

## Americans Deserve Better PAC, Inc.

### *Test Marketing Results – Maine 2<sup>nd</sup> Congressional District*

Americans Deserve Better PAC, Inc. was founded with the stated purpose of running the first data-driven campaign for a Libertarian America and independently assisting the Johnson/Weld ticket with targeted advertising based on electoral potential and market value.

During the month of August, we conducted an analysis of toss-up Congressional races in battleground states to identify a test market for our advertising strategy. We sought a district that offered affordability, partisan parity within the electorate, and a level of undecided voters on par with the national average. Such districts are microcosms of the nation's median political conversation and offer laboratories for this marketing approach.

The result of our analysis suggested that the suburban-rural 2<sup>nd</sup> Congressional District of Maine, centered in Bangor, satisfied our criteria. We chose not to focus on a district with a large electoral advantage for either the Republicans or the Democrats, because voters in those areas realize they are inconsequential in the Presidential election. Their electors are pre-determined by the dominance of one party or the other, so it is easier to cast a protest vote knowing that it won't impact the election. By choosing an area that is in-play for both the Presidential and a Congressional or Senatorial race, we increased our degree of difficulty in winning support for the Libertarian ticket, but also created a scenario in which we could more accurately measure the effectiveness of our messaging, as opposed to simply racking up protest votes in a heavily red or blue district.

After two weeks of advertising on broadcast television, cable television, radio and online, we about doubled the Johnson/Weld vote share from a starting point of 5.5% on August 3 to 10.6% on August 29 (see Page 3 for details). All of the other tickets on the ballot showed negative movement during the same period and the number of undecided voters fell as well. Also, while Johnson/Weld supporters are more heavily comprised of registered Republicans in this district (approximately 50%), they have a substantial number of Democrat and Independent supporters as well. In fact, Hillary Clinton's decline in support throughout our ad buy outpaced that of Trump.

Further analysis revealed that the Johnson/Weld ticket received the lion's share of voters who changed their vote preference over the period of our test marketing. This is a fairly remarkable finding given the fact that neither Johnson nor Weld appeared in the district until the final day of our ad campaign, and as such received very little earned media coverage compared to Donald Trump or Hillary Clinton over the same period.

[NOTE: While coordination between the Johnson/Weld Campaign and independent Super PAC's is forbidden, moving forward it is important that the campaign recognize where outside groups are spending on behalf of the ticket and prioritize the candidates' schedules accordingly. This approach has a dual benefit; personal appearances increase the effectiveness of paid advertising, and paid advertising increases earned media opportunities for candidates on the ground.]

This test marketing has given us strong evidence to support our data-driven approach. With a small window of opportunity and modest amount of money, we took a ticket with little recognition in Maine CD2 (they weren't even on the ballot in Maine as Libertarians until a few weeks ago) into double digits with appropriate pro-Johnson/Weld messaging that resonated with the district's sensibilities.

We are the only pro-liberty entity in existence that has demonstrated positive movement for the Johnson/Weld ticket based on paid advertising. Regrettably, the Johnson/Weld poll numbers nationally appear to be stagnating over the last several weeks. We believe this is due to a lack of emphasis on data-driven targeting and messaging, and a lack of emphasis on traditional advertising.

The Johnson/Weld campaign and other Super PACs are dedicating far too many resources to online advertising and social media. The online component has an important place in every campaign today, included our own test marketing in Maine, but it must be balanced against traditional advertising methods like broadcast television and radio. Although the way in which people consume information is changing rapidly, we still live in a world where voters watch the 6pm local news and listen to the radio on their way to work. If you are not represented in those spaces, you are not going to move the needle for your candidates or your cause.

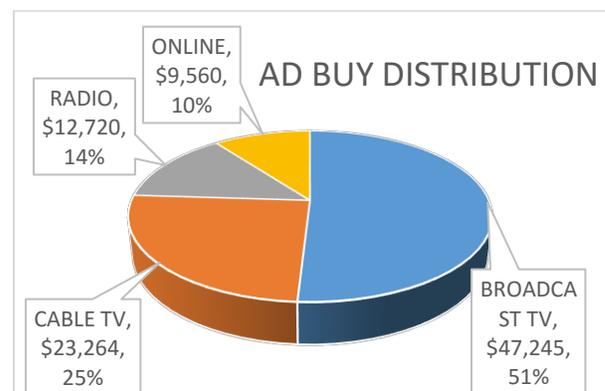
We have created forward movement for the Johnson/Weld ticket and we can replicate these results across the country in battleground states. If the ticket's poll numbers were to begin a steady climb, so too would earned media opportunities; eventually reaching a tipping point where exponential growth is possible. But, that will not occur with Hail Mary passes. It requires a methodical plan that musters the greatest amount of resources possible to traditional paid media.

The only way to disrupt the status quo is with cost-effective, data-driven messages that are focused in areas also contested by the Republicans and Democrats. This will grow the Johnson/Weld ticket's electoral support, increase its national exposure and relevance, and force the ticket into the national conversation as spokesmen for the liberty message.

Connect with us at: [www.VotefortheAdults.com](http://www.VotefortheAdults.com).

## Maine CD2 Ad Buy Details

As longtime Libertarians, we believe it is important to be completely transparent with our donors as to where their money is being spent, so below you will find a breakdown of our advertising expenditures for the recent test marketing. With no staff, no consultant fees, no office space, and little-to-no overhead, we are allocating nearly 100% of the funds we raise to targeting, producing and disseminating direct advertising.



### **BROADCAST TV**

WVII-TV (ABC Bangor)	\$11,050.00
WABI-TV (CBS Bangor)	\$17,025.00
WLBZ-TV (NBC Bangor)	\$9,630.00
WAGM-TV (CBS Presque Isle)	\$9,540.00

### **CABLE TV**

Time Warner Sys 5705 (Lewiston)	\$7,264.00
Time Warner Sys 6013 (Augusta)	\$7,776.00
Time Warner Sys 5704 (Bangor)	\$4,928.00
Beeline Cable Sys 6094 (Farmington)	\$1,056.00
Beeline Cable Sys 6093 (Skowhegan)	\$1,184.00
Beeline Cable Sys 6092 (Millinocket)	\$1,056.00

### **RADIO**

WVOM-FM (Bangor)	\$10,800.00
WVQM-FM (Augusta - simulcast of WVOM)	\$0.00
WZON-AM (Bangor)	\$1,920.00

### **ONLINE**

Online Ad Campaign	\$9,560.00
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**TOTAL** **\$92,789.00**

# PATTERSON & COMPANY

## Polling Summary Maine 2<sup>nd</sup> Congressional District – General Election

### CONFIDENTIAL DOCUMENT

N=1558 (8-3); 1072 (8-18); 1169 (8-29)

Margin of Error = +/- 2.48 to 2.99 points

Field Dates: Aug. 3, 18, and 29, 2016

### Overview

On August 3, 18, and 28, Patterson & Company conducted three waves of polls in the Maine 2<sup>nd</sup> Congressional District at the behest of Americans Deserve Better PAC, Inc. The polls gaged presidential voting preferences among likely voters in the November 2016 general election. In the time between Wave 1 and Wave 3, support for Libertarian Gary Johnson about doubled and Johnson was the only candidate to gain support within the Maine 2<sup>nd</sup> during this period of time.

### Results

In the first round of polling, the Maine 2<sup>nd</sup> evinced a close race between Hillary Clinton and Donald Trump, with Clinton showing a little more than three point lead, just beyond the margin of error. Johnson registered at slightly more than five points. Three and a half weeks later, in Wave 3, support for Johnson had risen about five points (5.5% to 10.6%), while support for all other candidates decreased, with the largest decrease found among Clinton (-2.7%), whose lead over Trump receded slightly to within the margin of error.

Also in Wave 3, we reconnected with 488 respondents from Wave 1. Of these, about 15 percent changed their preference. Of those changing their preference, Johnson was the clear favorite by nearly 3-in-10, followed by Trump, those becoming undecided, Clinton, and finally the Green Party's Jill Stein. Wave 2 provides additional data points that suggest the same basic movement about midway through the time period of interest.

Polling Results for Presidential Race (Maine CD2)			
	8-3 Benchmark	8-29 Tracking	Movement
<b>Clinton</b>	42.7%	40.0%	-2.7%
<b>Johnson</b>	5.5%	10.6%	5.1%
<b>Stein</b>	3.7%	3.1%	-0.6%
<b>Trump</b>	39.5%	38.6%	-0.9%
<b>Undecided</b>	8.6%	7.7%	-0.9%
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<i>N</i>	1558	1169	

Decision Changers (8-3 to 8-29)	
8-29 Preference	% of Changers
<b>To Clinton</b>	14.4%
<b>To Johnson</b>	29.6%
<b>To Stein</b>	11.6%
<b>To Trump</b>	24.9%
<b>To Undecided</b>	19.5%
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<i>N</i>	74

### Methodology

Utilizing automatic telephone response technology, Patterson & Company Research dialed landlines of likely general election voting households in the Maine 2<sup>nd</sup> Congressional District between the hours of 9:00 AM and 5:00 PM, per state law. Response quotas by age group minimized age differences in response rates and post-stratification weights achieved representativeness, with no weight greater than 2.5. Response rates average 9.8 percent for all three waves. Margins of error are 2.48 points for Wave 1 (N=1558, Aug. 3); 2.99 points for Wave 2 (N=1072, Aug. 18), and 2.86 points for Wave 3 (N=1169, Aug. 28).