DNC SCORES IN VOTEBUILDER

VA 5th District Democratic Committee

DNC scores in VoteBuilder are models of behavior that are created from historic data, demographics, self-identification, consumer data and polling that are used to predict future outcomes. We will continue to refresh the scores periodically. All scores have values between 0-100, where 100 indicates a person is more likely (to do an action) or support (an issue) and a 0 indicates an individual is less likely (to do an action) or support (an issue), and can be used with Create a List. A list of available scores with definitions is provided below.

Voting Preference

2016: DNC Dem Party Support v2 – Probability that an individual supports the National Democratic Party.

2016: DNC General Turnout v2 – Predicts how likely an individual is to vote in the upcoming general election.

2016: DNC Ideology – Predicts an individual's ideology between conservative and liberal. For this score instead of support, the score is measuring how conservative (0) versus how liberal (100) a person classifies themselves.

Demographic

2016: DNC Income – This Score ranks the likelihood of an individual being wealthy (100) compared to others in the state.

2016: DNC College Grad – Predicts if an individual has a college degree.

2016: DNC Kids in HH – Probability that an individual is living in a household with children.

2016: DNC Marriage – Probability that an individual is married.

Religion Scores

NOTE All Religion scores have values of 0-4

2016: DNC Catholic – How likely a voter is to identify with being Catholic.

2016: DNC Evangelical – How likely a voter is to identify with being Evangelical.

2016: DNC Other Christian -How likely a voter is to identify with being another Christian denomination.

2016: DNC Non-Christian – How likely a voter is to identify with being Non – Christian.

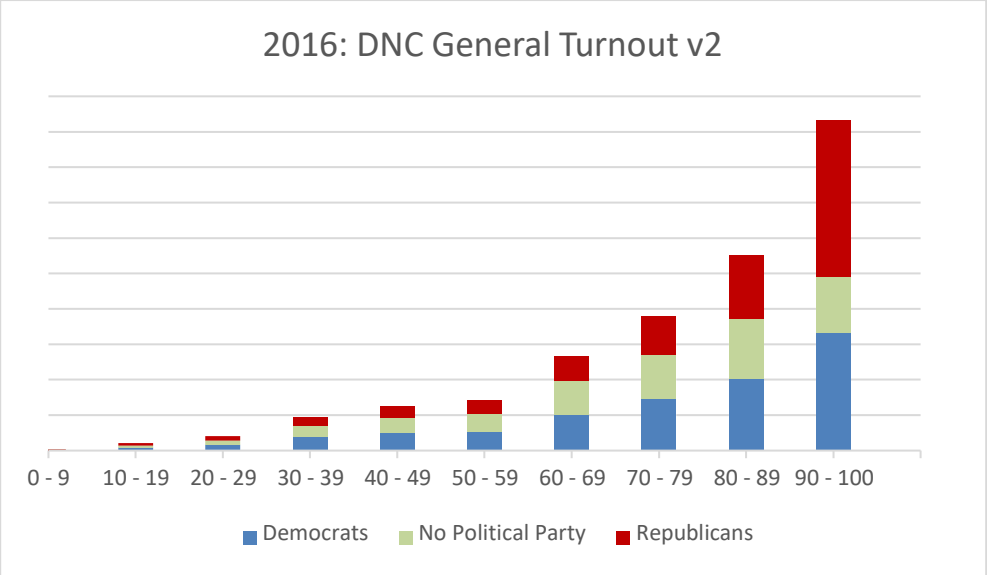
Volunteering

2016: DNC Volunteer Propensity v4 – probability that an individual will volunteer for a democratic political campaign.

SUMMARY OF DNC SCORES IN VOTEBUILDER

Compiled by the San Diego County Democratic Party

Turnout



NOTES ON USAGE

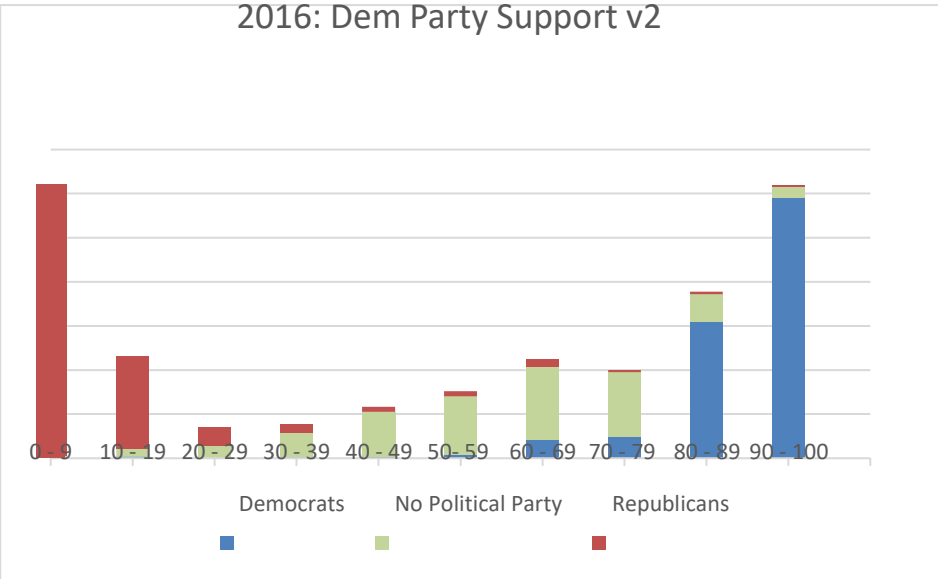
• Represents a rank-ordered prediction of a voter's likelihood to turn out in the 2016 General Election.

• Those in the 40-70 range are the best targets to yield the greatest GOTV impact.

• Persuasion outreach should focus on voters with higher scores.

• Universes for voter contact (sets of targeted voters) should be built by scaling up and down scores as needed to fit within a campaign's budget and capacity.

Dem Party Support



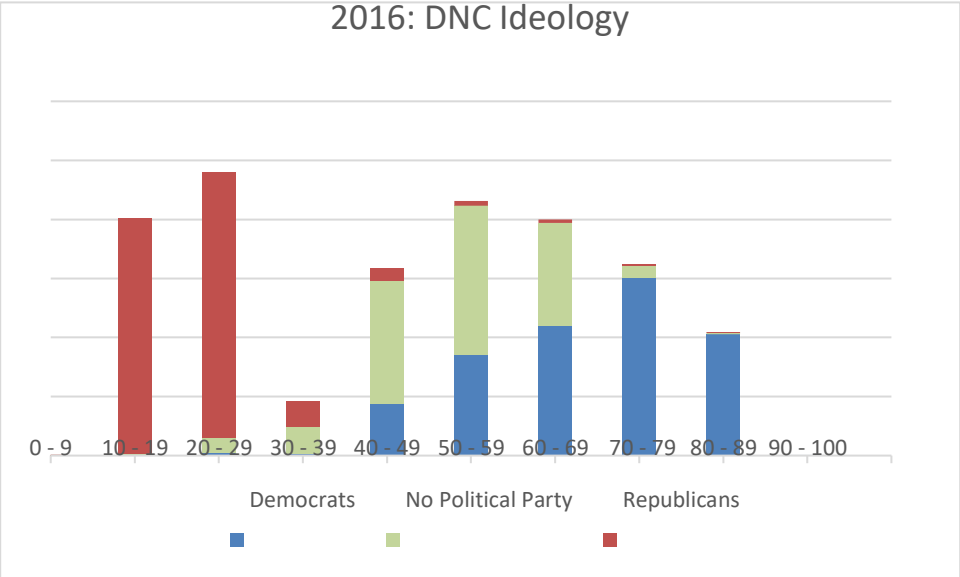
NOTES ON USAGE

• Predicts a voter's probability of self-identifying as a Democrat (not necessarily intensity of support).

• Can be used to identify likelihood of Democratic support among unaffiliated or minor-party voters, or to identify Republicans who behave more like Democrats and vice versa.

• A generic Democratic universe for GOTV includes support scores of 70+, but for more efficient universes 80+ or 90+ could be used. Middle-scoring voters are not necessarily independent or persuadable but only people of unknown partisanship.

Ideology



NOTES ON USAGE

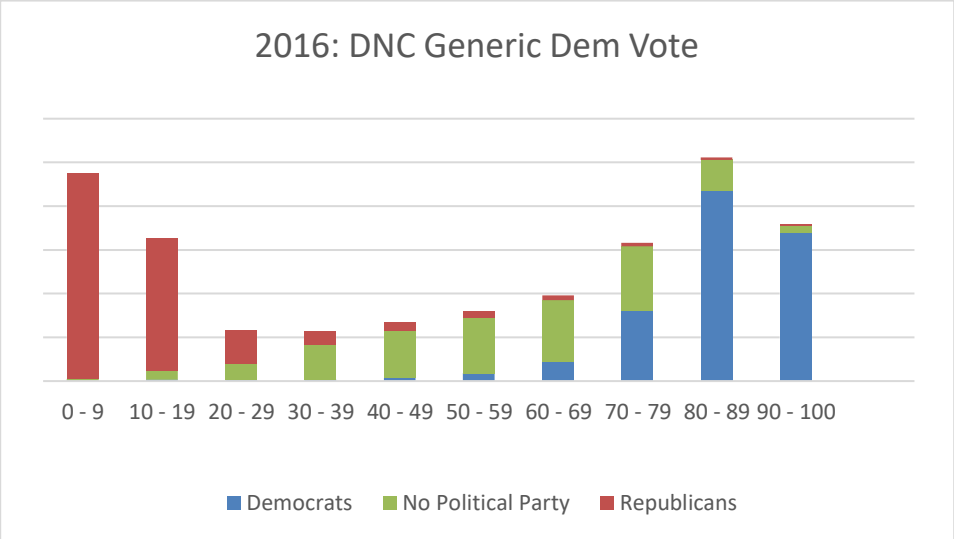
• Higher-scored voters are more likely to self-identify as liberal, and lower-scored voters more likely to self-identify as conservative.

• Can be used to distinguish between liberal, moderate, and conservative Democrats to find those most likely to support a specific candidate.

• Can help identify moderate Republicans who could be persuaded to cross over.

• Can be used to predict voters' preferences for policy-related questions on the ballot.

Generic Democratic Support



NOTES ON USAGE

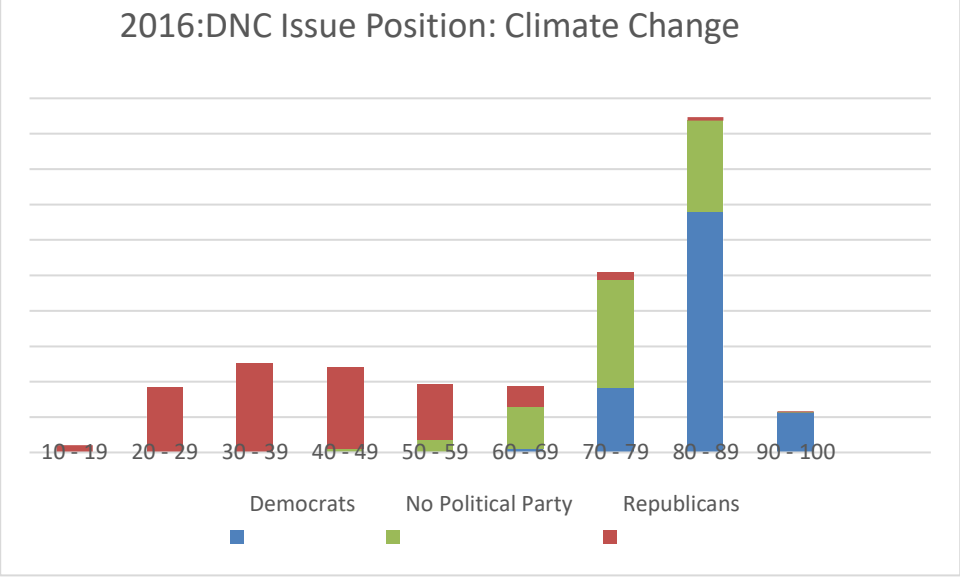
• The score represents a general indicator of how likely someone is to vote for Democrats in downballot races. For local races, this is recommended as an even more effective tool than the Democratic Party Support score.

• Higher scores indicate a greater probability of voting for Democrats.

• For GOTV purposes, campaigns should focus on voters with high scores to ensure that they mobilize the most likely Democratic supporters.

• For persuasion outreach, campaigns should focus on voters with scores in the middle to upper-middle of the range.

Climate Change



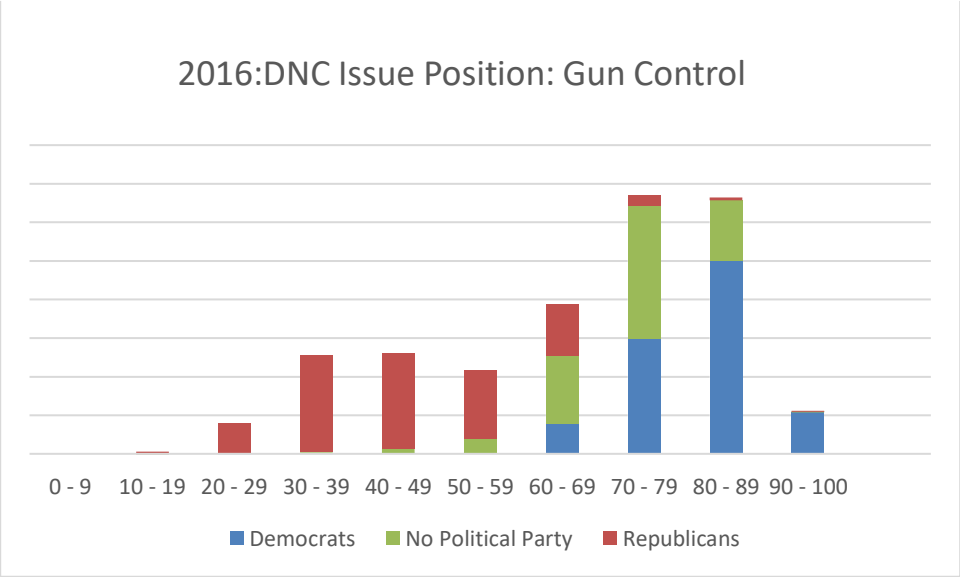
NOTES ON USAGE

• Higher-scoring voters are more likely to favor imposing tougher environmental regulations in order to combat climate change.

• Campaigns can use issue position scores to target voters who are most likely to agree with a candidate's messaging on that position, or to select an issue message for voters a campaign has already decided to target.

• Users should note that issue scores indicate voters' likely position on an issue, not priority or intensity of support.

Gun Control



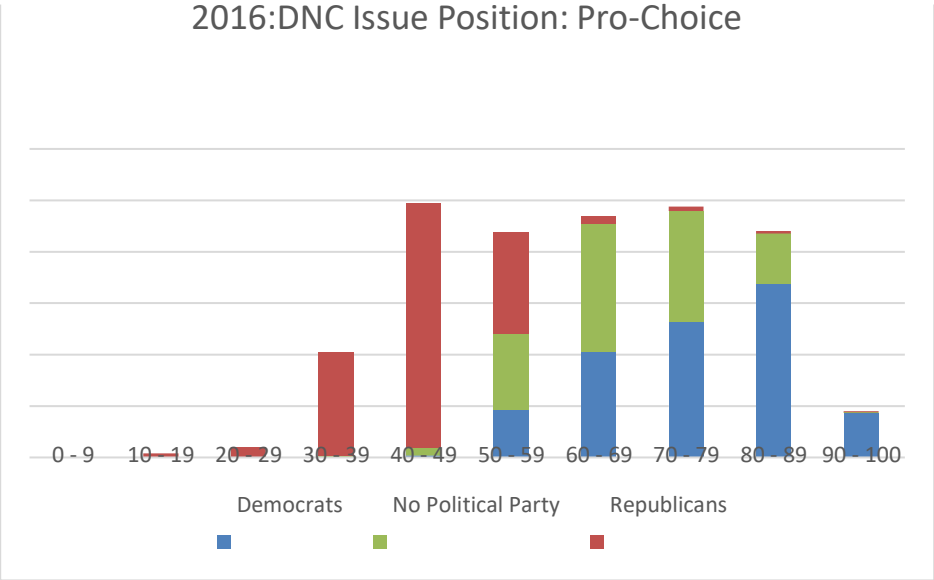
NOTES ON USAGE

• Higher-scoring voters are more likely to favor limiting access to guns by tightening background checks and restricting the purchase of military-style weapons.

• This score reflects a distinct gender divide on gun safety: women have average scores 13% higher than men in this model.

• Campaigns can use issue position scores to target voters who are most likely to agree with a candidate's messaging on that position, or to select an issue message for voters a campaign has already decided to target.

Pro-Choice

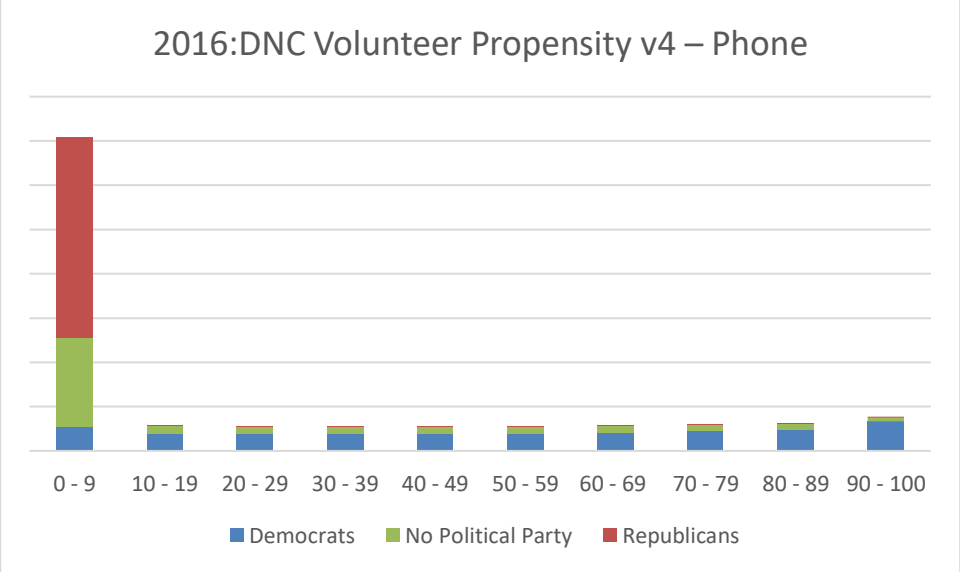


NOTES ON USAGE

• Higher-scoring voters are more likely to oppose placing more restrictions on abortion, such as waiting periods and mandatory ultrasounds.

• Campaigns can use issue position scores to target voters who are most likely to agree with a candidate's messaging on that position, or to select an issue message for voters a campaign has already decided to target.

Volunteer Propensity



NOTES ON USAGE

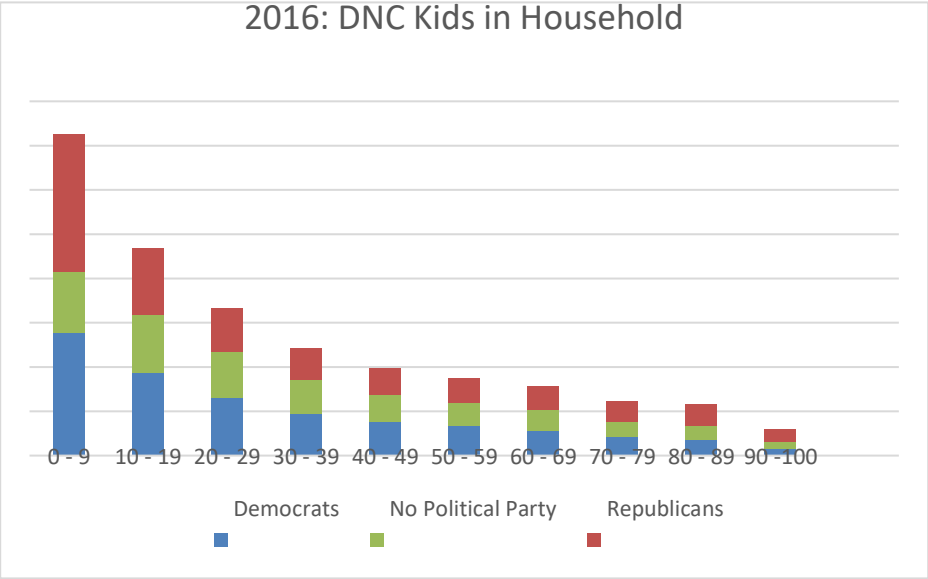
• This model generates a volunteer recruitment score for all voters who are considered likely to support Democrats (Dem Party Support score >60).

• Scores predict how likely a person is to volunteer for a Democratic campaign or organization if asked.

• Campaigns should first contact voters with scores of 100, then move to those with scores of 99, 98, 97, and so on as the higher scores are exhausted.

• The score incorporates an additional score predicting contactability by phone, making it more efficient for phone-based recruiting efforts.

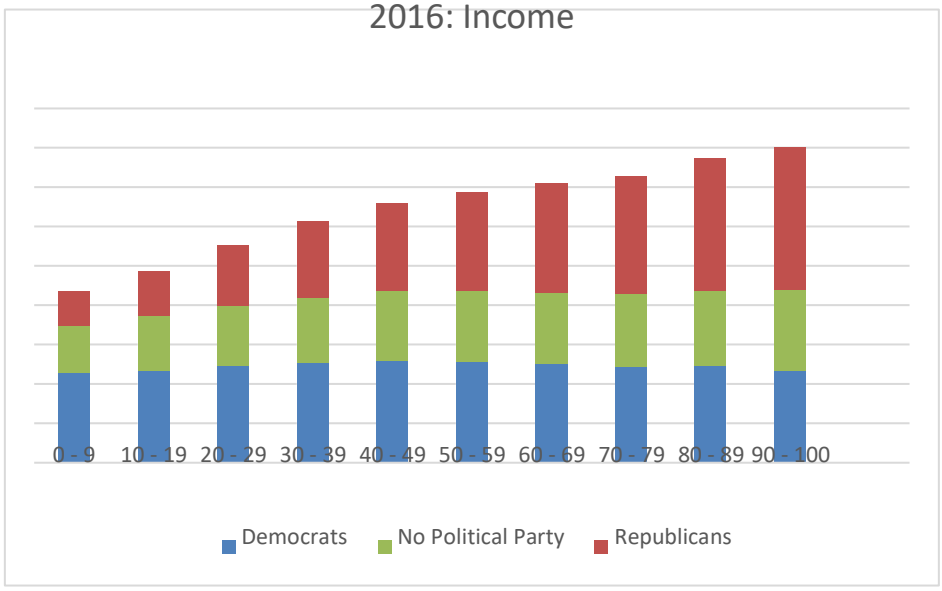
Kids in Household



NOTES ON USAGE

- This score represents the probability that an individual lives in a household with children under the age of 18.
- The average national score is 30, suggesting that fewer than a third of registered voters have children at home. This is consistent with the fact that registered voters tend to be older than the population on average.
- Campaigns seeking to target voters with children should contact voters with scores of 80 or higher, then scale downward to 60 or lower.

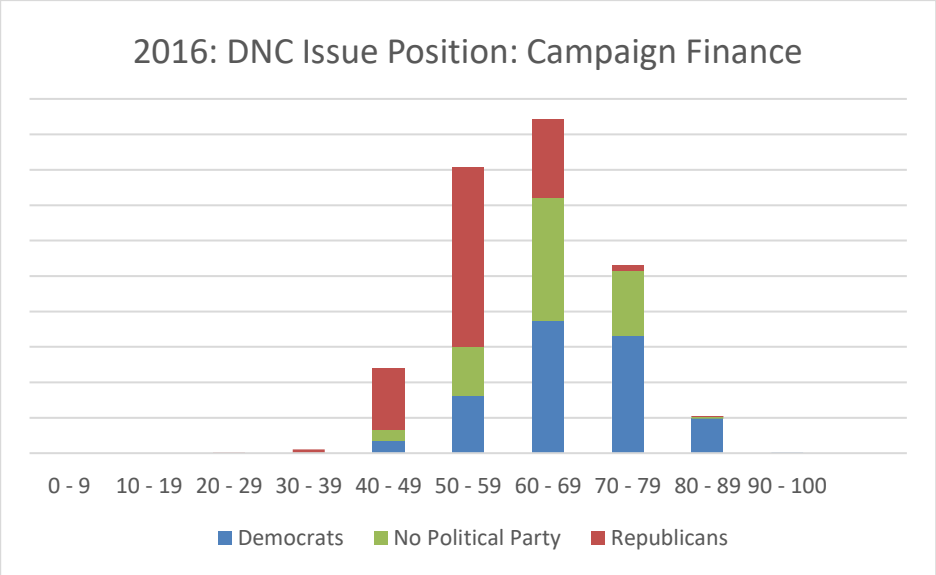
Income



NOTES ON USAGE

- The income score is a ranked prediction of voters' household incomes, calculated relative to other registered voters in the same state.
- Since this score is a percentile rank, a person with a score about 90 is predicted to have a household income in the top 10% of the state's income distribution.
- This score could be used to target messages on issues like taxation, unemployment, wages, poverty, education, etc.

Campaign Finance



NOTES ON USAGE

- Higher-scoring voters are more likely to favor limiting the amount of many that any individual or group can donate to a political campaign.

- Since this score addresses a less partisan issue, there is greater uncertainty about the predictions, leading to a narrow distribution of scores and very few voters predicted to be at either extreme.