



Case Study

Innovative Field Program Empowers Independents to Build a Better NV

(2022)



AAPC Gold Pollie
Best Use of Analytics

We worked with Better Nevada to build a first of its kind IE personalized field program with targeted nonpartisan (No Political Party) modeling which resulted in Governor Lombardo to be the first person to unseat a sitting Governor in Nevada in over 40 years.

Stage 1: Model Unaffiliated Voters

The fastest growing segment of voters in Nevada are the unaffiliated “No Political Party” voters. We conducted a modeling project focused solely on these voters and their issue preferences, partisan leanings, and turnout likelihood.

To build out the hyper focused community field program we had to narrow down this large block of the electorate, who purposely want to be politically anonymous, into a Lombardo “winnable” targeted segment. In addition, we included low turnout Republicans (2020G NOT 2018G OR 2022P) in our targeted universe.

Stage 2: Create Walkable Universe

We then took the targeted universe and broke it down into walkable households. This

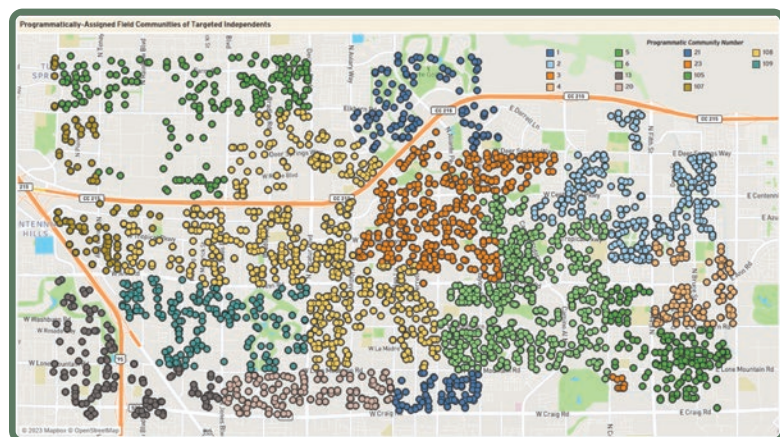
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was done using geolocating and measuring the number of households per square mile and the average distance between closest targeted HH.

The complete walkable targeted universe was further broken down into 127 roughly equal sized selects of households assigned to individual canvassers. This allowed the same canvasser to consecutively communicate with the targeted voters effectively and efficiently and turn them out to vote.

Stage 3: Build Targeted Communities

The modeling allowed the canvassers to talk to the No Political Party persuadable voters about personal vote determinative issues. We further personalized the community regions



Our modelling project focused on issue preferences, partisan leanings, and turnout likelihood to narrow down unaffiliated voters into a Lombardo “winnable” target segment.

to assign Spanish speaking canvassers to Spanish speaking voters using diversity metrics. These community regions were built completely programmatically, meaning this process could be duplicated and scaled based on needs and the field team could continue to work without any delays.

Results: Increased Target Turnout and Victory

The field program resulted in 775,199 personalized door to door communications along with a myriad of other voter engagement and turnout contacts.

Bottom line — it worked and it is clear to see the effects that an analytic based, programmatic, efficient field program can have on election. Analyzing turnout based on 2020 participation the lean right No Political Party voters turned out at 85% of their 2020 participation while the left leaning No Political Party voters turned out at 63% of their 2020 participation. The true middle No Political Party voters turned out at 72%.

Looking at registered party we can also see an advantage with our low propensity

Lean-right “No Political Party” voters turned out at 85% of their 2020 participation, compared to 63% for lean-left “No Political Party” voters.

turnout Republicans participating in the 2022 election relative to low propensity Democrats. The low propensity Republicans who skipped the previous midterm voted at 52% of 2020, a 122% advantage over the Democrats 43%.

Simply put, if this innovative approach had not been implemented, and our targeted No Political Party voters and our targeted low propensity turnout Republicans would have voted at the same rates as the left leaning No Political Party voters and low propensity Democrat voters, there would have been 32,798 less Republican votes. Joe Lombardo won by 15,386 votes.

As a result of our targeted field program, turnout among independent Lombardo supporters (left) far outpaced turnout for left-leaning independents (right).

