



**END
CITIZENS
UNITED**

Senate and House Battleground Poll

Findings and Recommendations from
Survey of Likely 2022 Voters in Senate
Battleground States and House Frontline
Districts

February 2022

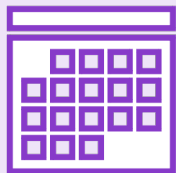
Survey Methodology



Impact Research conducted a nationwide multi-modal poll utilizing online and text-to-web interviews.



The sample includes N=1204 likely 2022 voters in Senate battleground states (AZ, CO, FL, GA, NV, NH, NC, OH, PA, and WI) and N=747 likely voters in Frontline House districts.



Interviews were conducted February 21 – 27, 2022.



The margin of error for the Senate battleground sample is +/- 2.8 percentage points at the 95% level of confidence and +/- 3.6 percentage points for the Frontline House districts sample. The margin of error for subgroups varies and is higher.

The Electorate

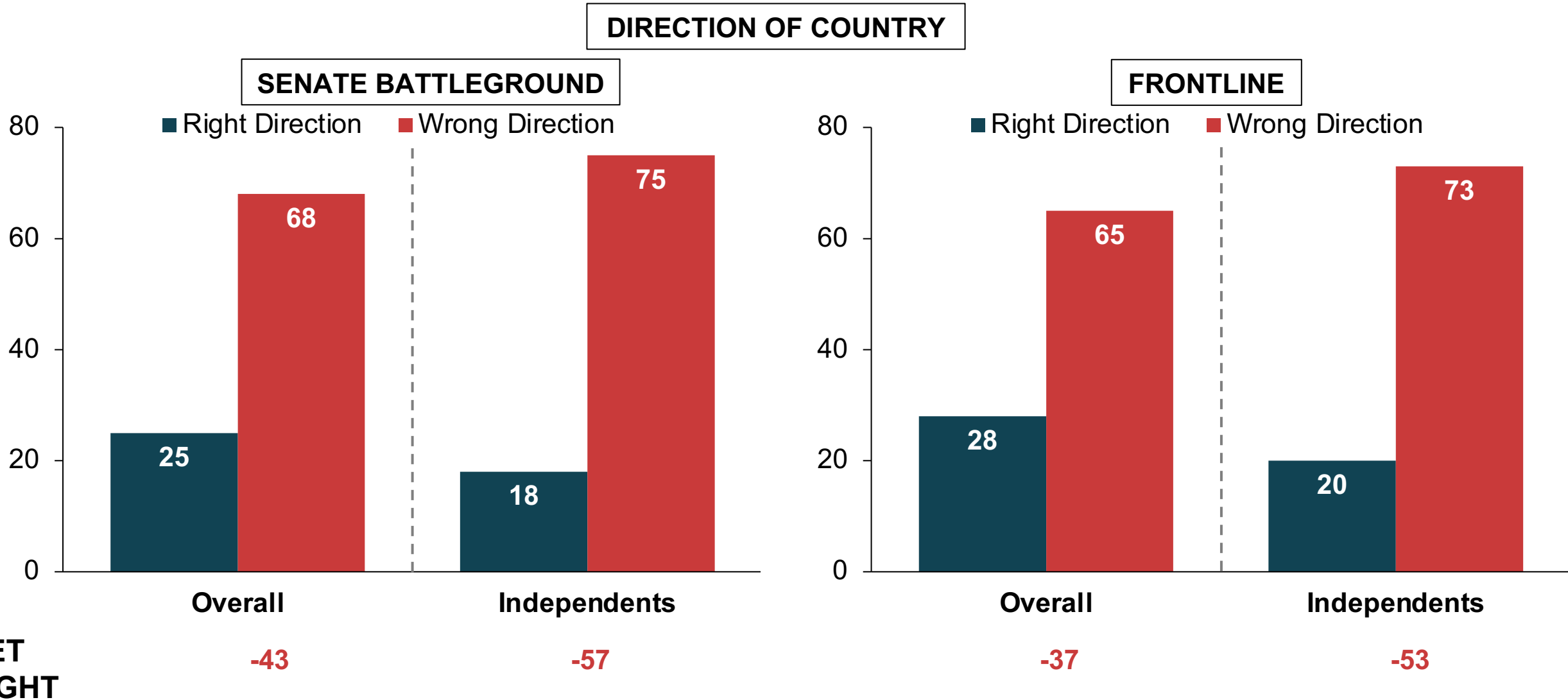
SENATE DEMOGRAPHICS <i>% of all voters</i>	
White	80
Black	10
Latino	7
AAPI	2
Men	47
Women	53
18-34	18
35-49	22
50-64	30
65+	30
Non-College Grad	62
College Grad	37

HOUSE DEMOGRAPHICS <i>% of all voters</i>	
White	83
Black	6
Latino	6
AAPI	4
Men	47
Women	53
18-34	18
35-49	22
50-64	30
65+	30
Non-College Grad	62
College Grad	37

POLITICAL LANDSCAPE

Voters are pessimistic about the direction of the country.

By a double-digit margin, Independents are more pessimistic than the electorate overall.



Inflation and cracking down on political corruption are the top two issues for voters, followed closely by reducing the influence of money in politics and protecting the freedom to vote.

Independents' priorities mirror the overall electorate.

On a 1 to 10 scale for how big a priority it should be for the President and U.S. Congress to focus on, where 10 means it is an extremely high priority and 1 means it is not a priority at all.

■ **Senate Battleground**

■ **Frontline**

Inflation and rising costs

Cracking down on political corruption

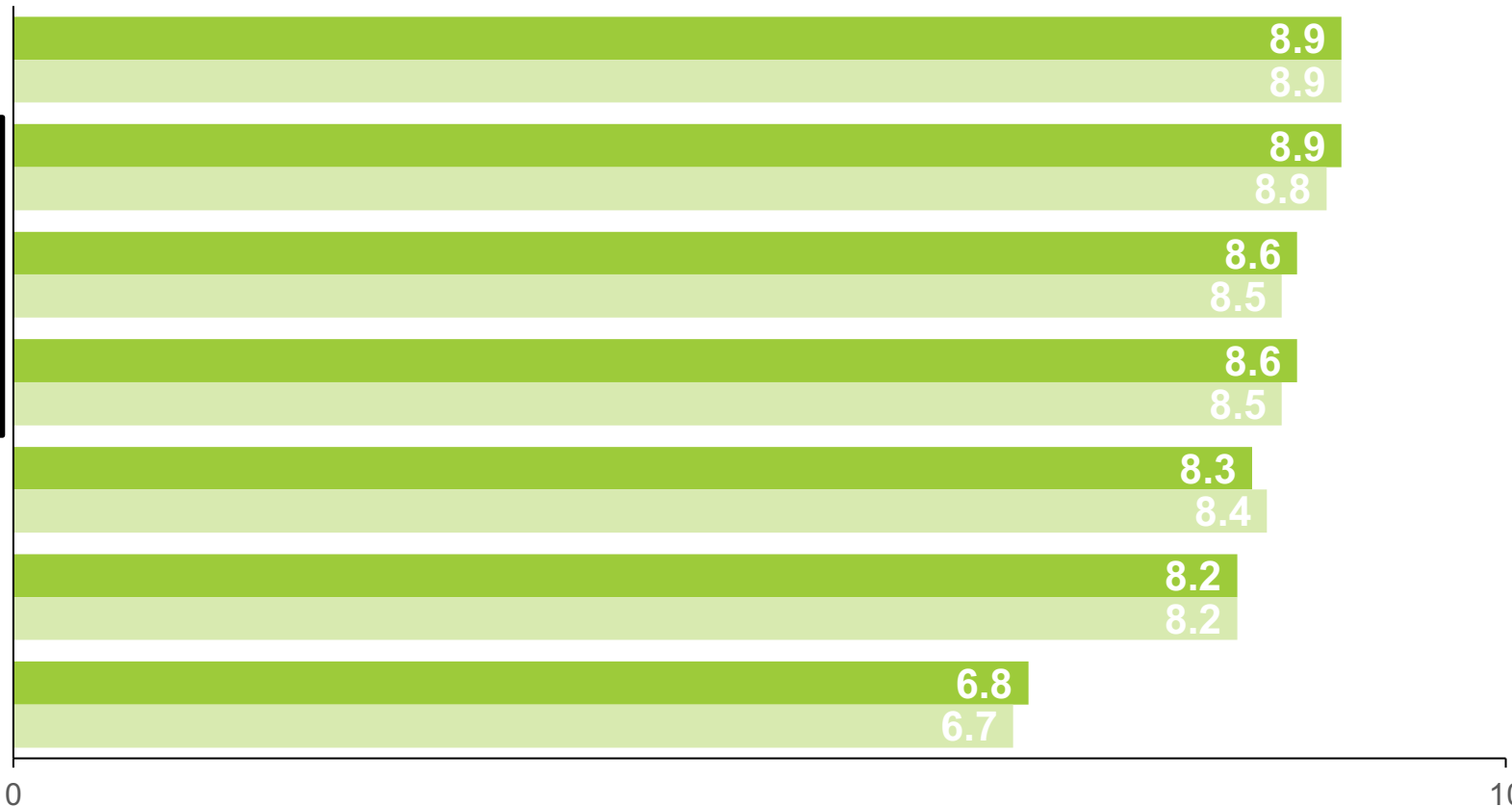
Reducing the influence of money in politics

Protecting the freedom to vote

Keeping communities safe

Reducing healthcare costs

Addressing the COVID pandemic

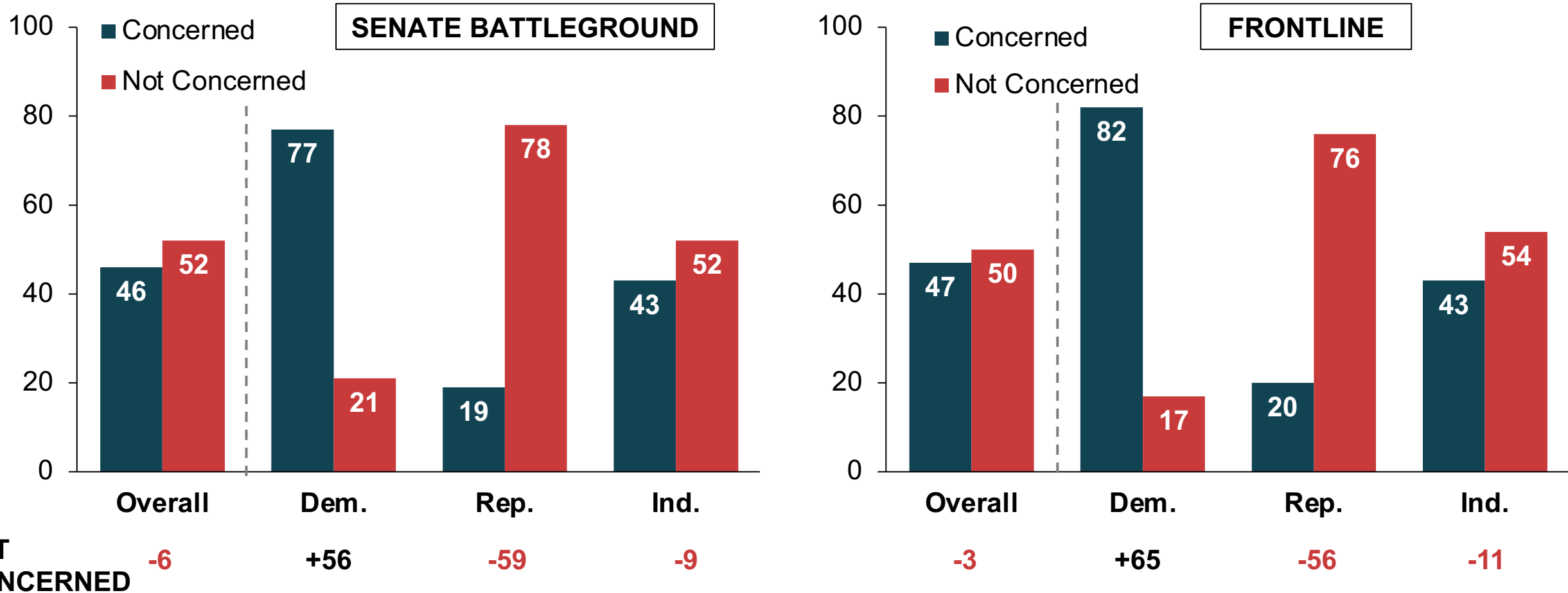


	Senate Battleground Ind.	Frontline Ind.
	8.8	8.9
	8.9	8.8
	8.6	8.6
	8.4	8.3
	8.2	8.3
	8.1	8.1
	6.6	6.4

A majority of voters aren't concerned about another event to violently overturn an election.

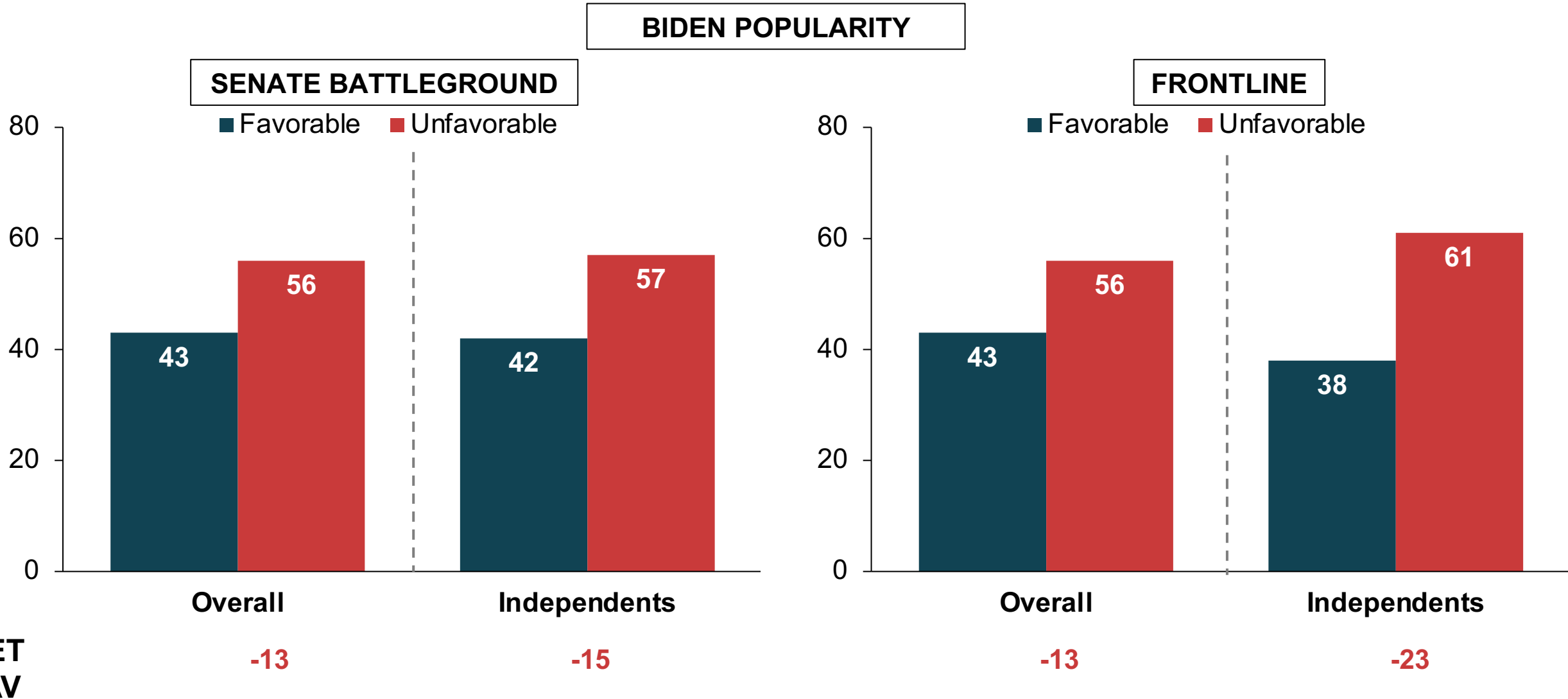
Concern for a January 6th-like event is driven by Democrats, but even one in five Democrats are not currently concerned.

Are you concerned there is a good chance there will be another situation like January 6th when a mob stormed the Capitol to try to stop the certification of the presidential election?



Biden's net favorability is -13 in both the Senate battleground and Frontline districts.

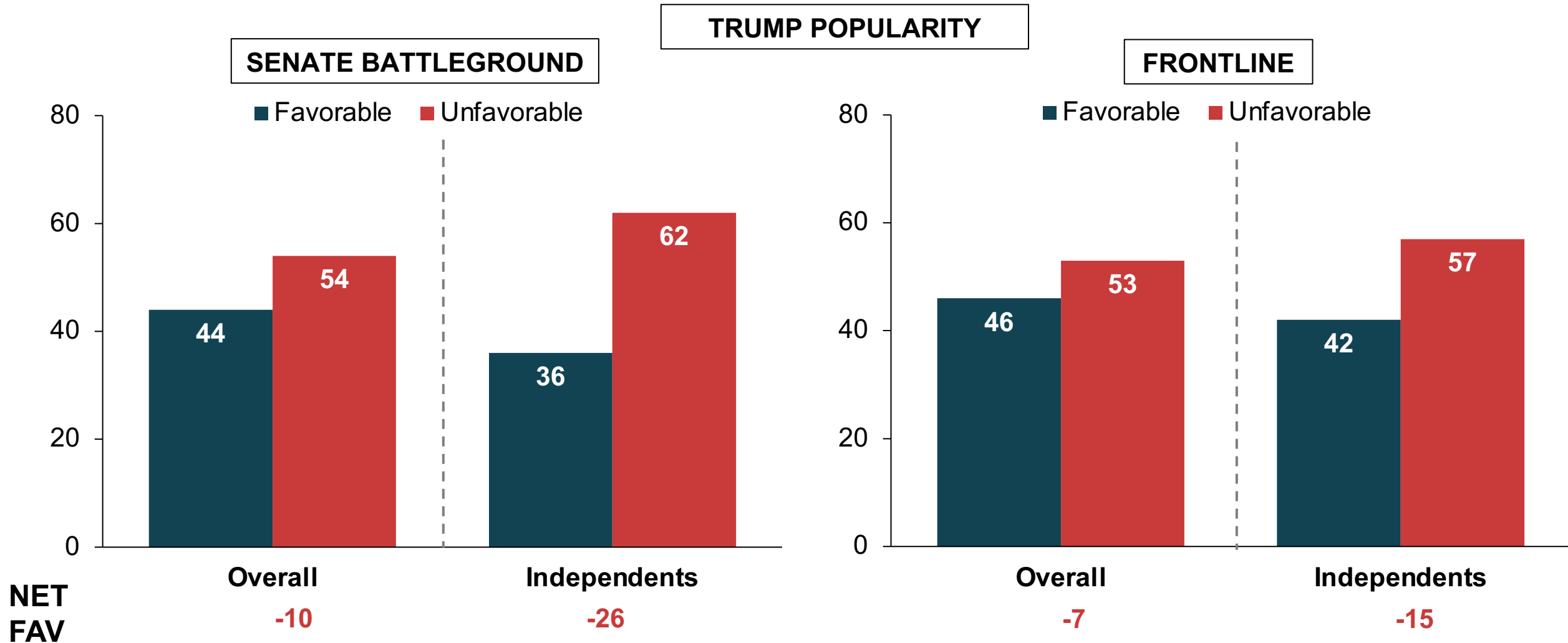
Biden is underwater among Independents.



NET
FAV

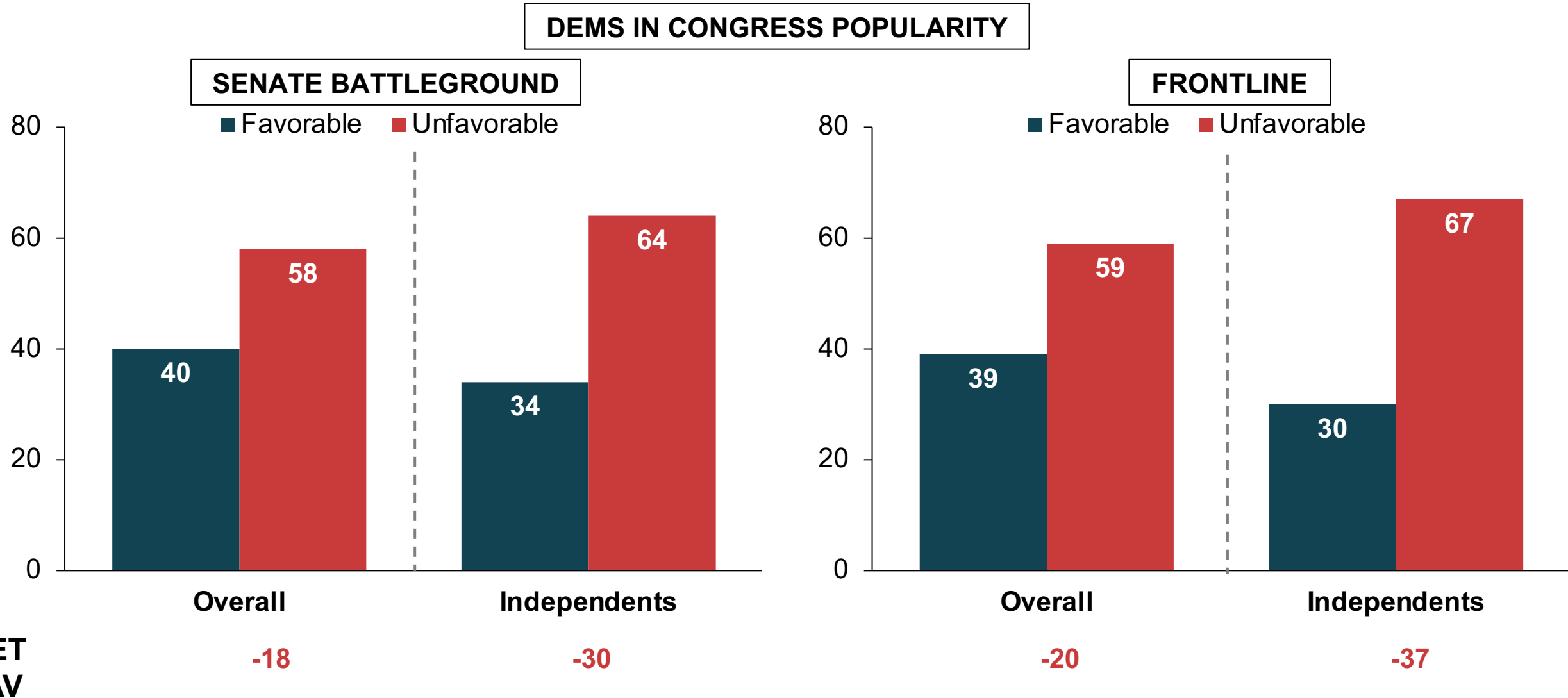
Trump's popularity is underwater, with a similar favorable rating as Biden.

Trump is underwater 26 points among Independents in the Senate battleground, though he is not as disliked as Biden in the Frontline districts despite having lost them by a few points in 2020.



Democrats in Congress are deeply unpopular.

Independents in the Senate battleground reflect the electorate, while Frontline Independents are down on Dems by 37 points.



**NET
FAV**

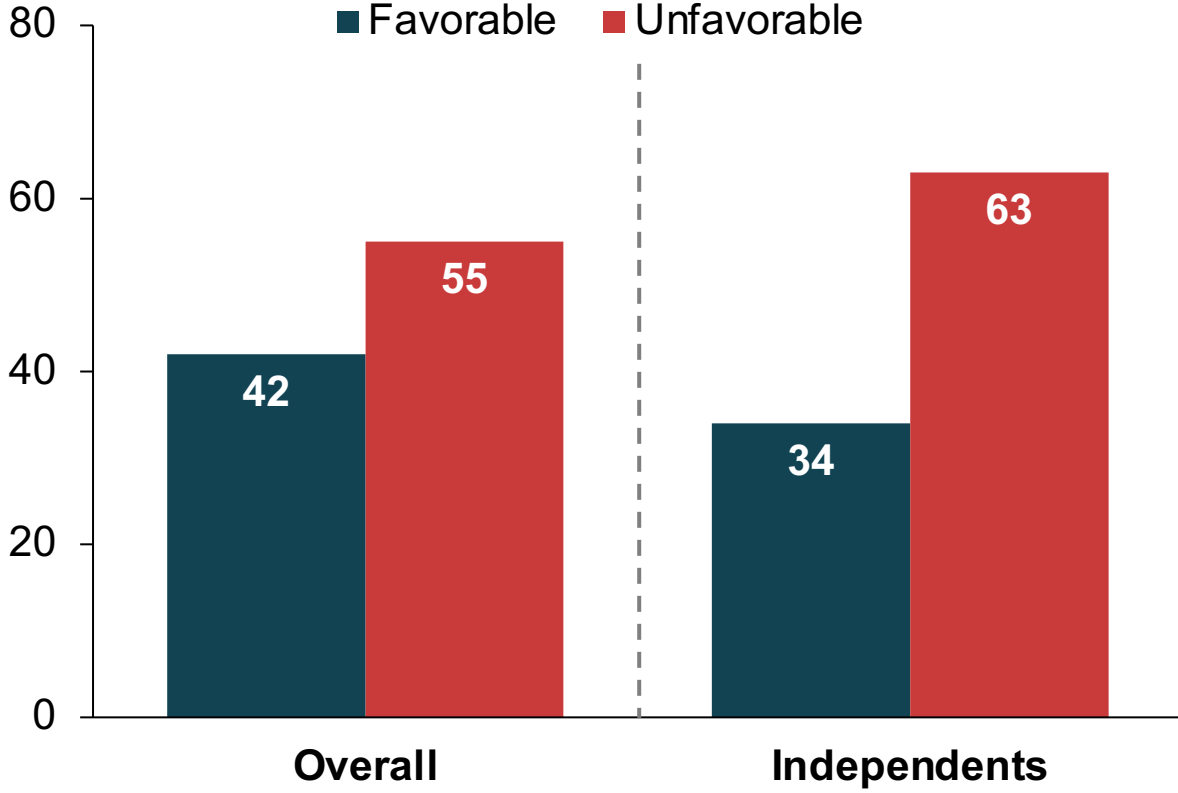
Republicans in Congress are underwater by 13 points in both the Senate battleground and Frontline districts.

Independents are down on both parties, but in Frontline districts are less negative towards Republicans than Democrats (-37).

REPS IN CONGRESS POPULARITY

SENATE BATTLEGROUNDS

Favorable Unfavorable

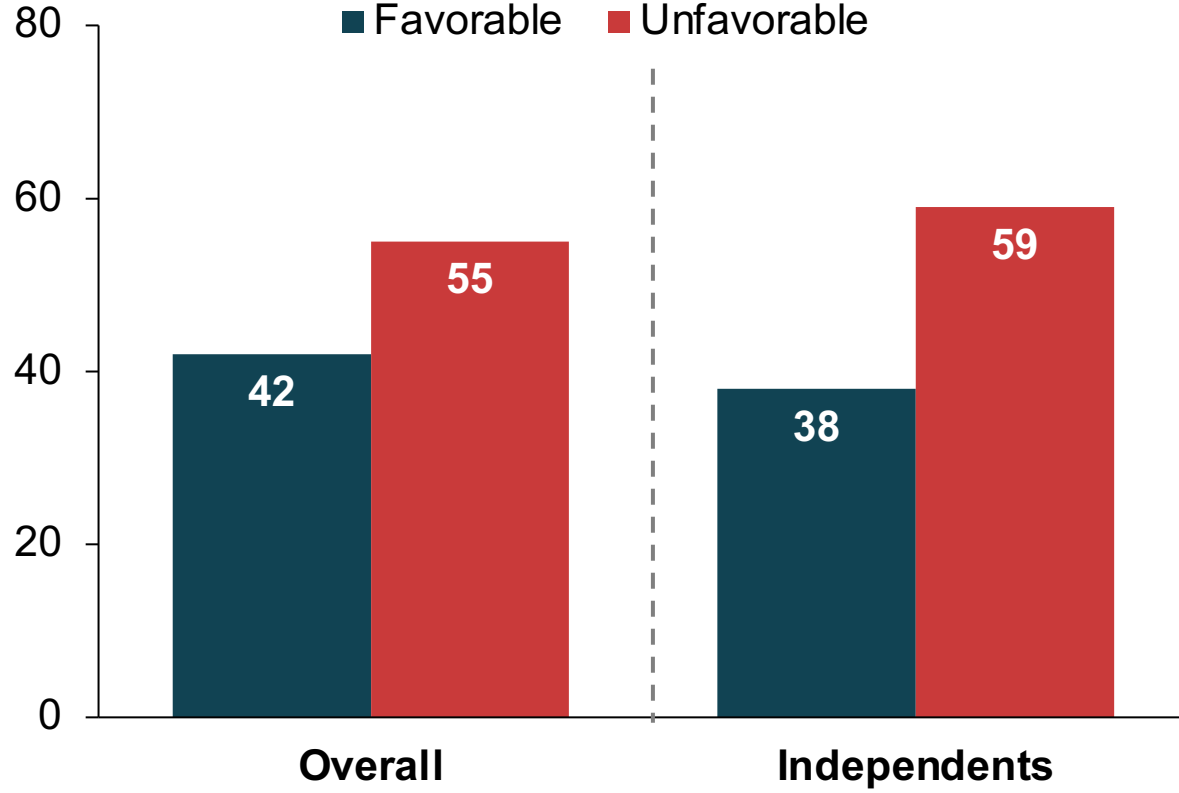


-13

-29

FRONTLINE

Favorable Unfavorable

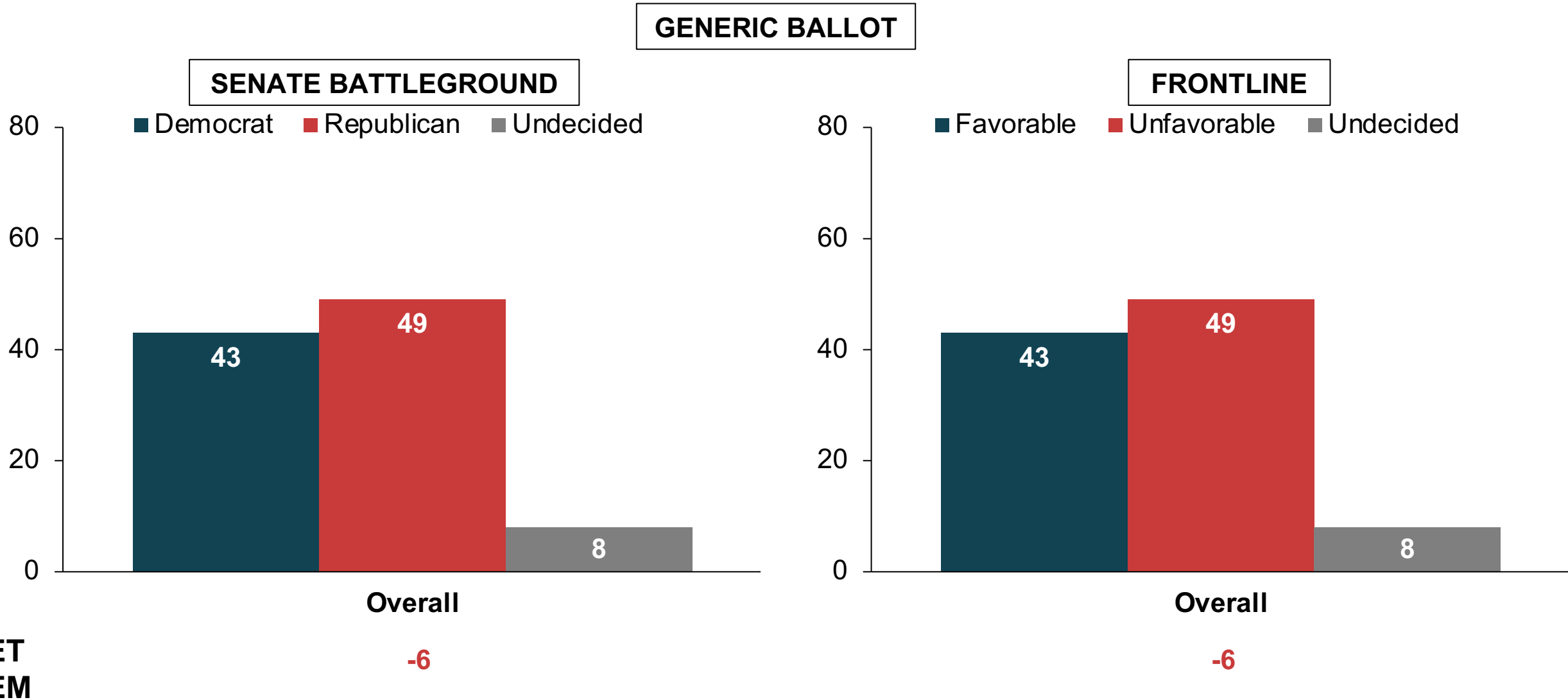


-13

-21

**NET
FAV**

Perhaps unsurprising given the national headwinds, but
Republicans have a 6-point edge on the generic ballot.



The parties are consolidated, with Independents leaning towards Republicans. Democrats have real problems with people of color.

Senate Battleground / Frontline	Dem	Rep	Und	Net
Overall	43 / 43	49 / 49	8 / 8	-6 / -6
Democrats	91 / 91	6 / 5	3 / 4	+85 / +86
Republicans	3 / 6	95 / 94	2 / 0	-92 / -88
Independents	40 / 37	43 / 46	17 / 17	-3 / -9
White	41 / 42	52 / 51	7 / 8	-11 / -9
Black	69 / 64	20 / 28	10 / 9	+49 / +36
Hispanic	35 / 43	51 / 48	14 / 9	-16 / -5
18-34	53 / 47	40 / 47	7 / 6	+13 / 0
35-49	45 / 46	45 / 47	10 / 7	0 / -1
50-64	39 / 38	54 / 51	8 / 12	-15 / -13
65+	40 / 44	53 / 50	7 / 6	-13 / -6

	Dem	Rep	Und	Net
Men	38 / 41	54 / 51	8 / 9	-16 / -10
Women	47 / 45	45 / 47	8 / 8	+2 / -2
W M Non-College Grad	32 / 39	61 / 54	7 / 7	-29 / -15
W M College Grad	42 / 41	52 / 50	6 / 10	-10 / -9
W F Non-College Grad	43 / 45	49 / 49	9 / 6	-6 / -4
W F College Grad	48 / 42	47 / 52	5 / 6	+1 / -10
Independent Men	32 / 36	50 / 46	19 / 18	-18 / -10
Independent Women	48 / 37	37 / 46	16 / 16	+11 / -9
W Non-College Independents	39 / 38	45 / 47	17 / 15	-6 / -9
W College Independents	43 / 40	44 / 44	12 / 16	-1 / -4

MONEY IN POLITICS

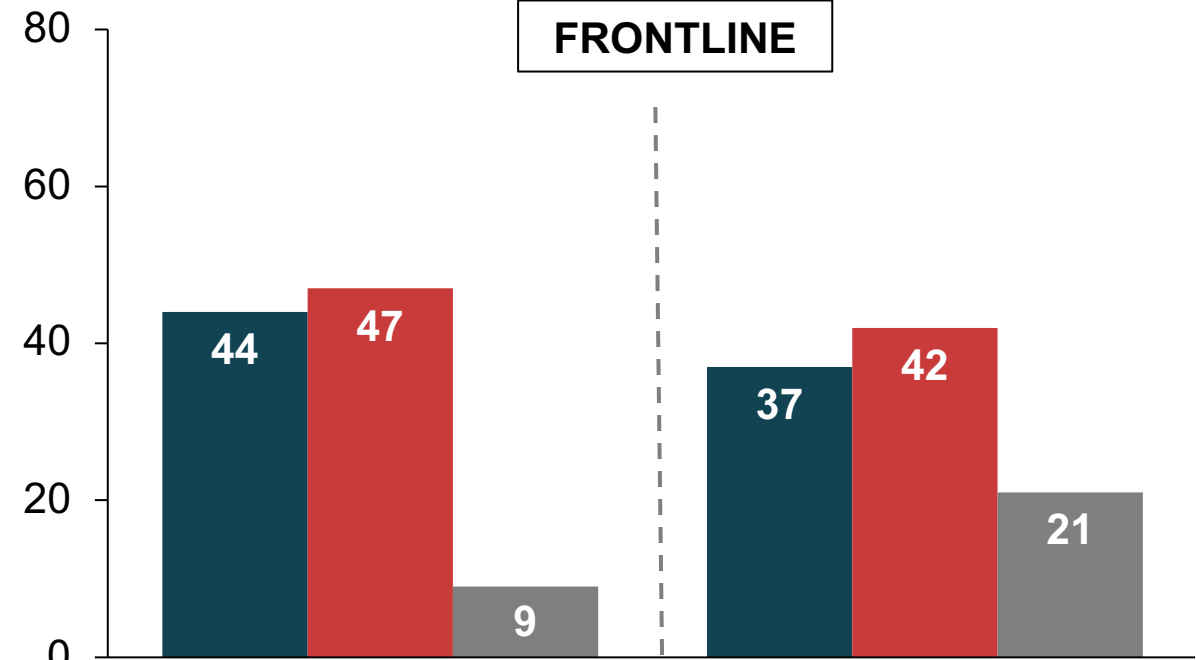
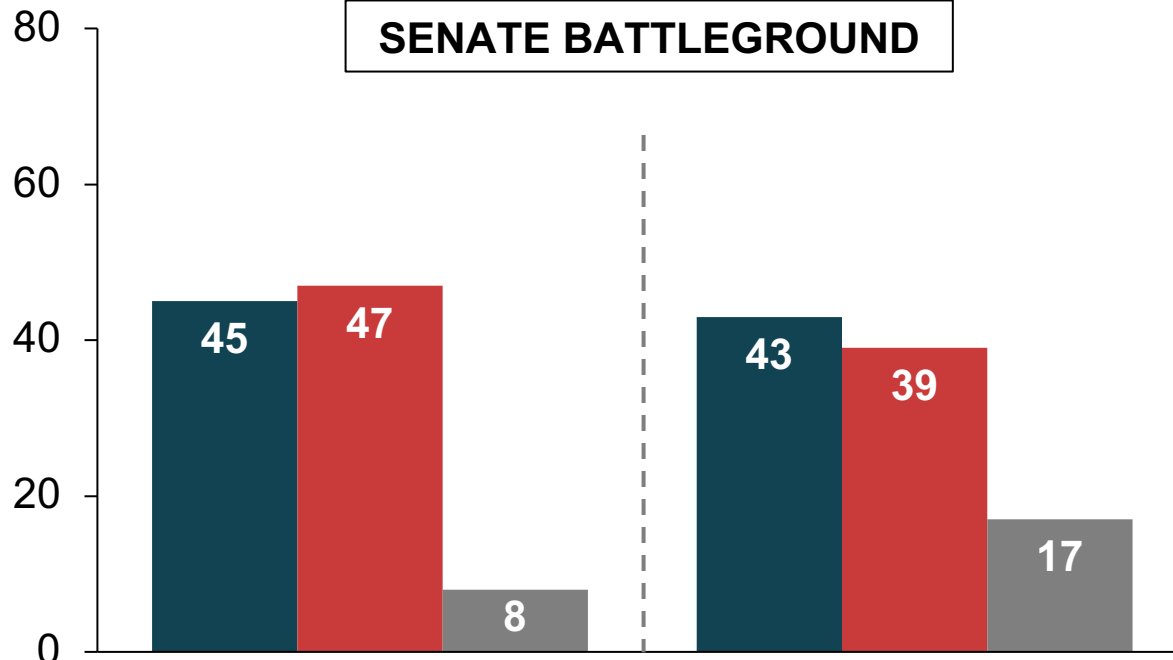
While voters narrowly prefer a Republican focused on spending over a Democrat addressing inflation, this is better than the generic.

Which type of candidate for the U.S. Congress are you more likely to support, even if neither is exactly right?

A Democrat who says we need focus on addressing inflation and rising prices, fix problems in the supply chain, and bring down healthcare costs.

A Republican who will focus on out-of-control government spending to get the deficit under control to tackle inflation and get the economy working again.

Don't know



NET
DEM

Overall

-2

Independents

+4

Overall

-3

Independents

-5

NET GB

-6

-3

-6

-9

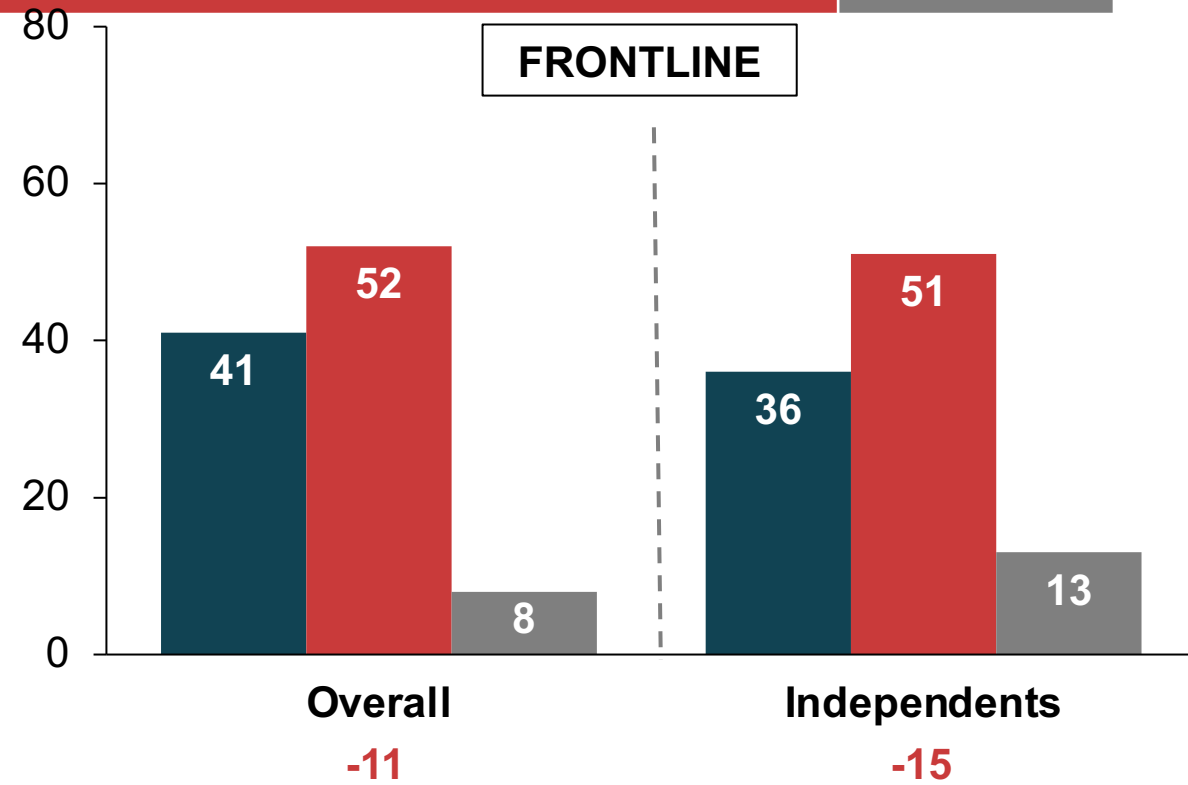
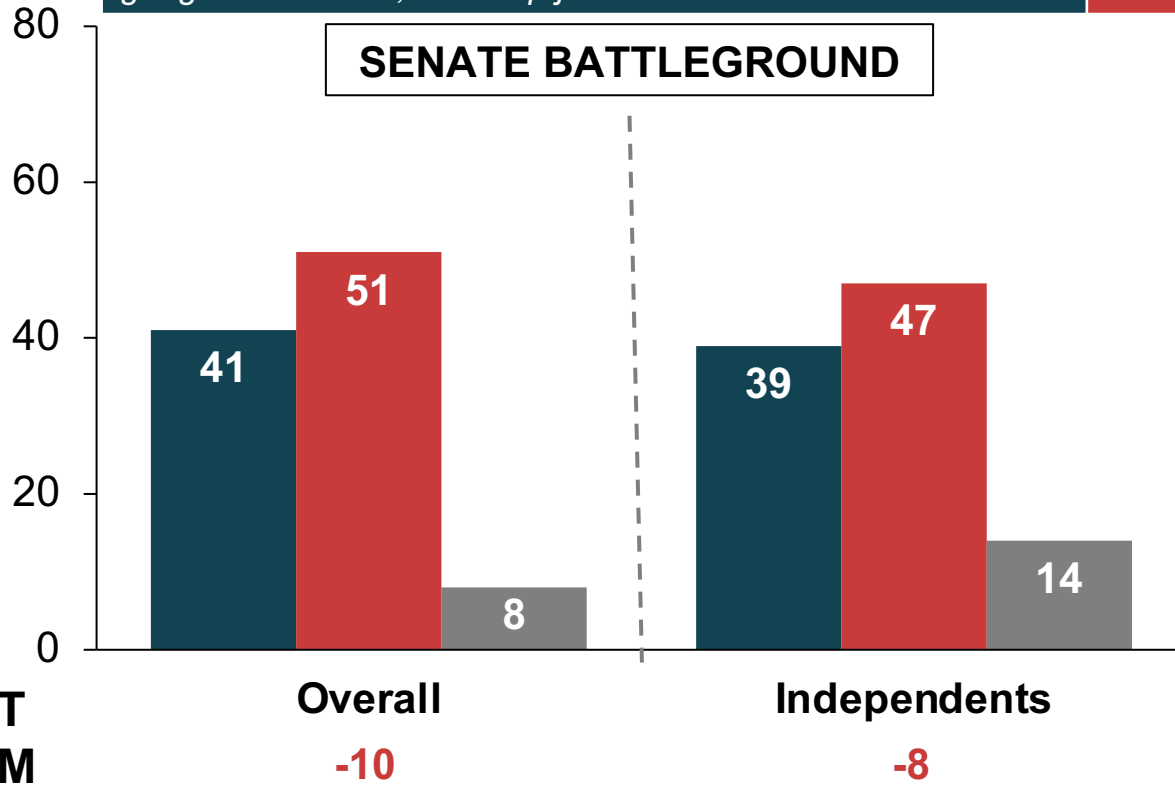
The margin is worse for a Democrat who weaves corruption into their message, though because of the split this is within the MOE of the prior construction.

Which type of candidate for the U.S. Congress are you more likely to support, even if neither is exactly right?

A Democrat who says that the best way to address rising costs and inflation is to crack down on corruption and money in politics that allows corporations to buy politicians, price gouge consumers, and ship jobs overseas.

A Republican who will focus on out-of-control government spending to get the deficit under control to tackle inflation and get the economy working again.

Don't know



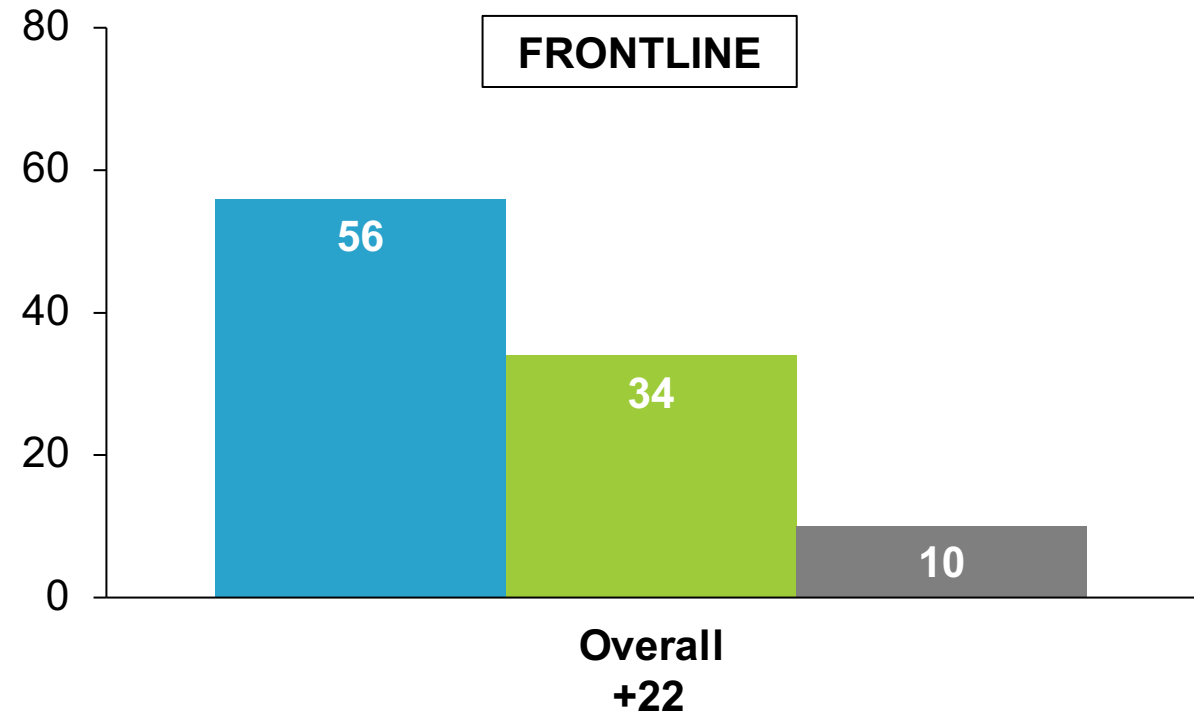
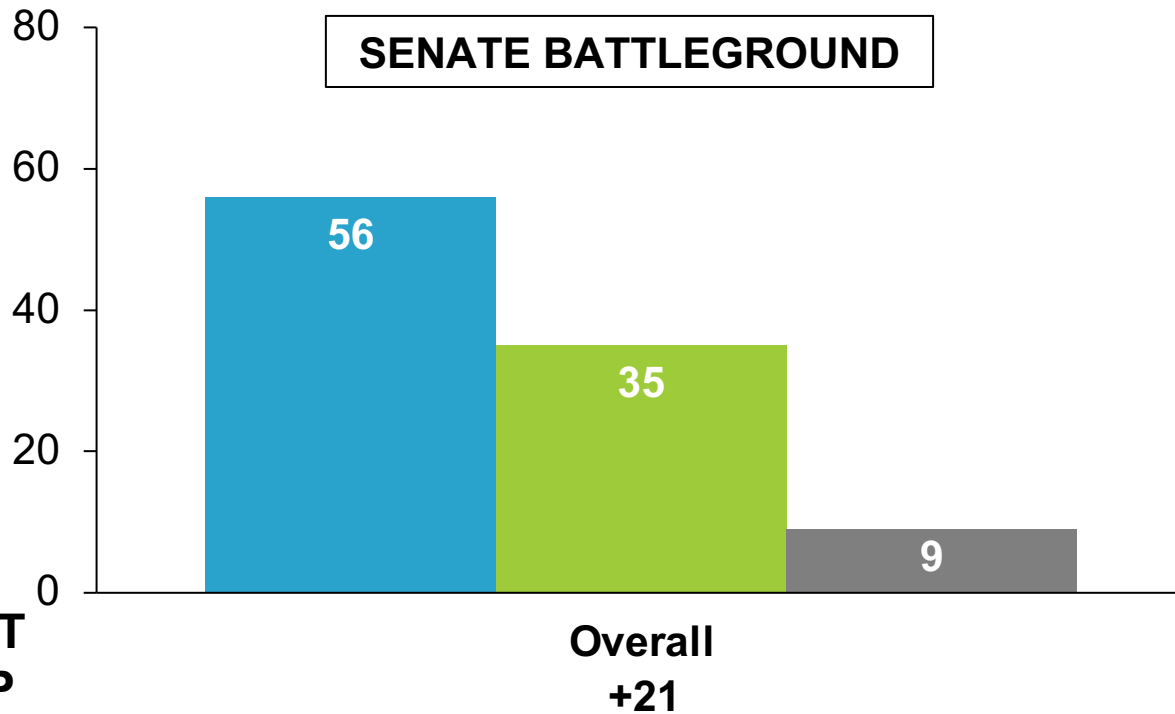
Voters overwhelmingly want Congress to crack down on money in politics so big issues can be properly tackled.

Which of the following statements comes closer to your view, even if neither is exactly right?

To get inflation under control and our economy back on track, Congress needs to crack down on the corporate special interests that spend more money every year influencing our elections and buying off politicians. We must take on the corrupting influence of this money in politics if we want to make progress on the most important issues facing Americans, like rising costs.

Inflation is out of control and the economy is unstable and uncertain. Congress needs to focus exclusively on getting rising costs under control rather than shifting their focus to other things. It is sad to say, but special interests have always found a way into the system, and we need members of Congress focused on the biggest issues rather than trying to eliminate corruption.

Don't know

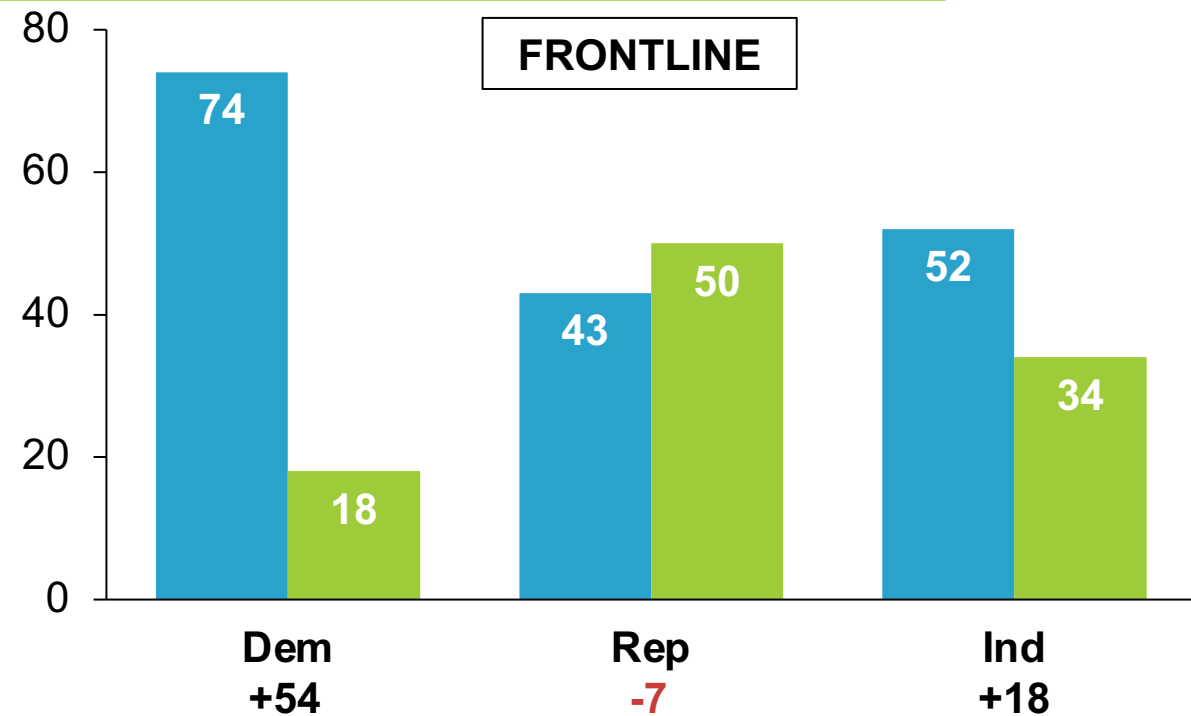
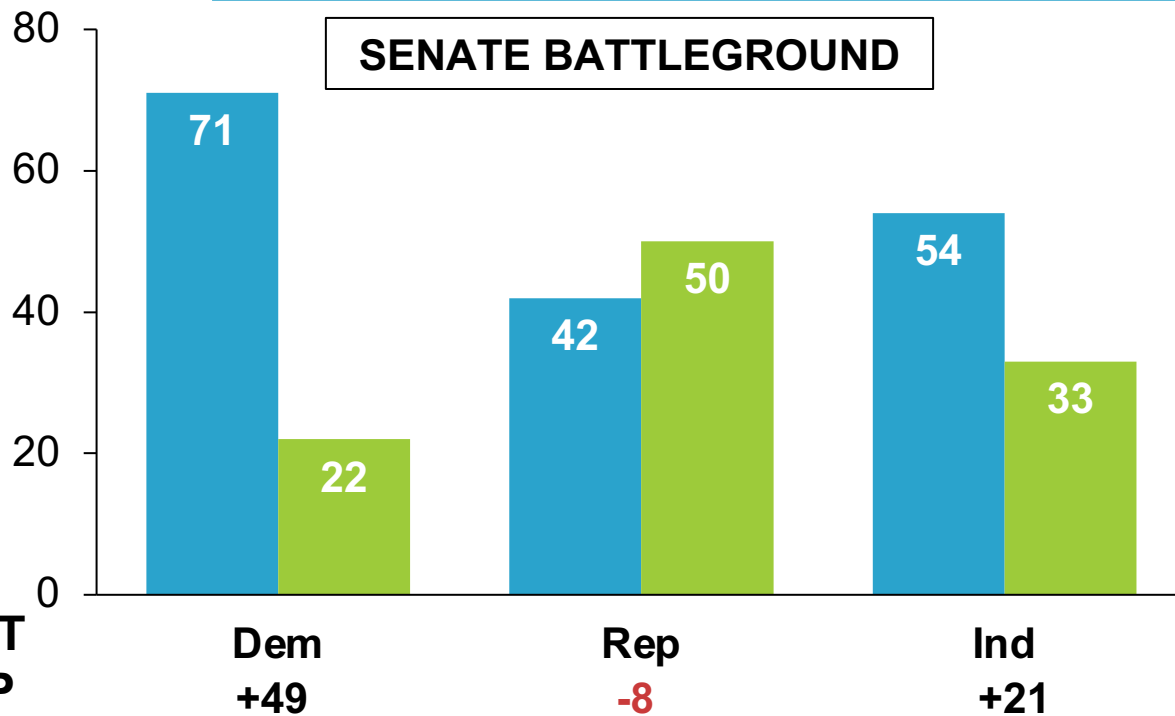


Democrats and Independents want Congress to crack down on money in politics now rather than waiting to fix other issues, and Republicans are divided.

Which of the following statements comes closer to your view, even if neither is exactly right?

To get inflation under control and our economy back on track, Congress needs to crack down on the corporate special interests that spend more money every year influencing our elections and buying off politicians. We must take on the corrupting influence of this money in politics if we want to make progress on the most important issues facing Americans, like rising costs.

Inflation is out of control and the economy is unstable and uncertain. Congress needs to focus exclusively on getting rising costs under control rather than shifting their focus to other things. It is sad to say, but special interests have always found a way into the system, and we need members of Congress focused on the biggest issues rather than trying to eliminate corruption.



Voters across the board want Congress to crack down on money in politics rather just taking on other big issues.

Among Independents, the MIP frame has an advantage hovering around +20.

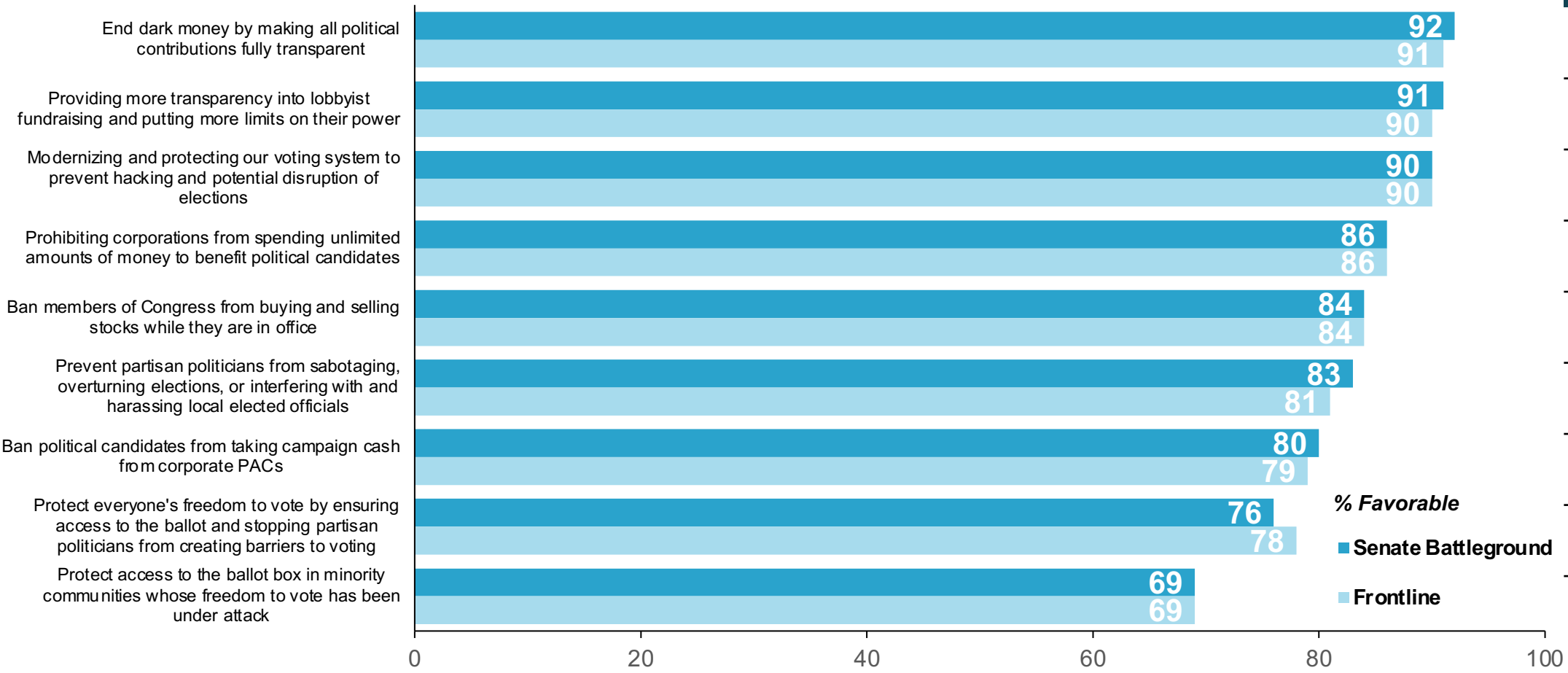
Senate Battleground / Frontline	MIP Frame	MIP Can Wait	DK	Net
Overall	56 / 56	35 / 34	9 / 10	+21 / +22
Democrats	71 / 74	22 / 18	7 / 8	+49 / +56
Republicans	42 / 43	50 / 50	7 / 7	-8 / -7
Independents	54 / 52	33 / 34	12 / 13	+21 / +18
White	56 / 56	35 / 35	8 / 9	+21 / +21
Black	58 / 61	29 / 22	14 / 17	+29 / +39
Hispanic	50 / 64	40 / 29	10 / 7	+10 / +35
18-34	59 / 61	34 / 32	7 / 7	+25 / +29
35-49	57 / 60	34 / 29	8 / 11	+23 / +31
50-64	55 / 47	35 / 39	11 / 13	+20 / +8
65+	53 / 59	37 / 34	9 / 7	+16 / +25

	MIP Frame	MIP Can Wait	DK	Net
Men	51 / 55	40 / 36	9 / 10	+11 / +19
Women	59 / 57	31 / 33	9 / 10	+28 / +24
W M Non-College Grad	50 / 56	41 / 37	8 / 7	+9 / +19
W M College Grad	50 / 48	42 / 40	8 / 12	+8 / +8
W F Non-College Grad	62 / 59	30 / 32	8 / 8	+32 / +27
W F College Grad	59 / 54	32 / 35	9 / 11	+27 / +19
Independent Men	49 / 50	39 / 35	12 / 15	+10 / +15
Independent Women	59 / 55	28 / 33	13 / 12	+31 / +22
W Non-College Independents	56 / 54	33 / 35	10 / 11	+23 / +19
W College Independents	54 / 54	35 / 33	11 / 13	+19 / +21

Policies that crack down on money in politics are popular, with all garnering an overwhelming majority support.

POLICIES

Senate Battleground Ind.	Frontline Ind.
--------------------------	----------------



92	92
94	91
88	90
88	87
85	85
80	76
84	81
76	77
73	64

% Favorable
■ Senate Battleground
■ Frontline

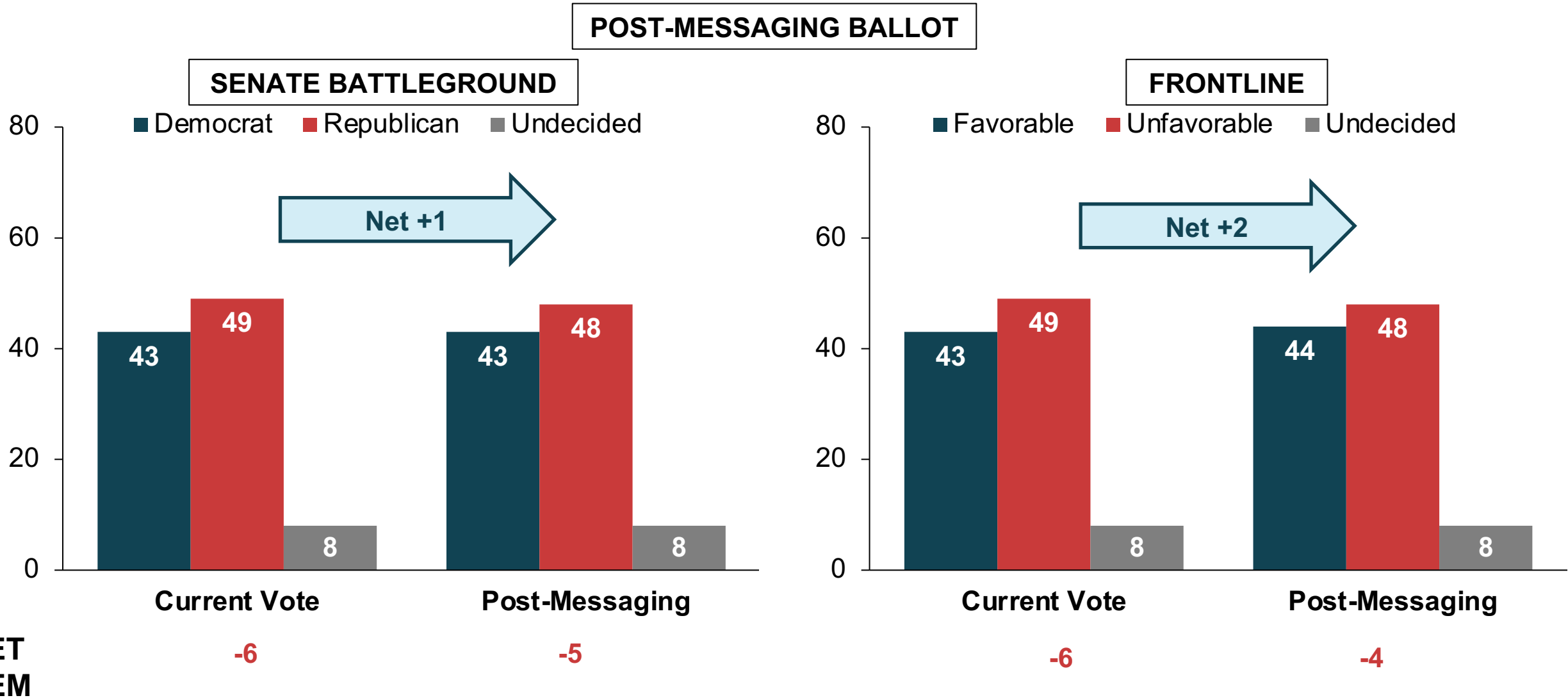
MONEY IN POLITICS MESSAGING

Among Independents, focusing on the importance of prioritizing getting money out of politics to get other things done was the most compelling message.

FTVA and corporate special interest preventing progress were the top messages among voters who say we need to focus on money in politics first after messaging.

MONEY IN POLITICS MESSAGING % Very convincing Senate Battleground / Frontline	Overall	Ind	Ind Men	MIP Gainers
[THIS FIRST] Every election, corporate special interests and wealthy donors spend billions of dollars buying politicians, and in exchange, they call all the shots in Washington - standing in the way of fixing the problems most Americans are facing, like lowering the cost of healthcare and getting prices under control. Democrats say that if we want to make real fixes that address the biggest issues facing our country, first, we have to get the big money out of politics.	31 / 30	32 / 27	24 / 24	32 / 29
[PREVENTING PROGRESS] Corporate special interests spend hundreds of millions of dollars in our elections to elect politicians who give them massive tax breaks, let them send jobs overseas, and do nothing to address rising costs. Democrats say the only way to get things done to help people is to get corporate money out of politics and give real people, not corporations, more of a say so we can create an economy that helps people get back to work and our economy back on track.	31 / 28	29 / 24	24 / 22	38 / 35
[RIGGING THE SYSTEM] Corporate special interests and wealthy donors have rigged the system in their favor so they can increase prices and bring in record profits while costs and inflation are on the rise. Democrats say the best way to unrig the system is to get corporate special interest money out of Washington, so politicians are working for the people.	31 / 28	30 / 22	23 / 22	32 / 27
[S.1] Democrats say that our system is broken when too many politicians are focused on doing what the corporate special interests and big campaign donors want them to do. That's why Democrats wrote a plan to clean up the corruption by reforming lobbying laws, ending dark money in campaigns, and limiting the influence that the wealthy and powerful have in politics so that politicians do what is best for their communities, not their donors.	30 / 31	30 / 24	25 / 21	41 / 37
[RISING COSTS] Costs are high because for years, politicians gave big money donors tax breaks to send jobs overseas to countries like China. Now, everything we rely on from medication to food to technology is made in foreign countries and corporate CEOs are posting record profits even as the supply chain has broken down and Americans are paying record prices. Democrats will take on rising prices by cracking down on corporate corruption by making it harder for corporations and the wealthy to buy politicians.	29 / 28	27 / 21	25 / 21	29 / 25
[CORPORATE PAC] Democrats say that corporate special interests have way too much influence in our elections - they spend billions buying politicians who then do their bidding. That is why Democrats have pledged to reject ALL contributions from corporate PACs, so that they are accountable only to their voters, not to the corporate donors who fund their campaigns.	27 / 28	23 / 23	17 / 23	34 / 27

Democrats make up some ground with positives, but Republicans hold onto their advantage on the generic.



After messaging, Democrats make gains among middle-aged voters and Independents, particularly men and non-college Independents.

Senate Battleground / Frontline	Dem	Rep	Und	Net	Δ from CV
Overall	43 / 44	48 / 48	8 / 8	-5 / -4	+1 / +2
Democrats	91 / 91	6 / 5	3 / 4	+85 / +86	0 / 0
Republicans	3 / 6	94 / 93	3 / 1	-91 / -87	+1 / +1
Independents	41 / 39	41 / 44	18 / 17	0 / -5	+3 / +4
White	41 / 42	51 / 49	7 / 8	-10 / -7	+1 / +2
Black	70 / 68	20 / 25	10 / 7	+50 / +43	+1 / +7
Hispanic	34 / 41	52 / 50	14 / 9	-18 / -9	-2 / -4
18-34	53 / 48	40 / 46	7 / 5	+13 / +2	0 / +2
35-49	45 / 46	44 / 46	11 / 7	+1 / 0	+1 / +1
50-64	41 / 40	51 / 48	8 / 12	-10 / -8	+5 / +5
65+	40 / 44	53 / 50	7 / 6	-13 / -6	0 / 0

	Dem	Rep	Und	Net	Δ from CV
Men	40 / 42	52 / 50	8 / 8	-12 / -8	+4 / +2
Women	47 / 46	45 / 46	9 / 8	+2 / 0	0 / +2
W M Non-College Grad	34 / 40	60 / 53	6 / 7	-26 / -13	+3 / +2
W M College Grad	43 / 41	50 / 50	7 / 9	-7 / -9	+3 / 0
W F Non-College Grad	43 / 45	48 / 46	9 / 9	-5 / -1	+1 / +3
W F College Grad	47 / 44	46 / 52	7 / 4	+1 / -8	0 / +2
Independent Men	35 / 37	48 / 46	17 / 17	-13 / -9	+5 / +1
Independent Women	46 / 41	36 / 42	18 / 17	+10 / -1	-1 / +8
W Non-College Independents	42 / 42	42 / 43	16 / 16	0 / -1	+6 / +8
W College Independents	41 / 41	43 / 44	16 / 15	-2 / -3	-1 / +1

Digging deeper at the combined sample of Independents, our biggest movers are older Independents and non-college Independents.

Independents (Dem / Rep)	Current Vote	Post-Positives Vote	Net	Δ from CV
Men	34 / 48	36 / 47	-11	+3
Women	44 / 41	44 / 38	+6	+3
Non-College	38 / 44	42 / 42	0	+6
College	40 / 43	39 / 44	-5	-2
< 50	42 / 42	41 / 42	-1	-1
50+	36 / 46	39 / 43	-4	+6
Non-College Grad Men	33 / 49	37 / 48	-11	+5
College Grad Men	35 / 45	37 / 46	-9	+1
Non-College Grad Women	42 / 41	46 / 38	+8	+7
College Grad Women	45 / 42	42 / 42	0	-3
Men < 50	33 / 48	34 / 47	-13	+2
Men 50+	34 / 48	38 / 47	-9	+5
Women < 50	52 / 35	50 / 36	+14	-3
Women 50+	39 / 43	40 / 40	0	+4

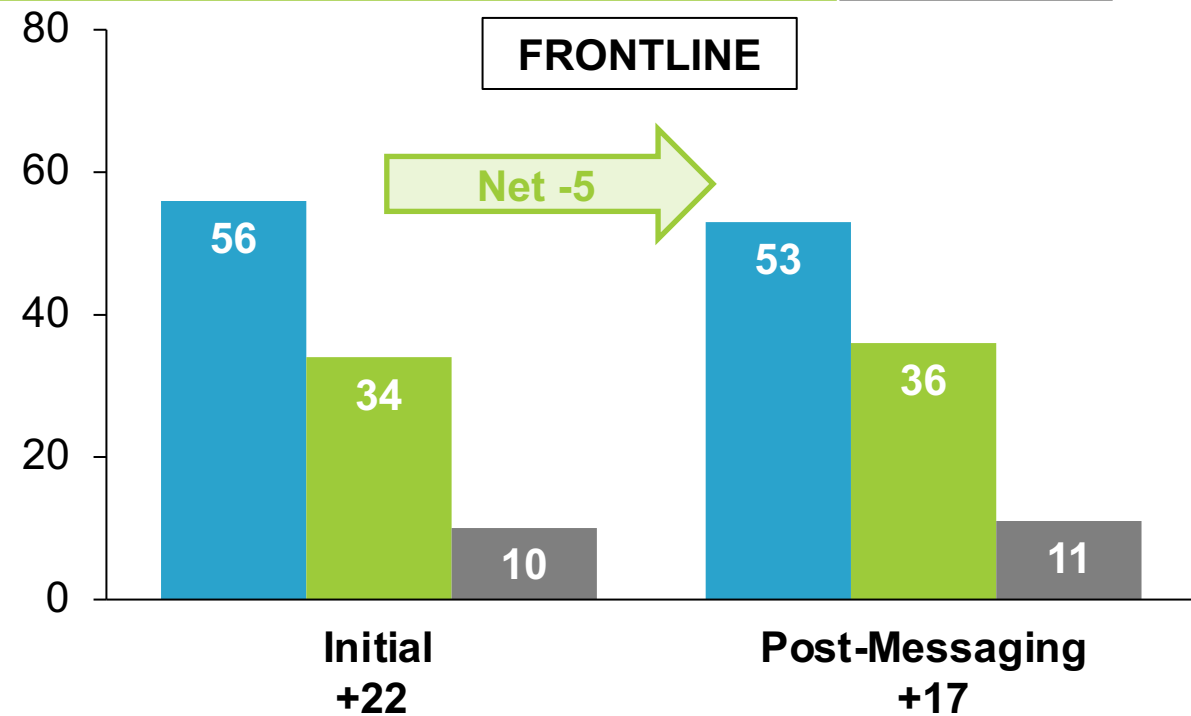
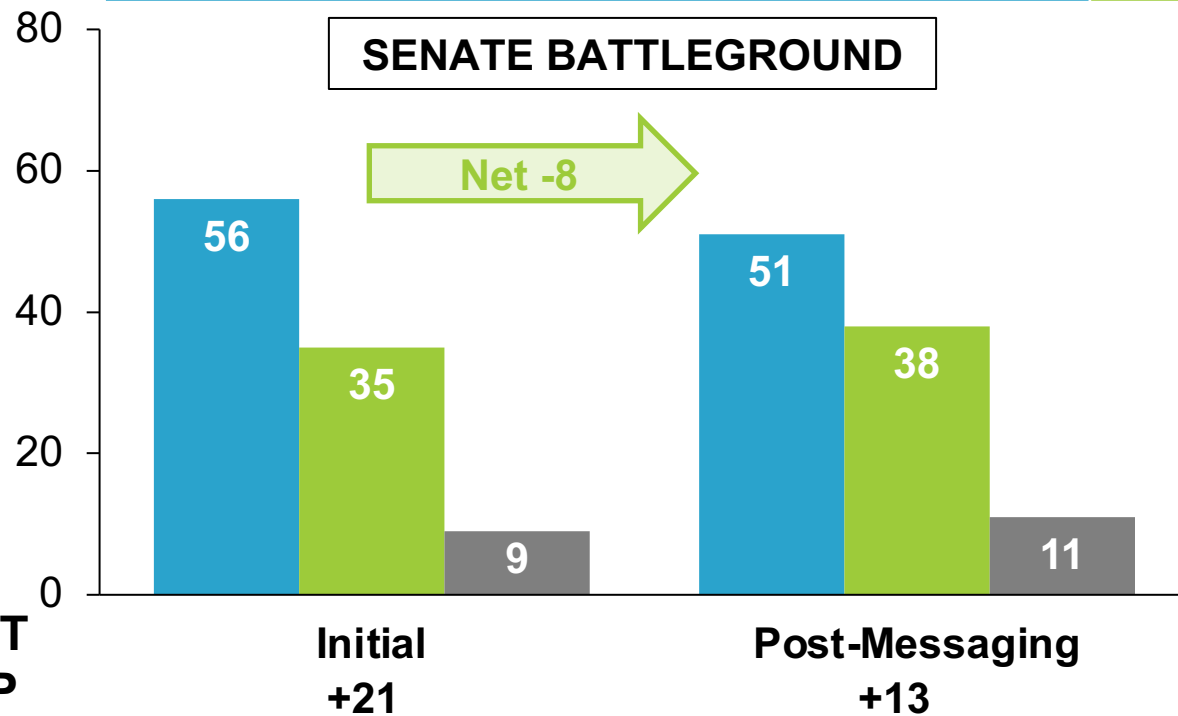
After messaging, voters still want Congress to make cracking down on political corruption a priority but we lose ground.

Which of the following statements comes closer to your view, even if neither is exactly right?

To get inflation under control and our economy back on track, Congress needs to crack down on the corporate special interests that spend more money every year influencing our elections and buying off politicians. We must take on the corrupting influence of this money in politics if we want to make progress on the most important issues facing Americans, like rising costs.

Inflation is out of control and the economy is unstable and uncertain. Congress needs to focus exclusively on getting rising costs under control rather than shifting their focus to other things. It is sad to say, but special interests have always found a way into the system, and we need members of Congress focused on the biggest issues rather than trying to eliminate corruption.

Don't know

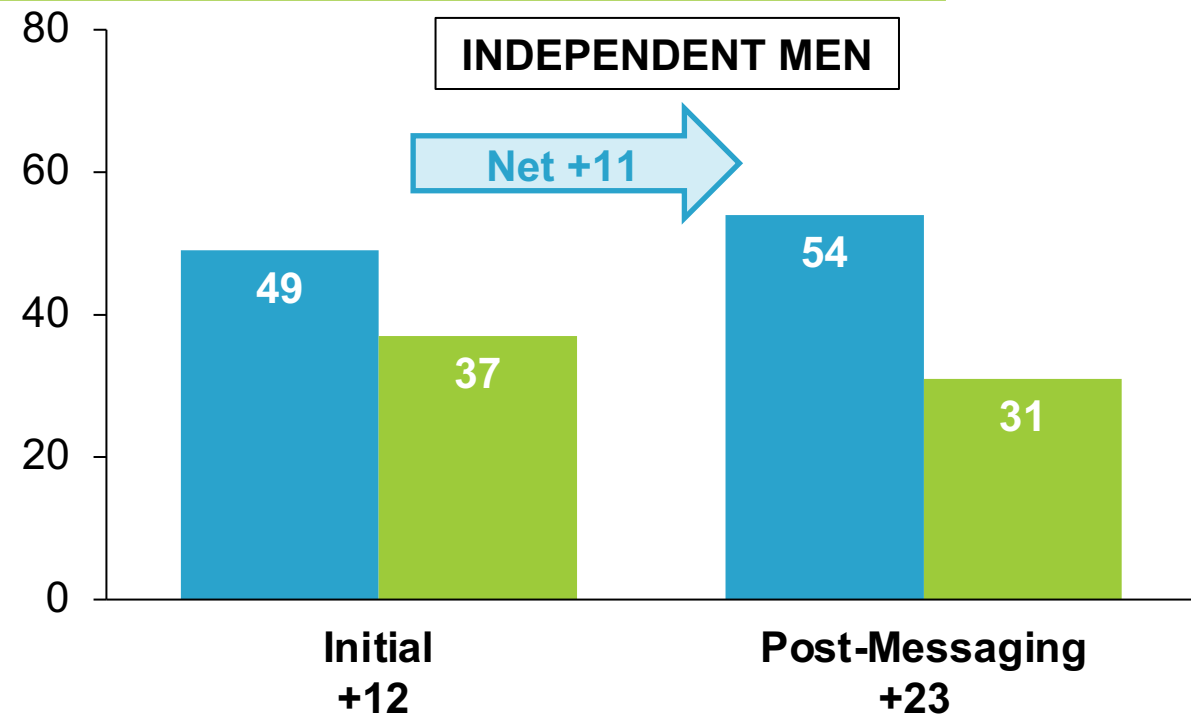
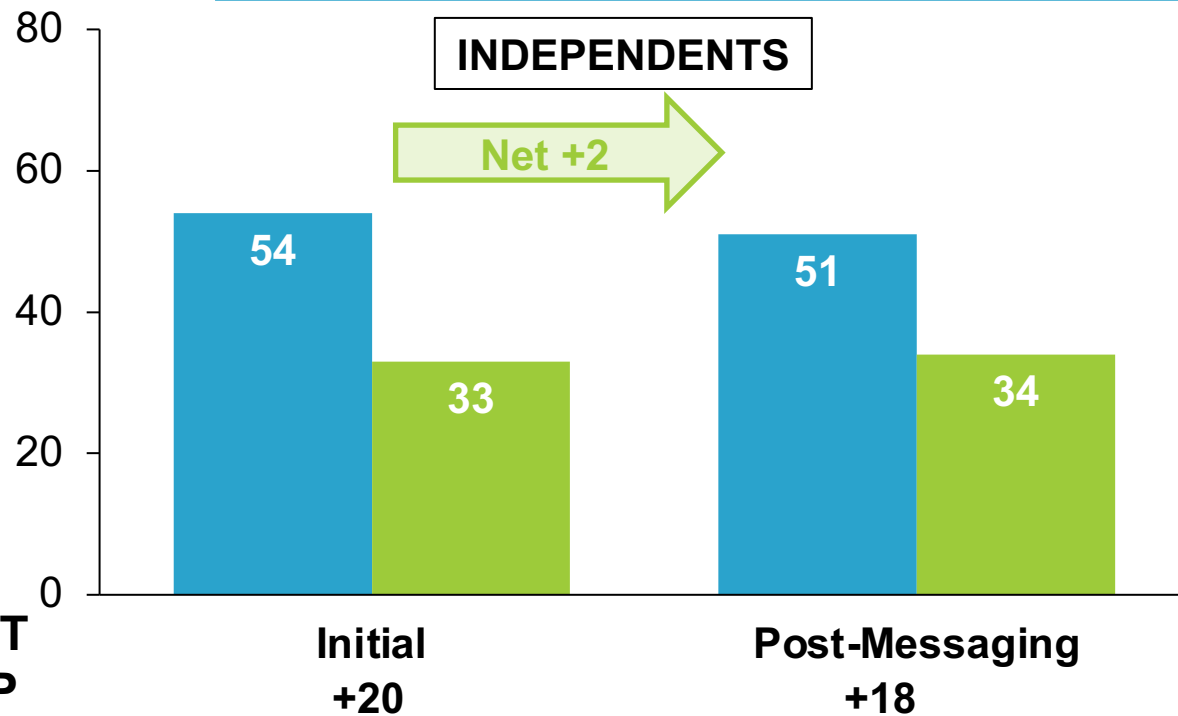


While we lose ground with Independents overall, we do gain ground with Independent men who were more cynical initially.

Which of the following statements comes closer to your view, even if neither is exactly right?

To get inflation under control and our economy back on track, Congress needs to crack down on the corporate special interests that spend more money every year influencing our elections and buying off politicians. We must take on the corrupting influence of this money in politics if we want to make progress on the most important issues facing Americans, like rising costs.

Inflation is out of control and the economy is unstable and uncertain. Congress needs to focus exclusively on getting rising costs under control rather than shifting their focus to other things. It is sad to say, but special interests have always found a way into the system, and we need members of Congress focused on the biggest issues rather than trying to eliminate corruption.



Voters continue to want Congress to crack down on money in politics after messaging despite modest erosion from Republicans.

We pick up support among Independents in the Frontline seats, driven by Independent men.

Senate Battleground / Frontline	MIP Frame	MIP Can Wait	DK	Net	Δ
Overall	51 / 53	38 / 36	11 / 11	+13 / +17	-8 / -5
Democrats	70 / 73	23 / 19	7 / 8	+47 / +54	-2 / 0
Republicans	33 / 33	56 / 57	11 / 10	-23 / -24	-15 / -17
Independents	51 / 54	34 / 33	14 / 13	+17 / +21	-4 / +3
White	51 / 52	38 / 38	10 / 11	+13 / +14	-8 / -7
Black	58 / 73	30 / 15	12 / 12	+28 / +58	-1 / +19
Hispanic	40 / 48	46 / 38	14 / 14	-6 / +10	-16 / -25
18-34	55 / 54	36 / 37	8 / 9	+19 / +17	-5 / -12
35-49	52 / 58	40 / 33	8 / 9	+12 / +25	-11 / -6
50-64	51 / 47	38 / 41	11 / 12	+13 / +6	-7 / -2
65+	48 / 55	38 / 33	14 / 11	+10 / +22	-6 / -3

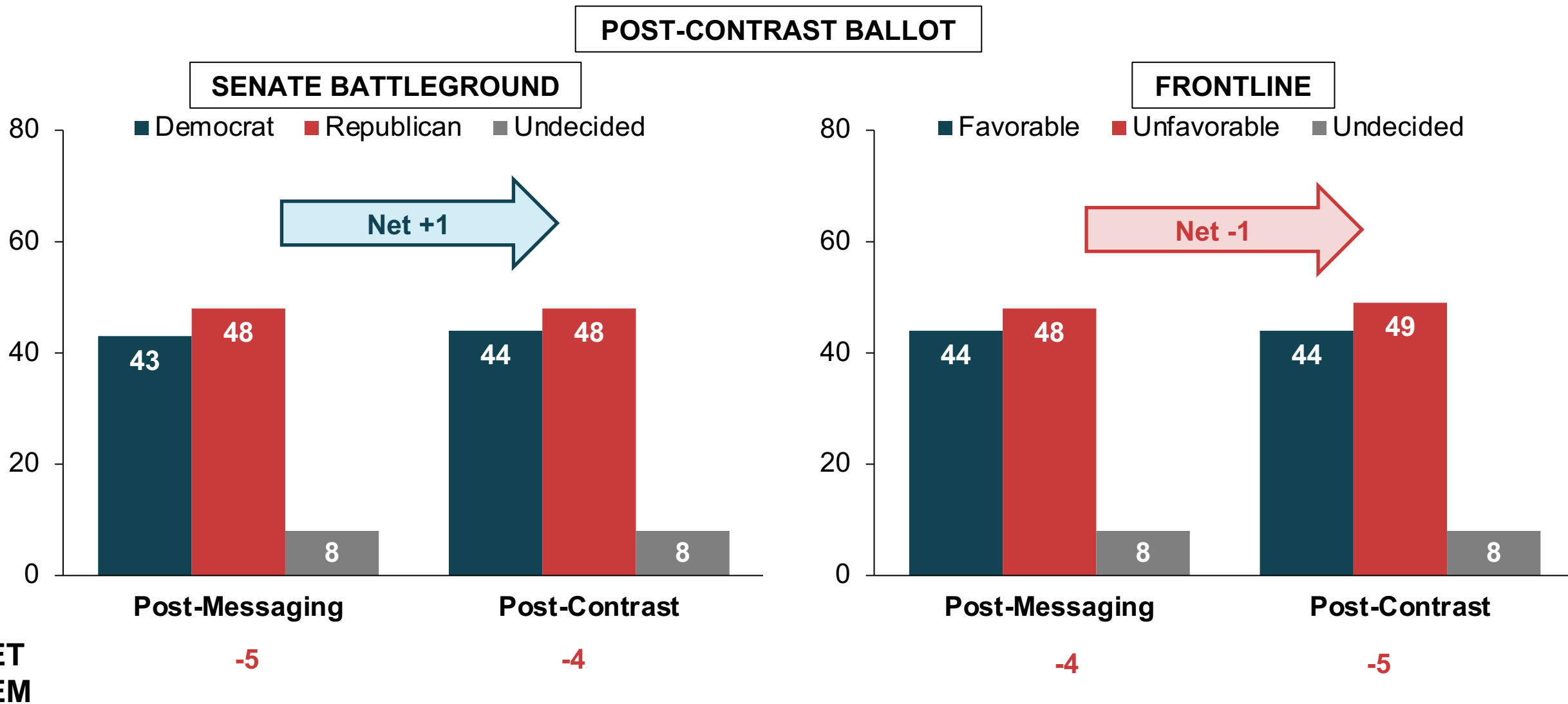
	MIP Frame	MIP Can Wait	DK	Net	Δ
Men	48 / 54	40 / 37	12 / 9	+8 / +17	-3 / -2
Women	54 / 52	36 / 36	10 / 12	+18 / +16	-10 / -8
W M Non-College Grad	47 / 53	40 / 40	13 / 8	+7 / +13	-2 / -6
W M College Grad	47 / 50	43 / 38	10 / 12	+4 / +12	-4 / +4
W F Non-College Grad	57 / 56	31 / 31	11 / 12	+26 / +25	-6 / -2
W F College Grad	50 / 42	45 / 46	5 / 12	+5 / -4	-22 / -25
Independent Men	50 / 59	33 / 28	18 / 13	+17 / +31	+7 / +16
Independent Women	53 / 49	36 / 37	11 / 14	+17 / +12	-14 / -10
W Non-College Independents	53 / 56	33 / 34	14 / 10	+20 / +22	-3 / +3
W College Independents	45 / 49	42 / 35	13 / 16	+3 / +14	-16 / -7

CONTRAST MESSAGING

Among Independents and voters who have negative opinions of both parties in Congress, hitting Republicans on their extreme voter suppression bills and opposition to anti-corruption bills are effective.

CONTRAST MESSAGING % Very convincing Senate Battleground / Frontline	Overall	Ind	Ind Men	MIP Gainers
[OVERTURN BIG LIE] Republicans have supported Trump’s Big Lie about the 2020 election and even sided with the January 6th rioters who stormed the Capitol. They continue to raise doubts about our elections, but then opposed new laws that would protect elections. They will continue to try to overturn any election if they don’t like the outcome and will weaken our democracy.	37 / 36	34 / 31	29 / 31	39 / 40
[RIGGED] Republicans have passed 34 laws to restrict voting in 19 states to make it more difficult to vote, including making it a crime to give out water to people waiting in line to vote, draw district lines to only include people who they think will vote for them, and even overturn the election results if they don’t like them. They are trying to change the rules and rig the elections because they know it is the only way they can win.	36 / 36	32 / 29	26 / 27	33 / 30
[SUPPRESS] Republicans are trying to pass extreme laws that restrict voting, including removing Black and brown people from the voter rolls because they think it will make it easier for them to win and hold power.	34 / 35	33 / 32	29 / 34	34 / 29
[CAMPAIGN FINANCE] Every single Republican voted against the most sweeping anti-corruption bill in history because it would make it illegal for corporations, foreign entities, and billionaires to contribute anonymously to their campaigns. And nearly every Republican member of Congress continues to accept corporate PAC money directly for their campaigns.	33 / 33	35 / 32	28 / 32	36 / 33
[TAX BREAKS] When Republicans had power, they added trillions to the deficit to pay for tax breaks for the billionaires and corporations who funded their campaigns, while allowing them to send American jobs overseas. If they take power again, their only plan is to protect tax breaks for the billionaires funding their campaigns and ignore the rising prices and inflation hurting everyday Americans.	32 / 33	31 / 30	27 / 29	33 / 33
[SILENT] Republicans have stood by and allowed extremists to attack election workers across the country. In states where Republicans are raising questions about election results, their supporters have threatened election workers with violence and even death for doing their job and making sure elections are free and fair.	32 / 33	30 / 28	25 / 33	33 / 32
[OVERTURN NO JAN 6] Republicans have continued to raise doubts about our elections, but then they opposed new laws that would protect elections. They will continue to try to overturn any election if they don’t like the outcome and will weaken our democracy.	31 / 32	31 / 29	28 / 27	24 / 26
[GOP PRIORITIES] Rather than making Washington work for the people by getting prices down and inflation under control by cracking down on political corruption and the influence of corporate special interests, Republicans are focused on undermining our elections and protecting the violent January 6th rioters.	30 / 31	27 / 29	24 / 31	36 / 28

The ballot stays fairly stable following contrast messaging and attacking Republicans does not help.



After contrast messaging, there's very little movement overall.

Senate Battleground / Frontline	Dem	Rep	Und	Net	Δ from Positives
Overall	44 / 44	48 / 49	8 / 8	-4 / -5	+1 / -1
Democrats	90 / 92	6 / 6	3 / 3	+84 / +86	-1 / 0
Republicans	3 / 5	94 / 93	3 / 2	-91 / -88	0 / -1
Independents	42 / 39	41 / 45	17 / 16	+1 / -4	+1 / +1
White	41 / 42	51 / 50	8 / 8	-10 / -8	0 / -1
Black	67 / 64	23 / 27	9 / 9	+44 / +37	-6 / -6
Hispanic	37 / 40	51 / 53	12 / 7	-14 / -13	+4 / -4
18-34	52 / 46	41 / 48	7 / 6	+11 / -2	-2 / -4
35-49	44 / 46	44 / 46	12 / 8	0 / 0	-1 / 0
50-64	42 / 40	50 / 48	7 / 11	-8 / -8	+2 / 0
65+	40 / 44	53 / 51	7 / 5	-13 / -7	0 / -1

	Dem	Rep	Und	Net	Δ from Positives
Men	40 / 41	53 / 51	8 / 8	-13 / -10	-1 / -2
Women	47 / 46	44 / 47	9 / 7	+3 / -1	+1 / -1
W M Non-College Grad	33 / 37	60 / 53	6 / 7	-27 / -16	-1 / -3
W M College Grad	43 / 41	50 / 50	7 / 9	-7 / -9	0 / 0
W F Non-College Grad	44 / 46	48 / 47	9 / 6	-4 / -1	+1 / 0
W F College Grad	48 / 42	43 / 51	10 / 7	+5 / -9	+4 / -1
Independent Men	36 / 36	48 / 47	16 / 17	-12 / -11	+1 / -2
Independent Women	48 / 41	34 / 43	18 / 17	+14 / -2	+4 / -1
W Non-College Independents	42 / 41	43 / 44	15 / 15	-1 / -3	-1 / -2
W College Independents	42 / 40	41 / 44	17 / 16	+1 / -3	+3 / 0

Voters are mixed on whether they think Democrats are trying to fix corruption or rig the system for their own gain.

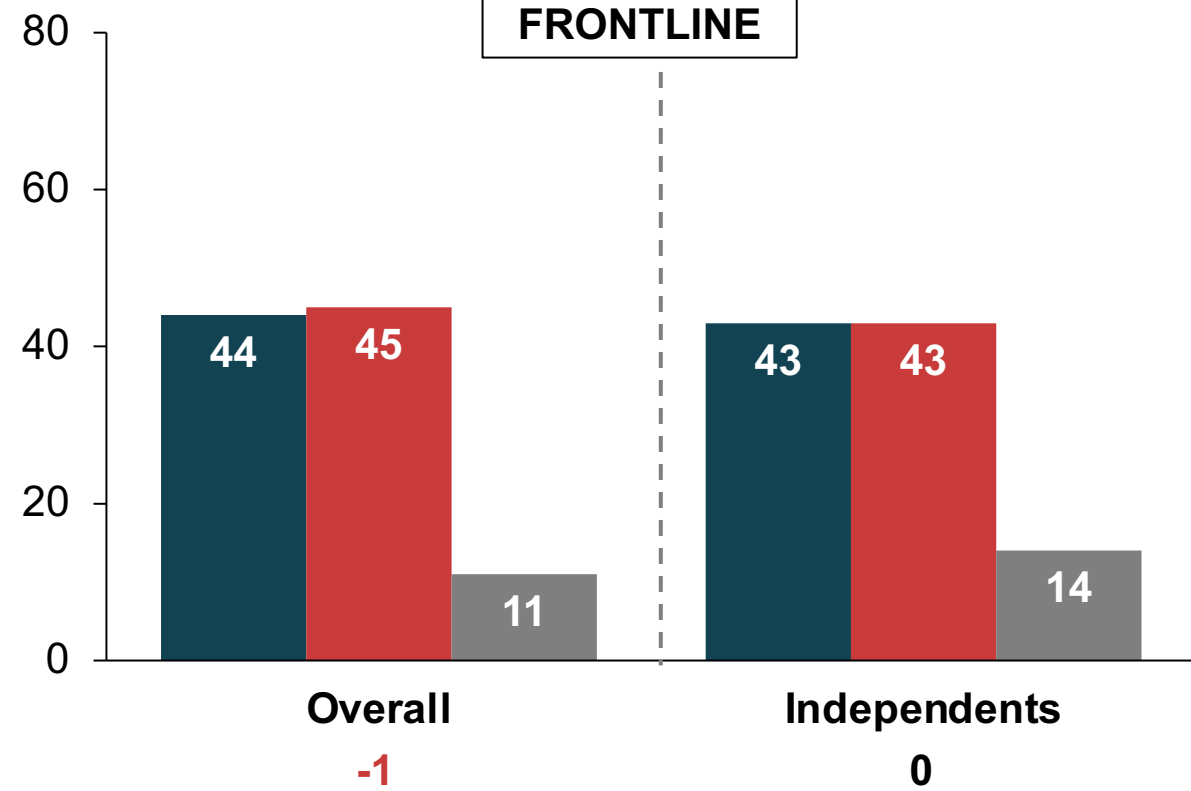
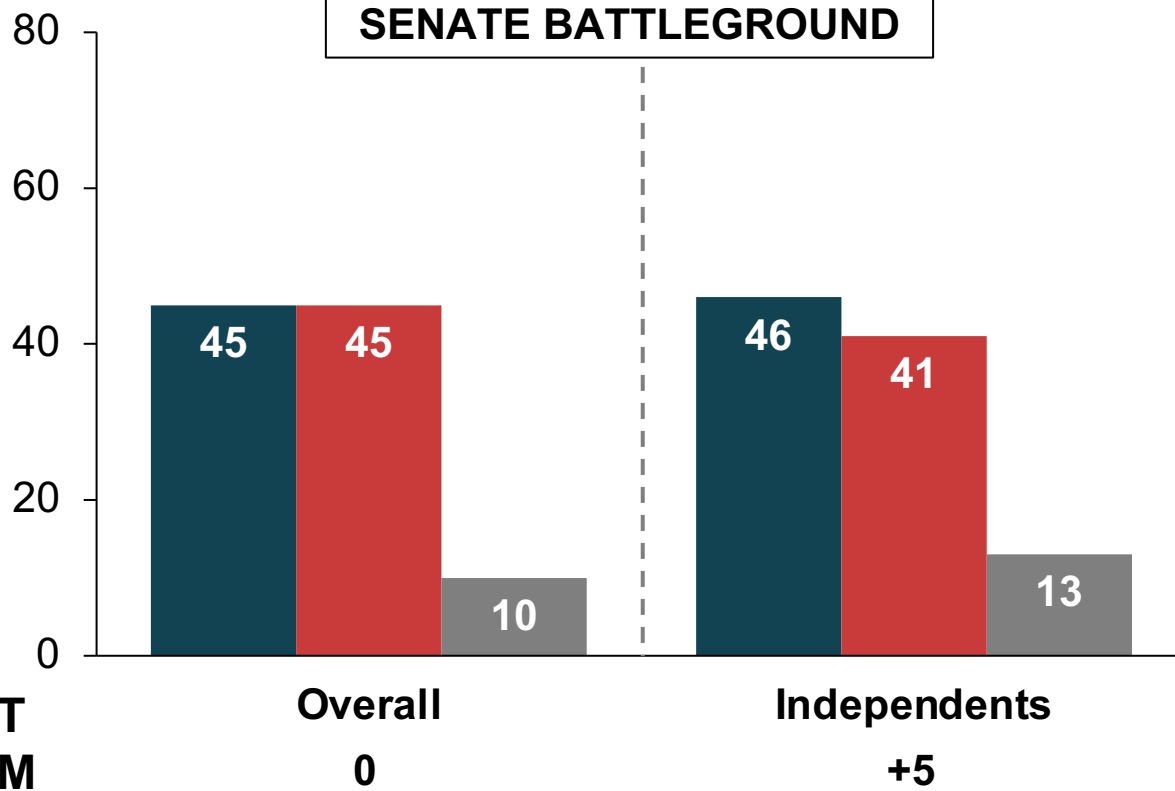
Independents are more sympathetic the Democratic stance than the electorate overall, particularly in the Senate battleground.

Which of the following statements comes closer to your view, even if neither is exactly right?

Democrats are trying to fix corruption in Washington by reducing the influence of special interests so that politicians are accountable to their voters, not their donors.

Democrats are trying to rig the system to keep themselves in power to pass their tax and spend agenda by changing the rules to make it easier for people to vote illegally.

Don't know



Overall, voters are more divided about Dems trying to protect election security over trying to the system.

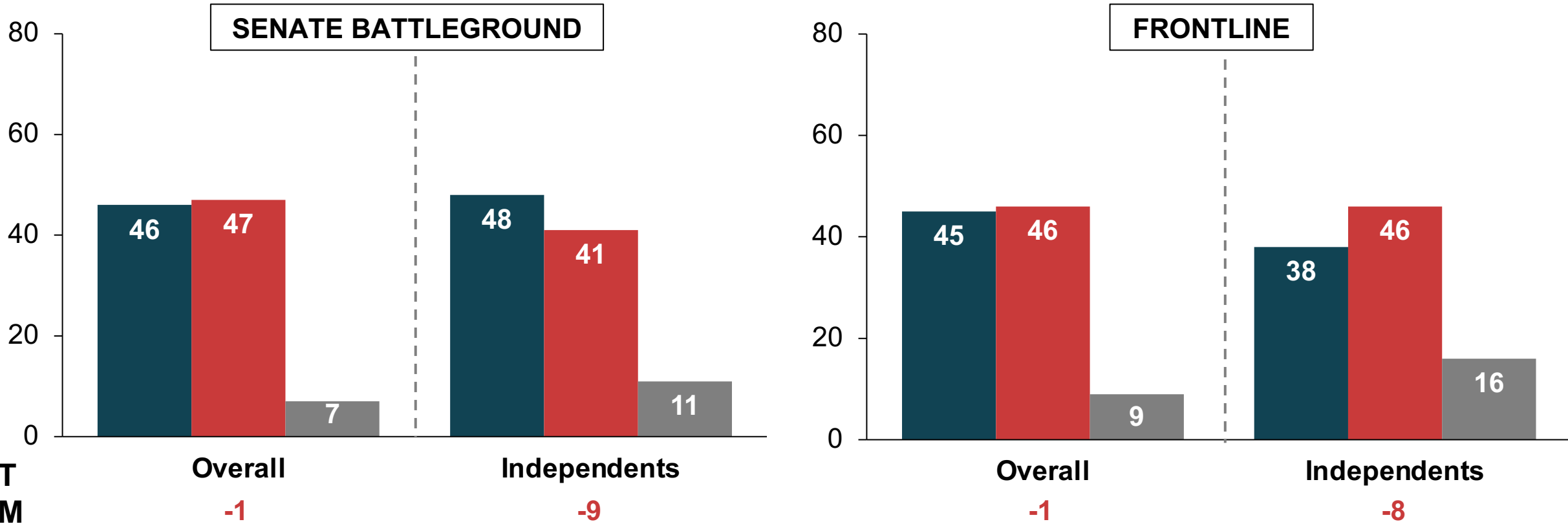
Independents are more skeptical about Democratic election reform efforts than when framed around ridding the system of corporate money.

Which of the following statements comes closer to your view, even if neither is exactly right?

Democrats are trying to protect our elections by passing strong laws that prevent foreign and partisan tampering and stop politicians from overturning election results they disagree with.

Democrats are trying to rig the system to keep themselves in power to pass their tax and spend agenda by changing the rules to make it easier for people to vote illegally.

Don't know



Voters think Democrats are hypocritical in their desire to get money out of politics – which may be part of a larger concern about Democratic hypocrisy and preachiness we face right now.

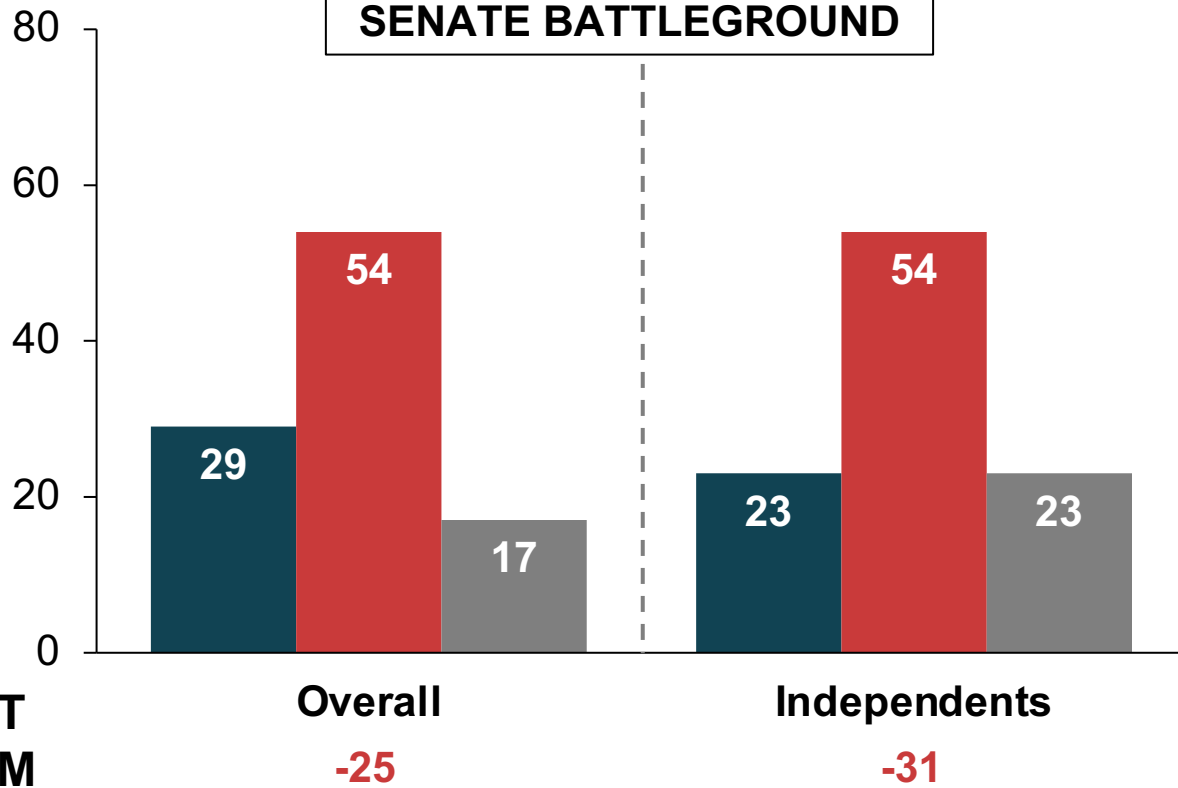
Which of the following statements comes closer to your view, even if neither is exactly right?

Some people say Republicans who take corporate PAC money are the problem, because they are voting to protect corporate interests and block every attempt to end dark money in politics.

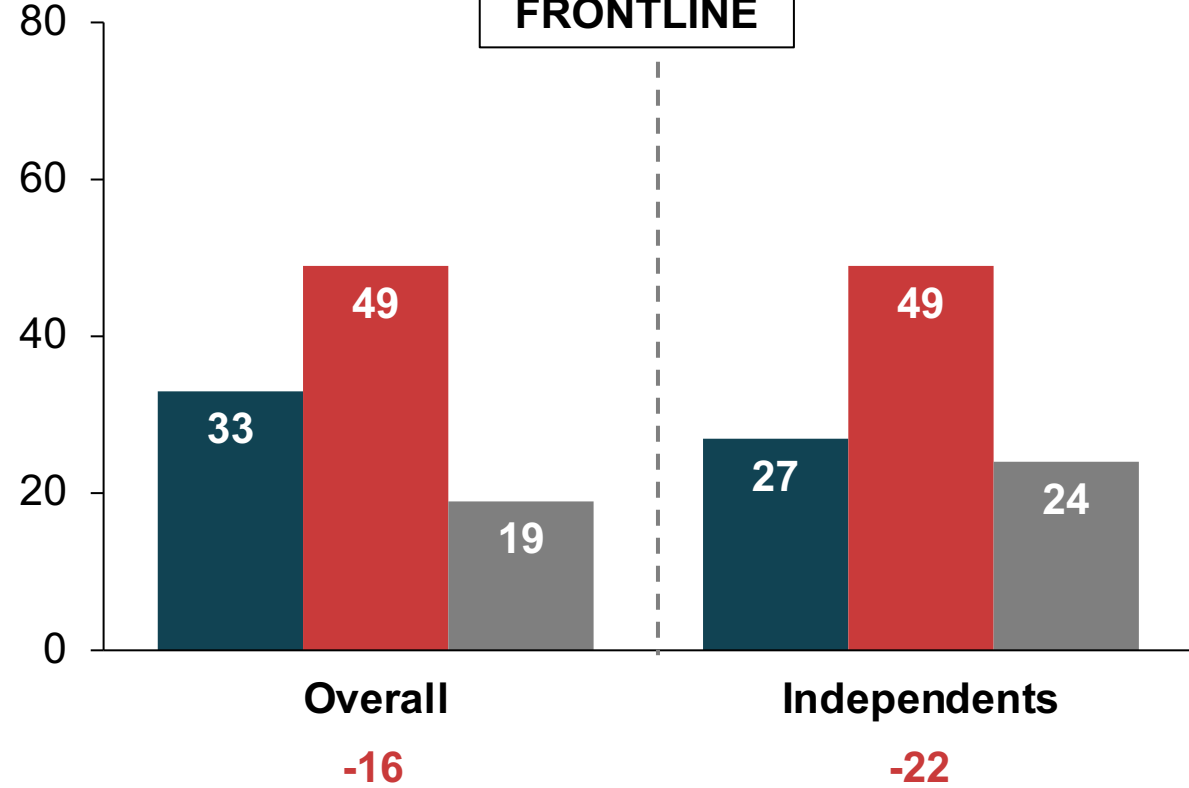
Some people say Democrats are lying when they say they don't take money from corporate PACs because they do take money from lobbyists, party bosses and special interests.

Don't know

SENATE BATTLEGROUND



FRONTLINE



NET
DEM

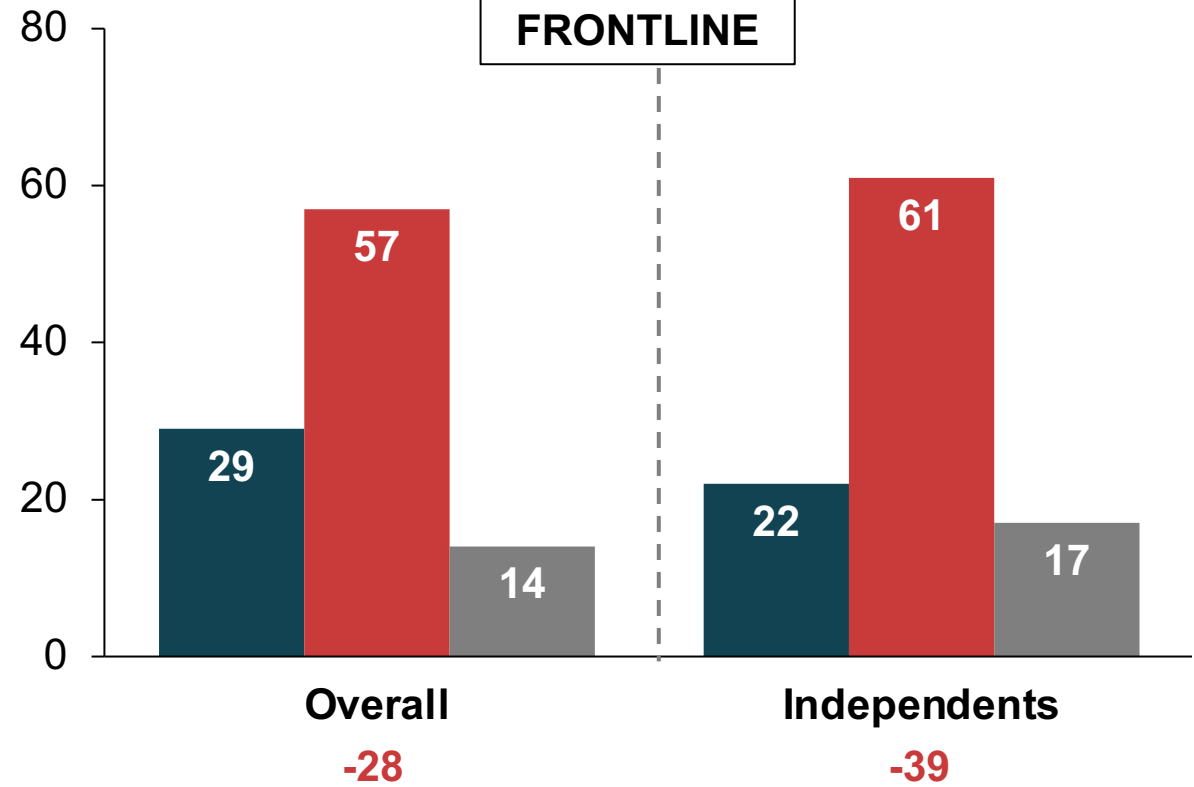
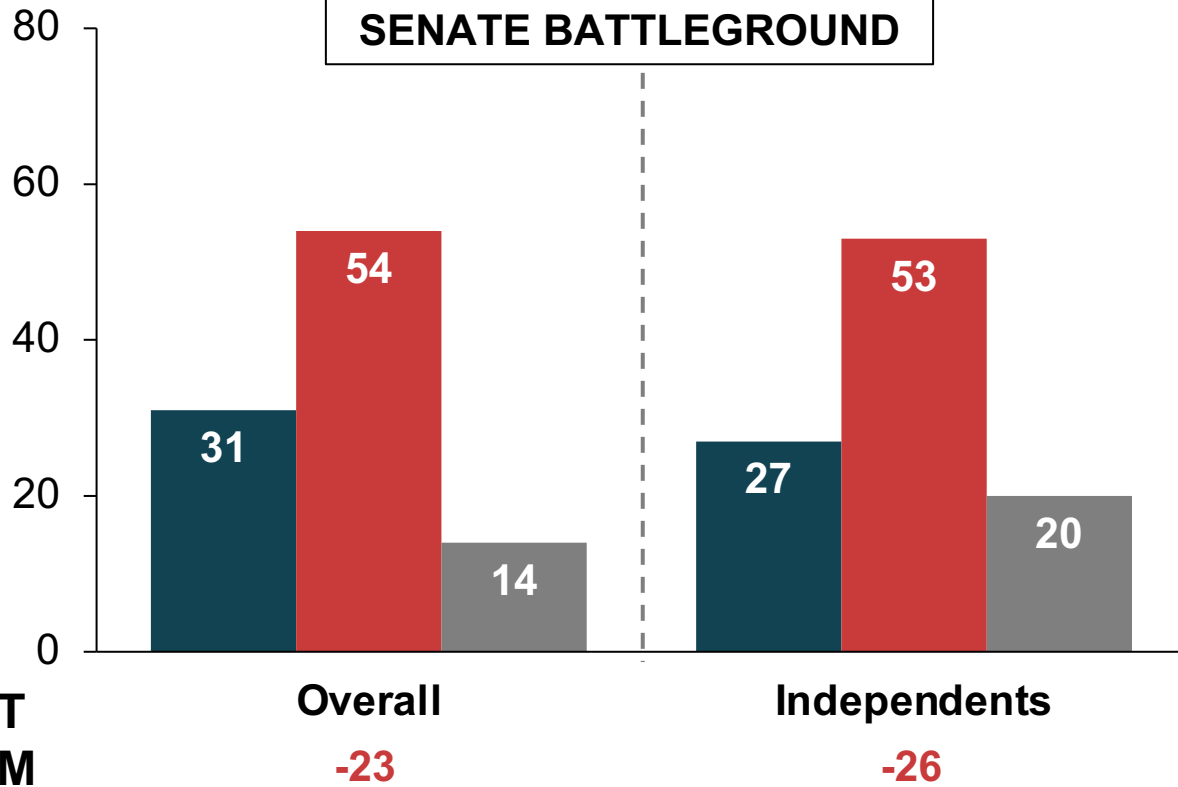
Voters believe the hypocrite argument against the pushback with the No Corporate PAC pledge. This does not mean named candidates will face the same skepticism.

Which of the following statements comes closer to your view, even if neither is exactly right?

Some people say Democrats who have pledged to refuse all money from corporate PACs are part of the solution because they are fighting to ban dark money and limit corporate influence so the interest of the voters come first.

Some people say Democrats are lying when they say they don't take money from corporate PACs because they do take money from lobbyists, party bosses and special interests.

Don't know



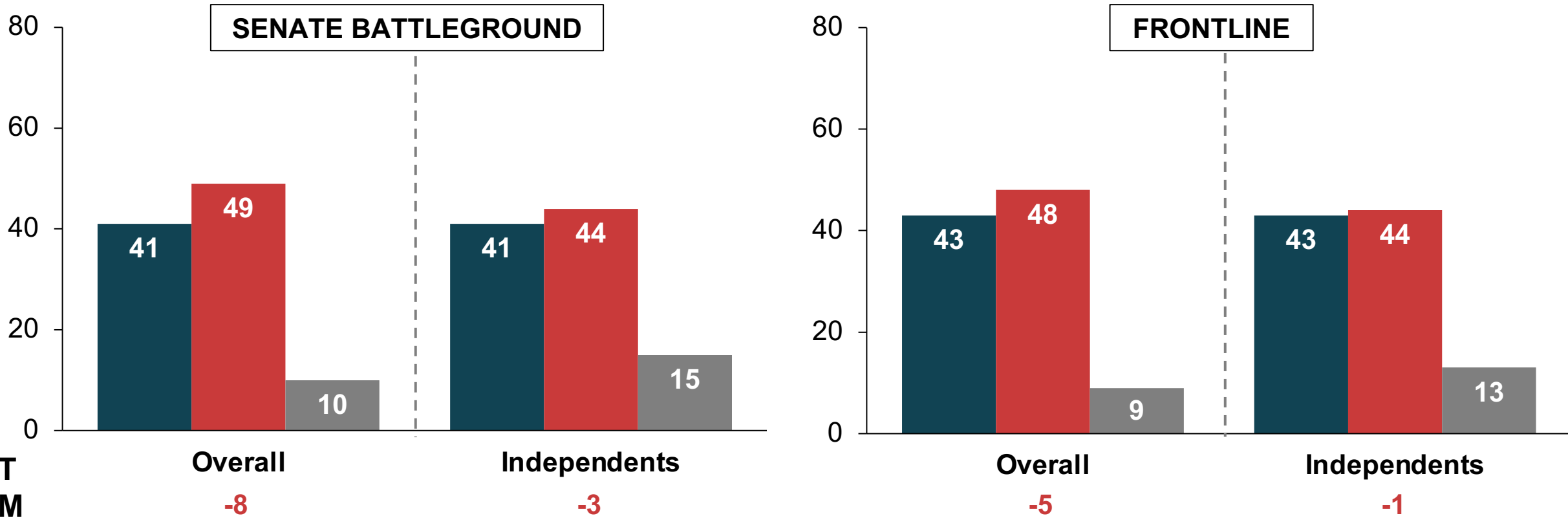
With numbers similar to the generic ballot, voters are concerned with Democrats make elections less secure than Republican support for the insurrection.

Which of the following statements concerns you more, even if neither is exactly right?

Republicans are supporting the rioters who stormed the Capitol on January 6th and are working to sabotage future elections.

Democrats are trying to make it easier for people to vote illegally and will make our elections less secure.

Don't know



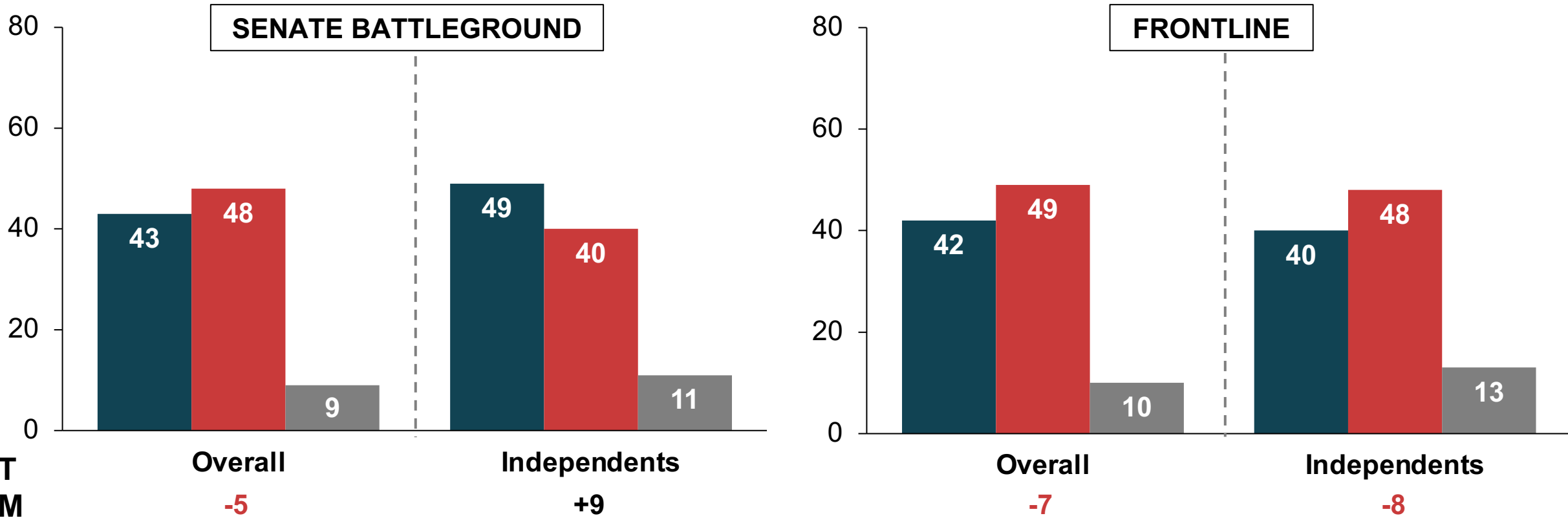
Voters are also more concerned with Democrats making elections less secure than Republican voter suppression bills.

Which of the following statements concerns you more, even if neither is exactly right?

Republicans are changing the laws to try to make it harder for people to vote and working to rig the system to win elections.

Democrats are trying to make it easier for people to vote illegally and will make our elections less secure.

Don't know



FINDINGS AND RECOMMENDATIONS

Key Findings

- This is a tough environment for Democrats. Two-thirds of voters think the country is going in the wrong direction, and Democrats are trailing by 6 points on the generic ballot.
- ECU priorities are also the priorities of voters. Protecting the freedom to vote and cracking down on political corruption are top issues along with inflation and rising costs.
- ECU policies are extremely popular with voters – all comfortably get majority support, with most garnering over 80% support or higher.
- Messaging does little to change the political inclinations of voters, including Independents. However, Independent men and non-college Independents are more inclined to move with messaging around money in politics and election protection.
- When forced to choose, voters don't give Democrats the benefit of the doubt for their reform efforts – they are more concerned with elections being more insecure than voter suppression efforts and Republican support for the insurrection.
- Note that while the data presents a very bleak picture, it is important to note that these frames were tested on “generic” Democrats and Republicans – we may find that using these messages allow specific Democrats to break away from the unpopular Democratic party brand.

Recommendations

- Elevate Democratic priorities around corruption and money in politics. These are high-priority issues and ones that Democrats have the right policy priorities on. This can be tied into unpopular legislation Republicans have passed like tax breaks for corporations that are shipping jobs overseas.
- In Frontline races, remind voters that House Democrats have done something on this – passing the bill that would crack down on political corruption and corporate money in politics with unified Republican opposition. Senate Democrats can talk about their support for this as well.
- Use the influence of special interests and money in politics to explain why things are not getting done in Washington – they prevent progress, but perhaps moreso, Democrats can use them as a foil to deflect frustration from voters who feel like Democrats cannot get things done.
- When contrast is needed, keep it to Republicans rigging the system for their own gain – highlight the extreme laws Republicans are passing and trying to pass to make it harder to vote and to protect their own power by allowing their donors to keep pouring dark money into campaigns.
- Given how minimal the movement here is, we believe qualitative research can help give context to how to effectively use this issue in a bad environment, and when Democrats are in charge. We particularly want to understand how it might be used as a credible contrast with Republicans in an environment that generally gives Republicans the upper-hand on key issues.