



 **AccuData**
INTEGRATED MARKETING

A Reseller's Guide to In-Demand Political Audiences and How to Target Them



The year leading up to the 2020 Presidential election has arguably been the most politically divisive in the history of our great nation. Not to mention the significant concurrent impacts brought on by a global pandemic, economy in recession, deep socioeconomic instability, and a desperate cry for racial justice. We have watched bipartisanship fracture, if not become completely paralyzed, leaving American citizens at a loss for how to successfully move forward together.

In this guide, AccuData examines the polarizing topics and ideologies that delineate our major political parties as well as the cares and concerns of Americans as they seek candidates willing to enact positive change. We share these insights with a goal of aiding you in your selection of politically focused audiences that support your client campaigns.

AN AMERICAN OUTLOOK

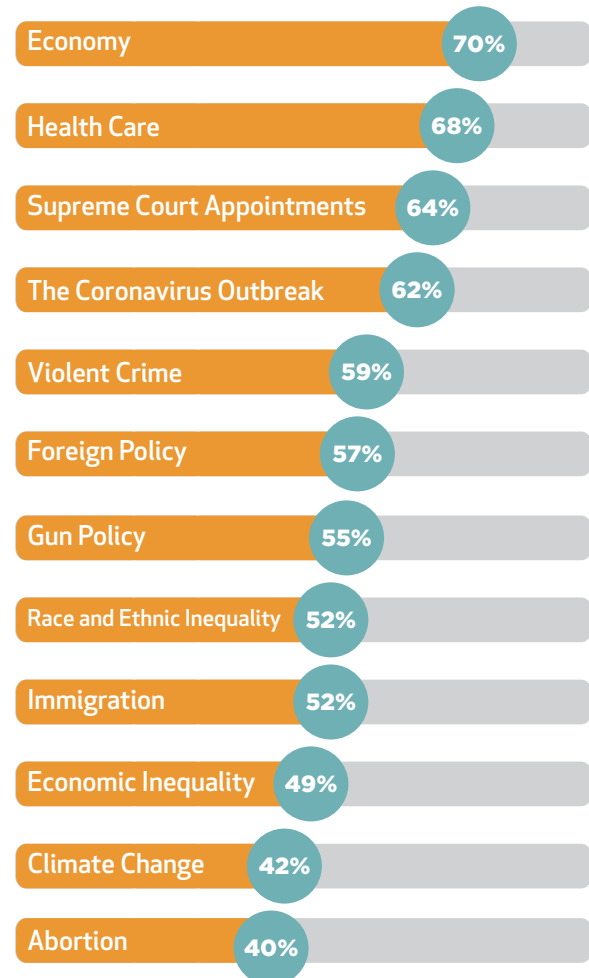
Anger.
Fear.
Hopeful.
Proud.

Given our current circumstances, the public's overall outlook is understandably bleak. Pew Research Center reports that the majority of both Republicans and Democrats share feelings of anger (71%) and fear (66%), with a smattering of hopefulness (46%) and pride (17%) breaking through. The share of Americans that reported satisfaction with our country's progress plummeted from 31% in April 2020 to 12% in late June.

Understanding the Critical Issues

When asked what issues ranked among the most critical for U.S. voters as they consider for whom to vote, the economy, health care, Supreme Court appointments, and the coronavirus outbreak were among the most significant. Pew found that Trump supporters cited the economy (88%) as the most important issue, while Biden supporters pointed to health care (84%) and the coronavirus outbreak (82%).

A Nonpartisan View of Critical Concerns in Choosing a Presidential Candidate





While this is a non-partisan view of key issues, where are the party lines drawn? Gallup examined the percentage difference between the topics that Democrats, Independents, and Republicans reported as being extremely important electoral issues.

Partisan Divide in the Most Important Electoral Issues

	Democrat	Independent	Republican	Margin
Abortion	23%	25%	28%	R+5
Climate Change	44%	27%	8%	D+36
Distribution of Income and Wealth in the U.S.	23%	25%	28%	R+5
Economy	30%	29%	30%	0
Education	43%	33%	23%	D+20
Federal Budget Deficit	22%	26%	23%	R+1
Foreign Affairs	27%	23%	15%	D+12
Gun Policy	46%	31%	26%	D+20
Health Care	44%	36%	22%	D+22
Immigration	28%	26%	30%	R+2
LGBTQ Rights	18%	11%	5%	D+13
National Infrastructure	28%	22%	17%	D+11
Taxes	24%	23%	21%	D+3
Terrorism and National Security	33%	33%	38%	R+5
Trade with Other Nations	21%	19%	15%	D+6



So, what do today’s political parties look like, demographically speaking? Again, we turn to Pew Research Center and their “Study in Contrasts: Republican and Democratic Strengths and Weaknesses in Party Identification.” This long-term party affiliation trend analysis comes from 25 years of telephone-based surveys conducted among more than 360,000 registered voters. The resulting data presents a crystal-clear picture of how divided the U.S. electorate is today.

The Percentage of Registered Voters Based on How They Identify

Republican Advantage	Democratic or Lean Democratic	Republican or Lean Republican	Margin
White Evangelical	17%	78%	R+61
White Non-College Men	30%	62%	R+32
Rural Southerners	33%	60%	R+27
Weekly+ Religious Services Attender	37%	57%	R+20
Gen X Men	39%	53%	R+14
Democratic Advantage	Democratic or Lean Democratic	Republican or Lean Republican	Margin
White College+ Women	62%	34%	D+28
Millennial Women	60%	31%	D+29
Hispanic Catholics	68%	27%	D+41
Religiously Unaffiliated	67%	24%	D+43
Urban Northeasters	72%	23%	D+49
Black Women	87%	7%	D+80



A Generational Perspective on Voting

Historically, about 55% of Americans have voted in presidential elections.

Approximately 70% of voters age 60 and up turn out, which is nearly three times the rate of Americans age 18 - 29. However, in 2018, 18- to 29-year-old voter turnout went from 20% in 2014 to 36%, the largest percentage point increase for any age group — a 79% jump.

Also, in 2018, the three younger generations, Generation Z, Millennials, and Generation X - ages 18 to 53 at the time - reported casting 62.2 million votes, compared with 60.1 million by Baby Boomers and older generations.

In 2020, one-in-ten eligible voters will be members of Generation Z, while almost a quarter of the electorate (23%) will be over age 65.

Millennials (ages 24 - 39 in 2020) now constitute a larger share of the population than any other cohort and are more Democratic leaning than the older generations. 54% of Millennials surveyed identify with the Democratic Party or lean Democratic, while 38% identify with or lean toward the GOP.

In-Demand Political Audiences

For your future reference, some of today's most sought-after political, voter, and donor audience segments are highlighted within this guide. Use these suggestions as conversation starters with your clients. And remember that in most cases, not only are these segments available for acquisition initiatives, they can be appended to loyalty lists as well. Please inquire about additional demographic and lifestyle variables that can be applied to further refine your client's audience.

Rely on your AccuData team to guide the audience selection process. Following a detailed discovery and consultation that includes a review of your client's marketing goals, we leverage a deep understanding of our direct marketing datasets to create an exclusive, customized audience.

Voter Data Attributes

- Registered Voters
- Voters by Party Affiliation (Republican, Democrat, or Independent)
- Congressional Districts
- Politically Liberal
- Politically Conservative
- Political Donors
- Conservative Donors
- Ethnicity and Religion
- Presence of a Veteran in the Household

Voter Profiles

- 2nd Amendment Supporters
- Active Military
- Animal Rights Supporters
- Barak Obama Supporters
- Border Security Advocates
- Environmentalists
- Evangelical
- Gun Control Supporters
- Healthcare Professionals
- Healthcare Reform
- Hillary Clinton Supporters
- Immigration Reform
- Interest in Educational Issues
- Likely Tea Party Supporters or Donors
- Likely to Have Health Insurance in the Workplace
- Marijuana Policy Reform Supporters
- Marriage Equality
- Military Supporters
- Organized Labor Supporters
- Persuadable/Swing Voters
- Pro Life or Pro Choice
- Teacher Unions
- Veterans



Donor Data Attributes

- Active Military
- Alzheimer's
- Animal Rights and Welfare
- Arts and Cultural Events
- Cancer
- Catholic Causes
- Children's Causes
- Environment/Wildlife
- Health Causes
- Human Rights and Welfare
- Military Donors
- Native American Causes
- Politically Conservative Donors
- Politically Liberal Donors
- Religious Donors
- Veteran's Causes
- World Relief/International Aid

Donor Propensities

- Charitable Giving Rank
- Number of Charities Donated To
- Total Dollars Donated
- Total Donations Made
- Propensity to Donate
- Mail Donor

Demographic and Lifestyle Attributes

- Adult Age
- Adult Date of Birth
- Buying Activities
- Children's Age
- Education
- Estimated Income
- Ethnicity/Religion/Language Spoken
- Gender
- Hobbies and Interests
- Home Value
- Homeowner/Renter
- Income Producing Assets
- Life Events
- Net Worth
- Number of Children
- Number of Generations
- Marital Status
- Occupation
- Presence of Children
- Presence of an Elderly Parent
- Vehicle Attributes



Reaching Different Generations

No matter the channel, communicating a relevant, useful message is key to creating successful engagements. Consider combining direct mail with digital marketing. The addition of direct mail aids in brand recall and for certain generational cohorts, is considered the most trustworthy of all marketing channels.



Direct Mail

- Direct mail is easier to understand, more memorable, and has a 75% brand recall rate, compared to digital-only versions where the brand was only remembered 44% of the time.
- 60% of Millennials, 56% of Gen Xers, and 59% of Baby Boomers stated that direct mail played an important role in their decision making.



Email

- 69% of Gen Zers report using email only for personal reasons. And since most traditional marketers target Gen Z through social media, their inboxes have less competition than their generational counterparts.
- Millennials spend more time checking email than any other generation. Those between 25 and 34 spend 6.4 hours a day checking their email, with more than a third checking work mail before they even get out of bed.



Video

- 1 in 2 Gen Zers and Millennials said they “don’t know how they’d get through life without video.”
- 89.2% of Millennials consume video on their preferred social media apps.



Most Valuable Channels for Research

- Gen Z: Social Media, 42% (and 54% said it is their top channel for influence)
- Millennials: Email, 67%
- Gen X: Email, 59%
- Baby Boomers: Direct Mail, 59%



Channel Recommendations and Creative Guidelines

No matter the selected channel (or combination thereof), please be aware that the use of certain political and voter-specific databases is regulated by individual states. Your AccuData Account Representative will provide guidance on how these restrictions may impact your client campaigns as well as providing recommendations for alternate sources as needed.

Restrictions may include the following content designations.



Political Use

Political communications are limited to those that pertain or relate to public policy or the administration of government. Political uses include but are not limited to elections, campaigns, voter registration, legislative, bona fide journalistic, public opinion, law enforcement, and other government uses as long as they pertain or relate to public policy or the administration of government.



Non-Commercial Use

Non-commercial communications include but are not limited to all political uses (as stated above) as well as nonprofit/charitable purposes and scholarly research.



Scholarly Use

Scholarly communications include those that have characteristics of or are suitable for learned or academic persons.



Unrestricted Use

Unrestricted communications include all commercial and employment uses as well as political and other non-commercial uses. As of 2019, the following states allow unrestricted use of these datasets: Alaska, Arkansas, Connecticut, Delaware, the District of Columbia, Florida, Louisiana, Massachusetts, Michigan, Nevada, North Carolina, Ohio, Oklahoma, Utah, and Wisconsin.



Channel Recommendations and Creative Guidelines

Generally speaking, direct marketing campaigns that utilize political or voter-specific data should consider the following content recommendations (we will cover individual channel recommendations later in this section). Do note that all online formats are taking a hard line against disparaging remarks and content that would require fact checking. To avoid having campaign creative that is not approved, please avoid this type of content.

- Apply personalization to recognize the recipient (where applicable)
- Present factual information and the contributing source
- Avoid disparaging comments/accusations toward or about another individual/candidate
- Use video to highlight candidates and causes
- Consider adding polls to generate reader interaction
- Utilize infographics as they are some of the most heavily shared content online
- Showcase social media accounts to catch the attention of younger generations
- Establish a campaign cadence to reinforce messaging

Direct Mail and Email Marketing

In the case of direct mail, please be aware that you may be asked to produce a sample mail piece for review in advance of securing prospect data for your client. The sample mail piece allows AccuData, along with the list owner or compiler, to ensure that the messaging aligns with state-based usage restrictions.

Regarding email, AccuData and/or our deployment providers will access your HTML email creative in advance of the campaign. In the event that there are concerns, you will be contacted regarding requested changes to share with your client. AccuData and our deployment partners will not deploy email marketing messages that contain hate speech, derogatory statements, or inappropriate images.



Digital Display Advertising

Digital display advertising is one of the channels that is taking an incredibly conservative approach to the politically-focused ads that are approved. Ads with political content include but are not limited to campaigns for political organizations, political parties, political issue advocacy or fundraising, and individual candidates/politicians.

- Disparaging or attack ads directed at an individual candidate are not permitted
- Ads will be subject to fact checking and will be denied if found to contain false information
- Ads with content that is negative or pointed must be pre-approved by the platform in corporation with AccuData's inventory sources
- State and local political advertising for display in California and New York also requires advanced approval
- Campaigns related to ballot measures and candidates for state and local elections are prohibited in Maryland, Nevada, New Jersey, and Washington
- Political advertising is prohibited in Canada
- Ensure video ads are kept to exactly 30 or 60 seconds

All political campaigns require prepayment before the assets can be loaded and approved. The approval process is extensive and is taking longer than usual, so please caution your client that extra time may be required. Additionally, AccuData cannot guarantee that an ad will be approved until payment is received and the assets are loaded into the advertising platform.



Social Media Advertising

Like digital display providers, social media platforms are taking a conservative approach regarding politically focused ads. Ads with political content include but are not limited to campaigns ads by, on behalf of, or about a candidate for public office, a political figure, a political party or advocates for the outcome of an election to public office; or about any election, referendum, or ballot initiative, including "Get Out The Vote" or election campaigns; about social issues in any place where the ad is being placed; or regulated as political advertising.

For the most part, social media advertising guidelines clearly align with those covered within the digital display advertising section. However, one significant difference is the authorization process. The advertiser is responsible for aligning their business page with Facebook's political guidelines.

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Our experts take the burden of managing digital initiatives out of your hands with our end-to-end approach to campaign management. No matter the need, postal, email, or digital, we are here for you every step of the way. Lean on our team for expert guidance, prompt service, and helpful resources.





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Sources

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