



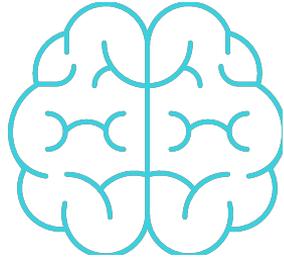
Avalanche

# Background: Our Approach



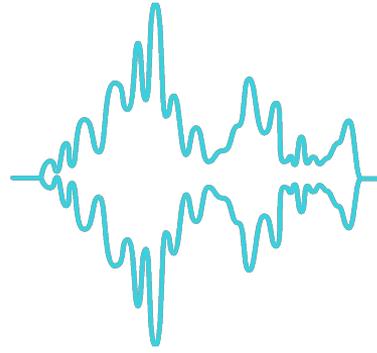
# We all know:

How we **think** about things shapes how we **talk** about them



## Think

- 
- Priorities
  - Values
  - Emotions



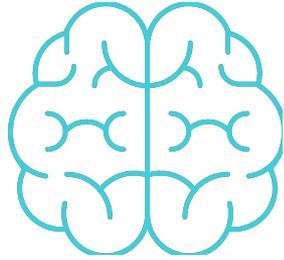
## Talk

- 
- Words
  - Metaphors
  - Tone



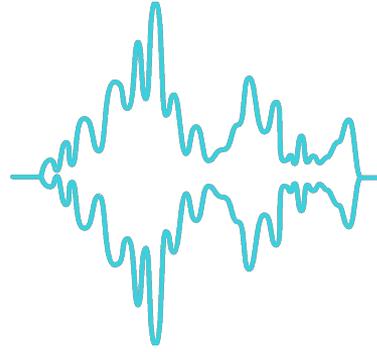
# We just reverse this:

Analyze how people **talk** to understand how they **think** and **feel**



## Think

- Priorities
- Values
- Emotions

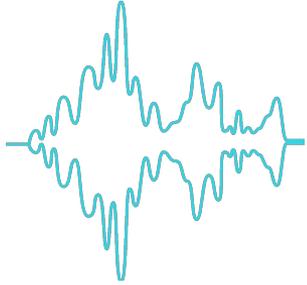


## Talk

- Words
- Metaphors
- Tone



# The Process



## Listen

Prompt with open-ended survey



## Understand

Analyze the language to reveal how they relate to the issue



## Reflect

Messaging that reflects their priorities, values, emotions, and attitudes



## Resonate

Mobilize the base and persuade the opposition



# Project Goals



**Identify pro-Biden framing elements and messages that resonate best with the Latinx community in battleground states.**

*Explore and understand which aspects of Biden's character and story are most resonant, and which have potential for backlash.*

# Sample Summary



- ✓ **Registered Latinx Voters,  
n=2,993**
- ✓ **From Battleground States:**  
*Arizona, Colorado, Florida, Michigan, Nevada,  
New Mexico, North Carolina, Pennsylvania,  
Texas, Virginia, Wisconsin*
- ✓ **Fielded: June 25 - 29, 2020**

# Latinx support has increased significantly since early June

**GENDER**



- > 54% Female
- > 46% Male

**AGE**



- > 40% 18 - 35
- > 32% 36 - 55
- > 28% 55+

**ETHNICITY**

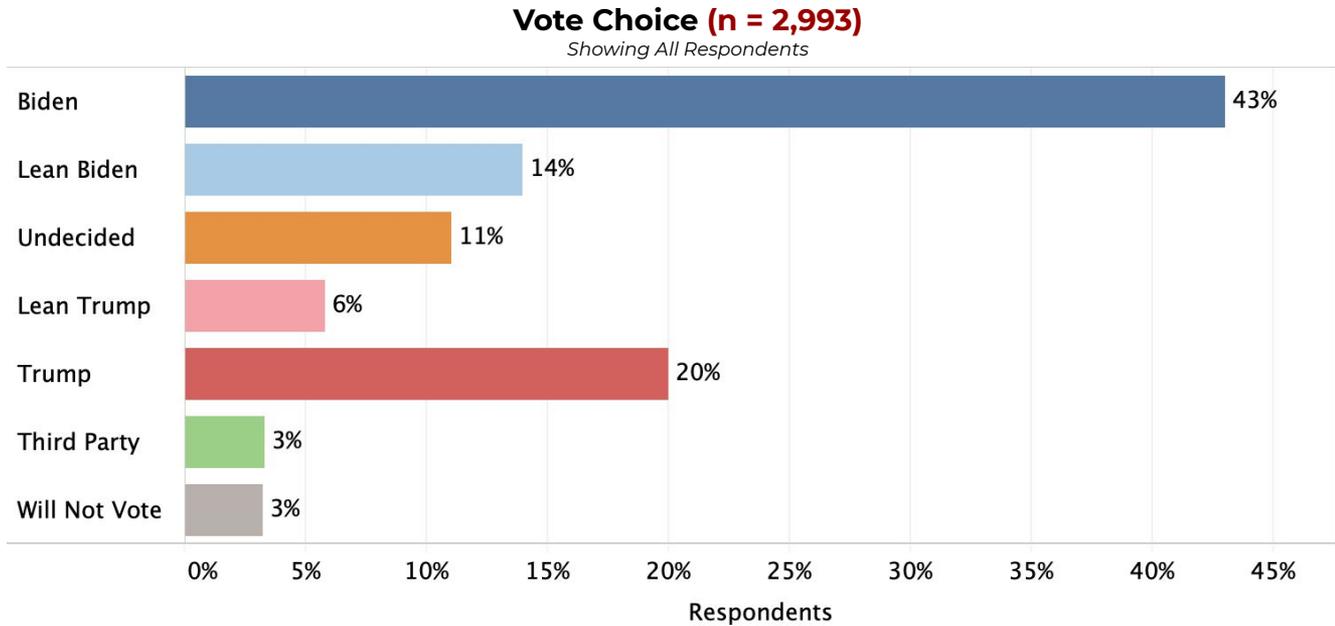


- > 47% Mexican
- > 13% Puerto Rican
- > 11% Cuban
- > 9% Central American
- > 9% South American
- > 5% Other Latinx

**EDUCATION**



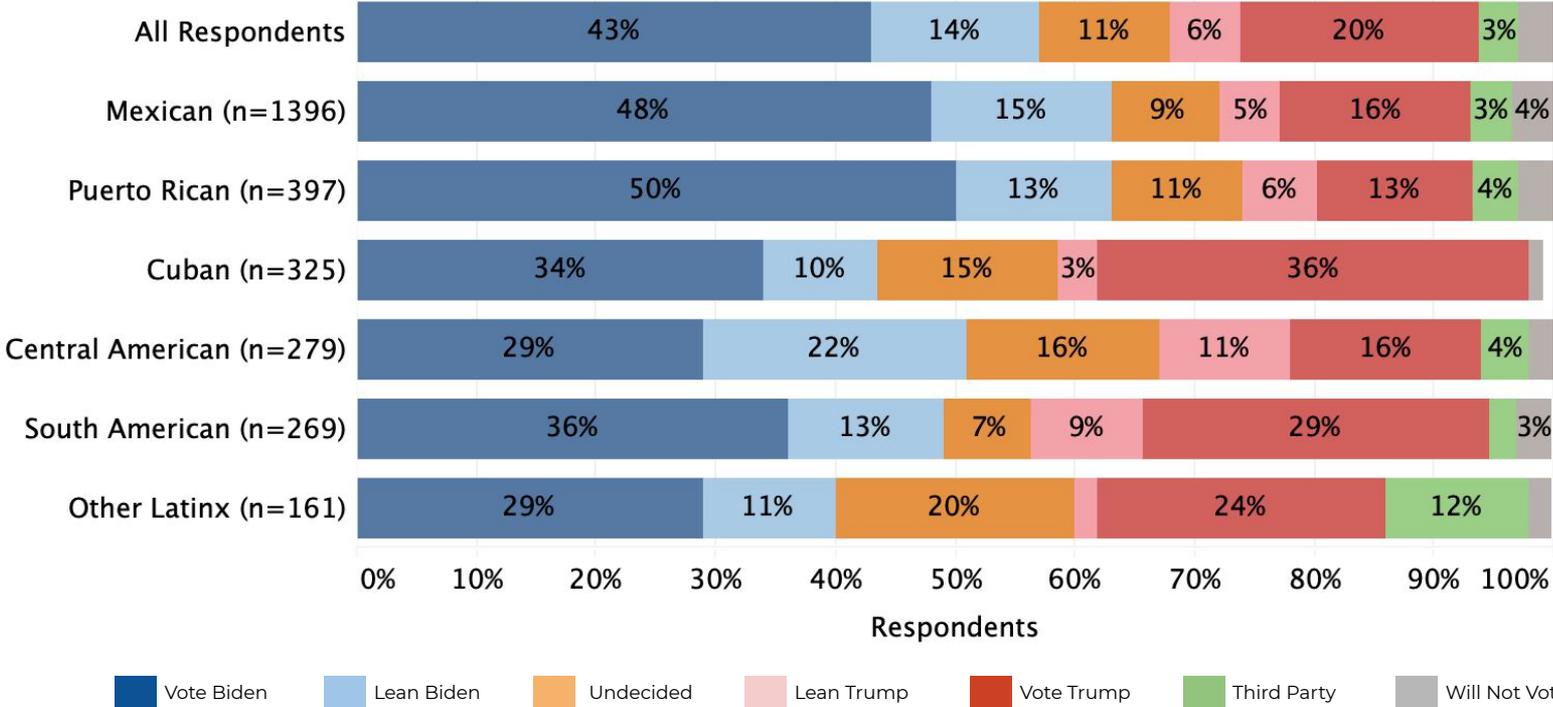
- > 5% High school or less
- > 29% High school graduate
- > 5% Vocational training
- > 13% Associate's degree
- > 27% Some college
- > 12% Bachelor's degree
- > 6% Master's degree
- > 2% Doctorate degree
- > 2% None of the above



# Voters of Puerto Rican & Mexican heritage in battlegrounds are most likely to strongly support Biden

## Vote Choice by Ethnicity

Showing All Respondents



# Key Takeaways



# Overall: Key Takeaways

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1

**Most Latinx voters believe the election affects them.**

A strong majority of Latinx voters believe the election will impact them directly, though there is the most skepticism among undecideds.

2

**Most want to build something new, rather than go back.**

Somewhat surprisingly, older voters are more likely to say we need to build something new. Younger voters trend toward restoring the Obama era approach.

3

**A progressive appeal may have the highest overall ROI.**

Message reactions suggest that a direct appeal to more progressive voters may yield the biggest net gain, especially among undecideds. Turnout propensity is an x factor.

4

**Many want a bolder vision.**

20% of lean Biden say the thing they like most about him is that he's "not Trump." 40% of lean Biden and 55% of undecideds say his vision isn't bold enough. There is little consensus on issues of agreement or disagreement, suggesting a lack of overall clarity.

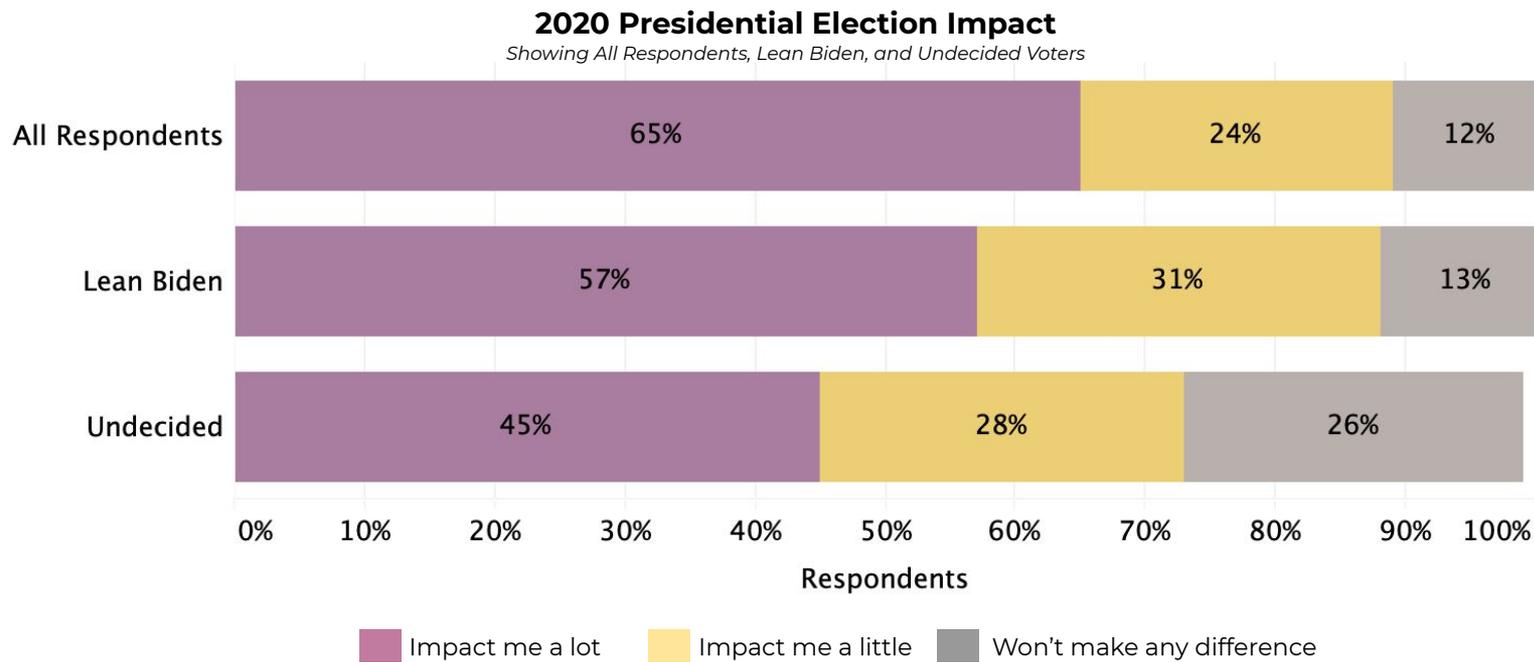


# Part 1:

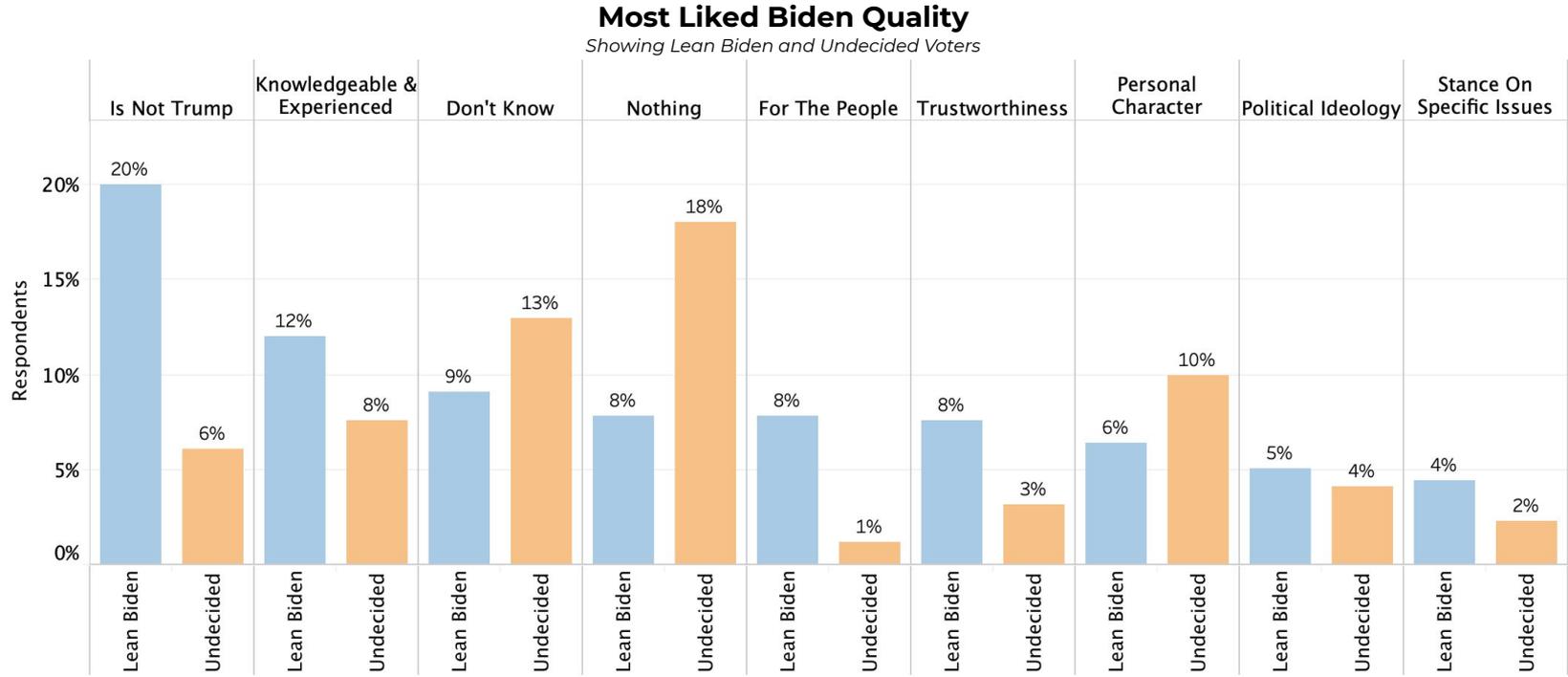
## Feelings about Joe



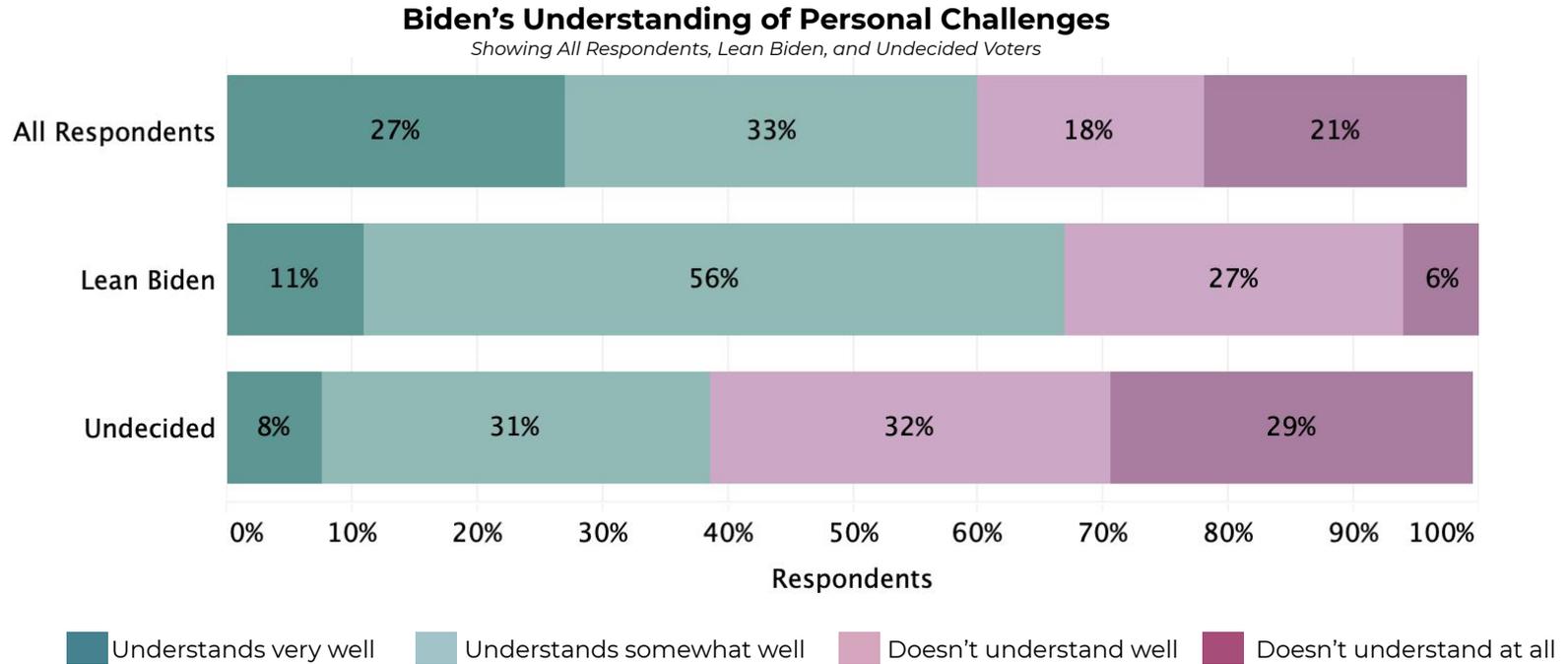
# A majority believe that who wins the presidency will impact them & 26% of undecideds say it won't make a difference



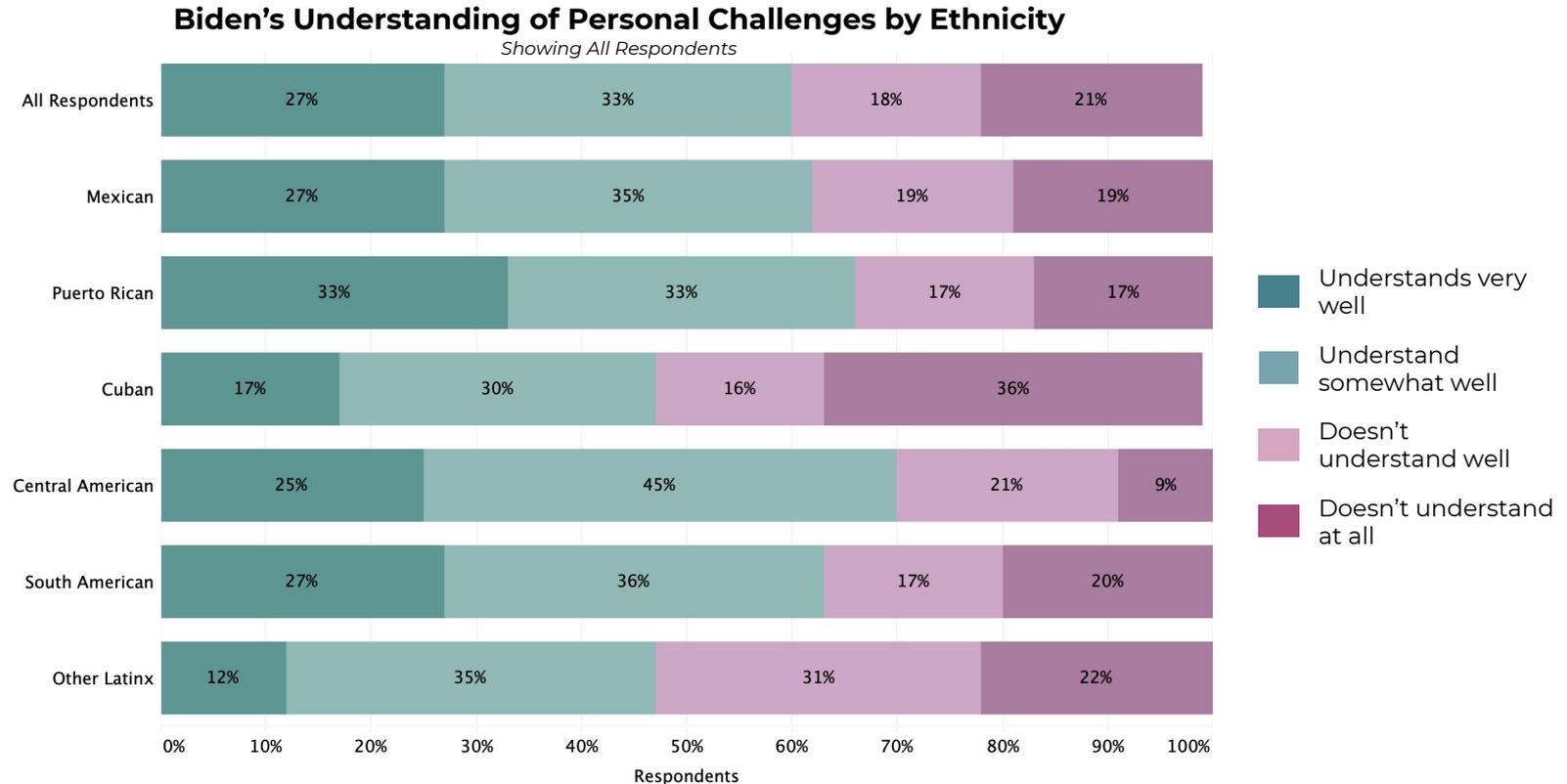
# When asked what they most like about Biden, leaners cite “not Trump” & experience; Undecideds most likely to cite nothing



# Majority of all respondents believe Biden at least somewhat understands their challenges except for Undecideds (at 39%)



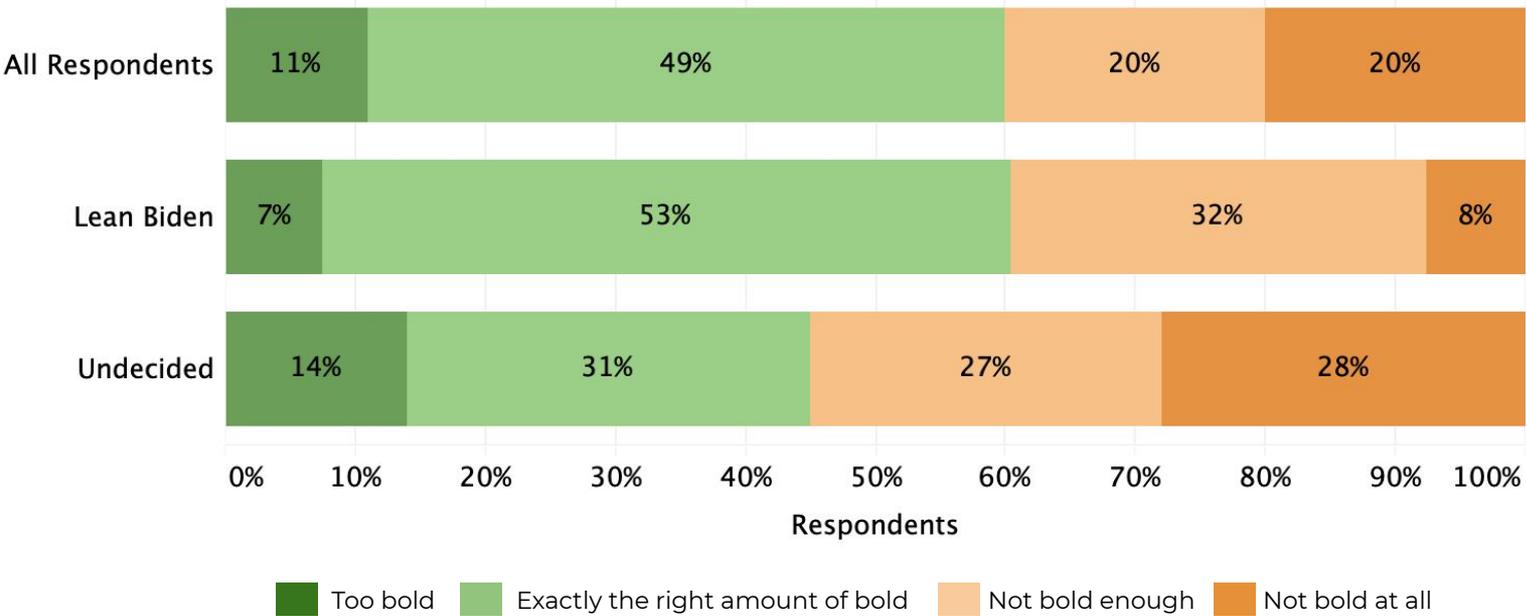
# Cuban & Other Latinx voters are less likely to believe that Biden understands their personal challenges



# 53% of Lean Biden & 31% of Undecideds believe Biden's vision is appropriately bold

## Boldness of Biden's Vision

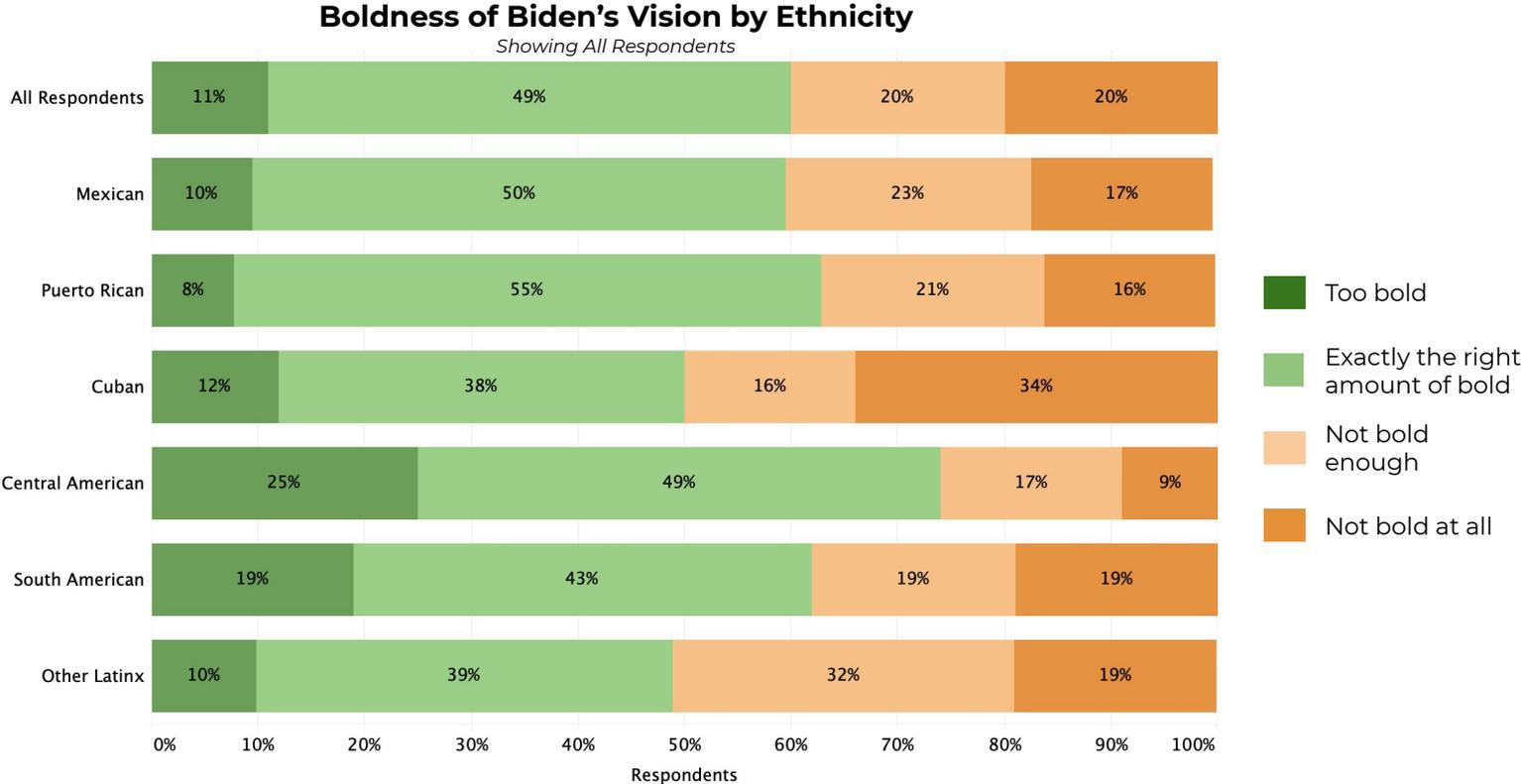
Showing All Respondents, Lean Biden, and Undecided Voters



How bold would you say Joe Biden's vision is?



# Cuban and Other Latinx voters are less likely to believe that Biden's vision is bold enough or bold at all



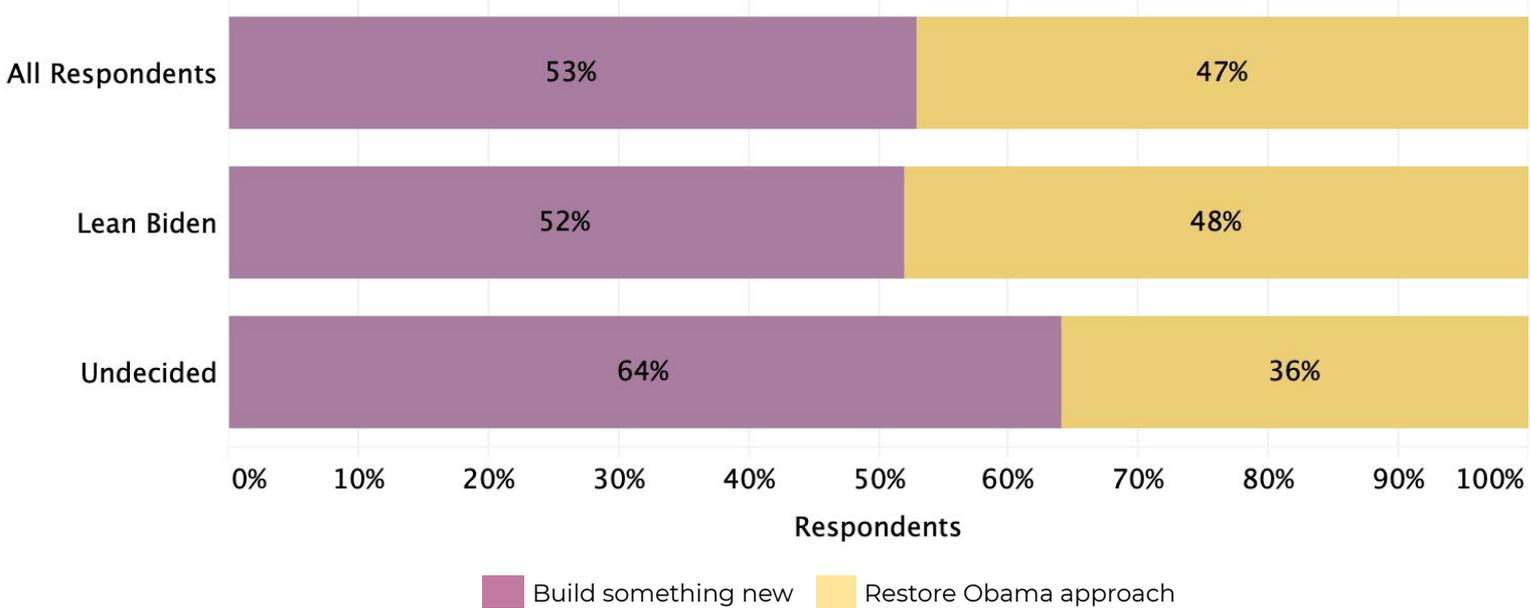
How bold would you say Joe Biden's vision is?



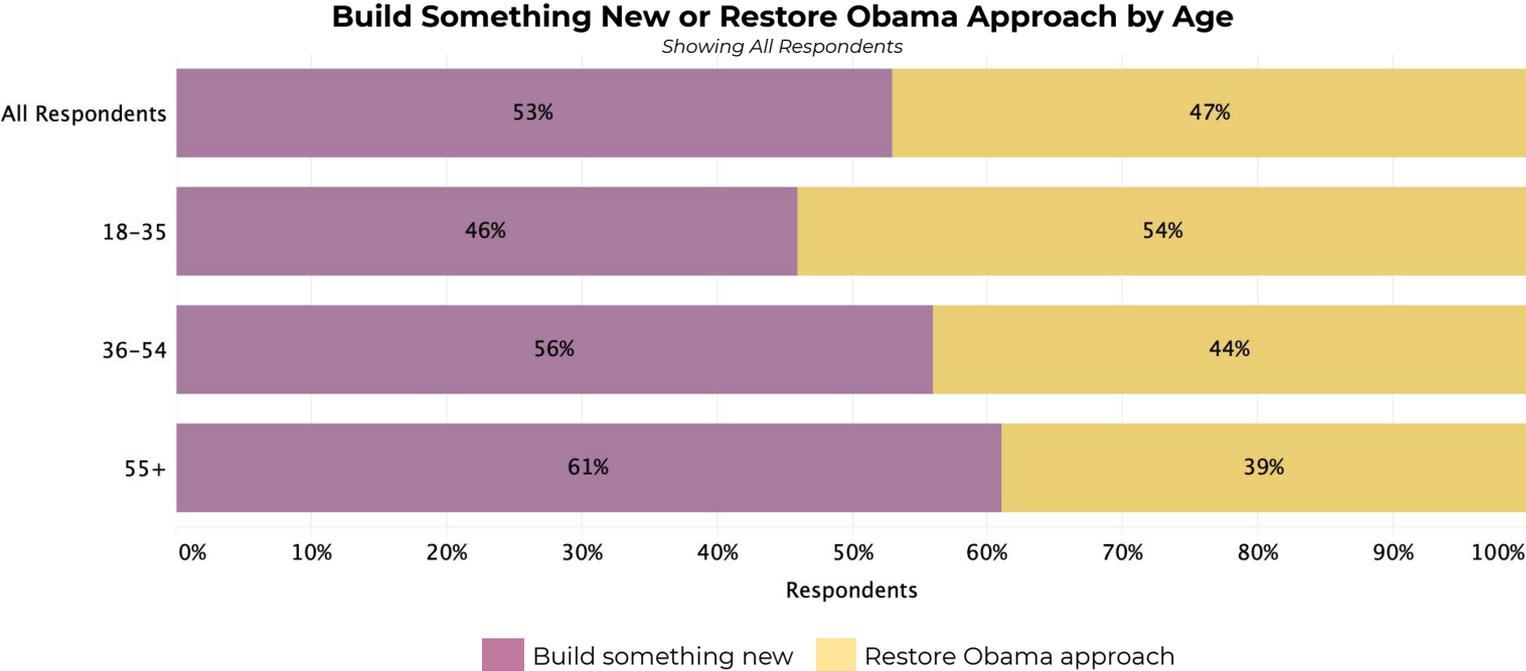
# 64% of Undecideds want to build something new, while those who lean Biden are split 52% (new) to 48% (restore Obama)

## Build Something New or Restore Obama Approach

Showing All Respondents, Lean Biden, and Undecided Voters



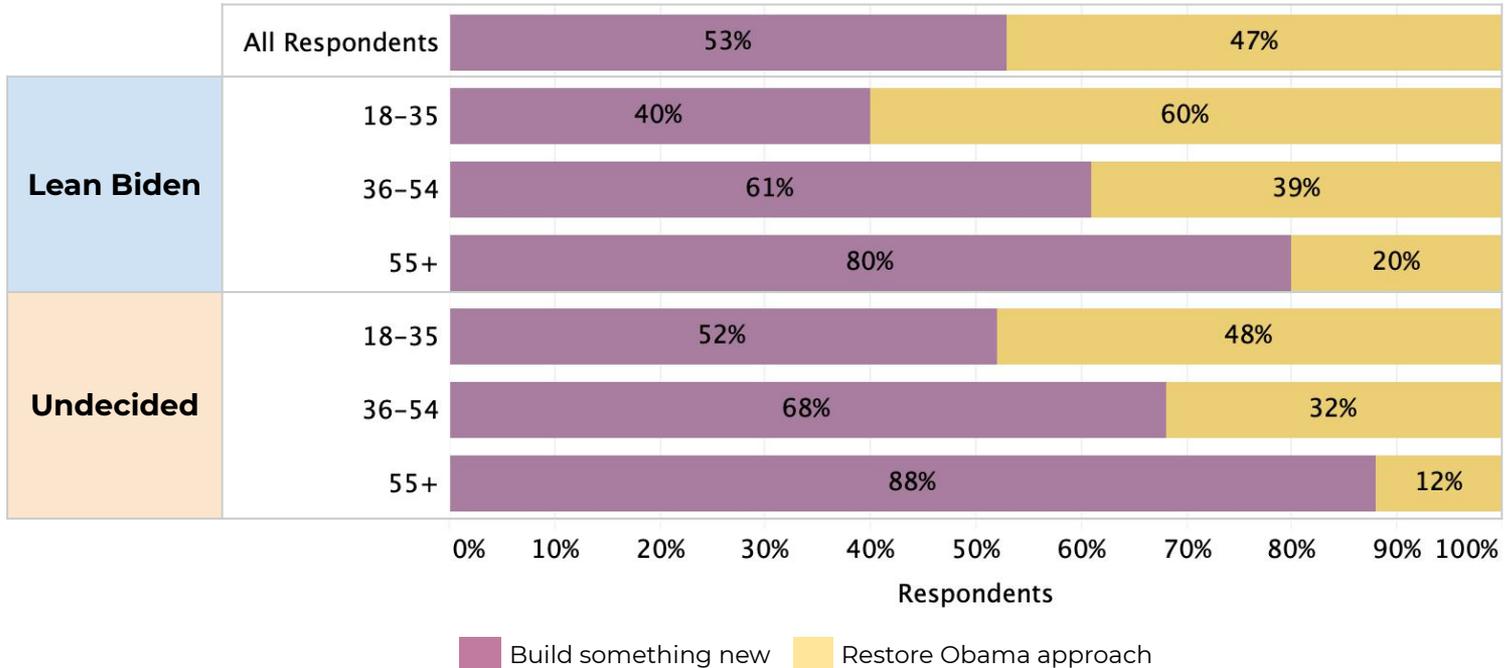
# Older voters are more likely to want to build something new; Younger voters are more likely to want Obama era restoration



# 80%+ of 55+ voters among those who Lean Biden and Undecideds want to build something new

## Build Something New or Restore Obama Approach by Age

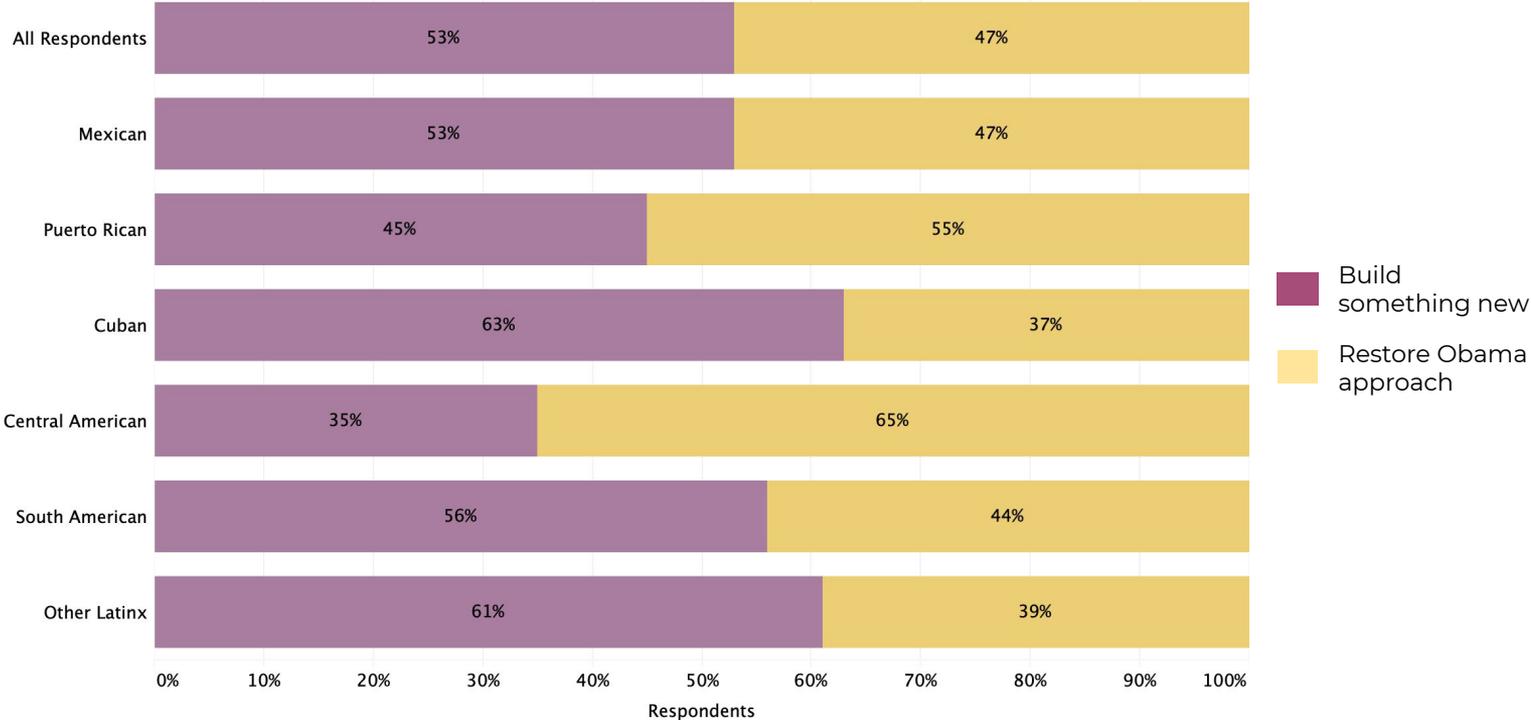
Showing All Respondents, Lean Biden, and Undecided voters



# Puerto Rican and Central American voters are more likely to want to restore Obama's approach

## Build Something New or Restore Obama Approach by Ethnicity

Showing All Respondents



Do you think leaders in government should focus on restoring how the country worked under Obama, or focus on building something that's different?



# Feelings about Joe: Key Takeaways

1

**A majority believe the presidential election will impact them**

- 88% of those who Lean Biden believe that the presidential winner will impact them; 57% say it will impact them a lot
- 26% of Undecideds say it won't make a difference

2

**"Not Trump," experience, & character = top positives**

- 20% of those who Lean Biden like that he is "not Trump"
- On thing they like most about Biden, 31% of undecideds say "nothing" or "don't know"

3

**Many persuadables do not think Biden's plans are bold enough**

- 53% of those who Lean Biden believe his plans are appropriately bold, but 40% say it's not bold enough
- Only 31% of Undecideds believe Biden's plans are bold enough, 55% say it's not bold enough

4

**A majority of persuadables want to build something new**

- But the majority is thin among lean Biden (52% to 48% restore Obama approach)
- Youth skew toward Obama, 55+ skew toward something new



# Part 2:

# Message Frames



# Three Message Frames Tested

## Frame 1: Bio (Family, Faith, Resilience)

“*Joe Biden grew up in a working class family in Scranton, Pennsylvania. He committed to public service early in life, and never stopped serving.*

*Grounded in his Catholic faith, he has overcome unspeakable tragedy in the loss of his wife and child in a car accident and another son to cancer.*

*He is the strong and compassionate leader that America needs. 11*

## Frame 2: Direct Appeal (More Progressive)

“*Joe Biden understands the scale of the challenges we face, and he will prioritize the issues that matter most to the Hispanic community.*

*After listening to the concerns of our community, Joe Biden adopted key portions of Bernie Sanders' plans to expand access to healthcare, tackle climate change, and finally make it possible for any American to get their college degree without plunging into years of debt. 11*

## Frame 3: Direct Appeal (Recovery + Immigration)

“*Joe Biden understands that Hispanic communities have been hit especially hard during the Trump years, including the pandemic. As Vice President, he led the response to the Ebola virus and ran point on the Recovery Act. As President, he'll lead us out of our current economic crisis and work to build an economy that works for everyone.*

*As Vice President, Joe Biden championed the creation of the DACA program for young Dreamers. As President, he'll put an end to immoral practices that separate families and keep kids in cages. 11*



# Segment Snapshot: Lean Biden

 <b>Frame 1</b> <i>Family, Faith, Resilience</i>	<b>Frame 2</b> <i>Direct Appeal (More Progressive)</i>	<b>Frame 3</b> <i>Direct Appeal (Recovery + Immigration)</i>
<p><b>Strongest Performance (barely)</b>  <b>“Meh” - level backlash</b></p> <ul style="list-style-type: none"> <li>74% say it makes them feel more positively</li> <li>12% say it makes them feel more negatively</li> <li>14% say it doesn't change their feelings</li> </ul> <p>—Those with positive feelings cite his story &amp; hardships.</p> <p>—Those with negative feelings lack much rationale. Those with unchanged feelings say his tragedies are irrelevant.</p>	<p><b>Strong Performance,</b>  <b>Backlash from fiscal conservatives</b></p> <ul style="list-style-type: none"> <li>72% say it makes them feel more positively</li> <li>16% say it makes them feel more negatively</li> <li>11% say it doesn't change their feelings</li> </ul> <p>—Those with positive feelings cite his plans &amp; policies.</p> <p>—Those with negative feelings cite lack of support for his plans &amp; policies, how he'll pay for them, and socialism.</p>	<p><b>Strong Performance,</b>  <b>Backlash from skeptics</b></p> <ul style="list-style-type: none"> <li>73% say it makes them feel more positively</li> <li>10% say it makes them feel more negatively</li> <li>16% say it doesn't change their feelings</li> </ul> <p>—Those with positive feelings cite immigration and asylum, Biden's qualities, &amp; hispanic issues.</p> <p>—Those with negative feelings cite immigration. Those with unchanged feelings cite experience &amp; inaction, immigration, and corruption.</p>

# Segment Snapshot: **Undecided**

 <p><b>Frame 1</b> <i>Family, Faith, Resilience</i></p>	<p><b>Frame 2</b> <i>Direct Appeal (More Progressive)</i></p>	<p><b>Frame 3</b> <i>Direct Appeal (Recovery + Immigration)</i></p>
<p><b>Moderate Performance</b> <b>“Meh” - level backlash</b></p> <ul style="list-style-type: none"> <li>• 44% say it makes them feel more positively</li> <li>• 13% say it makes them feel more negatively</li> <li>• 44% say it doesn't change their feelings</li> </ul> <p>—Those with positive feelings cite his story &amp; hardships, and kindness.</p> <p>—Those with negative feelings lack rationale. Those with unchanged feelings cite irrelevance of personal tragedy, and Biden's positive qualities.</p>	<p><b>Strongest Performance</b> <b>Backlash from fiscal conservatives</b></p> <ul style="list-style-type: none"> <li>• 51% say it makes them feel more positively</li> <li>• 12% say it makes them feel more negatively</li> <li>• 38% say it doesn't change their feelings</li> </ul> <p>—Those with positive feelings cite his plans &amp; policies.</p> <p>—Those with negative feelings cite lack of support for his plans &amp; policies, how he'll pay for them, and socialism.</p>	<p><b>Moderate Performance</b> <b>Backlash from skeptics</b></p> <ul style="list-style-type: none"> <li>• 43% say it makes them feel more positively</li> <li>• 13% say it makes them feel more negatively</li> <li>• 43% say it doesn't change their feelings</li> </ul> <p>—Those with positive feelings cite immigration and asylum, Biden's qualities, &amp; hispanic issues.</p> <p>—Those with negative feelings cite “pandering.” Those with unchanged feelings cite experience &amp; inaction, immigration, and corruption.</p>

# Key Takeaways



# Frame Tests: Key Takeaways

1

**A strong majority of leaners respond positively to all 3 approaches, but bio evokes least backlash.**

- The Bio, Progressive Direct Appeal, and Recovery/Immigration Direct Appeal all perform about the same with those who Lean Biden.
- However, the Bio frame has the least backlash, and the negative rationale lacks intensity.

2

**Backlash seems to stem primarily from fiscal conservatism and skepticism that Biden can affect change.**

- Fiscal Conservatism: Push back on the progressive direct appeal (Frame 2) references lack of support for plans, concerns about how they'll be paid for, and socialism.
- Skepticism: Push back on the recovery/immigration direct appeal references experience (as a negative) and inaction.

3

**Addressing skepticism via progressive direct appeal may have a higher ROI with undecideds.**

- This is difficult determination, because the x factor is turnout propensity, but the progressive direct appeal nets the most positive response (51%) with undecideds, and also performs very well with those who lean Biden (72%).



# Recap of Key Takeaways



# Overall: Key Takeaways

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1

**Most Latinx voters believe the election affects them.**

A strong majority of Latinx voters believe the election will impact them directly, though there is the most skepticism among undecideds.

2

**Most want to build something new, rather than go back.**

Somewhat surprisingly, older voters are more likely to say we need to build something new. Younger voters trend toward restoring the Obama era approach.

3

**A progressive appeal may have the highest overall ROI.**

Message reactions suggest that a direct appeal to more progressive voters may yield the biggest net gain, especially among undecideds. Turnout propensity is an x factor.

4

**Many want a bolder vision.**

20% of lean Biden say the thing they like most about him is that he's "not Trump." 40% of lean Biden and 55% of undecideds say his vision isn't bold enough. There is little consensus on issues of agreement or disagreement, suggesting a lack of overall clarity.



# Strategic Recommendations



# High Level Recommendations & Hypotheses

1	<b>Build something different</b>	The majority of persuadables want to build something different, but they may not agree on what kind of different. Emphasize that Biden will rebuild in a way that bring significant change to the status quo. Try his new tagline: "Build Back Better."
2	<b>Present Biden's vision as bold and progressive (but don't call it that)</b>	The progressive direct appeal performs best with undecideds, and also performs well with those who Lean Biden. What we lose in fiscal conservatives, we gain from the skeptics. Student loan debt, healthcare, and education all intersect with COVID.
3	<b>Create content that displays strength and energy</b>	Compliment Biden's compassion. Test video and visuals that show Biden's energy, charisma, and strength. Biden in Aviators. Biden running. Biden lifting babies over his head. Biden animated.
4	<b>Emphasize that Biden will adapt and get things done.</b>	We must persuade Persuadables that Biden is a "doer." This will require a delicate balance - impact, not bills. Accomplishments, not resume. Actions, not just words (ex: post-primary policy).
5	<b>Modulate for differences across age &amp; ethnicity</b>	Voters of Puerto Rican and Mexican heritage are already warm to Biden, so bio content may be more effective. Younger people trend toward restoring Obama approach, so emphasizing ties to Obama may be more effective.

