

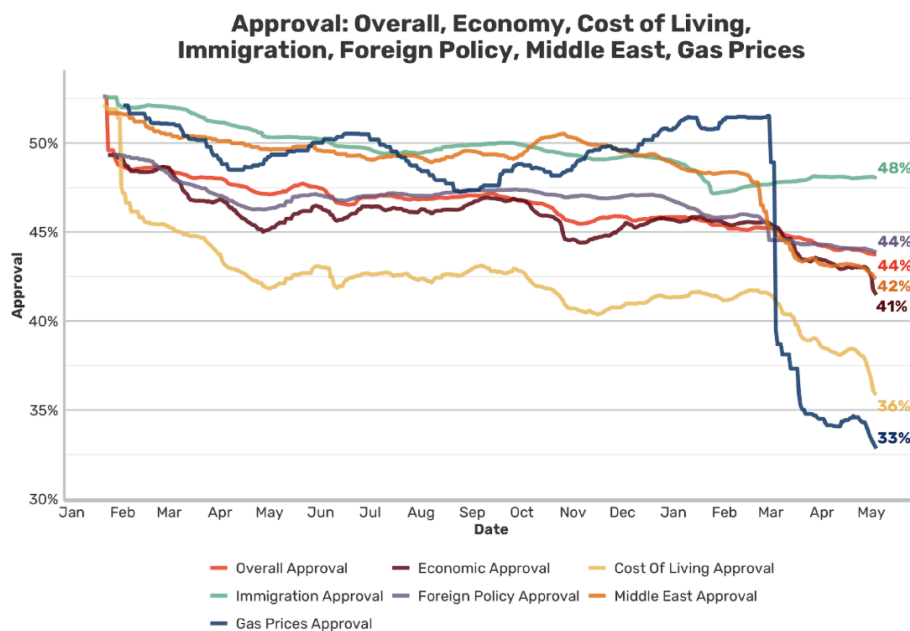
From: Blue Rose Research  
To: Interested Parties  
Subj: New Research on Gas Prices  
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Between May 1-4, Blue Rose Research tested 21 unique messages (19 Democratic and 2 Republican) on gas prices. These messages were tested via web panel among 5,474 respondents to see how effective they were at moving voters to support a Democratic candidate.

The top performing messages highlight the personal cost of rising gas prices. Everyday Americans are cutting back on necessities as costs rise, and pay more at the pump because of Donald Trump's leadership. Additionally, these messages emphasize that Trump promised to lower costs, but he has failed to deliver. This aligns with our message testing previously shared on March 16th that had similar findings.

- **"Trump's Iran war is hitting American wallets twice":** "Trump's Iran war is hitting Americans twice. Gas is up \$1.50 a gallon, and grocery prices are rising too because trucks run on diesel to deliver your food. **Families are spending hundreds more every month just to drive and eat.** That money has to come from somewhere – and for most families, it means cutting back on everything else." (91st Percentile)
- **Sen. Elizabeth Warren:** "Americans are selling their plasma to pay for groceries and gas. Let that sink in. This is Trump's economy: tax cuts for billionaires, and working people stretching themselves to the brink just to keep the lights on." (87th Percentile)
- **Sen. Elizabeth Warren:** "Trump promised to lower gas prices. Instead, he started a war with Iran that sent oil to over \$4 a gallon—and increasing every day. Working families are paying the price for Trump's war." (86th Percentile)

These findings correlate with our internal tracking of Donald Trump's approval, which found that his approval on gas prices has plummeted since the start of his war with Iran:



Trump's approval on gas prices is also underwater in battleground states: TX (43%), GA (41%), OH (41%), NC (39%), MI (37%), PA (31%).

Percentile ranking is relative to other messages tested on a variety of topics, like inflation, abortion, the economy, and more. The higher the percentile, the more effective that talking point is at moving a voter to support a Democrat. **We recommend utilizing above-average talking points, i.e., those above the 50th percentile.**

### **Democratic Messages Tested**

<b>Message Source</b>	<b>Message Content</b>	<b>Democratic Vote Choice Percentile</b>
"Trump's Iran war is hitting American wallets twice"	Trump's Iran war is hitting Americans twice. Gas is up \$1.50 a gallon, and grocery prices are rising too because trucks run on diesel to deliver your food. Families are spending hundreds more every month just to drive and eat. That money has to come from somewhere – and for most families, it means cutting back on everything else.	91%
<a href="#">Sen. Elizabeth Warren</a>	Americans are selling their plasma to pay for groceries and gas. Let that sink in. This is Trump's economy: tax cuts for billionaires, and working people stretching themselves to the brink just to keep the lights on.	87%
<a href="#">Sen. Elizabeth Warren</a>	Trump promised to lower gas prices. Instead, he started a war with Iran that sent oil to over \$4 a gallon—and increasing every day. Working families are paying the price for Trump's war.	86%
<a href="#">SEIU President April Verrett</a>	Americans voted for lower costs. They did not vote for higher gas prices, another war, or an economy that keeps billionaires cashing in on your hard earned money. Donald Trump's agenda is failing working class American families.	82%
"While you pay more, Big Oil is making record profits"	While you pay over \$4.50 a gallon, Big Oil is making record profits. ExxonMobil, Chevron, and other oil giants are cashing in on Trump's war while working families struggle to fill their tanks. Democrats want to tax those windfall profits and give Americans a rebate at the pump. Trump just looks the other way and lets them keep every cent.	77%
<a href="#">Rep. Sara Jacobs</a>	Any attempts to prolong Donald Trump's reckless, costly, and unnecessary war of choice with Iran are insulting to every American who is paying the price at the gas pump and the grocery store.	75%
<a href="#">House Democrats</a>	Trump's tariffs forced Americans to pay hundreds MORE at the checkout line last year. And now, Americans can expect to pay even more as his reckless war of choice with Iran drives up the price of food and gas.	73%
"Farmers voted for lower costs. Trump let them down"	America's farmers are getting squeezed by Trump's Iran war. Diesel to run tractors is up over 40 percent. Fertilizer prices are soaring because so much of the world's supply ships through the Strait of Hormuz. Higher energy means higher food costs down the road. Farmers didn't vote to go to war with Iran. They voted for lower costs. Trump let them down.	70%
<a href="#">Rep. Brendan Boyle</a>	Gas prices are over \$4.20 and rising, grocery costs are up, energy costs are up, health care costs are up, and what's the Republican plan to address them? Nothing. Zilch. Their only plan is record funding for an out-of-control ICE and Border Patrol.	68%

<a href="#">Sen. Tammy Duckworth</a>	Donald Trump has already spent at least \$25 billion on his unjustified war with Iran that's sending gas and grocery prices through the roof. And now he's asking for another \$200 billion, but he says we have no money for health care.	64%
<a href="#">James Talarico</a>	Gas prices are surging because of this new war in Iran. Democrats are calling for a suspension of the federal gas tax – which would immediately drop the price of gas by 18 cents a gallon. Suspend the gas tax. End the war in Iran. Make life more affordable.	63%
“Gas prices above \$4.50 a gallon are eating gig workers paychecks”	America's gig workers are getting crushed. Uber and Lyft drivers, DoorDash couriers, and home health aides all drive for a living. Gas prices above \$4.50 a gallon are eating their paychecks. These workers have no employer to cover fuel costs – they pay it all out of pocket. Trump's reckless war is stealing money from their wallets every single day.	61%
<a href="#">House Democrats</a>	The national average price of gas is now \$4.46 per gallon, up \$1.48 since the start of Donald Trump's war with Iran. Donald Trump's poor decision making is costing Americans at the pump.	59%
<a href="#">Sen. Ruben Gallego</a>	While the war in Iran rages and working families have seen their prices soar, BP's profits have doubled. Trump's war is making oil companies rich and leaving everyday Americans to fend for themselves.	58%
<a href="#">Gov. JB Pritzker</a>	Every time you fill up your tank, you're paying for Trump's war. \$21.7 billion more – and counting. Republicans are backing Donald Trump, supporting his tariffs, and staying silent while costs go up. American families deserve better.	53%
<a href="#">Rep. Katherine Clark</a>	Gas prices have jumped more than \$1.30 per gallon since the start of Trump's war. But Republicans don't seem to care. They're spending tens of billions of taxpayer dollars on bombs and not a dime to lower costs.	52%
“Diplomacy Could Have Prevented This”	Higher gas prices were not inevitable. Before Trump launched his war, there was a diplomatic path that could have kept the Strait of Hormuz open and oil prices stable. Instead, Trump chose bombs over negotiations, and now Americans pay the price every time they fill their tank. Democrats believe smart diplomacy – not reckless wars – is how you protect American families.	49%
“Small businesses can't survive Trump's reckless war of choice”	Trump's Iran war is crushing small business owners. Truckers, delivery drivers, and shop owners are paying nearly \$5 a gallon for diesel. Those costs get passed on to you at the register. Small businesses create two thirds of all American jobs. They can't survive Trump's reckless war of choice. Our economy needs leaders who protect Main Street, not just Wall Street.	47%
“Donald Trump's Iran war tax”	Every American who fills up their tank this week, buys groceries, or books a flight is paying Donald Trump's Iran war tax. He started the Iran war with no plan, and it is clear he has no plan to end it either. American families are still waiting for relief and still getting nothing from the Trump administration and Republican-led Congress. It's shameful.	41%

### **Republican Messages Tested**

<b>Message Source</b>	<b>Message Content</b>	<b>Republican Vote Choice Percentile</b>
<a href="#">Donald Trump</a>	Even though the average price of a gallon of gas is now \$4.30, you know what? We're not going to have a nuclear weapon in the hands of Iran. The gas will go down. There's so much of it sitting all over the oceans of the world.	30%
<a href="#">Rep. Tim Burchett</a>	Rising gas prices are not Donald Trump's fault. It has to do with the greed of the oil companies. We buy zero oil from Iran. 90% of their oil they sell to China. They're just gouging us. And I blame Congress.	23%