
STACEY ABRAMS

2020 Senate Voter Turnout Strategy

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MAR 654: Marketing Analytics
Final Project

AGENDA

EXECUTIVE SUMMARY

RESEARCH OBJECTIVE

**RESEARCH PLAN &
METHODOLOGY**

DATA FINDINGS

**CONCLUSION &
RECOMMENDATION**

Executive Summary



Executive Summary

In a hypothetical 2020, Stacey Abrams, the 2018 Georgia Democratic Party gubernatorial nominee, is running for Senate against the Republican incumbent, David Perdue. Our goal is to identify optimized voter-targeting strategies that will lead Abrams to victory.

We used 2018 voter data obtained through AP VoteCast, a revolutionary approach to collecting accurate and robust election data, which has been made unprecedentedly publicly accessible. From this data, three primary Abrams-voter segments were identified and analyzed for the attributes that distinguish them from one another. Logistic regression was then used to quantify the impacts of individual attributes on support for Abrams and vote likelihood—of which party, issue preference and race/ethnicity were key determinants.

Our strategy recommendation is to focus on maximizing voter turnout among our Democratic and Independent supporters rather than to inefficiently expend resources trying to convince conservative hold-outs. An aggressive campaign of increasing voter awareness and motivation starting now and persisting through November 3rd is Abrams's strongest path to victory.

Research Objective



Our Objective

Utilize 2018 midterm election data to determine key demographic and psychographic attributes of voters who supported Stacey Abrams's run for GA governor in order to develop a campaign strategy that **maximizes future voter turnout for a 2020 Senate bid.**

Research Plan & Methodology





DEMOGRAPHIC
DATA



BEHAVIORAL
DATA



OPINION
DATA

Approach

Identify dataset containing historical voter information (both demographic and psychographic) from 2018 midterm elections and perform analysis to determine key variables influencing voters' decisions

Our Data Set:

The 2018 debut of AP VoteCast, described as “**a modern approach to election polling, developed by AP and NORC at the University of Chicago.**”

Key Data Points

Opinions on politics and government

- E.g., role of government, importance of party control

Opinions on politicians

- E.g., candidate favorability

Opinions on parties

- E.g., party favorability, party registration

Opinions on issues

- E.g., abortion, gun control, immigration, economic equality, climate, ideology

Voting history

- E.g., 2014, 2016, 2020 preferred candidate, first time voting in 2018

Personal traits and behaviors

- E.g., sex, marital status, sexual orientation, church attendance/religion, union membership, gun ownership, veteran status, citizenship status, location type

Data Collection & Cleansing

Cleansing Approach

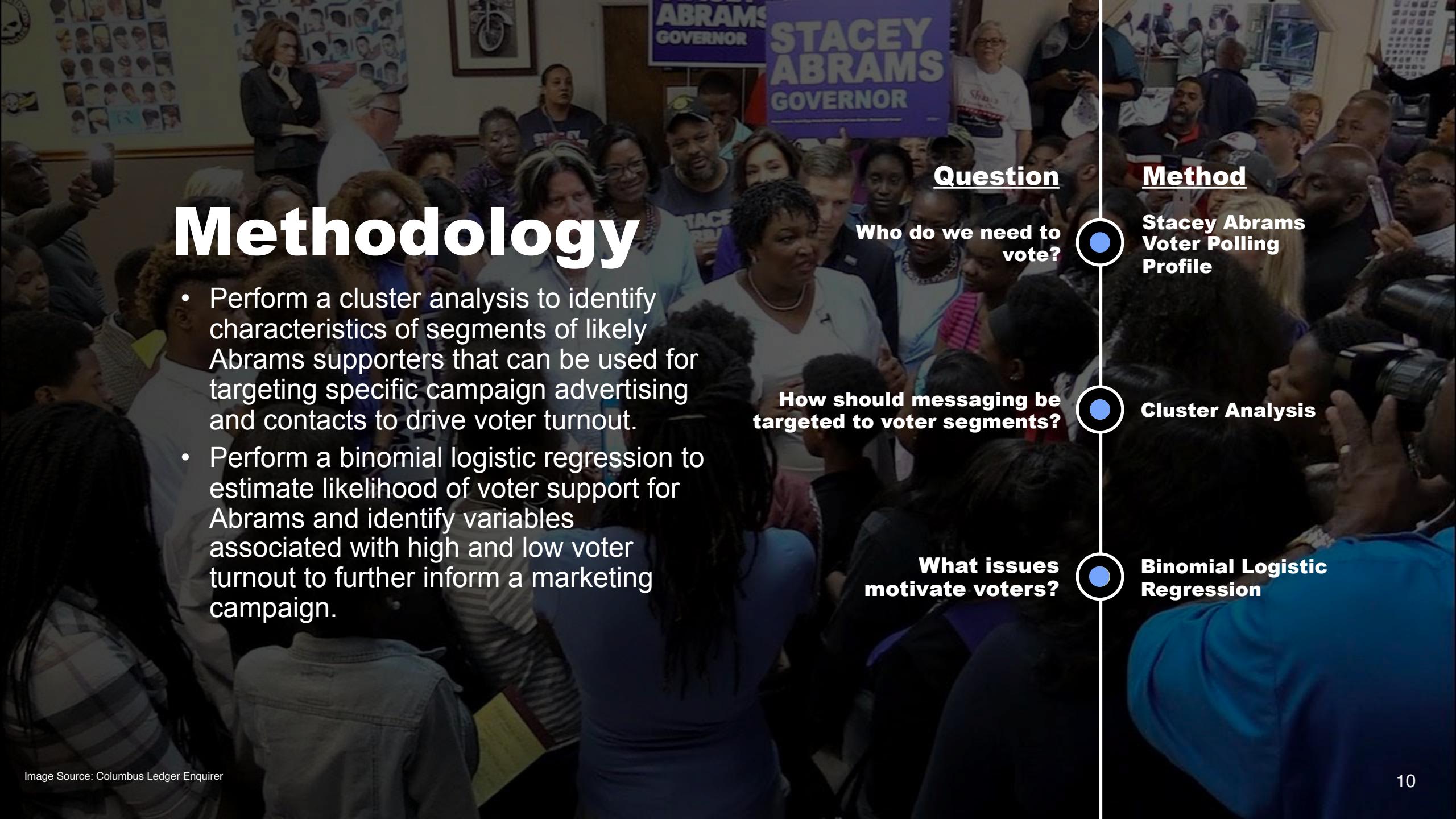
1. Removed non-GA voters and focused on voter attributes vs. politician favorability or interest in specific issues
2. Removed null values
3. Randomized sample for train/test consistency prior to executing statistical analysis
4. Resulting data set included 4,341 observations (2/3 train, 1/3 test)

Retained psychographic attributes:

- Poll mode (phone or online)
- 1st time Voter (Y/N)
- Party affiliation with lean option
- Most important issue (healthcare, immigration, economic, guns, foreign policy, environment, terrorism, abortion)
- Timing of 2018 vote decision (supported a candidate all along or made up mind at vote time)

Retained demographic attributes:

- Sex
- Age group
- Race
- Ethnicity
- Education level
- Income
- Age group
- Religion
- Geographic type (rural, small town, suburban, urban)
- 2018 GA Governor choice or non-vote

A photograph of a political rally. In the background, a large blue sign reads "ABRAMS GOVERNOR" and "STACEY ABRAMS GOVERNOR". The crowd is diverse, with many people wearing campaign t-shirts. Some are holding up phones to take pictures. The overall atmosphere is one of a busy, public event.

Methodology

- Perform a cluster analysis to identify characteristics of segments of likely Abrams supporters that can be used for targeting specific campaign advertising and contacts to drive voter turnout.
- Perform a binomial logistic regression to estimate likelihood of voter support for Abrams and identify variables associated with high and low voter turnout to further inform a marketing campaign.

Question

Who do we need to vote?

Method

Stacey Abrams Voter Polling Profile

How should messaging be targeted to voter segments?

Cluster Analysis

What issues motivate voters?

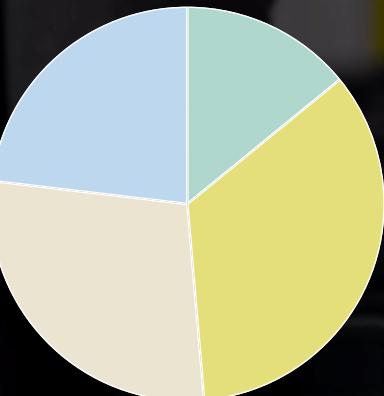
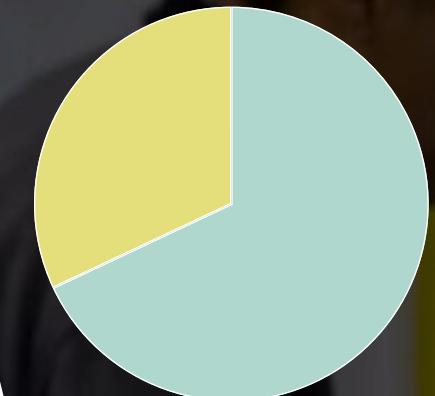
Binomial Logistic Regression

Stacey Abrams Voter Profile

Image Source: Rolling Stone



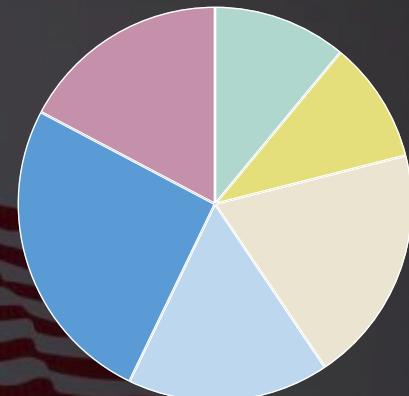
Stacey Abrams Voter Demographic Profile



● High School
● Bachelor
● Associate
● Post-Graduate

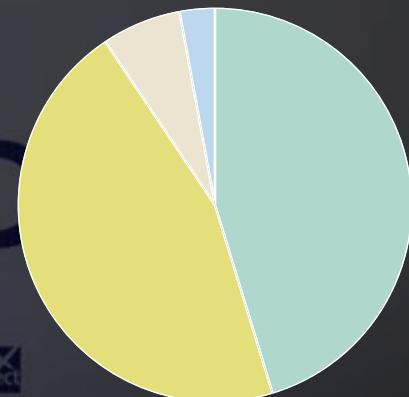
68%
Female

86%
**Post-high school
education**



● 18-24
● 40-49
● 50-64
● 65+
● 25-29
● 30-39

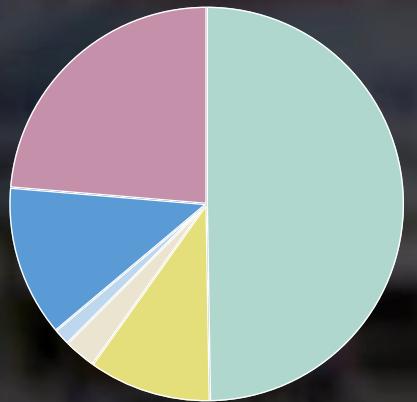
26% 50-64
years old
20% 30-39
years old



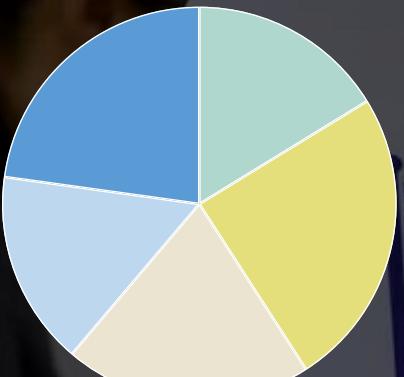
● White
● Hispanic
● Black
● Asian

42% Black
42% White

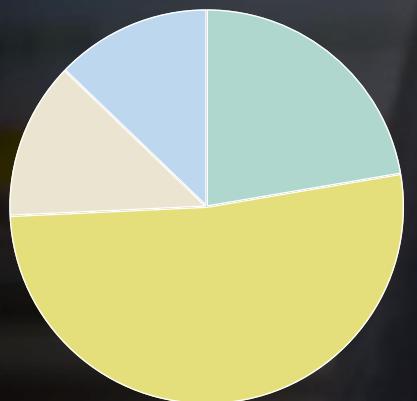
Stacey Abrams Voter Demographic Profile



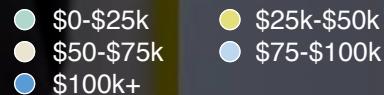
50%
Protestant



25% \$25k-\$50k
23% \$100k+



52%
Suburban



25% \$25k-\$50k
23% \$100k+

Urban
Small Town
Rural

Image Source: Vox



Stacey Abrams Voter Issues Profile

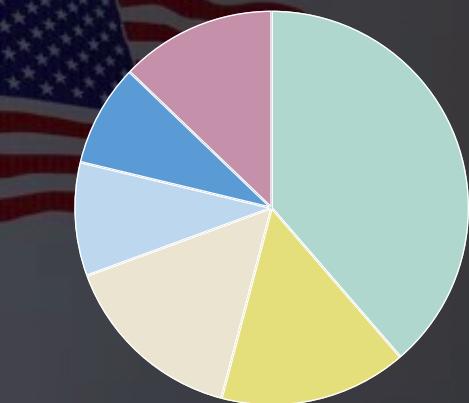
Supported by...



92% of Democratic voters

I **43%** of Independent voters

Most Important Issue...



- Healthcare
- Gun Policy
- Economy
- Environment
- Immigration
- Other

- 1.) Healthcare
- 2.) Gun Policy
- 3.) Economy

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The Most Important Number

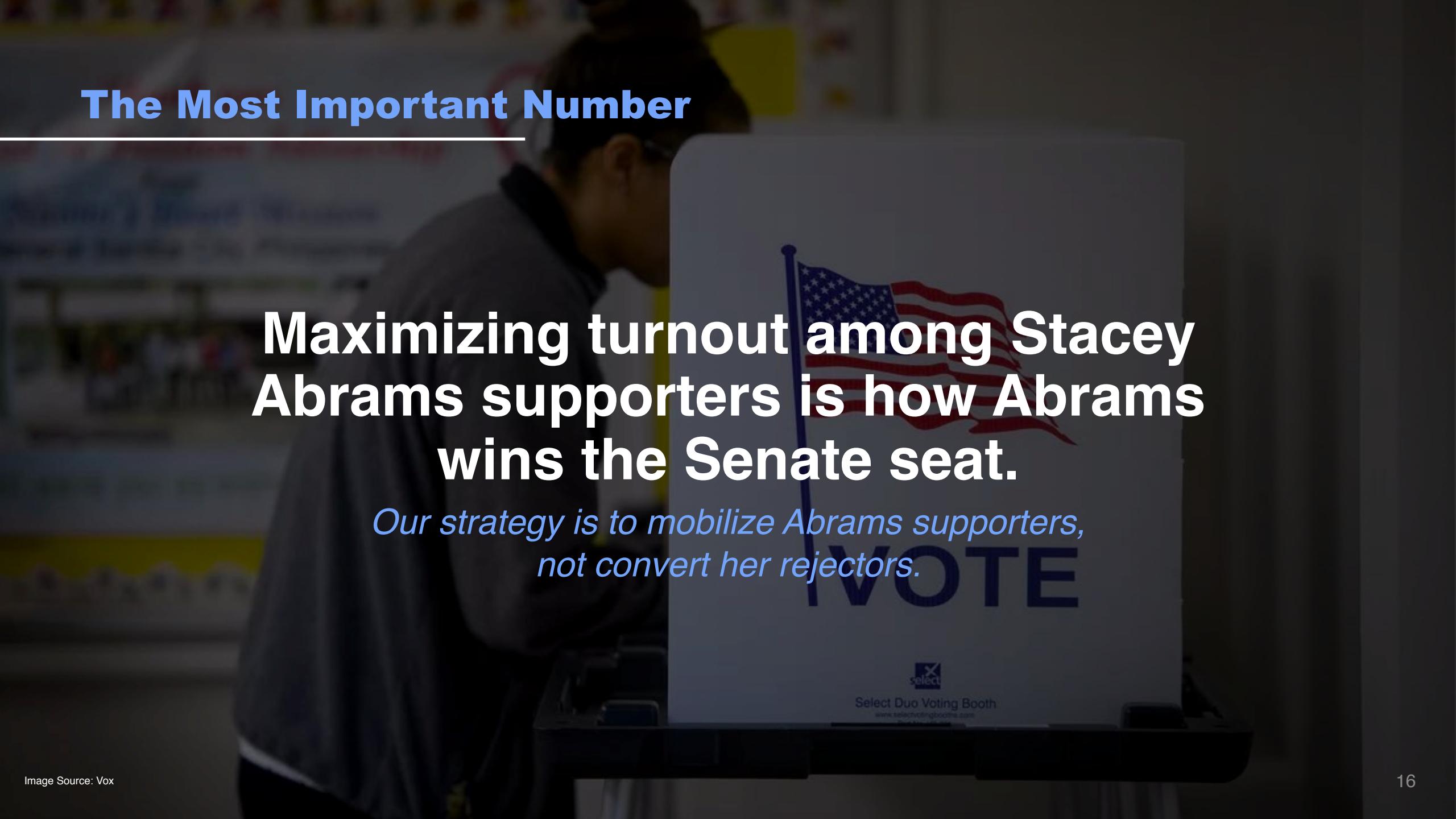
89%

of Stacey Abrams
supporters are
likely voters.

This number must be $\geq 93\%$ to win.

- Stacey Abrams currently has **49% support in Georgia among likely voters** based on the 2018 Midterm election.
- Georgia leans Democrat by **2 points**.
- Abrams has the advantage only if she can **mobilize more than the 89%** of her supporters who are likely voters.

The Most Important Number

A dark, slightly blurred photograph of a person from behind, wearing a dark hoodie, standing at a voting booth. A graphic of the American flag is overlaid on the right side of the image. The word "VOTE" is printed in large, bold, white letters across the bottom of the image.

Maximizing turnout among Stacey Abrams supporters is how Abrams wins the Senate seat.

Our strategy is to mobilize Abrams supporters, not convert her rejectors.

Cluster Analysis



Number of Segments

Abrams supporters can be segmented into **three clusters**, differentiated by:



DEMOGRAPHIC DATA

- Gender
- Education
- Age
- Income
- Race
- Location



BEHAVIORAL DATA

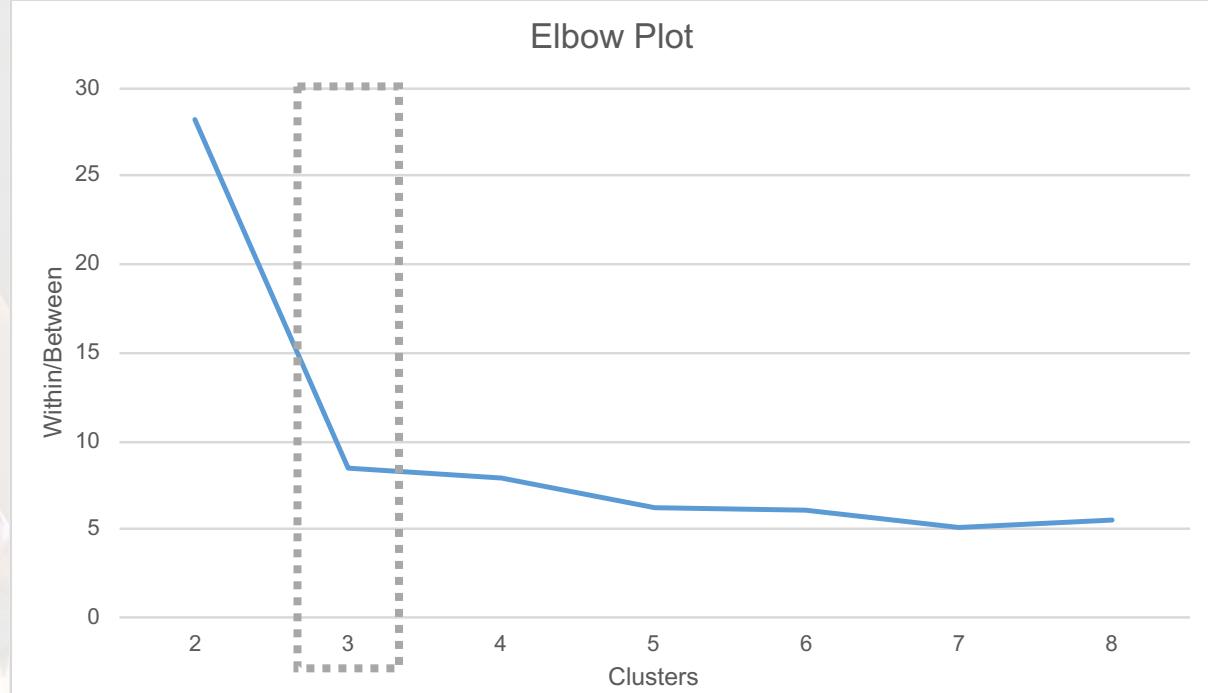
- Party affiliation
- Voter likelihood
- Candidate commitment



OPINION DATA

- Most Important Issue

Elbow Plot

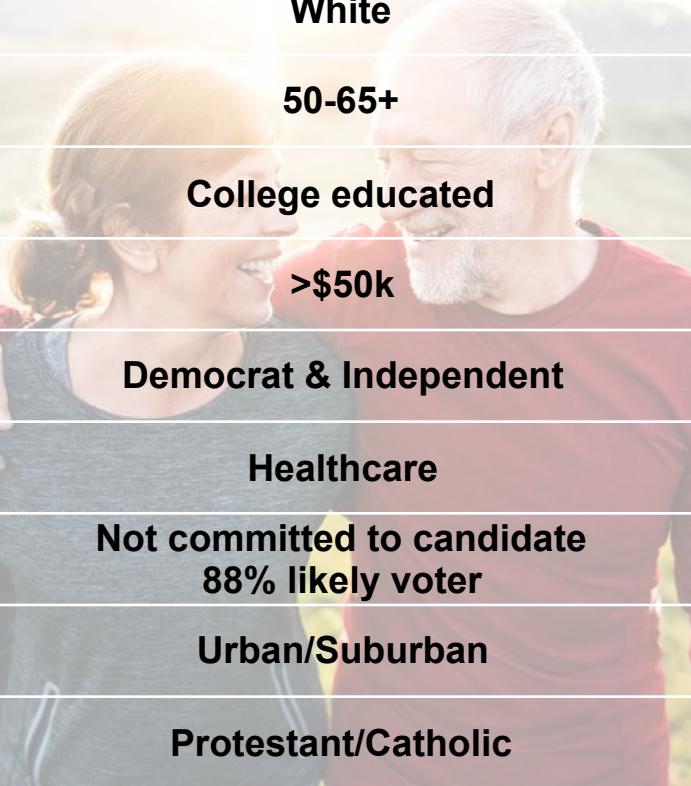


The Clusters

	Affluent Swing Voters (28% of supporters)	The Suburban Left (41% of supporters)	Urban Wallet Watchers (31% of supporters)
Gender	Male/Female	Female	Female
Race	White	White/Black	Black/Multiracial
Age	50-65+	30-39/50-64	40-64
Education	College educated	Some college	Some college
Income	>\$50k	\$25k-\$75k	<\$50k
Party	Democrat & Independent	Democrat	Lean Democrat
Issue	Healthcare	Healthcare and Gun Policy	Healthcare and Economy
Commitment	Not committed to candidate 88% likely voter	Committed to candidate 94% likely voter	Committed to candidate 92% likely voter
Locale	Urban/Suburban	Suburban	Urban/Suburban
Religion	Protestant/Catholic	50% other religion or none	Protestant

Our Recruit Target

Affluent Swing Voters (28% of supporters)	
Male/Female	
White	
50-65+	
College educated	
>\$50k	
Democrat & Independent	
Healthcare	
Not committed to candidate	
88% likely voter	
Urban/Suburban	
Protestant/Catholic	



We cannot win unless Affluent Swing Voters, the least committed segment, turn out to vote. **The majority of our get-out-the-vote efforts need to focus on this group.**

VOTE



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www.selectvotingbooths.com

Our Retain Target

The Suburban Left and Urban Wallet Watchers must be reminded why they committed in the first place.
Retention tactics like email should be used to keep these segments energized.

The Suburban Left (41% of supporters)	Urban Wallet Watchers (31% of supporters)
Female	Female
White/Black	Black/Multiracial
30-39/50-64	40-64
Some college	Some college
\$25k-\$75k	<\$50k
Democrat	Lean Democrat
Healthcare and Gun Policy	Healthcare and Economy
Committed to candidate 94% likely voter	Committed to candidate 92% likely voter
Suburban	Urban/Suburban
50% other religion or none	Protestant

Binomial Logistic Regression



Estimating likelihood of support for Stacey Abrams

- Train set: 2,894 respondents
- Test set: 1,447 respondents
- Randomized for sample consistency
- Omitted variables:
 - First time voter
 - sex_m
 - Races other than Black and White became part of omitted class, other
 - Income groups

	Estimate	Std. Error	z value	Pr(> z)	Significance
(Intercept)	0.13975	0.747	0.187	0.8516	
mode	0.33719	0.269	1.255	0.2093	
P_vote	0.54048	0.844	0.640	0.5221	
likelyvoter	0.27407	0.397	0.691	0.4897	
party	-1.30190	0.053	-24.670	< 2e-16	***
issues_economyandjobs	0.29260	0.300	0.974	0.3300	
issues_healthcare	1.31736	0.292	4.504	0.0000	***
issues_immigration	-0.03822	0.314	-0.122	0.9030	
issues_taxes	0.32394	0.412	0.785	0.4322	
issues_abortion	-0.19675	0.713	-0.276	0.7825	
issues_gunpolicy	1.98397	0.378	5.246	0.0000	***
issues_environment	2.18974	0.407	5.379	0.0000	***
issues_foreignpolicy	1.24636	0.393	3.169	0.0015	**
votedecide18_iveknownallalong	0.67642	0.288	2.345	0.0190	*
votedecide18_idecidedovercourseofcampaign	0.96458	0.284	3.398	0.0007	***
votedecide18_idecidedinlastfewdays	0.84825	0.366	2.320	0.0204	*
`age_18-24`	0.58243	0.305	1.908	0.0564	.
`age_25-29`	0.34265	0.299	1.146	0.2518	
`age_30-39`	0.18151	0.232	0.783	0.4337	
`age_40-49`	0.08923	0.236	0.378	0.7056	
`age_50-64`	-0.12221	0.202	-0.606	0.5448	
raceth_wht	-0.67898	0.192	-3.536	0.0004	***
raceth_blk	0.73963	0.236	3.141	0.0017	**
edu_highschoolorless	-0.24536	0.251	-0.976	0.3291	
`edu_somewherecollege-assocdegree`	-0.41369	0.201	-2.061	0.0393	*
edu_collegegraduate	-0.13431	0.198	-0.679	0.4971	
relig_prot_chrst	-0.12631	0.186	-0.681	0.4961	
relig_catholic	-0.09133	0.258	-0.354	0.7234	
relig_mormon	0.08538	1.516	0.056	0.9551	
relig_jewish	0.34458	0.454	0.758	0.4482	
relig_muslim	0.13638	0.719	0.190	0.8496	
relig_othr	-0.54967	0.260	-2.115	0.0344	*
sizeplace_urban	0.28869	0.247	1.169	0.2423	
sizeplace_suburban	0.53594	0.196	2.729	0.0064	**
sizeplace_smalltown	-0.20572	0.242	-0.849	0.3960	

Model Results

R-Squared:

- McFadden: 0.646
- McFadden adj: 0.618
- Cox & Snell: 0.586

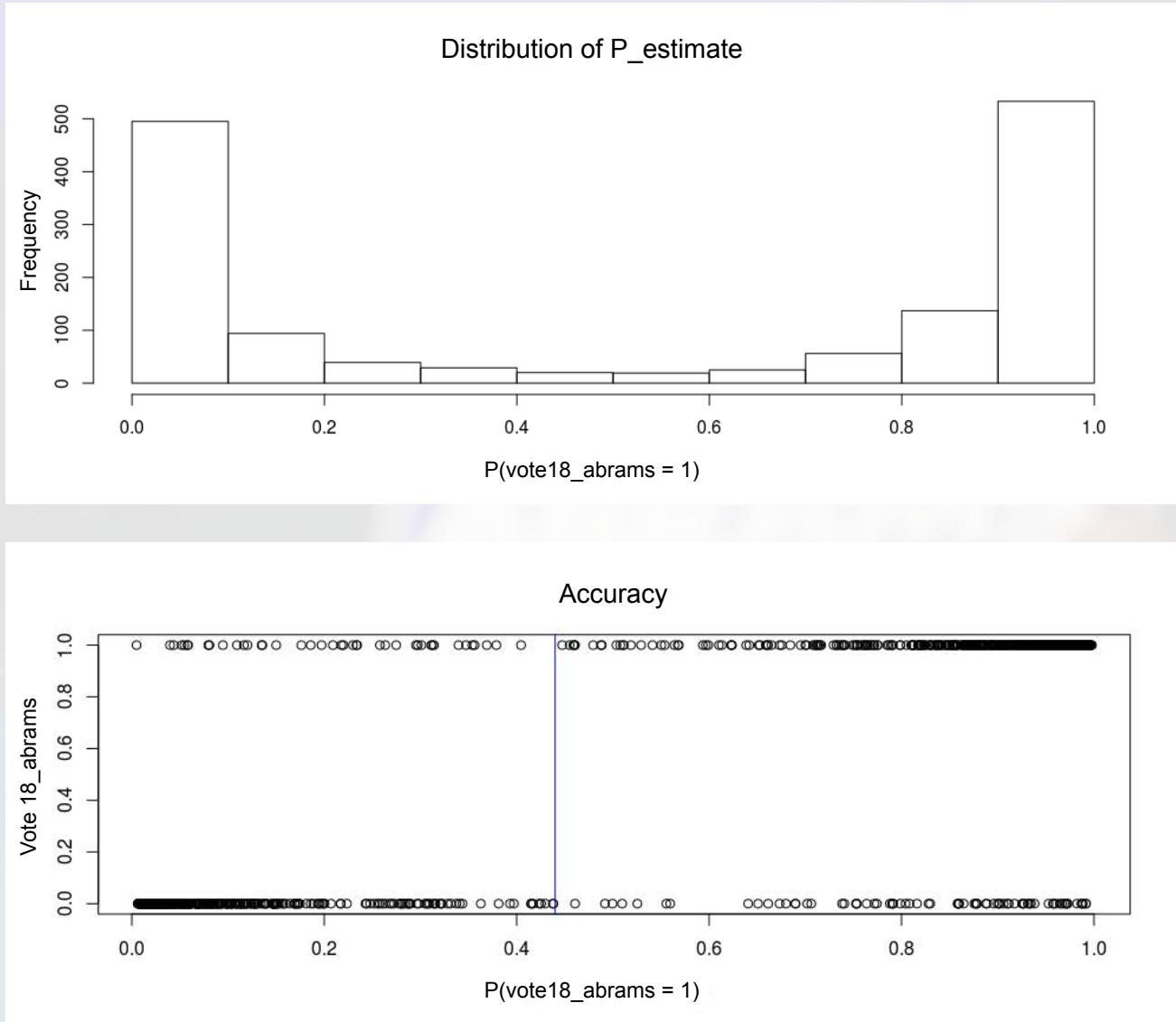
Accuracy-maximizing threshold:

- $P(Y=1) = 0.44$

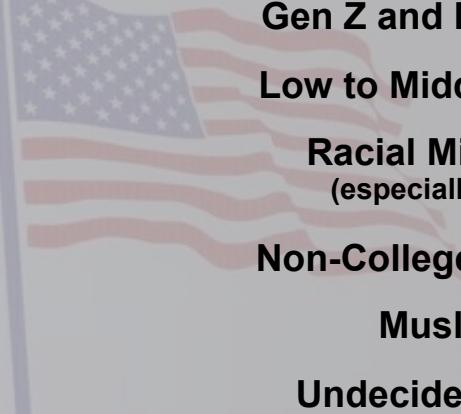
Confusion Matrix:

		Prediction	
		0	1
Actual	0	625	76
	1	41	705

**Hit Rate =
91.91%**



Estimating Voter Likelihood Among Abrams Supporters

Groups with High Turnout	Groups with Low Turnout
<p>Issue Voters (especially healthcare, immigration, foreign policy and environment)</p> <p>High Income</p> <p>White</p> <p>Protestants</p> <p>Decided Voters</p>	 <p>Gen Z and Millennials</p> <p>Low to Middle Income</p> <p>Racial Minorities (especially Asian)</p> <p>Non-College Educated</p> <p>Muslims</p> <p>Undecided Voters</p>

Because of the smaller sample size and reduced separability in this model, we will use these as guidelines for resource allocation but will place more emphasis on the implications of the previous model.

Conclusion & Recommendation



Conclusion & Recommendation

Issues to Inform Messaging	
Primary: Healthcare, Gun Policy, Economy	Secondary: Environment, Foreign Policy, Immigration
Audience	
Recruit Target: Affluent Swing Voters	Retain Target: The Suburban Left and Urban Wallet Watchers
Tactics	
Early Awareness (January- June) Phone Banking Canvassing Traditional & Digital Advertising	Early Awareness (January- June) Email Social Media Traditional & Digital Advertising
Summer Push (July - September) Yard Signs Endorsements Festivals and Events	Summer Push (July - September) Yard Signs Endorsements Rallies
Final Stretch (October - November) Canvassing Get-Out-the-Vote Reminders Rides to Polling Stations Traditional & Digital Advertising	Final Stretch (October - November) Email Social Media Text Reminders

Thank you