



## INTRODUCTION

Current digital targeting methods for political campaigns tend to not go beyond finding registered voters based on political party, using voter roll data. Additionally, this data tends to come with match rate challenges, creating a need to work with multiple vendors to ensure proper coverage.

More challenging still is that this voter file data doesn't provide insight into its subjects beyond political party affiliation. While this may be adequate for some highly-partisan issues, recent elections, events, and primaries in the United States have shown that there are still areas where a party may split.

Unlike its TV counterpart, digital political advertising is capable of adjusting the message very specifically to the viewer, ensuring that campaigns can go beyond one-size fits all messaging to speak about the issues that matter most to each constituent. But in order to do that, we need to understand what those issues are and how the message might need to change to grab that voter's interest.

With this in mind, we set out to analyze voters from around the country and build a stronger idea of who they are and how they differ ideologically, going beyond simple party lines. As we examine voters along these criteria, we'll also explore ways to identify and message to them digitally, and how political advertisers can capitalize.

# Methodology

## BUILDING THE CLUSTERS

MiQ conducted a survey of 3,000 registered voters in Florida, Missouri, Nevada, Pennsylvania, Texas, and Wisconsin between May 1 and May 17, 2018. Voters were asked a series of questions about their approval of President, Congress, support for specific policies, and their stances on a number of issues. This data was then used to create a hierarchical clustering that identified between five and six distinct clusters among the voter respondents. On further examination of the results of k-means clustering analyses testing k=5 and k=6, it was determined that six clusters better represented the attitudes of voters in the dataset. The cluster centroids were then examined and used to describe the voters in each cluster.

## BUILDING THE CLASSIFICATION MODEL

Once the clusters had been identified, each was assigned a numerical value. Using profile data on respondents, we were able to build a classification model for identifying the relationship between respondents' online behavior (including browsing, content consumption, and activity) and their likelihood to belong to a specific cluster. We then combined this with data collected from pixel fires, site visits, and TV viewership data collected from MiQ Cast to identify the defining traits of each group.

The end result is not only an analysis of different voter groups based on attitudes and stances on specific issues, but also a series of targetable digital segments that can be used to reach those voter groups online.

## The Cluster

During our analysis, we identified six major clusters or voter groups, based on the similarity of voters in each group. Three of these were Republican, and three were Democrat. Of these, there were more voters in the Democratic clusters, with Cluster 3 (The New Left) being the largest overall. Cluster 5 (The Trump Train) was the largest Republican group.

Based on their traits, political stances, demographics, and approval toward President Trump, we have named these clusters as follows:

### Match Rates from a February 2018 Pew Study for 5 political panel vendors

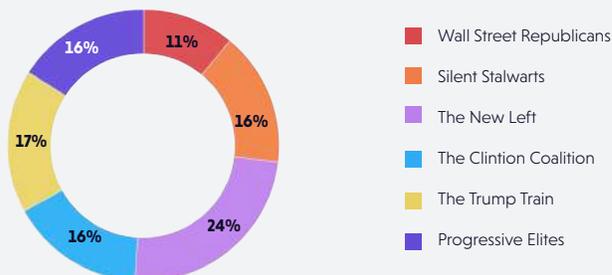
	File1	File2	File3	File4	File5
Match rate (percent)	79	77	69	69	50
Unweighted Sample size of matched cases	3,487	3,432	2,939	3,135	2,430

Note: Among 3,985 active panelists who provided a name Weighted. "Commercial Vote Files and the Study of U.S. Politics"

#### Pew Research Center

<http://www.pewresearch.org/2018/02/15/commercial-voter-files-and-the-study-of-u-s-politics/>

### Cluster Size



### Cluster Traits by Group

Trait	Wall Street Republicans	Silent Stalwarts	The New Left	The Clinton Coalition	The Trump Train	Progressive Elites
Party Affiliation (R-1, D+2)	-0.64	-0.64	0.66	0.57	-0.58	0.65
Approval: Trump	0.75	0.15	-0.92	-0.81	0.75	-0.78
Approval: Rs in Congress	0.60	0.13	-0.80	-0.65	0.59	-0.65
Approval: Ds in Congress	-0.22	-0.25	0.02	0.11	-0.22	0.09
Pref: Win House '18	-0.76	-0.43	0.82	0.65	-0.69	0.76
Pref: Win Senate '18	-0.76	-0.44	0.83	0.63	-0.72	0.73
Plan to Vote in '18	0.67	0.33	0.59	0.50	0.70	0.60
Q: Gun Rights (+1) vs Gun control (-1)	0.36	0.32	-0.64	-0.62	0.60	-0.65
Q: Congress doing enough re: Guns	-0.01	-0.02	-0.82	-0.72	0.07	-0.78
Q: Support ban on Assault Rifles	-0.01	-0.28	-0.40	0.22	-0.30	0.46
Approval: Tax Plan	0.68	0.10	-0.68	-0.49	0.60	-0.38
Approval: Trump Foreign Policy	0.71	0.08	-0.86	-0.77	0.70	-0.71
Approval: Trump Economy	0.81	0.04	-0.87	-0.73	0.77	-0.34
Economy: Current status (-2 to +2)	1.45	-0.84	-1.18	-1.10	1.51	1.91
Economy: Improving (-2 to +2)	1.63	0.34	-0.23	-0.13	1.59	0.87
Agree: Better off than parents (-2 to +2)	0.95	-0.71	-1.38	1.21	0.95	0.04
Agree: More opps than parents (-2 to +2)	0.59	0.03	-0.33	0.49	0.55	0.28
Gender skew (F-1, M+1)	-0.22	-0.42	-0.65	-0.60	-0.17	-0.28
Top issue: Economy	0.26	0.22	0.19	0.16	0.23	0.19
Top Issue: Taxes	0.13	0.10	0.08	0.11	0.12	0.08
Top Issue: Healthcare	0.19	0.26	0.36	0.28	0.20	0.29
Top Issue: Immigration	0.15	0.07	0.07	0.09	0.14	0.11
Top Issue: Guns	0.14	0.14	0.17	0.20	0.18	0.17
Top Issue: Foreign Policy	0.08	0.03	0.03	0.03	0.05	0.06
Top Issue: Other	0.03	0.04	0.06	0.05	0.03	0.07
Top Issue: Not Sure	0.03	0.14	0.03	0.08	0.06	0.02
Annual HHI (1 to 6)	3.23	1.60	1.69	1.86	1.77	2.15
Education Level (1 to 8)	4.92	2.85	3.32	3.20	2.37	3.79
Ethnicity: White	0.83	0.83	0.65	0.49	0.80	0.66
Ethnicity: Black/AA	0.05	0.07	0.22	0.31	0.09	0.18
Ethnicity: NatAm/Alaskan	0.02	0.03	0.03	0.02	0.03	0.01
Ethnicity: Asian	0.06	0.01	0.05	0.05	0.03	0.07
Ethnicity: Hawaiian/PI	0.00	0.01	0.01	0.01	0.01	0.00
Ethnicity: MidEast/NorthAF	0.01	0.00	0.01	0.00	0.01	0.00
Ethnicity: Hisp/Latino	0.09	0.10	0.16	0.25	0.12	0.15
Other	0.01	0.02	0.01	0.02	0.01	0.02



# Wall Street Republicans

Wall Street Republicans know what they want and are used to getting it. Voters in this cluster skew strongly Republican, and strongly support Trump. Though there are a fair number of “true believers” among Wall Street Republicans, their support of Trump is likely to be in many cases a relationship of convenience: They are willing to support Trump so long as he delivers on Republican policy goals and the stock market is booming.

Wall Street Republicans are the wealthiest voters among any cluster in the sample, with the highest average annual household income, and tend to believe that they’re better off economically than their parents. As a result, they may consider themselves to be more fiscally conservative than other Republican voter groups. They’re strongly supportive of the Republican tax plan and Trump’s handling of the economy and both think the economy is doing well and likely to get better. They are strongly supportive of Republicans in congress, fairly negative of Democrats, and are strongly in favor of the Republicans retaining control of both the House and Senate in November. Most (67%) intend to vote this fall to make it happen. The most important issues to these voters is the economy, followed distantly by healthcare.

Where Wall Street Republicans break from the conservative cause is on guns: These voters are largely undecided when it comes to gun control, weakly believing that protecting gun rights is more important than preventing gun deaths, and are on the fence about both whether congress is doing enough to curb gun violence and whether there should be a ban on “assault” rifles.

Like Democrats in the New Left and Clinton Coalition clusters, if these voters aren’t already with you it’s difficult to persuade them otherwise through ad campaigns and media consumption alone, but this is likely to be a problem only for a select few Republican candidates.

Content-wise, Wall-Street Republicans watch less TV than almost any other cluster in our sample, and tend to watch a wide spread of networks. The most commonly-watched networks by voters in this category are ESPN (16%), Disney Channel (15%), Comedy Central (15%), HBO (15%), and TNT (15%). Contrary to what their name suggests, they do not tend to watch cable business news channels.

## TARGETING THIS VOTER GROUP

- ✓ Registered Republicans
- ✓ Content: Car buying / research
- ✓ Android devices
- ✓ Pandora mobile app (iOS and Android)
- ✓ Household Income \$100k+
- ✓ Education: Bachelor’s Degree or higher



# Silent Stalwarts

If there's a faultline in the electorate, it's Silent Stalwarts. These are voters that are or used to be solid Republican votes but have wavered in their loyalty, especially on the issues of healthcare and the economy. While voters in this cluster skew primarily Republican, they tend to be lukewarm on both Trump and the job Republicans are doing in Congress. There are other reasons Silent Stalwarts might stay with the GOP in November that are beyond the scope of this survey -- immigration, for instance -- but they've seen the GOP's program for America and aren't particularly convinced they like it.

Despite this potential for a schism, Silent Stalwarts are not likely to defect: They're still negative toward Democrats, and would prefer the Republicans maintain control of the House and Senate during the 2018 midterms. However, like Clinton Coalition voters in cluster 4, they're a largely unactivated group of voters for midterm elections, and might at least tease crossing over to vote Democrat given the right circumstances and candidates, as we're seeing in this year's Texas Senate race. The more likely outcome, however, is that these voters stay home in November -- Silent Stalwarts are the least likely to vote of any cluster, and their primary issues are healthcare and the economy.

Longer-term, Stalwarts might represent a larger challenge for the Republican party if they do begin to defect. Given the somewhat unique messaging problem that Trump poses for members of this cluster, it may be the case that Stalwarts just don't come back or stay inactive until something fundamentally changes in the national landscape.

Silent Stalwarts are moderately in favor of protecting gun rights over preventing gun violence, and strongly oppose a ban on "assault" rifles, but are unsure whether Congress is doing enough to curb gun violence.

Compared to other Republican clusters in our sample, Silent Stalwarts are the least fortunate economically, with the lowest annual average Household Income and the second-lowest average level of education. They strongly disagree that the economy is doing well and are lukewarm on Trump's handling of economic issues. Demographically, they tend to skew more female than the other two Republican clusters, but are still heavily male.

Silent Stalwarts watch more TV than any other Republican cluster on a per-person basis, and are the most likely to join in the left's mockery of Republicans: Compared to other Republican groups, they're the most likely to watch MSNBC (11%), and the most likely of any voter cluster to watch The Late Show with Stephen Colbert (13%). Compared to other clusters, Stalwarts also watch significantly more local affiliate programming.

Voters in this group watch more TV than any other Republican cluster on a per-person basis. Compared to other voter groups in our study, they watch significantly more local affiliate programming. The most popular networks among voters in this cluster are TNT

(31%), Discovery (27%), ESPN (24%), HBO (22%) and Travel Channel (22%). Voters in this group are the most likely to watch MSNBC (11%) compared to other Republicans and the most likely voter group to watch The Late Show with Stephen Colbert.

## TARGETING THIS VOTER GROUP

- Registered Republicans
- Content: Air travel / Airline sites
- Sites: Home Shopping Network / QVC
- TV Viewing: Late Show with Stephen Colbert, MSNBC, Last Week Tonight
- Household Income: Less than \$70k



# The Trump Train

The “true believers” at the heart of Trump’s movement, Voters in this cluster skew strongly Republican, and strongly approve of Trump and the Republicans in Congress. Trump Train voters are strongly supportive of the Republicans maintaining control of the House and Senate in the midterm elections, and strongly approve of both the Republican tax plan and the job Trump is doing with the economy.

There’s no break from the party line among these voters, who are strongly in favor of protecting gun rights over curbing gun violence, strongly oppose a ban on “assault rifles,” but are indecisive on whether Congress is doing enough about gun violence. They think the economy is doing well, believe it will improve, and strongly approve of Trump’s handling of it. They’re the most likely group to vote of any of the clusters in our sample and care about a variety of issues, but their top two issues are the economy and healthcare, with gun control a close third.

While Trump Train voters don’t play nice with others, they’re the second-largest cluster observed in our sample and are very highly-motivated to vote -- embracing Trump is one way to get them out to the polls, but may be a double-edge sword: A faction so greatly motivated by the rise and fall of a single person may be subject to more volatility than one with ideological coherence, and Trump himself is particularly volatile. Messaging that resonates with these voters one day may one tweet later be off-putting. We recommend having a backup plan when courting Trump Train voters.

Overall, Trump Train voters tend to have a lower average household income and the lowest average level of education among any of the clusters in our sample. These voters are primarily white and tend to feel that they’re slightly better off than their parents.

Trump Train voters are the most likely of any cluster to watch the History Channel (21%), as well as ABC (19%), and NBC (17%) prime-time programming. The most popular networks among Trump Train voters are Nickelodeon (25%), Comedy Central (22%), TBS (21%), FX (19%), USA (19%), and MTV (19%). Voters in this group are more likely than any other group to watch Lifetime Movies (13%) and are among the most likely to watch Fox News, though only 16% had watched Fox News during our sample period. Trump Train voters are also the most likely to watch local news (54%).

Regardless of their actual consumption patterns, Trump Train voters likely fervently believe that they only listen to and trust a select few media sources -- usually their local news station and Fox News, and that’s about it. For campaigns and candidates seeking to court these voters, it may benefit them to flatter this belief. Playing politics with this group may be tricky, because they’re actively disdainful of Wall Street Republicans (Cluster 1) while seeming to believe that they have the politics of Silent Stalwarts (Cluster 2).

## TARGETING THIS VOTER GROUP

- Registered Republicans
- Gender: Male
- TV Viewing: Lifetime, Fox News, Local News
- Shopping: Sports equipment
- Household Income: \$40k to \$100k
- Education level: No college degree



# The New Left

Voters in this cluster skew strongly Democratic and vehemently anti-Trump, with almost unanimous disapproval for both Trump and Republicans in Congress, though they are on the fence about Congressional Democrats. Despite this, New Leftists are strongly in favor of the Democrats winning both the House and Senate in 2018 and strongly oppose the Republican tax plan.

New Leftists are strongly in favor of gun control, strongly support an assault ban, and strongly feel that Congress isn't doing enough to curb gun violence. They think the economy is doing poorly, don't think it's going to get better, and have the second-lowest annual household income of the clusters in our sample, but are 4th in level of education. They're still primarily white, but skew heavily female (the strongest of all Democratic clusters) and have a significant population of African American and Hispanic/Latino voters.

These voters intend to vote in November and care primarily about healthcare, and are the cluster most likely to fixate on a single issue.

Voters in this category are the most likely by far to watch Telemundo (26%), Showtime (12%), and Action Max (12%). The most popular networks among this audience are TBS (22%), HBO (18%), and AMC (18%). Voters in this group are the least likely to watch local news on TV (32%).

Given their relative lack of interaction with local news and extreme preference for premium entertainment programming over cable news programming, it is tempting to consider the New Left -- the largest cluster observed in our study -- preemptively tuned out and turned off. And it may be true that they're less reachable through these avenues, but New Leftists show high voting intent in the midterm elections and extreme focus on a single issue. If you can identify that issue -- and you can, because it's overwhelmingly healthcare -- and you can avoid traditional conduits and mannerisms that they don't trust, you can reach them effectively. Mobilization efforts should be the core focus when reaching New Leftists, and digital channels are the primary avenues for reaching them.

## TARGETING THIS VOTER GROUP

- Registered Democrats
- Gender: Female
- TV Viewing: AMC, Telemundo
- Content: NBA Basketball
- iOS devices
- Mobile Apps: The Weather Channel
- Household Income; Less than \$70k



# The Clinton Coalition

Voters in this group skew strongly Democrat (though slightly less than the other two Democrat clusters), and are strongly anti-Trump, but tend to be less harsh on Republicans in Congress and more supportive of Democrats in Congress. Although they would generally like to see the Democrats win both houses in 2018, they aren't as strongly in favor of that outcome as the other Democratic clusters.

Clinton Coalition voters are strongly in favor of gun control over protecting gun rights and think Congress isn't doing enough to curb gun violence, but are only mildly supportive of a ban on "Assault" rifles. They tend to think that the economy is doing poorly, don't believe it is improving, and strongly disapprove of Trump's handling of it. Compared to other clusters in our sample, they're in the middle on average household income, but the lowest-educated of the three Democratic groups. They're also by far the most diverse cluster in our sample, with a high concentration of Black/African American and Hispanic/Latino voters.

Clinton Coalition voters are the most likely Democratic cluster to sit out midterm elections, with only 50% currently planning to vote, suggesting that Democrats targeting this segment should focus on mobilization messaging. One major difference between presidential and midterm elections is the size of the so-called "ground game," which in part makes voting into a communal and social activity; while an active ground game will help with any cluster of voters, with Clinton Coalition voters in particular, advertising,

no matter how well-targeted, should be considered as a way to supplement a good turnout operation -- and it's worth thinking creatively about how it might do that.

Clinton Coalition voters also self-identify as the most likely of all the Democratic clusters to defect to a Republican candidate given the right bipartisan impetus; Republican governors in Democratic states have cleaned up with voters in this cluster (and voters in the Progressive Elite cluster) for years, and it will likely take a similar campaign to woo them as opposed to the material that many GOP candidates in solidly red states have recently pursued. Clinton Coalition voters tend to care about a wider variety of issues than any other cluster, but the most important issues to them are healthcare and gun control.

Just under half of the voters in this group watch local news (41%) on TV, and voters in this group are the most likely to watch MSNBC among Democrats (10%). The most popular networks among voters in this group are TNT (22%), ESPN (21%), and FX (17%). Clinton Coalition voters are likely the easiest to reach of the three Democratic clusters; conventional ad buys on MSNBC and local broadcast affiliates are likely to reach a significant portion of these voters, meaning that digital strategies can focus equal measure on retargeting TV-exposed voters with additional messaging and reaching unexposed voters in digital channels.

## TARGETING THIS VOTER GROUP

- Registered Democrats
- Gender: Female
- Ethnicity: African American
- Interests: Tech Enthusiasts
- Mobile apps: Pandora iOS
- Household Income: \$40k to \$100k



# Progressive Elites

Voters in this group are strongly Democratic, are strongly opposed to Trump (though slightly less than the other two Democratic clusters), disapprove of the Republicans in congress, and want to see Democrats win the House and Senate. Progressive Elites are strongly in favor of gun control, feel congress isn't doing enough, and more strongly support a ban on "assault" rifles than any other cluster.

Unlike the other two Democratic clusters, voters in this group think the economy is doing well, believe it is improving, and are much less critical of both the Republican tax plan and Trump's handling of the economy. They have the highest average annual HHI of any of the democratic clusters, and the second highest HHI overall. They also have the second-highest average level of education overall, and are tops among the Democratic clusters. Financially, they think they're about as well off as their parents, having had only slightly better opportunities.

Progressive Elites skew significantly more male than any other Democratic cluster, but are more ethnically diverse than the Republican clusters. They are likely voters in November and their primary issue of concern is healthcare, with the economy as a distant second.

Voters in this group appear to watch more TV than any other cluster. More than half of the voters in this cluster (53%) watch local news, and voters in this cluster are among the most likely to watch HBO (28%), HGTV (28%), ESPN (21%), Golf Channel (19%), WE TV (16%),

Fox Sports 1 (16%), and Fox News (14%). Compared to other groups of Democrats, this group is the most likely to watch Fox News.

While political advertisers can take some plausible comfort in knowing that TV advertising likely won't reach New Leftists, despite that group being more likely to vote, and that TV advertising is likely to reach Clinton Coalition voters despite it being harder to get them out to vote, this cluster of voters throws a curveball. Progressive Elites are more likely to watch Fox News than MSNBC, but buying ads on Fox News creates lots of wasted impressions and opens you to backlash from the more strident anti-Fox sections of the Democratic Electorate. They watch local news -- which has always trended conservative and recently more so with Sinclair Communications' aggressive acquisitions in the space -- yet firmly support Democratic politics. As a result, advertisers might be better-served targeting networks and content that appeals to their lifestyle, not their politics: With HGTV, ESPN, and the Golf Channel high on watch priorities, it may be possible to hyperfocus on these voters on those networks and retarget them digitally with less concern about wastage or offending other constituencies. It may also be more likely to result in crossover votes from other clusters as well.

## TARGETING THIS VOTER GROUP

- Registered Democrats
- Interests: Affluent Car buyers / Affluent travel
- Interests: Golf
- TV Viewing: The Weather Channel, HGTV, Local News, Golf Channel, Fox News
- Spotify mobile app (iOS)
- Household income: \$70k+
- Education level: Associate's Degree or higher

## TV Viewing

Using MiQ Cast to connect digital profiles to TV viewing habits, we can look at the networks and programs watched by each of the voting clusters.

### CABLE NEWS NETWORKS

Given the ongoing public debate about “fake news,” one area of interest for voter habits is looking at the cable news outlets watched by each voter group. The big three news networks topped viewership, though it’s clear that the moderate Democrats of Cluster 4 prefer MSNBC over CNN and the silent GOP stalwarts in Cluster 2 show near-equal preference for CNN and MSNBC to Fox News. Comparatively, Trump diehards in Cluster 5 strongly preferred Fox News to other networks.

There also appears to be a sort of “hate-watching” effect among voters in specific groups as well, with 14% of Progressive Elites watching Fox News and 11% of Trump Train Republicans watching CNN.

### SPECIFIC PROGRAMMING

On a more specific program-note, we can see that local news on a network affiliate is the most commonly-viewed news program for each cluster, though viewership of local news programming can vary widely, from one-third of Wall-Street Republicans (36%) and New Leftists (32%), to more than half of Silent Stalwarts (53%), Trump-Train Republicans (54%), and Progressive Elites (53%). After local news programming, “Fox and Friends” emerged as the most popular cable news program, particularly among Trump Train Republicans, though Morning Joe and Megyn Kelly Today were both popular among in Cluster Silent Stalwarts.

Democrats in the New Left are by far most disconnected cluster with regard to cable news, and TV consumption among the group was lower overall.

Viewership for late night talk show and comedy news programs also varies significantly by voter group. The Silent Stalwarts in Cluster 2 have a much greater appreciation for comedy news shows Full Frontal and Last Week Tonight than their Republican compatriots, while talk show consumption in general was significantly higher for Cluster 6 Democrats.

Cable News Network Viewership by Voter Group

Network	Wall Street Republicans	Silent Stalwarts	The New Left	The Clinton Coalition	The Trump Train	Progressive Elites
Bloomberg	0%	0%	0%	2%	2%	0%
CNBC	3%	7%	4%	4%	3%	5%
CNN	10%	13%	8%	3%	11%	12%
Fox Business	0%	7%	4%	1%	3%	2%
Fox News	12%	16%	8%	8%	16%	14%
MSNBC	5%	11%	0%	10%	5%	7%
Newsy	4%	4%	2%	2%	5%	0%
Weather Channel	1%	7%	0%	2%	5%	12%

Comedy News/Late Night Talk Show Program Viewership by Voter Group

Program	Wall Street Republicans	Silent Stalwarts	The New Left	The Clinton Coalition	The Trump Train	Progressive Elites
Anderson Cooper 360	4%	4%	4%	0%	2%	2%
CNN Newsroom	3%	4%	0%	1%	2%	2%
Fox and Friends (any)	3%	2%	8%	3%	13%	9%
Hannity	1%	4%	0%	2%	6%	0%
Local News	36%	53%	32%	41%	54%	53%
Meet the Press	0%	5%	4%	1%	2%	2%
Megyn Kelly Today	5%	9%	4%	4%	3%	5%
Morning Joe	0%	5%	0%	1%	2%	0%
Rachel Maddow	1%	2%	0%	2%	0%	2%
Shepard Smith Reporting	1%	2%	4%	1%	2%	2%
Special report With Bret Baier	0%	4%	4%	2%	5%	2%
The 11th Hour With Brian Williams	1%	5%	0%	1%	2%	0%
The Ingraham Angie	4%	4%	4%	3%	6%	2%
The lead With Jake Tapper	4%	4%	0%	1%	0%	5%
The Story with Martha MacCallum	1%	2%	4%	2%	8%	2%
Tucker Carlson Tonight	3%	9%	2%	2%	10%	2%

## Building More Effective Campaigns

As political advertisers dig in for the big push to election day, here are a few recommendations for building more effective digital political campaigns:

### ▀ **HAVE A WAY TO SEGMENT YOUR AUDIENCE BEYOND JUST REPUBLICAN/DEMOCRAT**

Although it may seem like it these days, Republicans and Democrats aren't monolithic entities. While we don't necessarily believe that voters will turn to the other party in large enough numbers to be worth targeting, there are considerable differences within the members of each party that advertisers may want to consider different messaging for targeted mobilization campaigns. Alternatively, knowing which groups are more likely to stay home may make persuasion efforts more efficient.

### ▀ **HAVE DIFFERENT MESSAGES FOR DIFFERENT VOTER GROUPS**

By that same token, understand how the differences between groups of voters will affect how they respond to different messages, and vary your messaging accordingly. Additionally, understand how media consumption varies among voter groups (such as New Leftists being less invested in TV), and have a plan to target them elsewhere with appropriate messaging.

### ▀ **KEEP THE CONVERSATION GOING BEYOND TV**

With the technology that's currently available, there's no excuse for having TV and digital campaigns that aren't connected. Have a plan to retarget voters exposed to your TV ads online, so you can continue the conversation and drive them closer to action with follow-up content and real calls-to-action. Use TV viewing data to identify who hasn't seen your ad enough and use digital as an additional avenue to reach them. Use the TV viewing habits of donors and voters who engage with your website to optimize TV buys.

### ▀ **CONSIDER ONGOING STRATEGIES TO IDENTIFY CHANGES IN ATTITUDE AND INTENT**

These segments are just the start: Voter segments may vary by state and region, and new issues, events, and controversies may shift voter stance and voting intent. Longer campaigns should seek to supplement this analysis with ongoing surveys in key areas that track changes in voter attitudes and provide data that can be used to build new segments.

### **ABOUT MiQ**

MiQ is an independent marketing intelligence company with the people and technology that help businesses win. It is our vision to reimagine the value of marketing by connecting data and discovering insight to drive business outcomes.

Founded by Lee Puri and Gurman Hundal in 2010, MiQ currently employs over 550 people across 15 offices located in North America, Europe and APAC. The world's leading brands and media agencies such as American Express, Avis, Lenovo, Unilever, Microsoft, GroupM, Publicis and IPG work with MiQ. In the last year, MiQ has won various awards including Fastest Growing Tech Company of the Year at the Stevie Awards, Most Effective Use of Data at The Drum's Digital Trading Awards USA, and The Sunday Times International Track 200.

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