WORKING FAMILIES PARTY

WFP Messaging Study
Conducted by: The Justice Research Fund
N=2,509 Working Class Registered Voters, including an oversample of Swing Districts* (N=503)
August 7-11, 2025
Credibility interval: +/- 2.7% at the 95% confidence interval.

INTRODUCTION: Thank you for taking this important survey about current events in America. It should take about 15 minutes to complete. Please be assured that all your answers will be kept confidential.

1. What is your age?

18-34	24%
35-49	25%
50-64	27%
65+	23%

2. What is your gender?

Male	48%
Female	51%
Non-binary	<1%
Prefer not to answer	<1%

3. Which of the following category or categories best describes your race or ethnicity? If more than one category applies, please select all that apply.

White, Non Hispanic	67%
Black, Non-Hispanic	13%
Hispanic	10%
AAPI	6%
Other	5%

4. What is the highest level of education you've completed?

Some high school or less	2%
High school or equivalent	24%
Some college, but no degree	19%
Associate's degree / Trade school degree	13%
Bachelor's degree	27%
Graduate degree	11%
Doctorate degree	3%

* AZ-01, AZ-6, CA-13, CA-45, CA-22, CA-41, CO-8, MI-07, MI-10, NJ-7, NM-02, NY-04, NY-17, NC-01, OH-09, OH-13, PA-7, PA-10, TX-34, WA-03WI-1, WI-3,

5. Which of the following best describes your current employment status?

Employed full-time	42%
Employed part-time	9%
Self-employed	6%
Not employed	27%
Not employed / Homemaker	10%
Student	5%

6. **[IF EMPLOYED, ASK]** Do you have more than one paying job? (n=827)

Yes 24%
No 76%

7. The next question is about the total income of YOUR HOUSEHOLD for the PAST 12 MONTHS. Please include your income PLUS the income of all members living in your household (including cohabiting partners and armed forces members living at ...

Less than $25,000	18%
$25,000-$49,999	28%
$50,000-$74,999	24%
$75,000-$99,999	19%
$100,000-$124,999	4%
$125,000-$149,999	2%
$150,000-$174,999	-
$175,000-$199,999	-
$200,000 or more	-
Don't know	1%

8. We understand that plenty of people are not registered to vote, but we are wondering if you are registered to vote?

Yes 100%
No 0%
Not sure   0%

9. The 2020 Presidential elections, where Joe Biden and Donald Trump were the candidates. - Which of the following elections did you vote in, if any? If you do not remember, please just indicate that.

Yes, I voted in this election	84%
No, I did not vote in this	12%
I don't remember if I voted in this election	2%
I was not eligible to vote in this election	2%

10. The 2022 midterm elections. - Which of the following elections did you vote in, if any? If you do not remember, please just indicate that.

Yes, I voted in this election	68%
No, I did not vote in this	26%
I don't remember if I voted in this election	4%
I was not eligible to vote in this election	2%

11. The 2024 Presidential election, where Kamala Harris and Donald Trump were the candidates. - Which of the following elections did you vote in, if any? If you do not remember, please just ind...

Yes, I voted in this election	89%
No, I did not vote in this	9%
I don't remember if I voted in this election	2%
I was not eligible to vote in this election	1%

12. **[IF VOTED IN 2020, ASK]** In the 2020 election, for whom did you vote? (n=1707)

Joe Biden	47%
Donald Trump	46%
Another candidate	3%
I don't remember	1%
Prefer not to answer	3%

13. In the 2024 election, for whom did you vote?

Donald Trump	48%
Kamala Harris	43%
Another candidate	4%
I don't remember	2%
Prefer not to answer	3%

14. On a scale of 0 to 10, where 0 means not at all engaged and 10 means very engaged, how politically engaged are you?

Net: Engaged (8-10)	45%
Net: Neutral (3-7)	46%
Net: Not Engaged (0-2)	9%

0	3%
1	3%
2	4%
3	4%
4	5%
5	11%
6	12%
7	14%
8	17%
9	11%
10	16%

15. When it comes to politics, which of the following do you generally think of yourself as:

Net: Democrat (with leaners)	**44%**
Net: Republican (with leaners)	**43%**
Net: Independent	**10%**
A strong Democrat	16%
A regular Democrat	15%
Independent, leaning Democrat	13%
Unaffiliated or independent	11%
Independent, leaning Republican	10%
A regular Republican	16%
A strong Republican	18%
Another Party (Please specify)	1%
Don't know	1%

16. When it comes to most political issues, do you think of yourself as a...?

Progressive or liberal	15%
Moderate, leaning progressive or liberal	13%
Moderate	33%
Moderate, leaning conservative	10%
Conservative	24%
Don't know	4%

17. All things considered, do you think that things in the country are…

Headed in the right direction	42%
On the wrong track	51%
Don't know	7%

Please indicate whether you have a favorable or unfavorable view of the following individuals and groups. If you have not heard of them, or do not have enough information to rate them, please indicate that.

	Net: Name ID	Fav.	Unfav.	Net Fav.	Very fav.	S'what fav.	S'what Unfav.	Very Unfav.	Not enough info to rate	Never heard of them
18. Donald Trump	96%	43%	53%	-11%	26%	17%	10%	43%	3%	1%
19. The Democratic Party	92%	36%	56%	-19%	17%	20%	22%	34%	6%	2%
20. The Republican Party	92%	39%	52%	-13%	18%	21%	17%	35%	7%	1%
21. Elon Musk	91%	35%	56%	-21%	11%	24%	16%	40%	7%	2%
22. Bernie Sanders	86%	45%	41%	3%	19%	25%	14%	28%	9%	5%
23. JD Vance	86%	37%	49%	-12%	20%	16%	14%	35%	9%	5%
24. DOGE	74%	30%	44%	-13%	15%	15%	12%	32%	14%	12%
25. Chuck Schumer	72%	27%	45%	-18%	9%	18%	17%	28%	16%	12%
26. Alexandria Ocasio-Cortez	68%	28%	41%	-13%	13%	15%	12%	29%	15%	17%
27. Mike Johnson	61%	26%	34%	-8%	9%	17%	12%	22%	20%	20%
28. The Libertarian Party	58%	21%	37%	-16%	4%	17%	20%	17%	32%	10%
29. Hakeem Jeffries	57%	25%	33%	-8%	10%	15%	12%	21%	20%	23%
30. Green Party	48%	19%	30%	-11%	4%	15%	14%	15%	35%	16%
31. Zohran Mamdani	48%	15%	34%	-19%	6%	8%	10%	23%	22%	30%
32. Stephen Miller	43%	17%	26%	-9%	7%	10%	9%	17%	25%	32%
33. John Thune	40%	15%	25%	-10%	5%	10%	13%	12%	26%	33%
34. The Working Families Party	38%	25%	14%	11%	9%	16%	7%	7%	26%	35%

Overall, do you approve or disapprove of the job that each of the following is currently doing?

	Approve	Disapprove	Net: App. – Dis.	Strongly Approve	Some-what Approve	Some-what Dis-approve	Strongly Dis-approve	Don't know
35. President Trump	46%	52%	-6%	27%	19%	11%	41%	2%
36. Republicans in Congress	41%	52%	-11%	16%	25%	17%	35%	6%
37. Democrats in Congress	38%	54%	-16%	13%	25%	23%	32%	7%

How would you rate the job that President Trump is doing handling each of the following issues?

	Exc./ Good	Not so good/ Poor	Net: Good - Bad	Excellent	Good	Not so good	Poor	Don't know
38. Inflation and cost of living	32%	65%	-32%	13%	20%	19%	46%	3%
39. Jobs	39%	56%	-17%	15%	24%	22%	34%	6%
40. Improving the economy	38%	59%	-21%	18%	20%	20%	39%	3%
41. Trade and Tariffs	35%	60%	-24%	18%	18%	18%	42%	5%
42. Taxes	35%	58%	-22%	14%	22%	20%	38%	7%
43. Cleaning up government corruption, waste, fraud, and abuse	41%	53%	-12%	19%	22%	15%	38%	6%
44. Releasing information about Jeffrey Epstein	25%	63%	-39%	8%	17%	19%	44%	12%
45. Healthcare	36%	59%	-24%	13%	23%	19%	40%	5%
46. Immigration	45%	51%	-6%	26%	20%	14%	37%	4%
47. National Security	49%	45%	3%	24%	25%	15%	30%	6%
48. Ukraine	33%	58%	-26%	10%	22%	20%	38%	9%
49. Israel and Gaza	35%	55%	-20%	12%	22%	18%	37%	11%
50. LGBTQ+ Rights	31%	55%	-24%	13%	18%	16%	38%	15%
51. Prescription drug prices	33%	57%	-24%	11%	22%	21%	35%	11%
52. Protecting Democracy	38%	54%	-16%	18%	21%	15%	39%	7%

When thinking about voting in future elections, which three issues are most important to you. Please rank your top 3, with 1 being the most important and 3 being the third most important?

	Net: Top 3	Most Important	2nd Most Important	3rd Most Important
53. Inflation and cost of living	**61%**	38%	14%	9%
54. Jobs	**27%**	13%	9%	5%
55. Improving the economy	**46%**	10%	19%	17%
56. Trade and Tariffs	**15%**	4%	7%	4%
57. Taxes	**20%**	2%	8%	10%
58. Cleaning up government corruption, waste, fraud, and abuse	**21%**	5%	8%	8%
59. Releasing information about Jeffrey Epstein	**6%**	1%	3%	2%
60. Healthcare	**36%**	6%	13%	17%
61. Immigration	**18%**	5%	5%	7%
62. National Security	**15%**	4%	4%	7%
63. Ukraine	**4%**	0%	2%	2%
64. Israel and Gaza	**5%**	1%	2%	2%
65. LGBTQ+ Rights	**4%**	1%	1%	2%
66. Prescription drug prices	**5%**	0%	2%	3%
67. Protecting Democracy	**18%**	8%	4%	6%

68. Recently, Congress passed **[SPLIT A: Donald Trump's budget package] [SPLIT B: Donald Trump's budget package often called the "Big Beautiful Bill."]** How familiar are you with this bill?

	Split A Trump Budget	Split B B.B.B.
Very	25%	23%
Somewhat	46%	51%
Not Very	20%	19%
Not at all	9%	7%

69. From what you've heard about **[SPLIT A: Donald Trump's budget package] [SPLIT B: the "Big Beautiful Bill"]** how do you feel about it?

	Split A Trump Budget	Split B B.B.B.
Net: Support	**37%**	**40%**
Net: Oppose	**46%**	**47%**
Strongly support	16%	16%
Somewhat support	21%	25%
Somewhat oppose	14%	16%
Strongly oppose	32%	31%
Don't know	16%	13%

What impact do you think **[SPLIT A: Donald Trump's budget package]** **[SPLIT B: the "Big Beautiful Bill"]** will have on each of the following:

70. Working class people

	Split A Trump Budget	Split B B.B.B.
Net: Positive	**40%**	**37%**
Net: Negative	**37%**	**45%**
Very positive	21%	17%
Somewhat positive	19%	20%
Neutral – no impact	13%	12%
Somewhat negative	11%	15%
Strongly negative	26%	30%
Don't know	11%	6%

71. Billionaires

	Split A Trump Budget	Split B B.B.B.
Net: Positive	**61%**	**61%**
Net: Negative	**8%**	**15%**
Very positive	42%	43%
Somewhat positive	19%	18%
Neutral – no impact	19%	18%
Somewhat negative	4%	8%
Strongly negative	4%	7%
Don't know	12%	7%

72. People currently on Medicare

	Split A Trump Budget	Split B B.B.B.
Net: Positive	**30%**	**29%**
Net: Negative	**45%**	**48%**
Very positive	11%	11%
Somewhat positive	19%	18%
Neutral – no impact	14%	16%
Somewhat negative	13%	15%
Strongly negative	32%	33%
Don't know	11%	8%

73. People currently on Medicaid

	Split A Trump Budget	Split B B.B.B.
Net: Positive	26%	26%
Net: Negative	55%	56%
Very positive	11%	10%
Somewhat positive	15%	16%
Neutral – no impact	10%	11%
Somewhat negative	18%	16%
Strongly negative	37%	40%
Don't know	10%	7%

74. You and your immediate family

	Split A Trump Budget	Split B B.B.B.
Net: Positive	36%	35%
Net: Negative	38%	40%
Very positive	15%	14%
Somewhat positive	21%	21%
Neutral – no impact	15%	19%
Somewhat negative	18%	17%
Strongly negative	20%	23%
Don't know	10%	6%

75. If Congress does not pass a funding bill in September, it is likely that the Government will shut down until one is passed into law. If a government shutdown were to occur, who do you think would be primarily to blame? **Please select all that apply.**

Donald Trump	51%
Congressional Republicans	38%
Congressional Democrats	36%
Don't know	12%

76. If there is a Government shutdown in September, what impacts are you most concerned about?

Federal workers will not be receiving pay	14%
Federal parks and other federal offices will be closed	15%
Social Services and benefits may not be available	48%
I'm not concerned about a government shutdown	24%

77. Officials from the Department of Homeland Security recently called for DACA recipients or "Dreamers" to self-deport. DACA is a 13-year-old program that ensures hundreds of thousands of young immigrants who arrived in the U.S. as children can go to school, work legally in the country, and be protected from detention and deportation. In recent weeks several "Dreamers" have been detained by ICE. What, in your opinion, should the administration do in regards to the DACA program and immigrant young people?

The Administration should leave DACA as it is and uphold the long-standing protections afforded under the DACA program.	37%
The Administration should allow current DACA recipients to stay in the U.S. but stop all new applications from being accepted and processed.	27%
The administration should deport all DACA recipients.	14%
I don't know enough about DACA to comment.	13%
I don't have strong opinions on this issue.	9%

How do you feel about the following potential federal policies?

SPLIT A

	NET: Sup.	NET: Opp.	Net: Sup. – Opp.	Very Sup.	S'what Sup.	Neutral	S'what Opp.	Very Opp.	Don't Know
78. A Nationwide Jobs Guarantee	49%	13%	36%	23%	26%	25%	7%	6%	13%
79. A National Jobs Program to place people who need work in good jobs	61%	9%	51%	30%	31%	21%	6%	4%	9%
80. $15 Federal Minimum Wage	59%	17%	42%	33%	27%	20%	10%	7%	4%
81. A tax on Artificial Intelligence profits that goes to support workers	53%	15%	38%	23%	30%	22%	9%	5%	10%
82. A ban on private equity companies owning housing	45%	18%	26%	23%	22%	24%	13%	5%	13%
83. A pathway to citizenship for undocumented immigrants	51%	27%	24%	31%	20%	16%	13%	14%	5%
84. Make Utility Companies Publicly Owned	41%	17%	24%	18%	23%	28%	10%	8%	13%
85. A Ban on Congressional Stock Trading	58%	10%	48%	38%	20%	18%	5%	5%	14%
86. End the Funding of Foreign Wars	48%	20%	29%	27%	22%	22%	15%	5%	10%
87. Increase the Corporate Tax Rate	50%	18%	32%	27%	23%	20%	10%	8%	12%
88. A Tax on ultra	63%	18%	45%	44%	19%	13%	10%	8%	6%
89. A ½ cent tax on speculative financial transactions	35%	21%	14%	15%	20%	23%	12%	9%	20%
90. Medicare For All	59%	21%	38%	40%	19%	15%	11%	10%	5%
91. $10 A Day Childcare	56%	16%	39%	35%	21%	20%	9%	7%	8%
	NET: Sup.	NET: Opp.	Net: Sup. – Opp.	Very Sup.	S'what Sup.	Neutral	S'what Opp.	Very Opp.	Don't Know
92. 14 Million New Affordable Homes	61%	13%	47%	38%	23%	19%	8%	5%	8%
93. National Rent Control	57%	17%	40%	34%	23%	19%	8%	8%	8%

	NET: Sup.	NET: Opp.	Net: Sup. – Opp.	Very Sup.	S'what Sup.	Neutral	S'what Opp.	Very Opp.	Don't Know
94. Paid Family Leave and Medical Leave	**69%**	**11%**	**59%**	44%	25%	16%	6%	5%	4%
95. Publicly Owned Grocery Stores	**44%**	**20%**	**24%**	22%	22%	23%	7%	13%	13%
96. Make it easier for Workers to Organize and Join a Union	**48%**	**17%**	**32%**	26%	22%	26%	8%	9%	8%
97. Get Big Money out of Politics	**68%**	**9%**	**59%**	46%	22%	15%	5%	3%	9%

SPLIT B

	NET: Sup.	NET: Opp.	Net: Sup. – Opp.	Very Sup.	S'what Sup.	Neutral	S'what Opp.	Very Opp.	Don't Know
98. A Nationwide Work Guarantee	**41%**	**15%**	**27%**	18%	24%	26%	9%	6%	18%
99. A National Jobs Program to place people who need work in green jobs.	**52%**	**19%**	**33%**	21%	31%	19%	11%	7%	10%
100. A $20 Federal Minimum Wage	**55%**	**23%**	**33%**	33%	22%	17%	12%	10%	5%
101. A Fund for Workers who lose their jobs to AI paid for by AI Corporations	**50%**	**19%**	**31%**	23%	27%	21%	9%	10%	10%
102. Private Equity out of the Housing Industry	**39%**	**14%**	**25%**	18%	21%	26%	8%	7%	21%
103. Stop ICE Raids and give immigrants a pathway to citizenship	**47%**	**35%**	**11%**	31%	16%	13%	12%	23%	5%
104. Limit Prices Utility Companies Can Charge	**69%**	**11%**	**58%**	45%	24%	14%	8%	3%	6%

	NET: Sup.	NET: Opp.	Net: Sup. – Opp.	Very Sup.	S'wh at Sup.	Neutral	S'what Opp.	Very Opp.	Don't Know
105. A Ban on Congressional Stock Trading	62%	11%	51%	46%	16%	17%	6%	4%	11%
106. Reduce the Military Budget by 50%	27%	50%	-22%	12%	15%	14%	16%	33%	9%
107. Make Corporations Pay Higher Taxes	61%	16%	45%	40%	21%	18%	8%	7%	5%
108. A Federal Wealth Tax on the ultra	61%	17%	44%	45%	16%	17%	9%	8%	5%
109. A ½ cent tax on high frequency stock trades	41%	16%	25%	20%	21%	27%	7%	8%	17%
110. Guaranteed Healthcare	68%	14%	55%	48%	20%	14%	6%	7%	4%
111. Guaranteed Childcare	61%	15%	46%	39%	22%	19%	7%	8%	5%
112. $40 Billion Fund to Guarantee Housing for All	56%	20%	36%	38%	18%	17%	8%	12%	7%
113. A Federal Cap on Rent Increases	61%	15%	46%	40%	21%	17%	7%	8%	6%
114. 2 Weeks of Paid Family and Medical Leave	66%	11%	55%	38%	28%	17%	6%	6%	6%
115. Cap Price Increases at Grocery Stores	57%	20%	36%	41%	16%	17%	10%	11%	6%
116. Crack Down on Employers who Punish Workers for Speaking up on the Job	66%	13%	53%	43%	23%	16%	6%	7%	5%
117. Ban Corporate Spending in Elections	64%	10%	54%	45%	20%	18%	7%	4%	7%

On a scale of 1 to 5, where 1 means strongly disagree and 5 means strongly agree, how much do you agree with each of the following statements:

	NET: AGREE (4-5)	NET: DIS-AGREE (1-2)	NET: AGREE - DISAGREE	1 – Dis-agree	2	3	4	5 - Agree
118. The real struggle for America is not between Democrats and Republicans, but between mainstream America and the ruling political elites.	51%	19%	31%	9%	10%	30%	21%	29%
119. If there was a place on my ballot where I could vote to defeat and replace every single member of Congress, including my own representative, I would do so.	57%	12%	45%	5%	7%	30%	27%	30%
120. The two main political parties are too beholden to special and corporate interests to create any meaningful change.	65%	10%	55%	4%	6%	25%	28%	37%
121. The country is run by an alliance of incumbent politicians, media pundits, lobbyists and other powerful money interest groups for their own gain at the expense of the American people.	40%	28%	11%	18%	11%	32%	17%	22%
122. I am so dissatisfied with Democrats and Republicans that I would join a third party if it had a chance of success.	63%	8%	55%	3%	5%	29%	28%	36%

On the next few screens, you are going to see five paragraphs. Each paragraph is part of a broader narrative that a political party or candidate might use as part of its communications with voters. After reading each paragraph, you're going to be asked three statements about each paragraph.

SPLIT SAMPLE

Split A	Split B
We live in the richest country in the world, but working families can't afford groceries, rent or healthcare while billionaires like Jeff Bezos pay less in taxes than a teacher. They gouge us with high prices and high rents and bankrupt us over medical bills. Corporations post record profits and politicians say there isn't anything they can do about it. The game is rigged.	We live in the richest country in the world, but working families can't afford groceries, rent or healthcare while billionaires like Jeff Bezos pay less in taxes than a teacher. They gouge us with high prices and high rents and bankrupt us over medical bills. Corporations post record profits and politicians say there isn't anything they can do about it. The game is rigged. Trump promised to be different. He said he would bring down costs and make people's lives better but instead he cut Medicaid and gave tax breaks to billionaires.

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:

123.   I believe what this statement says.

	SPLIT A	SPLIT B
Net: Agree (8-10)	61%	51%
Net: Neutral (3-7)	31%	38%
Net: Disagree (1-2)	8%	11%

124.   This statement is appealing to me.

	SPLIT A	SPLIT B
Net: Agree (8-10)	46%	42%
Net: Neutral (3-7)	42%	41%
Net: Disagree (1-2)	12%	17%

125.   I would be more likely to vote for a candidate who stands for this.

	SPLIT A	SPLIT B
Net: Agree (8-10)	49%	43%
Net: Neutral (3-7)	39%	39%

| Net: Disagree (1-2) | 12% | 18% |

On the next few screens, you are going to see five paragraphs. Each paragraph is part of a broader narrative that a political party or candidate might use as part of its communications with voters. After reading each paragraph, you're going to be asked three statements about each paragraph.

SPLIT SAMPLE

Split A	Split B
The political establishment has failed working families for decades—and that's exactly how we ended up in this mess. Democratic and Republican leaders are both under the thumb of the same Wall Street banks and pharmaceutical companies that are crushing us. People have lost faith in the government and its ability to make our lives better because the politicians are serving the rich and powerful, not us. But it doesn't have to be like this. We can elect leaders who will really fight for us, not corrupt politicians who only care about what their corporate donors want.	The political establishment has failed working families for decades—and that's exactly how we ended up in this mess. The same Wall Street banks and pharmaceutical companies that are crushing us are calling the shots. People have lost faith in the government and its ability to make our lives better because the politicians are serving the rich and powerful, not us. But it doesn't have to be like this. We can elect leaders who will really fight for us, not corrupt politicians who only care about what their corporate donors want.

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:

126.   I believe what this statement says.

	SPLIT A	SPLIT B
Net: Agree (8-10)	54%	60%
Net: Neutral (3-7)	41%	35%
Net: Disagree (1-2)	6%	5%

127.   This statement is appealing to me.

	SPLIT A	SPLIT B
Net: Agree (8-10)	44%	53%
Net: Neutral (3-7)	47%	40%
Net: Disagree (1-2)	9%	8%

128.   I would be more likely to vote for a candidate who stands for this.

	SPLIT A	SPLIT B
Net: Agree (8-10)	48%	54%
Net: Neutral (3-7)	42%	40%
Net: Disagree (1-2)	11%	6%

On the next few screens, you are going to see five paragraphs. Each paragraph is part of a broader narrative that a political party or candidate might use as part of its communications with voters. After reading each paragraph, you're going to be asked three statements about each paragraph.

SPLIT SAMPLE

Split A	Split B
They're not delivering for the American people. We've heard so many empty promises from politicians about how they will make our lives better, but the rich keep getting richer and working families struggle to get by. Instead of fighting for us, they try to divide us from each other. They want us blaming each other instead of looking at who's really calling the shots. They try to divide us along lines of race or gender. They want us pointing fingers at each other and fighting amongst ourselves, while the people at the top can keep getting richer at our expense.	They're not delivering for the American people. We've heard so many empty promises from politicians about how they will make our lives better, but the rich keep getting richer and working families struggle to get by. Instead of fighting for us, they try to divide us up from each other. They want us blaming each other instead of looking at who's really calling the shots. They try to divide us across race or gender. They want us pointing fingers at our immigrant neighbors, at trans people, or people in other parts of the country, so that while we're fighting each other, the people at the top can keep getting richer at our expense.

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:

129. I believe what this statement says.

	SPLIT A	SPLIT B	
Net: Agree (8-10)		57%	59%
Net: Neutral (3-7)		33%	34%
Net: Disagree (1-2)		10%	7%

130. This statement is appealing to me.

	SPLIT A	SPLIT B	
Net: Agree (8-10)		50%	51%
Net: Neutral (3-7)		40%	40%
Net: Disagree (1-2)		10%	9%

131. I would be more likely to vote for a candidate who stands for this.

	SPLIT A	SPLIT B	
Net: Agree (8-10)		49%	50%

Net: Neutral (3-7)	37%	39%
Net: Disagree (1-2)	14%	12%

On the next few screens, you are going to see five paragraphs. Each paragraph is part of a broader narrative that a political party or candidate might use as part of its communications with voters. After reading each paragraph, you're going to be asked three statements about each paragraph.

SPLIT SAMPLE

Split A	Split B
Working people built this country. We're teachers, nurses, construction workers, cashiers and dishwashers. Wherever we come from, whatever the color of our skin, we all just want to do our part so we can have the things we need in life. Most Americans want billionaires to pay their fair share, and corporations to be accountable. There are way more of us than there are of them. When working people come together, we're unstoppable.	Working people built this country. We're teachers, nurses, construction workers, and cashiers and dishwashers. Wherever we come from, whatever the color of our skin, we all just want to do our part so we can have the things we need in life. We could have guaranteed housing and healthcare if we taxed the rich and if we stopped spending so much money on wars. We could have good schools and quality jobs if the big corporations didn't take over every part of our lives and turn them into machines for their own profits. Most Americans want billionaires to pay their fair share, and corporations to be accountable. There are way more of us than there are of them. When working people come together, we're unstoppable

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:

132. I believe what this statement says.

	SPLIT A	SPLIT B
Net: Agree (8-10)	64%	56%
Net: Neutral (3-7)	31%	33%
Net: Disagree (1-2)	4%	11%

133. This statement is appealing to me.

	SPLIT A	SPLIT B
Net: Agree (8-10)	59%	49%
Net: Neutral (3-7)	35%	40%
Net: Disagree (1-2)	6%	11%

134. I would be more likely to vote for a candidate who stands for this.

	SPLIT A	SPLIT B
Net: Agree (8-10)	61%	51%
Net: Neutral (3-7)	34%	37%
Net: Disagree (1-2)	5%	12%

On the next few screens, you are going to see five paragraphs. Each paragraph is part of a broader narrative that a political party or candidate might use as part of its communications with voters. After reading each paragraph, you're going to be asked three statements about each paragraph.

SPLIT SAMPLE

Split A	Split B
Every victory in American history happened when working people said "enough" and fought back. Civil rights, workers' rights, and women's rights were all hard won—when people like us came together and stood up. America has never truly had a level playing field - it has always been rigged against some of us. But we can build an America that works for all of us. Our future is up to us. Let's go build it.	Every victory in American history happened when working people said "enough" and fought back. Civil rights, workers' rights, and women's rights were all hard won—when people like us came together and stood up. A century ago, our government delivered a New Deal that leveled the playing field. We've done it before, we can do it again. We can build an America that works for all of us. Our future is up to us. Let's go build it.

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:

135.   I believe what this statement says.

	SPLIT A	SPLIT B
Net: Agree (8-10)	55%	55%
Net: Neutral (3-7)	40%	40%
Net: Disagree (1-2)	5%	6%

136.   This statement is appealing to me.

	SPLIT A	SPLIT B
Net: Agree (8-10)	50%	52%
Net: Neutral (3-7)	42%	40%
Net: Disagree (1-2)	8%	8%

137.   I would be more likely to vote for a candidate who stands for this.

	SPLIT A	SPLIT B
Net: Agree (8-10)	50%	53%
Net: Neutral (3-7)	42%	40%
Net: Disagree (1-2)	8%	8%

Below, the five sections appear again – this time so you can see the complete narrative. On a scale from 0 to 10, where 0 means you completely disagree with the statement and 10 means you completely agree, how much do you agree with each of the following statements?

138.   I believe what this narrative says.

Net: Agree (8-10)   54%
Net: Neutral (3-7)   40%
Net: Disagree (1-2)   6%

139.   This statement is narrative to me.

Net: Agree (8-10)   51%
Net: Neutral (3-7)   41%
Net: Disagree (1-2)   8%

140.   I would be more likely to vote for a candidate who stands for this.

Net: Agree (8-10)   50%
Net: Neutral (3-7)   42%
Net: Disagree (1-2)   8%

141.   Would you, personally, like to see labor unions in the United States have more influence than they have today, the same amount, or less influence?

More influence   27%
The same amount of influence   37%
Less influence   21%
Don't know   15%

142.   Do you currently own or rent your home?

Own   61%
Rent   33%
Other   4%
Prefer not to answer   2%

143.   Which of the following best describes the area in which you live?

Urban   30%
Suburban   50%
Small town   8%
Rural   13%

144. Which of the following best describes your marital status?

Married	45%
Living with partner/significant other	10%
Single, never married	27%
Separated or divorced	14%
Widowed	4%

145. Do you currently have any children living in your home under the age of 18?

Yes 33%
No 67%

146. Which one of these best describes your religious preference or spiritual outlook?

Catholic	28%
Protestant	23%
Fundamentalist/Evangelical Christian	11%
Jewish	3%
LDS/Mormon	1%
Muslim	2%
Another religion	1%
No religious preference	15%
Secular humanist	1%
Atheist	4%
Agnostic	6%

147. Aside from weddings and funerals, how often do you attend religious services?

More than once a week	8%
Once a week	22%
Once or twice a month	13%
A few times a year	17%
Seldom	19%
Never	22%

148. Which of the following do you identify as?

Heterosexual or straight	89%
Gay	2%
Lesbian	2%
Bisexual	4%
Other Queer identity (e.g. pansexual, asexual, etc.)	1%
None of the above	1%
I don't know	0%
Prefer not to say	1%

149. Do you identify as transgender or non-binary?

Yes	2%
No	98%
Prefer not to answer	1%

150. Are you, or is anyone in your household, a labor union member?

Yes, I am	7%
Yes, another member of my household is	4%
Yes, both I and another member of my household is	1%
No	84%
Don't know	3%

151. **[IF UNION MEMBER, ASK]** Which type of union are you or a member of your household a member of? Please select all that apply. (n=242)

Police union	14%
Fire union	12%
Teachers' union	27%
Private sector labor union	40%
Other (please specify)	10%
Prefer not to say	11%

152. Which of the following economic categories best describes your household?

Lower-income	25%
Lower middle/working class	33%
Middle class	42%
Upper middle class	-
Upper class	-

153.   Which of the following social platforms, if any, do you use regularly? Please select all that apply.

Facebook	74%
YouTube	73%
Instagram	49%
TikTok	38%
Snapchat	24%
Pinterest	22%
Twitter / X	27%
Reddit	20%
LinkedIn	20%
WhatsApp	16%
Discord	10%
Telegram	6%
Twitch	6%
Tumblr	4%
Truth Social	3%
Rumble	2%
Bitchute	1%
GETTR	1%
None of the above	5%

154.   Please select any of the following sources that you regularly watch or visit for news or current events. Please select all that apply.

Local TV news	51%
Network news (ABC, CBS, NBC)	42%
YouTube	39%
Facebook	36%
Fox News	29%
CNN	25%
New York Times	20%
Instagram	19%
TikTok	17%
MSNBC	15%
Wall Street Journal	14%
X (formerly known as Twitter)	13%
Washington Post	11%
PBS	11%
Snapchat	7%
Barstool Sports	2%
None of the above	6%

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Methodology

This survey, which was conducted online, carries a margin of error equivalent of 3.3% at the 95 percent credibility level. Weights were calculated based on Census and American Community Survey. Gender, age, race and ethnicity, education, income and geography, and issues associated with online propensity were used for weighting.