

Data centers finish near the bottom of issues tested in importance to voters.

Affordability wins 85% of its matchups and jobs and the economy 70%; data centers win 32%, fifteenth of sixteen. The next slide tests how firm that low-ranked opposition is.

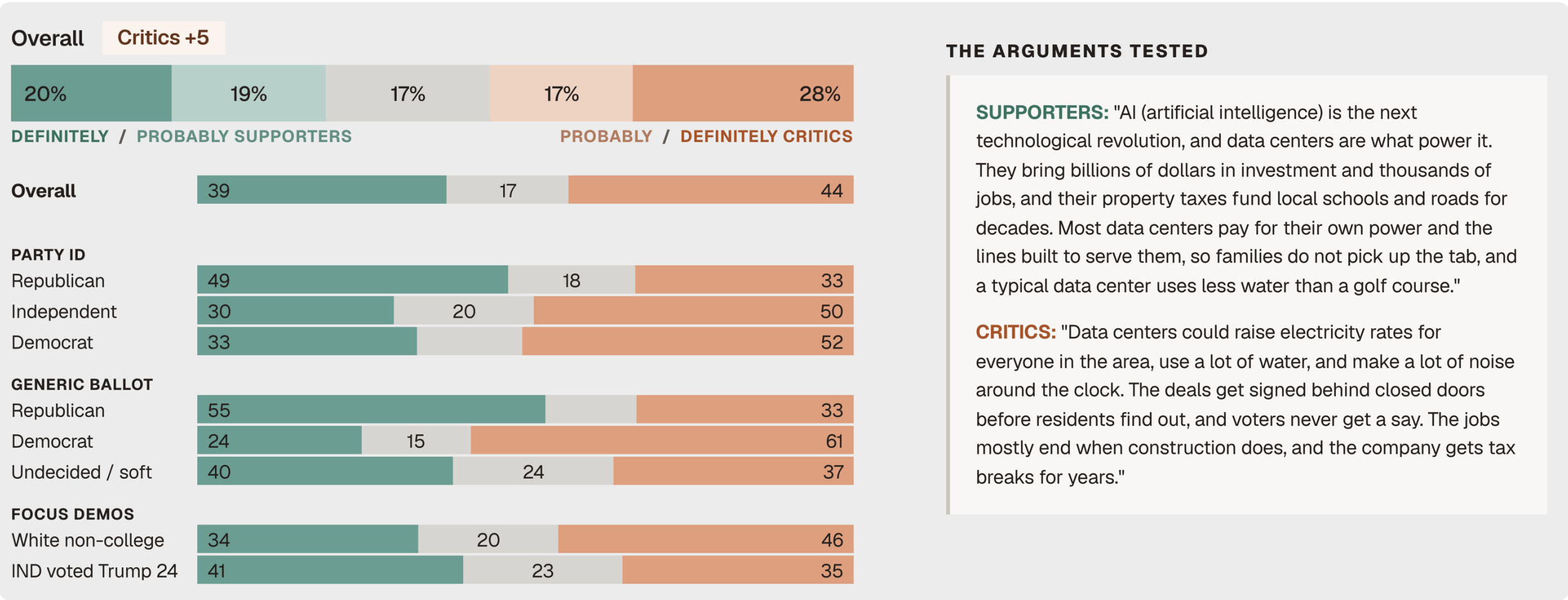
Q. For each pair, which one is the more important issue for the country right now?
Voters chose the more important issue in each pair. The win rate is the percentage of matchups that issue won.

	WIN RATE	PARTY ID		INDEPENDENTS		
		Republican	Democrat	All independents	IND voted Trump 24	IND voted Harris 24
Affordability & the cost of living	85%	79%	90%	86%	82%	87%
Jobs & the economy	70	79	64	70	81	63
Healthcare	69	59	77	67	66	65
Government corruption	65	61	72	66	74	61
Taxes & government spending	58	60	50	66	63	71
Threats to democracy	54	44	66	52	36	63
Crime & public safety	53	60	45	51	52	48
Foreign affairs & national security	50	57	43	56	63	42
Border security & immigration	44	64	29	37	42	34
Education and K-12 schools	44	48	42	45	49	38
Election integrity	41	45	38	39	37	42
Artificial intelligence	37	39	34	36	53	24
Climate change & the environment	35	20	44	29	12	42
Abortion and reproductive policy	33	31	34	34	39	26
Data centers being built in local communities	32	29	30	32	28	35
Guns	27	16	36	29	18	36

Told both sides of the data center argument, voters settle close to even, with the critics slightly ahead.

Supporters hold 39% to the critics' 44%, with 17% unsure. The argument stays open with the voters who decide it: Republicans favor the supporters 49-33 and undecided / soft voters split 40-37.

Q. Here is what supporters and critics are saying about building data centers in communities across the country. Which do you agree with more?



Republicans have multiple pathways to move undecided voters; the record and the contrast messages both work.

The record message leaves 48% more likely and 21% less likely, the contrast 46% and 24%. Undecided / soft voters respond to both, and most strongly to the contrast at 49% to 13%.

Q. Does this make you more likely or less likely to vote for the Republican candidate, or does it not make much difference?

Republicans' record of accomplishment

Republicans passed the largest tax cut in history, and it shows up in your paycheck: no tax on tips or overtime, a new deduction for every senior, and a bigger standard deduction for every family. They are cutting your taxes and cracking down on waste, fraud, and abuse, because your money is better spent by you than by the government. Democrats voted against these tax cuts and will bring back massive government spending, growing waste and fraud and making you poorer.

REACTION TO THE MESSAGE



DEMOGRAPHIC CROSSTABS



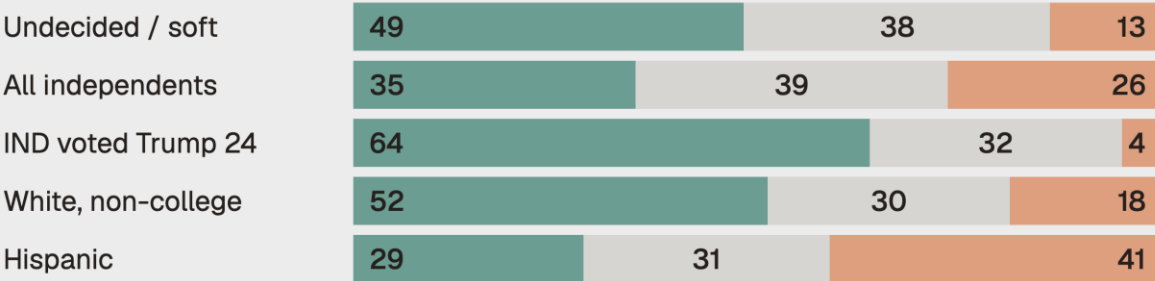
Contrast with Democrats

The Democratic Party has been taken over by its fringe. Zohran Mamdani, AOC, and Bernie Sanders set the agenda now, and the rest of the party falls in line: abolish ICE, empty the prisons, end private health insurance, let illegal immigrants vote. If Democrats take control of the Senate, these radical, weak-on-crime, anti-American policies will no longer be theoretical. They will become real and will make you poorer and make your family less safe.

REACTION TO THE MESSAGE



DEMOGRAPHIC CROSSTABS



Making the Trump tax cuts and Jobs Act permanent leads the reasons undecided voters back Republicans for Senate.

Permanent tax cuts win 71% of their matchups with undecided / soft voters, the senior tax deduction 68%, and the fraud crackdown 64%. Waste, fraud, and abuse comes up twice in the top five.

Q. Which of these makes you more likely to vote for Republicans for the U.S. Senate?
Voters picked the more compelling of two accomplishments at a time; win rate is the share of matchups an item won (50% is average). Ranked by undecided / soft voters.

TOP 12 OF 24 ACCOMPLISHMENTS TESTED

Win rate, ranked by undecided / soft voters

Stopped a Tax Increase, Lower Rates Permanent

New \$6,000 Senior Tax Deduction

Crackdown on Medicaid and Food Stamp Fraud

No Tax on Tips or Overtime

Ended Taxpayer Benefits for Illegal Immigrants

Cancelled \$9 billion in Foreign Aid Spending

Standard Deduction Raised to \$31,500

\$50 billion to Keep Rural Hospitals Open

TAKE IT DOWN Act Against Intimate Photo Abuse

HALT Fentanyl Act Felony for Copycat Drugs

\$150 billion to Rebuild the Military

Medicaid Work Requirement for Able-Bodied Adults

WIN RATE: UNDECIDED / SOFT
generic ballot

OVERALL

All voters

PARTY ID

Republican

Independent

DEMOGRAPHICS

White non-college

Hispanic

71%

64%

62%

61%

63%

53%

68%

71%

71%

79%

67%

51%

64%

54%

62%

59%

56%

52%

63%

64%

62%

65%

68%

67%

61%

51%

62%

51%

60%

41%

61%

51%

54%

49%

50%

45%

57%

59%

55%

52%

51%

49%

56%

64%

59%

57%

60%

65%

53%

52%

37%

57%

50%

43%

52%

51%

44%

61%

58%

43%

51%

48%

59%

50%

52%

55%

51%

49%

44%

51%

46%

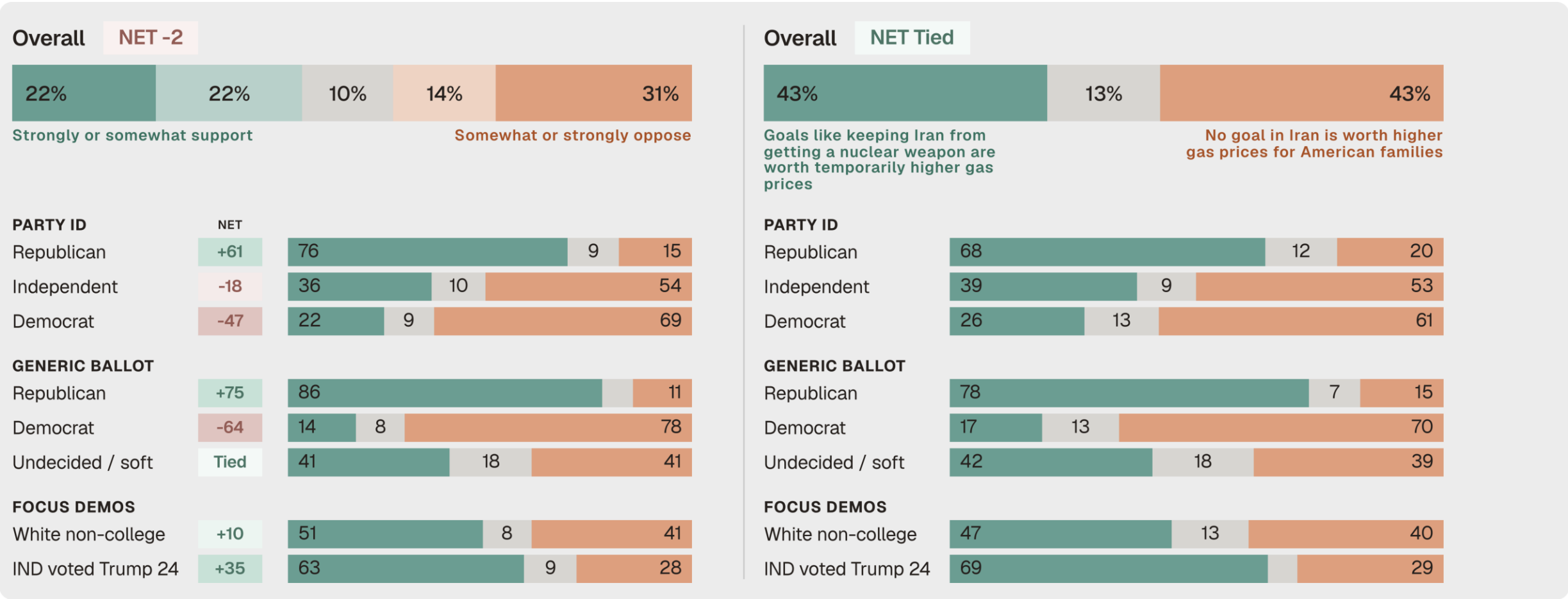
69%

Voters split evenly on the Iran campaign itself and on whether its goals are worth higher gas prices.

44% support the campaign and 46% oppose it, and the gas-price trade-off splits 43-43. Undecided / soft voters divide the same way on both questions, so the room to argue the case is real but narrow.

Q. Do you support or oppose the U.S. military campaign against Iran?

Q. Which of the following comes closer to your own view, even if neither is exactly right?



Overall

NET Tied

43%

13%

43%

Goals like keeping Iran from getting a nuclear weapon are worth temporarily higher gas prices

No goal in Iran is worth higher gas prices for American families

PARTY ID

Republican

68

12

20

Independent

39

9

53

Democrat

26

13

61

GENERIC BALLOT

Republican

78

7

15

Democrat

17

13

70

Undecided / soft

42

18

39

FOCUS DEMOS

White non-college

47

13

40

IND voted Trump 24

69

29