



DATA INSIGHTS: 2018 GENERAL ELECTION

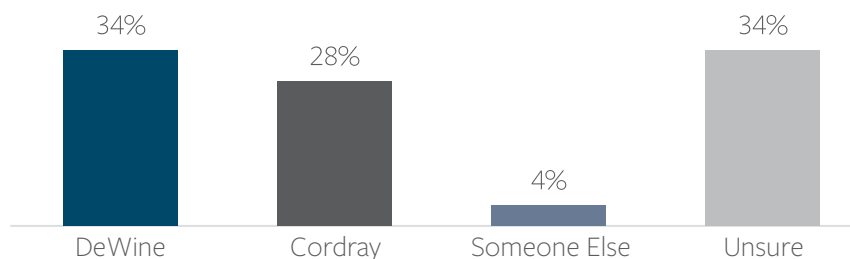
Securing Ohio's Future

In July of 2018, Securing Ohio's Future and other DeWine-Husted third party allies conducted a statewide modeling project through Causeway Solutions to measure the state of the race. The results of this modeling project led to designing an omni-channel turnout strategy – including digital, mail and field tactics – focused on turning out a key subset of the electorate for the 2018 Gubernatorial Election in OH.

The Problem

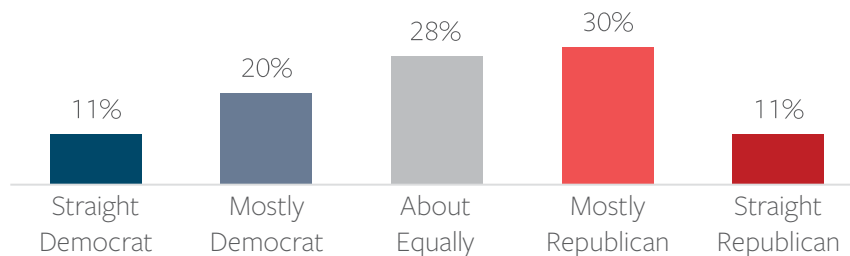
As of July, DeWine was running ahead of Cordray at 34% to Cordray's 28% but a significant portion, 34% of the electorate, was undecided at the gubernatorial level.

 If the 2018 Election for Governor was held today, for whom would you vote?



These Undecided Voters were NOT “True Swing” voters but rather “Republican Disengagers”. The modeling showed that most of the voters in the undecided category were Republican voters who had been moving away (by 15% or more) from the GOP – declining in both support levels and in enthusiasm to turnout. **When calculating DeWine’s pathway to 51% – the data showed that these voters were CRITICAL to achieving victory – but that they would not be moved by traditional persuasion methods.**

 Of those individuals who are unsure on the Gubernatorial Ballot, how do you generally vote?





The Solution

For this reason, the decision was made to employ an omni-channel voter contact strategy to actively engage two primary subsets of the Republican Disengagers: GOP Reinforce & GOP Defend.

- **GOP Reinforce (1,074,891 Voters):** Traditional campaigns would have treated these voters the same way they treat any GOTV universe – concentrate contact on them late to drive turnout amongst this group. All research conducted on these voters, however, indicated that this universe would require more than a simple turnout message. The data showed that these voters had moved away from their traditional level of support for Republican candidates, but they had not moved so far as to become Democratic voters – they had simply become less likely to engage in the process altogether.
- **GOP Defend (225,401 Voters):** This universe of voters might have been taken for granted by traditional campaign plans that considered them “In-the-Bank” voters, but the modeling in July showed that this group of voters was not fully committed to supporting DeWine. Similarly, to the GOP Reinforce universe, these voters had not gone so far as to begin supporting Cordray, but they were going to require some effort to get them fully behind DeWine.

The data showed that these target voters needed to be dared to vote for Cordray and that given the correct messaging – they would revert to their previous GOP leanings and turnout for Mike DeWine. While television was being utilized as the primary mechanism for persuasion in the gubernatorial race, data showed that over 30% of these target GOP Disengagers were not frequent viewers of television. Therefore – for the purposes of engagement and turnout – an omni-channel voter contact program was designed and implemented. Specifically, the following platforms were utilized from September through Election Day:

- **Field Program** (Phones, Door-to-Door)
- **Digital** (YouTube, Facebook, Google, Display Ads, Remarketing)
- **Mail** (Absentee Ballot Application, Absentee Chase, Early Vote Push, GOTV)

The Results

BY THE NUMBERS

Securing Ohio’s Future hit these key voters with:

FIELD:

- **1,052,472 Voter Contacts**
- **678,257 Phone Calls**
- **374,215 Doors Knocked**

DIGITAL:

- **49,116,440 Impressions**
- **11,311,443 Video Views**

MAIL:

- **45 Unique Creatives** (broken out into 4 different flights)
- **11,124,625 Total Mail Pieces Delivered to Voters**

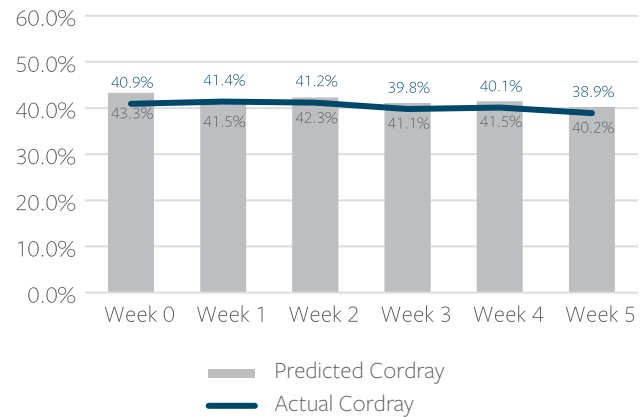
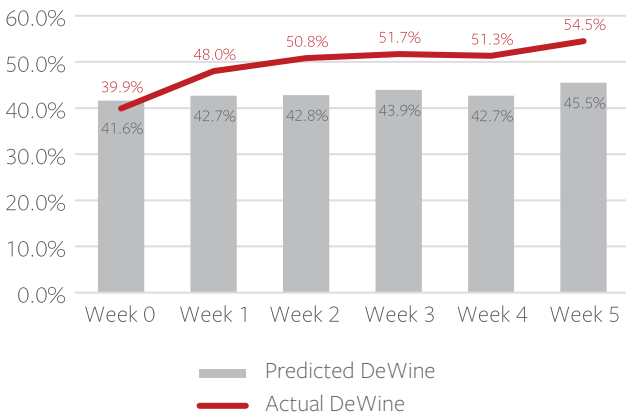


EXAMPLE CREATIVE



MEASURING IMPACT

Internal, ongoing IVR tracking showed that while Cordray’s support levels had plateaued – DeWine’s performance among the electorate increased in the final weeks – an indication of the target GOP Disengagers rising in their support levels for DeWine and likelihood to turnout.



This movement shows that (1) our assumption that the remaining undecided voters were actually “GOP Disengagers” – and not true swing voters – was correct and (2) that efforts directed specifically to these voters were able to increase their support levels by the 15% that they had initially declined by. **Amongst target voters, an additional 206,858 unexpected DeWine votes were generated:**

- The persuasion efforts resulted in **an additional 93,261 GOP Disengagers** returning to their support of Mike DeWine and casting a ballot.
- **A late, robust absentee push effort on digital yielded 91,967 additional votes.**
- In addition to the above, **an additional 21,630 votes were generated from turnout efforts.**

These additional 206,858 unexpected DeWine votes created by Securing Ohio’s Future were critical to victory – as Governor DeWine’s margin over Cordray was 164,070 votes.