

From April 23 - April 25, we tested 33 messages amongst 8,024 respondents about potential Democratic state policies, and looked at their effect on named gubernatorial vote choice:

Message Name	Message Content	Governor	
		Vote Choice	Percentile
States Project – Cut Red Tape and Make Necessities Affordable	...no one should go hungry or lose power due to paperwork. Democrats have passed state legislation to cut government red tape and make it easier for eligible Americans to afford food for themselves and their kids, healthcare, utilities, and childcare, while reducing fraud and saving taxpayers millions in red tape costs every year.	1.9%	100%
Mental Health Emergencies	...Democrats believe no one in a mental health crisis should be turned away from care. Their support for requiring our state's hospitals to treat people regardless of insurance status is about saving lives, easing the burden on emergency responders, and ensuring our communities have real, compassionate solutions—not just emergency room band-aids.	1.9%	99%
States Project – True Pricing to Protect Families and Consumers	...Democrats are passing state laws that require transparent prices for goods and services. When you buy groceries, tickets, or rent an apartment, you deserve to know the real price upfront, and it's why Democrats are passing legislation to ban hidden fees and help families make smart choices without nasty surprises at checkout.	1.7%	96%
States Project – Effective Government – Stop Insurance Denials	...Democrats are fighting to pass policies that make it harder for insurers to wrongly deny coverage for essential health treatments. Americans shouldn't be punished because greedy health insurance corporations wrongly refuse to cover the cost of life-saving tests or treatments, and that's why Democrats have passed state legislation to ensure health insurance works like it's supposed to.	1.7%	93%
States Project – Protect People's Right to Privacy	...personal decisions should stay personal, and they are passing state legislation to protect individuals rights to privacy and stop federal overreach. Managing your healthcare, your data, or making decisions for your family is something every American deserves the right to do – without government surveillance or interference.	1.7%	93%

States Project – Mental Health Support for All Students	...every child deserves access to mental health care. An effective government can keep all kids and communities safe and healthy by making sure students who need it can get the mental healthcare, screenings and interventions they need to live full lives. This policy more than pays for itself because when preventative mental health services aren't available, students miss more school and teachers and parents miss more time at work costing billions each year.	1.6%	91%
States Project – Protecting Kids Online	...Democrats are passing state legislation to help keep our kids safe online and crack down on greedy tech companies that profit off kids' screen time and data. Tech giants are exploiting children with endless content and invasive data tracking, which is why Democrats are working to pass new age verification and data protection laws to keep kids safe online.	1.6%	90%
State HHS	...Democrats believe the state must act to protect your health and safety. By strengthening food product regulations, they'll ensure safer ingredients, better labeling, and a stronger response to federal rollbacks. This law will help protect children and vulnerable communities from harmful chemicals and unsafe products that threaten public health.	1.5%	87%
States Project – Rebuild Communities by Holding Big Polluters Accountable	...clean water and healthy neighborhoods shouldn't depend on your ZIP code. Democrats are working to pass state-level policies to ensure that corporate polluters – not families – pay for cleaning up toxic waste. Holding big polluters accountable could save Americans a minimum of \$5.5 billion and as much as \$63 billion annually.	1.5%	85%
States Project – Help Working Families Find Quality, Affordable Childcare	...Democrats are passing state legislation to lower child care costs and expand availability helping parents and providers. American taxpayers and businesses lose \$44 billion per year when there are not enough childcare options. Childcare subsidies help caregivers across income levels find, afford, and enroll in quality childcare services.	1.4%	78%
States Project – Boost First-Time Home Buyers With Affordable Loans and Tax Cuts	...Democrats are passing state laws to help make buying homes achievable for first-time buyers. State-based revolving loan funds are paid back to the state and help us raise revenues by attracting or retaining young families who can now afford a home. It particularly benefits potential first-time home buyers who are close to being able to purchase a	1.4%	78%

	home, but have trouble accessing credit.		
State FDA	...Democrats believe the state must protect public health, especially when federal oversight has weakened. By banning harmful additives and chemicals in food, including dyes and artificial sweeteners, they'll safeguard children's health and development. This plan ensures the state takes action against food industry lobbyists prioritizing profit over safety.	1.3%	77%
Striking workers	...Democrats believe workers deserve support when standing up for fair wages and safer conditions. Allowing striking workers to qualify for unemployment benefits ensures they don't face financial ruin while fighting for their rights. This measure is a crucial step to check corporate power and protect workers, especially with national attacks on labor rights.	1.3%	74%
States Project – Help People Afford College	...higher education should be a ladder to opportunity based on merit, not money. That's why they support passing name-blind college application processes to eliminate legacy and donor-preferenced admissions. Every student should get a fair shot and have a level playing field based on merit, not who their parents are or how much money they have.	1.3%	73%
State DOE	...Democrats believe every student deserves a high-quality education, no matter where they live. Strengthening the state Department of Education means better oversight, fairer standards, and the ability to push back on political interference like book bans and censorship—ensuring all kids get the support and opportunities they need to succeed.	1.3%	73%
State HHS Trump ref	...Democrats believe the state must act to protect your health and safety as Trump rolls back federal safety standards. By strengthening food product regulations, they'll ensure safer ingredients, better labeling, and a stronger response to federal rollbacks. This law will help protect children and vulnerable communities from harmful chemicals and unsafe products that threaten public health.	1.3%	72%
State DOE Trump ref	...Democrats believe every student deserves a high-quality education, no matter where they live. Strengthening the state Department of Education means better oversight, fairer standards, and the ability to push back on Trump's interference like book bans and censorship—ensuring all kids get the	1.3%	71%

State OSHA Trump ref	<p>support and opportunities they need to succeed.</p> <p>...Democrats believe the state must step up to protect workers, especially as Trump rolls back federal workplace safety standards. By creating a state-level safety agency, they'll ensure stronger inspections, enforce safety rules, and hold companies accountable for hazardous conditions. This safeguard is crucial for protecting workers across all industries.</p>	1.3%	70%
States Project – Skills-Based Hiring to Help Workers Find Jobs	<p>...Democrats have passed skills-based hiring laws to remove unnecessary barriers to employment. Critical workforce shortages in jobs such as nurses, school bus drivers, electricians, plumbers, and dental hygienists can be addressed by cutting red tape. Democrats are making it easier for previously-licensed individuals with applicable skills to get their occupational licenses when moving and are expanding apprenticeship programs.</p>	1.2%	67%
States Project – Make Prescription Drugs in America to Lower Costs (CONTRAST)	<p>...Democrats are passing state laws that are increasing the generic drug market and bringing down prescription drug prices. Donald Trump and Republicans have been in the pocket of Big Pharma for years and tried to overturn the Affordable Care Act and stop policies to negotiate prices. But Democrats will continue to make prescription drugs more affordable and readily available.</p>	1.2%	66%
States Project – Keep Families in Their Homes With a Housing Repair Fund	<p>...Democrats are passing state-level housing repair funds to help families fix urgent problems—like failing plumbing or damaged roofs—before they become emergencies. For every dollar loaned toward home repairs, \$1.32 were saved due to fewer falls, hospitalizations, fire-related injuries, and more. An effective government does not allow repair costs to force people to live in unsafe homes, where they risk falling, fires, or other emergencies.</p>	1.2%	65%
State investment fund	<p>...Democrats back a smart, forward-looking plan to invest in our state's future. By creating a state investment fund, we can grow jobs, boost long-term returns, and reduce our reliance on unstable federal funding—protecting vital programs and building economic resilience no matter what happens in Washington.</p>	1.2%	63%

State CFPB Trump ref	...Democrats back creating a state-level watchdog to protect you from financial abuse. With Trump rolling back federal protections for consumers, the state must step in to hold shady lenders and debt collectors accountable. This plan ensures working people have real recourse when they're mistreated—not just empty promises from Washington.	1.2%	62%
States Project – Protect People's Right to Privacy (Contrast)	...while Trump Republicans want to control your most personal decisions, Democrats are defending your right to privacy. From your health choices to your digital data, Democrats are putting guardrails in place so that the federal government can't spy on you or criminalize your private life.	1.2%	62%
States Project – Make Prescription Drugs in America to Lower Costs	...Democrats are passing legislation to allow individual states to manufacture their own generic prescription drugs and lower the costs of prescriptions. Big Pharma has worked overtime to try to stop these laws and keep costs high to pad their profits, but Democrats will continue to keep passing state laws that increase the generic drug market and bring down prices.	1.2%	62%
State FDA Trump Referendum	...Democrats believe the state must protect public health, especially when Trump is rolling back federal protections. By banning harmful additives and chemicals in food, including dyes and artificial sweeteners, they'll safeguard children's health and development. This plan ensures the state takes action against food industry lobbyists prioritizing profit over safety.	1.2%	61%
States Project – Boost First-Time Home Buyers With Affordable Loans and Tax Cuts (CONTRAST)	...while Donald Trump and Republicans prioritize corrupt Wall Street lenders, Democrats are helping regular people afford a home. Across the country, Democrats are passing state-based loan funds to help make first time home buying easier. By offering affordable loans and targeted tax cuts, Democrats are cutting out predatory lenders and giving working Americans a fair shot at owning a home—not just the wealthy few.	1.1%	59%
Right to work repeal	...Democrats believe in strengthening workers' rights and empowering unions to negotiate for fair wages and better working conditions. Repealing laws that allow workers to avoid paying union dues ensures unions have the resources to fight for all workers, creating stronger protections and fairer contracts	1.1%	57%

	for everyone in unionized workplaces.		
State investment fund Trump ref	...Democrats back a smart, forward-looking plan to invest in our state's future. By creating a state investment fund, we can grow jobs, boost long-term returns, and reduce our reliance on unstable federal funding—protecting vital programs and building economic resilience no matter what Trump does nationally.	1.1%	56%
States Project – Effective Government – Stop Insurance Denials (CONTRAST)	...Democrats stand up to greedy insurance companies. While Trump and Republicans let insurers profit by denying claims for emergency care and prescriptions, Democrats are cracking down and passing legislation in Democratic states to stop wrongful insurance denials, help families appeal claim denials, and put patients before profits.	1.1%	53%
State OSHA	...Democrats believe the state must step up to protect workers, especially as federal workplace safety enforcement has weakened. By creating a state-level safety agency, they'll ensure stronger inspections, enforce safety rules, and hold companies accountable for hazardous conditions. This safeguard is crucial for protecting workers across all industries.	1.1%	53%
States Project – Rein in Secret Corporate Influence in Politics	...Democrats are passing state legislation to bring political transparency to corporate spending in political campaigns. These laws require shareholder approval and corporate disclosure when companies make political donations because voters – not corporations – should decide our elections.	1.1%	52%
State CFPB	...Democrats back creating a state-level watchdog to protect you from financial abuse. With federal protections under threat, the state must step in to hold shady lenders and debt collectors accountable. This plan ensures working people have real recourse when they're mistreated—not just empty promises from Washington.	1.0%	40%