

A Practical Handbook to

WINNING **The Working Class**





WELCOME TO THE PRACTICAL HANDBOOK TO WINNING THE WORKING CLASS

Donald Trump won the 2024 election because a decisive segment of working class voters shifted towards Trump. The voters who moved towards Trump in 2024 spanned all racial groups and were disproportionately young, male and working class. This shift was part of a long-running trend of class de-alignment as working class voters shifted away from the Democratic Party.

In 2026, the fate of our nation once again rests in the hands of working class voters. Today, those voters are souring on Trump – angry at still-rising costs, at cuts to healthcare, at overseas wars and more. At the same time, they’re not sold on the Democratic Party. They are frustrated with the political elite and both parties, and angry at a corporate class that seems to only get richer as working people have a harder and harder keeping up with rising prices.

Building on years of research into America’s working class voters in all their ideological diversity, the Working Families Party has developed the Practical Handbook for Winning the Working Class. It’s a series of recommendations on messages that are resonant with working class voters that will help us defeat MAGA, and elect economic champions that can chart a new course for an economy that puts working people first.

This Handbook lays out our understanding of the working class, our winning narratives for the upcoming elections, the top issues that working class voters are looking to have addressed in the elections, and detailed profiles of each seven clusters of working class voters. This document is meant as a resource for candidates, campaigners, organizers and advocates to share our most recent findings in a format for practitioners to apply.



In the spring of 2023, Working Families Power initiated the Multiracial Working Class Research Project with our research partners at HIT Strategies and the Justice Research Collaborative. Using a battery of values-based questions (on race, gender, corporate power, and more) we defined the working class electorate and modeled seven clusters of working class voters. This framework allows us to understand the parts of the working class who lean strongly towards Democrats, the voters who are overwhelmingly Republican, and the cross-pressured groups whose conflicting political views leave them ‘persuadable.’ Over the past several cycles, Working Families Power built upon this research, and studied the work of other innovative progressive messaging projects including [We Make the Future](#), the [Center for Working Class Politics](#), the [Winning Jobs Narrative](#) and others. We published the first edition of this Handbook for the 2024 elections.

The Working Families Party has taken this research and expanded it to develop narrative frames and winning messaging specifically geared to winning multiracial working class voters over to Democrats, and Working Families Democrats in particular, for the 2026 cycle.

Our hope is that organizations working on elections, candidates for office, current electeds, and all practitioners can easily improve their speeches, their scripts, ads, and mail, with a general approach that lifts up inclusive economic populism. In this political moment, these politics are a uniting and motivating force for the multiracial working class. We strongly believe—and have evidence to back up—that it is a moment for big, bold proposals that bring costs down for the working class, and take power away from the corporations and billionaires who are rigging the economy for their gains. We hope this handbook will help you point our country in the right direction.



WHO IS THE MULTIRACIAL WORKING CLASS?

DEFINITION

The working class are people and families who have to work for a living and have little or no financial security to fall back on if they lose their job or are unable to work.

In our research, to determine if someone is working class, we use a formula that factors in **family income**, **education level** and **occupation** or type of work. In total, the working class comprises roughly 63% of the total American electorate. It's a large group that spans significant diversity.



While not all these conditions apply to everyone, many working class voters:

- Make less than \$60,000 a year
- Have not received a Bachelor's degree
- Are in jobs where they have little decision-making power in their workplace and little security in their employment.
- Working class families are about twice as likely as non-working class families to rent versus own their homes.

Working class voters' worldview tends to be to the left of the middle and upper classes on issues of economic justice, public investment, taxing the rich and corporate power.

Historically, on issues of race, gender and immigration, the difference between working class voters as a whole and the rest of the electorate is very small. There are pockets of reactionary views within the working class and pockets of progressive views

too, just as there are among the middle and upper classes. After the 2020 election, many working class voters soured on Biden, and while we saw an opening for Harris, several working class segments like Diverse Disaffected Conservatives and Antiwoke Traditionalists moved sharply away from the Democrats in 2024. The working class electorate voted more for Trump in 2024 than the middle and upper classes did. According to our research, eligible working class voters who did not



vote in 2024 would have tilted the election even more towards Trump if they had participated.

But the working class is in motion again. They are disillusioned by the failure of the Trump administration to make any meaningful progress on the cost of living or economic security for working people, all while focused on issues that working people mostly think are not where government should be focused. Increasingly cynical about the political establishment and corporate America, large

sections of the working class are today receptive to arguments about rising prices that places the blame squarely at the corporate class and the billionaires. The messaging in this handbook captures the most effective narratives to keep that motion going.

Working class voters don't look any one way, and they hold many different opinions, beliefs and worldviews. That's why the best way to use this Handbook is to use the clusters we've developed. For practicality, and since this is

a Practical Handbook, many will look at the messaging just for the broader groupings of working class voters - Base Voters and Cross-Pressured voters, because executing specific messages for each of the seven clusters may not be feasible. At the end of the day, our research finds there are overarching narratives and messages that are convincing for most of the multiracial working class and you can take them and run with them.



KEY TAKEAWAYS FROM OUR RESEARCH

1.

Cost of Living is the top issue for every cluster of the multiracial working class.

2.

People believe the **economy is rigged** against them and **systems aren't working** for them.

3.

Messages that challenge corruption and corporate power do best.

4.

The message frames we found that most consistently performed well across segments were **MONOPOLIES** and **RIGGED SYSTEM, CLASS CONFLICT, NEXT GENERATION CHANGE** and **AI AND THE FUTURE OF WORK**. There is some variety of which rises to the top for each cluster of working class voters.

5.

Working class voters, especially cross-pressured or persuadable voters, are **looking for candidates that are anti-establishment**, willing to buck the system, and who will **FIGHT** for them.

6.

While cost of living (groceries, healthcare, housing, gas, etc..) is the dominant concern, two related issues that also generate a lot of energy are **Artificial Intelligence** and **spending our tax money on wars abroad**.

7.

We tested our narratives asking people to vote for **DEMOCRATS** vs. voting for **WORKING FAMILIES DEMOCRATS**. Using Working Families Democrats consistently makes the narratives more convincing, by a significant margin.

8.

The Working Families Party is net positive with the working class. Trump is deeply unpopular, Republicans are underwater, and Democrats are not far behind, also in the red. Still, attacks on Trump as rationale to vote in 2026 are not as effective as others we tested.

9.

Working Class voters in Swing Districts showed somewhat more interest in candidates who “work across party lines than other sections of the working class. This may be because of intense partisan campaigning in these districts.



TOP PERFORMING NARRATIVES FOR THE 2026 MIDTERMS

Note: These messages were tested separately with the call to action of “Vote for Democrats”, “Vote for Working Families Democrats” and “Vote for Leaders” – in our testing Vote for Working Families Democrats performs consistently the best and so the message frames are shown here with that language.

RIGGED RULES

We live in the richest country in the world, but the rules of the economy are stacked against working people. Wages haven't kept up with the cost of living—but corporate profits keep climbing. Billionaires pay a lower tax rate than a teacher or a nurse. That's not the economy failing. That's a system rigged, on purpose. But working people built this country — and we have the power to fix it. That's why this November we need to vote for Working Families Democrats who will rewrite the rigged rules to reward hard work and help everyday people.

MONOPOLIES

Our freedom is being crushed by corporate monopolies and corruption. While honest businesses struggle, corporate monopolies buy up lobbyists and get the laws written to increase their power. Everything from eggs to housing to insurance to utility bills costs too much because only a few companies have unfairly destroyed competition. This November, we need to vote for Working Families Democrats so that truck drivers, nurses, local business owners, farmers and pharmacists can rebuild a free and open economy and democracy.

CLASS CONFLICT

People who have to work for a living ought to earn a living. But today, the wealthiest people and corporations get richer and richer off our backs while our wages stay the same. This November we need to elect Democrats who will fight for working people to keep the money they earn by cracking down on price

gouging at the grocery store, bringing down the cost of health care, and making wealthy tax cheats pay what they owe.

NEXT GENERATION CHANGE

We all want the people we elect to really represent us. But too many politicians have become reliant on wealthy campaign donors. They cater to CEOs and corporations instead of siding with workers and consumers. Sadly, it happens in both parties. This November, we need to elect a new generation of Democrats who reject corporate PAC money and who will side with working families 100% of the time and build an economy that works for all of us.

AI AND THE FUTURE OF WORK

Big companies use Artificial Intelligence to cut their costs, but our costs keep going up. We are the ones paying higher utility bills, getting data centers in our communities and having our jobs threatened by robots and computers. No one who wants to work should be left behind because a corporation replaced them with software. This November, we need to elect Working Families Democrats who will get the AI industry under control and ensure anyone who loses their job to AI can get good-paying work that supports their family.

The full list of narratives we tested are in the Appendix.



NARRATIVE CHEAT SHEET

MAJOR GROUPING	CLUSTER	WINNING MESSAGE	PERSPECTIVE	STRATEGY
BASE	Next Gen Left (14%)	Monopolies	Very progressive worldview, skeptical of institutions	Mobilize to vote, ensure they don't fracture to vote for left spoilers or sit it out.
	Mainstream Liberals (14%)	Next Gen Change	Liberal worldview across almost all issues, Solidly Dem	Maximize (already high) turnout, recruit to volunteer
CROSS-PRESSURED / PERSUADABLE	Tuned Out Persuadables (13%)	Monopolies	Progressive on economics and social issues. Not highly motivated or engaged	Persuade using shared narratives and mobilize to vote
	Anti Woke Traditionalist (17%)	Rigged Rules	Reactionary social values, but open to populist economics.	Persuade by using shared narratives
	Diverse Disaffected Conservatives (14%)	Rigged Rules	Conservative and disengaged but pro public investments like affordable housing	Early persuasion and then mobilize supporters to vote
	Secure Suburbans (14%)	Class Conflict	Economically conservative but socially liberal, against abortion bans	Persuade by using shared narratives
OUT OF REACH	Core MAGA (14%)	None	Hardcore conservatives	Avoid



**Message Guidance
& Working Class**

PROFILES

Next Gen Left

Next Generation Left is the most progressive cluster. They are not always consistent voters and feel their vote has little ability to make a positive impact. Enthusiastic support for Medicare for All, environmental legislation, a jobs guarantee and other progressive priorities. The least explicitly patriotic cluster.

STRATEGY

Mobilize to vote, ensure they don't fracture to vote for left spoilers or sit it out.

NOTABLE FACTS

The war with Iran ties with healthcare for the #3 voting issue — And they rated "Israel and Gaza" higher importance than any other cluster.



TOP MESSAGE FRAMES

- Monopolies
- Next Generation Change

TOP VOTING ISSUES, IN ORDER

- Cost of living (48%)
- Improving the economy (43%)
- Healthcare / the war with Iran, tied (27%)

ISSUES WHERE TRUMP IS PERFORMING WORST (NET GOOD-BAD):

- Inflation and the cost of living (net -96)
- Taxes (net -94)
- Jobs (net -93)

WHAT THEY WANT DEMOCRATS TO CAMPAIGN ON

- Taking on billionaires and corporations (46%)
- Lowering the cost of living (41%)

CANDIDATE QUALITIES THEY WANT

- Makes it easier for workers to unionize (net +87)
- Raises taxes on the wealthy and big corporations (net +86)
- Avoids big new programs that raise taxes or deficits (net +85)

THEIR VIEW OF THE WORKING FAMILIES PARTY

- Favorability jumped from 22% to 79% after information — the biggest shift of any cluster.
- 88% call WFP a trusted source on who really stands up for working people.

Next Gen Left

VOTER PROFILE

Younger, mostly female, typically a Millennial woman. Multiracial, disproportionately Latino and mixed race. High percentage of LGBTQ+ and genderqueer voters. Slightly more urban and suburban; significantly less rural. Majority rent or live with friends/family. More college educated than other working class clusters; majority claim family income under \$75K. Recognize the unequal distribution of wealth in America; likely to agree that the US is a racist and sexist country.

Pro-immigrant views, favor investing in social services to reduce crime, and support gun control. Don't identify as strongly with the Democratic Party but more aligned with Democrats. Voted for Harris by 59 points in 2024 (77%-18%). 95% say they will definitely or probably vote in November 2026, the highest rate of any cluster did.

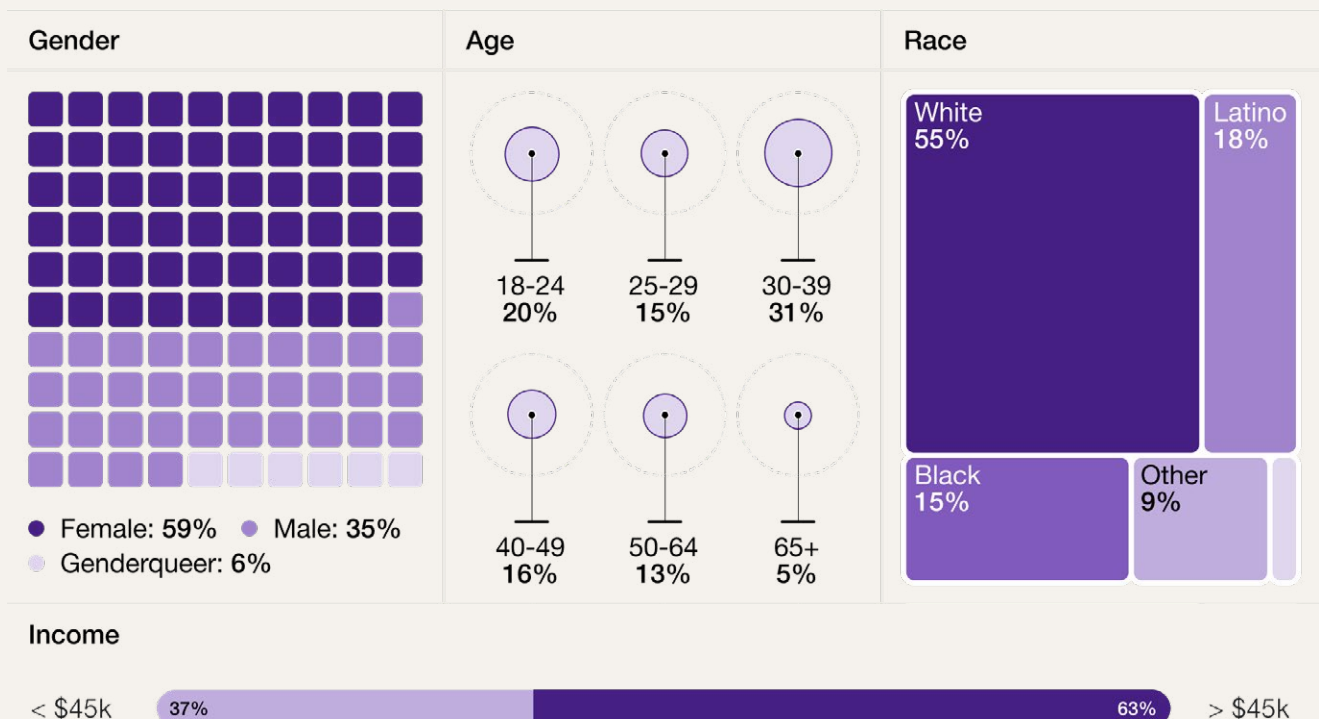
COMMON JOBS

Retail sales, cashier, customer service

POPULAR NEWS SOURCES

SOURCES

Youtube, PBS



Mainstream Liberals

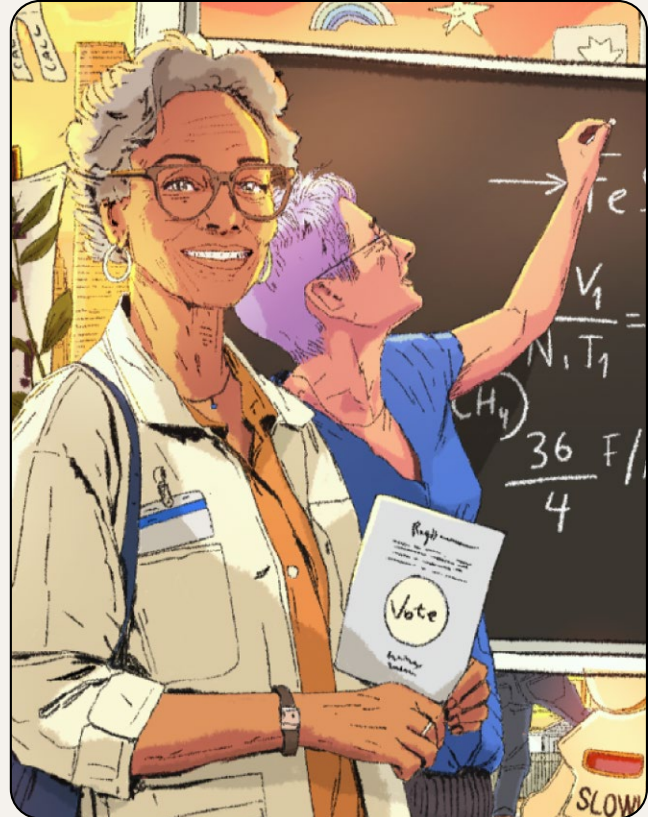
Mainstream Liberals are the second most progressive cluster; mostly identify as liberal Democrats. Vote in almost every election and feel their vote has a lot of power to make a positive impact. High support for most progressive priorities.

STRATEGY

Maximize their (already high) voter participation and get them to join organizations and volunteer.

NOTABLE FACTS

While very supportive of Medicare For All, they are also looking for candidates to avoid big new programs that raise taxes or deficits.



TOP MESSAGE FRAMES

- Next Generation Change
- Monopolies

TOP VOTING ISSUES, IN ORDER

- Cost of living (51%)
- Improving the economy (43%)
- Healthcare (32%)

ISSUES WHERE TRUMP IS PERFORMING WORST (NET GOOD-BAD):

- Inflation and the cost of living (net -95)
- Healthcare (net -90)
- Improving the economy (net -89)

WHAT THEY WANT DEMOCRATS TO CAMPAIGN ON

- Cost of living / Taking on billionaires, tied (47%)
- Supporting working families (41%)

CANDIDATE QUALITIES THEY WANT

- Avoids big new programs that raise taxes or deficits (net +78)
- Supports Medicare for All (net +76)
- Makes it easier for workers to unionize (net +72)

THEIR VIEW OF THE WORKING FAMILIES PARTY

- 78% trust WFP to say which candidates truly stand up for working people.

Mainstream Liberals

VOTER PROFILE

Older, heavily female, typically a Gen X or Boomer woman. Multiracial, disproportionately Black. Strongly reject homophobia and transphobia. Slightly more urban and suburban. Homeowners, more college educated, majority claim family income under \$75K. Proud Americans, but strongly agree that the US is a racist and sexist country. Open on immigration, also relatively strong support for securing the border. Favor investing in social services to reduce crime, also believe the US is too soft on criminals. Voted Harris +79 in 2024. Highly motivated to vote in November 2026 (92% definitely or probably). Heavily aligned with Democrats.

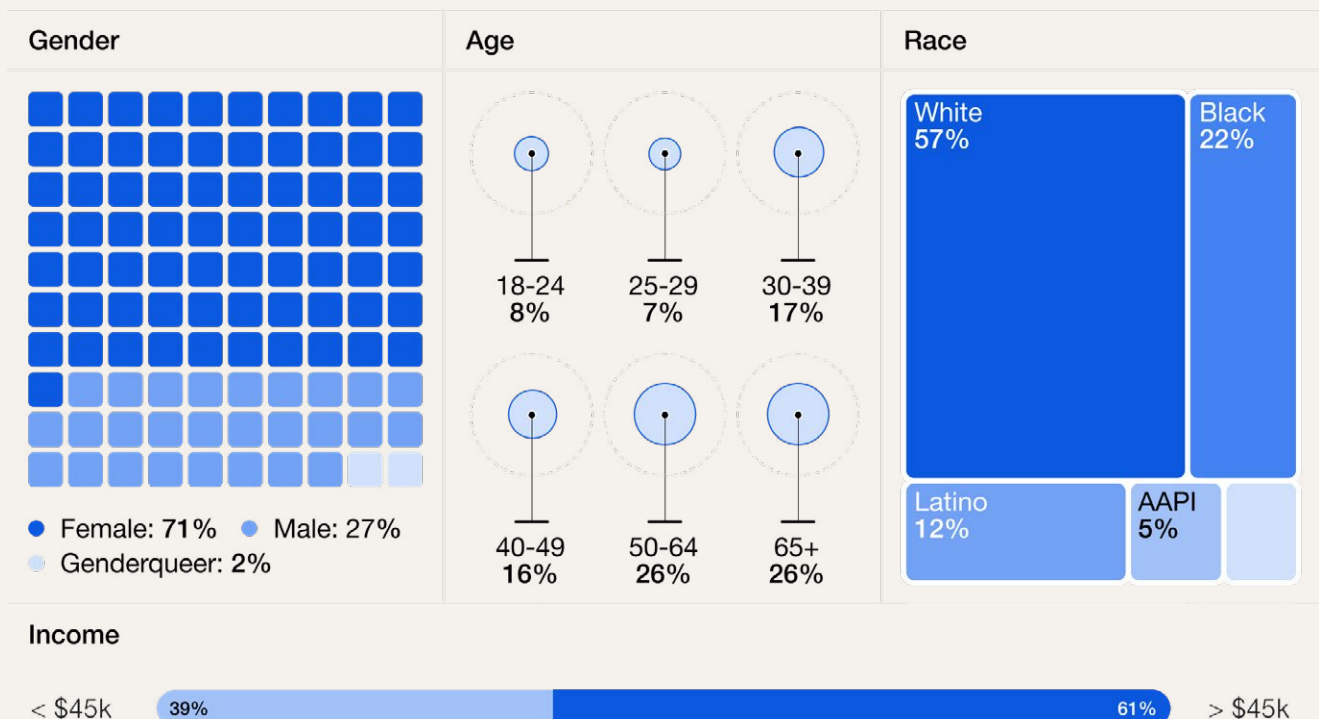
COMMON JOBS

Nurse, home health aide, small business owner, HR manager

POPULAR NEWS

SOURCES

MSNBC, CNN, PBS



Tuned Out Persuadables

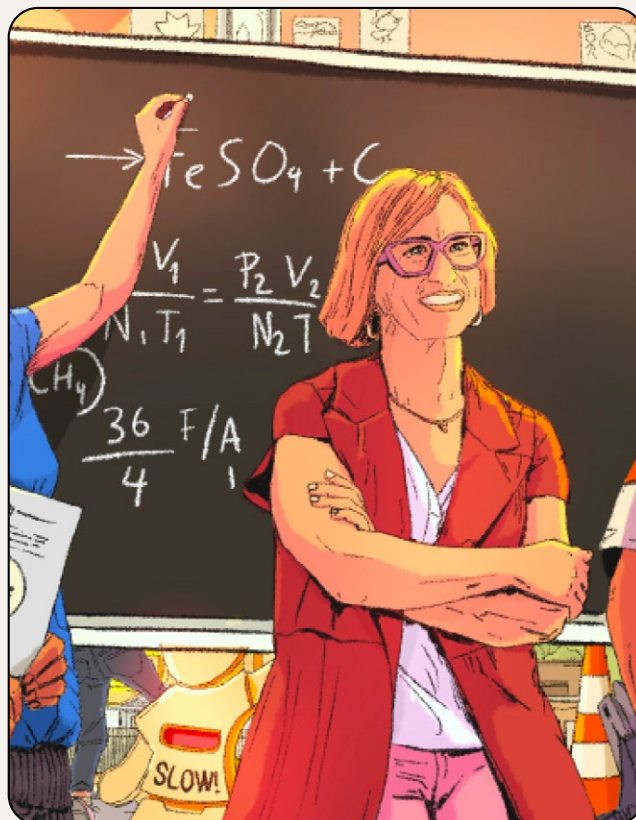
Tuned Out Persuadables mostly see themselves as moderate independents, identifying slightly more with Democrats than Republicans. Vote infrequently, do not follow politics, and have the lowest belief that their vote will have an impact. Lean left on most issues, particularly class issues and progressive economic policies like a jobs guarantee and Medicare for All.

STRATEGY

Persuade them to support progressive and democratic candidates, and motivate them to vote.

NOTABLE FACTS

Healthcare jumps to a strong #2 voting issue (41%) for this group. It doesn't rank this high anywhere else.



TOP MESSAGE FRAMES

- Monopolies
- AI and the future of work
- Building the Future

TOP VOTING ISSUES, IN ORDER

- Cost of living (54%)
- Healthcare (41%)
- Improving the economy (27%)

ISSUES WHERE TRUMP IS PERFORMING WORST (NET GOOD-BAD):

- Inflation and the cost of living (net -75)
- Healthcare (net -75)
- Housing (net -72)

WHAT THEY WANT DEMOCRATS TO CAMPAIGN ON

- Lowering the cost of living (49%)
- Taking on billionaires and corporations (36%)
- Fighting corruption (35%)

CANDIDATE QUALITIES THEY WANT

- A political outsider, not a career politician (net +68)
- Willing to break with their own party's leaders (net +65)
- Pushes for major change, even if it disrupts the system (net +63)

THEIR VIEW OF THE WORKING FAMILIES PARTY

- Favorability nearly doubled, from 20% to 48%, after information. 77% want more political parties and more choices — high openness to an alternative.

Tuned Out Persuadables

VOTER PROFILE

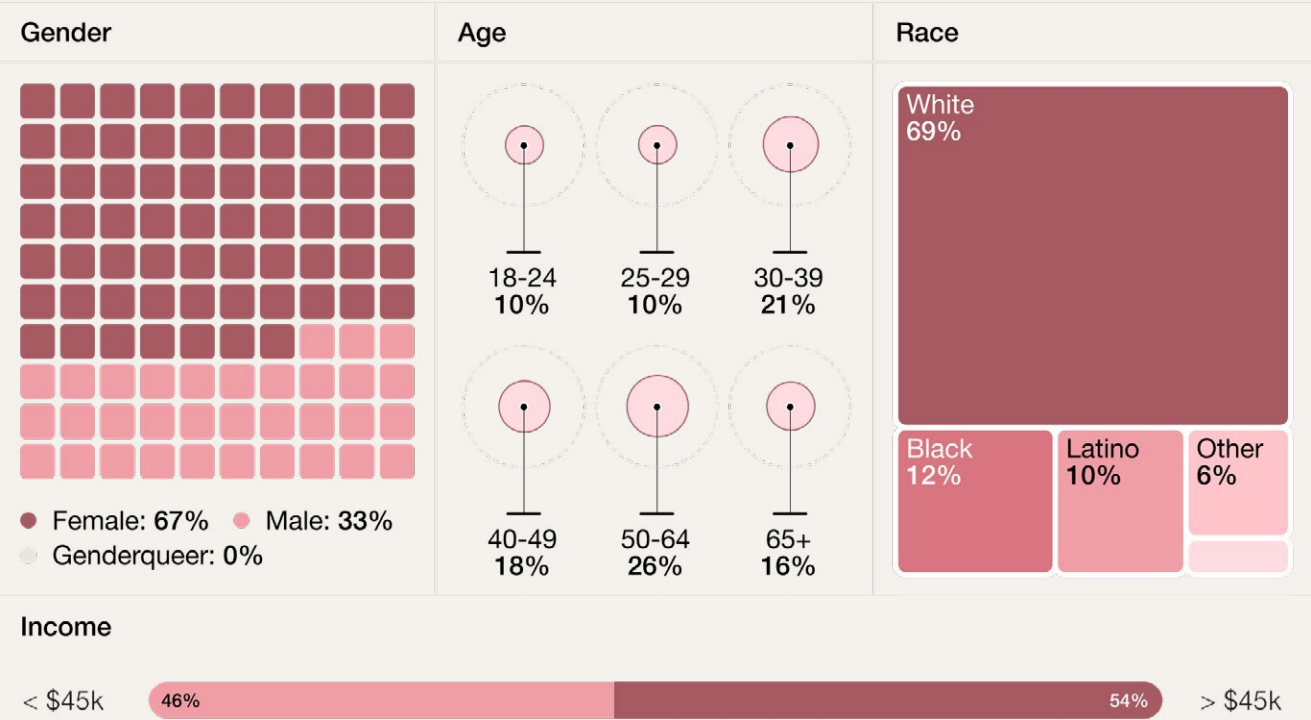
Predominantly white and female, spanning Millennials to Boomers. Highly suburban and urban living. Renters, with a higher rate of college education. Economically stressed, nearly half with family income under \$50K. Recognize an unequal distribution of wealth in America’ skeptical that hard work is enough to succeed, but believe people take advantage of government programs to avoid work. Lean left socially and culturally: strong support for abortion rights and LGBTQ+ rights. Slightly left on immigration, and slightly right on crime and policing. Less nationalistic than the working class as a whole. Voted Biden +1 in 2020. Leaned Harris in 2024. Highest rate of undecided voters. Among the least likely to vote in November 2026 — only 56% say they will definitely vote, the lowest of any cluster. Third party curious.

COMMON JOBS

Nurse, home health aide, elementary school teacher

POPULAR NEWS SOURCES

Local TV News, Network News, Facebook



Diverse Disaffected Conservatives

Diverse Disaffected Conservatives are a multiracial group that tends to lean right of center, with notably conservative social and cultural views. Vote infrequently, do not follow politics, and have a very low belief that their vote will have an impact. Lean left on economic issues, but with low intensity. Slight majority support WFP economic priorities, such as a jobs guarantee.

STRATEGY

Early persuasion to support our candidates by activating shared frames and mobilize supporters to vote.

NOTABLE FACTS

Fighting corruption (50%) nearly ties cost of living (52%) as the theme this group wants Democrats to run on — corruption ranks unusually high here.



TOP MESSAGE FRAMES

- Rigged Rules
- Monopolies
- Patriotism for working people—tied for 3rd
- AI and the future of work—tied for 3rd

TOP VOTING ISSUES, IN ORDER

- Cost of living (49%)
- Jobs (32%)
- Taxes (25%)

ISSUES WHERE TRUMP IS PERFORMING WORST (NET GOOD-BAD):

- Housing (net -56)
- Tariffs (net -51)
- Inflation and the cost of living (net -50)

WHAT THEY WANT DEMOCRATS TO CAMPAIGN ON

- Lowering the cost of living (52%)
- Fighting corruption (50%)
- Taking on billionaires and corporations (32%)

CANDIDATE QUALITIES THEY WANT

- A political outsider, not a career politician (net +78)
- Willing to break with their own party's leaders (net +76)
- Pushes for major change, even if it disrupts the system (net +75)

THEIR VIEW OF THE WORKING FAMILIES PARTY

- 83% say America would be better off with more parties and more choices WFP endorsement is a net +12 candidate trait on its own.

Diverse Disaffected Conservatives

VOTER PROFILE

Younger, disproportionately male. Most racially diverse cluster, with lowest rate of white voters and highest rate of Black and Latino voters. Urban, renters, most likely to have no college education. Economically stressed, nearly half with family income under \$50K. Pro-worker, but less likely to blame corporations or the wealthy. Critical of corporate polluters profiting off harm to their communities. Lean right socially and culturally, with highest levels of hostile sexism and transphobia. Soft support for abortion rights. Less nationalistic, but conservative views on immigration. More progressive on policing, supporting investments to attack the roots of crime. Voted Trump +8 in 2020. Voted Trump +34 in 2024. Lower likelihood to vote in November 2026, with only 65% saying they will definitely or probably vote.

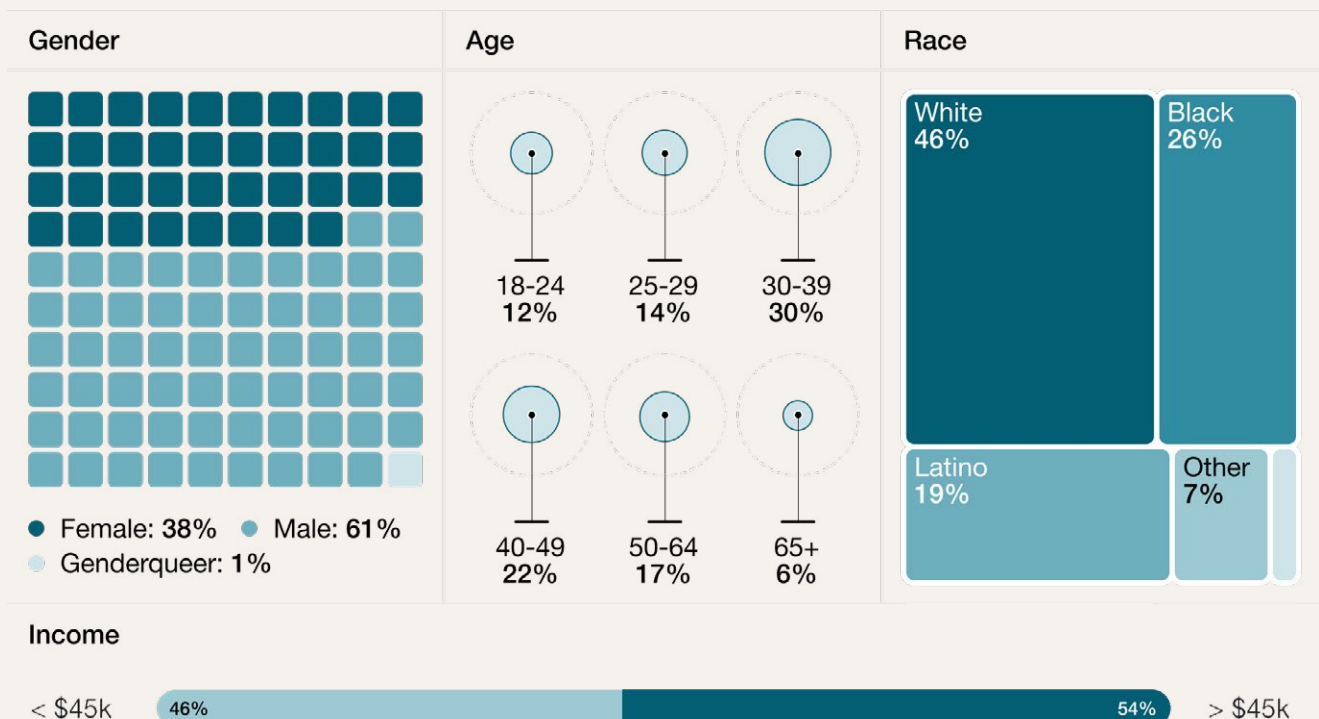
COMMON JOBS

Construction worker, plumber, electrician, carpenter

POPULAR NEWS

SOURCES

TikTok, Youtube



Secure Suburbans

Secure Suburbanites are the second most conservative cluster: basically Republicans, and majority voted for Trump but don't like him. Vote in most elections, and believe their vote has some power to have an impact. Lean right on questions of economic reforms and distribution of wealth. Generally pro-choice and relatively progressive on gender and sexuality.

STRATEGY

Persuade them to support our candidates by activating shared frames.

NOTABLE FACTS

This is the only cluster where partnering with business leaders (net +40) is the single strongest candidate trait — it outranks even “political outsider.” Ironically, their favorite narrative we tested is called Class Conflict.



TOP MESSAGE FRAMES

- Class Conflict
- Rigged Rules
- Building the Future—tied for 3rd
- Monopolies—tied for 3rd

TOP VOTING ISSUES, IN ORDER

- Cost of living (49%)
- Improving the economy (31%)
- Healthcare (28%)

ISSUES WHERE TRUMP IS PERFORMING WORST (NET GOOD-BAD):

- Housing (net -51)
- LGBTQ+ Rights (net -49)
- Gas prices (net -49)

WHAT THEY WANT DEMOCRATS TO CAMPAIGN ON

- Lowering the cost of living (57%)
- Taking on billionaires and corporations (38%)
- Government that delivers results (34%)

CANDIDATE QUALITIES THEY WANT

- Partners with business leaders on jobs and costs (net +40)
- Works across party lines (net +26)
- Focuses on practical fixes that can pass now (net +25)

THEIR VIEW OF THE WORKING FAMILIES PARTY

- Favorability grew from 20% to 32% after information.
- This cluster is the least sold on WFP's brand traits overall — only 30% call it a trusted source.

Secure Suburbans

VOTER PROFILE

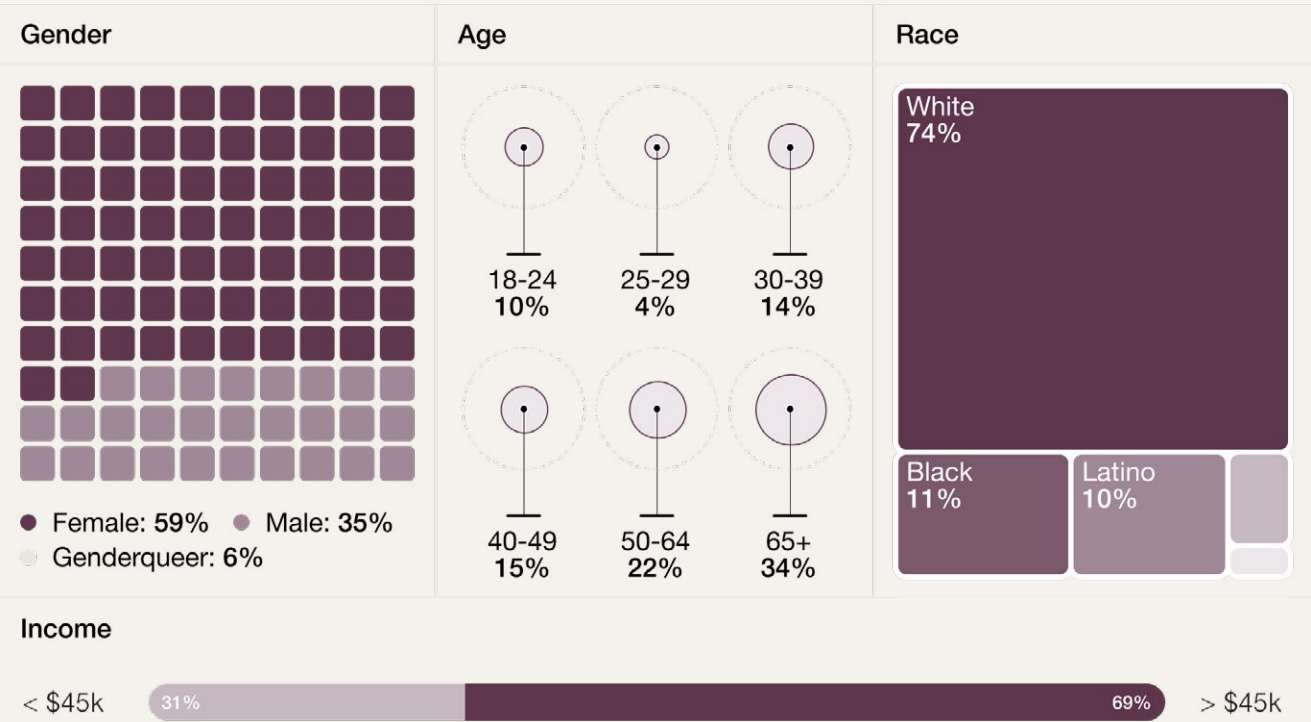
Older, largely female, and disproportionately white. Suburban homeowners, with average level of working class educational attainment. Second most economically secure (after Core MAGA), with 40% having family income over \$75K. Least likely to see problems with corporations and the wealthy profiting off workers. Socially and culturally moderate: slightly left on gender and sexuality; not typically homophobic or transphobic; soft support for abortion rights. More nationalistic, seeing America as a generally fair country. Believe America benefits from immigration, but support securing the border. Mixed views on policing, supporting tough on crime measures. Voted substantially for Trump in 2024. Highly likely to vote in November 2026 (89% definitely or probably).

COMMON JOBS

Elementary school teacher, customer service, office assistant

POPULAR NEWS SOURCES

Network News, Fox News



Anti-Woke Traditionalists

Anti-Woke Traditionalists generally self-identify as moderates, vote regularly, and feel their vote has a lot of power to make a positive impact. Lean left on economic issues (with a dose of “bootstraps” attitude) like a jobs guarantee and Medicare for All. Lean heavily right on certain social/cultural issues, and supported Trump by a large margin in 2020 and 2024. Can be reached by Democrats with an economic focus.

STRATEGY

Persuade them to support our candidates by activating shared frames.



TOP MESSAGE FRAMES

- Rigged Rules
- AI and the future of work
- Patriotism for working people—tied for 3rd
- Monopolies—tied for 3rd

TOP VOTING ISSUES, IN ORDER

- Cost of living (49%)
- Jobs (32%)
- Improving the economy (30%)

ISSUES WHERE TRUMP IS PERFORMING WORST (NET GOOD–BAD):

- The war with Iran (net -39)
- Gas prices (net -39)
- Inflation and the cost of living (net -27)

WHAT THEY WANT DEMOCRATS TO CAMPAIGN ON

- Lowering the cost of living (60%)
- Fighting corruption (44%)
- Taking on billionaires and corporations (34%)

CANDIDATE QUALITIES THEY WANT

- A political outsider, not a career politician (net +72)
- Willing to break with their own party's leaders (net +69)
- Pushes for major change, even if it disrupts the system (net +68)

THEIR VIEW OF THE WORKING FAMILIES PARTY

- Not as friendly to the Working Families Party upon information. Favorability drops. But 82% want more political parties, and a WFP endorsement is still a modest net positive (+5)

Anti-Woke Traditionalists

VOTER PROFILE

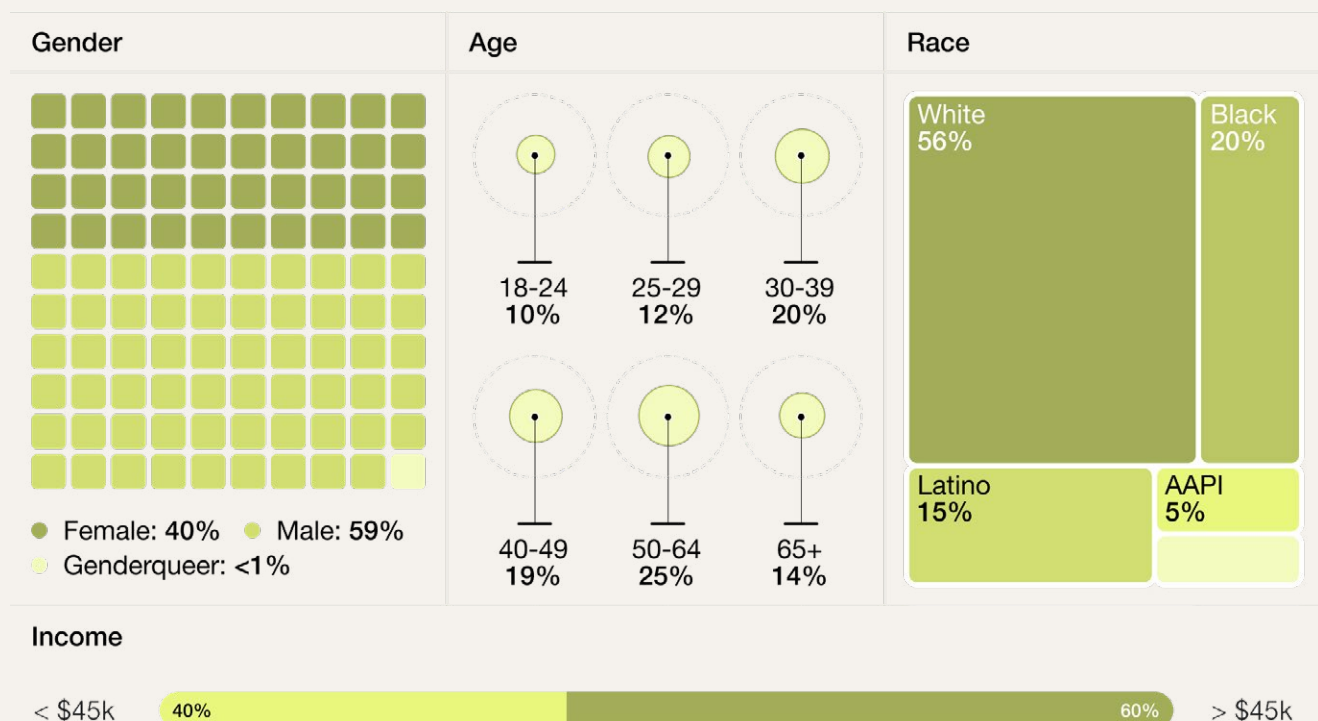
Multigenerational cluster, typically a middle-aged man. Multiracial, disproportionately Black and AAPI voters. Highly urban and suburban. Slightly more than half homeowners. Less college educated, with two of three having family income under \$75K. Agree the wealthy get rich off workers' backs, but also that hard workers can make a better life and that people take advantage of government programs to avoid work. Embody Judeo-Christian and traditional family values. More sexist, homophobic and transphobic. Generally find abortion wrong. Believe the government shows more concern for immigrants than "ordinary working Americans." Support tough-on-crime law enforcement. Voted Trump +48 in 2024. Highly motivated to vote in November 2026 (91% definitely or probably).

COMMON JOBS

Truck driver, delivery driver, warehouse worker, janitors, housekeepers, landscaping

POPULAR NEWS SOURCES

Snapchat, Barstool Sports, TikTok



Core Maga

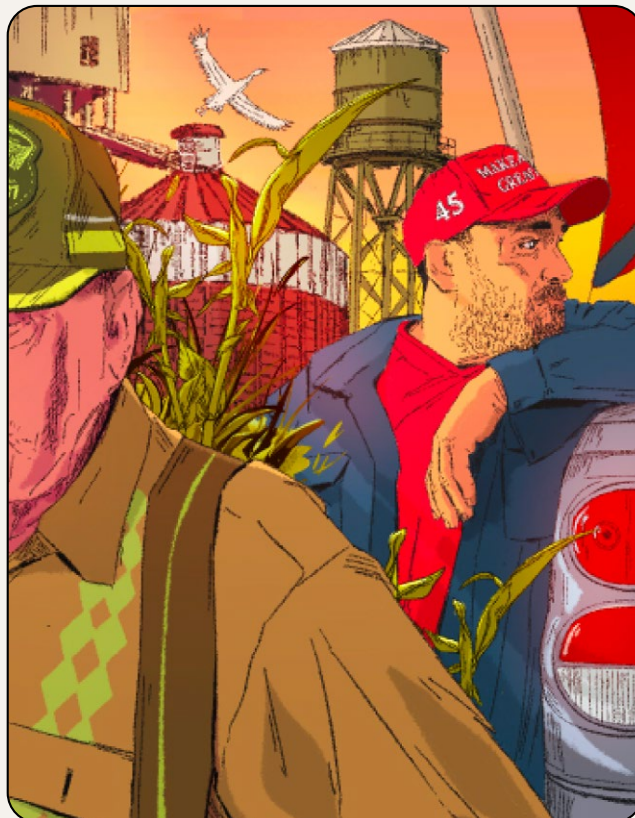
Core MAGA voters are the most conservative cluster, identifying as conservative Republicans. Vote in most elections, and believe their vote has modest power to have an impact. Unfavorable toward progressive economic, social and cultural policies.

STRATEGY

Do not engage. Non-persuadable.

NOTABLE FACTS

Every narrative in the battery tests below 20% convincing with this group — the only cluster where that's true across the board.



TOP VOTING ISSUES, IN ORDER

- Cost of living (47%)
- Healthcare (33%)
- Immigration (32%)

WHAT THEY WANT DEMOCRATS TO CAMPAIGN ON

- Fighting corruption (77%)
- Lowering the cost of living (58%)
- Ending wars and military interventions (43%)

ISSUES WHERE TRUMP IS PERFORMING WORST (NET GOOD-BAD):

- The war with Iran (net -35)
- Gas prices (net -30)
- Note: no other issue tested net-negative for this cluster — every other issue, including inflation at net +5, still nets positive for Trump among Core MAGA.

CANDIDATE QUALITIES THEY WANT

- A political outsider, not a career politician (net +90)
- Willing to break with their own party's leaders (net +89)
- Pushes for major change, even if it disrupts the system (net +88)

THEIR VIEW OF THE WORKING FAMILIES PARTY

- A WFP endorsement is a net negative here (-3).

Core Maga

VOTER PROFILE

Overwhelmingly an older white male. Suburban and rural homeowners. Average level of working class educational attainment. Most economically secure, with nearly a quarter earning more than \$100K in family income; least likely to identify as lower or working class. Self-identify as populists, but embrace opposite views. Least likely to see problems with corporations and the wealthy profiting off workers. Lowest approval of labor unions. Most likely to believe people take advantage of government programs to avoid work. Highly nationalistic, critical of women and most homophobic and transphobic group. Do not support for abortion rights. Rightwing views on immigration and policing. Voted Trump +83 in 2024 (6%–89%). Highly likely to vote in November 2026 (87% definitely or probably).

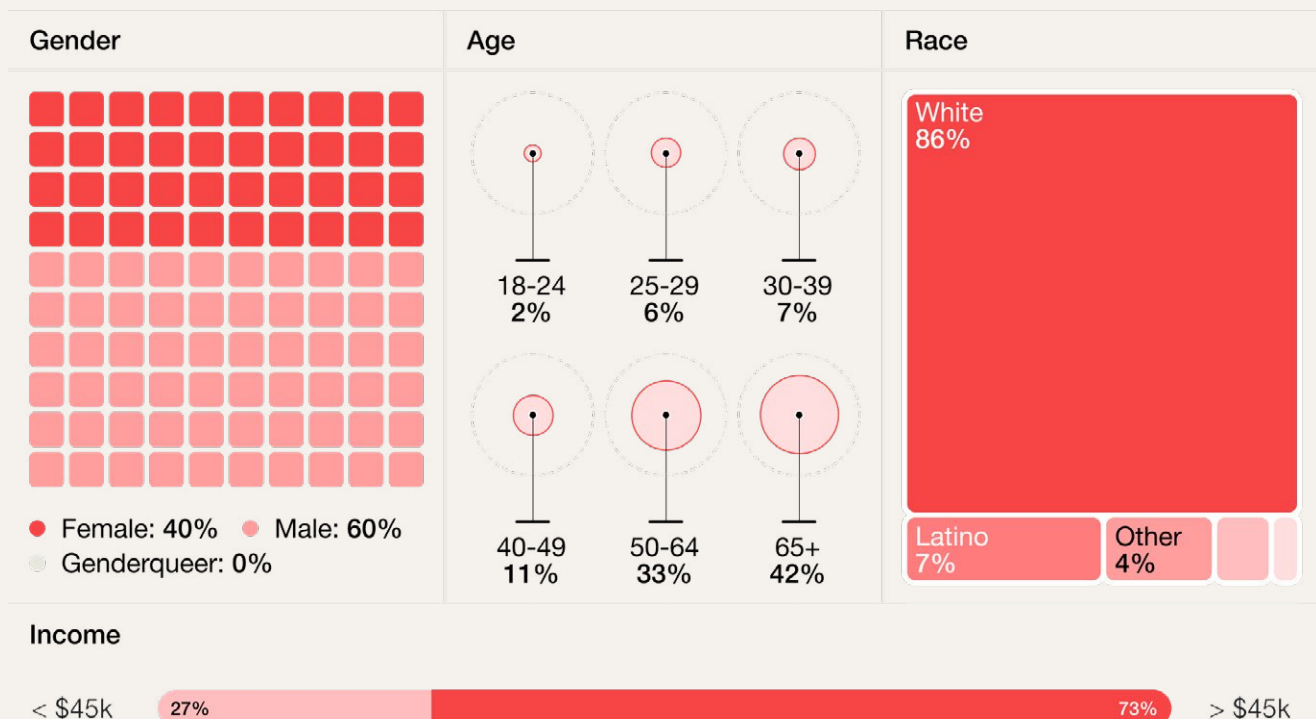
COMMON JOBS

Law enforcement, corrections officer, small business owners, sales manager

POPULAR NEWS

SOURCES

Fox News, X.com



Cross Pressured Voters

All four cross-pressured clusters combined

NOTABLE FACT

“Supports an end to U.S.-led wars overseas and redirects resources domestically” is one of the strongest-testing candidate traits for this group (net +43)

TOP MESSAGE FRAMES

RIGGED RULES

We live in the richest country in the world, but the rules of the economy are stacked against working people. Wages haven't kept up with the cost of living — but corporate profits keep climbing. Billionaires pay a lower tax rate than a teacher or a nurse. That's not the economy failing. That's a system rigged, on purpose. But working people built this country — and we have the power to fix it. That's why this November we need to vote for Working Families Democrats who will rewrite the rigged rules to reward hard work and help everyday people.

MONOPOLIES

Our freedom is being crushed by corporate monopolies and corruption. While honest businesses struggle, corporate monopolies buy up lobbyists and get the laws written to increase their power. Everything from eggs to housing to insurance to utility bills costs too much because only a few companies have unfairly destroyed competition. This November, we need to vote for Working Families Democrats so that truck drivers, nurses, local business owners, farmers and pharmacists can rebuild a free and open economy and democracy.

TOP VOTING ISSUES, IN ORDER

- Cost of living (50%)
- Jobs (29%)
- Improving the economy (28%)

CLUSTER	
Tuned Out Persuadables	Diverse Disaffected Conservatives
Anti Woke Traditionalist	Secure Suburbans

ISSUES WHERE TRUMP IS PERFORMING WORST (NET GOOD-BAD):

- Inflation and the cost of living (net -50)
- Housing (net -46)
- Gas prices (net -44)

WHAT THEY WANT DEMOCRATS TO CAMPAIGN ON

- Lowering the cost of living (55%)
- Fighting corruption (38%)
- Taking on billionaires and corporations (35%)
- Candidate qualities they are looking for
- A political outsider, not a career politician (net +54)
- Willing to break with their own party's leaders (net +52)
- Pushes for major change, even if it disrupts the system (net +51)

TOP FAVORABLES (INDIVIDUALS AND ORGANIZATIONS)

- The Working Families Party (net +11, 31% favorable)
- Bernie Sanders (net +7, 44% favorable)

THEIR VIEW OF THE WORKING FAMILIES PARTY

- Think WFP is more in touch with working people than the Democrats are (Net +21 points)

Swing Direct Voters

Working Class voters from all clusters in 25 Toss-up and Lean Districts according to Cook Political Ratings

NOTABLE FACT

“Works across party lines and builds broad coalitions” nets much higher among working class voters in swing districts than among working class voters nationally. This may reflect the heavy campaigning of both parties in swing districts.

TOP MESSAGE FRAMES

MONOPOLIES

Our freedom is being crushed by corporate monopolies and corruption. While honest businesses struggle, corporate monopolies buy up lobbyists and get the laws written to increase their power. Everything from eggs to housing to insurance to utility bills costs too much because only a few companies have unfairly destroyed competition. This November, we need to vote for Working Families Democrats so that truck drivers, nurses, local business owners, farmers and pharmacists can rebuild a free and open economy and democracy.

CLASS CONFLICT

People who have to work for a living ought to earn a living. But today, the wealthiest people and corporations get richer and richer off our backs while our wages stay the same. This November we need to elect Working Families Democrats who will fight for working people to keep the money they earn by cracking down on price gouging at the grocery store, bringing down the cost of health care, and making wealthy tax cheats pay what they owe.

TOP VOTING ISSUES, IN ORDER

- Cost of living (51%)
- Improving the economy (31%)
- Housing (27%)

ISSUES WHERE TRUMP IS PERFORMING WORST (NET GOOD–BAD)

- Housing (net -61)
- Healthcare (net -54)
- Prescription drug prices (net -53)

WHAT THEY WANT DEMOCRATS TO CAMPAIGN ON

- Lowering the cost of living (56%)
- Taking on billionaires and corporations (37%)
- Supporting working families (32%)

CANDIDATE QUALITIES THEY WANT

- Partners with business leaders on jobs and costs (net +40)
- A political outsider, not a career politician (net +38)
- Willing to break with their own party’s leaders (net +34)

TOP FAVORABLES (INDIVIDUALS AND ORGANIZATIONS)

- Bernie Sanders (net +25, 56% favorable)
- The Working Families Party (net +11, 27% favorable)

THEIR VIEW OF THE WORKING FAMILIES PARTY

- 41% say WFP brings together the best of both parties. A WFP endorsement here is a net +15 candidate trait.

Base Voters

NOTABLE FACT

Working Families Democrat and Labor Democrat both perform extremely well, nearly equally, as labels to attach to Democrats to make them more appealing.

TOP MESSAGE FRAMES

NEXT GENERATION CHANGE

MONOPOLIES

TOP VOTING ISSUES, IN ORDER

- Cost of living (49.5%)
- Improving the economy (43%)
- Healthcare (29.5%)
- Issues Where Trump Is Performing Worst (Net Good–Bad):
- Inflation and the cost of living (net -96)
- Healthcare (net -91)
- Improving the economy (net -90)

WHAT THEY WANT DEMOCRATS TO CAMPAIGN ON

- Taking on billionaires and corporations (46.5%)
- Lowering the cost of living (44%)
- Supporting working families (40%)
- Candidate qualities they want
- Avoids big new programs that raise taxes or deficits (net +81.5)
- Supports Medicare for All (net +80)
- Makes it easier for workers to unionize (net +79.5)

TOP FAVORABLES (INDIVIDUALS AND ORGANIZATIONS)

- Bernie Sanders (net +69.5, 82.5% favorable)
- Alexandria Ocasio-Cortez (net +55.5, 71% favorable)

CLUSTER	
Next Gen Left	Mainstream Liberals

THEIR VIEW OF THE WORKING FAMILIES PARTY

- Favorability moves from 29.5% before information to 73% after.
- 83.5% say WFP brings together the best of both parties, and 83% call it a trusted source.



PUT THIS INFORMATION TO WORK

1

ATTEND THE TRAINING

Working Families Party and Grassroots Power Program will be leading a training to practice using this handbook on September 10th at 3pm ET. RSVP [here](#).

2

FOLLOW THE RESEARCH

To get on the interest list for a future training and for research briefings, go [here](#). Working Families Power regularly releases new research on the Multiracial Working Class and publishes it to their website workingfamiliespower.org.

3

GET THE VOTER DATA

If you are interested in using the multiracial working class models in your outreach and targeting of voters, please contact us about setting up a data-sharing agreement and the rates for using the scores in your work. Fill out the form at this [link](#) for more information.



APPENDICES

MESSAGE FRAMES

CLASS CONFLICT

People who have to work for a living ought to earn a living. But today, the wealthiest people and corporations get richer and richer off our backs while our wages stay the same. This November we need to elect Democrats who will fight for working people to keep the money they earn by cracking down on price gouging at the grocery store, bringing down the cost of health care, and making wealthy tax cheats pay what they owe.

FREEDOMS

No matter what we look like, where we live or what's in our wallets, most of us value our freedom to have an equal say in the decisions that impact our lives and make our voices heard. But today, some politicians are trying to silence our voices, turning us against each other so we won't unite to demand what all our families need. Together, we make the future. By joining together to vote for Democrats this November, we can demand our freedom to elect leaders who govern in our name and in our interests.

NEXT GENERATION CHANGE

We all want the people we elect to really represent us. But too many politicians have become reliant on wealthy campaign donors. They cater to CEOs and corporations instead of siding with workers and consumers. Sadly, it happens in both parties. This November, we need to elect a new generation of Democrats who reject corporate PAC money and who will side with working families 100% of the time and build an economy that works for all of us.

MAGA LIES

Trump and Republicans promised to bring down prices, fix the economy, and end forever wars. Instead, costs are up and we're spending billions on wars. Trump and his buddies are laughing all the way to the bank as they give themselves tax breaks, cut Medicaid and gut programs that help the rest of us. When people call out their corruption, they point the finger at immigrants or other working class people. This November, we need to elect Democrats who will take on Trump, MAGA, and all the corruption in Washington to rebuild the economy for working people.

RIGGED RULES

We live in the richest country in the world, but the rules of the economy are stacked against working people. Wages haven't kept up with the cost of living — but corporate profits keep climbing. Billionaires pay a lower tax rate than a teacher or a nurse. That's not the economy failing. That's a system rigged, on purpose. But working people built this country — and we have the power to fix it. That's why this November we need to vote for Democrats who will rewrite the rigged rules to reward hard work and help everyday people.



APPENDICES

BUILDING THE FUTURE

America is rich enough to guarantee everything we need to build a good life. To win the future we deserve, we should rally around an agenda that works for everyone: a home you can afford; health care you can rely on; a good job that supports your family; childcare when and where you need it; and real time to spend with your family. We'll pay for it by taxing the rich and getting big money out of politics. This November, we need to vote for Democrats who will fight for a Working Families Guarantee.

PATRIOTISM FOR WORKING PEOPLE

This country was built by people who work—not by billionaires, insiders, and politicians in Washington. A truly strong America is one where the people who build our neighborhoods, grow our food, teach our kids, and keep our lights on can actually build a good life here. It's not about immigrant-hating and war-mongering. It's the basic promise of the country working as it should. This November, we need to vote for Democrats who will fight for the American dream, where hard work equals a fair shake.

AI AND THE FUTURE OF WORK

Big companies use Artificial Intelligence to cut their costs, but our costs keep going up. We are the ones paying higher utility bills, getting data centers in our communities and having our jobs threatened by robots and computers. No one who wants to work should be left behind because a corporation replaced them with software. This November, we need to elect Democrats who will get the AI industry under control and ensure anyone who loses their job to AI can get good-paying work that supports their family.

MONOPOLIES

Our freedom is being crushed by corporate monopolies and corruption. While honest businesses struggle, corporate monopolies buy up lobbyists and get the laws written to increase their power. Everything from eggs to housing to insurance to utility bills costs too much because only a few companies have unfairly destroyed competition. This November, we need to vote for Democrats so that truck drivers, nurses, local business owners, farmers and pharmacists can rebuild a free and open economy and democracy.

TOP VOTING ISSUES FOR THE UPCOMING ELECTIONS

Full results, all working-class respondents. "When thinking about voting in future elections, which three issues are most important to you?"

- | | | |
|--|---|---|
| • Inflation and the cost of living (52%) | • Gas prices (18%) | • Prescription drug prices (11%) |
| • Improving the economy (31%) | • Cleaning up government corruption (17%) | • Artificial intelligence and job loss (9%) |
| • Healthcare (28%) | • Taxes (15%) | • Tariffs (5%) |
| • Jobs (26%) | • The war with Iran (15%) | • Israel and Gaza (4%) |
| • Immigration (20%) | • Education (13%) | • Ukraine (3%) |
| • Housing (19%) | • National Security (12%) | • LGBTQ+ Rights (2%) |



APPENDICES

WHAT VOTERS WANT DEMOCRATS TO CAMPAIGN ON

Full results, all working-class respondents. “Which of the following themes do you think Democrats should emphasize most?”

- Lowering the cost of living (55%)
- Taking on billionaires and corporations (37%)
- Supporting working families (31%)
- Fighting corruption (30%)
- Creating good jobs and building for the future (28%)
- Government that delivers results (24%)
- The freedom to build a good life (21%)
- Ending wars and military interventions (20%)
- Protecting democracy and basic freedoms (19%)
- Defeating Trump and MAGA (17%)
- A pathway to citizenship for immigrants (8%)
- Stopping new data centers (6%)
- Something else (please specify) (4%)



FREQUENTLY ASKED QUESTIONS

WHO CAN USE THIS HANDBOOK?

We've made it public so that anyone can use its lessons. Our aim is for this research to be as useful across the progressive movement as possible. We're happy to offer our data models at a fair market price to anyone who has the data infrastructure to accept it and is part of the anti-MAGA majority. We're happy to make recommendations to anyone in constructing scripts or content working on the independent expenditure side.

HOW WERE THE CLUSTERS CONSTRUCTED?

Rather than organize clusters around partisanship, race, age or other demographic factors, we built the clusters around a set of around 40 values based questions, covering attitudes on race, gender, corporate power and more. We identified ten questions that can accurately predict the clusters, making the same clusters replicable across research instruments. We went through a similar process identifying key questions that predict a respondent's class based largely on family income, education and occupation/type of work. We then developed voter models based on these predictors and other factors and assigned values to everyone on the national voterfile.

HOW DO PARTISANSHIP AND DEMOGRAPHIC FACTORS INTERSECT WITH THE CLUSTERS?

There are at least some Democratic voters and some Republican voters in each cluster, and several of the cross-pressured clusters are pretty evenly divided. What does that mean? One way to think of it is this: A Secure Suburban who is a registered Republican may still mainly vote for Republicans but is probably cross-pressured and finds themselves agreeing more with Democrats on issues like abortion. A Democrat who is an Anti-Woke Traditionalist may mainly vote for Democrats but still may find themselves agreeing more than not with Republicans on some reactionary views of gender roles. Understanding these clusters and what drives them can be a powerful way to maximize support for our candidates and potentially fracture some voters from the opposition.

CAN I SEE THE RESEARCH MYSELF?

Yes. Many more details from our polling, including topline results on other questions not included in this handbook or the appendices can be made available upon request. Working Families Party's research can be found at <https://workingfamilies.org/winning-the-working-class/>. For a specific request, contact research@workingfamilies.org.

Working Families Power's research, including the foundational study that identified the working class clusters, can be found at <https://workingfamiliespower.org/class-and-worldview/>.

Thank You.