

2024 Electoral Update

Tuesday, September 10, 2024

Grecia Lima

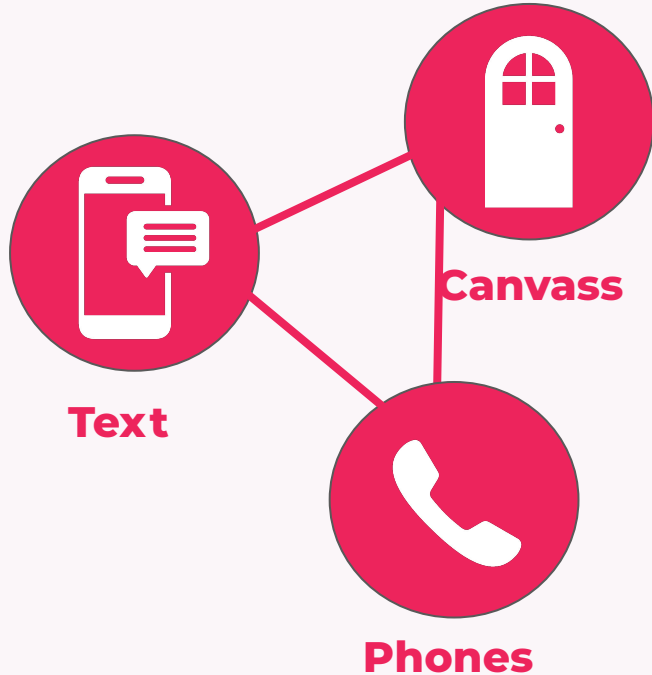
National Political Director, Community Change Action

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Overview

315,822 CANDIDATE IDs



PERSUASION UNIVERSE

We anticipate that between **500,000** and **750,000** voters in our universe will need persuasion across all of our states.

Grassroots & National Partners

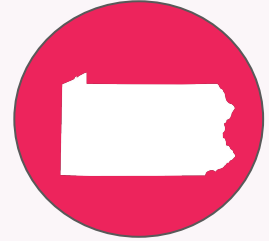
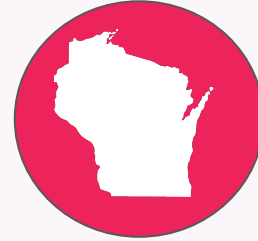


**MICHIGAN
PEOPLE'S
CAMPAIGN**



Good News

We are trending in the right direction, with Pennsylvania, Wisconsin, and Georgia making the most progress.



- **80+ support** on candidate IDs collected through canvassing
- **75+ support** on candidate IDs by text
- All states have canvass capacity!

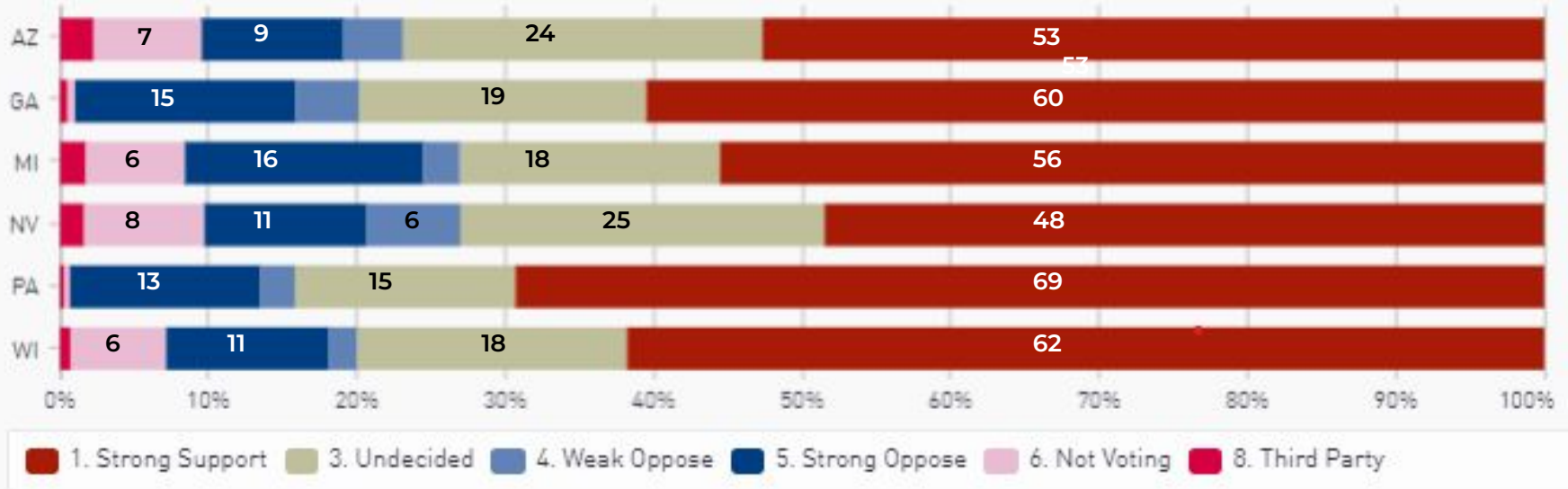
Areas of Concern

- Large percentage of **undecided voters**
- Some increase in **“not voting”** over time
- Even distribution of **“strong opposition”**
- While all states are making progress, we are **concerned about Michigan and Nevada**

Deep Dive: Harris IDs

STATE TOPLINES

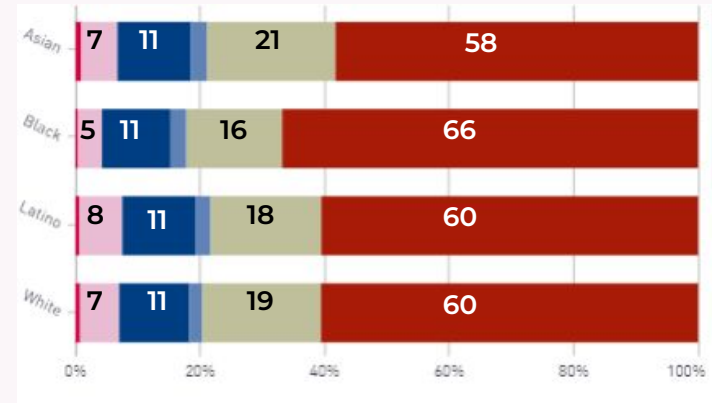
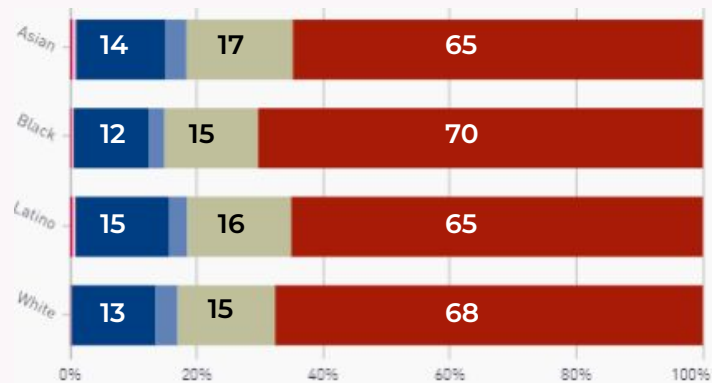
Phone Universe: Biden Support 30-70 and Dem Support 70+; America Votes targets and prioritizes voters of color. Most of our universes were close to 50% voters of color.



TOPLINES BY RACE

Trends:

- Black voters are the voting block that trends with the highest level of strong support.
- Latine voters have significant percentage and scale of persuadable voters.
- We don't have significant scale to deliver reliable trends for Native or "unknown" voters. AAPI scale is smaller compared to other demographics.



1. Strong Support 3. Undecided 4. Weak Oppose 5. Strong Oppose 6. Not Voting 8. Third Party

OTHER TOPLINES

Trends:

- **Latine voters and AAPI voters** continue to be our highest opportunity for persuadable audiences for Harris
- Very slight edge (>1%) for **strong support from women, except for AAPI** IDs where the opposite trend is present. Gendered difference in strong opposition is not present in our IDs
- Voter propensity scores of 0-20 giving us the lowest percentage of “not voting” validating our theory for a **high turnout election**
- Gen Z slightly trending with the highest percentages of **undecided voters** and “not voting”
- Highest percentage of “not voting” coming from our **60-80 partisanship score (4.8%)**

Deep Dive:
Undecided Voters

UNDECIDED VOTERS

Women

Kamala Harris understands what it means to work together and make sacrifices for the people we love -- when her mother was sick she worked with her sister to provide round the clock care her mother needed until her passing. This is why her platform prioritizes the **economic pain points of our families**. She is calling for a renewal of the **Childcare Tax Credit**, an expansion of the **cap on out-of-pocket costs for prescription medications**, and has a plan to tackle the high cost of living including housing.

Men

This election is about two different futures. One where the leader of our country looks out for his own personal economic benefit and that of **his ultra-wealthy friends** or one where Kamala Harris prioritizes the **economic wealth of our families** and makes corporations pay what they owe. We choose **the freedom to live a better life**. Harris has a plan to tax the ultra-wealthy and a commitment to go after price gouging, as she has done before, including tackling the **high costs of housing**.

UNDECIDED VOTERS

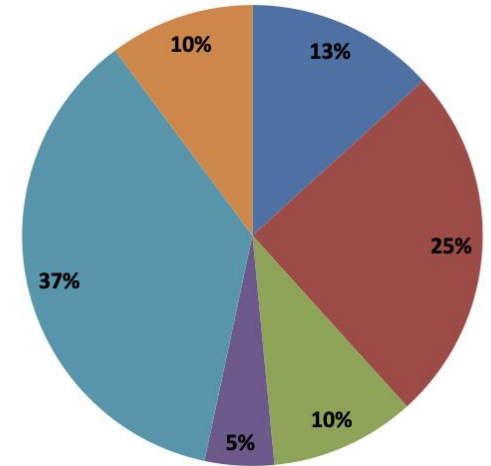
“Other” includes:

- Concerns about fair elections and voting rights
- Weakening of democracy
- Israel/Palestine
- Immigration

Results:

- **52%** of our voters provide a positive Harris ID
- **17%** confirm a Trump ID
- **31%** stay undecided
- **>1%** for Third Party

- 1 = Jobs, Job security, better wages, or equity pay [GO TO Q2]
- 2 = Inflation, Housing cost, grocery costs, or living costs [GO TO Q2]
- 3 = Healthcare or Reproductive Choice [GO TO Q2]
- 4 = Criminal Justice [GO TO Q2]
- 5= Other [GO TO Q2]
- 6= Undecided [GO TO Q2]



Support for Kamala is consistent across states and similar for men & women
Kamala support from men in MI is the one outlier. Men support -2.73% behind women

Deep Dive:
Candidate IDs
Through Texting

TEXTING LESSONS

Super Voter Trends:

- Strong support from the voters who responded stayed at 75% with Georgia as the top performing state followed by Michigan
 - Nevada and Wisconsin saw lowest support and the highest tracked responses of Gaza/Palestine concerns

Newly Registered Trends:

- Smaller list but surprisingly less tracked responses for Gaza/Palestine concerns
- Strong support at 76% but not enough scale for us to strongly infer statewide trends
- Basic questions of “when, how, and where to vote” -- highlighting the need for vote planning with these voters.

We sustained a 2%-6% opt-out rate from delivered messages.

Trends

Black Woman, PA

Yes I will

09/03/2024 03:59 PM

I don't have any money. I'm struggling right now. Trying to figure out how I'm doing to pay my rent next month

09/03/2024 04:00 PM

Kamala do have my vote

09/03/2024 04:01 PM

Thank you for trusting me to share this. Just know that I understand where you are, and today, you are my inspiration to make sure Kamala gets elected and we can continue to fight for rent caps. We deserve better! YOU deserve better. Pledge to vote and get a postcard in the mail: <https://links.impactive.io/t/k1eaktqv?start=1>

✓ 09/04/2024 09:43 AM

Woman, GA

Yes, If she helps us. It is rough in these GA streets and everything is super high .

09/05/2024 12:51 PM

Agree and appreciate you sharing. This is why we support her during campaign but we also keep organizing after she wins so we can hold them accountable to the promises they make. Hope you can sign the pledge to vote: An added bonus of pledging to vote: We will be able to stay in contact with you for future actions! <https://links.impactive.io/t/k1eaktqv?start=1>

✓ 09/05/2024 01:06 PM

Black Man, MI

Hi [REDACTED] it is tough out here for working families. But we know, and Kamala Harris knows, that our family deserves the best. Will you pledge to vote for Kamala Harris today? Community Change Action (STOP 2 Quit)

✓ 09/03/2024 10:18 AM

She said she's not doing nothing specifically for Black people no thank you

09/03/2024 10:27 AM

CLOSING THE

GAP:

Next Steps

Pathway to Closing the Undecided Gap: Comprehensive Field

**Direct voter
contact,
relational
contacts,
and events**

**Persuasive
messages
through trusted
messengers**

Creators + Regular People

**Fund and
scale
canvass
programs**

Immediate Gaps

Direct contact with undecideds and continuing to increase scale of Harris IDs - \$930,000

Digital layering, creators, and trusted messenger amplification - \$670,000

URGENCY for DOOR - DOOR GAPS!

ONWARD!