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CONTACT: Nestor Olivier  
(201) 323-2970  
[jerry@cascadestrategies.com](mailto:jerry@cascadestrategies.com)

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## Understanding the oddball way undecideds are deciding in this oddball election

### **In tonight's debate, watch for Clinton to "instruct" and Trump to "collaborate"**

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A tiny Seattle biometric research firm thinks it knows how Donald Trump can pull more undecided voters to his side and even up the race: speak "collaboratively" in tonight's debate.

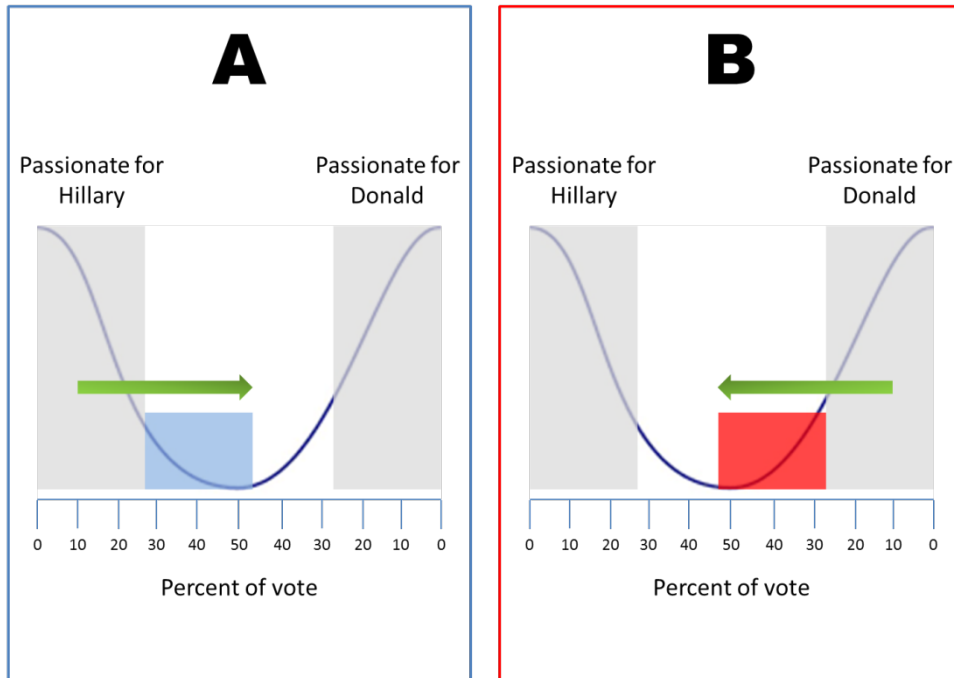
"When Trump speaks with a collaborative inflection, it has a subtle emotional effect on the undecided voter that pulls him or her across what we call the line of reluctance," according to Jerry Johnson, president of Cascade Strategies of Seattle.

Line of reluctance? Collaborative inflection? What's this all about?

There actually is some science here, and Johnson's firm has been working on it for about eight years – with cereal boxes. Their claim is that understanding how voters vote is basically no different from understanding how buyers pull cereal boxes from grocery shelves. And isn't that what the rest of us non-scientists have been saying all along?

But Cascade Strategies and others in the field of biometric research have put some scientific muscle behind the purely conversational. In this wild election year, it's surprisingly insightful, and the geeks may actually have found something useful.

"In past presidential elections, undecided voters have had a positive impulse toward one candidate or the other," explains Johnson, "and the number of undecided voters a candidate could pull toward his or her side has made all the difference."



“But not this year. Instead of a line of acceptance, there’s a line of reluctance. Our research indicates that undecided voters this year are using subtle emotional cues from the candidates to choose the least disastrous option.”

This is what Johnson means by “inflections” – nonverbal communications in body language, demeanor, etc. that give the cue to the undecided voter to cross the line of reluctance.

How do they know this as a matter of science rather than just ordinary conversation?

Johnson’s firm uses a sophisticated biometric measurement system to detect emissions from the voter’s body (they call it “Wave 3 Data”) that move up or down depending on the candidate’s gestures, facial expressions, body movements, etc. (and not the candidate’s voice, which doesn’t matter to this branch of science). They’re instantaneous arousals, lasting only about 1/30 of a second. But the company has learned from eight years of experiments that millions of these small arousals can amount to something, like the buyer’s decision to cross the line of acceptance and finally buy that box of cereal. In effect, they’ve discovered what causes to the undecided buyer to crack.

Now to this year's election. The company modified their system (it's called "BioNimbus") to subtly detect the millions of tiny arousals resting in undecided voters' bodies and minds that were most critical to pulling them across the line of reluctance and to "crack," or choose the least disastrous option.

What is that "most critical inflection" for Clinton?

Johnson's team found that it was an "instructive" inflection – a 2-3 second period when Clinton communicates not with words but with her body, face, and manner that "We need to tell those people to stop behaving that way" -- that the greatest number of undecideds are brought her way.

### **Instructive Inflection**



"We need to tell those people to stop behaving that way."

What is that "most critical inflection" for Trump?

According to the biometric system, it's a "collaborative" inflection – a short period when Trump asks with his body and manner "Don't you agree with me that this is wrong?"

## Collaborative Inflection



“Don’t you agree with me that this is wrong?”

“The Clinton inflection comes from the emotional standpoint of certainty, while the Trump inflection comes from the emotional standpoint of vulnerability, which a lot of undecided voters really like,” says Johnson.

Maybe the two campaigns will use more blocking-and-tackling research to appeal to undecided voters and chuckle at things like inflections and biometric emanations from voters’ bodies. But Trump in particular might just pull a few more undecideds across the line of reluctance if in tonight’s debate he were to collaborate a little more. That’s what voters’ bodies say.