



political**data**inc

DATA THAT MAKES THE DIFFERENCE

PAPOR Conference

Paul Mitchell, VP

Political Data Inc.

Questions to be Addressed

- How well can turnout in a low-participation special election be predicted? What variables are best used?
- What is the relationship between a Primary and Runoff of a Special Election?
- Despite variability in predictions of raw turnout, how do likely voter universes match the final ethnic, partisan, age composition of the electorate?

Projecting Turnout

- PDI provides clients with likely voter turnout universes for regular statewide and municipal elections and some special elections.
- The Variables best used to determine voter turnout include:
 - Past Vote History (in similar elections)
 - Homeowner/Income Status
 - Age
 - Partisanship (in primaries)
 - PAV – *particularly Early PAV scores*

Projecting Turnout

- The following shows Projected v. Actual turnout in several special elections:

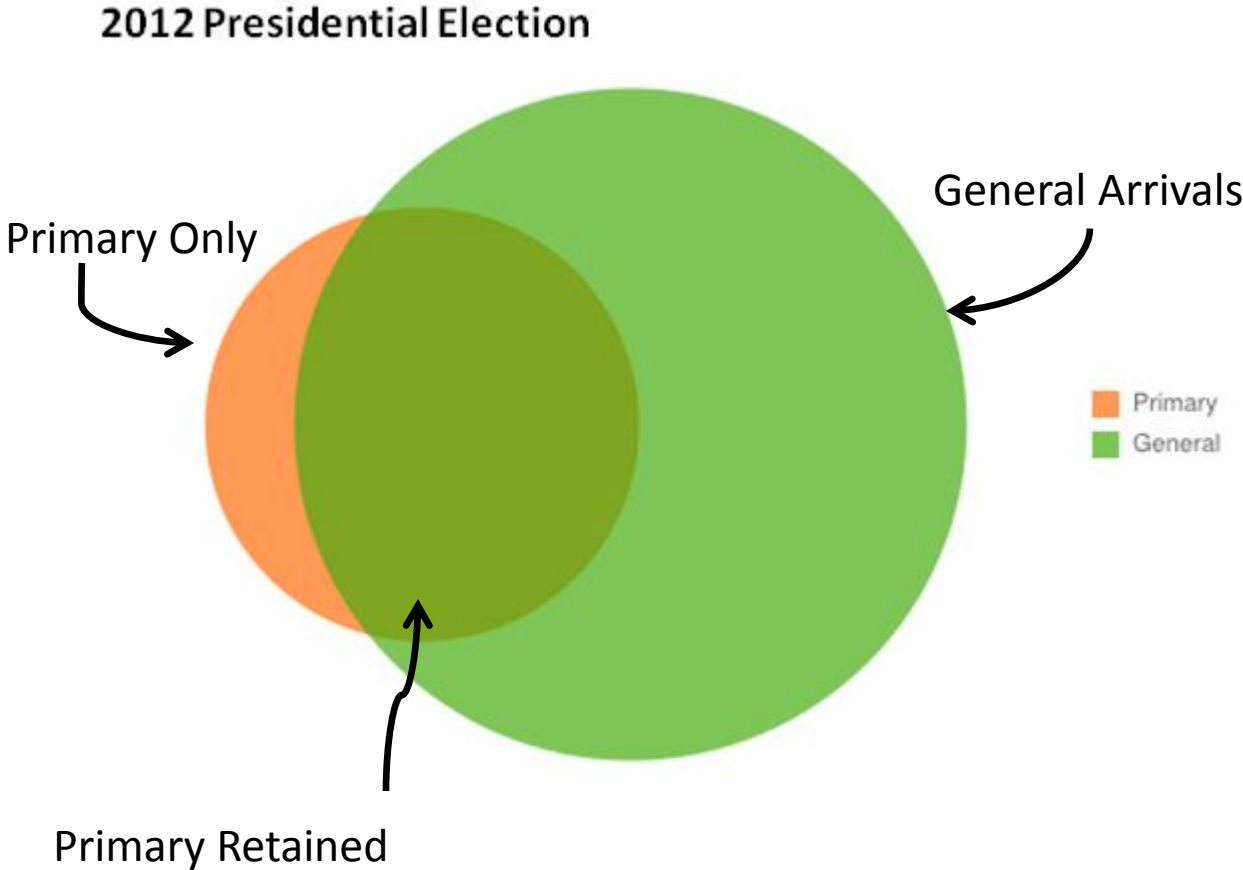
	DEMPLUS	REPPLUS	OTHER	LAT3WAY	ASN3WAY
<i>SD MAYOR UNIVERSE</i>	48%	38%	14%	13%	8%
SD MAYOR TURNOUT	47%	38%	15%	12%	8%
<i>2012 GENERAL UNIVERSE</i>	50%	35%	15%	19%	8%
2012 GENERAL TURNOUT	49%	33%	18%	20%	9%
<i>SD 16 SPECIAL PRIMARY UNIVERSE</i>	52%	41%	7%	37%	4%
SD 16 SPECIAL PRIMARY TURNOUT	53%	39%	9%	42%	4%
<i>SD 16 RUNOFF UNIVERSE</i>	53%	37%	10%	43%	4%
SD 16 RUNOFF ACTUAL	53%	38%	10%	44%	4%
<i>53 AD RUNOFF UNIVERSE</i>	51%	39%	10%	34%	6%
52 AD RUNOFF ACTUAL	55%	35%	10%	36%	6%

	DEMPPLUS	REPPLUS	OTHER	LAT3WAY	ASN3WAY
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Primary / Runoff Relationship

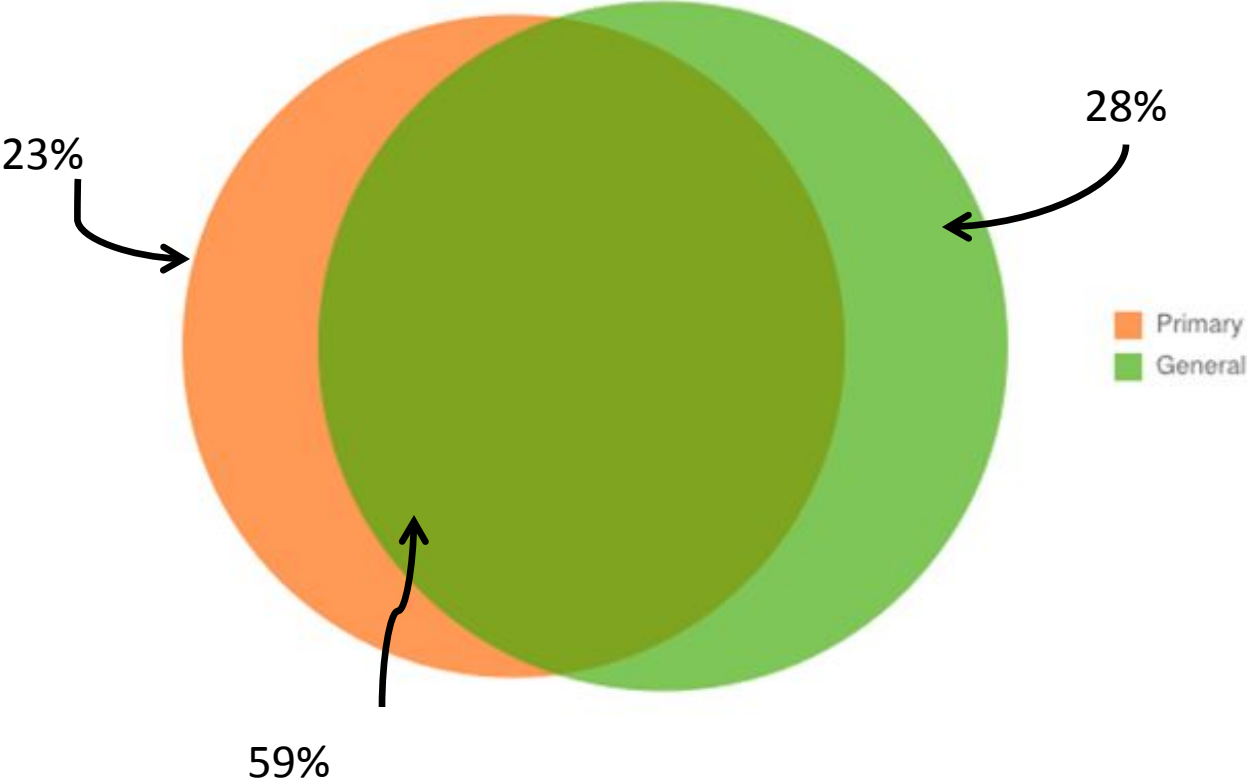
- Most would believe that rational voters in the Primary would vote in the runoff – with some rare exceptions.
- To explore this we look at three types of voters:
 - Primary Only
 - Primary Retained
 - Runoff Arrivals

Primary / Runoff Relationship



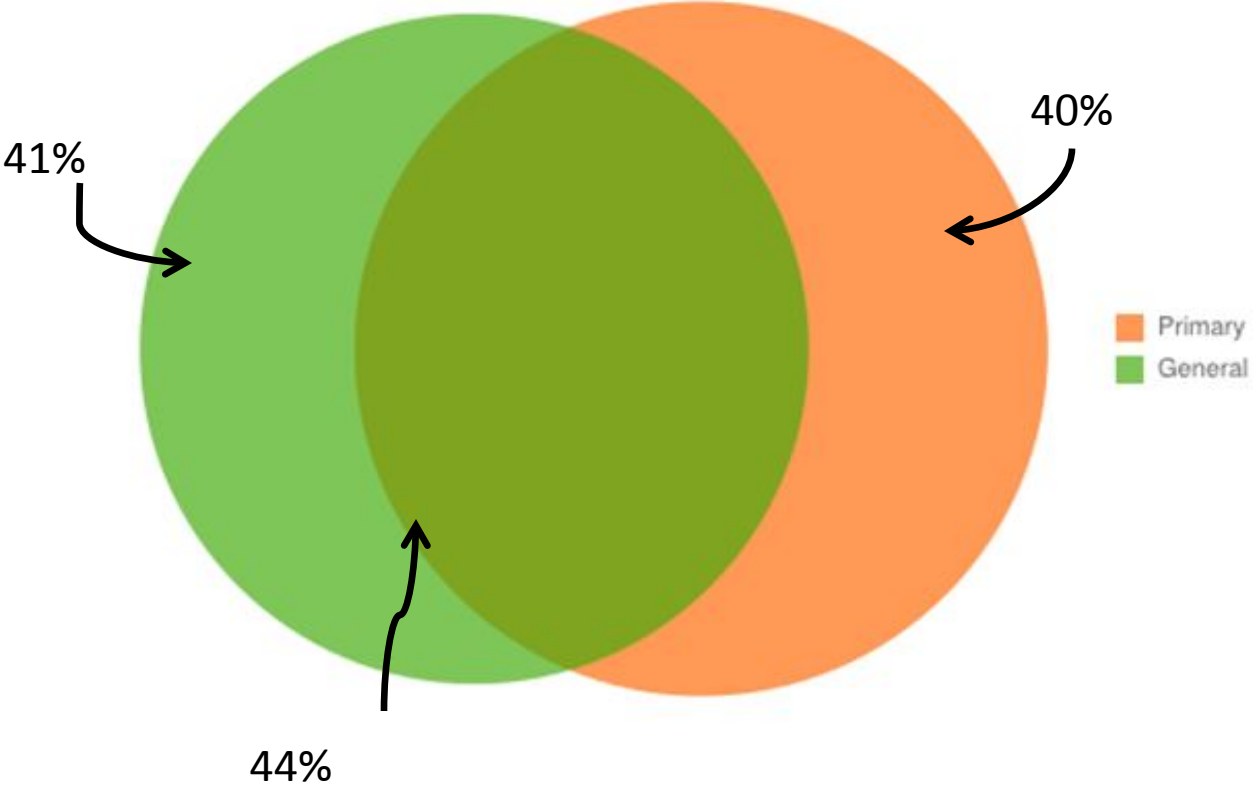
Primary / Runoff Relationship

San Diego City Council Special Election

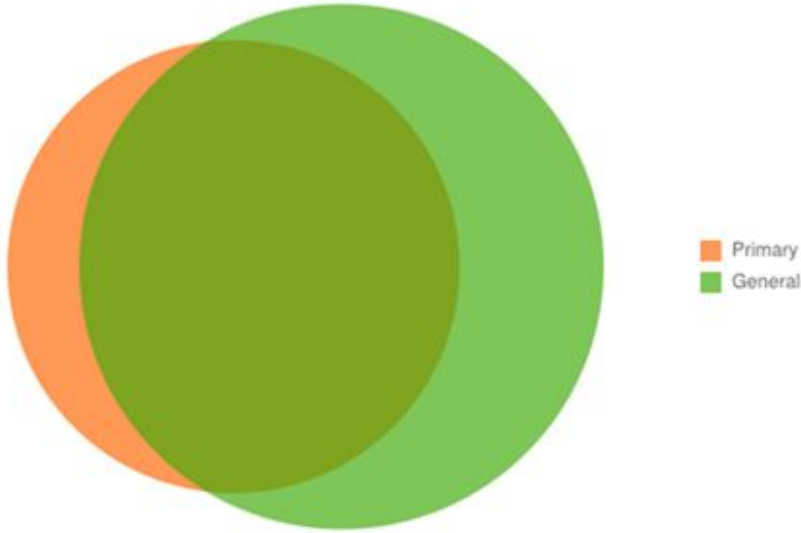


Primary / Runoff Relationship

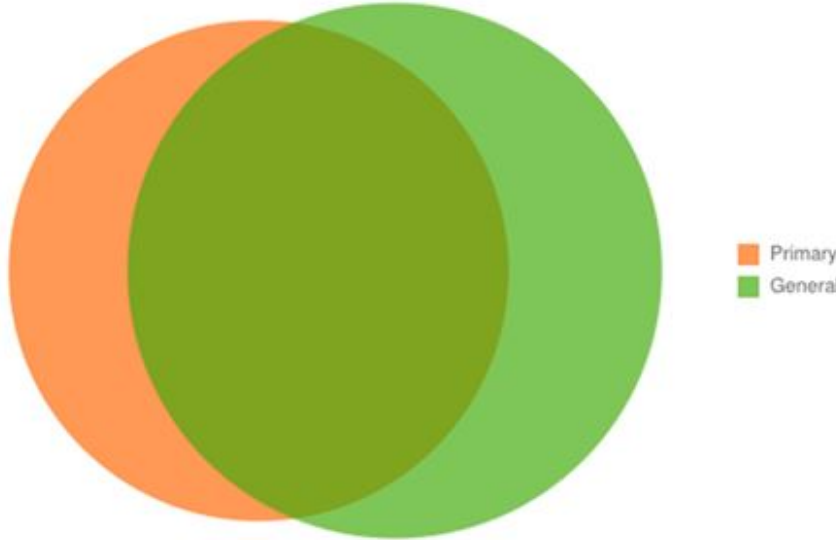
San Diego City Council Special Election (Age Under 30)



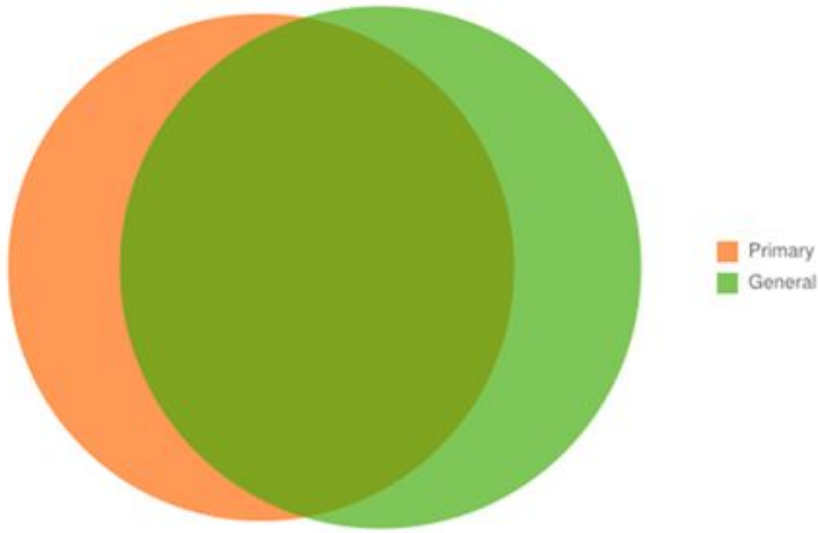
36th Congressional District Special Election



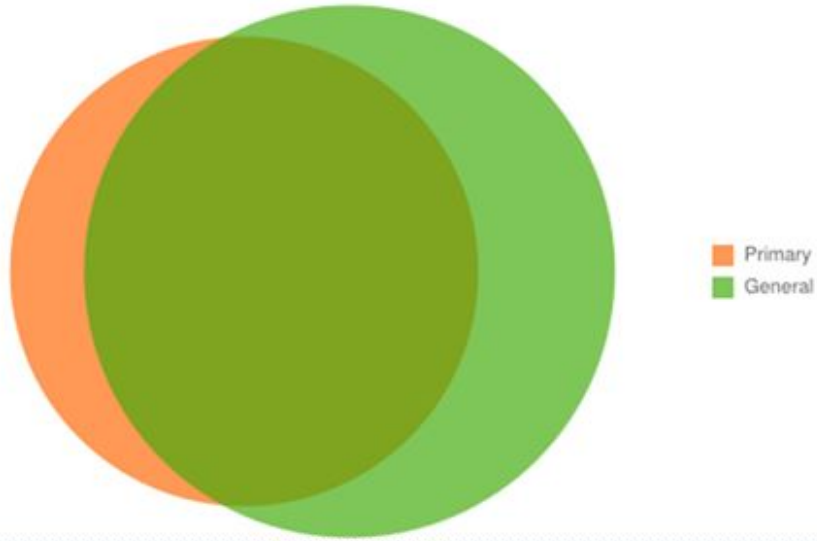
52nd AD Special Election



32nd SD Special Election

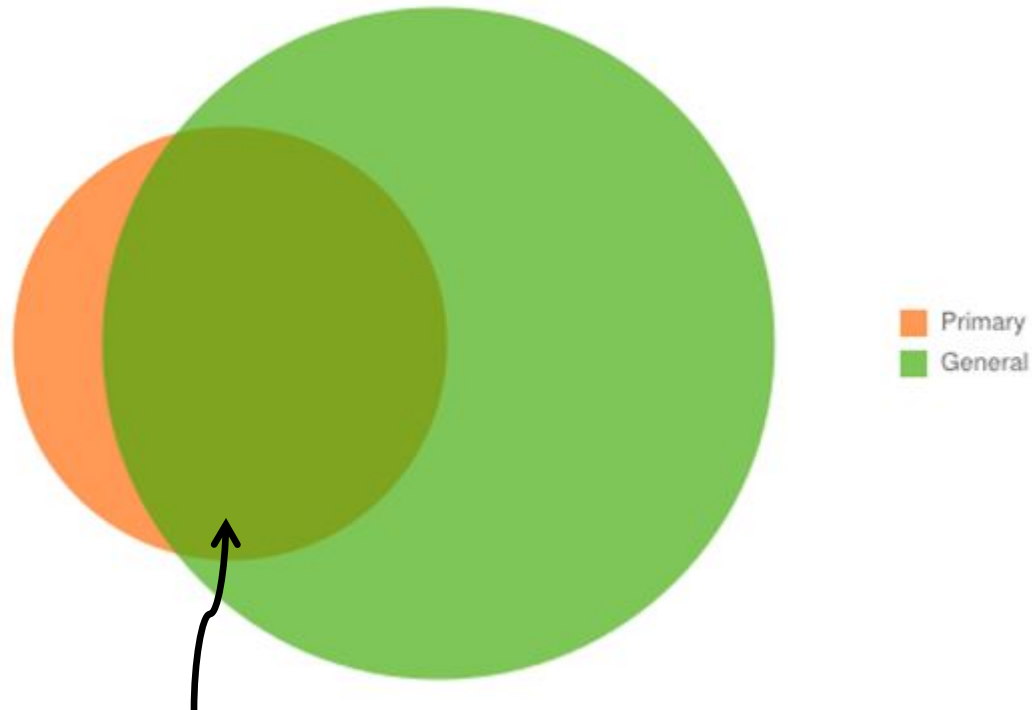


16th SD Primary Special Election



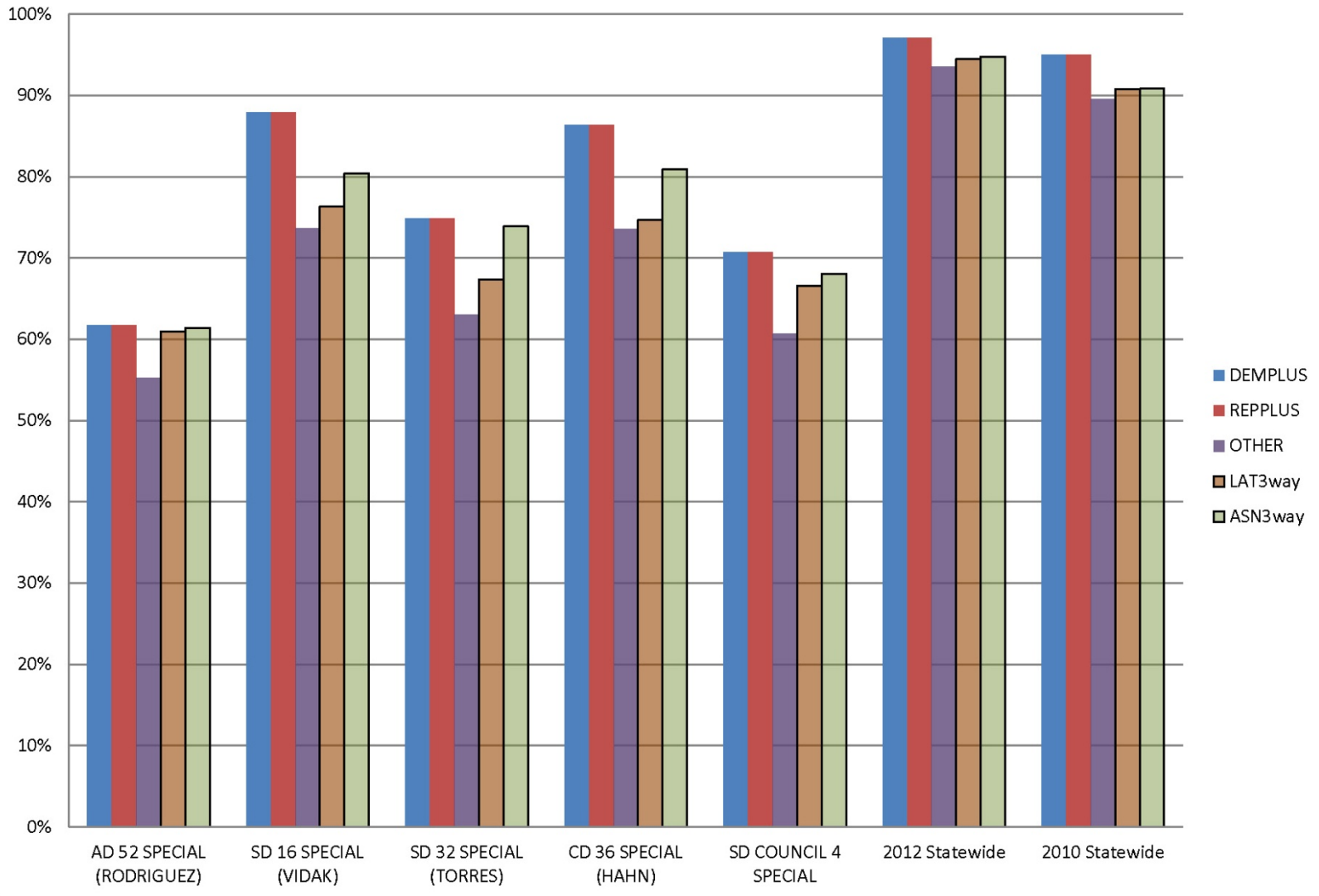
Primary / Runoff Relationship

2012 Presidential Election

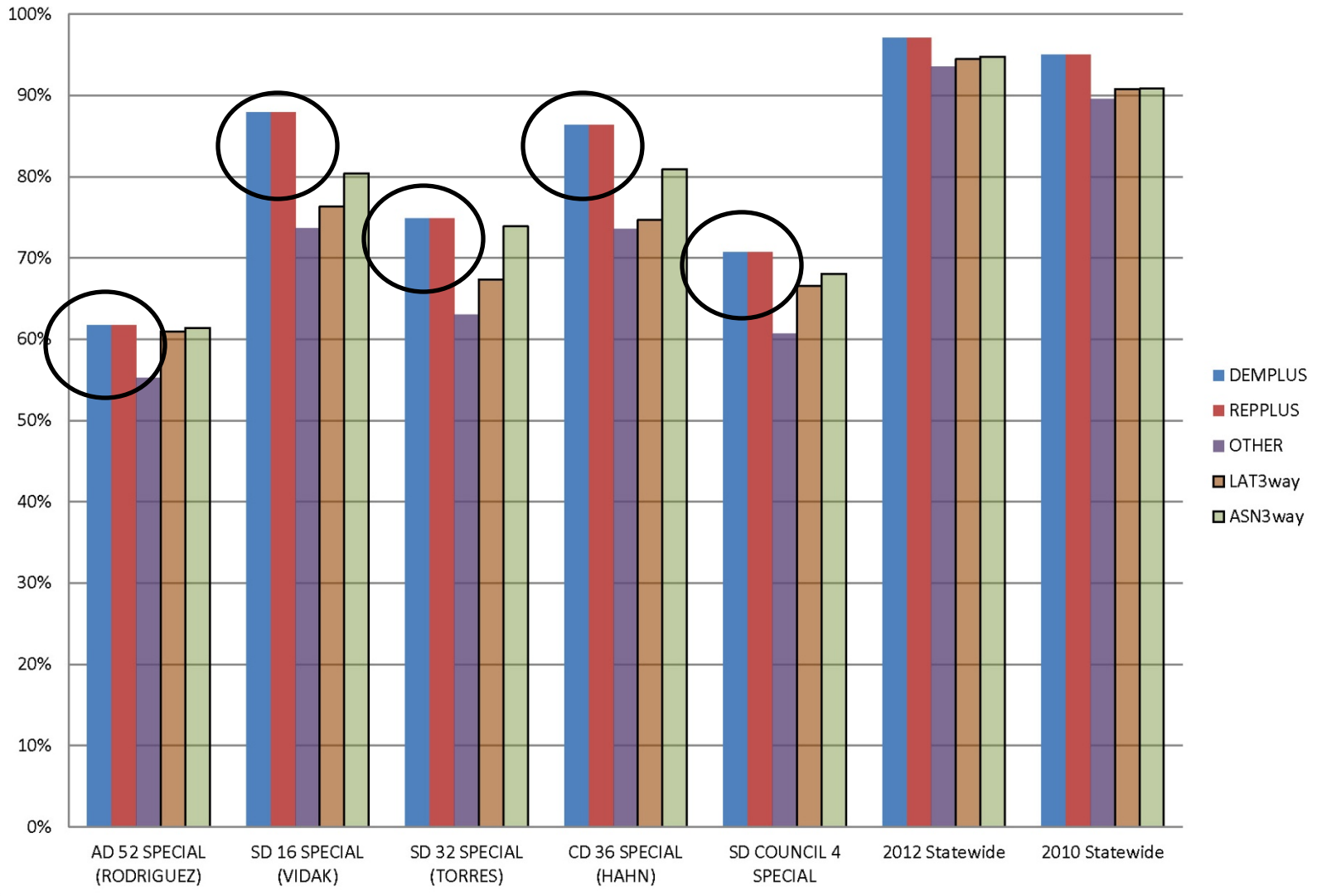


Primary Retained

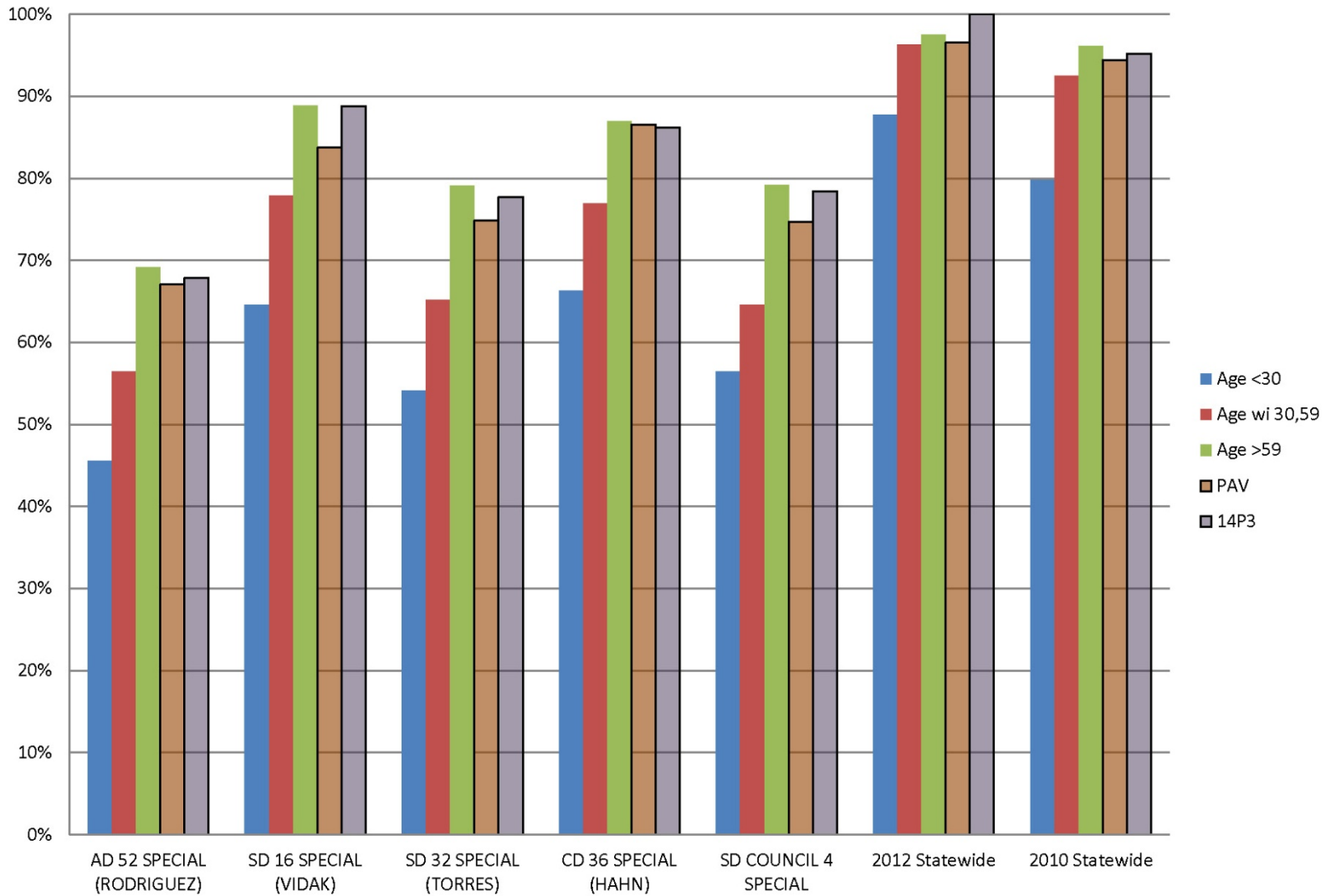
Partisan Voters Retain at Higher Rates



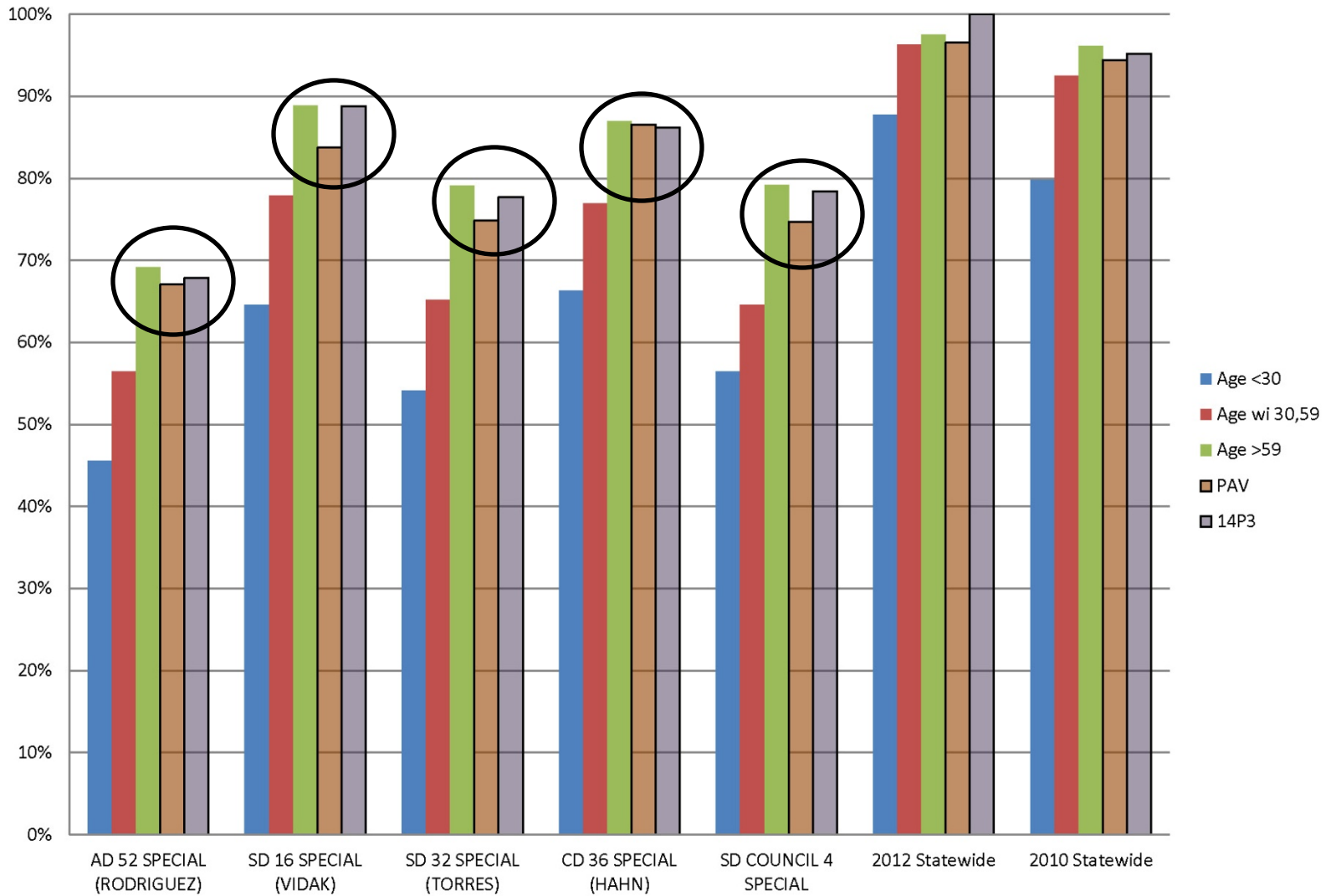
Partisan Voters Retain at Higher Rates



Older / PAV /PDI Universe voters are Higher Retain Rate

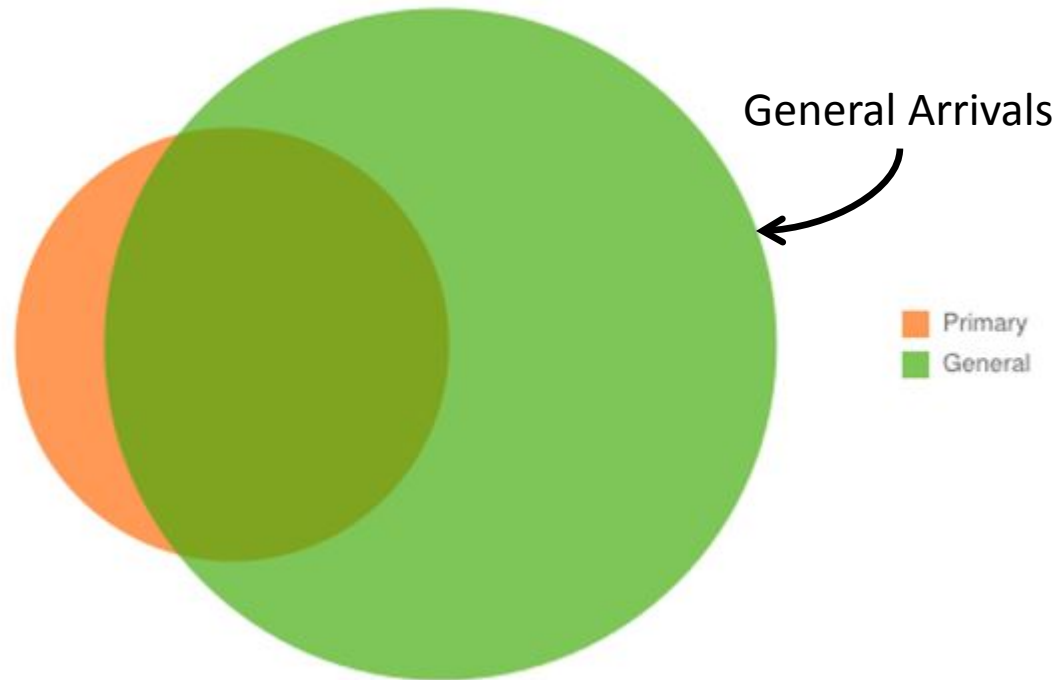


Older / PAV /PDI Universe voters are Higher Retain Rate

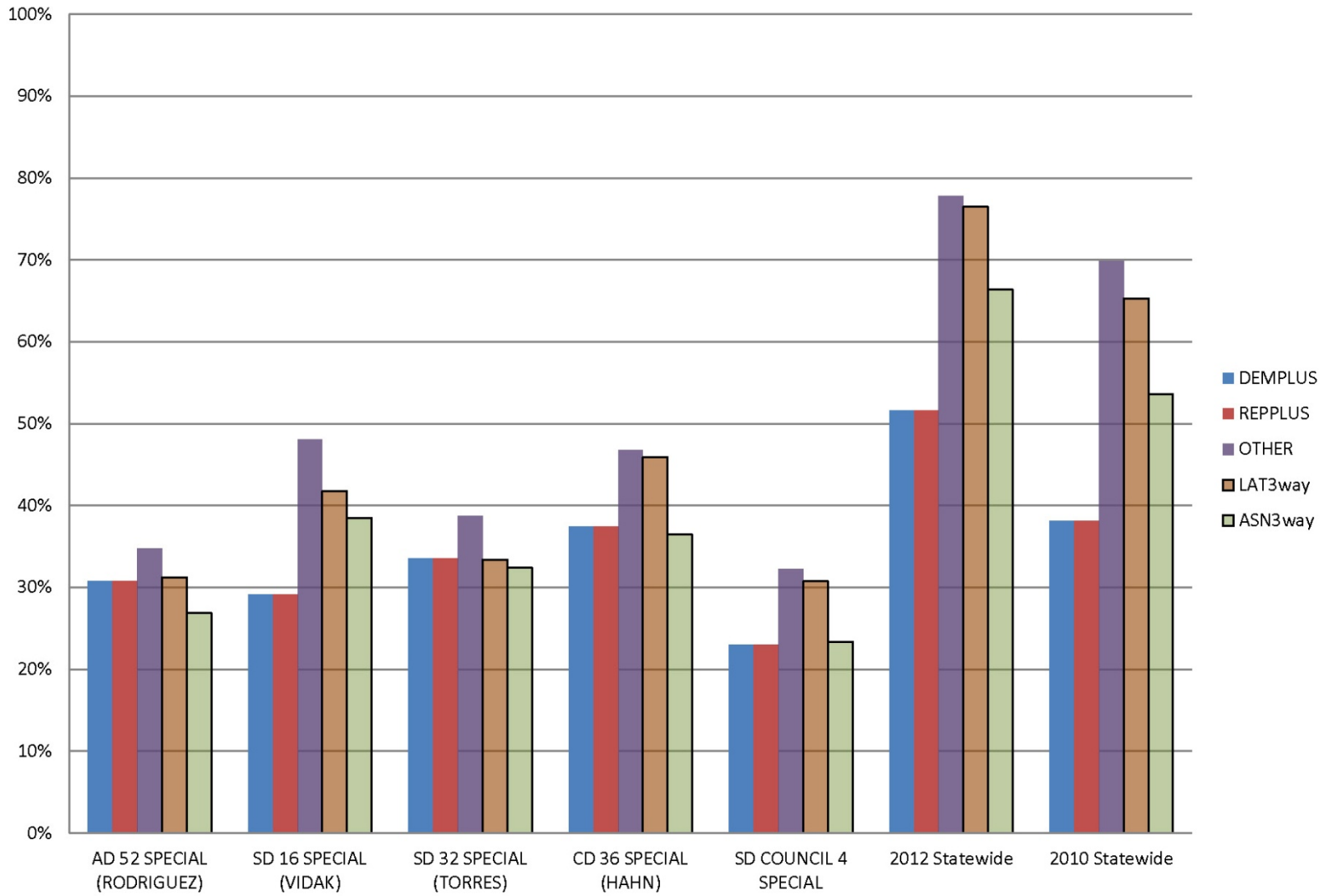


Primary / Runoff Relationship

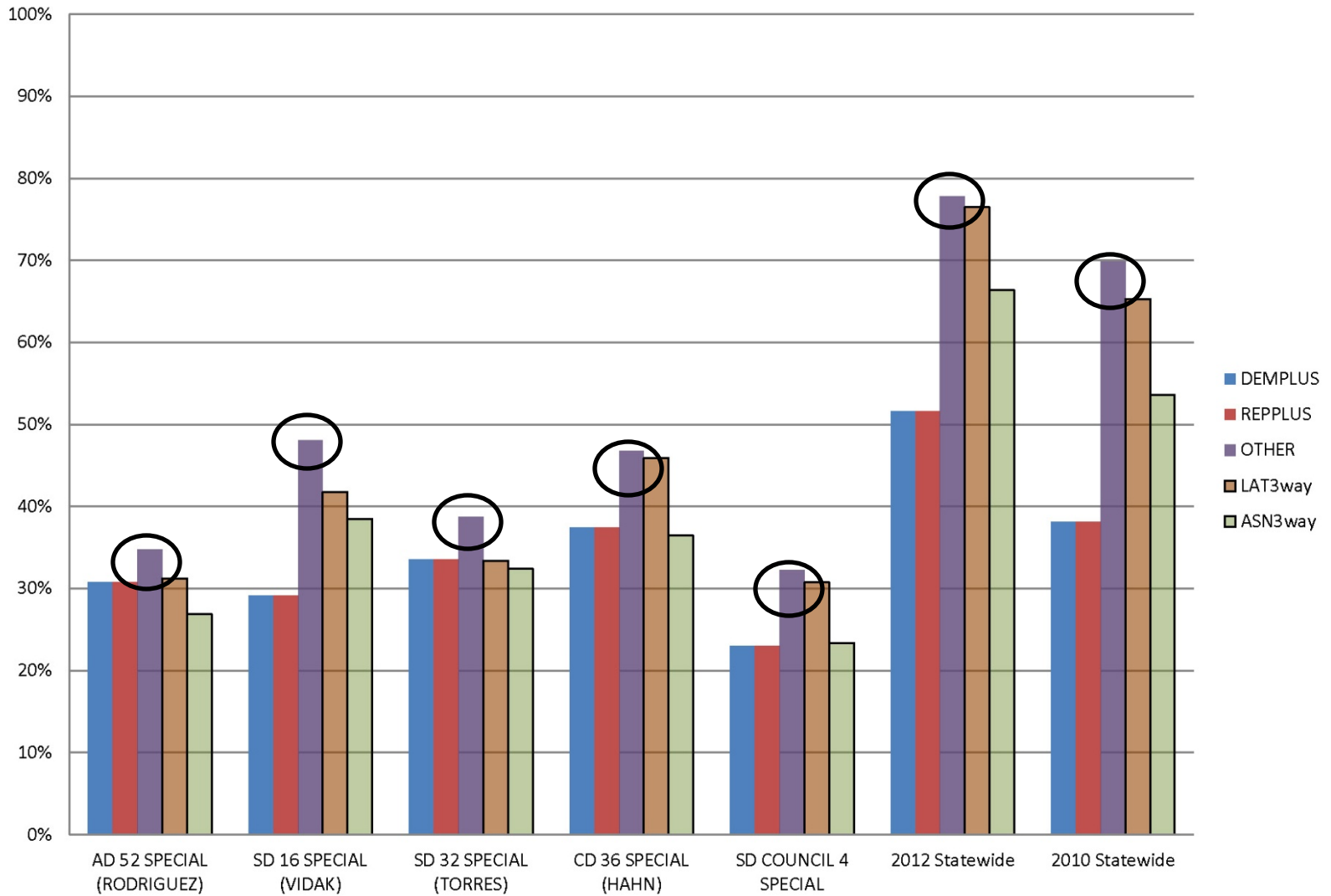
2012 Presidential Election



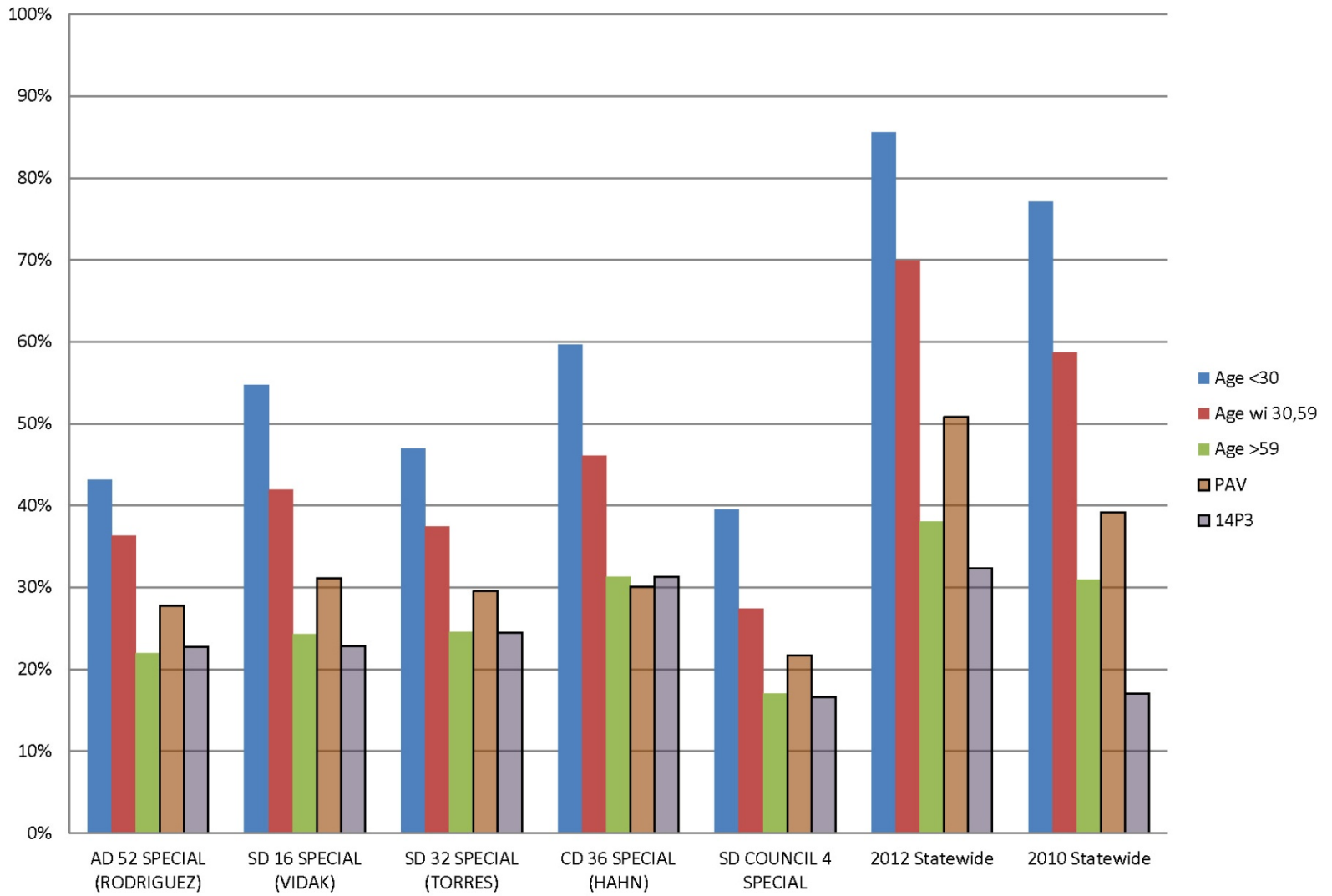
Independent Voters Arrive in Runoff in Greater Numbers



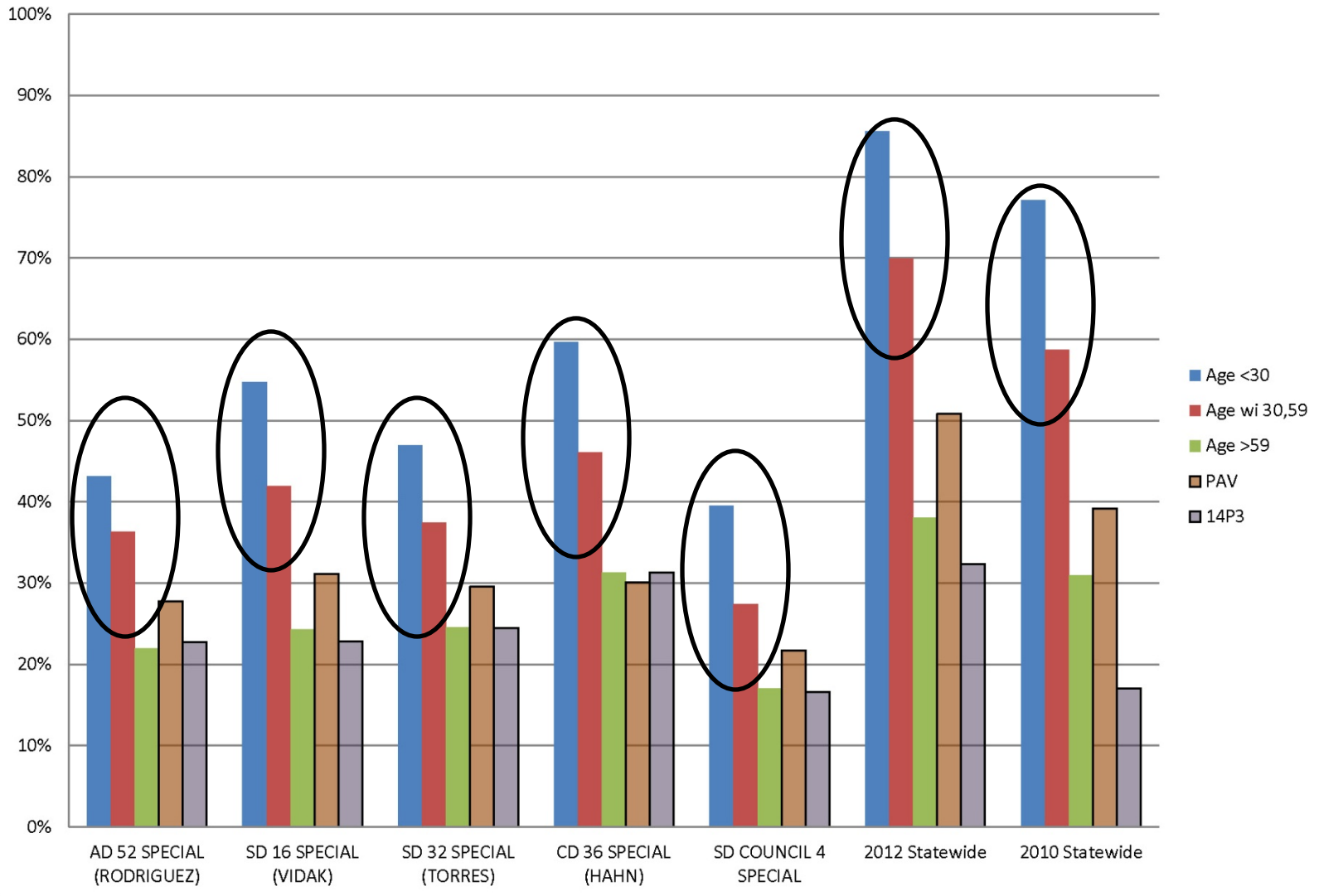
Independent Voters Arrive in Runoff in Greater Numbers



Younger Voters Arrive in Runoff in Greater Numbers



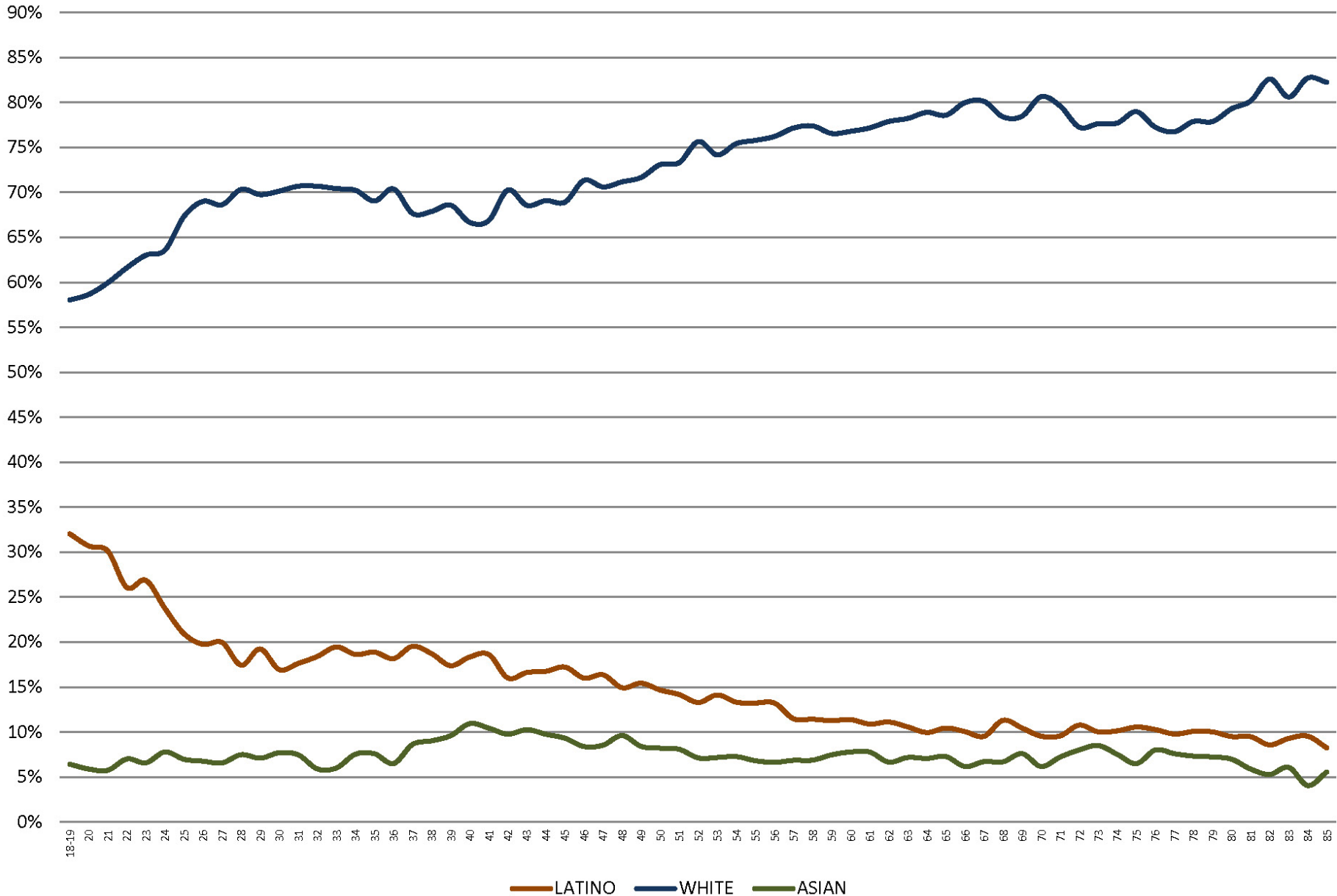
Younger Voters Arrive in Runoff in Greater Numbers



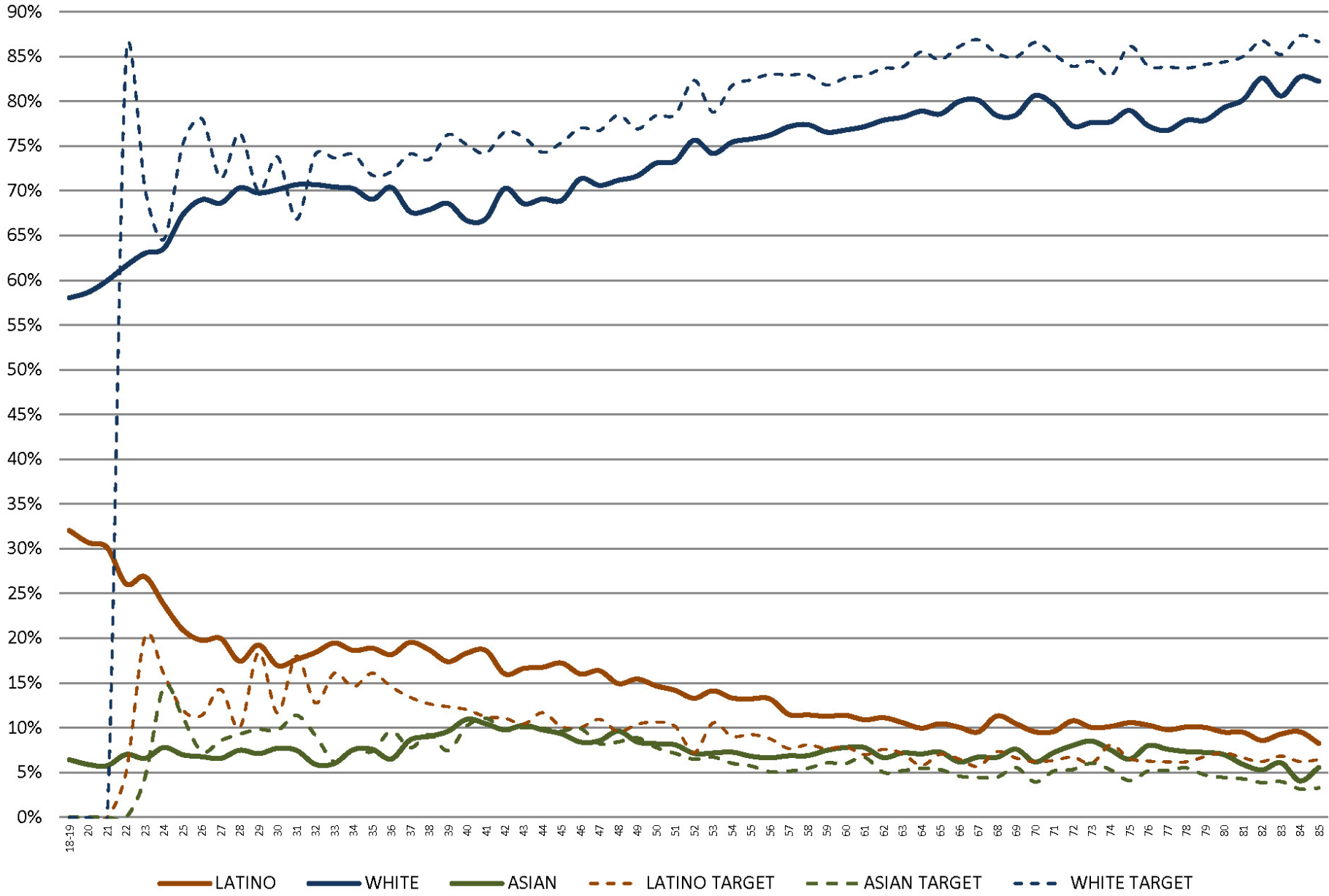
Targeting Still Works

- Despite the variability in raw voter turnout for special elections, the percentages of ethnic/partisan/age turnout can be predicted.

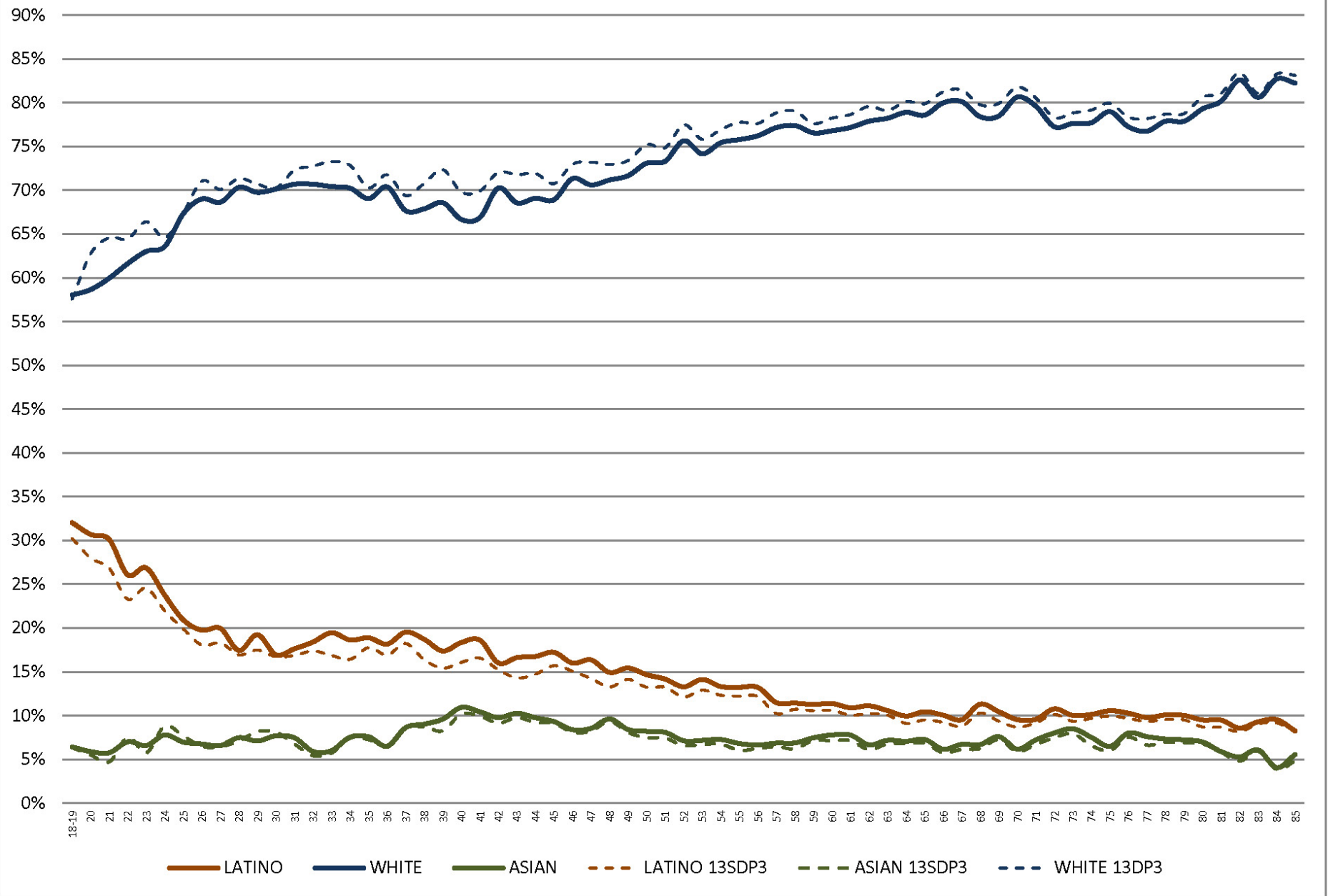
San Diego Mayor Primary - Voted by Age / Ethnicity



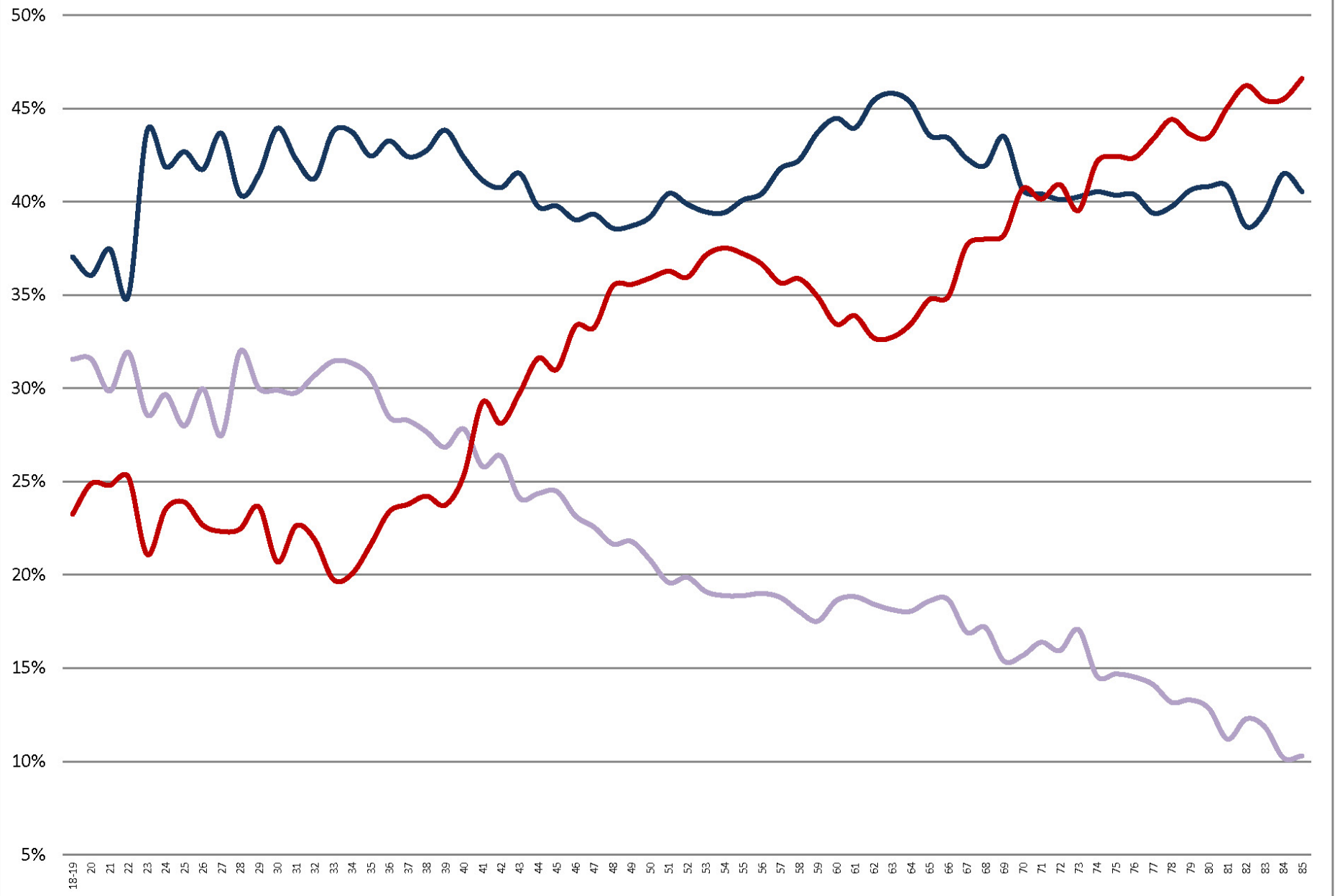
San Diego Mayor Primary - Voted vs. 3-4



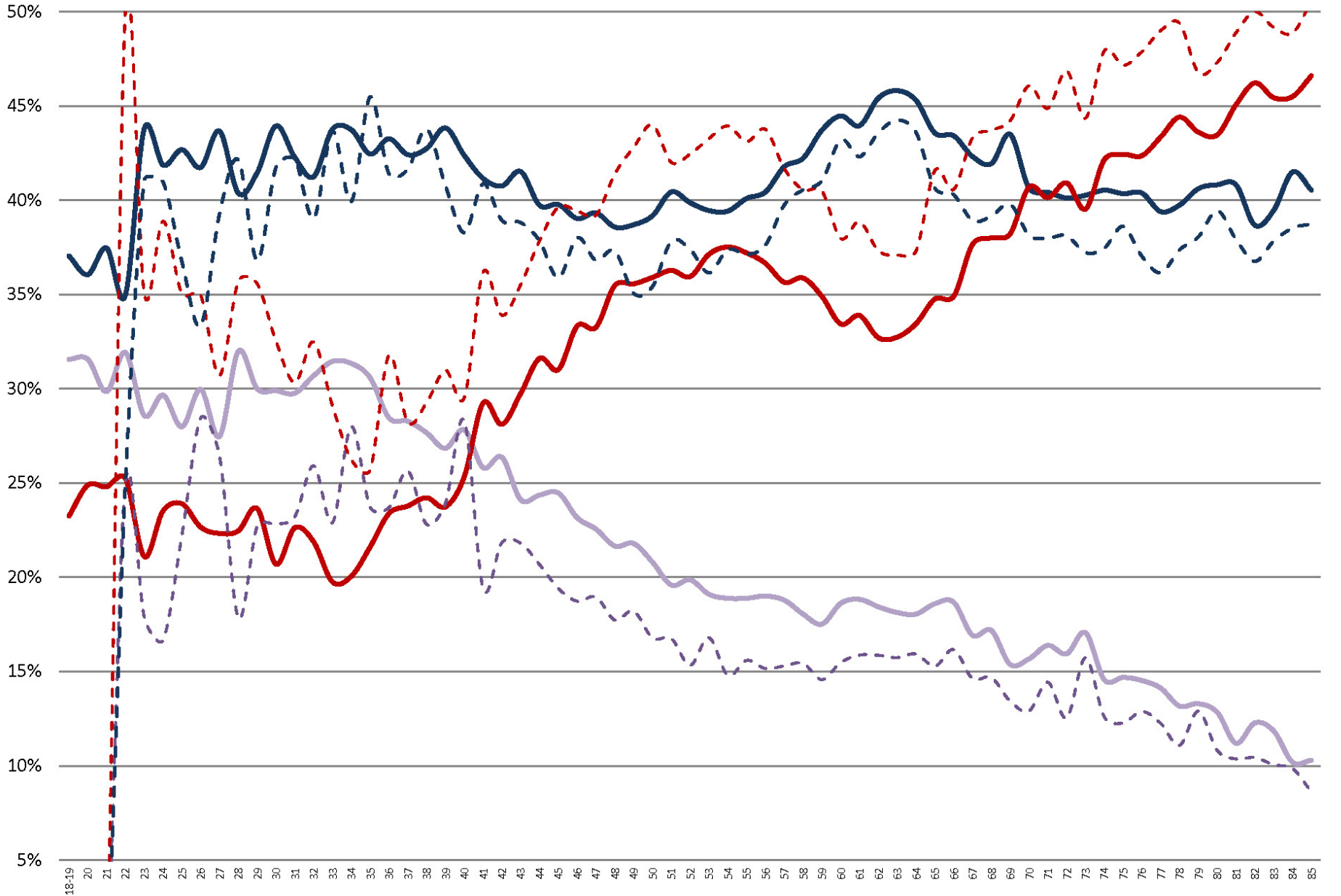
San Diego Mayor Primary - Voted vs. PDI Universe



San Diego Mayor Primary - Voted by Partisanship



San Diego Mayor Primary - Voted vs. 3-4



San Diego Mayor Primary - Voted vs. PDI Universe

