

To: Interested Parties
From: Working Families Party / Justice Research Group
Date: August 2026
Re: Monopolies and Class Conflict Narratives in Swing Districts

Methodology and Background

Working Families Party conducted a national survey of N=2,512 working class registered voters, including an oversample of N=508 voters in Cook Political Report Toss Up Districts, fielded August 13-16, 2026. The survey tested nine candidate narratives. Each narrative was presented in a three-way split sample, with the messenger described as a Democrat, a Working Families Democrat, or a generic leader.

After each narrative, voters rated it on four performance measures: convincing, believable, whether the speaker understands people like them, and whether it made them want to learn more. The figures reported below are top-two-box percentages unless otherwise noted.¹ This poll builds upon research that the Working Families Party has conducted over the last few years that shows the strong appeal of progressive candidates embracing class conflict and messages rooted in the need for systematic changes.

The Monopolies Narrative

Our freedom is being crushed by corporate monopolies and corruption. While honest businesses struggle, corporate monopolies buy up lobbyists and get the laws written to increase their power. Everything from eggs to housing to insurance to utility bills costs too much because only a few companies have unfairly destroyed competition. This November, we need to vote for Working Families Democrat / Democrat / Leaders so that truck drivers, nurses, local business owners, farmers and pharmacists can rebuild a free and open economy and democracy.

The Class Conflict Narrative

People who have to work for a living ought to earn a living. But today, the wealthiest people and corporations get richer and richer off our backs while our wages stay the same. This November we need to elect Working Families Democrat / Democrat / Leaders who will fight for working people to keep the money they earn by cracking down on price gouging at the grocery store, bringing down the cost of health care, and making wealthy tax cheats pay what they owe.

Working Class Swing District Voters - The Narratives Ranked

Net: Top 2 Boxes Convincing	
Monopolies “Everything from eggs to housing to insurance to utility bills costs too much because only a few companies have unfairly destroyed competition.”	58%
Class Conflict “The wealthiest people and corporations get richer and richer off our backs while our wages stay the same.”	55%

¹ Question wording and scales:
“How convincing did you find this message?” (5 points: Extremely convincing to Not at all convincing);
“How believable did you find this message?” (5 points: Completely believable to Not believable at all);
“How much did this message make you feel that the speaker understands people like you?” (4 points: A great deal to Not at all);
“How much did this message make you want to learn more about the candidate or organization delivering it?” (5 points: Much more interested to Much less interested).
Reported figures combine the top two response categories.

AI and the Future of Work

"No one who wants to work should be left behind because a corporation replaced them with software." 53%

Rigged Rules

"That's not the economy failing. That's a system rigged, on purpose." 52%

Next Generation Change

"Too many politicians have become reliant on wealthy campaign donors. They cater to CEOs and corporations instead of siding with workers and consumers." 51%

Building the Future

"America is rich enough to guarantee everything we need to build a good life." 51%

MAGA Lies

"Trump and Republicans promised to bring down prices, fix the economy, and end forever wars. Instead, costs are up and we're spending billions on wars." 49%

Patriotism for Working People

"This country was built by people who work - not by billionaires, insiders, and politicians in Washington." 49%

Freedoms

"Most of us value our freedom to have an equal say in the decisions that impact our lives and make our voices heard." 48%

Key Findings

1. Monopolies leads in Swing Districts, with Class Conflict close behind.

Among Swing District voters, the Monopolies narrative is the most convincing of all nine narratives tested: **58%** rate it extremely or very convincing. **Class Conflict is second at 55%**, followed by AI and the Future of Work (53%) and Rigged Rules (52%).

The two leading messages get at the same economic frustration from different directions. Monopolies ties freedom and corruption to the costs voters feel every day - eggs, housing, insurance, and utility bills - and identifies concentrated corporate power as the problem. Class Conflict is more direct about the divide between working people and the wealthy, connecting stagnant wages to price gouging, health care costs, and wealthy tax cheats.

2. Both Monopolies and Class Conflict perform strongly across the other measures tested.

Monopolies remains the stronger of the two across the other measures. Fully **70%** of working class Swing District voters say the Monopolies message makes them feel the speaker understands people like them; **58%** find it believable; and **53%** say it makes them more interested in learning about the candidate or organization delivering it. Class Conflict is close behind at **67%** on understanding people like them, **56%** believable, and **50%** wanting to learn more.

The consistency is notable: Class Conflict stays within two to three points of Monopolies on all four measures. Monopolies has the clearer edge, but Class Conflict also performs as a strong, broadly resonant economic-populist message in competitive districts.

3. The Working Families label makes both messages stronger in Swing Districts.

The three-way split gives a clean read on the effect of attaching the Working Families moniker to the same basic narrative. For Monopolies, the Working Families Democrat version outperforms the Democratic version on every measure: **58% vs. 52%** convincing, **58% vs. 55%** believable, **70% vs. 66%** on understanding people like me, and **53% vs. 50%** on wanting to learn more. Class Conflict shows the same pattern: **55% vs. 50%** convincing, **56% vs. 54%** believable, **67% vs. 63%** on understanding, and **50% vs. 47%** on wanting to learn more.

The Class Conflict result is especially notable against the generic leader frame: the WFP version is stronger on all four measures, including a six-point advantage on wanting to learn more (50% vs. 44%). Monopolies is also stronger than the leader frame on convincingness, understanding, and interest; only on believability does the leader version edge WFP by one point.

WFP lift vs. Democrat	Convincing	Believable	Understands people like me	Want to learn more
Monopolies	+6	+3	+4	+3
Class Conflict	+5	+2	+4	+3

Bottom Line

In Swing Districts, Monopolies is the clearest standout in the narrative test, with Class Conflict a strong second. Monopolies is the most convincing WFP narrative and the strongest at making voters feel understood; Class Conflict stays close behind across the full battery. Just as importantly, putting the Working Families identity on a Democrat on both messages improves them relative to just calling the messenger a Democrat. Together, the results point to two strong approaches for competitive districts: one centered on monopoly power, costs, corruption, and freedom, and another that draws a sharper contrast between working people and the wealthy and corporations.