



June 24, 2024

To: Leopard Strategies
From: Blue Rose Research
Re: Florida Shame Ad Test

Summary:

Looking at the recent round of testing evaluating the “Shame” ads, we zoom in on Florida, where we tested two Rick Scott “Shame” variants, “Brian” and “Negative Mom”, collecting 2,037 responses between June 6th and June 8th. We evaluated both ads on measures of vote choice, party control, and vote motivation and modeled responses to a population of likely voters in the state.

Takeaways:

- **Both ads produced strong effects, increasing vote choice between +9.7pp and +10.3pp, with “Brian” slightly outperforming the “Negative Mom” variant of these Shame ads.**
 - These ads had little to no effect overall on party control, and estimated baseline party control in Florida stands at 45.7%.
- **The top performing ad, “Brian”, featuring a father castigating Senator Scott for voting against the right to contraception, appears to be particularly effective in Florida, moving it almost twice as much as this ad’s Missouri and Texas variants. It had little effect on party control at -0.1pp, however.**
 - “Negative Mom” was the more persuasive ad among 18- 34 year olds (+14.3pp) and 2020 non-voters (+19.3pp).
 - Self-identified moderates were highly persuaded by this ad, increasing vote choice for Mucarsel-Powell by +15.6pp.
 - These ads were 2-3pp more effective among women than among men. Likewise, Hispanic voters (+12.7pp) responded more positively to this ad than White voters (+10.0pp) and Black voters (+7.5pp).
- **Neither of these ads successfully improved the party control metric.**
 - This decrease in party control was most evident among Black and Hispanic voters, with effects for both ads ranging from -1.0pp to -1.4pp.
 - Light increases in party control were seen among White voters with no college education, with “Brian” (+0.7pp) slightly outperforming “Negative Mom” (+0.5pp) among this demographic.
- **“Negative Mom” was the most successful overall at improving voter motivation, though it produced only a light increase of +0.6pp.**



- Increases in voter motivation was slightly larger for this ad among women than among men.
- Biden voters saw modest increases in response to “Negative Mom” (+0.7pp) while motivation did not improve among Trump voters in response to either ad.
- The largest increases in vote motivation were seen among 18-34 year olds (+1.2pp) and 2020 non-voters (+1.3pp).
- Hispanic voters had the largest increases in vote motivation in response to this ad at +1.1pp, while White voters (+0.3pp) and Black voters (+0.2pp) saw less movement.
- “Brian” was modestly persuasive among 2020 non-voters (+0.9pp), Hispanic voters (+0.6pp) and self-identified liberals (+0.6pp), while producing moderate backlash among Black voters (-0.8pp)