

TO: People traveling to Chicago, Tim Walz stans & fans of progressive tickets
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The wildest of Julys and where we stand going into the fall

That was a slightly busy and chaotic month, wasn't it? From SCOTUS' terrible ruling on presidential immunity to an assassination attempt on former President Trump to JD Vance and the memes he brought on himself with his "cat lady" comments and closing with President Biden getting COVID and stepping aside to hand the proverbial baton to Vice President Kamala Harris. The political ecosystem did a 180 in less than a month, leaving voters on the ground experiencing whiplash. At Community Change Action and Community Change Voters, we measured voter sentiment in key states in real time through our persuasion calls and relational organizing programs. Over six weeks, we surveyed 1,000 of our top relational volunteers to gauge their reactions to the first Presidential debate and followed up to get their hot takes on Biden stepping aside. We were able to track a clear increase in enthusiasm in the same period. We are currently among the organizations with the most candidate IDs from actual voters in the entire country. Most polls have sample sizes of 400; we've talked to more than 300,000 voters in the last three weeks alone in key states.

The persuasion calls program started 24 hours before Biden's announcement and quickly pivoted to Harris ID calls. Our timing was fortuitous. **These calls are helping validate a new Harris score that will be used across the sector to model who is or is not a Harris supporter. Let us warn you: this memo is going to involve math.** Apologies to you all for our best Kornacki; khaki slacks are required from here on out.

Before diving in, here are a few caveats. First, these numbers are **not** representative of the entire electorate but rather focused on voters of color who make up the Democratic base voters and fall in the 30-70 range on the Biden support score. They likely included "double-haters" (people who didn't like Biden or Trump) and persuadable voters. Additionally, we ran bilingual calls in Arizona and Nevada to capture the best snapshot possible of Latino voters.

Harris calls to date:

State	Strong Support	Undecided	Weak Oppose	Strong Oppose	Not Voting or Third Party
Arizona	52.83%	22.92%	5.54%	11.44%	7.26%
Georgia	60.04%	16.14%	7.08%	15.45%	1.29%
Michigan	55.52%	17.58%	3.42%	17.28%	6.21%
Nevada	46.72%	23.69%	8.97%	13.08%	7.54%
Pennsylvania	61.25%	16.96%	3.49%	17.09%	1.20%
Wisconsin	65.45%	15.95%	2.56%	11.34%	4.70%

A little analysis of the above:

What does the above tell you, and what other secret data do we have? Good question.

Wisconsin was a shining bright spot for Harris, in other states she was lower than where a generic Democrat's support was at.

That's the bad news. [The good news is that the internet exploded with excitement and support for Harris, including memes, TikToks, and Reels, and hundreds of thousands of supporters joining affinity Zoom calls.](#) The base is energized, likely resulting in better friend and family conversations. The momentum picked up even more after the Vice Presidential announcement. We were able to channel some of this energy into action, directing our relational organizing leaders to collect digital pledge cards for Harris, which resulted in **246 pledges** of support **in less than 24 hours**. We view this as Kamala's floor for support but only directed and determined action through November will help us increase her support.

The mixed news is that there's a significant number of undecided voters in these states, roughly 17 percent, which is highly troubling considering that these voters are mid to higher propensity and are likelier to vote. However, we view this as an opportunity for people to come home with more information on the candidates. In fact, we've started to see some movement among voters from the first round of calls to the first calls in round two. One crucial factor to consider is the timing of the first round of calls: they happened in the first week of Biden's announcement, which could have led to more uncertainty among voters. **We believe most undecided voters of color need more information about VP Harris to be comfortable and say they want to vote for her.** Misinformation and baseless attacks will only increase between now and election day, so we want to talk to these voters quickly and through trusted messengers.

The good news is that our most recent calls have shown an increase in support for Vice President Harris in Pennsylvania and Nevada. Latino support has increased with these initial calls. We have however seen a small decrease in AZ, GA, and Michigan. This shows that both messaging and more time in the field are helping to fill in some of the knowledge gaps these voters had about her when the change at the top of the ticket first happened.

We plan to do more phone persuasion calls in these states and post updated numbers soon, but the initial round of calls found support for Trump that is incredibly consistent across age, race, gender, and voter propensity score, sitting at about 16 percent. A significant portion of this support comes from Latinos, who are the least supportive of Harris. One oddity that stood out is that Latinos who are likeliest to vote are more supportive of Trump than unlikely voters, a flip from what we saw with the Biden-Trump matchup. We are not seeing a movement *towards* Trump, but instead, these voters gravitate towards being undecided or voting for a third party. We believe there's an incredible opportunity to highlight the strengths of the Harris-Walz ticket to these voters. **Latino voters** (54%), **AAPI voters** (55%), and **Gen Z voters** (55%) continue to be **our most challenging blocs in terms of support for Harris**.

Overall, 61 percent of the likeliest voters support Harris while 54 percent of the least likely voters support her, a significant 7-point gap. **People who hadn't voted before 2018** continue

to be our **weakest bucket** of voters, and they are among the youngest voters. They likely are unfamiliar with pre-Trump politics and **do not make up a large percentage** of our phone universe, so our sample size is limited.

Our call program also measured support in U.S. Senate races. Other than Georgia, all of these states have competitive Senate races. In most states, the Senate numbers were a bit better than the Presidential ones—which tracks, given that people have had information about these elected officials before, and we did not ask about down-ballot candidates with Trump supporters. Senator Jackie Rosen in Nevada performed the worst of the races, which was surprising since Rep. Slotkin in Michigan has not run statewide. Our Michigan calls for Rep. Slotkin were featured [in Roll Call](#).

We have already started the next round of phone persuasion into these key states and will post toplines, but initial returns show us that the undecided number is not dropping. **Community Change Voters is currently planning a third round of phone calls that will be completed before September to capture where we are post-DNCC.** Our ideal, if Community Change Voters is fully funded, is to collect at least 50,000 candidate IDs per state before Labor Day. With these next rounds of phones, we think we can reach at least 30,000 per state but need to close a gap of \$400,000 to reach our 50,000 goal. .

What are Community Change Action and Community Change Voters and our fabulous partners doing?

State	Doors Knocked	Phone Calls Made*	Conversations held with voters
Arizona	303,551	343,257	101,577
Georgia	121,284	517,471	82,041
Michigan	48,081	659,096	65,541
Nevada	119,913	716,790	96,078
Wisconsin	24,169	421,378	67,960
Total	616,998	2,657,992	413,197

Here's what we're hearing from our folks on the ground: economic issues are still the most important by far. In every state housing costs and the economy are the top two issues. In Nevada, voters are desperate for relief from housing costs. This is one of the best places of contrast for Democrats: Harris' support of rent caps. Other candidates like Senator Jackie Rosen need to continue to hammer away at that point, too. Our in-person Harris work is more positive than our phone IDs with 71 percent being pro-Harris, highlighting the need for multiple persuasion conversations. This is the earliest we've been on doors in Reno in our eight year history of doing electoral work in Nevada. Senator Rosen is one beneficiary of it, and we've noticed that her pointing out that Sam Brown is not from Nevada plays well in

Reno and areas outside of Clark County. We also know that the Right to Choice Initiative and it's a differentiator in the Nevada Senate race.

Similarly in Georgia, we hear that economic issues, including inflation, are the top issue identified. Many communities continue to feel the effects of the closure of Atlanta Medical Center, which forced folks with non-life-threatening conditions to wait 5 to 8 hours for care; this was made worse by the Governor's decision not to expand Medicaid. The Black Male Initiative Fund continues to talk about education investments and even held a "Secure The Bag" community event that gave thousands of kids bookbags filled with school supplies. The back-to-school season has also highlighted the high cost of school supplies – particularly for those living in public housing. We are aware of the initial difficulties getting Black men to support VP Harris which is leading to an additional need for Black men to talk to their fellow Black men about the race.



In Arizona, groups like Our Voice Our Vote (OVOV) and LUCHA are catching their breath for a bit after the primary elections that wrapped up at the end of July. OVOV is also reporting a fair amount about immigration and climate change as issues of importance, but the economy continues to be the top issue.

In Michigan, we wrapped up a big primary night! The economy and inflation are voters' top concerns, but we also see healthcare, with a special nod to abortion, continues to be highly salient for voters. The influence of corporate money in politics is also a significant issue for people. It's worth noting that down-ballot in battleground districts (Democrats only have a one seat majority) Republicans perform better than they do statewide by about three percent. Our partner Michigan Liberation has been on the doors for months, already having knocked over 12,000 doors and beginning to ramp up. One volunteer captured the mood: *"Despite the gentrification in Detroit, people with this ticket have more hope. We're enjoying the joy that Kamala's great social media campaign has created and I have hope. There's hope, that's how I feel now, I wasn't feeling that before."* Similar to Georgia, there is a concern around Black men's support for Kamala that we are working to increase.



In Wisconsin, the need for affordable housing, a lack of economic opportunity (not costs!), and public safety are the issues of most importance to voters. We also know that these voters tend to like Harris quite a bit (before she was the nominee) and that excitement has only increased since becoming the nominee. Voters helped to defeat two ballot initiatives that Republicans wanted to push through that would have limited the Governor's ability to spend money quickly on things like disaster relief.



Trusted Messengers in the Digital Space

Community Change Action is committed to working with creators with following of all sizes but who may not normally do political content creation – in fact, some have never before engaged in this sort of conversation. We believe that all creators play an important role in building toward progressive issues, being at the forefront of the conversation, and are imperative to expanding the electorate. If fully funded, our 2024 program will include more than 100 creators with a projected reach of 20+ million views, and 2.5 million+ engagements, mostly on TikTok, Instagram, and YouTube Shorts.

To date, our program has reached nearly 4 million views and 216,742 engagements via 61 creator videos across TikTok and Instagram. We continue to push educational content around Harris, Walz, and Project 2025 ahead of the DNC. During and after the convention we will amplify and highlight key moments through the creator program, and organically on our pages. We are in communication with other national organizations and our state partners to fill the gap of the lack of Spanish language content for Harris-Walz.

Conclusion and Next Steps

We see a lot of potential with voters but the amount of energy online is not necessarily being felt by infrequent voters of color. The additional energy and enthusiasm are stronger among consistent voters and have made it easier to fire up volunteers and staffers. We need to continue to build **scalable efforts and trusted messengers**. There are significant gaps in political resources for the independent expenditure sector as a whole.

The significant funding constraints across the Independent Expenditure's infrastructure have meant we and our partners have been immensely scrappy and have stretched every penny to its max. Across the sector, while our teams can scale up and have ambitious and achievable goals, the flat truth is we need money in order for canvass operations to switch to persuasion conversations, and do more than broad voter education. We appeal to voters about candidates based on issues they care about to adjust for this, but right now it's very hard to make the link between issues and candidates because there's so little money for the candidate portion of the work.