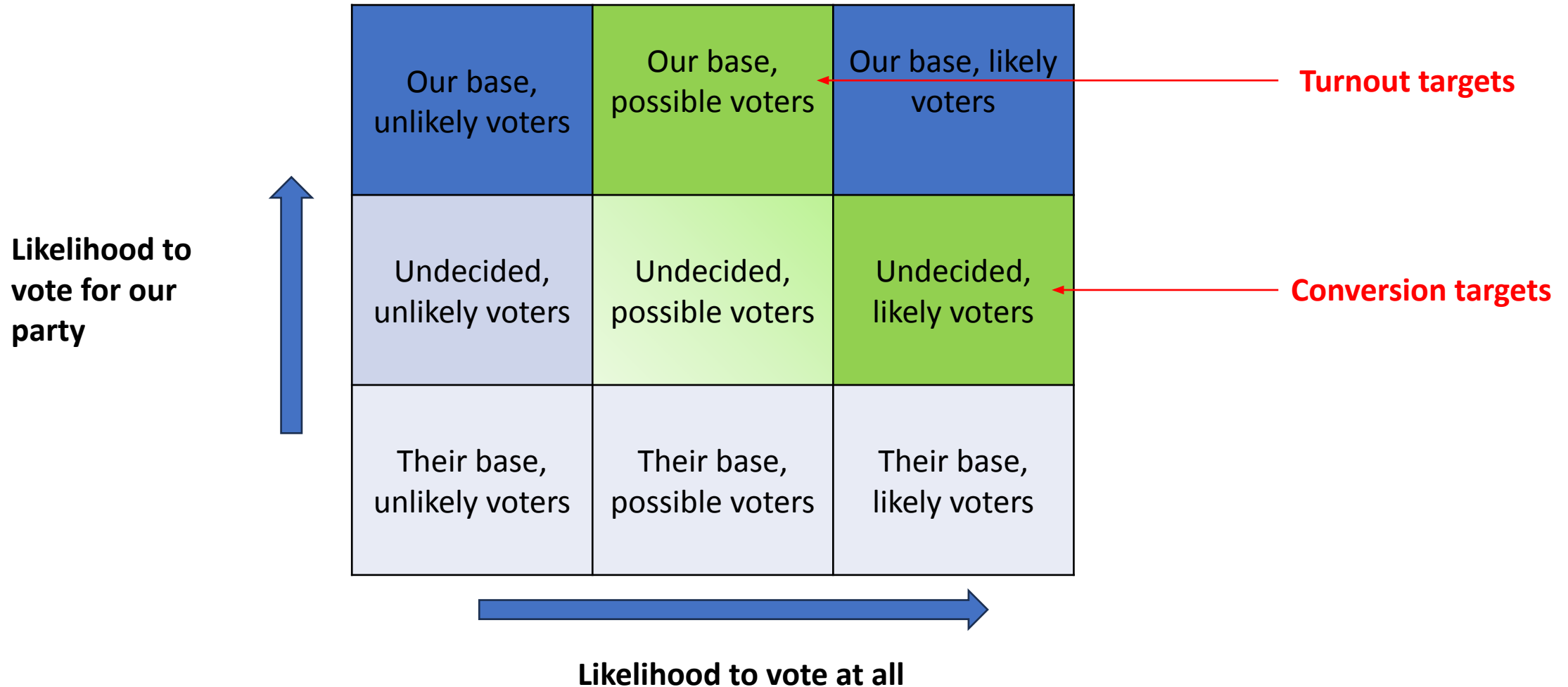# Campbell Campaign 2022 for Texas House District 132: Where to devote limited canvassing resources?

Outstanding campaign problem: reaching the right population

- The Campbell Campaign was running for a House seat in a large district outside of Houston in 2022.

- With limited volunteers and time, it could only canvass (door-knock) in a few neighborhoods of the district.

- The research question here was then: where would be the best precincts to devote voter outreach efforts and resources?

- I attempted to answer this based on census data and data from our voter files, which scored all recorded voters based on likelihood to vote for our party and likelihood to vote at all.

# Voter outreach approach: (1) turning out your base & (2) convincing the "maybe's"

Likelihood to vote for our party ↑	Our base, unlikely voters	Our base, possible voters	Our base, likely voters → **Turnout targets**
	Undecided, unlikely voters	Undecided, possible voters	Undecided, likely voters → **Conversion targets**
	Their base, unlikely voters	Their base, possible voters	Their base, likely voters

Likelihood to vote at all →

Voter outreach approach: (1) turning out your base & (2) convincing the "maybe's"

- Observe the matrix in the preceding slide. To efficiently allocate resources, we should focus on reaching the top center group, voters in 'our base' who are 'possible voters' as *turnout targets.*

- We need to remind these voters to show up to the polls.

- A second strategy would be to reach voters in the middle right group, those who are 'likely voters' but 'undecided' or toss-up voters. These voters might be convinced to choose our candidate - they are *conversion targets*.

- We need to remind these voters why Cam Campbell is the best choice to represent them.

# Method: Use voter file data with census data to identify key precincts

- What follows are maps highlighting which precincts within the district score the highest on turnout and party-likelihood scores.

- We should focus resources on districts with high concentrations of a) *turnout targets* and b) *conversion targets*
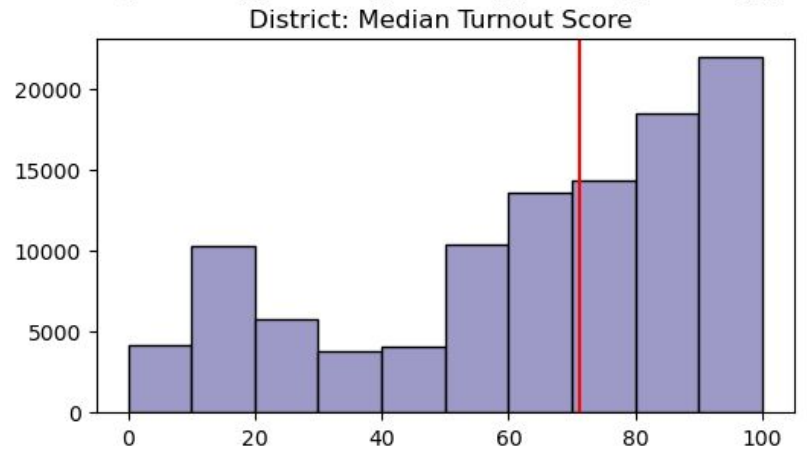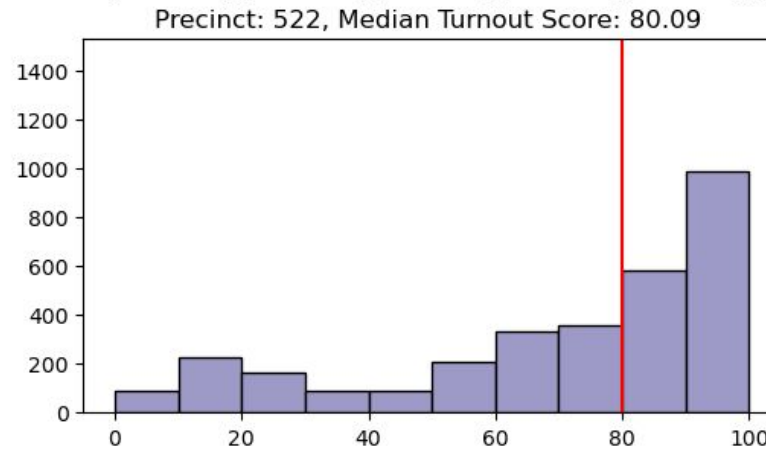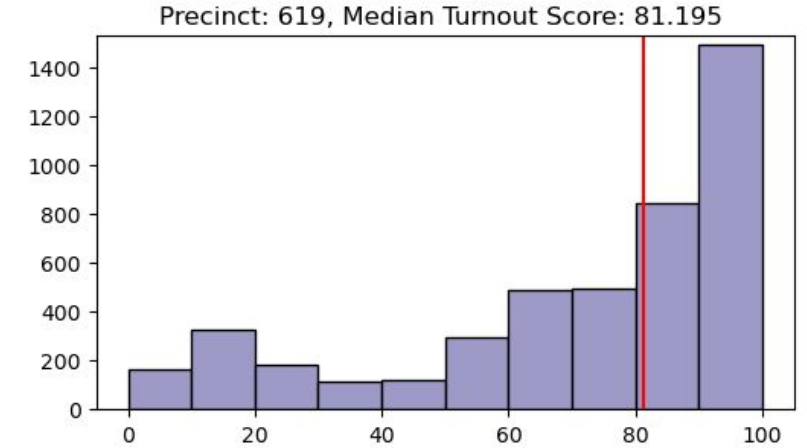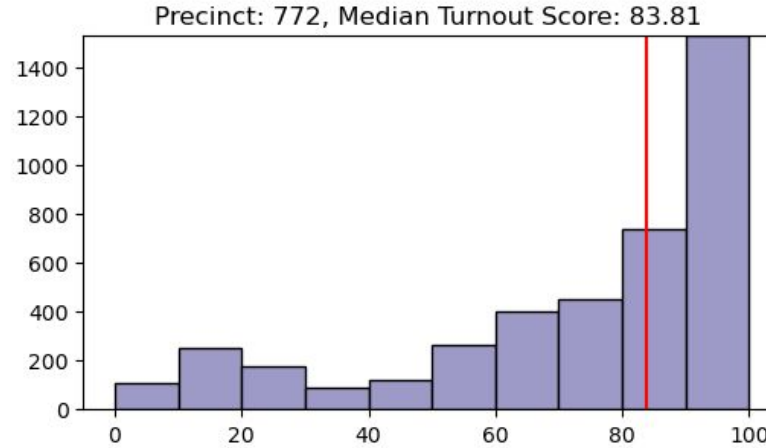
Where's the base?

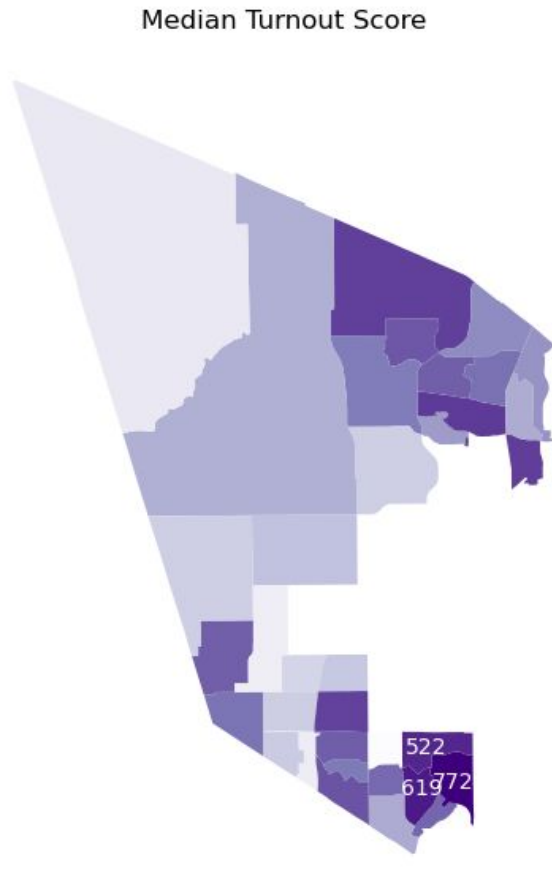Likely Dem Pop

Median Dem Score
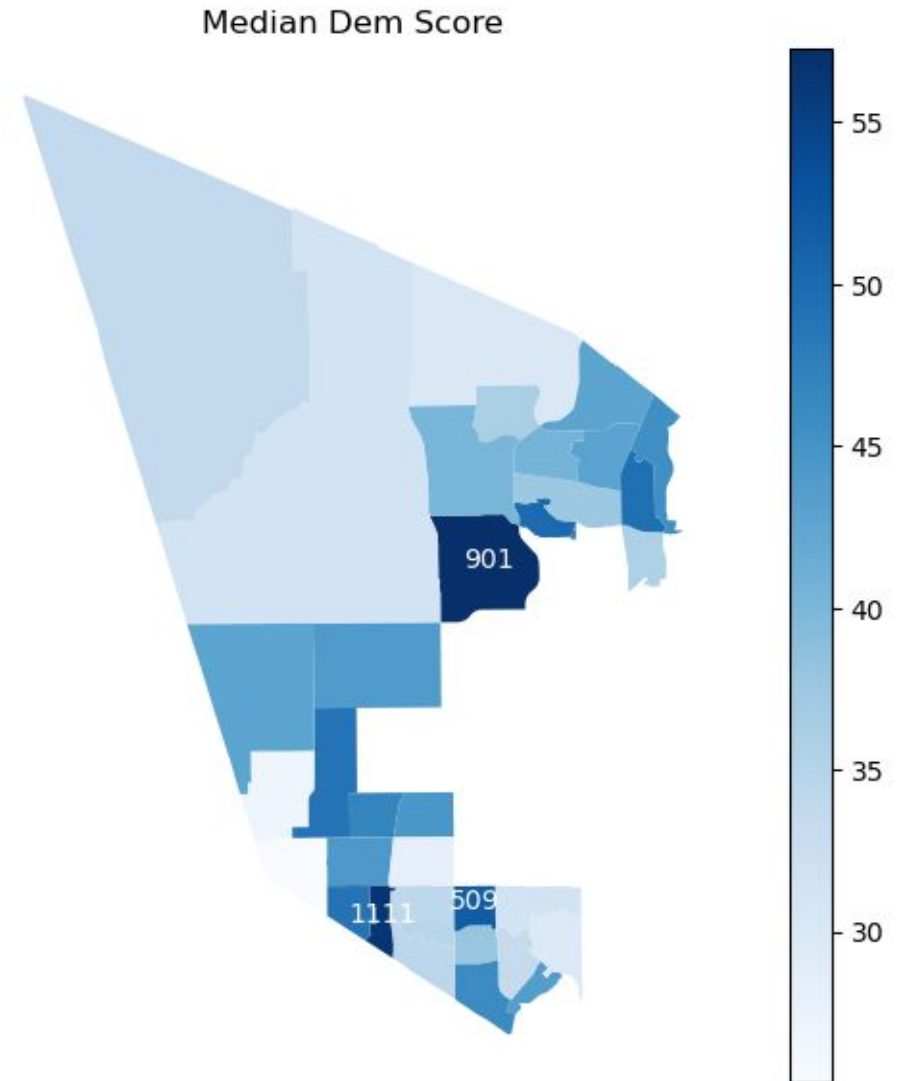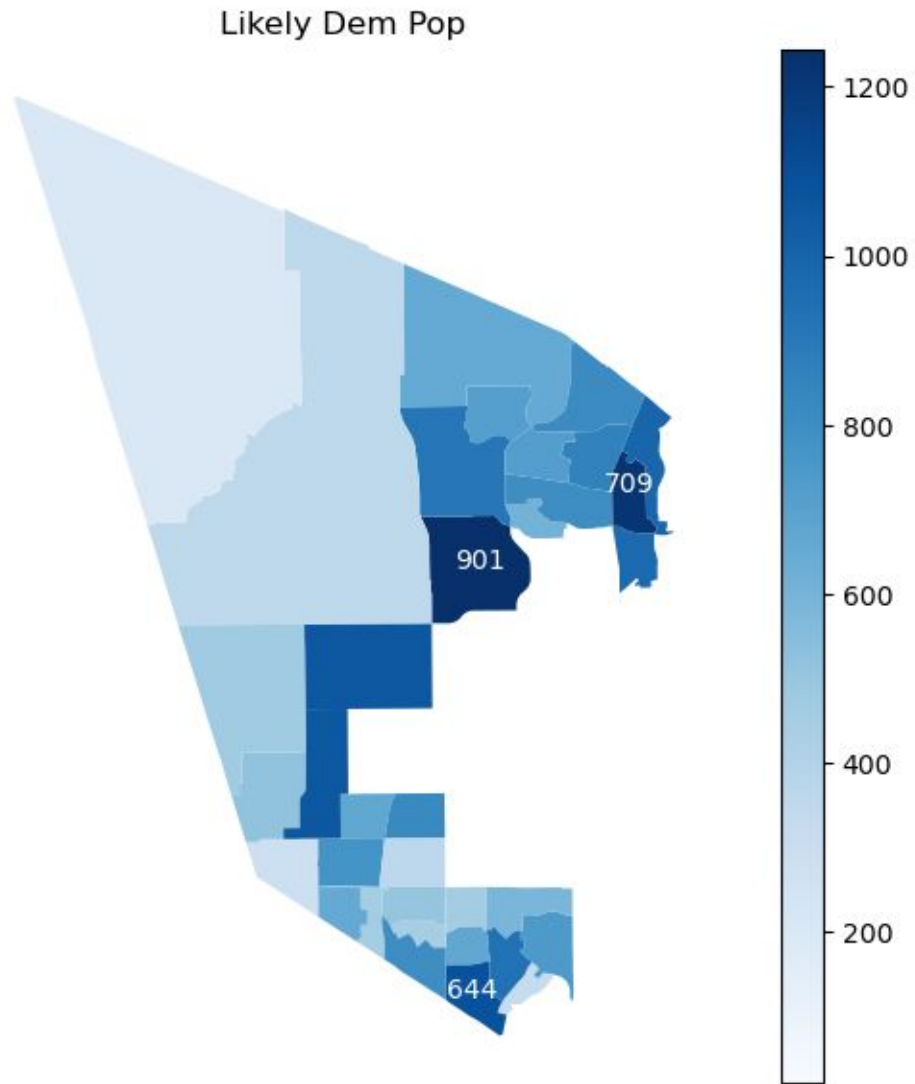
Where's the base? Top Dem precincts, Dem likelihood score distributions (population count)

Dem Support Scores
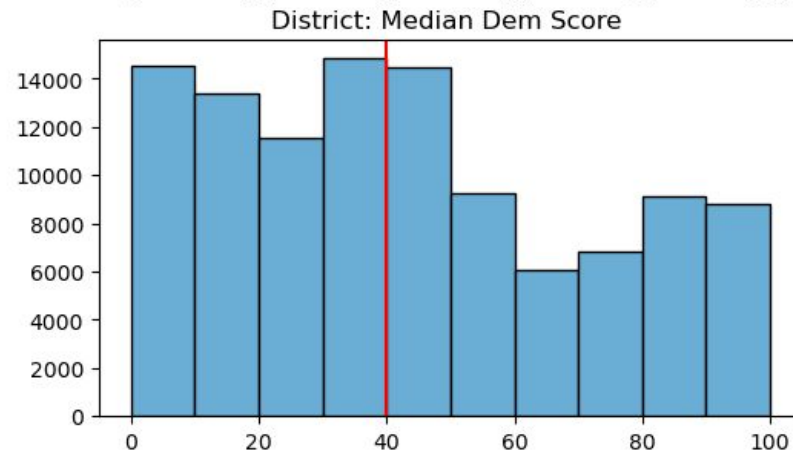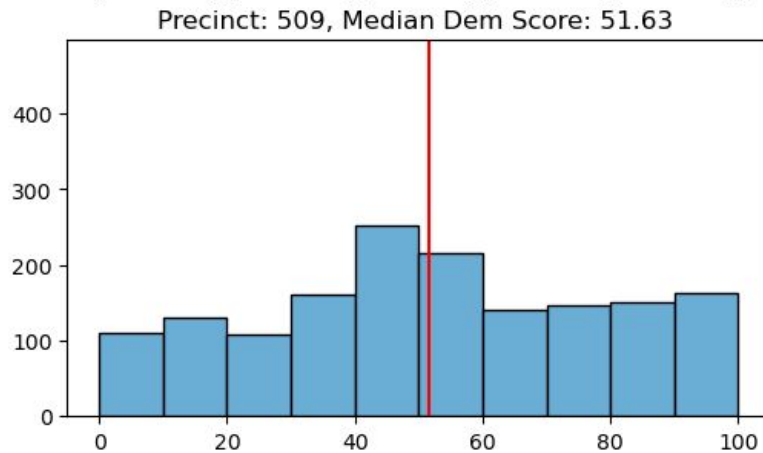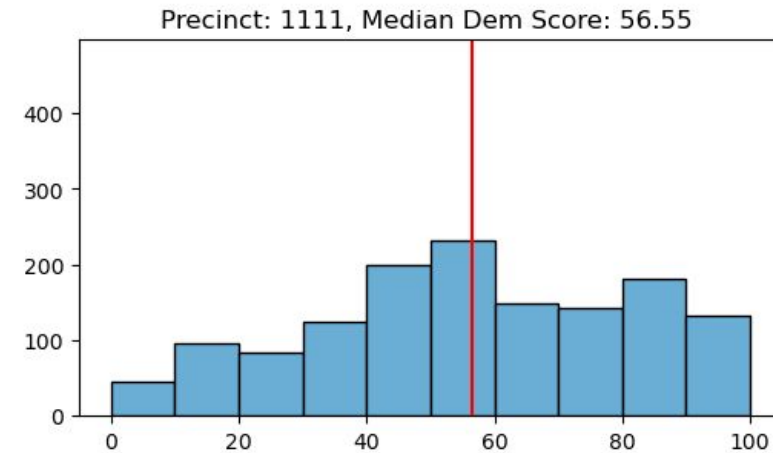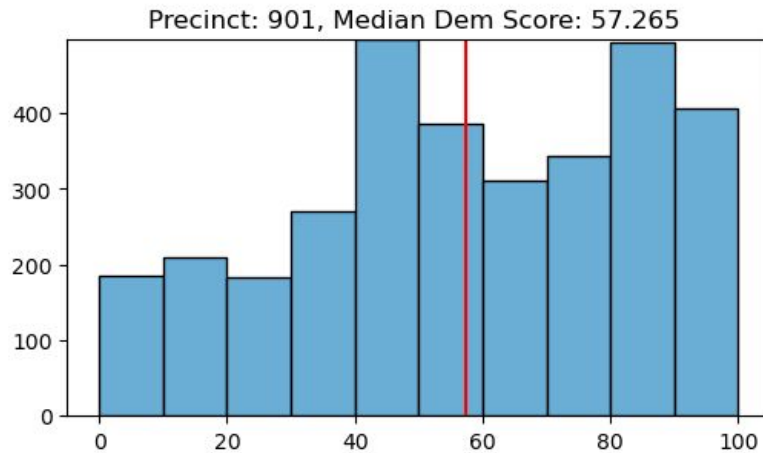
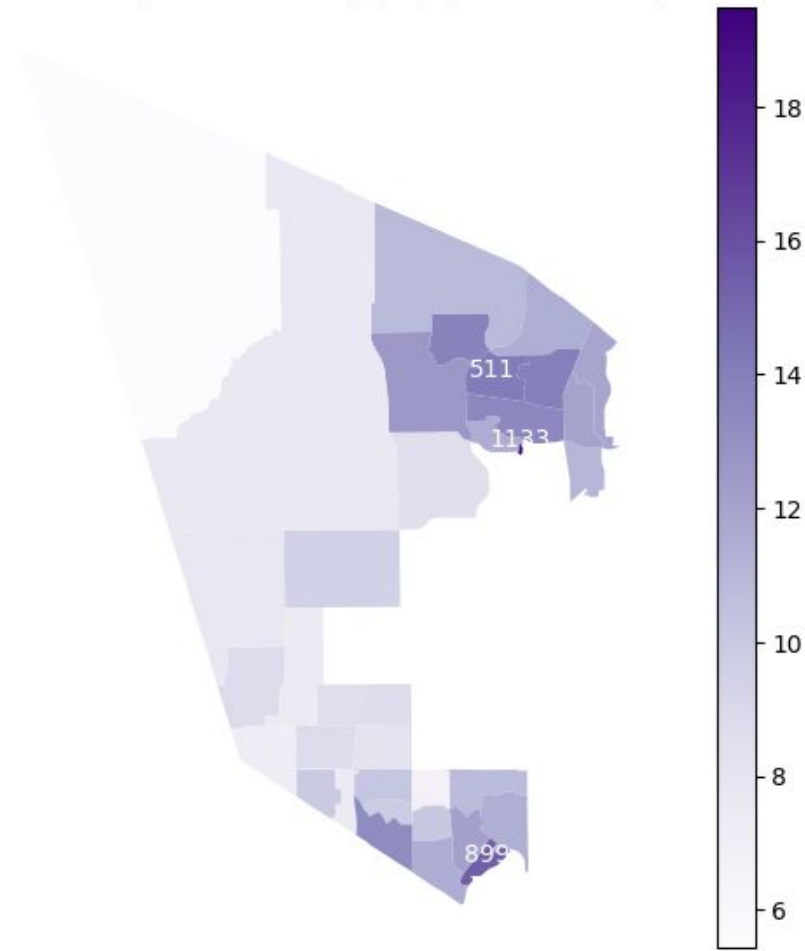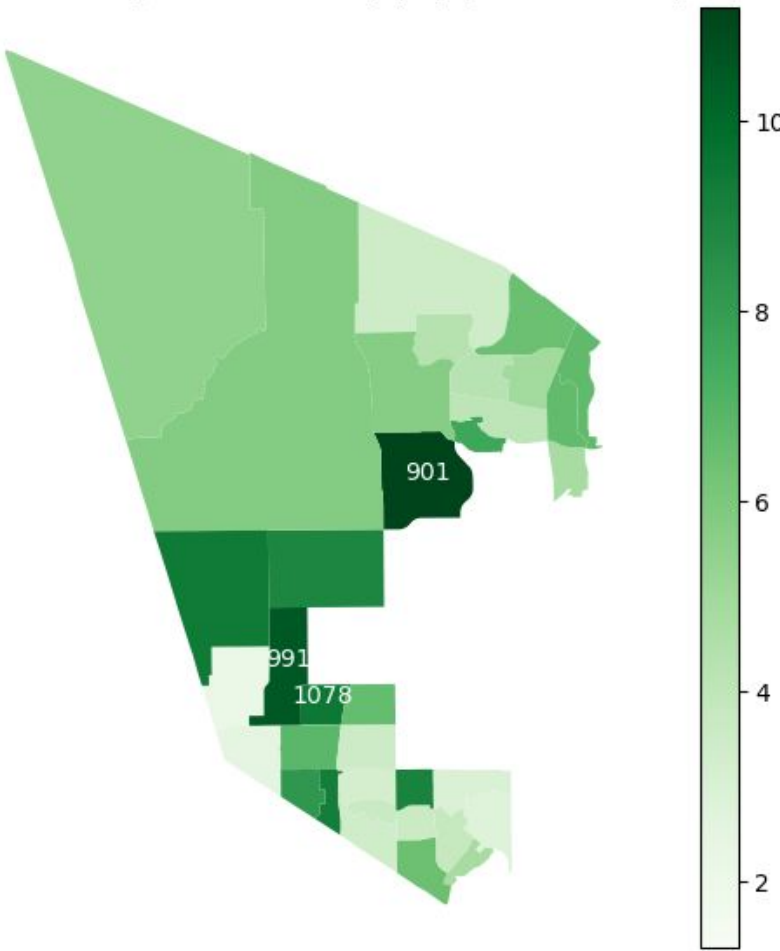# Where are voters likely to turn out?

Locating conversion targets (left, purple), and turnout targets (right, green), by concentration in precinct
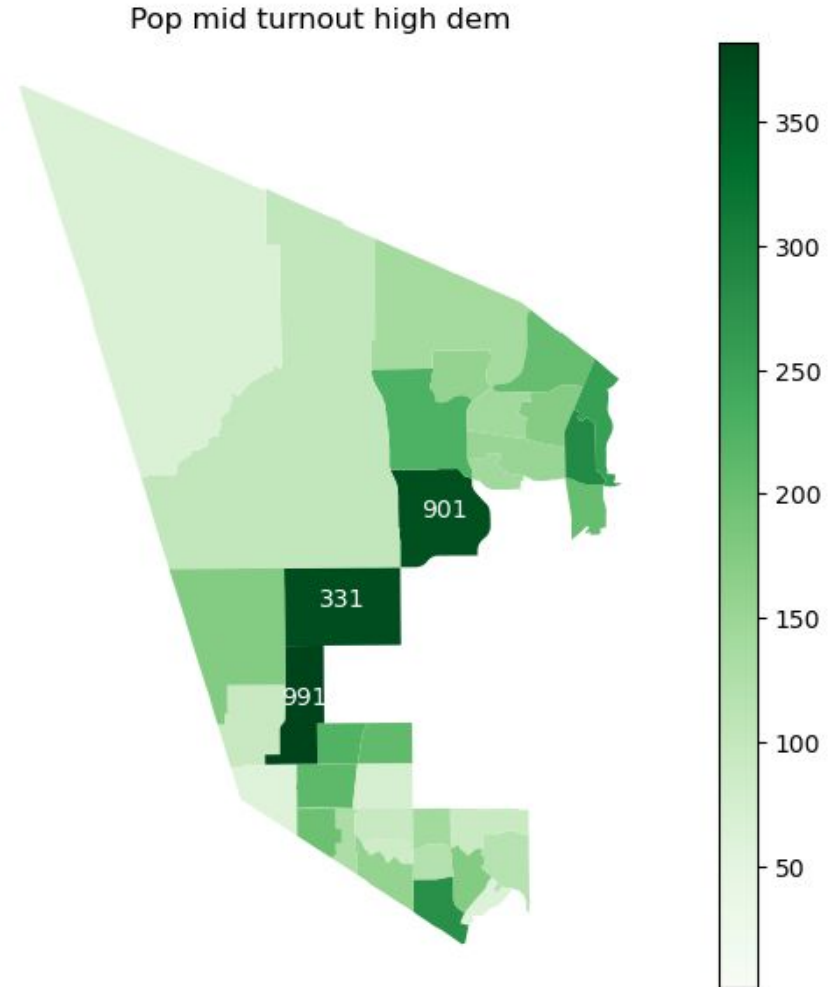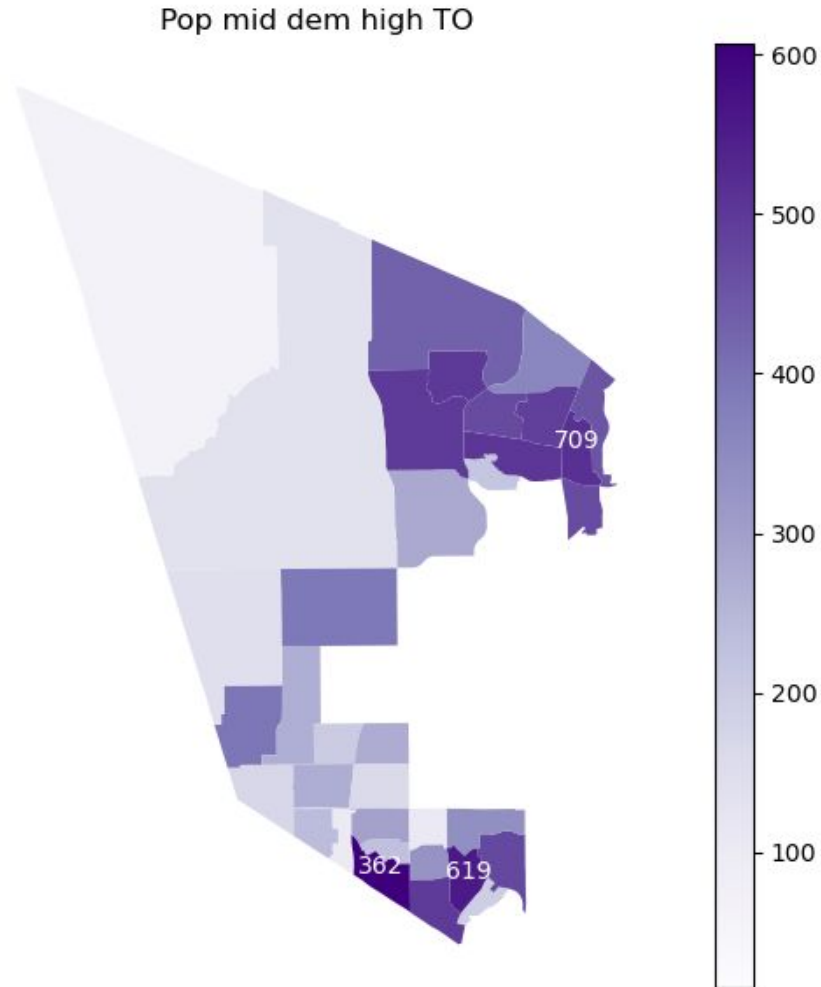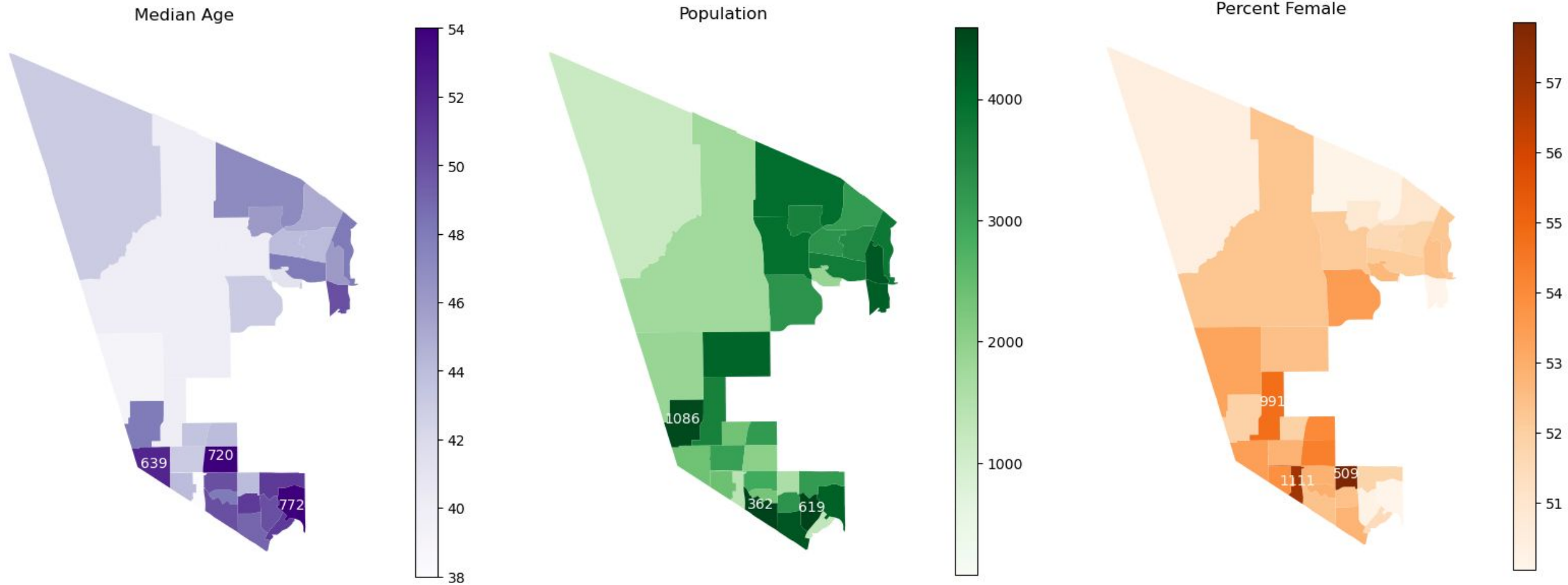

Mid dem high TO scaled by pop (concentration)
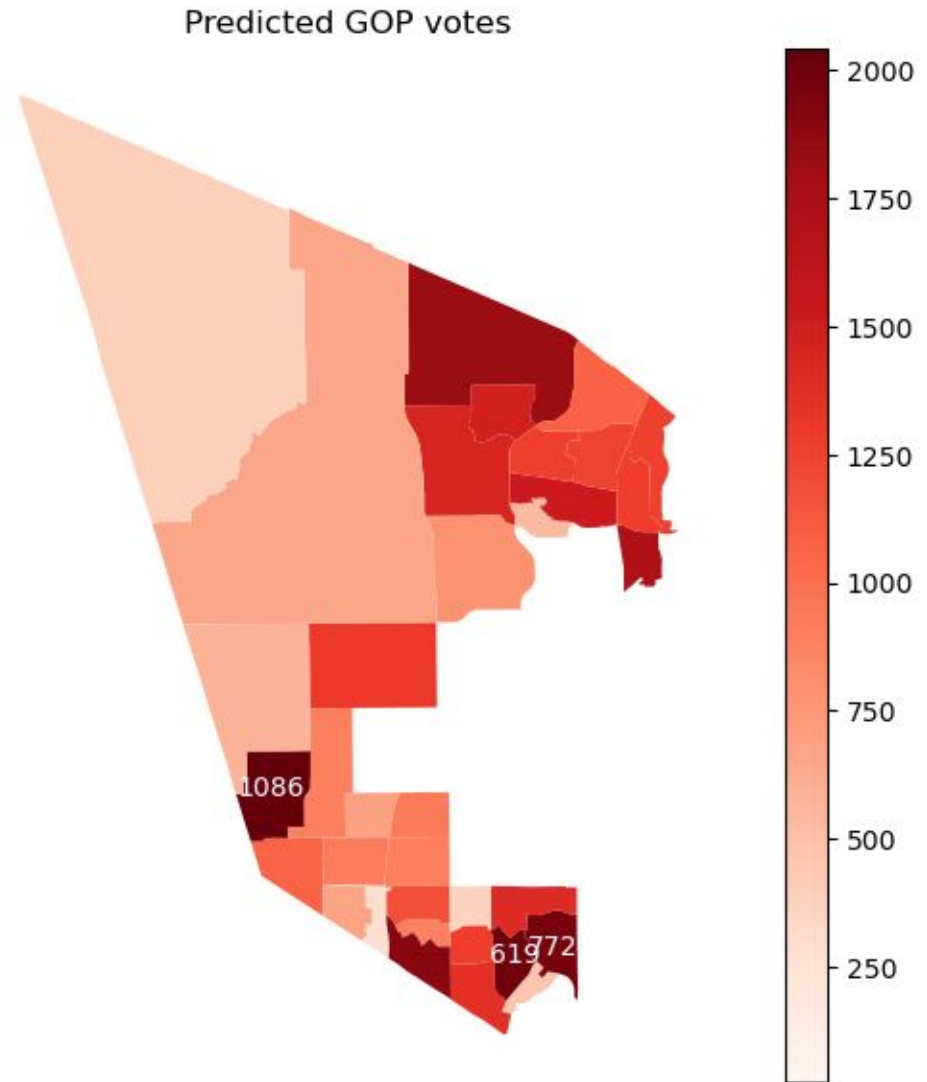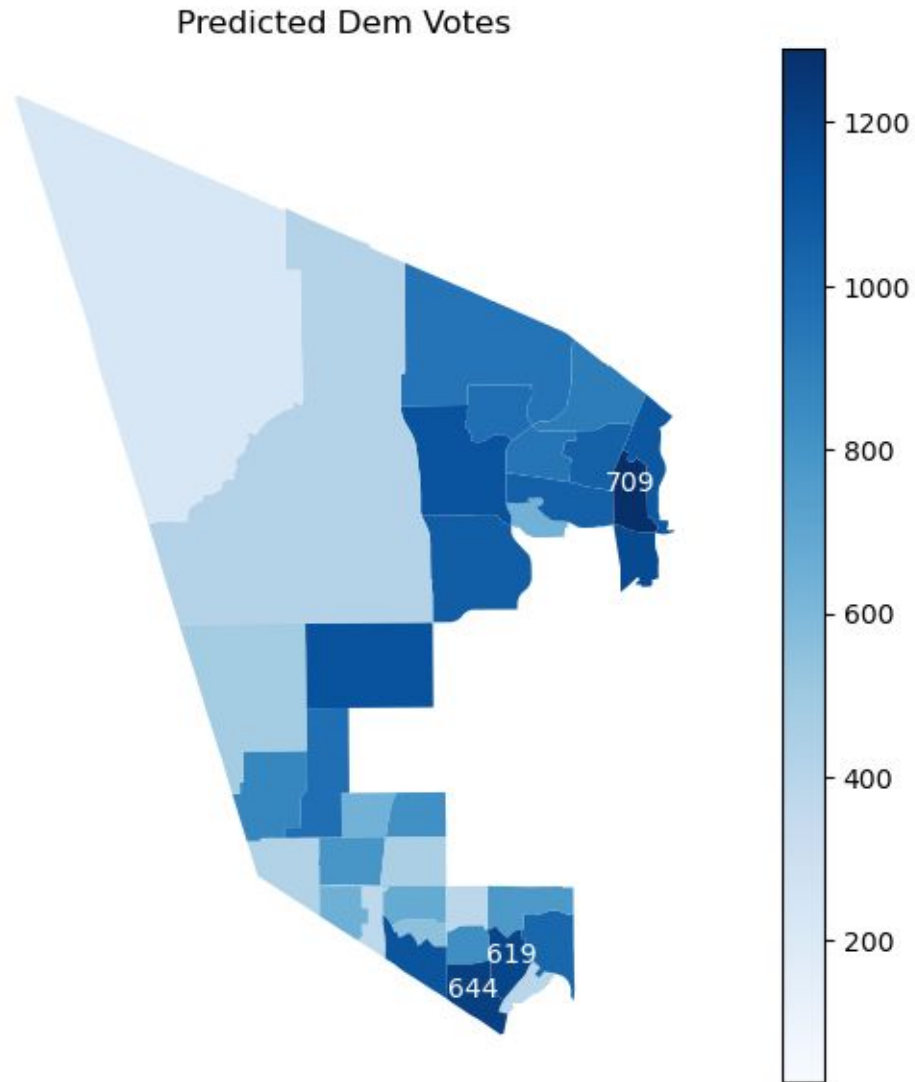
mid turnout high dem scaled by pop (concentration)

Locating conversion targets (left, purple), and turnout targets (right, green), by total population in precinct

General district demographic info

Current voting pattern outlook

Final recommendation

- Turnout target top three precincts by total population: 901, 331, 991
- Conversion target top three precincts by total population: 619, 362, 709