

STRONG FLOOR, NO CEILING

THE AMERICA VOTERS WANT TO LIVE IN
NATIONAL, SWING DISTRICT, AND SWING STATE TEST



OUR APPROACH

Slingshot Strategies conducted online surveys of likely voters in three separate samples from June 11-15, 2026. The national sample included 1,005 likely voters with a margin of error of ± 3.3 percentage points. The House swing district sample included likely voters in AZ-06, NY-17, MI-07, and VA-02, ranging from 262 to 301 respondents per district, with a margin of error of ± 6.7 to ± 7.1 percentage points. The Senate swing state sample included likely voters in Alaska, Iowa, Maine, Michigan, North Carolina, Ohio, and Texas, ranging from 301 to 317 respondents per state, with a margin of error of ± 5.9 to ± 6.6 percentage points. All samples were weighted by gender, age, race, education, 2024 vote recall, and 2020 vote recall to match population demographics.

SFNC: A PLATFORM THAT IS COMPETITIVE EVERYWHERE

- The core of our test was a comparative ballot nationally, in House swing districts, and in Senate swing states comparing the performance of a "Strong Floor, No Ceiling" Democrat to the generic ballot as it currently stands. We found that **SFNC produces net Democratic margin improvement in every competitive geography tested**. Nationally, **SFNC moves a generic D+7 margin to D+9, worth 13 House seats**. SFNC adds an average of 5.8 points to the Democratic margin across the red-to-blue House swing districts, and adds an average of 3.3 points to the Democratic margin across the Senate swing states.
- The four-word SFNC slogan tests well, scoring +20 appeal nationally. But even more powerfully, when voters hear a full sentence of the SFNC message net appeal reaches +42 nationally, **and every single key state and district clears +36, peaking at +56 in NY-17 and +57 in VA-02**. More than just a slogan, once voters hear what SFNC means it is among the **strongest Democratic messaging tested in years**.
- SFNC either ties or outperforms "You Deserve Better" and "Three C's" in most geographies, generates stronger party favorability lift, and carries no meaningful association with figures that suppress Democratic numbers in competitive geographies. **Roughly 70% of the electorate either already accepts the SFNC frame or is persuadable toward it.**

SFNC STRONG ON AWARENESS AND APPEAL

- "Strong Floor, No Ceiling" is gaining traction with voters, with **awareness of the slogan doubling since March** across tracked geographies and audiences with **no outreach spending whatsoever**. Among persuadables, awareness and visibility climbed from +9 to +19, a 10-point jump in three months.
- Among those who have heard the slogan, **21% of national respondents say they encountered it on social media, 16% via a television news show or interview, and 12% through a television ad**. Voters who have encountered the slogan view it as a positive message by wide margins (+40 in swing districts, +37 in swing states).
- **SFNC's upwards organic awareness trajectory is consistent across all four swing House districts**, with VA-02 showing the sharpest rise, gaining 17 points. Michigan statewide numbers jumped from +10 to +17, and in the swing district of MI-07 awareness went from +11 to +15, as the slogan gains traction with voters.

HAVE HEARD “A LOT” OR “SOME” ABOUT “STRONG FLOOR, NO CEILING”

- National

AZ-06

MI-07

NY-17

VA-02

Persuadables

Texas

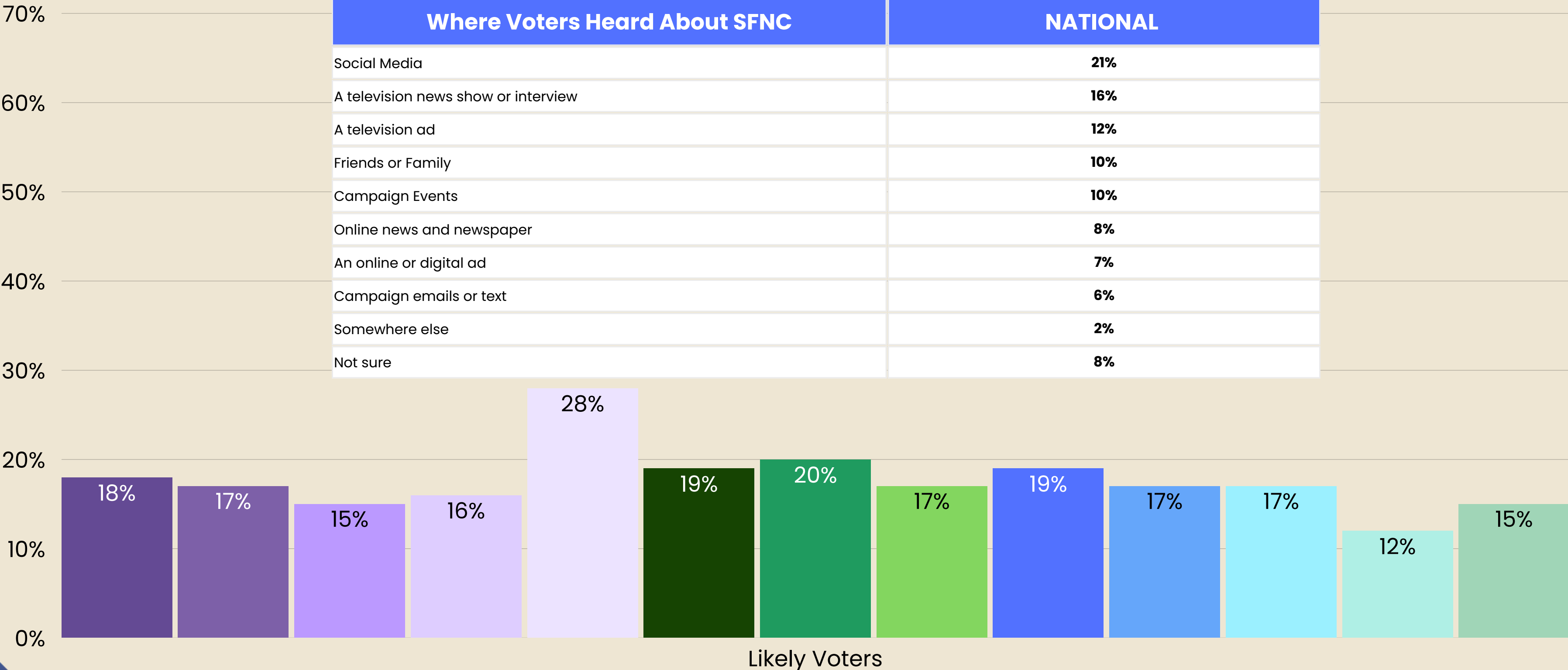
Ohio

North Carolina

Maine
- Michigan

Iowa

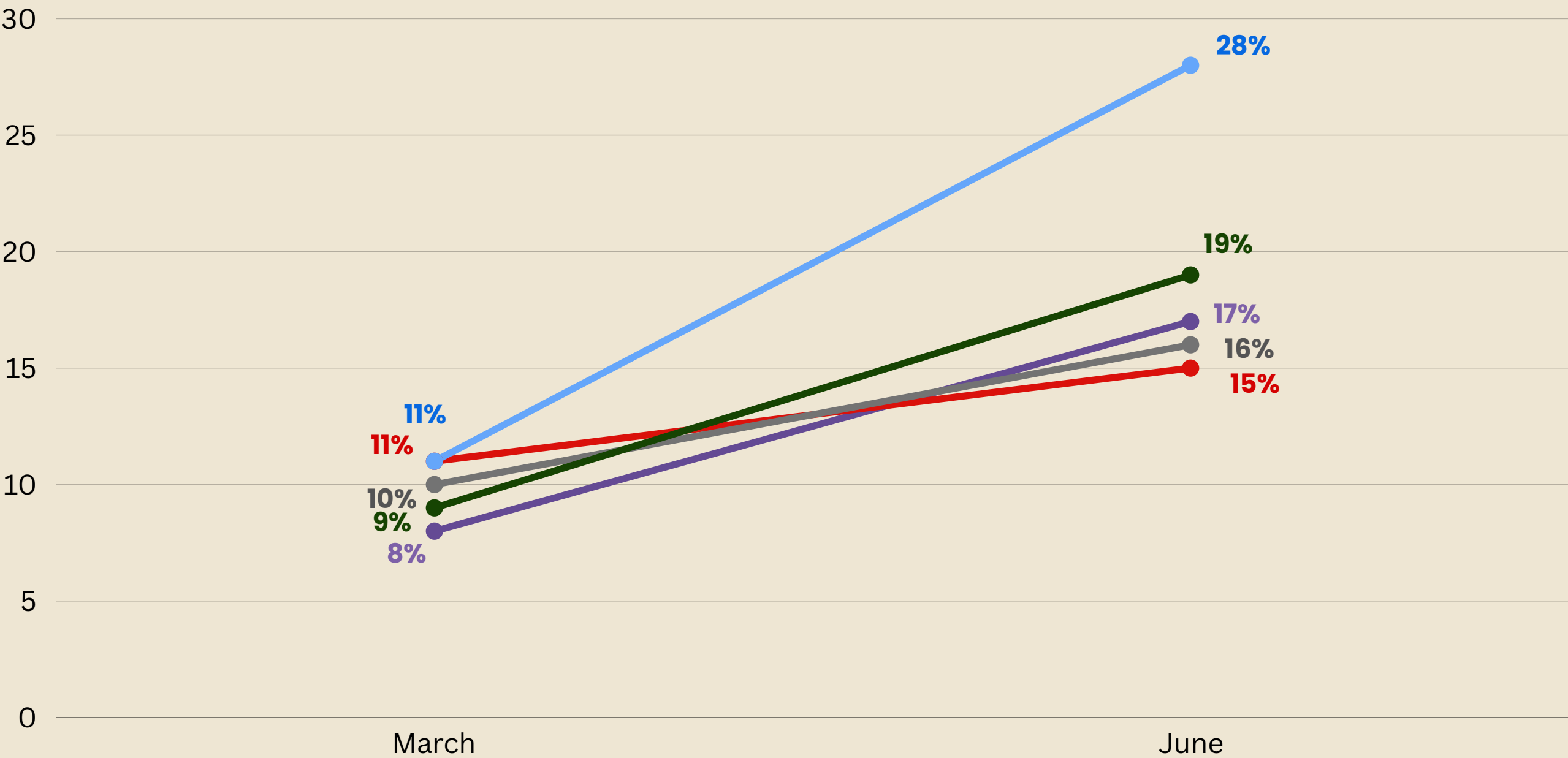
Alaska



SFNC AWARENESS OVER TIME

(TRACKED GEOGRAPHIES + AUDIENCES ONLY)

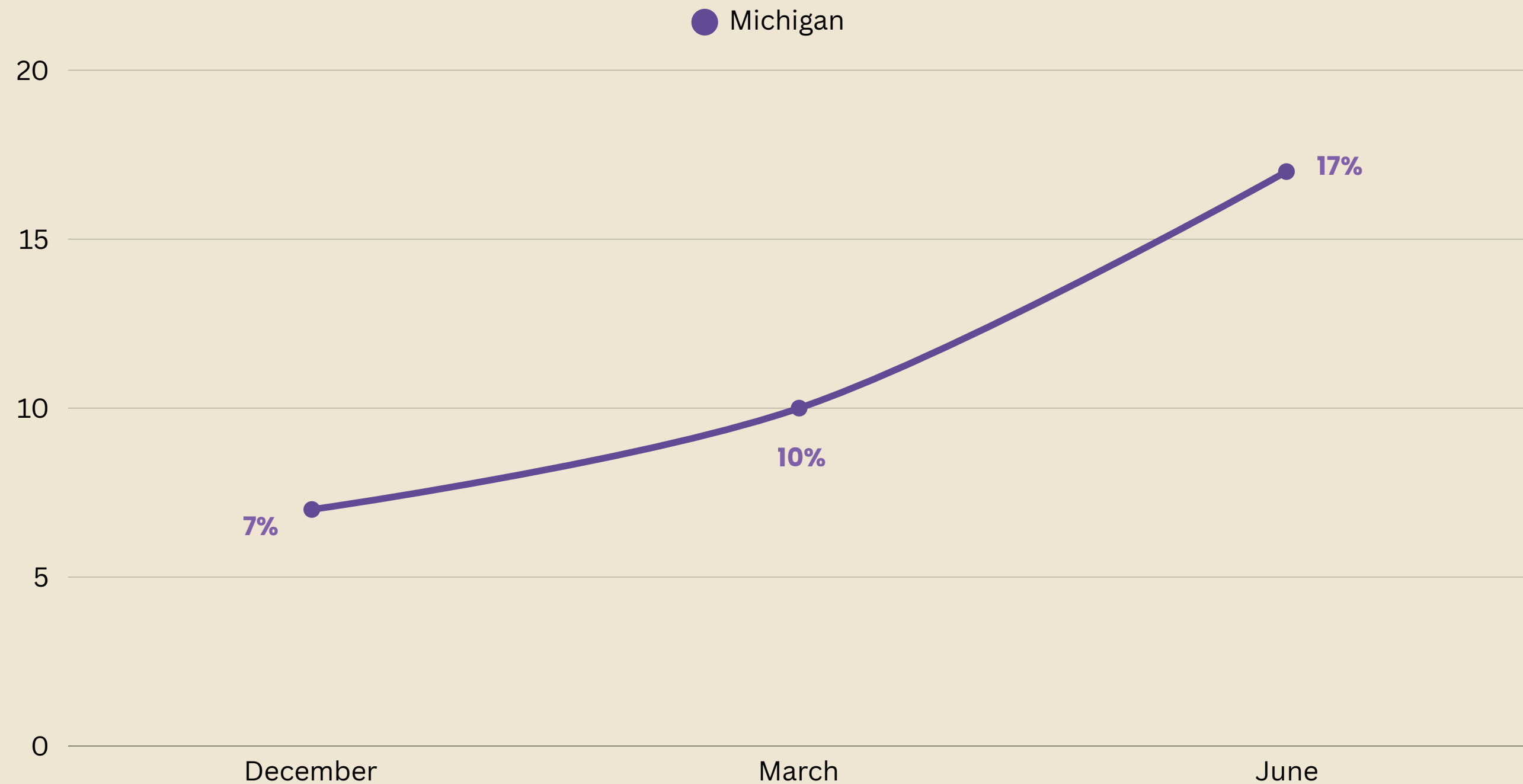
AZ-06 MI-07 NY-17 VA-02 Persuadables



***With no
spend,
education,
or outreach**

SFNC AWARENESS OVER TIME

(TRACKED GEOGRAPHIES + AUDIENCES ONLY)



***With no
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SFNC: SLOGAN VS. PLATFORM

"Strong Floor, No Ceiling" posts positive net appeal scores nationally (+20) and among persuadables (+13), with even stronger numbers across swing House districts (+22) and Senate states (+21). But once the slogan becomes a bona fide platform, with the promise that America must provide a solid foundation of opportunity so no one falls behind and a limitless horizon so everyone can rise as high as their hard work takes them, appeal surges to +43 nationally and +40 among persuadables, a jump of more than 20 points. The slogan opens the door, but the platform secures support.

How appealing is this slogan to you ?	National	National Persuadables	House Swing District Average	Senate Swing State Average
Strong Floor, No Ceiling: Lift Everyone. Limit No One.	+20	+13	+22	+21
Below are several short descriptions that describe different approaches to politics within the Democratic Party. How appealing is each description to you?				
[SFNC] "America must provide a solid foundation of opportunity so no one falls behind and a limitless horizon so everyone can rise as high as their hard work takes them"	+43	+40	+38	+39

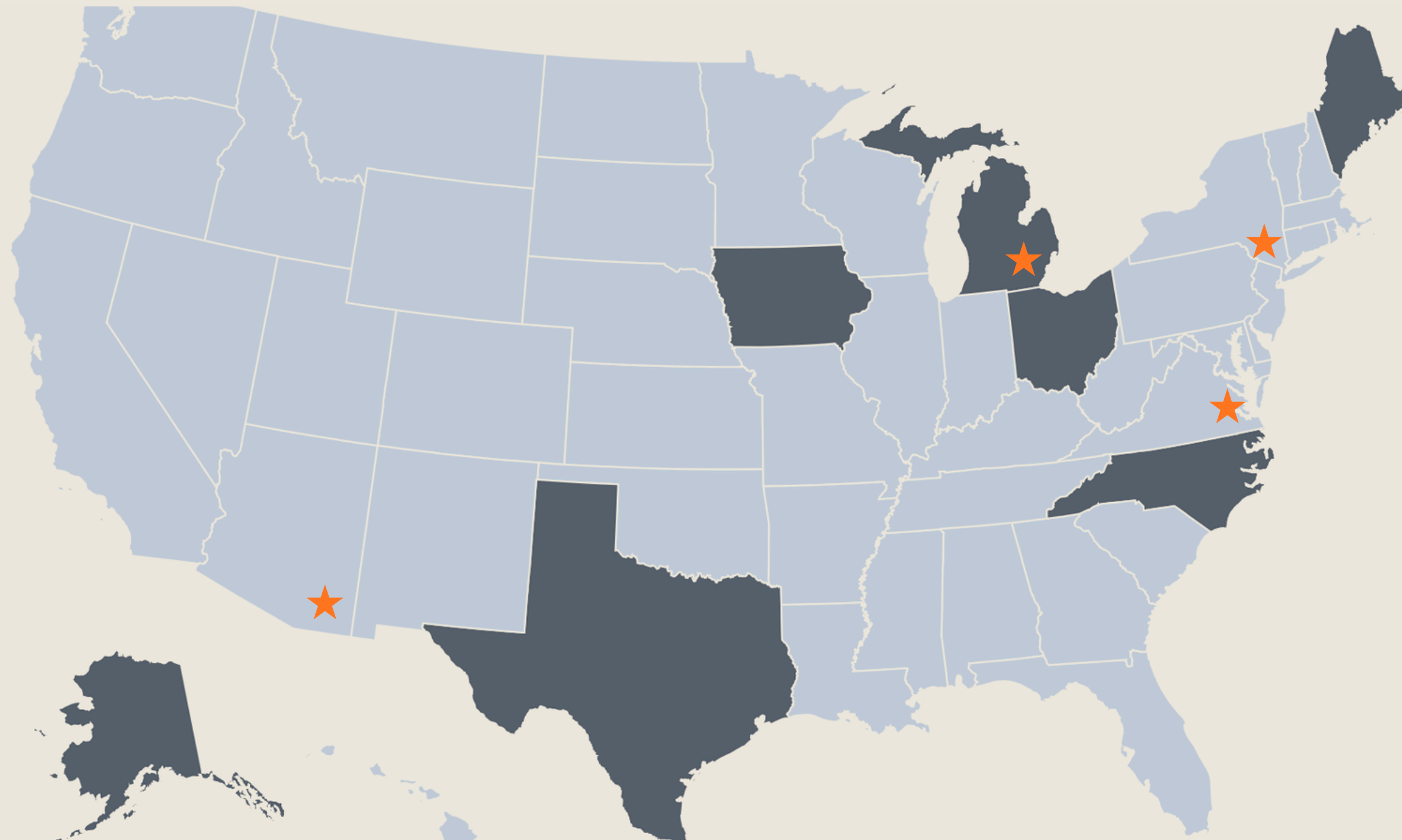
"Strong Floor, No Ceiling: Lift Everyone. Limit No One."

How appealing is this slogan to you?

+20 Nationwide
Net Appealing

+22 House Swing Districts
Average Net Appealing

+21 Senate Swing States
Average Net Appealing



This November, there will be midterm elections everywhere in America. If the election were today and the choice were between a Republican and a Democrat, how would you vote?

National

National
Persuadables

House
Swing
District
Average

Senate
Swing
State
Average

Generic Democrat:
Dem Margin

+7

-3

+7

+4

SFNC Democrat:
Dem Margin

+9

+4

+13

+7

When voters were asked whether they would choose a Republican or a Democrat in this November's midterms, **a Democrat running on "Strong Floor, No Ceiling" outperforms a generic Democrat with key voter segments and across every geography tested.**

An **SFNC Democrat posts a +9 national margin compared to +7 for a generic Democrat, worth an additional 13 House seats according to current projections.**

SFNC improves the ballot over a generic Democrat by 7 points with persuadables and points in House Swing Districts.

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National

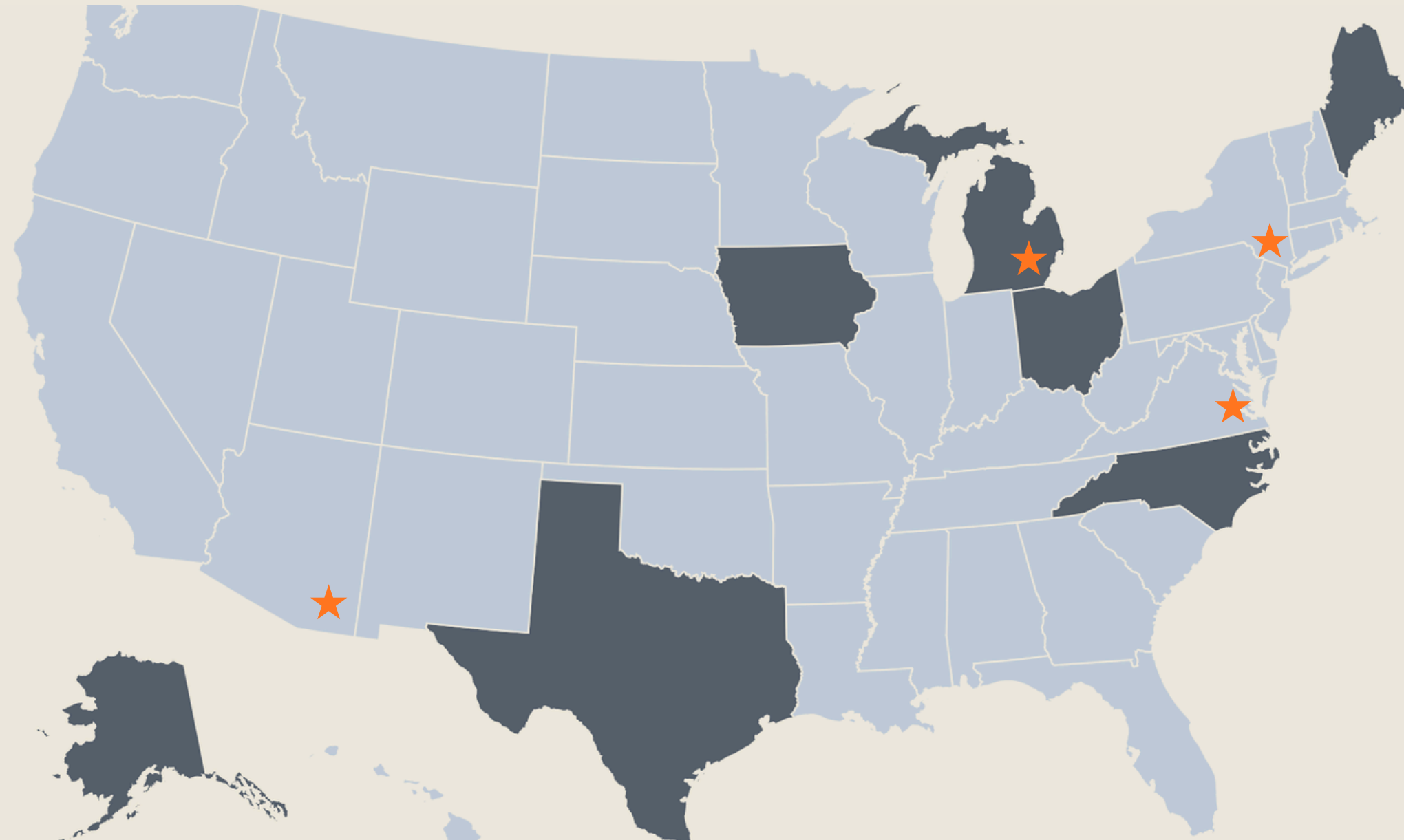
GENERIC Dem Margin +7
SFNC Dem Margin +9
SFNC Difference +2

House Swing Districts

GENERIC Dem Margin +7
SFNC Dem Margin +13
SFNC Difference +6

Senate Swing States

GENERIC Dem Margin +4
SFNC Dem Margin +7
SFNC Difference +3



**This November, there will be midterm elections everywhere in America.
If the election were today and the choice were between a Republican
and a Democrat, how would you vote?**

Democratic Margin *by Swing District Polled**

AZ-06

GENERIC Dem Margin +5
SFNC Dem Margin +8
SFNC Difference +3

NY-17

GENERIC Dem Margin +9
SFNC Dem Margin +20
SFNC Difference +11

MI-07

GENERIC Dem Margin +6
SFNC Dem Margin +13
SFNC Difference +7

VA-02

GENERIC Dem Margin +8
SFNC Dem Margin +10
SFNC Difference +2

***This November, there will be midterm elections
everywhere in America. If the election were today and
the choice were between a Republican and a Democrat,
how would you vote?***

*Democratic Margin by Senate Swing States Polled**

IOWA

GENERIC Dem Margin -2
SFNC Dem Margin +6
SFNC Difference +8

MAINE

GENERIC Dem Margin +18
SFNC Dem Margin +13
SFNC Difference -5

TEXAS

GENERIC Dem Margin -3
SFNC Dem Margin +4
SFNC Difference +7

MICHIGAN

GENERIC Dem Margin +12
SFNC Dem Margin +11
SFNC Difference -1

ALASKA

GENERIC Dem Margin -3
SFNC Dem Margin +4
SFNC Difference +7

OHIO

GENERIC Dem Margin +2
SFNC Dem Margin +4
SFNC Difference +2

NORTH CAROLINA

GENERIC Dem Margin +5
SFNC Dem Margin +10
SFNC Difference +5

Below are several short descriptions that describe different approaches to politics within the Democratic Party. How appealing is each description to you?	National	National Persuadables	House Swing District Average	Senate Swing State Average
[SFNC] “America must provide a solid foundation of opportunity so no one falls behind and a limitless horizon so everyone can rise as high as their hard work takes them”	+43	+40	+38	+39
[YDB] "Democrats have a simple message for the American people: You Deserve Better."	+31	+25	+24	+26
[THREE C's] “Democrats stand for the Three “C”s: we will lower your costs that have gotten out of control, protect our health care for everyone, and stop Trump’s rampant corruption”	+28	+19	+24	+26

When voters are presented a description of each platform and asked which they find most appealing, **SFNC outperforms both the You Deserve Better platform and the Three C's across geographies and voter segments.**

Nationally, the SFNC platform nets +43 on appeal — **12 points ahead of You Deserve Better (+31) and 15 points ahead of the Three C's (+28).** The gap widens among national persuadables, where SFNC's +40 outperforms YDB by 15 points and the Three C's by 21 points. In House swing districts, SFNC (+38) outperforms both YDB and the Three C's (each at +24) by 14 points.

And across Senate swing states, SFNC (+39) leads YDB (+26) and the Three C's (+26) **by 13 points.**

REPUBLICAN REBUTTALS

Does this Republican response make you more or less favorable towards "Strong Floor, No Ceiling" as a slogan for Democrats?	National Net More/Less Favorable
"I think it's fantastic policy, frankly, as a matter of talking about wanting people to succeed and seeing the "No Ceiling" part of it, it's great. My concern is that you have a lot of Democratic politicians that are using that as a phrase, without focusing on outcomes instead of the intentions behind them. We're seeing too many people talking about throwing money at something, like billions of dollars on homelessness only to see it get worse. What we need for America is if we're going to have faith in institutions, we need those institutions to work. If you could grab the farthest left reaches and bring them back towards the center, you will have succeeded."	+16
"The rich already pay their fair share. In fact, they actually pay more. And the safety net is pretty good in this country; people are ripping it off left and right. We have the richest poor people in the world. That is a fact. The idea that you're going to demonize rich people and somehow make people's lives better and make things more affordable, it's disproven time and time again. You talk about 'we need to have a floor' like there's no floor. Hell, you made America into a floor by pushing down any potential for excellence, we all had to be the same. So now we have 'no ceiling,' we don't have a ceiling because you made the ceiling the floor."	+4

"Strong Floor, No Ceiling" was tested against two Republican rebuttals. The substantive attack questioning whether Democrats can deliver **outcomes increased net favorability toward the slogan by +16 nationally. Even the sharper class-warfare attack nets +4.** In both cases, voters came away with a more favorable impression of the slogan after hearing the opposition's arguments against it.

A slogan that grows stronger under attack is close to ideal for a high-volume paid media environment, **and SFNC passes that test.**

THANK YOU

IT'S TIME TO STOP SHOUTING AND START
BUILDING. IF YOU WANT TO BELIEVE IN
AMERICA AGAIN, START HERE.



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