



mobilize the MESSAGE

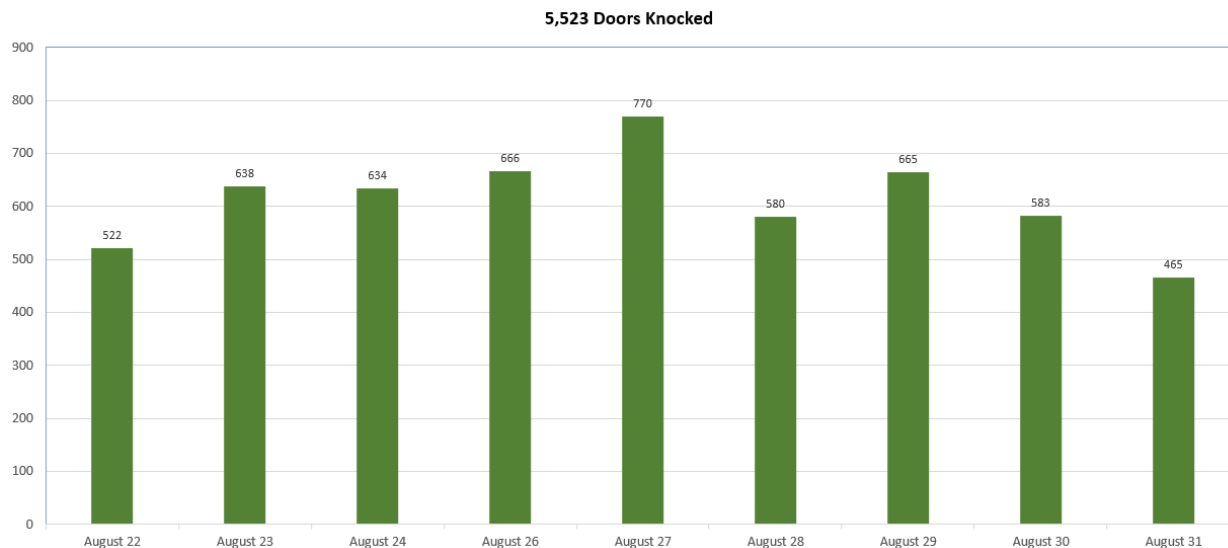
TO: Interested Parties
FROM: Justin Greiss, Mobilize the Message, LLC
SUBJECT: Young activists knock over 5,000 doors to educate Democratic voters about the values Rep. Alexandria Ocasio-Cortez (D-NY) brings to her District
DATE: September 3, 2019

The following memorandum, prepared on behalf of *Stop the AOC PAC*, highlights the door knocking operation to registered Democratic voters in New York's 14th Congressional District. This campaign captured sentiment analysis of constituents of their Congresswoman, Alexandria Ocasio-Cortez, and reinforced existing messaging as to Rep. Ocasio-Cortez's actions not being aligned with the citizens of her district. The sentiment of distrust is clear in voter discontent.

Operations

Door knocking operations were performed by 3 experienced political canvassers from August 22-31. Canvassers were charged with asking a series of 6 questions to registered Democratic voters across the 14th District, including Queens and the Bronx, and recording the voters' answers into a smart phone.

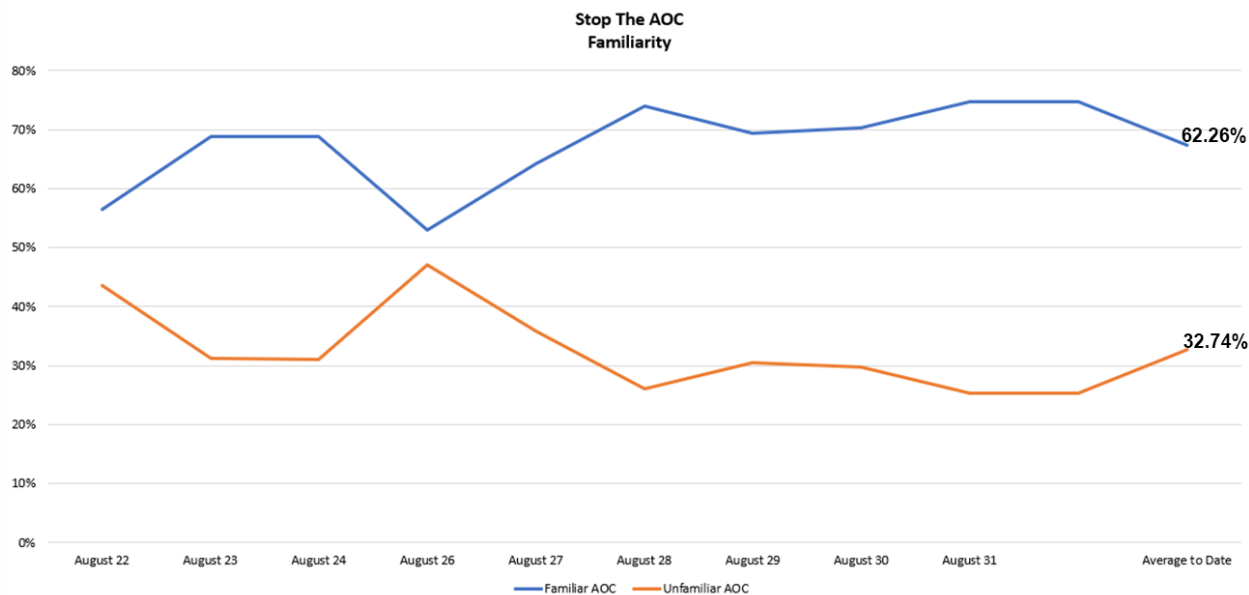
Total Registered Voters	9,848
Total Distinct Doors Knocked	5,418
Total Voters Surveyed	817
Success Rate	15.1%



Key Findings

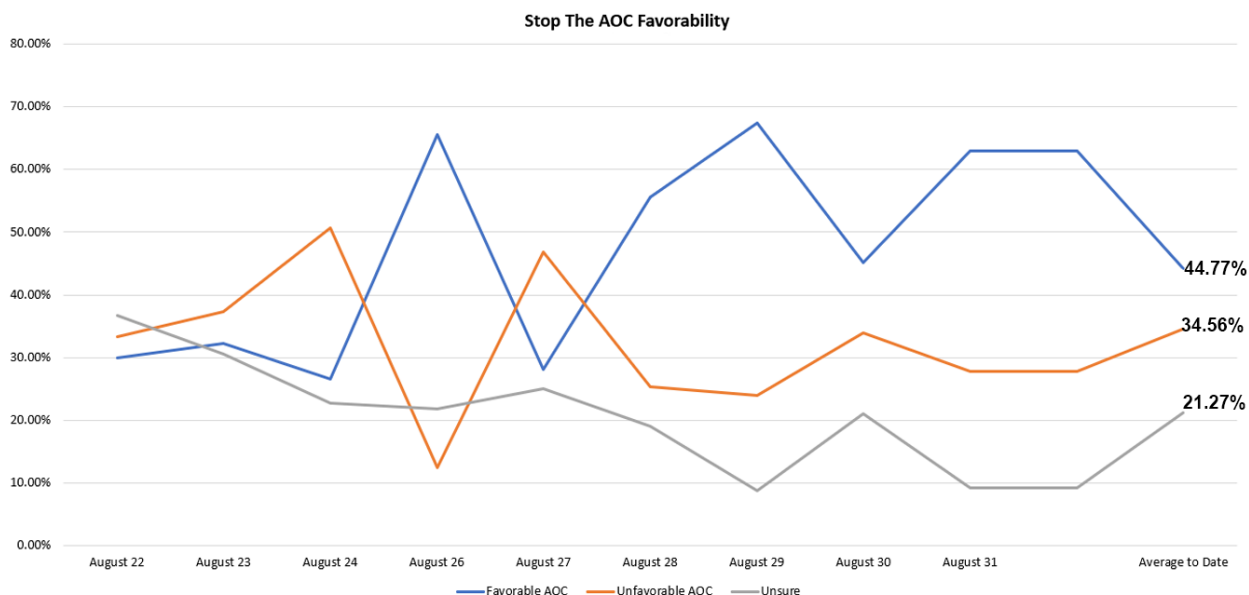
They don't know her. Even amongst registered Democrats, a third (33.74%) are unfamiliar with Rep. Alexandria Ocasio-Cortez, despite her persistent twitter presence.

Are you familiar with Alexandria Ocasio-Cortez?



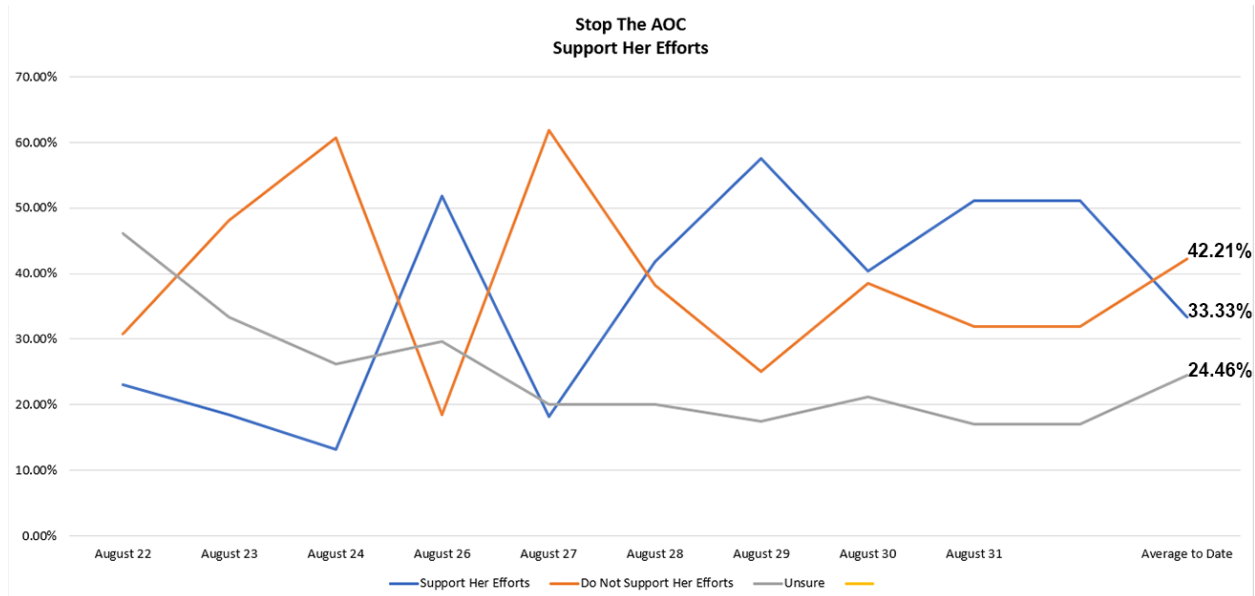
They don't like her. Of those registered Democrats that do know Rep. Alexandria Ocasio-Cortez, well under half (44.17%) have a favorable opinion.

Do you have a favorable or unfavorable opinion of Alexandria Ocasio-Cortez?



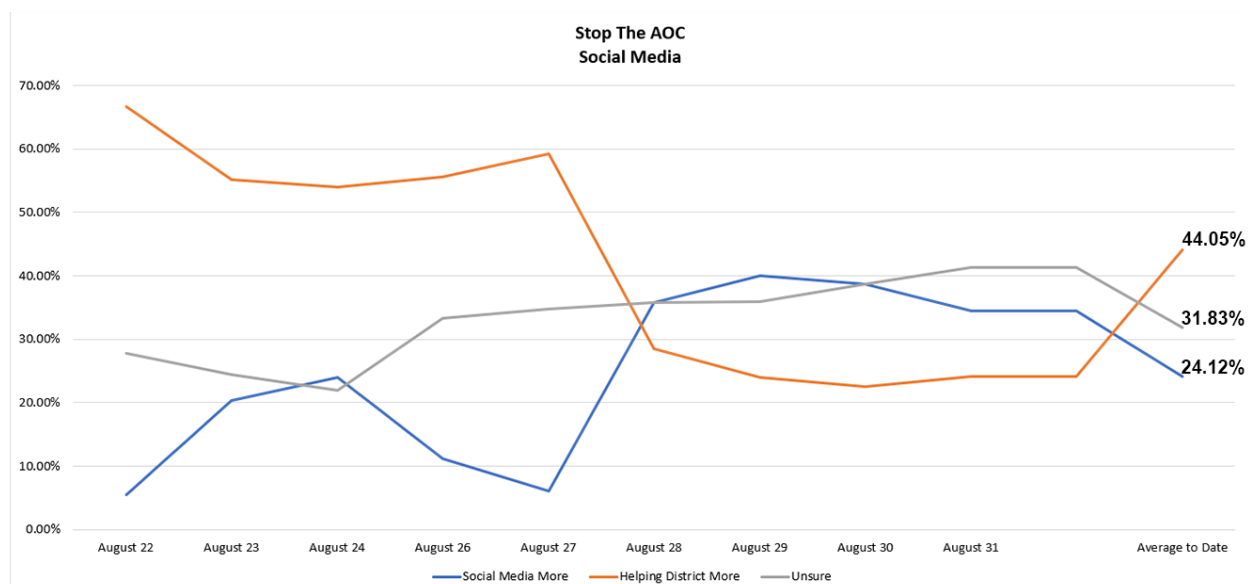
They don't agree with her. Only one third of registered Democratic voters support her actions to derail the Amazon HQ deal.

Do you support her efforts that ruined the Amazon deal that would have brought 25,000 new jobs to the neighborhood?



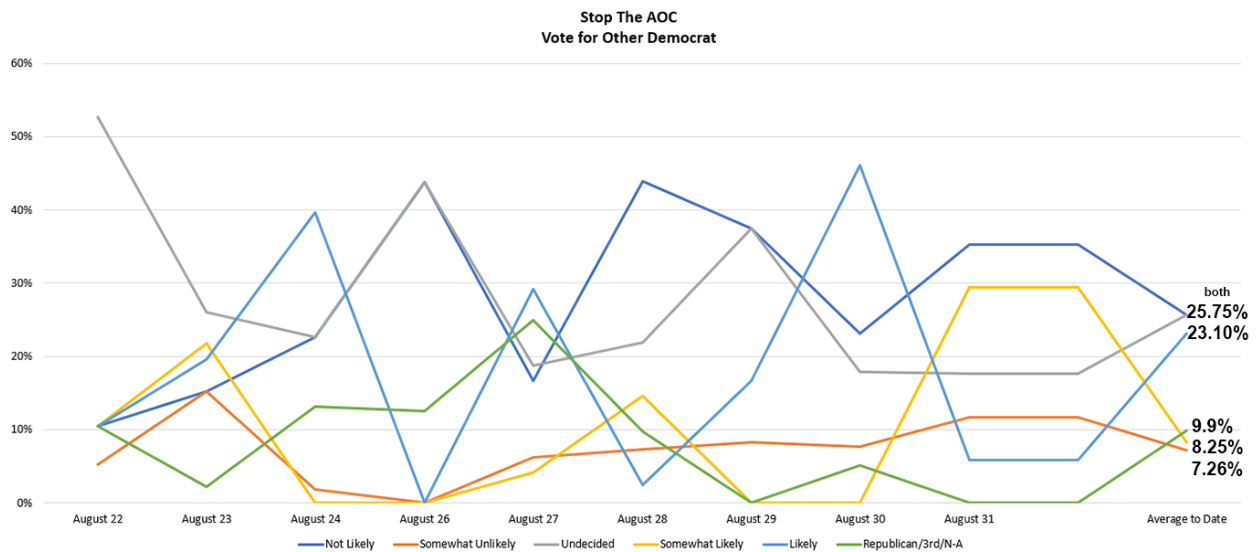
They think she needs to reprioritize. Less than half believe she spends more time helping her district than playing at social media queen.

Do you believe Alexandria Ocasio-Cortez spends more time focusing on social media than helping New Yorkers here in her district?



They aren't committed to her re-election. Less than a quarter of registered Democrats (23.53%) say they are likely or somewhat likely to support Rep. Alexandria Ocasio-Cortez over another Democrat in the 2020 primary.

How likely 1-5 are you to vote for another Democrat in the 2020 primary over AOC?



Conclusion

Facing an educated electorate, registered Democrats in Congressional District 14 aren't providing the same love to Rep. Alexandria Ocasio-Cortez as her radicalized twitter fan base. Despite her online cult of personality:

- One third of Democratic voters at home don't know her
- Her favorability is underwater with those who do
- Her base doesn't support her job-killing policies
- Her constituents think she needs to put down her iPhone and go to work for them
- And most importantly, only 18.35% are likely to support her reelection

After surveying voters in 817 Democratic homes in the district, it's clear Rep. Ocasio-Cortez is not sitting well with the voters she was elected to serve. The opportunity for a new voice is prevalent in the Democratic primary, and the electorate is ready to take action in 2020.

Survey Results

Survey Question		Totals	Percent (Less Refused)
1: Hi my name is [[Name]], and I am a student activist concerned about our community. Our congresswoman, Alexandria Ocasio-Cortez was elected to represent us last year, are you familiar with Alexandria Ocasio-Cortez?	Familiar AOC	526	67.26%
	Unfamiliar AOC	256	32.74%
	Refused	35	-
2: Do you have a favorable or unfavorable opinion of Alexandria Ocasio-Cortez?	Favorable AOC	216	44.17%
	Unfavorable AOC	169	34.56%
	Unsure	104	21.27%
	Refused	68	-
3: Do you support her efforts that ruined the Amazon deal that would have brought 25,000 new jobs to the neighborhood?	Support Her Efforts	139	33.33%
	Do Not Support Her Efforts	176	42.21%
	Unsure	102	24.46%
	Refused	89	-
4: Do you believe Alexandria Ocasio-Cortez spends more time focusing on social media than helping New Yorkers here in her district?	Social Media More	75	24.12%
	Helping District More	137	44.05%
	Unsure	99	31.83%
	Refused	125	-
5: How likely 1-5 are you to vote for another Democrat in the 2020 primary over AOC? (1 not likely, 5 very likely)	Primary 1 Scale, Not Likely	78	18.35%
	Primary 2 Scale, Somewhat Unlikely	22	5.18%
	Primary 3 Scale, Undecided	78	18.35%
	Primary 4 Scale, Somewhat Likely	25	5.88%
	Primary 5 Scale, Likely	70	16.47%
	Primary Refused	122	28.71%
	Primary Republican/3rd/N-A	30	7.06%
6: How likely 1-5 are you to vote for a local Republican—such as the former police officer or the Jamaican immigrant businesswoman candidates --in the 2020 general election? (1 not likely, 5 very likely)	General 1 Scale, Not Likely	82	30.48%
	General 2 Scale, Somewhat Unlikely	12	4.46%
	General 3 Scale, Undecided	55	20.45%
	General 4 Scale, Somewhat Likely	35	13.01%
	General 5 Scale, Likely	85	31.60%
	General Refused	142	-

Appendix 1



1: Hi my name is [[Name]], and I am a student activist concerned about our community. Our congresswoman, Alexandria Ocasio-Cortez was elected to represent us last year, are you familiar with Alexandria Ocasio-Cortez?

Familiar AOC

Go to question 2

Unfamiliar AOC

End Survey

Refused

Go to question 2

2: Do you have a favorable or unfavorable opinion of Alexandria Ocasio-Cortez?

Favorable AOC

Go to next question

Unfavorable AOC

Go to next question

Unsure

Go to next question

Refused

Go to next question

3: Do you support her efforts that killed the Amazon deal and cost 25,000 new jobs that Amazon would have brought to the neighborhood?

Support Her Efforts

Go to next question

Do Not Support Her Efforts

Go to next question

Unsure

Go to next question

Refused

Go to next question

4: Do you believe Alexandria Ocasio-Cortez spends more time focusing on social media than helping New Yorkers here in her district?

Social Media More

Go to next question

Helping District More

Go to next question

Unsure

Go to next question

Refused

Go to next question

5: How likely 1-5 are you to vote for another Democrat in the 2020 primary over AOC? (1 not likely, 5 very likely)

1 Scale, Not Likely

Go to next question

2 Scale, Somewhat Unlikely

Go to next question

3 Scale, Undecided

Go to next question

4 Scale, Somewhat Likely

Go to next question

5 Scale, Likely

Go to next question

Republican/3rd/N-A

Go to next question

Refused

Go to next question

6: How likely 1-5 are you to vote for a local Republican—such as the former police officer or the Jamaican immigrant businesswoman candidates --in the 2020 general election? (1 not likely, 5 very likely)

1 Scale, Not Likely

End the survey

2 Scale, Somewhat Unlikely

End the survey

3 Scale, Undecided

End the survey

4 Scale, Somewhat Likely

End the survey

5 Scale, Likely

End the survey

Refused

End the survey