

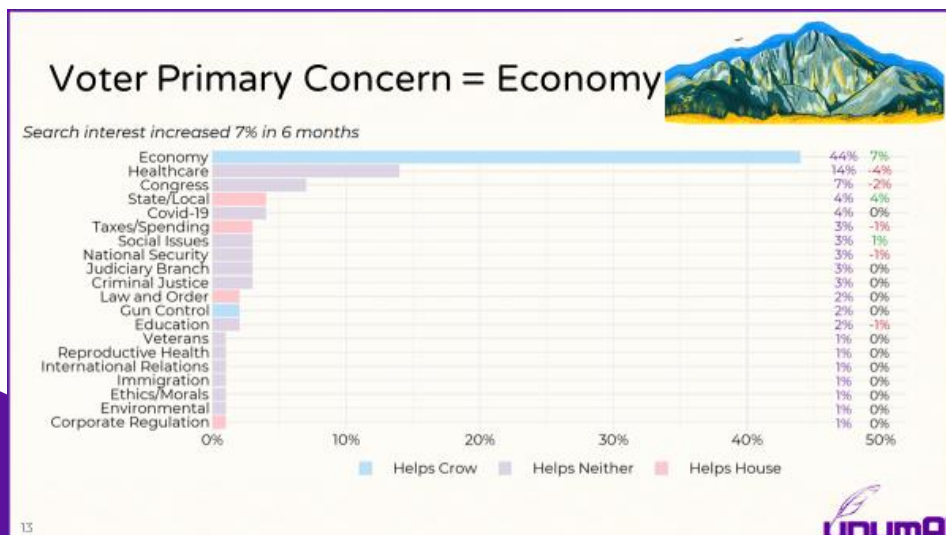


The Problem: One of the problems political candidates face today is riding the waves of media cycles to position themselves as the **person for the moment**. Every candidate knows who they are, and the vision that they bring for the future. The art of getting elected

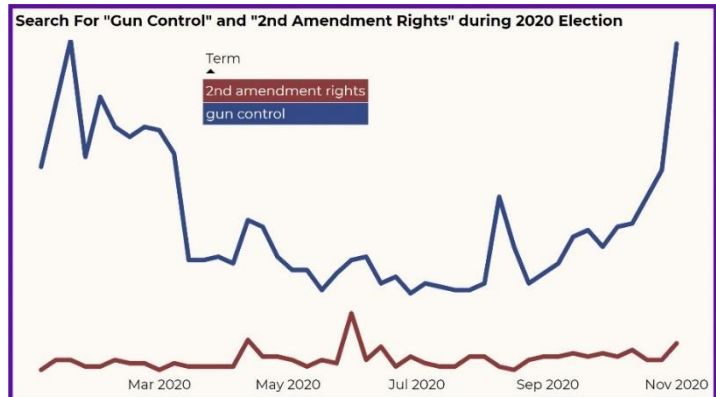
is to match that vision for the future with what goes on during a campaign to generate voter enthusiasm. At the core of this synthesis, candidates poll their constituents on their views about topical issues, so that they can message for the moment. That **primary research** through surveys and focus groups with voters is commonly perceived by most candidates as **over-priced** and **unreliable**.

The Challenge: The challenge for Jason Crow in his 2020 re-election campaign was that overnight, 9-months before the election, novel coronavirus entered the United States and changed the world. The issues that mattered to voters changed, and the strategy that he entered the campaign with needed research and revision. Because **traditional polling** gathers data at one-moment in time, that data turns stale in a quickly evolving situation like the pandemic. Because of its considerable expense, the fortunate or unfortunate timing of a poll can set a good or bad strategy in motion. The challenge of honest, accurate polling increases and becomes more difficult when topics in the race are especially difficult to talk about, like race relations and Trump were in 2020. The anti-mainstream media sentiment caused polls to underreport Republican support throughout the race, particularly among minorities. With unreliable information from traditional research methods, the challenge for Jason Crow became weaving his story, and his vision, into the intense national narratives and statewide storylines captivating peoples' attention and determining party-allegiances up and down the ballot.

The Solution: Using a new data source, peoples' Google Searches, provides more honest data, better data, more frequent data, quicker data, and robust, near-population rather than sample data. UnumAI took the candidates' social media accounts and scraped them for topics. For example, Jason Crow's social media talked about Gun Control and his opponent's




talked about 2nd Amendment rights. We then cross-mapped the topics to how many Google Searches occurred for each issue topic in the district. We monitored those searches over-time to see how outside events, shootings for example, altered the conversation in the district. We detected searches related to jobs and the economy surging, while the pre-pandemic important issues to Democrats, like healthcare costs, faded in importance (other than removing Trump from office).



Narrative-Testing Model: The narrative-testing model is a linear regression model that tells us which topics are helping or hurting each candidate. It factors in all issue topics online, not just a few that traditional polling has time for... about 10,000 keywords and 200 issue topics. The model tests how changes in searches for keywords and issues affect each candidate's polling, captured live by our real-time prediction method. It suggests what voters want to hear about from each candidate about to garner more votes.

Recommended Messaging




Topics Helpful to Crow	Topic	Rank
Topics Helpful to Crow	Economy	1
	Gun Control	2
	Impeachment	3
	Russia & Mueller	4
Topics Helpful to House	Topic	Rank
Topics Helpful to House	Space	5
	Corporate Regulation	4
	Law and Order	3
	State/Local	2
	Taxes/Spending	1

- Talk about how Jason Crow will improve economic wellbeing of voters
- Voters have a positive view of Crow's involvement in the Impeachment hearings
- Avoid talking about taxes and riots

September 2019 – September 2020

Conversation's Impact on Polling



Topic	Last Month of Data Set				
	20-Apr	20-May	20-Jun	20-Jul	20-Sep
Campaign Finance	4		2		
Corporate Regulation				3	2
Covid-19	3	4		3	4
Covid-19 Trump	5				
Criminal Justice	1				
Economy			2		1
Education			1	2	
Environmental	4	2			
Gun Control				2	2
Impeachment	7	3			3
Judiciary Branch	1	2			
Law & Order	2			1	1
Reproductive Health		3			3
Russia & Mueller					3
Space	5				4
State/Local	3	1			5
Taxes/Spending	2				2
Trade/China					1
Veterans	6		1	1	1

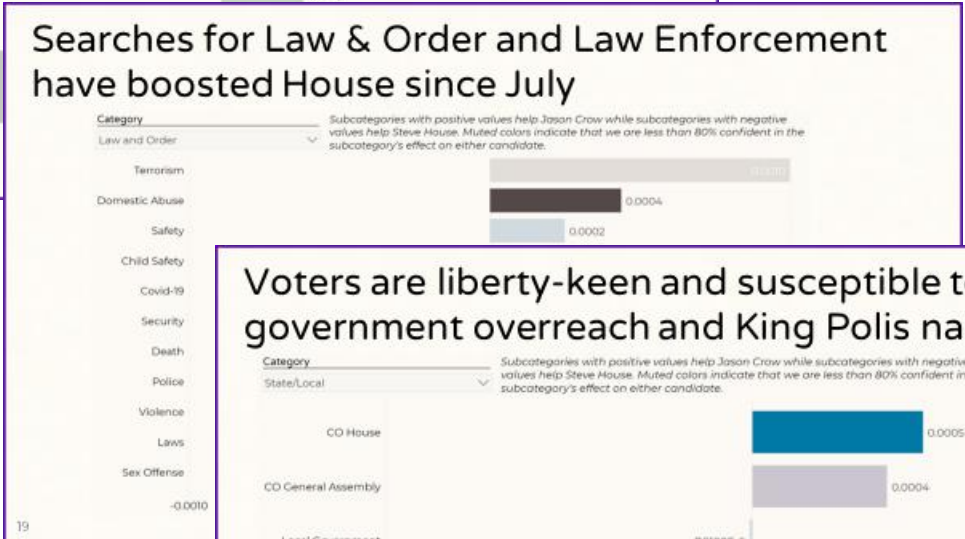
Blank months mean that that topic did not impact polling numbers in a statistically significant way

It was clear that the Colorado 6th is still very much a battleground between conservatism and progressivism. Rejecting Donald Trump worked again with most voters, but Congressman Crow needed to tip-toe conservative rallying issues like law and order, in light of the George Floyd protests, and perceived government overreach by the State's response to pandemic restrictions.

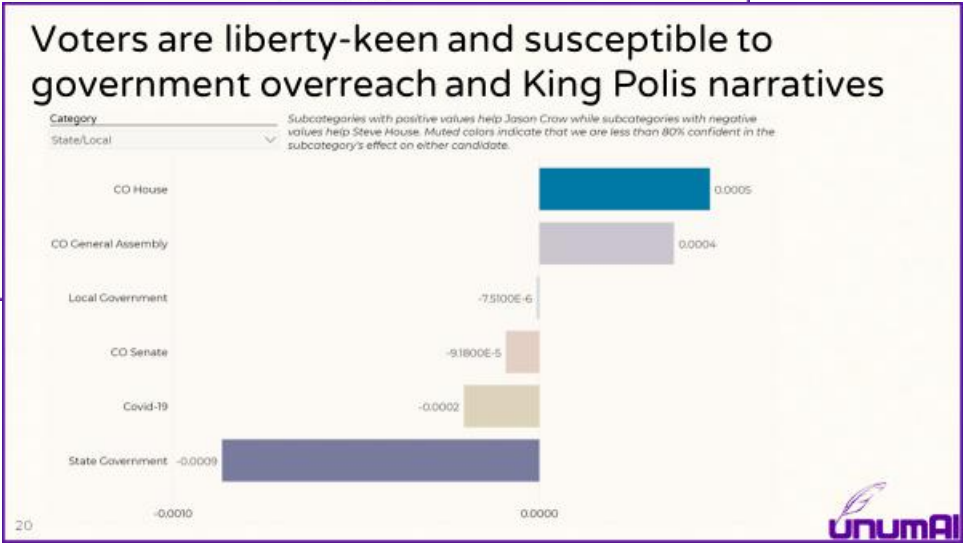
CO-CD6 voters trust the Republican approach to corporate regulation, except consumer protections



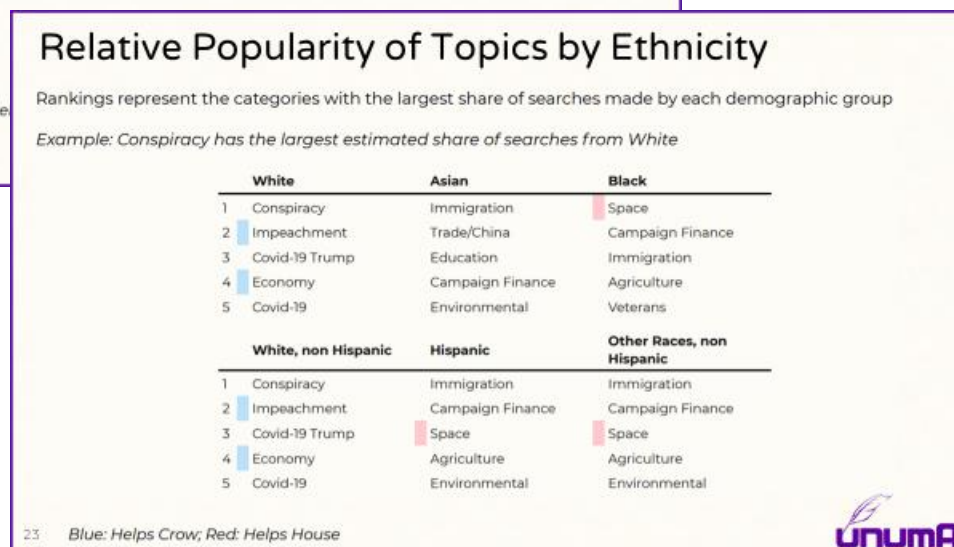
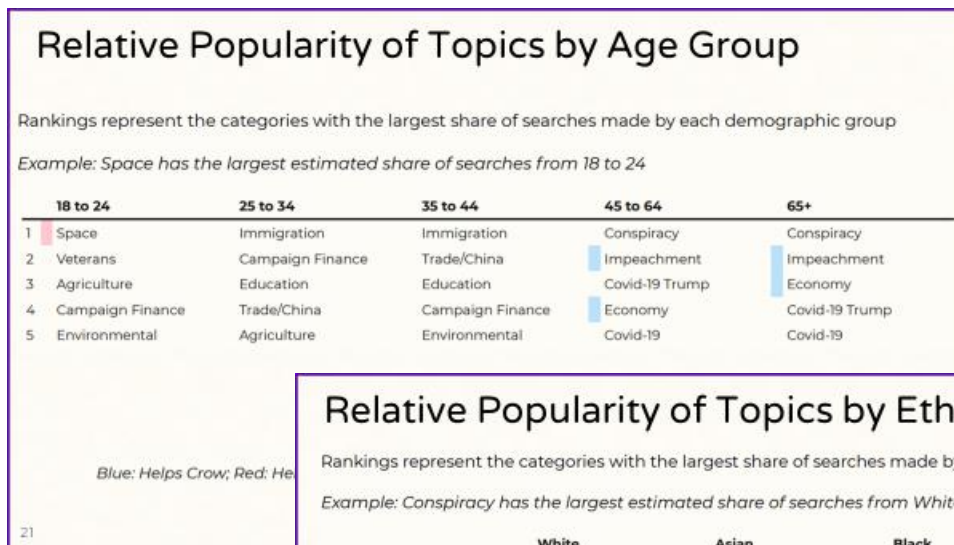
Searches for Law & Order and Law Enforcement have boosted House since July



Voters are liberty-keen and susceptible to government overreach and King Polis narratives



Demographic-Issue Rankings: UnumAI is able to segment voter issue preferences using the relative search patterns and the relative demographics of different geographical regions within the state.



The Approach/Differentiator: People's internet searches authentically reflect what they do at the cash register, at the ballot box, and in behaviors. Google searches access the motivations behind what people do that are sometimes inaccessible and hidden to traditional market research methods like focus groups, surveys, and social listening tools.

unumAI is helping brands: investigate new markets and strategize, build and renovate their products, persuade audiences more effectively, and measure their brands by researching what people ask the internet. Google data has the advantage of reaching almost 90% of internet users longitudinally, instead of the momentary snapshot in thinking

that traditional methods usually capture. Traditional methods' samples of hundreds or thousands just can't compare with the millions of searches we access. People also don't worry that they are being judged by Google when they ask it a question, unlike posting on social media or responding in a focus group. That's how we predicted 2020 U.S. Senate and House races twice as accurately as misleading, public survey polls. Google data is simply more honest, more abundant, less expensive and better for understanding audiences. unumAI is social listening to the next level.



www.unumai.org

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**unumAI LLC received no payment of any kind for this analysis from the Jason Crow campaign. This report was created for capabilities demonstration*