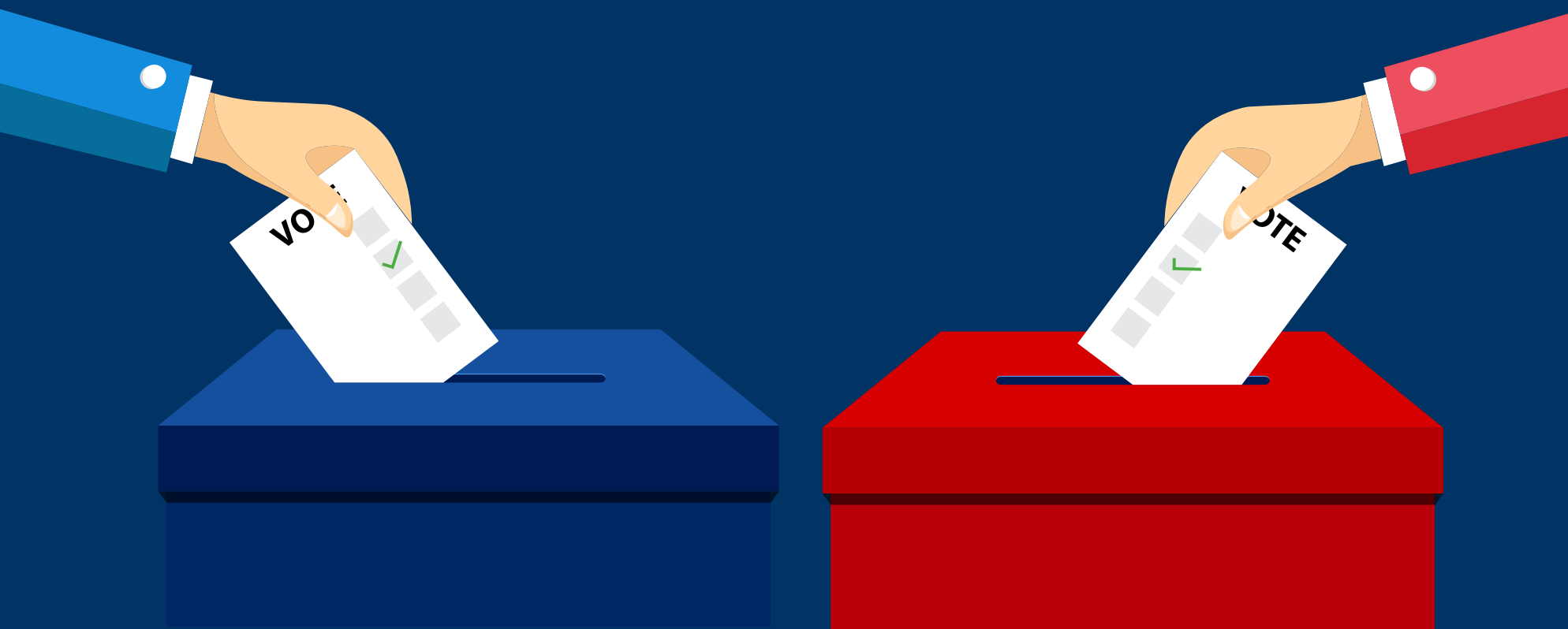


RESONATE'S 2020 PRESIDENTIAL ELECTION ✓ VOTER LANDSCAPE



resonate

3 | INTRODUCTION AND METHODOLOGY

4 | MEET THE VOTERS

5 | AMERICA FIRST POPULISTS

6 | RESOLUTE REPUBLICANS

7 | IN-FLUX INACTIVES

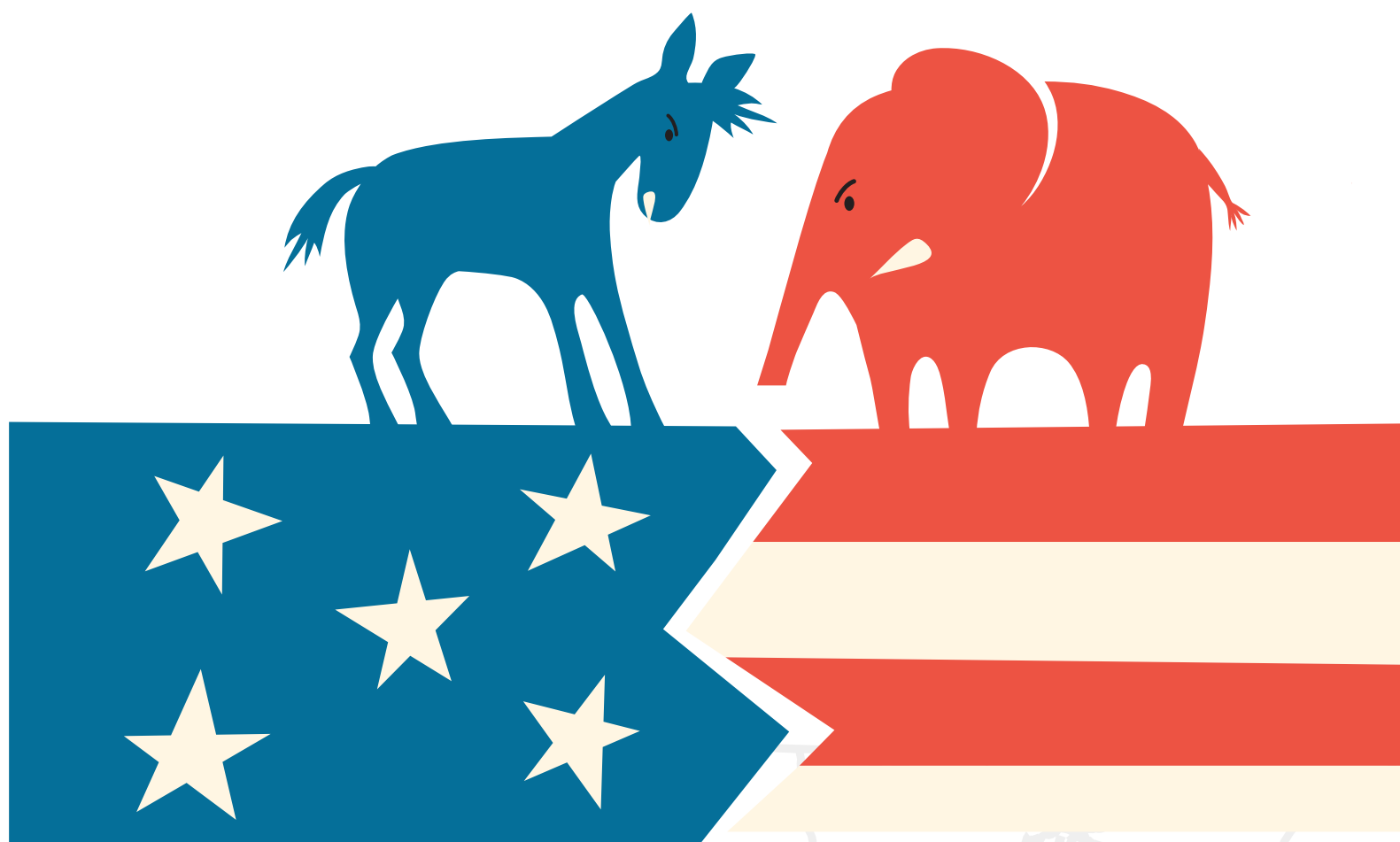
8 | DEDICATED DEMOCRATS

9 | PERSUADABLE PROGRESSIVES

10 | ABSOLUTE ACTIVISTS

11 | LEFT-WING LOYALISTS

12 | CONCLUSION



THE RESONATE VOTER INTELLIGENCE DATA DIFFERENCE

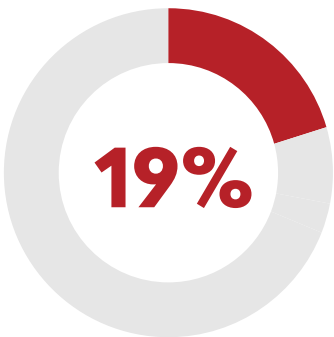
INTRODUCTION AND METHODOLOGY

Democrats and Republicans. These two parties don't begin to represent the totality of the American electorate. Over the past four years, we've seen a diverse voter population break into smaller factions across the left and right. The days of voting straight ticket are over as conservatives grapple with what it means to be a Trump Republican and liberals consider whether they fall into the increasing Democratic Socialist wing of the party.

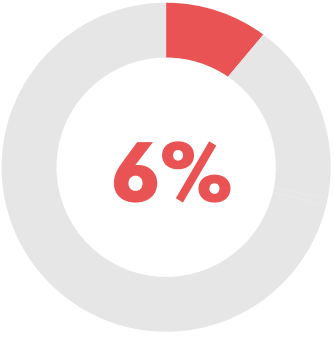
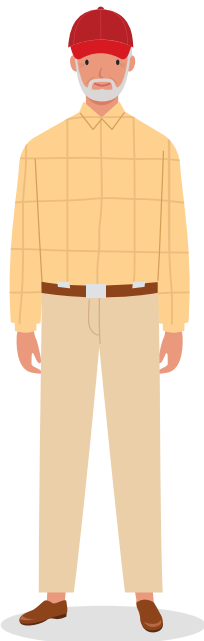
These nuances represent the advantage of Resonate's proprietary, real-time voter intelligence data to get at the demographics, psychographics, values and motivations that will drive your voters across the political spectrum to the ballot box (or the mailbox) this November. Resonate's data represents 200 million U.S. voters and gives us a real-time window into the *why* behind these voters' decisions and allows us to find their place within your campaign targeting and the country at large.

We used these dynamic insights to forge a deeper understanding of the American electorate in 2020. In studying the data, we uncovered seven voting segments that represent the depth and breadth of voters from far left to far right. They are not all singular party-line voters and, over the next 8 pages, you'll meet these complex personas and the role each will play in this year's outcome.

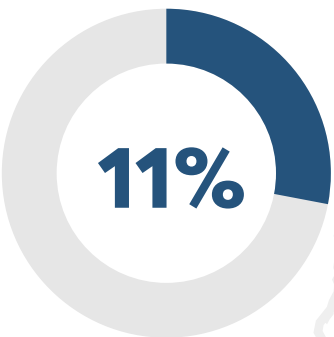
MEET THE 2020 VOTERS



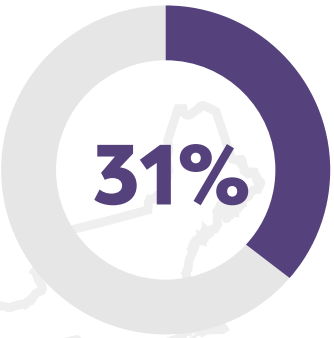
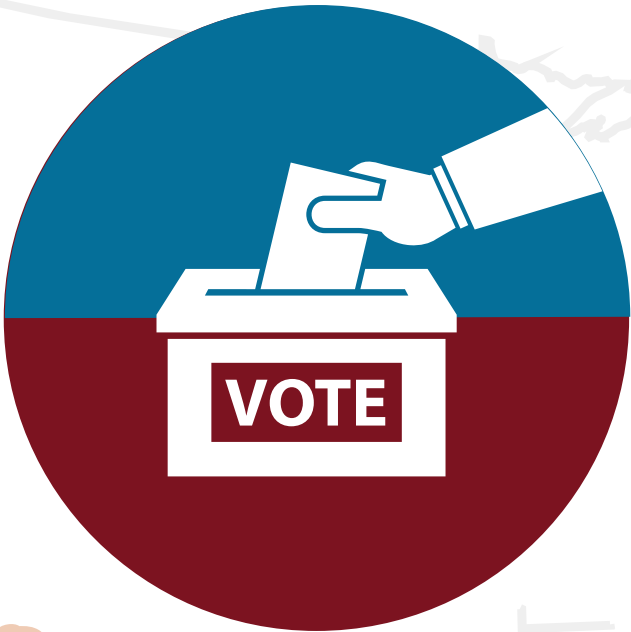
AMERICA FIRST
POPULISTS



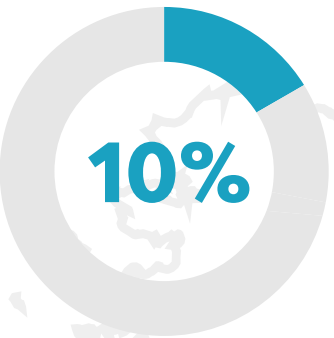
RESOLUTE
REPUBLICANS



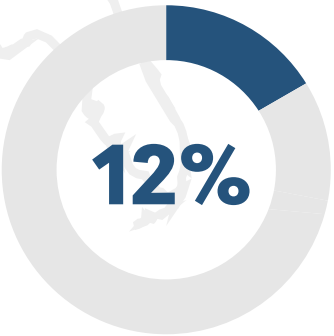
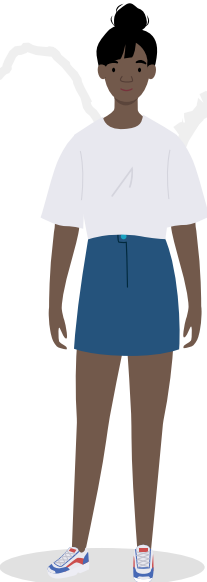
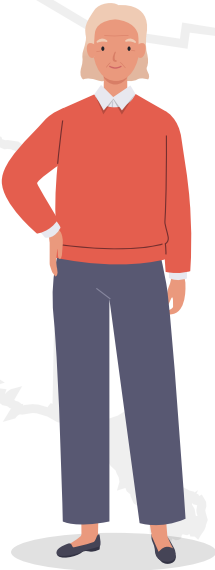
LEFT WING
LOYALISTS



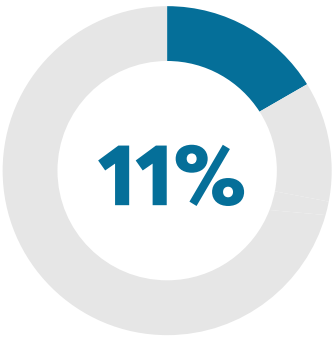
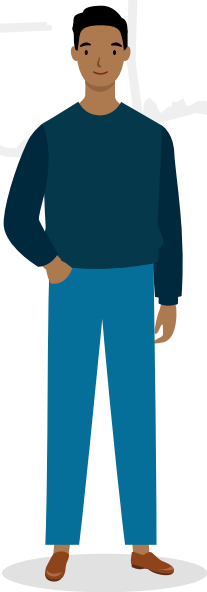
IN-FLUX
INACTIVES



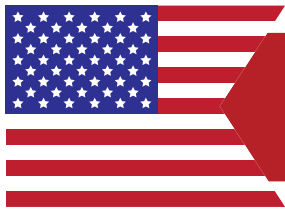
DEDICATED
DEMOCRATS



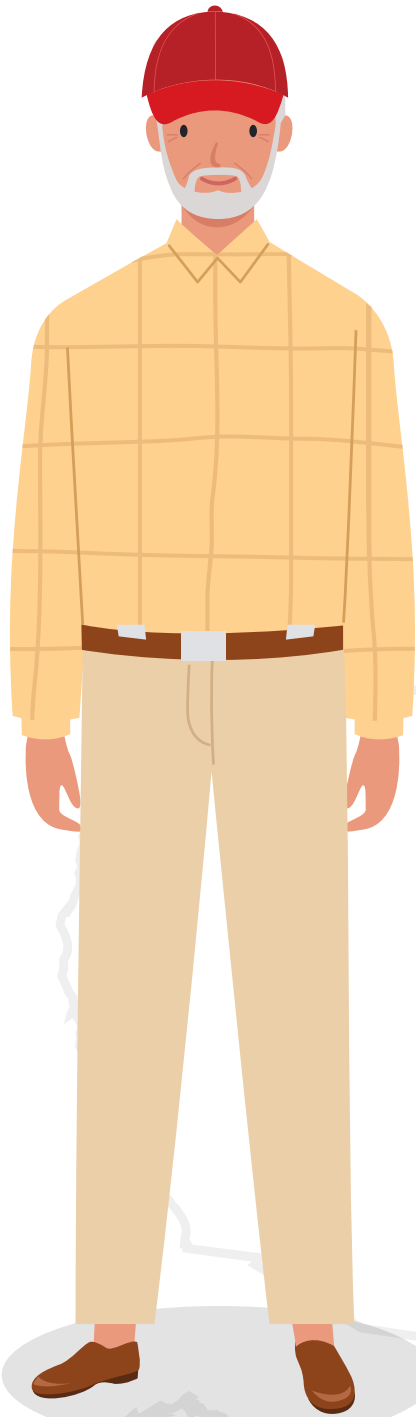
PERSUADABLE
PROGRESSIVES



ABSOLUTE
ACTIVISTS



AMERICA FIRST POPULISTS



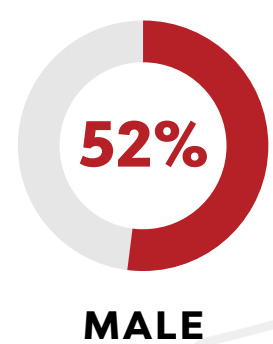
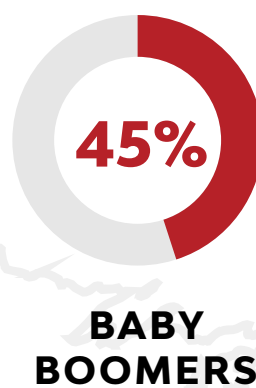
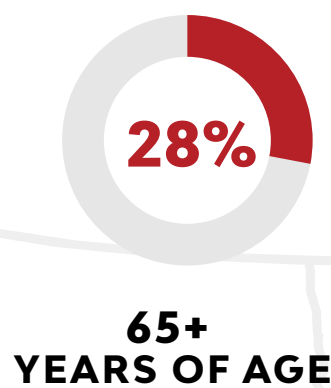
42 MILLION
U.S. VOTERS

19% OF THE U.S.
POPULATION

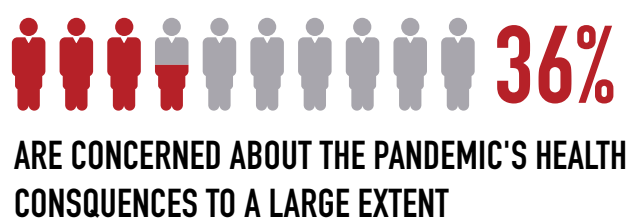
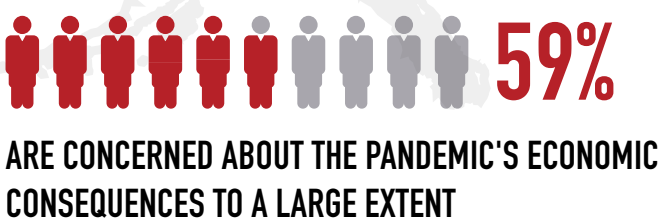
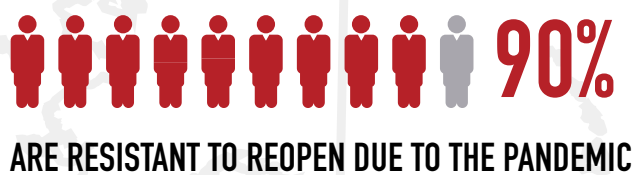


68% plan to vote in person

The America First Populists are distinguished by their economic populist leanings and loyal support of President Trump and his pro-nationalist policies. However, in a noticeable contrast to their far-right stances on security, this group is persuadable on socialist-leaning policies and an increased social safety net.



**THEIR DRIVING FORCE TO VOTE
IS TO KEEP TRUMP IN OFFICE.**



PERSONAL VALUES INCLUDE
TRADITION, SECURITY, DUTY



DRIVEN BY
DEVOTION TO GOD/FAITH



MORE LIKELY TO
**READ THE DAILY NEWSPAPER
AND WATCH FOX NEWS**



MORE LIKELY TO BE A
U.S. MILITARY VETERAN



MORE LIKELY TO BE AN
EVANGELICAL CHRISTIAN

WHAT ISSUES RESONATE WITH AMERICA FIRST POPULISTS?



**PROTECTING
THE SECOND AMENDMENT**



**STRENGTHENING
NATIONAL SECURITY AND
THE MILITARY**



**AGGRESSIVELY ADDRESSING
ILLEGAL IMMIGRATION**

COMPARED TO THE AVERAGE U.S. VOTER, THE AMERICA FIRST POPULIST IS...

63% MORE LIKELY TO SUPPORT THE
SECOND AMENDMENT

79% MORE LIKELY TO DEFEND
"TRADITIONAL" MARRIAGE

81% MORE LIKELY TO SUPPORT INCREASING
MILITARY SIZE AND FUNDING

119% MORE LIKELY TO BE ANTI-CLIMATE
CHANGE REGULATION

102% MORE LIKELY TO BELIEVE IMMIGRATION
IS A THREAT TO THE U.S.

55% MORE LIKELY TO BELIEVE THE
U.S. SHOULD INCREASE TARIFFS

156% MORE LIKELY TO SUPPORT
BUILDING THE BORDER WALL



Remember, fresh data matters. Our models are updated nightly, so these percentages, which are based on the U.S. adult online population, may fluctuate.

GET STARTED →



RESOLUTE REPUBLICANS



13

MILLION
U.S. VOTERS

6%

OF THE U.S.
POPULATION



74% plan to vote in person

Resolute Republicans represent the core group of establishment Republicans, driven by their faith and support of a strong national security presence. This heavily Baby Boomer group is considerably more relaxed on the pandemic: 31% of this group falls into the Rushed Reopeners group — that's almost 3x more likely to rush to reopen than the average American.

28%

45-54
YEARS OF AGE

43%

BABY
BOOMERS

72%

MALE

THEIR DRIVING FORCE TO VOTE
IS TO KEEP TRUMP AND
REPUBLICAN ALLIES IN OFFICE.

31%

ARE RUSHED TO REOPEN DESPITE TO THE PANDEMIC

43%

ARE CONCERNED ABOUT THE PANDEMIC'S ECONOMIC
CONSEQUENCES TO A LARGE EXTENT

14%

ARE CONCERNED ABOUT THE PANDEMIC'S HEALTH
CONSEQUENCES TO A LARGE EXTENT



PERSONAL VALUES INCLUDE
AUTHORITY, DUTY, TRADITION



DRIVEN BY
DEVOTION TO GOD/FAITH



MORE LIKELY TO HAVE A
HOUSEHOLD INCOME OVER \$150K



MORE LIKELY TO BE IN THE
U.S. MILITARY RESERVES



MORE LIKELY TO SUPPORT
RELIGIOUS MISSION CHARITIES

WHAT ISSUES RESONATE WITH RESOLUTE REPUBLICANS?



CONTROLLING
ILLEGAL IMMIGRATION



DEVELOPING
TRADITIONAL ENERGY SOURCES



STRENGTHENING
FOREIGN POLICY & DEFENSE

COMPARED TO THE AVERAGE U.S. VOTER, THE RESOLUTE REPUBLICAN IS...

57% MORE LIKELY TO SUPPORT THE
SECOND AMENDMENT

79% MORE LIKELY TO VOLUNTEER
POLITICALLY

54% MORE LIKELY TO ADVOCATE
FOR LOCAL ISSUES

56% MORE LIKELY TO SUPPORT
PRO-LIFE ISSUES

33% MORE LIKELY TO SUPPORT
STRENGTHENING LAW ENFORCEMENT
AND PROSECUTION

19% MORE LIKELY TO SUPPORT
REFORMING ENTITLEMENTS

135% MORE LIKELY TO BE AGAINST CLIMATE
CHANGE REGULATION



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GET STARTED →



IN-FLUX INACTIVES



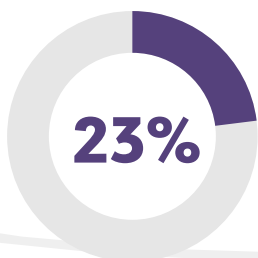
68 MILLION U.S. VOTERS

31% OF THE U.S. POPULATION

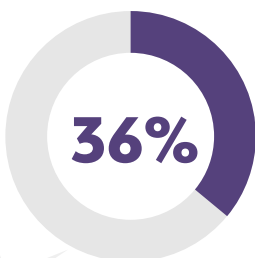


21% plan to vote in person

The In-Flux Inactives are a majority millennial group defined by their lack of definition. They are politically ambivalent, but persuadable across the board on issues. The key is finding where their opinions and ideology could align with your campaign. 91% identify as fiscally conservative or moderate, while 31% identify as socially conservative — how do you connect that with the fact they're 109% more likely to state that they're persuadable on their perception of President Trump?



25-34 YEARS OF AGE



MILLENNIALS



FEMALE

27% ARE NOT SURE IF THEY WILL VOTE IN THIS ELECTION; GIVING THEM A REASON TO TURN OUT CAN SWING A TIGHT ELECTION.

69%
ARE RESISTANT TO REOPEN DUE TO THE PANDEMIC

53%
ARE CONCERNED ABOUT THE PANDEMIC'S ECONOMIC CONSEQUENCES TO A MODERATE EXTENT

63%
ARE CONCERNED ABOUT THE PANDEMIC'S HEALTH CONSEQUENCES TO A MODERATE EXTENT



PERSONAL VALUES INCLUDE
AUTHORITY, HUMILITY, CONFORMITY



DRIVEN BY
LIVING AN EXCITING LIFE AND
RESPECT FROM OTHERS



MORE LIKELY TO HAVE A
HOUSEHOLD NET WORTH UNDER \$25K

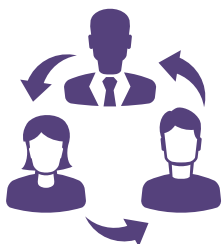


MORE LIKELY TO BE A
BLUE-COLLAR WORKER



MORE LIKELY TO REPORT
LIGHT SOCIAL MEDIA USAGE

WHAT ISSUES RESONATE WITH IN-FLUX INACTIVES?



SUPPORTING
JOB CREATION



PROTECTING
ONLINE PRIVACY



IMPROVING
PRESCRIPTION DRUG ACCESS

COMPARED TO THE AVERAGE U.S. VOTER, THE IN-FLUX INACTIVE IS...

37% MORE LIKELY NOT TO CONSIDER POLITICAL PARTY AFFILIATION WHEN DECIDING BETWEEN CANDIDATES

15% LESS LIKELY TO SUPPORT DEFENDING CIVIL LIBERTIES

26% MORE LIKELY TO SUPPORT BALANCED CLIMATE CHANGE REGULATIONS

22% MORE LIKELY TO SUPPORT MAINTAINING MILITARY SIZE/FUNDING

20% MORE LIKELY TO BE PERSUADABLE ON SUPPORTING THE DREAM ACT

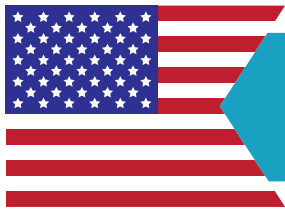
109% MORE LIKELY TO BE PERSUADABLE ON THEIR OPINION OF PRESIDENT TRUMP

24% LESS LIKELY TO CARE ABOUT LOCAL ISSUES



Remember, fresh data matters. Our models are updated nightly, so these percentages, which are based on the U.S. adult online population, may fluctuate.

GET STARTED →



DEDICATED DEMOCRATS

22

MILLION
U.S. VOTERS

10%

OF THE U.S.
POPULATION



43% plan to vote by mail

Dyed in the wool Dedicated Democrats are moderate-leaning leftists who have rallied behind their support of Joe Biden. This group is active politically and more likely than the average American to contact politicians to share their thoughts and to vote based on issues. They're 89% more likely to support mail-in voting and they'll make their final decision based on information from cable news, as well as newspapers and editorial endorsements.

31%

65+
YEARS OF AGE

48%

BABY
BOOMERS

66%

FEMALE

THEIR DRIVING FORCE TO VOTE
IS TO REMOVE PRESIDENT
TRUMP FROM OFFICE.

94%

ARE RESISTANT TO REOPEN DUE TO THE PANDEMIC

54%

ARE CONCERNED ABOUT THE PANDEMIC'S ECONOMIC
CONSEQUENCES TO A LARGE EXTENT

51%

ARE CONCERNED ABOUT THE PANDEMIC'S HEALTH
CONSEQUENCES TO A MODERATE EXTENT



PERSONAL VALUES INCLUDE
TOLERANCE, DUTY, EQUALITY



DRIVEN BY AN
OPTIMISTIC OUTLOOK AND
DEVOTION TO GOD/FAITH



MORE LIKELY TO USE
FACEBOOK



MORE LIKELY TO BE
RETIRED



MORE LIKELY TO READ THE
LOCAL DAILY NEWSPAPER

WHAT ISSUES RESONATE WITH DEDICATED DEMOCRATS?



DEVELOPING
ALTERNATIVE ENERGY SOURCES



REDUCING
CLIMATE CHANGE



ENACTING
GUN CONTROL

COMPARED TO THE AVERAGE U.S. VOTER, THE DEDICATED DEMOCRAT IS...

15%

MORE LIKELY TO SUPPORT IMPROVING
MASS TRANSIT AND TRANSPORTATION

41%

MORE LIKELY TO SUPPORT EPA
REGULATIONS OF EMISSIONS

21%

MORE LIKELY TO PROMOTE GENDER
AND RACE EQUALITY

45%

MORE LIKELY TO BELIEVE CONGRESS SHOULD
PRIORITIZE GOVERNMENT OVERSIGHT

32%

MORE LIKELY TO SUPPORT PRO-CHOICE
ISSUES

71%

MORE LIKELY TO BELIEVE RUSSIA IS A THREAT
TO THE U.S.

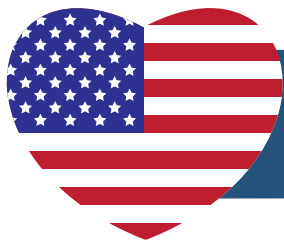
101%

MORE LIKELY TO SUPPORT PROTESTS AGAINST
PRESIDENT TRUMP

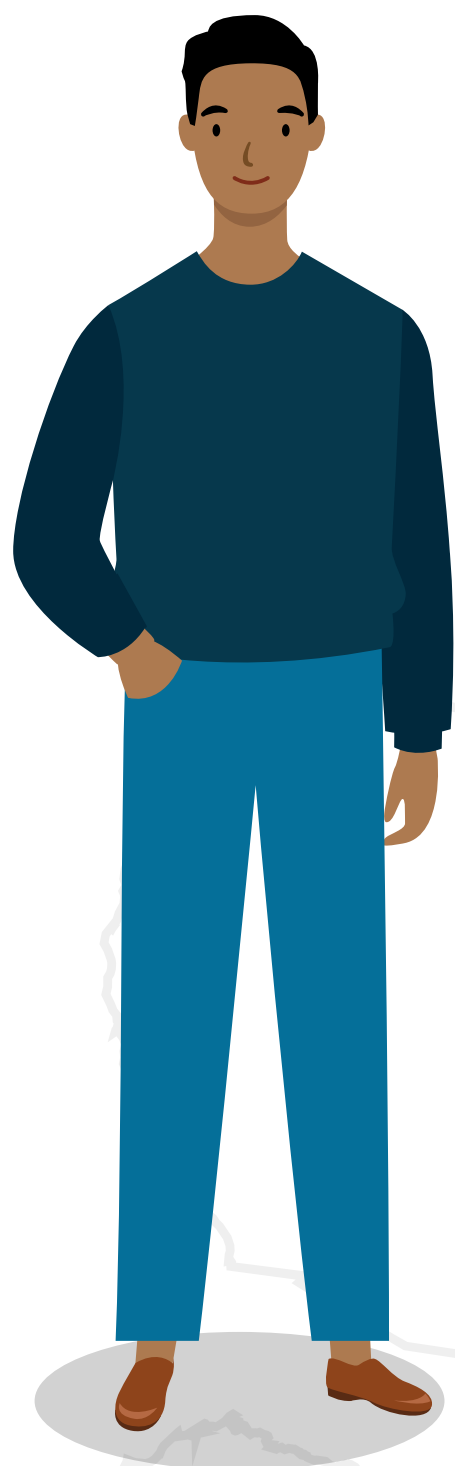


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GET STARTED →



PERSUADABLE PROGRESSIVES



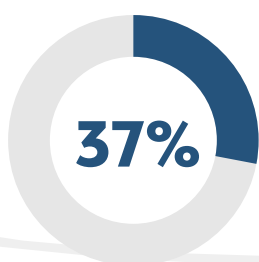
27 MILLION U.S. VOTERS

12% OF THE U.S. POPULATION

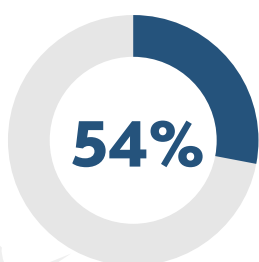


67% plan to vote in person

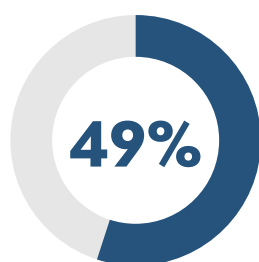
Left-leaning across the board, the Persuadable group identifies as liberal in most categories and is persuadable on issues of socialism, including a universal basic income and redistribution of wealth. This group initially supported Bernie Sanders in the primary and are 36% more likely to say they're unexcited about voting in the Presidential election. However, they're also 21% more likely to say they are voting for Biden.



25-34 YEARS OF AGE

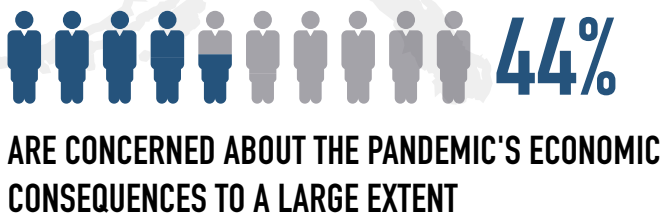
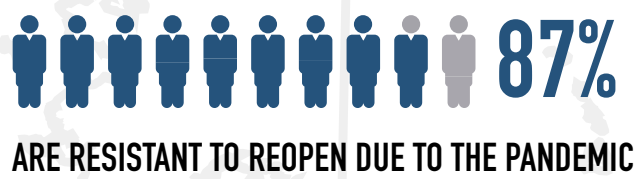


MILLENNIALS



MALE

THEIR DRIVING FORCE TO VOTE IS TO REMOVE PRESIDENT TRUMP FROM OFFICE AND MAKE SURE THEIR VOICE IS HEARD.



PERSONAL VALUES INCLUDE AUTHORITY, ACHIEVEMENT, INFLUENCE



DRIVEN BY AN LIVING AN EXCITING LIFE



MORE LIKELY TO HAVE A HOUSEHOLD INCOME BETWEEN \$25-50K



MORE LIKELY TO BE HISPANIC



MORE LIKELY TO HAVE STUDENT LOANS

WHAT ISSUES RESONATE WITH PERSUADABLE PROGRESSIVES?



PROMOTING RACE/GENDER/LGBTQ EQUALITY



DRAWING ATTENTION TO HUMAN RIGHTS



REDUCING CLIMATE CHANGE

COMPARED TO THE AVERAGE U.S. VOTER, THE PERSUADABLE PROGRESSIVE IS...

103% MORE LIKELY TO VOLUNTEER POLITICALLY

18% MORE LIKELY TO SUPPORT PRO-CHOICE ISSUES

22% MORE LIKELY TO SUPPORT GUN CONTROL MEASURES

26% MORE LIKELY TO SUPPORT THE DREAM ACT

59% MORE LIKELY TO BELIEVE ALL STUDENT DEBT SHOULD BE CANCELLED

43% MORE LIKELY TO SUPPORT DECREASING MILITARY FUNDING

48% MORE LIKELY TO SUPPORT MAINTAINING THE AFFORDABLE CARE ACT

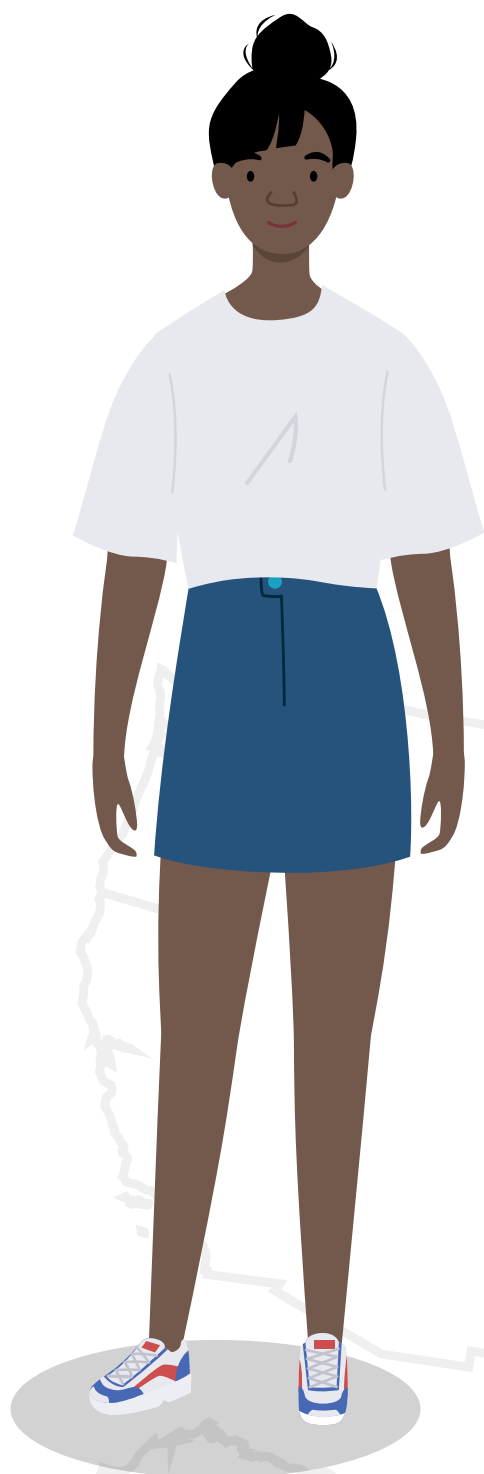


Remember, fresh data matters. Our models are updated nightly, so these percentages, which are based on the U.S. adult online population, may fluctuate.

GET STARTED →



ABSOLUTE ACTIVISTS



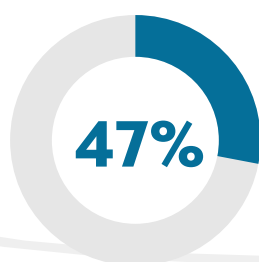
26 MILLION
U.S. VOTERS

11% OF THE U.S.
POPULATION

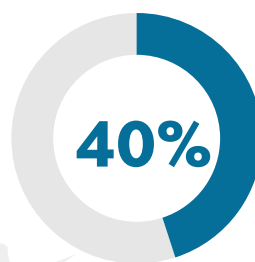


27% plan to vote by mail

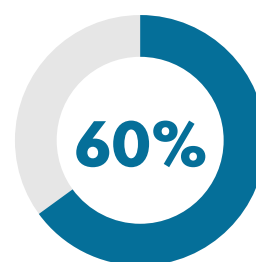
The Absolute Activists are the TikTok generation. These are the voters you see watching and crafting clever videos to influence friends and family — even politically. They're 217% more likely to look for Democratic candidates with a socialist platform and feel strongly about promoting race and gender equality in their own political actions.



18-24
YEARS OF AGE

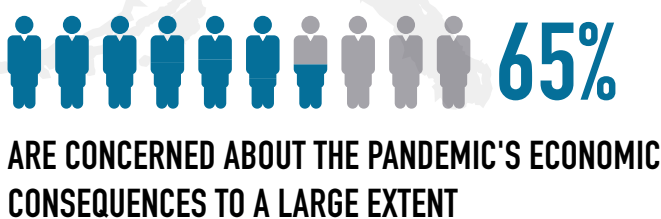
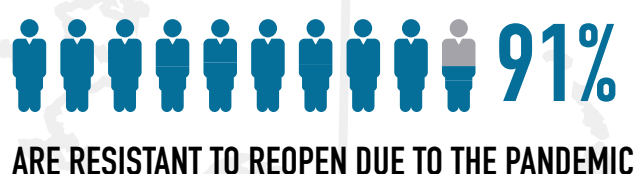


GENERATION Z



FEMALE

**THEIR DRIVING FORCE TO VOTE
IS TO REMOVE PRESIDENT
TRUMP FROM OFFICE.**



PERSONAL VALUES INCLUDE
**CONFORMITY, ACHIEVEMENT,
CREATIVITY**



DRIVEN BY
SOCIAL/PROFESSIONAL STATUS



MORE LIKELY TO BE ON
TIKTOK



MORE LIKELY TO BE
A STUDENT



MORE LIKELY TO READ THE
WASHINGTON POST

WHAT ISSUES RESONATE WITH ABSOLUTE ACTIVISTS?



DEVELOPING
ALTERNATIVE ENERGY SOURCES



ENACTING
GUN CONTROL



ADDRESSING
CLIMATE CHANGE

COMPARED TO THE AVERAGE U.S. VOTER, THE ABSOLUTE ACTIVISTS IS...

19% MORE LIKELY TO MAKE DECISIONS BASED ON
POLITICAL COMMENTS FROM FRIENDS/FAMILY

43% MORE LIKELY TO SUPPORT
MAIL-IN VOTING

21% MORE LIKELY TO BELIEVE ELECTION
FRAUD IS A THREAT TO THE U.S.

40% MORE LIKELY TO SUPPORT
PRO-CHOICE ISSUES

23% MORE LIKELY TO SUPPORT PROMOTING
RACE EQUALITY

22% MORE LIKELY TO BELIEVE IMMIGRANTS
CAN HELP THE ECONOMY

62% MORE LIKELY TO SUPPORT TUITION-FREE COLLEGE



Remember, fresh data matters. Our models are updated nightly, so these percentages, which are based on the U.S. adult online population, may fluctuate.

GET STARTED →



LEFT WING LOYALISTS



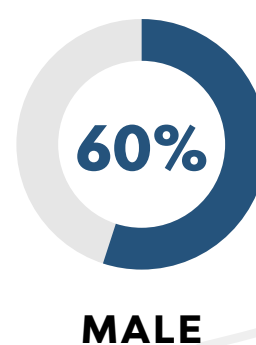
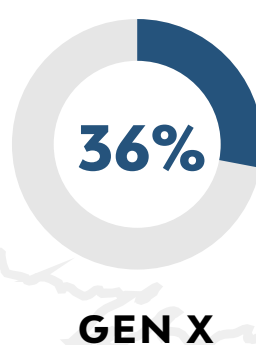
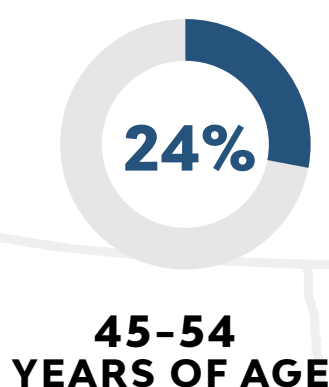
25 MILLION U.S. VOTERS

11% OF THE U.S. POPULATION

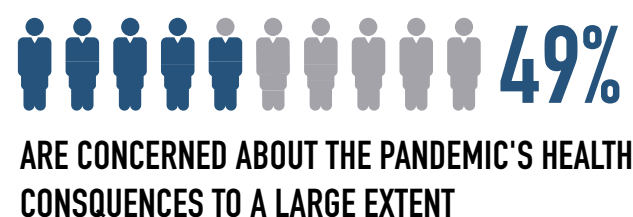
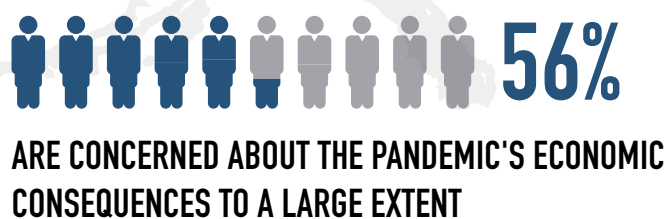
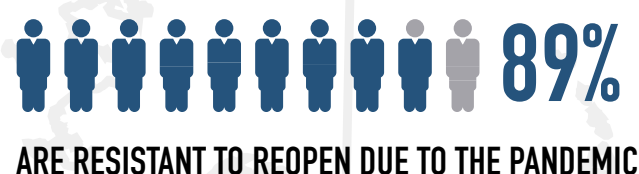


50% plan to vote in person

This educated Gen-X segment of voters is eager to donate money to support political and advocacy groups and they're active in their volunteer work to support those groups. They lean towards the far left of the spectrum and their active political stances are working towards moving Trump out of the White House. They enjoy sharing their political opinions, learning about policy issues and discussing said topics with others.



THEIR DRIVING FORCE TO VOTE IS TO REMOVE PRESIDENT TRUMP FROM OFFICE.



PERSONAL VALUES INCLUDE EQUALITY, DEPENDABILITY SAFETY



DRIVEN BY AN OPTIMISTIC OUTLOOK AND EARNING TRUST FROM OTHERS



MORE LIKELY TO DISCUSS POLITICS ON SOCIAL MEDIA



MORE LIKELY TO BE IN A LABOR UNION



MORE LIKELY TO READ THE NEW YORK TIMES OR A LOCAL DAILY NEWSPAPER

WHAT ISSUES RESONATE WITH LEFT WING LOYALISTS?



DEVELOPING ALTERNATIVE ENERGY SOURCES



REDUCING CLIMATE CHANGE



IMPROVING PRESCRIPTION DRUG ACCESS

COMPARED TO THE AVERAGE U.S. VOTER, THE LEFT WING LOYALIST IS...

77% MORE LIKELY TO SUPPORT ENACTING GUN CONTROL

42% MORE LIKELY TO SUPPORT IMPROVING MASS TRANSIT AND TRANSPORTATION

50% MORE LIKELY TO SUPPORT PROMOTING CIVIL LIBERTIES

202% MORE LIKELY TO CLOSELY FOLLOW POLICY ISSUES

127% MORE LIKELY TO SUPPORT MAIL-IN VOTING

105% MORE LIKELY TO SUPPORT DECREASING MILITARY AND BASE FUNDING

175% MORE LIKELY TO BELIEVE ICE SHOULD BE SHUT DOWN



Remember, fresh data matters. Our models are updated nightly, so these percentages, which are based on the U.S. adult online population, may fluctuate.

GET STARTED →



CONCLUSION

Americans are a diverse population. American voters are a diverse electorate. You need real-time voter intelligence that gets at the deepest insights that help you understand, engage and motivate these complex constituents.

You need to know their personal drivers, the values they hold close and their positions on key issues to determine if they are a winnable segment for your campaign. Better segmentation provides more personalized messaging opportunity. More relevant messaging that appeals directly to the values and the issues most important to winnable voters is the most effective way to motivate them to turn out and cast their vote for you on November 3rd.

You need Resonate's real-time, continuously updated voter segmentation and targeting capabilities.

This is just the tip of the iceberg. Using over 13,000 individual attributes, Resonate can build, model, analyze and target any voting audience of your choice in near real time. See how Resonate can help you win this November.

SEE IT IN ACTION

Resonate is a pioneer in voter intelligence, delivering deep understanding, dynamic insights, analysis, cross-channel engagement and online targeting. Resonate has contextually relevant data and deep voter insights featuring more than 13,000 attributes, including the individual values and motivations that describe more than 200 million U.S. voters. Reveal and engage "The Human Element," the deepest understanding of their target audience that extends beyond traditional demographics, psychographics and behavioral data to uncover WHY voters support certain candidates or causes.