MicroTargeting

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Konrad
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TargetPoint

what is microtargeting in the broadest sense?

treating each individual voter as a customer and as a potentially unique target

finding the best means and methods of communicating with those targets

used to guide and inform all DIRECT CONTACTS – including mail, telephone, internet and door knocking

what is microtargeting in the broadest sense?

advanced market segmentation at the
individual voter level

who supports us – who may "buy" our candidate or our
issues?

what issues or ideologies
-what aspects of the brand –
are they most interested in?

who is most lively to vote – who are the regular
"shoppers" – who needs extra attention?

the genesis

the democrats were beating us on election day

people stopped answering their phones
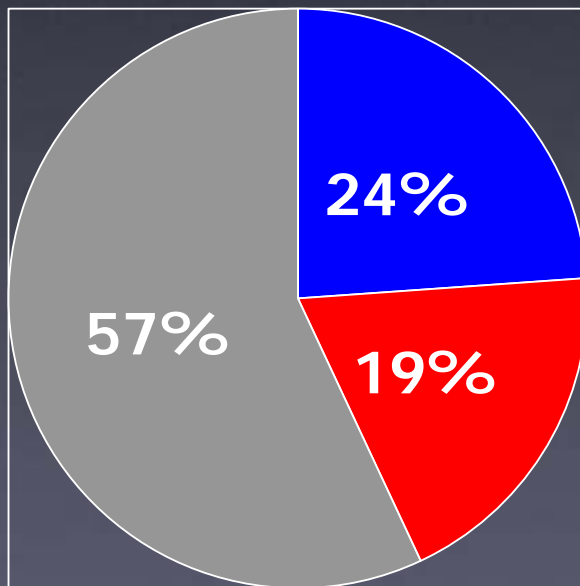
geography alone wasn't enough

the political consumer is king

the genesis

- **20.6 million voters lived in "Hard GOP" precincts**
  - **70%+ Republican precincts**
  - **13% of all registered voters**

- **26.1 million voters lived in "Hard Dem" precincts**
  - **70% Democratic precincts**
  - **16% of all registered voters**

■ DEM Precincts ■ GOP Precincts ■ Other

24%

57%

19%

Advantage:
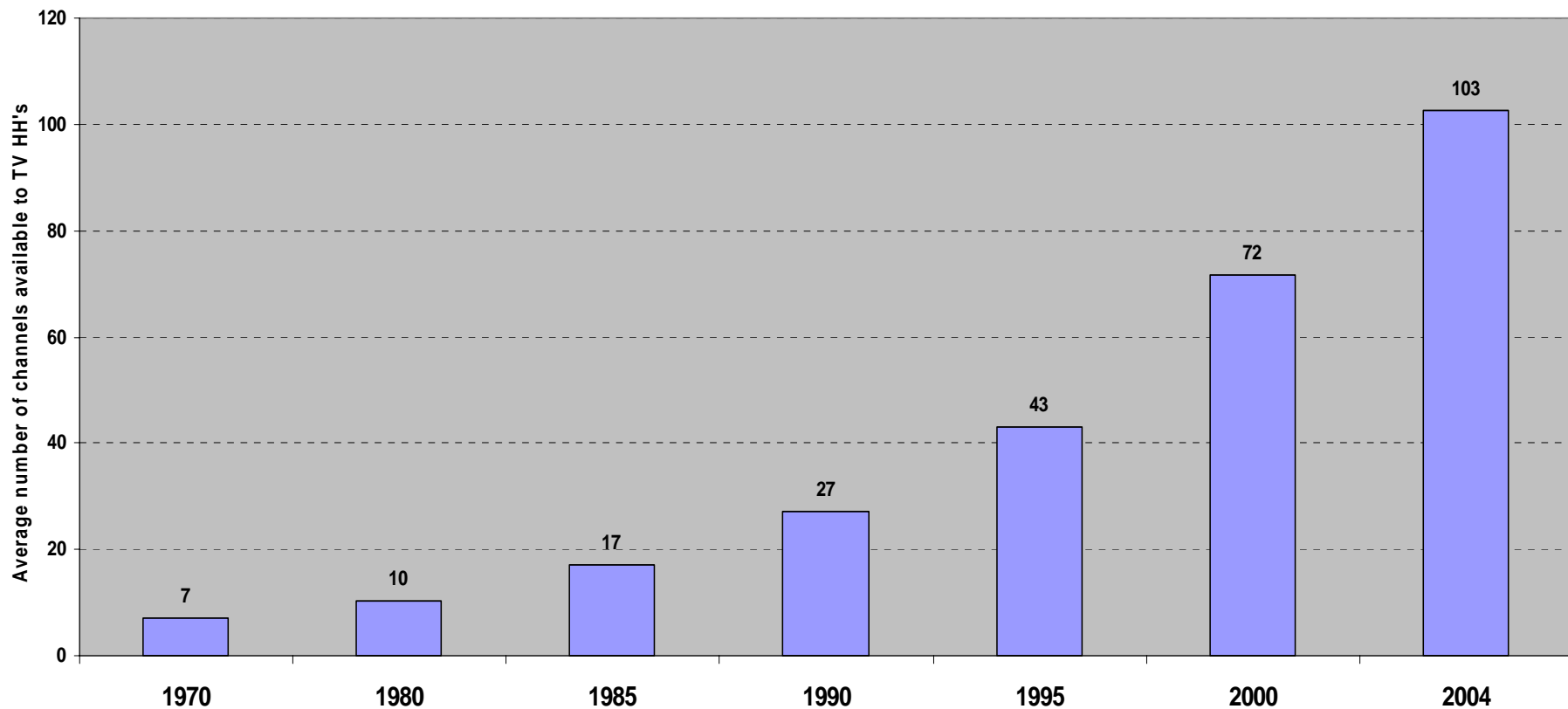**5.5 million voters for Democrats**
(3% of all registered voters)

the genesis

fragmentation of traditional media audiences driven by increase in media consumer choices

the number of channels available in the average television household has exploded over the past 35 years – from average of 7 to 100+.
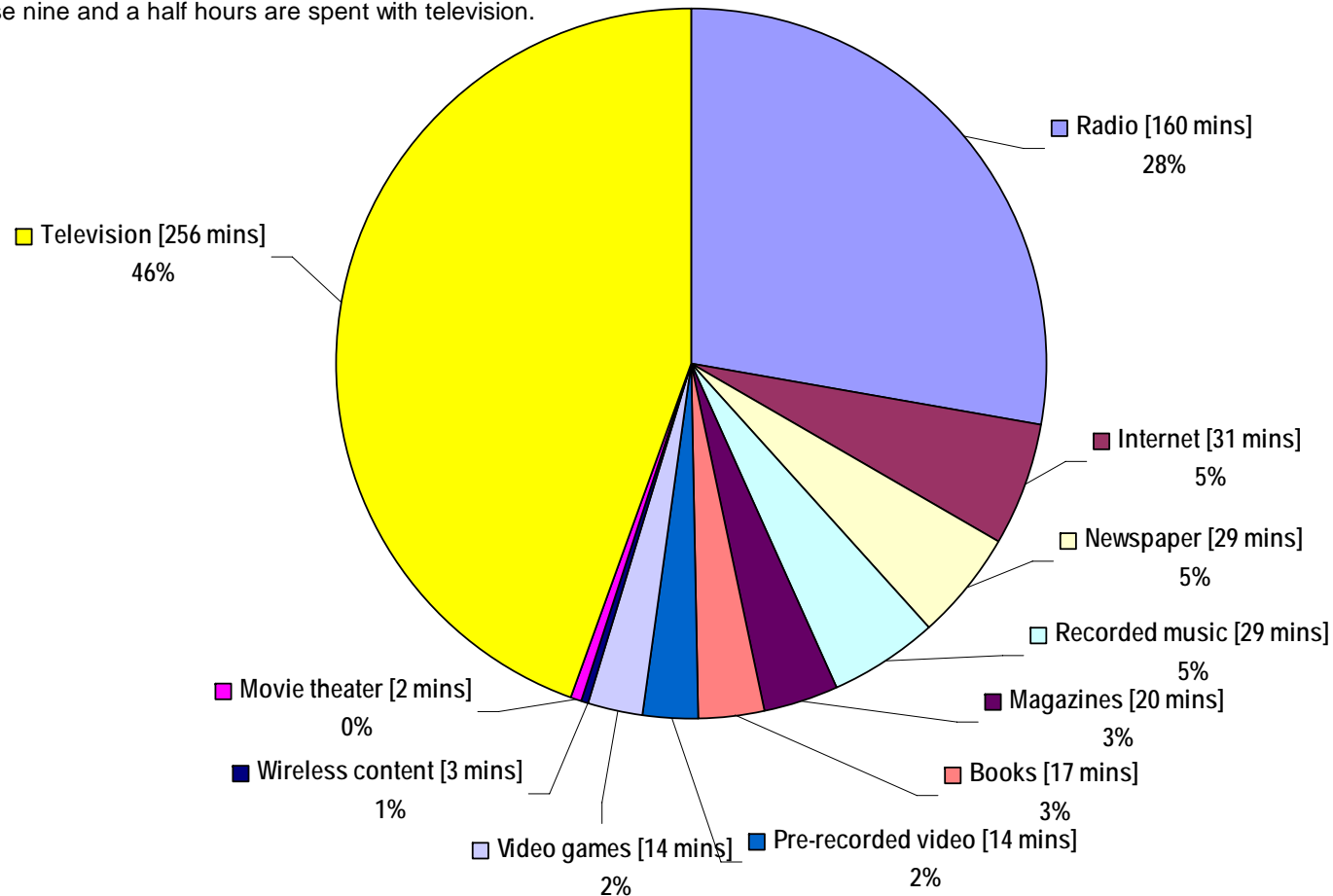
the genesis

The Average American Media Day

A typical American is exposed to 575 minutes of media per day. The largest share of those nine and a half hours are spent with television.

- Radio [160 mins] 28%
- Television [256 mins] 46%
- Internet [31 mins] 5%
- Newspaper [29 mins] 5%
- Recorded music [29 mins] 5%
- Magazines [20 mins] 3%
- Books [17 mins] 3%
- Movie theater [2 mins] 0%
- Wireless content [3 mins] 1%
- Video games [14 mins] 2%
- Pre-recorded video [14 mins] 2%

MicroTargeting

MicroTargeting <u>answers</u> 3 basic questions

- who should I be talking to?

- why should I be talking to them?

- what should I say to them?

MicroTargeting provides <u>insights</u> into 2 more key questions

- how should I talk to them?

- when should I talk to them?

MicroTargeting

so how do we make the figure all this out?
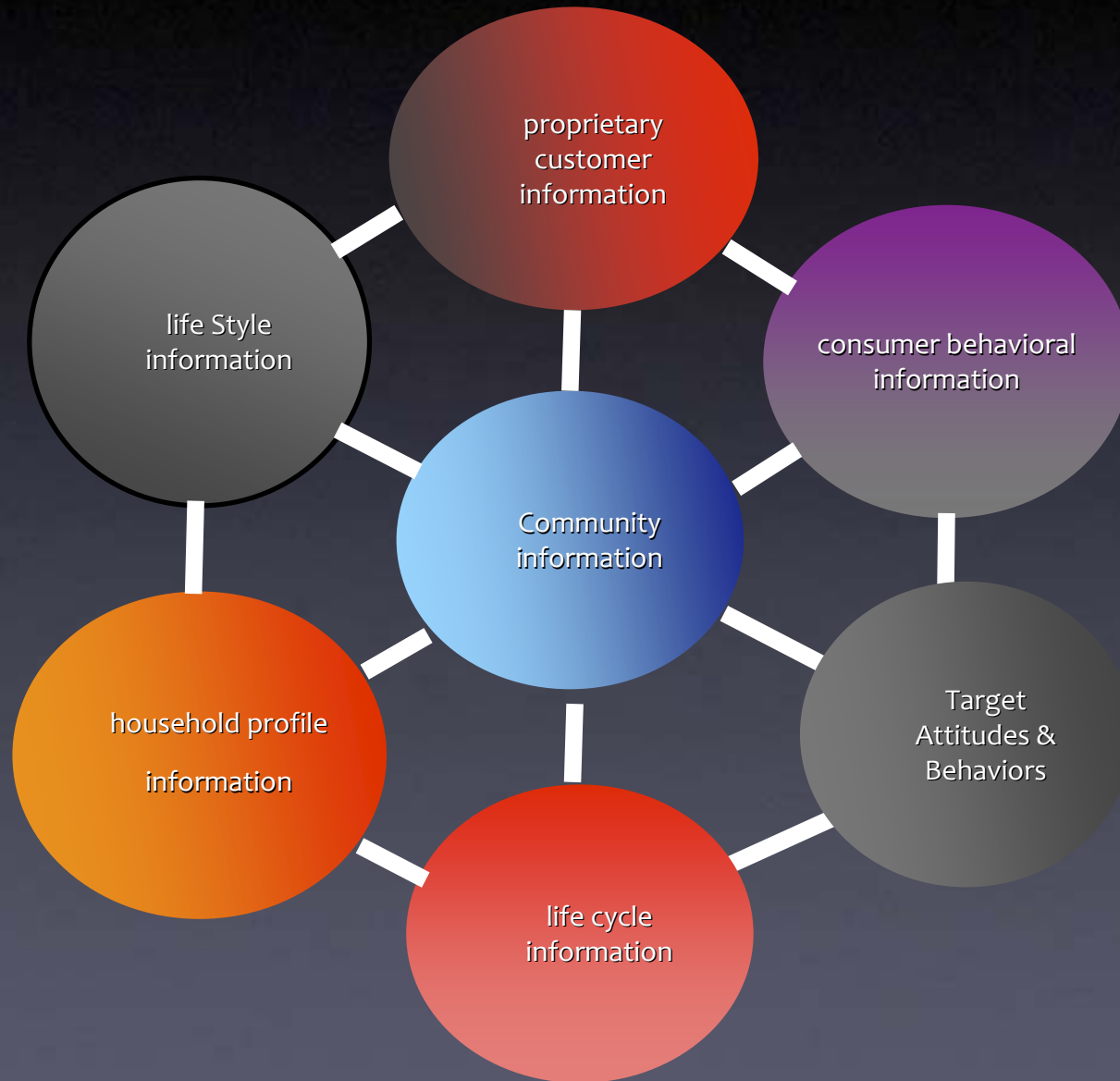
data

more is better

microtargeting

No information of current attitudes and behaviors
relevant to the clients objectives

?

large sample
microtargeting survey
collects specific attitudes and behaviors

microtargeting

sequencing a voter's DNA

if =   if =   *If not* =   if =   if =

investor   frequent Flier   regular Voter   wine internet   new homeowner

if =   *If not* =   if =

church   married with kids   exercising   e-shopper

then voter   =   **campaign voter target #1**

Political Brand Loyalty DNA Structure

The Republicana MicroTargeting Segments

Segment	Segment Name	Segment Size	GOP Base	Committed GWB
1	Religious Conservative Republicans	37,145	87%	86%
2	Conservative Republican Families	53,082	86%	96%
3	Younger Republicans	122,335	85%	92%
4	Motivated Republicans	164,204	83%	89%
5	High Turnout Republicans	35,878	82%	92%
6	Older Reliable Republicans	133,191	80%	83%
7	Limited Government Conservatives	34,630	78%	85%
8	Culturally Conservative Independents	69,667	78%	80%
9	Socially Moderate Republicans	275,542	75%	68%
10	Education Oriented Republican Families	94,475	74%	76%
11	Unreliable Republican Voters	130,245	74%	80%
12	Pleased Weak Republicans	31,700	71%	82%
13	Secular Republicans	44,266	58%	51%
14	Pro-Bush Anti-Tax Swing Voters	42,133	50%	79%
15	Secular Independent Singles	56,580	48%	59%
16	Conflicted Male Voters	39,243	41%	56%
17	White Liberal Independents	44,382	33%	42%
18	Low Turnout Pro-Bush Democrat Men	120,595	33%	57%
19	Average Turnout Weak Male Democrats	41,597	27%	27%
20	Secular Younger Females	280,716	24%	38%
21	Young Unreliable Social Liberals	174,993	18%	37%
22	Liberal Democrats	335,889	14%	21%
23	High Turnout Female Democrats	235,019	9%	17%
24	Minority Democrats	425,646	4%	10%
	Total	3,023,153		

Neighborhood level MicroTargeting

how will 2008 be different from 2004

- In 2004 we communicated extensively with:

  - Pro-Life Anti-Gay Marriage Evangelicals

  - Safety Moms

  - Flag Waving, War on Terror Supporters

  - Middle and Upper Class Pro-Tax Cut Men

- In 2008 we will communicate more with:

  - "Green" Environmentally Minded Evangelical Voters

  - War Weary Women

  - No Surrender in Iraq or War on Terror Voters

  - Men Angry About Pork-Barrel Spending

Focus of national campaign will change from 70% motivation of base and 30% persuasion of swing voters...towards a more balanced 50 / 50 split

how does microtargeting apply to campaigns in Germany

focusing on the individual voter is probably not a practical solution in Germany due to much stricter privacy laws

however the basic premise of gathering more information on each individual part of your winning coalition is very important

Better understanding how region, age, gender and non-political activities help to inform and drive political decision-making can help drive decision on where to advertise, how to advertise and what messengers to use

the fun stuff

- Republicans are more likely to:

  - Be married men

  - Watch football

  - Go hunting

  - Go sailing

  - Play golf

  - Own an IBM

- Democrats are more likely to :

  - Be single women

  - Watch basketball

  - Go fishing

  - Go mountain biking

  - Play tennis

  - Own an Apple

If you smoke, go to the theater, drink wine and read science fiction…………. you are almost certainly a Democrat

If you have kids at home, read religious books, invest in the stock market and like to ski………… you are almost certainly a Republican

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