Grow Progress Test Results

Kamala Harris (Vote Propensity, Favorability)
Launched July 3, 2024

Overview

Between July 3rd, 2024 and July 4th, 2024, 1,600 people in your target audience participated in your message test. After viewing the placebo or one of **your messages**.

Each test participant was asked the following question(s):

How likely are you to vote in November?	Very Likely Likely Unlikely Very Unlikely
If the upcoming 2024 election were held today, would you be more likely to vote for Democrats or Republicans?	A lot more likely to vote for Democrats Somewhat more likely to vote for Democrats Equally likely to vote for Democrats and Republicans Somewhat more likely to vote for Republicans A lot more likely to vote for Republicans
Do you have a favorable or unfavorable opinion of Vice President Kamala Harris?	Very Favorable Somewhat Favorable Neither Favorable Nor Unfavorable Somewhat Unfavorable Very Unfavorable

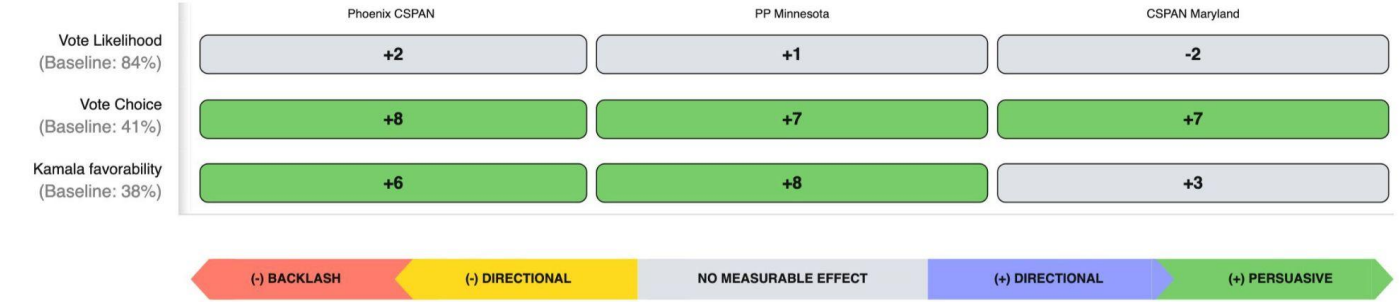
Audience

Key Experiment Details

- **Audience:** Adults who are Female
- **Geography:** MI, NV, and WI
- **Sample size (raw / weighted):** 1,600 / 1,600
- **Dates in field:** Wednesday, July 03, 2024 to Thursday, July 04, 2024
- **Weighting factors:** age, gender, race, education, and party

Key Takeaways

Message Performance



Vote Likelihood: **Moving People Toward:** Very Likely | Likely

Vote Choice: **Moving People Toward:** A lot more likely to vote for Democrats | Somewhat more likely to vote for Democrats

Kamala favorability: **Moving People Toward:** Very Favorable | Somewhat Favorable

1 Which messages were persuasive across the board?

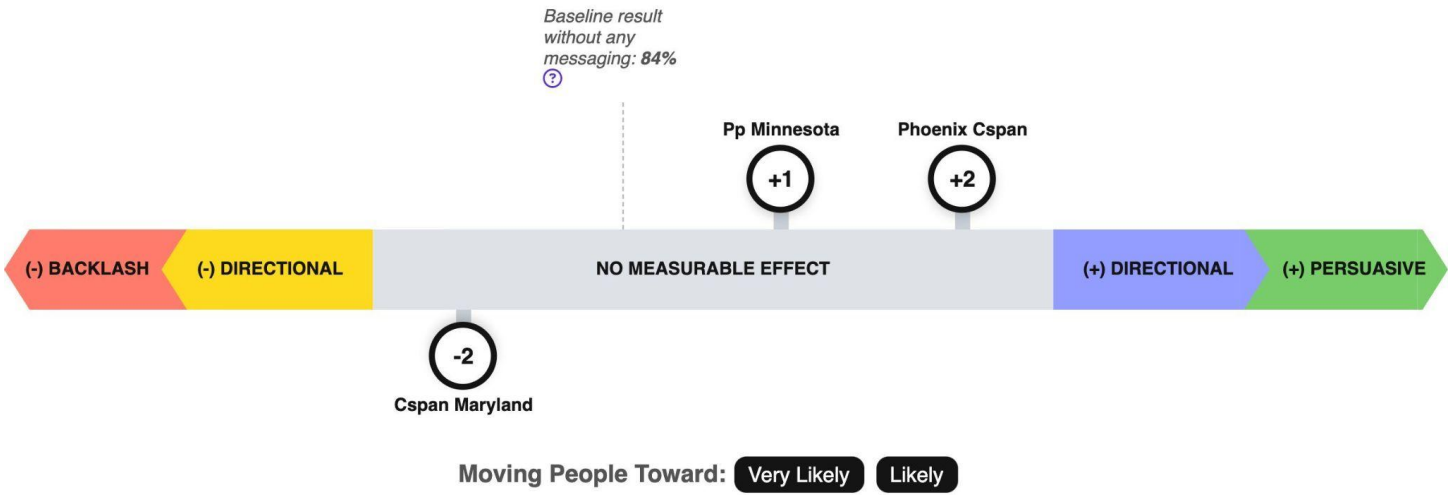
- Overall, **Phoenix CSPAN** is the *strongest message* you tested. It persuaded your target audience on two success questions, with a 42% probability to be your best message to persuade people about **Vote Choice** and 29% probability to be your best message to persuade people about **Kamala favorability**.
  - This message is especially persuasive among *people aged 35 - 54* and *people who did not vote in 2022*.
- Based on these results, two of your messages (**Phoenix CSPAN** and **PP Minnesota**) persuaded viewers on **Vote Choice** and **Kamala favorability**.
- Additionally, one of your messages (**CSPAN Maryland**) persuaded viewers on **Vote Choice**.

2 Outcomes that weren't moved by your messages:

- Your message(s) don't appear to have moved your target audience on **Vote Likelihood**.

Question 1

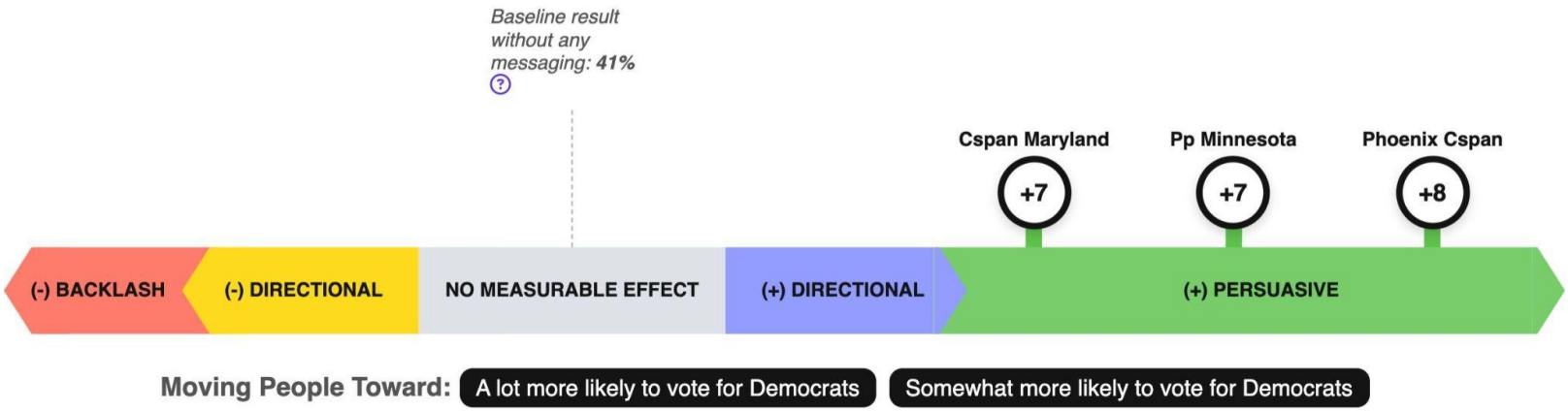
How likely are you to vote in November?



Question 1: Breakdown

Question 2

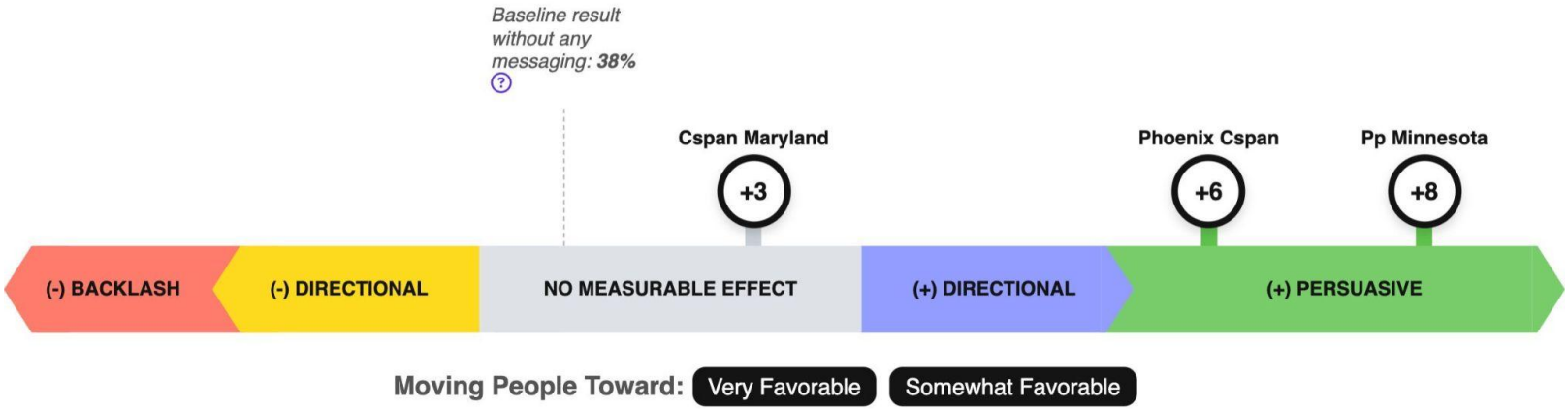
If the upcoming 2024 election were held today, would you be more likely to vote for Democrats or Republicans?



Question 2: Breakdown

Question 3

Do you have a favorable or unfavorable opinion of Vice President Kamala Harris?



Question 3: Breakdown