

WORKING FAMILIES PARTY

To: Interested Parties
From: Joe Dinkin and Adam Gold, Working Families Party
Jonathan Chavez, Justice Research Group
Date: March 17, 2025
Re: Recent Polling

BACKGROUND

In 2023, Working Families Power, in conjunction with HIT Strategies and the Justice Research Group, embarked on a multiyear research project to better define and understand the Multiracial Working Class (MRWC).

The research conducted segmented the working class into seven clusters. We found two left-leaning clusters (Next Gen Left, Mainstream Liberals), one right-wing cluster (Core MAGA), and four cross-pressured clusters (Anti-Woke Traditionalists, Secure Suburbanites, Diverse Disaffected Conservatives and Tuned Out Persuadables), each cross pressured in different ways.

Their work examined the drift of working class voters of all races away from the Democratic Party and that trend accelerated in the 2024 election. Working class voters' views towards the major political parties have been changing for some time. Our research also showed that the working class was generally not more conservative than the rest of the electorate, and was open to much more progressive policies involving economic equity and opportunity than the upper classes. This research has become vital to the Working Families Party's understanding of the MRWC. WFP has conducted additional research to better understand how to attract MRWC voters to the organization and to influence their behavior in elections. Links to the full reports on the MRWC can be found at the end of this memo.

NEW FINDINGS

The Working Families Party recently conducted a poll explicitly focused on the WFP's brand and messaging. We found that voters distrust the Democratic Party to deliver the policies and reforms needed to improve their lives, and that the Working Families Party's brand has more credibility than the Democratic brand on key issues like inflation and the cost of housing. This memo includes a summary of the poll.

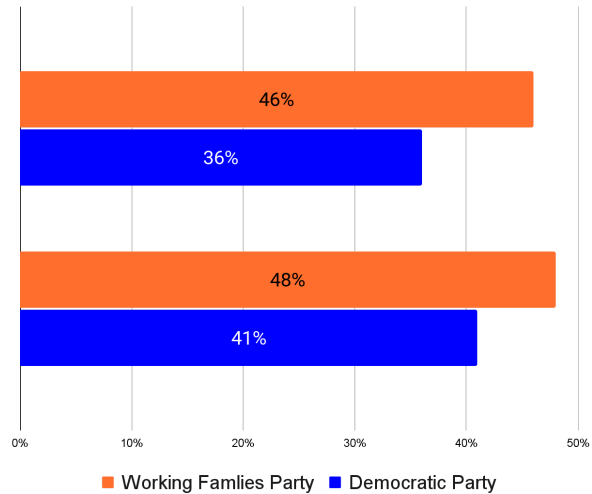
- 1. In a controlled test, the WFP significantly outperformed Democrats on two messages that most directly addressed the needs of working class voters - inflation and housing.**

The Working Families Party tested the believability of five messages in a split sample test, where half the population saw the messages coming from Democrats and half saw them coming from the WFP. On messages most directly related to economic justice for working class voters, the WFP significantly outperformed Democrats. Voters were 7-8% more likely to trust the WFP's intention to deliver on working class needs.

On a scale of 0 to 10, where 0 means completely disagree and 10 means completely agree, how much do you agree with each of the following statements? Net: Agree(8-10)

The cost of basic necessities like food, clothing, and gas continue to rise. The Working Families/Democratic Party's top priority is bringing down the cost of living for working-class families.

Across the country, it's become too difficult for working people to afford rent and to buy homes. The Working Families/Democratic Party believes housing is a human right and is committed to working on the local and national levels to implement housing reforms that will benefit working and middle-class families.



2. WFP's core message is effective, and potentially controversial phrases don't impact voter receptivity towards that message.

We re-tested the WFP's messaging framework (below), which was developed last year through our research. We did a four way split sample, removing four potentially controversial parts of the message to see the effect (mentions of race, mentions of college, attacking billionaires and mentioning standing up for basic rights, such as abortion). We then tested our message across five metrics (appeal, believability, uniqueness, increased vote likelihood for a WFP candidate, and interest in learning more about the WFP. We found no statistically significant differences across the four versions of the messages. Across the five metrics, the four versions of our message all tested very strong, getting 40% to 41% 8-10 scores on a 0-10 scale.

"The Working Families Party is the party for working class folks of all races. We all work hard to take care of our families and contribute to our communities. We deserve respect and leaders that will fight for us. But some politicians are teaming up with greedy corporations to drive up the cost of everything from groceries to housing, childcare and college – and they're attacking our basic freedoms like abortion rights and the right to vote. The Working Families Party is regular people coming together to fight for a country that puts working people first."

In particular, voters say they are *more likely to vote for a WFP candidate* after reading this message by a large margin (8-10 scores between 33% and 38%; 0-2 scores between 11% and 17% on a 1-10 scale).

- 3. Favorability of Democratic party is slightly negative (46% to 49%), and while only 42% of voters are comfortable rating the WFP, voters are more than twice as likely to have favorable views (28%) than negative views (13%).**

While three MRWC segments have positive views of the Democratic Party, only one has views that are significantly positive (Mainstream Liberals, +58%). Tuned Out Persuadable and Next Gen Left voters have positive views, but they are significantly less positive, +15% and +22% respectively.

Other cross-pressured segments have negative views towards Democrats (-7% for Anti-Woke Traditionalists, - 20% for Diverse Disaffected Conservatives and -26% for Secure Suburbanites).

The Working Families Party is neutral to positive with all seven segments, ranging from +28% favorable with Anti-Woke Traditionalists to even with Core MAGA.

RESOURCES

Topline results for the Working Families Party as Messenger poll can be found [here](#).

Working Families Party's Practical Handbook to Winning The Working Class can be found [here](#).

Working Families Power's full report on the Multi-Racial Working Class can be found here: [MRWC Report](#)

METHODOLOGY

Our WFP Brand Messaging Study consisted of registered voters consisted of N=1,545 interviews. The study was conducted online and weighted to Census and American Community Survey data based on 14 demographic factors.

CONTACT

Adam Gold, Senior Strategist, Working Families Power
agold@workingfamilies.org