

## MEMORANDUM

To: Interested Democrats  
From: Senator Chris Murphy  
Date: November 22, 2024  
Re: Taking On Corporate Power Sells Everywhere

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The 2024 election was a cataclysmic event for the Democratic party. Like many of you, I have spent the past several weeks trying to understand what we got wrong and where we go from here. No one, including me, has all the answers right now, but what we know for certain is that Democrats must reclaim our identity as the party of the working class. Our future success as a party hinges on our ability and our willingness to listen to what voters are telling us.

There are many factors to winning back the majority of lower income voters, but I am confident that one key element is being more purposeful and transparent in talking about power – why corporations and billionaires have too much, and why we, as Democrats, are the only party that is serious about putting that power back in the hands of workers.

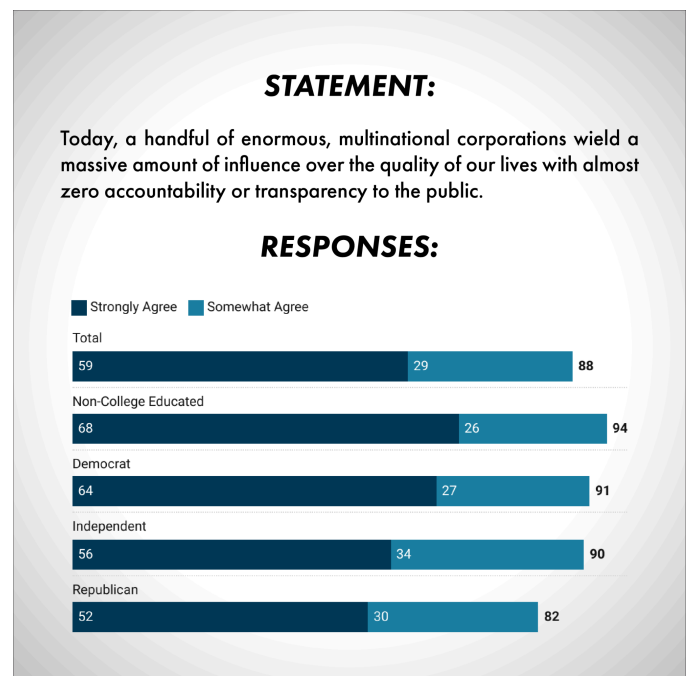
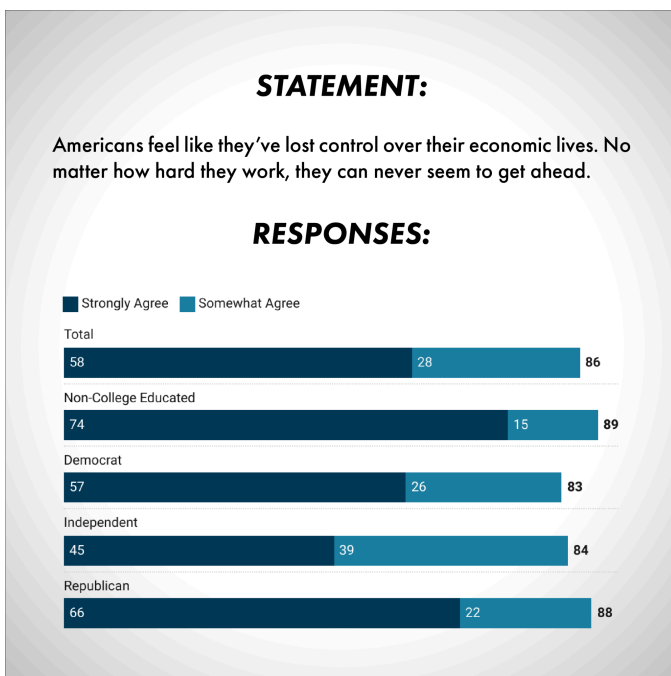
I won re-election to my third term in the Senate by nearly 20 points, outperforming Vice President Harris by 4 points. To some, Connecticut – one of the highest income states in the nation and the bedroom community for Wall Street – may not seem like a place where economic populism would have traction. But it does. And if it sells in Connecticut, it sells everywhere.

This cycle, I used my re-election polling to ask a series of detailed messaging questions around how voters think about consolidated corporate power. I'm sharing the results with you here to demonstrate how a populist message of power deconcentration is a truly unifying message – across income brackets and political ideologies.

### **Toplines:**

- 82% of respondents either strongly or somewhat agree that one of the biggest problems facing America today is that a handful of corporations and economic elites have too much power and the government is doing too little about it.
  - This includes 92% of Democrats, 81% of independents, and 69% of Republicans.
  - 88% of non-college educated voters and 80% of college educated voters net agree with the statement.
- 85% of respondents either strongly or somewhat agree that Americans feel like they've lost control over their economic lives and can't get ahead, no matter how hard they work.

- This includes 83% of Democrats, 84% of Independents, and 88% of Republicans.
- 89% of non-college educated voters and 84% of college educated voters net agree with the statement.
- 88% of respondents either strongly or somewhat agree that a handful of enormous multinational corporations wield a massive amount of influence over the quality of our lives without accountability or transparency to the public.
  - This includes 91% of Democrats, 90% of Independents, and 82% of Republicans.
  - 94% of non-college educated voters and 88% of college educated net agree with the statement.
- 80% of respondents either strongly or somewhat agree that the speed of technological change is dangerous and government needs to step in to regulate against abuses by the big, profit-driven technology companies.
  - This includes 85% of Democrats, 77% of Independents, and 76% of Republicans.
  - 79% of non-college educated voters and 88% of college educated voters net agree with the statement.



Results from our internal polling, some of which are shown above, clearly demonstrate that Democrats, Republicans, and Independents agree the government isn't doing enough to take on corporate power.

This message performs well across party affiliation because **everyone** feels like their economic life is out of their control. Republicans understood that point, exploited it, and expanded their base by historic margins. On the campaign trail, Republicans like to talk a big game about economic populism, but when they're in power, they prioritize passing tax cuts for their billionaire friends and corporate donors. Democrats have the opportunity to call Republicans on their bluff and prove to the American people that we are the ones on the side of the workers. But that's only possible if we have the courage to pick fights with powerful corporations and billionaires and fight against the status quo.

**Methodology:**

*Survey of 1,000 registered voters likely to vote in the 2024 election in Connecticut. The margin of error on the total sample of 1,000 is +/- 3.1%. Fielded June 16 – June 26, 2024.*

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