

# Bloomberg Message Test Results

POWERED BY  DATA FOR **PROGRESS**

# Polling

- ▶ 3,320 likely Democratic voters from Texas, California, North Carolina, Colorado and Virginia were interviewed from February 14-17 using representative web panels.
- ▶ Voters were provided with a positive frame on Mike Bloomberg and either no negative frame (the control group) or one of three different negative frames on Bloomberg.
- ▶ Voters were also asked their vote in the primary and their favorability of Mike Bloomberg and other Democrats.

# **POSITIVE** Bloomberg Frame

---

All voters were presented with this positive frame for Mike Bloomberg:

- ▶ Michael Bloomberg has dedicated his life to causes like ending gun violence and tackling the climate crisis. He served three terms as Mayor of New York and created nearly a half-million jobs, expanded health insurance to 700,000 people, reduced the city's carbon footprint, and cut the incarceration rate by nearly 40%. Now he's running to put the "United" back in the United States of America, defeat Donald Trump, and start getting big things done.

***NEGATIVE  
BLOOMBERG  
FRAMES***

# Stop and frisk

---

Voters were presented with either one of these three negative frames on Bloomberg or none (the control group):

**STOP AND FRISK:** As Mayor of New York, Michael Bloomberg was the architect of a unconstitutional policing policy called “stop-and-frisk.” Civil rights organizations report that 90% of the five million people who were “stopped and frisked” by police under Bloomberg’s administration were innocent and over 80% were Black and Hispanic. Even after courts ruled the policy was a form of racial profiling, Bloomberg continued to defend it. He even went on a radio show and said: “I think we disproportionately stop whites too much and minorities too little.”

*Will Bloomberg’s problematic record regarding policing and racial profiling really turn out the voters we need to defeat Trump?*

# Republican Oligarch

---

Voters were presented with either one of these three negative frames on Bloomberg or none (the control group):

**Michael Bloomberg is a Republican oligarch trying to buy the Democratic Party. There's one problem: it's not for sale.**

Let's look at the facts. He's been a Republican almost all of his life -- spending millions to help Republicans keep the Senate and giving the the official introduction for George W. Bush at the Republican National Convention. He's even a friend of Rudy Giuliani, who's now the top lawyer for Donald Trump and one of his mouthpieces on Fox News.

When the 2008 financial crisis hit, Michael Bloomberg blamed the families who were preyed on by predatory lenders. And like a Republican, he attacked labor unions and called for cutting vital programs like Social Security.

*Tell Michael Bloomberg: our Democratic Party is not going to be bought by a Republican.*

# Women

---

Voters were presented with either one of these three negative frames on Bloomberg or none (the control group):

**Michael Bloomberg has a troubling pattern of mistreating and demeaning women.**

He told a female employee he wouldn't believe that her manager had raped her unless an "unimpeachable third party witness" would back her up. He yelled "Kill it!" at another employee after learning she was pregnant. At least 58 women have sued his company for pregnancy discrimination. For decades, women reported disgusting things Bloomberg said about them - things like "look at the ass on her" or "I'd do her." Is this really who we want representing our party?

# Results

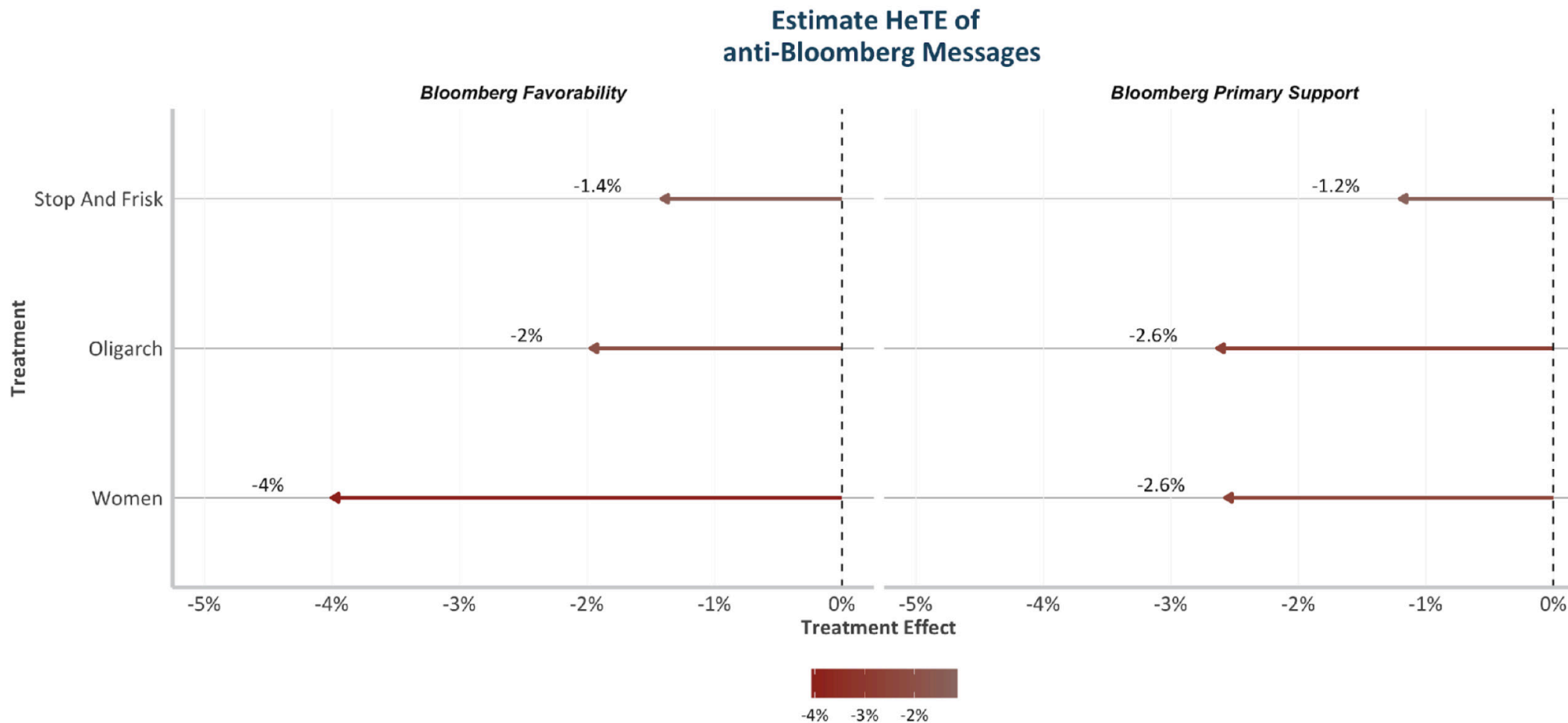
---

- ▶ Among the control group, which only was provided the positive Bloomberg frame, **Bloomberg's favorability rating was 41-30**, with Bloomberg receiving 23.5% of the primary vote.
- ▶ **Each of the three negative frames provided was successful in driving down Bloomberg's favorability rating** from the 30% baseline, and driving down Bloomberg's primary vote share from the 23.5% baseline.
- ▶ For primary vote share, both the **“Republican Oligarch” and “Women” frames decreased support** by about 2.5%, while the “Stop and Frisk” frame was about half as effective.
- ▶ For driving down his favorability rating, the **“Women” frame decreased it by about 4%**, the “Republican Oligarch” frame by 2%, and the “Stop and Frisk” frame by about 1.4%.
- ▶ Based on these results, both the “Women” and “Republican Oligarch” frames seem like promising avenues forward, while the “Stop and Frisk” frame is least successful.

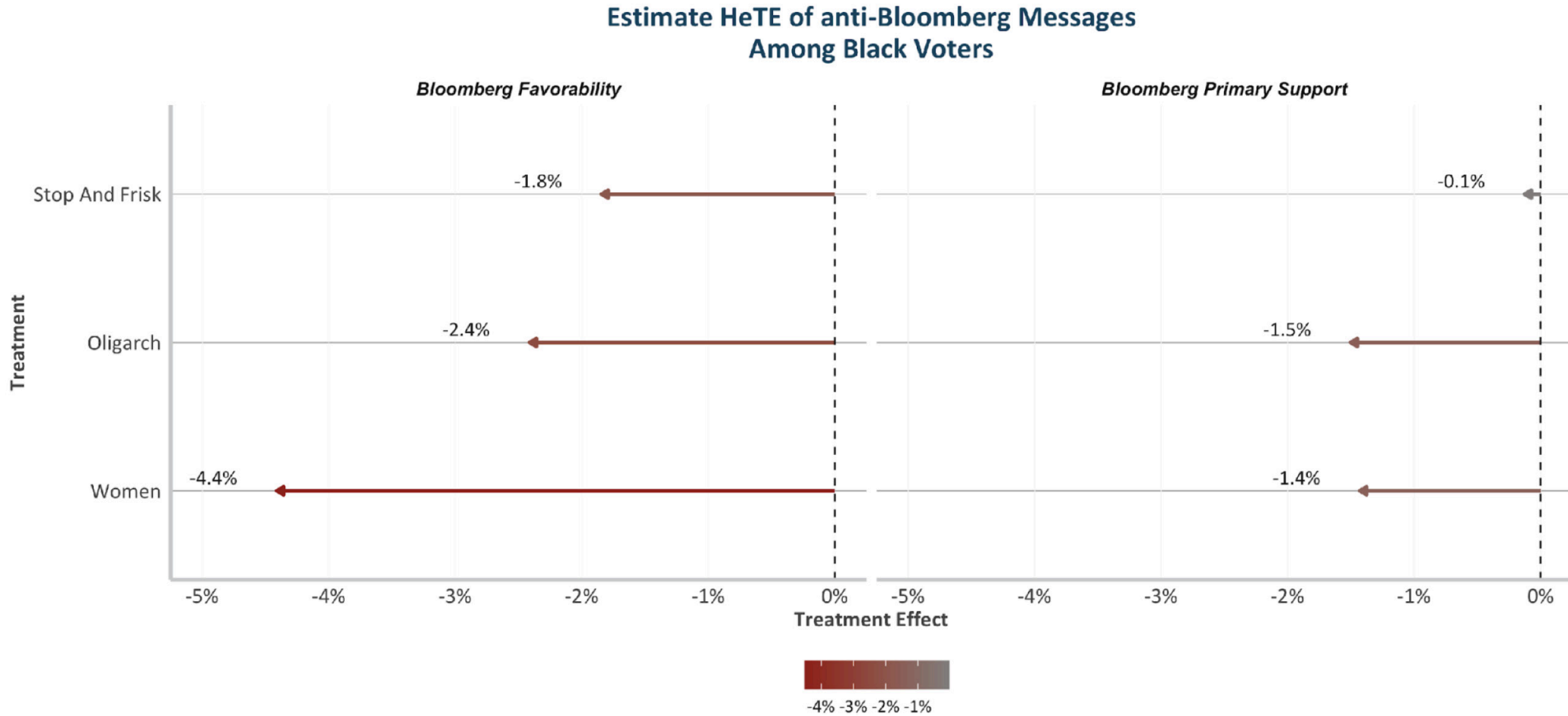


***MESSAGE TEST***  
***MESSAGE SUBGROUP***  
***EFFECTS***

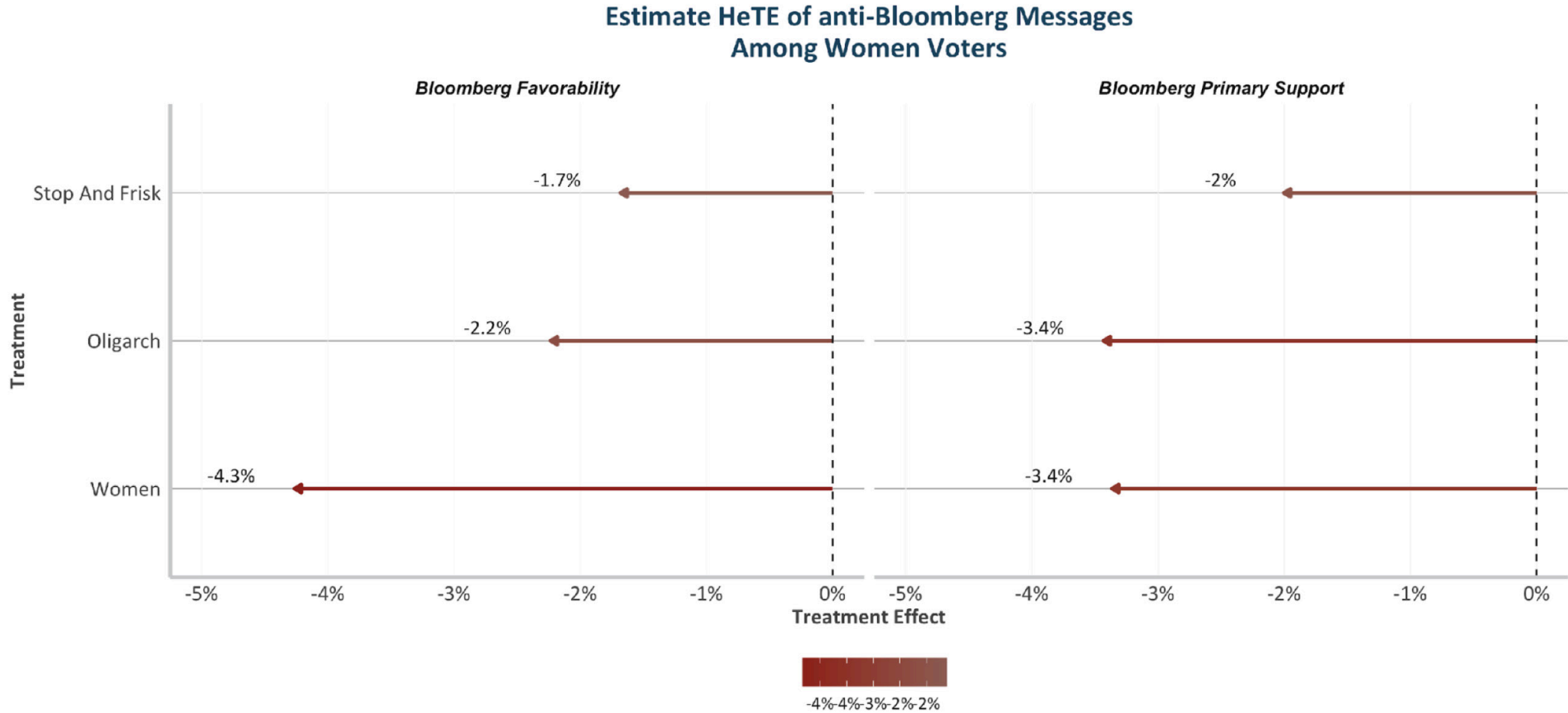
# Topline Treatment Effect for anti-Bloomberg Messages (All Voters)



# Topline Treatment Effect for anti-Bloomberg Messages (Black Voters)



# Topline Treatment Effect for anti-Bloomberg Messages (Women Voters)

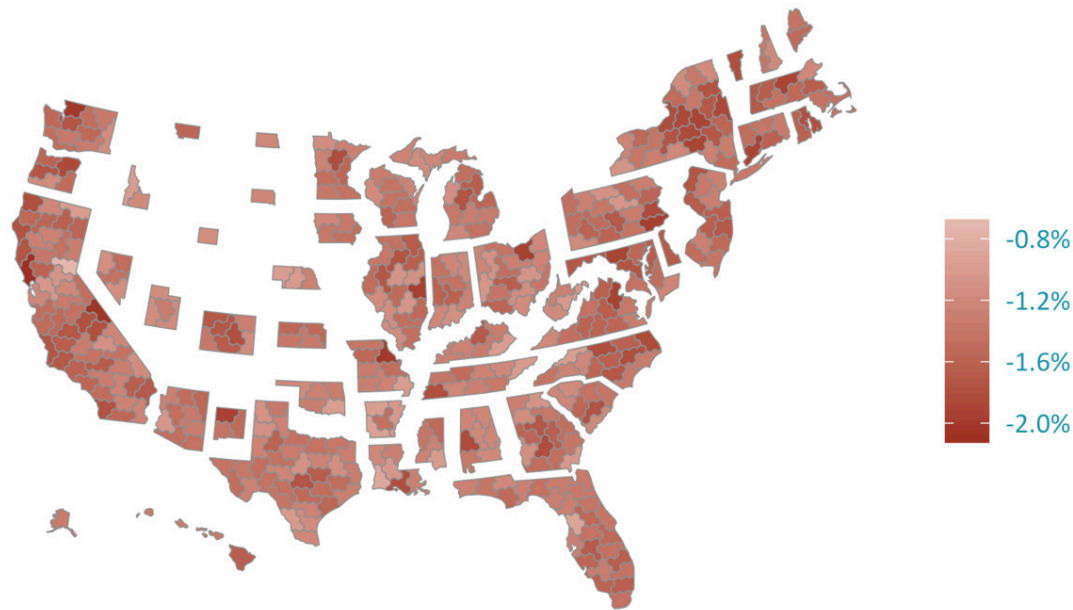


***BLOOMBERG  
FAVORABILITY***

# Stop and Frisk

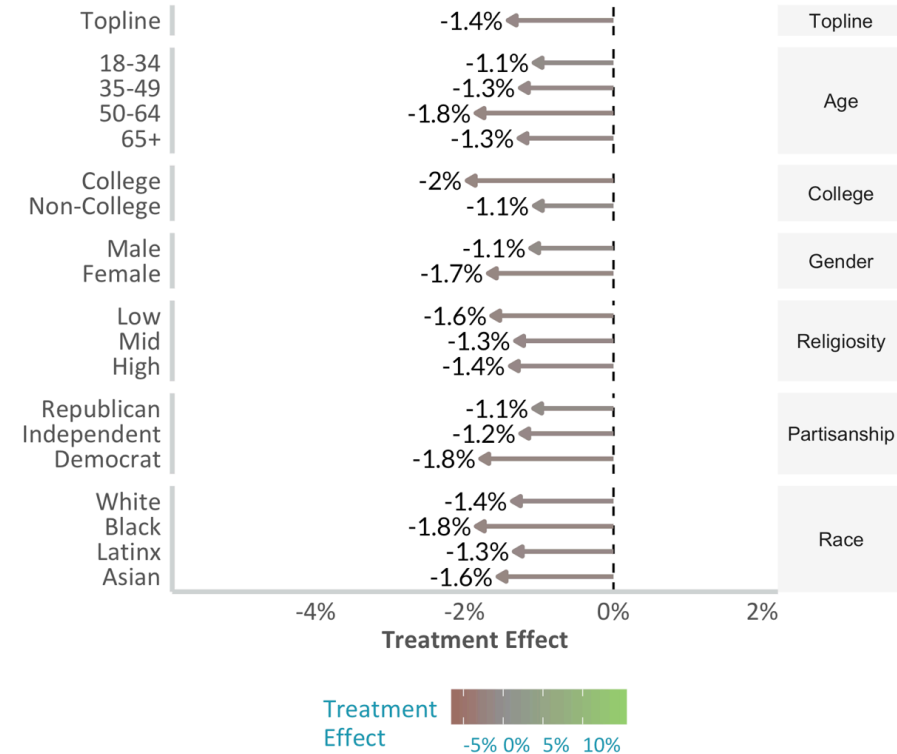
## EFFECTS BY DISTRICT

*Estimated Effect of Stop and Frisk by Congressional District*



## EFFECTS BY SUBGROUP

*Subgroup Effects of Stop and Frisk on Bloomberg Favorability*



# Women

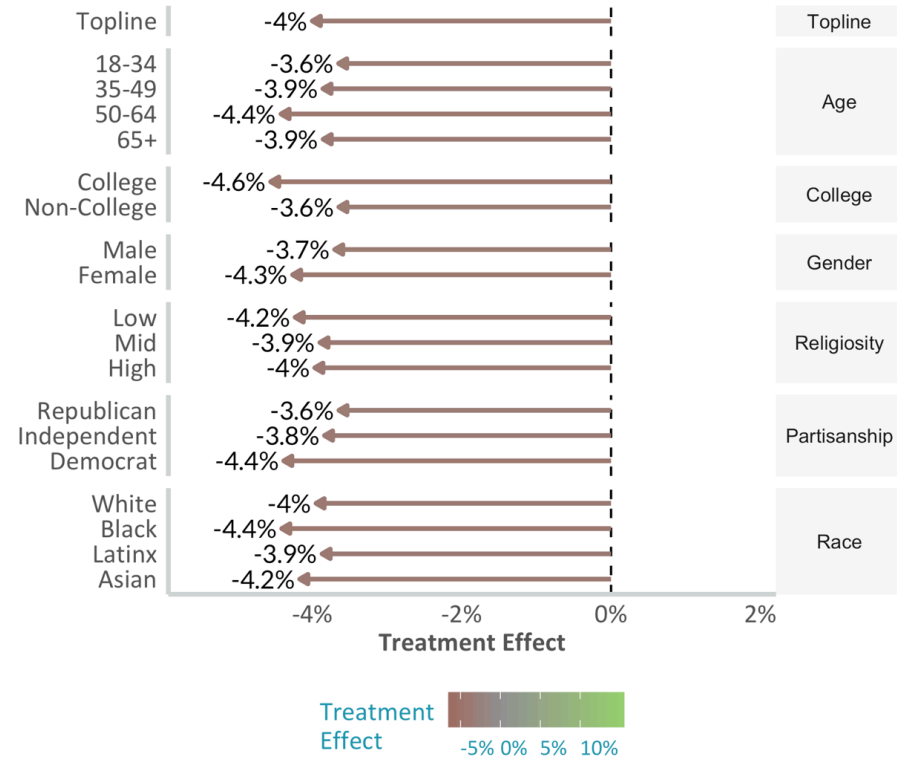
## EFFECTS BY DISTRICT

*Estimated Effect of Women by Congressional District*



## EFFECTS BY SUBGROUP

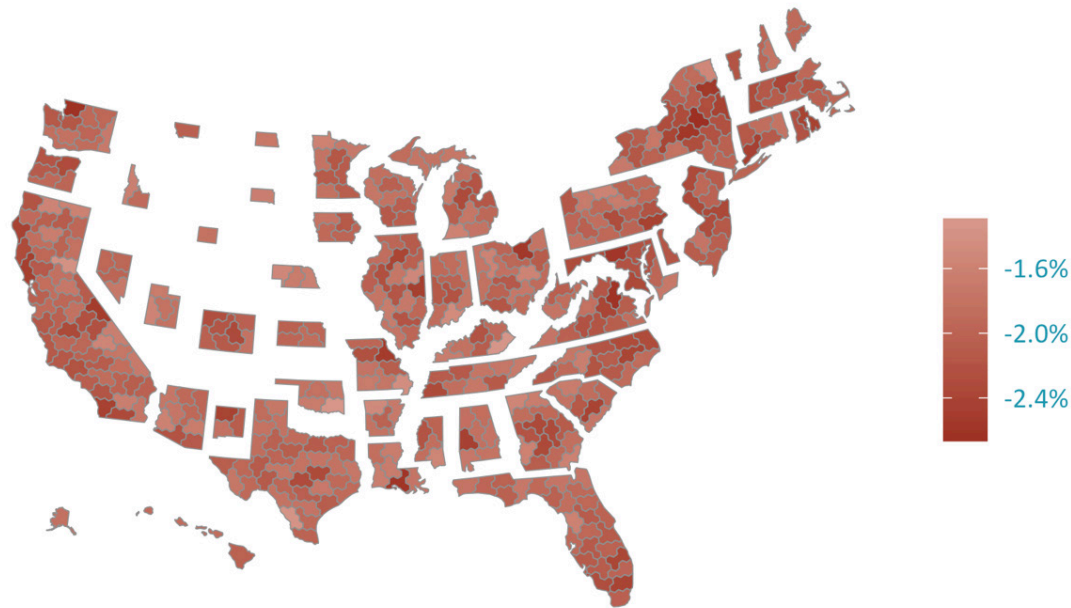
*Subgroup Effects of Women on Bloomberg Favorability*



# Republican Oligarch

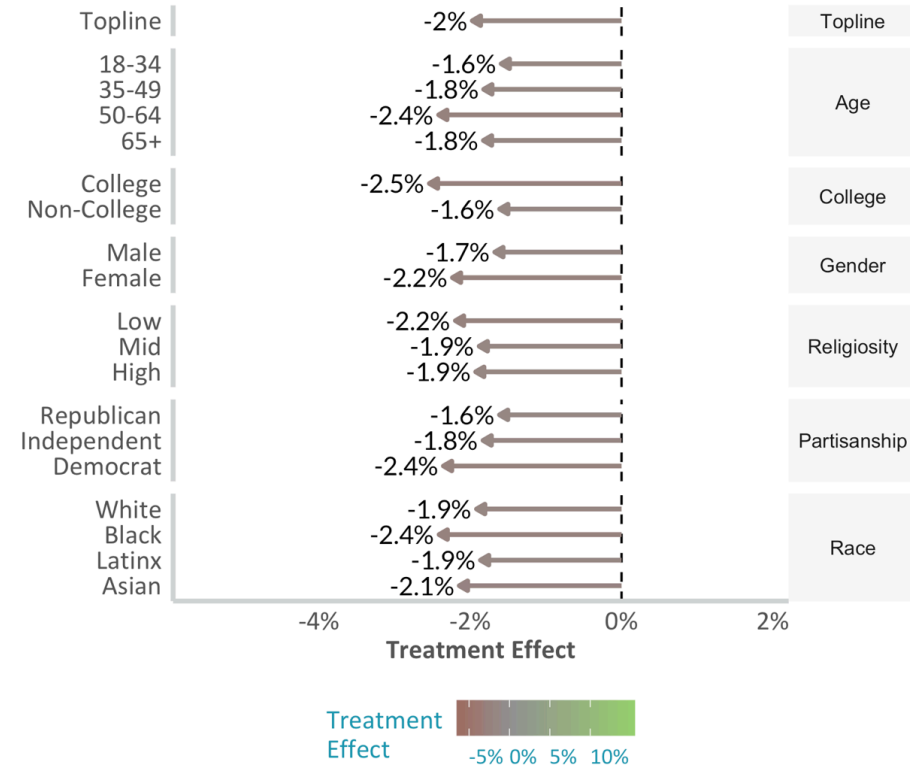
## EFFECTS BY DISTRICT

*Estimated Effect of Republican Oligarch by Congressional District*



## EFFECTS BY SUBGROUP

*Subgroup Effects of Republican Oligarch on Bloomberg Favorability*



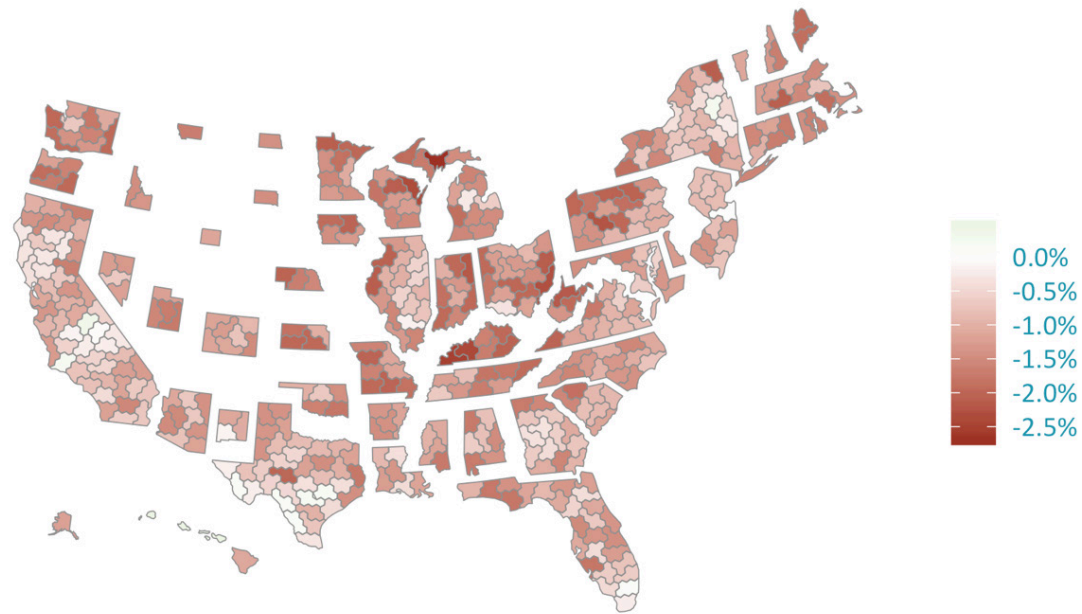


***BLOOMBERG***  
***PRIMARY SUPPORT***

# Stop And Frisk

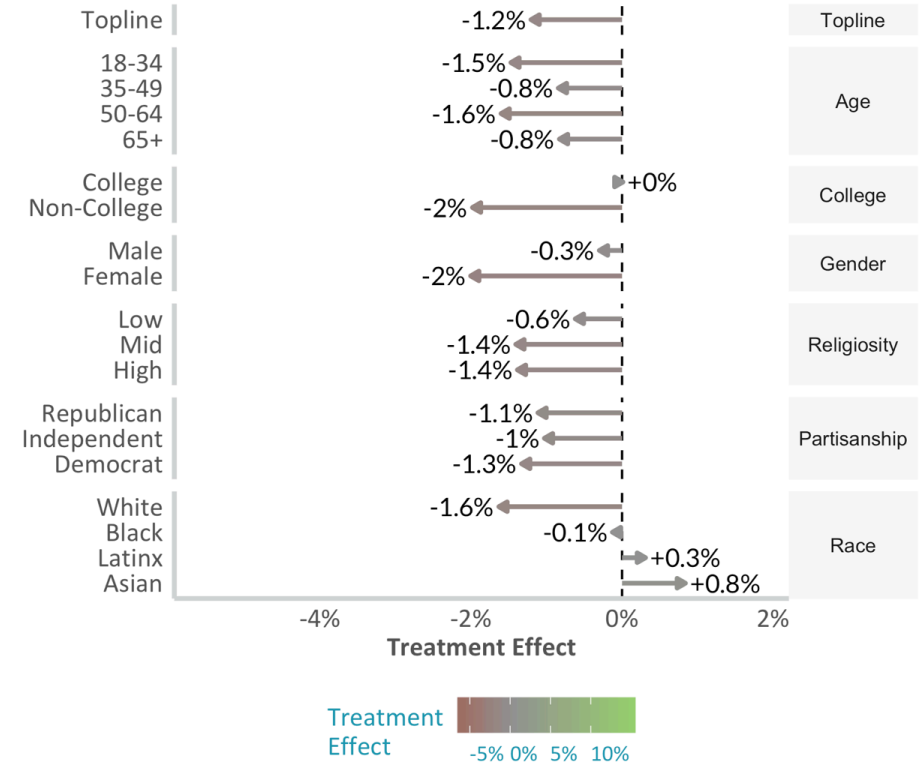
## EFFECTS BY DISTRICT

*Estimated Effect of Stop and Frisk by Congressional District*



## EFFECTS BY SUBGROUP

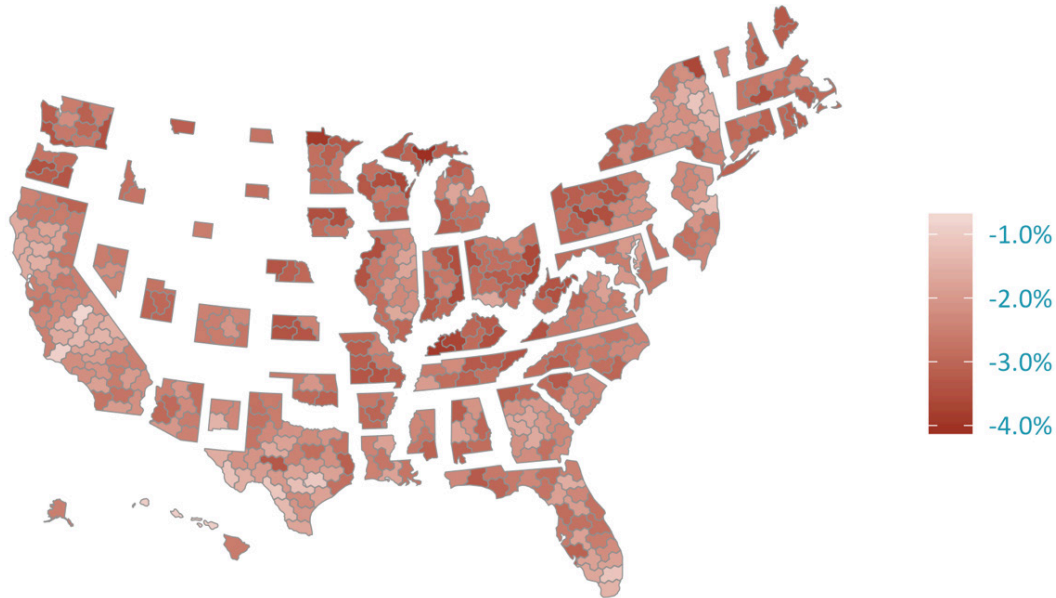
*Subgroup Effects of Stop and Frisk on Bloomberg Primary*



# Women

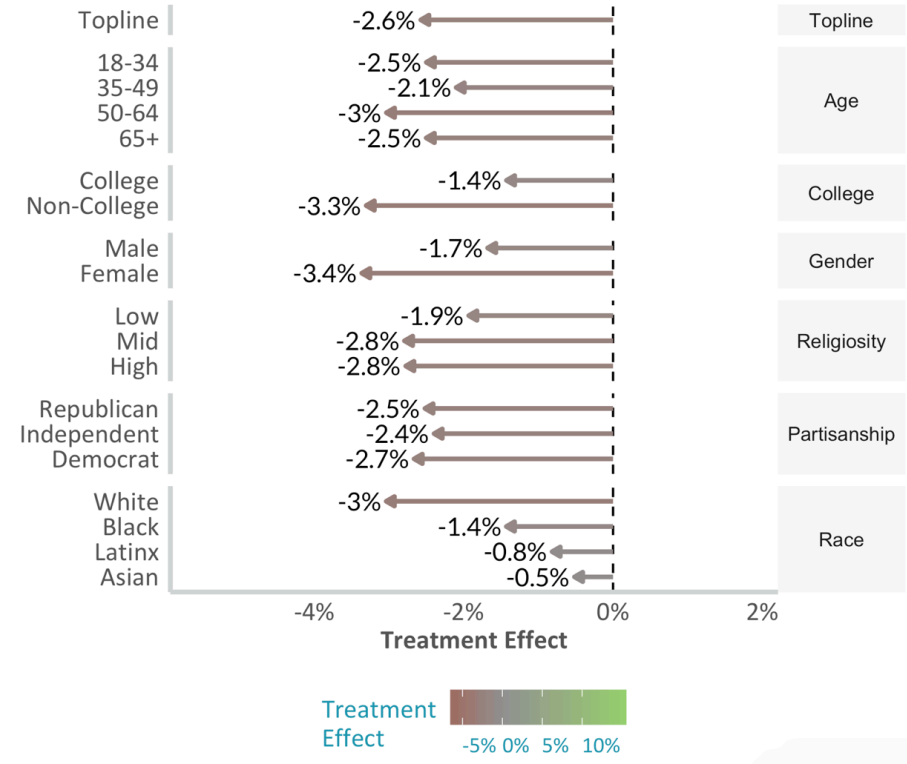
## EFFECTS BY DISTRICT

*Estimated Effect of Women by Congressional District*



## EFFECTS BY SUBGROUP

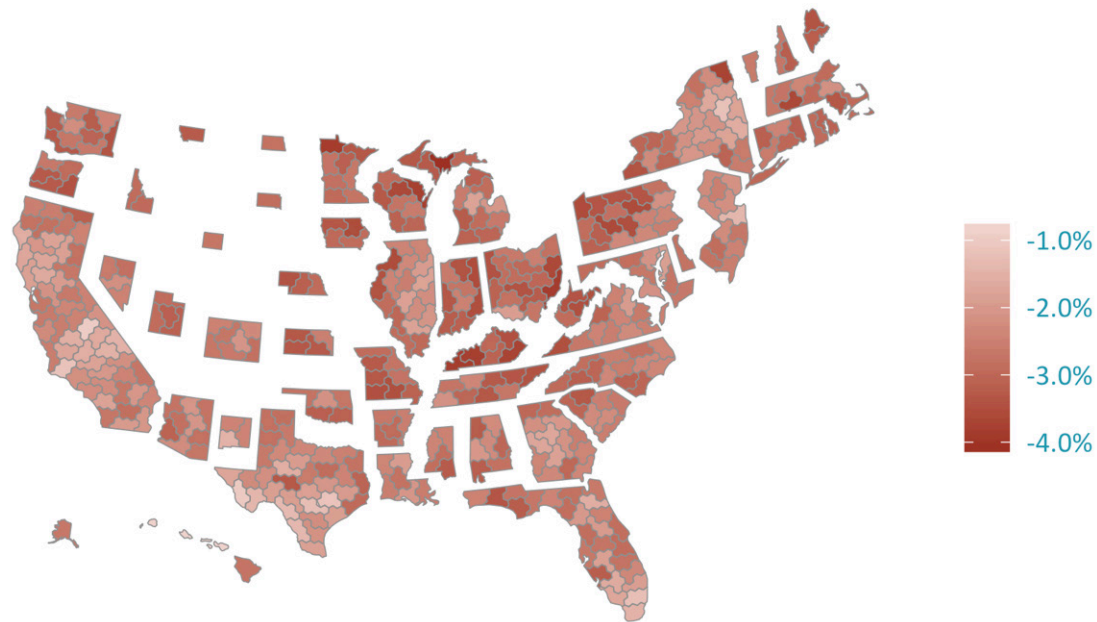
*Subgroup Effects of Women on Bloomberg Primary*



# Republican Oligarch

## EFFECTS BY DISTRICT

*Estimated Effect of Republican Oligarch by Congressional District*



## EFFECTS BY SUBGROUP

*Subgroup Effects of Republican Oligarch on Bloomberg Primary*

