



Raising support in a race Harris is narrowly winning

Tracking Survey, September 2024

YouGov Blue



Sample methodology

- Democracy Corps conducted a web survey with 2,710 voters from September 13 to September 19, in the presidential, House seats and US Senate battlegrounds for the 2024 general election. The data include a **base sample** of 1,414 registered voters representative of the battleground states and Congressional districts overall, with oversamples of 630 Black voters, 594 Hispanic voters, and 413 Asian American or Pacific Islander 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.

<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 is ahead in the Rust Belt states (829 sample), with a lead comparable to those of the public polls. That multiple surveys give her in a 2-point lead in each state means she is much more likely to occupy the White House.
- But Trump has successfully focused on the issues that are animating the desire for change — prices and cost of living, immigration and border, and wanting change from Biden. He has changed the likely electorate, so the race is currently tied in the Rust Belt and Southeast (423 sample). With the Hispanic vote far short of 2020 and earlier, the mountain states (Arizona and Nevada) look the hardest.
- But this is still Harris' race to win. Democrats are running well in the House battleground districts and Senate races. Harris' overall vote was stable from pre-convention, making gains with whites under 45 years & college women. Trump gained from the 3 percent RFK voters; 90 percent disapproved of Biden. Trump's base of voters became more engaged, while Harris' less. And Harris lost support and turnout with her own working class supporters, concentrated among Hispanics, white unmarried women, and working class women.
- This survey shows how readily these trends can be reversed and how much room to gain with Hispanic voters.



Key Findings - 2

- This race structure is unbelievably stable, with virtually no change in percent saying country headed in wrong direction and who is better on the list of 16 issues. Harris has gained on women's rights, and also who is for working people and not for the rich. But Trump's focused campaign has only shifted the likely electorate to be in an even darker mood.
- The reason I say this is Harris' race to win is because everything tested in this poll comes from Harris' speeches and ads. She has to be focused on the voters' top issues — above all; prices, the cost of living, and inflation — which is the animating issue in the Rust Belt and Southeast, and among white millennials, unmarried women, working class women, Blacks, and Hispanics, She has to focus on the changes she'll bring and contrast against Trump.
- Stop thinking Trump is hurting himself by the outrageous things he is saying about immigration. It has helped push up what is the top issue and raised his base's determination to vote. This race will change when the Harris campaign is as consumed with the cost of living and speaks about almost nothing else.



Key Findings - 3

- Harris focusing on prices and bringing change on her economic policies and contrast with Trump are likely to put Harris in a stronger position. It will change the electorate, motivate the Democrats' base, and win back white working class women, moderate Democrats, and independents.
- The forward message has to be about people seeing change. A plurality of Black voters say we are headed in the wrong direction, joined by 60 percent of Hispanics, white unmarried women, and millennials. They respond strongly to the tests here.
- Trump's strongest messages are "Trump standing up for you and bringing back Trump's prosperity" and "you being killed by high prices and low wages." His strongest policies are his proposed punitive tariffs and deporting many immigrants. Don't underestimate his current attack on transgender operations.
- Harris strongest message starts with her attack on Trump's sales tax and her policies to cut middle class taxes for 100 million paid for by taxing billionaires.



Key Findings - 4

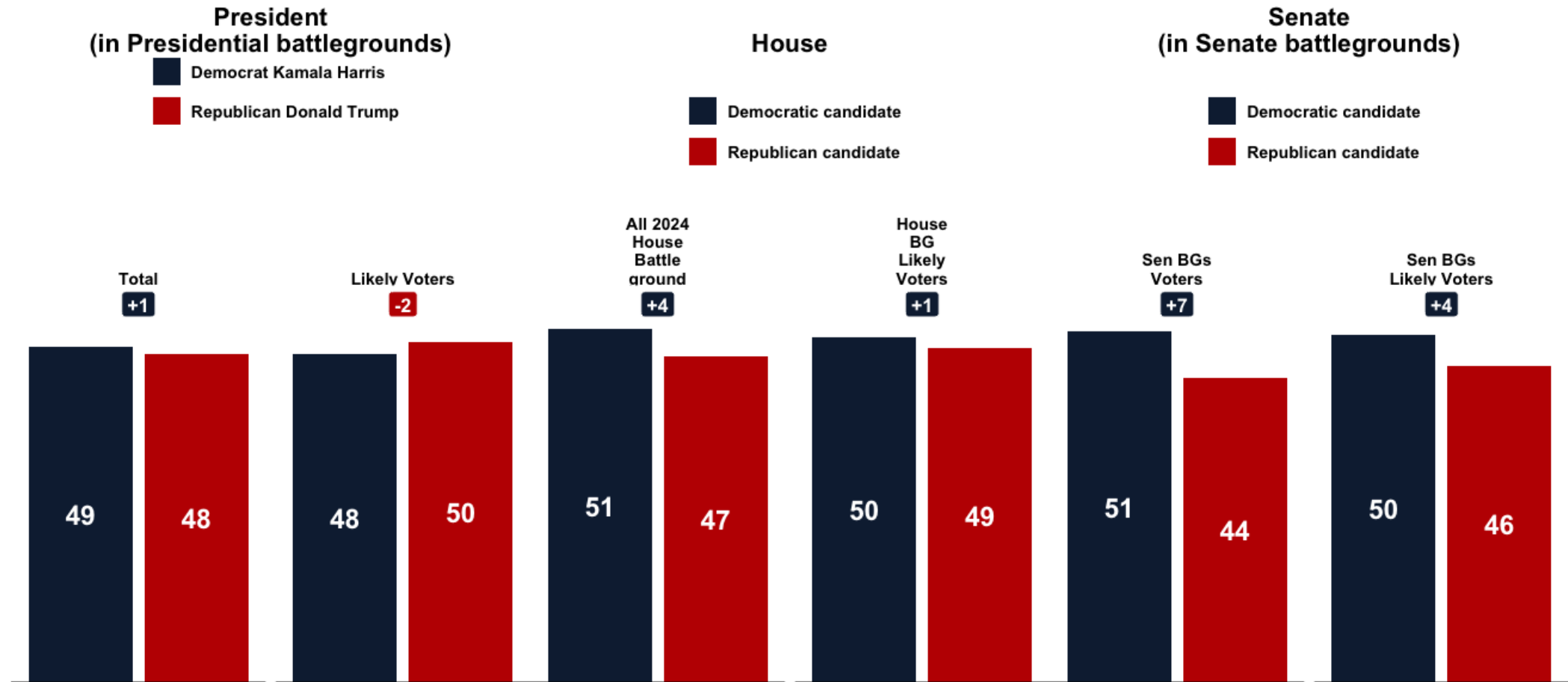
- Here is Harris' strongest message: "Donald Trump's economic plan is really a Trump Sales Tax on every purchase. It is a 20% tax on everyday goods American families need to get by. It is an extra \$4,000 each year for those families. His plan would increase inflation, making it harder for working families to afford basic necessities. Under my economic plan, we'll lower the cost of living by investing in American manufacturing, cutting taxes for the middle class, and making big corporations pay their fair share."
- Her strongest policy? "Will pass a middle-class tax cut that will benefit more than 100 million Americans paid for by raising taxes on billionaires. No one making below \$400,000 a year will see any tax increase." Almost half of voters and two-thirds of Black respondents choose the expanded permanent Child Tax Credit and \$6,000 help in first year.
- And finally, the campaign talking about Harris' immigrant mother and her prioritizing the Hispanic community who will help her win shifts the vote significantly.
- This really is an election that is Harris' to win.

Where we start



Harris, House Democrats, and Senate candidates running well, but Trump's intense focus on immigrants, prices and Biden has changed the likely electorate

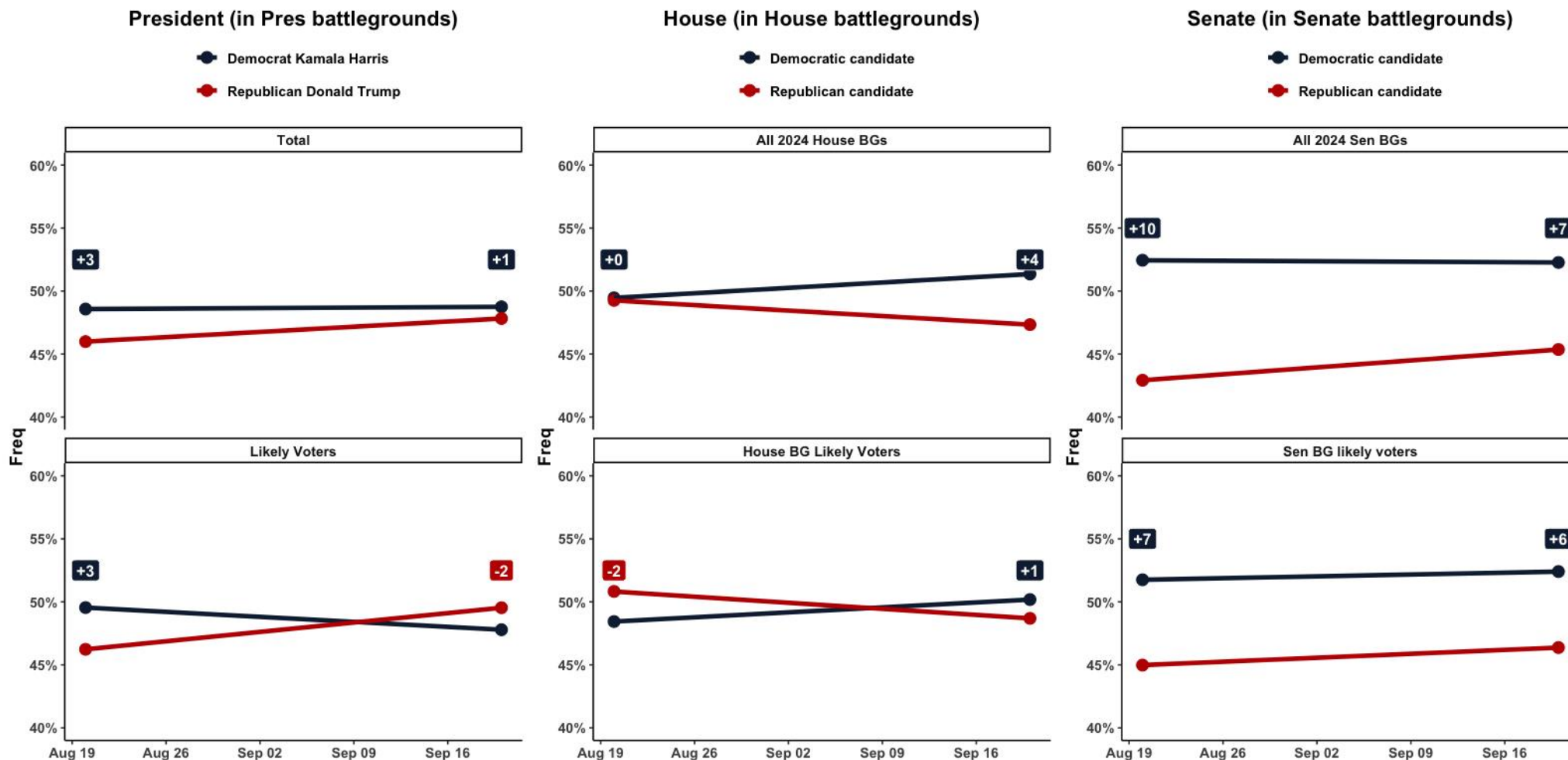
- Democrats run well in House & Senate races, except for changed electorate





With RFK vote factored, Harris, House and Senate Democratic candidates do well. Likely electorate is slightly tougher

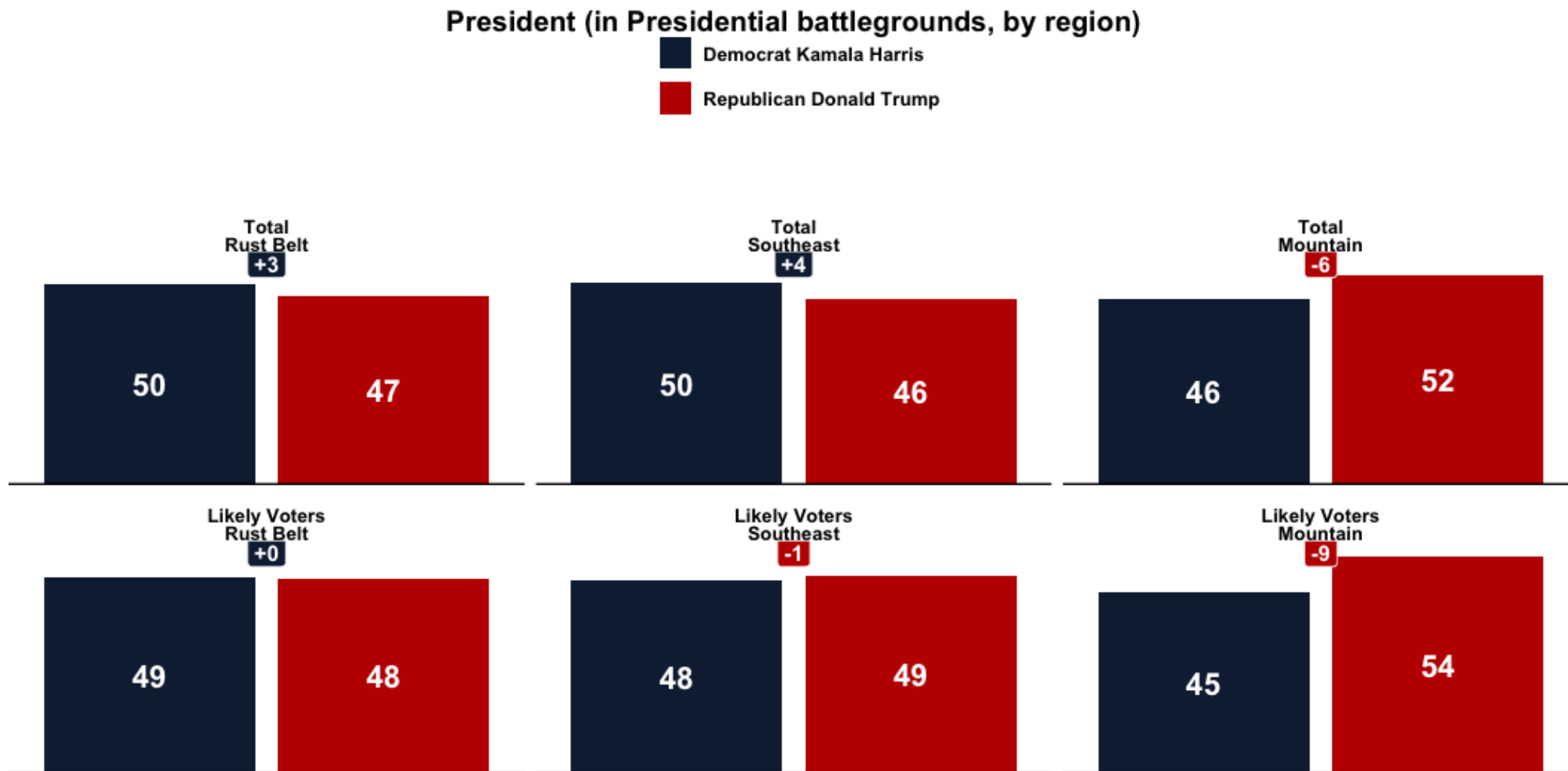
- The 3 percent RFK voters moved to Trump. 90% disapproved Biden





Harris has real lead in Rust Belt, and the public polls say it holds in the likely electorate. The Southeast is a dead heat with likely electorate

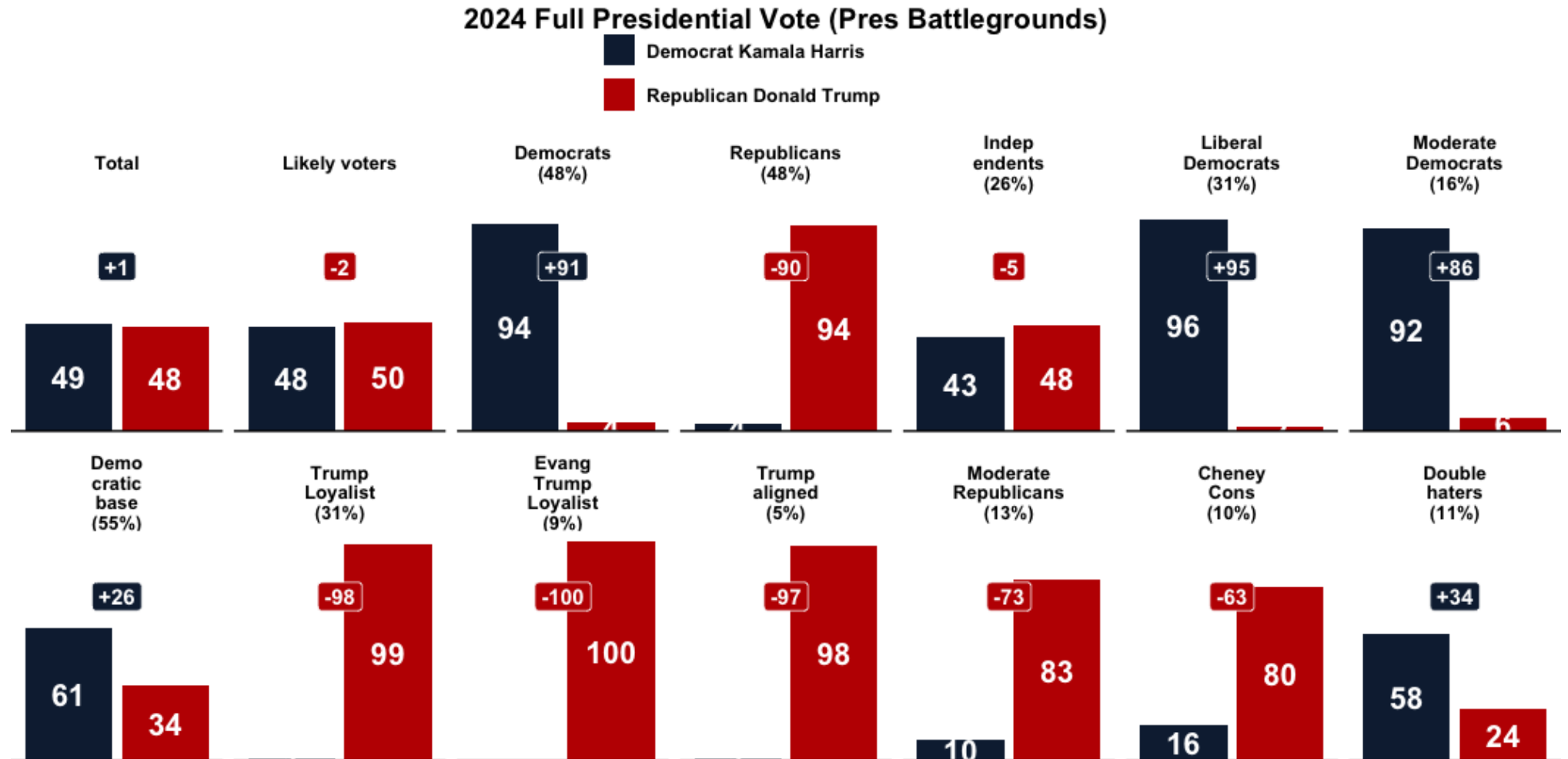
- Harris loses most ground in Arizona and Nevada





Harris loses vote with moderate Democrats. Trump loses them with moderate Republicans and Cheney conservatives

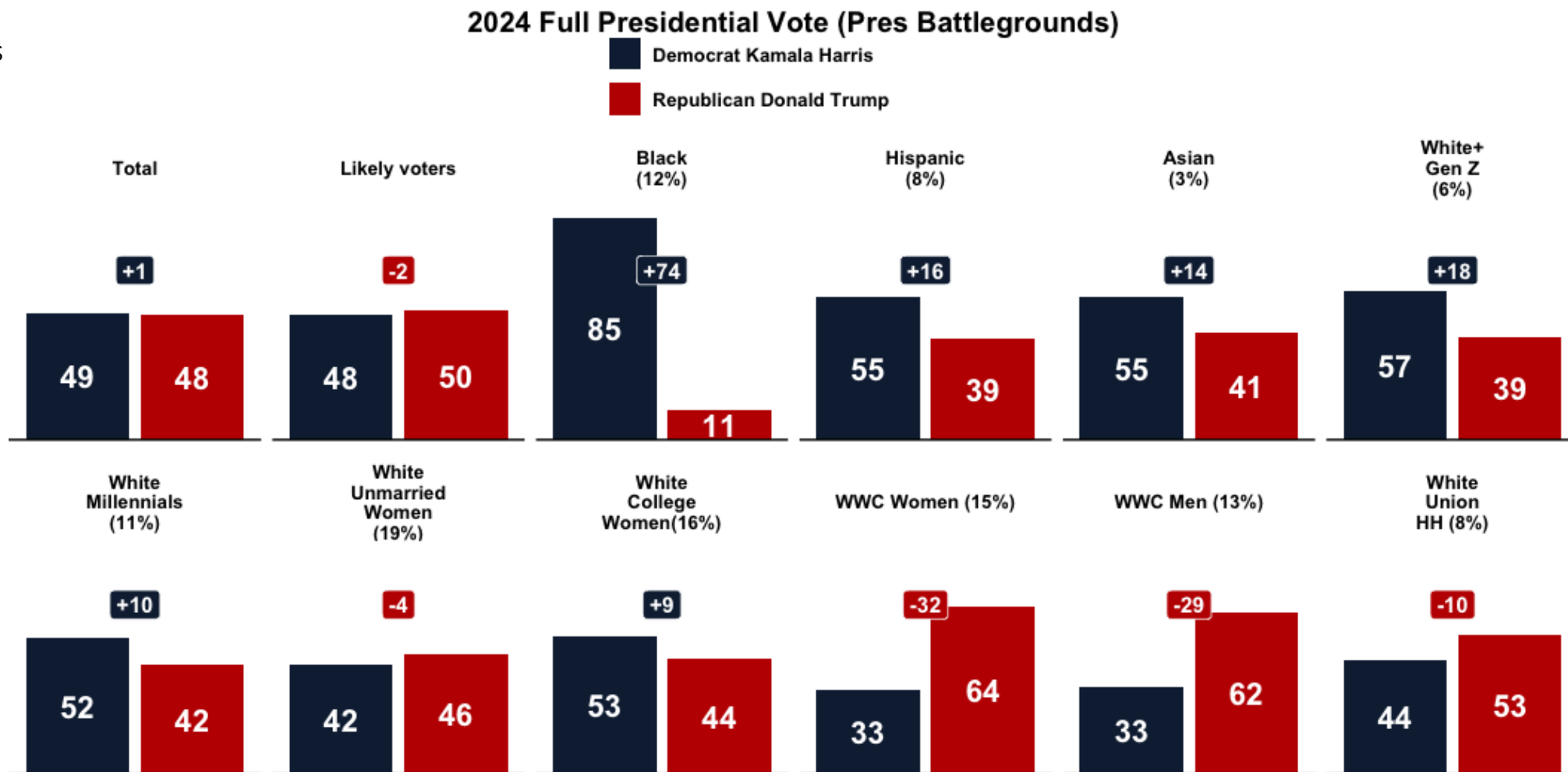
Trump edges out
Harris among
independents





Harris doing well with white Gen Z and Millennials and women college graduates. She has lost support with white working class women & unmarried women. Hispanics have far to go

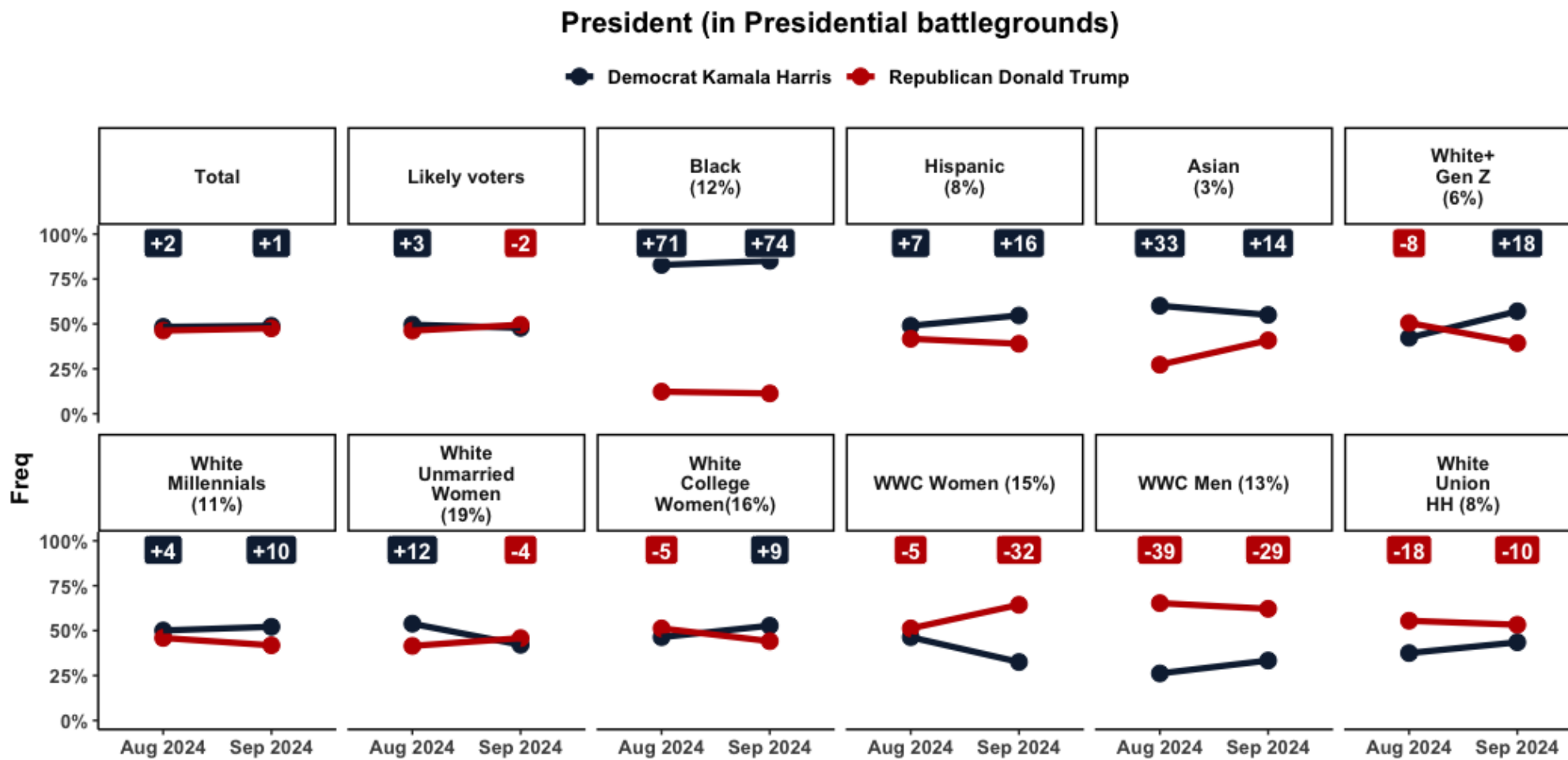
Harris is no longer growing with women segments





Younger age groups working for Harris, as well as white college women. Big losses with white unmarried women and white working class women

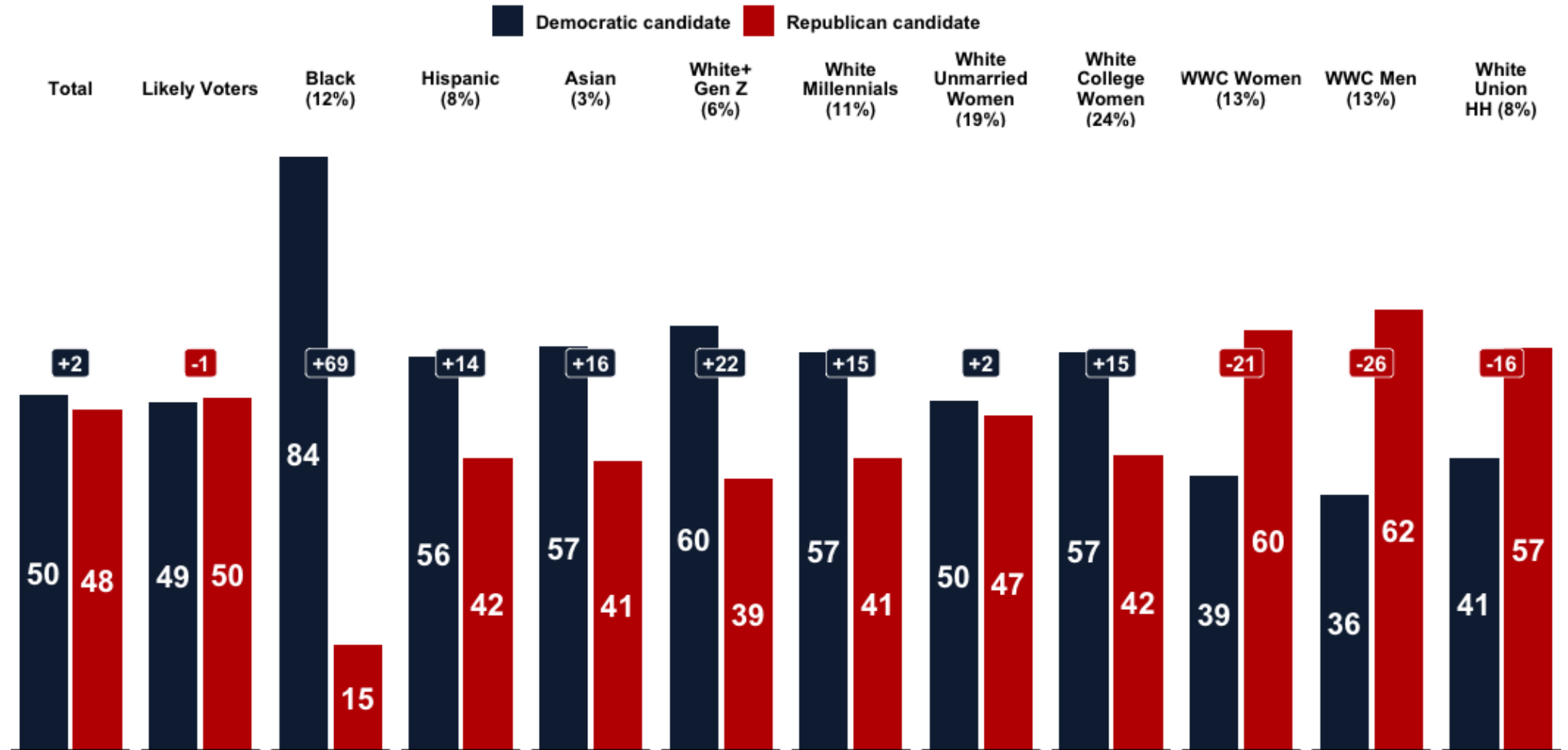
Hispanic also
have room to
grow Harris
margin





House Democratic candidates running ahead of Harris among most groups

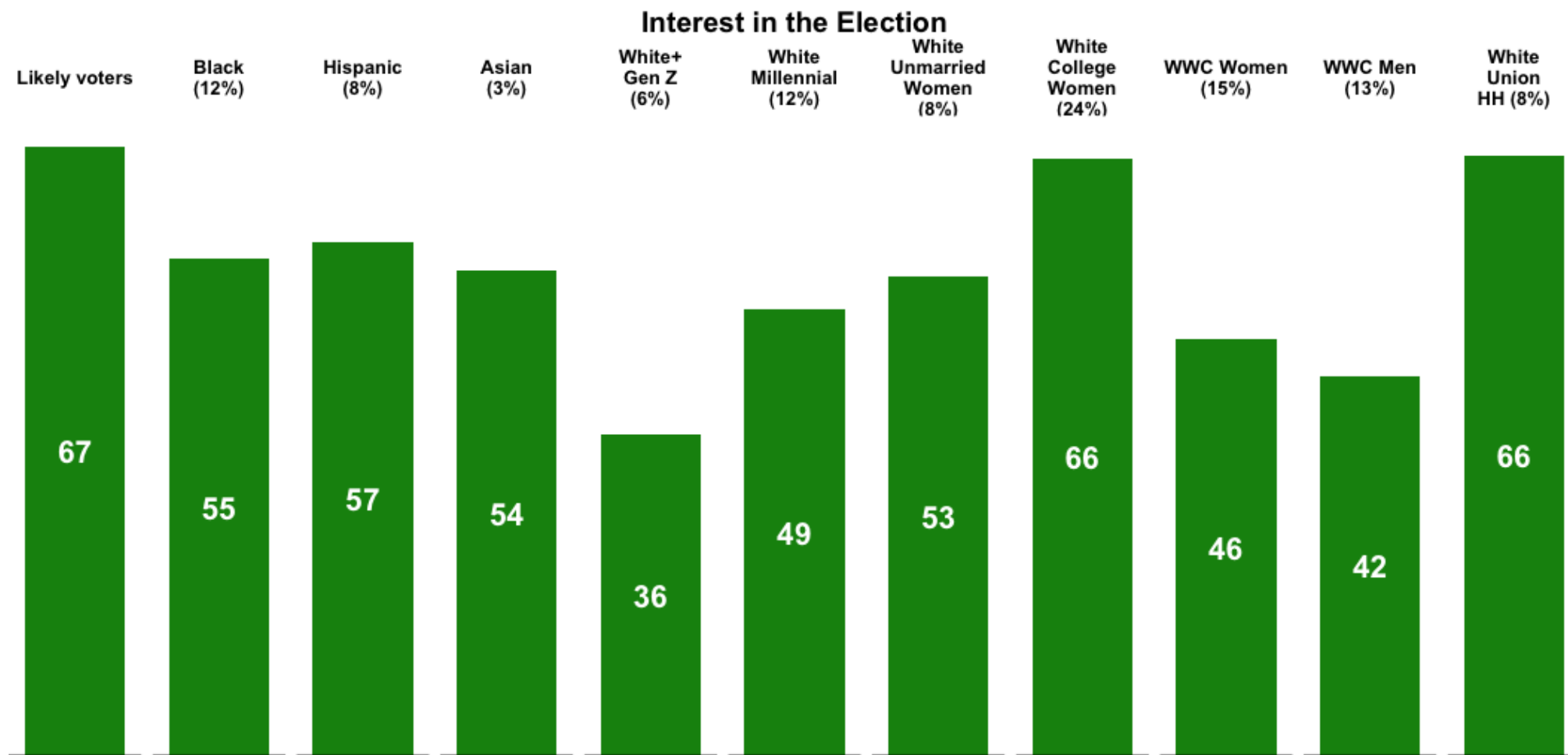
Democrats'
Hispanic vote
close to Harris





But younger voters are showing the lowest engagement and trend down

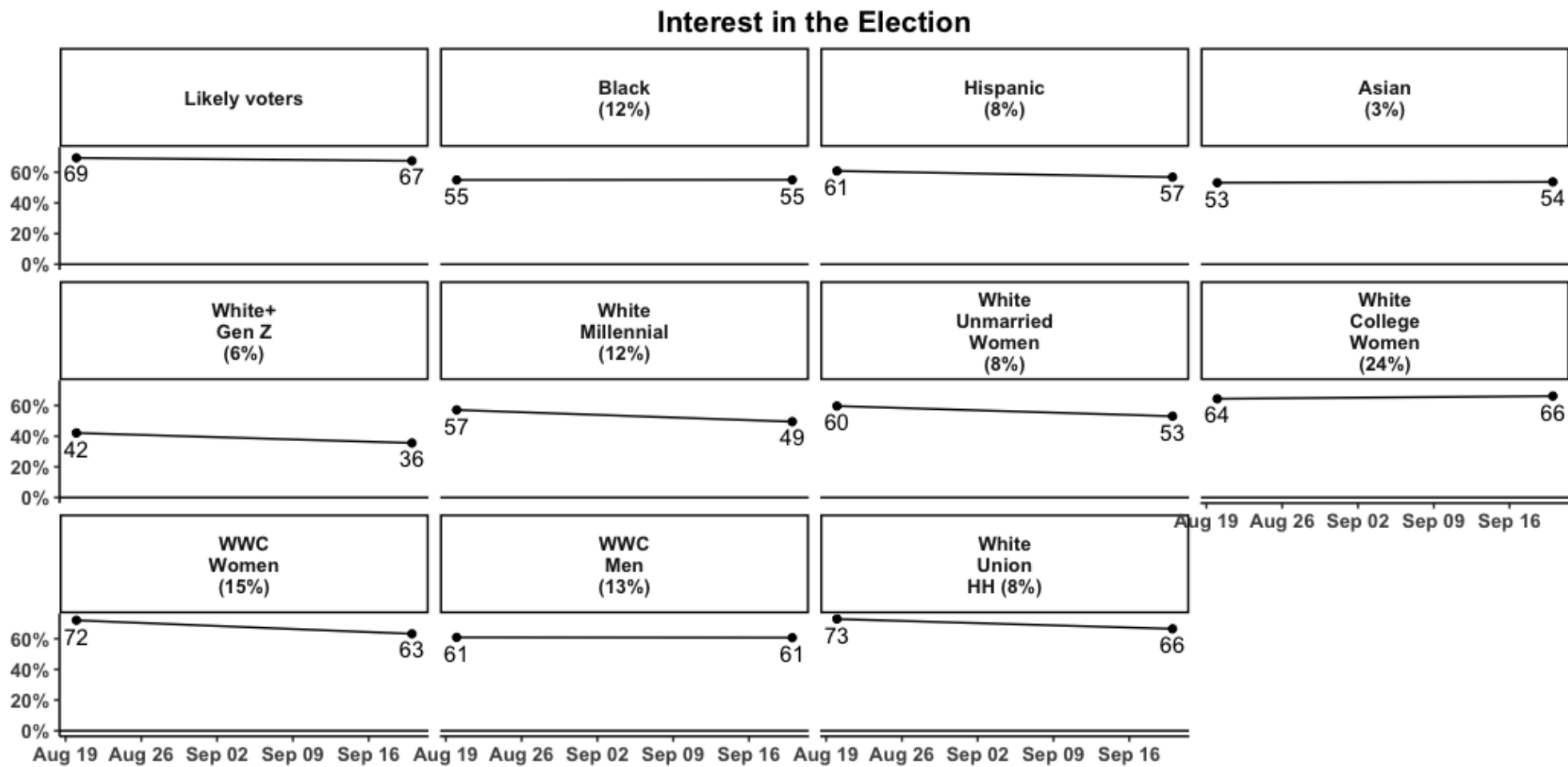
White college
women among
highest engaged





Voter engagement stable, but important parts of Democratic base trending down

Engagement
declining with
white union
households





Almost 60 percent of Hispanics, white millennials, and white unmarried women think country on wrong track

Blacks divided on whether wrong track





The percent wrong track stable, but jumped 13 points in likely electorate shaped by Trump

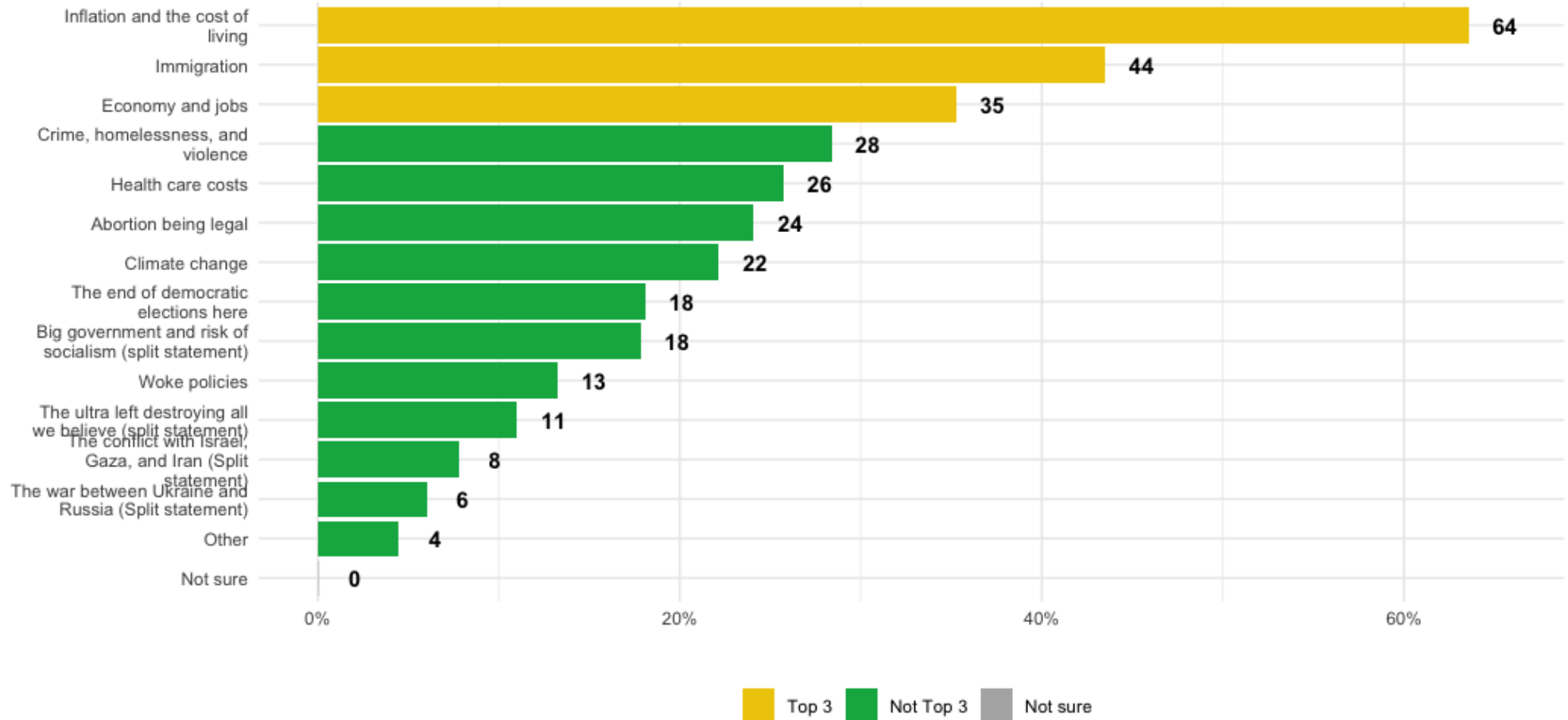
Cheney
conservatives had
biggest jump in
wrong track

Right direction/wrong track change	August		September		Right/wrong margin change
	Right	Wrong	Right	Wrong	
Total	28	62	29	62	1
Likely voters	35	56	29	63	-13
Democrats	51	36	53	33	5
Republicans	10	88	6	91	-7
Independents	19	71	19	72	-1
Liberal Democrats	54	34	55	31	4
Moderate Democrats	47	39	52	36	8
Democratic base	36	52	34	54	-4
Trump Loyalists	11	96	7	90	2
Evangelical Trump Loyalists	4	94	4	94	0
Trump-aligned	2	97	1	97	-1
Moderate Republicans	16	80	12	83	-7
Cheney Conservatives	20	74	10	85	-21
Double Haters	78	10	75	9	-2
Black	43	44	40	46	-5
Hispanic	32	57	29	61	-7
Asian	36	53	37	54	0
White Gen Z	36	45	36	46	-1
White Millennial	31	56	30	57	-2
White Unmarried Women	24	58	21	59	-4
White College Women	36	52	34	54	-4
WWC Women	19	74	21	69	7
WWC Men	23	72	20	74	-5
White Union Household	29	65	31	65	2



Wrong track driven by overwhelming worry about inflation and cost of living and immigration and the border

Cost of living 20 points higher than next problem



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



Double-digit surge in worry about prices and border and immigration.

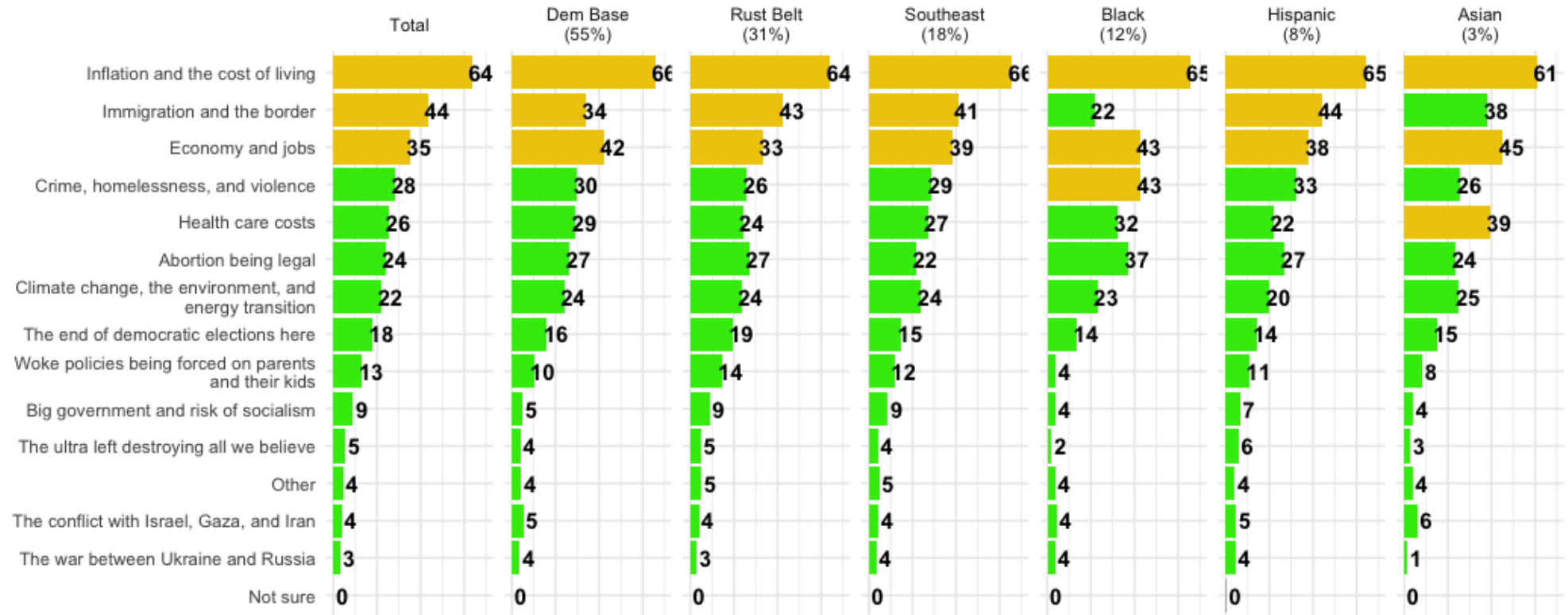
That is double the rise in worry about abortion being illegal

Top priorities	Net		Percent change
	Aug	Sep	
Inflation	53	64	+11
Immigration	31	44	+13
Jobs	29	35	+6
Crime	22	28	+6
Healthcare costs	22	26	+4
Abortion	18	24	+6
Climate change	21	22	+1



For the Democratic base and Rust Belt and Southeast, inflation and cost of living more than 20 points higher than next problem

Black voters also
on crime,
homelessness
and violence



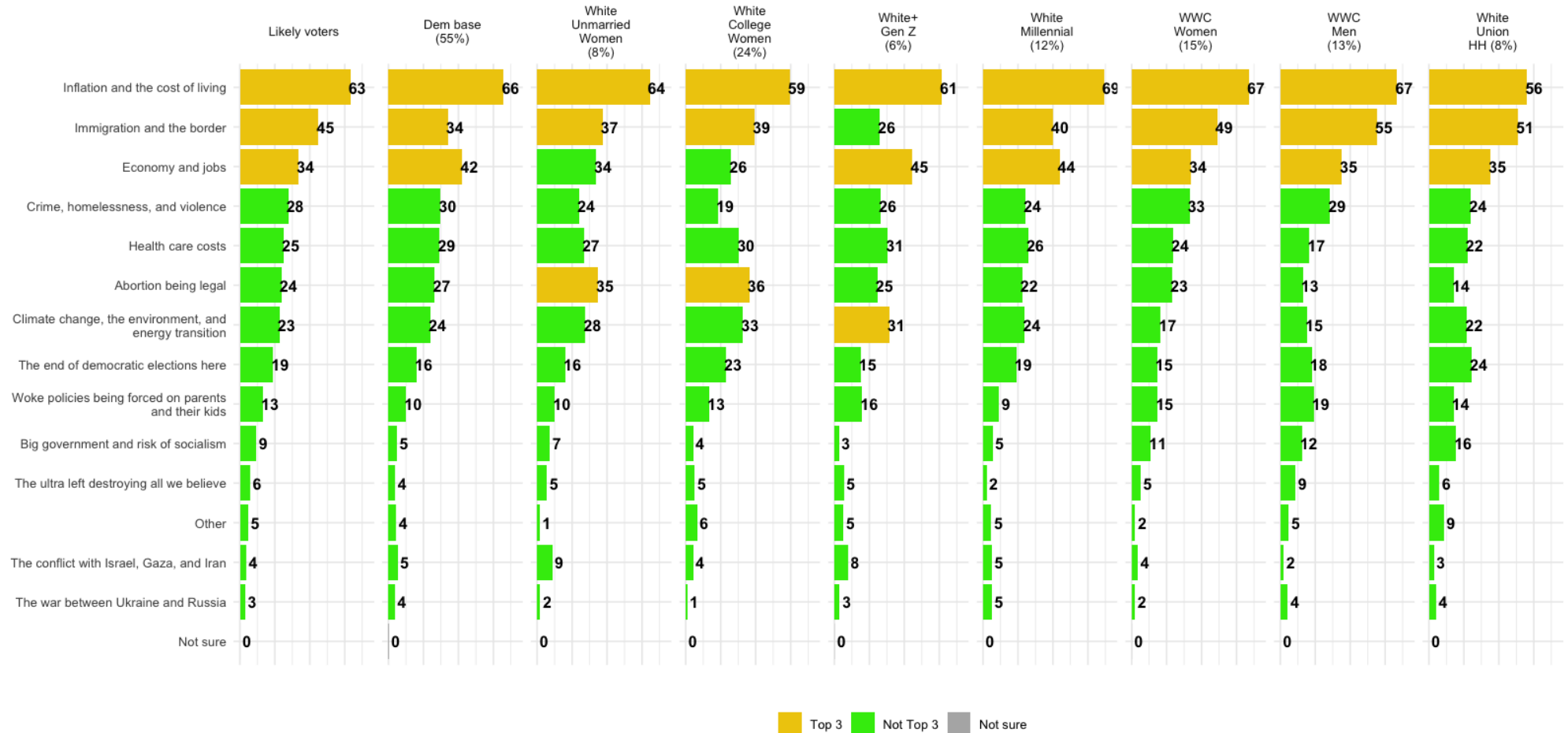
Top 3 Not Top 3 Not sure

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



Key groups of base

Immigration and border also important for white working class men and union households



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

Who dominates the key issue concerns?

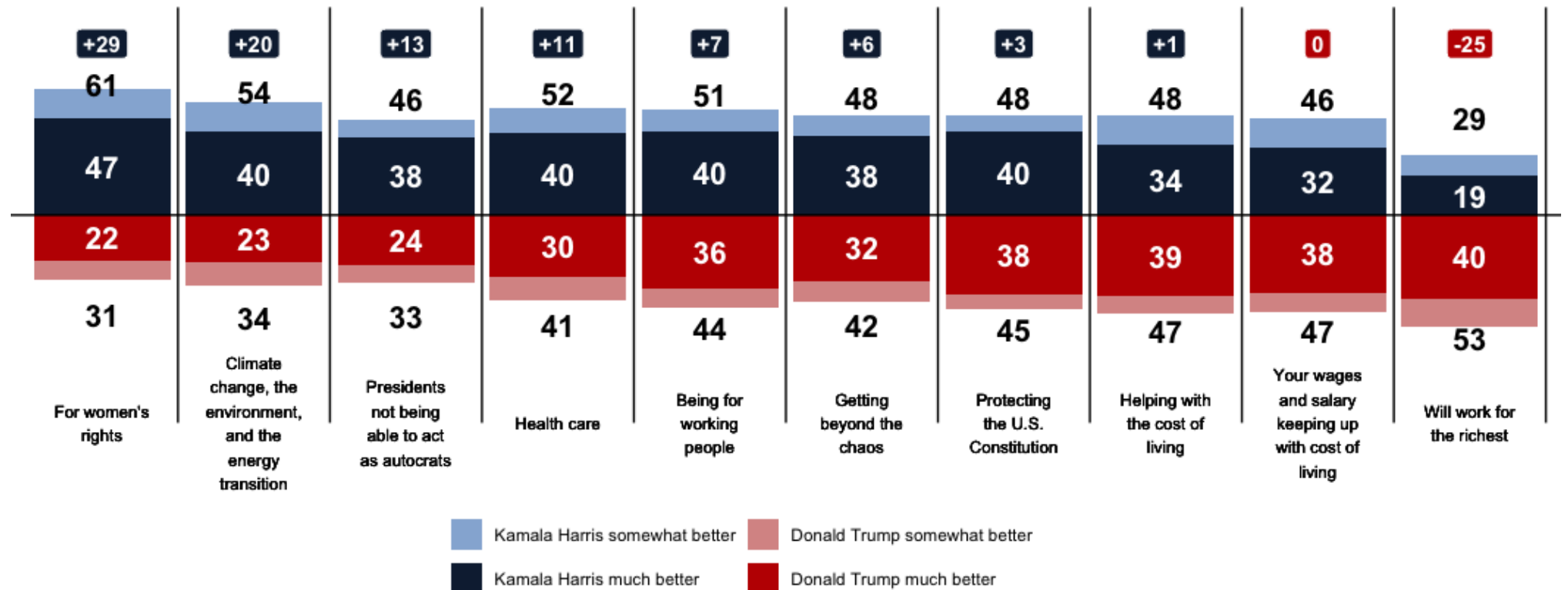


Harris has big advantage on women's rights, work for richest, climate, not being an autocrat, and healthcare.

Voters divided on who is best on helping with cost of living, your wages keeping up with them.

(Final chart element, "will work for richest," is *better* for Harris with a higher negative number)

Initial read: Harris leads on climate and healthcare

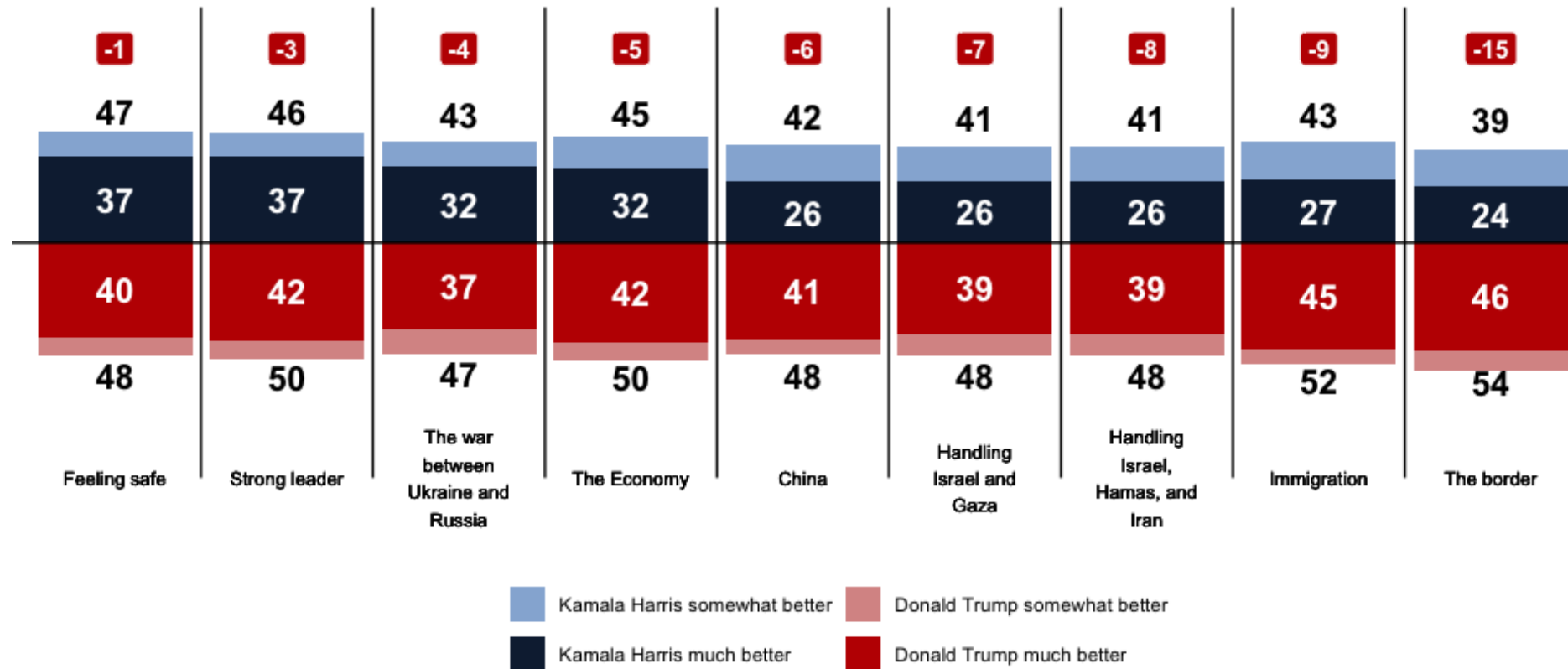




Trump dominates the border and immigration

Trump has only 5-point lead on economy

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





The structure of the race — who is better on the issues — incredibly stable

Harris gains on women's rights; Trump on who is for richest.

Harris/Trump better on...	August		September		Harris/Trump margin change
	Harris	Trump	Harris	Trump	
Womens' rights	59	34	61	31	5
Climate change	56	35	54	34	-1
Healthcare	50	42	52	41	3
Being for working people	50	47	51	44	4
Securing democracy	49	43	50	42	2
Protecting the US Constitution	47	47	48	45	3
Helping with cost of living	46	48	48	47	3
Getting beyond chaos	48	43	48	42	1
Feeling safe	46	49	47	48	2
Salary and wages keeping up	46	48	46	47	1
Being a strong leader	45	50	46	50	1
Crime	44	50	45	49	2
The economy	44	51	45	50	2
Immigration	42	52	43	52	1
The border	40	54	39	54	-1
Working for the richest	27	56	29	53	5

The Trump campaign



Trump policies — full wording 1/2

Respondents were shown ten Trump policies and asked to select the four most important to them

- End inflation and make America affordable by implementing aggressive trade policies, including tariffs on Mexican-made products, block U.S. investments in China, reduce taxes across all economic classes, and lower costs.
- Implement the largest deportation operation in U.S. history, targeting undocumented immigrants, and possibly employing federal troops and the National Guard.
- Ban federal funding for gender-affirming care for minors, ban transgender athletes from competing based on gender identity, and support a bill defining gender as strictly male or female at birth.
- Plans to boost fossil fuel production by easing regulations on drilling and pipeline projects and reauthorizing drilling in places like Alaska's Arctic National Wildlife Refuge. He would also pull the U.S. out of the Paris Climate Agreement again.
- Cancel the electric vehicle mandate and cut regulations and bringing the automotive industry back to America to lower costs for vehicles.



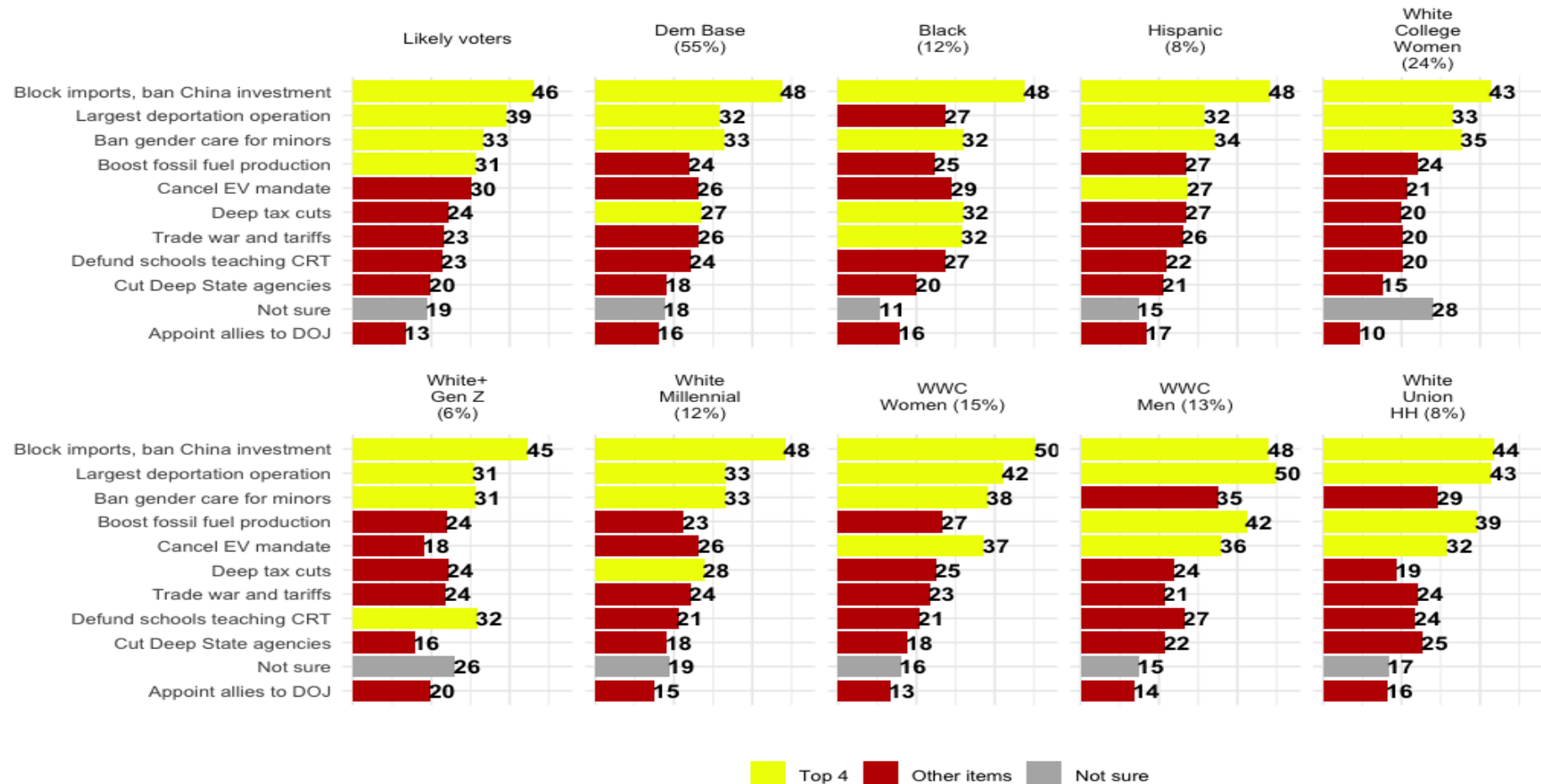
Trump policies — full wording 2/2

- He promises further deep tax cuts, including lowering the corporate tax rate from 21 to 15 percent for companies in the U.S. and eliminating taxes on tips for service workers.
- Other countries will pay us back for all we've done for the world, continuing his trade war strategy to protect American industries. He will impose tariffs on other countries to lower inflation and pay for our deficit.
- Cut federal funding for any school pushing critical race theory, radical gender ideology, as well as expand school choice and promote religious prayer in school.
- Reduce the influence of the "deep state" by firing federal employees and lessen the influence of civil service workers and federal agencies, like the Department of Education and the FBI.
- Reform the Justice Department, curbing its independence by appointing political allies, potentially to ensure it cannot be used against him in legal matters.



Most important Trump policies are blocking imports and China investment and large-scale deportation. White union households support the deportation

The Democrats base strong for his tough trade policies.



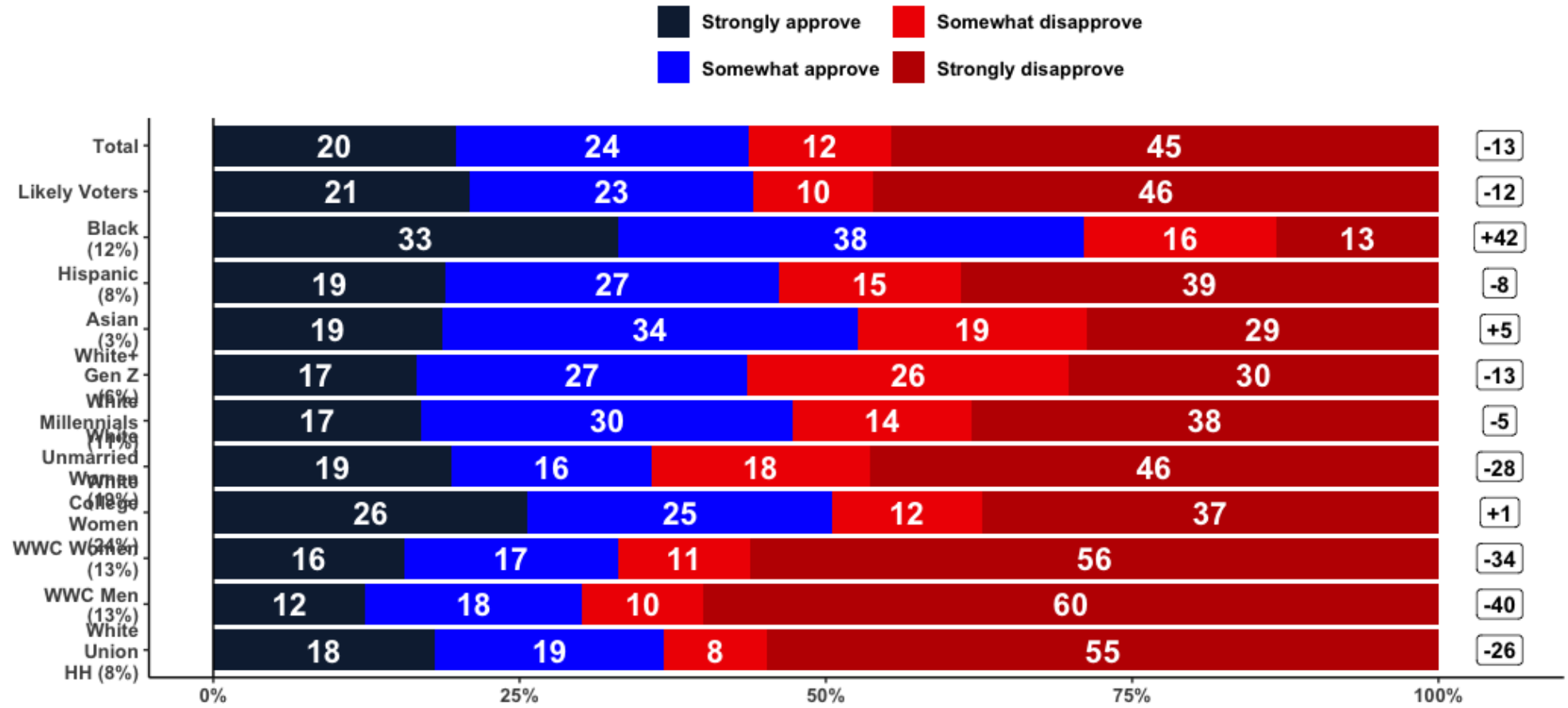
Now, please read the following list of policies Donald Trump is proposing to do, if elected. Which FOUR are the most important for you?



The Trump campaign has Biden strong disapproval at 45 percent, including 39 percent of Hispanics, 46% of white unmarried women, 55% of the working women and union households

Trump's campaign has kept President Biden front and center

Joe Biden job approval (key populations)





Full text of Trump's message statements - 1/3

Trump's attack statements focus on economics, the border, the Deep State, and on Harris's role in these as Biden's VP

- **(Defend America)** We will defend America against all threats and protect America against all dangers. Trump brought manufacturing back to America, small businesses flourished, and he did what he promised by putting America first. Under Trump, prosperity was real — people's incomes were going up. Not only did he keep his promises, but the results are there to show. We will never give in, we will never give up, and we will never stop fighting for our country, our flag, and our freedom. There is no bulldozer strong enough to remove the legacy that he has built. I will never stop fighting for you.
- **(Expenses)** Everyday expenses have skyrocketed by double digits since Biden and Harris took office. Since then, the burden of record-high inflation has continued to push the limits for people across the country. The number of Americans living paycheck to paycheck has jumped to 61%. Domestic policy, economic policy, immigration policy, foreign policy, energy policy, and law and order — all of it is downright dangerous. Americans are hurting, but we have to go forward now. The country needs a win, and there's only one person who can make that vision a reality: Donald James Trump.



Trump's message statements - 2/3

Trump's attack statements particularly draw attention to key weaknesses of Biden administration

- **(Tariffs)** We will have tariffs on other countries, and after 75 years, they're finally going to pay us back for everything we've done for the world. The tariffs will be substantial, and I've already taken in billions from China. When I was president, we had tariffs and no inflation. Now, Biden and Harris have given us the worst inflation in history. Countries like China are paying, not us. I'll do it again, bigger this time, bringing in hundreds of billions of dollars while protecting American jobs and industries. It's time they pay up.
- **(Socialized Medicine)** When asked if their government plan would provide healthcare coverage for undocumented immigrants, all the Democrats raised their hand, even Kamala. They're all the same—these Democrats support giving illegal immigrants free health care at our expense, spending taxpayer dollars covering illegal immigrants, calling for socialized medicine, destroying healthcare as we know it, and putting illegal immigrants before hardworking Americans. The Democrats are radical, reckless socialists; they're all the same. I'm Donald Trump, and I approve this message.



Trump's message statements - 3/3

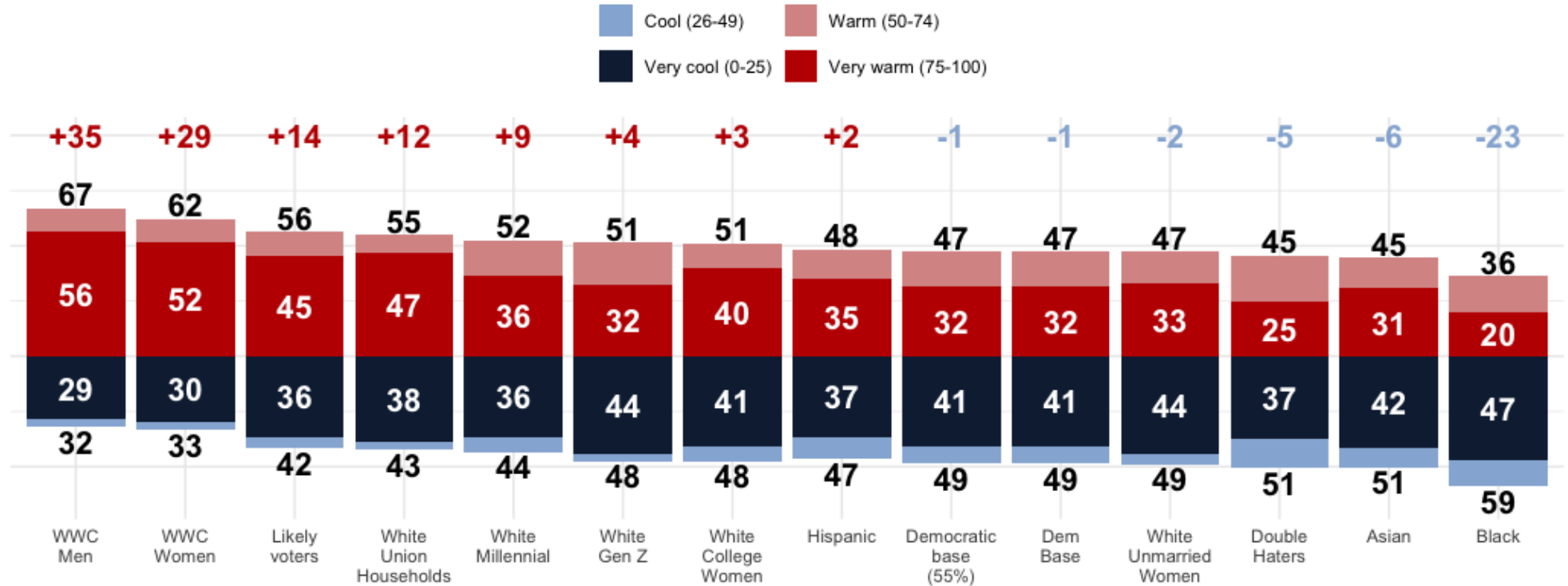
Trump's attack on immigrants also covers burden of immigrants on social services

- **(Change from Biden)** Do you know this is the Biden-Harris Administration? Are you aware that this is the Biden-Harris Administration and she is indeed the Vice President? Not only does she inherit these numbers and contribute to them, but she was also the tie breaking vote on \$3 trillion of spending bills, making her almost personally responsible for the massive inflation you see on that chart. Are you aware that this is the Biden-Harris Administration, and she is indeed the Vice President? Only voting for Donald Trump brings change from Biden.
- **(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.



Trump's promise to defend America with rising prosperity and keep fighting for you

The strongest
Trump message
gets a net +14 with
likely voters

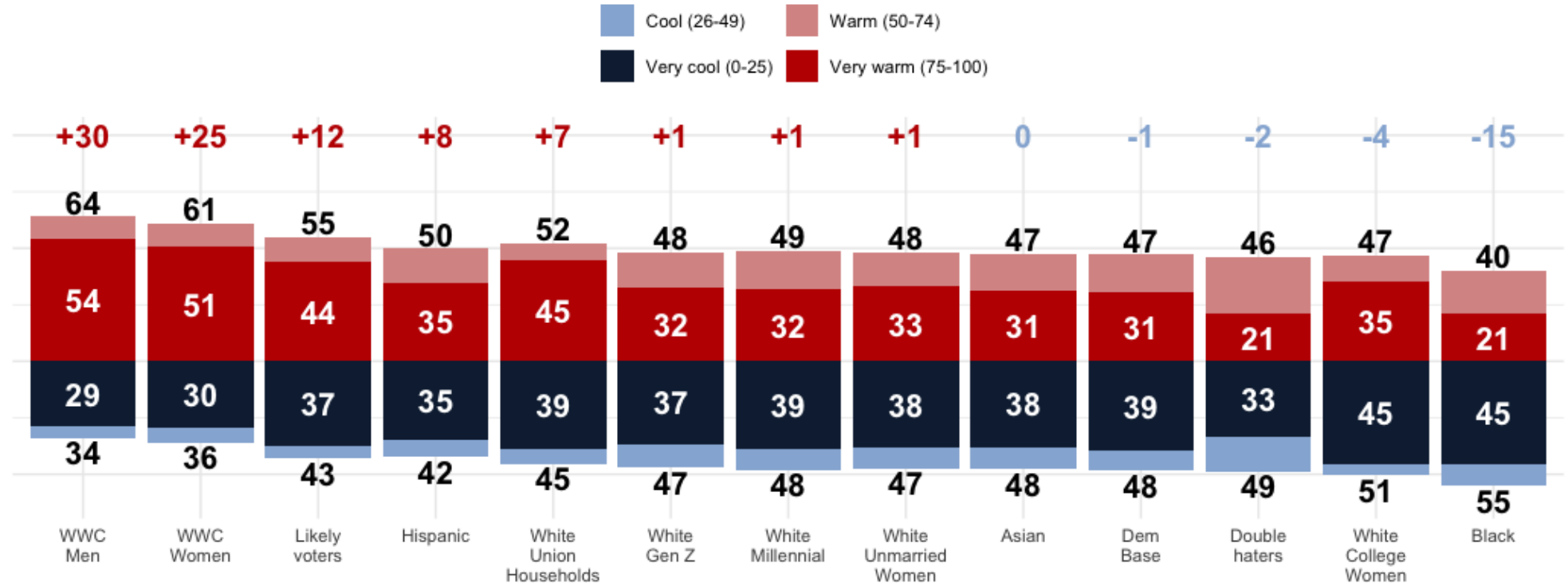


We will defend America against all threats and protect America against all dangers. Trump brought manufacturing back to America, small businesses flourished, and he did what he promised by putting America first. Under Trump, prosperity was real — people's incomes were going up. Not only did he keep his promises, but the results are there to show. We will never give in, we will never give up, and we will never stop fighting for our country, our flag, and our freedom. There is no bulldozer strong enough to remove the legacy that he has built. I will never stop fighting for you.



Nearly as strong is his message on everyday expenses and people living paycheck to paycheck, and very warm for over half of white working class men and women

The message is
net +12 with likely
voters



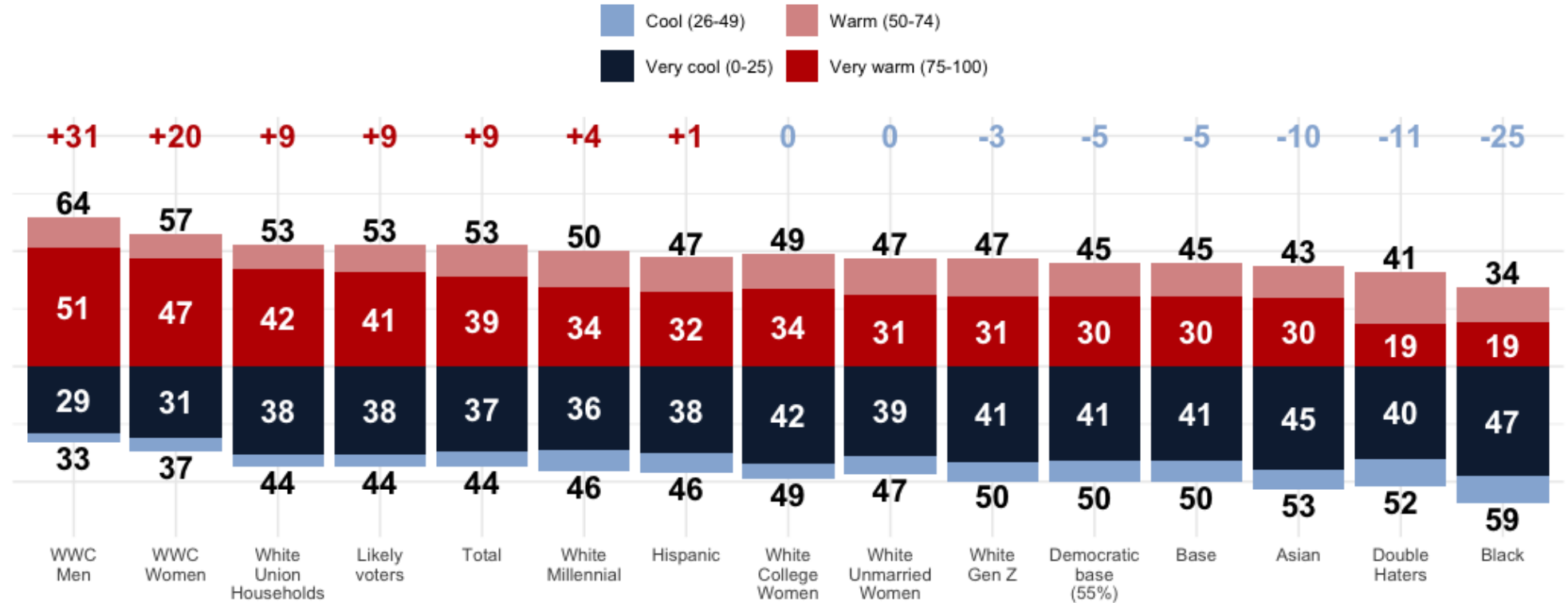
Everyday expenses have skyrocketed by double digits since Biden and Harris took office. Since then, the burden of record-high inflation has continued to push the limits for people across the country. The number of Americans living paycheck to paycheck has jumped to 61%. Domestic policy, economic policy, immigration policy, foreign policy, energy policy, and law and order — all of it is downright dangerous. Americans are hurting, but we have to go forward now. The country needs a win, and there's only one person who can make that vision a reality: Donald James Trump.



Tough tariff message next strongest message, particularly for white union households

Trump's message is +9 among likely voters and +9 among voters overall,

Key Trump base groups respond favorably to tariffs

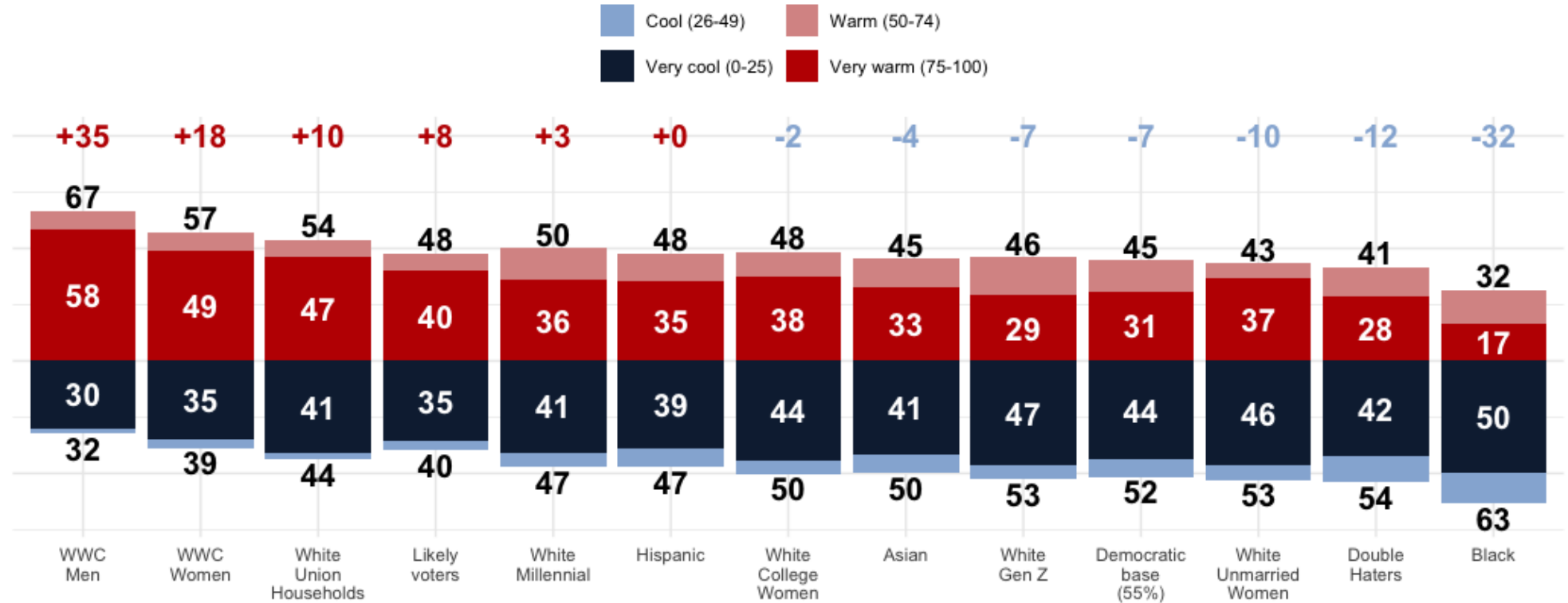


We will have tariffs on other countries, and after 75 years, they're finally going to pay us back for everything we've done for the world. The tariffs will be substantial, and I've already taken in billions from China. When I was president, we had tariffs and no inflation. Now, Biden and Harris have given us the worst inflation in history. Countries like China are paying, not us. I'll do it again, bigger this time, bringing in hundreds of billions of dollars while protecting American jobs and industries. It's time they pay up.



Attack on illegal immigrants using Obamacare very strong, particularly white working class men and union households

Harris saying yes
gets a net +8
margin with likely

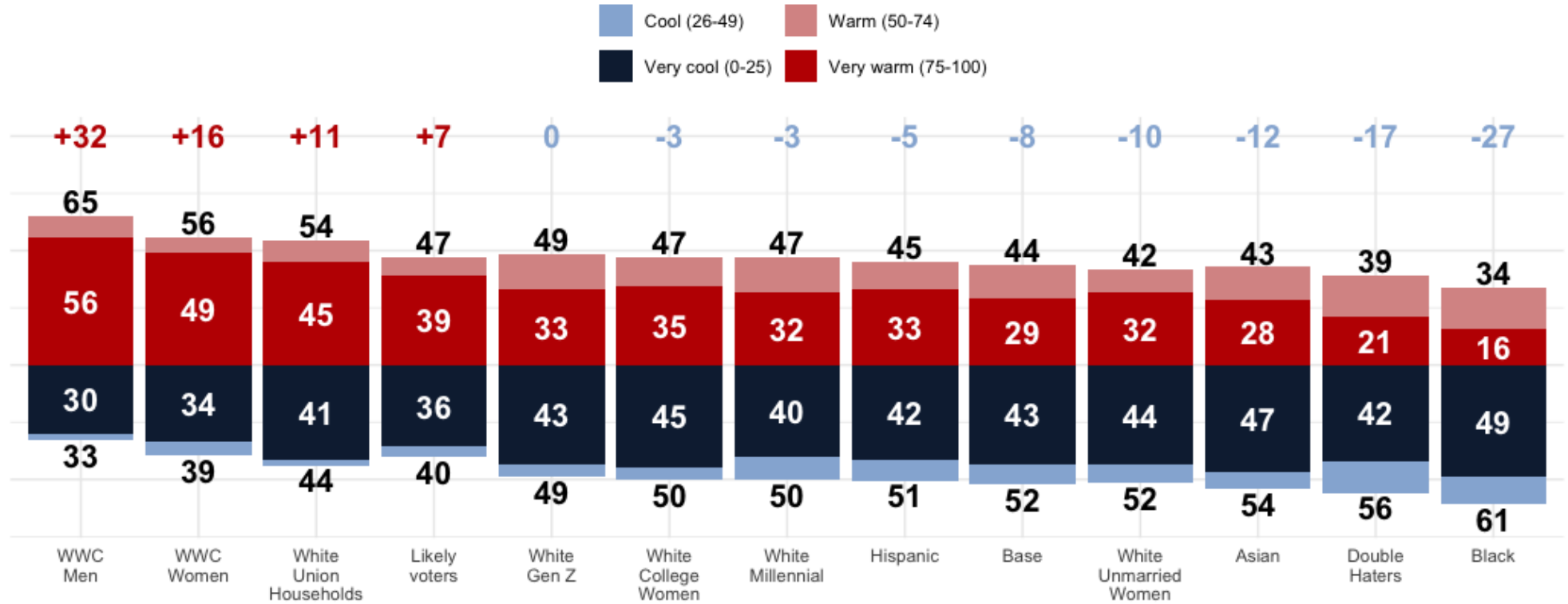


When asked if their government plan would provide healthcare coverage for undocumented immigrants, all the Democrats raised their hand, even Kamala. They're all the same—these Democrats support giving illegal immigrants free health care at our expense, spending taxpayer dollars covering illegal immigrants, calling for socialized medicine, destroying healthcare as we know it, and putting illegal immigrants before hardworking Americans. The Democrats are radical, reckless socialists; they're all the same. I'm Donald Trump, and I approve this message.



Harris being personally responsible for Biden inflation somewhat further back

This message gets +7 net warm among likely.

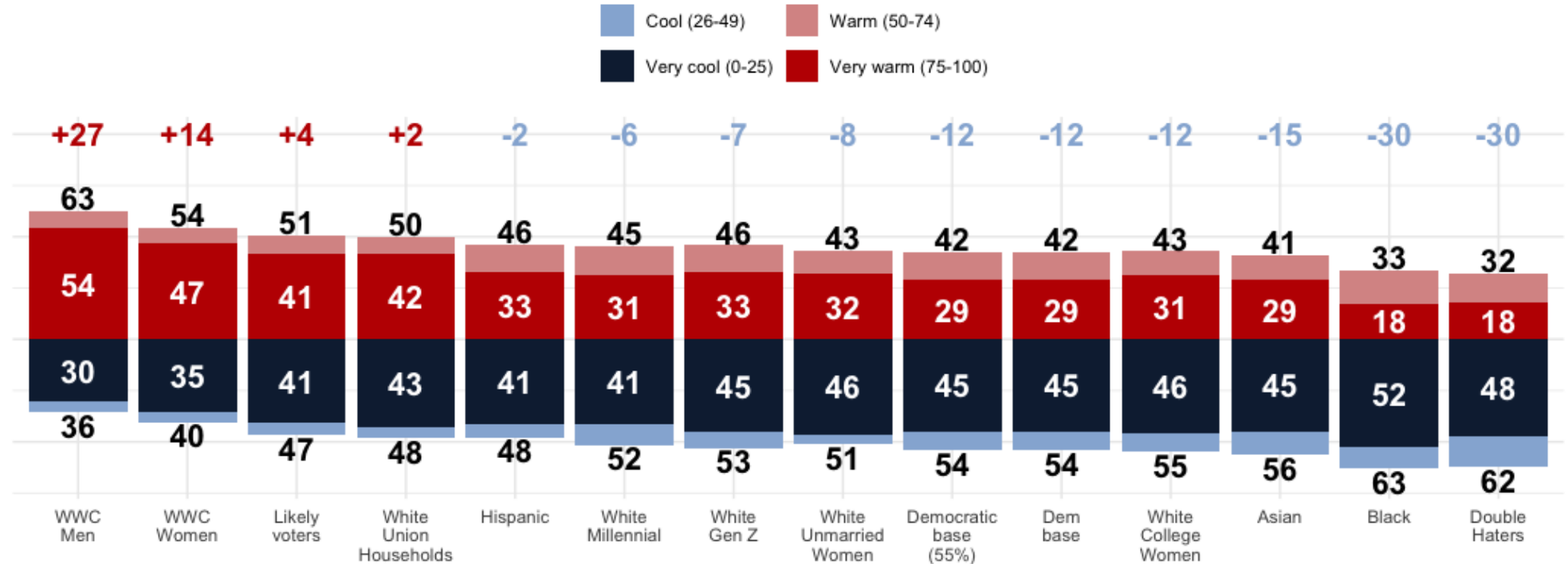


Do you know this is the Biden-Harris Administration? Are you aware that this is the Biden-Harris Administration and she is indeed the Vice President? Not only does she inherit these numbers and contribute to them, but she was also the tie breaking vote on \$3 trillion of spending bills, making her almost personally responsible for the massive inflation you see on that chart. Are you aware that this is the Biden-Harris Administration, and she is indeed the Vice President? Only voting for Donald Trump brings change from Biden.



“Deep state” attack the weakest

Only +4 more likely



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.



Trump's main message— Make America Great Again

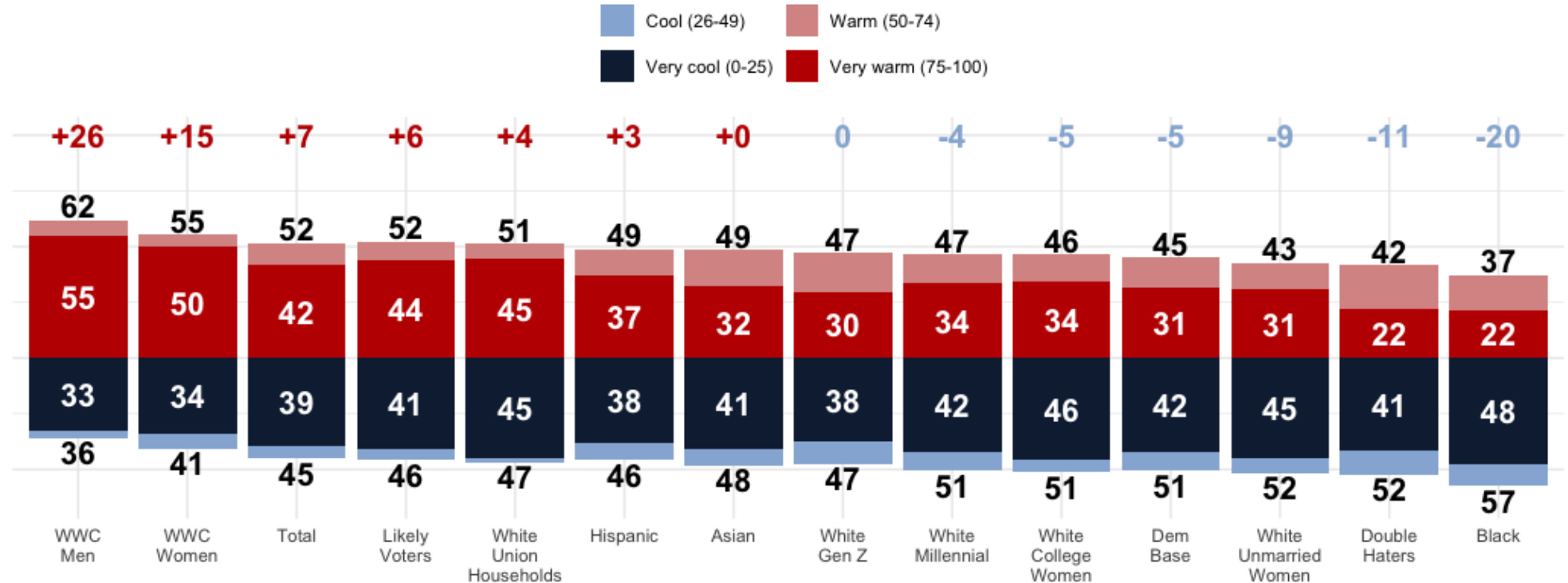
Trump's main message focuses on strength and security

- **(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 broad message on making America great not as strong as promise to defend America with increased prosperity

Trump's overall message has a +6 impact with likely.



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.

The Harris campaign



Harris policies — full wording 1/2

Respondents were shown ten Biden/Harris policies and asked to select the four most important to them

- Implement the \$1.2 trillion the bi-partisan infrastructure law to create jobs and spark economic growth through major improvements in transportation, clean energy, and broadband access.
- The new law passed by Democrats capped out-of-pocket drug costs at \$2000, reduced insulin to \$35 a month, and now she will be make Medicare negotiate lower prescription prices for the first time.
- Implement the historic law to fight climate change. That reduced what people spend on energy and reduces carbon pollution. It gives big tax credits to help families make their homes energy efficient and install solar panels. It saves the average family \$1800.
- She will combat anti-competitive practices and corporate greed by implementing a the first-ever federal ban on price gouging for food and groceries.
- Will make permanent the 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.



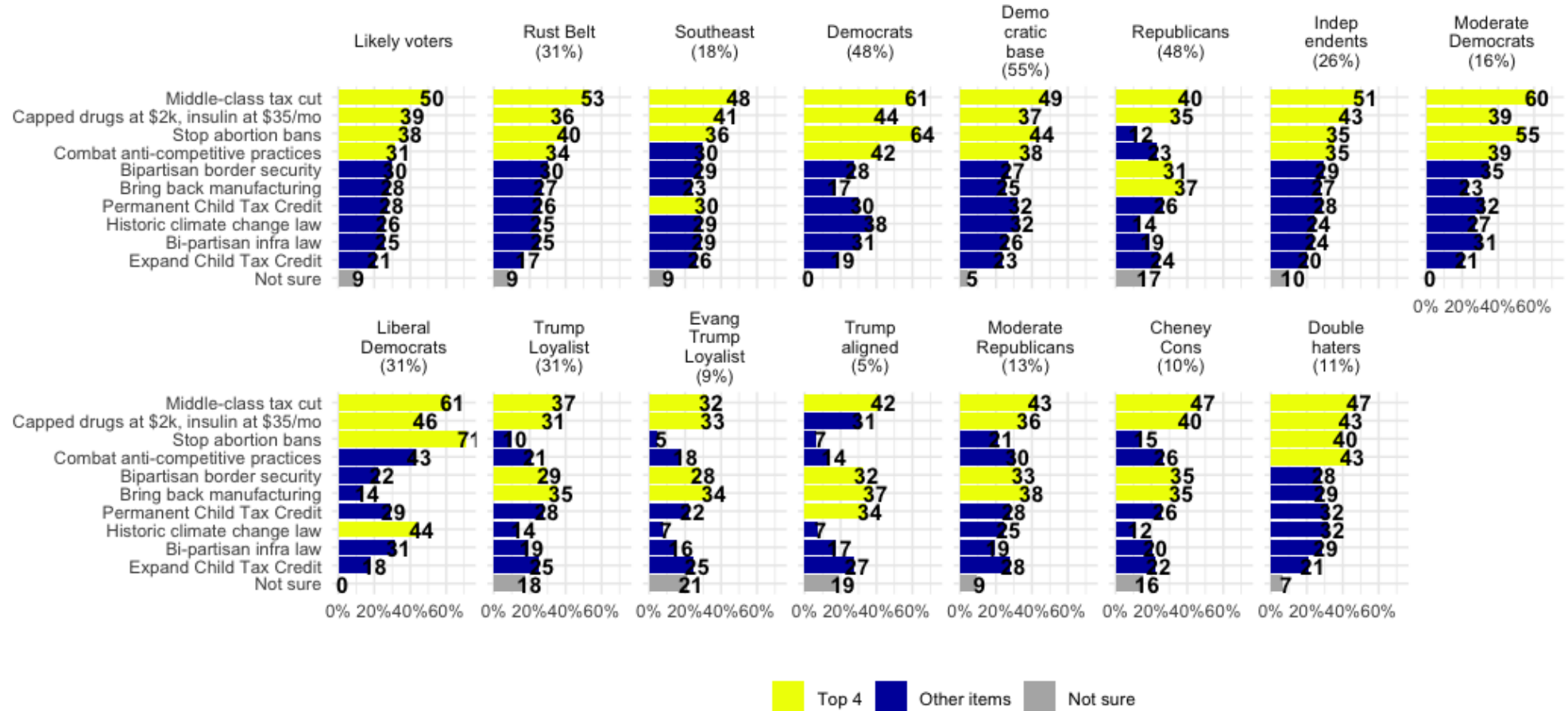
Harris policies — full wording 2/2

- Will expand the Child Tax Credit to \$6,000 for newborns to help families deal with the huge expenses of a new child.
- Will pass a middle-class tax cut that will benefit more than 100 million Americans paid for by raising taxes on billionaire. No one making below \$400,000 a year will see any tax increase.
- She will stop Republican efforts to deny women make decisions about their own bodies, keeping Trump from signing a national abortion ban, and restoring Roe v. Wade as the law of the land.
- Bringing manufacturing back with \$13 billion new investment in auto industry. Computer Chips now being built here. Building in America by forcing federal government to buy in America.
- Will pass the bipartisan border security bill that creates adds 1,500 border patrol agents, fentanyl inspection machines, 4,300 asylum officers, and 100 new judges. It gives the power to close the border, endorsed by the Border Patrol Union. And it gives Dreamers born here a path to citizenship.



No policy even close to a middle tax cut for 100 million, paid for by tax on billionaires. Cutting drug costs also strong

Middle class tax
cut tops for
moderate
Democrats;
abortion for liberal
Democrats

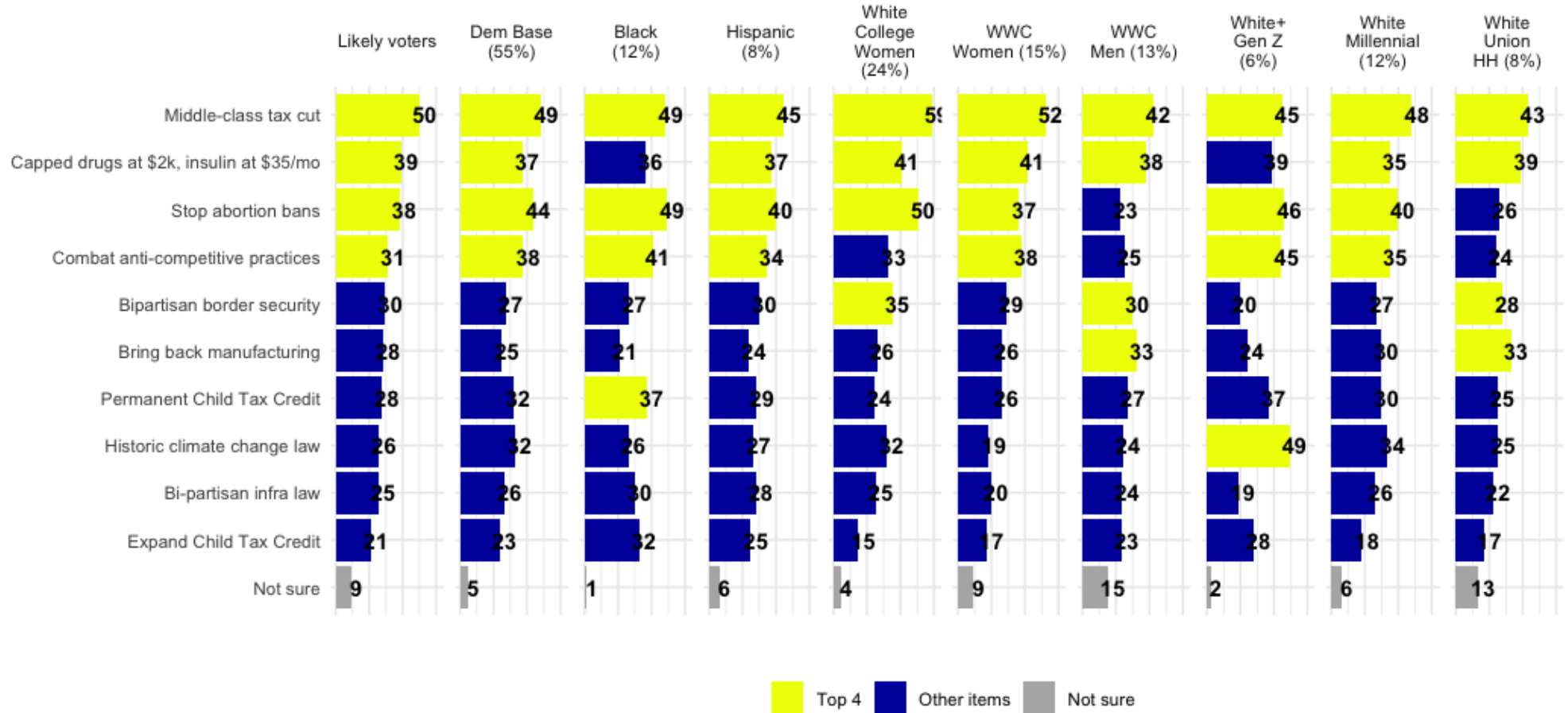


Now, please read the following list of policies Kamala Harris is proposing to do, if elected. Which FOUR are the most important for you?



The permanent child tax credit and \$6,000 first year chosen by 49 percent — and almost 70 percent of Blacks

Stopping abortion
bans still
important

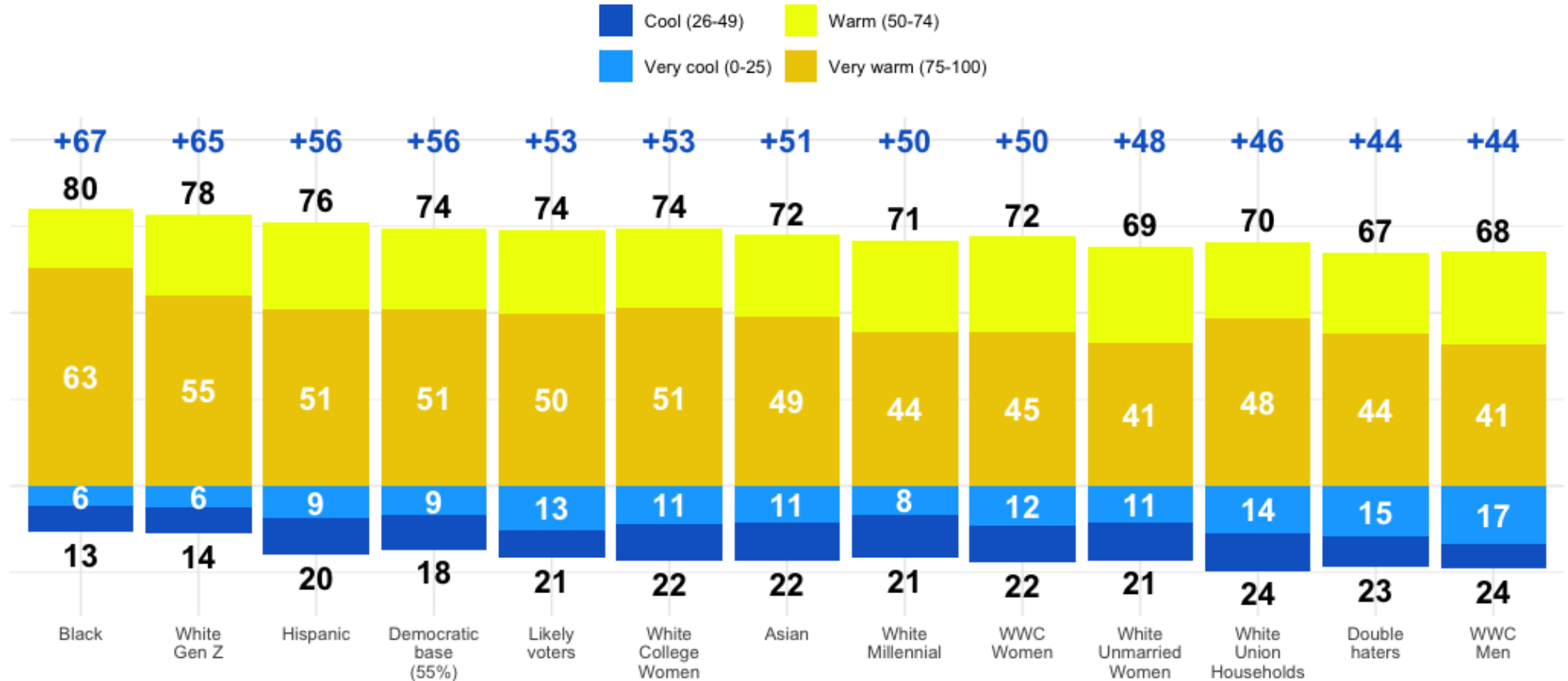


Now, please read the following list of policies Kamala Harris is proposing to do, if elected. Which FOUR are the most important for you?



The child tax credit remains overwhelmingly popular

Blacks stand out
in child tax credit
offer



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.



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.

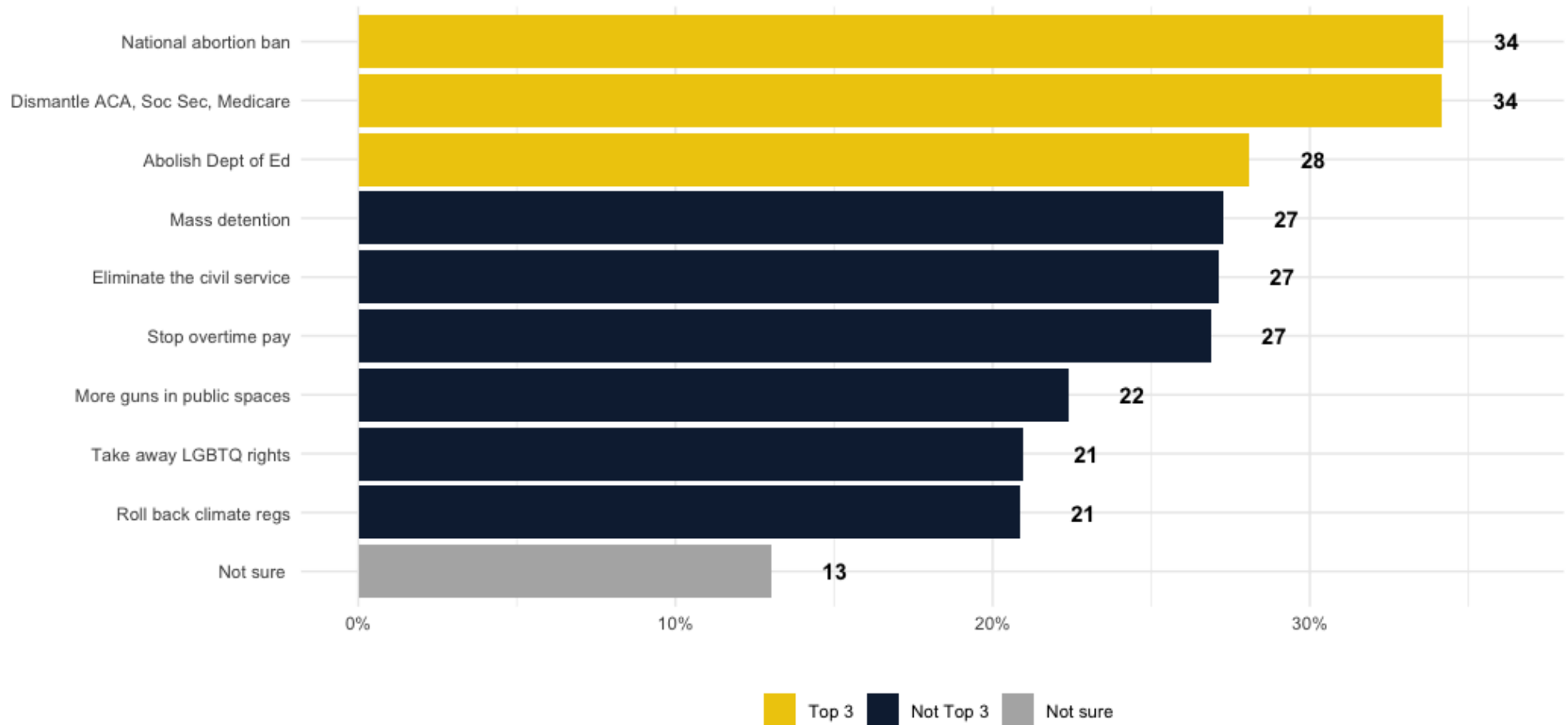


Project 2025 full attack statements – continued

- 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.
- Trump's Project 2025 advocates for more guns in public spaces and supports arming teachers in schools. The plan does nothing to address gun violence and plays to the hands of the gun lobby.



Project 2025 fears include assaulting ACA and Social Security & Medicare, a national abortion ban, abolishing department of education, mass detention, eliminating civil service and overtime

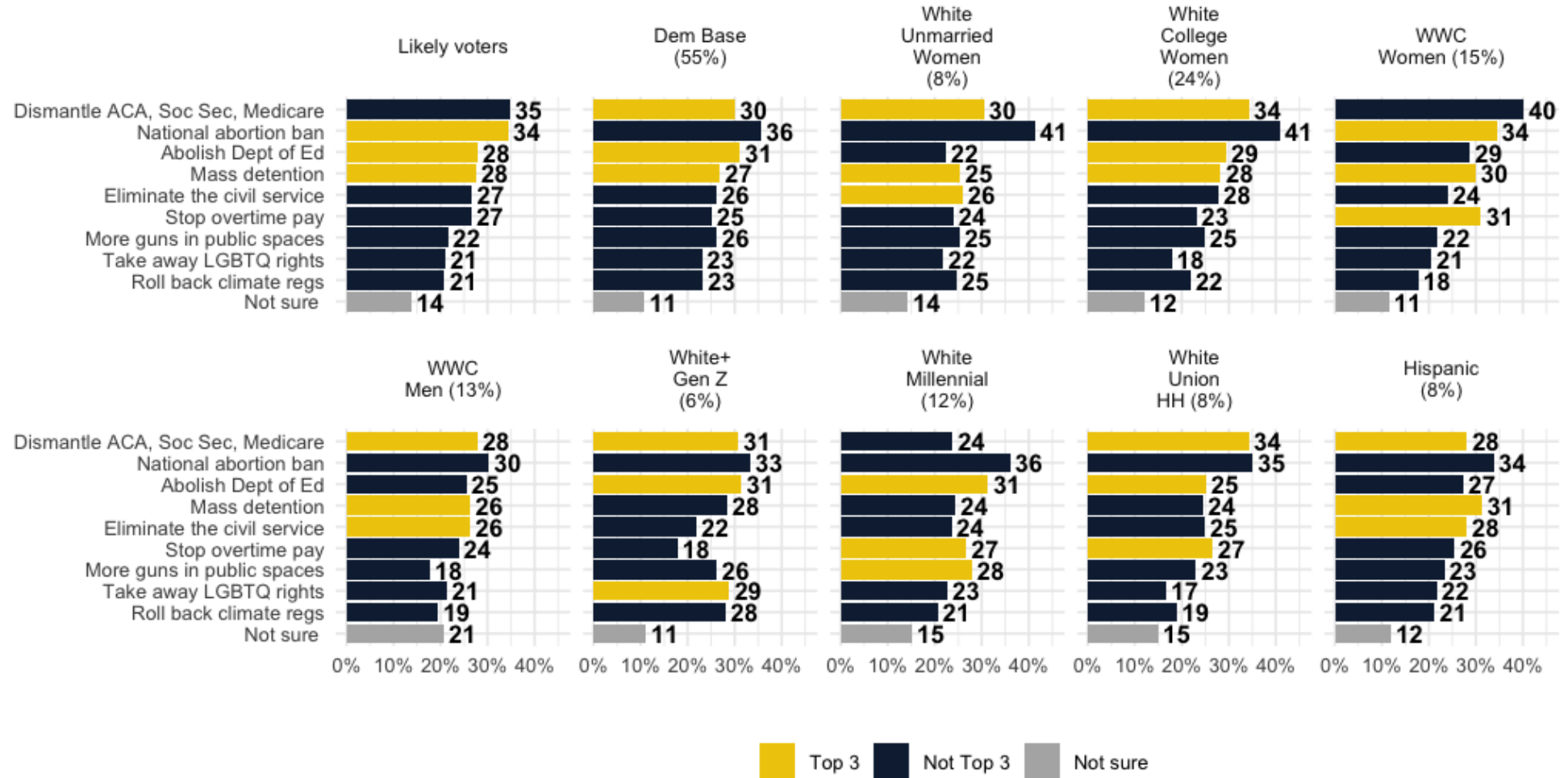


Now you will read some things Democrats are saying about Project 2025, Donald Trump, and Republicans. Please pick the THREE that raise the most doubts.



Abortion ban top fear for all women segments and white millennials

Hispanics fear
camps,
deportations



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.



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

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

- **(Trump Sales Tax)** Donald Trump's economic plan is really a Trump Sales Tax on every purchase. It is a 20% tax on everyday goods American families need to get by. It is an extra \$4,000 each year for those families. His plan would increase inflation, making it harder for working families to afford basic necessities. Under my economic plan, we'll lower the cost of living by investing in American manufacturing, cutting taxes for the middle class, and making big corporations pay their fair share.
- **(Not Going Back)** We're not going back; instead, we must focus on our shared values to chart a new course forward. My vision involves creating an opportunity economy by investing in small businesses, supporting new families, and reducing the cost of living. I will uphold America's standing globally, ensure respect for our military, and protect fundamental rights, including women's autonomy. With my background as a prosecutor, attorney general, senator, and vice president, I've always served the people without partisan bias. As president, I'll prioritize the needs of all Americans and invest in building our country's future.



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

Statements
included workers'
power and
corporate greed

- **(Trump's Former Friends)** Here is what those who worked for Trump said. Vice President Pence said, "anyone who puts them over the Constitution should never be President of the United States. It should come as no surprise that I will not be endorsing Donald Trump this year. Donald Trump will cause a lot of damage. The only thing he cares about is Donald Trump." His top general said, "We don't take an oath to a king, or a queen. Or a tyrant or a dictator." And we don't take an oath to a wannabe dictator. Donald Trump is a danger to our troops and our Democracy. I will secure our democracy for you.
- **(New Way Forward)** We are fighting for a New Way Forward that protects our fundamental freedoms, strengthens our democracy, and ensures every person has the opportunity to not just get by, but to get ahead. As a prosecutor, Attorney General, Senator, and now Vice President of the United States, I always stood up for the people against predators, scammers, and powerful interests. I promise to be a president for all Americans, a president who unites us around our highest aspirations, and a president who always fights for the American people. From the courthouse to the White House, that has been my life's work.



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

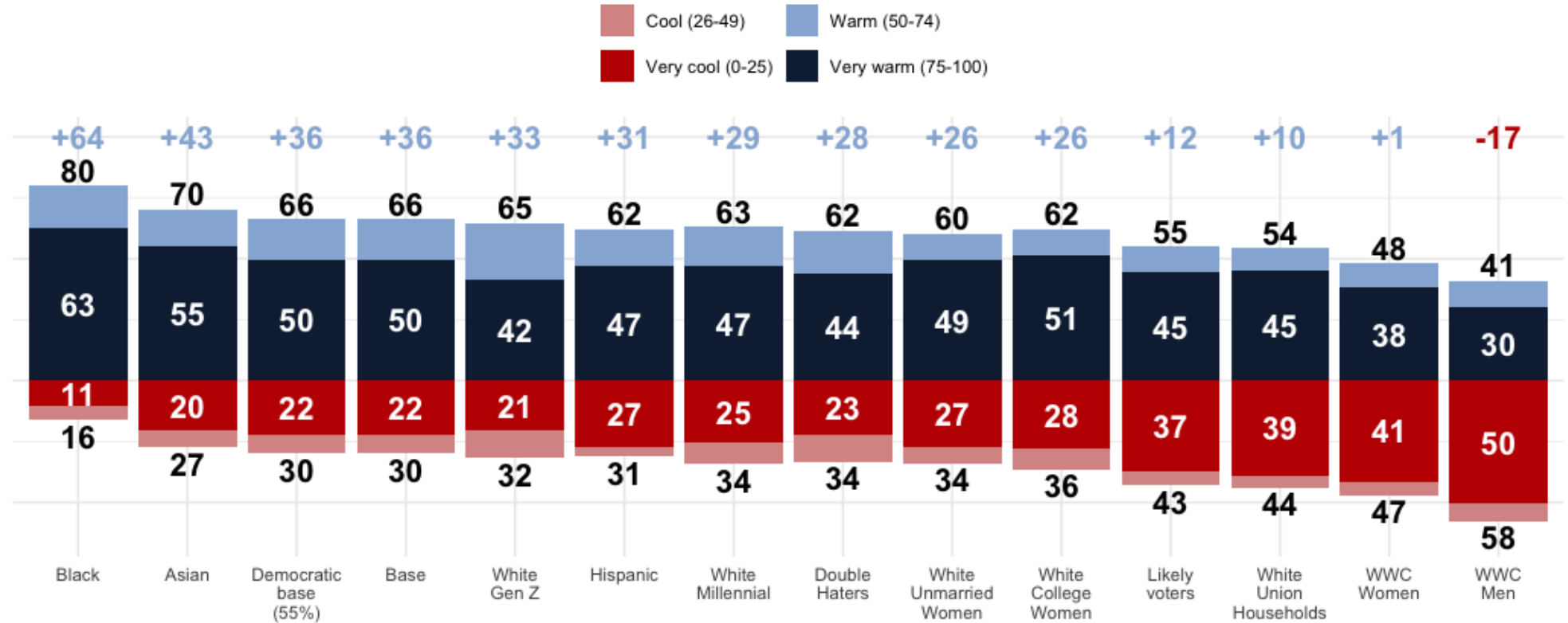
Statements include Harris's background and job creation

- **(Fight Price Gouging)** We all know costs are too high, but while corporations are gouging families, Trump is focused on giving them tax cuts. She is focused on you. Building up the middle class will be a defining goal of my presidency. She'll make groceries more affordable by cracking down on price gouging, and she'll cut housing costs by taking on corporate speculators. Middle-class families build America, and we need a leader who has their back. I'm Kamala Harris, and I approve this message.
- **(Law Enforcement)** After decades in law enforcement, I know the importance of safety and security, especially at our border. Last year, Joe and I brought together Democrats and conservative Republicans to write the strongest border bill in decades. The border patrol endorsed it. But Donald Trump believes a border deal would hurt his campaign, so he ordered his allies in Congress to kill the deal. I refuse to play politics with our security, and here is my pledge to you. As president, I will bring back the bipartisan border security bill that he killed, and I will sign it into law. I know — I know we can live up to our proud heritage as a nation of immigrants and reform our broken immigration system. We can create an earned pathway to citizenship and secure our border.



Harris' strongest message is the Trump sale tax, especially with the Democratic base

Harris attack on Trump sales tax has net +12 warmer among likely

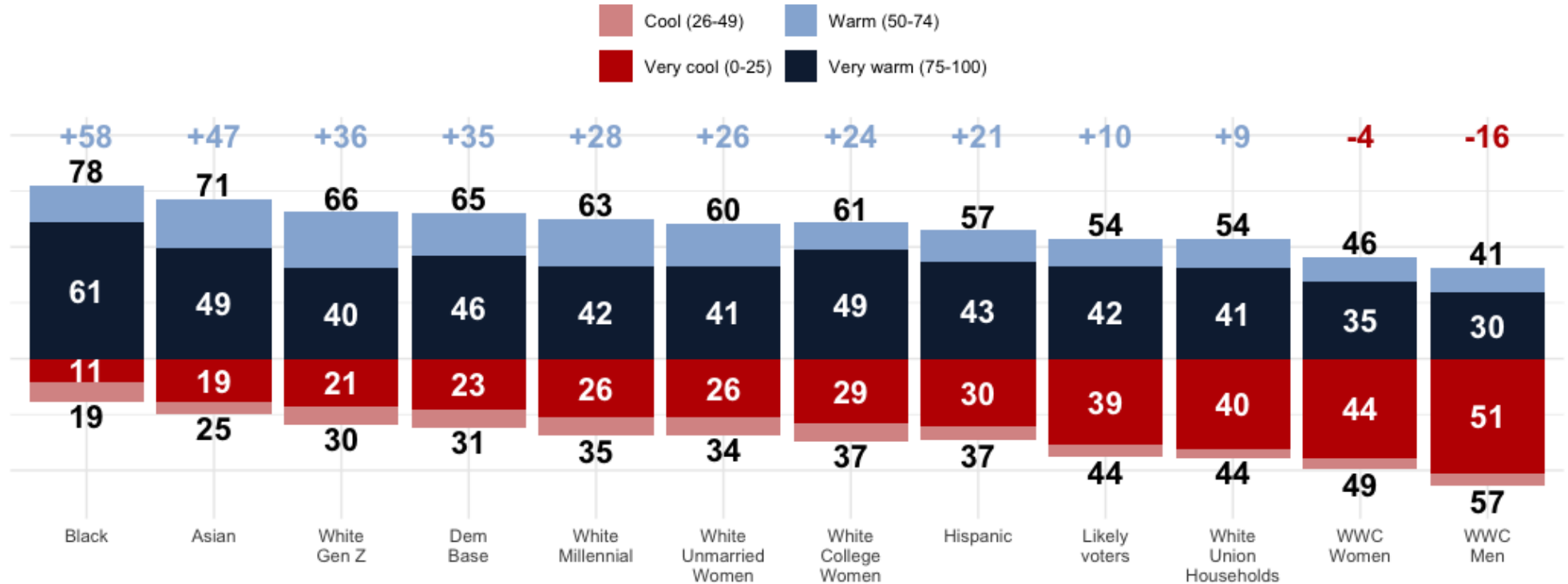


Donald Trump's economic plan is really a Trump Sales Tax on every purchase. It is a 20% tax on everyday goods American families need to get by. It is an extra \$4,000 each year for those families. His plan would increase inflation, making it harder for working families to afford basic necessities. Under my economic plan, we'll lower the cost of living by investing in American manufacturing, cutting taxes for the middle class, and making big corporations pay their fair share.



Not going back with new course helping families with cost of living is nearly as strong

New course has
+10 net warmer
among likely,
though less
intense.

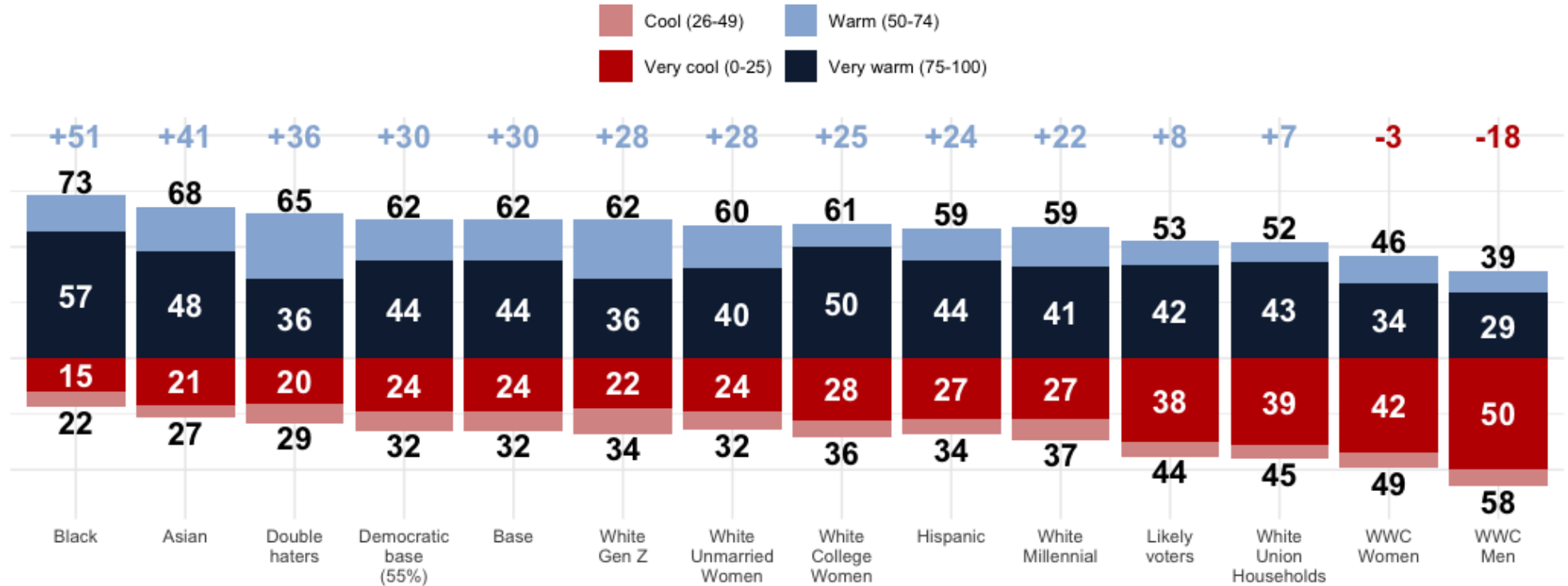


We're not going back; instead, we must focus on our shared values to chart a new course forward. My vision involves creating an opportunity economy by investing in small businesses, supporting new families, and reducing the cost of living. I will uphold America's standing globally, ensure respect for our military, and protect fundamental rights, including women's autonomy. With my background as a prosecutor, attorney general, senator, and vice president, I've always served the people without partisan bias. As president, I'll prioritize the needs of all Americans and invest in building our country's future.



The Republicans who attack him less strong, with little intensity

Republicans who
know him has +8
with likely

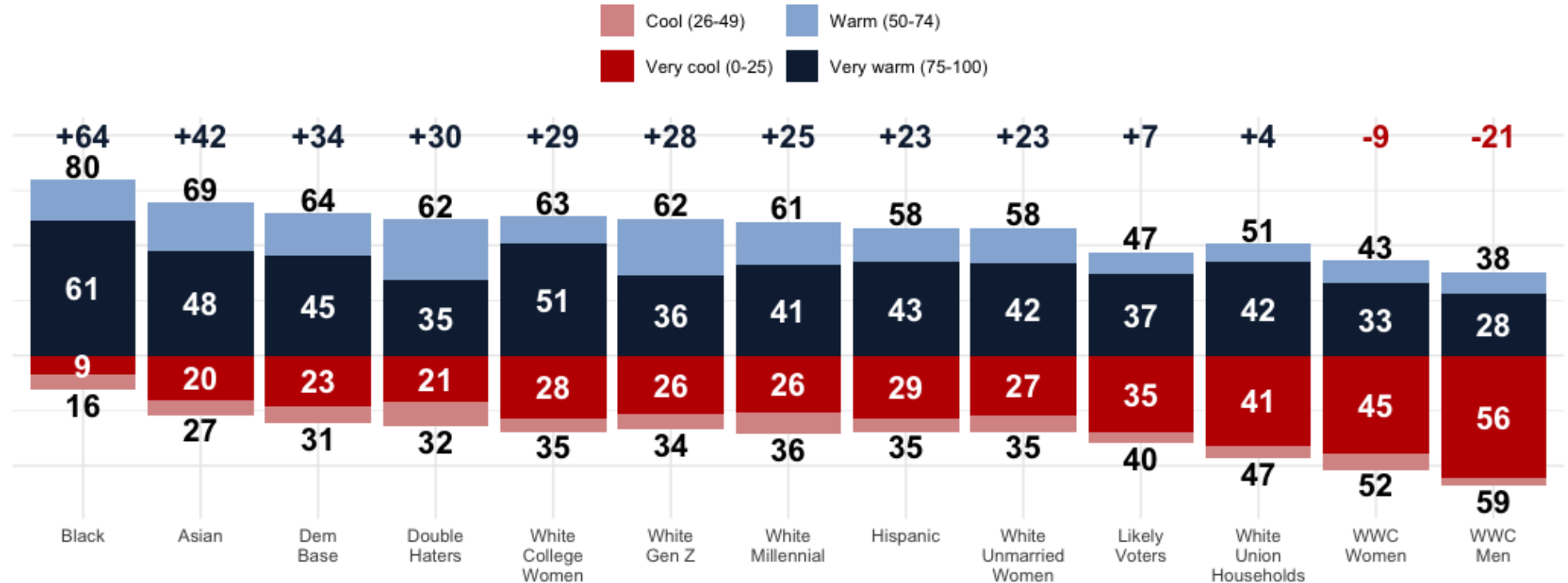


Here is what those who worked for Trump said. Vice President Pence said, "anyone who puts them over the Constitution should never be President of the United States. It should come as no surprise that I will not be endorsing Donald Trump this year. Donald Trump will cause a lot of damage. The only thing he cares about is Donald Trump." His top general said, "We don't take an oath to a king, or a queen. Or a tyrant or a dictator." And we don't take an oath to a wannabe dictator. Donald Trump is a danger to our troops and our Democracy. I will secure our democracy for you.



New Way Forward with freedom and democracy weaker and highest aspirations not as strong

+7 with likely voters

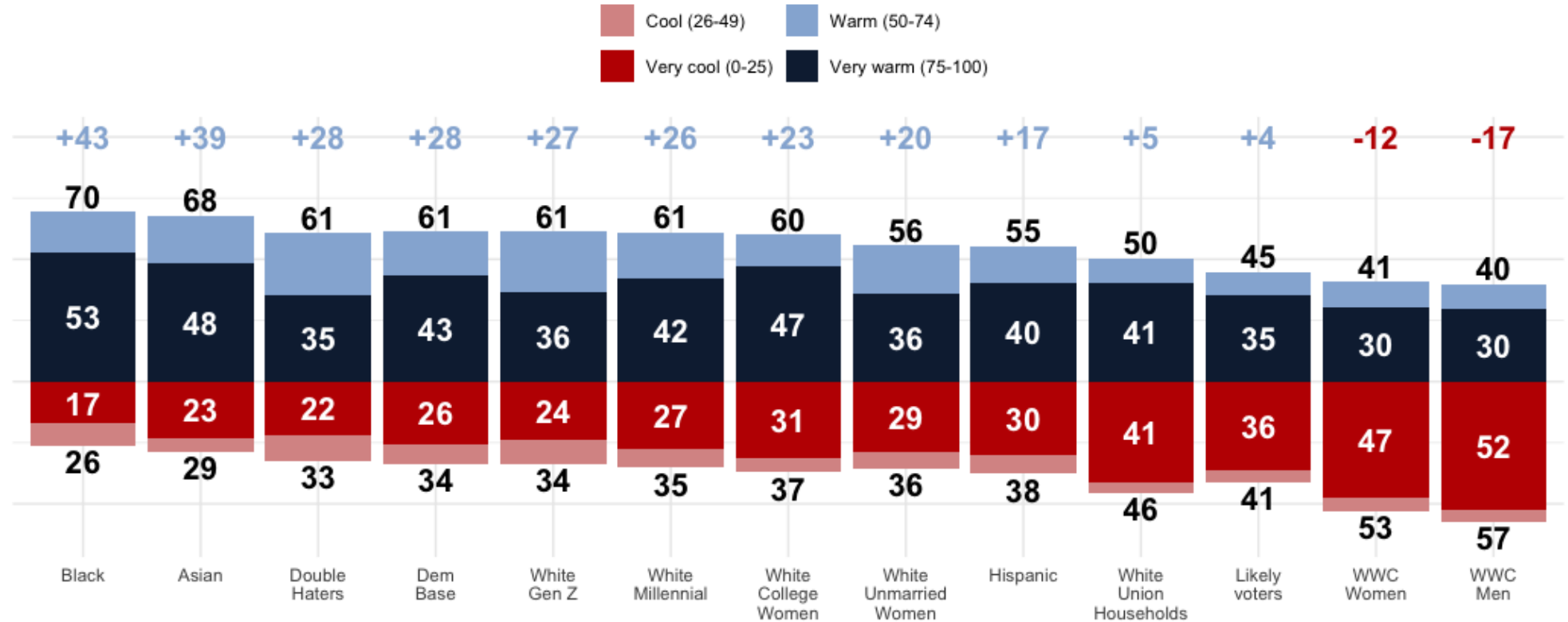


We are fighting for a New Way Forward that protects our fundamental freedoms, strengthens our democracy, and ensures every person has the opportunity to not just get by, but to get ahead. As a prosecutor, Attorney General, Senator, and now Vice President of the United States, I always stood up for the people against predators, scammers, and powerful interests. I promise to be a president for all Americans, a president who unites us around our highest aspirations, and a president who always fights for the American people. From the courthouse to the White House, that has been my life's work.



The ad that said, “We all know prices too high, while corporations gouging & middle class will be the mission” didn’t test that well.

Did voters say, if we knew, why didn't you do something?



We all know costs are too high, but while corporations are gouging families, Trump is focused on giving them tax cuts. She is focused on you. Building up the middle class will be a defining goal of my presidency. She'll make groceries more affordable by cracking down on price gouging, and she'll cut housing costs by taking on corporate speculators. Middle-class families build America, and we need a leader who has their back. I'm Kamala Harris, and I approve this message.

Harris Hispanic messages



Hispanic priority message – 1/2 of Hispanic sample saw either message

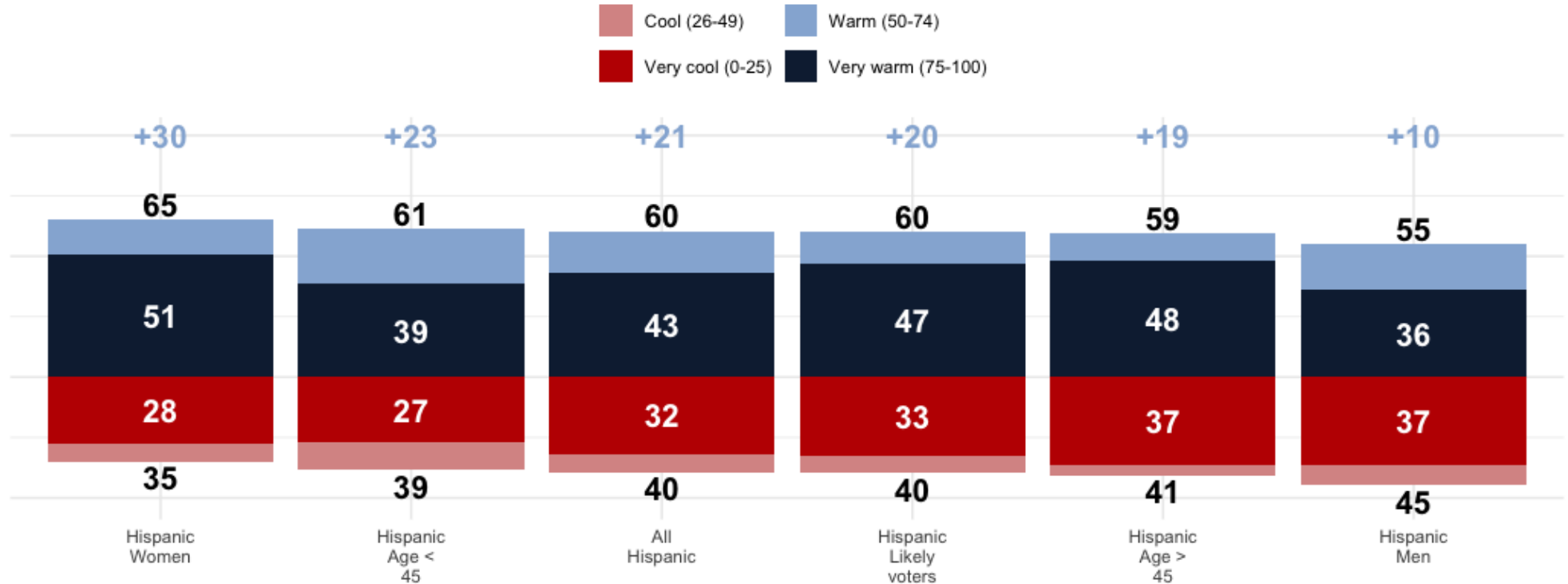
Hispanic respondents were shown a statement from Harris on the importance of the Hispanic community to America

- **(Harris immigration message) (Heard by all)** When you're raised by an immigrant mother, you learn what is possible with determination. And determination is how Kamala Harris went from working at McDonald's to prosecutor, State Attorney General, U.S. Senator, and our Vice President in only one generation. In that same determination she always defended us. As a state prosecutor, she protected us from violent criminals. As our president, determination is how she'll stop the corporations who gouge our families on rent and groceries. And she won't stop fighting until we win. Because she knows with determination, when we fight, we win.
- **(Priority message) (Heard by half)** Hispanics hard work and personal responsibility played such a big role in building our nation. Your hard work built our industries that made America great. Too many leaders have taken your support for granted. Not me. Your support was so important to me in California and your issues were number one. I want you to know that I will work hard to win your votes and need your votes to win.



Immigrant mother very strong, with net +20 in warmth

Younger Hispanic voters and women Hispanic voters respond particularly strongly to this message

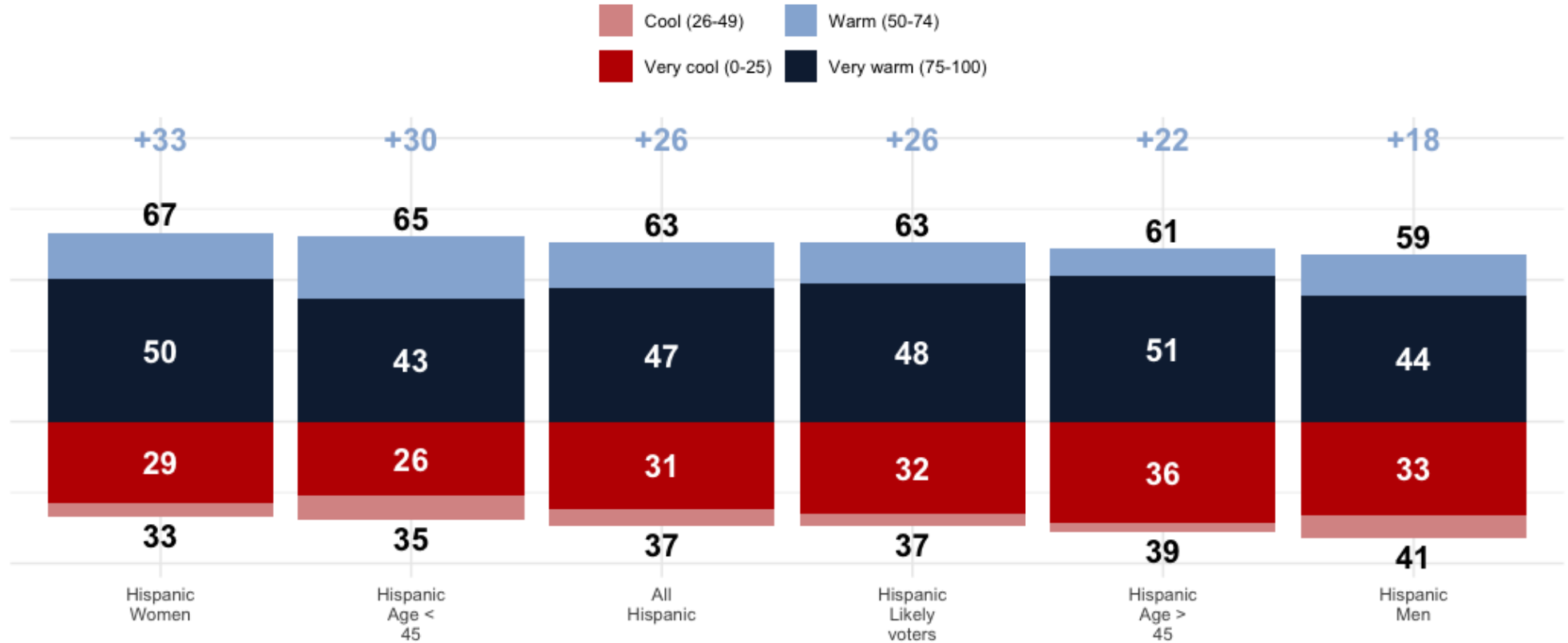


When you're raised by an immigrant mother, you learn what is possible with determination. And determination is how Kamala Harris went from working at McDonald's to prosecutor, State Attorney General, U.S. Senator, and our Vice President in only one generation. In that same determination she always defended us. As a state prosecutor, she protected us from violent criminals. As our president, determination is how she'll stop the corporations who gouge our families on rent and groceries. And she won't stop fighting until we win. Because she knows with determination, when we fight, we win.



The priority message has +26-point margin in net favorability

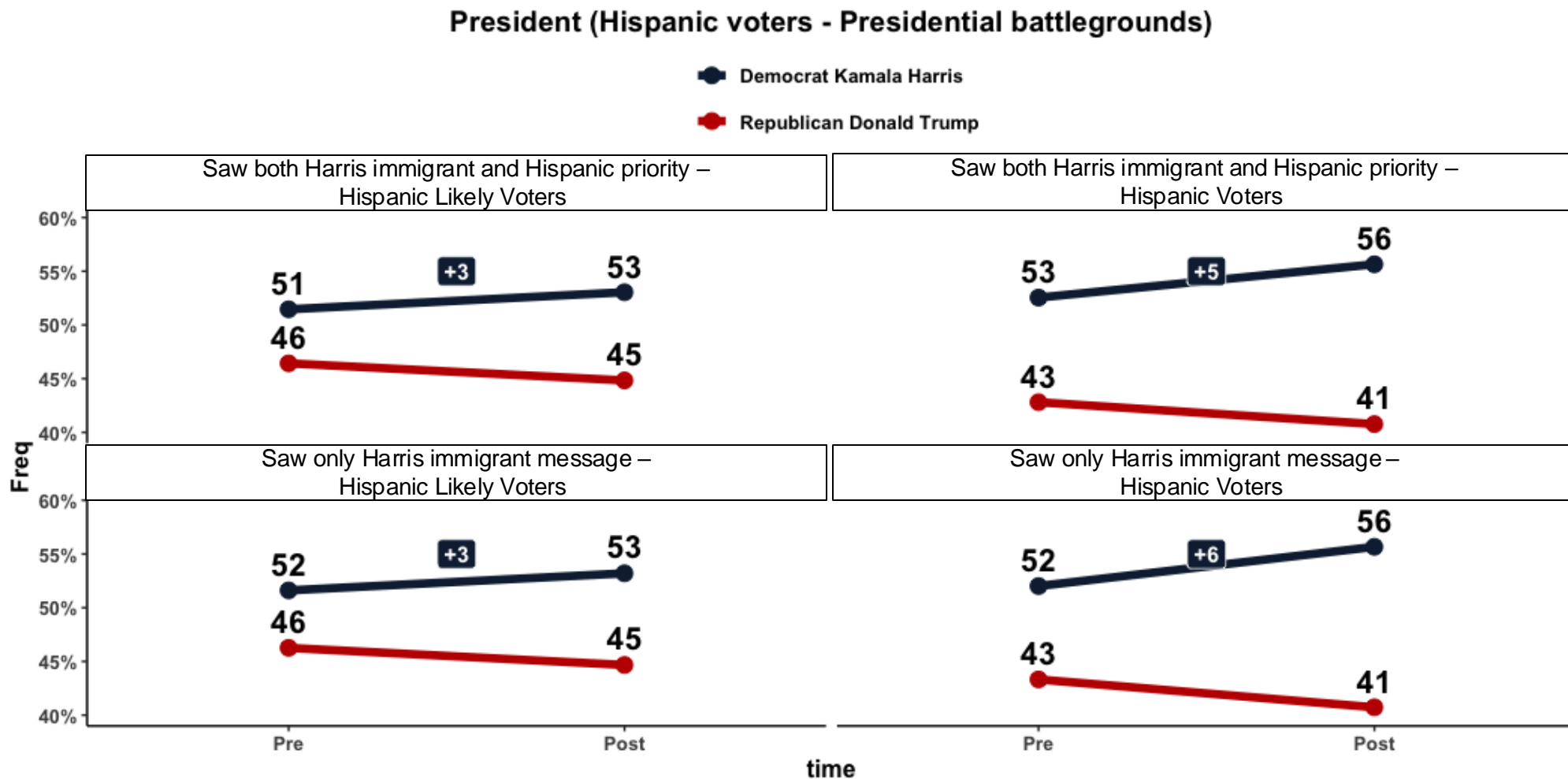
This messaging
outperformed
Harris vote
standing



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The Hispanic immigrant mother and priority message raises margin from 10 to 15 for those who heard them





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