

AnElovonCaseStudy



How to Win Elections With Low-Propensity Voters

Arizona Primary 2014, Maricopa County



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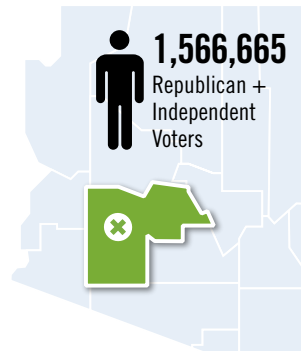
By reengineering the traditional two-tier voting categories (high-propensity/low-propensity) and converting it to a proprietary 20-tier voting-probability platform, we are able to increase the voter database of those with a 50-percent chance of voting by 78.58% (increasing the database from 135,306 to 241,638 voters).

Out of the 1,566,665 registered voters in Maricopa County's 2014 Republican gubernatorial primary, all of them were labeled either low-propensity or high-propensity voters.

Yet, about 209,000 so-called "low-propensity" voters cast ballots in the election. We wanted to identify those low-propensity voters who actually had a high likelihood of voting — the people who were going to vote, even though they had not voted in three out of four of Arizona's last elections.

Is it possible to identify these voters with a level of confidence so the candidate can target his or her message without wasting money? It is. Here is how we did it.

High-Propensity Voters vs. Low-Propensity Voters — Maricopa County, Arizona



135,306

High-Propensity Voters

(defined as those who voted in at least three of the last four elections)

1,431,932

Low-Propensity Voters

(defined as those who did not vote in at least three of the last four elections)



20 Tiers vs. 2 Tiers

Instead of simply using one criterion (voting history), we appended and geocoded a person's socio and economic information to identify patterns in data that are invisible to the human eye.

Next, we identified the patterns of behavior for the ideal high-propensity voter, and contrasted that with the patterns of behavior for the ideal low-propensity voter. From there, we created twenty tiers of voters, with Tier 1 being the people who have a 95-99.9% probability of voting and Tier 20 voters being the people who have a .01-5% chance of voting.

Rather than looking only at a person's voting history, these tiers truly define what is low-propensity (high-numbered tiers) and what is high-propensity (low-numbered tiers.)

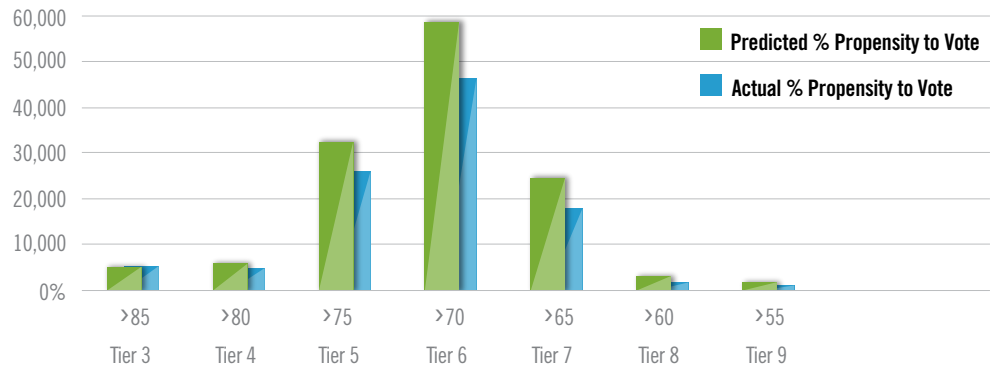
Because we are no longer looking only at voting history, we are able to locate the people who otherwise look like high-propensity voters. For instance, the old model would categorize a voter who is new to Arizona as "low-propensity" because s/he has no voting record in the state. Our model extracts these new residents and determines whether they look like high-propensity voters, independent of their lack of voting history in the state.

Our models can be customized for a primary election, general election, or an initiative.

Results

The graph below represents our predictions in the 2014 Republican Primary. For example, in Tier 4, we predicted 5,328 voters: There were 4,367 actual voters, meaning we had a 81.96% accuracy, which is in line with the 80% probability within Tier 4. In Tier 6, we predicted 59,529 voters: There were 47,147 actual voters, a 79.20% accuracy. In this Tier, our model performed better than expected by almost nine percent.

Please make note: Our tiers do not represent approximated groups of people. Our tiers represent concrete individual voters. For instance, we can tell you that a voter with Voter ID 12345 has a 67% percent probability of voting and is therefore placed in Tier 7. How much easier will it be to connect with actual voters when you know who is most likely to vote?





Using Low-Propensity Voters to Your Advantage

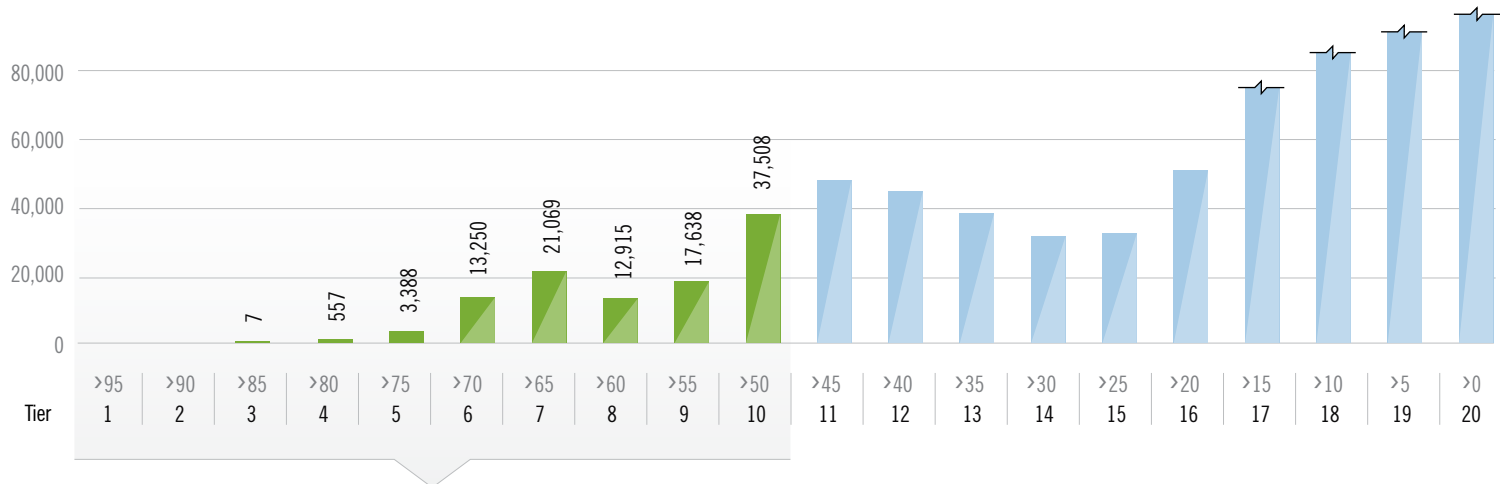
Of the 135,306 high-propensity voters in Maricopa County, 105,131 voted in the 2014 primary. In other words, their voting probability is 77.7%, whereas the voting probability for low-propensity voters is just 14.6%.

It's no surprise that HP voters are considered to be valuable commodities. But this logic is flawed. After all, there are a lot more low-propensity voters — 1,431,932, to be exact. And with 14.6% of these voters turning up on Election Day, this means about 209,000 voters were low-propensity—nearly double the number of high-propensity voters.

By using ElovonVote's twenty-tier system, we can search specifically for low-propensity voters who have a likelihood of voting in your candidate or platform's favor. Looking at the graph, you can see that 17,202 low-propensity voters have a probability of voting that is almost the same (just 7 percent less) as the probability of a traditional high-propensity voter. In other words, there were 10% more high-propensity voters than the candidate thought there were. Because these voters did not fall into the traditional categorization, they were not discovered by the traditional model. Most likely, these people have not lived in Arizona long enough to be categorized

as high-propensity by standard definition, but they nonetheless are highly likely to vote.

The results get even more attractive when you look at Tiers 1-10 (which encompasses all voters with a 50% chance to vote). Instead of marketing only to 135,306 "high-propensity" voters, you can increase your database of likely voters by 106,332 (or 78.58%) by adding "low-propensity" voters with a greater than 50% chance of voting.



You can increase your database of likely voters by **106,332** by adding low-propensity voters with a greater than 50% chance of voting.