

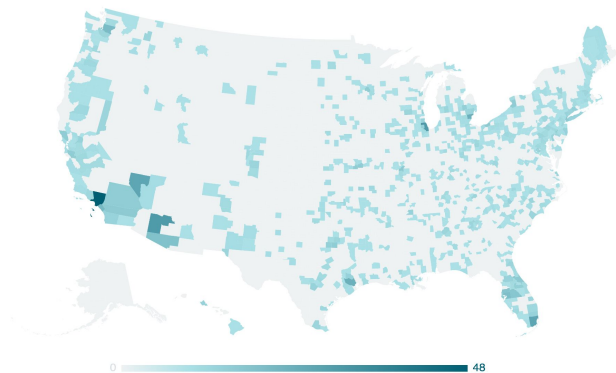


Inflation Message Testing

Methodology

From Feb. 18 to 22, 2022, Data for Progress conducted a survey of **1,549 likely voters nationally** using web panel respondents. The sample was weighted to be representative of likely voters by age, gender, education, race, and voting history. The survey was conducted in English. The margin of error is ± 3 percentage points.

Respondents by County



53% **Female** | 47% **Male**

11% **Black** | 74% **White** | 9% **Latino/a**

39% **College** | 61% **Non-college**

36% **Under 45** | 64% **Over 45**

2020 Vote: 51% **Biden** | 47% **Trump**

Most Preferred Messages About Inflation

Abbreviation	Message	Utility Score
Tax reform bill	We got to get our financial house in order to roll back inflation. Corporations and all the people at the top end of the food chain should be paying taxes too. A tax reform bill will help our economy.	9
Corporate greed 1	Giant corporations are using inflation to jack up prices even more. We need to start enforcing laws to break up large corporations, restore competition, and bring prices down for hardworking families.	3
Corporate greed 2	The pandemic has been a windfall for the largest companies and their investors. Last year, corporate profit margins across the board reached a 70-year high, but prices continue to increase rapidly.	1
Corporate greed 3	The link between price hikes and profiteering is hiding in plain sight. CEOs can't stop bragging about raising prices. Giant companies are capitalizing on inflation to squeeze consumers and post record profits.	-1

The most preferred message on inflation is **tax reform bill**, saying we need to reform taxes on corporations, with a utility score of three times the second-most preferred message — the **corporate greed 1** message that we need to break up corporations, increase competition, and lower prices for families.

Emphasizing that corporations are making record profits, **as in corporate greed 2**, and are raising prices regardless, also is an effective message.

A message about CEOs boasting about their price hikes is the fourth-most preferred message — **corporate greed 3**.

The Average Feature Utility is the average calculation across respondents' individual utility scores for each feature. The **higher a feature's average utility** is, the **more it was preferred by customers**. The more negative the average utility, the more likely it was that the feature was indicated as least preferred. **This measure communicates preference intensity.**

Least Preferred Messages About Inflation

Abbreviation	Message	Utility Score
BBB lowering costs	President Biden says his Build Back Better plan will curb inflation by cutting taxes for families and lowering the cost of healthcare, childcare, and energy, while creating jobs and getting Americans back to work.	-2
Temporary price bottlenecks	The economy recovered faster than expected. This is a good problem but it created bottlenecks, leading to higher prices. We expect this inflation to be temporary, fixing itself in the next few months, as supply chains recover.	-3
BBB labor capacity	17 Nobel Prize-winning economists have endorsed the Build Back Better Act because they argue it will increase economic capacity by making it possible for more Americans to work, reducing inflation in the long-term	-3
Vulnerable supply chains	In 2017, a deficit-financed tax cut was passed into law which rewarded companies that shipped jobs overseas. This left our supply chains vulnerable to shocks like the pandemic which is fueling inflation.	-5
Cooling down economy	Our problem is not that our economy is too weak, it's that our economy is too strong. There is too much demand. To contain inflation, some slowing down of the economy will be necessary.	-10

Among the least preferred messages is the message that the **Build Back Better Act will increase economic and labor capacity** and the message that the 2017 tax cuts left **supply chains vulnerable** to shocks like the pandemic.

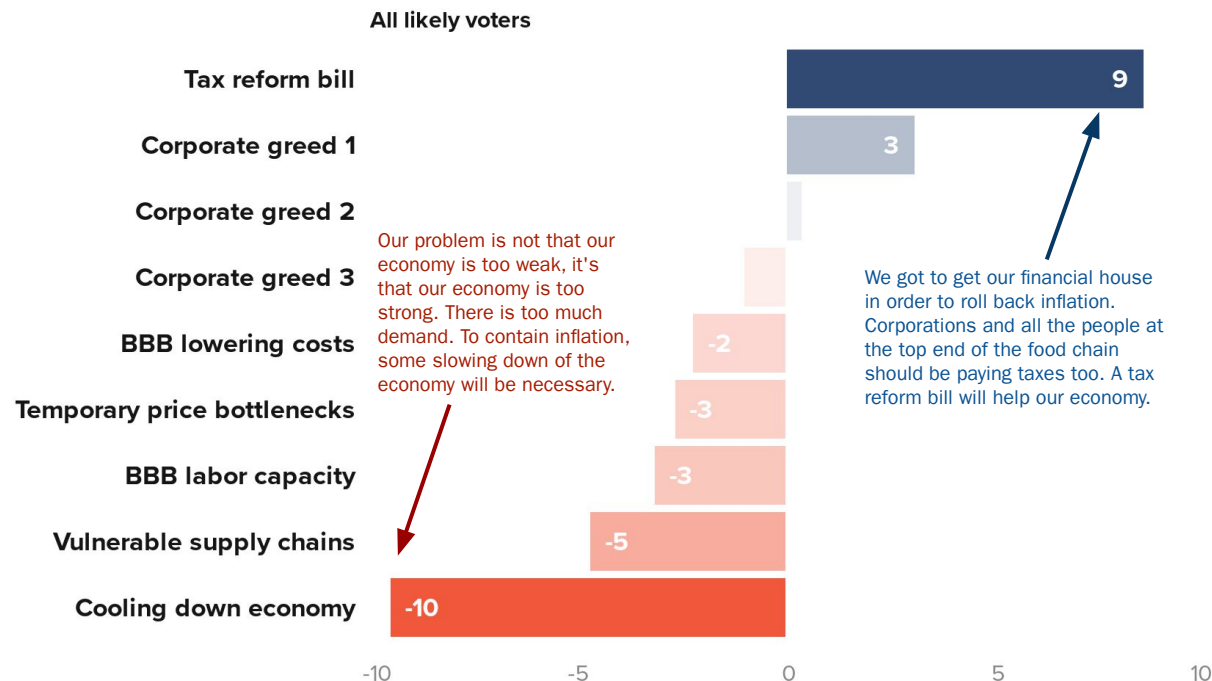
The **cooling down economy** message regarding “slowing down the economy to contain inflation” is the very least preferred among all likely voters.

The Average Feature Utility is the average calculation across respondents' individual utility scores for each feature. The **higher a feature's average utility is, the more it was preferred by customers**. The more negative the average utility, the more likely it was that the feature was indicated as least preferred. **This measure communicates preference intensity.**

Preferred Inflation Messages Among All Likely Voters

Below is a list of statements from Democrats about inflation. For each set of statements you see, say which argument you **most prefer** and which you **least prefer** when thinking about inflation.

The values below are utility scores which measure the average preference level for a message relative to the others (e.g. higher scores mean more preferred).



Among all likely voters, the most preferred message on inflation is **tax reform bill**, saying we need to reform taxes on corporations, with a utility score of three times the second-most preferred message — the **corporate greed 1** message that we need to break up corporations, increase competition, and lower prices for families.

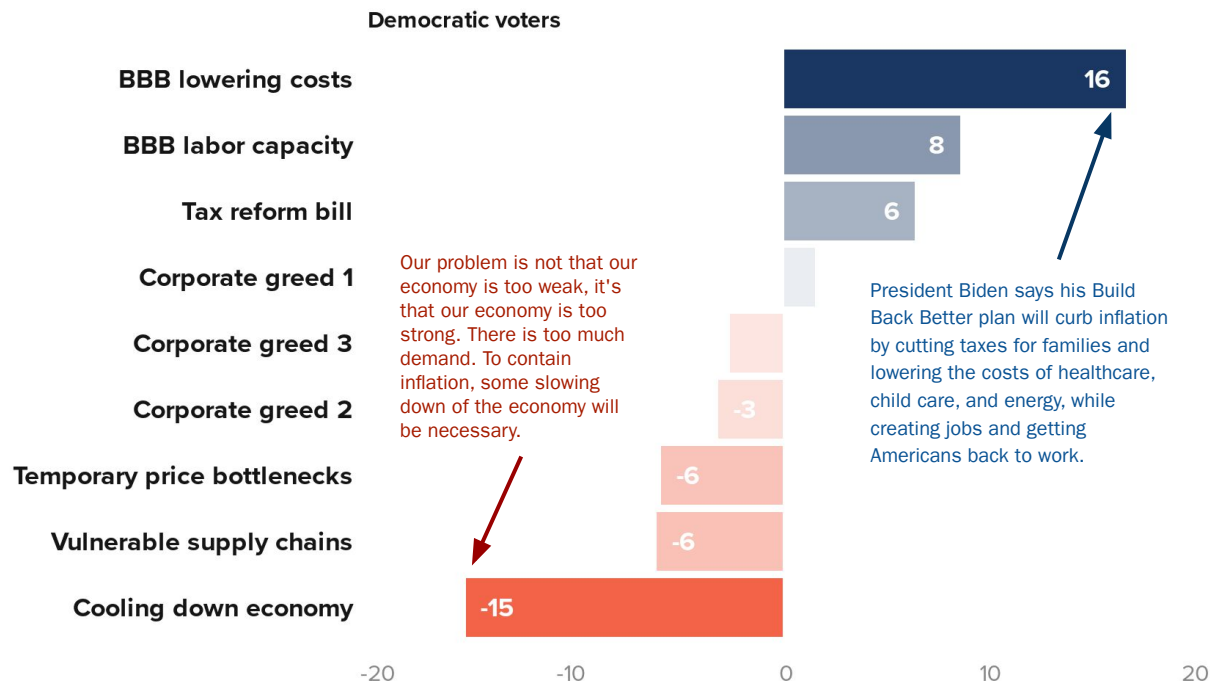
The **cooling down economy** message regarding “slowing down the economy to contain inflation” performs the worst among all likely voters.

The Average Feature Utility is the average calculation across respondents' individual utility scores for each feature. The **higher a feature's average utility** is, the **more it was preferred by customers**. The more negative the average utility, the more likely it was that the feature was indicated as least preferred. **This measure communicates preference intensity.**

Preferred Inflation Messages Among Democratic Voters

Below is a list of statements from Democrats about inflation. For each set of statements you see, say which argument you **most prefer** and which you **least prefer** when thinking about inflation.

The values below are utility scores which measure the average preference level for a message relative to the others (e.g. higher scores mean more preferred).



Among Democratic voters, the most preferred message on inflation is the **Build Back Better lowering cost** message, about lowering care and energy costs, with a utility score of two times the second-most preferred message – **Build Back Better labor capacity**, about more Americans getting to work reducing inflation long-term.

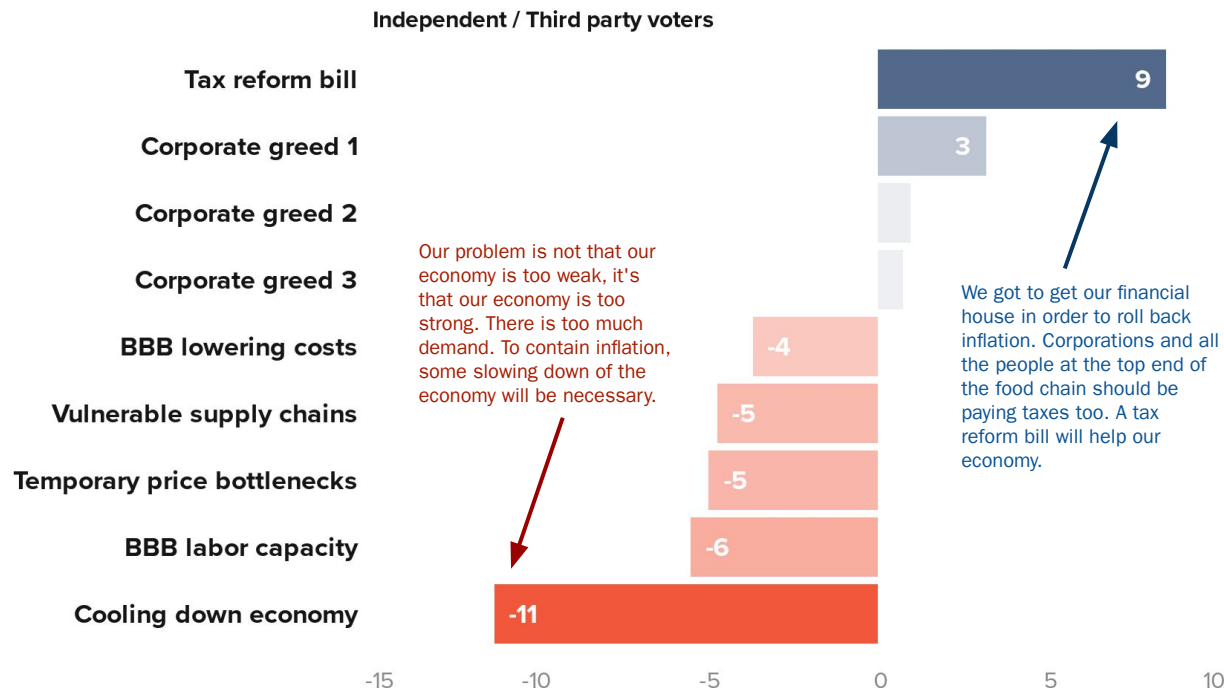
The **cooling down economy** message regarding “slowing down the economy to contain inflation” performs the worst among Democratic voters.

The Average Feature Utility is the average calculation across respondents' individual utility scores for each feature. The **higher** a feature's average utility is, the **more** it was preferred by customers. The more negative the average utility, the more likely it was that the feature was indicated as least preferred. This measure communicates preference intensity.

Preferred Inflation Messages Among Independent Voters

Below is a list of statements from Democrats about inflation. For each set of statements you see, say which argument you **most prefer** and which you **least prefer** when thinking about inflation.

The values below are utility scores which measure the average preference level for a message relative to the others (e.g. higher scores mean more preferred).



Among Independent/ third party voters, the most preferred message on inflation is **tax reform bill**, saying we need to reform taxes on corporations, with a utility score of three times the second-most preferred message – the **corporate greed 1** message that we need to break up corporations, increase competition, and lower prices for families.

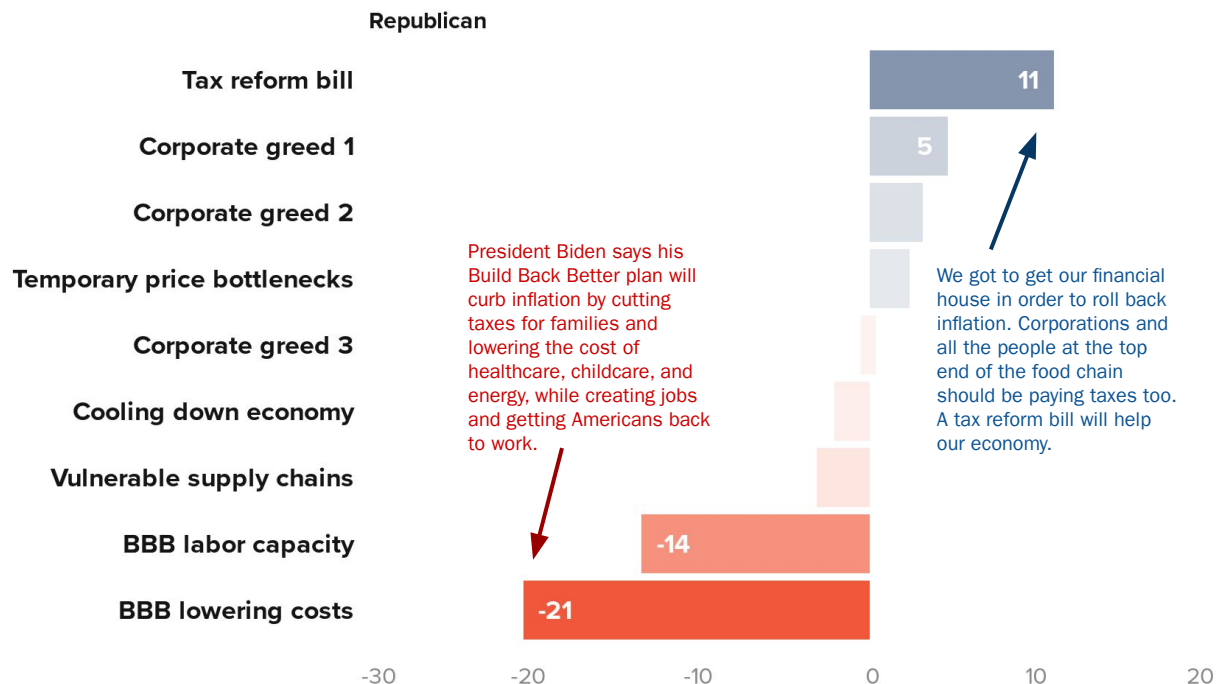
The **cooling down economy** message regarding “slowing down the economy to contain inflation” performs the worst among Independent/ third party voters.

The Average Feature Utility is the average calculation across respondents' individual utility scores for each feature. The **higher a feature's average utility** is, the **more it was preferred by customers**. The more negative the average utility, the more likely it was that the feature was indicated as least preferred. **This measure communicates preference intensity.**

Preferred Inflation Messages Among Republican Voters

Below is a list of statements from Democrats about inflation. For each set of statements you see, say which argument you **most prefer** and which you **least prefer** when thinking about inflation.

The values below are utility scores which measure the average preference level for a message relative to the others (e.g. higher scores mean more preferred).



Among Republican voters, the most preferred message on inflation is **tax reform bill**, saying we need to reform taxes on corporations, with a utility score of over twice that of the second-most preferred message – the **corporate greed 1** message that we need to break up corporations, increase competition, and lower prices for families.

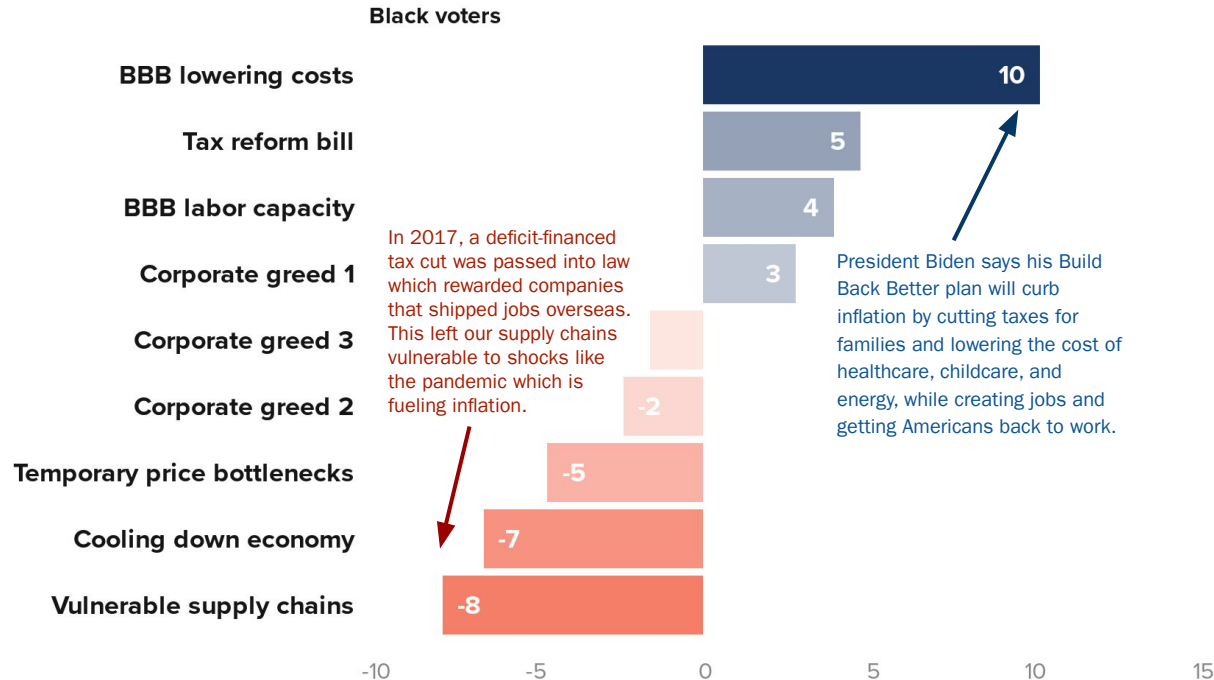
The least preferred message on inflation among Republican voters is the **Build Back Better Act lowering costs** message, about lowering care and energy costs.

The Average Feature Utility is the average calculation across respondents' individual utility scores for each feature. The **higher** a feature's average utility is, the **more** it was preferred by customers. The more negative the average utility, the more likely it was that the feature was indicated as least preferred. This measure communicates preference intensity.

Preferred Inflation Messages Among Black Voters

Below is a list of statements from Democrats about inflation. For each set of statements you see, say which argument you **most prefer** and which you **least prefer** when thinking about inflation.

The values below are utility scores which measure the average preference level for a message relative to the others (e.g. higher scores mean more preferred).



Among Black voters, the most preferred message on inflation is the **Build Back Better lowering cost** message, about lowering care and energy costs with the second-most preferred message on inflation being **tax reform bill**, saying we need to reform taxes on corporations.

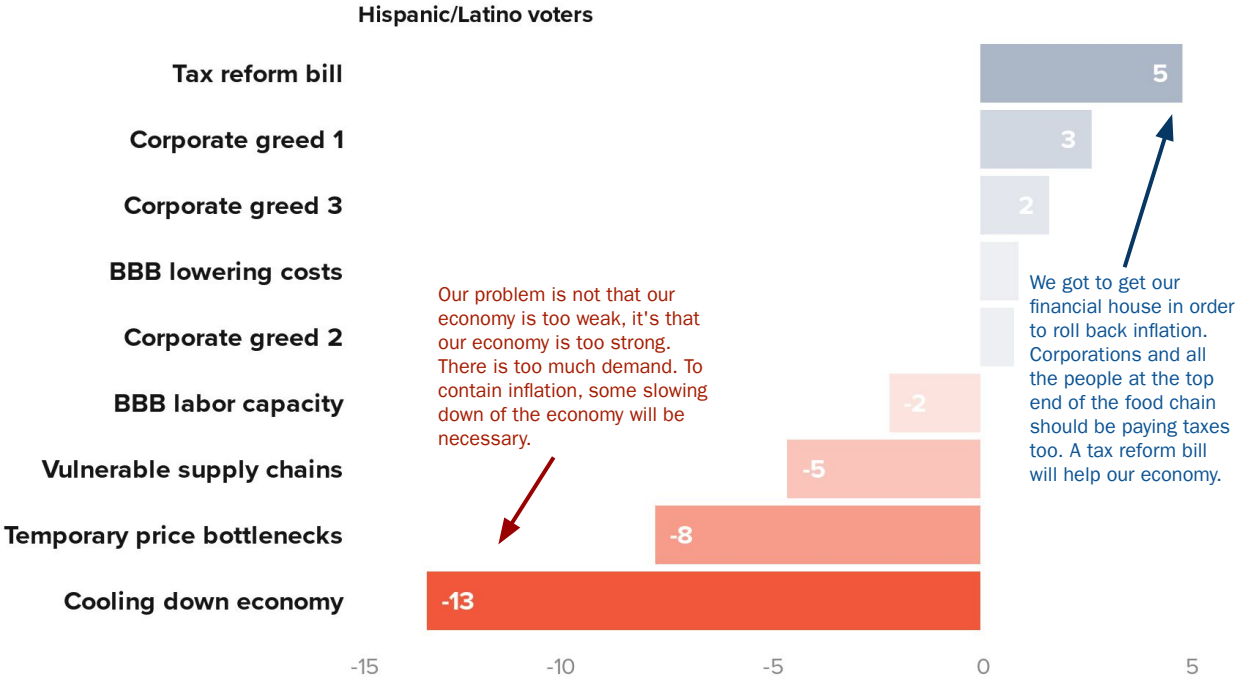
The **vulnerable supply chains** message explaining how 2017 tax cuts incentivized corporations shipping jobs overseas performs the worst among Black voters.

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Preferred Inflation Messages Among Hispanic/Latino Voters

Below is a list of statements from Democrats about inflation. For each set of statements you see, say which argument you **most prefer** and which you **least prefer** when thinking about inflation.

The values below are utility scores which measure the average preference level for a message relative to the others (e.g. higher scores mean more preferred).



Among Hispanic/ Latino/a voters, the most preferred message on inflation is **tax reform bill**, saying we need to reform taxes on corporations, followed by the second-most preferred message – the **corporate greed 1** message that we need to break up corporations, increase competition, and lower prices for families.

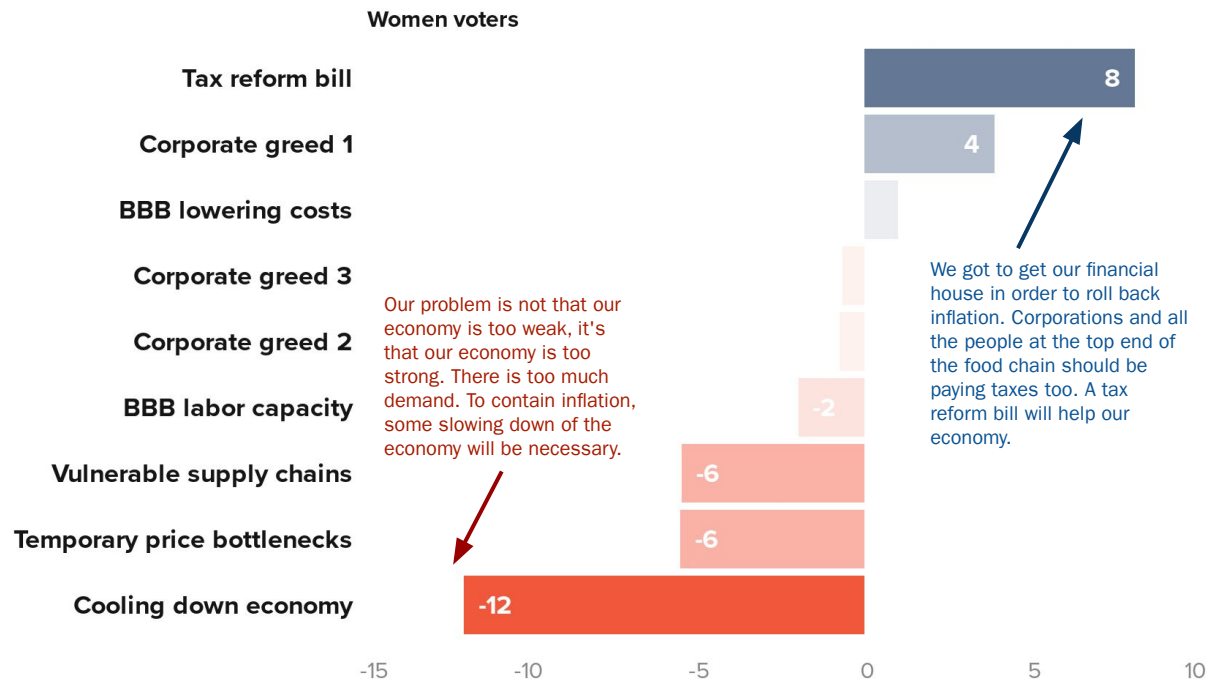
The **cooling down economy** message regarding “slowing down the economy to contain inflation” performed the worst among Hispanic/ Latino/a voters.

The Average Feature Utility is the average calculation across respondents’ individual utility scores for each feature. The **higher** a feature’s average utility is, the **more** it was preferred by customers. The more negative the average utility, the more likely it was that the feature was indicated as least preferred. **This measure communicates preference intensity.**

Preferred Inflation Messages Among Women Voters

Below is a list of statements from Democrats about inflation. For each set of statements you see, say which argument you **most prefer** and which you **least prefer** when thinking about inflation.

The values below are utility scores which measure the average preference level for a message relative to the others (e.g. higher scores mean more preferred).



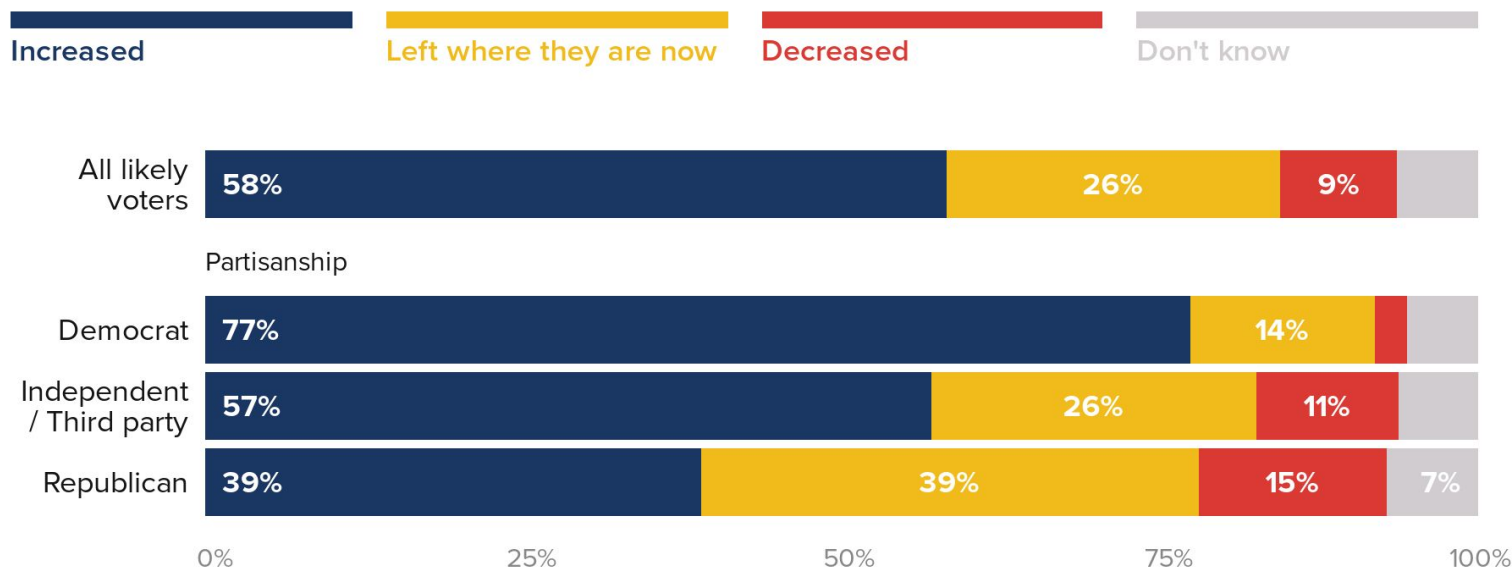
Among women voters, the most preferred message on inflation is **tax reform bill**, saying we need to reform taxes on corporations, with a utility score twice that of the second-most preferred message – the **corporate greed 1** message that we need to break up corporations, increase competition, and lower prices for families.

The **cooling down economy** message regarding “slowing down the economy to contain inflation” performed the worst among women voters

The Average Feature Utility is the average calculation across respondents' individual utility scores for each feature. The **higher** a feature's average utility is, the **more** it was preferred by customers. The more negative the average utility, the more likely it was that the feature was indicated as least preferred. This measure communicates preference intensity.

Majority of Voters Think Taxes on Large Corporations Should Be Increased

Do you think taxes on large corporations should be increased, should they be decreased, or should taxes on corporations be left where they currently are?



Among all voters, 58 percent say taxes on large corporations should be increased, while only 26 percent say taxes should remain unchanged, and 9 percent say taxes on corporations should be decreased.

Majorities of Democrats (77 percent) and Independents (57 percent) believe corporations should be paying more in taxes.

Republicans are split, with 39 percent saying taxes for large corporations should be increased and 39 percent saying taxes should remain unchanged.

February 18–22, 2022 survey of 1,549 likely voters

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About Data for Progress

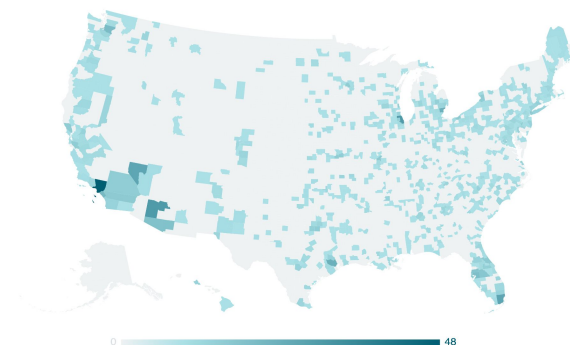
Data for Progress is a progressive think tank and polling firm which arms movements with data-driven tools to fight for a more equitable future. DFP provides polling, data-based messaging, and policy generation for the progressive movement, and advises campaigns and candidates with the tools they need to win.

Learn more at dataforprogress.org or follow DFP on Twitter at [@dataprogress](https://twitter.com/dataprogress).

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Respondents by County



For Inquiries Contact:

Ethan Winter, *Senior Analyst, Data for Progress.*
ethan@dataforprogress.org