

Invest in America's Future

Swing voters support plan for broad investment

Swing voters overwhelmingly support a plan to invest more in clean energy, affordable health care for all, and education when it is paid for by rolling back tax breaks for corporations and the wealthy. Support for this investment agenda will be strongest and best survive attacks when it includes measures to increase government accountability and when the tax cut rollback leaves enough funds to reduce the deficit.

On June 26, USAction and USAction Education Fund released the largest poll of swing voters done this year. “Swing Nation,” conducted by Anna Greenberg of GQR Research with assistance from Guy Molyneux of Hart Research, polled 613 of the “swingiest” likely voters in 66 swing districts and eight states. These voters will decide the nation's near-term political destiny.

Swing voters are even more ready than we thought to make these critical investments in America's future – and they are willing to roll back tax breaks for the wealthy in order to pay for them while reducing the deficit.

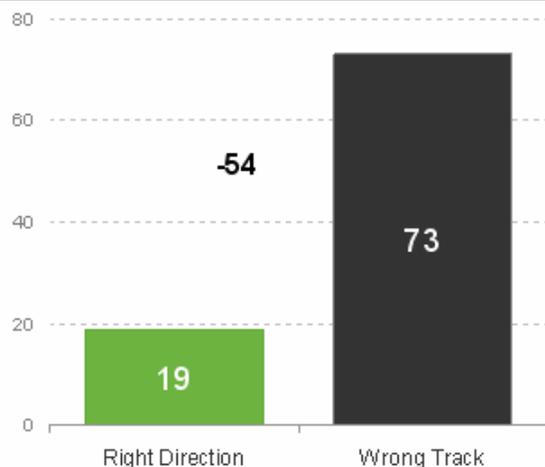
We already know that millions of self-identified progressives and liberals support this agenda. **The poll shows that a bold plan of new investments in opportunity and prosperity for all Americans – our own issue agenda of increased investment in education, health care and clean energy – can win the support of two-thirds of Americans.**

The poll is a road map to winning active, majority support for the implementation of an investment agenda that will create a government that works for all of us.

Key findings:

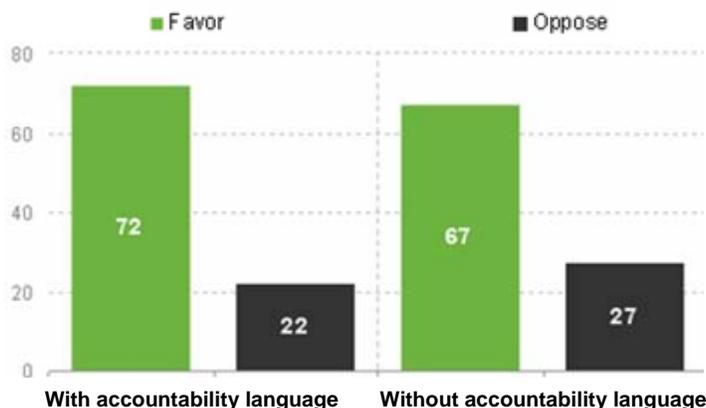
- **Swing voters want change, badly.** They aspire to achieve the American dream and secure a better future for their children.
- **Swing voters embrace an agenda of investment and change by wide margins;** support for this framework of more investment in clean energy, affordable health care and education is stronger than other traditional progressive frameworks.
- **Swing voters support financing these investments by rolling back tax breaks** for corporate special interests.
- **Swing voters want an accountable government** that brings down the deficit while also making needed investments at home. Addressing swing voters' concerns about promoting self-reliance and the current government's fiscal mismanagement and misplaced priorities make the investment agenda even stronger.

Generally speaking, do you think that things in this country are going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?



Accountability Language Makes Support for Investments Even Stronger

"Let me tell you about something called the [plan]. Under this plan, government will invest more money to expand access to quality child development and preschool programs that help kids start school ready to succeed, will strengthen public schools, expand college aid will provide access to high quality, affordable health care for all. This plan will also provide all Americans access to free high speed Internet and promote safe, clean energy to help end our dependence on oil. In order to pay for the plan, it would eliminate recently passed tax cuts for corporations and those earning over \$200,000 per year [and include new measures to hold government accountable and reduce corruption and waste]. Having heard this, do you favor or oppose [plan]?"



Issue Agenda Holds Up Even After Attack

"Now let me read you some/other statements about the [plan]. After I read these statements, please tell me how convincing you find each statement as a reason to OPPOSE the plan. A ten would mean you find the statement very convincing. A zero would mean you find the statement not at all convincing. You can use any number from zero to ten."

Statement	Percent 8 - 10
Right now we are running a deficit of nearly \$500 billion dollars a year; we simply can not afford a dramatic increase in government spending.	51
As Americans, we need to learn again how to do more for ourselves and not rely on big government programs to help us improve our own lives.	47
This program sounds nice, but the fact is government cannot be trusted to spend this money wisely; the U.S. Senate recently passed a bill spending money that was supposed to go for hurricane relief in New Orleans, but instead it went to a highway project in Hawaii.	42
Right now the burden on American taxpayers has never been heavier and the federal government is setting records on spending; if the answer to our problem was more taxes and more spending, we would not have the problems we have right now.	28
The fact is they might say this agenda will help all Americans, but it will be mostly spent on government bureaucrats, welfare and the poor, and immigrants who just arrived in this country.	28

Total support for agenda (before attack):

Favor: 69%
Oppose: 24%

Revote (after attack):

Favor: 67%
Oppose: 22%

Based on the poll, we know it's time...

It's time for a new direction for our nation

The people running the country have their priorities upside down. Congress has been handing out tax breaks to millionaires and corporations, while cutting education and health care and exploding the deficit, saddling our children with debt. It's time for a bold, new plan for our nation.

It's time to invest in America's future

We can assure Americans a bright future by investing in high quality, affordable health care, improving public education so all our children can achieve the American dream and leading us to energy independence by investing in new energy technology. This plan will pay for itself as these investments grow the tax base by creating new economic activity and by eliminating tax breaks to millionaires and the special interests.

Invest in America's Future

For An America that Works for All of Us

It's time that government worked for all of us

We need to hold our government accountable to all of us, not just the powerful and special interests. The Invest in America's Future plan will include new measures to fight corruption and make sure that our government puts people first.