

MEMORANDUM

TO: INTERESTED PARTIES
FROM: RAGNAR RESEARCH PARTNERS
SUBJECT: 2024 ELECTION ANALYSIS: VICTORIES WON, OPPORTUNITIES LOST, AND LESSONS LEARNED
DATE: DECEMBER 11, 2024

The Bottom Line

The 2024 election cycle delivered significant victories at the Presidential and Senatorial levels, while maintaining GOP control of the House. However, a closer analysis reveals how much more could have been won in the House, given resource allocation patterns. The data is clear: this was one of the most favorable cycles for Republican messaging in 10 years.

What Voters Really Cared About

Americans, unsurprisingly, voted their pocketbooks. The economy, specifically inflation, dominated voter concerns at 26%, with border security following at 22%. While our Democratic colleagues committed significant resources to their 2022 playbook on abortion rights, voter data suggests this message found limited resonance beyond their base.

The border security issue proved particularly compelling, especially in districts where it's a daily reality rather than an abstract concept. In border districts, immigration was a primary concern for 32% of white voters and 28% of Hispanic voters - numbers that should only surprise analysts and pundits stuck in the old paradigm of Hispanics voting as a Democratic block.

Most Important Issue by Key Demographics

		The Economy	Border Security	Abortion/Pro-Choice	
PARTY	Total	26%	22%	11%	
	Republican	29%	40%	2%	
	Independent	29%	18%	11%	
SEX	Democrat	19%	7%	23%	
	Men	29%	25%	6%	
AGE	Women	23%	20%	16%	
	Age 18-34	28%	14%	14%	
	Age 35-54	29%	20%	12%	
	Age 55-64	25%	27%	10%	
RACE/ETHNICITY	Age 65+	22%	27%	9%	
	White	26%	24%	11%	
	Hispanic	25%	23%	11%	
	Black	28%	11%	15%	
	Asian/Other Minority	26%	18%	12%	
	Border Districts				
	White	20%	32%	9%	
Hispanic	19%	28%	11%		

The New Republican Coalition

Breaking the Blue Wall

The conventional wisdom about Hispanic voting patterns needed significant revision this cycle. Hispanic men under 55 showed remarkable movement toward Republican positions, with those ages 35-54 breaking Republican by +17 points. This suggests Republican economic messaging found particular resonance with working-age Hispanic voters, perhaps because Republicans were talking about issues that mattered to their daily lives.

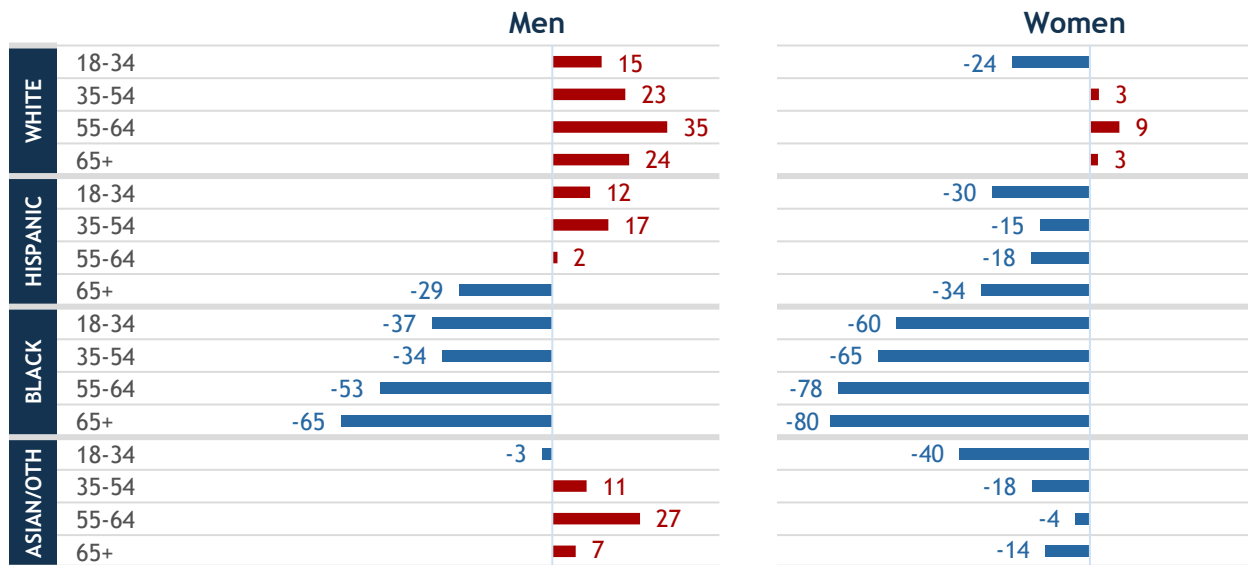
Mind the Gender Gap

While Democrats maintained their traditional advantages with women voters, the margins tell a more nuanced story. White women over 35 actually preferred Republican candidates and younger white women's Democratic preference (-24) was notably less pronounced than traditional models would predict. Older Asian/Other women were especially moved by GOP messaging on tabletop issues of the economy and border security.

The Youth Factor

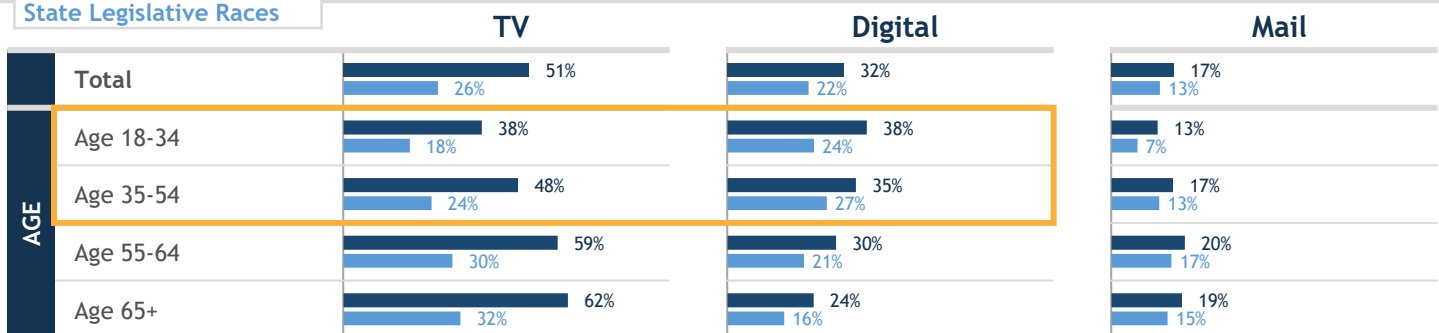
Young voters showed receptiveness to Republican messaging when we effectively reached their preferred media channels (digital has as much recall as TV with younger voters). Young white men (+15 Republican) and Hispanic men (+12 Republican) were particular bastions of the Republican vote, suggesting our economic message can resonate with younger voters when properly conveyed in a medium they will pay attention to.

Generic Ballot by Gender, Age, & Race/Ethnicity



Federal/Statewide Races State Legislative Races

Info Source Recall for either Republican or Democrat Candidates

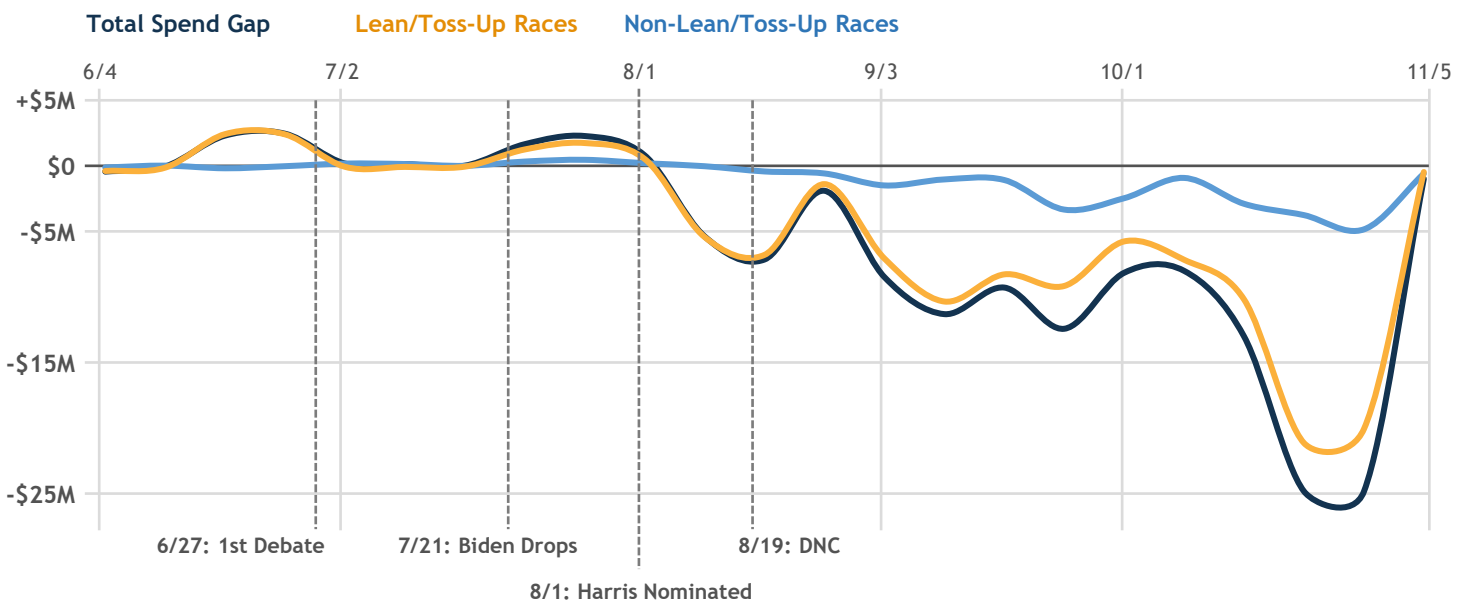


Following the Money Trail

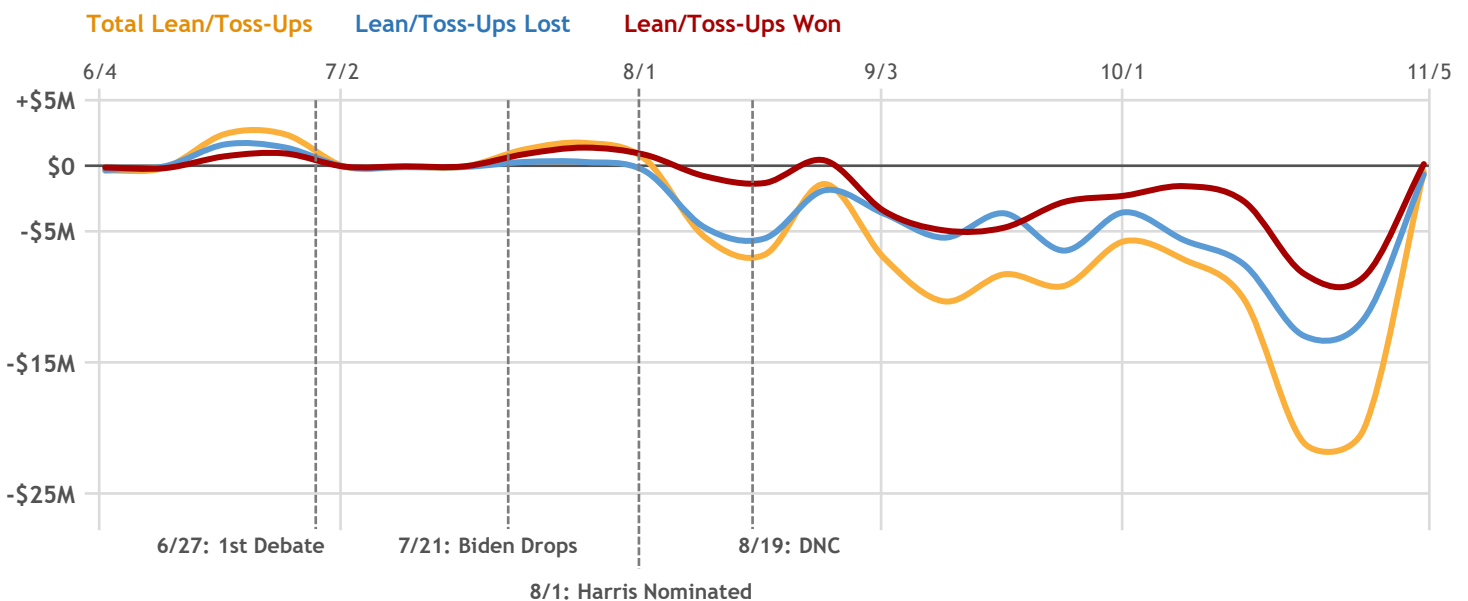
The spending data tells a clear story of opportunity and challenge. Republican early summer spending had established strong positions in competitive districts, but the post-Harris announcement period saw a dramatic shift in Democratic resource deployment that Republicans failed to match.

After Harris became the presumptive candidate, spending gaps in competitive districts reached concerning levels. Republican spending closed the gap briefly post-convention, but lost momentum entering September. In the final three weeks alone, Democrats outspent Republicans by more than \$60 million in competitive districts - a differential that proved decisive in several close races.

Weekly Spending Gap between Republicans & Democrats in Target Congressional Races



Weekly Spending Gap between Lean/Toss-Up Races Won & Loss



The Path to 2026

Message Matters

Republican economic and border security messages spoke to the issues voters actually cared about this election cycle. The task ahead isn't to reinvent our message but to ensure consistent delivery across all competitive districts.

Smart Money

The 2024 spending patterns suggest the continued importance of robust congressional funding and the vital role played by prioritizing which at-risk districts need the most funding. Early funding mechanisms and rapid-response capabilities will be crucial to maintaining message parity during the entire period of August through October, not just in the final week or two.

Meet Them Where They Are

The data clearly shows that media consumption depends heavily on age. While TV is still the primary contact tool, voters under 54 show strong engagement with digital messaging, highlighting a growing need for targeted universe creation and digital outreach at the level of the individual race and voter.

The Final Word

The 2024 cycle demonstrated both the strength of President Trump's messaging and the critical importance of resource allocation in translating message advantage into electoral success. The Republican coalition expanded in promising ways, particularly among Hispanic voters, younger voters, and women concerned about economic security.

Success in 2026 will hinge on delivering on the issues voters care most about while matching Democratic investments in competitive districts. The fundamentals are strong - now Republicans just need to ensure resource allocation and execution on House races matches strategic opportunities. After all, it's not often you win the presidency while leaving House seats on the table.

About Ragnar Research

With over 65 years of combined experience in public opinion research, Ragnar Research is proud of our track record of consistent accuracy on behalf of candidates, Fortune 500 companies, global non-profits, and colleges and universities. We have performed research in nearly every state in the US and every continent except Antarctica. Ragnar Research is a proud member of AAPOR and our extensive body of work reflects our commitment to those values.