



RAGNAR

RESEARCH PARTNERS

National Survey
July 1-15, 2021
n=1,066 Likely Voters
MoE=±3%

Methodology & Demography

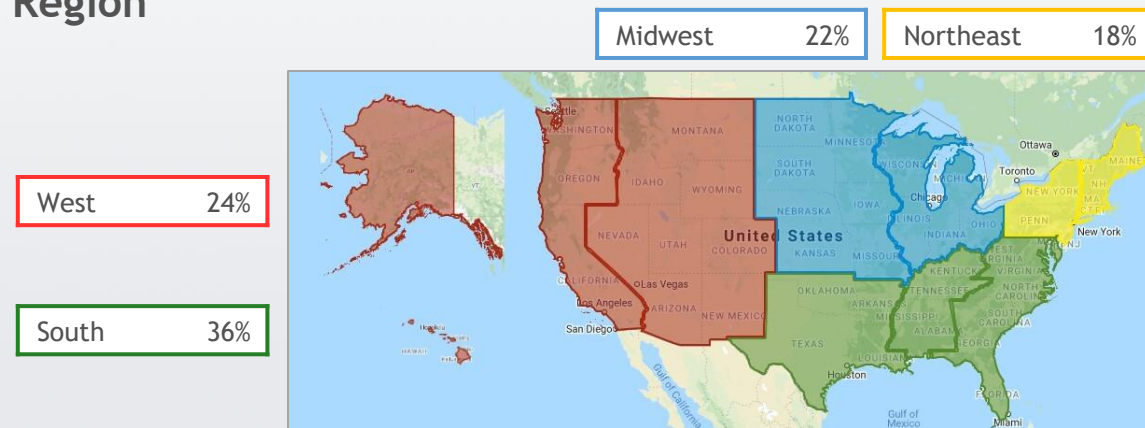
Methodology

Interviews were conducted July 1 through July 15, 2021 by text-to-web. Interviews include 1,066 Likely Voters (LVs) across the United States. Quotas on age, gender, ethnicity, education, 2020 Presidential Election vote, and region were used to ensure a representative distribution. The study's margin of error is $\pm 3\%$.

Key Metrics

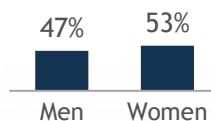
- Images for Trump & Biden
- Biden Job Approval
- Right Track, Wrong Direction
- Most Important Issue
- Party Trust & Impact
- Democratic Party Issues
- Generic Ballot for US House of Representatives
- Messaging Impact on Ballot
- News Sources

Region

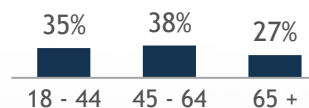


Demography

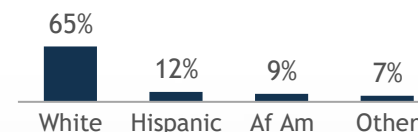
Gender



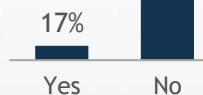
Age



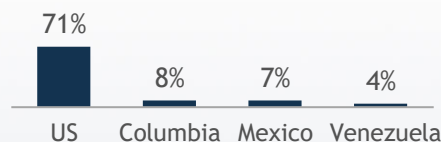
Ethnicity



Immigrant in HH



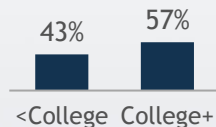
Country of Origin



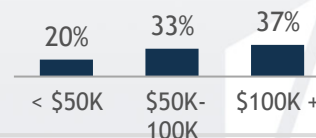
All Others:

- El Salvador
- Cuba
- Honduras
- Nicaragua
- Uruguay
- Ecuador

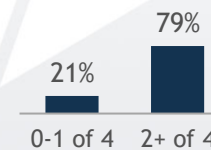
Education



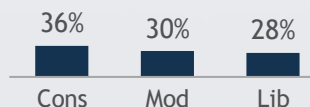
Income



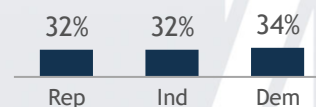
Vote History



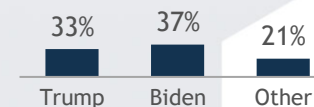
Ideology



Stated Party ID



Presidential 2020



The Political Environment

Nearly 2 in 3 feel the US is headed in the wrong direction. Independents are aligned with Republicans on concerns about the Border, but align with Democrats on concerns about the polarized political environment.



23% is on the **Right Track**
63% is on the **Wrong Direction**

Direction of the Country

Reasons for Wrong Direction

Reasons for Wrong Direction	Overall
Polarized Partisanship	17%
Border / Immigration	14%
Government Overreach	14%
Biden is President	12%
Voting / Stolen Election	11%
Budget / Deficit / Taxes	9%
Race Relations	9%
Media / Tech / Misinformation	8%
Economy / Inflation	7%
Socialism / Communism / Marxism	7%
Foreign Powers / Restoring Relations	7%
Gas / Oil / Pipelines	6%
Crime	6%
Spending on Too Many Social Services	5%
Trump	5%
Wealth Inequality	5%
Democratic Party	5%

Republicans

9%
21%
12%
19%
11%
11%
9%
6%
11%
9%
11%
8%
7%
8%
1%
0%
8%

Independents

19%
15%
21%
9%
9%
9%
9%
11%
5%
5%
4%
5%
6%
4%
6%
5%
3%

Democrats

30%
0%
10%
2%
14%
2%
8%
8%
3%
4%
2%
2%
4%
1%
11%
15%
0%

Overall, more voters agree with Democrat stances than disagree. However, soft Republicans and Independents as a group are split, which offers an opportunity for the party to appeal to these voters.

Perceptions of Democratic Party Stances

Stances are Too Reactionary vs Improving Social Equity

Strongly Agree
Too Reactionary

24%

Smwt Agree
Too Reactionary

13%

Don't Know

16%

Smwt Agree
Improve Social
Equity

15%

Strongly Agree
Improve Social
Equity

32%

Too Reactionary

37%

Imp Social Equity

47%

% of Total

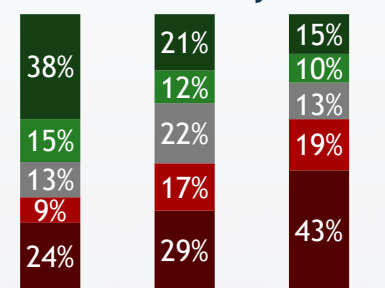
Stance 1: Too Reactionary

Some people say, the Democratic Party is too reactionary and eager to please a vocal minority because they're afraid of being cancelled, instead of representing the opinions of the broader Democratic base.

Stance 2: Improving Social Equity

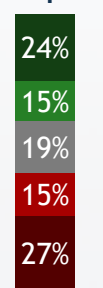
Some people say, the current Democratic Party is doing the right thing by embracing policy stances that advance efforts to improve social equity for historically disadvantaged groups, like minorities and members of the LGBTQ community.

Stated Party



Rep	Ind	Dem
54%	32%	25%
34%	46%	62%
32%	32%	34%

Soft Rep + Ind



39%
42%
47%

Stances Hurt vs Help Low Income Americans

Strongly Agree
Hurting

28%

Smwt Agree
Hurting

10%

Don't Know

17%

Smwt Agree
Helping

12%

Strongly Agree
Helping

33%

Hurting

38%

Helping

45%

% of Total

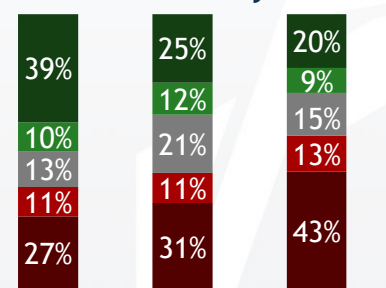
Stance 1: Hurting Lower Income Americans

Some people say, the Democratic Party is too focused on socialist policies that sound nice but in practice will do more to prop up failing institution than actually help improve the quality of life for lower income Americans.

Stance 2: Helping Lower Income Americans

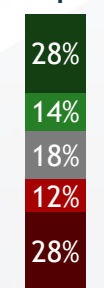
Some people say, the Democratic Party is right to embrace policies like universal basic income, healthcare for all, and student loan forgiveness because these policies are the most likely to finally help lower income Americans get ahead.

Stated Party



Rep	Ind	Dem
50%	37%	29%
37%	42%	56%
32%	32%	34%

Soft Rep + Ind

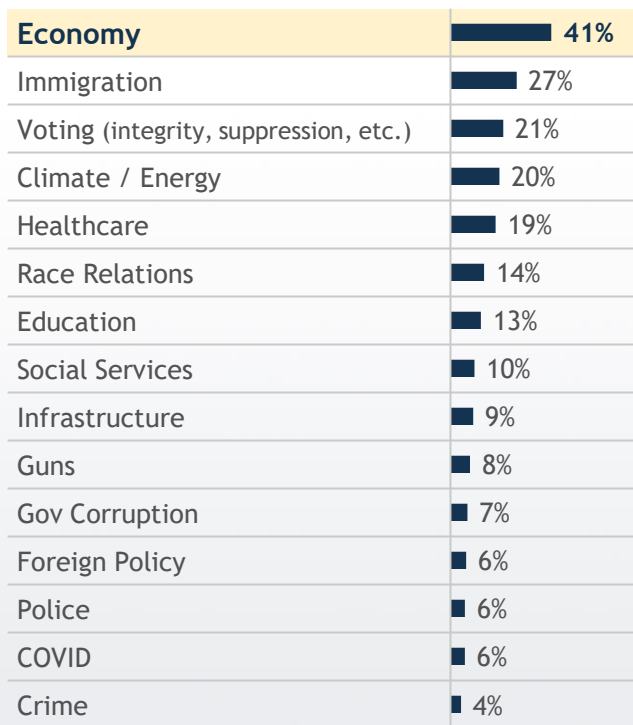


42%
40%
47%

Most Important Issues to Voters

The Economy is by far the most important issue to voters and one that Republicans can effectively message on. Focus on getting people back to work and combat the Democratic Party's appeal to Independents by emphasizing the interests of working class people.

Top 3 Most Important Issues

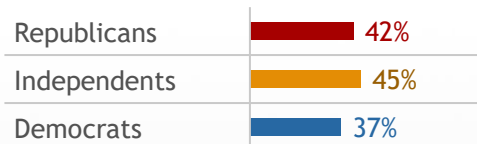


Top 'Other' mentions include:

Jan 6th (3%), Patriotism (3%), Protect constitutional rights (3%), Abortion (3%), National security (2%), Women's Rights (2%), Constitutional Rights (2%), Corrupt Corporations (2%), Media/Big tech bias (2%).

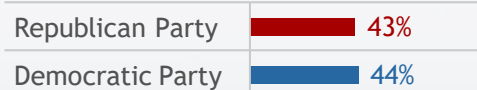
Profile of Respondents Who Say The Economy is a Top 3 Issue

By Stated Party

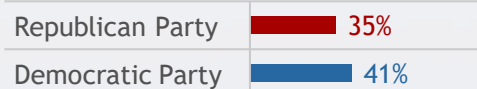


Party Voters Trust Most to Address the Economy

Economy is Top 3 LVs



Independents



Top Themes:

- Jobs & Taxes
- The Wage / Wealth Gap
(among Democrats & Independents)
- The Budget/Deficit
(among Republicans & Independents)

Most effective messages at moving Undecideds toward Republicans:

Positive Republican Messages:

Q29. Republicans understand that no matter what we look like, most Americans work hard to provide a good life for themselves and their families. **The Republican Party will put the interests of working people first**, whether they're white, Black or brown.

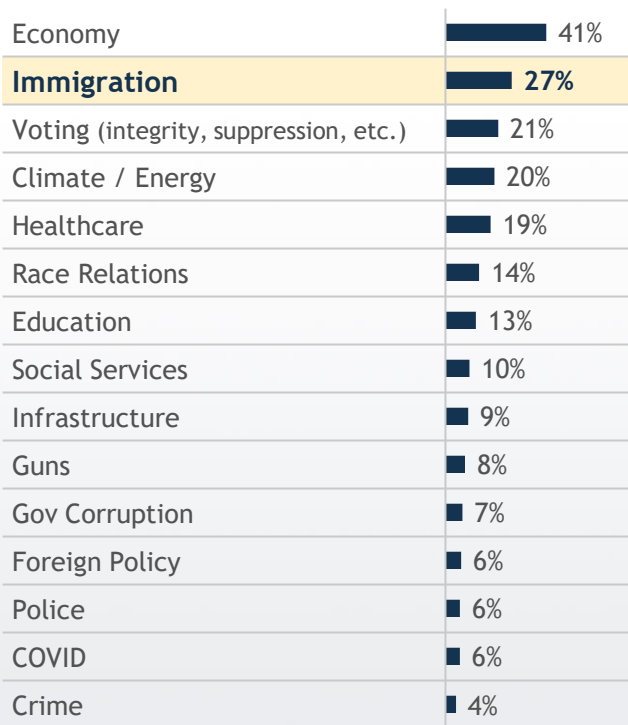
Q25. Now more than ever, America needs to help its small businesses get back on their feet. **The Republican Party will fight tax increases so that Americans can get back to work and the American economy can return to pre-pandemic levels.**

Negative Democrat Messages:

Q31. Despite having on average the same death rates due to COVID, **Democrat run states used more extreme lockdown measures in 2020 than Republican run states. This lead to much higher unemployment in Democrat run states**, especially among women, minorities, and immigrants, and the Democrats in power have no clear plan to help businesses recover.

Immigration is an issue that both Republicans and Independents prioritize. Highlighting the importance of legal immigration is a more effective way of pulling voters to the Republican party than a hardline message on stopping criminals.

Top 3 Most Important Issues

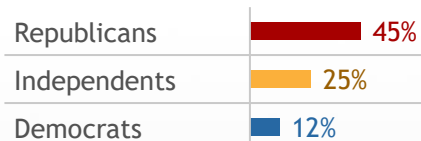


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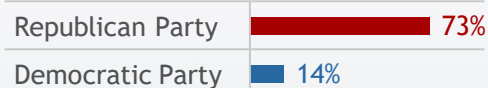
Profile of Respondents Who Say Immigration is a Top 3 Issue

By Stated Party

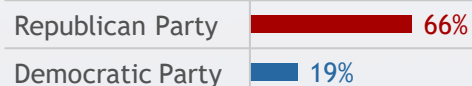


Party Voters Trust Most to Address the Immigration

Immigration is Top 3 LVs



Independents



The message that moves Undecided voters toward Republicans

Q23. Republicans support immigration policies that protect our borders and reward people who follow the rules. Immigrants are an important part of our communities but people who cheat by entering the U.S. illegally make things harder for those who follow the rules.

The message that moves Undecided voters away from Republicans

Q24. Republicans support a strong border plan that will stop criminals and drug cartels from coming into our country.

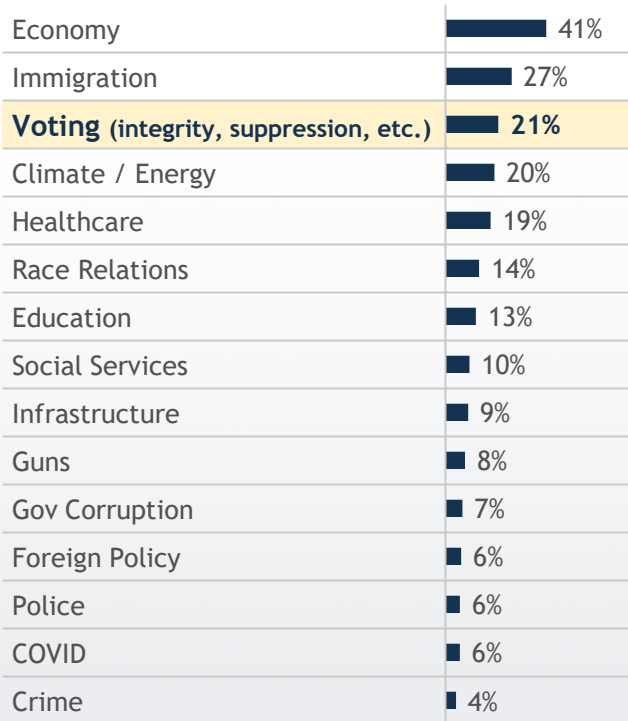
"Help solve the issue of current **illegal immigrants already in this country**. Make a decision to vet and grant citizenship or remove illegals from the country. A decision one way or the other **MUST** be made. Develop firm and consistent laws for immigration and ENFORCE those laws." - Republican, Male, 65 to 74, White, South

"Close the borders and **make changes to current immigration**. That system has not been viable for the last 40 years or so." - Independent, Female, 65 to 74, White, South

"Lets at least make sure [our Representatives] go to the border and not say stupid things like Kamala Harris did in her interview." - Republican, Male, 35 to 44, Hispanic, West

Independents are open to standardized rules for voting and some requirements like voter ID. That said, they tend to align with Democrats who are driving concern over voting laws.

Top 3 Most Important Issues

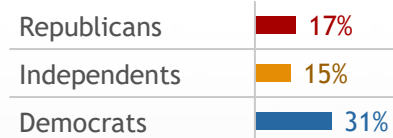


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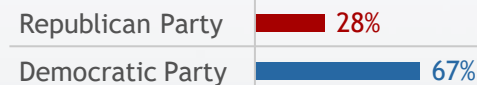
Profile of Respondents Who Say Voting is a Top 3 Issue

By Stated Party

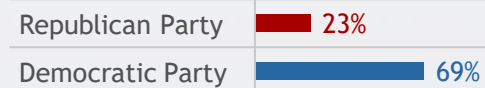


Party Voters Trust Most to Address the Voting

Voting is Top 3 LVs



Independents



Top Themes:

- National Voting Standards
(among Democrats & Independents)
- Expand Access to Voting
(among Democrats & Independents)
- For the People Act
(among Democrats & Independents)
- Voter ID
(among Republicans & Independents)

“Required voter ID, no voter harvesting, voter roles cleaned annually, mandatory random election audits. Federally fund IDs for families in poverty for voting purposes. We can give uber rides for vaccines but not for IDs?” - Republican, Male, 45 to 54, Other Minority, West

“Support a national minimum standard for voting access including absentee, early voting and same day registration.” - Independent, Male, 45 to 54, White, West

“Affirm Americans right to vote. Deny the big lie of a stolen 2020 election. Support voting laws like H1.” - Independent, Male, 35 to 44, White, West

“Develop common sense rules for voting by mail. Increase the number of **ballot drop boxes, make it easier to register to vote** & encourage people to vote. We should be proud of the number of people who voted in 2020.” - Independent, Female, 65+, White, West

News Source

Next Steps

Summary

- **Biden is not a strong party leader and there is room to appeal to soft Republicans and Independents, especially on issues where they align.**
- **The economy is by far the most important issue right now.**
 - Republicans and Independents align on concerns about the Budget / Deficit. However, Independents and Democrats align on concerns about the Wage / Wealth Gap.
 - Messaging that focuses on getting back to work resonated strongly with voters. Republicans can also undermine Democrats by emphasizing their concern for the working class. Democrats are also vulnerable due to the disproportionate impact of extreme lockdowns in blue states on businesses.
- **Immigration also continues to be a top issue that has appeal for Republicans and Independents.**
 - Taking a more nuanced messaging approach was more effective at moving Undecided voters to the Republican candidate. This approach highlighted the party's appreciation for legal immigrants and the negative impact that illegal immigrants have on those who follow the law.
- **Voting laws is a top concern but Republicans need to be careful how they approach it.**
 - Independents are open to standardized rules for voting and some requirements like voter ID. However, they lean toward expanding access to voting options (like mail in ballots, drop boxes, etc.) and will be opposed to messaging that appears to restrict access or shut out groups unfairly.



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