



MAGA Battleground Surveys



Methodology

National non-MAGA online **survey**.
2,017 self-identified non-MAGA likely 2024 voters.

HART Research

February 1-6, 2024

Battleground focus groups held online with **swing** and **disaffected base** voters.
Hispanic men, White non-college women, Black under 50, White under 35.

IMPACT Research

April 10 – 11, 2024

House Battleground text-to web and online **survey**.
1,000 likely 2024 voters in Frontline and Red to Blue districts, list in appendix.
200-person oversample: 100 Black voter and 100 Hispanic voter interviews.

IMPACT Research

May 2 – 6, 2024

Presidential & Senate Battleground text-to-web and online **surveys**.
1,500 likely 2024 voters from five separate surveys in **AZ, MI, NV, PA** and **WI**.
200-person oversample: 100 Black voter and 100 Hispanic voter interviews.

Global Strategy Group

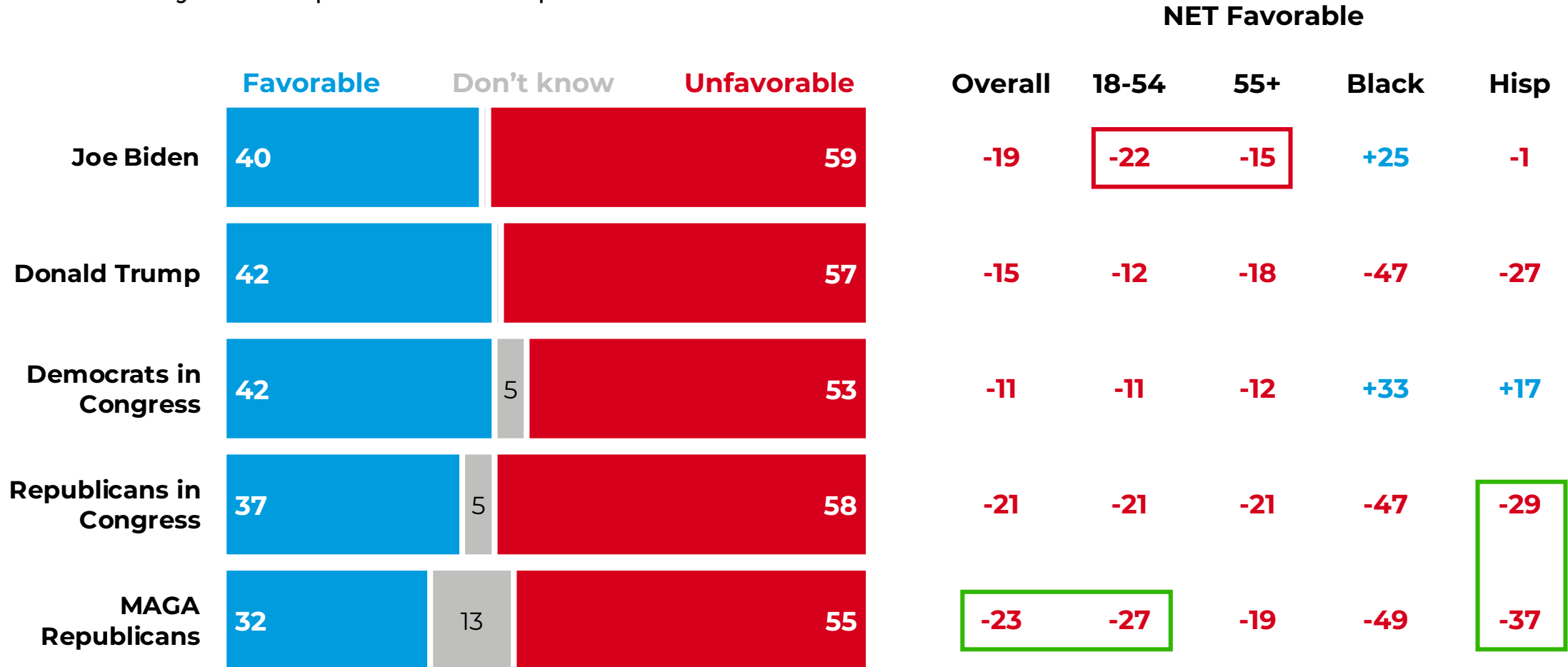
May 1 – 7, 2024



Political Landscape & Attitudes on Core Values

Biden and Trump have similar favorable; both are underwater. MAGA more toxic than Trump overall and well-known.

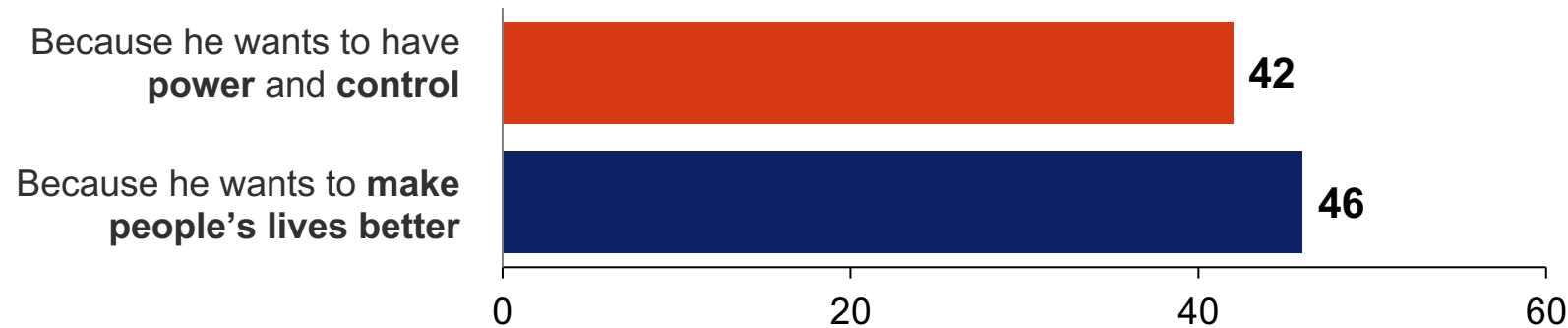
Favorability of People and Groups



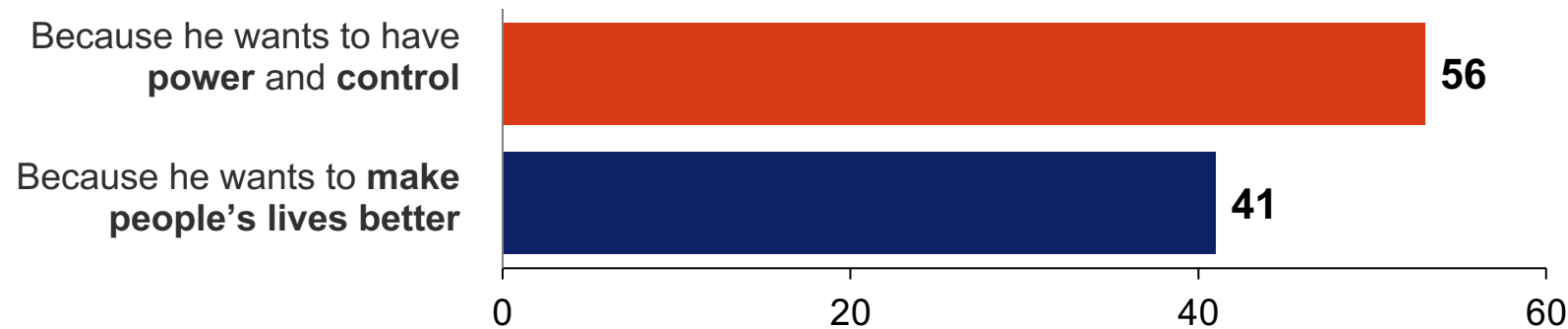
4 * "Swing" do not always vote for Biden/Democrats or Trump/Republicans on all votes throughout the survey.

House Battleground voters believe Trump is running for power and control. Biden holds a 19-point advantage on running to make people's lives better.

Which of the following describes why you think **Joe Biden** is running for President?



Which of the following describes why you think **Donald Trump** is running for President?



Joe Biden Net Diff. in favor of "make people's lives better"

Overall	+19
Non-MAGA Republicans	-32
Independents	+19
Persuasion voters	+23
Double haters	+64
Third party, undecided	+28
Movers	+50
Age 18-34	+5
Frontline	+20
Biden won-GOP	+21
Trump won-GOP	+19

The top values across all groups relate to rights and freedoms. The freedom to make your own choices particularly powerful with women, Black, and younger voters.

Most Important Values for America as a Country

	% top three	Top Choice	Men	Wom	Dem	Ind	Rep	White	Black	Hisp	18-54	55+	Not fav to MAGA
The rights and freedoms of all people are respected	61%	23	59	62	62	66	58	61	58	59	59	62	62
The freedom to make your own choices	58	22	54	60	58	55	58	57	63	57	60	55	56
No one is above the law	50	19	53	48	59	59	41	51	43	48	45	56	55
Everyone having a fair shot at living a middle class life	38	11	38	39	32	35	44	36	47	41	43	33	36
Voters not violence decide the outcome of elections	33	9	34	32	37	29	31	34	21	35	24	44	34
Power comes from the will of the people	31	9	36	26	21	24	41	32	32	31	31	30	24
Corporations and the wealthy don't control the economy	29	7	26	33	32	32	27	29	36	28	38	20	33

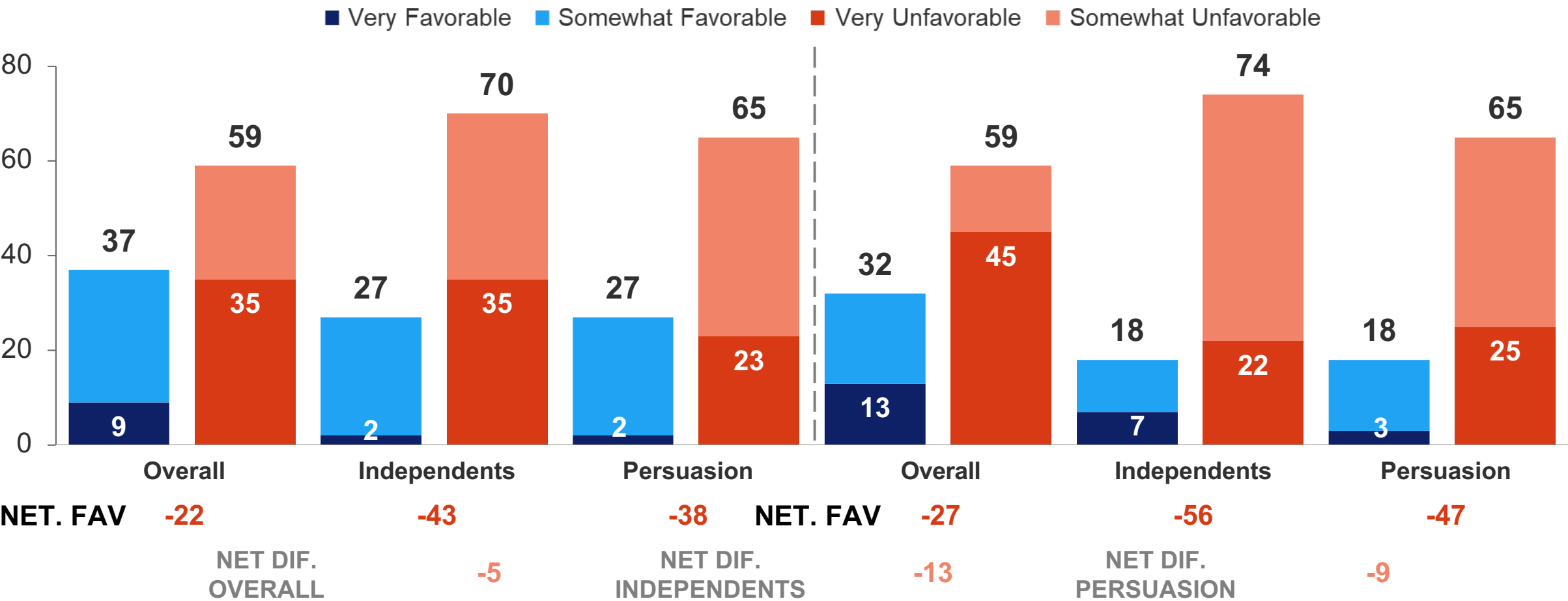


Views on MAGA

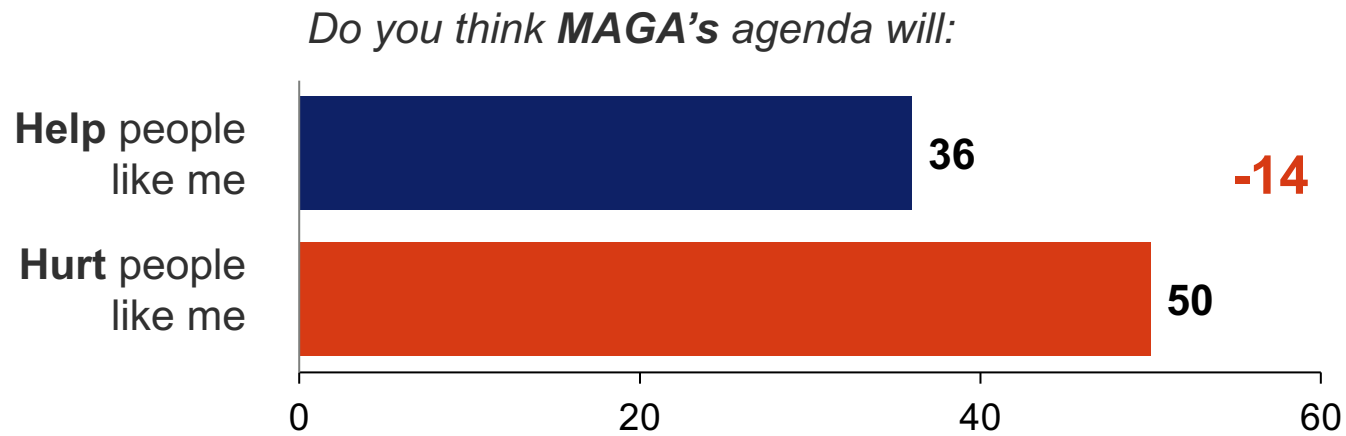
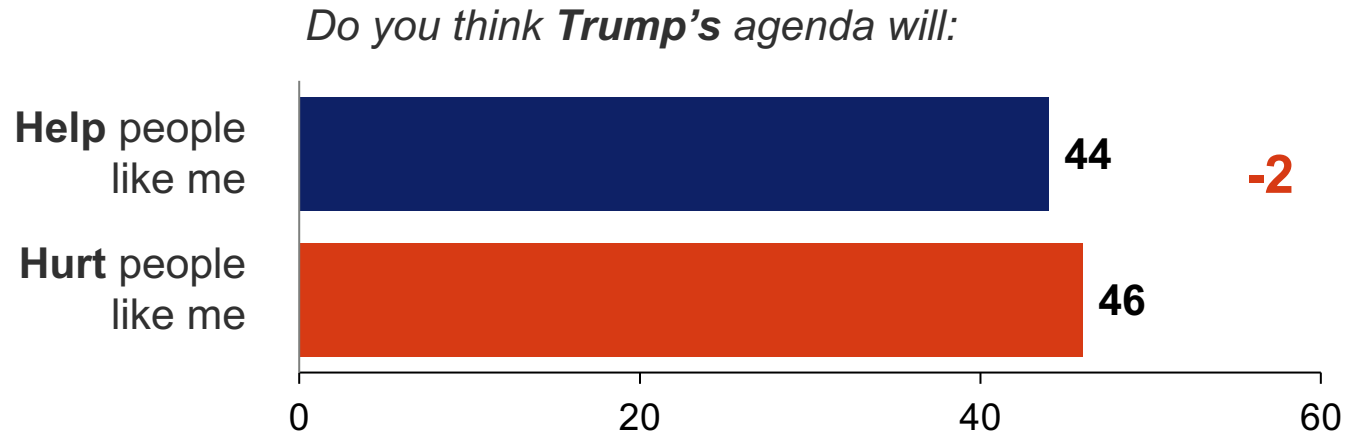
MAGA Republicans' popularity is even worse among Independents and persuadable voters in battleground districts

REPUBLICANS IN CONGRESS

MAGA REPUBLICANS IN CONGRESS



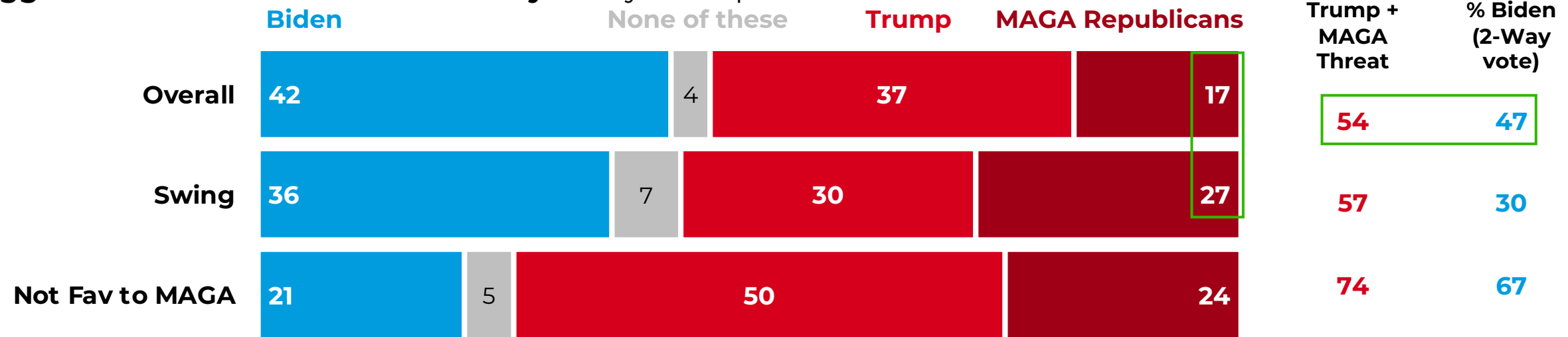
Voters are split on Trump's agenda; but believe MAGA's agenda will hurt people like them by net 12-points



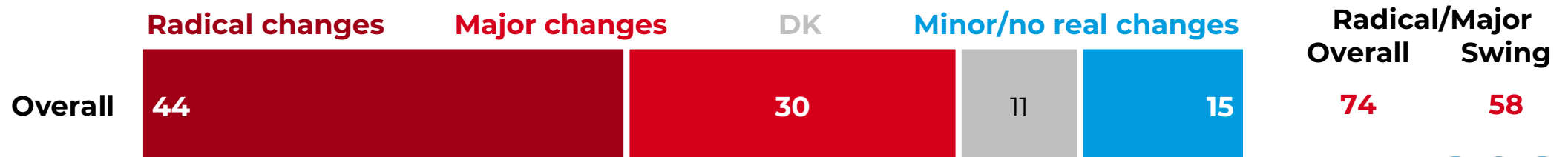
MAGA's agenda hurts more than Trump's:	
Overall	-12
Democrats	-5
Non-MAGA GOP	-29
Independents	-17
Persuasion voters	-2
Double haters	+2
Third party, undecided	-12
Movers	+4
Age 18-34	+7
Frontline	-14
Biden won-GOP	-19
Trump won-GOP	+6

Swing voters view the combination of Trump + MAGA as a bigger threat to the country than Biden.

Generally speaking, if you had to choose, which of the following do you think poses the **biggest threat to America as a country** if they are in power after the November election?



If MAGA Republicans win control of Congress and the presidency in November, in terms of what the government is doing in Washington and how it affects you, do you think there will be...



Voters, including Independents, believe Democrats encourage unity, and are seen as less likely to want to control people's lives.

DEMOCRAT VS. MAGA DESCRIPTIONS

■ Dem much more ■ Dem somewhat more ■ Don't know ■ MAGA somewhat more ■ MAGA much more

NET
Overall Ind.

Positive traits

Supports core American values like democracy and freedom



+8 +11

Encourages unity over division



+22 +25

Will let people make their own choices



+13 +12

Is trying to grow the middle class



+10 +5

Will work with the other party to get things done



+23 +25

Will put people over politics



+13 +15

Negative traits

Want to control people's lives



-9 -13

Will do anything for power



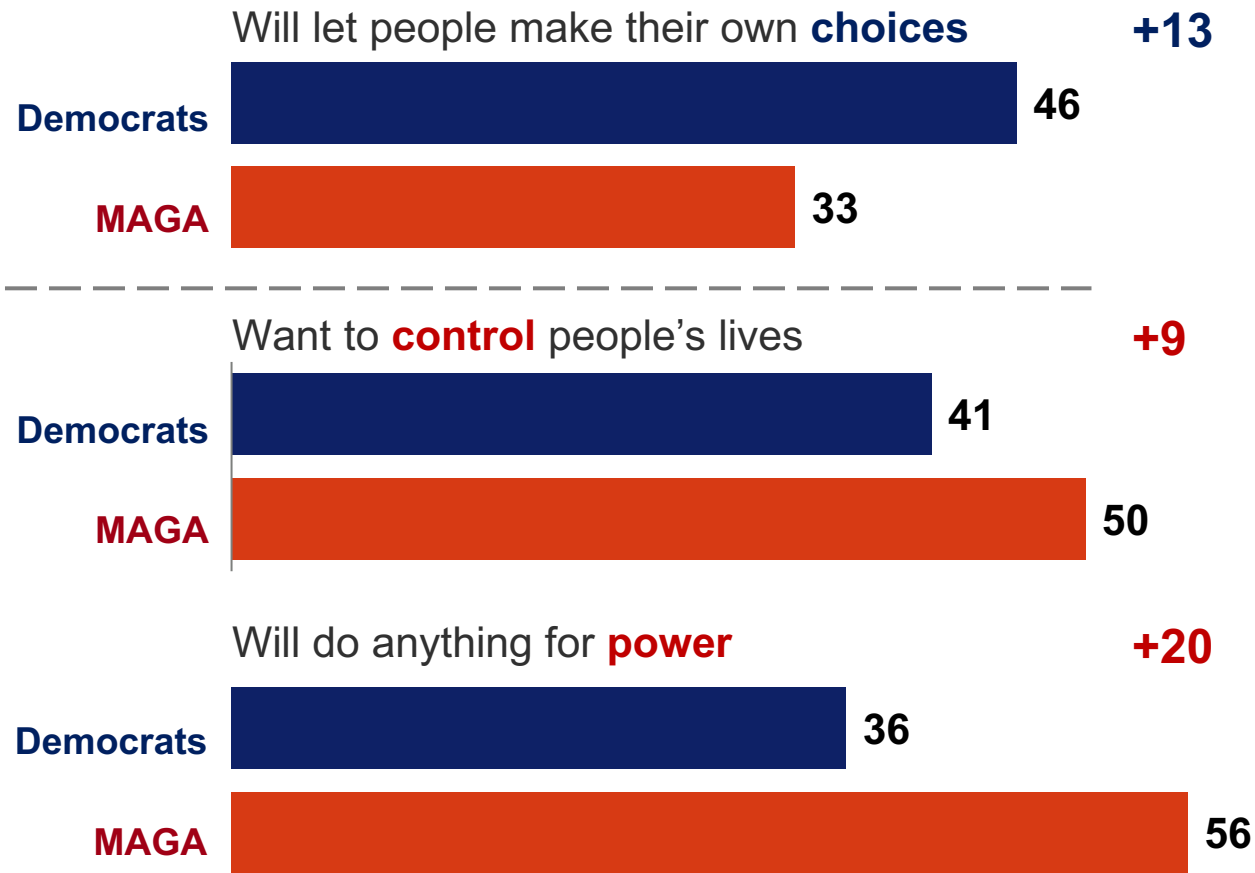
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Is too extreme



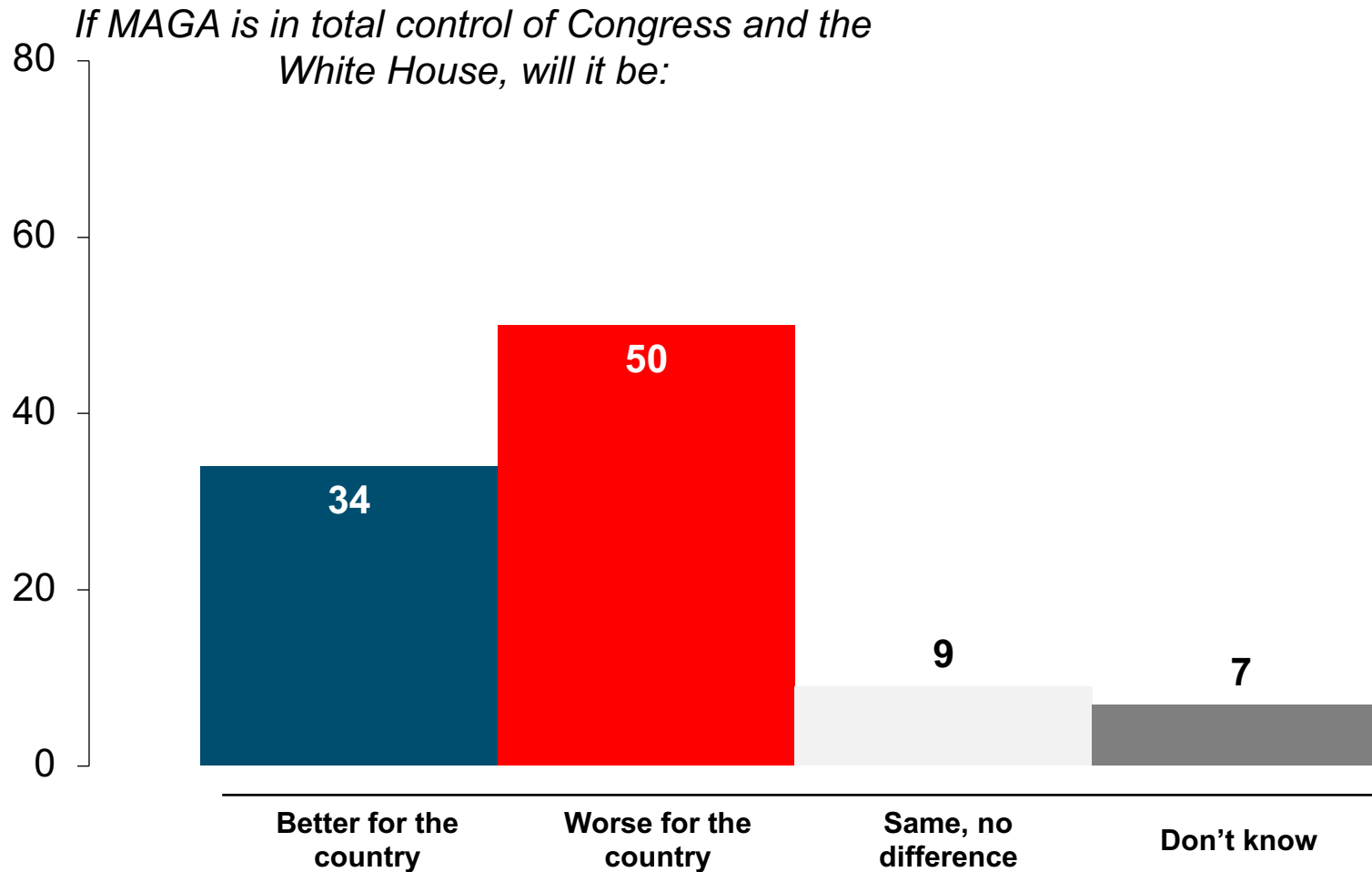
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Key Groups believe MAGA Republicans want to control people's lives, while Democrats will let Americans make their own choices



"Describes" MAGA more	Control	Power	Choices
Overall	+9	+20	+13
Democrats	+74	+79	+83
Non-MAGA GOP	-37	-12	-23
Independents	13	22	12
Persuasion voters	13	30	16
Double haters	19	49	25
Third party, undecided	10	43	11
Movers	34	42	30
Age 18-34	3	16	12
Hispanic	21	21	24
Frontline	12	20	13
Biden won-GOP	9	17	19
Trump won-GOP	4	26	10

A majority of battleground voters believe MAGA in power will be worse for the country



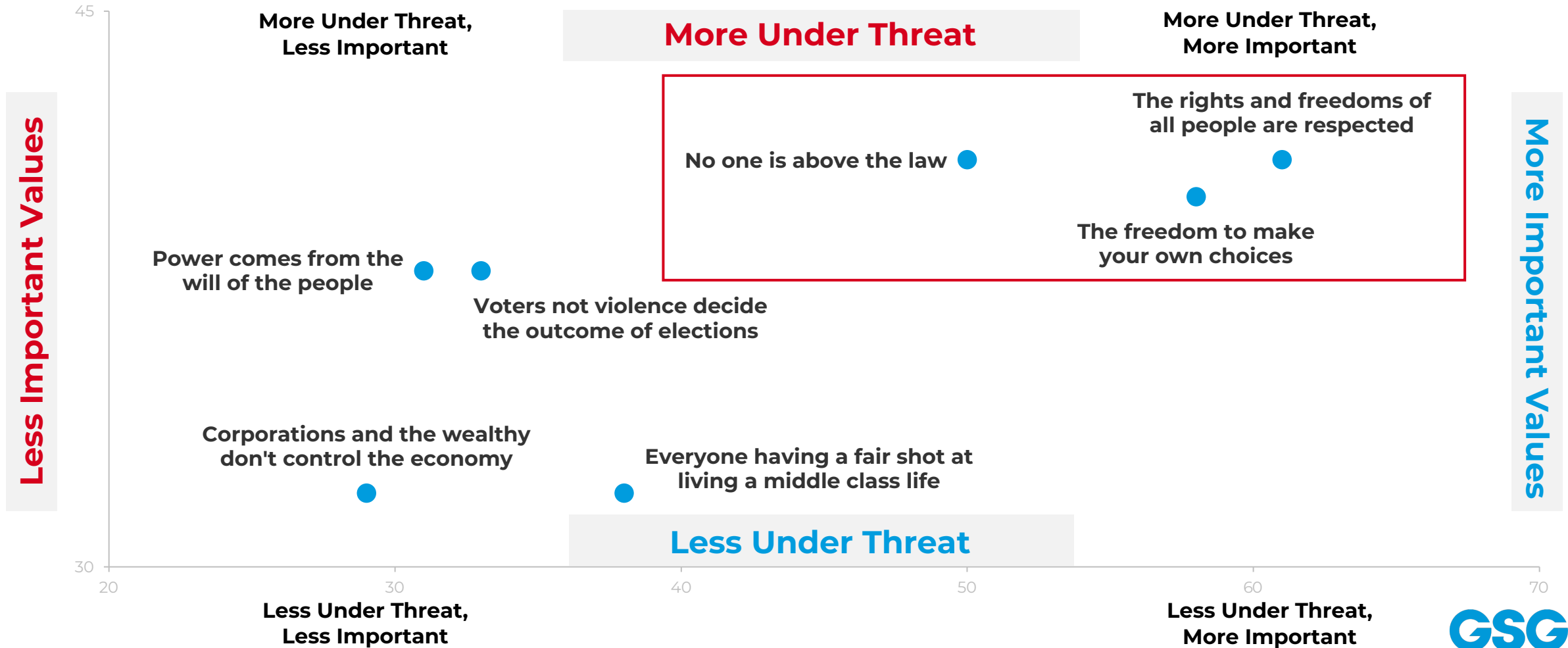
MAGA Republicans are seen as threatening our most important American values: rights and freedoms, the rule of law, and personal choice.

Do you think MAGA Republicans pose a major threat, a minor threat, or no threat at all to each of these values?

					Total Threat		% Top Value
	Major threat	Minor threat	Not sure	No threat	Overall	Swing	
The rights and freedoms of all people are respected	41	13	11	35	54	53	23
No one is above the law	41	9	12	38	50	46	22
The freedom to make your own choices	40	13	12	35	53	54	19
Voters not violence decide the outcome of elections	38	12	14	36	50	46	11
Power comes from the will of the people	38	12	13	37	50	48	9
Corporations and the wealthy don't control the economy	32	15	19	34	47	41	9
Everyone having a fair shot at living a middle class life	32	17	13	38	49	44	7

The most important values are also seen as most under threat from MAGA – respecting rights and freedoms, freedom to make choices, and the rule of law

Important Values for the Country vs. Under Major Threat from MAGA Republicans





Defining the MAGA Agenda: Total Control

Most concerning about MAGA Republicans: “total control”, “create chaos”, “engage in violence”, “strip freedoms”, “ban abortion”

Thinking more about MAGA Republicans running for office today, here is a longer statement. Please read it carefully and use the red highlighter to select up to three sentences or phrases in this statement that you find MOST concerning about MAGA Republicans.

MAGA extremists want total control over the country and our lives. MAGA doesn't want to run the country, they want to rule it.

They will do anything to get power - create chaos, reject election results, and engage in violence if it helps them politically. They still deny the results of the 2020 election and have promised to pardon convicted felons who assaulted police officers at the Capitol on January 6th - letting them out of prison.

They will harm the middle class by giving the wealthy and corporations more power and control over us. The MAGA plan would repeal the Affordable Care Act, taking control away from us and letting insurance companies refuse care for people with pre-existing conditions.

They will strip us of our fundamental freedoms leaving us with even less freedom and control over our own lives. They will ban abortion, access to contraception, birth control, and IVF and have even banned books in schools.

Under Trump and MAGA Republicans, we will have more chaos, less freedom, and less control over our own lives.

The message resonates across groups: Jan 6th, abortion access, and harming the middle-class are all concerning...

MAGA Agenda – % Very Concerning	Total	Dem	Ind.	Black	Latino	Under 35
[JAN 6TH] They will do anything to get power —create chaos, reject election results, and engage in violence if it helps them politically. They still deny the results of the 2020 election and have promised to pardon convicted felons who assaulted police officers at the Capitol on January 6th – letting them out of prison.	65	88	56	81	72	66
[ABORTION] They will strip us of our fundamental freedoms leaving us with even less freedom and control over our own lives . They will ban abortion, access to contraception, birth control, and IVF – and have even banned books in schools.	65	89	56	74	71	71
[MIDDLE CLASS] They will harm the middle class by giving the wealthy and corporations more power and control over us . The MAGA plan would repeal the Affordable Care Act, taking control away from us and letting insurance companies refuse care for people with preexisting conditions.	62	83	52	77	57	63

Note: 18% of the electorate identified as a “supporter of the MAGA movement”. These voters did not see these questions.

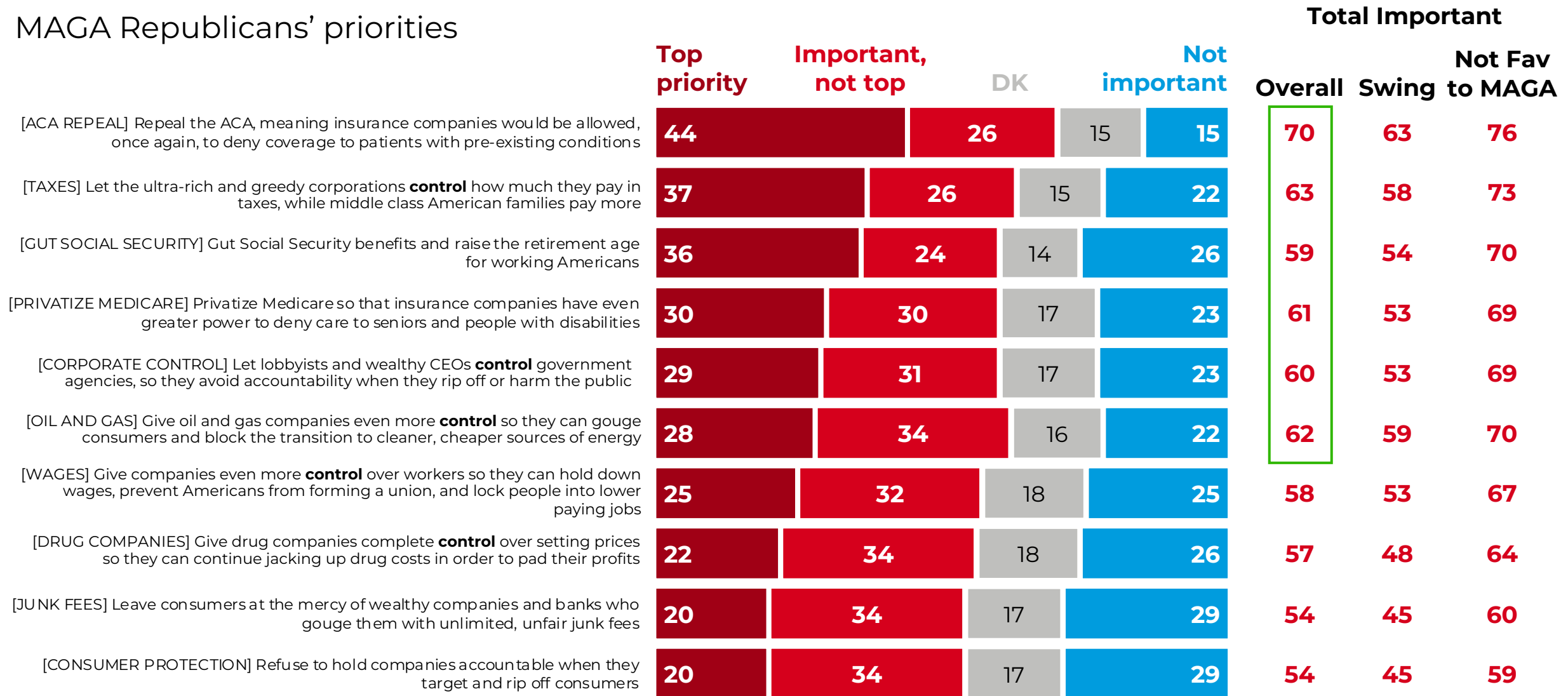
...and believable; there is no resistance to the examples offered or have to do much education to back up this attack.

MAGA Agenda – % Total True	Total	Dem	Ind.	Black	Latino	Under 35
[JAN 6TH] They will do anything to get power —create chaos, reject election results, and engage in violence if it helps them politically. They still deny the results of the 2020 election and have promised to pardon convicted felons who assaulted police officers at the Capitol on January 6th – letting them out of prison.	69	92	60	83	72	67
[ABORTION] They will strip us of our fundamental freedoms leaving us with even less freedom and control over our own lives . They will ban abortion, access to contraception, birth control, and IVF – and have even banned books in schools.	68	92	58	84	69	65
[MIDDLE CLASS] They will harm the middle class by giving the wealthy and corporations more power and control over us . The MAGA plan would repeal the Affordable Care Act, taking control away from us and letting insurance companies refuse care for people with preexisting conditions.	69	94	60	85	70	65

Note: 18% of the electorate identified as a “supporter of the MAGA movement”. These voters did not see these questions.

Control easily frames the economic argument; large majorities believe MAGA will pursue a variety of policies to control the economy

MAGA Republicans' priorities



After attacking MAGA (and no positive party branding), Democrat's image grows positively particularly on growing the middle class

The MAGA agenda, already negative, becomes even worse after negative messaging

Trait Movement Post Messaging

● Net Democrats Before Messaging

● Net Democrats After Messaging

