Nevada 2014 Voter Turnout Prediction

Campaign Strategy Presentation

Slide 1: Executive Summary

- So, like, this is what we did: built a turnout model for Nov 2014

- 26.7% predicted turnout

- Accuracy is around 88%, which is, honestly, pretty good

- Identified ~12k high-priority folks to focus on

Slide 2: The Challenge

- 50k voters, too many to contact equally

- Need to figure out who actually shows up, kinda like guessing game

- Data? voter history, demo, neighborhoods

- we thought contacting everyone was lame

Slide 3: Who Will Vote?

- Top stuff: recent votes in 2010 & 2012

- Consistency matters (regular show-up folks)

- Party loyalty kinda helps

- older voters tend to care more

- neighborhood vibe makes a diff

Slide 4: Targeting Plan

- 1. Tier 1 ~12k voters, >70% chance
  DO NOT miss these — GOTV ASAP

- 2. Tier 2: ~24k folks, 30–70%
  Mix of persuasion calls + reminders

- 3. Tier 3: ~14k, <30%
  low priority, only if extra time

Slide 5: Patterns & Next Steps

- age older > more turnout (duh)

- city vs rural differences, Vegas leads

- party ties matter but not everything

- Next up: load these lists into Van, start dialing, track live results

Slide 6: So What Now?

- Upload CSV, sort by score, go to work

- watch early voting data and tweak if crazy stuff happens

- keep it simple, focus on high-value voters

- End of slides. Questions?