



To: Interested Parties
From: Joe Dinkin and Adam Gold, Working Families Power
Jonathan Chavez, Justice Research Group
Date: March 17, 2025
Re: Recent Polling

BACKGROUND

In 2023, Working Families Power, in conjunction with HIT Strategies and the Justice Research Group, embarked on a multiyear research project to better define and understand the Multiracial Working Class (MRWC).

The research conducted segmented the working class into seven clusters. We found two left-leaning clusters (Next Gen Left, Mainstream Liberals), one right-wing cluster (Core MAGA), and four cross-pressured clusters (Anti-Woke Traditionalists, Secure Suburbanites, Diverse Disaffected Conservatives and Tuned Out Persuadables), each cross pressured in different ways.

Our work examined the drift of working class voters of all races away from the Democratic Party and we saw that trend accelerate in the 2024 election. Working class voters' views towards the major political parties have been changing for some time. Our research also showed that the working class was generally not more conservative than the rest of the electorate, and was open to much more progressive policies involving economic equity and opportunity than the upper classes. This research has become vital to the organization's efforts and provides a context for understanding how working class voters are engaging (and in some cases not engaging) with politics and government. Links to the full reports on the MRWC can be found at the end of this memo.

NEW FINDINGS

Working Families Power conducted two new polls in February and March of 2025: one focused on current events and messaging around Trump's policies and one looking into the opinions of working class voters who did not vote in 2024.

Our research found that working-class voters are beginning to sour on the Trump administration, with more working class voters disapproving of the job he's doing (53%) than approving (44%). Moreover, working class voters feel that rather than focusing on the issues that directly impact their lives, the Trump administration is focusing time on efforts that they do not prioritize. With regards to people who did not vote in 2024, we found that group to lean conservative and to favor Trump - working class non-voters said they would have voted for Trump over Harris by 18 points. Despite feeling closer to the Republican party's position on most issues, working class non-voters do not appear to particularly trust the Republican or the

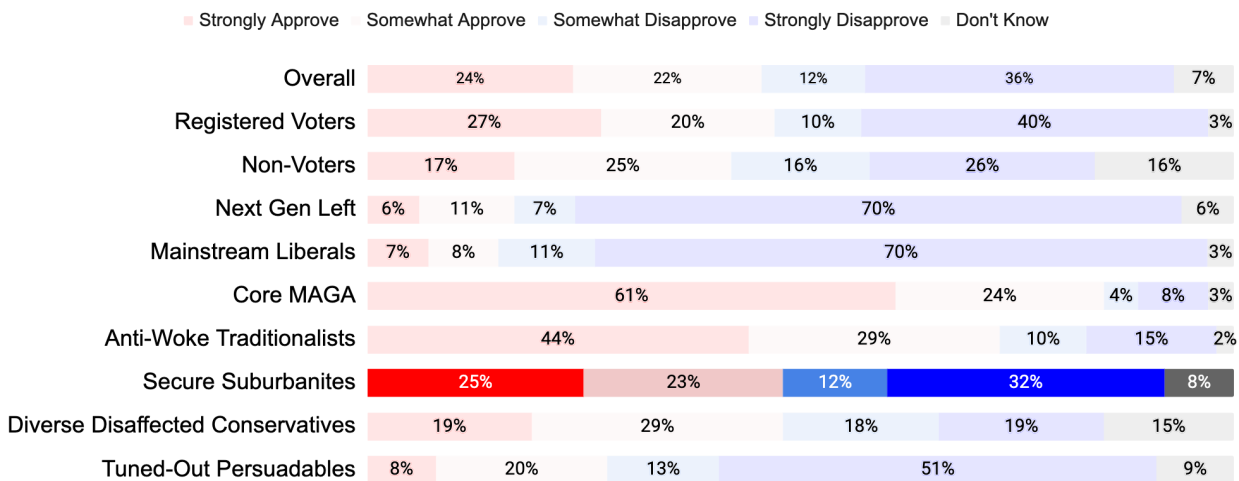
Democratic parties and some sections of the multiracial working class are still quite progressive.

Key findings from both polls are summarized below.

1. Trump’s overall job approval is slightly negative, 46% to 47%, with voters feeling he’s doing a bad job on most issues tested and that he’s not spending enough time focusing on key issues like inflation and jobs.

Trump has a negative approval rating among key constituencies like independent voters, where only 34% approve of the job he’s doing while 56% disapprove. Among working class voters, his approval rating is -9% (44% to 53%). We found significant erosion among the cluster we named Secure Suburbanites. While they voted for him by a 17-point margin, their current favorability rating is only +2%.

Overall, do you approve or disapprove of the job President Trump is doing?

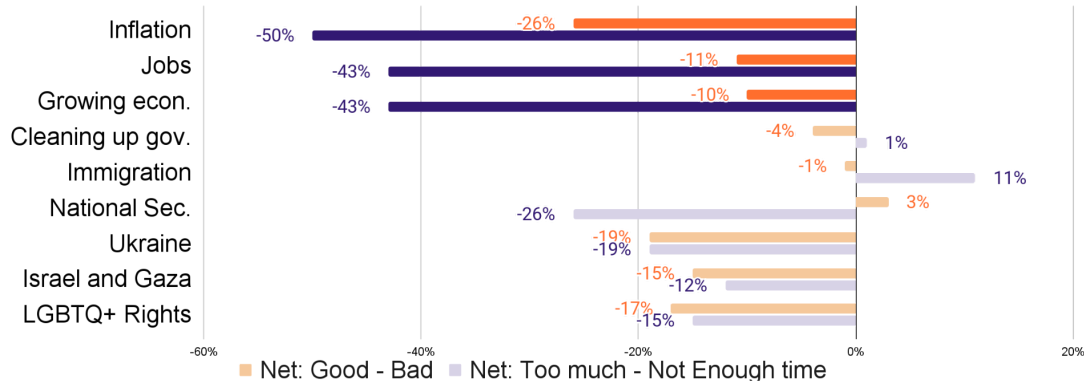


Not only do voters disapprove of the job Trump is doing, they think he is doing a bad job on key issues. We tested nine issues and asked registered voters if they approved of the job Trump is doing. Voters give him extremely poor marks on handling inflation (33% good, 60% bad), jobs (40% good, 52% bad), Ukraine (35% good, 56% bad), and Israel and Gaza (36% good, 51% bad).

Voters also think that Trump is spending his time on the wrong issues. 57% of voters think Trump is not spending enough time on inflation (only 8% think he’s spending too much time). Nearly 2/3 of working class voters (65%) think he’s not spending enough time on inflation, and even one-in-three (35%) GOP voters think he’s not spending enough time on dealing with inflation.

In our post-election polling conducted in November 2024, we found that among working class voters and among Trump voters, Inflation and the Economy were the top two most important issues in choosing a candidate and voters expected those to be Trump’s top two priorities. This apparent difference between voters’ expectations of a Trump presidency and their current perception of its performance represents an opportunity for organizing.

How would you rate the job that President Trump is doing handling each of the following issues? || Do you think President Trump is spending too much time, not enough time, or the right amount of time focusing on each of the following issues:

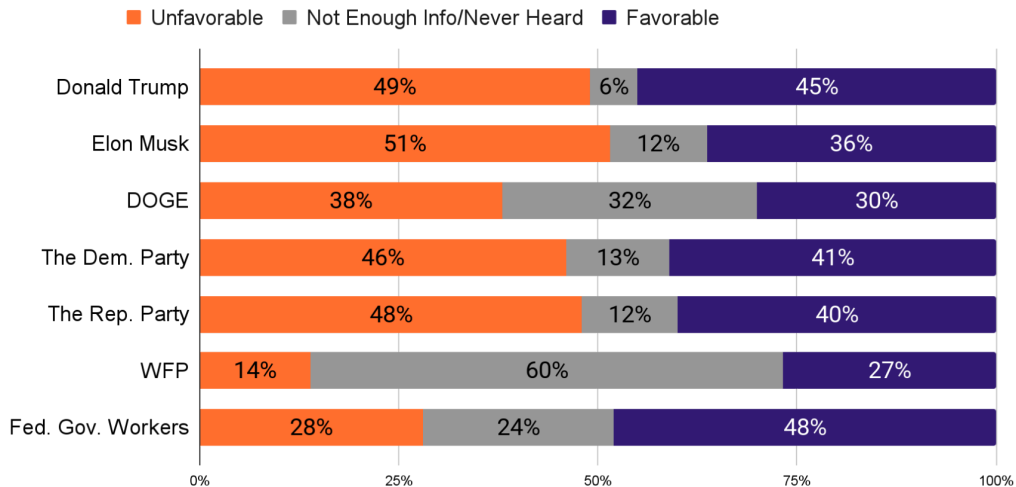


2. Federal government workers have a Net +20% favorability rating, the highest among any group or individual tested.

In addition to benchmarking the favorability of Donald Trump, we tested over a dozen individuals and institutions. Elon Musk and DOGE both had significantly negative ratings, while Federal Government workers had a much higher favorability rating, 48% favorable compared to 28% unfavorable.

Favorability of the Democratic party is slightly negative among registered voters (46% unfavorable to 41% favorable) and among working class registered voters (40% favorable, 46% unfavorable). The Republican Party is also under water, and while only 42% of voters are comfortable rating the WFP, voters are more than twice as likely to have favorable views (27%) than negative views (13%).

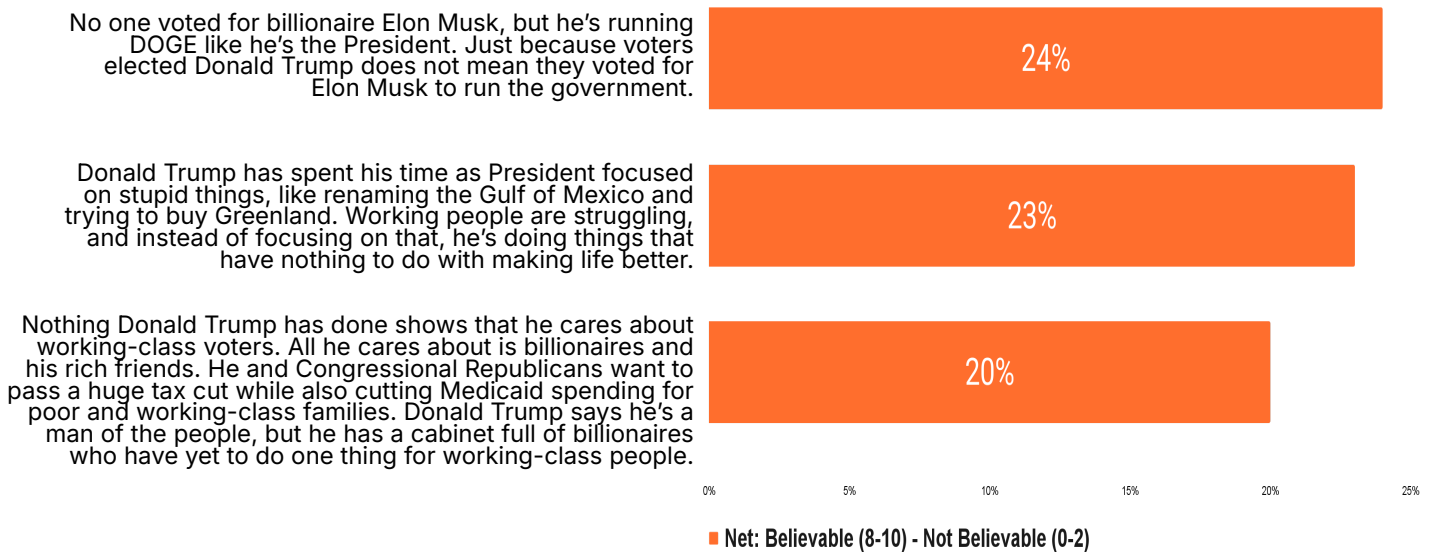
Do you have a favorable or unfavorable view of the following...?



3. Messaging opposing Trump’s agenda that focuses on the fact that the Trump Administration is spending energy on “stupid” things - like renaming the Gulf of Mexico, associating him with Elon Musk and other billionaires at the expense of focusing on working class needs - resonated most strongly.

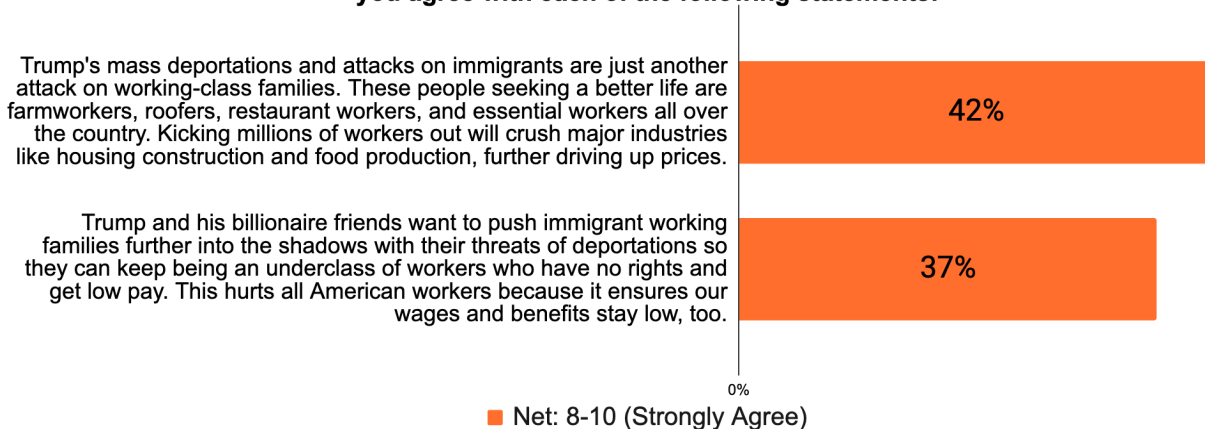
We tested 20 negative messages about Trump’s policies and agenda for believability and all performed well, with between 42% and 48% of voters finding the messages very believable (8-10 on a 0-to-10 scale). Overall, the most effective messages among all voters and working class voters were:

On a scale of 0 to 10, where 0 means not at all believable and 10 means very believable, how believable are each of the following statements?



We tested messages about immigration, the border, deportation, and raids. One message did especially well: Pointing out the impact on real people works.

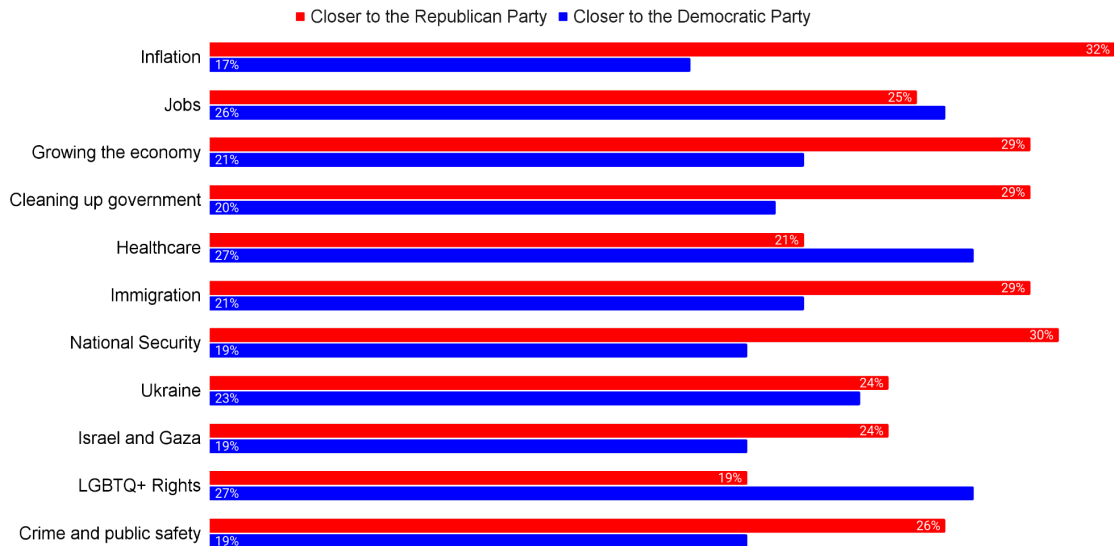
On a scale of 0 to 10, where 0 means completely disagree and 10 means completely agree, how much do you agree with each of the following statements:



4. Many non-voters feel the GOP is closer to them on most issues, lean towards Trump, and are more likely to think that Trump would fix the economy than Harris. Non-voters are not a monolith when it comes to these findings.

When asked who they would have voted for if they had turned out in 2024, non-voters preferred Trump to Harris by a 14-point margin, 40% to 26%. That includes Trump being favored by 42% of working class non-voters (compared to 27% for Harris). On the issues, non-voters feel that they are closer to Republicans than Democrats. Republicans have an advantage on inflation (15%), growing the economy (7%), cleaning up government (9%), immigration (8%), national security (11%), crime and public safety (7%) and Israel and Gaza (5%). Democrats only advantages are on healthcare (6%) and LGBTQ+ issues (8%).

For each of the following issues, please indicate if you feel closer to the Republican Party, closer to the Democratic Party, don't think either party represents you, or if you feel there's no difference between the parties.



Of the MRWC segments, several groups of non-voters lean towards Democrats (and potentially left-leaning third parties) including Next Gen Left (+15% Harris in a hypothetical 2024 match up) and Mainstream Liberals (+34% Harris), while non-voting Tuned Out Persuadables were close to even, favoring Trump by only 3%. These groups represent roughly 35% of non-voters.

The non-voting Secure Suburbanites and Diverse Disaffected Conservatives are groups that are increasingly disappointed with Trump's actions. Trump is six-points underwater with non-voting Secure Suburbanites (38% approval, 44% disapprove), while among Diverse Disaffected Conservatives he holds only a +8% approval rating (43% approval, 35% disapproval).

Anti-woke Traditionalists have continued to trend towards Republicans and while they are not all hard partisans, their views of the Republican Party are generally positive, with 58% having

a favorable view of the GOP and 27% having an unfavorable view. For Democrats, Anti-woke Traditionalists have a negative view - 36% favorable and 39% unfavorable.

RESOURCES

Topline results for the Current Events Messaging poll can be found [here](#).

Topline results for the Non-voter poll can be found [here](#).

Working Families Power's full report on the Multi-Racial Working Class can be found here:

[MRWC Report](#)

METHODOLOGY

Our Current Events Messaging Study of registered voters consisted of N=2,049 interviews. Each study was conducted online and weighted to Census and American Community Survey data based on 14 demographic factors.

CONTACT

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