

Background context

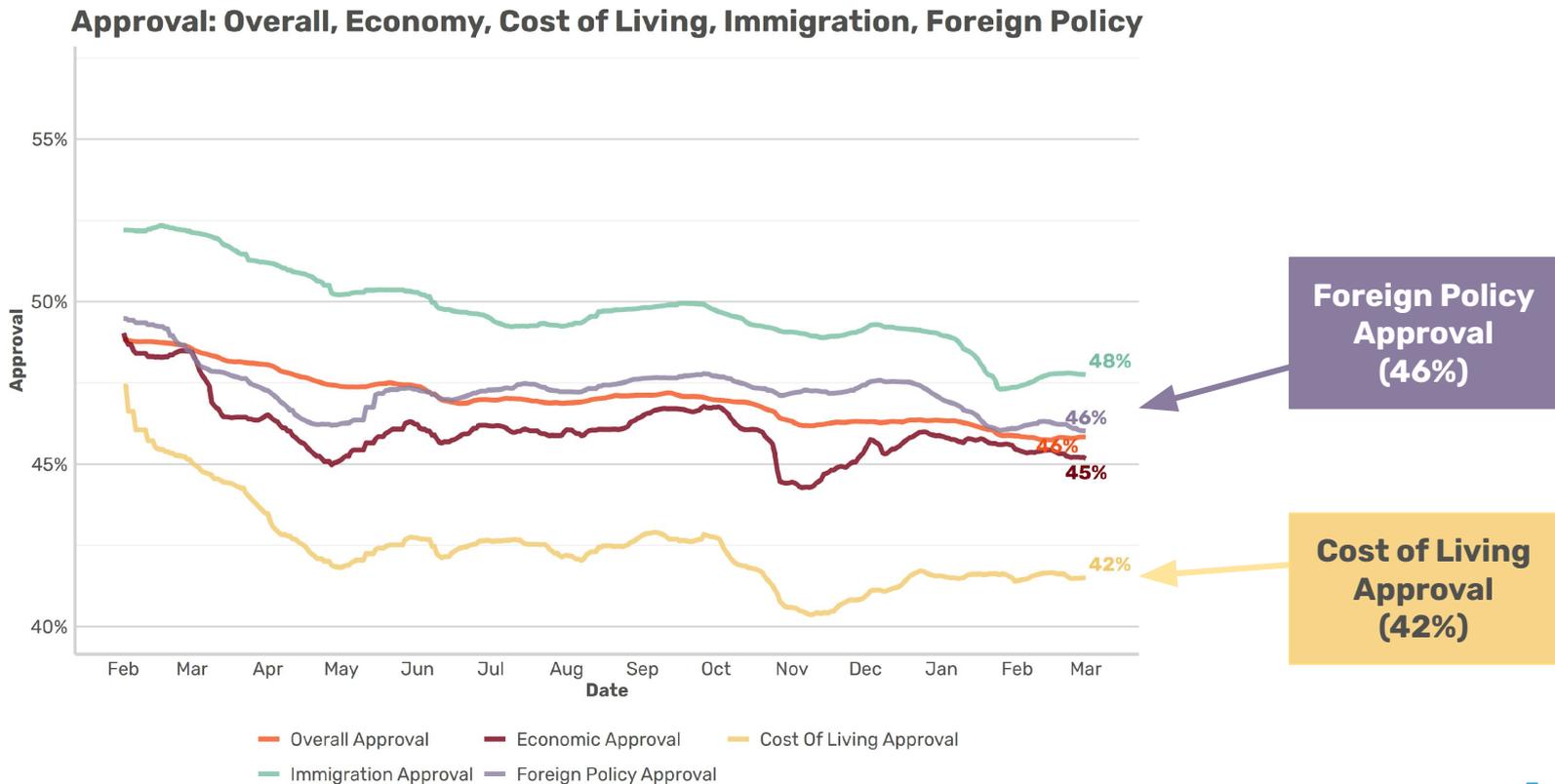
National Security is relatively important to voters - and Republicans have a trust advantage on this issue

Voters are relatively less concerned about wars that don't directly impact them.

Which is the more important issue facing Americans today?	Relative Importance	Party Trust
Cost Of Living	86%	49%
The Economy	79%	47%
Inflation	74%	46%
Health Care	73%	54%
Taxes And Government Spending	72%	47%
Political Division	67%	51%
National Security	63%	46%
Terrorism	49%	44%
War In The Middle East	36%	46%
Abortion	28%	55%
The War In Ukraine	23%	47%

Data from 3/3; 40 options listed in survey

This is the reason Trump tries to pull our focus away from affordability!



Voter's initial reactions to Iran war

Awareness of the strikes is high (73% say they have heard about the military strikes on Iran)

How much have you heard about the U.S. military strikes on Iran on Saturday morning?

Response	Overall	Harris	Swing	Trump
A lot	32%	34%	30%	31%
A little	41%	42%	41%	41%
Not much	14%	13%	15%	15%
Not at all	11%	9%	12%	12%
Not sure	2%	2%	2%	2%

A net -3 disapprove of the strikes on Iran

As you may know, President Trump recently ordered U.S. military strikes against Iran. Do you approve or disapprove of President Trump's decision to order military strikes in Iran?

Response	Overall	Harris	Swing	Trump
Strongly approve	25%	4%	17%	46%
Somewhat approve	17%	7%	20%	28%
Somewhat disapprove	12%	16%	21%	8%
Strongly disapprove	33%	62%	26%	5%
Not sure	13%	11%	16%	15%
Approve	42%	10%	37%	73%
Disapprove	45%	79%	47%	12%
Net	-3%	-68%	-10%	61%

With additional info that a military operation will cost billions of dollars, net approval drops to -6

It is estimated that a military operation like the one the U.S. is undertaking in Iran will cost billions of dollars. Knowing this, do you approve or disapprove of President Trump's decision to order military strikes in Iran?

Response	Overall	Harris	Swing	Trump
Strongly approve	24%	3%	14%	44%
Somewhat approve	18%	7%	21%	29%
Somewhat disapprove	10%	11%	18%	8%
Strongly disapprove	39%	72%	32%	6%
Not sure	10%	8%	14%	12%
Approve	42%	10%	36%	74%
Disapprove	48%	83%	51%	14%
Net	-6%	-73%	-15%	59%

With additional info that the strikes will cost billions of dollars after Republicans cut \$1 trillion in Medicaid, net approval drops to -17

It is estimated that a military operation like the one the U.S. is undertaking in Iran will cost billions of dollars at the same time Republicans in Congress are cutting \$1 trillion from Medicaid. Knowing this, do you approve or disapprove of President Trump's decision to order military strikes in Iran?

Response	Overall	Harris	Swing	Trump
Strongly approve	21%	2%	16%	39%
Somewhat approve	15%	4%	16%	26%
Somewhat disapprove	11%	11%	16%	11%
Strongly disapprove	42%	76%	37%	9%
Not sure	11%	7%	15%	15%
Approve	36%	7%	32%	65%
Disapprove	53%	87%	53%	20%
Net	-17%	-80%	-20%	44%

A majority believe the President must have Congressional approval for strikes

Do you believe the President should be able to launch military strikes without Congressional approval?

Response	Overall	Harris	Swing	Trump
Yes, the President should be able to launch military strikes without Congressional approval in urgent cases	38%	9%	34%	67%
No, the President should only launch military strikes with Congressional approval, regardless of the circumstance	51%	84%	52%	18%
Not sure	11%	8%	15%	14%

Voters support a War Powers Resolution by a +12 margin (when we explain what it is)

Some Democrats are calling for Congress to immediately vote on a War Powers Resolution to block further military action against Iran without Congressional approval. Do you support or oppose this effort?

Response	Overall	Harris	Swing	Trump
Strongly support	32%	58%	21%	7%
Somewhat support	16%	18%	25%	13%
Somewhat oppose	11%	6%	16%	17%
Strongly oppose	25%	6%	16%	44%
Not sure	16%	11%	22%	19%
Support	48%	77%	47%	20%
Oppose	36%	12%	31%	60%
Net	12%	65%	16%	-40%

Message testing

The most effective Democratic messages frame the conflict as misaligned with voters' top priorities like the cost of living

Money for bombs but not for your groceries (92nd Percentile):

*"Donald Trump cut Medicaid and food stamps for millions of American families, then turned around and launched a billion-dollar war in Iran that Congress never approved. **He found money for bombs but not for your groceries or your doctor's visits.** Working families are losing the help they depend on while Trump spends your tax dollars on an unauthorized war."*

Choosing war over the needs of everyday Americans (77th Percentile):

"Donald Trump gave the wealthiest Americans a massive tax cut, and now he's launching a costly war in Iran that Congress never voted for. Billionaires keep more of their money while working families foot the bill for another Middle East conflict. Trump chose the ultra-rich over you, and now he's choosing war over the needs of everyday Americans."

Trump chose bombs over your budget (73rd Percentile):

"Donald Trump promised to lower your prices on Day One. Instead, he launched an unauthorized war in Iran. Wars drive up oil prices, and higher oil prices mean higher costs for gas, groceries, and goods. He had one job and he chose bombs over your budget. Trump broke his most basic promise to the American people."

How this looks in the real world:

Sherrod Brown, 79th percentile:



Ohioans are struggling with the rising costs of their groceries, health care, and electric bills. Meanwhile, Washington is determined to bring us into another conflict that puts our country's safety and security at risk. We should be focused on bringing down prices and putting money back into the pockets of Ohioans – not waging another war in the Middle East.

10:51 AM · Feb 28, 2026 · **15.7K** Views



Dan Osborn, 62nd percentile:



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We have veterans losing VA benefits, rural hospitals closing, and family farmers getting squeezed, and now we're starting another unauthorized war in the Middle East with no plan and no vote from Congress. The War on Terror cost Americans \$8 TRILLION. We need to re-think our priorities as a nation to put our citizens first.

I have a nephew stationed in Qatar right now. There are reports of missiles falling from the sky in Qatar as I write this.

Every family with a loved one in the Middle East deserves to know they were sent there by leaders who exhausted every option before putting their child in harm's way.

12:15 PM · Feb 28, 2026 · **14.1K** Views

The least effective Democratic messages lean on abstract constitutional or procedural arguments or ideological framing

War is built on false premises (10th Percentile):

“Either the Iranian nuclear program was truly “completely destroyed,” as Trump claimed in which case the current justification for war is built on false premises or the program was not destroyed, which means his earlier statement was inaccurate. In either scenario, Americans were not given a truthful account and now our “pro peace” “no new wars” President just started a new war.”

Corrupt authoritarian American government won't bring freedom (4th Percentile):

“It is possible to believe two things at once: That the long-suffering people of Iran deserve freedom from their despotic leaders, and that a bombing campaign by the current highly corrupt authoritarian government of America is unlikely to bring it.”

“Completing the fascist transition” (2nd Percentile):

“To complete the fascist transition, Trump has to give the country a war it does not want, and win it, and transform the society. He has brought us to the doorstep of a major war with Iran. That is the only escalation that could possibly work to advance the fascist transition.”

**Social media clips
so far are mostly
unpersuasive, with
a few exceptions**

Fox News coverage of
service members killed
is more persuasive than
other Iran-related
content tested so far



The most persuasive viral social media clips pivoted to costs

257.9k views



"Global oil prices shot up on Monday after the US and Israel launched strikes against Iran... When oil prices rise it can eventually lead to higher gas prices for drivers, and oil prices have risen today as much as 13 cents."

9.3 million views



"I was told if I voted for Kamala Harris in 2024 terrible things would happen. You know, grocery prices would go through the roof, nobody would be able to afford anything, and we'd be at war with a year. And it looks like they were right."

Messaging Recommendations for Swing Voters

Do

- Connect back to **affordability** when possible
- Emphasize Trump's **misplaced priorities**
- Speak with **simple, common-sense** language

Don't

- Use overly panicked messaging; keep things common-sense and grounded in voters' interests, and re-evaluate as things evolve
- Focus too much on the policy details
- Forget that Republicans are starting with trust advantage on national security

SAVE Act

Trump's emergency fuels his base but alienates swing voters

Reports indicate the President may sign an executive order declaring a national emergency due to alleged foreign interference in past elections. This order would ban most mail-in voting and require paper ballots to be hand-counted.

Supporters say that foreign powers like China have corrupted our electronic voting systems, so we must return to paper ballots and in-person voting to secure our elections.

Opponents say that there is no evidence of foreign interference changing votes, and this order is an illegal power grab that would make it harder for millions of Americans to vote.

Which of the following comes closer to your view?

Response	Overall	Harris	Swing	Trump
The President is right to declare an emergency to secure our elections from foreign interference	34%	8%	22%	60%
The President is wrong to use emergency powers to override state election rules	49%	82%	61%	17%
Not sure	17%	11%	16%	23%

Half of Americans (50%) support stricter rules for voting

Which of the following comes closer to your view?

Response	Overall	Harris	Swing	Trump
It is more important to have stricter rules to prevent illegal voting , even if it makes it harder for some eligible citizens to vote	50%	25%	50%	74%
It is more important to make it easier to vote to ensure eligible citizens can participate , even if it makes the system less secure	37%	60%	36%	16%
Not sure	13%	16%	14%	10%

Voters are evenly split on which party to trust on election integrity

Which party do you trust more to protect the integrity of American elections?

Response	Overall	Harris	Swing	Trump
The Democratic Party	41%	80%	31%	4%
The Republican Party	41%	4%	31%	78%
Not sure	18%	17%	37%	18%

The most effective Democratic messages frames are common-sense

“Service members blocked from registering back home” (86th Percentile):

“The SAVE Act fails the people who defend our freedom. Active-duty service members stationed overseas often cannot access the original documents this bill requires. They're serving our country thousands of miles away – and this bill could block them from registering back home. Anyone willing to die for this country deserves a clear path to the ballot.”

“Seniors have earned their voice” (78th Percentile):

“The SAVE Act treats lifelong voters like strangers at the door. Seniors who have voted in every election for fifty years are suddenly being told the documents they have aren't good enough. These are the people who built this country. They've earned their voice. We should be making it easier for our elders to vote, not harder.”

“Automatic voter registration with built-in citizenship verification” (72nd Percentile):

“There's a better path to election security than the SAVE Act. Instead of creating new barriers that hurt veterans, seniors, and disaster survivors, automatic voter registration with built-in citizenship verification covers everyone. When you interact with a government agency, you're registered – securely and accurately – without extra paperwork. That's real election security, not just more red tape.”

Persuasive real world messaging tied SAVE to costs (72nd percentile):



“Republicans have failed our communities with their billionaire-first agenda and policies that have caused the cost of living to skyrocket. They know their only pathway to keeping the majority in Congress is to steal the election by suppressing the vote under the guise of preventing non-existent, widespread voter fraud committed by noncitizens.

Procedural or stats-based messages were highly ineffective

Voter rolls are not routinely updated (15th Percentile):

The SAVE America Act requires states to share their unredacted voter rolls with a federal program that is not routinely updated or designed for voter list maintenance and has already misidentified U.S. citizens as being ineligible to vote. The SAVE Program will likely result in voter roll purges, and voters would face new documentary proof of citizenship requirements to re-register.

SAVE punishes people for things beyond their control (12th percentile):

The SAVE Act punishes people for things beyond their control. If your home burned down, or a flood or tornado destroyed your documents, this bill could permanently block you from registering to vote. No disaster exception. No backup plan. Just a closed door. Losing your birth certificate should never mean losing your right to vote.

Adds new document requirements without \$\$ for help (6th Percentile):

“Local election offices are already stretched thin – and the SAVE Act makes it worse. Most counties run elections with just a handful of staff. This bill piles on new document verification requirements without adding a single new worker or dollar to help. When election offices are overwhelmed, voters always pay the price.”