

TO: Interested Parties
FROM: Hart Research Associates
DATE: September 24, 2021
RE: New Polling Shows Solid Support for Build Back Better among a Key Segment of Base and Persuadable West Virginia Voters

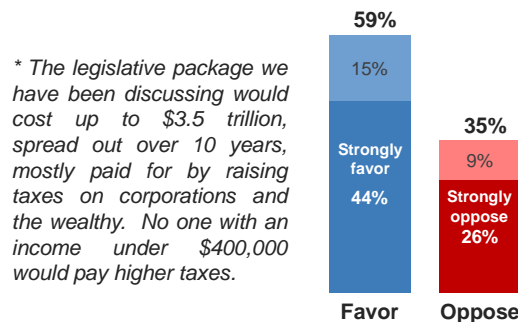
In just-completed research conducted with representative cross sections of 400 voters in West Virginia, we found significant support for the Build Back Better legislative package and key components that would strengthen the middle class and bring jobs back to the United States. The sample is representative of the demographics of West Virginians who voted in the 2020 election, including 232 voters registered as Democrats or that have no party affiliation (NPA). These voters, which we refer to as “communication targets,” represent 56% of the West Virginia electorate and are the focus of this analysis as they will be the key to winning the Senate seat in 2024.

Key Findings

- 1. West Virginia communication targets support the Build Back Better Act by a significant margin** after hearing a brief description of it, including that it would cost \$3.5 trillion spread over 10 years.

Support for BBB Plan after Cost Information*

(among registered Democrats/NPAs)



2. The most effective frames for maximizing support among West Virginian communication targets emphasize how Build Back Better would rebuild the middle class and bring good jobs back to the United States by increasing products built here in America.

- 68% of communication targets rate bringing good jobs back to the United States by making sure more of the products we use in America are made in America as a very important reason to pass the Build Back Better Act.
- 65% of communication targets rate helping rebuild the middle class with jobs that pay enough so that people can support their families as a very important reason to pass the legislation.
- After hearing more about the specific provisions included in the Build Back Better package, the same themes emerge as the important goals: bringing good jobs back to America and rebuilding the middle class.

3. Very significant majorities of West Virginian communication targets favor each of the nine provisions tested. Five provisions garner support from greater than three in four of these West Virginia voters:

- *Rebuilding America's water infrastructure to have cleaner, safer water, delivered more efficiently, and removing hazards like lead in water pipes, while creating good-paying jobs (82% favor)*
- *Ensuring that major public investments include requirements that the products, technology, and materials used are made in America and the jobs provide good pay and benefits (82% favor)*
- *Rebuilding and retooling American manufacturing and modernizing our factories to build more products and clean technology here in the United States (79% favor)*
- *Upgrading and modernizing our schools to save money through energy efficiency and remove toxins from school environments (78% favor)*
- *Strengthening and supporting America's human services workforce, including care providers, front-line healthcare workers, and educators (77% favor)*