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## PSG Consulting and Innovating for the Public Good Unveil a First-of-its-Kind Model to Target Double Negative Voters

Washington, D.C. (March 7, 2024) — PSG Consulting and Innovating for the Public Good jointly hosted an exclusive First Mondays Webinar to introduce a groundbreaking model that targets double negative voters, or dual haters, a pivotal yet often overlooked segment of the U.S. electorate.

Double negative voters are individuals who do not support President Joe Biden or Donald Trump, often abstaining from voting altogether or opting for third-party candidates. This segment of the electorate has historically played a pivotal role in determining election outcomes but had not yet been accurately modeled or effectively targeted with tailored communications strategies.

The model — developed in collaboration with TargetSmart and led by veteran political strategist Tom Bonier, predictive modeling expert Danny Metcalf and polling expert Geoff Garin — leverages advanced data analysis techniques to identify and target double negative voters with precision. By understanding the nuanced preferences and motivations of these voters, organizations can tailor their communications to effectively engage this critical voting bloc.

"We are facing a critical juncture in our democracy, and understanding the dynamics of double negative voters is essential for strategic engagement," said **Page S. Gardner, Principal of PSG Consulting and Founder of Innovating for the Public Good.** "Innovating for the Public Good, in its mission to understand, engineer and apply new tools and approaches to address underlying dynamics threatening U.S. democracy, has created a game-changing model that will impact the 2024 election and elections to come."

"The notion of negative partisanship in the context of our highly polarized politics is not new," said **Tom Bonier, CEO of the TARA Group and Senior Advisor to TargetSmart.** "Our work with Innovating for the Public Good has created a toolset for progressive campaigns to use to meet the unique challenges this year's elections present — enabling practitioners to canvass, call, mail and serve digital ads directly to voters who are likely to have negative opinions of both President Biden and Donald Trump."

"What is exciting about the model is that it provides an opportunity for campaigns and other entities to find the voters who are most important to communicate with," said **Geoff Garin, President of Hart Research.** "It also just allows us to define a universe."

Download the TargetSmart presentation on the Double Negatives Model [here](#).

A recording of the First Mondays Webinar can be found on the PSG Consulting website at [https://www.psgconsulting.com/webinars](https://www.psgconsulting.com/webinars).

*For more information about Innovating for the Public Good or this first-of-its-kind Double Negatives voter model, please contact [innovating@innovatingforpublicgood.org](mailto:innovating@innovatingforpublicgood.org).*

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**About PSG Consulting and Its Founder Page Gardner**

PSG Consulting offers a rare combination of visionary thinking, social entrepreneurship and data-driven management. Leading this charge is Page S. Gardner, a seasoned campaign and communications consultant, recognized as one of the nation's top strategists. Gardner is known as an innovator, having identified an unrecognized demographic that revolutionized how strategists approach women voters. PSG Consulting's team provides various services rooted in Page's leadership in the electoral sphere, including Organizational Development, Sustainable Growth and Board Management, Strategic Guidance on Programs, Communications Strategies and Message Development, Campaign Management and Consulting, as well as Quantitative and Qualitative Research Designs. To keep up with Page and the work of PSG Consulting, visit our [website](#) and follow Page on [X (Twitter)](#), [LinkedIn](#) and [YouTube](#).

**About Innovating for the Public Good**

Innovating for the Public Good is a bold, new effort to understand, engineer and apply new approaches and tools that are needed to not only address the underlying dynamics that weaken U.S. democracy, but also promote a different, forward-looking future that is based on rigorous research and strategies that borrow from the private sector. [innovatingforpublicgood.org/](#)

**About TargetSmart**

TargetSmart is the leading provider of political data that enables campaigns and organizations to successfully communicate with large audiences through personalized outreach. Their politically-focused approach combines consumer data, analytics, data integration and consulting solutions for micro-targeted, multichannel marketing strategies. TargetSmart is part of the TARA Group LLC, a holding company with a successful track record of investing in independently operated data and marketing companies.

**About Hart Research Associates**

Hart Research Associates is one of the leading public opinion research firms in the United States. Founded in 1971, our firm has conducted well over 8,000 public opinion surveys, administered and analyzed interviews among more than three million individuals, and conducted over 7,500 focus groups. Since 1989, a highlight of Hart Research's work has been our participation in regular public opinion polling for NBC News and the Wall Street Journal, a survey that is widely regarded as one of the key barometers of American public opinion. Our firm has become well known for its achievements in helping a diverse range of interests and membership organizations refine their approach to communications and outreach with targeted high-level populations, from Congressional Members and Hill staffers to officials within the administration. Over the course of four decades, Hart Research has built a reputation for conducting our projects with rigor, flexibility, and excellence. Our goal for every project is not just to give clients interesting results, but also to provide succinct, strategic, and actionable recommendations that clients can look to for years to come.

PSG Consulting

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