



To: Interested Parties

From: Pete Maysmith, LCV SVP of Campaigns

Date: February 19, 2021

Re: Experiment shows that "Environmental Swing Voters" program helped elect Biden-Harris

LCV Victory Fund's top goal in the 2020 election was to make the case about climate and environmental policies in order to defeat Donald Trump. And we did it. Under our Environmental Swing Voters (ESV) program, LCV Victory Fund invested \$14 million in climate and environment-focused communication with 1.58 million voters in six presidential battleground states.

The results are in. Not only did Joe Biden win the presidency, but this program was successful in helping him do it.

ENVIRONMENTAL SWING VOTERS PROGRAM DESIGN

In partnership with the analytics-experts at BlueLabs, LCV Victory Fund built a 1.58-million-person universe of critically important voters across six

battleground states - Arizona, Florida, Michigan, North Carolina,

Pennsylvania, and Wisconsin. The

universe was built on identifying individuals most persuadable to vote for a pro-environment, Democratic candidate for President, instead of Donald Trump, when they learned about Trump's terrible record on climate change, water pollution and air pollution and public health.

1.58 MILLION VOTERS

Modeled as "Environmental Swing Voters" and persuadable over the damage Trump's doing to climate change, drinkable water and breathable air.

81% WOMEN

88% UNDER THE AGE OF 65

63% ARE REGISTERED INDEPENDENT

22% PEOPLE OF COLOR

55% UNDER THE AGE OF 50

55% AN INCOME UNDER \$50K

52% SUBURBAN LIVE IN COMMUNITIES

Voters in this universe were

overwhelmingly female (81% women), younger (88% under age 65) and politically independent (63%). They lived in suburban communities (52%) and included voters of color (22%).

ESV PROGRAM IMPLEMENTATION

The goal of the program was to deliver targeted communications on climate change and air and water pollution to these voters beginning in mid-May 2020 running through the end of August 2020. We timed the program in this manner so we could communicate with this key universe before the race became too cluttered with advertising that would have prevented our messages from breaking through. In addition, our program was designed to limit Trump's potential to rebound his support with these critically important suburban, swing voters in the battleground states. We knew that if he couldn't rebound, he couldn't win.

A key element of the program design was to provide a ‘**surround sound**’ communication approach to targeted voters - where they saw high-frequency digital video advertisements on their devices and regular repetition of direct mail in their mailboxes. The two modes of communication were synchronized to reinforce each other and reach people via YouTube, Hulu, and other online platforms as well as when they went to pick up the mail in the afternoon. To the 1.58 million ESV voters across the six states, the team ran 37 different digital ads reaching 75 million completed video views, as well as 55 mail pieces delivering more than 12 million impressions.

NEW! ESV PROGRAM TESTING

Given that this was a large investment for LCV Victory Fund in a program we believed to be vital to influencing a massively important election, we worked with the analytics team at One Minus Beta to conduct a rigorous experiment to test the impact of this program. The team conducted a random controlled test (RCT) by surveying a large number of ESV voters prior to program launching and again immediately after the election, along with a small, randomly selected, control group of voters who were excluded from the program for the sake of comparison. The results of this highly rigorous experimental testing proved the effectiveness of this program and its message in electing Joe Biden as the 46th President of the United States. Highlights include:

- The program **increased the Democratic vote margin by 5.6 percentage points** among targeted ESV voters on Election Day when compared with the control group.
- The program was highly efficient for a presidential-election persuasion program **generating 6.4 net Democratic votes per \$1K spent, or \$156 per net Democratic vote.**
- ESV voters who were part of this program were statistically more likely to recall receiving direct mail about Trump’s environmental record (35.1% versus 25.3% in the control) and more likely to recall online advertisements about his environmental record (35.9% versus 33.4%).
- ESV voters had a **3.7 percentage-point lower approval rating of Trump’s handling of his job as President** when compared to those with whom we didn’t communicate (48.2% versus 51.9%).
- The program resulted in a highly-statistically significant decline in voters’ belief that Trump “cares about people like you” and in their approval of Trump’s handling of climate change.

Persuading voters is always hard. Persuading voters in a presidential election is even harder. Not only did this program successfully persuade voters and help power Joe Biden’s victory, but it demonstrated success in that goal with highly impactful advertisements on climate and environmental issues.

ELECTORAL RESULTS

As we all know, the electoral college certified that Joe Biden won the presidential election with electoral votes from four of the six states in the ESV program - Arizona, Michigan, Pennsylvania, and Wisconsin. Importantly, for our program, the number of voters in our ESV program far exceeds Biden’s margin of victory in each of these critical states.

This election had consequences and LCV VF’s program delivered results. Thank you for your interest in the work of LCV Victory Fund.

Paid for by LCV Victory Fund, www.lcvvictoryfund.org, and not authorized by any candidate or candidate’s committee.