

WORKING FAMILIES POWER

To: Interested Parties

From: Working Families Power and the Justice Research Group

Date: April 17, 2026

Re: Working Families Guarantee Research Findings

Executive Summary and Findings

The Working Families Guarantee is the product of a three-phase national research program conducted from August 2025 to March 2026 within the broader Multiracial Working Class Research Project that Working Families Power has been running since 2023. In this report, we summarize the polling research conducted over the past eight months and the key findings that have led Working Families Power to develop the Guarantee.

Our findings are:

- 1) The working class of all races supports transformational economic policies that lower costs and increase family economic security.
- 2) Across the economic policies we tested, populist framing that names an “enemy” and “punches up” to those responsible, matched or outperformed moderate political framing, both on their own and when confronted with a right-wing attack.
- 3) Taxing the ultra-rich and large corporations and getting big money out of politics have majority support across the ideological spectrum of working-class voters as mechanisms for funding and enforcing economic programs.
- 4) The full Working Families Guarantee is broadly popular with the working class - across race and across clusters - both as individual policies and as a collective agenda, held together by the concept of the “Guarantee.”

Background

Since the spring of 2023, Working Families Power has led the Multiracial Working Class Research Project, first designed with HIT Strategies and continued with the Justice Research Collaborative. That work developed a more useful tool for understanding the working class: seven distinct, values-based clusters that cut across race, geography, and party registration. Rather than treating the working class as one bloc or reducing it to simple demographic categories, the project identified how different segments relate to questions of class, power, identity, and political trust — and which kinds of economic messages can build support across them.. For more information on this project, please see our report, [Class and Worldview: A Report on the Multi-Racial Working Class](#).

The Working Families Guarantee research program was designed as the next step in that effort. Its purpose was not simply to test whether individual policies polled well. It was designed to answer a more expansive and useful question:

What kind of brief policy agenda can build and cohere majorities across the multiracial working class, survive opposition, and still motivate support when presented as a governing agenda?



Across three national surveys of working-class registered voters, the project moved in sequence from policy discovery to message testing under pressure, to validation of a full agenda.

Research phase	Question answered	Sample
Phase 1 - August 2025	Which economic policies resonate most strongly with working-class voters?	N=2,509
Phase 2 - November 2025	Which messages hold up once voters hear right-wing counterarguments?	N=2,533
Phase 3 - February 2026	Do the strongest policies and strongest frames form a compelling agenda when combined?	N=2,516

A note on terms:

Our Multiracial Working Class project defines seven distinct segments of the working class:

[Next Gen Left](#) - Young, highly engaged progressives who combine strong cultural liberalism with assertive economic populism, expressing deep dissatisfaction with institutions and a desire for transformative systemic change.

[Mainstream Liberals](#) - Politically engaged, reliably Democratic voters who blend moderate-to-progressive cultural views with pragmatic economic priorities, favoring stability, incremental reform, and effective governance over sweeping disruption.

[Tuned Out Persuadables](#) - Low-engagement, economically stressed voters with loosely formed ideological views, whose mix of moderate cultural instincts and latent economic populism makes them open to persuasion but difficult to consistently mobilize.

[Diverse Disaffected Conservatives](#) - Multiracial, working-class conservatives who pair culturally traditional or moderate views with strong economic frustration and populism, resulting in skepticism toward both parties and institutions.

[Secure Suburbanites](#) - Affluent, politically attentive voters with moderate cultural views and limited economic anxiety, who prioritize stability, competence, and order, and tend to resist both right-wing populism and left-wing disruption.

[Anti-Woke Traditionalists](#) - Highly engaged, culturally conservative voters driven by backlash to progressive social change who also hold notable economic populist views, particularly around fairness and cost-of-living pressures, despite alignment with the right.

[Core-MAGA](#) - Intensely engaged, deeply conservative voters anchored in pro-Trump identity, combining strong nationalist and anti-elite sentiment with selective economic populism and unwavering partisan loyalty.

These seven clusters can be grouped into a progressive base (Next Gen Left and Mainstream Liberals), the Cross-Pressured middle (Tuned Out Persuadables, Diverse Disaffected Conservatives, Anti-Woke Traditionalists, and Secure Suburbanites) who are reachable but have varying views on social and economic issues, and are generally not politically committed to a particular party. The final cluster, Core MAGA, are consistently right-wing and not considered movable in the short-term or reachable by a shared policy agenda framework. Throughout this paper we refer to the groups of clusters as well as to the individual clusters where results indicate unique relevant points. We also summarize, in some charts, the results by Swing District working class voters, where we collected responses from working class voters in 25 Congressional swing districts, to see if their answers may differ from the national working class as a whole.

WORKING FAMILIES GUARANTEE

Working families built this country and keep it running. But right now, we can't afford to pay our bills. Every year, corporate profits hit new highs while our paychecks fall further behind. That's no accident – it's a deliberate choice made by billionaires, CEOs, and their bought-off politicians. They've rigged the system and attacked our most vulnerable communities.

But America is rich enough to guarantee everything we need to build a good life. To win the future we deserve, we will rally around an agenda that works for everyone.

The Working Families Guarantee is what we will deliver. Billionaires have stolen from working families for too long, and now we're coming to collect.

★ **A HOME YOU CAN AFFORD**
Lower rents, mortgages and utility costs

★ **HEALTH CARE YOU CAN RELY ON**
Guaranteed healthcare for all

★ **A GOOD JOB TO SUPPORT YOUR FAMILY**
A national jobs program to place workers in union jobs

★ **CHILDCARE WHEN AND WHERE YOU NEED IT**
Guaranteed low-cost childcare

★ **TIME TO SPEND WITH YOUR FAMILY**
12 weeks of paid family and medical leave

HOW DO WE MAKE IT HAPPEN?

TAX THE RICH & GET BIG MONEY OUT OF POLITICS



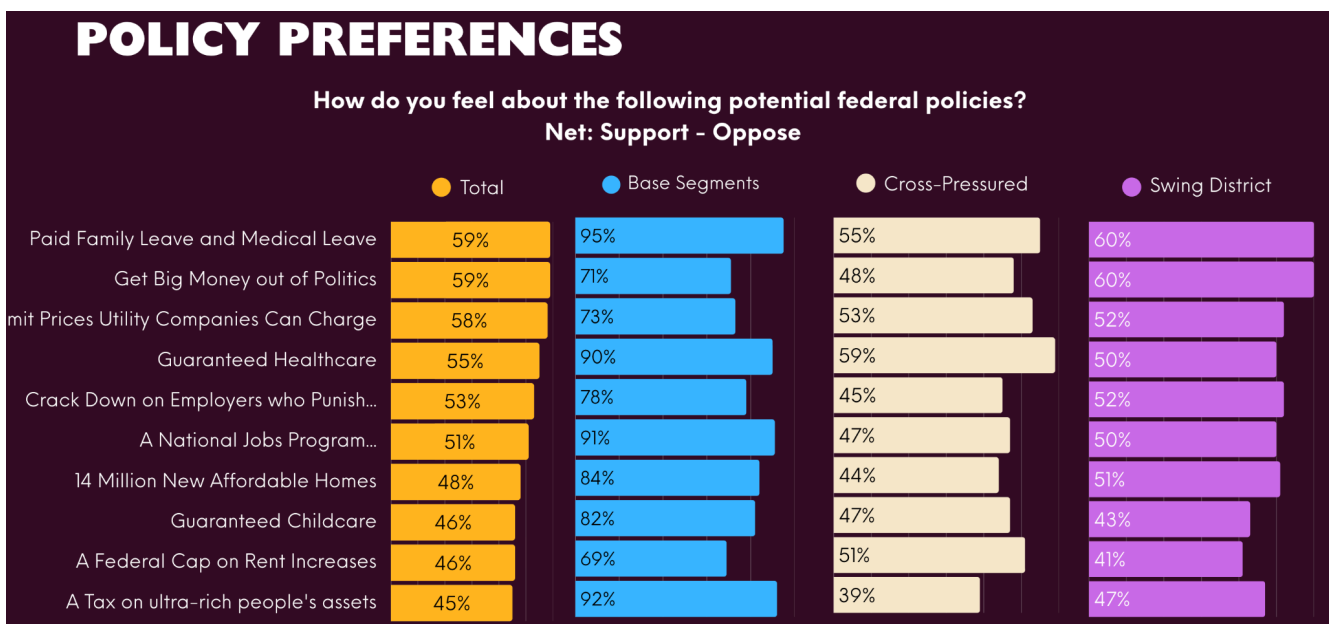
RESEARCH SUMMARY

PHASE 1: August 2025

We Establish the Issue Priorities: Affordability, Economic and Family Security, and Accountability

Phase 1 was built to answer the most basic strategic question: before any narrative packaging, which policies command broad working-class support? The answer was not ambiguous. **The strongest policy terrain clustered around three economic themes: reducing the cost of living, increasing family economic security, and holding concentrated economic power accountable.**

“Paid family leave and medical leave” was the strongest single policy tested, at +59% net support minus oppose¹. It was followed closely by “getting big money out of politics” at (+59%), and “limiting prices utility companies can charge” (+58%). “Guaranteed healthcare” had broad support at +55% and Affordable housing also broke through as well: “building 14 million new affordable homes” reached +48%, and “a national jobs program” reached 51%.



The purpose of this exercise was not to simply choose the policy programs that polled best. Instead, it was to understand various potential planks of the platform, which ones resonate most, and which ones need further clarification and how the specific phrasing affects support.

As can be seen by the chart, most of the policies were popular overall and shared majority support. But even more important, they were also viable with the key groups that usually drive skepticism about a populist economic agenda. Cross-pressured and Swing District working class voters show strong support for economic populist policies - even when subtracting opposition, many policies still have majority support.

Paid family leave reached 59% overall net support (support minus oppose), a tax on ultra-rich assets reached 45%, getting big money out of politics reached 59%, affordable homes reached 48%, and a national jobs program reached 51%. Among Cross-Pressured voters, paid leave reached 55%,

¹ Net support meaning the percentage who say they support the policy minus those oppose it.

affordable homes 44%, a national jobs program reached 47%, and getting big money out of politics 48%. In Swing Districts, the same pattern held: 60% for paid leave, 60% for getting big money out of politics, 51% for affordable homes, and 50% for a national jobs program.

The segment-level findings from the larger project help explain why these policies landed the way they did. Tuned Out Persuadables and Anti-Woke Traditionalists stand out as key to the coalition in Phase 1. These groups are not culturally or politically similar, but both responded strongly to affordability and economic security. The clearest example was Anti-Woke Traditionalists, whose net support (support minus oppose) for paid leave reached 69%, jobs guarantee at 56%, affordable homes at 63%, rent caps at 52%, and \$10 a day childcare at 62%. Identifying a normally conservative block of the working class who are highly supportive of economically progressive solutions gives us a strategic opportunity to expand our coalition.

The cross-pressured segments of the working class are not resistant to economic intervention or to progressive solutions, particularly when couched in plain-speaking, populist terminology versus progressive-coded language.

We Show that Language Matters

To understand how language shapes support, we tested key policies using a split-sample design. Some respondents saw policies framed around guaranteed, concrete outcomes that working families could expect to experience in their daily lives, while others evaluated versions focused on programs or price tags. This approach allowed us to isolate how outcome-based wording compared to more technical policy descriptions.

- Guaranteed healthcare outperformed Medicare For All by 17 points, +55% to +38%
- Guaranteed childcare outperformed \$10 a day childcare by 7 points, +46% to 39%.
- A federal cap on rent increases outperformed national rent control by 6 points, +46% to 40%.

A large gain in wording tests came from language that emphasized consumer benefits over government ownership, for example:

- Limiting prices utility companies can charge reached +58%, while making utility companies publicly owned fell to 24%.

The lesson was clear, if nuanced. The strongest frames promise a benefit that voters can picture in daily life and identify the actor driving the problem: the enemy as it were. There is some skepticism of government ownership and control of programs, but that is secondary to the outcome that people desire. They want the improvement in their lives and enthusiasm is not driven by the method or mechanism, but rather the outcome. This is the logic that later gave the Working Families Guarantee both its name and its internal structure.

Phase 1 Takeaway

- ★ • The project did not begin with a pre-written agenda. It began by locating where broad working-class agreement already existed.
- ★ • The most useful terrain was not abstract ideology. It was affordability, family stability, and economic accountability.
- ★ • The strongest wording paired a concrete benefit with a clear point of conflict: guaranteed healthcare, guaranteed childcare, lower housing costs, limits on what corporations can charge.

PHASE 2: NOVEMBER 2025

We Test the Harder Question: What Survives Once Voters Hear the Attack?

Phase 2 was designed to address the most common objection to a progressive economic agenda: that these ideas may sound good in isolation, but collapse once voters hear the case against them. To test that, respondents were assigned to either a populist economic argument or a more moderate, policy-focused argument, and both groups then heard the same conservative counter-argument before indicating support.

On the central bread-and-butter issues, the populist frame matched or outperformed the moderate frame when each was tested vs a conservative framework.

- On healthcare, the populist argument reached +30% net support compared with +18% for the moderate version.
- On jobs, the populist frame reached net +22% versus +16%.
- On childcare, it was net +17% versus +13%.
- On paid leave, net +22% versus +16%.
- Housing was even, with both frames at +20%.

Populist	Net: Support - Oppose	Moderate	Net: Support - Oppose
See Appendix 2 for Full Wording			
We need a national jobs guarantee...	22%	We'll invest in infrastructure, support local businesses and harness American innovation	16%
We need to tax the rich in order to pay for excellent public education.	22%	We'll ensure every family can choose a great school.	14%

We should have guaranteed healthcare for all through a Medicare for All program	30%	We should strengthen and expand Obamacare, not tear it down.	18%
We can make childcare guaranteed and available for everyone.	17%	We can make childcare more affordable by partnering with states, employers, and local providers...	13%
We can build 14 million affordable homes ...and take our homes back from Wall Street and the big banks.	20%	Let's build more homes, reduce red tape and empower builders with tax credits for affordable housing...	20%
A federal cap on rent increases will benefit millions of people by keeping us in our homes...	2%	We should expand Section 8 rental assistance to help those most in need, while working with states and builders to increase the supply...	2%
Nationally, workers should get 12 weeks of paid family and medical leave.	22%	We can work with states and employers to create a fair, flexible paid leave program...	16%
We need an immediate cap on utility price increases and a ban on tax breaks for big tech companies.	7%	That's why we need to work with regulators to enforce the laws on the books that prevent large rate increases.	8%

That is not a base-only story. It is evidence that the stronger economic contrast and more populist language is often clearest to the ideological middle of the electorate.

Substantively, the populist arguments that held up best all did the same three things. They kept the focus on costs that voters are already feeling. They named an actor responsible for making life more expensive - insurers, drug companies, corporate landlords, or billionaires. And they described the policy as a way to restore basic security rather than as a technocratic tweaking of government.

Narrative Testing Shows the Strength of Inclusive Populist Messaging

Phase 2 also tested broader candidate narratives asking voters if they were more or less likely to vote for a candidate with a specific narrative (or if it made no difference). We tested five narratives: A Strong Populist narrative, A narrative centered on Freedoms, an Abundance narrative, a Weak Populist narrative and a MAGA narrative. The full text of these narratives are included as an appendix. The strongest result came from the Strong Populist - the one most in line with Working Family Power's current narratives - which reached 44% saying they would be much more likely (8 to 10 on a to 10 scale) to support a candidate advocating this position, ahead of Abundance at 40%, Weak Populist at 33%, MAGA at 32%, and Freedoms at 31%.

The importance of that result is not rhetorical. It shows that once voters are asked to evaluate an overall economic story - not just single policy solutions - the most effective version is the one that combines cost-of-living pressure and corporate accountability.

That finding also lines up with the larger Multiracial Working Class project. Since 2023, the frames that most consistently performed across segments have been centered on class conflict and having

a choice of two very different futures. The preamble, or opening paragraphs to the Guarantee, were subsequently constructed using this populist narrative.

Phase 2 Takeaway

- ★ The strongest economic case was not the most cautious case.
- ★ Populist framing did not narrow to the base. On healthcare, jobs, childcare, and housing it held or improved among Cross-Pressured and Swing District voters.
- ★ The message that proved most durable paired material guarantees with a clear story about who has rigged the economy and who should be made to pay.

PHASE 3: FEBRUARY 2026

We test the Full Agenda as Voters Would Actually Encounter It

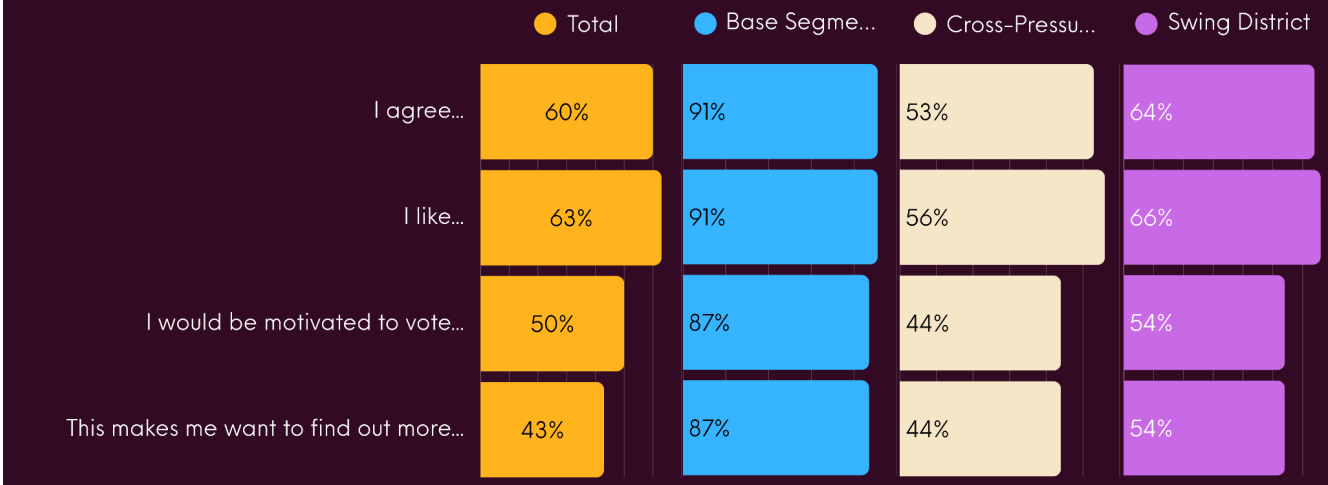
Phase 3 brought the pieces together. Instead of testing one policy at a time, it presented the Working Families Guarantee as a complete economic package built from the strongest policies, strongest wording, and strongest narrative themes from the first two phases. We had them read the entire WF Guarantee, as presented at the top of this document.

After reading, we asked respondents whether they agreed, disagreed or were neutral on three statements:

- ★ I agree with what the Working Families Guarantee says.
- ★ I like what the Working Families Guarantee says.
- ★ I would be motivated to vote for a candidate who believes in the Working Families Guarantee.

The Guarantee reached 60% agreement and 63% likeability overall. Vote motivation - the highest commitment bar in the battery - reached 50% overall. After reading the full agenda, respondents were asked whether they agreed, disagreed, or were neutral on three statements: 'I agree with what the Working Families Guarantee says,' 'I like what the Working Families Guarantee says,' and 'I would be motivated to vote for a candidate who believes in the Working Families Guarantee.' The headline figures reported here are net agree — that is, strongly plus somewhat agree.

AGREEMENT WITH STATEMENTS ABOUT THE WORKING FAMILIES GUARANTEE



- Among Swing District voters, it reached 64% agreement, 66% likeability, and 54% vote motivation.
- Among Cross-Pressured voters, the numbers were lower, but still clearly viable for a full agenda: 53% agreement, 56% likeability, and 44% vote motivation.
- Among Base Segments, agreement reached 91%, likeability 91% and vote motivation 87%.

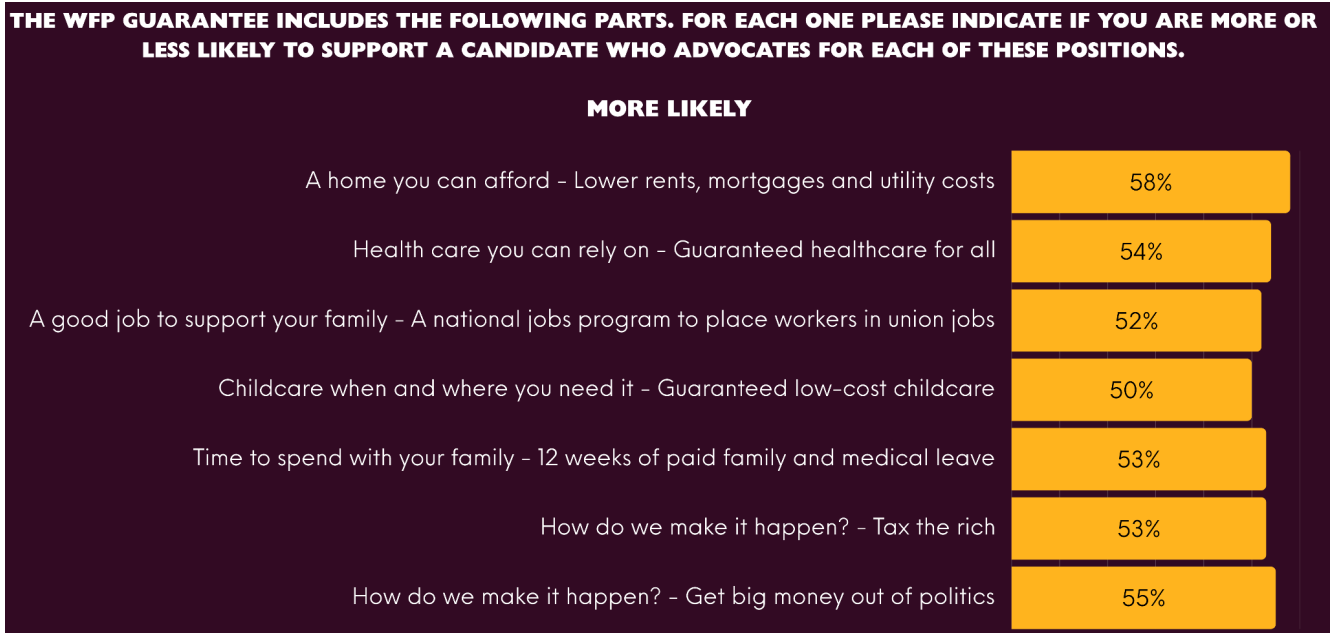
Those numbers are important because they show where the agenda is doing different kinds of political work. With base voters the Guarantee is not only acceptable; it is broadly liked and electorally motivating. With Swing District voters, it performs as a majoritarian agenda across the working class. With the Cross-Pressured middle alone, the agenda clears the threshold of viability, suggesting to candidates and elected officials that they can lean into the Guarantee as a framework. This is the opposite of what the skeptical case - and many pundits predict. If a populist economic agenda were too polarizing for contested electorates, the drop-off would be steepest here. It is not.

The Strongest Planks are The Ones That Tie Cost Relief to Power

We again tested voters' support for the individual policies listed in the Guarantee to see how popular they are as part of the package. We continue to see broad, majoritarian support among the working-class. These Phase 3 plank numbers are not directly comparable to the Phase 1 policy test. In Phase 1, respondents were asked whether they supported or opposed standalone federal policies. In Phase 3, they were asked whether they would be more or less likely to support a candidate advocating each plank as part of the full Working Families Guarantee, with a headline and explanatory byline. The ranking differences across phases reflect both wording changes and the shift from standalone policy support to candidate-support response inside a broader agenda.

- ★ The strongest plank is a “home you can afford,” which reached 58% support overall, 56% support among Cross-Pressured voters, and 59% in Swing Districts.
- ★ “Get big money out of politics” followed at 55% support overall and 53% among Cross-Pressured voters.

- ★ Guaranteed healthcare reached 54% overall.
- ★ Paid family and medical leave and tax the rich both reached 53% support.
- ★ A good job to support your family reached 52% support.
- ★ Guaranteed low-cost childcare reached 50%.



The ranking of the planks is revealing. The strongest elements are not merely popular benefits in the abstract. They are the places where voters can most easily connect a material outcome to a problem of concentrated power. Housing works because it speaks to immediate monthly pain while also locating responsibility in corporate landlords, Wall Street, and price pressure on basic needs. The funding planks work because they answer a question voters are already asking: if families are squeezed, why are billionaires and corporate money still protected?

Conclusion

The cross-phase pattern of polling in this project is what turns this from a set of survey results into a strategic proposal. The strongest planks were not selected first and justified later. They were built through repetition, refinement, and retesting. In addition, WF Power sought constant qualitative input from national partners, policy experts and our state chapters as the Guarantee was constructed. We surveyed the federal legislative landscape to identify what proposals already had relevant legislation and which would need to be initiated by allies in Congress.

In practical terms, this means the final Guarantee is not a laundry list. It is the result of an internal selection process. Policies that could not survive reframing, counterargument, or integration were narrowed or dropped. The planks that remained are the ones that proved they could move from raw policy support to durable compelling language and then to an agenda voters could support as a

whole. It is not a comprehensive platform of all issues that WF Power or our ecosystem are concerned with, but rather a greatest hits of those solutions that will motivate and bring together the multiracial working class to fight for their future.

Strategic Implications

- The evidence does not support the claim that a more assertive economic agenda automatically narrows to the most progressive base.
- The strongest path with working-class voters is not ideological maximalism for its own sake. It is an agenda that ties concrete guarantees to the cost pressures voters live with and to the institutions they already believe are rigged against them.
- Important voting blocs, Liberal and Progressive voters, the Cross-Pressured middle, and Swing District voters - were not alienated by this approach. They were often more responsive to it than to a more cautious alternative.

The Working Families Guarantee is the direct product of a longer multiracial working-class research effort that began in 2023 and a three-phase testing program that ran from August 2025 to February 2026. Phase 1 identified the strongest terrain. Phase 2 identified the strongest language and tested whether it held up under attack. Phase 3 validated the final agenda as a coherent platform.

The central finding is consistent across all three stages. Working-class voters respond most strongly to an economic agenda that is concrete, materially legible, and willing to name concentrated economic power as part of the problem. That is why the final agenda is organized around guarantees: a home you can afford, health care you can rely on, a good job to support your family, childcare when and where you need it, time to spend with your family, and a funding story that requires the wealthy and powerful to pay their share.

For skeptical audiences, the bottom line is straightforward. This agenda was not inferred from ideology. It was built from research, pressure-tested, and validated with the voters needed to assemble a working-class majority.

Appendix 1: Key Questions From phase 1 (August 2025)

How do you feel about the following potential federal policies?

SPLIT A

	NET: Sup.	NET:O pp.	Net: Sup. – Opp.	Very Sup.	S'what Sup.	Neutral	S'what Opp.	Very Opp.	Don't Know
1. A Nationwide Jobs Guarantee	49%	13%	36%	23%	26%	25%	7%	6%	13%
2. A National Jobs Program to place people who need work in good jobs	61%	9%	51%	30%	31%	21%	6%	4%	9%
3. \$15 Federal Minimum Wage	59%	17%	42%	33%	27%	20%	10%	7%	4%
4. A tax on Artificial Intelligence profits that goes to support workers	53%	15%	38%	23%	30%	22%	9%	5%	10%
5. A ban on private equity companies owning housing	45%	18%	26%	23%	22%	24%	13%	5%	13%
6. A pathway to citizenship for undocumented immigrants	51%	27%	24%	31%	20%	16%	13%	14%	5%
7. Make Utility Companies Publicly Owned	41%	17%	24%	18%	23%	28%	10%	8%	13%
8. A Ban on Congressional Stock Trading	58%	10%	48%	38%	20%	18%	5%	5%	14%
9. End the Funding of Foreign Wars	48%	20%	29%	27%	22%	22%	15%	5%	10%
10. Increase the Corporate Tax Rate	50%	18%	32%	27%	23%	20%	10%	8%	12%
11. A Tax on ultra	63%	18%	45%	44%	19%	13%	10%	8%	6%
12. A ½ cent tax on speculative financial transactions	35%	21%	14%	15%	20%	23%	12%	9%	20%
13. Medicare For All	59%	21%	38%	40%	19%	15%	11%	10%	5%
14. \$10 A Day Childcare	56%	16%	39%	35%	21%	20%	9%	7%	8%
	NET: Sup.	NET: Opp.	Net: Sup. – Opp.	Very Sup.	S'wha t Sup.	Neutral	S'what Opp.	Very Opp.	Don't Know
15. 14 Million New Affordable Homes	61%	13%	47%	38%	23%	19%	8%	5%	8%
16. National Rent Control	57%	17%	40%	34%	23%	19%	8%	8%	8%
17. Paid Family Leave and Medical Leave	69%	11%	59%	44%	25%	16%	6%	5%	4%
18. Publicly Owned Grocery Stores	44%	20%	24%	22%	22%	23%	7%	13%	13%

19. Make it easier for Workers to Organize and Join a Union	48%	17%	32%	26%	22%	26%	8%	9%	8%
20. Get Big Money out of Politics	68%	9%	59%	46%	22%	15%	5%	3%	9%

SPLIT B

	NET: Sup.	NET:O pp.	Net: Sup. – Opp.	Very Sup.	S'what Sup.	Neutral	S'what Opp.	Very Opp.	Don't Know
21. A Nationwide Work Guarantee	41%	15%	27%	18%	24%	26%	9%	6%	18%
22. A National Jobs Program to place people who need work in green jobs.	52%	19%	33%	21%	31%	19%	11%	7%	10%
23. A \$20 Federal Minimum Wage	55%	23%	33%	33%	22%	17%	12%	10%	5%
24. A Fund for Workers who lose their jobs to AI paid for by AI Corporations	50%	19%	31%	23%	27%	21%	9%	10%	10%
25. Private Equity out of the Housing Industry	39%	14%	25%	18%	21%	26%	8%	7%	21%
26. Stop ICE Raids and give immigrants a pathway to citizenship	47%	35%	11%	31%	16%	13%	12%	23%	5%
27. 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
28. A Ban on Congressional Stock Trading	62%	11%	51%	46%	16%	17%	6%	4%	11%
29. Reduce the Military Budget by 50%	27%	50%	-22%	12%	15%	14%	16%	33%	9%
30. Make Corporations Pay Higher Taxes	61%	16%	45%	40%	21%	18%	8%	7%	5%
31. A Federal Wealth Tax on the ultra	61%	17%	44%	45%	16%	17%	9%	8%	5%
32. A ½ cent tax on high frequency stock trades	41%	16%	25%	20%	21%	27%	7%	8%	17%
33. Guaranteed Healthcare	68%	14%	55%	48%	20%	14%	6%	7%	4%
34. Guaranteed Childcare	61%	15%	46%	39%	22%	19%	7%	8%	5%
35. \$40 Billion Fund to Guarantee Housing for All	56%	20%	36%	38%	18%	17%	8%	12%	7%
36. A Federal Cap on Rent Increases	61%	15%	46%	40%	21%	17%	7%	8%	6%
37. 2 Weeks of Paid Family and Medical Leave	66%	11%	55%	38%	28%	17%	6%	6%	6%
38. Cap Price Increases at Grocery Stores	57%	20%	36%	41%	16%	17%	10%	11%	6%
39. Crack Down on Employers who Punish Workers for Speaking up on the Job	66%	13%	53%	43%	23%	16%	6%	7%	5%
40. Ban Corporate Spending in Elections	64%	10%	54%	45%	20%	18%	7%	4%	7%

Appendix 2: Key Questions From phase 2 (November 2025)

For the following questions, you will hear the arguments for and against potential federal policies. After reading the arguments, please indicate how you feel about the potential federal policy.

Jobs

	Split A: Populist	Split B: Moderate
	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.	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.	
Net: Support	54%	50%
Net: Oppose	32%	34%
Strongly support	31%	25%
Somewhat support	23%	25%
Neutral	7%	11%
Somewhat oppose	12%	13%
Strongly oppose	20%	21%

Education

	Split A: Populist	Split B: Moderate
	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.	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.	
Net: Support	57%	52%
Net: Oppose	35%	38%
Strongly support	35%	25%
Somewhat support	22%	27%
Neutral	6%	8%
Somewhat oppose	14%	11%
Strongly oppose	21%	25%

Healthcare

	Split A: Populist	Split B: Moderate
	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.	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.	
Net: Support	60%	54%
Net: Oppose	30%	36%
Strongly support	36%	28%
Somewhat support	24%	26%
Neutral	8%	7%
Somewhat oppose	15%	15%
Strongly oppose	15%	21%

Child care

	Split A: Populist	Split B: Moderate
	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.	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.	
Net: Support	52%	49%
Net: Oppose	35%	36%
Strongly support	27%	25%
Somewhat support	25%	24%
Neutral	10%	11%
Somewhat oppose	17%	18%
Strongly oppose	18%	18%

Housing

	Split A: Populist	Split B: Moderate
	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.	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.	
Net: Support	58%	56%
Net: Oppose	38%	36%
Strongly support	33%	25%
Somewhat support	25%	31%
Neutral	3%	5%
Somewhat oppose	18%	19%
Strongly oppose	20%	17%

Rent

	Split A: Populist	Split B: Moderate
	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.	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.	
Net: Support	46%	45%
Net: Oppose	44%	43%
Strongly support	23%	21%
Somewhat support	23%	25%
Neutral	8%	10%
Somewhat oppose	24%	14%
Strongly oppose	20%	21%

Paid Family Leave

	Split A: Populist	Split B: Moderate
	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.	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.	
Net: Support	59%	55%
Net: Oppose	37%	39%
Strongly support	35%	30%
Somewhat support	24%	25%
Neutral	4%	5%
Somewhat oppose	20%	20%
Strongly oppose	17%	19%

Utility Pricing

	Split A: Populist	Split B: Moderate
	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.	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.	
Net: Support	50%	51%
Net: Oppose	43%	43%
Strongly support	27%	26%
Somewhat support	23%	25%
Neutral	5%	4%
Somewhat oppose	19%	20%
Strongly oppose	24%	23%

On the previous screens, you were shown a few policy proposals, some of which would cost the government money to implement. Below are some ways to pay for these programs. Please rank your **top three preferred ways** to pay for the programs you like, with 1 being your most preferred."

	Net: Top 3	1 st	2 nd	3 rd
Funded by taxes on the wealth of billionaires	56%	23 %	18%	15%
Funded by taxes on large corporations	50%	16 %	15%	19%
Funded by taxes on individuals making more than \$500k and couples making more than \$1million a year	44%	8%	14%	22%
Funded by cutting government programs like SNAP/Food Stamps	34%	11 %	16%	7%
Funded by savings from cutting illegal immigrants off of public assistance programs and stronger border enforcement.	34%	11 %	10%	13%
Funded by cutting military spending	30%	9%	16%	5%
Funded by steep tariffs on foreign countries that flood the United States with products that we should be producing at home.	26%	12 %	6%	8%
Funded by a tax on stock trades on Wall Street	16%	5%	3%	8%
Funded by increasing the national debt	10%	5%	2%	3%

Appendix 3: Narratives Tested (phase 2)

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.

Appendix 4: Key Questions From phase 3 (February 2026)

1. I agree with what the Working Families Guarantee says.

Net: Agree	60%
Net: Disagree	17%
Strongly agree	28%
Somewhat agree	32%
Neither agree nor disagree	18%
Somewhat disagree	10%
Strongly disagree	7%
Don't know	5%

2. I like what the Working Families Guarantee says.

Net: Agree	63%
Net: Disagree	15%
Strongly agree	30%
Somewhat agree	33%
Neither agree nor disagree	17%
Somewhat disagree	9%
Strongly disagree	6%
Don't know	5%

3. I would be motivated to vote for a candidate who believes in the Working Families Guarantee.

Net: Agree	50%
Net: Disagree	22%
Strongly agree	22%
Somewhat agree	28%
Neither agree nor disagree	22%
Somewhat disagree	12%
Strongly disagree	10%
Don't know	6%

The WF Guarantee includes the following parts. For each one please indicate if you are more or less likely to support a candidate who advocates for each of these positions.

4. **A home you can afford**

Lower rents, mortgages and utility costs

Net: More likely	58%
Net: Less Likely	20%
Much more likely	30%
Somewhat more likely	28%
Makes no difference	22%
Somewhat less likely	10%
Much less likely	10%

5. **Health care you can rely on**

Guaranteed healthcare for all

Net: More likely	54%
Net: Less Likely	24%
Much more likely	28%
Somewhat more likely	26%
Makes no difference	22%
Somewhat less likely	11%
Much less likely	13%

6. **A good job to support your family**

A national jobs program to place workers in union jobs

Net: More likely	52%
Net: Less Likely	25%
Much more likely	26%
Somewhat more likely	26%
Makes no difference	23%
Somewhat less likely	12%
Much less likely	13%

7. **Childcare when and where you need it**

Guaranteed low-cost childcare

Net: More likely	50%
Net: Less Likely	26%
Much more likely	25%
Somewhat more likely	25%
Makes no difference	24%
Somewhat less likely	12%
Much less likely	14%

8. **Time to spend with your family**
12 weeks of paid family and medical leave

Net: More likely	53%
Net: Less Likely	24%
Much more likely	27%
Somewhat more likely	26%
Makes no difference	23%
Somewhat less likely	11%
Much less likely	13%

9. **How do we make it happen?**
Tax the rich

Net: More likely	53%
Net: Less Likely	26%
Much more likely	28%
Somewhat more likely	25%
Makes no difference	21%
Somewhat less likely	11%
Much less likely	15%

10. **How do we make it happen?**
Get big money out of politics

Net: More likely	55%
Net: Less Likely	22%
Much more likely	30%
Somewhat more likely	25%
Makes no difference	23%
Somewhat less likely	10%
Much less likely	12%