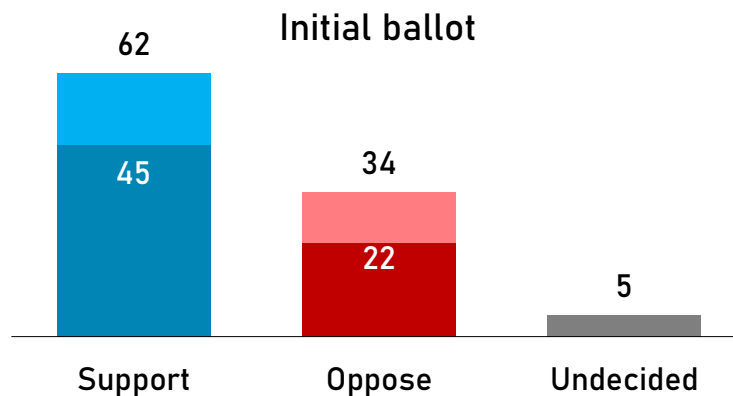


To: Mayors for a Guaranteed Income
 Fr: Lake Research Partners and Chesapeake Beach Consulting
 Re: National Survey Results Summary
 Date: January 5th, 2024

Lake Research Partners, in consultation with Chesapeake Beach Consulting, designed and administered this survey via online panel. The survey reached 1800 likely 2024 voters in the United States, as well as oversamples (n=200 each) of Black voters, Latinx voters, Rural/ small town voters, Presidential Battleground State voters¹, and voters in GI pilot cities/counties. The survey was conducted November 20 – December 8, 2023. The margin of error for the base sample is +/-3.5% and larger for subgroups.

Voters’ Reactions to Guaranteed Income

- Even before we get to the “ballot” questions on guaranteed income programs, voters are favorable to the concept (48% say they are very or fairly favorable of GI programs, while just 28% have an unfavorable view, and another quarter of voters say they either have no opinion or have never heard of them). Still, there are some questions/ reservations on voters’ parts, which (happily) appear to become resolved fairly quickly when they hear more about GI programs in the initial ballot questions.
 - It is also worth noting that GI fares somewhat better than UBI, which is favorable among 39% of voters and unfavorable among 31% . Twenty-nine percent of voters say they have no opinion or have never heard of universal basic income.
- Solid majorities of voters nationwide—upwards of sixty percent—supporting the federal government putting in place a GI program, providing monthly cash payments of \$500 or \$1000 to all adult citizens who make below their community’s median income.

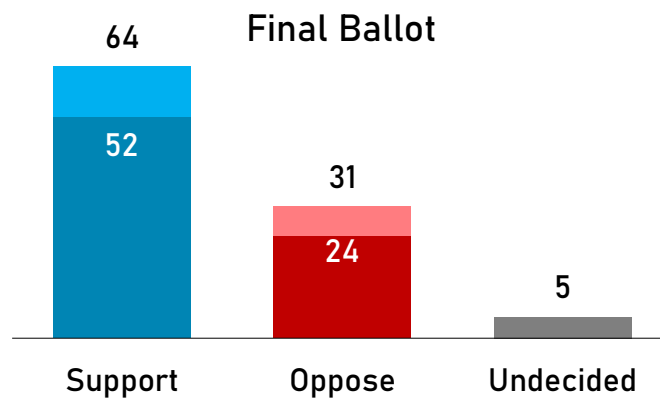


- Notably, this includes majorities of all of the populations we oversampled in this study, though there are differences in the breadth and intensity of support, with the most supportive groups being Black voters, Latino voters, voters in GI pilot cities/counties, AAPI voters, and voters in presidential battleground states. In all the aforementioned cases, levels of overall support surpass the nationwide average, though in the case of

¹ Presidential Battleground State voters include voters living in AZ, GA, MI, NV, NC, PA, and WI.

the last two groups only marginally. The proposal enjoys more modest support—though still majority backing—among white voters and voters in rural parts of the country.

- While majorities of Democrats (81% support to 16% oppose) and independents (58% support to 29% oppose) support the federal government putting in place a new GI program, Republicans are more divided on the issue (43% support to 52% oppose), which slightly more—a narrow majority, in fact—standing in opposition currently. Still, there may be some subgroups of Republican voters who are net-supportive; we'll be looking for that once we have the full set of crosstabs in hand.
- It is also important to note that, at least at the outset, the GI proposal as described in the survey enjoys solid support irrespective of whether the cash payment is \$500 or \$1000. As voters learn more, support looks to pull slightly higher for the \$500 version.
- Most voters really do not need to be argued into supporting a GI program. Additional programmatic information does impact the numbers for those informed of a \$1000 cash payment, but only slightly. With more information, 57% of voters say they would support a guaranteed income of \$1000, and 63% say they would support a guaranteed income of \$500.
 - The most popular components of the program are the fact that the program would be phased out if the income increases above the qualifying threshold, alongside the check amounts themselves.
 - Over half of voters say they would be willing to support a national guaranteed income check of \$300 a month, \$500 a month, and \$800 a month. Half of voters (50%) say they would support a guaranteed income check of \$1000 a month.
- Simulating an engaged debate over GI programs, including harsh criticisms from GI opponents, only narrowly detracts from initial levels of support, and barely impact levels of opposition at all. After hearing arguments from both sides of this issue, support stands at 59% (including 43% strong support) and opposition at 35% (including 26% strong).
 - Of the two positive frames tested, the differences are minor and even with our large N size do not rise to the level of statistical significance. With that caveat in mind, the *slightly* superior version looks to be the one anchored on examples of GI successes in cities and counties around the country (59% support, incl. 44% strong support, to 36% oppose), though again the differences are very modest between that framework and one that emphasizes the positive effects of GI programs on families and children (59% support, incl. 41% strong support, to 35% oppose).
- By the end of the survey, after voters have heard the engaged debates over GI as well as our additional arguments in support (i.e., simulating disproportionate messaging on our side), support for creating a federal GI program moves up to 64% overall, including a 52% majority of voters who support it strongly. This represents a 2-point increase in overall support from the beginning of the survey, but a more significant 7-point increase in intensity of support. This is a level of movement, especially with our sample size, that is broad enough we will be able to analyze it in detail and offer direction on target audiences for MGI's outreach and communications efforts.



- As just two examples: among independent voters, we see an 8-point shift in overall support and a 10-point shift in intensity of support (66% support, including 54% strong support), and among battleground state voters, we see an 5-point shift in overall support and an 11-point shift in intensity of support (69% support, including 55% strong support).

Economic concerns

- When it comes to the matter of funding a federal guaranteed income program, voters are much more partial to the idea of closing tax loopholes and making sure that the wealthiest corporations and wealthiest 1% are paying their fair share of taxes to help close the massive wealth gap in the country (70% more favorable, including 44% much more favorable) than they are to the idea of paying for a GI program by creating a sovereign wealth fund to distribute money received from shared national resources, in the vein of The Alaska Permanent Fund (58% more favorable, including 25% much more favorable).
- Voters see GI programs as meeting a pressing set of needs. Fully 72% of voters agree that “many people in this country aren't getting the help that they need to succeed and get ahead,” including a 51% majority of voters who strongly agree with that statement.
 - The predominant economic concerns for voters are inflation and the cost of living. Nearly half of all voters identify this is one of the top two issues for them. An overwhelming 73% of voters rate themselves between 8 and 10 on scale of concern, where a 10 means very concerned about the cost of living. Food and grocery expenses are the most concerning cost for voters (61%), followed by housing costs (35%).
 - Majorities of voters are very concerned that over half of Americans are unable to afford a \$1,000 emergency expense (63%), that one-third of Americans have nothing saved for retirement (61%), and that, in the last decade, the median home price rose roughly 30% and incomes crept up just 11% over the same time period (60%). While these points are not arguments in and of themselves, they are key pieces of information to emphasize as we seek to build—and strengthen—support for GI programs across the country.
 - Slightly narrower majorities are very concerned that the wealth gap between America's richest and poorer families more than doubled from 1989 to 2016 (57%), the national

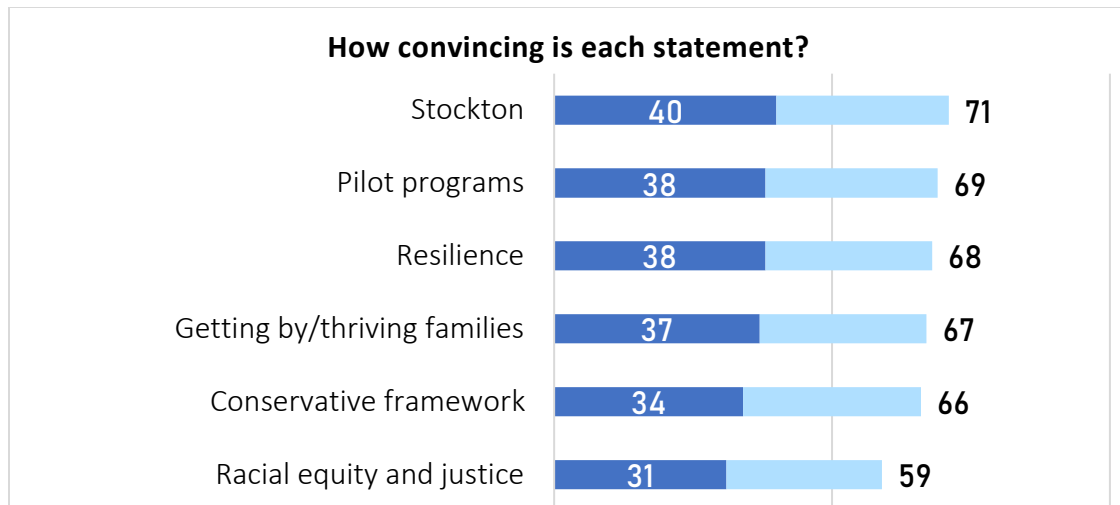
minimum wage hasn't changed in 14 years (55%), and that almost 40% of American households have credit card debt (50%).

- The division among Republican voters on a federal GI program notwithstanding, there is a bi-/cross-partisan consensus among voters that “both parties need to work together to address the high cost of living,” as well as “the high cost of housing”. Fully 77% of voters strongly agree with the first statement and 74% strongly agree with the second, including overwhelming majorities across partisan subgroups.
 - More than two-thirds of voters (69%) also strongly agree that “most Americans just want to be able to work a good paying job and provide for their families” and slightly smaller majorities (55%) strongly agree that “the majority of Americans are struggling to make ends meet” and that “all Americans deserve a basic income” (52%).
 - Notably, while this last statement garners overwhelming majorities of all major subgroups—including Republicans—agreeing with it overall, intensity (i.e., strong agreement) is more limited among whites, rural voters, and GOP voters. A narrow majority of independent voters, however, do strongly agree with that statement (52% strongly agree, 66% overall agree), and the same can be said for voters in battleground states as well (51% strongly agree, 72% overall agree).
 - Voters also exhibit strong support for reinstating the expanded Child Tax Credit. Comparing the Child Tax Credit to a guaranteed income does not impact results much, as 68% of voters say they would favor bringing back the CTC without a GI comparison, and 69% of voters say they would favor bringing back the CTC with a GI comparison. However, intensity of support is higher when the GI comparison is explicitly made (39% strongly support with the comparison vs. 34% strongly support without).

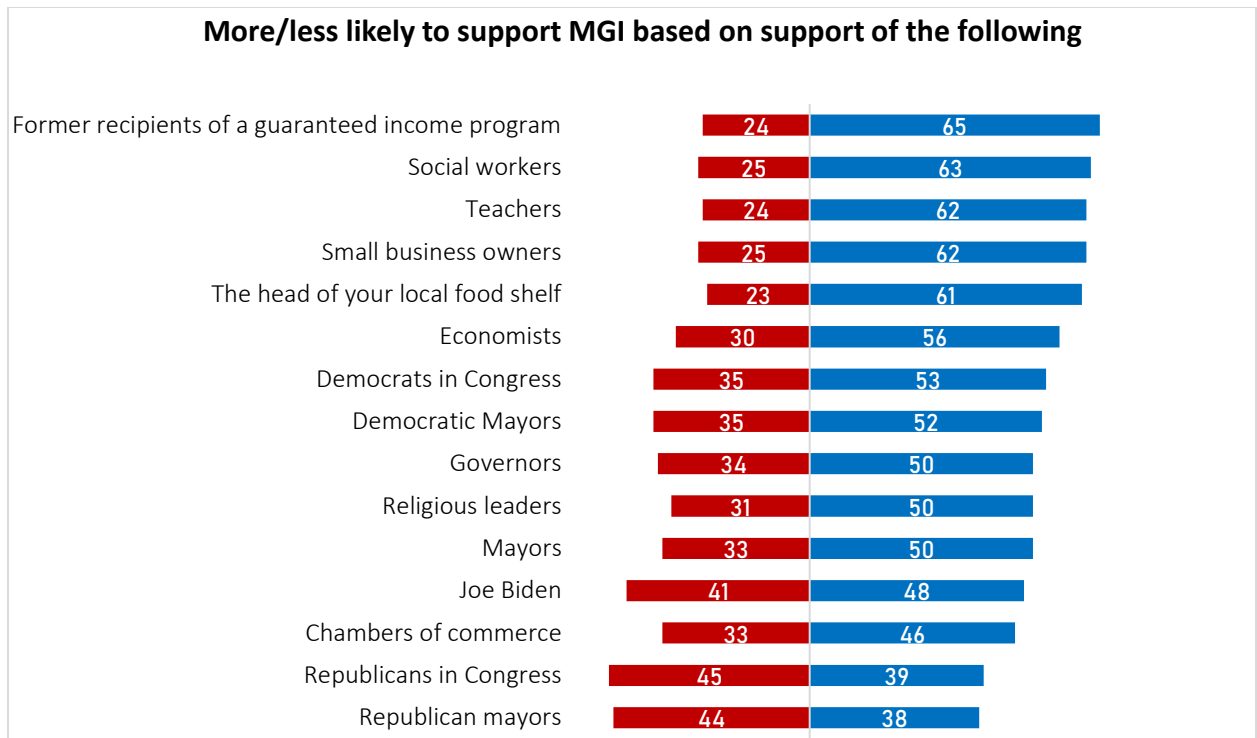
Messaging and Messengers

- Messages in support of the federal government putting in place a GI program generate broad reach among voters, with all but one resulting in at least two-thirds of voters rating them as “convincing”. The most resonant arguments tend to focus on: the Stockton example as but one example of many GI successes across the country (“Stockton”: 71% convincing, including 40% very convincing); the role that GI plays in helping families be resilient in the face of financially stressful life events (“Resilience”: 68% convincing, including 38% very convincing); and the success of GI pilot programs more generally, in over 100 cities across the country, to enhance recipients' financial stability by enabling them to use funds where they need them most (“Pilot Programs”: 69% convincing, including 38% very convincing).²

² Messages can be found in appendix of memo



- Only slightly less persuasive to voters are an argument that emphasizes the conservative case for GI, in particular positing GI as representing a commitment to families to help parents meet the challenges they face as they strive to provide every opportunity available to their children (“Conservative Framework”: 66% convincing, including 34% very convincing) and an argument that explicitly leans into racial disparities in American families’ median wealth and the role that a national GI program could place in reducing the racial wealth gap (“Racial Equity and Justice”: 59% convincing, including 31% very convincing).
 - Notably, these two messages do not appear to perform any better among the groups of voters they might be targeted toward—i.e., Republicans in the first case and Black and Latino voters in the second.
- The only other caution coming out of the message testing in this study is that the levels of intensity behind even the best-testing arguments (i.e., the percentages of voters rating them “very convincing”) are a little more subdued than we would like to see, even falling slightly below levels of “strong support” on the ballot questions. These are matters we may have to wait for the focus groups to interrogate—and understand how to reconcile—more fully.
- When it comes to potential messengers for a federal guaranteed income program, voters are most interested in hearing from a mix of spokespeople, including: former recipients of GI programs (65% of voters would be more likely to support the proposal based on their backing of it, including 38% who would be much more likely); teachers (62% more likely, incl. 35% much more likely); social workers (63% more likely, incl. 34% much more likely); and the head of your local food shelf (61% more likely, incl. 32% much more likely).



- A second tier of messengers, some of them more apt for target audiences, includes: small business owners (62% more likely, incl. 29% much more likely); Democratic Mayors (52% more likely, incl. 28% much more likely); economists (56% more likely, incl. 28% much more likely); Democrats in Congress (53% more likely, incl. 30% much more likely); Governors (50% more likely, incl. 23% much more likely); mayors, also irrespective of their partisanship (50% more likely, incl. 22% much more likely); religious leaders (50% more likely, incl. 23% much more likely); and Chambers of Commerce (46% more likely, incl. 20% much more likely).
- Voices in support of GI that would meet decidedly more mixed receptions include: Joe Biden (48% more likely vs. 41% less likely); Republicans in Congress (39% more likely vs. 45% less likely); and Republican mayors (38% more likely vs. 44% less likely). Predictably, the appeal of these individuals and groups are limited to their partisan bases.
- Finally, this issue could well become a criterion for voters as they consider candidates for federal office. A 59% majority nationwide report they would be more favorable toward their Senators and Members of Congress if they supported implementing a national guaranteed income program, compared to just 28% who would be less favorable, and 13% who say it would not make any difference.

Appendix

[STOCKTON] Because of pilot programs all over the country, we already have many examples of how successful guaranteed income programs can be to raise families out of poverty and set them on the path to success. In Stockton, California, 125 residents were given a \$500 monthly stipend with no strings attached for 24 months. Not only did recipients' quality of life improve, but researchers found that the number of full-time workers increased by a third by the time the program was over. (81 words)

[PILOT PROGRAMS] The best way to narrow the wealth gap and foster stability is by providing direct cash payments to struggling Americans. In over 100 cities, guaranteed income pilot programs have enhanced recipients' financial stability by enabling them to use funds where they need them most: essentials like clothing, food, housing, transportation. Participants have been able to invest in their long-term economic well-being by taking a class to improve job skills, saving to start a small business, or eliminating old debts. (80 words)

[RESILIENCE] Economic insecurity isn't a new challenge or a partisan issue. Wealth and income inequality, which have long plagued our country, continue to grow. The COVID-19 pandemic exposed how many Americans are close to the brink and lack sufficient resources to weather emergencies. In fact, a recent report found that 57% of Americans can't afford a \$1,000 emergency expense. A guaranteed income provides families the ability to be resilient in the face of financially stressful life events, including unemployment, divorce, disability, or health problems. (83 words)

[GETTING BY/THRIVING FAMILIES] Every family in America deserves the opportunity to thrive, but unfortunately, too many families are barely making ends meet – parents are uncertain about their ability to cover all their bills, provide their children with the opportunities they need to succeed, or even afford essential necessities such as food and heating. Implementing a national guaranteed income program would not only help families get by but also empower them to truly thrive. (70 words)

[CONSERVATIVE FRAMEWORK] American families are facing greater financial strain, worsened by inflation. Marriage and birth rates are at an all-time low because many families cannot afford to raise children. Government programs often force families to spend money the way the government wants, not what's best for the individual family, and millions of families have been left behind. A guaranteed income represents a commitment to families to help parents meet the challenges they face as they strive to provide every opportunity available to their children. (82 words)

[RACIAL EQUITY AND JUSTICE] In 2016, The median wealth for white families was 10 times that of Black families and eight times that of Hispanic families. A national guaranteed income would be one of the most effective ways to reduce the racial wealth gap, as it would give historically disadvantaged communities additional resources to succeed. Dr. Martin Luther King, Jr., called for direct cash payments, with the understanding that economic equality was a part of the civil rights movement. (75 words)