

Appendix 1: Description of Interview Participants

Date Interviewed	Partisan affiliation	Type of political organizations worked in
2/19/2019	D	Digital and data consulting, >10 years
5/22/2019	R	National party organization >5 years
5/27/2019	R	National party organization >3 years
6/10/2019	R	Data consulting >20 years; Multiple presidential campaigns
7/1/2019	D	Digital and data consulting >3 years; 1 presidential campaign; National party organization >1 year
8/9/2019	D	Digital and data consulting, >10 years; Multiple presidential campaigns; National party organization >1 year
8/14/2019	D	Digital and data consulting >15 years; Multiple presidential campaigns
10/25/2019	R	Data consulting >20 years; 1 presidential campaign
11/8/2019	D	National party organization >3 years; 1 presidential campaign; Data consulting >5 years
2/20/2020	R	Digital and data consulting >15 years; National party organization >1 year; 1 presidential campaign
8/8/2020	R	National party organization >1 year; Digital and data consulting, >5 years
6/24/2020	D	National party organization >3 years; 1 presidential campaign
6/26/2020	D	National party organization >1 year
7/21/2020	D	Digital and data consulting >5 years; National party organization >3 years
8/4/2020	D	National party organization >1 year; Multiple presidential campaigns; Data consulting >10 years