

MEMORANDUM

TO: Interested Parties
FROM: KAConsulting – The Tarrance Group – The Republican National Committee
DATE: September 13, 2022
RE: 2022 Research – Targeting Messaging & Universes

Process:

The RNC seeks to support and empower Republicans by providing a foundation of data and taking on longer term research projects individual campaigns are not able to perform. Through that research, the RNC builds broad-based universes that help Republicans up and down the ballot target more efficiently and win elections.

During the 2022 cycle, the RNC brought together several research methods to provide deep analysis, targetable universes, and effective messaging. This included a baseline national model built from 60,000 completes, three national updates, three national polls conducted by KAConsulting & The Tarrance Group, a national issue importance model, and dozens of state and district specific projects. The findings in this memo come from those efforts.

In addition to the findings in this memo, because the RNC conducted research in a way that combined both polling and modeling, the RNC and partner Data Trust have live segments of voters who are the best targets for these messages that are available free of charge for campaign use.

Outline:

Democrats and the national media are determined to try and make abortion the top issue ahead of the midterms, however, the media is not on our side, and we do not answer to them but to voters. **Voters have made clear this election is largely about the economy and crime.**

When asked to decide which issue will impact their vote more, rising prices and the state of the economy, or abortion:

- **55% said rising prices**, while **38% said abortion** among all voters.
- **62% said rising prices**, while **28% said abortion** among independent voters.

Democrats have provided Republicans with messaging wins across a host of topics including inflation, crime, and abortion. **In all instances, it is important that Republicans finish their sentences.**

Biden's Economy:

- The RNC understood that the economy would be a driving issue during the midterms and **sought to answer the question of blame.**
- Of those who blame Biden, **Republicans win 66% of their vote.** However, of those who blame pent-up demand or corporate greed, **Republicans only win 36% of their vote.**
- When a voter shifts blame to Biden and Democrats for the current state of the economy, **their propensity to vote Republican nearly doubles.**

Crime & Safety:

- Crime and safety are top of mind for voters this midterm election, but this issue is more nuanced than simply pointing out rising crime, an open border, and a spike in drug-related death.
- 45 million voters say the issue of crime has a major effect on their vote with 17 million holding it as a top 2 issue.
- 20 million swing voters say the issue of crime has a major effect on their vote with 7 million holding it as a top 2 issue.
- In a national poll, the RNC found that **Republicans led Democrats by 16-points** on the issue of crime.

Abortion:

- Early on, the RNC understood the impact of the Dobbs decision.
- **A majority of voters disagree with Democrat's extreme stance on abortion, including a majority of independent voters.**
- When comparing a Democrat who supports abortion at any time for any reason, against a Pro-life Republican who supports exceptions for instances of rape, incest, or the life of the mother, the GOP candidate holds a +22% advantage.
- Put your opponent on defense and force them to answer for their extreme position.

MEMORANDUM

TO: Interested Parties
FROM: KAConsulting – The Tarrance Group – The Republican National Committee
DATE: September 13, 2022
RE: 2022 Research – Biden's Economy

Key Findings:

The RNC understood that the economy would be a driving issue during the midterms and **sought to answer the question of blame.**

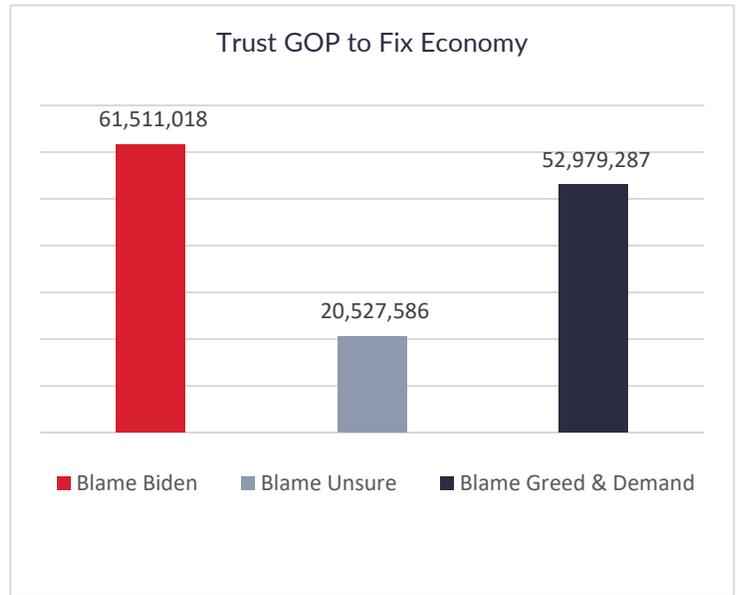
Combination of Questions:

- Are rising costs due to Biden's policies or greed and pent-up consumer demand?
- Who do voters trust more to fix the economy?

Three Core Groups:

1. 61 million blame Biden and trust the GOP.
2. 20 million unsure on blame and trust the GOP.
3. 52 million blame pent-up consumer demand and corporate greed but trust the GOP.

Of those who blame Biden, **Republicans win 66% of their vote.** However, of those who blame pent-up demand or corporate greed, **Republicans only win 36% of their vote**



What This Means:

While a vast majority of voters trust the GOP to fix the economy, a majority have yet to blame Biden and Democrats:

- Winning this issue is more nuanced than simply pointing out rising prices and the flailing economy.
- Republicans need to finish their sentences to bring along the **20 million voters who are unsure who to blame** and the **52 million who blame corporate greed and pent-up demand.**

Three steps to success on the economy:

1. **Create compassion by making it personal:** Bring to life real stories from your state/district and keep the focus on the very real consequences of Democrat policies for middle-income and lower-income Americans.
2. **Make Democrats responsible for their failures:** Voters have made the connection that Democrat policies are to blame. Now, Republicans need to hold individual Democrats responsible for voting or promoting failed policies.
3. **Present your thoughtful solution/plan:** Finishing sentences means not only attacking your opponent for their failures, but also providing solutions. Republicans **MUST** bring solutions to the table in order to win.

Messaging that wins:

- Compared to a Democrat who supports increased spending by taxing the wealthy, **Republicans who support cutting spending to slow inflation** and bring down prices **win independent voters by 19-points.**
- When a voter shifts blame to Biden and Democrats for the current state of the economy, **their propensity to vote Republican nearly doubles (36% to 66%).**
- While nearly half of voters say the country's financial condition is poor, **only 9% believe that about themselves.** Republicans can connect on the economy by focusing not only on gas and groceries today, but how more spending will affect voters down the road as it impacts things like tuition, cars, house payments, insurance payments, and savings. **Things may be manageable now, but what about our future if this continues?**
- Democrats continue to recklessly pump money into the economy, like the sham "Inflation Reduction Act," and enact failed policies, like the student loan bailout for the wealthy, that **WORSENS** inflation.

MEMORANDUM

TO: Republican Campaigns, Committees, and State Parties
FROM: RNC Data
DATE: September 13, 2022
RE: 2022 Research – Crime & Safety

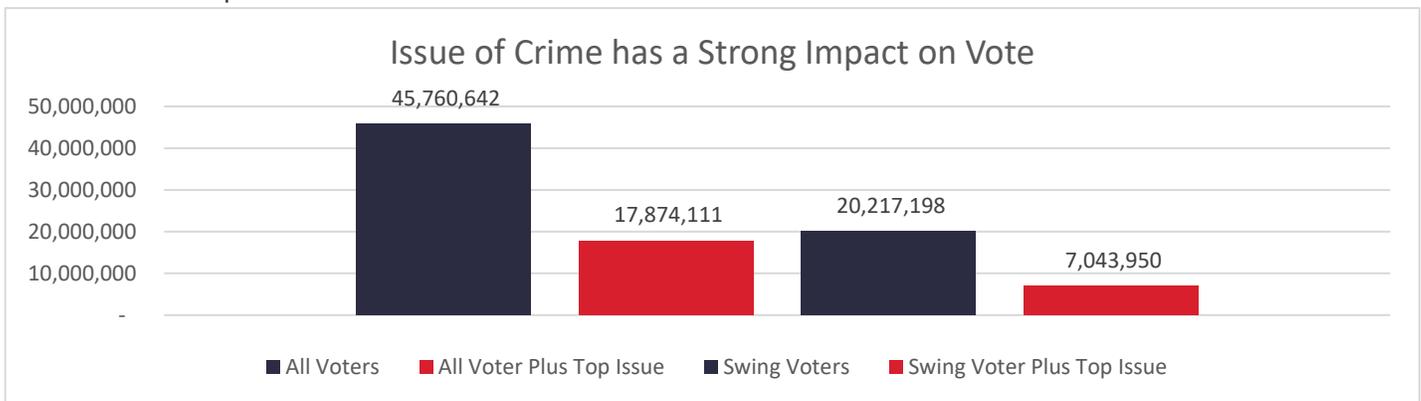
Key Findings:

The RNC's August national issue model found:

- 45 million voters say the issue of crime has a major effect on their vote with 17 million holding it as a top 2 issue.
- 20 million swing voters say the issue of crime has a major effect on their vote with 7 million holding it as a top 2 issue.

In a national poll the RNC found that **Republicans lead Democrats by 16-points** on the issue of crime.

- Voters were more likely to blame rising violent crime on “soft on crime” policies (55%), and a plurality pointed to lack of support for polices as a major contributing factor (40%).
- Even among groups that traditionally lean Democrat, Republicans do well on the issue of crime:
 - College educated women are at just -6%
 - Central metro/urban voters +4%
 - Hispanic voters +17%



What This Means:

- By a margin of 22%, voters are more likely to vote for a Republican candidate who “wants to secure our southern border to prevent Fentanyl from pouring across the border and killing Americans, worsening the opioid crisis,” over a Democrat candidate who says, “we do not need to increase border security, even though crime and drug use is at an all-time high.”
- When asked whether the rise in violent crime is a “gun problem” or a “soft on crime policy problem,” 55% of voters agreed that violent crime is a soft on crime policy problem, while 33% of voters believe it is a gun problem. 55% of independent voters agree that violent crime is a soft on crime policy problem.
- During a focus group held in late August 2022, participants discussed issues related to crime, including reduced sentences for criminal, sanctuary cities, gangs, drugs, and illegal immigration. While there was a sense that Democrat policies were making crime worse, there was hesitancy to link those policies directly to Democrat candidates.

Messaging that wins: this issue is more nuanced than simply pointing out rising crime, an open border, and a spike in drug-related death.

- **Create compassion by making it personal:** Bring to life real stories from your state/district. Find and highlight an example of how cuts to police funding or soft on crime policies resulted in devastating consequences.
- **Make Democrats responsible for their failures:** Voters have made the connection that Democrat policies are to blame. Now, Republicans need to hold individual Democrats responsible for voting or promoting failed policies.
- **Protecting communities:** Democrats failed policies disproportionately effect women, minority communities, and vulnerable populations, and messaging to them is effective. For example, being tough on crime is about keeping our daughters, sisters, and mother safe.

MEMORANDUM

TO: Interested Parties
FROM: KAConsulting – The Tarrance Group – The Republican National Committee
DATE: September 13, 2022
RE: 2022 Research – Abortion

Key Findings:

Early on, the RNC understood that the Dobbs decision could shift the electorate and it became the focus of a national poll.

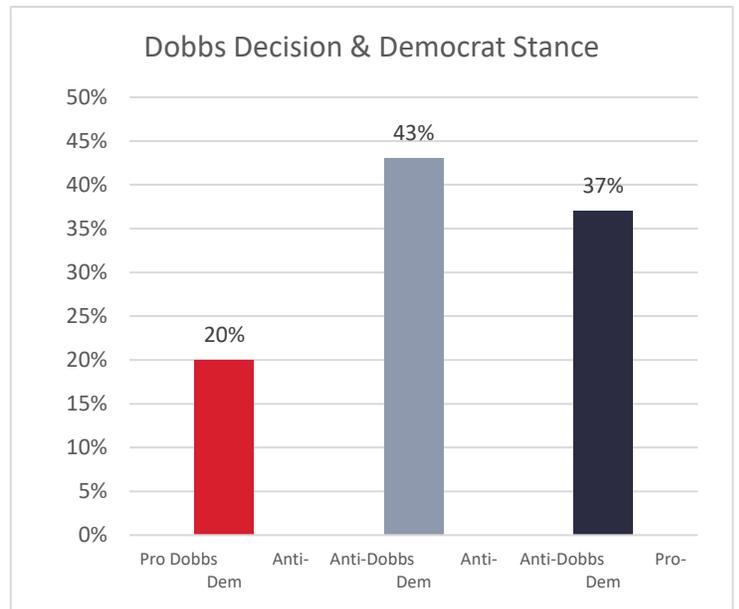
- A majority of voters disagree with Democrat's extreme stance on abortion, **including a majority of independent voters.**
- While 54% of voters consider themselves "pro-Choice," only 15% support Democrat's position of abortion at any time for any reason.

Combination of Questions:

- Are voters pleased or upset with Dobbs?
- Do voters agree with the Democrat stance?

Three Core Groups:

1. 42 million (20%) were pleased with Dobbs and disagree with the Democrat platform
2. 92 million (43%) were not pleased with Dobbs but disagree with the Democrat platform.
3. 77 million (37%) were not pleased with Dobbs and agree with the Democrat's platform.



What This Means:

Republicans must draw a contrast against Democrats' extreme position:

- When comparing a Democrat who supports abortion at any time for any reason, against a Pro-life Republican who supports exceptions for instances of rape, incest, or the life of the mother, the GOP candidate holds a +22% advantage.
- This holds true among **independent** voters as well. Pro-life Republicans that support exceptions for instances of rape, incest, or the life of the mother **win independents 2:1.**

Messaging that Wins:

- To quote Marjorie Dannenfelser, President of Susan B. Anthony Pro-Life America: "Running away from the issue is a proven way to lose. ... Pro-life candidates who want a shot at winning need to go on offense and expose their opponents as having extreme views."
- Voters disagree with Democrats' extreme position on abortion and Republicans must hold individual Democrats accountable for their extreme position. Ask your opponent: "When is a life worth protecting?"
- Go on offense, explain how it is your opponent who has no exceptions to their abortion position. Ask your opponent, "Can you name a single abortion you think is wrong or a bad idea?" Then remind voters of their outrageous positions on partial-birth abortion, gender selection abortion, and abortions in the 2nd and 3rd trimesters.
- Speak with compassion. Republicans seek to protect the lives of both vulnerable mothers and unborn children.
- Stakeout common ground with the majority of American's who support exceptions. In fact, since the Roe v. Wade ruling, all 4 Republicans who have won the Presidency have supported exceptions.

Keeping things in focus – a majority of voters have said that the economy and crime are the driving issues of this election.

- When asked to decide which issue impacted their vote more, rising prices and the state of the economy, or abortion:
 - **55% said rising prices**, while **38% said abortion** among all voters.
 - **62% said rising prices**, while **28% said abortion** among independent voters.
- After educating voters on the extreme stances of Democrats on the topic of abortion, Republicans should remember that a majority of votes cast this fall will be driven by the economy and rising crime.

MEMORANDUM

TO: Republican Campaigns, Committees, and State Parties
FROM: RNC Data
DATE: September 13, 2022
RE: 2022 Research – Messaging on Education, Energy, and the Environment

Education:

The RNC found that Republicans have reduced the Democrat's typical double digit (20-points) lead on the issue of education to just low single digits. This is backed by public polling.

Focusing on CRT and masks excites the GOP base, but parental rights and quality education drive independents:

- Voters are most concerned with kids not learning enough basic life skills AND the long-term effects of COVID on emotional and educational development. While masks on seven-year-olds and CRT is a concern, it is not the driving force. If Republicans solely focusing there, they are missing a wide swath of voters open to the Republican message on education.

Messaging that wins:

- Winning this issue is more nuanced than simply focusing on the radical agenda Democrats have for K-12.
- **Republicans must create compassion by making it personal:** According to data from the National Center for Education Statistics, 72% of public schools reported an increase in chronic absenteeism. Additionally, in LA county CA nearly 15% of all high school students never logged on to their online learning systems in the spring of 2020, while an additional 25% logged on only infrequently.
- **Reach out to a broader coalition:** When asked about topics like CRT, Republicans should also talk about issues that move independent voters like kids learning enough of life's basic skills, emotional and educational development, and parental involvement.
- **Hold Democrats accountable:** Democrats locked our kids out of schools for 2 years. Now we have learned, more than 1 million K-12 students never showed up during the last school year. Rather than prioritize the students they left behind, Democrats chose a student loan bailout for the wealthy. Democrats are buying votes instead of educating our kids.

Energy & Environment:

While Republicans win on energy, the environment is another issue that Republicans often cede to Democrats (like education used to be). Recent polling found that when Republicans finish their sentences, we have a distinct advantage over Democrats

Unleashing an all-of-the-above approach to domestic energy production while protecting the Environment is key for Republicans:

- Focusing on all-of-the-above energy solutions with the goal of bringing down energy costs is significantly stronger than saying things like "opening up American land for more drilling" and "Building American Pipelines".
- A Republican who supports that type of approach **wins independents by 27-points compared to a democrat who supports transitioning away from domestic fossil fuels and moving the economy toward green sources.**
- Against a Democrat who says environmental regulations are so important they cannot be relaxed even though gas prices are high, a Republican who says we can relax some to bring down costs while still protecting the environment wins:
 - Independent voters more than 2:1.
 - All voters with 56%.

Hold Democrats accountable: California is a great example of democrats failing to do an all-of-the-above approach on energy. Residents are currently facing rolling blackouts because California Democrats have urged residents to go electric but their grid can't handle the pressure.