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# Presidential Video Tests

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October 2024

# Key Takeaways

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1. Top performing videos provide details of how Kamala Harris' economic policies will lower costs for working people. Video of her describing the plans is powerful.
2. Economic policies that help workers and small businesses are powerful. Lower drug prices continue to be popular, but are not the only proof point.
3. Videos were more successful when they explained how pro-family policies lead to broader focus economic growth.
4. Contrast outperformed positive. Simple and short Trump contrasts: tax cuts for billionaires and greedy corporations & taking away women's rights.
5. Adding a "Digital Button" improved the videos performance:



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# Methodology:

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- **Studio Videos:**
  - **Round 1:** 7 Videos, Tested Aug 23-26, BG States
  - **Round 2:** 7 Videos, Tested Sept 23-24, Nationwide

All videos tested using Blue Rose Research standard methodology.

Total n size = approximately 30,000 likely voters.



# Outcome Metrics

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- **Presidential Vote Choice:** In 2024, there will be an election President. If the candidates were Democrat Kamala Harris and Republican Donald Trump, who would you vote for?
- **Favorability:** Do you have a favorable or unfavorable opinion of Democrat Kamala Harris / Republican Donald Trump?





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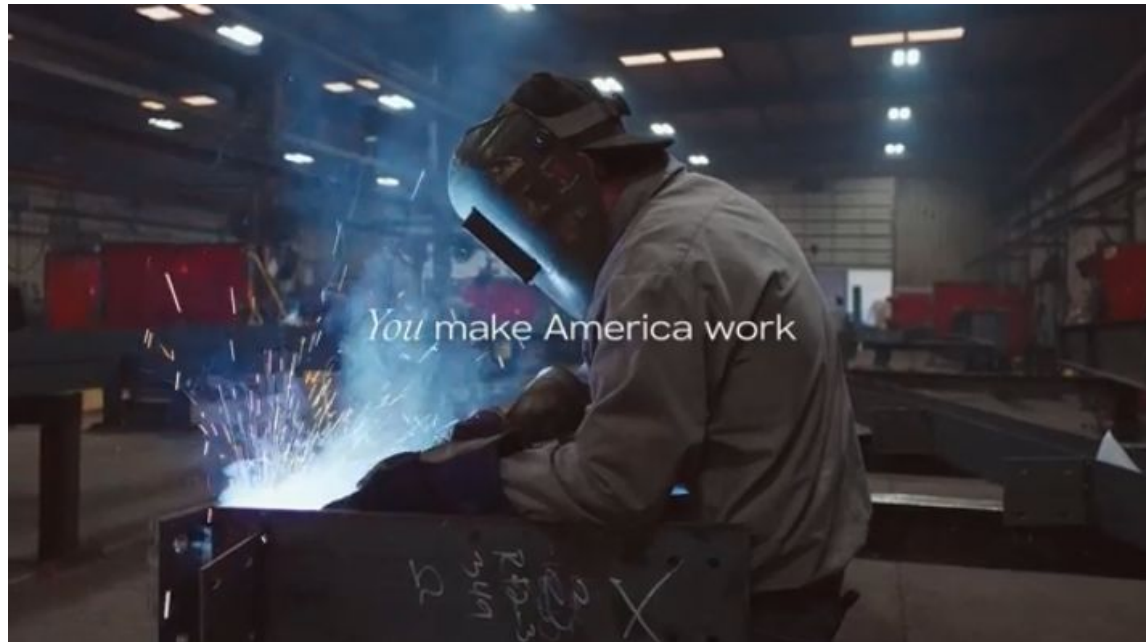
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# Studio Videos

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# Studio Videos:



**She Sees You**



**Hands**



**Spice Shop**



**Care Economy**



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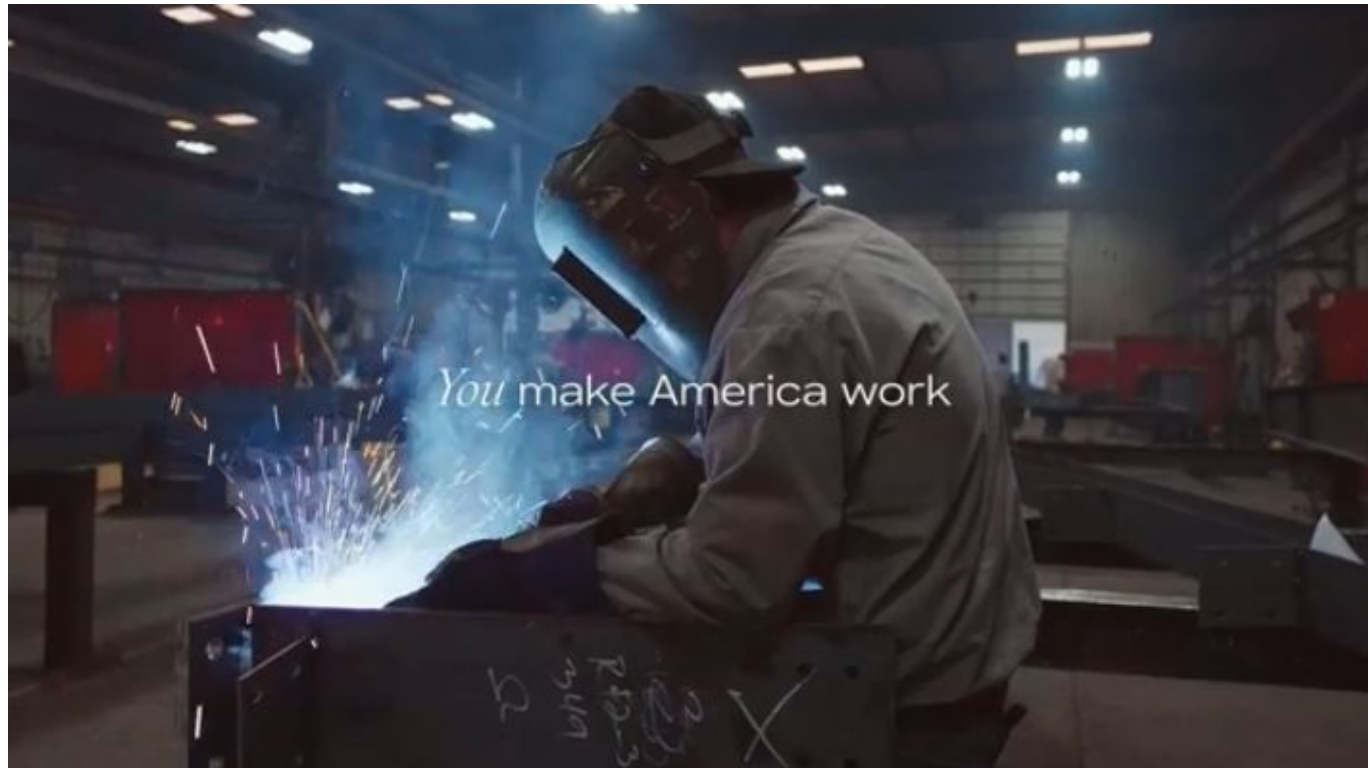
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# She Sees You



She sees you, you everyday warrior, you family champion.

**Kamala Harris knows you make America work.**

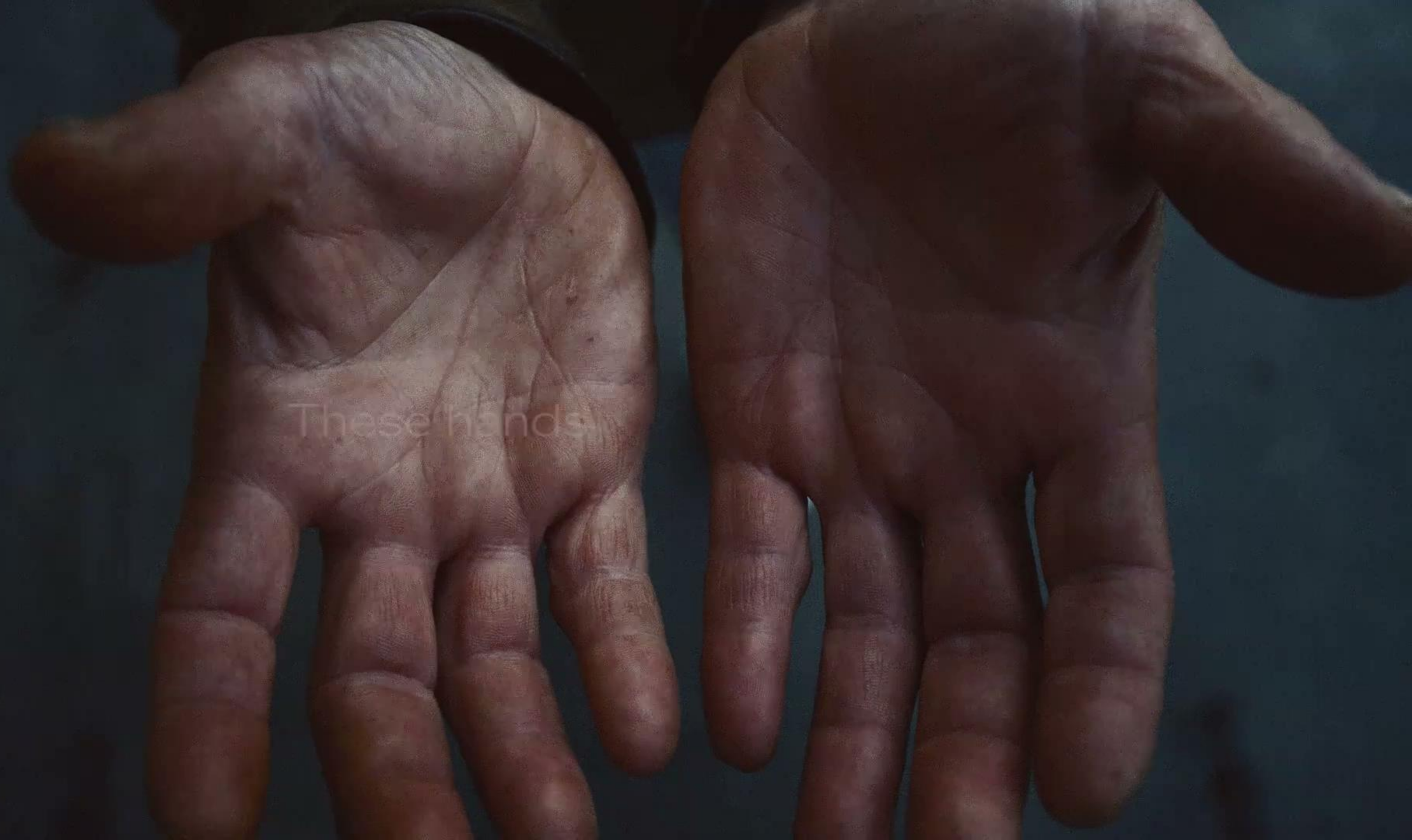
That's why she'll bring back the child tax credit, offer first-time home buyers \$25,000 in down payment assistance, and cap the cost of prescription drugs at \$2,000 a year.

[KH] Building up the middle class will be a defining goal of my presidency, so they have a chance not just to get by, but to get ahead.



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These hands

# Hands



These hands have carried the load, kept things moving, all to build a better future.

Vice President Kamala Harris is working for a better future too.

[KH] **I have a plan to give startup businesses \$50,000 tax deduction.** I believe in the ambition, the aspirations, the dreams of the American people.

**While Donald Trump's plan is just more tax breaks for billionaires and big corporations, Kamala Harris knows when small businesses and working families do well, America does well.**





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# Spice Shop



Kamala Harris **knows hardworking Americans and small businesses make our economy grow, so she's looking out for us.**

[KH] Right now, the tax deduction for small businesses is \$5,000. I'm growing it to \$50,000. It allows people who have the ambition and the passion and the innovation to actually get a leg up.

But **Donald Trump would use those same funds to give more tax cuts to giant corporations and billionaires. Want a president who values work and workers? That's Kamala Harris.**





# Care Economy



It's a simple truth. Family budgets are getting squeezed.

With **greedy corporations raising prices on everything**, daycare, healthcare, senior care, we can't fix it all at once, but here's where we start.

[KH] Together, we fight to **build a nation where every person has affordable healthcare, where every worker is paid fairly, and where every senior can retire with dignity.**

**Kamala Harris knows that when hard-working families thrive, America thrives.**



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# Studio: Average Treatment Effects

Treatment	Harris Trump Vote Choice	Percentile	Harris Fav	Trump Unfav
She Sees You	2.2%	90%	3.5%	0.9%
Hands	2.1%	89%	3.3%	0.6%
Spice Shop	2.1%	87%	3.0%	0.7%
Care Economy	2.0%	86%	3.1%	0.8%
Freedom	1.9%	83%	2.4%	0.9%
She See You (Healthcare)	1.9%	82%	3.0%	1.0%
Budget Priorities	1.7%	74%	2.7%	0.5%

Nationwide Likely Voters



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