



**BakerRipley's**

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

January 29, 2023  
Data Analyst Team

# Team

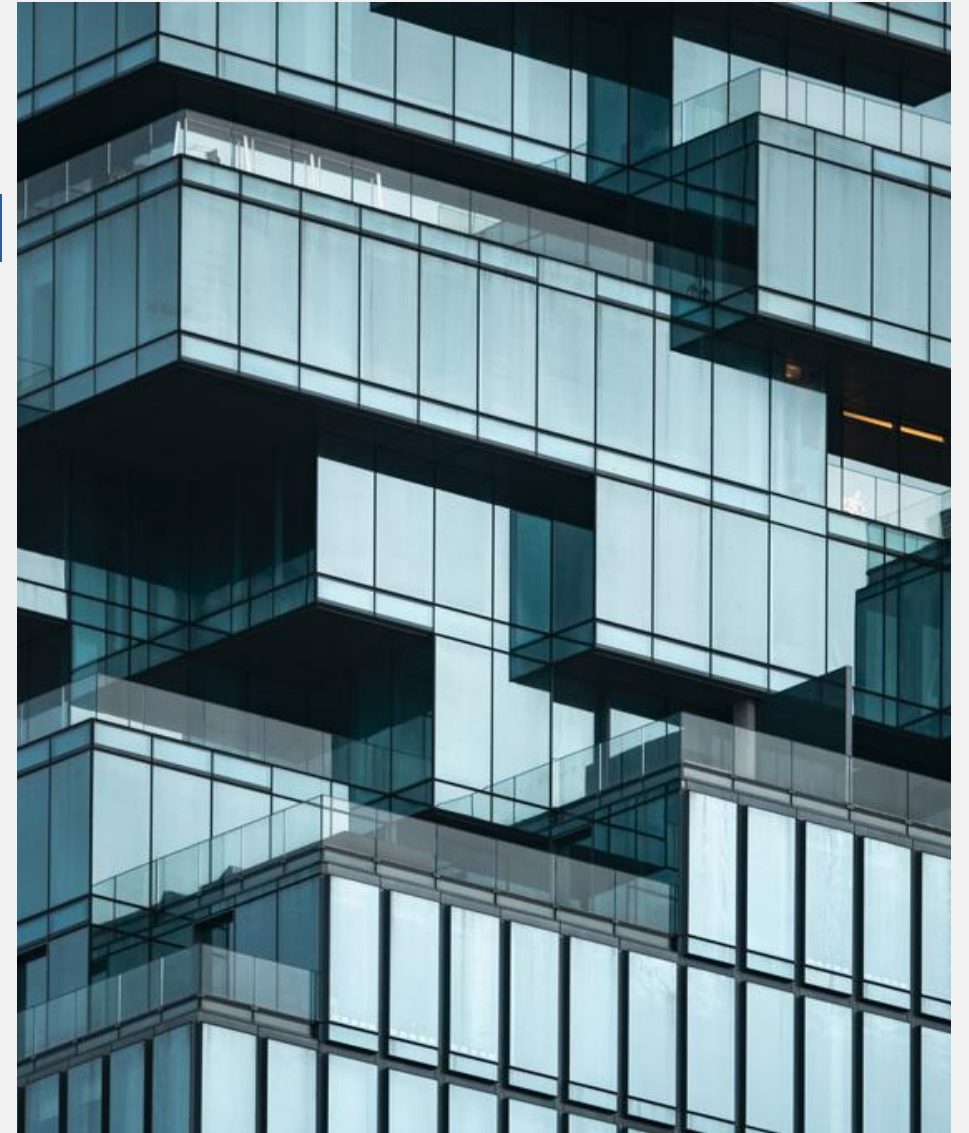
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- Minh Nguyen - University of Houston
- Edward Ngo - University of Houston





# 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

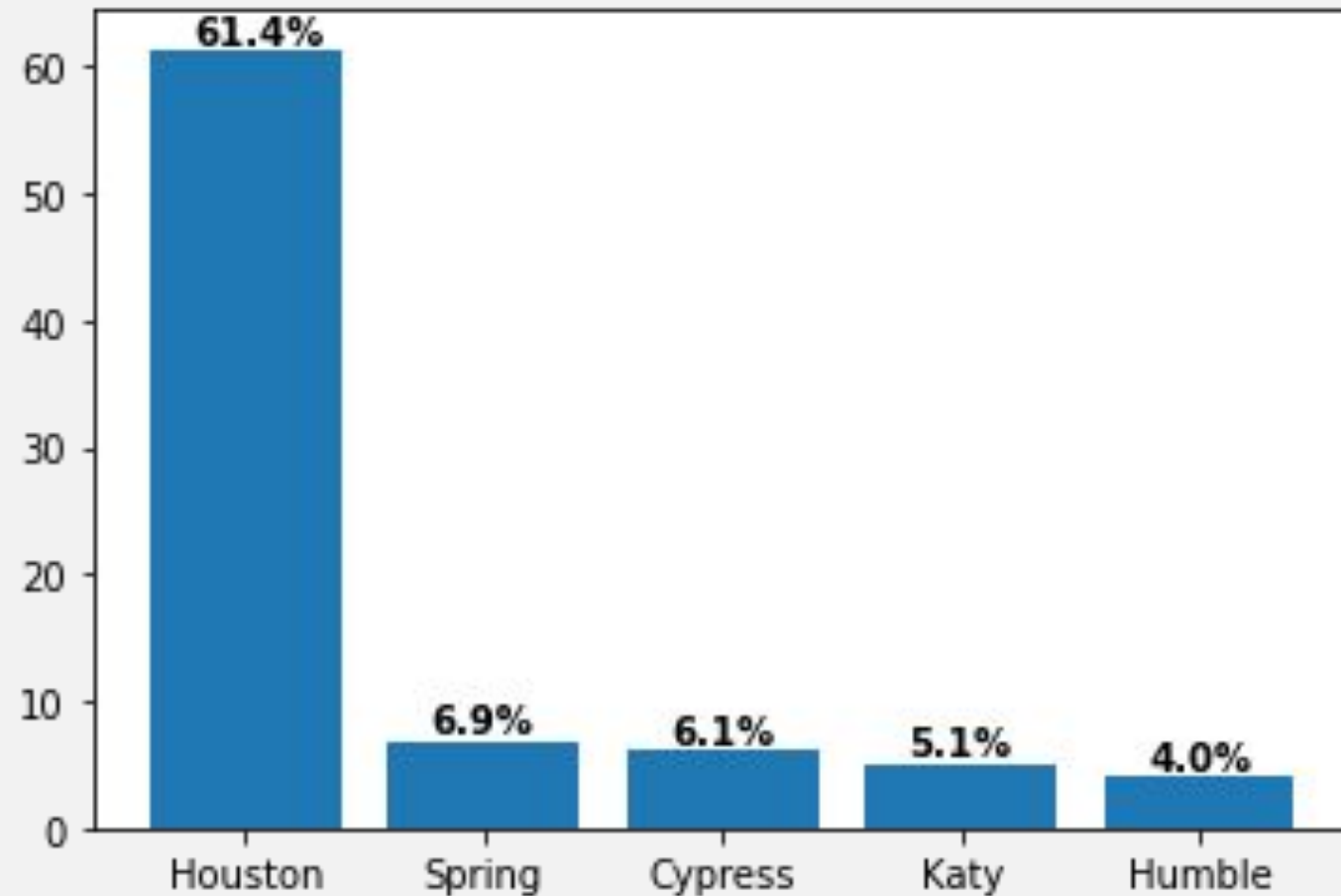
- The dataset for voters turnout during the Harris County November 2022 election provides a detailed analysis of the citizens who participated in the election. The data includes information such as voting precinct, age, and other demographic details.
- This dataset is crucial in understanding voter behavior and identifying patterns in voter turnout. By analyzing this dataset, we can gain insights into the factors that influence voter turnout, such as age, location, and other demographic characteristics.

# 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

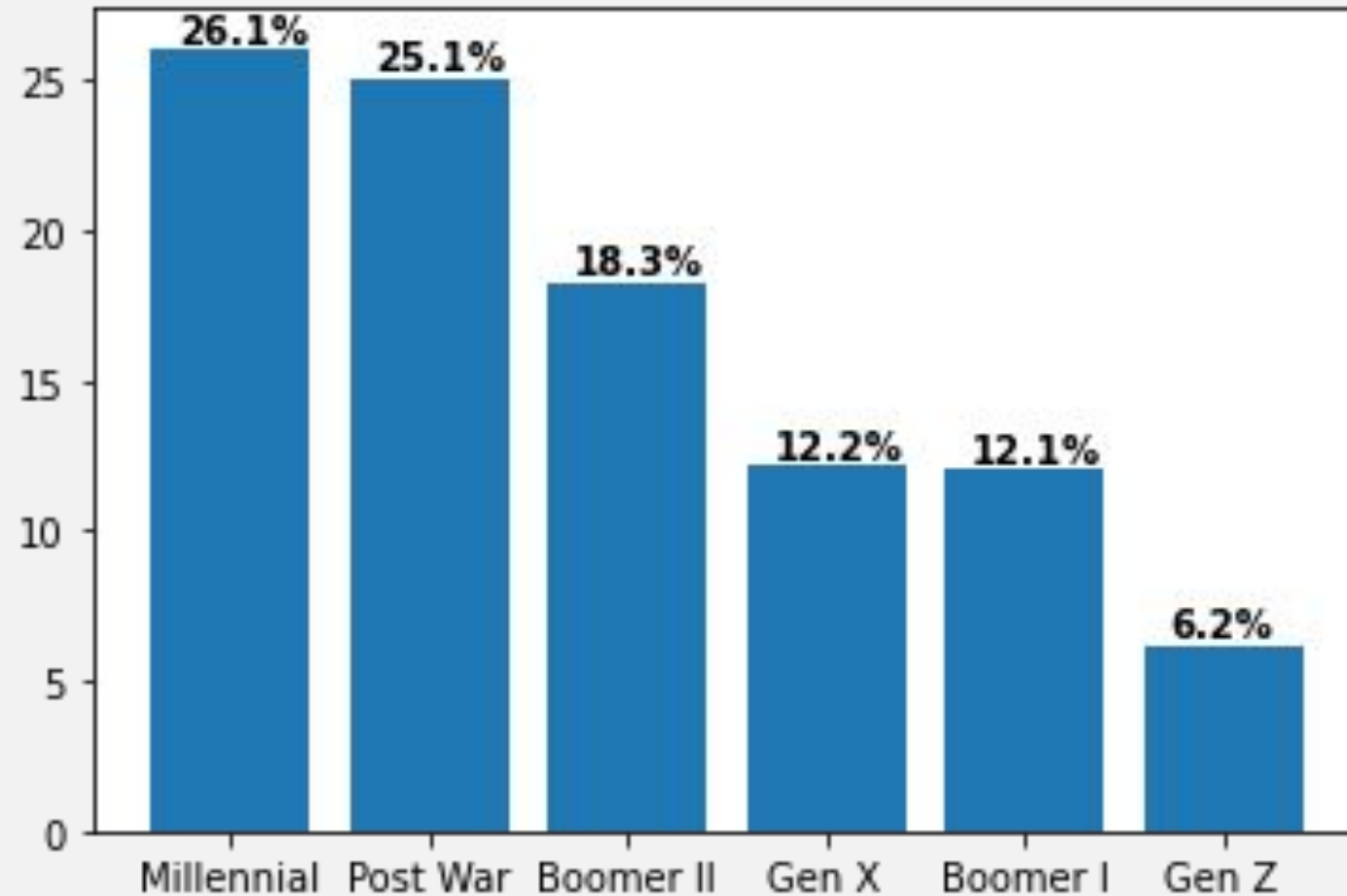
## Bottom Cities

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



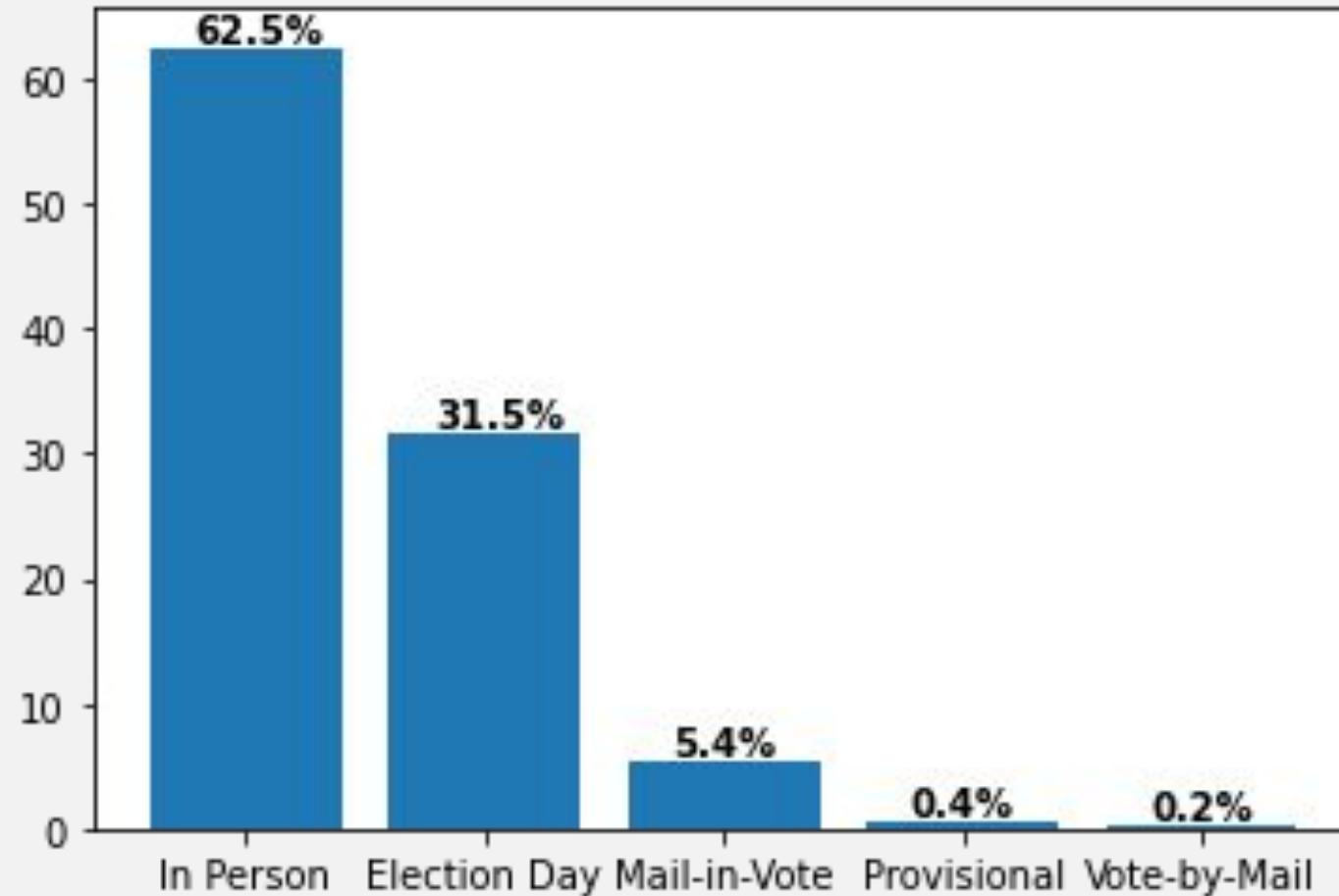
# General Voter Turnout

## Top Generations by Precincts



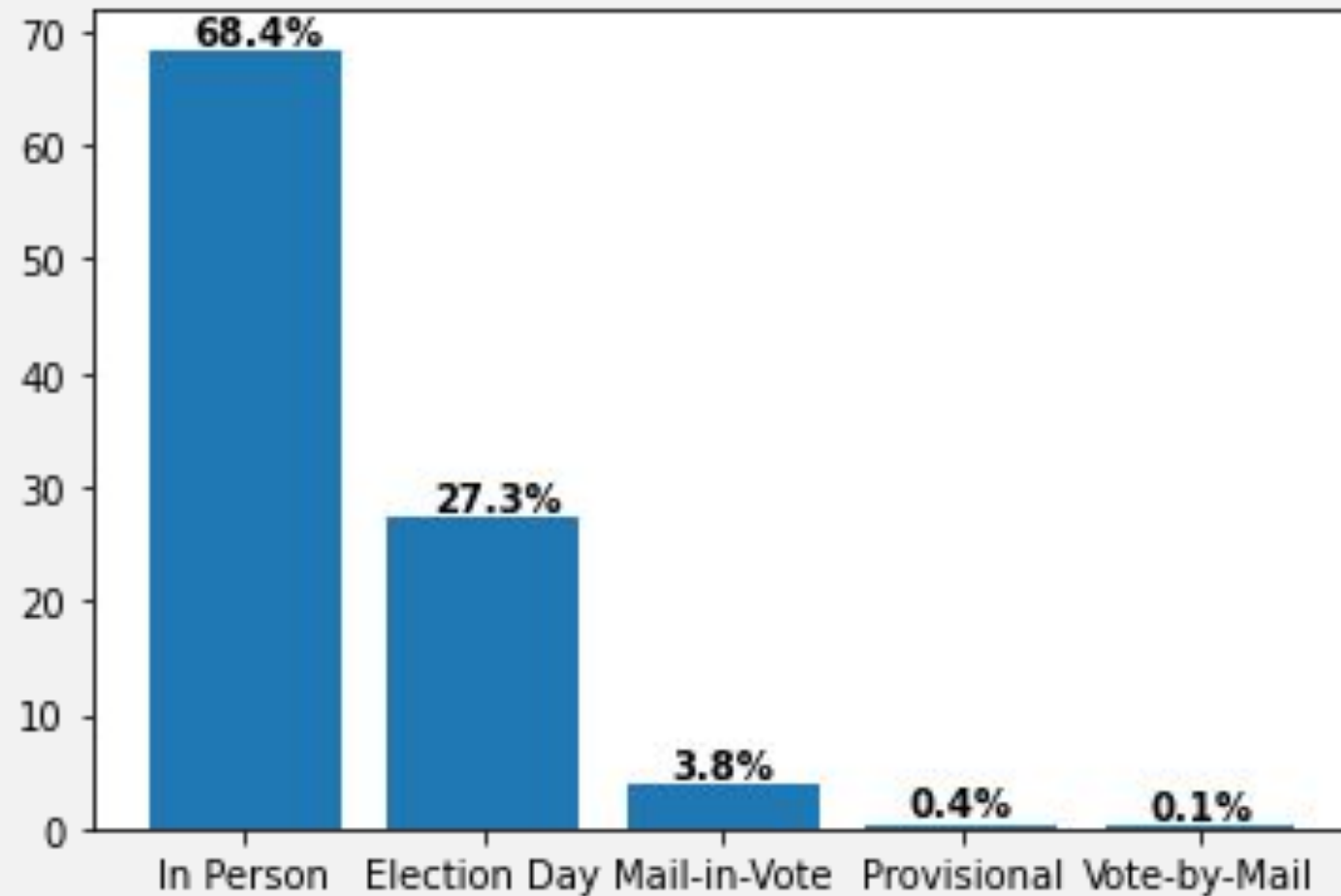
# General Voter Turnout

## Vote Types



# General Voter Turnout

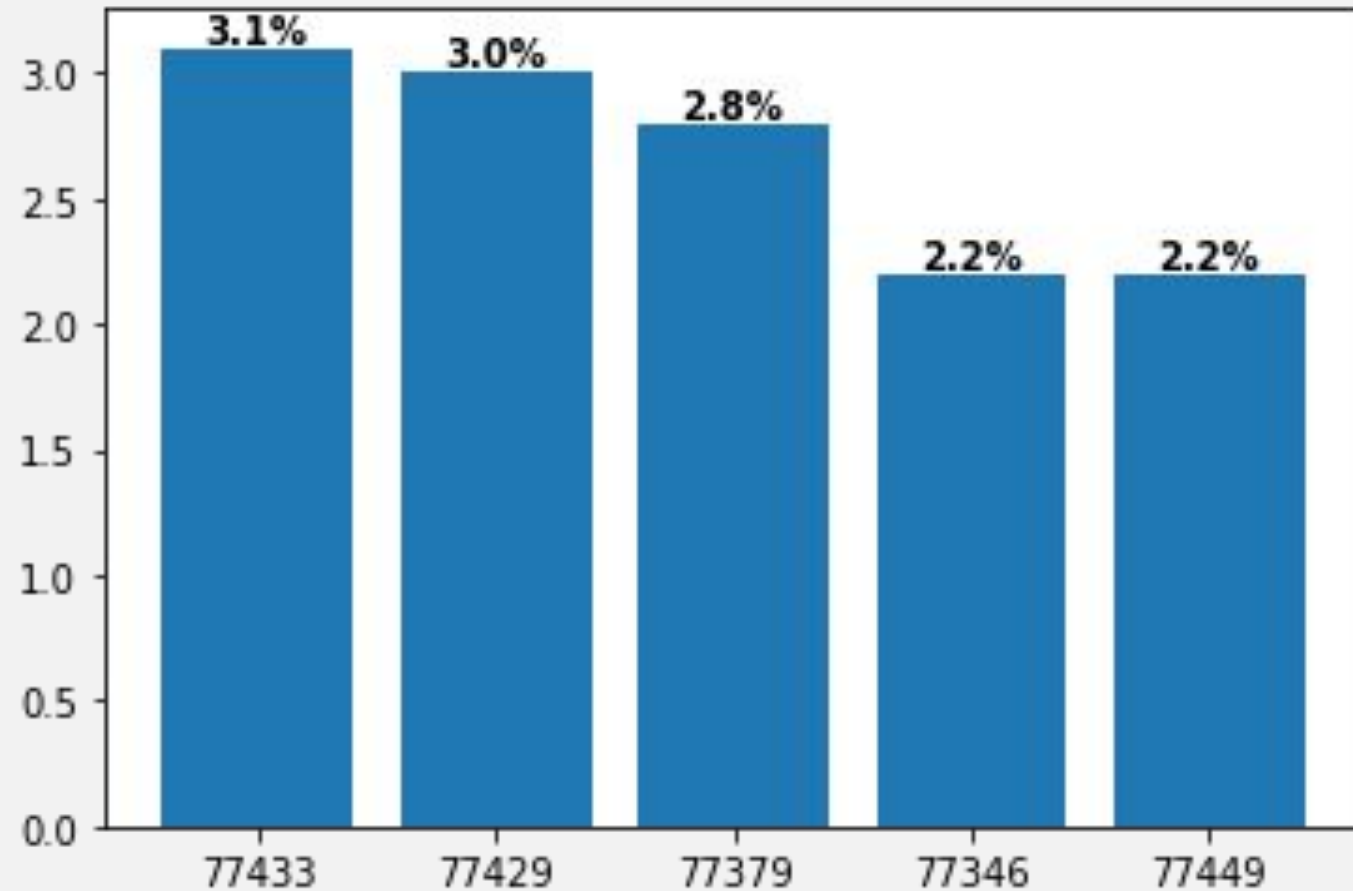
## Vote Type By Precincts





# General Voter Turnout

## Top Zip Codes



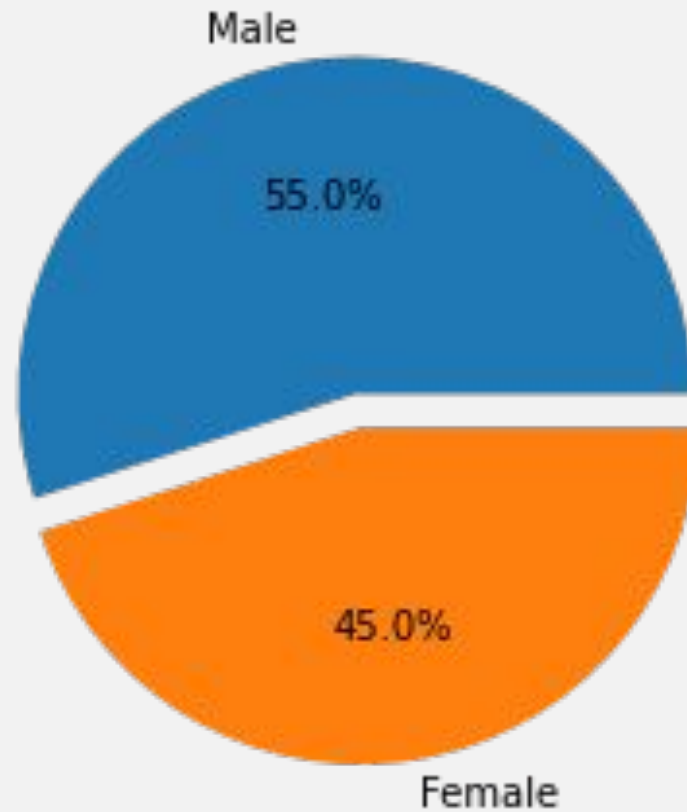
# General Voter Turnout

## Bottom Zip Codes

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

# General Voter Turnout

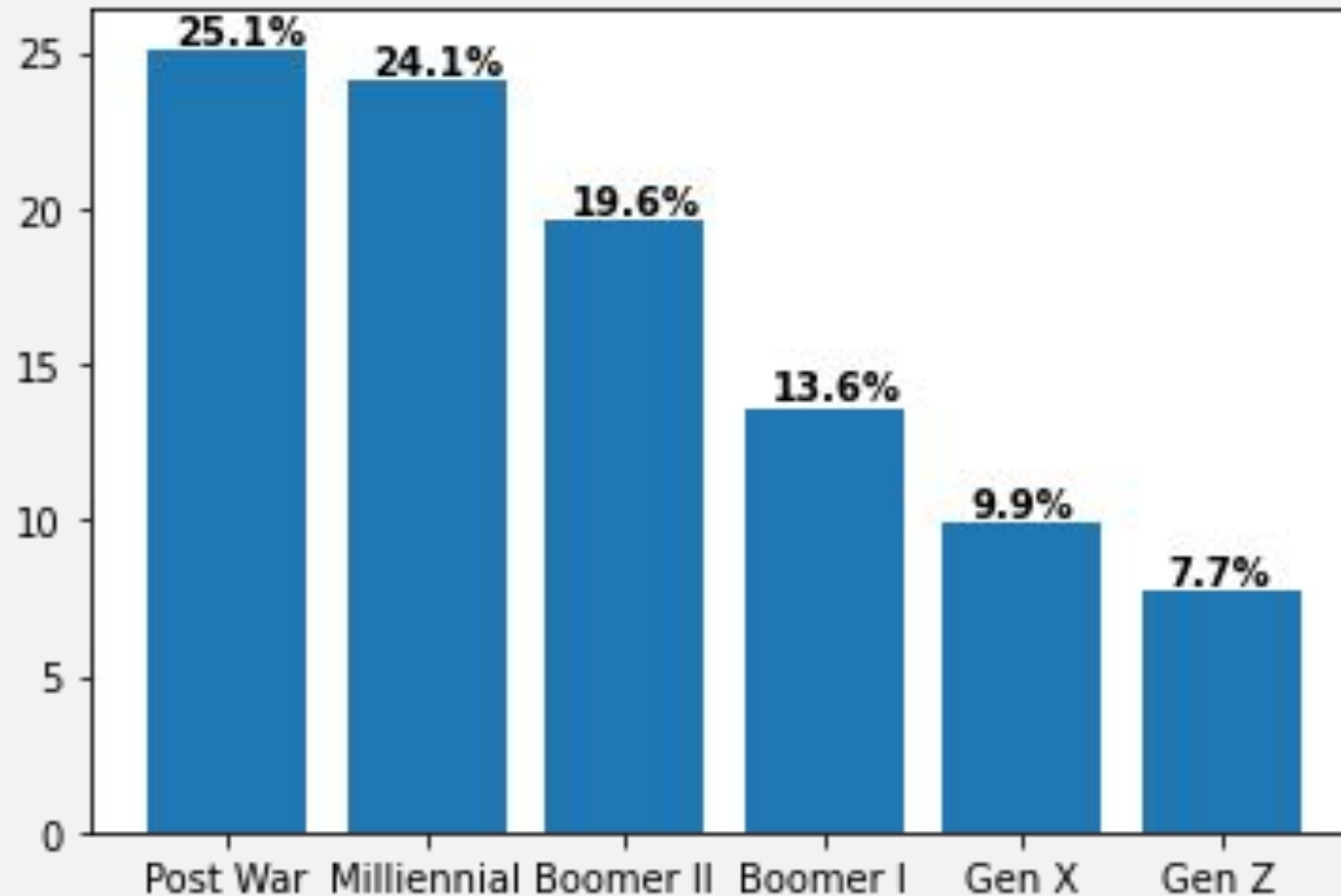
## By Sex





# General Voter Turnout

## By Generation

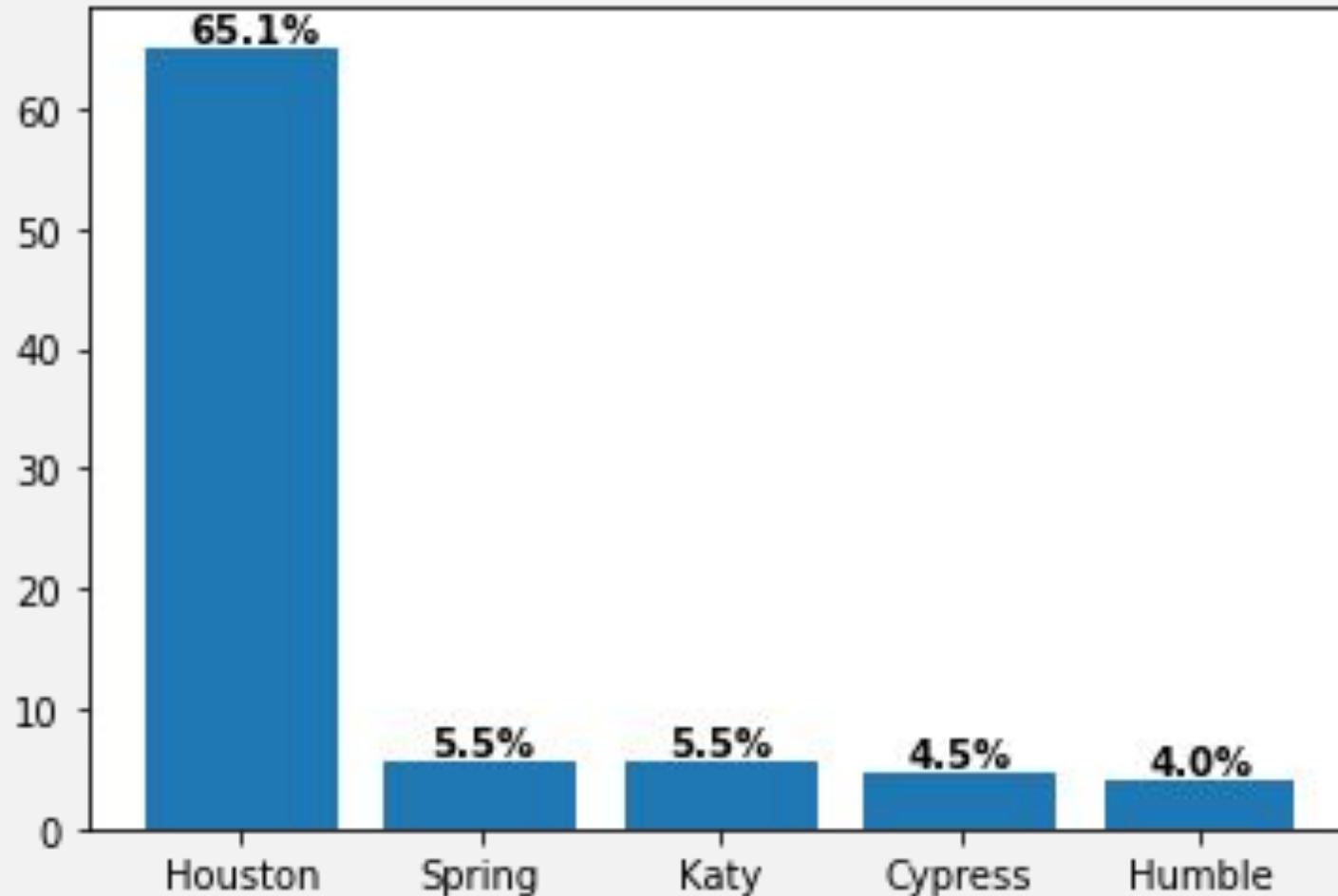


# Voters Who Did Not Turn Out

- The dataset for voters who did not turnout during the Harris County November 2022 election provides valuable insights into the demographics and characteristics of individuals who did not participate in the election. By analyzing this data, we can better understand the factors that may have influenced voter turnout and identify potential strategies to increase voter participation in future elections.
- The dataset includes information on voter demographics, such as age and gender. This information can be used to identify patterns and trends among non-voters, and can help inform targeted voter outreach efforts. Overall, the dataset is a valuable resource for researchers and practitioners interested in studying voter behavior and increasing voter turnout.

# Voters Who Did Not Turn Out

## Top Cities





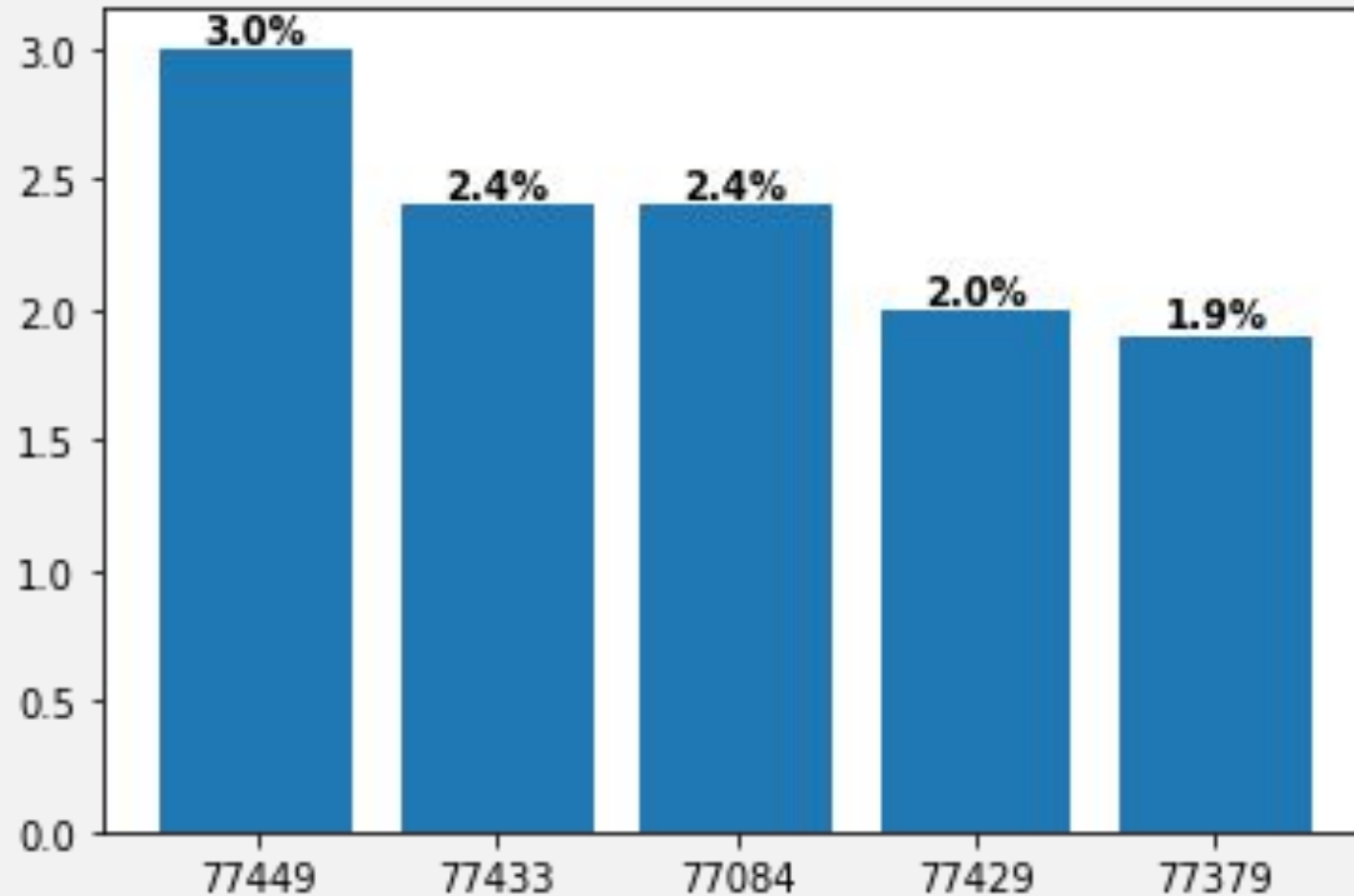
# Voters Who Did Not Turn Out

## 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



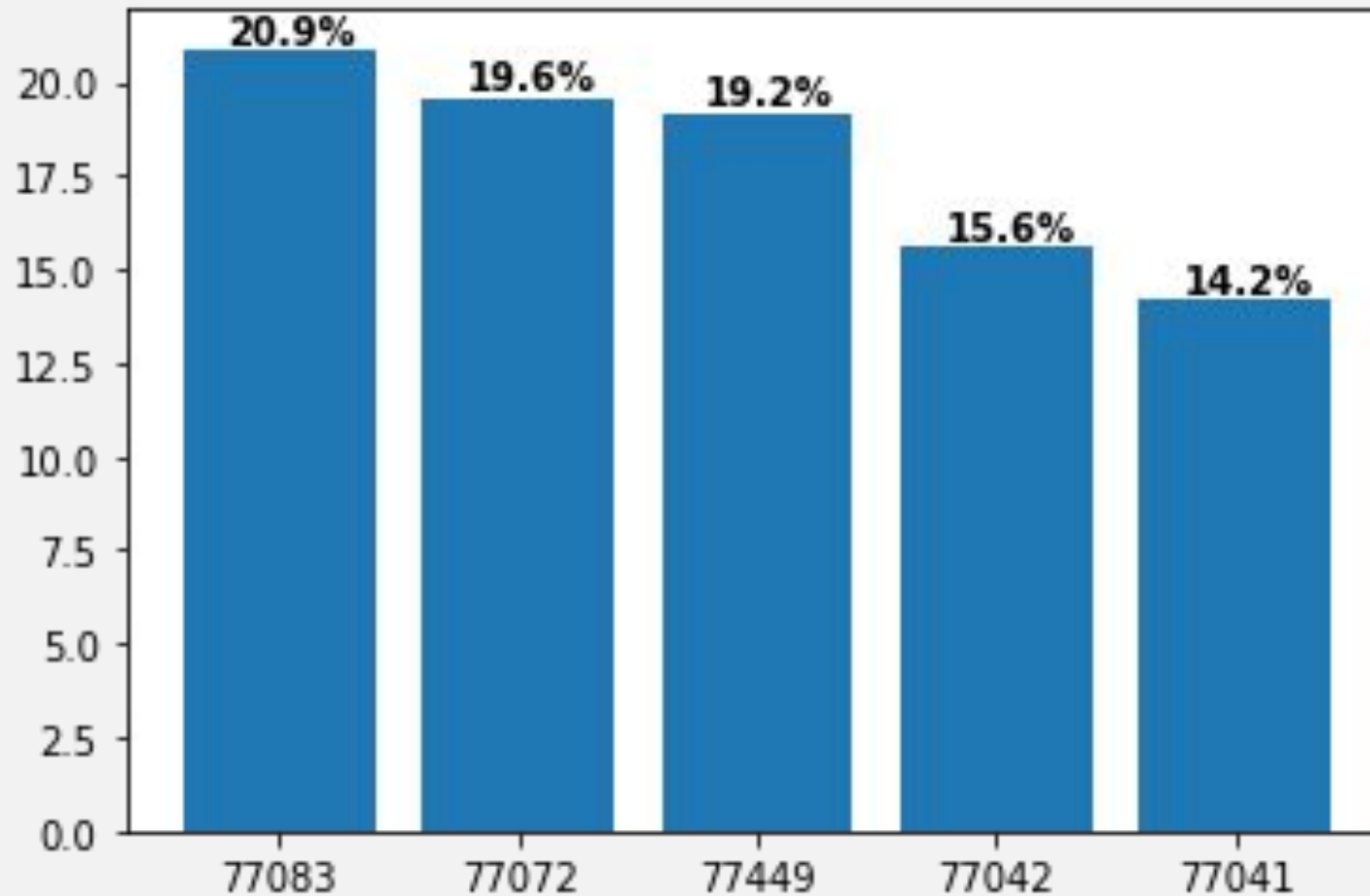
# Voters Who Did Not Turn Out

## 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



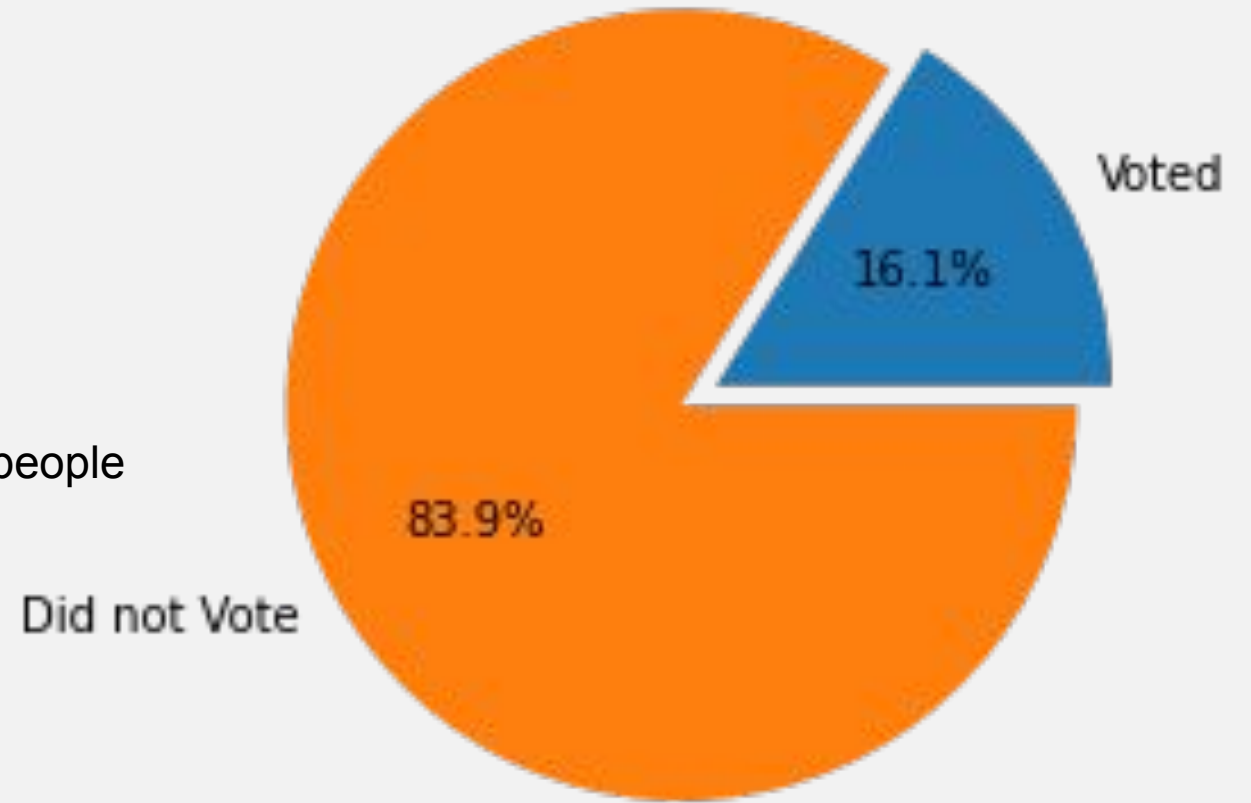
# GOTV Efforts

- This dataset is particularly valuable for understanding the impact of Get Out The Vote (GOTV) efforts on voter turnout.
- It includes information such as voting precinct, age-group, and zip code, which can be used to analyze the demographics of those who had a positive reception of our GOTV campaigns and to gain insight into the factors that contributed to voter turnout and identify areas for improvement in future GOTV efforts.



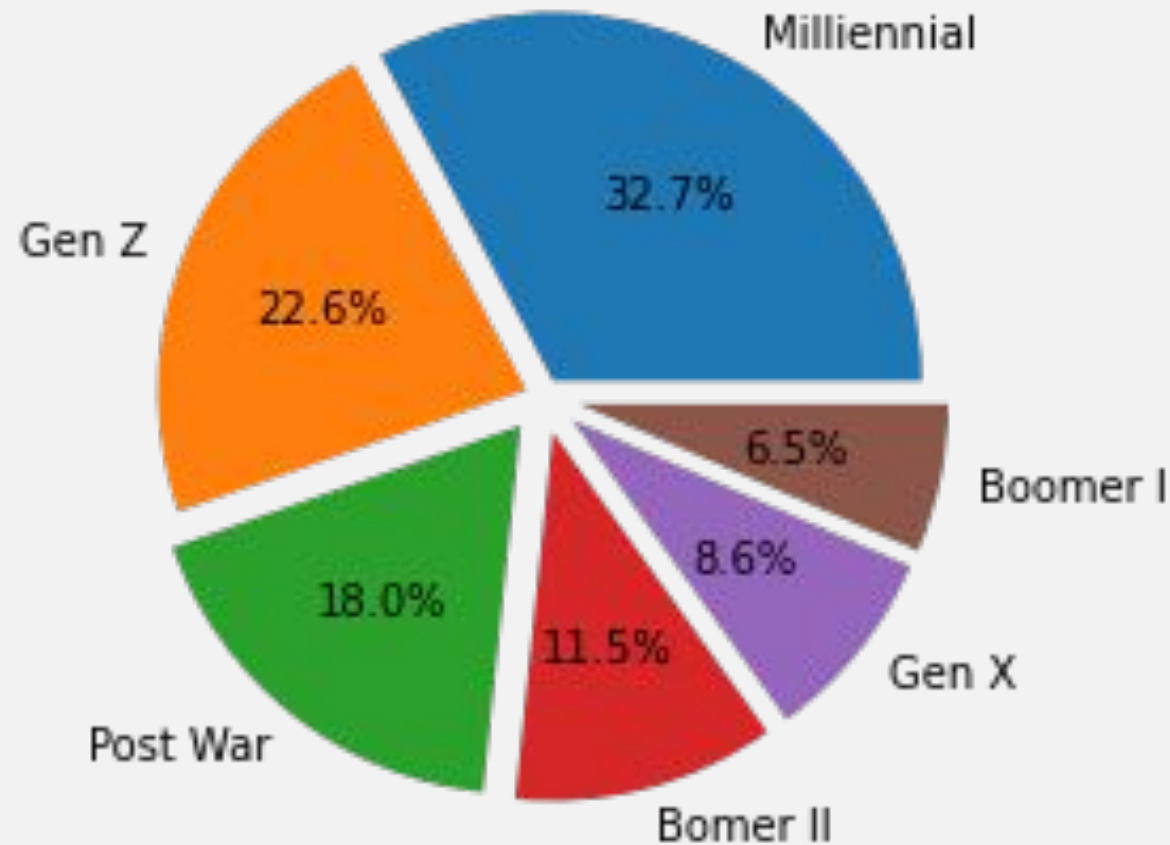
# GOTV Efforts

- 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%**



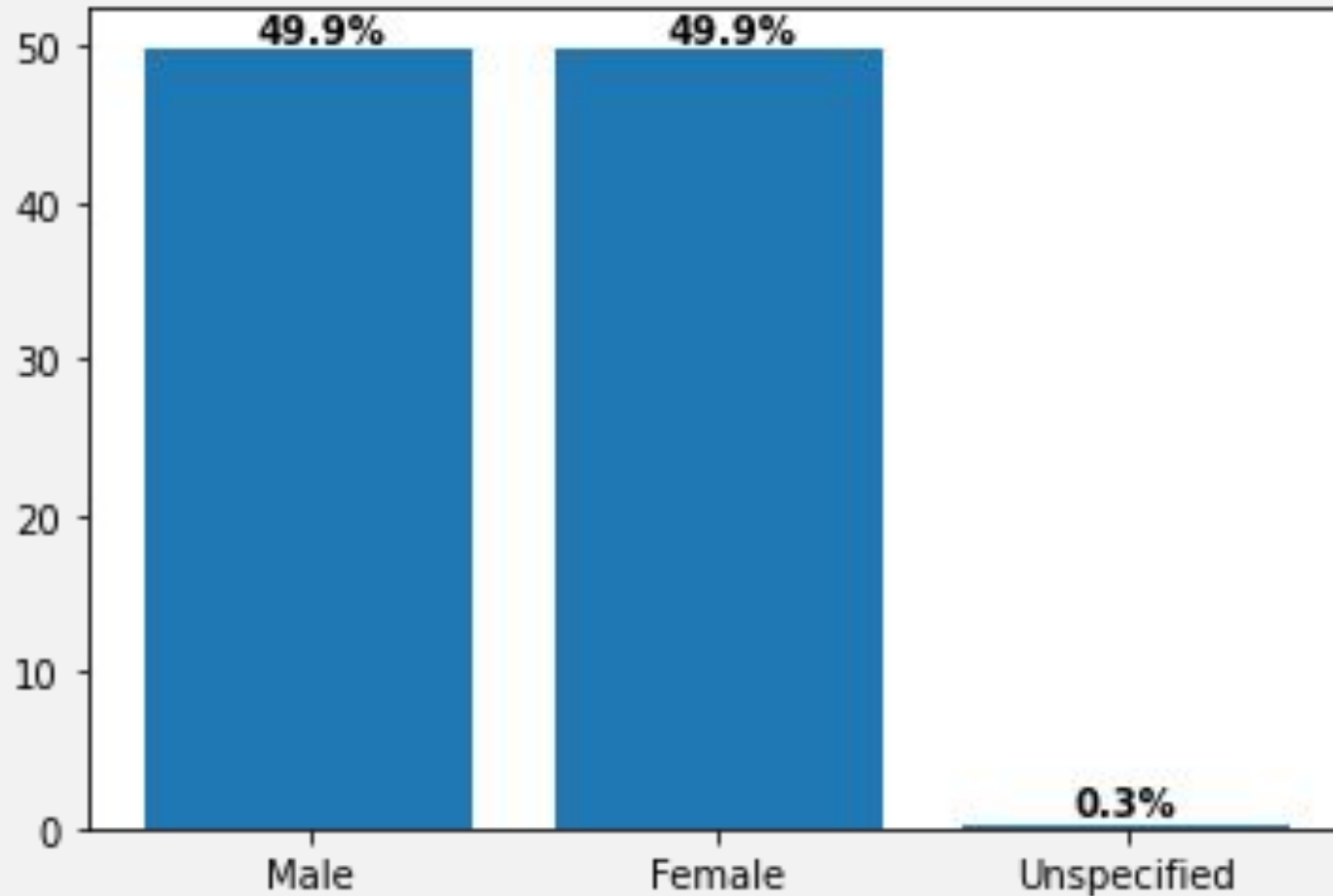
# GOTV Efforts

## Contacted Voters By Generation



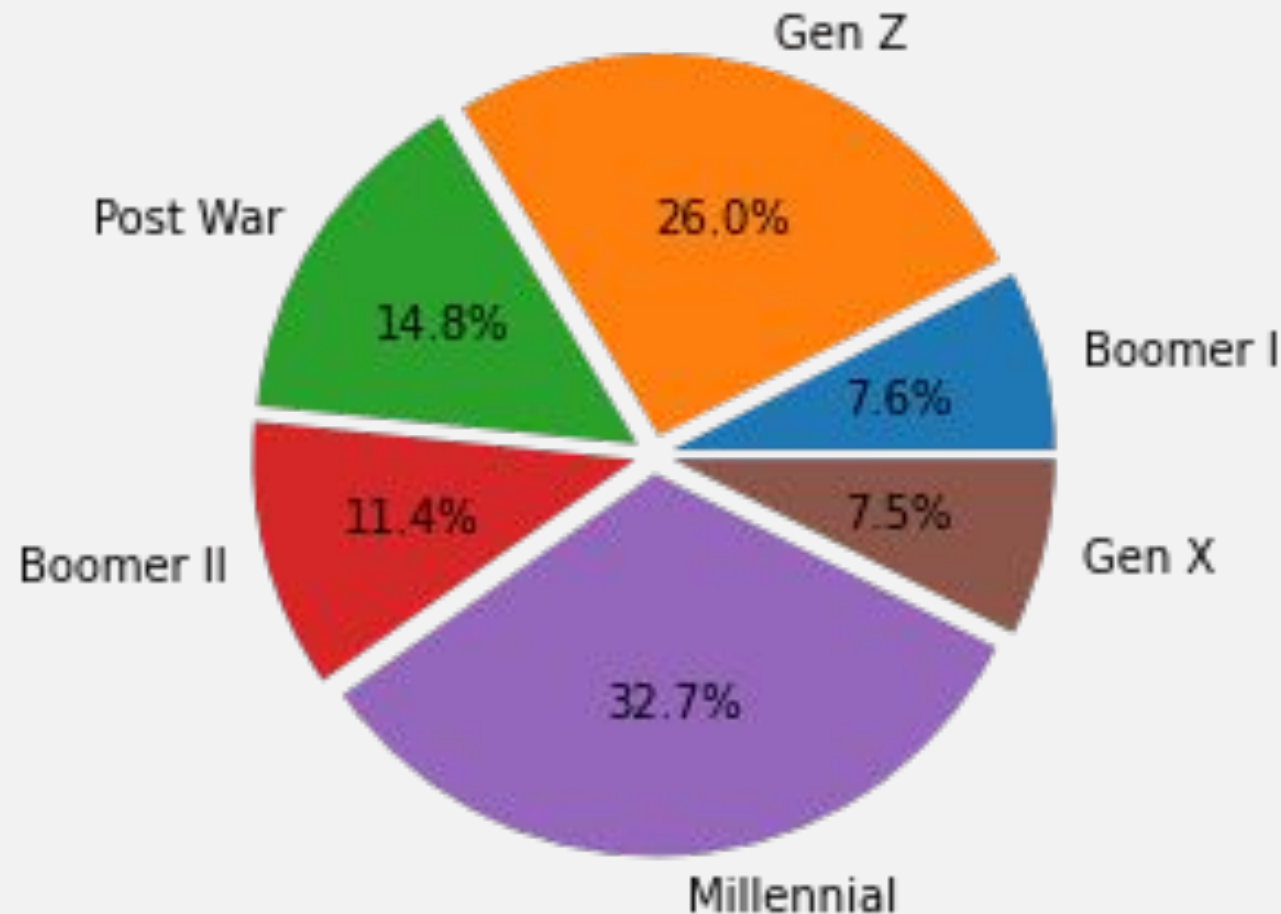
# GOTV Efforts

By Sex



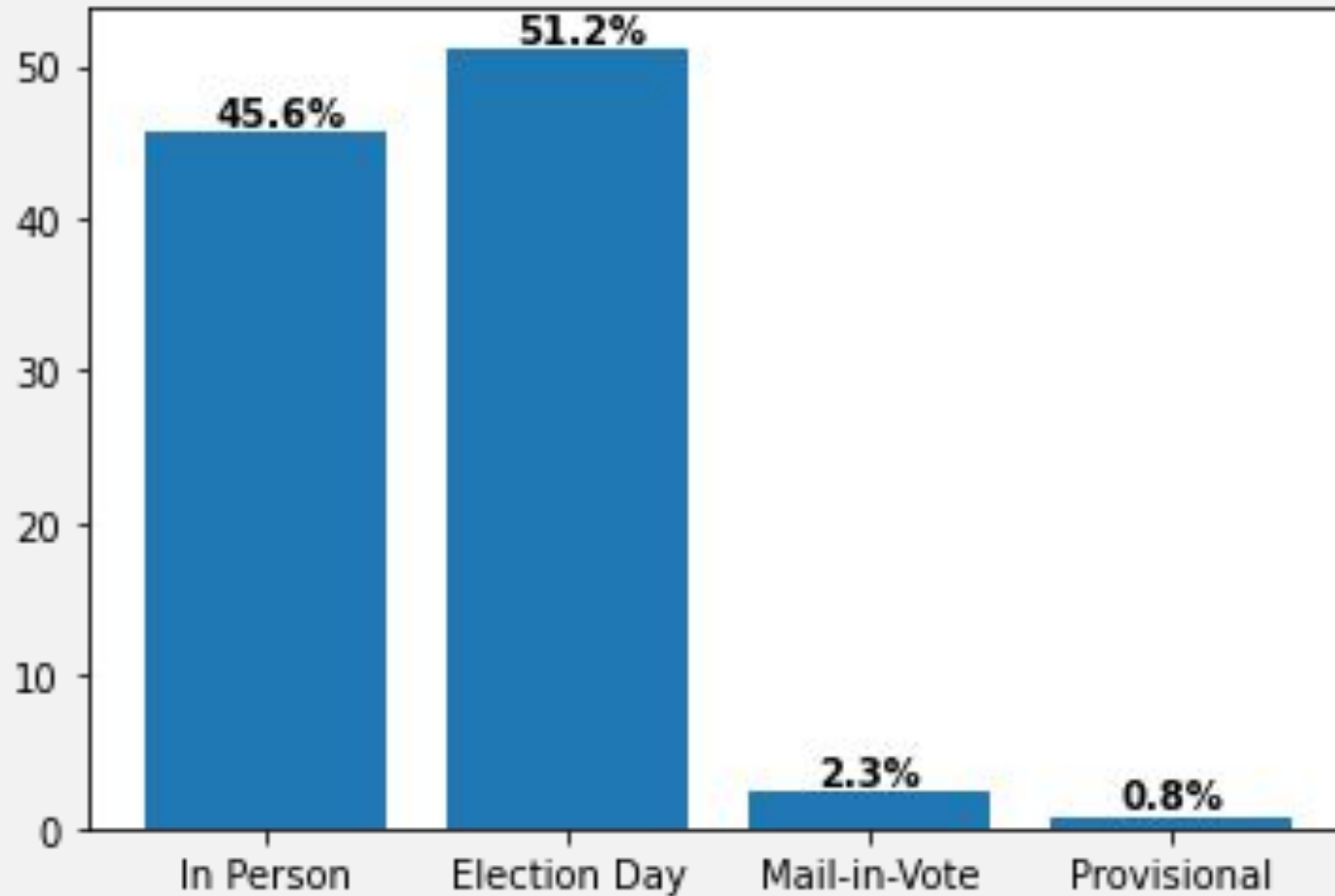
# GOTV Efforts

## Contacted Voters That Voted By Generation



# GOTV Efforts

## How They Voted



# Cost Tabulation

- In the November 2022 election, Get Out The Vote (GOTV) efforts played a crucial role in encouraging voter participation. In this analysis, we will be taking a closer look at the costs associated with GOTV contact attempts in Harris County, Texas. The datasets provided by BakerRipley include information on expenses incurred by various campaign methods, such as phone banking, door-to-door canvassing, text, and mailers.
- By examining these costs, we will gain insight into the most cost-effective ways to reach and mobilize voters in Harris County. This information can be used to inform future GOTV efforts and help ensure that resources are allocated in the most efficient manner possible.



# Cost Tabulation

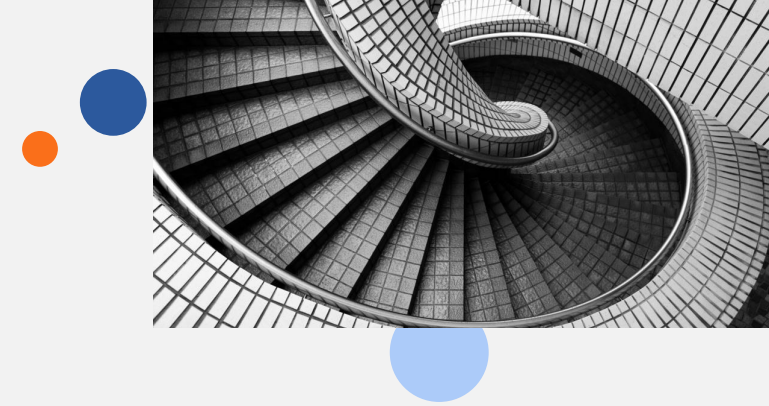
Method	Unit Cost (\$)	Attempts	Total Cost (\$)
Door	2.00	7,020	14,020.00
Postcard	0.35	37,429	13,100.15
Text	0.06	18,656	1,119.36
Call	0.13	13,031	1,694.03

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

Cost per Vote: **\$8.41**

# 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.