



Blue Rose Research

DSCC Message Test On the Senate Republican Agenda

Executive Summary

On behalf of the Democratic Senatorial Campaign Committee, Blue Rose Research conducted a survey experiment to determine the most effective messages with voters in Senate 2022 battleground states regarding the Senate Republican agenda.

This research shows that the **Senate Republican agenda is opposed by a wide range of voters, including Trump voters – and Democrats have effective messages against it, especially on Medicare and Social Security, taxes, and health care.**

The Attempt to Dismantle Popular American Programs and Raise Taxes on Working People Drives Voters Away from Senate Republicans

The most effective arguments at decreasing Republican vote choice focus on Senate Republicans' plans to end Medicare, Medicaid, and Social Security within five years. The top testing message overall is:

CANDIDATE is standing up against Senate Republicans' new plan that would end all federal programs in 5 years – including Medicare, Medicaid and Social Security. CANDIDATE believes we must fight to protect these programs because they help seniors and working families, not end them.

This message is in the top 5% most effective of all Senate messages tested by Blue Rose Research to date, and it is effective in decreasing Republican support across age, race, gender, educational status, and partisanship. This message drives the largest drop in Republican vote share among voters over 65+, Latino voters, and white voters without a college degree.

Messaging focused on tax provisions of the Senate Republican plan is similarly effective – especially when focusing specifically on the types of Americans that will be most impacted by their plan:

CANDIDATE is standing up against Senate Republicans' new plan that would raise taxes on working families. Republicans' plan would raise taxes on over half of all Americans – especially on seniors, families with children, and Americans making less than \$40,000 per year.

This message decreased support more than average with voters over 65, women, and white voters without a college education. And generally, it is effective at decreasing support for Senate Republicans across all demographic groups.

Finally, **a message about Senate Republicans' plan to phase out coverage for pre-existing conditions is effective at driving down Republican support** – in the top 10% of Senate messages tested to date:

CANDIDATE is standing up against Senate Republicans' new plan that would end all federal programs in 5 years – including the Affordable Care Act. That would mean insurance companies could charge more for health care, and coverage protections for pre-existing conditions would once again be eliminated. CANDIDATE won't let that happen.



While the previous two messages were relatively more effective with older voters, this message specifically overperforms with voters under 35.

In addition to message testing, traditional polling reinforces that the Senate Republican Plan is a vulnerability, even amongst the GOP Base.

A follow up question – asking voters directly whether they would be less likely to support the GOP when learning a set of information about the Senate Republican plans – further emphasizes the findings from our survey experiment:

- 65% of all voters said they were less likely to support the GOP “If Senate Republicans have a new plan that would end Medicare, Medicaid and Social Security in five years.” Of the components tested, this aspect of the plan is most harmful to voters’ intentions to vote for Republicans.
- 60% of voters said they were less likely to support the GOP “If Senate Republicans have a new plan that would raise taxes on over half of all Americans, including seniors and working families.”
- 55% of voters said they were less likely to support the GOP “If Senate Republicans have a new plan that would end the coverage protections for pre-existing conditions from the Affordable Care Act in five years.”

Voters who cast ballots for Trump in 2020 say the Medicare/Medicaid/Social Security provision makes them less likely to support Republicans on net, 46% less likely to 34% more likely. After hearing that the Senate Republican plan calls for increased taxes, 41% of Trump voters say they are less likely to vote for Republicans in 2022, compared to 30% who say they are more likely.

Methodology

Blue Rose Research collected 2,777 survey responses across AZ, GA, NV, NH, PA, and WI from March 25–30th via online web panels. Each message was tested in a randomized controlled trial environment in-survey as a separate treatment, and evaluated on Senate vote choice in the respondent’s state.