

BIGGEST MESSAGING LESSONS FROM A/B TESTING



PROGRESSIVE CHANGE INSTITUTE

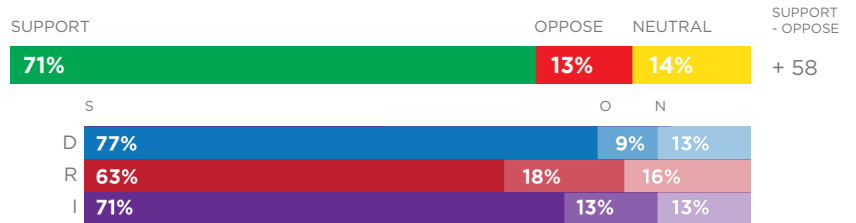
This is part of a national poll of 1,500 likely 2016 voters conducted by GBA Strategies on behalf of the Progressive Change Institute. More details on the poll can be found on the last page, including poll dates, sample sizes, and margin of error.

MEDICARE FOR ALL:

Buy-In (Public Option) vs. Single Payer
43% advantage for Medicare Buy In

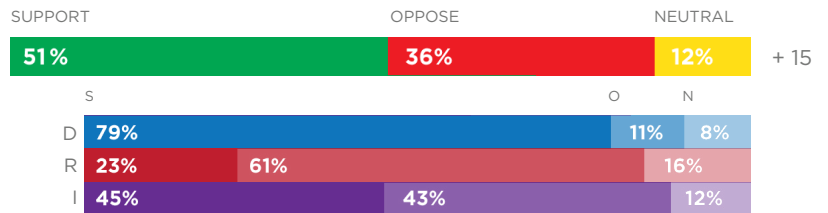
MEDICARE BUY-IN FOR ALL

Give all Americans the choice of buying health insurance through Medicare or private insurers, which would provide competition for insurance companies and more options for consumers.



SINGLE PAYER HEALTHCARE VIA MEDICARE

Enact a national health plan in which all Americans would get their insurance through an expanded, universal form of Medicare.



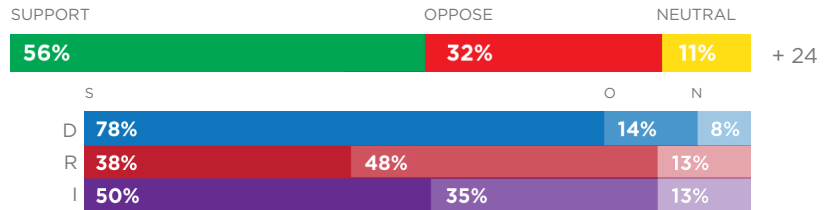
VOTER EMPOWERMENT:

National Holiday vs. Comprehensive Voter Empowerment Act

21% Advantage for Comprehensive

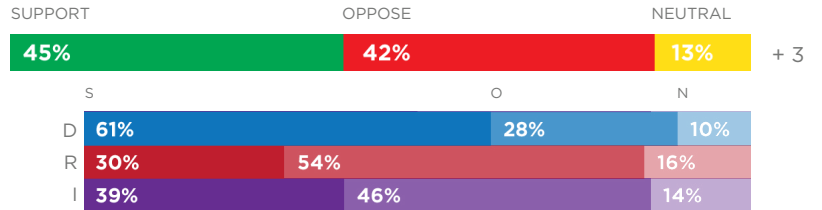
COMPREHENSIVE VOTER EMPOWERMENT ACT

Enact a comprehensive Voter Empowerment Act that would make Election Day a national day off, empower the federal government to strike down state laws that limit people's right to vote, and automatically register people to vote when they turn eighteen.



MAKE ELECTION DAY A NATIONAL HOLIDAY

Make Election Day a national holiday and day off.



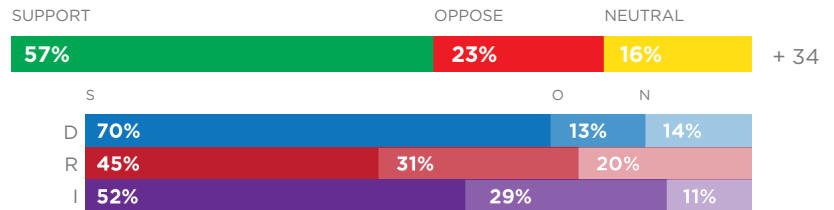
PUBLIC MATCHING FUNDS FOR CONGRESSIONAL ELECTIONS:

Straight Match (With Regular Person vs. Lobbyist Angle) vs. Match Plus Rebate

19% Advantage for Straight Match

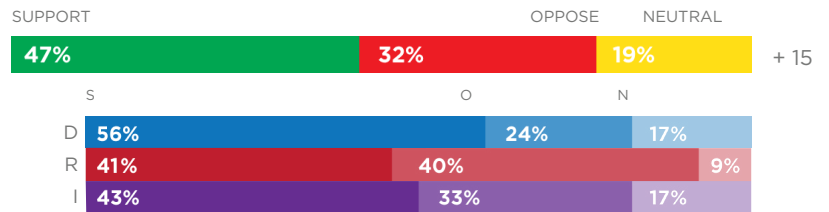
PUBLIC MATCHING FUNDS FOR SMALL-DOLLAR DONATIONS (MESSAGE A)

Put more political power in the hands of regular people by creating a public matching fund for small-dollar donations to congressional campaigns. This would give a one hundred dollar donation from a high school teacher the same weight as a lobbyist's seven-hundred dollar contribution.



PUBLIC MATCHING FUNDS FOR SMALL-DOLLAR DONATIONS (MESSAGE B)

Put more political power in the hands of regular people by creating a public matching fund for small-dollar donations to congressional campaigns. Also, give Americans a tax rebate for the first one hundred dollars in small-dollar donations they give to congressional campaigns.

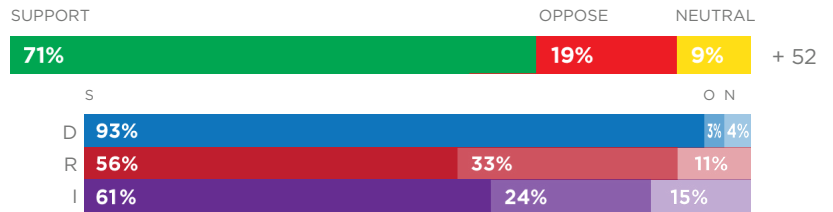


DEBT-FREE COLLEGE AT PUBLIC UNIVERSITIES

Federal Assistance to States vs. Assistance To State Colleges
15% Advantage for Federal Assistance To States

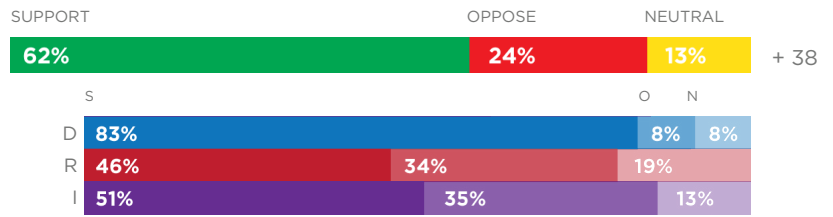
DEBT-FREE COLLEGE AT ALL PUBLIC UNIVERSITIES (MESSAGE A)

Provide federal financial assistance to states to make public colleges and universities more affordable, so that all students have access to debt-free college education in America.



DEBT-FREE COLLEGE AT ALL PUBLIC UNIVERSITIES (MESSAGE B)

Provide financial incentives to state colleges and universities to ensure all students have access to debt-free college education in America.



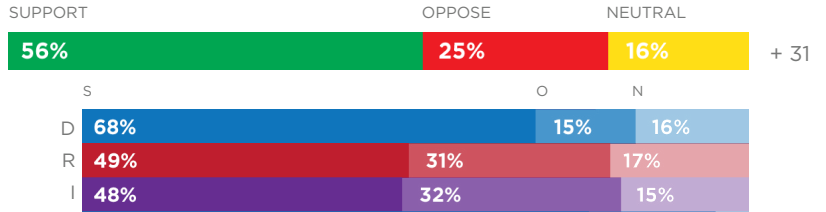
POST OFFICE BANKING

Competition For Wall Street vs. Pure Services

13% Advantage for Competition For Wall Street

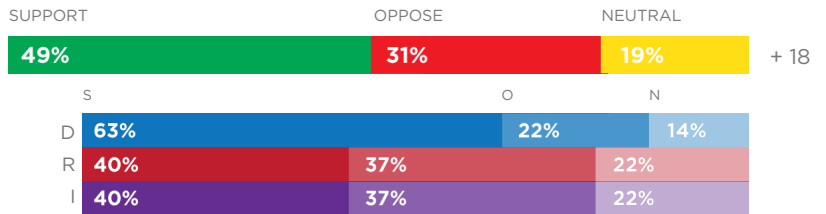
PUBLIC OPTION BANKING VIA POST OFFICES (MESSAGE A)

Create competition for big Wall Street banks by allowing post offices to offer banking services, creating an incentive for better customer service and more socially-responsible banking.



PUBLIC OPTION BANKING VIA POST OFFICES (MESSAGE B)

Allow post offices to offer basic banking services such as check cashing and bill paying for everyone.

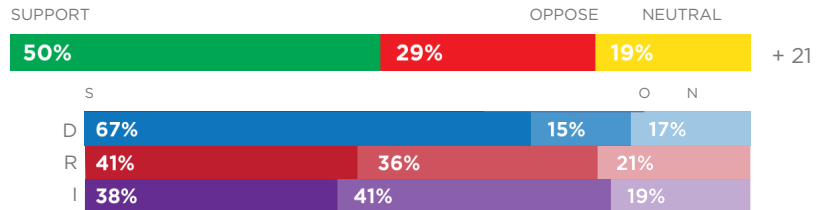


FINANCIAL TRANSACTION TAX

Connect To Priorities It Will Fund vs. Stop Wall Street Gambling
10% Advantage for Connect To Priorities It Will Fund

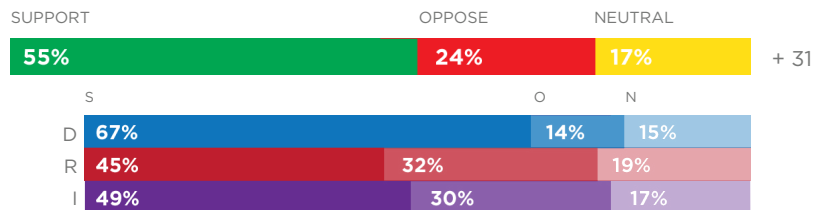
FINANCIAL TRANSACTIONS TAX (MESSAGE A)

Enact a one percent tax on Wall Street transactions, which will largely impact major investors, in order to reduce the speculative Wall Street gambling that damaged our economy.



FINANCIAL TRANSACTIONS TAX (MESSAGE B)

Enact a one percent tax on speculative Wall Street transactions, which will largely impact major investors, in order to reduce speculative Wall Street gambling and generate revenue for priorities like jobs and education.



POLLING INFORMATION

- Conducted January 9th – 15th, 2015 by GBA Strategies on behalf of the Progressive Change Institute.
- Interviewed 1,500 likely 2016 voters nationwide (MOE +/- 2.5%) with every policy question posed to a split sample of 750 voters (MOE +/- 3.6%) to compare messaging and policy variations. With an oversample, 308 drop-off Democrats, defined as Democrats or Obama voters who say they did not vote in 2014, were interviewed (MOE +/- 5.6% for full sample, +/- 7.9% for split sample).
- More than 25% of interviews conducted via cell phone.
- 583 (38.9%) of those interviewed identified themselves as Democrats, 382 (25.5%) as Independents, and 507 (33.8%) as Republicans.
- Voters were asked to rate proposals on a scale of zero to ten where zero means they strongly oppose the idea and ten means strong support for the idea and a desire to see it become law. Zero to four represents opposition for a proposal. Five is neutral. Six to ten is supportive.
- Questions that resulted in one or more non-response are noted as “No Response.”