WISCONSIN ABSENTEE VOTING PROJECTIONS

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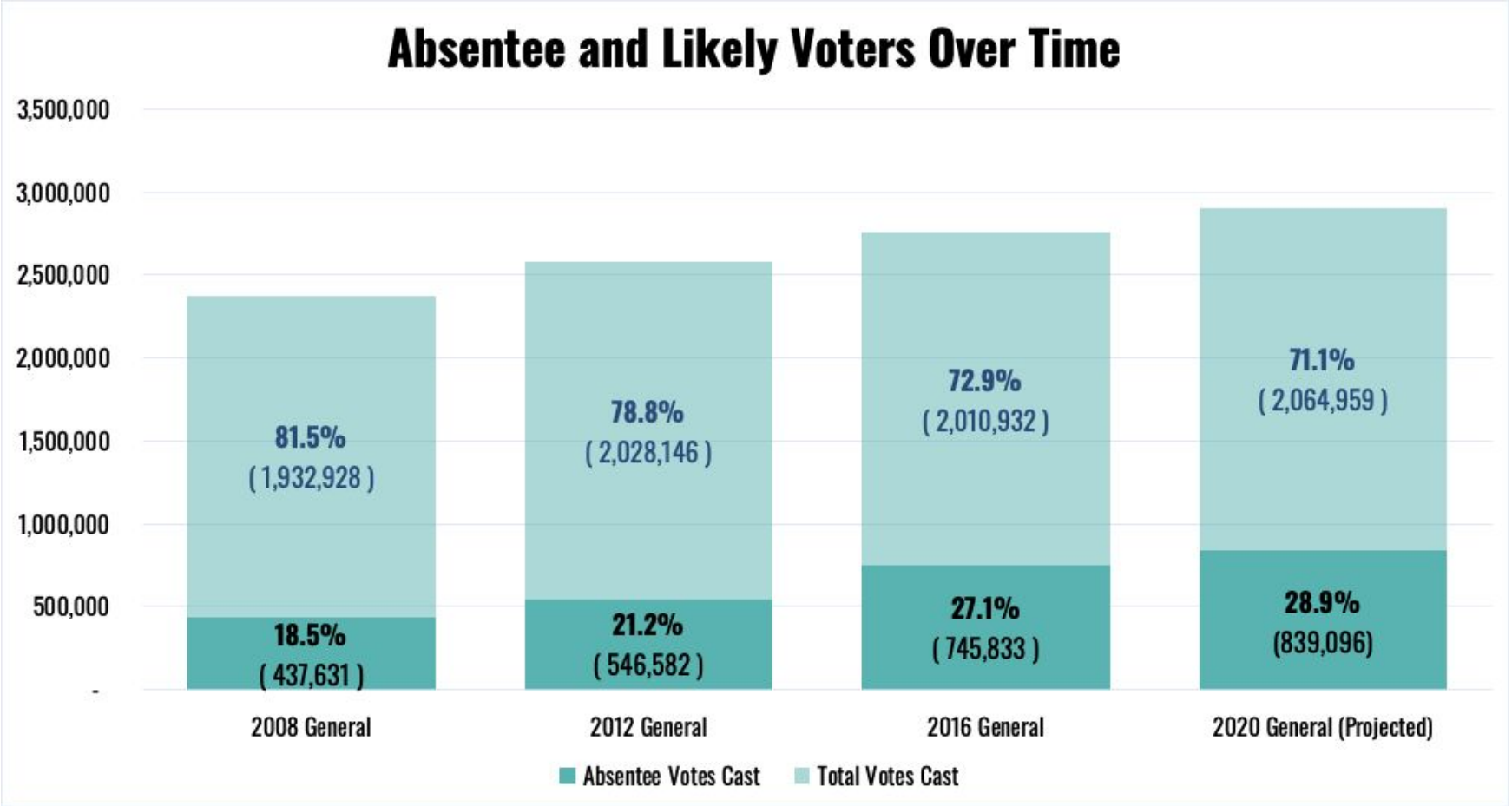
Relative to recent electoral history,

2020 Wisconsin turnout and absentee rates are slightly higher.



Overall, nearly 3 million voters are expected to turn out in the Wisconsin 2020 general election. About 29% of those votes are projected to be cast by an absentee ballot. Of those absentee ballot, Citizen's survey suggests about 86.6% will be returned by mail, while 13.4% will be returned at a secure dropbox.

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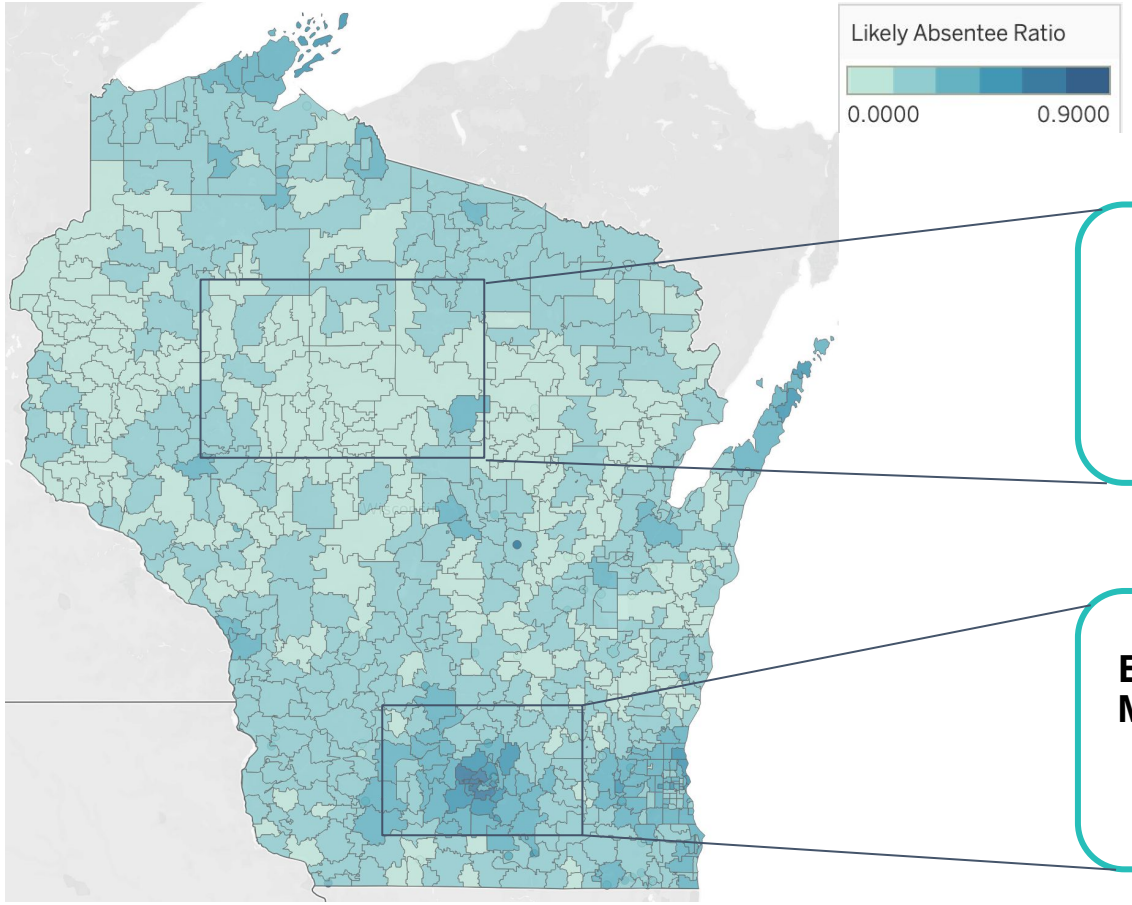
Absentee voting rates vary by geography.

with greater proportions of urbanites voting absentee than rural voters.



In rural parts of Wisconsin, in-person turnout is projected be nearly universal, if available.

Election administrators near Madison should expect rates of absentee voting nearing 90%.

Wisconsin is likely to see a stark difference in absentee turnout between dense and rural areas. In urban areas, absentee turnout rates may be as high as 90%, while rural areas may see almost all likely voters vote in-person.

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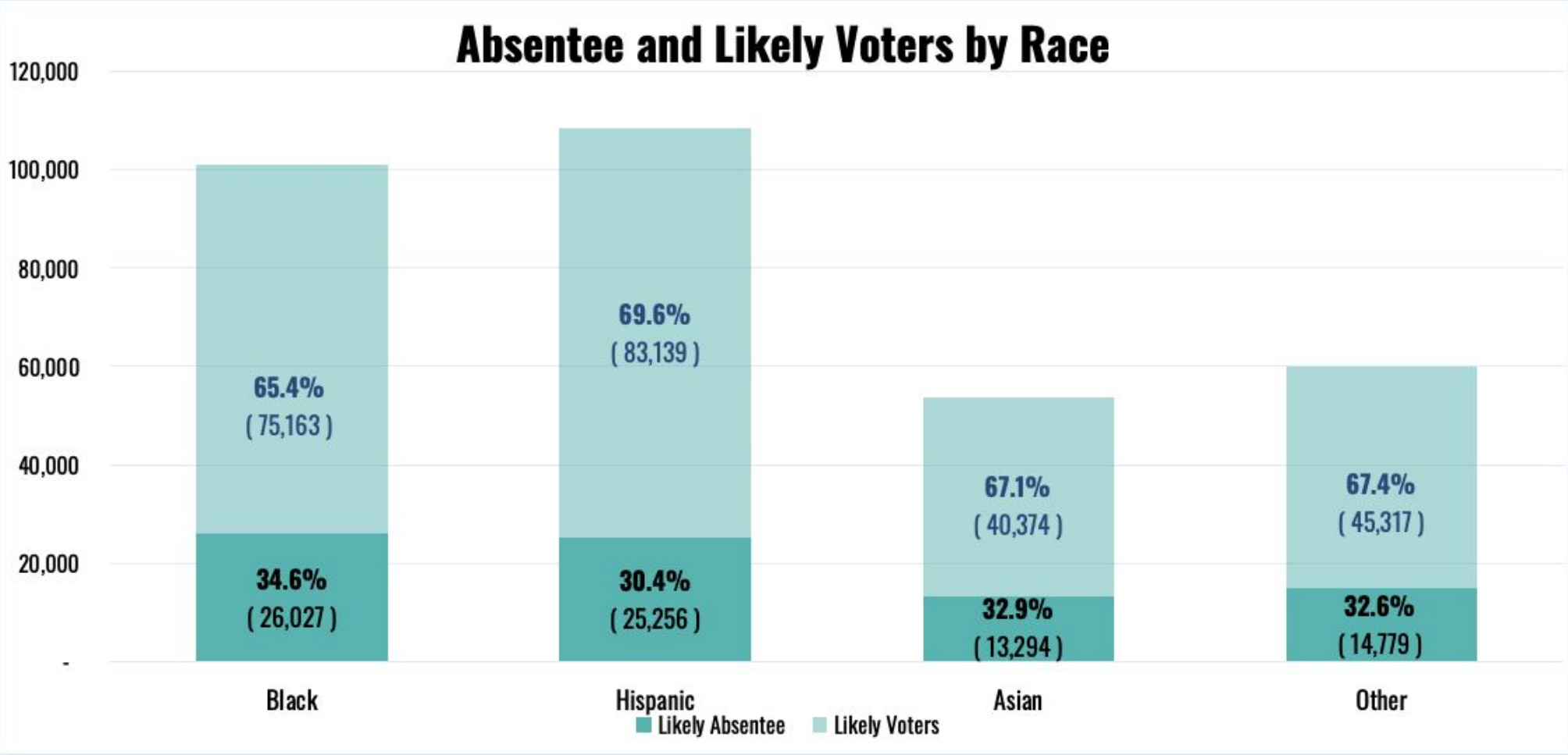
When broken down by racial demographic,

non-white voters are slightly more likely to vote absentee than white voters.



White voters represent the greatest portion of votes cast in Wisconsin. Over 2.2 million white voters are projected to cast a ballot in Wisconsin and about 630,000 of those (28.5%) are likely to be cast by mail or dropbox. However, minority voters, though less numerous, are expected to have slightly higher rates of absentee voting.

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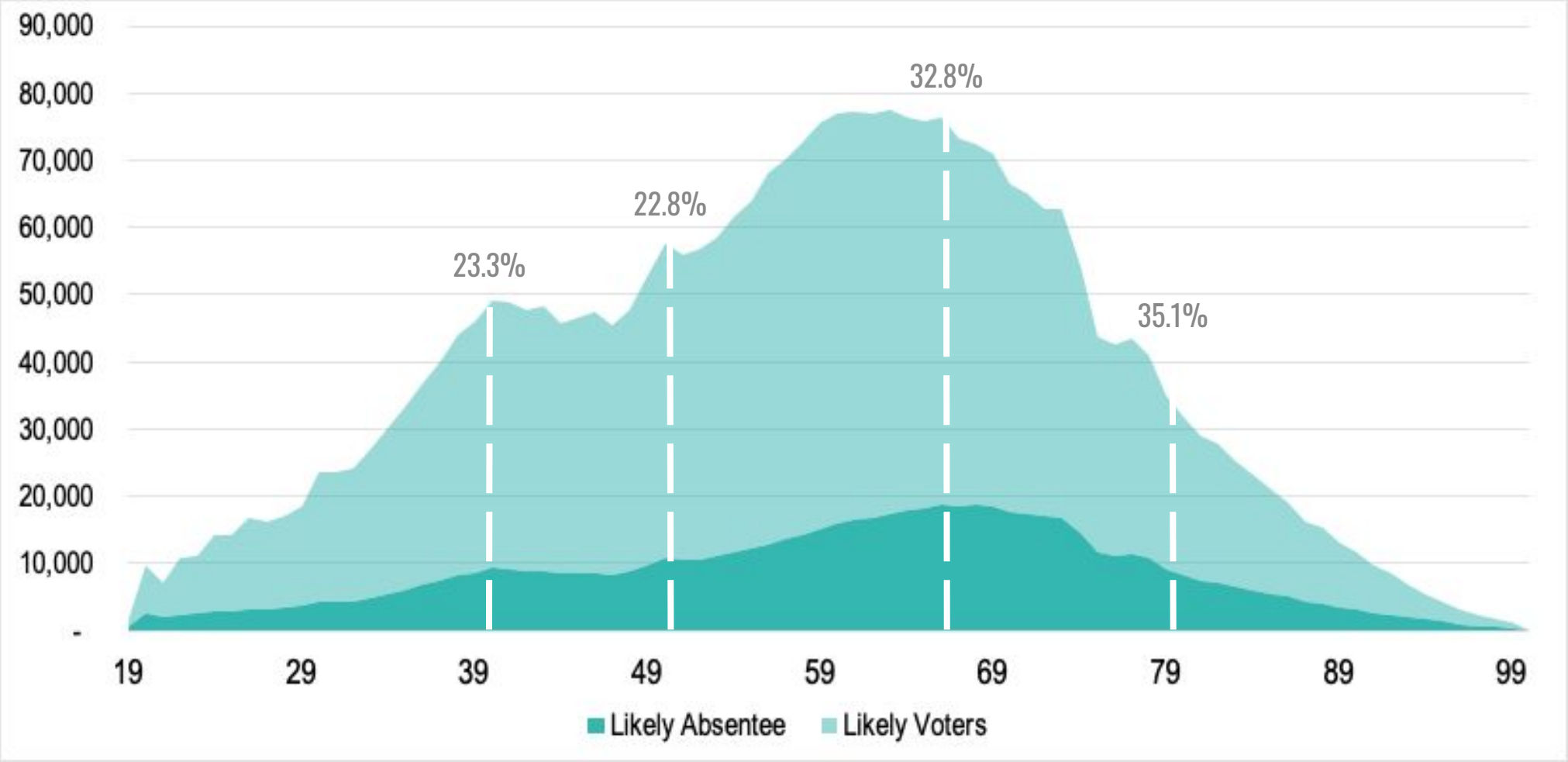
Absentee voting rates are projected to be high,
particularly among older populations.



Absentee voting is most likely among the 65 and older population. (The light blue area describes those individuals who are likely to vote in person, but the dark blue area demonstrates the volume that is likely to vote absentee).

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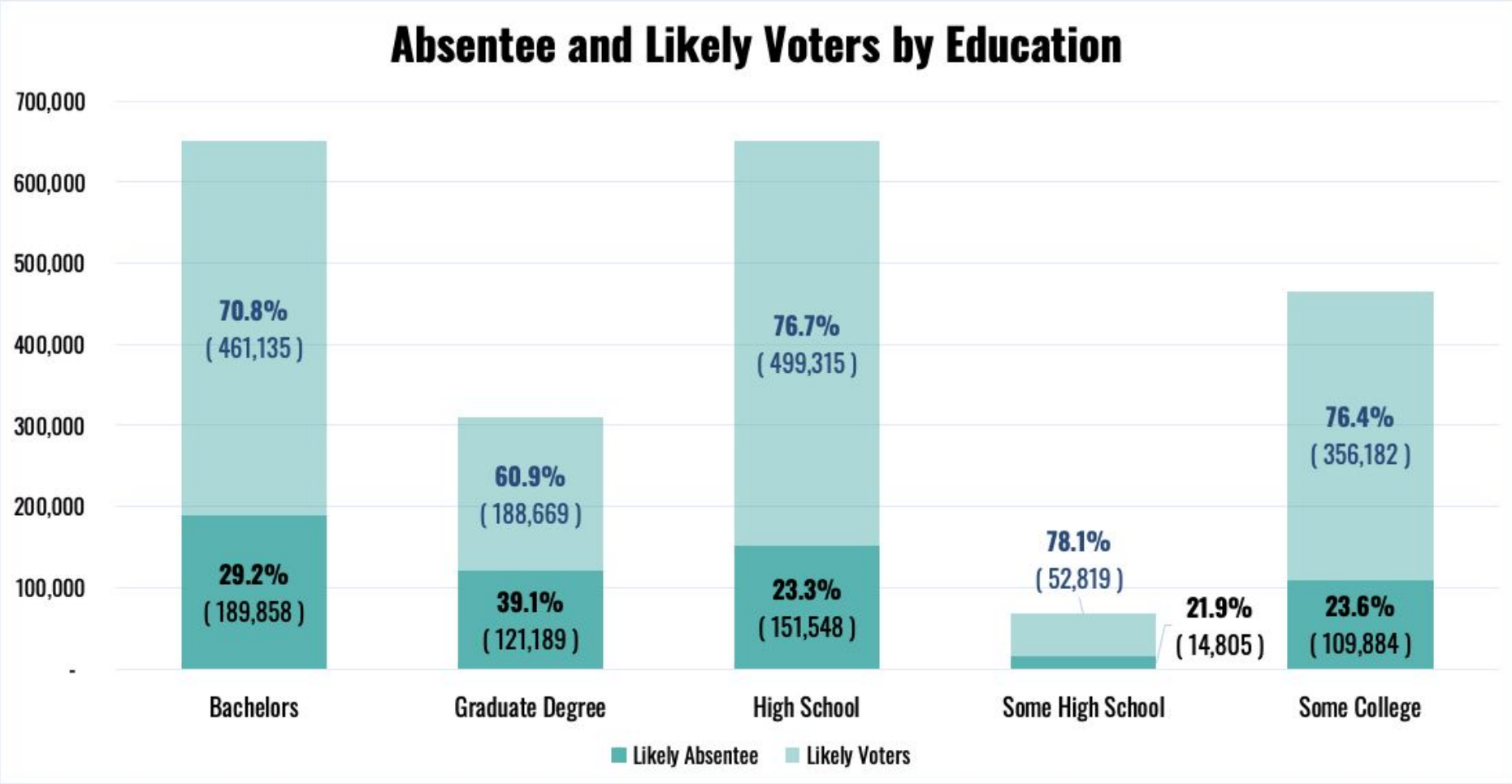
Education reveals a wider variety in behavior;

voters with less education will vote absentee at lower rates.



Those with the least education reflect the smallest proportion of likely voters and also will vote absentee at the lowest rates. Those with the most education will vote absentee at the highest rates.

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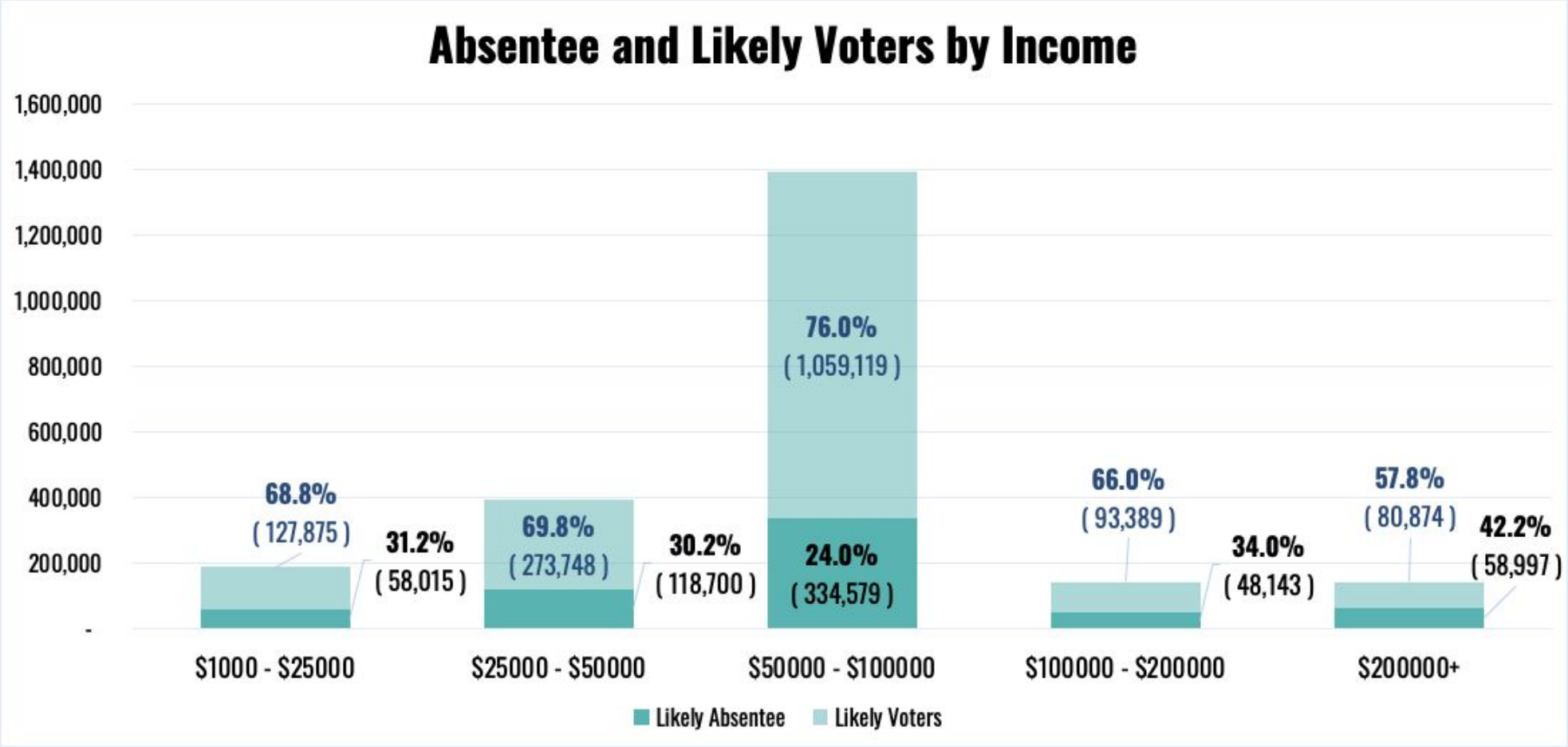
The highest earners will vote absentee most,
while the middle class will vote absentee at the lowest rates.



Absentee voting rates are relatively consistent among earners. However, the largest segment of the earning population (those earning between $50,000 and $100,000) will vote absentee at a rate of approximately 24%, while the small portion of the population earning over $200,000 will vote at absentee at the highest rate (42.2%).

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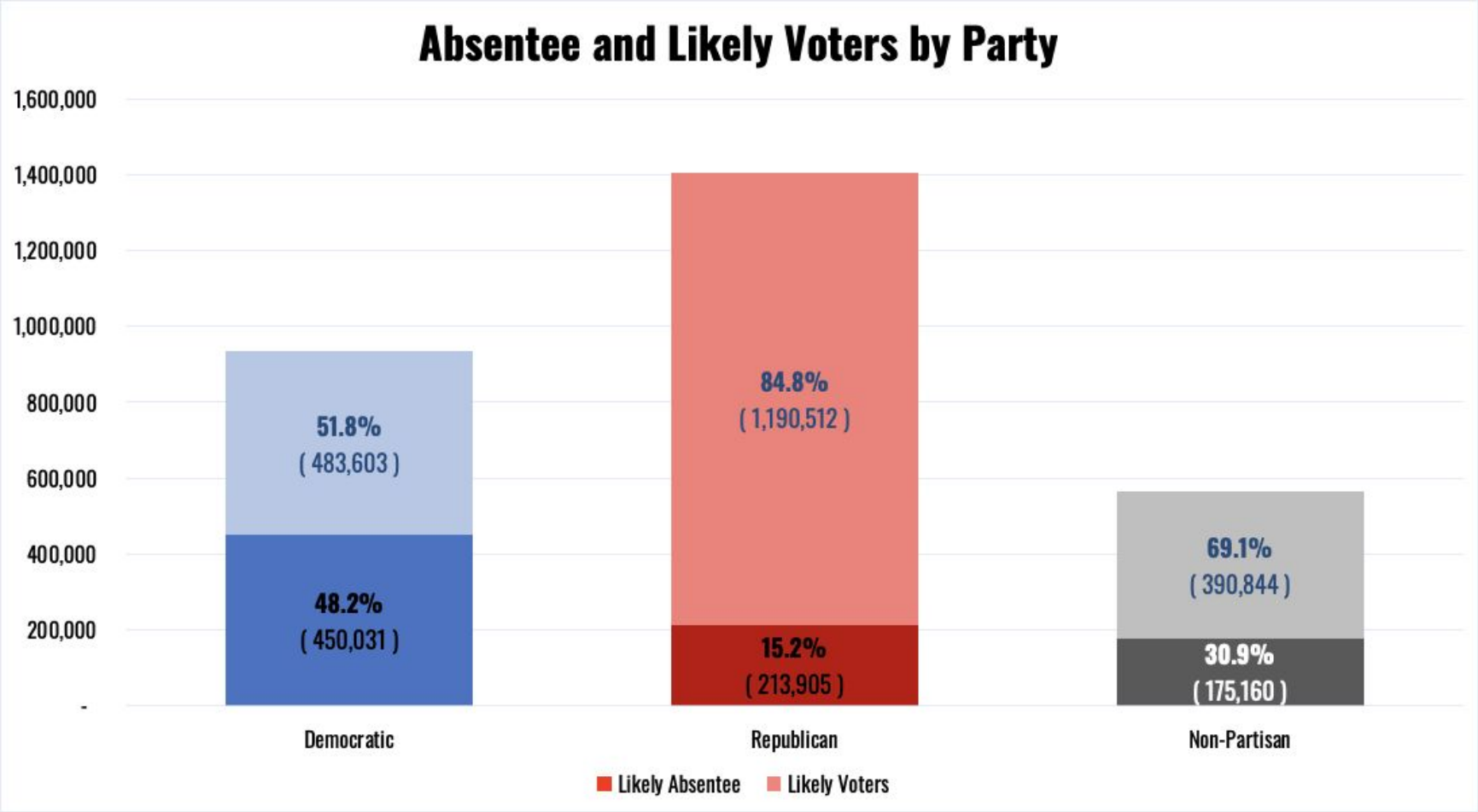
Democrats will vote absentee much more,
though there are many more Republicans projected to vote.



Republicans will vote absentee at much lower rates than Democrats. Among surveyed Republicans who say they will vote absentee, 86.5% say they will vote by mailing in their ballot and and the remainder (13.5%) will drop off their ballot at a secure drop box. Surveyed Democrat voters say they will mail in their ballot at about the same rate as Republicans (87.0%).

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Methodology:

- *Our first step was to gather historical data. We used Wisconsin voter data from the 2016 primary election as well as the 2020 presidential primary.*

- *Next, we conducted a large-sample survey. Our survey was conducted July 25 to July 26 (N=4,000 via IVR/P2P). Voters in the sample were required to have voted in at least one election since and including the 2016 general election, or to have been newly registered. The survey respondents were selected to closely match the age and other demographic distribution of the Wisconsin electorate, and were sampled evenly across Congressional Districts. After the survey was completed, we matched each respondent to our national voter file.*

Methodology:

- *Then, we combined results with the historical data referenced above to model likelihood to vote by any method. We then trained the model to predict voter likelihood in the 2016 election using an ensemble of machine learning methods, and applied that predictive model to the 2020 voter file, generating a likelihood between 0 and 1 that each voter would vote.*

- *As a final step, we modeled likelihood to vote absentee on top of our likely voters model. Specifically, we accepted individual's survey answers that they were "Likely" or "Very Likely" to vote absentee by mail or dropbox as an intention to vote absentee and considered all other voters as unlikely to vote absentee. We then eliminated all individuals from the survey file who responded that they had voted in the preceding primary election, but in fact had not. Using an ensemble of machine learning methods, we then trained this model to predict whether an individual would vote absentee against the dataset resulting from the survey.*

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