The Playbook

A Look at Swing Congressional Districts and Black Voters Nationwide



Future Majority.org



Future Majority was founded in 2017 to fill the critical need for an outside, non-biased, data-driven strategy center focused on reclaiming freedom and making the American worker the hero of our story.

With our research partners, our team has studied more than 30 million data points from 210,000+ unique voters. We have built one of the most comprehensive data sets on how American voters feel about issues, their leaders, and their own lives.

This report primarily features data from three recent surveys:

- Swing congressional districts: NE-02, PA-07, and PA-17. The survey of 1,635 voters (NE-02 n=548, PA-07 n=592; PA-17 n=495) was fielded September 16-23, 2024.
- Black voters nationwide: The survey of 811 Black voters was fielded September 16-25, 2024.
- Swing congressional districts: CA-22, NE-02, NY-17, PA-07, and PA-17. The survey of 2,429 voters (CA-22 n=479, NE-02 n=437, NY-17 n=433, PA-07 n=406; PA-17 n=543) was fielded August 10-17, 2024.

We define **Movable Voters** as meeting one of the following categories: Somewhat disapprove of the job Kamala Harris is doing as Vice-President or are not sure; Undecided or Third Party in the presidential race; Support Trump or Harris, but say there is a chance they could change their minds



Governing Landscape

Governing Landscape with Swing CDs Voters



Swing district voters remain divided on who they want to lead but are much more united around the solutions to challenges. Voters are clearly ready for leaders who bring solutions to address the challenges of today and the future rather than arguing over the past.

Topline findings from CDs:

- Vice President Harris and Congressional Democrats maintain a narrow advantage in the upcoming elections. Harris maintains a 2-point advantage in the competitive swing districts.
- High costs persists as the top issue for voters, particularly those we define as "movable." The cost of groceries have been an outsized stressor for voters, and they are more than ready to hear solutions that will result in lower costs and increasing opportunity to build financial freedom. Voters are also broadly supportive of innovative ideas to help foster small business and entrepreneurs' success.
 - However, these movable voters are among the hardest to reach and least trusting group. Vice President Harris needs to get to 65-70% with them in normal turnout.
- In many cases, partisans weigh down support. On immigration in particular, Republicans and some Independents are driving the intensity in the numbers. However, 58% of voters support the Biden Administration's recent executive order to reduce illegal border crossings. Democrats should continue to educate voters about the current immigration policies and Republican obstruction to a bipartisan solution earlier this legislative session. (August 2024 survey)



Among Black voters nationally, Vice President Harris leads Donald Trump 77% to 16% with 7% undecided. With 18-34-year-olds, Harris leads 63% to 26% with 11% undecided, whereas Harris is getting 83% of the vote between ages 50 to 64 and 93% ages 65+. In 2020, President Biden received 92% of the Black vote.

Topline findings from Black voters:

- Despite commentary from political observers, the deficit is NOT just with younger Black men. Rather, it is Black voters under 49 both men and women. On most measures there is a 20–30-point margin with voters under the age of 49 compared to voters over the age of 49.
- Harris' favorable is 73% with all Black voters. It is 53% with under 34-year-olds and 57% under 49-year-olds. Trump's favorable is only 16% (same as his vote share) but is 27% with under 34-year-olds and 25% under 49-year-olds. Note: Job Approval numbers are about the same.
- The data suggests this is all about the pocketbook. Voters are moved by the desire to achieve financial freedom with an emphasis on work, wages, wealth. Our data shows the Harris Economic Opportunity frame works in these frames. The Black Economic Alliance's leadership on "work, wages, wealth" tests extremely high and is a good blueprint for candidates to discuss pocketbook issues. The specifics of the Harris plan are popular with voters. The more specific, the better.

Harris maintains advantage among Movables



"If the presidential election were held today, who would you vote for?"

	Total	Dem	Ind	GOP	Movable	18-34
Kamala Harris & Tim Walz, the Democrats	48	95	32	4	38	55
Donald Trump & JD Vance, the Republicans	46	2	32	92	15	36
Not sure	6	3	36	5	47	9
Net Harris	+2	+93	0	-88	+23	+19

Harris trails Biden 2020 margin among Black voters



In 2020, President Biden won the support of 92% of Black voters nationally

"If the presidential election were held today, who would you vote for?"

	Total	Men	Women	18-34	35-49	50-64	65+
Kamala Harris & Tim Walz, the Democrats	77	74	80	63	67	83	93
Donald Trump & JD Vance, the Republicans	16	19	13	26	24	10	5
Not sure	7	6	7	11	9	7	2
Net Harris	+61	+55	+67	+37	+43	+73	+88

Dems maintain advantage in tossup CDs



"If the election for the U.S. House of Representatives were held today, who would you vote for?"

	NE-02	PA-07	PA-17
The Democrat	49	47	46
(NE-02: Tony Vargas, PA-07: Susan Wild; PA-17: Chris Deluzio)	+1 since Aug	No change	-2 since Aug
The Republican	41	43	42
(NE-02: Don Bacon; PA-07: Ryan McKensie; PA-17: Rob Mercuri)	-2 since Aug	No change	+2 since Aug
Not sure	10	9	12
	No change	No change	No change
Net Dems	+8	+4	+4

Movable voters want to hear about lowering costs



"If it comes down to just one thing, which type of candidate are you more likely to vote for this year?"

	Total	Dem	Ind	GOP	Movable	18-34	Black Voters*
A candidate who talks most about protecting your rights and freedoms	50	62	46	40	27	46	53
A candidate who talks most about jobs and lowering the cost of living	37	29	32	47	49	43	40
Not sure	12	9	22	14	24	12	8

Voters are dissatisfied with how government works



"Thinking about the US government and its role in your life, how well do you think it is working for you?"

		Total	Dem	Ind	GOP	Movable	18-34	Black Voters*
Very well		8	15	2	1	1	3	11
Somewhat well		27	47	22	8	19	16	41
Not too well		22	21	18	24	32	28	24
Not well at all		41	12	53	66	41	48	21
Not sure		3	4	6	1	7	3	3
	Total Well	34	62	24	9	20	19	<i>52</i>
	Net Well	-29	+28	-67	-81	-53	-29	+7



"Would you say your income is:"

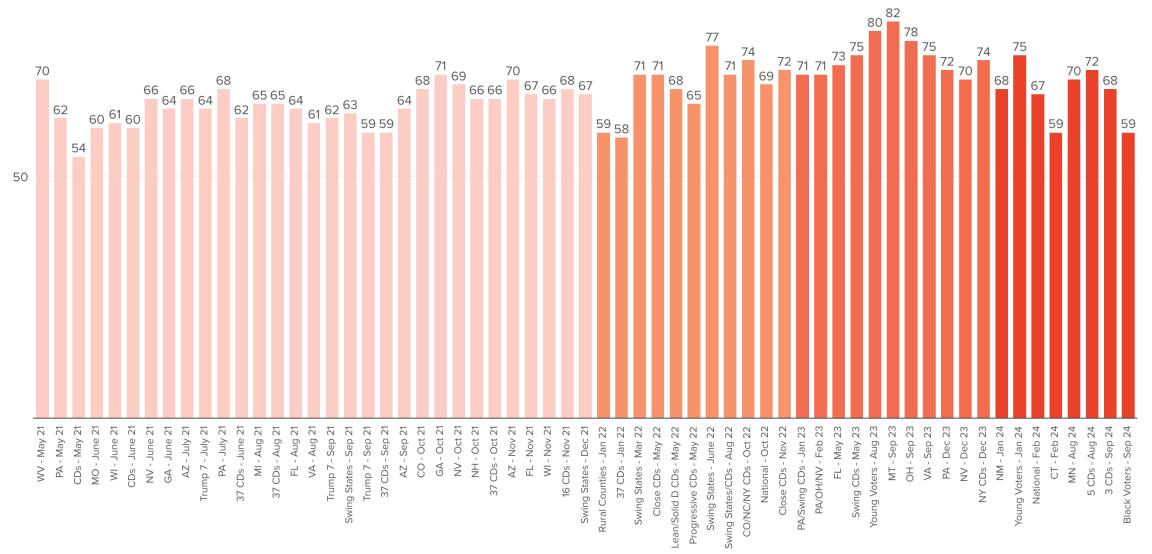
	Total	Dem	Ind	GOP	Movable	18-34	Black Voters*
Going up faster than the cost of living	4	6	6	2	4	4	8
Staying about even with the cost of living	26	36	15	17	25	18	30
Falling behind the cost of living	68	55	75	80	66	76	59
Not sure	2	2	5	2	5	2	3

This defines the past 4 years

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The share of respondents saying their income has been falling behind the cost of living has consistently risen over the last three years (% Responding Their Income Falling Behind)





"How much do you trust the news media in general?"

	Total	Dem	Ind	GOP	Movable	18-34	Black Voters*
Trust a lot	6	12	4	1	3	4	9
Trust some	29	49	18	9	21	23	49
Trust a little	25	29	28	21	38	29	26
Do not trust at all	39	10	50	69	38	44	16
Net A Lot/Some	-30	+22	-56	-80	-50	-46	+16

Movable voters skeptical of both groups' focus on key issues 🔵 Future

"Which party is more focused on each of the following?"

Only Movable Congressional District Voters

	Democrats	Republicans	Both of them	Neither of them	Not sure	Net Dems
Cracking down on large corporations	34	4	5	45	12	+30
Helping you make money and keep more of the money you make	12	29	6	41	12	-11
Creating good paying jobs that pay the bills (rent, health, cell, food, gas, car)	18	23	13	35	11	-5
Reducing taxes on the middle class	27	18	8	35	12	+9
Reducing people's dependency on government support	2	42	9	35	12	-40
Investing in small businesses	18	21	11	32	18	-3
Helping people when they hit a tough point in life and need government support	45	4	9	30	12	+41
Creating wealth	5	33	18	25	18	-28
Investing in entrepreneurs	13	22	14	25	25	-9
Reducing taxes on the wealthy	11	43	16	22	8	-32
Improving the stock market	4	42	25	13	16	-38
Supporting large corporations	4	42	39	5	10	-38

Dems Must Have a Message on Creating Wealth with Black Voters



"Which party is more focused on each of the following?"

Only Black Voters Nationwide

	Democrats	Republicans	Both of them	Neither of them	Not sure	Net Dems
Helping you make money and keep more of the money you make	56	17	6	15	6	+39
Creating wealth	41	23	14	14	8	+18
Creating good paying jobs that pay the bills (rent, health, cell, food, gas, car)	65	12	7	12	4	+53
Reducing taxes on the wealthy	21	61	6	9	4	-40
Reducing taxes on the middle class	71	11	2	12	3	+60
Improving the stock market	35	24	20	10	11	+11
Investing in small businesses	68	10	7	9	5	+58
Investing in entrepreneurs	56	14	9	10	11	+42
Supporting large corporations	11	61	21	3	5	-50
Cracking down on large corporations	71	4	3	16	6	+67
Helping people when they hit a tough point in life and need government support	73	4	6	13	5	+69
Reducing people's dependency on government support	30	35	9	15	10	-5



Policy Agenda for the Future

Voters support proposals to lower costs & increase wealth



% Total Support *(% Net Support*)

	Total CDs Voters	Total Black Voters*
Establishing a \$6,000 newborn child tax credit to help parents afford child care and other expenses	87 (+79)	87 (+79)
Making tips tax free for workers who work in restaurants or other tip-based employment	86 (+78)	86 (+78)
Allow workers to maintain or rollover their benefits like healthcare, retirement from job to job throughout their working career	78 (+67)	91 (+87)
Allow taxpayers to deduct from their taxes the sale of their homes if they incur a loss on that home sale if they make less than \$400,000 a year	69 (+55)	79 (+72)
Allow homeowners making under \$150,000 household income to convert their mortgage interest deduction into a refundable credit	67 (+ 50)	85 (+<i>80</i>)
A \$25,000 tax credit to help allow first time homeowners afford to invest in real estate	62 (+29)	85 (+76)



"Do you support or oppose expanding the Earned Income Tax Credit (EITC)? The proposal would reform the federal EITC, one of the nation's most effective anti-poverty programs, by expanding it to low-income younger workers (ages 19-24) and older workers (ages 65 and older) without dependent children, increasing the maximum size of the credit for workers without children to roughly \$1,700, and expand income eligibility to working adults without dependent children earning up to \$24,000 for unmarried filers and \$31,000 for married filers."

	Total	Dem	Ind	GOP	Movable	18-34	Black Voters*
Strongly support	36	57	38	12	35	71	65
Somewhat support	26	26	23	27	32	19	18
Somewhat oppose	8	2	8	15	4	0	2
Strongly oppose	8	1	9	16	6	0	2
Not sure	22	14	22	29	23	10	12
Total Support Net Support	62 +45	83 +80	61 +45	39 +7	67 +57	90 +90	83 +78

Voters support options to lower education costs



50% Sample saw each question % Total Support (*% Net Support*)

	Total CDs Voters	Total Black Voters*
Would you support or oppose a policy that would increase Pell Grant amounts and terms given to low-income students who attend community colleges to be able to complete their undergraduate education without debt?	68 (+43)	90 <i>(+86)</i>
Do you support or oppose universal free community college for all students who want to attend one?	63 (+30)	86 (+75)

Voters support removing arbitrary degree requirements



"Do you support or oppose removing unnecessary degree requirements, understanding that holding a certain degree does not necessarily address one's skills, for federal government jobs to increase opportunities for Americans without a four-year degree?"

	Total	Dem	Ind	GOP	Movable	18-34	Black Voters*
Strongly support	42	55	46	28	49	52	60
Somewhat support	33	31	30	37	33	30	21
Somewhat oppose	8	5	5	12	5	4	9
Strongly oppose	8	2	9	13	5	6	5
Not sure	9	7	9	10	8	7	5
Total Support Net Support	76 +60	86 +79	77 +63	65 +40	81 +70	83 +73	81 +68

Voters overwhelmingly support small biz tax deductions



"Do you support or oppose allowing entrepreneurs and small business owners up to a \$50,000 tax deduction to help grow their business?"

	Total	Dem	Ind	GOP	Movable	18-34	Black Voters*
Strongly support	35	49	30	23	27	36	59
Somewhat support	36	37	32	36	37	39	27
Somewhat oppose	10	5	21	14	15	10	5
Strongly oppose	8	1	11	15	8	3	3
Not sure	10	8	5	13	14	12	7
Total Support	71	86	62	58	64	75	86
Net Support	+53	+80	+29	+29	+42	+62	+79

Voters support new retirement options for entrepreneurs



"Would you support or oppose expanding the ability for entrepreneurs to utilize catch up contributions for their retirement by removing restrictions on contributions to their retirement accounts after the contribution period ends for a calendar year?"

	Total	Dem	Ind	GOP	Movable	18-34	Black Voters*
Strongly support	29	35	27	23	26	23	50
Somewhat support	33	30	27	37	27	25	28
Somewhat oppose	6	4	11	7	11	7	2
Strongly oppose	2	1	7	3	6	1	1
Not sure	30	30	28	30	29	43	19
Total Support Net Support	62 +54	65 +60	54 +36	60 +50	53 +36	49 +40	78 +75

Voters split on long-term capital gains tax



"To help pay for investments in America's families, would you support or oppose establishing a 28% long term capital gains tax, which are the taxes someone pays on the profits from the sale of assets, such as stocks and some real estate?" (50% Sample)

	Total	Dem	Ind	GOP	Movable	18-34	Black Voters*
Strongly support	17	31	17	2	13	23	29
Somewhat support	23	34	28	10	32	25	30
Somewhat oppose	11	10	17	10	13	7	8
Strongly oppose	32	4	34	62	23	19	12
Not sure	17	21	2	15	19	26	21
Total Support	40	65	45	12	45	48	59
Net Support	-3	+50	-6	-61	+9	+22	+39

Voters support long-term capital gains tax on wealthy



"To help pay for investments in America's families, would you support or oppose establishing a 39.6% long term capital gains tax, which are the taxes someone pays on the profits from the sale of assets such as stocks, on those making more than \$1 million per year?" (50% Sample)

	Total	Dem	Ind	GOP	Movable	18-34	Black Voters*
Strongly support	34	58	23	11	31	50	41
Somewhat support	17	22	13	13	12	7	16
Somewhat oppose	9	4	13	14	12	12	9
Strongly oppose	24	2	25	46	16	5	12
Not sure	16	14	26	17	28	26	22
Total Support	50	80	35	23	44	57	57
Net Support	+16	+74	-4	-37	+16	+40	+36



Financial Freedom Frame Messaging

An Opportunity Economy delivers financial freedom



"If a candidate for office said the following when campaigning, would you consider voting for them or would you vote for someone else: "An Opportunity Economy empowers Americans to achieve financial freedom, where everyone has a fair shot not just to get by, but to get ahead, and build a bright and secure future for Americans and their families."?

	Total	Dem	Ind	GOP	Movable	18-34	Black Voters*
Definitely vote for	28	48	16	8	12	21	54
Consider voting for	30	37	34	23	45	38	25
Would make no difference	26	13	35	39	30	31	14
Consider voting for someone else	6	2	5	11	7	4	2
Definitely vote for someone else	9	1	10	19	6	6	5
Total Vote For	58	84	51	31	57	<i>59</i>	79
Net Vote For	+42	+81	+37	+1	+44	+50	+72

Voters drawn to emphasis on work, wages, wealth



"If a candidate for office said the following when campaigning, would you consider voting for them or would you vote for someone else: "Work, Wages, and Wealth are the pillars that create true financial freedom, giving you and your family a fair shot at building a stronger, more prosperous future. We need to stop pitting people against each other, and focus on how to invest and grow our communities."?

	Total	Dem	Ind	GOP	Movable	18-34	Black Voters*
Definitely vote for	28	44	19	13	13	24	50
Consider voting for	39	39	39	39	51	48	27
Would make no difference	26	15	35	37	33	25	16
Consider voting for someone else	4	1	4	8	0	1	4
Definitely vote for someone else	2	1	3	4	2	2	3
Total Vote For	67	83	57	52	64	72	77
Net Vote For	+60	+81	+50	+41	+61	+68	+70

Voters are tired of dysfunction inhibiting their freedom



If a candidate for office said the following when campaigning, would you consider voting for them or would you vote for someone else: "Too much government dysfunction is because of obstruction. Government should be providing you with the tools to create financial freedom, not standing in the way of your success. It's time to elect leaders who are committed to making government work for the people again, ensuring it becomes a partner in progress rather than an obstacle."?

	Total	Dem	Ind	GOP	Movable	18-34	Black Voters*
Definitely vote for	31	40	20	23	16	30	50
Consider voting for	38	38	37	39	53	42	29
Would make no difference	22	18	28	26	24	24	15
Consider voting for someone else	5	3	7	7	2	2	2
Definitely vote for someone else	4	1	7	5	4	2	3
Total Vote For	69	78	57	62	69	72	79
Net Vote For	+60	+74	+43	+50	+62	+68	+73

Voters want to focus on investments in everyone



"If a candidate for office said the following when campaigning, would you consider voting for them or would you vote for someone else: "Let's move beyond DEI to focus on Opportunity and Freedom and deliver work, wages, and wealth to all Americans. We need to focus on how investing in communities of color and poor communities will increase our growth and GDP, not pit people against each other. Investing in everyone means that we are leveraging our diversity to grow our communities, which makes a stronger economy for everyone."?

	Total	Dem	Ind	GOP	Movable	18-34	Black Voters*
Definitely vote for	25	42	16	8	8	26	43
Consider voting for	30	36	23	26	43	32	25
Would make no difference	26	14	33	37	32	25	18
Consider voting for someone else	10	5	14	14	10	5	6
Definitely vote for someone else	9	3	14	14	6	12	8
Total Vote For	55	78	39	34	52	59	67
Net Vote For	+36	+70	+11	+6	+36	+42	+52



Digging Deeper on: Income and Costs

High costs have been overwhelming for voters



"How stressful have inflation and rising costs been to you personally?"

	Total	Dem	Ind	GOP	Movable	18-34	Black Voters*
Very stressful	47	32	56	62	49	61	48
Somewhat stressful	35	42	25	30	32	27	34
Not too stressful	14	22	12	6	15	10	14
Not at all stressful	3	4	5	1	3	2	3
Not sure	0	0	1	0	1	0	1
Total Stressful	82	74	82	<i>92</i>	81	89	<i>82</i>
Net Stressful	+65	+48	+65	+85	+63	+78	+65

Voters ID groceries & housing costs as top stressors



What aspects of the cost of living gives you the most stress? Please choose two. % Total Most Stress

	Total CDs Voters	Total Black Voters*
Groceries	64	61
Utility bills	39	40
Rent or mortgage payments	33	46
Gas	30	23
An unexpected \$1,000 cost	26	30
Payments for other types of loans/debt	24	36
Prescription medications	19	21
Car payments	16	18
An unexpected \$100 cost	12	18
None of these stress me	7	6
Child care	7	7

Voters not satisfied with current savings & investments



"How satisfied are you with your current levels of investments and savings for the future?"

	Total	Dem	Ind	GOP	Movable	18-34	Black Voters*
Very satisfied	14	17	14	10	9	10	5
Somewhat satisfied	30	30	23	31	24	18	28
Not too satisfied	25	22	27	28	27	29	27
Not at all satisfied	27	26	34	27	36	40	34
Not sure	4	4	2	4	4	4	6
Total Satisfied	43	47	37	41	33	28	33
Net Satisfied	-9	-1	-23	-14	-30	-41	-28

Voters are not saving enough to retire



"Do you think you are saving enough to be able to retire comfortably?"

		Total	Dem	Ind	GOP	Movable	18-34	Black Voters*
Yes		29	33	32	26	23	21	19
No		56	52	54	60	57	64	69
Don't Know		14	15	14	14	20	15	11
	Net Yes	-27	-19	-22	-34	-34	-43	-50

Younger voters far more dissatisfied with income levels



"How satisfied are you with your current level of income you and your family make?"

	Total	Dem	Ind	GOP	Movable	18-34	Black Voters*
Very satisfied	15	19	9	11	9	11	10
Somewhat satisfied	44	47	41	40	39	29	38
Not too satisfied	24	19	25	29	28	34	27
Not at all satisfied	17	14	22	19	23	26	24
Not sure	1	0	3	1	1	0	1
Total Satisfied	58	67	50	52	48	40	48
Net Satisfied	+17	+34	+3	+5	-3	-19	-3

Younger Black voters skeptical Dems protect their financial interests



Do you agree or disagree with the statement: "Voting for Democrats is in my financial interests"?

	Total	Men	Women	18-34	35-49	50-64	65+
Strongly agree	44	39	47	22	32	54	62
Somewhat agree	26	28	25	33	22	25	27
Somewhat disagree	6	7	5	7	12	4	2
Strongly disagree	18	20	16	30	26	12	7
Not sure	6	6	7	9	9	5	3
Total Agree	70	67	72	55	54	78	88
Total Disagree	24	28	21	36	37	17	9
Net Agree	+46	+39	+51	+19	+17	+61	+ 79

Generational divides emerging on financial interests



Do you agree or disagree with the statement: "Voting for Republicans is in my financial interests"?

	Total	Women	Men	18-34	35-49	50-64	65+
Strongly agree	13	10	16	22	18	8	5
Somewhat agree	6	6	7	9	9	4	4
Somewhat disagree	9	9	11	9	13	8	6
Strongly disagree	65	68	60	49	51	74	84
Not sure	7	7	6	11	9	6	2
Total Agree	19	16	23	31	27	12	9
Total Disagree	74	77	71	58	64	82	90
Net Agree	-55	-61	-48	-27	-37	-70	-81



Digging Deeper on: Blame for High Costs

Partisans drive blame for high costs



"Who or what do you think is most responsible for the cost of living these days?"

	Total	Dem	Ind	GOP	Movable	18-34	Black Voters*
Big corporations gouging customers	45	81	46	6	46	53	70
President Joe Biden/government spending	43	3	42	87	34	34	13
Foreign governments influence the global markets	2	3	2	1	5	2	6
Labor shortages	2	3	1	1	5	4	2
Not sure	8	10	9	5	11	7	9

Voters more split on blame for high costs of housing



"Who or what do you think is most responsible for the cost of housing these days?"

	Total	Dem	Ind	GOP	Movable	18-34	Black Voters*
Corporate landlords backed by Wall Street private equity firms	37	56	46	15	43	50	50
High interest rates set by the federal government regulators	33	12	25	58	27	24	30
Local market of supply and demand	19	21	19	17	21	16	10
Not sure	11	11	10	11	9	11	9

Voters blame insurance companies for healthcare costs



"Who or what do you think is most responsible for the cost of healthcare?"

	Total	Dem	Ind	GOP	Movable	18-34	Black Voters*
Insurance companies / pharmacy benefit managers	52	68	56	34	52	54	55
The government	20	6	18	36	12	16	13
Drug manufacturers	12	13	4	14	16	12	16
Hospitals	4	4	6	3	5	4	5
Not sure	5	4	6	6	6	5	6
Other	6	5	10	7	9	8	5

Voters support taking on insurance companies & PBMs



If a candidate for office said the following when campaigning, would you consider voting for them or would you vote for someone else: "I will fight to bring down prescription drug costs by taking on pharmacy middlemen, who raise consumers' prices for their own gain and squeeze independent pharmacies' profits."?

	Total	Dem	Ind	GOP	Movable	18-34	Black Voters*
Definitely vote for	30	51	14	10	15	25	56
Consider voting for	38	41	35	36	52	49	26
Would make no difference	25	6	45	42	31	22	15
Consider voting for someone else	4	1	2	7	1	3	0
Definitely vote for someone else	3	1	4	5	2	1	2
Total Vote For Net Vote For	68 +61	92 +90	49 +44	46 +34	67 +65	74 +70	82 +79

Voters overwhelmingly support hospital price transparency



"The Patient Act of 2023 requires hospitals and insurance companies to publicly post procedure prices, including all negotiated rates, for doctor and hospital services. It bolsters federal hospital and health insurance price transparency rules that historically have been plagued by a lack of compliance and standards. Do you support or oppose additional legislation to enforce these rules?"

		Montana	Ohio	Virginia
Strongly support		46	51	56
Somewhat support		34	33	31
Somewhat oppose		2	3	3
Strongly oppose		2	1	2
Not sure		15	12	8
	Total Support	81	84	87



Digging Deeper on: Support for Small Businesses

Voters do not see government as helpful to entrepreneurs



"How helpful do you think the federal government is toward helping small businesses start and grow?"

	Total	Dem	Ind	GOP	Movable	18-34	Black Voters*
Very helpful	4	8	3	1	1	4	10
Somewhat helpful	33	46	25	21	22	27	38
Not too helpful	32	27	20	39	31	33	29
Not at all helpful	19	6	35	28	24	26	9
Not sure	12	13	17	11	21	11	14
Total Helpful	37	54	28	22	23	31	48
Net Helpful	-13	+21	-27	-45	-32	-17	+10

Voters want gov't to prioritize small business success



"How much of a priority should it be for the federal government to help small businesses succeed?"

	Total	Dem	Ind	GOP	Movable	18-34	Black Voters*
Top priority	16	19	9	14	12	15	34
Important priority, but not the top	53	63	48	43	54	56	47
Somewhat of a priority	22	14	22	30	21	20	12
Not a priority at all	7	1	15	11	7	5	4
Not sure	3	2	6	3	5	4	3
Total Top or Important	69	82	57	57	66	71	81

Voters not confident on access to tools start businesses



"If you were to start a business, how confident are you in doing each of the following: % Responding Very/Somewhat Confident (*Net*)

	Total CDs Voters	Total Black Voters*
Access to necessary infrastructure, like roads and bridges, but also reliable, high-speed internet	68 (+48)	68 (+47)
Ability to secure a small business loan to start or expand your business	40 (-4)	37 (-14)
Having access to a fair and competitive marketplace where you can succeed	43 (+1)	50 (+11)
Ability to secure affordable self-employed benefits, like health coverage, retirement, and other incentives	26 (-33)	44 (+1)



Digging Deeper on: Infrastructure

Most voters do not see benefits from Infrastructure Law



"How much do you believe your community has benefitted from the Bipartisan Infrastructure Law, passed by the Biden-Harris administration, and supported by Democrats and Republicans in Congress?

	Total	Dem	Ind	GOP	Movable	18-34	Black Voters*
A lot of benefit	21	39	12	2	8	16	28
Some benefit	20	31	19	8	21	21	31
Not too much benefit	15	7	22	23	23	14	14
No benefit at all	26	2	26	53	14	22	11
Not sure	18	20	22	14	34	27	16
Total Benefit	40	70	31	10	29	37	59
Net Benefit	-2	+60	-17	-66	-8	+1	+34

Most voters say local infrastructure is sound



How safe and reliable are the roads and bridges in your community?

	Total	Dem	Ind	GOP	Movable	18-34	Black Voters*
Very safe & reliable	18	17	17	19	15	19	22
Somewhat safe & reliable	56	61	53	51	57	47	53
Not too safe or reliable	18	17	19	19	21	24	17
Not at all safe or reliable	7	4	8	9	6	9	5
Not sure	1	1	3	1	1	0	3
Total Safe & Reliable	74	78	71	70	72	67	75
Net Safe	+49	+56	+44	+42	+45	+34	+54

Fewer young voters say public transit is safe and reliable



How safe and reliable are other types of public transportation such as buses, trains, airports in your community?

	Total	Dem	Ind	GOP	Movable	18-34	Black Voters*
Very safe & reliable	17	18	15	16	14	16	19
Somewhat safe & reliable	43	46	36	40	38	31	43
Not too safe or reliable	17	17	16	17	16	25	18
Not at all safe or reliable	8	7	14	8	17	19	8
Not sure	15	12	19	19	15	9	12
Total Safe & Reliable	60	64	51	56	52	47	62
Net Safe	+35	+40	+21	+31	+19	(+3)	+36

Voters view local energy grids as reliable against weather



How safe and reliable is your local electric system against storms and other forms of extreme weather?

	Total	Dem	Ind	GOP	Movable	18-34	Black Voters*
Very safe & reliable	19	20	19	17	20	21	20
Somewhat safe & reliable	55	56	51	56	50	49	53
Not too safe or reliable	16	17	15	15	16	19	16
Not at all safe or reliable	6	4	8	8	8	7	7
Not sure	3	3	7	4	6	4	4
Total Safe & Reliable	74	76	70	73	70	70	73
Net Safe	+52	+55	+47	+50	+46	+44	+50

4/10 voters are "very satisfied" with connectivity



How satisfied are you with your internet speed and reliability on the device you use most often?

	Total	Dem	Ind	GOP	Movable	18-34	Black Voters*
Very satisfied	41	42	40	39	35	36	39
Somewhat satisfied	45	47	38	45	47	43	43
Not too satisfied	10	9	11	11	11	15	12
Not at all satisfied	3	2	9	4	6	5	5
Not sure	1	0	2	2	1	1	1
Total Satisfied	86	89	78	83	82	86	82
Net Satisfied	+72	+78	+58	+68	+65	+74	+65

Voters are concerned about AI energy demands



"Driven by the AI boom, data centers in the US are projected to consume as much energy as some industrialized economies by 2030, putting a strain on the current electric grid. How concerned are you about these technology advancements causing energy shortages and resulting in higher costs for consumer electric bills?"

	Total	Dem	Ind	GOP	Movable	18-34	Black Voters*
Very concerned	41	41	47	39	41	39	51
Somewhat concerned	42	44	35	40	40	41	28
Not too concerned	11	10	12	12	13	13	10
Not concerned at all	3	1	2	4	2	2	4
Not sure	4	4	4	5	5	6	6
Net Concerned	+69	+74	+68	+64	+67	+64	+65

Voters support investing in nuclear energy infrastructure



"Do you support or oppose the government investing more into expanding energy infrastructure to include more renewable energy like nuclear power to address the energy demand and sustain innovation in technology like artificial intelligence and digital currencies?"

	Total	Dem	Ind	GOP	Movable	18-34	Black Voters*
Strongly support	38	52	37	23	37	57	41
Somewhat support	35	31	28	40	38	24	29
Somewhat oppose	7	5	5	10	6	2	10
Strongly oppose	9	3	15	14	6	5	7
Not sure	11	8	15	13	13	11	14
Total Support	73	84	65	<i>63</i>	75	81	69
Net Support	+57	+76	+45	+39	+62	+73	+52

Voters open to private companies investing in nuclear



"Oracle, a leading technology company, recently announced that it would build three small modular nuclear reactors to help power its data centers through the AI revolution. In May 2024, Amazon announced purchasing a nuclear powered data center. Who do you believe should be leading the way on creating these reactors to power our energy future and next generation energy technology?"

	Total	Dem	Ind	GOP	Movable	18-34	Black Voters*
The government	12	20	10	3	13	17	24
Private technology companies	19	8	26	29	18	13	7
Energy utilities	12	10	9	14	12	10	8
All of the above	37	41	35	32	38	39	39
None of these	4	3	9	4	3	5	6
Not sure	16	18	10	17	16	16	17

Voters are opposed to nuclear-only for crypto mining



"Do you support or oppose cryptocurrency mining efforts that are powered by nuclear energy, which is carbon-free and environmentally friendly?"

	Total	Dem	Ind	GOP	Movable	18-34	Black Voters*
Strongly support	4	1	9	7	4	9	9
Somewhat support	15	14	12	17	18	19	16
Somewhat oppose	15	17	19	11	21	15	18
Strongly oppose	29	27	42	27	27	29	21
Not sure	37	40	18	38	31	28	35
Net Support	-24	-28	-40	-14	-26	-16	-13



Key Lay of Land Notes to Monitor Moving Forward:

- Vice President Harris and Congressional Democrats maintain a narrow advantage in the upcoming elections. Harris maintains a 2-point advantage in the competitive swing districts.
- High costs persists as the top issue for voters, particularly those we define as "movable." 64% of all
 voters say the cost of groceries have been a stressor, and 68% say they are falling behind the cost of living.
 Voters are more likely to blame anti-competitive and monopolistic behavior than government regulations for
 high costs, but this is not always the case.
- Voters are open to an agenda that addresses new challenges and provides innovative ideas to keep America moving forward. 73% of voters say they support expanding energy infrastructure to meet the demands of AI and digital currencies, 71% support creating new tax deductions to help entrepreneurs to start businesses, and numerous other proposals that earn bipartisan support and will lower costs.



"Which of the following would you say gives you the most meaning in your life? Choose two or three."

	Total	Dem	Ind	GOP	Movable	18-34
Your family and/or children	71	64	66	79	65	60
Freedom and independence	49	39	44	58	32	43
Having enough money	43	41	44	44	47	46
Physical and mental health	40	47	43	33	41	38
Friends and community	32	40	27	24	36	45
Helping people and serving your community	26	34	23	20	34	27

Other priorities (% Total Identified): Nature and the outdoors (22%), Education and learning (19%), Travel and new experiences (19%), Hobbies and recreation (17%), Your job and career (17%)



Key Lay of Land Notes to Monitor Moving Forward:

- On the question: "voting for Democrats is in my financial interests." Overall, 70% agree however 56% of under 34-year-old women agree, 53% of under 34-year-old men agree. Just 48% of men ages 35-49 agree.
- "Which party is more focused on: creating wealth?" 41% Democrats, 23% Republicans. Danger sign: Women 18–34 say Democrats 26%, Republicans 28%, Neither 30%. Men 18–34 say Democrats 15%, Republicans 33%, Neither 24%.
- On the question, "How stressful have inflation and rising costs been to you personally?" Overall, 48% very stressful, 34% somewhat stressful. Women 18–34-year-old say 81% percent very stressful.

Specific Harris-Focused Solutions:

- "Allowing entrepreneurs and small business owners up to a \$50,000 tax deduction to help grow their business." 86% support.
- "Establishing a \$6,000 newborn child tax credit to help parents afford childcare and other expenses." 87% support. A \$25,000 tax credit to help allow first-time homeowners afford to invest in real estate." 85% support.
 "Making tips tax-free for workers who work in restaurants or other tip-based employment." 86% support.

Top personal priorities for Black voters



"Which of the following would you say gives you the most meaning in your life? Choose two or three."

Total	Men	Women	18-34	35-49	50-64	65+
68	66	70	55	69	70	73
56	56	57	68	56	52	54
54	53	55	61	54	51	55
53	51	54	53	46	54	59
42	41	43	46	43	42	48
32	35	30	34	48	29	29
	68 56 54 53 42	68 66 56 56 54 53 53 51 42 41	686670565657545355535154424143	6866705556565768545355615351545342414346	68667055695656576856545355615453515453464241434643	686670556970565657685652545355615451535154534654424143464342

Other priorities (% Total Identified): Travel and new experiences (31%), %), Education and learning (28%), Your job and career (22%), Hobbies and recreation (20%), Nature and the outdoors (17%)

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