Grassroots Targeting

Case Study

Trump Campaign
Best in Targeting for
Turnout and Persuasion

(2024)

President Donald J. Trump executed the greatest comeback in American political history with his stunning primary and general election victories in 2024, overcoming unprecedented challenges throughout.

One component of his comeback was the relentless and disciplined targeting of the best voters for turnout and persuasion. The proof is in the numbers: across the seven battleground states, President Trump turned out a higher share of his target voters than did Kamala Harris, with widening gaps among mid- and low-propensity voters.

Winning the Turnout War

Across the battlegrounds, President Trump won the turnout war by 1-point among high-propensity voters. Among mid-propensity voters, those who vote infrequently but may vote in presidential elections, President Trump's advantage skyrocketed to 7-points. Among low-propensity voters, new registrants and those who had never voted, President Trump won the fight by 4-points.

Altogether, this turnout advantage represented a difference of 443,153 votes, or approximately 58% of his aggregate win margin in those states.

In states, the margins were even more impressive, reaching into the double digits: a 10-point win among Pennsylvania mid-

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Turnout by Voter Propensity in Battleground States

Arizona
High: **Trump +1**
Mid: **Trump +4**
Low: **Trump +4**

Georgia
High: **Trump +2**
Mid: **Trump +8**
Low: **Trump +5**

Michigan
High: **Trump +1**
Mid: **Trump +7**
Low: **Trump +4**

Nevada
High: **Trump +1**
Mid: **Trump +4**
Low: **Trump +2**

North Carolina
High: **Trump +1**
Mid: **Trump +5**
Low: **Trump +5**

Pennsylvania
High: **Trump +1**
Mid: **Trump +10**
Low: **Trump +8**

Wisconsin
High: **Trump +2**
Mid: **Trump +13**
Low: **Trump +13**

propensity voters, and 13-points among Wisconsin mid- and low-propensity voters each.

These turnout targets were reached in part through use of coordinated canvassing that became permissible due to a mid-campaign FEC ruling ironically requested by Democrats. Not only were 2024 Trump canvassing IDs in the battleground states 5% harder-to-reach than those collected in 2020, mid- and low-propensity voters canvassed by the Trump campaign efforts turned out at a 20% and 21% higher rate than equivalent Harris targets, while being 46% harder-to-reach.

Newly-registered Trump campaign targets turned out at a 12% higher rate than all other new registrants, despite being 83% harder-to-reach. Newly-registered Trump campaign targets even turned out at a 17% higher rate than all previously-registered voters in the battleground states, while being 78% harder-to-reach.

Persuasion Efforts Pay Big Dividends

In persuasion efforts, the campaign successfully targeted women aged 18-44 in the "Blue Wall" states of Michigan, Pennsylvania & Wisconsin who were not committed to voting for a candidate and thought Kamala Harris would better represent them on abortion, but preferred President Trump's position when informed. The result was a Trump swing of +9.6% according to exit polls.

The campaign also successfully targeted Hispanic men in the Sun Belt states of Arizona and Nevada who felt that price inflation or their personal financial situation had gotten worse under the Biden-Harris administration. The result was a Trump swing of +10.6% according to exit polls.

Lastly, the campaign successfully targeted persuadables, as evidenced by his substantial win and overperformance relative to other Republican candidates. Persuadables were likelier to be lower-information, younger, non-white, working-class, and consuming non-traditional media. Advertising targeted towards these voters resulted in historic investments from cable network advertising like the Big Ten Network in Wisconsin, BET in Georgia and North Carolina, and OWN in Arizona, to both urban contemporary and inspirational gospel radio buys across multiple battleground states in key markets over the final weeks of the campaign. The results were clear: nationally, President Trump shifted non-white voters aged 18-44 by +23 from 2020 to 2024.

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