



Getting the Democratic Economic Message Right

Hart Research conducted a national survey of 1,217 general election voters conducted February 2023.

Global Strategy Group conducted a panel survey of 1,200 nationwide 2020 or 2022 voters February 2023.

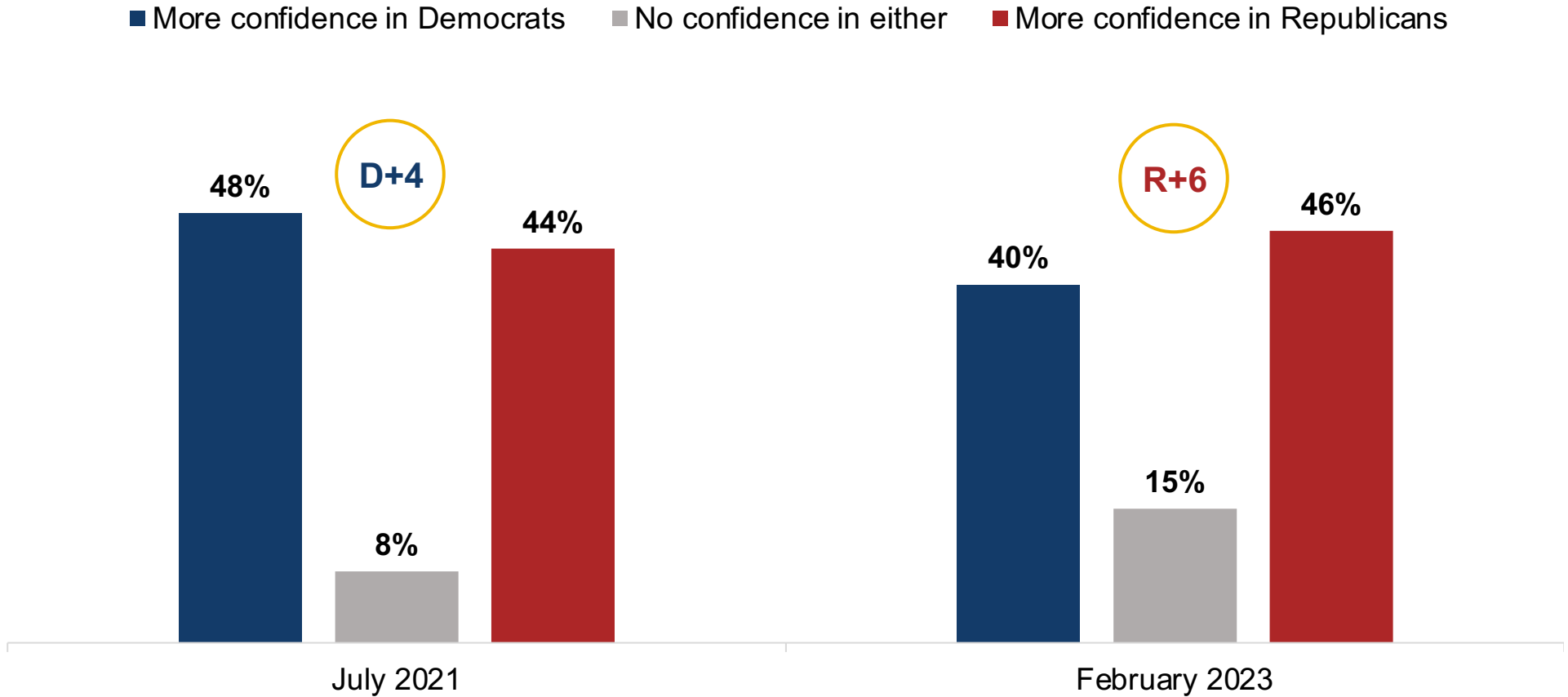


Partisan Challenges on the Economy



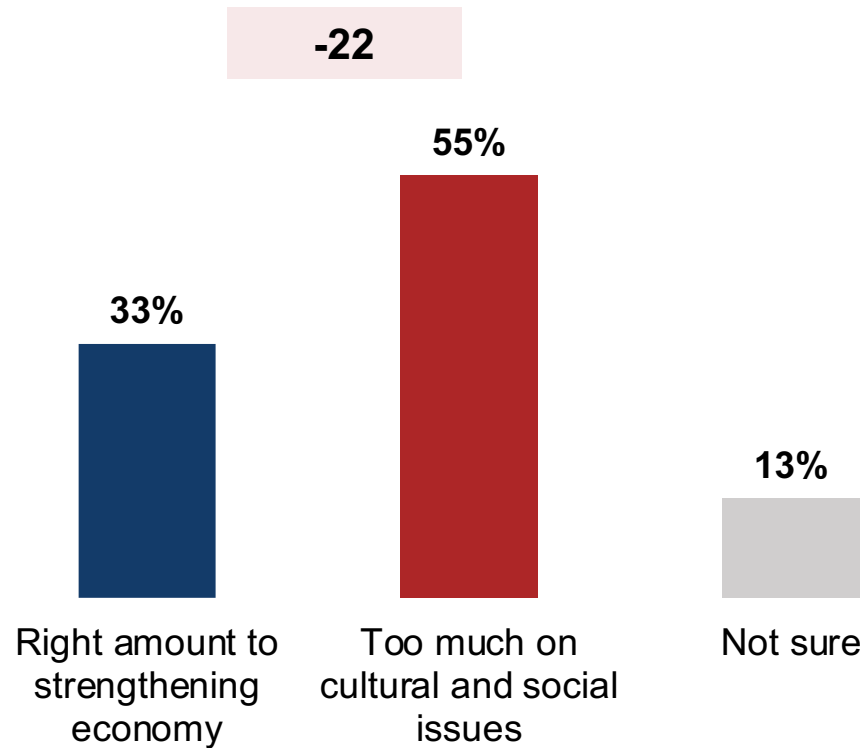
Republicans Now Trusted More on Economy

Do you have more confidence in Democrats or in Republicans to have the right approach on the economy?

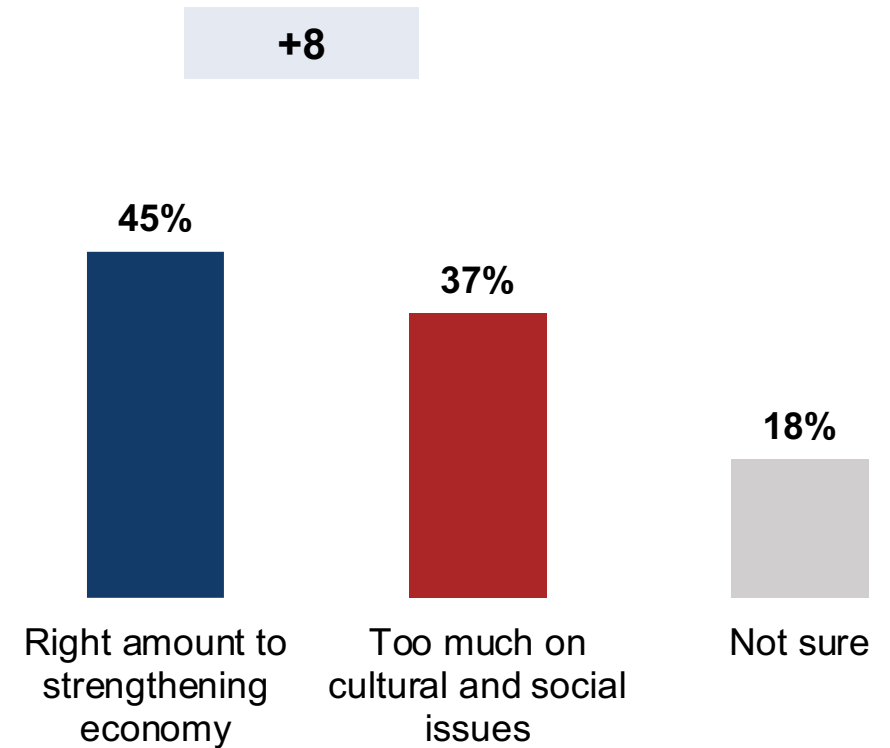


Democrats seen as prioritizing cultural issues over strengthening economy.

Do **Democrats** give the right amount of attention to strengthening the economy, or do Democrats focus too much on cultural and social issues?

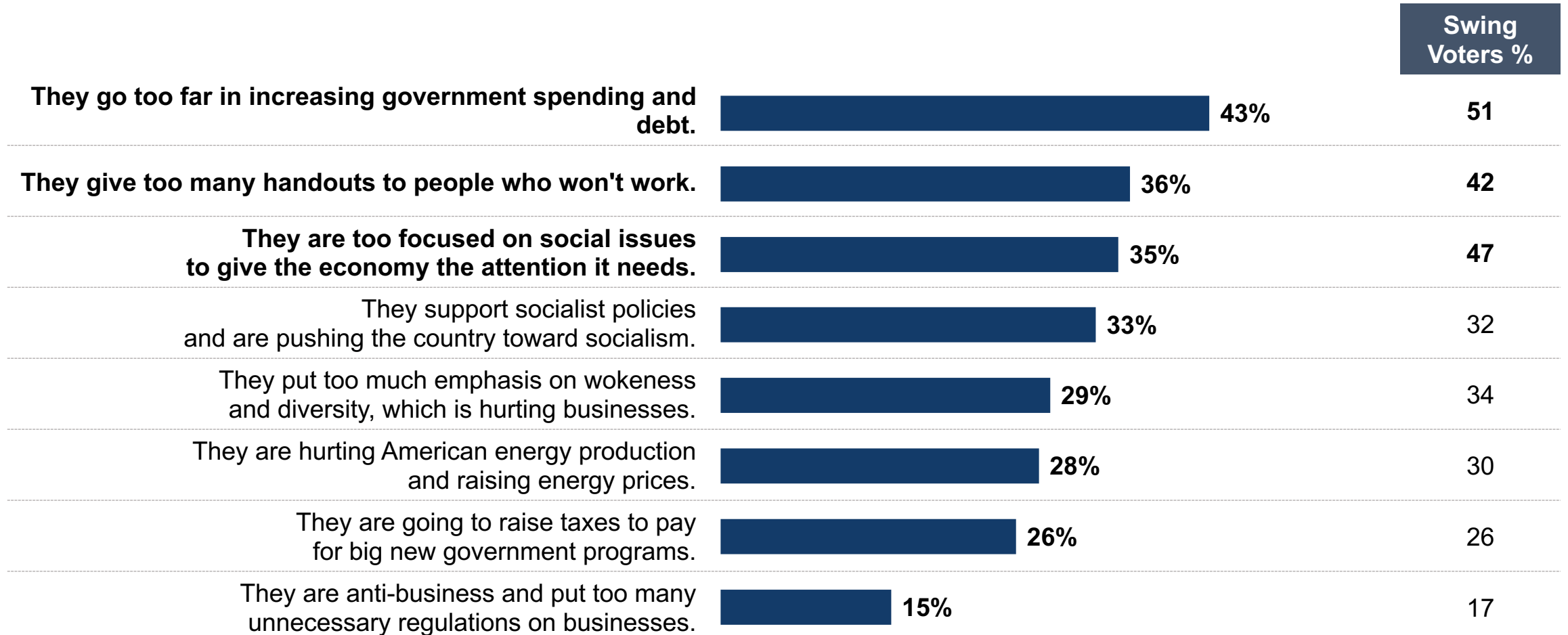


Do **Republicans** give the right amount of attention to strengthening the economy, or do Republicans focus too much on cultural and social issues?



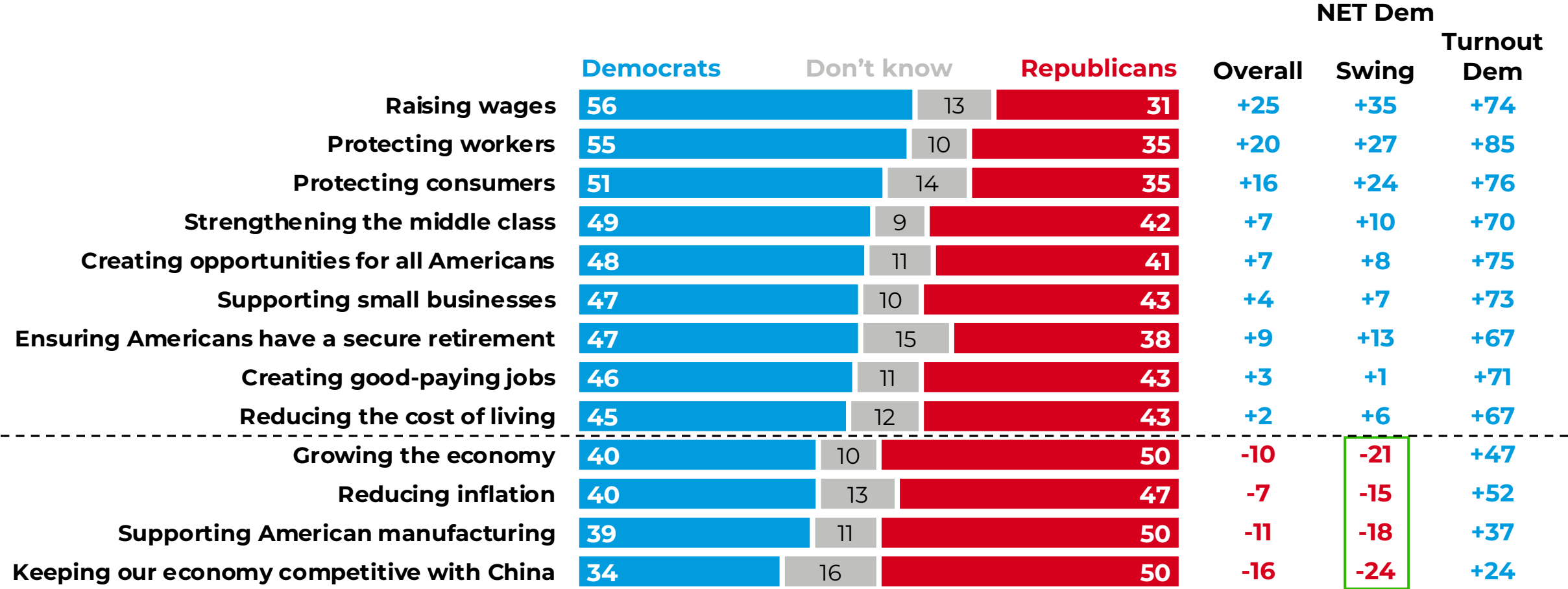
Concerns about Democrats' economic approach

Top three biggest concerns about the Democrats' approach to dealing with the economy



Democrats are most trusted on raising wages, protecting workers and consumers, strengthening the middle class, securing retirement; Republicans on growing the economy, inflation, manufacturing, competitiveness

Below is a set of issues. Please indicate who you trust more to handle each one.

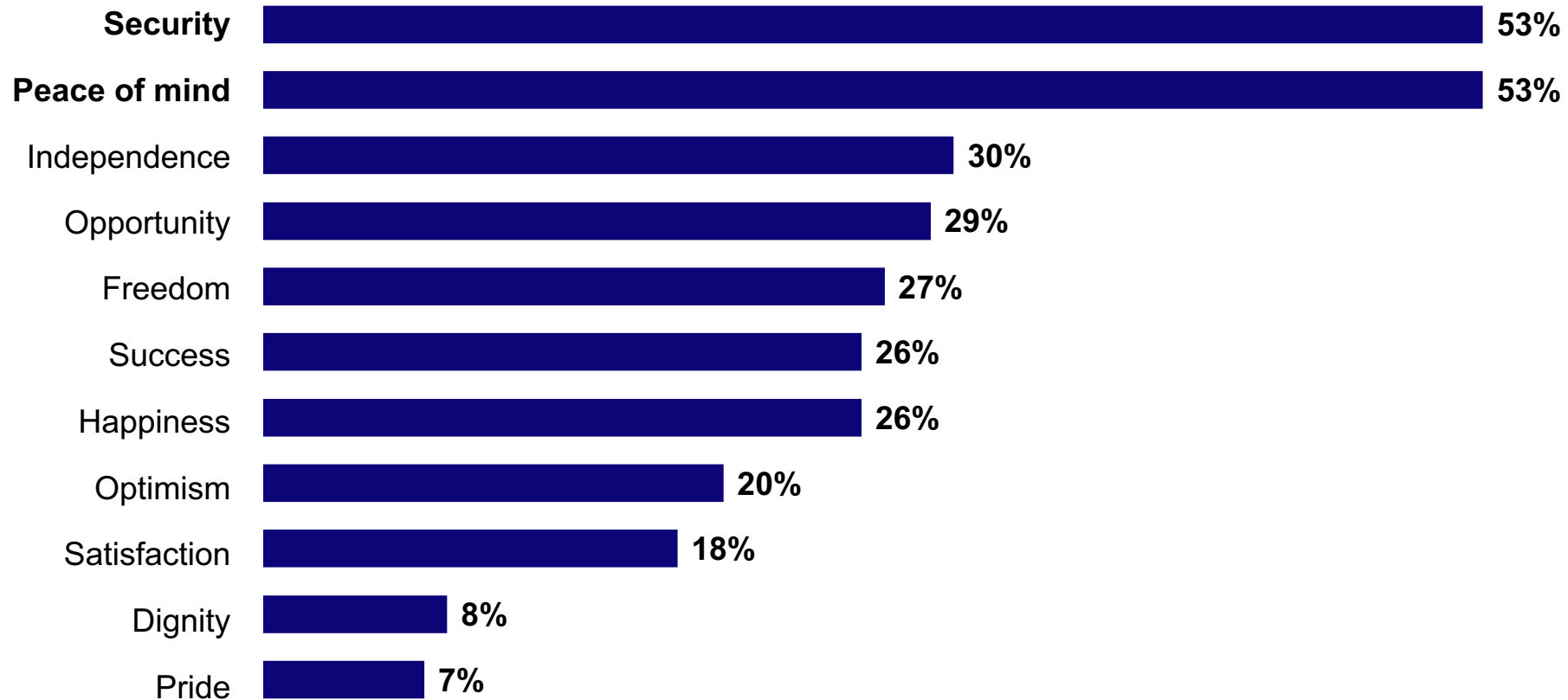


Building a Strong Economy



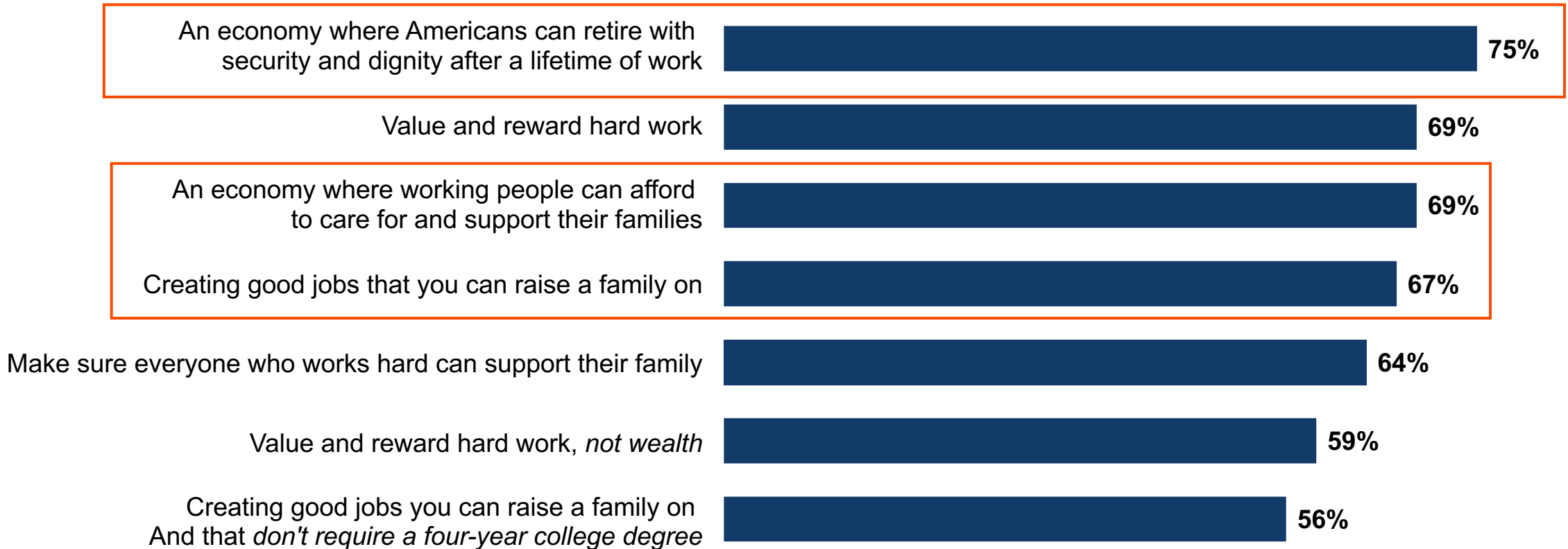
What does “good economic times” mean to you?

When you think about what “good economic times means for you personally, which three of the following words do you most associate with that phrase?



Phrases that best describe what America needs economically

*% feel economic goals are most important for what America needs today**



Voters believe you grow the economy by strengthening the middle class over letting businesses thrive

Which comes closer to your opinion?

You grow the economy by growing the middle class. The stronger the middle class, the stronger the economy

You grow the economy by letting businesses thrive. The more money businesses have, the more they'll invest to grow, which helps everyone

Overall

68

32

Overall	NET Dem Position			GOP	
	Total	Turnout	Ind	Non	MAGA
+36	+58	+46	+38	+22	+4

Strong middle class, not free markets, is key to a strong economy

With which statement do you agree more?

■ A - Much More

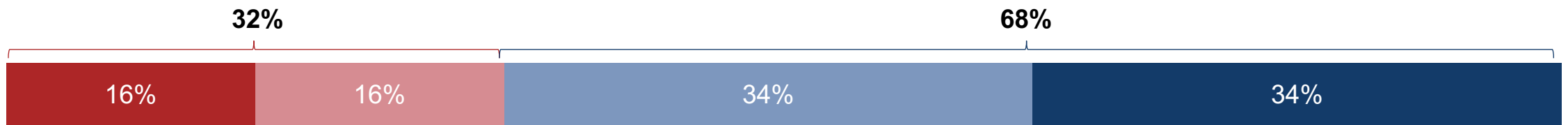
■ A - Somewhat More

■ B - Somewhat More

■ B - Much More

A) The key to a strong economy is a commitment to free markets instead of big government.

B) The key to a strong economy is investing in the American people and building a strong middle class.



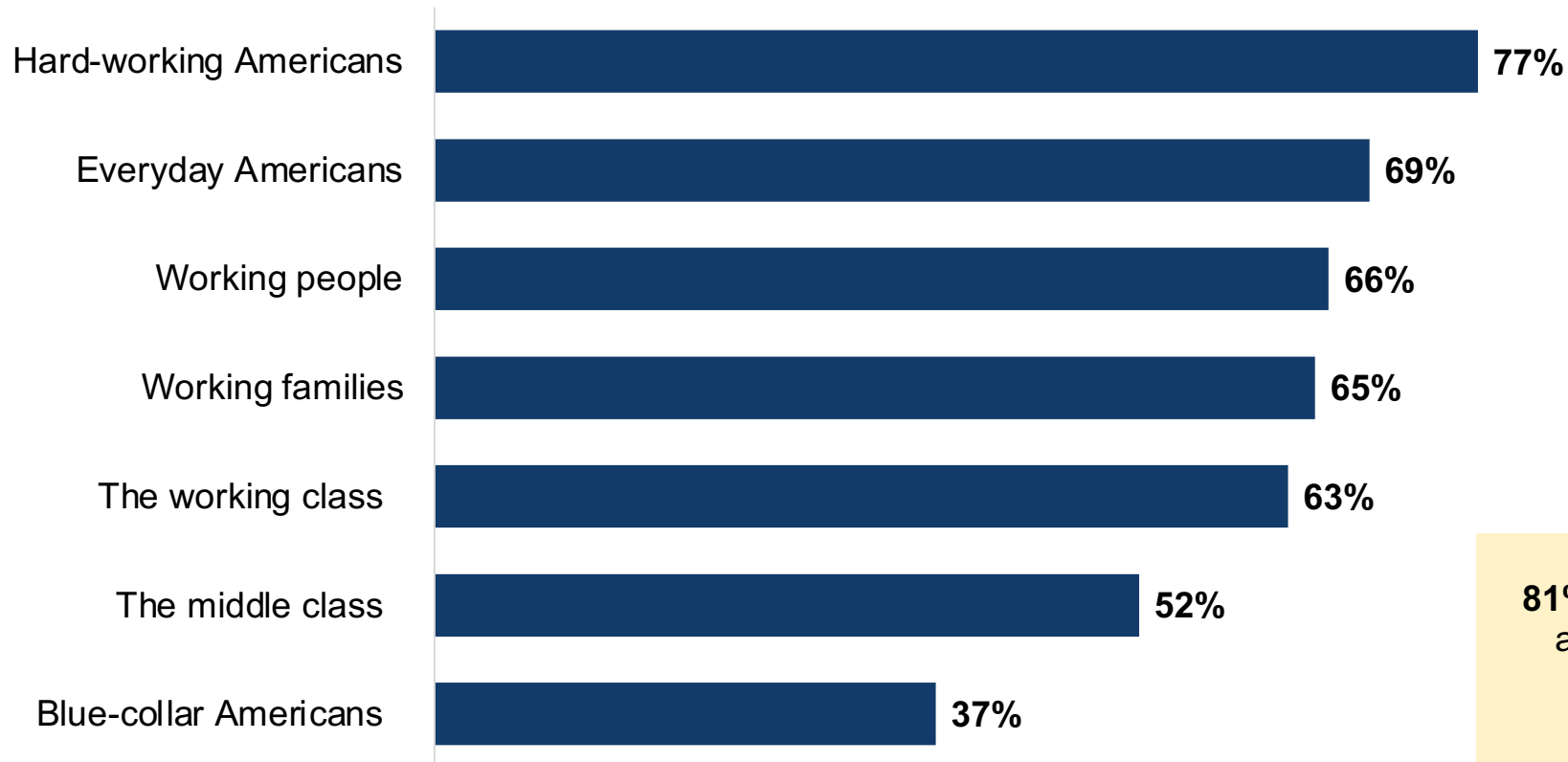
A) Business owners and risk takers are the engines that drive our economy

B) A strong middle class and working people are the engines that drive our economy.



What groups do voters identify with?

*% personally, closely identify with phrase used to describe a group of people**



81% describe their economic position as middle class (56%) or say that reaching the middle class is an important personal goal (25%).

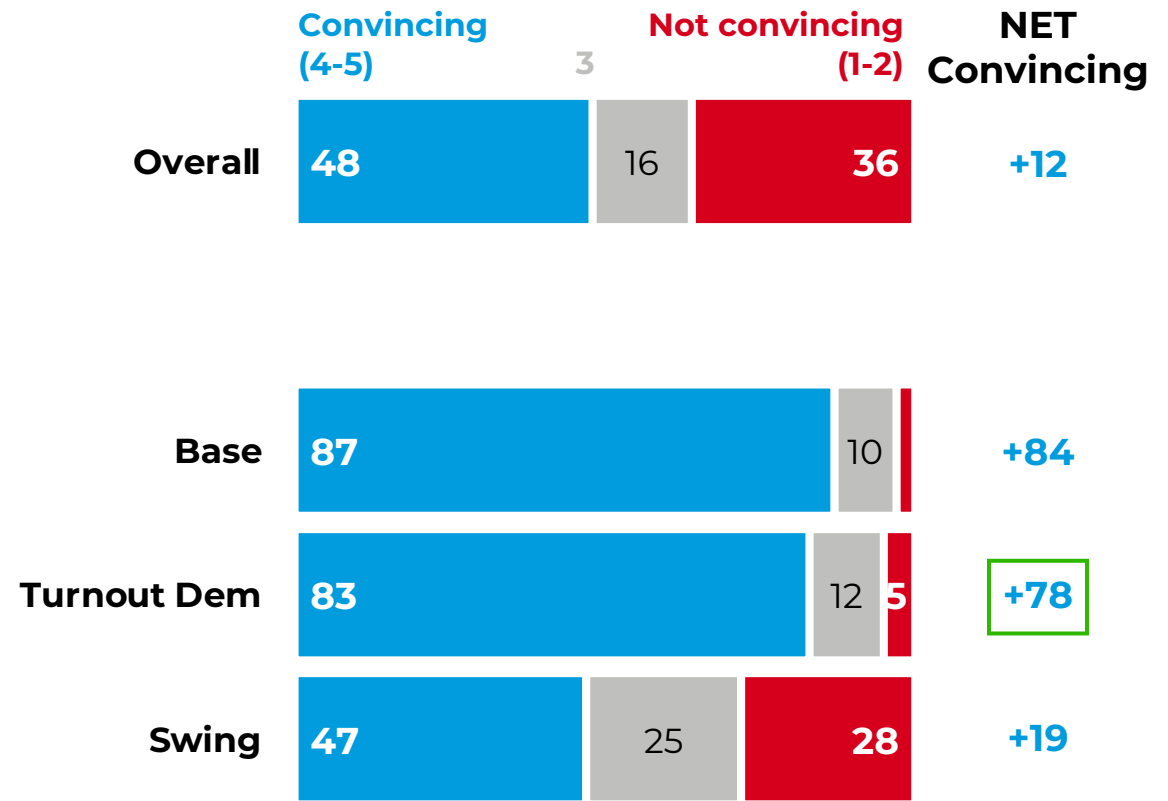
Voters respond positively to a message about supporting the middle class to grow the economy

Please use the green highlighter to select the parts of the statement that are most appealing to you about Democrats.

MIDDLE CLASS/HAVE YOUR BACK

Democrats believe that the economy is strongest when the middle class is strong. A thriving middle class causes economic growth. The economy is built by hardworking people and the more people we include in the economy, as consumers, innovators, entrepreneurs and workers, the stronger the economy will be. That means we have to respect hard work and give families the tools to get ahead. Republicans believe that you grow the economy by helping the wealthy and large corporations, and they say it will trickle down to everyone else. Democrats believe we should grow the economy from the middle out, not the top down. To grow the middle class, we need good-paying jobs that can support a family, and when corrupt corporations try to cheat workers and consumers, Democrats will have our back.

Thinking about the information you just read, please rate how convincing it is as a reason to vote for the Democrats on a scale from 1 to 5.



A message about strengthening the middle class performs best overall and with swing and turnout voters

Max Diff Test

OVERALL			TARGETS - SWING			TURNOUT DEMS		
Item	Score	Rank	Item	Score	Rank	Item	Score	Rank
Middle Class	160	1	Middle Class	138	1	Middle Class	167	1
Taxes	117	2	Affordability	125	2	Bottom Up	128	2
Bottom Up	115	3	Compete	118	3	Affordability	121	3
Retirement	114	4	Not Rich	111	4	Taxes	118	4
Affordability	111	5	Bottom Up	109	5	Retirement	117	5
Compete	107	6	Taxes	106	6	Not Rich	114	6
Investments	107	7	Supply Chain	104	7	Investments	110	7
Hard Work	104	8	Investments	101	8	Compete	97	8
Not Rich	104	9	Retirement	99	9	Hard Work	92	9
Supply Chain	100	11	Hard Work	98	10	Manufacturing	79	10
Manufacturing	85	12	Manufacturing	86	11	Stability	73	11
Stability	63	13	Stability	71	12	Supply Chain	72	12
College	59	14	College	68	13	Have Your Back	60	13
Have Your Back	55	15	Have Your Back	66	14	College	51	14

Complete List of Messages Tested

(TAXES) A candidate who believes that big corporations and the ultra-wealthy should start paying their fair share in taxes and that no profitable company should ever pay zero in taxes again.

(BOTTOM UP, MIDDLE OUT) A candidate who believes you don't grow the economy from the top down; you grow the economy from the bottom up and middle out, creating opportunities for everyday Americans to thrive.

(AFFORDABILITY) A candidate who believes that we have to raise wages and lower costs so that life is more affordable and working families aren't constantly stressed.

(HAVE YOUR BACK) A candidate who believes when corporate special interests go too far and try to cheat American families, the government must have their back.

(INVESTMENTS) A candidate who believes that you grow the economy by investing in working people. When government and businesses stop investing, workers and communities struggle to get ahead.

(MIDDLE CLASS) A candidate who believes that we grow the economy by building a strong middle class and that when the middle class does well, everyone does better.

(NOT RICH) A candidate who believes we need an economy where you don't have to be rich to be able to buy a home or save for retirement.

(STABILITY) A candidate who believes that after years of chaos and violent division, we need stability so that our economy can grow and everyday Americans can thrive.

(COLLEGE) A candidate who believes that you shouldn't have to get a four-year degree to get a good-paying job or retire with dignity.

(RETIREMENT) A candidate who believes that every American who works hard their entire life is entitled to retire with dignity and security.

(MANUFACTURING) A candidate who believes we should be proud to make things in America again and that means we have to invest in growing industries like clean energy and advanced manufacturing.

(HARD WORK) A candidate who believes we must respect hard work and that every American who works hard should be able to afford a good life

(COMPETE) A candidate who believes that instead of giving companies tax breaks to ship jobs overseas to places like China, we should incentivize them to invest in American workers and create good-paying jobs at home.

(SUPPLY CHAIN) A candidate who believes that our supply chains should start in America, so that we are exporting American goods to other countries instead of just buying the things other countries make.

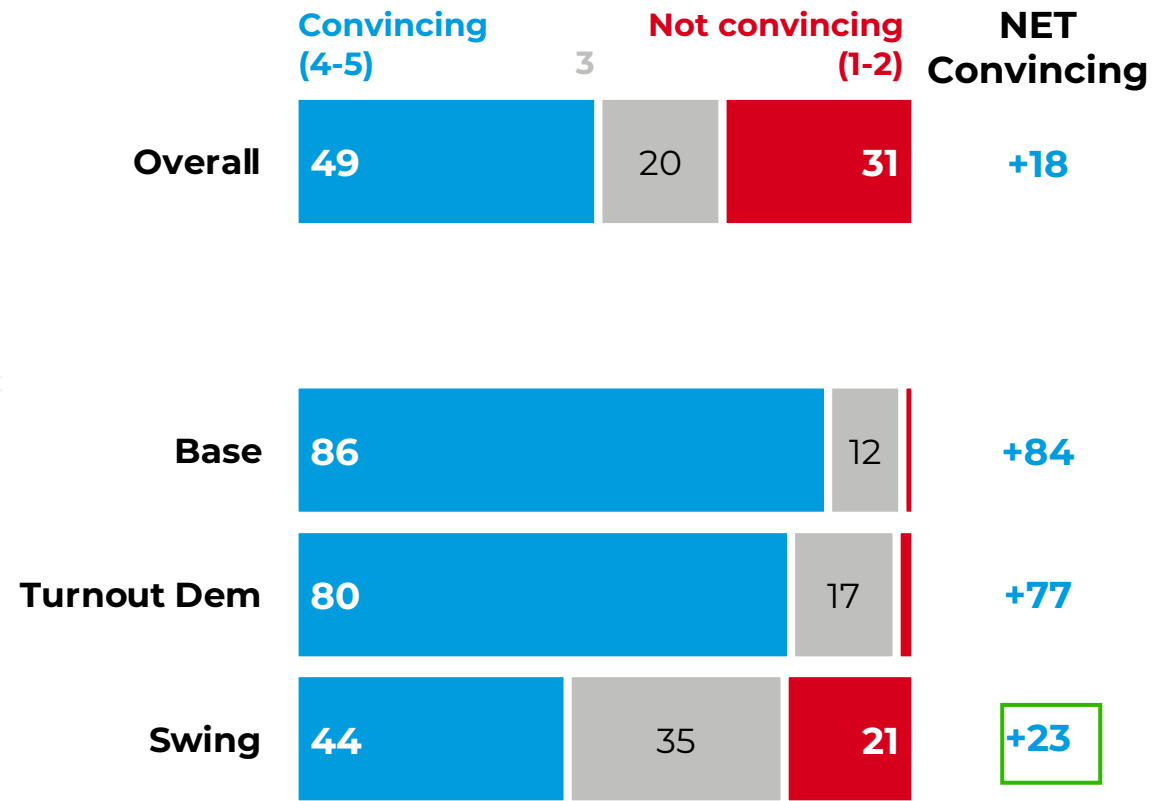
The “Investments” frame is convincing to half of voters overall, including nearly half of swing voters

Please use the green highlighter to select the parts of the statement that are most appealing to you about Democrats.

Thinking about the information you just read, please rate how convincing it is as a reason to vote for the Democrats on a scale from 1 to 5.

INVESTMENTS

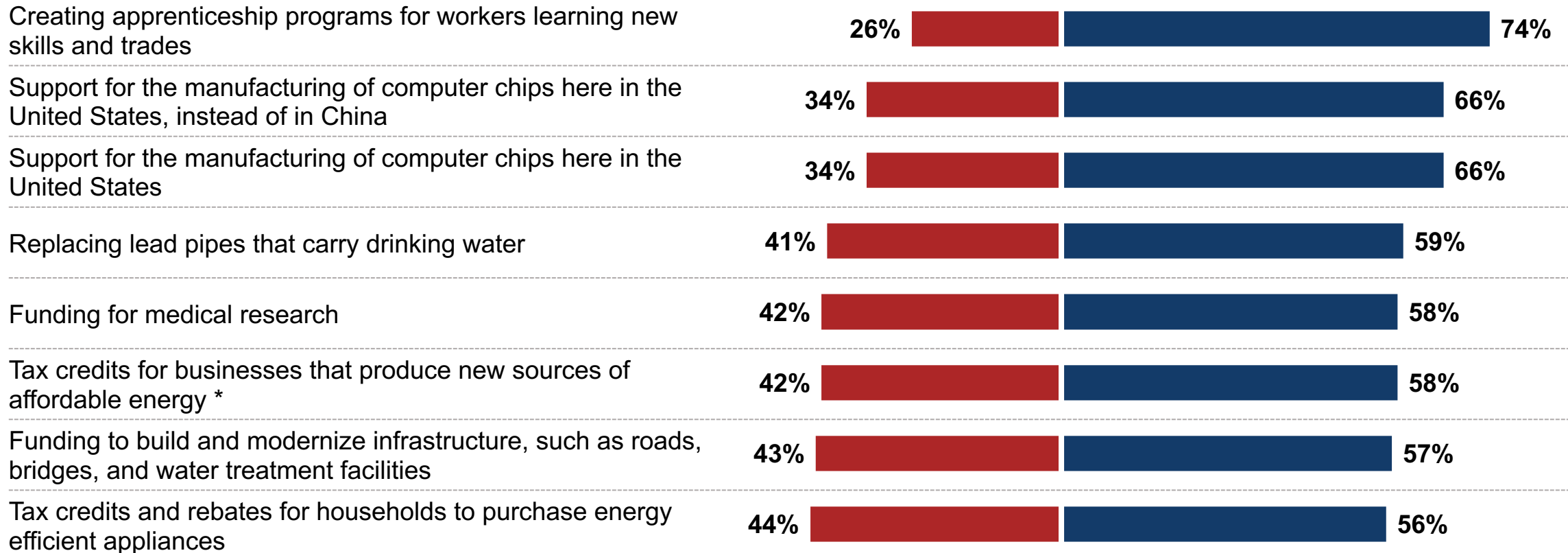
Democrats believe that we **grow the economy by investing in the American people.** When government and businesses stop investing, workers and communities struggle to get ahead. For decades, businesses increased their profits by moving factories and jobs overseas, and the middle class in America kept shrinking. China and other countries are investing in their people and businesses, and it’s time we started doing that too. But Republicans want to cut investments and let businesses keep making choices that hurt the American people. Democrats say we need to invest in **modernizing American manufacturing and rebuilding our infrastructure.** And we need to incentivize businesses to **hire more workers in America, pay them higher wages and offer better benefits,** instead of giving them tax breaks to ship jobs overseas.



Majority say these programs are investments

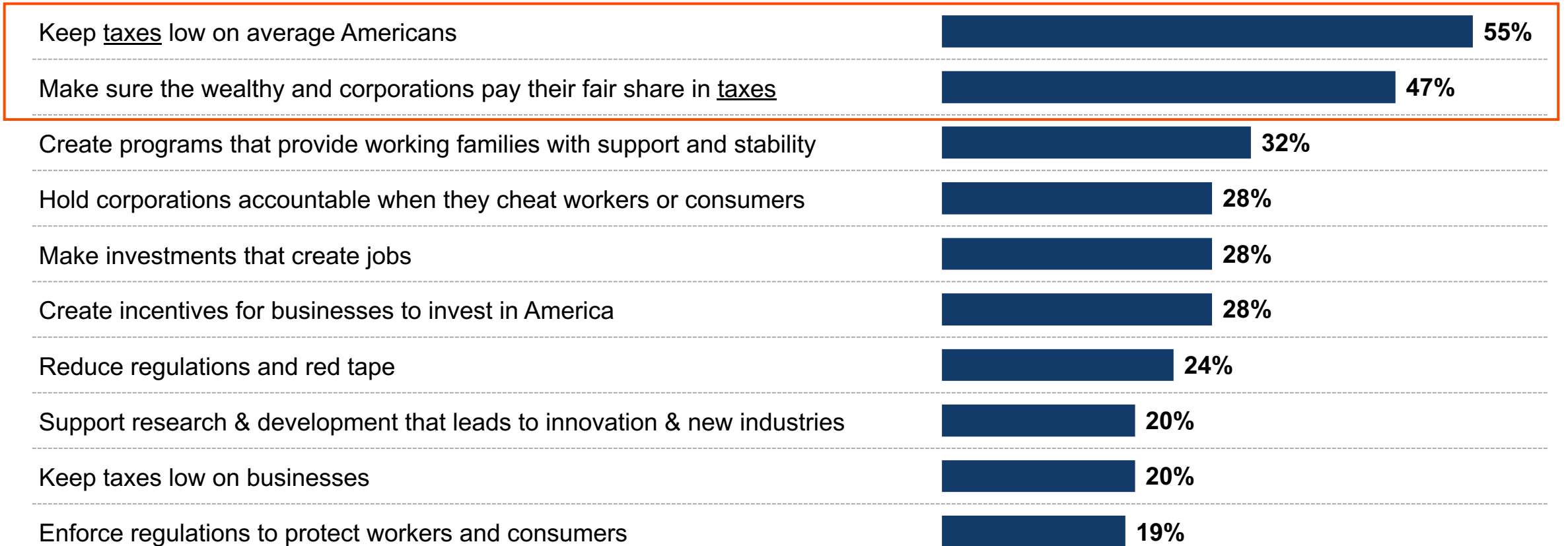
Are the following government programs/activities government spending, or economic investments?

Government spending **Economic investments**



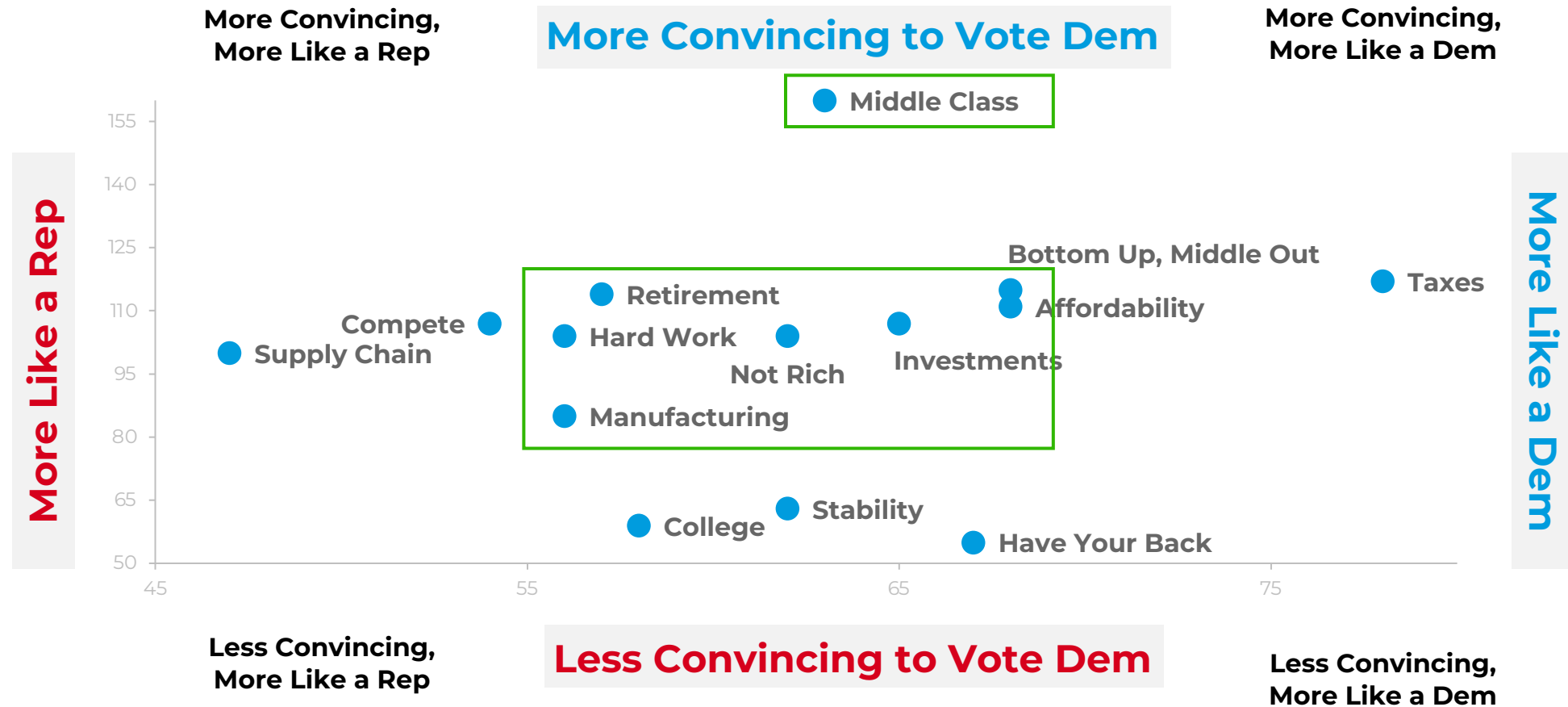
Most important tools for government to build a strong economy: taxes dominate what voters think of

% top three choices for the most important things the government can do to build a strong economy



To change voters' perceptions of Democrats on the economy, Democrats have to compete on terrain that is less clearly associated with either party

Max Diff Scores vs. Implicit Partisan Test



Proof Points

A decorative diagonal line runs from the bottom-left towards the top-right of the page. It is composed of two parallel lines: an inner line in a dark blue color and an outer line in a lighter, medium blue color. The space between these two lines is white, creating a double-line effect.

Most compelling Biden economic accomplishments

Actions taken by President Biden and Democrats in Congress that made voters feel more confident in Democrats' handling of the economy and economic issues.

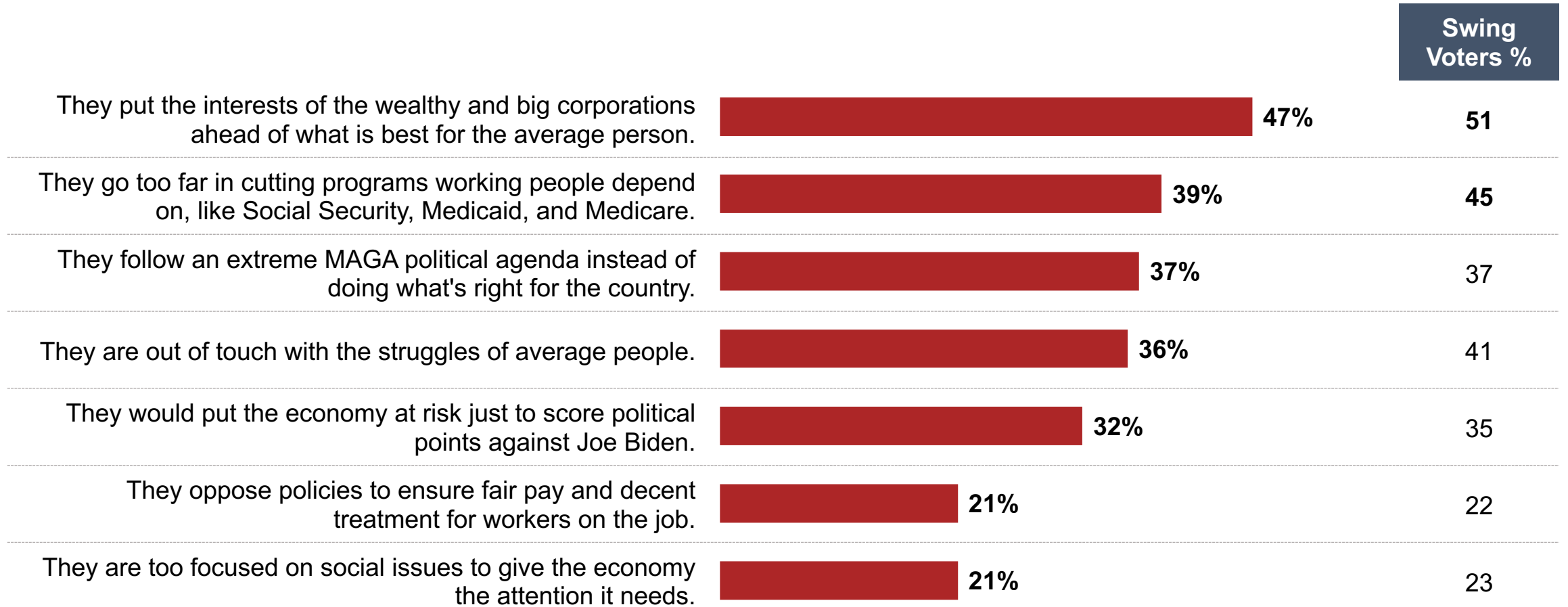
	Total More Confident %
The cost of <u>insulin</u> for senior citizens on Medicare will be capped at \$35 per month.	67
<u>Computer chip</u> manufacturers are building new factories in the United States, bringing good-paying manufacturing jobs and supply chains back home.	67
Stronger <u>Buy American</u> requirements to make sure our tax dollars go to companies that make things in America and create jobs at home.	67
Pharmaceutical companies will be prevented from raising the <u>cost of existing medicines</u> beyond the rate of inflation.	65
After decades of neglect and decay, states and cities all over the country are <u>breaking ground</u> and beginning work on repairing and modernizing roads, bridges, airports, tunnels, and highways.	64
A new law will limit credit card <u>late fees</u> and crack down on airline <u>price gouging</u> , exorbitant bank overdraft service charges, and junk fees like hotel resort fees.	62
Large profitable <u>multinational corporations</u> that previously avoided paying any taxes at all will now be required to pay a <u>minimum tax of 15%</u> .	61
In just four months since a new law was passed, more than 90 new clean energy projects have been announced, injecting over \$90 billion into local communities and creating 100,000 full-time jobs.	57

Opposition



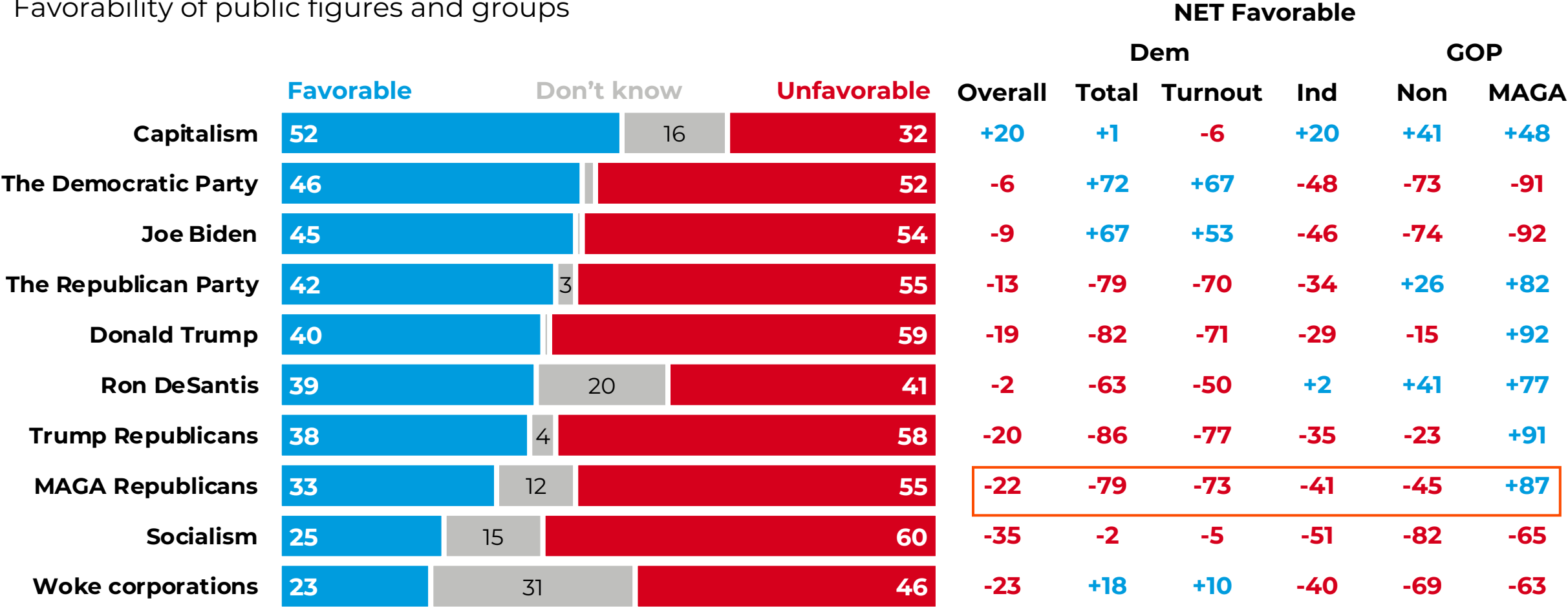
Concerns about GOP's economic approach

*Top three biggest concerns about the **Republicans'** approach to dealing with the economy*



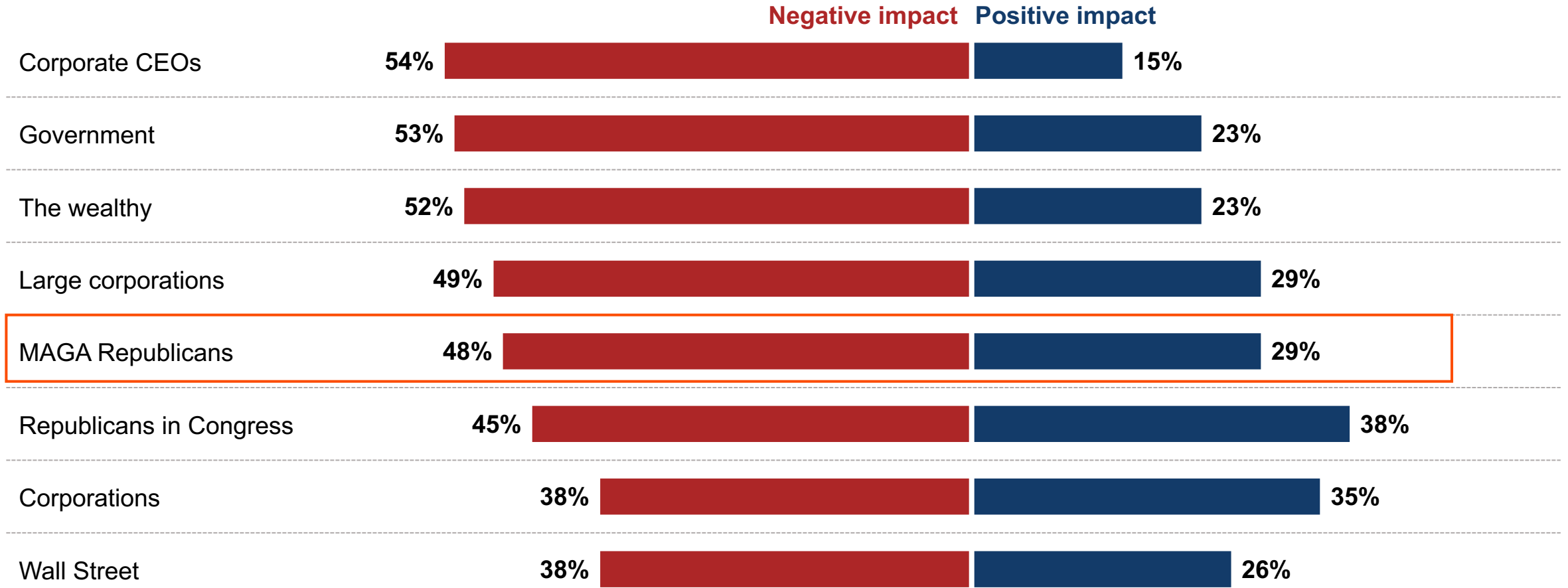
Biden and the Democratic Party viewed more favorably than Trump and the GOP overall, but do worse with independents; capitalism far more popular than socialism

Favorability of public figures and groups



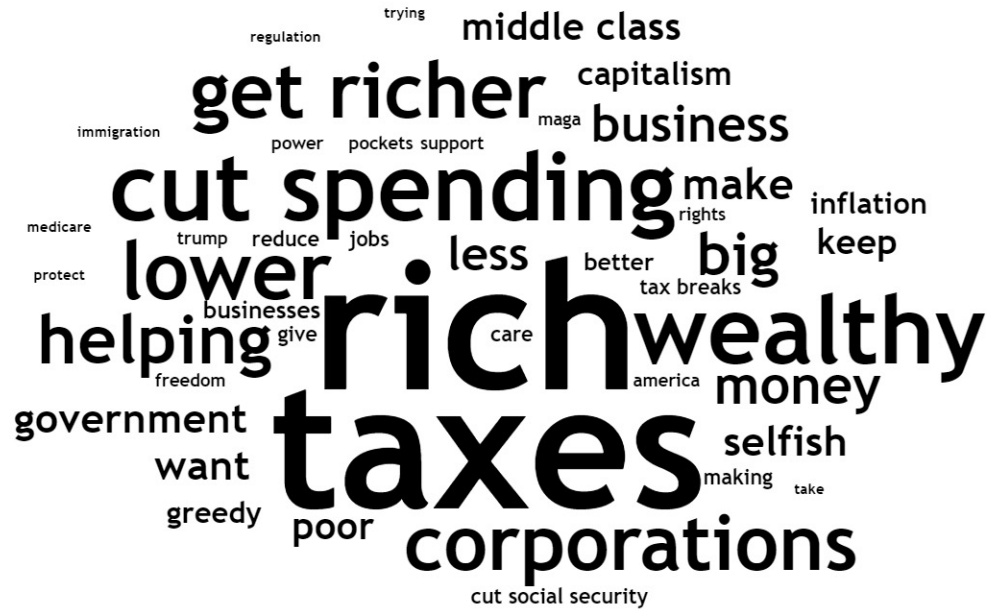
Who are seen as hurting economy?

Do the following people and groups have a positive or negative impact on economic conditions today?



Voters associate the same economic priorities to both the Republican Party and MAGA Republicans: helping the rich and corporations, lower taxes, and spending cuts

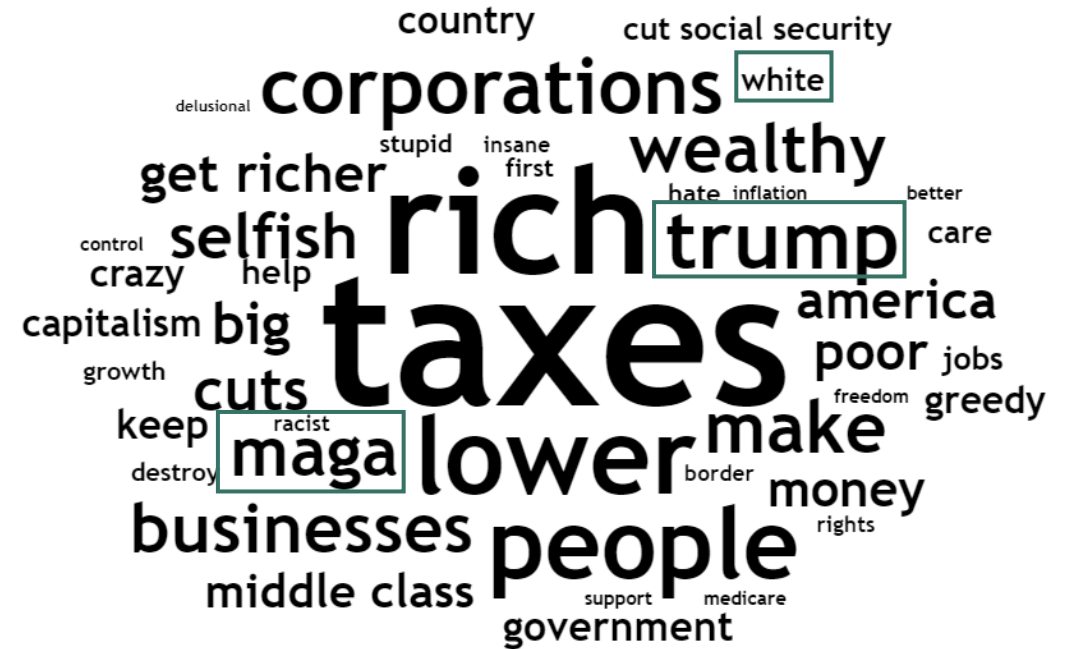
In one or two words, please describe the economic priorities of the **Republican Party**.



“The Republicans **just want the rich to get richer.**”

“**Fewer taxes for corporations and people to boost the economy.**”

In one or two words, please describe the economic priorities of **MAGA Republicans**.



“**Cut taxes. Pander to the rich. Cut Social Security, Medicare, [and] Medicaid. Cut regulations.**”

“They are **only concerned with getting Donald Trump re-elected.**”



Architecture of Democratic Economic Narrative

Theory of the Case

GOAL

Grow the economy
by growing the
middle class

**CORE VALUE +
EMOTION**

Hardworking Americans deserve the security
and peace of mind of knowing they can
afford to raise a family and retire
comfortably

HOW

- 1) Invest in creating good-paying jobs (you can raise a family on)
- 2) Lower costs by cracking down on corporate greed and price gouging
- 3) Close special tax loopholes for the ultra-wealthy and corporations +
Hold down taxes on middle class families and seniors

OPPOSITION

Extreme MAGA Republicans

- * Gutting middle class investments (like SS, etc.)
- * Protecting greedy corporations—even when it hurts hard-working Americans (insulin, clean energy, etc.)

Ladder Proof Points to Growing the Middle Class

HOW

Invest in creating good-paying jobs you can raise a family on

- * Stronger buy American requirement so things are made here
- * Incentivizing companies to manufacture computer chips in America not China
- * Investing in renewable energy manufacturing
- * Apprenticeships programs for new skills + trades

PROOF POINTS

Crack down on corporate greed and price gouging to lower costs/affordability

- * Capping insulin at \$35
- * Cracking down on junk fees + price gouging
- * Minimum corporate tax of at least 15%
- * Letting Medicare negotiate with drug companies to lower prices
- * Holding oil and gas companies accountable for rising gas prices