Targeting Strategies - Outreach Campaign

1. Geographic Targeting (County-Level Focus)

Call success varied significantly across counties, indicating intentional regional targeting.
- High engagement observed in rural counties such as Yuba, Glenn, and Lake, with diverse pass__ outcomes.
- Low variation in counties like Marin and Tuolumne suggests either saturation or limited engagement.
Inference: Campaign likely prioritized underserved or more responsive counties.

2. Demographic Targeting by Political Affiliation

Engagement varied across political parties.
- Parties like Democrat (D), Republican (R), and AI showed deeper engagement.
- Narrower variation in UR, NL, RM indicates limited outreach.
Inference: Outreach may have been tuned to political alignment or focused on major parties.

3. Age-Based Outreach Strategy

Strong engagement was seen in the 31-75 age range.
- Lower engagement in <18 and 90+ age groups.
Inference: Targeting focused on decision-makers most likely to respond to preparedness messaging.

4. Ethnicity-Driven Microtargeting

Ethnic group codes like AR, SS, and CC showed varied success rates.
- Some groups had consistent multi-level engagement.
Inference: Campaign likely used culturally competent messaging and community-specific outreach.

5. Gender-Based Engagement

Minor variation across genders:
- Females showed slightly higher average success than males.
Inference: Messaging may have resonated more with women, possibly due to family safety framing.

Summary of Evidence

Insights derived from analyzing pass__ metrics by demographics.
- Used groupby and mean/unique counts on ethnicity, gender, party, county, and age_group.
- Variability in pass__ helped uncover engagement depth per segment.