

SimReact Synthetic Focus Group

Title: [Campaign Name] Message Testing
[Message Description] – [Digital Post / Mailer / Script] – [Date]

Subtitle: Testing message resonance across district-specific voter archetypes

Alignment Snapshot

Alignment	Avg Sentiment	Tone Risk	Engagement Potential
Liberal	 4.3 / 5	Low	High
Moderate	 3.1 / 5	Medium	Moderate
Conservative	 2.0 / 5	High	Low

Top 3 Insights

1. National-level framing creates early resistance among moderates and conservatives.
2. Localized language (“families here in our district”) outperforms generic phrasing (“rural communities”).
3. Values-first tone increases trust across all alignments, especially when paired with lived-experience credibility.

Strategic Summary

The tested message performed **strongly with liberal personas, mixed with moderates, and poorly with conservative personas.**

The tone was generally received as **informed and authentic**, but became **political / partisan** when framed as a rebuttal to a national figure.

Recommendation:

Future communications should **open with shared values** — such as *hard work, community roots, responsibility, and respect* — **before introducing policy specifics or contrasts**.

This approach **reduces tone risk**, improves **cross-alignment resonance**, and preserves core support without alienating persuadable moderates.

Key Quotes / Sentiment Highlights

Liberal Persona Quote

“I liked this. It felt grounded and not like the usual partisan back-and-forth. When a candidate talks about their real experience and why the issue matters to families here, it feels genuine instead of political.”

Moderate Persona Quote

“This came across as thoughtful, but parts of it still sounded political. When the message focused on local people and actual solutions, it worked. When it shifted into national debate mode, it lost me a bit.”

Conservative Persona Quote

“Honestly, the first line rubbed me wrong. It feels like another politician trying to take a shot at someone instead of talking about real problems. I’d rather hear straight talk about how this helps folks around here.”

Apolitical Persona Quote

“I almost scrolled past, but the way it was explained made me stop. Most posts sound like noise, but this one felt more real — like the person actually had experience with the issue instead of just repeating talking points.”

Tag Frequency

- **Tone / Authenticity** — 7
- **Partisanship / Framing** — 6
- **Local Identity** — 5
- **Respect / Values** — 4

- Trust / Clarity — 3

Closing Note

The message shows **clear strength with liberal segments, moderate mixed reception, and early drop-off among conservatives** due to perceived partisanship.

Reframing around **local roots, shared values, and practical impact** increases reach and reduces tone risk across all segments.

Doing so strengthens broad appeal while maintaining alignment with core supporters.