# Memo

To: Concerned Parties
From: Alex Lucas, Maverick Campaigns
Date: December 16, 2016
Subject: 2016 HD 134 General Election Analysis

The following is an in-depth look at the 2016 general election in HD 134, especially regarding the efforts of the Sarah Davis campaign. This document seeks to analyze and interpret the results of a very volatile presidential race and gauge what transpired downballot, specifically as concerns the race for State Representative.

I. Election Results

Toplines-

Straight Ticket

| Vote Type | Republican | Democrat | Libertarian | N/A |
|---|---|---|---|---|
| BBM | | | | |
| EVIP | | | | |
| EDAY | | | | |
| Total | 28% | 25% | <1% | 46% |

President

| Vote Type | Trump | Clinton | Johnson |
|---|---|---|---|
| BBM | | | |
| EVIP | | | |
| EDAY | | | |
| Total | 40% | 55% | 5% |

State Rep

| Type | Davis | Rose | Velasquez | Undervote |
|---|---|---|---|---|
| BBM | 52% | 46% | 2% | 5% |
| EVIP | 52% | 45% | 3% | 3% |
| EDAY | 58% | 38% | 4% | 4% |
| Total | 54% | 43% | 3% | 3% |

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- Voters in HD 134 are notoriously reluctant to vote Straight Ticket, preferring instead to go downballot and often split their ticket.
- However, this election took the district's behavior to the extreme, with only 54% of the district's voters choosing a Straight Ticket option, versus roughly 67% of Harris County voters.
- Those voters in HD 134 who chose to vote Straight Ticket preferred the Republicans to the Democrats, 28-25%.
- Additionally, HD 134's electoral elasticity showed up in force this election cycle, as Hillary Clinton defeated Donald Trump 55-40%, while Sarah Davis defeated Ben Rose 54-43%.
- This means that the Republican Presidential nominee lost by 15 points in a district where the Straight Ticket advantage was R+3, and the Republican State Representative won by nearly 11 points, resulting in a net swing of 26 points from President to State Representative.
- This sort of movement is extraordinary in a presidential general election, especially in a district that is typically Republican-leaning from the top to the bottom of the ballot, and is likely a major contributor to the poor performance of county-wide Republicans in Harris County.
- Sarah Davis' performance with mail ballots and in-person early voters was the same, while her performance on Election Day was measurably better, coming at the direct expense of Ben Rose's vote share.
- The undervote was quite low in the race for State Representative, across all vote types.

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# Election Results by Region

| Region | Straight GOP | Straight Dem | Straight Libert. | N/A |
|---|---|---|---|---|
| Afton Oaks | 31% | 24% | 1% | 44% |
| Bellaire | 31% | 21% | 1% | 48% |
| Braeswood | 24% | 30% | 1% | 46% |
| East | 23% | 29% | 1% | 48% |
| Memorial | 33% | 21% | 1% | 45% |
| Meyerland | 27% | 26% | 1% | 46% |
| Rice University | 19% | 32% | 0% | 49% |
| River Oaks | 37% | 17% | 0% | 45% |
| Timbergrove | 29% | 24% | 1% | 46% |
| Upper Kirby | 27% | 28% | 1% | 44% |
| Uptown Galleria | 39% | 23% | 1% | 37% |
| West U | 31% | 20% | 0% | 49% |

| Region | Trump | Clinton | Johnson |
|---|---|---|---|
| Afton Oaks | 43% | 52% | 5% |
| Bellaire | 44% | 52% | 4% |
| Braeswood | 33% | 63% | 4% |
| East | 33% | 62% | 5% |
| Memorial | 46% | 49% | 5% |
| Meyerland | 40% | 57% | 4% |
| Rice University | 26% | 70% | 4% |
| River Oaks | 52% | 44% | 4% |
| Timbergrove | 40% | 53% | 7% |
| Upper Kirby | 37% | 58% | 5% |
| Uptown Galleria | 52% | 45% | 3% |
| West U | 44% | 52% | 4% |

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| Region | Davis | Rose | Velasquez | Undervote |
|---|---|---|---|---|
| Afton Oaks | 56% | 40% | 4% | 4% |
| Bellaire | 59% | 38% | 2% | 3% |
| Braeswood | 46% | 51% | 3% | 4% |
| East | 45% | 51% | 4% | 4% |
| Memorial | 60% | 37% | 3% | 3% |
| Meyerland | 51% | 46% | 3% | 3% |
| Rice University | 41% | 57% | 2% | 4% |
| River Oaks | 67% | 31% | 3% | 3% |
| Timbergrove | 53% | 42% | 5% | 4% |
| Upper Kirby | 50% | 46% | 3% | 4% |
| Uptown Galleria | 61% | 36% | 3% | 4% |
| West U | 63% | 35% | 2% | 3% |

| Region | Davis Over Trump | Davis Over Straight GOP |
|---|---|---|
| Afton Oaks | 30% | 77% |
| Bellaire | 35% | 91% |
| Braeswood | 37% | 92% |
| East | 37% | 95% |
| Memorial | 31% | 80% |
| Meyerland | 28% | 84% |
| Rice University | 54% | **116%** |
| River Oaks | 31% | 83% |
| Timbergrove | 30% | 83% |
| Upper Kirby | 36% | 84% |
| Uptown Galleria | 18% | 55% |
| West U | 46% | **105%** |

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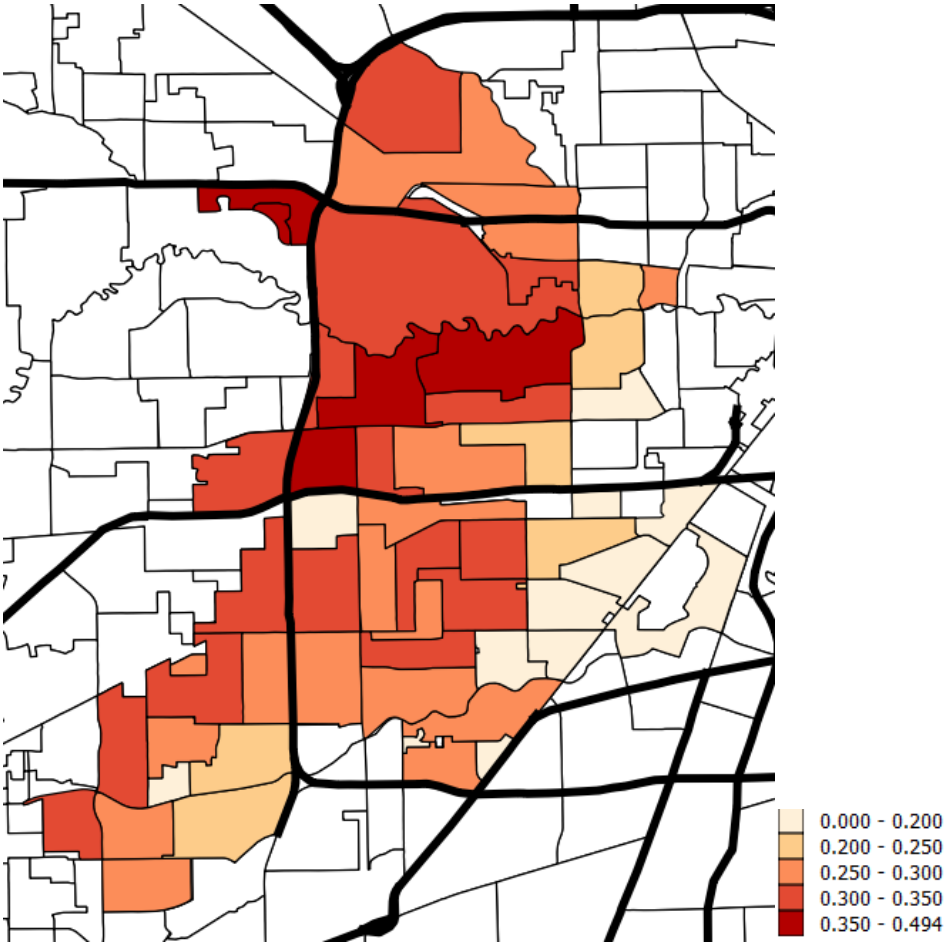
Straight GOP Percent



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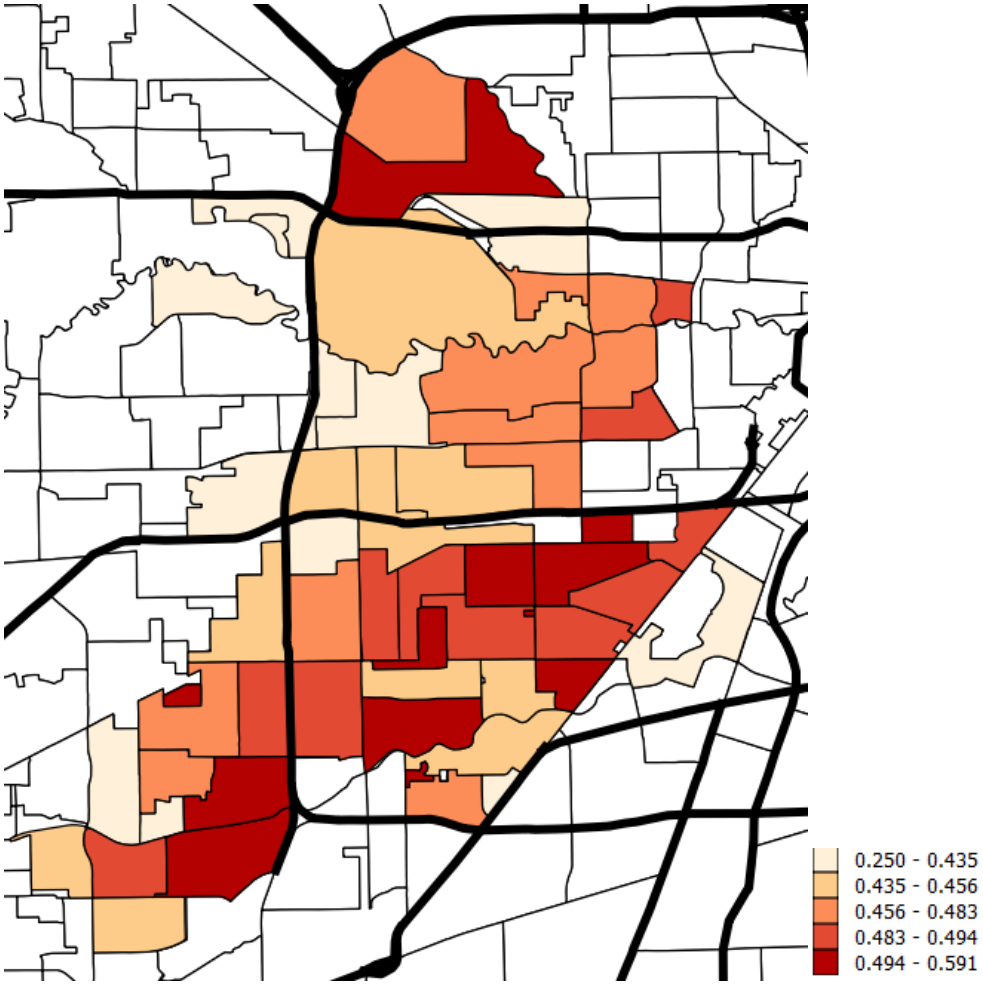
Non-Straight Ticket Percent



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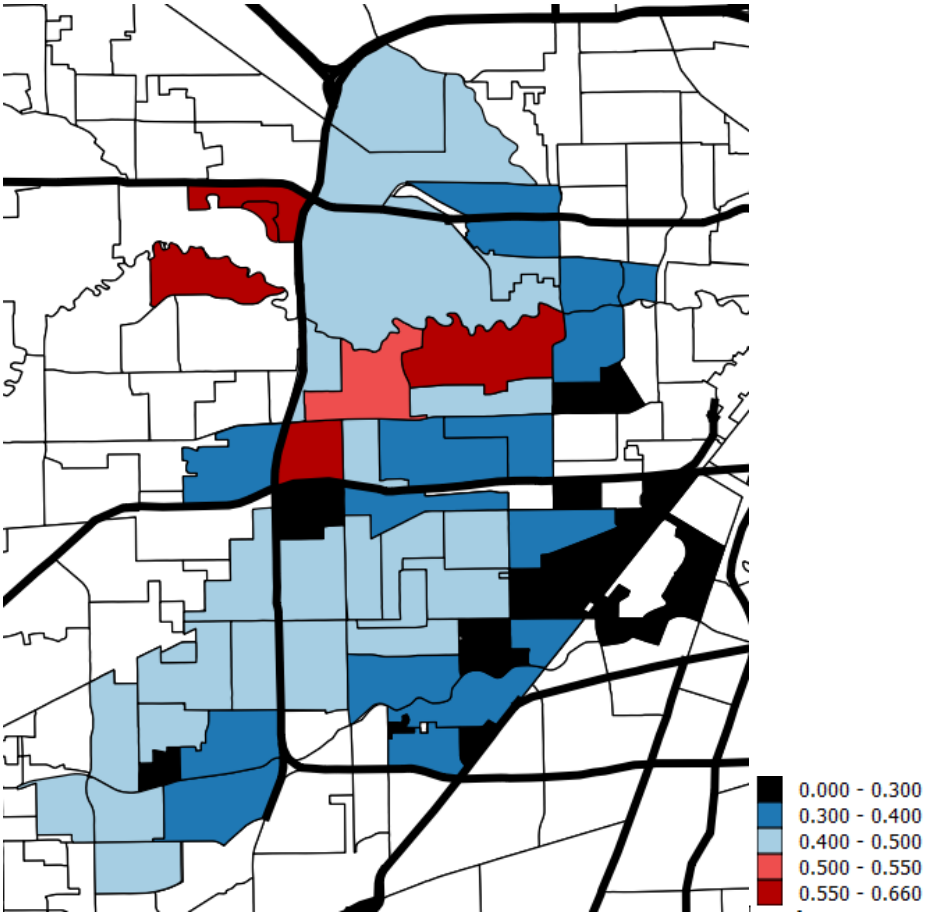
Trump Percent



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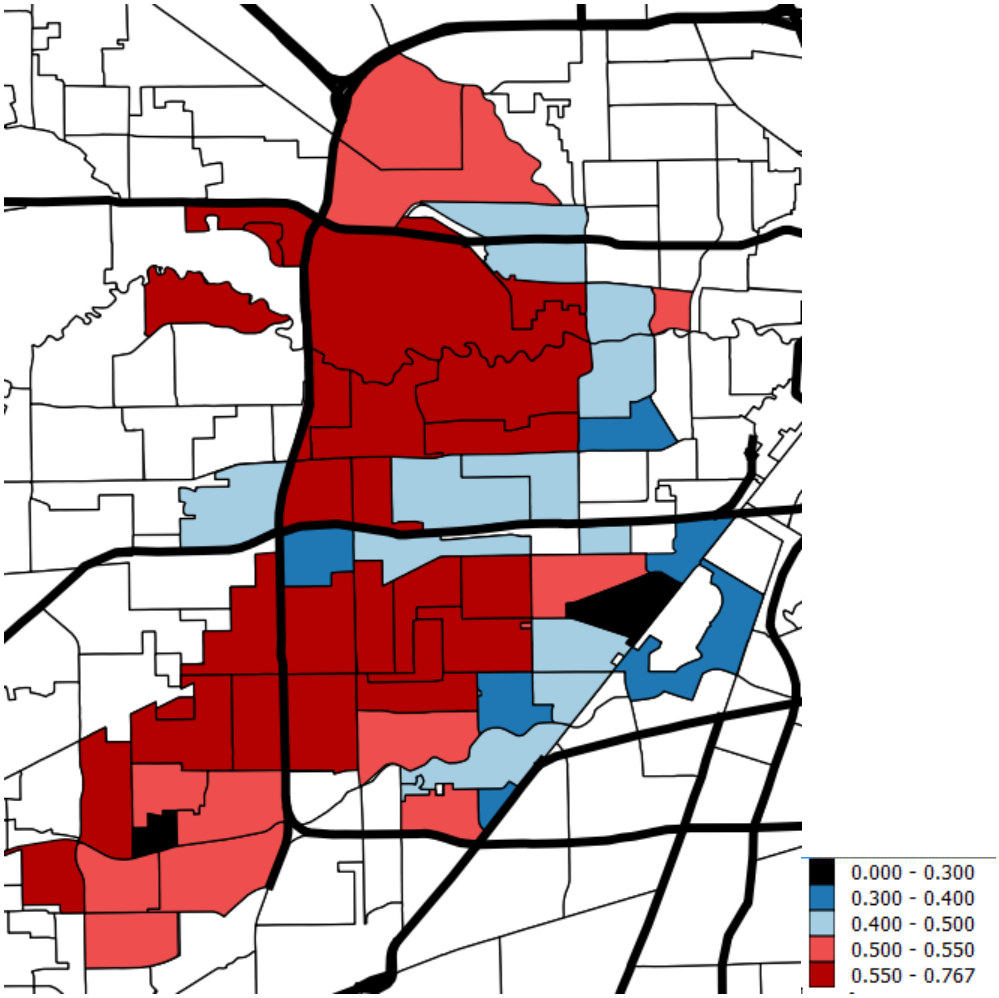
Sarah Davis Percent



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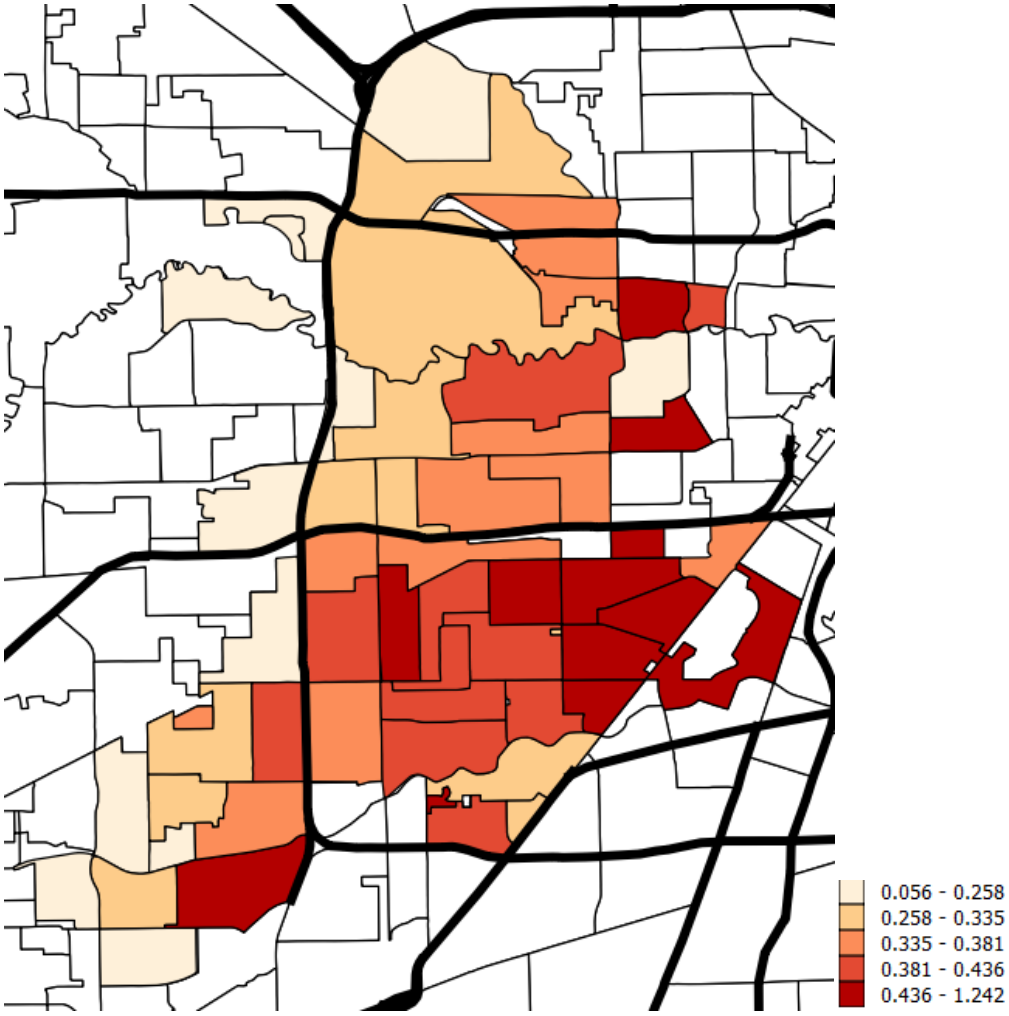
Sarah Davis Votes over Trump Percent



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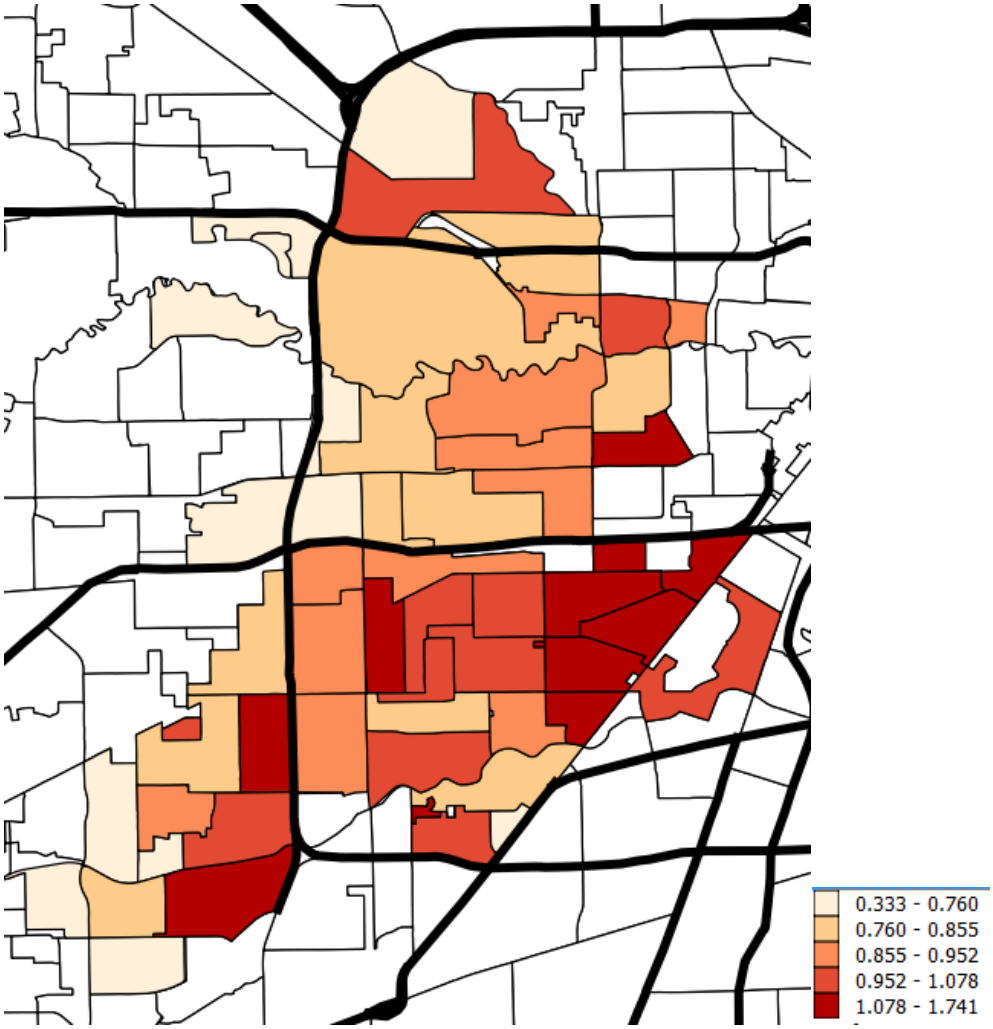
Sarah Davis Votes over Straight GOP Percent



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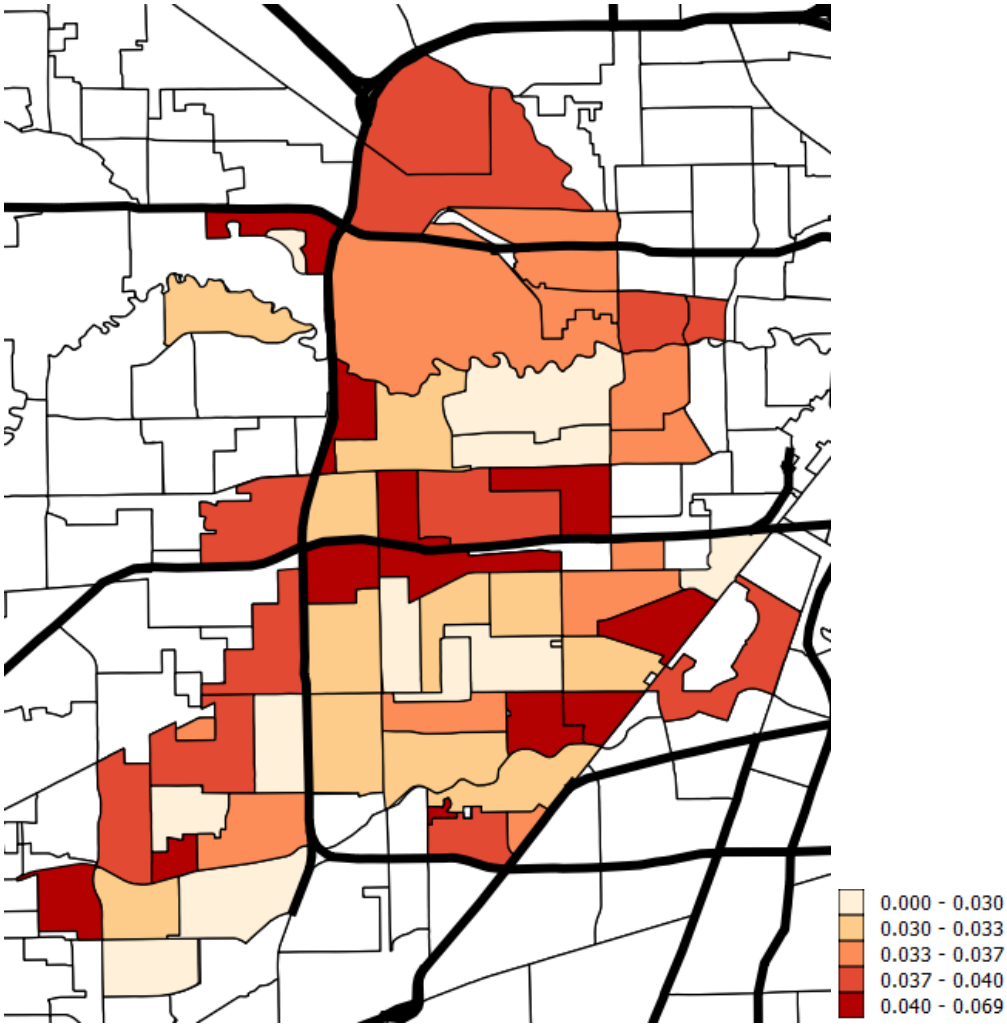
State Rep Undervote



- Trump was crushed district-wide, winning only the Conservative bastions of River Oaks and Uptown/Galleria; he even lost traditionally Republican Timbergrove, West U, and Bellaire.
- Voters were most likely to vote Straight Republican in River Oaks and Uptown/Galleria, which may be what kept Trump from being geographically swept in HD 134.
- The Uptown/Galleria area may be trending rightward, as it boasted sizable Straight Republican and Trump margins.
- Sarah Davis won a blowout victory over her opponent, managing to narrowly exceed her 2012 margins despite the presence of a Libertarian candidate and a toxic presidential nominee at the top of the ticket.
- Sarah Davis overperformed Trump district-wide, receiving 34% more votes than the presidential nominee, and 87% more votes than the Straight Republican option.
- Sarah Davis won every neighborhood except the traditionally Democrat-leaning East, Rice University, and Braeswood areas; in fact, Davis made gains in the Eastern portion of the district, holding Rose to a single-digit margin there.
- Sarah Davis overperformed Trump the most in West U, Braeswood, and the East, and it is likely that those ticket-splitting voters in those precincts are responsible for her decisive victory.
- Non-Straight Ticket voters were primarily concentrated in the Southern half of the district; notably the Dem-leaning precincts in the East, as well as West U, Bellaire, and Meyerland.
- In the race for State Representative, the bellwether region of the district was Timbergrove, where Davis won 53-42%.
- The undervote was scattered throughout the district, and remained quite low overall.
- Rose's performance was geographically unimpressive, as he failed to break out of the traditionally Liberal areas of the district; he even lost his home precinct, a precinct that went for Clinton 62-33%.
- For Sarah Davis to win such a decisive victory in such a turbulent electoral environment bodes very well for her future success in general elections in HD 134.

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The Electorate-

| Type | Dem | GOP | Ind | Mix |
|---|---|---|---|---|
| BBM/EVIP | 28% | 31% | 32% | 9% |
| EDAY | 18% | 30% | 44% | 7% |
| Total | 25% | 31% | 36% | 8% |

| Type | 0 Gen | 1 Gen | 2 Gen | 3 Gen | 4+ Gen |
|---|---|---|---|---|---|
| BBM/EVIP | 19% | 12% | 13% | 17% | 39% |
| EDAY | 24% | 15% | 15% | 16% | 30% |
| Total | 21% | 13% | 14% | 16% | 36% |

| Type | 18-29 | 30-49 | 50-64 | 65-74 | 75+ |
|---|---|---|---|---|---|
| BBM/EVIP | 12% | 32% | 29% | 16% | 11% |
| EDAY | 15% | 39% | 30% | 11% | 5% |
| Total | 13% | 34% | 30% | 14% | 9% |

| Region | BBM/EVIP | EDAY | Total |
|---|---|---|---|
| Afton Oaks | 4% | 3% | 4% |
| Bellaire | 10% | 13% | 11% |
| Braeswood | 8% | 8% | 8% |
| East | 12% | 7% | 10% |
| Memorial | 3% | 2% | 3% |
| Meyerland | 11% | 13% | 12% |
| Rice University | 9% | 11% | 9% |
| River Oaks | 8% | 7% | 8% |
| Timbergrove | 11% | 9% | 10% |
| Upper Kirby | 8% | 6% | 7% |
| Uptown Galleria | 7% | 6% | 7% |
| West U | 9% | 14% | 11% |

- As we know from our tracking during the campaign, Democrats frontloaded their turnout, and nearly matched the Republicans' vote share among mail ballots and in-person early voters.
- Election Day saw the Democratic share of the vote plummet, while Republicans mostly held steady and Independents surged.
- Perhaps most telling is the geographical shift of the vote from Early Voting to Election Day; the Eastern portion of the district had the highest turnout during Early Voting, while Bellaire and West U posted very impressive numbers on Election Day.
- Given the fact that Sarah Davis overperformed the partisan advantage in both Early Voting and Election Day (winning the Early Vote by 6% in an R+3 electorate, and Election Day by 20% in an R+12 electorate), it seems highly probable that she won the Independent vote and/or a sizable portion of the Democratic vote without a significant defection from GOP voters.
- There were a sizable number of first-time general election voters, and the high rate of new registrants in HD 134 has been a topic of discussion for the campaign. Despite our uncertainty about their political leanings, it seems safe to state that these newer voters do not currently pose a risk to Sarah Davis, as they comprised 24% of the Election Day turnout, a voting bloc she won by 20 points.

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## Measuring Cause and Effect

In an effort to gauge the effectiveness of the Sarah Davis campaign and Harris County GOP's efforts in HD 134, a precinct-by-precinct analysis of the turnout of each respective partisan group and the corresponding mail coverage, canvassing coverage, as well as mail AND canvassing coverage is performed and then compared to Sarah Davis' overperformance of Trump and the Straight Ticket. Essentially, we are looking at the percentage of Democrats, Independents, and Republicans who voted that were in the campaign's mail universe and/or had their doors knocked, and then seeing if the more voters mailed/canvassed translated into Sarah Davis overperforming Trump and the Straight Republican option. In short: did the direct mail persuade voters? Did the canvassing persuade voters?

### Correlation to Sarah Davis Overperformance of Trump by Precinct

| Pct Dem Voters Mailed | Pct Independent Voters Mailed | Pct GOP Voters Mailed |
|---|---|---|
| 0.254682036 | 0.247910629 | 0.621722008 |

| Pct Dem Voters Canvassed | Pct Independent Voters Canvassed | Pct GOP Voters Canvassed |
|---|---|---|
| 0.201544174 | 0.226133648 | 0.131624353 |

| Pct Dem Voters Mailed AND Canvassed | Pct Independent Voters Mailed AND Canvassed | Pct GOP Voters Mailed AND Canvassed |
|---|---|---|
| 0.201538415 | 0.224810892 | 0.255231837 |

Correlation to Sarah Davis Overperformance of Straight GOP by Precinct

| Pct Dem Voters Mailed | Pct Independent Voters Mailed | Pct GOP Voters Mailed |
|---|---|---|
| 0.281314741 | 0.287803615 | 0.477845097 |

| Pct Dem Voters Canvassed | Pct Independent Voters Canvassed | Pct GOP Voters Canvassed |
|---|---|---|
| 0.275511206 | 0.267871634 | 0.138400031 |

| Pct Dem Voters Mailed AND Canvassed | Pct Independent Voters Mailed AND Canvassed | Pct GOP Voters Mailed AND Canvassed |
|---|---|---|
| 0.27178184 | 0.270841817 | 0.280335426 |

Any correlation that is a positive number indicates a positive correlation, and each of these correlations is positive, indicating that higher mail coverage and canvassing coverage in a given precinct led to higher overperformance by Sarah Davis. The effect is strongest measuring mail coverage of Republican voters, suggesting the mail program may have been especially persuasive at getting Clinton and Johnson Republicans to vote for Sarah Davis downballot. Additionally, the campaign's Democratic mail program appears to have paid dividends, as the more Democrat voters mailed in a precinct correlated reasonably well to Davis' overperformance of both Trump and the Straight Republican option. It is also possible that expanding the Democratic mail program and focusing the canvassing operation more on Democratic voters may have led to even more votes for Sarah Davis, as much of the campaign's focus remained on Independent and Soft Republican voters. Curiously, the canvassing effort appears to have yielded a bigger return among Democrats and Independents than Republicans; this suggests that the persuasive effect of block-walking persuadable voters may be stronger than the mobilization effect of turning out base voters in a high turnout, presidential election. The data strongly suggests that the campaign's Persuasion efforts through direct mail and canvassing were successful at increasing Sarah Davis' vote share through persuasion of Democrats and Independents, as well as retention of Republicans.