



RAGNAR

RESEARCH PARTNERS

Michigan Statewide

April 17-20, 2018

n=1,625 Likely Republican Primary Voters

MoE=±2%

Methodology & Messaging

Methodology

Interviews were conducted April 17 through April 20, 2018 by IVR, including landlines and cell phones. Completed interviews include 1,625 Likely Republican Primary Voters (RPVs) across Michigan. Incomplete interviews include 2,822 RPVs. Quotas on age, gender, and region were used to ensure a representative distribution. The study's margin of error is $\pm 2\%$. Respondents were given one of three messaging series. Each series had two positive messages on Brian Calley (below). The first series' messages are the shortest and focus only on facts regarding Calley's performance as Lieutenant Governor. The second series' messages include a statement tying a character trait to the fact. The third series' messages add a statement on the consequences of Calley's character and performance for Michigan voters.

Jobs & Business

■ Additional Text

Fact

As Lieutenant Governor, Brian Calley was the driving force behind historic tax cuts, eliminating thousands of bureaucratic regulations on businesses, and investing millions in job training and opportunities.

Fact & Character

Brian Calley started his own career in a bank mailroom and worked his way up to Vice President. He is passionate about ensuring every person in Michigan has an opportunity to succeed. As Lieutenant Governor, Calley was the driving force behind historic tax cuts, eliminating thousands of bureaucratic regulations on businesses, and investing millions in job training and opportunities.

Fact, Character, & Consequences

Brian Calley started his own career in a bank mailroom and worked his way up to Vice President. He is passionate about ensuring every person in Michigan has an opportunity to succeed. As Lieutenant Governor, Calley was the driving force behind historic tax cuts, eliminating thousands of bureaucratic regulations on businesses, and investing millions in job training and opportunities. **This led to the creation of over 500,000 jobs, a 17-year low unemployment rate and our state now has one of the best workforce growth rates in the nation.**

Education

■ Additional Text

Fact

As Lieutenant Governor, Brian Calley led initiatives to reform special education, improve access to autism services, and heavily increase employment opportunities for people with disabilities.

Fact & Character

As the father of a daughter with autism, Brian Calley knows first hand how important access to education is. As Lieutenant Governor, Calley led initiatives to reform special education, improve access to autism services, and heavily increase employment opportunities for people with disabilities.

Fact, Character, & Consequences

As the father of a daughter with autism, Brian Calley knows first hand how important access to education is. As Lieutenant Governor, Calley led initiatives to reform special education, improve access to autism services, and heavily increase employment opportunities for people with disabilities. **Brian Calley is a nationally recognized advocate and will continue his efforts so that all of Michigan's children can become independent, well-educated, contributing members of society who are leading self-determined lives.**

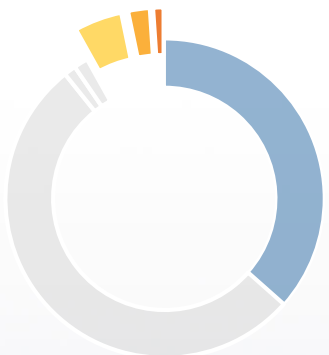
Overall, message length had relatively little impact on a respondent's likelihood to complete the survey.

Total Response Rate



37%
of **Likely Republican Primary Voters** completed the survey, while **53%** of respondents were screened out and **11%** chose not to complete.

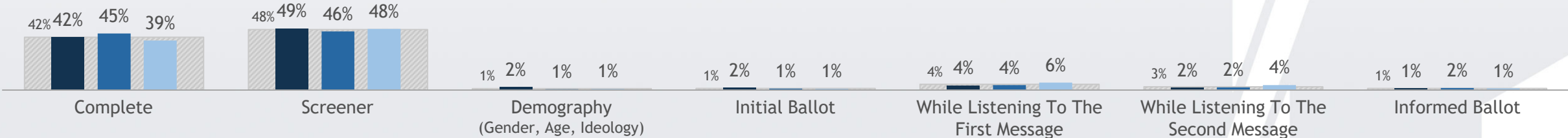
Drop Off Point



8%
of **Incompletes** dropped off during the messages.
5% at the first message
2% at the second message
1% at the informed ballot

Drop Off Point By Message Type

■ Total ■ Fact ■ Fact & Character ■ Fact, Character & Consequences

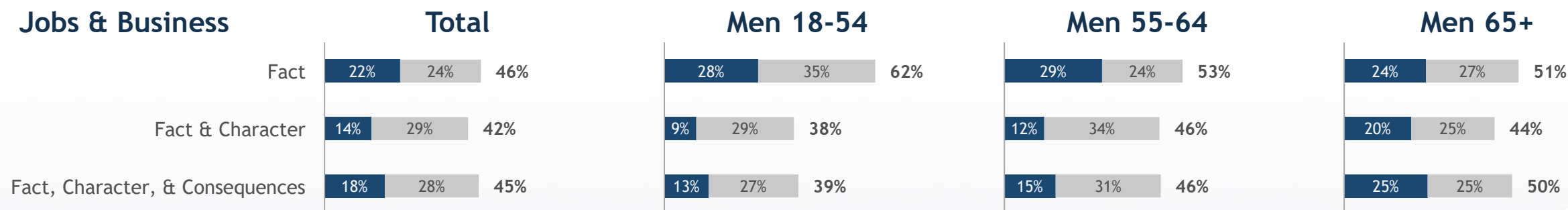


Men's strongest preference overall and in intensity was for the Fact message on jobs & business, particularly those men 18-54. This theme is generally a top issue for men and one they may feel familiar with already.

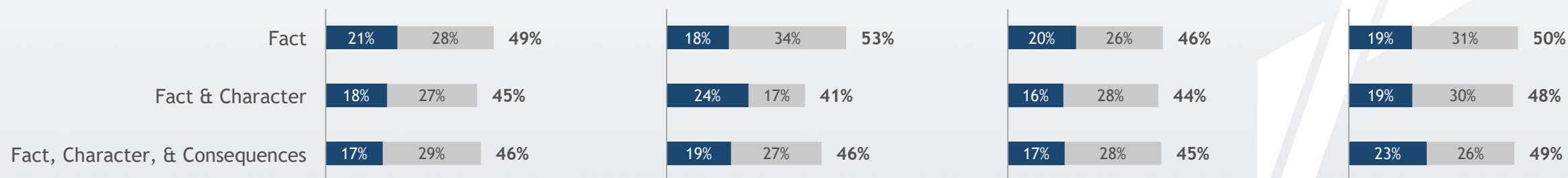
■ Much more ■ Smwt More ■ T2B

Messaging Impact On Likelihood To Vote Calley

Jobs & Business



Education



Similarly, women preferred the Fact message on education, which is typically among the most important issues for women. However, the Fact, Character & Consequence message was effective at persuading younger women across both themes.

■ Much more ■ Smwt More ■ T2B

Messaging Impact On Likelihood To Vote Calley

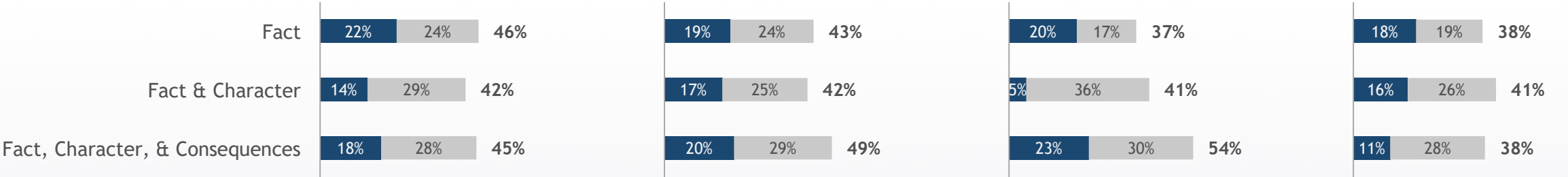
Jobs & Business

Total

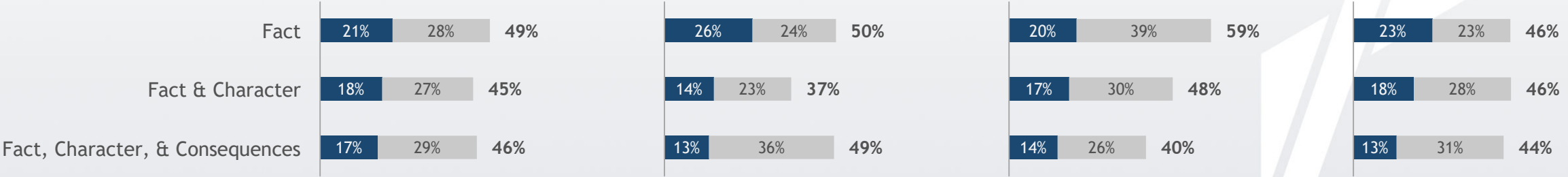
Women 18-54

Women 55-64

Women 65+

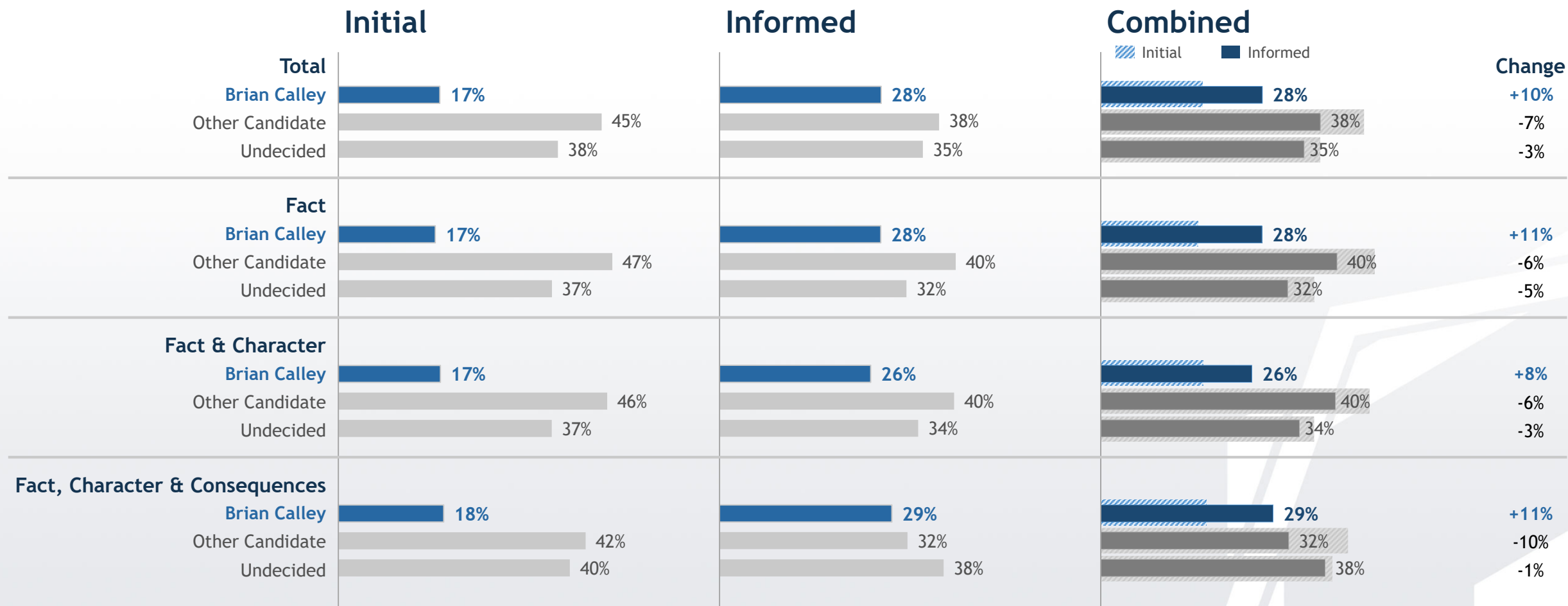


Education



Both the Fact and Fact, Character & Consequences resulted in the largest increase for Calley on the ballot (+11-points). However, the longer messages were notably more effective at pulling voters away from other candidates, while the shorter messages pulled evenly from undecided voters and those already committed to other candidates.

Impact On Ballot By Message Type



Summary & Recommendations

- **The length of messages has a minimal impact on likelihood to complete.**
 - RPVs are only slightly more likely to drop off when given longer messages. Further, no demographic or ideological sub-group were significantly less likely to complete due to message length.
 - This indicates longer messages should be utilized when appropriate, with minimal concern for the impact on response rate or the demographic and ideological composition of those who complete.
- **Voters are quicker to accept messages on topics they care more about.**
 - This is reflected in the job & business messaging results for men and the education results for women, which are generally among the most important issues to each gender respectively. In both cases, voters were more likely to vote Calley if given the Fact message.
 - Alternatively, men's reaction to messaging on education and women's reaction to jobs & business show voters are more receptive to a fuller narrative when they are less familiar with the topic.
 - Results also indicate that Fact & Character messages are not enough. If longer messages are necessary, it is better to utilize a Fact, Character & Consequences narrative.
- **Messaging length impacts which voters are swayed to your candidate.**
 - Overall, the Fact messaging and the Fact, Character & Consequences messaging moved the same number of voters toward Calley.
 - However, the Fact messaging proved equally effective at pulling Other Candidate & Undecided voters, while the Fact, Character & Consequences messaging almost entirely pulled voters away from other candidates.
 - In a race with low name ID, shorter messages will be adequate to influence voters. In a highly contentious race, longer messages will be more effective at undermining opponents.

Drop Off Point

During & After Messaging

Fact	7%
Fact & Character	8%
Fact, Character & Consequences	11%

More Likely To Vote Calley Jobs & Economy

Fact	22%	24%	46%
Fact & Character	14%	29%	42%
Fact, Character & Consequences	18%	28%	45%

Much More	Smwt More	T2B
22%	24%	46%
14%	29%	42%
18%	28%	45%

Education

Fact	21%	28%	49%
Fact & Character	18%	27%	45%
Fact, Character & Consequences	17%	29%	46%

21%	28%	49%
18%	27%	45%
17%	29%	46%

Message Impact On Ballot

Fact

Brian Calley	17%	28%	+11%
Other Candidates	47%	40%	-6%
Undecided	37%	32%	-5%

Initial	Informed	Change
17%	28%	+11%
47%	40%	-6%
37%	32%	-5%

Fact & Character

Brian Calley	17%	26%	+8%
Other Candidates	46%	40%	-6%
Undecided	37%	34%	-3%

17%	26%	+8%
46%	40%	-6%
37%	34%	-3%

Fact, Character, Consequences

Brian Calley	18%	29%	+11%
Other Candidates	42%	32%	-10%
Undecided	40%	38%	-1%

18%	29%	+11%
42%	32%	-10%
40%	38%	-1%



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