



OpenLabs

DSCC Build Back Better Agenda Message Test

Executive Summary

On behalf of the Democratic Senatorial Campaign Committee, OpenLabs ran a survey experiment to determine the most effective messages with voters in Senate 2022 battleground states regarding Democrats' Build Back Better legislative agenda.

This research shows that Democrats have an exceptionally effective economic message across demographics regarding their legislative agenda: **Democrats are reducing the cost of living for all Americans – including health care, child care, and elder care costs – and are paying for these plans by making the wealthy and big corporations pay their fair share.**

Effective Economic Agenda Messaging

The top testing message overall is:

Democrats say you should support CANDIDATE because they're proposing legislation to reduce the cost of living for all Americans. They say that their plans lower the cost of health care, child care, elder care, and cut taxes for millions of working families. They're making sure that their plans are fully paid for by making the wealthy and big corporations pay their fair share – but no one making less than \$400,000 will pay any more taxes.

This message is one of the top performing of 360+ Democratic senatorial messages tested so far this cycle. It is the top testing message overall, and especially effective with older voters 65+, non-college educated white people, and women.

Variations of this message are also highly effective when including detailed examples, like the amount of money health insurance premiums were being reduced by, the tax cut an average family would receive, and specific programs to reduce costs for seniors and parents.

Among Trump voters, the only message to outperform these kitchen sink messages was a talking point that exclusively focused on lowering costs for seniors and for Americans caring for elderly family members.

Additional testing of specific components of the Democrats' messages also demonstrated strength and showed Democrats have a potent line of attack against Republicans for looking out for the interests of the very rich or big corporations:

- **“Democrats know that if the economy is only working for the ultra rich, then the economy isn't working at all.”** The explanation of how Democrats will pay for these plans isn't a technical detail - it is a fundamental part of the plan's popularity. One of the top-testing messages explains:

Democrats say you should support CANDIDATE because they know that if the economy is only working for the ultra rich, then the economy isn't working at all. They



say that their proposed legislation will lower costs of health care, childcare, and elder care for hard working Americans, by raising taxes on the wealthiest few and big corporations – and without raising taxes on anyone making less than \$400k.

- **“Republicans are standing in the way of these proposals because they are looking out for wealthy special interests.”** Highlighting why Republicans are standing in the way of these proposals that help the American people – rather than just focusing on process and obstruction – continues to be persuasive across demographics, and especially with swing voters.

Democrats say you should support CANDIDATE because Democrats are the party of working Americans while Republicans are the party of the very wealthy and well connected. They say that when Republicans are in power, they pass laws that help wealthy special interests, and block Democrats' efforts to reduce our cost of living, improve our health care system, and create more good-paying jobs.

- **“Legislation that will lower the cost of health care for hard working Americans.”** Messaging around reducing the cost of health care - including expanding coverage and reducing the cost of premiums - is another top testing message, and is especially effective with young people 18-34 years old.

Democrats say you should support CANDIDATE because they're proposing legislation that will lower the cost of health care for hard working Americans. They say that their plan will reduce the cost of health insurance premiums by an average of \$600 per year for millions of Americans who get insurance through the Affordable Care Act, and cover... more Americans in states that have refused to expand Medicaid.

Additionally, beyond this specific test, OpenLabs has found that Democrats' health care proposals continue to be some of the most broadly popular policies nationally, across demographics and partisanship. OpenLabs has conducted policy polling throughout 2021 to measure the popularity of policy across issue areas, including education, climate, immigration, safety, and other major topics. As of October 19th, **policies to reduce the cost of prescription drug prices were among the most popular Democratic policies tested.** A set of policies to reduce the cost of prescription drugs received 55% support from voters nationally, with 33% in opposition and 14% undecided, putting the two-way support at 62% - the highest support across 119 policies polled.

Methodology

OpenLabs collected 3,636 survey responses across AZ, GA, NV, NH, PA, and WI from October 29th - November 2nd 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.