



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



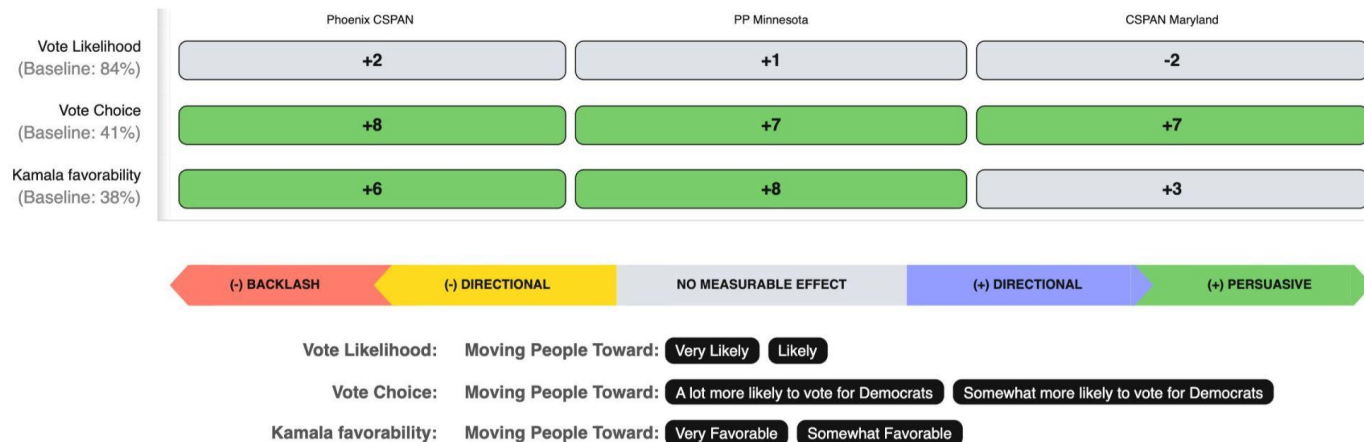
Audience

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



1 Which messages were persuasive across the board?

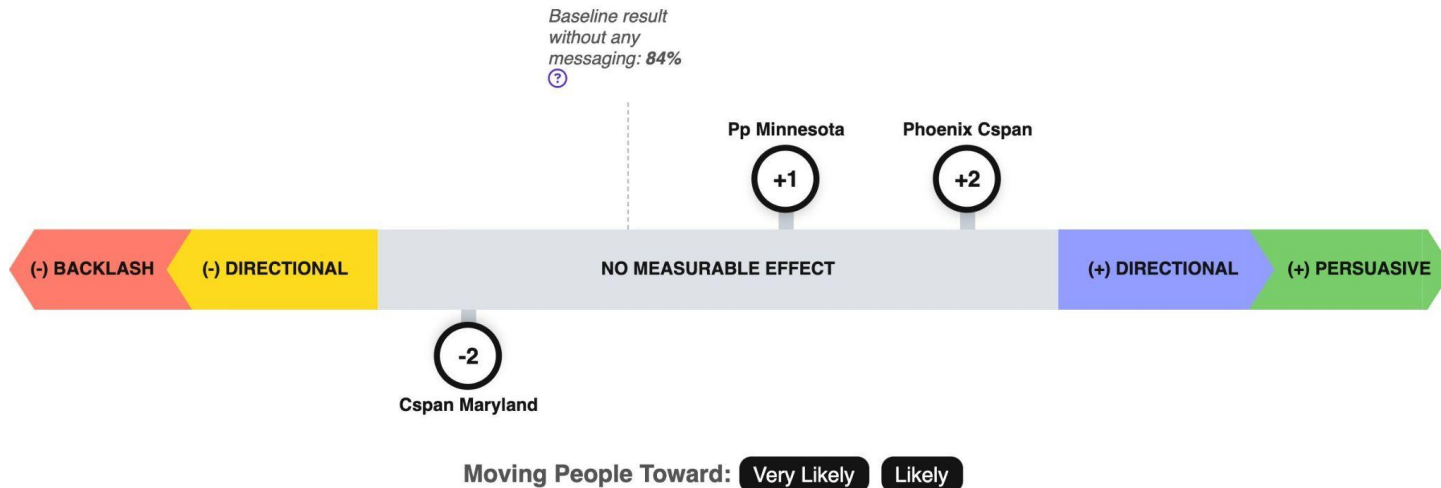
- Overall, **Phoenix CSPAN** is the *strongest message* you tested. It persuaded your target audience on two success questions, with a 42% probability to be your best message to persuade people about **Vote Choice** and 29% probability to be your best message to persuade people about **Kamala favorability**.
 - 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?



How likely are you to vote in November?

	AGE				RACE				EDUCATION				HOUSEHOLD INCOME				POLITICAL IDEOLOGY			PARTY ID			URBANITY			2000 PRESIDENTIAL VOTE CHOICE			2002 TERM TUMBOUT			RELATIONSHIP STATUS				STATE		
	18-34	35-44	45-54	55+	Black	Latino	White	Other	High School or Less	Some College	Bachelor's Degree+	\$0-\$49K	\$50K-\$99K	\$100K+	Liberal	Moderate	Conservative	Democrat	Independent/Other	Republican	Urban	Suburban	Rural	Voted Dem	Voted Rep	Voted Other	Did not vote	Yes	No	unsure	Single	Unmarried with a long-term partner	Married	Other	Michigan	Nebraska	Wisconsin	
Phelps CSF/N	+2	+4	+2	+1	-2	+1	+1	-1	+4	+3	-1	+5	+2	-8	+5	+5	-4	+3	+5	-4	+7	+1	-3	+5	-3	-8	+3	-2	+5	-2	+4	-3	-3	+5	+5	+5	-1	
PP Minnesota	+1	+5	+6	+2	-1	+1	-1	-1	+5	+1	-5	+3	+2	-1	+1	+5	-2	+1	+5	-2	+1	+5	-3	+5	-3	-8	+3	-1	+5	-1	+5	-1	-1	+5	-1	+5	-1	
CSF/N Maryland	-2	-4	-3	+1	-1	+1	-2	-1	+1	-2	-3	+5	-3	-5	+3	+5	-4	+3	-5	-3	+4	-1	-5	+4	-3	-8	+3	-2	-3	-1	+1	+5	-4	-1	+5	-1	-7	

Legend: (1) NEGATIVE, (2) NEUTRAL, (3) POSITIVE, (4) DIRECTIONAL

Missing People Towards: [Age](#) [Party](#) [State](#)

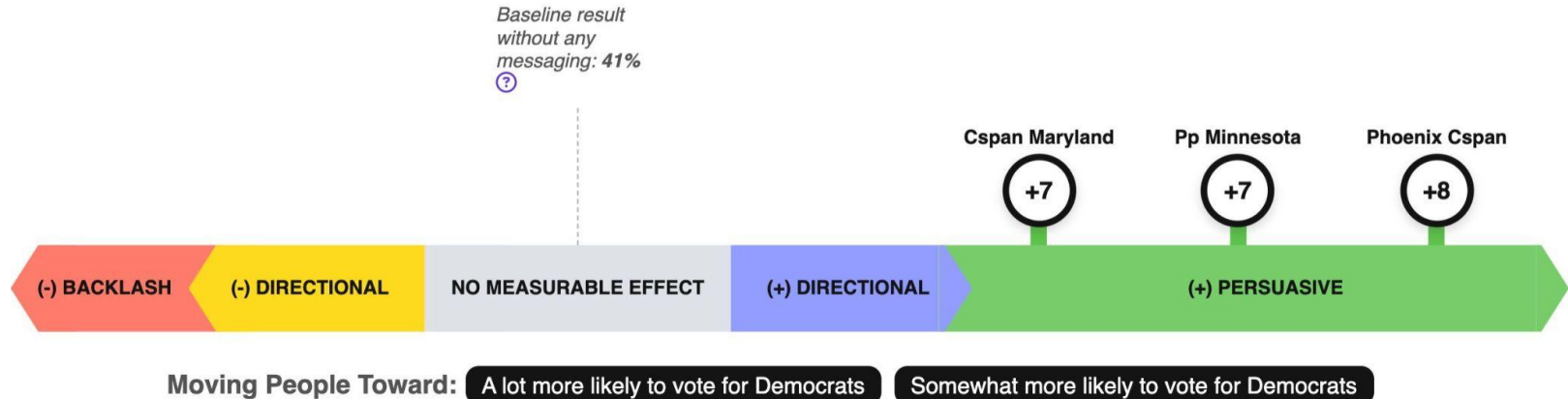
Small Sample Size: Too few respondents in a particular group saw this message to draw strong conclusions from the result.

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Question 2

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



Question 2: Breakdown

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

	AGE				RACE				EDUCATION			HOUSEHOLD INCOME			POLITICAL IDEOLOGY			PARTY ID			URBANICITY			2020 PRESIDENTIAL VOTE CHOICE				2022 MIDTERM TURNOUT			RELATIONSHIP STATUS				STATE																
	Overall (Sample: n=1)	18-34	35-54	55+	Black	Latino	White	Other	High School or Less	Some College	Bachelor's Degree	\$0-\$49K	\$50K-\$99K	\$100K+	Liberal	Moderate	Conservative	Democrat	Independent/Other	Republican	Urban	Suburban	Rural	Voted Dem	Voted Rep	Voted Other	Did not vote	Yes	No	Unknown	Single	Unmarried with a long-term partner	Married	Other	Michigan	Nevada	Wisconsin														
Phoenix CSFRA	+8	+11	+7	+6			+6	+8	+9	+10	+12	+5	+11	+18	-1	+12	+3	+2	+17	+1	+11	+6	+2	+4	+4	+8	+19	+17	+6	+8		+4	+12	+12		+19	+6	-1													
PP Minnesota	+7	+7	+6	+5			+5	+6	+5	+6	+6	+4	+6	+12	+5	+7	+3	+5	+19	-3	+4	+6	+6	+6	+5	+22	+19	+6	+6		+5	+19	+6		+4	+3	+22	+6													
CSFRA Maryland	+7	+13	+7	+3			+4	+6	+6	+6	+6	+1	+12	+19	-4	+13	+1	+6	+4	+2	+11	+12	-2	+4	+7	+6	+12	+6	+2	+2		+3	+13	+18		+3	+17	+6													
((-) BACKLAP				((-) DIRECTIONAL												NO MEASURABLE EFFECT												((-) DIRECTIONAL												((-) PERFORMING											



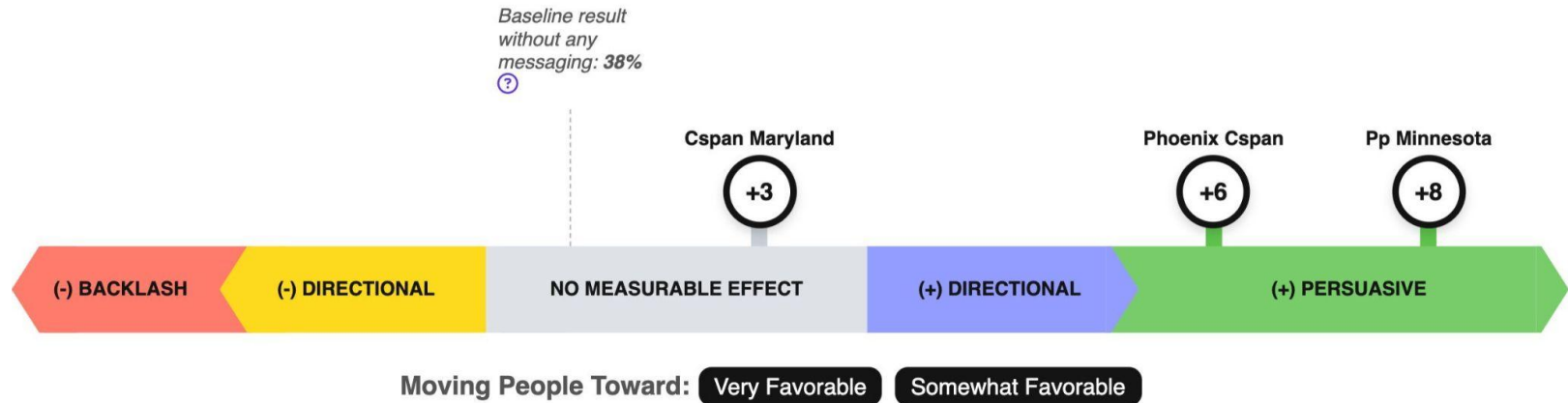
Missing
People
Turnout

A lot more likely to vote for Democrats
Somewhat more likely to vote for Democrats

Small Sample Size: Too few respondents in a particular group saw
This message to draw strong conclusions from the result.

Question 3

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



Question 3: Breakdown

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

