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Economic Message Tests

Sept 2024

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Methodology: Blue Rose Research

Respondents	44,583
Geography	National
Universe	Likely Voters
Messages Tested	109

Methodological Notes: Four separate experiments in July-Sept 2024 used an augmented Randomized Controlled Trial (RCT) methodology to evaluate the effect of each message on a dependent variable of interest. For example, if the dependent variable is presidential election vote choice, the RCT measures respondents' likelihood of voting for Vice President Harris in 2024. Average treatment effects (ATEs) compare the likelihood that respondents exposed to a particular message (a treatment group) will vote for Harris as compared to respondents who saw no message (control group). In this example, effects should be interpreted as: relative to no message, how much does this message increase or decrease the likelihood that a respondent will vote for Vice President Harris?

All statements begin with standard introduction language: "Democrats say you should support Kamala Harris because..." or "Republicans say you should support Donald Trump because..."

Due to the relatively small overall number of Blue Rose Research messages test on this metric (beginning in July 2024), for this presentation percentile rankings are shown only for messages from the final test that finished Sept 1. Previous messages are ranked in order of average treatment effect. On some slides, implied ranking ranges are listed for the highest message as a visual cue. Messages may appear more than once in this presentation if they cross multiple topics areas.



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Key Findings 1: Top Messages and Values

1. The most powerful message among 109 tested follows the Winning Jobs Narrative architecture:

Grow, Invest, Bring Down Costs, & Rich Pay Fair Share: *She [Harris] is working to grow our economy by raising Americans' incomes and lowering costs. Harris just proposed a new budget that will invest in the middle class, bring down costs on medicine, housing, child care, healthcare, reduce poverty, protect Social Security and Medicare and put the budget on a responsible course. The key to getting those done is to ensure the rich pay their fair share in taxes / tax the rich. [A version with this contrast closing also tests high:] When Trump was President, the national debt increased over 30% by 8 trillion dollars.*

2. Opportunity, Freedom, and Forward are the core values frames. These are the top messages within each category:

- a. **Opportunity:** *She wants to create an opportunity economy where everyone has the chance to compete and to succeed whether you live in a rural area, small town, or big city. As president, she will bring together labor and workers and small-business owners and entrepreneurs and American companies to create jobs, to grow our economy and to lower the cost of everyday needs like health care and housing and groceries.*
- b. **Freedom:** *We believe in the freedom to provide for your family if you're willing to work hard; the freedom to breathe clean air and drink clean water and send kids to school without worrying if they'll come home. We believe that true freedom gives us the right to make our own decisions — how we worship, what our family looks like, how many kids we have, who we marry.*
- c. **Forward:** *Donald Trump wants to take our country backward by cutting Social Security and Medicare to give tax breaks to billionaires and big corporations and make working families foot the bill. He wants to take us back to when insurance companies could deny coverage to people with preexisting conditions - like asthma or breast cancer. America tried these failed economic policies before, and we are not going back.*



Key Findings 2: Key Policy Priorities

Many successful messages have specific examples of policies that provide opportunities for working people to get ahead:

1. **Pro-growth & pro-family policies** like lower prices, more housing, strengthening supply chains and domestic manufacturing jobs, and supporting small business and union workers are the core of the Opportunity Economy agenda.
2. **Tax cuts for hardworking families**, not wealthy corporations, are connected to many successful messages. Harris' plans to reduce the budget deficit and Trump's record of increasing the debt are also important.
3. **Personal freedoms & pocketbook issues** can fit together. (See the Freedom message on the previous slide from former President Obama's speech to the DNC).
4. **On safety and justice**, Harris' record taking on illegal corporate behavior and investing in community safety is powerful. Trump's plans to undermine justice and public order are not popular.



Key Findings 3: Contrast Messages

- 1. The 4 most effective contrast messages** frame a clear choice to go forward by investing in working families or backward with more tax breaks for the wealthy and corporations.
 - Too many Americans are struggling to afford housing, health care, child care, and college—costs that were far too high even before the pandemic hit. The choice in this election is between Kamala Harris, who is fighting to lower costs and raise incomes for working Americans. **Or Donald Trump, who spent four years passing tax cuts for the rich and trying to take away health care from everyone else.***
 - Social Security is a promise we have to keep. Hardworking Americans earn the opportunity for retirement security. Republicans have tried to cut Social Security. **Donald Trump proposed cuts to Social Security, so that he can give another big tax cut that benefits the rich and giant corporations.** We should put working families first, not rich people and corporations.*
 - Democrats are working to grow our economy by raising Americans' incomes and lowering costs. Vice President Harris just proposed a new federal budget that will invest in the middle class, bring down costs, protect Social Security and Medicare and put the budget on a responsible course. **When Trump was President, the national debt increased over 30% by 8 trillion dollars.***
 - Democrats are working to lower costs for families by taking on corporate price gouging from prescription drugs, to gasoline, to housing. Housing costs are rising because wealthy corporate investors are buying up housing and corporate landlords are illegally conspiring to drive up rents. Democrats will crack down on corporate speculators and stop price fixing. **Trump Republicans want to give greedy corporations another massive tax cut.***
- 2. Messages on dictators, foreign threats, and Trump's felonies show a mixed result,** and are not as effective as corporate accountability to bring down costs.
- 3. The least effective messages** are either deeply nuanced economic arguments on tariffs or non-specific criticisms of conservative leadership.





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Overall Top & Bottom

109 Total Tested

Messages

Top Messages: 1-4

Title	Content	Pres. Horserace	BRR Ranking
<p>Grow, Invest, Bring Down Costs, Rich Pay Fair Share</p>	<p>She is working to grow our economy by raising Americans' incomes and lowering costs. Harris just proposed a new budget that will invest in the middle class, bring down costs on medicine, housing, child care, healthcare, reduce poverty, protect Social Security and Medicare and put the budget on a responsible course. The key to getting those done is to ensure the rich pay their fair share in taxes / tax the rich. <i>[A version with this contrast closing also tests high:]</i> When Trump was President, the national debt increased over 30% by 8 trillion dollars.</p>	<p>1.2%</p>	<p>100%</p>
<p>MVP: Opportunity Economy (DNC Speech)</p>	<p>She wants to create an opportunity economy where everyone has the chance to compete and to succeed whether you live in a rural area, small town, or big city. As president, she will bring together labor and workers and small-business owners and entrepreneurs and American companies to create jobs, to grow our economy and to lower the cost of everyday needs like health care and housing and groceries.</p>	<p>1.1%</p>	<p>92%</p>
<p>Giant Corps Pay Fair Share</p>	<p>Democrats are working to grow our economy by raising Americans' incomes and lowering costs. That means putting working families, small businesses, and labor union workers ahead of big corporations. By making giant corporations pay the taxes they owe, Democrats are bringing down costs for healthcare, medicine, and energy bills—without raising taxes on anyone making less than \$400,000 a year.</p>	<p>1.0%</p>	<p>-</p>
<p>Choice In this Election: Costs vs Trump</p>	<p>Too many Americans are struggling to afford housing, health care, child care, and college—costs that were far too high even before the pandemic hit. The choice in this election is between Kamala Harris, who is fighting to lower costs and raise incomes for working Americans. Or Donald Trump, who spent four years passing tax cuts for the rich and trying to take away health care from everyone else.</p>	<p>1.0%</p>	<p>-</p>

Rankings are only displayed for messages in the most recent test (Sept 1)



Top Messages: 5-9

Title	Content	Pres. Horserace	BRR Ranking
Prescription Drugs: WH Statement 2	Every American should be able to access the health care they need no matter their income or wealth . Kamala Harris has worked for years to lower the costs of prescription drugs . As Attorney General, she held Big Pharma accountable for illegal practices by winning record-breaking settlements for the people. She will never stop fighting for the health, wellbeing, and financial stability of the American people.	1.0%	-
Social Security	Social Security is a promise we have to keep. Hardworking Americans earned the opportunity for retirement security. Republicans have tried to cut Social Security. Donald Trump proposed cuts to Social Security, so that he can give another big tax cut that benefits the rich and giant corporations. We should put working families first, not rich people and corporations.	1.0%	-
Barack Obama: Freedom 1 (DNC Speech)	We believe in the freedom to provide for your family if you're willing to work hard ; the freedom to breathe clean air and drink clean water and send kids to school without worrying if they'll come home. We believe that true freedom gives us the right to make our own decisions — how we worship, what our family looks like, how many kids we have, who we marry.	1.0%	85%
Ban on Corporate Price Gouging	She will work to pass the first-ever federal ban on price gouging . She will make sure big corporations can't unfairly exploit consumers to run up excessive corporate profits on food and groceries . Many states already ban price gouging but not the federal government. Harris will impose harsh penalties on corporations that fix prices, just like when she went after corporate greed as California's attorney general.	1.0%	-
Barack Obama: Fair Shot Economy + Border/Crime (DNC Speech)	When everybody gets a fair shot, we're all better off. When every child gets a good education, the whole economy gets stronger. When women are paid the same as men for doing the same job, all families benefit. We can secure our border without tearing kids away from their parents. We can keep our streets safe while building trust between law enforcement and the communities they serve.	1.0%	82%

Rankings are only displayed for messages in the most recent test (Sept 1)



Top Messages: 10-14

Title	Content	Pres. Horserace	BRR Ranking
American Prospect: Harris on Price Gouging	She will crack down on unfair mergers and acquisitions that give big food corporations the power to jack up prices and undermine the competition that allows all businesses to thrive while keeping prices low for consumers. Since Harris' announcement in August, big grocery stores admitted to price gouging and the Department of Justice indicted a corporation for illegally conspiring with landlords to raise rents across the country.	0.9%	80%
Housing	Democrats are working to lower costs for families by taking on corporate price gouging from prescription drugs, to gasoline, to housing. Housing costs are rising because wealthy corporate investors are buying up housing and corporate landlords are illegally conspiring to drive up rents. Democrats will crack down on corporate speculators and stop price fixing. Trump Republicans want to give greedy corporations another massive tax cut.	0.9%	-
MVP: Future & Opportunity	Democrats believe in a future where every person has the opportunity not just to get by, but to get ahead. A future where no child has to grow up in poverty and every worker has the freedom to join a union. Where every person has affordable health care, child care, and paid family leave. And where every senior can retire with dignity.	0.9%	-
MVP: CTC w/Deficit (Raleigh Speech) (Split Test)	She will help families deal with rising costs by letting you keep more of your hard-earned money. Under Harris' plan, more than 100 million Americans will get a tax cut. She will provide \$6,000 in tax relief during a child's critical first year when costs to buy diapers, clothes, and a car seat can really add up. And we will do this while reducing the deficit.	0.9%	-
Accomplishments	Democrats are working to grow our economy by raising Americans' incomes and lowering costs so working people have the tools and opportunities needed to build a good life. Hardworking Americans are bringing our economy back, and Democrats are getting things done for them by creating record numbers of good-paying jobs, lowering costs (like a \$35-per-month insulin price cap), fighting outsourcing, and bringing supply chains home.	0.9%	-

Rankings are only displayed for messages in the most recent test (Sept 1)



Top Messages: 15-20

Title	Content	Pres. Horserace	BRR Ranking
Ban on Corporate Price Gouging 1	She will work to pass the first-ever federal ban on price gouging . As Attorney General in California, Harris won more than \$1 billion for consumers by going after companies that illegally increased prices , including wholesalers that inflated the price of prescription medication and companies that conspired to keep prices of electronics high. As President, she will crack down on companies that exploit crises and break the rules .	0.9%	-
WH: July CPI #2	Democrats are taking on Big Pharma to lower prescription drug prices. We're cutting red tape to build more homes while taking on corporate landlords that unfairly increase rent . And we're taking on price gouging and junk fees to lower everyday costs from groceries to air travel. Congressional Republicans would raise prices for middle class families while cutting taxes for billionaires and big corporations .	0.9%	-
MVP: CTC w/out Deficit Raleigh Speech) (Split Test)	She will help families deal with rising costs by letting you keep more of your hard-earned money . Under Harris' plan, more than 100 million Americans will get a tax cut . She will provide \$6,000 in tax relief during a child's critical first year when costs to buy diapers, clothes, and a car seat can really add up.	0.9%	-
ProgressNow: WJN + Freedom	She believes in a future where every family has the freedom to thrive . As President, she'll lower costs and raise wages, so middle class families have the tools and opportunities they need to live a good life . She will stop abortion bans, strengthen Social Security and Medicare, and cut prescription drug costs. Kamala Harris is ready to fight to unite our country and protect our freedoms .	0.9%	-
Obama DNC: Freedom 2:	We believe that freedom requires us to recognize that other people have the freedom to make choices that are different than ours . Harris believes in an America where "We the People" includes everyone. Democracy isn't just abstract principles and dusty laws. It's the way we treat each other — including those who don't look like us or pray like us or see the world exactly like we do .	0.8%	71%
MVP: Backward vs Forward	Donald Trump wants to take our country backward by cutting Social Security and Medicare to give tax breaks to billionaires and big corporations and make working families foot the bill. He wants to take us back to when insurance companies could deny coverage to people with preexisting conditions - like asthma or breast cancer. America tried these failed economic policies before, and we are not going back.	0.8%	-

Rankings are only displayed for messages in the most recent test (Sept 1)



Bottom 4 Messages

Title	Content	Pres. Horserace	BRR Ranking
Politico: Trump Tariffs Could Raise Gasoline Prices	Trump's promised tariff on imports could hit us where it hurts — our gas tanks. Trump called for tariffs of up to 20 percent on all imported goods. A 10 percent tariff — the minimum level Trump has floated — would raise the average retail gasoline price by 5 percent. At current prices, that would hike the current national average from \$3.35 a gallon to \$3.50.	0.3%	17%
Gov. Polis: Trump Deficits & Tariffs	Trump has a track record of record deficits. Even when Trump was in the business sector, he ran huge deficits and losses every year. It's how he operates. Trump's tariff plan is going to raise costs for American consumers and drive out American manufacturing jobs because retaliatory tariffs from other countries will hurt our ability to sell American-made products.	0.3%	16%
WH: Consumer Protection Time Is Money	She is cracking down on corporations that add unnecessary headaches and hassles - through excessive paperwork, hold times, and general aggravation. Americans are tired of being played for suckers. Harris is committed to addressing the pain points they face in their everyday lives. The Biden-Harris Administration is already cracking down on junk fees. Now, she is taking on corporations that waste people's precious time and money.	0.3%	-
Immigration	As Vice President, she helped lead balanced and humane efforts to strengthen border security and reform the immigration system. She knows working people, including hard working immigrants, are key to bringing our economy back. That's why Harris supported the bipartisan border security and immigration reform package and is working to keep families together by protecting undocumented spouses, providing a pathway to citizenship, and work visas for Dreamers.	0.1%	-

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Opportunity Messages

11 Total Tested

Opportunity Economy

Together, we will build what I call an “opportunity economy” — an economy where everyone can compete and have a real chance to succeed; everyone, regardless of who they are or where they start, has an opportunity to build wealth for themselves and their children; and where we remove the barriers to opportunity so anyone who wants to start a business or advance their career can access the tools and the resources that are necessary to do so . . .

. . . Finally, there’s one more way I will help families deal with rising costs, and that’s by letting you keep more of your hard-earned money. Under my plan, more than 100 million Americans will get a tax cut, and we will do this by restoring two tax cuts designed to help middle-class and working Americans: the Earned Income Tax Credit and the Child Tax Credit through which millions of Americans with children got to keep more of their hard-earned income . . .

. . . Now is the time to chart a new way forward to build an America where everyone’s work is rewarded and talents are valued, where we work with labor and business to strengthen the American economy, and where everyone has the opportunity not just to get by but to get ahead.”

Vice President Kamala Harris

August 16th, 2024

Raleigh, North Carolina



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Top Opportunity Messages

Title	Content	Pres. Horserace	BRR Ranking
MVP: Opportunity Economy (DNC Speech)	She wants to create an opportunity economy where everyone has the chance to compete and to succeed whether you live in a rural area, small town, or big city. As president, she will bring together labor and workers and small-business owners and entrepreneurs and American companies to create jobs, to grow our economy and to lower the cost of everyday needs like health care and housing and groceries.	1.1%	92%
MVP: Future & Opportunity (July Wisconsin Speech)	Democrats believe in a future where every person has the opportunity not just to get by, but to get ahead. A future where no child has to grow up in poverty and every worker has the freedom to join a union. Where every person has affordable health care, child care, and paid family leave. And where every senior can retire with dignity.	0.9%	-
Accomplishments	Democrats are working to grow our economy by raising Americans' incomes and lowering costs so working people have the tools and opportunities needed to build a good life. Hardworking Americans are bringing our economy back, and Democrats are getting things done for them by creating record numbers of good-paying jobs, lowering costs (like a \$35-per-month insulin price cap), fighting outsourcing, and bringing supply chains home.	0.9%	-
Progress Now: WJN + Freedom	She believes in a future where every family has the freedom to thrive. As President, she'll lower costs and raise wages, so middle class families have the tools and opportunities they need to live a good life. She will stop abortion bans, strengthen Social Security and Medicare, and cut prescription drug costs. Kamala Harris is ready to fight to unite our country and protect our freedoms.	0.8%	-
Small Business	Democrats are working to grow our economy by raising Americans' incomes and lowering costs. Small businesses are the backbone of our communities, creating jobs and driving prosperity in neighborhoods nationwide. We need policies that invest in the success of these local entrepreneurs, so they can continue to uplift local economies and create pathways to opportunity for Americans everywhere.	0.8%	73%

Rankings are only displayed for messages in the most recent test (Sept 1)



Bottom Opportunity Messages

Title	Content	Pres. Horserace	BRR Ranking
MVP: New Way Forward (Raleigh Speech)	Trump's plans will devastate the middle class, punish working people, and make the cost of living go up for millions of Americans. Harris plans to bring down costs, increase the security and stability financially of your family, and expand opportunity for working- and middle-class Americans . Now is the time to chart a new way forward.	0.8%	-
MVP: Opportunity Economy (Raleigh Speech)	Together, we will build what she calls an "opportunity economy" where everyone can compete and have a real chance to succeed. Where everyone, regardless of who they are or where they start, has an opportunity to build wealth for themselves and their children . And where we remove the barriers to opportunity so anyone can access the tools and resources necessary to start a business or advance their career.	0.7%	-
MVP: Freedom, Opportunity and the Promise of America	She believes in freedom, opportunity and the promise of America . We love our country. And we know the privilege and pride that comes with being American. It is the highest form of patriotism to fight for the ideals of our country. That is how we realize the promise of America. Because when we fight, we win .	0.7%	46%
MVP: New Way Forward	Now is the time to chart a new way forward . Now is the time to build an America where everyone's work is rewarded and talents are valued, where we work with labor and business to strengthen the American economy , and where everyone has the opportunity not just to get by, but to get ahead.	0.6%	45%
Michelle Obama: MVP Story (DNC Speech)	She is one of the most qualified people ever to seek the office of the presidency . Her story is the story of the vast majority of Americans trying to build a better life. She knows that regardless of where you come from, what you look like, who you love, how you worship, or what's in your bank account, we all deserve the opportunity to build a decent life .	0.5%	27%
Michelle Obama: Contribution (DNC Speech)	All of our contributions deserve to be accepted and valued. Because no one has a monopoly on what it means to be an American . Harris has shown her allegiance to this nation. Not by spewing anger and bitterness, but by living a life of service, and always pushing the doors of opportunity open to others .	0.4%	21%

Rankings are only displayed for messages in the most recent test (Sept 1)





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Freedom Messages

12 Total Tested

Top Freedom Messages

Title	Content	Pres. Horseshoe	BRR Ranking
Obama: Freedom #1 (DNC Speech)	We believe in the freedom to provide for your family if you're willing to work hard ; the freedom to breathe clean air and drink clean water and send kids to school without worrying if they'll come home. We believe that true freedom gives us the right to make our own decisions — how we worship, what our family looks like, how many kids we have, who we marry.	1.0%	85%
MVP: Future & Opportunity	Democrats believe in a future where every person has the opportunity not just to get by, but to get ahead. A future where no child has to grow up in poverty and every worker has the freedom to join a union. Where every person has affordable health care, child care, and paid family leave. And where every senior can retire with dignity.	0.9%	-
Progress Now: WJN + Freedom	She believes in a future where every family has the freedom to thrive. As President, she'll lower costs and raise wages, so middle class families have the tools and opportunities they need to live a good life. She will stop abortion bans, strengthen Social Security and Medicare, and cut prescription drug costs. Kamala Harris is ready to fight to unite our country and protect our freedoms.	0.8%	-
Obama: Freedom #2 (DNC Speech)	We believe that freedom requires us to recognize that other people have the freedom to make choices that are different than ours. Harris believes in an America where “We the People” includes everyone. Democracy isn't just abstract principles and dusty laws. It's the way we treat each other — including those who don't look like us or pray like us or see the world exactly like we do.	0.8%	71%
Protecting Freedom A	She believes in freedoms, especially when it comes to reproductive rights. She respects bodily autonomy and is willing to fight for Americans' right to make decisions about our own bodies, without the government telling us what to do.	0.7%	61%
MVP: Freedom, Opportunity and Promise of America (Savannah Speech)	She believes in freedom, opportunity and the promise of America. We love our country. And we know the privilege and pride that comes with being American. It is the highest form of patriotism to fight for the ideals of our country. That is how we realize the promise of America. Because when we fight, we win.	0.6%	46%

Rankings are only displayed for messages in the most recent test (Sept 1)



Bottom Freedom Messages

Title	Content	Pres. Horseshoe	BRR Ranking
Protecting Freedom C	As Vice President, Kamala Harris led the fight for our freedoms: the freedom of women to make their decisions about their own bodies, the freedom to live safe from gun violence, the freedom to vote, the freedom to marry who you want, and the freedom to drink clean water and breathe clean air.	0.6%	(45-42%)
Total Control	Trump and his MAGA politicians have a takeover plan. It's called Project 2025. It guts the checks and balances that have protected our freedoms so they have total control. Their plan bans abortion in every state. It allows employers to stop paying their workers overtime, cuts Social Security by raising the retirement age, and it raises taxes and costs on the middle class to give the wealthy billions.	0.6%	-
WH: Crime & Safety - COPS	Every American deserves the freedom to feel safe in their community. When Trump was President, America saw the largest increase in murders ever recorded. Since Vice President Harris took office, crime and murder are down significantly. Harris cast the tie breaking vote to deliver \$15 billion to hire and retain more cops, invest in community violence intervention and keep communities safe.	0.5%	-
Harris = Together Trump = Apart	We have a clear choice this year. As President, Kamala Harris will continue working for the American people, to bring Americans from all walks of life together to improve things for everyone. Donald Trump's campaign is about ripping us apart and taking away our freedoms.	0.5%	-
Abortion	She strongly opposes the Supreme Court's decision to overturn Roe vs. Wade, allowing states to ban abortion. She helped organize a White House executive action to protect abortion and called on women to vote to protect their rights from government interference. She wants Congress to pass a national law to protect abortion access. On her reproductive freedom tour, she became the first Vice President to visit an abortion clinic.	0.5%	-
WH: Crime & Safety - GUNS	Every American deserves the freedom to feel safe in their community. When Trump was President, America saw the largest increase in murders ever recorded. Since Vice President Harris took office, crime and murder are down significantly. Harris started the first ever White House Office of Gun Violence Prevention, expanded background checks on gun sales, and made record investments in school safety, mental health services, and community violence intervention programs.	0.5%	-
H4P Memo: Felon vs Freedom	The choice in this election is between Donald Trump, the convicted felon who would drag this country backwards, and Kamala Harris' brighter vision for the future, where our freedoms are protected and every American has a fair shot.	0.4%	-

Rankings are only displayed for messages in the most recent test (Sept 1) ; Top message shows implied rank range





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Forward / Future Messages

10 Total Tested

Top Forward / Future Messages

Title	Content	Pres. Horserace	BRR Ranking
MVP: Future & Opportunity	Democrats believe in a future where every person has the opportunity not just to get by, but to get ahead. A future where no child has to grow up in poverty and every worker has the freedom to join a union. Where every person has affordable health care, child care, and paid family leave. And where every senior can retire with dignity.	0.9%	(80-71%)
Grow Progress: WJN + Freedom	She believes in a future where every family has the freedom to thrive. As President, she'll lower costs and raise wages, so middle class families have the tools and opportunities they need to live a good life. She will stop abortion bans, strengthen Social Security and Medicare, and cut prescription drug costs. Kamala Harris is ready to fight to unite our country and protect our freedoms.	0.9%	-
CFFE Ad Text	We believe in a future where every person has access to paid family leave and affordable child care. Right now, too many hardworking families pay more for child care than for housing. Harris believes every family deserves access to affordable, high-quality childcare so parents can provide for their family and contribute to growing America's economy.	0.8%	70%
MVP: New Way Forward (Raleigh Speech)	Trump's plans will devastate the middle class, punish working people, and make the cost of living go up for millions of Americans. Harris plans to bring down costs, increase the security and stability financially of your family, and expand opportunity for working- and middle-class Americans. Now is the time to chart a new way forward.	0.8%	-
Child Tax Credit: DelBene	Childhood poverty costs us over \$1 trillion each year. Imagine how much we could improve if we invested in our kids at a young age. Harris is working to reinstate the expanded Child Tax Credit & make it permanent to create a brighter future for our children & our country.	0.7%	57%

Rankings are only displayed for messages in the most recent test (Sept 1) ; Top message shows implied rank range



Bottom Forward / Future Messages

Title	Content	Pres. Horseshoe	BRR Ranking
MVP: Middle Class + More In Common (DNC Speech)	We are charting a new way forward to a future with a strong and growing middle class . Building that middle class will be a defining goal of Harris' presidency. She sees an America where we care for one another, look out for one another, and recognize that we have much more in common than what separates us .	0.7%	54%
MVP: New Way Forward + Get Ahead	Now is the time to chart a new way forward . Now is the time to build an America where everyone's work is rewarded and talents are valued, where we work with labor and business to strengthen the American economy , and where everyone has the opportunity not just to get by, but to get ahead.	0.6%	45%
MVP: John Lewis We Have Power	Congressman John Lewis wrote: "Democracy is not a state. It is an act." He meant that America's democracy is not guaranteed. It is only as strong as our willingness to fight for it, to guard it and never take it for granted. Protecting our democracy takes struggle and sacrifice. There is joy and there is progress. Because we, the people, have the power to build a better future .	0.5%	31%
H4P Spokesperson on IRA	Under the Biden-Harris administration, America is more energy independent than ever. Vice President Harris cast the tie breaking vote on the Inflation Reduction Act, creating hundreds of thousands of good paying energy jobs and making the biggest climate investment in world history. But Trump promises to dismantle all this progress and sell out America's future for his own personal gain .	0.5%	-
H4P Memo: Felon vs Freedom	The choice in this election is between Donald Trump, the convicted felon who would drag this country backwards, and Kamala Harris' brighter vision for the future , where our freedoms are protected and every American has a fair shot.	0.4%	-

Rankings are only displayed for messages in the most recent test (Sept 1)



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Priorities USA & CFFE PAC Ad



[MVP] *“We believe in a future where every person has access to paid family leave and affordable childcare.”*

[Narrator] I’ve got two kids that are in childcare right now. We pay for for childcare than we do for housing. Kamala Harris believes that every family deserves access to affordable high quality childcare, so parents can provide for their family and contribute to growing America’s economy. That’s a huge help for families like mine.



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“Good Economic News”

Messages

“Good Economic News” Messages

Title	Content	Pres. Horserace	BRR Ranking
Accomplishments	Democrats are working to grow our economy by raising Americans’ incomes and lowering costs so working people have the tools and opportunities needed to build a good life. Hardworking Americans are bringing our economy back, and Democrats are getting things done for them by creating record numbers of good-paying jobs, lowering costs (like a \$35-per-month insulin price cap), fighting outsourcing, and bringing supply chains home.	0.9%	(80-71%)
WH: July CPI #2 Price Gouging	Democrats are taking on Big Pharma to lower prescription drug prices. We’re cutting red tape to build more homes while taking on corporate landlords that unfairly increase rent. And we’re taking on price gouging and junk fees to lower everyday costs from groceries to air travel. Congressional Republicans would raise prices for middle class families while cutting taxes for billionaires and big corporations.	0.9%	-
Things are Better than 4 Years Ago	Democrats are working to grow our economy by raising Americans’ incomes and lowering costs. Wages are growing faster than prices, income inequality is falling, more people than ever have health insurance, and we have the strongest growth in the world. Things are better than four years ago—and Democrats will continue to fight for and invest in working families.	0.8%	-
@POTUS: Inflation (Aug)	Last week’s [August] economic report shows inflation down to 2.5% – continuing at the lowest level in over three years. That’s progress. Prices are still too high. Harris is fighting to lower prices more by building 3 million homes, lowering drug costs, and investing in record energy production.	0.6%	-
WH: July CPI #1 Wages Growing Faster than Prices	The latest economic report shows inflation has fallen below 3% and core inflation is down to the lowest level since 2021. Democrats are making real progress to lower costs for hardworking Americans. Wages are rising faster than prices for 17 straight months. Prices are still too high, so Democrats are taking on large corporations that are sitting on record profits and not doing enough to lower prices.	0.6%	-
Inflation has Been Beaten; Our Recovery is Complete	Because of the strong leadership of Biden-Harris inflation was lower here than almost any other advanced economy. Today, inflation has been beaten. Prices of many goods are falling. Our recovery is complete, our policies a success. With inflation behind us now, so much is possible for the American economy and the American people. We can build on our robust recovery and keep forging an economy that works for everyone.	0.4%	20%

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Pro-Family & Pro-Growth Policy Messages

**Several additional policy messages are worth highlighting
even if they did not appear in previous sections**

Child Tax Credit

Title	Content	Pres. Horserace	BRR Ranking
MVP: CTC w/Deficit (Raleigh Speech)	She will help families deal with rising costs by letting you keep more of your hard-earned money . Under Harris' plan, more than 100 million Americans will get a tax cut . She will provide \$6,000 in tax relief during a child's critical first year when costs to buy diapers, clothes, and a car seat can really add up. And we will do this while reducing the deficit .	0.9%	-
CTC: @DelBene	Childhood poverty costs us over \$1 trillion each year. Imagine how much we could improve if we invested in our kids at a young age. Harris is working to reinstate the expanded Child Tax Credit & make it permanent to create a brighter future for our children & our country .	0.7%	57%
CTC: @Delauro	When we passed the Child Tax Credit in 2021, we provided the largest middle class tax cuts to families ever AND we cut child poverty in HALF. Helping American families with rising costs is possible . It's time we do it again and make the expanded monthly Child Tax Credit permanent.	0.7%	54%
CTC: Help (Split Test)	She will bring back the Child Tax Credit. This tax cut provides many American families with hundreds of dollars per child each month to help people pay for things like the rising cost of child care so they can make ends meet – which is good for everyone.	0.6%	-
CTC: Grow (Split Test)	She will bring back the Child Tax Credit. This tax cut provides many American families with hundreds of dollars per child each month to allow people to afford things like child care so they can work, take care of their families, and do their part to keep growing our economy – which is good for everyone.	0.6%	-
CTC: Poverty (Split Test)	She will bring back the Child Tax Credit. This tax cut provides many American families with hundreds of dollars per child each month to cut child poverty in half – which is good for everyone.	0.5%	-

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More Pro-Growth & Pro-Family Policy Messages -

Title	Content	Pres. Horserace	BRR Ranking
MVP: Food Prices (Raleigh Speech)	She will take on the high costs that matter most to most Americans, like the cost of food . She will support smaller food businesses that are trying to play by the rules and get ahead. We will help the food industry become more competitive, because she believes competition is the lifeblood of our economy. More competition means lower prices for you and your families.	0.8%	-
Blueprint Message Short	She understands the struggles of working families. She supports increasing American energy production to lower gas prices . She will prosecute companies who illegally increase prices . As Vice President, she helped negotiate a law allowing Medicare to negotiate drug prices with big pharma . She believes that when American families have to cut back on their spending, the government needs to cut spending and big corporations need to stop price gouging .	0.8%	-
CFFE Ad Text	We believe in a future where every person has access to paid family leave and affordable child care . Right now, too many hardworking families pay more for child care than for housing. Harris believes every family deserves access to affordable, high-quality childcare so parents can provide for their family and contribute to growing America's economy .	0.8%	70%
Supply Chains + Manufacturing	Democrats are working to grow our economy by raising Americans' incomes and lowering costs. Increasing manufacturing here at home is part of how we make our supply chains more resistant to disruptions—whether it's a pandemic, climate change, or cyberattacks . Since Harris has been Vice President, America is increasing domestic manufacturing and bringing supply chains home, creating nearly 800,000 manufacturing jobs .	0.8%	-
Small Business	Democrats are working to grow our economy by raising Americans' incomes and lowering costs. Small businesses are the backbone of our communities, creating jobs and driving prosperity in neighborhoods nationwide . We need policies that invest in the success of these local entrepreneurs, so they can continue to uplift local economies and create pathways to opportunity for Americans everywhere .	0.8%	-
Rural Health	Democrats are working to grow our economy by raising Americans' incomes and lowering costs. In 2022, Democrats passed a plan that lowers costs on energy and medicine—but every Republican voted against it . Republicans voted for a plan to gut Medicaid, threatening healthcare access for 21 million Americans—including in rural America , where hundreds of hospitals have closed, forcing people to drive hours to get healthcare.	0.8%	-

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More Pro-Growth & Pro-Family Policy Messages -

Title	Content	Pres. Horserace	BRR Ranking
Unions	Democrats are working to grow our economy by raising Americans' incomes and lowering costs. Democrats support workers' freedom to join a union to make their workplaces better and negotiate for the wages and benefits they deserve. Working class people have the power to change the world. Right now, workers in unions are fighting for affordable health care and a better life for all.	0.8%	-
MVP: Trump vs Harris Tax Cuts (DNC Speech)	Trump fights for himself and his billionaire friends, not the middle class. He will give another round of tax breaks to the rich that will add up to \$5 trillion to the national debt. Trump plans a national sales tax that would raise prices on middle-class families by almost \$4,000 a year. Harris will pass a middle-class tax cut that will benefit more than 100 million Americans.	0.7%	59%
Corporations Jacking Up Prices	Democrats are working to grow our economy by raising Americans' incomes and lowering costs. Corporations are jacking up prices to make record profits and American families are getting squeezed. Democrats will lower prices by holding corporations accountable.	0.7%	-
VP Raleigh Housing #2	We will end America's housing shortage by building 3 million new homes and rentals that are affordable for the middle class. We will do that together. We will make sure those homes actually go to working- and middle-class Americans, not just investors. Some corporate landlords collude with each other to set artificially high rental prices. She will fight for a law that cracks down on these practices.	0.7%	-
MVP: DNC Trump Tax:	Trump intends to enact what is, in effect, a national sales tax that would raise prices on middle-class families by almost \$4,000 a year. Instead of a Trump tax hike, Harris will pass a middle-class tax cut that will benefit more than 100 million Americans.	0.7%	50%
MVP: Trump Sales Tax (Raleigh Speech)	Trump wants to impose a national sales tax on everyday products and basic necessities that we import from other countries. That will devastate Americans. It will mean higher prices: a Trump tax on gas, a Trump tax on food, a Trump tax on clothing, a Trump tax on over-the-counter medication. Economists have done the math. Trump's plan would cost a typical family \$3,900 a year.	0.5%	-

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Safety Messages

Safety Messages

Title	Content	Pres. Horserace	BRR Ranking
Barack Obama: Fair Shot Economy + Border/Crime (DNC Speech)	When everybody gets a fair shot, we're all better off. When every child gets a good education, the whole economy gets stronger. When women are paid the same as men for doing the same job, all families benefit. We can secure our border without tearing kids away from their parents. We can keep our streets safe while building trust between law enforcement and the communities they serve.	1.0%	82%
Vera + We Make the Future: Safety	We all deserve to be safe. To make all of our communities safe, we need to get serious about safety with real solutions instead of scare tactics. We can prevent crime and make our communities safer by funding good jobs, affordable housing, and quality education. And we can stop violence by getting illegal guns off the street and investing in successful community violence intervention programs.	0.6%	(45-42%)
WH: Crime & Safety Message COPS	Every American deserves the freedom to feel safe in their community. When Trump was President, America saw the largest increase in murders ever recorded. Since Vice President Harris took office, crime and murder are down significantly. Harris cast the tie breaking vote to deliver \$15 billion to hire and retain more cops, invest in community violence intervention and keep communities safe.	0.5%	-
Prosecutor: (Crime Version)	She spent 30 years working to keep communities safe as a local prosecutor and Attorney General of California. She prosecuted rapists murderers and child molesters, fought to stop illegal guns, and was the first Attorney General to require that all police officers wear body cameras.	0.5%	-
WH: Crime & Safety Message GUNS	Every American deserves the freedom to feel safe in their community. When Trump was President, America saw the largest increase in murders ever recorded. Since Vice President Harris took office, crime and murder are down significantly. Harris started the first ever White House Office of Gun Violence Prevention, expanded background checks on gun sales, and made record investments in school safety, mental health services, and community violence intervention programs.	0.5%	-

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Contrast Messages

33 Total Tested

Top Contrast Messages: 1-4

Title	Content	Pres. Horserace	BRR Ranking
Choice In this Election: Costs vs Trump	<p>Too many Americans are struggling to afford housing, health care, child care, and college—costs that were far too high even before the pandemic hit. The choice in this election is between Kamala Harris, who is fighting to lower costs and raise incomes for working Americans. Or Donald Trump, who spent four years passing tax cuts for the rich and trying to take away health care from everyone else.</p>	1.0%	(92-87%)
Social Security	<p>Social Security is a promise we have to keep. Hardworking Americans earn the opportunity for retirement security. Republicans have tried to cut Social Security. Donald Trump proposed cuts to Social Security, so that he can give another big tax cut that benefits the rich and giant corporations. We should put working families first, not rich people and corporations.</p>	1.0%	-
Responsible Budget vs Trump Debt	<p>Democrats are working to grow our economy by raising Americans' incomes and lowering costs. Vice President Harris just proposed a new federal budget that will invest in the middle class, bring down costs, protect Social Security and Medicare and put the budget on a responsible course. When Trump was President, the national debt increased over 30% by 8 trillion dollars.</p>	1.0%	-
Housing	<p>Democrats are working to lower costs for families by taking on corporate price gouging from prescription drugs, to gasoline, to housing. Housing costs are rising because wealthy corporate investors are buying up housing and corporate landlords are illegally conspiring to drive up rents. Democrats will crack down on corporate speculators and stop price fixing. Trump Republicans want to give greedy corporations another massive tax cut.</p>	0.9%	-

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Top Contrast Messages: 5-9

Title	Content	Pres. Horserace	BRR Ranking
MVP: Backward vs Forward	Donald Trump wants to take our country backward by cutting Social Security and Medicare to give tax breaks to billionaires and big corporations and make working families foot the bill. He wants to take us back to when insurance companies could deny coverage to people with preexisting conditions - like asthma or breast cancer. America tried these failed economic policies before, and we are not going back.	0.9%	(71-70%)
WH: July CPI #2 Price Gouging	Democrats are taking on Big Pharma to lower prescription drug prices. We're cutting red tape to build more homes while taking on corporate landlords that unfairly increase rent. And we're taking on price gouging and junk fees to lower everyday costs from groceries to air travel. Congressional Republicans would raise prices for middle class families while cutting taxes for billionaires and big corporations.	0.9%	-
Lower Costs + Trump Campaign \$	Democrats passed a plan to lower costs on energy and medicine- but every Republican voted against it. Now gas prices have come down nearly a dollar, and many drugs, like insulin and asthma inhalers, are capped at \$35 a month. Democrats are investigating big oil companies for illegally raising prices on hardworking Americans. Former President Trump is promising more tax breaks to big oil in exchange for campaign contributions.	0.8%	-
Drug Prices w/ IRA Tie Breaker (Split Test)	Democrats are working to grow our economy by raising Americans' incomes and lowering costs. As Vice President, Kamala Harris cast the tie-breaking vote to cap insulin prices at \$35 a month for seniors on Medicare. Democrats tried to make insulin \$35 a month for everyone, not just seniors—but Republicans blocked it. With your vote this year, we're going to make it happen for everybody in America.	0.8%	-
MVP: New Way Forward (Raleigh Speech)	Trump's plans will devastate the middle class, punish working people, and make the cost of living go up for millions of Americans. Harris plans to bring down costs, increase the security and stability financially of your family, and expand opportunity for working- and middle-class Americans. Now is the time to chart a new way forward.	0.8%	-

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Top Contrast Messages: 10-13

Title	Content	Pres. Horserace	BRR Ranking
VP Harris on Trump & Project 2025	Building up the middle class will be the defining goal of her presidency. When our middle class is strong, America is strong. But Donald Trump wants to take our country backward. He and his extreme Project 2025 agenda will weaken the middle class. Trump intends to cut Social Security and Medicare to give tax breaks to billionaires and big corporations and make working families foot the bill.	0.8%	-
Rural Health	Democrats are working to grow our economy by raising Americans' incomes and lowering costs. In 2022, Democrats passed a plan that lowers costs on energy and medicine—but every Republican voted against it. Republicans voted for a plan to gut Medicaid, threatening healthcare access for 21 million Americans—including in rural America, where hundreds of hospitals have closed, forcing people to drive hours to get healthcare.	0.8%	-
MVP: Trump vs Harris Tax Cuts (DNC Speech)	Trump fights for himself and his billionaire friends, not the middle class. He will give another round of tax breaks to the rich that will add up to \$5 trillion to the national debt. Trump plans a national sales tax that would raise prices on middle-class families by almost \$4,000 a year. Harris will pass a middle-class tax cut that will benefit more than 100 million Americans.	0.7%	59%
Budget: Social Security	Democrats are working to grow our economy by raising Americans' incomes and lowering costs. Every single one of the budgets under Vice President Harris has protected and strengthened Social Security. Every single one of Trump's budgets proposed cuts to Social Security.	0.7%	-

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Trump Taxes Hike Contrast Messages:

Title	Content	Pres. Horserace	BRR Ranking
MVP: Trump vs Harris Tax Cuts (DNC Speech)	Trump fights for himself and his billionaire friends, not the middle class. He will give another round of tax breaks to the rich that will add up to \$5 trillion to the national debt. Trump plans a national sales tax that would raise prices on middle-class families by almost \$4,000 a year. Harris will pass a middle-class tax cut that will benefit more than 100 million Americans.	0.7%	59%
MVP: Trump Tax Hike vs. Middle Class Tax Cut (DNC Speech)	Trump intends to enact what is, in effect, a national sales tax that would raise prices on middle-class families by almost \$4,000 a year. Instead of a Trump tax hike, Harris will pass a middle-class tax cut that will benefit more than 100 million Americans.	0.7%	50%
MVP: Trump Sales Tax (Raleigh Speech)	Trump wants to impose a national sales tax on everyday products and basic necessities that we import from other countries. That will devastate Americans. It will mean higher prices: a Trump tax on gas, a Trump tax on food, a Trump tax on clothing, a Trump tax on over-the-counter medication. Economists have done the math. Trump's plan would cost a typical family \$3,900 a year.	0.5%	-
Politico: Trump Tariffs Could Raise Gasoline Prices	Trump's promised tariff on imports could hit us where it hurts — our gas tanks. Trump called for tariffs of up to 20 percent on all imported goods. A 10 percent tariff — the minimum level Trump has floated — would raise the average retail gasoline price by 5 percent. At current prices, that would hike the current national average from \$3.35 a gallon to \$3.50.	0.3%	17%
Gov. Polis: Trump Deficits & Tariffs	Trump has a track record of record deficits. Even when Trump was in the business sector, he ran huge deficits and losses every year. It's how he operates. Trump's tariff plan is going to raise costs for American consumers and drive out American manufacturing jobs because retaliatory tariffs from other countries will hurt our ability to sell American-made products.	0.3%	16%

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Contrast Messages: Dictator, Control, Felon

Title	Content	Pres. Horseshoe	BRR Ranking
MVP: Dictator on Day 1 (Savannah Speech)	Donald Trump has openly vowed that he will be a dictator on day one if he's re-elected . He says he would end the independence of the Department of Justice so he has unchecked power to seek vengeance against people who disagree with him . Someone who suggests he would terminate the Constitution should never again stand behind the seal of the President of the United States.	0.7%	52%
Corporate Crimes vs. Trump Crimes	Democrats are working to grow our economy by raising Americans' incomes and lowering costs. Vice President Harris' Administration is cracking down on illegal corporate price hikes and tax cheaters. If Trump becomes President again, he has promised to pardon criminals, defund the FBI and Department of Justice, and use the justice system against his political opponents.	0.7%	-
MVP: Dictators & Democracy (DNC Speech)	She will never hesitate to take whatever action is necessary to defend our forces and our interests. Trump threatened to abandon NATO and encouraged Putin to invade our allies . Harris will not cozy up to dictators who are rooting for Trump because they know he is easy to manipulate with flattery and favors. Dictators know Trump won't hold them accountable because he wants to be one himself.	0.6%	39%
Project 2025 = Total Control	Trump and his MAGA politicians have a takeover plan. It's called Project 2025. It guts the checks and balances that have protected our freedoms so they have total control. Their plan bans abortion in every state. It allows employers to stop paying their workers overtime, cuts Social Security by raising the retirement age, and it raises taxes and costs on the middle class to give the wealthy billions.	0.6%	-
Trump Ripping Away Freedoms	We have a clear choice this year. As President, Kamala Harris will continue working for the American people, to bring Americans from all walks of life together to improve things for everyone. Donald Trump's campaign is about ripping us apart and taking away our freedoms.	0.5%	-
MVP: Knows His Type	When she was a prosecutor, she took on perpetrators of all kinds. Predators who abused women. Fraudsters who ripped off consumers. Cheaters who broke the rules for their own gain. So she knows Donald Trump's type. He was just found guilty on 34 felony counts of fraud.	0.5%	-
H4P Memo: Felon vs Freedom	The choice in this election is between Donald Trump, the convicted felon who would drag this country backwards, and Kamala Harris' brighter vision for the future, where our freedoms are protected and every American has a fair shot.	0.4%	-

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Contrast Messages: Bottom

Title	Content	Pres. Horserace	BRR Ranking
M.Obama: Contribution (DNC)	All of our contributions deserve to be accepted and valued. Because no one has a monopoly on what it means to be an American. Harris has shown her allegiance to this nation. Not by spewing anger and bitterness, but by living a life of service, and always pushing the doors of opportunity open to others.	0.4%	21%
H4P: Border/Fentanyl Internet Video Script	On the border, the choice is simple. Kamala Harris supports increasing the number of Border Patrol agents. Donald Trump blocked a bill to increase the number of Border Patrol agents. Harris supports investing in new technology to block fentanyl and spending more money to stop human traffickers. Trump blocked that funding. Harris is working to fix our broken immigration system; Trump is trying to stop her.	0.3%	-
M.Obama: Generational Wealth (DNC)	She understands that most of us will never benefit from the affirmative action of generational wealth. If we bankrupt a business or choke in a crisis, we don't get a second, third or fourth chance. If we see a mountain in front of us, we don't expect there to be an escalator waiting to take us to the top. We put our heads down and get to work.	0.3%	19%
Politico: Trump Tariffs Could Raise Gasoline Prices	Trump's promised tariff on imports could hit us where it hurts — our gas tanks. Trump called for tariffs of up to 20 percent on all imported goods. A 10 percent tariff — the minimum level Trump has floated — would raise the average retail gasoline price by 5 percent. At current prices, that would hike the current national average from \$3.35 a gallon to \$3.50.	0.3%	17%
Gov. Polis: Trump Deficits & Tariffs	Trump has a track record of record deficits. Even when Trump was in the business sector, he ran huge deficits and losses every year. It's how he operates. Trump's tariff plan is going to raise costs for American consumers and drive out American manufacturing jobs because retaliatory tariffs from other countries will hurt our ability to sell American-made products.	0.3%	16%

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Conservative Messages

Contrast Messages: Bottom

Title	Content	Pres. Horserace
GOP: Trump on Harris Communism	Kamala Harris' dangerous policies are nothing to laugh about. Comrade Kamala wants communism in America. She is a Marxist who destroyed San Francisco and California. We're not going to let her destroy our country.	-0.5%
GOP: JD Vance on Inflation	The way to get inflation down is to have competitive prices and low markets. Corporate greed isn't driving most of the inflation in America right now. Energy, housing, and food prices are too high because Kamala Harris supported the Inflation Explosion Act and made it harder to produce American energy.	-1.0%
GOP: Inflation (Standard)	The worst inflation in 40 years is fleecing American consumers from the gas pump to the grocery store. Democrats' policies have prices rising faster than wages, with years of rising costs on Democrats' watch. Imagine what several more years of these failed Democrat policies would feel like.	-1.0%

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