

APP American Principles Project

2022 Election Impact: AZ / NV / WI

Identifying Persuadable Voters

The American Principles Project commissioned Evolving Strategies to conduct a randomized-controlled trial testing the effectiveness of messages attacking Democrat candidates in three states as extreme on trans issues and CRT.

We applied machine learning techniques to the experimental data and identified the best persuasion targets among swing voters in these states — those most likely to switch their vote from Democrat to Republican when exposed to an attack message.

Assessing campaign impact

The American Principles Project commissioned Evolving Strategies to conduct a randomized-controlled trial assessing the effectiveness of the APP election effort.

A portion of the targets that Evolving Strategies delivered to APP was randomly assigned to be held out in a “control group” — these targets were *not* contacted by APP.

Following the election, we surveyed the vote choice of hundreds of voters across both the control and treatment groups.

We then used these data to predict the effect of APP’s efforts, comparing the vote preference in the control group to the treatment group.

Overview of the results

The APP persuasion effort significantly improved the vote margin for Republican candidates compared with their Democratic opponents.

- Due to the APP efforts, Republican candidates gained between +1.6 and +4.5 percentage points.
- The Democrats lost between -1.3 and -3.7 points.
- The net shift was between +2.9 and +7.2 points toward the Republican candidate.
- APP is estimated to have delivered a 131,408 net vote shift across the three states.
- Similar impacts were estimated for non-targeted Democratic candidates for Governor/Senate.
- Not every target was able to be contacted by the campaign with persuasion messages. These can therefore be considered conservative estimates of the total campaign effect.

APP Campaign Impact Estimates

	Wisconsin (Governor)		Nevada (Senate)		Arizona (Senate)	
	Percentage	Votes	Percentage	Votes	Percentage	Votes
Republican Impact	+4.5	45,042	+1.6	9,928	+1.6	16,102
Democrat Impact	-2.7	-27,013	-3.7	-20,971	-1.3	-12,982
Net Impact	+7.2	72,055	+5.3	30,270	+2.9	29,084
Election Campaign	(1,000,125 Targets)		(568,655 Targets)		(1,000,136 Targets)	