

Rise Impact Analysis - 2022 Turnout in Arizona, Michigan, Pennsylvania, and Wisconsin

TargetSmart Analytics
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Rise relational organizing

Using youth voter contacts to get out hard-to-reach votes



Meeting potential voters where they are

A weakness of many traditional get-out-the-vote programs is that they rely on voter file data, which can miss infrequent or first-time voters, especially younger people.

In their 2020 outreach efforts, Rise avoided that limitation by recruiting volunteers among college students and training them to reach out to friends and family using whatever platform they chose.

Rise volunteers repeated those efforts in 2022 following their success in the prior election.

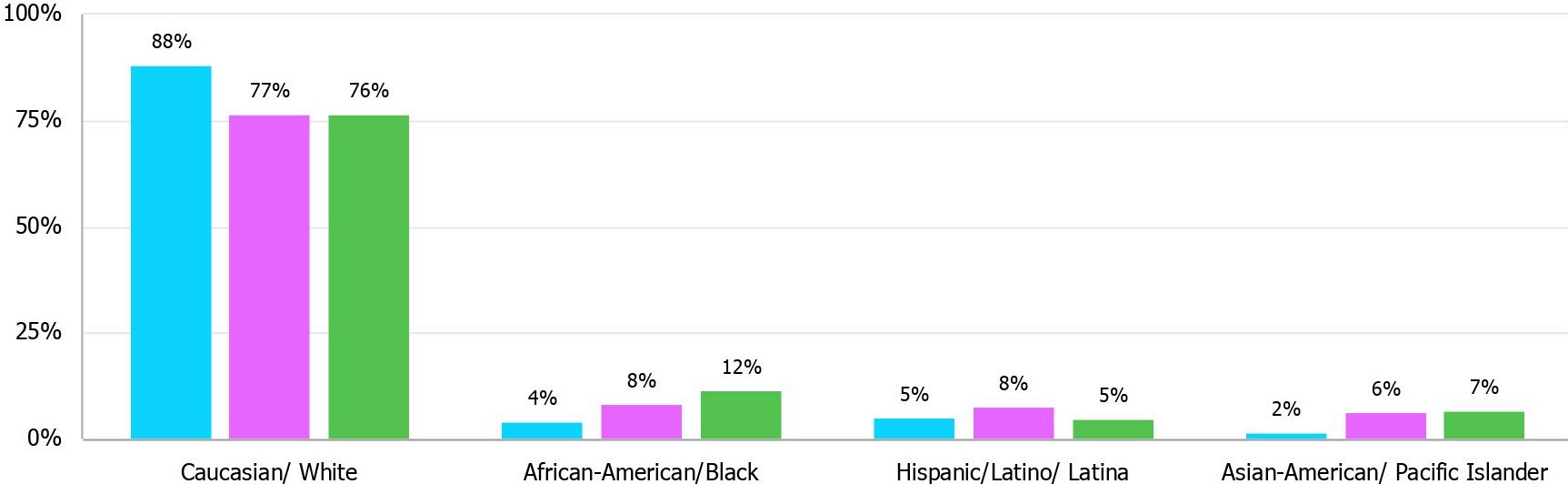
The following analysis uses TargetSmart data to assess how successful Rise's efforts were at turning out potential voters and what demographic subgroups showed the strongest impact. The analysis here focuses on Arizona, Michigan, Pennsylvania, and Wisconsin.



Racial diversity of Rise audience

Arizona, Michigan, Pennsylvania, and Wisconsin

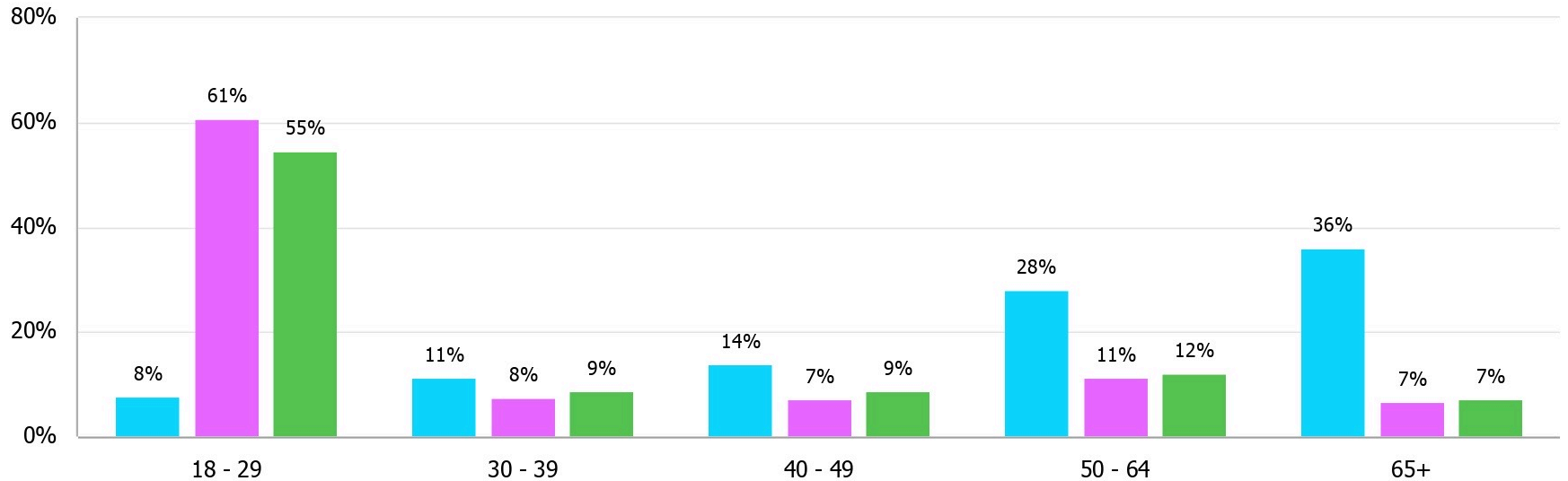
2022 General Electorate Rise Audience Randomized Control



Age breakdown of Rise audience

Arizona, Michigan, Pennsylvania, and Wisconsin

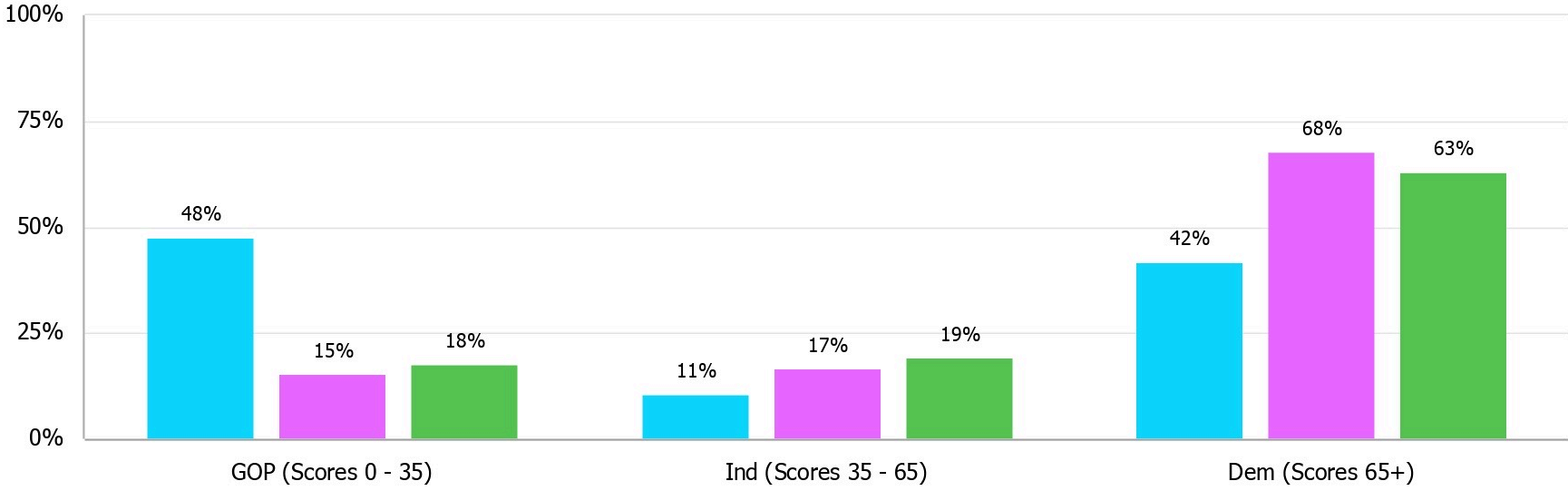
● 2022 General Electorate ● Rise Audience ● Randomized Control



Partisan score breakdown of Rise audience

Arizona, Michigan, Pennsylvania, and Wisconsin

2022 General Electorate Rise Audience Randomized Control



Analysis Methodology

Audience of 11,733 individuals from Arizona, Michigan, Pennsylvania, or Wisconsin with unique plans to vote made before October 11th 2022, who received follow-up communication from Rise and matched to TargetSmart's voter file

Randomized control of 2,181 individuals from Michigan, Pennsylvania, or Wisconsin with unique plans to vote, without any follow-up communication, matched to TargetSmart's voter file. Note that Arizona did not include a randomized control. Therefore comparisons to that group will exclude Arizona.

Artificial control: matched universe of 13,923 individuals from the TargetSmart voter file demographically and geographically similar to the audience and control groups, but without any Rise contact.

Demographic data
from TargetSmart
Voterbase

Turnout rate of matched Rise audience compared to randomized control and artificial control groups across several demographic subgroups. Results in the slides to follow



How to interpret these data

The Rise audience and the control group are randomly selected and therefore **any statistically significant turnout differences between them can be interpreted as causal**. However since members of the control group did receive initial contacts from Rise organizers and did make plans to vote, the causal impact measured is only from the follow-up contacts. The artificial control is an attempt to imitate random selection after the fact, by finding a demographically similar group of potential voters and comparing their turnout to the two other groups.

As with any observational study the artificial control carries substantial risk of hidden **confounding variable bias**. That is, there might be something about the Rise audience that makes them more likely to vote that isn't captured by any of the controlled demographic variables.

In addition to normal sources of bias, this study faces the limitation that we can only examine the portion of the Rise audience that **successfully matched to the voter file**. That group is all but certain to include more voters than the audience as a whole, since registered or previous voters are more likely to successfully match. Note that since this constraint applies to the randomized control as well, that portion of the analysis is unaffected.

Given the bias likely present in the artificial control analysis, all comparisons to the artificial control should be approached with caution. Instead of using this study as evidence of effect sizes, **it will be more useful to compare across subgroups to determine where Rise's methods might have the most impact in the future**.

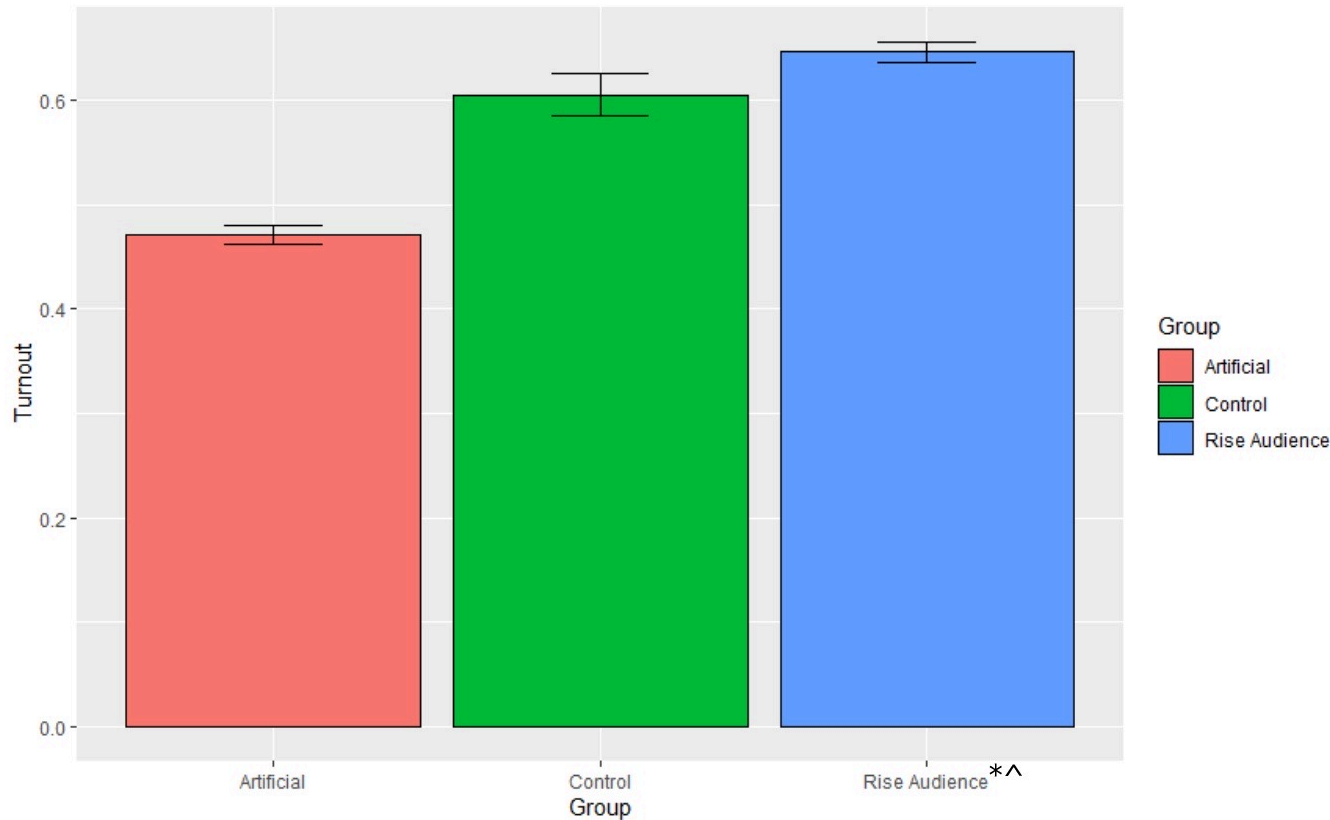


Audience Comparisons

Note that in the following slides, comparisons to the randomized control exclude Arizona as there was sufficient randomized records exclusively in Michigan, Pennsylvania, and Wisconsin. Comparisons to the artificial control specifically include Arizona data along with the other states.

Rise audience shows significantly higher turnout than both control and artificial control groups

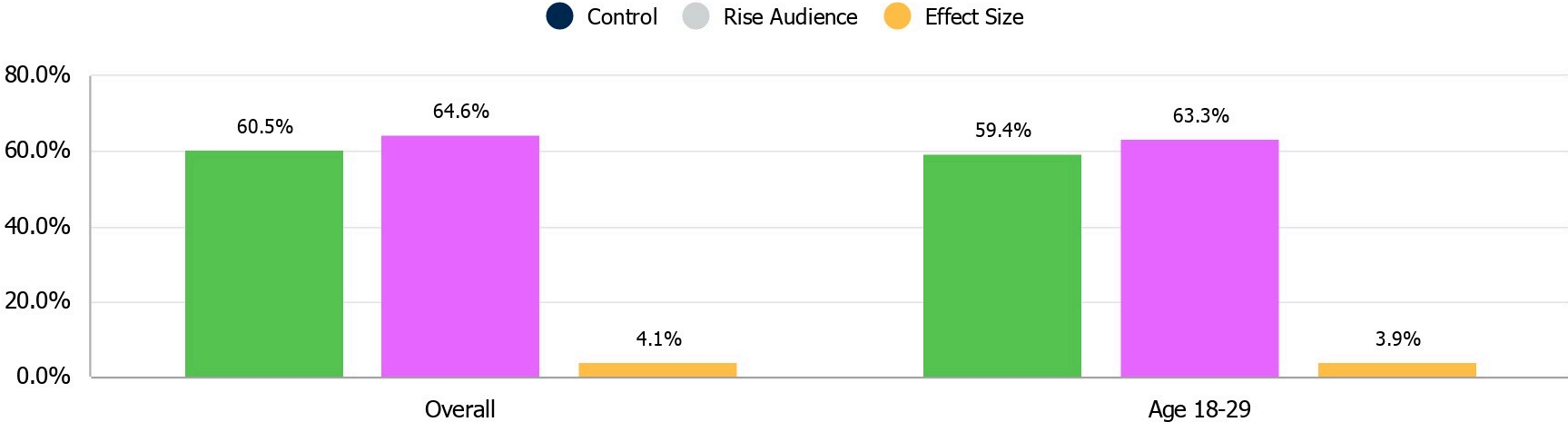
As the turnout gap between artificial control and the other groups is so great, the following slides will consider the two analysis types separately.



*Rise audience turnout is statistically significantly ($p < .05$) higher than random control
^Rise audience turnout is statistically significantly ($p < .05$) higher than artificial control



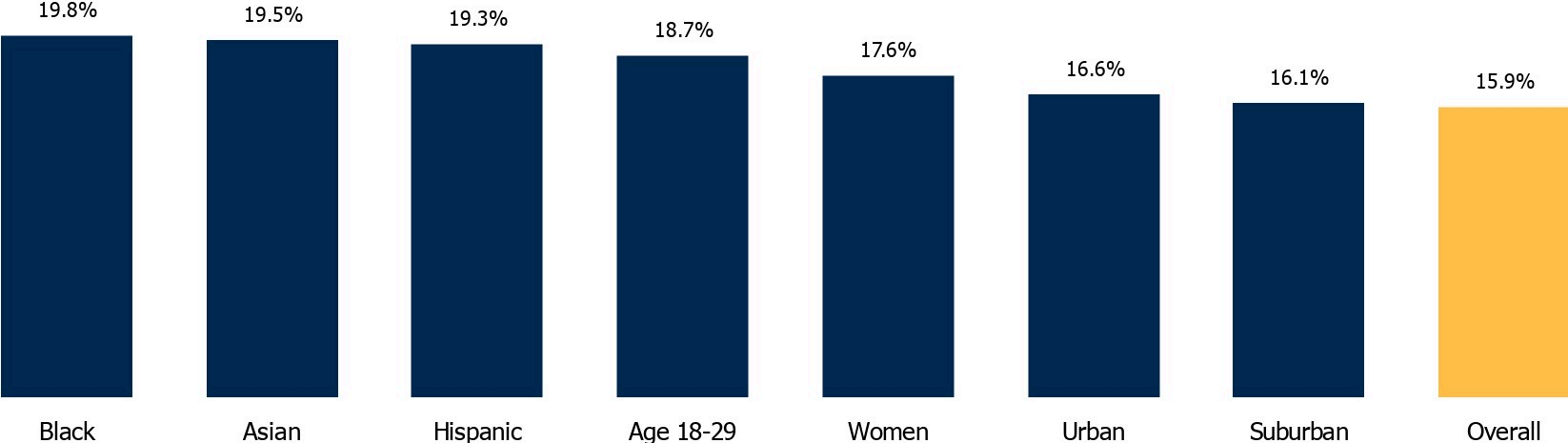
Rise contact shows large and statistically significant effect over randomized control overall and among young people



Young voters, people of color show most gain over artificial control group

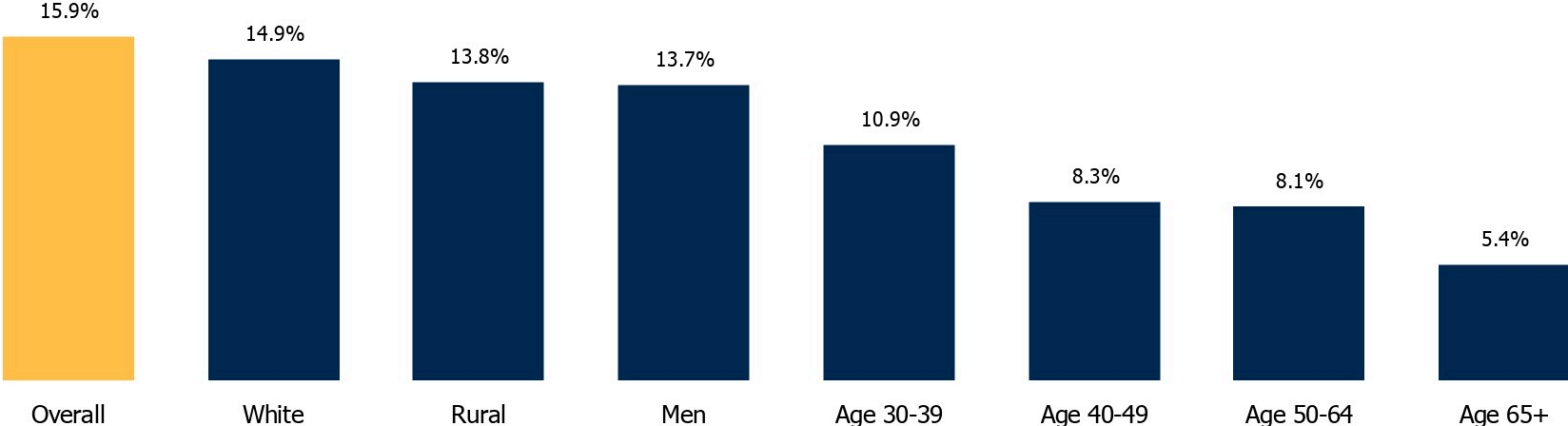
All subgroups and the overall electorate show high apparent effect sizes, likely inflated by methodological limitations. However, comparisons across subgroups can still reveal relevant patterns.

Gain Over Artificial Control by Subgroups (Percentage Points)



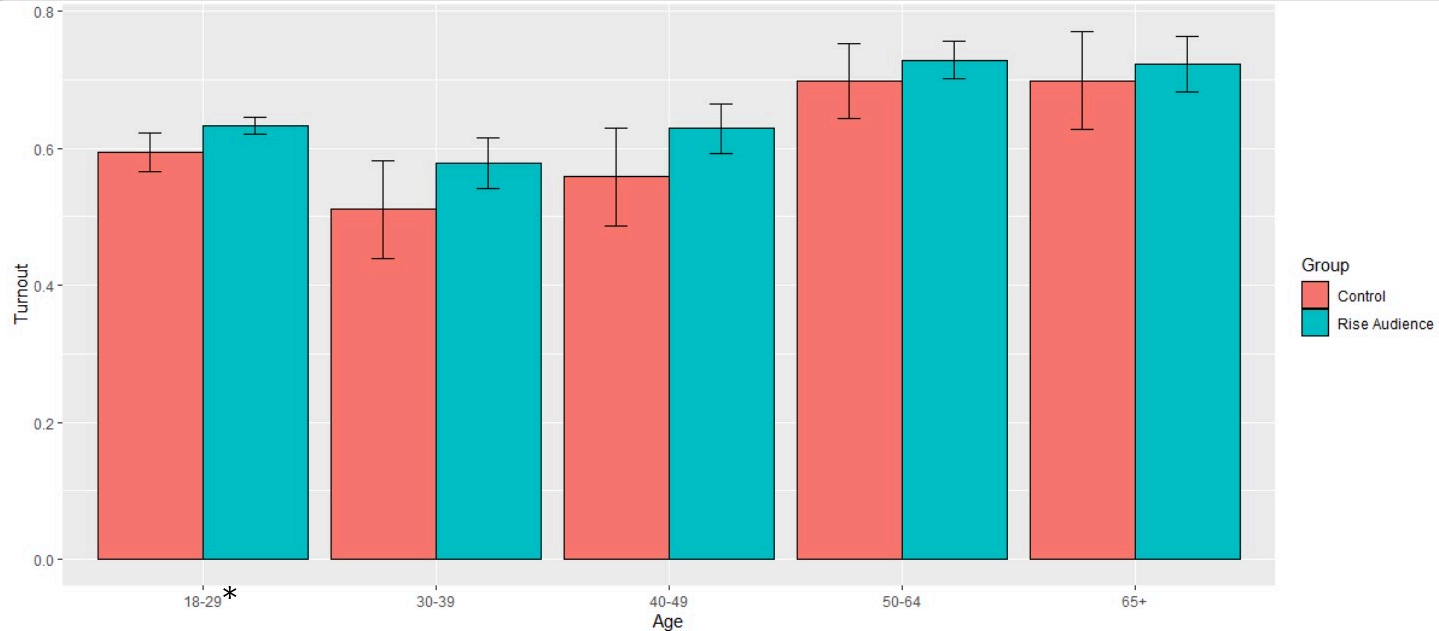
Older voters, rural men show smaller gain over artificial control group

Gain Over Artificial Control by Subgroups (Percentage Points)



18-29 audience shows significant effect size over control

Most age groups are too small to show significant differences

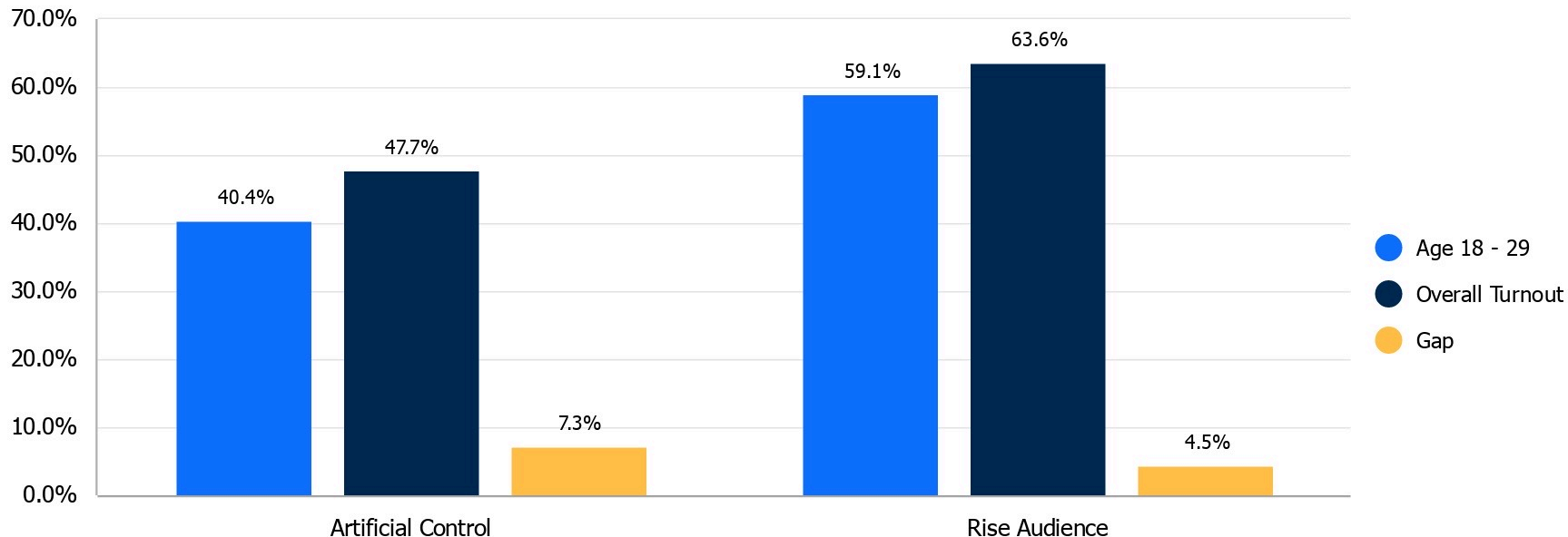


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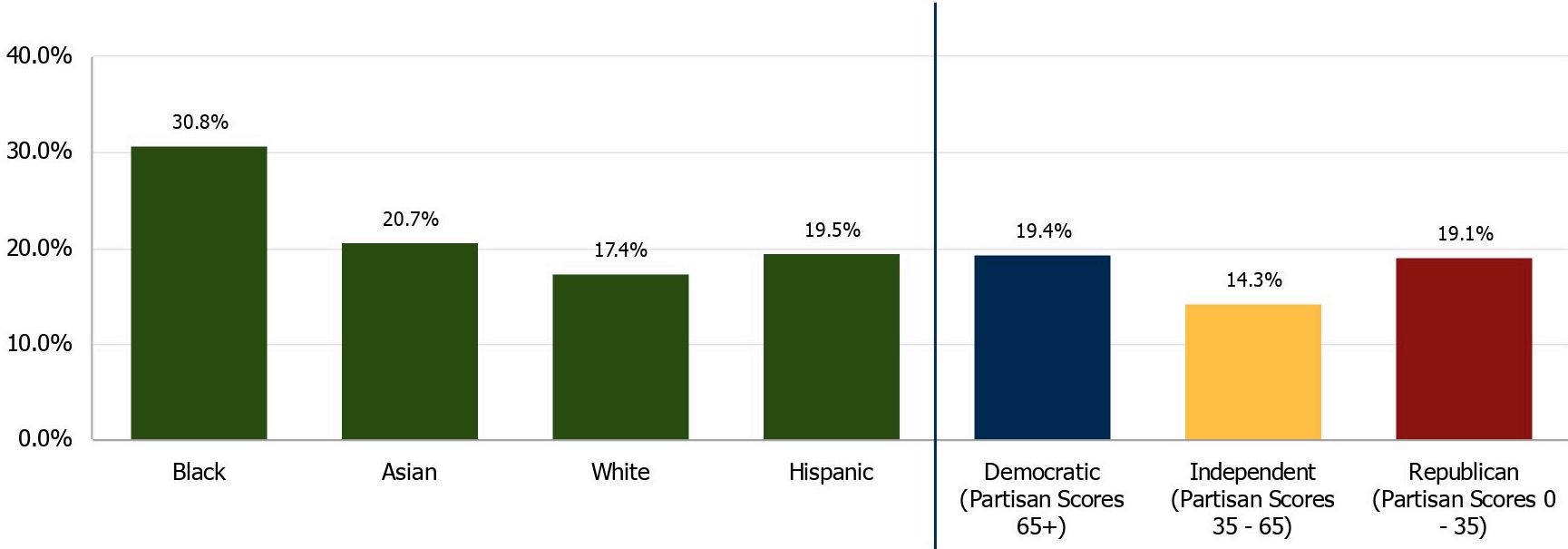
Rise contact cuts the youth turnout gap

Young voters and older voters both see much higher turnout in the Rise audience, but the larger improvement among young voters cuts the turnout gap by more than a third

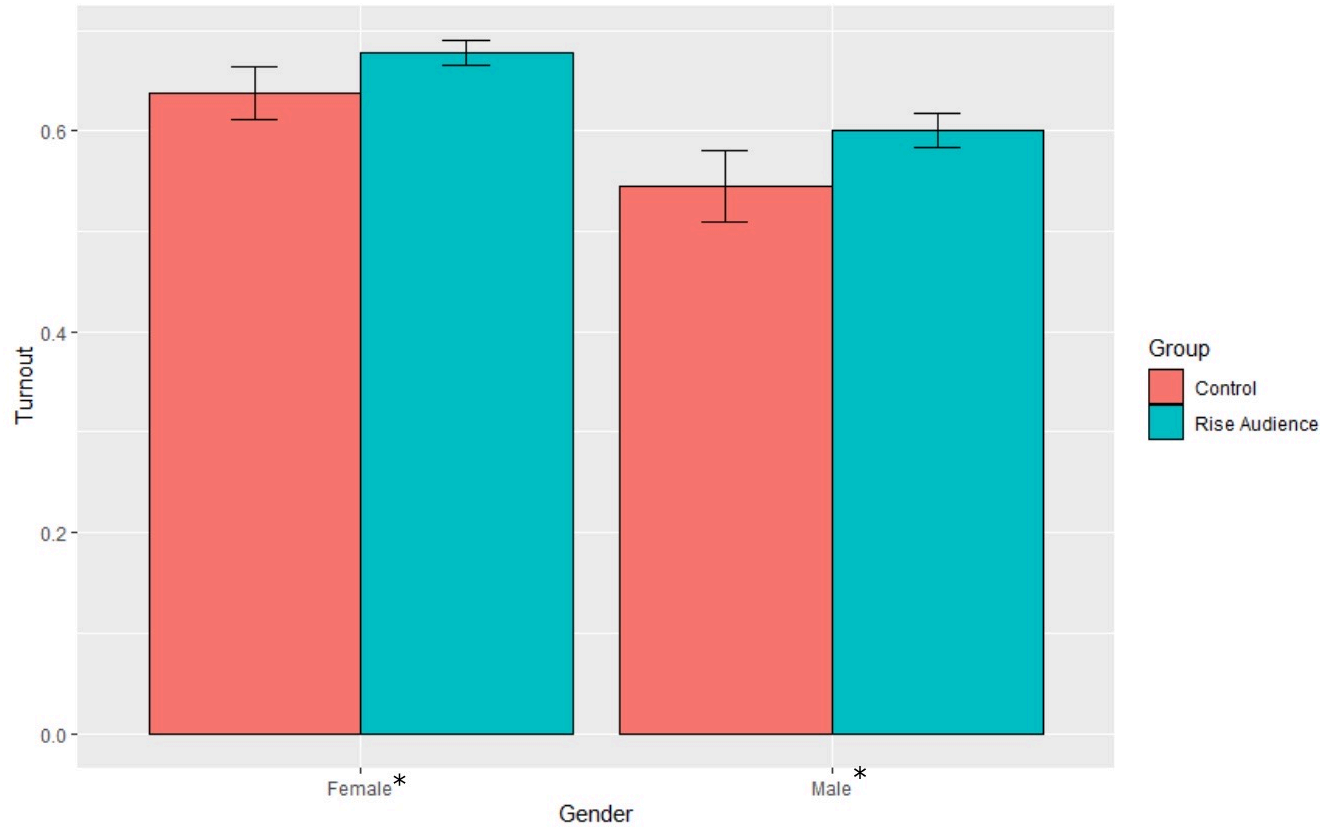


Young voters of color, Democrats show greater gain over artificial control

Gain over artificial control by selected subgroup among individuals **age 18-29**



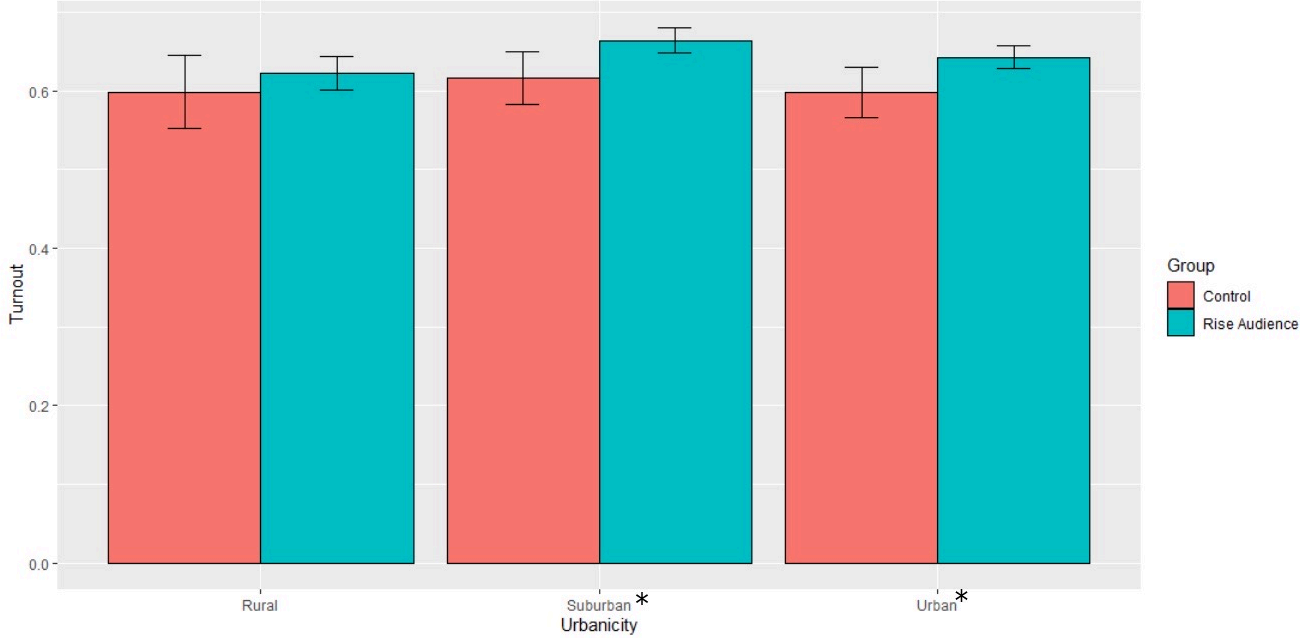
Men and women both show significant turnout gain over control



*Rise audience turnout is statistically significantly ($p < .05$) higher than random control



Urban and suburban audience turnout significantly higher than control

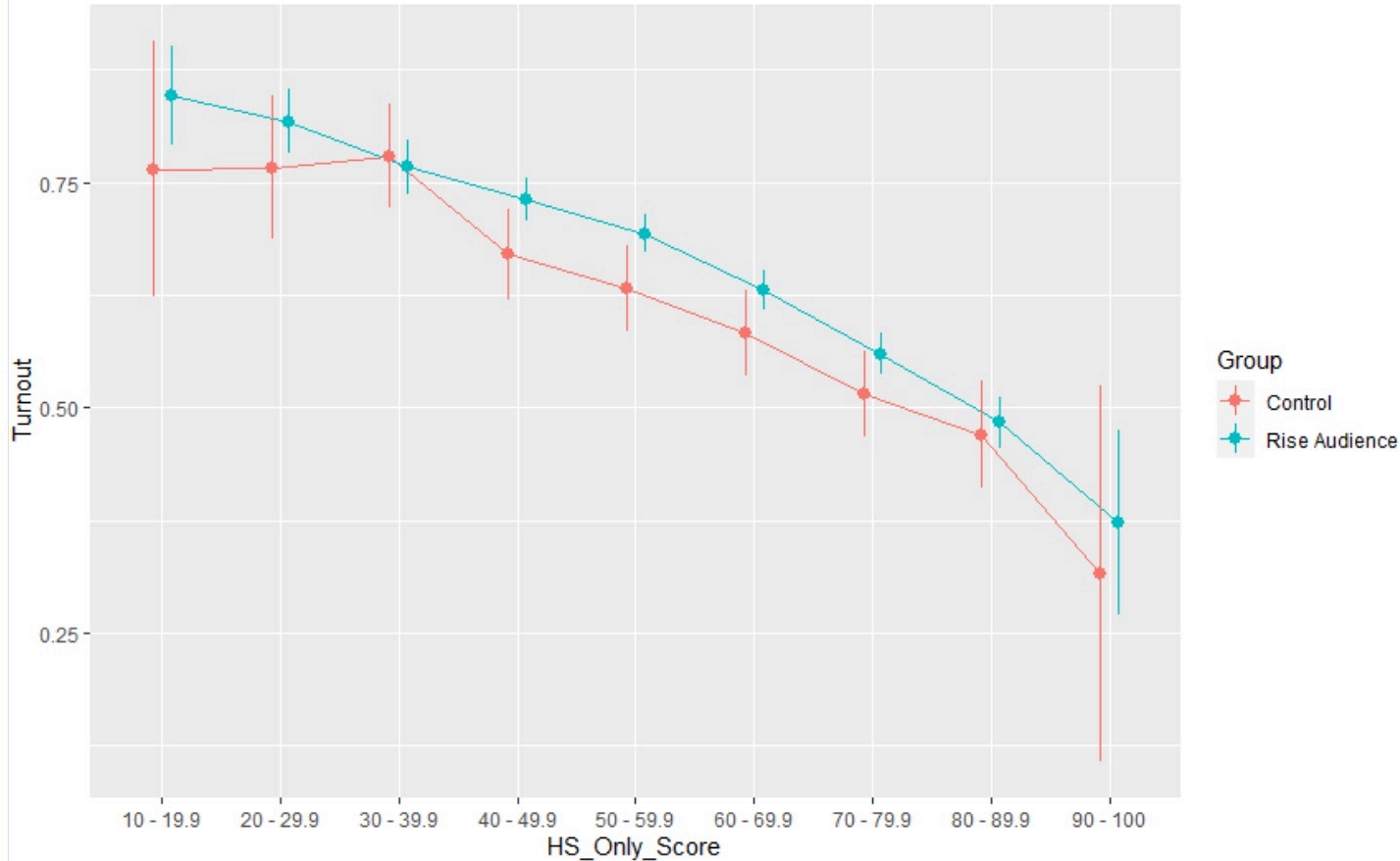


*Rise audience turnout is statistically significantly ($p < .05$) higher than random control

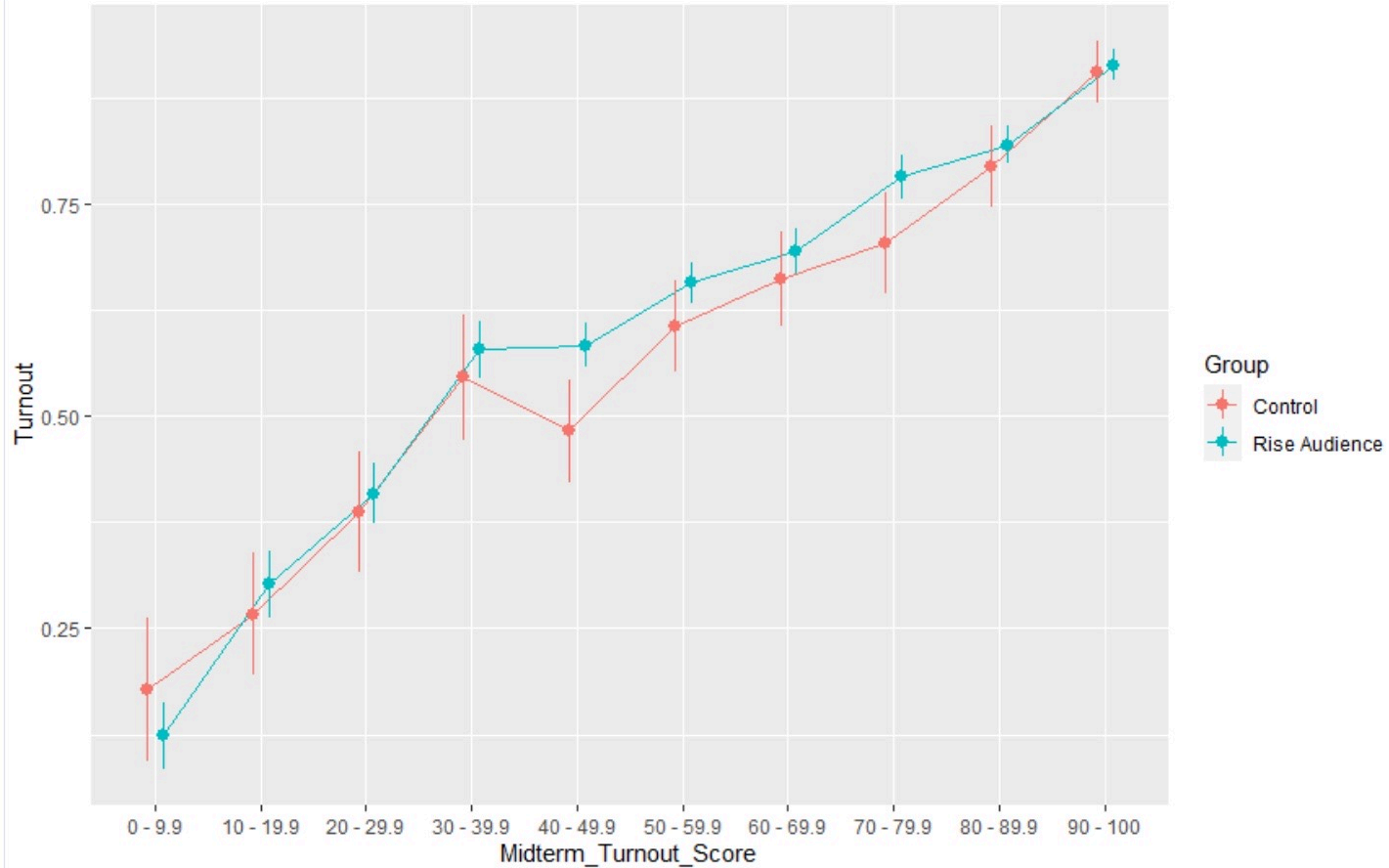


Strongest evidence of turnout gain among middling high school only scores

Score indicates how likely a person is to have no post-secondary education. Current college students often receive mid-range scores



Similar to most GOTV programs, Rise had the largest impacts among voters with mid vote propensity



Putting effect sizes in context

- If taken at face value, Rise's program seems to have increased turnout over the true randomized control by **about 4.1 percentage points.**

The gain over artificial control is quite a bit higher, but potential methodological sources of bias make it impossible to interpret as a clear effect size.

- Comfortably, any effect size over 1 point in a competitive election can be considered substantial.

Typically, high-salience elections like a national midterm see smaller turnout effect sizes. To find a 4.1 point effect in a midterm is remarkably large.

For more information about common effect sizes from different GOTV programs, I encourage using the Analyst Institute's comprehensive GOTV [meta-analysis](https://members.analystinstitute.org/research/):
members.analystinstitute.org/research/



Questions?



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