



# Democrats' Path Toward 2024

# Democrats Must Get Louder & Go Local

**The Challenge:** Despite delivering results\* and utilizing data-driven messaging, the latest research indicates low marks on nearly every measure for President Biden and the Democrats. This presents a significant obstacle for Democrats heading into the 2024 election. Their achievements are being overshadowed by negative media narratives, significant conservative spending, and foreign actors across the globe influencing US politics. **Democrats must get louder – both in earned media and paid communication – so that more voters hear how they are delivering and what their vision is For the People.**

## Biden & “D” Results\* – A Partial List:

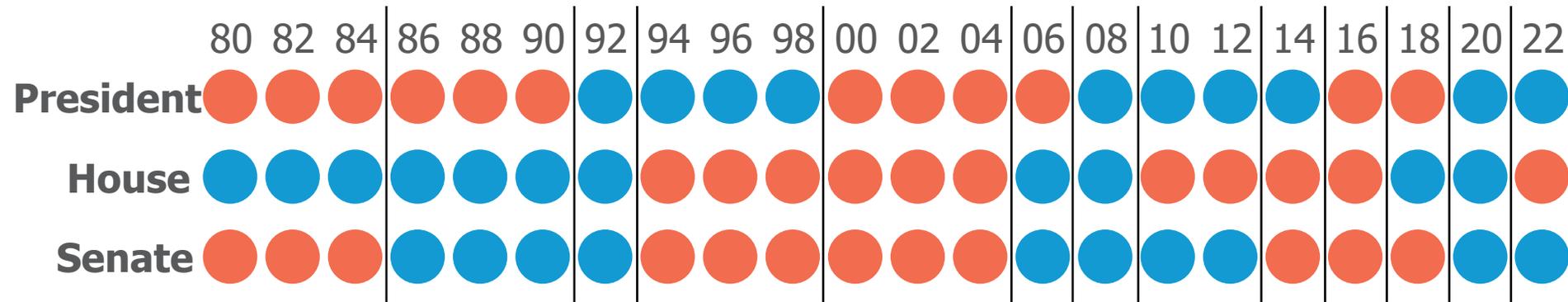
- **A Robust Economic Recovery:** The US has the lowest unemployment rate in 50 years - nearly two jobs for every unemployed person. The number of new business starts and wages are at elevated levels. In addition, 96% of the 47 million jobs created since 1989 have been created under Democratic presidents.
- **Improved Healthcare and Reduced Poverty:** The US has the lowest poverty and uninsured rates on record. Healthcare costs have lowered thanks to the strengthening of the Affordable Care Act, \$35 insulin cap, and ending surprise billing.
- **Positive Financial Indicators:** The federal budget deficit and trade deficit are decreasing, and energy prices and inflation are continuing to drop. A robust 3.4% GDP growth, which is three times higher than it was under the previous administration. The US has also outperformed other G7 nations in its economic recovery from the COVID-19 pandemic.
- **Investing in Infrastructure:** The Biden Administration has made historic investments in infrastructure, including CHIPS, Climate Change, and Made in America initiatives.

# An Early Look at the 2024 Landscape

**The information presented is based on a survey of 3,683 voters from Pennsylvania and competitive congressional districts, conducted January 13-17, 2023.** The congressional districts surveyed are AZ-01, AZ-06, CA-13, CA-22, CA-27, CA-40, CA-41, CA-45, CO-03, IA-03, MI-10, MT-01, NE-02, NJ-07, NY-01, NY-03, NY-04, NY-17, NY-19, NY-22, OR-05, PA-01, VA-02, and WI-03. These congressional districts are areas where Biden won in 2020 but are represented by a Republican or a Republican won by less than five points in 2022.

**Since its founding, Future Majority has surveyed 176,172 voters.**

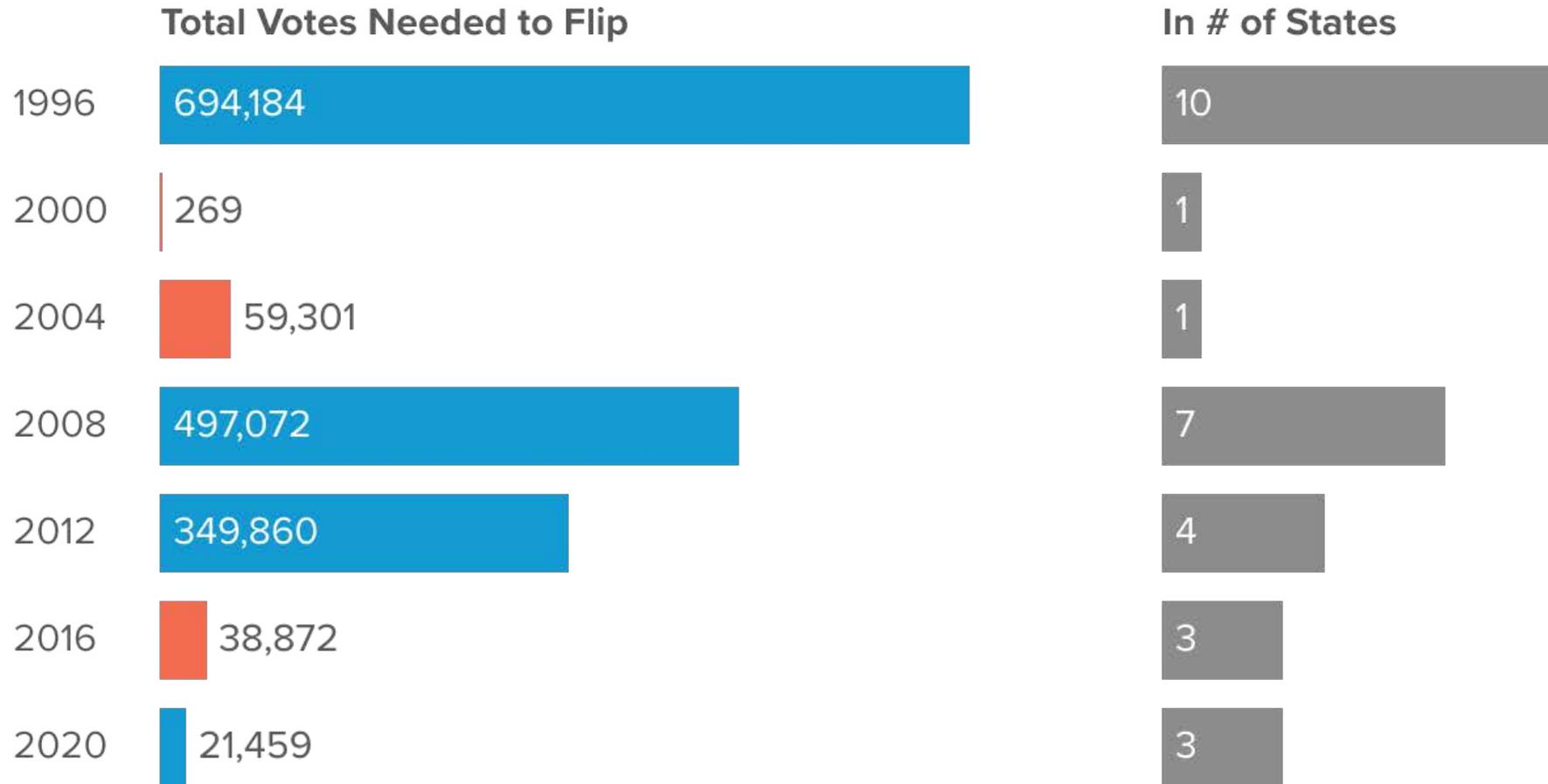
# The Overall Environment is Unstable



- Control of Washington ran in mostly six-year cycles until 2006
- At least one body flipped control in 8 of the last 9 elections
- Democrats are perceived to oversee Washington and will be held responsible

# And Will Likely Result in a Close Election

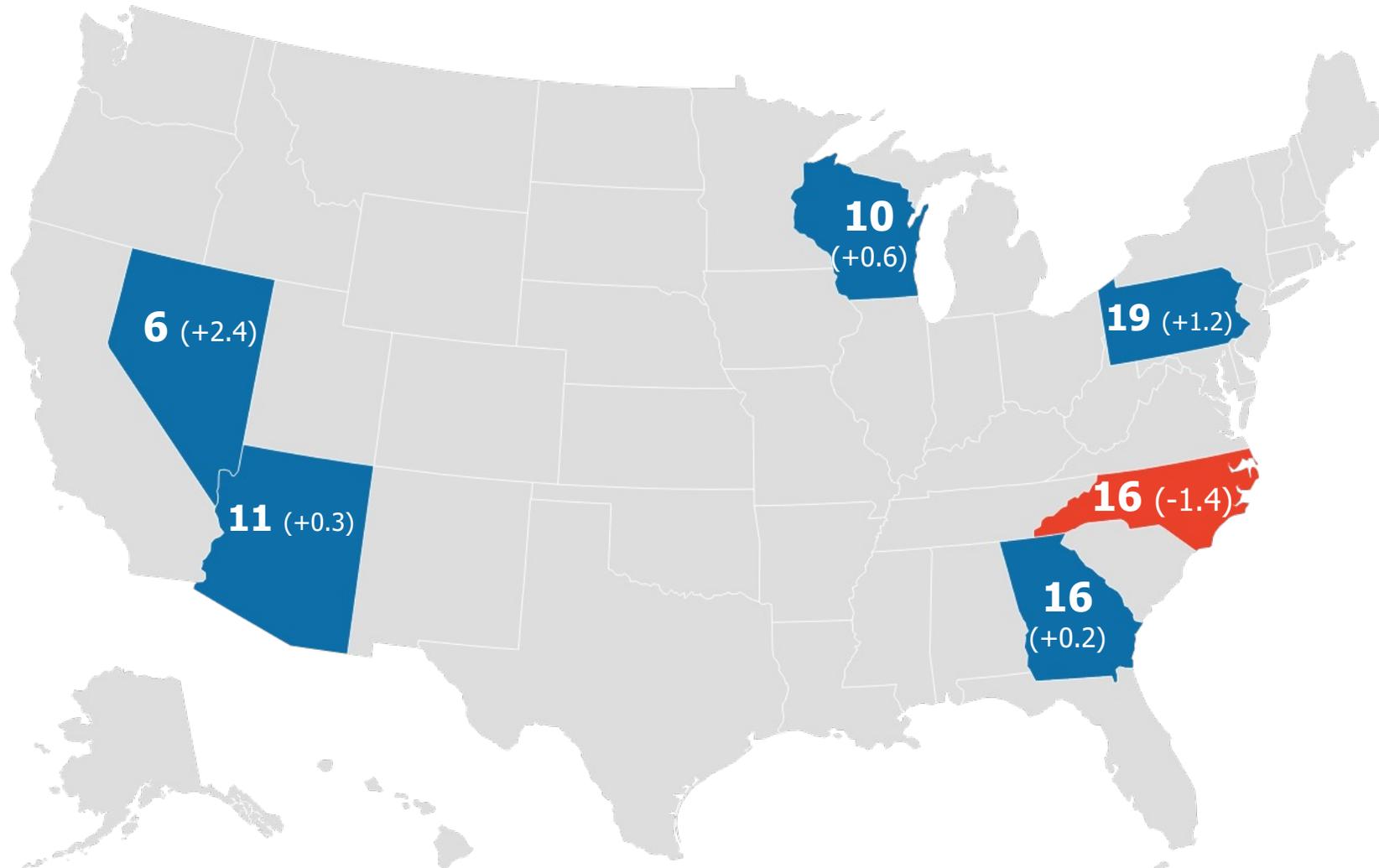
Recent elections have gotten closer and are decided in just a few states.



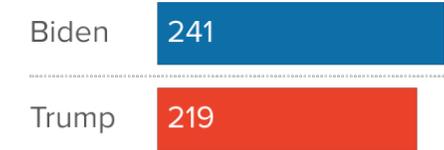
In 2022, Democrats needed to flip just **3,338 votes across five districts** to win control of the U.S. House. Republicans would control the Senate by flipping **11,239 in two states** (NV-2022, GA A initial - 2022)

# The Likely 2024 Presidential Landscape

The race will likely come down to just 6 states, with 78 Electoral College votes, where the final margin was less than 5 points in 2020-2022 top of the ticket races.



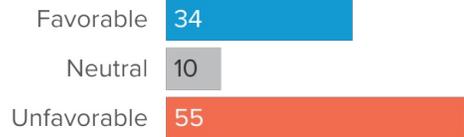
Electoral Votes in the Other 44 States Based on 2020 presidential results



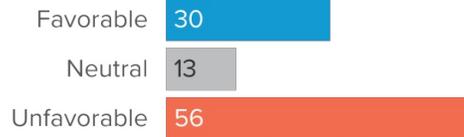
# The Landscape in Pennsylvania: A Must Win

Similar negative voter opinions are reflected in recent national polling by NBC, CBS, and CNN.

## Joe Biden Favorable Rating



## Kamala Harris Favorable Rating



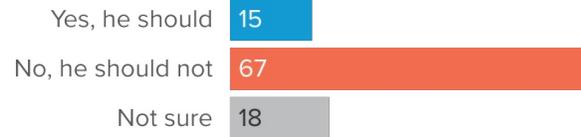
## Joe Biden Job Rating



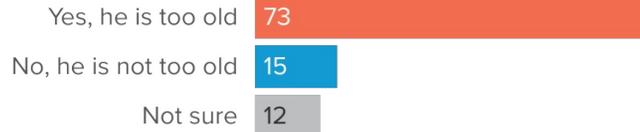
## Kamala Harris Job Rating



## Should Joe Biden run in 2024?



## Is Joe Biden too old to run for President and serve for four more years?



## Would you say your income is:



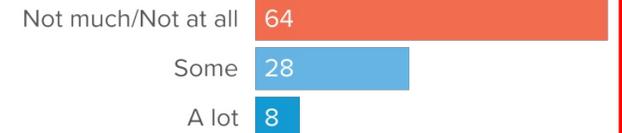
## Have a \$1,000 Emergency Fund?



## When paying your monthly credit card statement, would you say you typically:



## How much do you feel like you matter in America?



## Do you feel like people like you have a fair shot to succeed in America?

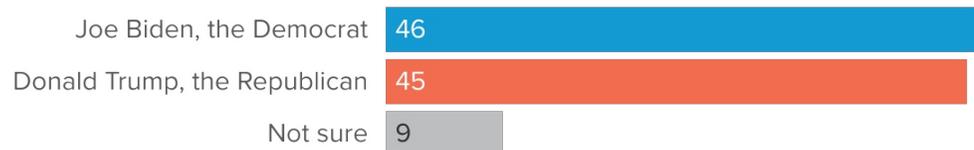


# Biden Likely Defeats Trump, But DeSantis is a Clear Threat

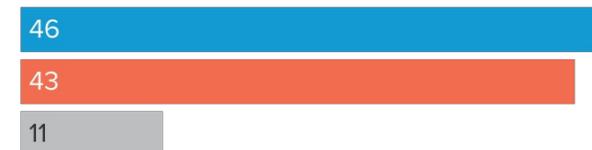
Both Biden and Harris trail DeSantis in these key areas – and Democrats need to get serious about the risk.

## Pennsylvania

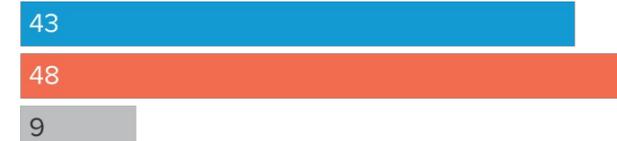
### Biden vs. Trump



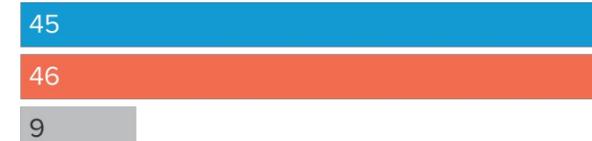
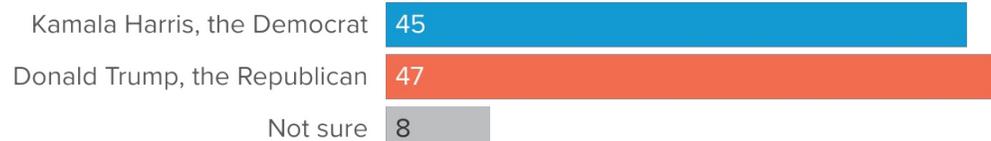
## Close GOP CDs



### Biden vs. DeSantis



### Harris vs. Trump



### Harris vs. DeSantis

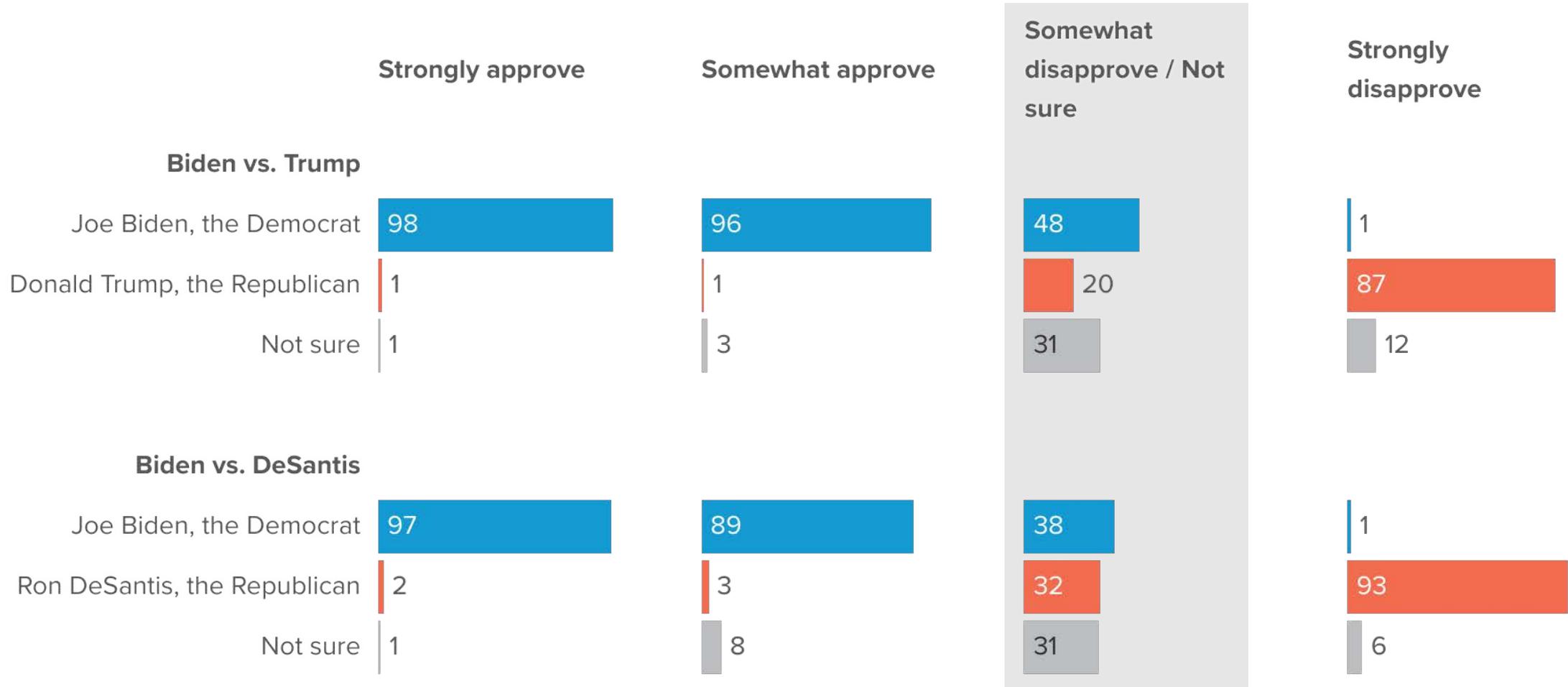


# Identifying the Voters Who Will Sway 2024

Data shows voters who Somewhat Disapprove or are Not Sure about the job Joe Biden is doing as president are crucial to the 2024 path.

# Which Voters will Determine 2024?

Voters who currently Somewhat Disapprove of the job Joe Biden is doing or are Not Sure will decide the election. Those who approve of Biden’s job will vote for him and those who strongly disapprove will vote for the Republican.



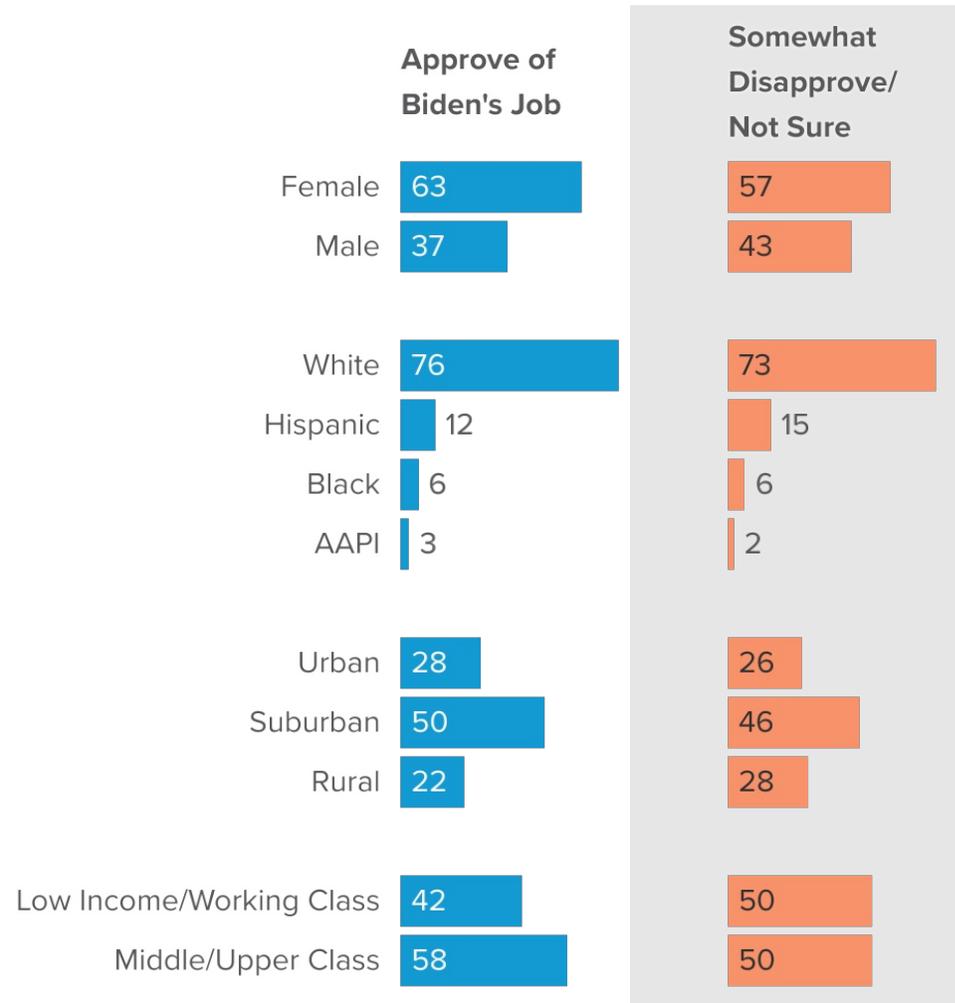
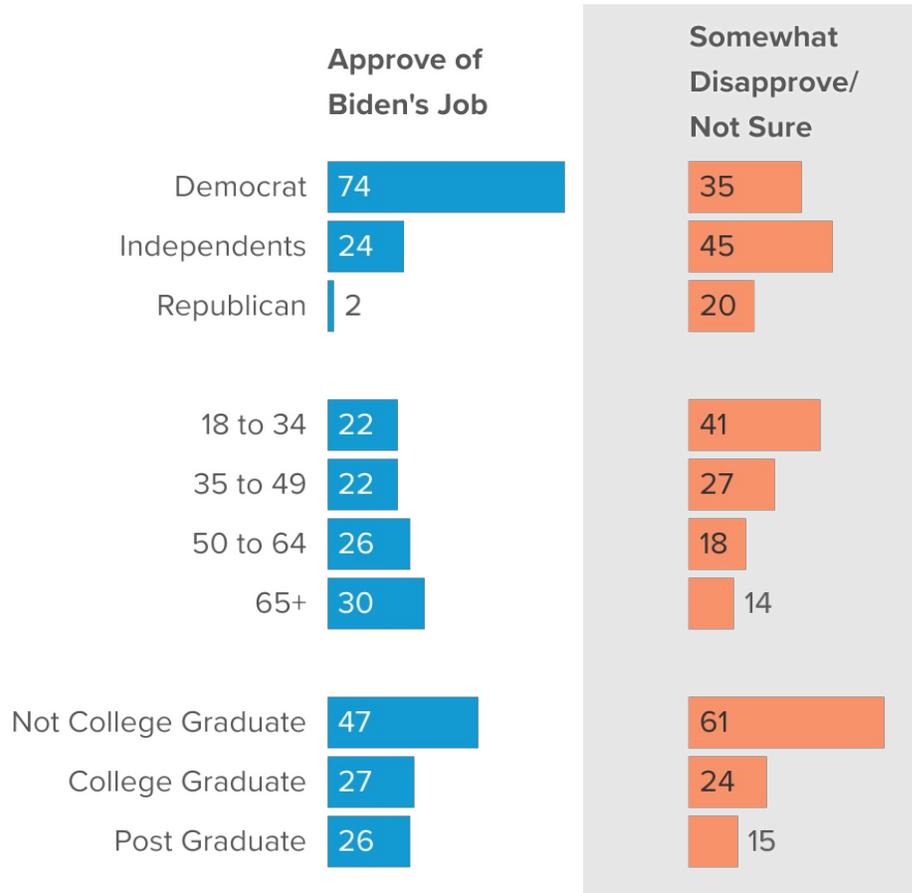
# Pennsylvania: Current Vote Preference

DeSantis does better than Trump, McCormick and a generic Republican candidate for US House.



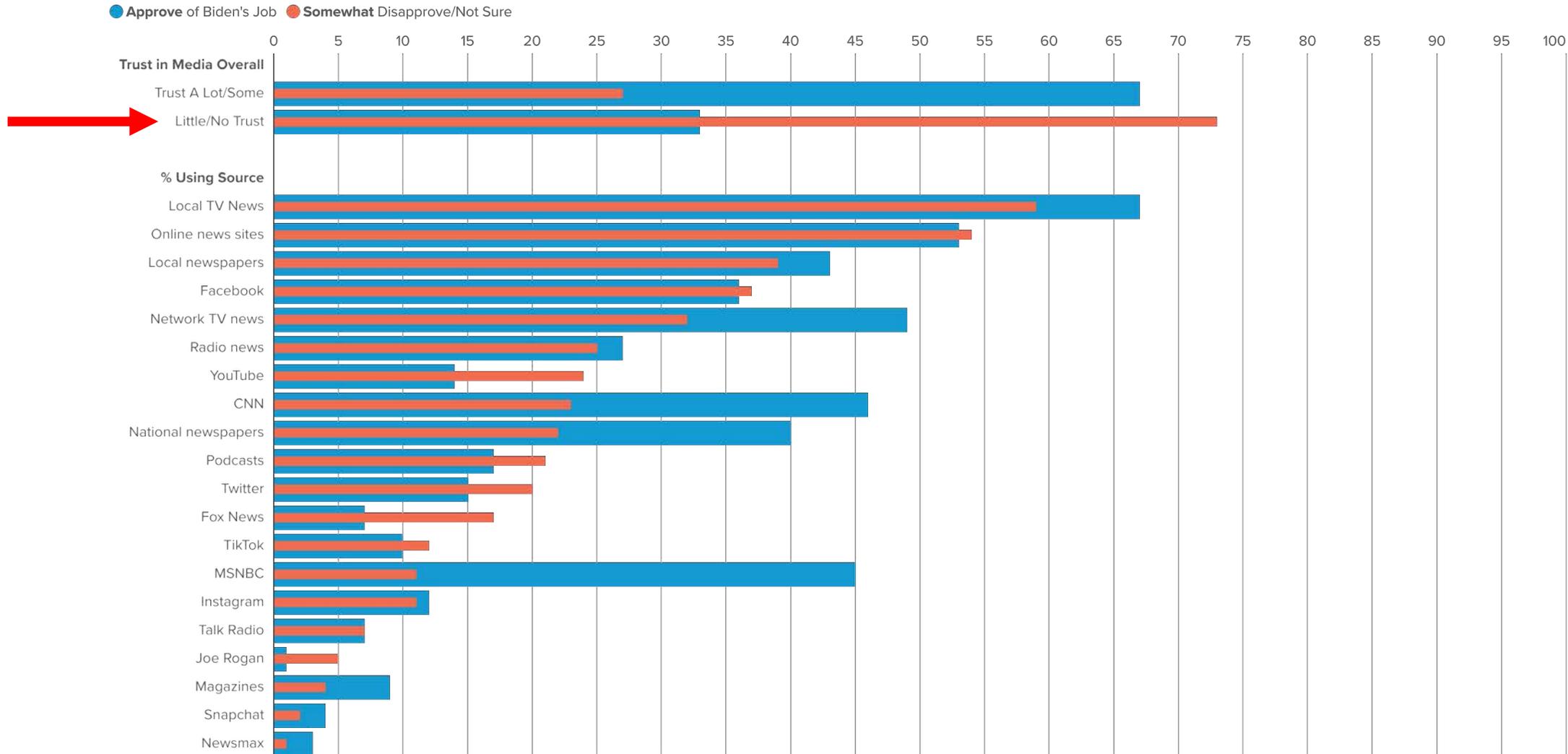
# Who are the “Somewhat Disapprove” Voters?

They are younger, less formally educated, less tied to the Democratic Party, and more likely to refer to themselves as low-income or working class than those who approve of the job Biden is doing.



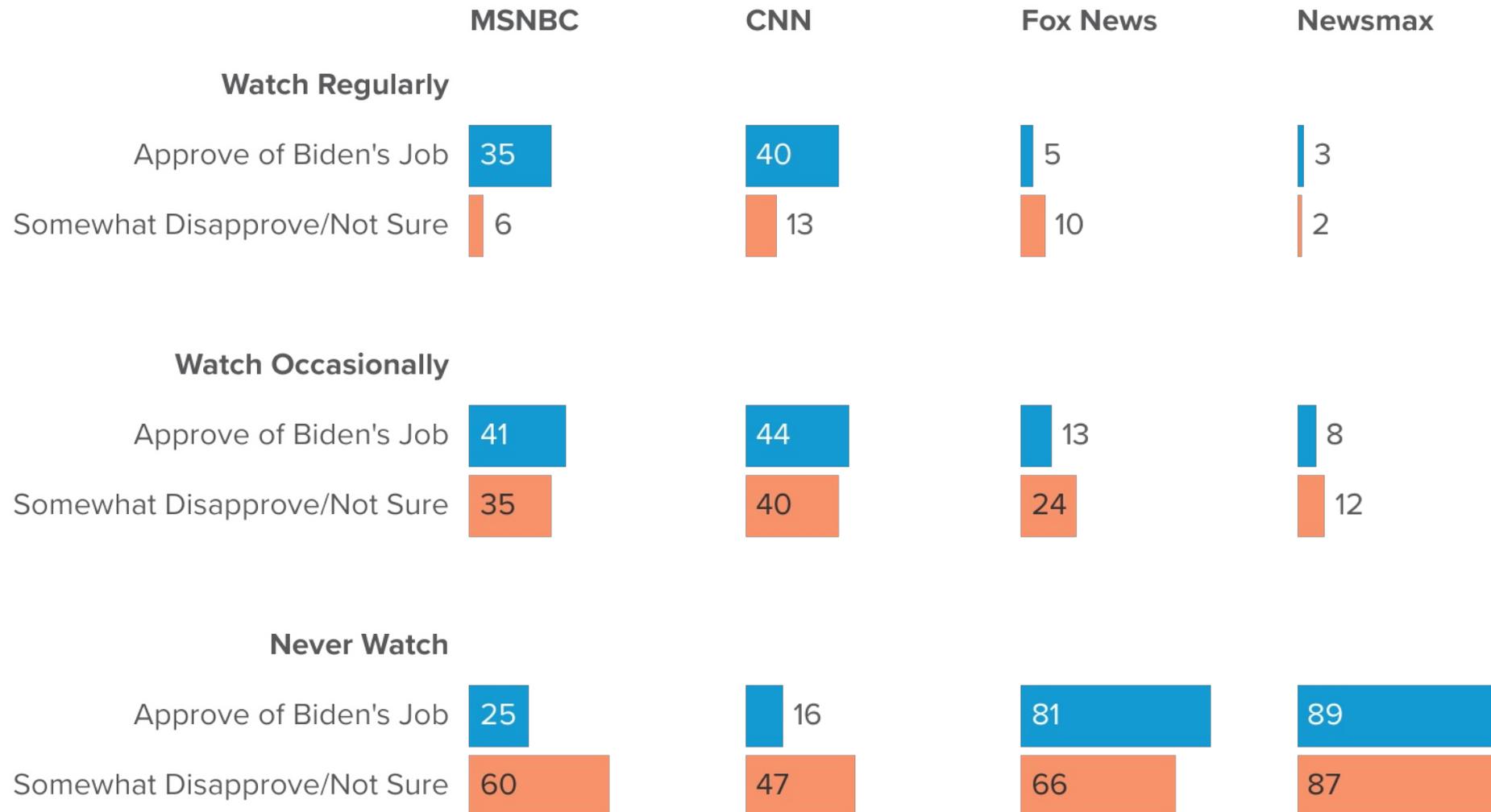
# Who are the “Somewhat Disapprove” Voters?

They trust the media **far less and consume fewer traditional sources** than those who approve of the job Biden is doing. Democrats’ earned media efforts will likely not persuade these voters without targeted investment.



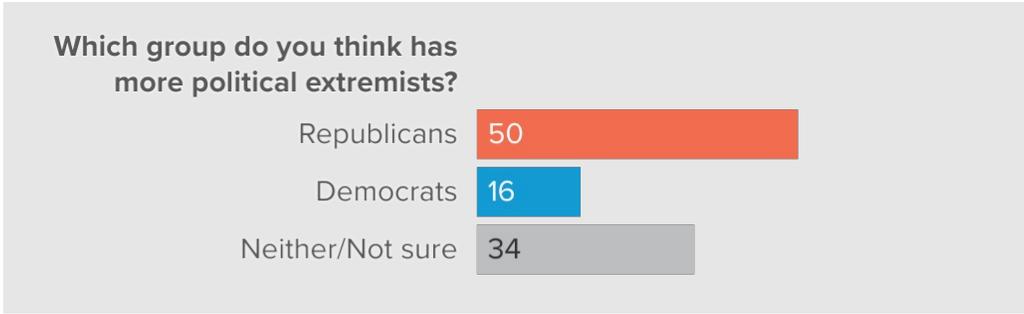
# Who are the “Somewhat Disapprove” Voters?

They watch far less cable news, particularly MSNBC and CNN, than those who approve of the job that Biden is doing as President.

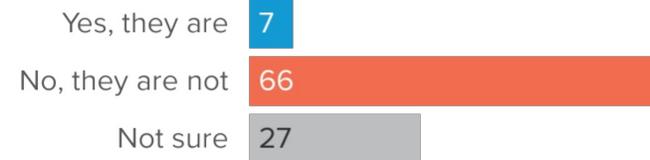


# Who are the “Somewhat Disapprove” Voters?

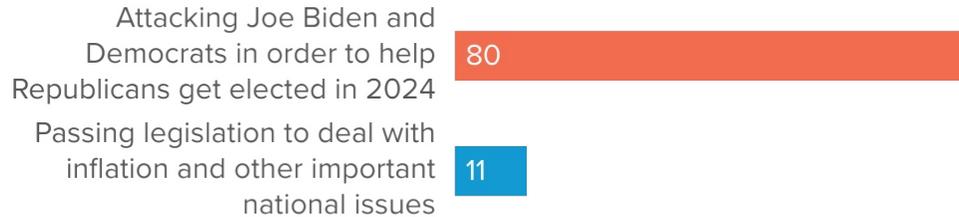
They are much closer to Democrats on important measures than Republicans.



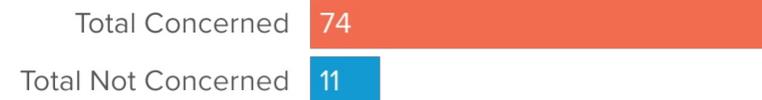
**Do you believe the Republican Party is committed to long-term health and viability of the Social Security and Medicare programs?**



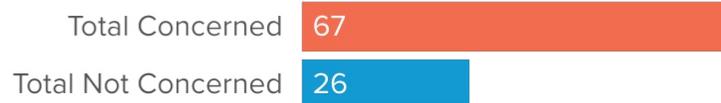
**Do you think Republicans in Congress will spend this year focusing on:**



**How concerned are you that Republicans in Congress could force a default on the federal debt in order to pass cuts to Social Security and Medicare?**

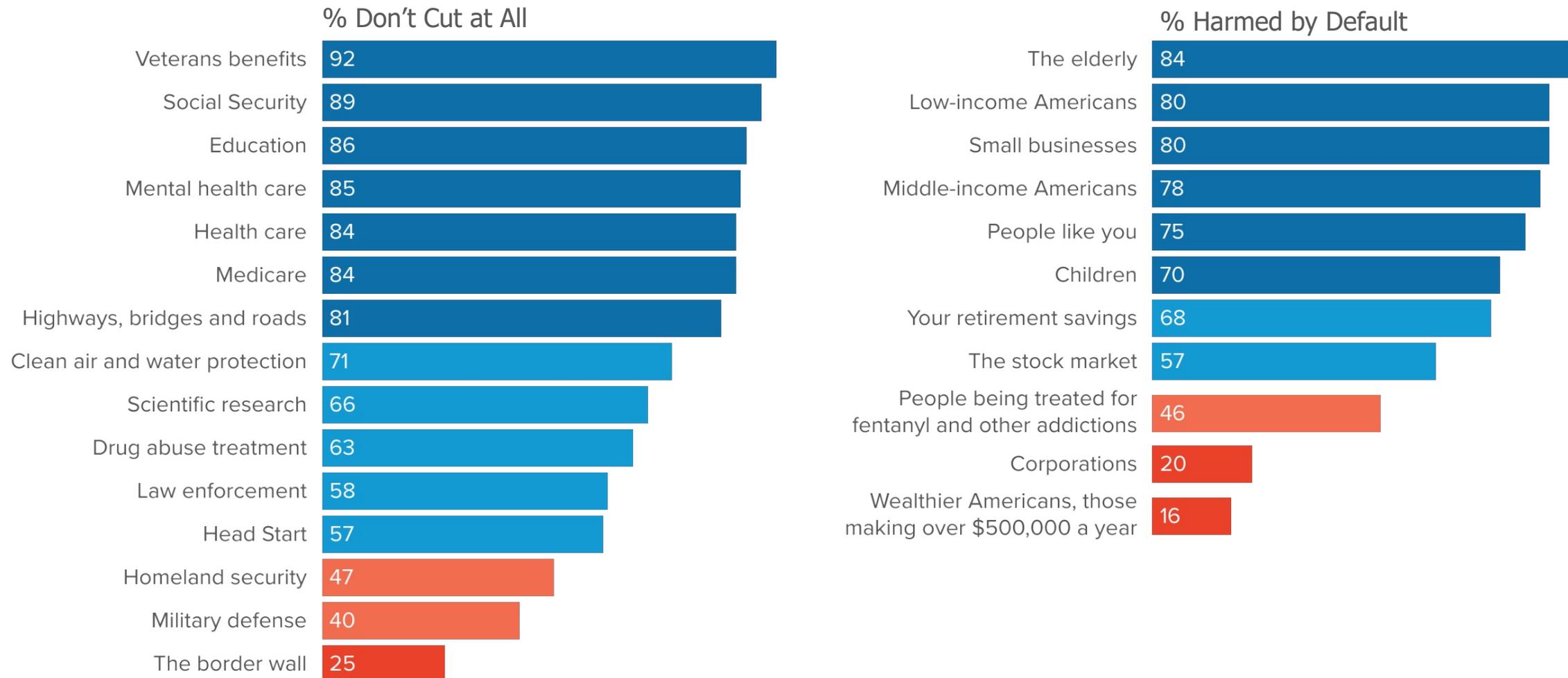


**How concerned are you that 11 of the 17 Republican House Committee Chairs in the new Congress voted to not certify the results of the 2020 presidential election?**



# Who are the “Somewhat Disapprove” Voters?

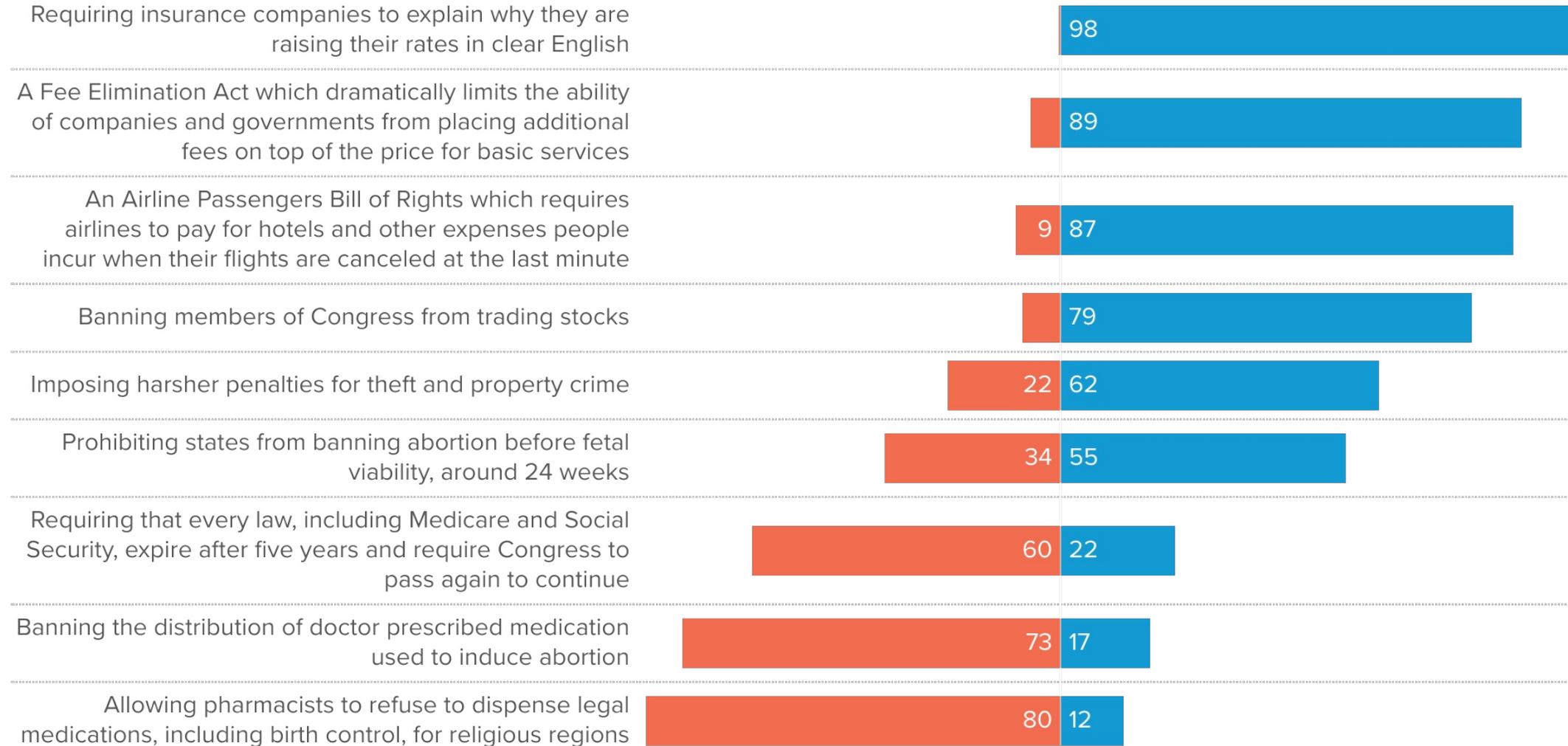
They don't want cuts to federal programs and believe important populations will be harmed with a debt default.



# Who are the “Somewhat Disapprove” Voters?

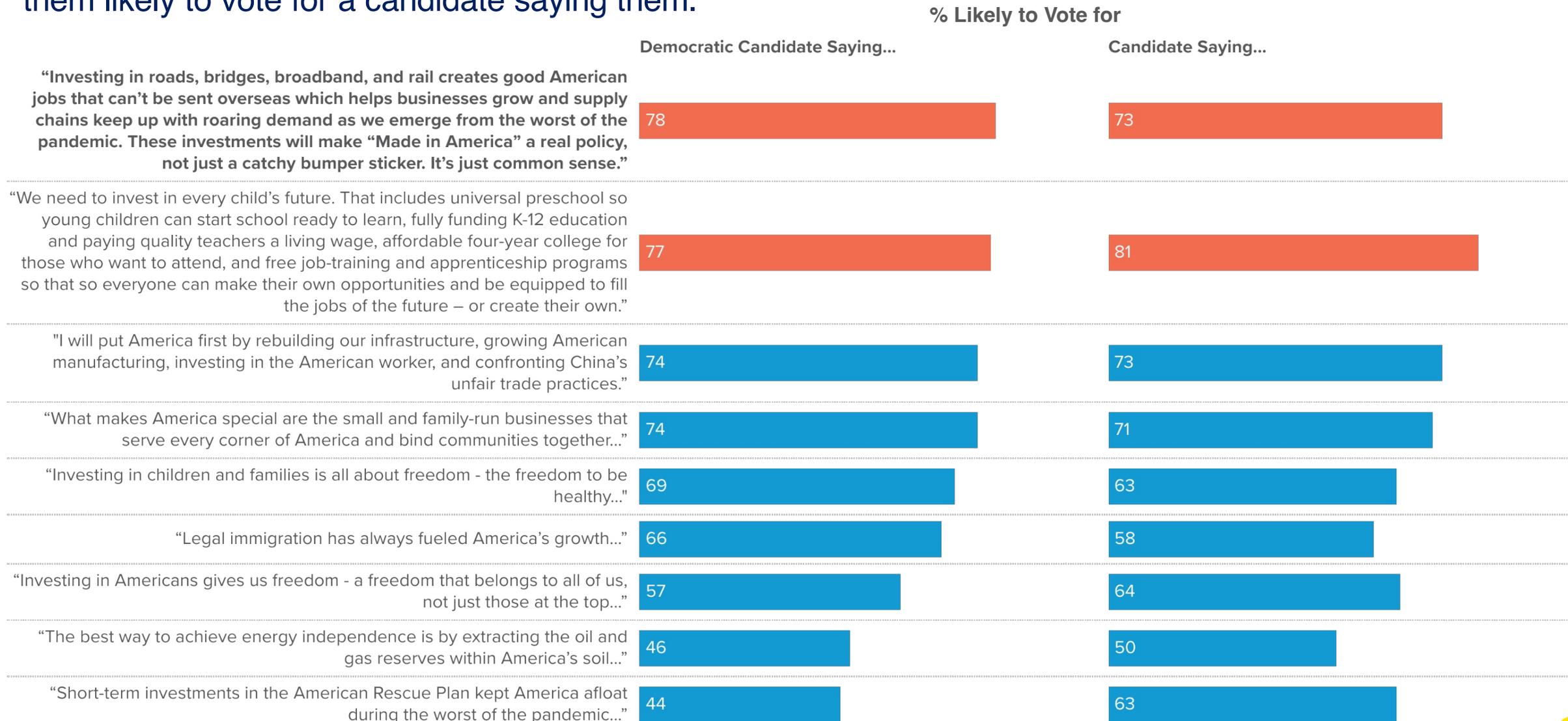
They strongly support consumer focused proposals and oppose GOP ‘culture war’ ones.

● Support ● Oppose



# Who are the “Somewhat Disapprove” Voters?

“Made in America” and “Investing in Every Child” were the messages these voters say would make them likely to vote for a candidate saying them.



# A Challenging Path in 2024

**Who the Republicans choose as their nominee will likely determine the course of 2024. With a competitive Republican primary shaping up that will dominate the news media, Democrats must communicate early and often to not get lost in the noise.**

# How Do Democrats Win the 2024 Election?

We start by determining whether 2024 will be an “Issues” or “Character” election. In recent presidential election history, it has been one or the other.

Year	Type	Candidate	Notes
<b>1992</b>	Issues	Bill Clinton v. Bush Sr.	”Read my lips: no new taxes,” Response to recession, New type of Democrat
<b>1996</b>	Issues	Bill Clinton vs. Dole	”Medicare, Medicaid, education and the environment. And don’t forget about health care,” “Bridge to the 21 <sup>st</sup> Century,” “DoleGingrich.”
<b>2000</b>	Both	Gore vs. Bush	Bush ran a character election: “restoring honor and dignity to the White House.” Gore ran an issues election: “all you get from the Bush Tax Cut is a Diet Coke.” Gore closed on ads attacking Bush on Social Security.
<b>2004</b>	Issues	Kerry vs. Bush	Both sides tried a character campaign and it came back to issues of the Iraq War, terrorism, and gay marriage.
<b>2008</b>	Issues	Obama vs. McCain	Obama and McCain ran an issues campaign.
<b>2012</b>	Issues	Obama vs. Romney	Obama ran saying that Romney was an out-of-touch plutocrat who would fire you and take away your benefits. Romney essentially said he would do that.
<b>2016</b>	Character	Hillary Clinton vs. Trump	Character. Mostly because Trump was driven by the negative sentiment machine that the right had perfected against Hillary as their villain for two decades.
<b>2020</b>	Character	Biden vs. Trump	Pure character campaign. Biden started the campaign saying it was a “battle for the soul of America.” Trump only runs character campaigns.

# Will 2024 Be an “Issues” or “Character” Election?

In 2022, Democrats achieved success in states and congressional districts by running issue-based campaigns focused on reproductive freedom and countering extremism against candidates endorsed by or closely aligned with President Trump. The key takeaway from this is that Democrats performed well in areas where they invested in communication and organizing but struggled in more Republican-leaning areas with fewer resources.

In 2024, if the Republicans nominate Trump, it will likely be another character campaign, which unites the Democrats’ winning coalition in a presidential election.

**However, if Republicans nominate DeSantis, given the relative strengths and weaknesses of both candidates, Democrats must run an issue campaign that emphasizes the positive issues record of Biden and the Democrats and against both Governor and Congressman DeSantis’ extreme record.**

*Note: Our hypothesis is that this is true of any potential Republican candidate other than Trump, but more research will be needed to validate the theory.*

## And Currently Leads Both Biden (+5) and Harris (+6) in Pennsylvania.

Future Majority started tracking voter attitudes toward Gov. DeSantis in our research beginning in May 2021, in a similar statewide poll of voters in Pennsylvania.

### DeSantis' approval remains relatively consistent:

- In May 2021, DeSantis was less known, with a 39% favorable and 36% unfavorable rating. Among Republicans, 80% had a favorable view of DeSantis and 6% had an unfavorable view. Among Independents, DeSantis had a 34% favorable and 35% unfavorable view.
- In this January 2023 survey, DeSantis is better known, but otherwise viewed similarly by the electorate. 40% have a favorable view and 43% have an unfavorable view. Among Republicans, 79% are favorable and 5% are unfavorable toward the Florida governor. Independents are split with 37% holding a favorable view and 37% with an unfavorable view.
  - His unfavorables have gone up as Democrats learn more about him, with 82% holding an unfavorable view now compared to 66% unfavorable in May 2021.

**The  
Guardian**

**Ron DeSantis prepares for 2024 White House bid as Trump hits campaign trail**

Moves spur Trump into attacking Florida governor during low-key events over the weekend in Iowa and New Hampshire

**OBSERVER**

**Blackstone CEO and Republican Megadonor Stephen Schwarzman Said He Won't Back Trump in 2024**

**POLITICO**

ELECTIONS

**GOP megadonor: I'm ready to back DeSantis for president in '24**

Billionaire CEO Ken Griffin is a bit tired of Donald Trump. "For a litany of reasons, I think it's time to move on to the next generation," he said in an interview.

## Recent research shows most Republicans ready to move on.

A recent *The Bulwark*/North Star Opinion Research poll found Trump's support slipping and more voters backing DeSantis.

### From The Bulwark:

*"In a head-to-head match, DeSantis leads Trump 52 percent to 30 percent, with 15 percent undecided and 3 percent saying they would not vote if those were the only two options.*

*With DeSantis, Trump, and "another candidate," DeSantis got 44 percent, Trump got 28 percent, and the generic "another candidate" got 10 percent, with 17 percent undecided.*

*In a 10-candidate field, DeSantis got 39 percent, Trump 28 percent, Mike Pence 9 percent, Nikki Haley and Liz Cheney 4 percent each, and five other candidates registered at 1 percent. In this scenario, 13 percent of the respondents were undecided."*

**President Trump's criticisms will also present opportunities for Democrats to differentiate themselves from DeSantis if he becomes the Republican nominee.** Our analysis reveals that emphasizing the cost-of-living issue will be an effective strategy for appealing to target voters when opposing DeSantis.



### **Exclusive Bulwark Poll: Most Republicans Want to Move on from Trump**

But more than a quarter of likely voters are ready to follow him to a third party bid.



### **Trump Is Plotting How to Kick DeSantis 'In the Nuts.' Here's His Playbook, So Far**

Team Trump is preparing to paint the Florida governor as an establishment hawk who'll put Social Security on the chopping block



### **Sununu predicts DeSantis 'probably' tops Trump in 2024 GOP New Hampshire primary**

# Who is Best Described? (Somewhat disapprove/Not sure - Biden's Job)

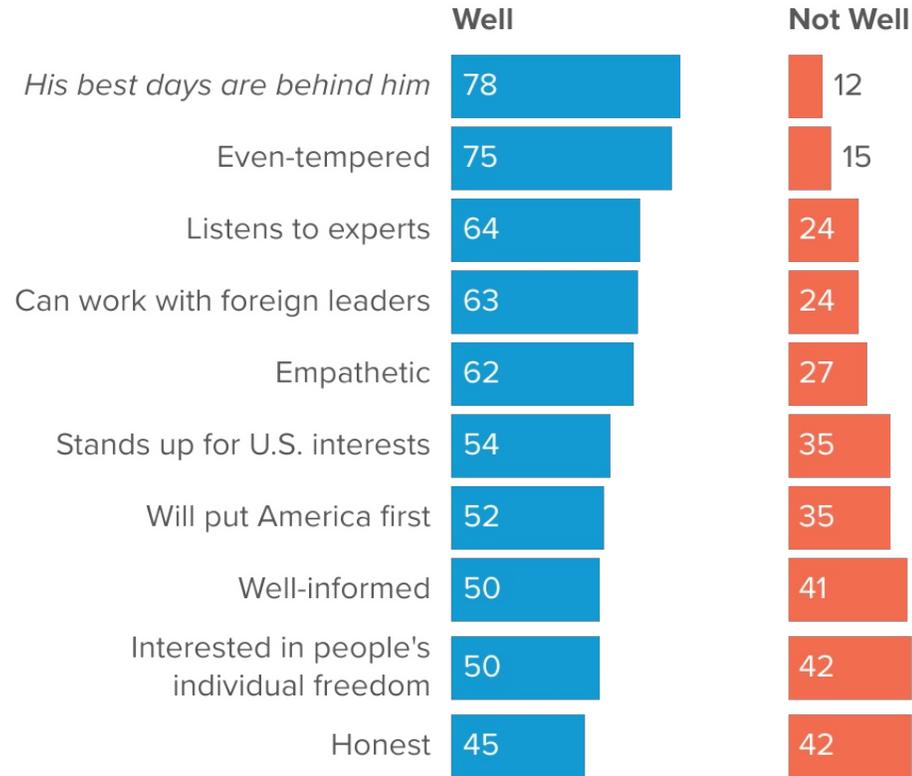
It will be challenging for Biden and Democrats if the narrative is centered on character traits like “energy,” “strength,” “leadership,” and nebulous visions of the future between two men separated by 37 years.

	Biden	DeSantis	Neither one	Both of them	Not sure	Net Biden
Has the energy to be President	1	52	24	6	17	-51
A strong leader	5	34	37	6	17	-29
Will be stronger on China	5	34	30	2	28	-29
Fiscally responsible	4	26	36	4	29	-22
Will support entrepreneurs and job creators	6	27	25	15	27	-21
Future oriented	9	24	32	14	21	-15
Believes in big change in the system	6	21	41	6	26	-15
Stands up for U.S. interests	12	26	25	16	21	-14
Will put America first	9	23	28	18	21	-14
Religious	10	22	15	16	37	-12
More interested in people's individual freedom	14	26	31	5	24	-12
Stands up for my beliefs	10	21	41	7	21	-11
Trustworthy	9	17	47	3	24	-8
Keeps his promises	7	14	43	7	29	-7
Well-informed	11	18	30	15	27	-7
Cares about people like me	10	16	46	8	20	-6
Honest	10	16	49	6	20	-6

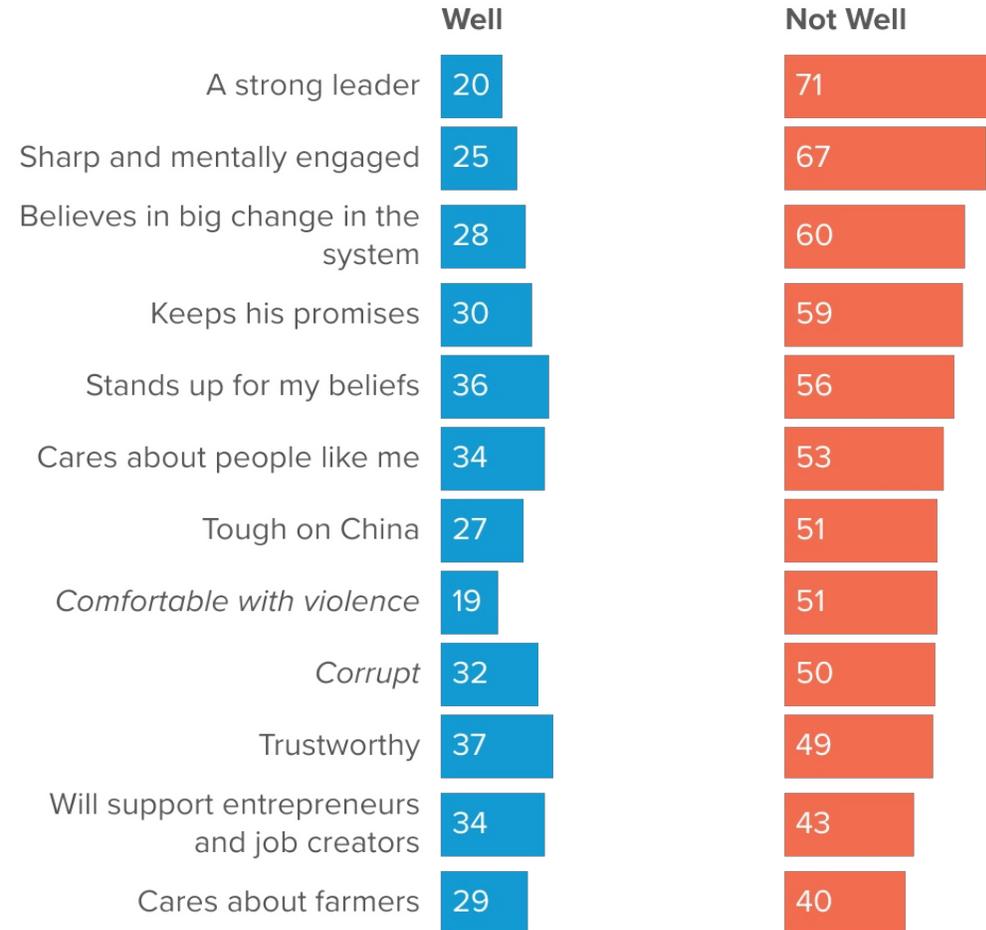
# How Well Do the Following Describe Joe Biden?

Among Somewhat Disapprove / Not sure on Biden's Job Performance

## Describes Well



## Does Not Describe Well



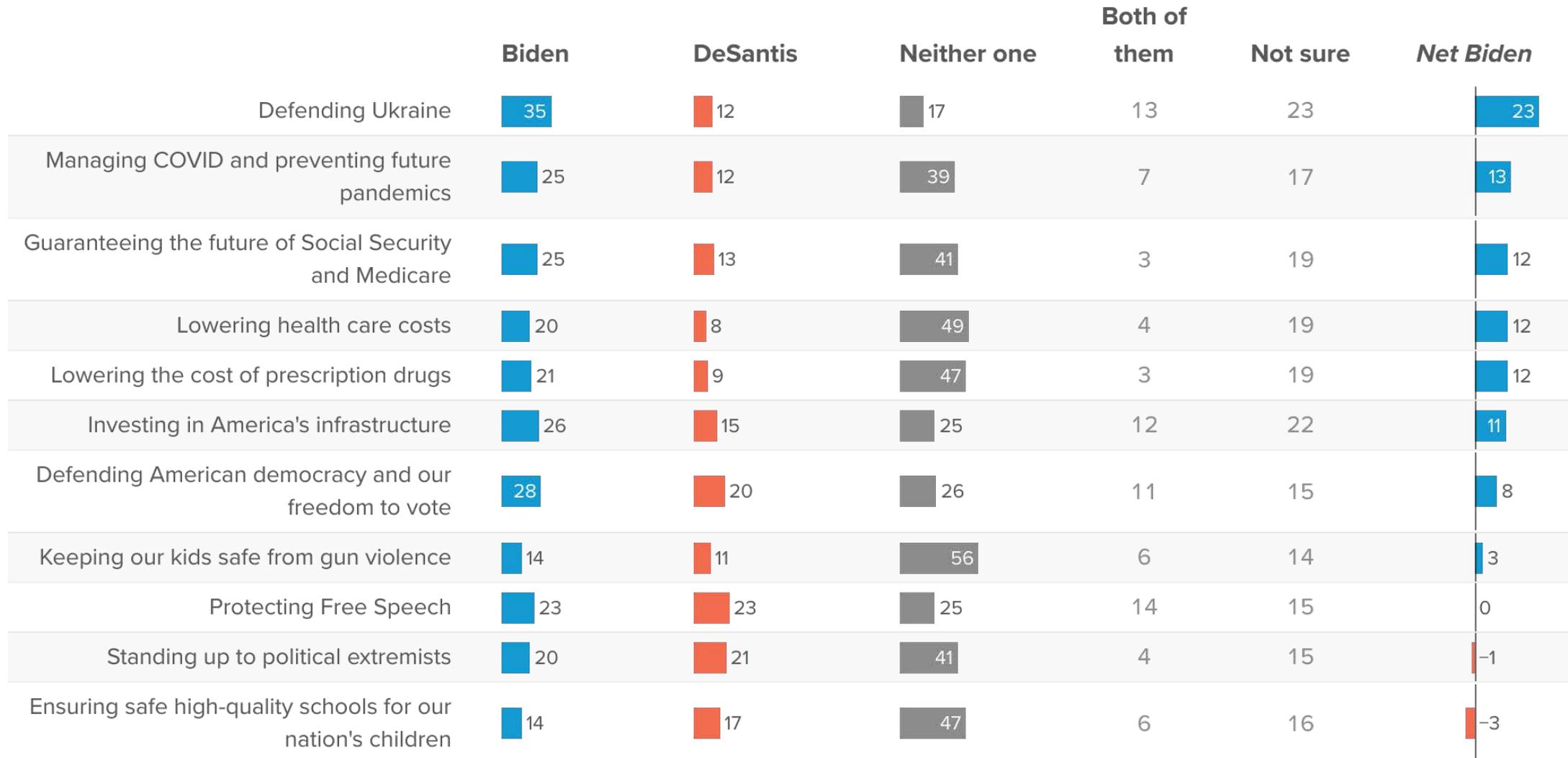
# Who is Best Described? (Somewhat disapprove/Not sure - Biden's Job)

The traits the President does best are like 2020. Voters are already identifying several of DeSantis' negative character traits, but character attacks alone will likely not be enough to disarm DeSantis. Our recommendation is to use the Extreme MAGA label and other negative traits to frame the issues on which voters disagree with DeSantis (see more on Slides 30-31).

Positive Traits	Biden	DeSantis	Neither one	Both of them	Not sure	Net Biden
Empathetic	30	9	27	11	23	21
Has the experience to be President	29	10	18	26	17	19
Listens to experts	30	11	19	14	25	19
Even-tempered	27	15	17	15	26	12
Can work with foreign leaders	26	16	14	20	24	10
<b>Negative Traits</b>						
<i>Bully</i>	9	42	16	9	24	-33
<i>Extreme</i>	9	37	22	11	21	-28
<i>Intolerant</i>	11	33	16	13	27	-22
<i>Power hungry</i>	14	29	8	27	22	-15
<i>For wealthy donors</i>	10	22	5	38	24	-12
<i>Comfortable with violence</i>	9	21	30	13	26	-12
<i>In it for himself</i>	14	23	12	34	17	-9
<i>Stubborn</i>	12	13	8	40	26	-1
<i>Corrupt</i>	19	18	11	30	22	1

# Who Do You Trust More? (Somewhat disapprove/Not sure - Biden's Job)

The President starts with clear issue strengths against DeSantis before voters even know about his record as Governor and in the U.S. House from 2013-2018, a time of multiple ACA repeal votes, government shutdowns, and support for the Paul Ryan agenda to cut Social Security and Medicare.



# Who Do You Trust More? (Somewhat disapprove/Not sure - Biden's Job)

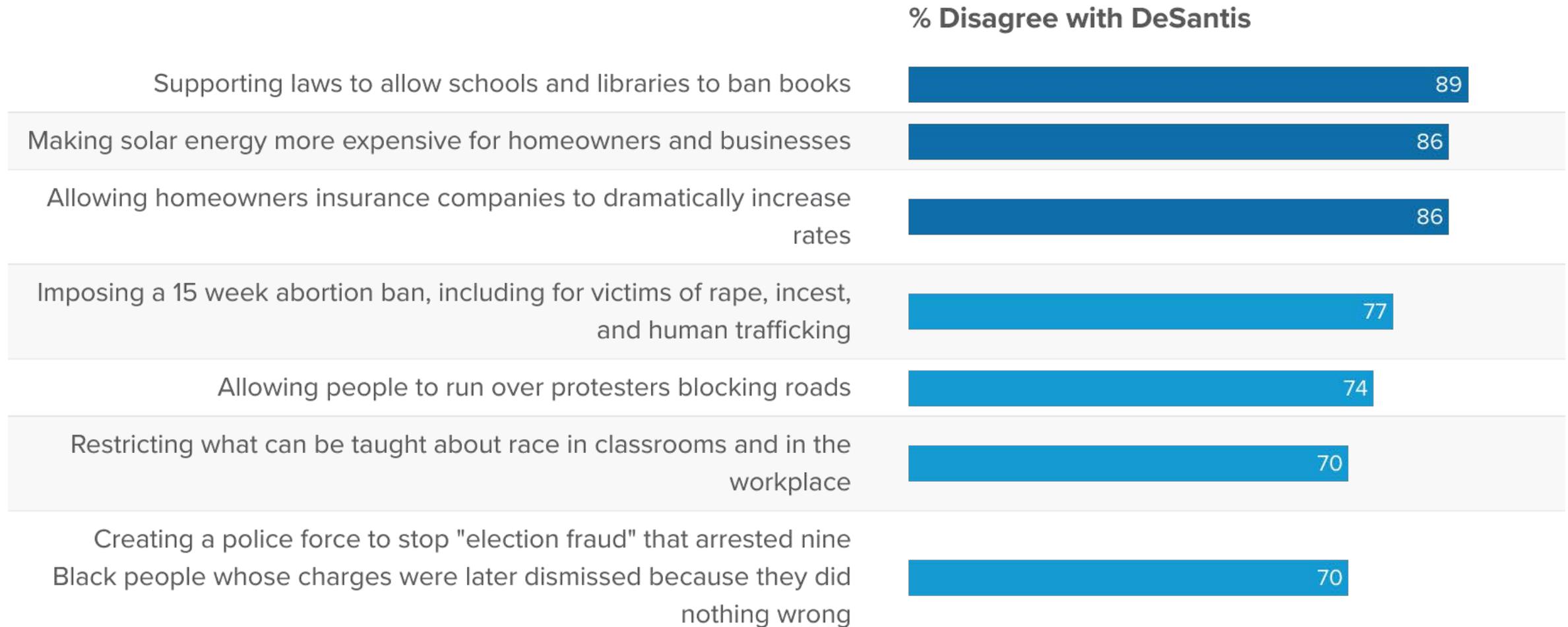
The entire ecosystem, not just the Biden Administration, needs to make the case on the economy, lowering costs, creating jobs, and reducing crime. The historic achievements of 2021-22 must be implemented effectively and communicated to Americans across every available outlet – both paid and unpaid.

	Biden	DeSantis	Neither one	Both of them	Not sure	Net Biden
Making the US a global tech leader in innovation	8	15	49	6	22	-7
Protecting your individual freedoms	18	27	32	6	18	-9
Rebuilding America's economy	13	25	39	5	18	-12
Creating middle-class jobs	12	25	40	6	17	-13
Cleaning up corruption	6	20	57	2	15	-14
Opening up opportunities for the future	9	23	38	7	24	-14
Lowering the cost of living	5	21	53	4	17	-16
Prosperity	6	23	40	5	26	-17
Bringing back manufacturing and making more things in America	7	25	45	4	20	-18
Growth	9	27	33	6	25	-18
Keeping your community safe from violent crime	5	25	51	4	14	-20
Security	9	30	34	10	16	-21
Reforming our immigration system	5	34	44	4	12	-29
Standing up to China	5	34	35	7	18	-29

# Defining DeSantis & Contrasting with Republicans

# Unpopular DeSantis Policies (Somewhat disapprove/Not sure - Biden's Job)

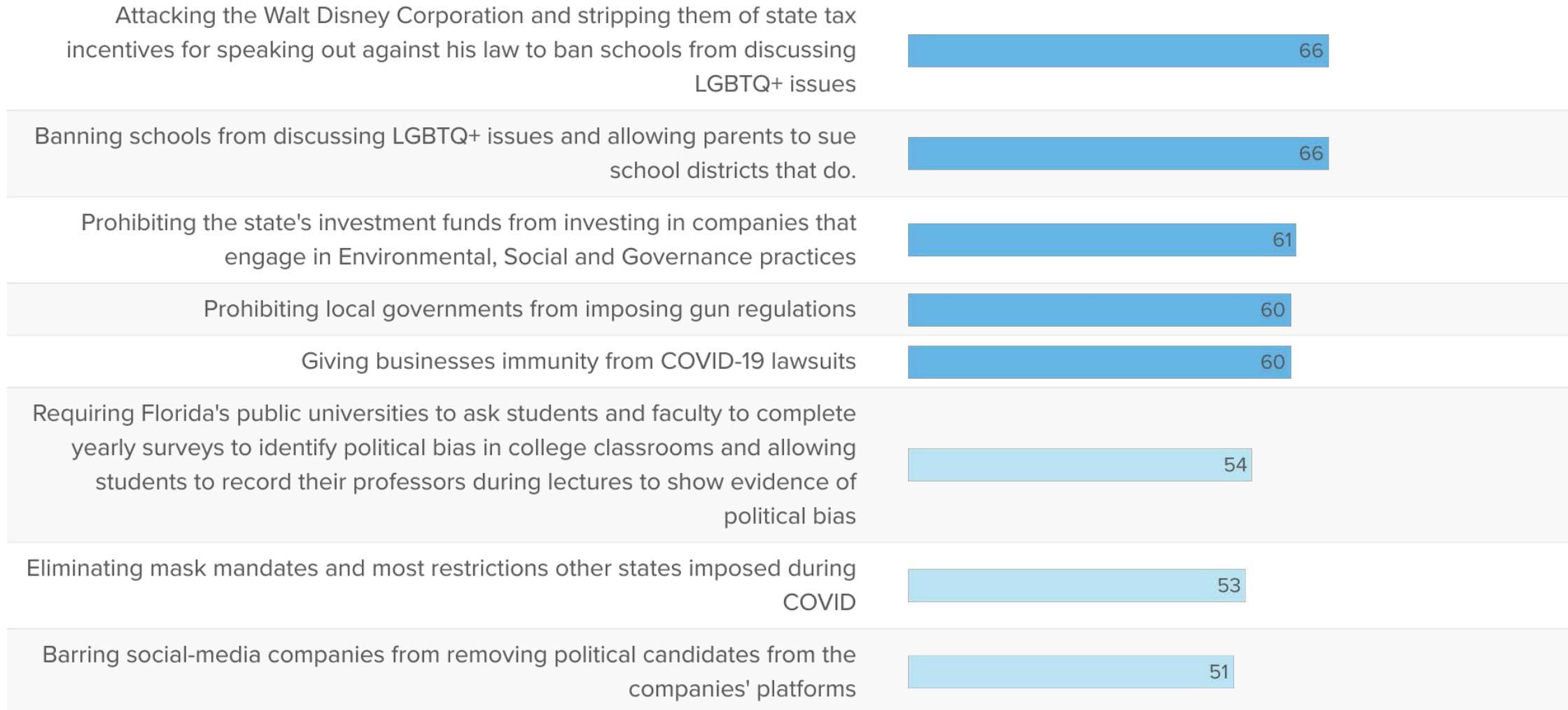
Note: Additional research is needed into DeSantis' voting record as a congressman to fully vet the popularity of all of his policy positions.



# Unpopular DeSantis Policies (Somewhat disapprove/Not sure - Biden's Job)

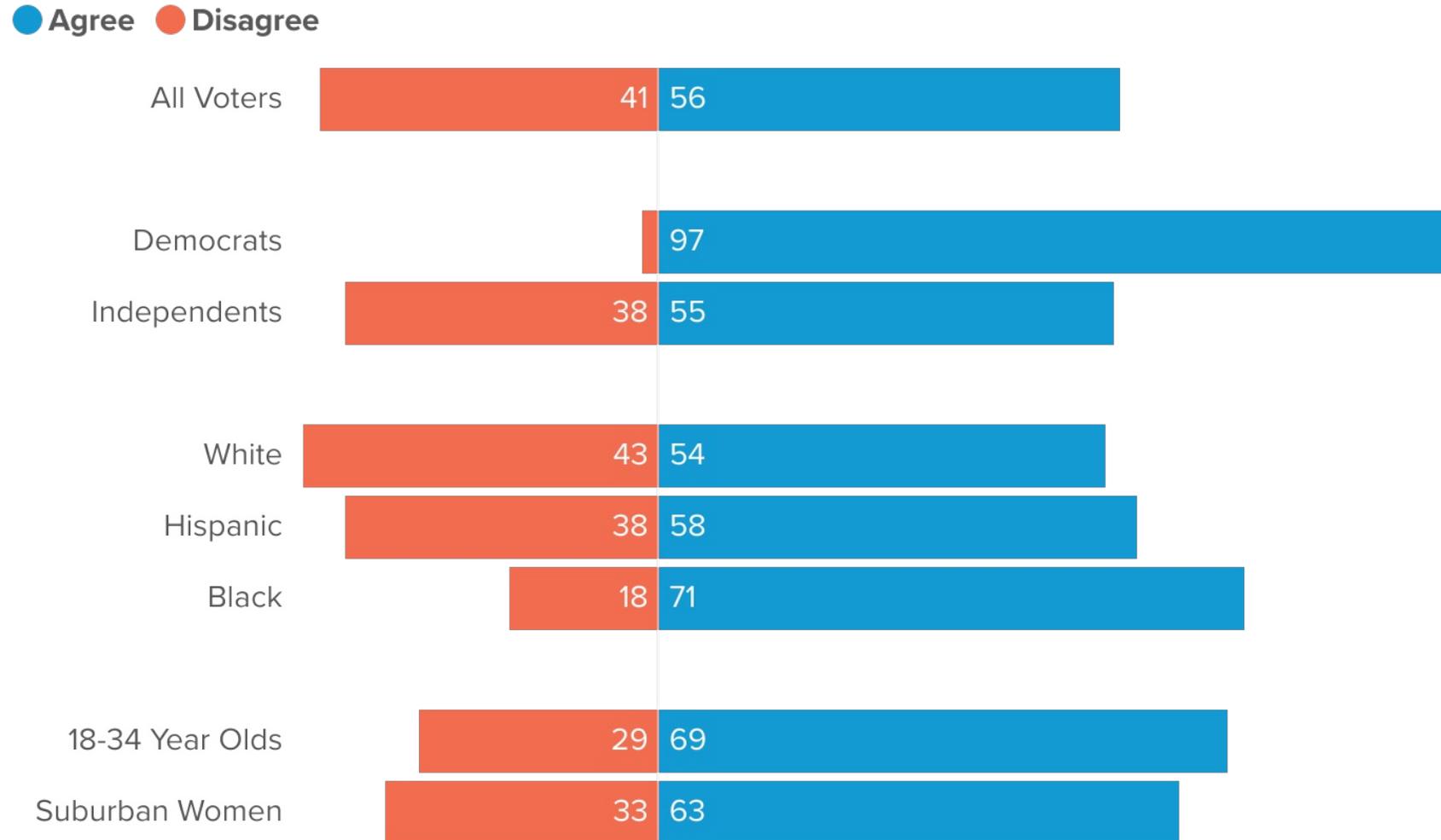
Note: Additional research is needed into DeSantis' voting record as a congressman to fully vet the popularity of all of his policy positions.

## % Disagree with DeSantis



# Democrats Must Counter DeSantis/GOP on Freedom

“The Republican Party talks a lot about freedom, but they only value freedom when it comes to their supporters and not anyone who disagrees with them.”



# Freedom Moves Voters



This chart looks at the impact of trust of the political groups on a variety of issues and the likelihood of supporting a Democrat for U.S. House.

To do this, we did a marginal effects regression. The process tries to isolate the impact of each variable on the likelihood of supporting a Democrat. If someone moves from trusting Republicans to trusting Democrats, the coefficient tells us how much that increases the likelihood of supporting Democrats. The y-axis that goes up and down is the coefficient of each variable in this regression. The items at the top of the chart strongly impact the vote. The items at the bottom of the chart have little to no impact on the vote. If someone goes from trusting Republicans to Democrats on “protecting individual freedoms,” that will have a substantially larger impact on the vote than if someone moves from trusting Republicans to Democrats on “making the US a global tech leader in innovation.” The items to the right are issues voters trust Democrats more. The items to the left are issues voters trust Republicans more.

The main points are that a) Democrats are not more trusted than Republicans on protecting individual freedoms, and b) if Democrats are able to move voters’ trust on this measure, it will move voters to support Democrats more than any other issue.

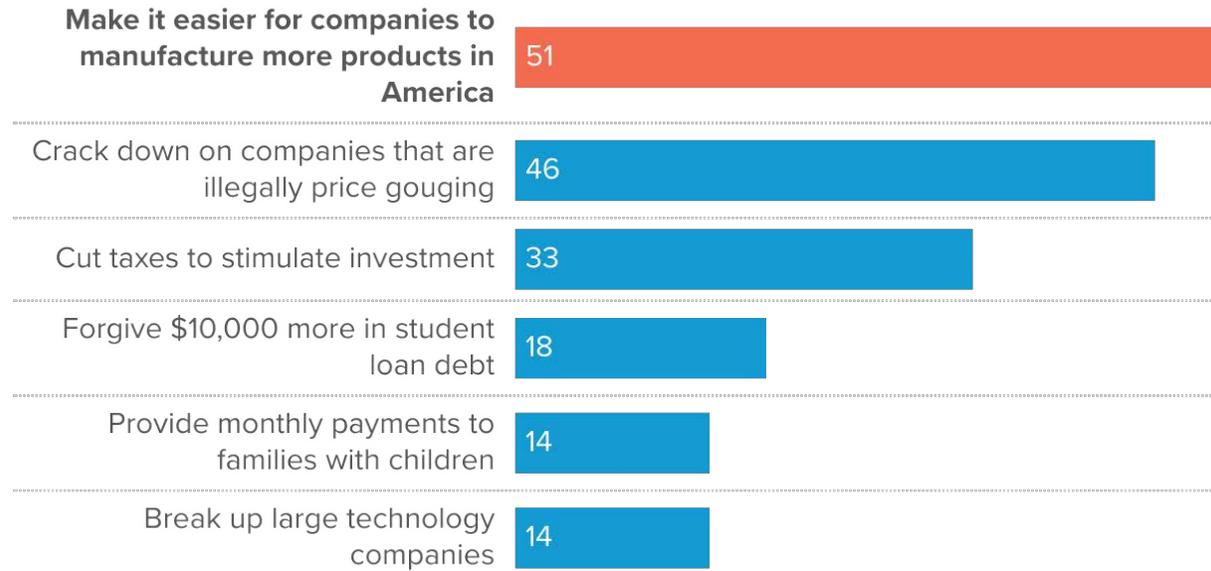
# Agreement with Freedom Statements (% Strongly Agree)

All	Dem	Ind	
92	96	91	"Citizens of legal age should have the basic American Constitutional freedom to express their voice at the ballot box"
90	86	88	"Americans should have the freedom to choose their elected representatives, without the threat of fraudulent votes and rigged intervention swaying the results"
80	86	79	"Every American deserves a fair shot so they can build the financial freedom to take the jobs they want or to start a business"
79	96	80	"It's not freedom to have a politician tell you who you can marry"
78	97	71	"Americans should have the freedom to live their lives without fear of falling victim to gun violence in schools, workplaces, places of worship, or walking down the street"
77	95	75	"Americans should have the freedom to live their lives without the fear of crippling healthcare costs"
76	94	72	"All students, regardless of financial status, race, or zip code have the right to a quality education and equal educational opportunities"
76	90	71	"Americans should have the freedom to live in safe communities, free of gun violence and where they are treated fairly by law enforcement and where police provide a sense of security"
68	54	64	"Americans should have the freedom to live in communities where law and order is maintained, and the police protect them from the threat of violence"
64	89	60	"The freedom that comes from investing in children in poor neighborhoods so they have quality schools and are safe so they can see their 18th birthday"
64	94	59	"Americans, and future generations of Americans, should have the freedom to breathe clean air and drink clean water and to live without the constant threat of climate-related disasters"
62	37	61	"Americans should have the freedom to choose the kind of education they want for their children"
61	96	62	"Women should have the freedom to make decisions about their reproductive healthcare without being told by politicians what they can do with their bodies"
52	19	49	"Americans should have the freedom to live in a country where their job and physical security are not threatened by illegal immigration into the United States"
49	20	46	"The United States should be tough, suspicious of foreign promises, and willing to use force to defend our basic freedoms"
47	78	44	"It's not freedom to work a 40 hour work week only to be told you can't join a union"
47	16	47	"Americans should be free to work hard for their prosperity, without intervention from unions or the government"
47	7	49	"The second amendment gives American patriots the right to own guns, and to do so without laws restricting their freedoms"

# Democrats Should Lead on “Made in America”

Made in America is among the most popular policy agendas we have tested. This frame counters the populist trends among Republicans who prefer Trump while exploiting a DeSantis weakness in the lead up to 2024.

**If the US government were to do one thing in the next year to boost the economy, what do you think it should be?**

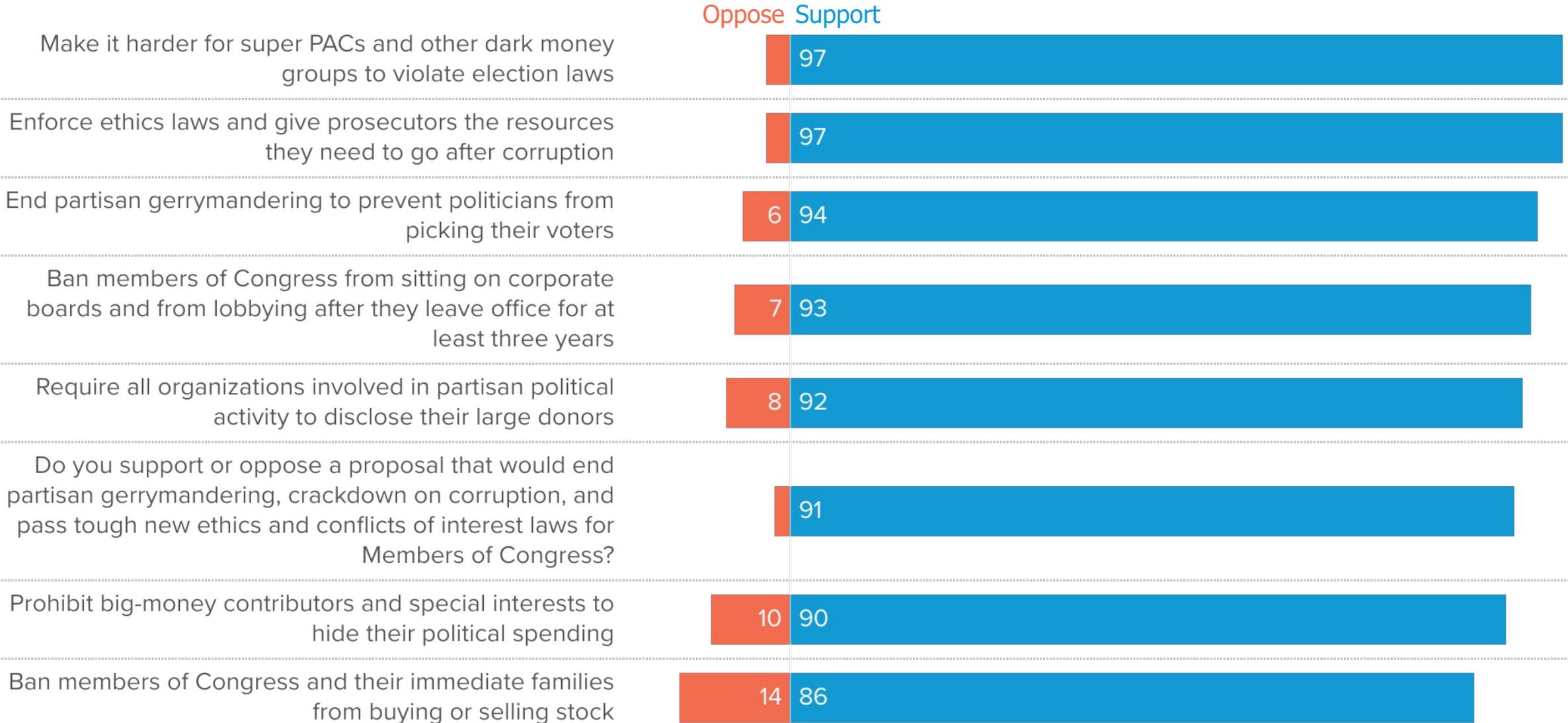


**Do you agree or disagree with the following statement: “What might have worked in the past no longer does. Unless the American government adopts an industrial policy that brings back manufacturing and prevents companies from leaving to take advantage of cheap foreign labor, we will fall further behind China and be more vulnerable to shocks in global supply chains.”**



# Anti-Corruption Proposals Where Democrats Can Win

(Somewhat disapprove/Not sure - Biden's Job)



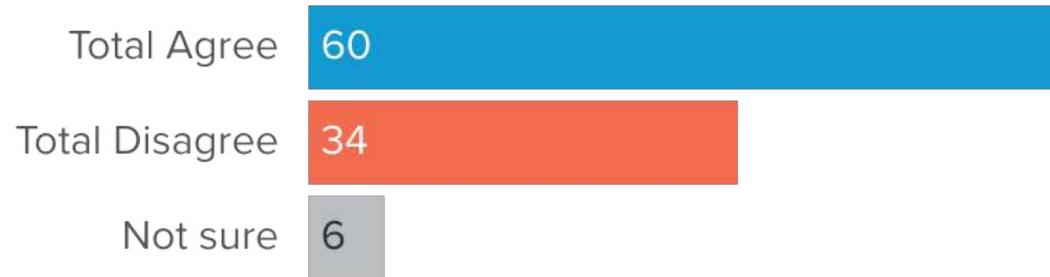
# Voters Want Reproductive Freedom for All

The Freedom Frame is an effective argument on abortion and other individual healthcare rights.

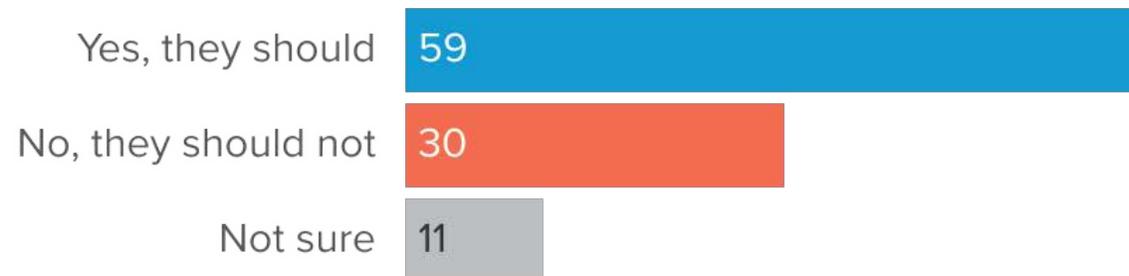
Do you believe every woman has the **freedom** to choose for herself if, when and with whom to start or grow a family?



Do agree or disagree that a woman should have the **freedom** to choose whether to carry a pregnancy to term?

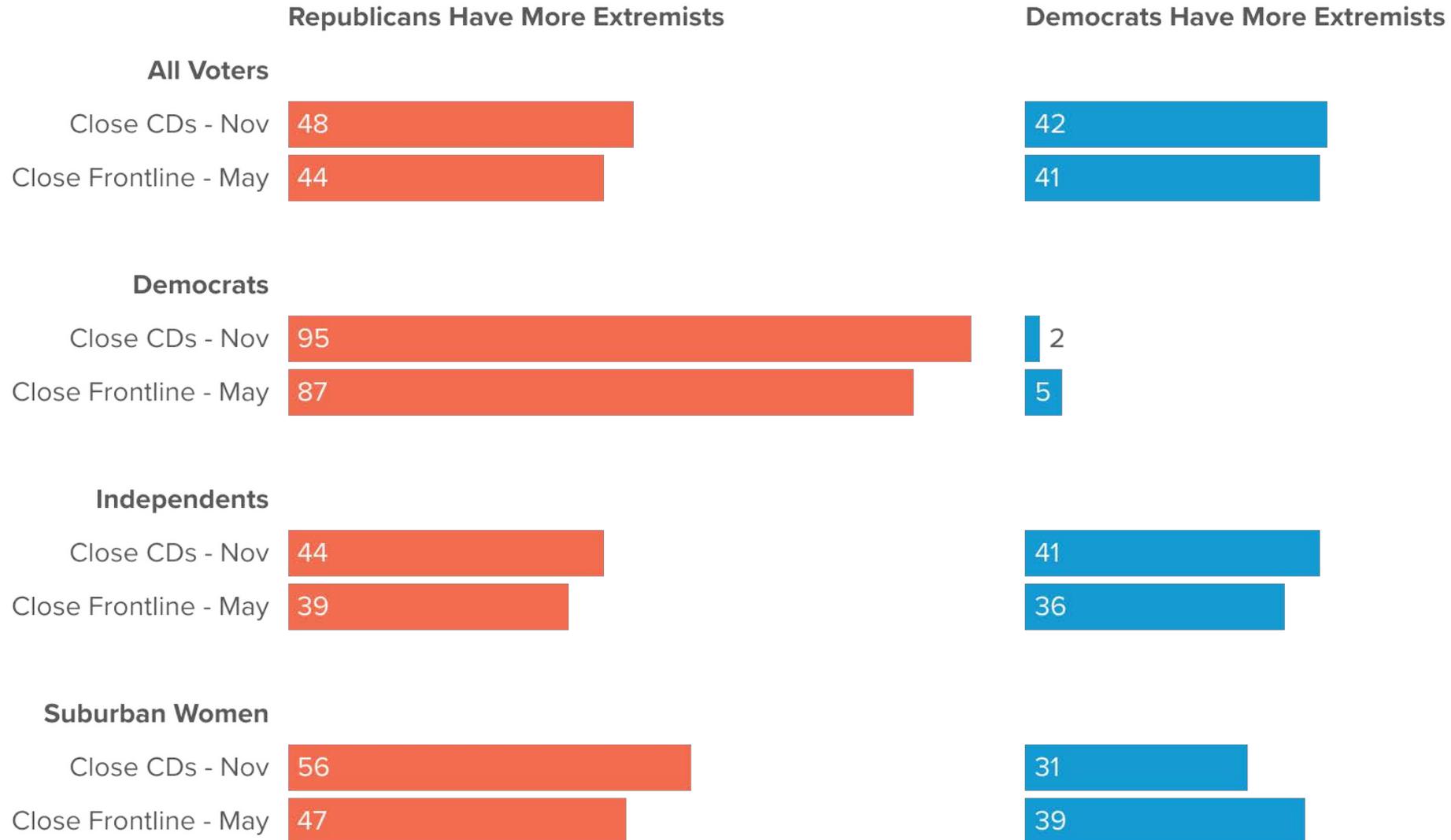


Do you think women should have the **freedom** to choose to have safe and legal abortions in all 50 states?



# Dems Should Continue to Label GOP as Extreme

Data shows that voters who say that Republicans have more extremists are increasing. If Republicans continue to allow their far-right base to set their agenda, Democrats have no option but to contrast with this extremism and defend freedom.

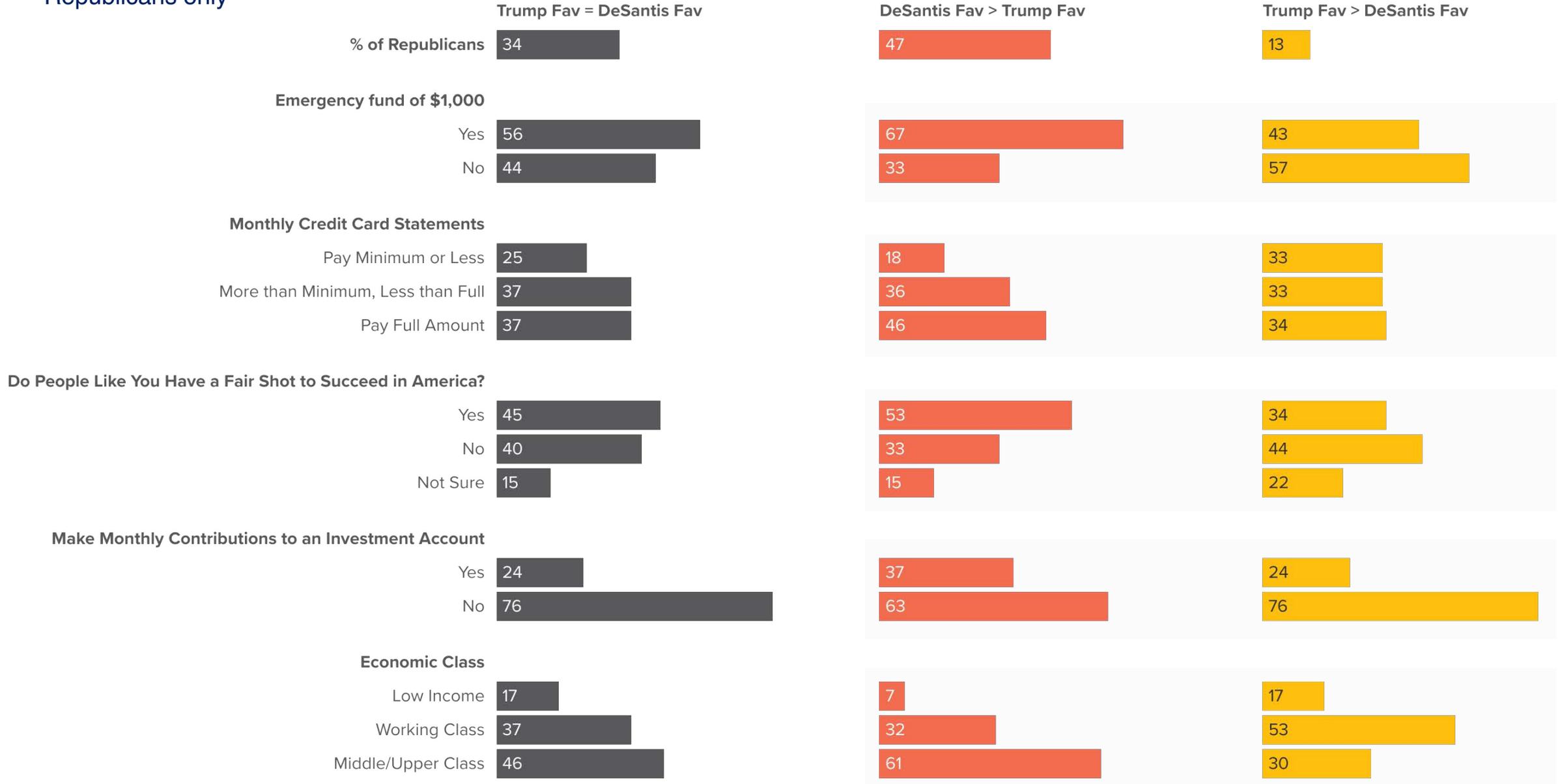


# Wedge Opportunities

**There are clear differences in the type of Republican who supports Donald Trump and the type who supports Ron DeSantis. Trump voters are much less economically secure and more open to populist ideas and brands, such as “Tax the Rich.”**

# Republicans Who Prefer Trump Are Significantly More Stressed Economically

## Republicans only



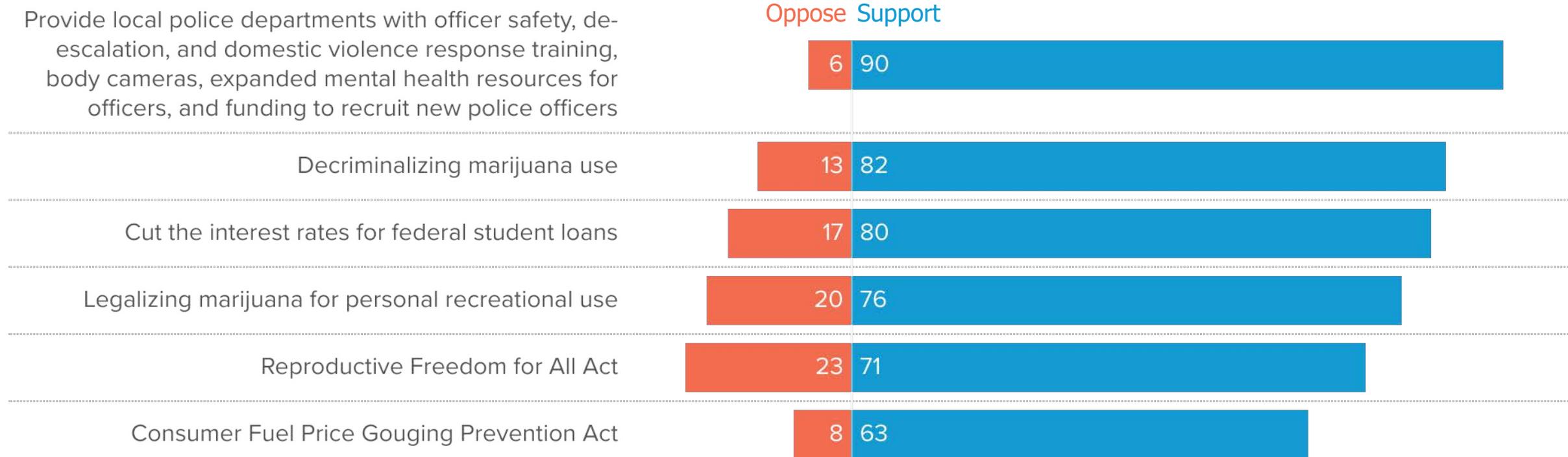
# And Respond Differently to Policies and Slogans

Voters were asked if they would vote for a candidate saying that or vote for someone else. Below are the share of voters who would choose a candidate saying that.

% Would Vote For	Trump Fav = DeSantis Fav	DeSantis Fav > Trump Fav	Trump Fav > DeSantis Fav	Net Prefer Trump - Prefer DeSantis
Tax the Rich	28	28	47	19
Medicare for All	18	17	30	13
\$15/hour Minimum Wage	16	14	26	12
Debt Free College	9	12	23	11
Free Market Capitalism	84	89	61	-28
Public School Choice	87	82	60	-22
Banning Teaching of Critical Race Theory	88	88	68	-20
Save Women's Sports	71	68	51	-17
Law and Order	98	98	84	-14
Banning Abortion	59	47	34	-13
Parent Rights	94	93	80	-13
Repealing Obamacare	86	67	57	-10

# Proposals Democrats Can Use to Divide Republicans

(Somewhat disapprove/Not sure - Biden's Job)



# Next Steps & Recommendations

The 2024 cycle is already underway, and time will tell who Democrats will face. Until then, they need to begin to prepare for all possible outcomes.

- **Continue Defining Republicans as Extreme MAGA:** Voters believe that the new Republican Congress will spend its time attacking Democrats to get re-elected in '24 (62% in close congressional districts) instead of passing legislation to deal with important national issues. Congressional Democrats must make sure voters see that the Republican conference is too extreme to govern.
- **Costs:** Democrats need to hang costs on GOP extremism, obstruction, and political games. The debate around the debt ceiling is a prime opportunity as the Republicans set their sights on cuts to popular programs like Social Security and Medicare.
- **Vice President Harris:** VP Harris should own Reproductive Freedom as a counter to right-wing extremism and consumer protection policies to show the Administration's focus on lowering the cost of living. The VP's recent remarks centering freedom and liberty on what would have been the anniversary of *Roe v Wade* are a strong frame for the debate.
- **Additional DeSantis Research:** Further analyze his congressional record as a founding member of the Freedom Caucus and show how out of touch he is with voters on costs. Democrats must also reclaim freedom - a theme DeSantis regularly uses.
- **Split MAGA populists from DeSantis:** Our analysis of Republican voters shows unique divisions in the perspectives of Trump-aligned Republicans and DeSantis-aligned Republicans. Interested parties can leverage those differences to divide the Republican base.

# Recommendations

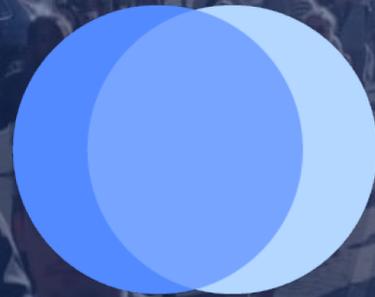
**Democrats need a 24/7 effort to break through the negative sentiment machine.** The voters that Democrats need to win back will take much longer to persuade.

- **The President is driving the Made in America frame.** All Democrats and allied groups need to get on board with this economic policy message.
- **Cost of Living remains a top issue.** Showing how President Biden and his Administration are looking out for working families and fighting to lower costs is crucial.
- **Contrast on Extremism and Kitchen Table Issues.** Extreme MAGA forces continue their crusade against freedom. From reproductive rights to banning books, Democrats have a clear contrast on freedom. Further, Republicans are blocking solutions to kitchen table issues like cost of living, and the GOP plan on Social Security and Medicare is wildly unpopular.

## Focus on DeSantis now.

- **Congressman DeSantis.** DeSantis never talks about his time in Washington, only as Governor. We plan to do deeper dives into DeSantis's record as a congressman to determine the best ways to link him to McCarthy, the Rick Scott plan, and the Republican plan to use the debt ceiling to force Social Security and Medicare cuts.
- **Culture Wars.** The data shows that DeSantis' culture wars are unpopular with the voters who matter most. Democrats will need to use this as part of the extremism contrast.
- **Corruption:** Florida's King of the Swamp.

We will continue research on the actions of the Republican House and how to force greater conflict between Trump and DeSantis.



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