



Analysis of Voter Attitudes on the Cost of Living

It's All About the Pocketbook

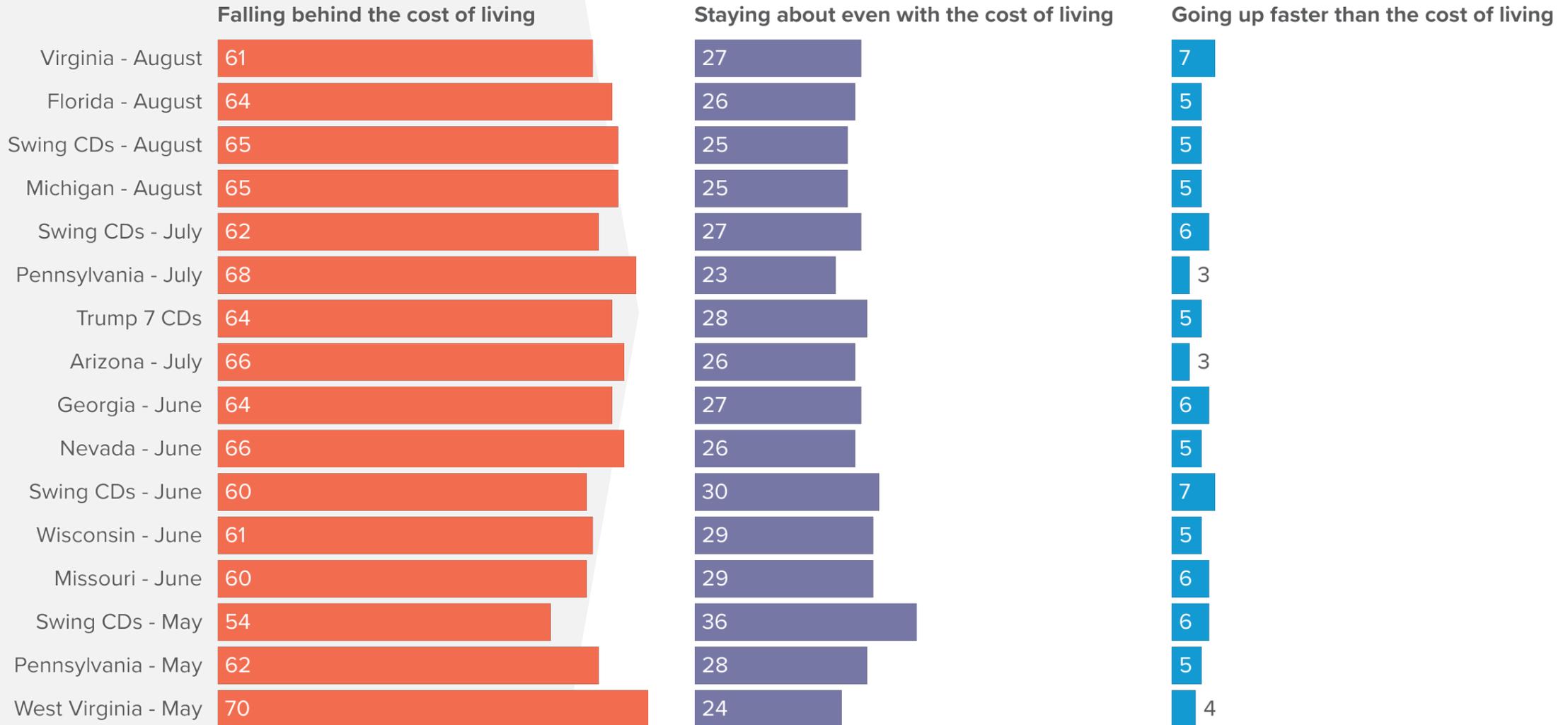
Future Majority has tracked voters' opinions about their economic outlook for several months – and it continues to be a warning sign for Democrats and their governing agenda.

More than 60% of voters in tossup congressional districts and swing states consistently say their income is falling behind the cost of living, 20% say their income is staying even with the cost of living, and very few Americans say their incomes are rising.

The price of groceries, gas prices, and housing costs are frequently the top three reasons identified by voters why their incomes are falling behind.

The following two slides identify two of Democrats' biggest concerns as they evaluate the midterm landscape.

Would You Say Your Income Is:



Have the Following Gone Up/Down/Stayed the Same

% Gone Up

	Your gas prices	Home prices in your area	Your cost of groceries	Your health care costs	Your taxes	Crime in your community	Your 401K or retirement investments
Virginia - August	89	88	87	64	60	45	28
Florida - August	90	94	92	57	55	36	24
Swing CDs - June	93	92	87		61	51	27
Pennsylvania - July	95	87	89		62	50	24
Trump 7 CDs	94	91	90		65	47	24
Arizona - July	90	94	88		61	53	22
Georgia - June	88	87	89		68	62	25
Nevada - June	95	94	88		63	57	24
Swing CDs - June	92	91	87		60	50	27
Wisconsin - June	91	93	89		64	54	29

About Future Majority

Since its founding, Future Majority has surveyed 117,206 voters with our partners at Change Research, including 42,300+ since the 2020 Election. This public information is shared from the following surveys:

- 20,111 likely voters in the 37 congressional districts decided by +/- 5 points in 2020
- 2,156 voters in seven congressional districts held by Democrats that Trump won in 2020
- 3,738 voters statewide in Arizona
- 1,585 voters in Florida
- 1,603 voters statewide in Georgia
- 2,141 voters statewide in Michigan
- 1,733 voters statewide in Missouri
- 1,335 voters statewide in Nevada
- 2,363 statewide voters in Pennsylvania
- 1,334 voters in Virginia
- 1,546 voters in Wisconsin
- 2,513 voters in West Virginia

To discuss more, contact
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Previous Reports

For reference and background, the following reports provide additional context and background data for the recommendations found in this memo.

- Public Sentiment on the For the People Act ([March 24, 2021](#))
- Support for President Biden's Jobs Plan & Proposals to Pay for It ([April 29, 2021](#))
- Future Majority's Winning the Future study on voter attitudes ([May 2021](#))
- Battleground CDs Survey: Play Offense ([June 14, 2021](#))
- Battleground Survey: Wisconsin, Nevada, and Georgia ([June 24, 2021](#))
- Future Majority's Playbook 2.0 ([June 2021](#))
- Message Delivery ([July 19, 2021](#))
- Future Majority's Playbook: Message Discipline ([July 2021](#))
- Jobs: Michigan and the Battleground Congressional Districts ([August 16, 2021](#))
- Voter Opinions on Defending Freedom and Democracy: Florida and Virginia ([August 23, 2021](#))



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