

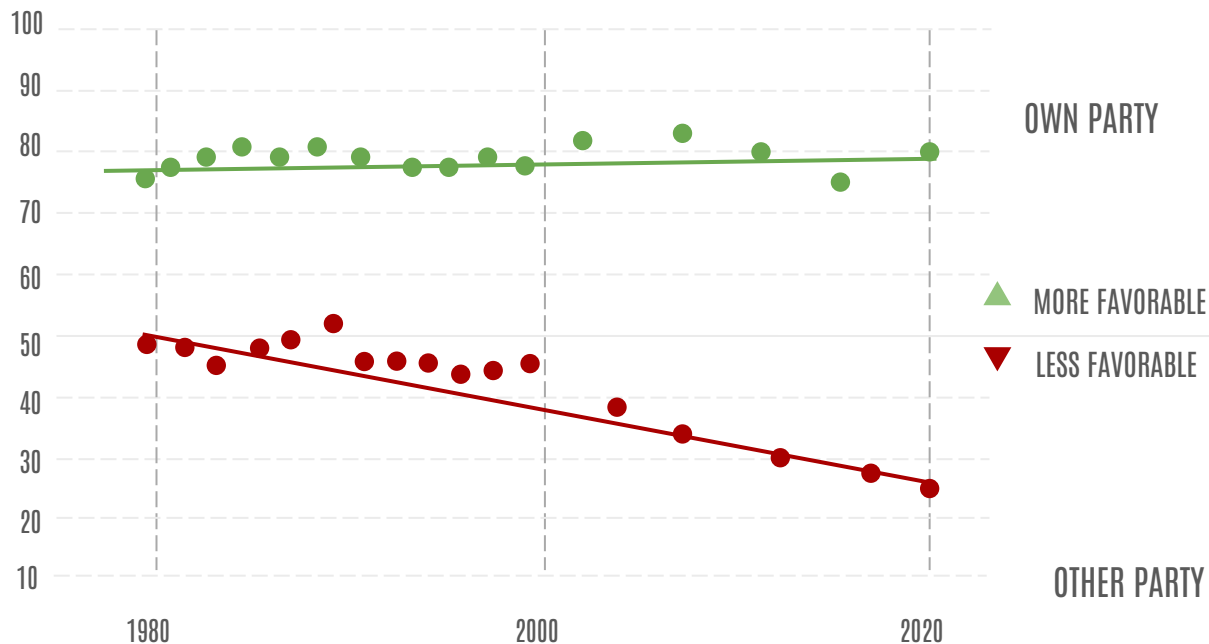
**GOP**

**BRANDING  
PROJECT**

# Negative Partisanship Drives Our Politics

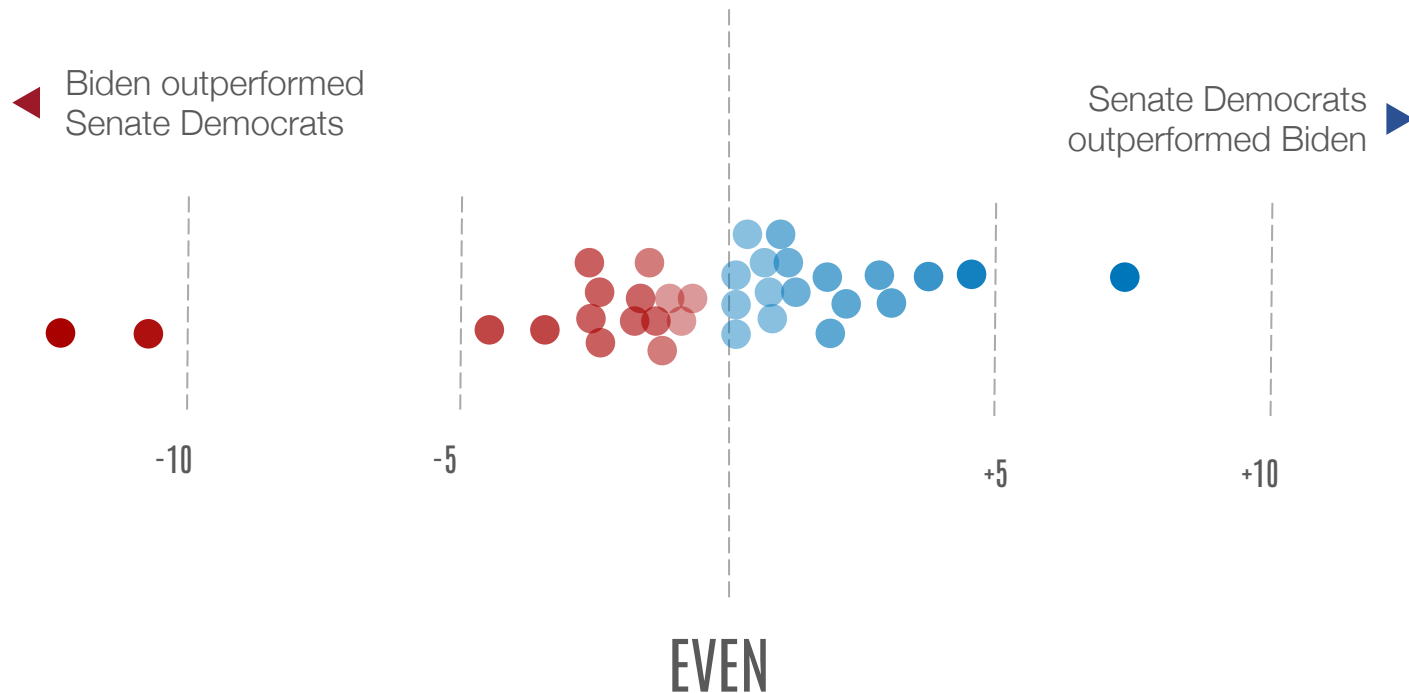
Americans really  
don't like the  
other party

How “**favorable and warm**” respondents rated  
their feelings towards their own and the other  
political party, on a scale of 0 to 100.



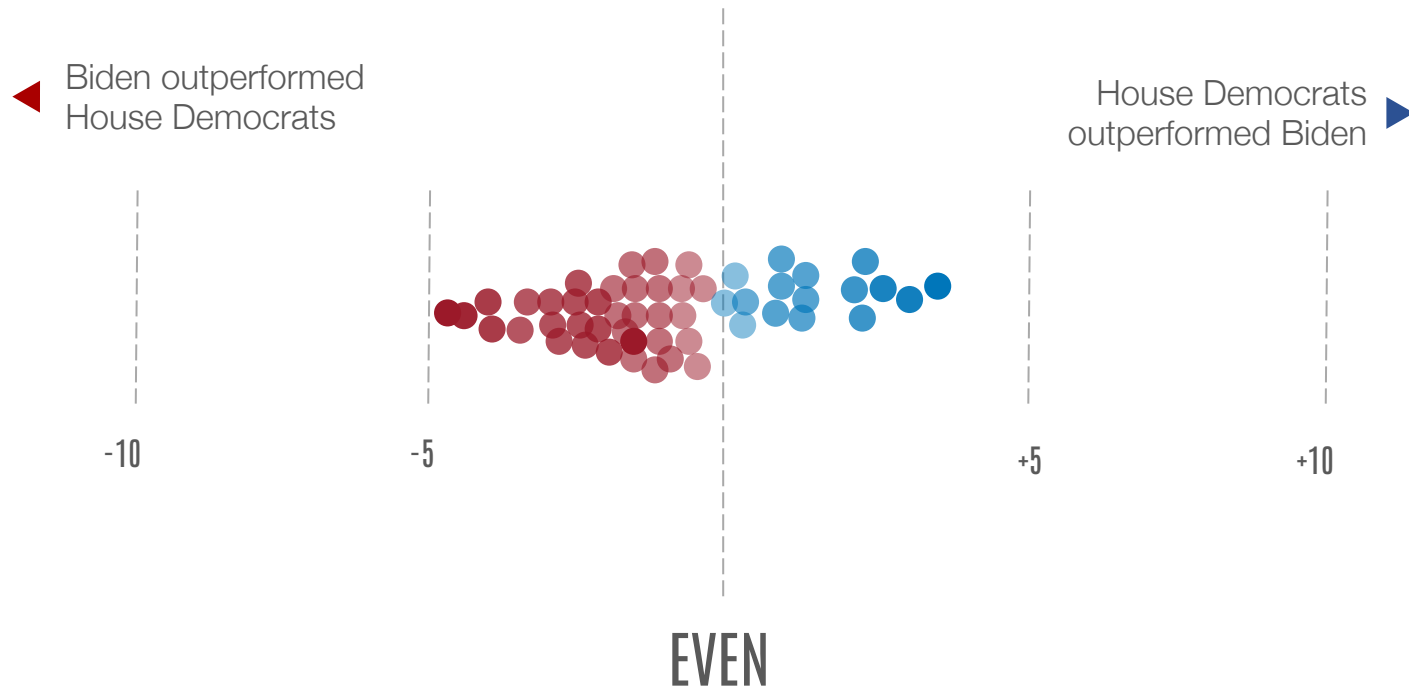
# Fewer Split ticket Voters in 2020

Split ticket voting in the  
**Senate** in 2020, by state



# Fewer Split ticket Voters in 2020

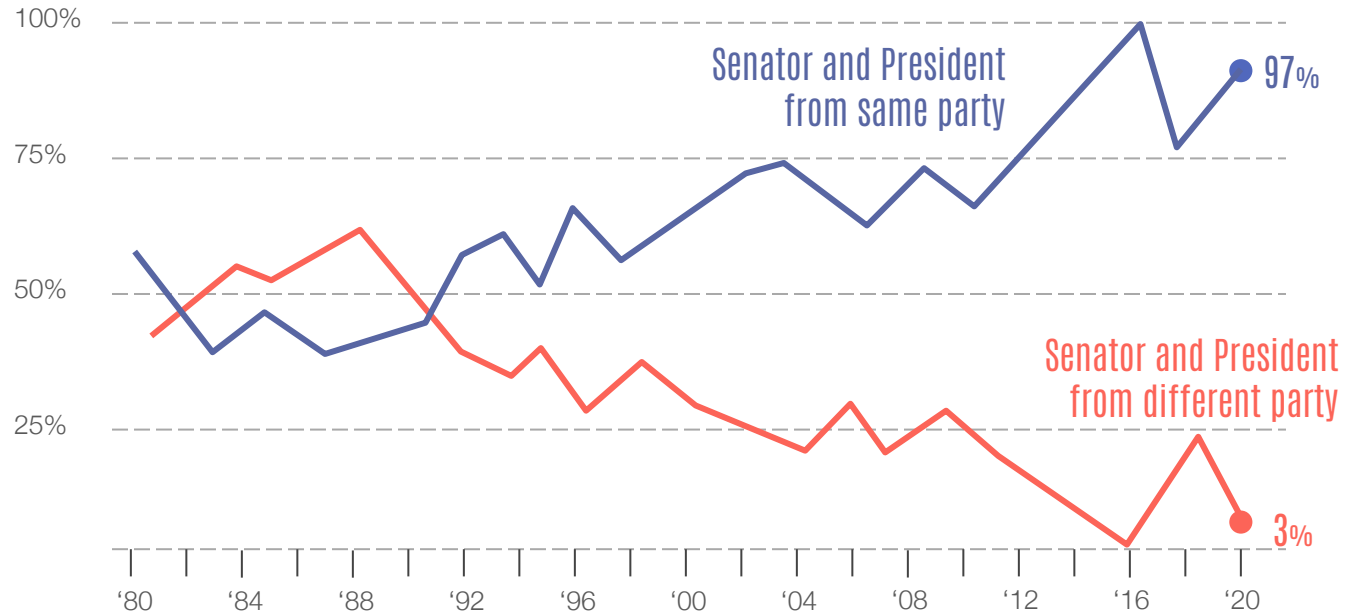
Split ticket voting in the  
**House** in 2020, by state





# Senate Seats Align With Presidential outcome

% of U.S. Senate elections won by candidates of same/different party as their state's most recent presidential election winner



# Republicans Communicate on Brand

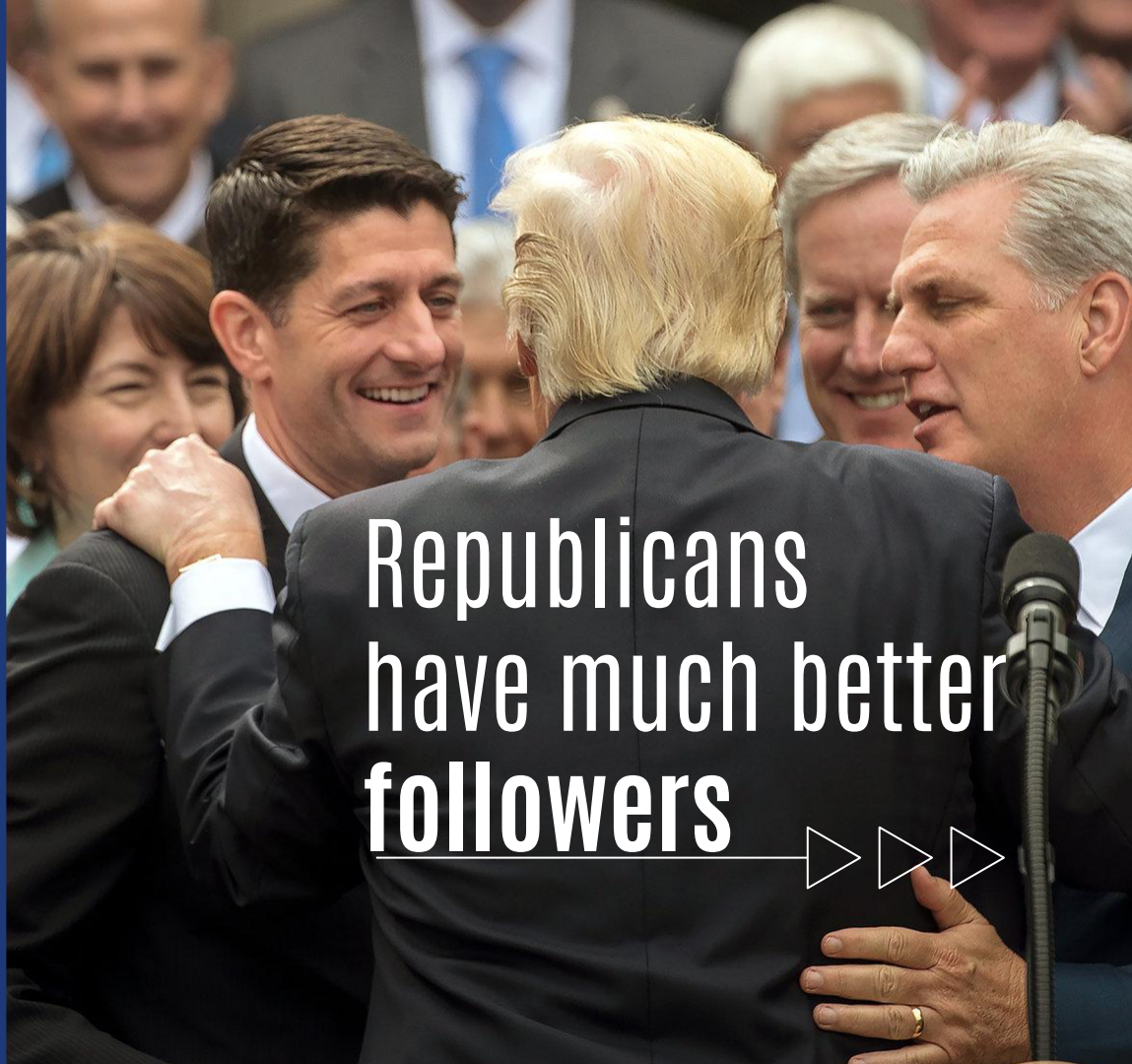


[illegible]

\*Based on 6-month analysis of 30+ Democratic talkers (cable news + social media)

Democrats  
have much  
better leaders ▲

Republicans  
have much better  
followers ▶▶▶

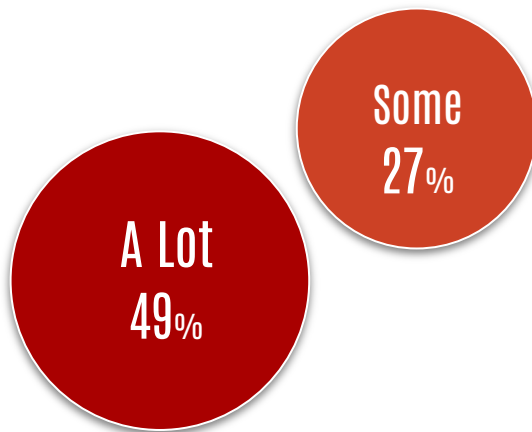


# Voters Think the Republican Party Has Changed

Q:

How much do you think the  
Republican Party has changed  
in the past 5-10 years?

Jan. 2022



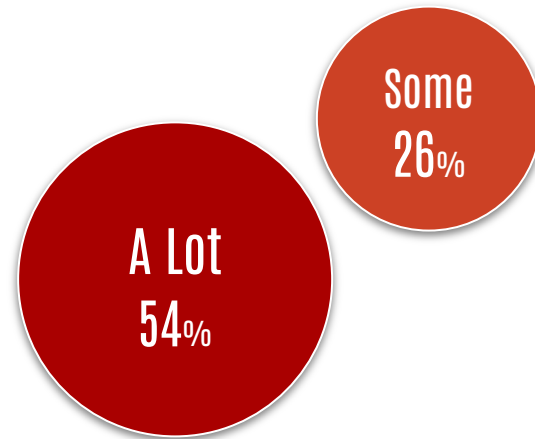
Total Changed: 76%

Hart Research, 1200 nation  
voters excl. Strong Trump  
supporters, Jan. 2022

Q:

How much do you think the  
Republican Party has changed  
in the past 5-10 years?

Feb. 2022



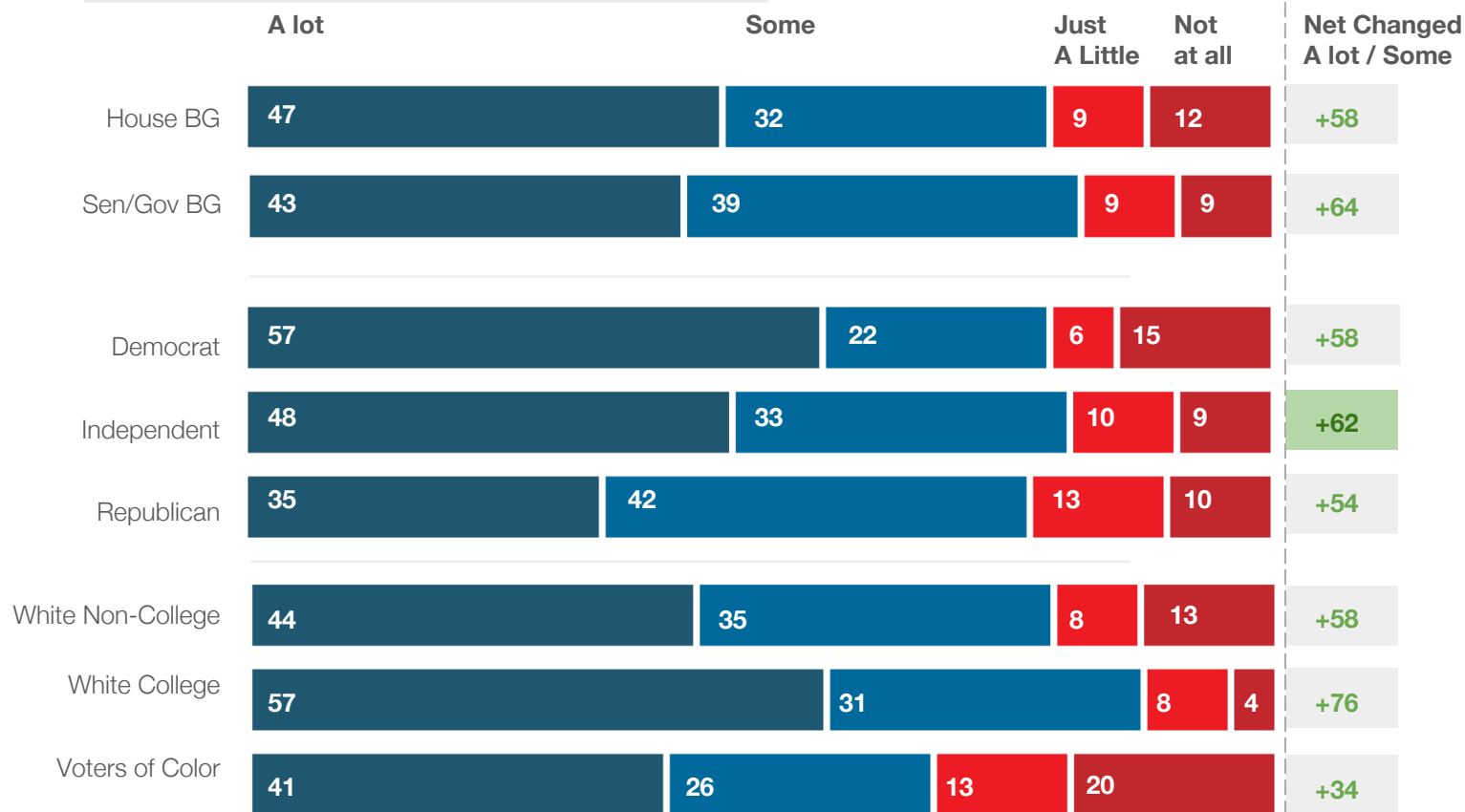
Total Changed: 80%

Global Strategy Group, 1200  
nation voters excl. Strong Trump  
supporters, Feb. 2022

Q:

How much do you think the Republican Party has changed in the past 5-10 years?

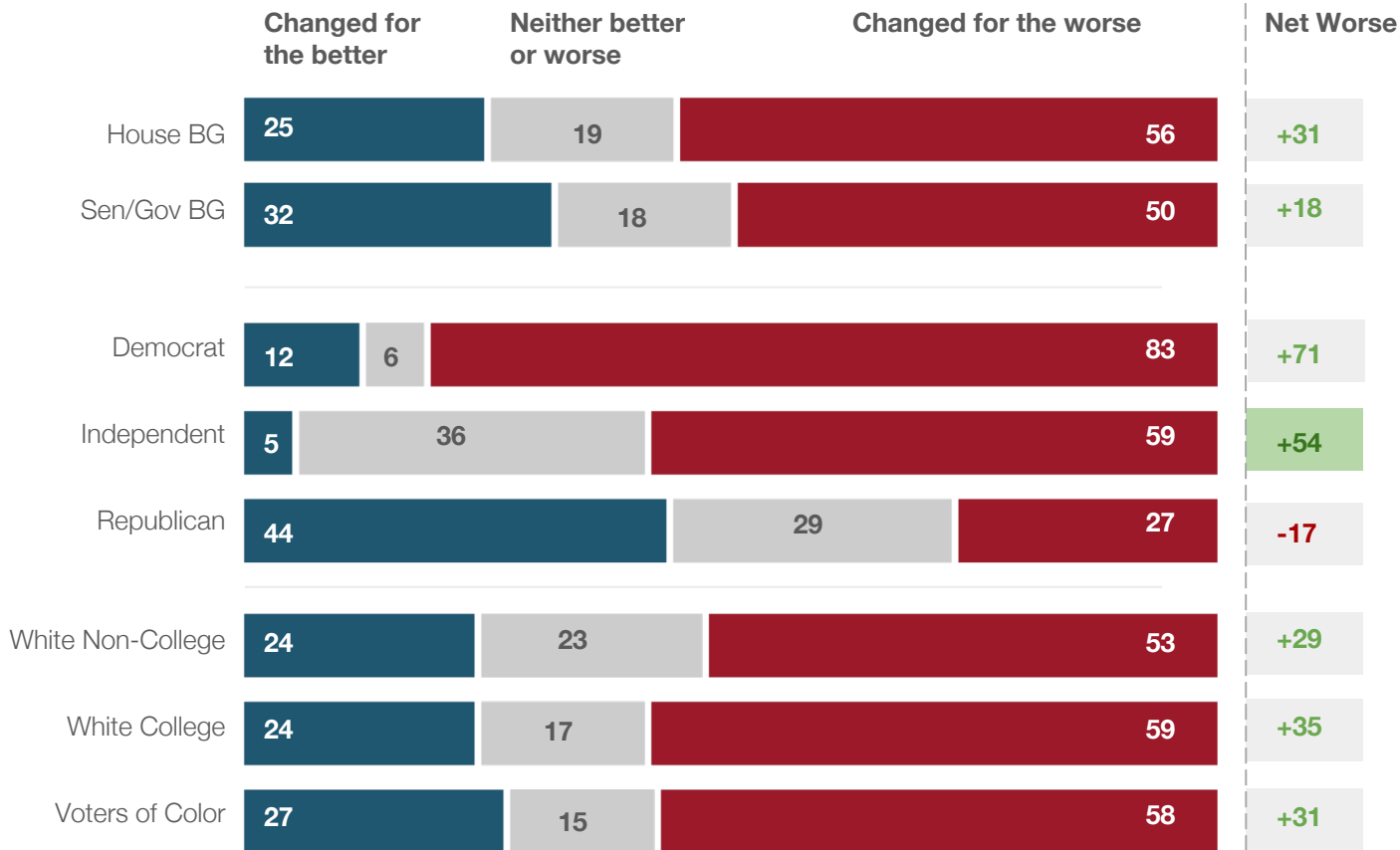
Large shares of voters see the Republican Party as having changed, including independents



Of those who see the GOP changing, a majority see it as changing for the worse

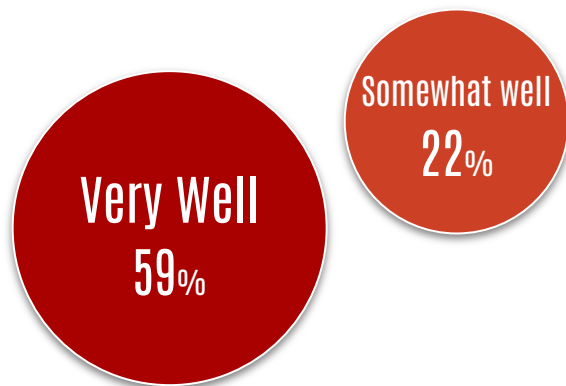
Q:

Do you feel that the Republican Party has changed for the better or worse over the past 5 to 10 years?



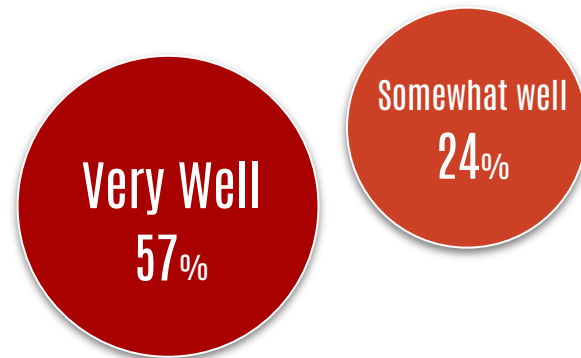
Based on what you know, describe how well does each word or phrase describe the Republican Party

## For The Rich



Net Well: +62

## Power Hungry



Net Well: +60

# Republican Vulnerabilities On traits



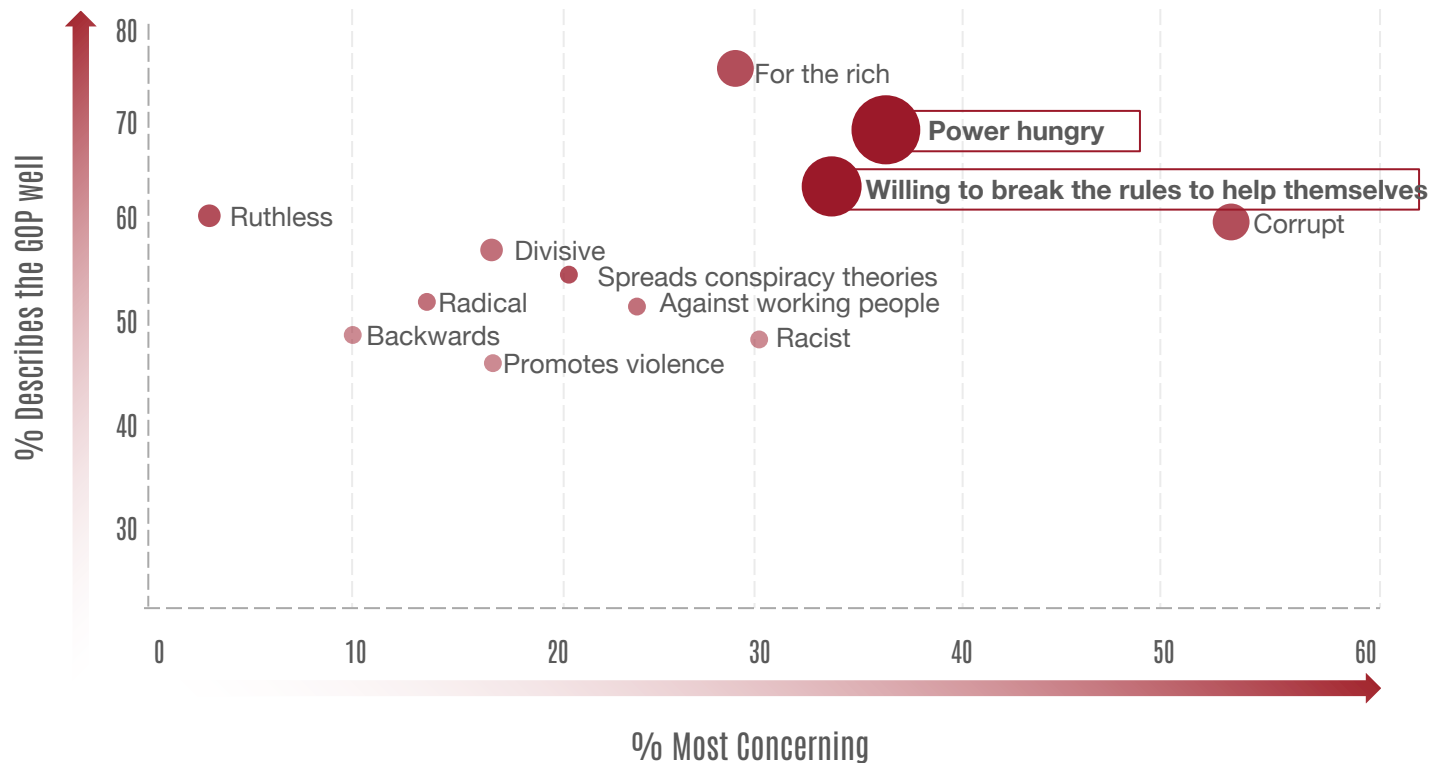
# Republican Vulnerabilities On traits

Q:

Based on what you know, describe how well does each word or phrase describe the Republican Party

	Describes GOP	Describes Dems	Dems Advantage
For the rich	76	23	53
Heartless, lacks compassion	65	19	46
Ruthless, <b>willing to do anything for power</b>	69	25	44
Divides people, sets people against each other	69	26	43

“Power hungry”  
and “willing to  
break the rules  
themselves” are  
attributes that  
voters are  
concerned about  
and also already  
associated with  
the GOP



# Perceptions of MAGA Republicans

Q:

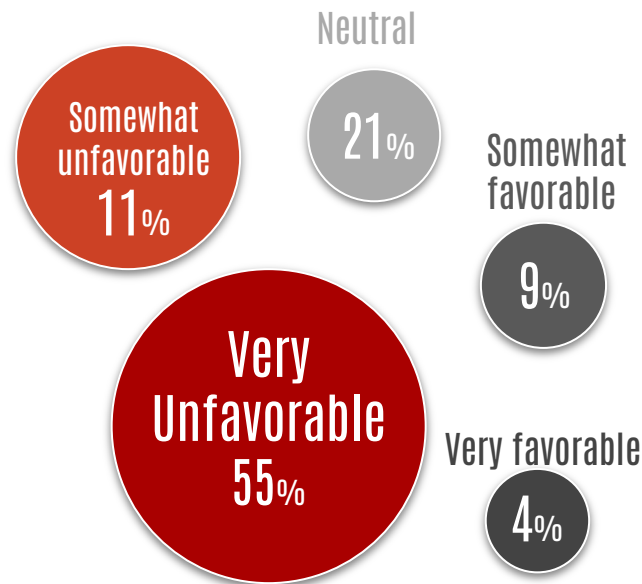
Do you have a favorable or unfavorable opinion of MAGA Republicans?

Very favorable	5
Somewhat favorable	8
Neutral	15
Somewhat unfavorable	6
Very unfavorable	50
I am not familiar	16

Total Favorable: 13%  
Total Unfavorable: 56%

Q:

Do you have a favorable or unfavorable opinion of the MAGA movement?



# Promising Aspects of MAGA Brand

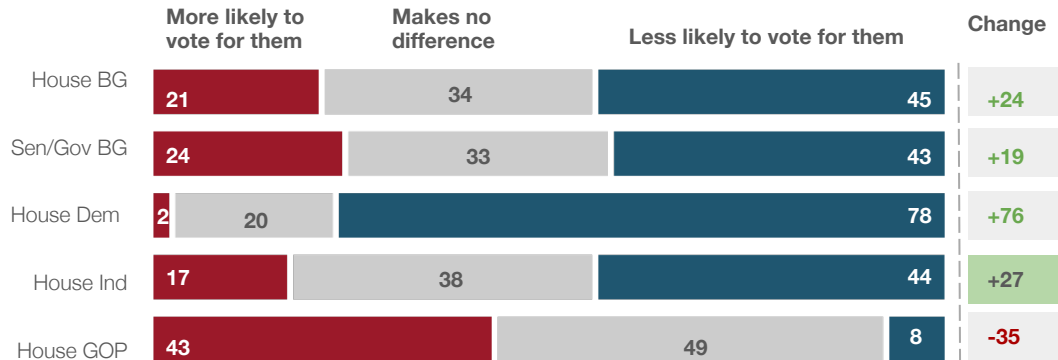
1

Encompasses Trump  
without *requiring* a focus  
on him.

# MAGA Republicans are viewed more negatively than Trump Republicans when it comes to candidates for Congress

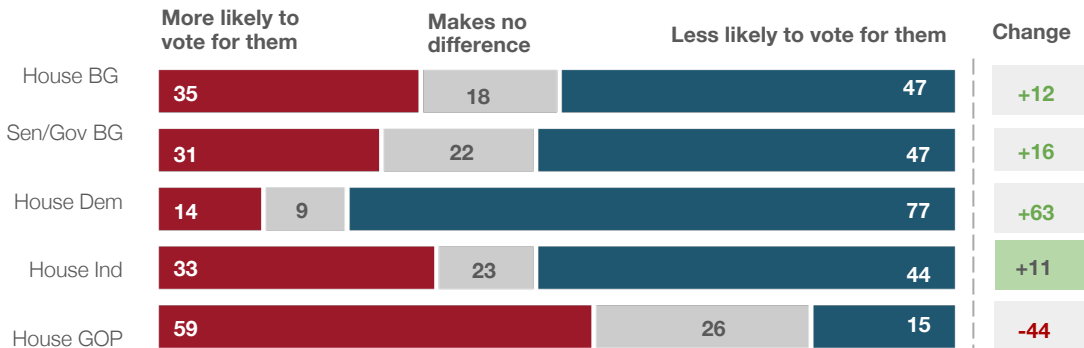
Q:

If the Republican running for Congress in your district described themselves as a **MAGA Republican**, would you be:



Q:

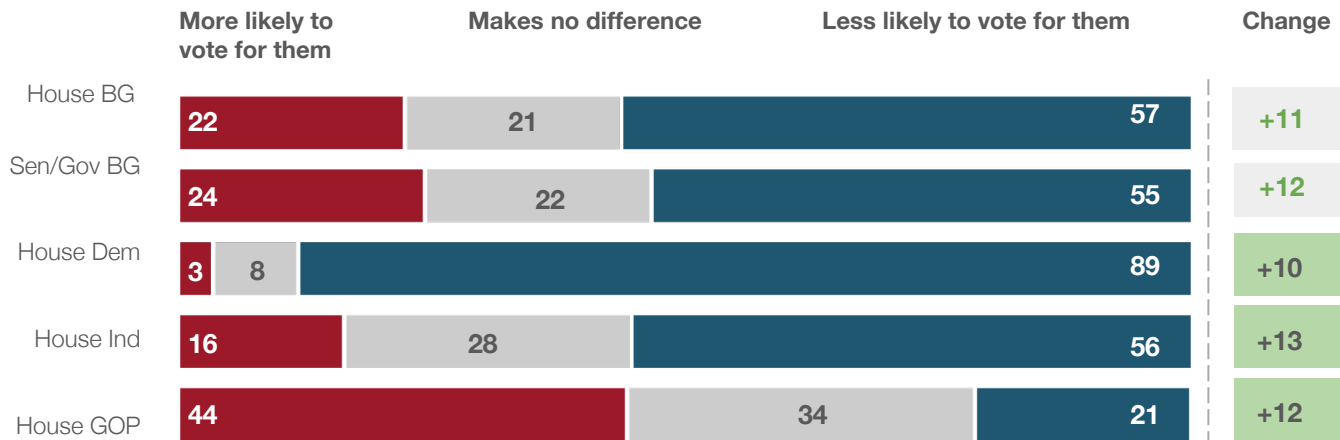
If the Republican running for Congress in your district described themselves as a **Trump Republican**, would you be:



After  
messaging, a  
majority of  
voters say  
they'd be less  
likely to  
support a **MAGA**  
Republican

Q:

Again, if the Republican running for congress in your district described themselves as a **MAGA Republican**, would you be:





# Promising Aspects of MAGA Brand

1 Encompasses Trump  
without *requiring* a focus  
on him.

2 Straddles All Elements of  
Radicalization Including  
Economic.



Across both battlegrounds, the “MAGA” framing on Republicans raises more doubts than the conventional “for the rich” message

**[Split C - FOR THE RICH]** Democrats say that while they are fighting to lower costs, crack down on corporations that are raising prices on consumers, and putting the interests of hard-working Americans first, the Republican Party always does what is best for the super-rich and big corporations, even when it hurts working families and seniors. The Republican Party is beholden to their wealthy donors and their plan is to lower taxes for the richest Americans and big businesses and cut programs like Medicare and Social Security to make up the difference. Under the Republican agenda, the rich get richer while the middle-class keeps shrinking.

		Swing
House BG	36%	28%*
Sen/Gov	42%	27%

**[Split D - MAGA]** Democrats say that while they are fighting to lower costs, crack down on corporations that are raising prices on consumers, and putting the interests of hard-working Americans first, **the Republican Party has changed and is now focused on pushing a new, extreme MAGA agenda, that will harm working Americans.** MAGA Republicans are only focused on gaining power so they can reward their friends and punish their enemies. MAGA Republicans want to take away our rights, end Medicare and Social Security, raise taxes on working families and seniors, and are pushing new laws that would allow someone’s vote to be cancelled if Republicans don’t like the outcome of the election.

House BG	45%	55%*
Sen/Gov	46%	40%

What MAGA  
Republicans are  
already doing in  
states and the  
fact that **MAGA  
Republicans will  
do anything for  
power** is most  
concerning to  
swing voters in  
House and Senate  
battleground

Q:

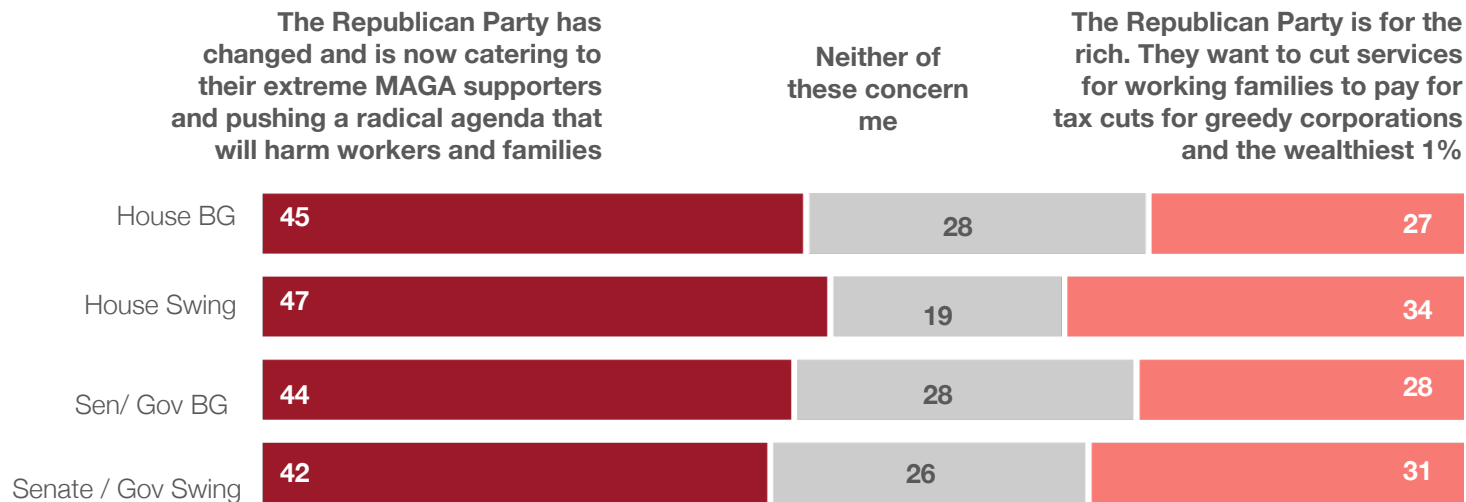
Please read the statements and **select the two** that concern you the most about MAGA Republicans

	House % top two most concerning	House Swings	Sen/ Gov	Sen Swing
MAGA Republicans are already implementing an extreme agenda in states across the country, <b>rolling back rights and harming working Americans</b>	35	39	28	24
MAGA Republicans are <b>willing to break rules and overturn elections to hold onto power</b>	27	24	28	27
MAGA Republicans are focused on harmful and dangerous conspiracy theories that divide our country and make us feel less safe	26	25	29	27
MAGA Republicans <b>will do anything to get and hold onto power</b> , even if it means harming people like me	24	33	29	36

After messaging,  
the MAGA  
economic  
message beats  
the conventional  
argument

Q:

Which concerns you more?



# Promising Aspects of MAGA Brand

1 Encompasses Trump  
without *requiring* a focus  
on him.

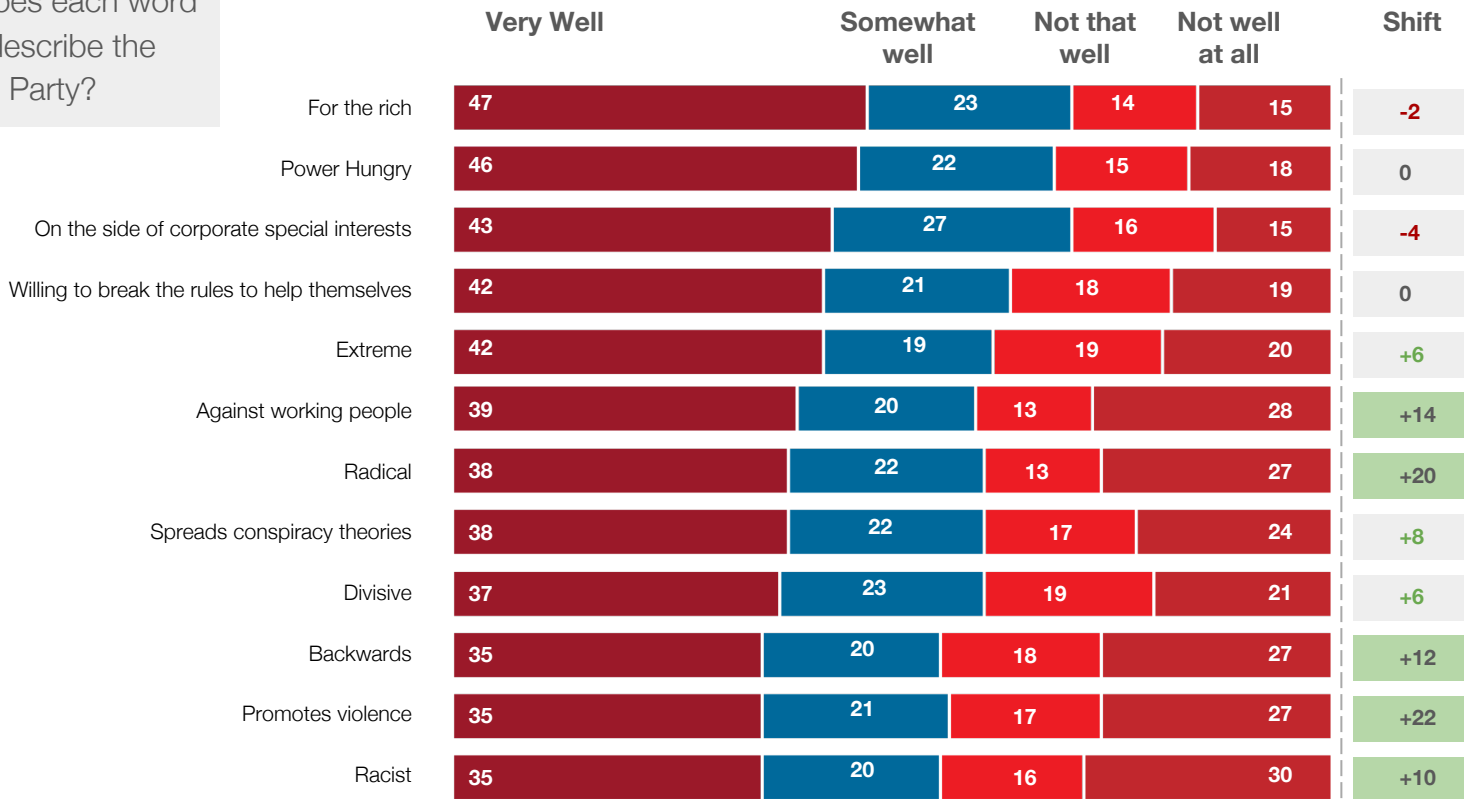
2 Straddles All Elements of  
Radicalization Including  
Economic

3 Potential Dog-Whistle for  
OUR base

Q:

Based on what you know, how well does each word or phrase describe the Republican Party?

After messaging, voters are more likely to see the Republican Party as radical, violent, and against working people, while other economic critiques are already baked in



Media is  
already  
covering  
MAGA in  
this way

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**TIME**

The 'Handmaiden of Trump': How Elise Stefanik  
Went From Moderate to MAGA

**Newsweek**

**MAGA GOP Wants Mitt Romney Replaced for  
Backing Judge Ketanji Brown Jackson**

*NEW YORK*

Ohio's MAGA Senate Candidates Put On a Show for  
Trump

**POLITICO**

**Trump turns Michigan into MAGA proving ground**

**Newsweek**

**Trump Threatens MAGA Boycott of Georgia  
Midterms if Kemp Is GOP's Candidate**

**Bloomberg**

**The Bridgewater CEO  
Who Went Full MAGA**