



MEMO: Wisconsin Insights from Project 2020

TO:

FROM: Heritage Action

Background

For too long the left has held swing voters hostage to their liberal agenda. Project 2020 is Heritage Action's grassroots effort to directly counter the left's policy foothold on swing voters. We are putting our trained activists known as Sentinels to work by asking them to educate voters in their communities. Our activists engage directly with swing voters on proven policy persuasion issues including: the economy, jobs, holding China accountable, reopening American society and culture. We will then ask these swing voters to vote conservative in November and recruit them to join Heritage Action's million-person grassroots network. Project 2020 has a short term goal of turning out the vote in November and a long term goal to build a permanent, conservative infrastructure in swing states.

Wisconsin is a key strategic state to accomplish these goals. Our efforts focus on *Washington, Waukesha, Ozaukee, Racine, and Kenosha* counties. In January 2020, we developed an advanced data model to identify swing, persuadable voters in Wisconsin. In February, we conducted two focus groups in Milwaukee to see how these persuadable Wisconsin voters think and talk.

Project 2020 launched on April 1 with a 60 person phone banking operation. These calls are then "chased" by text messages and persuasive digital ads. Once lockdown orders are lifted, we will follow up with in-person visits and events.

Here is an example of a digital ad:

 **Heritage Action for America**
Sponsored · Paid for by HERITAGE ACTION FOR AME... ·  

We want to hear from you. Do you believe we should end our reliance on China and bring our medical supply chain back home? ...See More



POLICIESFORAMERICA.COM
Take the official 2020 Survey!
Take Our 2020 Issue Survey and Tell us...

Of the Wisconsin **10,000+** survey respondents:

- 49% identify as conservative
- 27% identify as moderate
- 10% identify as liberal
- 14% are unsure

President Trump and Coronavirus

An overwhelming majority of Wisconsin swing voters approve of Trump's handling of the COVID crisis (60% approve to 25% disapprove). That pattern has held each week we conducted the survey.

Greatest Concerns: Health vs. the Economy

Among the swing voters surveyed, health concerns outweigh economic concerns. Personal health (29%) and the health of loved ones (17%) are two of the top three responses to the open-ended question, "What is your biggest concern about the current coronavirus outbreak?" However, economic concerns (23%) were the second most common response.

Business vs. Government

When it comes to addressing economic concerns, Wisconsin swing voters would rather rely on businesses to fix the economy (53%) instead of depending on government checks (14%).

Bringing Manufacturing Home

A vast majority (73%) of Wisconsin swing voters support bringing manufacturing back home to end our reliance on Chinese and foreign factories for essential supplies such as masks and medication.

Responding to China

A majority of North Carolina swing voters recognize the need for a strong response to China's deception and hoarding at the time of the COVID-19 outbreak.

We asked, "Some say that if America gets tough on China, China will retaliate by raising prices on goods and hurt American consumers and farmers. Knowing this, would you still support America getting tough on China or continuing America's current level of cooperation with China?"

55% responded, "Get tough on China", while only 21% answered, "Cooperate with China."