



# MAJORITY STRATEGIES



## 2026 GENERAL AUDIENCE SPOTLIGHT

# Republican GOTV



## Only Majority Strategies

Widely regarded as America's most experienced and trusted Republican political advertising firm, Majority Strategies plays to win in the toughest and most talked-about races spanning the local Courthouse to the White House. Our experience is vast. Our reputation is well-earned. Our team is ready. And our first concern is your unique audiences.

## Data Drives

It's not only the data we have, but also how we use it. Our people-first approach sets us apart in politics. Majority Strategies provides a state-of-the-art, omni-channel data solution that combines location-based data and numerous 1st and 3rd party better data sources with predictive modeling to identify your target audiences and deliver your message to the right people, at the right time, on the right medium. We have added numerous layers of information into the voter file that allows our in-house data managers to build custom audiences from scratch, provide fully integrated data for both online and offline engagement, and offer actionable analytics and real-time insights to make smart, timely, data-driven decisions.

# AUDIENCE SPOTLIGHT

## Audience Criteria & Insights

Registered voters nationwide who are modeled as hard Republicans with a mid to low propensity to turn out. Geographically, 71% of these voters live in metro areas with populations of 250,000 or higher, though they over-index the national average for the percentage of the audience living in small metros. In 2024, 84% of these voters cast a ballot, compared to just 43% in the 2022 midterms. In 2026, we expect roughly 48% of these voters to vote prior to Election Day.

While these voters are fairly evenly distributed across all age ranges, they over-index among those aged 55-64 compared to national voter file averages. Nearly 6 million of them have a college education, and almost 60% are married.

These are traditional Republican, issue-minded voters who over-index in their support for deportations, school choice, and pro-life policies, and who believe inflation is a major concern. Over 6 million voters actively read their mail and over-index in their viewership on streaming platforms, as well as on Facebook and YouTube.

## Republican GOTV (Get Out the Vote)

	Voters	HHs	% of Audience	Audience Index v. National
	17,097,284	13,521,464	100%	1.0
<b>BY GEOGRAPHIC DISTRIBUTION</b>				
Large Central Metro	3,607,063	3,031,077	21%	0.7
Large Fringe Metro	4,429,012	3,532,490	26%	1.0
Medium Metro	4,019,250	3,194,780	24%	1.1
Small Metro	1,903,257	1,532,529	11%	1.2
Micropolitan	1,762,957	1,429,009	10%	1.3
Non-Core	1,348,784	1,092,273	8%	1.4

Universe Buckets	Hard Dem	Lean Dem	Swing	Lean GOP	Hard GOP
High Propensity	High Turnout, Hard Dem <b>26,185,849</b> HHs: 15,458,640 Cells: 15,954,485	High Turnout, Lean Dem <b>9,078,101</b> HHs: 7,026,466 Cells: 15,954,485	High Turnout, Swing <b>12,750,369</b> HHs: 9,128,420 Cells: 7,557,500	High Turnout, Lean GOP <b>7,448,915</b> HHs: 5,824,191 Cells: 4,527,409	High Turnout, Hard GOP <b>27,990,717</b> HHs: 14,021,340 Cells: 16,542,351
Mid Propensity	Mid Turnout, Hard Dem <b>10,900,132</b> HHs: 9,080,478 Cells: 6,061,187	Mid Turnout, Lean Dem <b>8,527,938</b> HHs: 7,280,078 Cells: 4,536,483	Mid Turnout, Swing <b>14,435,800</b> HHs: 11,115,792 Cells: 7,848,495	Mid Turnout, Lean GOP <b>6,166,362</b> HHs: 5,289,951 Cells: 3,542,310	Mid Turnout, Hard GOP <b>10,432,605</b> HHs: 7,968,681 Cells: 6,028,428
Low Propensity	Low Turnout, Hard Dem <b>11,354,807</b> HHs: 9,264,510 Cells: 5,005,533	Low Turnout, Lean Dem <b>15,714,646</b> HHs: 12,132,131 Cells: 6,642,258	Low Turnout, Swing <b>33,495,508</b> HHs: 21,584,215 Cells: 15,038,843	Low Turnout, Lean GOP <b>11,726,549</b> HHs: 9,370,859 Cells: 5,697,698	Low Turnout, Hard GOP <b>6,664,679</b> HHs: 5,552,783 Cells: 3,671,616



# DEMOGRAPHIC, LIFESTYLE, POLITICAL, & MEDIA HIGHLIGHTS

Audiences can be created using these data points (and 1,000s more) for omni-channel targeting – across mail, mobile, streaming, and digital platforms.

		Republican GOTV			
		Voters	HHs	%	Audience Index v. National
<b>AUDIENCE TOTALS:</b>		<b>17,097,284</b>	<b>13,521,464</b>	<b>100%</b>	<b>1.0</b>
<b>DEMOGRAPHIC &amp; LIFESTYLE SUBSETS</b>	WOMEN	7,913,850	6,886,435	46%	0.9
	MEN	9,029,523	7,726,817	53%	1.1
	AGE RANGE - 18-34	3,683,644	3,244,366	22%	0.9
	AGE RANGE - 35-54	5,405,397	4,617,179	32%	1.0
	AGE RANGE - 55-64	3,551,433	3,071,349	21%	1.3
	AGE RANGE - 65+	4,231,925	3,546,185	25%	0.9
	HOUSEHOLD INCOME I - UNDER \$50,000	2,267,809	1,987,133	13%	0.7
	HH INCOME II - \$50,000 - \$99,999	5,887,219	4,676,779	34%	1.0
	HH INCOME III - \$100,000 - \$249,999	7,810,026	5,846,180	46%	1.1
	HH INCOME IV - \$250,000 PLUS	851,892	672,353	5%	1.1
	EDUCATION LEVEL I - HIGH SCHOOL	2,710,972	2,467,903	16%	1.1
	EDUCATION LEVEL II - SOME COLLEGE	939,774	904,548	5%	1.2
	EDUCATION LEVEL III - COLLEGE OR HIGHER	5,987,139	5,016,453	35%	1.0
	ETHNICITY - LIKELY ASIAN	472,694	412,065	3%	0.7
	ETHNICITY - LIKELY WHITE	12,613,903	9,080,355	74%	1.2
	ETHNICITY - LIKELY HISPANIC	1,478,221	1,322,260	9%	0.7
	ETHNICITY - LIKELY AFRICAN AMERICAN	202,152	189,428	1%	0.1
	CHILDREN IN HOUSEHOLD	5,625,182	4,075,978	33%	1.2
	HOMEOWNER	9,893,531	6,940,695	58%	1.2
	RENTER	3,181,584	2,797,783	19%	0.7
MARRIED	10,127,360	7,443,086	59%	1.2	
<b>POLITICAL &amp; ISSUE SUBSETS</b>	SOCIAL CONSERVATIVES	16,258,450	11,602,759	95%	2.6
	FISCAL CONSERVATIVES	15,311,580	11,255,053	90%	2.4
	SOCIAL PROGRESSIVE	19,523	18,355	0%	0.0
	FISCAL PROGRESSIVE	6,299	5,992	0%	0.0
	INFLATION MAJOR CONCERN	7,898,623	6,345,046	46%	1.4
	DEPORT UNDOCUMENTED MIGRANTS SUPPORT	14,889,388	10,814,065	87%	2.4
	DEPORT UNDOCUMENTED MIGRANTS OPPOSE	14,835	14,163	0%	0.0
	INTERNATIONAL CONFLICT SUPPORT	10,527,579	8,096,038	62%	1.6
	INTERNATIONAL CONFLICT OPPOSE	10,527,579	8,096,038	62%	1.6
	PRO-LIFE	13,637,971	10,198,603	80%	2.4
	PRO-CHOICE	353,932	333,072	2%	0.1
	SCHOOL CHOICE SUPPORT	9,120,529	7,374,812	53%	1.3
	SCHOOL CHOICE OPPOSE	2,050,910	1,781,188	12%	0.4
	CRIME CONCERN	6,419,633	5,386,362	38%	0.9
	ENERGY AFFORDABILITY WORRIED	7,201,346	6,025,993	42%	1.0
	ENERGY INDEPENDENCE SUPPORT	6,303,210	5,291,086	37%	1.1
<b>MEDIA CONSUMPTION SUBSETS</b>	VIEWER - MAIL READER	6,023,301	4,933,609	35%	0.9
	VIEWER - STREAMING	11,886,694	9,128,740	70%	1.1
	VIEWER - HEAVY SOCIAL MEDIA USER	12,706,953	9,739,126	74%	1.0
	VIEWER - LIVE TV	11,250,613	8,559,442	66%	0.9
	SOCIAL MEDIA USER - FACEBOOK	14,375,864	10,502,120	84%	1.1
	SOCIAL MEDIA USER - YOUTUBE	12,831,948	9,832,015	75%	1.1
	STREAMING WITH ADS USER - NETFLIX	3,668,898	3,072,670	21%	0.7
	STREAMING WITH ADS USER - DISNEY PLUS	4,375,173	3,734,194	26%	1.2
	STREAMING WITH ADS USER - HULU	6,037,662	4,996,368	35%	1.0



# SAMPLES

**FINAL NOTICE:**  
Vote for  
**DONALD TRUMP & BERNIE MORENO**

**THIS IS IT.**

Election Day is almost here, and our country has a choice to make.  
We can choose four more years of out-of-control inflation, unlimited illegal immigration, and weaponized Big Government courtesy of Far-Left radicals.

Or we can choose affordable groceries and healthcare, secure borders, and a booming economy that lifts everyone up ...  
We can choose to **Make America Great Again**.

On November 5<sup>th</sup>, get out and vote for Donald J. Trump for President and Bernie Moreno for U.S. Senate.  
Don't sit this election out. This is our final chance to save our nation — we won't get another shot at this. Make your plan to vote on Election Day.

**VOTE TUESDAY, NOVEMBER 5<sup>TH</sup>**

DEFEAT THE RADICAL LEFT.  
MAKE AMERICA GREAT AGAIN.

**VOTE DONALD TRUMP & BERNIE MORENO**

**FINAL NOTICE:**  
ELECTION DAY IS ALMOST HERE

Elect  
**DONALD TRUMP & BERNIE MORENO**  
MAKE AMERICA GREAT AGAIN

**VOTE TUESDAY, NOVEMBER 5<sup>TH</sup>**

NOTE: DO NOT REMOVE THIS NOTICE FROM ANY MAILING LIST. WE REQUEST THAT YOU PRINT THIS NOTICE AND MAIL IT TO THE FOLLOWING ADDRESS: MAJORITY STRATEGIES, 1000 N. W. 10TH AVENUE, SUITE 1000, MIAMI, FL 33136. PLEASE PRINT AND MAIL TO THE FOLLOWING ADDRESS: MAJORITY STRATEGIES, 1000 N. W. 10TH AVENUE, SUITE 1000, MIAMI, FL 33136.

Mail to: Kevin Schmidt Party  
PO Box 76  
Springfield, IL 62786

IT'S TIME TO GET OUT & VOTE  
**KEVIN SCHMIDT**  
FOR STATE REPRESENTATIVE

- Unleashing Our Economy
- Looking Out for Our Veterans
- Standing Guard for Our Communities

**KEVIN SCHMIDT**  
FOR STATE REPRESENTATIVE

Early Voting Is Underway Now!  
VOTE ON OR BEFORE TUESDAY, NOVEMBER 5<sup>TH</sup>

SCHMIDTFORIL.COM

HE KNOWS WHAT TIME IT IS.

IT'S TIME TO GET OUT & VOTE  
**KEVIN SCHMIDT**  
FOR STATE REPRESENTATIVE

State Representative Kevin Schmidt is a husband, father, small business owner, and doctor who is dedicated to helping our district in every way he can.

**UNLEASHING OUR ECONOMY**  
A strong local economy means strong families. Kevin Schmidt is bringing new opportunities and great-paying jobs to our area. He's fighting to stop inflation and lower our cost of living.

**LOOKING OUT FOR OUR VETERANS**  
Veterans need a watchdog — that's Kevin Schmidt. He's working to make veteran services and programs the best they can be. It's the least we can do for those who risked it all to defend our freedom.

**STANDING GUARD FOR OUR COMMUNITIES**  
Crime in parks is too high. Kevin Schmidt stands with our police, ensuring they get the resources they need to protect us. And Kevin sticks up for vulnerable senior citizens, co-sponsoring legislation to enhance penalties for elder abuse.

**KEVIN SCHMIDT**  
FOR STATE REPRESENTATIVE

Early Voting Is Underway Now!  
VOTE ON OR BEFORE TUESDAY, NOVEMBER 5<sup>TH</sup>

SCHMIDTFORIL.COM



# SAMPLES

**OUR FAMILIES ARE COUNTING ON YOU TO**  
Re-Elect  
**MICHAEL BOUCHARD**  
Our Sheriff

Get out and Vote for Sheriff Michael Bouchard  
**ELECTION DAY TUESDAY, NOVEMBER 5TH**

SheriffBouchard.com

PAID FOR BY FRIENDS OF MICHAEL BOUCHARD  
P.O. BOX 7008  
BLOOMFIELD HILLS, MI 48302

Re-Elect  
**MICHAEL BOUCHARD**  
Our Sheriff

**THE SHERIFF WHO PUTS OUR FAMILIES FIRST**

Sheriff Michael Bouchard has been on duty for Oakland County families for nearly 40 years.

- ✓ Michigan's Most Awarded Sheriff
- ✓ Decades of Public Service
- ✓ Dedicated to Serving Our Community
- ✓ Endorsed by Michigan Teamsters

"We think Mike Bouchard has been progressive when it comes to keeping Oakland County ahead of the curve in terms of new concepts in law enforcement, and he is currently without peers. Vote Bouchard."  
- *Downtown News Magazine*

Re-Elect Sheriff **Michael Bouchard**  
ELECTION DAY TUESDAY, NOVEMBER 5TH  
SheriffBouchard.com

We're Falling to Pieces Because of  
**TAX-AND-SPEND POLITICIAN**  
**JIM HAADSMA**

Despite inflation and high prices making life unaffordable for many Michigan families, Jim Haadsma and the Lansing Democrats:

- ✗ Voted to raise income taxes by 5%
- ✗ Voted to slash 92% of school safety funding and mental health support
- ✗ Voted to take money out of the pockets of home healthcare workers, then hiked the cost of healthcare to fund special interests

**VOTE "NO" ON JIM HAADSMA**

**STEVE FRISBIE**  
Knows What Michigan Families Need Now

- ✓ Repeal the Democrats' 5% income tax increase
- ✓ Restore school safety and mental health support funding
- ✓ Fight against more corporate handouts with taxpayer dollars

VOTE STEVE FRISBIE  
FOR STATE REPRESENTATIVE

On or Before Election Day  
TUESDAY, NOVEMBER 5TH

Paid for by the Michigan Republican Party with regulated funds.  
Not authorized by any candidate committee.  
520 Seymour Ave.  
Lansing, MI 48333

**YOUR VOTE MATTERS!**  
MAKE YOUR VOICE HEARD TODAY

In Senate District 15, we have 9,756 Republicans registered to vote. In 2022, 6,520 voted. **That's just 67%.**

**Don't be part of the 33%.** Now more than ever, your vote is critical to electing a State Senator and State Representative who truly works for you. Make your plan to vote for Dick Bradstreet for Maine Senate.

**WAYS YOU CAN VOTE TODAY:**

- Go to your town hall and cast an absentee ballot in-person
- Request an absentee ballot be mailed to your house

SCAN HERE TO REQUEST YOUR BALLOT

**DON'T EXPECT CHANGE WITHOUT ACTION.**  
**VOTE TODAY.**

**YOUR VOTE MATTERS! MAKE YOUR VOICE HEARD TODAY**

Election Day is coming up, but you can make your voice heard today. Together, we can ensure:

- Lower Grocery Prices
- Lower Gas & Electric Rates
- Lower Everyday Bills
- Lower Healthcare Costs

**DON'T EXPECT CHANGE WITHOUT ACTION.**  
**VOTE TODAY.**

Paid for by the Renew the American Dream PAC. The top 3 funders are Maine Civic Action, Revive Home Town Maine PAC, and Still Fed Up With Taxes. Not paid for or authorized by any candidate.  
2 Passing Lane  
Lisbon Falls, ME 04252



# SAMPLES

**President Trump Endorses  
Tim Moore for Congress!**



*"Tim Moore is a proven conservative, and has my complete and total endorsement!"*  
- President Trump, 2/20/24

**A vote for Republican Tim Moore is a vote for real conservative leadership:**

- ▶ A balanced state budget for 10 years
- ▶ The largest income tax cut in NC history
- ▶ Outlawed sanctuary cities
- ▶ More investment in local law enforcement
- ▶ Passed voter ID to ensure safe and secure elections
- ▶ No men competing in women's sports
- ▶ Protected innocent life at all stages



**VOTE!**  
Republican Primary  
Tuesday, March 5<sup>th</sup>

**MOORE**  
CONGRESS

TimMooreNC.com

CONSERVATIVE  
**TIM MOORE**

**ENDORSED BY  
PRESIDENT TRUMP!**

*"Speaker Tim Moore is doing a fantastic job leading the North Carolina House of Representatives, and he is now running for North Carolina's 14<sup>th</sup> Congressional District ... [Tim] has my complete and total endorsement!"*  
- President Donald J. Trump, 2/20/24

**Moore and Trump are fighting together to:**

- ✓ Secure our border
- ✓ Strengthen our military
- ✓ Lower taxes
- ✓ Defend the Second Amendment
- ✓ Stand up to the Woke Mob destroying our country

**VOTE!**  
Republican Primary  
Tuesday,  
March 5<sup>th</sup>




**MOORE**  
CONGRESS

TimMooreNC.com

Printed by Friends of Tim Moore  
305 E. King Street  
Kings Mountain, NC 28086

**IT'S ALL UP FROM HERE ...**



**ABC Michigan**  
Political Action Committee  
AbcMI.com

Apprenticeship programs are critical to supporting Michigan laborers and the economy.

**Vote for the candidate who:**

- ✓ Supports apprenticeship programs
- ✓ Stands up for Michigan laborers
- ✓ Fights for good-paying jobs

**GET OUT & VOTE** for Free Enterprise

Paid for by Associated Builders and Contractors PAC With Regulated Funds.  
201 S. Washington Square, Suite 200, Lansing, MI 48933.  
Not Authorized by Any Candidate Committee.  
201 S. Washington Square, Suite 200  
Lansing, MI 48933

**VOTE KATHY SCHMALTZ**  
*LIFTING UP MICHIGAN LABORERS & OUR ECONOMY*

Apprenticeship programs have proven to be successful in helping people who are new to the trades master their skills and enter the workforce prepared to thrive.

Representative Kathy Schmalz is proud to support expanding apprenticeship programs so laborers can develop their skills on the way to earning a good living for themselves and their families.

Kathy Schmalz is committed to supporting the Michigan Fair and Open Competition Act, fighting for good-paying jobs, and rebuilding Michigan's economy.

**SUPPORT MICHIGAN WORKERS.**



**VOTE**  
Kathy Schmalz  
For State Representative  
**TUESDAY, NOVEMBER 5<sup>TH</sup>**



**ABC Michigan**  
Political Action Committee  
AbcMI.com





# MAJORITY STRATEGIES

POLITICS & PUBLIC AFFAIRS



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