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For Immediate Release

Election 2020: Which Way Will Swing Voters Swing?

Engagious and Focus Pointe Global Launch Study to Uncover Swing Voters' Opinions on Key Issues in Lead-Up to Election 2020

New York, NY and Philadelphia, PA (March 12, 2019)—With Presidential primary voting less than 11 months away, [Engagious](#) and [Focus Pointe Global](#) have announced a partnership to conduct a series of monthly swing voter focus groups in key battleground counties across the U.S.

The study kicks off this week, conducting the first focus group in Appleton, WI. Like all the locations chosen for the study, Appleton is in one of the U.S. counties that had a disproportionately high number of swing voters who shifted their support from the nominee of one party to the other between the presidential elections of 2012 and 2016.

Voters selected to participate in the groups will consist of those who voted for Barack Obama in the 2012 election and then voted for Donald Trump in 2016, and those who voted for Mitt Romney in 2012 and then voted for Hillary Clinton in 2016.

“These unique voters, concentrated in the upper Midwest, were the pivotal ‘deciders’ in the 2012 and 2016 elections,” says Rich Thau, co-founder and president of Engagious, and moderator of the focus groups. “Understanding where they stand on the key issues and how they react to campaign messages over the next 20 months will provide an important barometer to determine the results of Election 2020. I’m excited to have Engagious and Focus Pointe Global positioned at the cutting-edge of public opinion as this election season unfolds.”

“With the 2020 elections approaching and the field of candidates forming, the importance of swing voters in core and emerging swing states cannot be underestimated,” said Laura Livers, CEO of Focus Pointe Global. “We are proud to be partnering with Engagious in this exciting and important project, leveraging our national panel of respondents for national polling as well as conducting focus groups in targeted markets. Outcomes of both will provide critical insights into understanding the sentiment of swing voters on key issues that are most important to them and how this will play out in the voting booth.”

Video footage from each of the sessions as well as analyses and reports will be published monthly. You can register to receive the reports or view the footage by going to <https://engagious.com/swingvoters>.

Other announced locations for future focus groups include: Bowling Green, OH; Sioux City, IA; Erie, PA; Warren, MI; Oshkosh, WI; Ada, MN; Kent, OH; Davenport, IA; Saginaw, MI; Kenosha, WI; Port St. Lucie, FL; Duluth, MN; and Canton, OH. Additional locations to be announced.

About Engagious

Engagious is a customer insights and messaging consultancy. We fuse research, science, and storytelling to help you craft and refine your high-stakes messaging and communications. Applying behavioral science principles and qualitative research findings, we uncover what your customers, stakeholders or audiences are thinking, what persuades and compels them to take action, and what doesn't. Since 2002, presidential campaigns, corporations, trade associations, advocacy groups, and think tanks have relied on our expertise for their high-stakes messaging. Our team has conducted groundbreaking research in media, public policy, technology, consumer products, renewable energy, and more. Learn more at www.engagious.com.

About Focus Pointe Global

Focus Pointe Global is a leading national marketing research company offering a complete set of qualitative and quantitative data collection services supported by a 1.6 million double opted-in qualitative panel. FPG partners with global brands, full service research firms, ad agencies, law and firms, healthcare providers and others to provide consumer insights that help businesses make better decisions about their products and services. FPG's expansive network of research facilities are strategically placed across the US in major and secondary markets to provide a full range of representative demographics.

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