



Travis County

General election 11/20

Targeting Report

Prepared by Diana Patino 8.3.20

Recommendation

For Travis County, election history shows that approximately 47,922 likely Democratic women did not turn out to vote in 2016 nor in 2018. 31,569 of them have never voted in a general election and the rest of them have only voted in 2012 or 2008. SUA recommends targeting all 47,922 women voters.

<p>Expected Target</p> <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> 	47,922
<p>Expected Turnout</p> <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> 	17,252
<p>Expected budget</p> <ul style="list-style-type: none"> <i>Money that will cover for messaging, 3 story-arch mailers, 3 rounds of paid live calls, 700,000+ digital impressions and data mining access and daily scrubbing.</i> 	\$95,844

To effectively utilize the donor’s resources, we will target 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.*





[Additional Data](#)



Sisters United Alliance®

Empowering Women to Vote

Universe Details

Universe	 Voters	 Households	 Digital	 Phones
Low Propensity Voters	47,922	35,042	700+ impressions	34,698

Universe Demographics

