

House Majority Forward: August 2019 Mailer Test

Key Findings

House Majority Forward and Civis Analytics tested 100 pieces of mail creative across 10 districts with swing-district legislators who took risks on progressive health care and ethics votes. Each district had 5 different candidate-specific mailers under distinct theme (pre-existing conditions, prescription drugs, ethics, accomplishments, and healthcare), and each of these 5 lanes had a “testimonial” variation and a “standard” variation.

We find:

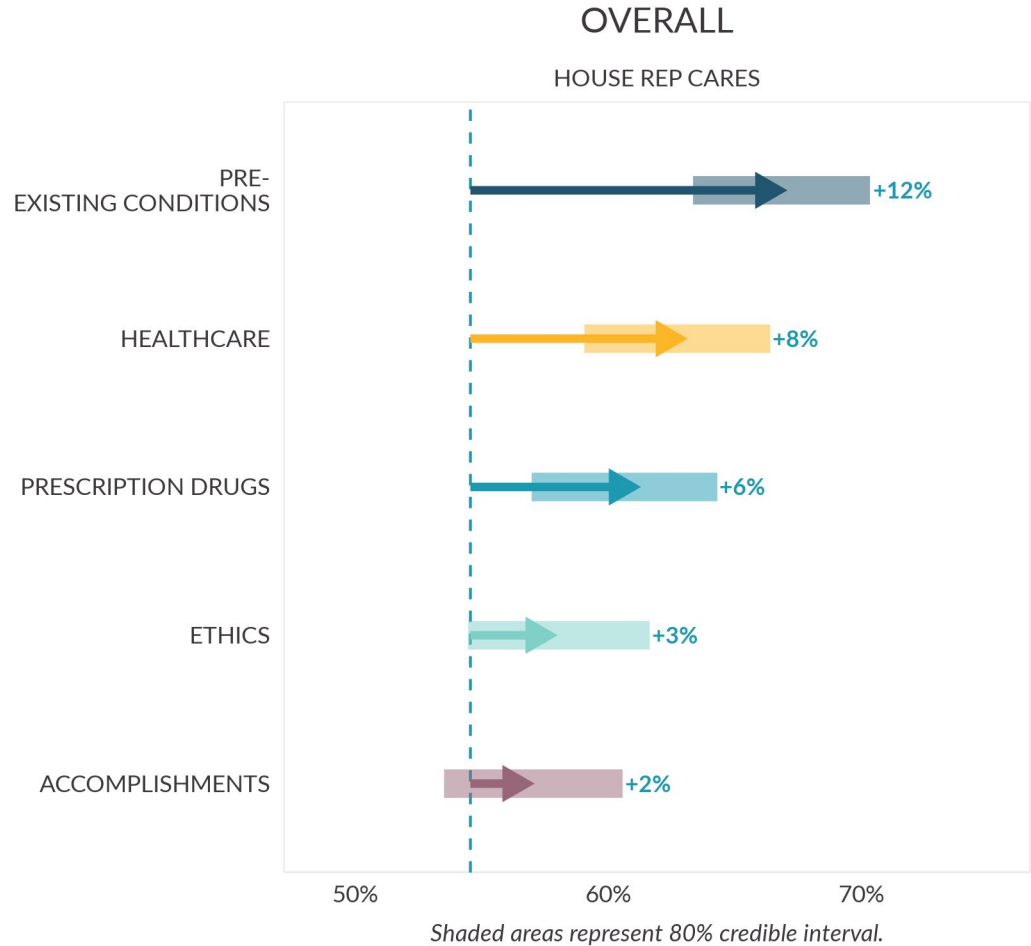
- Pre-existing conditions was the lane that did the most to move favorability and vote choice toward those swing-state legislators
- The “testimonial” versions of the ads were slightly more effective at moving candidate traits
- Across all 10 pieces of mail, the pre-existing lane in the standard execution was the single most effective creative at moving favorability. Pre-existing testimonial, healthcare testimonial, and prescription drugs standard all finished strong in the 10-lane split
- No single piece of creative stood out as having serious backlash risk

The test included 2,427 respondents across 10 districts (CA-25, CA-39, CA-45, CA-48, GA-06, IL-14, NJ-07, NY-19, TX-07, NM-02), with equal shares of respondents per district.



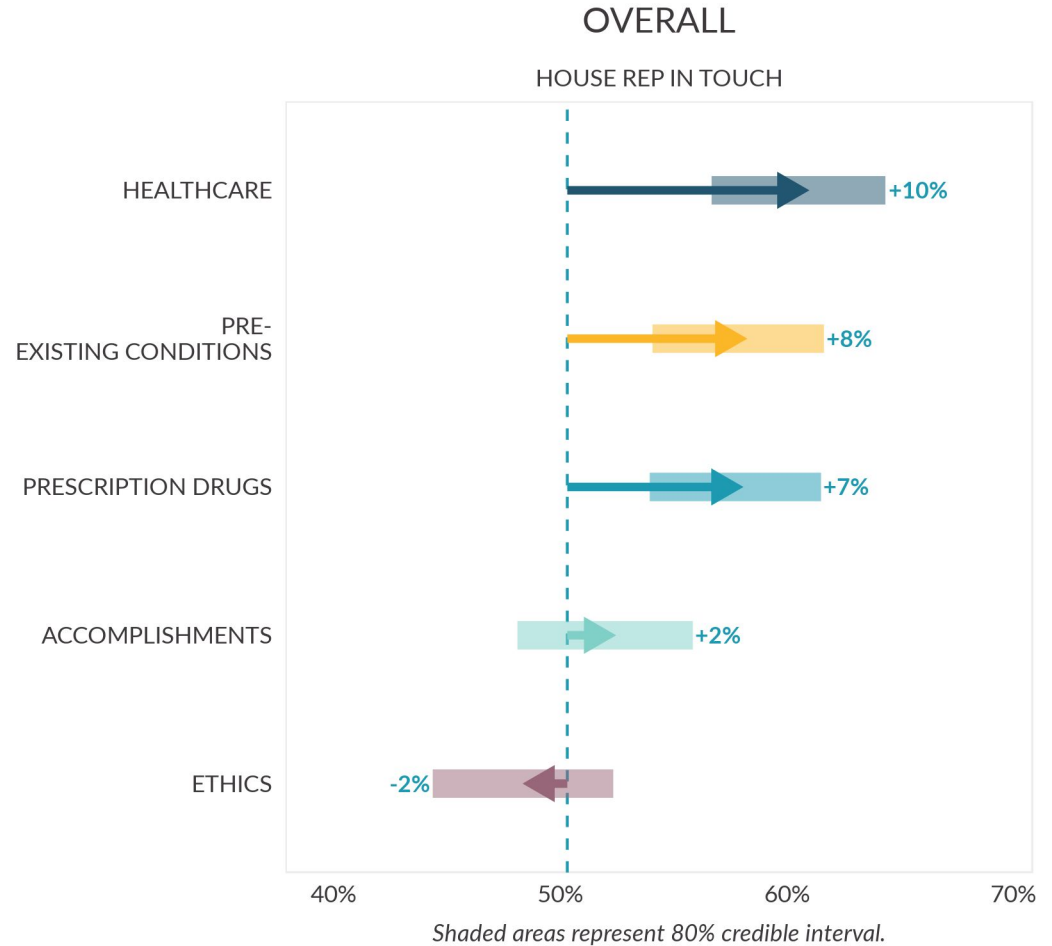
Key Findings

Pre-existing conditions was the lane that did the most to move perceptions that the incumbent cares about constituents.



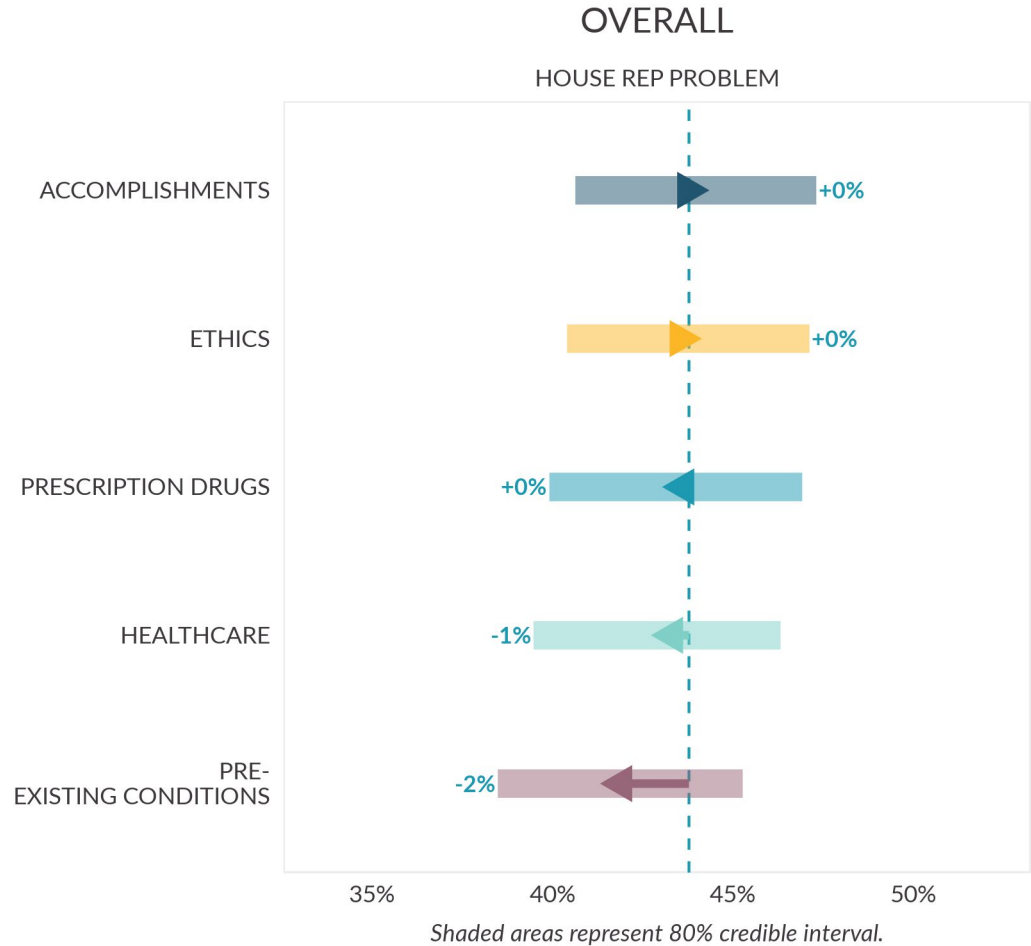
Key Findings

Healthcare and pre-existing conditions did the most to increase perceptions incumbents are in touch with the needs of their district.



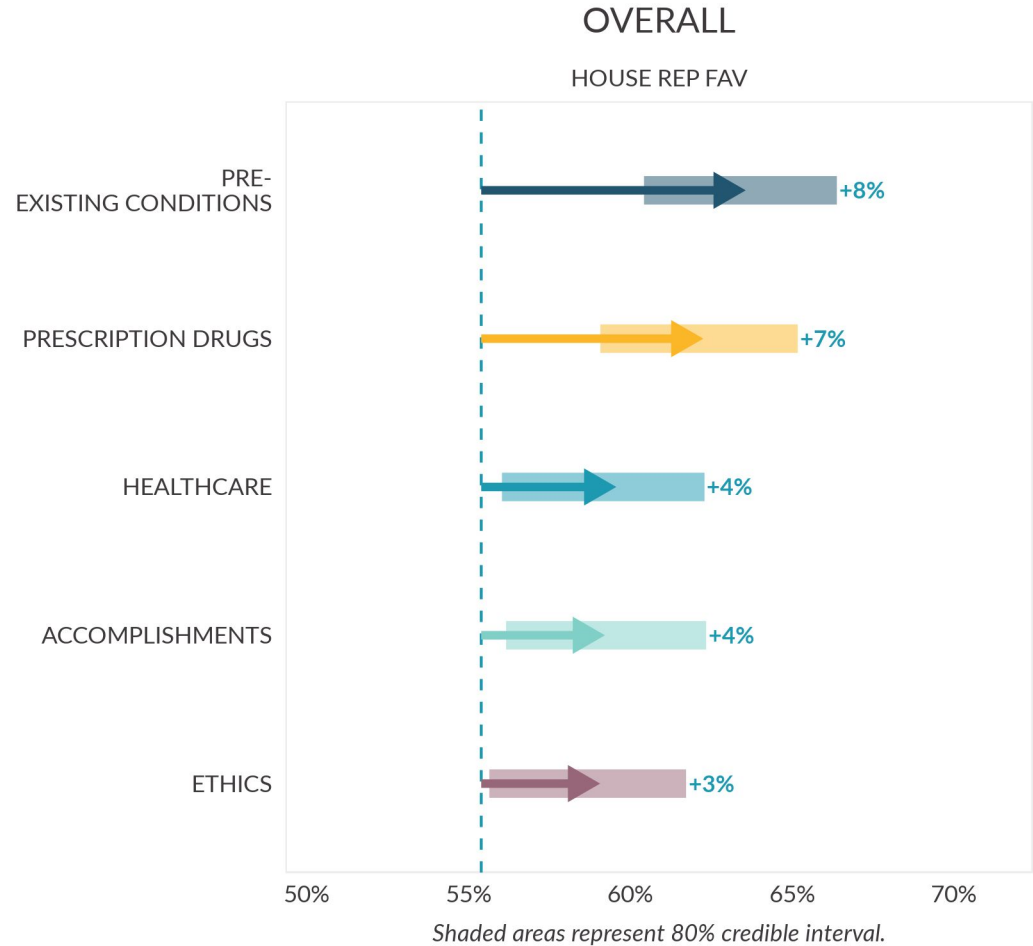
Key Findings

None of the messaging lanes had a meaningful impact on whether respondents perceived their incumbent representative as being part of the problem in DC.



Key Findings

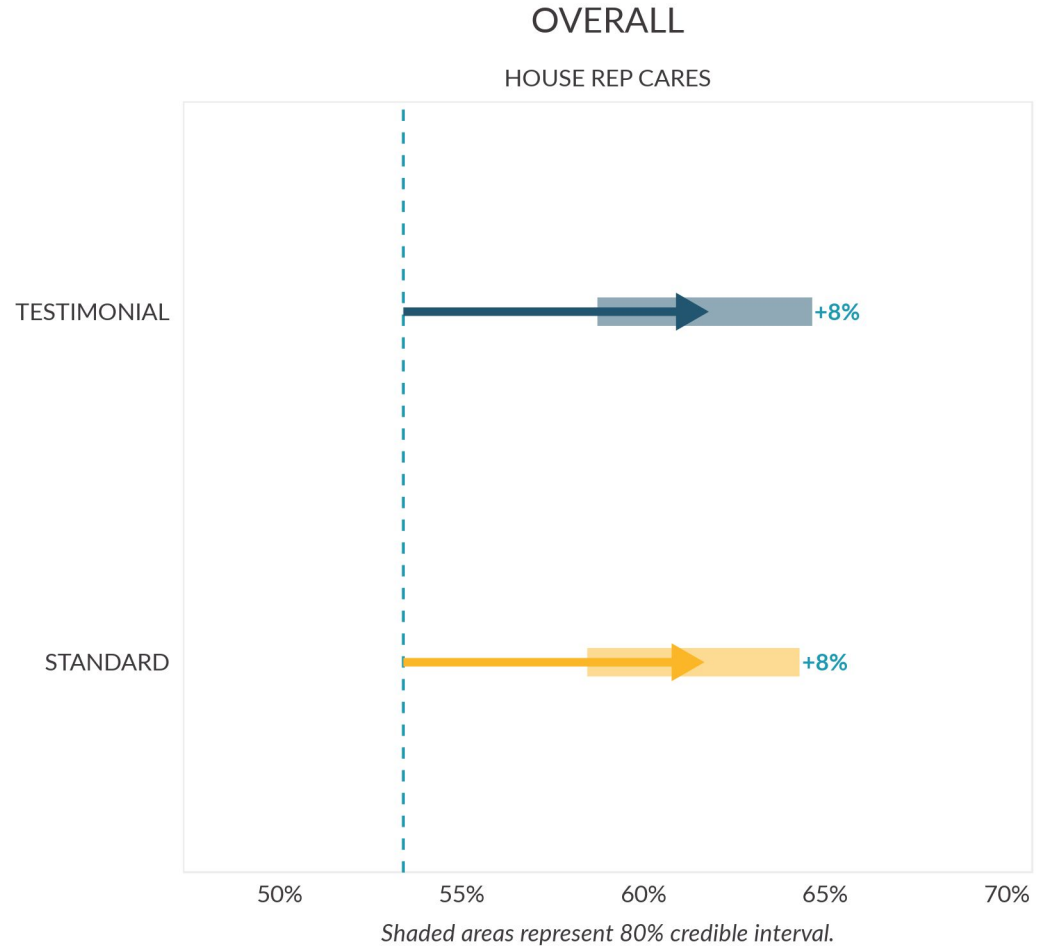
Pre-existing conditions did the most to increase overall incumbent favorability, but all message moved it in a positive direction.



Testimonial vs. Standard

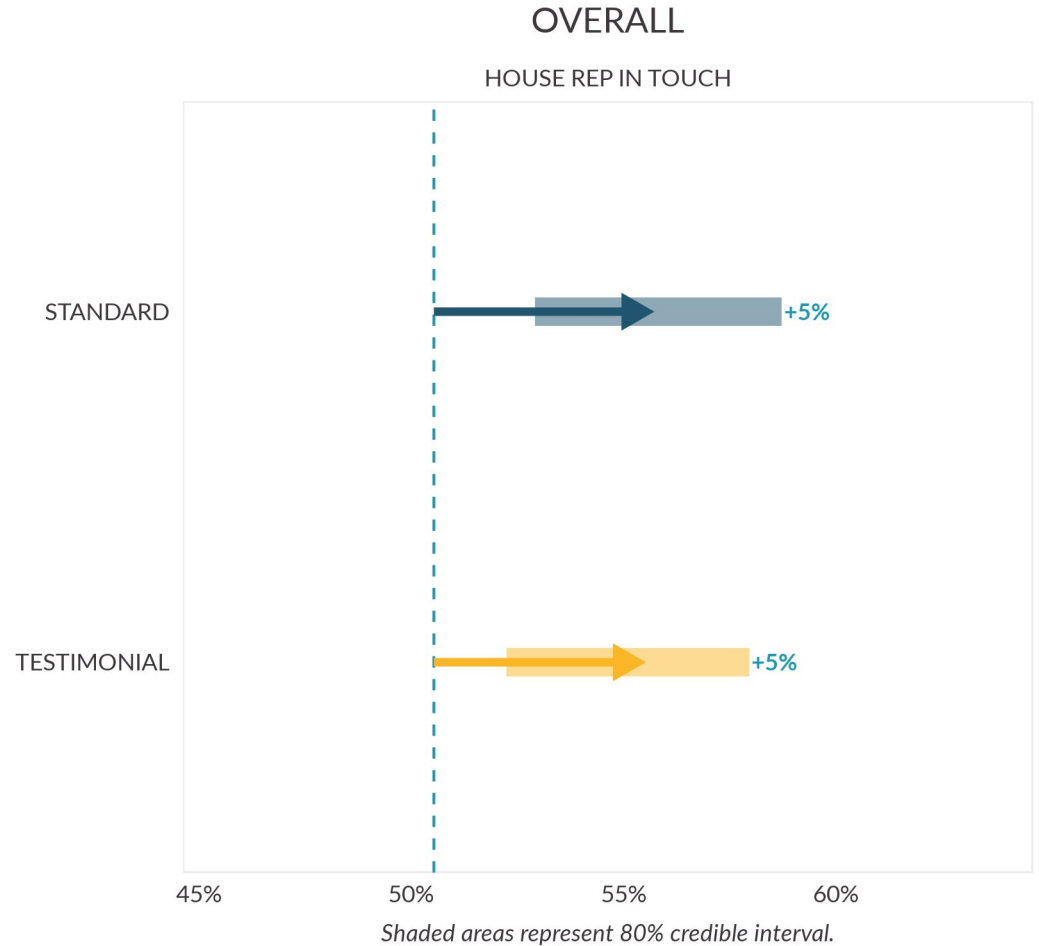
Key Findings

Both variations on the creative moved perceptions that incumbents care about their constituents in a statistically significant way, with no major differences between variations.



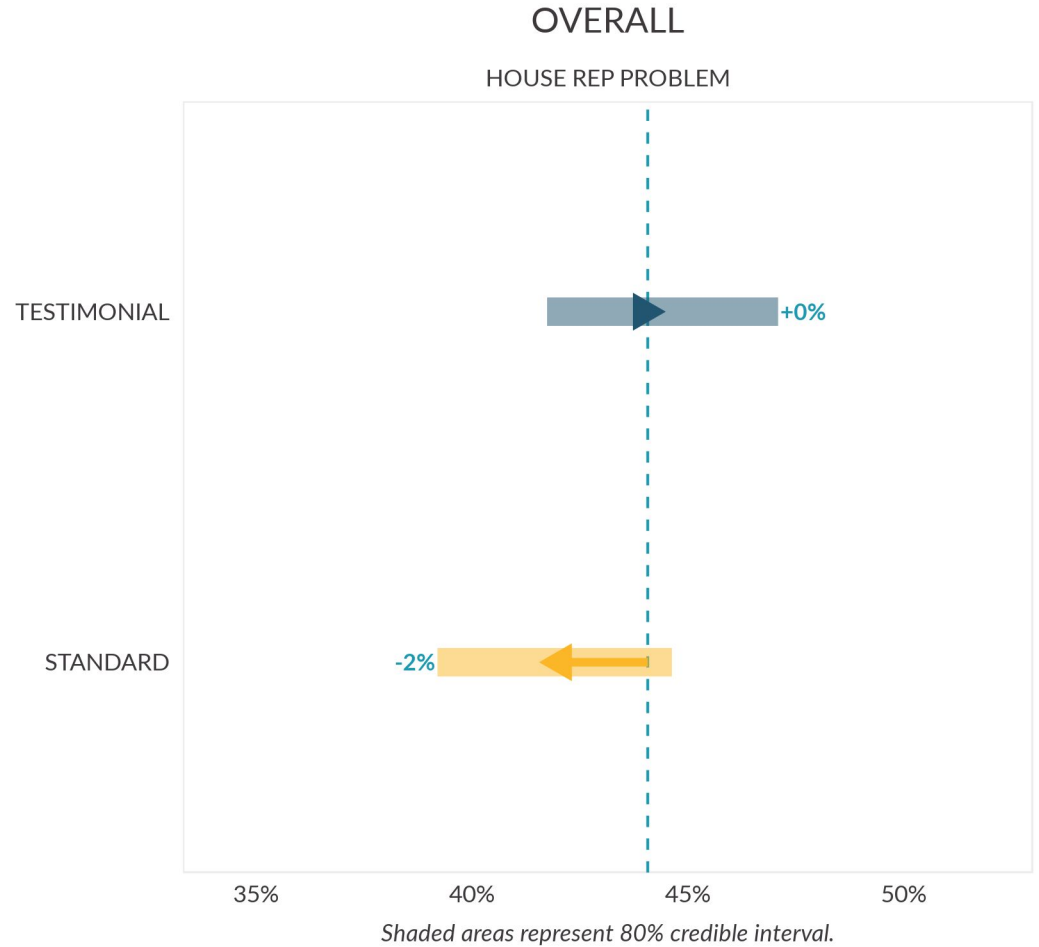
Key Findings

Both variations on the creative moved perceptions that incumbents are in touch with the needs of their districts in a statistically significant way by about the same amount.



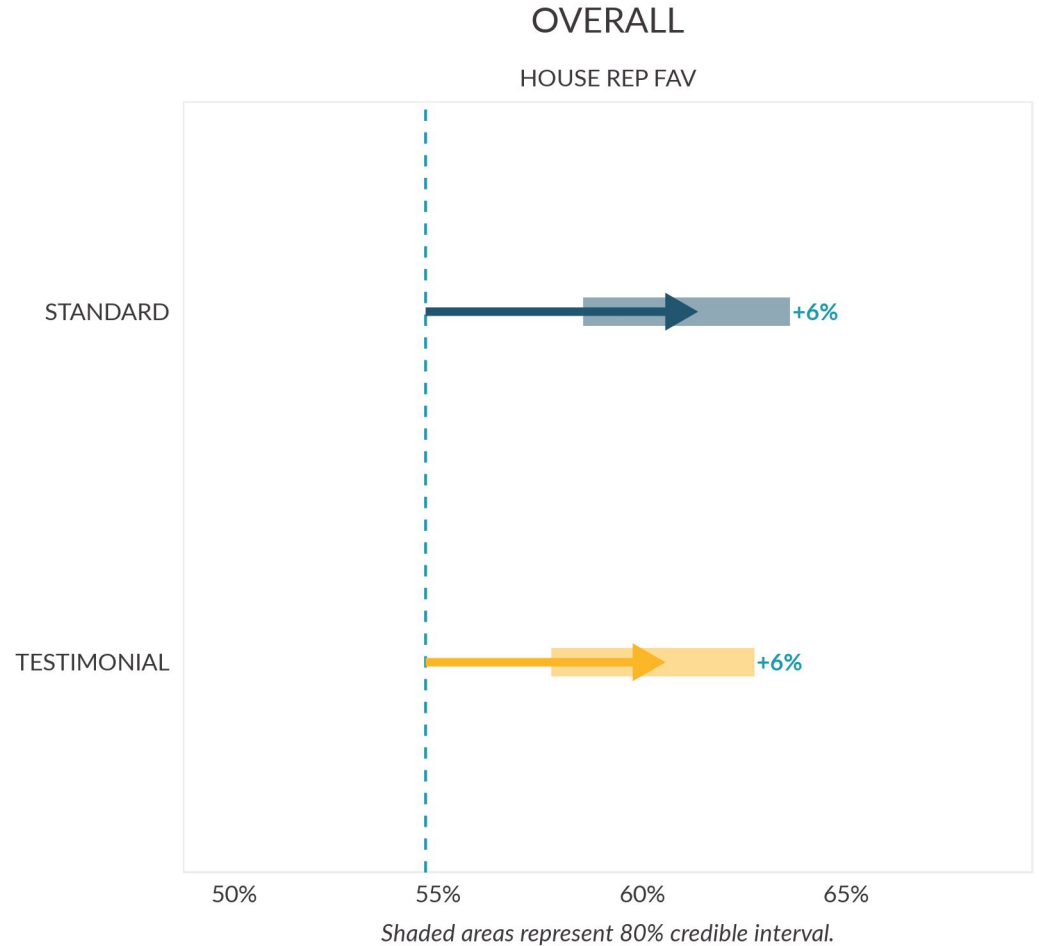
Key Findings

We didn't see statistically significant movement on this outcome from either variation.



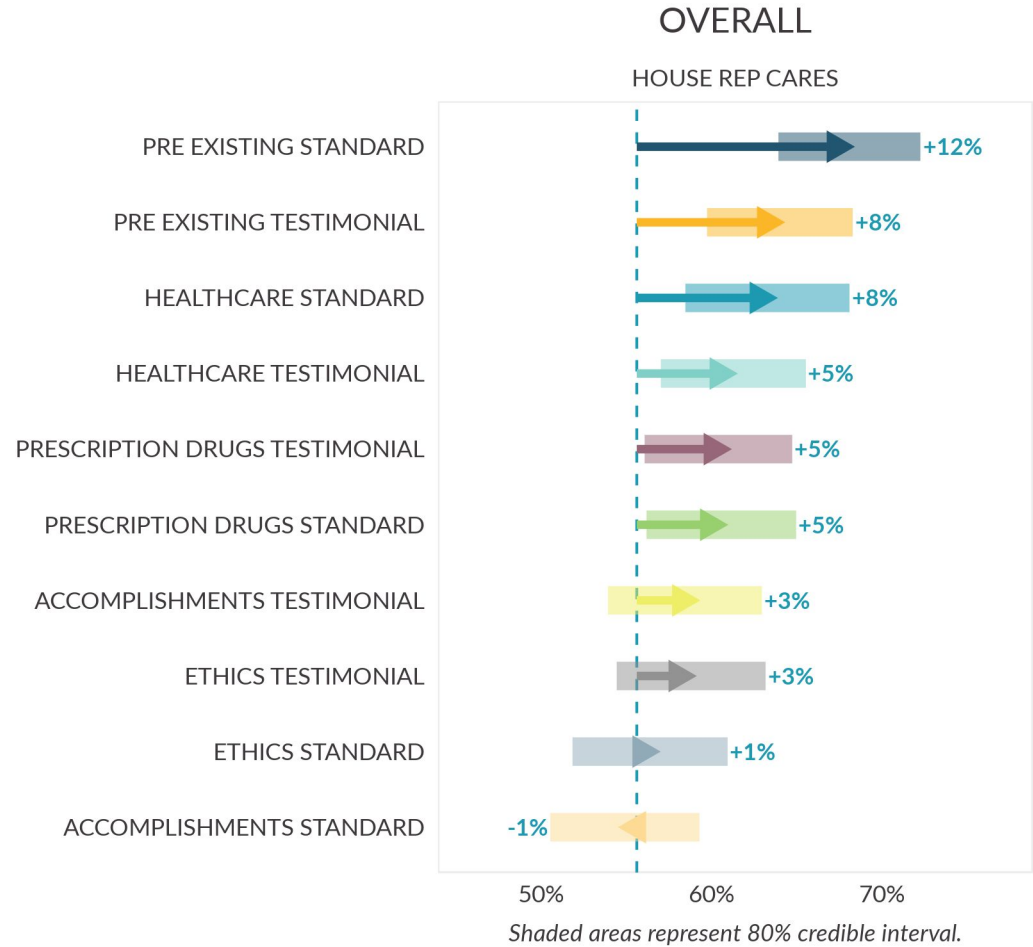
Key Findings

Both variations on the creative had equal effects on overall House incumbent favorability.

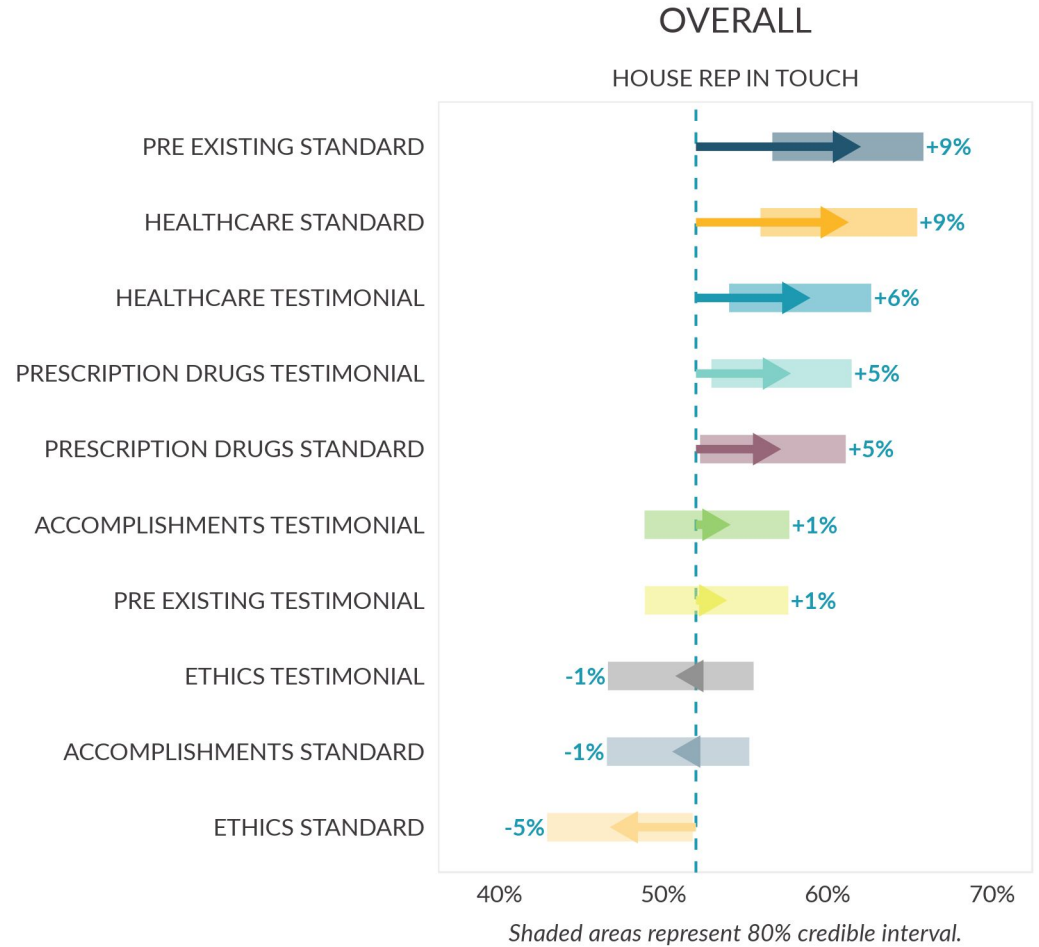


10-Way Split

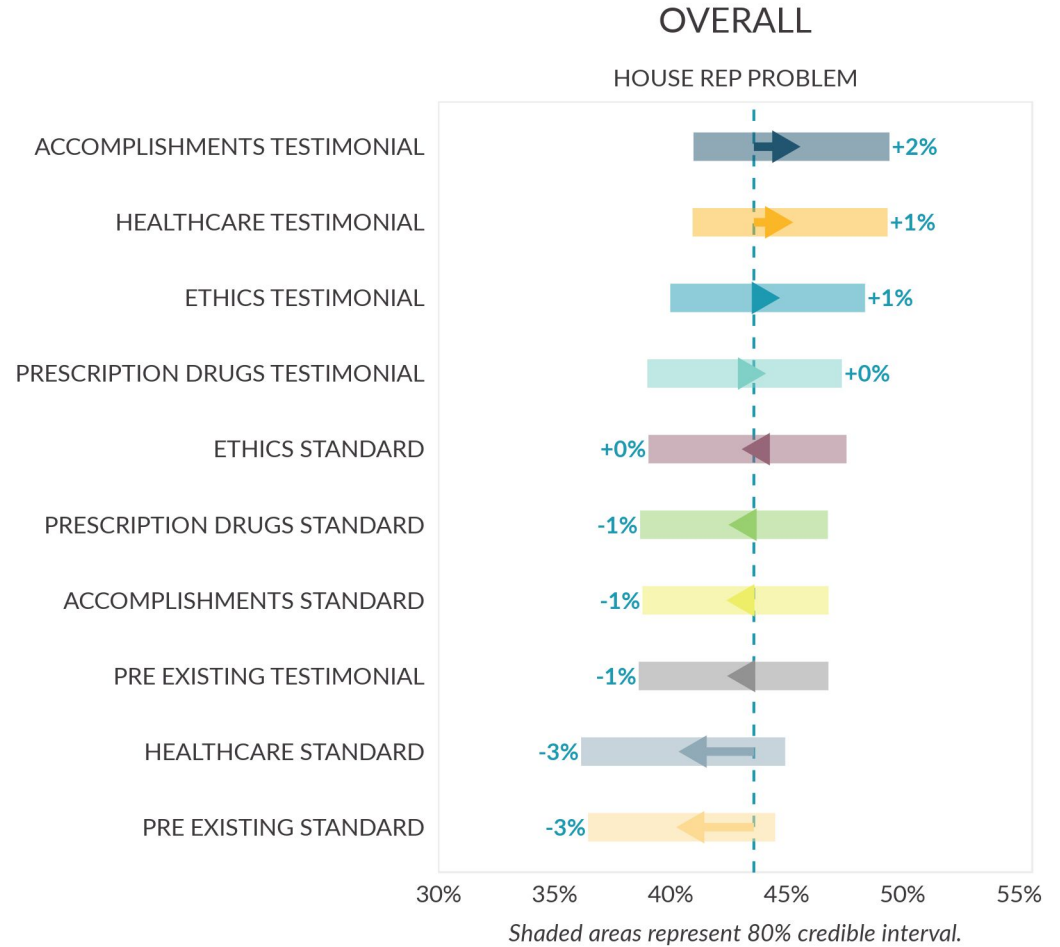
Key Findings



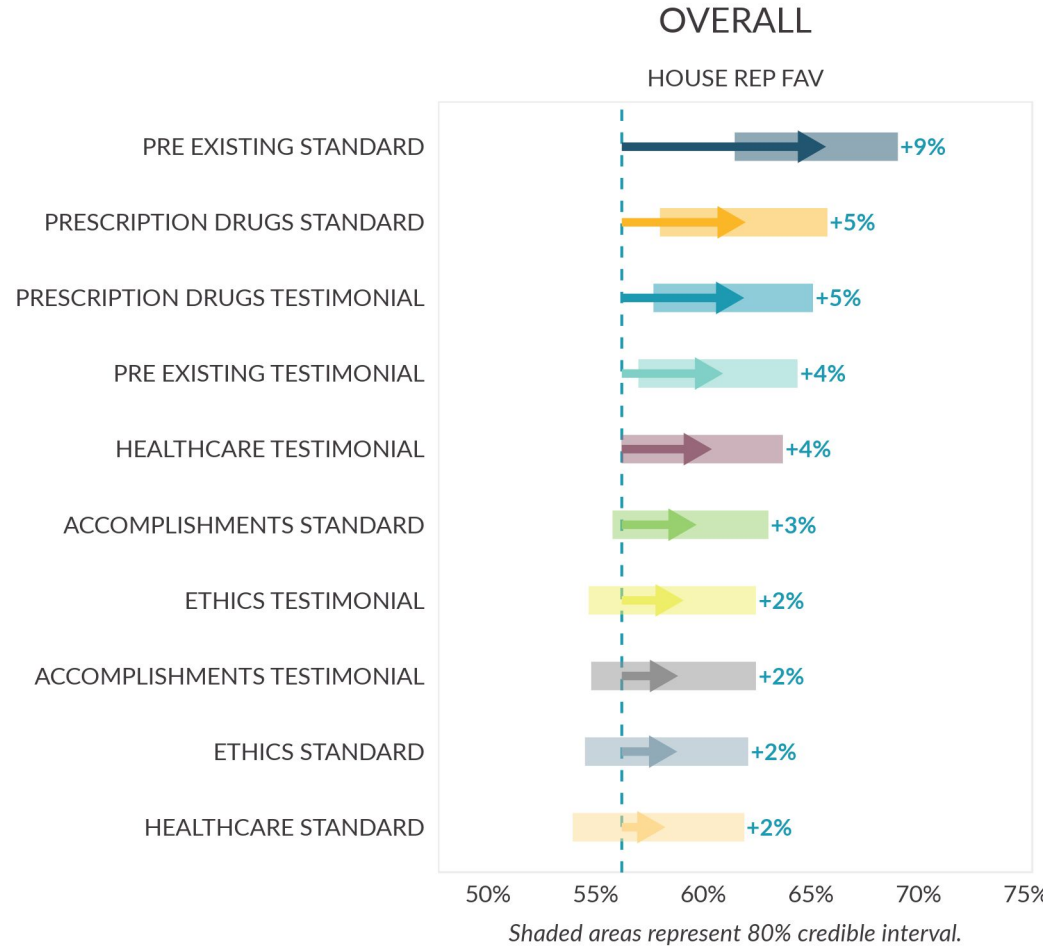
Key Findings



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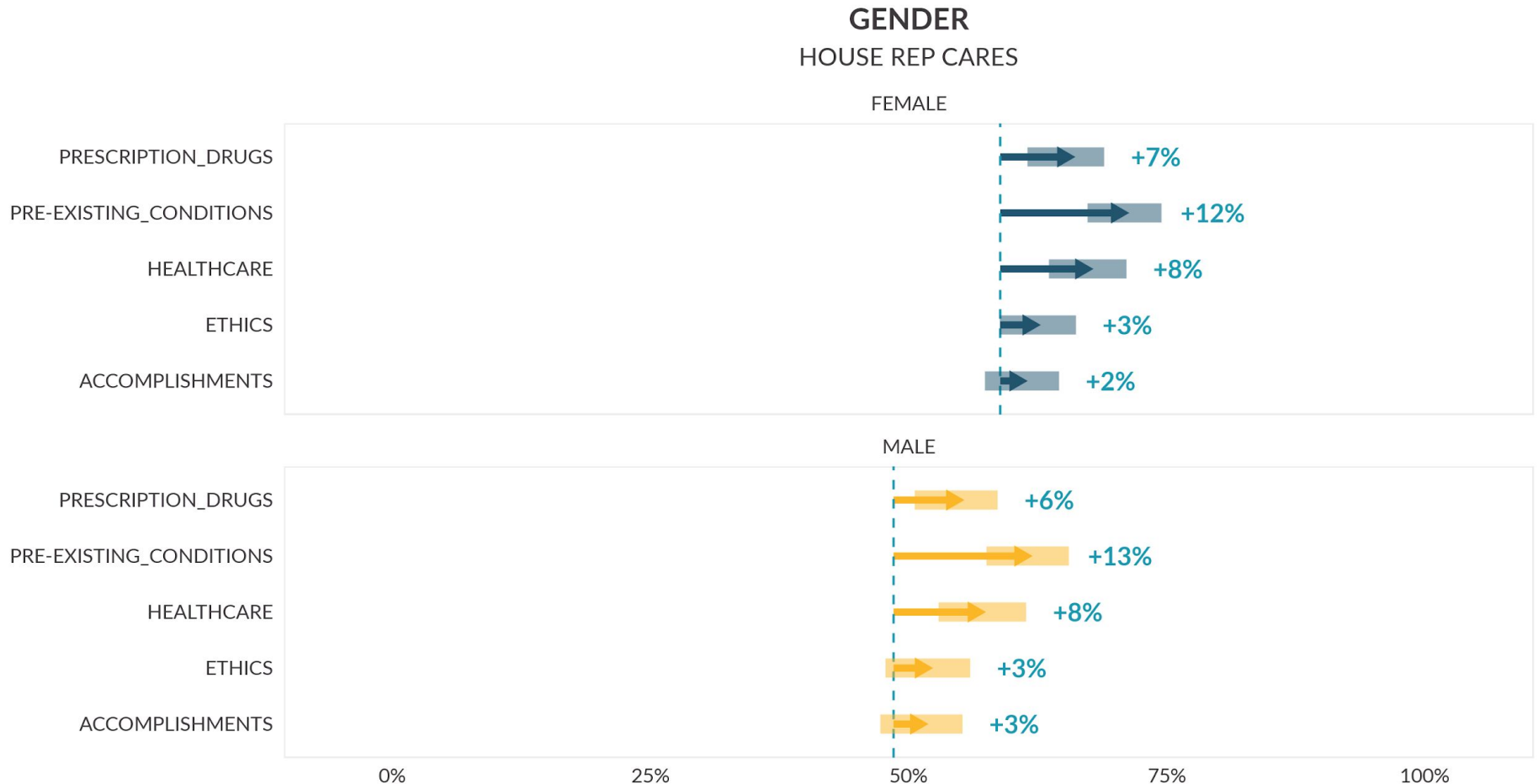


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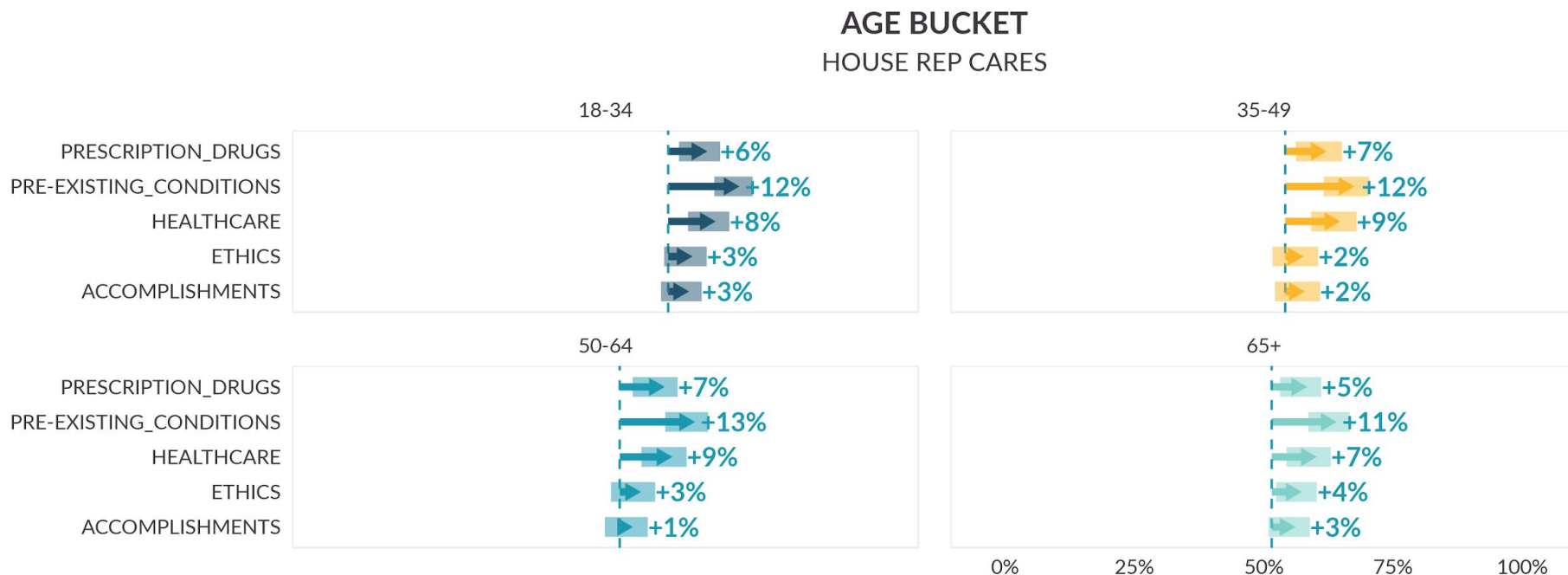


Subgroups

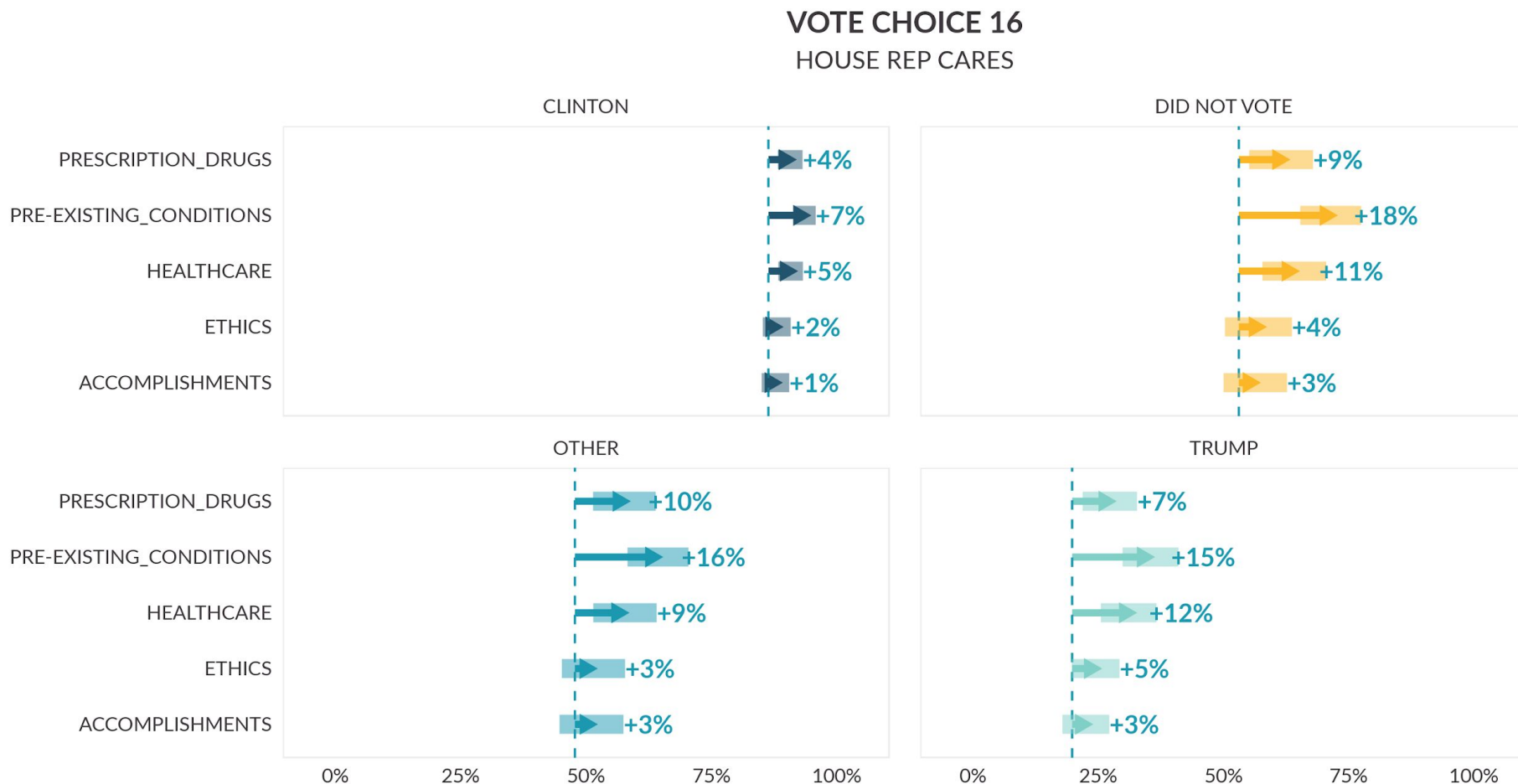
Treatment Effects by Subgroup



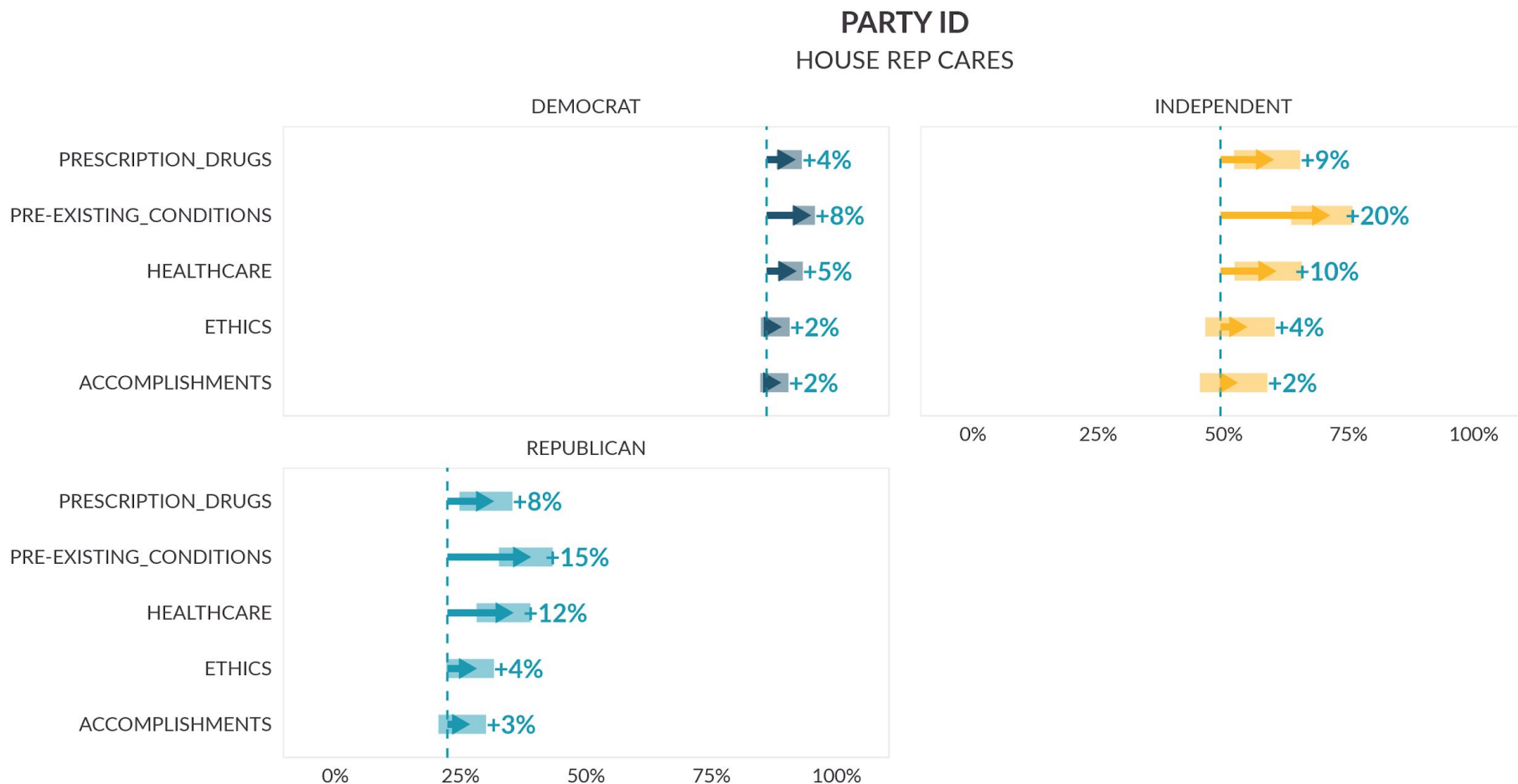
Treatment Effects by Subgroup



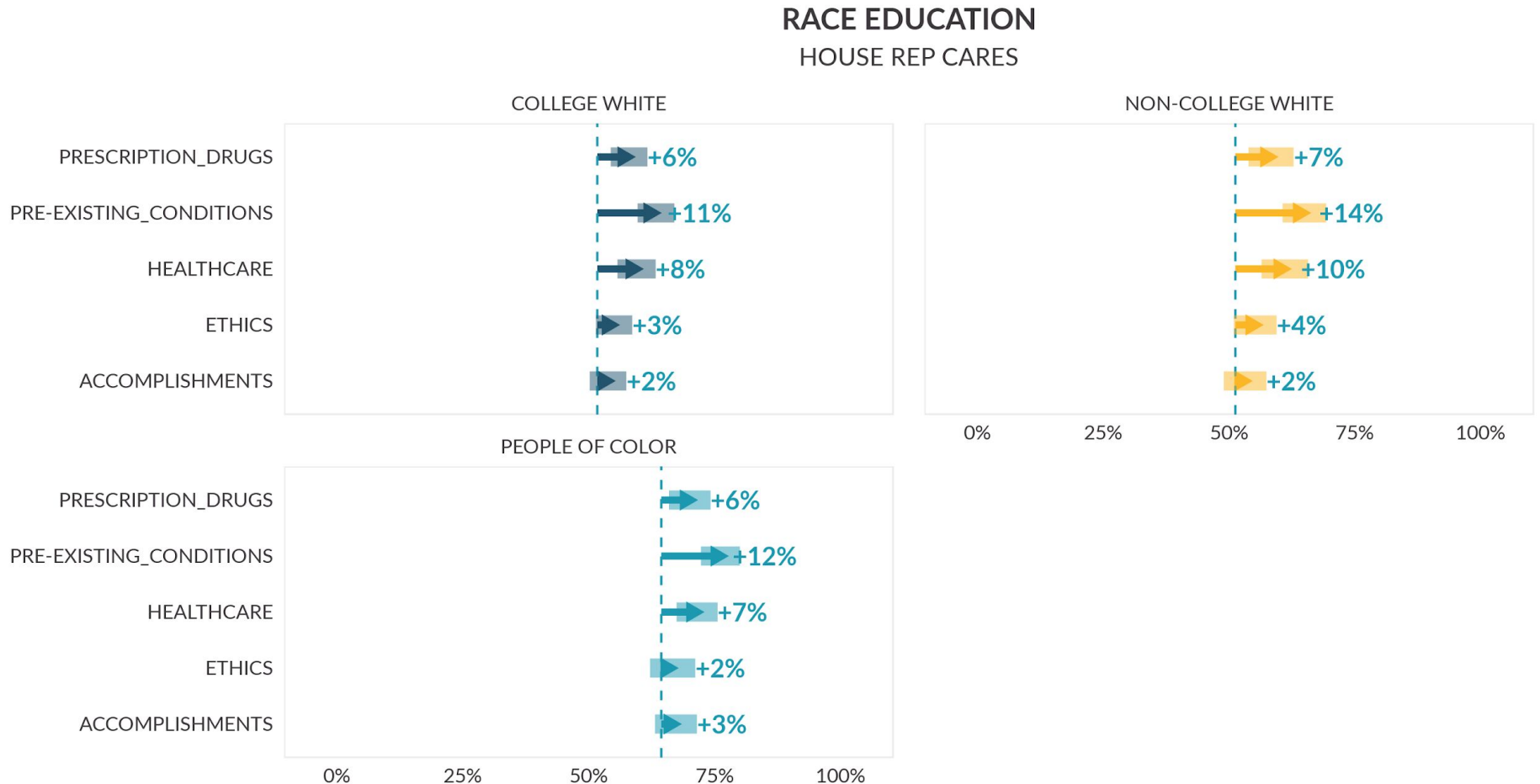
Treatment Effects by Subgroup



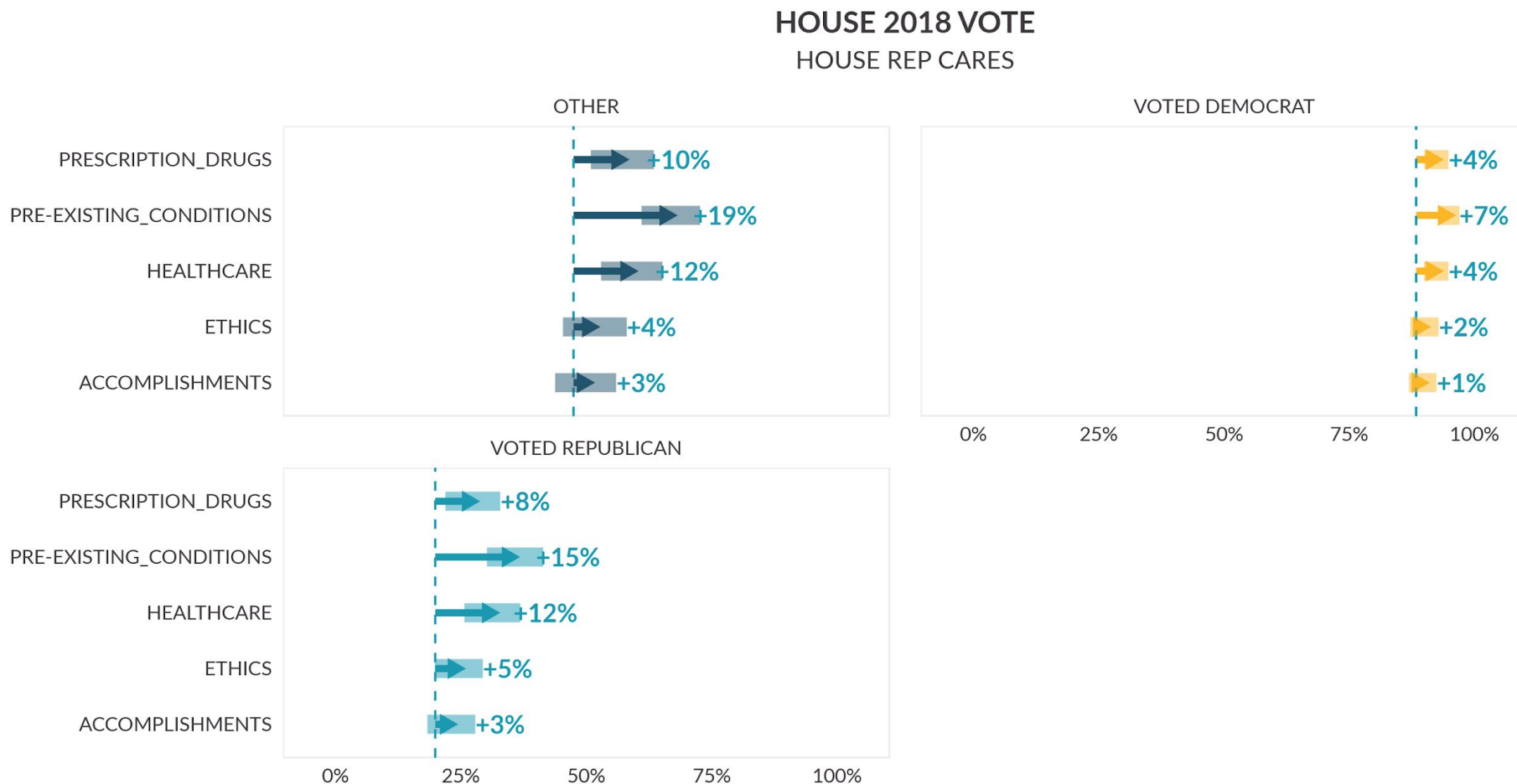
Treatment Effects by Subgroup



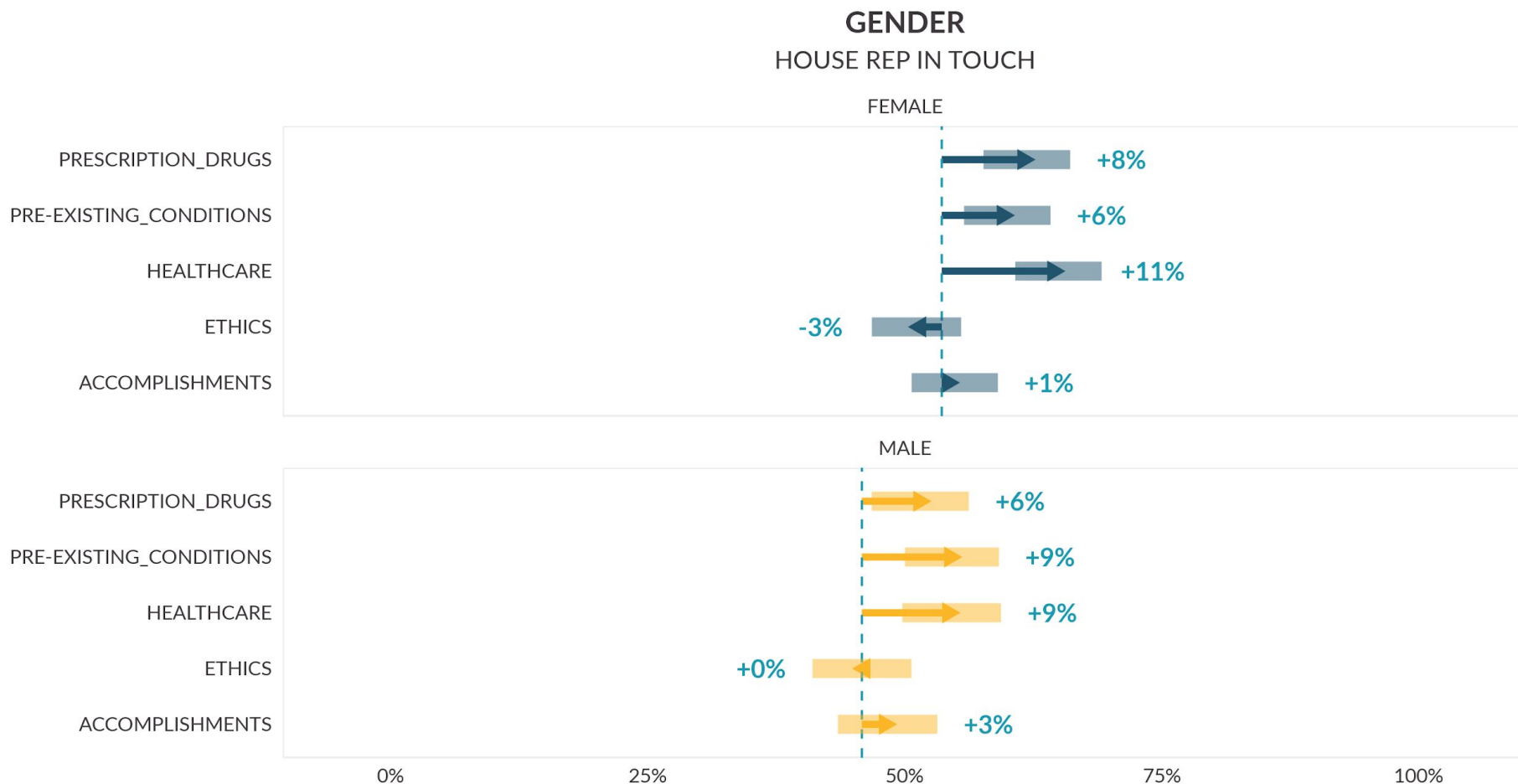
Treatment Effects by Subgroup



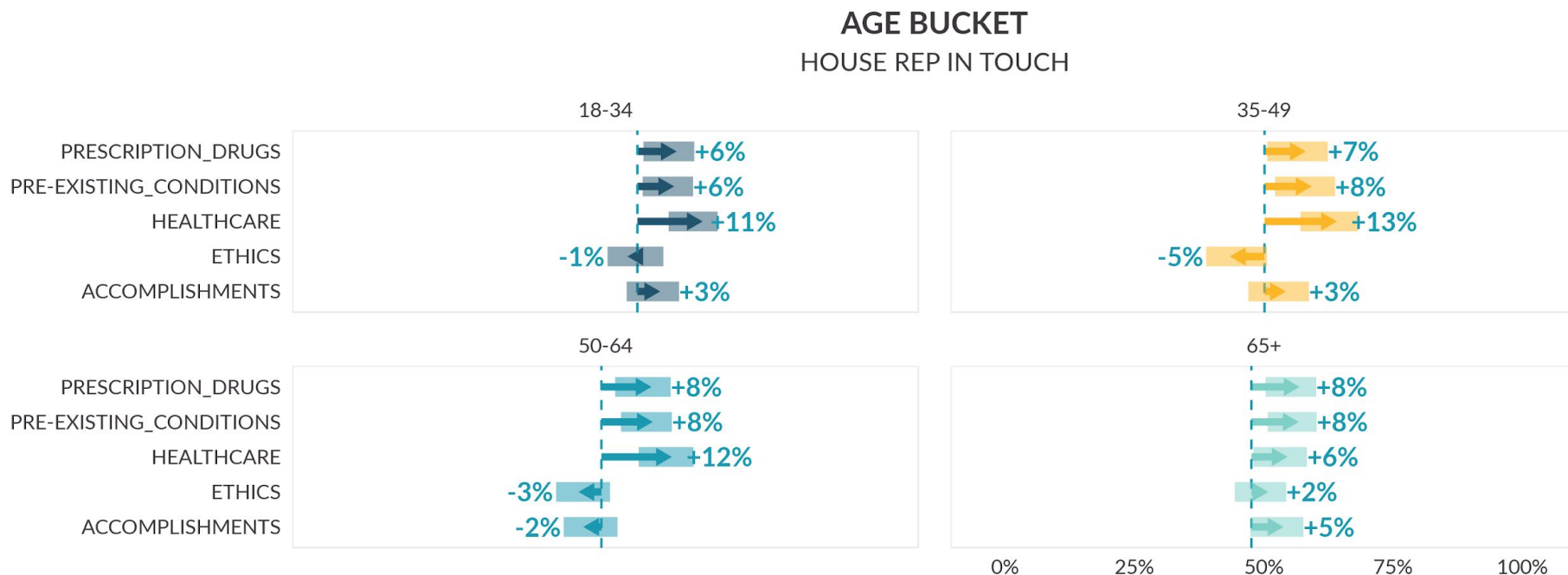
Treatment Effects by Subgroup



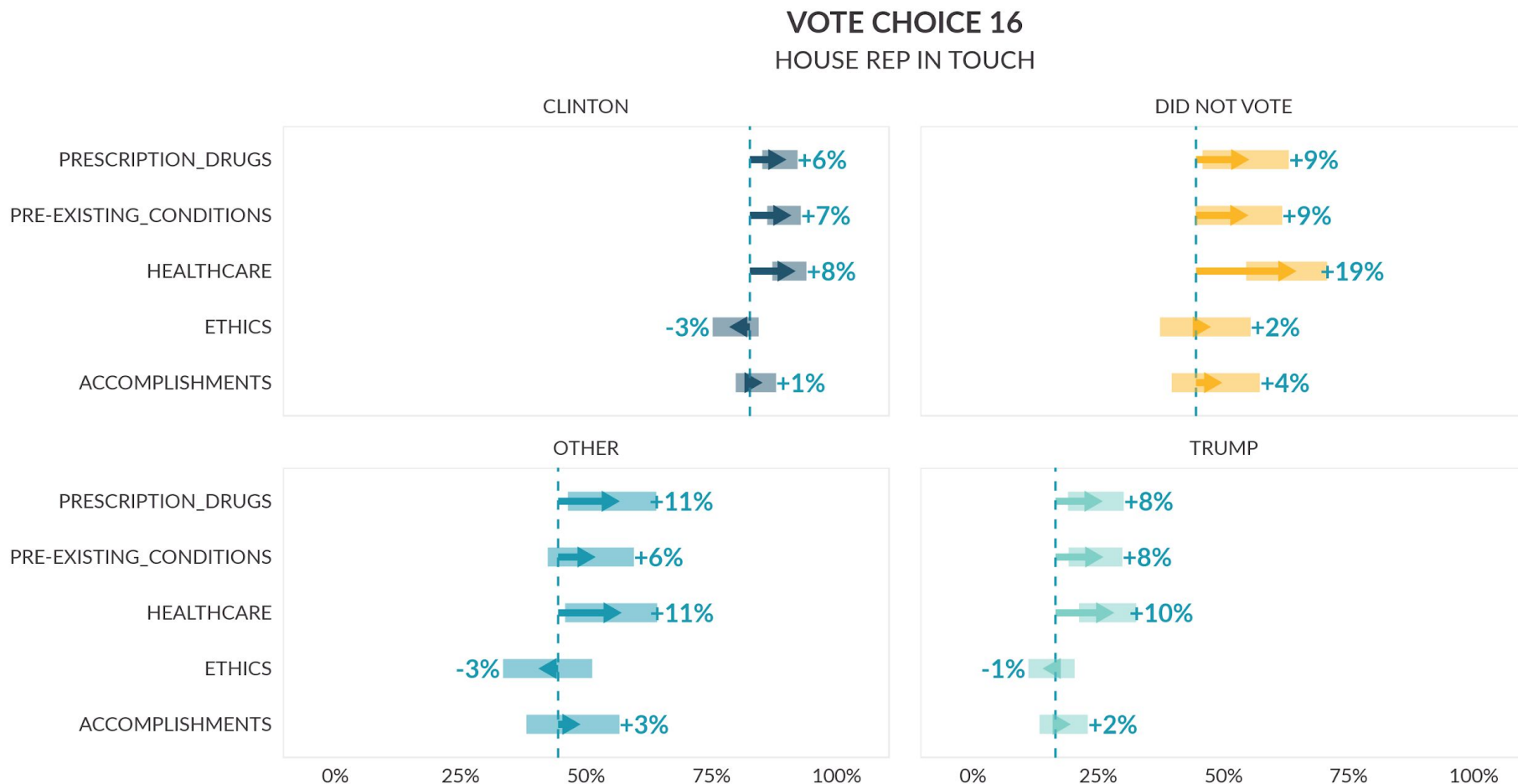
Treatment Effects by Subgroup



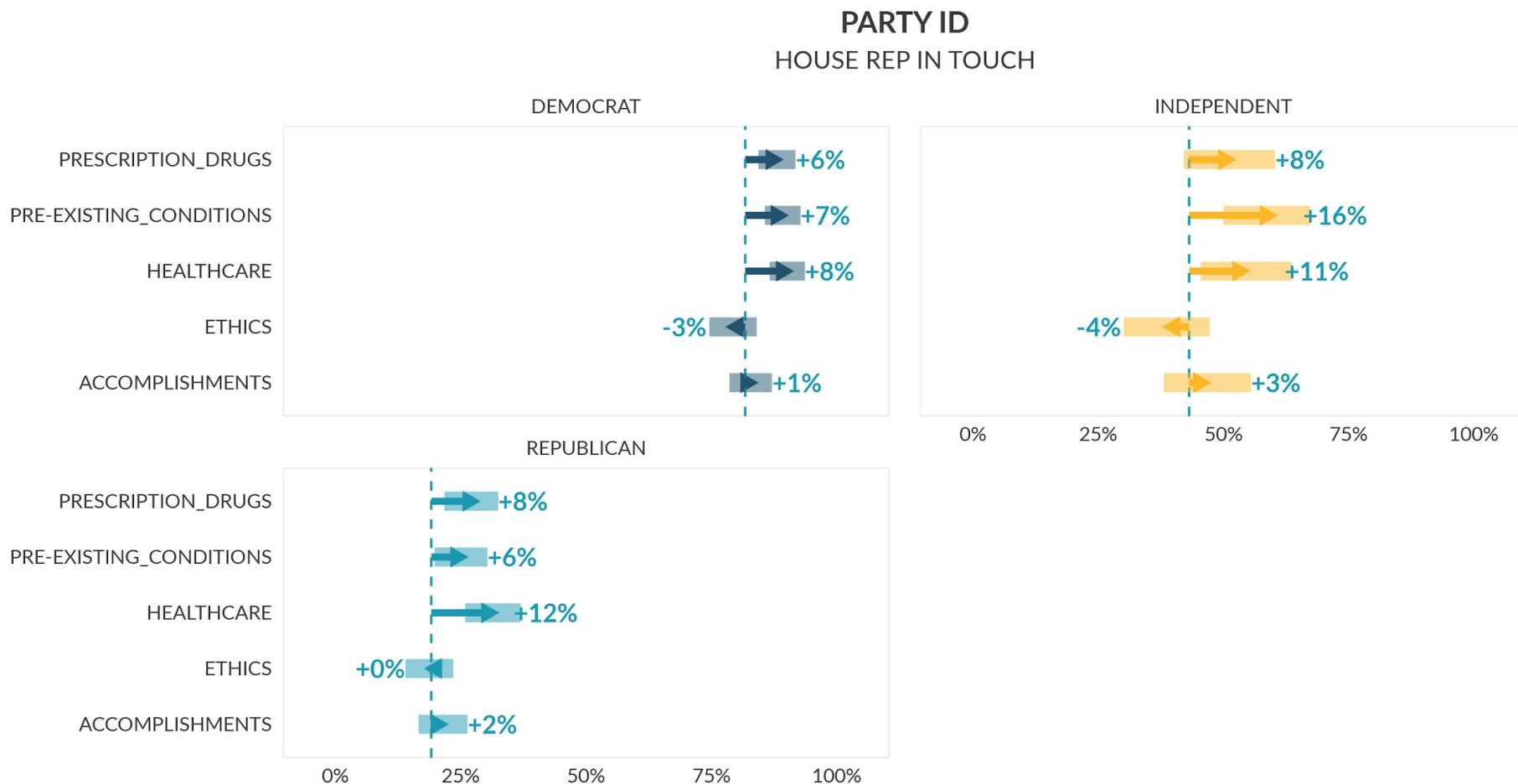
Treatment Effects by Subgroup



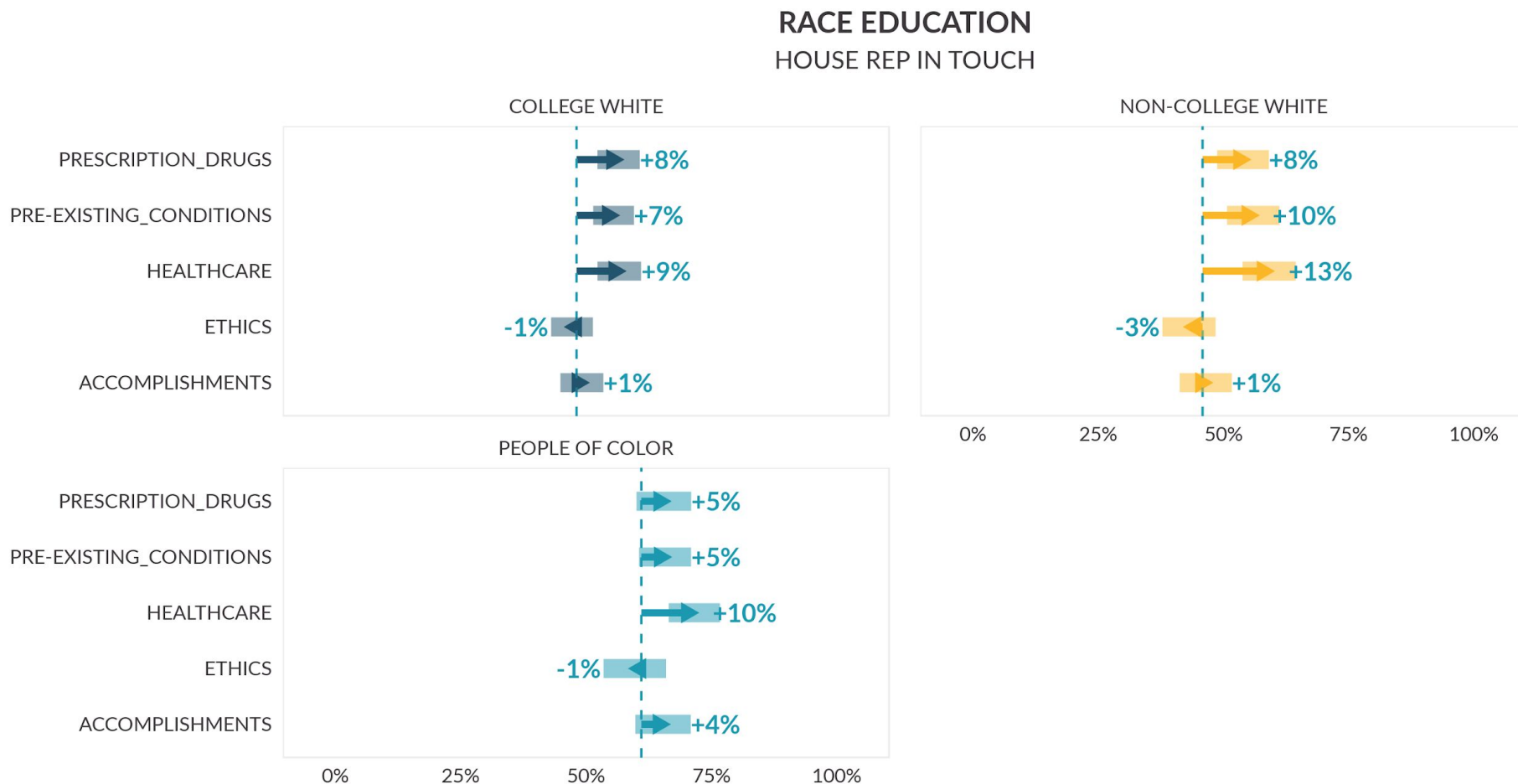
Treatment Effects by Subgroup



Treatment Effects by Subgroup



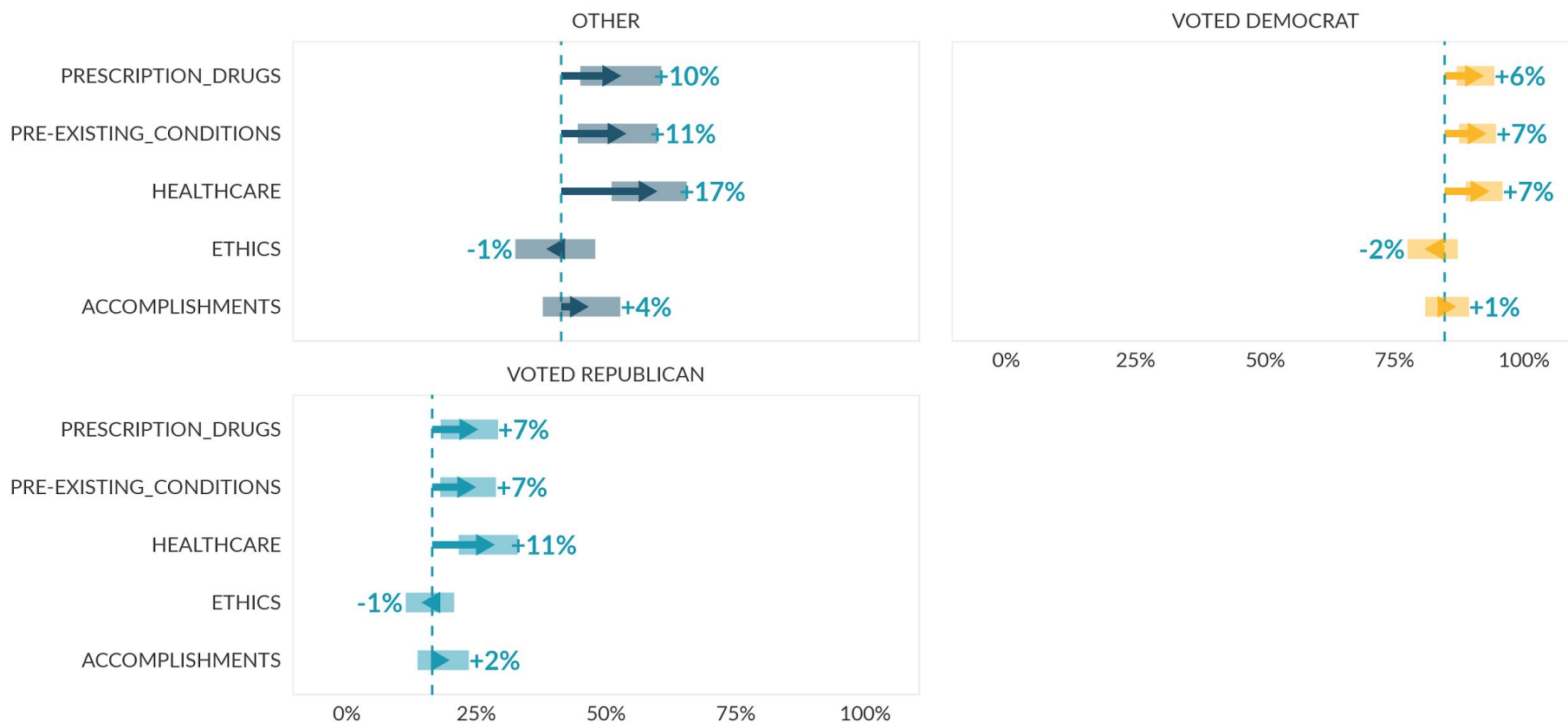
Treatment Effects by Subgroup



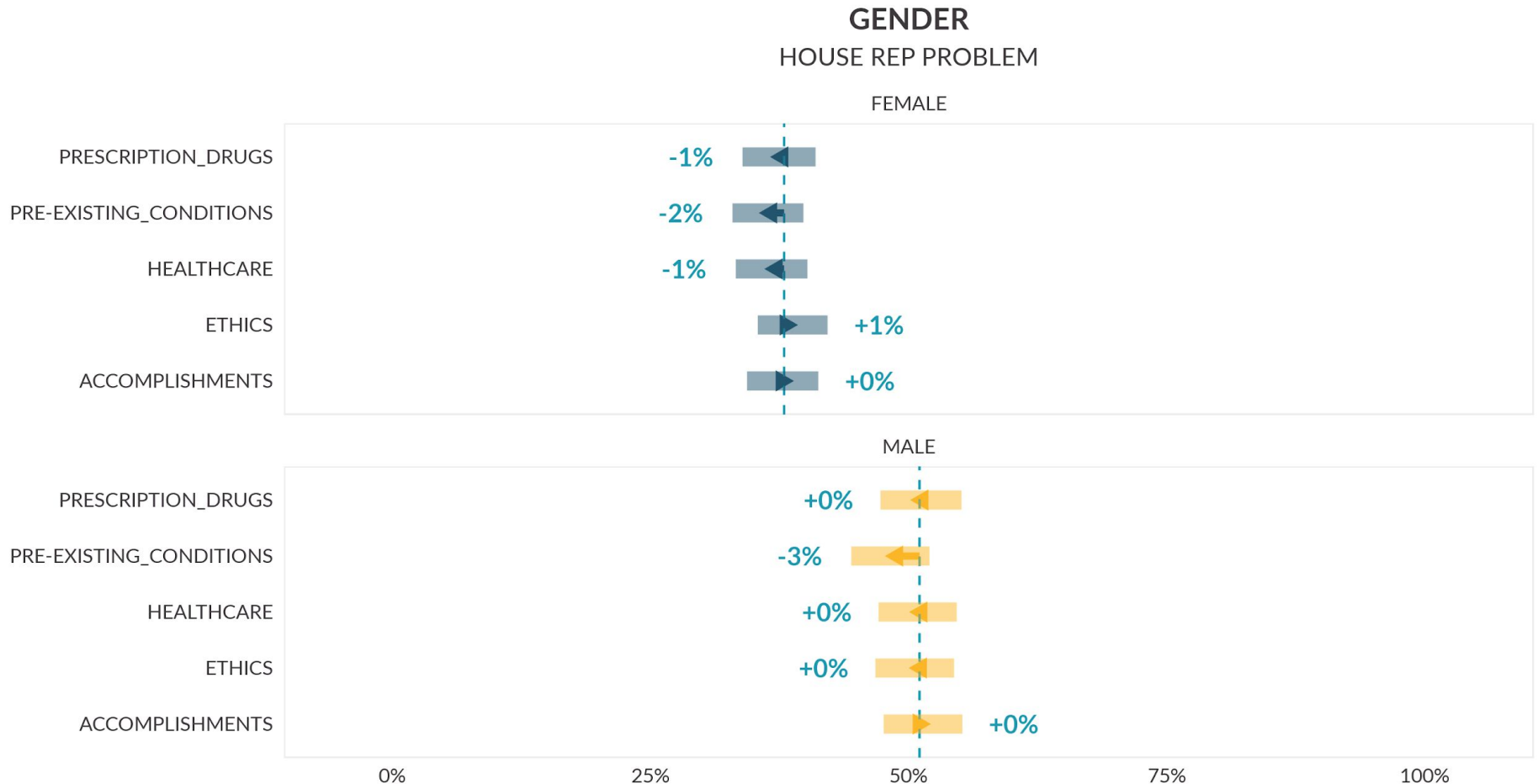
Treatment Effects by Subgroup

HOUSE 2018 VOTE

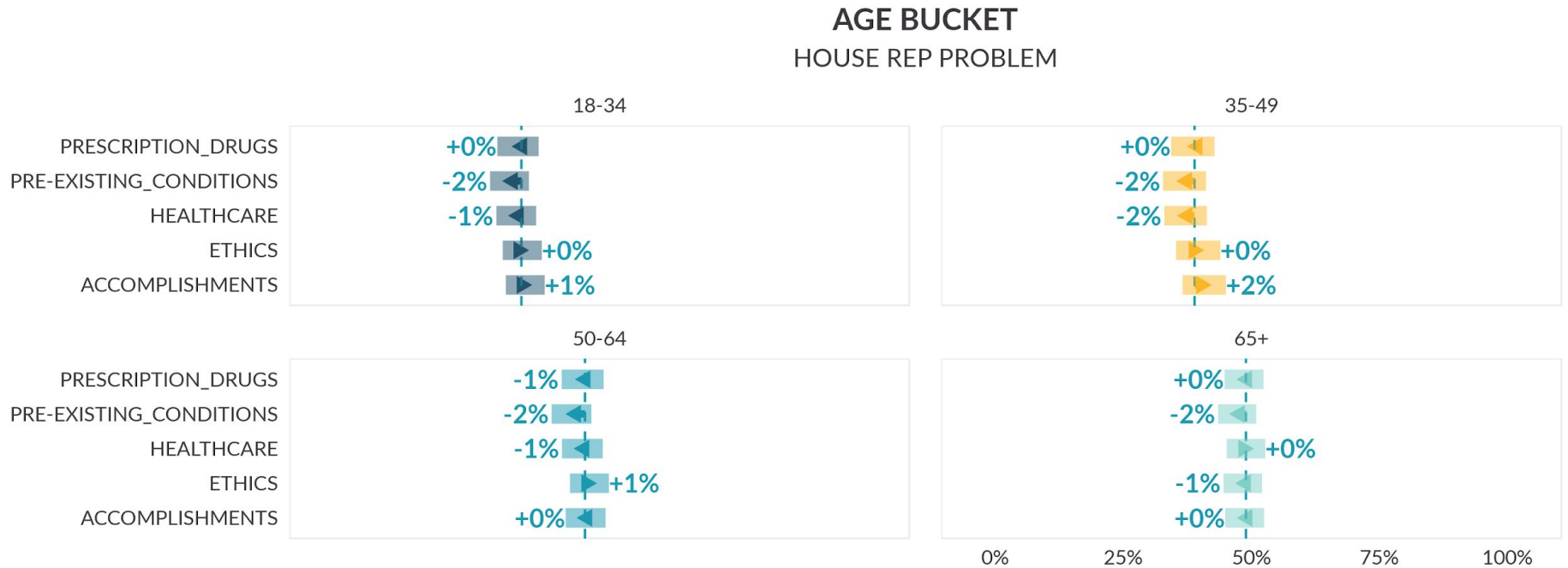
HOUSE REP IN TOUCH



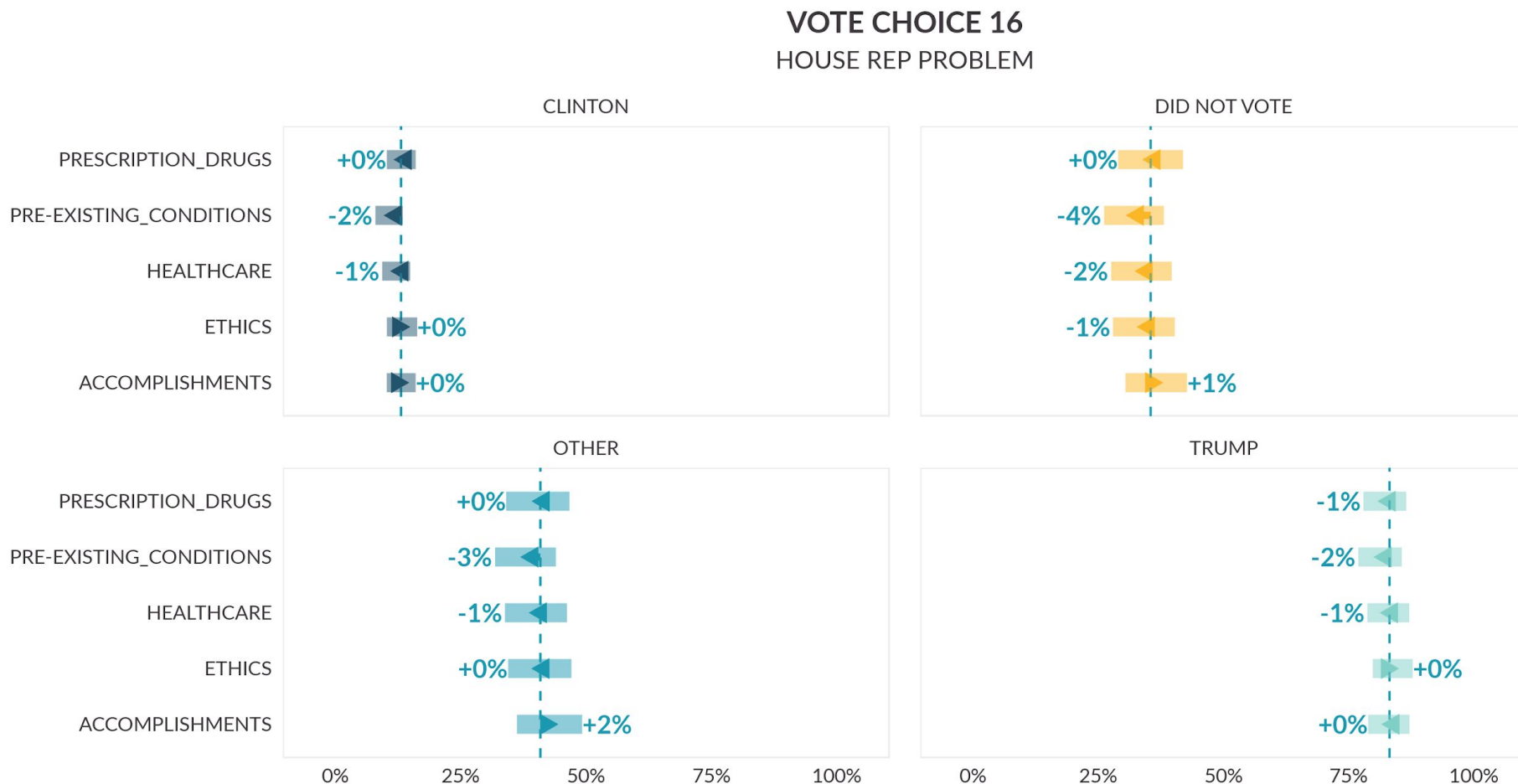
Treatment Effects by Subgroup



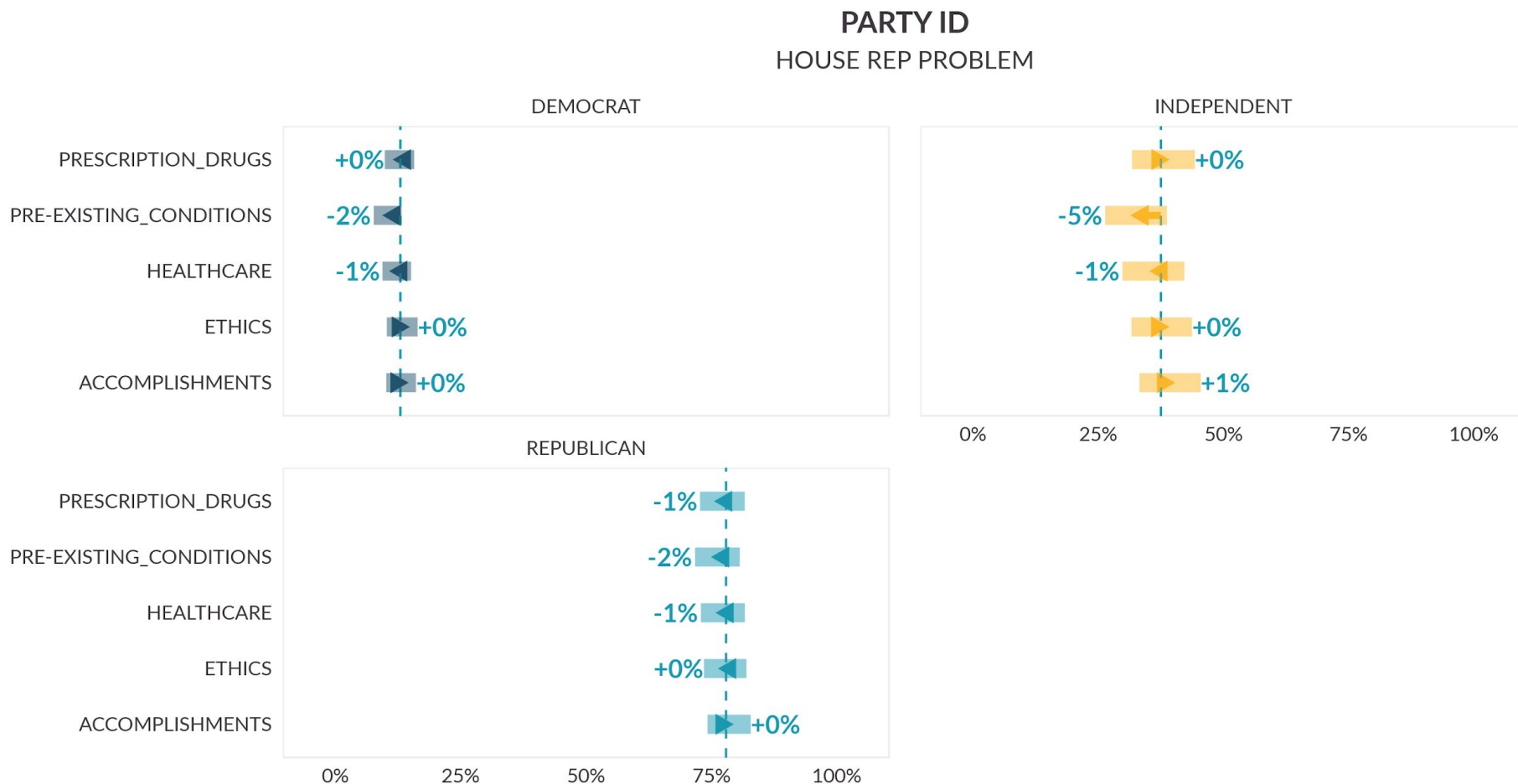
Treatment Effects by Subgroup



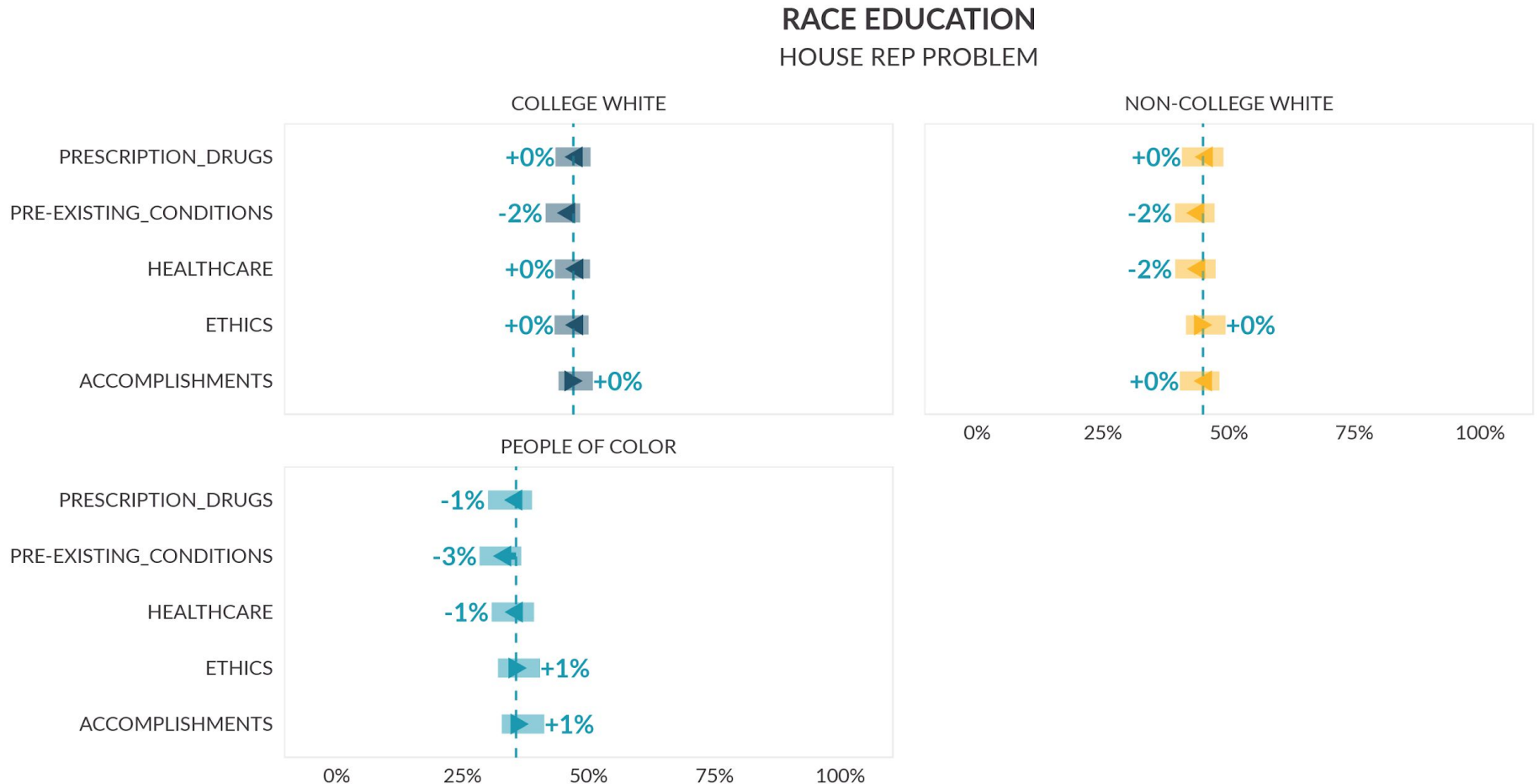
Treatment Effects by Subgroup



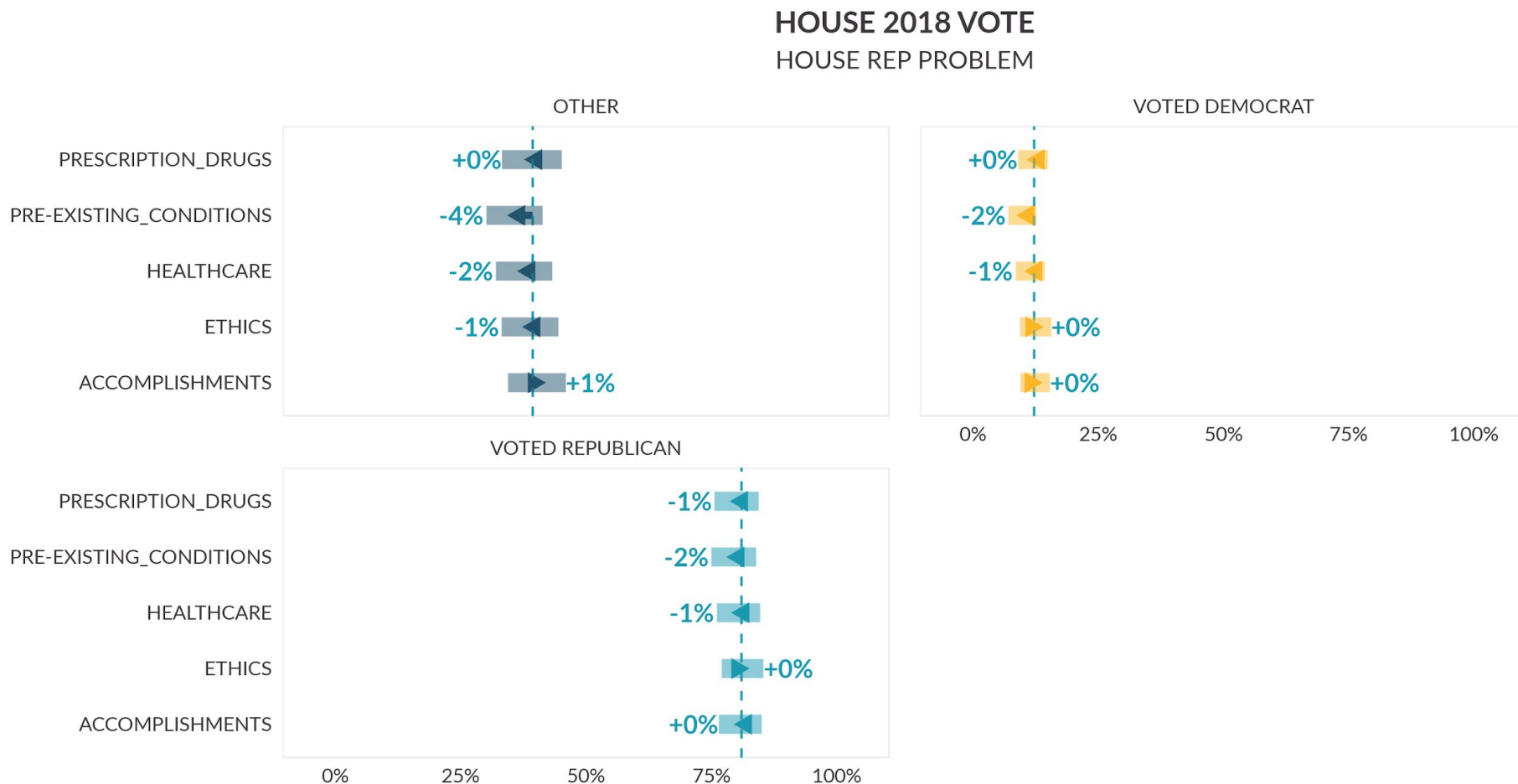
Treatment Effects by Subgroup



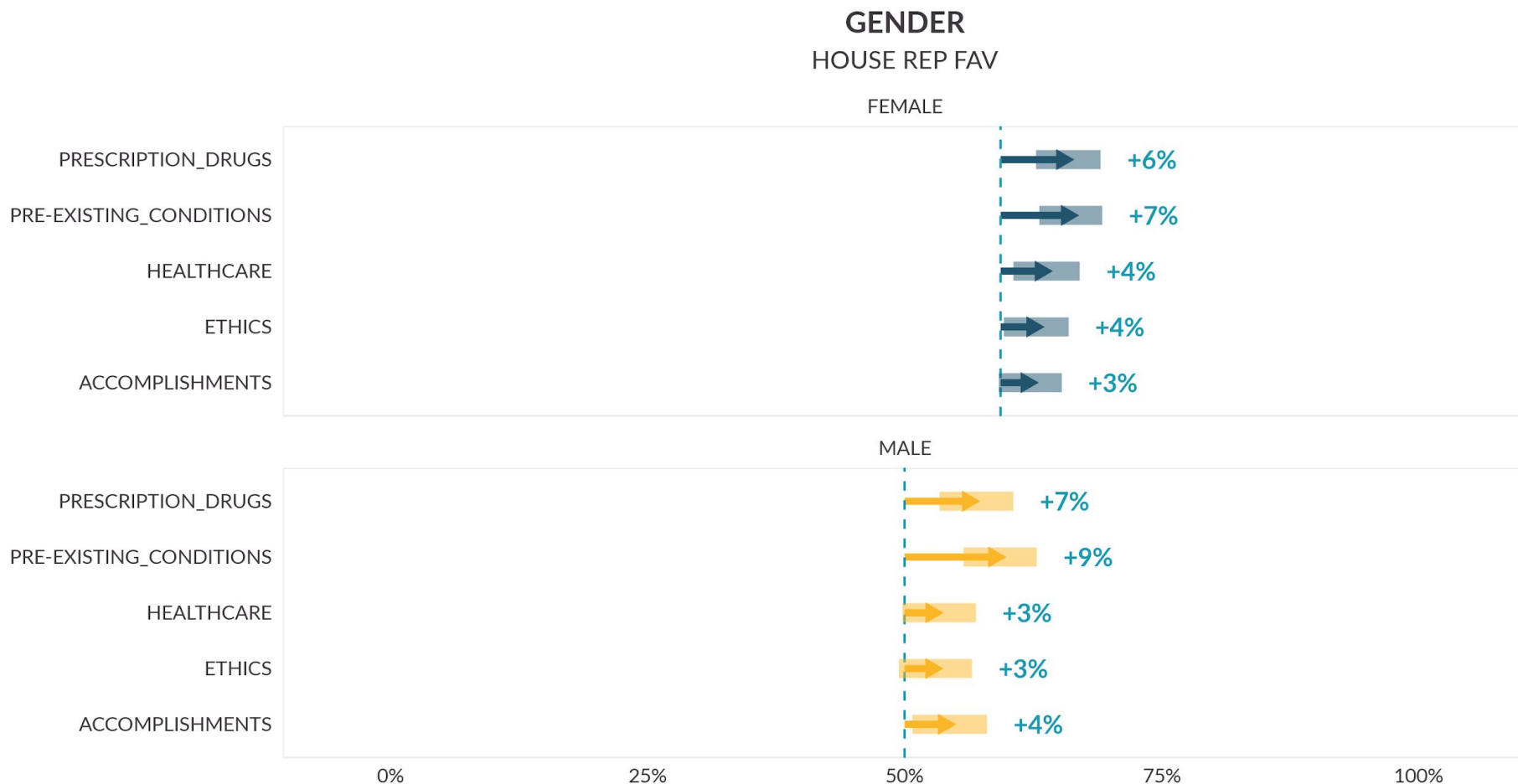
Treatment Effects by Subgroup



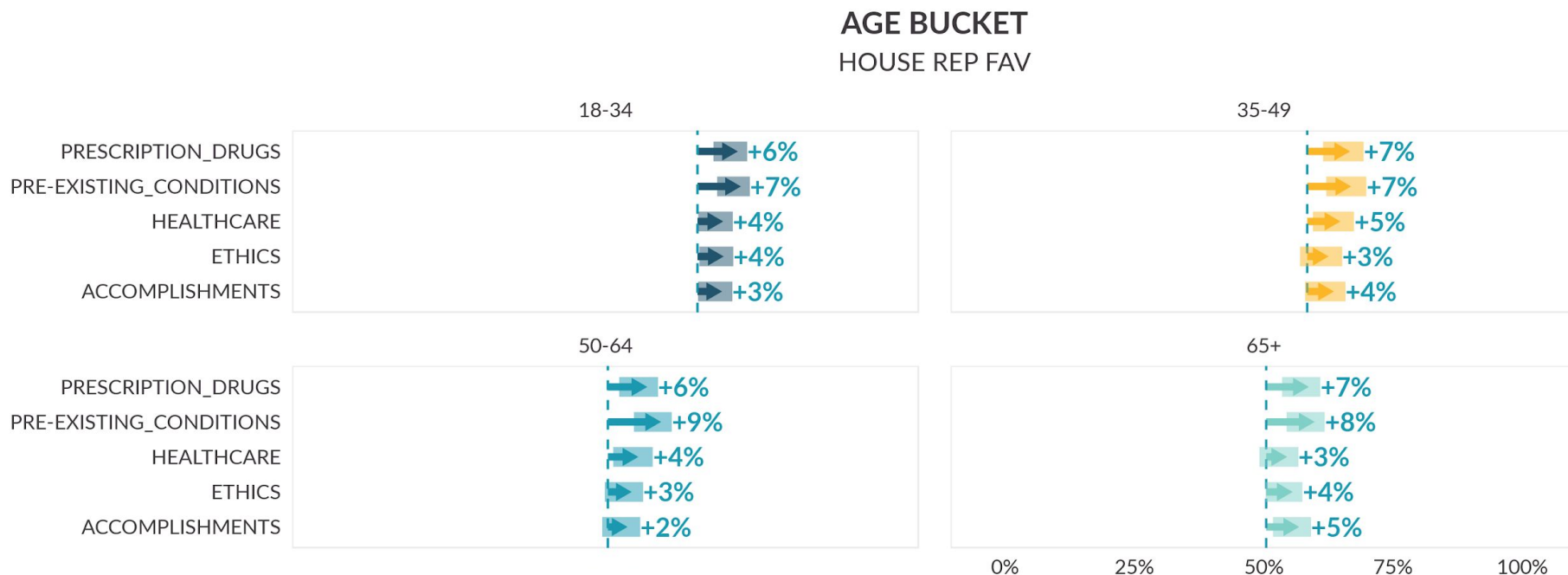
Treatment Effects by Subgroup



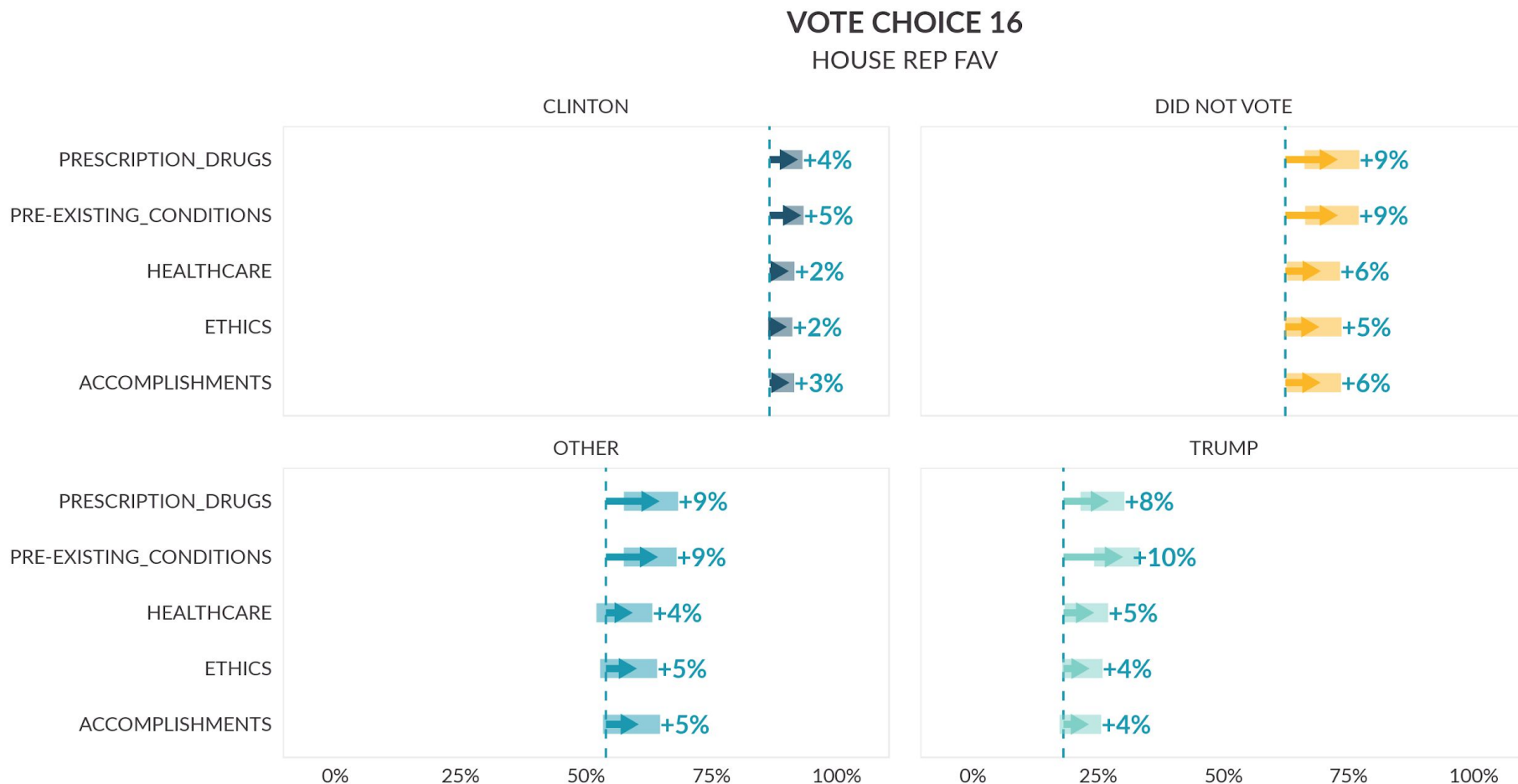
Treatment Effects by Subgroup



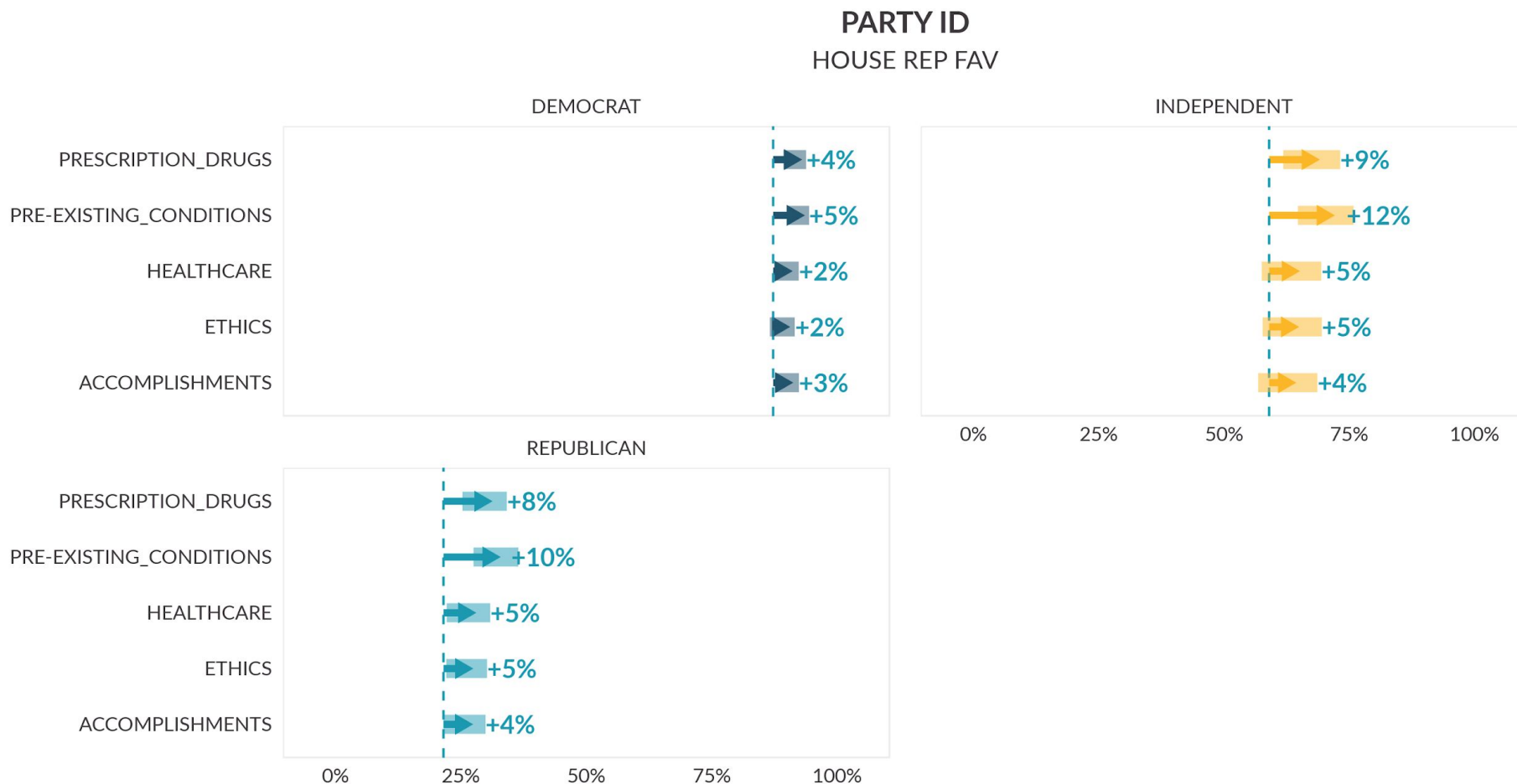
Treatment Effects by Subgroup



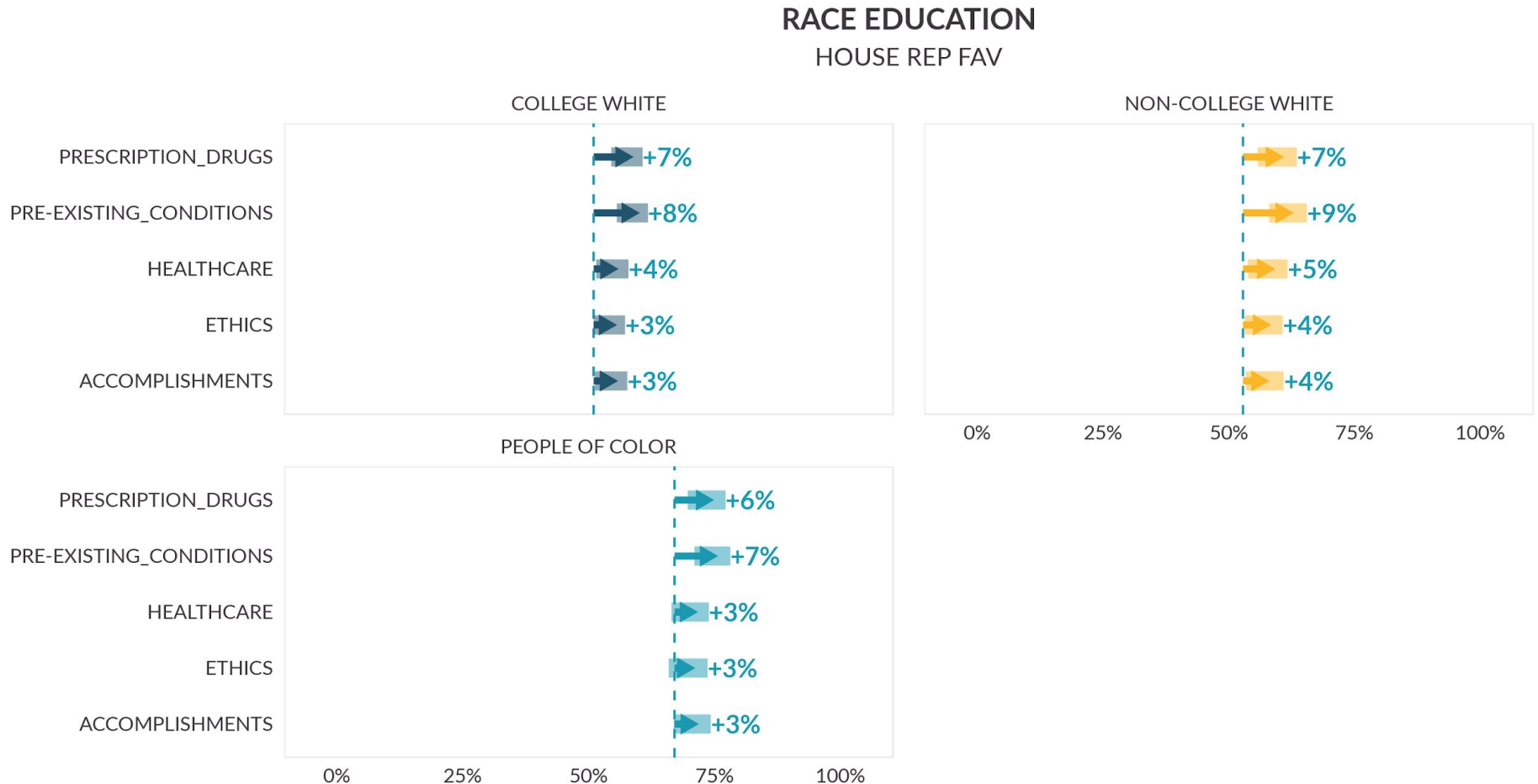
Treatment Effects by Subgroup



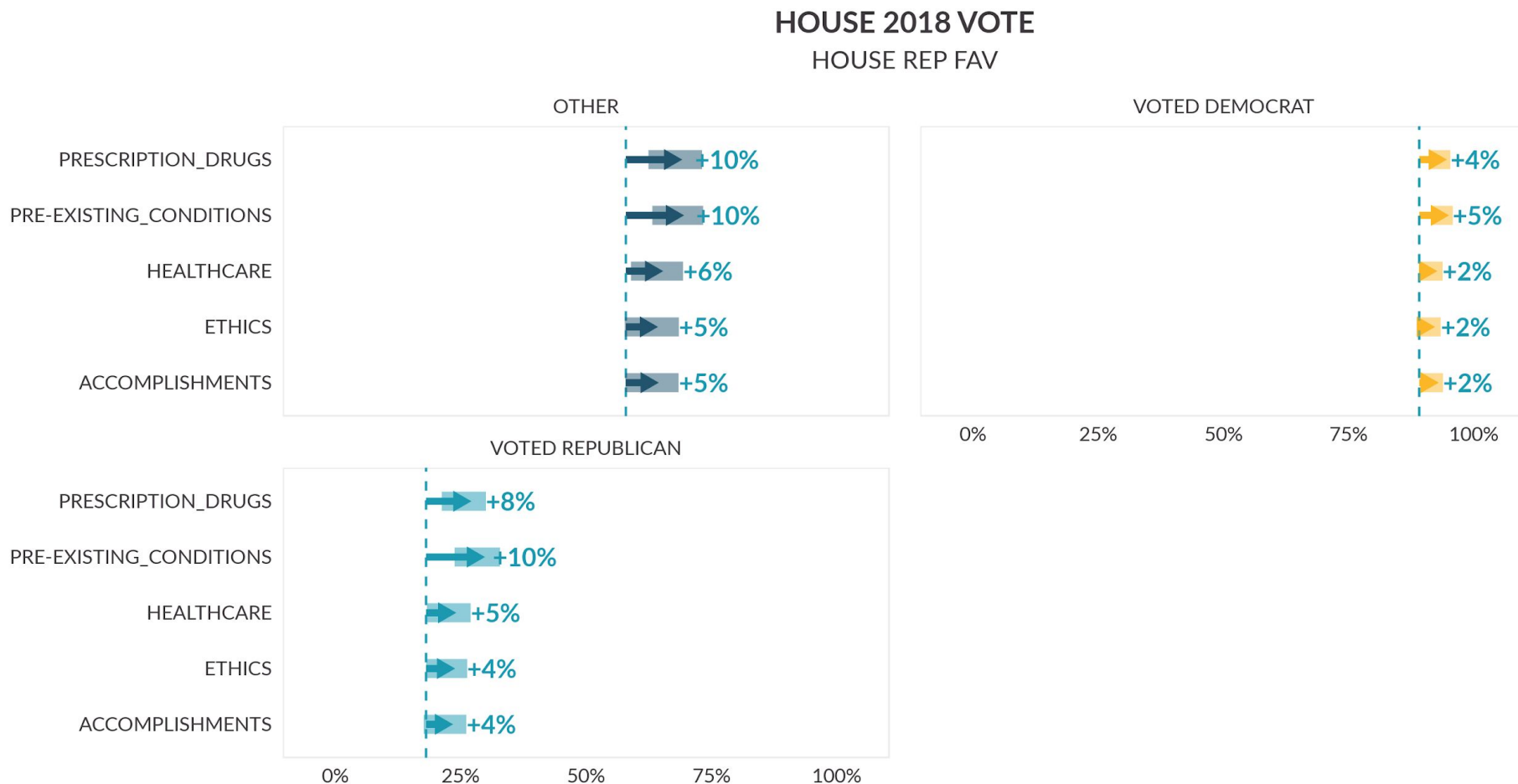
Treatment Effects by Subgroup



Treatment Effects by Subgroup



Treatment Effects by Subgroup



Appendix

Methodology

No matter
where **you**
are in life,



Congresswoman Katie Porter is fighting
for quality **health care you can afford.**

Paid for by House Majority Forward.

Example Creative

HMP19008_CA45

Our Representative **Katie Porter**:
**Working to lower our
health care costs.**



Representative Katie Porter is
working every day so hardworking
families can afford health care.

**That's why Representative
Katie Porter is fighting to:**

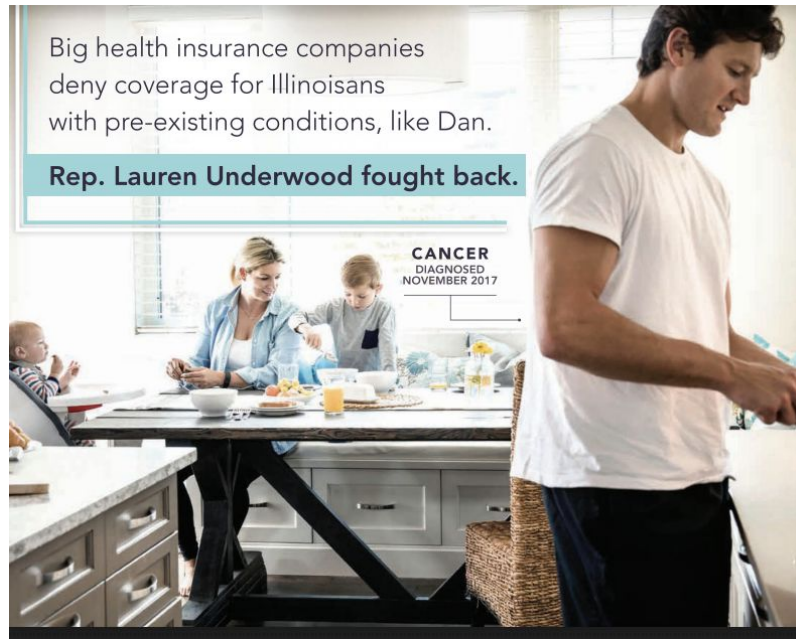
- Ensure no one can ever be denied care because of a pre-existing condition. (H.R. 986, Vote #196, 5/9/19; CNN, 5/9/19)
- Reduce prescription drug costs by helping make cheaper generic drugs more available. (H.R. 987, Vote #214, 5/16/19; New York Times, 5/16/19)
- Provide substance use disorder treatment to combat the opioid epidemic. (SCVTV, 7/11/19)



**Call Katie Porter at
(202) 225-5611.**

**Thank her for working to lower health
care costs and protecting our coverage.**

Methodology



Example Creative



As a young child, Rep. Lauren Underwood was diagnosed with a heart condition. Since then, she has dedicated her life as a registered nurse, public health advisor, educator, and now legislator, to help others access quality, affordable health care.

That's why she co-sponsored the Protecting Pre-Existing Conditions & Making Health Care More Affordable Act, which would:

- Expand affordability of insurance plans and lower health insurance premiums.
- Stop big insurance companies from denying Americans with pre-existing conditions access to health insurance.
- Prevent big insurance companies from selling "junk" health insurance plans, including those that do not cover essential medical treatments.

Call **Lauren Underwood** at **(202) 225-2976**. Thank her for voting to make sure every Illinoisan with a pre-existing condition can keep their health insurance coverage.