



Sisters United Alliance

Bexar County

General election 11/20

Targeting Report

Prepared by Diana Patino 11.26.19

Recommendation

For Bexar County, election history shows that approximately 90,588 likely Democratic women did not turn out to vote in 2016 nor in 2018. 51,087 of them are in the low leaning Democratic score of 60, often making us skeptical about targeting them; however, when we do a random sample of the 51,087 women, all of them show they had voted once in 2008 or 2012. This gives us the idea that they voted for Obama. Their score is just not where we want it (above 60) because we do not have enough information on them. With this, SUA recommends adding these women to the final target.

Expected Target <ul style="list-style-type: none"><i>The number of women voters who fall under SUA criteria – women who will not be contacted by any party or candidates.</i>	90,588
Expected Turnout <p><i>The number of votes SUA expects to turn out</i></p> <ul style="list-style-type: none"><i>SUA turned out 36% of their targets in 2018. We hope to replicate or do better this time.</i>	32,612
Expected budget <ul style="list-style-type: none"><i>Money that will cover for messaging, 3 story-arc mailers, 3 rounds of paid live calls, 700,000+ digital impressions and data mining access and daily scrubbing.</i>	\$130,000

To effectively utilize the donor's resources, we targeted likely democratic women voters in the county using voting history, DNC scores and local adaptations. The total voter contact universe will be used to execute a strategic campaign that includes multiple contacts with voters through mail, phones and digital. If resources permit, we recommend expanding to text messages and a vote by mail campaign. Throughout the campaign, these universes can be refreshed to better serve the changing dynamics of the race.

[Additional Data](#)







Sisters United Alliance

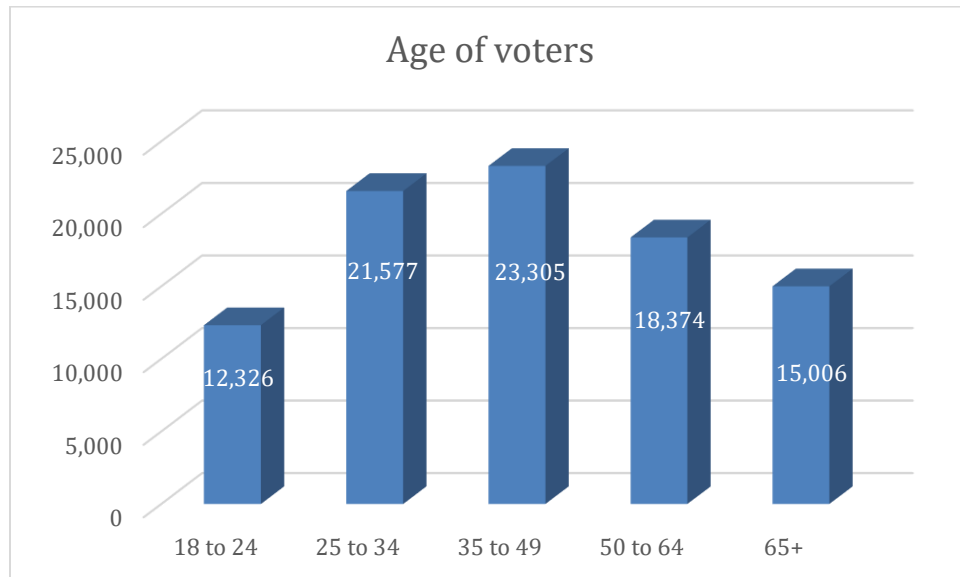
Potential Voter Universes

Low Propensity Voters <ul style="list-style-type: none"> • Bexar County • Did not vote in 2016 nor 2018 general elections • DNC Voter score 60+ 	90,588
---	--------

Universe Details

Universe	 Voters	 Households	 Digital	 Phones
Low Propensity Voters	90,588	74,414	700+ impressions	66,414

Universe Demographics





Sisters United Alliance

