



GREENBERG RESEARCH

Democratic Messaging Survey

Tracking Survey, August 2024

YouGov Blue



Methodology

Democracy Corps conducted a web survey with 2,234 voters from August 1 to August 10, 2024, in the presidential, House seats and US Senate battlegrounds for the 2024 general election. The data include a **base sample** of 1,364 registered voters representative of the battleground states and Congressional districts overall, with oversamples of 522 Black voters, 528 Hispanic voters, and 311 Asian American voters. The oversample data are statistically weighted to ensure the sample’s regional, age, and gender composition reflects that of projected 2024 general election voters in the collective battleground.

The total data set of 2,234 registered voters (1,390 base sample plus 1,135 oversample of voters of color) were weighted down to an effective sample size of 1,000, representative of the battleground states and districts. The sample used voter file data for proportions from Catalist on race, age, and gender, to ensure that difficult-to-reach conservative subgroups by race, gender, and education were properly represented. The data are also weighted by cultural thermometers (NRA and pro-life groups), to offset the bias of on-line panels. Finally, data are weighted by recalled 2020 Trump vote of white working class, white women, Blacks, Hispanics, Asian, and young voters.

The total sample of 2,234 Registered Voters (1,000 Weighted) includes:

- 1301 Registered Voters in Presidential Battleground States (1300 Weighted)
- 1132 Registered Voters in Senate Battleground States (1157 Weighted)
- 936 Registered Voters in Congressional Battleground Districts (937 Weighted)
- 1,364 White Voters (1,676 Weighted)
- 519 Black/African-American Voters (268 Weighted)
- 528 Hispanic/Latino Voters (175 Weighted)
- 311 Asian American (Asian) Voters (106 Weighted)

<u>Presidential</u>	<u>Senate</u>	<u>Congressional</u>					
Arizona	Arizona	AZ-01	CA-45	FL-27	NC-13	OR-05	WI-01
Georgia	Michigan	AZ-06	CA-47	IA-01	NM-02	OH-13	WI-03
Maine	Montana	CA-03	CA-49	IA-03	NJ-07	PA-01	
Michigan	Nevada	CA-09	CO-03	IL-17	NY-01	PA-10	
New Hampshire	Ohio	CA-13	CO-08	MI-10	NY-03	PA-07	
Nevada	Pennsylvania	CA-22	CT-05	MI-07	NY-04	PA-08	
North Carolina	Wisconsin	CA-27	FL-05	MT-01	NY-17	TX-15	
Pennsylvania		CA-40	FL-09	NE-02	NY-19	VA-07	
Wisconsin		CA-41	FL-13	NC-06	NY-22	VA-02	



Key Findings - 1

- Harris has amazingly achieved a 3-point lead in the battleground, despite 64 percent wanting a change in direction, fueled by high prices and the cost of living, the border being out of control, and urban crime.
- That political and economic climate provide Trump and Republicans with an opportunity to play on their current advantages.
- But Harris is now viewed very positively compared to President Biden. Dual haters are no longer relevant.
- She has achieved an intense positive favorability and strong support among both liberal and moderate Democrats. And they are now slightly more consolidated and motivated to vote than Republicans.
- Harris is running very well with Blacks, Asians, white millennials, unmarried and college educated women. Are women beginning to shape this election? Still, she still could still run better with Hispanics and white Gen Z voters. They are key to her running better in Nevada and Texas.
- The Trump loyalists are already off the chart in highest engagement. That may limit how many new voters they can bring in. Republicans who only “somewhat approve Trump, moderates and Cheney conservatives are holding back.
- Harris leads Trump on who will fight the elites, who is for women's rights, will battle climate change, is protecting against autocrats, and democracy being secure. Climate is now a voting issue for Democrats and Trump's oil deal is part of the election contrast that puts Republicans on the side of big oil buying power.
- The strongest attacks from Project 2025 are cutting Social Security, repealing ACA and and pre-existing conditions, and higher drug prices; a national abortion ban, criminalizing abortion and blocked access everywhere; and civil servants replaced with MAGA Republicans.



Key Findings - 2

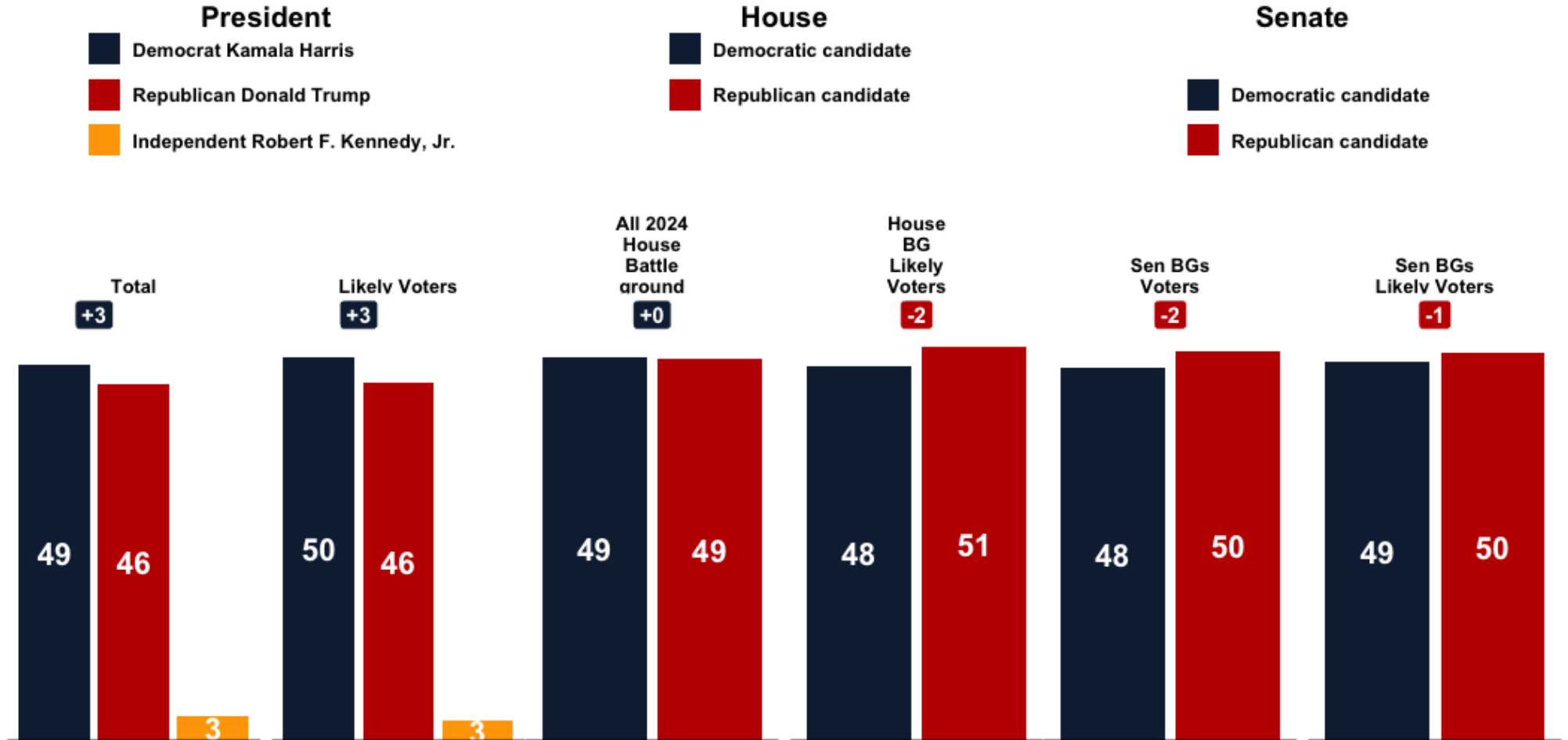
- The Harris narratives we tested from her speeches and ads tested stronger than the Trump narratives. Her talking about progress Democrats made got heard. So did the Inflation Reduction Act saving you money; just as strong was her going after the greedy big monopolies who are making super profits and taxing billionaires and being for an economy that works for working people.
- Republicans are in the game because of the economy, border and immigration, and crime. They impact moderate Democrats too. Voters fear Harris and Democrats winning means open borders and cities flooded. At the end of the survey, Trump has a 10-point advantage on who is much better on the economy, 15 points on immigration and 17 points on the border. They give Trump a shot.
- The survey shows strong border and crime messages. Those voters who heard the message held firm in their vote, despite the power of the Republican attacks.
- Trump and Harris' current overall messages test equally strongly, but it could readily evolve. In it, she understands and battles for the middle class, but also wants to empower them. That means calling out the super profits and greed of the big corporations who use their money to buy power. That means hitting big oil buying Trump on climate. It means making the Child Tax Credit central to our story, while opposing Trump's corporate tax cut and taxing billionaires. It also includes clear action on crime and the border. It ends with "the middle class needs to call the shots again."

Where We Start



Harris has a 3-point lead in the battleground, with the House and Senate closely contested

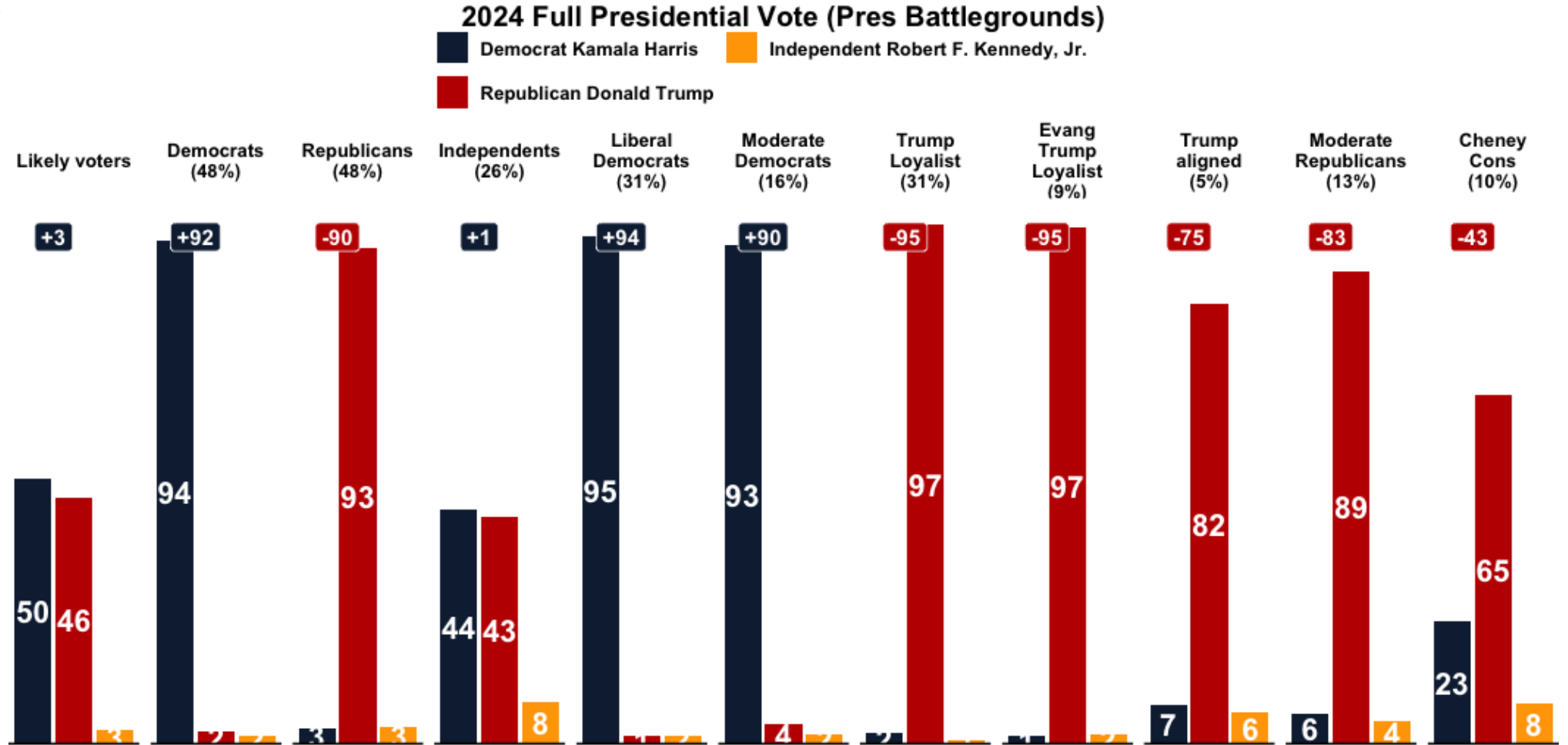
- Senate will use actual candidates in post DNC survey





Liberal and moderate Democrats equally consolidated and matching Republican unity

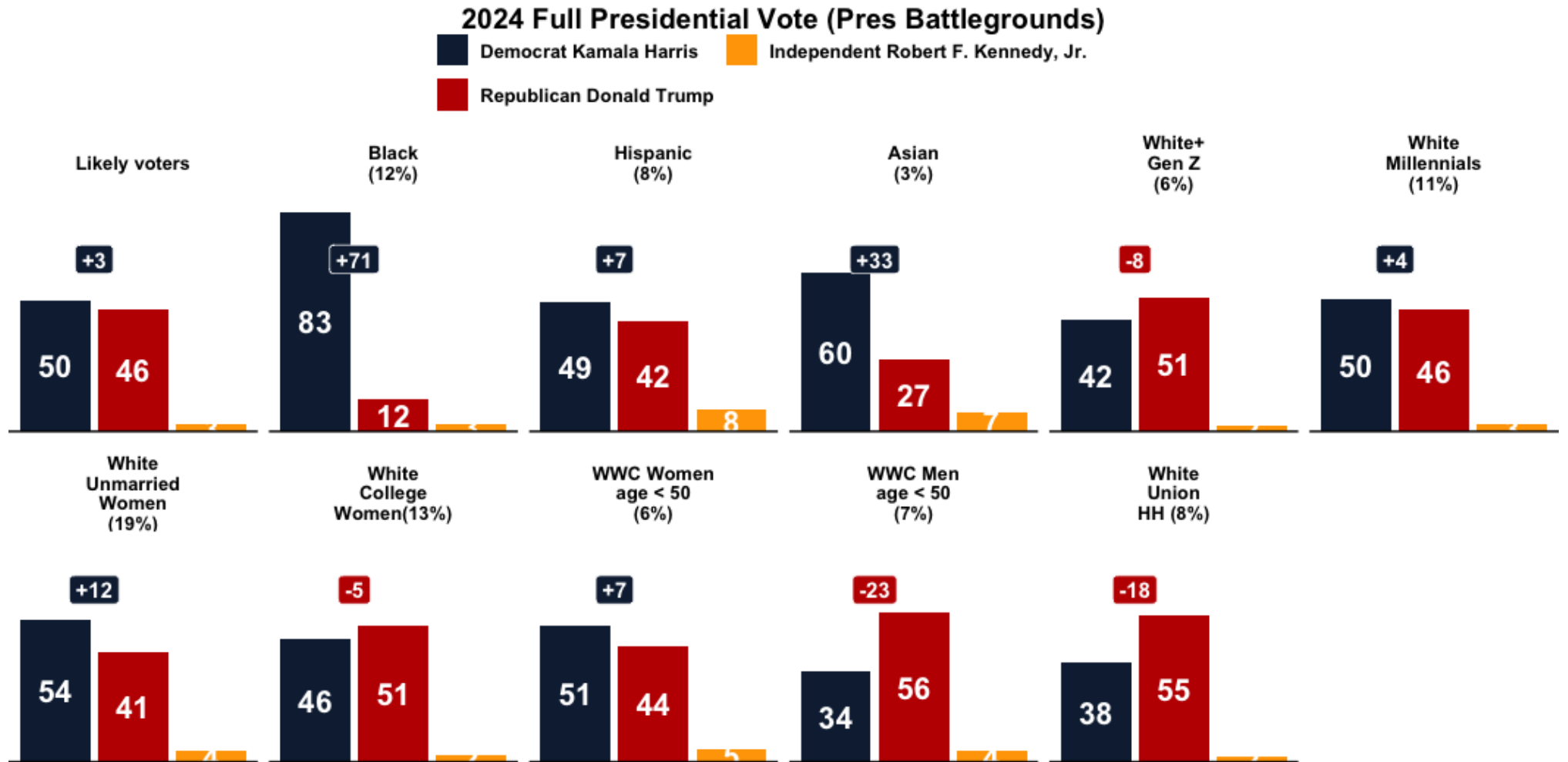
Independents are equally divided at this point.





Harris doing well with Blacks, Asian, white unmarried women and white working class women under 50. Are women an emerging story?

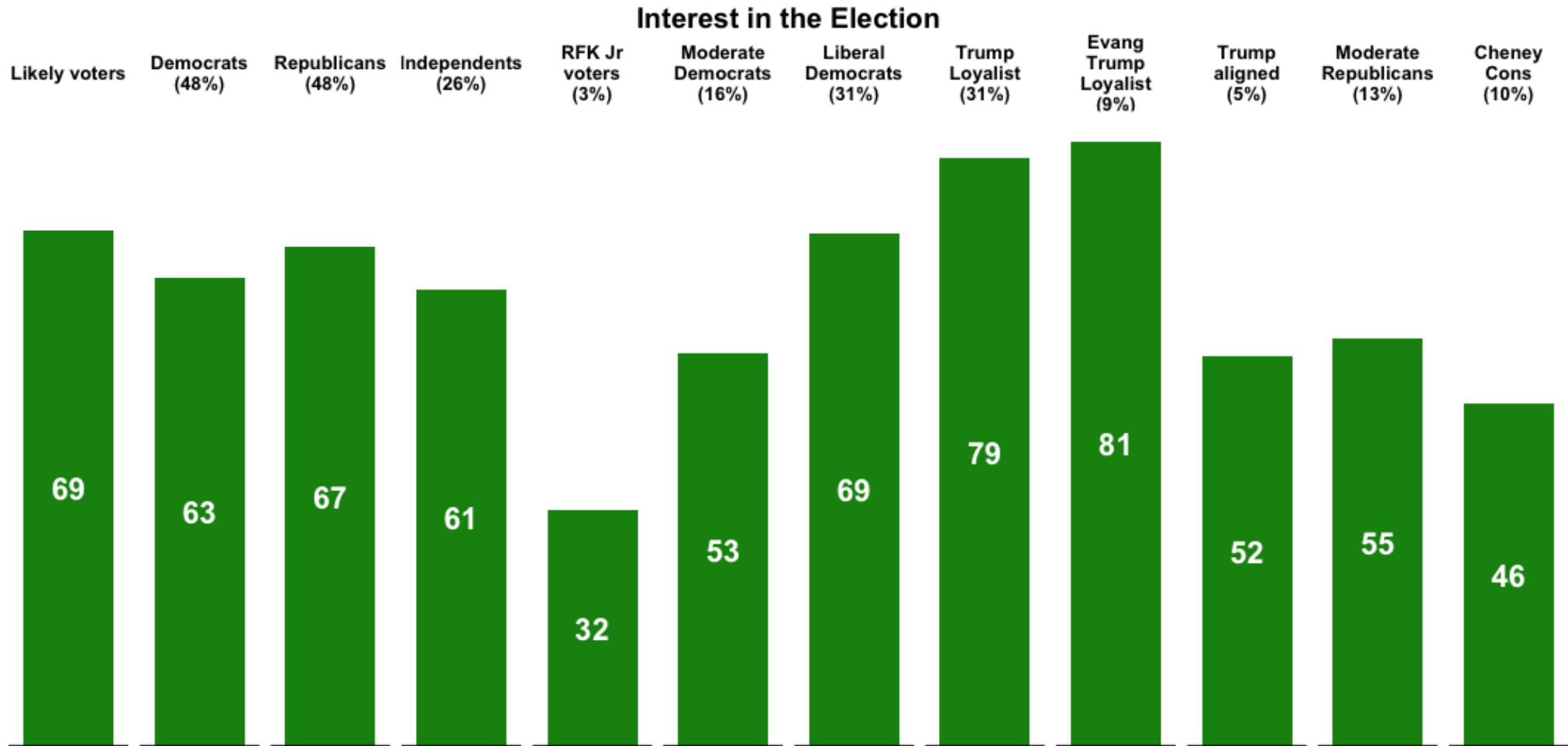
Harris needs to do better with Hispanics and white union households





Parties almost equal on highest level of interest. Democrats brought down by moderate Democrats; Republicans by all non-Trump loyalists

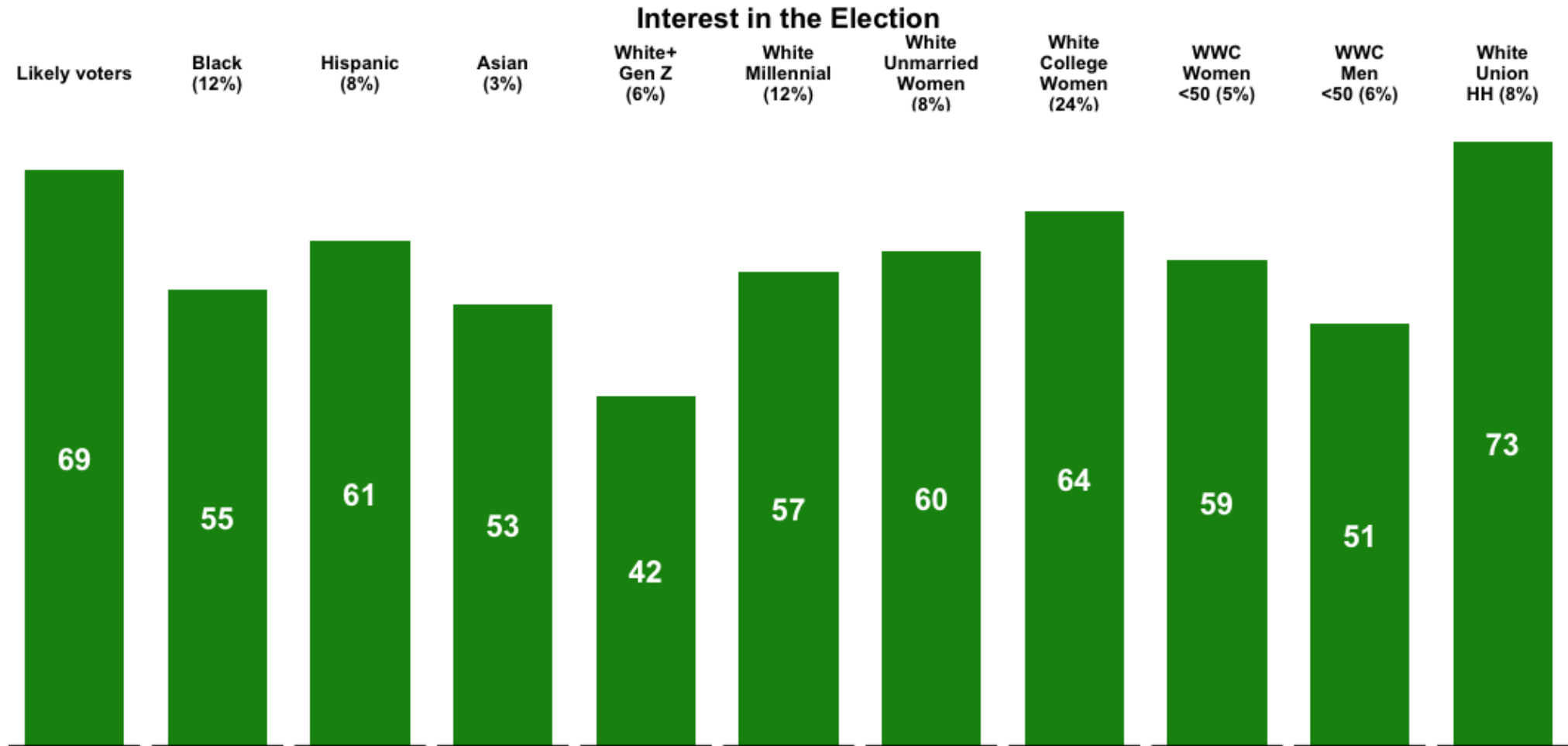
We are displaying those who choose 10 on 1 to 10 ladder interest scale





Base groups vary in interest, but fairly high with Hispanics and white college women

Younger voters
still lag in interest

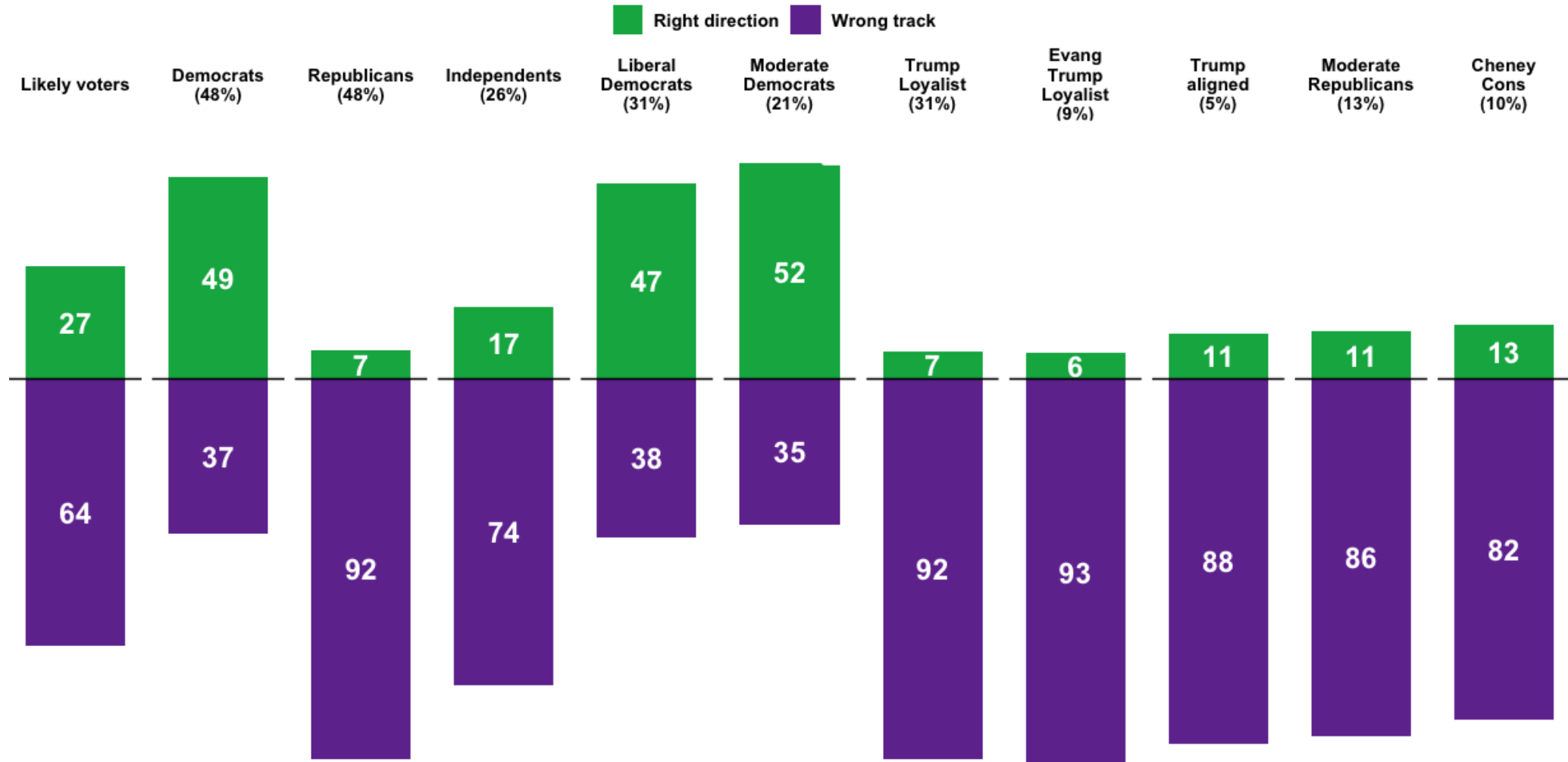


Change election



Mood still shaped by 64 percent believing country is on the wrong track and wanting change

Almost 40 percent of Democrats think on wrong track





Percent wrong track is high with Hispanics and younger voters

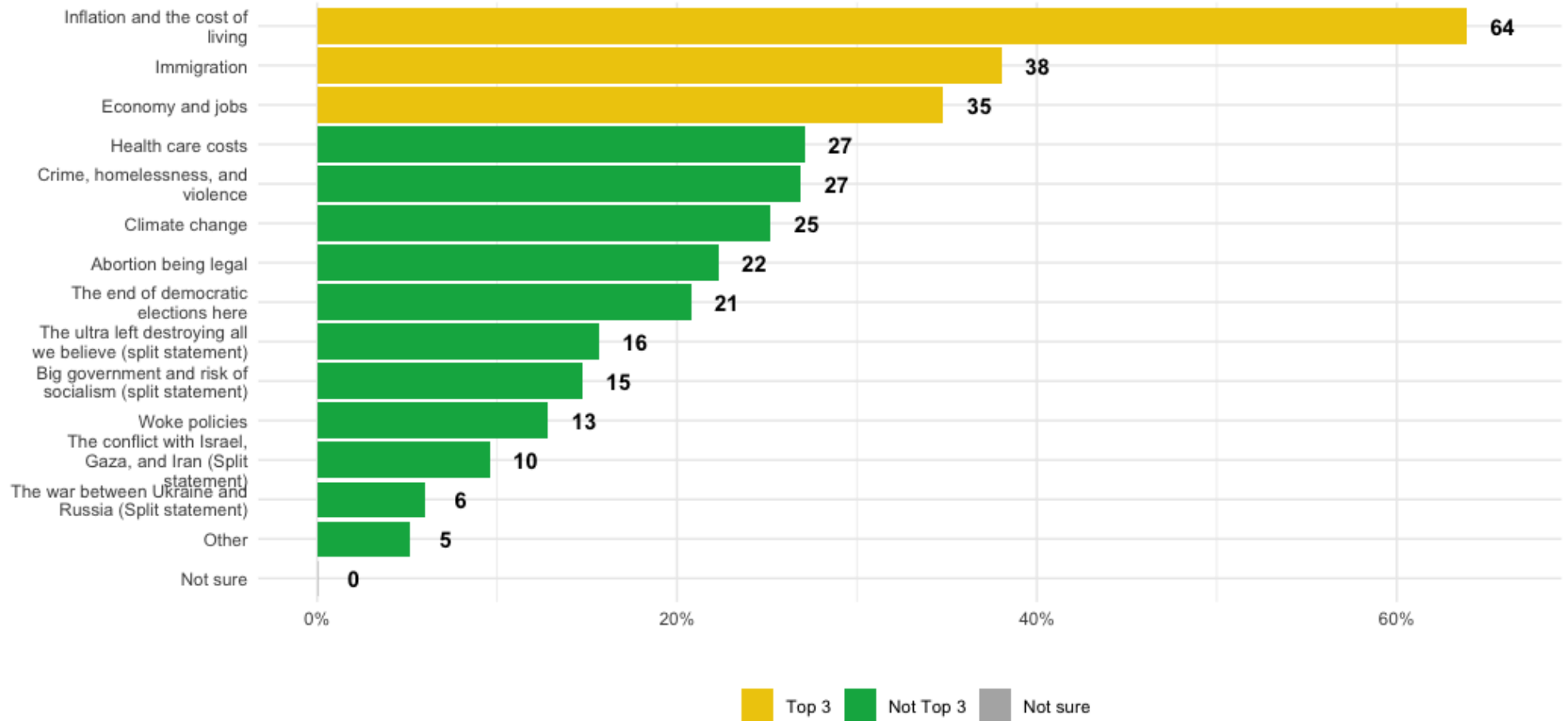
Working class strongest on saying country on the wrong track





Inflation and cost of living dominate all other problems

The border and immigration also important

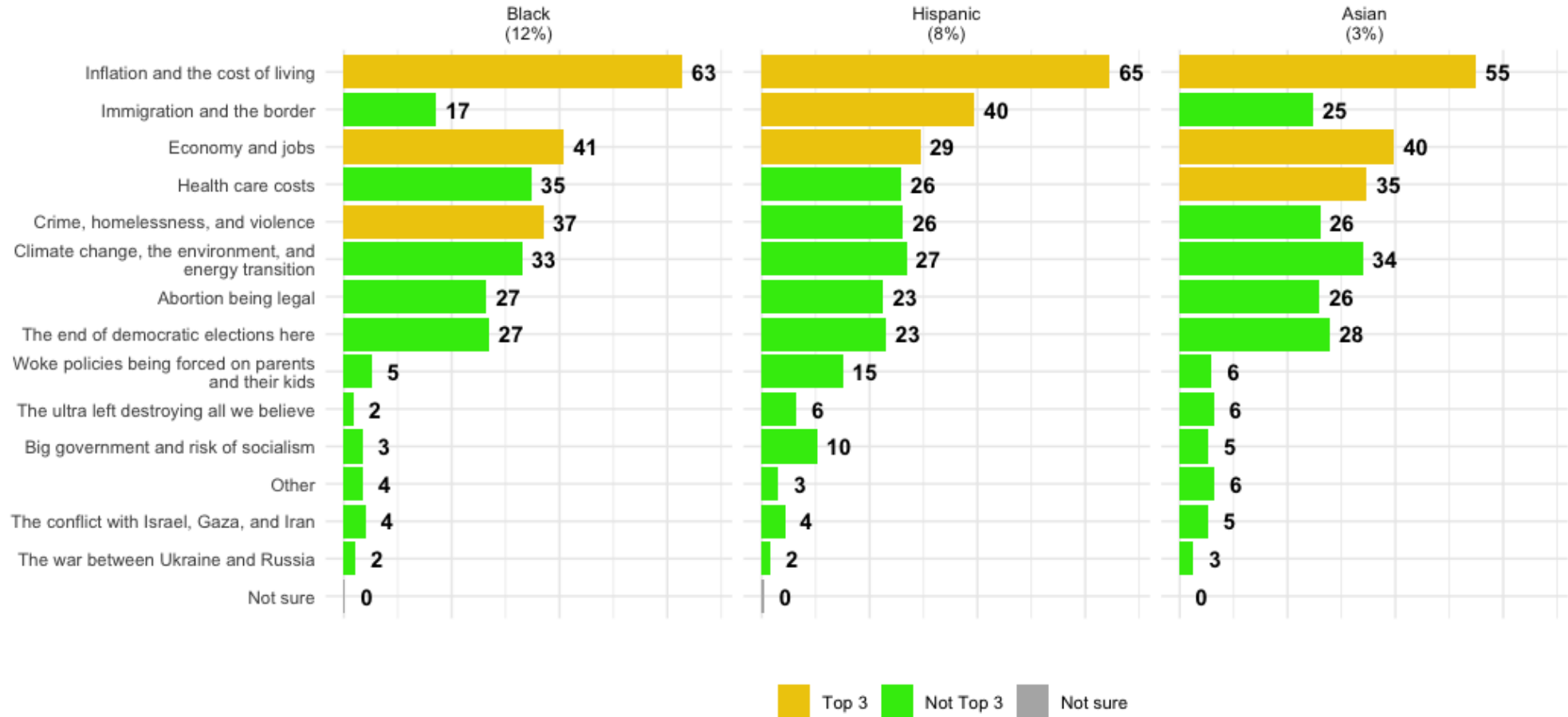


Here are issues that some people say they are worried about. Please select the THREE issues you think are most pressing for the United States.



Inflation and cost of living top concern across the base

Blacks also cite crime; Hispanics cite the border

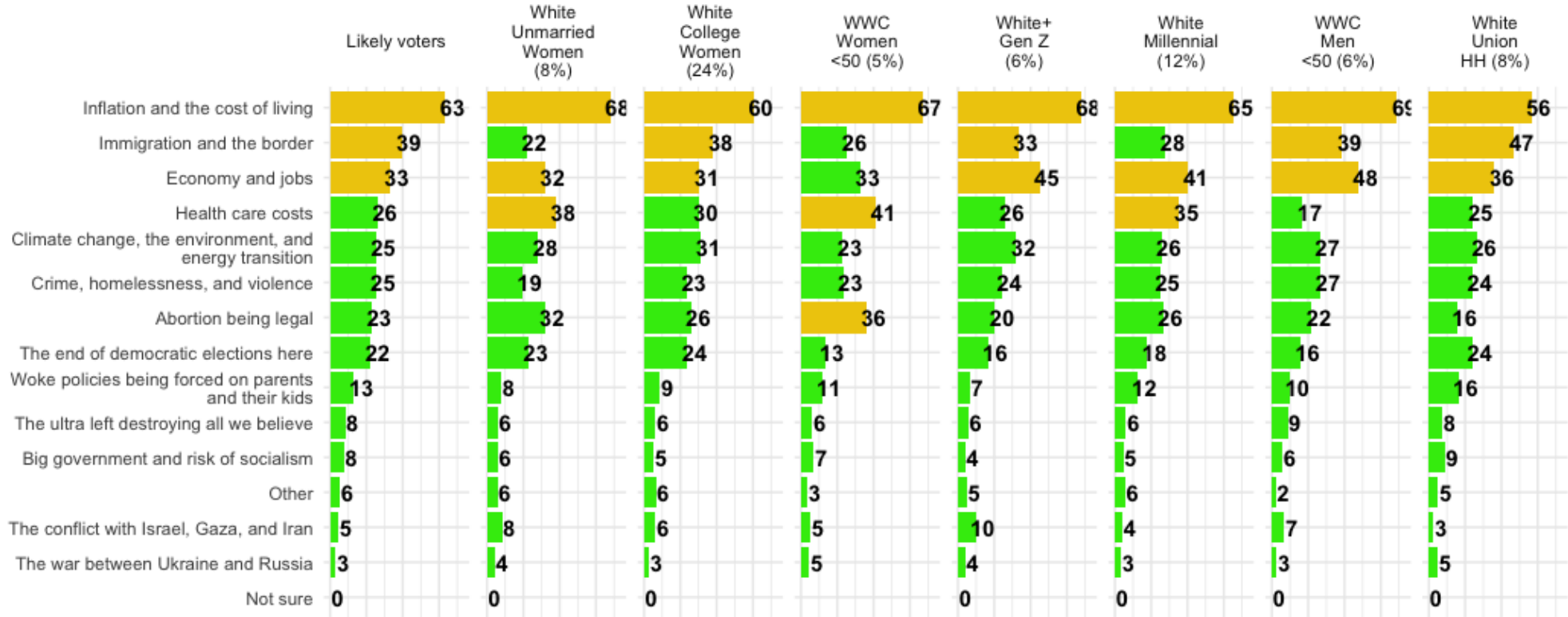


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Key groups most concerned with inflation and cost of living

Several key constituencies also worry about healthcare costs and abortion access



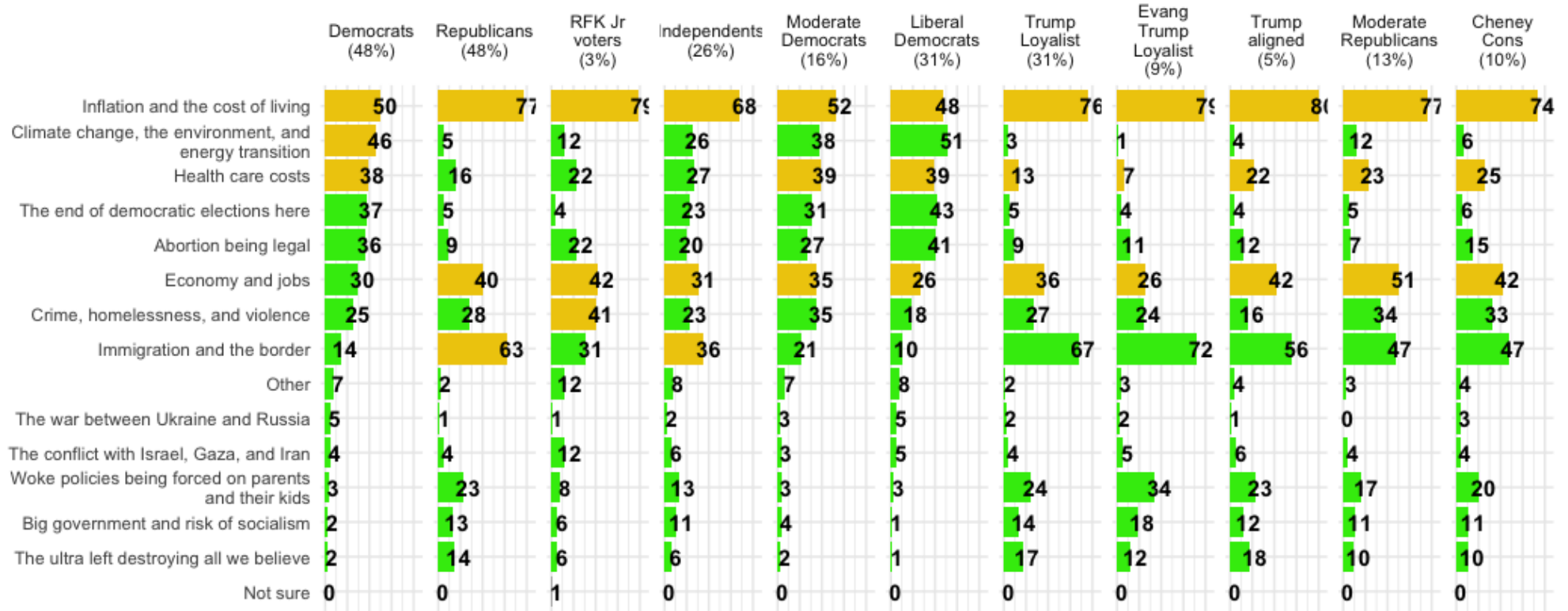
Top 3 Not Top 3 Not sure

Here are issues that some people say they are worried about. Please select the THREE issues you think are most pressing for the United States.



Republicans continue to drive concern about the border, while many focus on inflation

The border remains a top concern for Independents as well



Top 3 Not Top 3 Not sure

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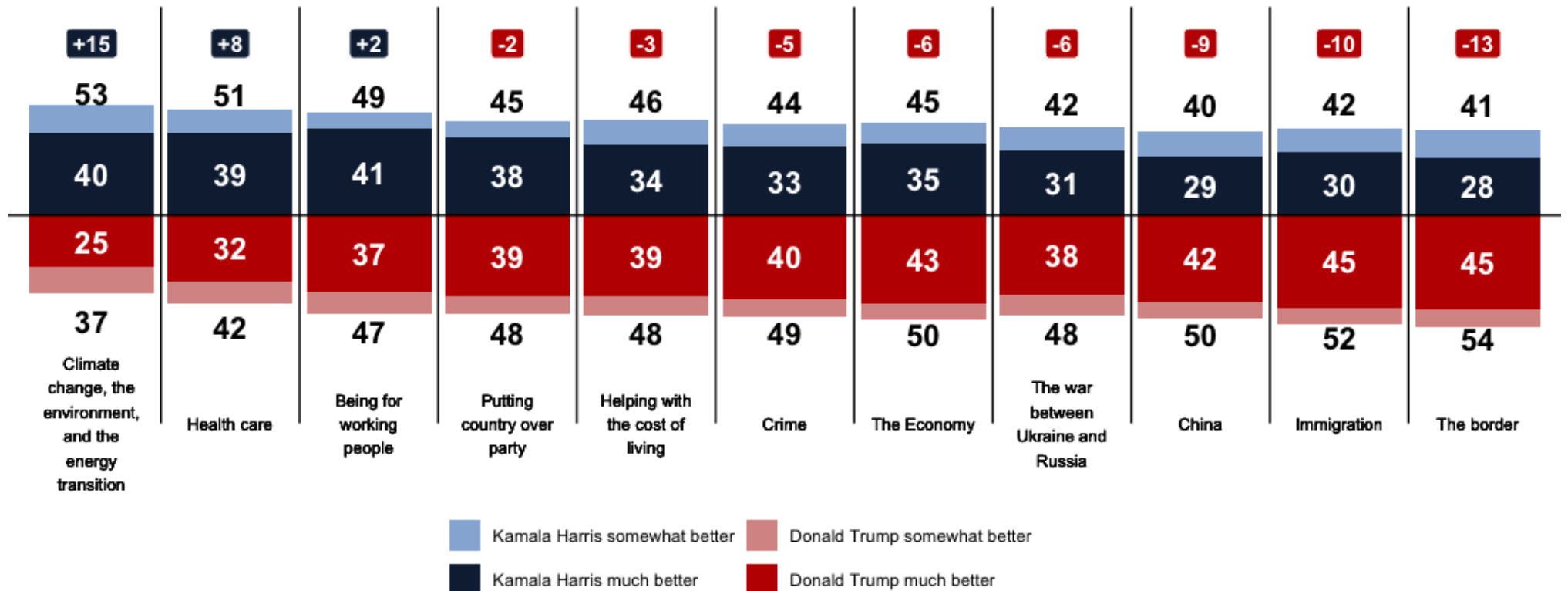
Harris' changed race



Harris leads on who is for women and not the richest, climate change and not autocratic

Trump has narrow lead on helping with the cost of living.

Initial read: Harris leads on climate and healthcare

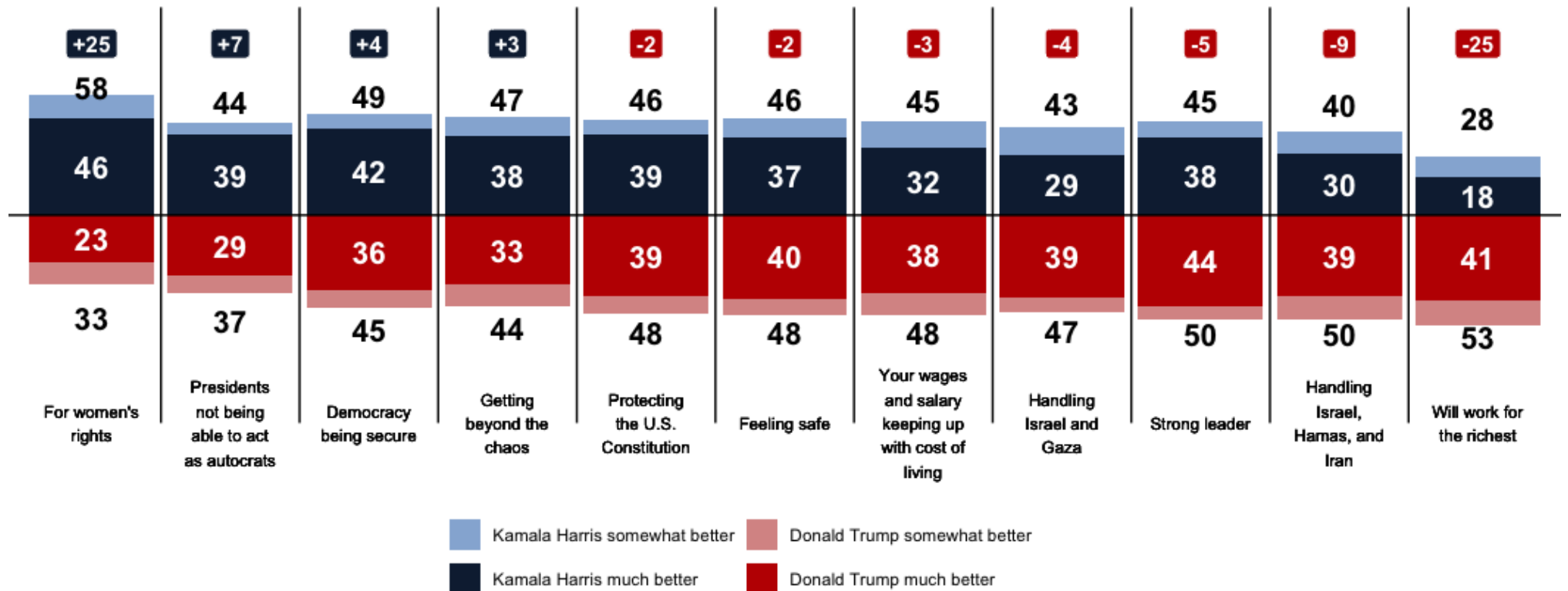




Trump has strong lead on the border and immigration, handling Israel, Hamas and Iran, and the economy

In message test, Harris fares worse on "Israel, Hamas, and Iran" than on "Israel and Gaza"

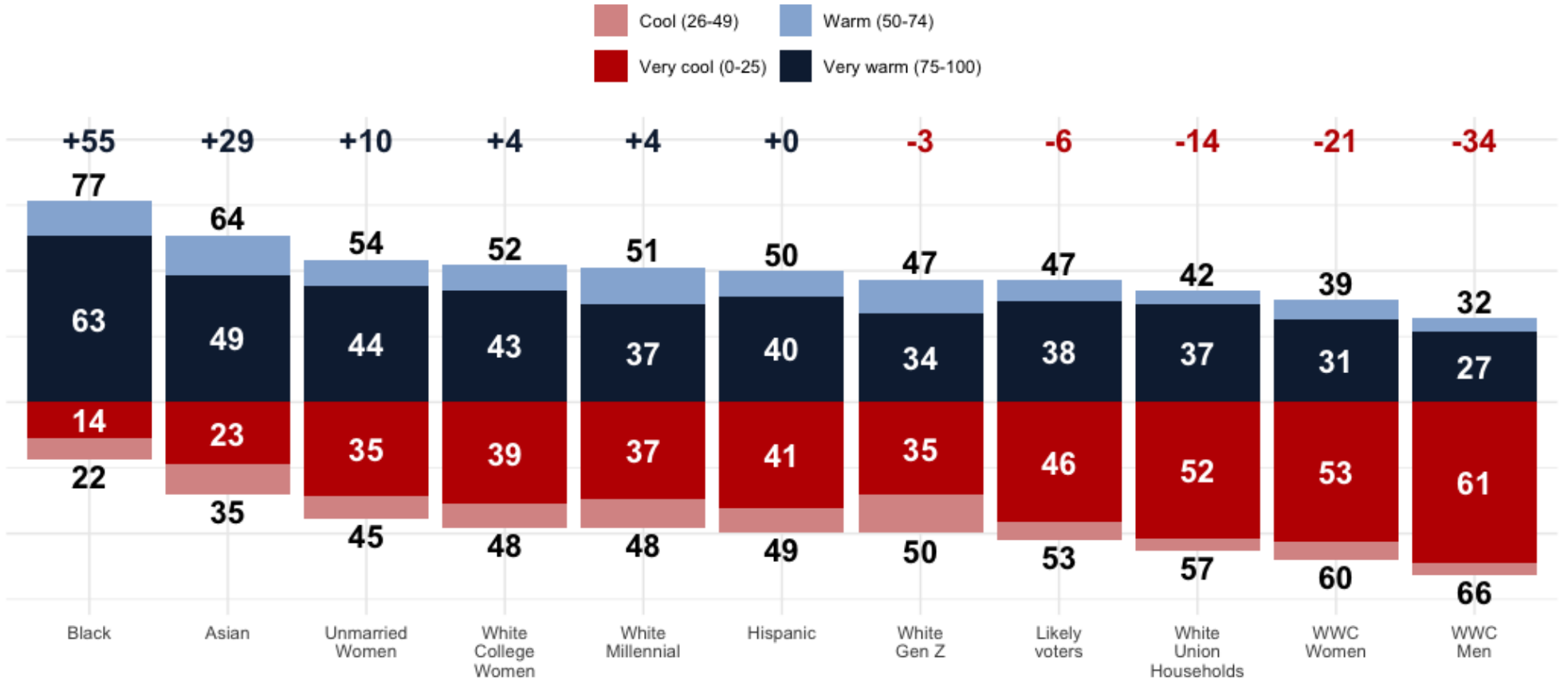
Initial read: Harris reads on womens' rights and protecting democracy





Harris has remarkably high favorability with Democratic groups and women

Harris favorability driven up by younger voters, non-white voters, women, the college educated

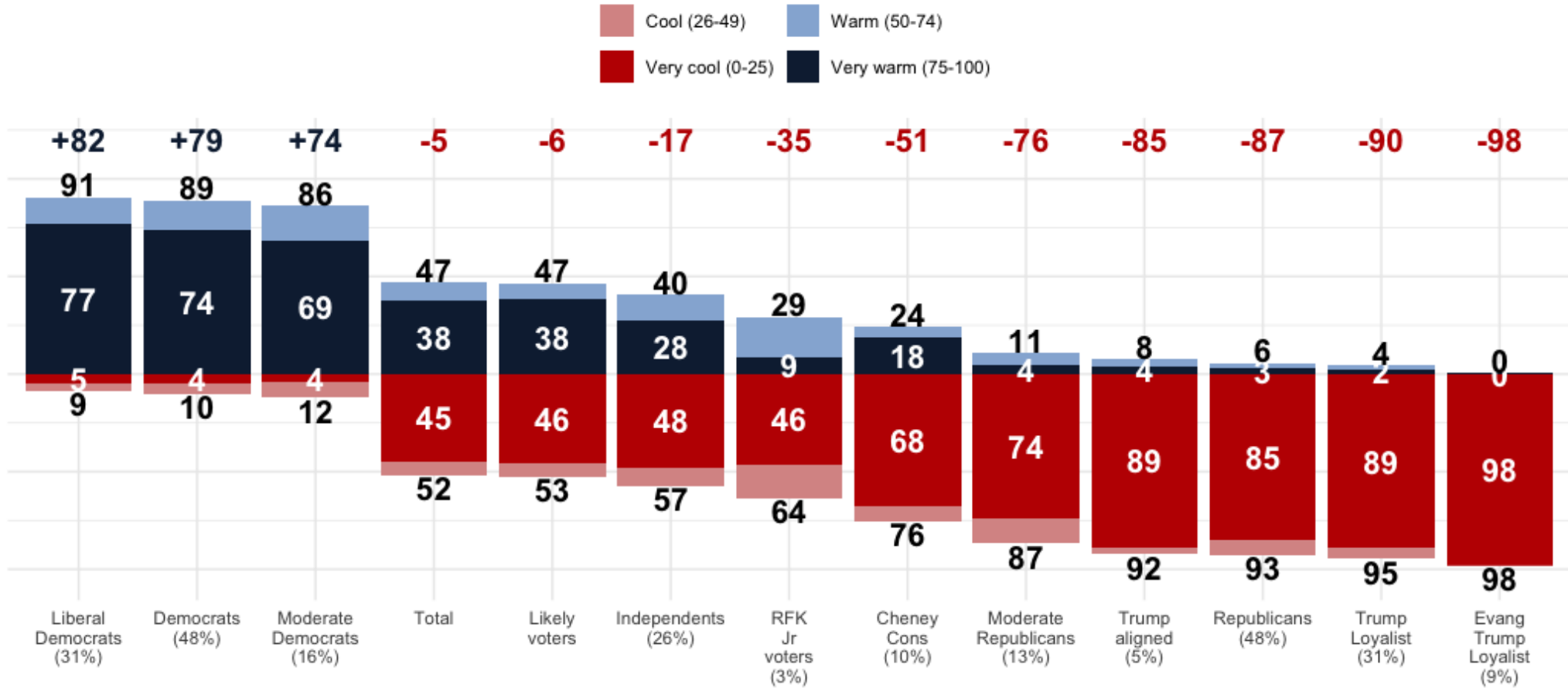


Please rate your feelings toward some people, organisations and activities, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold.



Strong partisan divides in evaluations of Kamala Harris among key political groups

Likely voters currently split on Kamala Harris



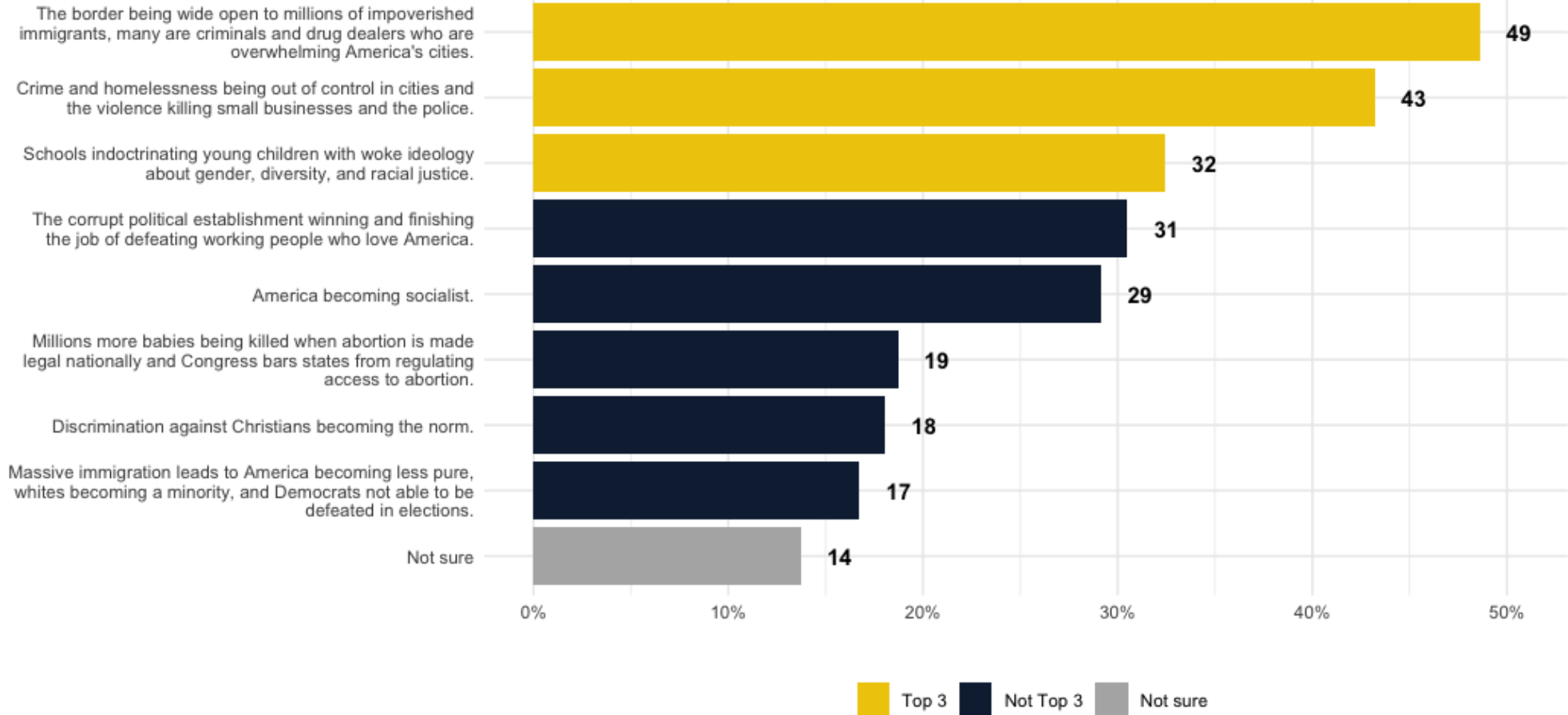
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Trump's Narrative



Campaign starts with voter fear border chaos and crime if Harris wins

Few voters share Trump and Vance's "blood and soil" concerns

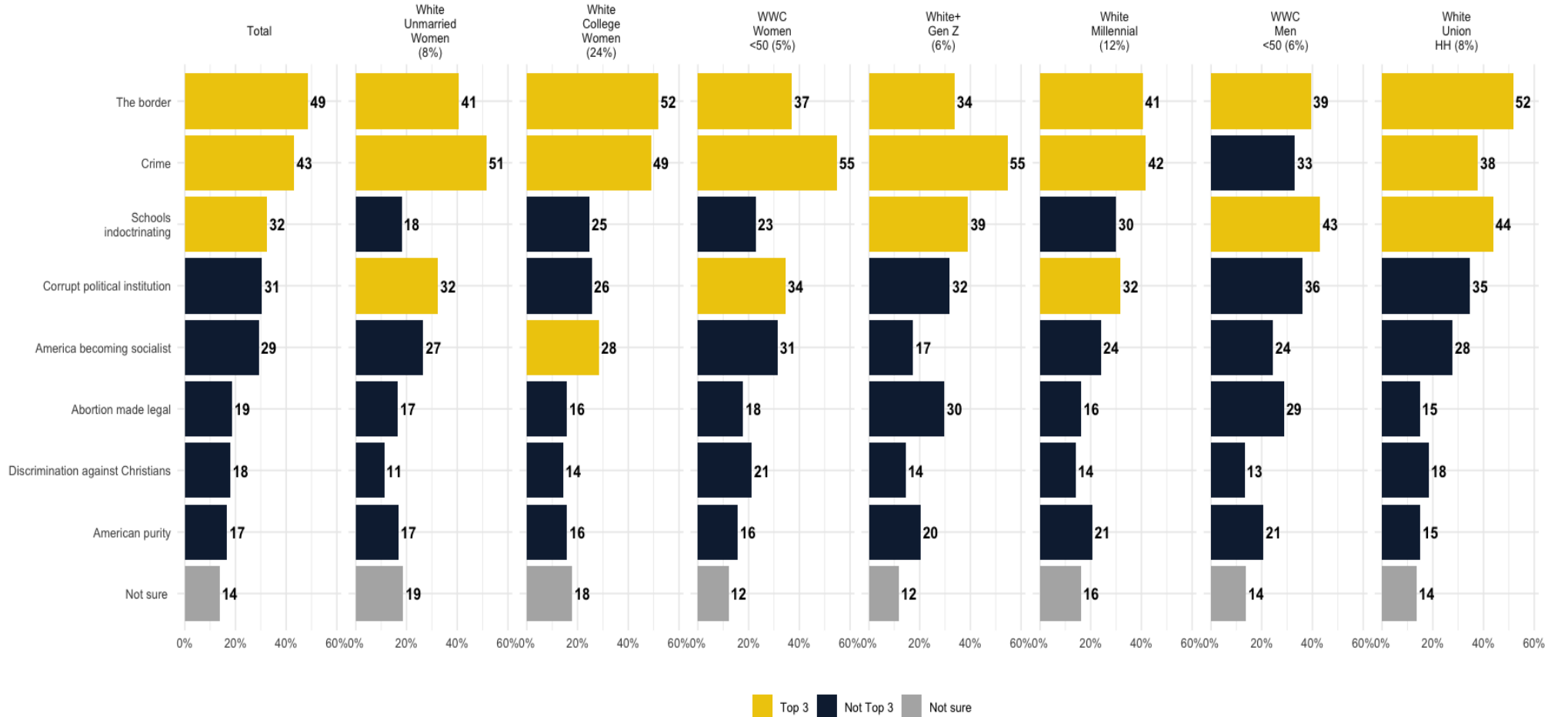


Imagine that Kamala Harris is elected President. Which THREE of these things would upset you the most?



These fears are strong among Democratic groups, led by the open border

Worry about crime in the cities also prominent among white unmarried women, under 50 white working class women and white Gen Z.



Imagine that Kamala Harris is elected President. Which THREE of these things would upset you the most?



Full text of Trump statements - 1/3

Trump's statements are all attacks.

- **(MAGAnomics)** I will rapidly rebuild the greatest economy in the history of the world. We had the greatest economy before. Under Biden, it's been a disaster. Real middle-class income has fallen over \$2,000 a year. African-Americans and Hispanic Americans are being hit the hardest. I will give you low taxes, low inflation, low interest rates, rising wages, growing incomes, and fair trade for the American worker. Your energy costs will come down by 50% within the first year. Biden's energy policies caused this inflation, and now everything is on fire. The whole place is a mess, but we can fix it. I'll throw out Bidenomics and replace it with MAGAnomics.
- **(Border)** Under my leadership, we had the most secure border in history by far. We've never had a border like this. Under Biden, the southern border has been abolished and millions of illegal aliens have been released into our communities. This is a Joe Biden invasion, allowing millions of people to come in, including criminals and terrorists. It's migrant crime, destroying our country. Last year, almost half of all ICE arrests were criminal aliens, committing thousands of crimes, including murders that devastate families. I will finish the wall and end this flood of foreigners to all our cities.



Full text of Trump statements - 2/3

Trump's attack statements on Kamala cover-up and attack on deep state are weakest

- **(Deep State)** First, I will immediately reissue my 2020 executive order restoring the President's authority to remove rogue bureaucrats, and I will wield that power very aggressively. The departments and agencies that have been weaponized will be completely overhauled so that faceless bureaucrats will never again be able to target and persecute conservatives, Christians, or the left's political enemies. We will get America back to security and patriotism. We will release the horribly and unfairly treated January 6th hostages. Under my leadership, justice will prevail for all Americans. This is my plan to dismantle the deep state and reclaim our democracy from Washington corruption once and for all.
- **(Kamala conspiracy)** Kamala was in on it. She covered up Joe's obvious mental decline. Kamala knew Joe couldn't do the job, so she did it. Look what she got done: a border invasion, runaway inflation, the American Dream dead. They created this mess. They know Kamala owns this failed record. We will end the invasion at the southern border, restore law and order, protect American sovereignty, and deliver a safe and prosperous future for all Americans.



Full text of Trump's statements - 3/3

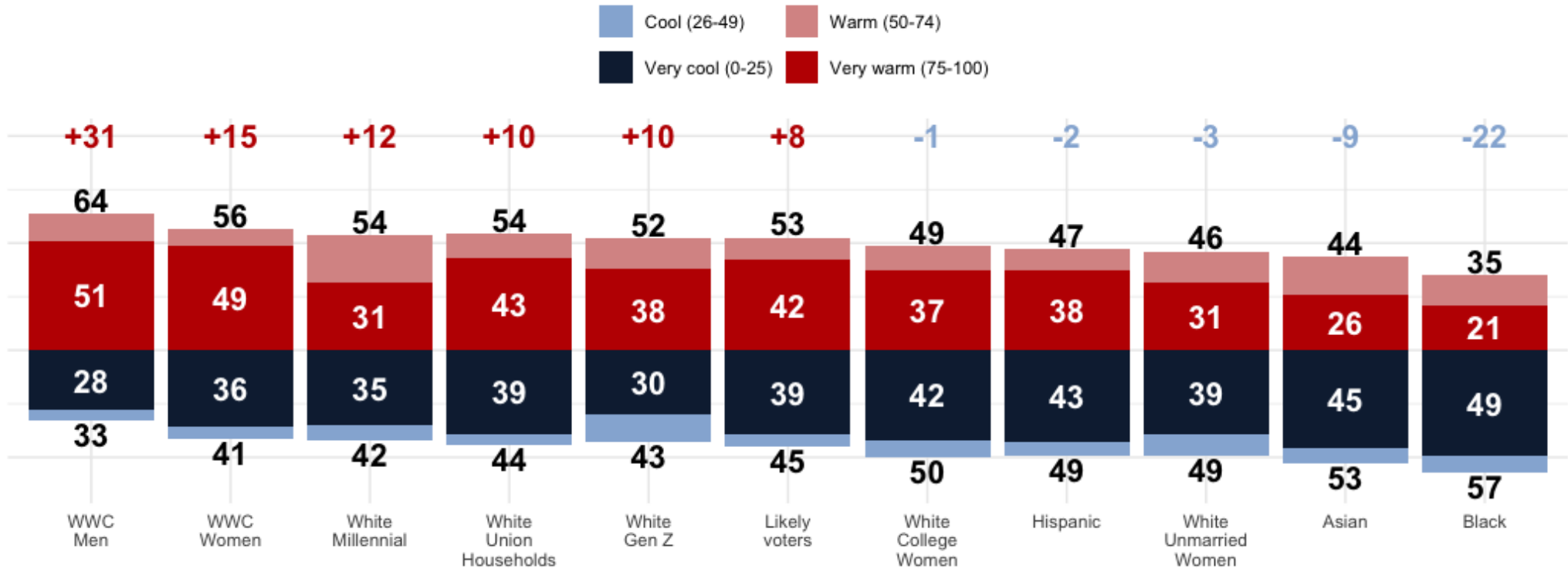
Attack statements draw heavily on past successful Trump attacks related to the border and migrant crime

• **(Harris the Border Czar)** We have an illegal immigration crisis, and it's taking place right now. It's a massive invasion at our southern border that has spread misery, crime, poverty, disease, and destruction to communities all across our land. Nobody's ever seen anything like it. 11.5 million people have crossed our border illegally under Kamala Harris as Biden's border czar. But the numbers don't show us the true price that our country is paying. Every day American's are dying. Murdered, assaulted, raped by illegal immigrants that the Democrats have released. I will end the illegal immigration crisis by closing our border and finishing the wall, most of which I've already built.



Trump's strongest statement is on the greatest economy, though narratives get weaker response than those for Harris.

Clear majority of white Gen Z, millennials and union households agree with it.

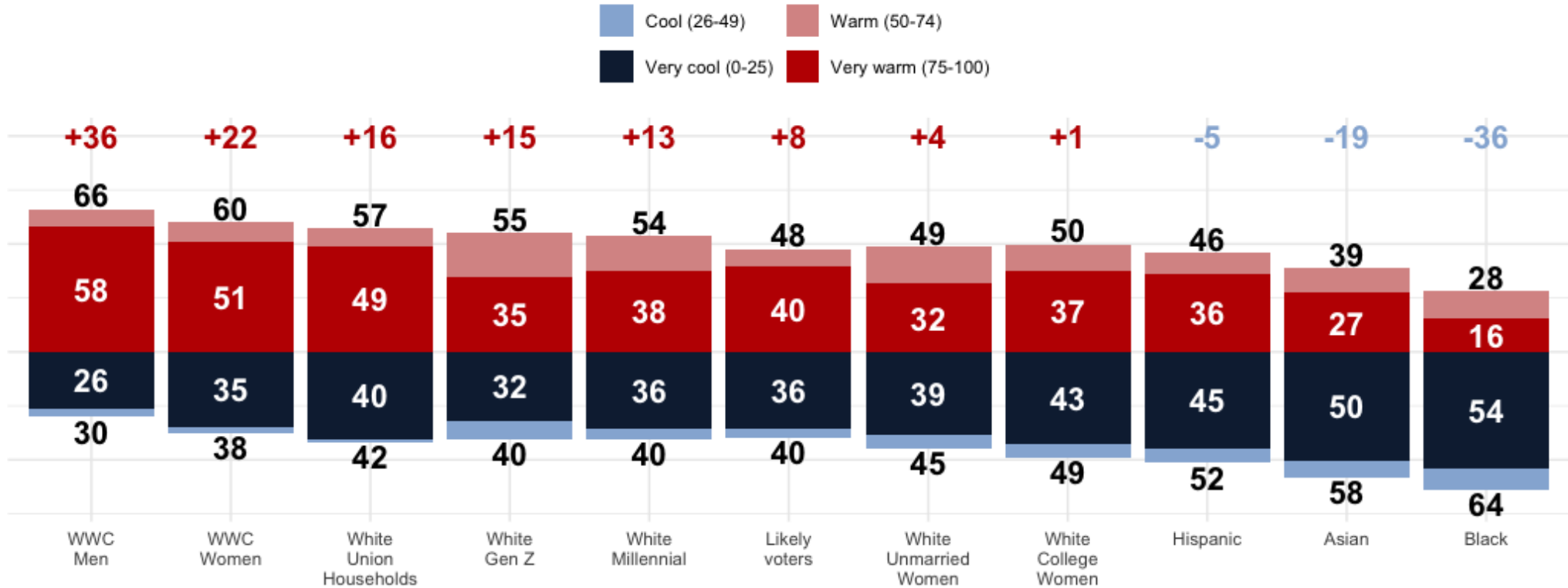


I will rapidly rebuild the greatest economy in the history of the world. We had the greatest economy before. Under Biden, it's been a disaster. Real middle-class income has fallen over \$2,000 a year. African-Americans and Hispanic Americans are being hit the hardest. I will give you low taxes, low inflation, low interest rates, rising wages, growing incomes, and fair trade for the American worker. Your energy costs will come down by 50% within the first year. Biden's energy policies caused this inflation, and now everything is on fire. The whole place is a mess, but we can fix it. I'll throw out Bidenomics and replace it with MAGAnomics.



The border message gets intense response from all white working class voters

Almost 60 percent of white union households support it

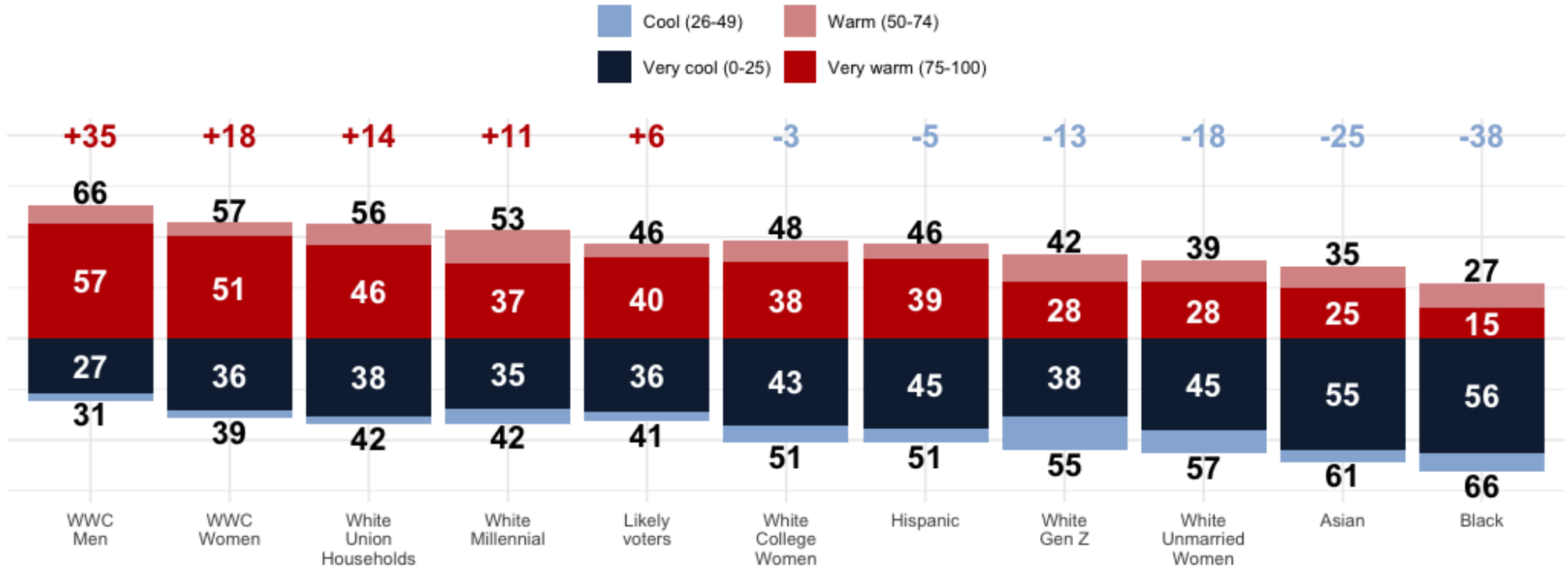


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Immigration crisis with graphic examples does less well

Majority of Hispanics disagree, with intensity.

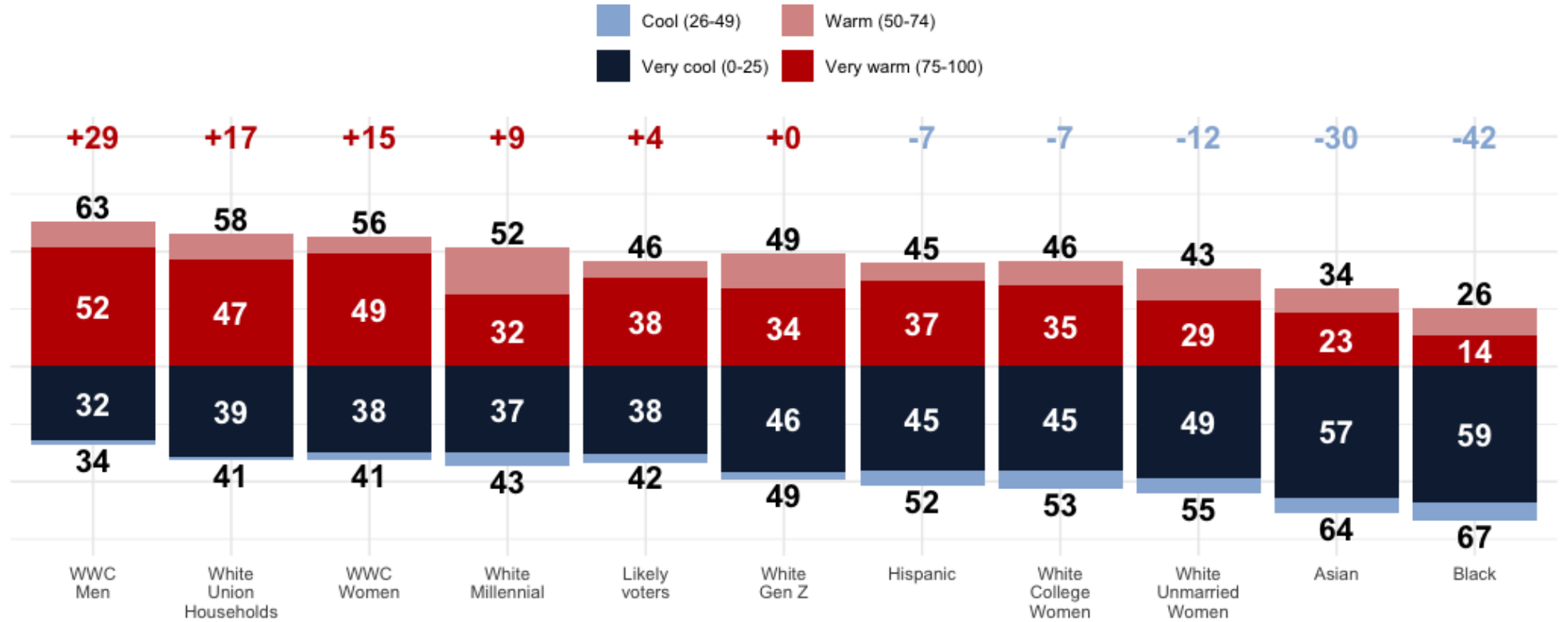


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Harris cover-up of Biden age not very strong

Statement doesn't elicit much intensity of response.

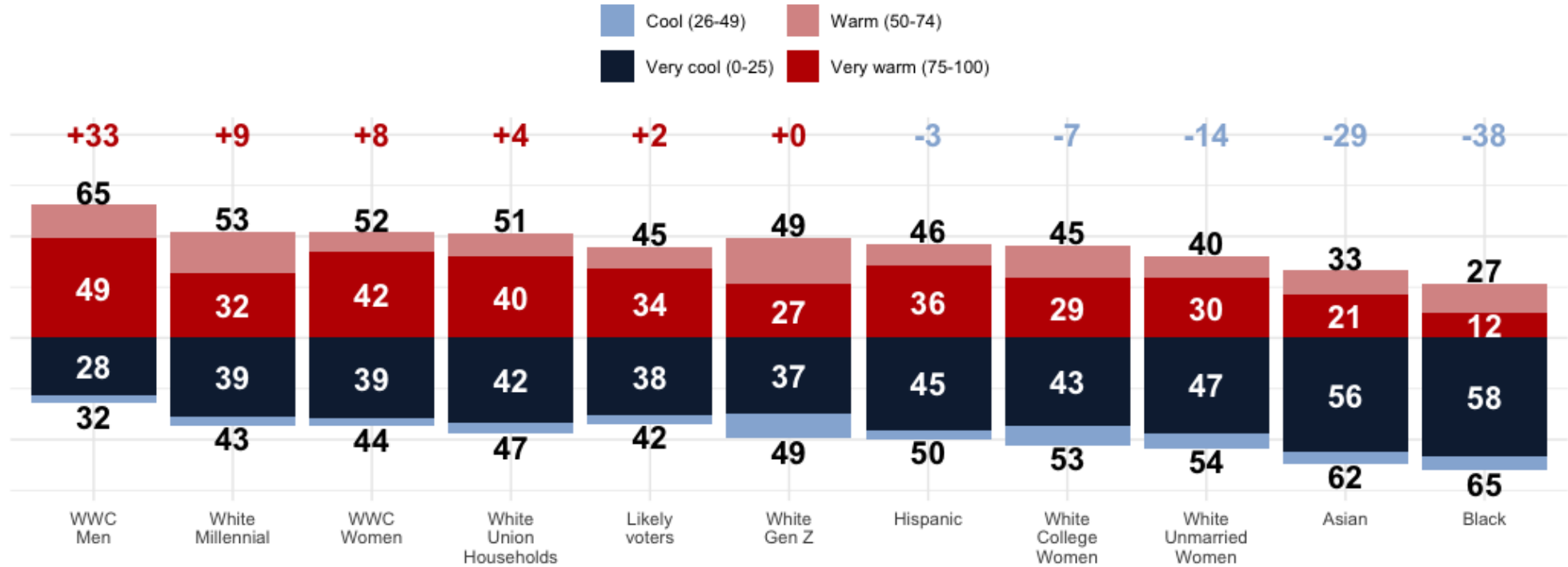


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“Deep state” plans barely gets a plurality of likely voters

Most Black, Asian and Hispanic voters respond with some intensity to the attack on the state.



First, I will immediately reissue my 2020 executive order restoring the President's authority to remove rogue bureaucrats, and I will wield that power very aggressively. The departments and agencies that have been weaponized will be completely overhauled so that faceless bureaucrats will never again be able to target and persecute conservatives, Christians, or the left's political enemies. We will get America back to security and patriotism. We will release the horribly and unfairly treated January 6th hostages. Under my leadership, justice will prevail for all Americans. This is my plan to dismantle the deep state and reclaim our democracy from Washington corruption once and for all.

The Harris Campaign



Testing Biden/Harris accomplishments

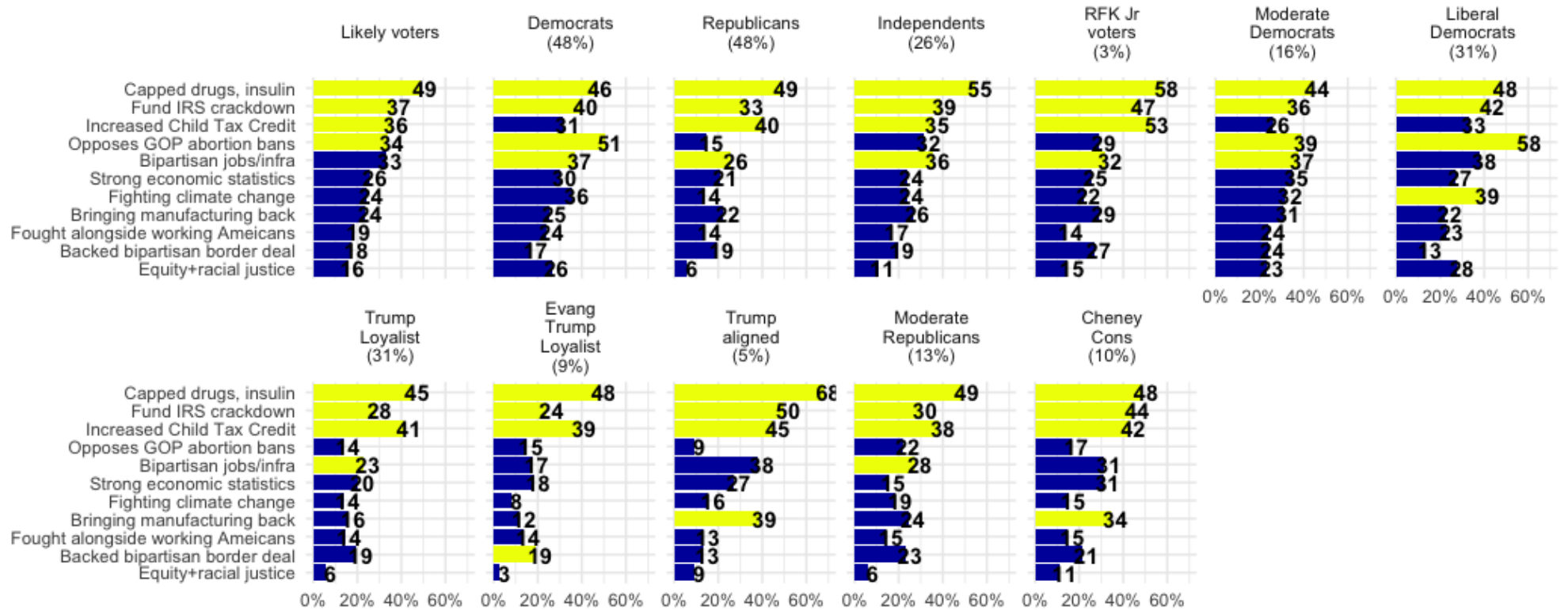
Respondents were shown several Biden/Harris statements and asked to select the four most important to them

- With bi-partisan support, is investing \$1.2 trillion in infrastructure to create jobs and spark economic growth through significant improvements in transportation, clean energy, and broadband access, with a focus on benefiting disadvantaged communities.
- The new law passed by Democrats capped out-of-pocket drug costs at \$2000, reduced insulin to \$35 a month, and allows Medicare to negotiate lower prescription prices for the first time.
- Passed law to crack down on tax evasion by the wealthy and big corporations, put in a 15% minimum tax so they pay taxes. And is going after greedy monopolies making super profits to lower prices and return money to consumers.
- Increased the Child Tax Credit received monthly that provided tax relief for poor, working, and middle-class families with children. It was the biggest tax cut for working families ever and it cut Black child poverty in half.
- They opposed Republican attempts to ban abortion and has taken executive actions to protect abortion access and improve contraception availability. She will restore Roe v. Wade as the law of the land.



The most important Biden/Harris accomplishments include reducing health costs, protecting abortion, supporting infrastructure, creating jobs

Top four Biden/Harris accomplishments are strongly lead by capping the costs of insulin and other drugs



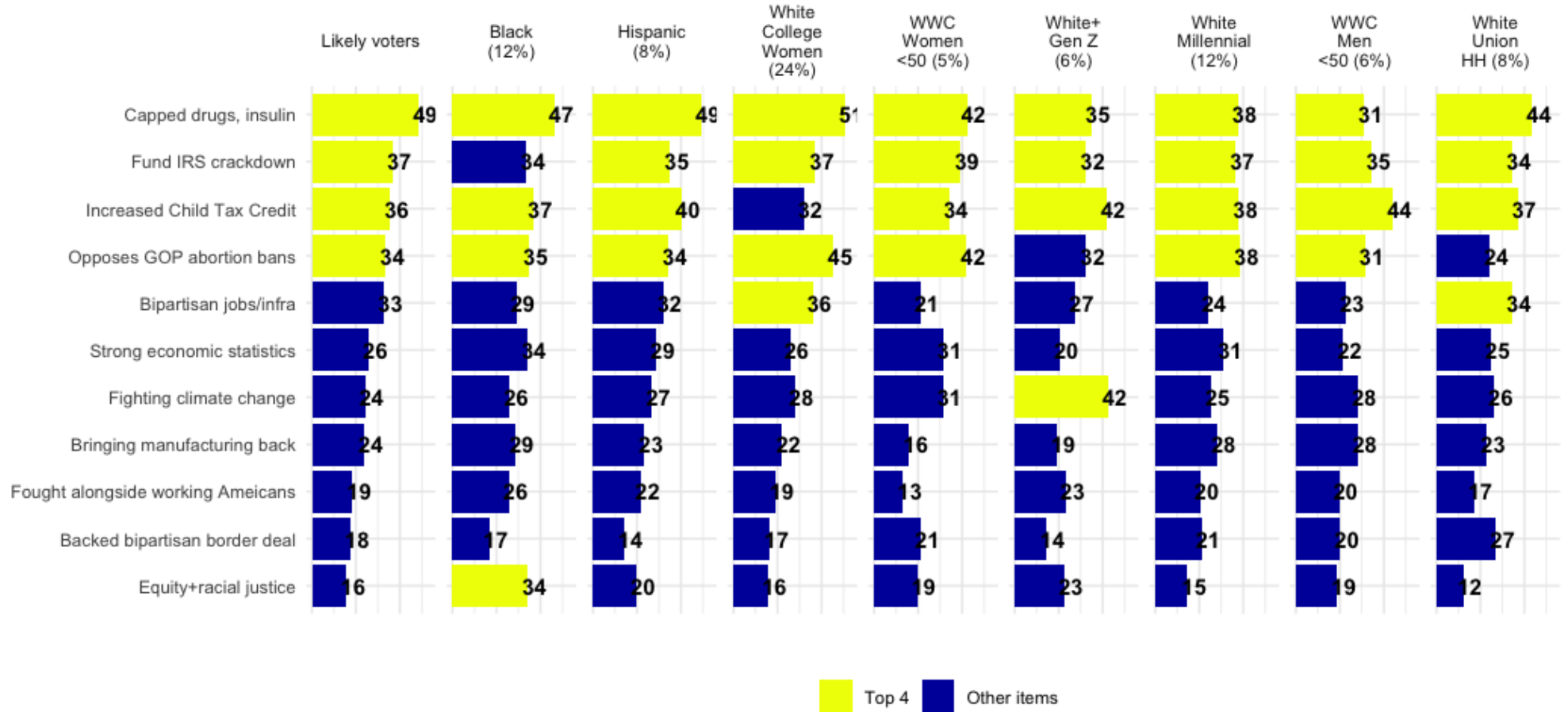
Top 4 Other items

Now, please read the following list that describes what Kamala Harris and Democrats have accomplished. Which FOUR are the most important for you?



Reduced drug costs top achievement, though the increased Child Tax Credit pushes to the top for Blacks, Hispanics, white Gen Z & Millennials, and under 50 working class men

White college women push up opposing abortion bans.

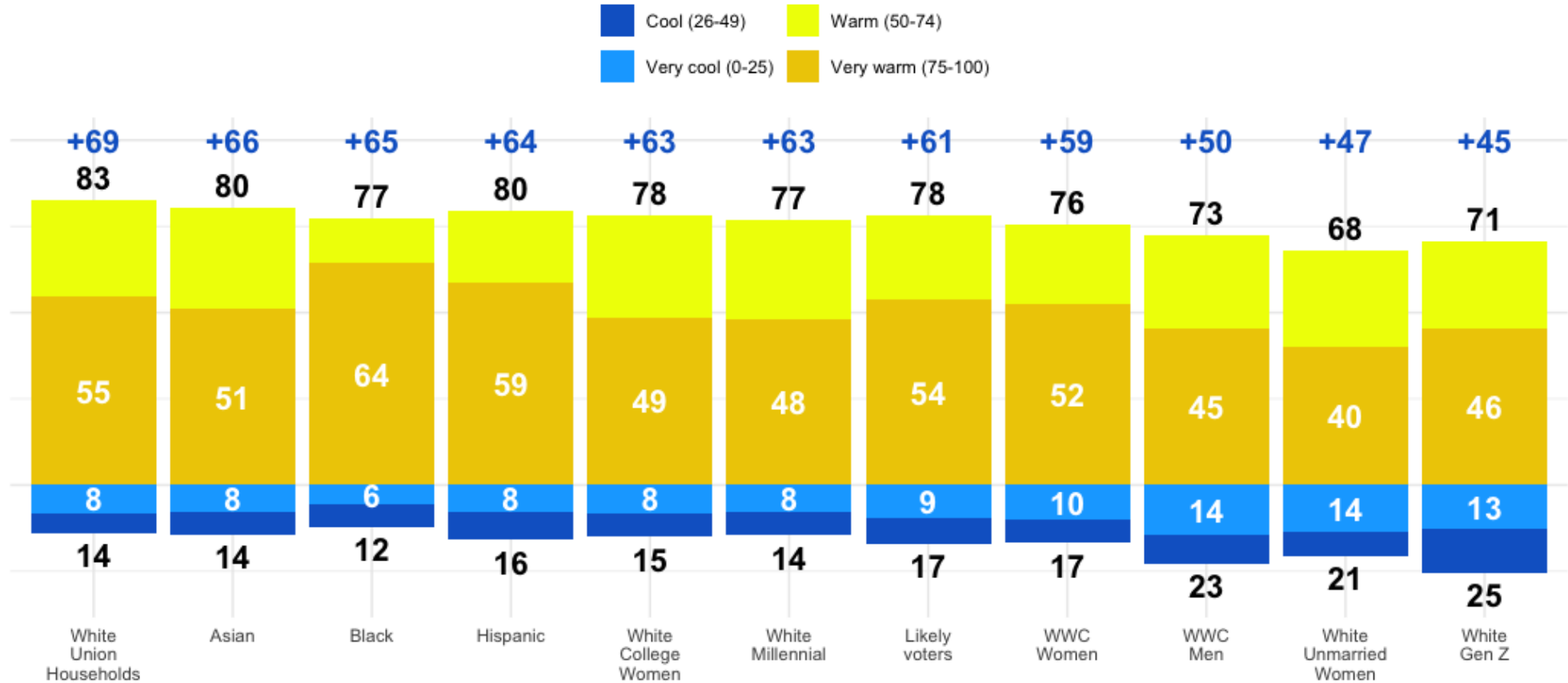


Now, please read the following list that describes what Kamala Harris and Democrats have accomplished. Which FOUR are the most important for you?



The child tax credit remains overwhelmingly popular

Strong support for the tax credit across key groups

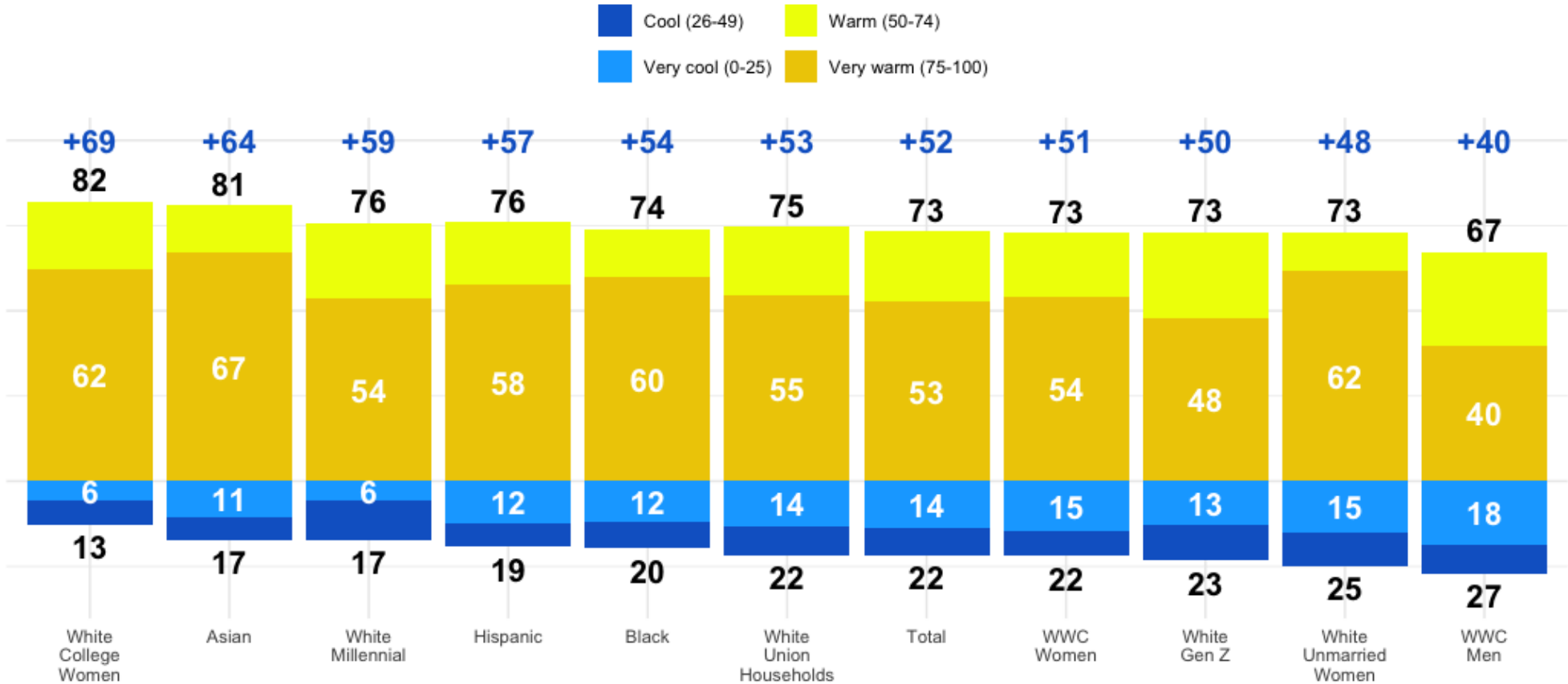


Please rate your feelings toward some people, organisations and activities, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold.



Across the board, voters also overwhelmingly support raising taxes on billionaires

This includes large shares of key constituencies who generally intend to vote for a billionaire



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Full text of Harris's test statements - 1/3

Harris's accomplishments statements focus on PACT Act, the Inflation Reduction Act

- **(PACT Act)** President Biden and I are proud to have passed the PACT Act, expanding healthcare for veterans and military families. We created nearly 800,000 manufacturing jobs, protected Social Security and Medicare, capped insulin costs at \$35, and cut child poverty by half with the Child Tax Credit. We've forgiven student loan debt for nearly 5 million Americans and achieved energy independence with historic expansion US natural gas, wind and solar.
- **(IRA price cuts)** The Inflation Reduction Act is cutting costs for working families like yours. Cutting the price of insulin to \$35 a month for seniors. Cutting the cost of prescriptions by making Medicare negotiate lower drug prices. And cutting back on our dependence on foreign oil by investing in American clean energy instead. So we can cut more ribbons on factories and manufacturing floors and cut more good-paying checks for American workers. The Biden Administration's Inflation Reduction Act; it's here to save you money, no matter how you cut it.



Full text of Harris's test statements - 2/3

Statements included workers' power and corporate greed

- **(Working people)** I'm running to fight for an America where the economy works for working people; where you only have to work one job to pay the bills; and where hard work is rewarded. Where reproductive rights aren't just protected by the Constitution but guaranteed in every state. That's our America and that's the America I believe in.
- **(Greedy bankers)** The big banks and big corporations are making super profits and have too much power. Our administration issued executive orders that limited big monopolies and sued Apple to reduce their power and prices. It passed a minimum tax that big corporations must pay and will pass a 25% tax on billionaires. Their greed is unbelievable. And we've enforced regulations by keeping companies from stealing worker pay. We've forced companies to have fair union elections where the unions won.



Full text of Harris's test statements - 3/3

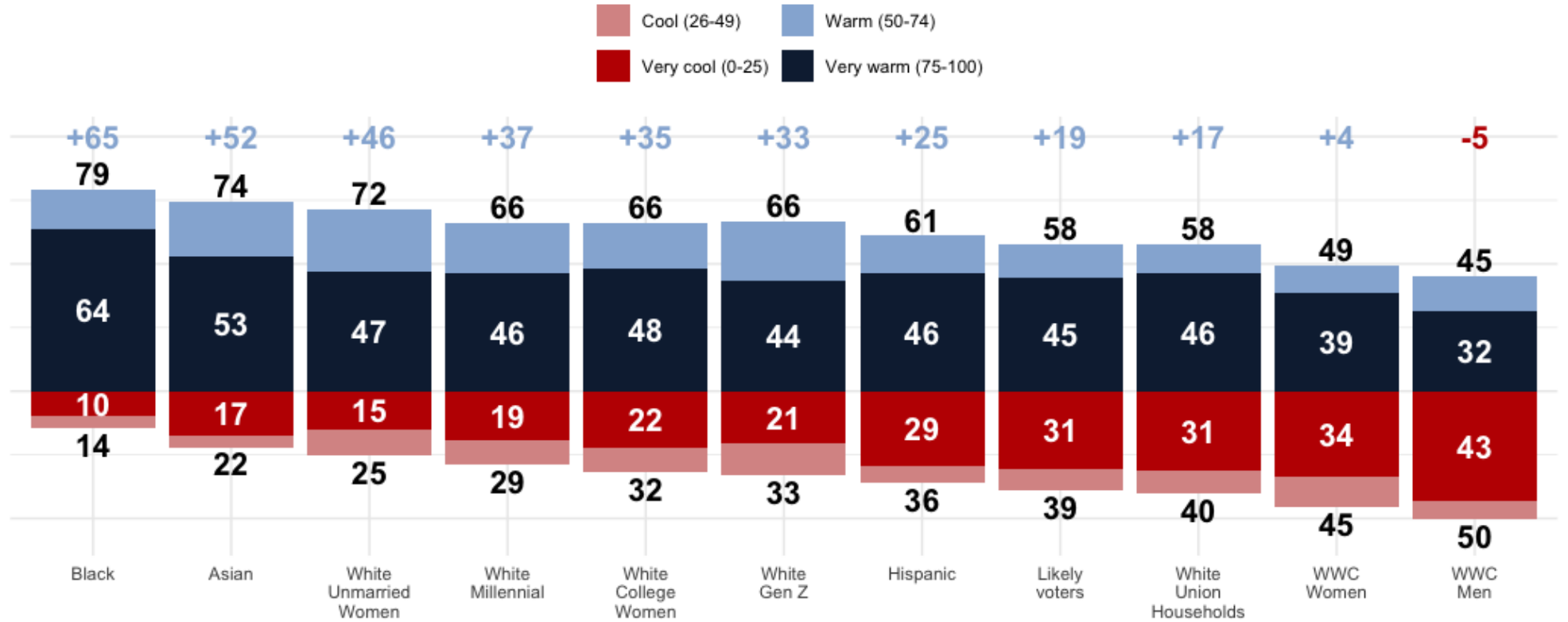
Statements include Harris's background and job creation

- **(Prosecutor)** Before I was Vice President and Senator and Attorney General of California, I was a courtroom prosecutor. I oversaw 1,100 lawyers in what is considered the second largest law firm in the nation. In those roles, I took on perpetrators of all kinds. Predators who abused women, fraudsters who ripped off consumers, cheaters who broke the rules for their own gain. So, hear me when I say I know Donald Trump's type. And in this campaign, I will proudly put my record against his.
- **(Record jobs)** A record 15.7 million jobs have been created during our administration. We have more work to do, but wages are growing faster than prices and more Americans are joining the workforce, with the highest share of working-age Americans in the workforce in over 20 years. That's real progress for hardworking families who have the dignity and respect that comes with earning a paycheck and putting food on the table. In contrast, Trump's four years in office had significant job loss, about 3 million jobs lost, due to his mishandling of the COVID-19 pandemic.



Harris describing the administration's accomplishments gets strong positive response

That is especially true for Black voters.

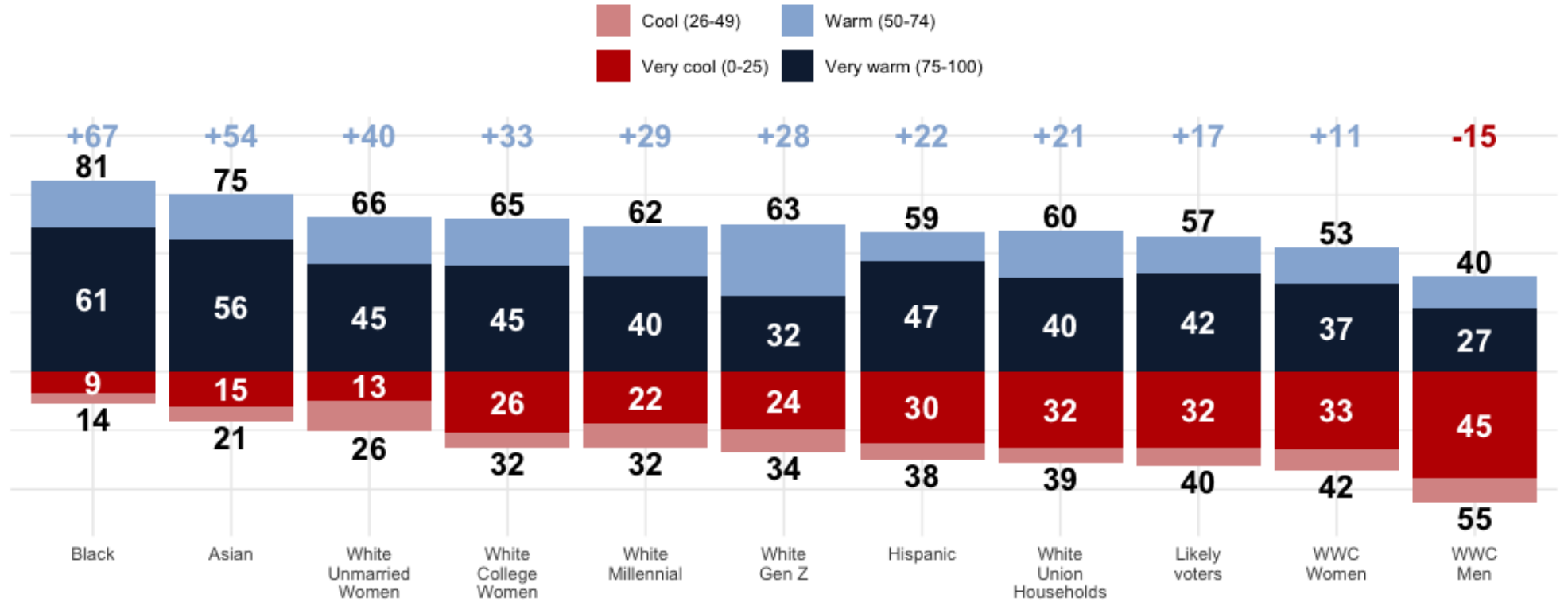


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Inflation Reduction Act described with saving you money gets huge positive response

That is particularly true for Blacks, Asians, white college women, Gen Z, Hispanics and those in white union households.

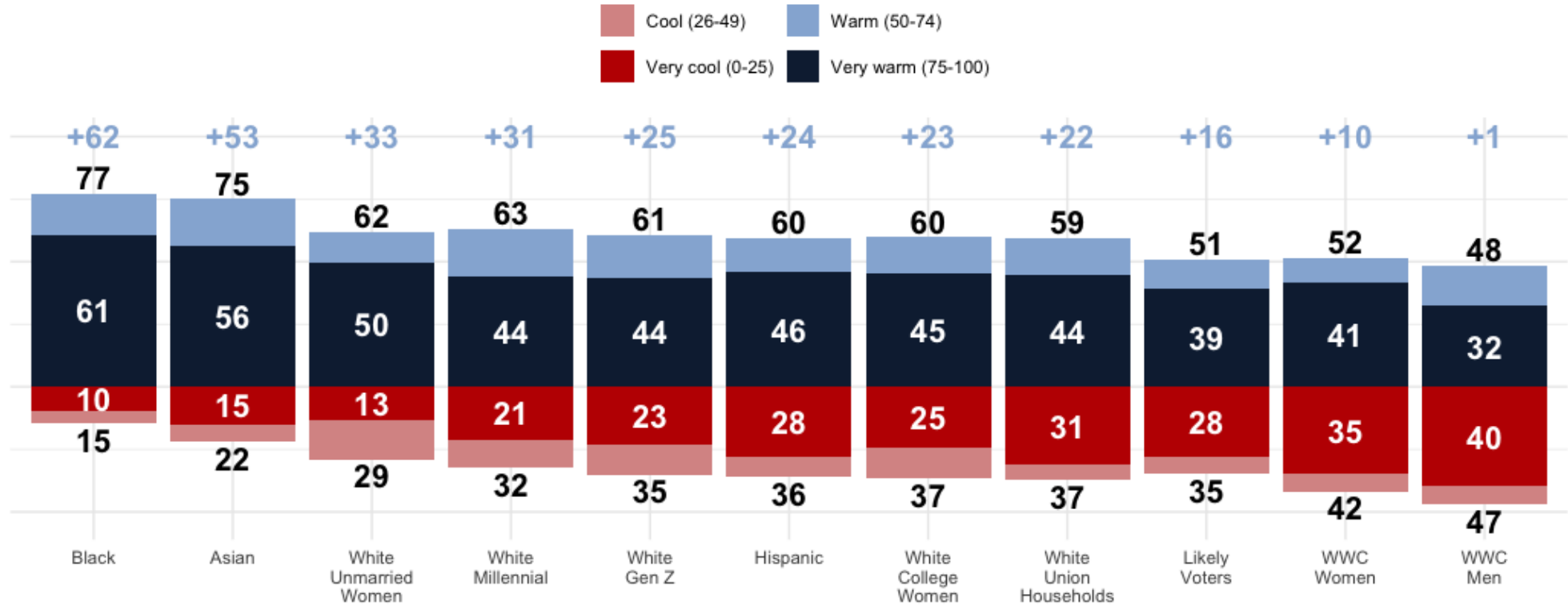


The Inflation Reduction Act is cutting costs for working families like yours. Cutting the price of insulin to \$35 a month for seniors. Cutting the cost of prescriptions by making Medicare negotiate lower drug prices. And cutting back on our dependence on foreign oil by investing in American clean energy instead. So we can cut more ribbons on factories and manufacturing floors and cut more good-paying checks for American workers. The Biden Administration's Inflation Reduction Act; it's here to save you money, no matter how you cut it.



Going after corporate greed with taxes on billionaires gets one of strongest responses

This message particularly strong for Blacks, Asians,, white Gen Z and Millennials.

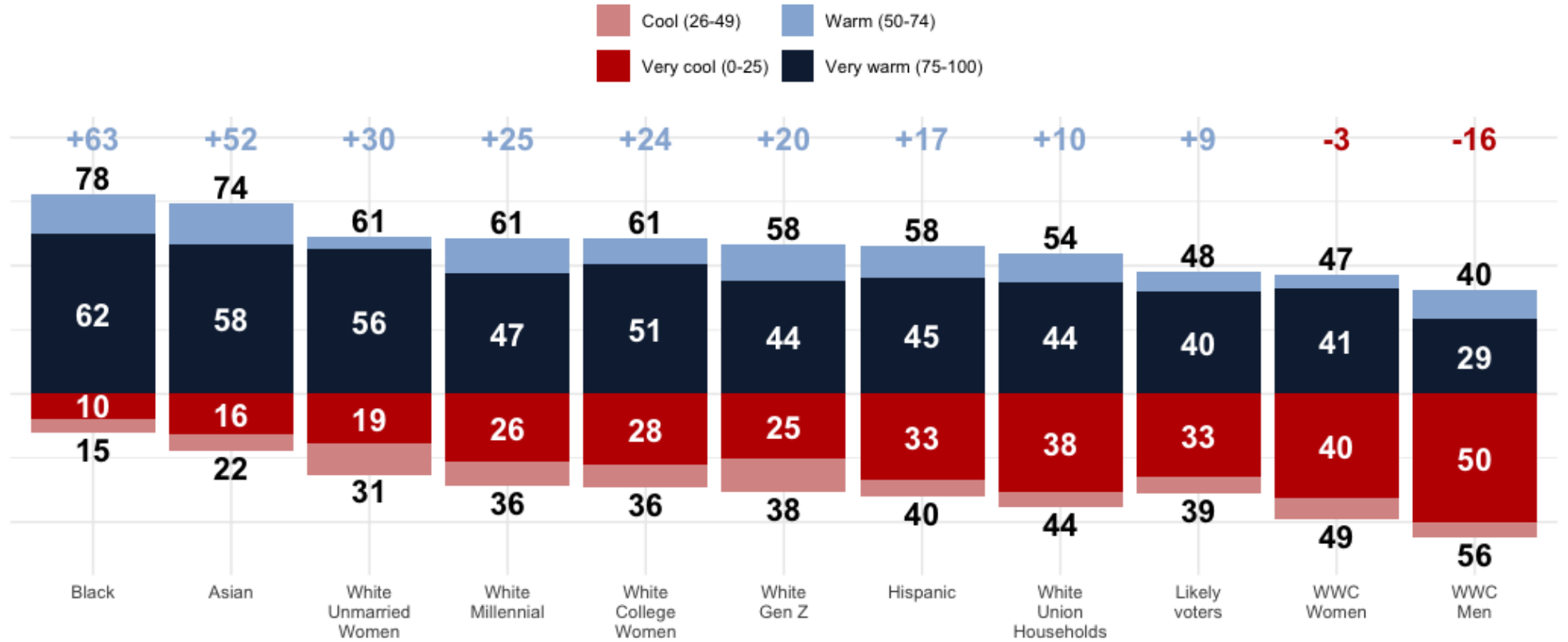


The big banks and big corporations are making super profits and have too much power. Our administration issued executive orders that limited big monopolies and sued Apple to reduce their power and prices. It passed a minimum tax that big corporations must pay and will pass a 25% tax on billionaires. Their greed is unbelievable. And we've enforced regulations by keeping companies from stealing worker pay. We've forced companies to have fair union elections where the unions won.



Working people message resonates, but at slightly lower levels

It gets strong, intense response from white unmarried women.

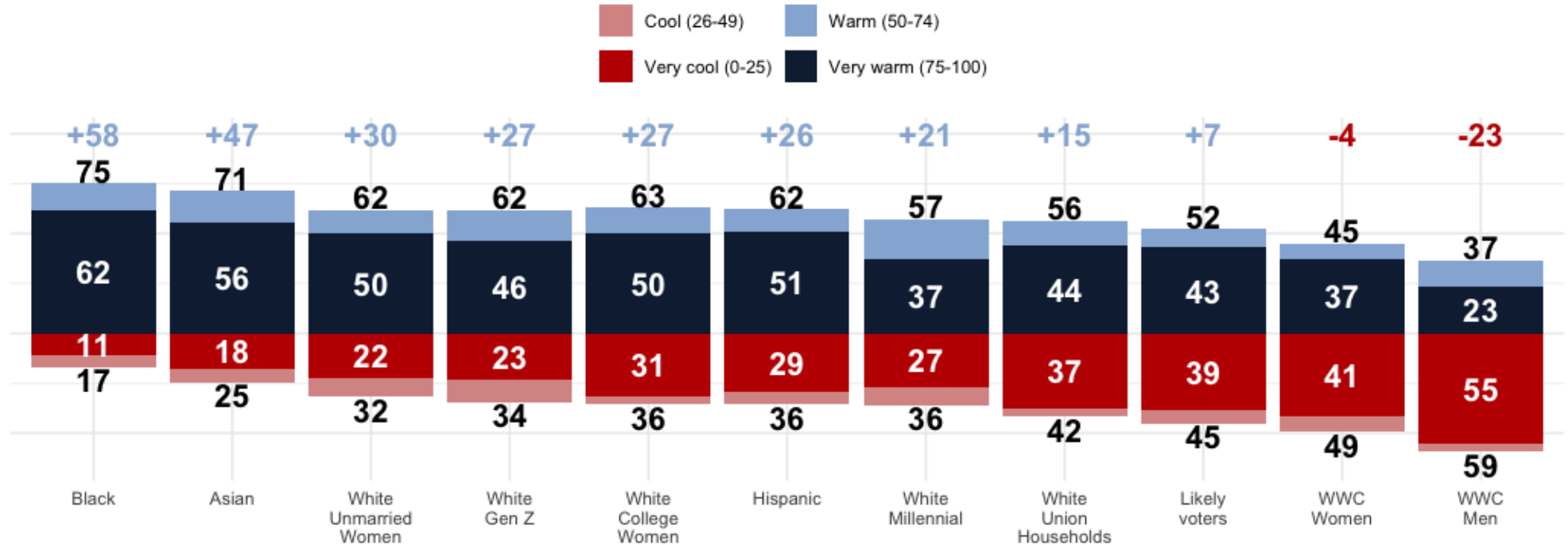


I'm running to fight for an America where the economy works for working people; where you only have to work one job to pay the bills; and where hard work is rewarded. Where reproductive rights aren't just protected by the Constitution but guaranteed in every state. That's our America and that's the America I believe in.



Harris going after “Wall Street fraudsters” and others are well received

Her bio does particularly well with Black, Asian and Hispanic voters, as well as as white college and the youngest.

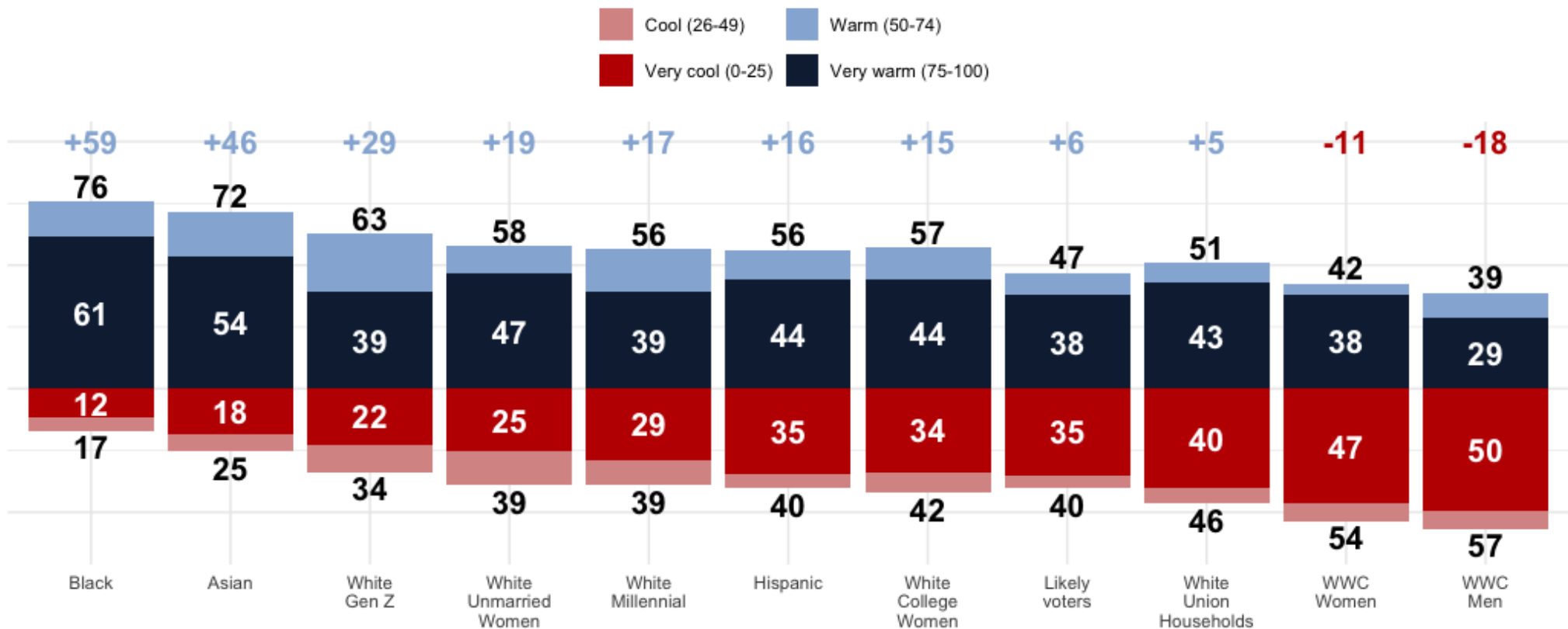


I was a prosecutor that tackled sexual abuse and held Wall Street and fraudsters accountable. Trump was found liable for sexual abuse and convicted of 34 counts of fraud. He wants to take our country backward to a time before many Americans had full freedoms and rights. We believe in a future where every person has the opportunity to not only get by but to get ahead. A future where no child has to grow up in poverty and where every worker has the freedom to join a union, where every person has affordable healthcare, affordable childcare, and paid family leave. We believe in a future where everyone can retire with dignity. Building up the middle class will be a defining goal of my presidency. When our middle class is strong, America is strong.



Key Democratic groups resonate with Harris's background

Belief that Harris's background in law enforcement could "hurt her" not playing out

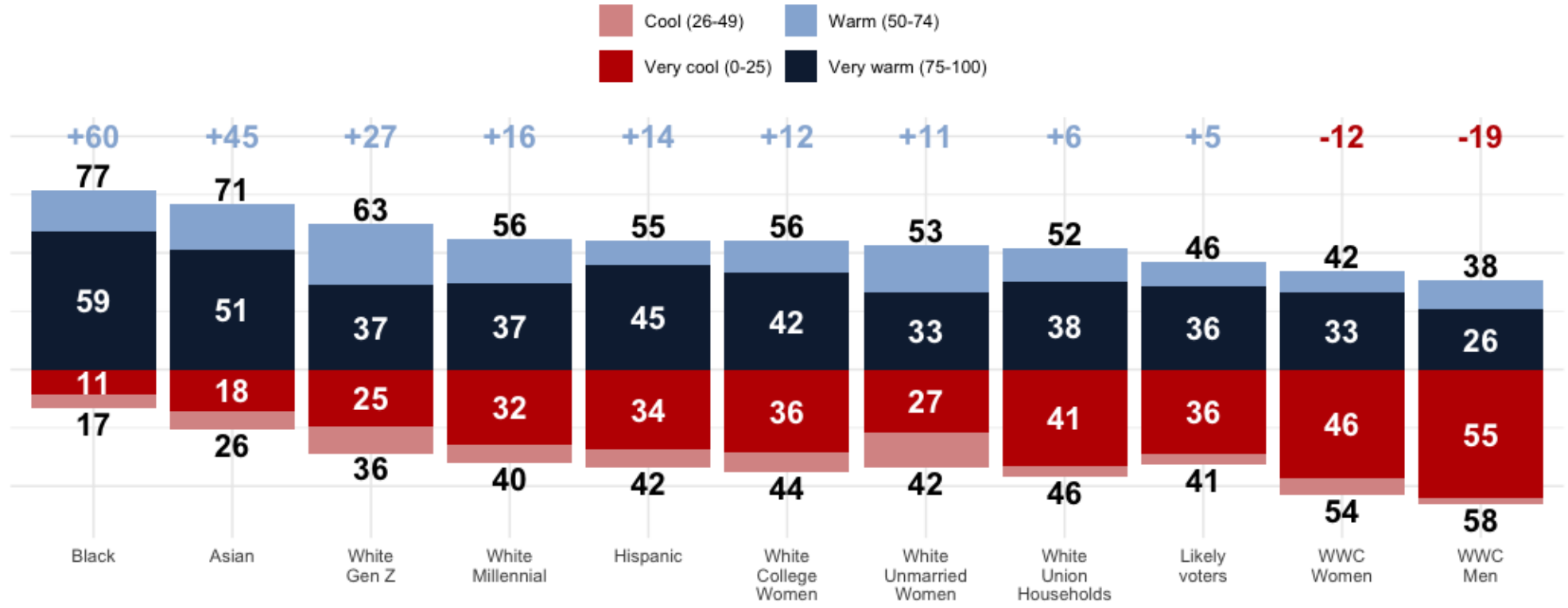


Before I was Vice President and Senator and Attorney General of California, I was a courtroom prosecutor. I oversaw 1,100 lawyers in what is considered the second largest law firm in the nation. In those roles, I took on perpetrators of all kinds. Predators who abused women, fraudsters who ripped off consumers, cheaters who broke the rules for their own gain. So, hear me when I say I know Donald Trump's type. And in this campaign, I will proudly put my record against his.



Describing the number of jobs barely gets a plurality giving a warm response

Slight dropoff among WWC on this message



A record 15.7 million jobs have been created during our administration. We have more work to do, but wages are growing faster than prices and more Americans are joining the workforce, with the highest share of working-age Americans in the workforce in over 20 years. That's real progress for hardworking families who have the dignity and respect that comes with earning a paycheck and putting food on the table. In contrast, Trump's four years in office had significant job loss, about 3 million jobs lost, due to his mishandling of the COVID-19 pandemic.



Project 2025 full attack statements

- Project 2025 aims to roll back environmental regulations by cutting climate protections and programs, replacing climate advisors with fossil fuel lobbyists, and deregulating big corporations in the oil industry, removing regulations that help protect the environment.
- Trump promises to use policies laid out in Project 2025 to dismantle the Affordable Care Act, cut Social Security and Medicare, and rip away protections for preexisting health conditions. It'll allow drug companies to jack up the prices.
- Project 2025 would abolish the Department of Education, cut school lunch programs, and instead utilize school vouchers and charter schools at the expense of public education, and Trump would implement book bans nationwide.
- The policies in Project 2025 would put immigrants in mass detention camps, ripping them away from their homes, their schools, because Trump calls them 'animals' who 'poison the blood' of America.



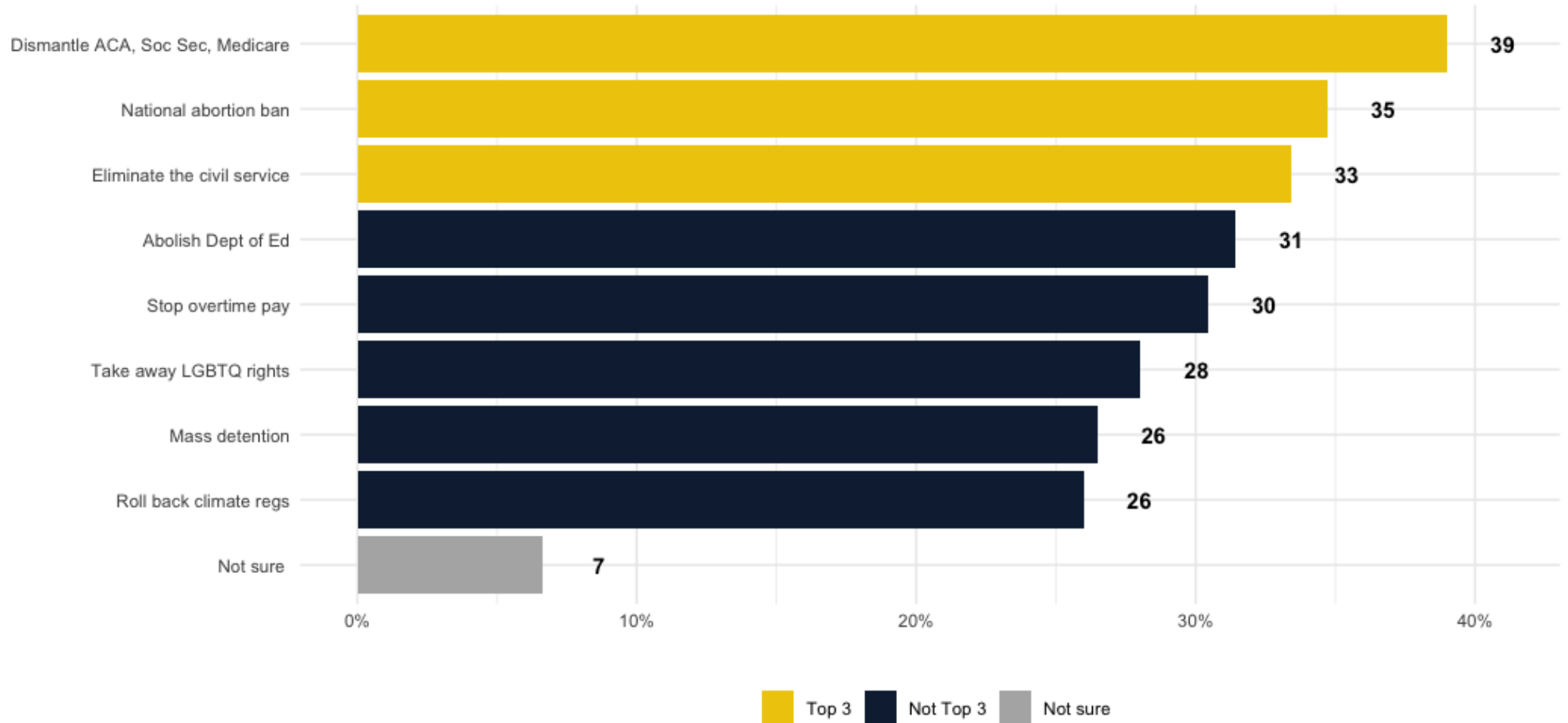
Project 2025 full attack statements – continued

- His project will allow employers to stop paying overtime for hourly workers but give tax handouts to the ultra-wealthy and big corporations. The tax cut he's proposed is for \$5 trillion over the next 10 years, which would widen income inequality.
- Trump will eliminate the civil service. They would use Project 2025 to purge the government of thousands of civil servants and replace them with unqualified MAGA loyalists who take a loyalty oath to Trump beforehand.
- Trump's Project 2025 would enact a national abortion ban, remove mentions of "abortion" and "reproductive health" from agency materials, would reverse the FDA's approval of abortion medication, and will criminalize the shipping of abortion medications.
- The proposed policies in Project 2025 would go after marriage equality, repeal anti-discrimination protections for LGBTQ+ students, reinstate the transgender military ban and expel transgender service members.



Voters worry Project 2025 will result in ACA repeal, abortion ban, and purges of government

Less concern about climate regulations

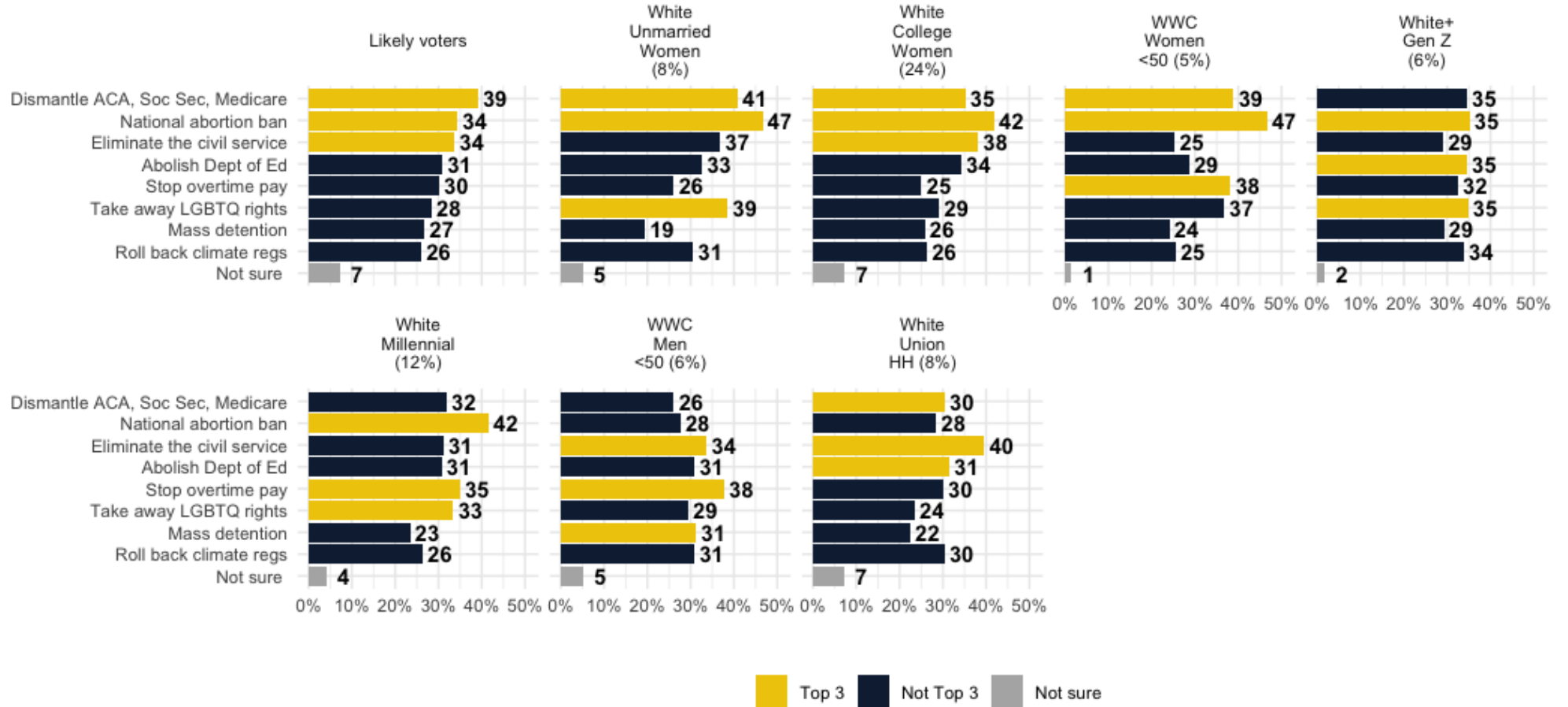


Now you will read some things Democrats are saying about Project 2025, Donald Trump, and Republicans. Please pick the THREE that raise the most doubts.



These worries are prevalent among key Democratic base elements

Hispanic voters
fear camps,
deportations

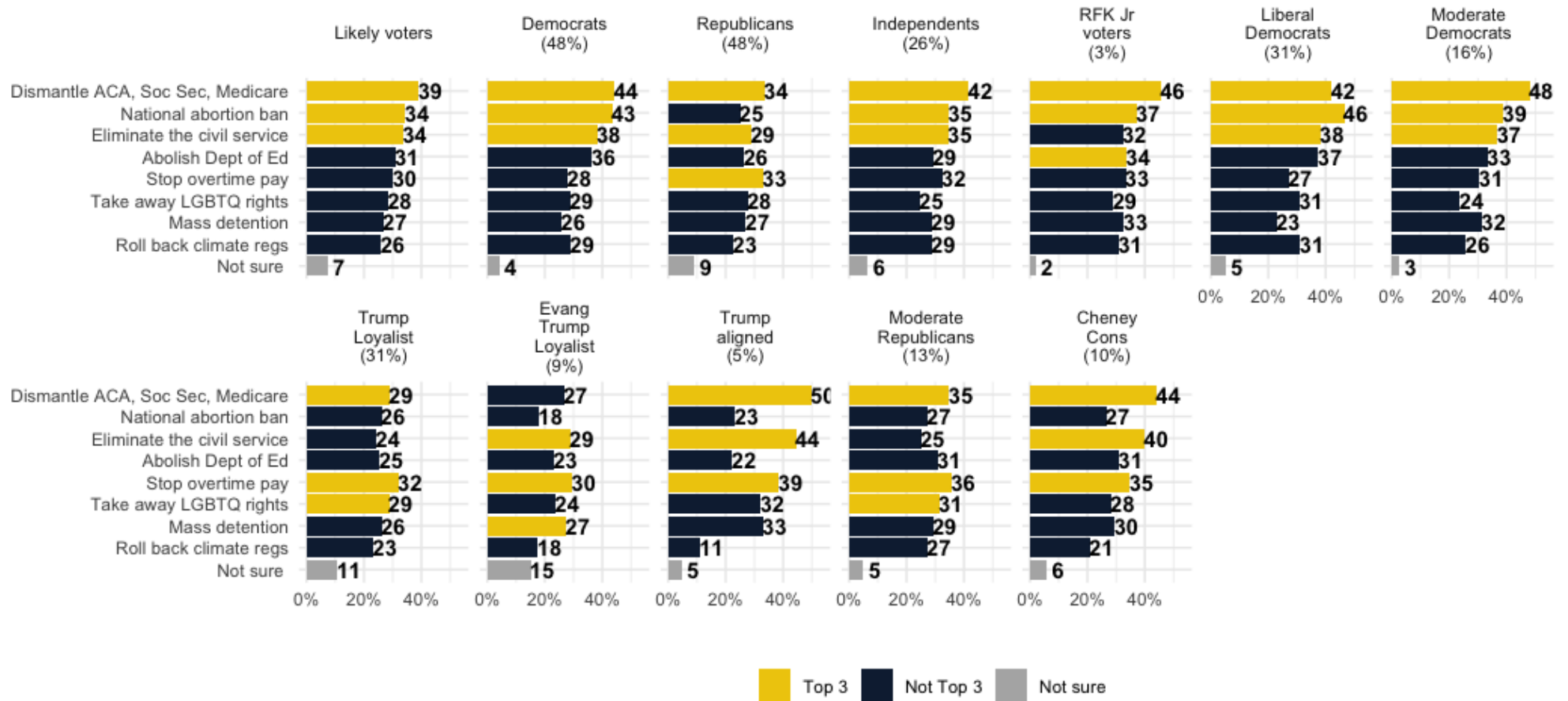


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Key political groups fear Project 2025 will dismantle ACA, ban abortion, end overtime pay

Many groups also worried about elimination of the civil service



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Testing potential messaging on Crime, the Border, and the Hispanic Community



Full text of Harris message tests on crime and the border

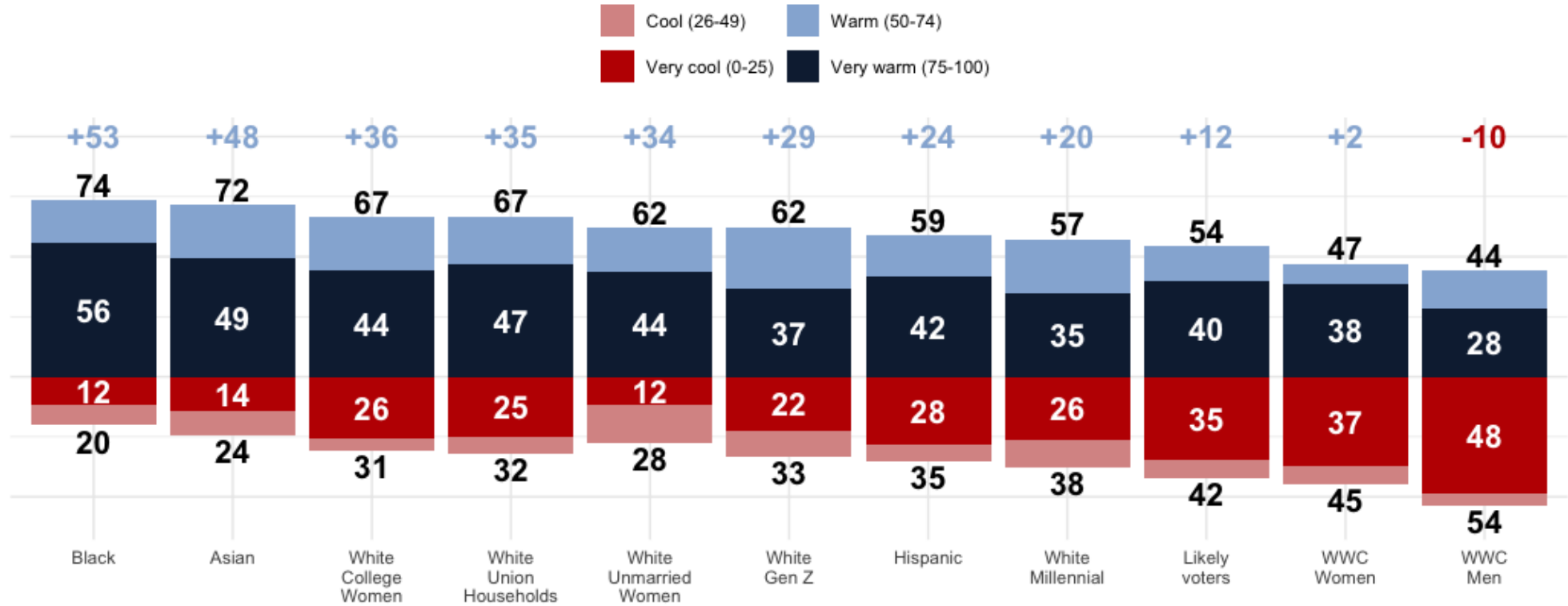
Statements also
focused on
border and crime

- **(Control border)** I know the border is out of control and supported the toughest ever bipartisan security bill. It created an additional 1,500 border patrol agents, inspection machines for fentanyl, 4,300 asylum officers, and 100 new immigration judges. It gave the power to close the border, and it was endorsed by the Border Patrol Union. After Trump blocked it, we barred migrants who crossed illegally from receiving asylum and that reduced encounters by a third. I want the power to close the border and work with our neighbors to address the causes. Dreamers also need to stay with a path to citizenship. Trump and the Republicans just say no.
- **(Combating crime)** Rising crime is unacceptable and people need to live in safe communities. That starts with having more police who are respected. It is a tough job, and we should fund, not defund the police. We need 100,000 more 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. Those very communities want us to get behind law enforcement and fighting violent crime as a top priority with all the resources at our disposal.



Crime message is particularly strong

Intense positive response from Blacks, Asian, white college women and union households.

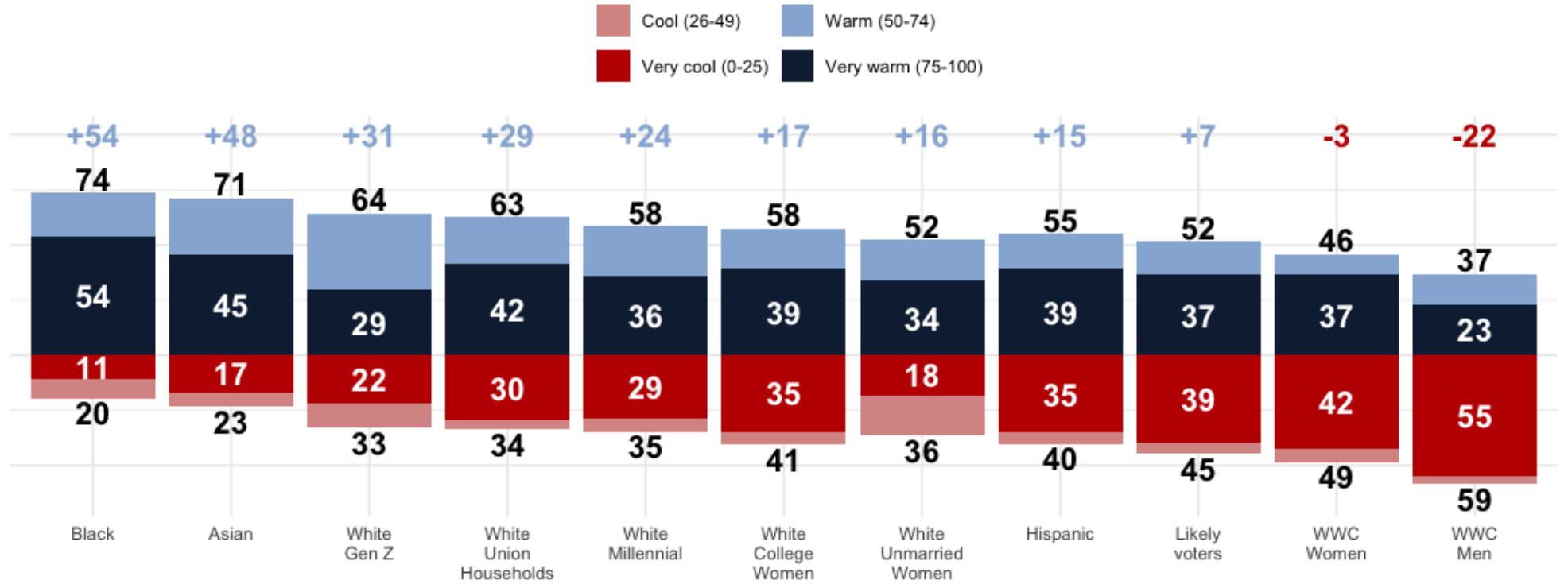


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Border and immigration message gets very strong from all base groups, along with white Gen Z and millennials, and white union households

Note the strong majority of Democrats who embrace it.



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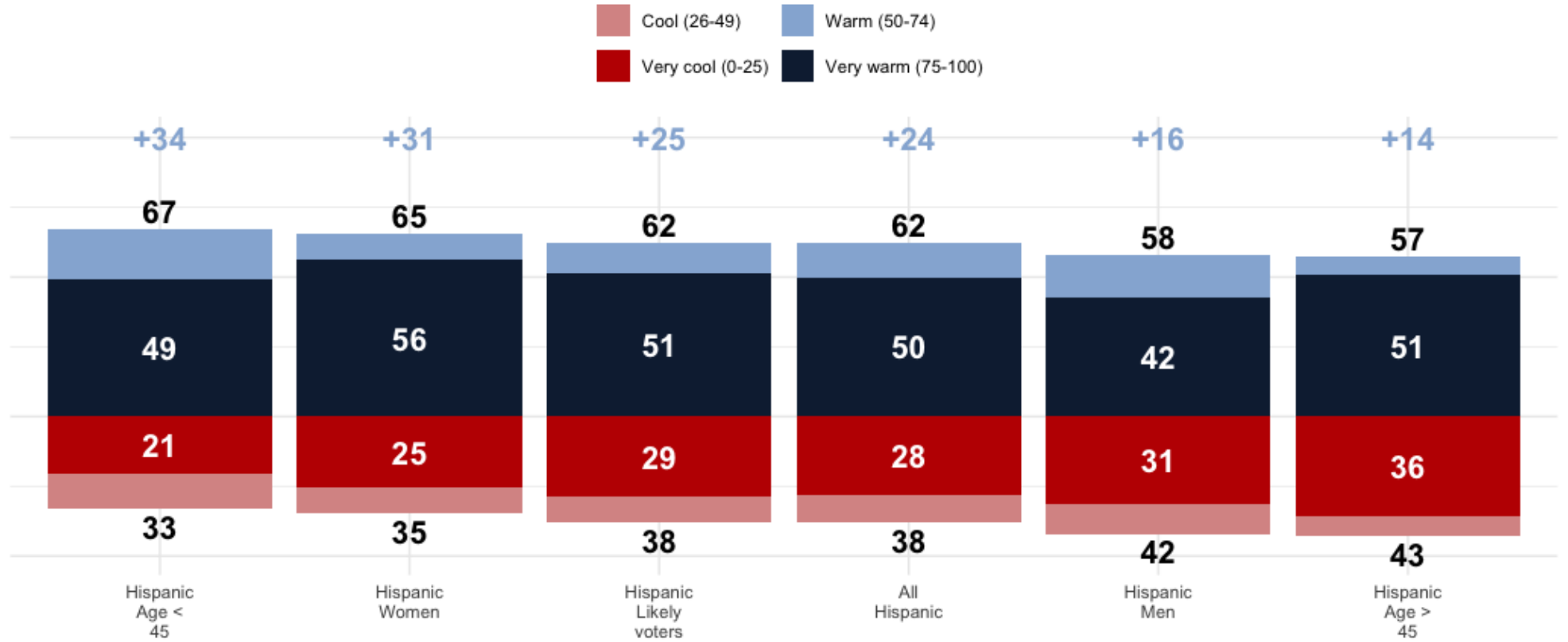
Hispanic acknowledgment statement

Hispanic respondents were shown a statement from Harris on the importance of the Hispanic community to America

- **(Hispanic importance)** Hispanics played such a big role in building our economy, our industries and state, and not enough leaders have acknowledged it. It's their hard work and values that are making America great. It is time other leaders recognize they put Democrats into office and worked for their votes again. I want you to know that I will work for and need your votes to win.

The Hispanic appeal produces much higher response, with over 62 percent warm to it.

Hispanic women respond with great intensity



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The main 2024 message choice

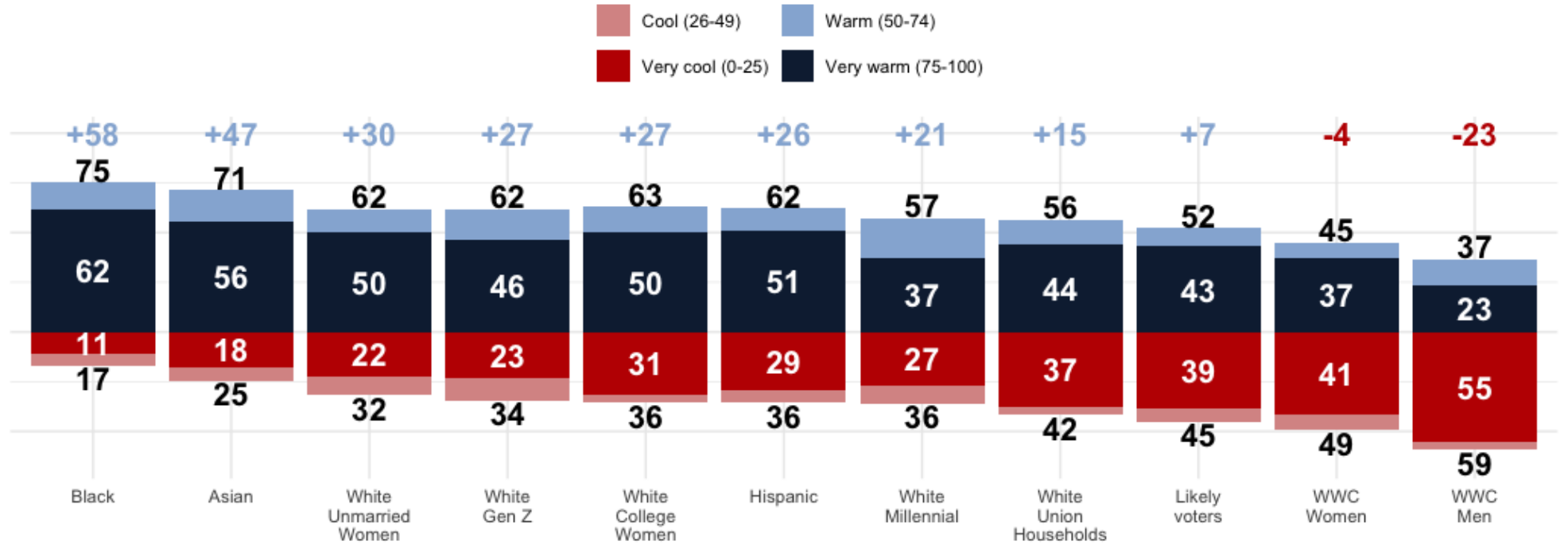


Harris current message

- I was a prosecutor that tackled sexual abuse and held Wall Street and fraudsters accountable. Trump was found liable for sexual abuse and convicted of 34 counts of fraud. He wants to take our country backward to a time before many Americans had full freedoms and rights. We believe in a future where every person has the opportunity to not only get by but to get ahead. A future where no child has to grow up in poverty and where every worker has the freedom to join a union, where every person has affordable healthcare, affordable childcare, and paid family leave. We believe in a future where everyone can retire with dignity. Building up the middle class will be a defining goal of my presidency. When our middle class is strong, America is strong.



Harris's main message gives her a +7 positive net warmth with likely voters



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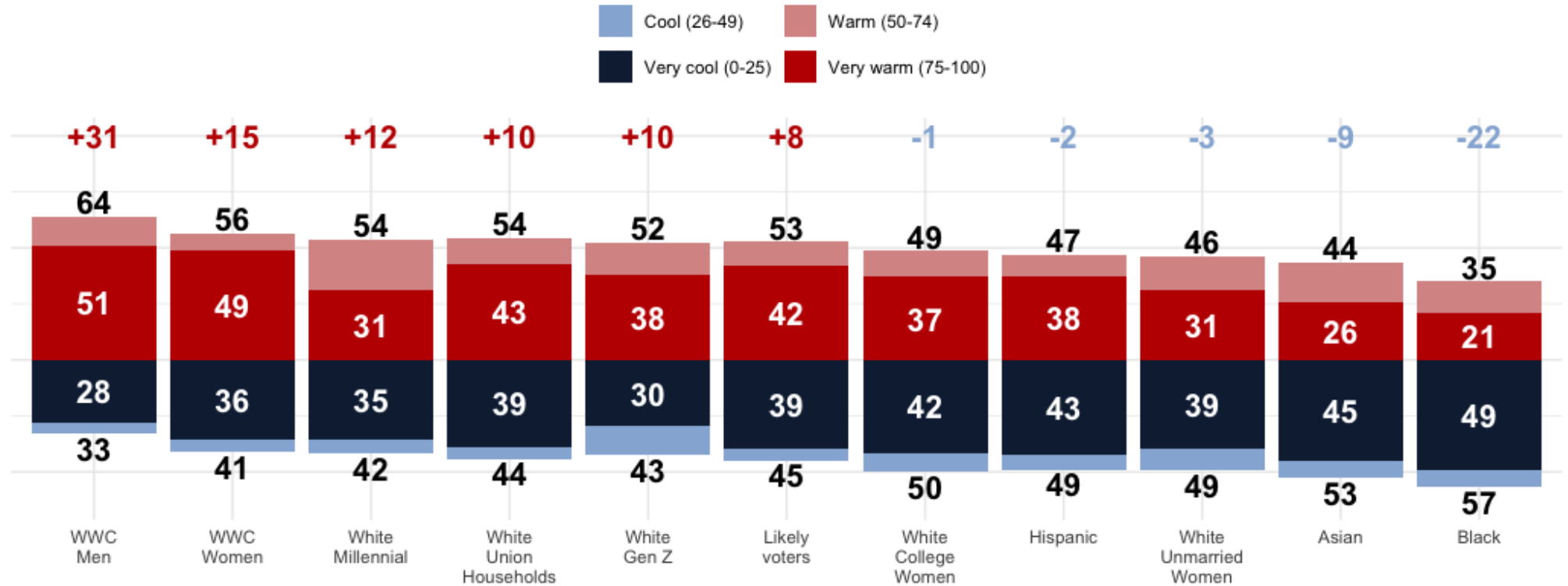
Trump's main message

Trump's main message focuses on respect and order

- **(Trump's main message)** Under our leadership, the United States will be respected again. No nation will question our power. No enemy will doubt our might. Our borders will be totally secure. Our economy will soar. We will return law and order to our streets, patriotism to our schools, and importantly, we will restore peace, stability and harmony all throughout the world. But to achieve this future, we must first rescue our nation from failed and even incompetent leadership. We have totally incompetent leadership. This will be the most important election in the history of our country. Let's make America great again.



Trump's main message gives him a comparable 8-point advantage with likely voters



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Empower middle class message

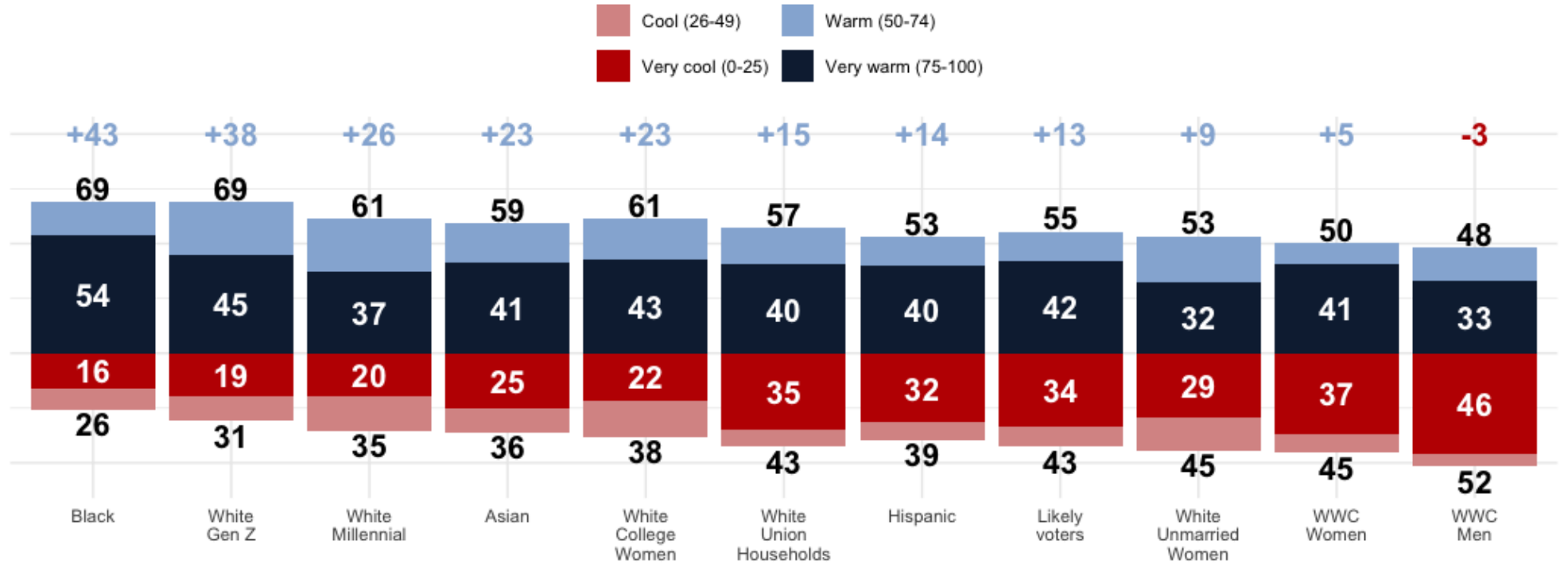
Harris middle class message focuses on lowering prices and rebuilding worker power

- **(Empower Middle Class):** I know high prices are killing people. The hard working middle class has faced so many struggles. I helped with lowering drug costs and expanded the monthly Child Tax Credit. But the greedy big monopolies and big corporations are making super profits by raising prices. They have all the power. Trump told the big oil companies, donate a billion dollars to my campaign and I will repeal environmental regulations. He'll give even bigger corporate tax cuts. They plan to cut Social Security and ban legal abortions. I will tax billionaires to pay for expanded childcare and Child Tax Credit. We need 100,000 more police and support closing the border to get control. The middle class needs to call the shots again.



Empower middle class message gets the strongest response, with 13 percent more giving warm than cool responses

Empower middle class moves from whose on your side to who has power.



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