

The Playbook 2.0

The Next 100 Days of Governing:
The American Jobs and Families Plan

The Next 100 Days

Playbook 2.0 – The Next 100 Days is designed to help leaders think through their governing strategy on the key issues of the day.

Since the 2020 election, Future Majority with our partners at Change Research, have surveyed 9,264 voters, including 1,213 likely voters (May 10-14) in the 37 congressional districts decided by +/- 5 points, 1,093 voters in Pennsylvania, and 1,044 voters in West Virginia. We surveyed 892 voters in Arizona, 983 voters in Michigan, 603 voters in NH-01, and 967 voters in West Virginia (April 9-12). Future Majority has also completed a first-of-its-kind metaphor elicitation study of American swing-state voters that provides a deep understanding of how they see the Democratic and Republican parties, how they feel about America now and into the future, and where governing parties can connect with and deliver for the American voter. Since its founding, Future Majority has surveyed 84,752 voters.

The appendix to this report includes supplemental survey data on voter attitudes.

- State of Play: Pages 50-68
- Infrastructure: Pages 69-95
- HR1: Pages 96-137

To discuss more, contact
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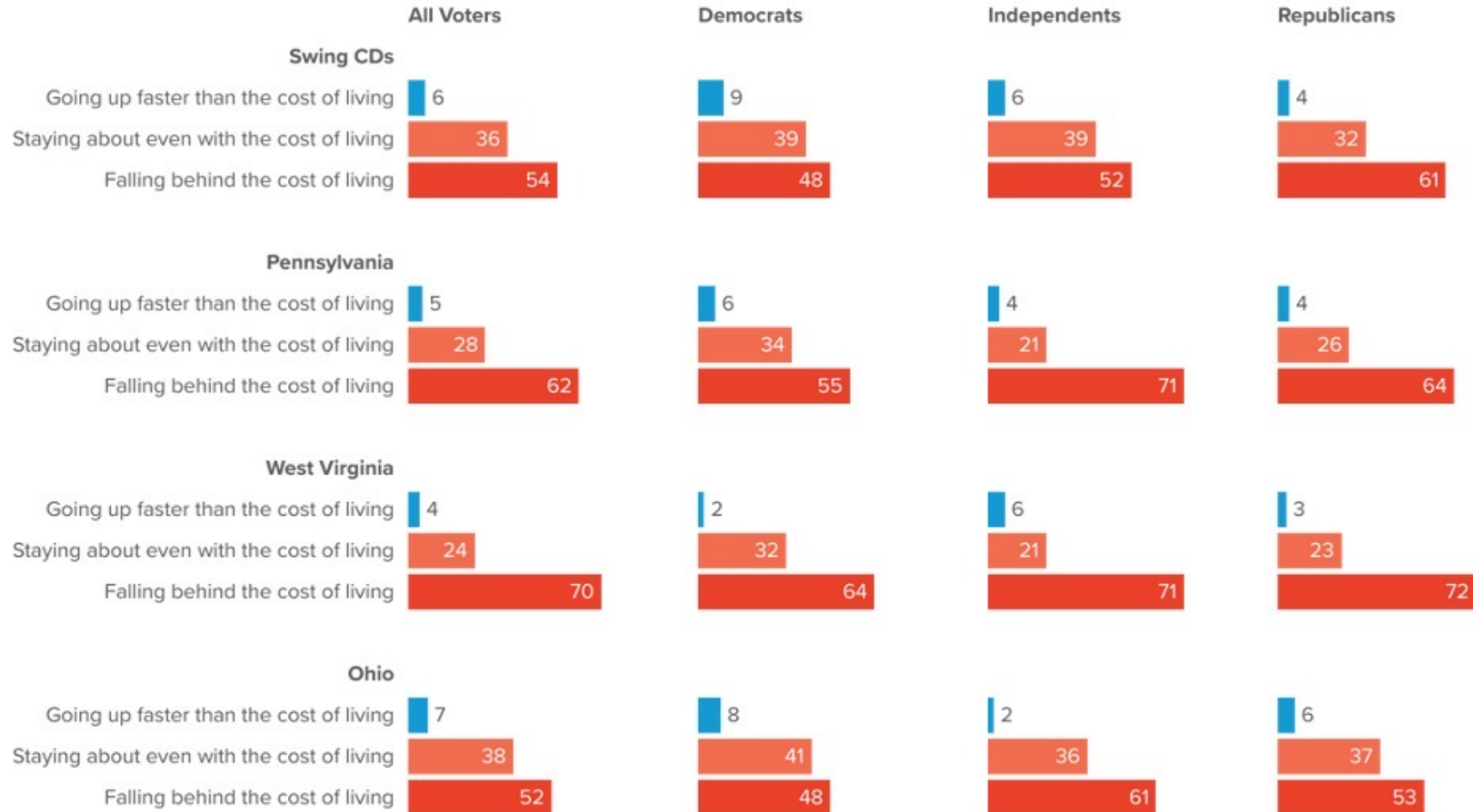
Voters Think Government Does Not Work for Them

Thinking about the US government and its role in your life, how well do you think it is working for you?



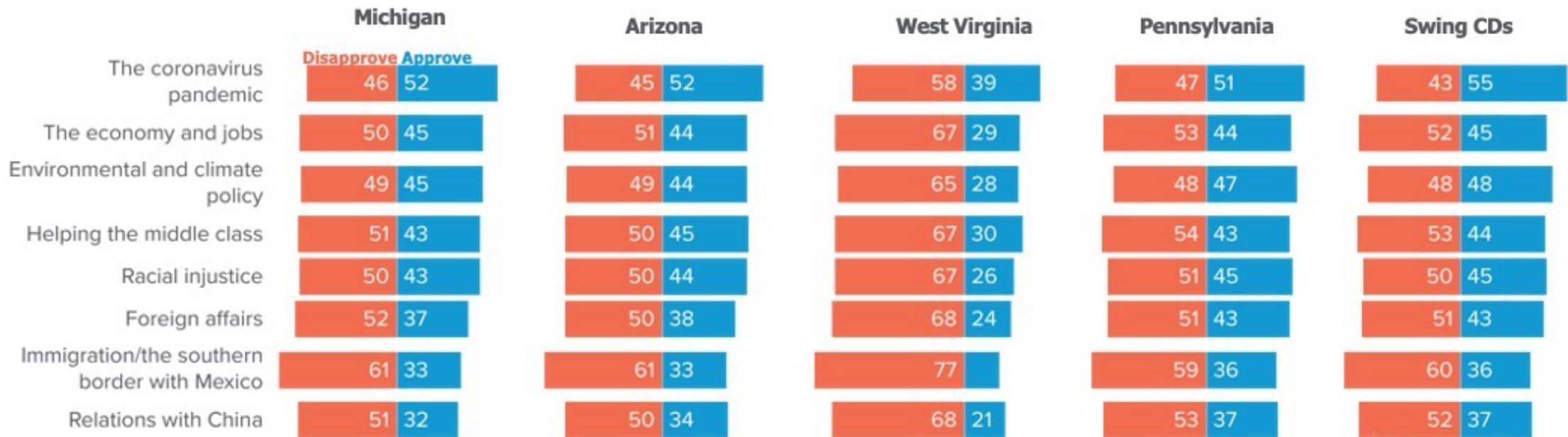
Voters Feel Like They're Stagnant or Falling Behind

Would you say your income is:



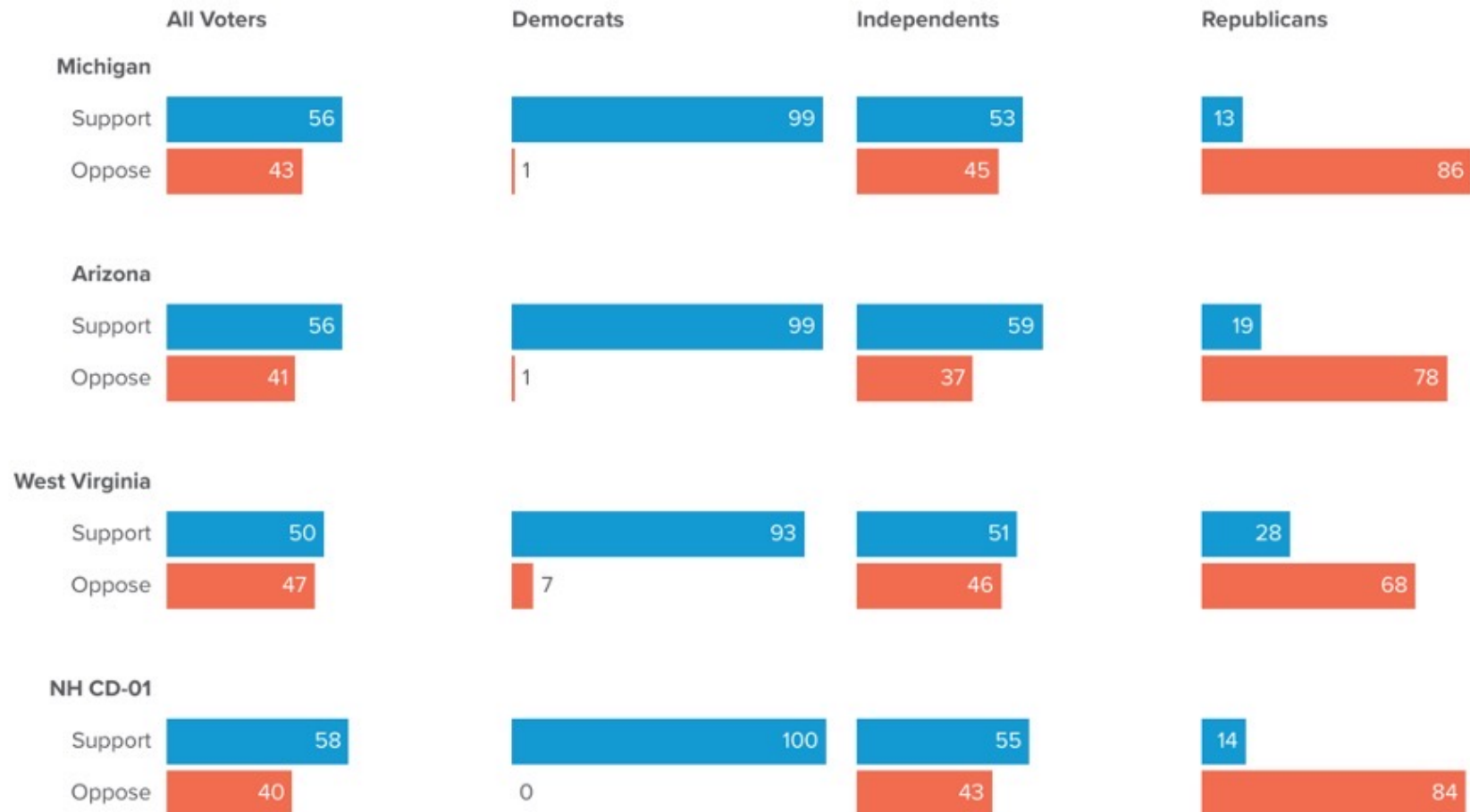
President Biden's Honeymoon is Over

Approval of Joe Biden's Job on Issues



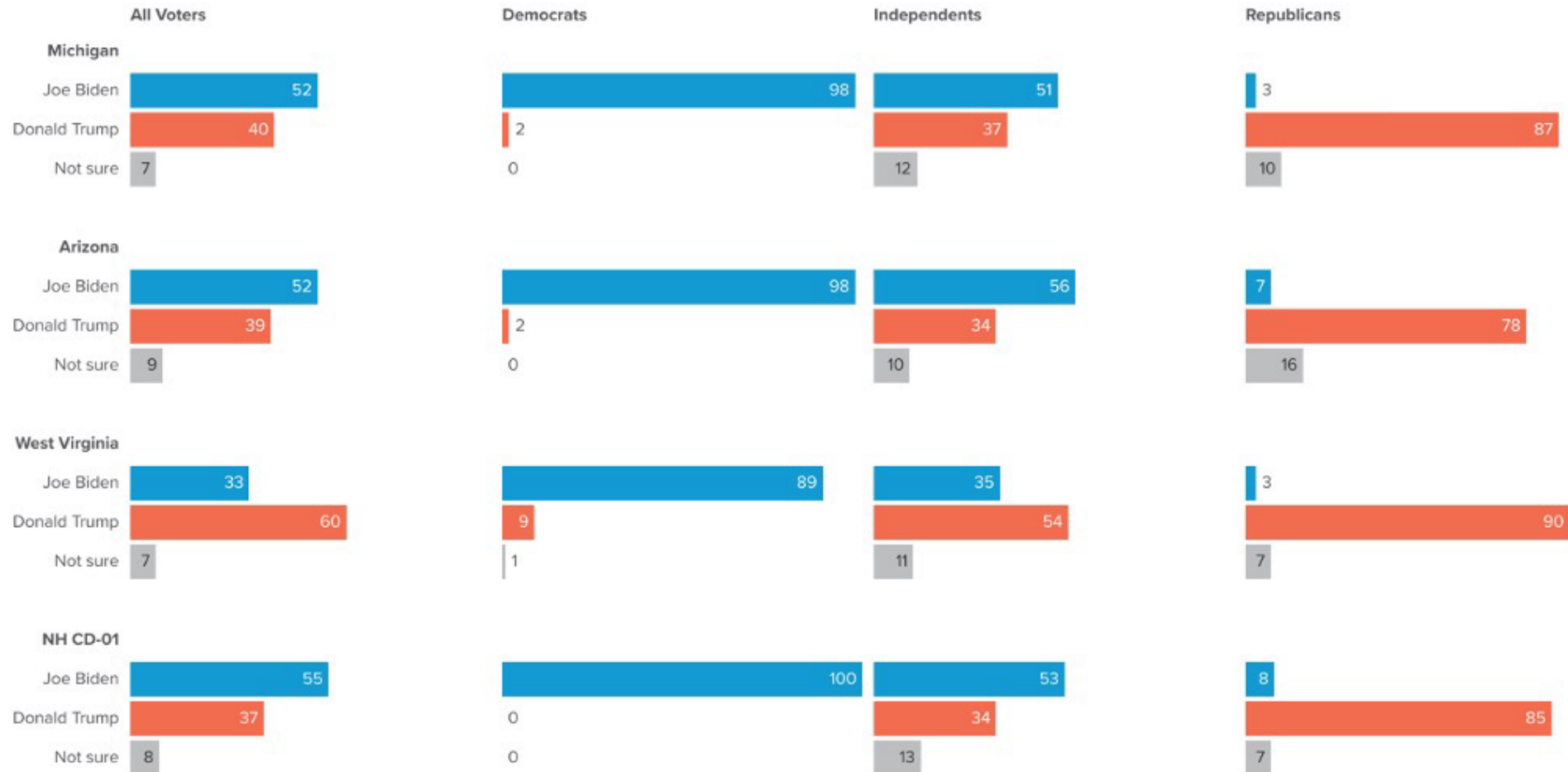
Voters Support the American Rescue Plan

Congress recently passed a \$1.9 trillion funding bill, which would distribute the vaccine more quickly, provide \$1400 to individuals and children, increase unemployment benefits, require paid leave, subsidize childcare, create 100,000 public health jobs, provide rental aid and small business aid, and more. Do you support or oppose this?



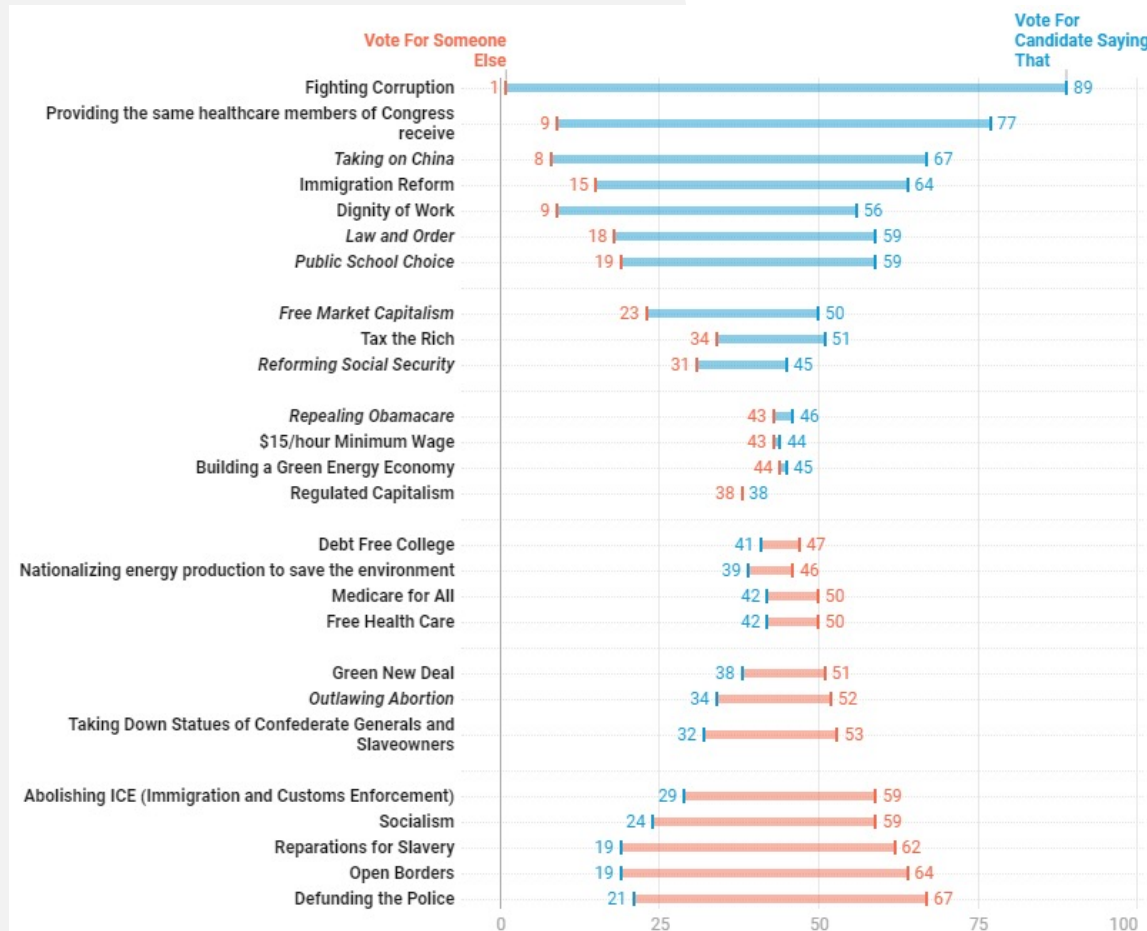
Partisan Divide Persists Among Voters on 2020 Outcomes

In your opinion, who was the legitimate winner of the 2020 Presidential election?

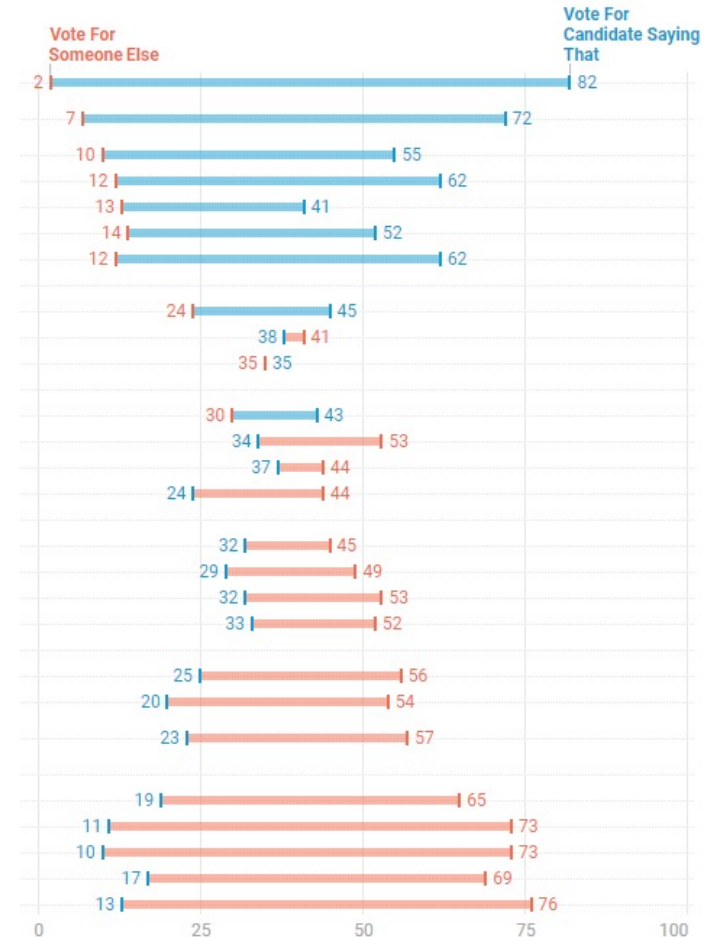


Likelihood to Vote for Candidates Based on Policy Snapshots

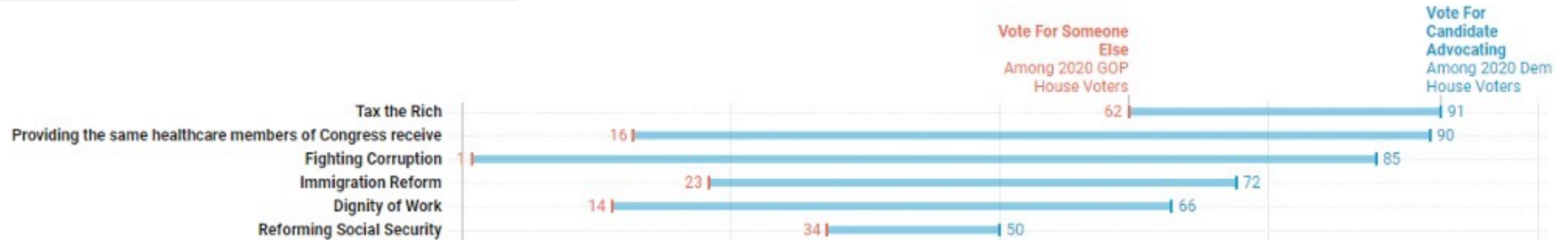
Among All Voters



Among Independents

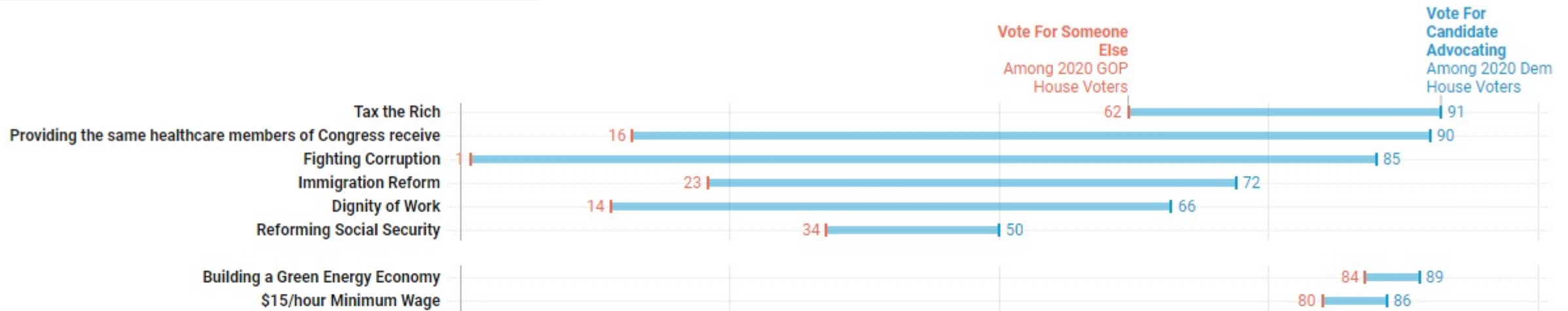


Likelihood to Vote for Candidates Based on Policy Snapshots



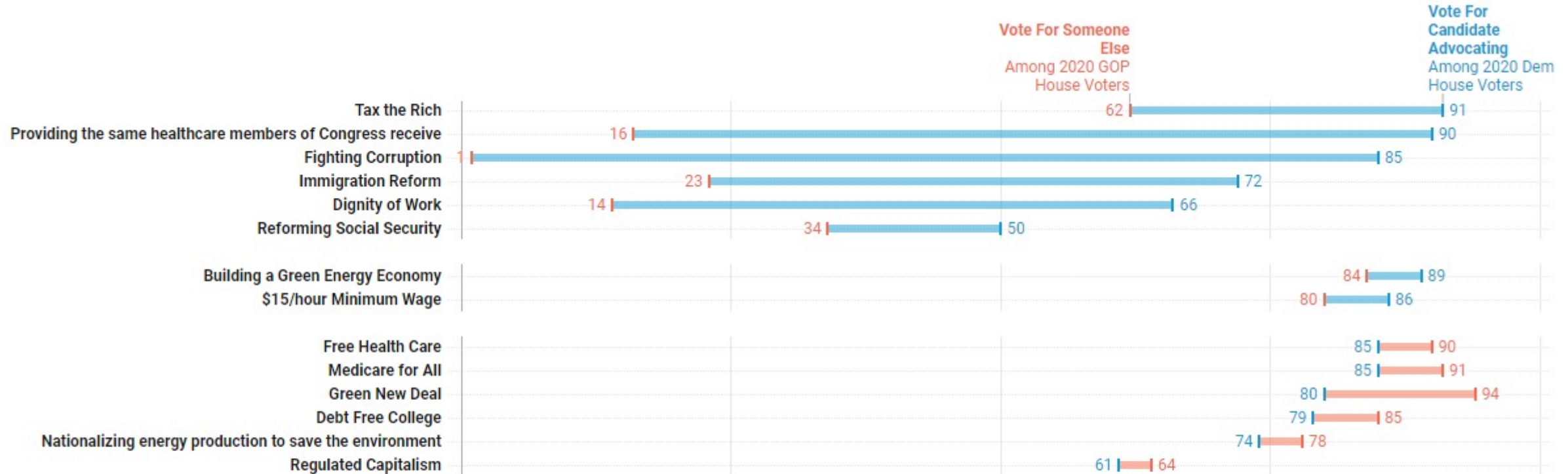
Strong with Democrats – Minimal GOP Backlash

Likelihood to Vote for Candidates Based on Policy Snapshots



Strong with Democrats – High GOP Backlash

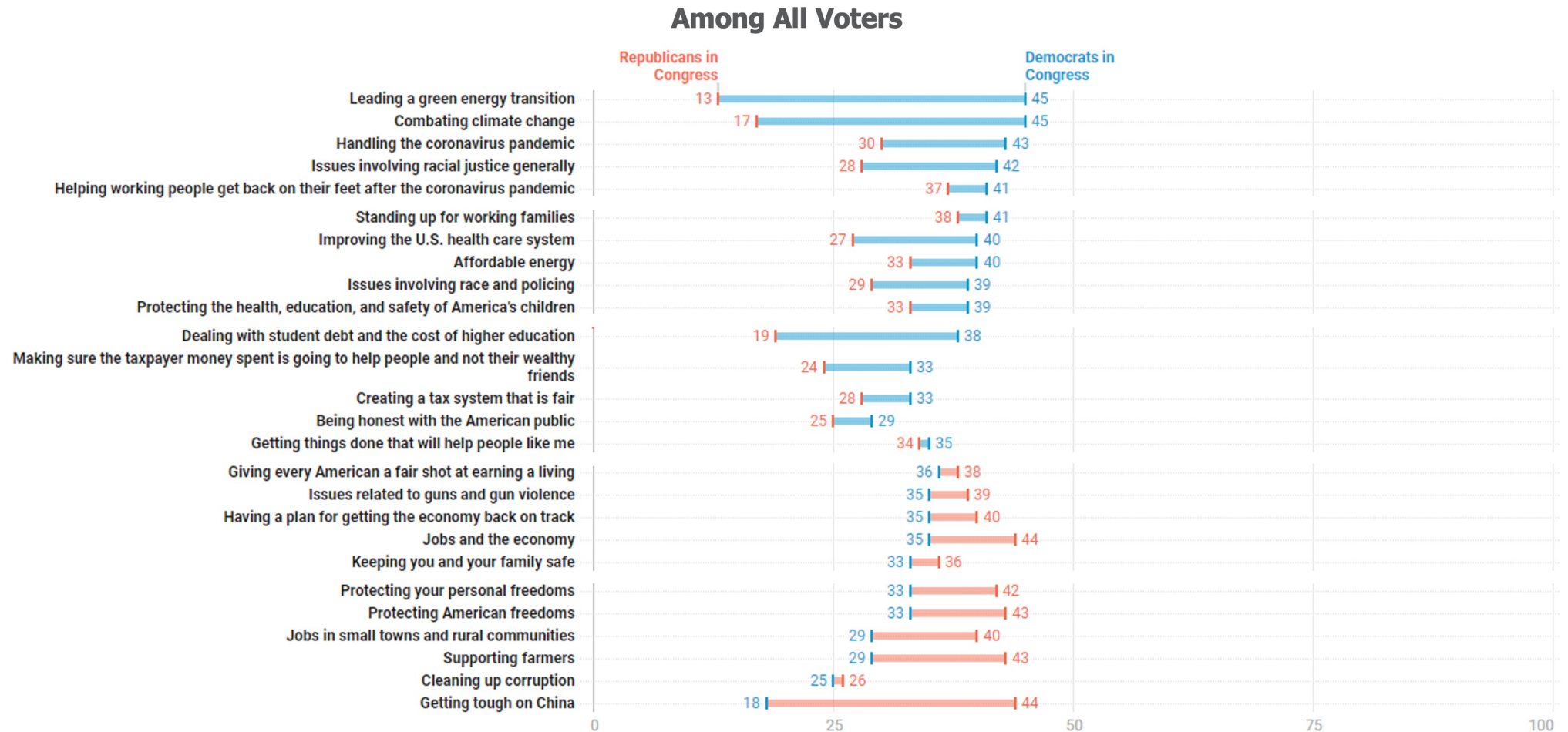
Likelihood to Vote for Candidates Based on Policy Snapshots



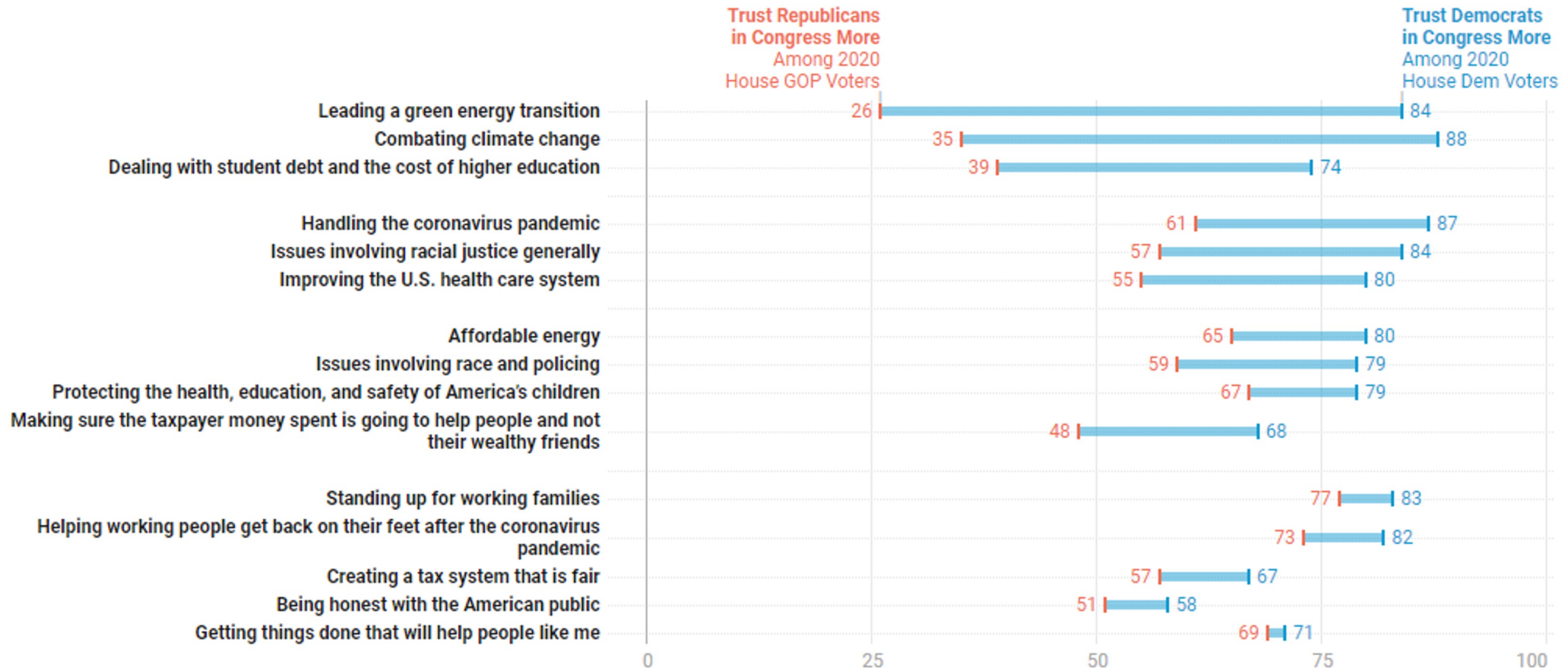
Strong with Democrats – Even Higher GOP Backlash

A Majority of Voters Do Not Trust Democrats Over Republicans

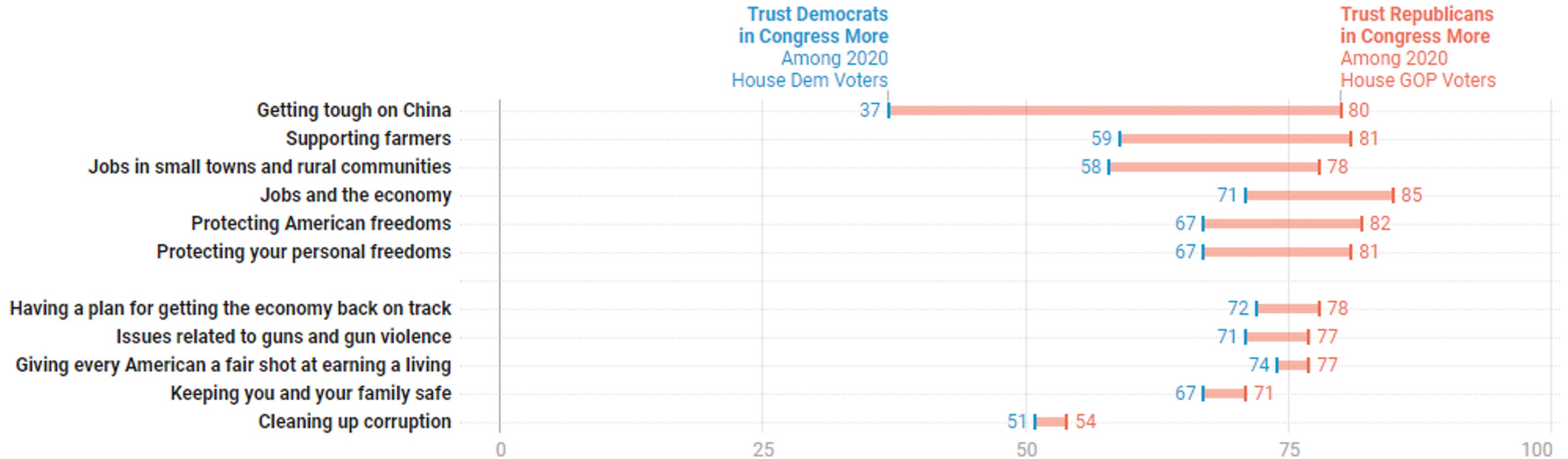
Who Do You Trust More on Issues?



Issues with a Clear Underlying Democratic Advantage



Issues with a Clear Underlying Republican Advantage



Recommendations

In our February Playbook, we made **Five Recommendations**. We are building on these by focusing on strategic opportunities give the Democrats an advantage to win in the midterm election, as well as identifying several trap doors to be mindful of as Democrats govern.

1. **Governing is the Message.** Americans want government to work and Democrats have an historic opportunity to deliver for voters. Continuing to handle COVID-19 and the economic recovery is critical.
2. **Define the Hero of the Story as the American Worker.** The provisions of the American Jobs Plan and American Families Plan are popular and can easily be framed as helping Americans get back to work.
3. **Don't Cede the word, "Freedom."** Our research shows Independent voters rank "freedom" as the top American value, but Democrats don't use the word often in their messaging.
4. **Understand the "D" Brand Weakness.** Our latest research shows voters, especially Independents, believe Democrats overspend. We urge Democrats to use "invest" rather than "spend" when messaging their agenda.
5. **Focus on Winning:** Democrats should give moderates like Sens. Manchin & Sinema breathing room to do their jobs and navigate the complexities of their states. Remember: Winning in 2022 isn't going to be easy, and Democrats should focus on reminding voters of persistent GOP opposition to popular policies rather than infighting.

Base Turnout + Undecided Independents Will Determine the Balance of Power

25% of Independent voters are undecided versus 4% of Democrats and 6% of Republicans who say they are undecided.

- Who are these Independents who will likely determine the control of the balance of power?
 - 61% under 50 (31% 18-34, 30% 35-49)
 - 14% Hispanic or Latino
 - 46% college graduates
 - 3% Black voters
- Attitudes
 - 2020 Vote: 44% Biden, 38% Trump, 11% Jorgenson, 5% Did not vote
 - Democratic Party: 15% favorable, 58% unfavorable
 - Republican Party: 16% favorable, 63% unfavorable
 - Donald Trump: 23% favorable, 62% unfavorable
 - Joe Biden: 35% favorable, 52% unfavorable; Kamala Harris: 31% favorable, 51% unfavorable
 - Government working for you: 27% well, 66% not well
 - Income/cost of living: 58% falling behind, 33% staying even, 5% going up
 - Biden approval: 45% approve, 51% disapprove
 - Biden on coronavirus: 50% approve, 43% disapprove

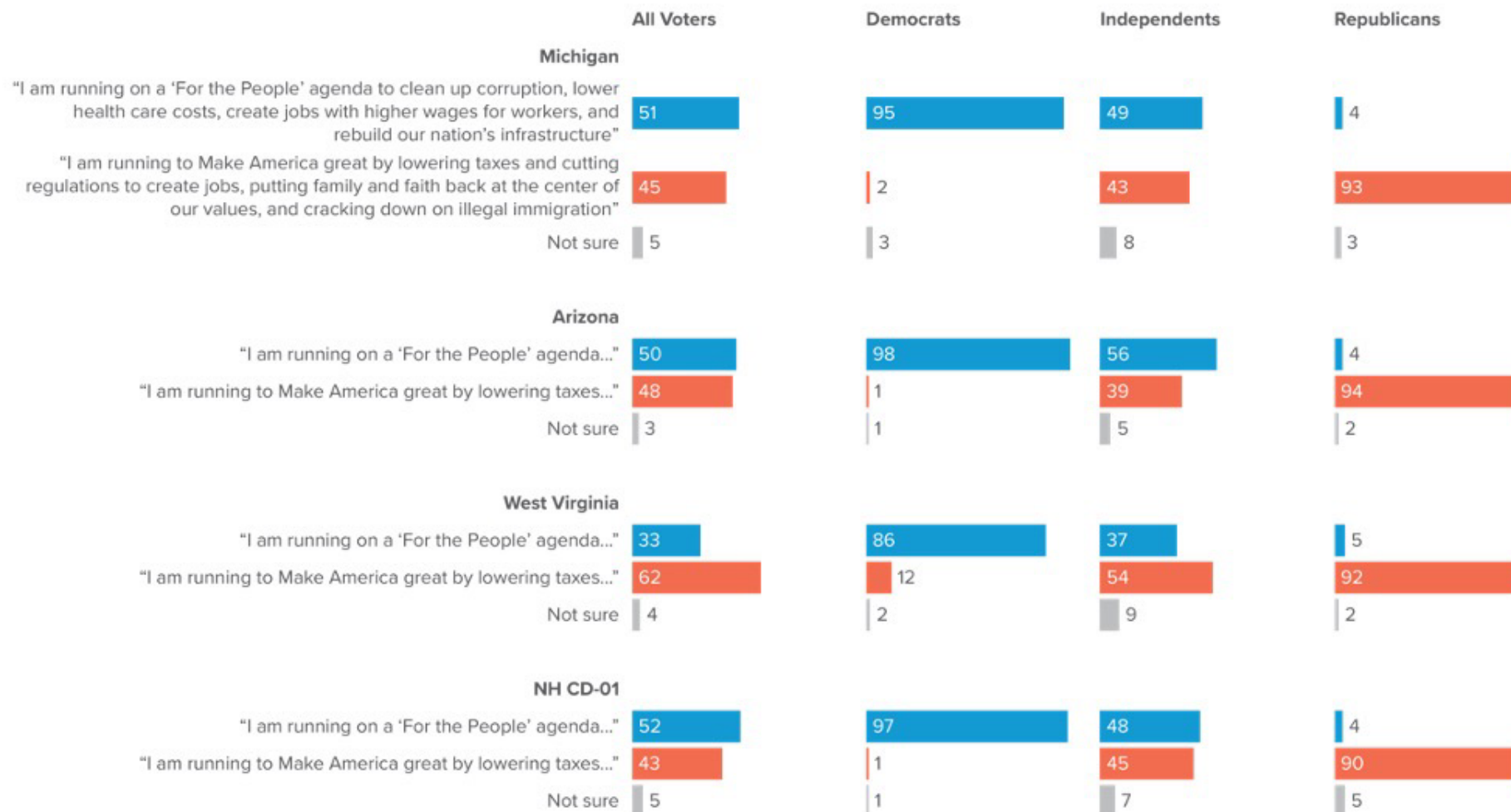
The Agenda

In our November 2020 report we stressed two key points:

1. **The “For the People” Agenda Worked Then -- and It Still Does.** In our recent poll, the message “I am running on a ‘For the People’ Agenda to clean up corruption, lower health care costs, create jobs with higher wages for workers, and rebuild our nation’s infrastructure” gets the Democrat to 50% and above in Arizona, Michigan and NH 01. In Arizona, 56% of Independent voters pick the For the People Agenda over the GOP “Make America Great” message: “I am running to Make America Great by lowering taxes and cutting regulations to create jobs, putting family and faith back at the center of our values, and cracking down on illegal immigration.” (Pages 11-12)
2. **Jobs. Jobs. Jobs.** President Biden’s American Jobs Plan garners 61% support in AZ, 58% in MI, 60% in NH 01 and 53% in WV, including 54% of Independent voters in WV. And with the key demographic 69% of Arizona suburban women support the bill and 78 percent of white voter between the ages of 18-34. (page 19-24). In swing congressional districts, 55% support the Jobs Plan, including 53% of independent voters.

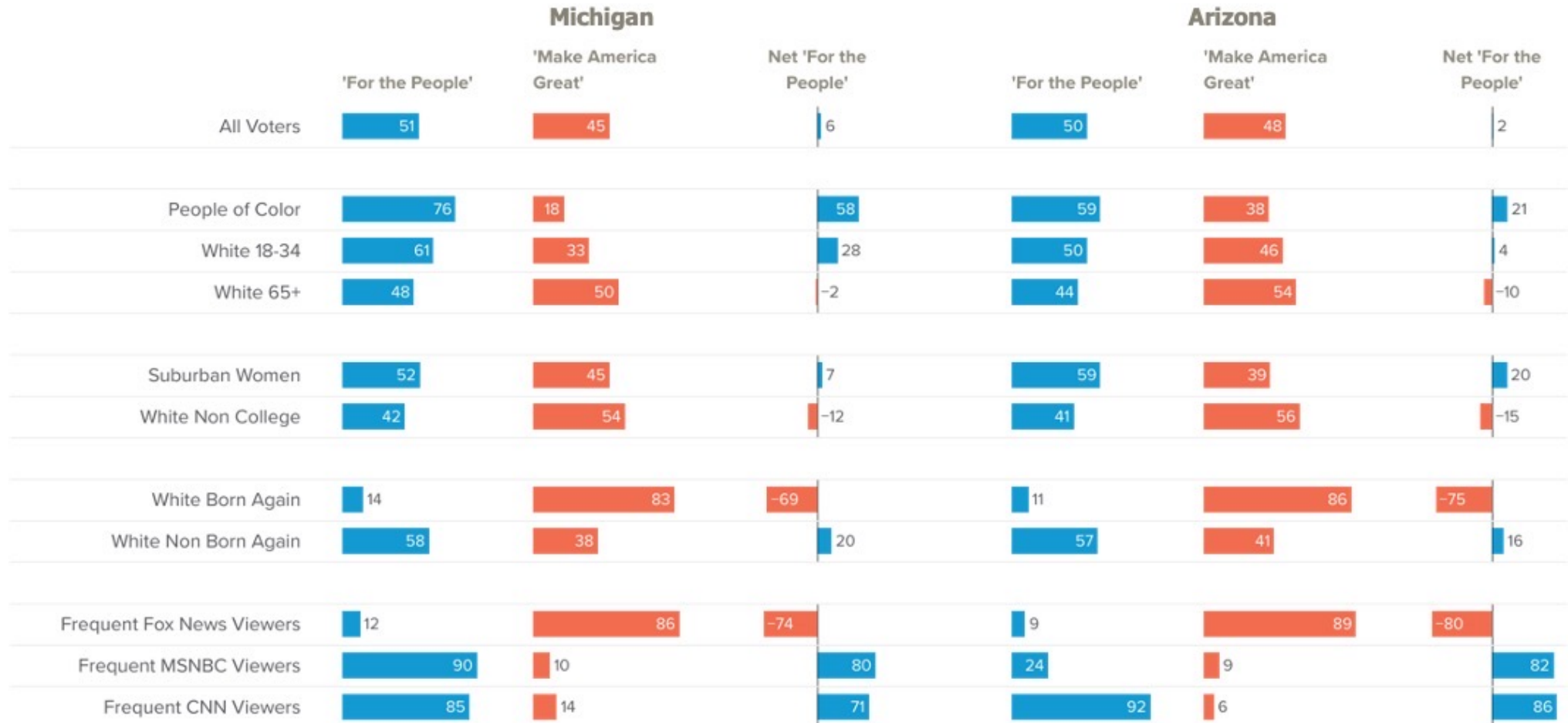
For the People Message Framing Works

If an election came down to a choice between the following, who would you vote for:



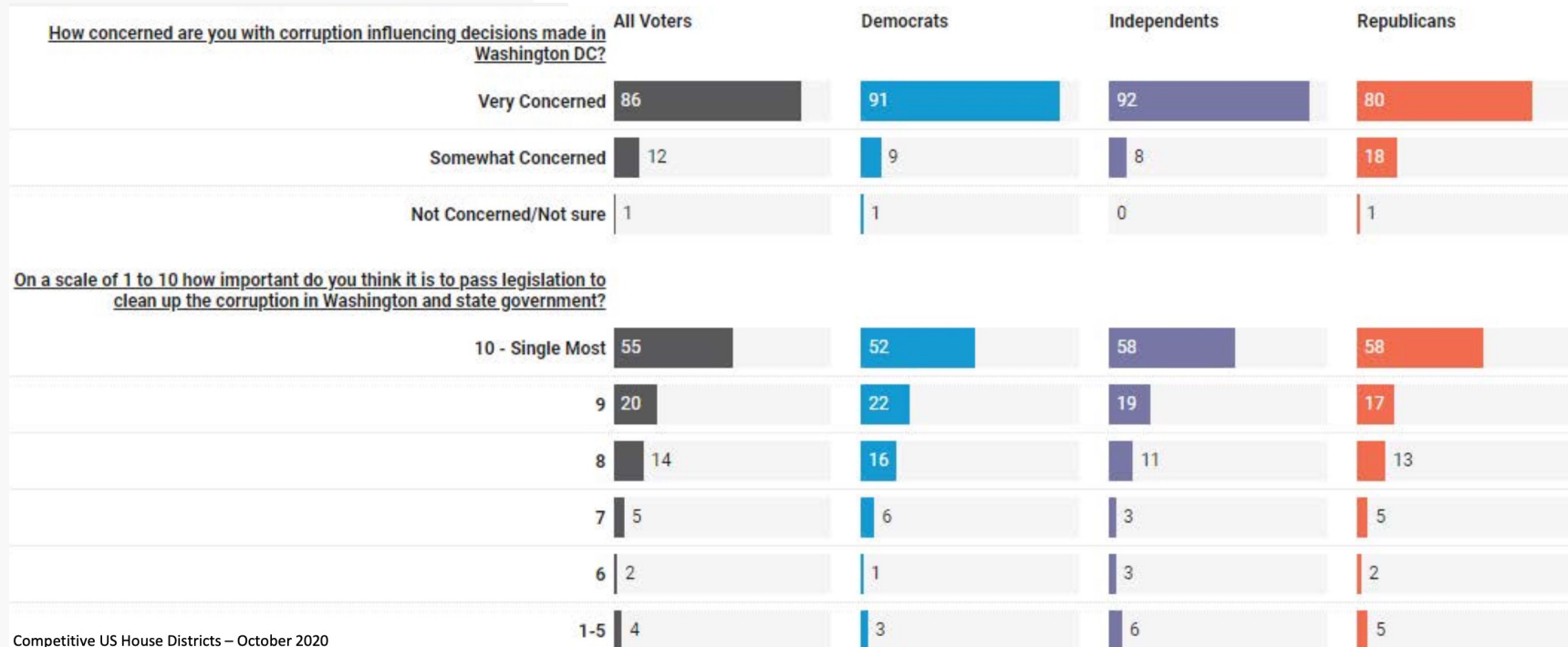
For the People Outperforms Make America Great

If an election came down to a choice between the following, who would you vote for:



The Power of the For the People Act

HR1/S1 is a powerful electoral weapon. Define the Democrats as fighting corruption and for stronger ethics and the Republicans voting against before the Republicans define the Democrats as the incumbent swamp. Trump said, “drain the swamp.” Triangulate the Trump base from their candidates. This is a yearlong messaging operation – earned media and paid communication effort.



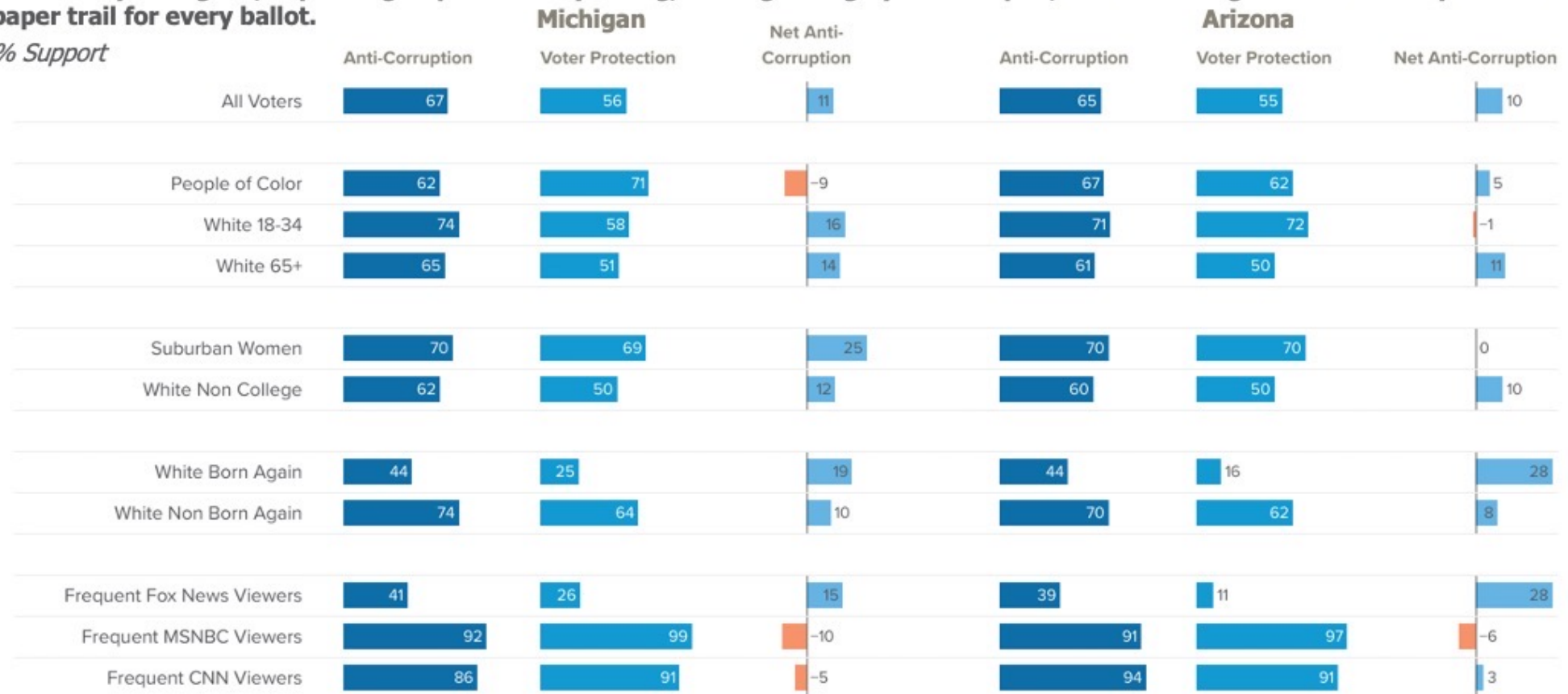
HR1 Earns High Marks When Framed As Anti-Corruption Legislation

The bill called the For the People Act has been passed by the U.S. House and is now in the U.S. Senate. Do you support or oppose this?

(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.

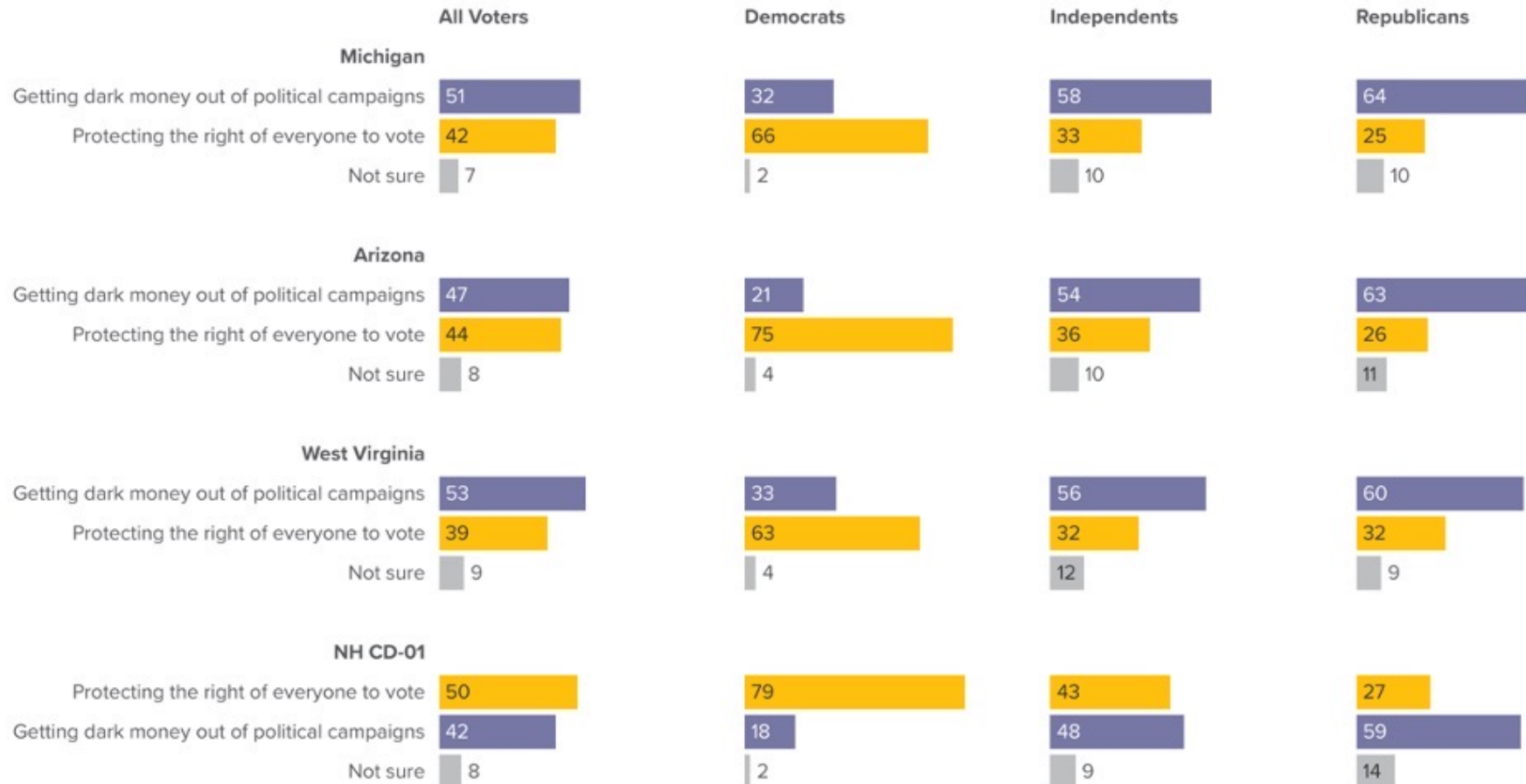
(Voter Protection Frame) It would protect voting rights by ending partisan gerrymandering, automatically registering citizens to vote if they're eligible, expanding in-person early voting, making voting by mail simpler, and enhancing election security with a paper trail for every ballot.

% Support



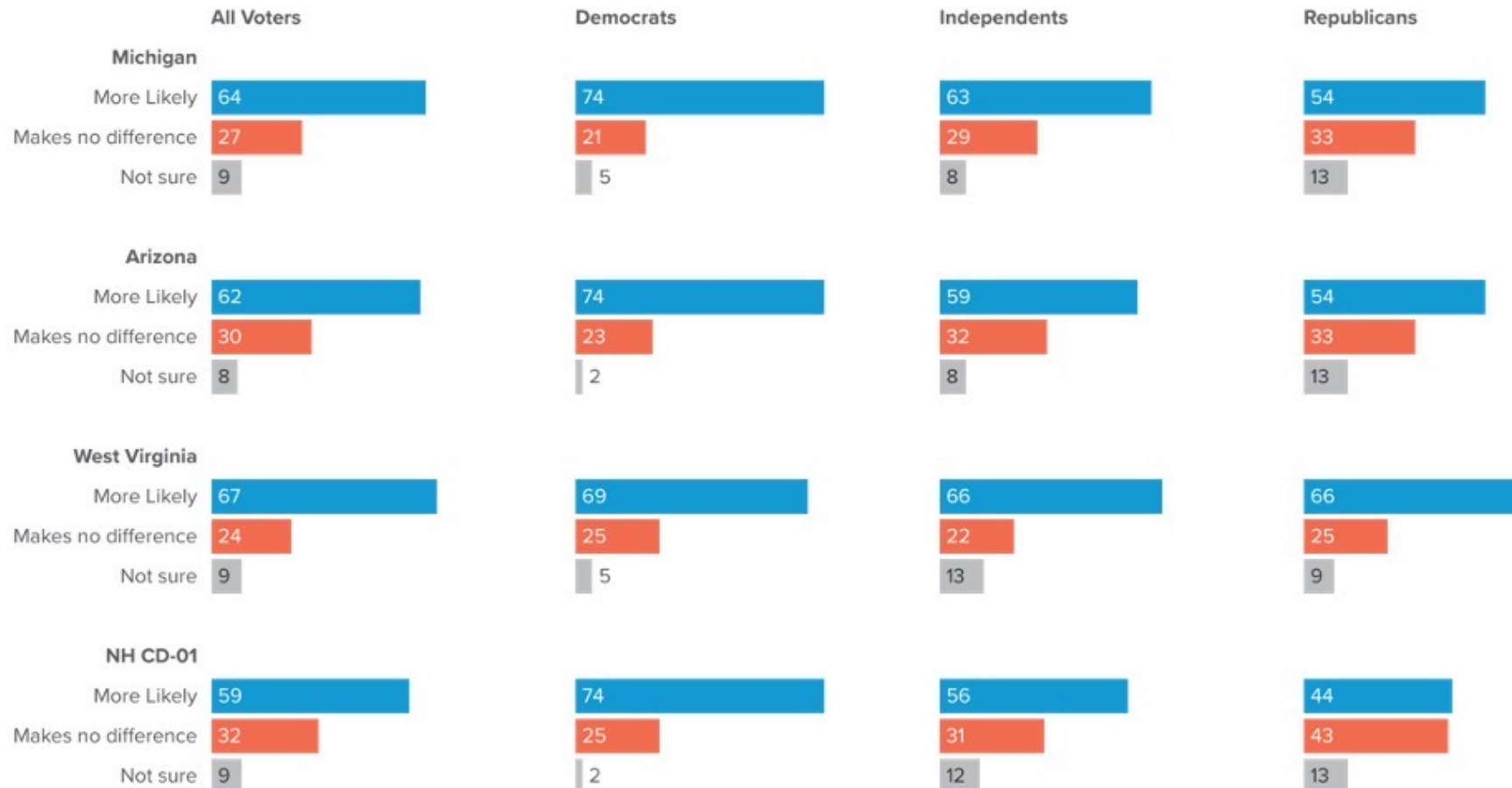
HR1 Earns High Marks When Framed As Anti-Corruption Legislation

Which do you think should be a higher priority for Congress:



HR1 Earns High Marks When Framed As Anti-Corruption Legislation

If a bill in Congress combines protecting and expanding voting rights with fighting corruption and reforming Congressional ethics, would you be more likely to support it than a bill that protects voting rights alone or would that make no difference to you?

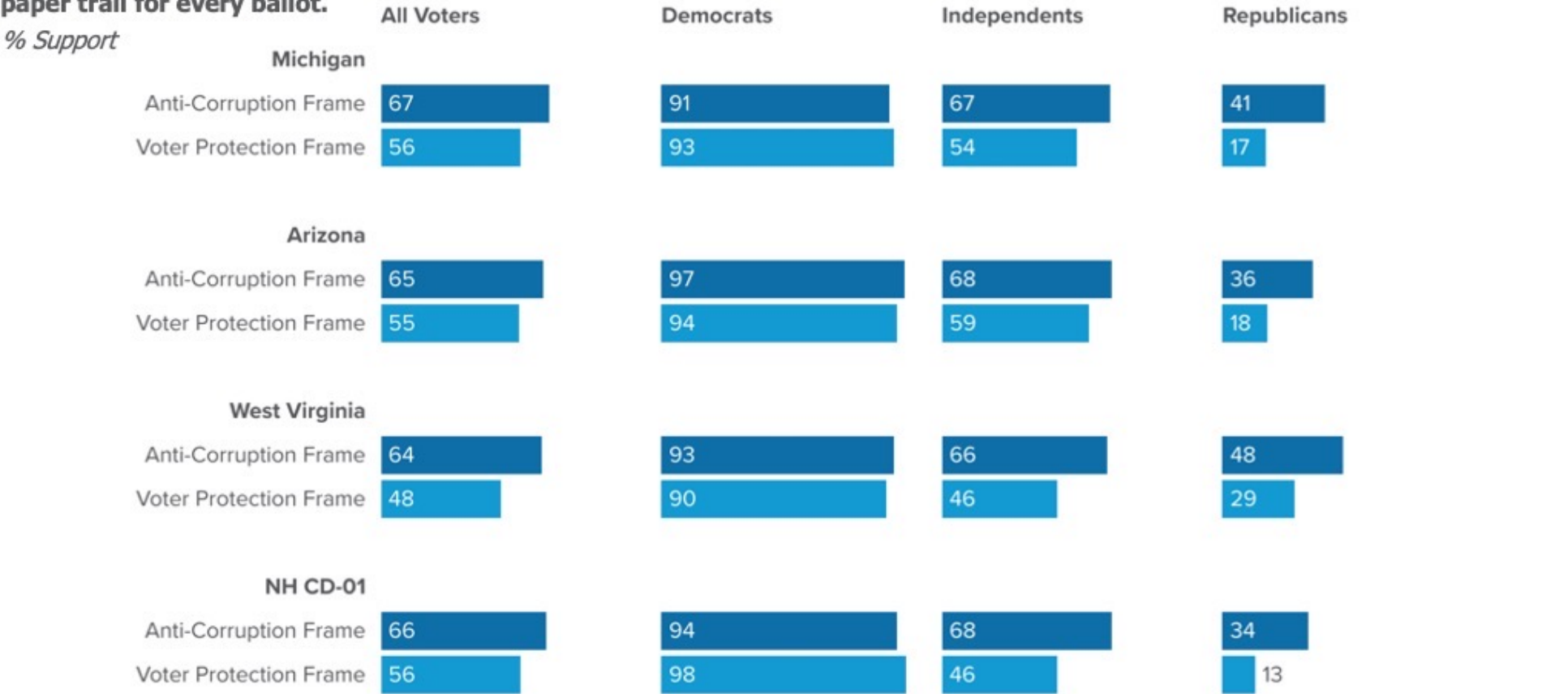


HR1 Earns High Marks When Framed As Anti-Corruption Legislation

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(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.



HR1 Earns High Marks When Framed As Anti-Corruption Legislation

Which statement do you agree with more as it relates to the bill called the For the People Act?



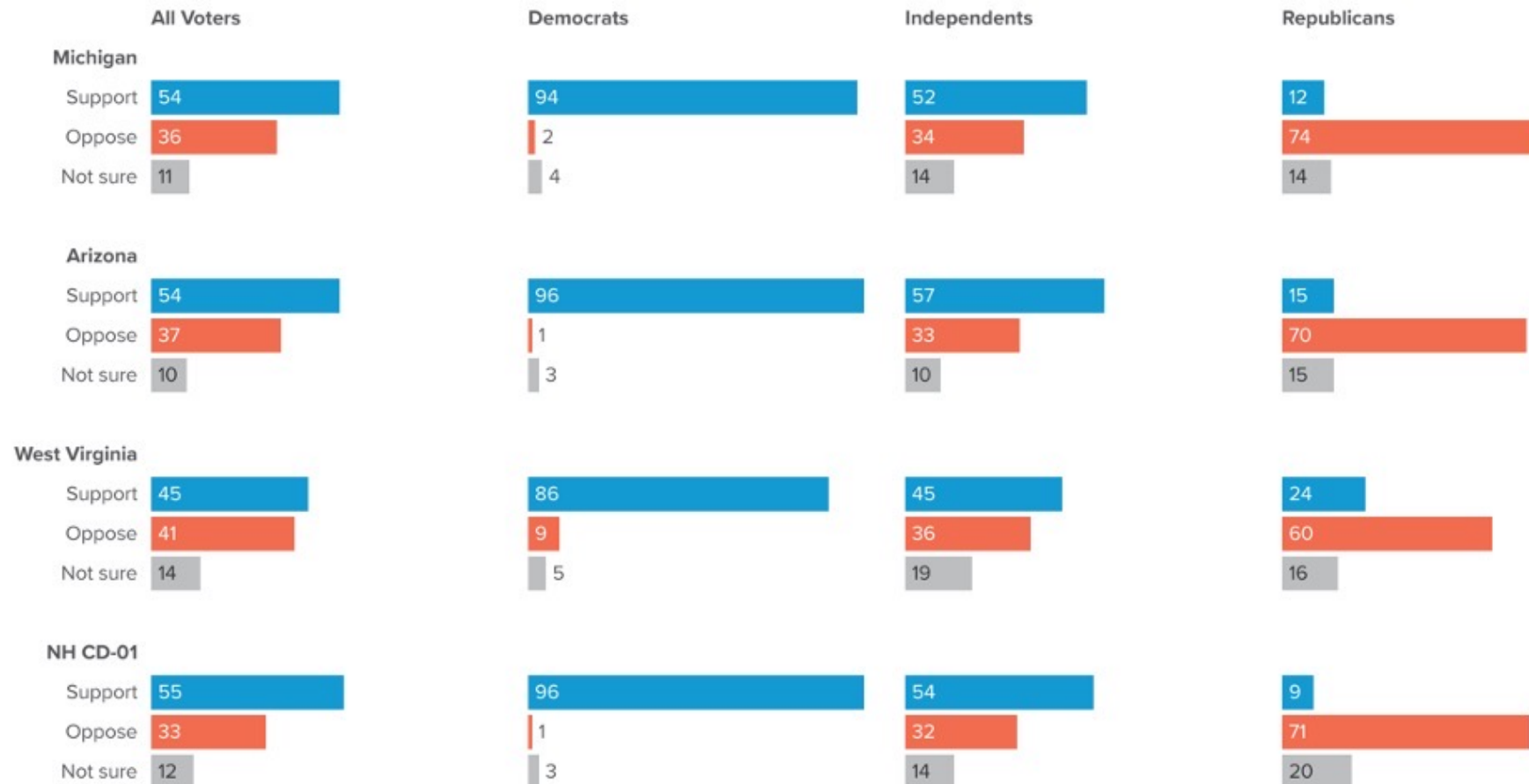
Support for For the People Act Provisions

Do you support or oppose the following proposals on voting in America?
Michigan – % Support



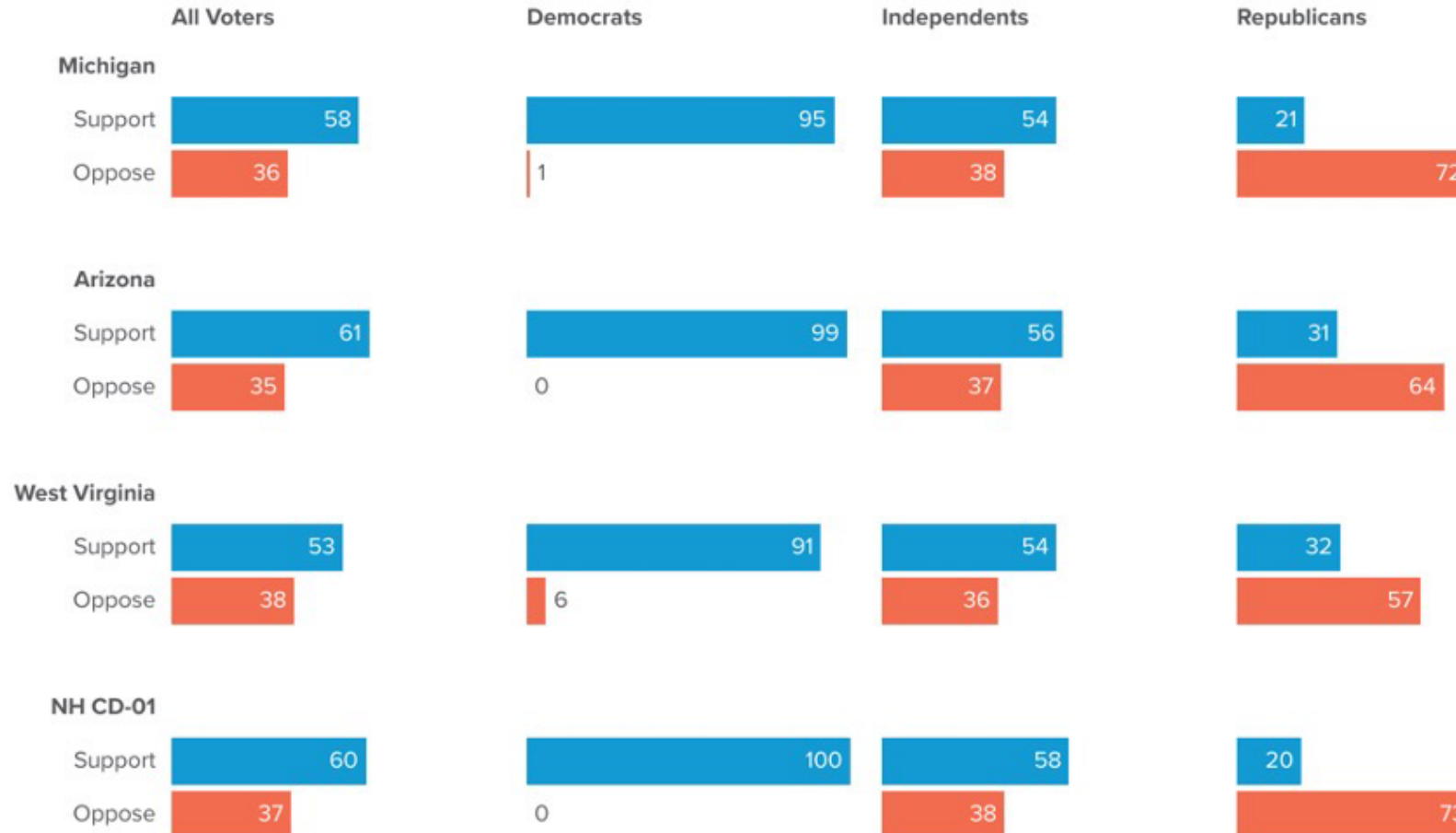
Voters Support a Stand-Alone Voter Empowerment Bill

There is another bill in Congress called the Voter Empowerment Act, originally sponsored by the late civil rights leader John Lewis, that will reinstate the protections for voters in states with a history of voter disenfranchisement and discriminating against people of color and make it more difficult for states to pass laws that make it harder to vote. Do you support or oppose this?



Voters Support Major Infrastructure Investments

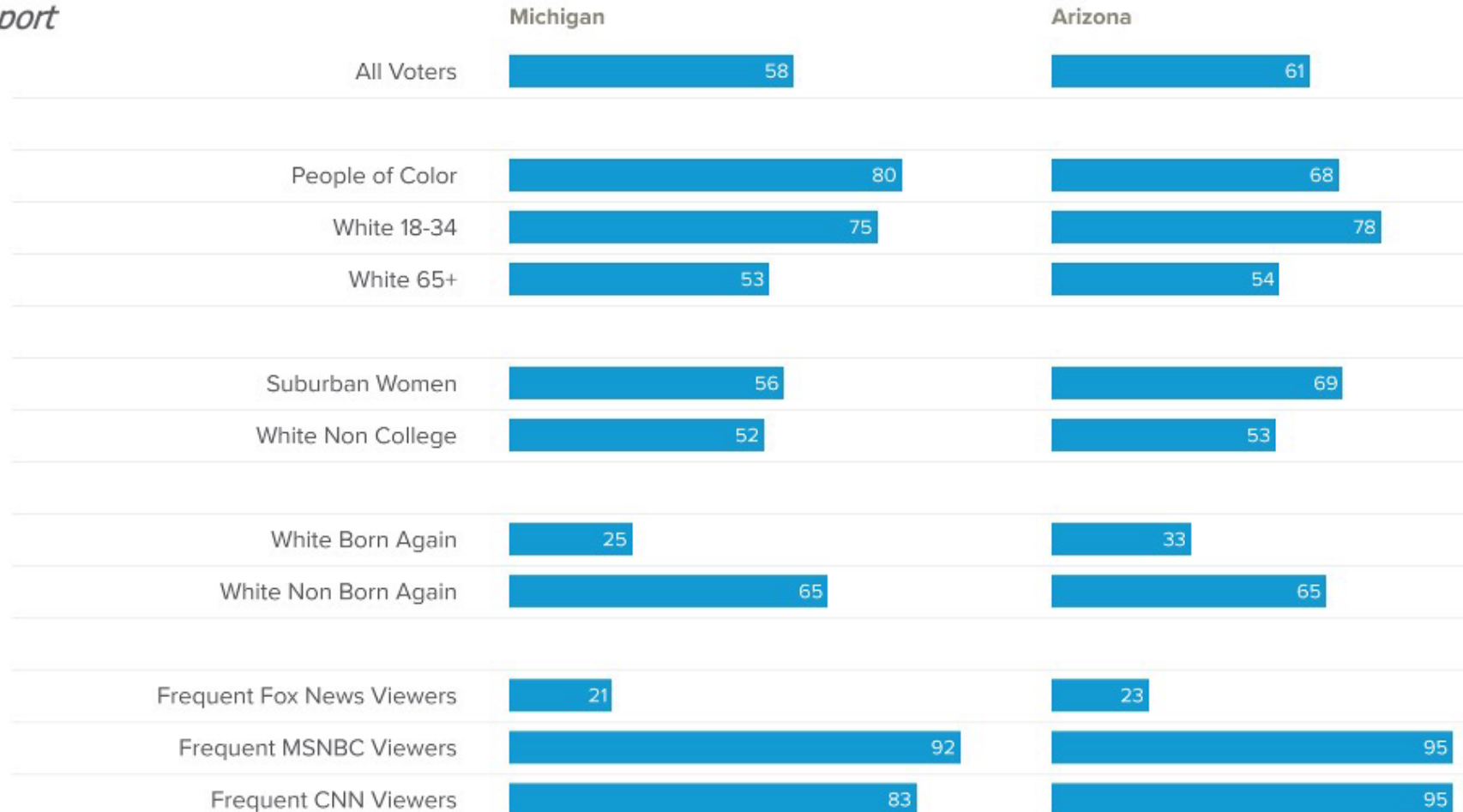
Do you support or oppose the federal government making a new \$2 trillion dollar investment in manufacturing, infrastructure, and technology to create 5 million new jobs for Americans in these fields?



Suburban Women Largely Support Infrastructure Investment

Do you support or oppose the federal government making a new \$2 trillion dollar investment in manufacturing, infrastructure, and technology to create 5 million new jobs for Americans in these fields?

% Support



Voters See Benefits of Infrastructure Investment: Independents

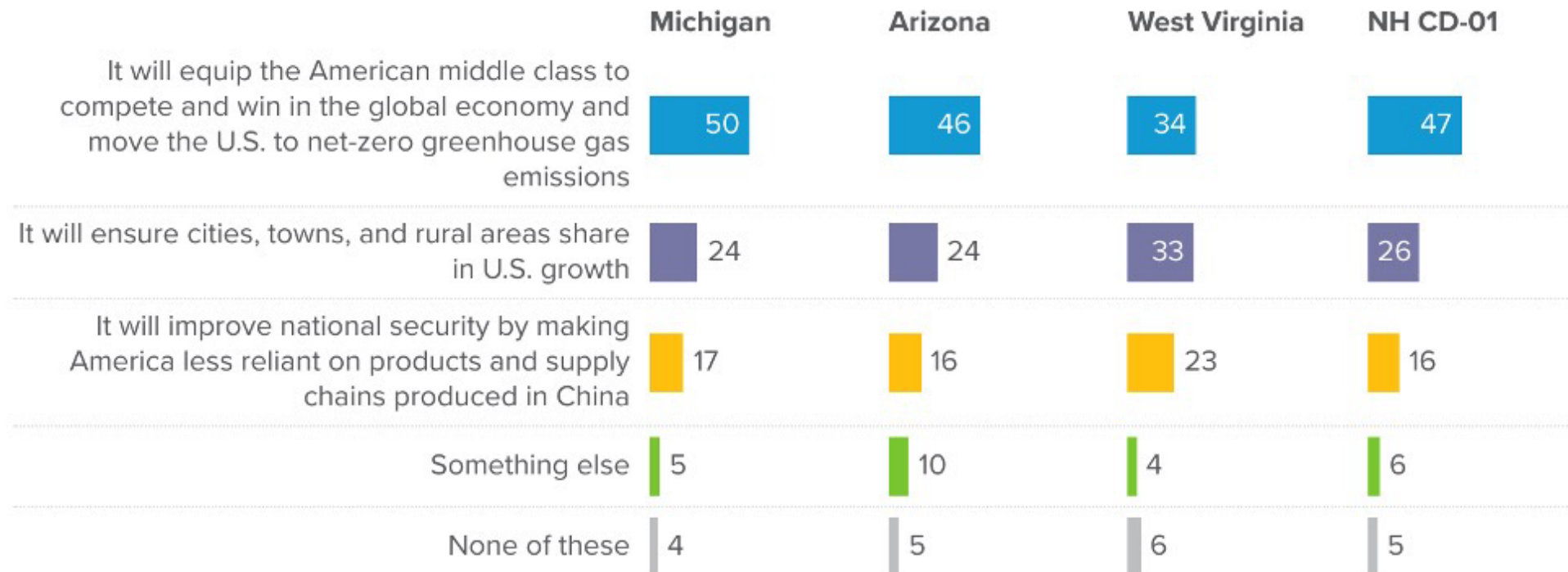
Which of the following elements of the infrastructure do you think will have the greatest positive impact on your community? Please choose three.

Among Independents

	Michigan	Arizona	West Virginia	NH CD-01
Replace aging pipes and invest in water infrastructure so every American has clean drinking water	34	39	39	33
Immediately spend \$50 billion to kickstart the process of repairing existing roads, highways, and bridges	37	35	43	38
Modernize the nation's electric grid to make it smarter and more resilient to meet the challenge of a net-zero-greenhouse-gas-emissions economy	30	36	29	29
Invest \$100 billion to modernize nation's schools, which currently receive a D+ grade from the American Society of Civil Engineers	22	31	29	25
Bring back critical supply chains like medicine, medical supplies, computer parts to America so we aren't dependent on China or any other country for the production of critical goods in a crisis	60	58	58	51
Monitor for lead and other contaminants and hold polluters accountable	15	18	17	10
Quadruple funding for investing in small manufacturers to make American manufacturing smarter and to end our erratic trade policies	18	20	21	18
Require federally funded projects to build with materials created in the U.S.	32	34	40	31
Make sure small and medium-sized farms and producers have access to fair markets where they can compete and get fair prices for their products	30	30	41	31
Protect infrastructure from cyber and terrorist attacks	29	33	32	33

The Best Reasons Why Voters Support Infrastructure Investments

(Among Supporters) What do you think is the best reason to support this investment?



Voters See Benefits of Infrastructure Investment: Democrats

Which of the following elements of the infrastructure do you think will have the greatest positive impact on your community? Please choose three.

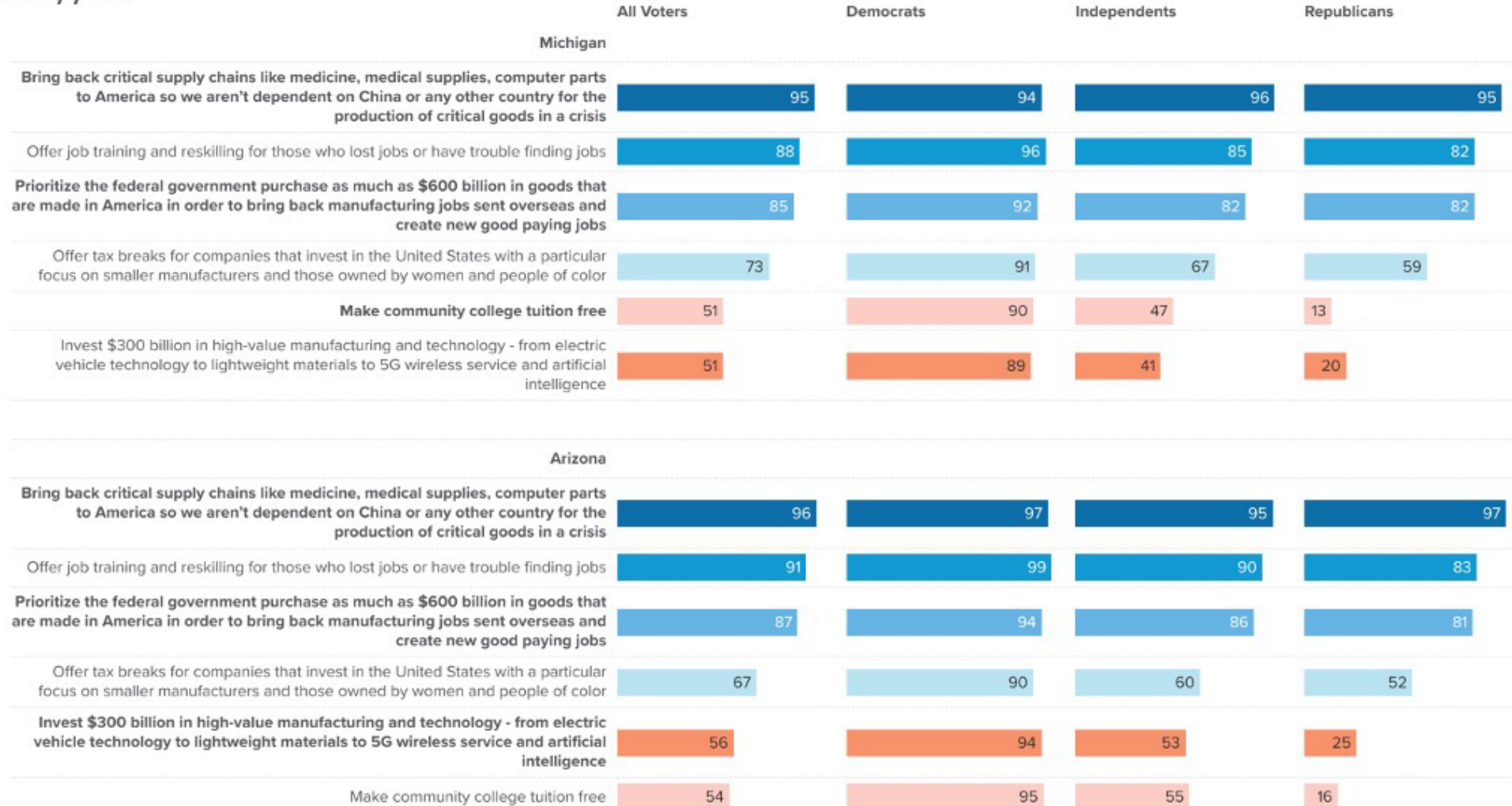
Among Democrats

	Michigan	Arizona	West Virginia	NH CD-01
Replace aging pipes and invest in water infrastructure so every American has clean drinking water	57	55	48	56
Immediately spend \$50 billion to kickstart the process of repairing existing roads, highways, and bridges	54	49	63	46
Modernize the nation's electric grid to make it smarter and more resilient to meet the challenge of a net-zero-greenhouse-gas-emissions economy	53	58	44	53
Invest \$100 billion to modernize nation's schools, which currently receive a D+ grade from the American Society of Civil Engineers	43	57	51	54
Bring back critical supply chains like medicine, medical supplies, computer parts to America so we aren't dependent on China or any other country for the production of critical goods in a crisis	35	33	39	39
Monitor for lead and other contaminants and hold polluters accountable	24	18	20	24
Quadruple funding for investing in small manufacturers to make American manufacturing smarter and to end our erratic trade policies	23	15	16	16
Require federally funded projects to build with materials created in the U.S.	21	12	24	14
Make sure small and medium-sized farms and producers have access to fair markets where they can compete and get fair prices for their products	18	16	22	17
Protect infrastructure from cyber and terrorist attacks	16	27	26	27

Provisions of the American Jobs Plan are Broadly Popular

Do you support or oppose the following proposals?

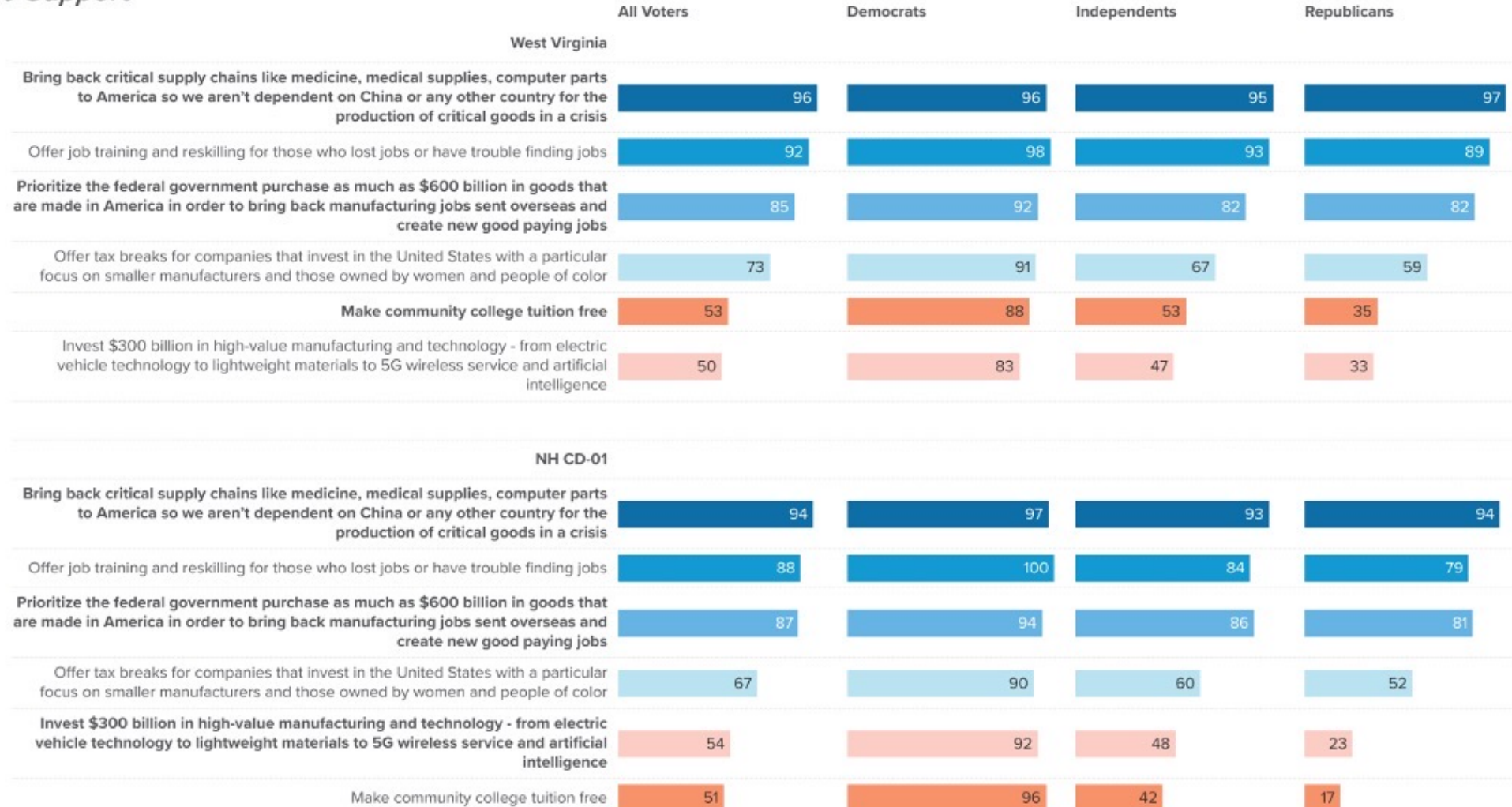
% Support



Provisions of the American Jobs Plan are Broadly Popular

Do you support or oppose the following proposals?

% Support



Strategic Opportunity: Biden's Blueprint

President Biden's first 28 minutes of his Joint Address to Congress was master class of communication and how to sell the importance of making an historic investment in infrastructure.

- 95% support bringing back critical supply chain like medicine and computer parts so we are not dependent on countries like China.
- 88% support job training and reskilling for those who have lost jobs or have trouble finding work.
- 85% support the federal government purchase as much as \$600 billion in goods that are made in American so bring back manufacturing.
- 75% of voters in our October 2020 governing survey of swing district voters support allowing Americans to fully deduct childcare costs from their federal income taxes.

Bottom line: In addition to making critically needed progress to improve our infrastructure, passing the \$2.25T American Jobs Plan is the next step in governing. It also has the benefit of solving political problems from perceptions about Democrats on the economy to the public viewing Democrats as weak on China. Voters are prepared to make the investment, especially if paid for by the wealthiest Americans and big corporations.

Infrastructure & Made in America Ad Tests

Future Majority has developed and tested multiple :30 second advertisements championing President Biden and the Democrats American Jobs Plan.

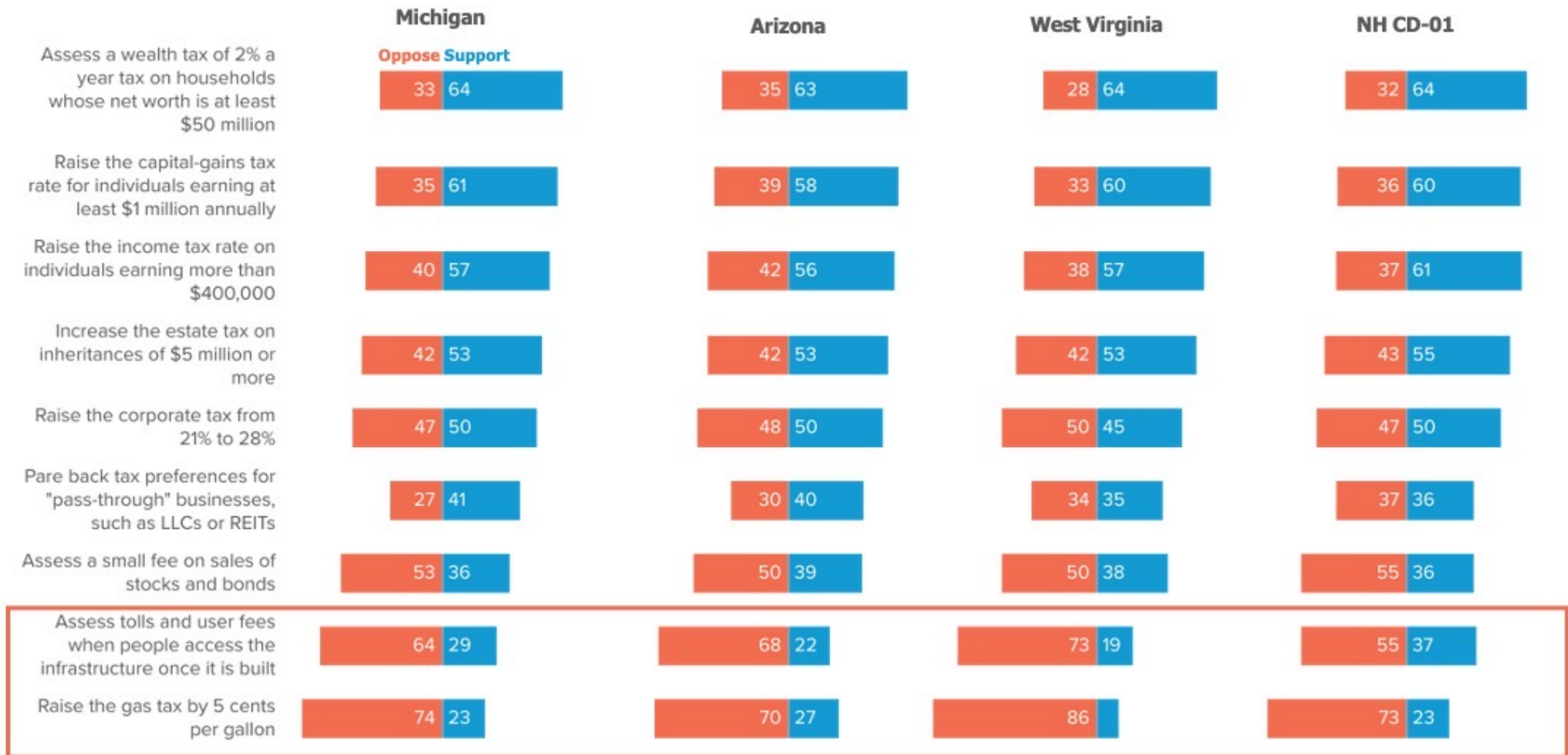
The results in swing congressional districts show content promoting the Made in America policies swings voters up to 7 points toward the American Jobs Plan.

The data also shows ads without President Biden being a main character test higher than with Biden in them. This reinforces what we learned in our 2020 voter education campaign where we saw a nearly 11% lift in intent to vote for Biden with ads focused solely on issues, without a politician mentioned at all.



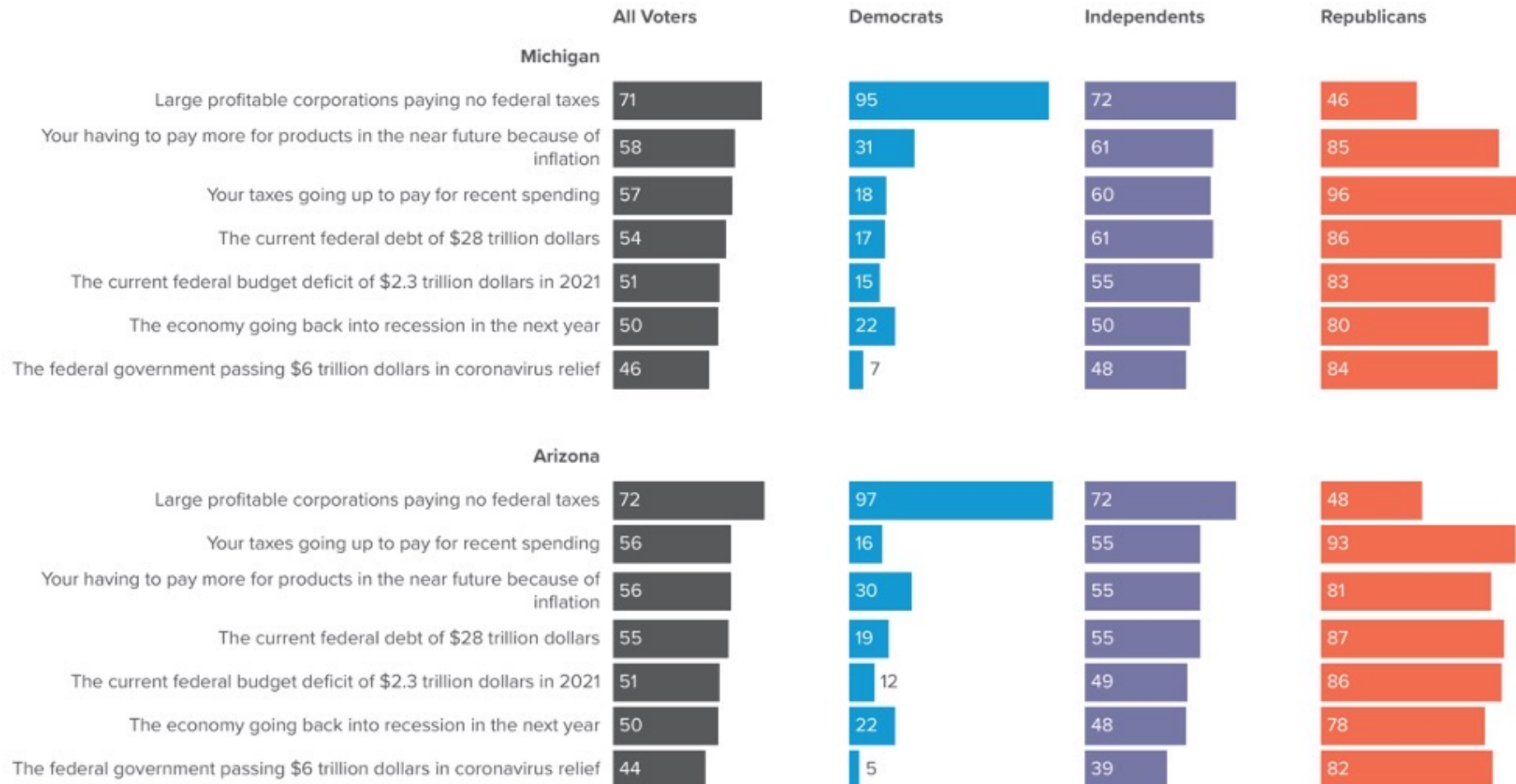
Voters Are Ready to Have Wealthiest Pay Their Fair Share

For each of the following plans to fund infrastructure investments, please indicate whether you support or oppose it.



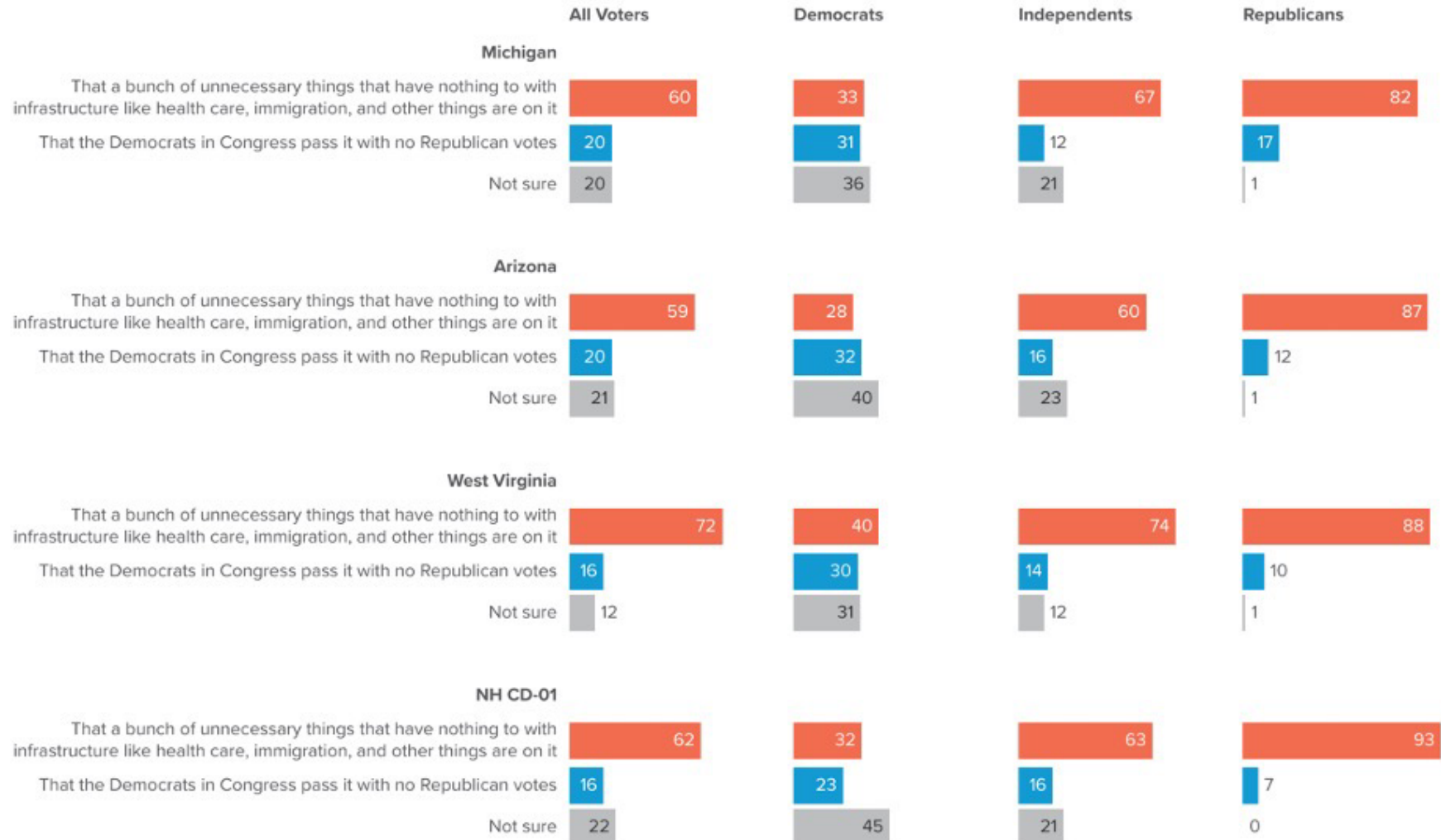
Voters Want Corporations and the Ultra Wealthy to Fund Investments

How concerned are you about the following?
% Very Concerned



Voters Want Targeted Investment on Infrastructure

When it comes to an infrastructure bill, what concerns you more:



Trap Doors

Immigration / Migrants Public Perception Problem. In Arizona, Biden scores a 61% disapproval on the issue of immigration and the southern border with Mexico, including 59% of Independent voters and 61% in Maricopa. Bottom line: Fix this and fix it now!

Brand and Messaging Weakness. As James Carville said, we have to stop talking like we are in a faculty room at some elite school. Future Majority asked a question, “For each of the following professions, do you think the people who work in those jobs support Democratic candidates or Republican candidates?” 81% of College Professors support Democrats whereas 10% of small business owners and 15% of mechanics support Democrats. (Source: Change Research survey of 3,447 voters, April 13-17, 2021 in Arizona, Michigan, and West Virginia and NH 01)

Spending vs. Investments: Our latest study into voter attitudes reveals voters, especially Independents, believe Democrats spend too much. We recommend shifting messaging from talk of “spending” to “investments”. Speaker Pelosi recently said, “President Biden’s American Jobs Plan is a visionary, once-in-century investment in the American people and in America’s future.” This frame is excellent to advocate to swing voters.

Qualitative Study of Independent Voters Reinforces These Traps

Our deep dive study into the mind of voters shows they are concerned Democrats "spend, spend, spend".

Democrats should avoid easy traps and use words like "investment" to advocate for policy proposals, because voters understand investments are meant to yield a return.

WE SPEND, SPEND, SPEND (AND USE BAD LANGUAGE)

WORDS MATTER.

GOOD LANGUAGE

Pelosi on Infrastructure Bill:

President Biden's American Jobs Plan is a visionary, once-in-a-century **investment** in the American people and in America's future. This package is about jobs, jobs, jobs: creating millions of good-paying union jobs, **investing** in American workers and turbocharging America's global competitiveness – all while reimagining and revitalizing our infrastructure in a transformative, resilient way.

Bernie Sanders general campaign speech:

Today, we say to the military-industrial-complex that we will not continue to spend \$700 billion a year on the military - more than the next ten nations combined. We're going to **invest** in affordable housing, we're going to **invest** in public education, we're going to **invest** in rebuilding our crumbling infrastructure - not more nuclear weapons and never-ending wars.

BAD LANGUAGE

Biden on Infrastructure Bill:

Critics say we shouldn't **spend** this money. They ask, What do we get out of it? Well, they said the same thing when we first flew into space for the first time. They said the same thing.

And we'll significantly ramp up the IRS enforcement against corporations who either fail to report their incomes or under-report. It's estimated that it could raise hundreds of billions of dollars. All of this adds up to more than what I've proposed to **spend** in just 15 years.

Biden on American Rescue Plan:

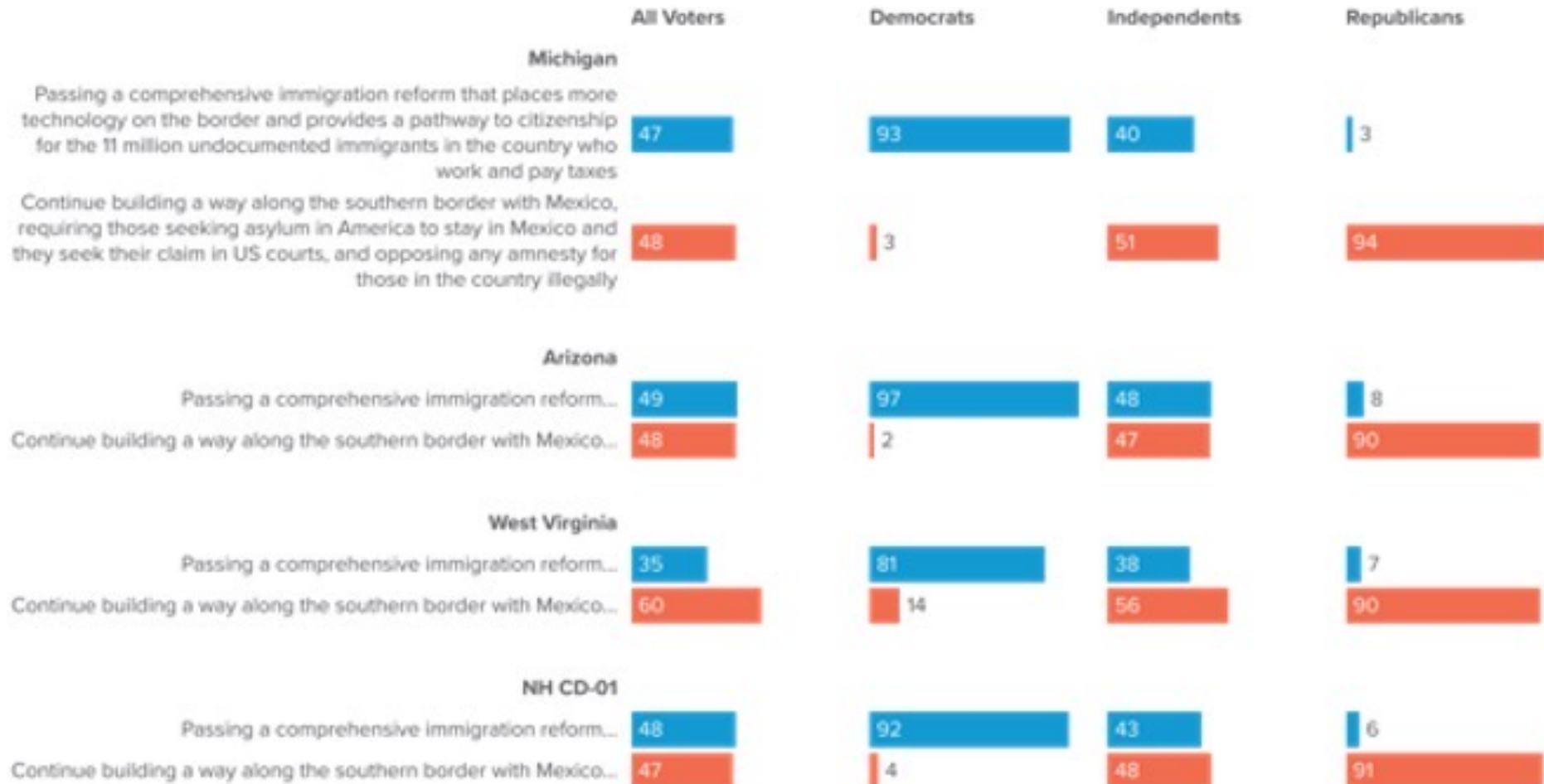
And one of the things that we said in the beginning that no one thought that I was being straight about was I said: This is going to create — we — we have to **spend** this money to make sure we have economic growth, unrelated to how much it's going to help people.

Confidential Report : Wide Angle Research, Future Majority, Worthy Strategy Group, LLC : May 2021

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Voter Opinions on Immigration Priorities

Which do you think is a greater priority for immigration:



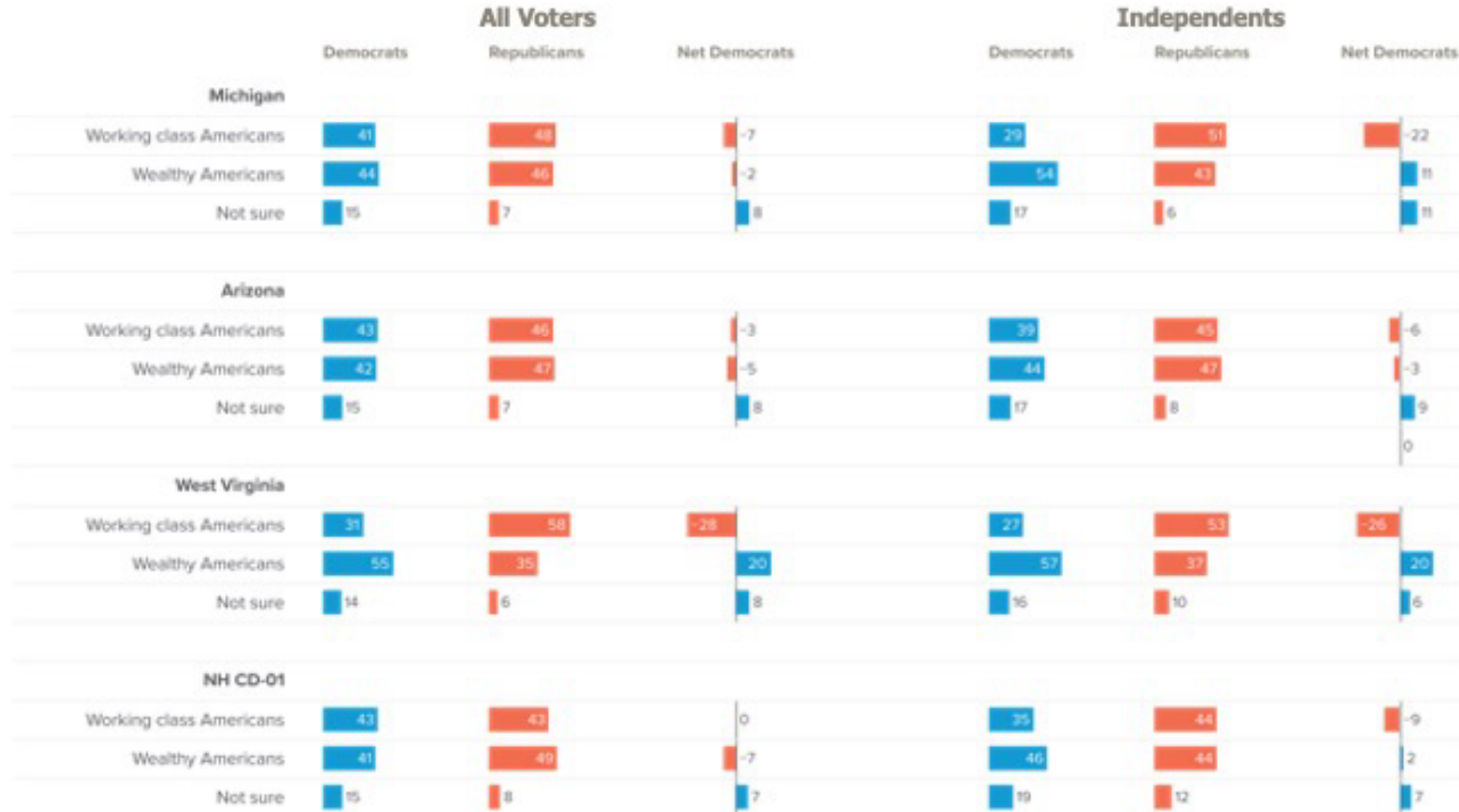
Voters Perceptions of Professions' Political Support

For each of the following professions, do you think the people who work in those jobs support Democratic candidates or Republican candidates?



Voter Opinions of Who Political Parties Represent

Would you say the (Democratic/Republican) Party represents:



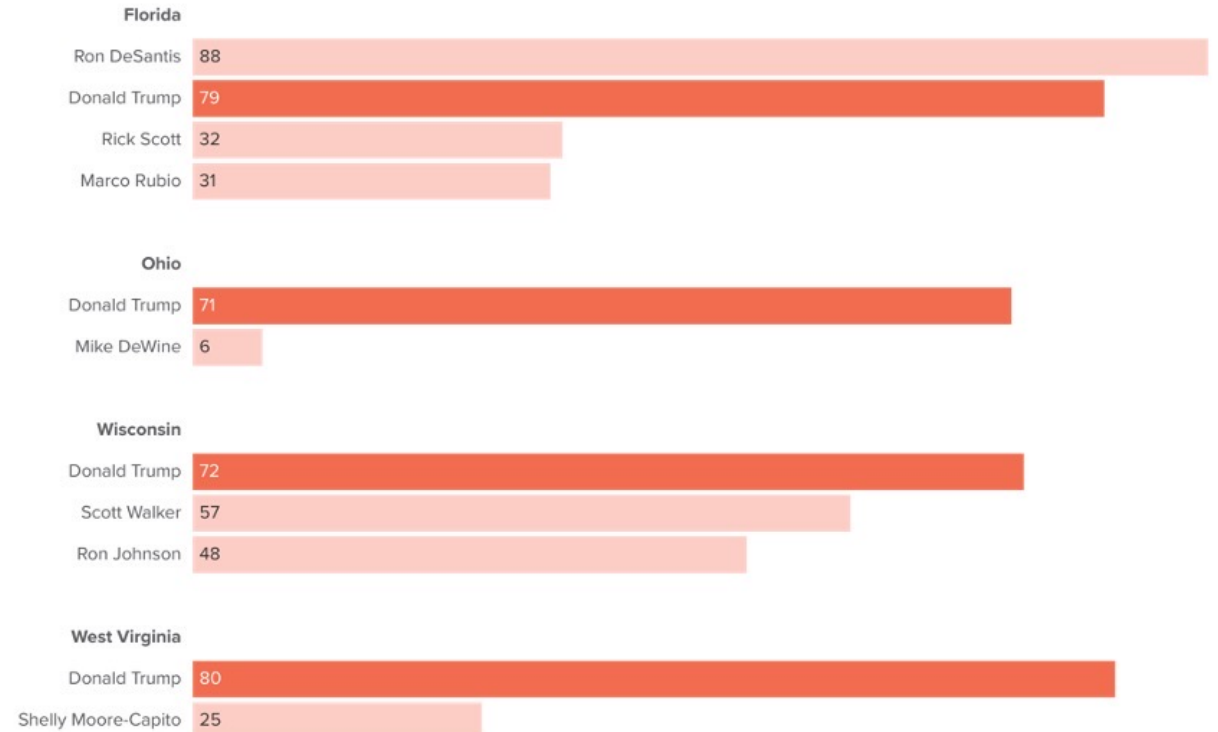
Why Trump (Probably) Will Run in 2024

Donald Trump has poisoned the well with Republican voters. 78% of Republicans in our latest swing congressional district poll said that the former president received more votes than Joe Biden in 2020. The only Republican who earns a higher favorable than him in a state is Fl. Gov. DeSantis.

Cancel Culture, Taxes and Jobs: Trump will re-emerge a fierce defender of his tax cuts, make claims of a lackluster recover (see: April Jobs numbers), rail against cancel culture and big tech censorship.

Immigration + Israel: Trump will parade his so-called peace deals in the Middle East and place blame on Biden for failing to quell rising conflict between Israel and Palestine. And don't forget the "crisis" at the Southern Border.

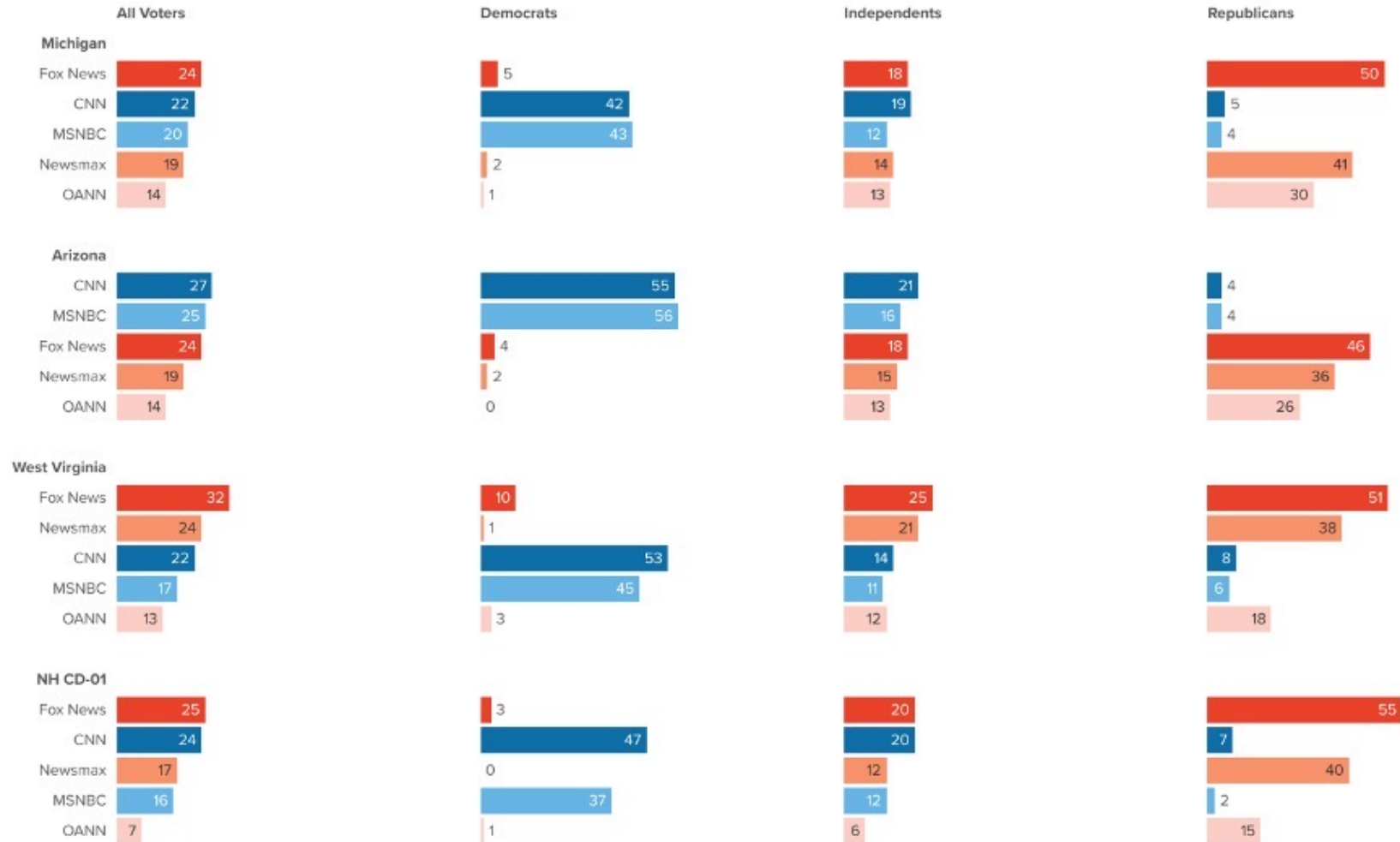
Strong Favorability among Republicans



Change Research Polling – March-May, 2021

Voters' Cable News Consumption - An Important Reminder

Cable News Consumption - % Watch 'Every Day' or 'Several Times a Week'



About Future Majority

Future Majority was founded in 2017 to fill the critical need for an outside, non-biased, data-driven strategy center focused on brand, storytelling, and policy to advise leaders as they think about issues, campaigning, and governing. Future Majority's team of top-level political leaders, policy professionals, investors, cutting edge researchers, and social media and creative experts are focused on fulfilling that mission.

To date, Future Majority, and our affiliated super PAC, America's Future Majority Fund, have surveyed 84,752 voters, including 9,264 voters since election day, in battleground states and competitive congressional districts, and conducted traditional and non-traditional studies of voter attitudes with voters in battleground states. In 2020, Future Majority and our allied groups used our research to deploy more than \$78M in direct communication to voters advocating for the Democrats' agenda, filling critical gaps in communication.

In 2021 and beyond, Future Majority will build on this success by launching new programs to educate voters on the Biden-Harris Administration's successes and the For the People Agenda. Our work will provide state-of-the-art research, build an echo chamber, and deploy our +5 Plan to enable Democrats to build a governing majority.

To discuss more, contact
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Future
MAJORITY

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