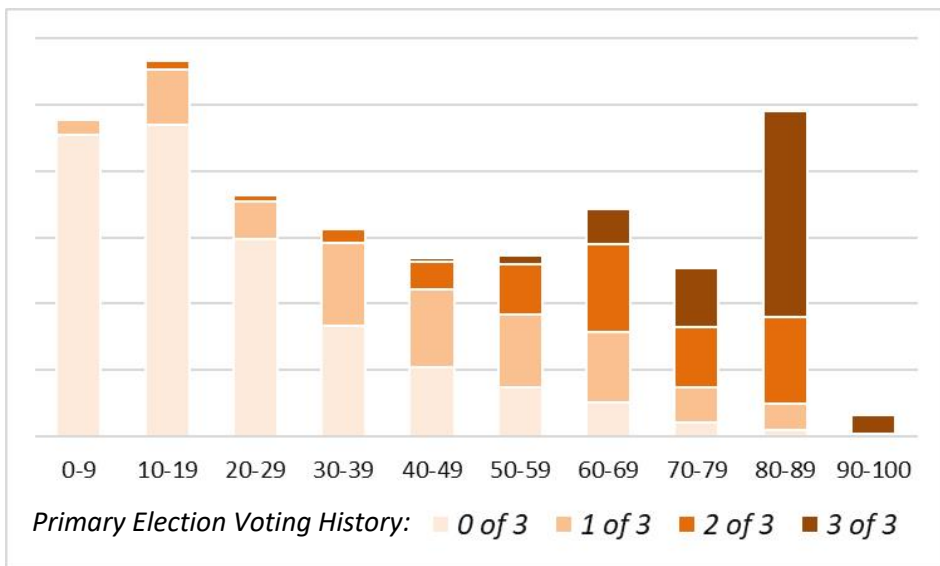


OVERVIEW OF SCORES IN VOTEBUILDER

Voters in San Diego County • Compiled by the San Diego County Democratic Party • Rev. 10/3/19

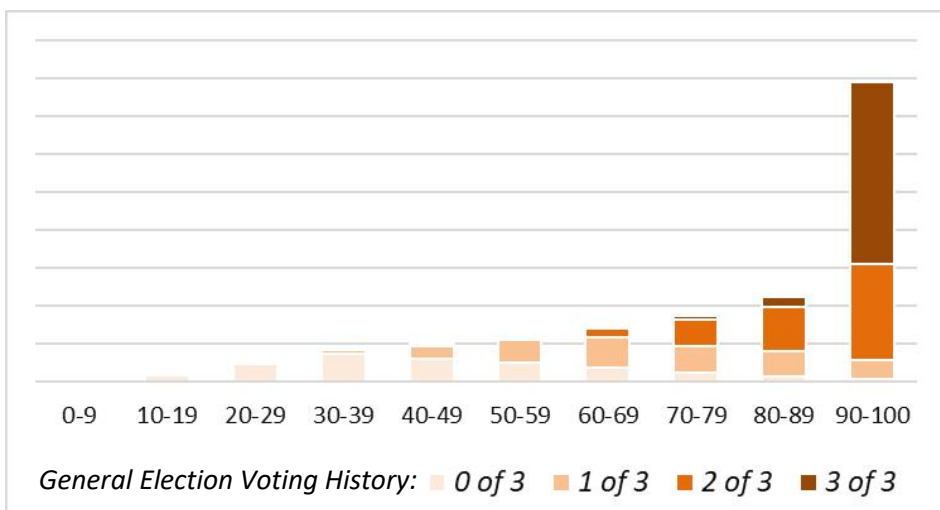
TargetSmart Presidential Primary Turnout



NOTES ON USAGE

- Represents a rank-ordered prediction of a voter’s likelihood to turn out in the 2020 Presidential Primary Election.
- Targets in the 20-40 score range are likely to yield the greatest impact from get-out-the-vote outreach in the Primary.
- Persuasion outreach should focus on voters with higher scores.
- For the best insights, review the distribution of scores in a particular district (via Counts and Crosstabs) in light of the estimated turnout in that district.

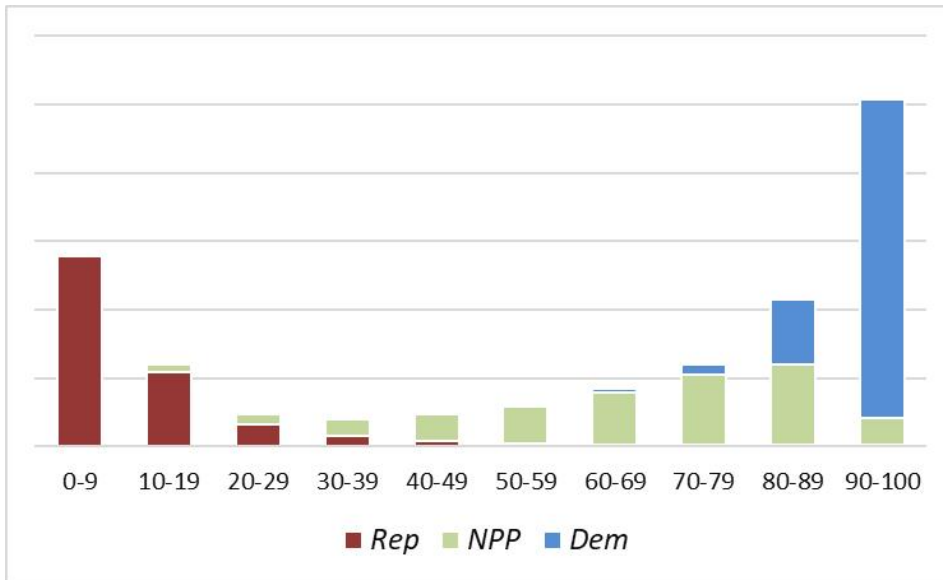
TargetSmart Presidential General Turnout



NOTES ON USAGE

- Represents a rank-ordered prediction of a voter’s likelihood to turn out in the 2020 Presidential General Election.
- Targets in the 40-70 score range are likely to yield the greatest impact from get-out-the-vote outreach in the General Election.
- Persuasion outreach should focus on voters with higher scores.
- For the best insights, review the distribution of scores in a particular district (via Counts and Crosstabs) in light of the estimated turnout in that district.

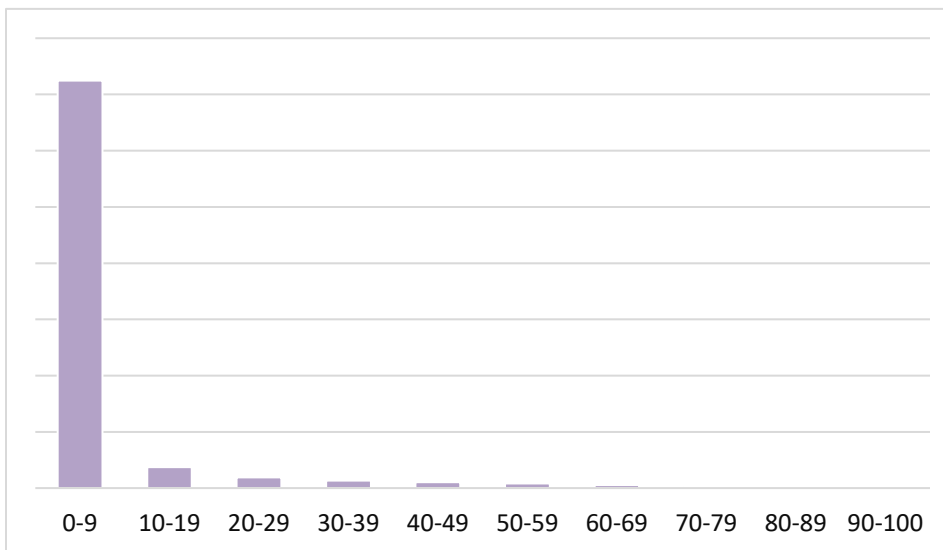
2020: Civis Partisanship



NOTES ON USAGE

- Predicts a voter's probability of self-identifying as a Democrat (not necessarily intensity of support).
- Can be used to identify likelihood of Democratic support among unaffiliated or minor-party voters, or to identify Republicans who behave more like Democrats and vice versa.
- A universe for generic Democratic GOTV could include support scores of 80+.
- Voters in the middle-score range are not necessarily "persuadable," but rather people of unknown partisanship.

2020: Civis Spanish Language Preference



NOTES ON USAGE

- The score estimates the probability of an individual's preference to communicate verbally in Spanish.
- Since the vast majority of voters have a single-digit score in this model, those with scores of 10+ (about 12% of all voters countywide) will be most likely to have a Spanish language preference.