To: Interested Parties
From: Global Strategy Group, HIT Strategies, and Equis Research
Date: July 2026
Re: Messaging on Transgender Issues in the 2026 Election Cycle

Global Strategy Group, HIT Strategies, and Equis Research partnered with Transgender Freedom Alliance to conduct focus groups, a survey, and ad testing with battleground swing voters to understand how to leverage Republicans' over-emphasis on attacking transgender people against them in the 2026 election cycle. Below are key recommendations.

Key Findings

- **Republicans start with an advantage over Democrats on key traits that drive the vote:** who is more focused and more extreme on transgender issues, and who supports policies that expose kids to inappropriate topics. Shifting the narrative on these is a critical first step.
- **Going on offense works.** Democrats lose ground when we don't respond. Talking about the Republicans' approach to transgender issues, on the other hand, increases a generic Democrat's lead and makes them more resilient to anti-transgender attacks.
- **Democrats win the fight when voters see an anti-GOP attack and an anti-Democratic attack.** Ad testing reveals that when Democrats respond to the Republican's anti-transgender ads with their own attacks on the Republican, the Democrat increases their lead by double-digits and shifts the narrative on if Democrats are too focused on transgender issues. The most effective ads centered on highlighting Republicans' fixation and campaign spending on the topic (over cost of living) (15-point shift toward the Democrat) and contrasting their focus and wasted government resources with cost of living (14-point shift toward the Democrat).
- **When fighting back, the most important thing to do is highlight the tradeoff: Republicans are prioritizing these issues at the expense of the issues that matter to voters, like bringing down costs or their taxes.** With this central message, we convey that not only are Republicans, in fact, the party focused on this issue, but voters are the ones who lose out – by wasted taxpayer dollars and attention that could be better spent on the economy.
- **Further go on offense by showing how Republicans are making it easier for sexual predators to access our kids.** We can double down and increase our vote advantage by giving voters reason to believe that Republicans are the party exposing children to inappropriate things and putting children at risk.

Messaging on Anti-Transgender Issues

- **The Frame: Republicans' relentless focus on transgender people is hurting all of us.** Voters are more concerned with the anti-transgender focus coming at the expense of things that impact them, like dealing with high costs or impacts on the medical system. This is a zero-sum game: Republicans focus/dollars on anti-transgender efforts means one less moment or dollar focused on people like you.
- **The Proof Points:** Quantify using dollar amounts over numbers of bills. Talk about the impact on doctors and hospitals over schools and teachers. Specifically…
    - Spent over $220 million calling transgender people "rainbow haired freaks" and blaming them for mass shootings
    - Threatened to defund hospitals if they continue to provide care to their transgender patients
    - Wasted over $100 million taxpayer dollars in just a couple of months enforcing restrictions on transgender people
    - *For a Latino-specific program: Consider proof points that also tie in economic waste and the costs of Republicans' focus on trans issues, over cost of living*

EXAMPLE MESSAGE: The cost of living is skyrocketing, but Republicans are more focused on restricting the rights of transgender people than helping to solve our problems. Republicans have already wasted over $100 million of our taxpayer dollars in just a couple of months enforcing their excessive restrictions on transgender people. Now they're threatening to defund our hospitals entirely and to put doctors we rely on in jail if they continue to provide care to their transgender patients. Republicans have gotten so extreme and focused on these niche issues that now it's costing us.

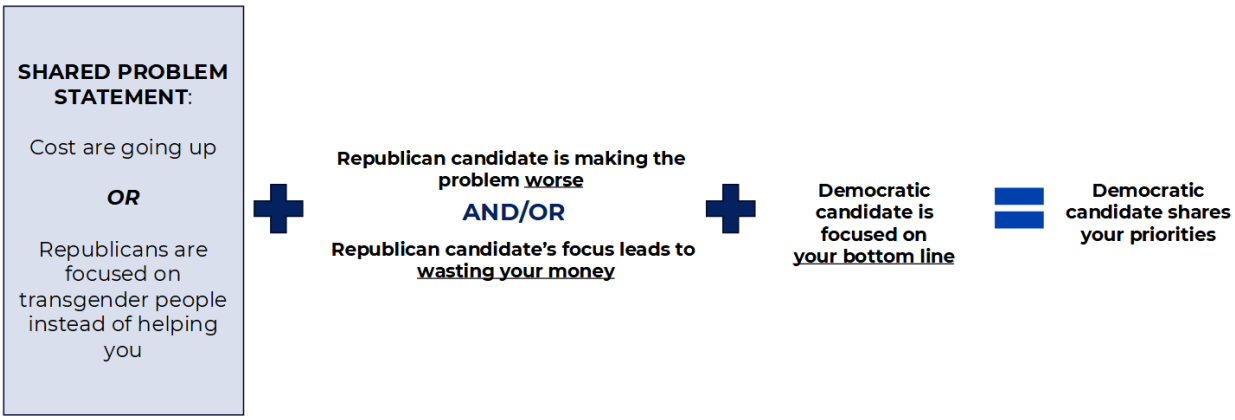
Messaging on Child Safety Issues

- **Emphasize that it's about <u>all</u> kids' safety** to broaden the scope of the impact and get out of the transgender framing
- **Focus on the threat of sexual predators.** This trumps more general concerns about online exposure or social media. While all are considered urgent for most voters, sexual predators finding kids online and skirting rules to abuse kids is far and away the most urgent priority for these voters.
- **The Proof Points:** It will depend on the race, but there are examples of the following across the country and many in Congress…
    - Voted against Democratic efforts to release Epstein files four separate times
    - Weakened background checks for adults working with kids, making it easier for sexual predators to gain access
    - Refused to crack down on the CEOs and companies allowing pedophiles to use their tech platforms for creating and sharing sexual images of children
    - Blocked Democratic efforts to crack down on sextortion of kids and teens, even as it's one of the fastest-growing crimes targeting kids

EXAMPLE MESSAGE: Parents are understandably worried about their kids' safety today, which is why it's so terrifying that Republicans are weakening laws even further. They've stripped background checks out of the law, making it easier for sexual predators to gain access to kids; voted against Democrats' efforts to release the Epstein files four times; and blocked efforts to crack down on new types of technology that enable sextortion and pedophilia. They're not looking out for our kids – just themselves.

Narrative Structure

Our research finds that one will have the most success by generally following this arc.



ABOUT THIS RESEARCH: *Global Strategy Group conducted four focus groups among House battleground swing voters, including Hispanic voters, Black men, and white women, from March 30 to March 31, 2026. Global Strategy Group also conducted a survey of 1010 likely voters in battleground congressional districts, including oversamples to reach 300 interviews among Black voters and 300 interviews among Hispanic voters between April 29 and May 6, 2026. The survey has a confidence interval of +/-3.1%. All interviews were conducted via web-based panel. Care has been taken to ensure the geographic, political, and demographic divisions of the population of likely voters are properly represented.*