

To: Interested Parties

From: Joe Dinkin and Adam Gold, Working Families Power

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Re: Messaging Insights from Wave 4 Poll

Background

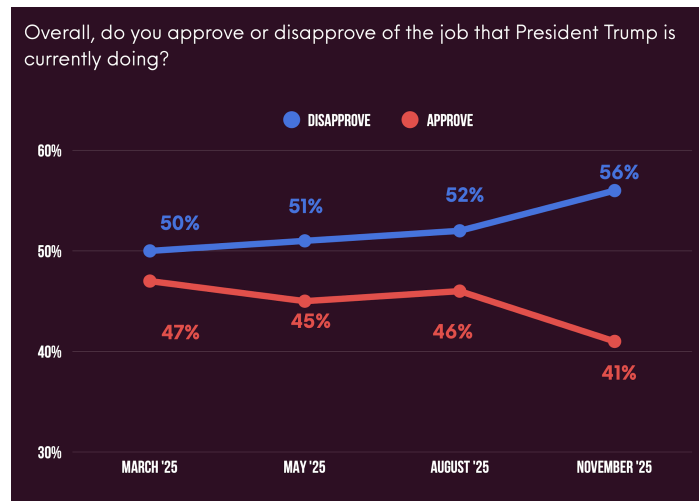
Working Families Power conducted a new national survey of the Multiracial Working Class (MRWC) to track views of the country, Trump's performance, and the impact of competing economic messages and policy frames.

The poll surveyed **N=2,533 working-class registered voters**, including an oversample of **Swing District voters (N=531)**, fielded **November 7–11, 2025**. The data paint a picture of **deepening economic anxiety, growing frustration with Trump's performance, and strong appetite for bold, populist economic solutions** that take on corporate power and name clear villains.

Key Findings

1. Trump's overall job approval continues to slide, driven by erosion in key persuadable segments

Since August, Trump's overall job approval among working-class voters has deteriorated from **–6% to –15%.**



Segment shifts are especially important:

- **Anti-Woke Traditionalists** remain Trump-leaning but are moving away from him. In November, **61% approve and 32% disapprove (net +29%)**—but that net rating is **down 20 points** since August (from +49% to +29%).
- **Secure Suburbanites** are now firmly negative on Trump: **36% approve / 59% disapprove (net –23%)**, a **–14 percentage point swing** since August.

- **Non-Core MAGA** voters have also cooled: they sit at **33% approve / 63% disapprove (net -30)** in November, a **-13 percentage point decline** in net approval from August (-17% to -30%).

Across demographics, we see similar slippage. For example, Trump's **net approval among white, non-Hispanic voters** has fallen from **+7% in August to -2% in November**, and among **AAPI voters** from **-18% to -27%**. This is the first time he's had a negative approval rating with working-class white voters.

TRUMP'S NET APPROVAL: KEY DEMOGRAPHICS

	August '25	November '25
White, Non-Hispanic	+7	-2%
Black, Non-Hispanic	-37%	-48%
Hispanic	-36%	-44%
AAPI	-18%	-27%

2. Economic pain dominates voters' priorities—and Trump is underwater on nearly every issue

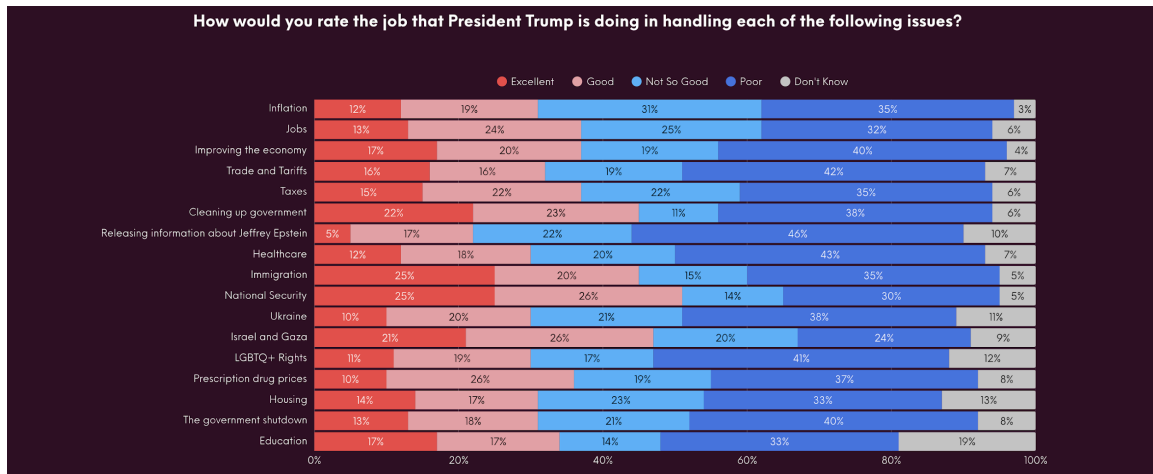
When voters are asked to choose their **top three issues** for future elections, **inflation and the economy tower over everything else. The top issues (Net: Top 3) were:**

- **Inflation and cost of living - 51%**
- **Improving the economy – 39%**
- **Healthcare – 39%**
- **Government shutdown – 30%**
- **Jobs – 21%**

Trump's job ratings on these core issues are overwhelmingly negative:

- **Inflation:** 31% excellent/good, 66% not so good/poor (**Net -35%**)
- **Improving the economy:** 37% excellent/good, 59% not so good/poor (**Net -22%**)
- **Jobs:** 37% excellent/good, 57% not so good/poor (**Net -20%**)
- **Cleaning up Government:** 45% excellent/good, 49% not so good/poor (**Net -4%**)

On the full battery of issues tested, Trump is **net negative on almost everything**—from healthcare (–33%) and housing (–25%) to immigration (–5%), the government shutdown (–30%), and prescription drug prices (–20%). The **only clear bright spot is national security**, where he posts a modest **net +7** (51% excellent/good vs. 44% not so good/poor).



Even in Swing Districts and Cross-Pressured segments, his issue ratings on economic bread-and-butter concerns are strongly negative, underscoring how vulnerable he is on the very issues that matter most.

3. The government shutdown was a top-tier concern at the time of polling—and voters blame Trump and Republicans

The **government shutdown ranks among voters' top concerns**, with **30%** naming it as a top-three issue—just behind inflation, the economy, and healthcare.

On responsibility for the shutdown, voters clearly point the finger at Republicans:

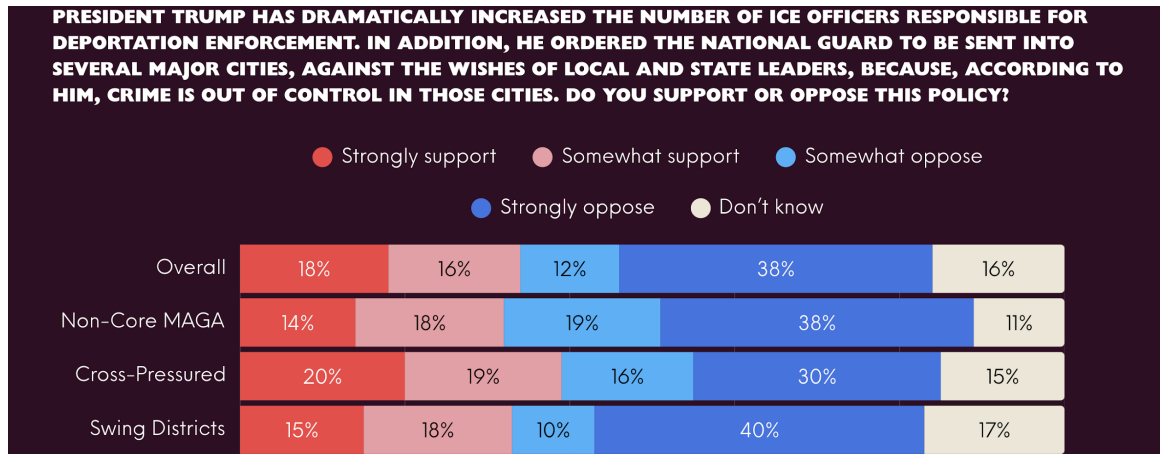
- **70%** say **Trump and Republicans in Congress** are most to blame
- **39%** say **Democrats in Congress** are most to blame (multi-response)
- **11%** say they **don't know**

When asked what should happen next, a **majority (56%) preferred negotiating a solution to healthcare costs before reopening the government**, while **44%** would have rather the government reopen with no negotiations.

4. Trump's "law and order" moves with ICE and the National Guard are seen as overreach and intimidation

We tested the practice of **deploying ICE agents and National Guard troops into large cities**. Voters **oppose** the policy by a **20-point margin**:

- **34%** support (strongly or somewhat)
- **54%** oppose (strongly or somewhat)



When asked which description was best, most voters are clear that they viewed the policy negatively:

- **38%** say it represents **presidential overreach** and that Trump is exceeding his authority, even if they support strong law enforcement.
- **33%** describe it as a **campaign to terrorize communities**, warning that similar intimidation could happen at polling places in 2026.
- **16%** say Trump promised to make life better but is instead **attacking neighbors**, not solving real problems.
- **11%** agree that **big-city mayors have lost control and Trump is making cities safer**—essentially echoing his narrative.

Overall, the policy is **not a political winner**: it energizes his base but alienates a broad cross-section of voters, including key persuadable segments.

5. Voters want bold economic solutions—and taxing the rich is the preferred way to pay for them

Across multiple policy areas, voters show **strong support for big, material improvements** when they're framed as standing up to corporations and the ultra-rich. In a split sample exercise, voters heard either a populist message or a moderate message, and they then heard a Republican counterargument.

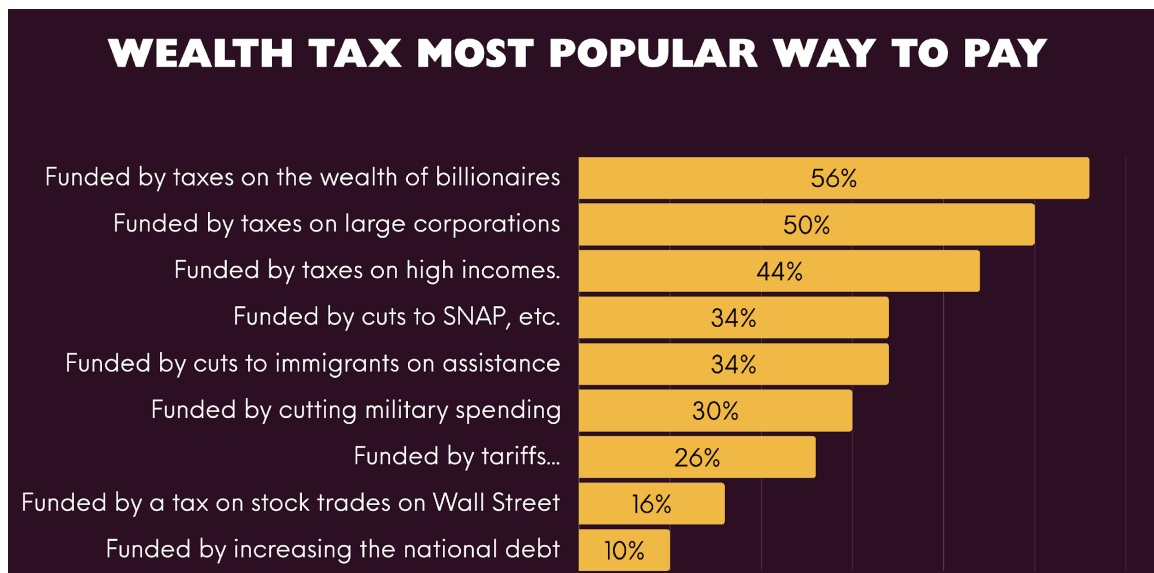
- **Jobs (national jobs guarantee vs. moderate jobs frame):**
 - Populist message: **54% support / 32% oppose (net +22)**
 - Moderate message: **50% support / 34% oppose (net +16)**
- **Healthcare (Medicare for All vs. expand Obamacare):**
 - Populist: **60% support / 30% oppose (net +30)**

- o Moderate: **54% support / 36% oppose (net +18)**
- **Childcare (guaranteed childcare vs. more affordable childcare):**
 - o Populist: **52% support / 35% oppose (net +17)**
 - o Moderate: **49% support / 36% oppose (net +13)**
- **Education (tax the rich for public schools vs. choice-oriented frame):**
 - o Populist: **57% support / 35% oppose (net +22)**
 - o Moderate: **52% support / 38% oppose (net +14)**

On **utilities, housing, and rent**, both populist and moderate frames are **broadly popular**, with some tests showing only a small edge for populist language and others essentially tied.

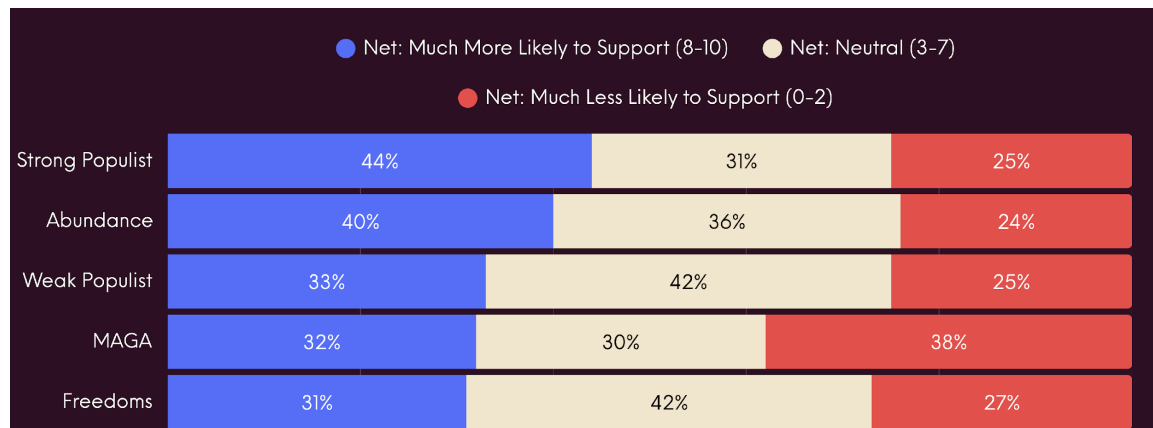
Taken together, these results show that **bold, populist economic proposals are at least as strong as moderate ones—and often stronger—especially on core bread-and-butter issues.**

When it comes to **paying for** these programs, voters overwhelmingly prefer **taxing the wealthy and large corporations**:



6. Populist “Strong Populist” and “Abundance” candidate narratives outperform MAGA and more cautious frames

We tested several **candidate-level narratives** framed as “statements from a candidate in 2026,” using a 0–10 scale:



In other words, **the most explicitly populist message (“Strong Populist”) leads the pack**, and the **MAGA-style narrative is polarizing and net negative**, with more voters saying it makes them less likely to support the candidate.

Segment-level cuts show that **populist and abundance narratives perform particularly well with Mainstream Liberals, Next-Gen Left, and most of the Cross-Pressured segments**, and the populist narrative is competitive even among right-leaning groups.

Methodology

- **Mode:** Online survey
- **Universe:** Working-class registered voters (no four-year college degree OR household income under \$100k), with Swing District oversample
- **Sample size:** N=2,533, including **Swing District oversample N=531**
- **Field dates:** November 7–11, 2025
- **Credibility interval:** ± 2.7 percentage points at the 95% level

Appendix I: Messages Tested

Jobs

Populist Message

For decades, big corporations have shipped jobs overseas, cut wages, and busted unions to pad their profits. We need a national jobs guarantee to make sure everyone who wants to work can get a good-paying job that supports a family and builds a future.

Moderate Message

We can strengthen our economy by creating good jobs – we'll invest in infrastructure, support local businesses and harness American innovation to that create steady, good-paying jobs — not handouts.

GOP Response

The last thing workers in America need is an expensive and bureaucratic government program that will experiment with Socialism at the federal level. We need to protect American workers by investing in business and controlling trade with foreign countries that are stealing our jobs.

Education

Populist Message

The future of our children is more important than the bank accounts of billionaires. We need to tax the rich in order to pay for excellent public education for every single student, no matter their zip code, from kindergarten to high school and trade school or college.

Moderate Message

Education is the centerpiece of economic mobility and opportunity, and how we stay competitive on the global stage. We'll ensure every family can choose a great school, whether public or charter, and incentivize the best educators with better pay, not simply throw more money at a broken system.

GOP Response

Our education system has been taken over by radical ideologies that don't align with traditional American values and undermine our way of life. Our children will succeed when we root out that extremist influence and get back to traditional Judeo-Christian values and to basics like reading and math.

Healthcare

Populist Message

Big insurance companies and pharmaceutical giants are raking in record profits while families go bankrupt over medical bills. We should have guaranteed healthcare for all through a Medicare for All program that puts people over profits, lowers costs, and ensures everyone gets the care they need without worrying about their ability to pay copays or deductibles—because your health should never depend on your bank account.

Moderate Message

Americans want affordable, dependable healthcare — not chaos. We should strengthen and expand Obamacare, not tear it down. That means making premiums and prescriptions more affordable, giving families more choices of plans and doctors, and protecting people with preexisting conditions. It's about improving what works and fixing what doesn't, so every American has access to quality, affordable care they can count on when they need it most.

GOP Response

Extreme socialists want to impose a government-run healthcare takeover that will cost trillions, destroy private insurance, and leave Americans waiting months for care. Their “guaranteed” programs would mean higher taxes, rationed services, and the kind of bureaucratic red tape that turns hospitals into DMV lines. We need to stop this socialist experiment before it bankrupts the country and ruins the best healthcare system in the world.

Child Care

Populist Message

Families shouldn't have to choose between paying the bills and finding someone to watch their kids while they are at work. We can make childcare guaranteed and available for everyone by investing in caregivers and lowering the cost so that every family can get childcare when and where they need it.

Moderate Message

Childcare costs are crushing families and small businesses alike, making it harder for parents to stay in the workforce and employers to keep good workers. We can make childcare more affordable by partnering with states, employers, and local providers to expand access and reduce costs so every family has safe, dependable childcare —without breaking the bank.

GOP Response

Democrats want to replace parents with government-run childcare programs that spend trillions and hand control to bureaucrats. Instead of massive spending plans, we should empower families directly—through tax cuts, parental choice, and support for faith-based and home providers—so parents, not politicians, decide what's best for their kids.

Housing

Populist Message

Corporate landlords and developers have made record profits while families can't afford a place to live. We can build 14 million affordable homes - public, private and non-profit - in this country and take our homes back from Wall Street and the big banks.

Moderate Message

Safe, affordable housing shouldn't be out of reach. Let's build more homes, reduce red tape, empower builders with tax credits for affordable housing, and give families the stability they need to thrive.

GOP Response

Massive housing programs waste taxpayer dollars and create dependency. It's a supply program. Get rid of laws keeping our builders from building and let millions of new homes get built. We should empower homeowners, not politicians, to make housing affordable.

Rent

Populist Message

Renters today are often just one paycheck away from living on the street. They are paying the price for Wall Street's control of housing. A federal cap on rent increases will benefit millions of people by keeping us in our homes and keeping money in our pockets while keeping big landlords and corporations in check.

Moderate Message

Rents are too high, and families are struggling to stay afloat. We should expand Section 8 rental assistance to help those most in need, while working with states and builders to increase the supply of affordable housing so hardworking Americans can find a decent place to live without going broke.

GOP Response

Rental regulations are socialism disguised as compassion. They punish landlords, drive up costs, and make housing harder to find. Instead of letting Washington control our neighborhoods, we should cut taxes, reduce red tape, and unleash the free market so families can find affordable homes built by local businesses, not bureaucrats.

Paid Family Leave

Populist Message

No one should have to choose between a paycheck and caring for a loved one. Nationally, workers should get 12 weeks of paid family and medical leave. Having time to take care of your family is about dignity, fairness, and valuing working families over corporate profits.

Moderate Message

Americans shouldn't have to risk their jobs to care for a new baby or a sick parent. We can work with states and employers to create a fair, flexible paid leave program that meets the needs of families and small businesses. Four weeks of guaranteed paid leave should be the national standard.

GOP Response

Washington shouldn't force small businesses to pay for government-mandated leave. It's another costly burden that will kill jobs and hurt workers. Families and employers should decide together what's best, not politicians. We need more freedom and flexibility, not another one-size-fits-all program dreamed up by bureaucrats in Washington.

Utility Pricing

Populist Message

Gas, electricity and water prices are going through the roof. Price-gouging utilities take advantage of us, giving more breaks to AI companies building data centers than to our neighborhoods and working families. We need an immediate cap on utility price increases and a ban on tax breaks for big tech companies.

Moderate Message

Utilities are charging too much for energy these days. With all of the costs our families are dealing with, we need to ensure that home electricity, gas, and water do not get out of control. That's why we need to work with regulators to enforce the laws on the books that prevent large rate increases.

GOP Response

Energy prices are too high for a country that can produce as much electricity as we want. It's time to get serious about producing energy here in America, drilling for oil, utilizing nuclear power, and anything we need to do to lower costs for the American ratepayer.

Appendix II: Narratives Tested

Strong Populist

We live in the richest country in the world, yet working families can't afford groceries, rent, or healthcare. Corporations rake in record profits, and billionaires pay less in taxes than teachers. The system is rigged.

Corrupt politicians make empty promises about how they'll make our lives better, but they are just words. Working people built this country - teachers, nurses, construction workers, people of every race and background. We all want the same things: housing and healthcare we can afford, time off to spend with our family, childcare, and a good job. Most Americans want billionaires to pay their fair share, and corporations to be accountable.

Every victory in American history happened because we said "enough" and fought back. It's time for us to do it again. That's why I am running for office.

Freedoms

We know what it means to stand for one another. No matter the color of our skin, who we love, or how much money is in our pockets, we are doing everything we can to care for our loved ones, our neighborhoods, and our future. But a handful of billionaires are pouring their money into politics to divide us and silence our voices, all while we struggle to put food on our tables and pay for a roof over our heads.

That's why we're taking the fight to the bigots, bullies, and billionaires who are ruining our country.

It's time to come together to fight back with unity, courage, and heart. We believe that when everyday people stand shoulder to shoulder across race, region, and background, we can build a country rooted in dignity, care, and belonging for all. That's why I am running for office.

Abundance

America has everything we need to make life good for everyone who calls this country home. We have the talent, the technology, and the grit to build thriving towns, strong industries, and clean energy that lowers costs and lifts up communities. The problem isn't scarcity—it's that government and politicians have made change and progress impossible. Big corporations, bureaucrats, and corrupt officials hold us back from investing in our future. But when we truly invest in people, we all rise together.

Our vision is one where work pays enough to build a life, where every family has a home they can afford, and where technology serves the public — not just private profit. We can make abundance real: cheaper energy, better jobs, faster transit, thriving Main Streets. The question isn't whether we can afford it—it's whether we have the courage to build it. That's why I'm running for office.

Weak Populist

Life in America has gotten too expensive, and we need to do something about it.

Most businesses are creating jobs and playing by the rules, but some aren't, and that's just not right. We shouldn't be allowing companies to engage in price gouging or boosting prescription drug prices just to increase profits. Instead, we should make sure everyone has a fair shot at the American Dream. We should be expanding the Affordable Care Act, getting rid of needless tariffs, and increasing incentives for companies to hire union workers at good wages. We need to work with labor, small businesses, and major companies to invest in America, create opportunities for broad-based growth, lower healthcare costs, and deliver tax cuts to over 100 million Americans. That's why I am running for office.

MAGA

For years, political and economic elites got away with ruining the economy with bad trade deals, massive illegal immigration, and economic and foreign policies that have bled our country dry. They brought about the destruction of our factories and our jobs, as they fled to countries around the world. Now we are bringing jobs back, with powerful tariffs and trade deals, and investing that money back into production in the United States of America.

We are going to keep bringing prices down for working people and make energy affordable by drilling more and producing more energy here in the US. We will get rid of fraud, waste, and abuse in government, lower taxes and save American workers billions and billions of dollars every year. We have lots of work still to do to fix the economy, secure the borders, and get rid of the political elite. That's why I'm running for office.