

# Analyzing Turnout Results with the Voter Activation Network

California VoterConnect Tutorial Series  
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In this tutorial, we are going to walk through a process that will give you one way of calculating the effectiveness of your voter turnout program: comparing the percentage of how many people you contacted ended up voting against the average voting rate in a couple of precincts. Here are the steps:

Step 1, Make a list of everyone you canvassed

Step 2, See how many of them voted

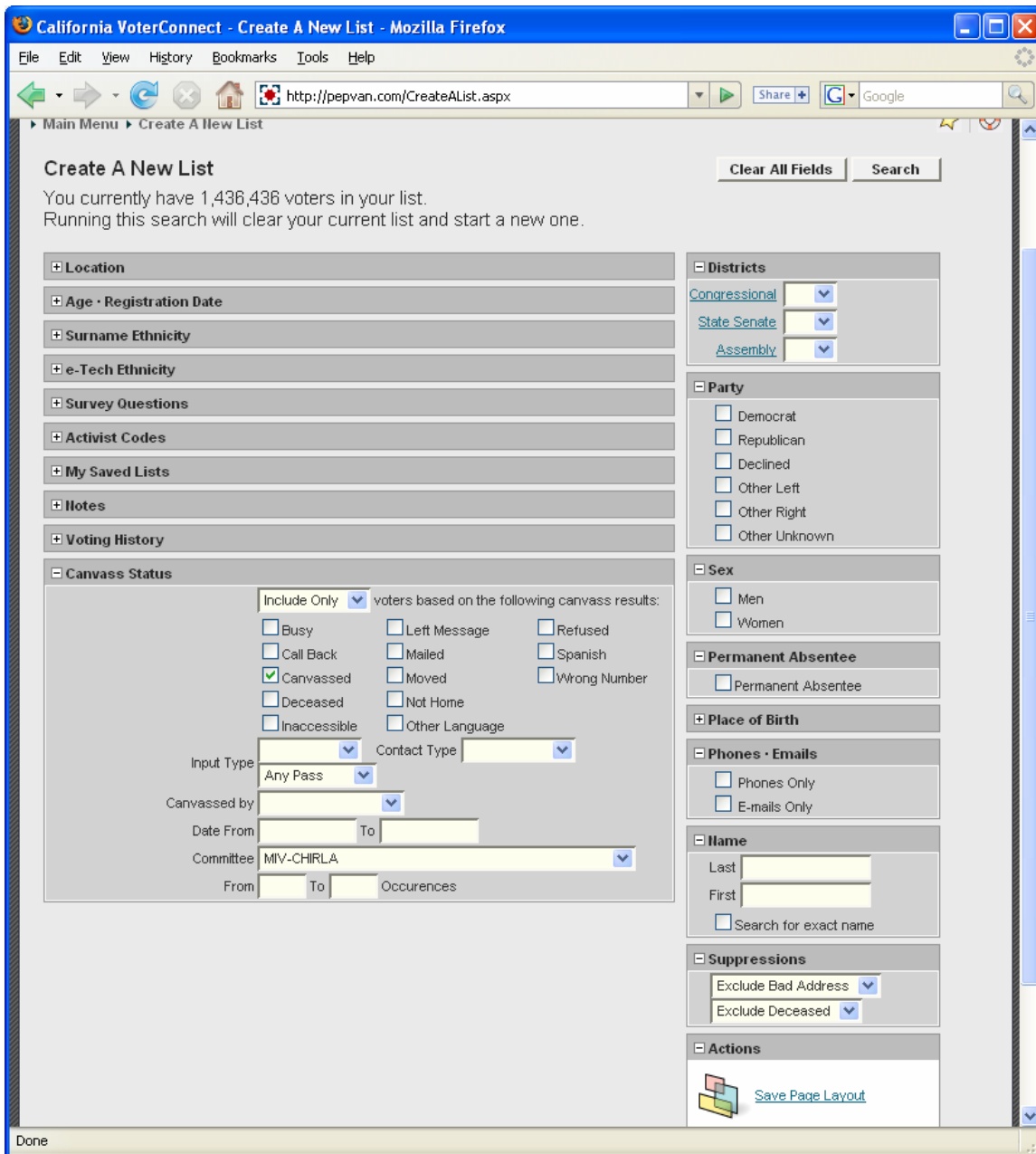
Step 3, Compare that voting rate to that of some of the precincts you worked in

## Step 1: Making the Canvassed list

Log in and go to the main screen and pick Create a New List:



Scroll down and look for the box labeled "Canvass Status" near the bottom left. (You can click the "plus" signs on the field boxes to open and close them, and click "Save Page Layout" on the lower right hand side to keep them open or closed) From that box, pick "Include Only" at the top and then the "Canvassed" checkbox, like this:



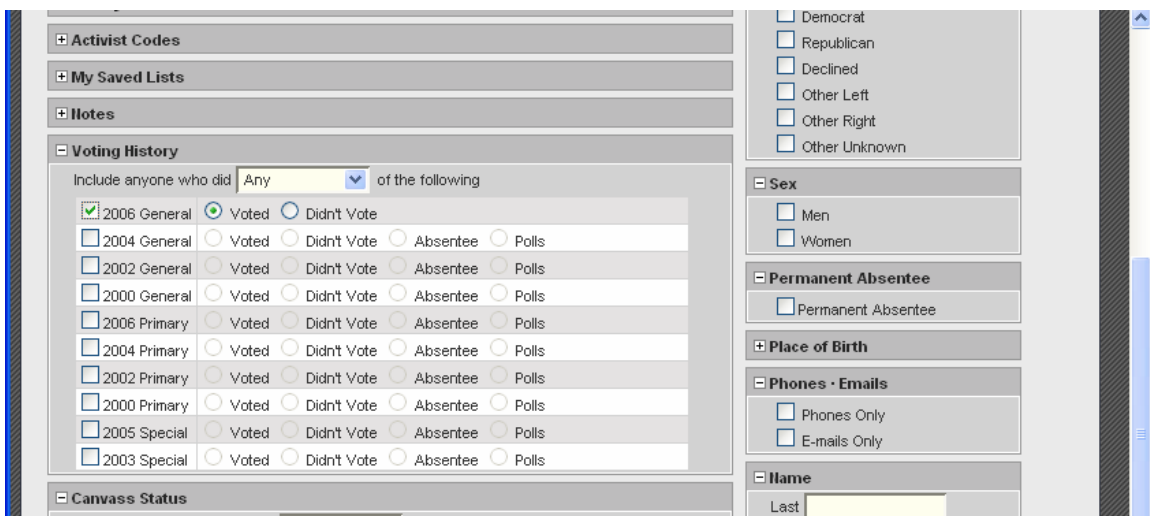
Then click “Search” in the upper right hand corner. After a few seconds you will see the main list screen. The number of voters here in the upper left hand corner is the total number of people your organization talked to and recorded data for. Record that number.

## Step 2: Find out how many of your contacts voted.

Click on “Narrow Voters” near the top of the page. This will let you select out just the people from this list who voted.



This will take you back to the main search screen. Expand the “Voting History” box if it isn’t already open, pick “Any” from the first box and whatever election you worked (i.e. “2006 General”) from the list of boxes below that. Then hit Search in the upper right hand corner.



This will take you back to the list screen. The number of voters now indicates the number of people who were canvassed who also voted. Divide the second number (total turned out) by the first number (total canvassed) and multiply time 100 to get the percentage turnout. For example:

$$1052/2070 \times 100 = 50.8\%$$

### Step 3: Compare that to some other turnout figures

First, pull up the list of everyone who was canvassed again, either by picking Canvassed under Canvas Results or by going into the main list view, clicking the big green “more” button and then choosing “previous list.” Once you’re in the My List page, click on “Counts” in the big friendly menu near the top. In the counts page, pick “Precinct” in column 1, and hit refresh. If you have Excel, you can export to that, but otherwise scroll through the list and pick out 3 or 4 precincts that have a lot of contacts in them.

Precinct	Count
0000272	2
0001132	1
0050061	1
0150012	1
0350030	1
0350042	1
0350054	1
0400000	1

In this case, 9000650, 9001768, and 9001769 all had more than 100 contacts each, so we'll use those.

But we need something to compare them to. After each election, the Statewide Database at UC-Berkeley makes by-precinct results available on their website:

<http://swdb.berkeley.edu/>

It's a little tricky to navigate that site for now, so here are the results for LA with turnout percentages by precinct already calculated in the first column:

<http://cavoterconnect.com/data/06General/LA-06gen-byprecinct.txt>

If you need help getting by-precinct turnout numbers for another county, contact VoterConnect (and we are working on a better long term solution for this). These numbers can then be used in the first column of making a chart like this. To get the 2<sup>nd</sup> and 3<sup>rd</sup> columns just repeat steps 1 and 2 from above for each precinct in question.

	<b>total turnout</b>	<b>canvassed</b>	<b>turned out</b>	<b>canvassed pct. voted</b>	<b>turnout</b>
<b>boost</b>					
9006500A:	43.0%	170	88	51.8%	<b>+8.8%</b>
9001768A:	31.3%	128	73	57.0%	<b>+25.7%</b>
9001769A:	46.4%	111	64	57.7%	<b>+11.3%</b>

In the top 3 precincts they were active in, this group boosted turnout by 9, 26 and 11 percent. Definitely numbers to be proud of!