Measuring Messaging & Voting Motivation

Reaching Infrequent Voters in Eight Battleground States

Service Employees International Union

Updated: May 2020
Survey Methodology - Who and Where?

24,112
English-speaking Infrequent Voters

1,930
Spanish-speaking Infrequent Voters

8
Battleground States

6
Battleground States

Survey excludes:

- “Definitely Trump” voters
- Voters who had higher turnout scores
- NOTE: 30% of the universe was undecided
Voter Universe for Survey

65% Women
35% Men

0-60 Propensity Scale
Survey | Testing the Message
Digital Ad Messaging Tests

Coronavirus | Trump Lied

Coronavirus | Trump Failed

Qualified

Health

Power
Top Ad:
Coronavirus - “Lied”

Messaging around Coronavirus performed best.

“Trump lied to protect his reelection” language outperformed language about “wasting time denying it was a crisis.”
Top Ad Test Takeaway: A message will succeed if it speaks to the moment we are in with relation to COVID19.

Next Round of Tests:

- Voter empowerment messages like “Qualified” through a coronavirus lens.
- Different messengers to drive likelihood and enthusiasm.
Top Takeaways for Earning Support and Increasing Likelihood to Vote Among Dem-leaning Infrequent Voters

During this global pandemic, all messaging needs to be reflective of that reality in this moment.

Trump is not the only one to blame for the COVID-19 outbreak, according to infrequent voters.

Being “worried about getting coronavirus” is currently the number one barrier to voting, ahead of a “the system is corrupt,” “I don’t like the candidates” and “I don’t have time.”

Vote by mail is essential and we need to reaffirm that voting can be “safe”.

Just because Trump disapproval is growing, it does not equal vote motivation.

We must persuade more young voters to back Biden.
Infrequent Voters who Blame Trump for the Spread of COVID-19, are More Likely to Support Biden

Percentage of infrequent voters who blame Trump the most for the spread of coronavirus.

SURVEY QUESTION: Who do you think is most to blame for COVID-19 spreading across America?
But, Infrequent Voters Don’t Think Trump is the Only One to Blame for COVID-19

Who do you think is most to blame for COVID-19 spreading across America?

Definite and Lean Biden voters
Coronavirus Concern Tilts More Toward Health than Economics

Are you more concerned about the economic or health impacts of COVID-19 on you and your family?
Fear of Catching Coronavirus is Viewed as the #1 Barrier to Voting

What are the most likely reasons why you might choose not to vote or might not be able to vote in November 2020?

- Worried about Coronavirus
- System is corrupt

Definite Biden voters
Survey | Vote By Mail
Vote by Mail is Essential to Expanding the Electorate for Infrequent Voters

Voters who Said Vote By Mail is Safe

**SURVEY QUESTION:** Due to coronavirus, voting by mail might be the safest or the only way to vote in November. Would you vote by mail?
Survey | Motivation to Vote
Infrequent “Definitely Biden” Voters of Color Report Lower Likelihood to Vote than White Voters.

How likely are you to vote in the 2020 general election?

*Percentage of infrequent voters who self report as being very likely to vote.
Enthusiasm to Vote Among Infrequent Voters is Low

Enthusiasm Among “Lean Biden” Infrequent Voters is Below 10%

SURVEY QUESTION: Compared to previous presidential elections, are you more enthusiastic about voting this year than usual, or less enthusiastic?
Persuading Young Infrequent Voters to Back Biden will be Essential

Infrequent Voters who Have Strong Support for Vice President Joe Biden

SURVEY QUESTION: Who are you more likely to support in the November election: President Donald Trump, Vice President Joe Biden, or undecided?
There’s Not One Reason Voters Are Casting Their Ballot

What are the most important reasons why you might vote in this election?
Among Black Infrequent Voters, Messages that Increase Trump Disapproval Could Have an Adverse Reaction on Motivation

Coronavirus | Trump Lied
Top Reasons why Infrequent Black Voters would Consider Voting

What are the most important reasons why you might vote in this election?

- Fight back against Trump and Republicans
- Change the direction of our country
- Fight back against racism and white supremacy
Among Latinx Infrequent Voters, Messages in Spanish Increased Support for Biden versus Similar Message in English.
Top Reasons Infrequent Latinx Voters would Consider Voting

What are the most important reasons why you might vote in this election?

- Fight back against Trump and Republicans
- Change the direction of our country
- Fight back against racism and white supremacy
Biden Support Among API Infrequent Voters Dropped when Shown a Health Care or Power Message. Went Up for Other Messages.
Top Reasons Infrequent API Voters Would Consider Voting

What are the most important reasons why you might vote in this election?
Top Reasons Infrequent White Voters Would Consider Voting

What are the most important reasons why you might vote in this election?

- Fight back against Trump and Republicans
- Change the direction of our country
- Stand up to corruption in government
Top Takeaways for Earning Support and Increasing Likelihood to Vote Among Dem-leaning Infrequent Voters

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Questions?
Thank you.