

Subj: New Message Testing on Greenland and President Trump’s Threat to Impose Tariffs
 Date: January 23, 2026

From January 20-21, we tested 44 unique messages (32 Democratic and 12 Republican) on President Trump’s attempt to acquire Greenland and threats of tariffs on NATO allies who stand in his way. These messages were tested via a web panel with 6,968 respondents to see how effective they were at moving voters to support a Democrat or Republican candidate for Governor.

*Percentile ranking is relative to other messages tested on a variety of topics, like inflation, abortion, the economy, and more. The higher the percentile, the more effective that talking point is at moving a voter to support a Democrat. **We recommend utilizing above-average talking points, i.e. those above the 50th percentile.***

Democratic Messages Tested

<u>Message Source</u>	<u>Message Content</u>	<u>Democratic Vote Choice Percentile</u>
<u>Rep. Robert Garcia</u>	We don't "have to have" a distant territory that already belongs to Denmark. What the American people actually need is health care, food and groceries, and affordable housing. President Trump’s threats to acquire Greenland are deranged and must end.	98%
<u>Sen. Bernie Sanders</u>	Trump should be helping Americans, not trying to steal Greenland. In Denmark, everyone is guaranteed health care, college education is free, parents receive one year of paid paternity leave, and workers don’t make less than \$22 an hour. Instead of stealing Greenland from Denmark, let's steal those ideas.	97%
“Social Security and Retirement Security”	Social Security is nearing a funding crisis while Trump obsesses over Greenland and trade threats. Instead of securing earned retirement benefits, he is consumed by foreign fights that do nothing for seniors. Leadership means strengthening Social Security and staying focused on retirees, not letting Greenland disputes take priority.	97%
<u>Sen. Ruben Gallego</u>	Americans’ insurance premiums are going up. Americans’ grocery bill is going up. Americans’ rent is going up. And what is their President doing about it? Starting more foreign wars so billionaire oil barons can cash in at the expense of the American people.	91%
<u>Sen. Jeanne Shaheen</u>	President Trump promised to lower the cost of everything. Yet he has chosen to make life more expensive for American families. Grocery bills are rising, with the typical family paying \$310 more for groceries under his administration. And tariffs aren't helping. President Trump is more interested in threatening our nation's closest allies with steeper tariffs and straining historic partnerships than helping make life more affordable for Americans.	89%
“Affordability First”	Families are facing higher prices while Trump is distracted by tariff fights over Greenland. Instead of focusing on lowering the cost of groceries, gas, and housing, he is threatening allies over Greenland in ways that could raise prices even more. Leadership should put affordability first at home, not chaos tied to foreign disputes.	86%
<u>Rep. Nancy Pelosi</u>	After one year, Trump and Republicans have made life in America more expensive than ever. The Big, Ugly Bill and Trump's Tariffs have raised the cost of everything from food and health care to housing and	82%

	utilities, leaving working families struggling to make ends meet.	
<u>Sen. Ruben Gallego</u>	The idea that we're going to ruin our long standing alliances and waste billions of dollars to buy Greenland while our own people can't afford health care or groceries is maybe the dumbest thing a President has done in the history of this country.	79%
"Disputes Abroad Instead of Protecting Coverage"	Trump is cutting Medicaid while wasting time on reckless tariff threats and foreign policy drama over Greenland. At a moment when people need affordable health care, he is focused on disputes abroad instead of protecting coverage. Serious leadership defends Medicaid and keeps attention on Americans, not distractions over Greenland.	78%
"Leadership That Respects Sovereignty"	Greenland has made clear it is not for sale and Denmark will never give up the territory. Trump's bullying of democratic allies violates international law and their right to self-determination. We need leadership that respects sovereignty and builds partnerships, not threatens military force against friendly nations.	72%
<u>Sen. Amy Klobuchar</u>	The first year of the Trump administration has set us back. Tariffs are increasing costs by \$1,700 a year. ICE is making us less safe. The President is more focused on Greenland and his ballroom than helping Americans. We need to lower costs and end the chaos and corruption.	68%
"Impossible Dream"	Trump's reckless Greenland tariffs will raise prices on everyday goods from Europe and hurt American families who already can't afford rising costs. These tariffs damage our economy by making imports more expensive and forcing hardworking Americans to pay even more at the store while Trump pursues his impossible dream.	68%
"Tariffs Harm Americans"	Even Republican Members of Congress are opposing Trump's Greenland tariffs, calling them unnecessary and punitive. When leaders from both parties agree these tariffs harm America and damage our relationships with allies, it's clear Trump's approach is wrong and dangerous for our country's future.	67%
"Dividing NATO"	Trump's tariffs against our closest NATO allies like Germany, France, and the United Kingdom weaken the strongest military alliance in history. By threatening countries that have stood with us for decades, Trump is dividing NATO and playing directly into Putin's hands at a time when we need unity.	66%
<u>Gov. Mikie Sherrill</u>	The cost of living is where we can really grow the American economy. Instead, the President continues to focus on things like spending billions of dollars to buy Greenland, and then putting tariffs on our European NATO allies. Imagine the cost that will have on everyone's pocketbook.	65%
"Lead with Diplomacy and Cooperation"	America should lead with diplomacy and cooperation, not threats. Smart leadership builds bridges, supports allies, and solves conflicts with discussion and shared interests instead of economic punishment that antagonizes friends and isolates the U.S.	64%
"Shaken Markets"	Tariffs on key European allies over Greenland could hurt American families by raising prices on everyday goods and troubling global markets. Threats of escalating duties have already shaken markets and could make goods more expensive, slow economic growth, and	60%

	put farmers and workers at risk of lost trade.	
"Punitive Tariffs Weaken Bonds"	Strong alliances with NATO partners are essential for U.S. security and prosperity. Punitive tariffs weaken those bonds and could prompt retaliation that harms American jobs and global stability. We should reinforce cooperation, not erode trust with key democratic partners.	52%
<u>Sen. Peter Welch</u>	While a bipartisan delegation was in Denmark, President Trump threatened tariffs on countries that defy his reckless land grab of Greenland. Democrats will introduce a resolution to block any tariffs President Trump imposes on nations that support Greenland's sovereignty and oppose Trump's insane march to war.	49%
"Defend Self determination"	Forcing tariffs to try to take control of Greenland disrespects national sovereignty and the rights of Greenlanders and their allies. People in Greenland and Denmark have made it clear they won't sell out their home, and leadership should defend self-determination, not pressure smaller nations.	48%
<u>Based on Brian Tyler Cohen</u>	Russia and China haven't made a move on Greenland, which is owned by Denmark, because they know how NATO works. If a foreign adversary invades, they face the full wrath of NATO. If Trump turns around and attacks Greenland, there is no more NATO. The greatest threat to Greenland and NATO isn't Russia or China, it's Donald Trump.	46%
"Weakening Long-standing Alliances"	Reckless talk of tariffs over Greenland risks weakening long-standing alliances and makes America less safe, not more safe, on the world stage. Pushing allies with economic punishment undermines trust with partners who help keep global peace, weakens NATO, and could strengthen rivals like China and Russia instead of advancing U.S. security.	46%
"Abusing Emergency Powers"	Trump is abusing emergency powers to impose tariffs that the Supreme Court may rule unconstitutional. This illegal use of presidential authority threatens to cost taxpayers over one hundred thirty billion dollars in refunds while undermining the rule of law and checks and balances our democracy depends on.	45%
<u>Fmr. Transportation Sec. Pete Buttigieg</u>	The President sent an unhinged message to Norway saying that because the Norwegian government didn't give him the Nobel Peace Prize, the Danish government needs to give him Greenland or else he will punish all of Europe. This isn't just crazy, it is dangerous. These are our allies. These alliances have kept us safe for generations. Tearing them up makes all of us less safe.	40%
<u>Rep. Jim McGovern</u>	The twice impeached convicted felon President gave \$40 billion to Argentina, let Qatar build an air base in Idaho, attacked Venezuela, threatened to invade Greenland, and threw a party for a Saudi prince who murdered an American journalist. Meanwhile Republicans refused to schedule a vote to stop health care premiums from tripling in our own country. Is the America First agenda in the room with us?	39%
<u>Richard Stengel</u>	With the President threatening 200% tariffs on French wine if Macron does not join his Gaza board, it shows once again that he regards tariffs not as a tool to help American workers but as a weapon to attack his adversaries. Once again, the loser is the American taxpayer.	38%
"Congress Should Have A	Congress should have a say before tariffs that could send ripple effects through global markets are imposed. Lawmakers from both	36%

Say”	parties are pushing back to make sure trade decisions reflect broad national interests and not unilateral actions that could hurt everyday Americans.	
“U.S. Only Cares About Power”	Confronting big global challenges requires working with allies, not threatening them. Tariffs tied to Greenland send a message that the U.S. only cares about power over partnerships, which can embolden rivals and undermine global cooperation on climate and security issues.	33%
<u>Sen. Bernie Sanders</u>	President Trump is raising tariffs on eight NATO allies because they rightly support Denmark’s sovereignty in Greenland. Destroying our closest alliances to take Greenland – which Denmark lets us use freely already – is insane. Congress must say no to President Trump.	32%
<u>Faiz Shakir</u>	Instead of trying to buy and run Greenland, we should buy and run the Tyson plant in Lexington, Nebraska that is about to close. Five percent of all American beef production and thousands of jobs are about to go away.	32%
<u>Sen. Chris Van Hollen</u>	Trump’s foreign policy is about one thing: enriching his family and uber-rich friends. Look closely and you’ll find someone cashing in. In Venezuela, it was hedge fund owners and oil interests. With Greenland, it’s billionaires like Trump-donor Ron Lauder, pushing this land grab.	29%
<u>Justin Wolfers</u>	The S&P opened down -1.3% on Trump’s Greenland saber-rattling. That’s \$750 billion of wealth destroyed, roughly equal to estimates of the value of Greenland. And so -in dollar terms- the President’s shenanigans have already cost the U.S. one Greenland, and we’ve got nothing to show for it.	20%

Republican Messages Tested

<u>Message Source</u>	<u>Message Content</u>	<u>Republican Vote Choice Percentile</u>
"Protects American Lives"	Trump's tariffs are a peaceful way to achieve critical national security objectives without sending troops into combat. The President is using economic tools to avoid a dangerous military confrontation in the Arctic. This approach protects American lives while securing our strategic interests against China and Russia's Arctic ambitions.	82%
<u>Emr. Rep. Marjorie Taylor Greene</u>	We are approaching \$40 trillion in debt and Social Security is going to be insolvent by 2033. Is anyone even talking about how much it's going to cost the American people to take over Greenland? Saying it's "for your safety" is not sufficient. We've heard that one before and it didn't turn out so well.	80%
"Brought Countries to the Negotiating Table"	Trump's tariff strategy has successfully brought countries to the negotiating table before and will work again. Using America's economic might to achieve national security goals avoids military conflict. The President is willing to do what's necessary to put America first and get deals that protect our interests.	76%
"Vital for Missile Defense"	Controlling Greenland gives America the upper hand in Arctic defense and secures valuable natural resources. The island's location is vital for missile defense systems and protecting against threats. Trump understands that waiting while China and Russia make moves in the region puts American security at terrible risk.	68%
<u>Sen. Lisa Murkowski</u>	Trump's new tariffs are unnecessary, punitive, and a profound mistake. They will push our core European allies further away while doing nothing to advance U.S. national security. This is playing directly into Putin's hands. We work together to reassert our constitutional authority over tariffs so that they are not weaponized in ways that harm our alliances and undermine American leadership.	65%
"Critical Minerals and Military Bases"	Trump's Greenland tariffs protect America from Chinese and Russian expansion in the Arctic. Greenland has critical minerals and military bases that are essential for our national defense. President Trump is using America's economic power to prevent our adversaries from threatening us on our northern border.	58%
<u>Rep. Don Bacon</u>	Most Americans disagree with the President's heavy handedness on tariffs. He is threatening NATO members, which is shameful. The fact that Greenland is part of NATO's umbrella gives the President all he needs to put more bases there. Congress must reclaim tariff authorities. There's a reason James Madison put tariff authorities under Article I.	53%

<p>“Take U.S. Interests Seriously”</p>	<p>Using tariffs linked to Greenland shows strength and puts America first. Greenland is strategically important, and economic pressure forces allies to take U.S. interests seriously. Tough trade tools protect national security, reduce reliance on foreign powers, and show voters that America will not be pushed around when critical territory and resources are at stake that matter for future defense and global stability.</p>	<p>36%</p>
<p><u>Treasury Sec. Scott Bessent</u></p>	<p>Greenland is essential for the golden dome missile shield and the President believes that the U.S. should not outsource our national security. Greenland is becoming more and more attractive for foreign conquest. It is essential that they be part of the United States to prevent a conflict, rather than getting the U.S. engaged and exposed into a hot conflict.</p>	<p>29%</p>
<p><u>Sen. Ted Cruz</u></p>	<p>When it comes to Greenland, President Trump is being single-mindedly focused on America first. It is overwhelmingly in America's national interest to acquire Greenland: the whole history of America has been a history of acquiring new lands and new territories. Greenland is also critical for the golden dome and to defend America from potential missile strikes.</p>	<p>26%</p>
<p><u>Vice President JD Vance</u></p>	<p>European leaders and everyone else refuse to take the President of the United States seriously. So what we're asking our European friends to do is to take the security of Greenland more seriously, because if they're not, the United States is going to have to do something about it.</p>	<p>11%</p>
<p><u>President Donald Trump</u></p>	<p>Considering President Trump didn't receive the Nobel Peace Prize for stopping eight wars, he no longer feels an obligation to think purely of peace but can now think about what is good for America. Denmark cannot protect Greenland from Russia or China. Why do they have a “right of ownership” anyway? The world is not secure unless the U.S. has complete and total control of Greenland.</p>	<p>0%</p>