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Democrats Rally Around ‘Affordability,’ But ‘Precarity’ Is a Better Slogan

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Janeese George’s [recent victory](#) in the [Washington](#), DC, mayoral primary and wins by progressive Democrats in New York and Colorado last week are signs that Zohran Mamdani’s election was not a one-off, and that populist, “eat the rich” messaging is effective across a broad swath of voters. But as the US heads toward [midterm elections](#), Democrats are having a hard time finding a partywide motto with similar resonance. Since last fall, they have been focusing on “[affordability](#)” because the slogan resonates with working-class voters; their main message is that things are too expensive and that the cause is unchecked [corporate greed](#).