

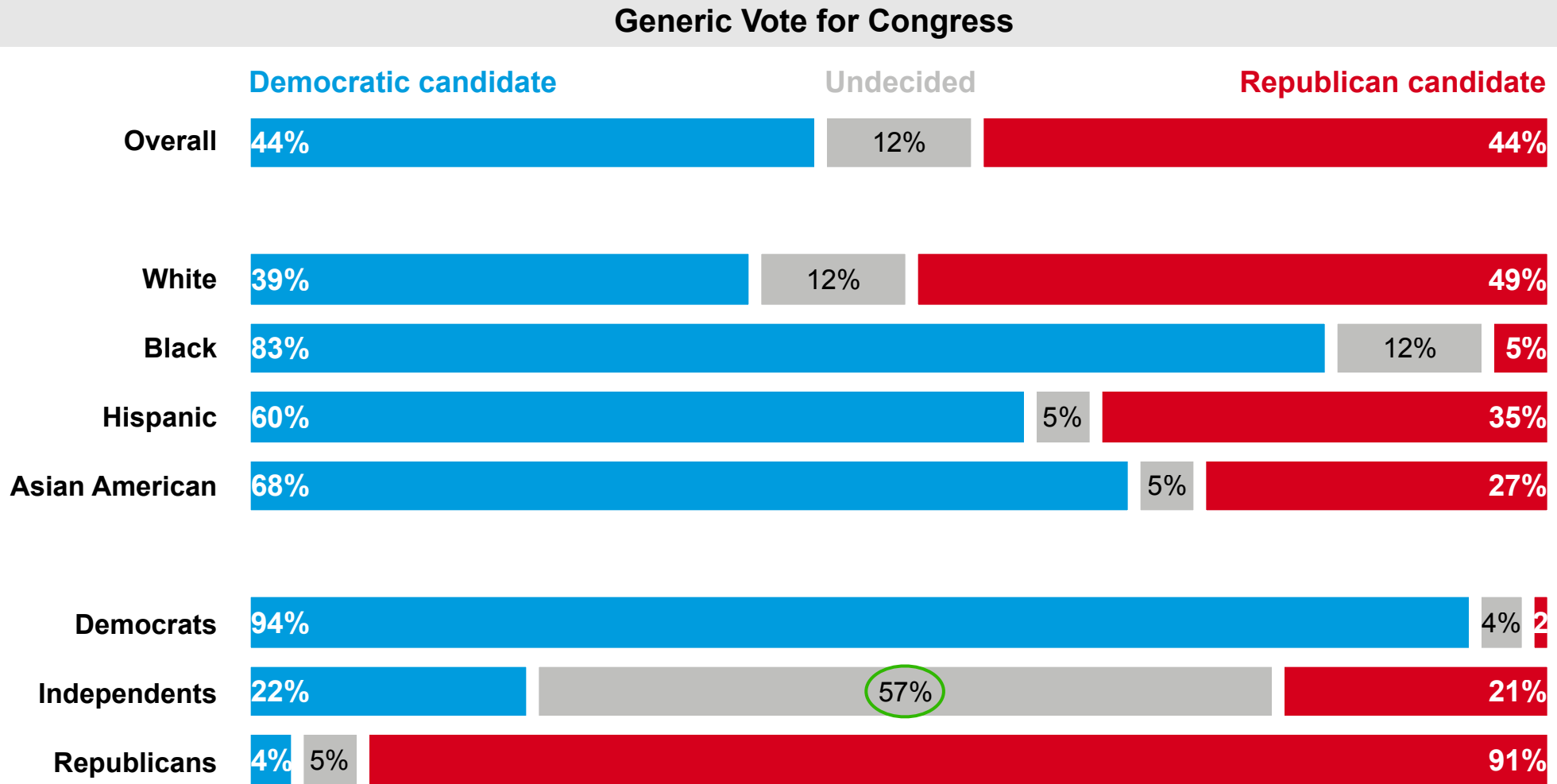
# For the People Act Support and Messaging

## Research Findings Prepared for End Citizens United

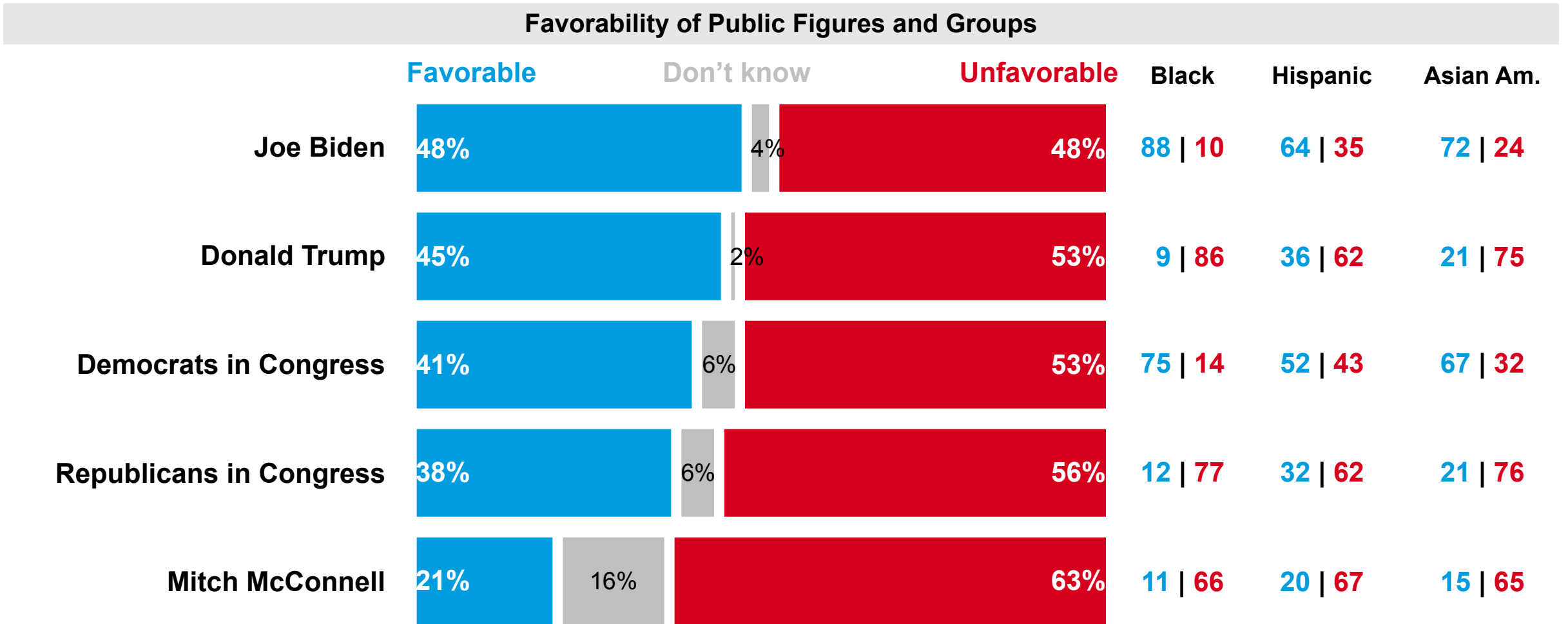


# Lay of the Land

# Battleground voters are deadlocked on a generic vote for Congress, but independents are largely up for grabs

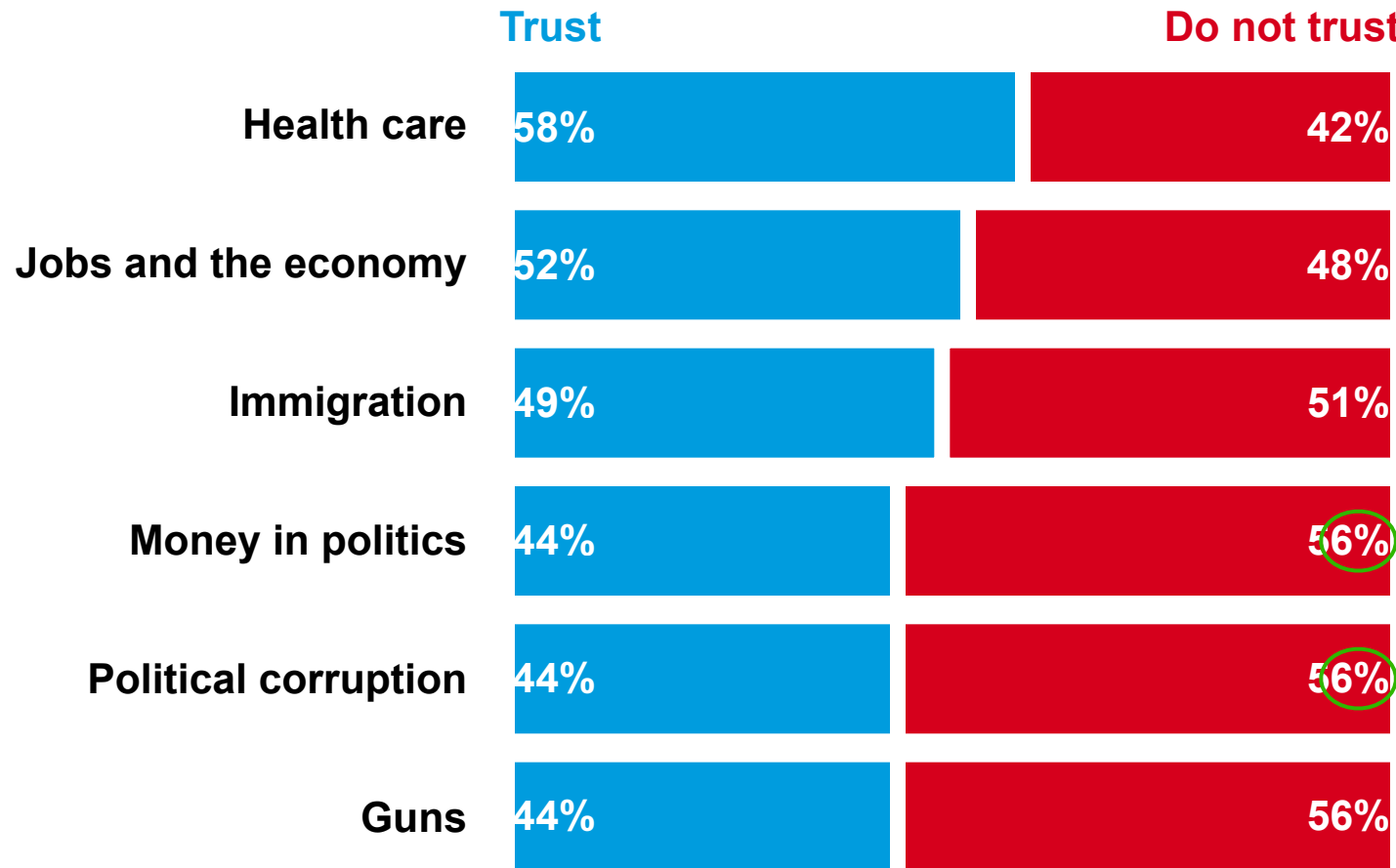


# Biden remains more popular than Trump, and Congressional Democrats have a small edge over Republicans; McConnell remains extremely unpopular



# Democrats have advantages on health care and the economy, but start off with double digit deficits on corruption and money in politics

How much do you trust Democrats to handle that issue?



## QualBoard – Concerns on corruption

**Corruption exists everywhere.** There has to be a way to stop political corruption, but that is one thing we have to figure out together. It's not something that will magically change overnight. This will take time. – **Base Voter**

Most of this **political corruption is inherent and engrained.** – **Swing Voter**

**I don't think either party has done a good job** or shown any real attempts to do this. – **Swing Voter**

**Both parties are invested in their corruption.** Dems seem to do it a little quieter though. – **Swing Voter**

# Introducing the For the People Act

# After a brief description of H.R.1, the bill has overwhelming support across parties, with Democrats most strongly supportive

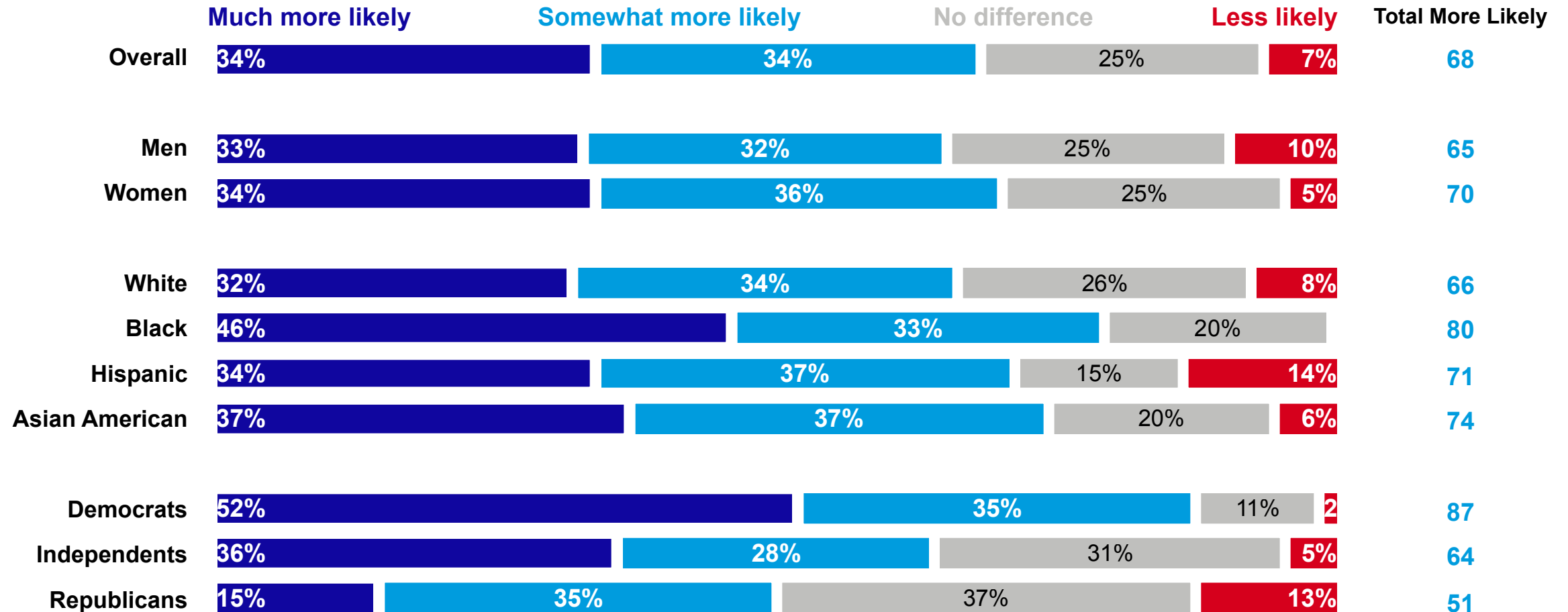
## For the People Act – Initial Vote

This new legislation will crack down on political corruption in both parties and strengthen our democracy. It will limit the influence wealthy donors have over politicians, prevent foreign money from coming into America's elections, strengthen ethics laws to prevent politicians from enriching themselves, create more transparency and accountability in Washington, and protect voting rights for all eligible citizens.



# Support for H.R.1 boosts a Senate candidate significantly, with little risk of pushback

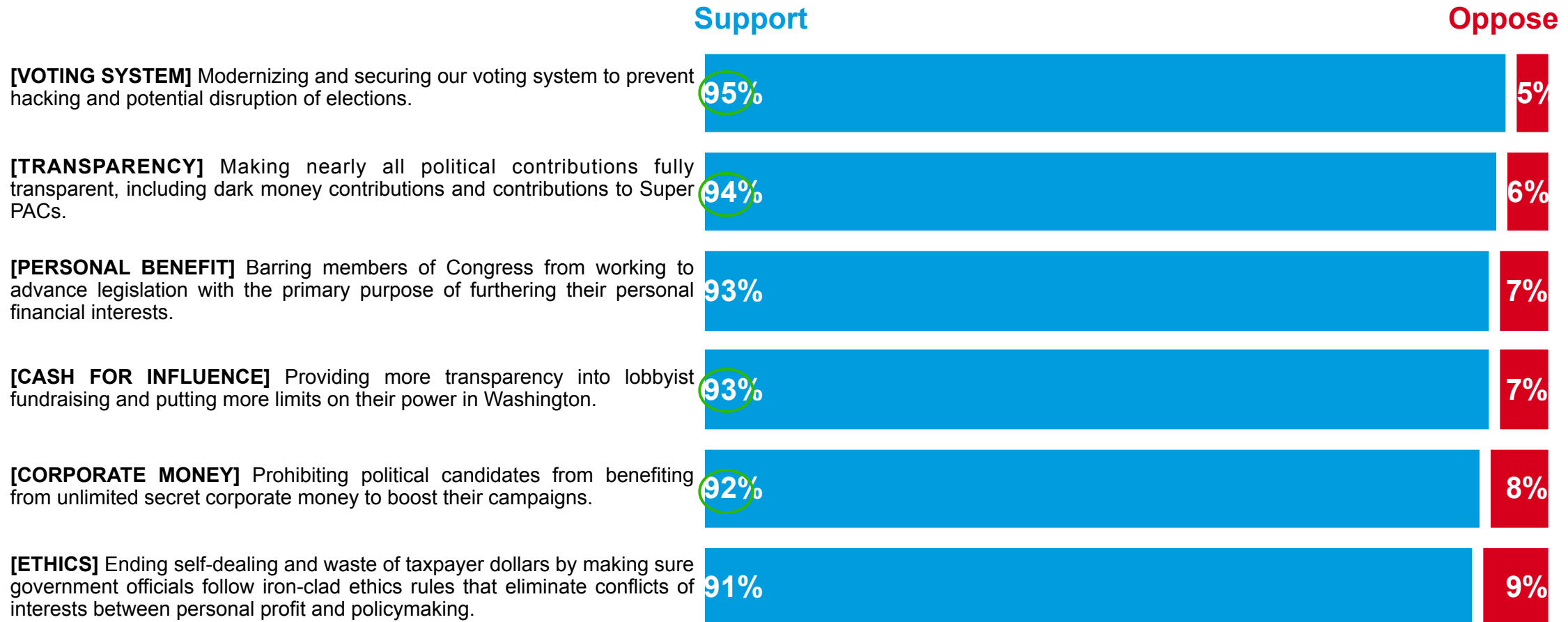
Would you be more or less likely to vote for a candidate for U.S. Senate who support this legislation?





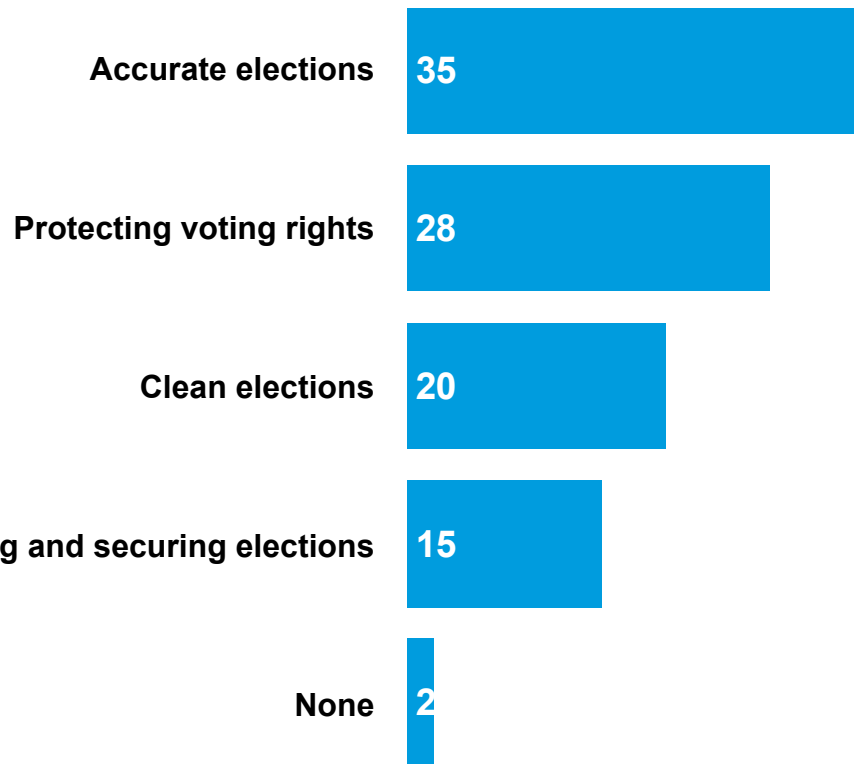
# Elements of the bill that deal with the influence of money in politics are most popular; but so is “modernizing and securing” elections

## Support for Individual Components of the Bill



# Focus on ensuring accurate elections and protecting voting rights – instead of securing and modernizing elections

The following items may seem similar, but which is most important to you?



## QualBoard – Securing elections vs. protecting the right to vote

Swing participants give Democrats the edge on modernizing elections, but nobody (including base participants) are sure exactly what it means.

With swing participants, Democrats have a sizable advantage on making it easier to vote, but this is not necessarily a positive thing.

While swing participants are concerned about voter fraud and want to see more secure elections, base participants already believe elections are secure.

*Secure elections are the most important ingredient in democracy. I gave it a low score because it is clear that some fraud happens but it is so small that the integrity of our elections is kept strong. [The system is working and I believe we need to open it up more to allow easier access to voting.](#) – **Base Voter***

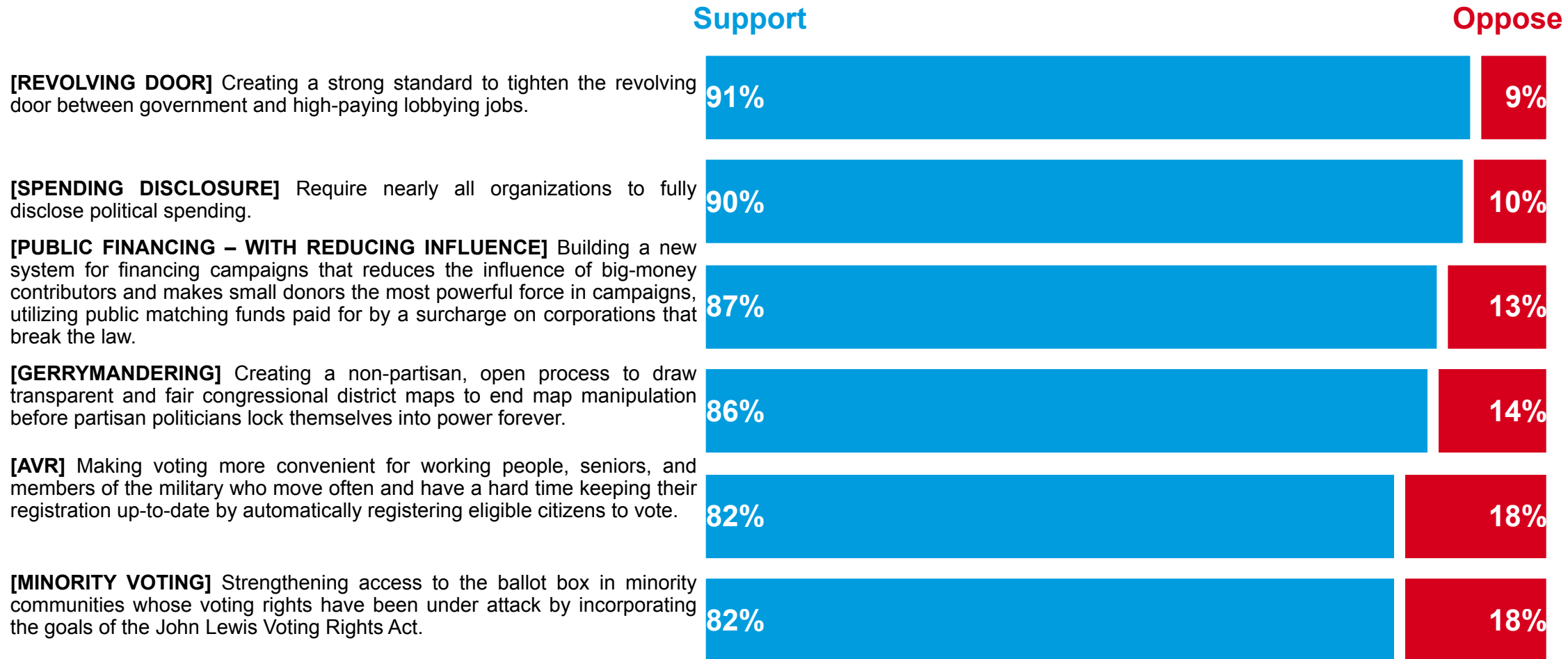
*The voting results also need to be secured against future cyber attacks. Also, we need to [protect voters from acts of voter suppression and intimidation.](#) – **Base Voter***

*Republicans are more focused on getting legal voters, whereas **Democrats are more focused on getting any votes.** – **Swing Voter***

*I feel like **Democrats mostly shrug their shoulders and go with it [fraud] because illegal votes tend to favor them.** I want our election to be secure. – **Swing Voter***

# Protecting voting rights, ending partisan gerrymandering, and creating a public financing system are all broadly popular

## Support for Individual Components of the Bill



# Taking action on H.R.1 gives Democrats more credibility on corruption and money in politics, and other priorities as well

Assuming Democrats successfully passed the new legislation being proposed in Congress, how much do you trust Democrats to handle each issue?

	% Trust - Final	% Change in Trust – Final minus Initial
	Overall	Overall
Health care	60	+2
Jobs and the economy	57	+5
Political corruption	53	+9
Money in politics	52	+8
Immigration	51	+2
Guns	47	+3

# Messaging

We segmented voters into key target groups: Positive Swing are voters we can increase intensity of support with, and Negative Swing we could lose based on GOP attacks

## Vote Targets

### Positive Swing 17% of voters

Initially not strong supporters of H.R.1, but after positive messaging they are more likely to support the legislation

**Ages 18-44 (21%)**

**Men 18-54 (21%)**

**Hispanic voters (26%):**

*Hispanic voters 18-54 (29%)*

*College-educated Hispanic voters (29%)*

**Black men (21%)**

**College-educated Black voters (26%)**

**Republican women (21%)**

**Non-conservative Republicans (21%)**

### Negative Swing 22% of voters

Initially support H.R.1, but after negative messaging they are less likely to support the legislation

**Seniors 65+ (27%)**

**Women 55+ (28%)**

**College-educated women (27%)**

**Republicans (37%):**

*Conservative Republicans (40%)*

*Republican women (40%)*

**Conservatives (36%)**

**Trump voters (37%)**

# Positive Swing voters are convinced by messaging that stresses the deep-rooted impact of money in politics and the urgency for change

## Messages in Support of HR1

Overall	Pos. Swing	Neg. Swing	
% Very convincing			
53	54	52	<b>[MONEY IN POLITICS]</b> Politicians in Washington aren't working for us - instead, they're focused on the corporate special interests who contribute big money to their campaigns. We need to create more transparency and accountability so that politicians work for us instead of wealthy special interest donors.
50	50	44	<b>[TIME FOR CHANGE]</b> Washington has never been more broken, people are doubting elections, a mob just stormed the U.S. Capitol, and the special interests control Congress on all levels - so now is the moment to make changes needed to restore our democracy. Commonsense reform to reduce the influence of money in politics, crackdown on corruption in both parties, and protect voting rights will benefit everyone - whether you voted for Joe Biden or Donald Trump.
50	46	46	<b>[THIS FIRST]</b> For too long, corporate special interests and wealthy donors have had all the power in Washington - they stand in the way of fixing the problems most Americans are facing, like lowering the cost of health care and prescription drugs and making the economy work for regular people, not just those at the top. The only way we can fix these things is by first getting the corrupting money out of politics. If we limit the influence of money in politics, we can force politicians to act.
50	43	45	<b>[COVID]</b> The corruption in Washington has harmed our response to the coronavirus pandemic. Wealthy corporations that contribute big money to politicians received a \$500 billion secret bailout, while regular people got just \$1,200, nowhere near enough to cover expenses even for a month. That's why we need reform.
44	38	21	<b>[VOTING RIGHTS – RACE]</b> This new legislation will stop extreme voter suppression and protect our right to vote. If we don't take action now, politicians will continue trying to rig the rules and make it harder to vote. This bill makes it easier to register to vote, strengthens access to vote-by-mail, and combats voter intimidation, which is often based on race. It will protect your vote against the politicians who fought to throw out votes in the 2020 election.

# Fighting against voter suppression is effective at pushing back on claims of a Democratic power grab

Which statement do you agree with more? (Democratic Power Grab Debate)

Supporters say voter suppression and discrimination are the real power grabs that this bill works to stop. By making it harder to vote, politicians prevent regular people from having a say. This bill gives power back to regular voters by stopping extreme voter suppression.

Opponents say this bill is a power grab by Democrats who want to make it easier for illegal immigrants to vote so that they can steal elections. This bill helps fund and elect Democrats so they can pass their radical, socialist agenda.





# Both messages, one diagnosing the problem and one with a detailed explanation of the solution, defeat opponents of public financing

## Which statement do you agree with more? (Public Financing Debate)

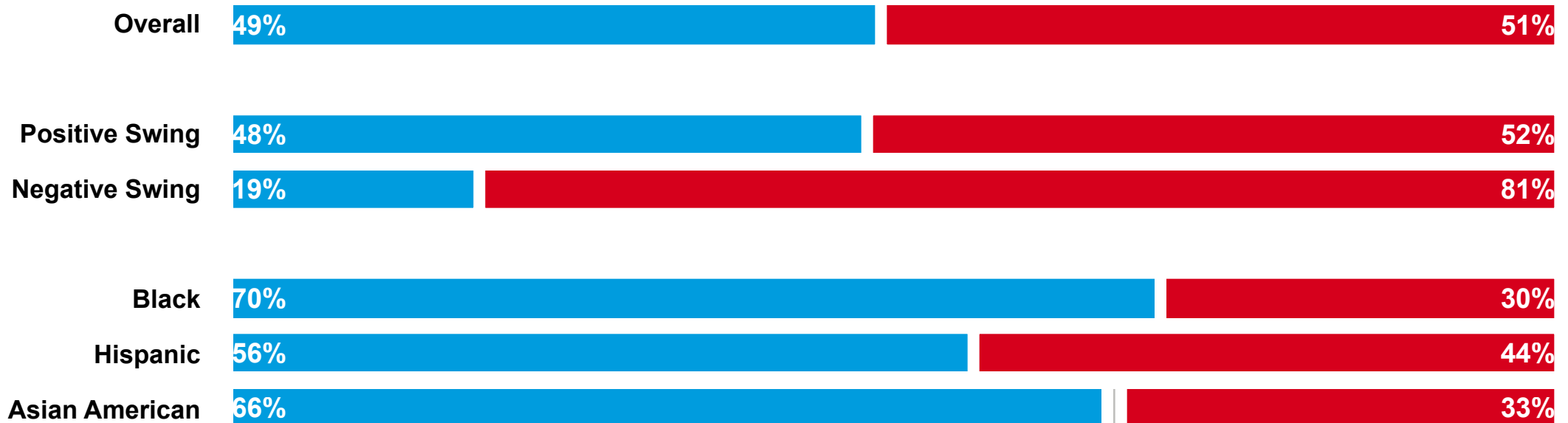
		Overall	Pos. Swing % Agree	Neg. Swing
Read by all	<b>[OPPONENTS]</b> Opponents say giving up to \$5 million of taxpayer money to campaigns to spend on anything from personal expenses to negative campaign ads will create more opportunities for corruption and ways for politicians to cheat taxpayers. This plan is an expensive waste of tax dollars that would result in taxpayer money paying for political campaigns.			
Read by 1/2	<b>[PUBLIC FINANCING – RIGGED/WORK FOR US]</b> Supporters say Washington is broken because the rich and well-connected have rigged the system and bought influence over politicians. We need important reforms to limit the power of wealthy donors and force politicians to work for us instead.	67   33	72   28	40   60
Read by 1/2	<b>[PUBLIC FINANCING – SMALL DONORS]</b> Supporters say politicians care more about who funds their campaigns than the people they are elected to represent. We need a new system that frees candidates from being dependent on wealthy donors and makes small dollar donors the most powerful force in their campaigns by providing matching funds for small campaign contributions paid for by fees on corporations.	61   39	61   39	51   49

# It is effective to call out the misinformation and lies about voter fraud, but election security is still our most concerning negative

## Which statement do you agree with more? (Voter Fraud Debate)

Supporters say that the right-wing misinformation machine is at it again with the same debunked lies. First they lied and claimed fraud about the election results, and now they're lying about this bill. All of their claims that the solutions in this bill cause election fraud have been debunked.

Opponents say this bill will create a federal takeover of elections and force changes to election laws that will allow for massive voter fraud and tampering. Placing elections in the hands of the federal government creates more opportunities for corruption and abuse. And the bill's changes mean no one would have to prove who they are in order to vote.



# Conclusions and Recommendations

# Conclusions & Recommendations

- **The For the People Act should be at the center of this Congress's agenda.** Reform legislation is extremely popular with voters, regardless of party and among Black, Hispanic, and Asian American voters. And voters are more likely to vote for Senators who support the legislation. Passing the legislation would improve voters' perceptions of Democrats, making them more trusted on reform issues and others.
- **Communicate that the legislation holds politicians accountable, returning power from wealthy special interests to regular voters.** The most effective message emphasizes the need to reduce the impact of money in politics – and this is effective both among Positive Swing voters whose support for the legislation can be shored up, and Negative Swing voters who we need to ensure aren't lost if they hear attacks.
- **Support for the bill holds up after negative messaging from opponents.** After negative messaging, fewer than one-third of voters say they are less likely to support the bill.

# Conclusions & Recommendations

- **Emphasize the money in politics elements of the bill.** As voters are most concerned about reducing the influence of special interests, some of the most important provisions of the bill to emphasize are its increases in transparency and crackdown on corporate money.
- **Lean into voting rights with base voters.** Democrats, independents, and people of color think that voter discrimination and suppression are serious problems in need of a targeted solution, and welcome initiatives to protect every American's right to vote. "Protecting voting rights" and "ensuring elections are accurate" are winning phrases with these voters, especially when paired with the reality that attacks on voting rights are often racially-motivated.
- **Two key swing groups for communication include solidification targets and drop-off targets.** Positive Swing, whose support for the bill we can shore up, include Hispanic voters, younger voters, non-conservative Republicans, Republican women, Black men, and college-educated Black voters. Negative Swing, who currently support the bill but can be swayed by hits on it, include seniors, college-educated women, Republicans, conservatives, and Trump voters.

# What to Say

## **Diagnose the problem – The political system in Washington isn't working for the people:**

- Self-serving politicians continue to stack the deck through voter suppression and extreme gerrymandering to hold onto power at any cost.
- Meanwhile, those same politicians prioritize the corporate special interests that contribute big money to campaigns and buy elections, giving them the power to stand in the way of fixing problems, like health care and prescription drug costs, and making the economy work for everyone – not just those on top.

## **Establish sense of urgency to pass the For the People Act:**

- Washington has never been more broken: people are being told by elected leaders to doubt the security of our elections, a mob stormed the U.S. Capitol, and the special interests are still setting the agenda. Now is the moment to make changes needed to restore our democracy.
- This new legislation will reduce the influence of money in politics, crackdown on corruption in both parties, ensure accurate elections, and protect voting rights.
- These commonsense reforms will benefit everyone – whether you voted for Joe Biden or Donald Trump.

**Meet attacks head on:** The real power grab here is the way corporate special interests leverage their campaign contributions to control democracy, and then politicians use voter suppression and discrimination to make it harder to vote. This bill does not give power to Democrats; it gives power back to regular voters, reducing the influence of wealthy donors and stopping extreme voter suppression.

# Thank You

**New York**

**Washington, DC**

**Hartford**

**Chicago**

**Denver**

**Seattle**

# Appendix



# Methodology

## Voters

Global Strategy Group and ALG Research conducted a survey of **1,271 likely 2022 general election voters in battleground states\*** between February 9 and February 15, 2021.

The survey also included oversamples of Black and Latino voters in battleground states, and Asian American voters nationwide.

Global Strategy Group and ALG Research also conducted two “QualBoards” between February 8 and February 12, 2021, one with white swing voters in battleground states and one with strong Democrats nationwide.

## Margin of error

The margin of error at the 95% confidence level is +/- 2.7%.

The margin of error on sub-samples is greater.

\*Battleground states include Alaska, Arizona, Georgia, Iowa, Maine, New Hampshire, Nevada, North Carolina, Ohio, Pennsylvania, Wisconsin, and West Virginia.

# HR1 Description

**Below is a statement about a new piece of legislation being proposed by Democrats in Congress.**

This new legislation will crack down on political corruption in both parties and strengthen our democracy. It will limit the influence wealthy donors have over politicians, prevent foreign money from coming into America's elections, strengthen ethics laws to prevent politicians from enriching themselves, create more transparency and accountability in Washington, and protect voting rights for all eligible citizens.