



Winning a Cost of living+ Election

Results of new national poll

September 9-15, 2022

CAMPAIGNS | CORPORATIONS | ADVOCACY | WORLDWIDE

The national web survey described

METHODOLOGY

Democracy Corps conducted a national web survey among 2,770 registered voters from Sept. 9-15, 2022. The data include a base sample of 1,270 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 2,770 registered voters (1,270 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 2,770 Registered Voters (1,000 Weighted) includes:

- 839 Registered Voters in Battleground States/CDs (326 Weighted)
- 977 White Voters (720 Weighted)
- 632 Black/African-American Voters (120 Weighted)
- 604 Hispanic/Latino Voters (100 Weighted)
- 530 Asian American (AAPI) Voters (58 Weighted)



Key Findings - 1

- Democrats have moved into a small 3-point lead in the generic ballot because their partisans are now equally engaged with Republicans and slightly more consolidated, as GOP fractures grow.
- But this is a volatile moment where two-thirds believe the country is on the wrong track, inflation puts cost of living to the top of issues to be addressed, crime and border issues could explode, and President Biden's 55-percent disapproval still creates a strong headwind for Democrats, despite recent gains.
- The good news is that the January 6th Committee, the abortion Supreme Court decision, Trump's intimidating reemergence and lawlessness, and the Democrats passing major legislation changed that. Since the July poll, Democrats have made major gains versus Republicans on which party is better on extremism, putting country over party, getting things done, the economy, and most important, helping with the cost of living. And while Democrats still trail Republicans by 8 points on the economy, they are now tied on the top problem, cost of living.
- Democrats only hold their vote in this poll when they embrace helping working people with the cost of living as their first priority. But it is not the only voting issue. They make further gains when they address abortion, assault weapons, and the Child Tax Credit as well.
- With two-thirds believing country on the wrong track and a big majority disapproving Biden, it is easy for Democrats to get it wrong. Engaging on the crime issue, for example, hurts Democrats. We get a reduced vote margin after we join the debate on funding and defunding the police. The biggest fear with Democratic control of government is Democratic cities facing rising homelessness, crime and attacks on police. So, this is not the time to elevate the crime issue.



Key Findings - 2

- And if you follow the lead of many national Democrats who are talking up the economy and good jobs and avoiding the cost of living, you get the worst possible outcome. We tested that message with half the respondents. They heard the Democrats talking about delivering for people on many issues and warning of MAGA Republican extremism that threatens your constitutional rights. After hearing that, the Democrats no longer led in the generic ballot.
- But fortunately, actual Senate and House campaigns are not delivering that message. NBC tests the message that Democrats are actually saying, and it starts with their advocacy for working people on the cost of living, “we need to keep delivering for working Americans by lowering costs, including health care and prescription drugs, and ensuring corporations pay their fair share.” That message gives the Democrats a 7-point headwind over the message being delivered by the Republicans.
- So, Democrats hold or get to a 5-point lead when they contest the cost of living. You begin with what is happening with working people who are living paycheck to paycheck. You champion them against big corporations with huge profits that are driving up prices. Democrats did real things to help. Remind them. You cut taxes for the poor, working and middle class families, lowered health care, drug and energy costs. And contrast that with the Republicans who are protecting the big corporations and billionaires against paying higher taxes, on price gouging, and giving unlimited money to politicians.
- Our weapons are the things Democrats got done. Top of the list across the base are reducing health care costs. For millennials and unmarried women, it is also cutting their taxes - all central to the cost of living equation. For under 50 white working class voters, the Child Tax Credit is as at very top — key to their family finances. Republicans taking it away makes it the top attack for those voters. Hispanics, Gen Z, and millennials also cheer Democrats protecting abortion rights.
- Stop thinking of these policy advances as things that expired and put them into an election choice where Democrats will bring them with our 52-seat Senate majority and Republican control mean they are dead.



Key Findings - 3

- Democrats can push up the margin with direct attacks on Republicans and bringing them into the choice in this election. If Republicans get control, our base of voters and target women voters are worried they will ban abortions nationally. The white working class voters under 50 fear the loss of the Child Tax Credit. Democratic partisans also worry now about emboldened white nationalists and threats to democratic elections, as do Cheney conservatives. And the survey shows more of them can defect to the Democrats.

(DEMS FOR WORKING PEOPLE; GOP DOES BIG CORP BIDDING) 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 and billionaires and their lobbyists are calling the shots. Democrats gave tax relief to the poor, working families, and the middle class, and reduced health care, prescription drug, and energy costs. With inflation killing people, they are going after the price gouging. Republicans get their money from big oil and drug companies, and they oppose tax relief for working people and raising taxes on billionaires. Democrats believe your hard work should be rewarded, and we will grow the middle class again.

- We will test shorter forms of this message, but as a start, we recommend our adaptation of the NBC poll conducted by Hart Research: “Democrats are helping hard working Americans by lowering costs, including health care and prescription drugs, and ensuring big corporations pay tax.”
- We should evolve the MAGA message: “Republicans are extremists who are all in for billionaires, threaten future elections, won't raise assault weapons age to 21, and will make abortion illegal nationally.”
- And speak directly to Hispanic and Asian American voters: you “played such a big role in building our economy, our industries and state and not enough leaders have acknowledged it.” (Thank you, Mr. Odio.)



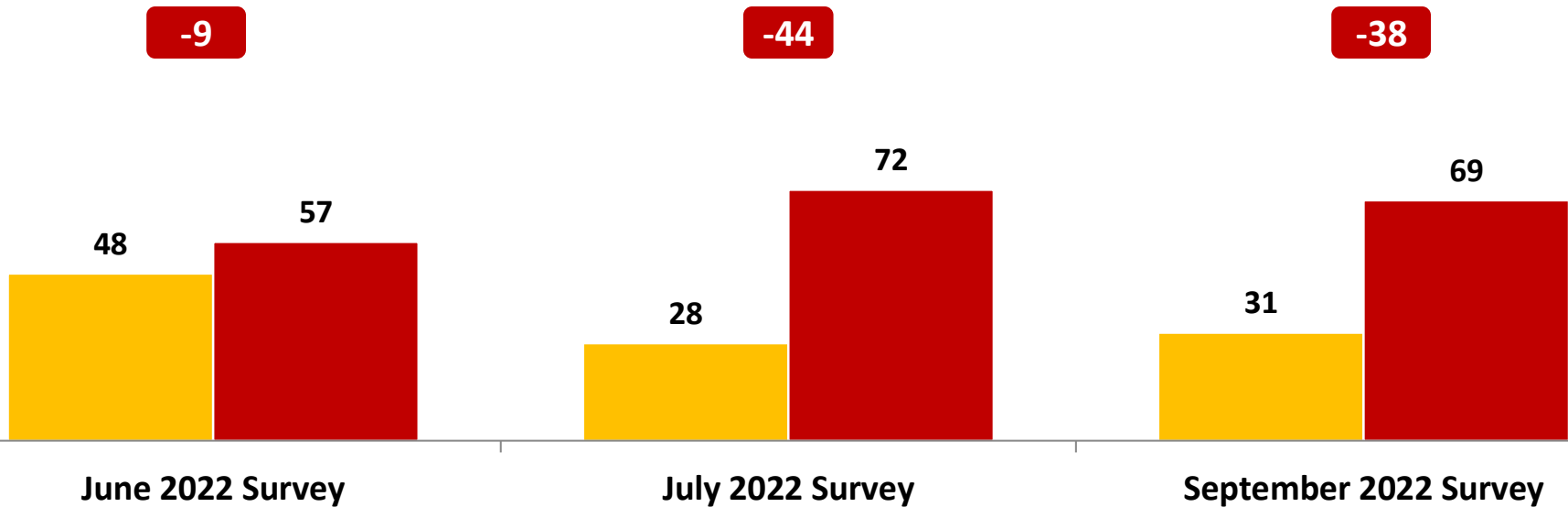
Two thirds of country still think headed on wrong track

Generally speaking, do you think that things in this country are going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?

DIRECTION OF COUNTRY

■ Right direction

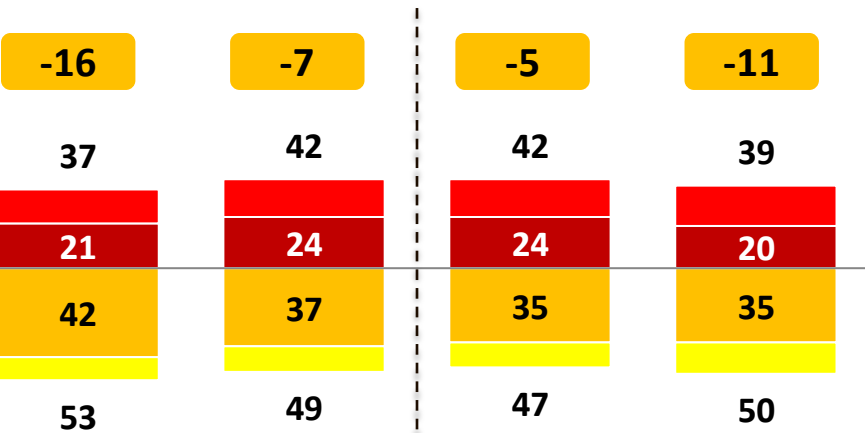
■ Wrong track



Democrats in Congress and Biden gained in favorability, but image advantage over GOP small, & intense majority still disapproves of Biden who trails Trump

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

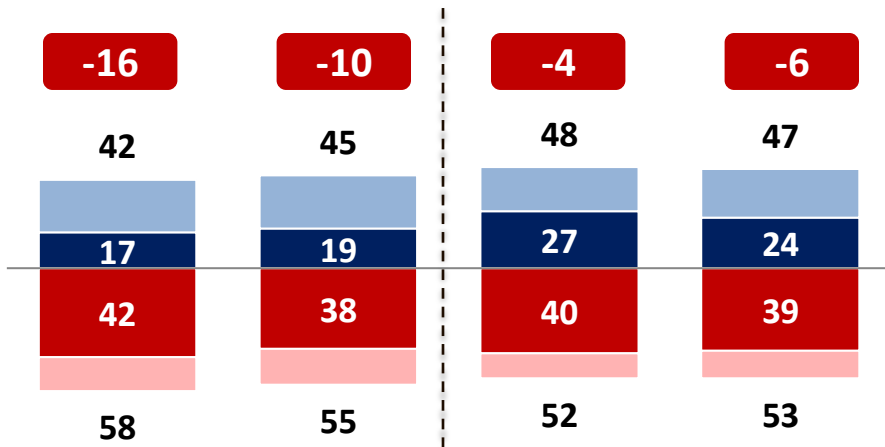
■ Somewhat Cool (26-59) ■ Very Cool (0-24)
■ Somewhat Warm (51-74)
 Total Warm



Democrats in Congress Republicans in Congress

Do you approve or disapprove of the way Joe Biden is handling his job as President? / Do you approve or disapprove of Donald Trump?

■ Strongly Approve ■ Somewhat Approve
■ Strongly Disapprove ■ Somewhat Disapprove



Joe Biden Donald Trump



Despite that, Democrats have edged into the lead in a volatile country

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

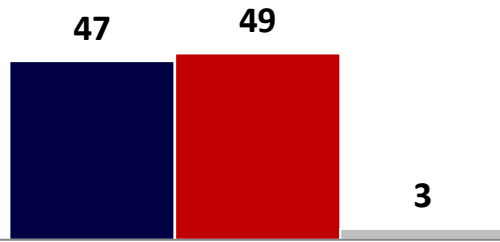
2022 CONGRESSIONAL VOTE

■ Democratic candidate ■ Republican candidate ■ 3rd party/Other

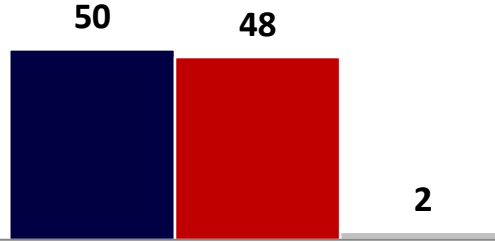
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+2

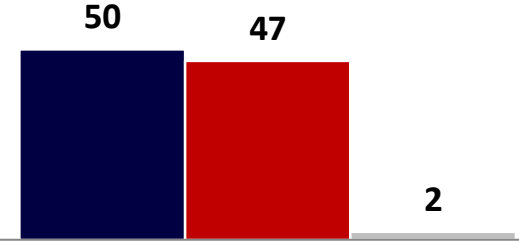
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June 2022 Survey



July 2022 Survey



September 2022 Survey

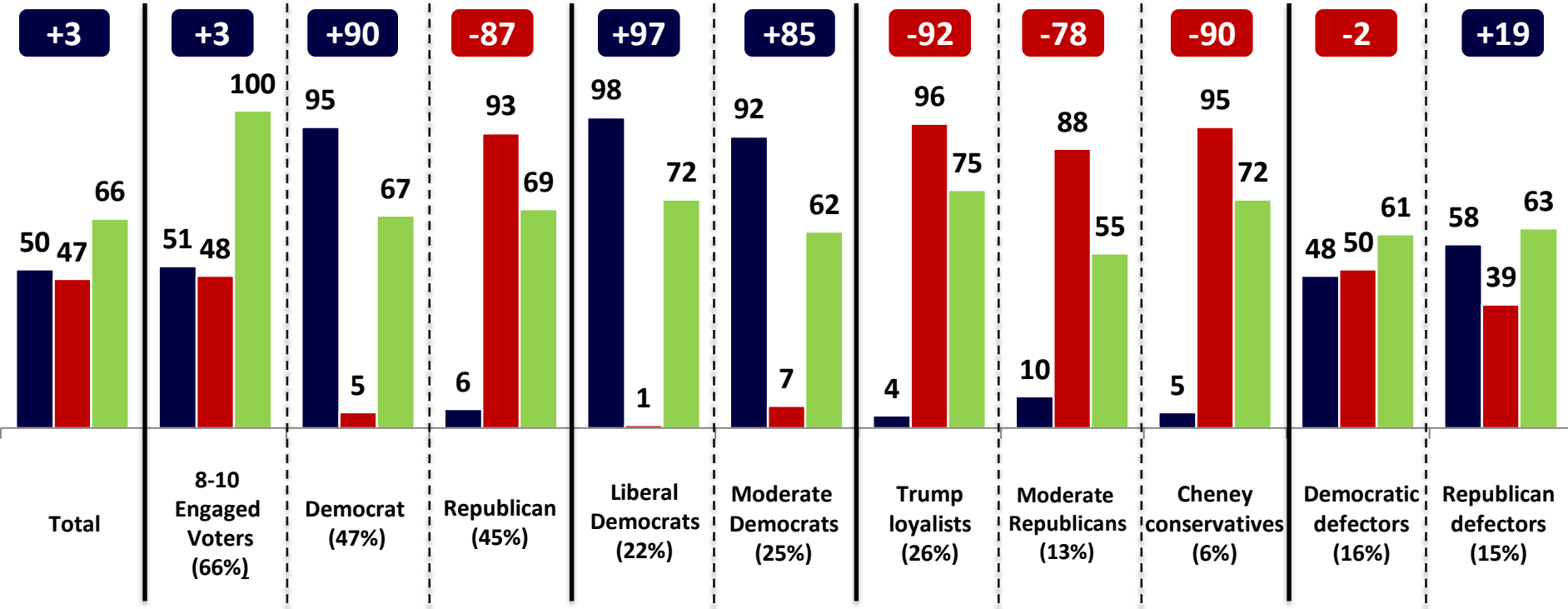


Democrats edged ahead because more consolidated than GOP & now equally engaged, with the Republican fractures growing

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

2022 CONGRESSIONAL VOTE

■ Democratic candidate ■ Republican candidate ■ % 8-10 Interest in election

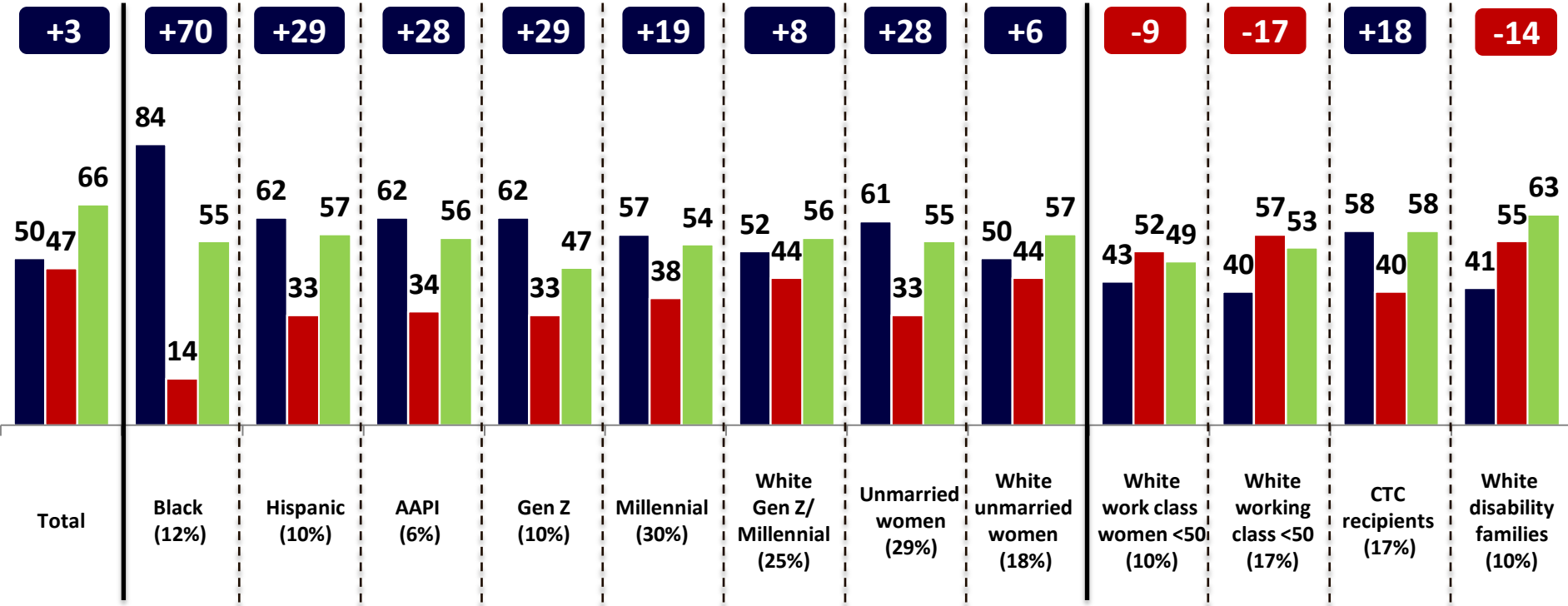


Democrats running relatively well with diverse base, Gen Z and millennials, but they are not driving the high turnout, & need to run much better with white unmarried women

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

2022 CONGRESSIONAL VOTE

■ Democratic candidate ■ Republican candidate ■ % 8-10 Interest in election

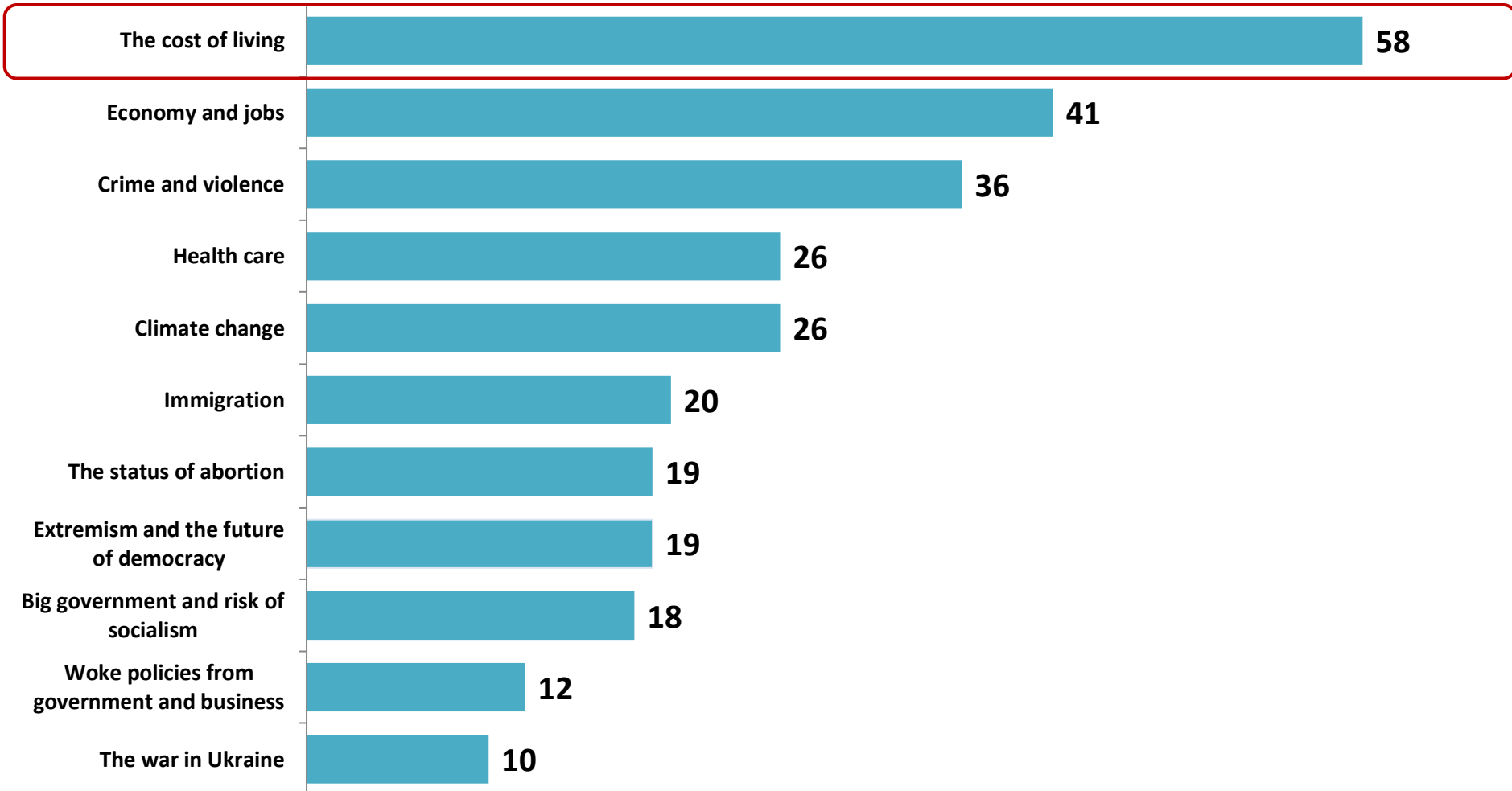


Historic inflation means cost of living⁺



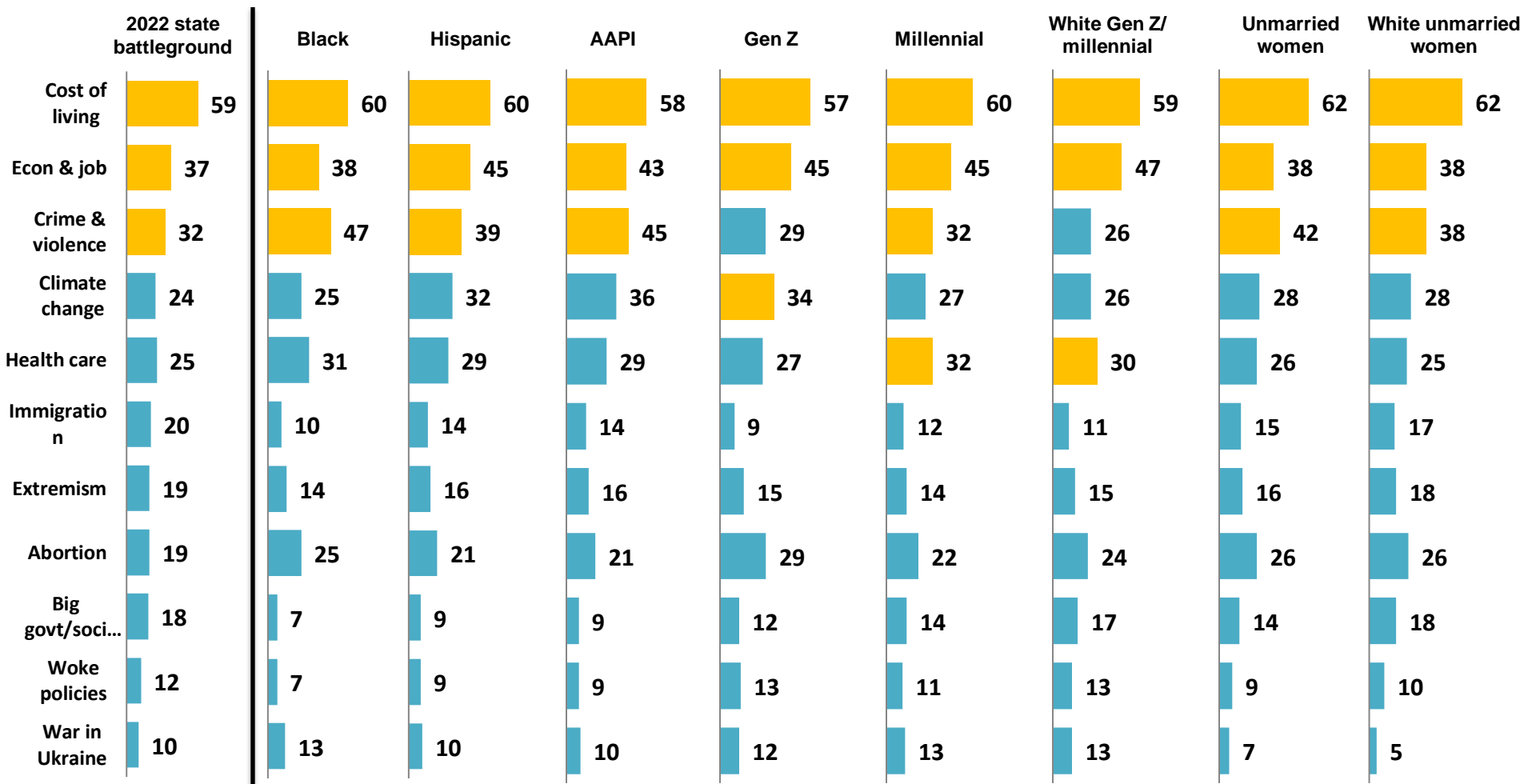
Cost of living election during historic inflation leads other motivating issues


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



For our base, the cost of living is a consuming priority. Democrats must address it first to stay ahead

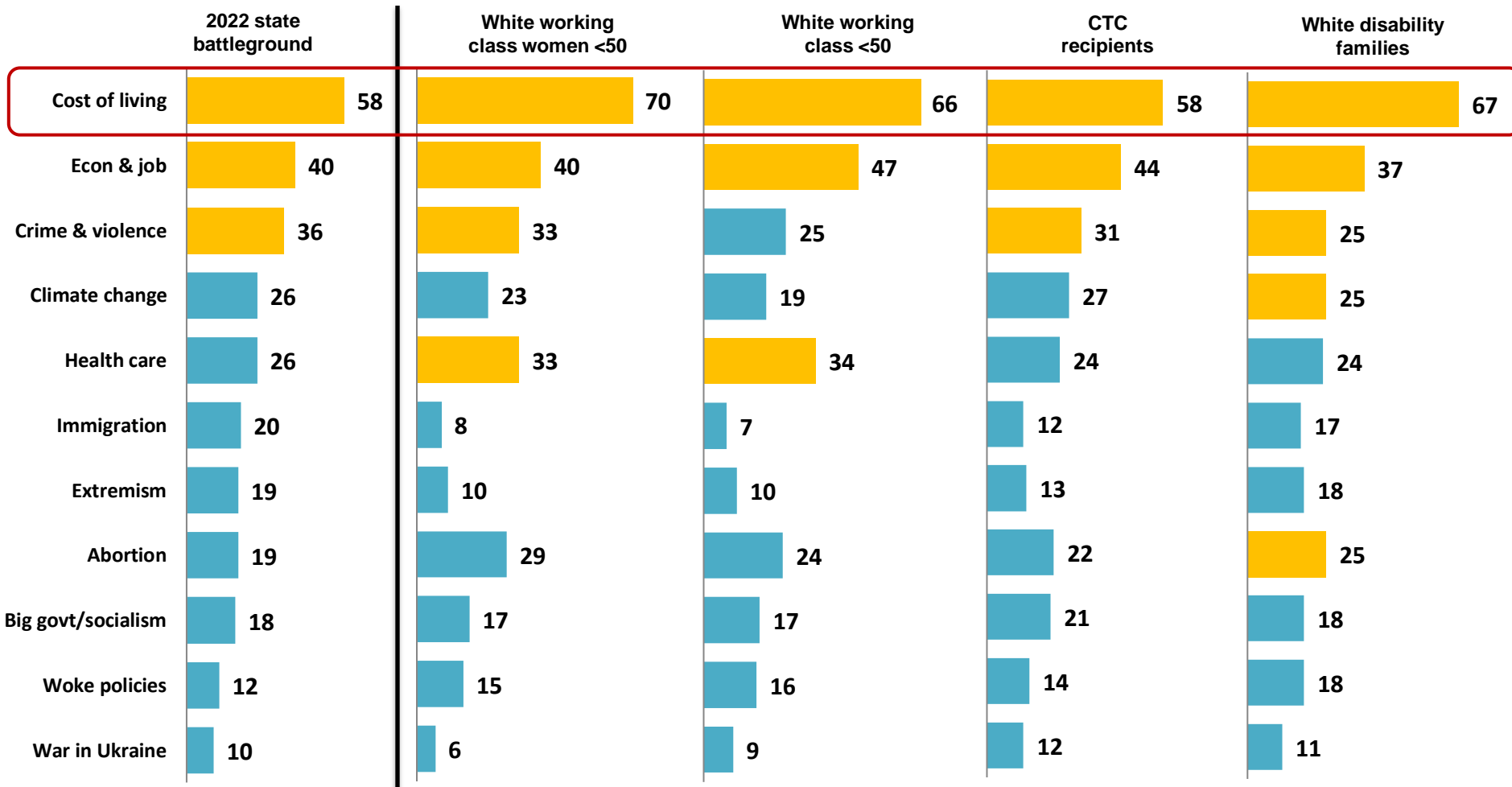
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 indicates the top three issue for each demographic

The same is even more true for white under 50 working class, Child Tax Credit recipients, and white disability families

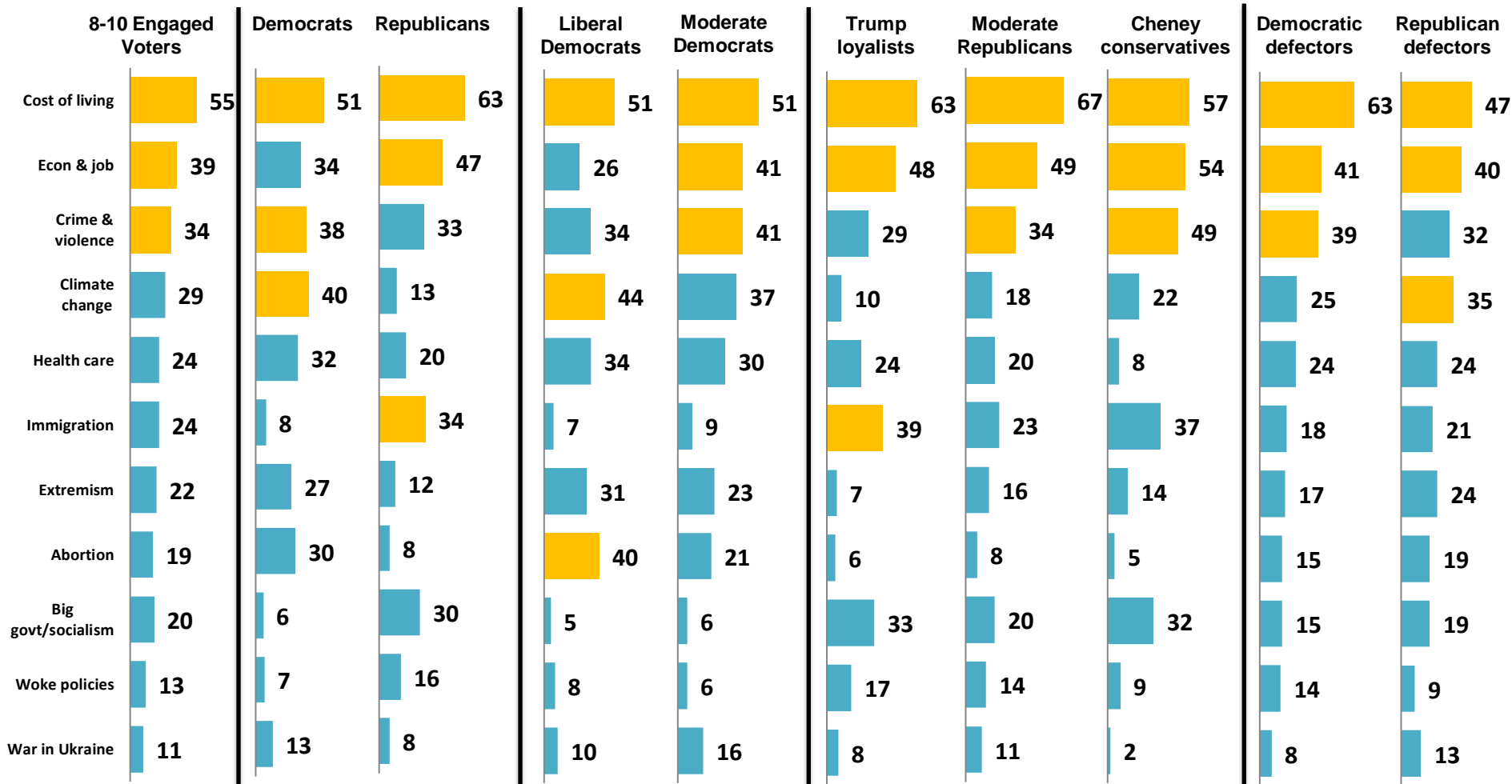
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Cost of living very top issue. Democrats & GOP defectors bring in climate change and crime; liberal Dems, abortion, and Trump loyalists, immigration.

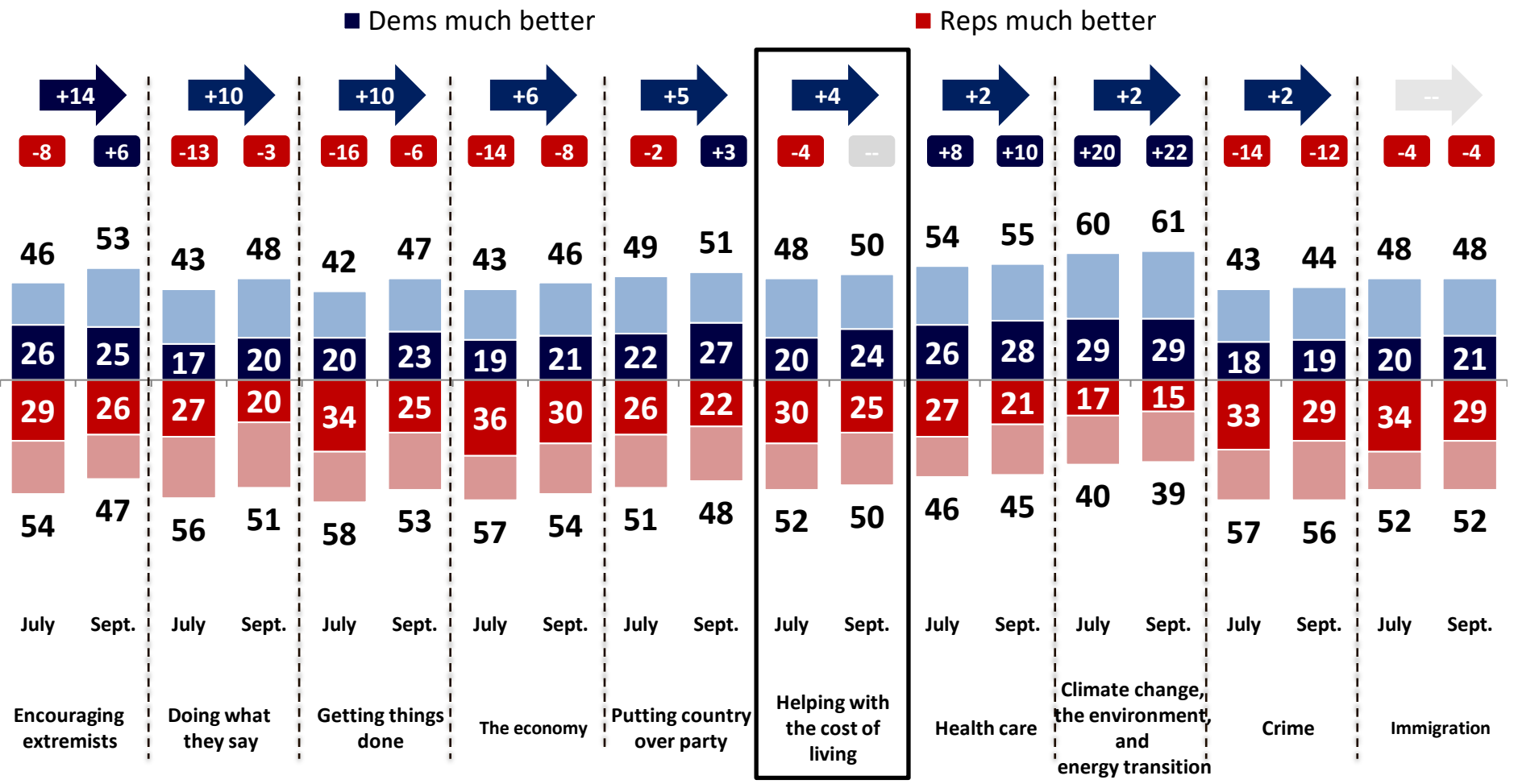
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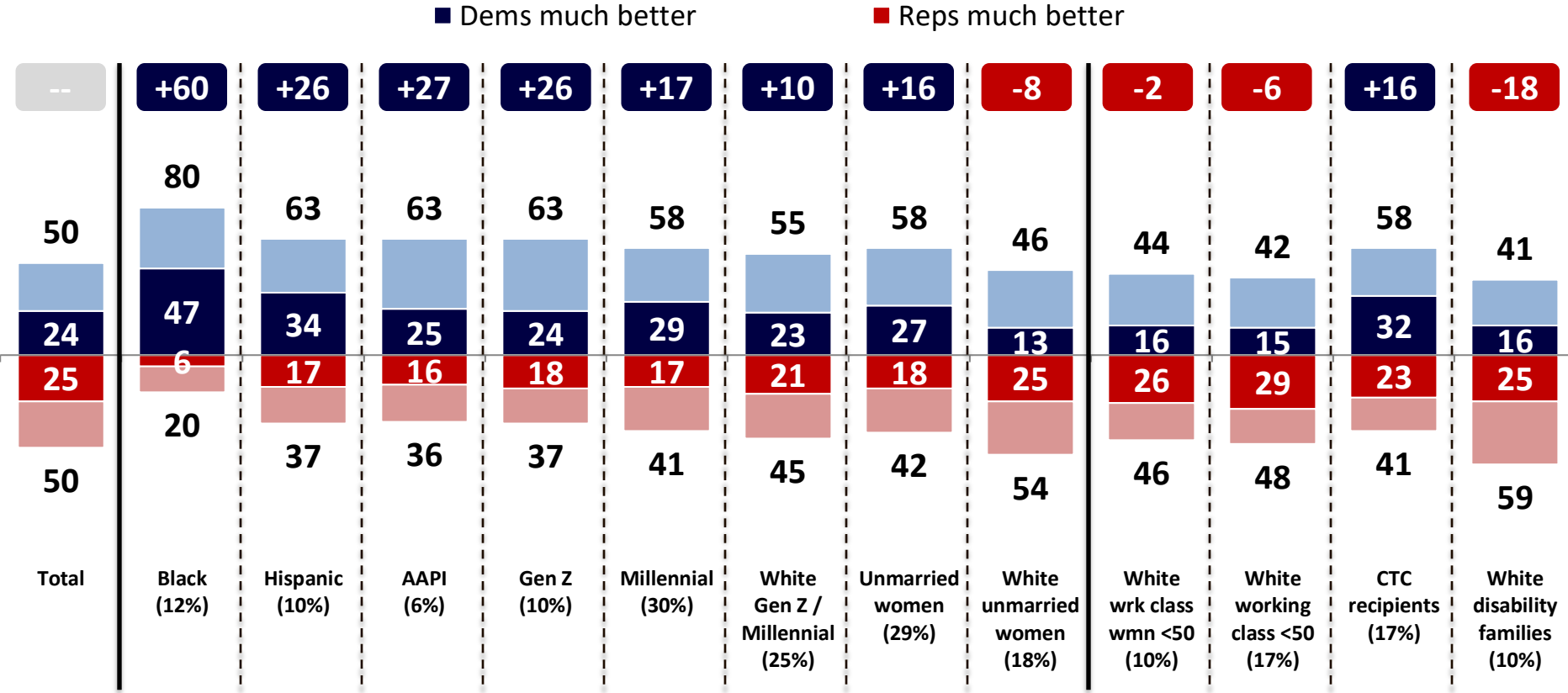
Dems made impressive gains since July on extremism, doing things, economy & cost of living, yet still trail badly on economy while tied on biggest problem

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



Our base, Gen Z & working class targets are giving Democrats good marks on cost of living, so need to educate unmarried women make central to vote choice

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



Helping with the cost of living



**But national Democratic message
costs them the election**



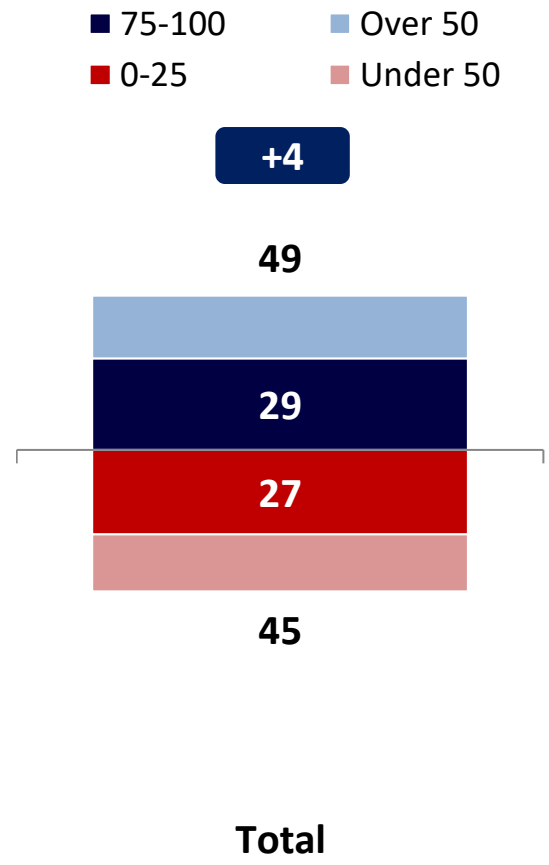
Message that Democrats delivered and MAGA extreme barely matches vote

(SPLIT F – ½ 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.

(DEMS DELIVERED; MAGA EXTREME) Democrats have brought home climate change legislation, reducing emissions by 40 percent in just the next eight years. If you're a senior on Medicare you're going to have a cap of now \$2,000 in your out-of-pocket prescription drug costs. And lower prescription drug costs, finally, because we're taking on the big drug companies. It means better health care for veterans. It means new roads, new bridges. It means we have moved an agenda to build a better future.

MAGA Republicans want to rip away 50 years of reproductive freedom, screw around with veterans' health care, and stood in the doorway when we lowered prescription drug costs. We're talking about the future.

Democrats are occupying the center of American politics while the Republican candidates have never been more extreme.

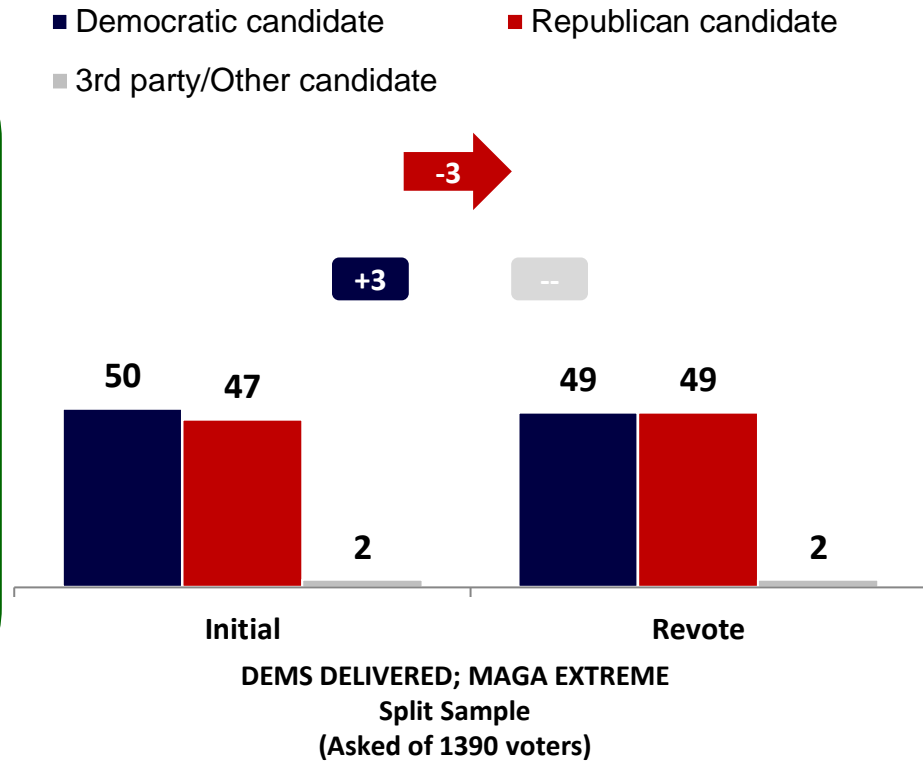


Half the sample heard this Democratic message, and at the end, the vote for Congress was tied. It does not start with the cost of living, problem 1.

(SPLIT F-1/2 SAMPLE) Thinking about the election for Congress in your district in November 2022, will you vote for -- the Democratic candidate or the Republican candidate?

2022 CONGRESSIONAL VOTE

(DEMS DELIVERED; MAGA EXTREME) Democrats have brought home climate change legislation, reducing emissions by 40 percent in just the next eight years. If you're a senior on Medicare you're going to have a cap of now \$2,000 in your out-of-pocket prescription drug costs. And lower prescription drug costs, finally, because we're taking on the big drug companies. It means better health care for veterans. It means new roads, new bridges. It means we have moved an agenda to build a better future. MAGA Republicans want to rip away 50 years of reproductive freedom, screw around with veterans' health care, and stood in the doorway when we lowered prescription drug costs. We're talking about the future. Democrats are occupying the center of American politics while the Republican candidates have never been more extreme.



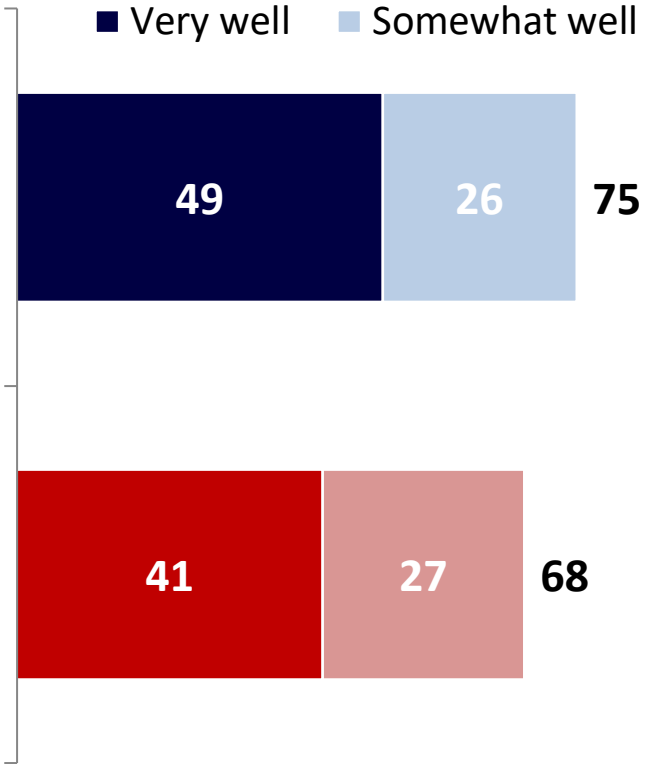
But NBC News tested what candidates actually saying. It starts with helping “working Americans by lowering costs” – and it gives a 8-point edge

I will read you two statements. For each one, please tell me if this describes what you think very well, somewhat well, not too well, or not well at all...

Describes what thinks very well

Candidate Jones who says we need to keep getting things done for working Americans by lowering costs, including health care and prescription drugs, and ensuring corporations pay their fair share. We need to stand up for our democracy and freedoms, rejecting dangerous election lies, opposing attempts to ban abortion, and making sure we have the right to make our own health care decisions.

Candidate Smith who says record high gas prices and grocery prices are hurting middle-class and working Americans. There has been a surge in violent crime and millions of migrants have come across the border illegally. Our kids’ tests scores are the lowest they have been in 50 years because of COVID lockdown policies. We need a change.



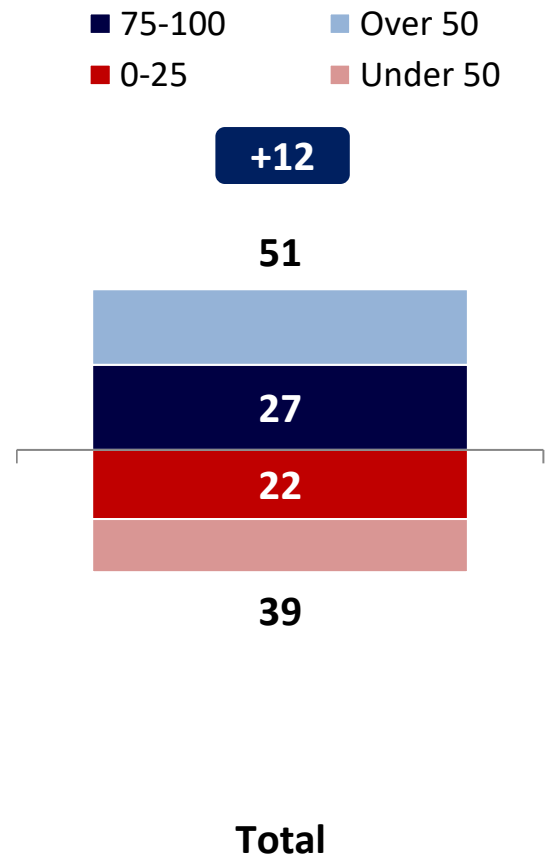
**But Democrats gain when contest
cost of living**



Hitting big corps & GOP for high prices, while workers struggle: 12-point edge

(SPLIT E – ½ 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.

(BIG CORPORATION PRICES) 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 the CEOs are now paying a lower tax rate than working people. Republican leaders in the Congress won't stop price gouging and letting working people pay higher taxes. Democrats say enough. They are cutting taxes for working people and raising them on big corporations and billionaires. And they are fighting against unlimited secret campaign funds.

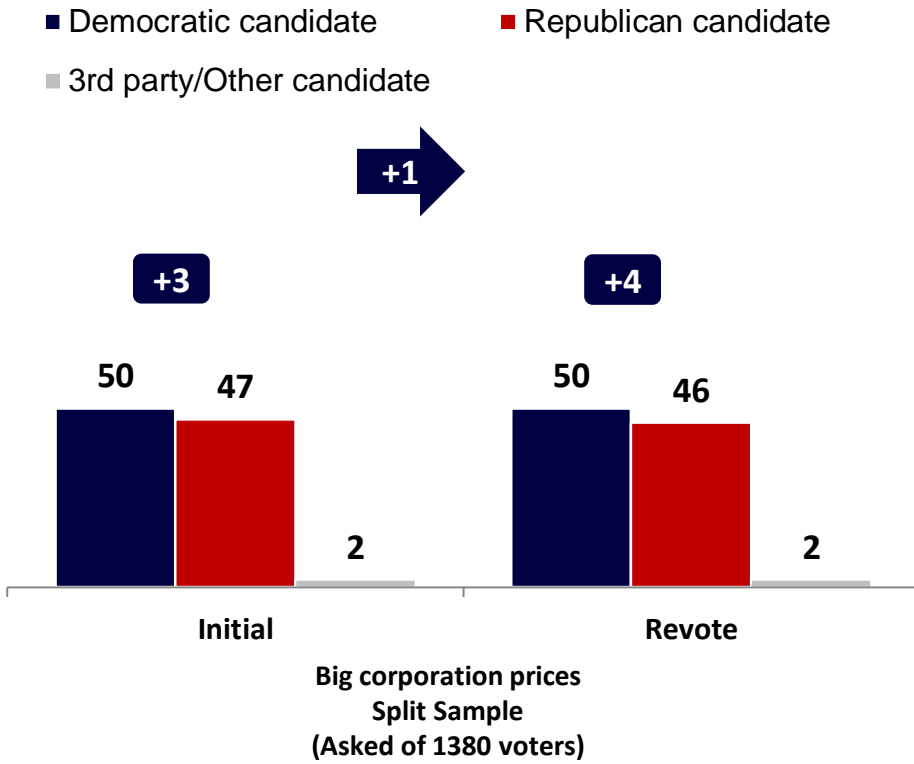


In half who heard big corps driving up prices, and the GOP is protecting them against higher taxes & funding limits pushes Dem lead to 4 points

(SPLIT E-1/2 SAMPLE) Thinking about the election for Congress in your district in November 2022, will you vote for -- the Democratic candidate or the Republican candidate?

2022 CONGRESSIONAL VOTE

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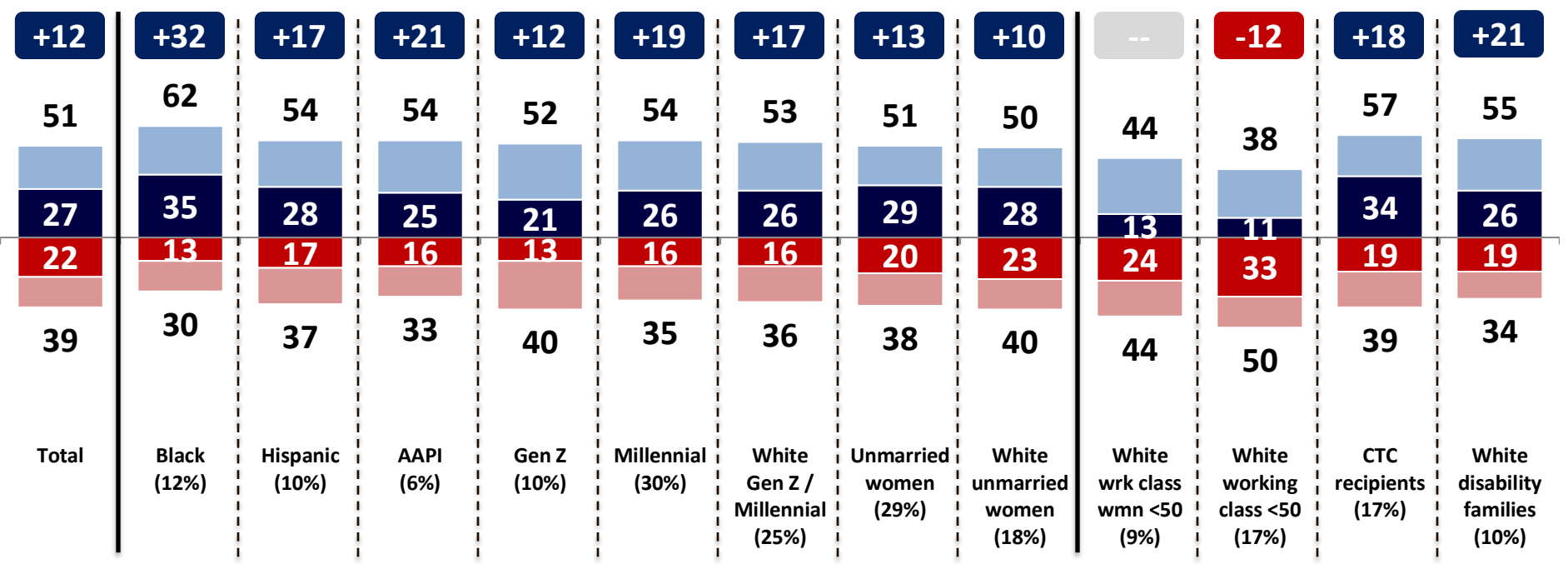


Hitting big corporations and Republicans for big prices and taxes wins big portion of under 50 white working class, CTC and white disability families

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Big corporation prices

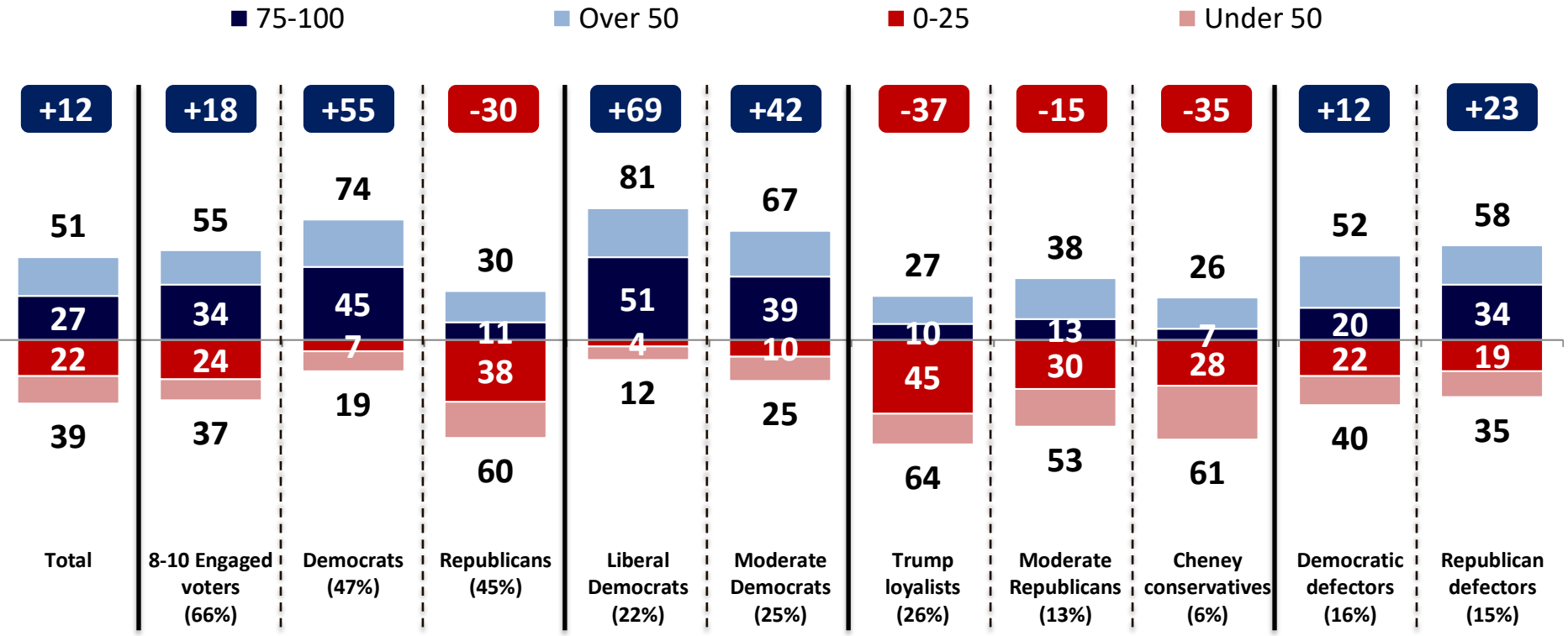
■ 75-100 ■ Over 50 ■ 0-25 ■ Under 50



Hitting GOP for backing big corporation pricing and on taxes, erodes all Republicans

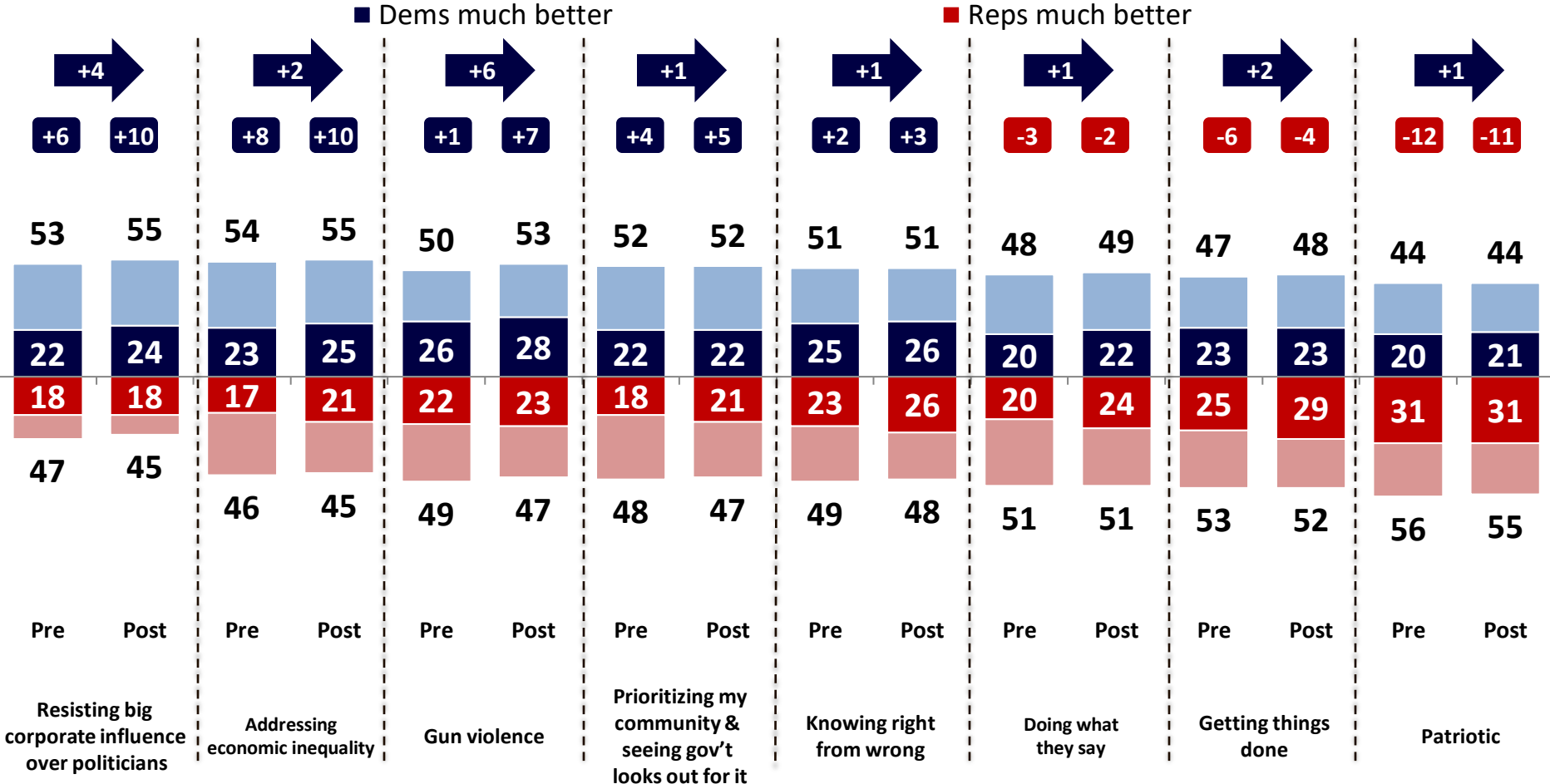
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Big corporation prices



At end of survey, Democrats make biggest gain and biggest majority on which party would do better – on resisting corporate influence over politicians

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

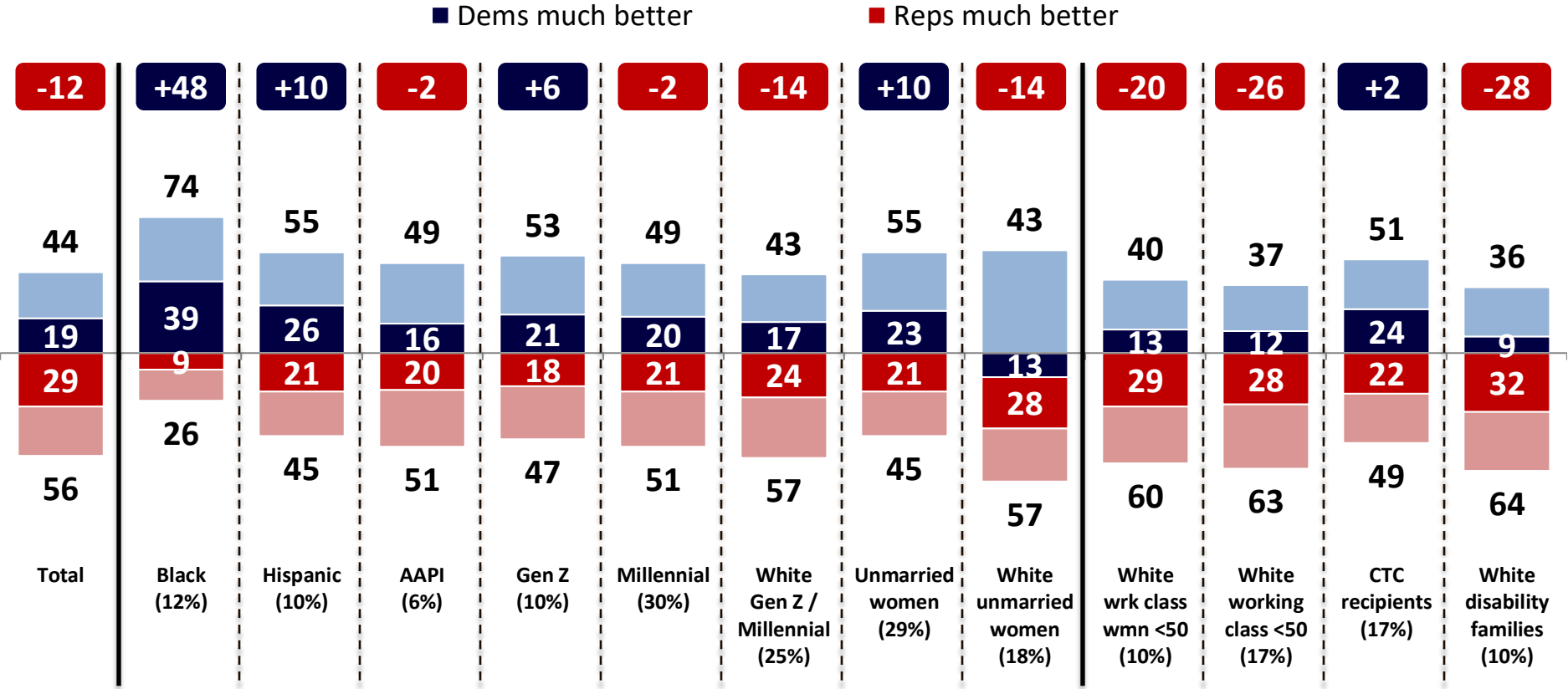


Crime: don't touch hot stove



Democrats face daunting problems on crime, particularly with Hispanics, Asians, Gen Z, millennials, 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.



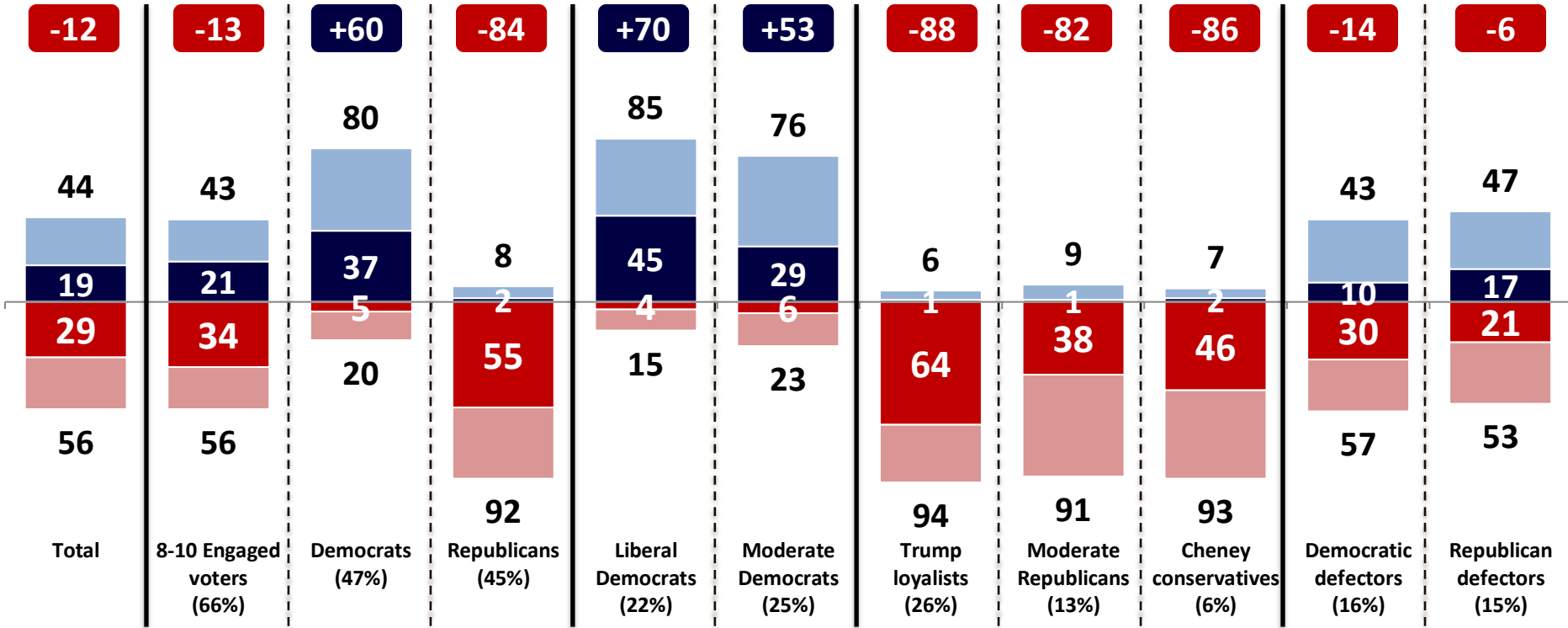
Crime



On crime, one-fifth of Democrats prefer the GOP

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 better ■ Reps much better

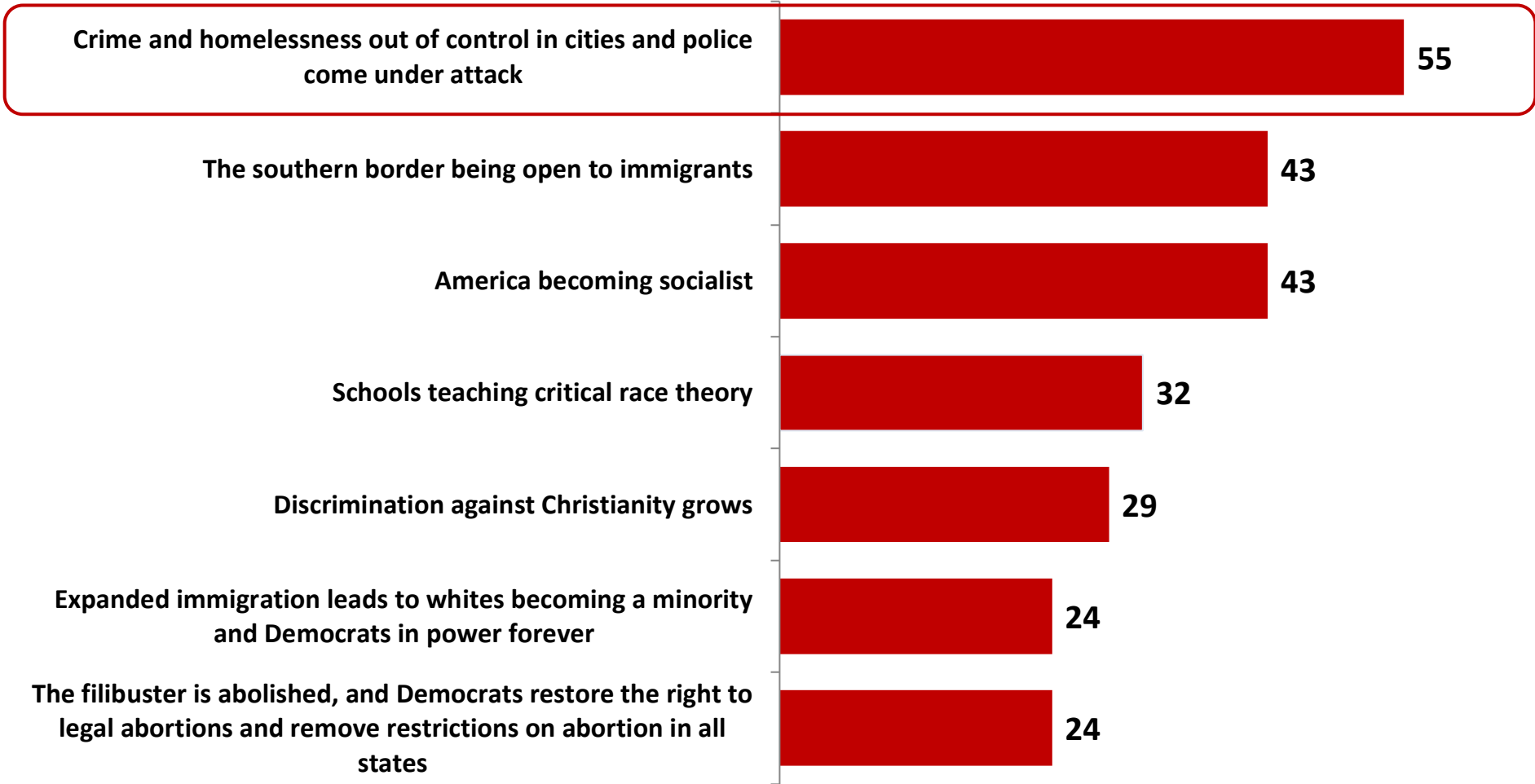


Crime



Greatest fear with Democratic control is loss of control on crime and homelessness

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



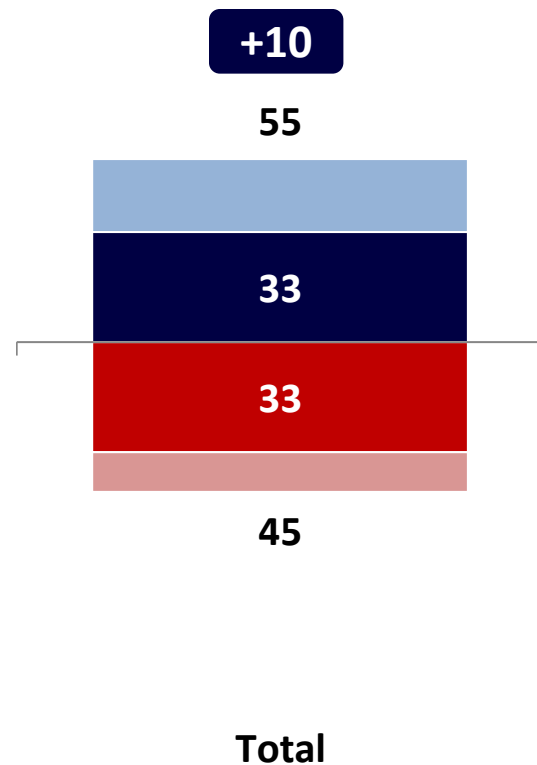
The police-centered Democratic message – fund, not defund – does well against GOP attack, but it elevates the crime issue

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 the rise in 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. 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/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.

■ Much More ■ Somewhat More
 ■ Much More ■ Somewhat More



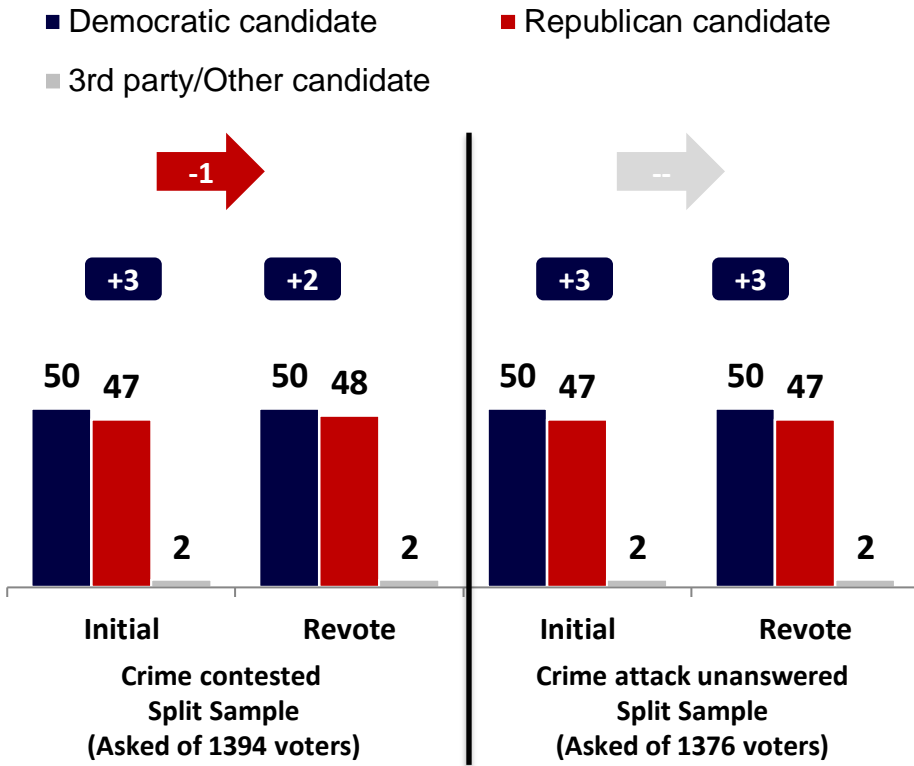
Republicans gained a point among half the respondents who heard Democrats contesting crime; not contesting attack left vote unchanged

(SPLIT C AND D-1/2 SAMPLE EACH SPLIT) Thinking about the election for Congress in your district in November 2022, will you vote for -- the Democratic candidate or the Republican candidate?

2022 CONGRESSIONAL VOTE

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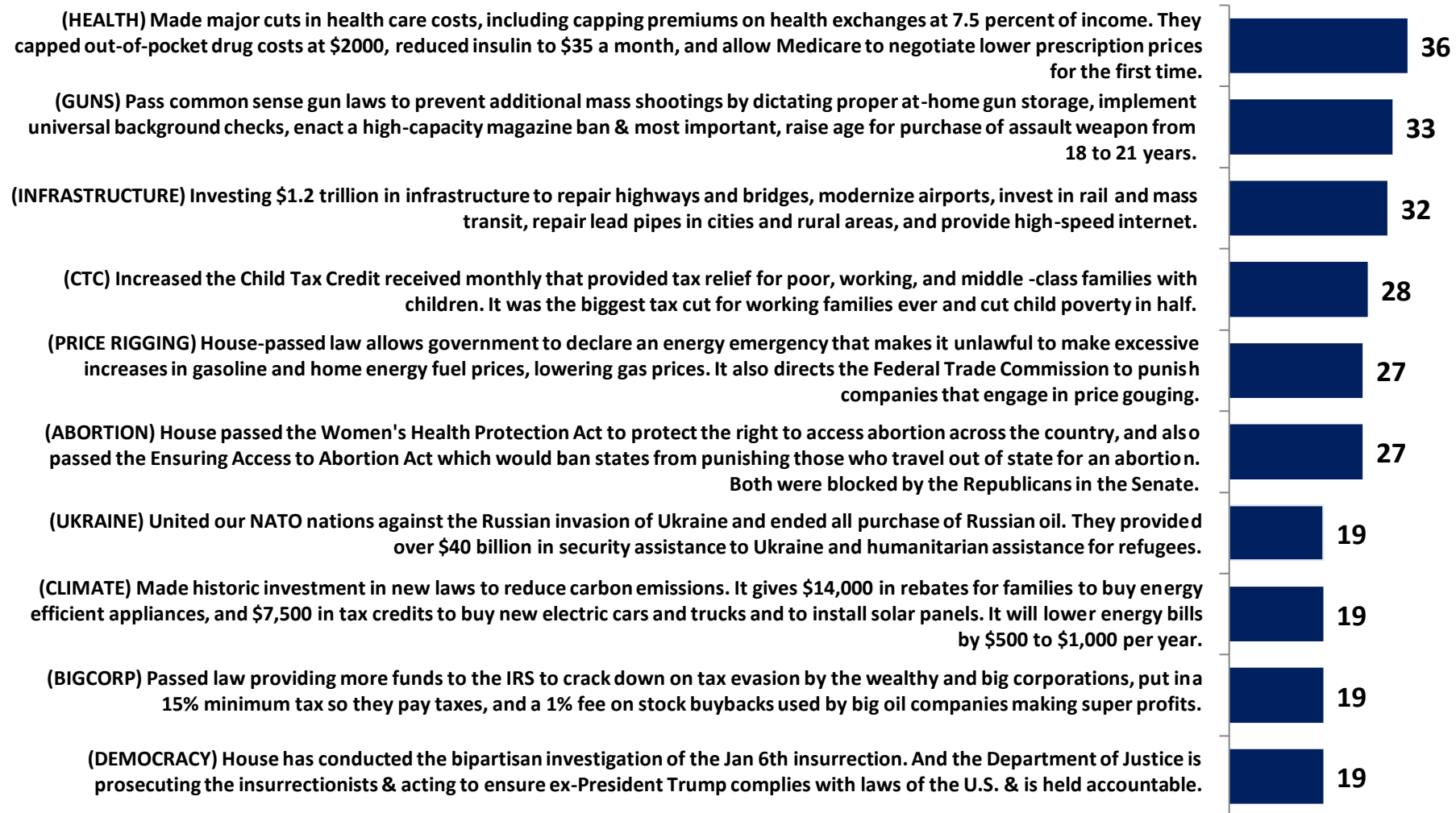


Campaign weapons: policies and attacks



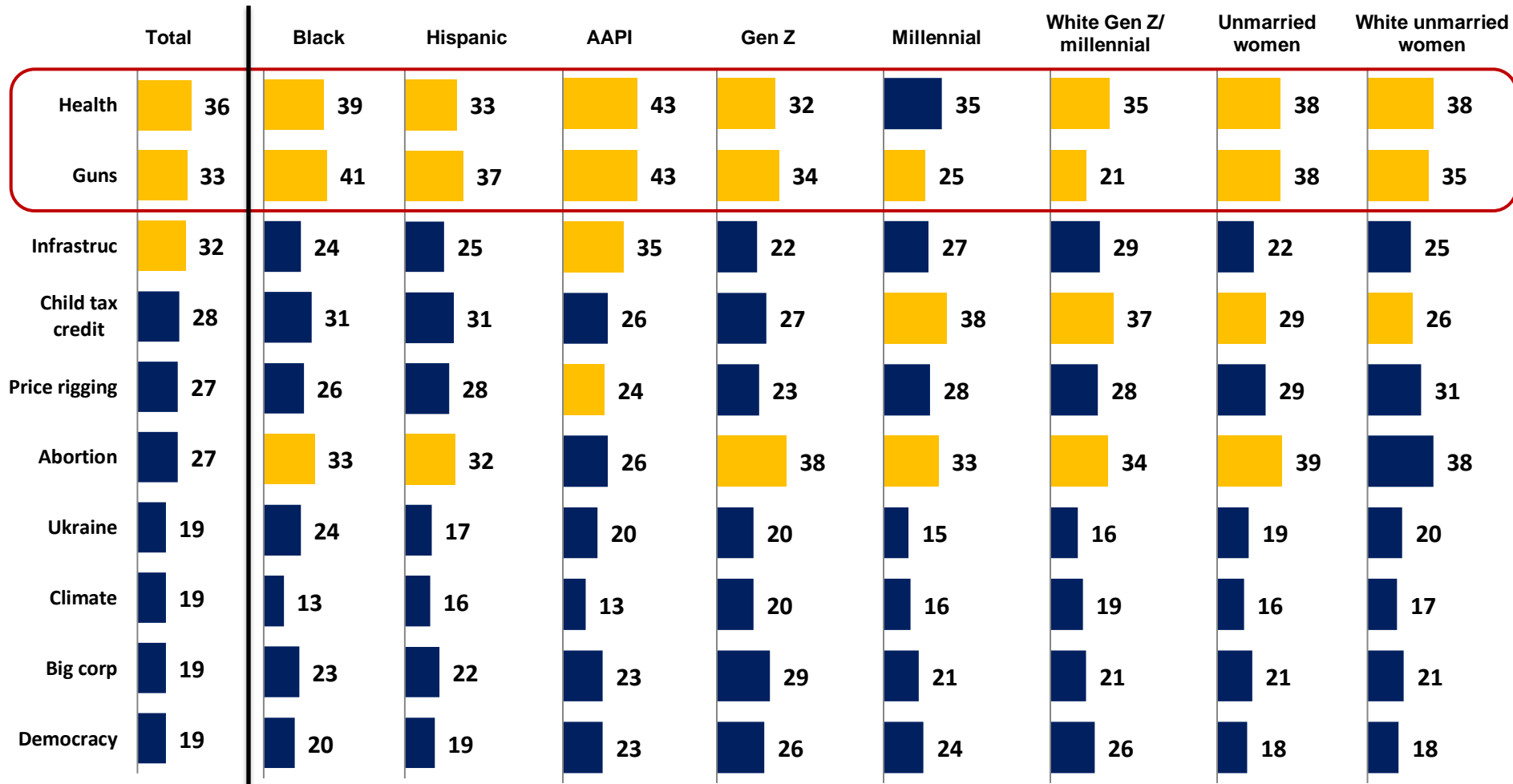
Biden and Democratic policies that passed: full wording

Here is a list that describes what Pres. Biden & the Democrats in Congress are passing/have passed. Which THREE are most important for you?



Health care cost top for all base groups. Child Tax Credit for millennials and unmarried women. Abortion for Hispanics, Gen Z & millennials

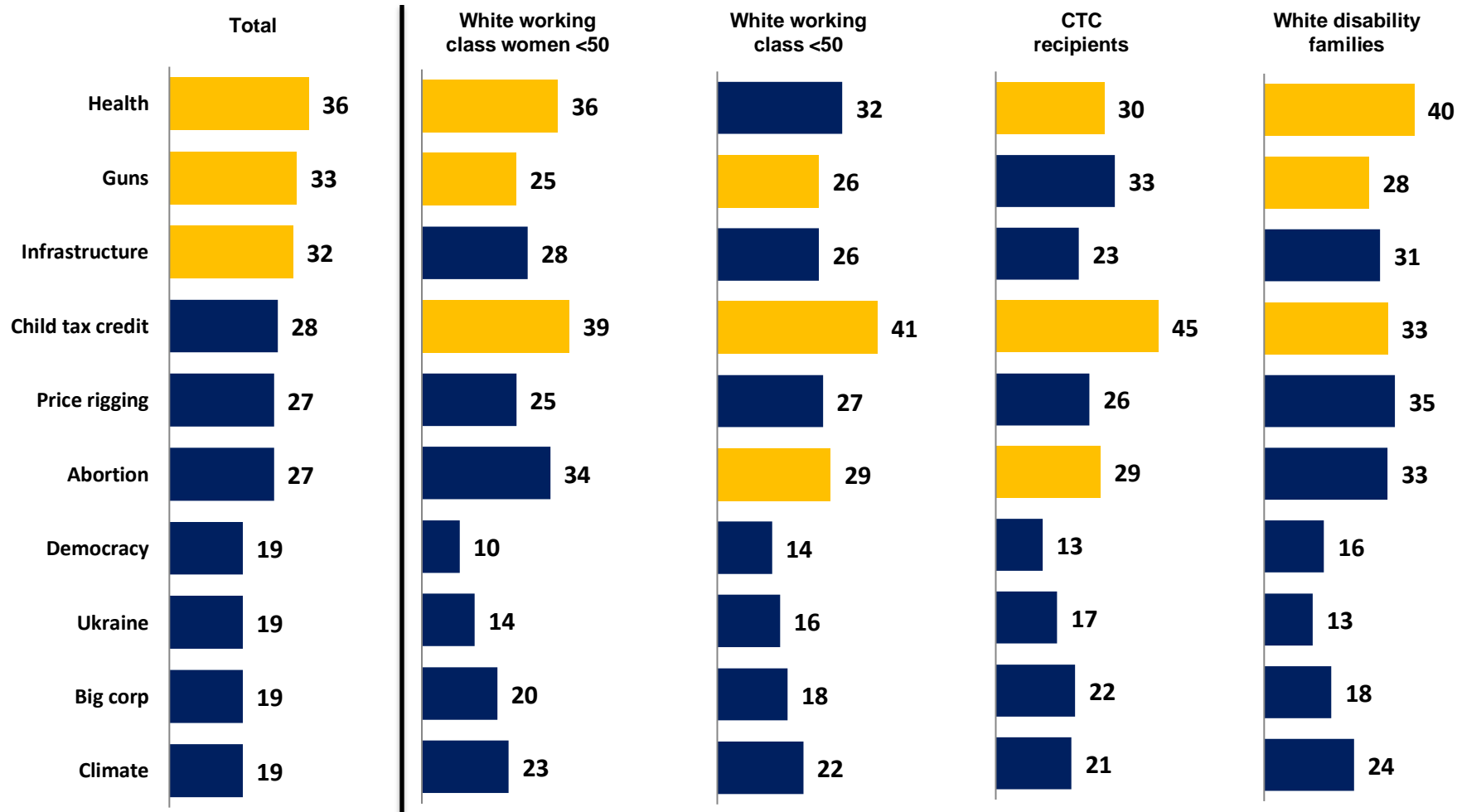
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indicates the top three issue for each demographic

Child Tax Credit top policy for under 50 white working class. Why is it not part of cost of living message choice?

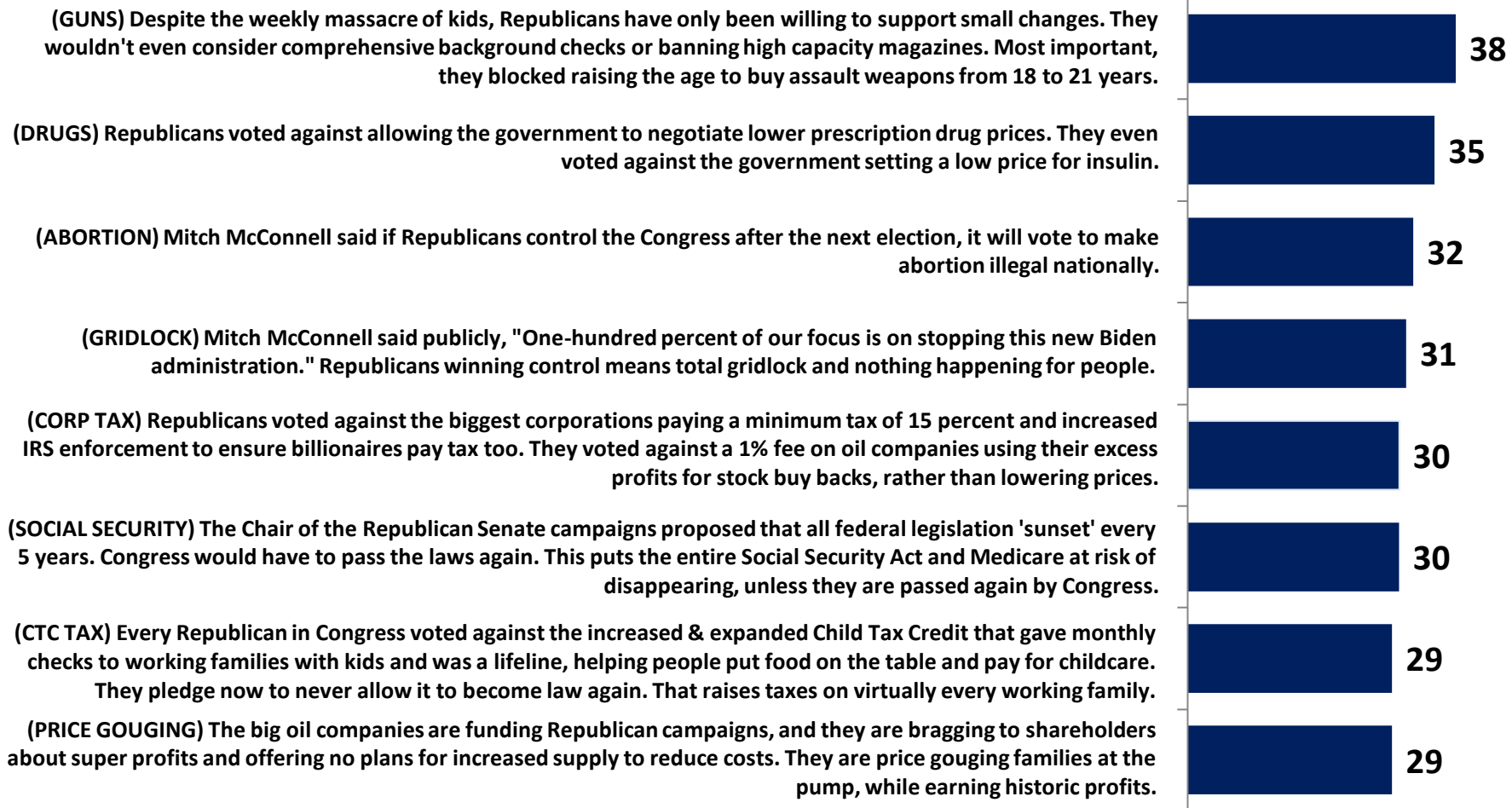
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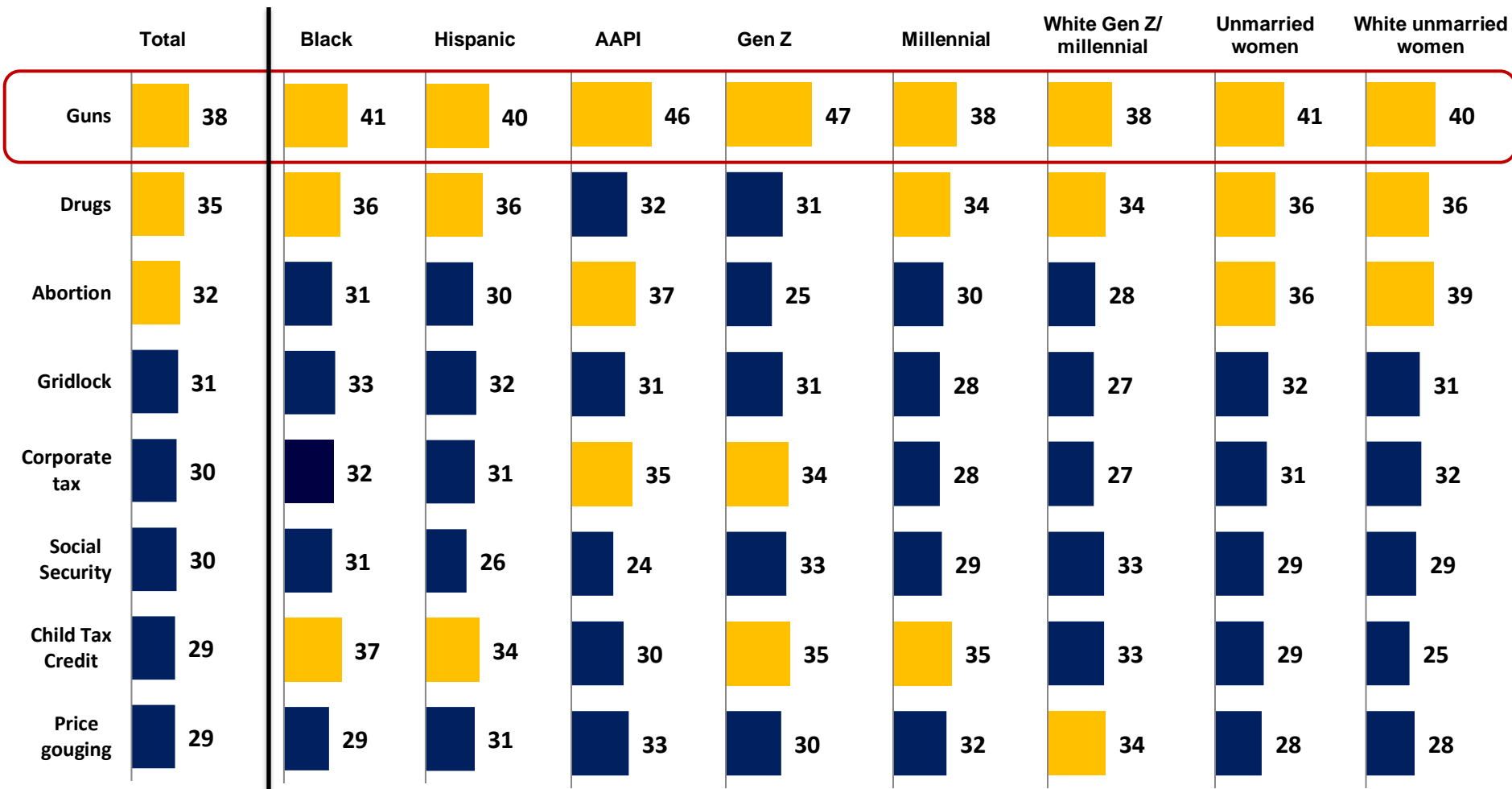
Attacks on Republican agenda: full wording

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



GOP inaction on guns top attack across base groups, followed by prescription drug costs. Add Child Tax Credit for millennials

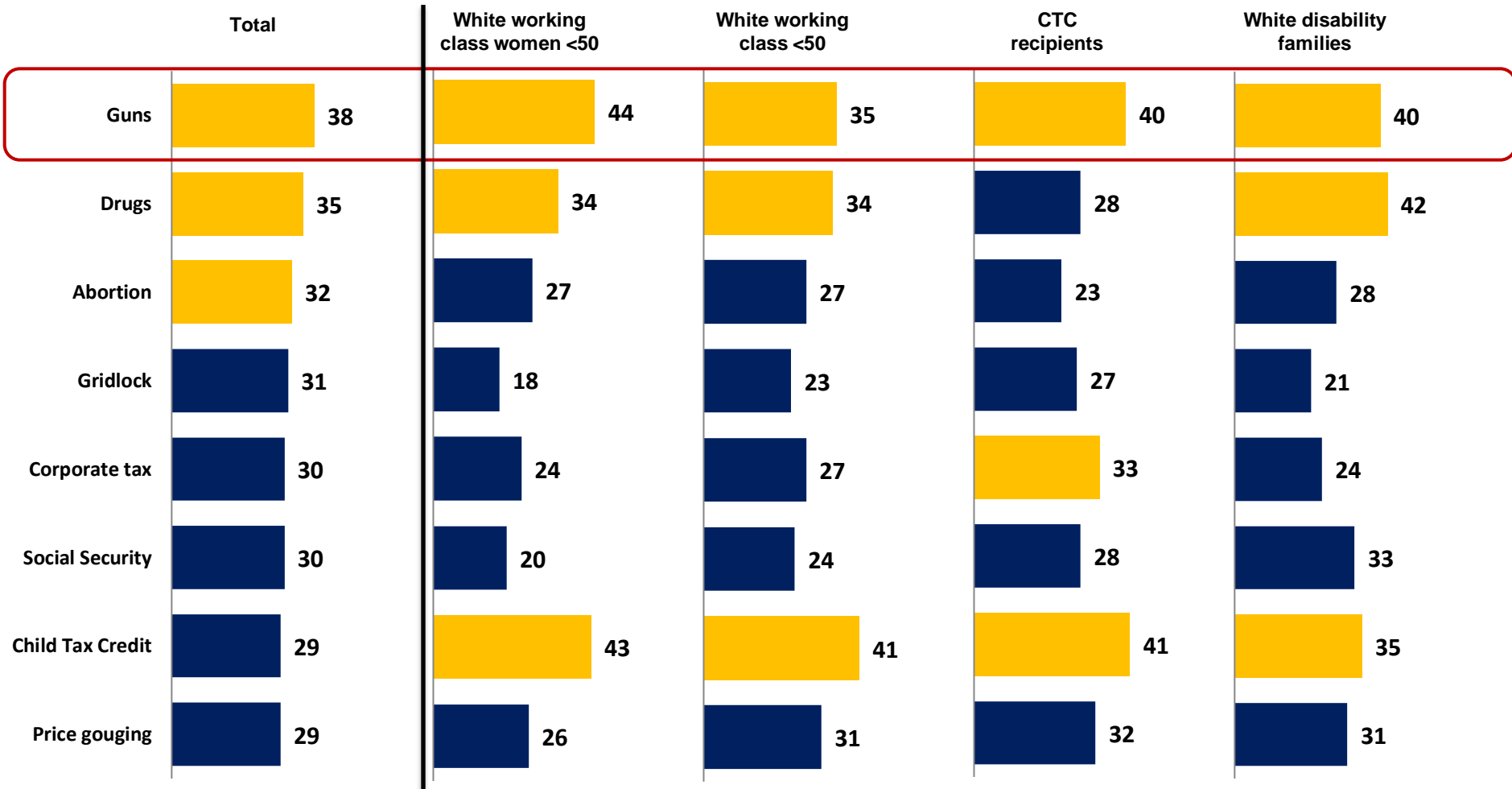
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Top attack for white working class under 50 is the Child Tax Credit

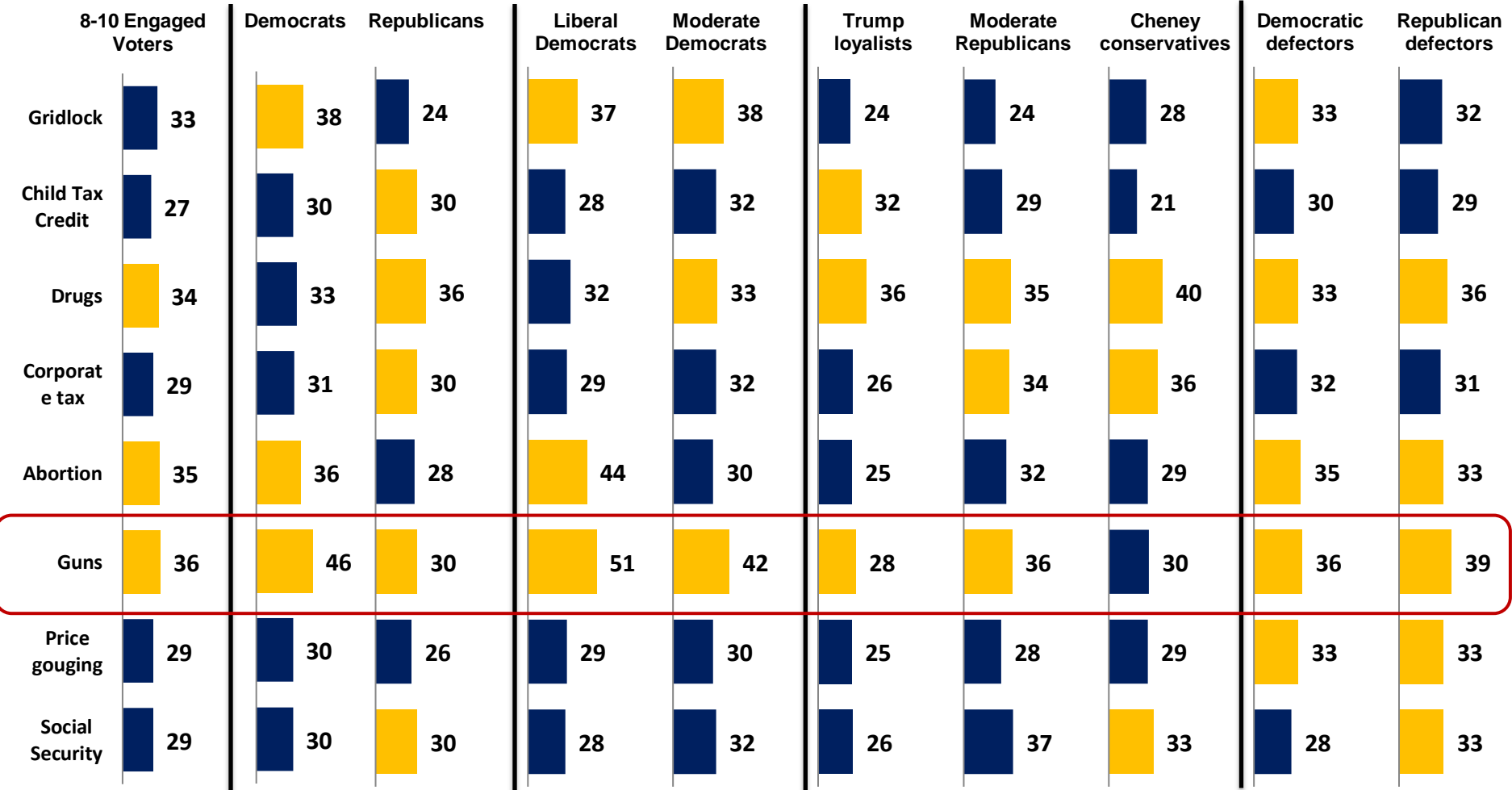
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Guns most motivating attack for Democrats. Most harmful to Republicans comes on prescription drugs

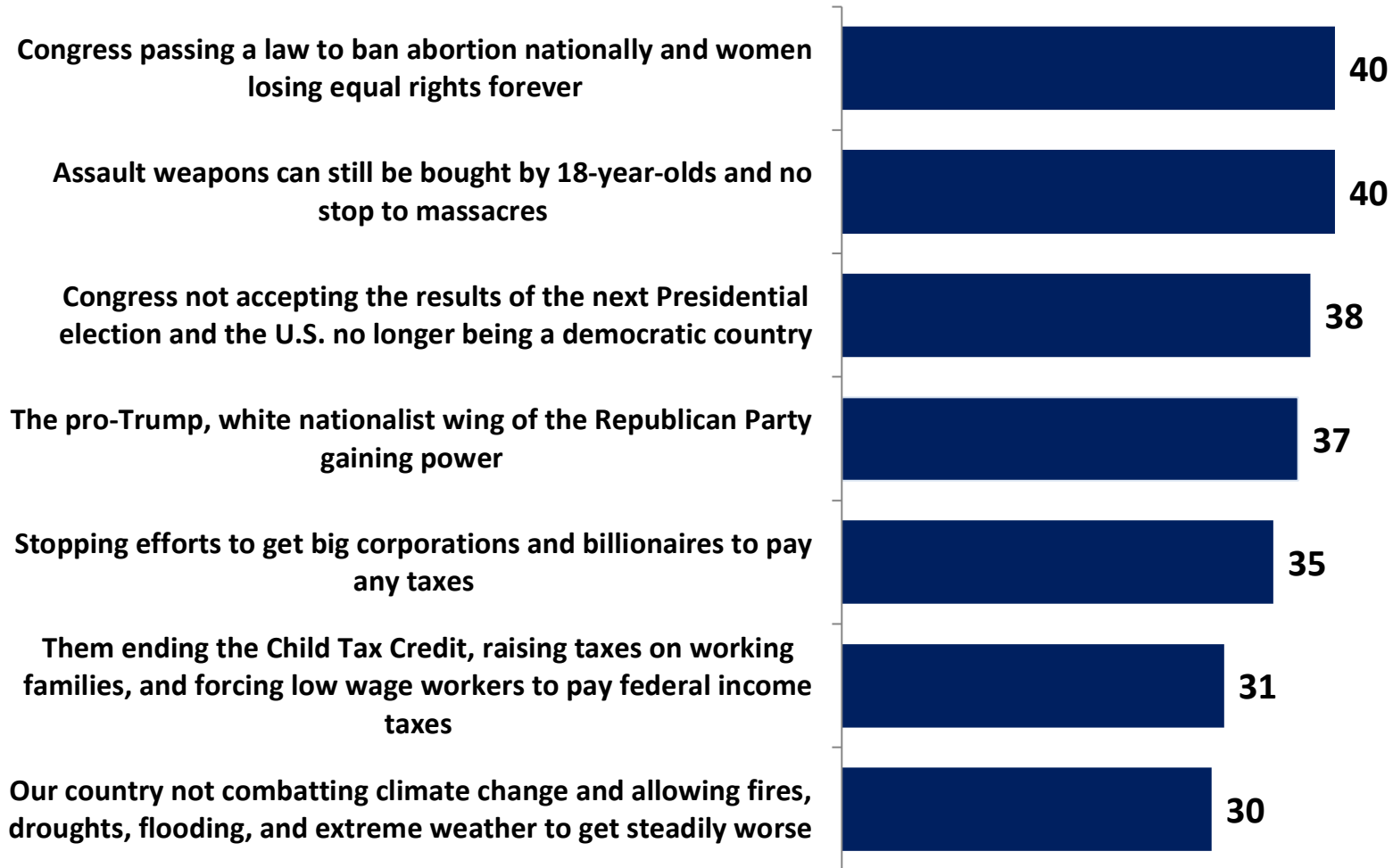
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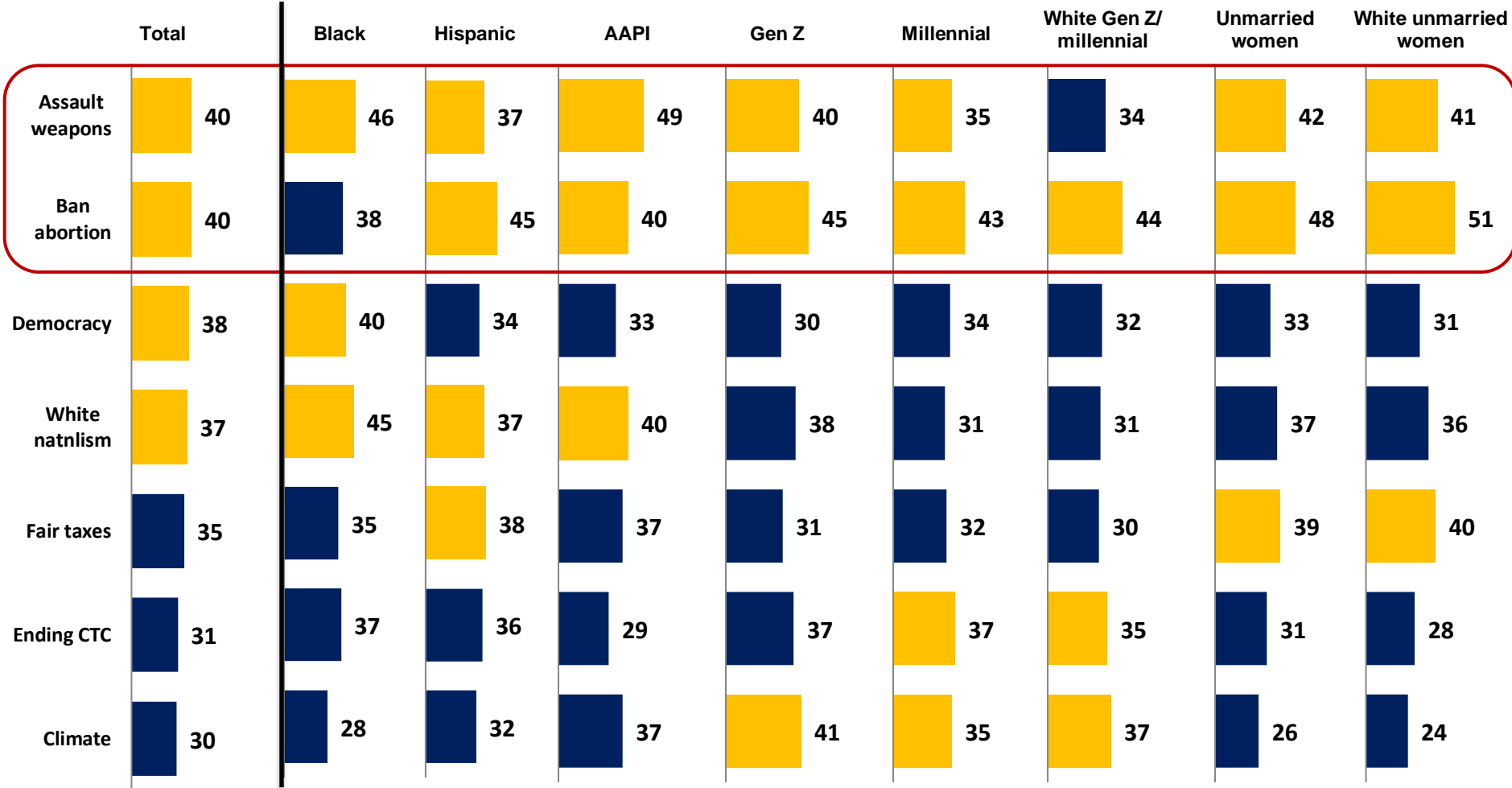
What upsets the most if Republicans gain full control?


Imagine that Republicans are going to win back control of the U.S. Senate and Congress, which THREE of these would upset you the most?



Off the chart fear of GOP control comes down to banning abortion and not raising age for assault weapons. New is worry in base about white nationalists.

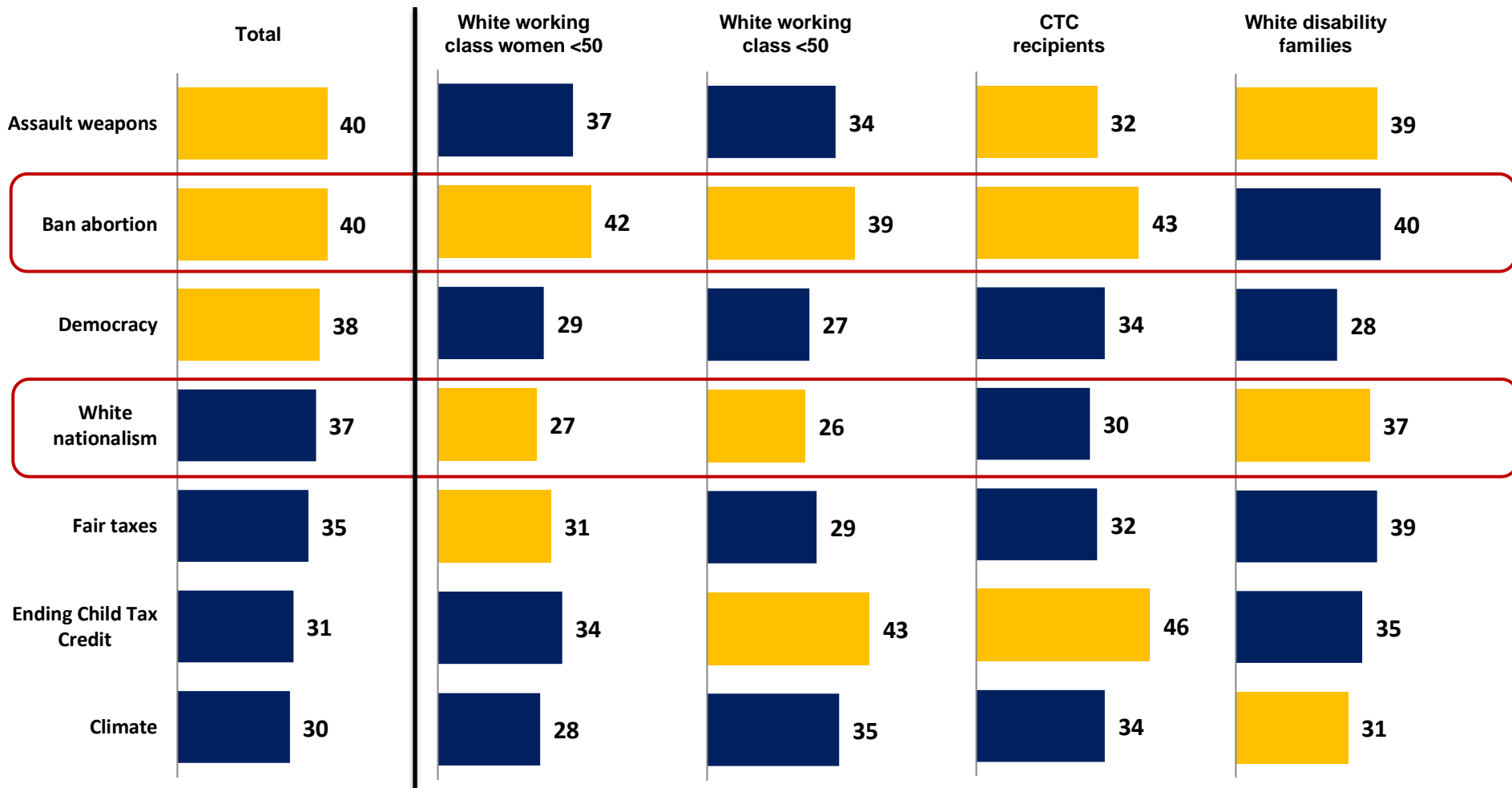
Imagine that Republicans are going to win back control of the U.S. Senate and Congress, which **THREE** of these would upset you the most?



 indicates the top three issue for each demographic

Top fear is abortion ban for white working class women under 50; it is ending CTC for others

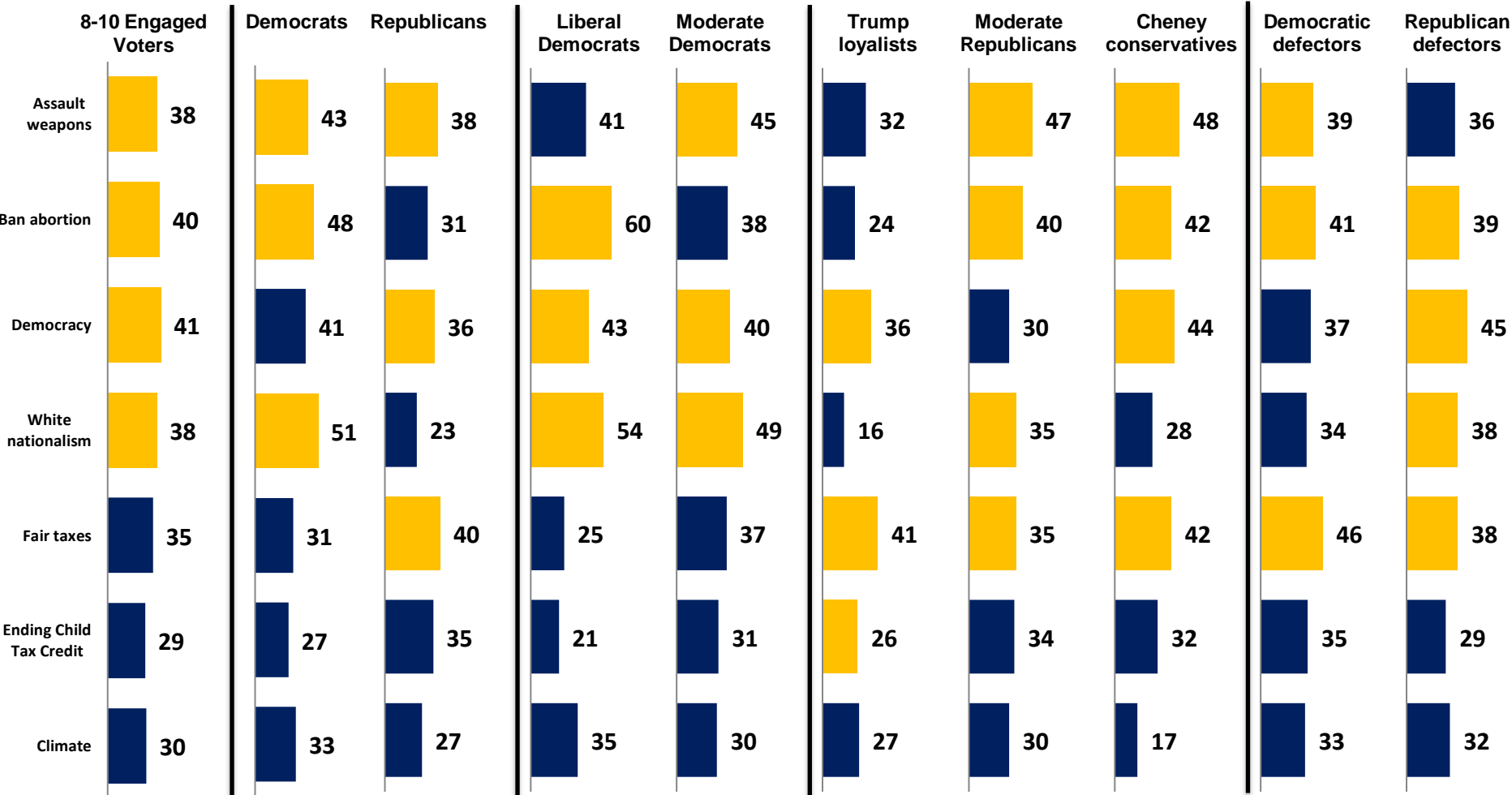
Imagine that Republicans are going to win back control of the U.S. Senate and Congress, which THREE of these would upset you the most?





indicates the top three issue for each demographic

Abortion top for Dems, but now threats to democratic elections and emboldened white nationalists surge for Democrats, Cheney conservatives, and GOP defectors

Imagine that Republicans are going to win back control of the U.S. Senate and Congress, which THREE of these would upset you the most?



  indicates the top three issue for each demographic

2022 Message Battle



Closing message allows Dems to hold & grow lead. The trick? Starts with working people & cost of living

(DEMS FOR WORKING PEOPLE; GOP BIG CORP BIDDING) 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 and billionaires and their lobbyists are calling the shots. Democrats gave tax relief to the poor, working families, and the middle class, and reduced health care, prescription drug, and energy costs. With inflation killing people, they are going after the price gouging. Republicans get their money from big oil and drug companies, and they oppose tax relief for working people and raising taxes on billionaires. Democrats believe your hard work should be rewarded, and we will grow the middle class again.

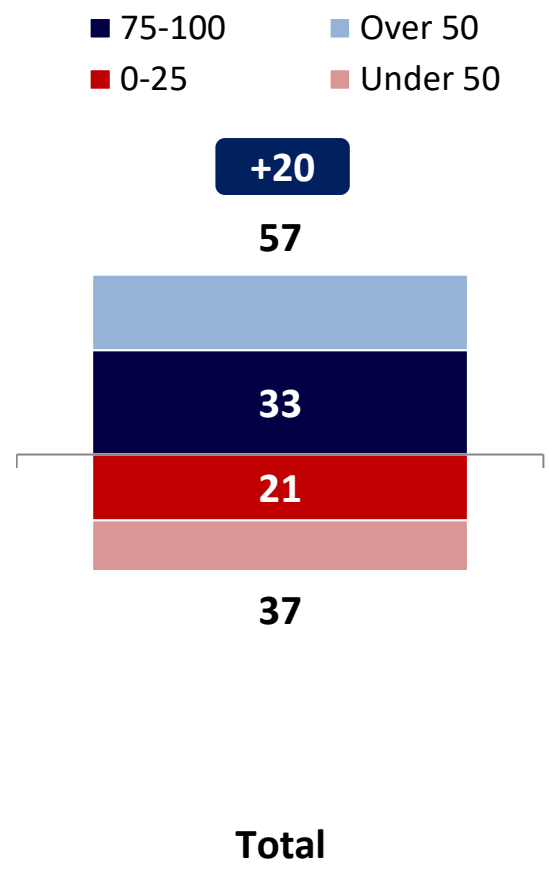
(SAVE AMERICA MESSAGE) Republicans say, America has never been more at risk for those who made America Great. Crime in our country is escalating. People are pouring through our borders totally unchecked. We must act to save America and define the future of our beloved country. We take pride in our country, 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.



This Democratic message connects with country, tackles cost of living, and hits Republicans for doing the bidding of big corporations and billionaires

And finally, here is a statement by leading Democrats about the country. 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. The higher the number, the more favorable your feelings are toward the DEMOCRATS.

(DEMS FOR WORKING PEOPLE; GOP BIG CORP BIDDING) 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 and billionaires and their lobbyists are calling the shots. Democrats gave tax relief to the poor, working families, and the middle class, and reduced health care, prescription drug, and energy costs. With inflation killing people, they are going after the price gouging. Republicans get their money from big oil and drug companies, and they oppose tax relief for working people and raising taxes on billionaires. Democrats believe your hard work should be rewarded, and we will grow the middle class again.

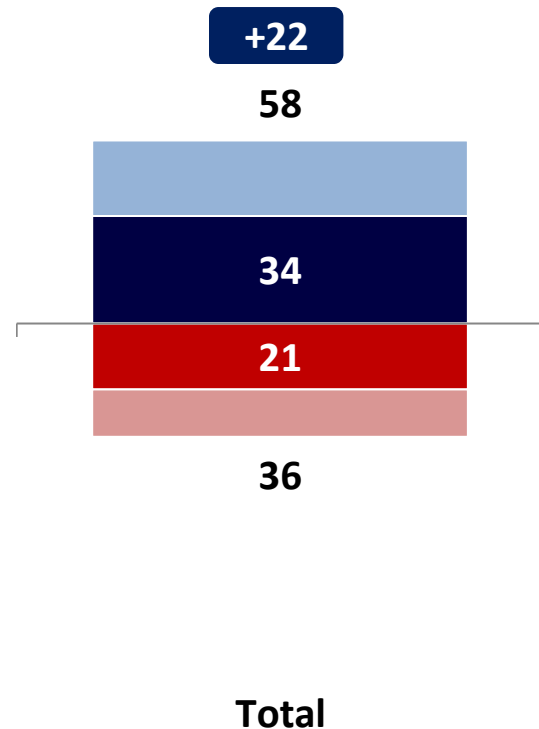


A Republican message that focuses on crime and borders, unfortunately, is equal in power to the Democratic one

And finally, here is a statement by leading Republicans about the country. Based on this statement, please rate your feelings toward the Republicans 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. The higher the number, the more favorable your feelings are toward the REPUBLICANS.

(SAVE AMERICA MESSAGE) 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.

■ 75-100 ■ Over 50
 ■ 0-25 ■ Under 50

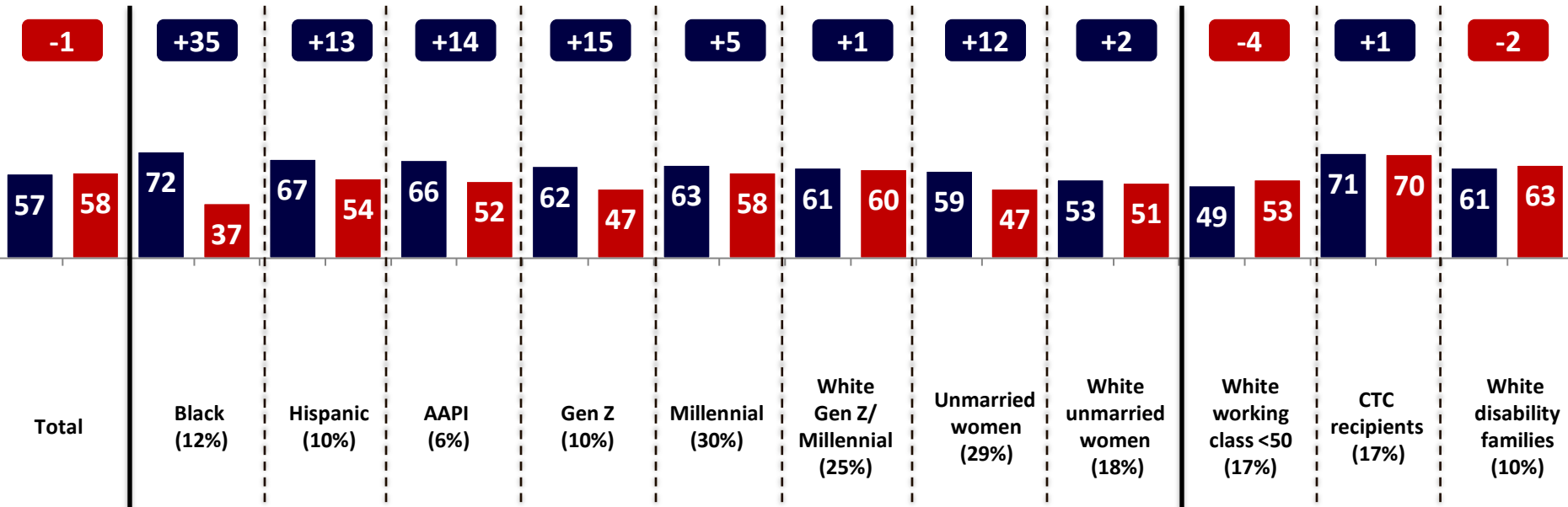


Democratic message very strong, but majority of base groups, millennials, & unmarried women warm to America at risk message

And finally, here is a statement by leading Democrats/Republicans about the country. Based on this statement, please rate your feelings toward the Democrats/Republicans 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. The higher the number, the more favorable your feelings are toward the DEMOCRATS/REPUBLICANS.

(DEMS WORKERS; GOP BIG CORP) 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 and billionaires and their lobbyists are calling the shots. Democrats gave tax relief to the poor, working families, and the middle class, and reduced health care, prescription drug, and energy costs. With inflation killing people, they are going after the price gouging. Republicans get their money from big oil and drug companies, and they oppose tax relief for working people and raising taxes on billionaires. Democrats believe your hard work should be rewarded, and we will grow the middle class again..

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Raising Hispanic and Asian vote



Hispanic & Asian American voters respond strongly to be addressed directly, hearing about big role, lack of acknowledgement & how making America great

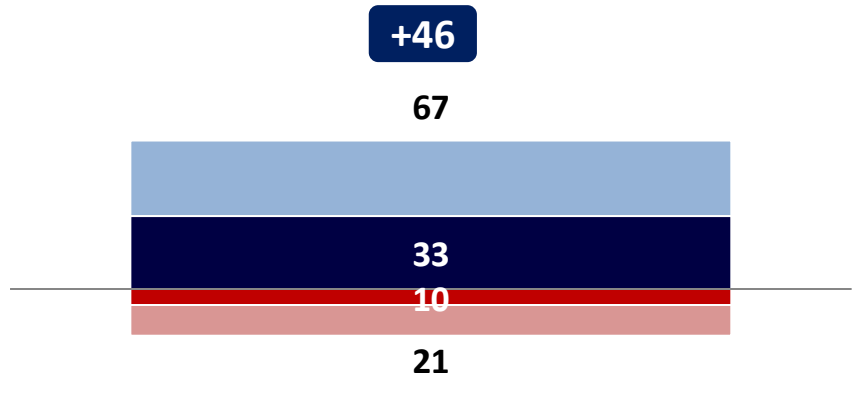
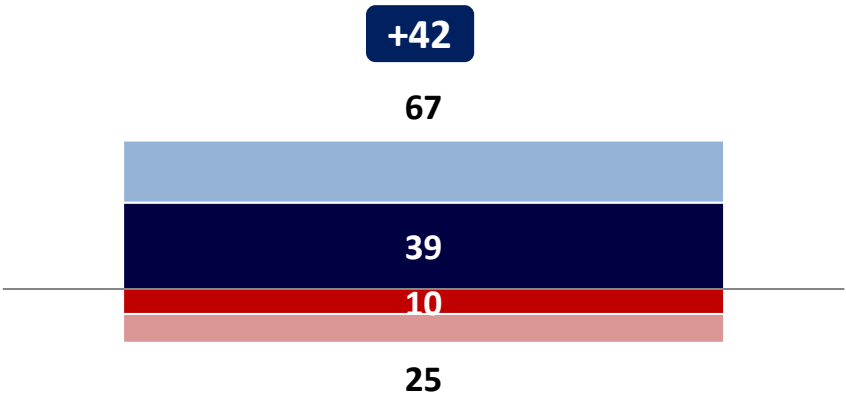
(SPLIT J – 1/2 SAMPLE) Below is a statement by the Democrats about the country. Based on this statement, please rate your feelings toward the Democrats with 100 meaning a very warm FAVORABLE feeling; 0 meaning a very cold, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold. You can use any number from 0 to 100.

(IF HISPANIC/LATINO) 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.

(IF AAPI) Asian Americans 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.

- Somewhat Cool (26-59)
- Somewhat Warm (51-74)
- Very Cool (0-24)
- Very Warm (76-100)

- Somewhat Cool (26-59)
- Somewhat Warm (51-74)
- Very Cool (0-24)
- Very Warm (76-100)



Hispanic (10%)

AAPI (6%)



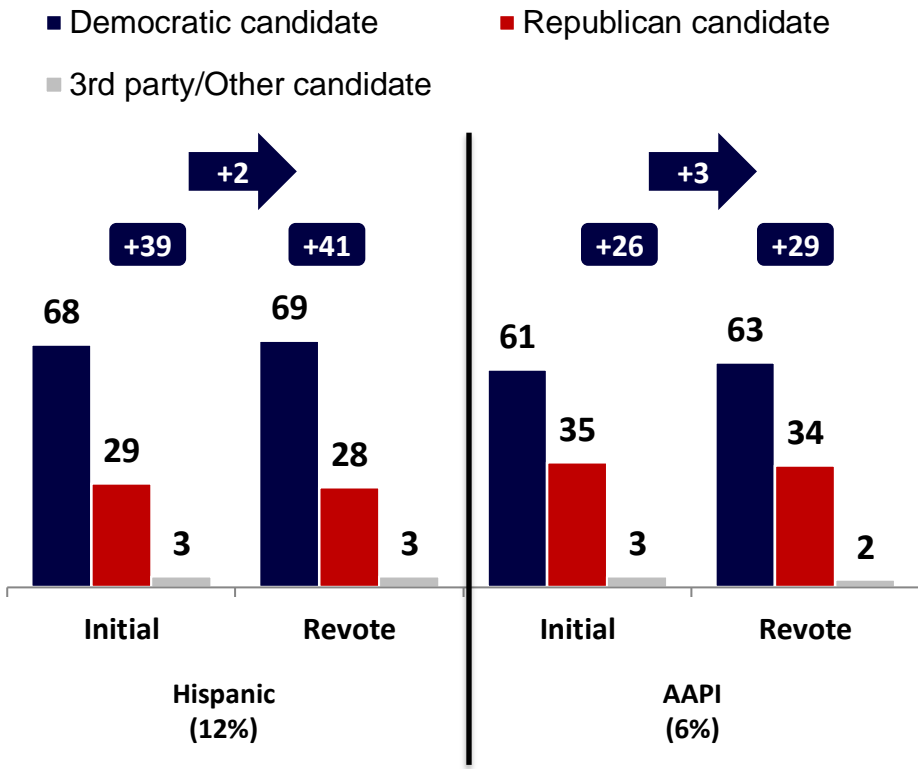
Recognizing the contribution of Hispanics & Asian Americans and their hard work & values raises the Democratic margin a critical 2- or 3-points

(SPLIT C AND D-1/2 SAMPLE EACH SPLIT) Thinking about the election for Congress in your district in November 2022, will you vote for -- the Democratic candidate or the Republican candidate?

2022 CONGRESSIONAL VOTE

(IF HISPANIC/LATINO) 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.

(IF AAPI) Asian Americans 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.



2022 Messages



Concluding messages

(DEMS FOR WORKING PEOPLE; GOP DOES BIG CORP BIDDING) 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 and billionaires and their lobbyists are calling the shots. Democrats gave tax relief to the poor, working families, and the middle class, and reduced health care, prescription drug, and energy costs. With inflation killing people, they are going after the price gouging. Republicans get their money from big oil and drug companies, and they oppose tax relief for working people and raising taxes on billionaires. Democrats believe your hard work should be rewarded, and we will grow the middle class again.

- We will test shorter forms of this message, but as a start, we recommend our adaptation of the NBC poll conducted by Hart Research: **“Democrats are helping hard working Americans by lowering costs, including health care and prescription drugs, and ensuring big corporations pay tax.”**
- We should evolve the MAGA message: **“MAGA Republicans are extremists who are all in for billionaires, threaten future elections, won’t raise assault weapons age to 21, and will make abortion illegal nationally.”**
- And speak directly to Hispanic and Asian American voters: **you “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.”** (Thank you, Mr. Carlos Odio.)



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