



Blue Rose Research Florida Democratic Party Talking Point Testing

Agenda

- Identifying a big problem for the Democratic Party
- Blue Rose Research's work to help solve this problem
- What we've done (and learned) so far in Florida
- Quick overview: Roe messaging

The Problem

1. **Working class voters have been leaving the Democratic party** - both white voters and minority voters.
2. **These trends are driven by a nationalization of our politics** - any given candidates' performance is determined more by the Democratic party's brand today than it is by a specific candidate or campaign action.
3. **The messengers who collectively construct the Democratic Party brand** are increasingly different than the working class voters we need to win back - and often are operating without clear data-driven direction on what to say.

Socially conservative voters have been leaving the Democratic party for years, and 2016 exacerbated this trend.

Democratic Vote Share Among Issue Subgroups

Universal Healthcare	Amnesty	Obama Vote Share	Clinton Vote Share	Swing
Support	Oppose	60%	41%	-20%
Oppose	Oppose	11%	6%	-5%
Support	Support	83%	80%	-3%
Oppose	Support	19%	27%	8%

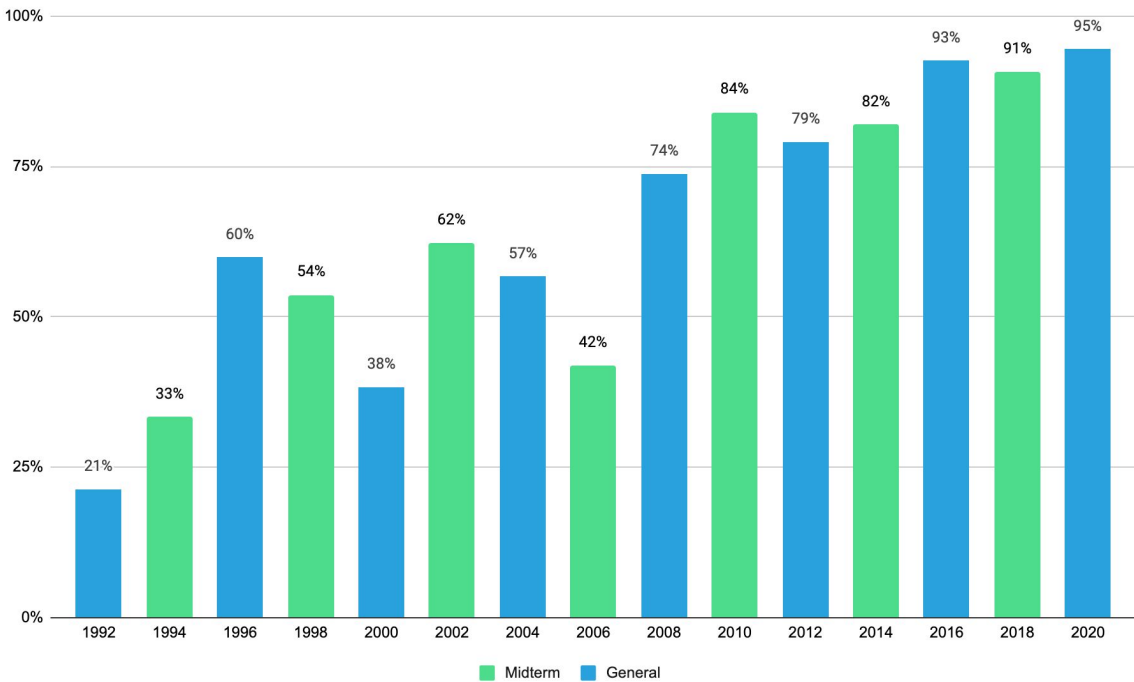
The quintessential Obama-Trump voter:

Agreed with us on health care but not immigration; went from 60% support in 2012 to 41% in 2016.

The 2020 election was the most polarized in American history. The brand of the party matters more than ever.

But while paid media and campaign activity is centralized and sophisticated, the broader universe of thousands of people who operate under the Democratic Party banner, communicate with the press, and shape the brand are uncoordinated and lack access to quality, data-driven tooling.

Correlation between POTUS and Senate



**Likelihood Issue Is Selected As “Most Important”
by National Electorate**

Issue	All Voters	Moderate	Very Liberal
Inflation	83%	73%	63%
Cost Of Living	82%	78%	69%
The Economy	80%	74%	62%
Taxes And Government Spending	63%	59%	43%
Crime	62%	60%	45%
Health Care	60%	62%	65%
The Budget Deficit And Government Debt	60%	56%	40%
Poverty	58%	56%	59%
Guns	56%	48%	57%
National Security And Foreign Policy	54%	50%	40%
Social Security	49%	55%	49%
Education	48%	43%	46%
Housing	47%	50%	53%
Civil Liberties And Privacy	47%	42%	50%
Race Relations	46%	42%	57%
Medicare	45%	49%	51%
Immigration	44%	42%	32%
Border Security	44%	38%	22%
Terrorism	44%	42%	33%
Income Inequality	43%	48%	62%
Abortion	42%	40%	57%
The Environment	41%	46%	60%
Unemployment	40%	45%	39%
Voting Rights	38%	38%	59%
The Covid 19 Pandemic	37%	51%	59%
Climate Change	36%	44%	65%
International Trade	35%	33%	28%
Child Care	33%	35%	37%

The brand is largely developed by elite messengers, whose priorities don’t always align with the electorate.

The **top issues** in the minds of voters are the cost of living, the economy, and health care - for both our base and moderate persuasion targets.

But for **very liberal voters** (a proxy for Democratic elite messengers), climate change, COVID, and voting rights have outsized importance.

The issue isn’t talking about climate change (though some of our language can be dissuasive); it’s the perceived failure to emphasize issues that matter most to a broad swath of voters.

Our work with FDP so far

From November 2021 - January 2022, we tested 63 messages statewide on a variety of subjects.

Content

- Surveyed in English and Spanish
- **46** pro-Democratic Party messages
- **17** anti-Democratic Party messages

More testing ongoing on a variety of topics (Don't Say Gay, Abortion, and more.)

Respondents

- 12,000 respondents total
 - 1,188 Cuban
 - 1,171 Puerto Rican
 - 625 Mexican
 - 1,318 Other Latino

Latinos are 25% of Florida's adult population, and 36% of our respondents through oversampling.

Most Effective

Average or Below

Reduces Dem Support



Message	Overall	Biden	Trump
Health Care Reform	1.0%	1.3%	0.7%
Founding Values	0.8%	1.1%	0.6%
Minimum Wage Principle	0.7%	1.0%	0.4%
Cost Of Living Pay Fors	0.7%	1.1%	0.3%
American Dream	0.7%	1.0%	0.4%
Voting Fairness	0.6%	1.0%	0.2%
Education Funding	0.6%	0.8%	0.4%
Home Prices	0.6%	0.9%	0.3%
Obama 2012 Hard Work	0.6%	0.8%	0.4%
Big Pharma	0.6%	0.9%	0.3%
Divide Us	0.5%	0.9%	0.3%
Recovery	0.5%	1.0%	0.2%
Small Business	0.5%	0.8%	0.3%
FI Dem Gop Contrast	0.5%	0.8%	0.3%
Obama 2012 Fair Shake	0.5%	0.7%	0.3%
Education History	0.5%	0.7%	0.3%
Moving Into Future	0.5%	0.8%	0.2%
Middle Class	0.5%	0.8%	0.2%
Hispanic Themes Small Business	0.5%	0.6%	0.3%
Education Curriculum	0.5%	0.5%	0.4%
Law And Order General	0.5%	0.6%	0.4%
Abortion Freedom	0.4%	0.7%	0.2%
Education Teachers	0.4%	0.5%	0.2%
Unaccompanied Minors	0.4%	0.6%	0.2%
Democracy	0.4%	0.8%	0.0%
Tax Suspensions	0.4%	0.4%	0.3%
Freedom Party	0.3%	0.7%	0.0%
Law And Order 3 Principles	0.3%	0.5%	0.2%
Covid Contrast	0.3%	0.5%	0.1%
Race In Schools	0.3%	0.5%	0.1%
Desantis Puppet	0.3%	0.6%	-0.1%
Real Americans	0.3%	0.6%	-0.1%
Neighborhood Security	0.2%	0.4%	0.1%
Curb Crime	0.2%	0.4%	0.1%
Paycheck Security	0.2%	0.5%	-0.1%
Education Parents Rights	0.2%	0.1%	0.3%
Civility	0.2%	0.4%	-0.1%
FI Dem Contrast	0.1%	0.3%	0.0%
Anti Racism	0.0%	0.1%	0.0%
Obama 2012 Out Built	0.0%	0.1%	-0.1%
Dark Money	0.0%	0.1%	-0.2%
Families Together	0.0%	0.0%	-0.1%
Farc Good Judgement	-0.2%	-0.3%	-0.1%
Crt Econ Pivot	-0.2%	-0.2%	-0.2%
Farc Explanation	-0.4%	-0.5%	-0.3%
Anti Communism	-0.5%	-0.7%	-0.4%

Interpreting Results

Each row represents one talking point that we've tested in Florida

Message	Overall	Biden	Trump
Health Care Reform	1.0%	1.3%	0.7%
Founding Values	0.8%	1.1%	0.6%
Minimum Wage Principle	0.7%	1.0%	0.4%
Cost Of Living Pay Fors	0.7%	1.1%	0.3%
American Dream	0.7%	1.0%	0.4%
Voting Fairness	0.6%	1.0%	0.2%
Education Funding	0.6%	0.8%	0.4%
Home Prices	0.6%	0.9%	0.3%
Obama 2012 Hard Work	0.6%	0.8%	0.4%
Big Pharma	0.6%	0.9%	0.3%
Divide Us	0.5%	0.9%	0.3%
Recovery	0.5%	1.0%	0.2%
Small Business	0.5%	0.8%	0.3%
Fl Dem Gop Contrast	0.5%	0.8%	0.3%
Obama 2012 Fair Shake	0.5%	0.7%	0.3%
Education History	0.5%	0.7%	0.3%
Moving Into Future	0.5%	0.8%	0.2%
Middle Class	0.5%	0.8%	0.2%
Hispanic Themes Small Business	0.5%	0.6%	0.3%
Education Curriculum	0.5%	0.5%	0.4%
Law And Order General	0.5%	0.6%	0.4%
Abortion Freedom	0.4%	0.7%	0.2%
Education Teachers	0.4%	0.5%	0.2%
Unaccompanied Minors	0.4%	0.6%	0.2%
Democracy	0.4%	0.8%	0.0%
Tax Suspensions	0.4%	0.4%	0.3%
Freedom Party	0.3%	0.7%	0.0%
Law And Order 3 Principles	0.3%	0.5%	0.2%
Covid Contrast	0.3%	0.5%	0.1%
Race In Schools	0.3%	0.5%	0.1%
Desantis Puppet	0.3%	0.6%	-0.1%
Real Americans	0.3%	0.6%	-0.1%
Neighborhood Security	0.2%	0.4%	0.1%
Curb Crime	0.2%	0.4%	0.1%
Paycheck Security	0.2%	0.5%	-0.1%
Education Parents Rights	0.2%	0.1%	0.3%
Civility	0.2%	0.4%	-0.1%
Fl Dem Contrast	0.1%	0.3%	0.0%
Anti Racism	0.0%	0.1%	0.0%
Obama 2012 Out Built	0.0%	0.1%	-0.1%
Dark Money	0.0%	0.1%	-0.2%
Families Together	0.0%	0.0%	-0.1%
Farc Good Judgement	-0.2%	-0.3%	-0.1%
Crt Econ Pivot	-0.2%	-0.2%	-0.2%
Farc Explanation	-0.4%	-0.5%	-0.3%
Anti Communism	-0.5%	-0.7%	-0.4%

Interpreting Results

Messages are ranked by the degree to which they shift support from Republicans to Democrats.

In this test we gauged Dem vs. Republican support in the Congressional ballot (pooling across districts), and movement is percentage point change.

Message	Overall	Biden	Trump
Health Care Reform	1.0%	1.3%	0.7%
Founding Values	0.8%	1.1%	0.6%
Minimum Wage Principle	0.7%	1.0%	0.4%
Cost Of Living Pay Fors	0.7%	1.1%	0.3%
American Dream	0.7%	1.0%	0.4%
Voting Fairness	0.6%	1.0%	0.2%
Education Funding	0.6%	0.8%	0.4%
Home Prices	0.6%	0.9%	0.3%
Obama 2012 Hard Work	0.6%	0.8%	0.4%
Big Pharma	0.6%	0.9%	0.3%
Divide Us	0.5%	0.9%	0.3%
Recovery	0.5%	1.0%	0.2%
Small Business	0.5%	0.8%	0.3%
Fi Dem Gop Contrast	0.5%	0.8%	0.3%
Obama 2012 Fair Shake	0.5%	0.7%	0.3%
Education History	0.5%	0.7%	0.3%
Moving Into Future	0.5%	0.8%	0.2%
Middle Class	0.5%	0.8%	0.2%
Hispanic Themes Small Business	0.5%	0.6%	0.3%
Education Curriculum	0.5%	0.5%	0.4%
Law And Order General	0.5%	0.6%	0.4%
Abortion Freedom	0.4%	0.7%	0.2%
Education Teachers	0.4%	0.5%	0.2%
Unaccompanied Minors	0.4%	0.6%	0.2%
Democracy	0.4%	0.8%	0.0%
Tax Suspensions	0.4%	0.4%	0.3%
Freedom Party	0.3%	0.7%	0.0%
Law And Order 3 Principles	0.3%	0.5%	0.2%
Covid Contrast	0.3%	0.5%	0.1%
Race In Schools	0.3%	0.5%	0.1%
Desantis Puppet	0.3%	0.6%	-0.1%
Real Americans	0.3%	0.6%	-0.1%
Neighborhood Security	0.2%	0.4%	0.1%
Curb Crime	0.2%	0.4%	0.1%
Paycheck Security	0.2%	0.5%	-0.1%
Education Parents Rights	0.2%	0.1%	0.3%
Civility	0.2%	0.4%	-0.1%
Fi Dem Contrast	0.1%	0.3%	0.0%
Anti Racism	0.0%	0.1%	0.0%
Obama 2012 Out Built	0.0%	0.1%	-0.1%
Dark Money	0.0%	0.1%	-0.2%
Families Together	0.0%	0.0%	-0.1%
Farc Good Judgement	-0.2%	-0.3%	-0.1%
Crt Econ Pivot	-0.2%	-0.2%	-0.2%
Farc Explanation	-0.4%	-0.5%	-0.3%
Anti Communism	-0.5%	-0.7%	-0.4%

Interpreting Results

We display results both overall and among key target populations (race, gender, age, partisanship, etc.).

In this presentation, we display results **both statewide and by partisanship,**

Message	Overall	Biden	Trump
Health Care Reform	1.0%	1.5%	0.7%
Founding Values	0.8%	1.1%	0.6%
Minimum Wage Principle	0.7%	1.0%	0.4%
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Divide Us	0.5%	0.9%	0.3%
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Obama 2012 Fair Shake	0.5%	0.7%	0.3%
Education History	0.5%	0.7%	0.3%
Moving Into Future	0.5%	0.8%	0.2%
Middle Class	0.5%	0.8%	0.2%
Hispanic Themes Small Business	0.5%	0.6%	0.3%
Education Curriculum	0.5%	0.5%	0.4%
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Abortion Freedom	0.4%	0.7%	0.2%
Education Teachers	0.4%	0.5%	0.2%
Unaccompanied Minors	0.4%	0.6%	0.2%
Democracy	0.4%	0.8%	0.0%
Tax Suspensions	0.4%	0.4%	0.3%
Freedom Party	0.3%	0.7%	0.0%
Law And Order 3 Principles	0.3%	0.5%	0.2%
Covid Contrast	0.3%	0.5%	0.1%
Race In Schools	0.3%	0.5%	0.1%
Desantis Puppet	0.3%	0.6%	-0.1%
Real Americans	0.3%	0.6%	-0.1%
Neighborhood Security	0.2%	0.4%	0.1%
Curb Crime	0.2%	0.4%	0.1%
Paycheck Security	0.2%	0.5%	-0.1%
Education Parents Rights	0.2%	0.1%	0.3%
Civility	0.2%	0.4%	-0.1%
Fi Dem Contrast	0.1%	0.3%	0.0%
Anti Racism	0.0%	0.1%	0.0%
Obama 2012 Out Built	0.0%	0.1%	-0.1%
Dark Money	0.0%	0.1%	-0.2%
Families Together	0.0%	0.0%	-0.1%
Farc Good Judgement	-0.2%	-0.3%	-0.1%
Crt Econ Pivot	-0.2%	-0.2%	-0.2%
Farc Explanation	-0.4%	-0.5%	-0.3%
Anti Communism	-0.5%	-0.7%	-0.4%

**Most
Effective**

Interpreting Results

While the overall movement in a test like this can seem small, our methodology is effective at finding separation between messages.

The top-testing messages in this test are nearly 3x as effective as the average messages.

Message	Overall	Biden	Trump
Health Care Reform	1.0%	1.3%	0.7%
Founding Values	0.8%	1.1%	0.6%
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Home Prices	0.6%	0.9%	0.3%
Obama 2012 Hard Work	0.6%	0.8%	0.4%
Big Pharma	0.6%	0.9%	0.3%
Divide Us	0.5%	0.9%	0.3%
Recovery	0.5%	1.0%	0.2%
Small Business	0.5%	0.8%	0.3%
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Obama 2012 Fair Shake	0.5%	0.7%	0.3%
Education History	0.5%	0.7%	0.3%
Moving Into Future	0.5%	0.8%	0.2%
Middle Class	0.5%	0.8%	0.2%
Hispanic Themes Small Business	0.5%	0.6%	0.3%
Education Curriculum	0.5%	0.5%	0.4%
Law And Order General	0.5%	0.6%	0.4%
Abortion Freedom	0.4%	0.7%	0.2%
Education Teachers	0.4%	0.5%	0.2%
Unaccompanied Minors	0.4%	0.6%	0.2%
Democracy	0.4%	0.8%	0.0%
Tax Suspensions	0.4%	0.4%	0.3%
Freedom Party	0.3%	0.7%	0.0%
Law And Order 3 Principles	0.3%	0.5%	0.2%
Covid Contrast	0.3%	0.5%	0.1%
Race In Schools	0.3%	0.5%	0.1%
Desantis Puppet	0.3%	0.6%	-0.1%
Real Americans	0.3%	0.6%	-0.1%
Neighborhood Security	0.2%	0.4%	0.1%
Curb Crime	0.2%	0.4%	0.1%
Paycheck Security	0.2%	0.5%	-0.1%
Education Parents Rights	0.2%	0.1%	0.3%
Civility	0.2%	0.4%	-0.1%
Fi Dem Contrast	0.1%	0.3%	0.0%
Anti Racism	0.0%	0.1%	0.0%
Obama 2012 Out Built	0.0%	0.1%	-0.1%
Dark Money	0.0%	0.1%	-0.2%
Families Together	0.0%	0.0%	-0.1%
Farc Good Judgement	-0.2%	-0.3%	-0.1%
Crt Econ Pivot	-0.2%	-0.2%	-0.2%
Farc Explanation	-0.4%	-0.5%	-0.3%
Anti Communism	-0.5%	-0.7%	-0.4%

Interpreting Results

Messages that score below 0 means that overall they move voters towards Republicans.

That means using these messages actually **hurt Democrats** and help Republicans, and should be avoided at all cost!

Reduces Dem Support

Message	Overall	Biden	Trump
Health Care Reform	1.0%	1.3%	0.7%
Founding Values	0.8%	1.1%	0.6%
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Education Funding	0.6%	0.8%	0.4%
Home Prices	0.6%	0.9%	0.3%
Obama 2012 Hard Work	0.6%	0.8%	0.4%
Big Pharma	0.6%	0.9%	0.3%
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Education Curriculum	0.5%	0.5%	0.4%
Law And Order General	0.5%	0.6%	0.4%
Abortion Freedom	0.4%	0.7%	0.2%
Education Teachers	0.4%	0.5%	0.2%
Unaccompanied Minors	0.4%	0.6%	0.2%
Democracy	0.4%	0.8%	0.0%
Tax Suspensions	0.4%	0.4%	0.3%
Freedom Party	0.3%	0.7%	0.0%
Law And Order 3 Principles	0.3%	0.5%	0.2%
Covid Contrast	0.3%	0.5%	0.1%
Race In Schools	0.3%	0.5%	0.1%
Desantis Puppet	0.3%	0.6%	-0.1%
Real Americans	0.3%	0.6%	-0.1%
Neighborhood Security	0.2%	0.4%	0.1%
Curb Crime	0.2%	0.4%	0.1%
Paycheck Security	0.2%	0.5%	-0.1%
Education Parents Rights	0.2%	0.1%	0.3%
Civility	0.2%	0.4%	-0.1%
Fl Dem Contrast	0.1%	0.3%	0.0%
Anti Racism	0.0%	0.1%	0.0%
Obama 2012 Out Built	0.0%	0.1%	-0.1%
Dark Money	0.0%	0.1%	-0.2%
Families Together	0.0%	0.0%	-0.1%
Farc Good Judgement	-0.2%	-0.3%	-0.1%
Crt Econ Pivot	-0.2%	-0.2%	-0.2%
Farc Explanation	-0.4%	-0.5%	-0.3%
Anti Communism	-0.5%	-0.7%	-0.4%

Interpreting Results

Any message that scores below average - while it doesn't do direct harm - incurs an opportunity cost.

That's why testing to identify significantly better than average messages can significantly improve the impact of a communications operation.

Average or Below

Message	Overall	Biden	Trump
Health Care Reform	1.0%	1.3%	0.7%
Founding Values	0.8%	1.1%	0.6%
Minimum Wage Principle	0.7%	1.0%	0.4%
Cost Of Living Pay Fors	0.7%	1.1%	0.3%
American Dream	0.7%	1.0%	0.4%
Voting Fairness	0.6%	1.0%	0.2%
Education Funding	0.6%	0.8%	0.4%
Home Prices	0.6%	0.9%	0.3%
Obama 2012 Hard Work	0.6%	0.8%	0.4%
Big Pharma	0.6%	0.9%	0.3%
Divide Us	0.5%	0.9%	0.3%
Recovery	0.5%	1.0%	0.2%
Small Business	0.5%	0.8%	0.3%
Fi Dem Gop Contrast	0.5%	0.8%	0.3%
Obama 2012 Fair Shake	0.5%	0.7%	0.3%
Education History	0.5%	0.7%	0.3%
Moving Into Future	0.5%	0.8%	0.2%
Middle Class	0.5%	0.8%	0.2%
Hispanic Themes Small Business	0.5%	0.6%	0.3%
Education Curriculum	0.5%	0.5%	0.4%
Law And Order General	0.5%	0.6%	0.4%
Abortion Freedom	0.4%	0.7%	0.2%
Education Teachers	0.4%	0.5%	0.2%
Unaccompanied Minors	0.4%	0.6%	0.2%
Democracy	0.4%	0.8%	0.0%
Tax Suspensions	0.4%	0.4%	0.3%
Freedom Party	0.3%	0.7%	0.0%
Law And Order 3 Principles	0.3%	0.5%	0.2%
Covid Contrast	0.3%	0.5%	0.1%
Race In Schools	0.3%	0.5%	0.1%
Desantis Puppet	0.3%	0.6%	-0.1%
Real Americans	0.3%	0.6%	-0.1%
Neighborhood Security	0.2%	0.4%	0.1%
Curb Crime	0.2%	0.4%	0.1%
Paycheck Security	0.2%	0.5%	-0.1%
Education Parents Rights	0.2%	0.1%	0.3%
Civility	0.2%	0.4%	-0.1%
Fi Dem Contrast	0.1%	0.3%	0.0%
Anti Racism	0.0%	0.1%	0.0%
Obama 2012 Out Built	0.0%	0.1%	-0.1%
Dark Money	0.0%	0.1%	-0.2%
Families Together	0.0%	0.0%	-0.1%
Farc Good Judgement	-0.2%	-0.3%	-0.1%
Crt Econ Pivot	-0.2%	-0.2%	-0.2%
Farc Explanation	-0.4%	-0.5%	-0.3%
Anti Communism	-0.5%	-0.7%	-0.4%

Takeaways

Finding 1:

DO emphasize concrete issues that are salient in the lives of a broad base of voters.

The top messages also corresponded to top issues in our national tracking: the cost of living and the economy more generally.

Message	Overall	Biden	Trump
Health Care Reform	1.0%	1.3%	0.7%
Founding Values	0.8%	1.1%	0.6%
Minimum Wage Principle	0.7%	1.0%	0.4%
Cost Of Living Pay Fors	0.7%	1.1%	0.3%
American Dream	0.7%	1.0%	0.4%
Voting Fairness	0.6%	1.0%	0.2%
Education Funding	0.6%	0.8%	0.4%
Home Prices	0.6%	0.9%	0.3%
Obama 2012 Hard Work	0.6%	0.8%	0.4%
Big Pharma	0.6%	0.9%	0.3%
Divide Us	0.5%	0.9%	0.3%
Recovery	0.5%	1.0%	0.2%
Small Business	0.5%	0.8%	0.3%
Fi Dem Gop Contrast	0.5%	0.8%	0.3%
Obama 2012 Fair Shake	0.5%	0.7%	0.3%
Education History	0.5%	0.7%	0.3%
Moving Into Future	0.5%	0.8%	0.2%
Middle Class	0.5%	0.8%	0.2%
Hispanic Themes Small Business	0.5%	0.6%	0.3%
Education Curriculum	0.5%	0.5%	0.4%
Law And Order General	0.5%	0.6%	0.4%
Abortion Freedom	0.4%	0.7%	0.2%
Education Teachers	0.4%	0.5%	0.2%
Unaccompanied Minors	0.4%	0.6%	0.2%
Democracy	0.4%	0.8%	0.0%
Tax Suspensions	0.4%	0.4%	0.3%
Freedom Party	0.3%	0.7%	0.0%
Law And Order 3 Principles	0.3%	0.5%	0.2%
Covid Contrast	0.3%	0.5%	0.1%
Race In Schools	0.3%	0.5%	0.1%
Desantis Puppet	0.3%	0.6%	-0.1%
Real Americans	0.3%	0.6%	-0.1%
Neighborhood Security	0.2%	0.4%	0.1%
Curb Crime	0.2%	0.4%	0.1%
Paycheck Security	0.2%	0.5%	-0.1%
Education Parents Rights	0.2%	0.1%	0.3%
Civility	0.2%	0.4%	-0.1%
Fi Dem Contrast	0.1%	0.3%	0.0%
Anti Racism	0.0%	0.1%	0.0%
Obama 2012 Out Built	0.0%	0.1%	-0.1%
Dark Money	0.0%	0.1%	-0.2%
Families Together	0.0%	0.0%	-0.1%
Farc Good Judgement	-0.2%	-0.3%	-0.1%
Crt Econ Pivot	-0.2%	-0.2%	-0.2%
Farc Explanation	-0.4%	-0.5%	-0.3%
Anti Communism	-0.5%	-0.7%	-0.4%

Top Messages

...[Democrats] want to make prescription drugs and **health care more affordable**. They plan to expand access to healthcare through Medicaid, and to empower Medicare to negotiate lower drug prices with drug companies. [Democrats] say that we need to lower the cost of living for Americans and stop protecting drug company profits.

...[Democrats] are cutting taxes for working families, and fighting to reduce the cost of living for all Americans, from health care, to elder care, to child care. Democrats say **their plans will be paid for by making sure big corporations start paying their fair share** in taxes, and no one making less than \$400k will see their taxes go up.

Message	Overall	Biden	Trump
Health Care Reform	1.0%	1.3%	0.7%
Founding Values	0.8%	1.1%	0.6%
Minimum Wage Principle	0.7%	1.0%	0.4%
Cost Of Living Pay Fors	0.7%	1.1%	0.3%
American Dream	0.7%	1.0%	0.4%
Voting Fairness	0.6%	1.0%	0.2%
Education Funding	0.6%	0.8%	0.4%
Home Prices	0.6%	0.9%	0.3%
Obama 2012 Hard Work	0.6%	0.8%	0.4%
Big Pharma	0.6%	0.9%	0.3%
Divide Us	0.5%	0.9%	0.3%
Recovery	0.5%	1.0%	0.2%
Small Business	0.5%	0.8%	0.3%
Fi Dem Gop Contrast	0.5%	0.8%	0.3%
Obama 2012 Fair Shake	0.5%	0.7%	0.3%
Education History	0.5%	0.7%	0.3%
Moving Into Future	0.5%	0.8%	0.2%
Middle Class	0.5%	0.8%	0.2%
Hispanic Themes Small Business	0.5%	0.6%	0.3%
Education Curriculum	0.5%	0.5%	0.4%
Law And Order General	0.5%	0.6%	0.4%
Abortion Freedom	0.4%	0.7%	0.2%
Education Teachers	0.4%	0.5%	0.2%
Unaccompanied Minors	0.4%	0.6%	0.2%
Democracy	0.4%	0.8%	0.0%
Tax Suspensions	0.4%	0.4%	0.3%
Freedom Party	0.3%	0.7%	0.0%
Law And Order 3 Principles	0.3%	0.5%	0.2%
Covid Contrast	0.3%	0.5%	0.1%
Race In Schools	0.3%	0.5%	0.1%
Desantis Puppet	0.3%	0.6%	-0.1%
Real Americans	0.3%	0.6%	-0.1%
Neighborhood Security	0.2%	0.4%	0.1%
Curb Crime	0.2%	0.4%	0.1%
Paycheck Security	0.2%	0.5%	-0.1%
Education Parents Rights	0.2%	0.1%	0.3%
Civility	0.2%	0.4%	-0.1%
Fi Dem Contrast	0.1%	0.3%	0.0%
Anti Racism	0.0%	0.1%	0.0%
Obama 2012 Out Built	0.0%	0.1%	-0.1%
Dark Money	0.0%	0.1%	-0.2%
Families Together	0.0%	0.0%	-0.1%
Farc Good Judgement	-0.2%	-0.3%	-0.1%
Crt Econ Pivot	-0.2%	-0.2%	-0.2%
Farc Explanation	-0.4%	-0.5%	-0.3%
Anti Communism	-0.5%	-0.7%	-0.4%

Finding 2:

DO draw on aspirational and conciliatory language to give voters optimism about the future.

It's OK to address historical or current challenges our country and society faces, but it's essential to do so in a way that avoids criticism/shame, and orients around a better future together.

Message	Overall	Biden	Trump
Health Care Reform	1.0%	1.3%	0.7%
Founding Values	0.8%	1.1%	0.6%
Minimum Wage Principle	0.7%	1.0%	0.4%
Cost Of Living Pay Fors	0.7%	1.1%	0.3%
American Dream	0.7%	1.0%	0.4%
Voting Fairness	0.6%	1.0%	0.2%
Education Funding	0.6%	0.8%	0.4%
Home Prices	0.6%	0.9%	0.3%
Obama 2012 Hard Work	0.6%	0.8%	0.4%
Big Pharma	0.6%	0.9%	0.3%
Divide Us	0.5%	0.9%	0.3%
Recovery	0.5%	1.0%	0.2%
Small Business	0.5%	0.8%	0.3%
Fl Dem Gop Contrast	0.5%	0.8%	0.3%
Obama 2012 Fair Shake	0.5%	0.7%	0.3%
Education History	0.5%	0.7%	0.3%
Moving Into Future	0.5%	0.8%	0.2%
Middle Class	0.5%	0.8%	0.2%
Hispanic Themes Small Business	0.5%	0.6%	0.3%
Education Curriculum	0.5%	0.5%	0.4%
Law And Order General	0.5%	0.6%	0.4%
Abortion Freedom	0.4%	0.7%	0.2%
Education Teachers	0.4%	0.5%	0.2%
Unaccompanied Minors	0.4%	0.6%	0.2%
Democracy	0.4%	0.8%	0.0%
Tax Suspensions	0.4%	0.4%	0.3%
Freedom Party	0.3%	0.7%	0.0%
Law And Order 3 Principles	0.3%	0.5%	0.2%
Covid Contrast	0.3%	0.5%	0.1%
Race In Schools	0.3%	0.5%	0.1%
Desantis Puppet	0.3%	0.6%	-0.1%
Real Americans	0.3%	0.6%	-0.1%
Neighborhood Security	0.2%	0.4%	0.1%
Curb Crime	0.2%	0.4%	0.1%
Paycheck Security	0.2%	0.5%	-0.1%
Education Parents Rights	0.2%	0.1%	0.3%
Civility	0.2%	0.4%	-0.1%
Fl Dem Contrast	0.1%	0.3%	0.0%
Anti Racism	0.0%	0.1%	0.0%
Obama 2012 Out Built	0.0%	0.1%	-0.1%
Dark Money	0.0%	0.1%	-0.2%
Families Together	0.0%	0.0%	-0.1%
Farc Good Judgement	-0.2%	-0.3%	-0.1%
Crt Econ Pivot	-0.2%	-0.2%	-0.2%
Farc Explanation	-0.4%	-0.5%	-0.3%
Anti Communism	-0.5%	-0.7%	-0.4%

... [Democrats] believe in the **founding values** of our country – that everyone in this country is created equal and is deserving of a life of dignity and respect. They say that in today's political battles, we often forget that most people in this country are just trying to work hard and provide for their families – regardless of their race, gender, or any other differences between us.

....[Democrats] believe in the value of hard work and that responsibility should be rewarded. They say that **if you work hard in this country you should be able to make a living** and take care of your family. They want to make sure that hard work pays off.

Message	Overall	Biden	Trump
Health Care Reform	1.0%	1.3%	0.7%
Founding Values	0.8%	1.1%	0.6%
Minimum Wage Principle	0.7%	1.0%	0.4%
Cost Of Living Pay Fors	0.7%	1.1%	0.3%
American Dream	0.7%	1.0%	0.4%
Voting Fairness	0.6%	1.0%	0.2%
Education Funding	0.6%	0.8%	0.4%
Home Prices	0.6%	0.9%	0.3%
Obama 2012 Hard Work	0.6%	0.8%	0.4%
Big Pharma	0.6%	0.9%	0.3%
Divide Us	0.5%	0.9%	0.3%
Recovery	0.5%	1.0%	0.2%
Small Business	0.5%	0.8%	0.3%
Fi Dem Gop Contrast	0.5%	0.8%	0.3%
Obama 2012 Fair Shake	0.5%	0.7%	0.3%
Education History	0.5%	0.7%	0.3%
Moving Into Future	0.5%	0.8%	0.2%
Middle Class	0.5%	0.8%	0.2%
Hispanic Themes Small Business	0.5%	0.6%	0.3%
Education Curriculum	0.5%	0.5%	0.4%
Law And Order General	0.5%	0.6%	0.4%
Abortion Freedom	0.4%	0.7%	0.2%
Education Teachers	0.4%	0.5%	0.2%
Unaccompanied Minors	0.4%	0.6%	0.2%
Democracy	0.4%	0.8%	0.0%
Tax Suspensions	0.4%	0.4%	0.3%
Freedom Party	0.3%	0.7%	0.0%
Law And Order 3 Principles	0.3%	0.5%	0.2%
Covid Contrast	0.3%	0.5%	0.1%
Race In Schools	0.3%	0.5%	0.1%
Desantis Puppet	0.3%	0.6%	-0.1%
Real Americans	0.3%	0.6%	-0.1%
Neighborhood Security	0.2%	0.4%	0.1%
Curb Crime	0.2%	0.4%	0.1%
Paycheck Security	0.2%	0.5%	-0.1%
Education Parents Rights	0.2%	0.1%	0.3%
Civility	0.2%	0.4%	-0.1%
Fi Dem Contrast	0.1%	0.3%	0.0%
Anti Racism	0.0%	0.1%	0.0%
Obama 2012 Out Built	0.0%	0.1%	-0.1%
Dark Money	0.0%	0.1%	-0.2%
Families Together	0.0%	0.0%	-0.1%
Farc Good Judgement	-0.2%	-0.3%	-0.1%
Crt Econ Pivot	-0.2%	-0.2%	-0.2%
Farc Explanation	-0.4%	-0.5%	-0.3%
Anti Communism	-0.5%	-0.7%	-0.4%

Finding 3:

When we attempt to harness traditional GOP issues against them - there's a wide variation in effect.

We found an approach on **Law and Order** that walked the line between emphasizing security and good policing:

Successful policing involves earning the trust of all residents through professionally trained police officers governed by a clear set of rules, including the use of force that respects the dignity and rights of your residents.

Message	Overall	Biden	Trump
Health Care Reform	1.0%	1.3%	0.7%
Founding Values	0.8%	1.1%	0.6%
Minimum Wage Principle	0.7%	1.0%	0.4%
Cost Of Living Pay Fors	0.7%	1.1%	0.3%
American Dream	0.7%	1.0%	0.4%
Voting Fairness	0.6%	1.0%	0.2%
Education Funding	0.6%	0.8%	0.4%
Home Prices	0.6%	0.9%	0.3%
Obama 2012 Hard Work	0.6%	0.8%	0.4%
Big Pharma	0.6%	0.9%	0.3%
Divide Us	0.5%	0.9%	0.3%
Recovery	0.5%	1.0%	0.2%
Small Business	0.5%	0.8%	0.3%
Fi Dem Gop Contrast	0.5%	0.8%	0.3%
Obama 2012 Fair Shake	0.5%	0.7%	0.3%
Education History	0.5%	0.7%	0.3%
Moving Into Future	0.5%	0.8%	0.2%
Middle Class	0.5%	0.8%	0.2%
Hispanic Themes Small Business	0.5%	0.6%	0.3%
Education Curriculum	0.5%	0.5%	0.4%
Law And Order General	0.5%	0.6%	0.4%
Abortion Freedom	0.4%	0.7%	0.2%
Education Teachers	0.4%	0.5%	0.2%
Unaccompanied Minors	0.4%	0.6%	0.2%
Democracy	0.4%	0.8%	0.0%
Tax Suspensions	0.4%	0.4%	0.3%
Freedom Party	0.3%	0.7%	0.0%
Law And Order 3 Principles	0.3%	0.5%	0.2%
Covid Contrast	0.3%	0.5%	0.1%
Race In Schools	0.3%	0.5%	0.1%
Desantis Puppet	0.3%	0.6%	-0.1%
Real Americans	0.3%	0.6%	-0.1%
Neighborhood Security	0.2%	0.4%	0.1%
Curb Crime	0.2%	0.4%	0.1%
Paycheck Security	0.2%	0.5%	-0.1%
Education Parents Rights	0.2%	0.1%	0.3%
Civility	0.2%	0.4%	-0.1%
Fi Dem Contrast	0.1%	0.3%	0.0%
Anti Racism	0.0%	0.1%	0.0%
Obama 2012 Out Built	0.0%	0.1%	-0.1%
Dark Money	0.0%	0.1%	-0.2%
Families Together	0.0%	0.0%	-0.1%
Farc Good Judgement	-0.2%	-0.3%	-0.1%
Crt Econ Pivot	-0.2%	-0.2%	-0.2%
Farc Explanation	-0.4%	-0.5%	-0.3%
Anti Communism	-0.5%	-0.7%	-0.4%

Finding 4:

Our attempts to directly differentiate ourselves from the left flank of the Democratic Party brand largely fell flat.

One message explicitly calling out communism caused respondents to support Republicans at higher rates (“backlash”). Another that focused on socialism, and defund the police fell flat with Trump voters.

	Message	Overall	Biden	Trump
	Health Care Reform	1.0%	1.3%	0.7%
	Founding Values	0.8%	1.1%	0.6%
	Minimum Wage Principle	0.7%	1.0%	0.4%
	Cost Of Living Pay Fors	0.7%	1.1%	0.3%
	American Dream	0.7%	1.0%	0.4%
	Voting Fairness	0.6%	1.0%	0.2%
	Education Funding	0.6%	0.8%	0.4%
	Home Prices	0.6%	0.9%	0.3%
	Obama 2012 Hard Work	0.6%	0.8%	0.4%
	Big Pharma	0.6%	0.9%	0.3%
	Divide Us	0.5%	0.9%	0.3%
	Recovery	0.5%	1.0%	0.2%
	Small Business	0.5%	0.8%	0.3%
	FI Dem GOP Contrast	0.5%	0.8%	0.3%
	Obama 2012 Fair Shake	0.5%	0.7%	0.3%
	Education History	0.5%	0.7%	0.3%
	Moving Into Future	0.5%	0.8%	0.2%
	Middle Class	0.5%	0.8%	0.2%
	Hispanic Themes Small Business	0.5%	0.6%	0.3%
	Education Curriculum	0.5%	0.5%	0.4%
	Law And Order General	0.5%	0.6%	0.4%
	Abortion Freedom	0.4%	0.7%	0.2%
	Education Teachers	0.4%	0.5%	0.2%
	Unaccompanied Minors	0.4%	0.6%	0.2%
	Democracy	0.4%	0.8%	0.0%
	Tax Suspensions	0.4%	0.4%	0.3%
	Freedom Party	0.3%	0.7%	0.0%
	Law And Order 3 Principles	0.3%	0.5%	0.2%
	Covid Contrast	0.3%	0.5%	0.1%
	Race In Schools	0.3%	0.5%	0.1%
	Desantis Puppet	0.3%	0.6%	-0.1%
	Real Americans	0.3%	0.6%	-0.1%
	Neighborhood Security	0.2%	0.4%	0.1%
	Curb Crime	0.2%	0.4%	0.1%
	Paycheck Security	0.2%	0.5%	-0.1%
	Education Parents Rights	0.2%	0.1%	0.3%
	Civility	0.2%	0.4%	-0.1%
	FI Dem Contrast	0.1%	0.3%	0.0%
	Anti Racism	0.0%	0.1%	0.0%
	Obama 2012 Out Built	0.0%	0.1%	-0.1%
	Dark Money	0.0%	0.1%	-0.2%
	Families Together	0.0%	0.0%	-0.1%
	Farc Good Judgement	-0.2%	-0.3%	-0.1%
	Crt Econ Pivot	-0.2%	-0.2%	-0.2%
	Farc Explanation	-0.4%	-0.5%	-0.3%
	Anti Communism	-0.5%	-0.7%	-0.4%

Distinguishing between Democrats who like to argue and Democrats who actually get things done worked the best:

While Republicans and some Democrats in Washington like to spend all their time arguing, Florida Democrats are creating real solutions to lower the cost of living, pushing for policing that is fair for everyone but also keeps our communities safe, and making sure every American has an opportunity to build a better life.

	Message	Overall	Biden	Trump
	Health Care Reform	1.0%	1.3%	0.7%
	Founding Values	0.8%	1.1%	0.6%
	Minimum Wage Principle	0.7%	1.0%	0.4%
	Cost Of Living Pay Fors	0.7%	1.1%	0.3%
	American Dream	0.7%	1.0%	0.4%
	Voting Fairness	0.6%	1.0%	0.2%
	Education Funding	0.6%	0.8%	0.4%
	Home Prices	0.6%	0.9%	0.3%
	Obama 2012 Hard Work	0.6%	0.8%	0.4%
	Big Pharma	0.6%	0.9%	0.3%
	Divide Us	0.5%	0.9%	0.3%
	Recovery	0.5%	1.0%	0.2%
	Small Business	0.5%	0.8%	0.3%
	Fl Dem Gop Contrast	0.5%	0.8%	0.3%
	Obama 2012 Fair Shake	0.5%	0.7%	0.3%
	Education History	0.5%	0.7%	0.3%
	Moving Into Future	0.5%	0.8%	0.2%
	Middle Class	0.5%	0.8%	0.2%
	Hispanic Themes Small Business	0.5%	0.6%	0.3%
	Education Curriculum	0.5%	0.5%	0.4%
	Law And Order General	0.5%	0.6%	0.4%
	Abortion Freedom	0.4%	0.7%	0.2%
	Education Teachers	0.4%	0.5%	0.2%
	Unaccompanied Minors	0.4%	0.6%	0.2%
	Democracy	0.4%	0.8%	0.0%
	Tax Suspensions	0.4%	0.4%	0.3%
	Freedom Party	0.3%	0.7%	0.0%
	Law And Order 3 Principles	0.3%	0.5%	0.2%
	Covid Contrast	0.3%	0.5%	0.1%
	Race In Schools	0.3%	0.5%	0.1%
	Desantis Puppet	0.3%	0.6%	-0.1%
	Real Americans	0.3%	0.6%	-0.1%
	Neighborhood Security	0.2%	0.4%	0.1%
	Curb Crime	0.2%	0.4%	0.1%
	Paycheck Security	0.2%	0.5%	-0.1%
	Education Parents Rights	0.2%	0.1%	0.3%
	Civility	0.2%	0.4%	-0.1%
	Fl Dem Contrast	0.1%	0.3%	0.0%
	Anti Racism	0.0%	0.1%	0.0%
	Obama 2012 Out Built	0.0%	0.1%	-0.1%
	Dark Money	0.0%	0.1%	-0.2%
	Families Together	0.0%	0.0%	-0.1%
	Farc Good Judgement	-0.2%	-0.3%	-0.1%
	Crt Econ Pivot	-0.2%	-0.2%	-0.2%
	Farc Explanation	-0.4%	-0.5%	-0.3%
	Anti Communism	-0.5%	-0.7%	-0.4%

But liberal virtue signaling isn't the best approach either

Among messages that had zero or negative effects, they generally used language common in elite Democratic circles today or growing in prominence in activist circles.

	Message	Overall	Biden	Trump
	Health Care Reform	1.0%	1.3%	0.7%
	Founding Values	0.8%	1.1%	0.6%
	Minimum Wage Principle	0.7%	1.0%	0.4%
	Cost Of Living Pay Fors	0.7%	1.1%	0.3%
	American Dream	0.7%	1.0%	0.4%
	Voting Fairness	0.6%	1.0%	0.2%
	Education Funding	0.6%	0.8%	0.4%
	Home Prices	0.6%	0.9%	0.3%
	Obama 2012 Hard Work	0.6%	0.8%	0.4%
	Big Pharma	0.6%	0.9%	0.3%
	Divide Us	0.5%	0.9%	0.3%
	Recovery	0.5%	1.0%	0.2%
	Small Business	0.5%	0.8%	0.3%
	FI Dem GOP Contrast	0.5%	0.8%	0.3%
	Obama 2012 Fair Shake	0.5%	0.7%	0.3%
	Education History	0.5%	0.7%	0.3%
	Moving Into Future	0.5%	0.8%	0.2%
	Middle Class	0.5%	0.8%	0.2%
	Hispanic Themes Small Business	0.5%	0.6%	0.3%
	Education Curriculum	0.5%	0.5%	0.4%
	Law And Order General	0.5%	0.6%	0.4%
	Abortion Freedom	0.4%	0.7%	0.2%
	Education Teachers	0.4%	0.5%	0.2%
	Unaccompanied Minors	0.4%	0.6%	0.2%
	Democracy	0.4%	0.8%	0.0%
	Tax Suspensions	0.4%	0.4%	0.3%
	Freedom Party	0.3%	0.7%	0.0%
	Law And Order 3 Principles	0.3%	0.5%	0.2%
	Covid Contrast	0.3%	0.5%	0.1%
	Race In Schools	0.3%	0.5%	0.1%
	Desantis Puppet	0.3%	0.6%	-0.1%
	Real Americans	0.3%	0.6%	-0.1%
	Neighborhood Security	0.2%	0.4%	0.1%
	Curb Crime	0.2%	0.4%	0.1%
	Paycheck Security	0.2%	0.5%	-0.1%
	Education Parents Rights	0.2%	0.1%	0.3%
	Civility	0.2%	0.4%	-0.1%
	FI Dem Contrast	0.1%	0.3%	0.0%
	Anti Racism	0.0%	0.1%	0.0%
	Obama 2012 Out Built	0.0%	0.1%	-0.1%
	Dark Money	0.0%	0.1%	-0.2%
	Families Together	0.0%	0.0%	-0.1%
	Farc Good Judgement	-0.2%	-0.3%	-0.1%
	Crt Econ Pivot	-0.2%	-0.2%	-0.2%
	Farc Explanation	-0.4%	-0.5%	-0.3%
	Anti Communism	-0.5%	-0.7%	-0.4%

Finding 5:

We had little success going negative on Trump, DeSantis, or GOP attacks on Democracy.

When the messages came in at or above average, they position Democrats as being unifying (**Divide Us**) or solutions oriented (**Big Pharma**).

Effective attack messages are generally **believable** and **don't rely on character attacks**.

	Message	Overall	Biden	Trump
	Health Care Reform	1.0%	1.3%	0.7%
	Founding Values	0.8%	1.1%	0.6%
	Minimum Wage Principle	0.7%	1.0%	0.4%
	Cost Of Living Pay Fors	0.7%	1.1%	0.3%
	American Dream	0.7%	1.0%	0.4%
	Voting Fairness	0.6%	1.0%	0.2%
	Education Funding	0.6%	0.8%	0.4%
	Home Prices	0.6%	0.9%	0.3%
	Obama 2012 Hard Work	0.6%	0.8%	0.4%
	Big Pharma	0.6%	0.9%	0.3%
	Divide Us	0.5%	0.9%	0.3%
	Recovery	0.5%	1.0%	0.2%
	Small Business	0.5%	0.8%	0.3%
	Fl Dem Gop Contrast	0.5%	0.8%	0.3%
	Obama 2012 Fair Shake	0.5%	0.7%	0.3%
	Education History	0.5%	0.7%	0.3%
	Moving Into Future	0.5%	0.8%	0.2%
	Middle Class	0.5%	0.8%	0.2%
	Hispanic Themes Small Business	0.5%	0.6%	0.3%
	Education Curriculum	0.5%	0.5%	0.4%
	Law And Order General	0.5%	0.6%	0.4%
	Abortion Freedom	0.4%	0.7%	0.2%
	Education Teachers	0.4%	0.5%	0.2%
	Unaccompanied Minors	0.4%	0.6%	0.2%
	Democracy	0.4%	0.8%	0.0%
	Tax Suspensions	0.4%	0.4%	0.3%
	Freedom Party	0.3%	0.7%	0.0%
	Law And Order 3 Principles	0.3%	0.5%	0.2%
	Covid Contrast	0.3%	0.5%	0.1%
	Race In Schools	0.3%	0.5%	0.1%
	Desantis Puppet	0.3%	0.6%	-0.1%
	Real Americans	0.3%	0.6%	-0.1%
	Neighborhood Security	0.2%	0.4%	0.1%
	Curb Crime	0.2%	0.4%	0.1%
	Paycheck Security	0.2%	0.5%	-0.1%
	Education Parents Rights	0.2%	0.1%	0.3%
	Civility	0.2%	0.4%	-0.1%
	Fl Dem Contrast	0.1%	0.3%	0.0%
	Anti Racism	0.0%	0.1%	0.0%
	Obama 2012 Out Built	0.0%	0.1%	-0.1%
	Dark Money	0.0%	0.1%	-0.2%
	Families Together	0.0%	0.0%	-0.1%
	Farc Good Judgement	-0.2%	-0.3%	-0.1%
	Crt Econ Pivot	-0.2%	-0.2%	-0.2%
	Farc Explanation	-0.4%	-0.5%	-0.3%
	Anti Communism	-0.5%	-0.7%	-0.4%

Strong example of effective criticism:

*Democrats are for reducing prescription costs and health care costs. They say it's not fair that Americans have to pay more for drugs that were invented here than people in other countries pay for them - but **Ron DeSantis, Rick Scott, and Florida Republicans prevent common sense reforms because they are in the back pocket of big pharma.***

Message	Overall	Biden	Trump
Health Care Reform	1.0%	1.3%	0.7%
Founding Values	0.8%	1.1%	0.6%
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Neighborhood Security	0.2%	0.4%	0.1%
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Paycheck Security	0.2%	0.5%	-0.1%
Education Parents Rights	0.2%	0.1%	0.3%
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Fl Dem Contrast	0.1%	0.3%	0.0%
Anti Racism	0.0%	0.1%	0.0%
Obama 2012 Out Built	0.0%	0.1%	-0.1%
Dark Money	0.0%	0.1%	-0.2%
Families Together	0.0%	0.0%	-0.1%
Farc Good Judgement	-0.2%	-0.3%	-0.1%
Crt Econ Pivot	-0.2%	-0.2%	-0.2%
Farc Explanation	-0.4%	-0.5%	-0.3%
Anti Communism	-0.5%	-0.7%	-0.4%

Testing is ongoing!

Top 10 Messages:
One new message we've tested since January was in the top 10 statewide. It focused on abortion rights.

Message	Overall	Biden	Trump
Health care reform	1.0%	1.3%	0.7%
Founding Values	0.8%	1.1%	0.6%
Minimum wage principle	0.7%	1.0%	0.4%
Cost of living - pay fors	0.7%	1.1%	0.3%
Abortion	0.7%	1.2%	0.2%
American Dream	0.7%	1.0%	0.4%
Voting/Fairness	0.6%	1.0%	0.2%
Education - Funding	0.6%	0.8%	0.4%
Home prices	0.6%	0.9%	0.3%
Obama 2012 Hard Work	0.6%	0.8%	0.4%

Bottom 10 Messages:
Two attempts to counter Don't Say Gay fell flat in the bottom 10 messages.

Anti Racism	0.0%	0.1%	0.0%
Don't say gay Agree and Example 1	0.0%	0.2%	-0.2%
Don't say gay Agree and Example 2	0.0%	0.2%	-0.1%
Out Built	0.0%	0.1%	-0.1%
Dark money	0.0%	0.1%	-0.2%
Families Together	0.0%	0.0%	-0.1%
FARC good judgement	-0.2%	-0.3%	-0.1%
CRT Econ Pivot	-0.2%	-0.2%	-0.2%
FARC explanation	-0.4%	-0.5%	-0.3%
Anti Communism	-0.5%	-0.7%	-0.4%

Key takeaways from landscape overview

- 1. Our consistently best approach is to talk about concrete, salient issues in the lives of voters, using optimistic and unifying language.**
- 2. We can't simply differentiate ourselves from the national brand by going negative on factions of our party or our opponents.**
- 3. We can selectively counter-position against the GOP on their "traditional" issues like crime and policing, but these approaches are higher-variance, and aren't stand-out performers** - and there is a risk when we rhetorically raise the salience of issues Democrats are viewed as weak on.

Quick overview: national Roe messaging

Even Trump voters believe in exceptions.

Which of the following comes closest to your position regarding the issue of abortion in [STATE]?

Category	Subgroup	Legal All the Time	Legal in Most Cases	Illegal in Most Cases	Illegal All the Time	Not Sure	Net Legal
Topline	Topline	24%	27%	26%	12%	11%	14%
Age	18-34	34%	24%	19%	11%	12%	27%
	35-49	26%	28%	24%	11%	11%	19%
	50-64	22%	27%	27%	13%	11%	10%
	65+	21%	28%	30%	11%	10%	7%
Gender	Men	21%	26%	30%	13%	10%	4%
	Women	27%	28%	22%	11%	12%	22%
Race	College White	28%	31%	25%	9%	7%	25%
	Non-College White	18%	23%	32%	14%	12%	-5%
	Asian	29%	37%	17%	7%	10%	41%
	Black	33%	28%	15%	9%	15%	36%
	Latino	28%	27%	19%	12%	14%	24%
Vote History	Biden	38%	35%	12%	5%	9%	56%
	Swing	24%	29%	27%	10%	10%	17%
	Trump	10%	18%	41%	18%	12%	-31%

Only 18% of Trump voters believe abortion should always be illegal - and this is down 7pp from April. The plurality believe that there should be some exceptions.

Vote History



Which messages on abortion help us net votes?

Persuasive

- Extreme aspects of the GOP's positions
 - No exceptions for rape victims or for protecting the life of the mother
 - Putting women in jail
 - If you're explaining, you're losing. So make them explain.
- Americans should have the freedom to consult their own doctors and make their own decisions, not politicians.
- Republicans should be focused on the economy and health care, not abortion
- Descriptive norms - the vast majority of Americans think abortion should be allowed in some circumstances

Not Persuasive

- "Slippery slope" arguments about how this bill hurts the economy, will increase crime, will cause spying and false accusations
- Simply stating Republicans are banning abortion without tying it to consequences for freedom and health care
- Liberal-oriented arguments
 - Ensure access to abortion throughout the United States
 - Lack of child care-focus
 - Can't afford another pregnancy
 - Filibuster

Top messages

With national Trump voters: [Democrats] recognize that there are some situations in which abortion should be legal, while their opponent believes in restricting abortion in all cases. Extreme Republicans are trying to pass laws forcing women to carry a pregnancy to term even in cases such as rape and incest. CANDIDATE knows that Americans have different views on abortion, but most Americans know that's going too far.

In Florida across voters: [Democrats'] Republican opponents are focused on banning abortion when they should be trying to improve our economy, ensure that every American can find a good paying job and make health care more affordable. Democrats believe in the freedom of women to make their own personal health decisions and oppose government interference in health care decisions between women and their doctors.

How much should we be emphasizing abortion?

% Voters Trusting the Democratic Party over Republican

Issue	Overall 2way Party Trust	Issue Importance
The environment	55%	41%
Abortion	54%	42%
Climate change	53%	36%
Race relations	52%	46%
Child care	52%	33%
Civil liberties and privacy	52%	47%
Health care	51%	60%
Income inequality	51%	43%
Medicare	51%	45%
Poverty	50%	58%
Housing	50%	47%
Education	50%	48%
Social security	50%	49%
Voting Rights	49%	38%
The COVID-19 Pandemic	49%	37%
Unemployment	48%	40%
Guns	48%	56%
Cost of Living	47%	82%
The budget deficit and government debt	47%	60%
Immigration	47%	44%
Taxes and government spending	47%	63%
National security and foreign policy	46%	54%
The economy	46%	80%
Inflation	46%	83%
International Trade	46%	35%
Crime	45%	62%
Border security	45%	44%
Terrorism	44%	44%

- **54% of voters** trust the Democratic Party over Republicans on abortion; 42%
- **51% of voters agree with us** on a major high-profile issue at a moment the economy is poor
- **We have powerful messaging (+0.7pp movement in vote choice) if we exercise discipline:** don't let them drag us on to their turf; focus on what we know works

In short, keep the media focus on this topic, make Republicans explain their extremist positions, and exercise messaging discipline in the process.

Message ideas we're still testing

- SCOTUS overturning **contraception** rights (evidence of success so far)
- **Privacy** rights - is there an under-addressed angle of this that is about privacy rights?
- Personal **stories** (can vary)
- Medical decisions vs "abortion" (can work well)

We're continuously testing more content on this subject and more - reach out to the FDP with ideas and suggestions!

messagetesting@floridadems.org

- Messages are 50-70 words.
- Submit messages (or ideas) to the FDP!