

Redistricting Special Session Message Guidance

Messaging

•**Heard:** Every Floridian deserves to have their voice heard. What we saw this week was a top-down attempt to stifle any dissent from a Governor and Republican leadership intent on violating the law and the moral conscience of the people they were elected to serve. That's why Democrats in the Florida House staged a peaceful sit-in to ensure that the communities they represent would not be silenced. Over the past four years, every community in this state has come under attack and fallen victim to this Governor's culture war agenda aimed at the most extreme elements of his political base. When you have been disrespected time and time again, the only solution left is to engage in some Good Trouble that forces the powerful to listen to the people. That's what happened this week in Tallahassee.

Messaging

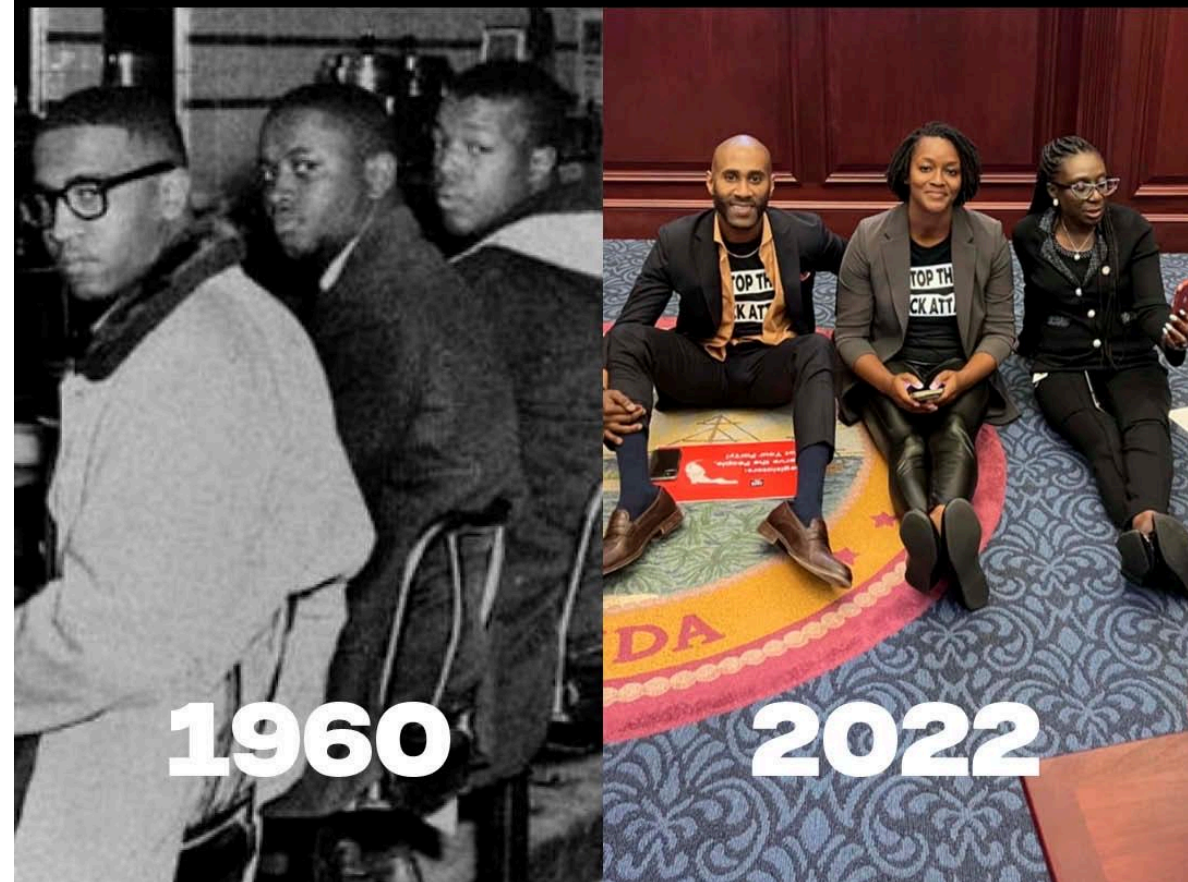
- Raising:** Once again, Governor Ron DeSantis and his Republican allies are raising taxes on hardworking Floridians. While the Governor puts his personal political ambition ahead of helping the people he was elected to serve, we continue to pay more money out of pocket while corporations get hundreds of millions of dollars in hand outs. As the Governor continues to do stunts for primary voters in Iowa or New Hampshire, we work hard and still see our housing costs skyrocketing and our wages staying flat. Floridians can't take any more tax increases by Governor DeSantis.

Messaging

- **Ambition:** Governor Ron DeSantis' attack on democracy and on Black representation is driven by his ambition to be president. The Governor's plan is a transparent attempt to gain favor with his national party bosses who want to pick up more Republican seats in Congress without regard for fairness. He has manipulated district lines to favor himself and his party and is ignoring what's best for the people he was elected to serve. Instead of pushing back, Republicans in the legislature put their own ambitions ahead of the Florida constitution, allowing their fear of being primaried by opponents endorsed by the Governor to act as their motivation. This was a sickening display of moral cowardice by the Governor and his Republican supplicants in the Legislature.

Graphics

60 YEARS LATER, BLACK COMMUNITIES ARE STILL FIGHTING TO HAVE THEIR VOICES HEARD.



FLORIDA
POLITICS

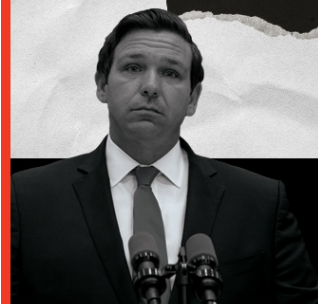
Kamia Brown: Back in Tallahassee spending Florida's taxpayer dollars to slash Black representation in Congress

abc NEWS

DeSantis pushes redistricting map that splits up Black voters

Florida Phoenix

Black House members raise concerns about DeSantis' congressional map threatening Black voters



GOVERNOR DESANTIS SHOULD BE FOCUSED ON HELPING PEOPLE IN NEED, NOT DIMINISHING THE VOICES OF BLACK COMMUNITIES.

FLORIDA WATCH **PROGRESS FLORIDA**

FLORIDA COMMUNICATIONS
AND RESEARCH HUB

Immigration Hub Battleground Survey

March 2022 Survey Findings



Likely 2022 General Electorate

Gender

	Total	Latino
Men	48	48
Women	52	51

Age

18-29 year olds	12	35
30-44 year olds	22	35
45-54 year olds	17	14
55-64 year olds	21	9
Seniors 65+	27	7

Education

High school or less	25	34
Some college	37	32
4-year college graduates	25	24
Post-graduate	13	10

Ethnicity

	Total	Latino
White	77	-
White non-college	45	-
White college	32	-
African-American	11	-
Latino	8	100
AAPI/Other	4	-

Ideology

Very liberal	15	20
Somewhat liberal	17	20
Moderate	27	43
Somewhat conservative	21	10
Very conservative	20	7

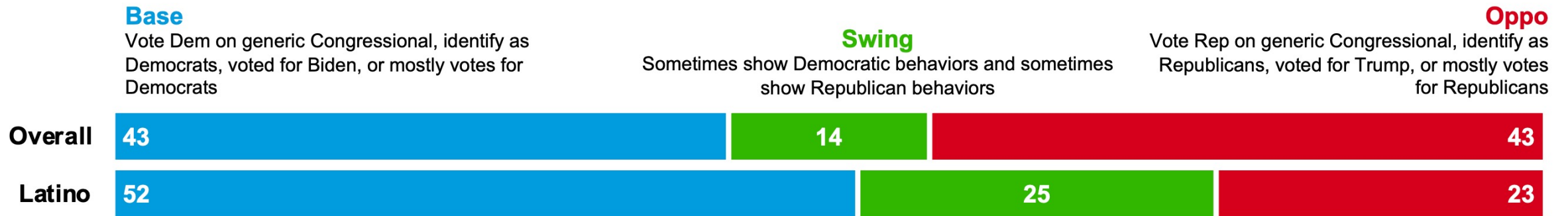
Party Identification & Ideology

Liberal Democrat	30	34
Non-liberal Democrat	16	23
Non-conservative Independent	7	15
Conservative Independent	2	1
Non-conservative Republican	11	14
Conservative Republican	35	13

Targets

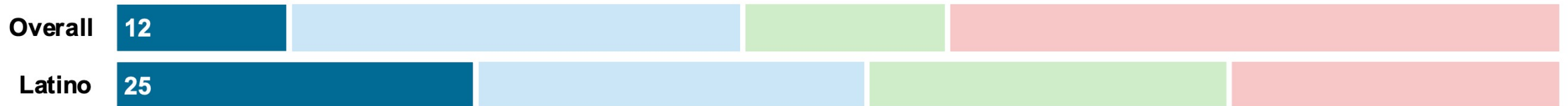
The electorate is divided politically, but Democrats have a motivation problem heading into the midterm, especially among Latinos. There is a segment of the electorate for whom immigration is a motivating issue

Targets



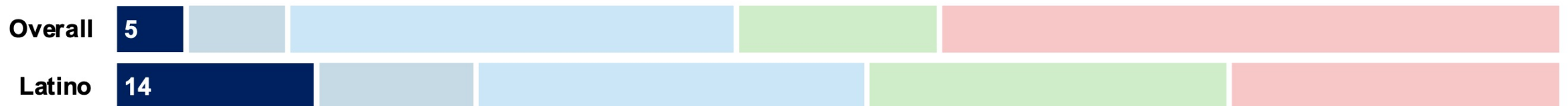
Democratic Motivation Targets

Base voters who are less motivated to vote in 2022



Immigration Motivation Targets

Democratic motivation targets who are upset about Democratic inaction on immigration



Swing voters hold negative attitudes towards Biden on immigration, while our immigration motivation targets are pro-immigrant, and positive towards Biden – but with no intensity in those feelings

Targets

Swing

Sometimes show Democratic behaviors and sometimes show Republican behaviors



Swing overall is..

- 62% under 54, 38% 55+
- 13% lib/ 59% mod/ 27% cons
- 62% non-college/ 38% college

Latino Swing is...

- 85% under 54, 15% 55+
- 21% lib/ 69% mod/ 11% cons
- 64% non-college/ 36% college

Immigration Motivation Targets

Democratic motivation targets who are upset about Democratic inaction on immigration



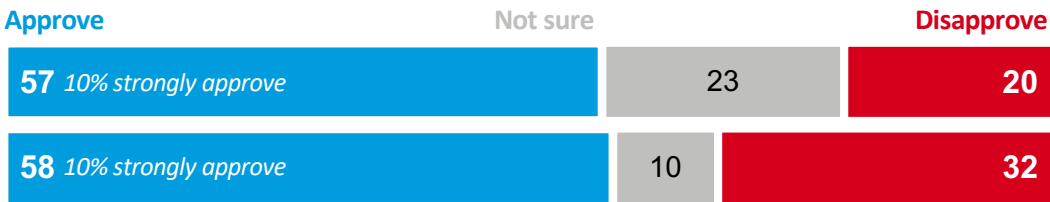
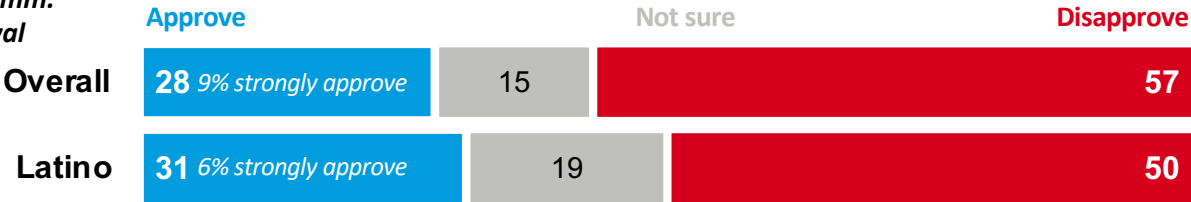
Imm motivation targets are..

- 77% under 54, 23% 55+
- 80% lib/ 13% mod/ 7% cons
- 57% non-college/ 42% college

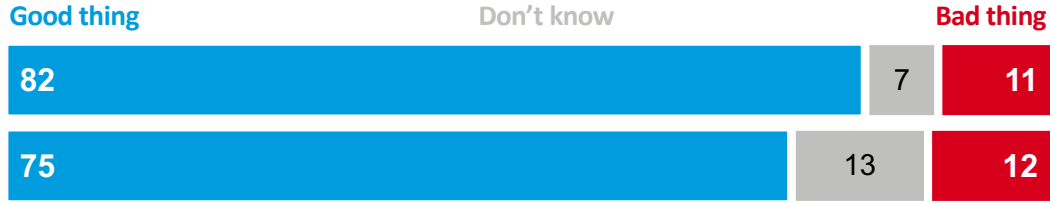
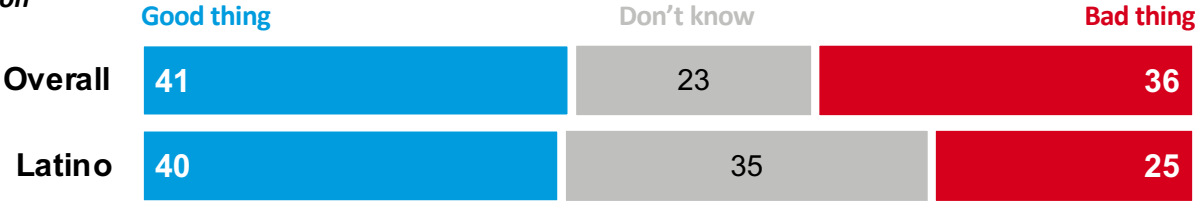
Latino imm motivation targets are...

- 95% under 54, 5% 55+
- 68% lib/ 29% mod/ 3% cons
- 79% non-college/ 21% college

Biden imm. approval

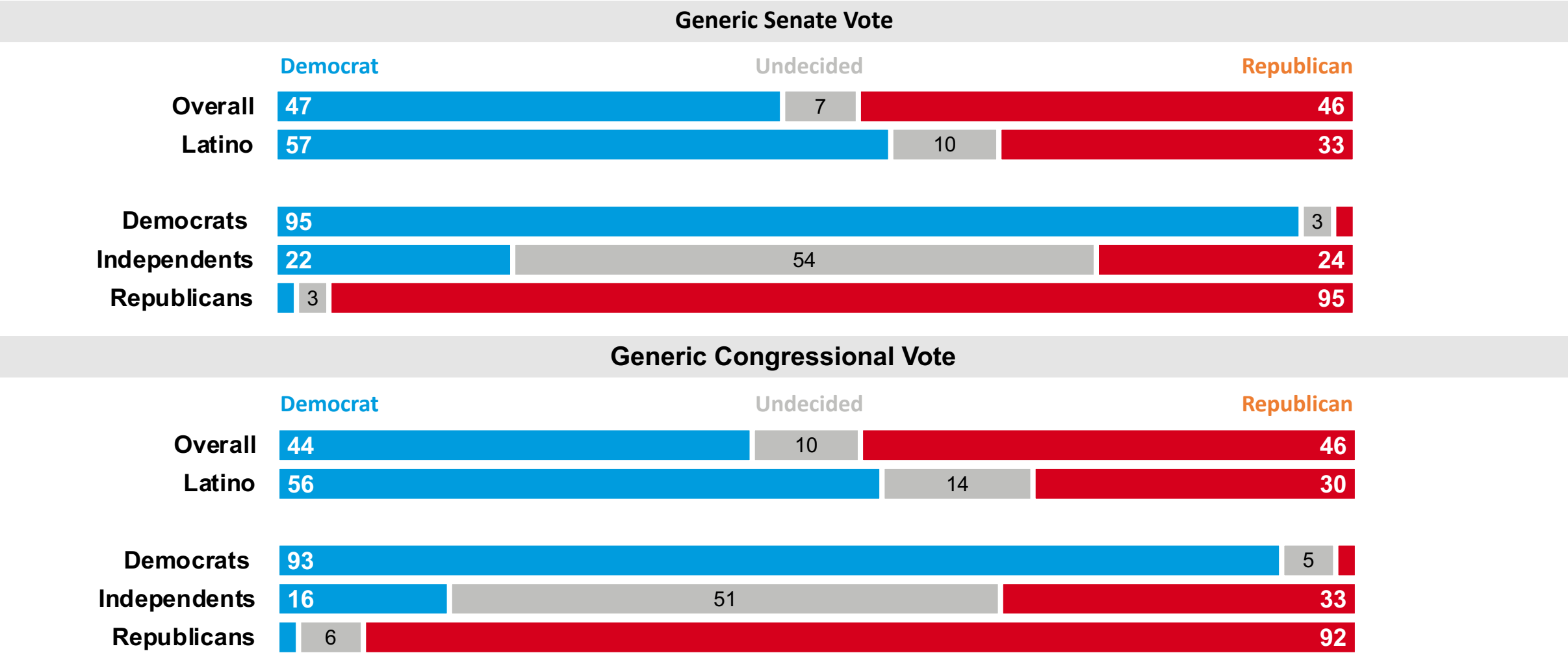


Views on imm.

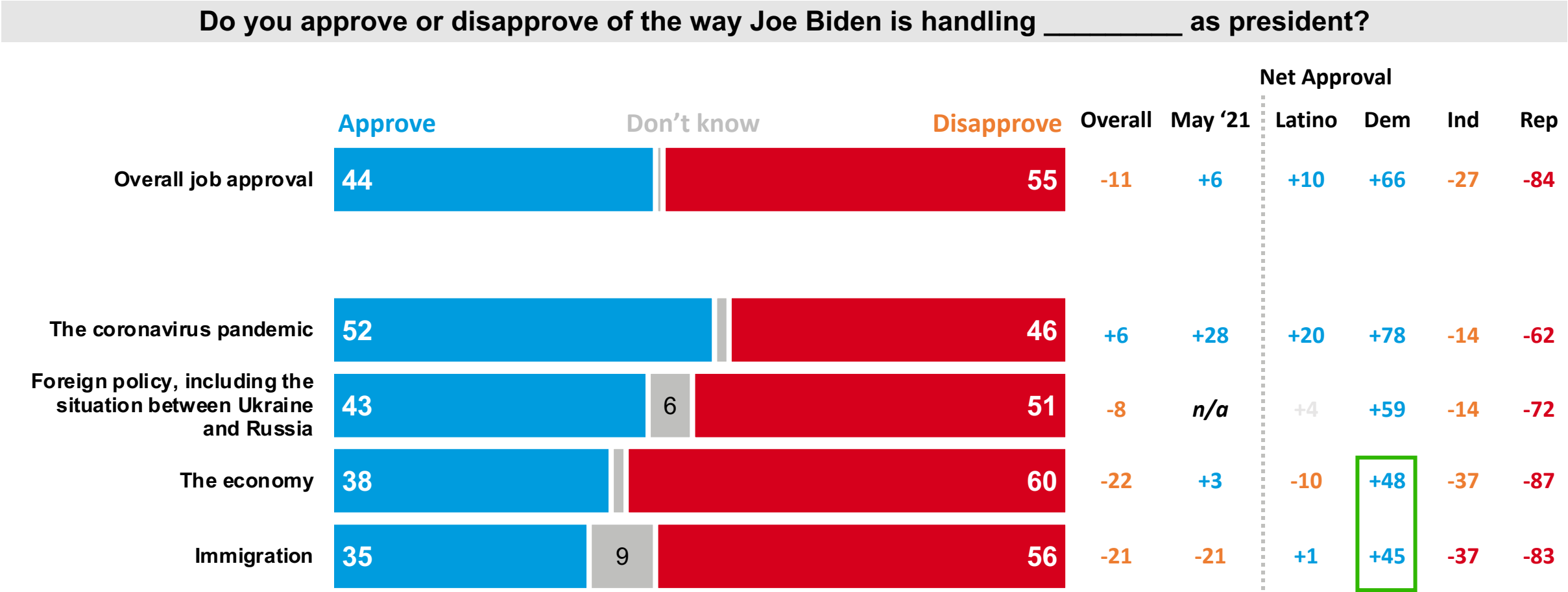


Political Landscape

The generic Congressional and Senate ballots are closely divided in these battlegrounds

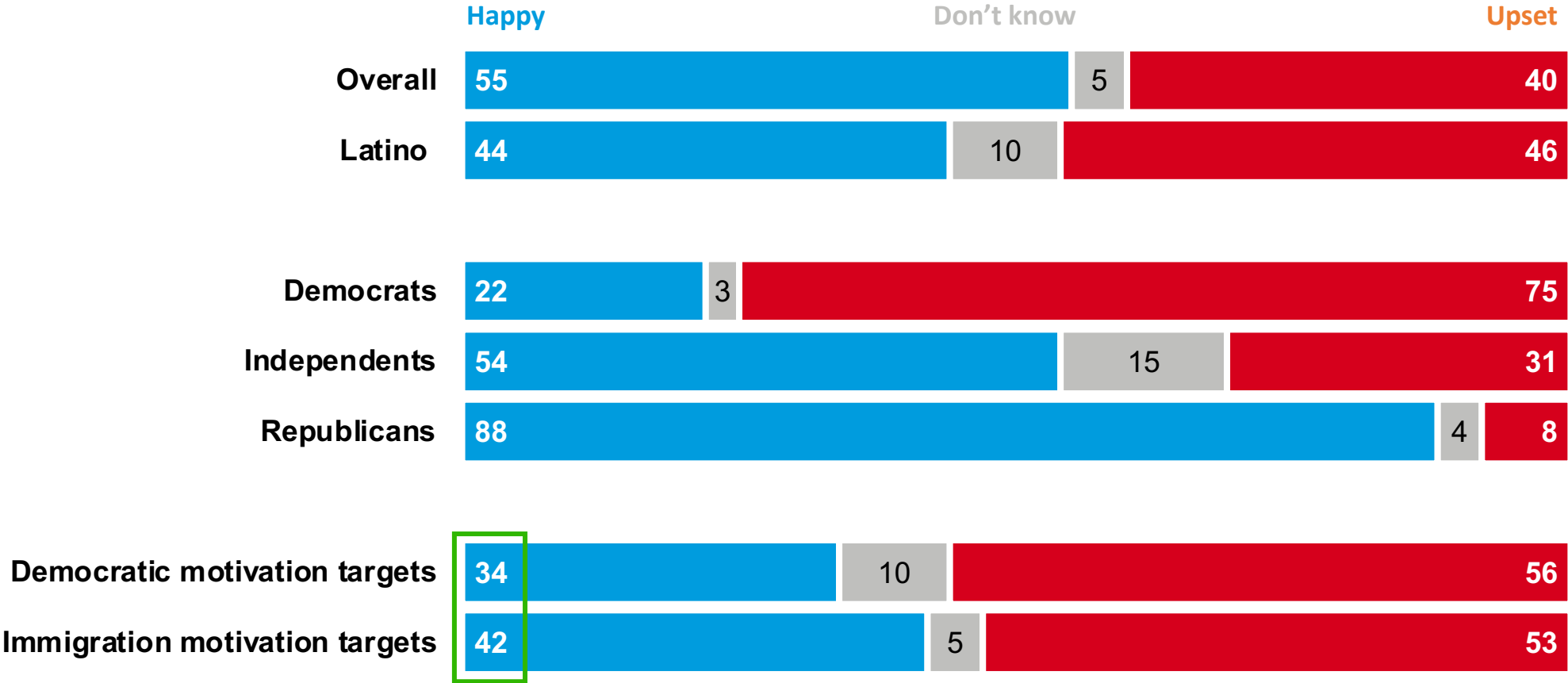


Biden’s immigration approval still falls behind other issue areas, though it has not gotten worse since last May

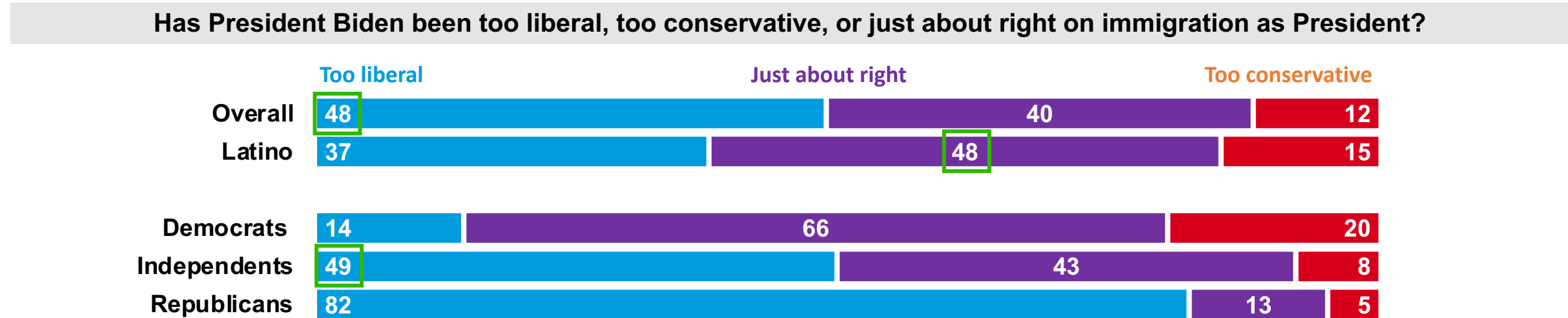
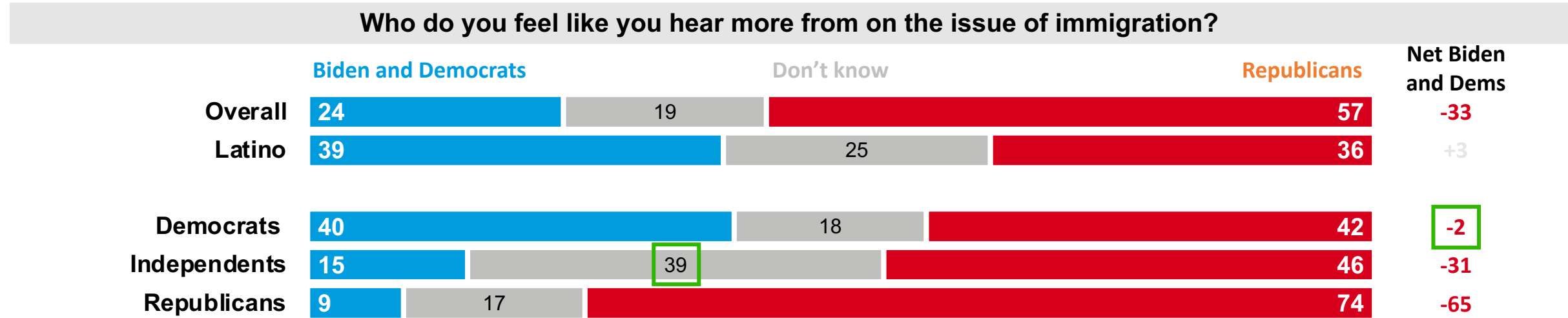


Around one in five Democrats are upset with how much Biden has gotten done, a feeling that is stronger with the Democratic motivation audience

Which of the following best describes how you feel about how much Biden has gotten done since he became President?

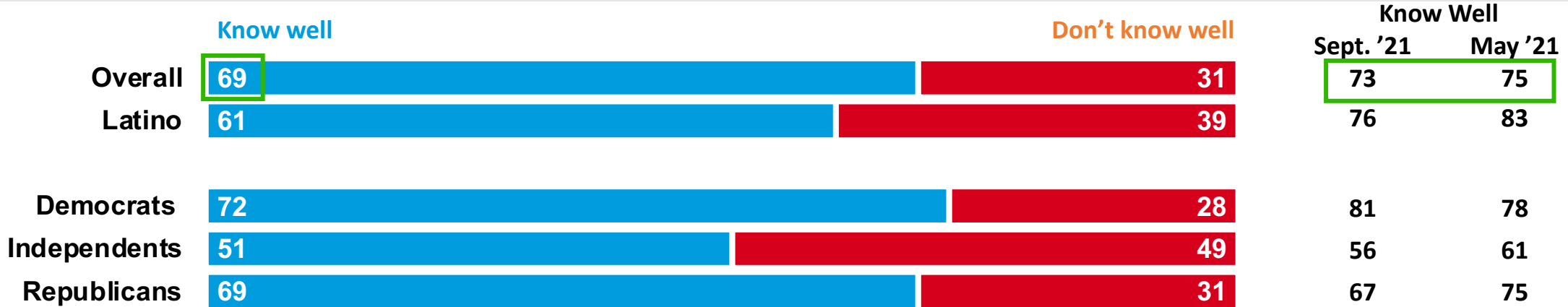


And with voters seeing Republicans defining the national conversation on immigration, many assume Biden is being too liberal on the issue

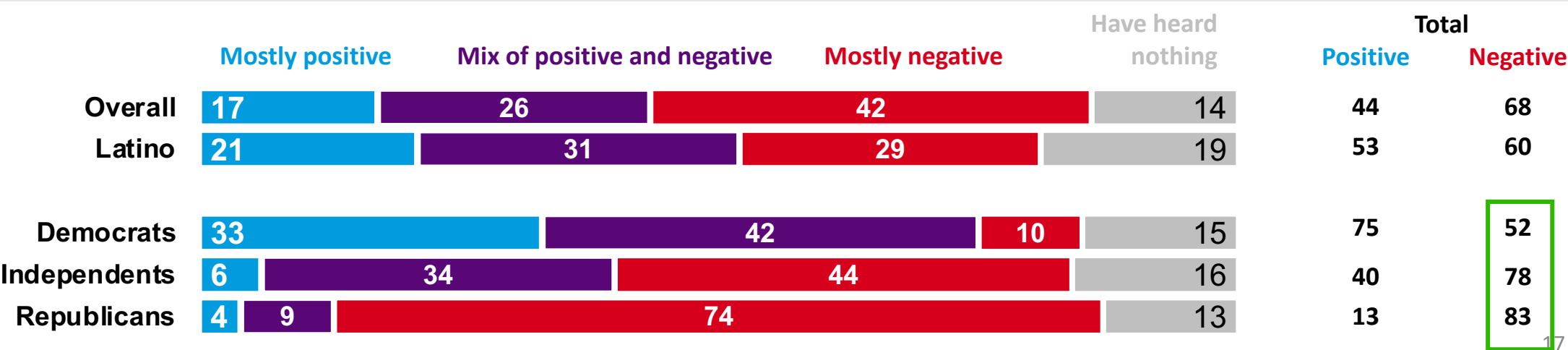


In what is an overwhelmingly negative information environment for Biden on immigration, a declining share know what Biden stands for on the issue

How well do you feel like you know what President Joe Biden currently stands for on immigration?

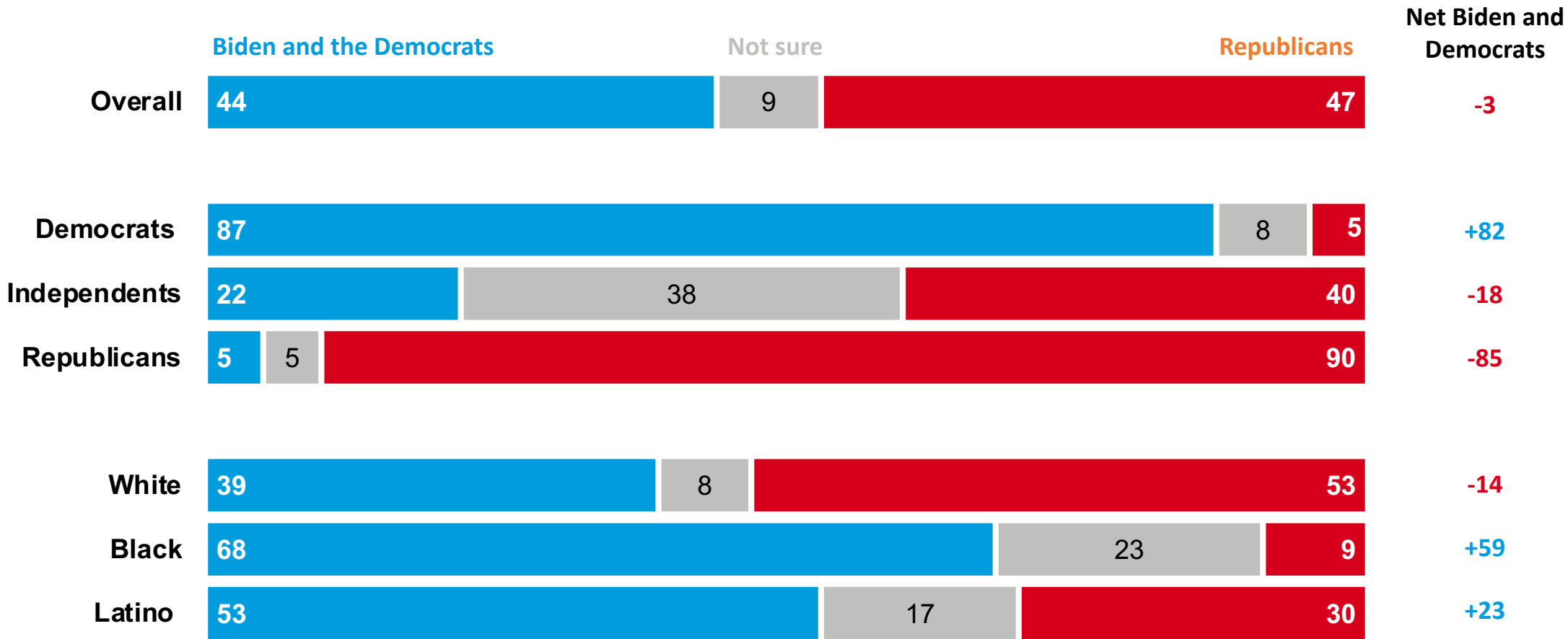


Has what you have seen, read, or heard about how Joe Biden is handling the issue of immigration been:



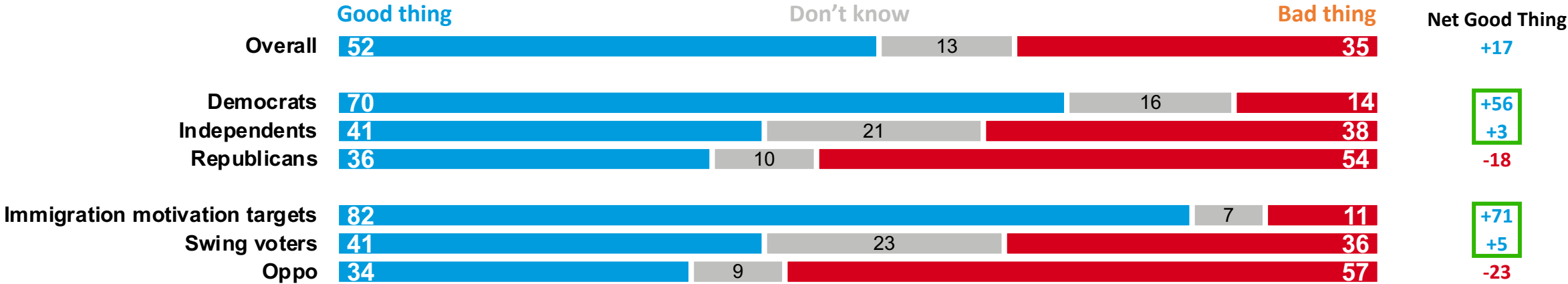
Despite the nature of the national conversation on immigration, Biden and Democrats are still competitive with Republicans on the issue

Who do you trust more to deal with the issue of immigration?

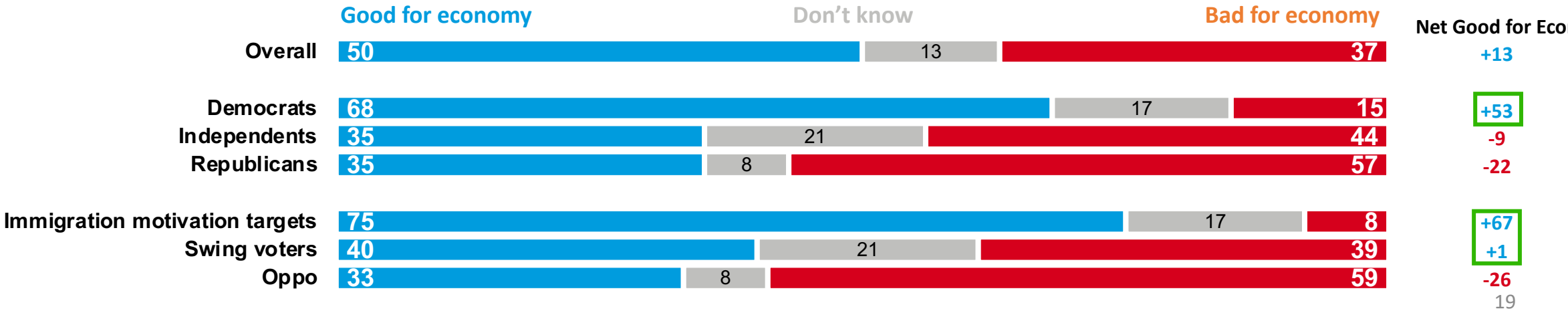


Even in a tough environment for Biden overall and on immigration, majorities hold pro-immigration positions

On the whole, do you think immigration is a good thing or a bad thing for this country?



What do you think is the impact of immigration on the U.S. economy as a whole?



There is a credible argument to be made that having more immigrant workers to fill open jobs could ease supply chain issues and help curb inflation

As you may or may not know, one problem facing the economy right now is that businesses are facing staff shortages and unfilled positions, which is leading to supply chain issues and causing inflation. In thinking about how immigration relates to this problem, who do you agree with more?

Those who say that having more immigrant workers in the United States would help the economy and reduce inflation because businesses would be able to fill these kinds of open positions

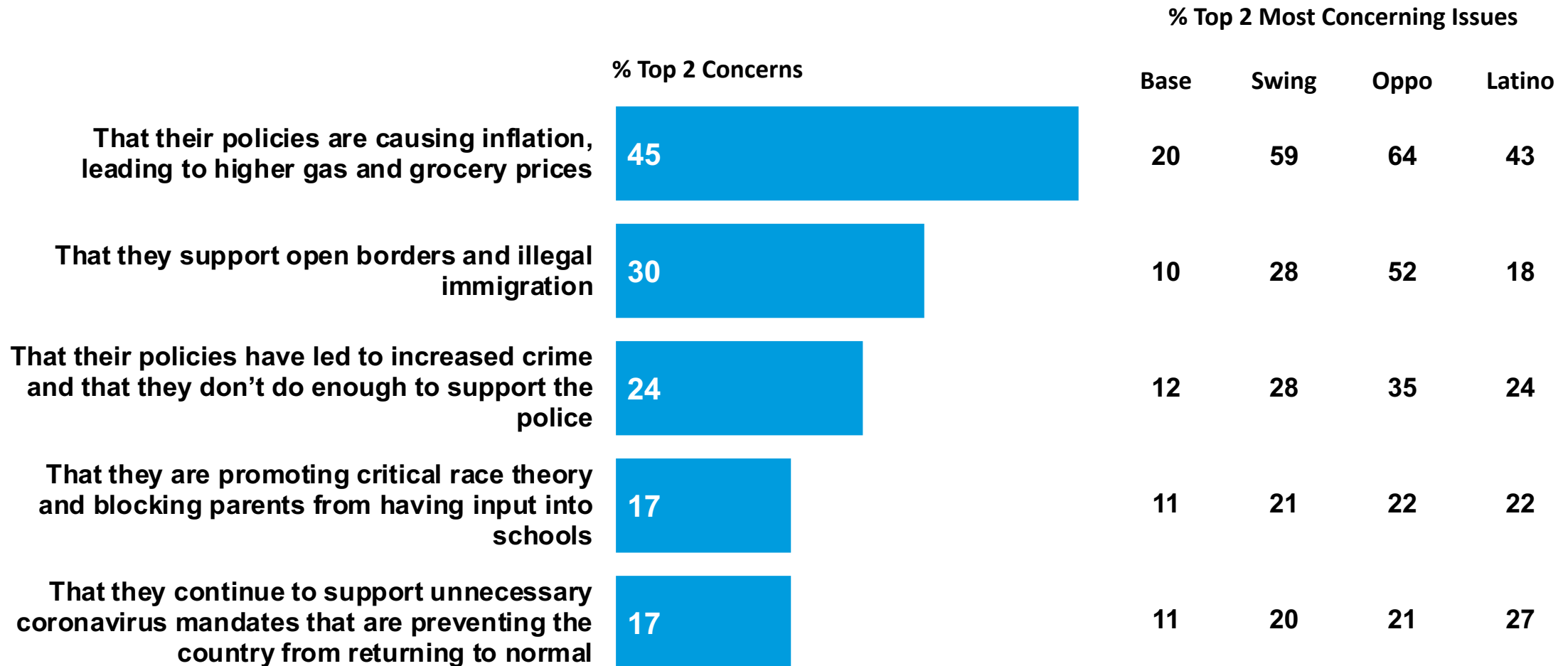
Those who say that having more immigrant workers in the United States would hurt the economy because those open positions should go to American workers



Messaging on Immigration

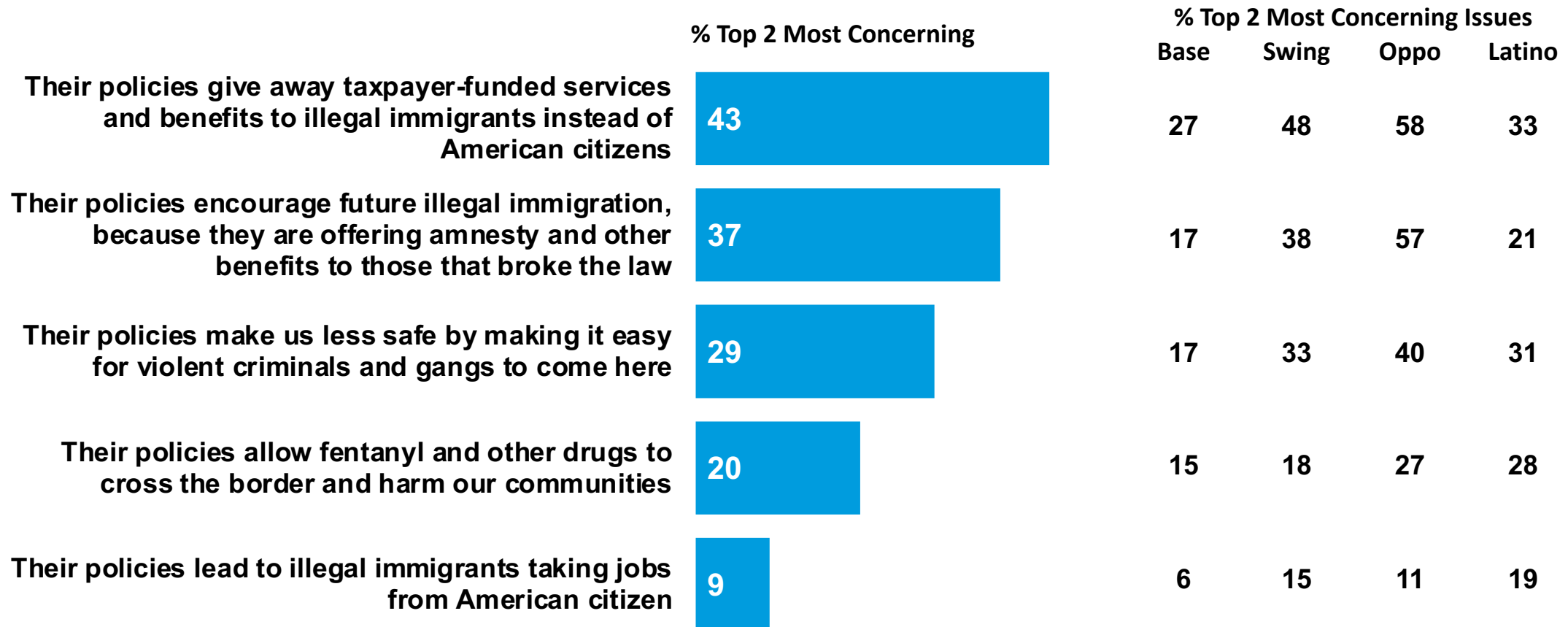
Heading into the midterms, the dominant concern about Democrats with swing voters is inflation. Concerns about immigration are driven by opposition GOP voters who are very unlikely to support Democrats

Below is a list of concerns that some people have about Joe Biden and Democrats in Congress. Regardless of how you plan to vote, which of the following TWO concern you the most about Joe Biden and Democrats in Congress?



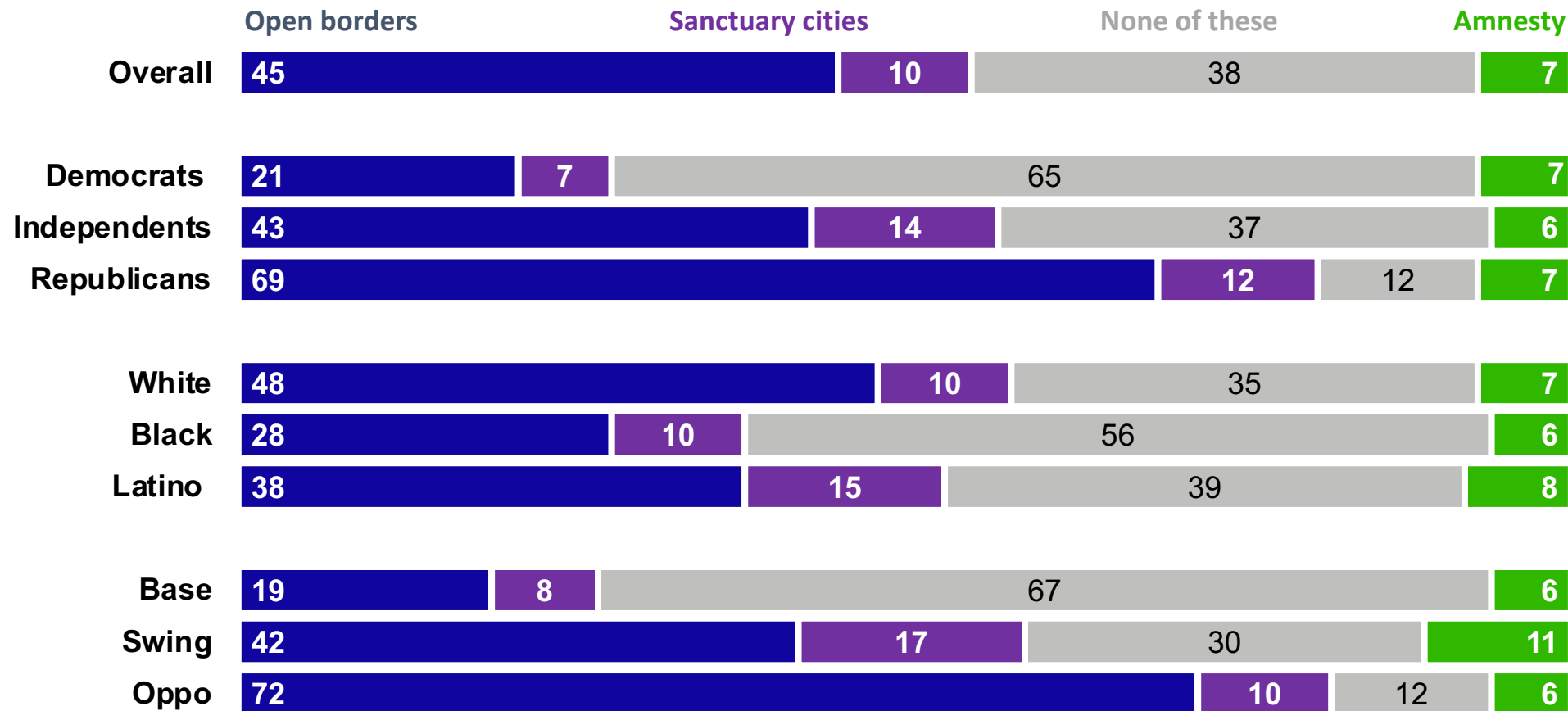
On immigration specifically, the most problematic arguments tie the issue to voters' economic concerns – this is more potent right now than the more traditional attacks on crime and drugs

Below is a list of concerns that some people have about the way Biden and the Democrats handle the issue of immigration. Regardless of how you plan to vote, which of the following TWO concern you the most about Biden and the Democrats on immigration?



But the phrase “open borders” is clearly the most problematic buzzword, far more concerning to swing voters than sanctuary cities and amnesty

Which of the policies from Biden and the Democrats concern you most about voting for them



Further, when asked in an open-ended format, the border again emerges as the prevailing bipartisan concern on Biden's handling of immigration

[IF HEARD ANYTHING NEGATIVE] In a few words, what negative things have you seen, read, or heard about what Joe Biden has done on the issue of immigration as President? (OPEN END)

Democrats



*"He hasn't done a lot for the border, for asylees, or for DACA."
"Ongoing border crisis and no granting of amnesty to people."*

Independents/Other



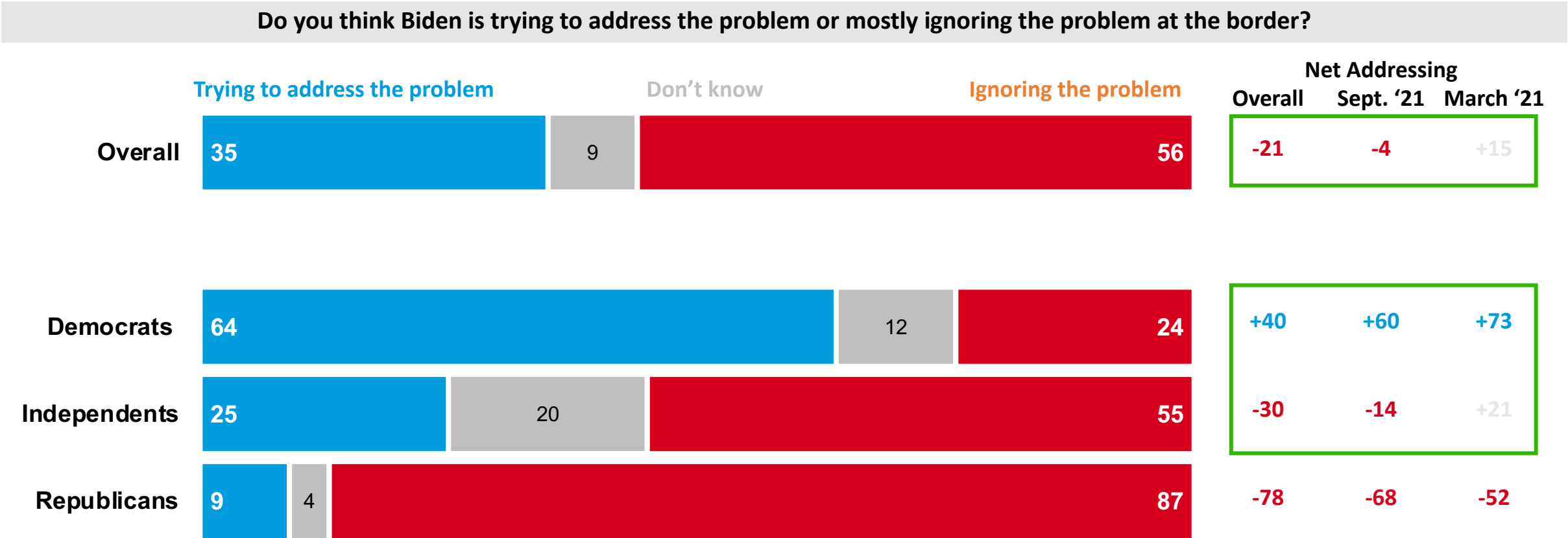
*"Opening our border."
"Nothing is being done about the border crisis."
"It is a mess at our borders."*

Republicans



*"Has done barely anything to improve our security
pertaining to protecting and securing our borders."
"Stopped the wall and opened the borders."*

Over the last year, voters increasingly see Biden ignoring the problem at the border



While security forward frames test moderately well with swing voters, they turn off mobilization targets AND swing Latinos in unhelpful ways. They test well in polling because of their appeal to opposition Republicans who won't support us. Balanced frames appeal to both swing voters and mobilization targets

Potential Democratic Lanes on Immigration

	Overall	Base	Swing	Imm. Motivation <i>Net Appealing (% appealing minus % not appealing)</i>	Latino	Latino Swing	Oppo	
Security forward frames	+50	+44	+56	+2	+26	-2	+54	[CLARIFYING SECURITY] A Democrat who says they don't support open borders and thinks we need to <u>invest in technology and smarter border infrastructure</u> to manage our borders, while cracking down on cartels and smugglers.
	+46	+32	+46	+10	+38	+18	+60	[OPEN BORDERS/TRADITIONAL SECURITY] A Democrat who says they oppose open borders and thinks we need to invest in border security to crack down on cartels and keep drugs and dangerous criminals out.
Balanced frames	+48	+86	+52	+88	+50	+16	+6	[SPLIT B-CIR] A Democrat that believes that our immigration system is broken and supports a plan that solves the problem with smarter border management and creating a way for undocumented immigrants currently living in the country to earn citizenship if they meet certain requirements.
	+44	+80	+46	+62	+38	+12	+6	[SPLIT B-SECURITY] A Democrat who says we have wasted billions over two decades on failed border security and instead need a new system to better process people in a fair and orderly way and technology to go after bad actors.
Non-border frames	+46	+82	+54	+72	+46	+28	+6	[ECON/SYSTEM] A Democrat who believes that a functioning immigration system, that works for both businesses and people, would help improve our economy so that there is a way for immigrants to work here in a legal, fair, and safe way.
	+22	+76	+20	+98	+38	+20	-32	[DREAMERS] A Democrat who says that for too long we have failed Dreamers, the undocumented immigrants who came to the United States as children, and we must find a way to ensure they can earn citizenship.

Digging further into potential frames that mention the border, we find that CIR remains the most broadly appealing framework to balance swing voter and mobilization concerns. Note that speaking about border patrol agents is extremely demotivating.

Potential Democratic Lanes on the Border

Overall	Base	Swing	Imm. Motivation	Latino	Latino Swing	Oppo	
Net Appealing (% appealing minus % not appealing)							
+50	+44	+56	+2	+26	-2	+54	[CLARIFYING SECURITY] A Democrat who says they don't support open borders and thinks we need to <u>invest in technology</u> and smarter border infrastructure to manage our borders, while cracking down on cartels and smugglers.
+48	+86	+52	+88	+50	+16	+6	[SPLIT B – CIR] A Democrat that believes that our immigration system is broken and supports a plan that solves the problem with smarter border management and <u>creating a way for undocumented immigrants currently living in the country to earn citizenship if they meet certain requirements.</u>
+46	+32	+46	+10	+38	+18	+60	[OPEN BORDERS/TRADITIONAL SECURITY] A Democrat who says they oppose open borders and thinks we need to invest in border security to crack down on cartels and keep drugs and dangerous criminals out.
+44	+80	+46	+62	+38	+12	+6	[SPLIT B-SECURITY] A Democrat who says we have wasted billions over two decades on failed border security and instead need a new system to better process people in a fair and orderly way and technology to go after bad actors.
+42	+72	+52	+85	+48	+46	+8	[SPLIT A – CIR] A Democrat that believes that our immigration system is broken and supports a plan that solves the problem by both increasing border security and <u>creating a way for undocumented immigrants currently living in the country to earn citizenship if they meet certain requirements.</u>
+40	+86	+44	+96	+46	+26	-6	[BORDER] A Democrat who thinks we must address the situation at the border by building out our capacity to process migrants in a fair, orderly, and humane way.
+30	+14	+32	-24	+24	+16	+46	[AGENTS] A Democrat who says we need to address the migrant crisis at the border with greater investments in border security, including hiring and deploying more border patrol agents.
+24	+76	+36	+62	+36	+22	-32	[SPLIT A-SMART SECURITY] A Democrat who says that instead of wasting 20 billion dollars on a border wall, we should invest in technology and smarter border infrastructure to secure our borders.

Looking at more general immigration frames outside the border, leaning into economic arguments is effective, while Dreamers are hugely motivating for our mobilization audience

Potential Democratic Lanes on Immigration

Overall	Base	Swing	Imm. Motivation	Latino	Latino Swing	Oppo	
<i>Net Appealing (% appealing minus % not appealing)</i>							
+46	+82	+54	+72	+46	+28	+6	[ECON/SYSTEM] A Democrat who believes that a functioning immigration system, that works for both businesses and people, would help improve our economy so that there is a way for immigrants to work here in a legal, fair, and safe way.
+38	+68	+40	+44	+34	+22	+10	[CLARIFYING AMNESTY] A Democrat who says they don't support amnesty, but thinks we need to fix the immigration process so that Dreamers, farmworkers, and essential workers who work hard and pay U.S. taxes can earn citizenship.
+36	+80	+56	+76	+48	+28	-14	[ECON/CONTRIBUTE] A Democrat who says that immigrants living here and working in critical jobs like health care workers and farm workers must be given an opportunity to stay here legally to continue contributing to our society and economy.
+22	+76	+20	+98	+38	+20	-32	[DREAMERS] A Democrat who says that for too long we have failed Dreamers, the undocumented immigrants who came to the United States as children, and we must find a way to ensure they can earn citizenship.
+20	+74	+34	+88	+34	+20	-38	[ECON/PROBLEMS] A Democrat who says that labor shortages, and businesses not being able to fill open positions, are leading to economic problems like supply chain issues and inflation. Building a functioning immigration system that allows immigrants to work here legally would help address these challenges.

Policies that both are tough (like on cartels bringing drugs across the border) and compassionate (keeping families together) is the strongest platform on immigration

Below is a list of policies that have been done or proposed on the issue of immigration. Please indicate whether you think they are an excellent idea, a good idea, a fair idea, or a poor idea.



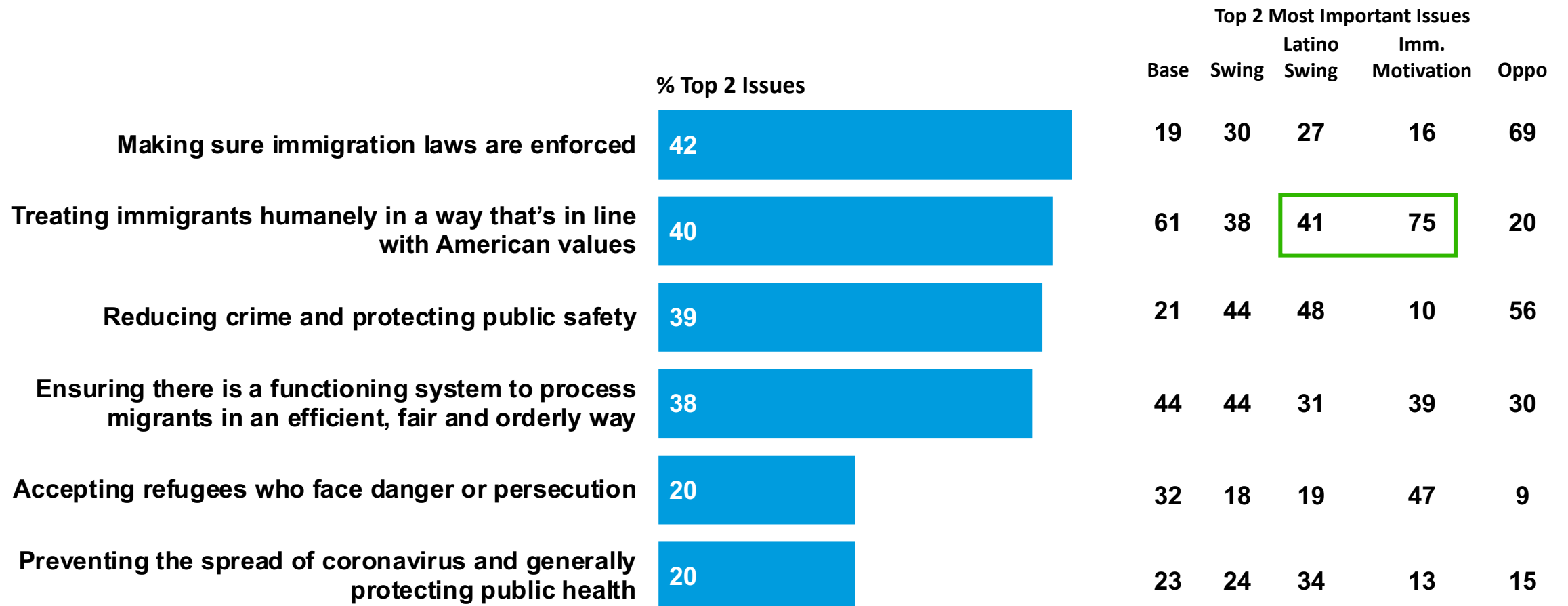
Again, past achievements of the Biden administration that handle bad actors appropriately while also prioritizing humanity is the best approach

President Biden has taken a range of actions on immigration in his first year in office. For each, please indicate whether you approve or disapprove of President Biden taking that action.

Top 5 actions tested				% Approve				
	Positive	Don't know	Negative	Base	Swing	Latino Swing	Imm. Motivation	Oppo
Cracked down on international organizations, like cartels, engaged in smuggling migrants by targeting their ability to travel, trade, and access financial assets within the United States	74	14	12	86	73	57	83	62
Signed an executive order to reunite the children who were separated from their parents at the border	71	9	20	92	69	56	86	50
Processed unaccompanied children who arrived at the border in a safe and orderly way and reunited them with their families	71	10	19	92	70	58	84	50
Reunified families, including by creating 1,300 new sites where sponsors can be fingerprinted to facilitate easier, faster reunification	65	13	22	91	63	57	89	41
Created new, legal ways for people to migrate to find temporary work or reunite with their families instead of making the dangerous journey to the U.S. border	59	14	27	84	55	55	83	34

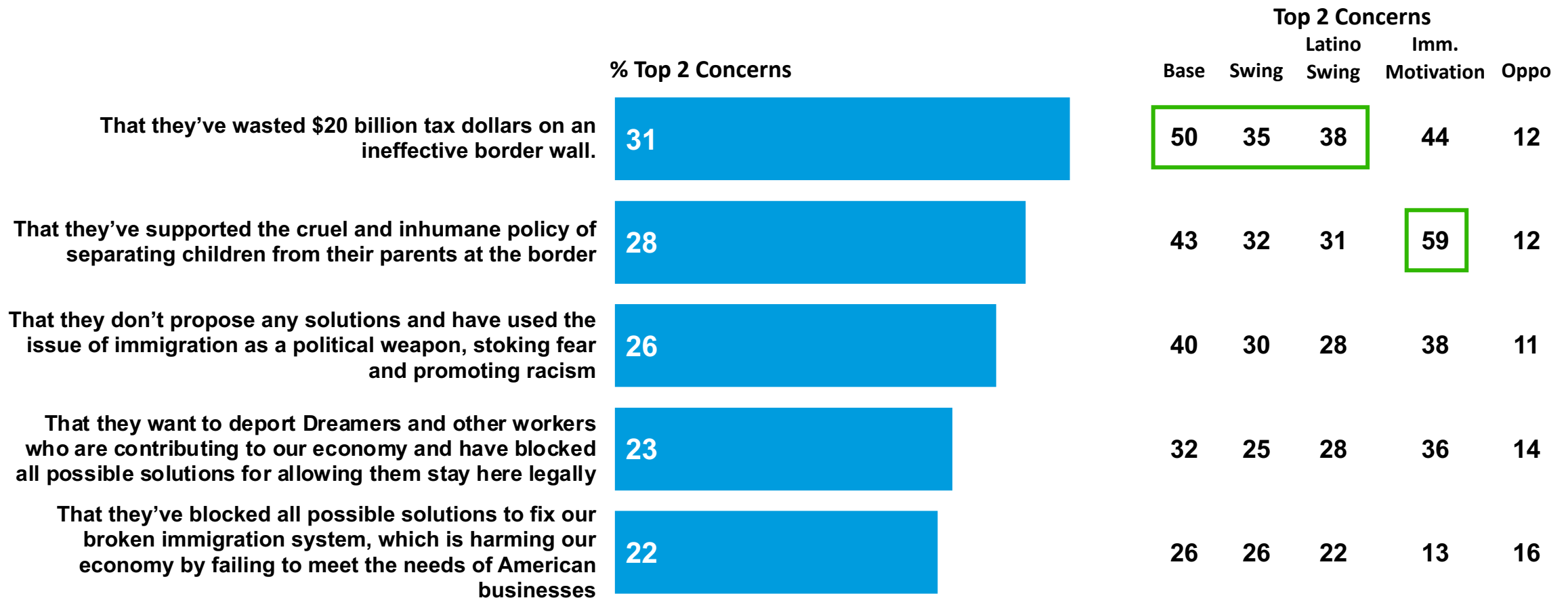
Humane treatment of migrants is a top priority among swing and immigration mobilization targets while Republican opposition drives support for crime reduction

In thinking about how to approach issues at the border, which of the following are most important to you? Please select the TWO that are most important to you



Republican vulnerabilities are greatest on taxpayer resources spent on the border wall and family separation

Below is a list of concerns that some people have about the way Republicans handle the issue of immigration. Regardless of how you plan to vote, which of the following TWO concern you the most about the Republicans on immigration?



Key Findings

Key Findings

The political environment in these battlegrounds are tough for Democrats both overall and on immigration – making sure the Democratic base turns out is going to be critical to limiting the damage in 2022. The generic Congressional and Senate ballots for 2022 are neck and neck, while Biden's ratings across issues are underwater. While there are still swing voters up for grabs, Democrats need to be wary of failing to turn out key base voters who may stay home unless Democrats give them a reason to show up at the polls – and for some, delivering on key immigration issues like creating a path to citizenship are strong strategies to get them to vote.

Biden's ratings on immigration have stagnated in the negative. Biden's approval rating on immigration continues to be negative largely due to an information environment where voters don't feel like they hear from Biden and Democrats nearly as much as they hear from Republicans on the issue – and what they hear about Biden is overwhelmingly negative. Without hearing from the White House about where they actually stand, voters assume the President is being too liberal on the issue by default. The border also remains a particularly sore area for Biden, more so than sanctuary cities, amnesty, or other potential hits on the Democratic Party.

None of this is to say that these battlegrounds are anti-immigrant – they remain pro-citizenship and see immigration as an economic asset. Voters want to see a functioning, humane system over one focused on crackdowns and deportation. These voters see immigration as a good thing for the economy and the country: financially, they see a pathway to citizenship helping our economic recovery, and there is an argument to be made connecting increased immigration to filling the kinds of open jobs that are preventing our economy from getting fully back to normal and getting inflation under control. A range of proposals on citizenship and Temporary Protected Status (TPS) are broadly popular.

Key Findings

On messaging for Democrats, we need to tread carefully to avoid repelling key turnout targets while still appealing to our more moderate swing audiences. Our best messaging carefully balances the nuanced concerns voters have about immigration. When testing a range of hypothetical Democratic lanes...

Security-focused frames show some success among swing voters – but in an election where we cannot afford to lose any base voters, **the potential backlash that security-focused lanes show among base Democrats and specifically, turnout targets, demonstrate real risk to relying on these frames.** The resonance of these crime-focused approaches are driven by Republicans who prioritize crime reduction over other issue areas within immigration.

If a Democrat is going to talk about border security, they need to couple it with...

- Fixing a broken immigration system
- Creating a pathway to citizenship for those who meet certain requirements
- A focus on punitive language only for those “bad actors” – like cartels that bring fentanyl into the United States – rather than painting with a broad brush

On the other hand, more effective frames for Democrats focus on balanced approaches that:

- Tie immigration to economic success
- Hone in on creating a “functioning immigration system” predicated on fairness
- Talk about protecting Dreamers and undocumented immigrants without supporting open borders
- Rely on popular citizenship proposals for undocumented immigrants who already work in the United States and meet requirements to stay here

Thank You



Making Americans the Hero of the Story

A Quick Guide to Greatness

[CURIOUS.COM/JASONRATLIFF](https://curious.com/jasonratliff)

Jason Ratliff



“America is strong because
AMERICANS ARE STRONG.”

- President Joe Biden

Americans as Heroes

Deep within the American psyche, the story of Americans as heroes rings true. America has always been about embracing the impossible and succeeding in spite of all odds.

When we watch American films and TV, whether it's Band of Brothers or Star Wars or the Avengers, this idea is ubiquitous - Americans face hardship, come together, and ultimately win the day.

However, turn on the TV, and the characters of the story are systems like "the economy," "inflation," "social media," or even worse, "politicians," leaving the everyday American entirely out of the picture.

Our most common political messaging echoes this pattern, with advertising featuring either the politician as the hero - "I did this," "Because of me, X happened" - or the enemy, "Evil Politician Y will screw you over," or "Bad Politician Z kicks puppies." And yet, this kind of messaging flies in the face of everything we know about psychology and how people actually think, feel, and behave.



This is a Voter's World. (We just live in it)



Studies have shown that much of what happens in Washington, DC isn't directly correlated with what voters say they want and American voters desperately need and want a responsive government that listens to them, responds to them, and delivers for them.

From a policy perspective, this means shaping and passing legislation that helps American voters meaningfully in their daily lives – delivering practical answers to real life problems. And from a messaging perspective, it means making a conscious effort to center Americans and their stories. This centering runs up against the larger media and political ecosystem that centers everyone but everyday Americans. The kind of communication that resonates with voters gets specific and local with what's happening on the ground, amplifies constituent voices, and tells stories about how voters work hard, come together, and make things happen, in spite of any adversity.

Ultimately, it means being both of and for the people.

Americans Want the Government to Be an Assistant to their Success

In the research we've conducted, we've found that Americans want a government that clears away barriers to productivity and invests in their success, without controlling them. With a deep belief in hard work and achieving things through that hard work (and being the heroes that they are), Americans want to feel like their success is their own, but want the government to open up doors to opportunity while helping them deal with the stuff that gets in the way.

In many ways, Americans feel like they are being put to death by a thousand papercuts (spam calls, surprise bills, etc.) that they can't do anything about. *THIS* is where the government is really, really needed. While there is a place for large-scale interventions, Americans don't want to feel like they are being controlled or managed by their government, but rather supported when needed. Ultimately, Americans want to be the heroes of their story - not the government.



Americans Need to See Themselves in the Future

Our research suggests Americans see their country at a tipping point. They're afraid of a future where their jobs are taken over by robots, the earth's resources have been destroyed, where we've spent everything and trapped our children in debt or worse, and because of media (social and otherwise), tech, and polarization, we've lost connection with the wisdom of generations and each other. At the same time, Americans are hopeful for something better - a world where future generations are invested in, where there's enough for everyone, where people are free and have the opportunity to live life as they see fit, and ultimately, where we are connected with each other to do something bigger than ourselves and make the world a better place for our children and generations to come.

Americans need to be given a sense of their role into the future - first, that they have one, and second, that it's an important, heroic one. Americans not seeing (and being afraid of losing) their role in the future is holding them back from embracing a whole slate of Democratic priorities and falling back on conservative ideas that feel safe and familiar.

Americans Don't Feel Acknowledged

Our research also suggests that Americans don't feel acknowledged or valued. Voters talk about how they work hard, care for their families and communities, pay their taxes, and do everything right, and yet, are only acknowledged when it comes time to get their vote. They don't believe legislation passed will benefit them and don't feel their concerns are heard.

Americans need to feel acknowledged and centered for what they do everyday - work hard, take care of their families, follow the rules, and make America the country that it is. In President Biden's words, "America is strong, because Americans are strong." Democrats would do well to follow the President's lead in acknowledging that America's greatness comes not from the top nor its economy, but from everyday Americans who get up every day and make it so.





Americans Wonder If There's Enough For Them

In America everyone wants a piece of the pie. Voters who don't already have some want some for themselves, while those who do want to hold onto their own piece. This tension has become even greater recently as the American Dream is increasingly feeling further out of reach for voters, and with the increased cost of living, this feeling has compounded.

Democrats need to meaningfully acknowledge this tension that voters feel, talk in real terms about how we solve it together, and share a hopeful vision of the future with voters that includes everyone – where every person has enough.

By speaking to the unstoppable potential of Americans and the value that they hold, Democrats can remind voters that they're capable of solving every problem and that they can expand the pie.

“We must invest in America because Americans are worth it. When you invest in Americans, **OUR POTENTIAL IS LIMITLESS.**”

Swing State Future Majority
Messaging Poll, December 2021

85% of participants agree or strongly agree with this statement.



91%

of Democrats
Agree or strongly
agree with this
statement.



82%

of Republicans
Agree or strongly
agree with this
statement.



81%

of Independents
Agree or strongly
agree with this
statement.

WHAT DEMOCRATS ARE CURRENTLY DOING

01 DEMS MAKE THEMSELVES THE HERO



Dems forget that nothing happens without voters' partnership. Dems talk only what they have done and leave voters out of the picture. Dems make themselves the heroes who save America instead of making it the voters.

02 DEMS DON'T ACKNOWLEDGE THE VOTER



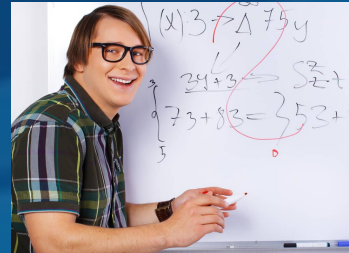
Dems focus so much on the special among us, they forget the average Joe. Dems call out our differences instead of our commonalities. Dems call out instead of calling in. Dems identify the problems in voters instead of seeing their potential and what they're doing right.

03 DEMS EMBRACE SCARCITY



Instead of all, Dems talk about some. Dems make zero sum arguments and induce scarcity by saying that some will have to have less in order for others to have more. Dems talk about spending instead of investment and talk about what they're running away from as opposed to the future they're creating.

04 DEMS ARE ABSTRACT & IMPERSONAL



Dems use statistics instead of stories. Dems embrace the abstract instead of where the rubber hits the road. Dems use language they like instead of the language voters use. If Dems tell stories at all, they tell stories that satisfy them instead of creating stories that satisfy everyone else.

WHAT DEMOCRATS SHOULD BE DOING

01

Every American is an Essential Hero

Every voter matters. Everyone was born at exactly the right time to take on whatever challenge we're facing and has an important role to play. Every American is an essential hero.

03

Tell them a Story about an Abundant Future

Show them a better future ahead where there's enough for everyone, where everyone has a job that can't be outsourced, and where everyone matters.

02

Acknowledge the Voter

What voters are doing, how they're making America great, centering and celebrating what they do through word and action.

04

Wrap it in the Personal

Keep it focused on policies' personal impact, keep it local, keep it personal and keep it human, all through the telling of personal human stories.

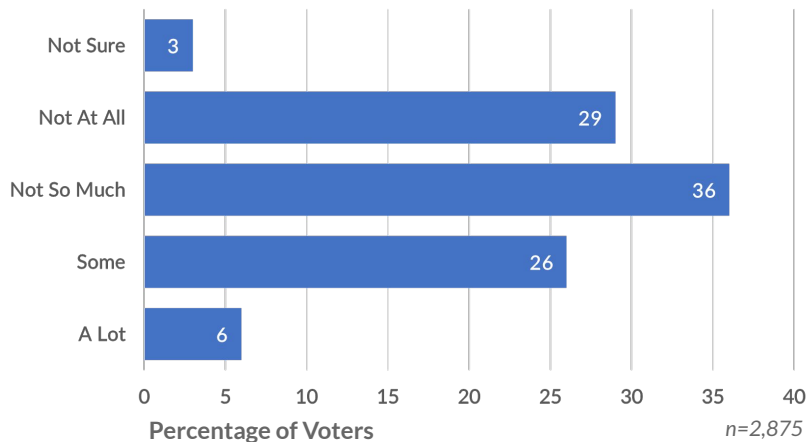
Take a look at
recent polling
from March
2022 that
affirms our
findings...

Key Senate State Future
Majority Poll
FL, AZ, GA, WI, NV, NM



AMERICANS WANT TO BE VALUED

In a Key Senate State Future Majority Poll, participants were asked:
How much do you feel like you matter in America?



65% of participants answered not so much or not at all.

Democrat

54% of participants answered not so much or not at all.

Republican

71% of participants answered not so much or not at all.

Independent

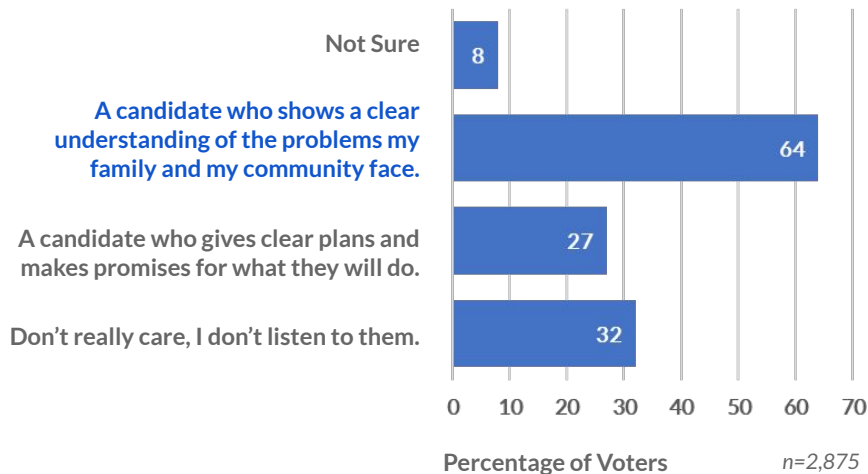
73% of participants answered not so much or not at all.

Key Senate State Future Majority Poll - FL, AZ, GA, WI, NV, NM, March 2022

AMERICANS WANT TO BE UNDERSTOOD

In a Key Senate State Future Majority Poll, participants were asked:

What is more important to you when you think about which candidate to vote for?



64% of participants answered:

“A candidate who shows a clear understanding of the problems my family and my community face.”

72% of Democrat Participants

62% of Republican Participants

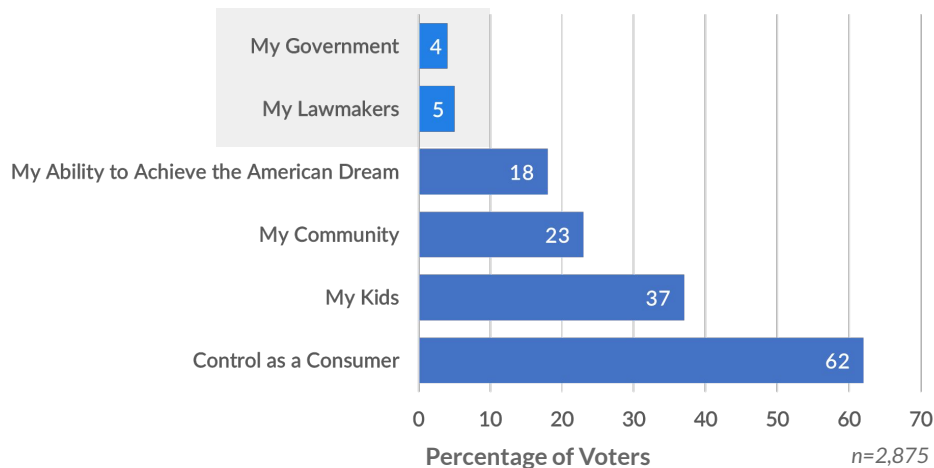
58% of Independent Participants

Key Senate State Future Majority Poll - FL, AZ, GA, WI, NV, NM, March 2022

AMERICANS WANT TO HAVE A SAY

In a Key Senate State Future Majority Poll, participants were asked:

Where do you feel like you have control these days, if anywhere? Please select all that apply.



9% of participants answered “my lawmakers” or “my government”

Democrat

16% of participants answered “my lawmakers” or “my government”

Republican

05% of participants answered “my lawmakers” or “my government”

Independent

06% of participants answered “my lawmakers” or “my government”

Key Senate State Future Majority Poll - FL, AZ, GA, WI, NV, NM, March 2022

AMERICANS WANT TO BE ACKNOWLEDGED

In a Key Senate State Future Majority Poll, participants were asked:

Thinking about your ideal President and the kind of President America needs right now, what kinds of qualities and attributes do they hold?

A Leader	85	% of Votes
Believes America can get better	75	
Focused on helping America grow	75	
Brings people together	75	
Transparent	70	
Focused on helping America be strong	69	
Focused on helping America heal	67	
Focuses on taking care of citizens who are doing the right thing	66	
Strong	61	
Believes America is great	60	
Promotes diversity and inclusion	58	
Focused on helping America be great	57	

66% of participants answered:

“Focuses on taking care of citizens who are doing the right thing.”

61% of Democrat Participants

74% of Republican Participants

63% of Independent Participants

Key Senate State Future Majority Poll - FL, AZ, GA, WI, NV, NM, March 2022

ABOUT THE WORK

Since the 2020 election, Future Majority, with our partners at Change Research, has surveyed 66,718 voters in swing congressional districts and battleground states. Future Majority, in partnership with Worthy Strategy Group, has also completed first-of-their-kind metaphor elicitation studies of American swing-state voters across the nation and in Pennsylvania, Texas, Florida, Nevada, North Carolina, Rural Wisconsin/Iowa/Minnesota, and Virginia, that provide a deep understanding of how voters 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 141,613 voters.

For more info, contact Gretchen.Barton@FutureMajority.org.

