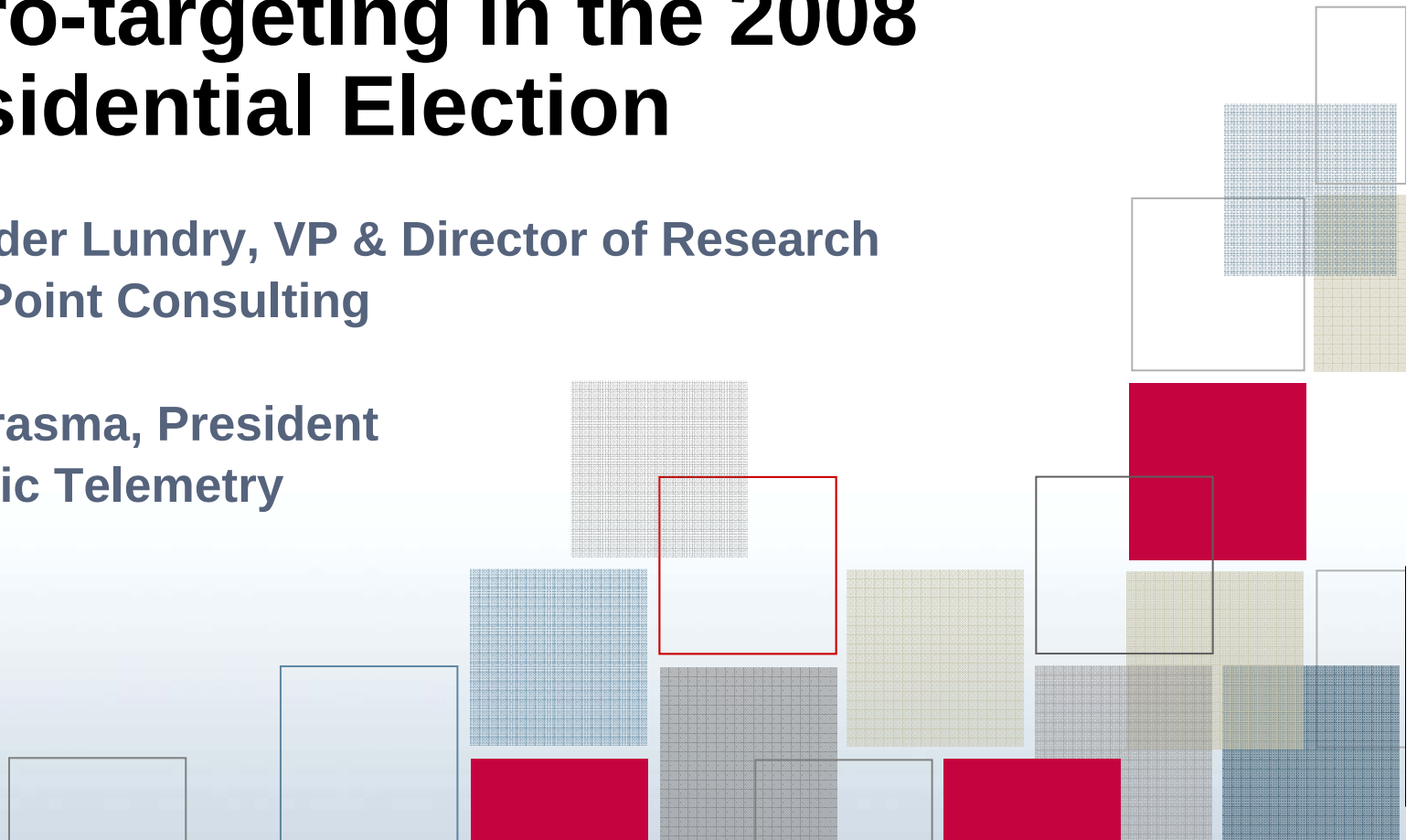


> Micro-targeting in the 2008 Presidential Election

Alexander Lundry, VP & Director of Research
TargetPoint Consulting

Ken Strasma, President
Strategic Telemetry



GOALS



1

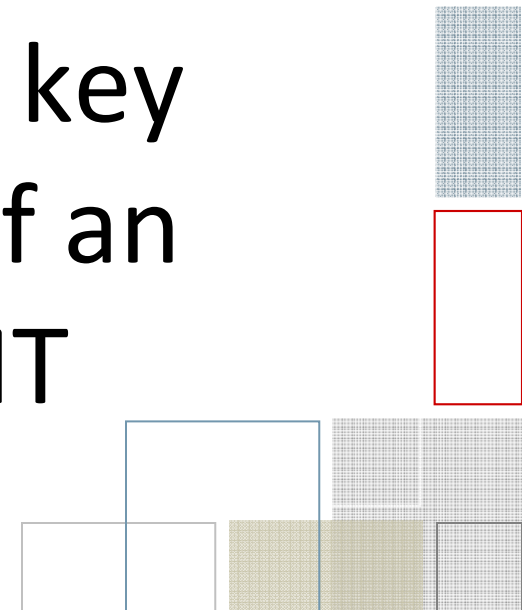
clarify/reorient
definition of
microtargeting

2

reinforce its uses
& benefits

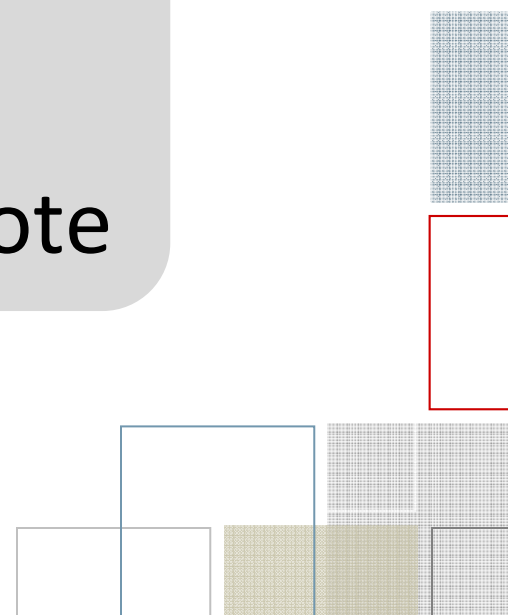
3

discuss the key
elements of an
effective MT
program



MicroTargeting is using the data you have about a voter to make an informed judgment about:

- whether they will vote
- who they will vote for
- what issues affect their vote

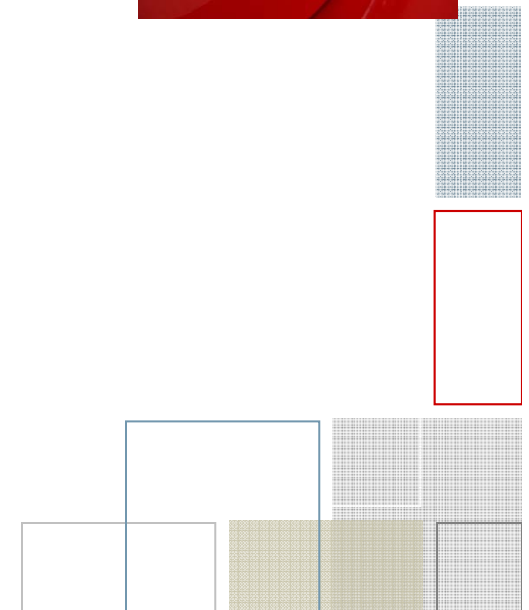


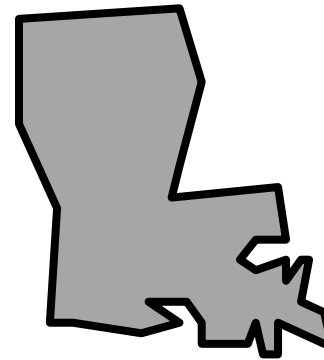
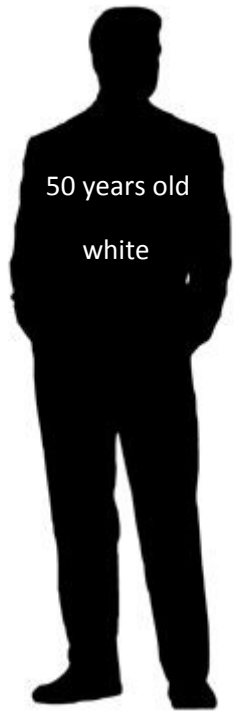
we collect data & make informed judgments



80%

likelihood of
voting for
Obama





5%

5%

6%

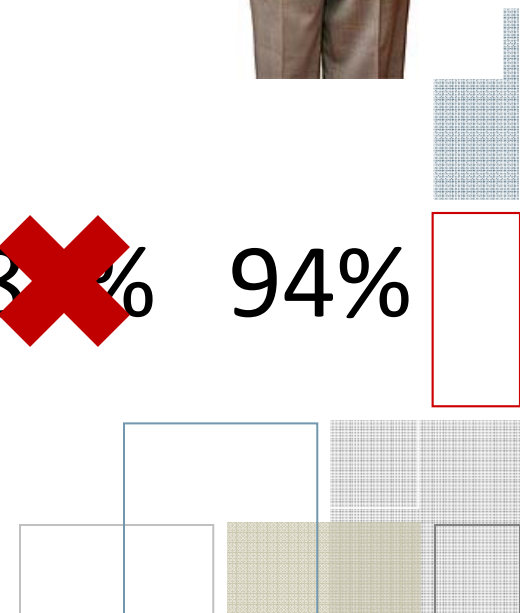
6%

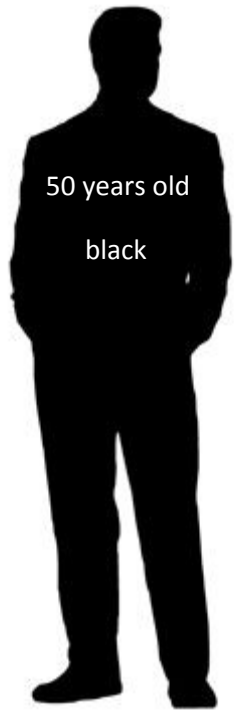
8%

8%

94%

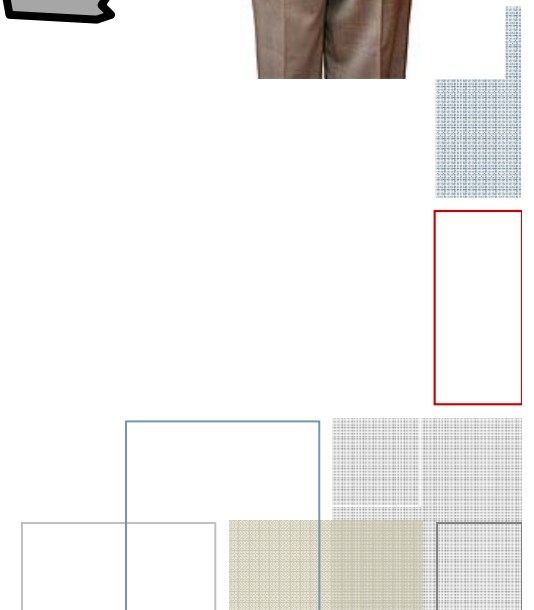
% GOP





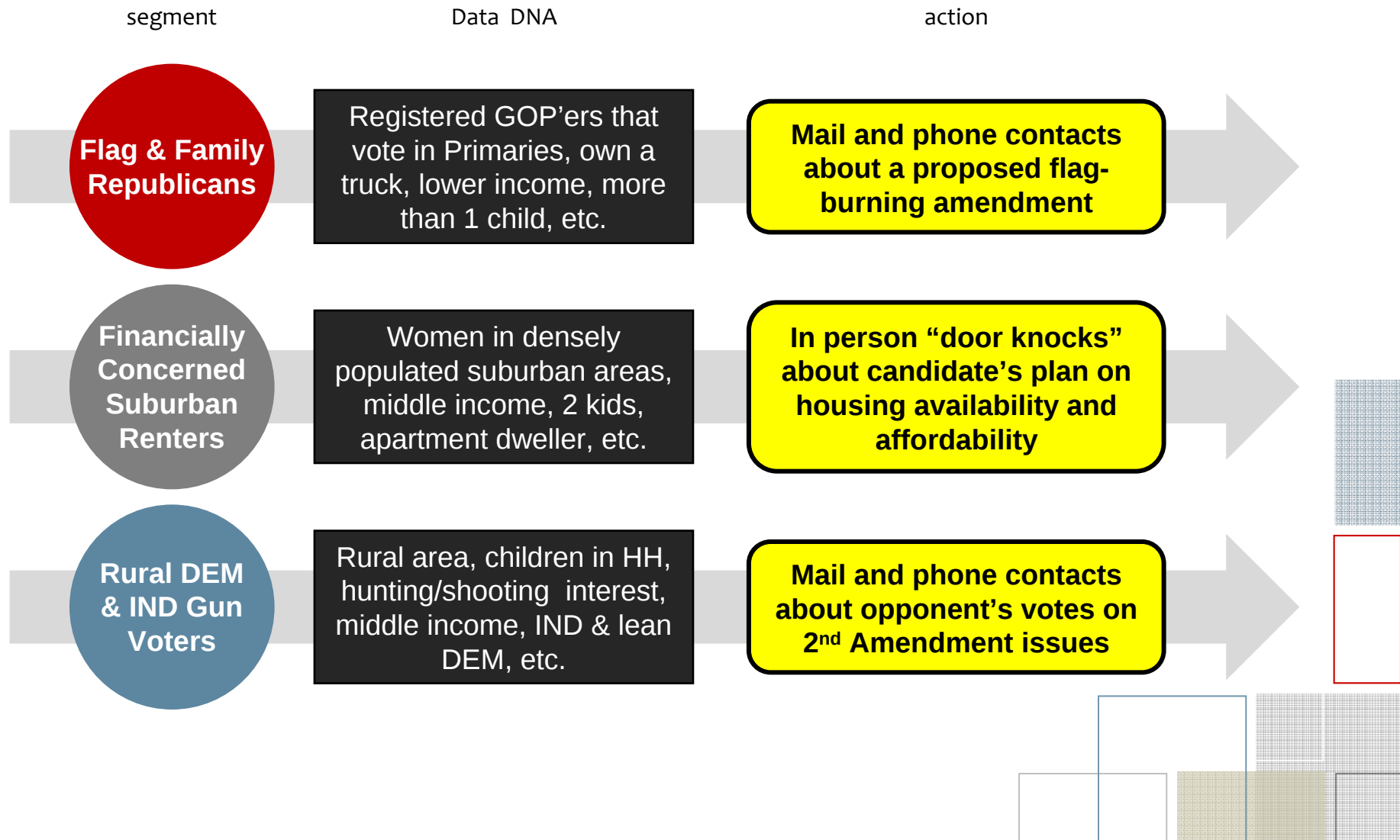
12%

% GOP



campaigns can be customized to appeal to strictly defined groups

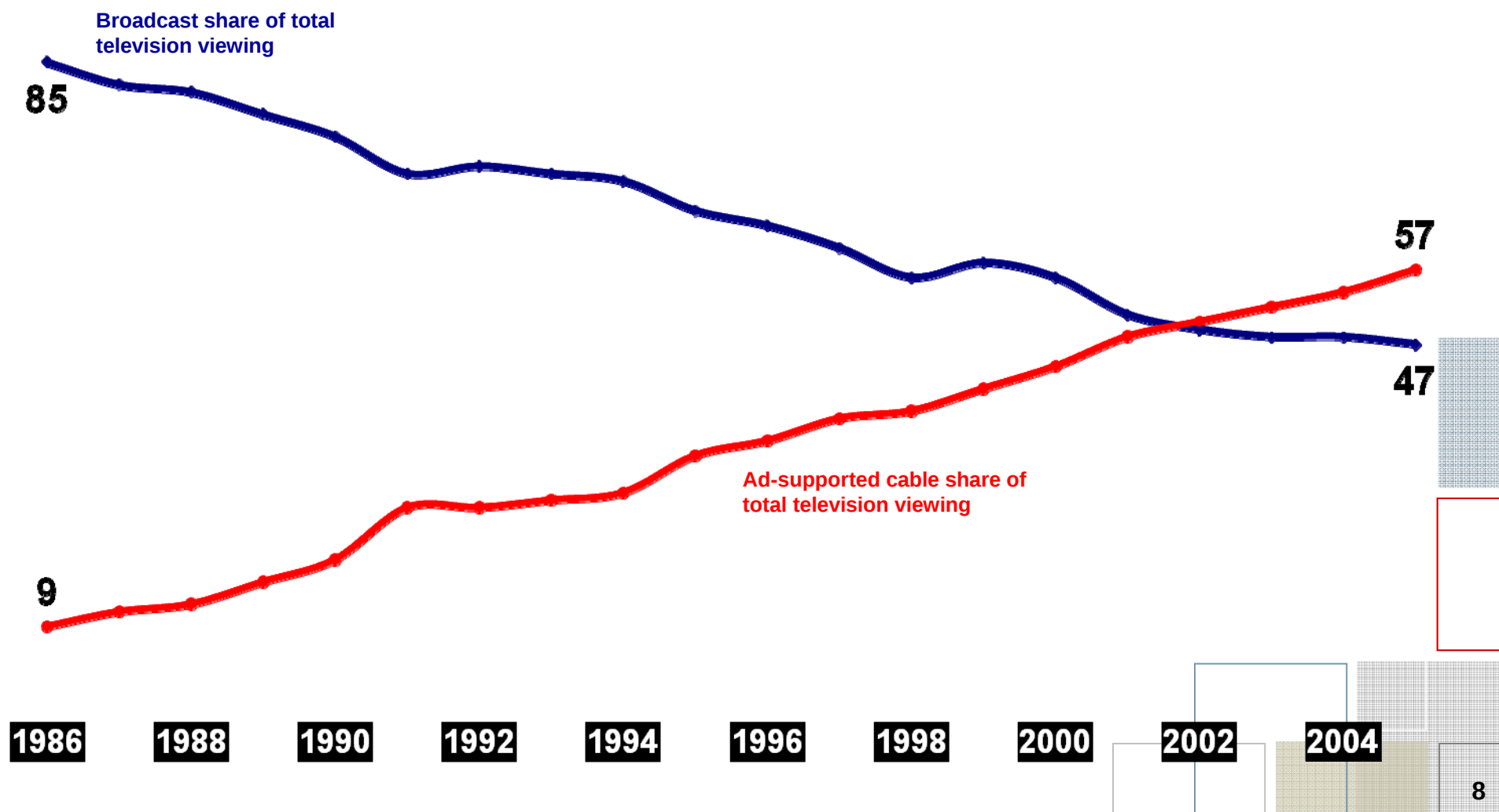
SPSS



average # of channels available to television households

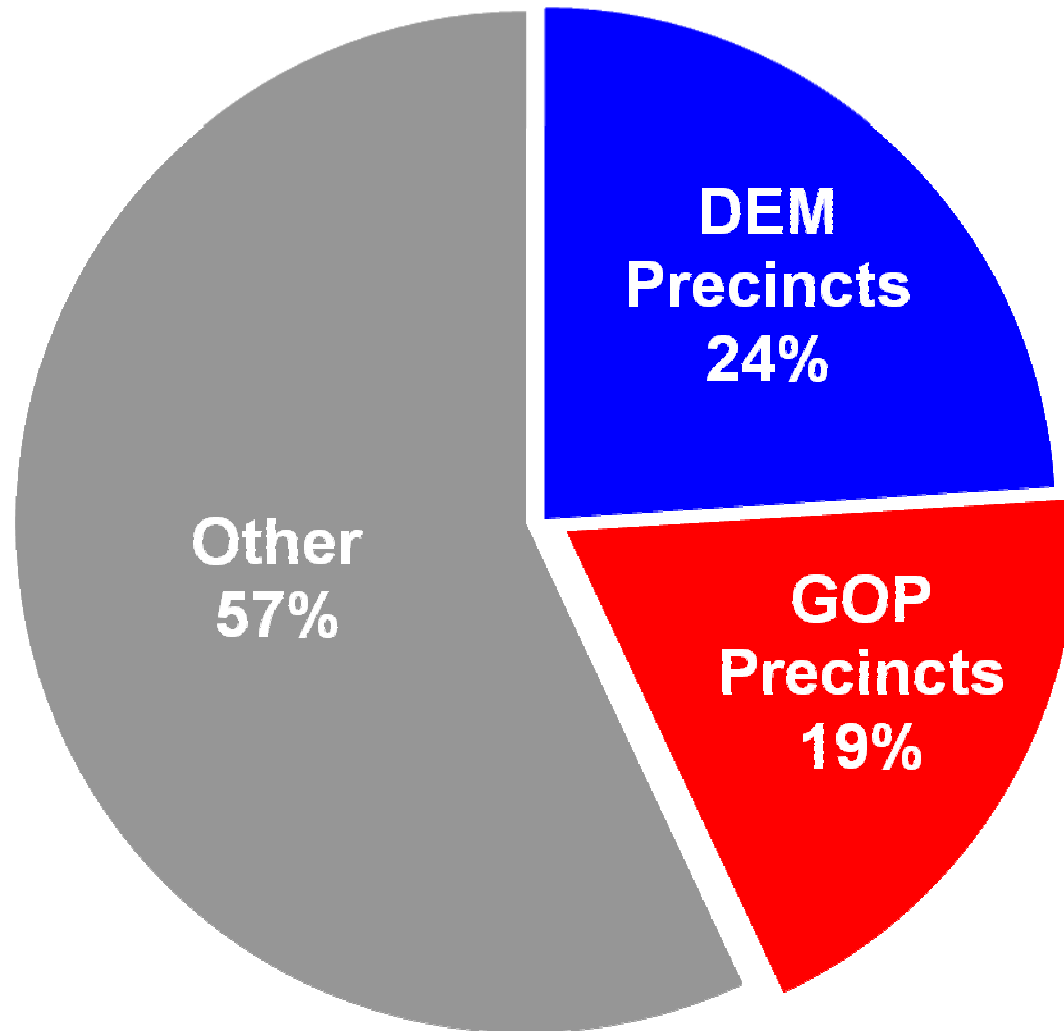
1970: 7

2004: 103

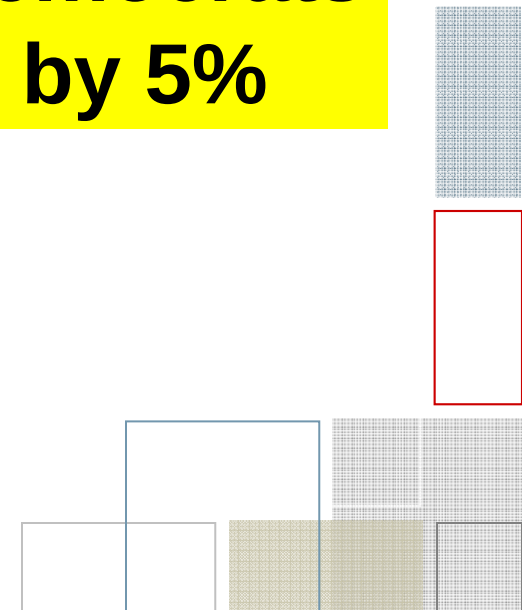


Percentage of all votes cast from party's base precincts (defined as 70%+)

SPSS

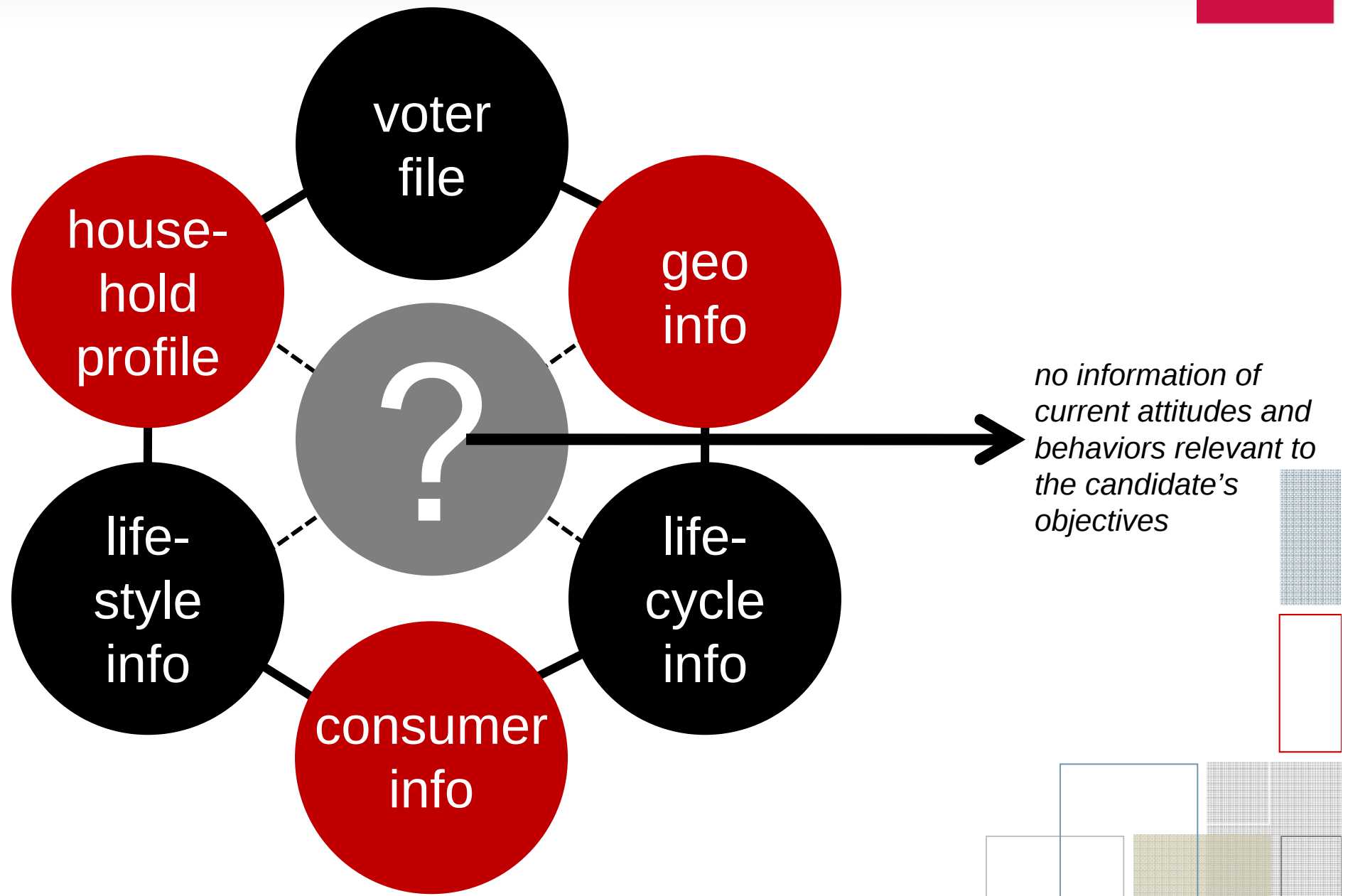


**Advantage:
Democrats
by 5%**



large sample microtargeting **survey**
collects specific attitudes & behaviors

SPSS

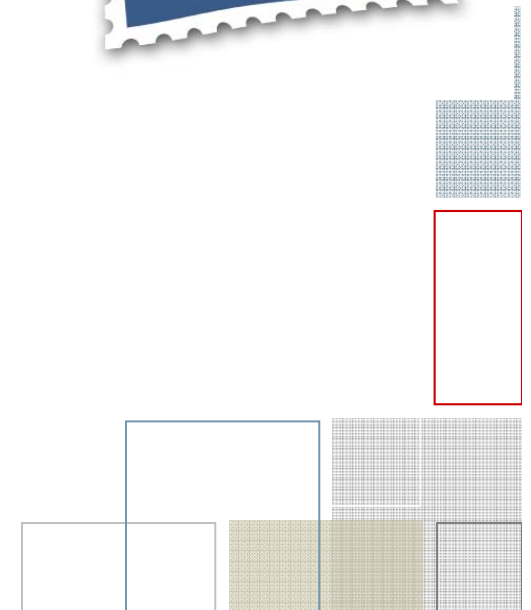


sub-sample of electorate



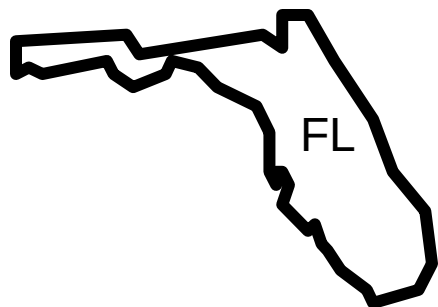
using the data we have, we create new information
that is strategically & tactically valuable

microtargeting informs every “touch” of a direct contact campaign



GOP Mail/Phone Universe

Total BUSH Vote



2000

1,537,000

53%

2,912,790





turnout

*microtargeting
found **7,355,175**
more unreliable
republicans across
15 target states*



persuasion

*microtargeting
added 3 million
values voters in
pennsylvania*



activation

*microtargeting
improved response
rates to voter
activation
campaign by 137%*

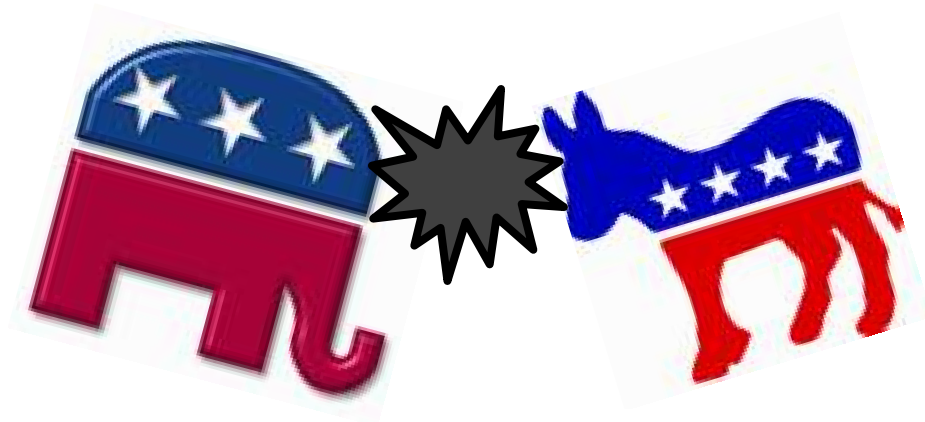


**the key
elements of
an effective
microtargetin
g program**

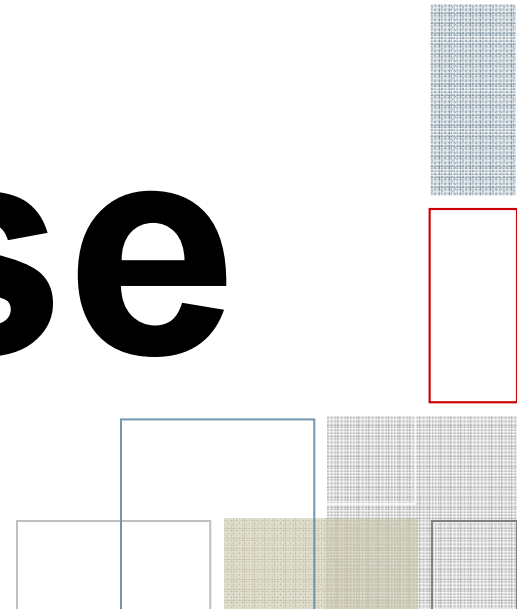




domain



expertise

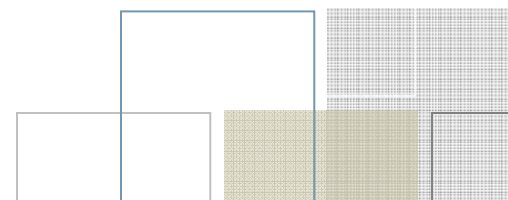




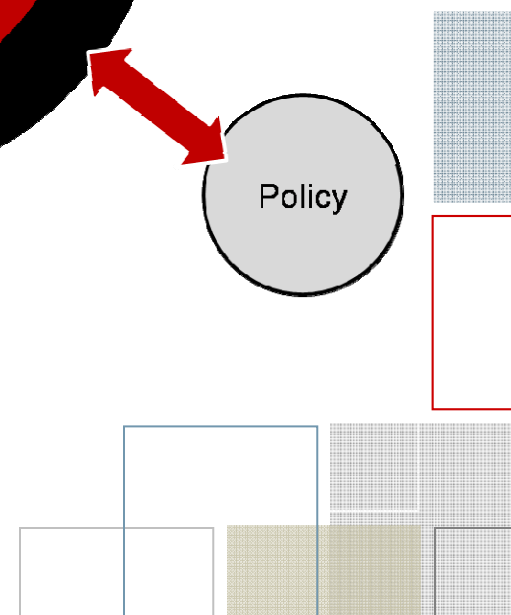
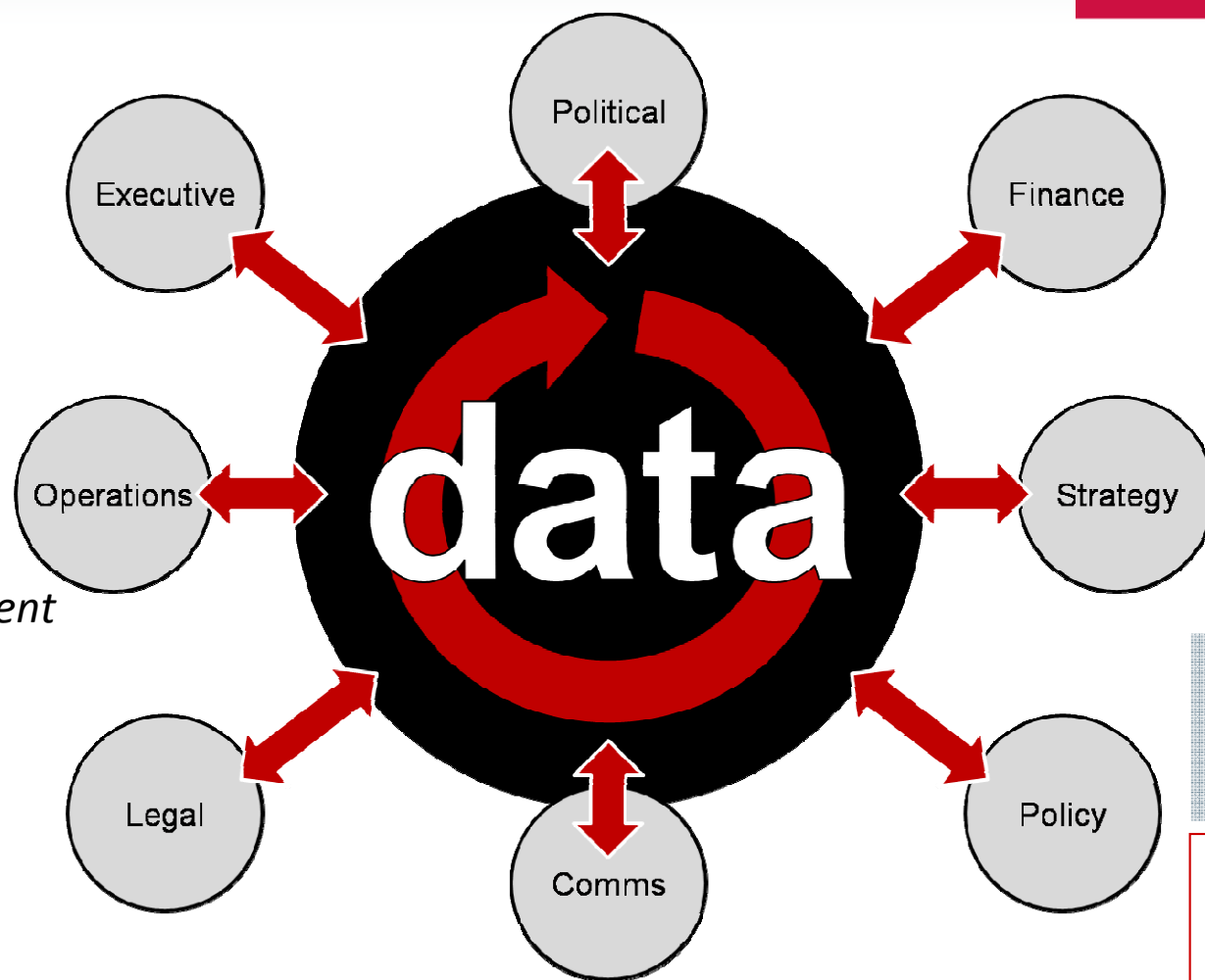
DATA

accurate, up to date customer files
high quality survey research

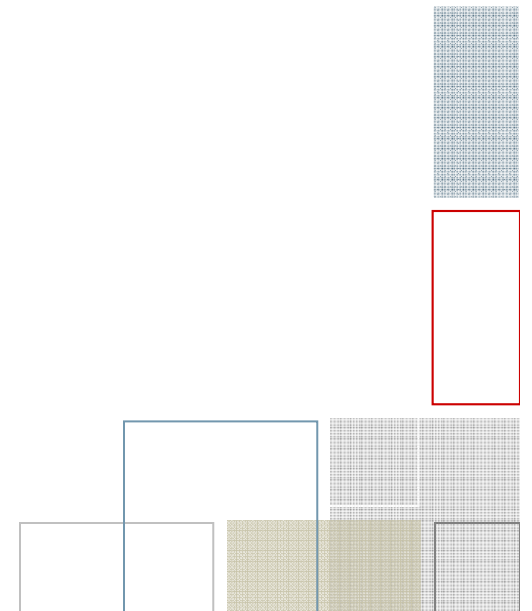
rich survey data
data interaction
customized input data
social network metrics
unstructured data



- *knowledge management*
- *master data management*
- *data harmonization*
- *voter relationship management*



microtargeting as a
process



TargetPoint

Alex Lundry, VP & Director of Research

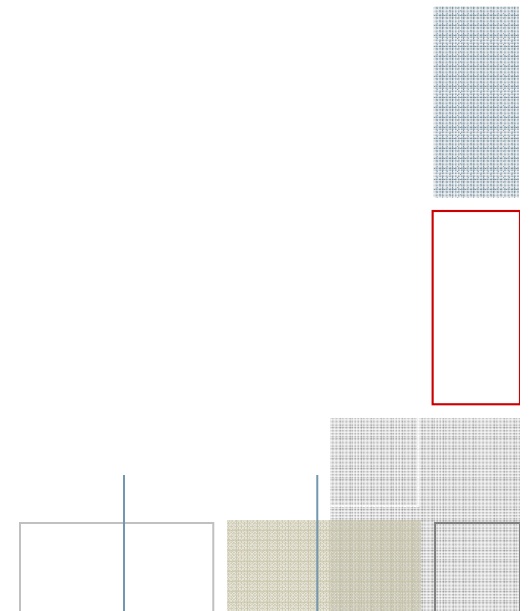
twitter: @alexlundry

www.targetpointconsulting.com

twitter: @tpctweet

> Presentation overview

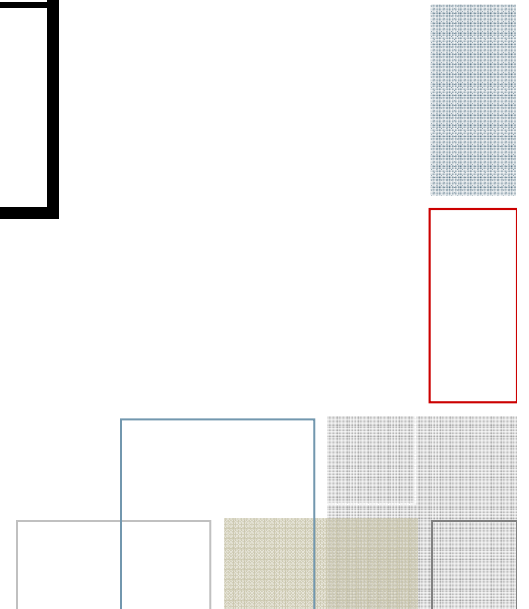
- Why micro-target?
- A new take on persuasion
- Micro-targeting from the Iowa Caucuses to November 4th



> Electorate



A 3x3 grid diagram representing a 3D coordinate system. The vertical axis is labeled 'P' at the top, the horizontal axis is labeled 'C' at the right, and the depth axis is labeled 'Non-voters' at the bottom. A small black dot is located at the top center of the grid.



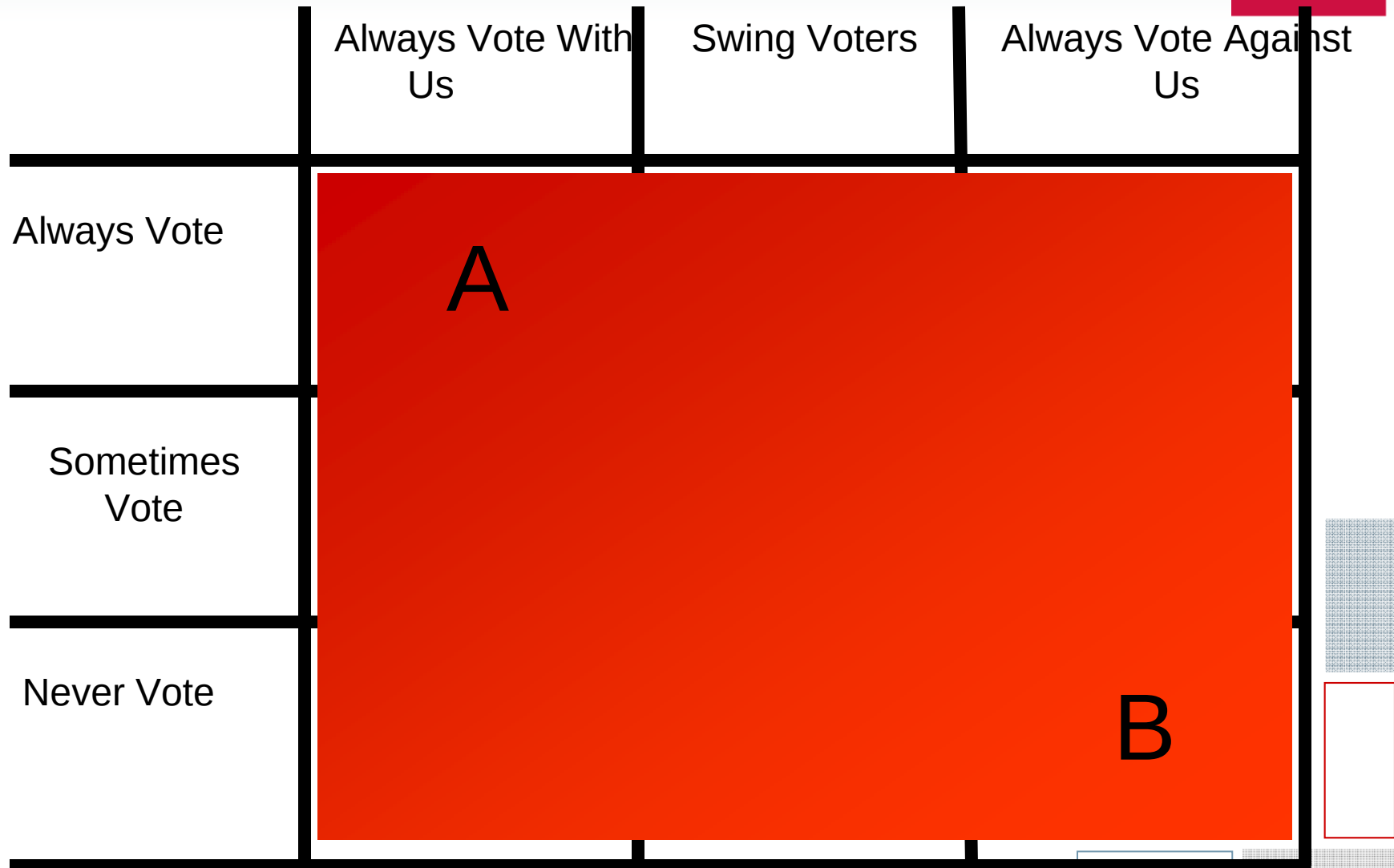
> The Electorate

SPSS

	Always Vote With US	Swing Voters	Always Vote Against Us
Always Vote			
Sometimes Vote			
Never Vote			

> The Electorate

SPSS



Campaign Infrastructure: Who to target for volunteers, fundraising and opinion leaders.

A: Best targets B: Worst targets

> The Electorate

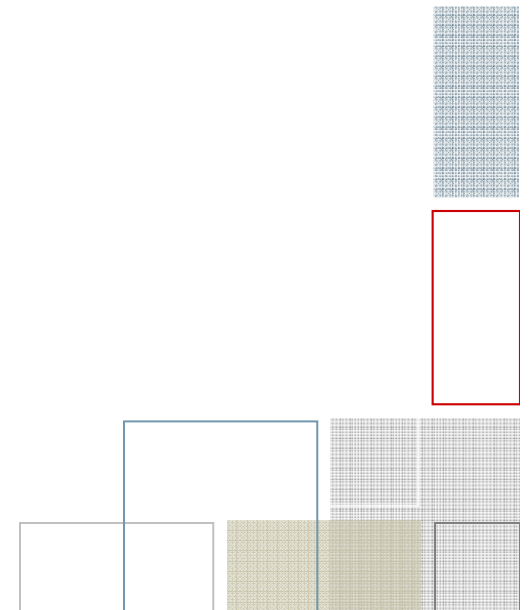
SPSS

	Always Vote With Us	Swing Voters	Always Vote Against Us
Always Vote	C	D Persuasion	B
Sometimes Vote	E GOTV	F Persuasion #2	B
Never Vote	A	A	A/B

> Types of targeting

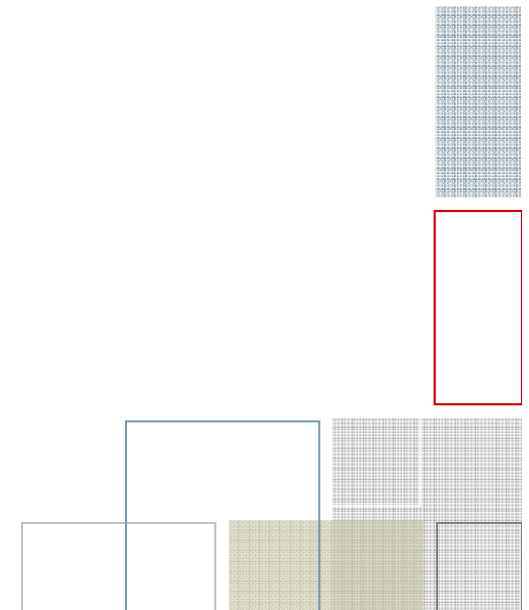
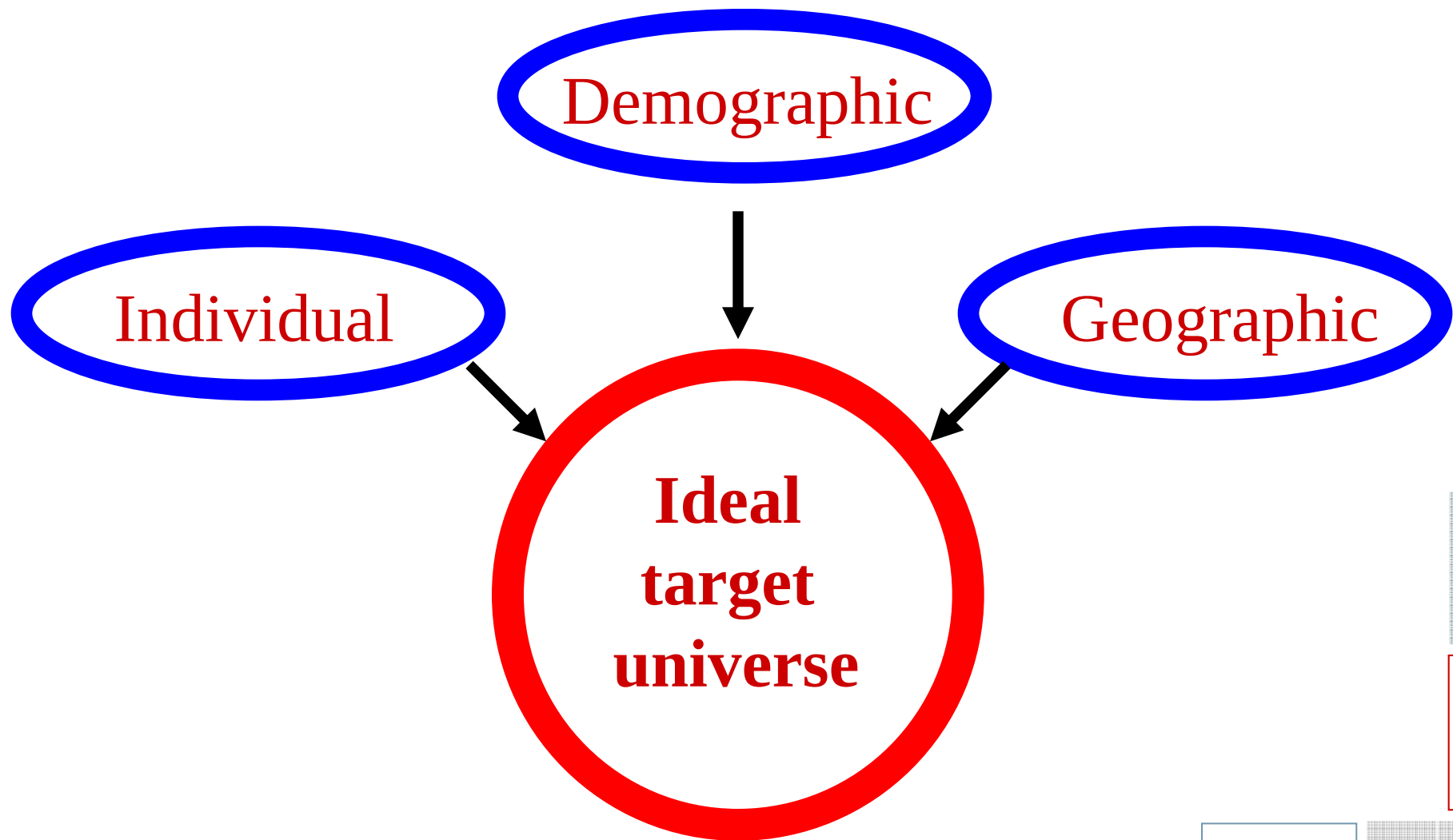
SPSS

- Individual
- Demographic
- Geographic



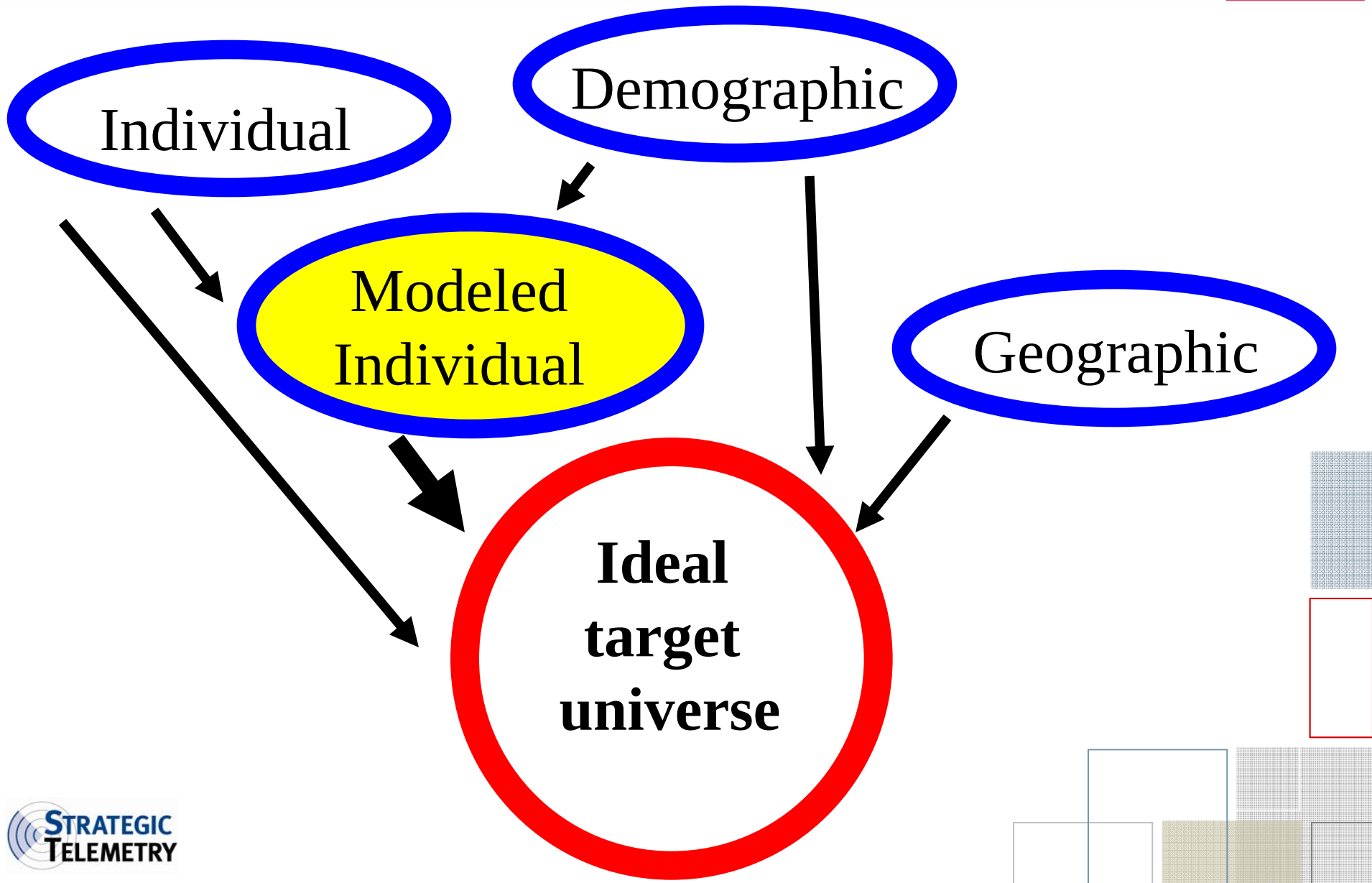
> Types of targeting

SPSS



> Types of targeting

SPSS



> What is it about Bourbon?

Media stories about micro-targeting often focus on one or two interesting indicators



"Bourbon drinkers tend to vote Republicans; gin fanciers lean Democrat." – The Nation

"Coors beer and bourbon drinkers skewing Republican, brandy and cognac drinkers tilting Democratic." –The Washington Post

It doesn't actually work that way

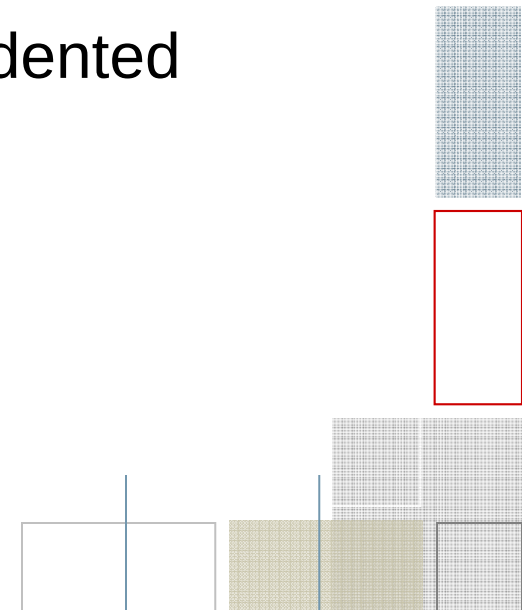
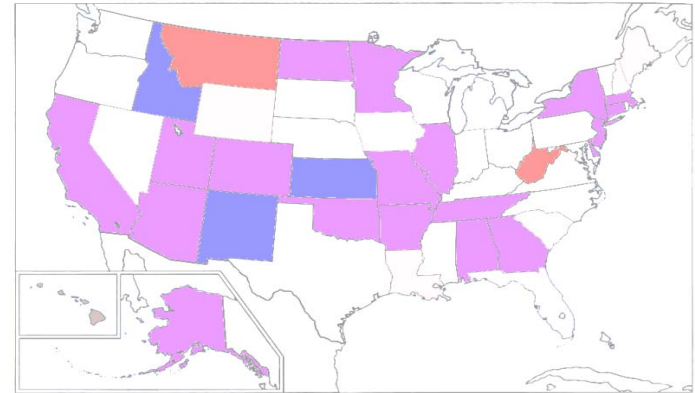


-

> Roadmap to November 4

SPSS

- The other Early States
- February 5th
- The long road to June
- Planning for the general election
- The General Election
- Micro-targeting and data mining on unprecedented scale
- Keeping track of all the moving pieces



> 2008 results

SPSS

2004 and 2008 Presidential Election Results by State

