

**TO: AMERICAN ACTION NETWORK**  
**FROM: DAVE SACKETT**  
**B.J. MARTINO**  
**RE: KEY FINDINGS FROM A SURVEY ON POLICIES IN 30 CONGRESSIONAL DISTRICTS**

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The Tarrance Group is pleased to present American Action Network with the key findings from a survey of N=1000 likely registered voters in thirty congressional districts across the country conducted July 7-14, 2019. A third of the interviews were conducted among respondents in “Strong President Trump” districts, while a third were conducted among respondents in “Presidential Battleground” districts, and the remainder among respondents in pure “Suburban Core” districts.

## KEY FINDINGS

### 1. Americans recognize and oppose the move toward socialist policies

- Fully sixty-five percent (65%) of respondents in these districts agree their view of the role of government aligns with the conservative view that *“we should have less government regulation of our lives, and more freedom and economic opportunity to make the most of our lives.”*

Conversely, only twenty-six percent (26%) of respondents in these districts agree their view of the role of government aligns with the liberal view that *“we should pursue a “socialist agenda” where government should have more control over things and balance out the inequalities between the wealthy and everyone else.”* Highlighting the liberal view as “socialist” creates +10 points of net movement toward the conservative view and away from the liberal view in a split sample.

- A solid majority of suburban women (57%), college graduate women (54%), and 18-34 year olds (54%) agree with the conservative perspective, and this view is over 70% among both Independent respondents and Hispanic/Latino respondents in these districts.
- In multiple tests, terming liberal socialist policies as “socialist” – Medicare for All, Green New Deal, guaranteed income for those unwilling to work – raises the intensity of the negative of that policy proposal by seven to ten points. Much of that movement is driven by Democrats turning off.
- After learning about key liberal policies like Medicare for All, Green New Deal and Universal Basic Income, 61% of respondents agree that such policies are a “socialist agenda.”

### 2. Conservatives must explain the consequences and impacts of these socialist policies in order to drive opposition to them

- While the specific policy proposals under this socialist agenda like Medicare for All and the Green New Deal are already viewed in negative terms, explaining the consequences

and impacts of these policies is critical to making them actionable in the minds of respondents.

- Regarding Medicare for All, informing respondents that “*independent studies have shown that Medicare for All as proposed in Congress would mean doctor shortages, longer wait times for urgent medical care, and delays in access to the latest drugs for cancer and other serious diseases*” dramatically increases opposition to this proposal.
- Once informed of these consequences, support for Medicare for All drops to only thirty-four percent (34%) and opposition rises to sixty percent (60%.) This information causes opposition to MFA to rise to 57% among all women respondents and 53% among college graduate women. Fully fifty-eight percent (58%) of Independent respondents oppose this Medicare for All proposal when informed of the consequences.
- Explaining the consequences and impact is even more important as it relates to respondents’ attitudes towards the Green New Deal due to the fact that respondents are not very familiar with this policy proposal.
- The data from this survey shows that the application of basic information about the implications of the Green New Deal has a dramatic impact on views toward the proposal. When informed that “*the Green New Deal as proposed by Democrats in Congress could cost \$93 trillion dollars, an impact of sixty five thousand dollars per household each year, including a three thousand dollar increase in energy bills. Worse, the plan would not stop climate change because countries like China would not make similar changes*” there are only 32% of respondents in these districts that favor the Green New Deal, while sixty-one percent (61%) are opposed to it.

### **3. Guaranteeing an income to those unwilling to work is a remarkably unpopular proposal**

- While virtually all of the policy proposals under the described “socialist agenda” are unpopular with respondents in these districts, the proposal to “*guarantee an income for people who are capable of working but say they are unwilling to work*” is opposed by eighty-one percent (81%) of respondents, with 71% indicating that they strongly oppose it. There are only 14% of respondents in these districts that support this proposal.
- Opposition to this “unwilling to work” proposal is universal among respondents. Eight in ten suburban women and college graduate women oppose this proposal, as do over 70% of 18-44 year olds and 88% of Independents. Even among partisan Democrats and self-identified liberals, fifty-nine percent (59%) are opposed to this proposal and this view climbs to 68% among non-primary voting Democrats.

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