



Creative Focus

Economic Security Project Action

August 01, 2022

Summary

TEST NAME

ESPA

AUDIENCE

2,460

RESPONDENTS

Gen Pop in GA,
NV, OH, and PA

TOPICS

Child Tax Credit

CREATIVES

Took Away

Too

First

Fir

Earrings

Ear

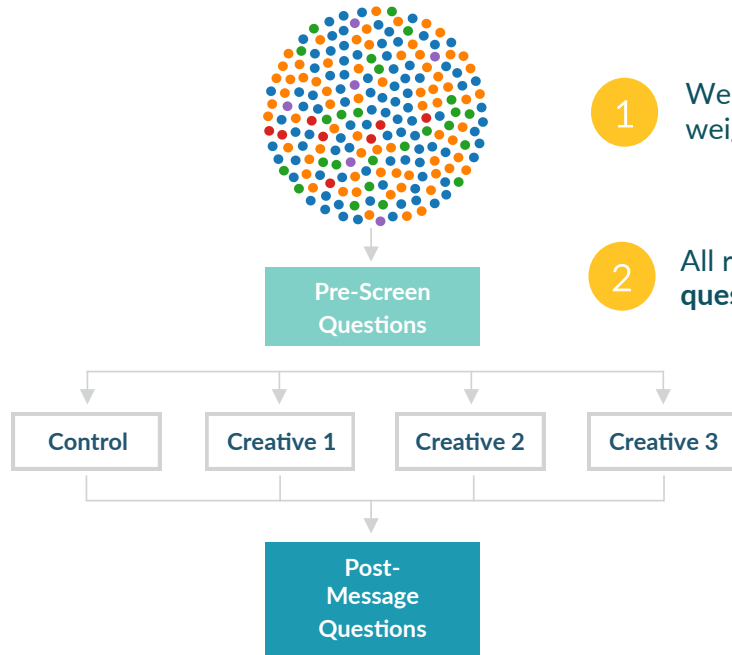
Only One

Onl



Methodology

How does the test work?



1

We find a **representative sample** using our state-of-the-art sampling and weighting correction methods.

2

All respondents were asked demographic and other relevant **Pre-Screen questions**.

3

Respondents were then **randomly split** into treatment and control groups. Those in a treatment group were shown a single creative.

4

Respondents were then asked **Post-Message questions** to measure message effectiveness on key metrics.



Methodology

What questions were asked?

Pre-Screen

- Race
- Gender
- Education
- Income
- Ideology
- Partisanship
- Age
- Urbanicity
- Voter Reliability
- Parents

Post-Message

- How important is it to you that the Child Tax Credit continues?
- How effective do you think the Child Tax Credit is in helping poor, working, and middle class families with children?
- Which party do you think is most supportive of bringing back the Child Tax Credit?
- Which party do you trust more to support families?
- Which candidate does a better job at handling issues that affect families like yours?
- Thinking ahead, if the 2022 US Senate election in [STATE] was held tomorrow, would you vote for [Democratic candidate] or [Republican candidate]?



Guide to Analysis

How do I interpret the results?

For each survey question, we can determine the average effect each treatment has on the respondents by comparing their answers to the control group's answers.

Average treatment effect (ATE)

The incremental gain over the control group.

An ATE can be positive or negative. Backlash is a negative reaction to a piece of creative.



Shaded areas

Represent the margin of error, or a likely range of outcomes.

Dashed line

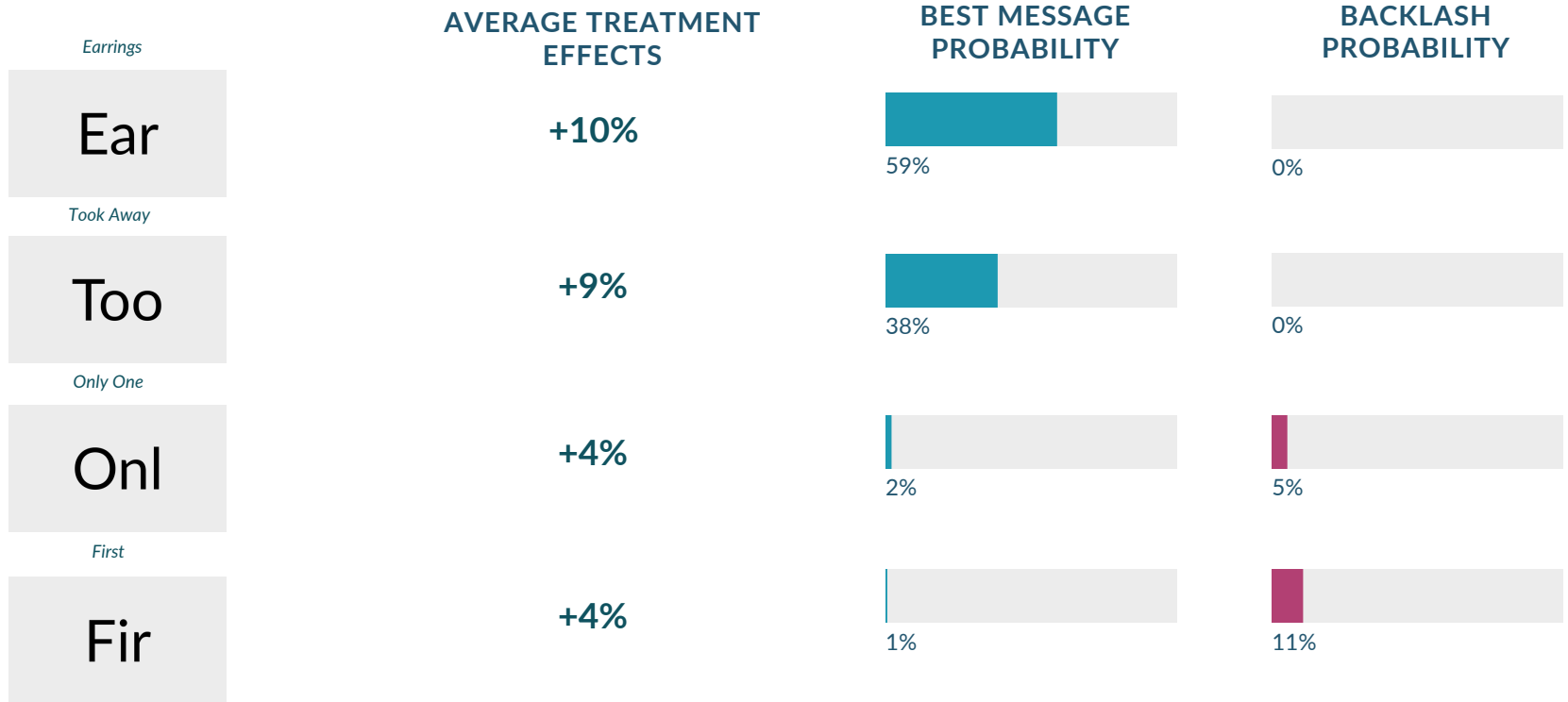
Represents the control baseline that ATEs are compared against. These baselines are how the control group answered, so will change depending on the question being asked.



Key Findings

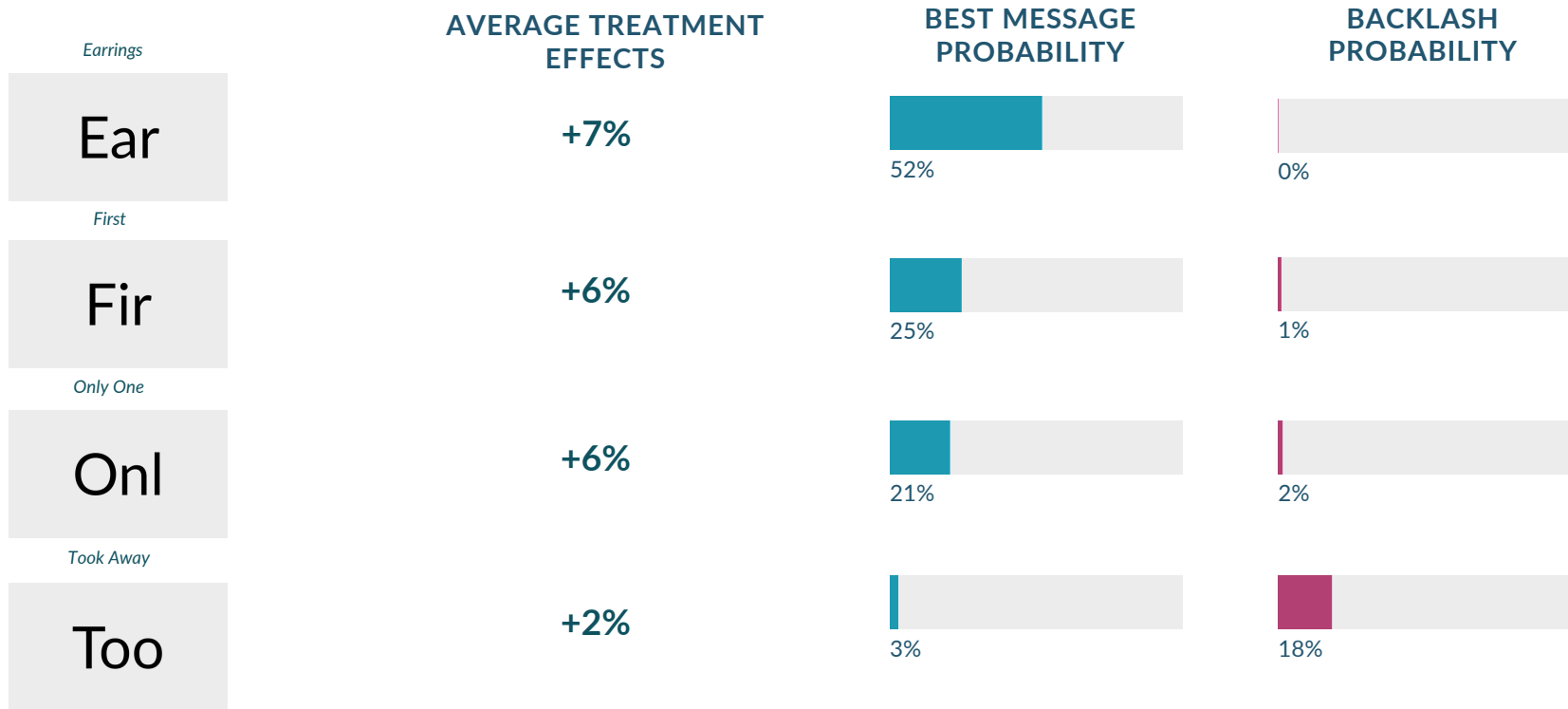
Key Findings: Candidate Handles Family Issues

How did my creative perform overall?



Key Findings: Candidate Vote Choice

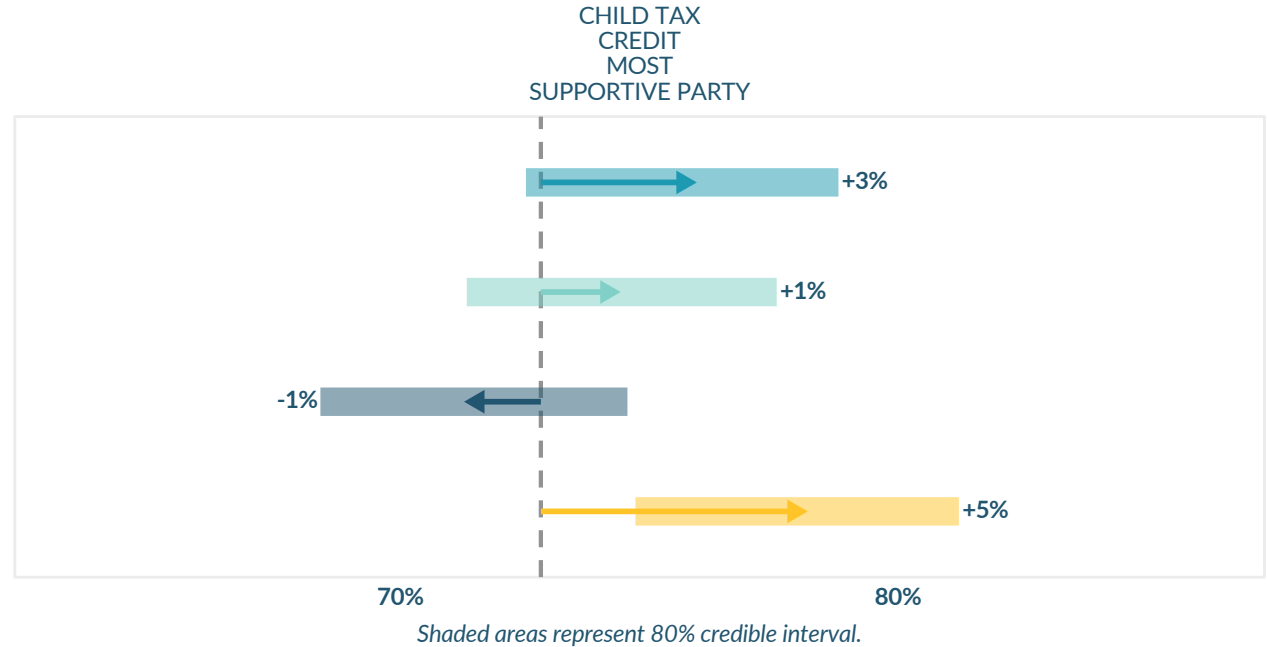
How did my creative perform overall?



Key Findings

FIRST ONLY ONE EARRINGS TOOK AWAY

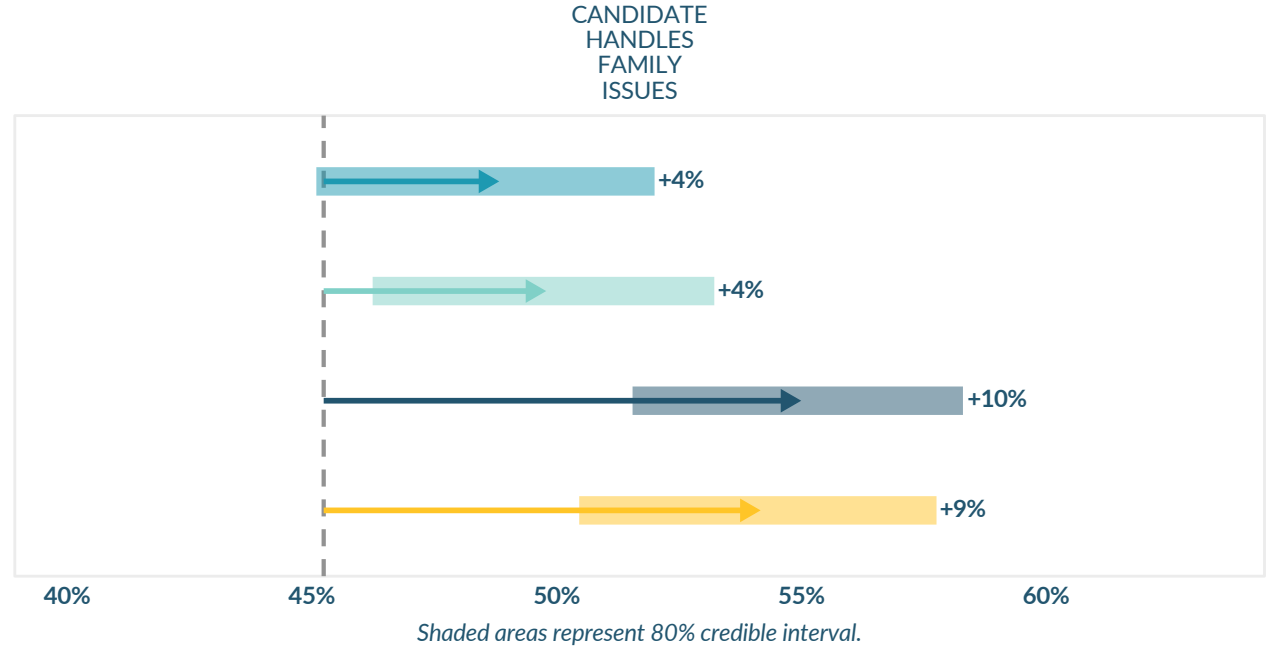
When asked which party is the most supportive of bringing back the Child Tax Credit, the 'Took Away' message had the highest average treatment effect at +5pp. 'First' and 'Only One' were less effective and 'Earrings' had a negative average treatment effect at -1pp and a lot of backlash.



Key Findings

FIRST ONLY ONE EARRINGS TOOK AWAY

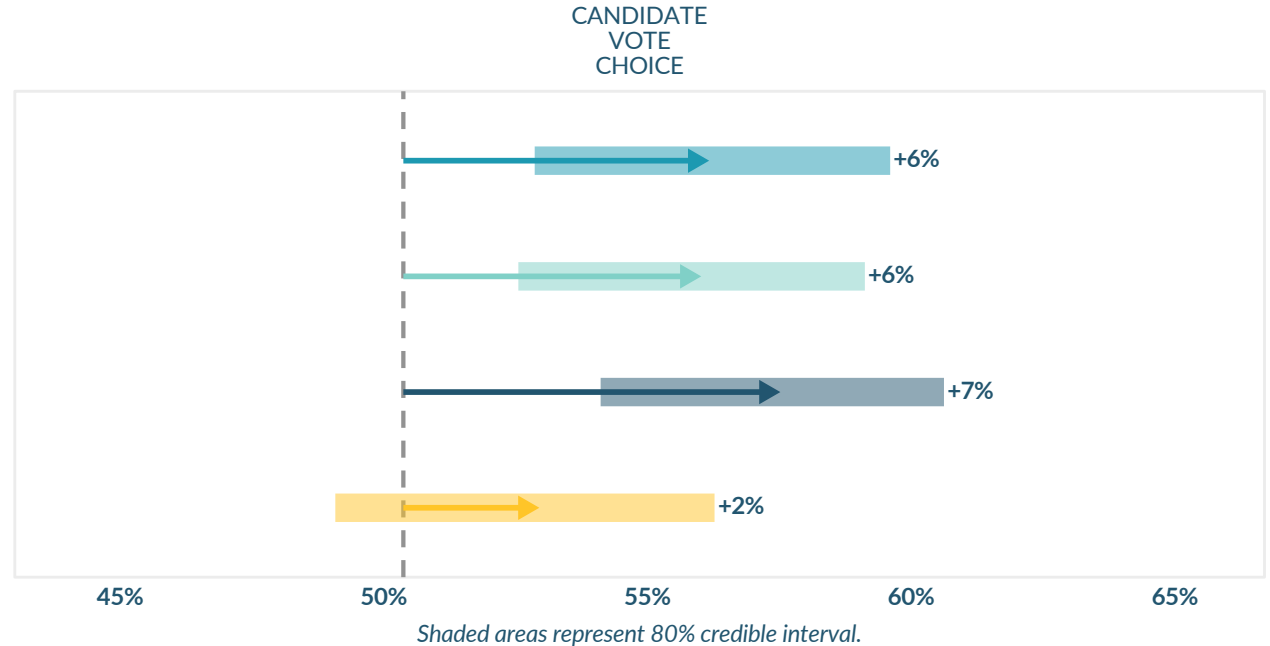
When asked which candidate does a better job at handling issues that affect families, the 'Earrings' message had the highest average treatment effect at +10pp. 'Took Away' also performed very well with an average treatment effect of +9pp. 'Only One' performed positively with +4pp and minimal backlash. 'First' was a little less conclusive and had some backlash.



Key Findings

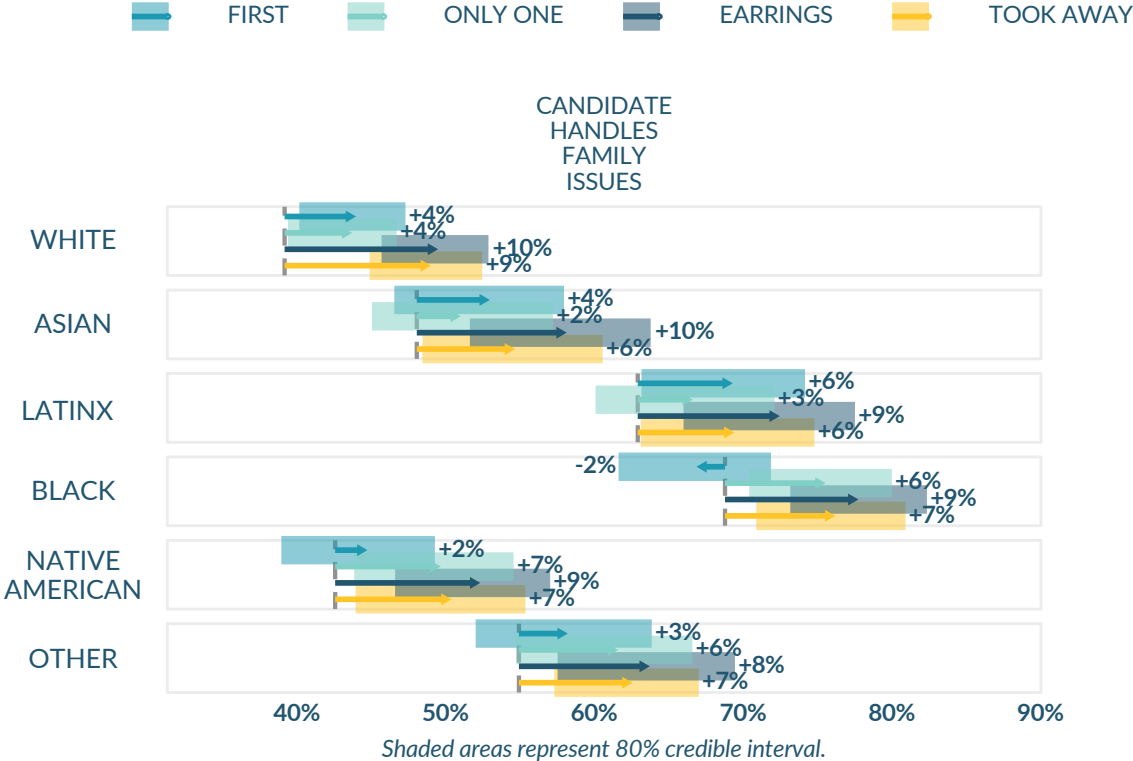
FIRST ONLY ONE EARRINGS TOOK AWAY

When asked which candidate they would vote for in the upcoming 2022 US Senate election, the 'Earrings' message had the highest average treatment effect at +7pp. 'Only One' and 'First' both performed very well with an average treatment effect of +6pp and minimal backlash. The 'Took Away' message was less conclusive and had more backlash.

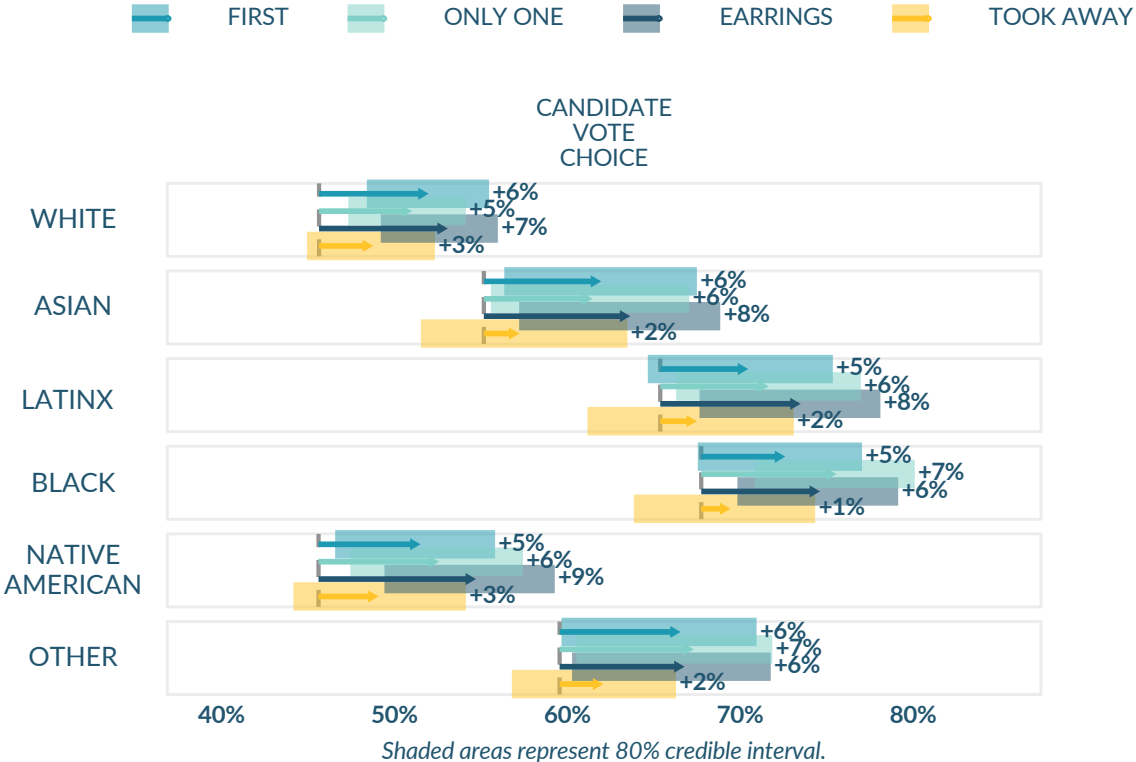


Treatment Effects by Subgroup

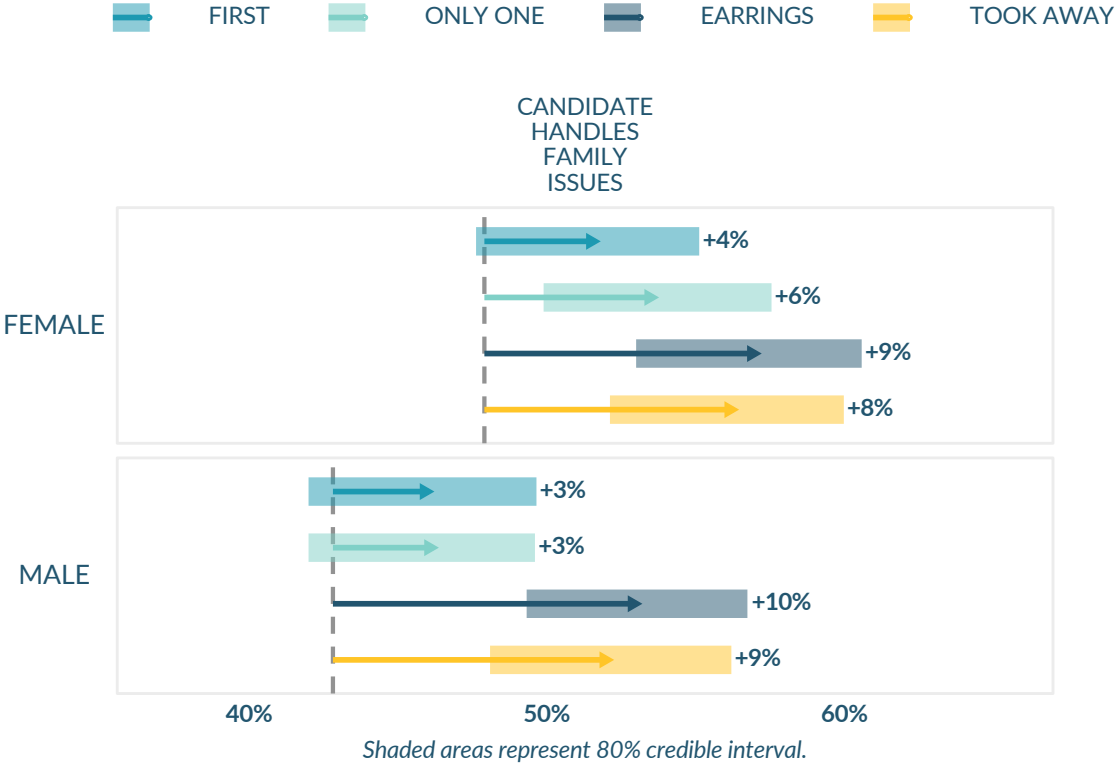
RACE



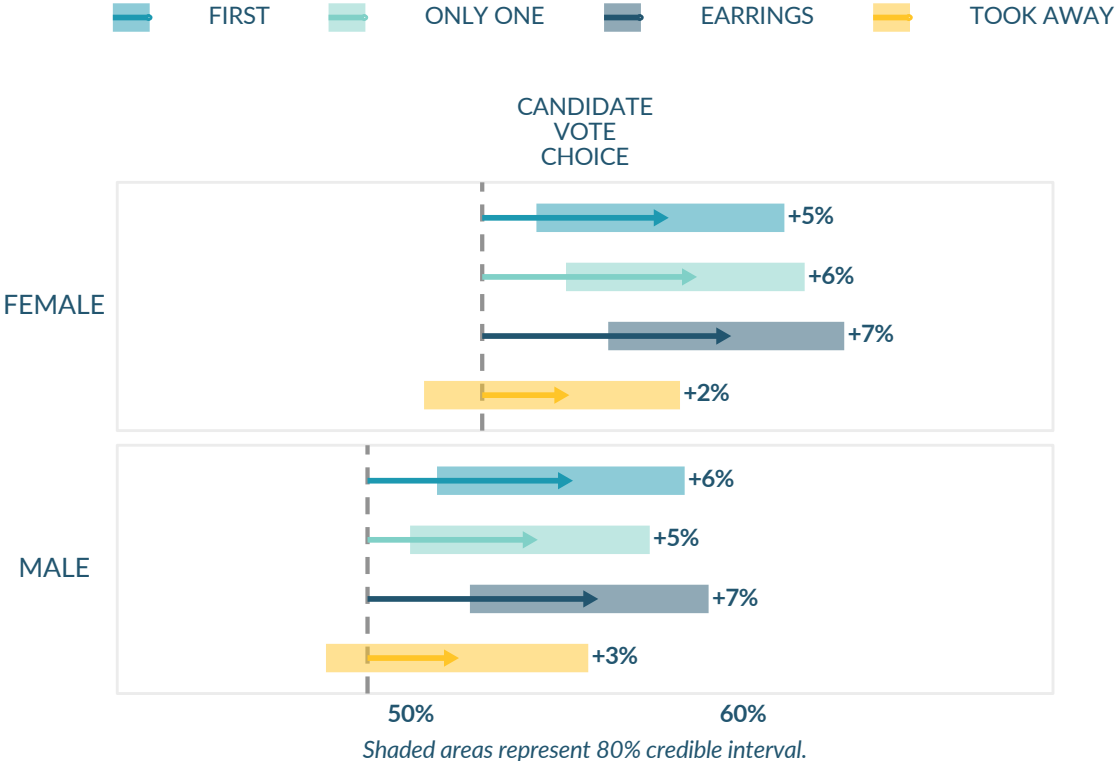
RACE



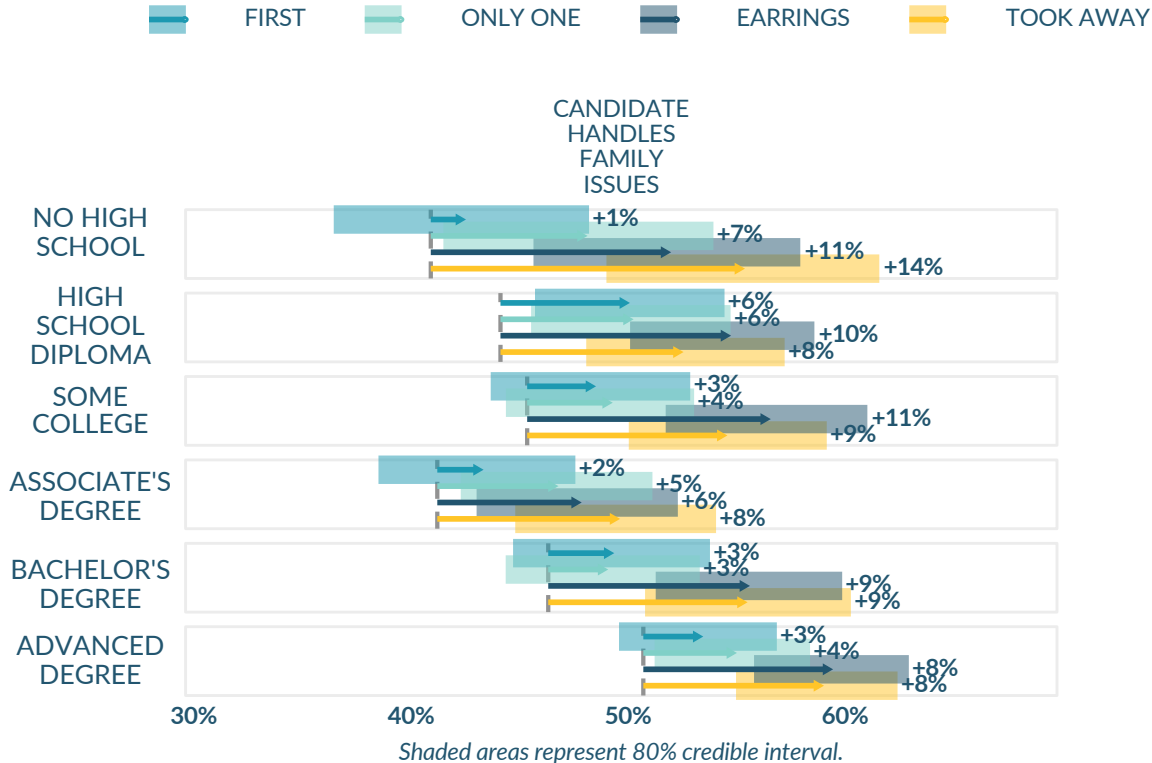
GENDER



GENDER

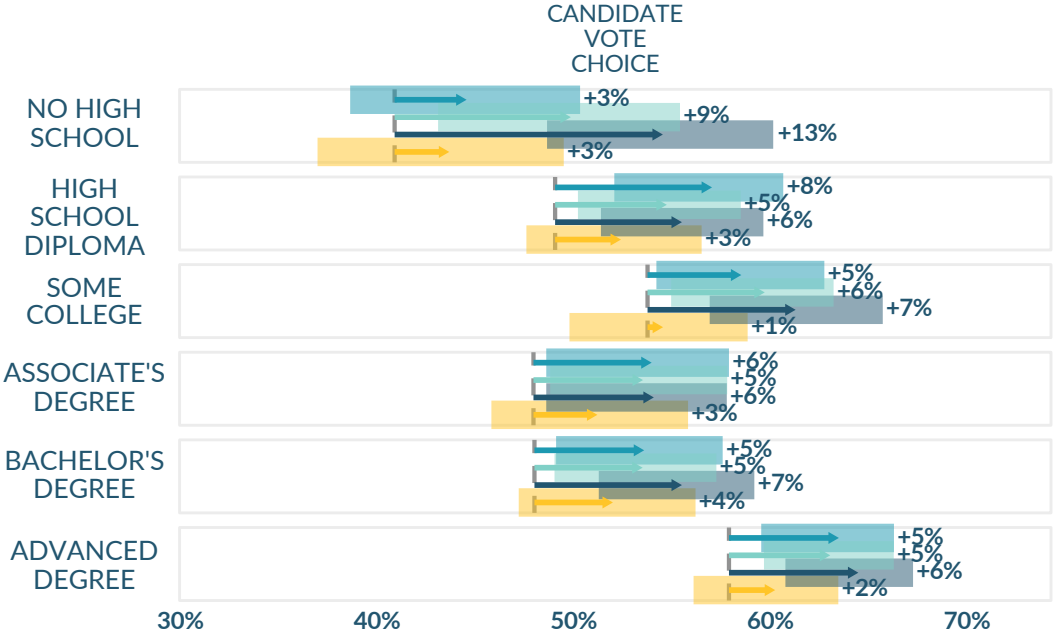


EDUCATION



EDUCATION

FIRST ONLY ONE EARRINGS TOOK AWAY

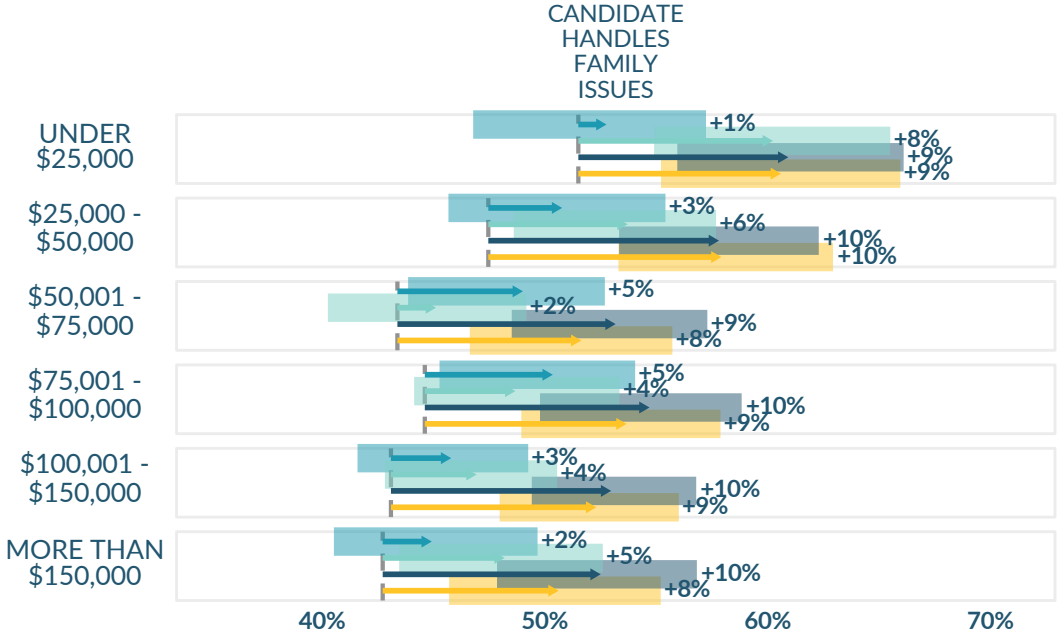


Shaded areas represent 80% credible interval.



INCOME

FIRST ONLY ONE EARRINGS TOOK AWAY

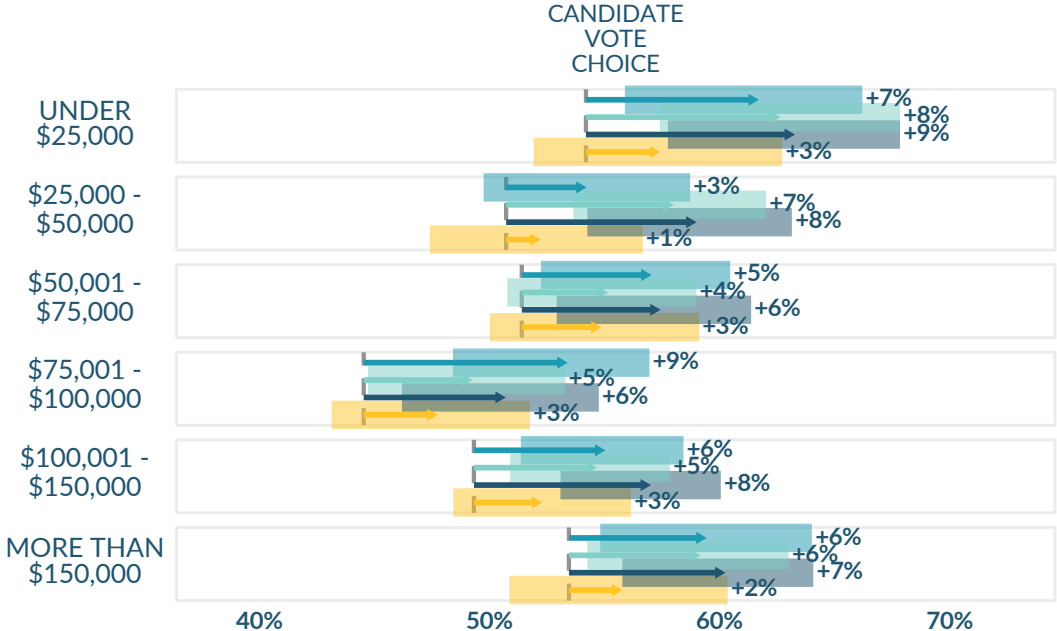


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INCOME

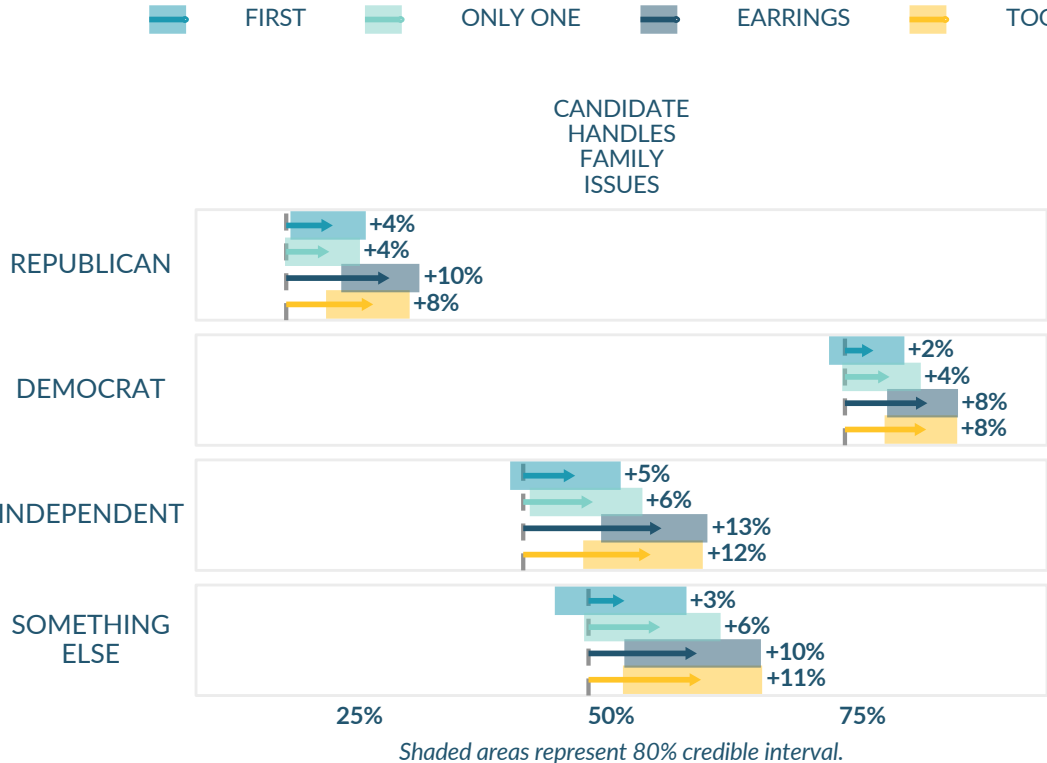
FIRST ONLY ONE EARRINGS TOOK AWAY



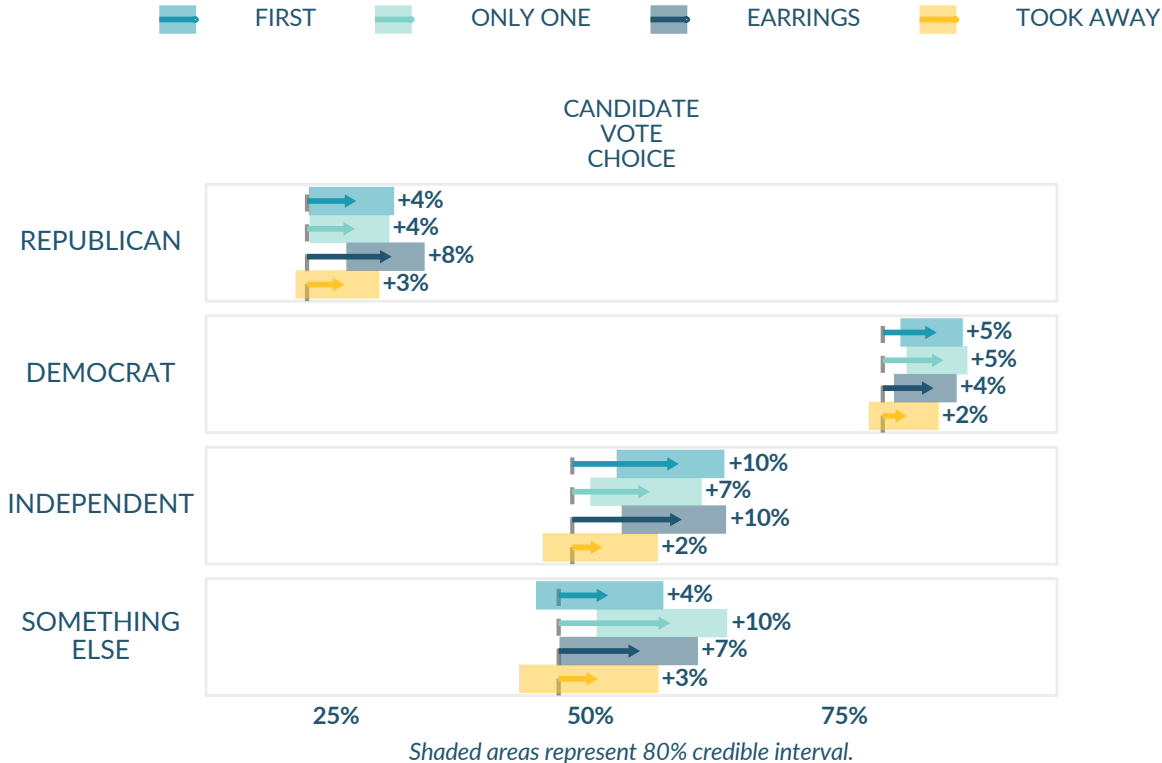
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PARTISANSHIP

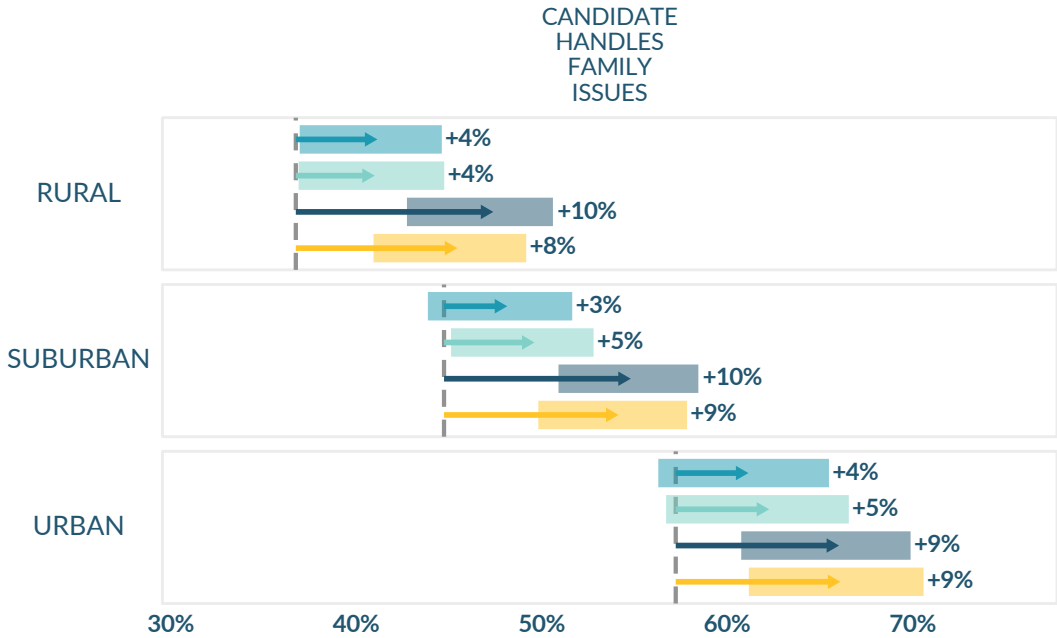


PARTISANSHIP



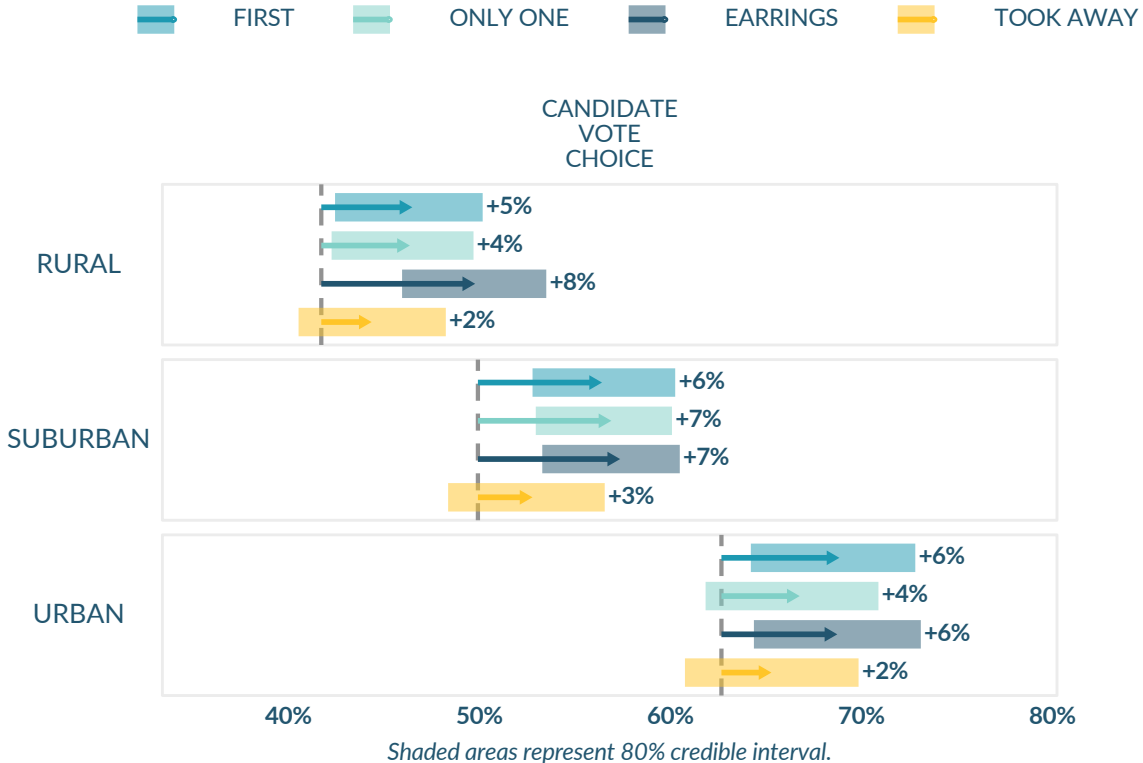
URBANICITY

FIRST ONLY ONE EARRINGS TOOK AWAY

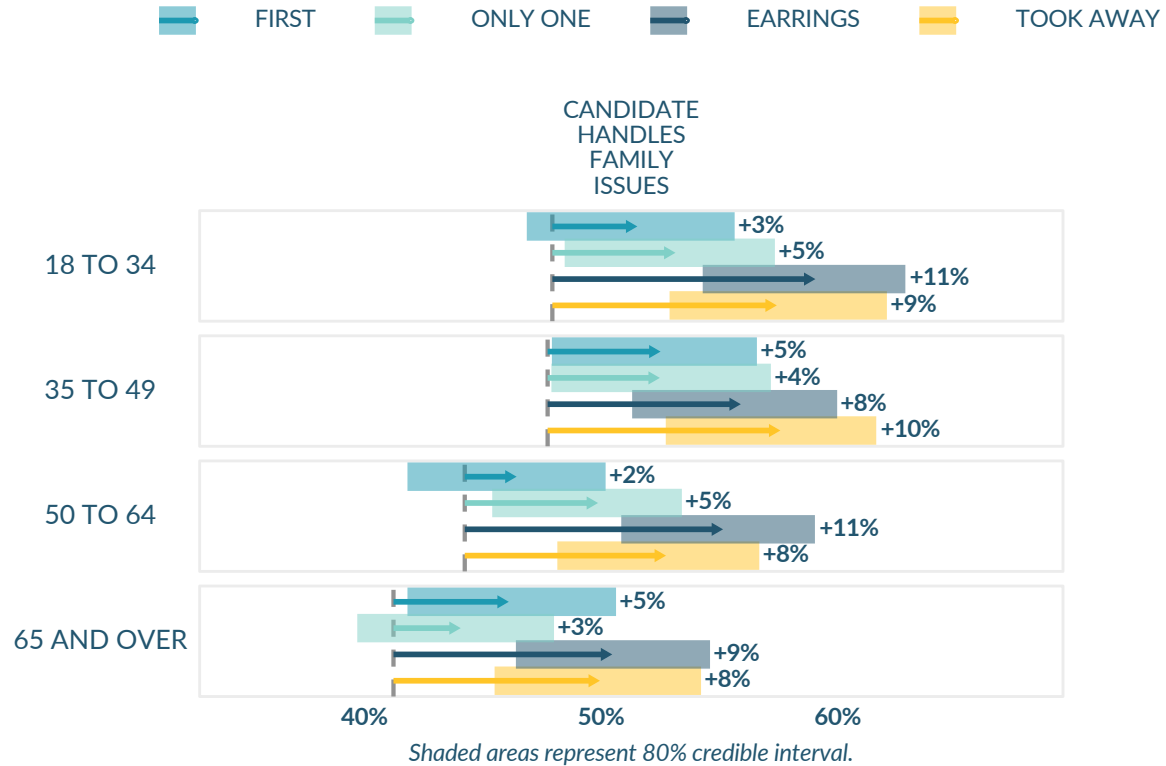


Shaded areas represent 80% credible interval.

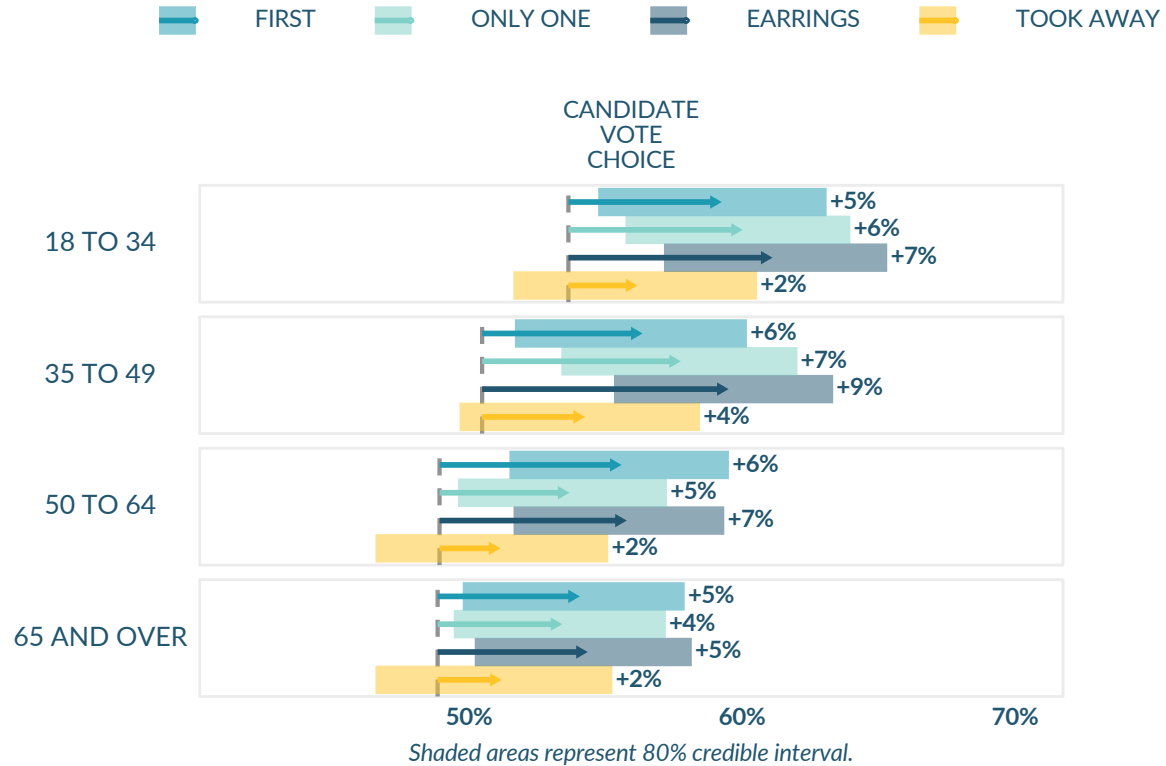
URBANICITY



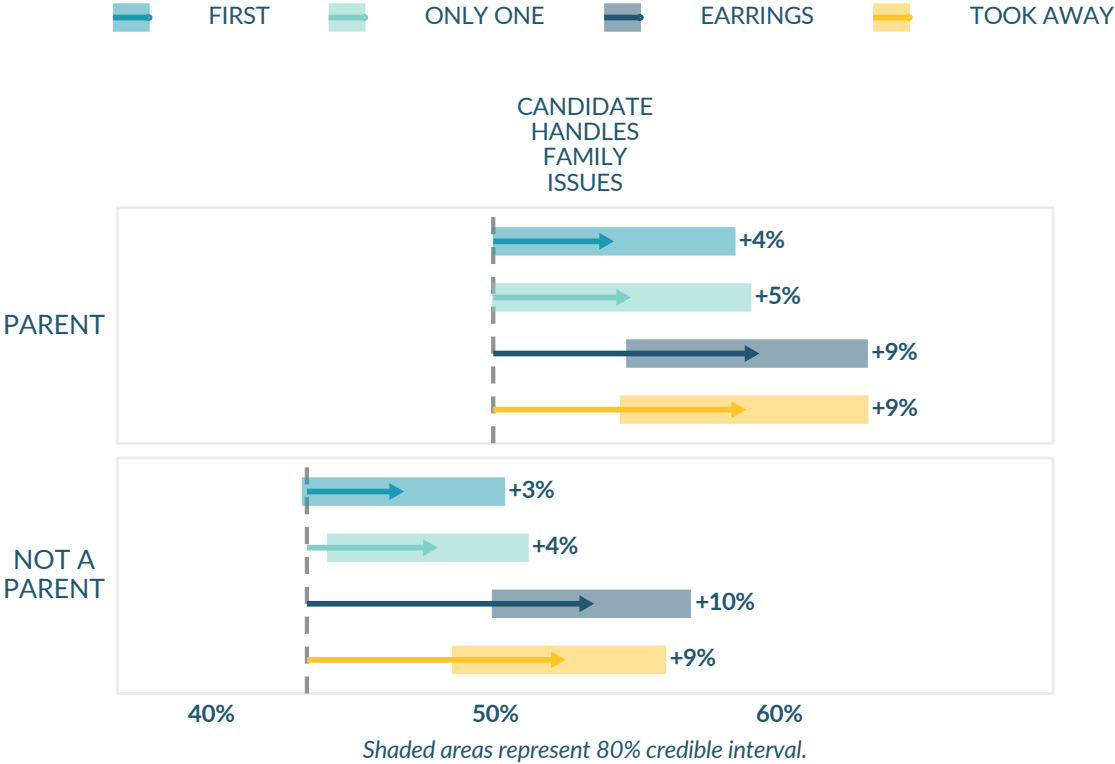
AGE



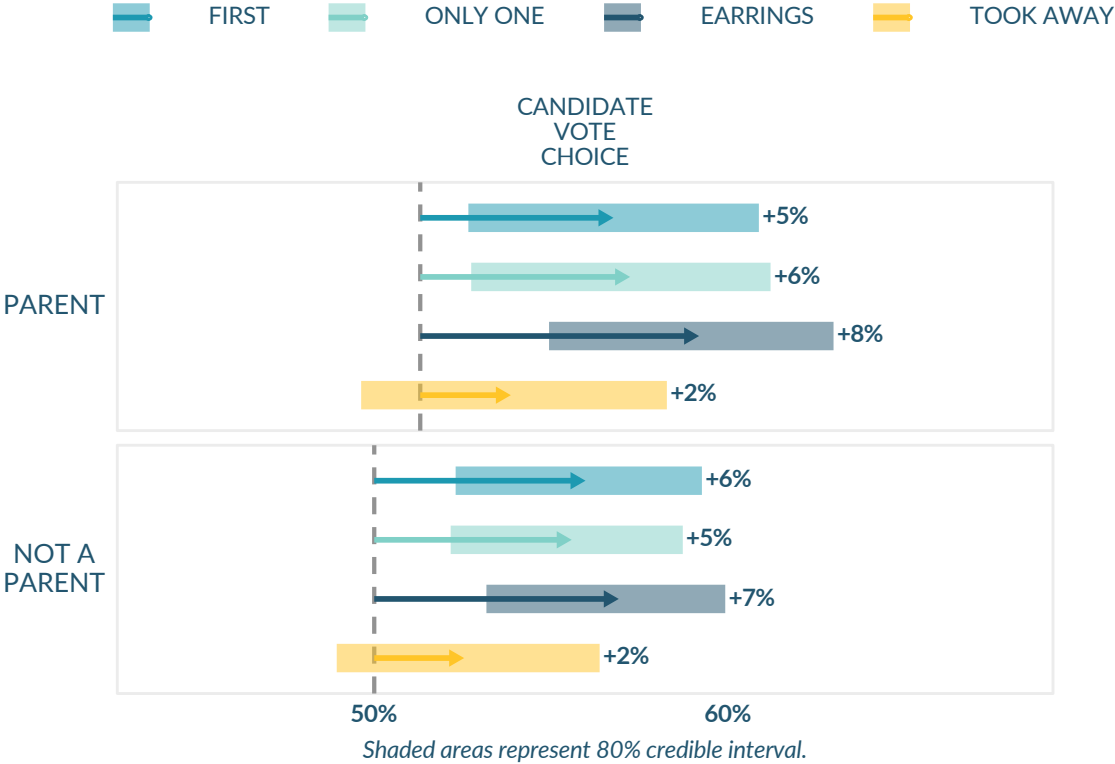
AGE



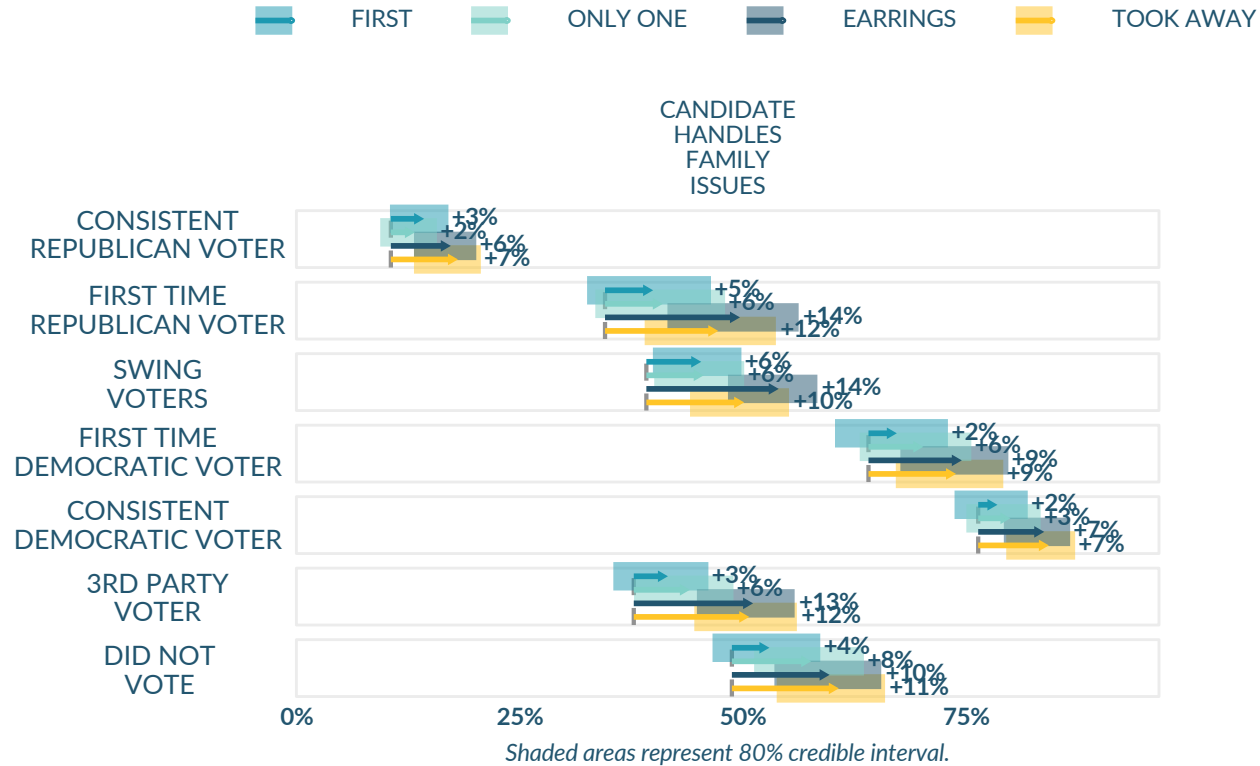
PARENT



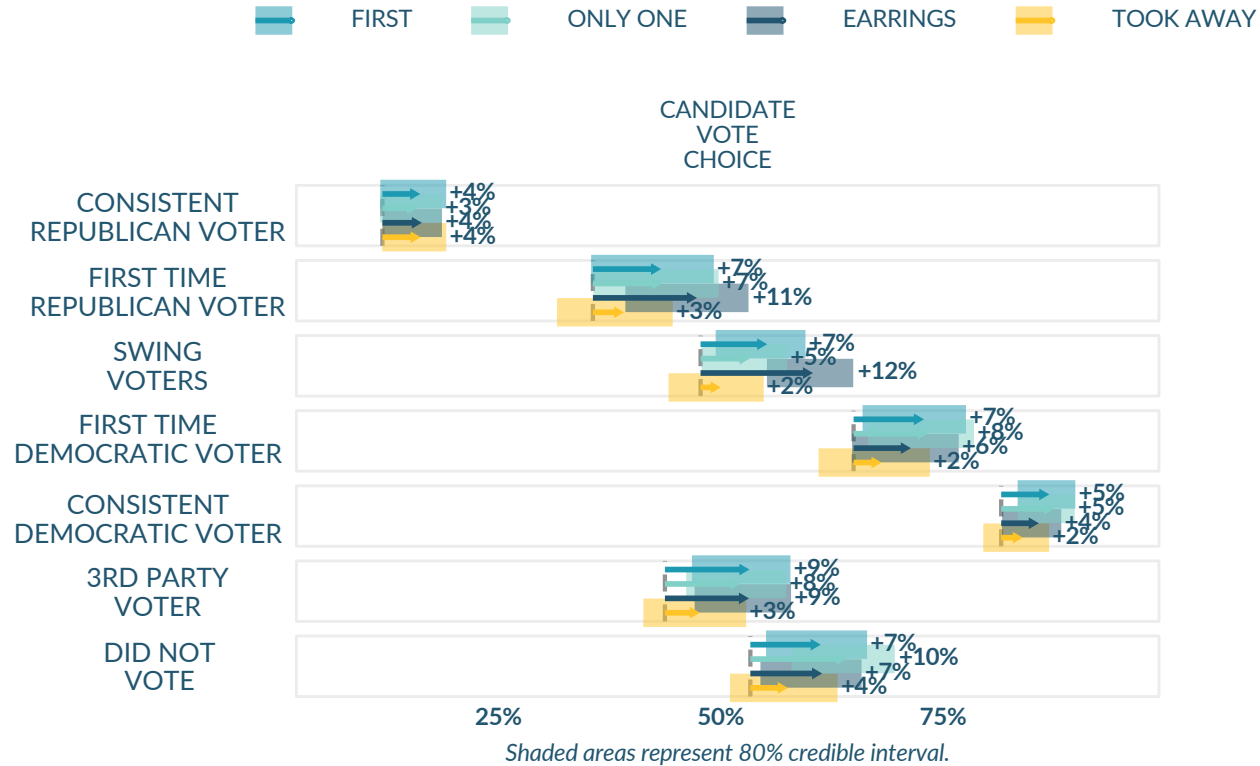
PARENT



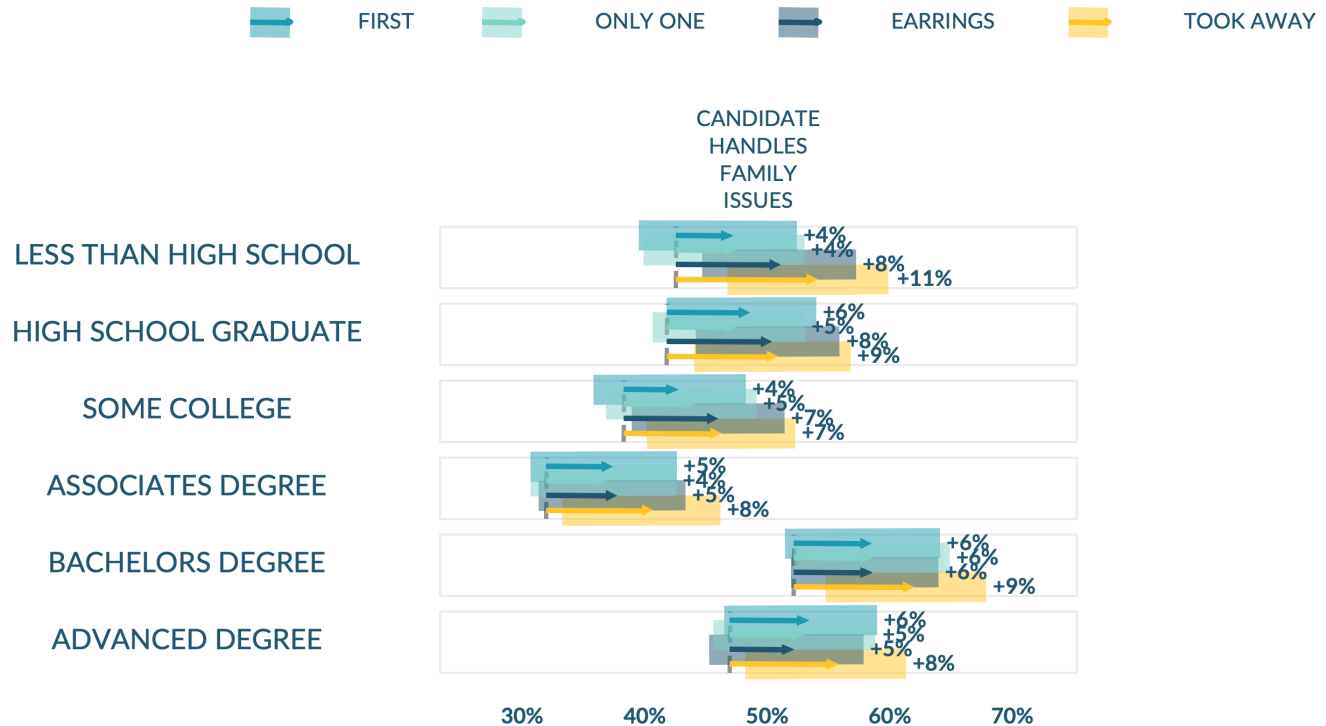
VOTER RELIABILITY



VOTER RELIABILITY



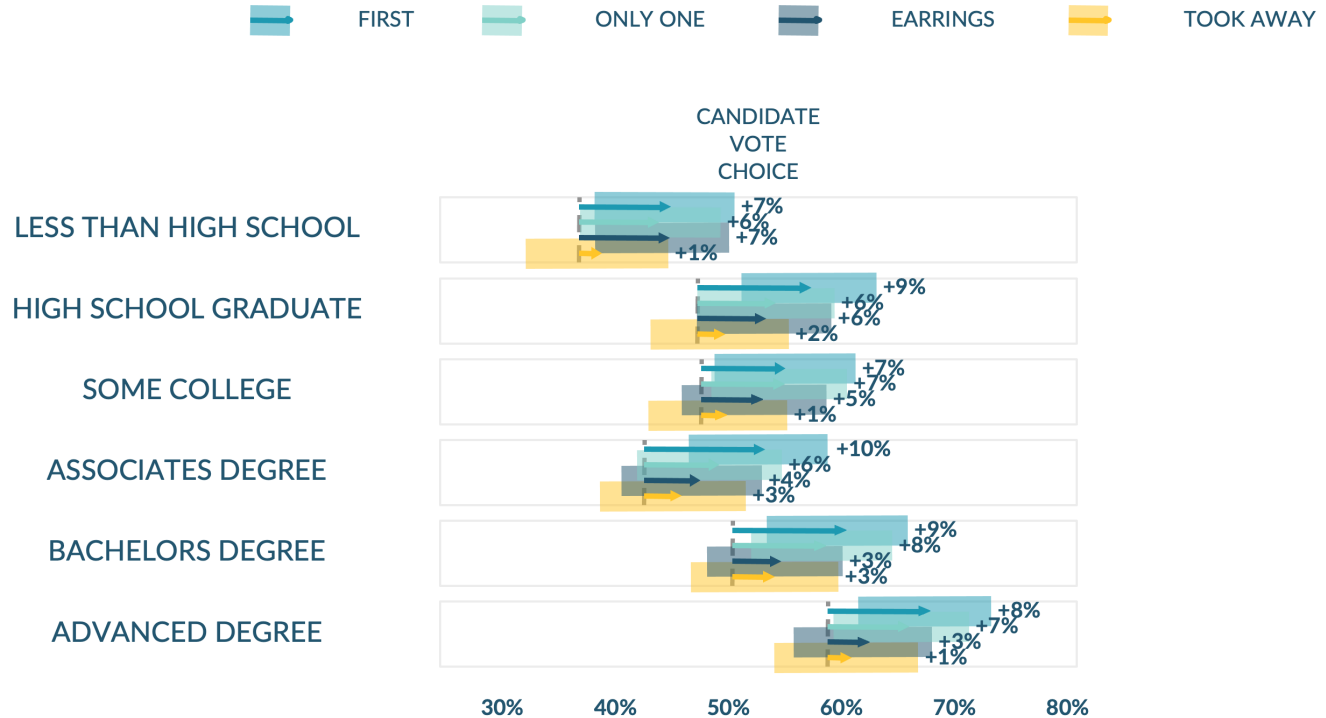
WHITE WOMEN UNDER 50 BY EDUCATION



Shaded areas represent 80% credible interval.



WHITE WOMEN UNDER 50 BY EDUCATION



Shaded areas represent 80% credible interval.



Creative Focus

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Glossary

Average Treatment Effect (ATE) *The difference in probability of endorsing the dependent variable between treatment and control groups.*

Baseline *The probability of endorsing the dependent variable in the control group.*

Backlash *A negative treatment effect.*

Backlash Probability *The probability of a treatment effect is negative (does not sum to 1). The probability is computed across MCMC samples.*

Best Message Probability *The probability a treatment has the largest treatment effect (sums to 1). This probability is computed across MCMC samples.*

Credible Interval *The probability the 'true' treatment effect is within this interval. If the interval width is e.g. 80%, then 80% of the time the true treatment effect is within the credible interval given the priors and data. The larger the interval, the more uncertainty an estimate has. The width of the interval decreases as the sample size increases.*

A confidence interval is a similar indicator of uncertainty, but is less interpretable: If this study is repeated many times, e.g. 80% of the intervals will contain the 'true' treatment effect.

