# BLUELABS IMMIGRATION LANDSCAPE ANALYSIS

SEGMENTING & MESSAGING WITH VOTERS HOLDING DIFFERENT VIEWS ON IMMIGRATION, RACE, & POLITICAL ENGAGEMENT

NOVEMBER 2023

BlueLabs Analytics

www.bluelabs.com

MESSAGING & OUTREACH TO IMMIGRATION SEGMENTS

A HOLISTIC APPROACH
TO MODELING ATTITUDES

SUPPORT FOR IMMIGRATION

RACIAL RESENTMENT

POLITICAL ENGAGEMENT

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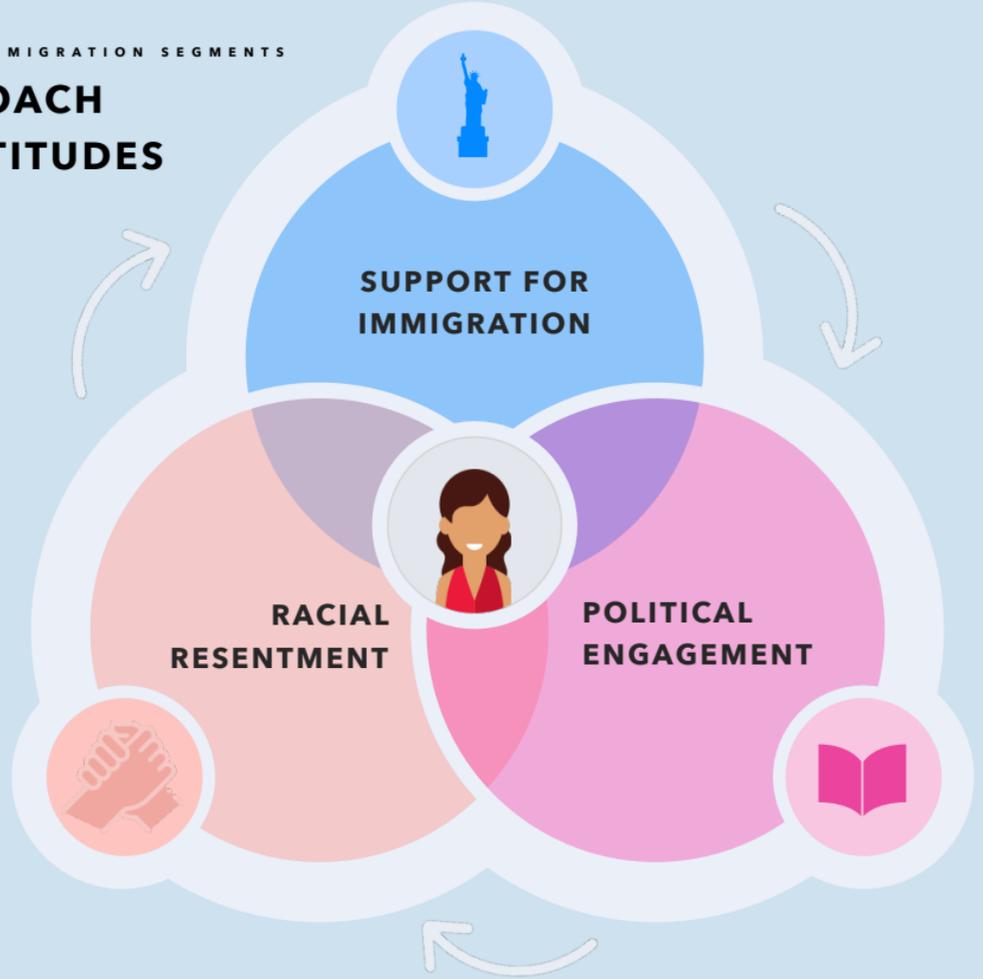
USING MODELS TO INFORM AUDIENCE SEGMENTATION

Predicts the likelihood that a voter holds consistent positive, ambivalent, or negative views on immigration and immigration policies.

IMMIGRATION SUPPORT INDEX

Predicts the likelihood that a voter feels hostile towards people of color in the United States.

RACIAL RESENTMENT INDEX

Predicts the likelihood that a voter is politically engaged and holds knowledge and information regarding recent political news.

POLITICAL ENGAGEMENT SCORE

INTRODUCTION TO THE AUDIENCE SEGMENTS

BASE DEMS

IMMIGRATION SUPPORT

| LOW | MID | **HIGH** |

RACIAL RESENTMENT

POLITICAL ENGAGEMENT

AT-RISK BASE

IMM. SUPPORT

| LOW | MID | **HIGH** |

RACIAL RES.

POL. ENGAGEMENT

CONFLICTED DEMS

IMM. SUPPORT

| LOW | **MID** | HIGH |

RACIAL RES.

POL. ENGAGEMENT

UNENGAGED YOUTH

IMM. SUPPORT

| LOW | **MID** | HIGH |

RACIAL RES.

POL. ENGAGEMENT

IMMIGRATION SIDE-LINERS

IMM. SUPPORT

| LOW | **MID** | HIGH |

RACIAL RES.

POL. ENGAGEMENT

RECEPTIVE CONSERVATIVES

IMM. SUPPORT

| LOW | **MID** | HIGH |

RACIAL RES.

POL. ENGAGEMENT

THE LONGSHOTS

IMM. SUPPORT

| LOW | **MID** | HIGH |

RACIAL RES.

POL. ENGAGEMENT

UNREACHABLES

IMM. SUPPORT

| LOW | **MID** | HIGH |

RACIAL RES.

POL. ENGAGEMENT

MESSAGING TO IMMIGRATION SEGMENTS

The immigration system is broken. It's been decades since we updated our immigration laws: we have many immigrants who want to comply with the law but there are too many barriers or no path to legal status. It's time we took action for those who meet the requirements and provide them the opportunity to get right with the law.

We have an open border that is too easy to cross, creating disorder at the border and a massive security risk, allowing drugs, like fentanyl, and criminals to flood our communities.

GOP BORDER

America is a nation of immigrants – nearly everyone in America has ancestors who came here as immigrants. Welcoming families fleeing violence and persecution to give them a fair shot and chance to contribute to our communities is fundamental to who we are.

Immigrants contribute to our economy – they work hard, pay taxes, build and own small businesses, fill jobs in industries facing worker shortages, and keep our economy globally competitive.

AUDIENCE SEGMENT PROFILES

WHO — *A demographic and geographic profile of each of the audience segments*

WHERE — *The news, social media, and streaming platforms where each audience segment is most likely to be engaged*

HOW — *The message or messages most likely to reach each audience segment, based on model scores*

BASE DEMS

AT-RISK BASE

CONFLICTED DEMS

UNENGAGED YOUTH

IMMIGRATION SIDE-LINERS
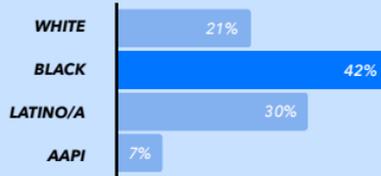
RECEPTIVE CONSERVATIVES

LONG SHOTS

UNREACHABLES

AT-RISK BASE

The At-Risk Base are strong Democrats that are **very diverse**, with almost 80% of the segment being AAPI, African-American, or Hispanic/Latino. The group is also defined by skewing **female**, **young**, and **non-college educated.** Two in three of these voters are under the age of 40—the youngest of our segments—and live in more urban areas.

This segment is **highly supportive of immigrants and not racially resentful**. Unlike Base Dems, these voters are **defined by their lack of political engagement**, with just half voting in the recent generals and the majority scoring low on the Political Engagement Index. Their self-reported news sources also underscore this trend, with the group **under indexing on use of all tested news sources** except for social media.

Compared to all of the segments, the At-Risk Base is the *most online*: they're **twice as likely to be using most social media platforms**, especially TikTok, compared to the average voter, and they're streaming shows and audio from phone-compatible platforms like Hulu or Spotify.

The At-Risk Base responds well to all of our tested messages. There is little risk of defection, but **given their lower engagement, it's important to strike the right tone** to energize the segment. *Broken System* works well across the battlegrounds, but *Economy* **has unique appeal in the Southwest** battlegrounds, where there's a larger concentration of these voters.
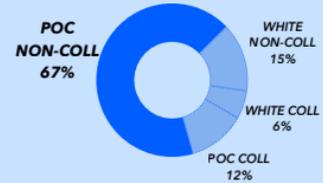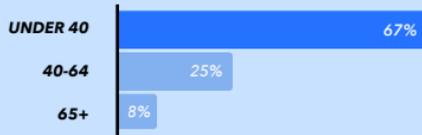
BlueLabs Analytics

AT-RISK BASE

GENDER

62% WOMEN
32% MEN

29.7 MILLION

RACE

- WHITE — 21%
- BLACK — 42%
- LATINO/A — 30%
- AAPI — 7%

RACE X EDUCATION

- POC NON-COLL 67%
- WHITE NON-COLL 15%
- WHITE COLL 6%
- POC COLL 12%

AGE

- UNDER 40 — 67%
- 40-64 — 25%
- 65+ — 8%

URBANICITY

URBAN/INNER RING 72%
OUTER RING/RURAL 28%

PARTISANSHIP*

98% 2%

■ DEMOCRAT ■ INDEPENDENT ■ REPUBLICAN
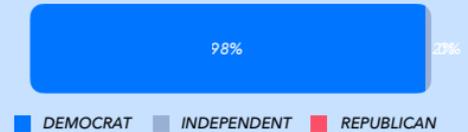
*Defined by modeled support for 2020 Presidential candidate

POLITICIAL ENGAGEMENT*

51% Midterm/Pres. Voters

LOW 88%
MID 12%

*Defined by BlueLabs Political News Engagement Score

U.S. REGION

24% 14% 22%
40%

■ Overindex

BATTLEGROUND

Audience totals in battlegrounds

- 1.75M — 8% OF STATE — MI/PA/WI
- 2.25M — 15% — NC/GA
- 1.03M — 15% — AZ/NV
- 2.57M — 17% — FL
- 2.07M — 12% — TX

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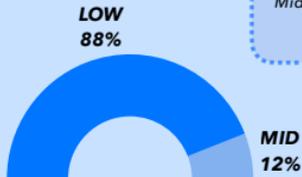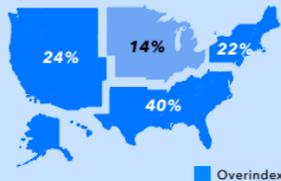
AT-RISK BASE

TOP TV GENRES
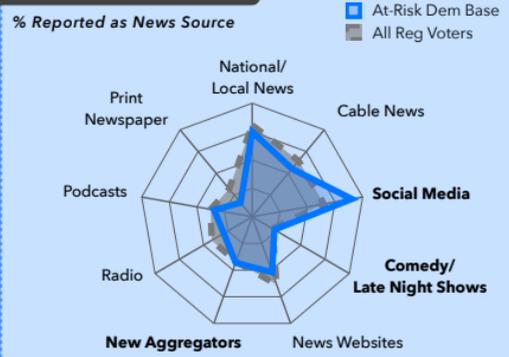
% Watch Very/Smwt Often

DOCU-MENTARIES	+5%	63%
COMEDIES	+2%	62%
DRAMAS	+6%	60%

Overindex Underindex

NEWS SOURCE

% Reported as News Source

- At-Risk Dem Base
- All Reg Voters

National/Local News · Cable News · Social Media · Comedy/Late Night Shows · News Websites · New Aggregators · Radio · Podcasts · Print Newspaper

SOCIAL MEDIA

Average BlueLabs Digital Contactability Score

- At-Risk Base
- All Reg Voters

Instagram · Facebook · X · Twitch · TikTok · YouTube

STREAMING

Average BlueLabs Streaming Contactability Score

- At-Risk Base
- All Reg Voters

hulu · Roku · Spotify · Pandora · YouTube TV · firetv
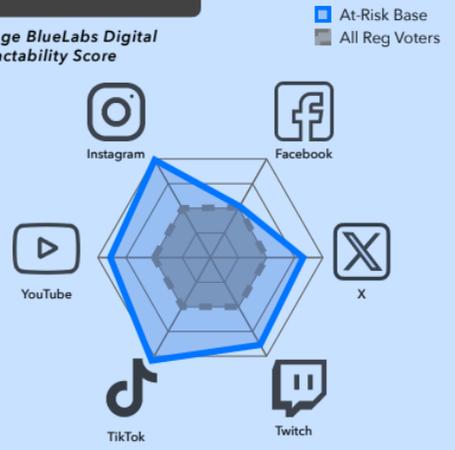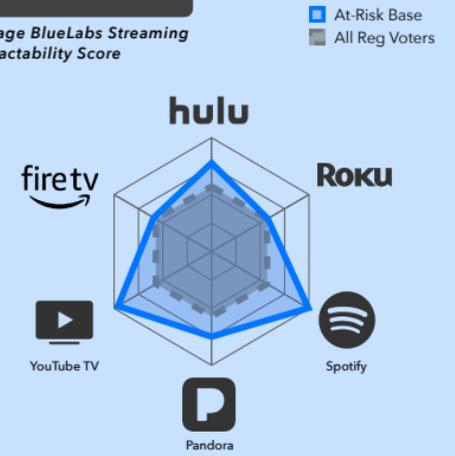
WHERE TO REACH AT-RISK BASE

PRIORITIZE A SOCIAL MEDIA FIRST PLAN

With the exception of Facebook, the At-Risk Base spends nearly _twice_ as much time on social platforms like TikTok and Instagram compared to the average person. Social media is also the primary news source for the majority of these voters.

SMARTPHONE-FRIENDLY STREAMING PLATFORMS

Most likely streaming platforms for our At-Risk Base, which skew younger, are places that users can easily stream from their smartphones.
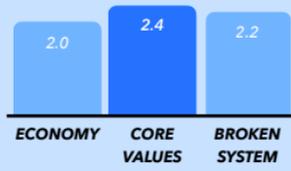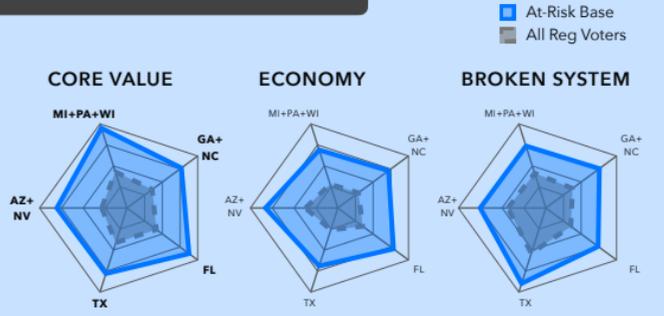
AT-RISK BASE

MESSAGE PERFORMANCE

	% MID+ SCORE*	% TOP MESSAGE**
CORE VALUE	100%	43%
ECONOMY	99%	22%
BROKEN SYSTEM	96%	37%

*Score of -0.5+ Core Value & Economy; 0.5+ Broken System
**Reported among voters with a mid or high score

AVERAGE SCORE

ECONOMY	CORE VALUES	BROKEN SYSTEM
2.0	2.4	2.2

BATTLEGROUNDS PERFORMANCE

■ At-Risk Base
■ All Reg Voters

CORE VALUE

ECONOMY

BROKEN SYSTEM

RECOMMENDED MESSAGING

THE AT-RISK BASE REQUIRES A DIFFERENT MESSAGING BLUEPRINT THAN THE DEM BASE.

Like Base Dems, At-Risk Base are reliable Democrats, but these are younger Dems who are overwhelmingly people of color without a college degree and living in urban areas. Target them with messages that speak to their concerns to help get this group out to the polls.

ECONOMY WORKS BEST IN BATTLEGROUNDS WITH HIGHER CONCENTRATIONS OF AT-RISK BASE.

There are lots of At-Risk Dems living in the South and Southwest — states where the *Economy* message over-performs in general, but especially with this cohort who likely have less experience with economic means that are more common with Base Dems. Targeting them with an economic message can help them connect their experience to this important issue.

MESSAGING & OUTREACH TO IMMIGRATION SEGMENTS

CONFLICTED DEMS

The majority of Conflict Dems are **women, African-American, middle aged, and less college-educated** that reside in metropolitan areas, especially in the **southern states** such as North Carolina and Georgia.

As suggested by their name, Conflicted Dems are not consistent in their views on immigration and racism: the majority **score low on racial resentment but are not as supportive of immigrants** or progressive immigration policies relative to their peers in the base. This trend may be partly explained by their political engagement: these voters **show up in midterms** and are predicted to be as politically engaged as the average voter, but their **news sources stay mainstream** compared to the array of sources used by Base Dems.

Conflicted Dems are **less engaged on social media** than the average American. This group also **spends less time on common streaming platforms** such as Hulu, but they have higher usage on platforms such as Amazon Fire and Youtube TV. Taking this and their news source habits—which are mostly on national and local news—into consideration, these voters **consume more TV than others** and are going to be more reachable on platforms that are TV-compatible.

Conflicted Dems are a **promising group for messaging** on immigration. All three messages work well, with *Broken System* **having broad appeal** but *Core Value* **performing well** among Conflicted Dems **in the Rust Best**.
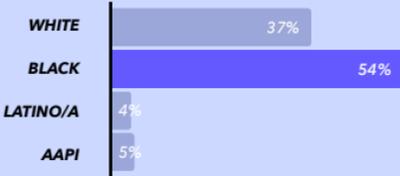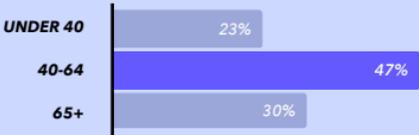
BlueLabs Analytics
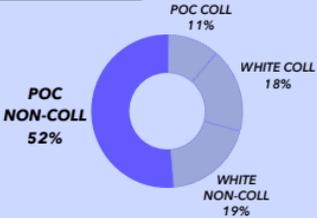
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CONFLICTED DEMS

GENDER

66% WOMEN
32% MEN

14.7 MILLION

RACE

WHITE — 37%
BLACK — 54%
LATINO/A — 4%
AAPI — 5%

RACE X EDUCATION

POC COLL 11%
WHITE COLL 18%
POC NON-COLL 52%
WHITE NON-COLL 19%

AGE

UNDER 40 — 23%
40-64 — 47%
65+ — 30%

URBANICITY

URBAN/INNER RING 67%
OUTER RING/RURAL 33%

PARTISANSHIP*

77%   21%   1%

■ DEMOCRAT   ■ INDEPENDENT   ■ REPUBLICAN

*Defined by modeled support for 2020 Presidential candidate

POLITICIAL ENGAGEMENT*

73% Midterm Voters

MID 48%
LOW 22%
HIGH 30%

*Defined by BlueLabs Political News Engagement Score

U.S. REGION

13%   23%   16%
47%

■ Overindex

BATTLEGROUND

Audience totals in battlegrounds

1.35M — 6% OF STATE — MI/PA/WI
1.58M — 10% — NC/GA
0.21M — 3% — AZ/NV
0.82M — 5% — FL
1.39M — 8% — TX
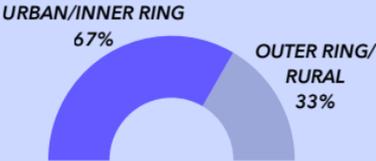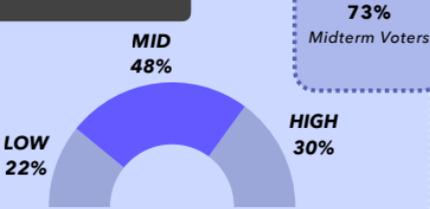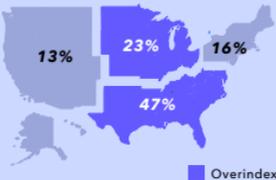
CONFLICTED DEMS

TOP TV GENRES

% Watch Very/Smwt Often
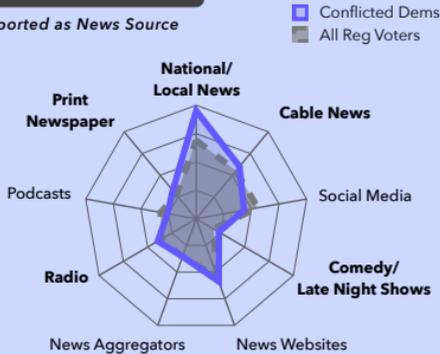
Genre		%
COMEDIES	+10%	69%
DRAMAS	+9%	63%
CRIME (FICTION)	+8%	60%

■ Overindex ■ Underindex

NEWS SOURCE

% Reported as News Source

■ Conflicted Dems
■ All Reg Voters

- National/Local News
- Cable News
- Print Newspaper
- Social Media
- Podcasts
- Comedy/Late Night Shows
- Radio
- News Websites
- News Aggregators

SOCIAL MEDIA

Average BlueLabs Digital Contactability Score

■ Conflicted Dems
■ All Reg Voters

- Instagram
- Facebook
- YouTube
- X
- TikTok
- Twitch

STREAMING

Average BlueLabs Streaming Contactability Score

■ Conflicted Dems
■ All Reg Voters

- hulu
- firetv
- Roku
- YouTube TV
- Spotify
- Pandora
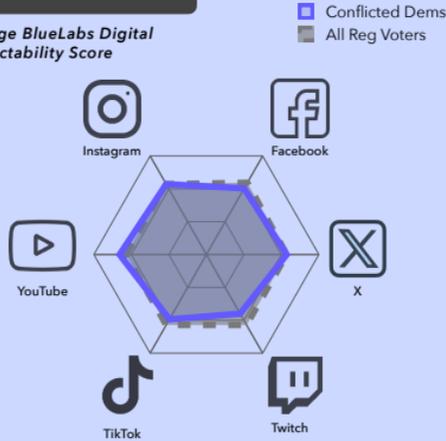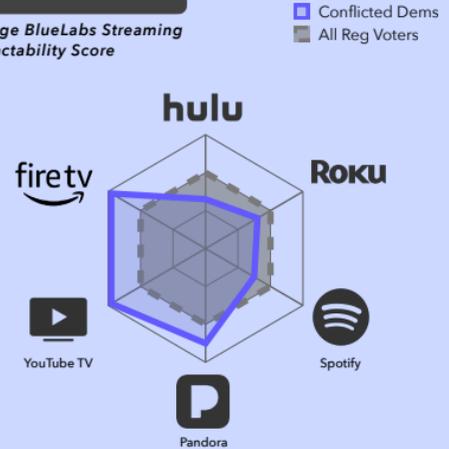
WHERE TO REACH CONFLICTED DEMS

SLIGHTLY BELOW AVERAGE SOCIAL MEDIA USE

Conflicted Dems' social media usage is similar to average Americans on most platforms, but slightly below on a few. Conflicted Dems receive their news predominantly from National/Local TV.

PARTICULAR ON STREAMING PLATFORMS

Conflicted Dems under-index on common streaming platforms such as Hulu, but have higher usage on certain platforms such as Amazon Fire and Youtube TV.

BIG TV WATCHERS

Conflicted Dems over-index on most TV genres compared to the average American, with nearly 70% as fans of Comedy, and Conflicted Dems watch the most Crime fiction.

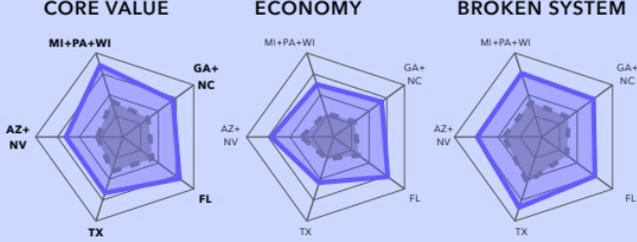## CONFLICTED DEMS

MESSAGE PERFORMANCE
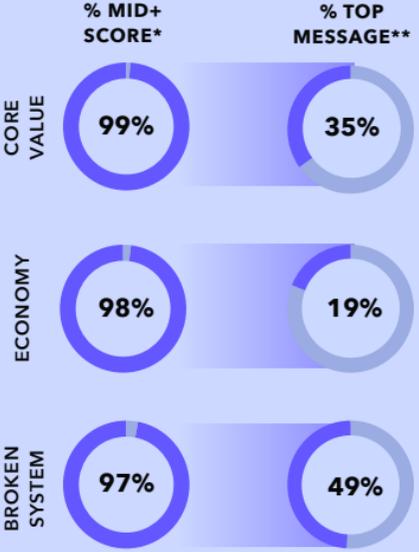
% MID+ SCORE*   **% TOP MESSAGE****

CORE VALUE
- 99%
- 35%

ECONOMY
- 98%
- 19%

BROKEN SYSTEM
- 97%
- 49%

*Score of -0.5+ Core Value & Economy; 0.5+ Broken System
**Reported among voters with a mid or high score

AVERAGE SCORE

- ECONOMY: 1.6
- CORE VALUES: 2.0
- BROKEN SYSTEM: 2.2

BATTLEGROUNDS PERFORMANCE

■ Conflicted Dems
■ All Reg Voters

CORE VALUE — MI+PA+WI, GA+NC, FL, TX, AZ+NV

ECONOMY — MI+PA+WI, GA+NC, FL, TX, AZ+NV

BROKEN SYSTEM — MI+PA+WI, GA+NC, FL, TX, AZ+NV

RECOMMENDED MESSAGING

CONFLICTED DEMS ARE PROMISING TARGETS TO MOVE ON IMMIGRATION

Our messages beat out the GOP message or are scored very high with nearly all Conflicted Dems.

BROKEN SYSTEM IS TOP MESSAGE WITH MOST BUT ALL HAVE GENERAL APPEAL

Broken System is top message for the most Conflicted Dems but all of the messages have strong appeal overall and in most battlegrounds.

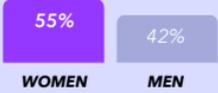**CORE VALUE WINS OUT IN MI/PA/WI**

Both *Broken System* and *Core Value* are promising messages in MI/PA/WI and Florida battlegrounds. All three messages are effective in GA/NC, but *Broken System* slightly takes the edge.

UNENGAGED YOUTH

Our Unengaged Youth segment over-indexes as female, **independent**, **Latino/a**—though the majority are white—, **non-college educated** and young. Almost **60% of this group is under the age of 40**, within striking distance to At-Risk Base voters, but this group is less diverse and less urban in comparison. With almost half of this segment **based in the South**, Unengaged Youth make up 12% of Texas' registered voting population.

This group is characterized by **middling views on immigration and racial resentment**. These scores could indicate either that these voters hold ambivalent views or that their opinions haven't fully crystallized on the issues of immigration and race. This group is distinct from Side-Liners on political engagement and is the **least politically engaged group**, with 90% scoring low on our Political Engagement Index and less than 40% voting at least once in the past two general elections.

Second to the At-Risk Base, Unengaged Youth are the second *most* online: they are more **likely to use most social media platforms**—with the exception of Facebook—compared to the average voter. Among video and audio streaming services, they are more likely to spend time on **streaming platforms that are smart-device compatible**.

While immigration messaging performs well with Unengaged Youth, **outreach should be carefully planned** since this group operates **more like a persuasion base** than a mobilization base. *Broken System* and *Core Value* can be used broadly, but *Economy* should be considered in the Southwest battlegrounds and Florida.
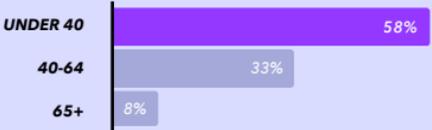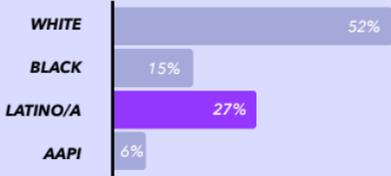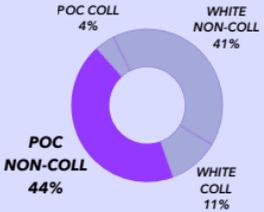
BlueLabs Analytics

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UNENGAGED YOUTH

GENDER

55% WOMEN
42% MEN

12.7 MILLION

RACE

- WHITE — 52%
- BLACK — 15%
- LATINO/A — 27%
- AAPI — 6%

RACE X EDUCATION

- POC COLL 4%
- WHITE NON-COLL 41%
- POC NON-COLL 44%
- WHITE COLL 11%

AGE

- UNDER 40 — 58%
- 40-64 — 33%
- 65+ — 8%

URBANICITY

URBAN/INNER RING 55%
OUTER RING/RURAL 45%

PARTISANSHIP*

- DEMOCRAT 22%
- INDEPENDENT 72%
- REPUBLICAN 7%
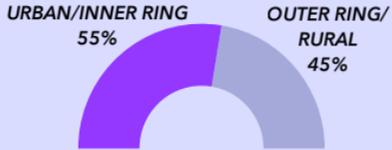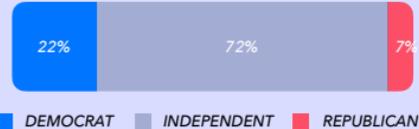
*Defined by modeled support for 2020 Presidential candidate

POLITICIAL ENGAGEMENT*

38% Midterm/Pres Voters

LOW 90%
MID 10%

*Defined by BlueLabs Political News Engagement Score

U.S. REGION

19%   26%   9%
47%

Overindex

BATTLEGROUND

Audience totals in battlegrounds

1.08M	0.93M	0.46M	0.8M	2.01M
5% OF STATE	6%	7%	5%	12%
MI/PA/WI	NC/GA	AZ/NV	FL	TX

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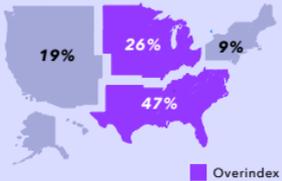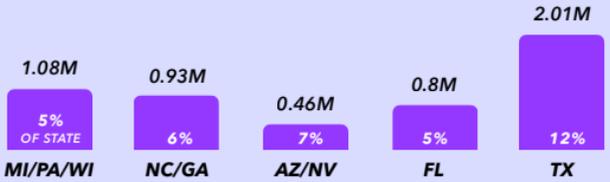
UNENGAGED YOUTH

TOP TV GENRES
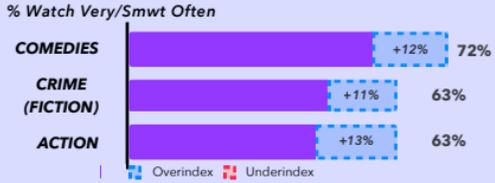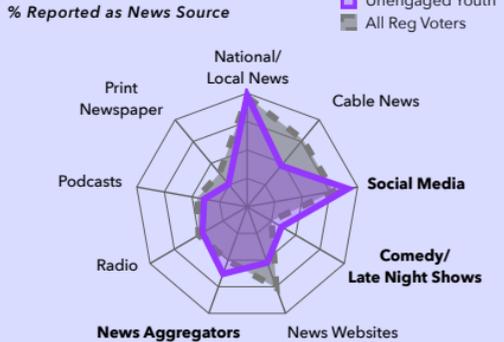
% Watch Very/Smwt Often

COMEDIES	+12%	72%
CRIME (FICTION)	+11%	63%
ACTION	+13%	63%

Overindex · Underindex

NEWS SOURCE

% Reported as News Source

☐ Unengaged Youth
☐ All Reg Voters

National/Local News · Cable News · **Social Media** · **Comedy/Late Night Shows** · News Websites · **News Aggregators** · Radio · Podcasts · Print Newspaper

SOCIAL MEDIA

Average BlueLabs Digital Contactability Score

☐ Unengaged Youth
☐ All Reg Voters

Instagram · Facebook · X · Twitch · TikTok · YouTube

STREAMING

Average BlueLabs Streaming Contactability Score

☐ Unengaged Youth
☐ All Reg Voters

hulu · Roku · Spotify · Pandora · YouTube TV · firetv
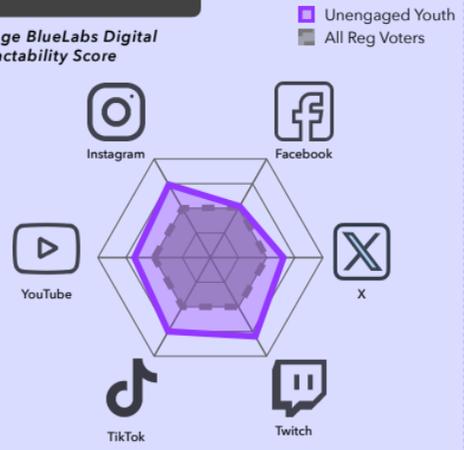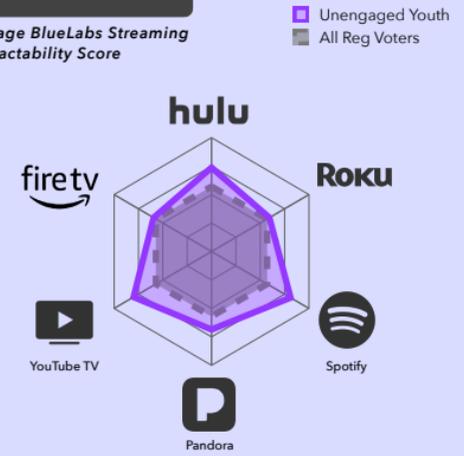
WHERE TO REACH UNENGAGED YOUTH

PRIORITIZE A SOCIAL MEDIA *FIRST* PLAN

Unengaged Youth spend at least 1.3x as much time on most social platforms compared to the average person. Social media is also the primary news source for the majority of these voters.
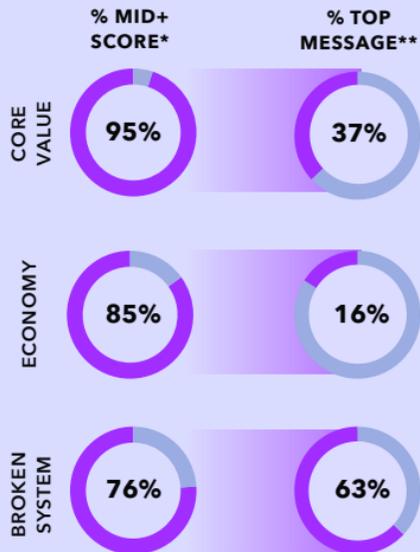
REACHABLE ON STREAMING

Unengaged Youth use more streaming and audio platforms than the average person.

BIG TV WATCHERS

Unengaged Youth over-index on multiple TV genres with nearly three-fourths fans of Comedy, and nearly two-thirds fans of Crime and Action.

UNENGAGED YOUTH

MESSAGE PERFORMANCE

	% MID+ SCORE*	% TOP MESSAGE**
CORE VALUE	95%	37%
ECONOMY	85%	16%
BROKEN SYSTEM	76%	63%

Score of -0.5+ Core Value & Economy; 0.5+ Broken System
Reported among voters with a mid or high score

AVERAGE SCORE

ECONOMY	CORE VALUES	BROKEN SYSTEM
0.6	0.9	1.2

BATTLEGROUNDS PERFORMANCE

■ Unengaged Youth
■ All Reg Voters

CORE VALUE — MI+PA+WI, GA+NC, FL, TX, AZ+NV

ECONOMY — MI+PA+WI, GA+NC, FL, TX, AZ+NV

BROKEN SYSTEM — MI+PA+WI, GA+NC, FL, TX, AZ+NV
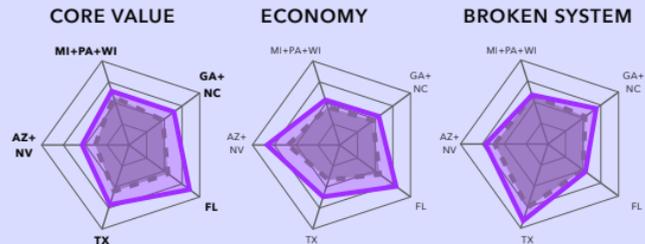
RECOMMENDED MESSAGING

BROKEN SYSTEM IS TOP MESSAGE WITH MOST U.Y.

Broken System is top message for the most Unengaged Youth, and performs particularly well in multiple battlegrounds.

CORE VALUE WORKS WELL WITH NEARLY ALL U.Y.

95% of Unengaged Youth have at least a middle score on *Core Value*. In Florida, Core Value performs best with this group, and second in Texas.

ECONOMY ALSO WORKS IN CERTAIN BGS.

Economy also performs well with *Unengaged Youth* in Arizona/Nevada and Florida battlegrounds.

IMMIGRATION SIDE-LINERS

The Immigration Side-Liners segment is most reflective of the persuasion targets from the 2020 elections: they skew **slightly male**, primarily **white**, **middle-aged**, and **non-college educated**, and are split living in suburban and rural areas. While the majority are likely Democrats—according to our 2020 Biden Support Score—a plurality are independents. These voters are spread across the country but **over-index in the Midwest and Northeast**, making up 11% of registered voters in the Rust Belt battlegrounds.

Similar to Unengaged Youth, our Side-Liners have **middling scores on immigration and racial resentment**. Considering in how political engaged they are—**87% showed up in the midterms** and their average political engagement is higher than the average voter—these voters **likely to hold passive, ambivalent views** and are at the core of changing hearts and minds on immigration.

Immigration Side-Liners **do not log onto social media platforms** as frequently as other voters, with the exception of Facebook. However, Side-Liners are **just as contactable on smart TV streaming platforms**, such as Roku and Fire TV—a group that is probably still watching cable and broadcast TV. As suggested in their name, these voters are avid sports fans and **watch sports** more frequently than any other group.

With this group being the closest to a persuasion audience, it's crucial to **use the right messaging on immigration**. Side-Liners **track well on all three messages**, with some variation based on the battleground.
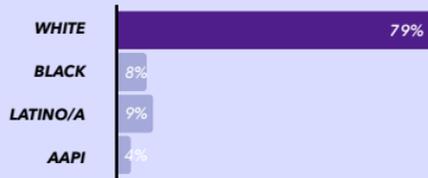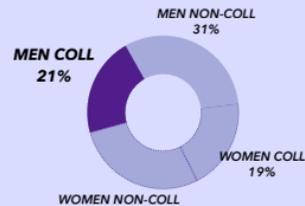
BlueLabs Analytics

IMMIGRATION SIDE-LINERS

GENDER
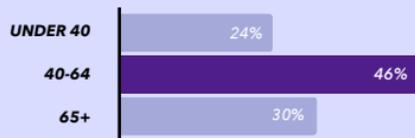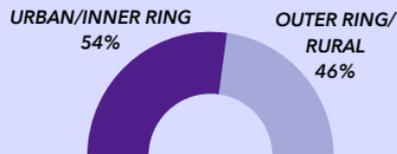
47% WOMEN
52% MEN

17.8 MILLION

RACE

- WHITE — 79%
- BLACK — 8%
- LATINO/A — 9%
- AAPI — 4%

GENDER X EDUCATION

- MEN NON-COLL 31%
- MEN COLL 21%
- WOMEN COLL 19%
- WOMEN NON-COLL 28%

AGE

- UNDER 40 — 24%
- 40-64 — 46%
- 65+ — 30%

URBANICITY

- URBAN/INNER RING 54%
- OUTER RING/RURAL 46%

PARTISANSHIP*

- 55% DEMOCRAT
- 41% INDEPENDENT
- 4% REPUBLICAN

■ DEMOCRAT ■ INDEPENDENT ■ REPUBLICAN
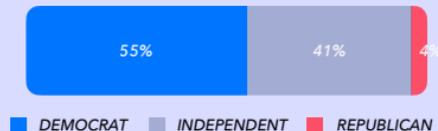
*Defined by modeled support for 2020 Presidential candidate

POLITICIAL ENGAGEMENT*

87% Midterm Voters

- MID 52%
- HIGH 48%

*Defined by BlueLabs Political News Engagement Score

U.S. REGION

- 21%
- 25%
- 21%
- 32%

■ Overindex

BATTLEGROUND

Audience totals in battlegrounds

- 2.23M — 11% OF STATE — MI/PA/WI
- 0.94M — 6% — NC/GA
- 0.5M — 7% — AZ/NV
- 0.99M — 6% — FL
- 1.29M — 7% — TX
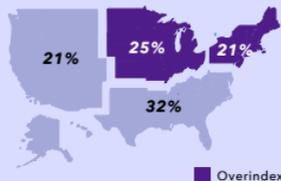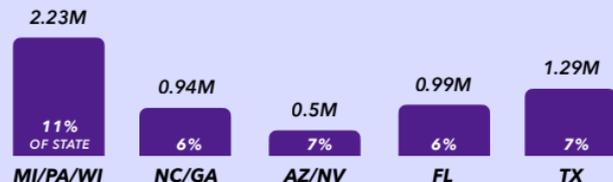
IMMIGRATION SIDE-LINERS

TOP TV GENRES
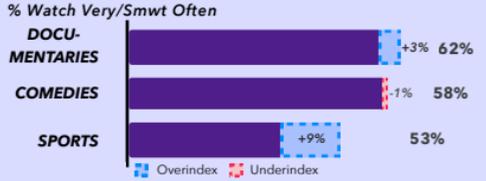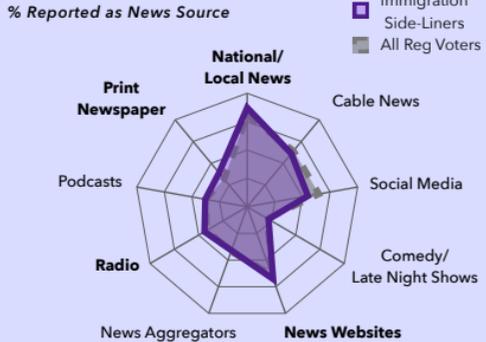
% Watch Very/Smwt Often

DOCU-MENTARIES	+3%	62%
COMEDIES	-1%	58%
SPORTS	+9%	53%

🔲 Overindex 🔲 Underindex

NEWS SOURCE

% Reported as News Source

🔲 Immigration Side-Liners
🔲 All Reg Voters

National/Local News · Cable News · Social Media · Comedy/Late Night Shows · News Websites · News Aggregators · Radio · Podcasts · Print Newspaper

SOCIAL MEDIA

Average BlueLabs Digital Contactability Score

🔲 Immigration Side-Liners
🔲 All Reg Voters

Instagram · Facebook · YouTube · X · TikTok · Twitch

STREAMING

Average BlueLabs Streaming Contactability Score

🔲 Immigration Side-Liners
🔲 All Reg Voters

hulu · fire tv · Roku · YouTube TV · Spotify · Pandora
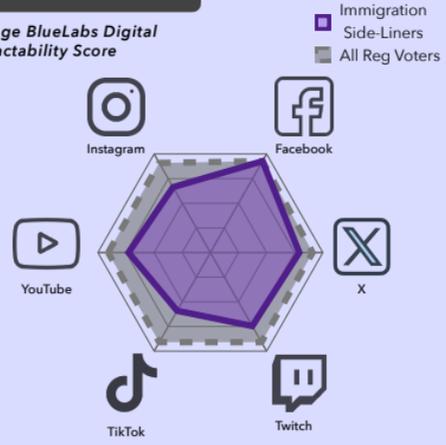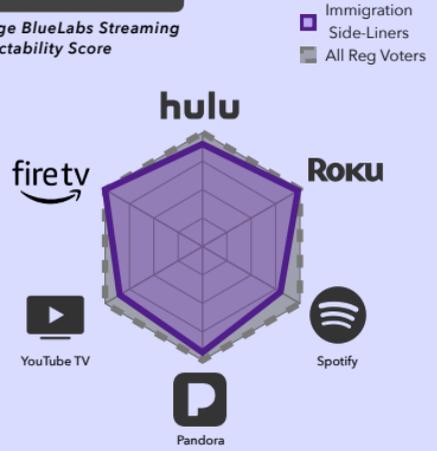
WHERE TO REACH IMMIGRATION-SIDE LINERS

FOUND ON FACEBOOK
Immigration Side-Liners have below average use on all social media platforms with the exception of Facebook.

SPORTS FANS
More than half of Immigration Side-Liners watch Sports, more than other audience segments.

AVERAGE AT HOME SMART TV USAGE
Side-Liners are just as contactable on at home smart TV platforms, such as Roku and Fire TV, as the Average American.
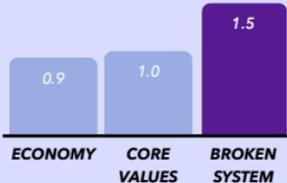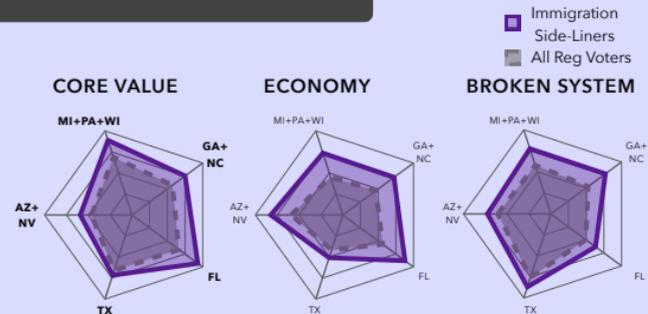
IMMIGRATION SIDE-LINERS

MESSAGE PERFORMANCE
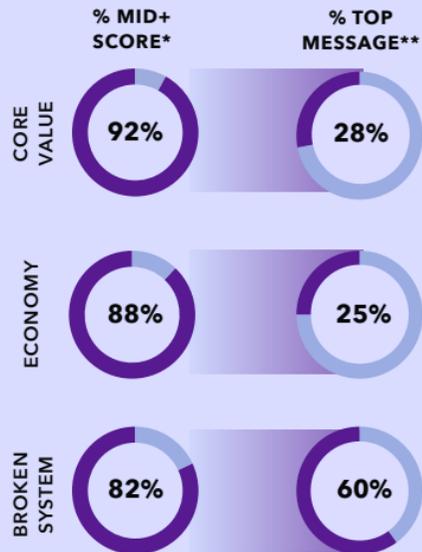
% MID+ SCORE*   **% TOP MESSAGE****

CORE VALUE
- 92%
- 28%

ECONOMY
- 88%
- 25%

BROKEN SYSTEM
- 82%
- 60%

*Score of -0.5+ Core Value & Economy; 0.5+ Broken System
**Reported among voters with a mid or high score

AVERAGE SCORE

- ECONOMY — 0.9
- CORE VALUES — 1.0
- BROKEN SYSTEM — 1.5

BATTLEGROUNDS PERFORMANCE

■ Immigration Side-Liners
■ All Reg Voters

CORE VALUE   **ECONOMY**   **BROKEN SYSTEM**

(Radar charts with axes: MI+PA+WI, GA+NC, FL, TX, AZ+NV)

RECOMMENDED MESSAGING

ALL MESSAGES ARE EFFECTIVE WITH SIDE-LINERS

This group is a promising group of targets with all the message performing well with the majority of this group, especially in battlegrounds.

BROKEN SYSTEM IS TOP MESSAGE WITH MOST S-Ls.

Broken System is top message for most Immigration Side-Liners and performs best of the messages in every battleground with the exception Florida.

CORE VALUE AND ECONOMY WORK WELL WITH NEARLY ALL SIDE-LINERS.

Both messages perform well in Florida. *Core Value* also is a strong message in MI/PA/WI while *Economy* is a strong in AZ/NV.
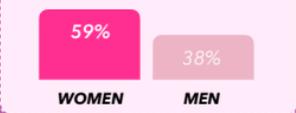
RECEPTIVE CONSERVATIVES

Our smallest national segment, Receptive Conservatives are **likely Republicans** who skew **female**, **young**, **white**, and **college-educated**, residing primarily in ex-urban and rural parts of the **Midwest** and the **South.**

These voters are unique class of Conservatives: they are defined by their predicted **low levels of support for Biden** in 2020 but **don't fall as low on the Immigration and Racial Resentment** scores as other Republican voters, suggesting that they are more reachable on immigration than the average Republican. With the majority of this group under 40, these voters **score lower on political engagement but show up in midterms** to a greater degree than their young counterparts.

Akin to our other younger segments, Receptive Conservatives are **more likely to spend time on social media** than the Average American, especially **TikTok**. They're more reachable on **audio streaming platforms** such as Spotify, and a greater share self-report **listening to Podcasts** for news—a mode that may be synonymous to radio news for their older Republican counterparts.

A second-tier persuasion group, messaging and outreach to Receptive Conservatives should be thoughtful and strategic. ***Broken System outperforms the other two message tracks by a long shot***, but *Core Value* is a promising secondary frame in certain battlegrounds.
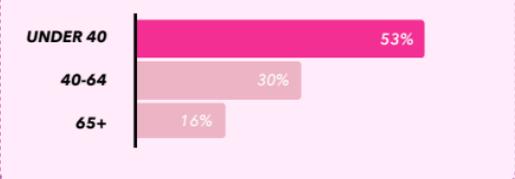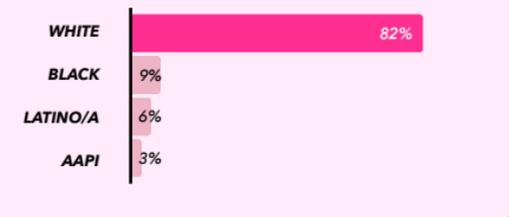
BlueLabs Analytics

RECEPTIVE CONSERVATIVES

GENDER
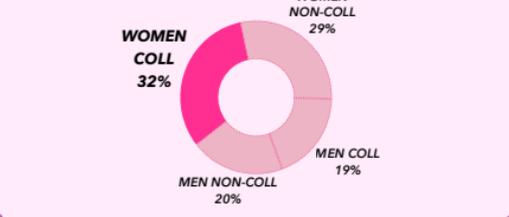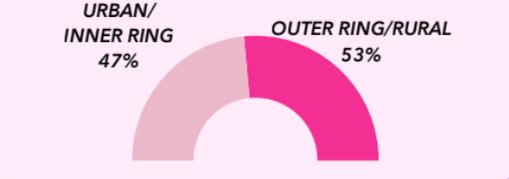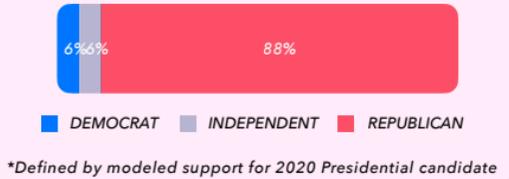
- WOMEN **59%**
- MEN **38%**

5.9 MILLION

RACE

- WHITE **82%**
- BLACK **9%**
- LATINO/A **6%**
- AAPI **3%**

GENDER X EDUCATION

- WOMEN COLL **32%**
- WOMEN NON-COLL **29%**
- MEN COLL **19%**
- MEN NON-COLL **20%**

AGE

- UNDER 40 **53%**
- 40-64 **30%**
- 65+ **16%**

URBANICITY

- URBAN/INNER RING **47%**
- OUTER RING/RURAL **53%**

PARTISANSHIP*

- DEMOCRAT **6%**
- INDEPENDENT **6%**
- REPUBLICAN **88%**

*Defined by modeled support for 2020 Presidential candidate

POLITICIAL ENGAGEMENT*

- LOW **38%**
- MID **35%**
- HIGH **27%**
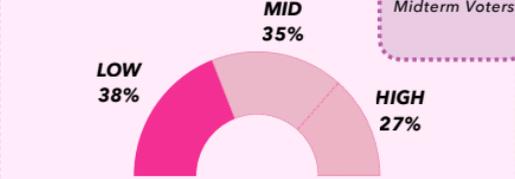
57% Midterm Voters

*Defined by BlueLabs Political News Engagement Score

U.S. REGION

- **21%**
- **24%**
- **10%**
- **45%**

■ Overindex

BATTLEGROUND

Audience totals in battlegrounds

MI/PA/WI	NC/GA	AZ/NV	FL	TX
432K	386K	164K	418K	478K
2% OF STATE	3%	2%	3%	3%
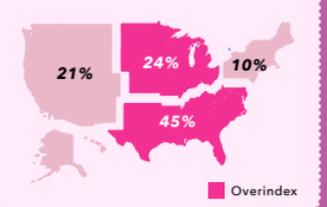
RECEPTIVE CONSERVATIVES

TOP TV GENRES

% Watch Very/Smwt Often
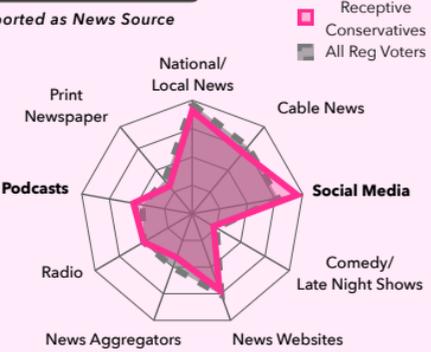
DOCU-MENTARIES	+1%	59%
ACTION	+7%	57%
DRAMAS	+3%	57%

Overindex / Underindex

NEWS SOURCE

% Reported as News Source

Receptive Conservatives
All Reg Voters

National/Local News, Cable News, Social Media, Comedy/Late Night Shows, News Websites, News Aggregators, Radio, Podcasts, Print Newspaper

SOCIAL MEDIA

Average BlueLabs Digital Contactability Score

Receptive Conservatives
All Reg Voters

Instagram, Facebook, YouTube, X, TikTok, Twitch

STREAMING

Average BlueLabs Streaming Contactability Score

Receptive Conservatives
All Reg Voters

hulu, Roku, firetv, YouTube TV, Spotify, Pandora
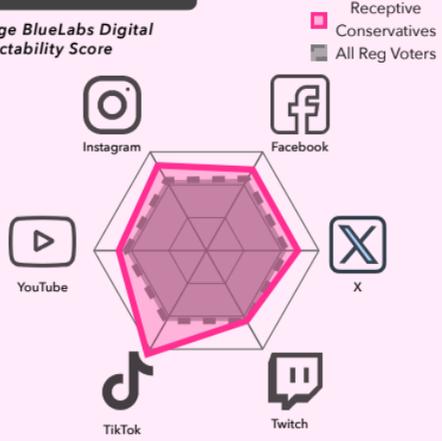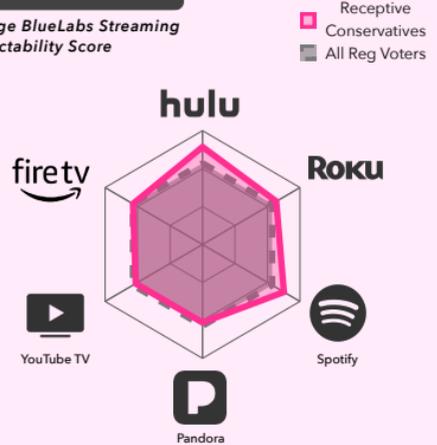
WHERE TO REACH RECEPTIVE CONSERVATIVES

### PRIORITIZE A SOCIAL MEDIA *FIRST* PLAN

Receptive Conservatives are slightly more reachable across social media platforms than the average person. TikTok, followed by Instagram see the highest usage among this group. Social media is also the chosen news method.

CONSIDER AUDIO STREAMING IN ADDITION TO VIDEO

Receptive Conservatives are more likely than average person to stream content via Hulu and Spotify. This group also gets their news from Podcasts more than the average person.
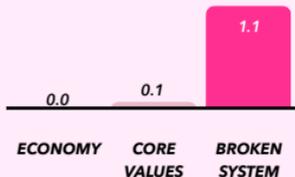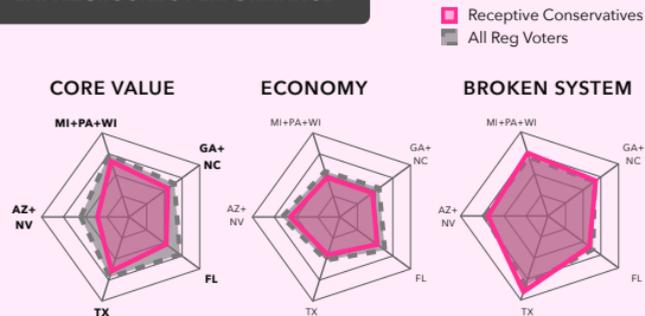
RECEPTIVE CONSERVATIVES

MESSAGE PERFORMANCE
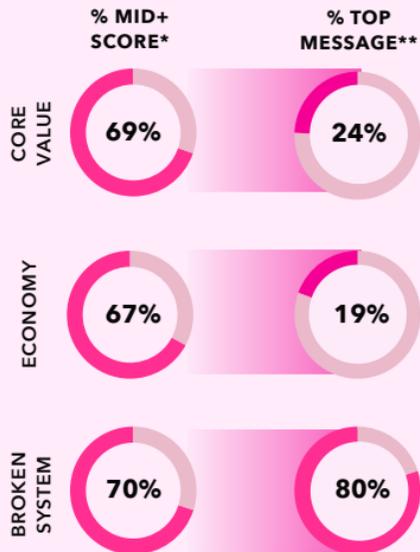
	% MID+ SCORE*	% TOP MESSAGE**
CORE VALUE	69%	24%
ECONOMY	67%	19%
BROKEN SYSTEM	70%	80%

Score of -0.5+ Core Value & Economy; 0.5+ Broken System
Reported among voters with a mid or high score

AVERAGE SCORE

ECONOMY	CORE VALUES	BROKEN SYSTEM
0.0	0.1	1.1

BATTLEGROUNDS PERFORMANCE

■ Receptive Conservatives
■ All Reg Voters

CORE VALUE — ECONOMY — BROKEN SYSTEM radar charts with axes MI+PA+WI, GA+NC, FL, TX, AZ+NV

RECOMMENDED MESSAGING

BROKEN SYSTEM IS BEST MESSAGE FOR RECEPTIVE CONSERVATIVES

Broken System is the most common top message for Receptive Conservatives who have a score high enough to be considered for targeting. *Broken System* is the best message with this group overall and across battlegrounds.

CORE VALUE IS A PROMISING SECOND MESSAGE IN CERTAIN BATTLEGROUNDS

Second to *Broken System*, *Core Value* performs well with Receptive Conservatives in MI/PA/WI and TX battlegrounds.

QUESTIONS?

BlueLabs Analytics