

Public Wise

Research-based Approaches Get Out The Vote

*AAPI, Black and Latinx Voter Plans
Arizona, Georgia, North Carolina, & Pennsylvania
September 2020*



Agenda

- I. Research Goals and Methodology
- II. Top Lines
- III. State by State
- IV. Racial Demographic breakdown
- V. Public Wise Recommendations
 - A. Field
 - B. Messaging
 - C. Funding



Goals

- ❑ To learn the mechanisms by which AAPI, Black, and Latinx voters who live in our tier 1 states plan to vote in the 2020 general election.
- ❑ To learn more about the types of messaging, imagery and language that will motivate these groups to vote in the 2020 general election.
- ❑ To create budgetary, organizing, and messaging recommendations for groups doing GOTV in these 4 states.



Team Public Wise



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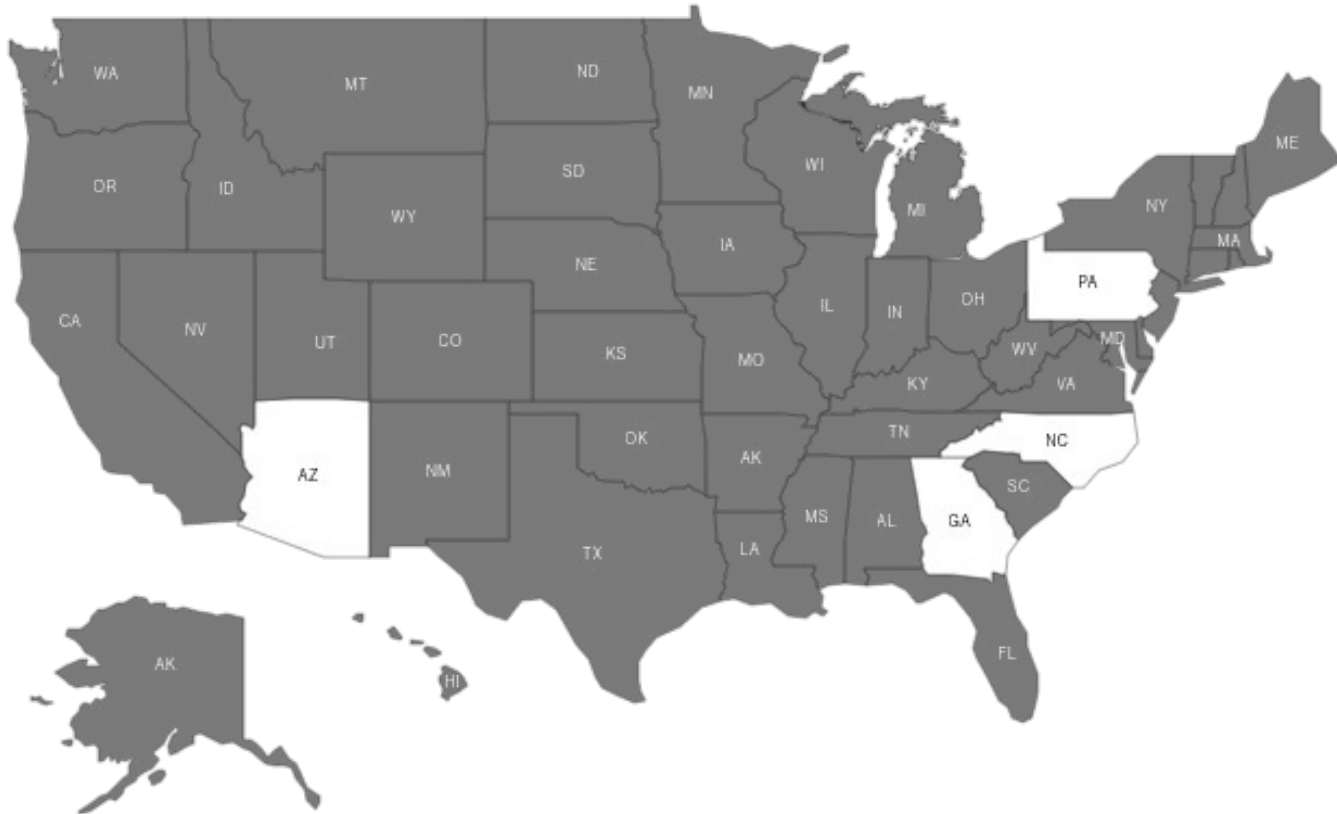


Statistically Significant

- ❑ Larger sample size than leading national polls by highly ranked polling firms, ie:
 - ❑ Morning Consult Sept AZ poll: 901 vs. Public Wise AZ: 1,160
 - ❑ Monmouth July GA poll: 402 vs. Public Wise GA: 1,393
 - ❑ Fox News Sept NC poll: 804 vs. Public Wise NC: 1,077
 - ❑ NBC News/Marist Sept PA poll: 771 vs. Public Wise PA: 1,093
 - ❑ Emerson Sept national poll: 1567 vs. Public Wise four state poll: 4,814
- ❑ Oversampling of Voters of Color
- ❑ Notable lack of research on AAPI voters that begins to be filled with our data



Top Tier States



Methodology

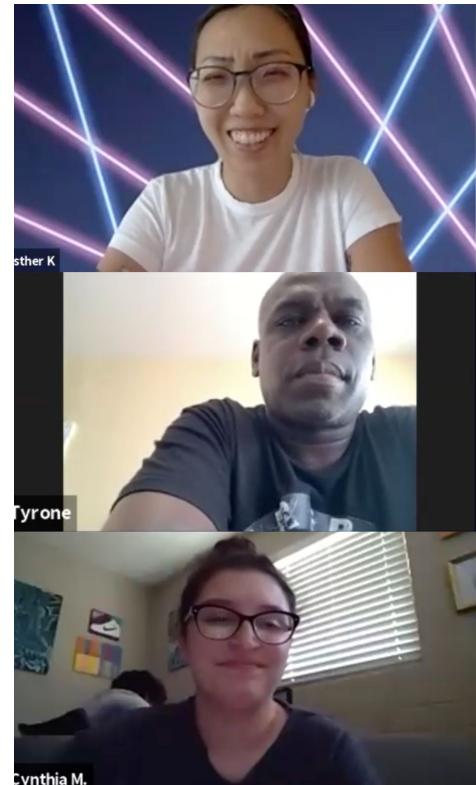
In partnership with Change Research, we conducted a poll of over 4800 likely voters, 1200 completed responses in each of the four states.

In partnership with the Schlessinger Group, we conducted 12 focus groups of 5-8 likely voters in each of the four states.

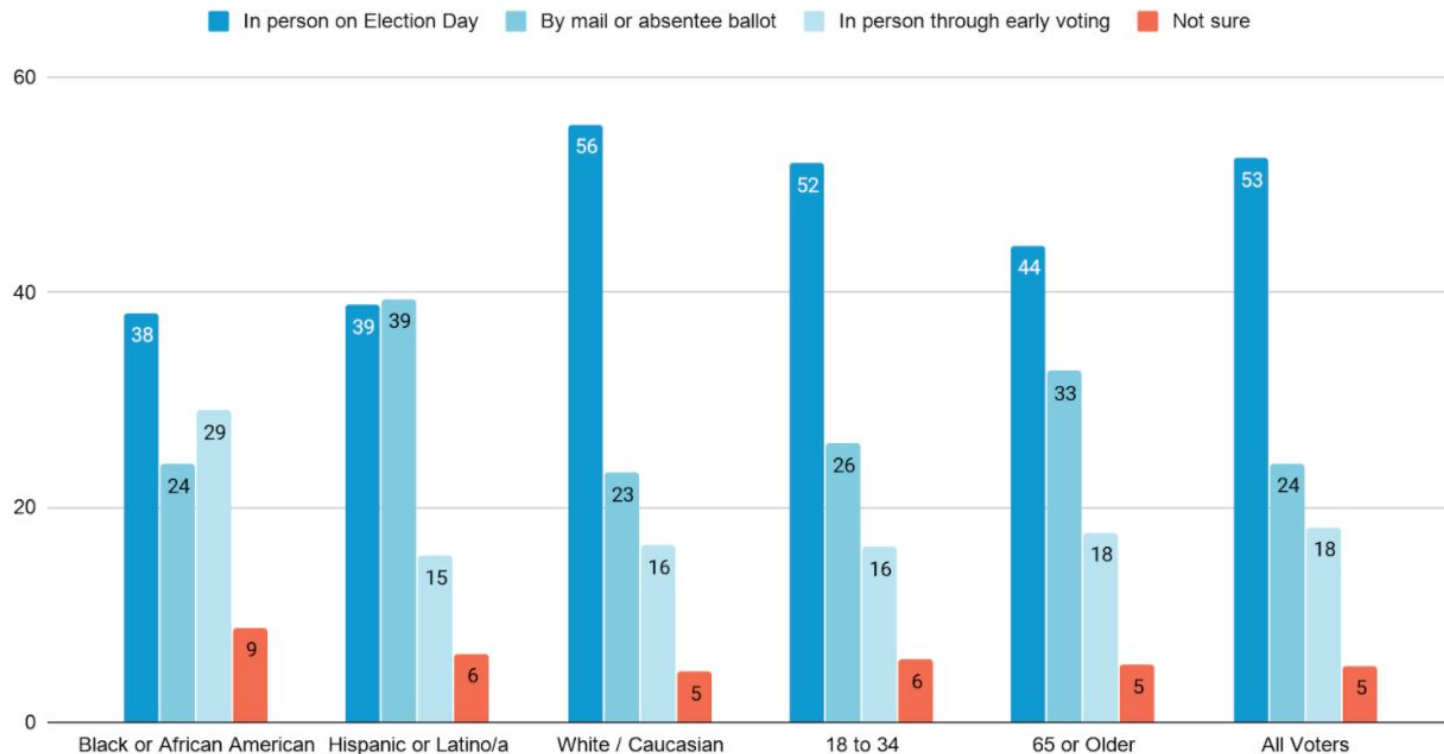
- ❑ 2 AAPI voter groups in Georgia
- ❑ 2 Latinx voter groups each in Pennsylvania and Arizona
- ❑ 2 Black voter groups each in North Carolina, Georgia and Pennsylvania

Parameters

- ❑ Registered and likely voters between 18 and 65
- ❑ Race/Ethnicity was self-identified by participants
- ❑ 50/50 mix of male and female
- ❑ 50/50 mix of college educated and non-college educated



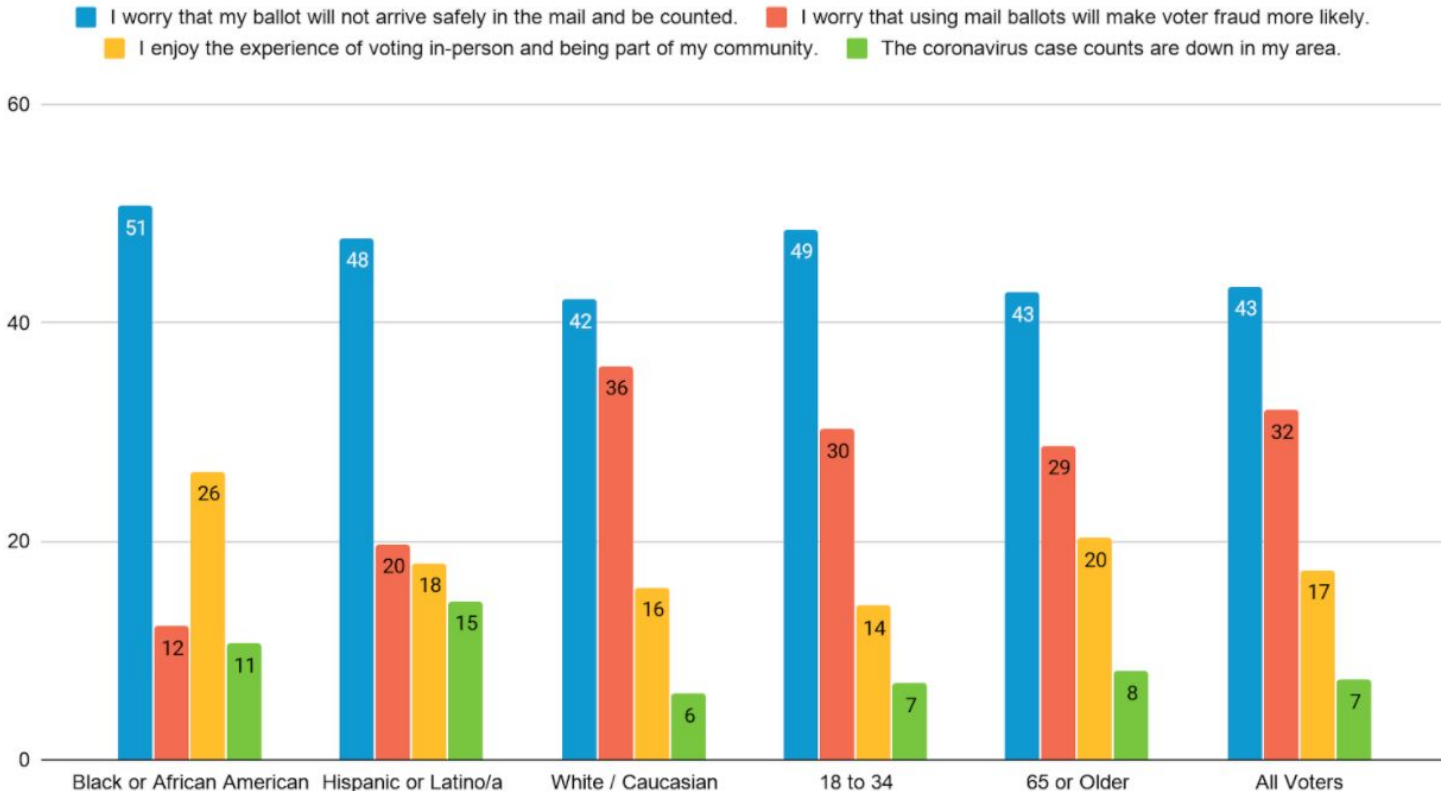
Regardless of how you have voted in the past, how do you plan to vote in the November election?



Change Research | N = 4,814 | Likely voters with a margin of error of 1.4%. Weighting was on gender, race/ethnicity, age, education, geographic region, and 2016 presidential vote using the state voter files as a reference.



Which among the following is the best reason to vote in person?



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Top Lines

Vote By Mail



We've just recently changed the Postmaster General and he's....anti-US Post office and involved with many competitors to the US Post office and he slowed down the hours and capacity of the workers which is directly to impact [the election].

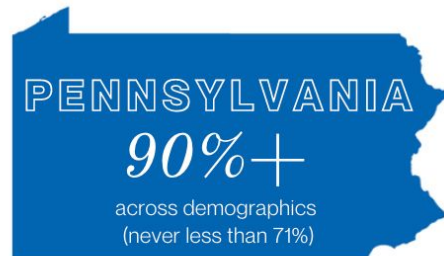
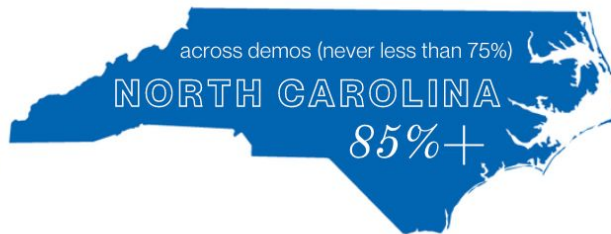
Andrea, 61
Pennsylvania



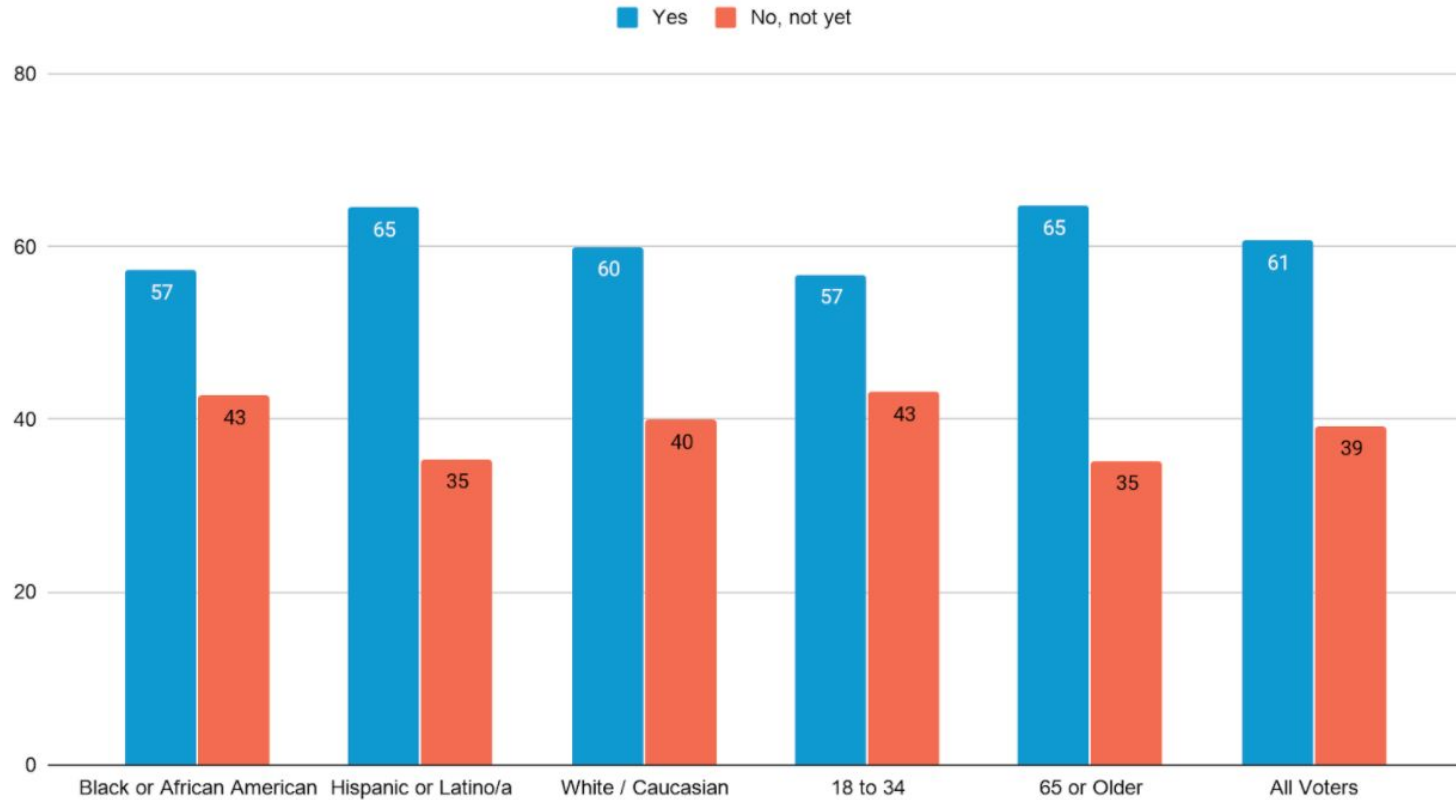
Top Lines: Support voters' current plans

Across states a super majority of high propensity voters have decided how they are going to vote and are highly unlikely to change that plan.

Voters that say they are unlikely to change their plans:



Have you requested or received your vote-by-mail ballot yet?



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Top Lines

Early Voting Education Is Crucial

Many cited early voting as a good option but some misconceptions came up in group after group.



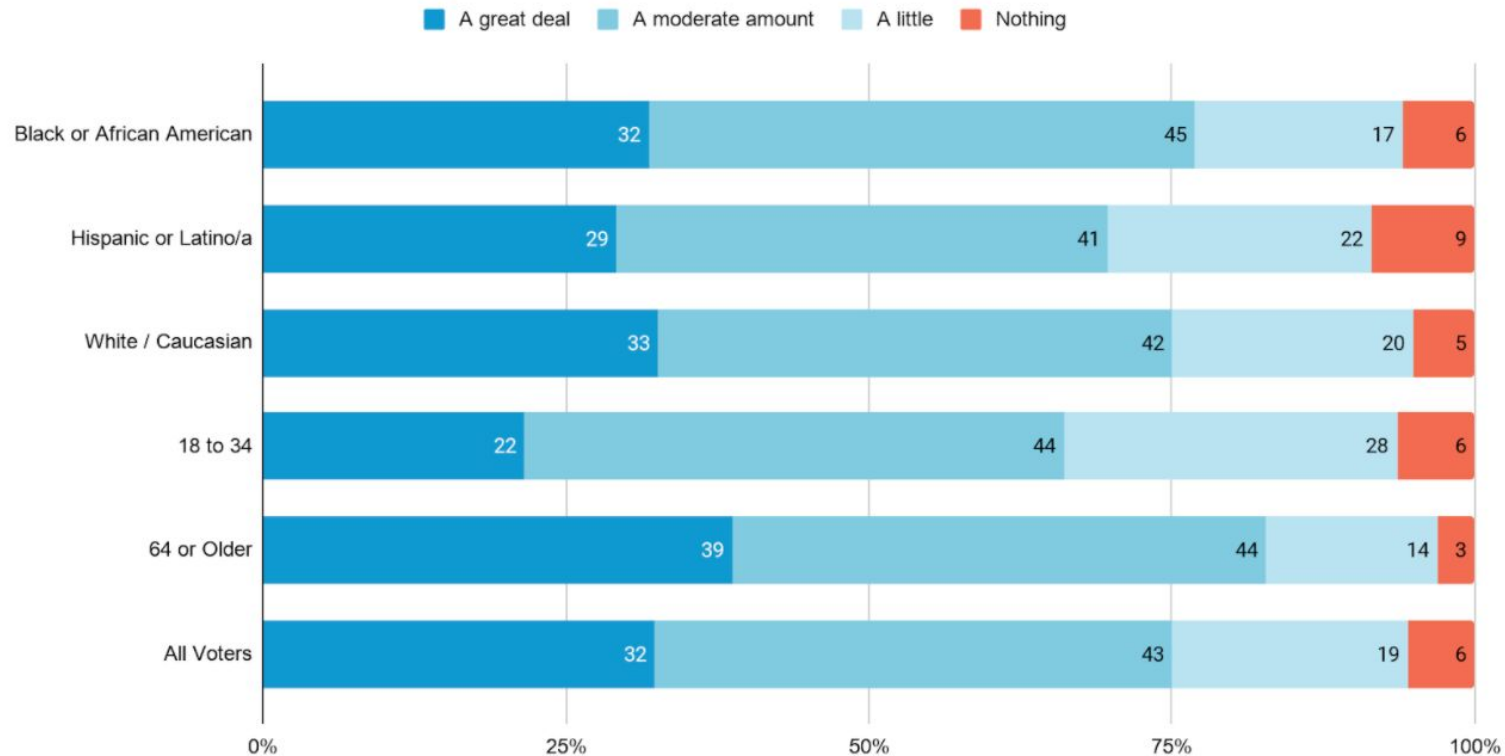
I plan to vote early. I'm always the first at my poll site on election day.

I'm afraid to vote early because if they add a candidate or question at the last minute I won't get the chance to vote for it."

"Early voting gives them more time to tamper with my vote."



How much do you know about what options you have for voting this year and how those options work?



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Messaging



Messaging Takeaways

Information & Inspiration



AAPI Voters

- Half of the participants received any contact from a campaign or other GOTV effort ranging from calls, text, and mail
- Bilingual speakers preferred to be contacted in English. Suspicious of messages in their native languages.
- Government would be the most trusted messenger of voting info.
- Consider voting an “obligation” or “duty.”

Key Finding: AAPI Voters are **least contacted** and **most likely to vote by mail**.



Asian American and
Pacific Islander
Women Voters in 2020



Latinx Voters

- Growing mistrust of the voting system
- Spanish Language materials are a genuine attempt to reach out to Latinx communities
- Wary of messaging that appears manipulative or a smear campaign even if they generally agree with core message



Black Voters

What would keep you from
voting in November?

“If I die before then.”



Voting in person for me is more of a personal feeling. Each time I'm there, it makes me remember the ancestors before me. What my grandparents went through. It makes me remember the stories that my mother's father would tell us of in the '50s and the '60s.

Erica, 44
North Carolina

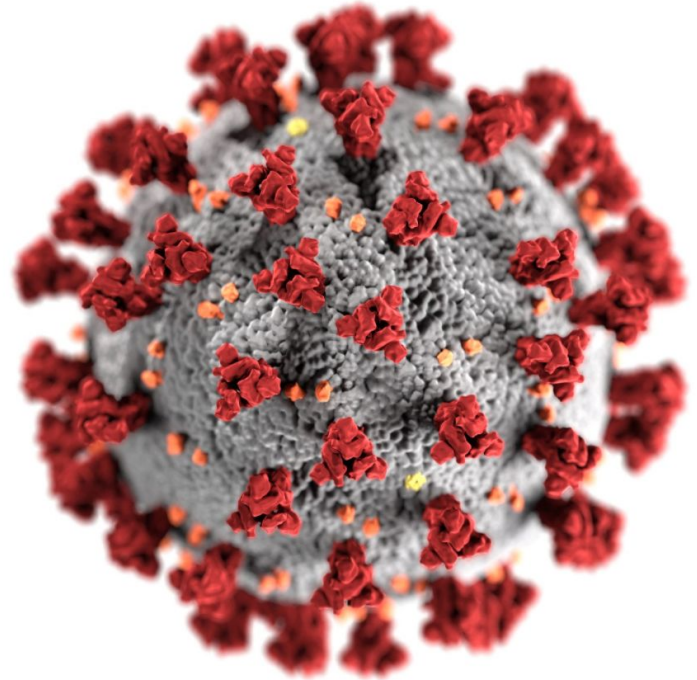


Black Voters

COVID and Voter Suppression

- Black voters reported highest levels of fear, including compared to senior citizens, of contracting COVID-19 as a result of voting in person (67%)
- COVID disproportionately affects Black Communities
- High fear of VBM not being counted
- Higher rates of rejection rates of mail ballots as compared to white voters

Key Finding: Black voters are **still choosing** to vote in person (67%).



Black Voters

*If my vote didn't matter people
wouldn't fight so hard to keep
my vote from counting.*

- ❑ Mistrust in the voting system
- ❑ Pervasive fear that vote wouldn't be counted
- ❑ Mistrust of vote by mail
- ❑ Black Lives Matter movement made a group of voters in GA have more confidence that their vote would be counted

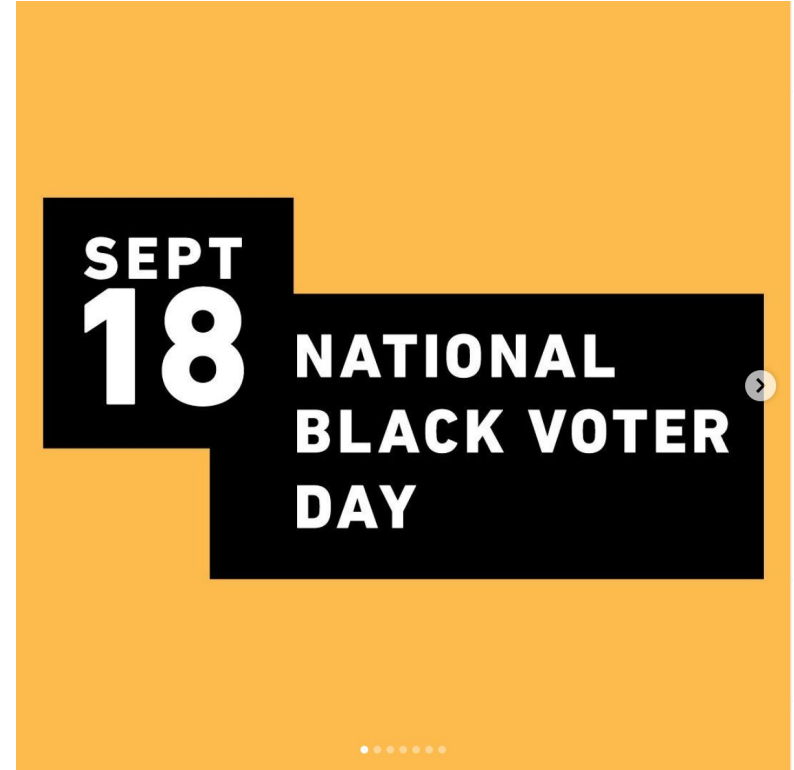


Black Voters

Asset Feedback

Black Votes Matter

- ❑ Informative but suspicious of targeting Black Voters
- ❑ Some felt it put undue pressure on Black voters
- ❑ A National Black Voter Day would make it easier to meddle with Black votes
- ❑ Wanted to vote without race or ethnicity being clear



Recommendations

Field & Messaging

Divide target universe **by voter propensity**.

High Propensity Voters: **Support their current plans!**

- PPE
- Know your polling place or early voting options
- Request mail ballots
- Souls to the Polls

Mid to Low Propensity Voters: **Educate them on options!**

- Create voting plans



**VOTER SAFETY
+ PROTECTION**

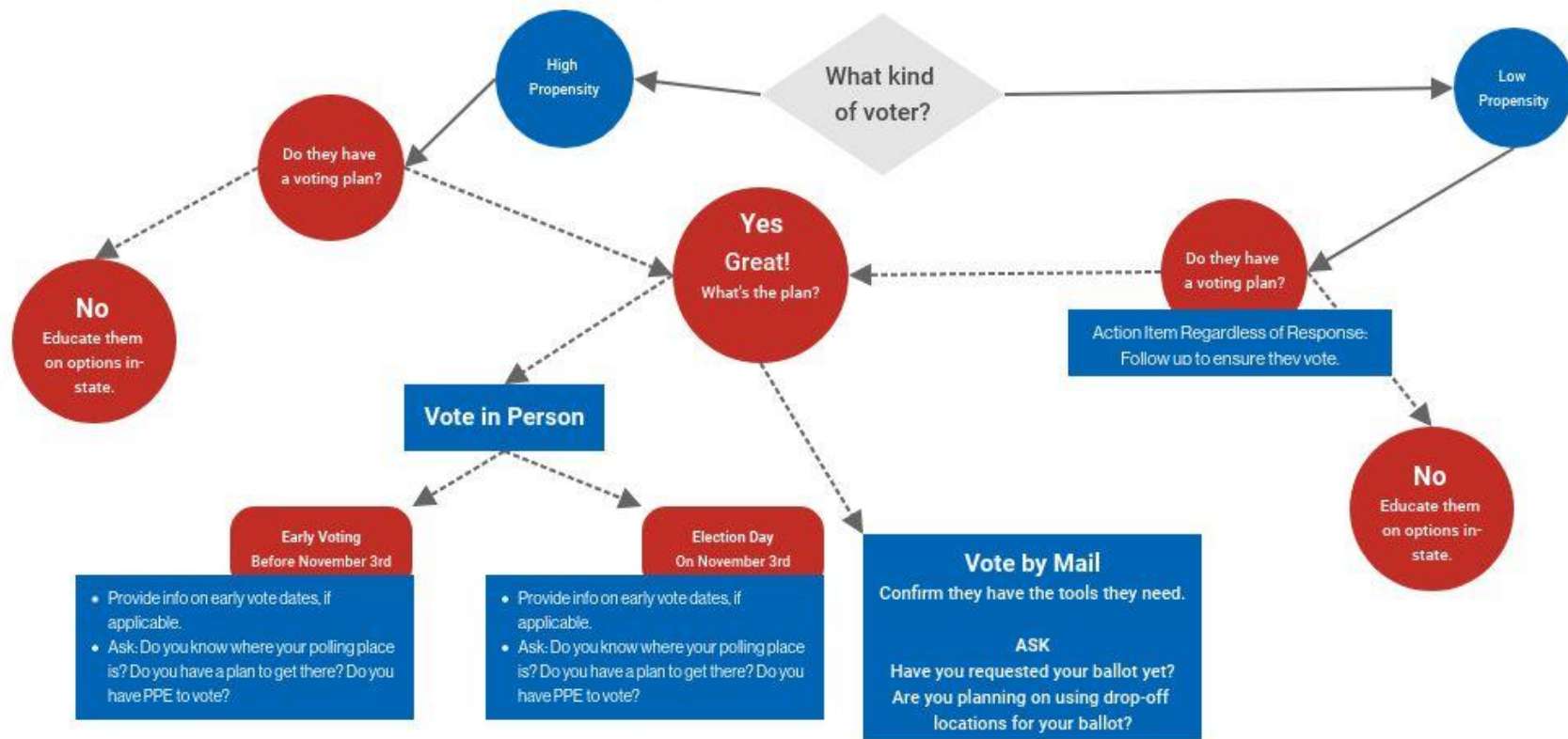
In partnership with Disability Rights North Carolina and Equality NC, the North Carolina Black Alliance has created this platform for voters to receive credible, up to date information regarding voting options, and provide clear guidelines on how YOU can proactively engage in the vote by mail process and avoid obstacles while casting a ballot at the polls.





Hi Organizers! Ready for GOTV?!

We're here to share some recommendations from our research that might help you get out the vote messaging and tactics!



Recommendations

Combat Disinformation



+ Q: I'm registered, but haven't voted in the last few elections. Should I be worried?

First, double-check to make sure you're still a registered voter. The definition of "inactive voter" varies by state, and state can purge your name off the rolls, so make sure to check here before you head to the polls.

+ Q: Do I need a state ID to vote?

In most states, yes. Requirements vary from state to state. In most cases a photo ID is required, like a driver's license, state-issued ID card, military ID card, or passport. You should always check your state's requirements before you show up at the polls. You can use our KNOW YOUR STATE tool below. We got you covered.

+ Q: Which ballot should I use? (mail-in or absentee?)

Mail-in ballot if your state allows voting by mail. 75% of US voters can vote by mail this fall. Voting by mail is convenient (saves you time!), 100% legit and Constitution approved, and keeps you and your community safe during the COVID-19 health crisis.



Recommendations

Early Voting Education

- What is early voting?
- How do you do it?
- Push out tools that can help make a plan
 - National Vote Early Day Coalition

HEADCOUNT



Public Wise

funds+™

- One on one meetings with partner groups and Public Wise staff, focus group moderators and/or pollsters
- Focus groups transcripts
- Personalized funding recommendations to funders
- Digital support
- Package of field tools



RESEARCH



CAPACITY BUILDING



ORGANIZING

Tentative Roll Out

Tactics

- Presentations
- Web Assets
- Partnerships
- Paid Digital
- Organic Outreach

Goals

1. Strategically release the findings to our partners focused on GOTV
2. Position Public Wise as an organization focused on helpful research
3. Provide information to groups doing front line work and research on GOTV

