OpenLabs

On behalf of the Democratic Senatorial Campaign Committee, OpenLabs examined attitudes amongst voters in Senate 2022 battleground states regarding issue areas and Democrats' legislative agenda.

This research shows that Democrats have an effective message regarding their legislative agenda and accomplishments, including: cutting taxes, growing jobs through investments in infrastructure and lowering health care costs. Additionally, it's particularly effective to highlight the contrast between Democrats and Republicans, who oppose these proposals while looking out for corporations and wealthy special interests.

The top testing message overall for Democrats is:

> *You should support [Senate Democrat] because they are cutting taxes for middle class families, creating jobs by investing in infrastructure like roads, bridges and high speed internet, and cutting your health care costs. No one making under $400,000 will pay more taxes, but Republicans are standing in the way of these proposals because they are looking out for wealthy special interests.*

This message is one of the top performing of roughly 150 messages tested so far this cycle. It is the top testing message overall, and especially effective for men, Biden voters, Latinos, and college educated white people.

Additional testing of more specific messages demonstrated the strength of Democrats' position:

- Democrats' proposal to cut costs by working to "lower health insurance premiums, make quality care for seniors more affordable, and cut the taxes of Americans with kids" was the best testing message for women, Trump voters, black people, and non-college educated white people.

- Democrats' proposal to pay for these areas by "making big corporations and the wealthy special interests who rig the rules pay their fair share" -- while ensuring that Americans who make under $400,000 do not see their taxes go up -- was also compelling across demographics, and was the second-best testing message with Biden voters and college educated white people. Discussing how Democrats' proposals are paid for is not simply a technical detail, but a core part of our plan's popularity.

Regarding infrastructure proposals, Democrats have a strong message by talking about how it will create good paying jobs and by highlighting specific areas like roads, bridges, and high speed internet. This message was shown to be effective amongst Biden voters, Trump voters, college educated white people, and non-college educated.

You should support [Senate Democrat] because the Democrats' infrastructure plan will create millions of good-paying jobs and help American businesses grow by investing in our country's infrastructure -- like our roads, bridges, public transit, water pipes, and broadband. Their plan will get Americans back to work and keep us competitive with other countries.

Democrats also have a strong message among Trump voters in highlighting how infrastructure proposals will help make America more competitive in the global economy and compete with countries like China.

You should support [Senate Democrat] because the Democrats' infrastructure plan will create millions of good-paying jobs and help America compete with countries like China. Their plan will make it easier for Americans to get back to work, will bring jobs back from overseas, and will help us compete with countries like China that threaten our economy.

<u>Methodology</u>:

OpenLabs collected 4,894 survey responses across AZ, GA, NV, NH, PA, and WI from July 23-29th via online web panels. Each message was tested in a randomized controlled trial environment in-survey as a separate treatment, and evaluated on approval of the Democratic incumbent in the respondent's state.