



Targeting 101: Partisan scores

Partisan score

Noun • [pahr-tuh-zuhn, -suhn] [skawr, skohr]

A prediction of someone's support for a particular political party in the form of a score between 1-100 that is generated by applying machine learning to both voter file and consumer data.





Targeting 101: Partisan scores



Your base

High scores (~70+)

Reliable supporters, potential volunteers



Toss-up

Medium scores (40-70)

Potentially persuadable, majority of outreach



Opponents

Low scores (< 40)

Opposed to mission, keep it low-key

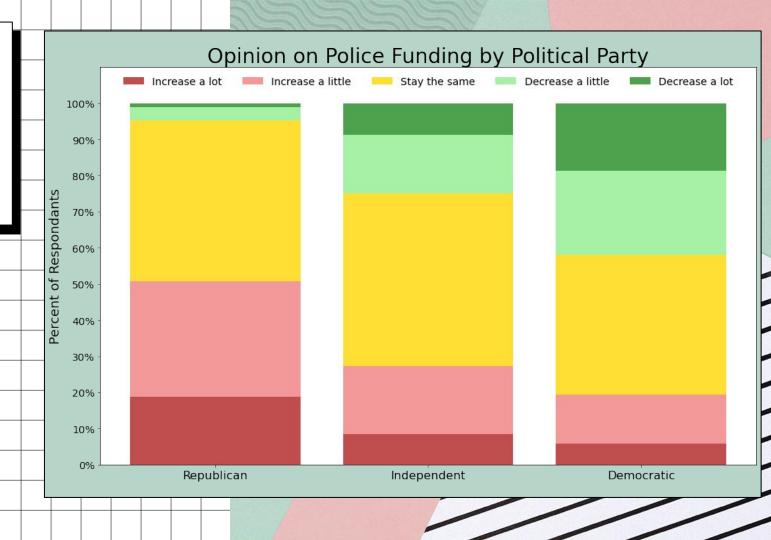
What am I doing?

- Utilizing information a campaign might realistically have
 - Age, gender, race, location, voter registration, etc.
- Predicting support for defunding police as proxy for abolitionism
 - i.e. Generating an "abolition score"

Why am I doing it?

- Abolition doesn't line up perfectly with partisan ideology
 - i.e. GOP-leaning libertarians might be more supportive than moderate Democrats with relatives on the force

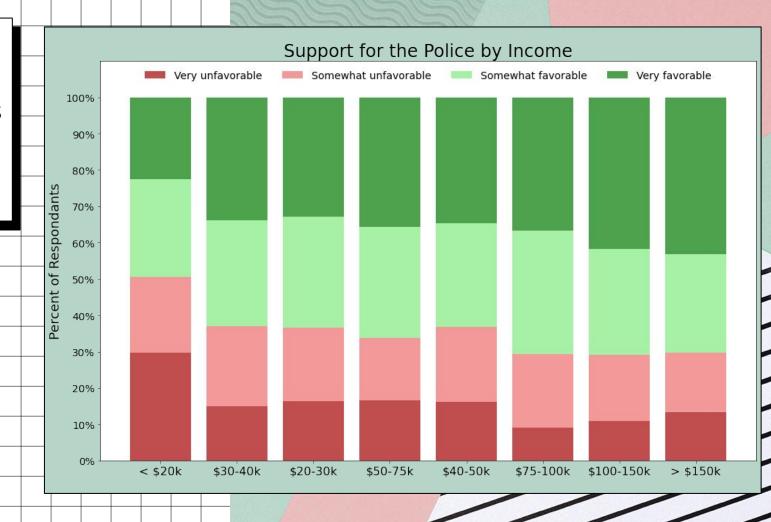
As expected, Dems support at highest rate, but still a minority



Findings: Support for the Police by Race Marginalized Very unfavorable Somewhat unfavorable Somewhat favorable Very favorable 100% folks have less favorable 90% opinions of 80% the police Percent of Respondants 70% 60% 50% 40% 30% 20% 10% 0% Pacific Islander Black Asian Native White

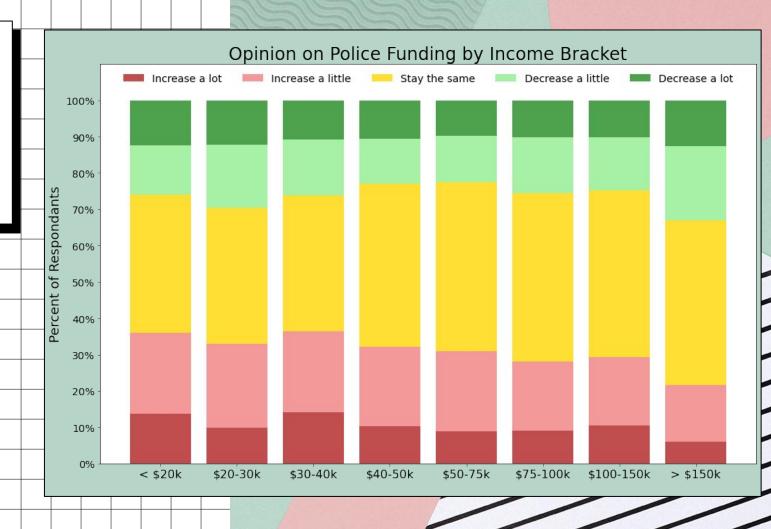
Findings: Support for the Police by Orientation Marginalized Very unfavorable Somewhat unfavorable Somewhat favorable Very favorable 100% folks have less favorable 90% opinions of 80% the police Percent of Respondants 70% 60% 50% 40% 30% 20% 10% 0% Gay Man Bisexual Other Lesbian Heterosexual

Marginalized folks have less favorable opinions of the police

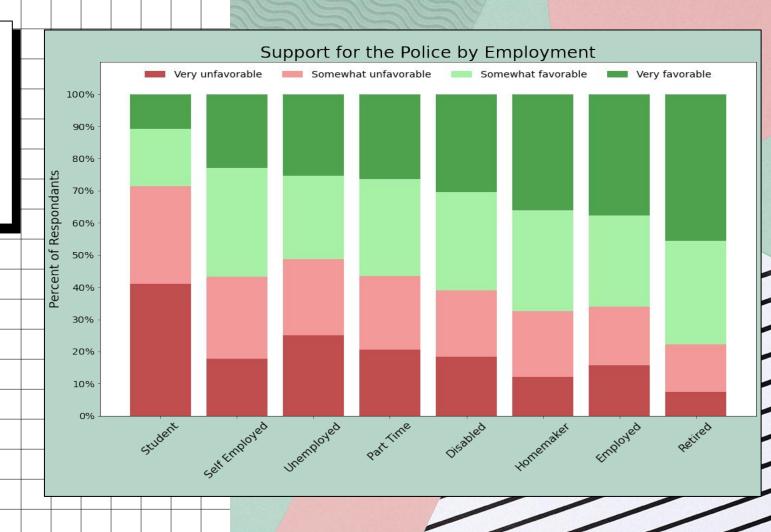


Findings: Opinion on Police Funding by Race However, Increase a lot Increase a little Stay the same Decrease a little Decrease a lot 100% unfavorable opinion ≠ 90% support for 80% defunding Percent of Respondants 70% 60% 50% 40% 30% 20% 10% 0% White Other Asian Black Mixed

However, unfavorable opinion ≠ support for defunding



Youth and students will be the driving force of this movement



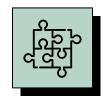
Findings: Opinion on Police Funding by Age Youth and Increase a lot Increase a little Stay the same Decrease a little Decrease a lot 100% students will be the driving 90% force of this 80% Respondants movement 70% 60% 50% 40% 30% 20% 10% 0% 18 - 29 30 - 49 50 - 64 65+

My approach: Throw stuff at the wall



See what sticks

Tried 10+ different types of models, evaluated, and then tuned the top four



Combine stickiness

Ensembled the best tuned models to utilize their collective wisdom

Model performance

- Not great on either dataset
 - Favorability: Average error of ± 30 (R² = .2672)
 - Defund support: Average error of ± 24 (R² = .2325)
- Things to note:
 - Targeting firms have consumer data
 - Continuous / discrete & ordinal
 - Very low R² scores are normal in social sciences



