

Dena Montague
denamontague@gmail.com

This memo describes a strategy to identify voters likely to turnout to oppose a ballot initiative that would restrict access to women's health care

Based on a survey of approximately 2000 respondents a data analysis revealed the following key findings:

- Political party is the strongest indicator of vote. Democrats are likely to vote no while Republicans are likely to vote yes.
- Democratic women, particularly Baby Boomers are most likely to vote no
- Ideologically driven Democrats are more likely to vote no

Strategy:

Target Democrats who are politically active, and ideologically driven. These efforts should be focused across gender but there should be a particular focus on women. Women in the Democratic party are most likely to vote no.

The findings show that race is not an important factor impacting vote. Yet this could be because the survey respondents were overwhelmingly White or it is a predominantly White District. Target potential voters across race and class. But it would be useful to set up A/B tests to see what kind of messages resonate with African-American and Latinx activist voters who make up a much smaller share of the voting population, but are important to ensuring the measure does not pass.

Potential no voters tend to have a college education. Develop a strategy that resonates with an educated group of voters.

Although Republicans are likely to vote yes, it might be worth it to explore developing a strategy targeting Black and Latinx Republicans since they tend to be younger and are a small group that could perhaps be persuaded.

Data shortcomings:

We do not know how representative these voters are of the larger population. This data provides a roadmap to develop strategy but qualitative data is also important to better understand the population and develop a more comprehensive strategy.