E-BINDER *Published May 22, 2025 · 1 minute read*
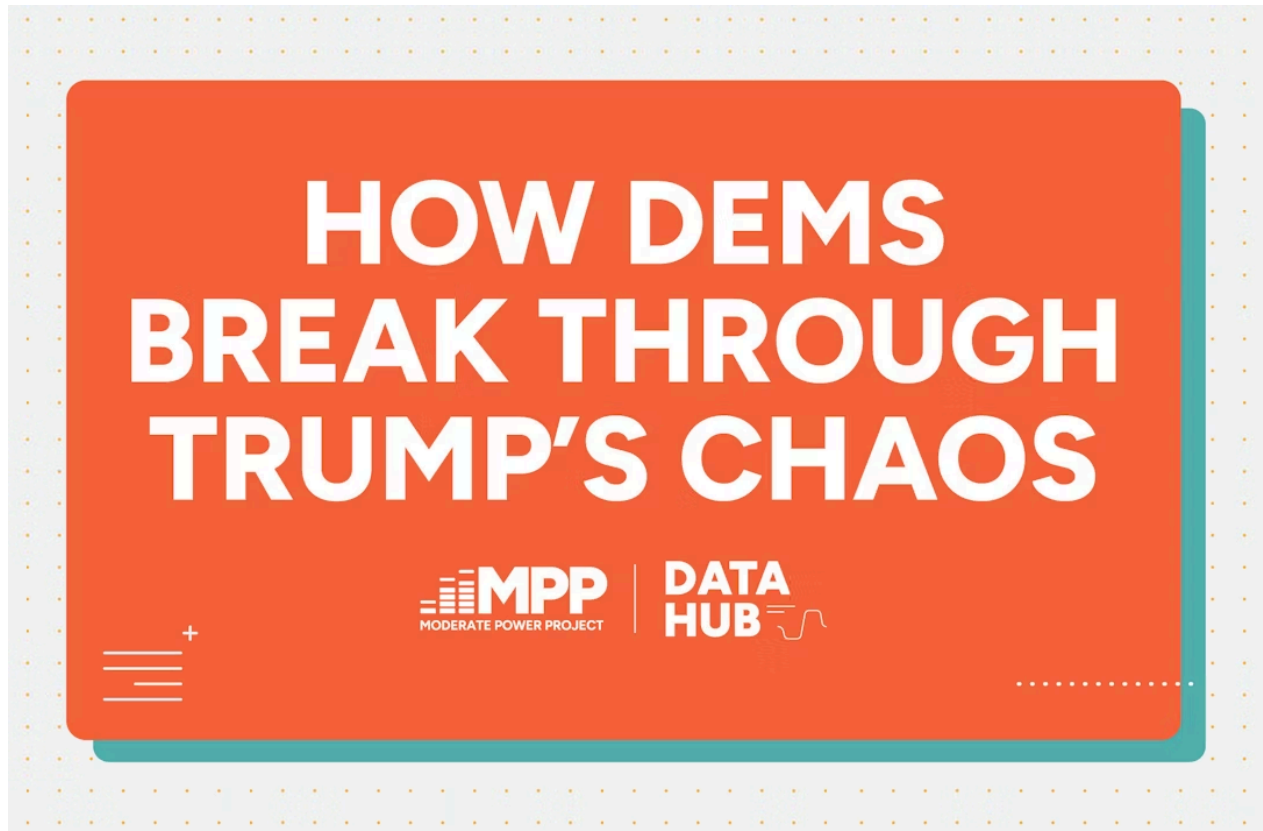
How Democrats Break Through Trump's Chaos

Third Way,

Democrats Must Focus Their Messaging on How Trump Broke His Promises to Lower Inflation and How His Actions Are Hurting Americans' Pocketbooks

Third Way tested 17 unique messages, paying particular attention to how salient they were in moving Independents, non-college voters, and those who voted for Trump in 2024. Each of the top four messages centered around how Trump's actions were impacting Americans' day-to-day lives: two on the economy, one on safety, and one on data privacy. Overall, what appeared to work best was the notion that Trump broke his promise to focus on the economy. Voters feel that right now, he has the

wrong priorities, and his chaotic choices are making them poorer and more vulnerable to disease and disaster. – Third Way

[chart]

A Supermajority of Voters, Including Independents and Non-college Voters, Disapprove of Trump's Early Actions on Cutting Cancer Research, Firing Veterans, and Rewarding Elon Musk's Companies

The early Trump actions that score as most unpopular were: Cutting cancer research funding (79% disapproval), cutting jobs from VA hospitals and freezing funding for veterans' health care facilities (72% disapproval), measures that seemed to help Musk's businesses and hurt his competitors (69% disapproval), cutting nearly $1 trillion in Medicaid health care funding (68% disapproval), and giving tax cuts to billionaires and corporations (66% disapproval). – Third Way

A supermajority of independents and non-college voters disapprove of Trump's early actions on cutting cancer research, firing veterans, and rewarding Elon Musk's companies.

	All voters	Trump voters	Independents	Non-college
Cutting cancer research				
Cutting VA				
Musk contracts				
Medicaid cuts				
Tax cuts				
Firing disease researchers				
DOGE access to personal data				
Firing nuclear specialists				
Eliminating disaster relief				
Promoting Trump crypto				
Jan 6 pardons				
Firing FAA employees				
Cutting SS				
Removing Rx caps				
Eliminating Dept of Educ				
Tariffs on Canada and Mexico				
Eliminating USAID				
Eliminating DEI				
Erasing transgender				

Axis: 0   20   40   60   80