

# The Playbook

Americans' Views on Infrastructure Policies

# 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 has surveyed 75,844 voters in battleground states and competitive districts.

The research results in this deck are from recent studies of 6,678 likely voters, including a survey of 993 likely voters from March 19-22, 2021 focused on HR1 and Infrastructure, in the 37 congressional districts won or lost by 5 points or less.

This report is in the public domain and can be shared if helpful to allies.

# Recommendations

## Three recommendations moving forward on Jobs & Infrastructure

1. **Pass a clean piece of legislation focused on jobs.** The following slides will show that Biden's Infrastructure proposals are very popular. We all know that there are tough choices in dealing with a 50-50 Senate and a desire to pass broad Democratic programs, however, let's get this win and sell it. President Biden's Made in America Executive Orders are the single most popular items we have tested.
2. **1+1 does not have to equal 2 in revenue.** There are numerous ways to generate needed revenue that have broad support. Clearly politicians in either party are not punished on debt, but Democrats should be very cautious coming out of the pandemic being labeled as raising taxes on the middle class and business. Taxes are great weapons for the GOP to use to take back power.
  - i. **One Big Idea that tested the best at 91% (83% of Democrats, 80% of Independents, and 74% of Republicans strongly support)** was creating a new tax on the tech companies who sell our personal data for their profit. Future Majority's report looking into how the U.S. can generate revenue and protect Americans' personal information is [linked here](#).
3. **On minimum wage, an \$11 minimum wage is more popular than \$15.** In our survey, an \$11 minimum wage earned the support of 57% of voters, including 63% of Independents, whereas a \$15 minimum wage earned the support of 50% of voters, including just 45% of Independents. We agree that there needs to be a living wage, and fifteen dollars is just a start. However, Democrats should not make perfect the enemy of good and consider passing a bi-partisan bill that helps working folks, even if it is just the first step at \$11/hour. Politically, it is also worth forcing Republicans to be recorded voting against raising the minimum wage.

# Lay of the Land

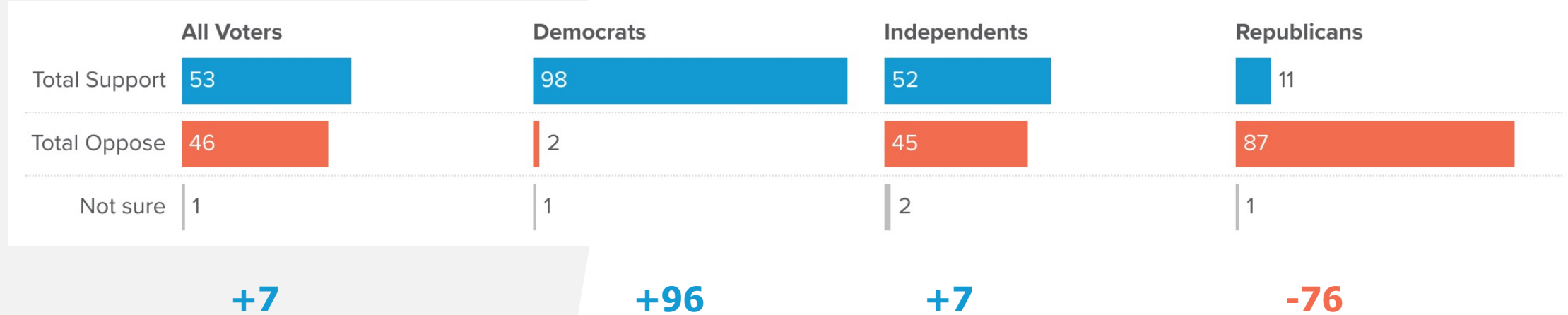
President Biden receives high approval for handling the pandemic, but is underwater on almost all other issues

	Total Approve	Total Disapprove	Net Approve - Democrats	Net Approve - Pure Independent	Net Approve - Republican
The coronavirus pandemic	54	44	93	1	-67
Environmental and climate policy	43	50	79	-29	-84
Helping the middle class	42	53	75	-35	-87
Racial injustice	41	53	74	-31	-88
The economy and jobs	41	54	74	-40	-90
Foreign affairs	38	54	64	-25	-91
Relations with China	33	54	52	-37	-89
Immigration/the southern border with Mexico	33	61	48	-57	-94

# Lay of the Land

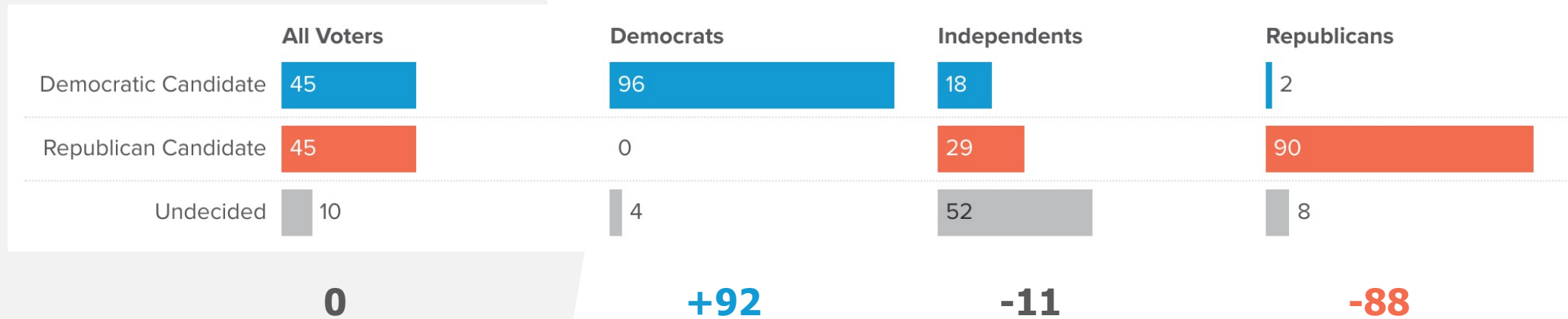
## Support for the American Rescue Plan is high among Democrats and Independents

"Congress recently passed a \$1.9 trillion funding bill, which would distribute the vaccine more quickly, provide \$1,400 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?"



# Lay of the Land

In a generic congressional ballot, voters are split 45-45 on whether they would vote for a Democrat or Republican

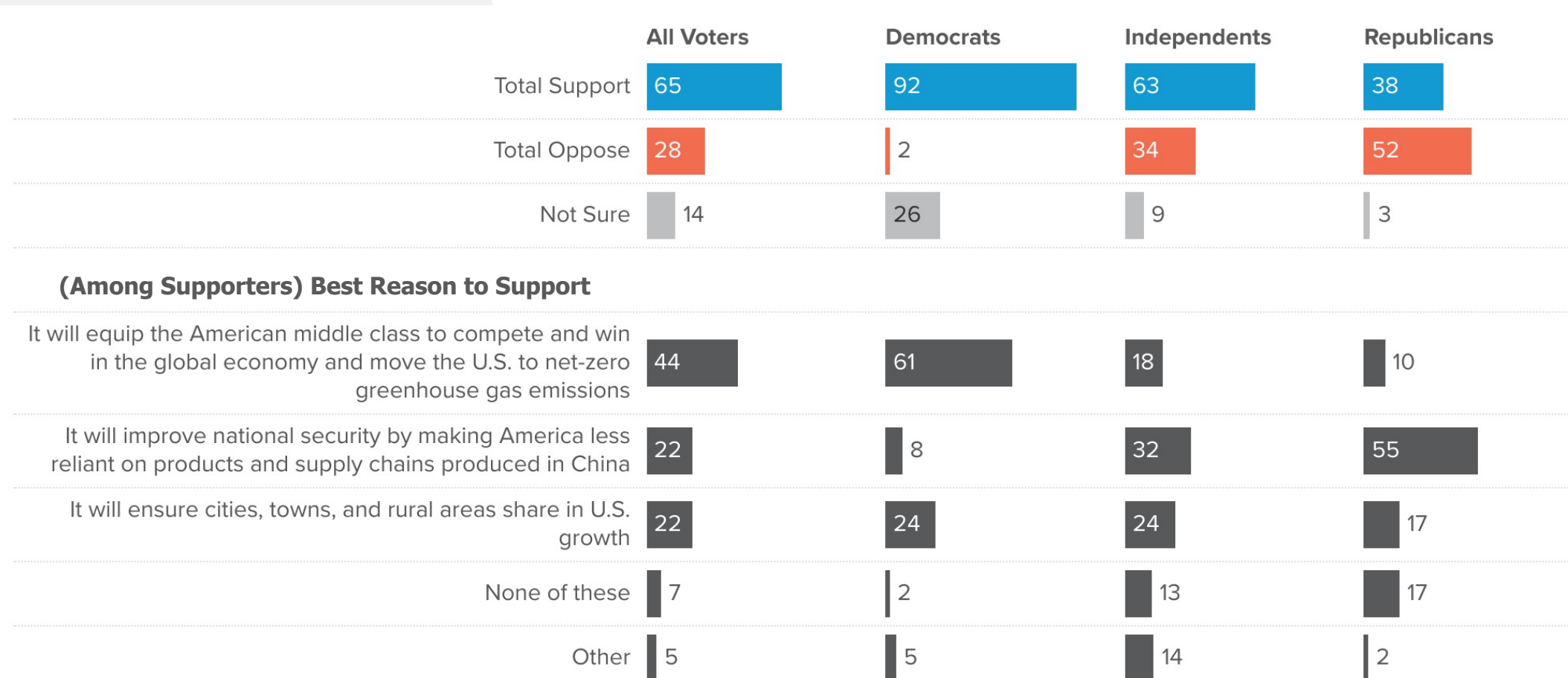




# Support for Infrastructure Proposal

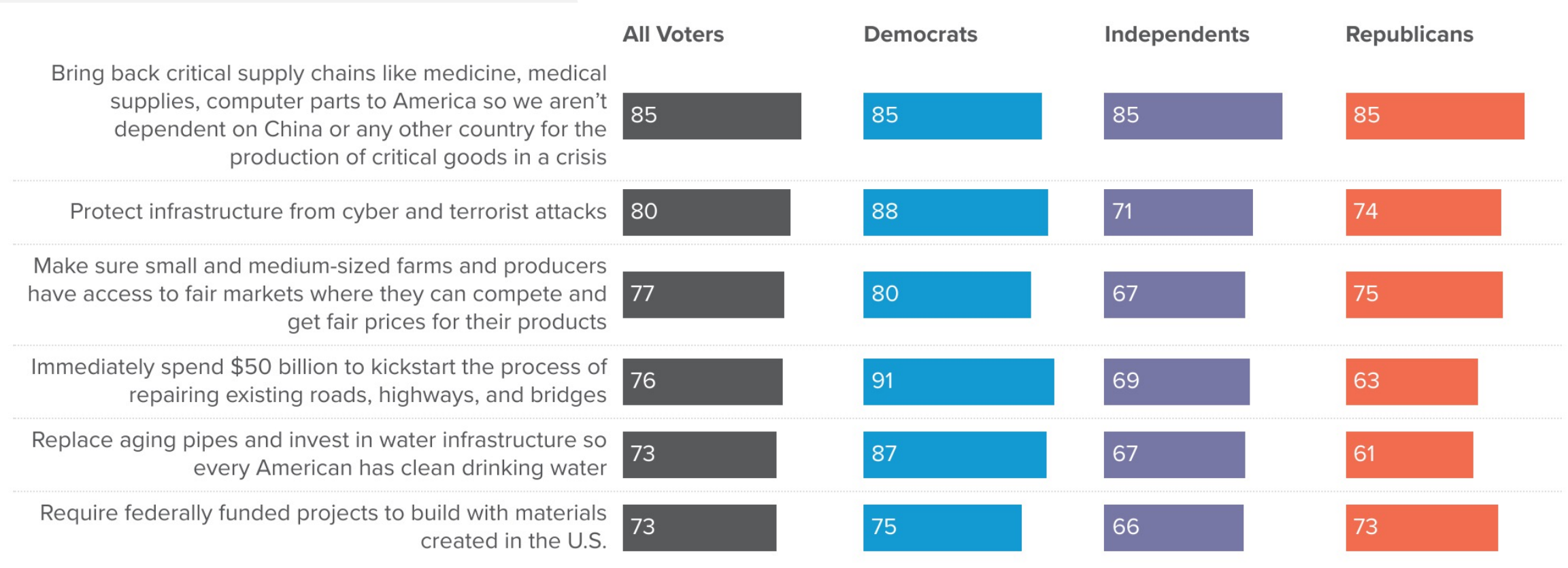
Democrats and Independents broadly support investment in America's infrastructure

"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?"



# Voters Believe Infrastructure Investments Will Help

Among all voters, there is belief that infrastructure will benefit their community

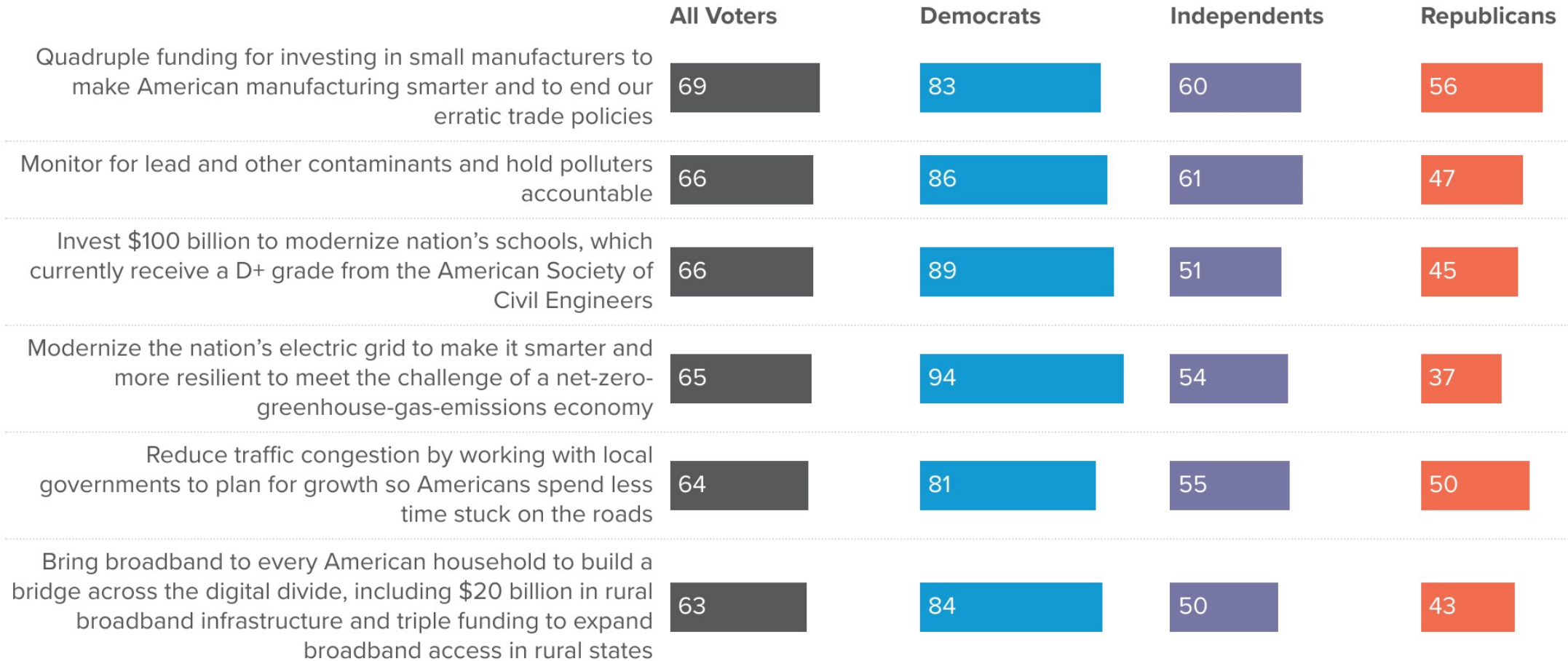


% Very Big + Some Impact



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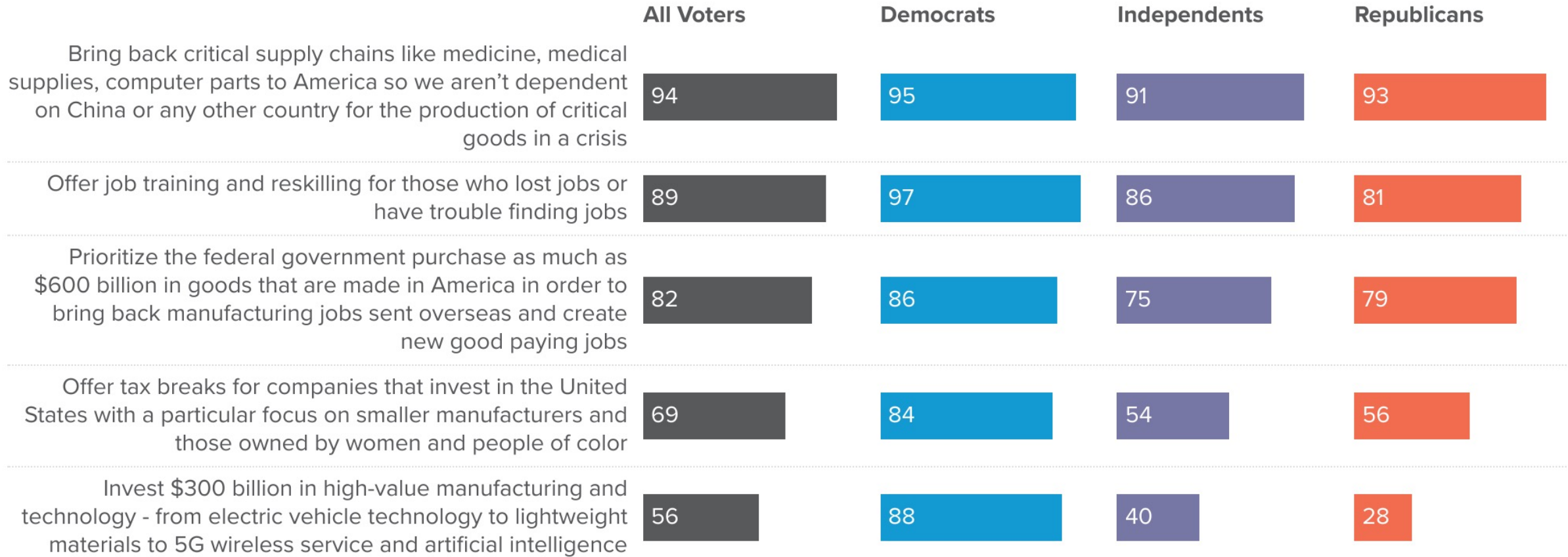
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# “Made in America” is Wildly Popular

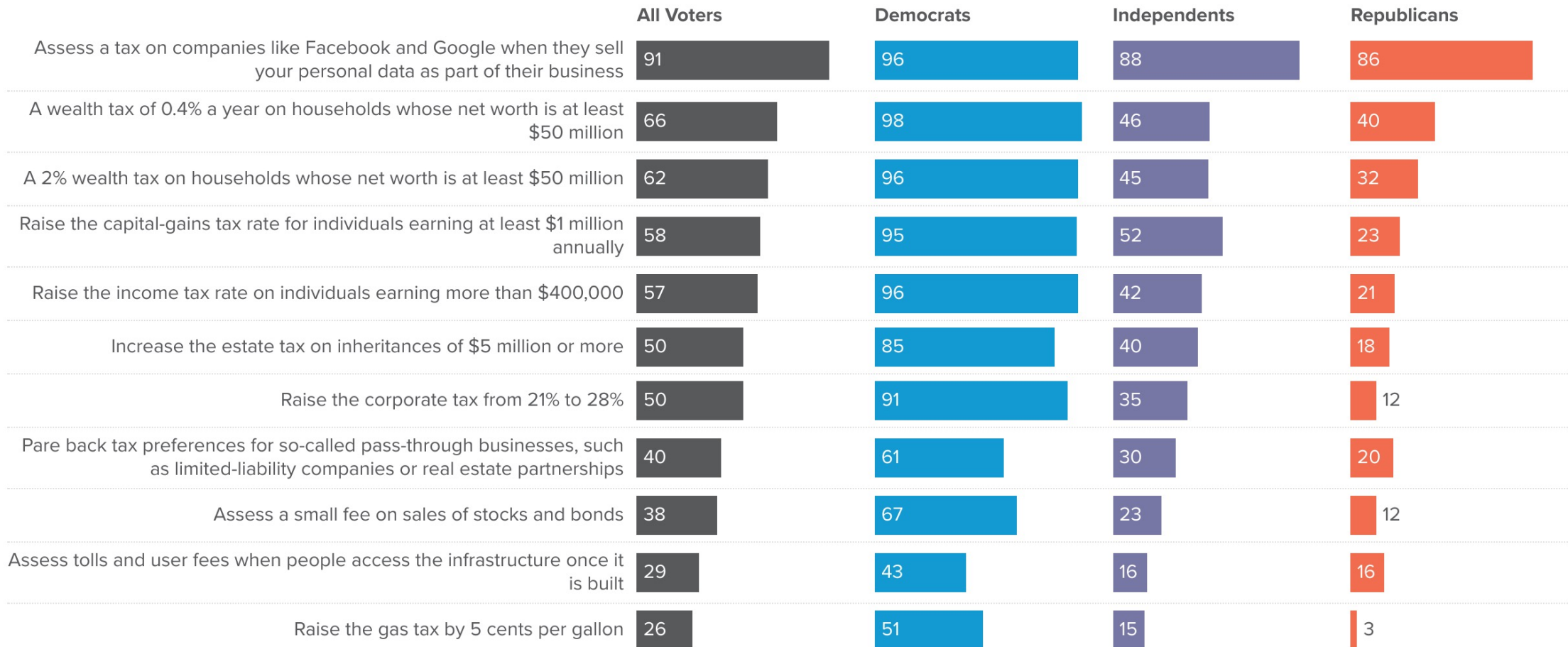
Putting U.S. interests first is a key driver of the independent vote



Total Support

# How to Pay for It

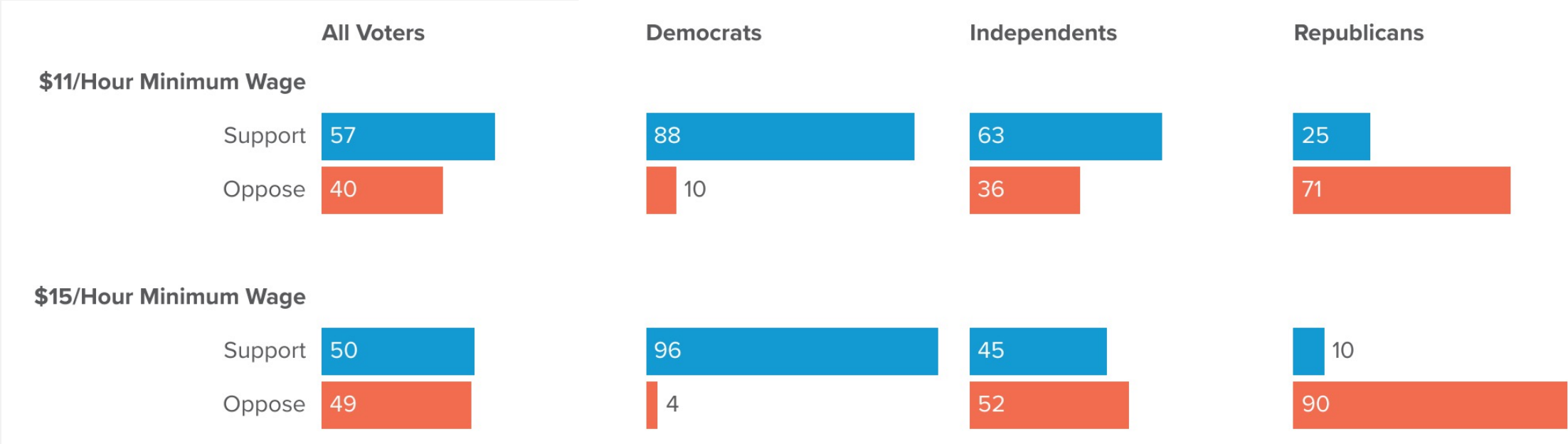
Voters split on avenues for funding an infrastructure proposal, but there are some clear unifying policies



Total Support

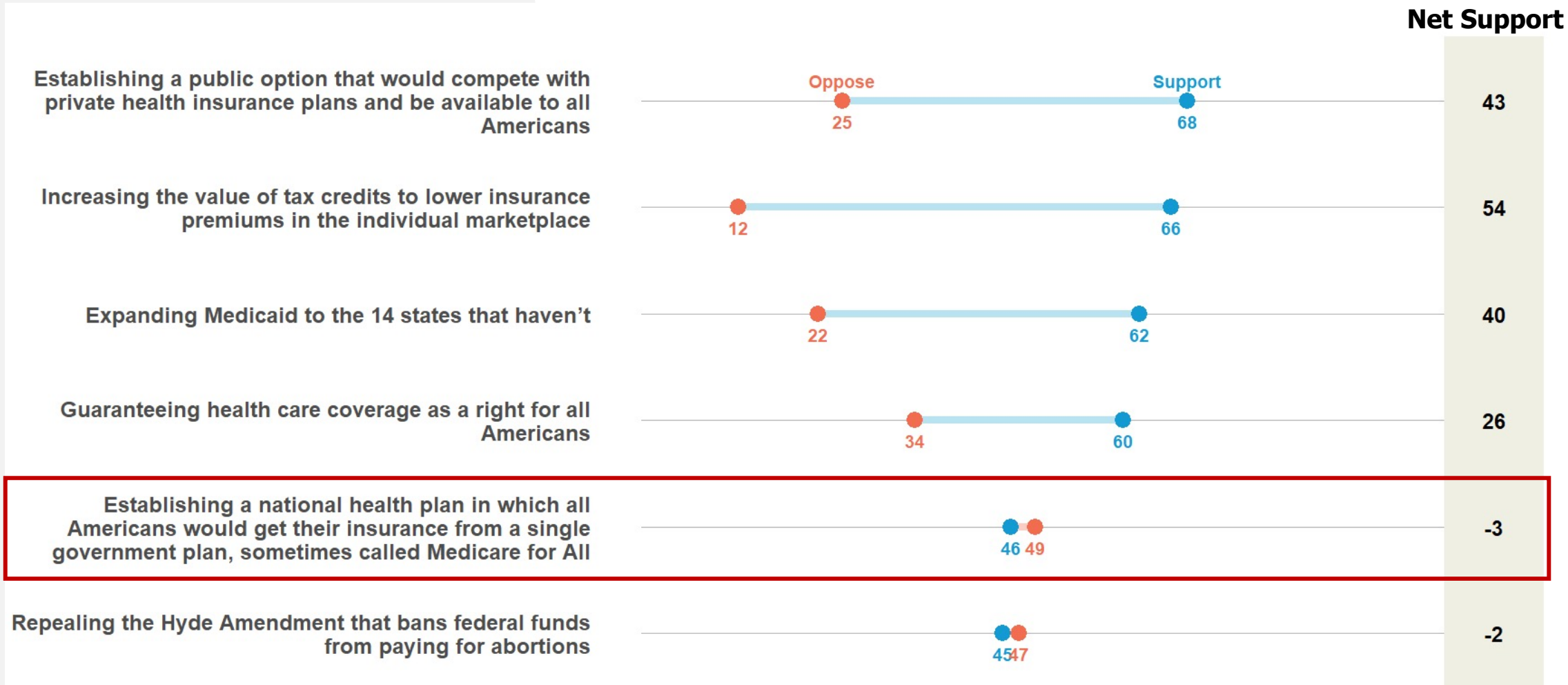
# Support for Raising the Minimum Wage

Independent voters aren't fully onboard with a \$15 minimum wage, but widely support an \$11 minimum wage



# Support for Health Care Proposals

Avoid GOP traps and start with a clean infrastructure bill that works



# Why This is Critical...

It allows Democrats to play offense with key voters needed to retain the House and Senate in 2022

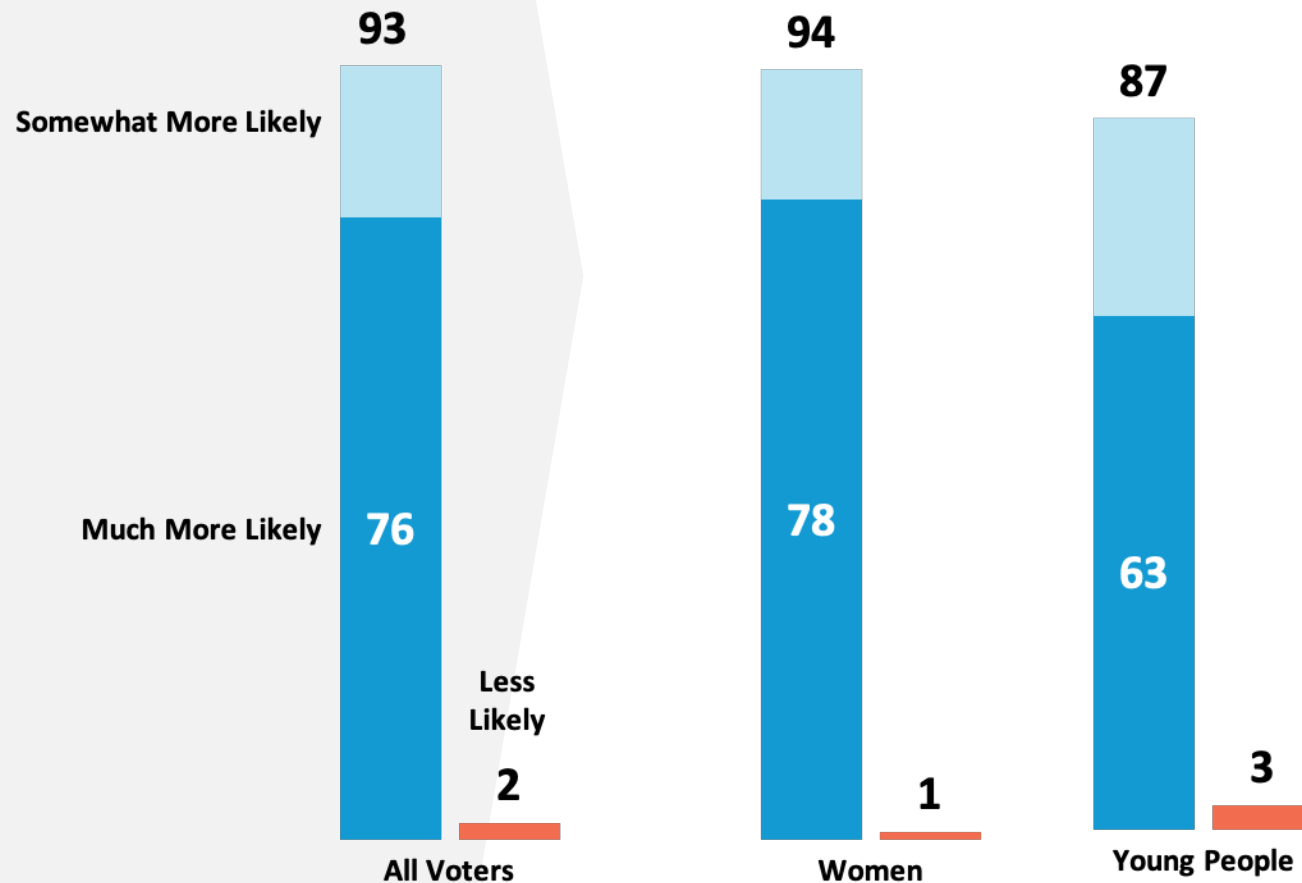
1. Better jobs and wages are a key plank in the For the People Agenda. Jobs/economy is the #1 driver of Independent voters (Slide 18) who are the only bloc of undecided voters heading in 2022. Remember, the For the People agenda tests at 93% (Slide 15). The Rescue Plan is popular and delivers on health care. Plus, the Republican House Members are now on record twice voting against sweeping anti-corruption measures.
2. If we pass a clean jobs bill that is currently popular with the voters, it centers our midterm messaging around working people. This is a clear winner. (Slides 16, 17)
3. However, if we allow Senator Sanders to message the Infrastructure bill as the next step in his quest for Medicare for All and include policies like lowering the eligible age for Medicare, we will be fighting an entirely different battle come the midterms. The 3/26 Politico headline *"Sanders pushes Medicare expansion in Dems' next big bill"* should be a wakeup call on how dangerous loading up this bill is for members in tough seats (Slide 13) and how important it is that this bill is branded correctly.



# For the People Works for Voters

There is deep and strong support for a “For the People Agenda”

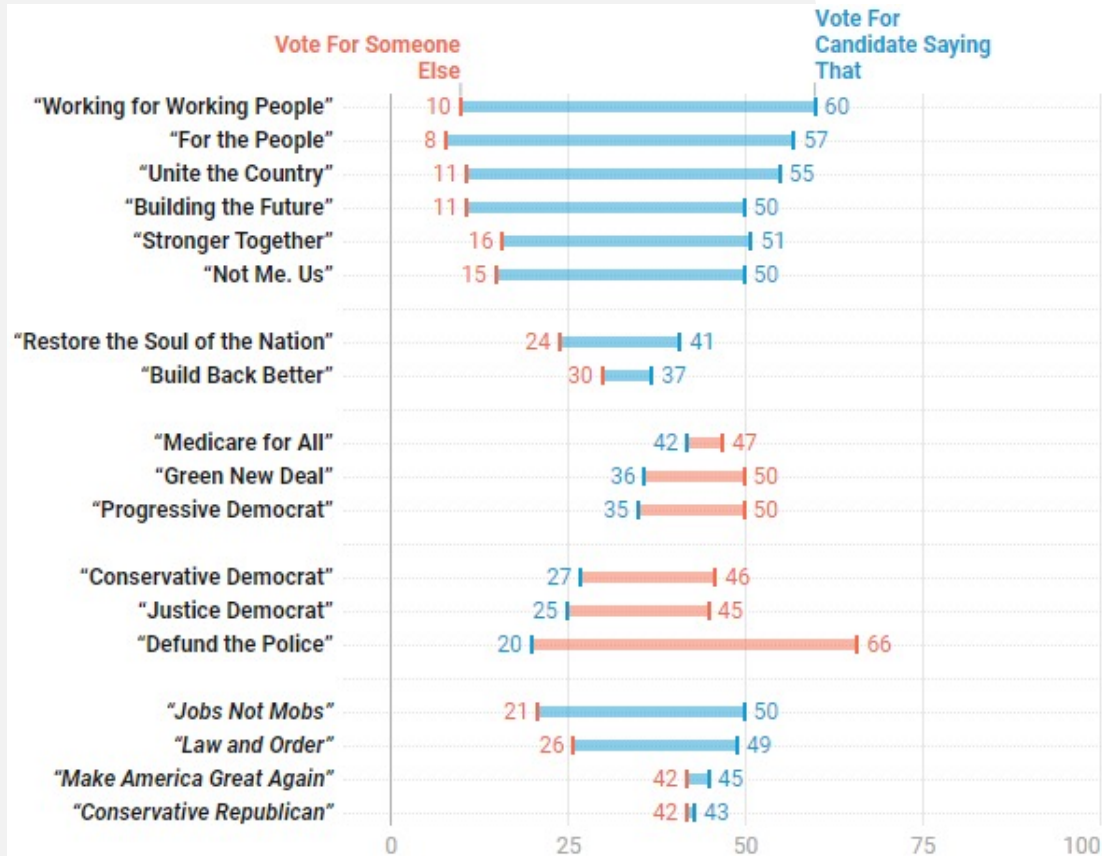
“Would you be more or less likely to support a candidate who advocates for a “For the People” agenda focused on 1) cleaning up corruption in Washington, 2) lowering health care costs, 3) raising wages, and 4) rebuilding our nation’s infrastructure.”



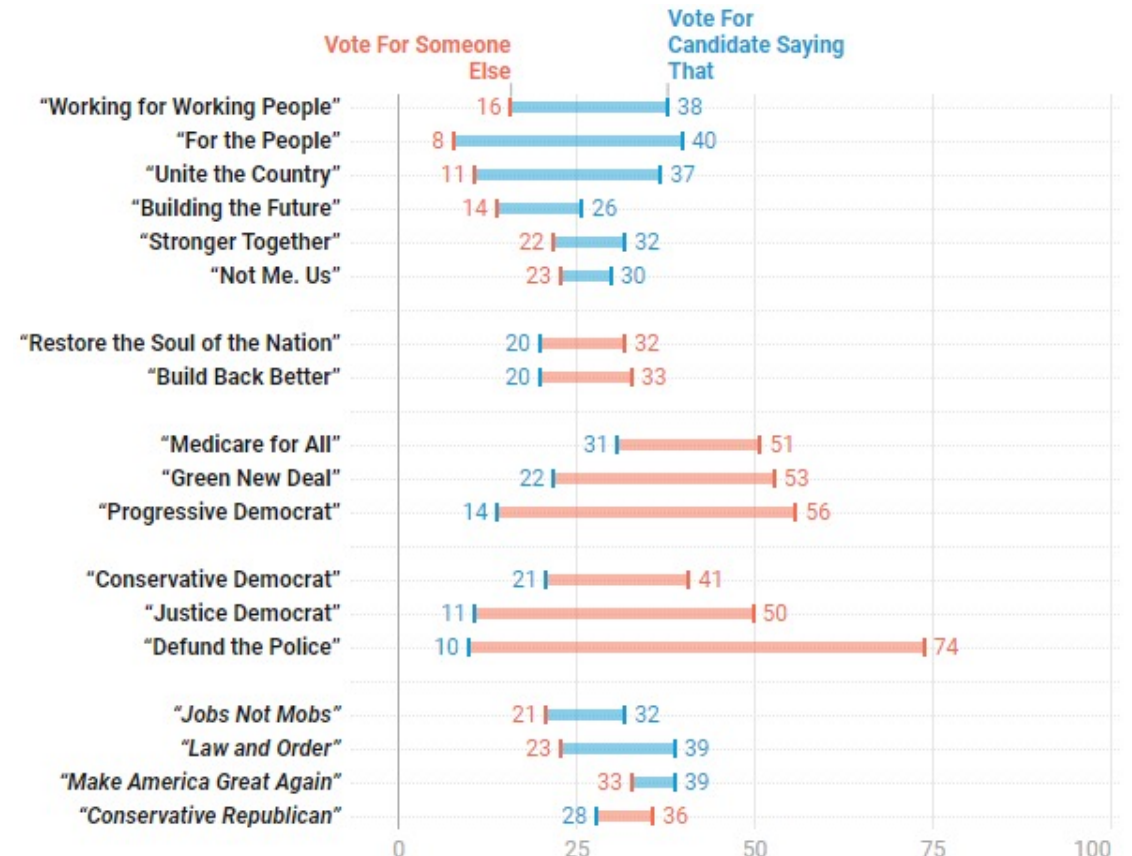
# Likely Vote for Candidates Based on Slogans

"For the People" resonates best with Independent voters, with high approval among Democrats

## Among All Voters



## Among Independents

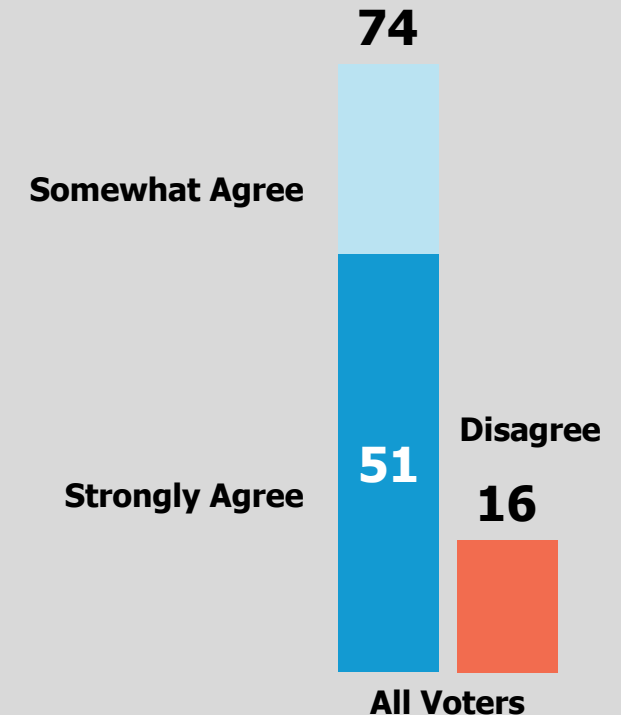


# The Hero: American Worker

- A. Using phrases like "**Working for Working People**" performs well with Democrats. 73% agree with this slogan vs. 3% who are against it. 56% of voters would vote for or consider a candidate that speaks to the "**dignity of work**" versus only 9% against.
- B. Democrats should also continue to use words that give *agency* to working families like "**Build.**"

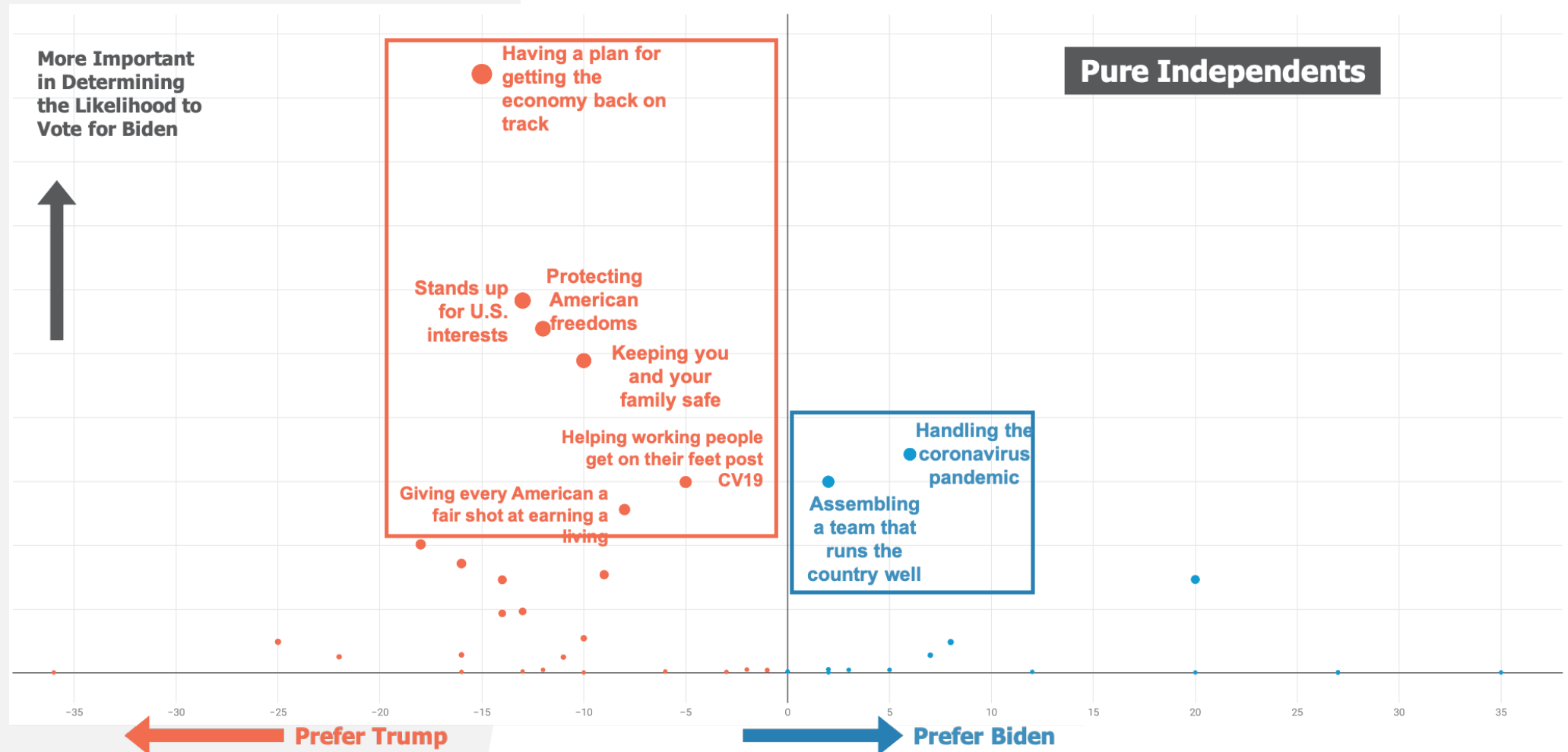
*Note: The three words "Build Back Better" do not test well.*

"Our government should be implementing more policies to value the dignity of work – the idea that hard work should pay off for every American, no matter who you are or what kind of work you do. But wages have been flat and the cost of everything, from rent to an education to health care is going up. When our work has dignity, Americans have the economic security they need to start a family, pay for childcare and college, take time off when they are sick, and save for retirement."



# Critical: The Independent Voter

While only 7-10% of the vote, Pure Independents often determine outcomes. This shows what drives their vote.



# 37 Competitive U.S. House Districts Surveyed

Averaged across these districts, Biden won 49.5% to 48.8%

Democratic Seats		Republican Seats	
AZ-01	Tom O'Halleran	AZ-06	David Schweikert
GA-07	Carolyn Bourdeaux	CA-21	David Valadao
IL-14	Lauren Underwood	CA-25	Mike Garcia
IL-17	Cheri Bustos	CA-39	Young Kim
IA-03	Cindy Axne	CA-48	Michelle Steel
MI-08	Elissa Slotkin	FL-26	Carlos Giménez
MI-11	Haley Stevens	FL-27	Maria Elvira Salazar
MN-02	Angie Craig	IN-05	Victoria Spartz
NV-03	Susie Lee	IA-01	Ashley Hinson
NV-04	Steven Horsford	IA-02	Mariannette Miller-Meeks
NJ-07	Tom Malinowski	MN-01	Jim Hagedorn
PA-07	Susan Wild	NE-02	Don Bacon
PA-08	Matt Cartwright	NY-22	Claudia Tenney
PA-17	Conor Lamb	OK-05	Stephanie Bice
TX-07	Lizzie Fletcher	SC-01	Nancy Mace
TX-15	Vicente Gonzalez	TX-23	Tony Gonzales
VA-07	Abigail Spanberger	TX-24	Beth Van Duyne
WA-08	Kim Schrier	UT-04	Burgess Owens
WI-03	Ron Kind		

# Methodology

Interviews conducted by Change Research – Future Majority’s research partner – are conducted online and recruited through social media advertising. Post-stratification weights were made on age, gender, ethnicity, education, region, and 2020 vote choice to reflect an accurate distribution of voters. Change Research was one of the only accurate polling firms in 2018 and 2020.

#1	CNBC/Change Research	-4.5%
#4	NBC News/Wall Street Journal/Marist College 🏹	-4.7%
#5	CBS News/YouGov	-4.8%
#11	Fox News/Beacon Research/Shaw & Co. Research 🏹	-5.9%
#12	New York Times/Siena College 🏹	-6.2%
#14	ABC/Washington Post 🏹	-6.3%
#17	CNN/SSRS 🏹	-7.4%





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