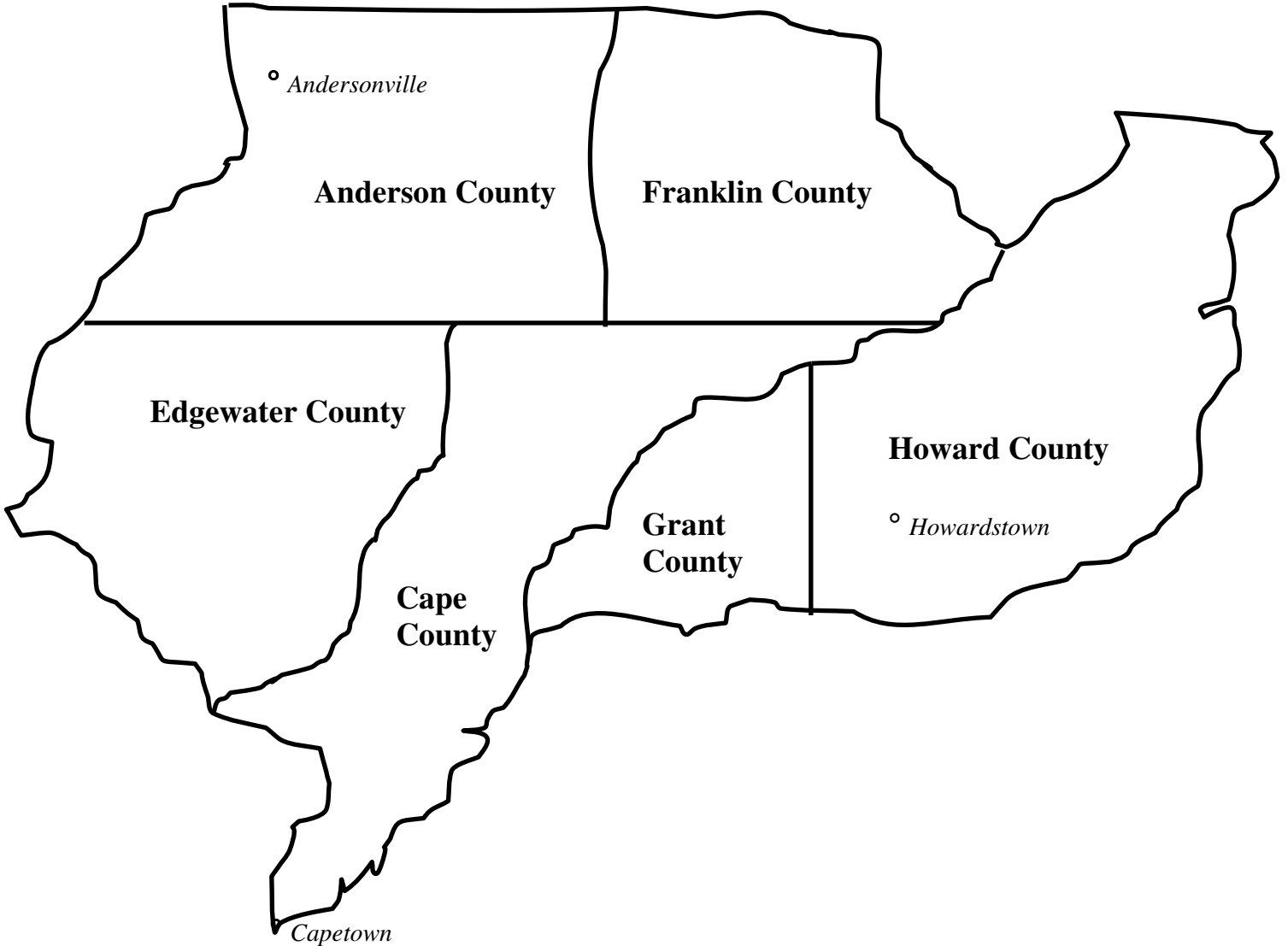


# DFA Training Field Exercise: District # 1

District #1 Map



## District # 1 Vote Goals

Current Registration:	<u>17,530</u>
Past Dem Performance:	<u>46.92%</u>
Past Turnout (T/O):	<u>40.92%</u>
Turnout Estimate =	_____
50% + 1 =	_____
52% =	_____

A	B	C	D	E	F	G	H	I	J	K	M
	Current Registration	Turnout % in last similar election	Turnout Estimate for current election	Win Number = 50% + 1	Vote Goal = 52%	Dem Performance %	Est. Dem. Turnout	Vote Difference	Persuasion %	Persuadable Voters	D-Base, Swing or R-Base?
Anderson County	2899	31.0%				69.0%			12.0%		
Cape County	1502	51.0%				21.0%			8.0%		
Edgewater County	889	51.0%				36.0%			33.0%		
Franklin County	4482	34.0%				46.0%			19.0%		
Grant County	1873	44.0%				38.0%			39.0%		
Howard County	5885	46.0%				52.0%			21.0%		
<b>District #1 Totals</b>	<b>17,530</b>	<b>40.9%</b>				<b>46.9%</b>			<b>20.9%</b>		

<b>B</b>	Current Registration	Available from the Town Clerk or local elections office
<b>C</b>	2004 Turnout %	Available from the Secretary of State or state elections department
<b>D</b>	2008 Turnout Estimate	(Current Registration) x (Turnout in last like Election)
<b>E</b>	50% + 1	The minimum needed for victory
<b>F</b>	52%	The minimum target for victory
<b>G</b>	Dem Performance %	The Democratic Performance Percent is an estimate of what an average Democrat, running an average campaign will receive in the district. It is calculated by averaging the Democratic candidate's percentage of the vote in at least three recent competitive elections.
<b>H</b>	Estimated Democratic Turnout	(Turnout Estimate) x (Dem. Performance %) (D X G)
<b>I</b>	Vote Difference	Difference between the Vote Goal (what you need) and the Estimated Dem Turnout (what you have). This number is the additional number of votes that must be identified through persuasion contact to win 52%. (F-H)
<b>J</b>	Persuasion %	100 – (Democratic Base %) - (Republican Base %)
<b>K</b>	Estimated Persuadable Turnout	(Turnout Estimate) x (Persuasion %) (D X J)
<b>M</b>	D-Base, Swing or R-Base?	D-Base > 65% Dem Performance %, R-Base < 35% Dem Performance, 35% Dem Performance % < Swing > 65% Dem Performance %

## Calculating Democratic Performance

The Democratic Performance Percentage is an estimate of what an average Democratic campaign will receive in the district. It is calculated by averaging the Democratic candidate's percentage of the vote in at least three recent competitive elections.

$$\begin{array}{rcl}
 & \text{(Democratic \% in Competitive Race 1)} & \\
 + & \text{(Democratic \% in Competitive Race 2)} & \\
 + & \frac{\text{(Democratic \% in Competitive Race 3)}}{3} & = \text{Democratic Performance \%}
 \end{array}$$

## Calculating Persuadable Voters

The Persuadable Voters sometimes vote Democratic and sometimes vote Republican. These voters need to be persuaded to vote for your candidate. In order to determine how many potential persuadable voters there are in your election, first you have to calculate how many people do not need to be persuaded to vote Democratic. These voters are called your 'Base Voters'.

Base voters will vote the same way every time. The Base Vote Percent is what a candidate who does not campaign, or cannot afford to campaign can expect.

$$\begin{array}{rcl}
 & \text{(Democratic \% in Major Loss 1)} & \\
 + & \text{(Democratic \% in Major Loss 2)} & \\
 + & \frac{\text{(Democratic \% in Major Loss 3)}}{3} & = \text{Democratic Base \%}
 \end{array}$$

The opposite is true for the Republican base:

$$\begin{array}{rcl}
 & \text{(Republican \% in Major Loss 1)} & \\
 + & \text{(Republican \% in Major Loss 2)} & \\
 + & \frac{\text{(Republican \% in Major Loss 3)}}{3} & = \text{Republican Base \%}
 \end{array}$$

If there are no recent competitive campaigns for the office you are running for you can consider using a different office that shares the same district as yours. Remember that this is not an exact science, but it will help you determine how many voters will at least consider supporting your campaign.

Once you have calculated the Republican & Democratic Base Votes it is simple to calculate what percentage of voters are persuadable in the district.

$$100 - (\text{Democratic Base \%}) - (\text{Republican Base \%}) = \text{Swing Vote \%}$$

Usually provided by NCEC [www.ncec.org](http://www.ncec.org)

## **Field Targeting Conclusions:**

Based on this example...

Can we win in this district? How?

How many votes will we need to win? How do we get those votes?

Where are the voters we can persuade?

Which election districts are D-Base, R-Base & Swing?

Where will the Republicans target their campaign efforts?