

	A	B	C	D	E	F	G	H	I	J	K	L	M
	Current Registration	Turnout % in last like election	Turnout Estimate for current election	Win Number = 50% + 1	Initial Vote Goal = 52%	Dem Performance %	Est. Dem. Turnout	Vote Difference	Persuasion %	Persuadable Voters	Final Vote Goal	Persuasion & ID Ranking	GOTV Ranking
<u>Precincts</u>													
Precinct # 1	740	32%				69%			12%				
Precinct # 2	446	55%				21%			8%				
Precinct # 3	463	51%				36%			33%				
Precinct # 4	599	43%				43%			19%				
Precinct # 5	686	42%				38%			39%				
Precinct # 6	1002	48%				48%			21%				
Totals	3,936	44%				43%			22%				

Look on the following page for help with your calculations.

A	Current Registration	Available from the Town Clerk or local elections office
B	2004 Turnout %	Available from the Secretary of State or state elections department
C	2008 Turnout Estimate	(Current Registration) x (Turnout in last like Election)
D	50% + 1	The minimum needed for victory
E	52%	The minimum target for victory
F	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.
G	Estimated Democratic Turnout	(Turnout Estimate) x (Dem. Performance %) (C x F)
H	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%. (G - E)
I	Persuasion %	100 – (Democratic Base %) - (Republican Base %)
J	Estimated Persuadable Turnout	(Turnout Estimate) x (Persuasion %) (C x I)
K	Final Vote Goal	Estimate the specific number of votes you need to get in each precinct to win the district. Take into consideration 1) Number of persuadable voters, 2) D.P.I. & Turnout %
L	Persuasion & ID Rankings	The priority of targeting each precinct for voter contact and persuasion. Prioritize based on number of persuadable voters in the precinct.
M	GOTV Ranking	The priority of targeting each precinct for GOTV operations. Prioritize high DPI precincts that have low turnout numbers.

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.

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

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.

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

The opposite is true for the Republican base:

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

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.

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