



MAJORITY STRATEGIES



2026 GENERAL AUDIENCE SPOTLIGHT

REPUBLICAN IN-THE-BANK





Who We Are

Founded nearly three decades ago, Majority Strategies is America's most experienced and trusted influence marketing services firm. We specialize in Republican data-driven voter contact solutions that persuades and motivates targeted audiences to win political campaigns. Our industry-leading experience includes more than 3 billion pieces of direct mail as well as over 7 billion digital impressions produced for over 8,000 clients spanning all 50 states.

Data Drives Us

Our experience is built on a foundation of success when it comes to targeting the right voters, with the right message, at the right time. Data modeling allows us to assign probabilities of various ideologies and beliefs - from issue support to favorability to media and social media consumption - to each individual voter in any geography. Modeling makes it possible to look at groups of voters in a granular fashion, enabling the creation of audiences and the development of strategic plans to engage the targeted voters. We pair our modeled data with current voter files, voting (AB/EV) files, and voted (historical) files to deliver actionable audiences, at scale.

AUDIENCE SPOTLIGHT

Audience Criteria & Insights

Registered voters nationwide who are modeled as hard Republicans with a high propensity to turn out. Geographically, half of these voters live in suburban metro areas. In 2024 and 2022, 96% and 93% of these voters cast a ballot, respectively. In 2026, we expect roughly 61% of these voters to vote prior to Election Day.

Over 75% of these voters are over 54 yrs old and they are twice as likely to be over the age of 65 compared to national voter file averages. Nearly 22 million of them (78%) are married yet only ~10M (35%) have children in the household.

These are traditional base Republican voters who over-index in their support for deportations, pro-life policies, and the belief that the United States should be energy independent. These 'In-The-Bank' voters are 1.6x more likely to consume their direct mail and over-index in their viewership of Live TV and usage of Facebook.

	Voters	HHs	% of Audience	Audience Index v. National
	27,990,717	14,021,340	100%	1.0
BY GEOGRAPHIC DISTRIBUTION				
Large Central Metro	4,955,796	3,560,880	18%	0.6
Large Fringe Metro	7,777,494	5,056,197	28%	1.0
Medium Metro	6,082,583	4,050,435	22%	1.0
Small Metro	3,368,031	2,264,494	12%	1.3
Micropolitan	3,193,103	2,143,225	11%	1.4
Non-Core	2,580,383	1,735,881	9%	1.6

Universe Buckets	Hard Dem	Lean Dem	Swing	Lean GOP	Hard GOP
High Propensity	High Turnout, Hard Dem 26,185,849 HHs: 15,458,640 Cells: 15,954,485	High Turnout, Lean Dem 9,078,101 HHs: 7,026,466 Cells: 5,395,030	High Turnout, Swing 12,750,369 HHs: 9,128,420 Cells: 7,557,500	High Turnout, Lean GOP 7,448,915 HHs: 5,824,191 Cells: 4,527,409	High Turnout, Hard GOP 27,990,717 ← REPUBLICAN IN-THE-BANK HHs: 14,021,340 Cells: 16,542,351
Mid Propensity	Mid Turnout, Hard Dem 10,900,132 HHs: 9,080,478 Cells: 6,061,187	Mid Turnout, Lean Dem 8,527,938 HHs: 7,280,078 Cells: 4,536,483	Mid Turnout, Swing 14,435,800 HHs: 11,115,792 Cells: 7,848,495	Mid Turnout, Lean GOP 6,166,362 HHs: 5,289,951 Cells: 3,542,310	Mid Turnout, Hard GOP 10,432,605 HHs: 7,968,681 Cells: 6,028,428
Low Propensity	Low Turnout, Hard Dem 11,354,807 HHs: 9,264,510 Cells: 5,005,533	Low Turnout, Lean Dem 15,714,646 HHs: 12,132,131 Cells: 6,642,258	Low Turnout, Swing 33,495,508 HHs: 21,584,215 Cells: 15,038,843	Low Turnout, Lean GOP 11,726,549 HHs: 9,370,859 Cells: 5,697,698	Low Turnout, Hard GOP 6,664,679 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 In-The-Bank			
		Voters	HHs	%	Audience Index v. National
AUDIENCE TOTALS:		27,990,717	14,021,340	100%	1.0
DEMOGRAPHIC & LIFESTYLE SUBSETS	WOMEN	13,507,351	9,972,911	48%	0.9
	MEN	14,356,411	10,467,486	51%	1.1
	AGE RANGE - 18-	1,039,281	944,629	4%	0.2
	AGE RANGE - 35-54	5,517,122	4,261,182	20%	0.6
	AGE RANGE - 55-64	6,503,206	4,756,817	23%	1.5
	AGE RANGE - 65+	14,798,848	8,639,868	53%	2.0
	HOUSEHOLD INCOME I - UNDER \$50,000	2,765,820	2,217,830	10%	0.5
	HH INCOME II - \$50,000 - \$99,999	9,134,704	5,894,528	33%	1.0
	HH INCOME III - \$100,000 - \$249,999	14,176,449	8,078,491	51%	1.2
	HH INCOME IV - \$250,000 PLUS	1,722,051	1,151,489	6%	1.3
	EDUCATION LEVEL I - HIGH SCHOOL	4,678,678	3,812,165	17%	1.2
	EDUCATION LEVEL II - SOME COLLEGE	1,778,253	1,629,080	6%	1.4
	EDUCATION LEVEL III - COLLEGE OR HIGHER	14,148,221	8,969,812	51%	1.5
	ETHNICITY - LIKELY ASIAN	378,848	319,808	1%	0.4
	ETHNICITY - LIKELY WHITE	22,461,352	11,844,701	80%	1.3
	ETHNICITY - LIKELY HISPANIC	1,158,575	957,059	4%	0.3
	ETHNICITY - LIKELY AFRICAN AMERICAN	280,854	233,654	1%	0.1
	CHILDREN IN HOUSEHOLD	9,932,707	5,709,591	35%	1.3
	HOMEOWNER	20,175,613	10,143,057	72%	1.4
	RENTER	3,346,437	2,655,307	12%	0.4
MARRIED	21,865,572	11,160,876	78%	1.5	
POLITICAL & ISSUE SUBSETS	SOCIAL CONSERVATIVES	27,765,368	13,967,256	99%	2.7
	FISCAL CONSERVATIVES	27,736,908	13,974,395	99%	2.6
	SOCIAL PROGRESSIVE	1,079	1,040	0%	0.0
	FISCAL PROGRESSIVE	979	931	0%	0.0
	INFLATION MAJOR CONCERN	16,094,864	9,864,170	58%	1.7
	DEPORT UNDOCUMENTED MIGRANTS SUPPORT	27,064,380	13,736,175	97%	2.7
	DEPORT UNDOCUMENTED MIGRANTS OPPOSE	9,379	8,892	0%	0.0
	INTERNATIONAL CONFLICT SUPPORT	17,840,155	10,454,964	64%	1.7
	INTERNATIONAL CONFLICT OPPOSE	17,840,155	10,454,964	64%	1.7
	PRO-LIFE	26,034,469	13,461,386	93%	2.9
	PRO-CHOICE	145,873	131,502	1%	0.0
	SCHOOL CHOICE SUPPORT	16,873,613	10,045,811	60%	1.5
	SCHOOL CHOICE OPPOSE	2,764,457	2,191,021	10%	0.4
	CRIME CONCERN	10,056,024	6,950,189	36%	0.9
	ENERGY AFFORDABILITY WORRIED	8,867,532	6,450,470	32%	0.7
ENERGY INDEPENDENCE SUPPORT	20,080,446	11,089,619	72%	2.1	
MEDIA CONSUMPTION SUBSETS	VIEWER - MAIL READER	18,575,126	10,285,444	66%	1.6
	VIEWER - STREAMING	16,743,748	10,361,915	60%	1.0
	VIEWER - HEAVY SOCIAL MEDIA USER	11,345,501	8,217,418	41%	0.6
	VIEWER - LIVE TV	23,202,681	12,328,679	83%	1.2
	SOCIAL MEDIA USER - FACEBOOK	22,083,888	12,426,863	79%	1.1
	SOCIAL MEDIA USER - YOUTUBE	16,084,524	10,418,827	57%	0.8
	STREAMING WITH ADS USER - NETFLIX	6,361,424	4,648,894	23%	0.7
	STREAMING WITH ADS USER - DISNEY PLUS	2,032,990	1,736,427	7%	0.3
	STREAMING WITH ADS USER - HULU	3,573,845	2,940,773	13%	0.3



SAMPLES

BRETT CLARK
STATE SENATE

THE ONLY CANDIDATE IN THE RACE ENDORSED BY THE NRA

NATIONAL RIFLE ASSOCIATION

Paid for by Brett Clark for 966 S. CR 400 E Avon, IN 46123-8421

BRETT CLARK
STATE SENATE

ENDORSED BY THE NATIONAL RIFLE ASSOCIATION

Brett Clark is the former Hendricks County Sheriff whose 30 years of law enforcement experience is the foundation of his strong pro-gun rights stance today.

"I am proud to be the only candidate in this race to have earned the NRA's endorsement. As a staunch defender of our constitutional right to bear arms, I will never back down from the fight to protect and preserve our gun rights."
Brett Clark

Brett Clark is the leader Hoosiers can continue to trust to stand up for our gun rights, defend our 2nd Amendment, and preserve the proud hunting and sporting traditions of our community.

VOTE ON OR BEFORE MAY 7TH IN THE REPUBLICAN PRIMARY

CLARKFORSTATESENATE.ORG

CONSERVATIVES IN MICHIGAN AND ACROSS AMERICA ARE **UNITING BEHIND DEPERNO**

"Republicans in Michigan must unite and work together if they want to save Michigan. We must start by supporting Matt DePerno for Chairman of the MI Republican Party. There's only one person who has a proven background on election integrity, fundraising, uniting the party, and has my complete and total trust: Matt DePerno. I cannot think of anyone I trust more and look forward to working with and WINNING with than Matt DePerno."
- Donald J. Trump

We can count on Matt DePerno to ...

- ✓ Ensure the Michigan Republican Party represents our interests
- ✓ Fight to close primary elections
- ✓ Protect the electoral voice of conservatives
- ✓ Inspire leaders to secure future elections

VOTE MATTHEW DEPERNO FOR MICHIGAN GOP CHAIRMAN
Tuesday, February 18th

VIRGINIA FOXX Knows That Border Security Is American & North Carolinian Security

"Our guiding light on immigration reform should be to secure our borders, uphold our laws, and protect our national security."
- Congresswoman Virginia Foxx

Paid for by Virginia Foxx for Congress
PO Box 2676
Boone, NC 28607

FOXX U.S. CONGRESS VIRGINIAFOXX.COM

VOTE ON OR BEFORE TUESDAY, NOVEMBER 5TH EARLY VOTING HAS BEGUN

VIRGINIA FOXX Is Fighting to Secure the Border and Stop Deadly Fentanyl

Congresswoman Virginia Foxx understands that every state is a border state. Her goal is to keep illegal immigrants out of our country and prevent fentanyl from devastating our communities.

That's why Virginia Foxx is fighting to:

- ✓ Stop the deadly flow of fentanyl that's endangering our children
- ✓ Fully fund our Border Patrol so they're ready for anything
- ✓ Invest in advanced technology to make the border impenetrable

FOXX U.S. CONGRESS VIRGINIAFOXX.COM

Congresswoman Foxx sponsored a bill to **ENSURE** victims of violent crimes at the hands of illegal immigrants are quickly compensated to get the justice they deserve.¹

TRUMP CONSERVATIVE MATT DEPERNO
ENDORSED BY TRUSTED CONSERVATIVE LEADERS

DEPERNO SOLDANO VOTE MATTHEW DEPERNO FOR MICHIGAN GOP CHAIRMAN TUESDAY, FEBRUARY 18TH

MI GOP CHAIR & CO-CHAIR

Details for attending the convention:

- * State Convention will be on Saturday, Feb. 18th at the Lansing Convention Center
- * Want to help Team DePerno or have questions on Convention?
 - Email us at Team@DePernoForMI.com
 - Call us at 616-729-6325
- * Want to find fellow DePerno delegates to carpool to the Convention with?
 - Email us at Carpool@DePernoForMI.com
- * Join us at the DePerno Welcome Party on Friday Night at the Nuthouse!

1: https://fox.com/news/2018/02/01/foxx-intro-act-10001

DePernoForMI.com

Early Voting Has Begun. Vote on or Before Tuesday, November 5th

SAMPLES

CRYSTAL LETT THIS ISN'T FAIR PLAY. IT'S PLAYING DIRTY.



Forcing our girls to sit on the bench while boys take their spots?
Making girls share a locker room with boys?
THAT DOESN'T SOUND FAIR AT ALL.
Crystal Lett wants to play dirty and let boys play in girls' sports.

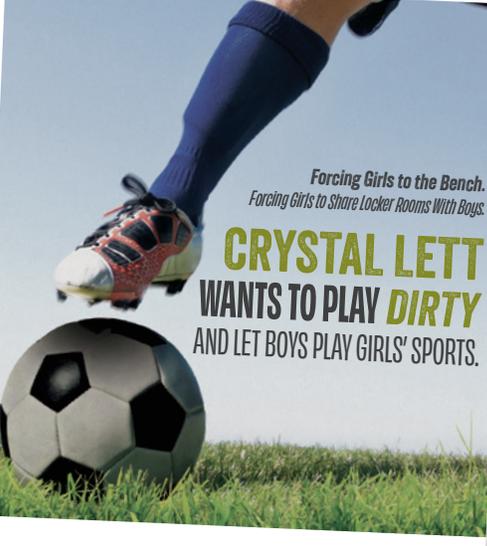
- X It's not right
- X It's not fair
- X It's the wrong choice

Give our girls a level playing field.

VOTE "NO" ON CRYSTAL LETT

Forcing Girls to the Bench.
Forcing Girls to Share Locker Rooms With Boys.

CRYSTAL LETT WANTS TO PLAY DIRTY AND LET BOYS PLAY GIRLS' SPORTS.



Crystal Lett
237 South 18th Street
St. Charles, MO 63304

Paid for by the Ohio Republican Party

"Conservative" **Phil Christofanelli**

X Gender Ideology in Our Schools
X Limiting Parental Rights

Missouri Families Can't Trust Phil Christofanelli to Protect Our Kids.



W is for Woke

Paid for by Protect Our Kids PAC
4 Elmview Dr.
Saint Charles, MO 63304

"Conservative" **Phil Christofanelli**

Missouri families can't trust Phil Christofanelli to protect our kids.

When a bill to ban teachings on **sexual orientation and gender identity** in Missouri Schools was put forward by a former teacher, it was Phil Christofanelli who galloped his fellow lawmaker about it and "challenged the wording ... and the logic behind it."

Christofanelli has been a vocal opponent of this compromise legislation that would require a system to notify parents of any change in their child's mental, emotional, or physical health.

Don't let outside influences take over our community like they've taken over Christofanelli's campaign — over 94% of Christofanelli's funding has come from outside St. Charles County.

Vote NO on "Conservative" Phil Christofanelli for Missouri Senate District 23 in the Republican Primary on August 6.

Learn more at ProtectOurKidsMO.org

No Wonder Hundreds of Thousands of Criminal Illegals Have Poured Into Our Country ...

While Nevadans Struggle & Suffer, **"Wacky" JACKY ROSEN** Gave Inmates & Illegals \$1 BILLION.

How high has your weekly grocery bill climbed?
How much have you had to cut back?
While we pay more, Jacky Rosen made things worse.
Jacky Rosen voted to give inmates and illegal immigrants nearly \$1 billion in stimulus checks!

Thanks to Jacky Rosen, our tax dollars — our help when we need it most — went to illegals and inmates. Not us.



VOTE NO ON JACKY ROSEN

18th Cal #72, 9/19/23 Washington Comment 2/19/22

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A NE SE SITE 267
StateofNevada.com/vote
any candidate or candidate's
Official Fundraising Page

HELP PRESIDENT TRUMP SECURE OUR BORDER

VOTE SAM BROWN FOR U.S. SENATE

TRUMP & BROWN will secure our border.
Sam Brown is ready to build the border wall and ensure law enforcement, border patrol, and ICE have the support they need to get the job done.

TRUMP & BROWN will end the Biden-Harris Administration's border crisis.
Sam Brown will help President Trump fix our broken immigration system and ensure America's immigration laws are enforced.

TRUMP & BROWN will put Americans first.
Sam Brown will fight for the safety and security of every Nevadan and stop deadly drugs and violent criminals from crossing the border.

Sam Brown. The Leader President Trump Trusts.

ENDORSED BY PRESIDENT TRUMP!




EARLY VOTING: SATURDAY, OCTOBER 19TH – FRIDAY, NOVEMBER 1ST
Election Day: Tuesday, November 5th





MAJORITY STRATEGIES

POLITICS & PUBLIC AFFAIRS



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