

Blueprint

TO: Interested Parties
FROM: Blueprint
DATE: March 7, 2024
RE: **Winning the State of the Union: Where The Voters Stand**

This Blueprint message test was informed by an online sample of 1,096 respondents fielded over web panels on March 2 and weighted to education, gender, race, respondent quality, and 2020 election results. The margin of error is +/- 5.0. The full topline can be found [here](#).

- ✓ **ECONOMIC MESSAGING:** The majority of voters (61%) say that lower prices on the costs of goods and services is the aspect they'd most like to see improved in the economy, but only 23% believe that it is Biden's top economic priority. Among all voters, the most popular message is a price-focused one that includes notes on bipartisanship, ending junk fees, and domestic energy production.
- ✓ **BORDER MESSAGING:** The State of the Union represents a prime moment for Biden to continue to move the needle on voters' perceptions of border politics. The poll found that 53% of voters (including 57% of independents) believe Biden has, in recent months, done a better job than Republicans of handling the border issue. We asked voters whether Democratic elected officials should embrace border security or reject it so they do not "play into Republican hands." We find that 68% of voters, including 53% of Democratic voters and 62% of independents, support Democratic politicians embracing border security.
- ✓ **CANDIDATE MESSAGING:** When presented with 35 words to describe both Biden and Trump, voters are much more likely to use positive words to describe Biden than they are Trump. Notably, among independent voters, more said that Trump is "corrupt" (65%) and "dangerous" (65%) than said Biden is "old" (57%).
- ✓ **INDEPENDENT MESSAGING:** With independents, the most appealing message also focuses on Biden's policies to help working people struggling with high prices.

Ahead of the State of the Union, Blueprint today released a new poll that looks at which types of messages will most appeal to voters before President Biden takes center stage and as the general election kicks into gear.

In this poll, we tested messages as well as announcements Biden could deliver during the State of the Union. Additionally, we tested where voters place Biden and Donald Trump's respective ideologies relative to their own and how voters view the two candidates on hot-button issues like border security.

The majority of voters (61%) say that lower prices on the costs of goods and services is the aspect they'd most like to see improved in the economy, but only 23% believe that it is Biden's top economic priority. The State of the Union offers a major opportunity for Biden to close this

crucial gap. Indeed, the poll showed that voters respond most positively to messages focused on price-lowering policies such as allowing Medicare to negotiate with pharmaceutical companies to lower drug costs, cracking down on junk fees and corporate price gouging, overseeing a record amount of domestic drilling to reduce gas prices, and fixing supply-chain problems. **By elevating these accomplishments during the State of the Union, President Biden can send a message that he is engaged in across-the-board efforts to bring down prices.**

The border and immigration, more broadly, has long been a thorny issue for Democrats. But with the bipartisan border security bill stalled by Republican intransigence and Biden considering executive action on the matter, there are signs that voter perceptions are beginning to shift in Democrats' favor. The poll found that 53% of voters (including 57% of independents) believe Biden has, in recent months, done a better job than Republicans of handling the border issue. Further, the poll shows that 68% of voters support Democratic politicians embracing border security, including 53% of Democrats and 62% of independents. **The State of the Union offers Biden a golden opportunity to drive home the message that Republicans are to blame for blowing up the deal and tout his efforts to address the border.**

The poll also found that, when presented with 35 words to describe both Biden and Trump, voters are much more likely to use positive words to describe Biden than they are Trump. Notably, among independent voters, more said that Trump is "corrupt" (65%) and "dangerous" (65%) than said Biden is "old" (57%). **This test showed that while voters do have concerns about Biden's age, their more favorable view of his personal qualities gives him room to play up his character and temperament against Trump.**

Key findings on independent voters

- In a word-association test, more independent voters said that Trump is "corrupt" (65%) and "dangerous" (65%) than said President Biden is "old" (57%).
- Among independents, the best-performing messages are those on Biden fighting high prices via cracking down on junk fees, allowing Medicare to negotiate drug prices, overseeing a record amount of domestic drilling to lower gas prices, and passing a bipartisan bill to address supply-chain problems (72%); independents also responded well to messages focused on Biden's commitment to bipartisanship (66%), and Biden investing in American manufacturing and reshoring jobs (66%).
- Independents also respond well to a message using the recent Alabama Court ruling that would curb access to IVF to critique the ways that Republicans want to intervene in families' private decisions (65%) and a message contrasting Trump's rollback of pollution regulations with Biden's efforts to protect the environment and invest in clean

energy (63%). This suggests that Democrats can appeal to independents by highlighting Republicans’ backward priorities when it comes to regulation.

- Independents also respond positively to potential SOTU announcements focused on executive action on border security (68%), investing in hiring more police officers and crime prevention (66%), gun-control initiatives, including background checks to keep firearms out of the hands of criminals and banning assault weapons and high-capacity magazines (65%), and deficit-reduction efforts (64%). A throughline with these voters is the desire for order and security—suggesting an opportunity for Biden to hone in on their perceptions of Trump as “corrupt,” “dangerous,” “erratic” (35%), and “chaotic” (33%).

Who is closer to your views? Ideology analysis

As President Biden prepares for his State of the Union address, one question to consider is his ideological positioning relative to voters. To explore this, we asked voters how they rated themselves in comparison to Biden and Trump.

Where voters rate Biden more highly on “close to my views”	Where voters rate Trump more highly on “close to my views”
Social Security and Medicare, Biden +4 (Biden 48%, Trump 44%)	The border, Trump +7 (Trump 45%, Biden 38%)
Abortion, Biden +4 (Biden 46%, Trump 42%)	Immigration, Trump +7 (Trump 43%, Biden 36%)
Democracy, Biden +3 (Biden 46%, Trump 43%)	Oil and gas exploration, Trump +5 (Trump 45%, Biden 40%)

The widest gap between Trump and Biden is on border security—a traditionally thorny issue for Democrats. However, there is some evidence that that dynamic is shifting, as Democrats tout the bipartisan border security bill and go on offense against Republicans for their inaction. The State of the Union represents a prime moment for Biden to continue to move the needle on voters’ perceptions of border politics.

We asked voters whether Democratic elected officials should embrace border security or reject it so they do not “play into Republican hands.” We find that 68% of voters, including 53% of Democratic voters and 62% of independents, support Democratic politicians embracing border security.

Which potential State of the Union announcements would be most compelling?

Our poll tested a number of announcements President Biden could make during his State of the Union address to announce potential initiatives and/or tout his record. We showed respondents pairs of announcements and asked them which they preferred (a method known as MaxDiff).

We find that announcements related to junk fees and price reduction have the most broad appeal—illustrating what voters want to see improved on the economy and where opportunities exist for Biden to put points on the board during his speech. An announcement highlighting crackdowns on junk fees is most popular among Democrats (64% support) and simultaneously garners support from independents (59% support). Announcements on reducing inflation appealing to the full electorate, and one with a corporate-price-gouging angle (62% support) narrowly beat one focused on efforts to enhance supply chains and increase domestic energy production (60% support). An announcement focused on allowing Medicare to negotiate with pharmaceutical companies to bring down the cost of prescription drugs is also popular (52%). Overall, price-centric messages will likely be crowd-pleasers during the speech.

With independent voters, the poll found border security announcements have strong support (68% with independents, 57% support overall) and are not particularly unpopular among Democrats, 41% of whom support it. New executive orders aimed at improving border security would play particularly well with these voters. A high share of independents also express support for a new deficit reduction commission, investments in policing, common-sense gun reform, and touting success on prices (particularly gas prices).

Below are the best-testing announcements with both the electorate overall and independents:

All voters	Independent voters
<p>I am proud to announce that my administration has made renewed and aggressive efforts to crack down on junk fees and bring down costs for American consumers. Junk fees are hidden, surprise fees that companies sneak onto customer bills, increasing costs and stifling competition in industries across the economy. We are banning surprising billing at hospitals and requiring that companies make it as easy to cancel plans as it is to start them.</p> <p><i>(63% overall support)</i></p>	<p>I'm proud to announce that I am taking new executive action that will give me the authority to shut down the border. I'm tired of the political games. I'm taking action that I can now and I'm asking Congress here, today, to send me a bill that will increase funding for border security and let me hire more border patrol agents.</p> <p><i>(68% independent support)</i></p>

<p>I'm proud to announce that inflation has decreased from 8.3% to 3.1% since 2021. That's a huge improvement, but it's not enough. That's why my administration is cracking down on corporate price gougers who are driving up costs. We're investing in bringing back domestic manufacturing and we're taking on big pharma to lower the cost of prescription drugs.</p> <p><i>(62% overall support, 59% independent support)</i></p>	<p>I am proud to announce that my administration has included \$35 billion to hire more police officers and get them patrolling our streets. I know what works to make our communities safer: investing in community policing and crime prevention. We need to fund police who walk the beat, know the neighborhood, are accountable to those they are sworn to serve, and build community trust and safety. It's also why I support new policies to increase the sentencing for violent crimes and carjacking. We need to get tough on crime and put more cops on the street.</p> <p><i>(66% independent support)</i></p>
<p>I'm proud to announce that inflation has decreased from 8.3% to 3.1% since 2021. That's a huge improvement, but it's not enough. That's why my administration is focused on fixing agricultural and shipping supply chains to bring down costs. We're producing more energy domestically than ever before, and that's bringing down the most important price for most Americans: the price of gas.</p> <p><i>(60% overall support, 59% independent support)</i></p>	<p>I am proud to announce my new initiative to get guns off of the streets. We need to enforce our common-sense gun laws, require background checks for all gun sales in order to keep firearms out of the hands of felons and domestic abusers, and ban assault weapons and high-capacity magazines, which are weapons of war that have no place in our communities.</p> <p><i>(65% independent support)</i></p>
<p>I am committing to you now that, as long as I am President, IVF and contraception will be legal in America. I will protect a woman's right to choose and codify the protections of Roe v. Wade into law. I will veto any abortion ban that is put on my desk.</p> <p><i>(58% overall support)</i></p>	<p>I'm proud to announce my support for a new bipartisan deficit reduction commission. We need to rein in out-of-control government spending and make the wealthy pay their fair share. My administration has already cut the deficit by \$1.9 trillion and we are prepared to cut even more to bring government spending back to sustainable levels.</p> <p><i>(64% independent support)</i></p>
<p>I'm proud to announce that I am taking new executive action that will give me the authority to shut down the border. I'm tired of the political games. I'm taking action that I can now and I'm asking Congress here, today, to send me a bill that will increase funding for border security and let me hire more border patrol agents.</p> <p><i>(57% overall support)</i></p>	<p>I'm proud to announce that during my Presidency the stock market has increased more than 25%. That's because we're investing in American manufacturing, domestic energy production and the American entrepreneurial spirit.</p> <p><i>(61% independent support)</i></p>

The most effective messages

Our message test concentrates on how President Biden could promote his existing record and differentiate himself from Republicans in a way that is politically effective. We used the same structure as before—showing voters two messages at a time and asking them which of the two they preferred.

Among all voters, the most popular message is a price-focused one that includes notes on bipartisanship, ending junk fees, and domestic energy production. A broad theme in top-testing messages is the popularity of populist economic policies, including tackling prices head-on, protecting Medicare, increasing taxes on the wealthy, and strengthening American manufacturing to bring jobs back from overseas. In addition, abortion rights continue to appeal to the majority of the electorate.

With independents, the most appealing message also focuses on Biden’s policies to help working people struggling with high prices. The message combined some of Biden’s most consistently popular policies and stances: Medicare negotiating prices, a record amount of domestic drilling, key agricultural supply chain interventions, and bipartisanship. A reproductive rights message pegged to the Alabama court ruling around IVF is also persuasive.

Notably, some of the most unpopular messages are about Republicans being extreme or playing politics with the border. What resonates more—with both independents and overall voters—is to focus on critiques of Trump and Republicans’ policies, such as cutting taxes for the rich and inserting themselves into families’ most private, personal decisions.

All voters	Independent voters
<p>President Biden is fighting for working people struggling with high prices. He's banning junk fees, allowing Medicare to negotiate drug prices, and overseeing a record amount of domestic drilling to lower gas prices. He worked with Republicans to pass a bipartisan supply chain bill that is investing in American infrastructure to lower food prices and bring high-tech jobs back to America. <i>(71% overall support)</i></p>	<p>President Biden is fighting for working people struggling with high prices. He's banning junk fees, allowing Medicare to negotiate drug prices, and overseeing a record amount of domestic drilling to lower gas prices. He worked with Republicans to pass a bipartisan supply chain bill that is investing in American infrastructure to lower food prices and bring high-tech jobs back to America. <i>(72% independent support)</i></p>
<p>President Biden is growing the American economy and creating more jobs than any president before. He's committed to investing in American manufacturing and bringing jobs back from China and Mexico to America. <i>(62% overall support)</i></p>	<p>President Biden has been committed to bipartisanship since day one. He worked with Republicans to pass a historic infrastructure bill to invest in U.S. roads and bridges; he worked with Republicans to close the "boyfriend loophole," to prevent people convicted of domestic violence from obtaining firearms; and he worked with Republicans to pass a historic investment in domestic U.S. tech manufacturing to bring jobs back from China. <i>(66% independent support)</i></p>
<p>When Donald Trump was President, he tried to repeal the Affordable Care Act and cut Medicare and Medicaid. President Biden has taken on big pharma's price-gouging practices in order to lower healthcare costs. He's put an end to surprise hospital bills and capped the price of insulin. And he'll never, never cut Medicare.</p>	<p>President Biden is growing the American economy and creating more jobs than any president before. He's committed to investing in American manufacturing and bringing jobs back from China and Mexico to America. <i>(66% independent support)</i></p>

<i>(62% overall support)</i>	
<p>Republicans want to cut taxes for billionaires and cut Social Security. Democrats want to protect Social Security from cuts and ensure billionaires pay their fair share in taxes.</p> <p><i>(59% overall support)</i></p>	<p>Republicans are inserting themselves between families and doctors. First they tried to ban abortion, and now they are trying to ban IVF and other fertility treatments. Next, they are coming for contraception. It's time to stop the GOP's overreach.</p> <p><i>(65% independent support)</i></p>
<p>President Biden has been committed to bipartisanship since day one. He worked with Republicans to pass a historic infrastructure bill to invest in U.S. roads and bridges; he worked with Republicans to close the "boyfriend loophole," to prevent people convicted of domestic violence from obtaining firearms; and he worked with Republicans to pass a historic investment in domestic U.S. tech manufacturing to bring jobs back from China.</p> <p><i>(59% overall support)</i></p>	<p>When Donald Trump was President, he sided with corporate polluters trying to poison our air and water. President Biden is fighting for clean energy and environmental protection. He passed historic investments in clean energy that will help Americans weatherize their homes and reduce the grid's reliance on dirty energy.</p> <p><i>(63% independent support)</i></p>
<p>President Biden is fighting for working people struggling with high prices. He is fighting against big corporations' price gouging with policies like allowing Medicare to negotiate drug prices and banning junk fees. He's invested in clean energy to drive down energy prices. He's fighting corporate monopolies in agriculture, grocery stores, and big tech that let companies hike prices. Donald Trump and the Republican Party won't take on the corporate greed driving up prices.</p> <p><i>(58% overall support)</i></p>	<p>Republicans want to cut taxes for billionaires and cut Social Security. Democrats want to protect Social Security from cuts and ensure billionaires pay their fair share in taxes.</p> <p><i>(62% independent support)</i></p>
<p>Donald Trump put three of the six justices who overturned <i>Roe v. Wade</i> on the Supreme Court. When asked about it, he said that he got Roe "terminated," and said he was "proud to have done it." Now, Trump and MAGA Republicans are floating a national abortion ban. President Biden supports a woman's right to choose, and is working to codify <i>Roe v. Wade</i> into federal law. He will veto any abortion ban that reaches his desk.</p> <p><i>(57% overall support)</i></p>	<p>President Biden is fighting for working people struggling with high prices. He is fighting against big corporations' price gouging with policies like allowing Medicare to negotiate drug prices and banning junk fees. He's invested in clean energy to drive down energy prices. He's fighting corporate monopolies in agriculture, grocery stores, and big tech that let companies hike prices. Donald Trump and the Republican Party won't take on the corporate greed driving up prices.</p> <p><i>(57% independent support)</i></p>

The Trump-Biden word association game

We included a test in which respondents were presented with a list of 35 words to describe both Trump and Biden and asked to answer “yes” or “no” to each one.

Trump is seen as “corrupt,” “dangerous,” and “chaotic.” The only positive word associated with Trump is “patriotic,” and even this just barely squeezes into the top ten. For Biden, a number of

positive words crack the top ten, including “experienced” and “fair”—showing voters view Biden as a fundamentally decent, admirable steady hand, while Trump is seen as possessing the polar opposite of those qualities. Also, these results represent the potential moving forward for Biden to lean on these admirable qualities.

Notably, with independent voters, more say Trump is both “corrupt” and “dangerous” than say President Biden is “old.” The words independents most frequently selected for Trump painted a picture of an unpredictable, self-interested hazard. For Biden, the top word with independents was “old,” but Biden tended to be described with more positive words than Trump. While Biden cannot change his age, he can change that independent voters view him as more “liberal,” or less close to their views, than themselves.

<i>With all voters:</i>	
Most selected words for Biden	Most selected words for Trump
<ul style="list-style-type: none"> • Old (58%) • Liberal (41%) • Corrupt (35%) • Dangerous (30%) • Experienced (30%) • Compassionate (28%) • Fair (28%) • Honorable (27%) • Erratic (27%) • Diplomatic (26%) 	<ul style="list-style-type: none"> • Corrupt (41%) • Dangerous (41%) • Erratic (35%) • Racist (35%) • Selfish (34%) • Controversial (33%) • Chaotic (33%) • Patriotic (32%) • Extreme (30%) • Cruel (29%)
<i>With independent voters:</i>	
Most selected words for Biden	Most selected words for Trump
<ul style="list-style-type: none"> • Old (57%) • Liberal (28%) • Corrupt (26%) • Dangerous (25%) • Experienced (23%) • Honorable (21%) • Erratic (20%) • Fair (19%) • Compassionate (19%) 	<ul style="list-style-type: none"> • Corrupt (65%) • Dangerous (65%) • Erratic (33%) • Controversial (32%) • Patriotic (28%) • Racist (27%) • Selfish (22%) • Chaotic (26%) • Conservative (22%)

About the Poll

Blueprint conducted an online survey with a sample of 1,096 respondents fielded on March 2 and weighted the survey to be representative of voters based on education, gender, race, survey engagement, and 2020 election results.

Appendix

Appendix 1: Announcement Test

Short Code	Full Message
Strategic Petroleum Reserve	I am announcing today that my administration will begin using the Strategic Petroleum Reserve to bring down gas prices. We will be strategically purchasing gas at low prices and selling gas at high prices in order to stabilize prices and reduce American dependence on foreign oil.
IVF	I am committing to you now that, as long as I am President, IVF and contraception will be legal in America. I will protect a woman's right to choose and codify the protections of Roe v. Wade into law. I will veto any abortion ban that is put on my desk.
Social Media	I am proud to announce a new initiative aimed at protecting children from the threats posed by social media. We are cracking down on companies who are knowingly letting children use their platforms and requiring that social media companies take actions to protect children.
Laptops	I am proud to announce a new initiative to get laptops and cell phones out of classrooms so that kids can pay attention in school. We are falling behind other countries on education because our kids are getting distracted by electronic devices and not learning enough as a result. They are falling behind our peers on key science and tech metrics.
Guns Off The Streets	I am proud to announce my new initiative to get guns off of the streets. We need to enforce our common-sense gun laws, require background checks for all gun sales in order to keep firearms out of the hands of felons and domestic abusers, and ban assault weapons and high-capacity magazines, which are weapons of war that have no place in our communities.
Student Debt	I am proud to announce student debt cancellation for another 74,000 student loan borrowers across the country, bringing the total number of people who have gotten their debt canceled under my administration to over 3.7 million. That's nearly 4 million Americans freed from the crippling burden of debt.
Childcare	I am proud to announce that my administration has been a leader on affordable childcare. We are building childcare policy into all of our policies, such as requiring companies that get new chips funding include childcare for their workers. We must ensure that having children does not prevent women from staying in the labor force.
Safe Communities	I am proud to announce that my administration has included \$35 billion for policing and crime prevention. We know what makes communities safer: investing in community policing and crime prevention. We need to invest in mental health and substance use treatment services,

crisis responders, and social workers to reduce the burden on police officers, connect people with community resources, and prevent violent crime.

Hire Police

I am proud to announce that my administration has included \$35 billion to hire more police officers and get them patrolling our streets. I know what works to make our communities safer: investing in community policing and crime prevention. We need to fund police who walk the beat, know the neighborhood, are accountable to those they are sworn to serve, and build community trust and safety. It's also why I support new policies to increase the sentencing for violent crimes and carjacking. We need to get tough on crime and put more cops on the street.

Junk Fees

I am proud to announce that my administration has made renewed and aggressive efforts to crack down on junk fees and bring down costs for American consumers. Junk fees are hidden, surprise fees that companies sneak onto customer bills, increasing costs and stifling competition in industries across the economy. We are banning surprising billing at hospitals and requiring that companies make it as easy to cancel plans as it is to start them.

Systemic Racism

I am proud to announce that my administration has made significant progress on ending systemic racism. We are expunging federal marijuana offenses and fighting against the school-to-prison pipeline. My administration is directing investments to communities of color.

Clean Energy

I am proud to announce that my administration is investing in the clean energy future and ensuring we have an affordable, secure, reliable and resilient energy grid. Millions of Americans are buying affordable, clean, electric vehicles because of incentives in the Inflation Reduction Act. Because of our actions, there are now more than three million electric vehicles on the road and over 135,000 public electric-vehicle chargers across the country.

Stand With Unions

I am proud to announce that my administration is proud to stand with union workers. My administration is the most union-friendly in history. All of our investments include project labor agreements to ensure that American workers are paid a fair, union wage. We are protecting union jobs and standing with striking workers against greedy bosses.

Monopoly

I am proud to announce that my administration will be standing strong against corporate mergers. These mergers allow companies to hike prices on consumers and are always to the detriment of customers. We are standing up to corporate greed and consolidation to protect small businesses and American consumers.

More Oil and Gas

I am proud to announce that my administration will increase permitting for oil and gas drilling here in the United States. We need to increase domestic production of oil and gas, as well as clean energy to bring down gas prices and reduce our dependence on foreign oil

Ukraine

I am proud to announce that we will keep our promise to the Ukrainian people to stop Putin's violent aggression. Already, we have provided enough firepower to help Ukraine repel Russia so far. It's time for us to do more and I am prepared to sign legislation authorizing more funding for Ukraine the second it touches my desk.

Israel

I am proud to say that my administration has proudly stood with Israel as they have worked to destroy the military capacities of the terrorist group Hamas. We have mourned with Israel and grieved the heinous attacks of October 7th, and we will work with Israel to rebuild when this war is done. As long as I am President, Israel will have an ally in the United States.

42% Take Medicare Drugs

I'm also proud to announce that Medicare is now negotiating the prices of 10 prescription drugs. 42% of Americans either take or have taken these drugs themselves or have a family member who does or did. We're taking on big pharma companies to lower drug prices for average Americans.

Deficit Reduction Commission	I'm proud to announce my support for a new bipartisan deficit reduction commission. We need to rein in out of control government spending and make the wealthy pay their fair share. My administration has already cut the deficit by \$1.9 trillion and we are prepared to cut even more to bring government spending back to sustainable levels.
Stock Market	I'm proud to announce that during my Presidency the stock market has increased more than 25%. That's because we're investing in American manufacturing, domestic energy production and the American entrepreneurial spirit.
Shut Down The Border	I'm proud to announce that I am taking new executive action that will give me the authority to shut down the border. I'm tired of the political games. I'm taking action that I can now and I'm asking Congress here, today, to send me a bill that will increase funding for border security and let me hire more border patrol agents.
Job Creation	I'm proud to announce that I have created 15 million new jobs since I became president. The unemployment rate has stayed below 4% for 24 months in a row. We are creating more jobs than any presidential administration in history. That's because our top priority has been investing in domestic manufacturing and creating new jobs here in America.
Inflation Lower, Corporate Price Gouging	I'm proud to announce that inflation has decreased from 8.3% to 3.1% since 2021. That's a huge improvement, but it's not enough. That's why my administration is cracking down on corporate price gougers who are driving up costs. We're investing in bringing back domestic manufacturing and we're taking on big pharma to lower the cost of prescription drugs.
Inflation Lower, Domestic Energy Production	I'm proud to announce that inflation has decreased from 8.3% to 3.1% since 2021. That's a huge improvement, but it's not enough. That's why my administration is focused on fixing agricultural and shipping supply chains to bring down costs. We're producing more energy domestically than ever before, and that's bringing down the most important price for most Americans: the price of gas.
Drilling	I'm proud to announce that we are embracing an all-of-the-above approach to American energy. From June 2022 to June 2023, gas prices decreased by more than a dollar, and since 2021 U.S. oil output has increased by 16%. My administration has approved more domestic drilling permits than any administration in history and we are producing more American oil and natural gas than ever before. I'm also investing in clean energy - solar, wind, geothermal - because those are the power sources of the future.

Appendix 2: Biden Messaging

Short Code	Full Message
Extremists	Donald Trump and the Republican Party are extremists. They are trying to ban IVF, a common procedure used by millions of people to grow their families. Trump's MAGA supporters stormed the Capitol to overturn the results of a legitimate election. I am committed to restoring normalcy to America.
Insurrectionist Chaos	Donald Trump and the Republican Party are the party of chaos. Republicans cheered on as insurrectionists attacked police officers during the January 6th riot, and now they constantly threaten to shut down the government if they don't get their way. Trump

leaves classified documents lying around his Mar-a-Lago resort and has ignored the wisdom of generals. The Republican Party is the party of chaos and can't be trusted to govern.

China Donald Trump has talked a big game on China, but President Biden has walked the walk. Donald Trump says he likes Chinese president Xi Jinping "a lot," calls him "a very good friend," and even says he is "everything perfect." Meanwhile, President Biden has strengthened our bond with allies like South Korea and Japan, placed tough export controls on advanced technology, and passed bipartisan legislation to bring semiconductor chip manufacturing home to America.

Roe Abortion Ban Donald Trump put three of the six justices who overturned Roe v. Wade on the Supreme Court. When asked about it, he said that he got Roe "terminated" and said he was "proud to have done it." Now, Trump and MAGA Republicans are floating a national abortion ban. President Biden supports a woman's right to choose, and is working to codify Roe v. Wade into federal law. He will veto any abortion ban that reaches his desk.

Bipartisanship President Biden has been committed to bipartisanship since day one. He worked with Republicans to pass a historic infrastructure bill to invest in U.S. roads and bridges; he worked with Republicans to close the "boyfriend loophole" to prevent people convicted of domestic violence from obtaining firearms; and he worked with Republicans to pass a historic investment in domestic U.S. tech manufacturing to bring jobs back from China.

Fighting High Prices Corporate Focus President Biden is fighting for working people struggling with high prices. He is fighting against big corporations' price gouging with policies like allowing Medicare to negotiate drug prices and banning junk fees. He's invested in clean energy to drive down energy prices. He's fighting corporate monopolies in agriculture, grocery stores, and big tech that let companies hike prices. Donald Trump and the Republican Party won't take on the corporate greed driving up prices.

Fighting High Prices Domestic Energy Focus President Biden is fighting for working people struggling with high prices. He's banning junk fees, allowing Medicare to negotiate drug prices, and overseeing a record amount of domestic drilling to lower gas prices. He worked with Republicans to pass a bipartisan supply chain bill that is investing in American infrastructure to lower food prices and bring high-tech jobs back to America.

Ending Outsourcing President Biden is growing the American economy and creating more jobs than any president before. He's committed to investing in American manufacturing and bringing jobs back from China and Mexico to America.

Bipartisan Immigration President Biden worked with Democrats and Republicans in Congress to draft a bipartisan border security bill, which would shut down the border when illegal crossings hit a certain threshold and provide funding to hire more Border Patrol agents. Donald Trump ordered Republicans to kill the bill, because he would rather play political games to hurt Biden than solve problems.

IVF Families Republicans are inserting themselves between families and doctors. First they tried to ban abortion, and now they are trying to ban IVF and other fertility treatments. Next, they are coming for contraception. It's time to stop the GOP's overreach.

	Republicans are playing politics with the border. But President Biden supports a secure border. He backed a bipartisan deal that would have included funding for more border security agents, and now he is considering executive action to limit asylum claims.
Border Politics	Democrats are the party of secure borders
	Republicans are the party of chaos. They ousted their last speaker because he supported a functioning government and they are led by a man who faces a litany of felony charges. Now, they are trying to ban IVF and pretend they're not. We've had enough chaos - it's time for order.
IVF Chaos	
	Republicans want chaos at the border. President Biden wants a secure border. He's considering taking unilateral executive action to secure the border and speed up the asylum claims process. He's working with Congress to secure funding for more Border Patrol agents and new high-tech border security technology.
Border Chaos	
	Republicans want to cut taxes for billionaires and cut Social Security. Democrats want to protect Social Security from cuts and ensure billionaires pay their fair share in taxes
Social Security	
	The Republican party is going off of the rails. From trying to ban IVF to constantly threatening to shut down the government, the GOP is being taken over by lunatics. We need to restore sanity and seriousness.
Lunatics	
	When Donald Trump was President, he increased the national debt. President Biden has reduced the deficit by \$1.9 trillion and he's committed to doing more. He wants to work in a bipartisan manner to rein in government spending and increase taxes on the wealthiest Americans. At a time when families are being forced to cut spending, the government should be tightening its belt as well.
National Debt	
	When Donald Trump was President, he sided with corporate polluters trying to poison our air and water. President Biden is fighting for clean energy and environmental protection. He passed historic investments in clean energy that will help Americans weatherize their homes and reduce the grid's reliance on dirty energy.
Corporate Polluters	
	When Donald Trump was President, he tried to repeal the Affordable Care Act and cut Medicare and Medicaid. President Biden has taken on big pharma's price-gouging practices in order to lower healthcare costs. He's put an end to surprise hospital bills and capped the price of insulin. And he'll never, never cut Medicare.
Affordable Care Act	
	While Donald Trump praises dictators like Vladimir Putin and Kim Jong Un, Biden takes on bad actors. He's secured security assistance for Ukraine to help them repel Putin's invasion and is working to protect American interests at home and overseas.
Dictators	

Appendix 3: Full List of Words

- Old
- Extreme
- Moderate

- Liberal
- Conservative
- Erratic
- Competent
- Chaotic
- Patriotic
- Corrupt
- Dangerous
- Authoritarian
- Racist
- Honorable
- Experienced
- Fair
- Compassionate
- Empathetic
- Negotiator
- Trustworthy
- Pragmatic
- Diplomatic
- Charismatic
- Controversial
- Polarizing
- Partisan
- Populist
- Collaborative
- Selfish
- Principled
- Steady
- Transactional
- Cruel
- Selfish
- Wise