



Applecart

# Update Report: Morrissonia Charter Schools Assoc. [5/19/17]

# Demographic Overview

## INTRODUCTION

According to our model, the citizens of Morrissonia are generally **neutral** (89%) towards the question of charter schools.

With about 30% voters aged below 35 and 20% over 65, major voters in the district are **mid-aged** residents.

Over 74% voters have income over 100K and the median household income exceeds 176K.

**Liberal** residents (40%) take up the largest proportion, followed by **progressive** (33%) and **moderate** (20%).

Among voters willing to disclose (about 75%), **democrats** account for a much larger ratio than republicans.

## KEY DEMOGRAPHICS

School Support	Count	Percentage	ideology	Count	Percentage
neutral	403056	89.13%	conservative	35068	7.75%
opponent	45151	9.98%	liberal	179797	39.76%
supporter	4016	0.89%	moderate	88855	19.65%
			progressive	148503	32.84%

Income	Count	Percentage	Age	Count	Percentage
<50K	28800	6.63%	0-20	9878	2.27%
50K -100K	91124	20.97%	20-40	165937	38.19%
100K – 150K	134184	30.87%	40-60	139734	32.16%
150K – 250K	149458	34.39%	60-80	93869	21.60%
250K – 450K	21505	6.06%	80-100	25122	5.78%
>450K	9553	1.09%			

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# Target Populations

## IDENTIFYING TARGETS

Given that your organization has some budget flexibility, we assess that there are two possible target universes, one larger and one smaller, that are worth contacting.

### [SMALLER UNIVERSE]

**193239** households, of which all residents are more likely to support, rather than oppose charter schools, are considered as worth contacting.

### [LARGER UNIVERSE]

**244057** households, of which all residents are not opponents of charter schools, are considered as worth contacting.

Opponents are defined as those carrying over 30% probability of being against charter schools.

## TARGET POPULATIONS

	Larger Universe	Smaller Universe
neutral	384056	298669
support	<b>3659(9.4%)</b>	<b>3362(11.1%)</b>

	Larger Universe	Smaller Universe
conservative	8538(2.2%)	1194(0.4%)
liberal	<b>170367 (43.94%)</b>	<b>143022(47.35%)</b>
moderate	64817	32125
progressive	143993	125690

With higher proportion of supporters, more liberal and fewer conservative population, smaller contact lists are suggested.

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# No-Contact Populations

## AVOIDING TEACHERS UNION MEMBERS

It's recommended to remove **46615** individuals from contact lists, among whom **11022** are identified as members of teachers unions and **45151** are modeled as strongly opponents of charter schools.

Strongly opponents are defined as those carrying over **30%** probability of being against charter schools.

Ranging from 33% to 62%, the probability of estimated opponents being against charter schools is averaged at **44%**

Containing at least one no-contact individual, **31985** households should be removed from contact lists.

Opponents of charter schools in the district are **older** population (55 years old on average) with **higher** income (over 170K on average).

## FACTS OF NO-CONTACT LIST

Age	Count	Percentage	Income	Count	Percentage
0-20	538	1.18%	<50K	1257	2.76%
20-40	9611	21.07%	50K -100K	6499	14.25%
40-60	15413	33.79%	100K – 150K	14288	31.32%
60-80	15097	33.09%	150K – 250K	17641	38.67%
80-100	4961	10.87%	250K – 450K	4951	10.85%
			>450K	984	2.16%

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# Phone Bank Progress

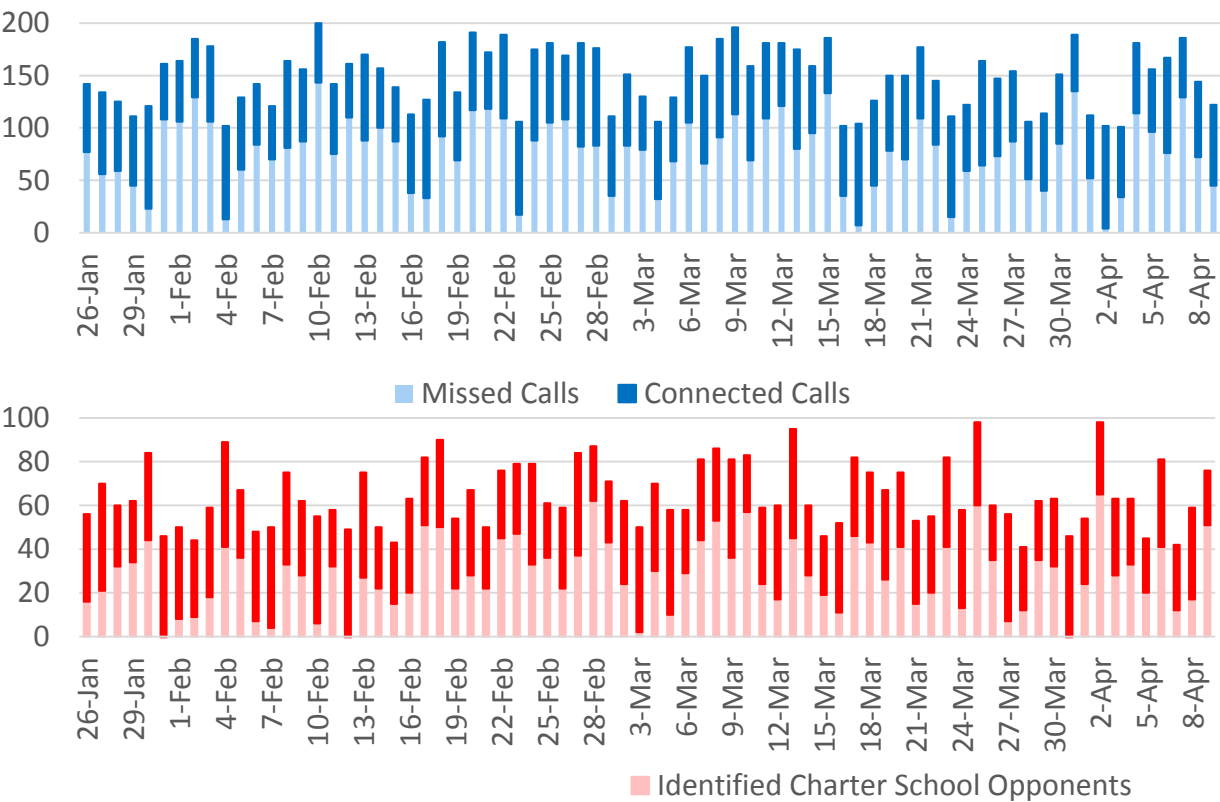
## OVERVIEW

Our volunteers have been calling potential supporters for **74** days.

In general, **half** of the calls are answered.

**Tuesday** has the lowest response probability (41.9%) while **Saturday** the highest (56.1%).

Among identified residents, **52.6%** are supporters and **36.4%** are opponents.



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