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# Independent Suburban Female Voter

FOCUS

Pushing conservatives to target independent female voters by focusing on issues like economy, crime, and healthcare



Talking Point

CRAFTED

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## The Issue

The 2024 debate between Presidents Trump and Biden revealed the true decline of President Biden in front of 51.3 million viewers whereas previously the media was able to hide or dismiss even gaslighting the American people. Both presidential candidates are the least liked in three decades, but voters now have serious concerns about Biden's ability to govern; therefore, it is imperative that conservatives develop a strategy to reinforce Mr. Trump's positioning with female independent voters, voters that exhibit a wide spectrum of opinions about Donald Trump that shy away from his approach and conduct while recognizing his sound policies.

The other aspect of the issue is the growing cries for Biden to be replaced and the names being floated are female candidates, including VP Kamala Harris. However, voters are revealing the lack of electability by many of the potential candidates with Biden still polling higher than the names put forth. Regardless of what the Democrats decide, we believe the strategy is to continue to polarize Mr. Trump to independent female voters to secure their vote regardless of whether Biden stays in the race or is replaced.

**Independent Suburban Female Voter Defined:** Independent female voters include a wide range of age groups, ethnicities, education, and geography making it difficult to target; however, we can say with certainty that they do not consistently identify with either party but lean left. Justice, peace, and love are priorities until things go off the rails (like in VA when mothers were told they didn't have any rights in the education of their children and drag queen story hours in schools). Moderation, individualism, and civic engagement define this voter. Job opportunity, fair wages, cost of living, including housing affordability, childcare expenses, and education are top priorities. In fact, healthcare affordability and access is the top issue for female independent voters. They believe that a strong, stable economy sets them up for success and ensures their children's future is secure, too.

**The Opposition's Strategy:** Unfortunately, Mr. Trump's past comments and legal troubles are obstacles the opposition can use to remind female independent voters of how distasteful Mr. Trump is as they did in the 2020 election. During the debate and post-debate, the narrative is being presented using unprovable accusations, deception, and lawfare ("losers and suckers" comment from John Kelly that 19 other people present said did not happen, the "good people on both sides" comment that has been debunked by Snopes). Trying to defend Mr. Trump on these issues is a waste of time because it requires the same divisive behavior that independent female voters do not like.

### Strategic Talking Points:

- 1. Words versus Action:** This talking point can be started with a question: Which is more important to you as a voter in determining the character of a candidate—words or actions? Naturally, actions will be most important and an open door to point out the following concerning Biden's actions:
  - a. Biden refuses to acknowledge his granddaughter, Navy Roberts, the daughter of Lunden Roberts and Hunter Biden, and won't give her the Biden name.
  - b. He also refuses to give her Secret Service protection despite her mother receiving death threats.

*This will strip the moral argument concerning Mr. Trump's past comments. Another potential talking point could be the obvious respect and support of Mr. Trump's children in stark contrast to Hunter Biden's moral and legal troubles. Trump had words; Biden has actions.*

**2. Unpresidential Behavior:** The election is boiled down to two choices:

- a. A “presidential” president whose policies led to inflation, war, unprecedented illegal immigration, crime, and over half the US population feeling they are worse off than before.
- b. Or a president whose policies led to unprecedented wealth creation, low inflation, low unemployment, low illegal immigration, and peace through strength on the world stage.

**Key Statistics:** Memorize these for added effect in talking points:

- January 2021 inflation was 1.4% and peaked at 9.1% in June 2022.
- At the height of inflation, the average family spent \$1069 extra a month. Now it is \$784 a month.
- 7.2 million illegal immigrants have entered the US under Biden, which is greater than 36 states put together.
- Fuel prices in most of the US in 2020 averaged \$1.86 a gallon and significantly increased after Biden took office averaging \$3.16.

**Pivot from “He Said—She Said” to Issues:** The following can be emphasized, revealing the true motive behind the opposition’s strategy: These tactics are smoke and mirrors to distract voters like you from the real issues—economy, border, crime, healthcare, your children’s education, and the other issues that are important to you.

<https://www.pewresearch.org/short-reads/2024/06/14/biden-trump-are-least-liked-pair-of-major-party-presidential-candidates-in-at-least-3-decades/>

<https://www.snopes.com/fact-check/trump-very-fine-people/>