

Ahead of State of the Union tonight, wanted to make sure you had some of the latest guidance from us around some of what we expect to be featured in Trump's speech tonight. We'll also be in the field testing the speech itself as soon as it's wrapped and will pass along testing later this week.

Based on [reporting today](#) that Trump's speech will feature topics around tariffs, DOGE, immigration, diversity, equity, and inclusion ("DEI"), and "the return of the American dream," we wanted to provide some messaging research to help guide your response.

Based on our recent testing across 8 surveys of more than 45,000 national respondents over the past 10 weeks, we recommend the following strategy on what fights to amplify — and which ones to deprioritize.

### **Most effective pushback:**

- **Trump's Tax Cuts for the Rich:** Trump's proposal to expand tax cuts for high-income workers is one of his least popular policies. We'd highly recommend focusing the bulk of your response around this message, such as in this 98th percentile message that Trump's *"plans give huge new tax breaks to billionaires and big corporations, paid for by cutting the basics that working people depend on. Trump's plans slash spending for Medicaid, making healthcare more expensive for millions of working Americans and seniors, to pay for a tax cut for the ultra-wealthy."*
- **Tariffs, or Trump raising prices for working people:** Trump will undoubtedly spend tonight highlighting his new tariffs against Canada and Mexico. While we haven't gotten results back from today's news (we'll keep you posted!), previous testing on Trump's tariffs demonstrate this is fertile ground for Democrats to push back with a focus on impact to Americans, such as in this 89th percentile message that Trump's tariffs will *"effectively be a national sales tax, increasing costs for American consumers and raising inflation. Middle class and working Americans will face higher prices on everyday items like electronics, clothing, and food, making it harder to support their families."*
- **Federal cuts with direct consequences to Americans, specifically:**
  - **Medicaid cuts:** The Trump Administration's proposal to slash \$880 billion in Medicaid funding is one of the most effective hits against Trump right now, such as in this 99th percentile message that *"Donald Trump wants to cut billions from Medicaid, making it harder for low-income families, seniors, and people with disabilities to get the healthcare they need. Millions could lose coverage or face higher costs. Democrats will fight any Republican budget that doesn't fully fund Medicaid and protect affordable healthcare."*

- **Food assistance cuts:** The Trump Administration's proposed cuts to SNAP are incredibly unpopular — and offer a great way for Democrats to push back, such as in this 90th percentile message: *“Donald Trump is cutting food assistance programs like SNAP, making it harder for families to put meals on the table. Millions of children and seniors rely on these programs, but Trump’s budget would leave them hungry. Democrats will fight any Republican budget that doesn’t fully fund food assistance.”*
- **Social Security and Medicare cuts:** Finally, highlighting how the Trump Administration's federal cuts will clearly target Social Security and Medicare next is one of the most effective messages for Democrats to carry over the next few weeks, like in this 94th percentile message that *“Trump is slashing programs that people rely on – and he’s clearly eying Social Security and Medicare next. Democrats will fight any Republican budget that doesn’t fully fund Social Security and Medicare.”*

### Less effective pushback:

- **Federal cuts that don’t directly impact Americans:** Our research has found that Americans are responding positively to government efficiency programs in certain areas (such as cuts on foreign aid and USAID, public broadcasting, and the IRS), so we’d recommend against pushing back on DOGE too much *unless* it’s focused on the programs outlined above.
- **Immigration:** Polling fielded last week found that Trump’s proposal to “end all federal benefits for undocumented immigrants” proved to be the most popular of all of the Trump Administration’s current proposals: nearly two-thirds of Americans agree with this proposal.
- **Diversity, Equity, Inclusion rollbacks:** Unfortunately, messaging that highlights the Trump Administration’s rollbacks of diversity, equity, and inclusion policies scores in the 25th percentile of Trump messaging tested (we typically only recommend highlighting messaging that falls in at least the 50th percentile or above).