

Recommendations for Democrats & Allies

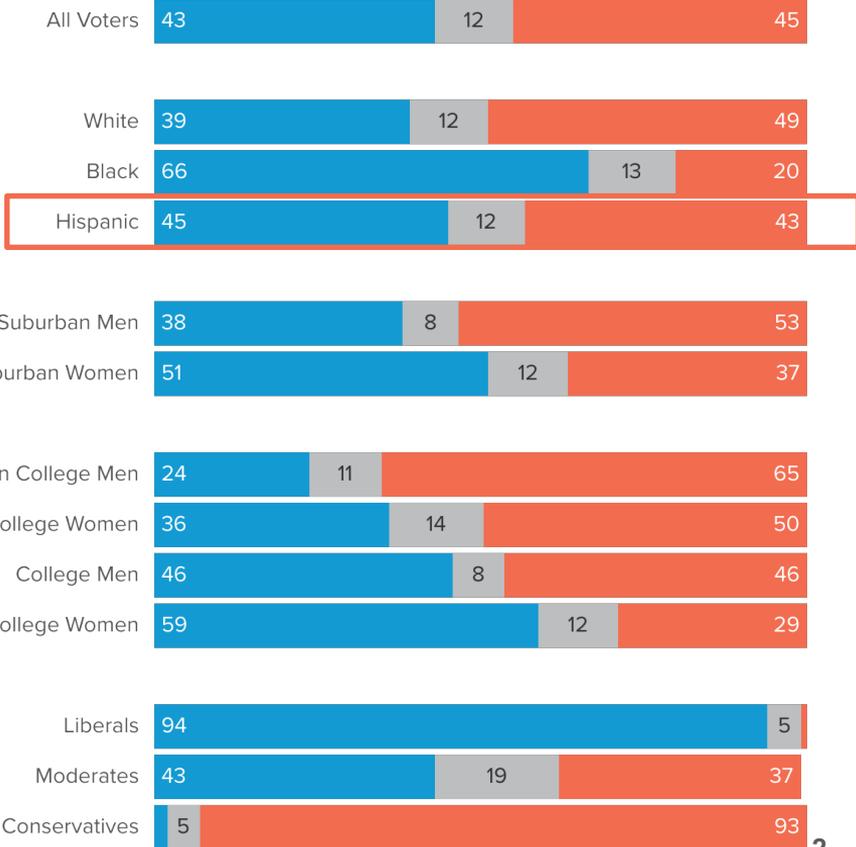
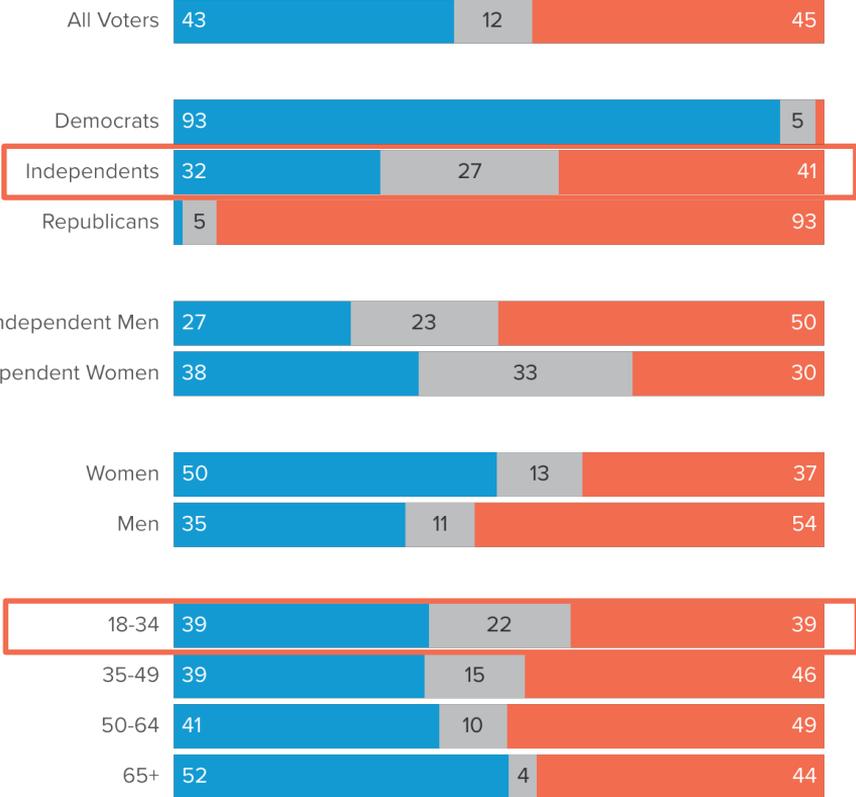
Since its founding, Future Majority has surveyed 144,488 voters across America. We have surveyed voters in battleground states and congressional districts, rural, urban, and suburban areas, and conducted deep-listening research in Florida, Nevada, North Carolina, Pennsylvania, and Texas.

This deck features data from a survey of 2,875 voters in Arizona, Florida, Georgia, Nevada, New Mexico, and Wisconsin. Interviews were conducted March 26-30, 2022 online using social media recruitment. 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.



Current U.S. House Vote: Dems are Down, but Not Out

● Democratic Candidate ● Republican Candidate ● Not Sure



Why? Democrats Have an Attitude Problem, Not a Message Problem:

Currently:

- Biden's favorable is 40%. Harris's favorable is 36%.
- The Democrat's winning coalition from 2018 and 2020 has largely crumbled: +2% with Hispanic voters, tied with voters under the age of 34, -9% with Independent voters. Democrats are only getting 66% of the Black vote.
 - Suburban women have not abandoned Biden. He maintains a +7% favorable with suburban women.

However, when the voters are asked to pick in elections, the Democrats' coalition starts coming home:

- Biden still beats Trump 47% to 45%. Harris only trails Trump by one point (46% to 47%).
 - Biden is +20% with suburban women in a head-to-head election with Donald Trump.
- The For the People message frame versus the MAGA frame moves the Democrats ahead by 9-points (53% to 44%). The coalition is rebuilt: +13% with Hispanic voters, +44% with voters under the age of 34, +9% with Independent voters. Democrats increase to 72% of the Black vote. Note: President Biden keeping his promise by appointing Supreme Court Justice Ketanji Brown Jackson (and GOP behavior during confirmation) and passing the bipartisan EQUAL Act likely increases the intensity of Black voter enthusiasm.
- **A REPUBLICAN GIFT:** 70% of voters agree that: "Any elected official or candidate who supports imposing a new federal income tax on half the population and ending programs like Social Security and Medicare is waging open war on working families."

For the People Message Compared to the Generic U.S. House Vote

Generic US House Vote

Democratic Candidate

43%

Republican Candidate

45%

Not sure

12%

FTP Message

A candidate who is 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.

+10%

53%

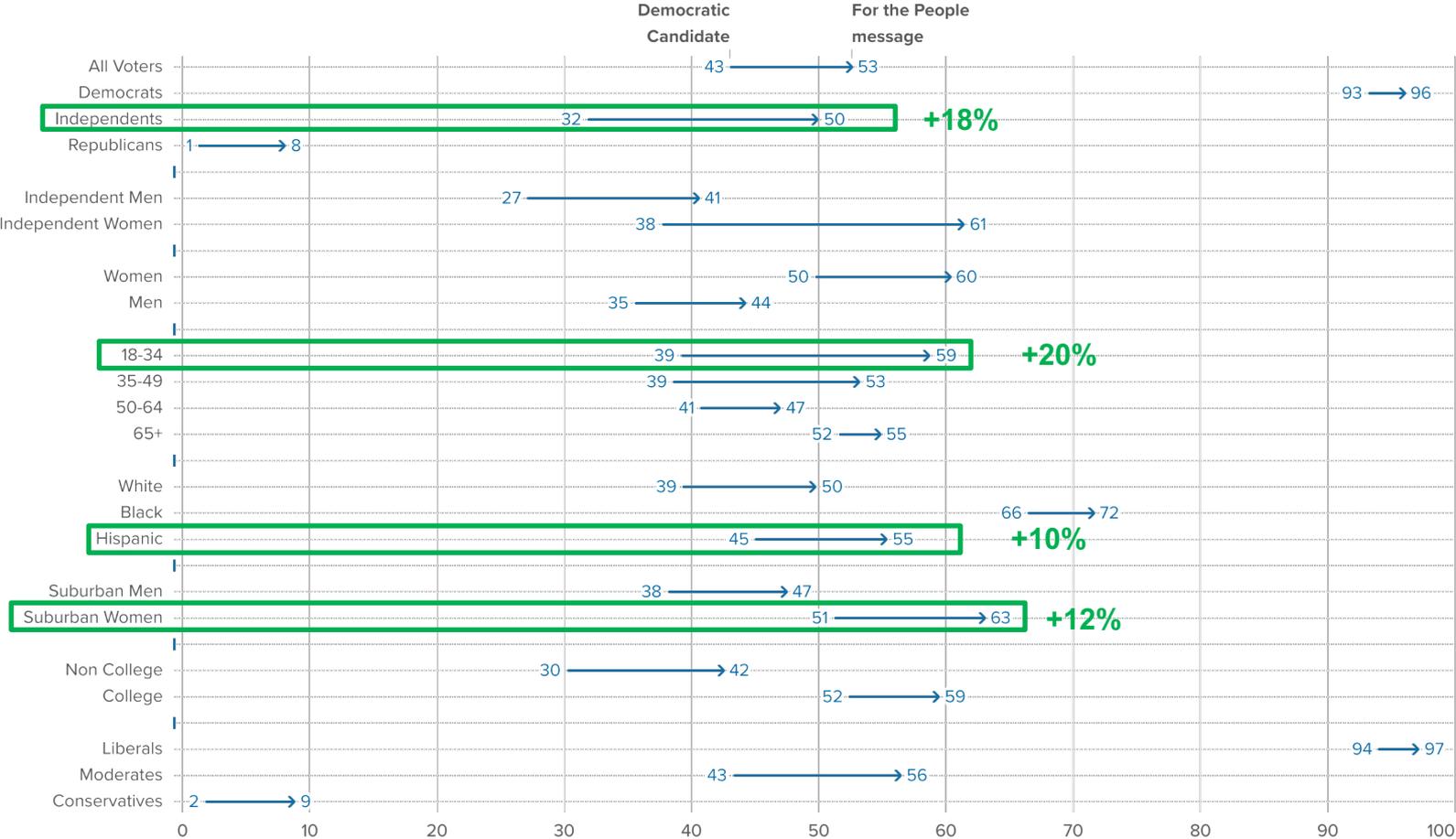
A candidate who will make America Great by getting inflation under control by cutting the out-of-control government spending, getting people back to work, cracking down on violent crime, is against the teaching of Critical Race Theory, and will secure the southern border with Mexico.

44%

Not sure

4%

The Winning Coalition is Rebuilt with the FTP Message



Finish the Legislative Calendar Strong:

PASS THIS NOW: 89% of voters support proposals in Congress to cap insulin prices at \$35 per month and hold pharmacy benefit managers accountable for what they charge consumers for life saving drugs. Note: 91% of Hispanic voters who currently do not have a very favorable opinion of President Biden say this would improve how they view him, including 70% who say they would find him much more favorable.

PASS THIS NOW: 80% of voters (including 82% of Democrats and 75% of Independents) say is important to them for Congress to pass, on a bipartisan basis, the competitiveness with China bill which would guarantee American industry competes globally by investing tens of billions reshoring the semiconductor industry, so that the US become less vulnerable to foreign control of supply chains and more innovative.

DO IT NOW: 70% of those voters, including 55% of Independents, say that if “The Biden Administration forgives \$50,000 of student loan debt,” they will have a more favorable view of the president.

DO IT NOW: Democrats should also seriously consider a major stand-alone climate package. Doing this forces Republicans to vote against energy security instead of allowing this hollow Republican talking point to continue. Putin’s war and Putin’s effort to wreak havoc on global prices, aided by the Chinese and Saudis, in hopes to get Trump again, is reason enough to play offense on climate.

Future Majority Recommendations to Democrats

- Stop anguishing over culture war attacks.
- Stop fretting over policy.
- Stop fighting with each other.
- Start getting into election mode. Respond & pivot from culture war attacks.
- Start having Joe Biden and Kamala Harris's back.
- Start being a team and take the fight to the Radical & Reckless Republicans.

To discuss in-depth details of the data further, please get in touch:

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