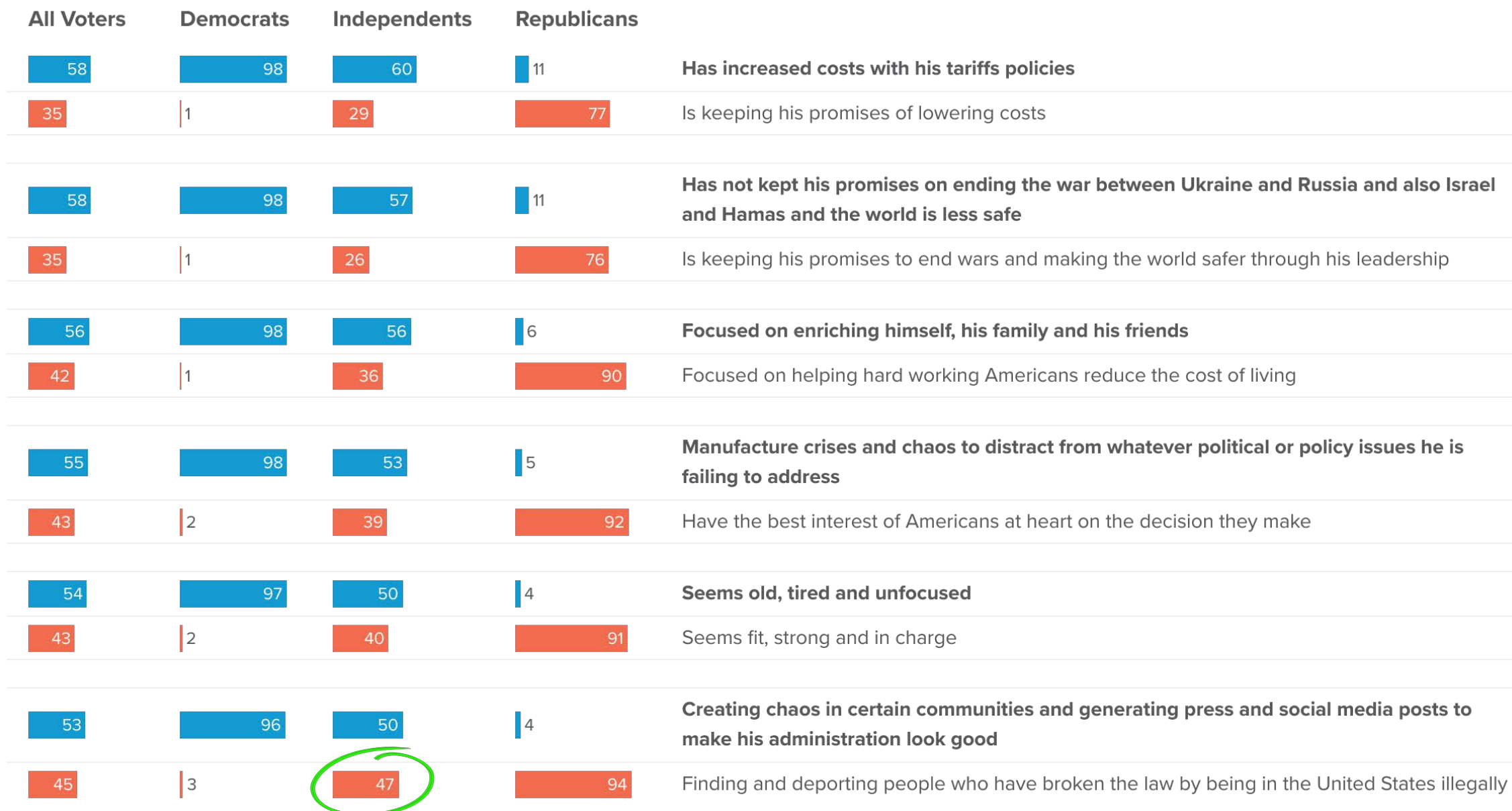
No Net Change Since March Survey

Economy



-1 Net Change Since March Survey

# Which Better Describes Donald Trump



Survey of 1,637 voters in swing congressional districts conducted by Change Research, June 10-13, 2025

# The Defining Issue: Costs

# Trump: Little Progress on Cost-of-Living Priorities

We measured President Trump's performance since his Inauguration on key issues. On several critical measures related to costs, voters overwhelmingly say little progress has been made.

"Since becoming President on January 20th, how much progress do you think Donald Trump has made on each of the following?"

| Net Progress |     |     |     |  | Net Progress |     |     |     |   |
|--------------|-----|-----|-----|--|--------------|-----|-----|-----|---|
| All          | Dem | Ind | GOP |  | All          | Dem | Ind | GOP |   |
| 16           | -59 | 12  | 93  | Securing the southern border               | -18          | -97 | -30 | 63  | Protecting Medicare   |
| 6            | -70 | -2  | 84  | Strengthening the military                 | -22          | -97 | -32 | 56  | Protecting Medicaid   |
| -7           | -91 | -17 | 79  | Trade policy                               | -27          | -97 | -41 | 47  | Lowering the cost of groceries  |
| -9           | -96 | -22 | 82  | Protecting your individual freedoms        | -31          | -97 | -49 | 39  | Reducing the federal debt   |
| -13          | -95 | -25 | 71  | Reducing crime                             | -31          | -94 | -48 | 35  | Ending the Israel-Gaza war  |
| -14          | -94 | -22 | 66  | Improving the stock market                 | -35          | -94 | -49 | 28  | Strengthening America's roads, bridges, airports, and expanding internet access |
| -14          | -94 | -28 | 67  | Creating jobs and increasing wages         | -35          | -98 | -43 | 29  | Protecting the environment  |
| -15          | -93 | -26 | 65  | Lowering the cost of gasoline and energy   | -40          | -98 | -61 | 24  | Ending the Russia-Ukraine war   |
| -17          | -96 | -39 | 68  | Reducing corruption and draining the swamp | -42          | -98 | -60 | 20  | Lowering health care costs  |
| -17          | -95 | -28 | 65  | Protecting Social Security                 | -49          | -98 | -59 | 2   | Lowering the cost of housing  |
| -17          | -97 | -34 | 68  | Improving America's image in the world     |              |     |     |     |   |

# Biden & Democrats: Also Blamed for Economic Stagnation

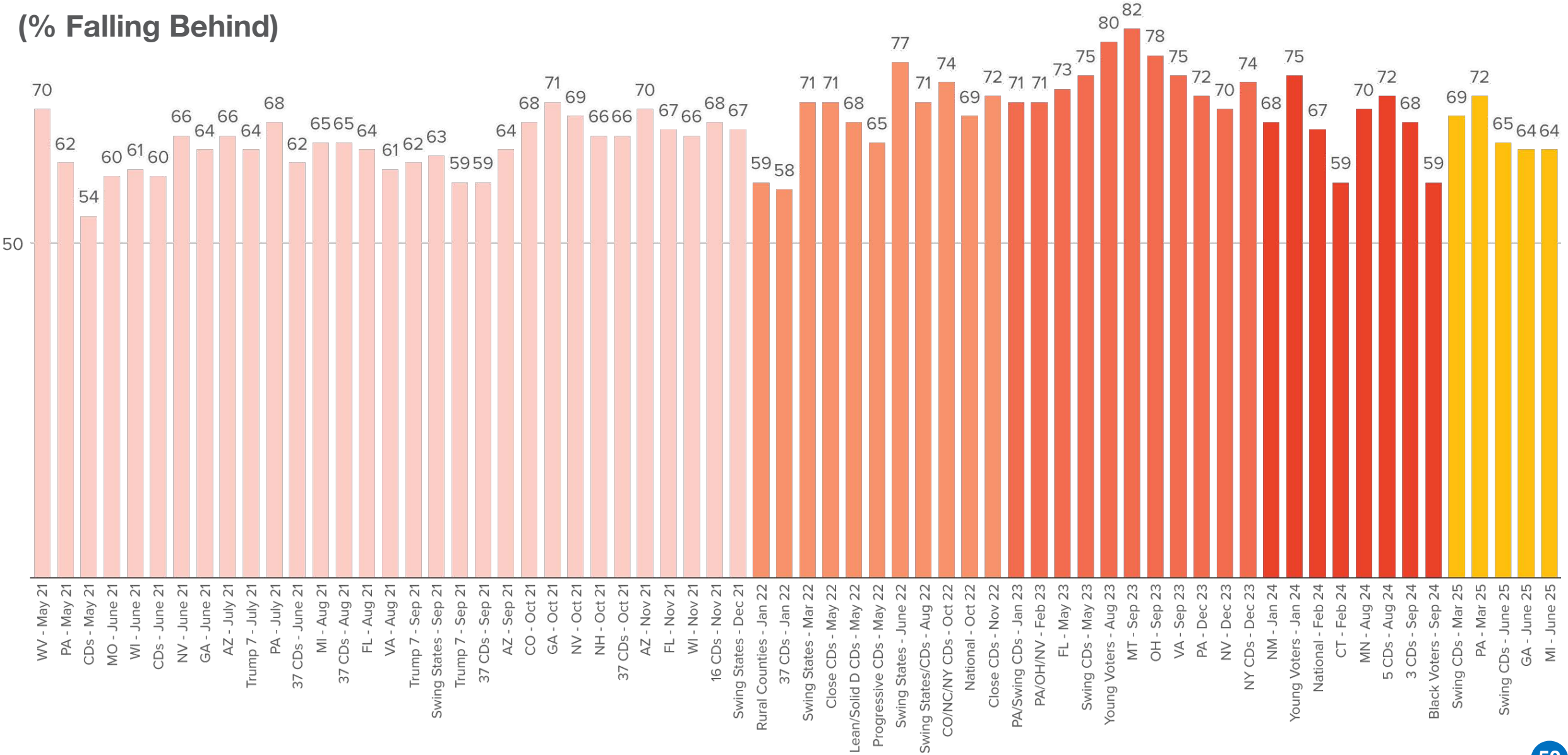
We measured former President Biden and Democrats’ progress on key issues to compare with President Trump’s performance. On several critical measures related to costs, voters overwhelmingly attribute lack of progress to Biden’s administration. This underscores the dissatisfaction with the direction of the country.

“Between 2021 and 2024, when Joe Biden and Democrats were in control of the White House and at least one chamber of Congress, how much progress did they make on each of the following?”

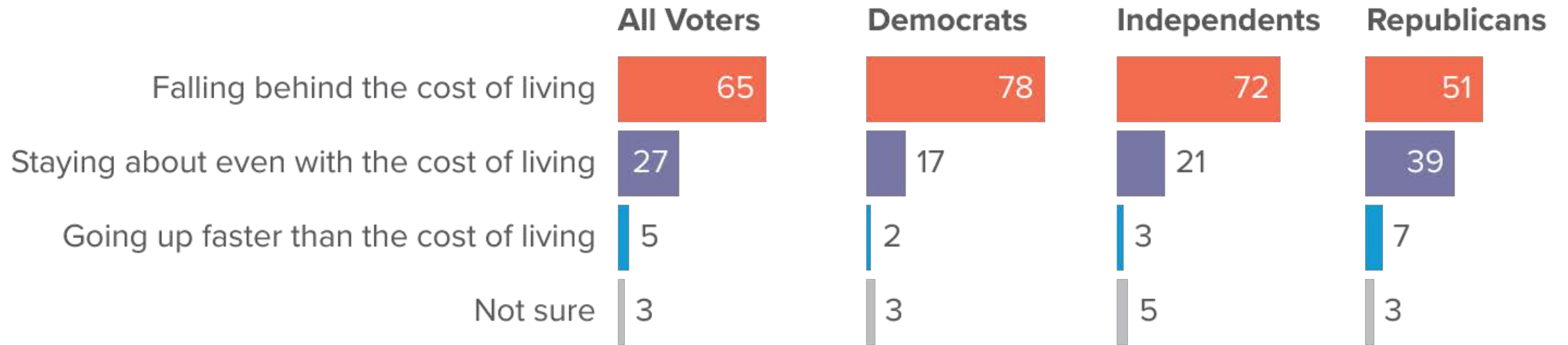
| Net Progress |     |     |     |   | Net Progress |     |     |     |  |
|--------------|-----|-----|-----|---|--------------|-----|-----|-----|--|
| All          | Dem | Ind | GOP |   | All          | Dem | Ind | GOP |  |
| 6            | 74  | -21 | -64 | Protecting the environment  | -27          | 28  | -50 | -86 | Strengthening the military                 |
| 0            | 63  | -37 | -64 | Protecting Medicaid   | -29          | 25  | -53 | -88 | Lowering health care costs                 |
| -1           | 66  | -31 | -73 | Protecting Medicare   | -35          | 20  | -60 | -91 | Lowering the cost of gasoline and energy   |
| -5           | 67  | -38 | -82 | Creating jobs and increasing wages  | -37          | 15  | -61 | -92 | Reducing the federal debt                  |
| -6           | 56  | -18 | -73 | Improving the stock market  | -41          | 8   | -69 | -90 | Securing the southern border               |
| -7           | 59  | -32 | -78 | Strengthening America's roads, bridges, airports, and expanding internet access | -43          | 5   | -64 | -92 | Lowering the cost of groceries             |
| -8           | 65  | -32 | -88 | Improving America's image in the world  | -44          | 3   | -72 | -91 | Reducing corruption and draining the swamp |
| -12          | 55  | -49 | -80 | Protecting Social Security  | -57          | -20 | -84 | -93 | Lowering the cost of housing               |
| -17          | 46  | -27 | -88 | Trade policy  | -61          | -32 | -79 | -91 | Ending the Russia-Ukraine war              |
| -21          | 48  | -55 | -91 | Reducing crime  | -74          | -55 | -85 | -91 | Ending the Israel-Gaza war                 |

# Falling Behind: The Defining Issue Since 2021

(% Falling Behind)

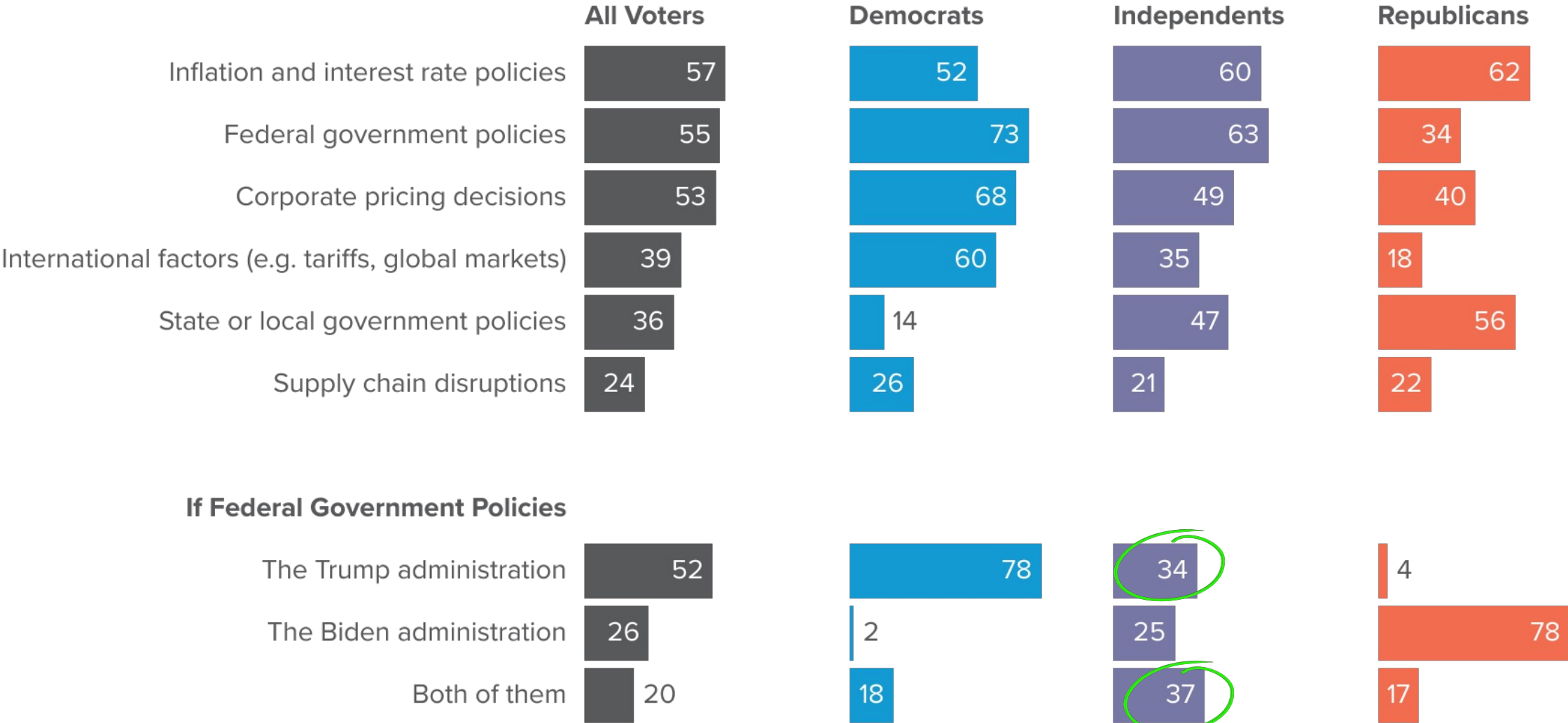


# Perception of Income vs. the Cost of Living

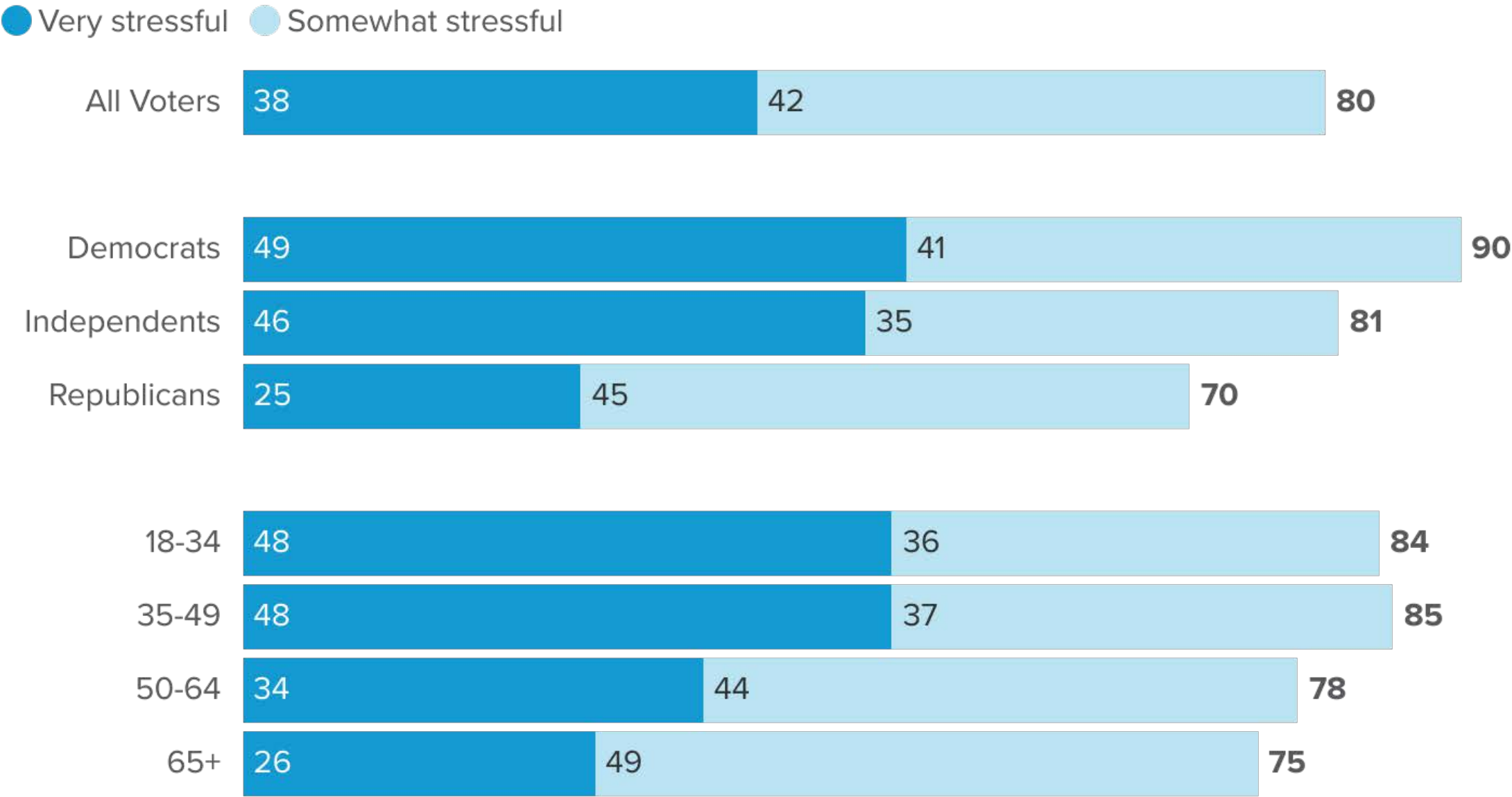




# Biggest Responsibility for the High Cost of Living



# Stress of Inflation and Rising Costs

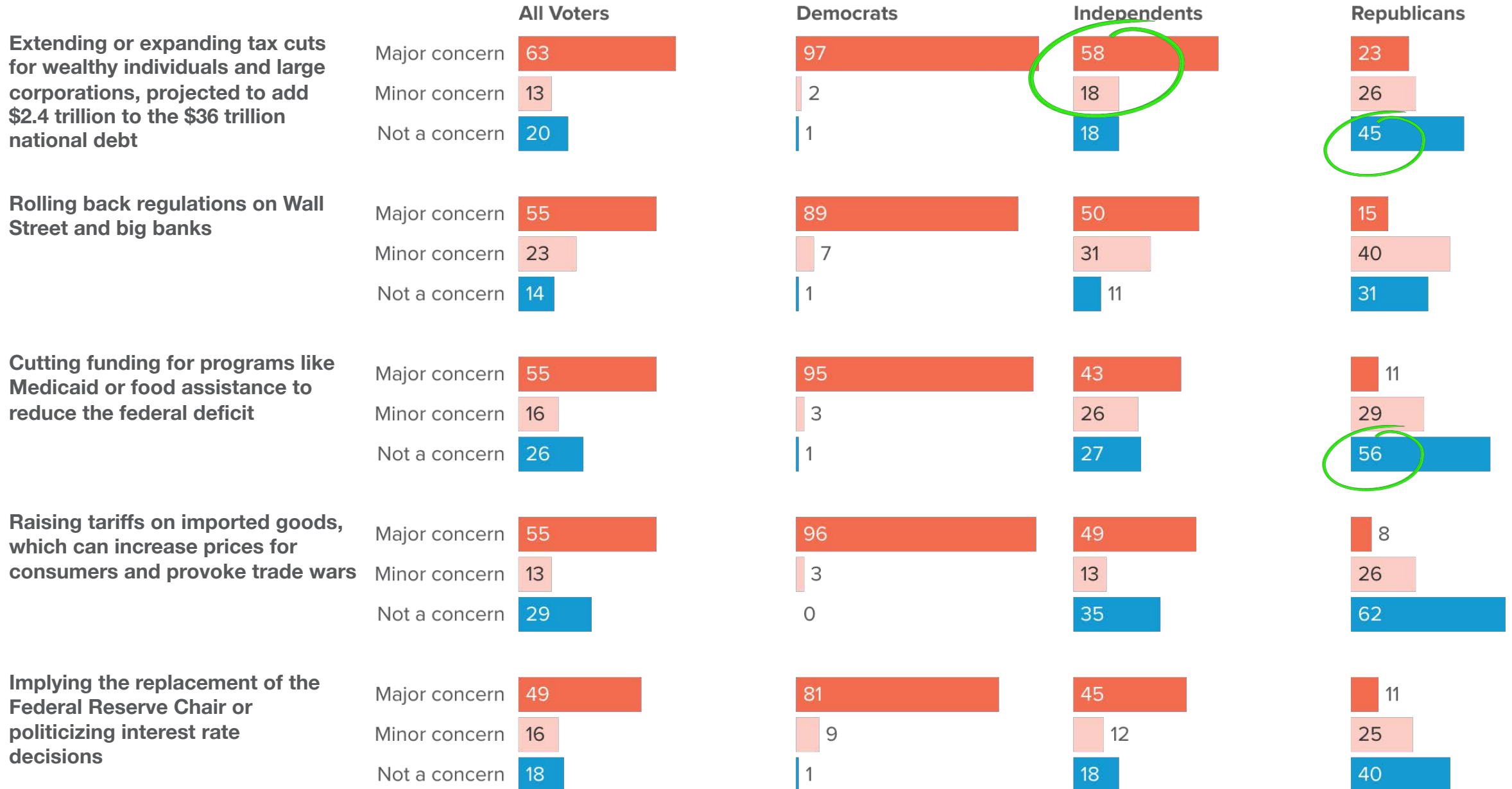


# Greatest Source of Stress

|  | All<br>Voters | Dem | Ind | Net Stressed<br>GOP | 18-34 | 35-49 | 50-64 | 65+ |
|--|---------------|-----|-----|---------------------|-------|-------|-------|-----|
| An unexpected \$1,000 cost                                     | 56            | 79  | 54  | 32                  | 75    | 67    | 43    | 43  |
| Preparing for retirement<br>(investments or savings)           | 46            | 67  | 48  | 24                  | 60    | 64    | 52    | 15  |
| Groceries  | 45            | 63  | 61  | 21                  | 54    | 56    | 40    | 32  |
| Utility bills  | 33            | 48  | 37  | 16                  | 32    | 48    | 35    | 19  |
| Health insurance premiums                                      | 31            | 51  | 32  | 11                  | 36    | 36    | 37    | 19  |
| Homeowners insurance payments                                  | 25            | 35  | 25  | 14                  | 13    | 24    | 27    | 31  |
| Gas  | 21            | 37  | 28  | 1                   | 18    | 27    | 18    | 19  |
| Payments for other types of debt like<br>loans or credit cards | 19            | 39  | 28  | -3                  | 33    | 42    | 10    | -1  |
| Rent or mortgage payments                                      | 17            | 39  | 22  | -8                  | 51    | 28    | 9     | -12 |
| Prescription medications                                       | 3             | 25  | 7   | -22                 | 3     | -3    | 2     | 6   |
| Car payments   | -7            | 12  | 0   | -28                 | 19    | 15    | -15   | -35 |
| An unexpected \$100 cost                                       | -9            | 13  | 4   | -35                 | 4     | -4    | -11   | -22 |
| Child care   | -29           | -17 | -25 | -42                 | -2    | -16   | -46   | -45 |

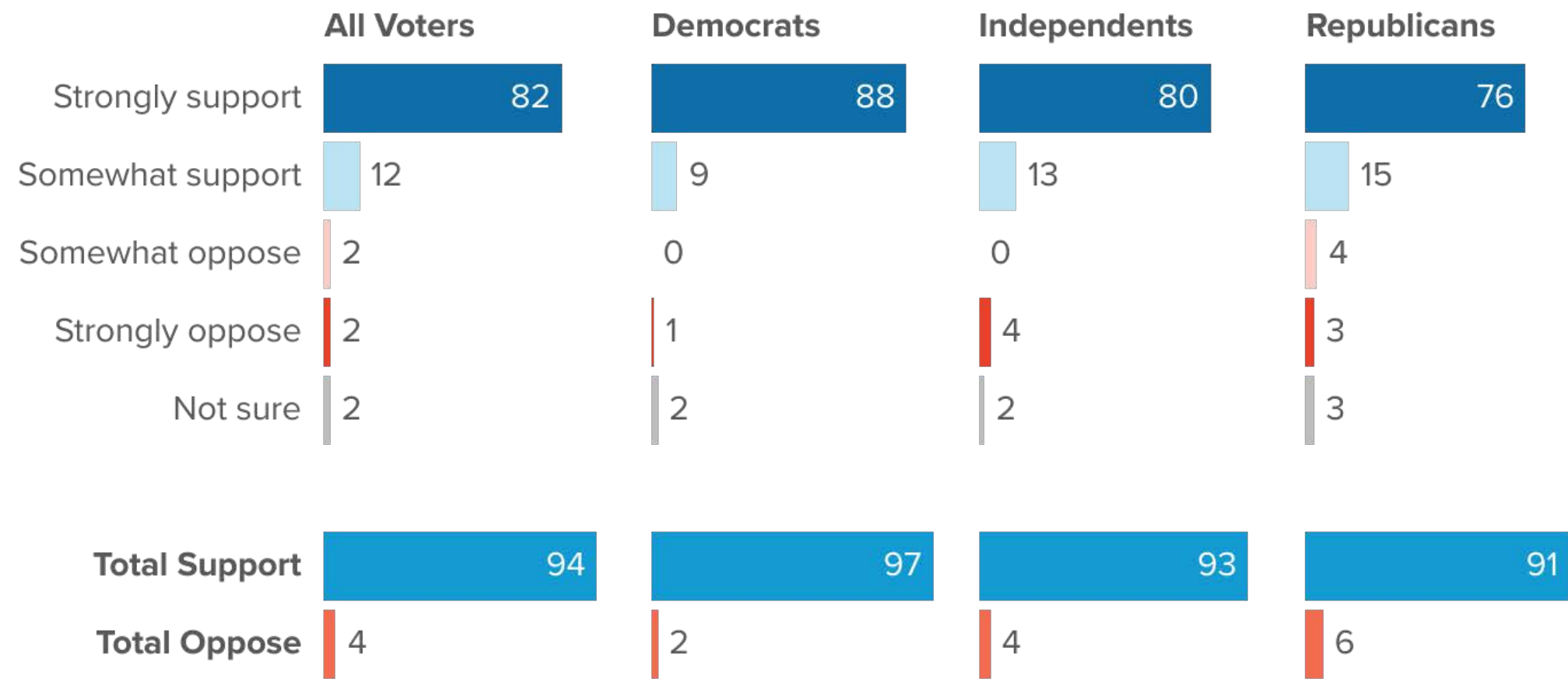
Survey of 1,637  
voters in swing  
congressional  
districts  
conducted by  
Change  
Research,  
June 10-13, 2025

# Concerns about Trump's Economic Proposals



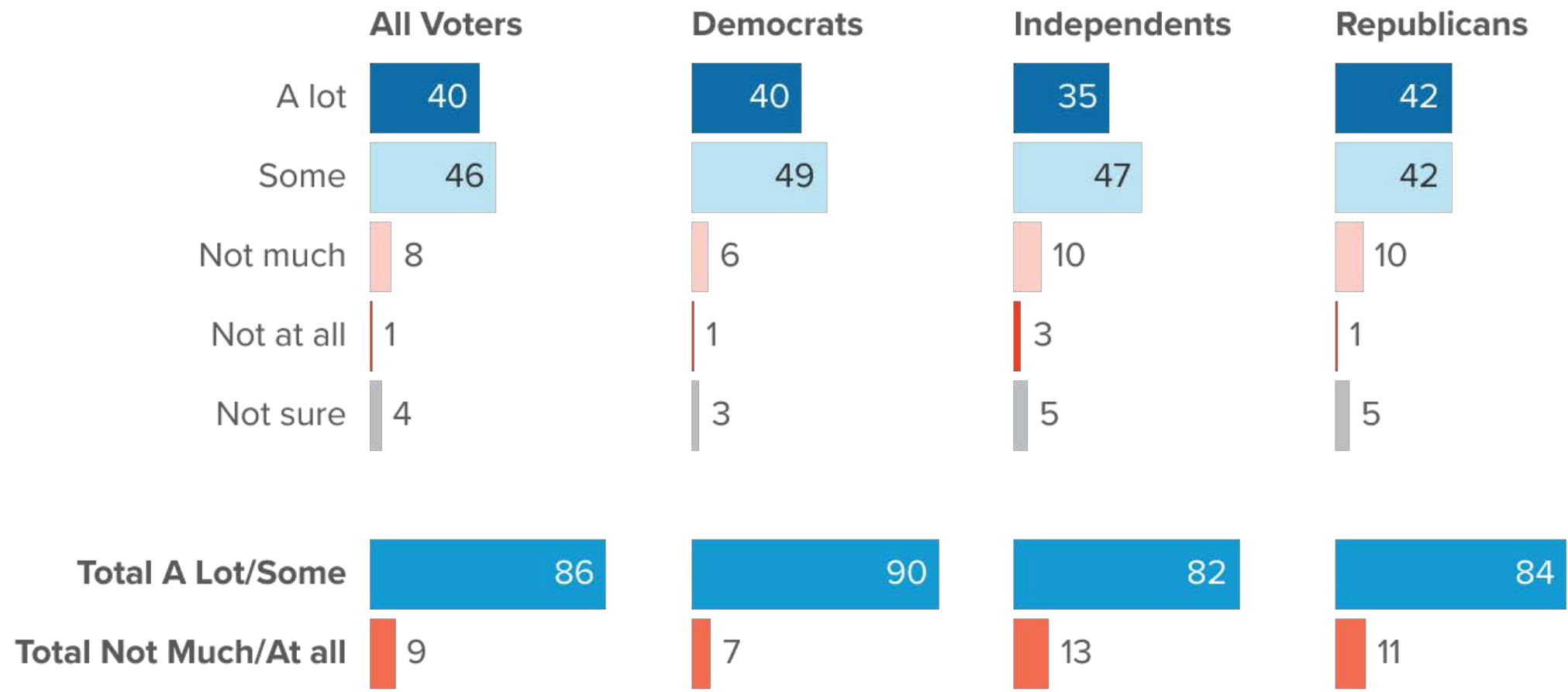
# Support for Cracking Down on Junk Fees

“Do you support or oppose cracking down on hidden fees (also known as junk fees) - things like credit card swipe transaction fees, airlines charging fees for families to sit together, and undisclosed ticket fees for events?”



# Awareness of Hidden Fees

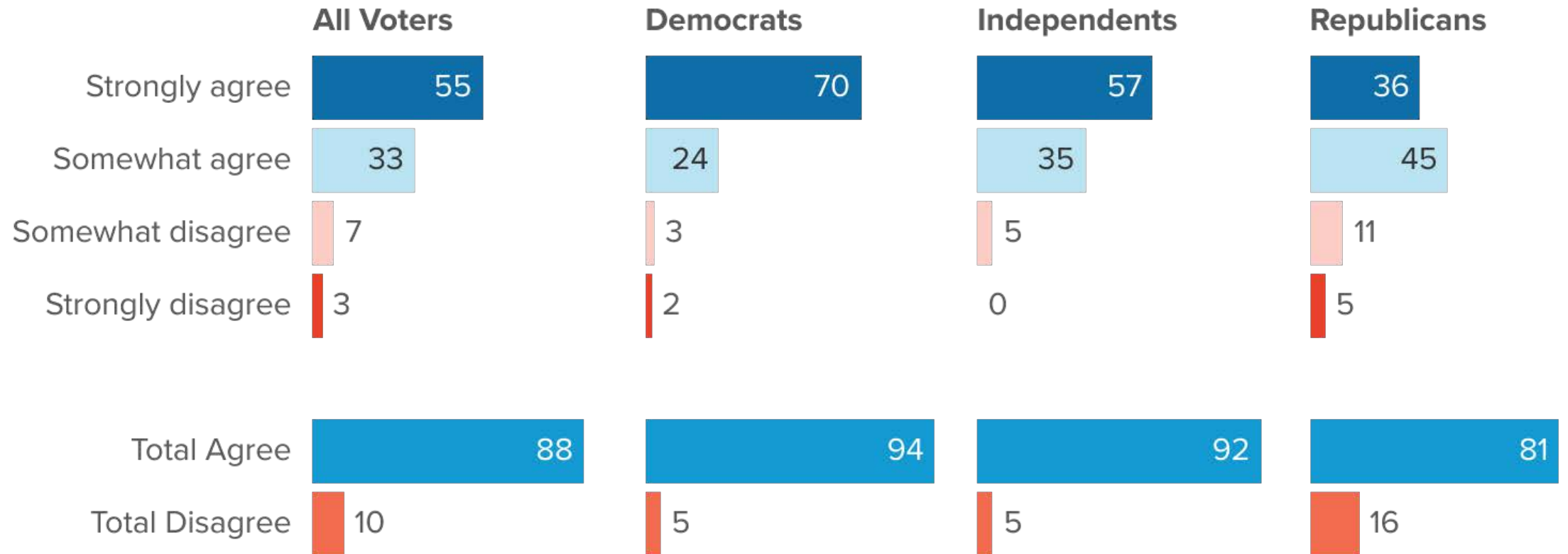
“When you pay for everyday goods - like groceries, gas, or medicine - how much do you think hidden costs and fees (like credit card processing, middlemen markups, or hidden/junk fees) increase the final price you pay?”



# Rooting Out Corruption

# Strong Majority Sees America as Chaotic and Corrupt

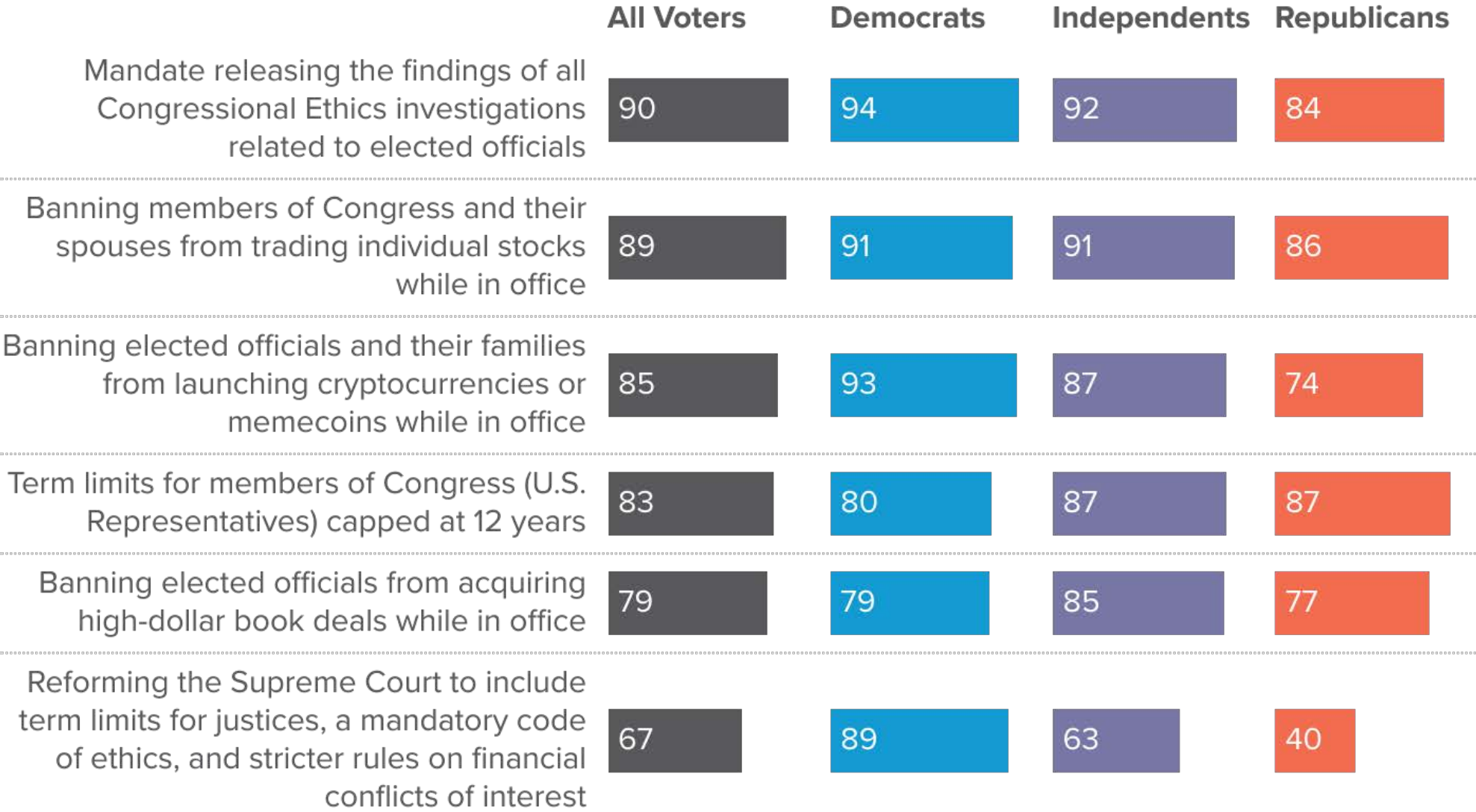
Do you agree or disagree with the following statement?: “America is mired in chaos and corruption.”





# Overwhelming Support for Anti-Corruption Proposals

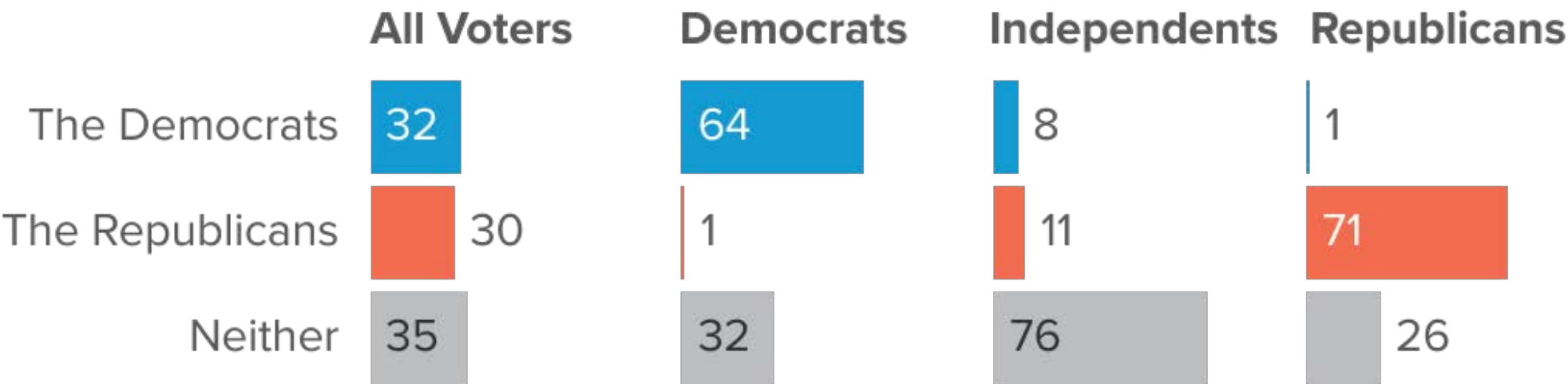
The following are proposals to limit corruption and its influence in government. For each, please indicate whether you support or oppose the proposal. (**% Strongly Support**)



Survey of 1,637 voters in swing congressional districts conducted by Change Research, June 10-13, 2025

# No Group Holds Advantage on Cleaning up Corruption

Which group do you trust more to clean up corruption in government?



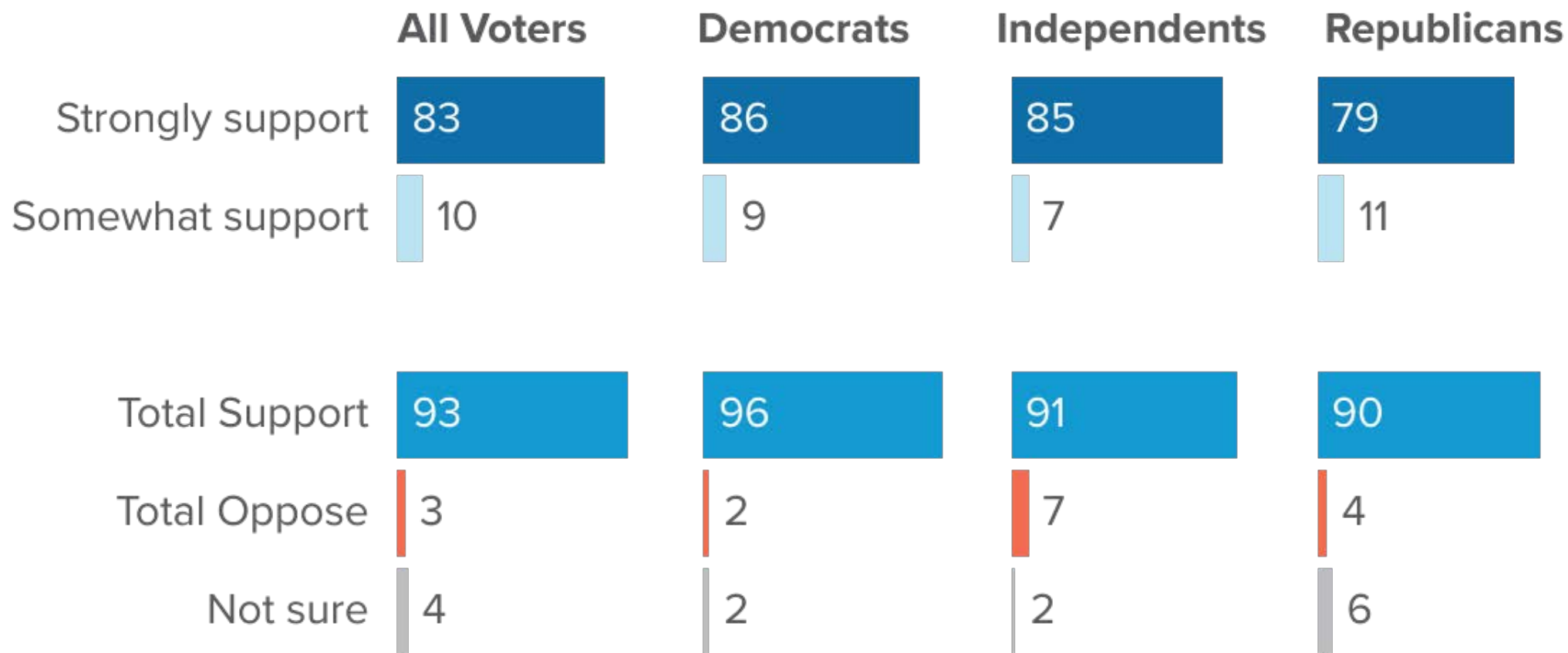
# Republicans More Likely to be Viewed as Very Corrupt

How corrupt are each of the following? (% Responding Very Corrupt)

| All | Dem | Ind | GOP |                                      |
|-----|-----|-----|-----|--------------------------------------|
| 56  | 99  | 57  | 4   | President Donald Trump               |
| 52  | 83  | 60  | 11  | Republicans in Washington            |
| 50  | 89  | 46  | 4   | Elon Musk                            |
| 50  | 10  | 63  | 93  | Former House Speaker Nancy Pelosi    |
| 49  | 86  | 47  | 5   | Vice President JD Vance              |
| 45  | 7   | 62  | 86  | Democrats in Washington              |
| 43  | 4   | 56  | 87  | Former President Joe Biden           |
| 38  | 62  | 45  | 7   | Republicans in your state government |
| 37  | 3   | 52  | 72  | Democrats in your state government   |
| 32  | 10  | 45  | 55  | House Leader Hakeem Jeffries         |

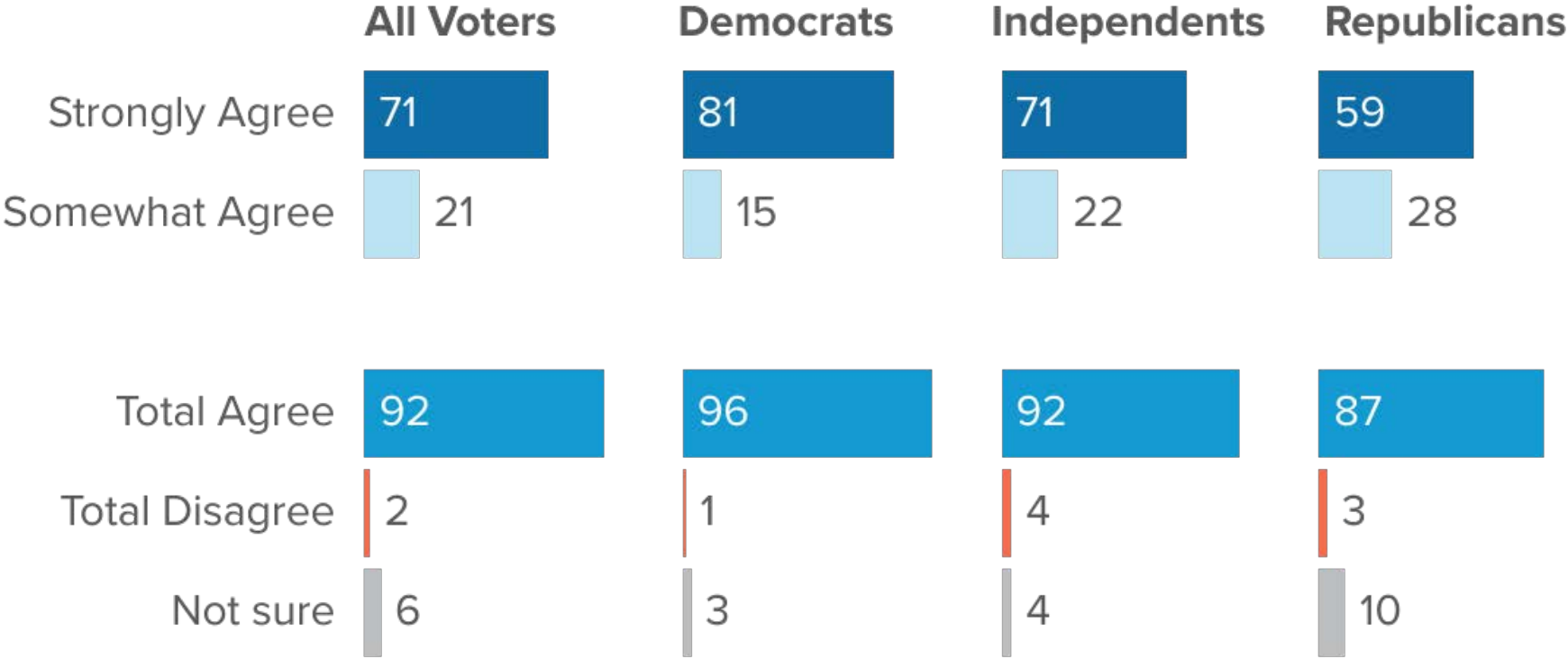
# Voters Strongly Support Protecting Personal Data

Do you support or oppose reforming political fundraising laws to protect your personal data and prohibit campaigns, committees, and similar groups from exchanging your personal data, like your cell phone?



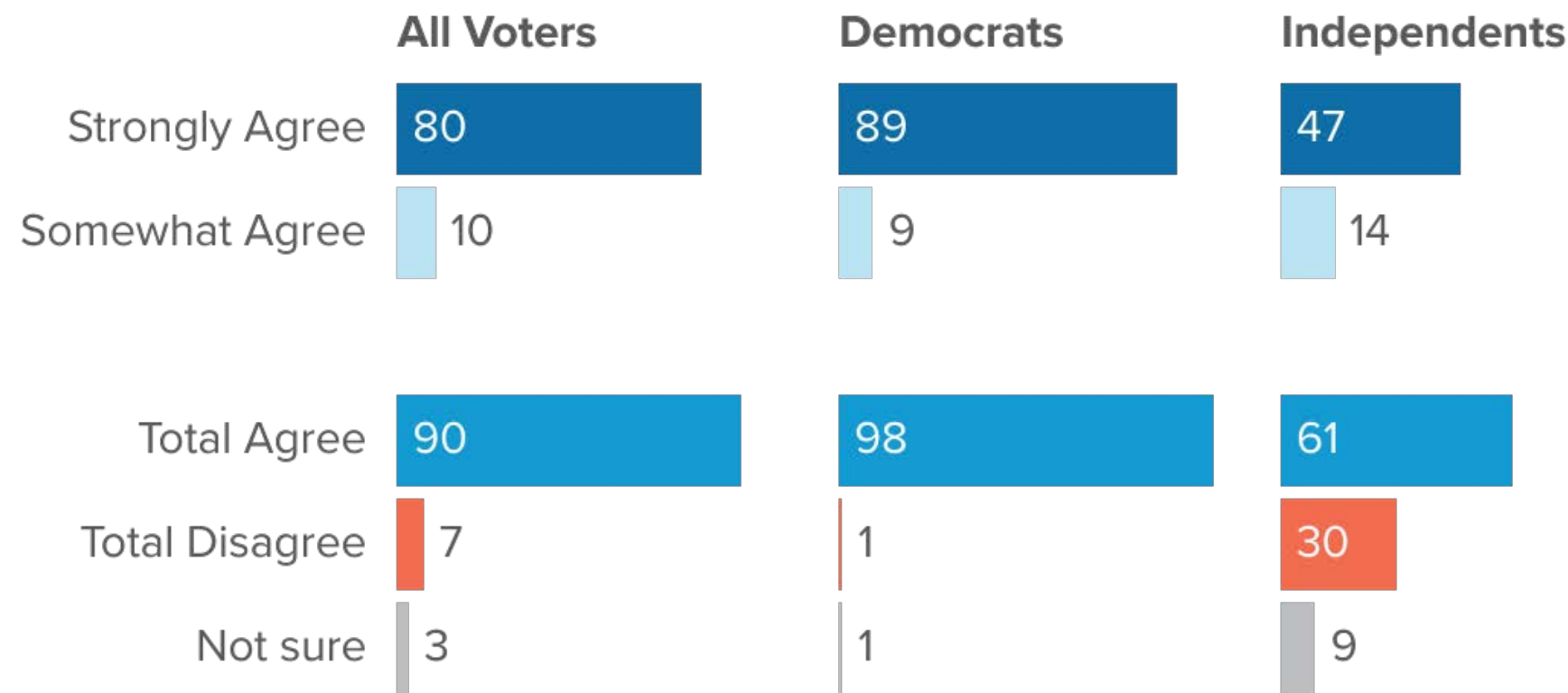
# Corruption Undermines Faith in American Institutions

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



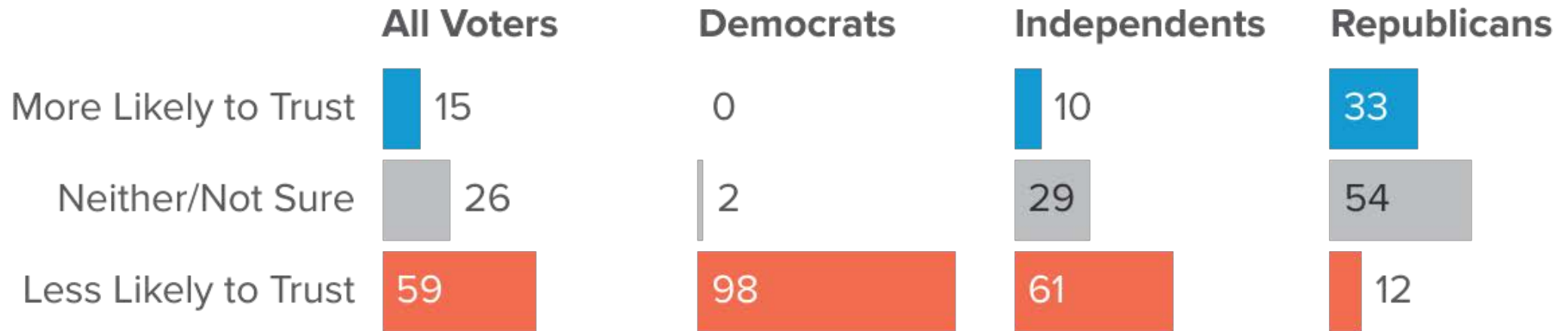
# Independents See Corruption Under Republican Leadership

Do you agree or disagree with the following statement: “Under Republican leadership, we're seeing more costs, more chaos, more debt, and more corruption. We need to shift our focus toward expanding American freedom by supporting work, raising wages, and building wealth for everyday Americans.”



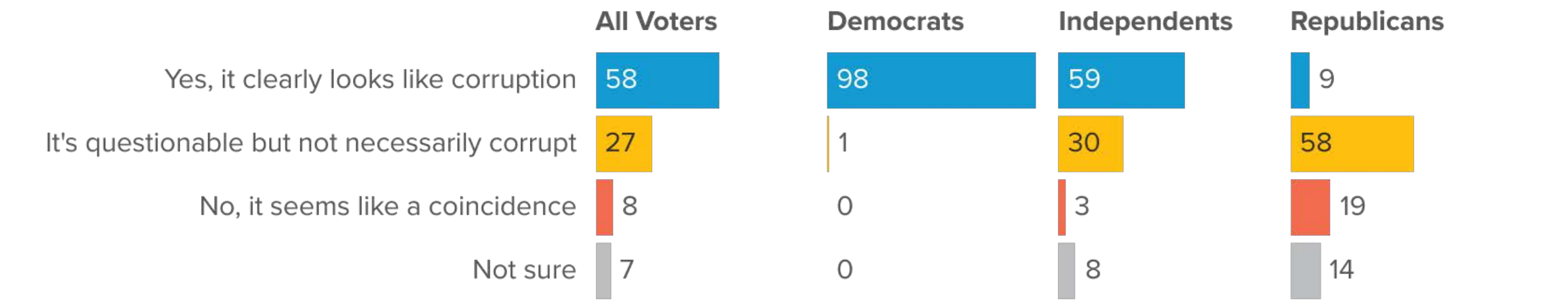
# Trump Pardons Undermine Ability to Fight Corruption

President Trump issued pardons to multiple political allies and former elected officials convicted of crimes like corruption, bribery, tax evasion, and lying to the FBI. Does this pattern of pardons make you more or less likely to trust Donald Trump to fight corruption in government?



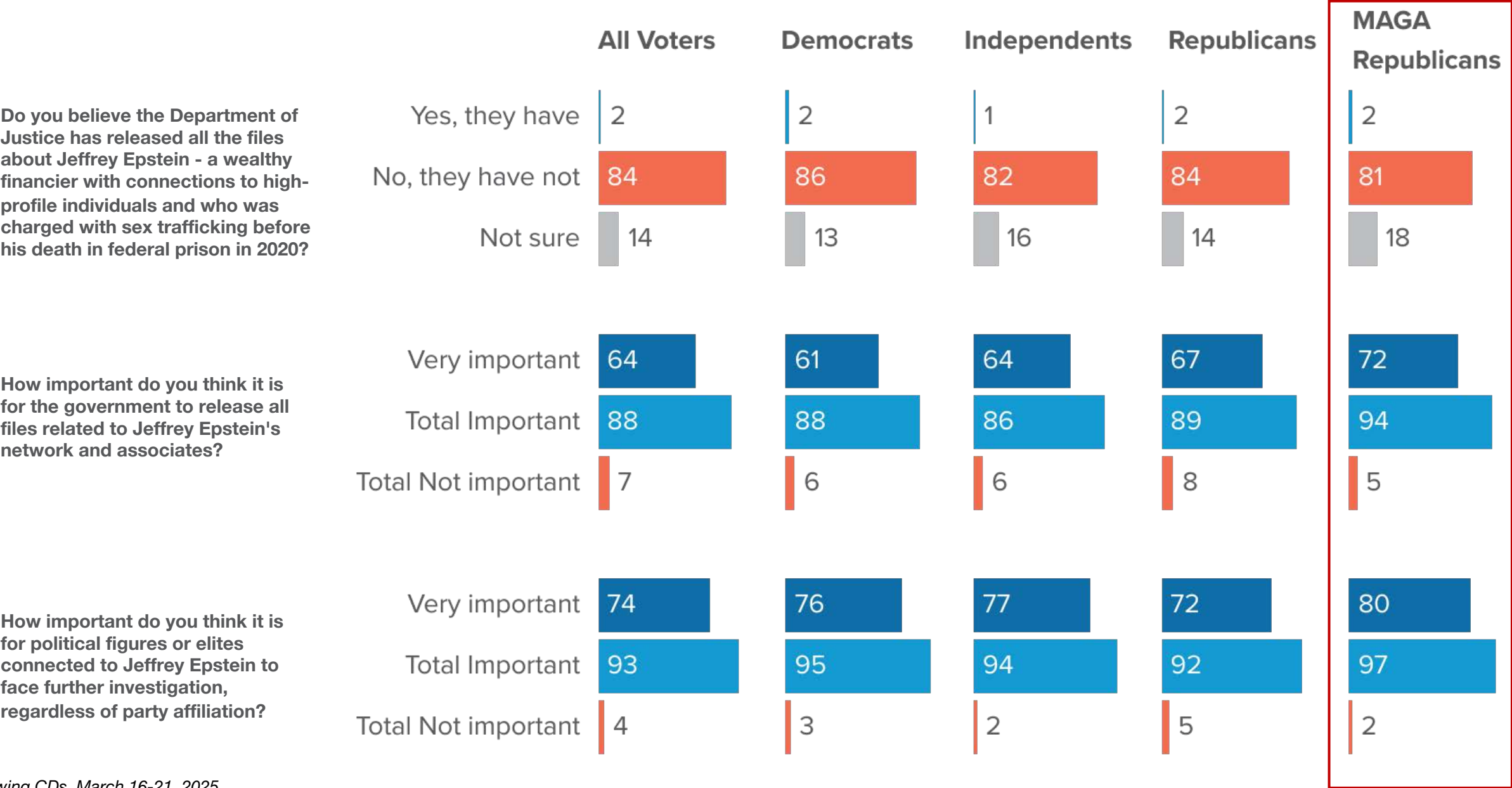
# Voters See Trump's Pardon of a Donor's Son as Corrupt

Recently, President Trump pardoned a political donor's son who had been convicted of tax fraud after the donor attended a \$1 million-per-person fundraising dinner at Mar-a-Lago. Do you think this represents political corruption or not?



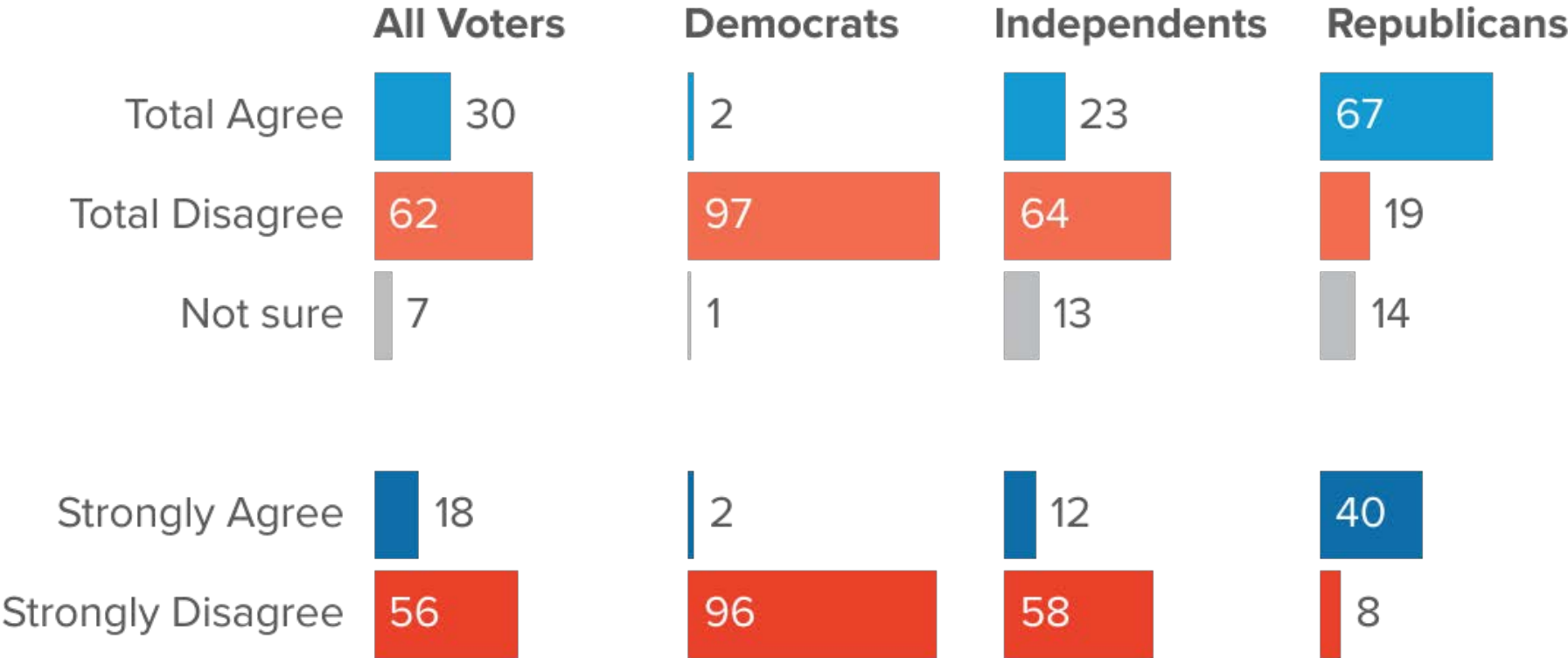


# Voters Want Transparency on Epstein Investigation (March '25)



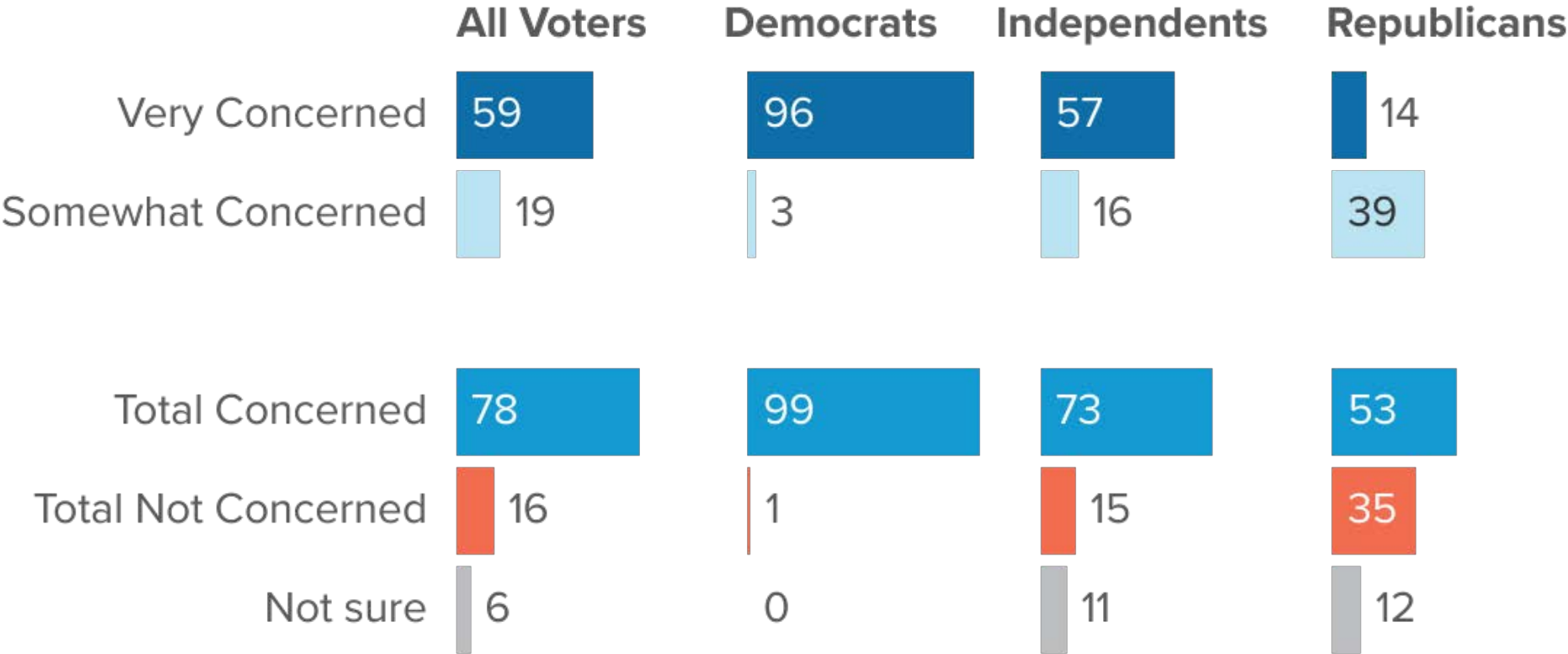
# Independents Strongly Oppose Trump's \$400M Plane Gift

Do you agree or disagree with President Trump accepting a \$400 million dollar, 13-year-old private plane as a gift from the foreign government of Qatar for use as Air Force One while he is president, and for his personal use through his presidential library foundation after he leaves office?



# Voters Concerned about Court Order Violations

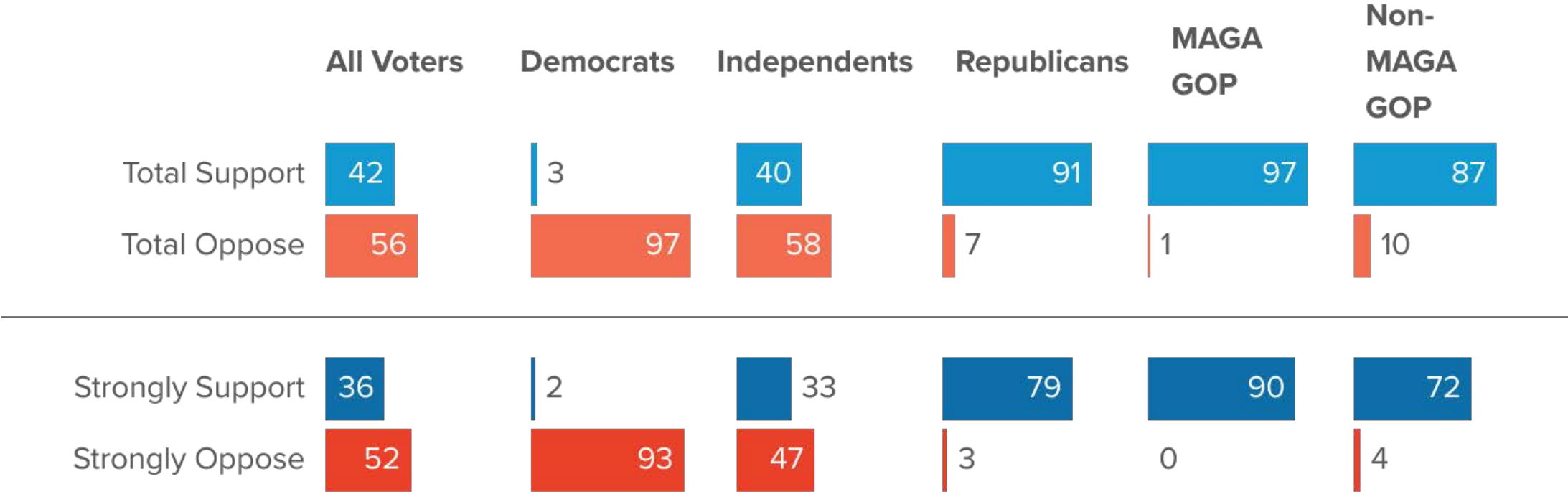
If a sitting President or their Administration refuses to comply with a court order, how concerned would you be?



# Immigration & Due Process

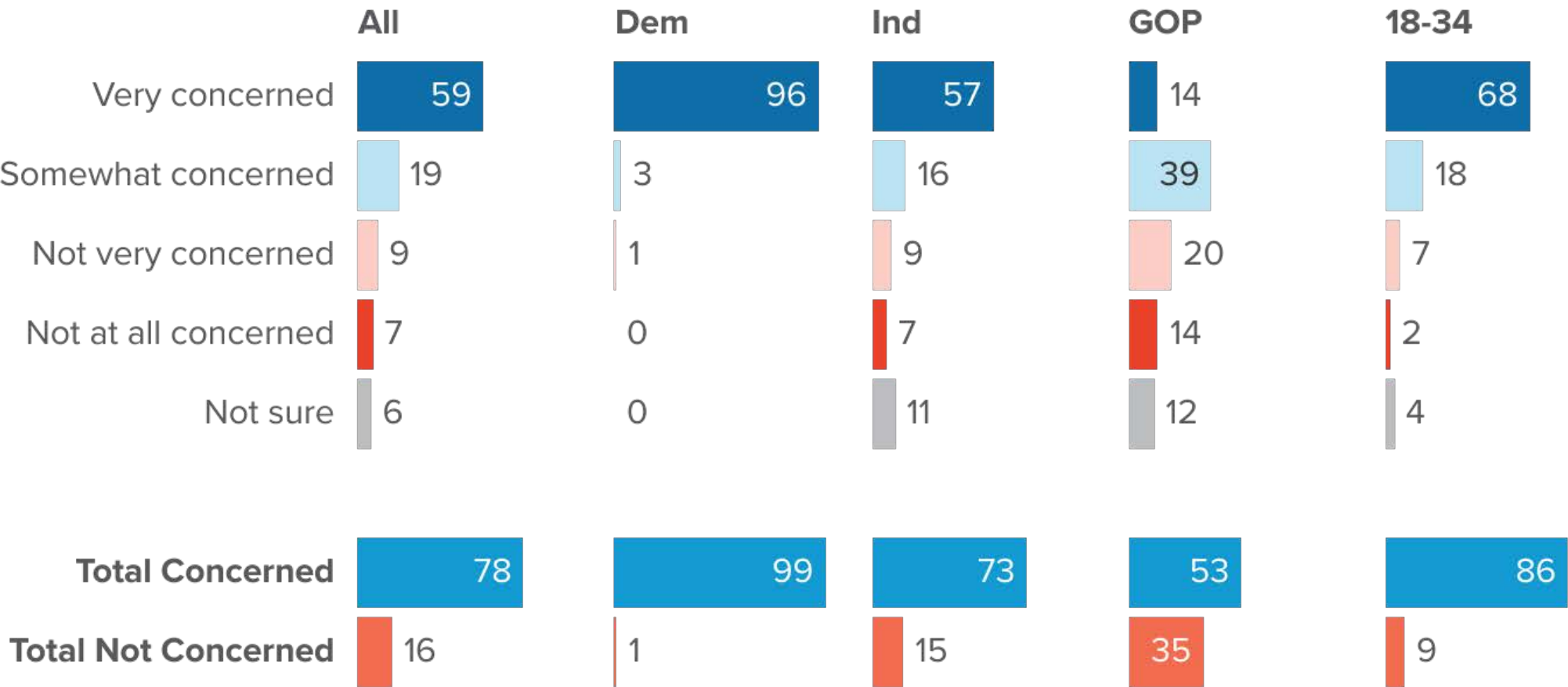
# ICE Tactics Opposed by Majority of Independents

Do you support or oppose the tactics by Immigration and Customs Enforcement (ICE), such as workplace raids, surveillance of immigrant communities, and detaining individuals without criminal charges, as a way to enforce immigration laws?



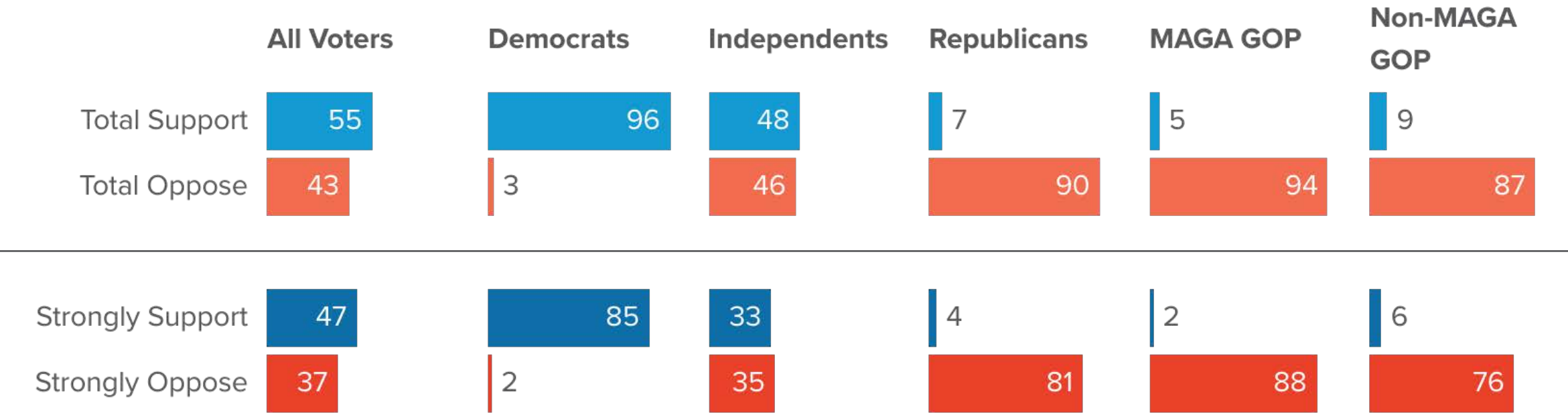
# Concern about a President Ignoring a Court Order

If a sitting President or their Administration refuses to comply with a court order, how concerned would you be?



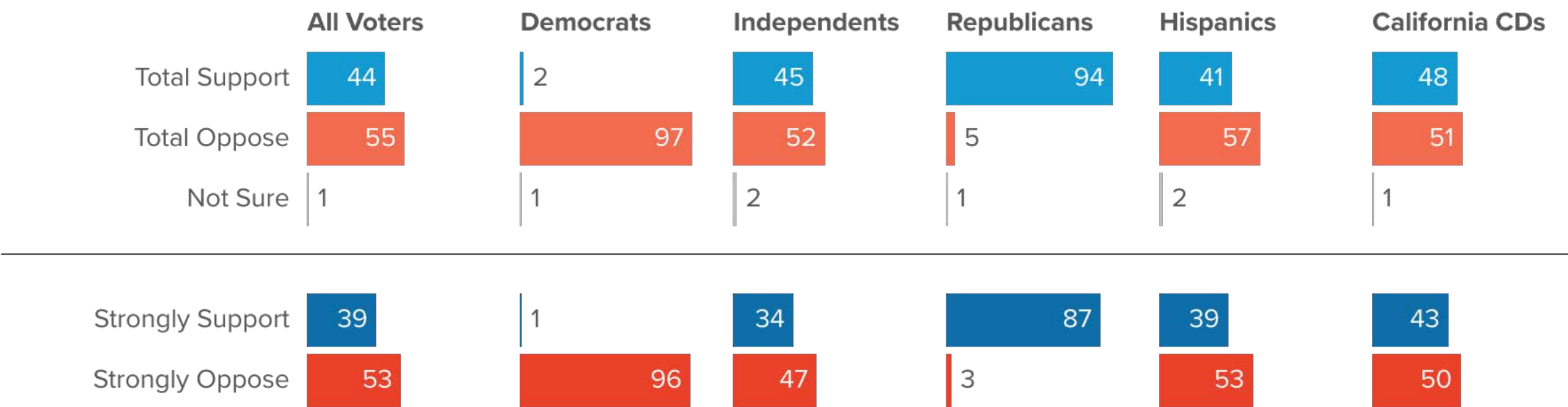
# Independents Split on Efforts to Stop ICE Enforcement

Do you support or oppose members of local communities standing up and protesting and attempting to block ICE from arresting people who have broken no laws?



# Voters Oppose Trump Federalizing CA National Guard

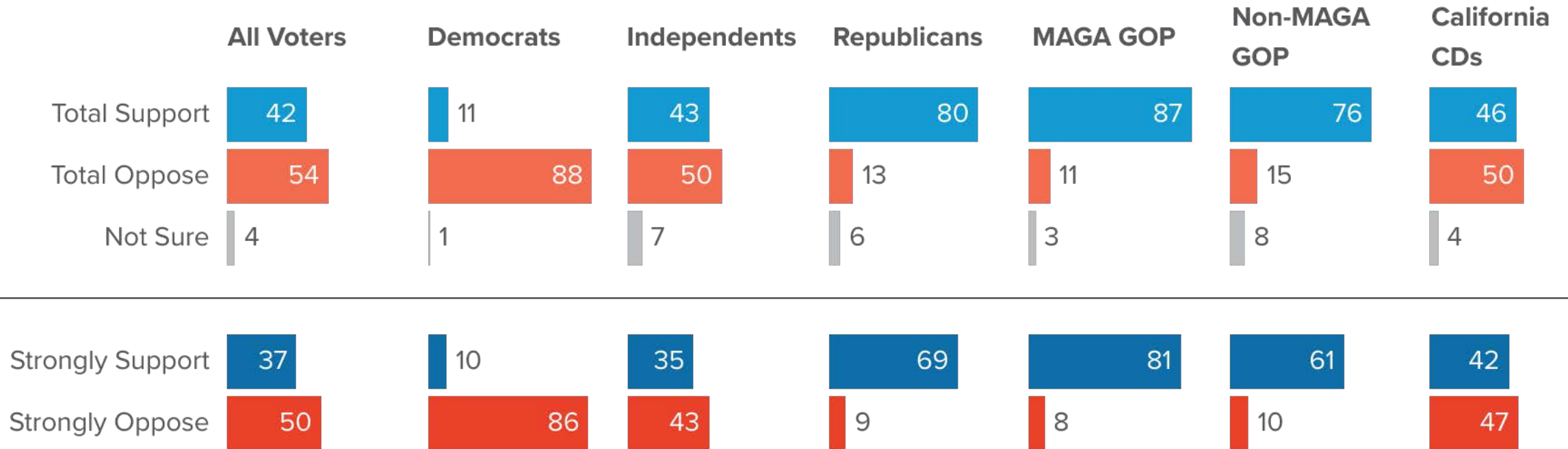
President Trump has deployed National Guard troops to Los Angeles to address protests related to immigration enforcement. This action was taken against the consent of California Governor Gavin Newsom, marking the first such federalization without a governor's approval in 60 years. Trump and his supporters argue that the deployment is necessary to maintain law and order, while critics contend it infringes on state authority and escalates tensions. Do you support or oppose President Trump's decision to federalize the California National Guard without the governor's consent?





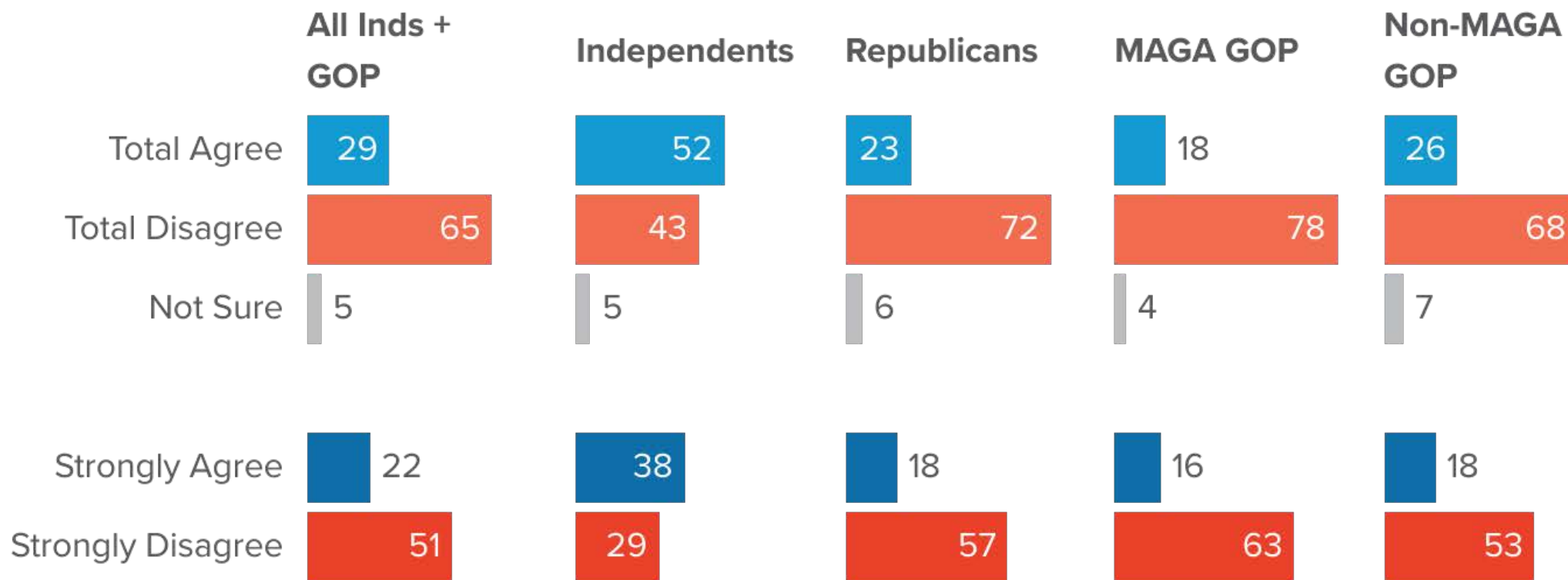
# Voters Oppose Arresting CA Governor

“Do you support or oppose arresting California Governor Gavin Newsom if he tries to block federal law enforcement or the military?”



# Little Disagreement with Trump Tactics Among GOP

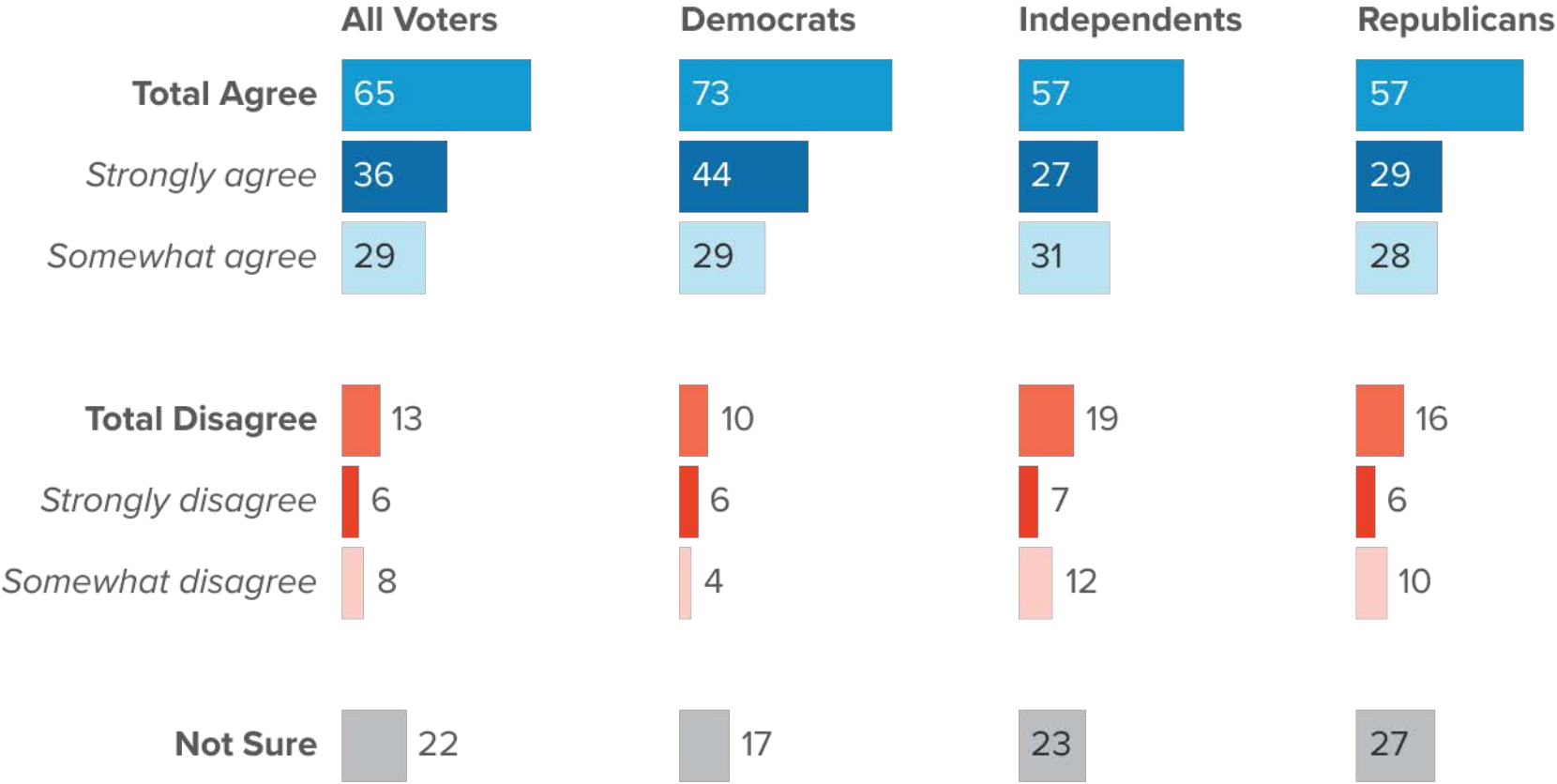
Do you agree or disagree with the following statement: “We need a strong border and immigration policies that rewards legal immigration and punishes illegal immigration. However, the Trump administration is going too far in rounding up people who are established members of their community, wearing masks while arresting people, and making mistakes by deporting children and other people in the country legally.” (*Republicans + Independents*)



# AI and Innovation Policy

# Voters Agree: We Need a Marshall Plan for AI

Do you agree or disagree with the following statement? “The AI economy is no longer on the horizon, it's already here, and it's reshaping everything from jobs to national security. Donald Trump has declared this a new Manhattan Project for AI led by private corporations with little regard for the consequences to everyday Americans. But what we need now is a Marshall Plan for American AI to deal with what comes next. That means real investment in a new workforce for AI, AI education, energy, and infrastructure to stabilize this new AI economy. Innovation must not cost dignity. If AI is the next industrial revolution, then let's make sure it lifts everyone, not just the few.”



# Most AI-Related Proposals Receive Bipartisan Support

Please indicate whether you support or oppose each of the following ideas related to artificial intelligence.

| All | Dem | Ind | GOP | 18-34 | 35-49 | 50-64 | 65+ |  |
|-----|-----|-----|-----|-------|-------|-------|-----|--|
| 86  | 90  | 74  | 85  | 87    | 80    | 90    | 87  | Require AI-generated content - like fake voices, images, or videos - to carry a watermark or label to prevent deception  |
| 85  | 84  | 71  | 89  | 80    | 78    | 87    | 89  | Developing a national plan to protect the U.S. from cyber threats, disinformation, and foreign influence powered by artificial intelligence  |
| 76  | 89  | 71  | 60  | 67    | 68    | 82    | 83  | Ban or restrict AI uses that create harmful outcomes, such as discriminatory algorithms or AI tools used to impersonate real people without consent  |
| 74  | 77  | 74  | 70  | 80    | 60    | 76    | 77  | Expanding affordable training programs for electricians, HVAC technicians, and construction workers who help build and maintain AI infrastructure like data centers and clean energy grids |
| 74  | 87  | 82  | 56  | 79    | 61    | 77    | 78  | Establish clear federal rules for digital assets and AI-driven financial tools, to protect consumers and give businesses regulatory clarity  |
| 67  | 80  | 55  | 53  | 83    | 58    | 61    | 70  | A personal data tax on large tech companies that profit off your data  |
| 56  | 68  | 48  | 43  | 72    | 48    | 44    | 60  | Ensure companies that build advanced AI systems share access to computing power, data, and models with smaller firms and researchers, where safe to do so                                  |
| 50  | 55  | 39  | 46  | 47    | 37    | 59    | 54  | Allowing Americans to use 529 college savings plans for job training in fields like AI programming, skilled trades, and certification programs that support the AI economy                 |
| 44  | 44  | 63  | 40  | 86    | 43    | 36    | 22  | Limit legal immunity for large tech companies that use AI to amplify harmful content or misinformation, while preserving protections for smaller online services and forums                |

(Net Support)

# Most AI-Related Proposals Receive Bipartisan Support

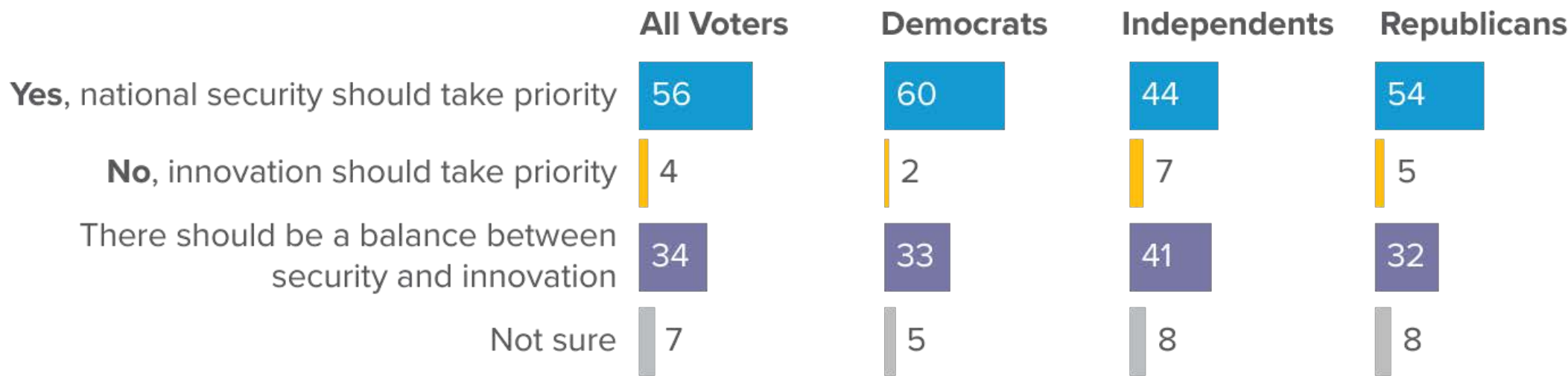
Please indicate whether you support or oppose each of the following ideas related to artificial intelligence.

| All | Dem | Ind | GOP | 18-34 | 35-49 | 50-64 | 65+ |  |
|-----|-----|-----|-----|-------|-------|-------|-----|--|
| 37  | 58  | 21  | 21  | 35    | 35    | 44    | 35  | Incentivize AI safety research by funding university-led programs and offering tax credits for companies that invest in responsible AI development   |
| 35  | 47  | 33  | 22  | 51    | 42    | 18    | 34  | A tax on social media companies based on the amount of user attention they capture, aiming to reduce excessive screen time and fund public services like education and local journalism        |
| 35  | 45  | 18  | 28  | 23    | 25    | 32    | 54  | Launch a national “AI in Education” initiative that supports AI-powered learning tools and trains teachers and students to use them effectively  |
| 31  | 56  | 36  | -4  | 30    | 34    | 27    | 31  | Require companies that use AI to replace workers to pay a small “token tax” based on how much AI they use, helping replace lost payroll taxes and funding income support for displaced workers |
| 23  | 38  | 1   | 9   | 35    | 20    | 10    | 27  | Speed up permitting and provide tax incentives for building energy-efficient data centers to support AI infrastructure while limiting emissions and water use                                  |
| 19  | 48  | 13  | -16 | 36    | 7     | 18    | 15  | A small “token tax” on companies based on their AI usage, in order to replace lost payroll tax revenue and fund a “Freedom Dividend” for workers displaced by automation                       |
| 1   | -2  | 3   | 4   | -12   | -5    | 8     | 5   | Adopt a national plan to integrate AI into public services like healthcare, education, and infrastructure to improve efficiency and reduce costs   |
| -7  | -6  | -19 | -3  | -11   | -1    | -6    | -8  | Creating special regional zones in the U.S. where public and private investment is concentrated to grow high-tech jobs and innovation related to AI  |

(Net Support)

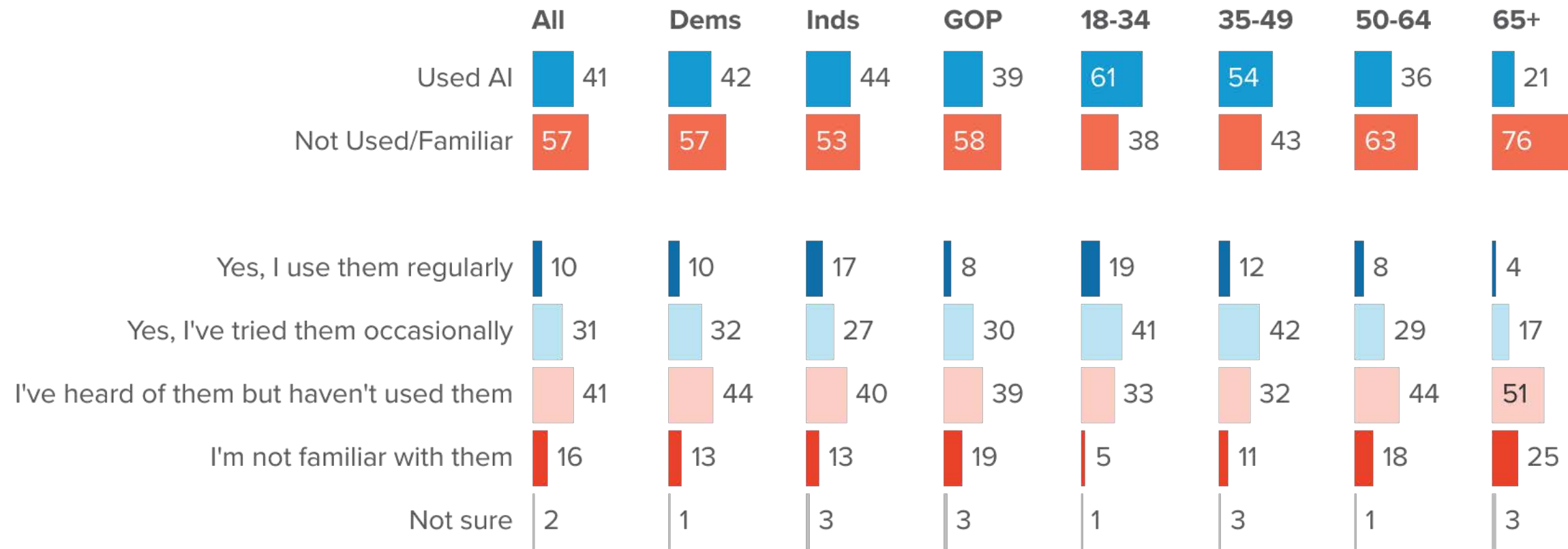
# Voters Prioritize National Security over Innovation

Should the government impose stricter regulations on AI development to enhance national security, even if it potentially slows innovation?



# Most Voters Still Unfamiliar with AI Tools

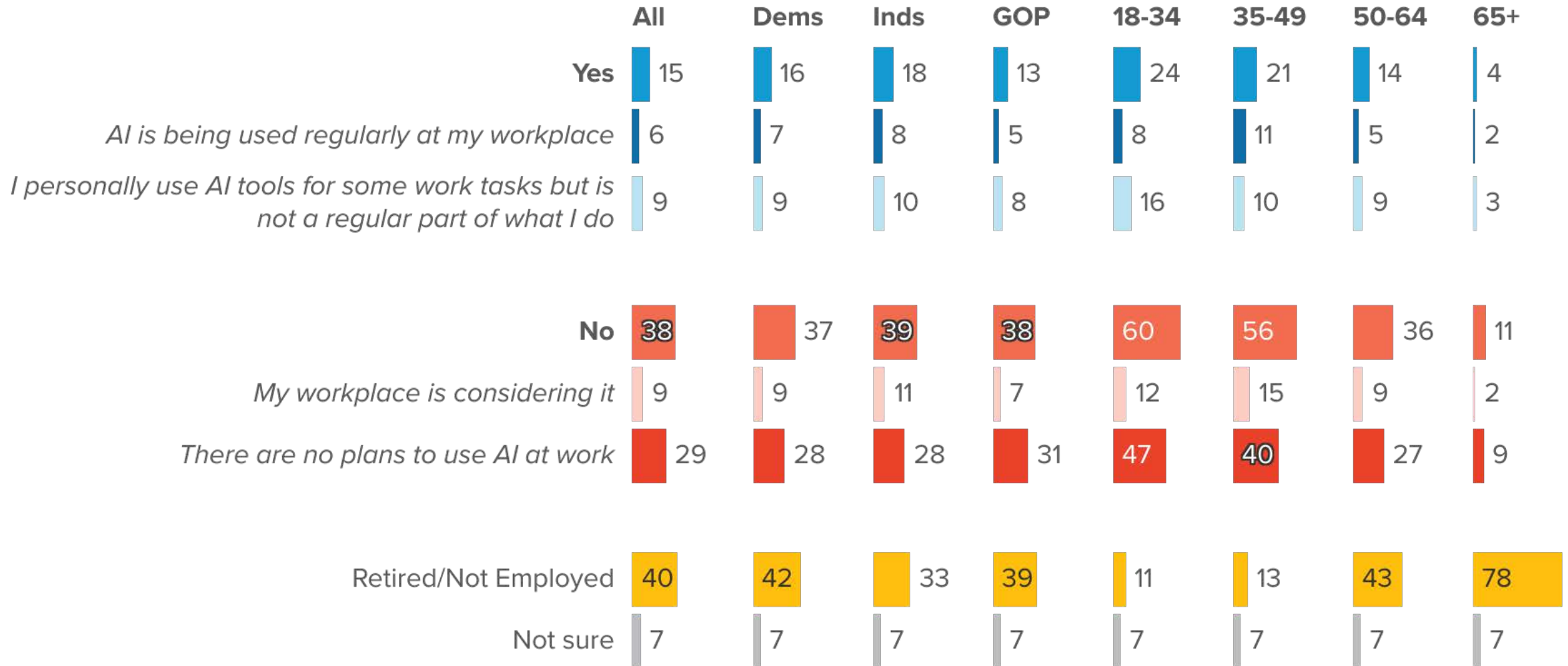
Have you personally used AI tools like ChatGPT, Google Gemini, Claude, or AI features in search, writing, or image tools?





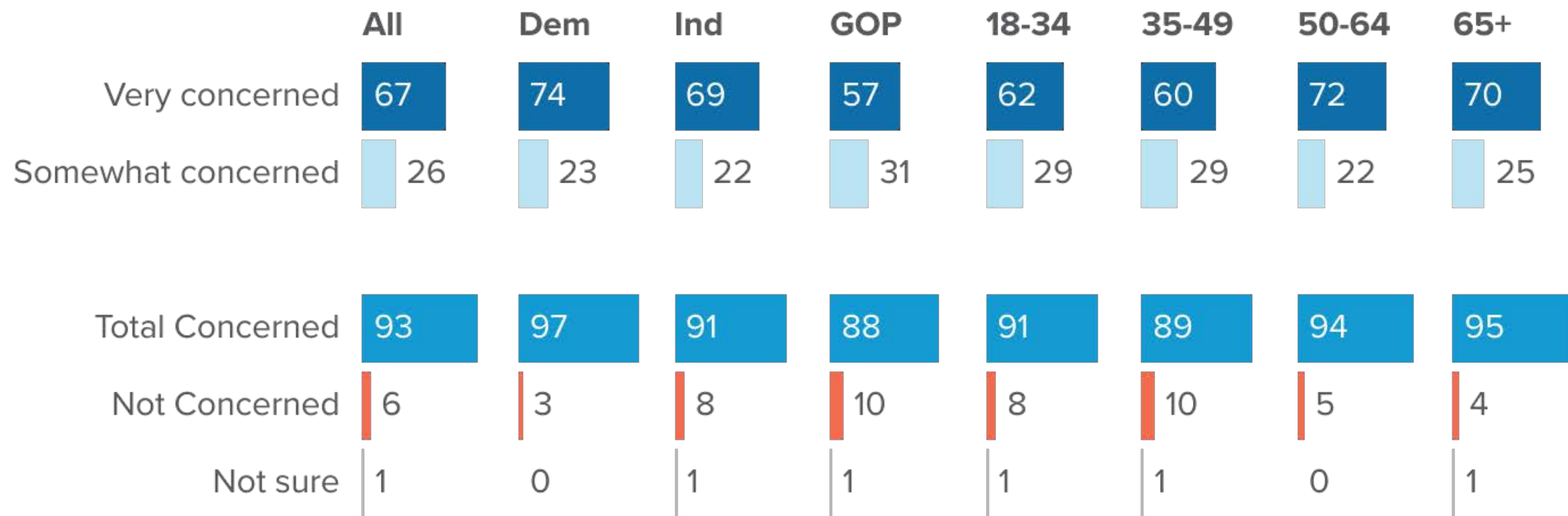
# Few Voters Say They Use AI at Work

Have AI tools been introduced at your workplace, or do you use AI at work?



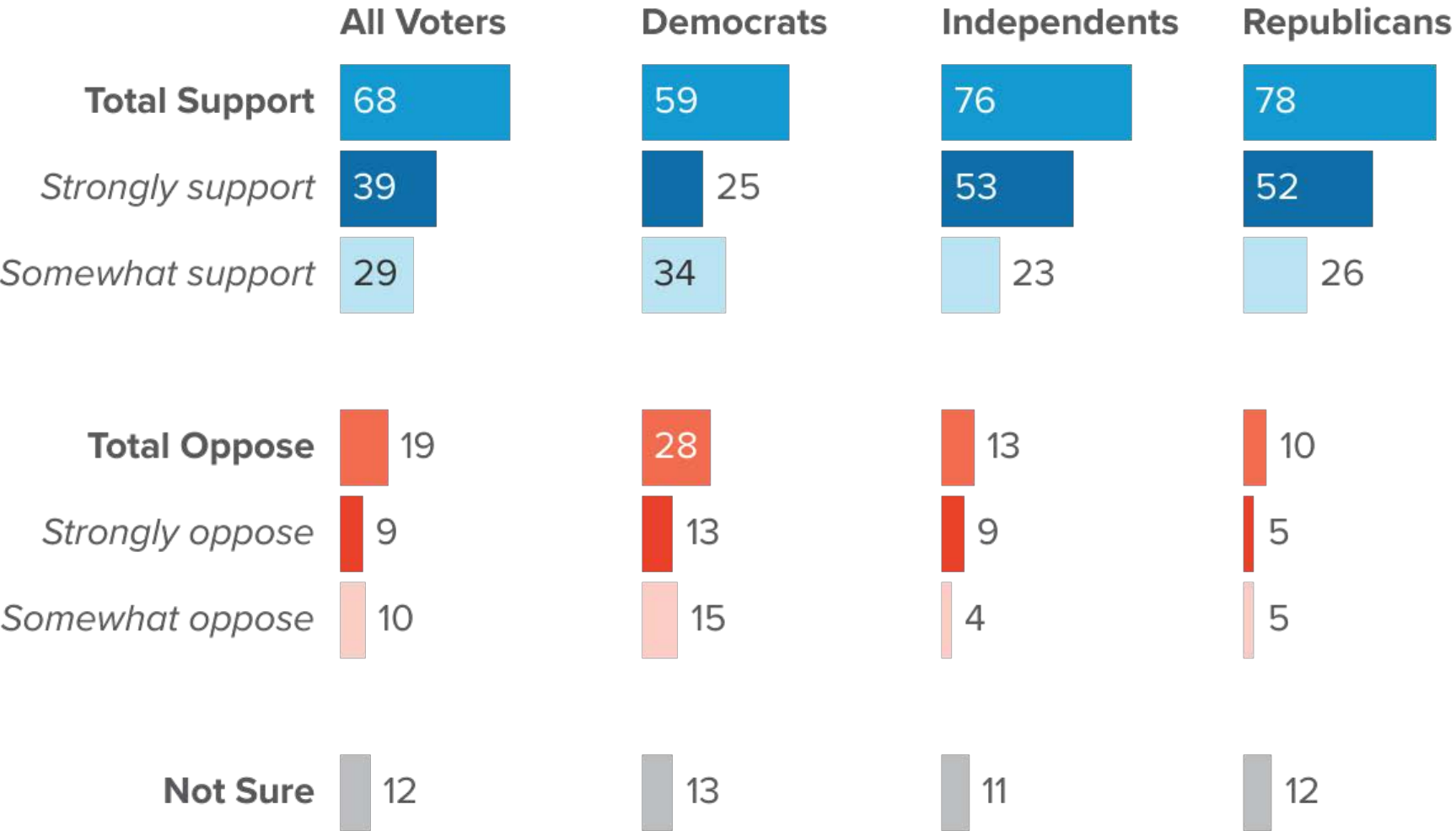
# Amount of Personal Data a Concern for Voters

How concerned are you about the privacy of personal data stored by the government, banks, and Internet and technology companies?



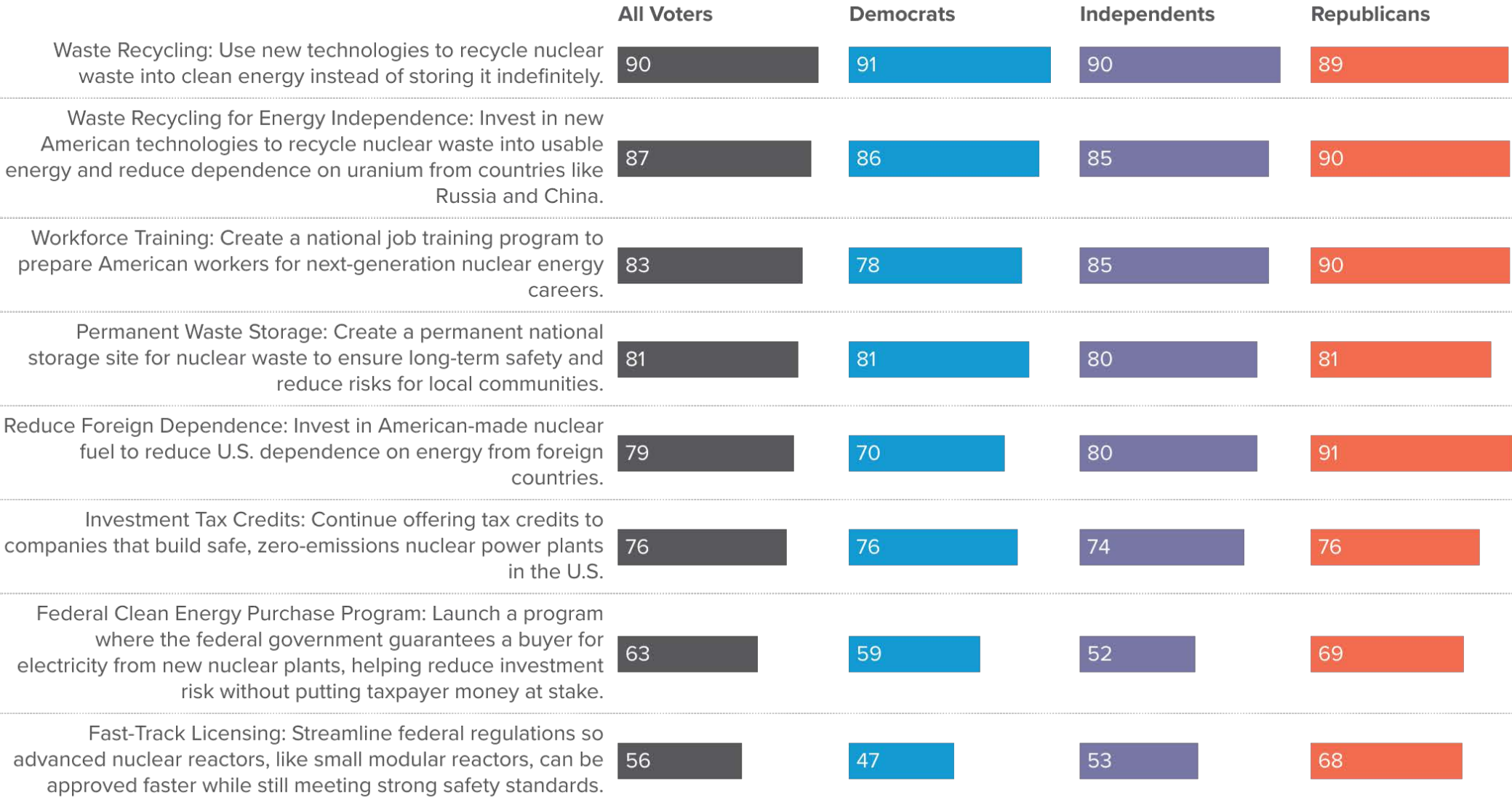
# Voters Support Nuclear Energy Expansion

Do you support or oppose including nuclear power as part of an 'all-of-the-above' clean energy strategy, alongside wind, solar, and other technologies?



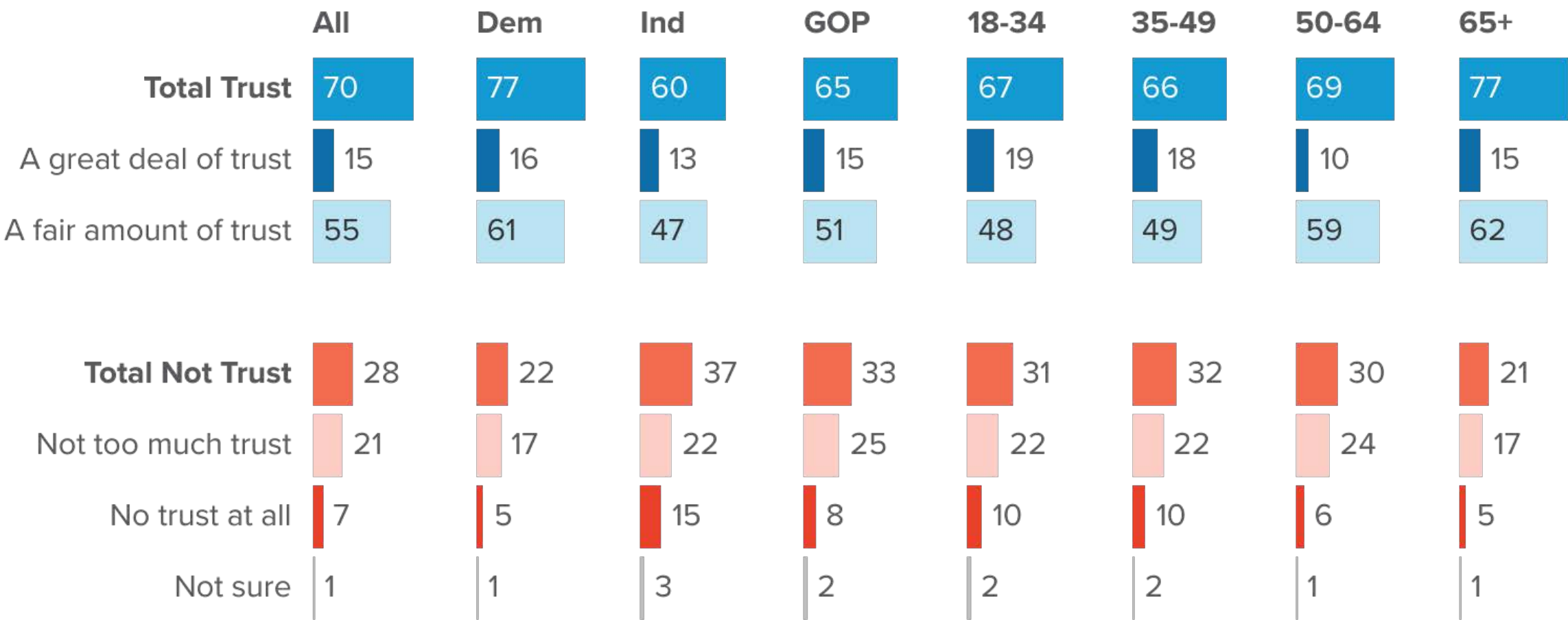
# Numerous Energy Proposals Earn Bipartisan Support

Please indicate whether you support or oppose each of the following proposals related to advanced nuclear energy.



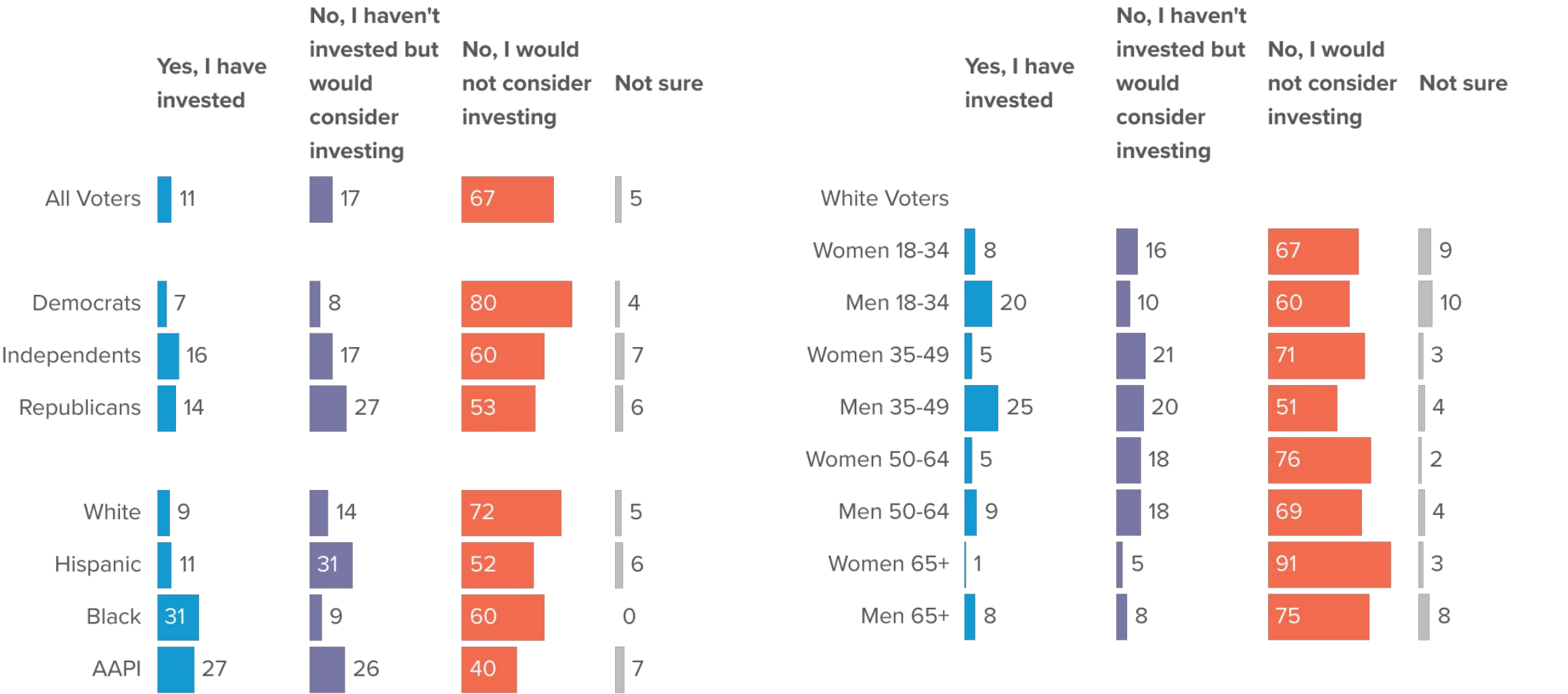
# Voters Trust in Bank Deposit Safety

How much trust do you have that the money you deposit into your bank account is safe and will be available when you need to withdraw it?



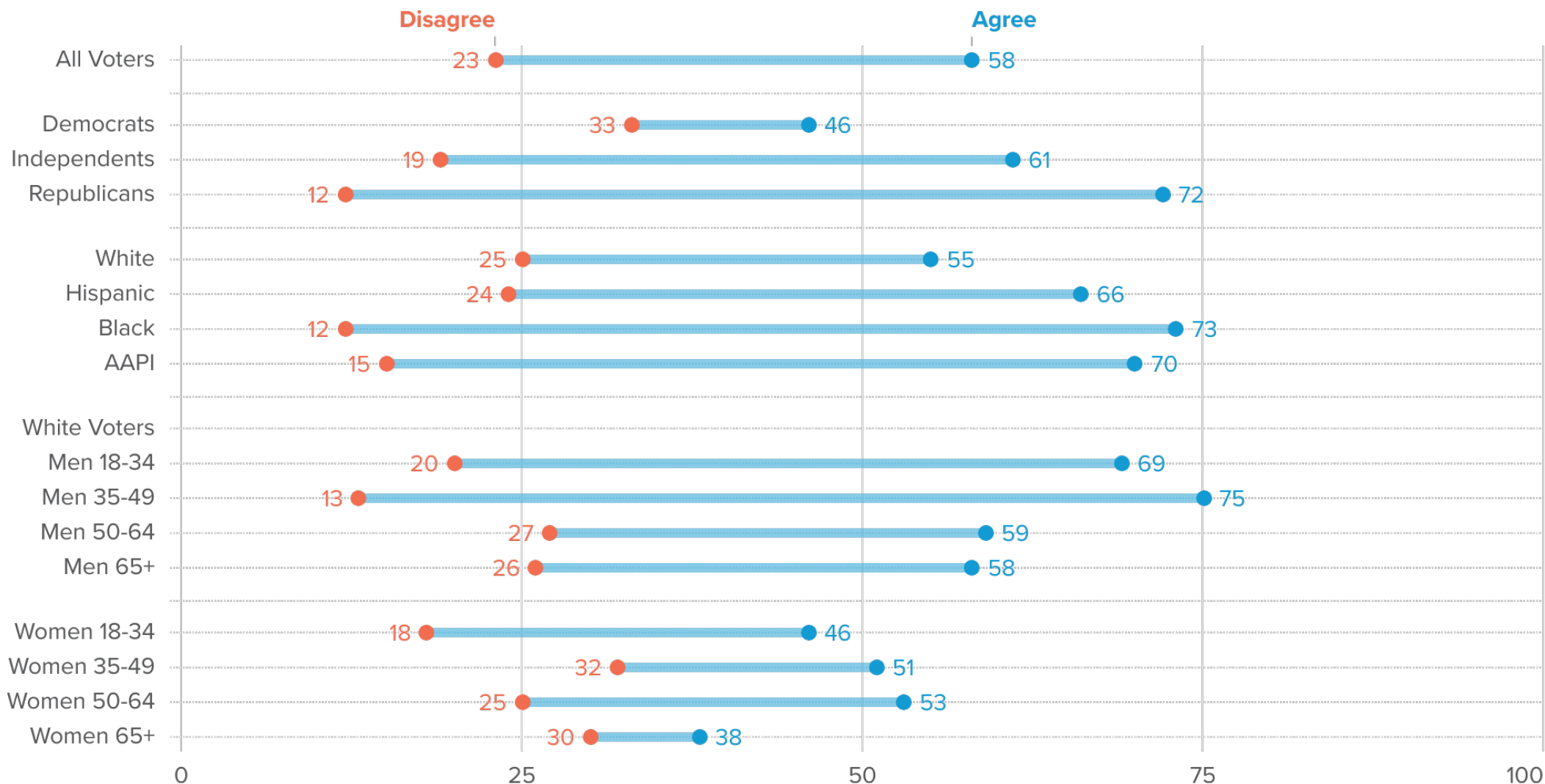
# Nearly 2/3 Voters Against Personal Crypto Investments

Have you or would you consider investing your own money into digital cryptocurrencies like Bitcoin, Ethereum, Litecoin, or Dogecoin?



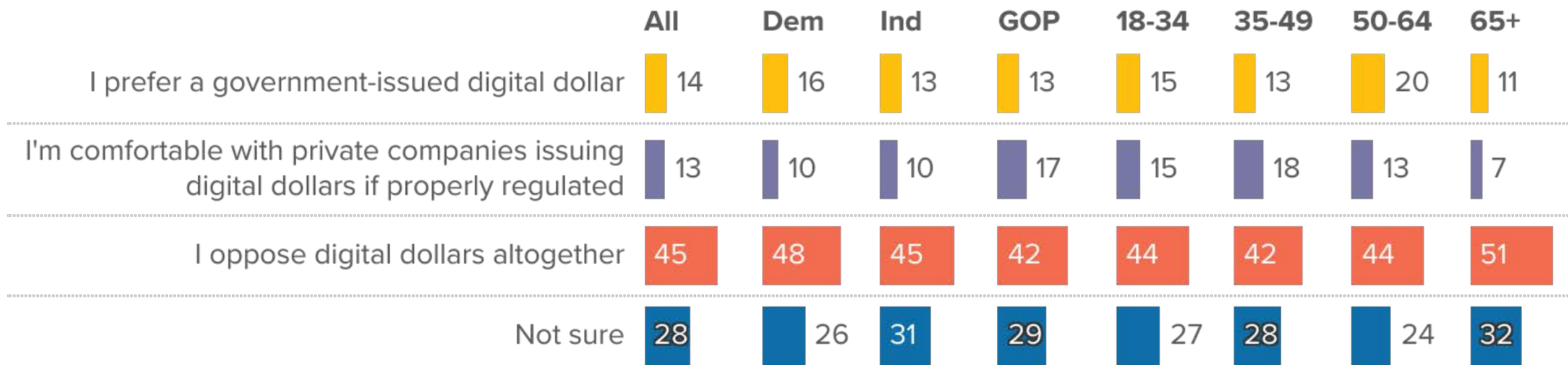
# Still, Voters Support Freedom to Access Crypto

Do you agree or disagree with the following statement: “Individuals should have the freedom to access and trade cryptocurrencies to have more control over their own money, even if it is a high-risk marketplace.”



# Most Voters Are Opposed or Unsure About Digital Dollars

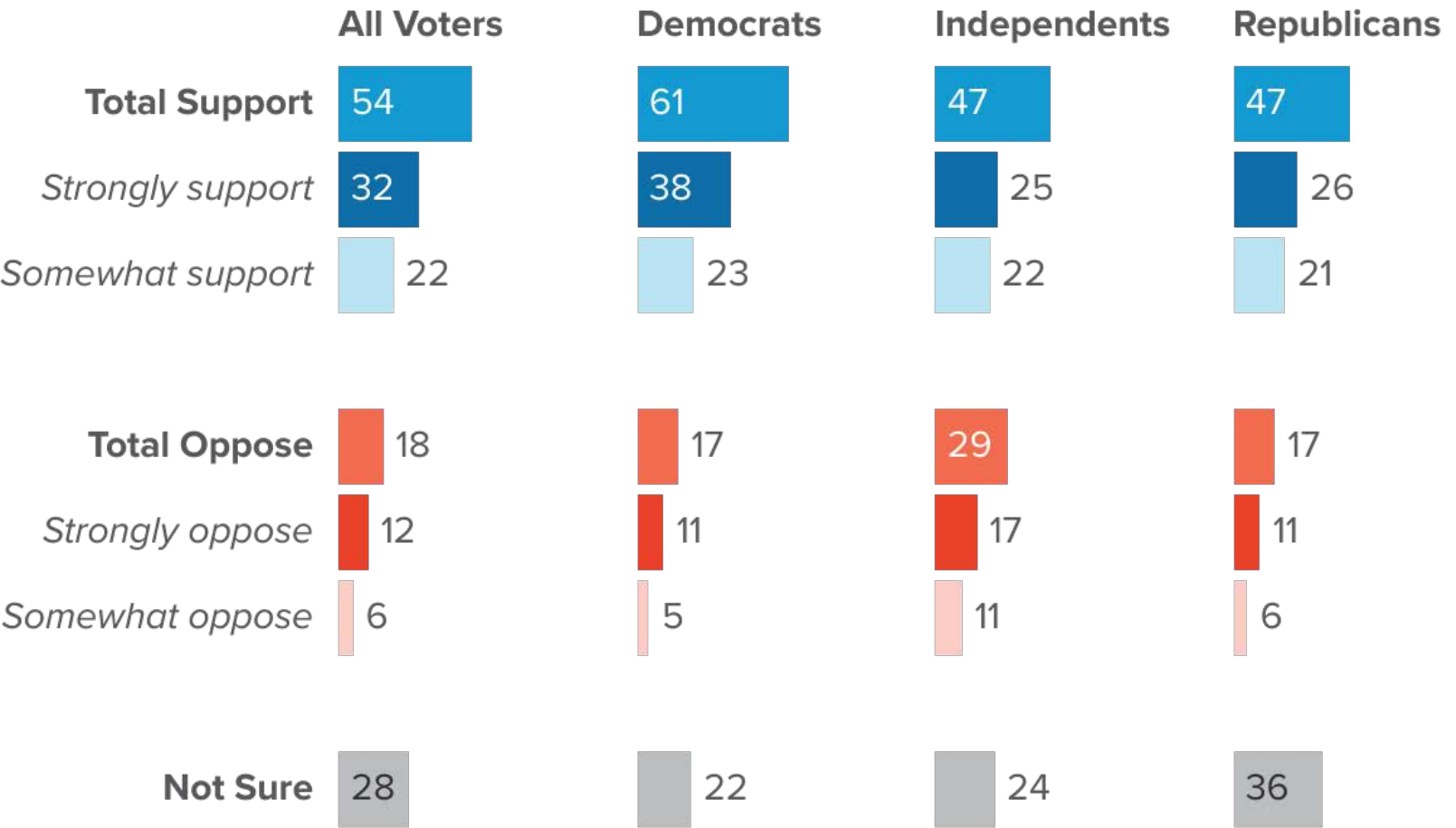
Stablecoins are a type of digital currency designed to maintain a stable value. They can be backed by U.S. dollars, other cryptocurrencies, or managed by algorithms intended to control supply and demand. Some believe private companies should be allowed to issue these digital dollars if they are fully regulated and required to back every dollar with cash or Treasury bonds. Others believe only the federal government should be allowed to issue a digital version of the dollar. Which comes closer to your view?





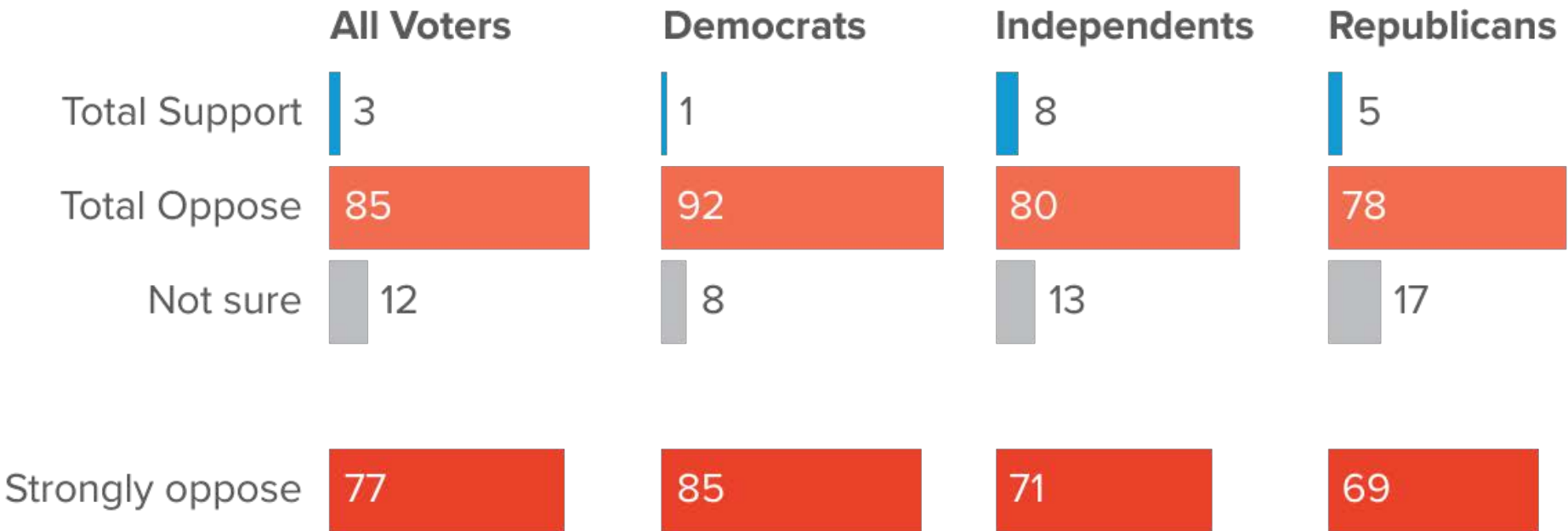
# GENIUS Act Receives Majority Support

The GENIUS Act is a bipartisan bill that would require private companies that issue digital dollars (known as stablecoins) to be regulated under federal law. It would mandate that each digital dollar be backed 1-to-1 by U.S. cash or Treasury bonds, and that the companies undergo audits, cannot advertise as government-insured and ensure a clear regulatory framework for this emerging financial space. Do you support or oppose the proposal?



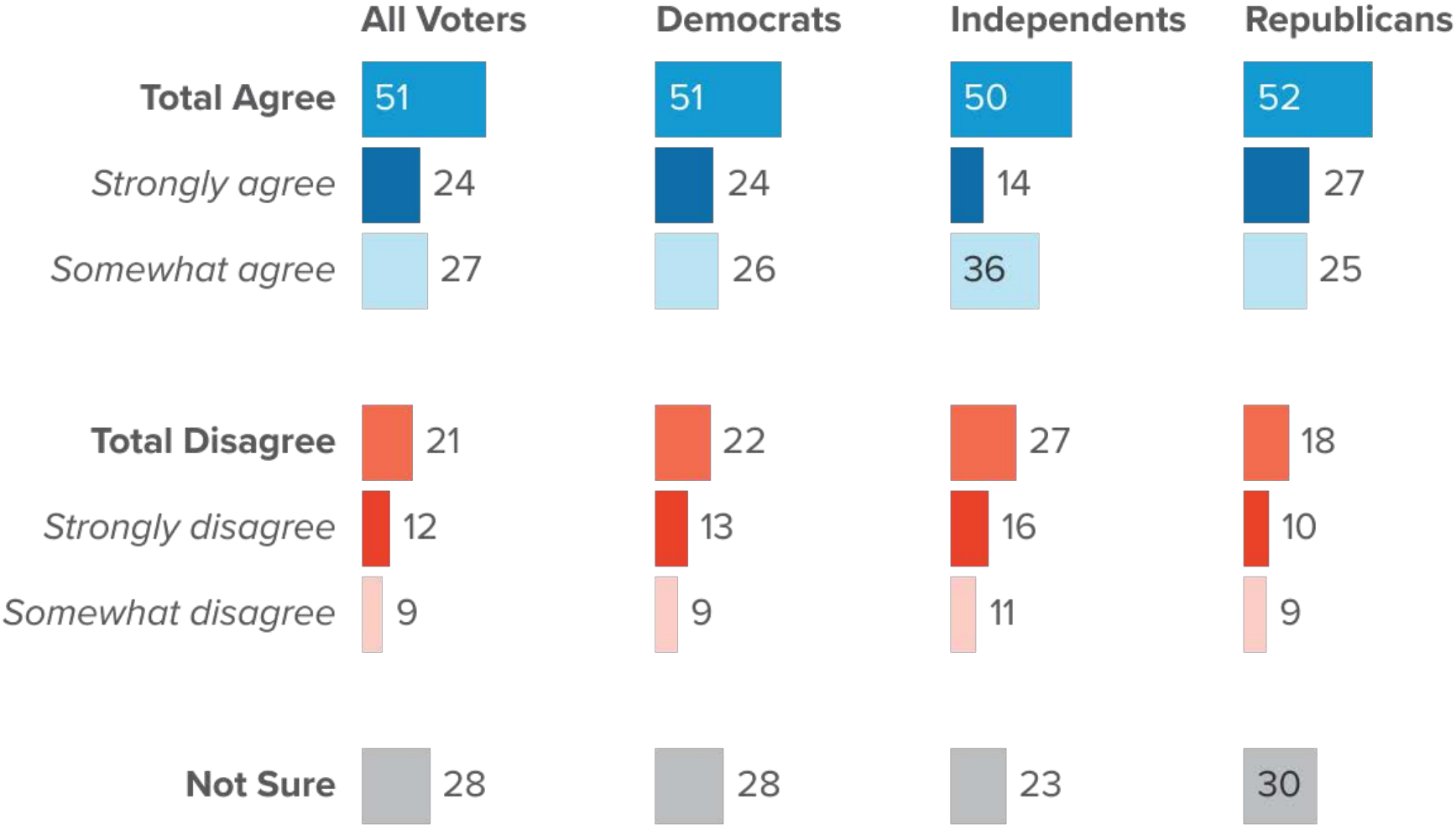
# Strong Opposition to Stablecoins by Elected Officials

Do you support or oppose allowing elected officials to issue their own stablecoin that can be traded publicly?



# Corporate-Backed Stablecoins Earn Lukewarm Support

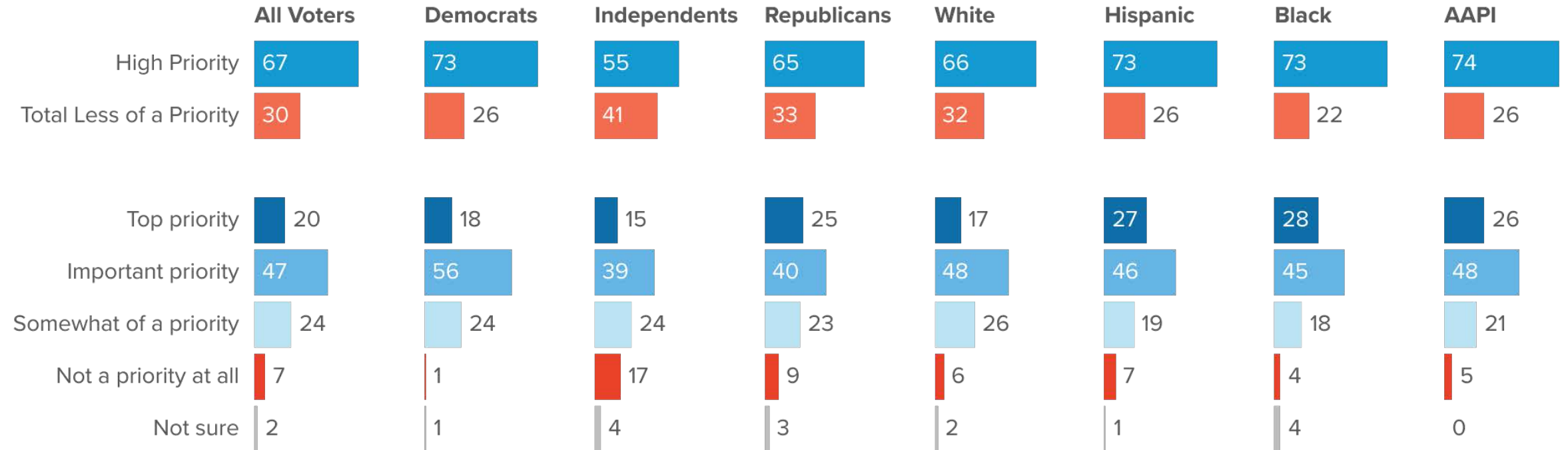
Do you agree or disagree with the following statement: “People should be free to use digital dollars if they want, but the companies offering them must be held to strict standards to protect consumers and the financial system. Allowing regulated private companies to issue stable, digital versions of the U.S. dollar will help the U.S. compete with China and Big Tech while keeping the dollar strong in the global economy.”



Survey of 1,637 voters  
in swing congressional  
districts conducted by  
Change Research,  
June 10-13, 2025

# Voters Want Government to Prioritize Small Businesses

How much of a priority should it be for the federal government to help small businesses succeed?

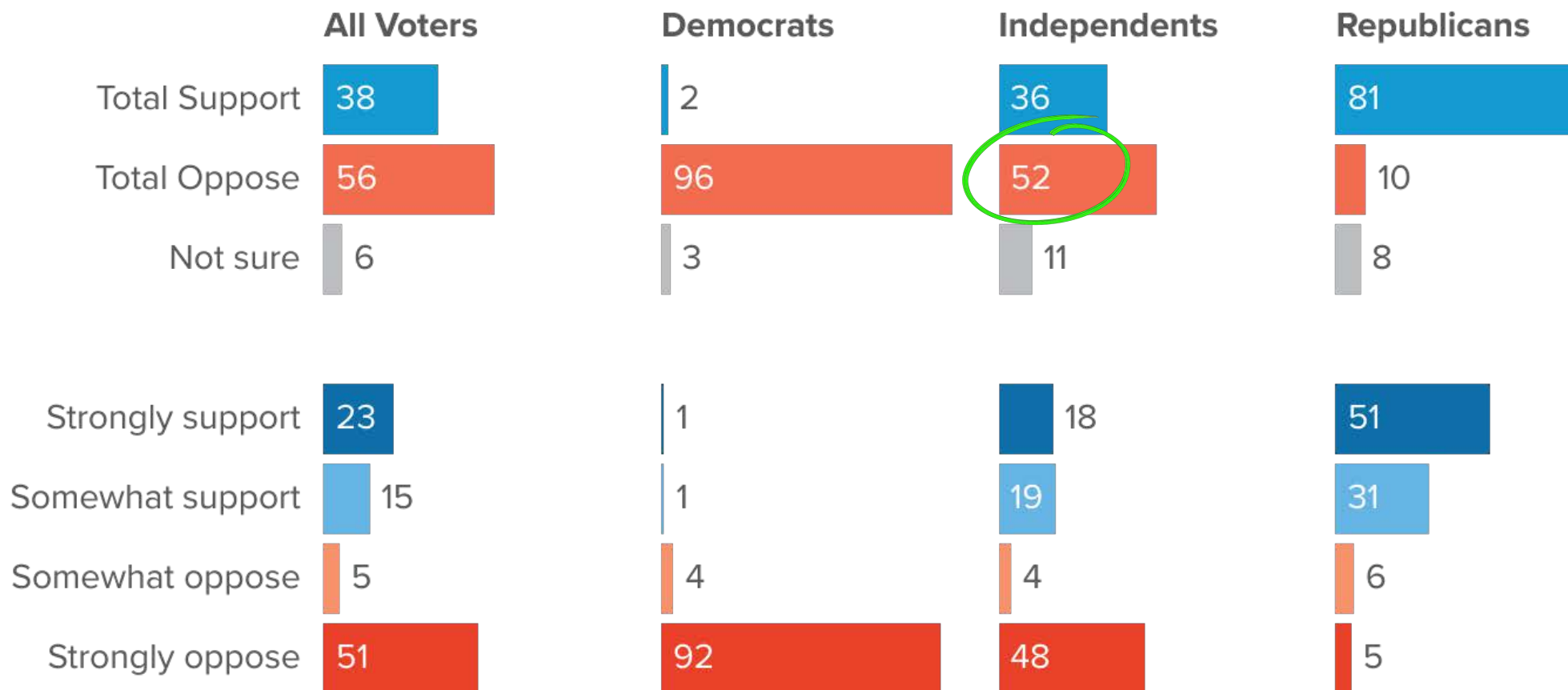


# Opinions of the Big, Beautiful Bill

(House Version)

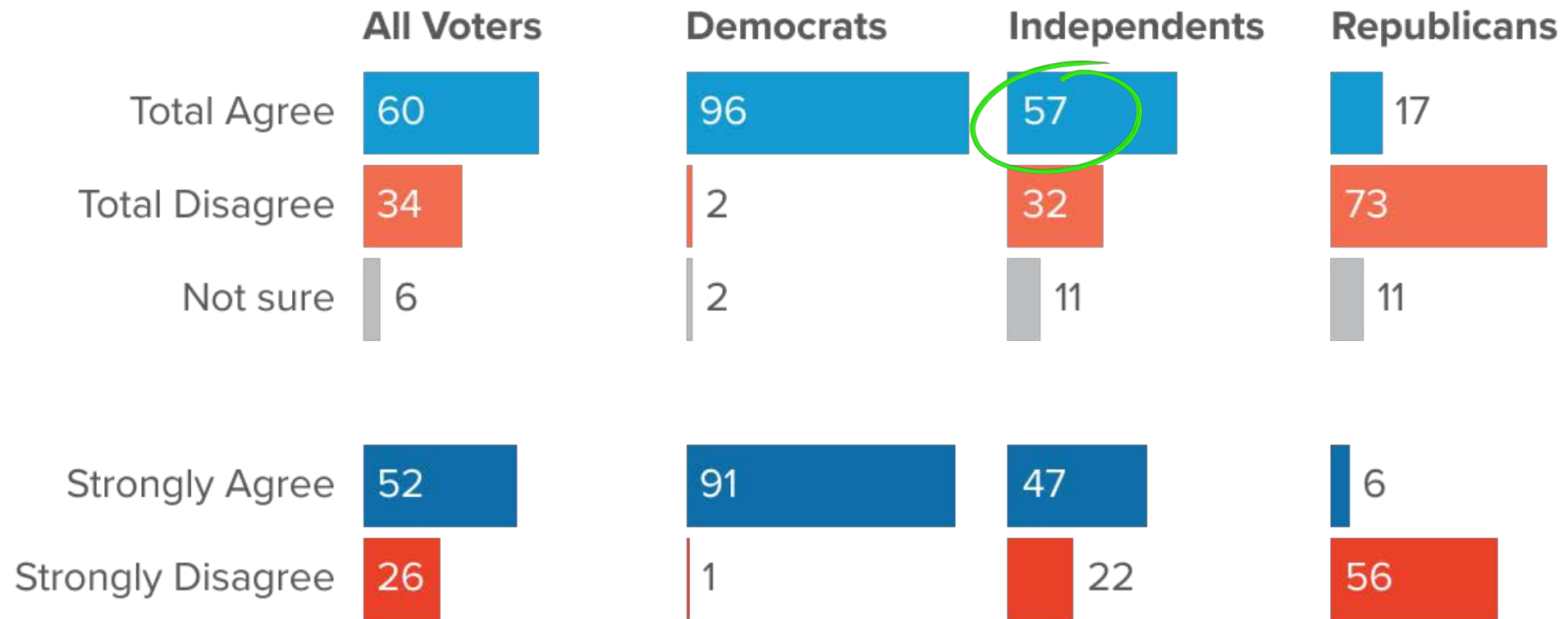
# Voters Overall Reject the Big, Beautiful Bill

“There is currently tax and budget legislation being debated in Congress known as the “Big Beautiful Bill.” The legislation is backed by President Trump, and includes keeping tax cuts for the top 1% of earners, eliminating taxes on tips and car loan interest, adding work requirements for some Medicaid recipients, and increasing funding for the military and border security. It is estimated that the legislation would add \$2.4 trillion to the national deficit over the next 10 years. Based on what you know, do you support or oppose this legislation?”



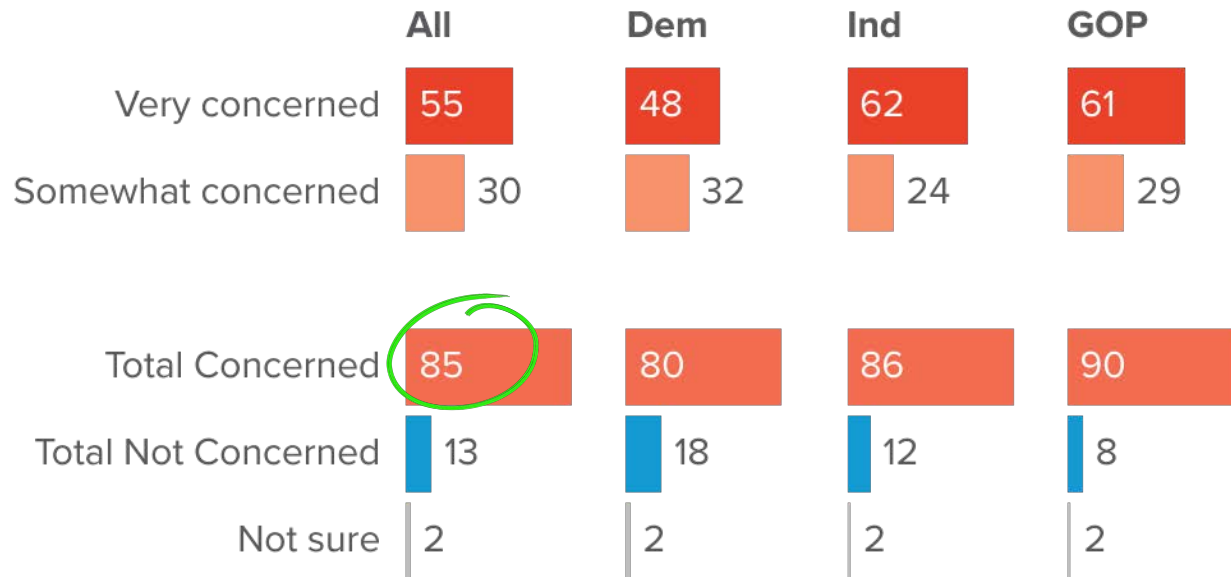
# Voters: Trump Bill “Not a Path to Financial Freedom”

“Do you agree or disagree with the following statement: “This bill is another giveaway to the GOP's rich friends, not a path to financial freedom for working Americans. Real financial freedom comes from fair wages, affordable healthcare, and retirement security, not gimmicks like 'Trump Accounts' or temporary tax breaks while his rich friends get permanent cuts. That's not fiscal realism; it's a giveaway for the wealthy and well-connected.”

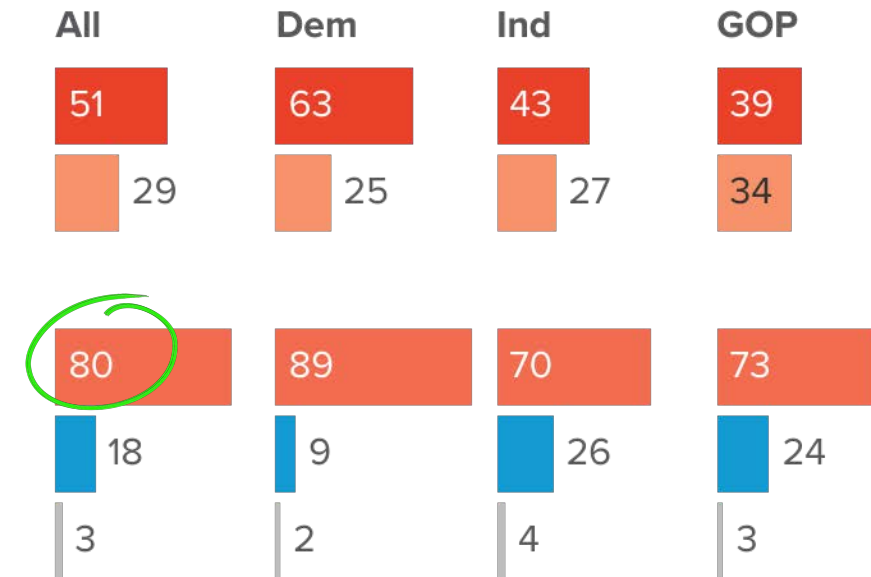


# Voters Broadly Concerned About National Debt

“How concerned are you about the current United States' \$36 trillion national debt?”



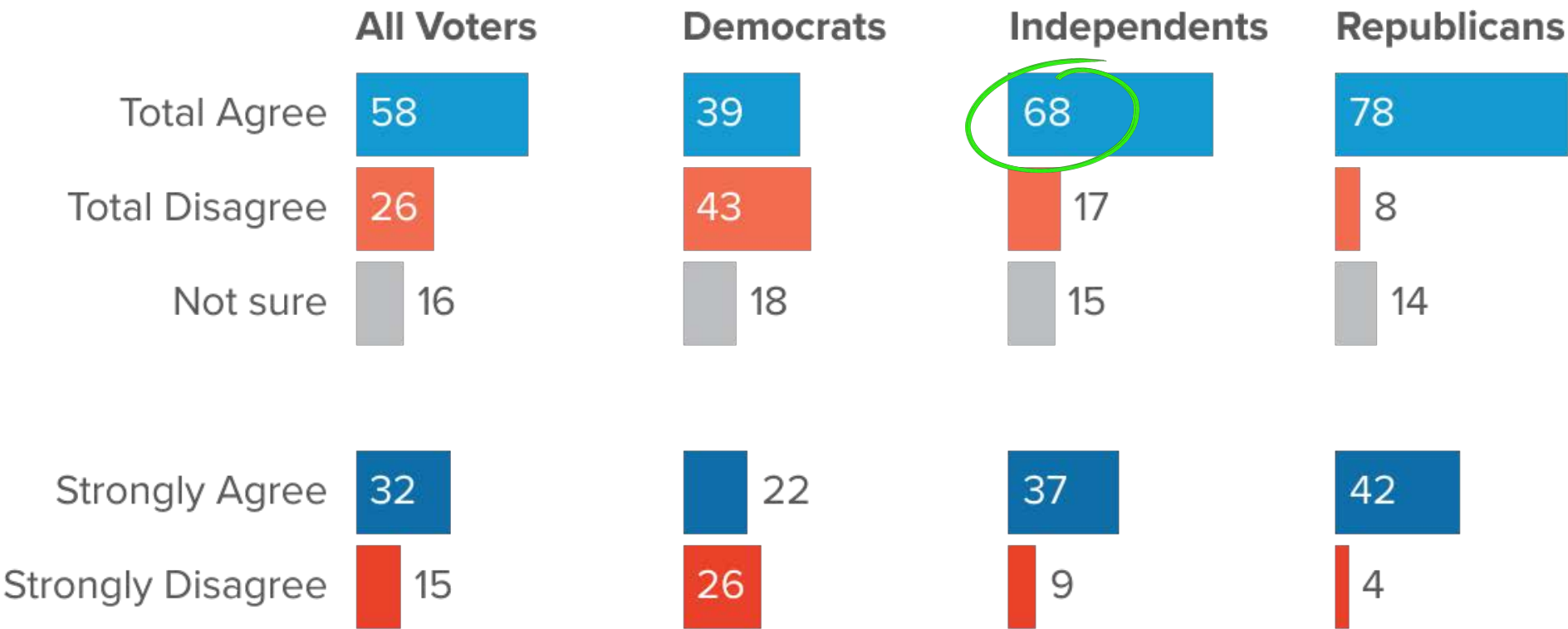
“How concerned are you about the current United States' \$36 trillion national debt triggering a recession or depression within the next five years if interest rates stay high?”





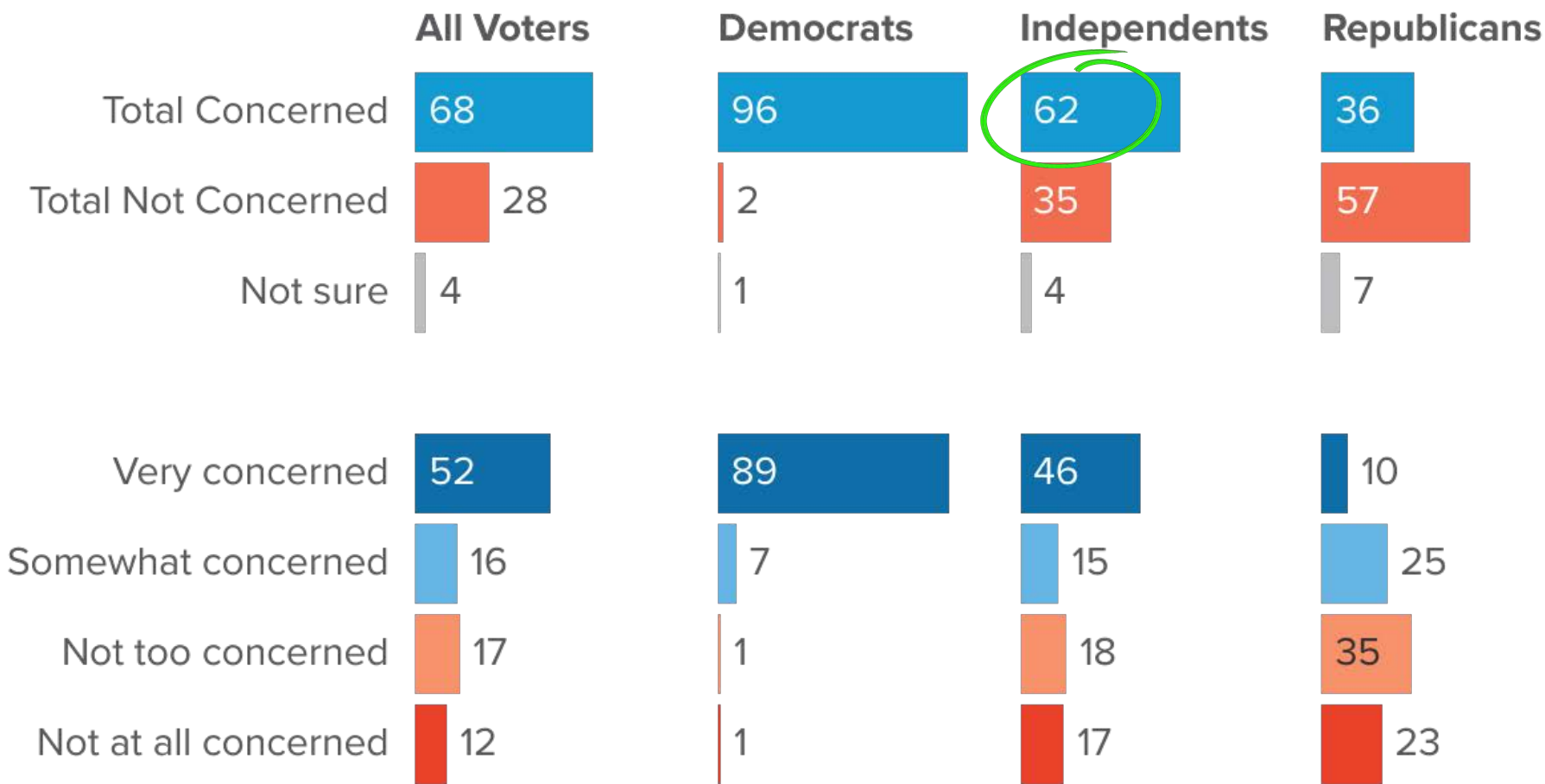
# Still, Majority of Voters' Distrust Extends to CBO

“Do you agree or disagree with the following statement: “Nothing in Washington DC is “nonpartisan.” The Congressional Budget Office is another institution of so-called “experts” that is biased and wrong far more often than it's right. Nothing they put out should be trusted.”



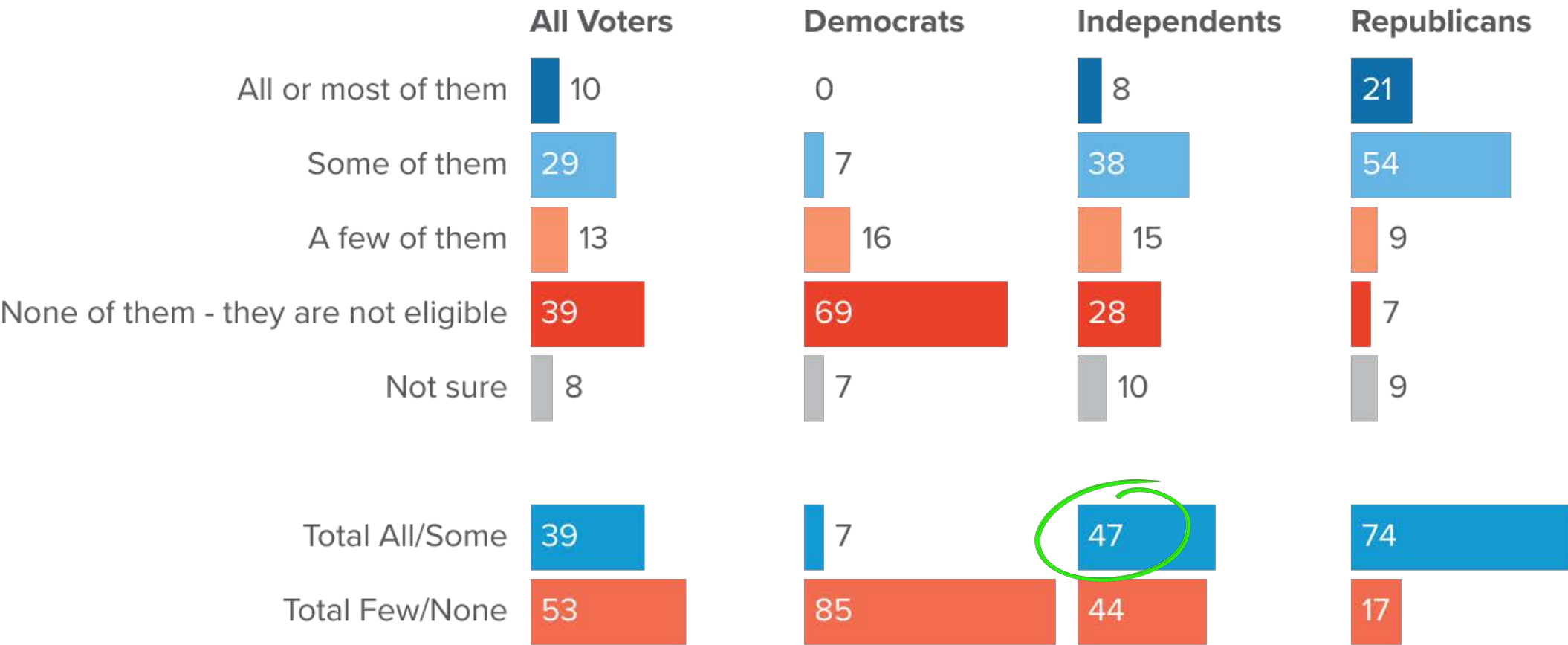
# Concern about Hospital Closures in the Trump Bill

“Some healthcare analysts warn that the new tax bill passed by House Republicans could result in the closure of up to 742 rural hospitals due to Medicaid cuts and new work requirements. How concerned are you about rural hospitals losing funding or shutting down because of this bill?”



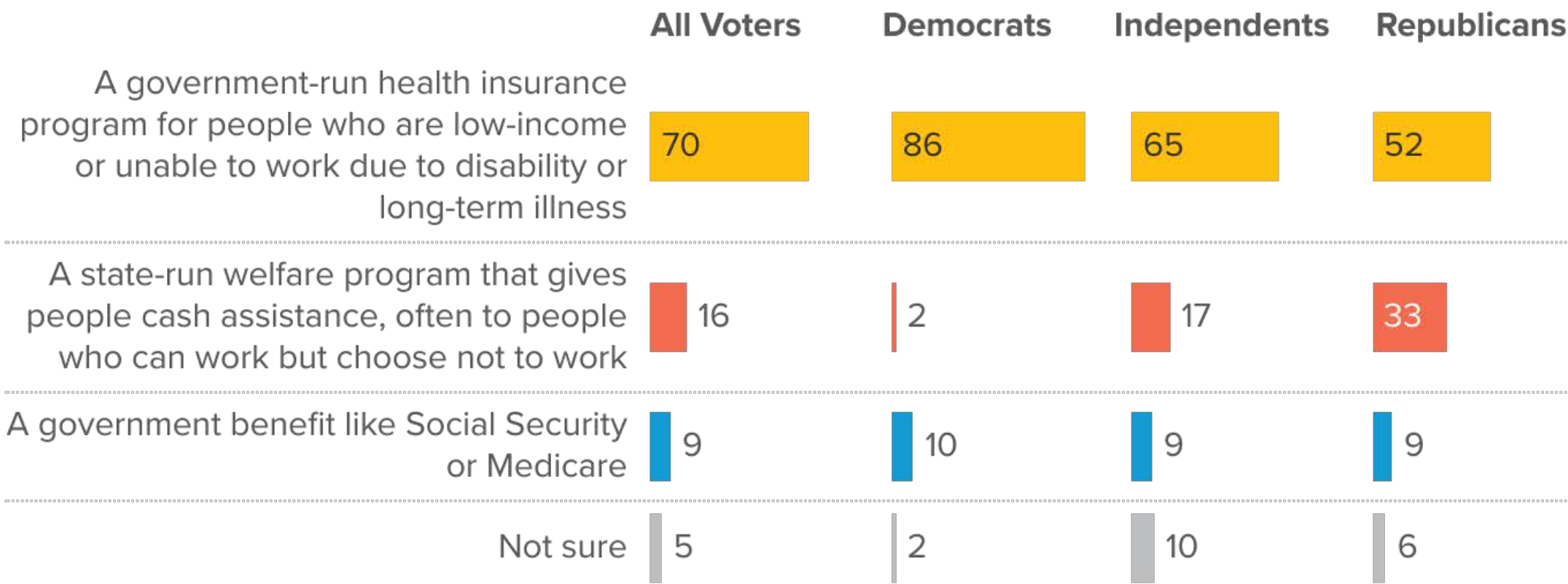
# Perceptions Medicaid Recipients Who Are Illegal Immigrants

“What share of Medicaid recipients do you believe are immigrants currently in America illegally?”



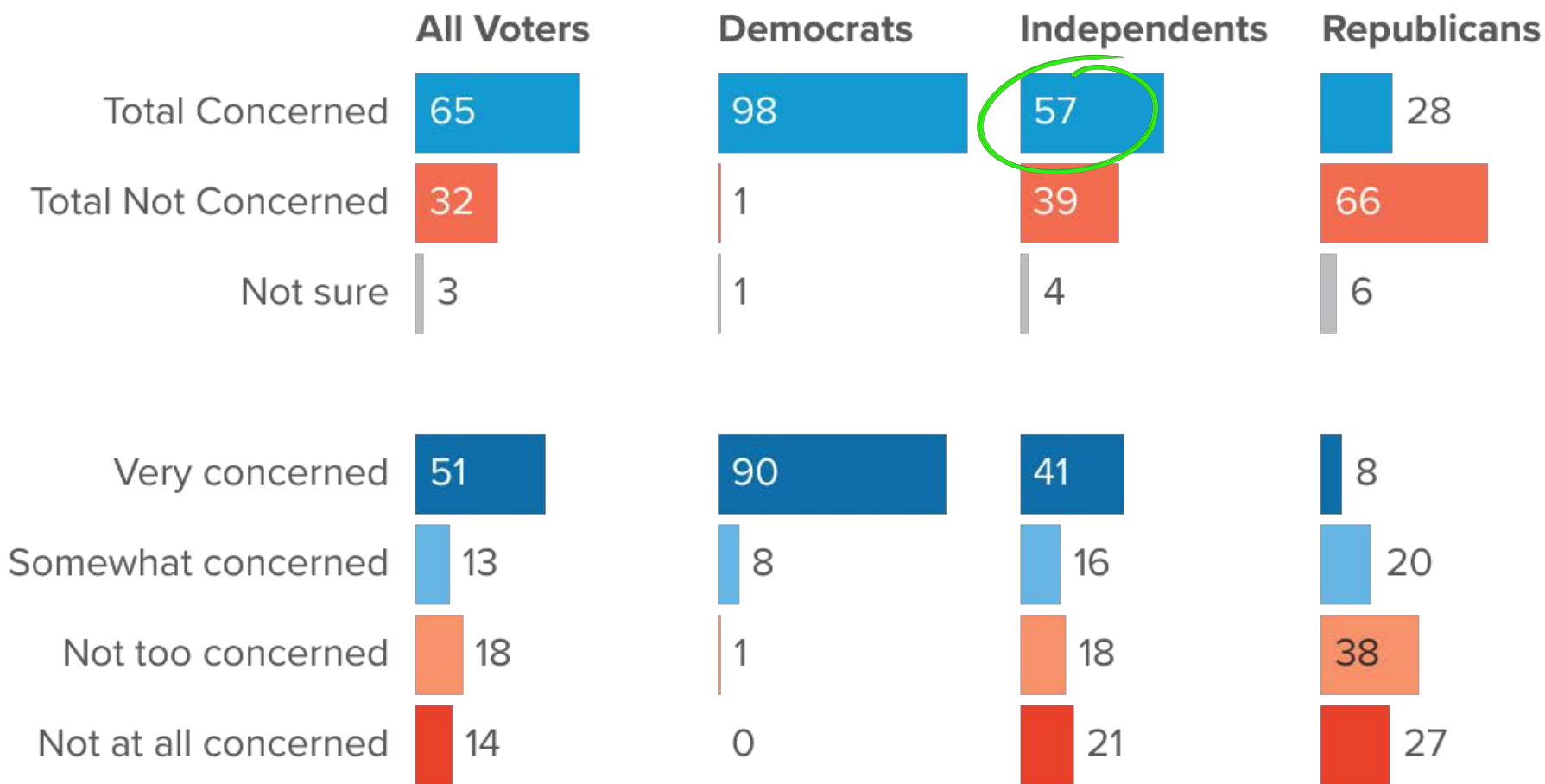
# Nearly 1/3 of Voters Misinformed on Medicaid

“To the best of your knowledge, which of the following best describes what Medicaid is?”



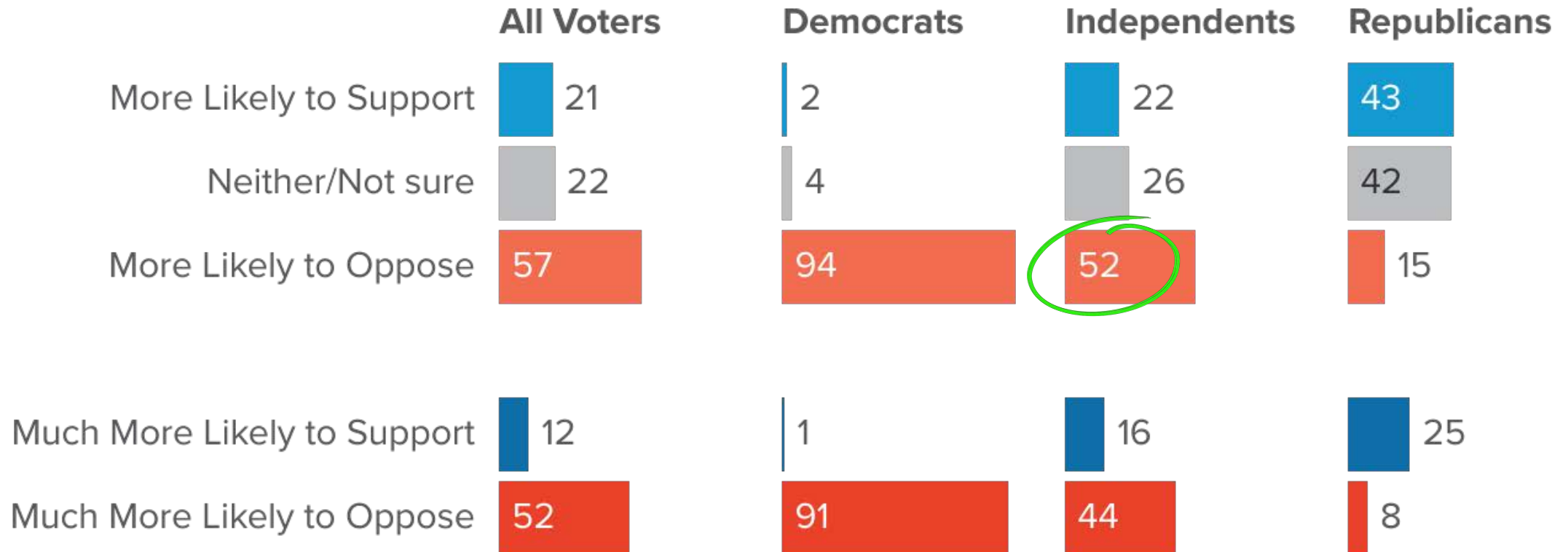
# Concern about Food Cuts in the Trump Bill

“Some analysts warn that the new “Big Beautiful Bill” passed by House Republicans could result in up to 2 million low-income children and families losing access to the Supplemental Nutrition Assistance Program, also known as SNAP. How concerned are you that these households may struggle to afford the cost of food and other basic needs?”



# Voters More Likely to Oppose Based on Health Insurance

“Critics of the legislation point to the nonpartisan Congressional Budget Office projection that says the tax and budget bill would result in 10.9 million Americans losing their health care coverage from Medicaid and the Affordable Care Act (also known as Obamacare). Does this information make you more or less likely to support the legislation?”



# Survey Methodology

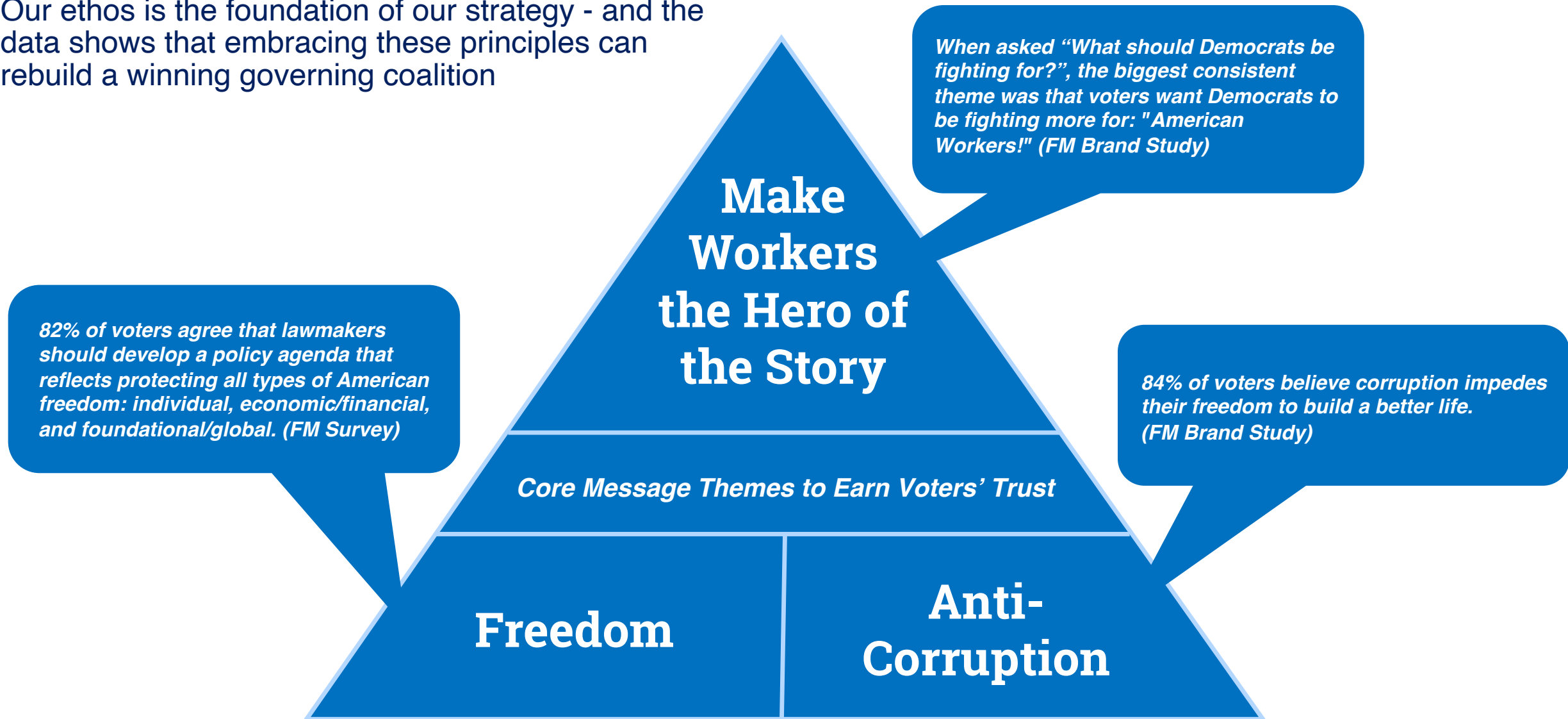
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The survey of 1,637 voters was conducted by Change Research from June 10-13, 2025. Respondents were recruited via dynamic online sampling to obtain a sample reflective of the population. Post-stratification performed on age, gender, race/ethnicity, education, region, and 2024 presidential vote.

Districts included in the survey are: AZ-01, AZ-06, CA-13, CA-22, CA-40, CA-41, CA-45, CO-08, IA-01, IA-03, ME-02, MI-07, MI-10, NE-02, NC-01, NM-02, NY-04, NY-17, OH-09, OH-13, PA-07, PA-08, PA-10, TX-34, VA-02, WA-03, and WI-03.

# Future Majority Ethos

Our ethos is the foundation of our strategy - and the data shows that embracing these principles can rebuild a winning governing coalition







**Future**  
**MAJORITY**

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

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