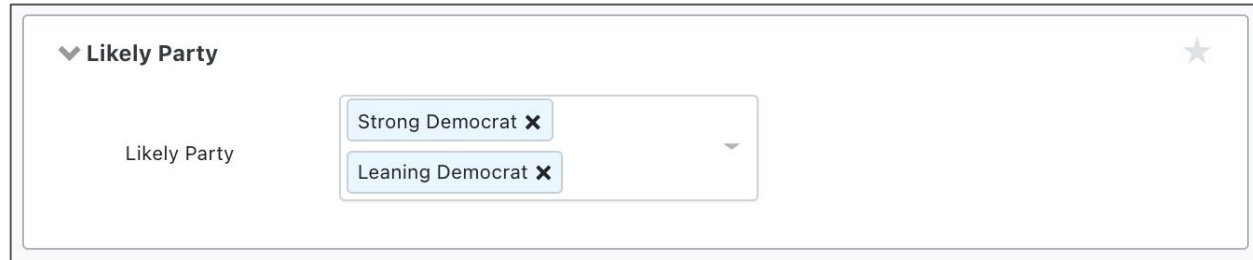# Michigan Likely Party

MDP Data Team

Purpose

1) History and reason for Likely Party

2) Shortfalls of using likely party for voter targeting

3) Creating a new version of likely party

4) How you can use the new version of likely party

MI DEMS

Old Likely Party, a History

- In states with party voter registration, VAN displays registered party
  - Wanted to be able to display a similar field in non-party registration states like Michigan
- Decided to use an accumulation of "survey responses" to try to mimic party registration behavior

Likely Party

Likely Party   Strong Democrat ✖
     Leaning Democrat ✖

Old Likely Party, How It Works

- The state voter file manager assigns partisan "points" to individual survey responses.

Response English [Español]		Resp Medium Eng [Esp]	Resp Short Eng [Esp]	Master Response	Dem Pts	Rep Pts	Ind Pts	Copy to My Campaign	
Strong Demc	Fuertemente	1.	1.	1	1	1. Strong Democrat	50	0	0	☑	Save
Lean Democrat [Con inclinacion Demo]		2. [2.]	2 [2]	2. Lean Democrat	25	0	0	☐	Edit

- Points accumulate on voter records and are then used to determine a voters "Likely Party"

∨ **Likely Party** ≡

Dem Points	1070(95.5%)
Rep Points	50(4.5%)
Ind Points	0(0%)
Total Points	1120

Strong Democrat

MI DEMS

Old Likely Party, the Downsides

While likely party made sense at the time, especially for local campaigns, it came with some downsides.

- Accumulation of points
    - Over time, voters built up large banks of points, but politics can change quickly
    - How many new responses should it take to change someone's likely party? Probably not 20
- Inflexible/unscaled
    - Every survey response is manually coded, so making changes later is nearly impossible
    - Impossible to add any sort of nuance, like removing text responses
- Limited information
    - We have much more information about voters now than we did when likely party was developed.
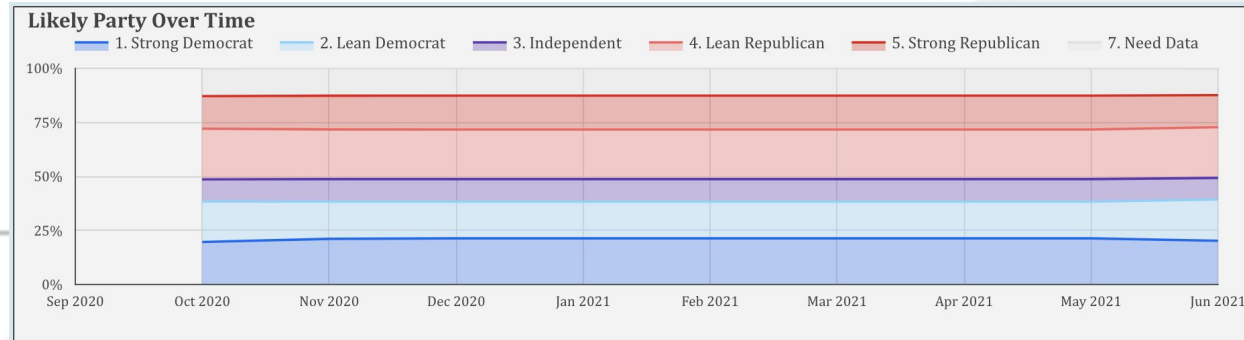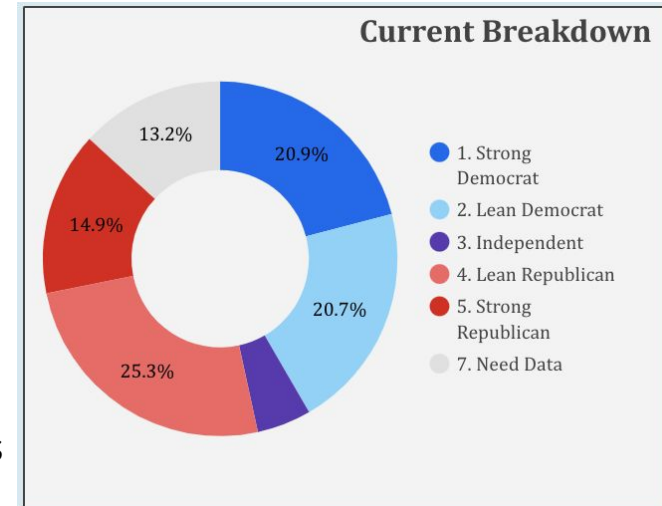
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Making Better Voter Contact Universes

Larger, resourced campaigns don't use likely party at all in voter targeting

- Use a combination of models and survey responses to build contact universes.
  - Voters above score cutoff + supporter IDs - opponent IDs
  - Persuasion universe built on turnout, partisan, and persuasion scores
- However, for most campaigns, it's helpful to have an easier tool
  - Simple lists vs. 27 step searches
  - Information that builds on other committees (in a general election)
  - Differentiation between strong/lean behavior and true cutoff for who is persuadable

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Introducing Michigan Likely Party

- Uses on-the-ground data as the backbone of field targeting, just like the familiar likely party

- Changes more realistically based on new information so that lists remain dynamic

- Adds millions of party data points, from party donors/volunteers to analytics datasets to fill in the gaps

Current Breakdown

- 20.9% 1. Strong Democrat
- 20.7% 2. Lean Democrat
- 3. Independent
- 25.3% 4. Lean Republican
- 14.9% 5. Strong Republican
- 13.2% 7. Need Data

Likely Party Over Time

1. Strong Democrat   2. Lean Democrat   3. Independent   4. Lean Republican   5. Strong Republican   7. Need Data

Michigan Likely Party

- **Strong Democrat:** "Strong" field ID, volunteer history, donation history in recent cycle, or very likely to vote and support Democrats

- **Lean Democrat:** "Lean" ID, weaker volunteer/donation history, or likely to support Democrats

- **Independent:** Split/Undecided IDs, third party candidate ID/donation, or very likely to turnout but unclear partisanship.

- **Lean Republican:** "Lean" ID, weaker volunteer/donation history, or likely to support Republicans

- **Strong Republican:** "Strong" field ID, volunteer history, donation history in recent cycle, or very likely to vote and support Republicans

- **Need Data:** Not enough voter data to determine their partisanship unless we get a field ID

The new targets are dynamic

Likely Party targets will update in VAN every night around 3am based on the previous days' data

- Data is updated every single night for dynamic targeting

- New registrants are scored within three days of being added to the voter file

- Targets benefit from every campaign that is not currently involved in a primary

  - Doesn't use any IDs from races with multiple dems until after the primary

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And Comprehensive

We start with field IDs, just like the older version of likely party, but we also have access to a lot more information for voter outreach.

- Over a decade's worth of field IDs from across Michigan including Coordinated
- Volunteer data from coordinated and state party outreach programs
- Hundreds of thousands of MDP donor records
- Analytics datasets including partisan primary vote history, national voter registration history, precinct voting patterns, and commercial databases

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MI Likely Party is available under targets

Michigan likely party is available in the targets section of Create a List

It is also visible as a badge on voter profiles

Michigan likely party is available in the targets section of a voter record, and displayed as a badge by their name:

Likely Party only reflects likely partisanship

We designed these targets solely to work as a tool for determining voter partisanship. Campaigns can use them in combination with other criteria

- Candidates in an even year elections need different universes than odd year primaries

- Very likely to vote, but unclear partisanship are included in "Independents" as they're important for persuasion/ID outreach

◀ Step 1: New Search

Voting History — Any of the following:
2020 Primary = Voted
or 2018 Primary = Voted
Targets
Target = MI Likely Party [Updated]: 1. Strong Democrat or MI Likely Party [Updated]: 2. Lean Democrat
Voter Status
Registration Status = Registered Active
Suppressions
exclude Deceased
and include Good Voting Address only
and exclude Do Not Walk
and exclude Do Not Call
and include Do Not Text
and include Do Not Email
and include Do Not Mail
...less

🔍   Preview My Results

All Targets use "OR" logic, not "AND"

The MDP provides many targets throughout the year

- When selecting multiple targets that are designed to narrow the list, use multiple steps:

    - Democrats plus *All* Millennials:

    - Democratic Millennials:

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Questions?