

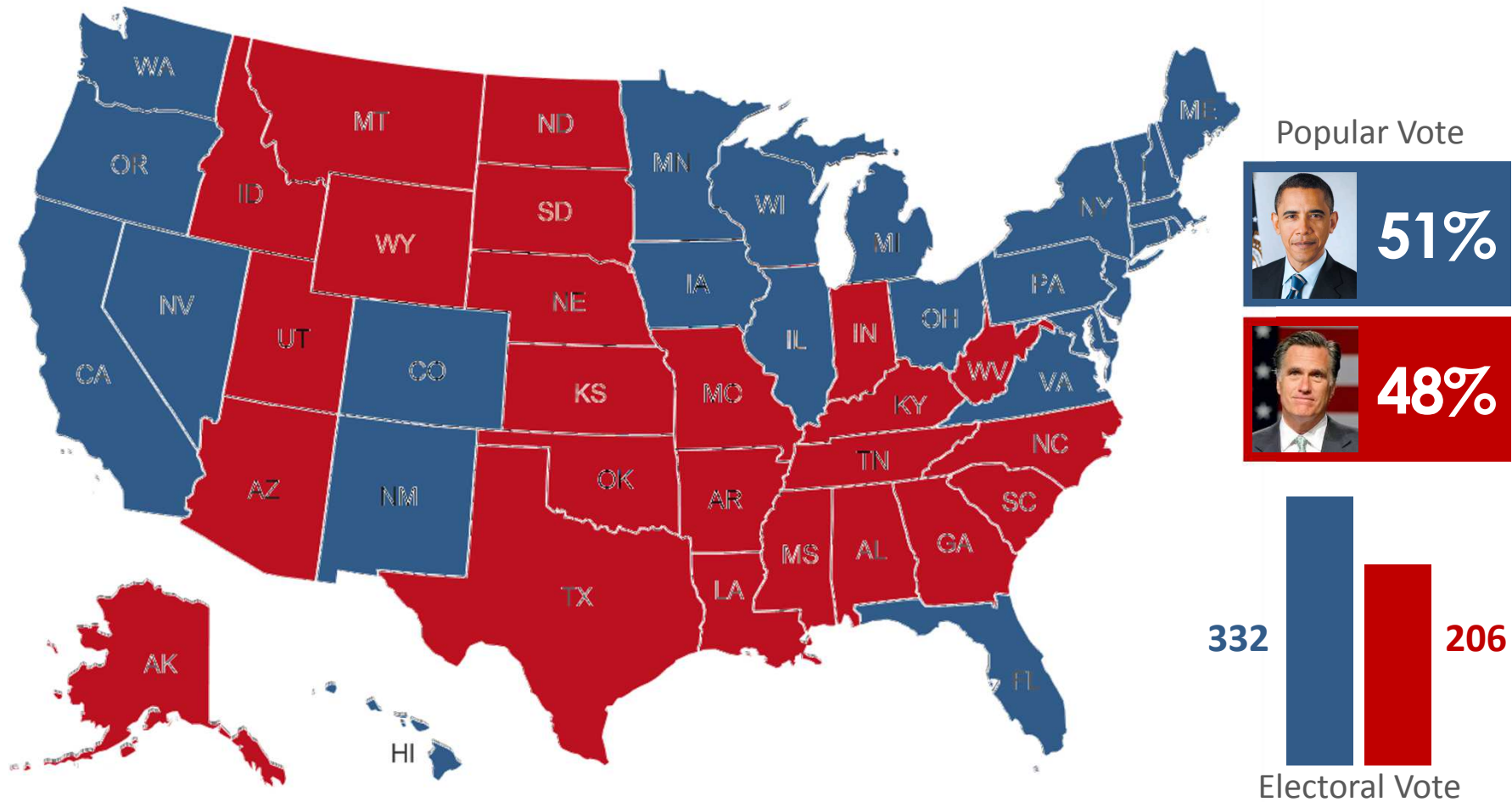
Art of the Rebuild: The US Republican Party on the Road to 2016



Konrad Adenauer Foundation/Berlin

October 13, 2014

The 2012 Presidential Election



More importantly, there were 7.7 million more female voters than male voters. They provided 53% of the US electorate in the last election cycle.

abc NEWS HOI

RNC Calls for

March 18, 2013
By SHUSHANNAH W



RNC Chairman Rein...
Manuel Elbar, Comed/AP

In what they called loss, the Republican saying that they ne win presidential ele

White unveiling the Priebus



Topics: Syria Labor

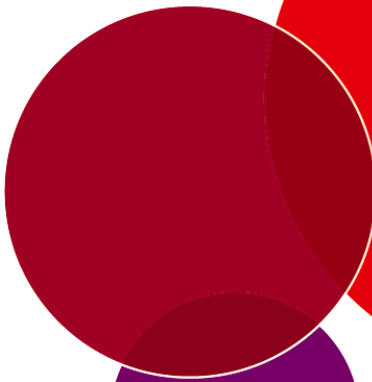
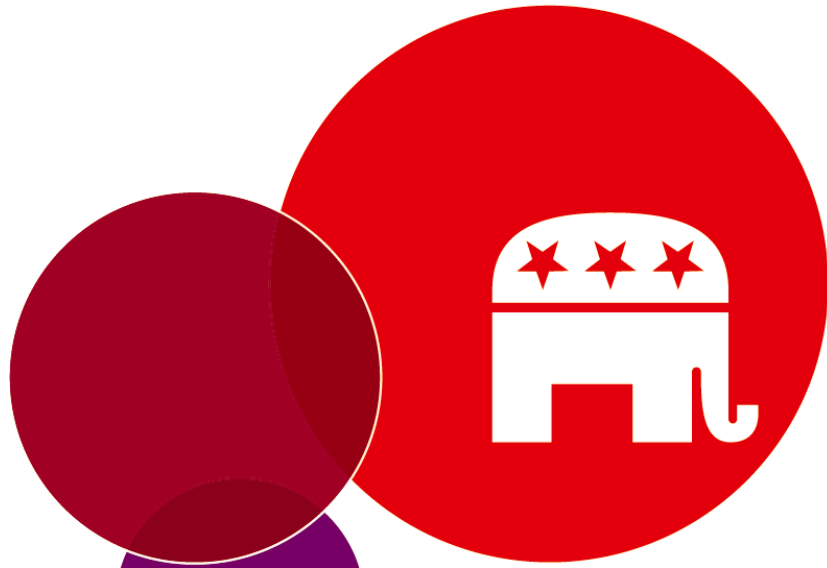
POLITICS

RNC relea project

CHARLIE SPIERING | MARCH 18, 2013 | 12:00 AM
TOPICS: BELTWAY CONFIDENTIAL CHARLIE SPIERING POLITICS DIGEST

The Republican National Committee releases the results of their Growth and Opportunity the results of a lengthy study to highlight the failure of the party.

"We met with, or spoke to more than 2,600 people, both outside Washington and inside Beltway. We spoke to voters, technical experts, private sector officials, Party members office holders," write the authors of the study. "We sought out Republicans from all ide backgrounds. We convened in-depth focus groups with voters in Iowa and Ohio who themselves Republicans, but who left the Party because they thought we weren't con enough or because we were too conservative."



GROWTH & OPPORTUNITY PROJECT

Washington.

The 97-page Growth and Opportunity Project commissioned in the wake of the 2012 election. Priebus, the chairman of the Republican National G.O.P. report is an extraordinary public acknowledgment of internal discord and vulnerability, which has intensified between the deeply committed conservative wing and the pragmatic, pro-business wing for control of the Republican Party. With just a few exceptions, it does not mince words.

At the federal level, it says, the party is "marginalizing itself," and, in the absence of major change, "it will be increasingly difficult for Republicans to win a presidential election in the near future."



GROWTH & OPPORTUNITY PROJECT

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IN THE NEWS

February 28, 2013

La Opinión: Republicanos tras el voto latino en Los Ángeles

El presidente del Comité Nacional Republicano Reince Priebus, se reunió esta semana con algunos empresarios latinos en el Este de Los Angeles con el fin, según dijo, de informarnos sobre los planes de su partido para lograr capturar más votos latinos en California y en el país.

La intención inicial era la de desarrollar un plan para "tener una relación genuina y auténtica con la comunidad latina", según dijo Priebus, sin embargo en la reunión no especificó estrategias para lograrlo.

Lo que sí señaló a los presentes es que los demócratas no son quienes más han trabajado en el tema de inmigración. "No se ha dicho la historia completa, como que han sido los mismos sindicatos demócratas los que tiraron abajo los avances en ese tema" aseguró el representante republicano.

ation of

review campaign game efforts; messagig rates; demographics; groups; campaign nial primaries; and wh successful Democratic

rtunity Project will further ensure ious in 2013, 2014, 2 C Chairman Reince it.

te back the Senate or cycle, despite odds ini in the Senate an

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HEADLINES THE NEWS

over minority voters

improving the party's performance with minority

RNC headquarters on Friday. "I want to fix

spanic vote and 73 percent of the Asian

rsing margins he won with all three in 2008 and 62 percent of the Asian-

states like Arizona and Texas blue.

CK DONATE

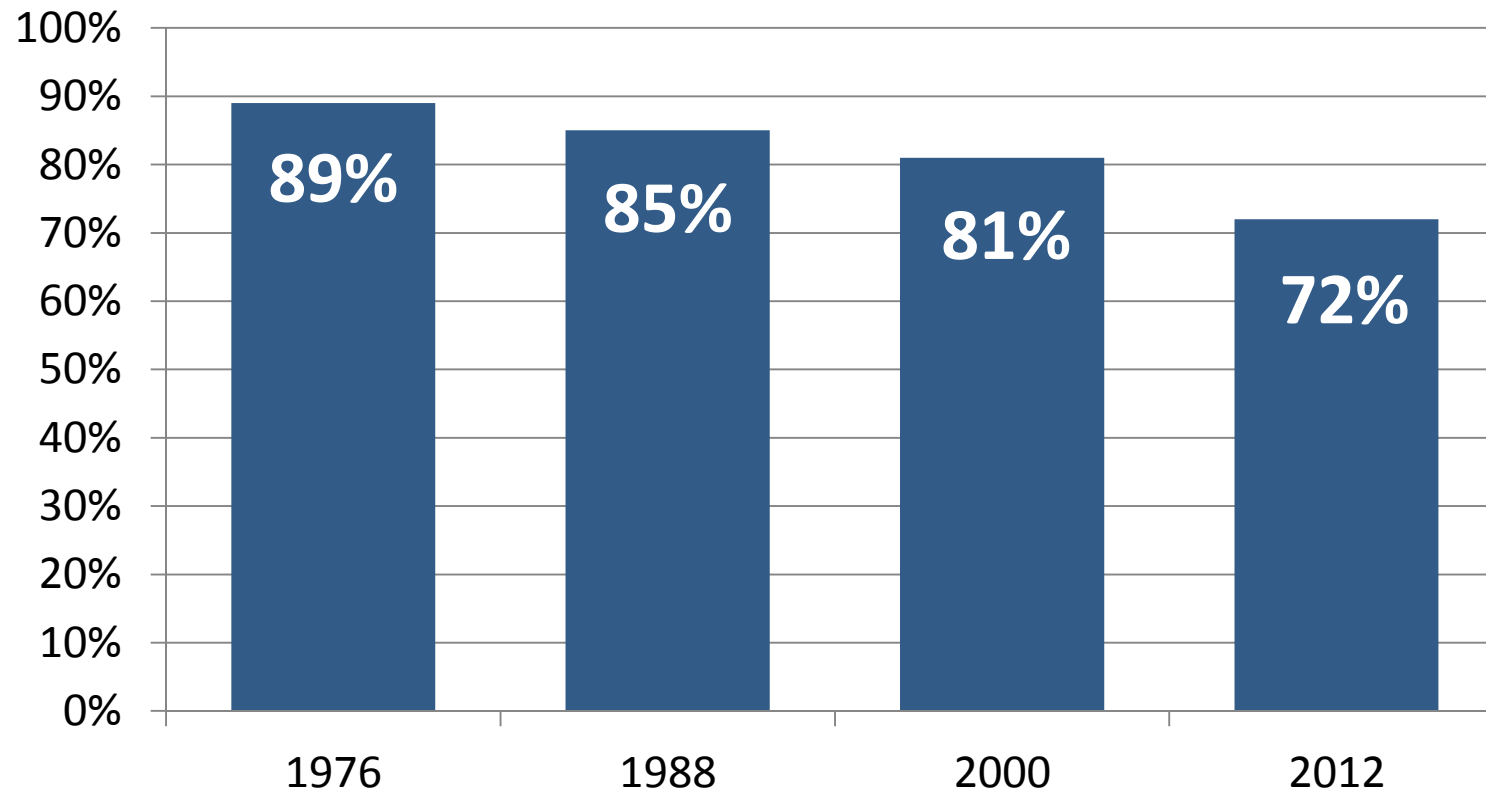


to New York City for what the RNC touts as "an African-American class, political and governmental leaders."

The RNC says... the Christian Cultural Center in Brooklyn, is the last of their listening sessions for their "Growth and Opportunity Project," which will be released next Monday, March 18. That project is a multi-tiered internal examination of the GOP and of how the party performed in last year's elections. The RNC ordered the review after the party failed to win back the White House or the Senate last November. While the GOP did lose eight seats to the Democrats in the House of Representatives, the party did keep control of the chamber.

Read More

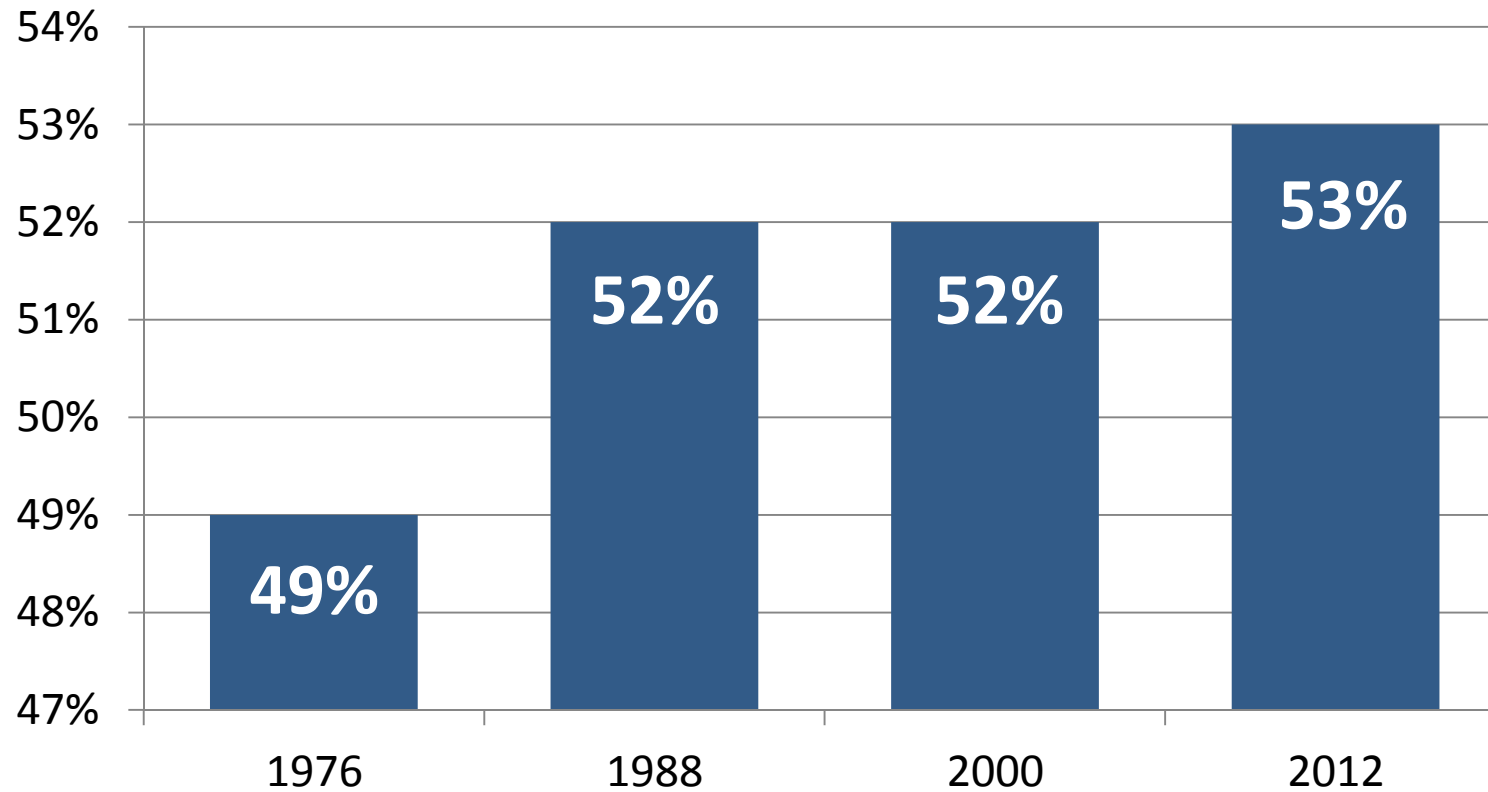
White Vote is Getting Smaller



Source: Roper Center Public Opinion Archives • www.ropercenter.uconn.edu



Female Vote is Increasing



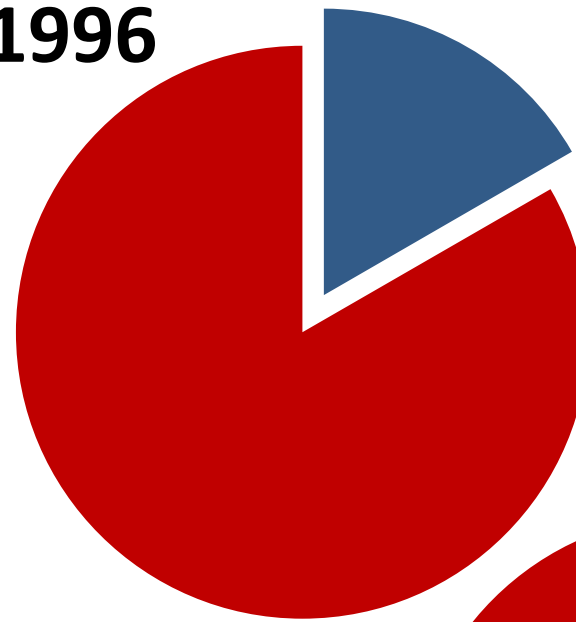
Source: Roper Center Public Opinion Archives • www.ropercenter.uconn.edu

Ethnic Minority Vote is Increasing

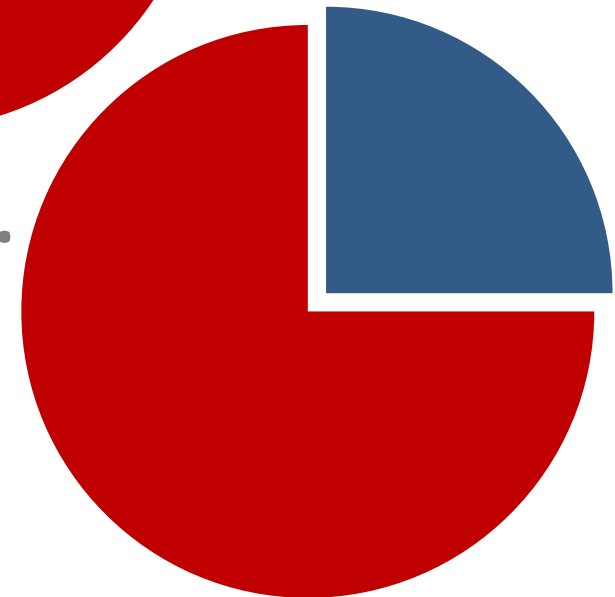
Over the last five presidential elections, the share of voters who were racial or ethnic minorities went from 1-in-6 to 1-in-4 (1996 to 2012).

Source: "The Diversifying Electorate" Thom File; as reported in USA Today

1996

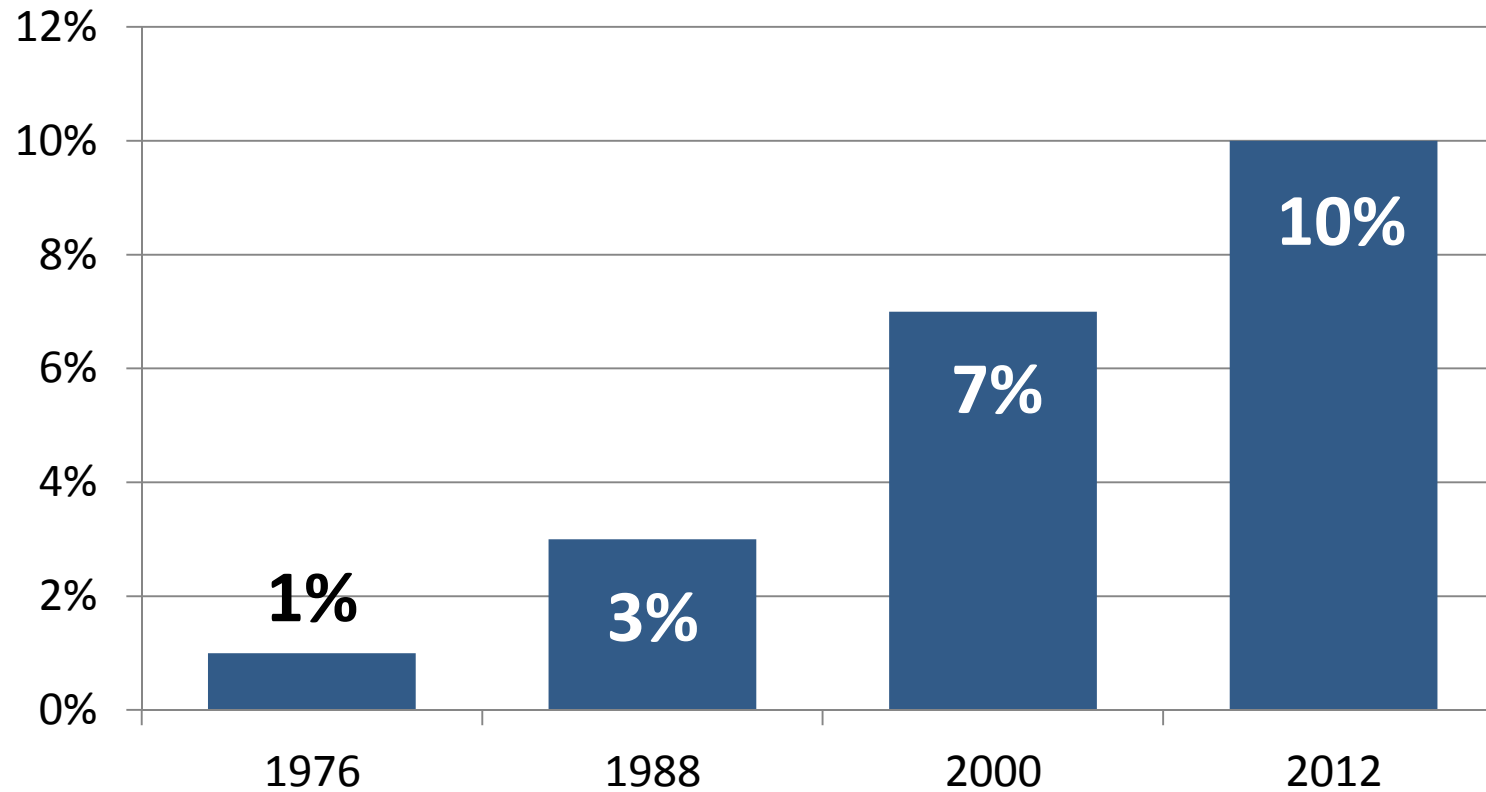


2012



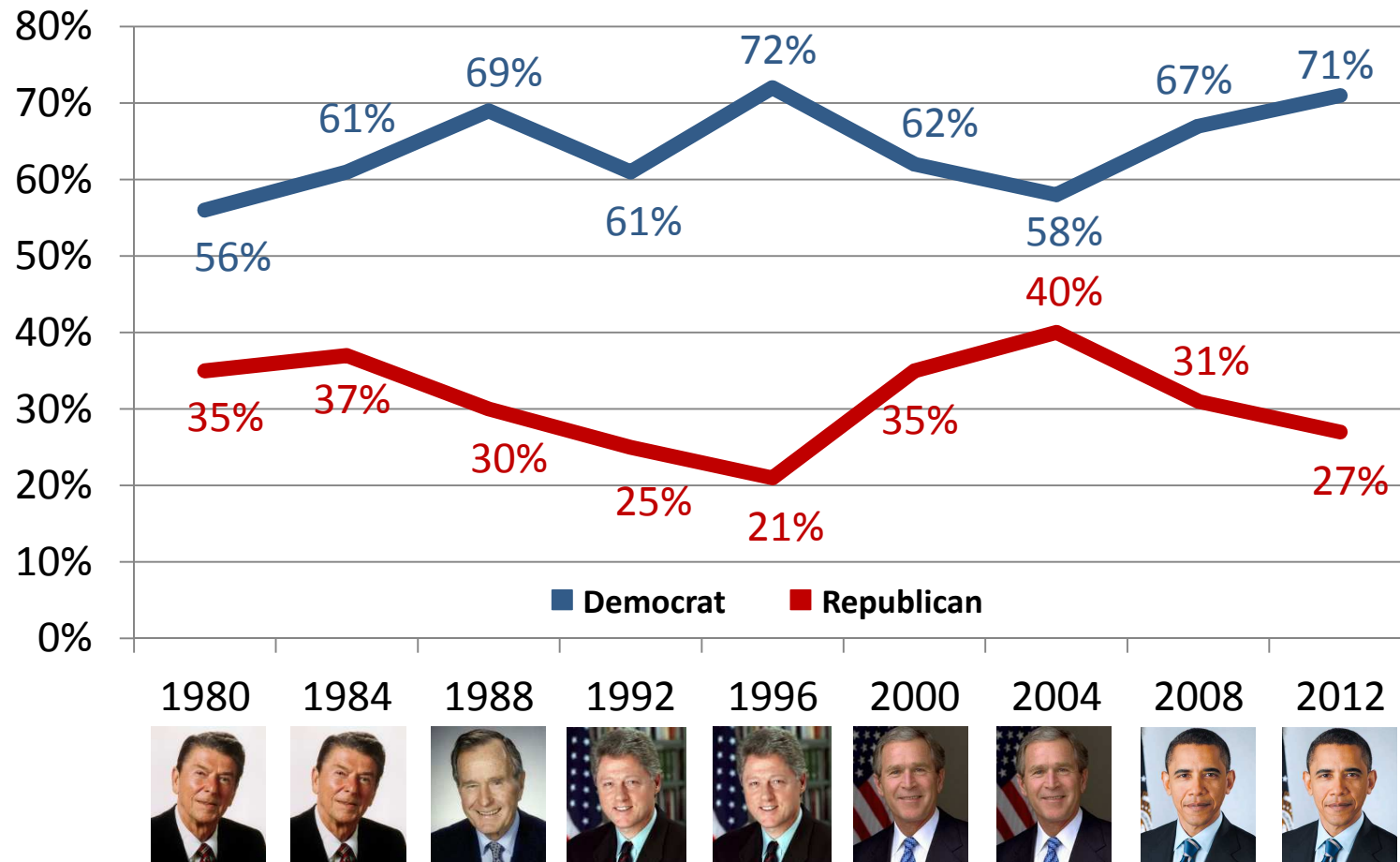
GROWTH & OPPORTUNITY PROJECT

Hispanic Vote is Increasing



Source: Roper Center Public Opinion Archives • www.ropercenter.uconn.edu

Hispanic Vote in Presidential Elections



Hispanic Vote in Presidential Elections

Year	Dem. Candidate	Share	Rep. Candidate	Share	Dem. Advantage
1980	Jimmy Carter	56%	Ronald Reagan	35%	21%
1984	Walter Mondale	61%	Ronald Reagan	37%	24%
1988	Michael Dukakis	69%	George H.W. Bush	30%	39%
1992	Bill Clinton	61%	George H.W. Bush	25%	36%
1996	Bill Clinton	72%	Bob Dole	21%	51%
2000	Al Gore	62%	George W. Bush	35%	27%
2004	John Kerry	58%	George W. Bush	40%	18%
2008	Barack Obama	67%	John McCain	31%	36%
2012	Barack Obama	71%	Mitt Romney	27%	44%

Source: Pew Hispanic Center analysis of national exit poll data, 1980-2012

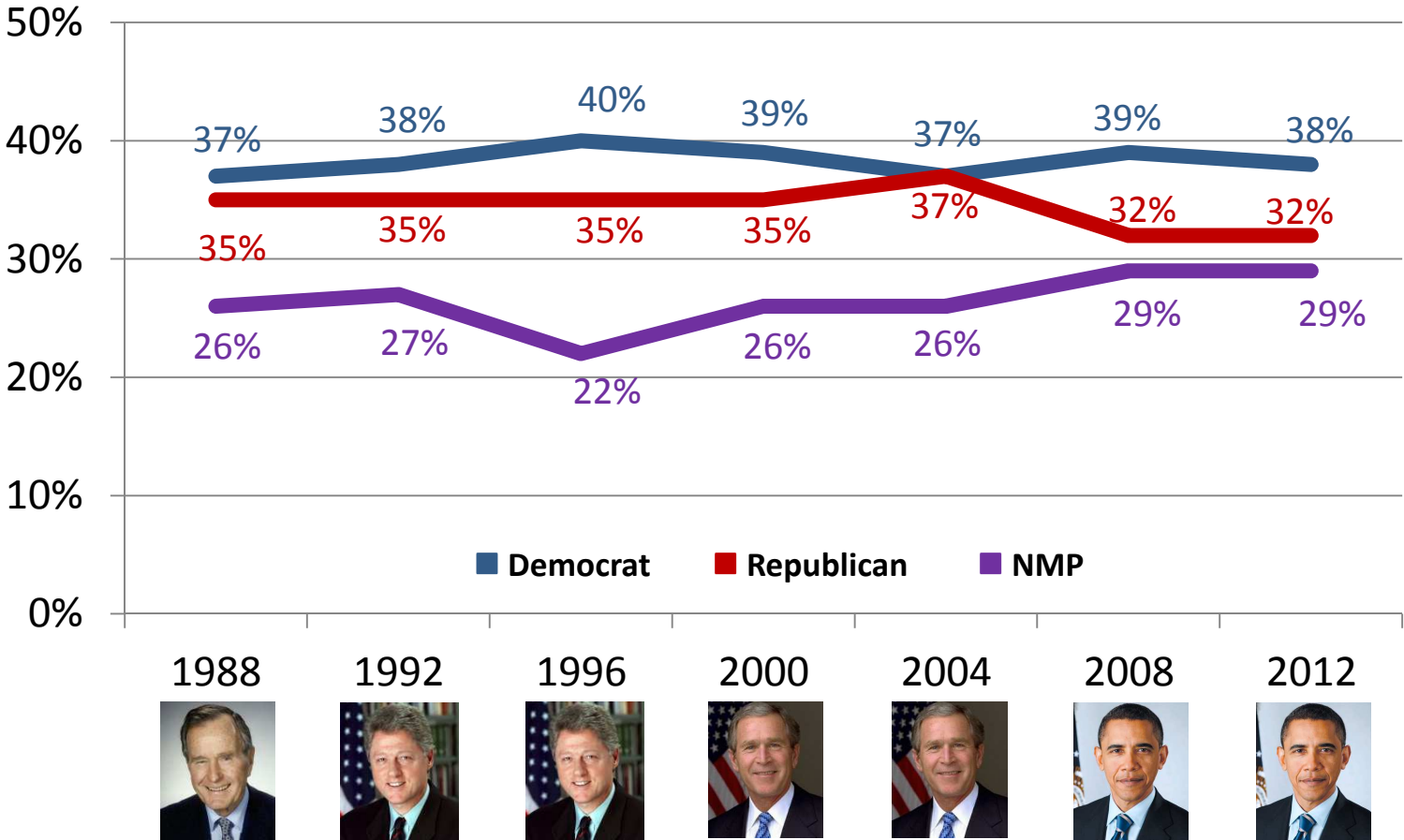
Notes: Independent and other third party candidates not shown. In 1992, the independent candidate Ross Perot received 14% of the Hispanic vote. "Democrat advantage" calculated after rounding.

Winner in Bold



GROWTH & OPPORTUNITY PROJECT

NMP's Vote in Presidential Elections



Source: Roper Center Public Opinion Archives • www.ropercenter.uconn.edu



Republican Gains

The Washington Post

Politics

Republican takeover of Senate appears more and more assured



Sen. John Walsh, D-Mont., leaves the Capitol in June 2014. Walsh will not seek reelection. (J. Scott Applewhite/AP)

By Chris Cillizza August 10

YAHOO! NEWS

The Ticket

Republican National Committee to build platform to share voter data



Republican National Committee Chairman Reince Priebus (Reuters)

In an effort to sharpen its digital arsenal, the Republican Party is building a platform with outside groups that will give GOP vendors, campaigns and committees access to its massive warehouse of voter data, Yahoo News has learned.

The ambitious plan from the Republican National Committee to make the GOP more competitive in future elections—inspired by Mitt Romney's bruising loss and the data-mining techniques its technological edge—will provide select groups with access to...

The Washington Post

Post Politics

Republican Jolly wins Florida special election



Republican David Jolly wins Florida special election

CLEARWATER, FL / WTSP

WTSP.COM

THE WALL STREET JOURNAL. | OPINION

Leapfrogging the Democrats' Tech Advantage

THE SATURDAY INTERVIEW

Azarias Reda, a 28-year-old data evangelist, on giving the Republican voter operation a radical upgrade for the midterms.

By KIMBERLEY A. STRASSEL

Updated Sept. 21, 2014 6:55 p.m. ET

Washington

The Washington Times

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2014 Preview: Republican tops Democrat in Fla. election on jobs, economy message



By Seth McLaughlin - The Washington Times - Tuesday, March 11, 2014

Republican David Jolly won Tuesday's special election for the open seat in Florida's 13th Congressional District, eking out a victory over Democrat Alex Sink in a hard-fought race that offered both parties the chance to test-drive their political messages ahead of the midterm elections.

Fox News and The Associated Press called the race for Mr. Jolly, a former Washington lobbyist, about an hour after polls closed at 7 p.m.



Democratic front-runner [Hillary Clinton](#) is closely matched against potential GOP rivals [Jeb Bush](#), [Ben Carson](#), [Chris Christie](#), [Ted Cruz](#), [Bobby Jindal](#), [Rand Paul](#), [Rick Perry](#), and [Marco Rubio](#).



GROWTH & OPPORTUNITY PROJECT