



USING DATA TO WIN AT THE BALLOT BOX

Center for Transportation Excellence & Public Transportation Advocates in Action

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FIRM BACKGROUND

- Founded in 2014 by pollster Kristen Soltis Anderson and digital & data strategist Patrick Ruffini
- Uniting all aspects of modern research and data under one roof
 - Opinion research (qualitative and quantitative)
 - Predictive analytics and modeling
 - Competitive intelligence (TV & social/digital)
 - Situational/vulnerability assessment
 - Targeting and media/campaign optimization
- Work conducted on behalf of three 2016 Presidential primary campaigns, national political party committees, international referenda, ballot measures, trade associations, issue coalitions, and nonprofits



**OPINION RESEARCH IS NOT ONE-SIZE
FITS ALL AND THERE IS NO LONGER A
SINGLE “GOLD STANDARD”**





THE CAMPAIGN DATA LIFECYCLE

FOCUS GROUPS

Understand how voters are in thinking about an issue in depth, in their own words

SURVEY RESEARCH

Statistically rigorous baseline research to understand where you stand from all angles

ANALYTICS & MODELING

Weaponize survey findings with individual level scores that let you reach voters more efficiently

STEP ONE: FOCUS GROUPS

- Qualitative research, including focus groups, is usually the first step
- Hear how voters talk about the issue at hand, in their own words
- Understand how they react to messaging from both sides, before it's presented to them in a campaign environment you don't fully control
- Initial findings will inform the questions we later ask on a broader survey of voters, ensuring the concepts we ask about resonate and are reflective of how people naturally think about the choices presented to them

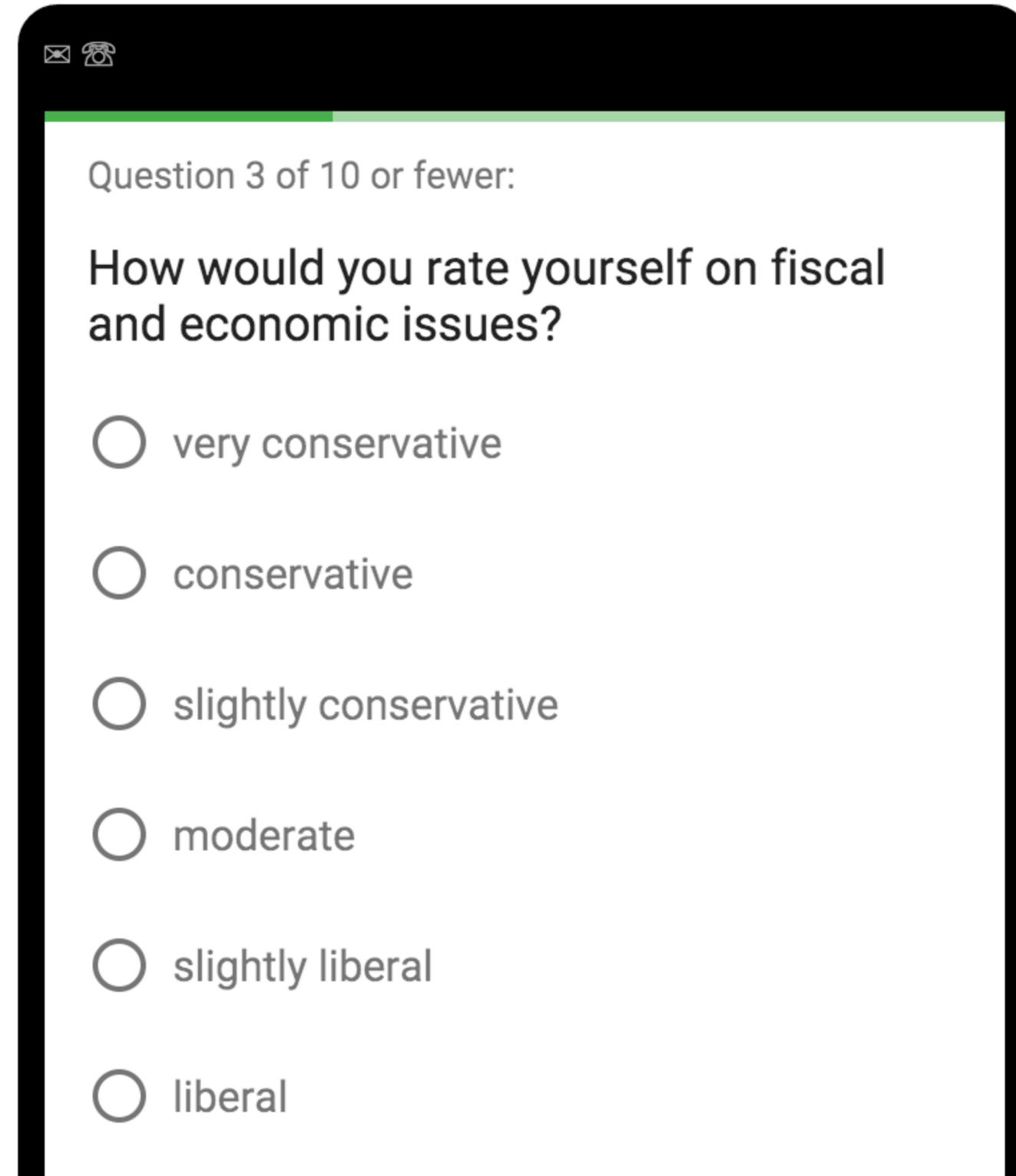
STEP TWO: SURVEY RESEARCH

- A benchmark study gives you an initial read on where you stand...
 - How will people vote if the election were held today?
 - How do people think about the arguments presented by both sides?
 - Are certain arguments more likely to get them to change to their minds?
- A survey's job isn't just to tell you who's winning... but **how to win.**
- Understand the demographic drivers of support, both from the survey itself and additional voter file or online panel variables
- Shorter, follow-up surveys continuously throughout the campaign to gauge progress and adjust strategy accordingly



ONLINE RESEARCH IS GROWING...

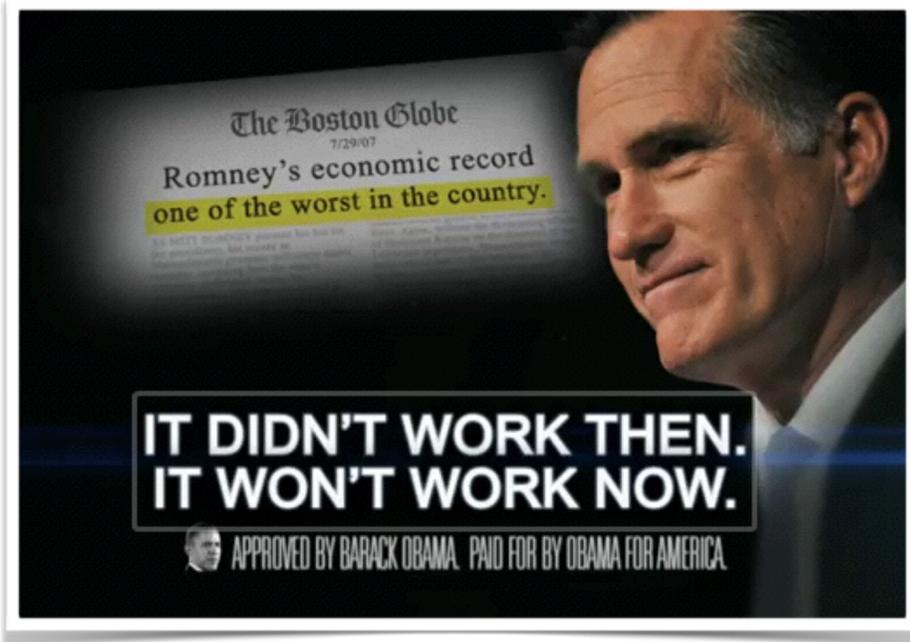
- There are a growing number of non-probability panels, including YouGov, SSI, and ResearchNow, to choose from, including platforms like Google Consumer Surveys that intercept their users at random...
- **Benefits:** Cost-effective, quick turnaround, more versatile than phone surveys
- **Downsides:** Difficult to conduct in very local areas; hard to connect to a voter file



Question 3 of 10 or fewer:

How would you rate yourself on fiscal and economic issues?

- very conservative
- conservative
- slightly conservative
- moderate
- slightly liberal
- liberal



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-2%



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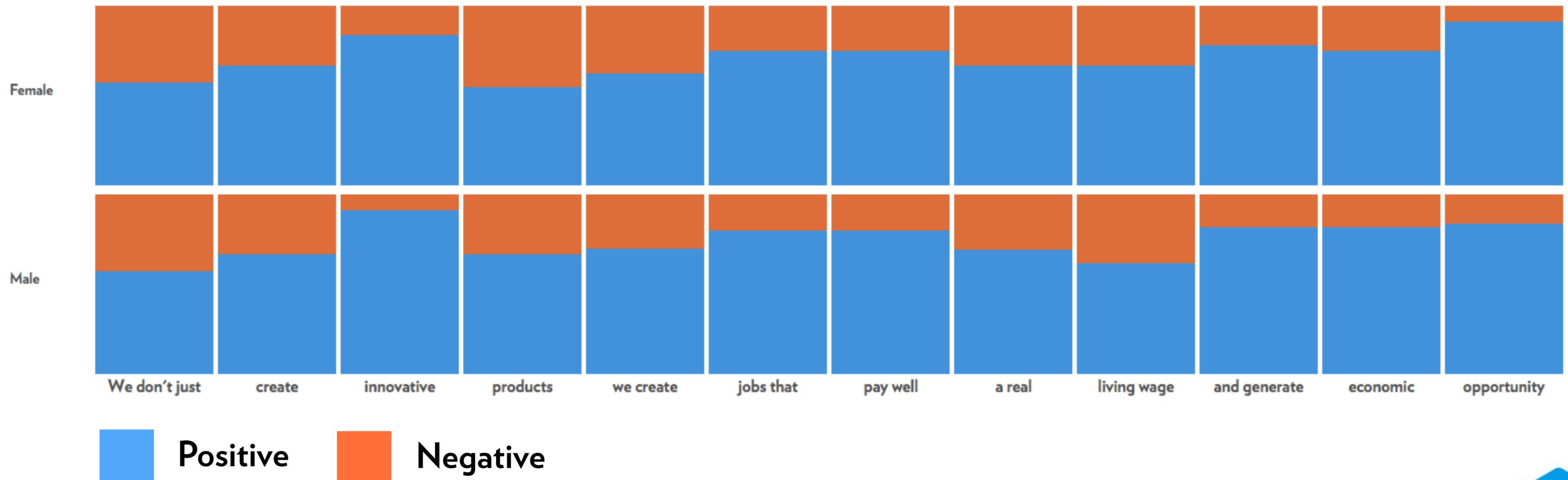
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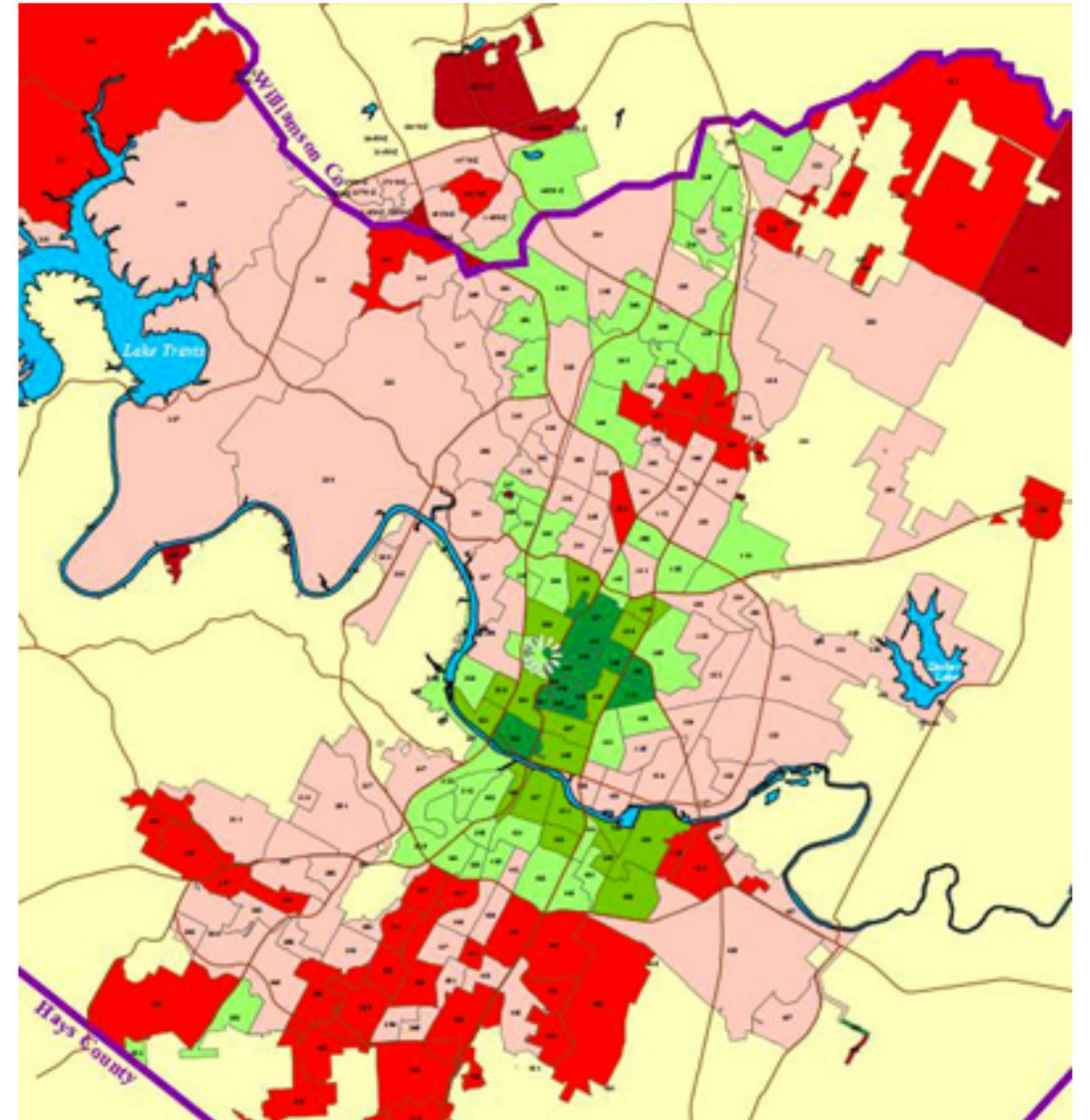
OPTIMIZED MESSAGING: THE TEXTURE OF A FOCUS GROUP WITH THE STATISTICAL RIGOR OF A SURVEY

For any message, respondents are asked to highlight any word or phrase they like, and strike through any word or phrase they don't like. This chart shows you which respondents approved of which part of your message.



STEP THREE: PREDICTIVE ANALYTICS

- Larger sample size with shorter questionnaire than initial survey
- This modeling survey is used to build predictive models showing the likelihood that any voter will support the initiative, turn out in the election, or be persuaded by a particular piece of messaging
- Models are informed by 600+ individual level variables as well as neighborhood-level data (such as demographics, past election results, or transportation use)
- Models will determine the specific voters to target, where they live, and the characteristics they share, and do it with more granularity than a survey
- Tracking surveys are fielded in the final weeks of a campaign to opinion shifts & update models and changing conditions on the ground

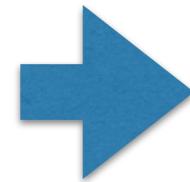


THE FLOW OF VOTER DATA ON A CAMPAIGN

Voter Files

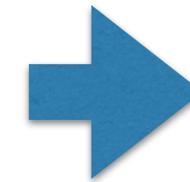
Historic election data

Patterns of transportation use



Individual-level models:

- Support
- Turnout
- Persuadability



Targeting:

- Mail
- TV
- Digital

THANK YOU

