

# Get the 4-1-1 on Your 2020 Campaigns

## Key Insights & Data-Driven Strategies to Rally Voters This Election Season



### IN THE WHITE HOUSE

Source: Date

#### Highlights & Promises Kept



**Donald Trump**

45th President  
Republican Incumbent

- Grew the economy
- Lowered unemployment
- Overhauled the VA
- Exited TPP
- Renegotiated NAFTA
- Secured new trade deals
- Ended ACA individual mandate
- Confirmed 28 federal judges
- Ended restrictive energy policies
- Ended 67 business regulations
- Defeated ISIS



### ON THE CAMPAIGN TRAIL

#### Leading Candidate Policies



**Joe Biden**

Former VP & Senator, DE



**Bernie Sanders**

Senator, VT



**Elizabeth Warren**

Senator, MA



**Pete Buttigieg**

Mayor, South Bend, IN



**Mike Bloomberg**

Former Mayor, NYC

Tuition free public college	Partial	Yes	Yes	Partial
Universal child care	Unknown	Yes	Yes	Unknown
Ban offshore drilling	Partial	Yes	Yes	Yes
Universal background checks	Yes	Yes	Yes	Yes
Ban assault weapons	Yes	Yes	Yes	Yes
Gun buy back	Voluntary	Voluntary	Unknown	Yes
Eliminate private health insurance	No	Yes	Yes	No
Abolish ICE	Unknown	Yes	No	Yes
Wealth tax	Unknown	Yes	Yes	Yes
Breaking up the largest banks	Unknown	Yes	Yes	Unknown
Withdraw troops in Afghanistan	By end of 1st term	By end of 1st term	By end of 1st term	Yes
Intervention in Syria	Yes	No	Unclear	Unclear
Abolish Electoral College	Unclear	Yes	Yes	Yes
Support right to Abortion	Yes	Yes	Yes	Yes
End capital punishment	Yes	Yes	Yes	Yes
Legalization of marijuana	Partial	Yes	Yes	Yes
End private prisons	Yes	Yes	Yes	Yes

**NEW!**

"I'm running for president to defeat Donald Trump and rebuild America."

Buttigieg is a Democratic force to be reckoned with. As of November 2019, he's leading the polls in Iowa.

#### Leading Candidate Ranking Among Democrats & Left-Leaners

November 30 through December 1st  
-- TheHill.com

**BIDEN**  
PRESIDENT

**Bernie**

**WARREN**

**20 PETE 20**

**mike**  
BLOOMBERG2020



Point Change Since Last Poll

## Top 5 Policy Interests by Party in 2019

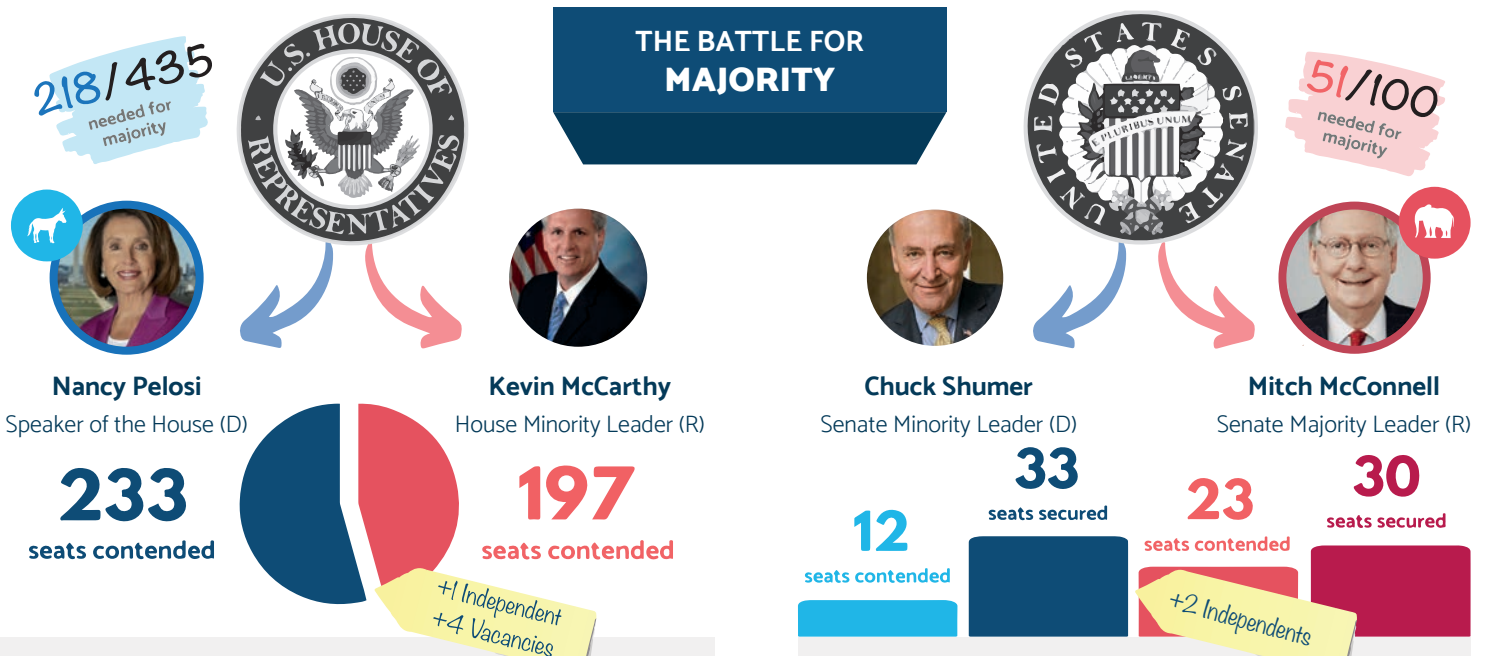
% who said [topic] should be a top priority for Trump and Congress in January 2019.

-- Pew Research Center

Democrats	Republicans
● Healthcare Costs 77%	● Terrorism 83%
● Education 76%	● Economy 79%
● Environment 74%	● Immigration 68%
● Medicare 73%	● Social Security 68%
● Poor & Needy 71%	● Medicare 60%

Additional topics included jobs, crime, drug addiction, budget deficit, race relations, military, transportation, climate change and global trade.

## All House Seats & Thirty-Five Senate Seats Contended



### House Seats Flipped in 2018 Elections

Arizona	▲	New Jersey	▲▲▲▲
California	▲▲▲▲▲▲▲	Minnesota	▲▲
Florida	▲▲	New York	▲▲▲
Georgia	▲	Oklahoma	▲
Iowa	▲▲	Pennsylvania	▲▲▲▲▲▲
Illinois	▲▲	South Carolina	▲
Kansas	▲	Texas	▲▲
Maine	▲	Utah	▲
Michigan	▲▲	Virginia	▲▲▲
New Mexico	▲	Washington	▲

### Senate Seats Flipped in 2018 Elections

Arizona	▲
Florida	▲
Indiana	▲
Missouri	▲
North Dakota	▲▲
Nevada	▲

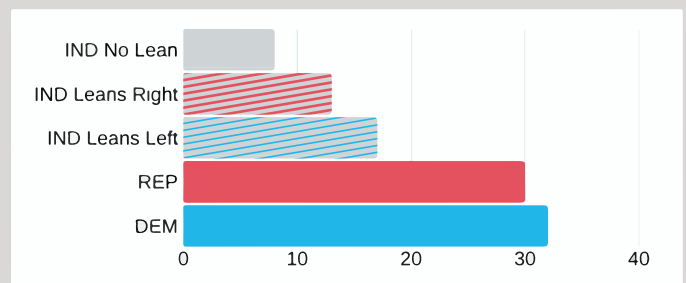
Did you know? In 2018, Republicans held on to the Senate majority, but the Democrats took the House in a landslide when they gained 40 seats.

▲ Democrat Seat Won  
▲ Republican Seat Won

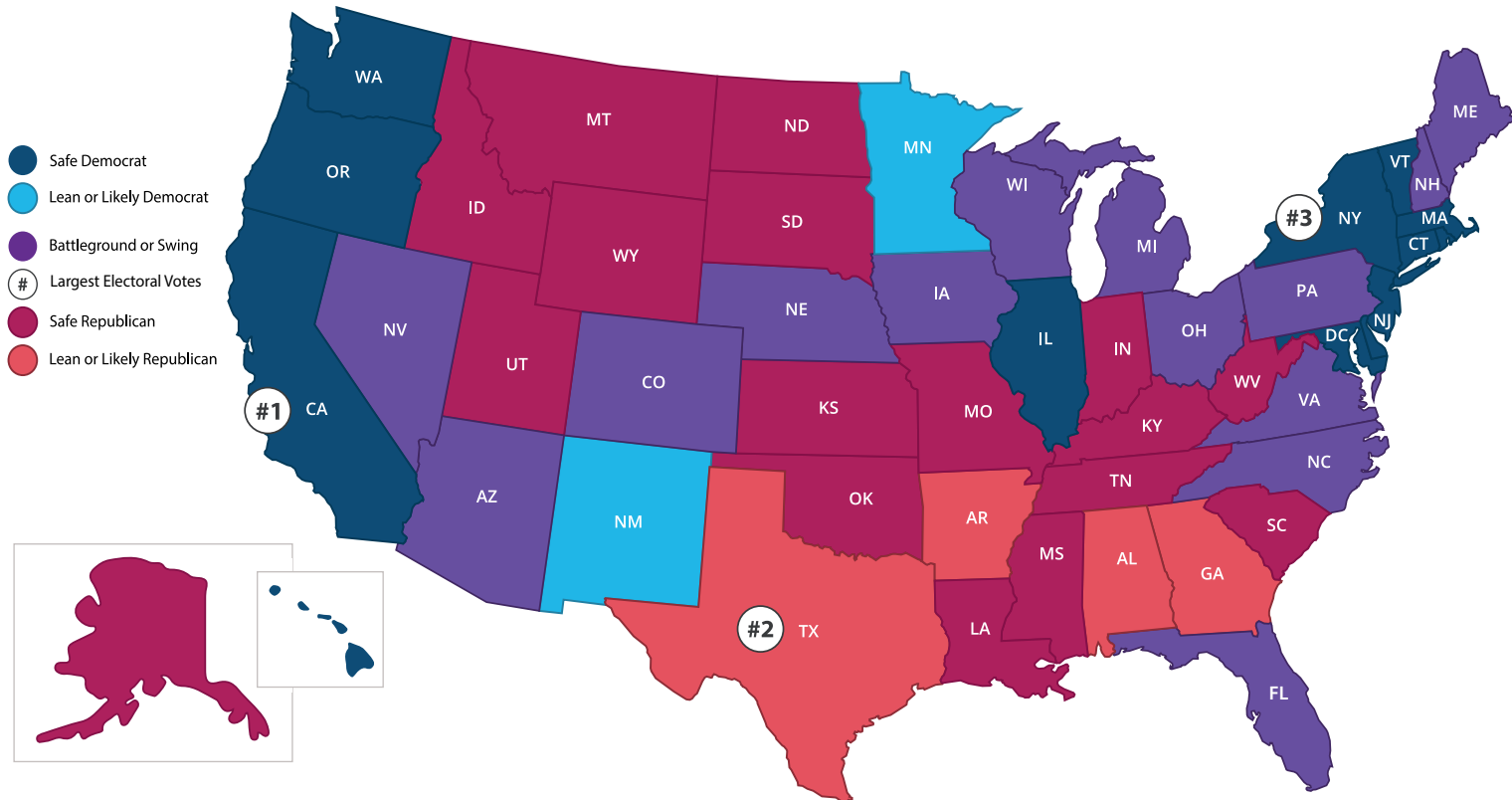
## IT'S A PURPLE NATION

...with a blueish hue

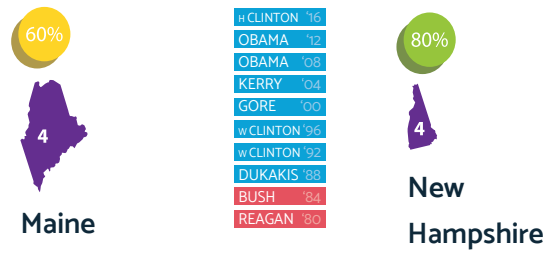
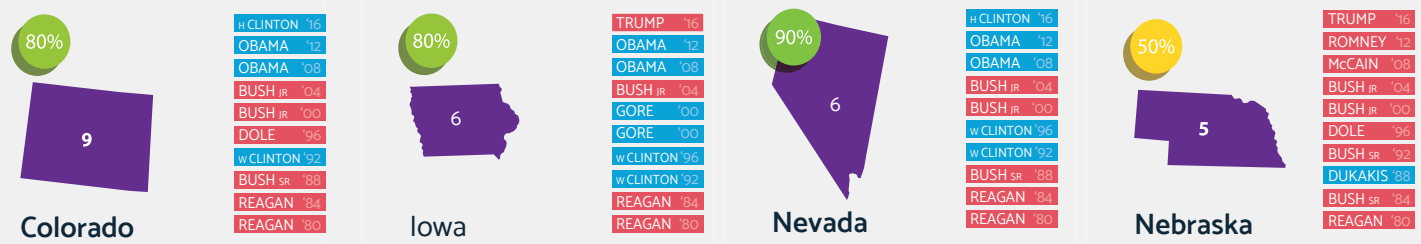
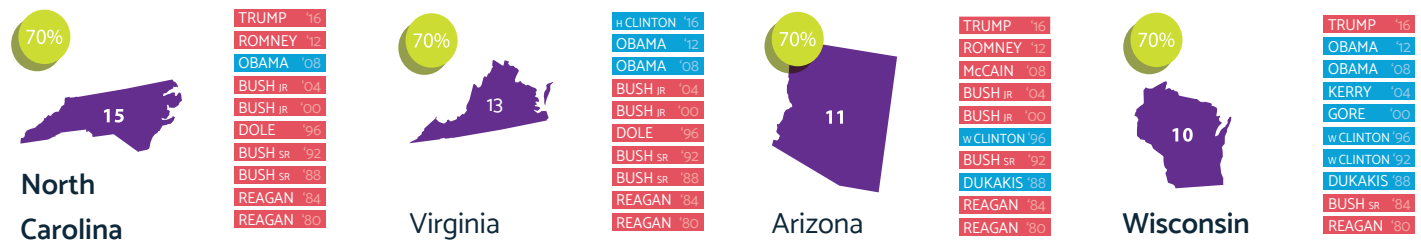
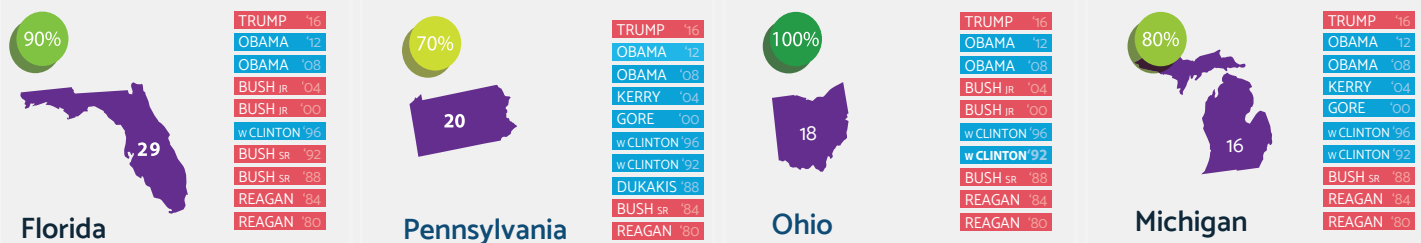
Democrats & left-leaning Independents outnumber Republicans & right-leaning Independents by 7%.



# States by Leaning & Electoral Power



# Electoral votes awarded    % How often the state's electors won the presidency    Candidate 'Year State's electors were Republican    Candidate 'Year State's electors were Democrat



Did you know? Ohio is the only state to elect the future president in 10/10 of the last elections.

**538** electors in the electoral college    **270** electoral votes needed to win the presidency

## IMPORTANT DATES

# FEB

3rd Iowa  
 10th Hawaii  
 Idaho  
 Mississippi  
 Missouri  
 North Dakota  
 Washington  
 11th New Hampshire  
 12th Nevada  
 29th South Carolina

# MAR

3rd Alabama  
 Alaska  
 American Samoa  
 Arkansas  
 California  
 Michigan  
 Colorado  
 Maine  
 Minnesota  
 North Carolina  
 Oklahoma  
 Tennessee  
 Texas  
 Utah  
 Vermont  
 Virginia  
 Democrats Abroad  
 8th Puerto Rico  
 12th Virgin Islands  
 Guam  
 Northern Marianas  
 Wyoming  
 17th Arizona  
 Florida  
 Illinois  
 Ohio  
 Northern Marianas  
 21st Kentucky  
 American Samoa  
 Georgia  
 Puerto Rico

# APR

3-5th North Dakota  
 4th Alaska  
 Hawaii  
 Louisiana  
 Wyoming  
 7th Wisconsin  
 28th Connecticut  
 Delaware  
 Maryland  
 New York  
 Pennsylvania  
 Rhode Island

# MAY

2nd Guam  
 Kansas  
 5th Indiana  
 12th Nebraska  
 West Virginia  
 19th Kentucky  
 Oregon  
 2nd District of Columbia  
 Montana  
 New Jersey  
 New Mexico  
 South Dakota

Did you know?  
 OTT (over-the-top media streaming) is a more cost effective solution than linear TV for targeting down-ballot campaigns in specific markets

# JUN

6th Virgin Islands

# JUL

13-16th Democratic National Convention

# AUG

24-27th Republican National Convention

# SEP

29th Presidential Debate  
 Indiana

# OCT

7th Vice Presidential Debate  
 Salt Lake City  
 15th Presidential Debate  
 Michigan  
 22nd Presidential Debate  
 Tennessee

## WHERE DATA IS KING



IN GOD WE TRUST.  
 EVERYONE ELSE,  
 BRING DATA.

See, Bloomberg's got the right idea!

## Reaching the Right Voters Has Never Been Easier

LBDigital provides the political marketing data you need to rally constituents, engage persuadable voters, and give your candidate the edge they need to win!

### Select from 600+ Segments Readily Available for Targeting Across Channels

#### Candidate

- Federal
- State
- Local

#### Special Interests

- Policies
- Causes & Issues
- Current Events

#### Demographics

- Generation
- Ethnicity & Religion
- Gender & Income

#### Location

- City, State, Congressional District
- Digital & Offline

Now you can target exclusive custom audiences using keywords to identify what content people are consuming online.

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Like this infographic? Get our Digital Taxonomy of 600+ voter audiences! Just ask Amy Benicewicz at [amy@listbargains.com](mailto:amy@listbargains.com) or (203) 746-6640.



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