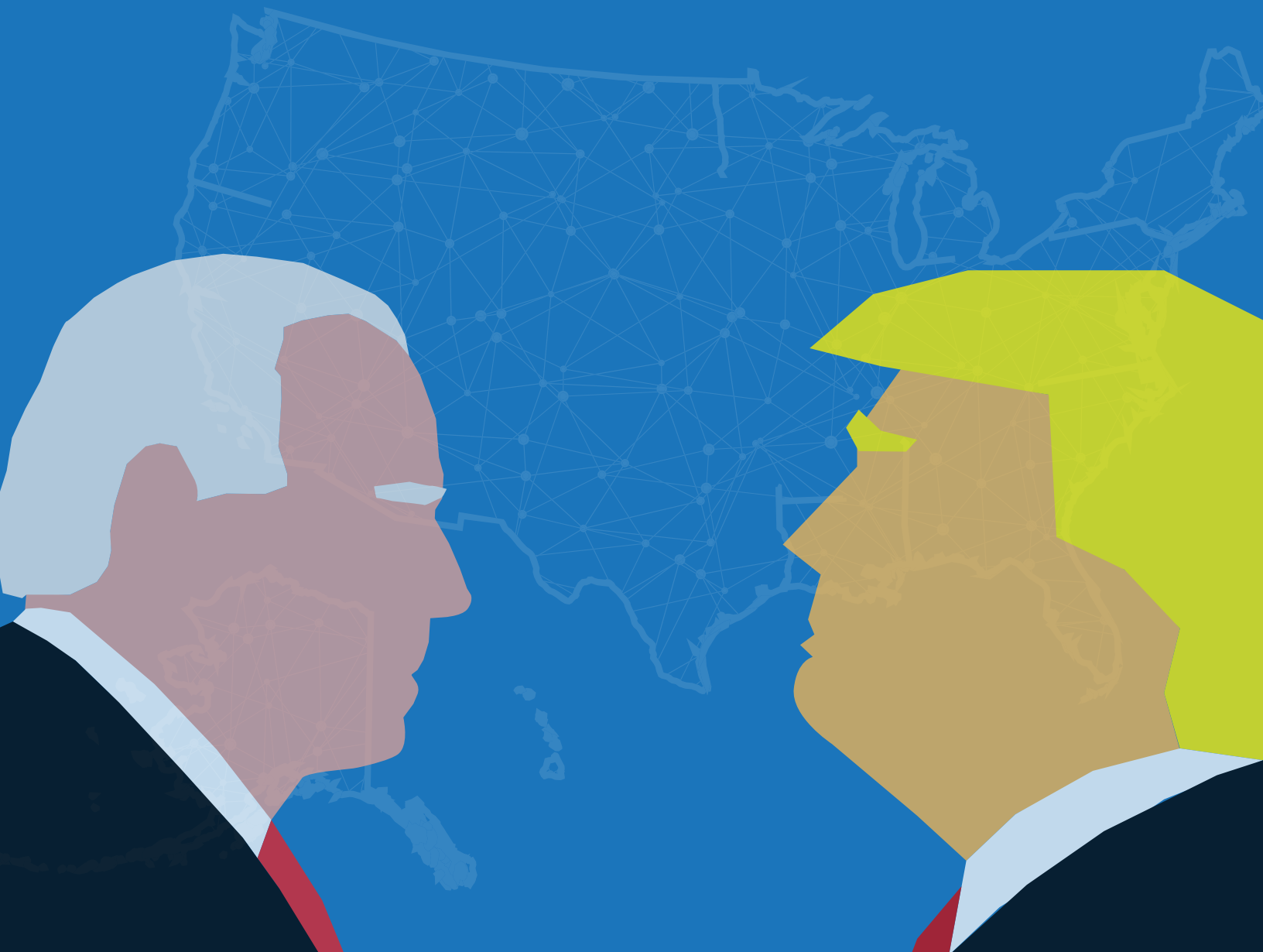




# Target Undecided Voters During These Critical Final Weeks



# TARGET UNDECIDED VOTERS DURING THESE CRITICAL FINAL WEEKS

**72% OF AMERICANS HAVE NOT VOTED YET**

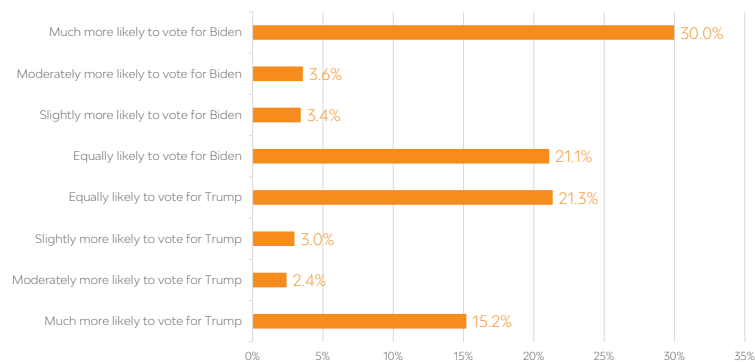
**52% BELIEVE BIDEN WILL WIN ON NOVEMBER 3**

The 2020 Presidential Election is impending, and voters are overwhelmed with increasing COVID-19 cases, the ongoing fight for social justice and a barrage of negative campaign ads. That's why Resonate is closely tracking voter sentiment regarding a wide range of topics, issues and candidates and turning that real-time insight into targetable voter segments. If you're going to win in November, you need to activate these voter segments now.

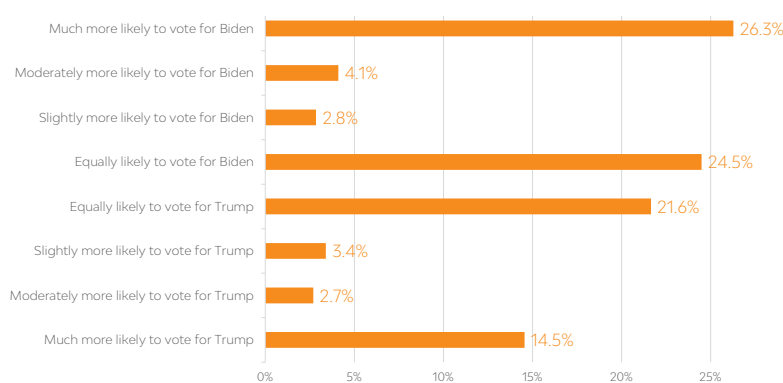
Your goal in these final weeks is to get out the vote by delivering the exact right message to the right audience at the right time. Resonate's team of experts is standing by 24/7 through November 3 and beyond to build hyper-targeted audiences and plan, execute and measure winning campaigns. In a matter of minutes, Resonate can build, analyze and validate audiences for seamless omnichannel activation across digital devices, while utilizing immediate feedback for real-time adjustments. There's no time to waste. Connect with your voter base and the undecided electorate today.

## We asked voters...

***In September, President Trump nominated Amy Coney Barrett to fill the vacant seat on the Supreme Court that was previously occupied by the late Ruth Bader Ginsburg. If Amy Coney Barrett is confirmed as a Supreme Court Justice prior to the Presidential election, what impact will this have on who you vote for President?***



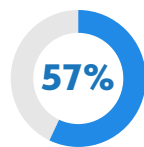
***If Amy Coney Barrett is not confirmed as a Supreme Court Justice prior to the Presidential election, what impact will this have on who you vote for President?***



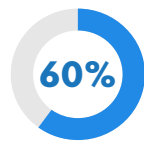
# VOTER SENTIMENT IN THE FINAL WEEKS OF THE ELECTION

Less than three weeks remain. A Supreme Court pick is up for confirmation and her hearing is dominating the headlines. President Trump recovered from COVID and resumed raucous rallies. Former Vice President Joe Biden is hitting the pavement across battleground states. The second debate was cancelled in lieu of independent town halls.

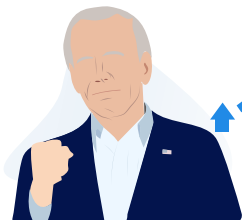
While the days are few, the swings in voter sentiment are sure to be many. If you're going to connect with those voters who are still undecided – and the 72% that have not yet voted – you need messaging that takes into account the issues that matter today.



**57%** say their opinion of President Trump has worsened because of the handling of the coronavirus pandemic.

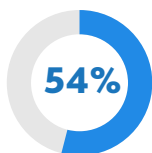


**60%** of voters still do not trust the federal government as a result of its handling of the coronavirus pandemic

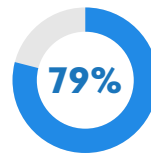


**19%** American voters' favorable opinion of Former Vice President Joe Biden has increased 19 percentage points since March

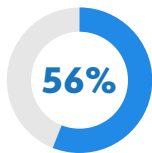
## ADDITIONALLY, THE DATA TELLS US...



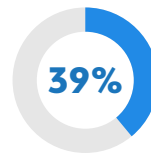
**54%** of voters support enhancing unemployment coverage as a result of the pandemic



**79%** of voters do not consider political ads on Facebook trustworthy



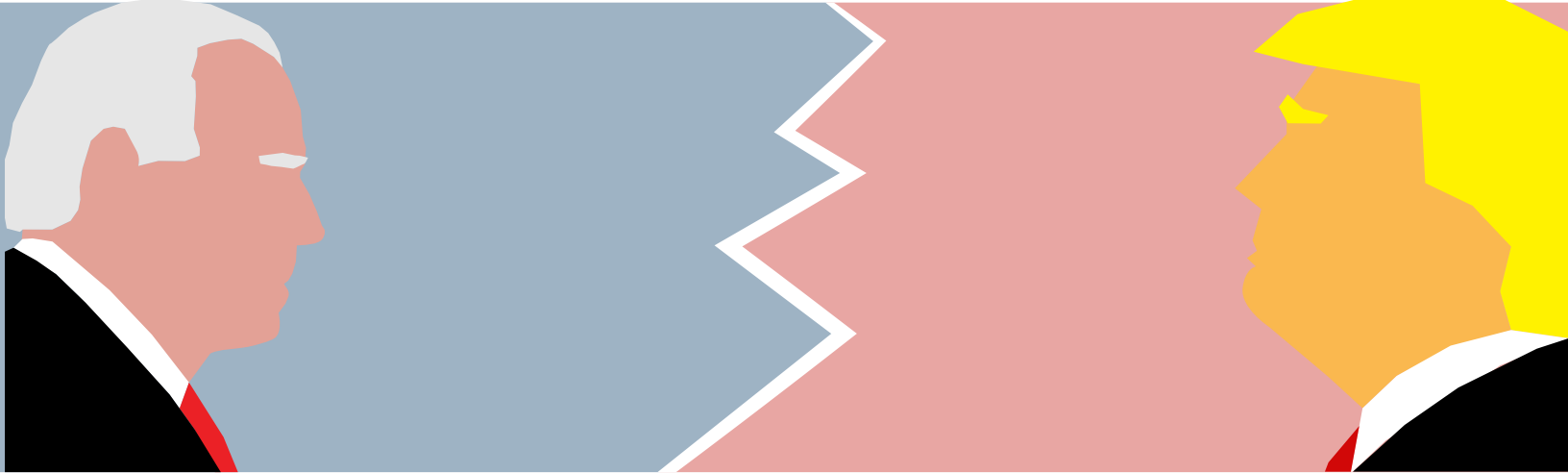
**56%** of voters do not believe the federal government is effective in handling civil unrest



**39%** of voters say their opinion of President Trump is much worse as a result of the civil unrest associated with protests supporting Black Lives Matter

## COUNTDOWN TO ELECTION DAY

You have just weeks left to capture persuadable voters, cement your place with party devotees and lock in a win on November 3. Resonate's real-time voter intelligence data gives you exclusive access to the rapid shifts in voter values, motivations and drivers to help you message where voters stand today.



## YOU CAN'T AFFORD TO WAIT WITH LESS THAN THREE WEEKS LEFT

Communicating with voters during the remaining weeks of an election season of unprecedented uncertainty and crisis requires staying up-to-date on constantly shifting sentiment. One day can make the difference in resonant v. tone deaf messaging. That's why Resonate provides continuously updated, AI-driven insights that empower you to better engage, target and activate hyper-specific audiences — including those in swing states and remaining undecided voters.

**Want full access to the entire Wave 9 report and to learn how you can put insights into action today with the help of our expert managed media team?** Request a demo or contact us by phone at 855-855-4320 to put your campaign on a winning track in the final weeks.

## ABOUT RESONATE

Resonate is a pioneer in AI-driven consumer data & intelligence. The Resonate Ignite Platform seamlessly enriches any data with the deepest understanding of the U.S. consumer and then integrates into the marketing ecosystem to drive insights into action. Resonate Elements, our proprietary consumer data set, has more than 13,000 attributes, including the Human Element that describes why consumers choose, buy or support certain brands, products or causes. Hundreds of leading brands and agencies use Resonate to better understand their customers and prospects and power decision-making from strategy and execution to drive growth and revenue across the customer lifecycle.

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