

HEALTH CARE WINS VOTES, BRIDGES DIVIDES

In the 70+ races in which Working America ran electoral campaigns, we found that the top issues were the ones that had a direct impact on voters' day-to-day lives: health care, education and infrastructure.

Health care emerged as the biggest "difference-making" policy issue in the closest races.

This was consistent with what we found in wave-fueling contests leading up to the midterms such as the 2017 Virginia general election and the special election in PA CD-18.

Over the past four election cycles, the number of votes Democrats have won on health care has grown for two reasons:

- 1 More voters care about health care.
- 2 Of these voters, more see progressive policies as the better solution.

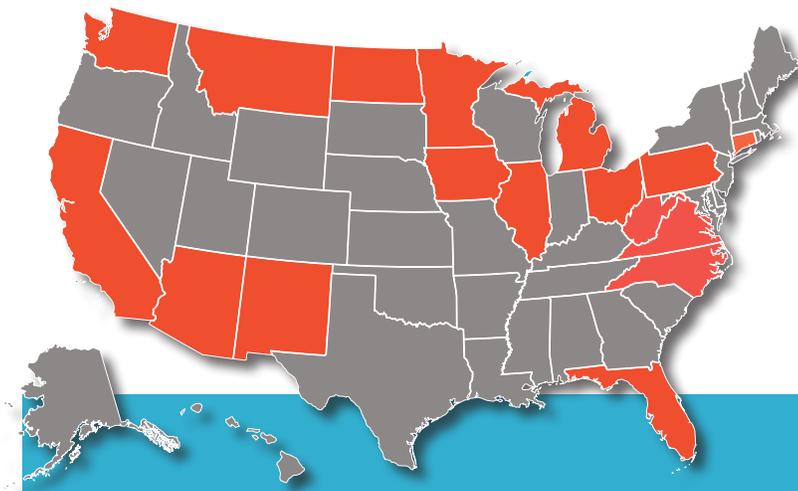
At the doors, our canvassers routinely heard stories from voters about the challenges they face with health care affordability and access. These issues have a direct impact on voters whether they are white or black, low income or middle income, from Modesto, CA, or Lake County, OH.

PROGRESSIVES ARE INCREASINGLY GETTING THEIR VOTE ADVANTAGE FROM WORKING-CLASS VOTERS WHO SAY HEALTH CARE IS THEIR TOP ISSUE

Composite Based on Historical Canvass ID Data



Vote Advantage Per One Hundred Voters



HOW WE WIN WITH HEALTH CARE

STEP ONE

ESTABLISH A RELATIONSHIP

Working America starts relationships by going to people where they are, on their doorsteps. We start the conversation by asking voters, "What's your top issue?" "Why?" and "What's going on in your life?" Only then does the conversation turn to candidates.

During the conversation, we collect data that underpins the digital relationship, including:

- ▶ Top issue and feedback on how the voter thinks about the issue
- ▶ Candidate preferences
- ▶ Language
- ▶ Email and mobile contact information

STEP TWO

DON'T LET TRUMP CHANGE THE SUBJECT

As the election drew near, the volume of paid media and Trump's outrageous claims, from Brett Kavanaugh to migrant caravans, more than tripled. Trump and his allies changed the subject for many voters—**unless they heard from us. In randomized clinical tests, voters were almost 9 percent more likely to focus on health care**—a winning issue for progressives—if they received our digital content.

CHANGE IN VOTER OPINION OF HEALTH CARE AS AN "IMPORTANT" ISSUE



-8.2pp

Health Care Salience **without** WA Content

+0.5pp

Health Care Salience **with** WA Content

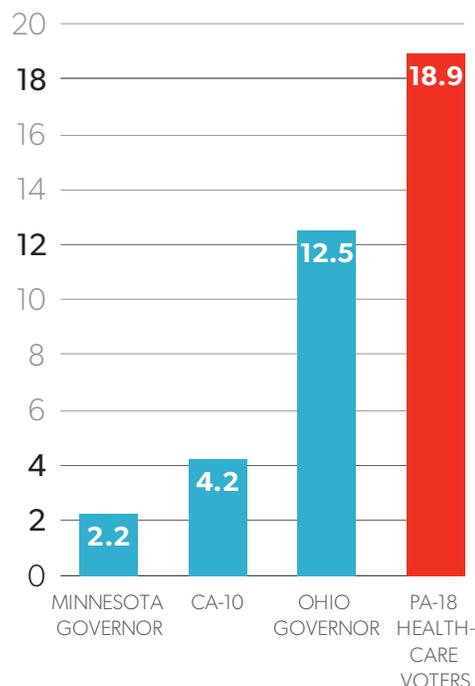


STEP THREE

INFORM VOTERS ABOUT THE PROGRESSIVE CHAMPIONS

Follow-up with voters intensifies during the election cycle through digital ads (Facebook, YouTube, Google), text messages and email. We inform and remind voters about candidates' policy positions on health care. Across multiple communications modes, we found that we increase vote share at a highly efficient cost per vote. While this digital communications approach was tested in an electoral context, persuading voters on issues that shape governance and policy can be done at an even larger scale and on a year-round basis.

CONTINUED CONTACT VIA DIGITAL = COST EFFICIENT VOTE GAIN (NEW VOTES PER \$100)



TRUMP PHOTO CREDIT: GAGE SKIDMORE

