



The change campaign that can contest America

Report on the new baseline battleground web-survey

November 5-11, 2023

CAMPAIGNS

CORPORATIONS

ADVOCACY

WORLDWIDE

METHODOLOGY

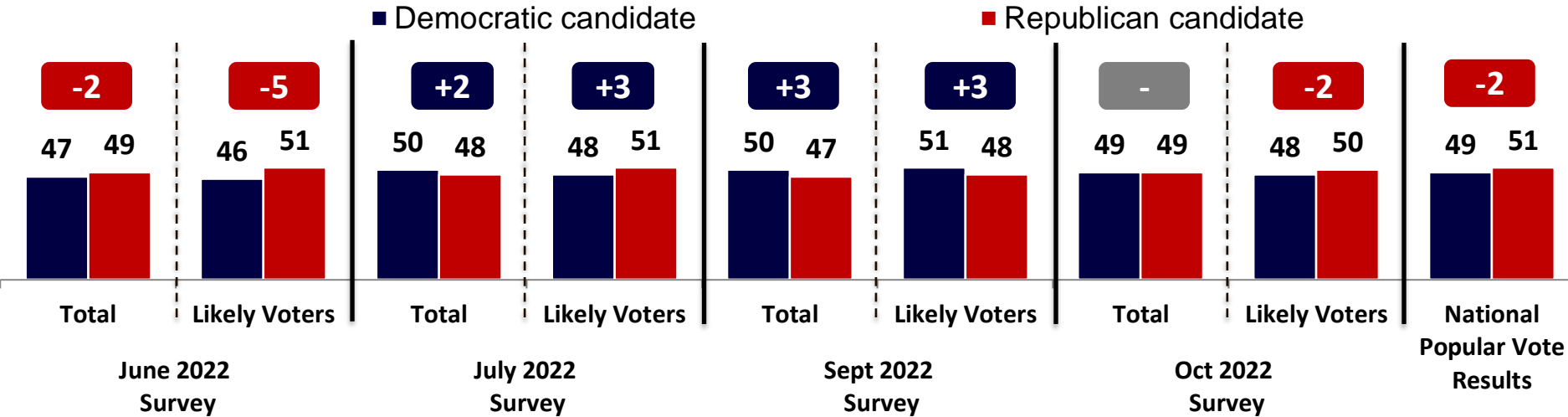
Democracy Corps conducted a web survey with 2,500 voters from Nov. 5-11, 2023 in the presidential, House seats and US Senate battlegrounds for the 2024 general election. The data include a base sample of 1,000 registered voters, with oversamples of 500 Black voters, 500 Hispanic voters, and 500 Asian 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 2,500 registered voters (1,000 base sample plus 1,500 oversample of voters of color) were weighted down to an effective sample size of 1,000, representative of the battleground states and districts. The sample used voter file data for proportions on race, age, and gender, along with 2020 CNN exit polling data to ensure that difficult-to-reach conservative subgroups by race, gender, and education were properly represented. And it weighted the cultural thermometers (NRA and pro-life groups), to offset the bias of on-line panels.

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

- 1,534 Registered Voters in Presidential Battleground States (685 Weighted)
- 1,194 Registered Voters in Senate Battleground States (553 Weighted)
- 533 Registered Voters in Congressional Battleground Districts (188 Weighted)
- 742 White Voters (750 Weighted)
- 633 Black/African-American Voters (120 Weighted)
- 574 Hispanic/Latino Voters (80 Weighted)
- 511 Asian American (Asian) Voters (30 Weighted)

The 2022 DCorps surveys showed a close election, & here is our 2024 battlegrounds



Presidential
 Arizona
 Georgia
 Maine
 Michigan
 New Hampshire
 Nevada
 North Carolina
 Pennsylvania
 Wisconsin

Senate
 Arizona
 Michigan
 Montana
 Nevada
 Ohio
 Pennsylvania
 Wisconsin

Congressional

AZ-01	CA-45	FL-27	NC-13	OR-05	WI-01
AZ-06	CA-47	IA-01	NM-02	OH-13	WI-03
CA-03	CA-49	IA-03	NJ-07	PA-01	
CA-09	CO-03	IL-17	NY-01	PA-10	
CA-13	CO-08	MI-10	NY-03	PA-07	
CA-22	CT-05	MI-07	NY-04	PA-08	
CA-27	FL-05	MT-01	NY-17	TX-15	
CA-40	FL-09	NE-02	NY-19	VA-07	
CA-41	FL-13	NC-06	NY-22	VA-02	

Key findings

- President Biden trails Donald Trump by 5 points in the battleground states and loses at least another point when we include the independent candidates who get 17 percent of the vote. Biden is trying to win these states where three quarters believe country is on the wrong track and 48 percent say, “I will never vote for Biden.”
- Can the President get back to win these voters and states? I believe the answer is yes, though not if you think next year’s partisan polarization, the abortion issue and the risk of a Trump presidency will bring them home. That is a dangerous strategy when the base of Blacks, Hispanics, Asians, LGBTQ+ community, Gen Z, millennials, unmarried and college women give Trump higher approval ratings than Biden.
- The Democrats enter the election year in a more competitive position than the Biden-Trump contest. These very same voters are putting Democrats even in the congressional battleground seats and 2 points ahead in the likely electorate; 6 points in the Senate. They are 12 points with a broad future message.
- The starting point is all Democratic campaigns understanding why these voters are so angry and disappointed and building a focused strategy from there.
- The most important starting point is recognizing that 76 percent believe the country is headed in the wrong direction. They desperately want to change. Dwelling on how much you have accomplished turns off these voters.

Key findings

- Why do so many voters think the country is off track?
- Above all, they are desperate about inflation and the cost of living: 64 percent choose it as the top problem — about 30 points higher than any other. The Biden presidency is defined by that inflation and the longer it extends, the angry people get. They want leaders to get it and government to help. The survey shows how this has become the only issue for Gen Z, millennials, unmarried women, & white working class voters under 50. Not created by media.
- Democrats talking about this strong economy and things moving in the right direction sounds like you are talking about a different country. Voters and our base most of all are worried about inflation and the cost of living, crime, homelessness and violence, the economy and employment and immigration and the border.
- Black, Hispanics and Asian voters put crime, homelessness and violence as their second worry. Democratic erosion is multi-faceted. Our own voters give Trump and Republicans higher ratings on wages staying ahead of prices, handling crime and the border. Many in our base would welcome policies that come with a potential Trump term.
- The Trump-led polarization has put on steroids the worry about what happens if the other party wins. A Biden victory, most worry, will bring open borders allowing millions of impoverished migrants and drug dealers and violent cities, with homelessness killing business and criminals killing police.

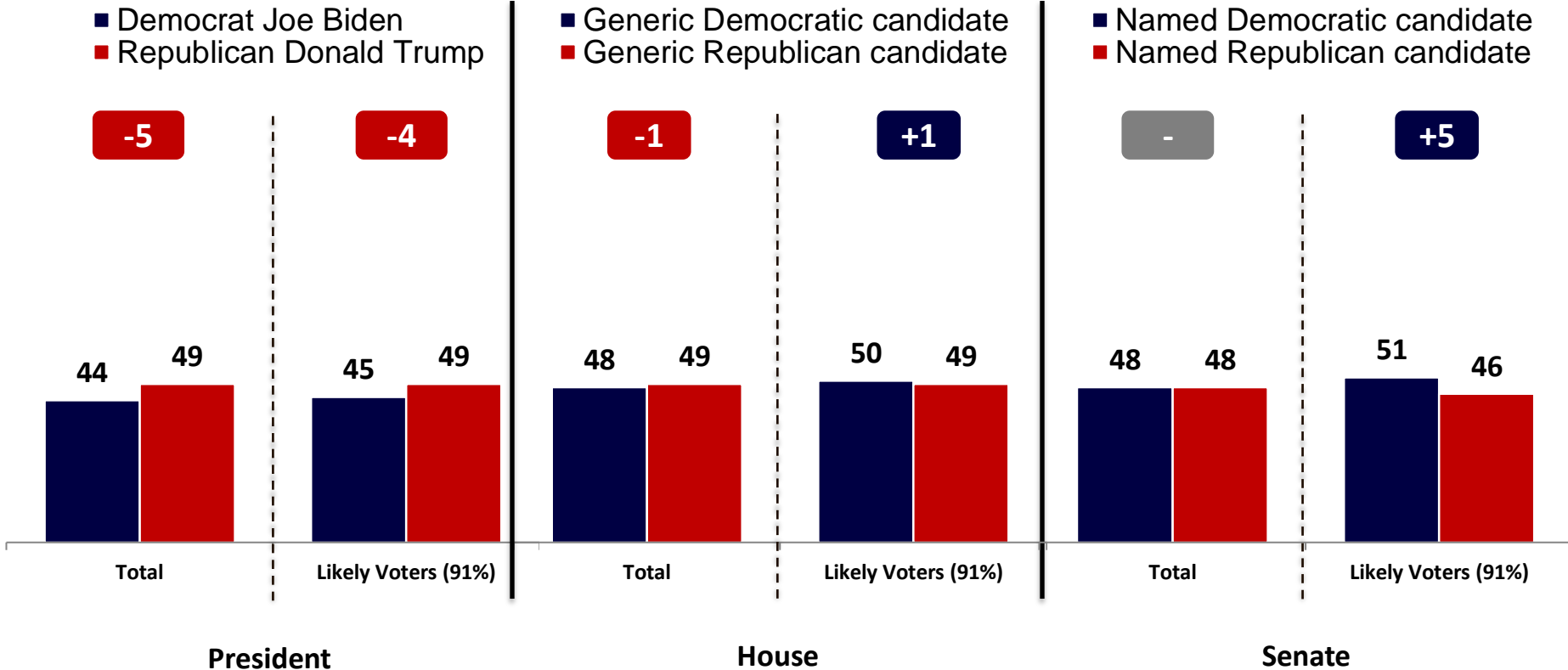
Key findings

- Trump winning, large pluralities believe, bring the country sinking into chaos, violence, emboldened white nationalists, an unchecked autocrat and democracy lost, as well as the right to a legal abortion.
- This is a climate ripe for “dual haters” who are a third of the electorate. One in ten say they won’t vote for either Trump or Biden. Both means a historic 3rd party vote, which usually raises turnout and uncertainty.
- President Biden and the Democrats, this polls shows, can make major gains in this daunting election year. They need to talk only about the rising prices and the help Democrats are providing (reduced drug costs and the monthly Child Tax Credit). Then, they need to show who they are fighting for. The strongest narrative tested in the poll is Biden shifting economic power away from the big corporations to workers. The most popular policy is raising their taxes.
- This survey finishes with a powerful message that is received positively with a 12–point margin. It builds on what Biden and Democrats have. But most importantly, it creates a future choice as Democrats help with family costs, protecting Social Security, the right to an abortion and create American jobs. It attacks Republicans for blocking help, threatening Social Security, and siding with the biggest corporations.

Where We Start

Biden trails Trump in battleground states by 5 points, though Democrats reach parity in both the House and Senate battlegrounds

TWO-WAY VOTES (RELEVANT BATTLEGROUNDS)

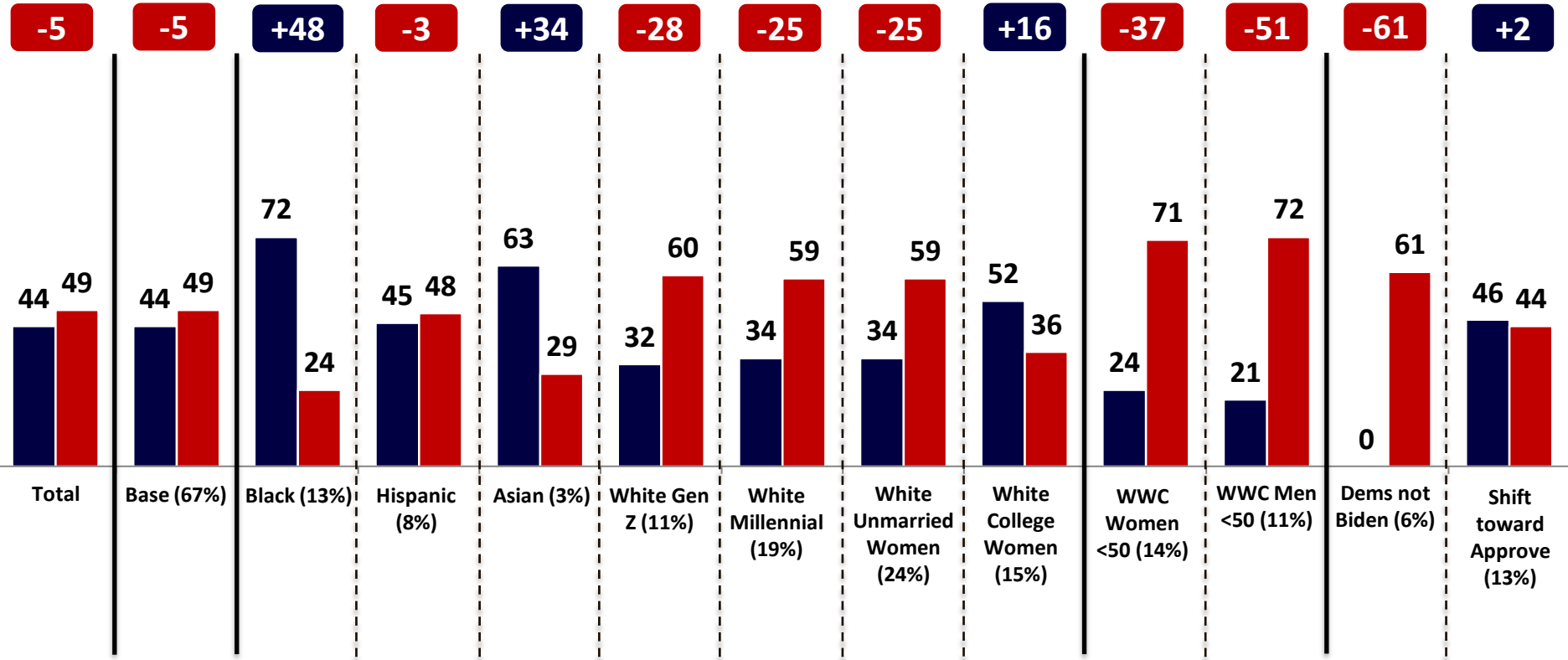


Biden trails in the base – led by white Gen Z, millennials & unmarried women; a quarter of Blacks and half of Hispanics; worse than 2016 with white working class

Thinking about the election for President in November 2024, will you vote for -- Democrat Joe Biden or Republican Donald Trump?

2024 TWO-WAY PRESIDENTIAL VOTE (PRES BATTLEGROUND)

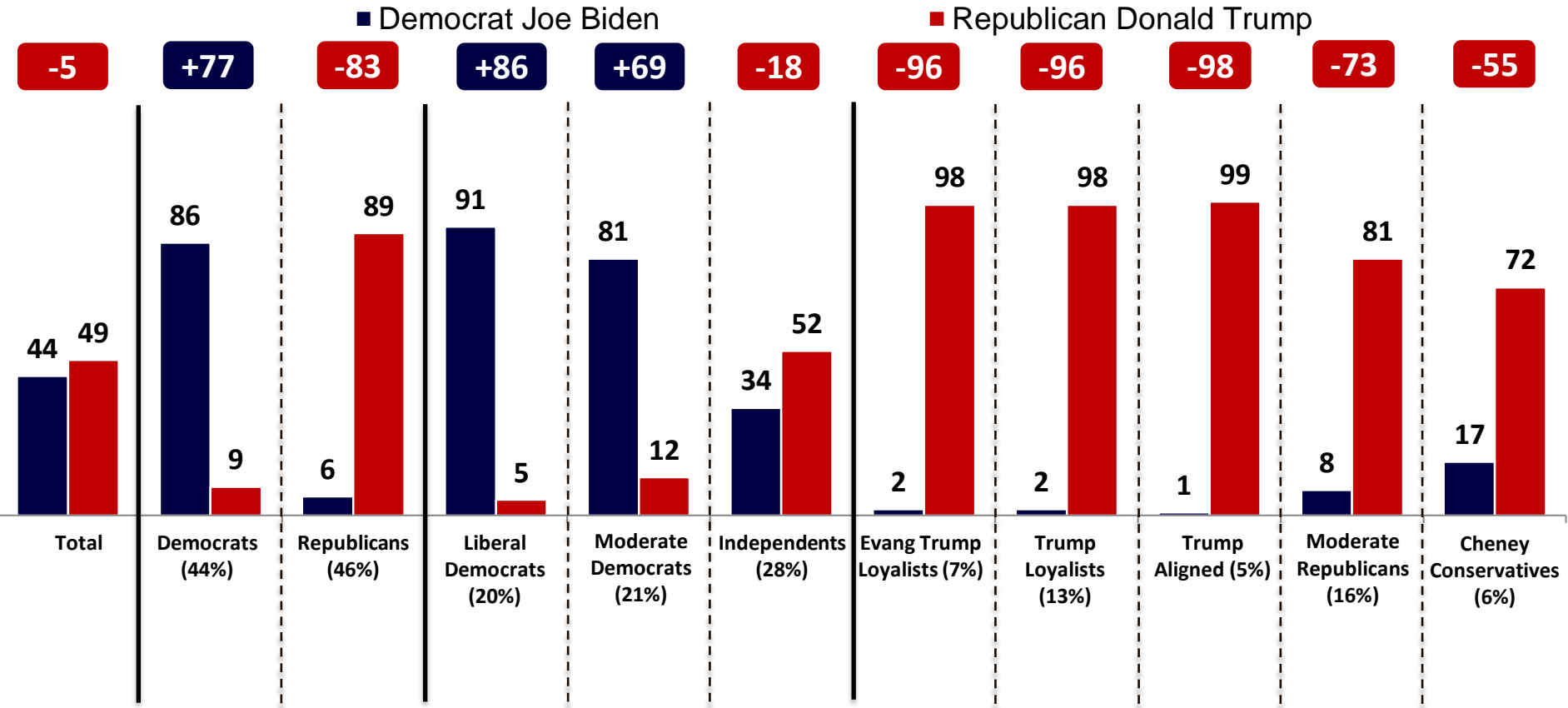
■ Democrat Joe Biden ■ Republican Donald Trump



Democrats dramatically less consolidated. 1 in 10 Dems voting Trump; independents break for Trump; at least 17% of Cheney Conservatives push back

Thinking about the election for President in November 2024, will you vote for -- Democrat Joe Biden or Republican Donald Trump?

2024 TWO-WAY PRESIDENTIAL VOTE (PRES BATTLEGROUND)

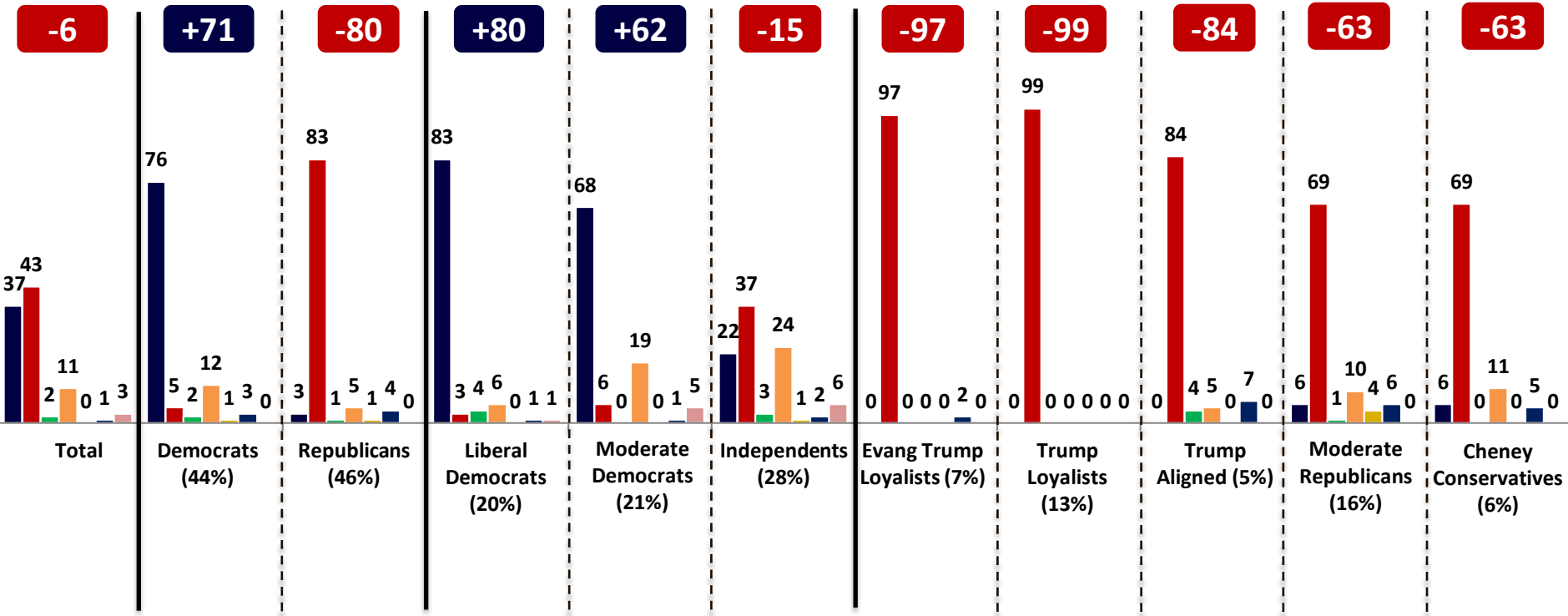


On full ballot, independent candidates get 17% of the vote and Trump's margin grows a point

Thinking again about the election for President in November 2024, will you vote for...?

2024 FULL PRESIDENTIAL VOTE (PRES BATTLEGROUND)

- Democrat Joe Biden
- Republican Donald Trump
- Green Party Candidate
- Independent Robert F. Kennedy, Jr.
- Libertarian Chase Oliver
- No Labels Party
- Independent Cornel West



Independent candidates crash Biden vote with the white working class

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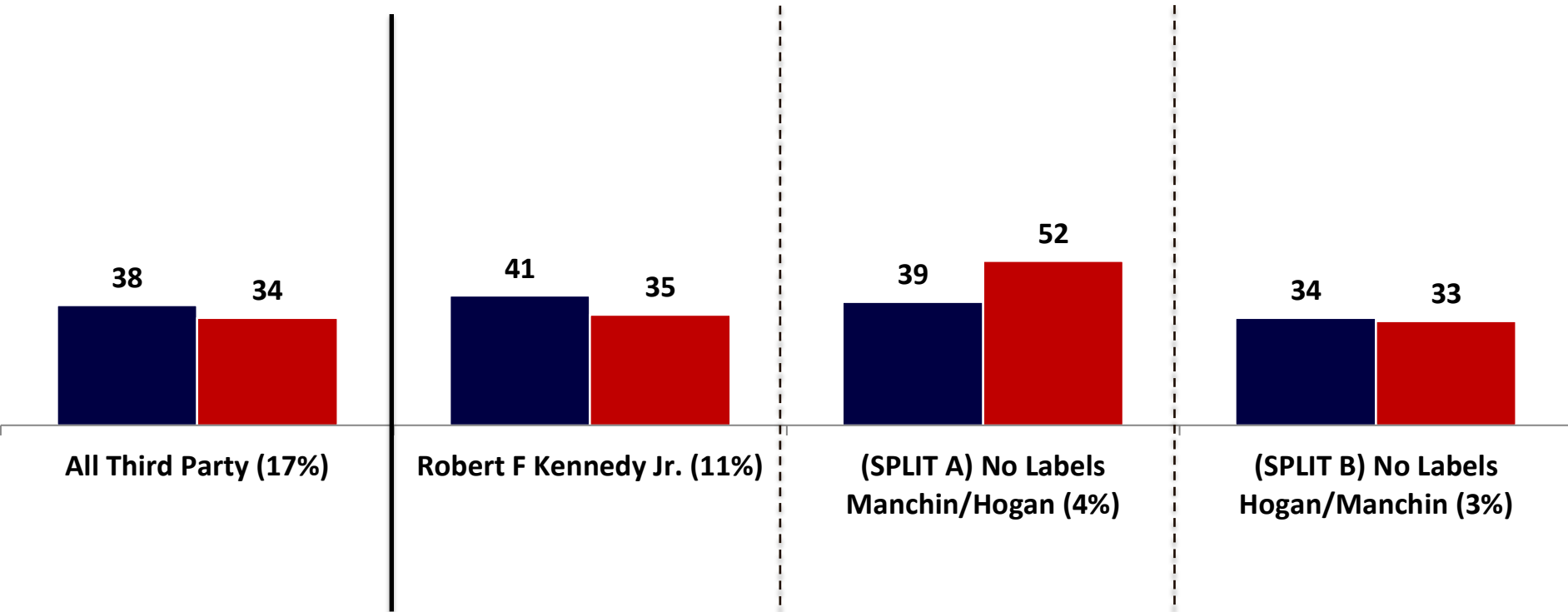


Overall, independent candidates take more from Biden; RFK Jr. voters take even more. No labels impact more mixed. And Stein and West could hurt Biden.

Thinking again about the election for President in November 2024, will you vote for...?

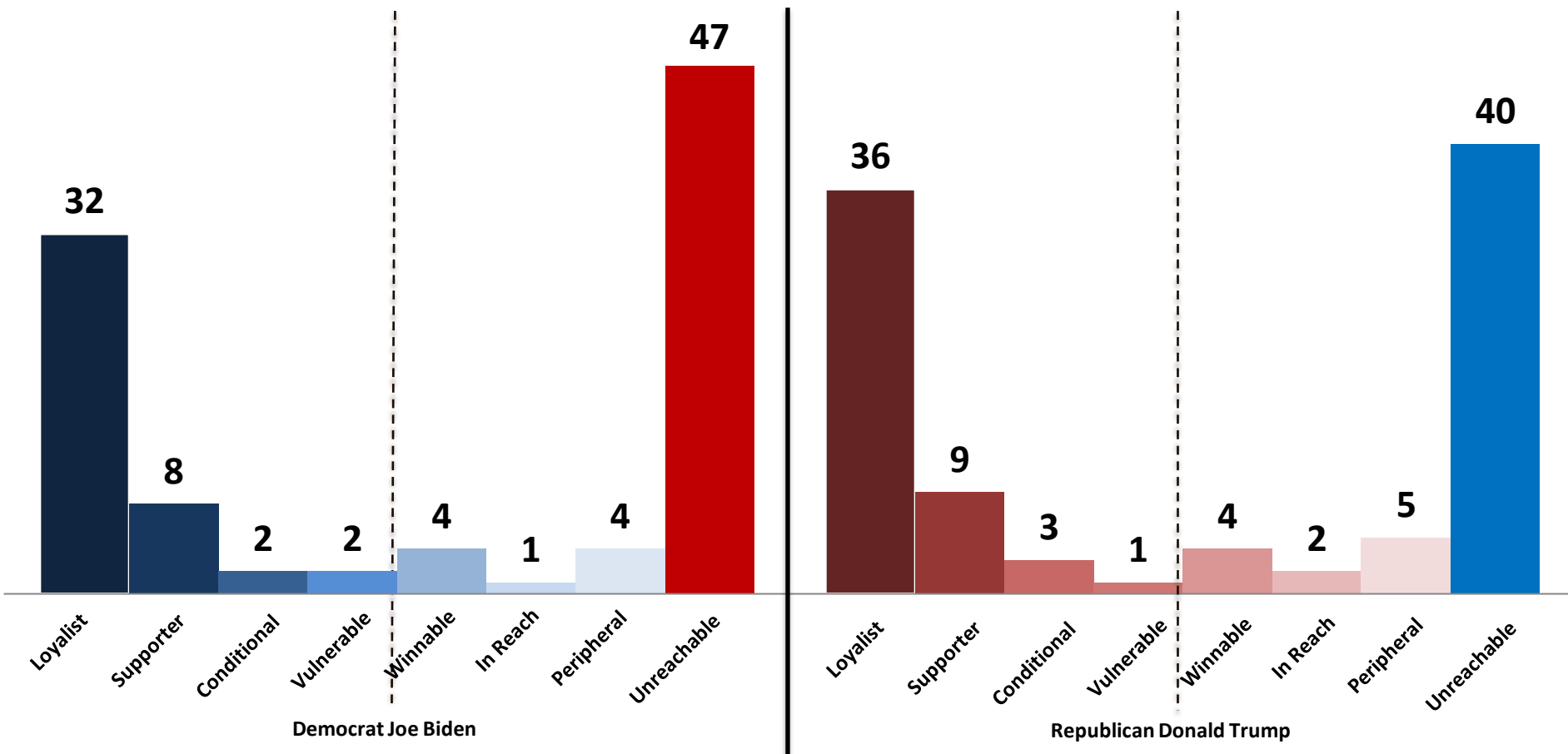
2024 TWO WAY PRESIDENTIAL VOTE (PRES BATTLEGROUND)

■ Democrat Joe Biden ■ Republican Donald Trump



The voter choice scale shows very tough battle – Trump has more solid voters and 47 % say they are “unreachable” by Biden

Even though you are not supporting Joe Biden now, what are the chances that you might support Joe Biden in the election for President in November 2024 -- is there a fair chance, a small chance, just a very slight chance, or no chance at all that you might support Joe Biden?

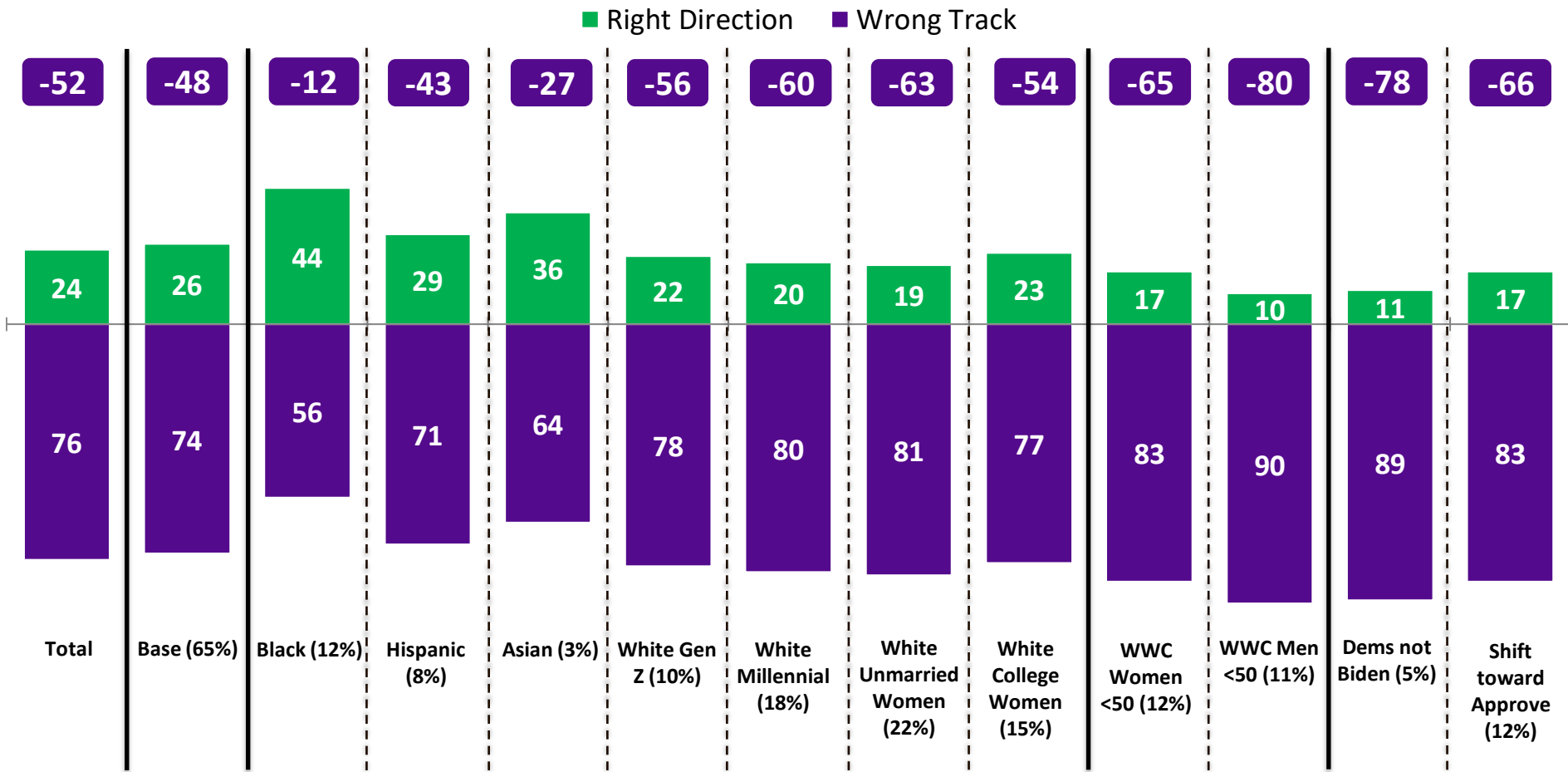


The Mood is Extremely Negative



Three-quarters of the country and Democrat's base voters think country moving in the wrong direction

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?

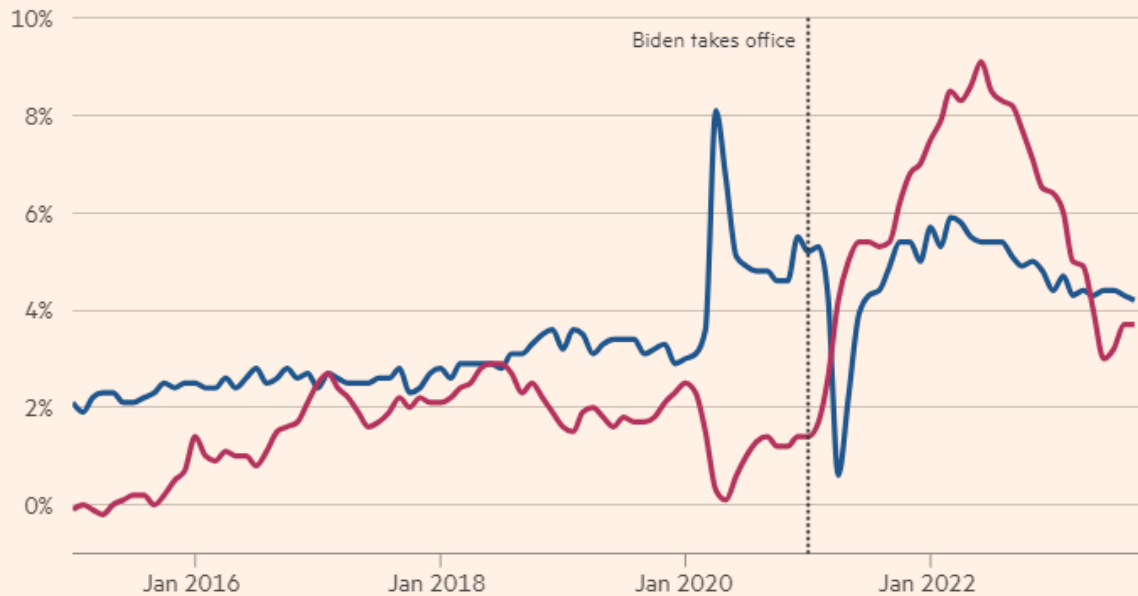


The difficult reality: Biden presides over an inflationary period when real wage decline, after Trump showed real wage gains

Wages have only recently caught up with inflation

Year-on-year change (%) in average hourly earnings and the consumer price index

■ Wages ■ Inflation

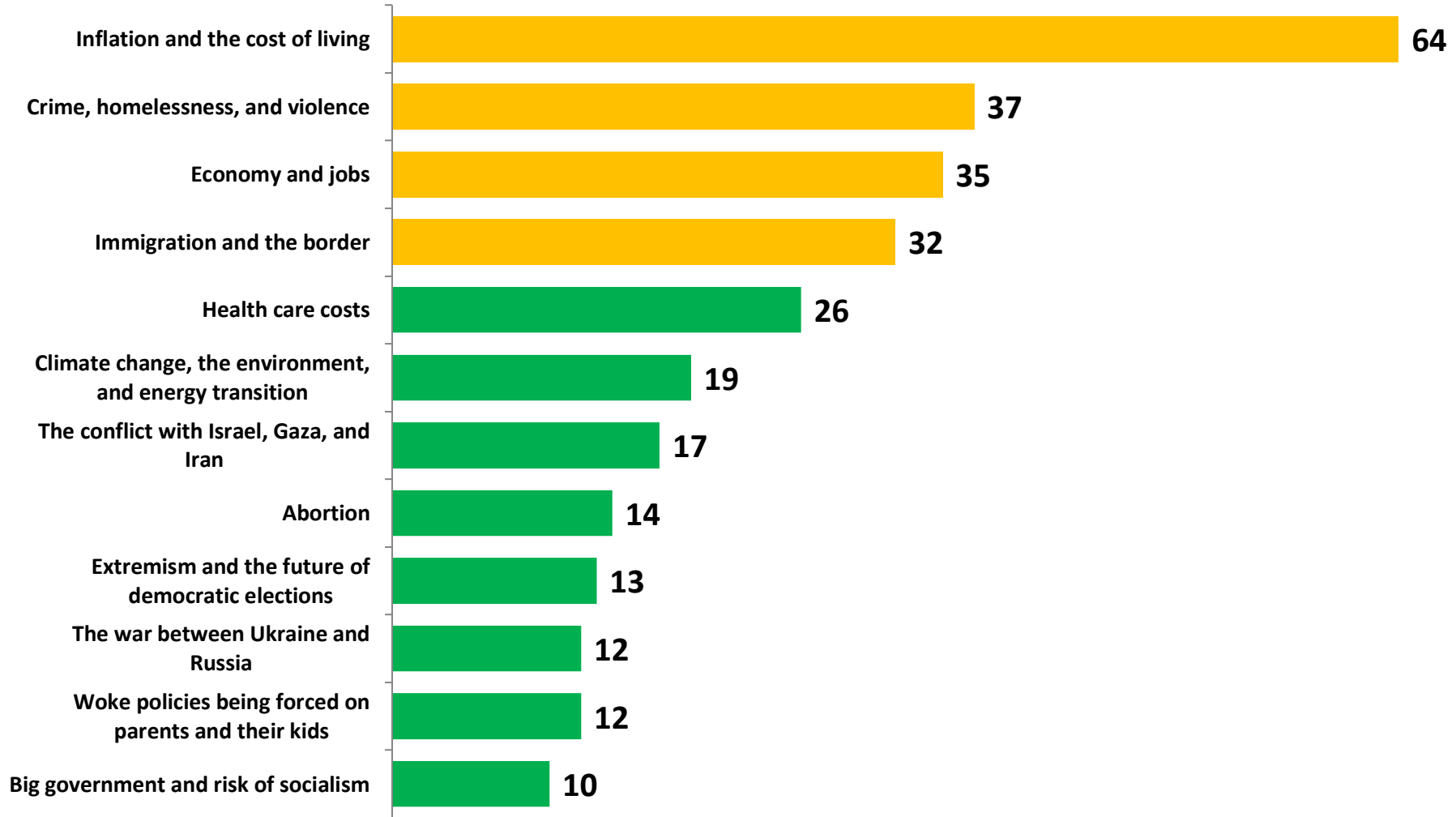


Source: [Bureau of Labor Statistics](#) • Note: CPI changes are not seasonally adjusted
 FT graphic: Eva Xiao

FINANCIAL TIMES

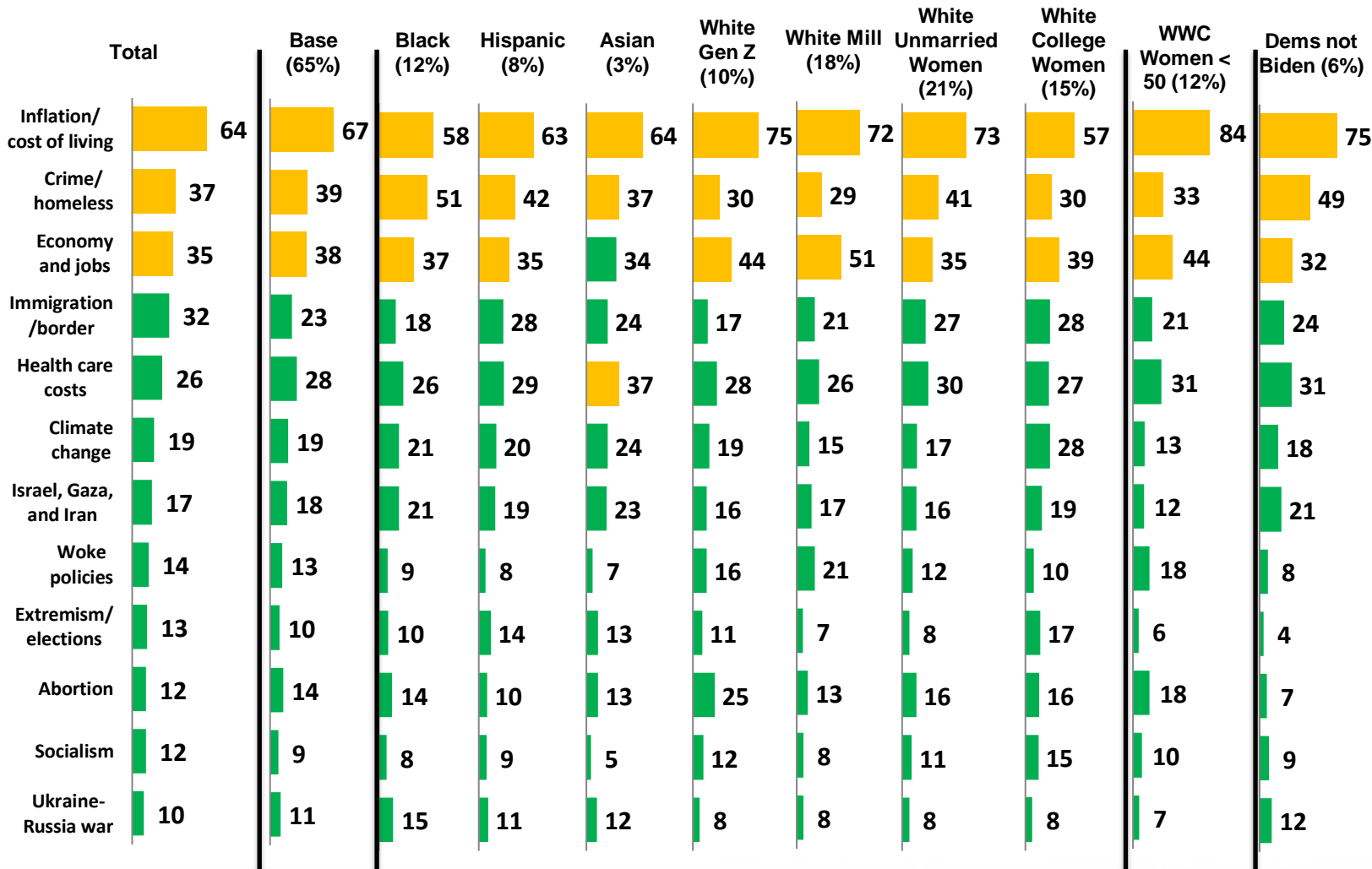
So, inflation and cost of living dominate all; economy & jobs bracketed by crime and the border

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



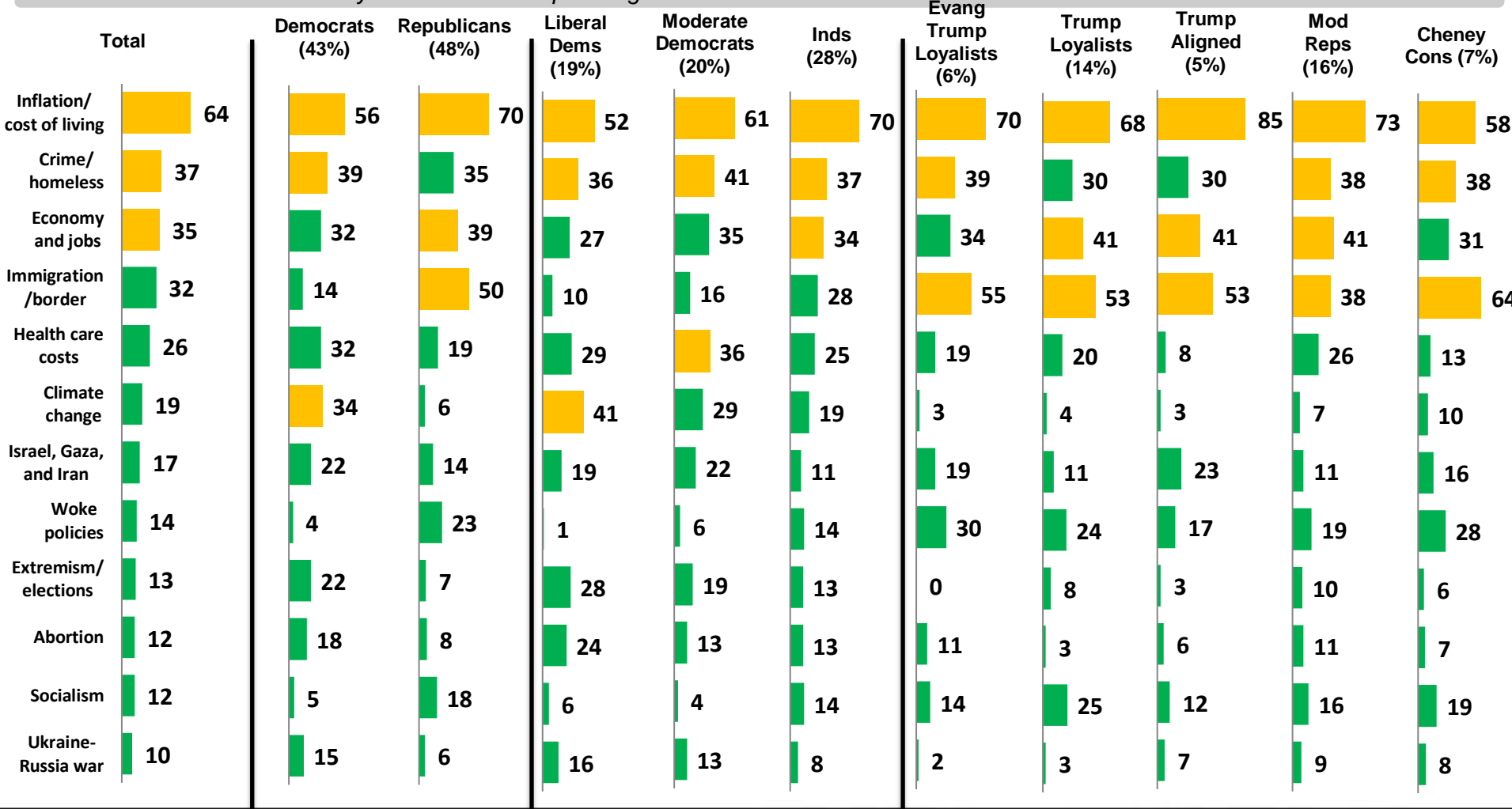
Inflation/costs surge with GenZ , millennials & under 50 wwc women; crime & homeless more pressing than jobs & unemployment with Blacks & Hispanics

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



Trump loyalists consumed with cost of living & the border; Dems choose inflation/costs with climate change and crime; independents only high prices

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



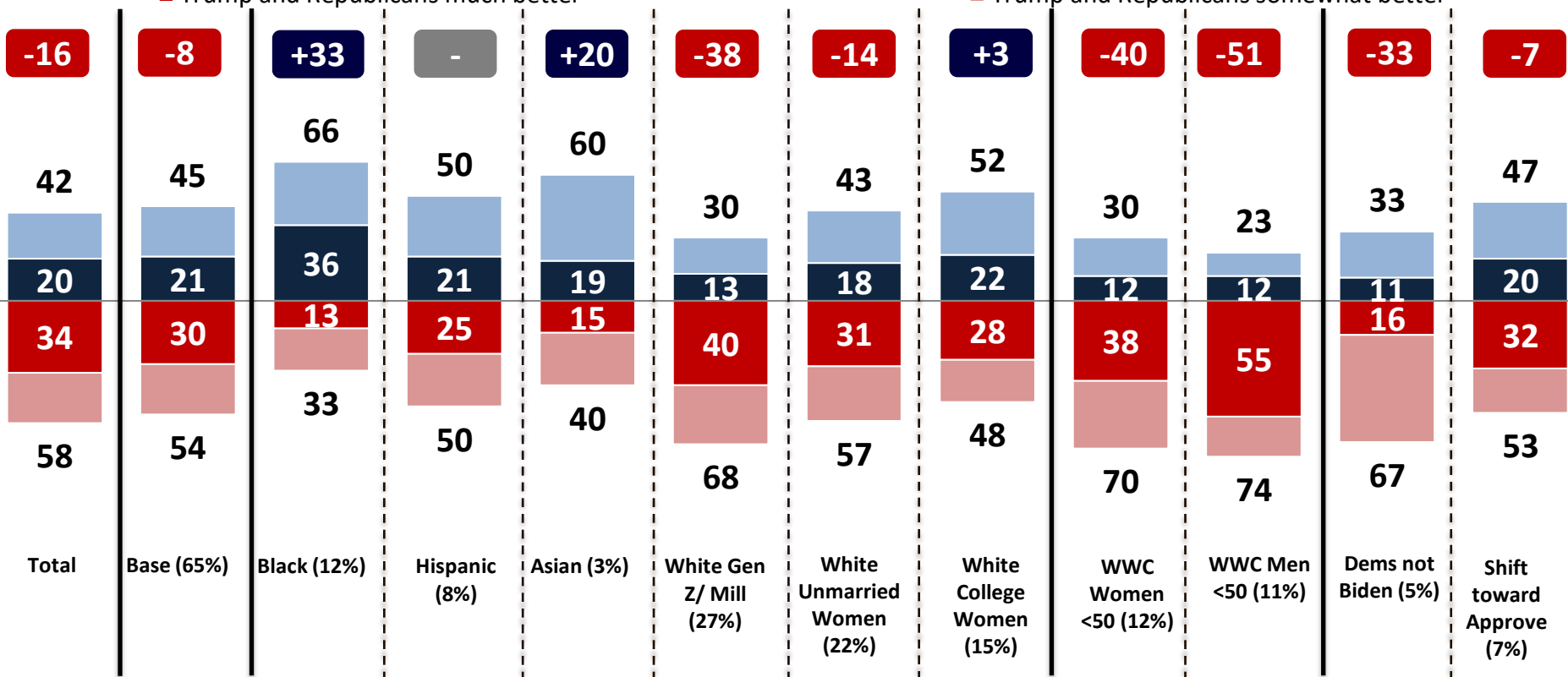
54% of base (1/3rd strongly) choose Trump & Republicans on wages keeping up with cost of living, including 1/3rd of Blacks, 1/2 of Hispanics & 2/3rd of millennials

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

Your wages and salary keeping up with the cost of living

■ Biden and Democrats much better
 ■ Trump and Republicans much better

■ Biden and Democrats somewhat better
 ■ Trump and Republicans somewhat better



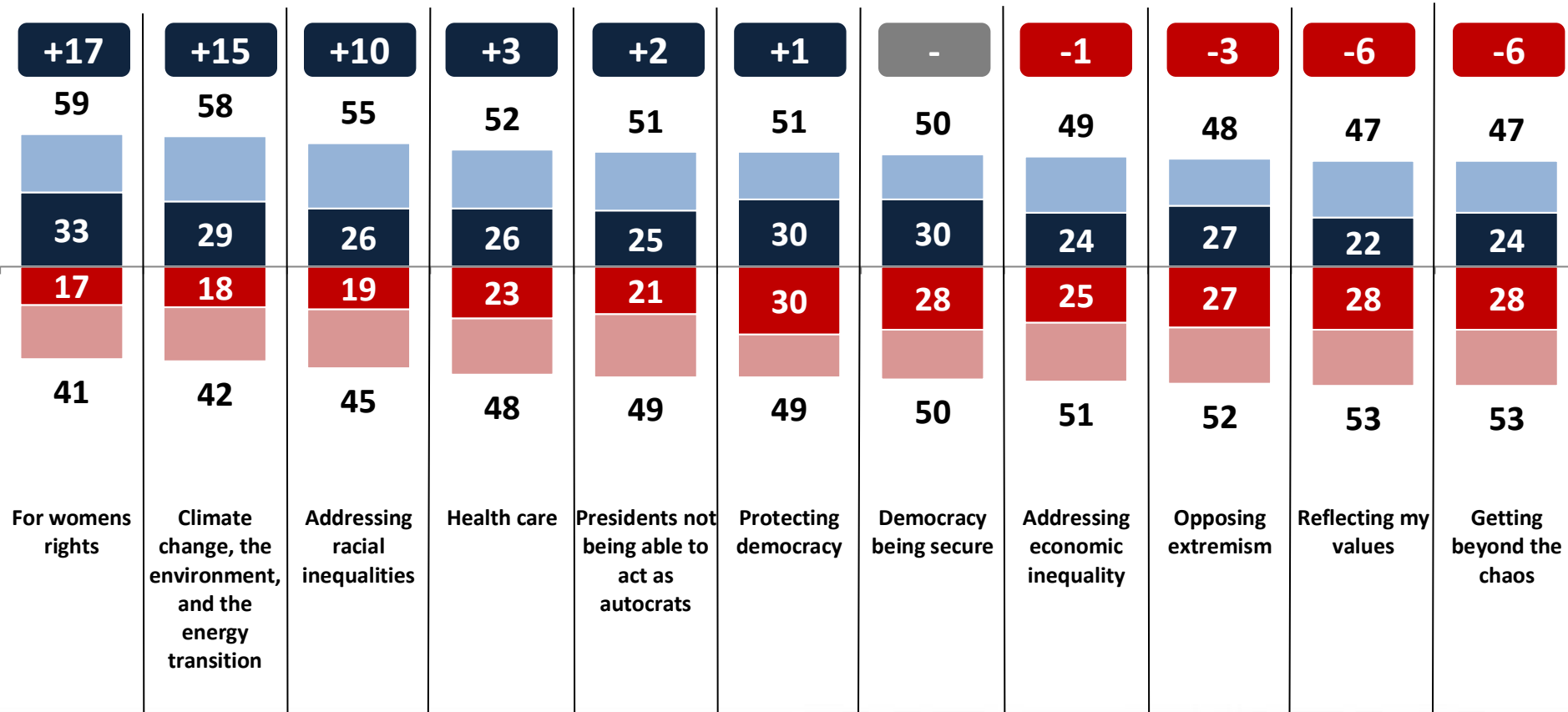
How the Issues Impact the Leader & Parties



Strongest Dem-Biden lead on women’s rights, climate change, racial equities and health care; democracy being secure is at parity – issues that are playing out

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

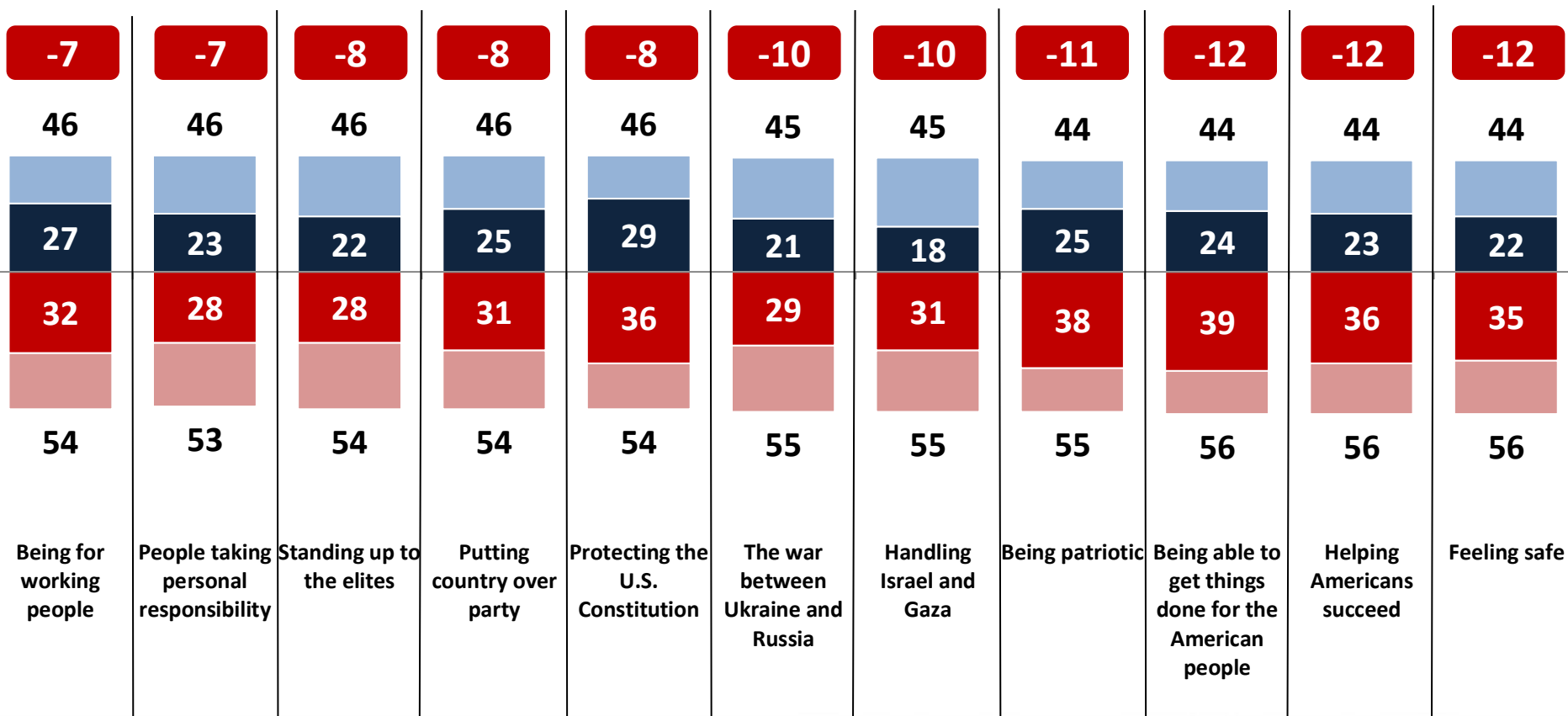
- Biden and Democrats much better
- Biden and Democrats somewhat better
- Trump and Republicans much better
- Trump and Republicans somewhat better



Trump and Republicans lead on some some basics: country over party, the war in Ukraine and Russia, getting things done and feeling safe.

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

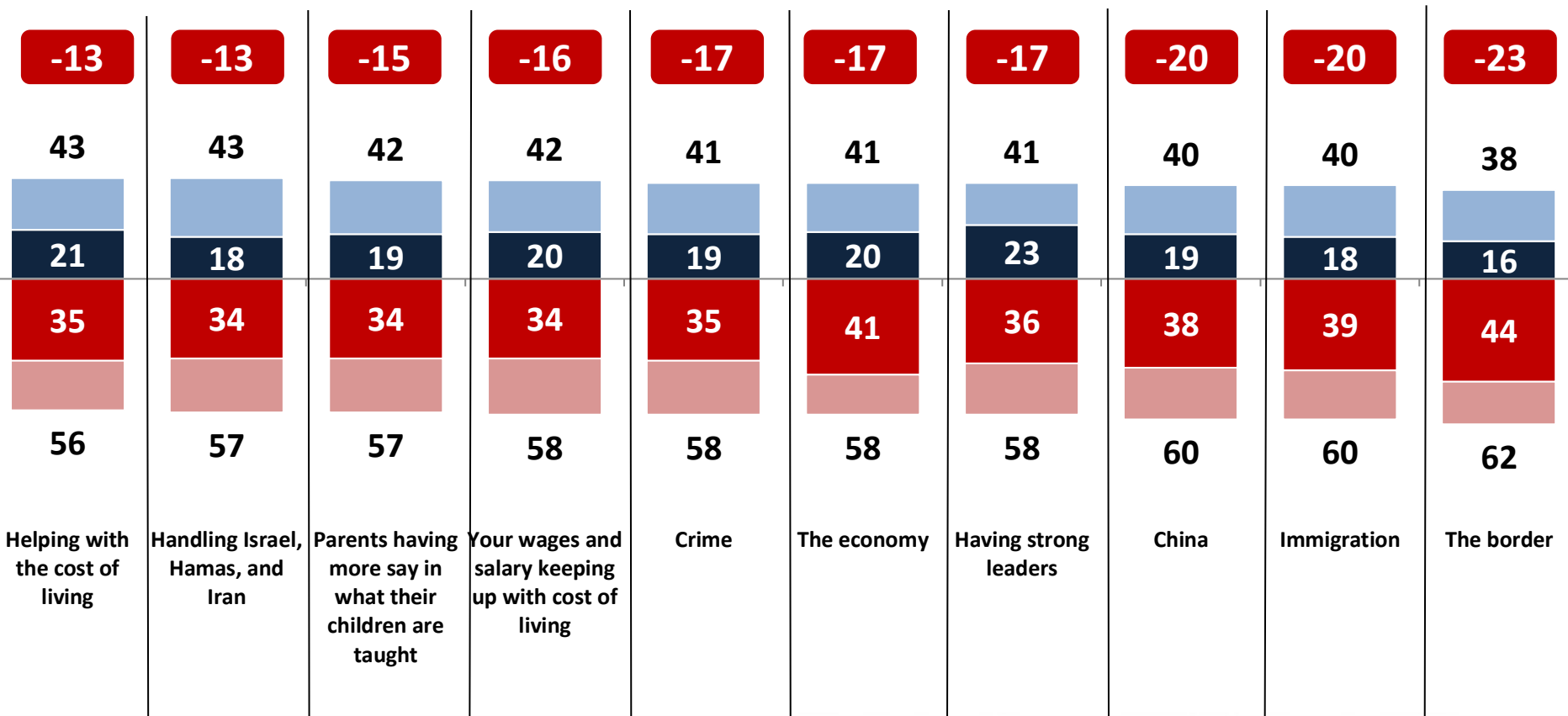
- Biden and Democrats much better
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Percent choosing Trump & Republican reaches 60 percent salaries keeping up with prices, on crime and the border – three of the top four concerns

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- Biden and Democrats much better
- Biden and Democrats somewhat better
- Trump and Republicans much better
- Trump and Republicans somewhat better



People Want Economic Help & More Power



Biden accomplishments – full text

(HEALTH) 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.

(CHILD TAX CREDIT) 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.

(INFRASTRUCTURE) With bi-partisan support, is investing \$1.2 trillion in infrastructure to repair highways and bridges, modernize airports, improve rail safety and add passenger rail service, strengthen supply chains, reduce carbon pollution.

(JOBS) Rebuilding our economy from the middle out and the bottom up, the economy has added more than 13.9 million jobs, inflation has fallen for 12 straight months, down 60 percent from last summer, and unemployment is down to 3.8 percent.

(ABORTION) The Biden administration opposes Republican attempts to ban abortion and has taken executive actions to protect abortion access and improve contraception availability. He supports patients seeking out-of-state care.

(BORDER SECURITY) The Biden administration requests \$14 billion in funding for border security, fentanyl control, and asylum processing. The requested funds cover an additional 1,300 border patrol agents, inspection machines for fentanyl detection, 1,600 asylum officers, 375 new immigration judge teams, and support for recent releases, among other critical measures.

(MADE IN AMERICA) Biden is bringing manufacturing back to the U.S., with a \$13 billion investment in electric vehicles and \$24 billion in batteries. This creates jobs by building in America and by forcing federal government agencies to buy in America.

(BIG CORP) Passed law providing more funds to the IRS to crack down on tax evasion by the wealthy and big corporations, put in a 15 percent minimum tax so they pay taxes, and a 1 percent fee on stock buybacks used by big oil companies making super profits.

(UKRAINE / ISRAEL) Biden led a united NATO focused on the war in Ukraine, standing up to Russia and protecting democracy. He enacted multiple bi-partisan support packages to Ukraine that increased our national security. He did the same in Israel when Hamas terrorists hit Israel with support of Iran.

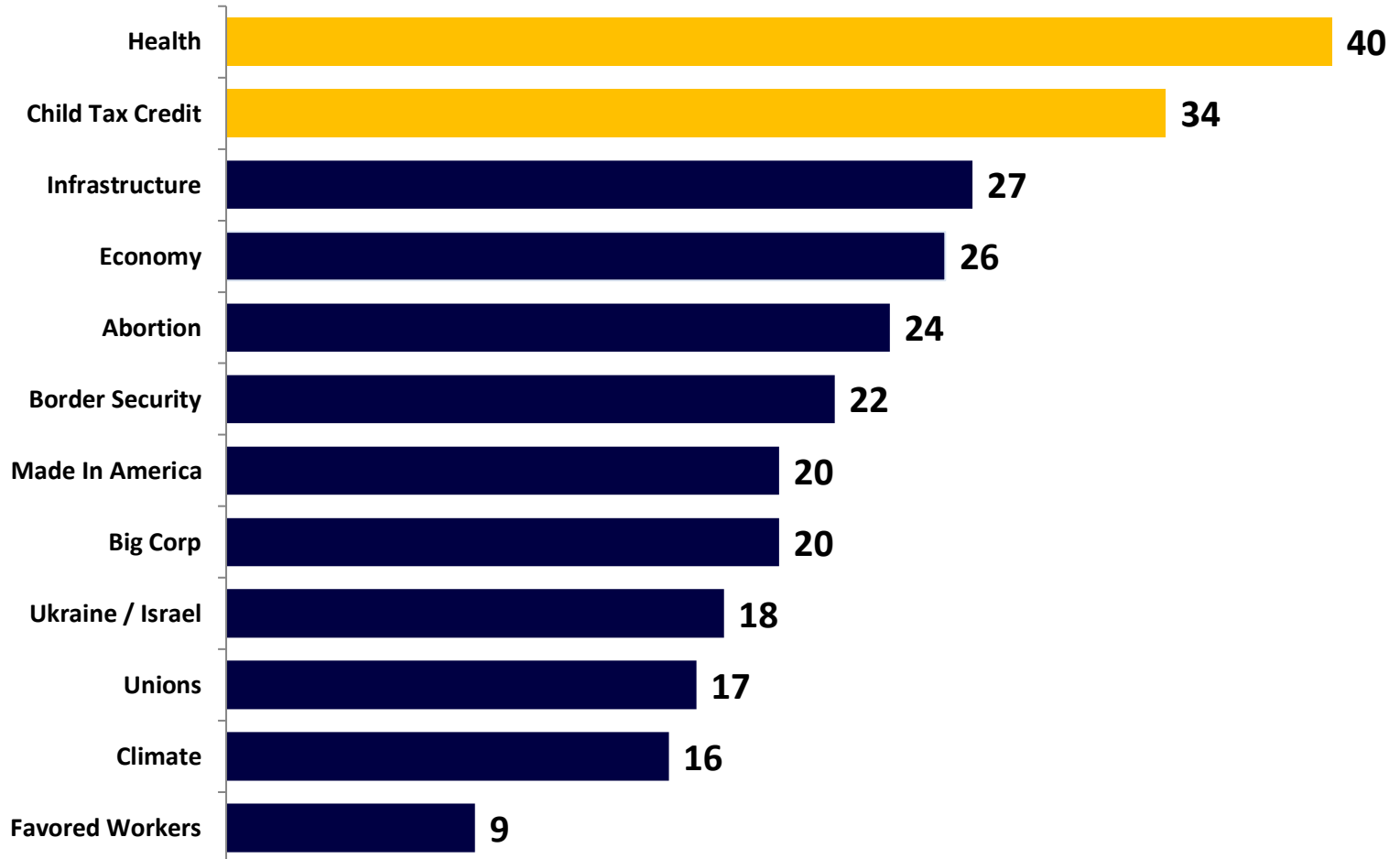
(UNIONS) Showing his support for unions, Biden joined on the picket line. He has increased real wages by 3.5 percent, with the lowest-paid workers benefiting most. New rules propose extending overtime protections to over 3.6 million workers, and penalizing companies with unfair labor practices, like Starbucks and Amazon.

(CLIMATE) Made historic investment in new laws to reduce what you spend on your energy bills and reduce carbon pollution. It gives big rebates to help families buy energy efficient appliances, and major tax cuts to buy new electric cars and install solar panels. It saves the average family \$1800 on energy costs.

(FAVORED WORKERS) His appointments to federal agencies and commissions have shifted the balance away from the biggest corporations to workers. They have filed anti-trust actions against Amazon and a monopolization suit against Google.

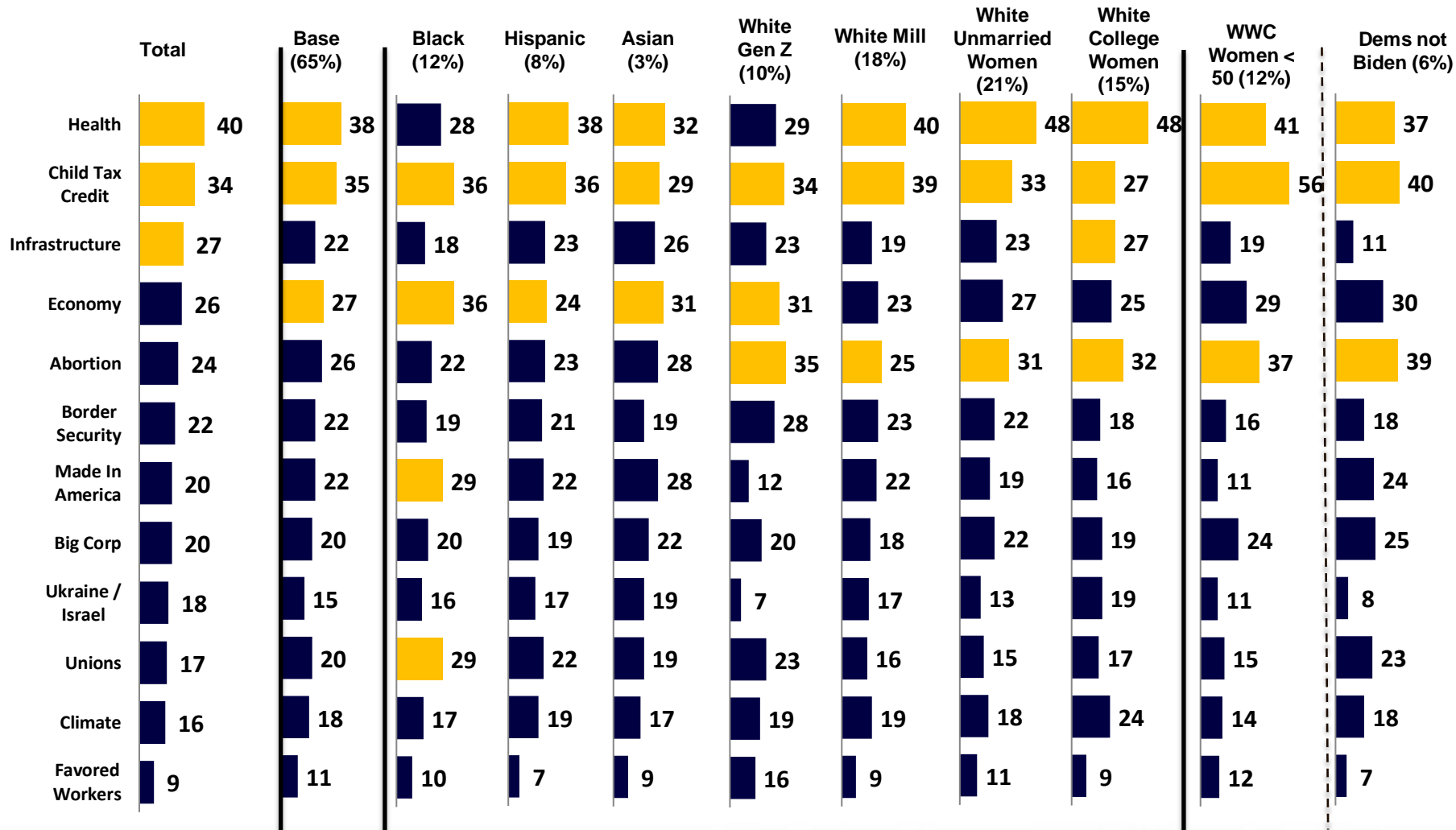
The only accomplishments of Biden that would be heard are reducing health care costs and the Child Tax Credit's benefits

Now, please read the following list that describes what President Biden has accomplished. Which *THREE* are the most important for you?



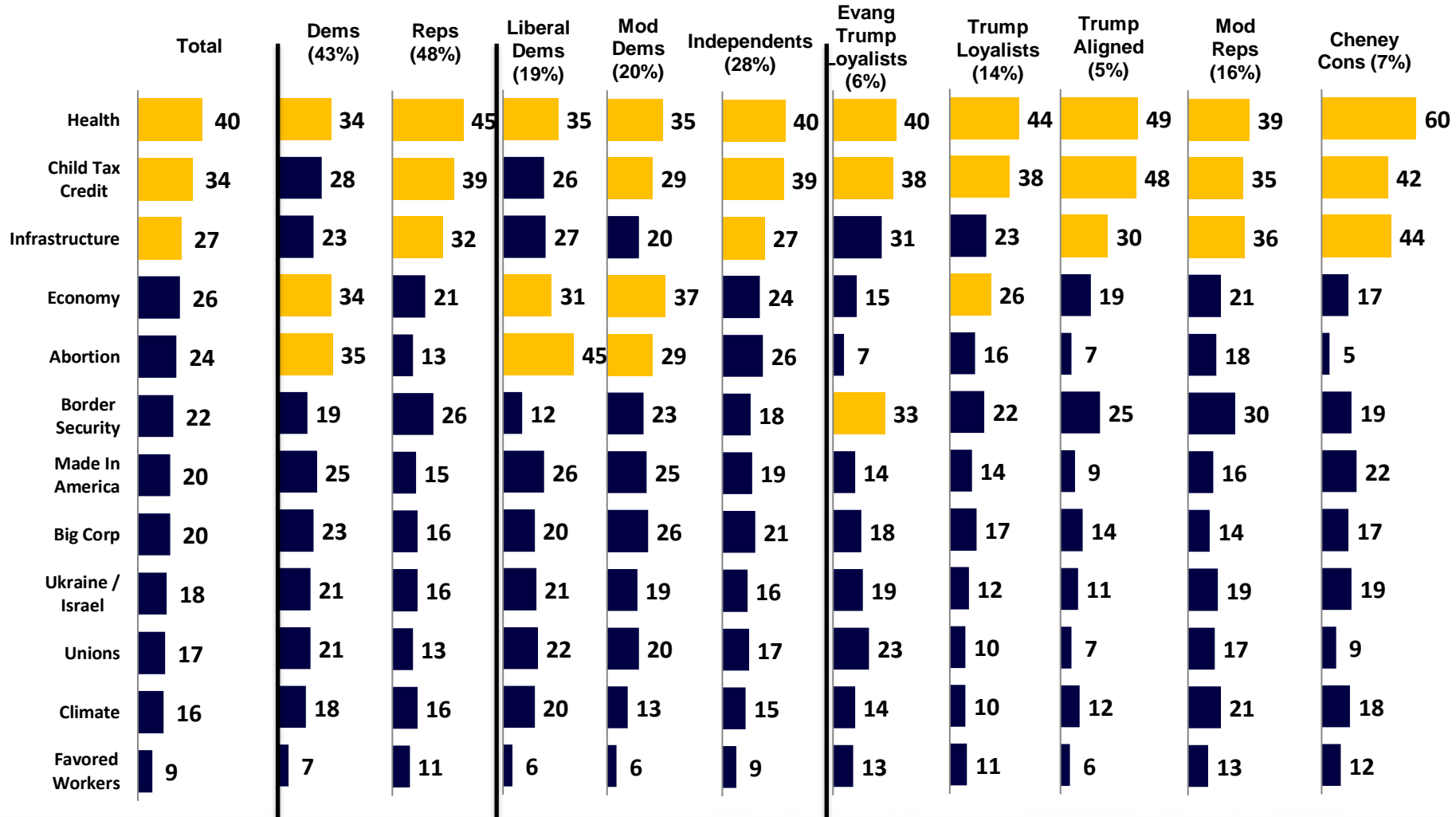
Health top Biden policy and with base, but CTC is at top of list for Blacks, Hispanics, Gen Z and millennials; also for Democrats holding back from Biden

Now, please read the following list that describes what President Biden has accomplished. Which THREE are the most important for you?



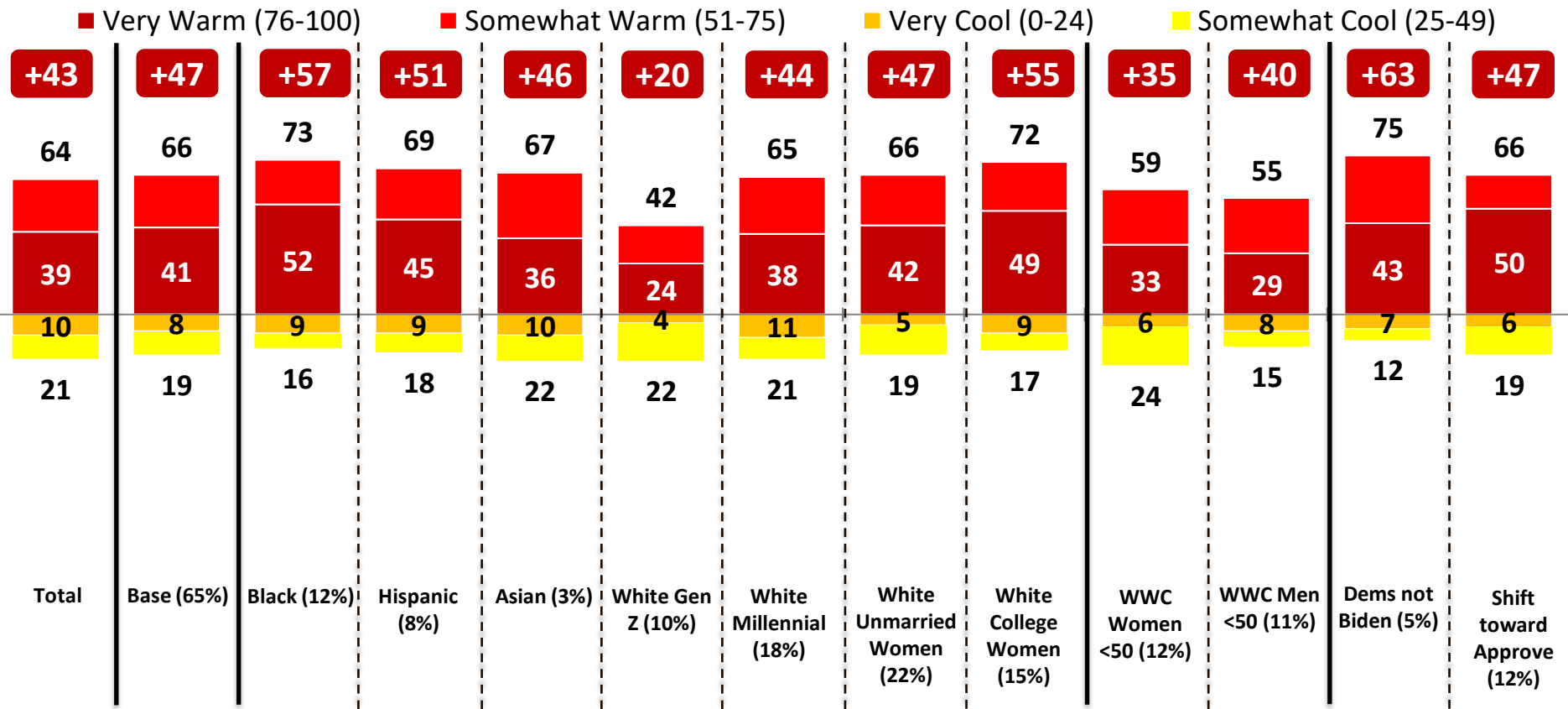
Health and CTC are top Biden accomplishment for Independents, while Republican groups also prioritize infrastructure and border security

Now, please read the following list that describes what President Biden has accomplished. Which THREE are the most important for you?



CTC is viewed intensively positively by 2/3rds of base, white unmarried women, as well as 3/5th of white Gen Z/millennials & under 50 working class. It dramatically hits Biden voters lost from 2020.

The higher monthly child tax credit that gave tax relief to poor, working, and middle class families with children

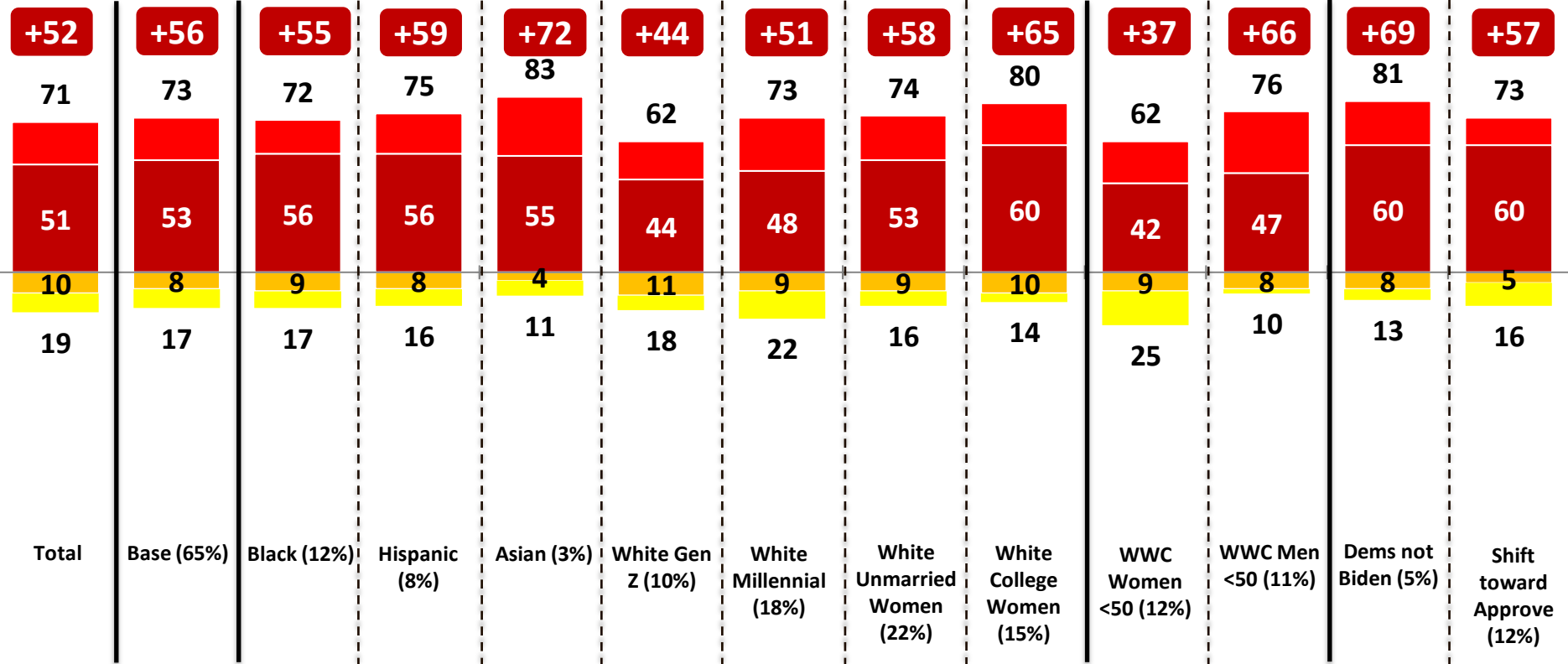


The idea of raising taxes on billionaires produces the most intense possible positive response across the base and working class and lost voters

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

Raising taxes on billionaires

■ Very Warm (76-100) ■ Somewhat Warm (51-75) ■ Very Cool (0-24) ■ Somewhat Cool (25-49)



Taxing billionaires strongest possible result with Democrats, independents and Trump loyalists.

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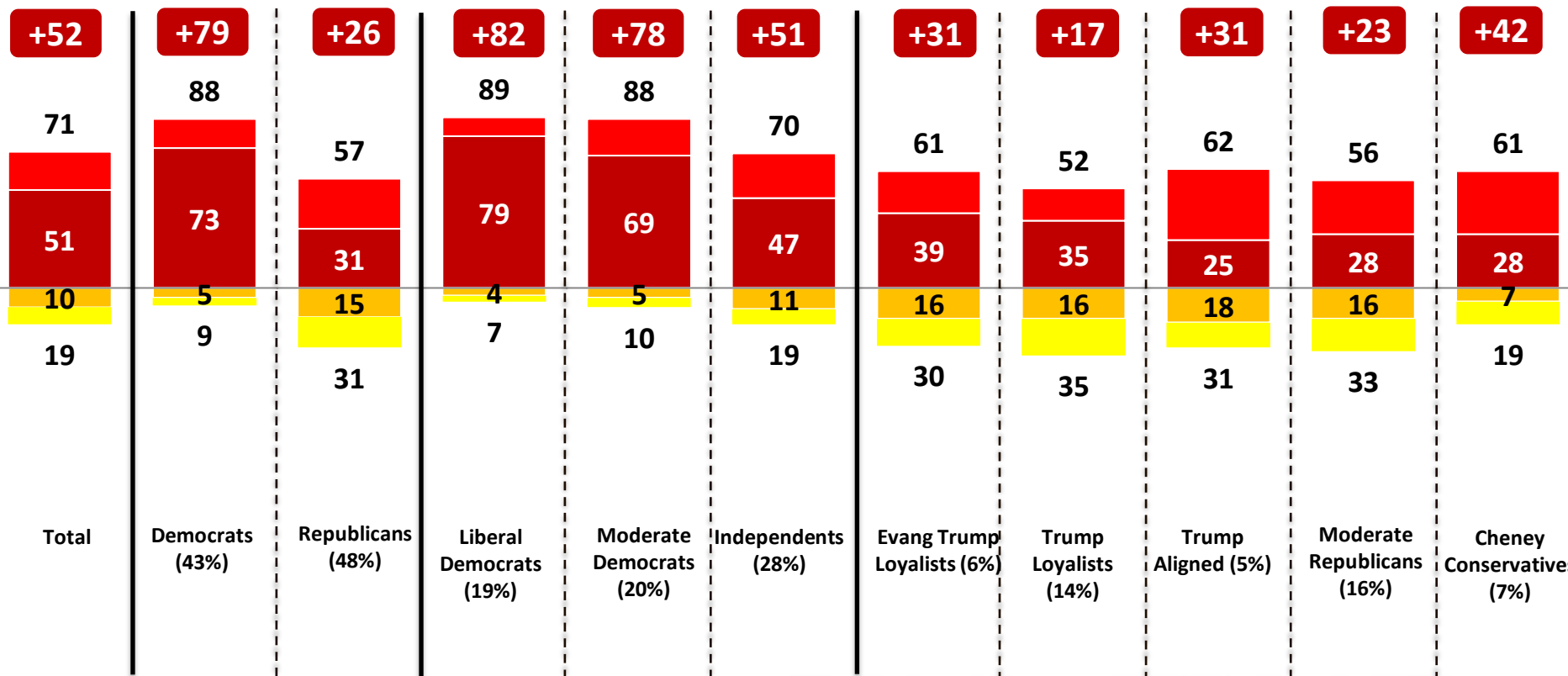
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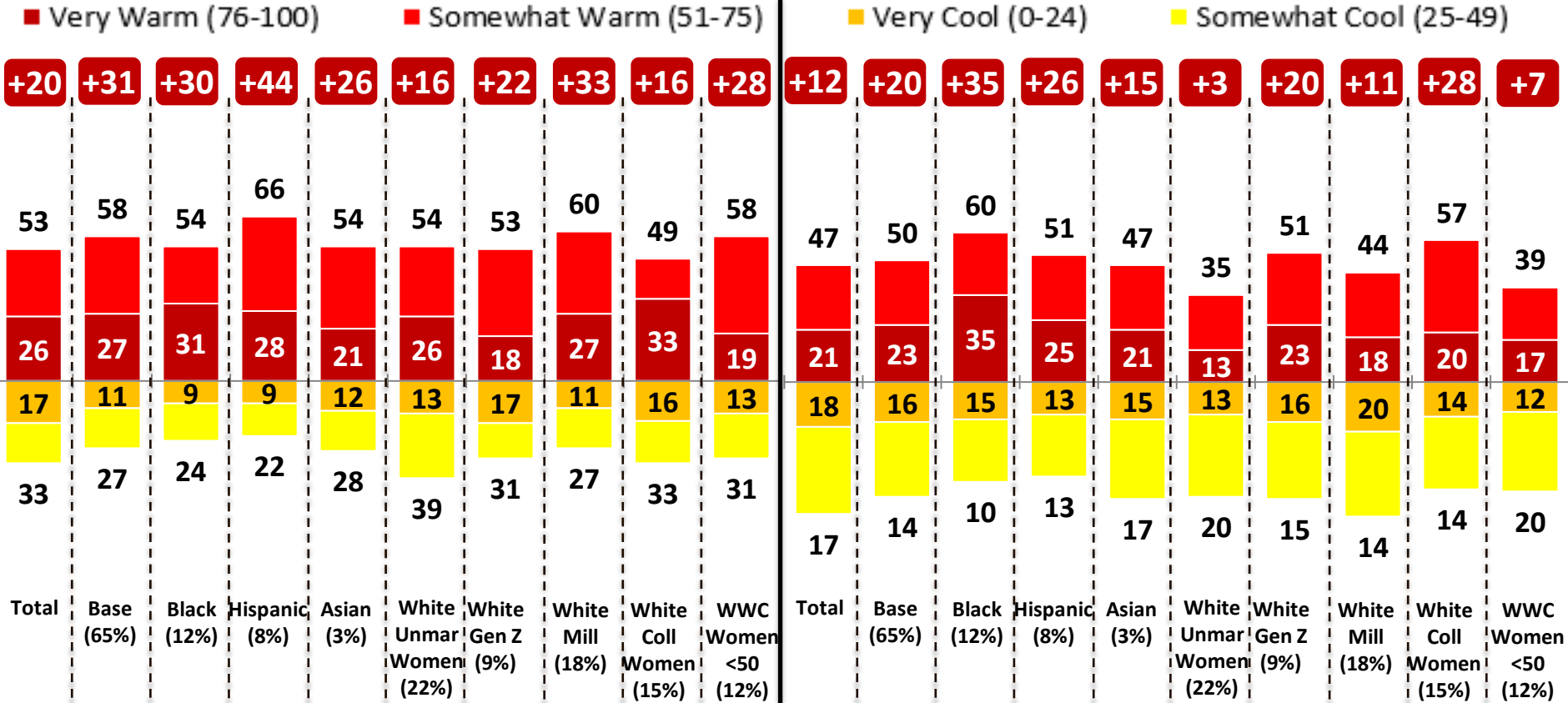
Somewhat Cool (25-49)



Trade unions and UAW striking for higher wages creates a more favorably climate

Labor Unions

The United Automobile Workers striking the 3 automakers [SPLIT B: for higher wages]

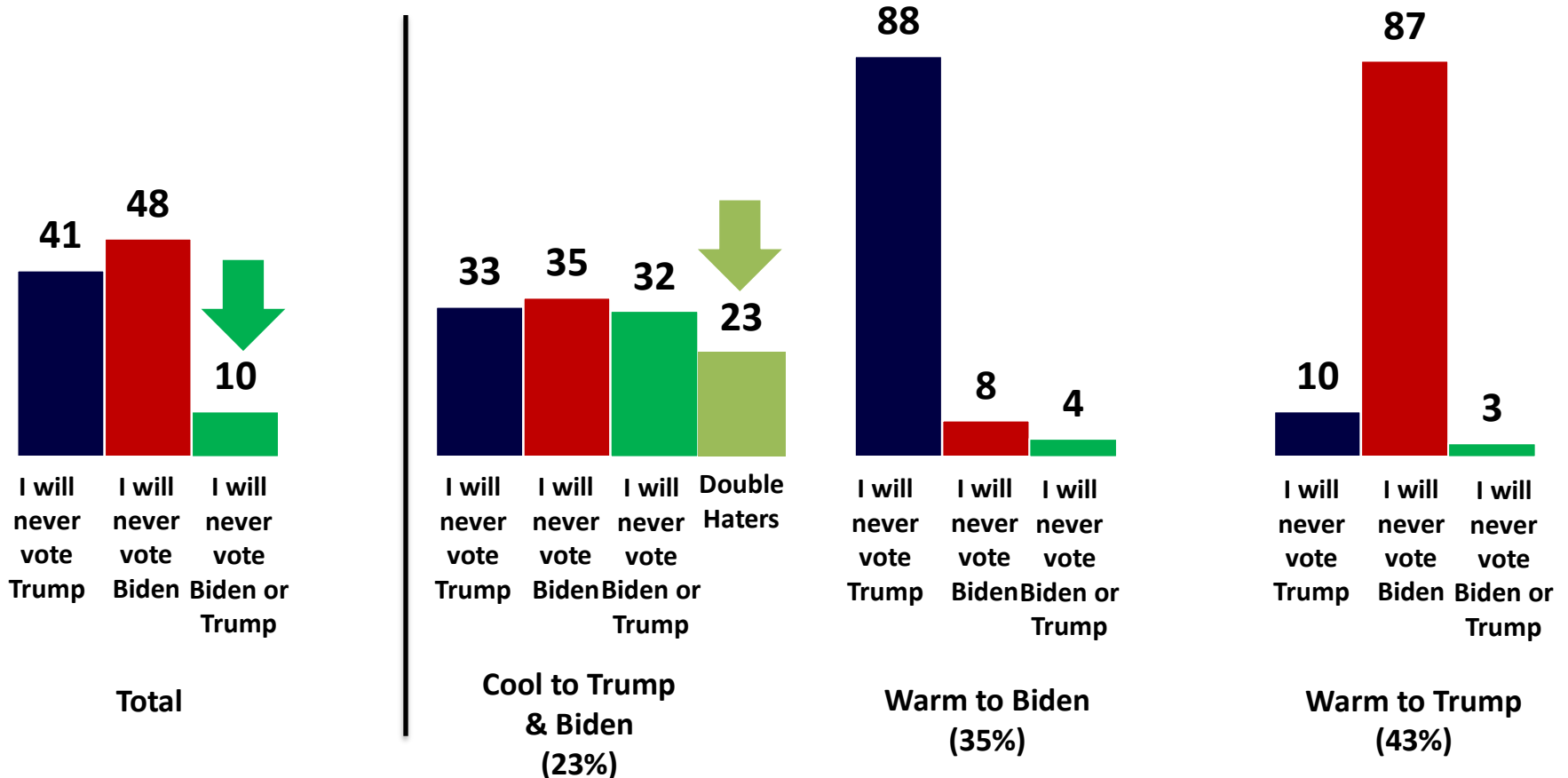


The Anti Time



Campaign also affected by the quarter who are “double haters.” A third of them won’t vote for either either. That 10% bloc sets up a big large third-party vote.

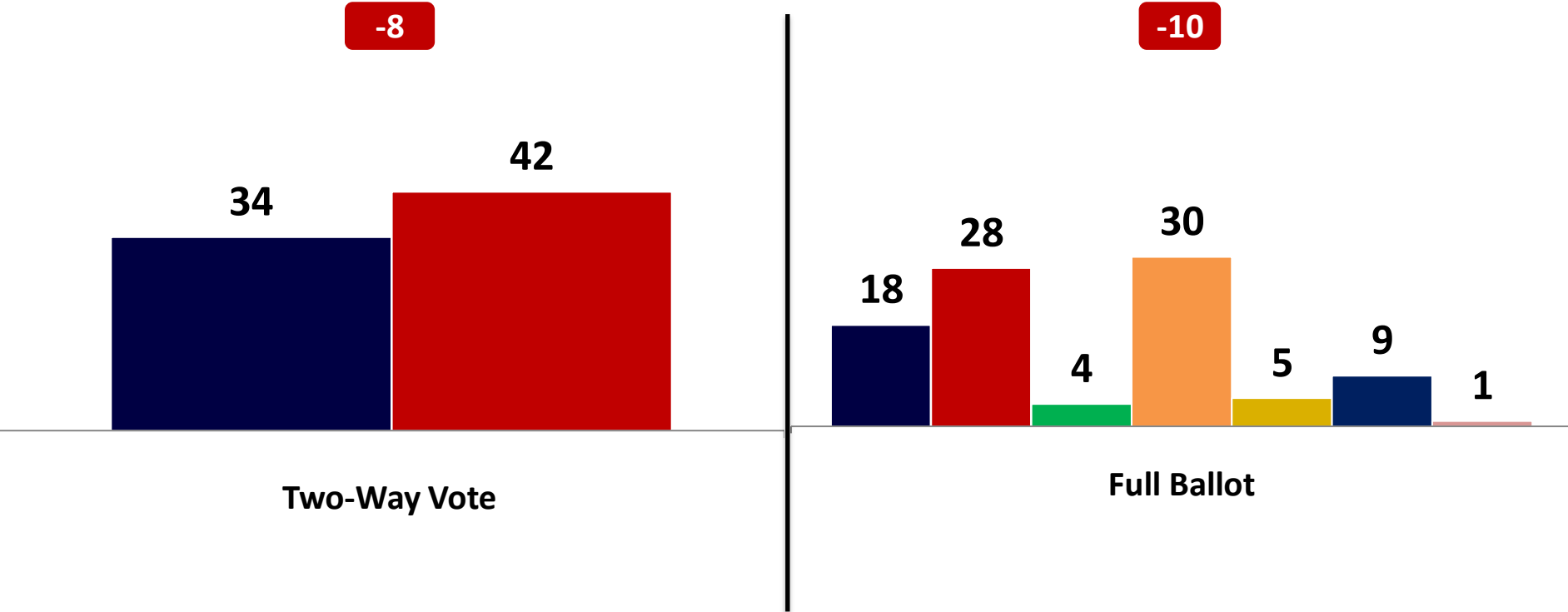
Which of the following best represents where you stand?



Double Haters break for Trump, like RFK Jr. when given the option

Thinking about the election for President in November 2024, will you vote for...?

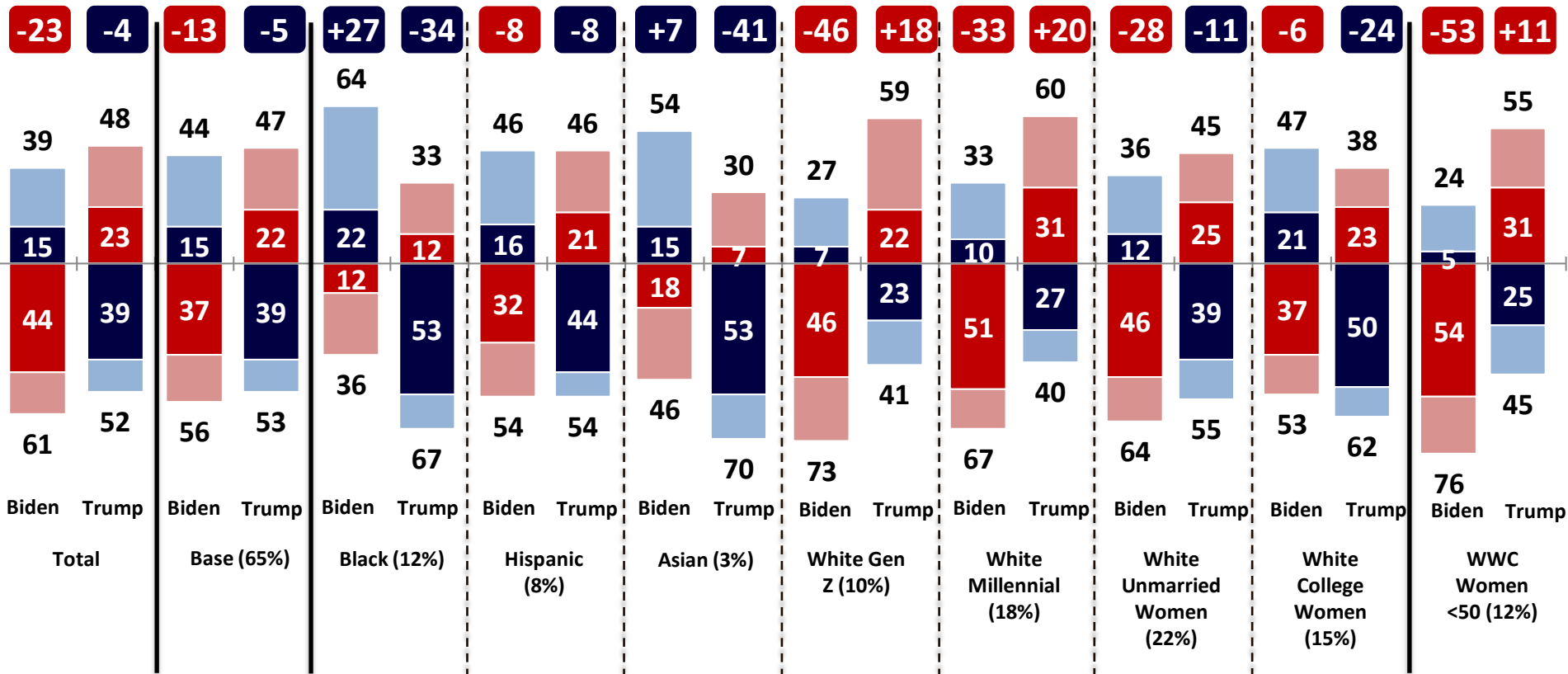
- Democrat Joe Biden
- Republican Donald Trump
- Green Party Candidate
- Independent Robert F. Kennedy, Jr.
- Libertarian Chase Oliver
- No Labels Party
- Independent Cornel West



Both have high disapproval, but Biden's higher, even in base; greatest in Gen Z, millennials & unmarried women; Hispanics divided; 36% of Blacks disapprove

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

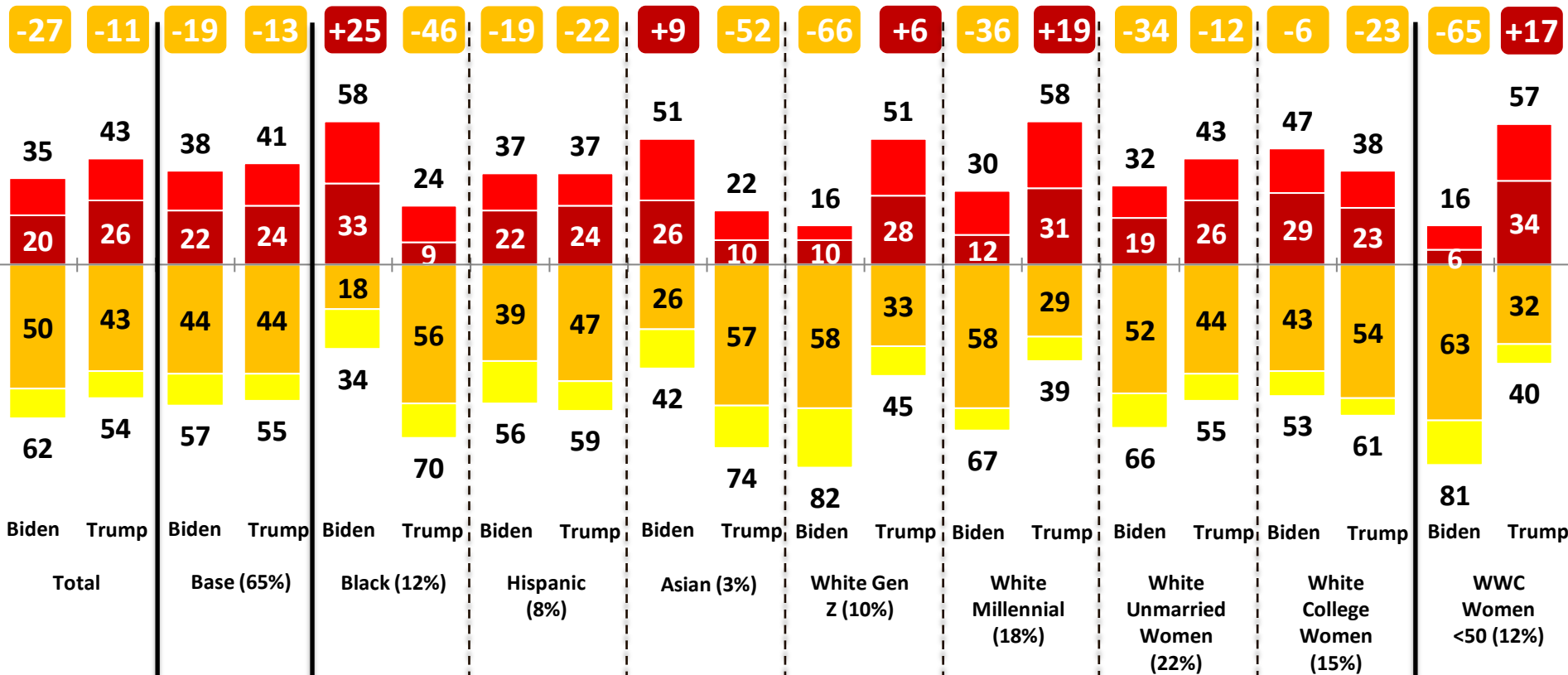
■ Biden Strong Approve
 ■ Biden Somewhat Approve
 ■ Biden Strong Disapprove
 ■ Biden Somewhat Disapprove
■ Trump Strong Approve
 ■ Trump Somewhat Approve
■ Trump Strong Disapprove
 ■ Trump Somewhat Disapprove



Both leaders get gut unfavorable ratings, but Biden's worse: only 38% of base are warm to him. Hispanics are contested. Thank God for Asian voters & college women

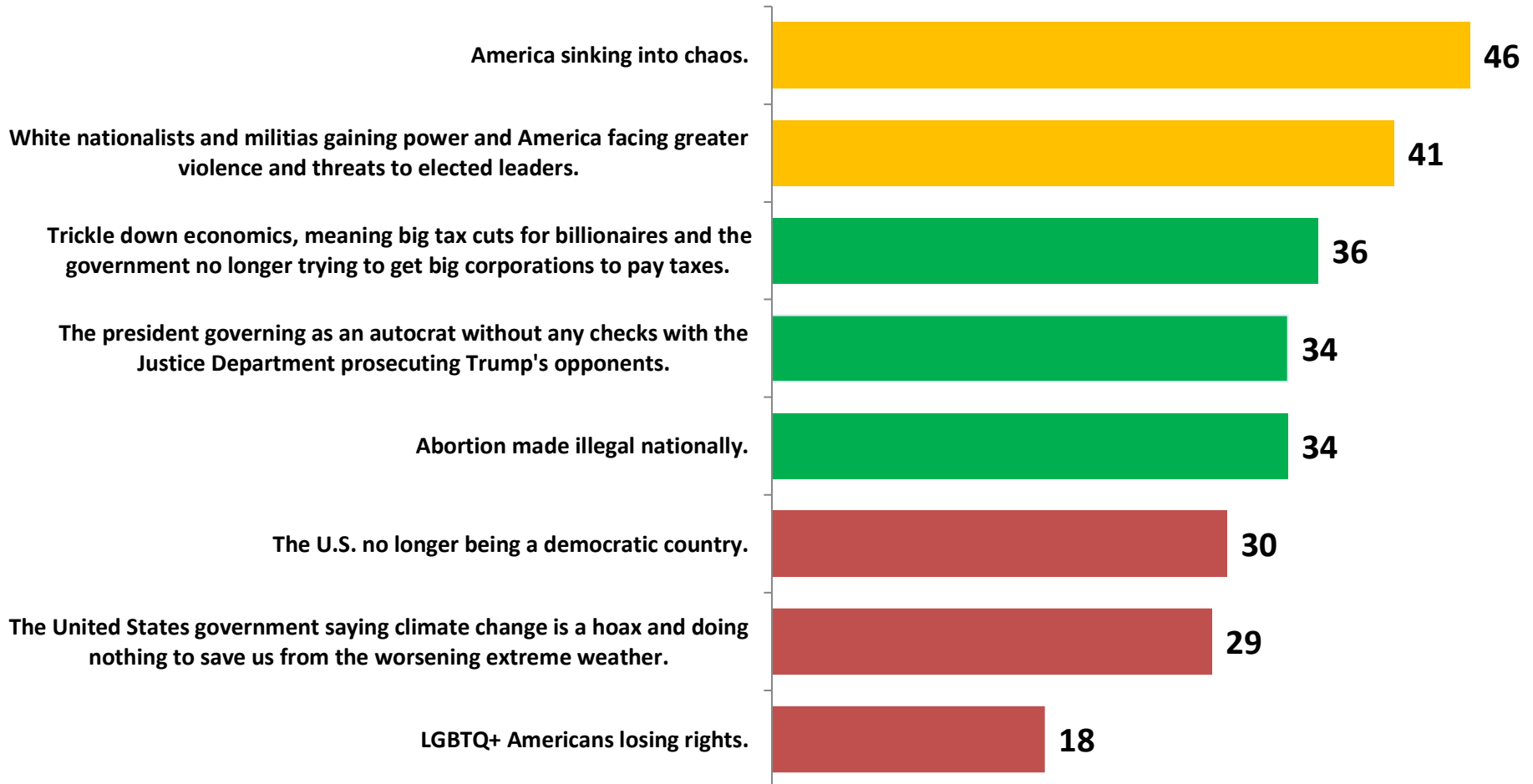
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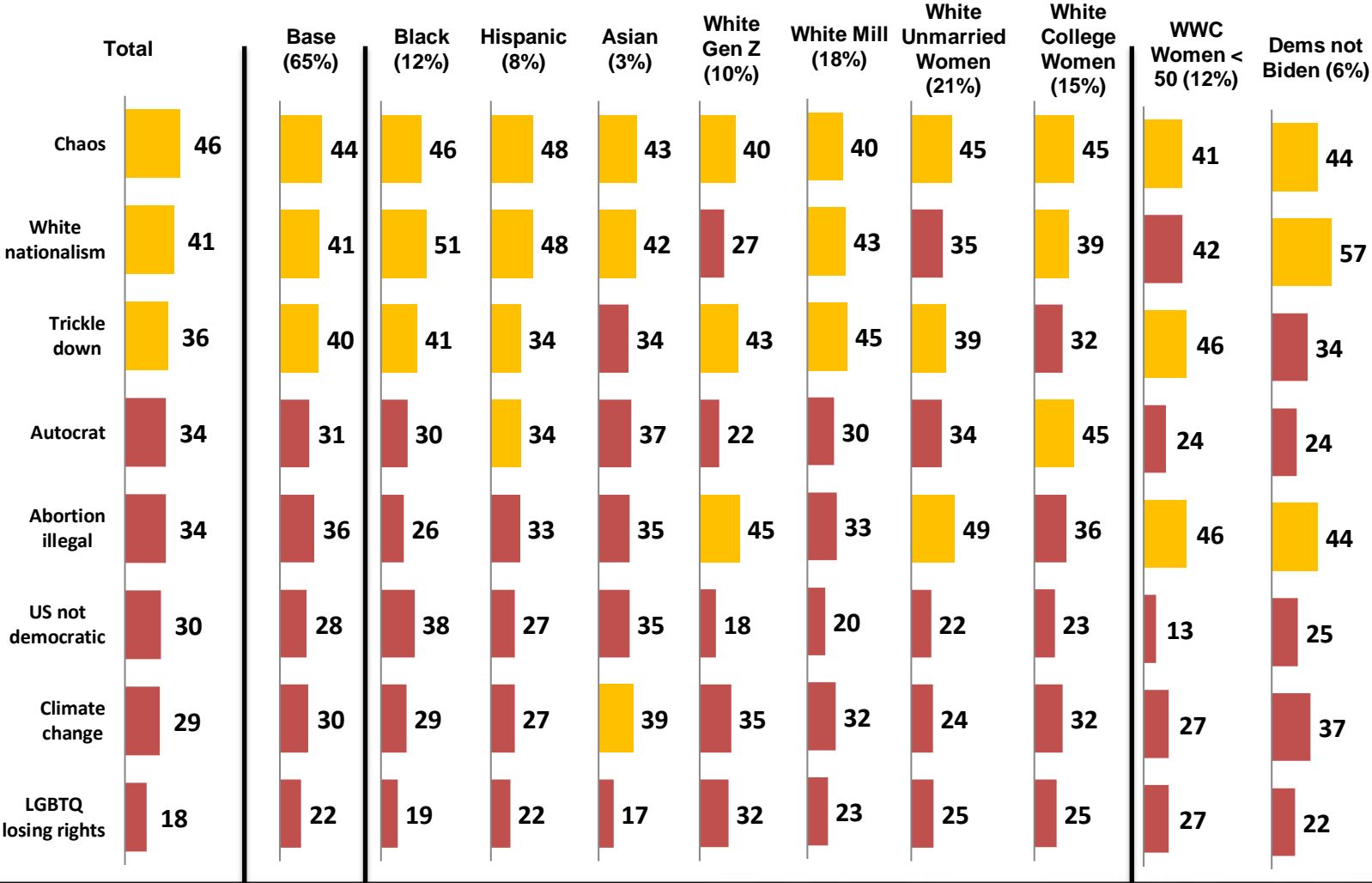
If Trump re-elected, voters first fear chaos, white nationalist violence & an autocrat. Then, trickle down & abortion illegal

Imagine that Donald Trump is re-elected as President. Which **THREE** of these would upset you the most?



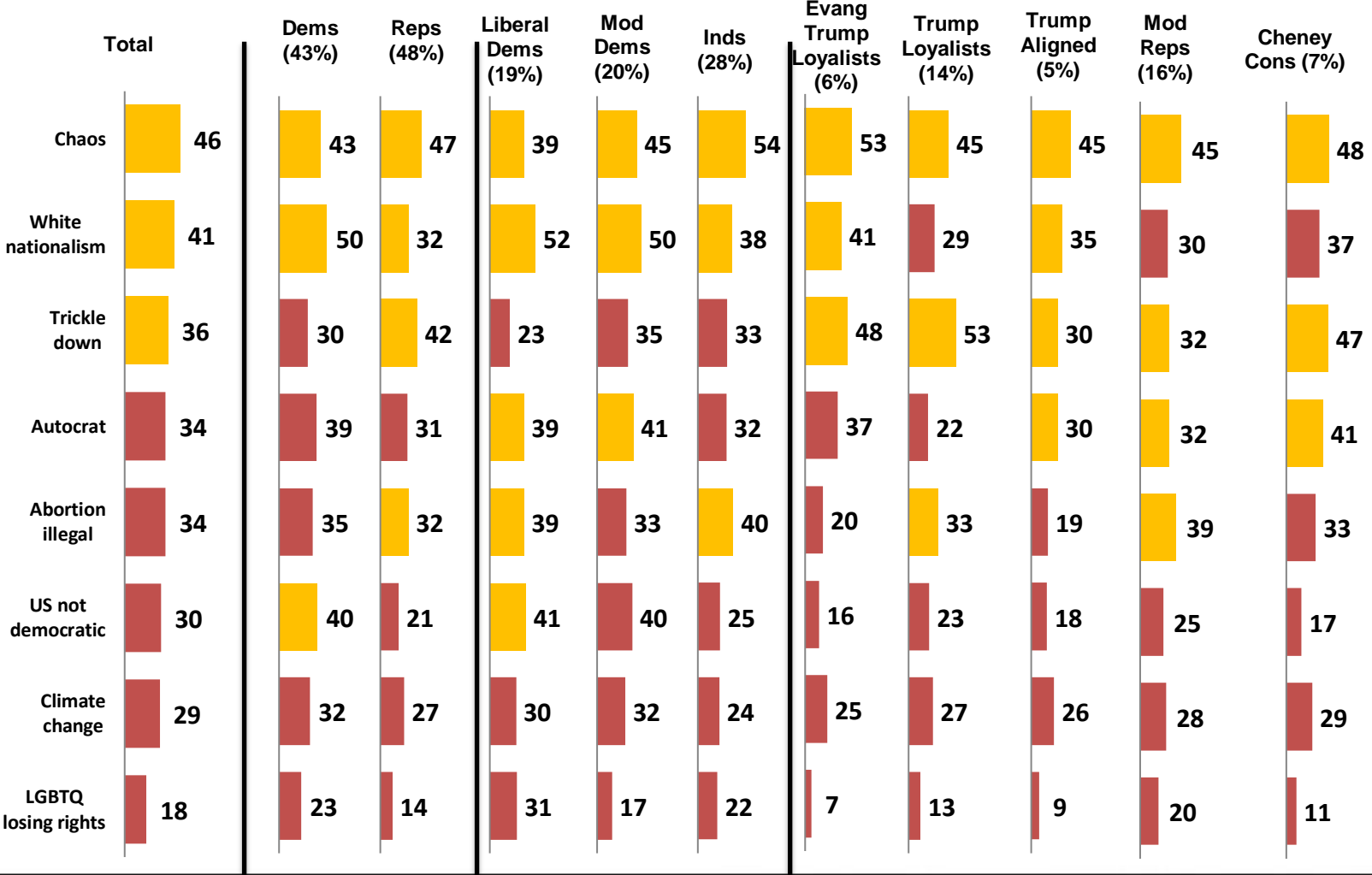
Chaos is top Trump fear overall, but White nationalism, trickle-down economics, and abortion all stand out among some base groups

Imagine that Donald Trump is re-elected as President. Which THREE of these would upset you the most?



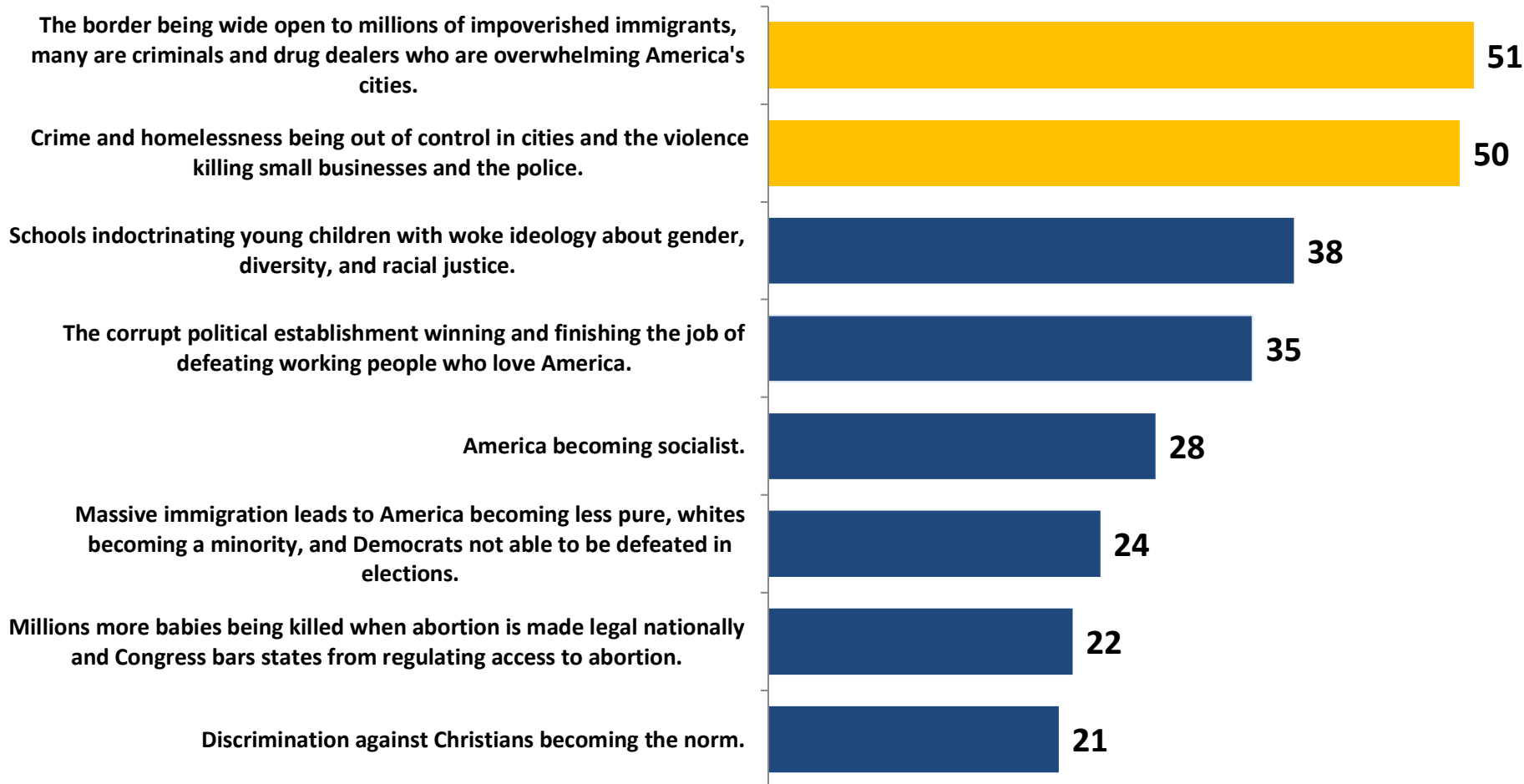
Democrats worry about white nationalism, while independents & Cheney cons. bring in abortion being barred and Trump loyalists, “trickle down.”

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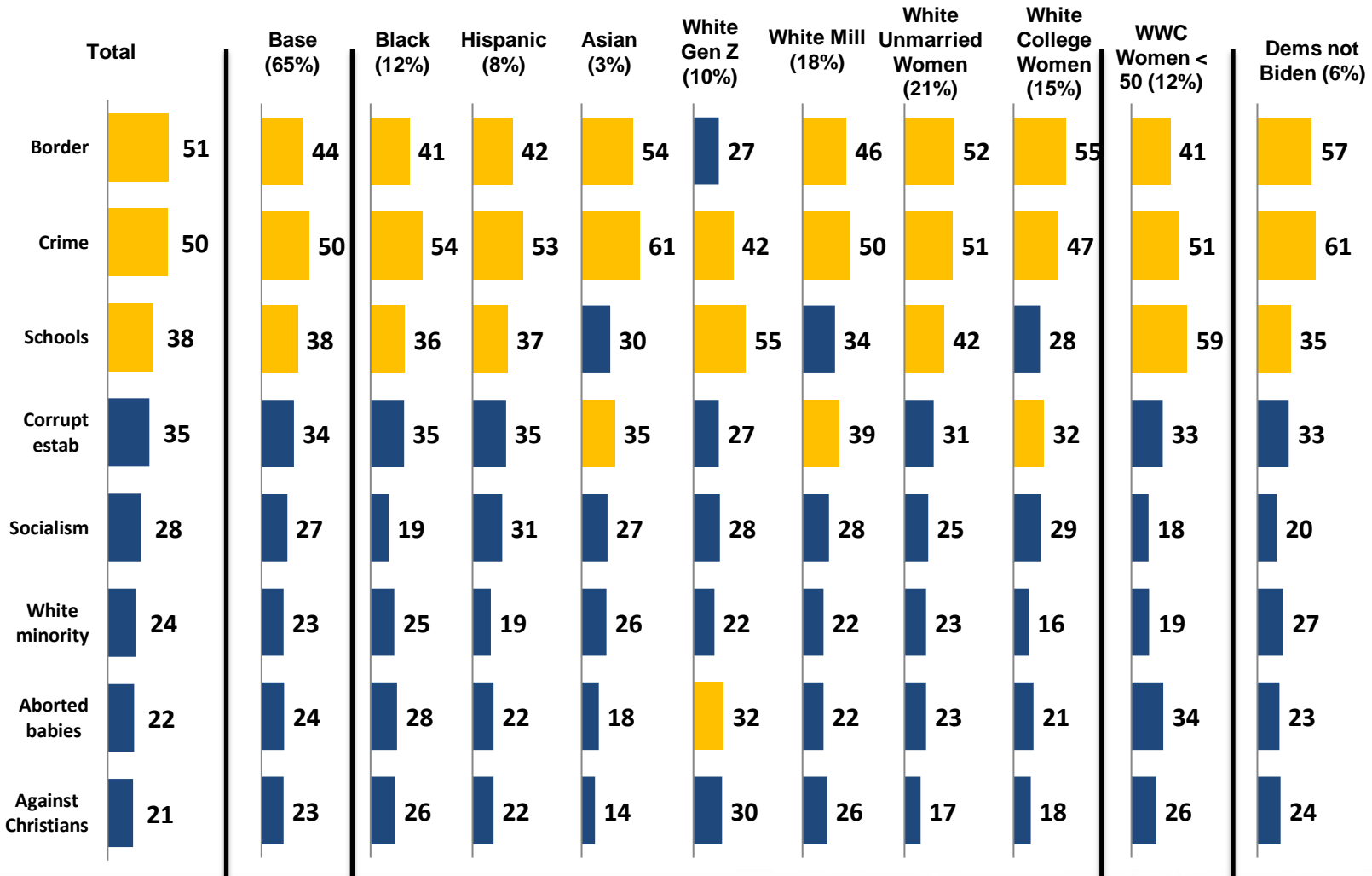
If Biden wins, even more voters see open borders, crime and homelessness; school indoctrination & corruption lower, but high; little worry about abortion

Imagine that Joe Biden is re-elected as President. Which **THREE** of these would upset you the most?



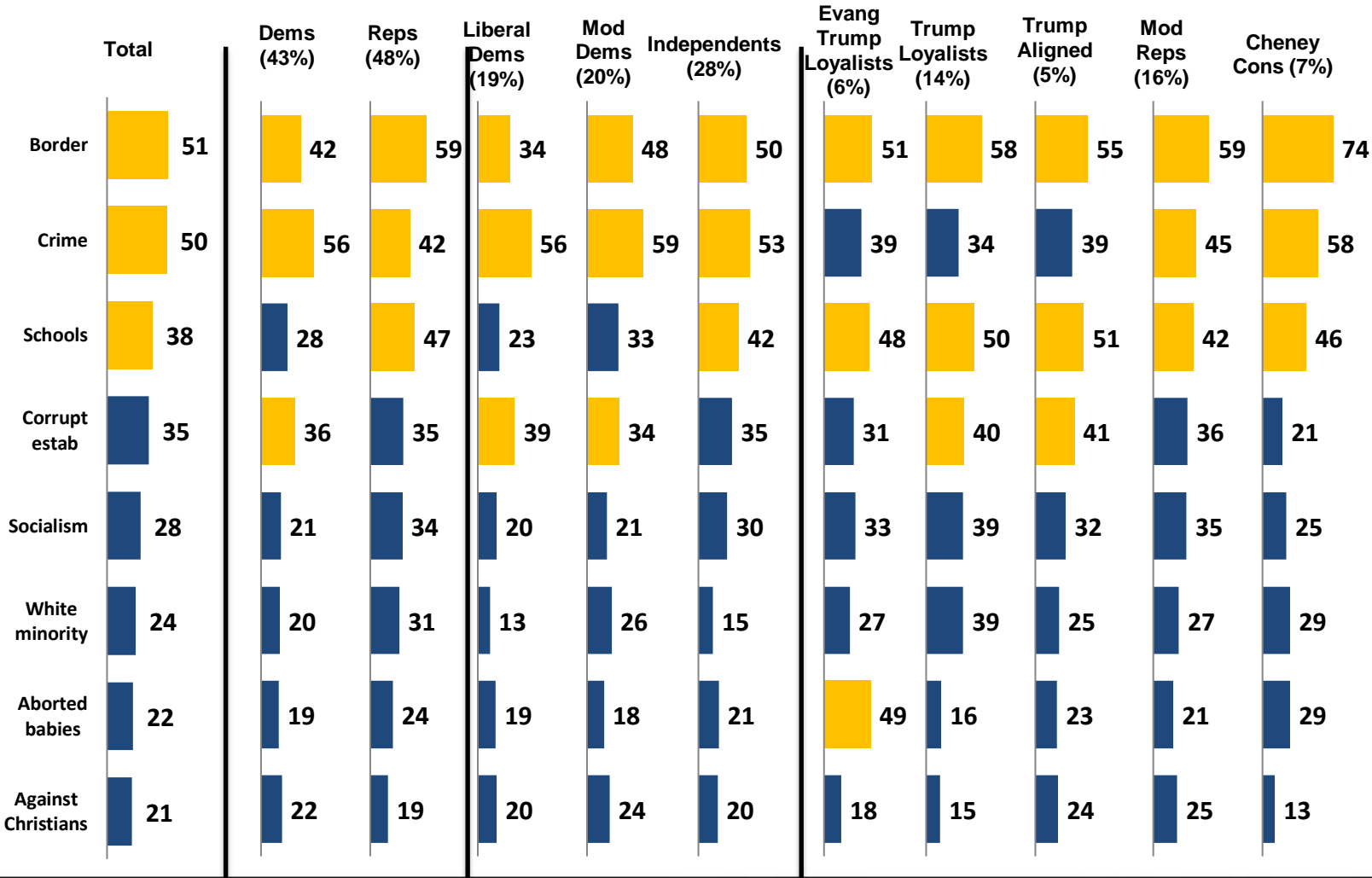
Concern with border high across base groups. Concern about crime is highest in the base and especially with Blacks, Hispanics and Asians.

Imagine that Joe Biden is re-elected as President. Which THREE of these would upset you the most?



Dems fear crime; Trump loyalists see open border and schools indoctrinated. Evangelicals see abortion. Border deep worry for moderates & Cheney cons.

Imagine that Joe Biden is re-elected as President. Which THREE of these would upset you the most?



Attacks on Republicans and Democrats



Attacks on Republicans – full text

(SOCIAL SECURITY) They have passed major cuts to the Social Security Administration that slow services for seniors and the disabled. The new Speaker supports major cuts, raising the full retirement age from 67 to 69, putting many more seniors in poverty, and eliminating the cost-of-living adjustment for those with higher incomes.

(MASSACRES) Despite the weekly massacre of kids, they have only been willing to support small changes to gun laws. They wouldn't even consider comprehensive background checks or banning high-capacity magazines. Most important, they blocked raising the age to buy assault weapons from 18 to 21 years.

(FAMILIESDRUGSCTC) Every Republican in Congress voted against the law to reduce the price of insulin and allow Medicare to negotiate lower prices. They also voted against the increased and expanded Child Tax Credit that gave monthly checks to working families with kids.

(CORPORATE TAX) They voted against the biggest corporations paying a minimum tax of 15 percent and voted against increasing IRS enforcement to ensure billionaires pay tax too. They voted against a 1 percent fee on oil companies using their excess profits for stock buy backs, rather than lowering prices.

(PUBLIC EDUCATION) They want to cut funding for public education by cutting Title I grants by 80 percent, cutting the Education Department's budget by 30 percent, and are calling to shut down the Department of Education altogether.

(CHAOS) House Republicans' in-fighting left the House without a leader, with no one third in line to the president. The chaos makes America look weaker.

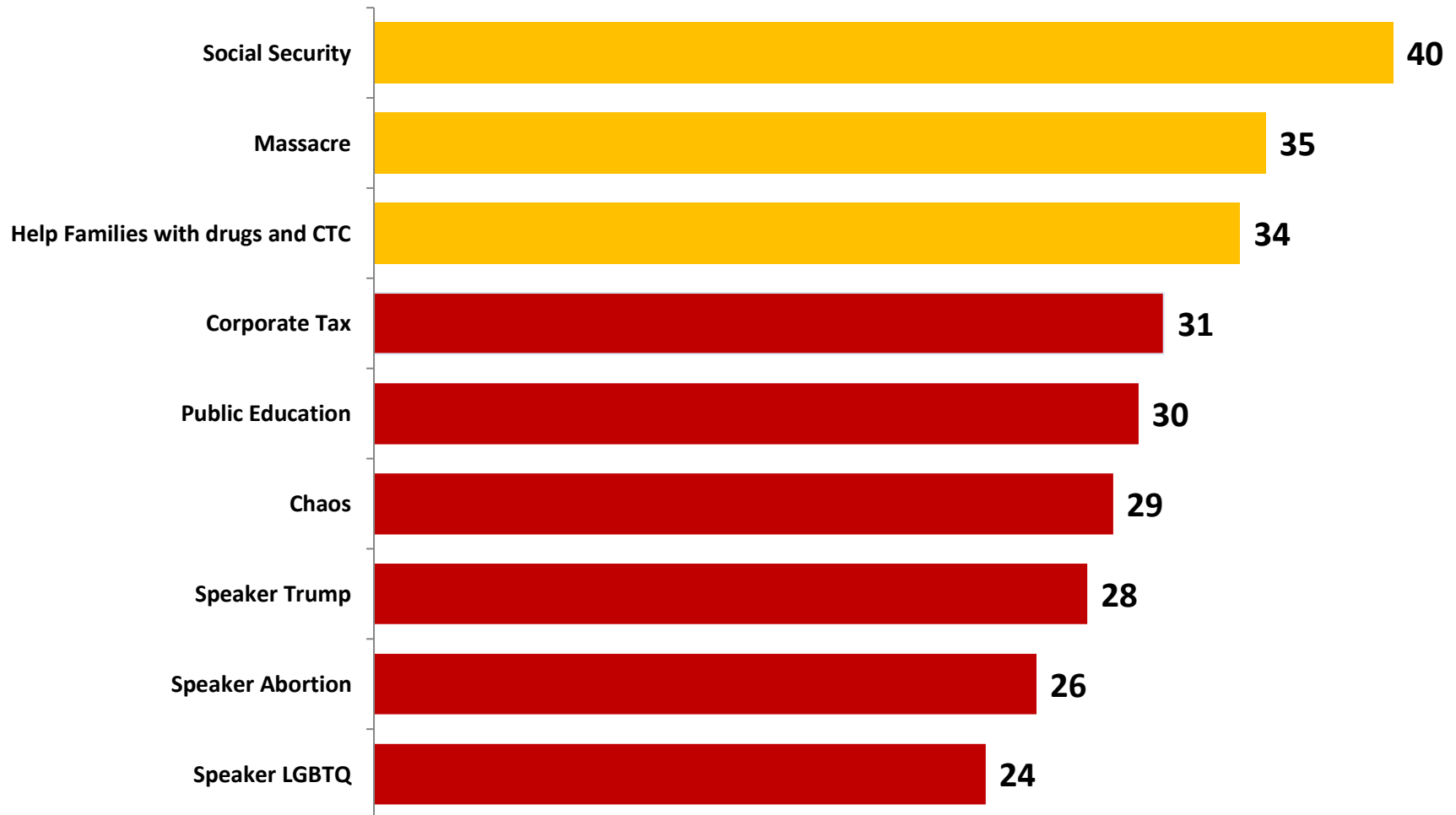
(SPEAKER TRUMP) The new Republican Speaker led the efforts in the House to overturn the last presidential election and won because he was backed by Donald Trump.

(SPEAKER ABORTION) The New Speaker is a religious conservative who wants to make abortion illegal nationally.

(SPEAKER LGBTQ) His Evangelical faith leads the new Republican Speaker to view homosexuality as "inherently unnatural," comparing it to bestiality, and believed the Supreme Court was wrong to legalize gay marriage.

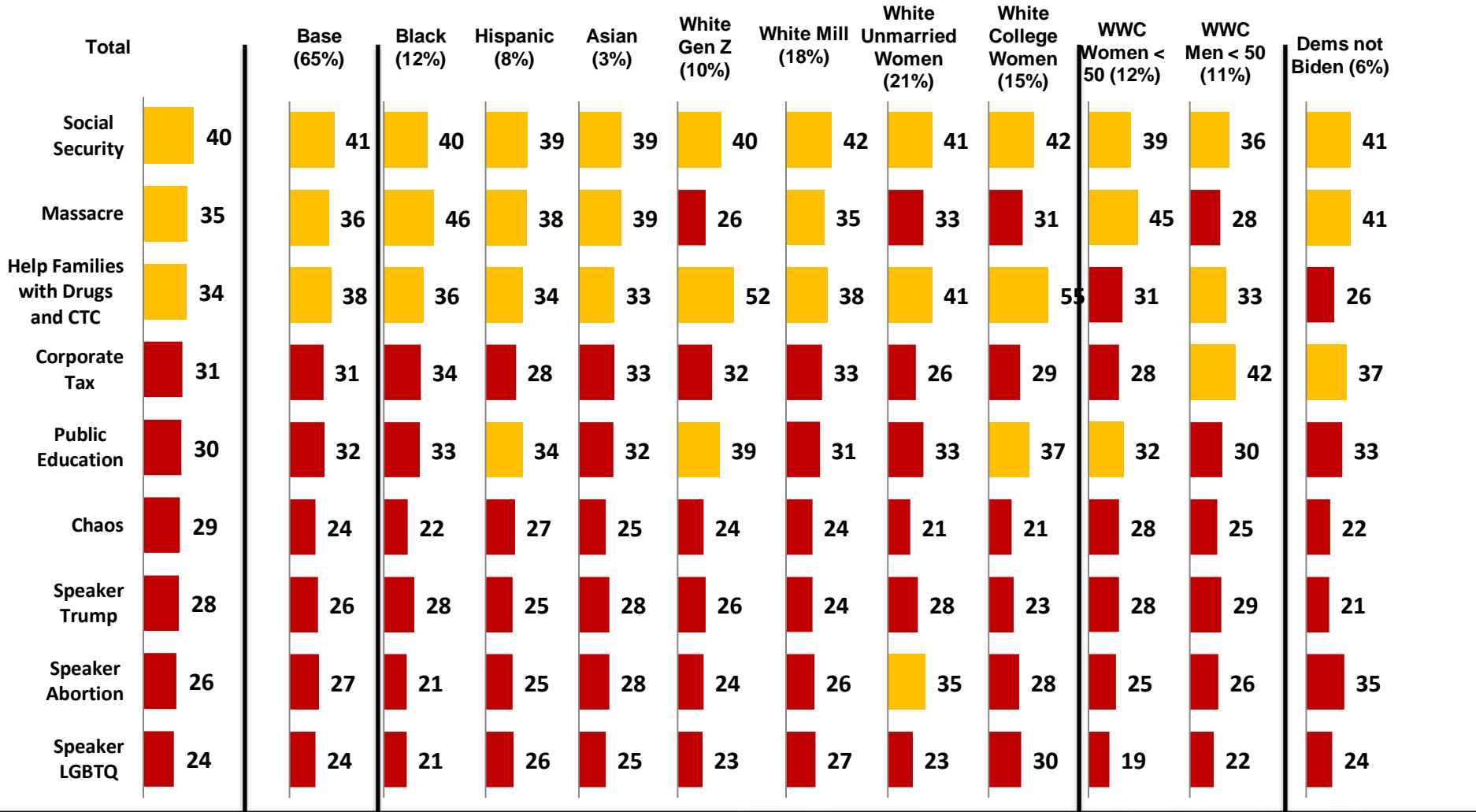
Top attack on Republican are on Social Security, gun massacres and not helping families with drug costs and CTC

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



Base moved most by attacks on Social Security and help families on meds and CTC. Latter off the chart with white Gen Z, millennials, unmarried and college women

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



Attacks on Democrats – full text

(IMMIGRATION) Under Biden, the southern border has been abolished and millions of illegal aliens have been released into our communities. They are coming in from mental institutions and prisons that are being emptied. Democrats voted to defund border security, end border wall construction, and support sanctuary cities.

(CRIME) They are defunding the police, while hundreds of officers across the state have left their jobs. Our cities have been overrun with homelessness, drug addicts, and violent criminals who are being released from jail in mass. All while law enforcement is weaponized against law-abiding conservatives.

(INFLATION) Due to Biden's socialist spending, American families are being decimated by the worst inflation in half a century. Democrats passed trillions of dollars in new spending which is increasing inflation and crushing taxpayers and small businesses.

(IRS) Biden is going to hire and arm 87,000 Internal Revenue Service agents to create an IRS super-police force to target everyday Americans at a cost of nearly \$80 billion.

(PARENTS) Democrats trust school boards and don't trust parents on what to teach in schools, reducing parents' rights. Students are being bombarded with woke propaganda about gender, gender ideology, and Critical Race Theory.

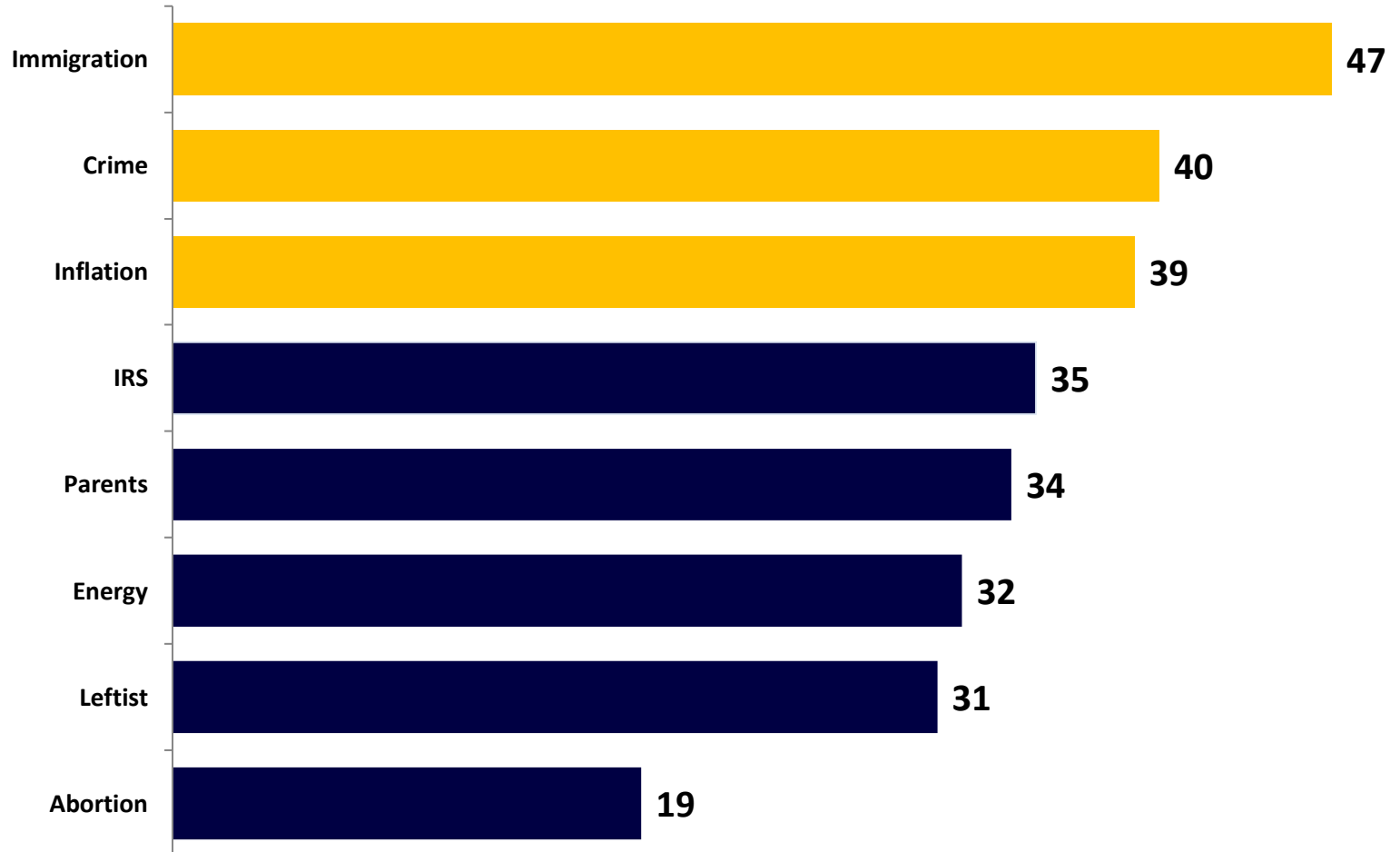
(ENERGY) We have surrendered our energy independence. Democrats are waging war on American energy. With high prices at the pump, Biden continues to hurt working families struggling to pay for gas by signing legislation that raises taxes on domestic energy producers.

(LEFTIST) They support Biden's leftist wish list that will spend trillions of taxpayer dollars to forgive student debt, implement a radical Green New Deal, grant amnesty for illegal immigrants, and raise taxes on every family.

(ABORTION) They voted to allow taxpayer-funded abortions and have promised to force states to greatly expand access to abortion. And now, a pregnant woman in the military can have her expenses paid by the government to travel to a state whose laws permit the abortion.

Immigration stands out as the top attack on Democrats, followed by crime and inflation

Now you will read some things Republican critics are saying about the Democrats. Please pick the THREE that raise the most doubts in your mind about Democrats and their policies.



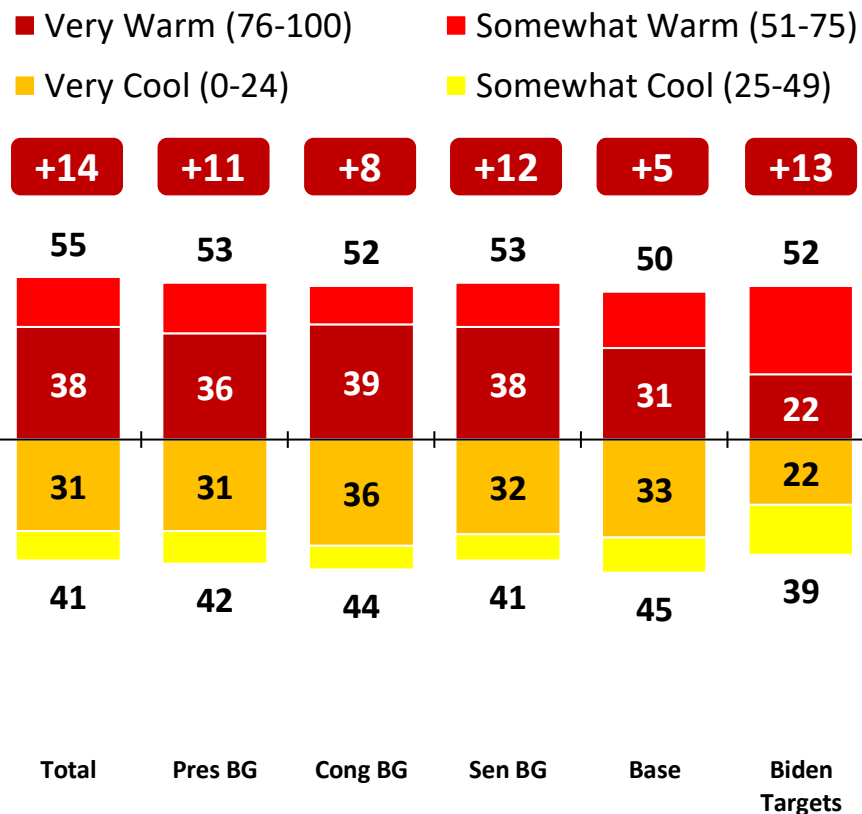
Trump's Narrative



While all Trump messages performed similarly, attacking Biden on border was most effective

Below is a statement by Donald Trump. 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.

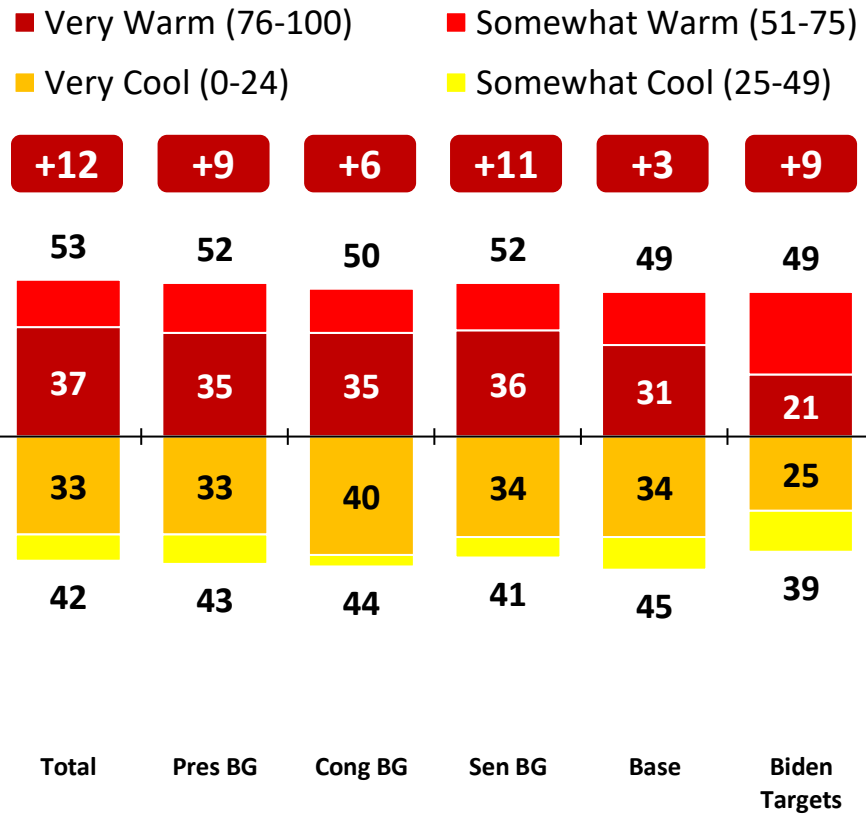
(BIDEN BORDER) We have surrendered our energy independence, just like we surrendered in Afghanistan. Under my leadership, we had the most secure border in history by far. We've never had a border like this. Under Biden, the southern border has been abolished and millions of illegal aliens have been released into our communities. I will finish the wall and end this flood of foreigners to all our cities.



Biden is still vulnerable on the economy and inflation and workers getting pay cuts every month

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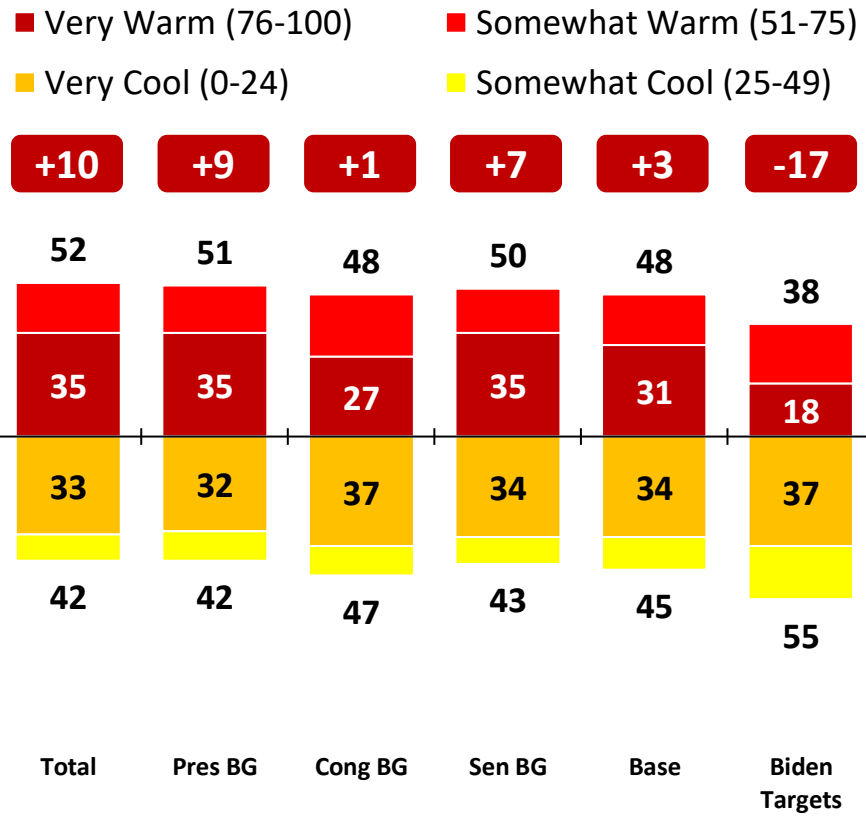
(BIDEN ECONOMY) You can take the five worst Presidents in American History and put them together and they would not have done the damage that Joe Biden has done to our nation in just a few short years. Thanks to Joe Biden's socialist spending calamity, American families are being decimated by the worst inflation in half a century. Real wages have been falling 24 months in a row. In other words, under Biden workers have gotten a pay cut each and every month for two straight years. I will take us back to strong economy we had when I was President.



Even Trump's conspiratorial deep-state message yields a double-digit net-positive response, though not the House battleground

Below is a statement by Donald Trump. 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.

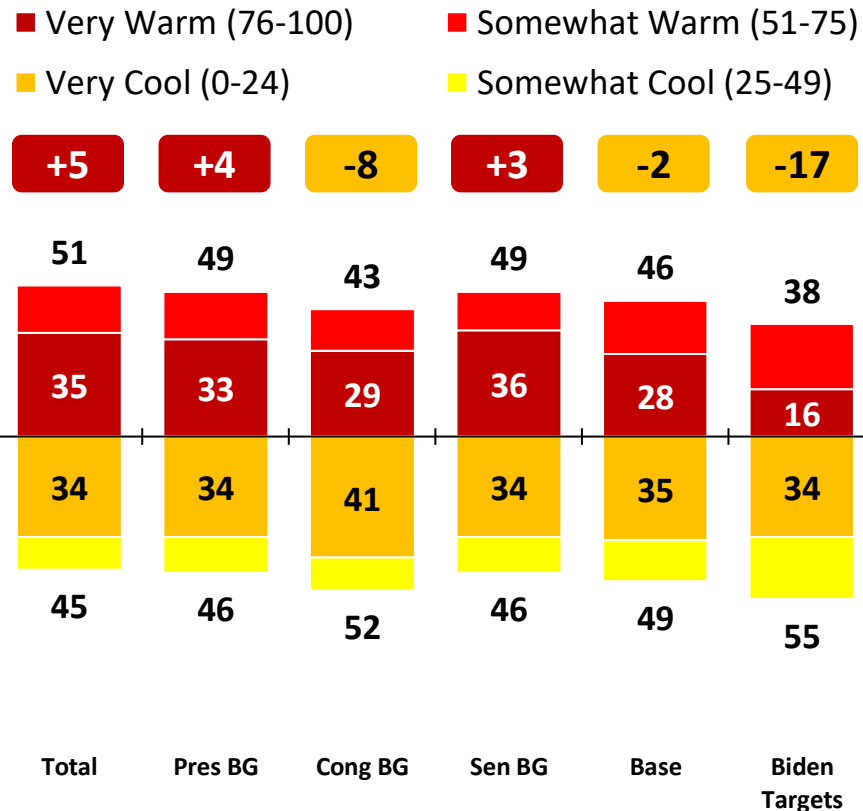
(DEEP STATE) First, I will immediately reissue my 2020 executive order restoring the President's authority to remove rogue bureaucrats, and I will wield that power very aggressively. The departments and agencies that have been weaponized will be completely overhauled so that faceless bureaucrats will never again be able to target and persecute conservatives, Christians, or the left's political enemies. My plan to dismantle the deep state and reclaim our democracy from Washington corruption once and for all.



Weakest Trump message focuses on crime by attacking Pelosi and Milley and threatening violence; backfires in House battleground.

Below is a statement by Donald Trump. 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.

(PELOSI/CRIME) When I am elected, we'll stand up to crazy Nancy Pelosi. She is against building a wall at our border, even though she has a wall around her house – which obviously didn't do a very good job. How is her husband doing? We will immediately stop all thefts. If you rob a store, you can fully expect to be shot as you are leaving that store. Treasonous actions by General Mark Milley are so egregious that, in times gone by, the punishment would have been death. We will get America back to security and patriotism.



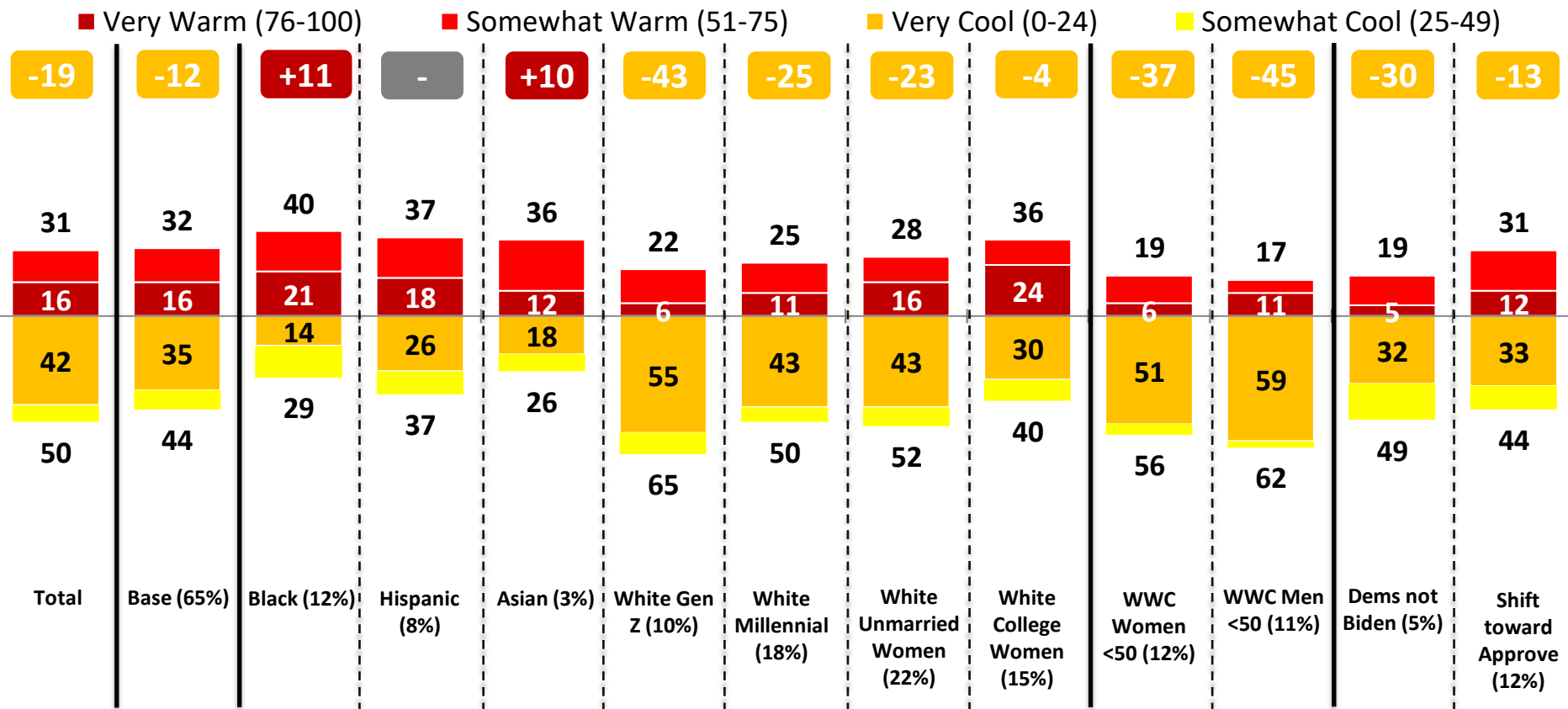
Biden's Narrative



Bidenomics viewed very negatively, only a third warm to it. A lot don't know, but strong dislike among the young and white working class.

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

Bidenomics

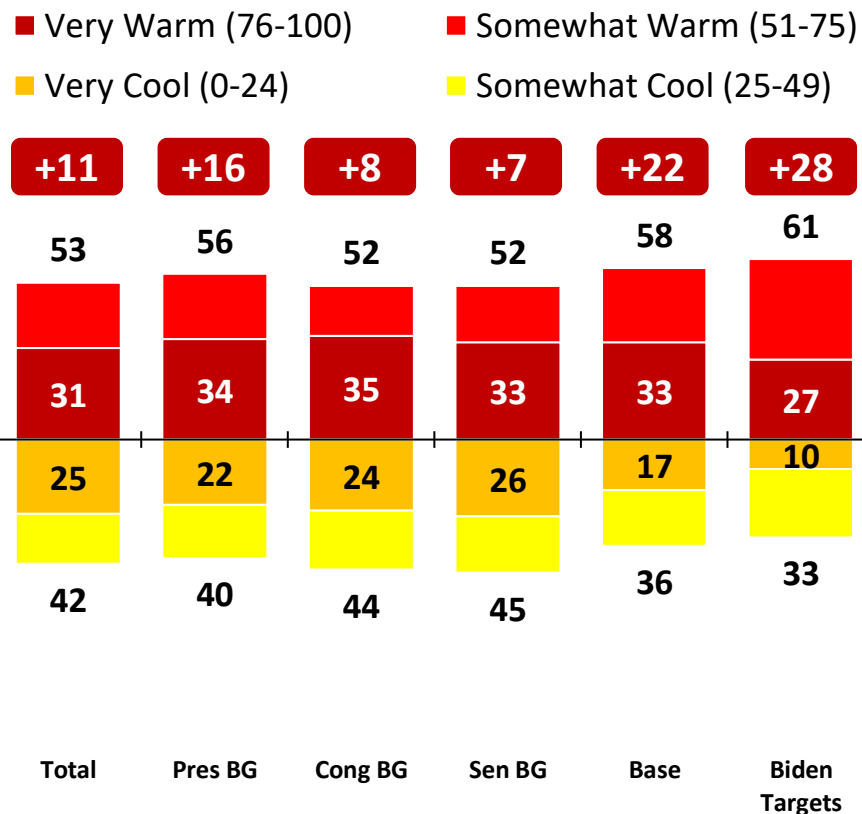


Strongest Biden message attacks big corporations and emphasizing worker power

Below is a statement about the Biden administration. 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.

(SPLIT F) (POPULIST/CORPORATE TAXES)

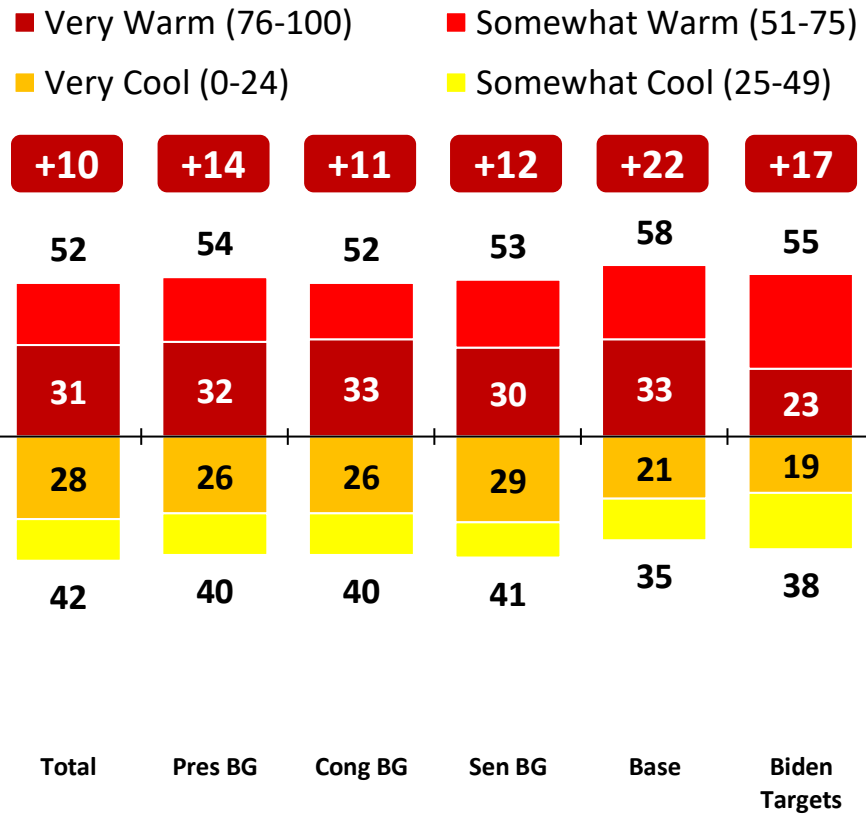
Economic power is increasingly concentrated in the hands of big banks and corporations. President Biden's agenda to shift power away from corporate giants and corporate executives is making a difference. He passed a minimum tax that big corporations must pay. He's cracked down on executives and given working people more power to shape our economy. President Biden is taking real steps to keep the American dream within reach and fostering a more equal and inclusive society for all of us



Voters like the Inflation Reduction Act when described as cutting price of insulin and ends with “save you money.”

Here is a statement by Joe Biden. Based on this statement, please rate your feelings toward Joe Biden and 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.

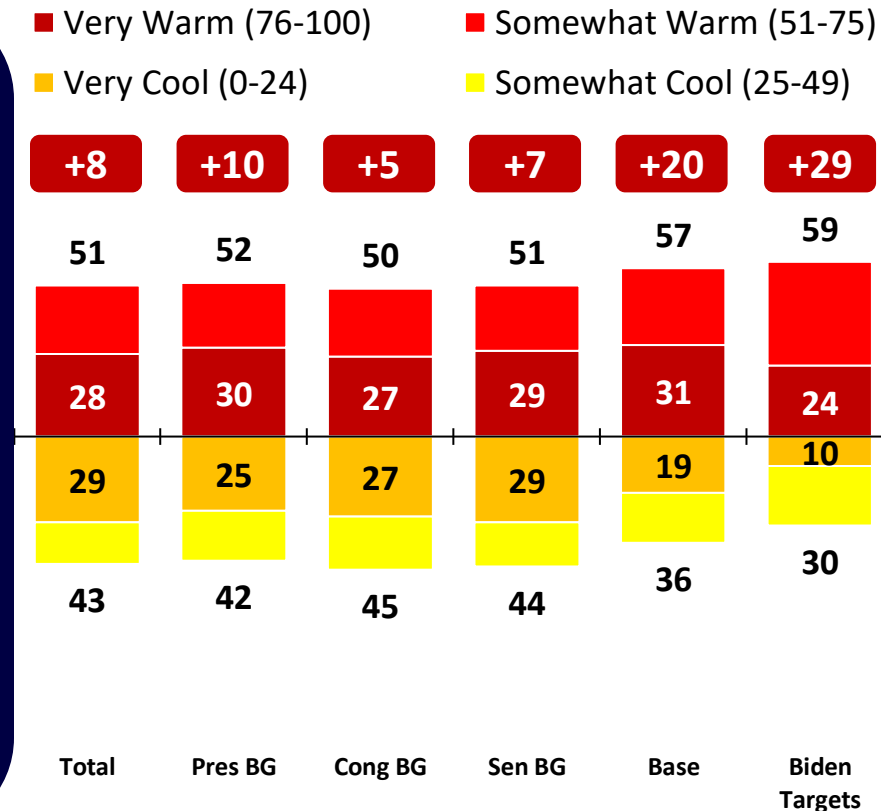
(IRA) The Inflation Reduction Act is cutting costs for working families like yours. Cutting the price of insulin to \$35 a month for seniors. Cutting the cost of prescriptions by making Medicare negotiate lower drug prices. And cutting back on our dependence on foreign oil by investing in American clean 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.



Union-focused economic pitch very strong in presidential battleground and base and highest with Biden targets

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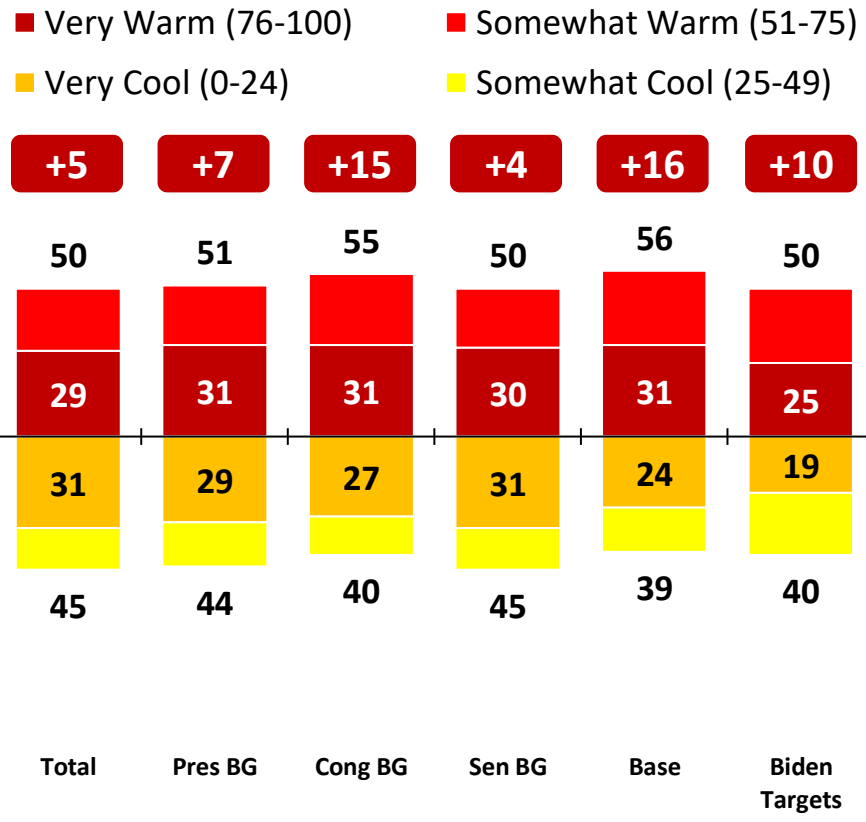
(SPLIT F) (UNIONS) More workers are demanding a greater share of the profits and seat at the table. From Hollywood writers to American autoworkers, working people have more power than ever to join together through their unions to get heard. They've won historic wage increases and their voice is shaping their industries. They showed courage to go on strike, and President Biden was the first President in history to join them on a strike line. His policies have given workers more power and historic contracts and the chance to win rising wages. President Biden's economic agenda is starting to make a difference for all of us.



Emphasizing the energy cost provisions of the IRA slightly dampen the efficacy of the message

Here is a statement by Joe Biden. Based on this statement, please rate your feelings toward Joe Biden and 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.

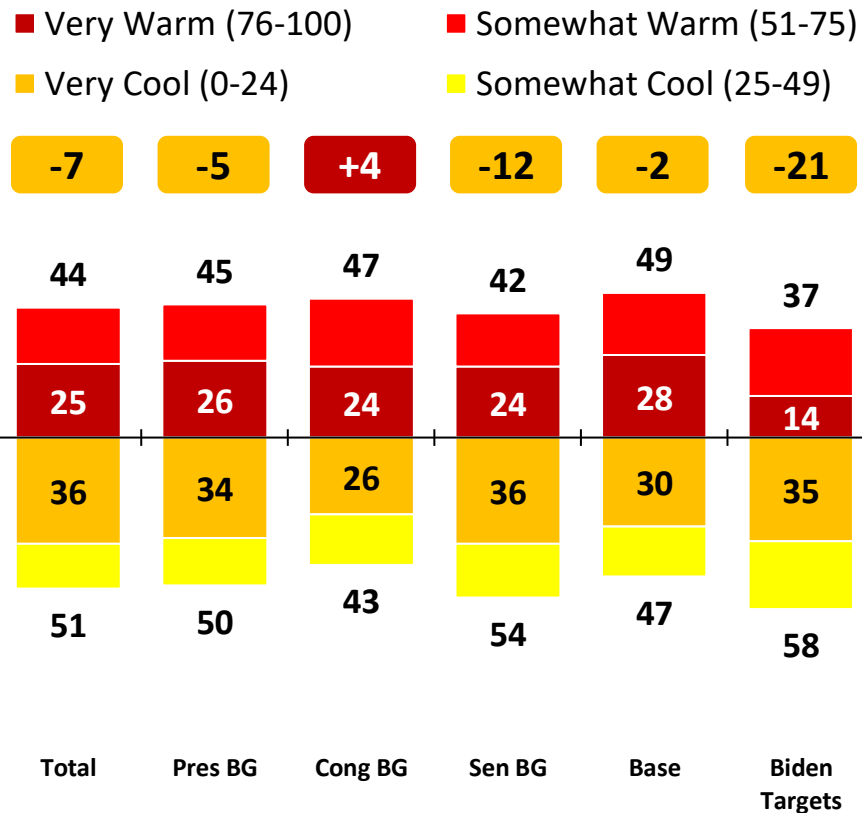
(SPLIT F) (ENERGY COSTS) For too long, big oil companies have bought off politicians so they can get away with ripping us off. That's changing, now. Joe Biden passed a plan to jumpstart clean energy production in America. It's creating good jobs that can't be outsourced and will lower energy costs. \$1800, that's how much a new report says the Inflation Reduction Act could save the average American family just on energy costs.



Branding Biden’s economic policies as “Bidenomics” result in a negative response, particularly with targets

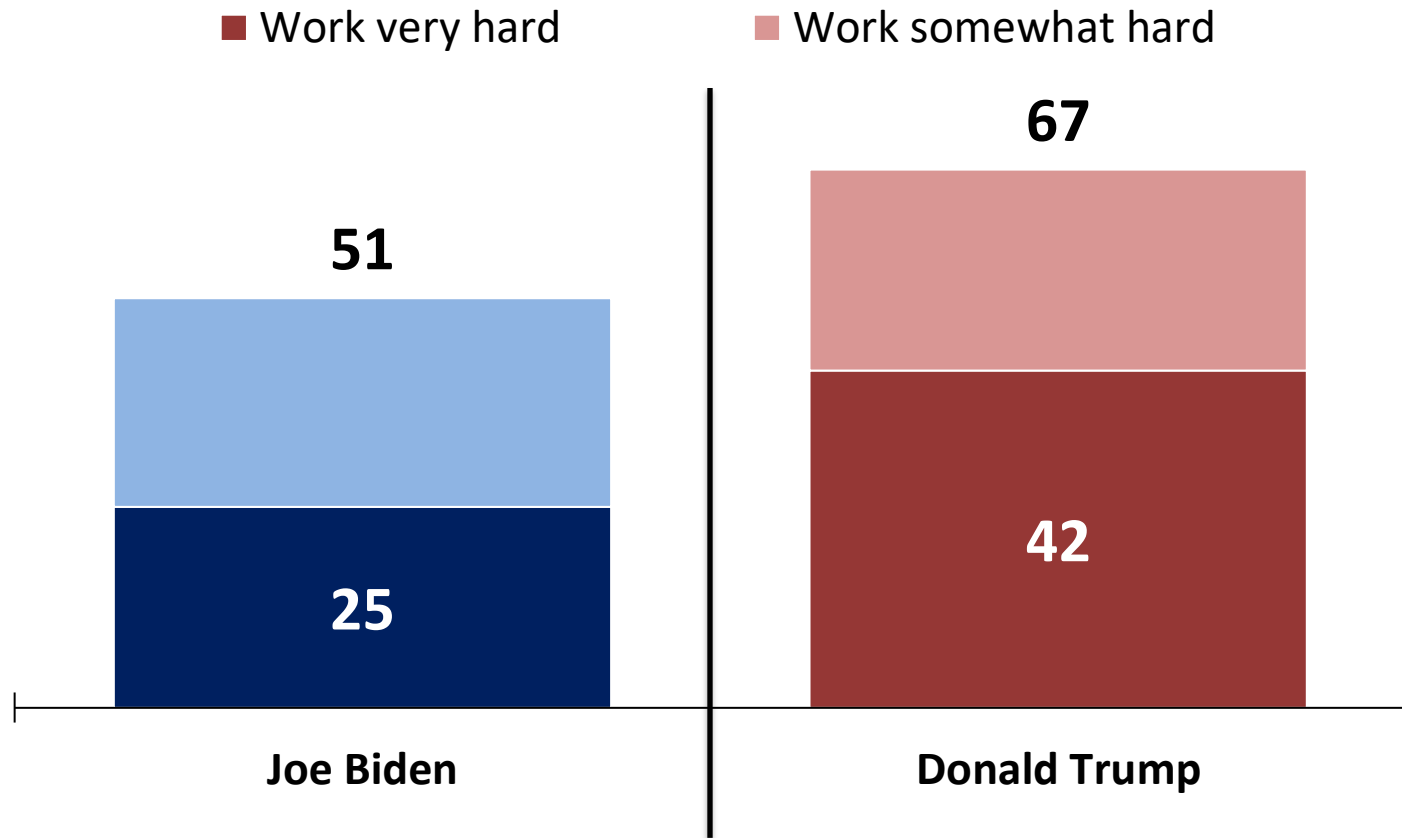
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(SPLIT E) (BIDENOMICS) I came to office to change the economic direction of this country, to get rid of trickle-down economics for everyone. It's called Bidenomics. I'm proudest that it's working everywhere, not just on the coasts and big cities. Factories are being built, and jobs are being created. Over 13 million new jobs have been created since I took office, more jobs than any president has ever created in their first two years. Nearly 800,000 manufacturing jobs. Inflation is less than half of what it was a year ago. And I backed the unions that just won higher wages from the auto companies.



After viewing competing offers, voters far more likely to believe Donald Trump will work hard to deliver on what he is saying

How hard do you think [Joe Biden/ Donald Trump] would work to deliver on these promises?



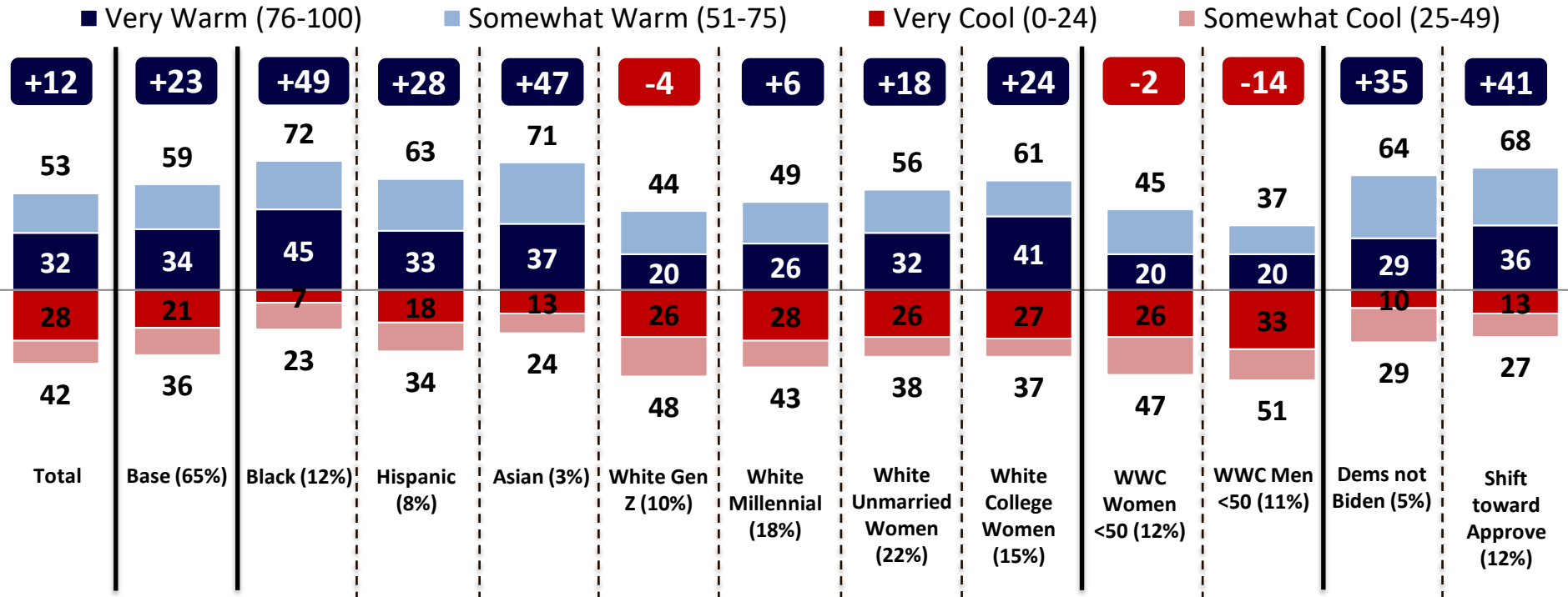
Closing Message



Biden & Democratic closing message wins by a stunning 12 points.

Below is a statement by the Joe Biden and the Democrats about 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.

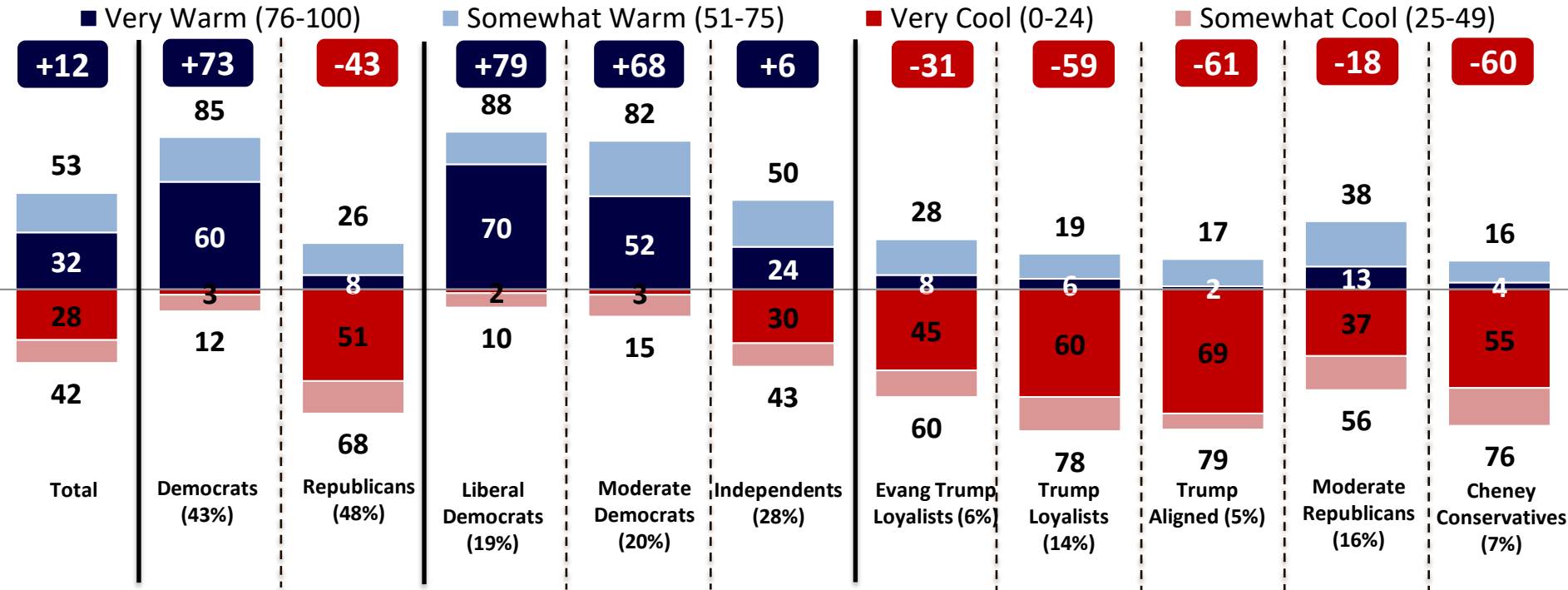
Joe Biden and the Democrats worked to benefit the middle class. We decreased prescription drug costs, invested in American Infrastructure, tackled climate change, and prioritized building things in America. We dropped unemployment to the lowest level in the last 50 years. Our child tax credit cut poverty in half. But this election is a choice for the future. We will make the biggest corporations pay taxes and pass the Child Tax Credit again. We will protect your right to a legal abortion, while they will bar it. And we'll protect Medicare and Social Security from Republicans who want to cut them drastically. You can count on us fighting for blue-collar middle class and higher-paid American jobs.



The closing message wins independents and finally gets moderate Republicans.

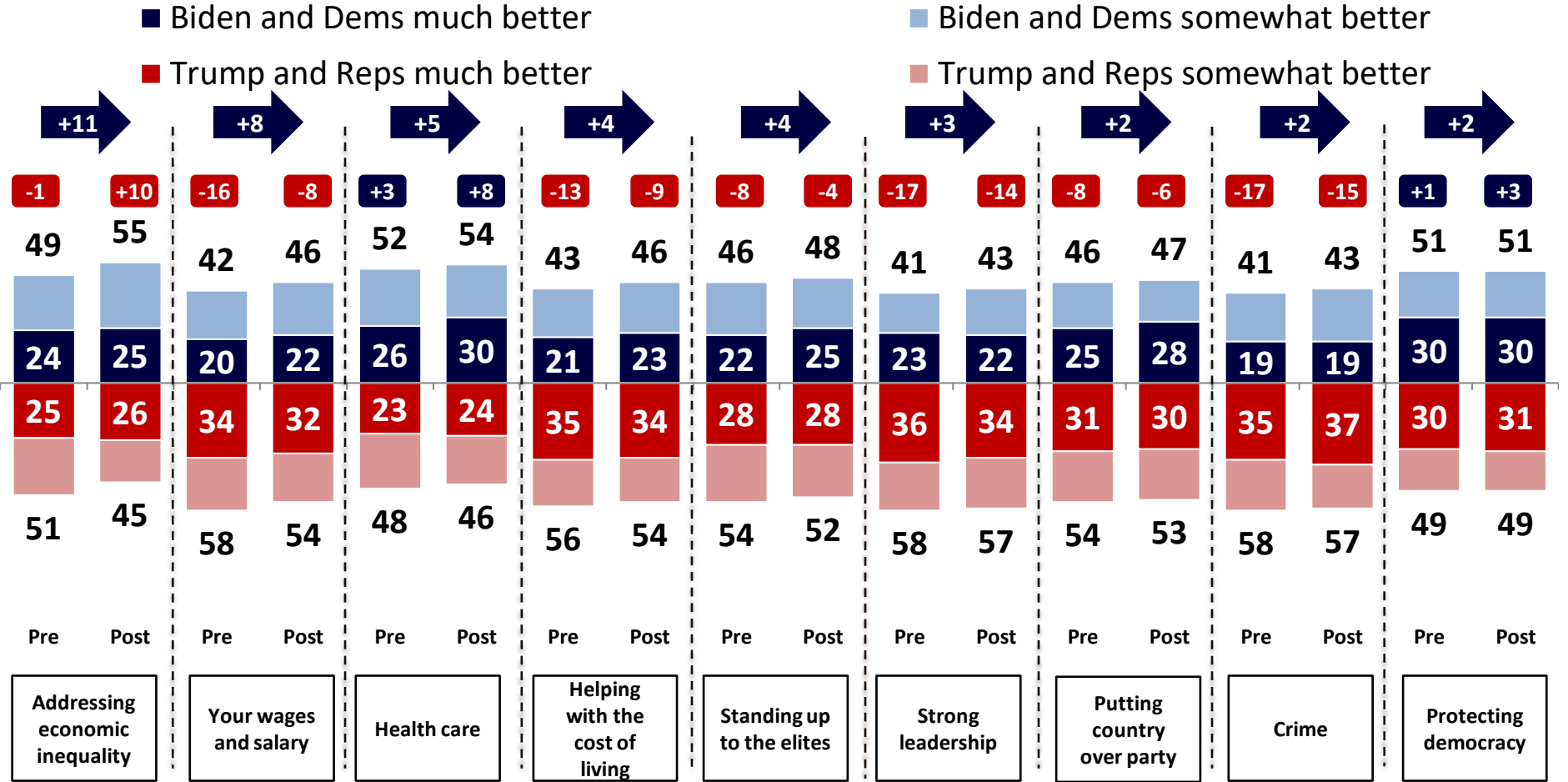
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Joe Biden and the Democrats worked to benefit the middle class. We decreased prescription drug costs, invested in American Infrastructure, tackled climate change, and prioritized building things in America. We dropped unemployment to the lowest level in the last 50 years. Our child tax credit cut poverty in half. But this election is a choice for the future. We will make the biggest corporations pay taxes and pass the Child Tax Credit again. We will protect your right to a legal abortion, while they will bar it. And we'll protect Medicare and Social Security from Republicans who want to cut them drastically. You can count on us fighting for blue-collar middle class and higher-paid American jobs.



Campaign finally gets Biden and Democrats to a majority on addressing economic inequality, your wages keeping up with cost of living and health care

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



After full campaign battle, Biden lost 2 points with all voters, but held steady with likely voters. In the House, Democrats gained 2 points to 3-point lead with likely voters.

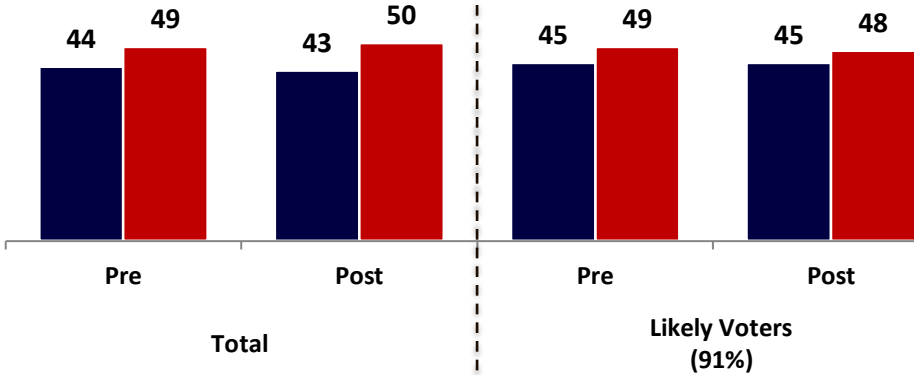
Thinking about the election for U.S. Congress in your district in 2024, will you vote for -- the Democratic candidate or the Republican candidate?

2024 TWO WAY VOTES (RELEVANT BATTLEGROUND)

■ Democrat Joe Biden
■ Republican Donald Trump

-2
-5 -7

+1
-4 -3

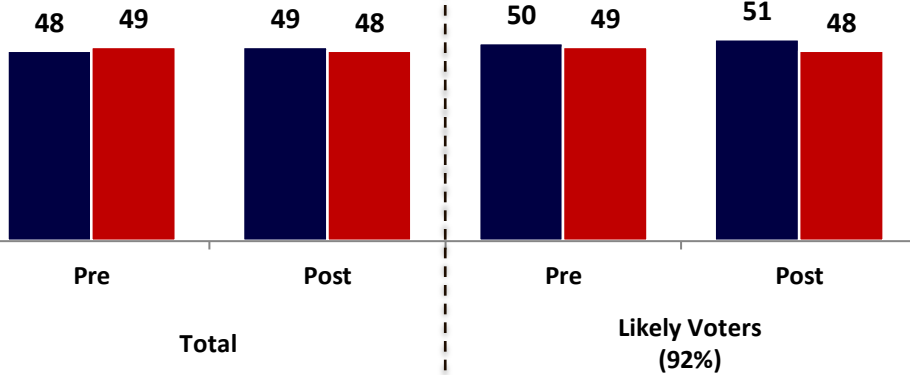


President

■ Generic Democratic candidate
■ Generic Republican candidate

+2
-1 +1

+2
+1 +3



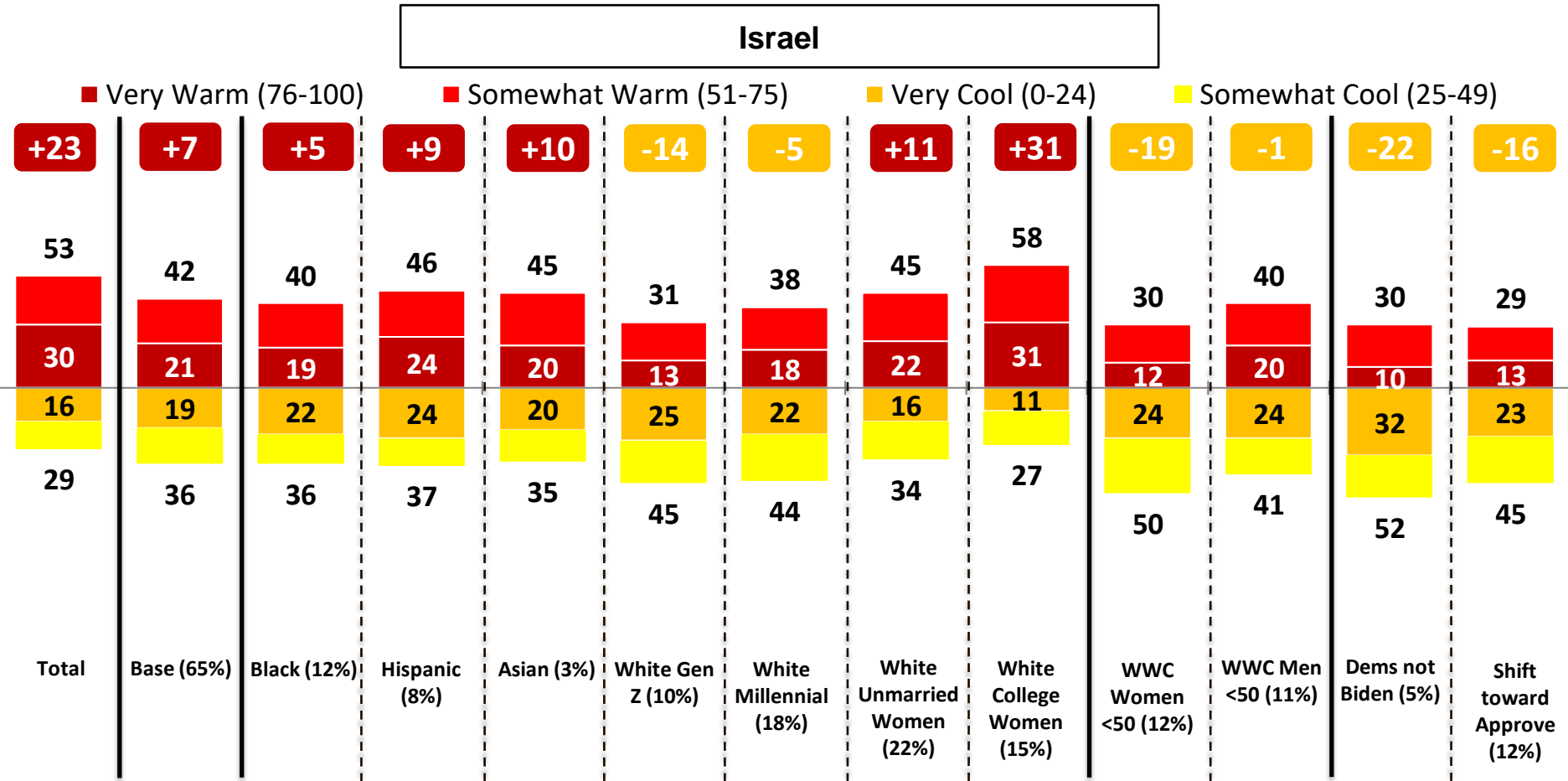
House

Israel and Ukraine



Israel is generally viewed warmly across Base groups, but younger people and non-Biden Democrats are negative

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



Liberal and Moderate Democrats, independents view Israel somewhat warmly; Evangelicals, Trump aligned, and Cheney Conservatives are most favorable

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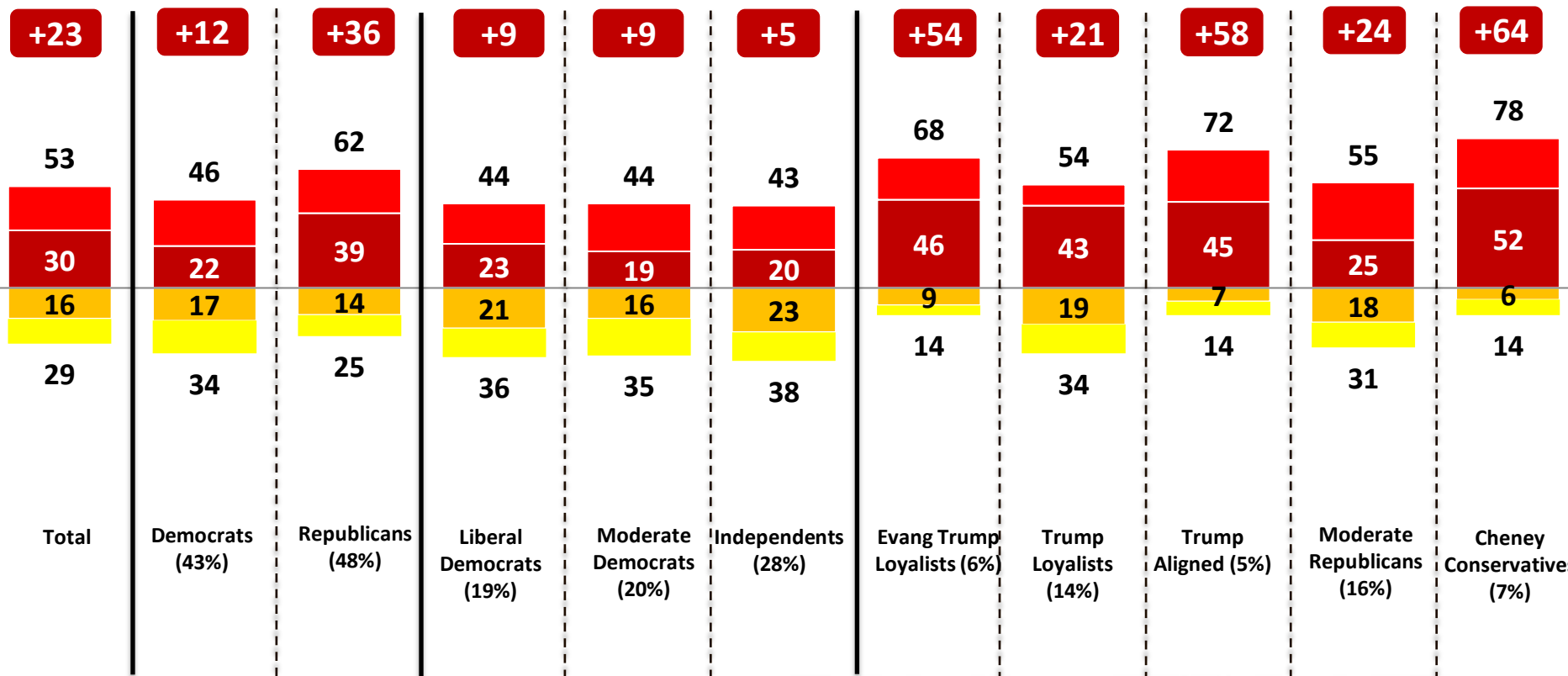
Israel

Very Warm (76-100)

Somewhat Warm (51-75)

Very Cool (0-24)

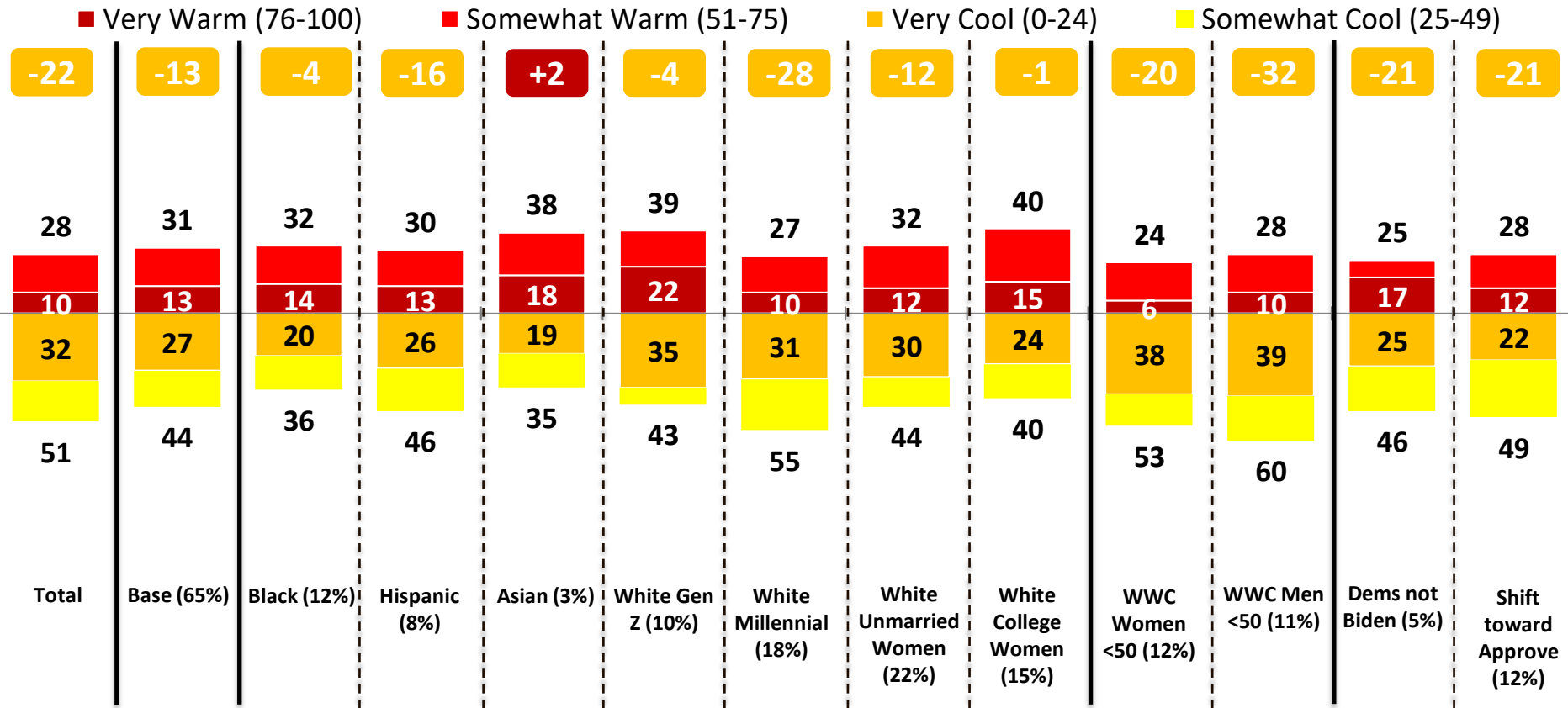
Somewhat Cool (25-49)



Palestinians are not well-liked, but some Base groups are mixed; massive age gap between Gen Z and Millennials is visible

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The Palestinians

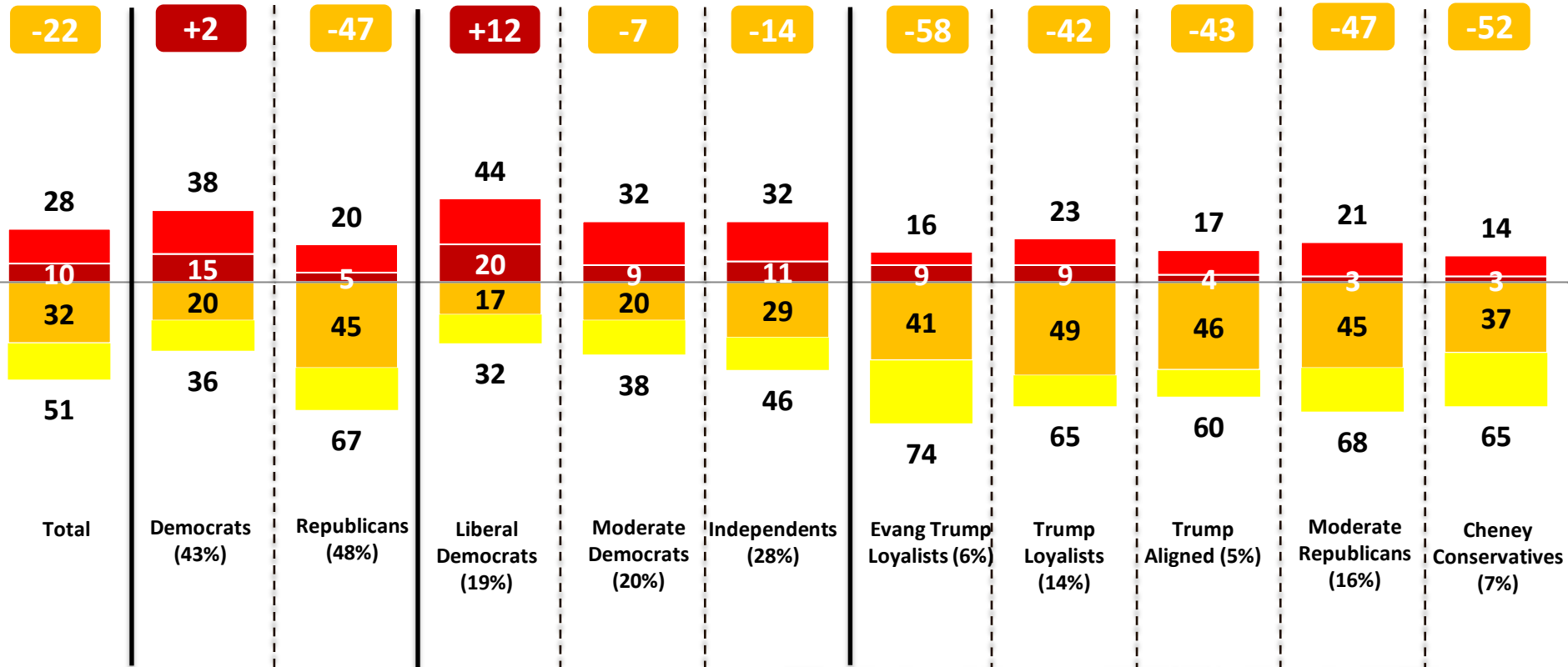


Liberal Democrats are only group favorable towards Palestinians, but even they are soft; all GOP factions are negative

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

The Palestinians

■ Very Warm (76-100)
 ■ Somewhat Warm (51-75)
 ■ Very Cool (0-24)
 ■ Somewhat Cool (25-49)



Supporting Israel and Ukraine are both popular, but Israel somewhat more so; mentioning an aid package drops support by a few points

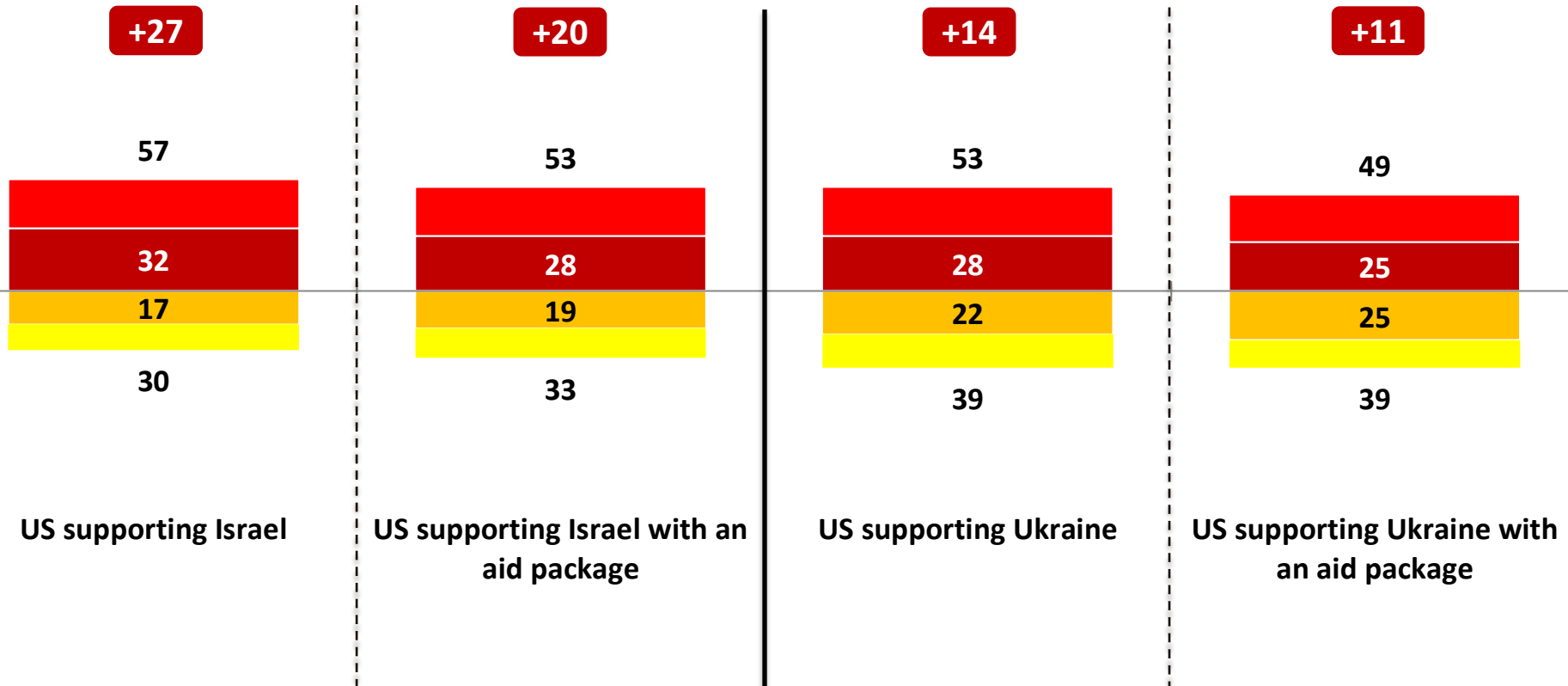
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