

DCCC 2022 Battleground Issues Survey

Research findings and recommendations prepared by Global Strategy Group and BSP Research



What We Did

Methodology

Voters

Global Strategy Group conducted a phone survey of **1,000 likely 2022 voters** in 50 battleground congressional districts – including the 32 Frontline districts – from April 3rd to 9th, 2021. The poll also included an additional oversample of 380 Latinx voters for a total of 500 Latinx voters. A further survey of 800 likely 2022 voters in the battlefield was conducted from April 17th to 20th, 2021.

Margin of Error

The margin of error at the 95% confidence level for the first survey is +/- 3.1%.

The margin of error at the 95% confidence interval for the second survey is +/- 3.5%.

The margin of error on sub-samples is greater.

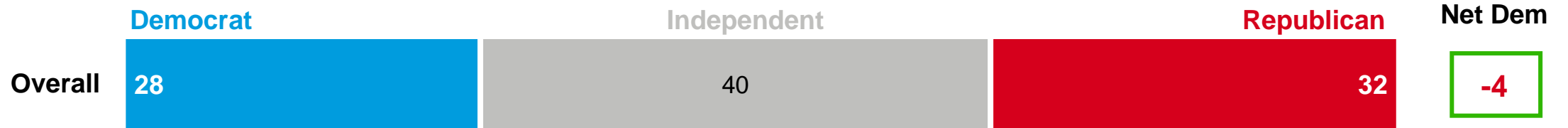
Battleground Districts

AZ-01	FL-27	ME-02	NM-02	TX-07
AZ-06	GA-06	MI-08	NV-03	TX-15
CA-10	GA-07	MI-11	NV-04	TX-24
CA-21	IA-01	MN-02	NY-02	TX-28
CA-25	IA-02	MO-02	NY-19	TX-32
CA-39	IA-03	NE-02	OR-04	TX-34
CA-45	IL-14	NH-01	PA-01	VA-02
CA-48	IL-17	NJ-03	PA-07	VA-07
CA-49	IN-05	NJ-07	PA-08	WA-08
CT-05	KS-03	NJ-11	PA-17	WI-03

Current Landscape

This battlefield is competitive, currently Republicans have a slight advantage across these districts

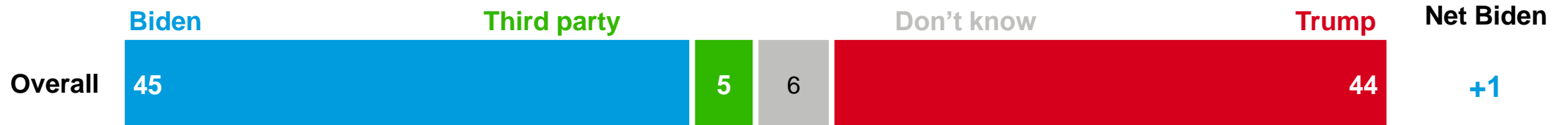
Party Self-Identification



Ideology

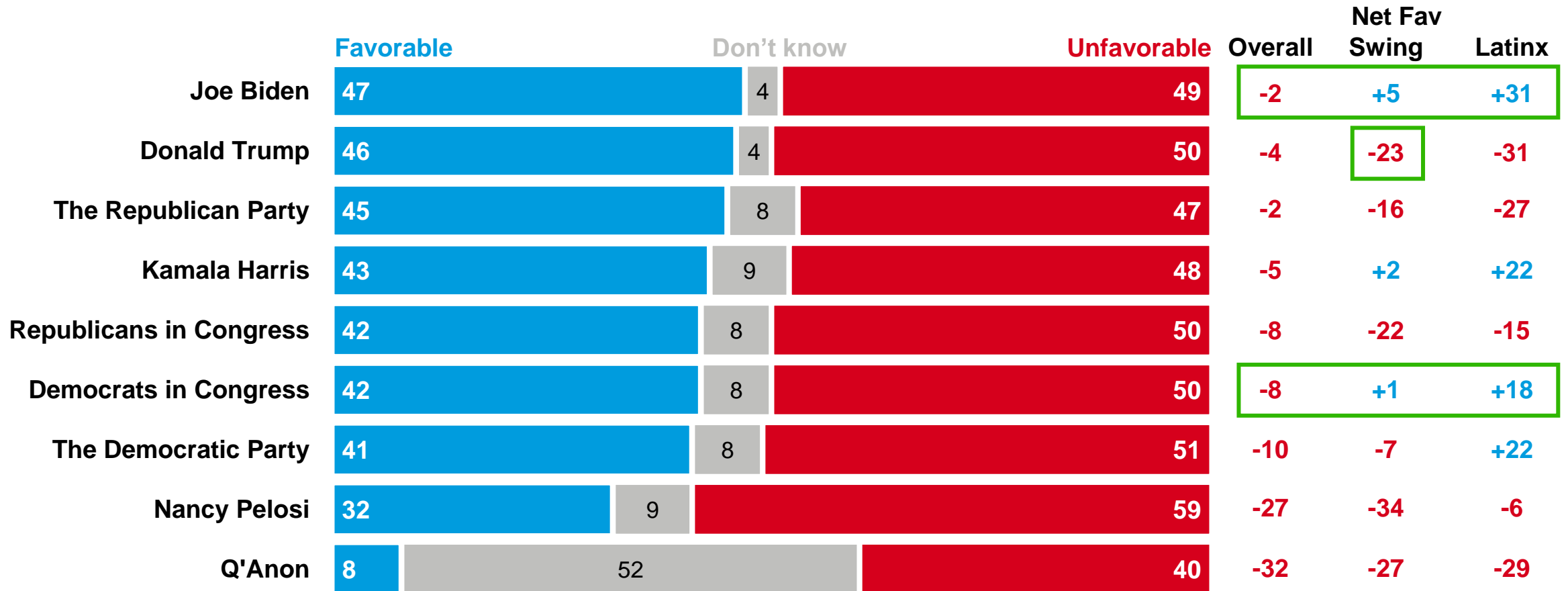


2020 Presidential Vote



Battleground voters hold negative opinions of political figures, though swing voters tend to favor Biden and Democrats more than Trump

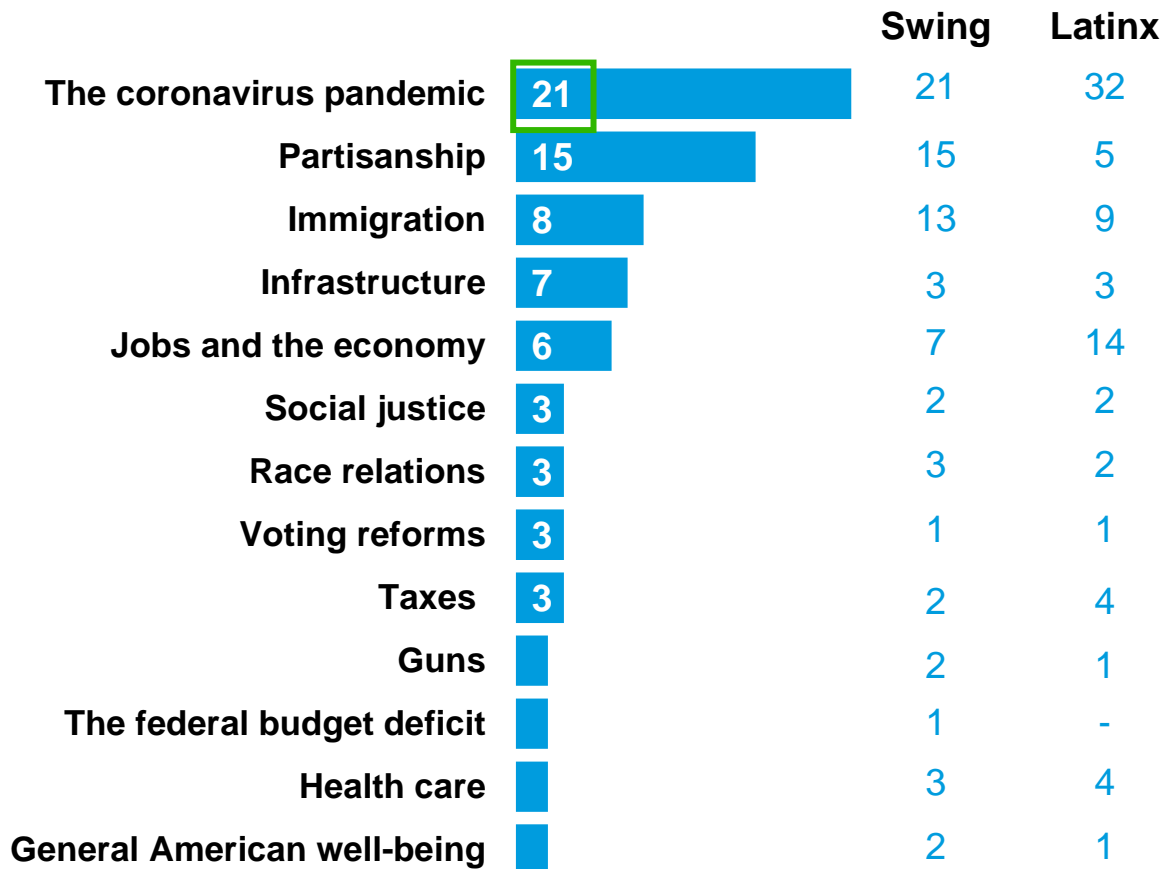
Favorability of Figures and Groups



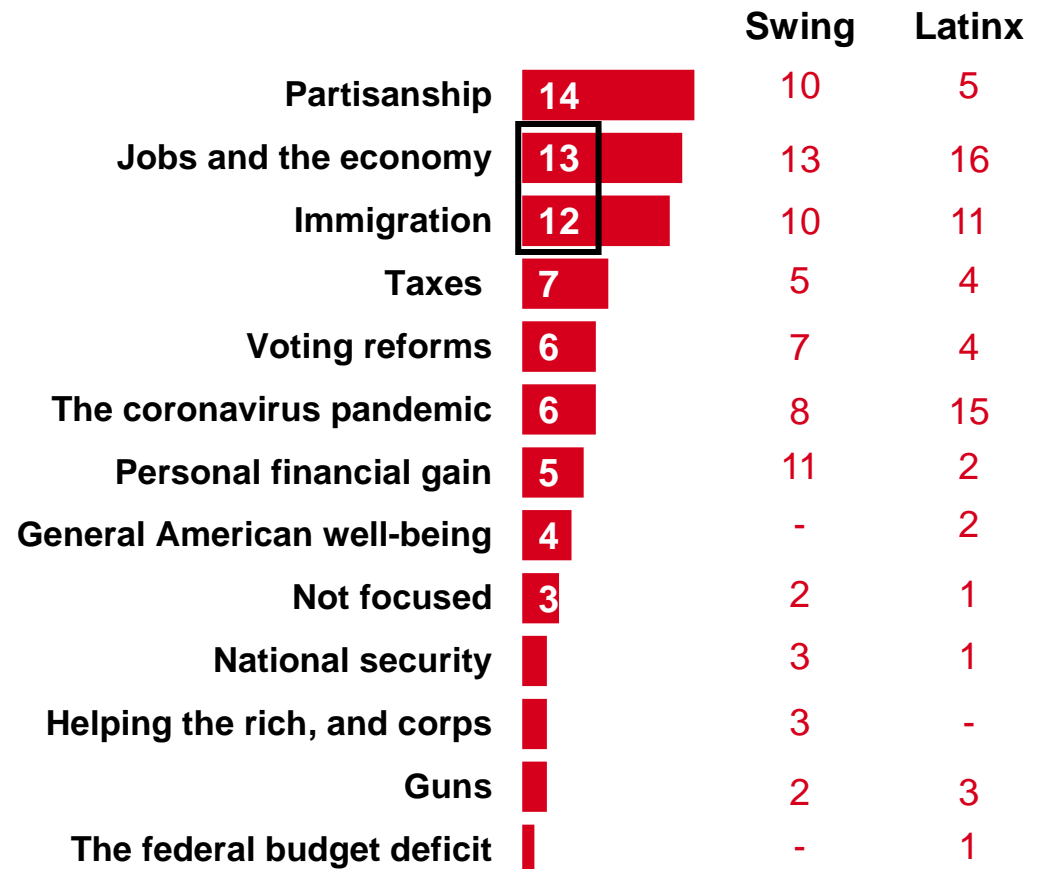
Swing voters (24% of battleground voters) don't always vote for a generic Democrat or a generic Republican in the race for Congress.

Battleground voters credit Democrats on their COVID-19 response but Republicans more on the economy; both too focused on partisanship

What issue do you think the Democrats in Congress are most focused on? (Open End)



What issue do you think the Republicans in Congress are most focused on? (Open End)

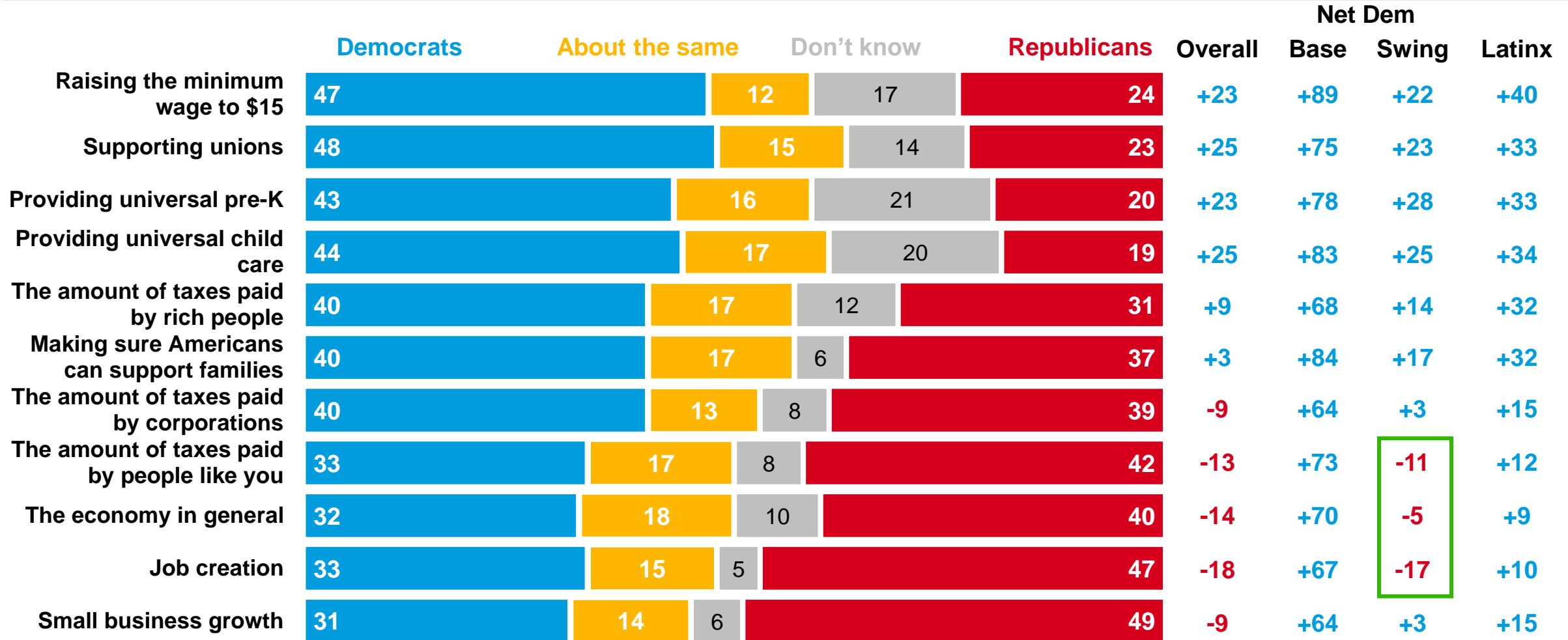


54% of battleground voters say **jobs and the economy** should be Democrats' top priority, followed by pandemic recovery and immigration (both at 40%).

Party Approaches and Messaging

Democrats are trusted most on economic issues related to workers, yet Republicans more so on the economy overall- taxes and job creation

Here are some different issues related to the economy, please indicate which party you think has the better approach to each



Battleground voters are most concerned Republicans are putting their wealthy donors and partisan politics over the needs of Americans

Do each of the following statements raise concerns for you about the Republican Party?

Overall	Base <i>% total concerns</i>	Swing	Latinx	
65	95	68	70	[BEHOLDEN TO WEALTHY] Republicans put the interests of the rich and powerful first. Republicans are so beholden to their wealthy special interest donors that they enacted tax plans that gave nearly all the savings to millionaires and big corporations
62	92	67	70	[BIDEN FAILURE] Republicans are more interested in seeing President Biden fail than working with him to help the American people. Republicans are so committed to obstructing President Biden's agenda that not a single Republican in Congress voted for his administration's coronavirus rescue package that sped up vaccine distribution and sent stimulus checks to hard-working Americans
61	97	67	68	[VOTING RIGHTS] Republicans are making it harder for Americans to vote. They say they want to focus on election security, but in reality, they are passing state laws that restrict voting rights for law-abiding citizens, in particular people of color and Americans in underserved communities
60	93	64	71	[Q'ANON] Republicans have been taken over by Q'Anon conspiracy theorists. They have encouraged violent behavior from conspiracy theorists and white supremacists including the deadly mob at the U.S. Capitol, all while refusing to condemn this type of behavior among Party leaders and candidates
58	93	61	69	[RECOVERY] Republicans are standing in the way of the nation's economic recovery. As the nation tries to rebound from one of the worst economic and public health crises in history, Republicans refused to provide resources for coronavirus vaccine distribution and not a single Republican voted to provide hard-working Americans with the stimulus checks which many desperately need

Battleground voters are worried Democrats are weak on economic issues like taxes and trade, though left-leaning hits also have an impact

Do each of the following statements raise concerns for you about the Democratic Party?

Overall	Base <i>% total concerns</i>	Swing	Latinx	
69	41	70	64	[CHINA] Democrats are too weak on China. They cozy up to the Chinese Communist Party and let them get away with whatever they want, including putting Chinese interests above the needs of hardworking Americans. Democrats allow the Chinese to get away with predatory trade practices that hurt American workers and businesses.
69	35	71	71	[RAISE TAXES] Democrats want to raise taxes on working Americans. They want to provide government handouts to people who don't work at the expense of hard-working Americans. They plan to raise taxes on those who have worked for everything they have, while giving Americans who refuse to work a free ride.
66	32	65	63	[OPEN BORDERS] Democrats want to give amnesty to illegal immigrants. They want to open our borders and allow illegal immigrants to utilize America's health care and educational services for free, taking resources away from hard-working Americans that pay for them.
66	31	67	64	[DEFUNDING THE POLICE] Democrats support mob violence and defunding the police. Democrats believe criminals over law enforcement officers and support efforts to defund police departments across the country, giving into violent protesters and criminals rather than keeping Americans safe.
65	29	65	56	[SOCIALISM] Democrats are moving too far left and want to move the country toward socialism. Democrats are controlled by Alexandria Ocasio-Cortez and her "woke squad" - radical liberals who want to destroy our democracy with "cancel culture" and big government policies that work against capitalism.

Biden Tax Proposal

Voters were exposed to the Dem tax proposal and a likely GOP response, half received language on restoring SALT deductions

Tax Statements

Read to
half

Democratic Tax Plan Frame – w/o SALT

President Biden has proposed a once in a generation infrastructure initiative, and Democrats want corporations and the wealthiest Americans to pay their fair share to support this investment in our country. The proposed tax plan would only raise taxes on Americans making \$400,000 a year or more, but it would increase the corporate tax rate from 21% to 28%. This will close tax loopholes for companies that ship jobs overseas.

Read to
half

Democratic Tax Plan Frame – w/ SALT

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Read to
all

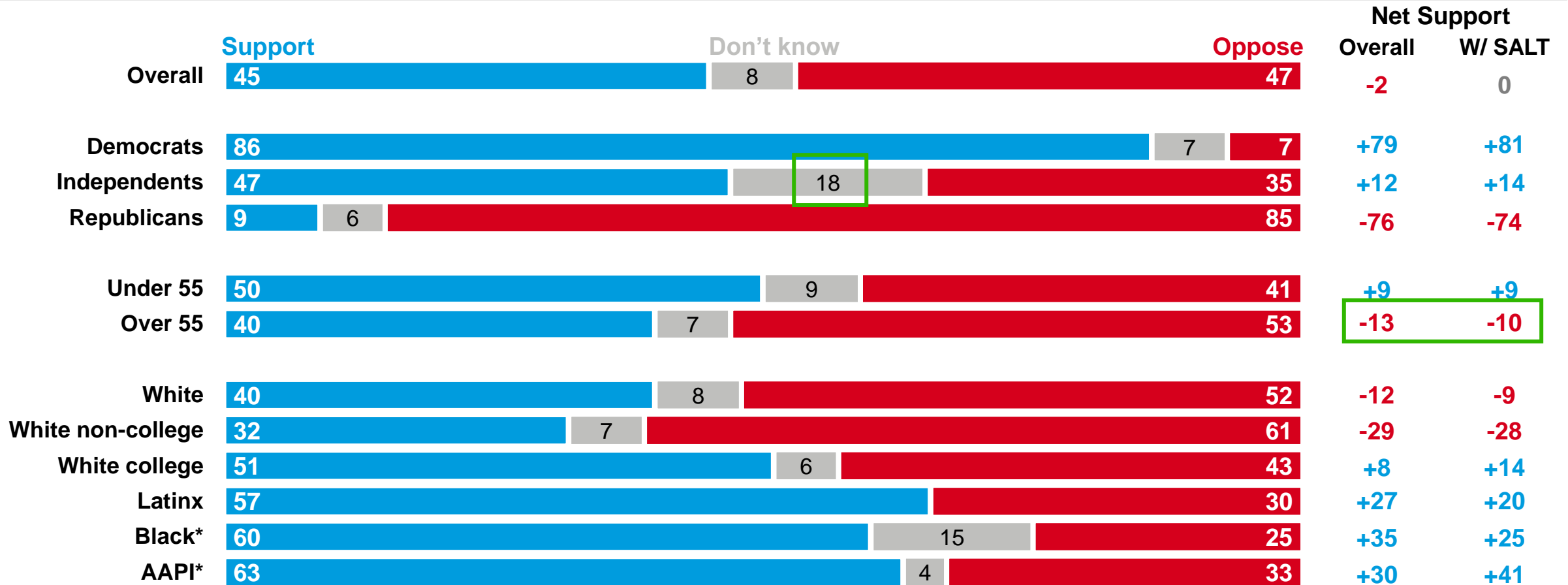
Republican Tax Plan Frame

The Democratic tax proposal will add strain onto our economy that is already struggling to rebound from the hit it took during the coronavirus pandemic. Removing the tax cuts Republicans enacted in 2017 will worsen our already devastated economy, hurt workers' wages, damage small businesses, and cost thousands of jobs as corporations are discouraged from headquartering in the U.S. due to the increased corporate taxes. At a time when the national debt is expected to reach \$30 trillion by the end of the year - this plan would raise taxes by more than \$3 trillion.

Battleground voters are split on the tax plan- including SALT helps.

While the battle lines are clearly drawn along party lines, 1 in 5 swing voters are still undecided

Do you support or oppose the Democrats' proposed tax plan?

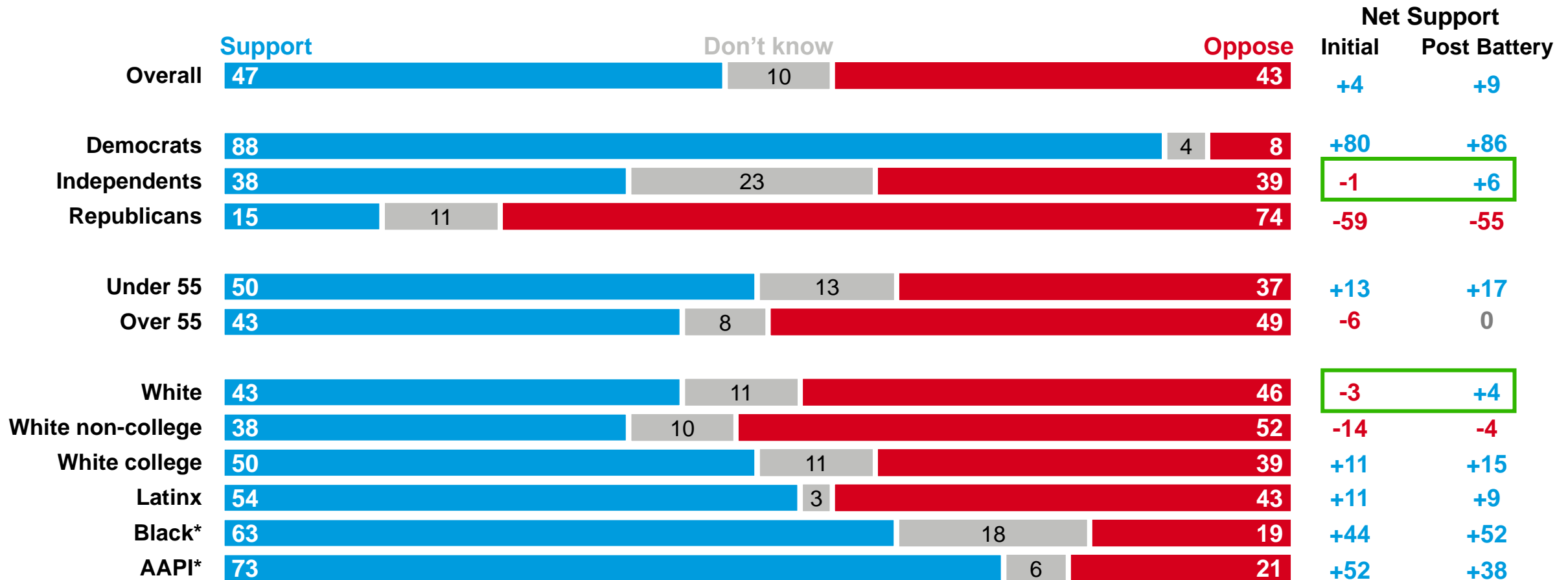


Incorporating language on SALT deductions marginally improves support for the tax plan (with SALT: 46% support/46% oppose; without SALT: 44% support/48% oppose).

*small sample size, results are directional

Presenting details on the tax proposal helps improve support for the overall plan, particularly among key swing audiences

Do you support or oppose Congress passing a new tax plan in order to pay for an infrastructure and jobs plan?



Support for the tax plan increases by a net of 5 points (47% support/43% oppose to 51% support/42% oppose).

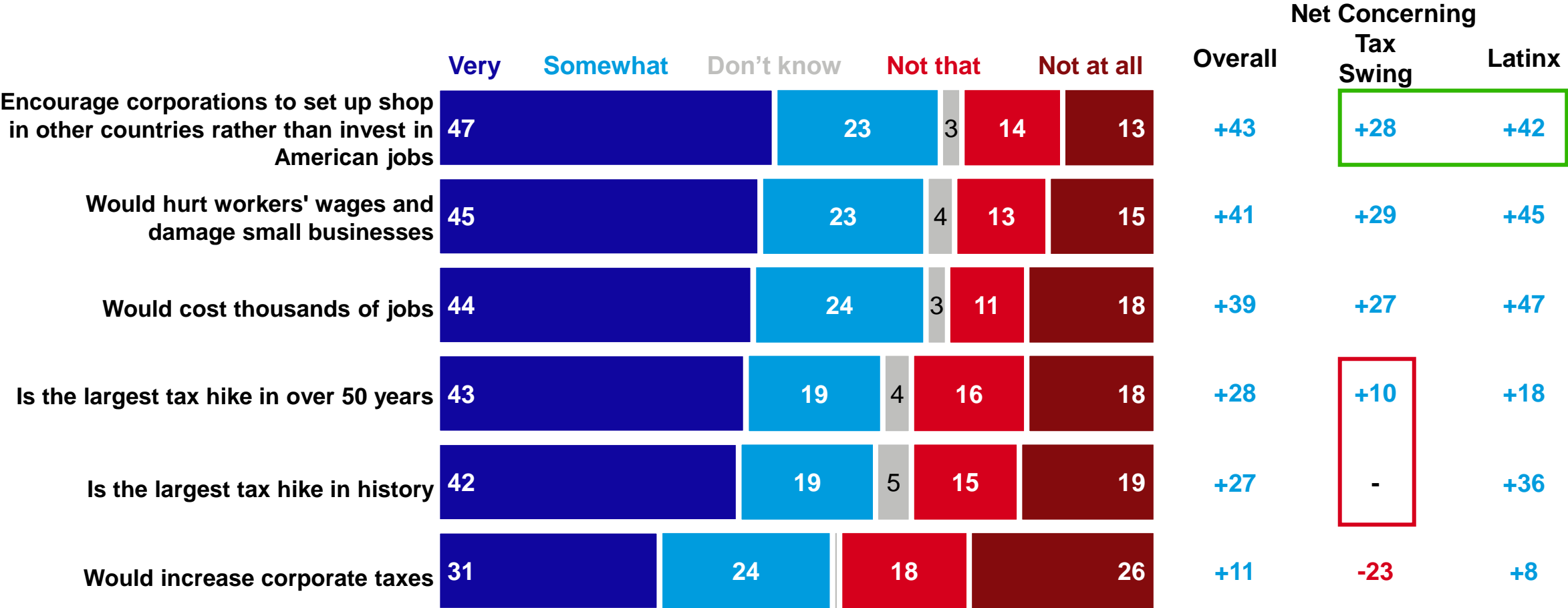
Closing corporate loopholes, ensuring corporations pay their fair share, and only raising taxes on top 2% are most appealing parts of the plan

Is each of the following parts of the proposed tax plan an excellent, good, fair, or poor idea?

	Excellent	Good	Don't know	Fair	Poor	Overall	Net Positive Tax Swing	Latinx
Close the loopholes on corporations who ship American jobs overseas	23	31	6	16	24	+15	+63	+25
Includes provisions that guarantee corporations cannot avoid taxes on profits generated overseas	26	26	4	24	20	+8	+63	+13
Raise taxes on the top 2% of earners in the nation	29	22	5	18	26	+7	+59	+14
Ensures that corporations finally pay their fair share	29	22	5	19	25	+6	+62	+33
Raises corporate taxes to finance needed infrastructure investments	23	27	5	19	26	+5	+53	+16
Raise taxes on people making \$400 thousand a year or more	23	26	3	25	23	-	+59	+8
Once in a generation plan to help increase America's competitiveness	18	28	5	21	28	-2	+53	+17
Restore the full state and local tax deductions that were eliminated by the Republican Tax Plan	16	29	6	21	28	-2	+41	+3
Raise the corporate tax rate from 21% to 28%	18	25	4	20	33	+7	+45	-3

Battleground voters are most concerned the tax plan would hurt U.S. jobs and workers; they're also split on how it is the "largest tax hike"

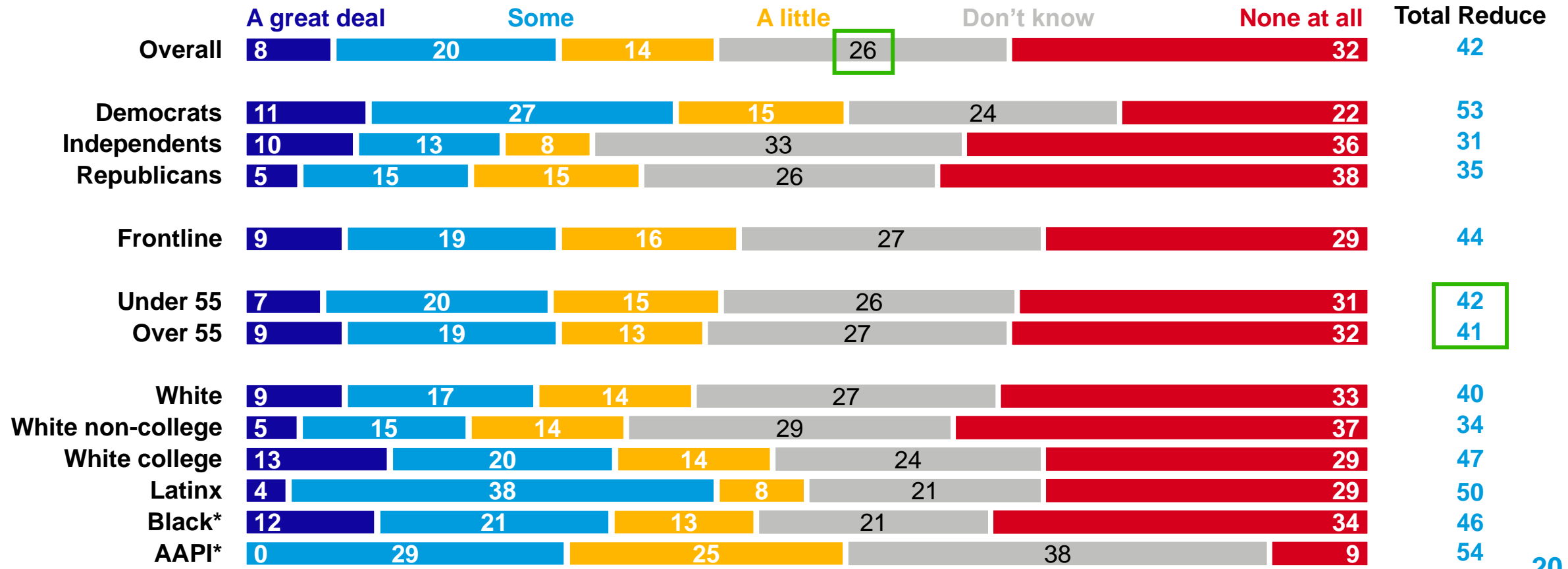
Are you concerned about the following concerns Republicans have with the tax proposal?



Understanding SALT Deductions

Pluralities of voters think reinstating the SALT deduction will reduce the amount they pay in taxes at least a little. Still, 1 in 4 remain unsure

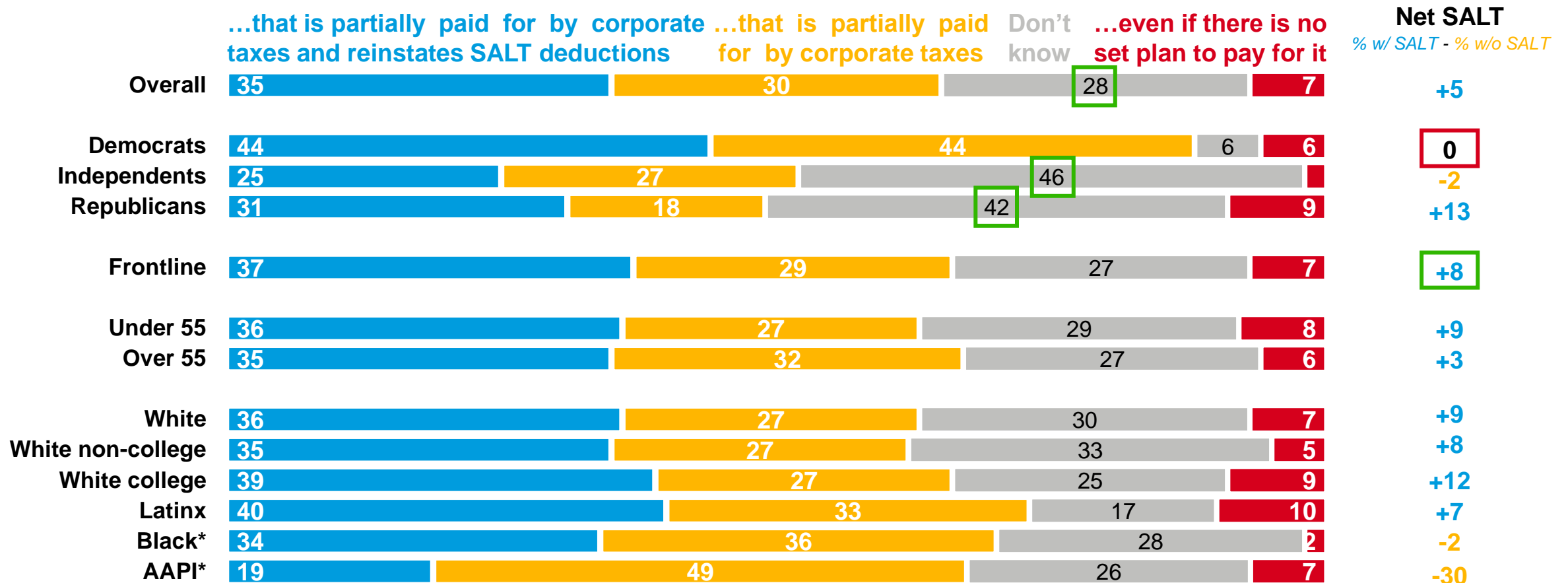
One of the proposed actions of the plan is to reinstate the full SALT, or state and local tax, deduction, which would restore the federal tax deduction for state and local taxes. Do you think reinstating the full SALT deduction would reduce the amount you pay in taxes?



*small sample size, results are directional

Battleground voters narrowly prefer a plan that reinstates SALT deductions, yet almost a third of voters remain undecided

When thinking about the proposed tax plan, which of the following do you agree with most: “Congress should focus on passing an infrastructure and jobs plan...”



*small sample size, results are directional

Conclusions and Recommendations

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Focus on getting the economy back on track. Above all, jobs and the economy is the top issue battleground voters want Democrats in Congress to concentrate on. While they trust Republicans on economic issues, including job creation, taxes, and small business growth, Democrats cannot cede on this subject. The tax plan, along with COVID relief, provides an opportunity for Democrats to show their commitment to responsibly creating jobs while supporting the needs and efforts of everyday Americans.

Frame the tax plan around ensuring corporations and the wealthy pay their fair share. Battleground voters, and Latinx voters alike, are most concerned the proposed tax plan would encourage companies to set up shop in other countries rather than investing in the U.S. It's important to set the record straight by highlighting how the plan will ensure corporations pay their fair share and close the existing loopholes on corporations that encourage them to send jobs overseas.

- Incorporate SALT but have an explanation for why it's beneficial- Arming Democrats with the most believable and appealing explanations for why reinstating SALT helps everyday Americans is going to be essential.
- Additionally, focusing on how the tax plan would only raise taxes on the top 2% of earners helps combat the idea that taxes will increase under the Biden administration.

Focus on changing economic perceptions, while being prepared to face criticisms for being too far left. While changing Democrats' perceived weakness on the economy is imperative, other known left-leaning arguments are still harmful. We need to show the party's economic approach is feasible, fair and effective at helping the economy recover, while also pushing back against inevitable left-leaning attacks.

Republicans are seen as self-interested and obstructionists, highlighting Democratic strengths relative to Republican weaknesses is useful. While Democrats are susceptible to attacks, Republicans are equally vulnerable as battleground voters worry that they have become too extreme and partisan. Republicans' focus on their partisan agenda, putting that before the needs of the American people, along with the party's embrace of white supremacists and conspiracy theorists are vivid concerns to voters. Democrats have the opportunity to draw a stark contrast by talking about how the party has been working to get the country back on track, through unity not division, amid the health and economic crises we face.

Recommended Language

Core Tax Plan Language:

For too long, corporations and the wealthy have gotten a free ride. It's about time they start paying their fair share. This proposed tax plan would finally close loopholes on corporations who send our jobs overseas, encouraging them to invest in American workers. The tax plan would only raise taxes on the top 2% of income earners in the U.S. and reinstate the full state and local tax deduction. The revenue generated will also pay for a once in a generation infrastructure initiative to get our nation back on track following years of neglect and passing the buck.

Thank You

New York

Washington, DC

Hartford

Chicago

Denver

Seattle