



**BakerRipley's**

# **2022 Election & Get-Out-the-Vote Analysis**

January 29, 2023

Data Analyst Team

# Team

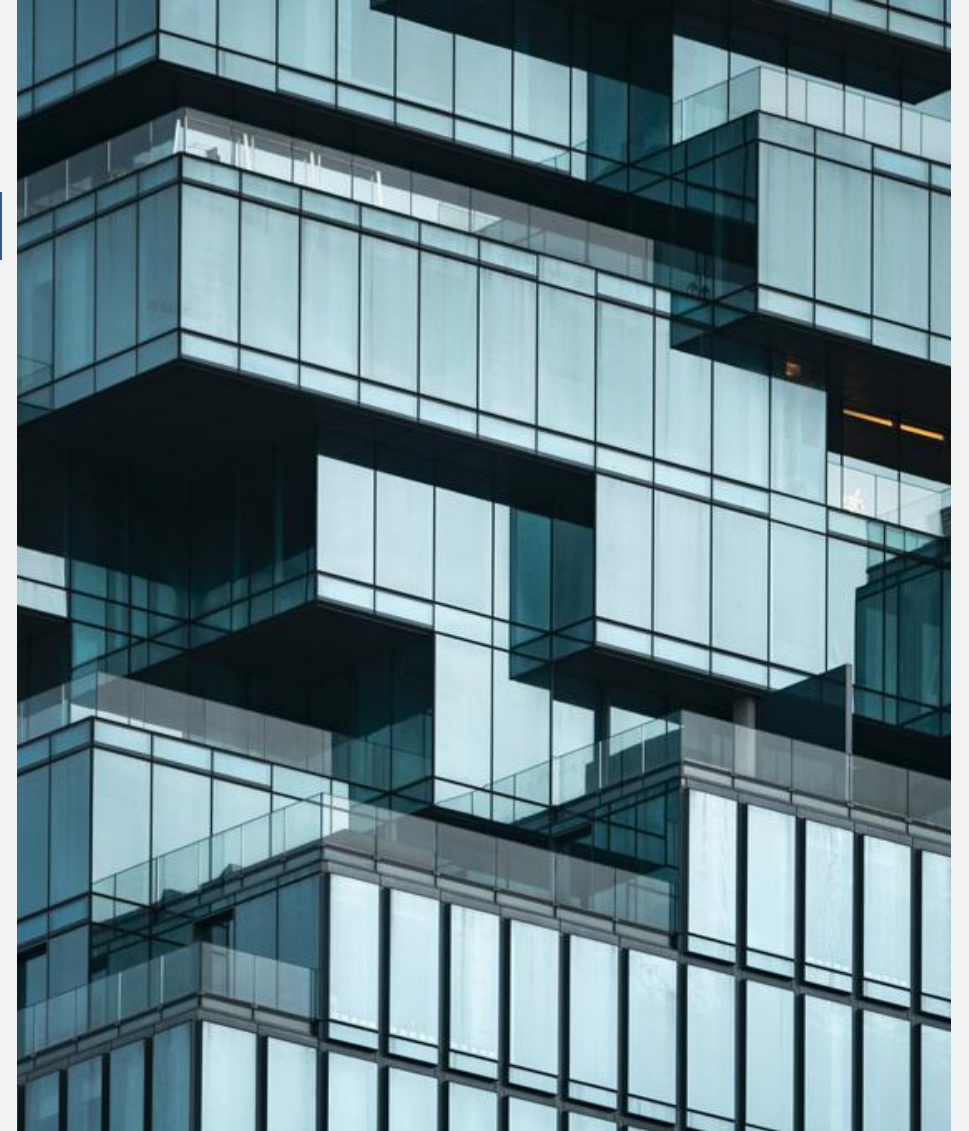
- Chinedu Okafor - University of Houston
- Minh Nguyen - University of Houston
- Dinh Thinh Ngo - University of Houston





# Introduction

- Welcome to our analysis of the November 2022 Texas Harris County election datasets provided by BakerRipley. We will be taking a closer look at voter turnout and demographic breakdowns, in order to gain a deeper understanding on whether our outreach efforts are worthwhile.
- With the help of these datasets, we will be able to identify key trends and patterns that can help inform us on the results of our campaigns. So, without further ado, let's dive in and see what these numbers tell us.







# Results from last year

Let's dive in

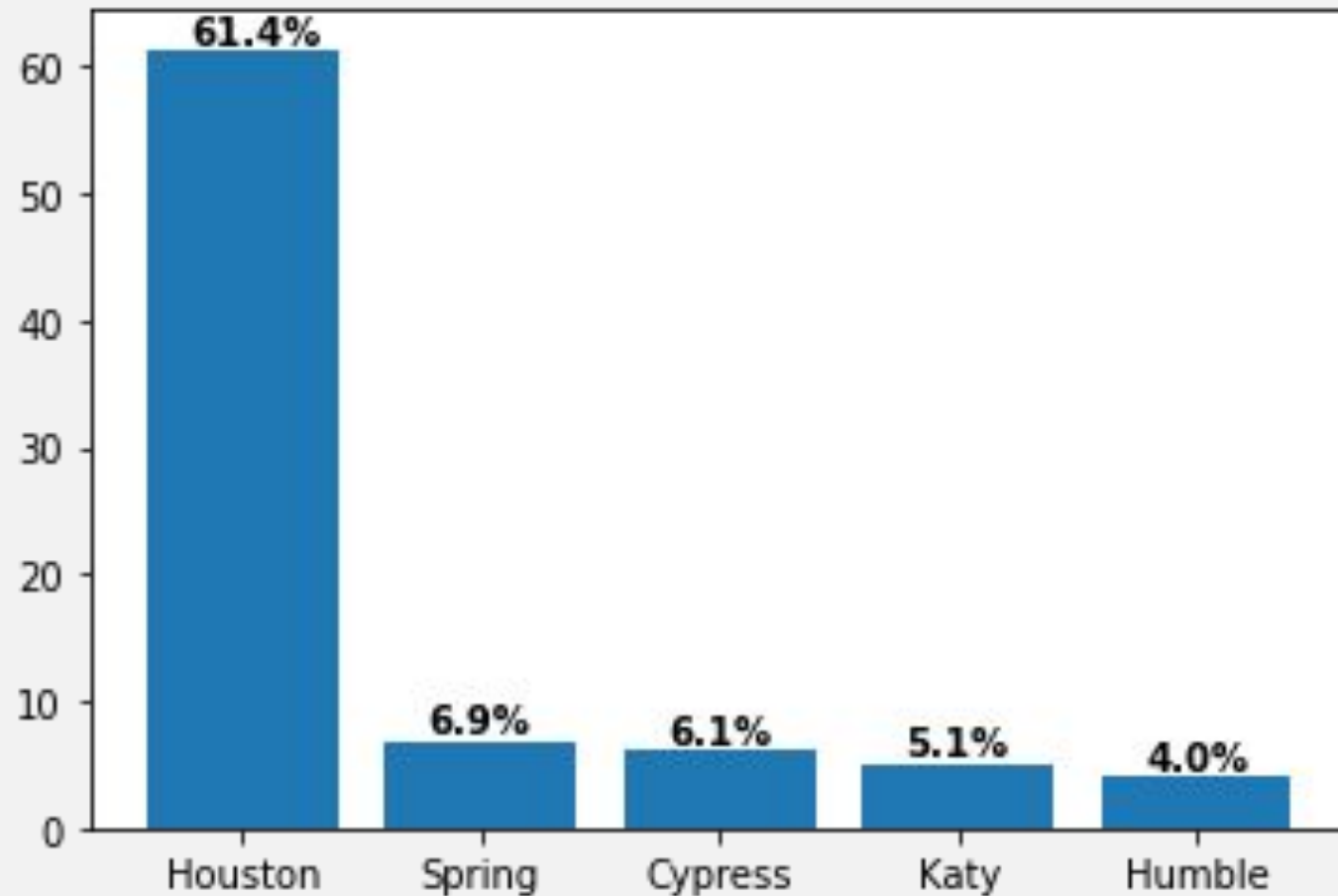


# General Voter Turnout

- Number of Votes Cast in November: **1,107,401** people
- Number of Registered Voters: **2,538,176** people
- Voter Turn out as a percentage: **43.63%**

# General Voter Turnout

## Top Cities



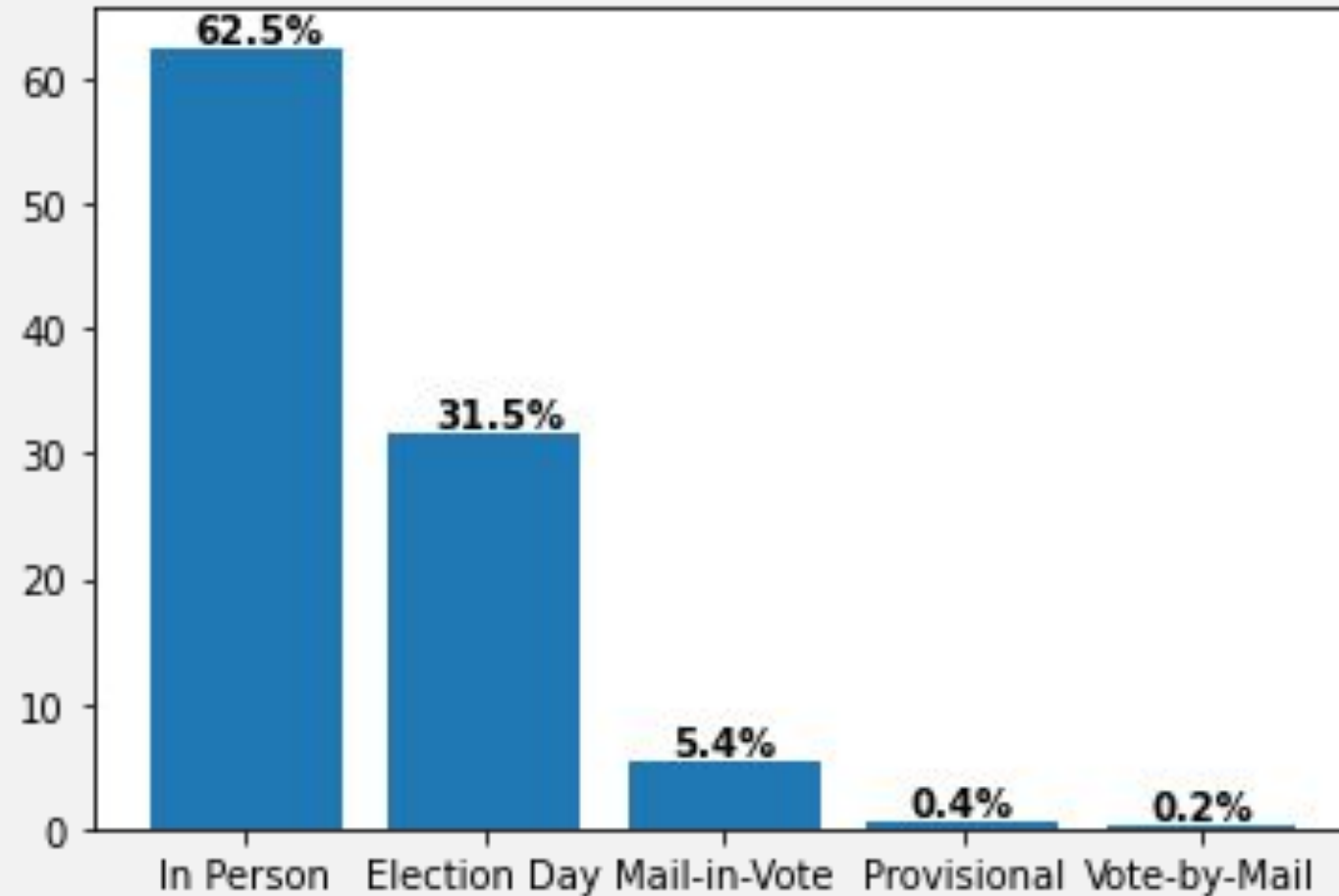
# General Voter Turnout

## Bottom Cities

| City      | Percentage |
|-----------|------------|
| Missouri  | 0.0%       |
| New Caney | 0.0%       |
| Hempstead | 0.0%       |

# General Voter Turnout

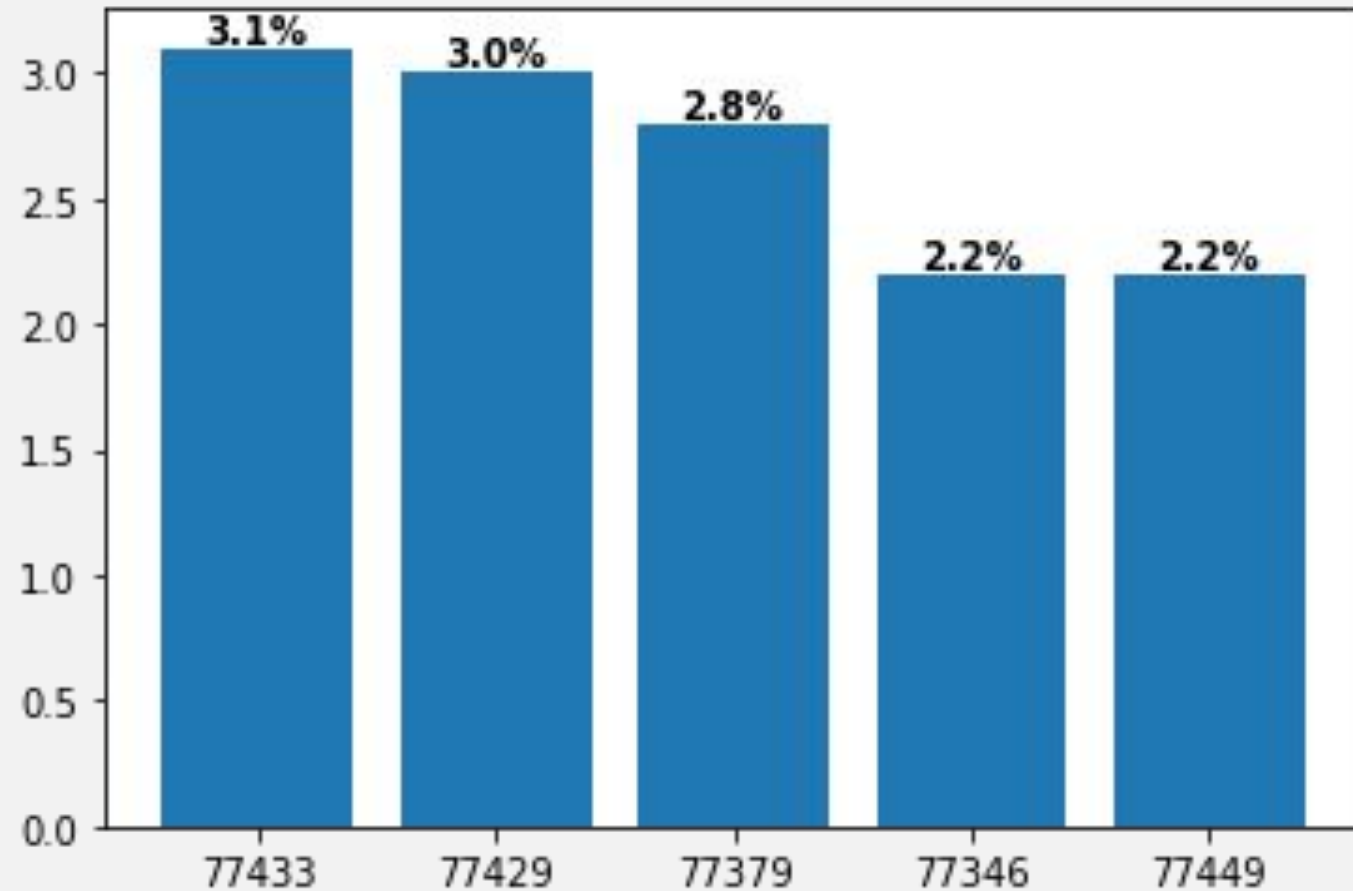
## Vote Types





# General Voter Turnout

## Top Zip Codes



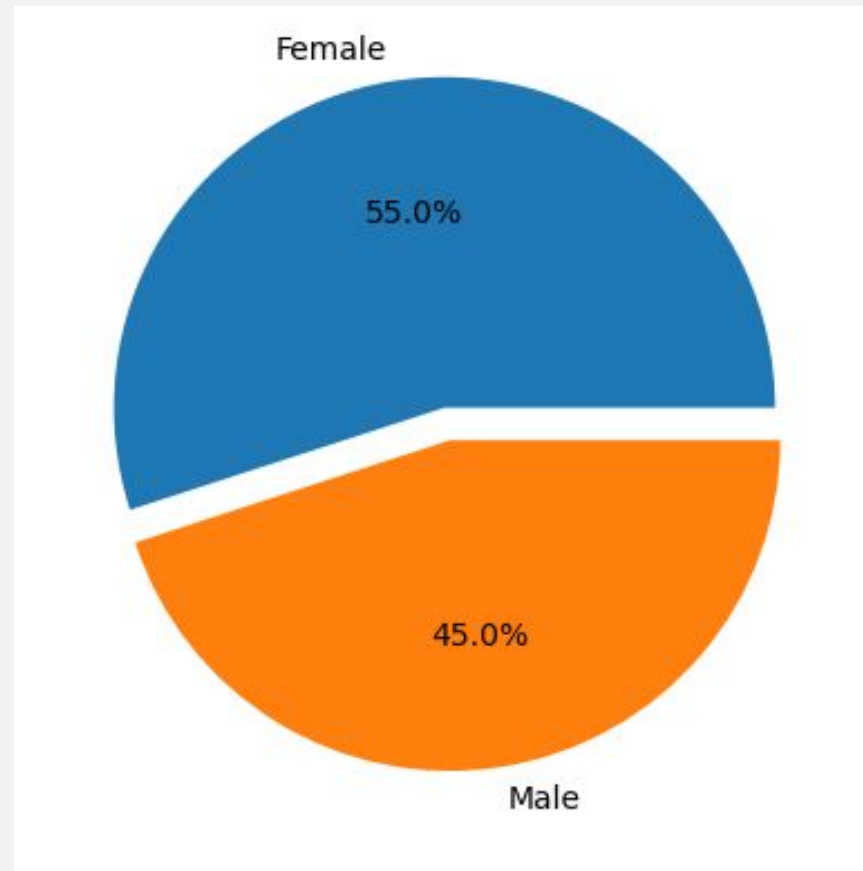
# General Voter Turnout

## Bottom Zip Codes

| Zip Code | Percentage |
|----------|------------|
| 77565    | 0.0%       |
| 77386    | 0.0%       |
| 77539    | 0.0%       |
| 77340    | 0.0%       |

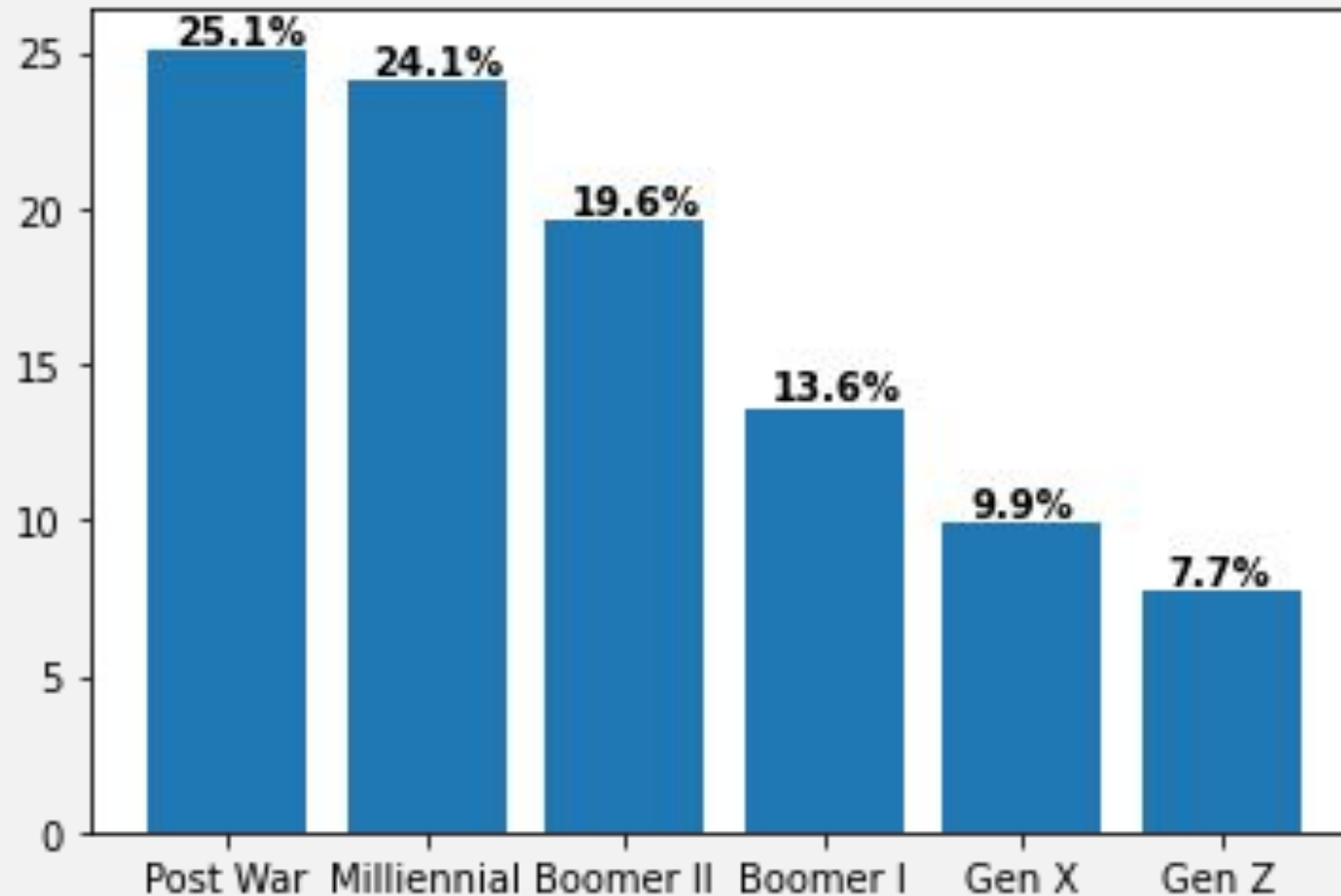
# General Voter Turnout

## By Sex



# General Voter Turnout

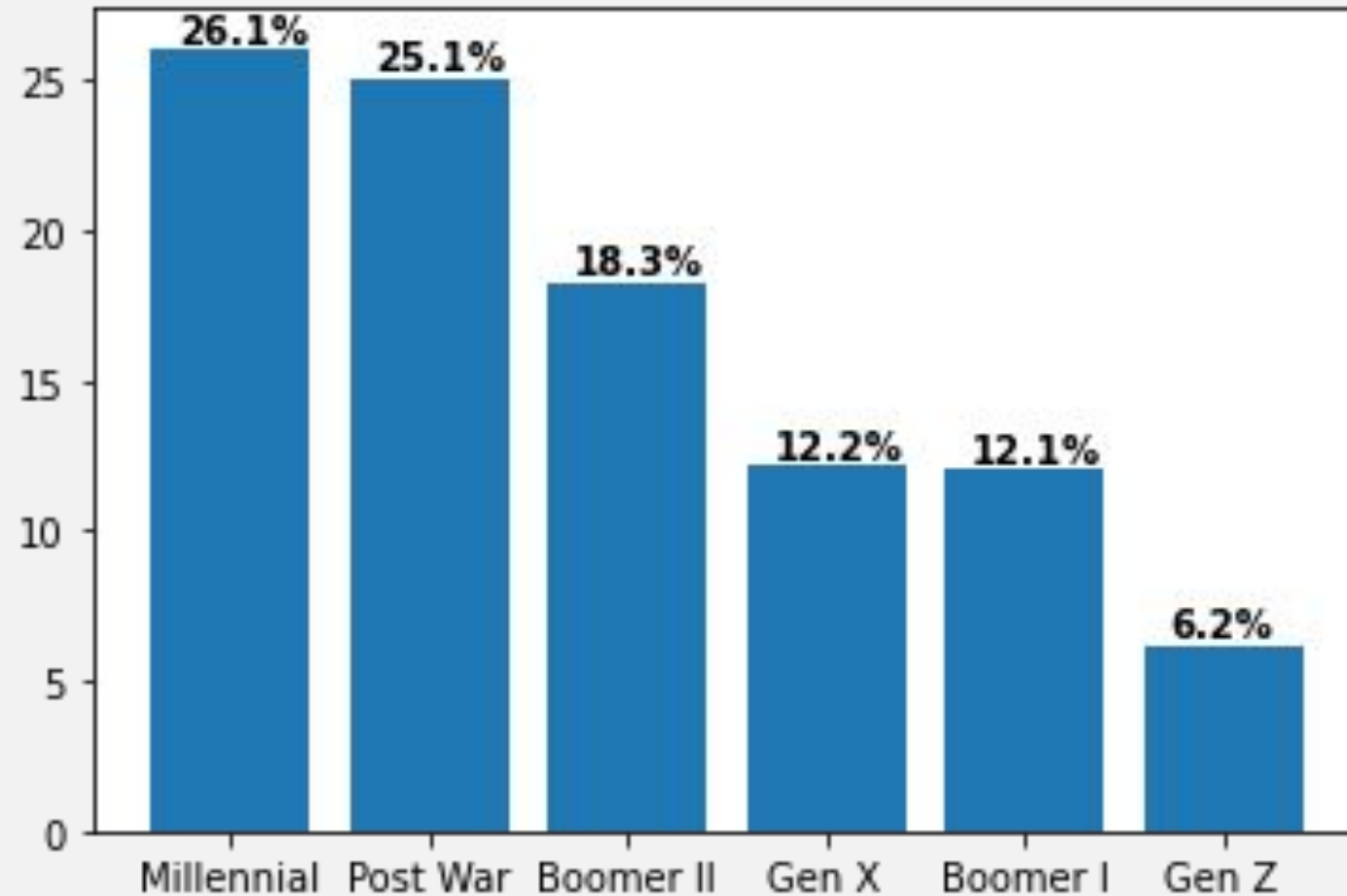
## By Generation





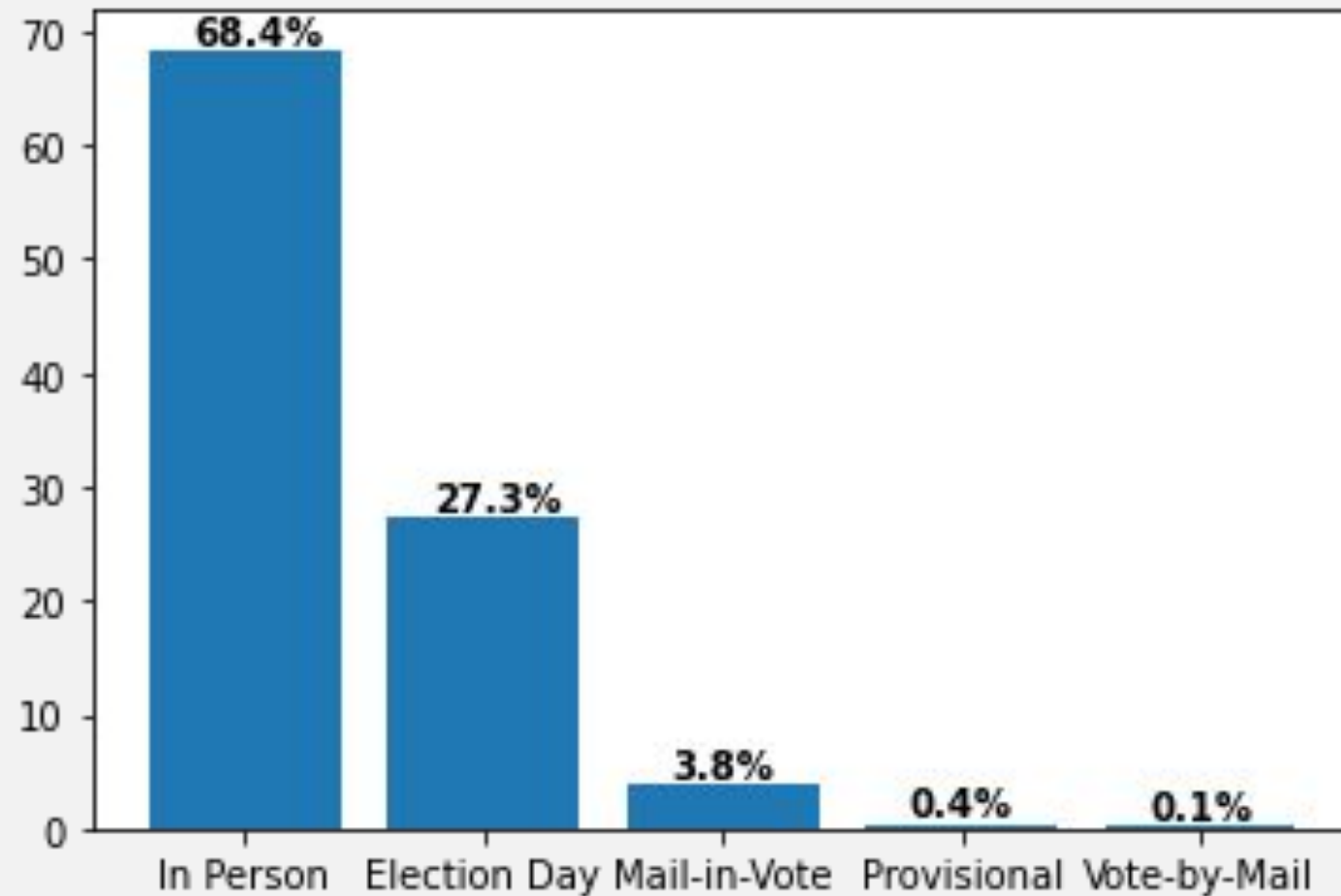
# General Voter Turnout

## Top Generations by Precincts



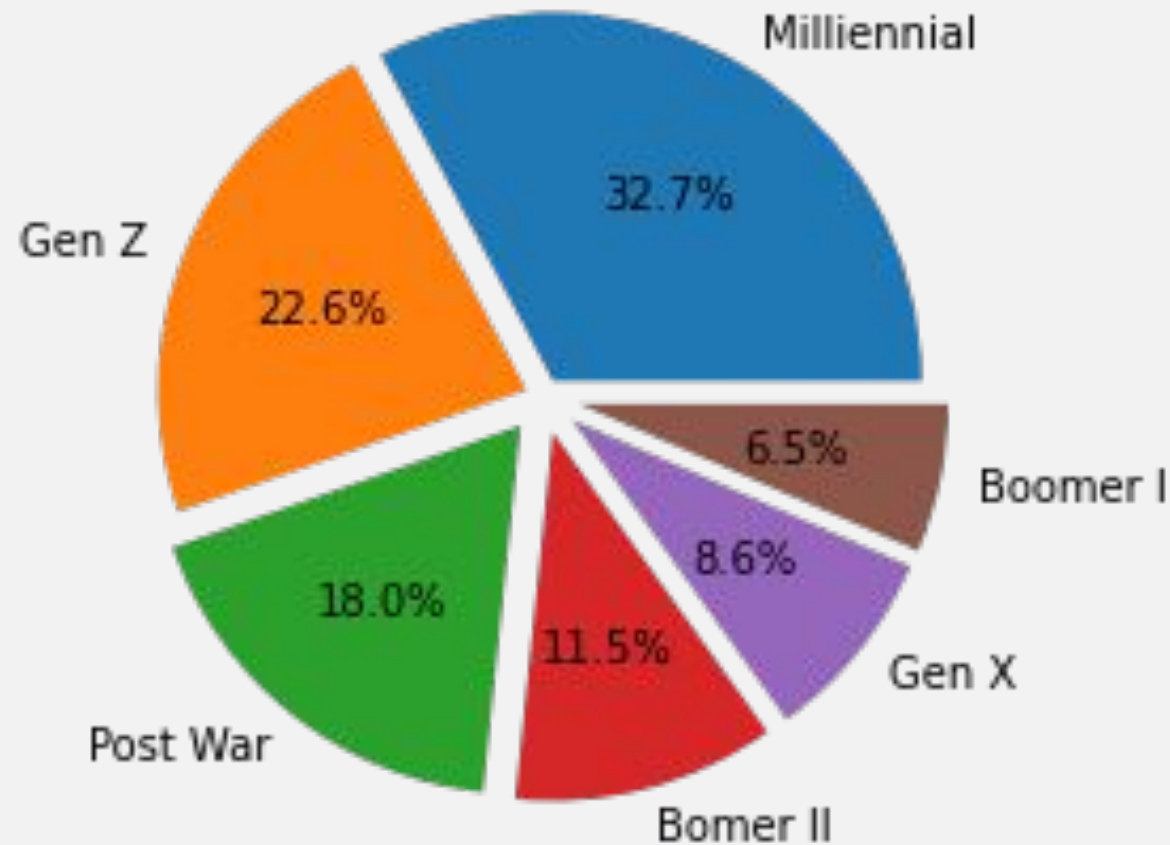
# General Voter Turnout

## Vote Type By Precincts



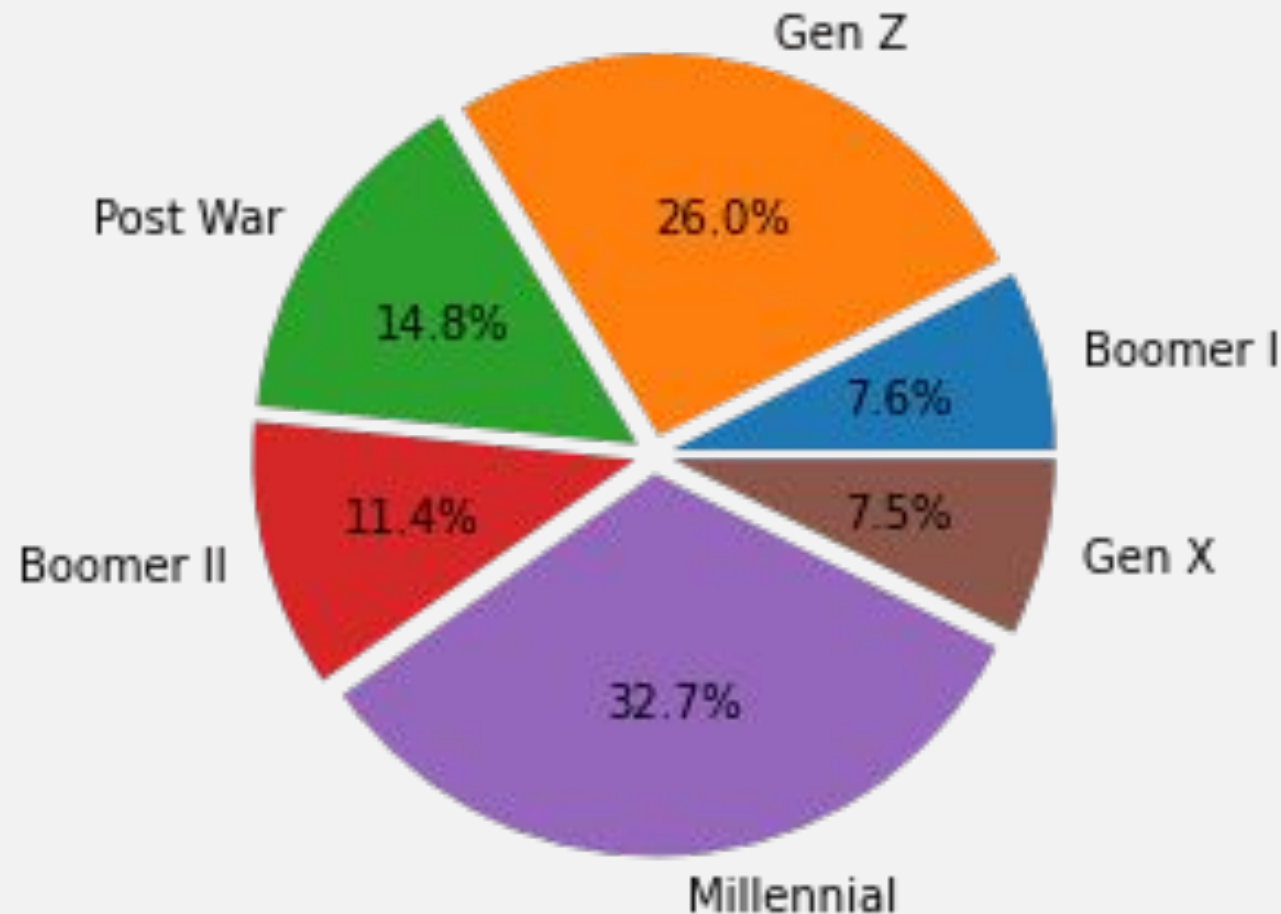
# GOTV Efforts

## Contacted Voters By Generation



# GOTV Efforts

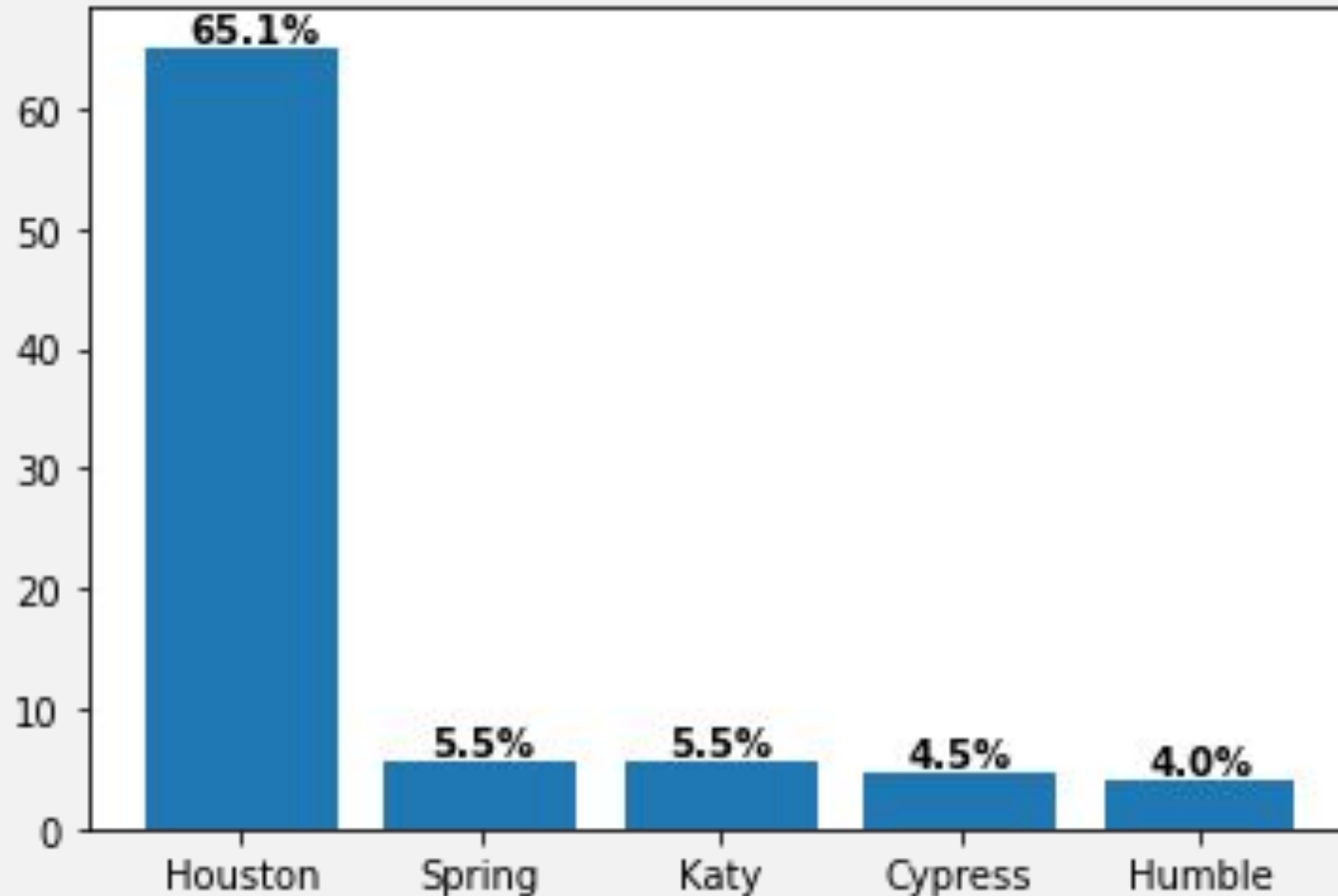
## Contacted Voters That Voted By Generation





# Voters Who Did Not Turn Out

## Top Cities



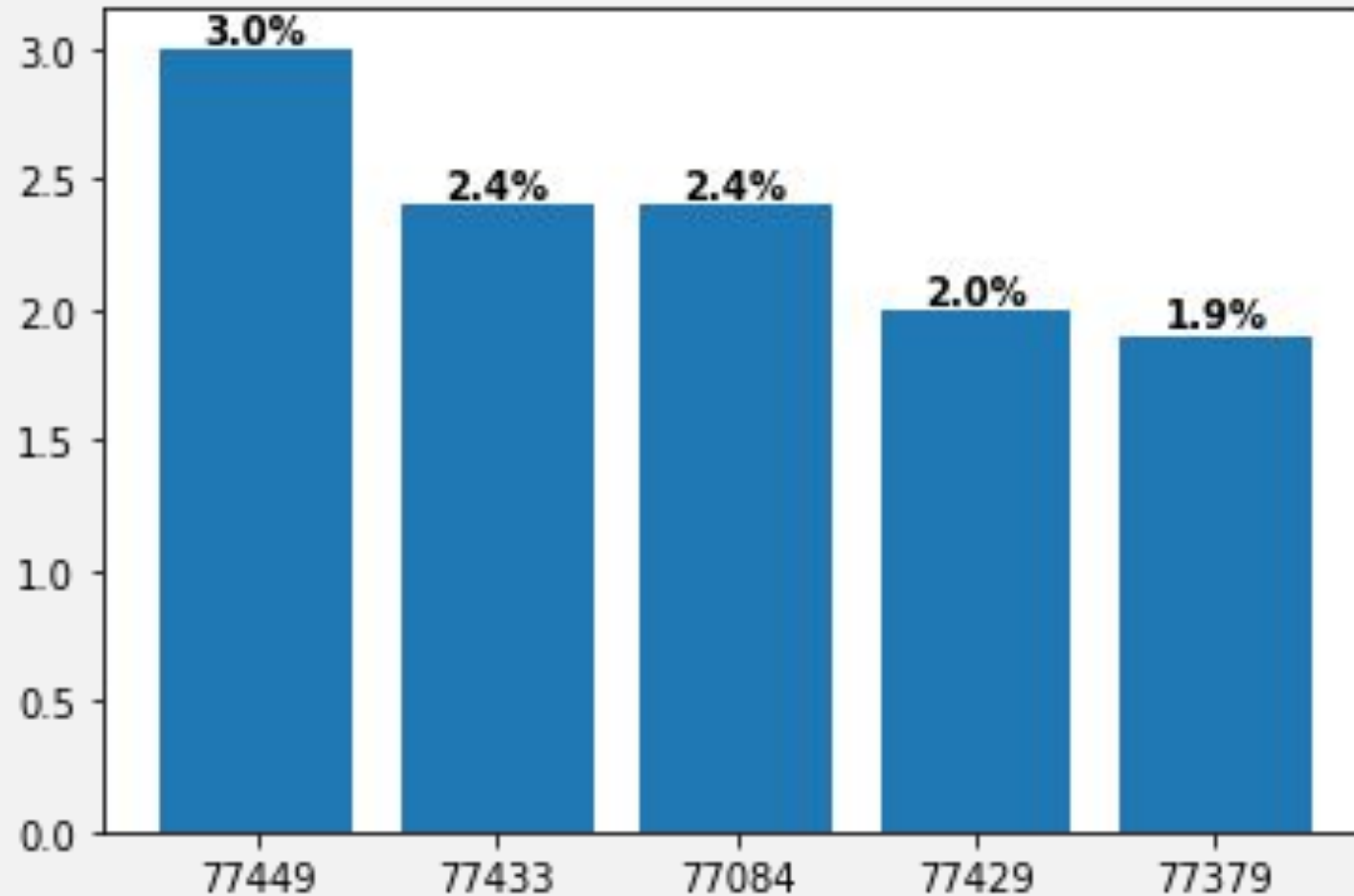
# Voters Who Did Not Turn Out

## Bottom Cities

| City          | Percentage |
|---------------|------------|
| Stafford      | 0.1%       |
| Waller        | 0.1%       |
| Porter        | 0.0%       |
| Missouri City | 0.0%       |
| New Caney     | 0.0%       |

# Voters Who Did Not Turn Out

## Top Zip Codes



# Voters Who Did Not Turn Out

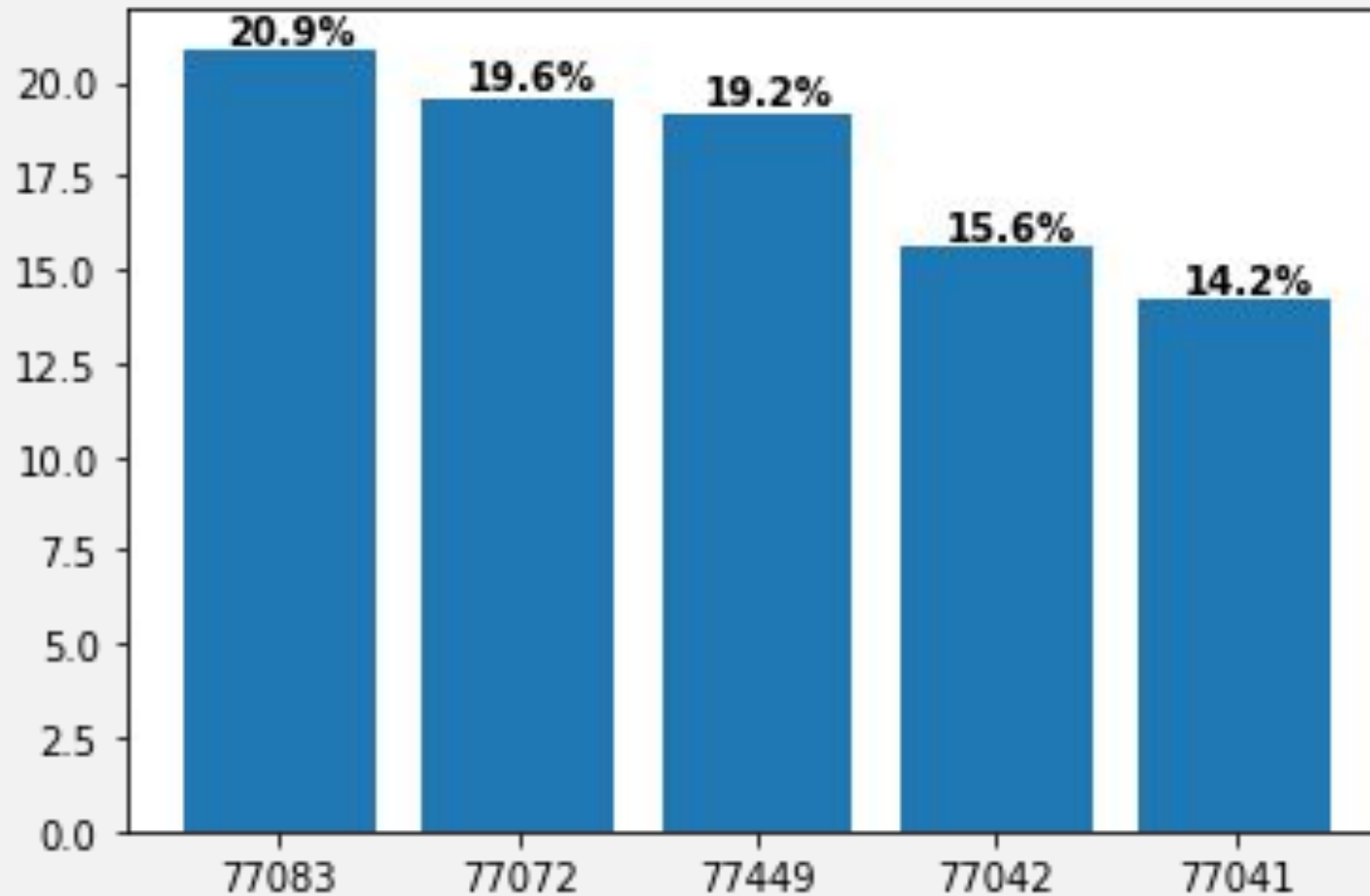
## Bottom Zip Codes

| Zip Code | Percentage |
|----------|------------|
| 77523    | 0.0%       |
| 77507    | 0.0%       |
| 77010    | 0.0%       |
| 77357    | 0.0%       |
| 77535    | 0.0%       |



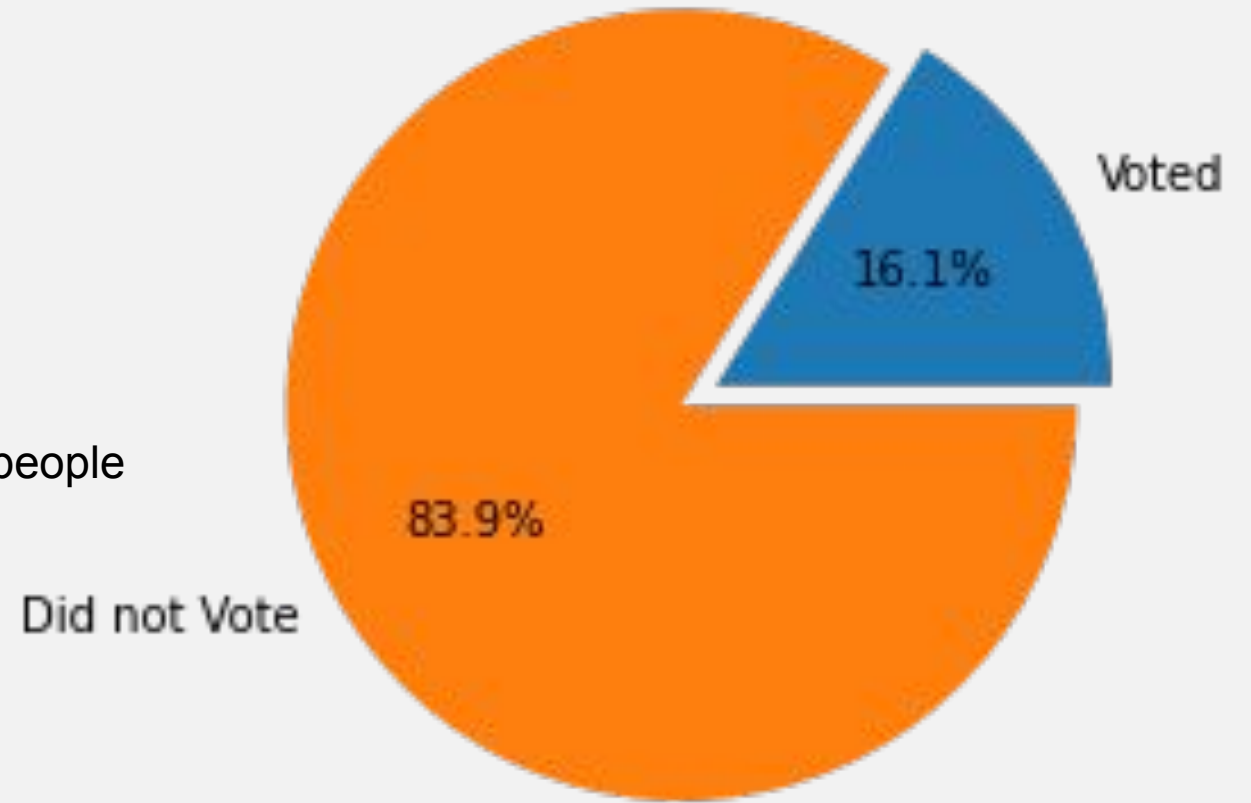
# Voters Who Did Not Turn Out

## Top Zipcode By Precincts



# GOTV Efforts

- Number of Contacted Votes: **22,046** people
- Number of Contacted Votes who Voted: **3,560** people
- Number of Contacted Votes who Did not Vote: **18,486** people
- Voter Turn out as a percentage: **16.15%**



# Cost Tabulation

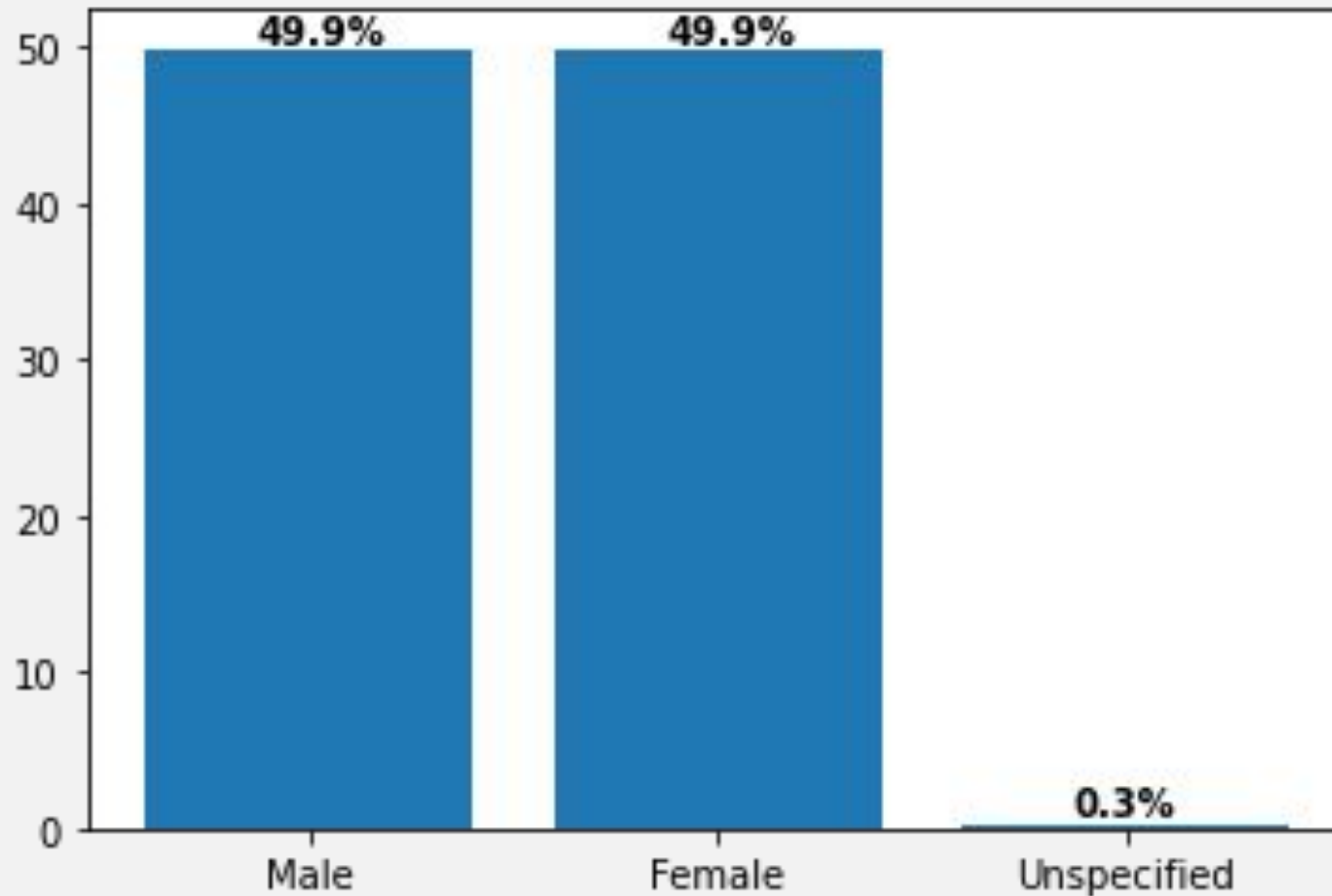
| Method   | Unit Cost (\$) | Attempts | Total Cost (\$) |
|----------|----------------|----------|-----------------|
| Door     | 2.00           | 7,020    | 14,020.00       |
| Postcard | 0.35           | 37,429   | 13,100.15       |
| Text     | 0.06           | 18,656   | 1,119.36        |
| Call     | 0.13           | 13,031   | 1,694.03        |

Overall Cost: **\$29,933.54**

Cost per Vote: **\$8.41**

# GOTV Efforts

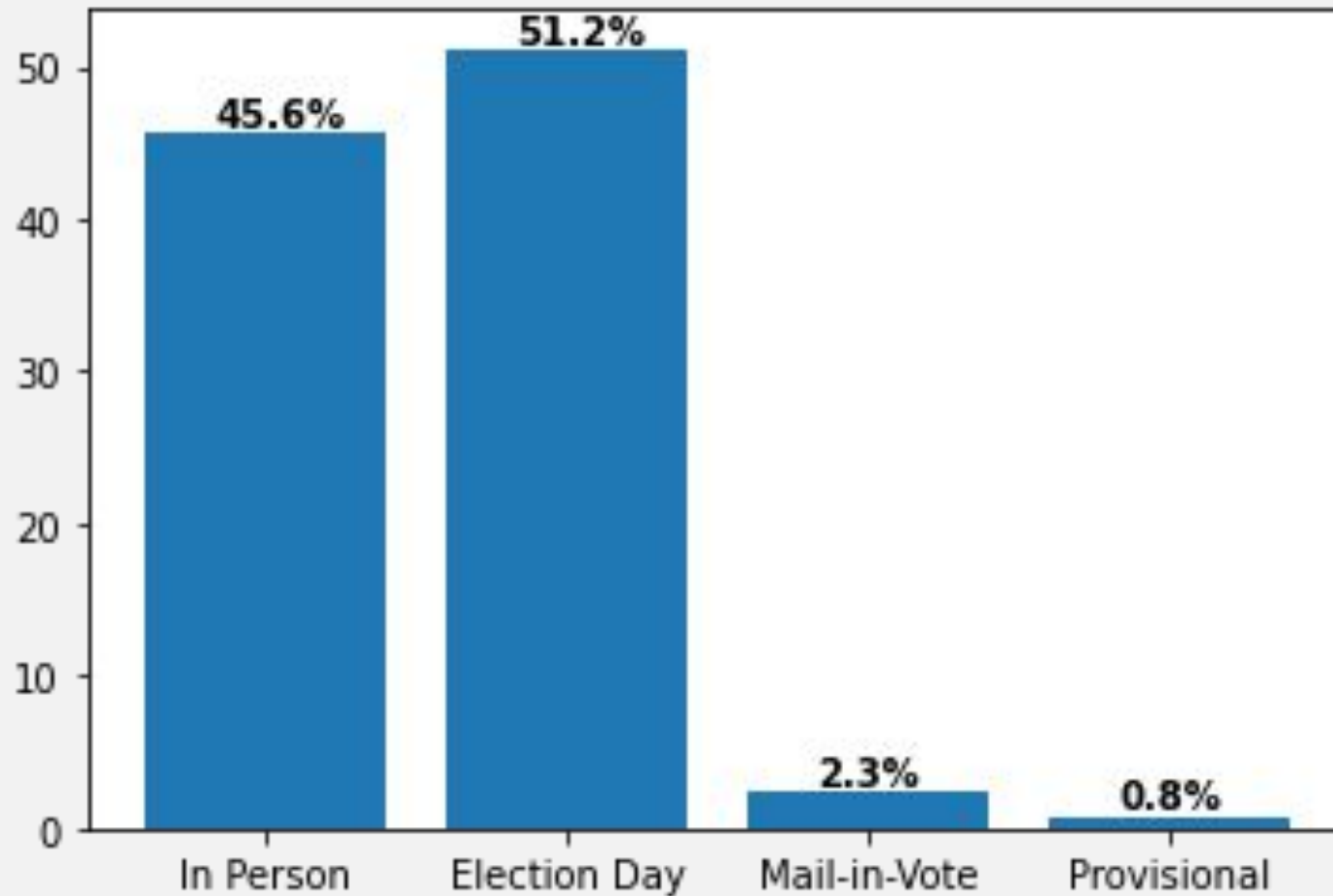
By Sex





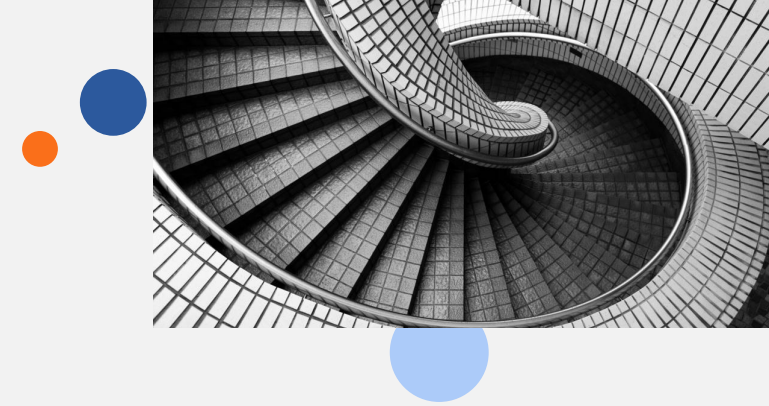
# GOTV Efforts

## How They Voted



# Goals for This Year

- Explore methods to encourage Gen Z voting
- Encourage early voting
- Target our efforts on the less participating Precincts and Zip Codes
- Develop strategies to even out the ratio of male to female voters



# Conclusion

- In conclusion, our analysis of the November 2022 Texas Harris County election datasets provided by BakerRipley has revealed valuable insights into the political landscape of Harris County. We have seen the voter turnout, and demographic breakdowns, that have highlighted key trends and patterns in the election.
- We were able to identify the most cost-effective ways to reach and mobilize voters in Harris County by analyzing the GOTV contact attempts costs. This information will be useful for future GOTV efforts and can help ensure that resources are allocated in the most efficient manner possible.
- Thanks to your commitment and strong work ethic, we know next year will be even better than the last.
- We look forward to working together.