

Battling to a Democratic win in 2022 Results of new national poll

July 8-16, 2022

CAMPAIGNS CORPORATIONS ADVOCACY WORLDWIDE

The national web survey described

METHODOLOGY

Democracy Corps conducted a national web survey among 2,500 registered voters from July 8-16, 2022. The data include a base sample of 1,000 registered voters, with large oversamples of 500 Black voters, 500 Hispanic voters, and 500 AAPI voters. The oversample data are statistically weighted to ensure the sample's regional, age, and gender composition reflects that of the estimated registered voters in the United States.

The total data set of 2,500 registered voters (1,000 base sample plus 1,500 oversample of voters of color) were weighted down to an effective sample size of 1,000, nationally representative of registered voters. Additionally, the data were weighted to an average of recent phone polls (or moving norm) on core cultural thermometers, and the 2020 vote was weighted to the moving norm among white working-class men and women, Black, Hispanic, and AAPI voters.

The total sample of 2,500 Registered Voters (1,000 Weighted) includes:

- > 711 Registered Voters in Battleground States/CDs (341 Weighted)
- > 708 White Voters (720 Weighted)
- 634 Black/African-American Voters (120 Weighted)
- 613 Hispanic/Latino Voters (100 Weighted)
- > 530 Asian-American/Pacific Islander Voters (59 Weighted)



This is a survey where Democrats are in trouble, as Democrats in Congress viewed more negatively than Republicans, and Biden approval worse than Trump's





Key findings

- Democrats face daunting internal problems & headwinds getting to a winning margin in 2022, yet this angry and Republican-leaning electorate gives them a 2-point margin in the vote.
- They've taken a small lead because of every type of women Black, Hispanic, white, working class, and 4-year college graduates were angry with overturning Roe, and that has translated into white college women and Republican defectors getting back to their earlier strong Democratic vote.
- The gun massacres, Supreme Court decisions, and repeal of Roe have together produced highly consolidated Democratic and Republican parties. Democrats are getting more than respectable votes with Blacks and Hispanics, though less so with Asian Americans (AAPI) and Gen Z voters. But the Democrats' diverse base is still dissatisfied and not engaged.
- The Republican attacks on Democrats, on Biden on inflation, and on crime and the border are very tough, eroding the Democratic vote. But the split sample contesting the cost of living holds the vote. Democrats gain 2 points in the sample dealing with guns. And making abortion illegal hurts further.
- To succeed, Democrats have to contest the most critical issue the cost of living. That means right
 up front not focusing on good paying jobs. This survey shows Democrats can contest and win on the
 cost of living, even though Democrats trail by 14 points on the issue. That requires saying, you've
 had no real pay increase in decades. That will require battling big corporations with no competition
 increasing their prices, profits, and enriching CEOs and using their power to pay no tax. Democrats
 fight back on price gouging, taxing billionaires, and stopping secret money. (Thank you, Bob Reich.)



Key findings – continued

- Democrats bring to this battle the public wanting to tax billionaires. Democrats are also more trusted on health care costs. And voters value what they've done to address guns, push for higher wages and unions, price rigging, and the raised tax relief to poor, working, and middle class families (CTC).
- When Democrats are heard on wages & fighting big corporations with policies to mitigate high prices, Democrats make stunning gains on party brand – seen in major gains in which party better on getting things done, standing up to elites, and prioritizing your community, as well as making America less polarized and addressing the cost of living.
- Their policies, their attacks, and messages win strong support with the base of Blacks, Hispanics, AAPI voters, millennials and unmarried women, and surprising support with under 50 white working class voters and disabled family members.
- Republicans face deep vulnerability on addressing school massacres and assault rifles, not addressing high prescription drug costs, wanting to make abortion illegal nationally, the richest not paying taxes, and repealing the child tax credit and raising taxes on working people.
- To succeed, Democrats have to manage the crime issue. It hangs over this election. It is a very top
 issue for Blacks, Hispanics, AAPI voters, and unmarried women. The biggest worry about Democratic
 control is seeing the growth of crime, homelessness, and attacks on police. A big proportion of our
 diverse base choose the Trump's America first message over our best message, yet we hold their vote
 in the end. Not engaging does better in this poll, but our crime message sounded too focused on gun
 violence, rather than funding, not defunding the police.



Key findings – continued 2

- Taking on the massacre and guns is the area where Democrats gain the most. It has become so vivid that Republicans will not do the basic things that will make a difference. The specifics matter, but one of the deepest worries is that a Republican Congress will refuse to raise the age to 21 for buying an assault weapon.
- The split sample hearing this message and pushback thinks better of the Democrats on handling guns of course, but also doing what they say, addressing economic inequality, standing up to elites, and prioritizing your community.
- And right with this worry is the fear that Republicans will use their control of the Senate and House to make abortion illegal nationally.
- The survey sets up a Democratic message contrast that scores powerfully with both liberal and moderate Democrats, but also 15 percent of Trump loyalists and Cheney conservatives and a 1/3rd of moderate Republicans.
- Almost 30 percent of Blacks and 45 percent of Hispanics and AAPI voters supported the America First
 message on crime and borders over the strongest Democratic message, but it did not translate into
 vote erosion. It may impact their deciding to vote.
- Here are the powerful messages.



The Democratic messages

(CORPORATE MONOPOLIES) Corporate profits are at a 70-year high, yet corporations are raising their prices. They are not raising their prices because of the increasing costs. They're using the cover of inflation to increase their profits. They're doing so because they face little competition. Most American workers haven't seen a real wage increase in 40 years. Income and wealth are being distributed up to CEOs and shareholders, while working people are living paycheck to paycheck. And they are now paying a lower tax rate than working people. Republican leaders in the Congress won't stop price gouging and let working people pay higher taxes. Democrats say enough. They are raising taxes on big corporations and billionaires. And they are fighting against unlimited secret campaign funds.

(GUN VIOLENCE) Republicans say our thoughts and prayers after massacres of children in schools, year after year, and will do nothing that puts them at odds with the NRA and gun industry lobbyists. 20 babies at Sandy Hook and 19 children at Robb Elementary. Now, the Supreme Court is stopping states and cities from regulating handguns. Democrats say enough. The House Democrats passed laws, including safe storage, red flag laws, requiring background checks for ghost guns, and raised the age to purchase assault weapons from 18 to 21, but Republicans would not consider comprehensive background checks or raising the age. With control of Congress and a 52seat majority in the Senate, we will ban assault weapons, high-capacity magazines, and begin comprehensive background checks. It will allow cities and states to fully regulate guns.

(DEMOCRATIC MESSAGE) Democrats say people are living paycheck to paycheck and working people haven't seen a real pay increase in years. Those in Washington don't get it. The big corporations, billionaires, oil companies, big tech monopolies and their lobbyists are calling the shots. Democrats gave tax relief to the poor, working families, and the middle class, reduced health care premiums on exchanges, and are negotiating lower prescription drug costs. With inflation killing people, they are going after the monopolies and price gouging. Republicans get their money from big oil and the drug companies, and they oppose tax relief for working people and raising taxes on big corporations. Democrats are working for safe communities where workers get a break, and we grow the middle class again.



The State of the Race



Liberal Democrats turning out, but higher for all GOP, led by Trump loyalists & Cheney; moderates low; partisans consolidated & Dems doing well with defectors

Thinking about the election for Congress in your district in November 2022, will you vote for -- the Democratic candidate or the Republican candidate?





Vote strong with Blacks, Hispanics, Gen Z and millennials, & unmarried women; not so well with AAPI, though expect very low turnout; under 50 working class good

Thinking about the election for Congress in your district in November 2022, will you vote for -- the Democratic candidate or the Republican candidate?





Top issues & the partisan divide



Cost of living is virtually the only issue that matters in America

Please select the THREE issues you think are most pressing for the United States.



Blacks see crime as equally pressing with cost of living, and crime in top two for Hispanics, Asian Americans, and unmarried women

Please select the THREE issues you think are most pressing for the United States.



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In white working class groups, only cost of living matters — 20 to 30 points ahead of next problem, which is jobs

Please select the THREE issues you think are most pressing for the United States.





Democrats trail by 14 points on who is better on the economy — and they trail Republicans with every base group, except Blacks and unmarried women

Now you will read some issues. For each, please say whether you think the Democrats or the Republicans would do better with it.

				■ De	ems much	better		Reps	s much be				
	-14	+51	+2	-4	+4	+2	-8	+14		-12	-20	-2	-32
		75						57					
_	43		51	43	52	51	46	57	50	44	40	49	33
	19	37	20		25	22	22	25	22	19	17	26	
	36	9	25	13 24	23	28	33	24	31	35	38	30	13 43
		24											
	57		49	47	48	49	54	43	50	56	60	51	65
	Total	Black (12%)	Hispanic (10%)	ААРІ (6%)	Gen Z (11%)	Millennial (29%)	White Gen Z / Millennial (25%)	Unmarried women (30%)	White unmarried women (20%)	White wrk class wmn <50 (9%)	White working class <50 (17%)	CTC recipients (17%)	White disability families (10%)

The economy



Democrats trail by 14 points on handling crime, and this is corrosive with Hispanics, AAPI, and millennials

Now you will read some issues. For each, please say whether you think the Democrats or the Republicans would do better with it.

			■ De	ems much	n better		Reps	much bet	tter				
-14	+48	+5	-8	+14	-6	-14	+16	+6	-8	-20	-4	-17	
43	74	52	46	57	47	43	58	53	46	40	48	41	
18	36 12	23 23	15 24	23 23	19 26	16	24 25	21	20	15	22	9	
33	26		2-1	43	20	30	42	32	32	32	28	33	
57		47	54	73	53	57	76	47	54	60	52	58	
Total	Black (12%)	Hispanic (10%)	ААРІ (6%)	Gen Z (11%)	Millennial (29%)	White Gen Z / Millennial (25%)	Unmarried women (30%)	White unmarried women (20%)	White wrk class wmn <50 (9%)	White working class <50 (17%)	CTC recipients (17%)	White disability families (10%)	



But Democrats have 8-point advantage on health care — going over 60% preferring Democrats in base and over 50 percent across white working class

Now you will read some issues. For each, please say whether you think the Democrats or the Republicans would do better with it.

				Dems m	uch bettei	r	Rep	os much b				
+8	+65	+34	+20	+26	+24	+12	+32	+20	+2		+12	+6
54	82	66	60	63	62	56	66	60	51	50	56	53
26	47	27	24	27	29	26	35	32	28	24	30	20
27	9	17	14	23	19	24	19	24	23	24	22	24
	17	32					24					
46		, 52 	40	37	38	44	34	40	49	50	44	47
Total	Black (12%)	Hispanic (10%)	ААРІ (6%)	Gen Z (11%)	Millennial (29%)	White Gen Z / Millennial (25%)	Unmarried women (30%)	White unmarried women (20%)	White wrk class wmn <50 (9%)	White working class <50 (17%)	CTC recipients (17%)	White disability families (10%)

Health care



Health care consolidates all Democrats, gets a third of moderate Republicans and reminds Democratic defectors why Democrats

Now you will read some issues. For each, please say whether you think the Democrats or the Republicans would do better with it.



Health care



Democratic vulnerabilities



If Democrats maintain control of Senate and House, principal fear is rise of crime, homelessness, and attacks on police

Imagine that Democrats keep control U.S. Senate and Congress, which THREE of these would upset you the most?





Worry about crime, homelessness, and attacks on police top across working class targets

Imagine that Democrats keep control U.S. Senate and Congress, which THREE of these would upset you the most?





Crime, homelessness, & police attacked at top across partisans, except for Trump loyalists where open border & America being socialist also key

2022 state Blue wall Diverse Liberal Moderate Trump Moderate Chenev Democratic Republican battleground **Democrats** lovalists Republicans defectors defectors states metro states Democrats conservatives Crime & homeless Open border America socialist Schools teach CRT Discrim Christians Whites minority Filibuster abolished

Imagine that Democrats keep control U.S. Senate and Congress, which THREE of these would upset you the most?



Contesting crime



Current Democratic crime message, even with defund, is defeated by 10 points and with intensity

Now you will see some things that leaders of the Democrats and Republicans are saying about the country. Which one do you find yourself agreeing with more?

(POLICE/CRIME) Democrats say we are fighting crime. Preventing crime and protecting our communities is an obligation we hold dear. Democrats have declared gun violence as a public health crisis and allocated \$3.9 billion for state and local law enforcement to make our cities safer. More criminals must be prosecuted. Ban assault weapons. And we need more police. It is a tough job, and they should be respected. We should fund, not defund the police. At the same time, our plan includes urgent reforms, including better training and accountability to prevent excessive use of force and racial profiling that singles out Blacks or Latinos. Fighting crime, gun violence, and for safe communities is our top priority.

(CRIME/DEFUND) Republicans say Joe Biden and Democrats' soft-on-crime policies have destroyed American cities, emboldened criminals, and put Americans in harm's way. Democrats' attacks on the 2nd Amendment will not combat the crime wave they created. Violent crime has spiked across the country, with fourteen major Democrat-run cities setting all-time high homicide records. Since coming into office, Biden has not stood with law enforcement, but rather surrounded himself with radical defund the police supporters.





Supreme Court



Intense negative reaction to Supreme Court Roe decision with Blacks, Hispanics, Gen Z, unmarried women, and younger working class

Please rate your feelings toward some people, organizations, and ideas, with 100 meaning a very warm FAVORABLE feeling; 0 meaning a very cold, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold.





Wave of strong disapproval on Roe repeal among both working class and college women — highest with white women under 50 with four-year college degree

One of them reversed Roe v. Wade, that established the rules for a woman having a legal abortion. Do you approve or disapprove of this court decision?





Strong disapproval of Roe decision parallels re-emergence of Democratic voting patterns; almost 60% of moderate Reps disapproved

One of them reversed Roe v. Wade, that established the rules for a woman having a legal abortion. Do you approve or disapprove of this court decision?





Defining & Shifting the Race



Democratic messages and election choices: full wording

Below is a statement by the Democrats about what's happening with the...

(CORPORATE MONOPOLIES) Corporate profits are at a 70-year high, yet corporations are raising their prices. They are not raising their prices because of the increasing costs. They're using the cover of inflation to increase their profits. They're doing so because they face little competition. Most American workers haven't seen a real wage increase in 40 years. Income and wealth are being distributed up to CEOs and shareholders, while working people are living paycheck to paycheck. And they are now paying a lower tax rate than working people. Republican leaders in the Congress won't stop price gouging and let working people pay higher taxes. Democrats say enough. They are raising taxes on big corporations and billionaires. And they are fighting against unlimited secret campaign funds.

(GUN VIOLENCE) Republicans say our thoughts and prayers after massacres of children in schools, year after year, and will do nothing that puts them at odds with the NRA and gun industry lobbyists. 20 babies at Sandy Hook and 19 children at Robb Elementary. Now, the Supreme Court is stopping states and cities from regulating handguns. Democrats say enough. The House Democrats passed laws, including safe storage, red flag laws, requiring background checks for ghost guns, and raised the age to purchase assault weapons from 18 to 21, but Republicans would not consider comprehensive background checks or raising the age. With control of Congress and a 52seat majority in the Senate, we will ban assault weapons, high-capacity magazines, and begin comprehensive background checks. It will allow cities and states to fully regulate guns.

(CLIMATE) Donald Trump's three Supreme Court justices and a backward majority ended the Environmental Protection Agency's efforts to phase-out coal-fired power plants with their huge carbon emissions. It was a huge setback for the federal governments' efforts to prevent climate change. As wildfires, droughts, and extreme weather become commonplace, America's hands will be tied during this climate crisis. Democrats will pass a new Climate Crisis Law that allows the EPA and the federal government to act boldly to address climate change. If Republicans control Congress, America will no longer do anything further to address climate change.



Guns split sample raised support; big corporate message held vote, despite America first counter-attack; contesting crime dropped margin; in Roe split, pro-life opponents sound reasonable, but making abortion illegal not acceptable.

Thinking about the election for Congress in your district in November 2022, will you vote for -- the Democratic candidate or the Republican candidate?







Fighting big corporate wage & price excess



Engaging cost of living on corporate excess gets Democrats just above vote

(SPLIT $E - \frac{1}{2}$ SAMPLE) Below is a statement by the Democrats about what's happening with working people. Based on this statement, please rate your feelings toward the DEMOCRATS with 100 meaning a very warm FAVORABLE feeling; 0 meaning a very cold, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold. You can use any number from 0 to 100.

(CORP TAX) Corporate profits are at a 70-year high, yet corporations are raising their prices. They are not raising their prices because of the increasing costs. They're using the cover of inflation to increase their profits. They're doing so because they face little competition. Most American workers haven't seen a real wage increase in 40 years. Income and wealth are being distributed up to CEOs and shareholders, while working people are living paycheck to paycheck. And they are now paying a lower tax rate than working people. Republican leaders in the Congress won't stop price gouging and let working people pay higher taxes. Democrats say enough. They are raising taxes on big corporations and billionaires. And they are fighting against unlimited secret campaign funds.



Total



Corporate excess big hit with white millennial/Gen Z, unmarried women, under 50 working class, & disability families, NOT diverse base. What if CTC is added?

(SPLIT $E - \frac{1}{2}$ SAMPLE) Below is a statement by the Democrats about what's happening with working people. Based on this statement, please rate your feelings toward the DEMOCRATS with 100 meaning a very warm FAVORABLE feeling; 0 meaning a very cold, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold. You can use any number from 0 to 100.

		■ 75-100			■ Over 50 ■ 0-25 ■ Under 50)	
	+3	+13	+12	+6	+8	+14	+20	+12	+13	+25	+25	+7	+18
	43	47	46	42	44	48	51	44	44	51	52	45	48
	27	37	30	23	23	29	29	31	32	32	31	29	36
	30	24	22	26	30	23	24	22	21	17	22	29	23
1	40	34	34	36	36	34	31	32	31	26	27	38	30
	Total	Black (12%)	Hispanic (10%)	ААРІ (6%)	Gen Z (11%)	Millennial (29%)	White Gen Z / Millennial (25%)	Unmarried women (30%)	White unmarried women (20%)	White wrk class wmn <50 (9%)	White working class <50 (17%)	CTC recipients (17%)	White disability families (10%)



Taking on big corporations stunning impact on party brand: getting things done, standing up to elites, prioritizing my community, & America being polarized

Now you will read some issues. For each, please say whether you think the Democrats or the Republicans would do better with it.





Assault Weapons


Democratic message on massacre, unfinished agenda blocked by GOP, including moving age to 21, and clear Democratic actions one of strongest messages ever

(SPLIT FG – 1/6 SAMPLE) Below is a statement by the Democrats about what's happening with mass shootings. Based on this statement, please rate your feelings toward the DEMOCRATS with 100 meaning a very warm FAVORABLE feeling; 0 meaning a very cold, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold. You can use any number from 0 to 100.

(MASSACRE) Republicans say our thoughts and prayers after massacres of children in schools, year after year, and will do nothing that puts them at odds with the NRA and gun industry lobbyists. 20 babies at Sandy Hook and 19 children at Robb Elementary. Now, the Supreme Court is stopping states and cities from regulating handguns. Democrats say enough. The House Democrats passed laws, including safe storage, red flag laws, requiring background checks for ghost guns, and raised the age to purchase assault weapons from 18 to 21, but Republicans would not consider comprehensive background checks or raising the age. With control of Congress and a 52seat majority in the Senate, we will ban assault weapons, highcapacity magazines, and begin comprehensive background checks. It will allow cities and states to fully regulate guns.



Total



After taking on massacres/assault rifles, party brand gains on doing what they say, inequality and prioritizing my community

Now you will read some issues. For each, please say whether you think the Democrats or the Republicans would do better with it.





Climate change



Public reacts strongly to message about government no longer being able to address climate change

(SPLIT FI – 1/6 SAMPLE) Below is a statement by the Democrats about what's happening with the Environmental Protection Agency and climate change. Based on this statement, please rate your feelings toward the DEMOCRATS with 100 meaning a very warm FAVORABLE feeling; 0 meaning a very cold, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold. You can use any number from 0 to 100.

(CLIMATE) Donald Trump's three Supreme Court justices and a backward majority ended the Environmental Protection Agency's efforts to phase-out coal-fired power plants with their huge carbon emissions. It was a huge setback for the federal governments' efforts to prevent climate change. As wildfires, droughts, and extreme weather become commonplace, America's hands will be tied during this climate crisis. Democrats will pass a new Climate Crisis Law that allows the EPA and the federal government to act boldly to address climate change. If Republicans control Congress, America will no longer do anything further to address climate change.



Total



Positives in Democratic Narrative



Democratic agenda: full wording





The affirmative agenda enacted by Biden and Democrats led by gun safety, pushing minimum wage and unions, and child tax credit





Biden and Democratic enacted agenda lead by gun safety, wages, and unions, price rigging, and child tax credit for working class groups



Gun bill tops agenda across partisan landscape; wages for Democrats; GOP targets & defectors respond to price rigging, child tax credit, and health care



Negatives in Democratic Narrative



Attacks on Republican agenda: full wording

Please pick the THREE that raise the most doubts in your mind about Republicans in Congress.

(GUNS) Despite the weekly massacre of kids, Republicans have only been willing to support small changes. They wouldn't even consider comprehensive background checks or banning high-capacity magazines. Most important, they blocked raising the age to buy assault weapons from 18 to 21 years.	49
(GRIDLOCK) Mitch McConnell said publicly, "One-hundred percent of our focus is on stopping this new Biden administration." Republicans winning control means total gridlock and nothing happening for people.	42
(DRUGS) Republicans voted against allowing the government to negotiate lower prescription drug prices. They even voted against the government setting a low price for insulin.	42
(ABORTION) Mitch McConnell said if Republicans control the Congress after the next election, it will vote to make abortion illegal nationally.	42
(CTC TAX)(SPLIT) Every Repub. in Congress voted against the increased & expanded CTC that gave monthly checks to working families w/ kids & was a lifeline for so many people, helping put food on the table, pay for childcare, & more. They pledge now to never allow it to become law. That raises taxes on virtually every working family.	40
(PRICE GOUGING) Republicans support big oil executives that are bragging to shareholders about price gouging families at the pump, and they're purposely keeping supply low to earn record-high profits.	40
(CTC POVERTY)(SPLIT) The increased & expanded the CTC gave monthly checks to working families w/ kids & was a ifeline for so many people, helping put food on the table, pay for childcare, & more. Every Repub. in Congress voted against it. They pledge now to never allow it to become law. That will put at least 4 million kids back in poverty.	38
(CORP TAX) Republicans believe in "trickle-down" economics, oppose every tax increase on big corporations, and oppose any tax on billionaires.	36



I

Strongest attacks in base are failures on gun safety, not doing drug prices, child tax credit raising taxes, and abortion becoming illegal

Please pick the THREE that raise the most doubts in your mind about Republicans in Congress.

	022 state ttleground	Black	ł	Hispanic	ΑΑΡΙ	Gen Z	Millennial	White Gen Z/ millennial	Unmarried women	White unmarried women
Guns	49		57	52	52	47	50	45	50	49
Gridlock	43	4	4	40	44	35	36	35	46	41
Drugs	43	33		43	45	31	43	41	35	36
Abortion	41	39	'	35	37	42	38	41	41	45
CTC tax	40	4	5	46	42	46	46	44		36
Price gouging	39	34		40	38	42	38	40	42	38
CTC poverty	41		19	39	41	38	46	39	31	30
Corp tax	37	38		37	37	34	42	40	32	38



For working class targets, strongest attack is failure on gun safety & repeal of child tax credit raising taxes

Please pick the THREE that raise the most doubts in your mind about Republicans in Congress.





Strongest attacks for liberal Democrats are guns & abortion; for moderates, it is guns and child tax credit raising taxes; McConnell's gridlock with party defectors

Please pick the THREE that raise the most doubts in your mind about Republicans in Congress.



49

What happens if Republicans take control of the US Senate and House: full wording





With base, most worry about no action on assault weapons, banning abortion, and the rich avoiding taxes

20 bat	022 state ttleground	state round Black Hispanic AA		ΑΑΡΙ	AAPI Gen Z		White Gen Z/ millennial	Unmarried N women	White unmarried women	
Assault weapons	41	52	45	55	31	44	36	50	47	
Banning abortion	46	40	45	43	49	44	43	46	45	
Reject election	42	37	38	38	37	36	38	35	36	
Rich avoid taxes	41	36	42	36	32	42	42	41	44	
White natnlists	38	47	40	46	35	37	36	42	42	
Ending CTC	34	38	40	27	34	48	45	31	30	
Climate change	33	35	38	40	35	35	31	32	30	



With working class targets, worry Republican control means abortion banned, the rich avoid taxes, and child tax credit ended





Gun worry across spectrum; liberal Dems go to abortion & white nationalists empowered; Cheney & moderate GOP, future elections; Trump loyalists, rich no tax

	022 state ttleground	Blue wall states m	Diverse netro states	Liberal Democrats	Moderate Democrats	Trump loyalists	Moderate Republicans	Cheney conservatives	Democratic defectors	Republican defectors
Assault weapons	41	45	46	49	48	42	44	53	49	42
Banning abortion	46	40	47	58	46	32	44	27	42	43
Reject election	42	45	40	45	38	38	41	51	39	47
Rich avoid taxes	41	40	39	26	42	54	40	44	45	44
White natnlists	38	37	42	55	51	15	37	41	43	44
Ending CTC	34	37	31	27	33	42	36	27	33	31
Climate change	33	31	36	36	38	32	32	23	32	34

2022 Message Battle



Democratic message centered on workers and corporate excess gets 48, but doesn't defeat a Trump message, but not because it fails to win new voters

Which one of the following statements comes closer to your point of view, even if neither is exactly right?

(DEMOCRATIC MESSAGE) Democrats say people are living paycheck to paycheck and working people haven't seen a real pay increase in years. Those in Washington don't get it. The big corporations, billionaires, oil companies, big tech monopolies and their lobbyists are calling the shots. Democrats gave tax relief to the poor, working families, and the middle class, reduced health care premiums on exchanges, and are negotiating lower prescription drug costs. With inflation killing people, they are going after the monopolies and price gouging. Republicans get their money from big oil and the drug companies, and they oppose tax relief for working people and raising taxes on big corporations. Democrats are working for safe communities where workers get a break, and we grow the middle class again.

(TRUMP'S WORLD) Republicans say, America has never been more at risk for those who made America Great. Crime in our country is escalating. People are pouring through our borders totally unchecked. We must act to save America and define the future of our beloved country. We take pride in our country, we teach the truth about our history, not canceling our history. We believe in the men and women of law enforcement. We trust people and families to make their own choices and they have the right to be able to make their voices heard.





Working class - corporate excess message fails to defeat Trump message because about 45% of Hispanics & Asian Americans & 28% of Blacks support it

Which one of the following statements comes closer to your point of view, even if neither is exactly right?

	DEI	MOCRA	TIC ME	SSAGE			TRUMP'S WORLD							
	■ Muo	ch More		Somewl	nat More		Much More Somewhat More							
-4	+44	+6	+8	+10	+16	+8	+20	+14	+2	+6	+6	-16		
48	72	53	54	55	58	54	60	57	51	53	53	42		
30	51	35	29	28	37	32	40	37	30	26	34	25		
34	15 28	28	24	17	27	27	24	28	30	28	30	38		
52		47	46	45	42	46	40	43	49	47	47	58		
Total	Black (12%)	Hispanic (10%)	ААРІ (6%)	Gen Z (11%)	Millennial (29%)	White Gen Z / Millennial (25%)	Unmarried women (30%)	White unmarried women (20%)	White wrk class women <50 (9%)	White working class <50 (17%)	CTC recipients (17%)	White disability families (10%)		



Working class-big corporate message powerful with liberal & moderate Dems, but also 15% of Trump loyalists and Cheney bloc and $1/3^{rd}$ of moderate GOP

Which one of the following statements comes closer to your point of view, even if neither is exactly right?





Problems in the base



We saw crime and border main issue in base; GOP also getting some traction on CRT in schools; Hispanics favor banning, while AAPI divided and Gen Z opposed.

Please rate your feelings toward some people, organizations, and ideas, with 100 meaning a very warm FAVORABLE feeling; 0 meaning a very cold, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold.





Strong support for banning transgender male athletes in women's sports, except Gen Z voters

Please rate your feelings toward some people, organizations, and ideas, with 100 meaning a very warm FAVORABLE feeling; 0 meaning a very cold, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold.





Toward Democratic win



Rens much hetter

At end, Dems gain on getting things done & doing what they say; gun violence, prioritizing my communities, economic inequality, & standing up to elites

Now you will read some issues. For each, please say whether you think the Democrats or the Republicans would do better with it.

Dems much hetter

			Dems much better									Reps much better							
+	8	+	4	+	-4	+	4	+	4	+	3	+	3	+	2	+	2	+	2
-16	-8	-2	+2	-4		+4	+8	-2	+2	-13	-10	-1	+2		+2	+4	+6		+2
42	46	49	51	48	50	52	54	49	51	43	45	49	51	50	51	52	53	50	51
		26	27				25					25	25	25	27				
20	23	26	27	21	22	22	25	22	24	17	18	25	25	25	27	20	23	18	21
34	34	26	28	23	25	22	23	23	25	27	28	28	28	28	28	20	21	21	25
58	54	51	49	52	50	48	46	51	49	56	55	50	49	50	49	48	47	50	49
								1						1 1					
Pre	Post	Pre	Post	Pre	Post	Pre	Post	Pre	Post	pre	post	Pre	Post	Pre	Post	Pre	Post	Pre	Post
	ting done	Gun v	iolence	comm seein	zing my unity & g gov't out for it	Econo inequ		Standi to the		Doing they	; what / say	right	wing from ong	wor	ng for king ople	corp influe	ing big orate nce over iicians	disse	rant of enting ews



In this battle, Democrats gain in 2022 battleground and with Democrats, Cheney bloc & most important, with Republican defectors during Trump era

Thinking about the election for Congress in your district in November 2022, will you vote for -- the Democratic candidate or the Republican candidate?



Total	2022 State	Blue wall	Diverse	Liberal	Moderate	Trump	Moderate	Cheney	Democratic	Republican
	Battleground	states	metro states	Democrats	Democrats	loyalists	Republicans	conservatives	defectors	defectors
	(34%)	(17%)	(30%)	(21%)	(25%)	(22%)	(13%)	(11%)	(15%)	(15%)



Democrats' impressive gains with Blacks, white disability families, CTC recipients, under 50 white working class, & white unmarried women; Hispanic margin good

Thinking about the election for Congress in your district in November 2022, will you vote for -- the Democratic candidate or the Republican candidate?





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