The Influence of Data & Analytics on Elections

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Agenda

- Introduction
- Data
- Analytics
- Campaigns & Data - Background
- Data Revolution - Corporations
- Data Revolution - Politics
- The REALTOR® Party Data Revolution
- Q & A

Introduction

- Drew Brighton – Data Guy
  - Acxiom Corporation – 1995-2005
  - TargetSmart – 2006 – Present
- TargetSmart
  - Founded in 2006
  - Headquartered in Washington, DC
  - The nation's leading voter data company.
  - Provide information-driven strategy, consulting, and outreach services.

Data

- Data about people, used for:
  - Market Research
    - To understand how people think.
  - Direct Marketing
    - To acquire and retain customers.
    - To cross-sell and up-sell customers.
  - Risk
    - To make decisions on credit, loans, etc..
  - Law Enforcement
    - To find bad guys…

Data

- In politics, data is used for:
  - Market Research
    - To understand how people think.
  - Direct Marketing
    - To register and persuade voters.
    - To get people to vote.
  - Fundraising
    - To raise money for a candidate or PAC.
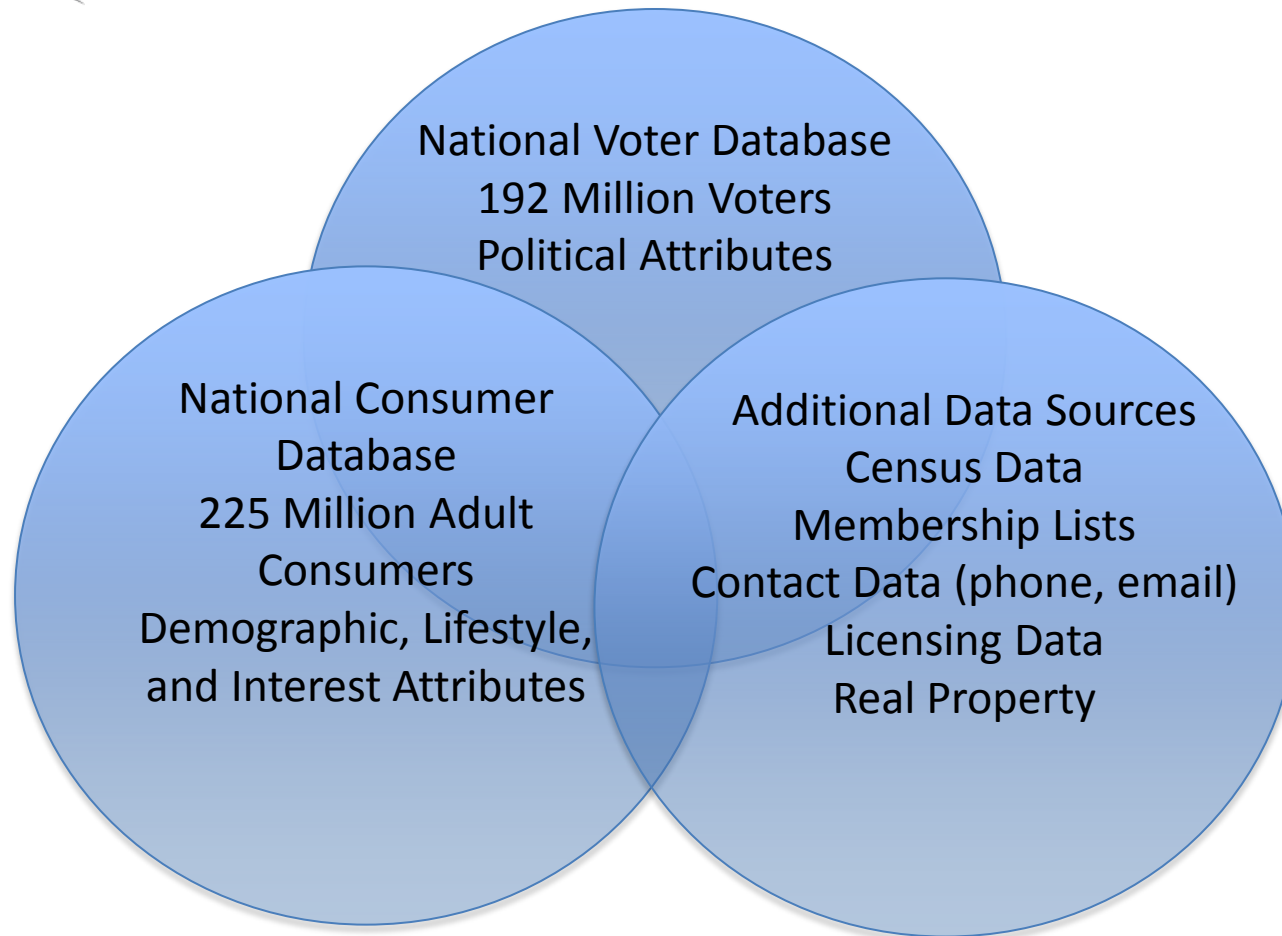 - Advocacy
    - To get people to take action.

Data

Name: Jack Schmidt
Address: 123 Main St
Age: 52
Marital Status: M
Children: Y
HH Income: $250k
Voting Habits:
Frequent Voter

Occupation:
Small Business Owner
Education: College Degree
Interest: Hunting/Fishing
Homeowner: Yes
Ethnicity: Caucasian
Party Support: Republican
+ up to 1100 more attributes.

National Voter Database
192 Million Voters
Political Attributes

National Consumer
Database
225 Million Adult
Consumers
Demographic, Lifestyle,
and Interest Attributes

Additional Data Sources
Census Data
Membership Lists
Contact Data (phone, email)
Licensing Data
Real Property

Analytics

an·a·lyt·ics

/ˌanəˈlidiks/

noun

- the systematic computational analysis of data or statistics.

- information resulting from the systematic analysis of data or statistics.

Analytics

- Math, applied to data, to predict the future.
- Examples
  - For financial institutions…
    - Credit Score – should we lend you money?
  - For real estate…
    - AVM Models – how much is this house worth?
  - For politics…
    - Turnout Score – are you going to vote?

Campaigns & Data - Background

- Voter lists were difficult to compile
- Handful of companies could manage the data
- Data was not good, and household and individual consumer data was scarce
- Opinion polling was in no way connected to outreach
- Primary voter contact methods were TV, radio, door-to-door, and direct mail

The Data Revolution - Corporations

- From the mid 1970's through the mid 1990's, data began to play a more and more important role for businesses.
- Initially just filed under 'direct marketing' or 'data processing' department, companies came to realize that their customer data was often their greatest asset.
- Data moved from the computer room to the board room.

The Data Revolution - Politics

- Political campaigns lagged behind other 'industry' segments.
- In early 2000's, few campaigns even used house-hold or individual level consumer data.
- Most campaign teams consisted of the pollster, the media consultant, and the mail consultant.
- Voter targeting was precinct-level (at best).
- Grassroots advocacy was rudimentary.

The Political Data Revolution: A Timeline

- 2002 – Campaign Finance Reform
- 2004 – Consumer Data
- 2006 – Analytics
- 2008 – Digital
- 2010 – Social
- 2012 – Integrated Campaigning
- 2014 – Playing Catch Up / Keeping the Lead
- 2016 – Managing the Voter "Experience"

The REALTOR Party Data Revolution

- Grassroots Advocacy
  - Engaging members with timely, relevant information about issues
- Campaign Services Program
  - Issues and Independent Expenditure Campaigns
- Consumer Outreach Program
  - Raising awareness and mobilizing consumers
  - Building a database of real-estate activists

The REALTOR Party Data Revolution

2014 NAR Campaign Services Outreach Tools

- 217 Campaigns Using U.S. Mail
- 3.53 Million Direct Mail Sent via U.S. Mail
- 1.87 Million Phone Calls (Robo & Live)
- 153 Million Online Ad Impressions
- 8 Radio Ads and 2 Cable TV Ad
- 14 Field Programs
- 181 Political Polls Conducted

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The REALTOR Party Data Revolution

- Case Study #1
  - Missouri Transfer Tax - 2010
- Case Study #2
  - Governor Herbert Re-Elect - 2012
- Case Study #3
  - San Jose City Council Race - 2015

The REALTOR Party Data Revolution

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#winning

Q & A