John Morris, 2023

Georgia Election Lore

Quality Election Analytics, Anytime, Anywhere, at Your Fingertips

About Me

- A Cobb County resident for more that 30 years, currently residing in Columbia County

- Education

  - BS Electrical Engineering and MS Computer Science from Texas A&M

  - MA Science, Technology, and Public Policy from George Washington University

  - Graduate work in Industrial Engineering at Georgia Tech

- Software Developer for more than 40 years

  - Some folks do woodwork as a hobby; I write software

Core Values

I believe that every voter should have free access to election analytics sufficient to support their understanding of the political landscape in their districts, county, and state.

I believe that providing affordable access to high quality election analytics lowers the information barrier that might otherwise hinder qualified candidates from running.
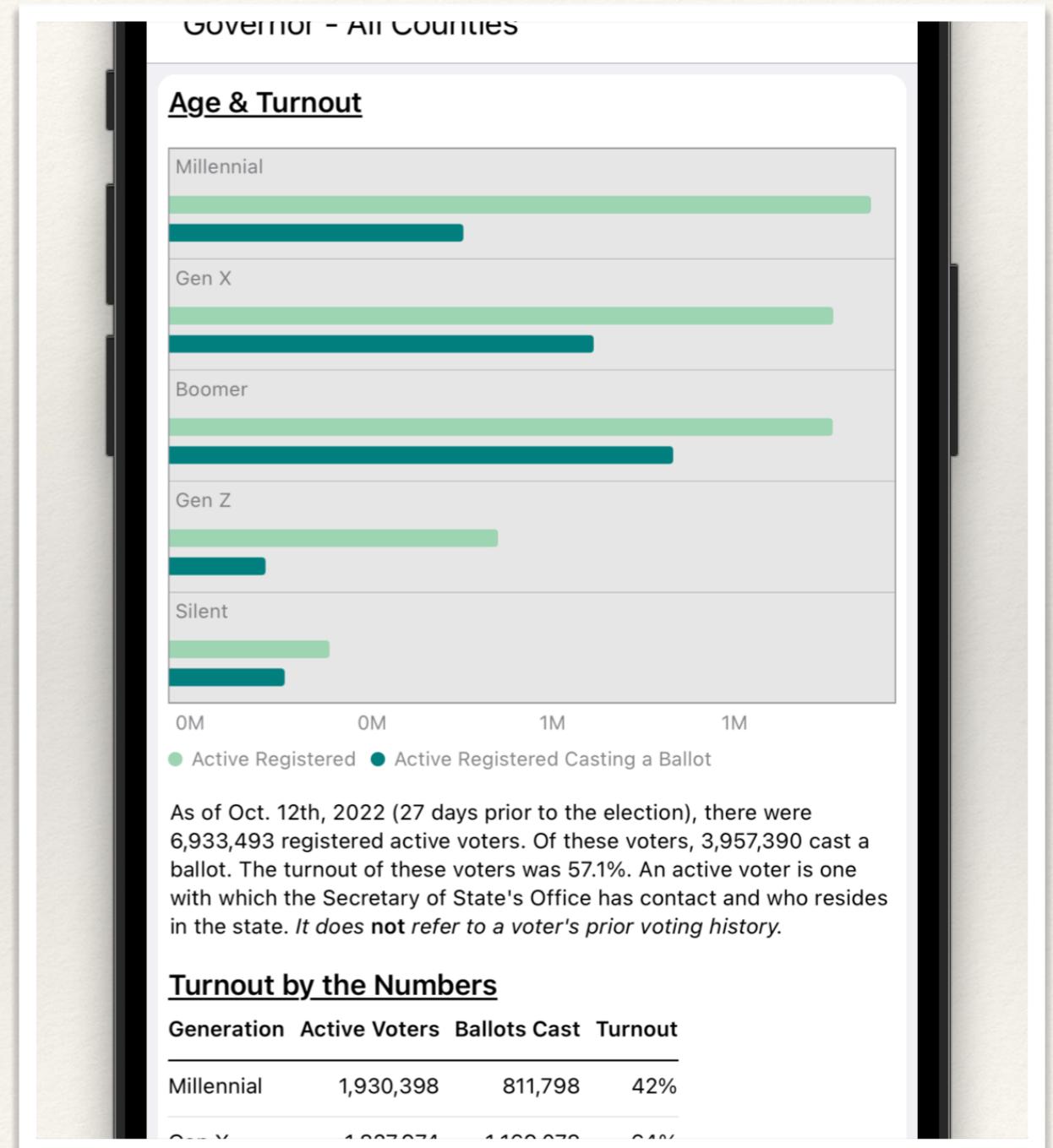
Comprehensive

- ❖ 6 Statewide Contests

- ❖ 14 US House Districts

- ❖ 56 State Senate Districts

- ❖ 180 State House Districts

- ❖ 159 Counties

- ❖ 2700 Precincts

- ❖ 2022 General Election
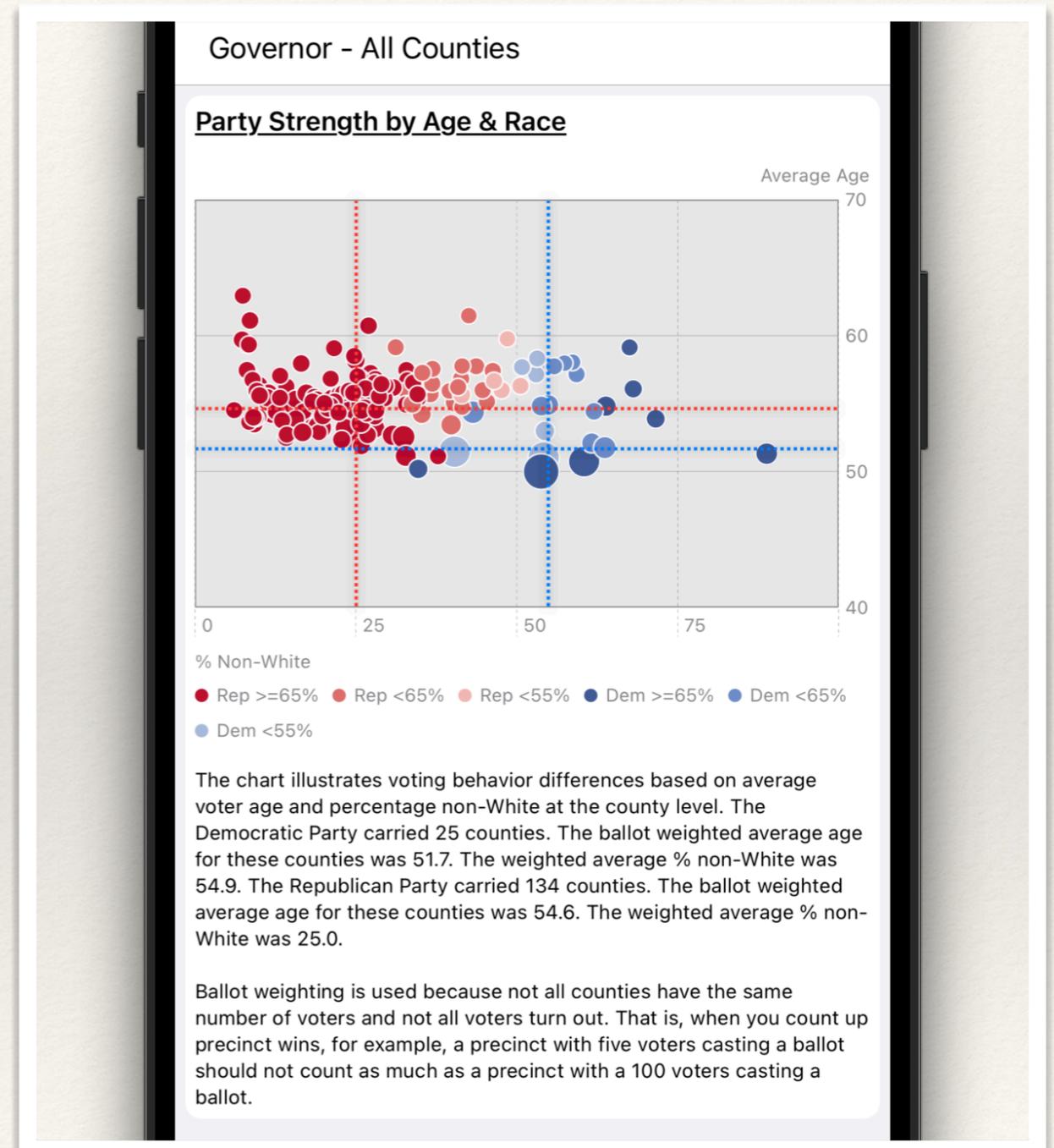
- ❖ 2022 Primary Election
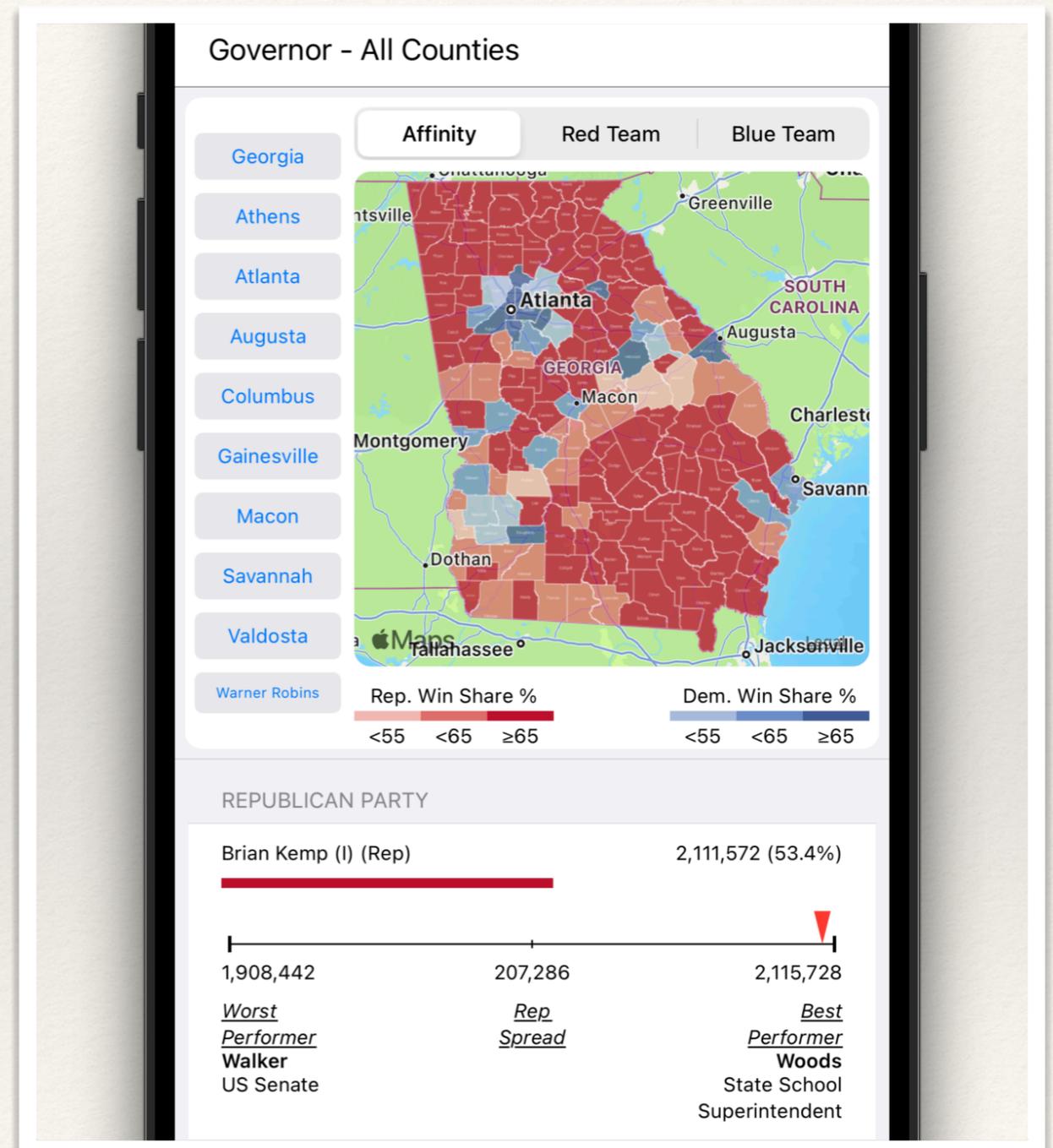
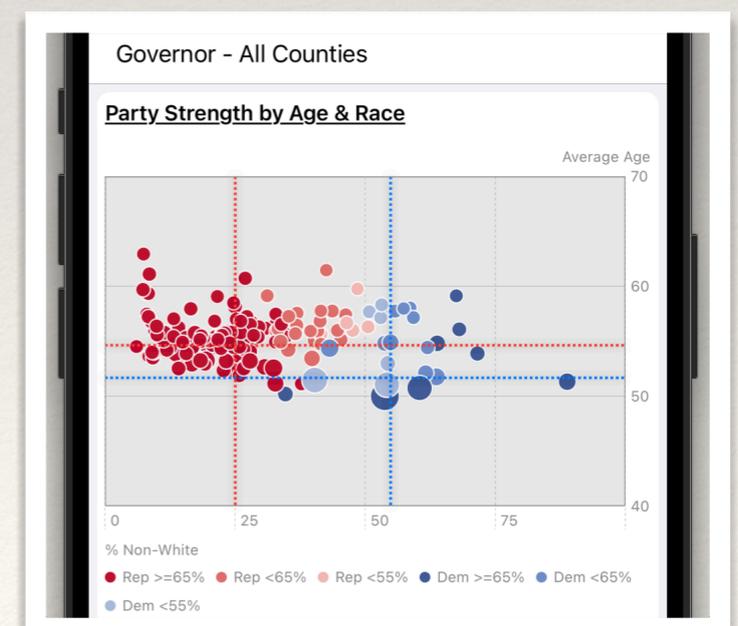# Detailed

- ❖ Race, age, gender

- ❖ Election results

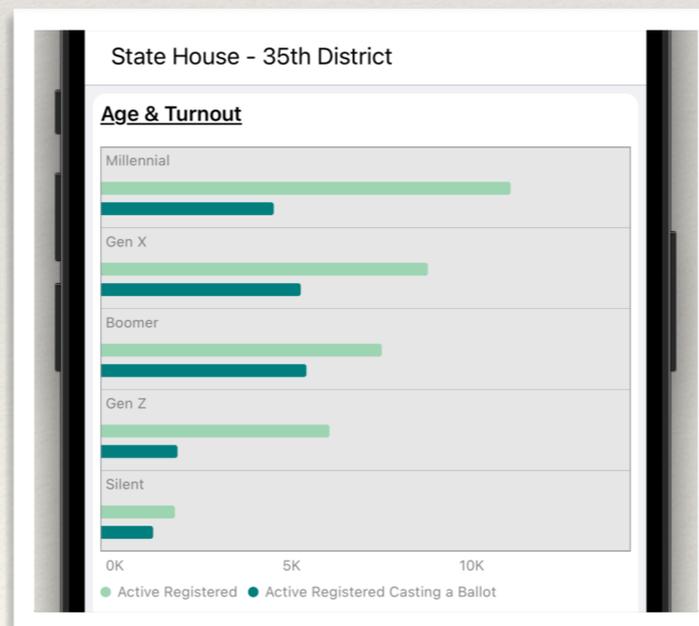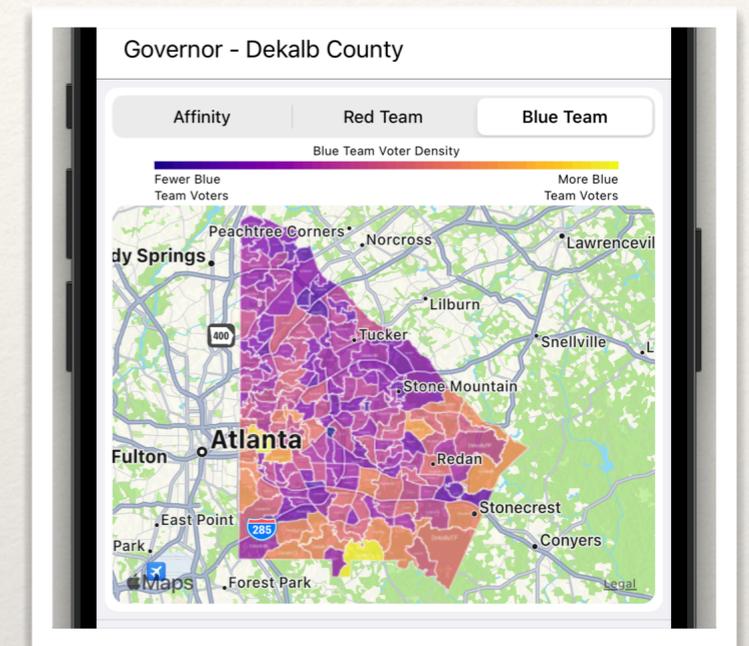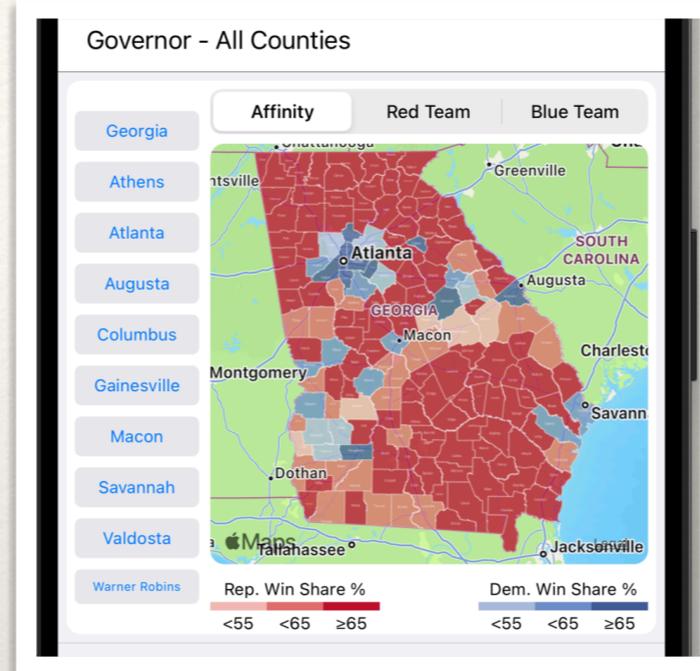- ❖ Undervote

- ❖ Third party candidates

Informative

- ❖ Red or blue

- ❖ Age, race, and party interactions

- ❖ Age and party interactions

- ❖ Age and turnout interactions

- ❖ Race and turnout interactions

- ❖ Party vote spread

- ❖ Top 20

- ❖ Uncontested

Governor - All Counties

Party Strength by Age & Race

Average Age

% Non-White

● Rep >=65%   ● Rep <65%   ● Rep <55%   ● Dem >=65%   ● Dem <65%
● Dem <55%

The chart illustrates voting behavior differences based on average voter age and percentage non-White at the county level. The Democratic Party carried 25 counties. The ballot weighted average age for these counties was 51.7. The weighted average % non-White was 54.9. The Republican Party carried 134 counties. The ballot weighted average age for these counties was 54.6. The weighted average % non-White was 25.0.

Ballot weighting is used because not all counties have the same number of voters and not all voters turn out. That is, when you count up precinct wins, for example, a precinct with five voters casting a ballot should not count as much as a precinct with a 100 voters casting a ballot.

Visual

❖ Party affinity maps

❖ Party strength maps

❖ Charts

Authoritative

❖ Election results and voter details provided by the Office of the Secretary of State

❖ District and precinct maps provided by the Georgia General Assembly Legislative and Congressional Reapportionment Office

❖ County maps provided by the US Census Bureau

Sources

The data used in this application was gathered from 3 sources:

The election results were obtained from the Georgia Secretary of State website.

The general election demographics were derived from a snapshot (October 12, 2022) of the voter list. The primary demographics were obtained using voter list snapshots from before and after May 24, 2022. The voter lists were purchased from the Secretary of State's Office.

The district boundaries were obtained from the Georgia Assembly Legislative and Congressional Reapportionment Office.

The county boundaries were obtained from the US Census Bureau.

Answers

❖ Lore answers a multitude of questions …

❖ Your mission determines the questions that should be asked
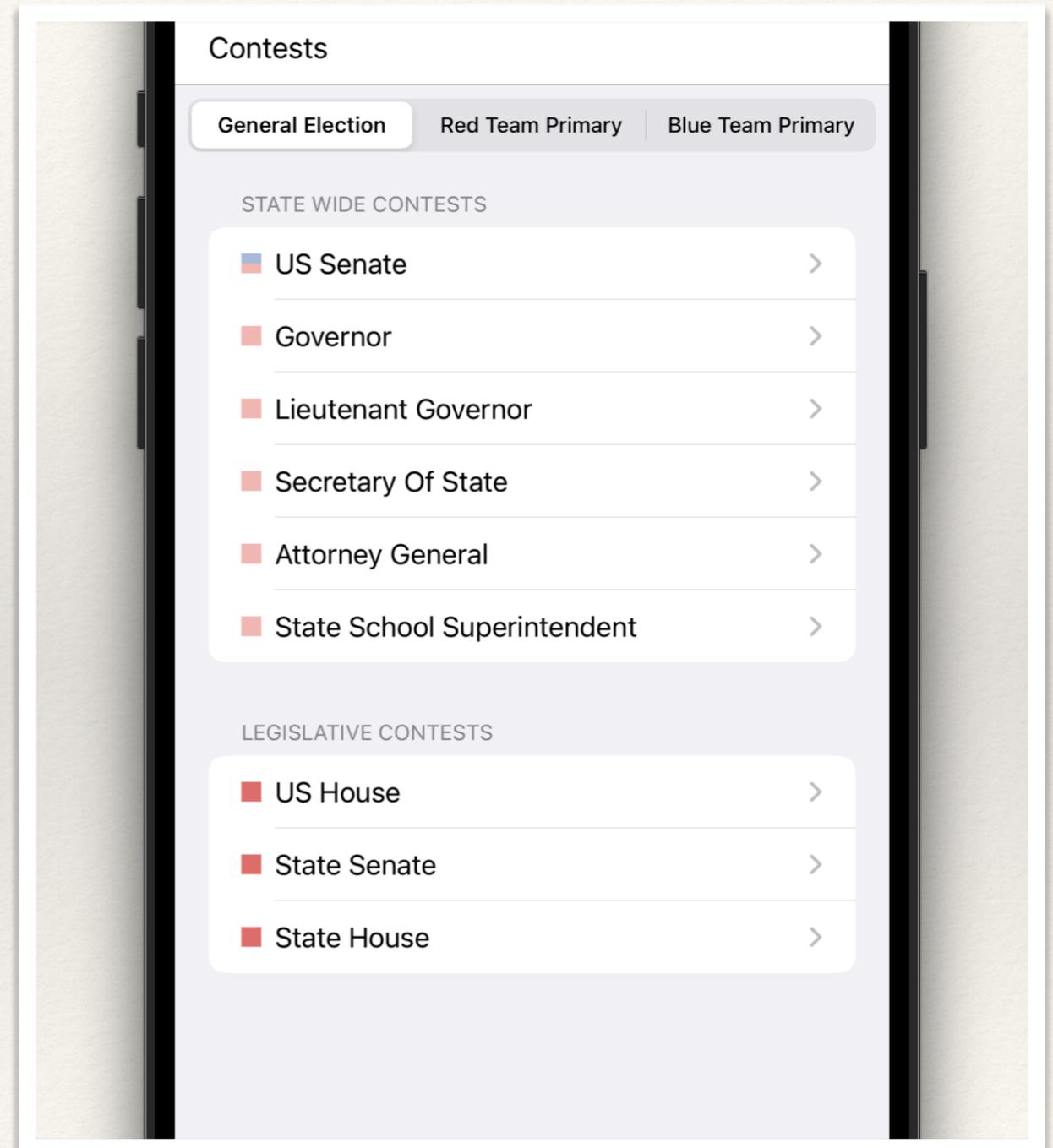
At Your Fingertips

- ❖ Always on

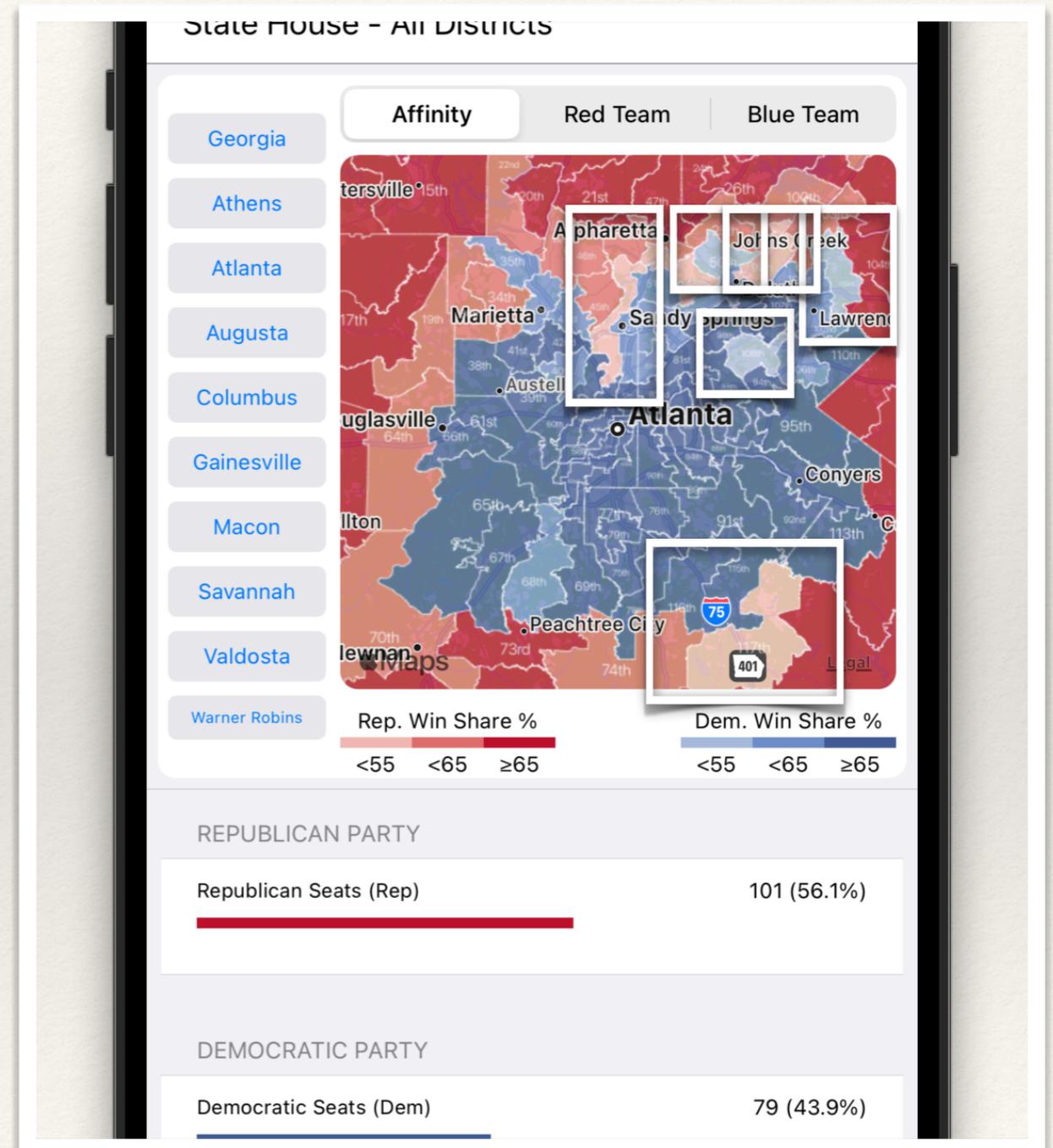- ❖ Always connected

- ❖ Anywhere

- ❖ Anytime

Building a Narrative from the App

- ❖ The following narrative illustrates how one might use the App to build the analytic foundation of a campaign strategy

  - But I'm not a campaign strategist

- ❖ The narrative is just a tool — don't get too wrapped up in whether you agree with the narrative or its implications

- ❖ The premise of the narrative is that winners get a seat at the table; there is no second place; there is no consolation prize
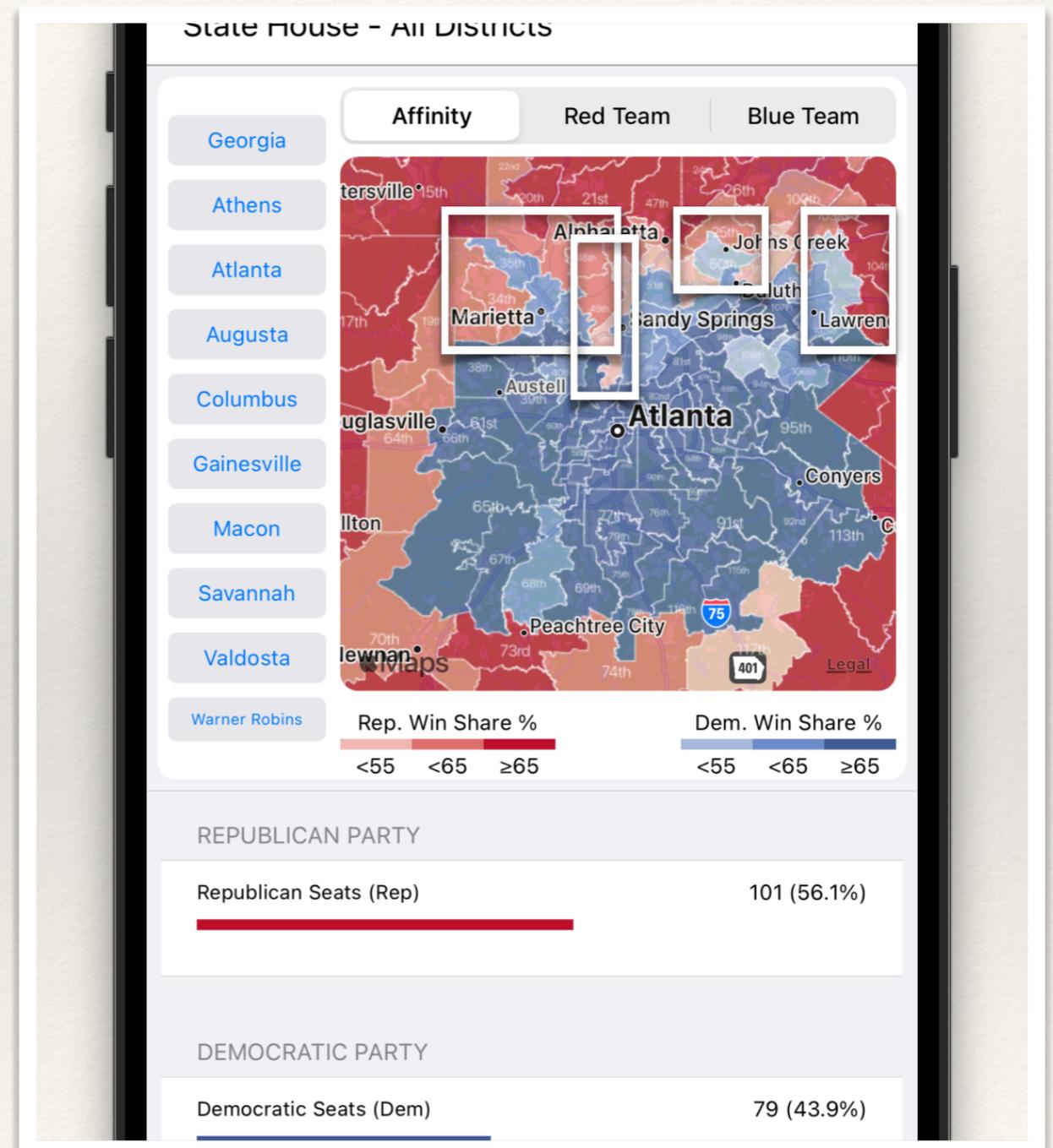
Use Case:
Identify Competitive State House Districts

❖ A competitive, as opposed to safe, State House District might flip

❖ A party might gain (opportunity) or lose (threat) a competitive seat

State House - All Districts

| Affinity | Red Team | Blue Team |

Georgia · Athens · Atlanta · Augusta · Columbus · Gainesville · Macon · Savannah · Valdosta · Warner Robins

Rep. Win Share %   Dem. Win Share %
<55 <65 ≥65   <55 <65 ≥65

REPUBLICAN PARTY

Republican Seats (Rep)   101 (56.1%)

DEMOCRATIC PARTY

Democratic Seats (Dem)   79 (43.9%)

Use Case 1:
Identify Competitive State House Districts

- The map at right is color coded based on which party won district

  - Blue represents Democratic wins

  - Red represents Republican wins

- There are three shades of red and blue

- The lightest shade of each represents races that were won with less than a 55% vote share

- Districts colored with the lightest shade of blue or red are likely to be the most competitive

State House - All Districts

| Affinity | Red Team | Blue Team |

Georgia
Athens
Atlanta
Augusta
Columbus
Gainesville
Macon
Savannah
Valdosta
Warner Robins

Rep. Win Share %   Dem. Win Share %
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REPUBLICAN PARTY

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DEMOCRATIC PARTY

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Use Case:
Identify Competitive State House Districts

- ❖ Some districts are nearly surrounded by the opposition

- ❖ Districts 35, 37, and 43

- ❖ District 53

- ❖ District 50

- ❖ District 105

Use Case:
Identify Competitive State House Districts

❖ Some districts are oddly light

❖ District 108

❖ District 117
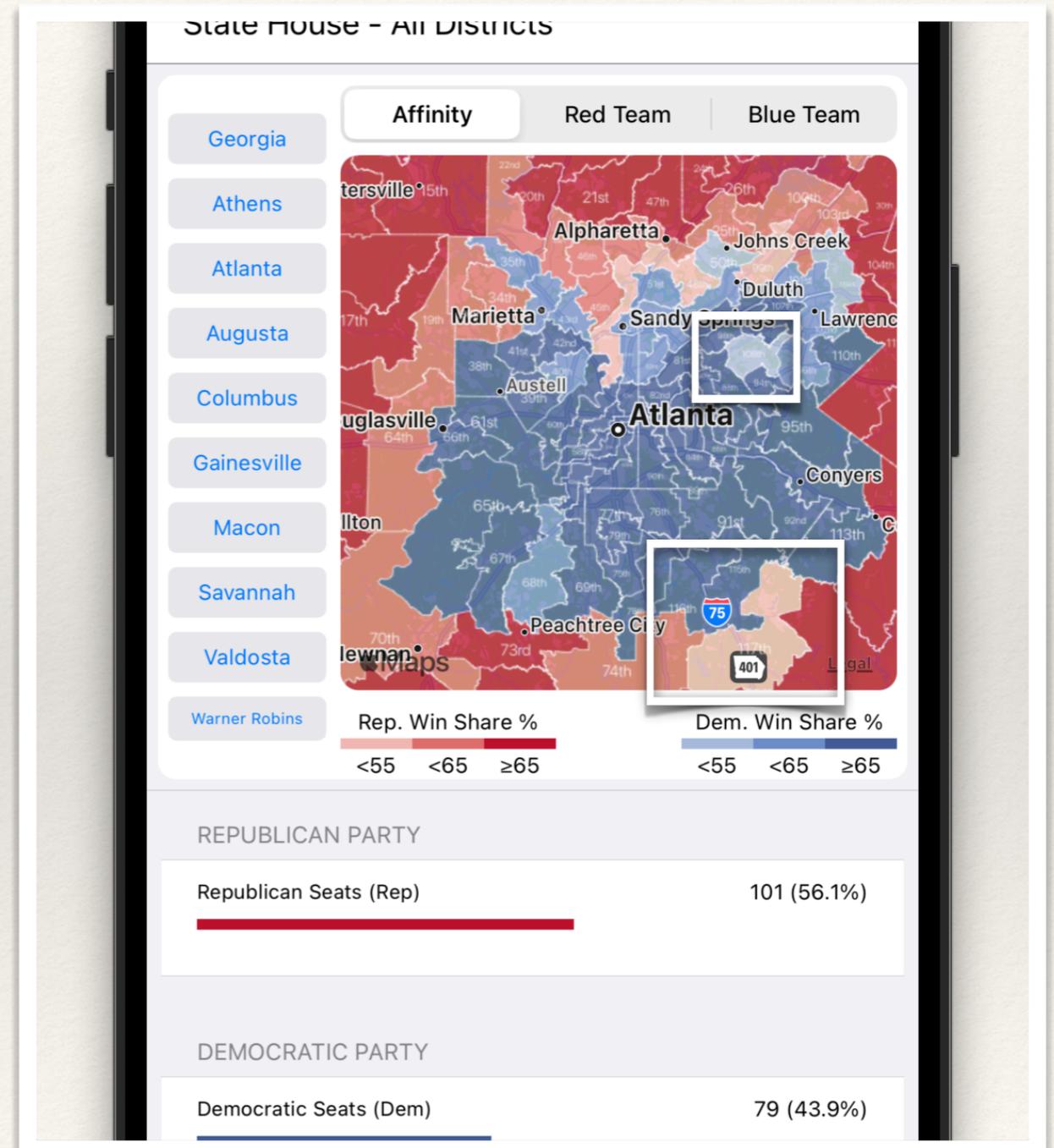
Use Case 2:
Assess the Competitiveness of a State House

❖ It is more than the win margin

 ❖ The opposition could have been particularly weak or strong, but how do I know?

❖ Look at the party vote spread

❖ Some voters split their ticket

❖ Some voters don't vote on a particular race

❖ Which means some Republican (or Democratic) candidates get more votes in a precinct than other Republican (or Democratic) candidates
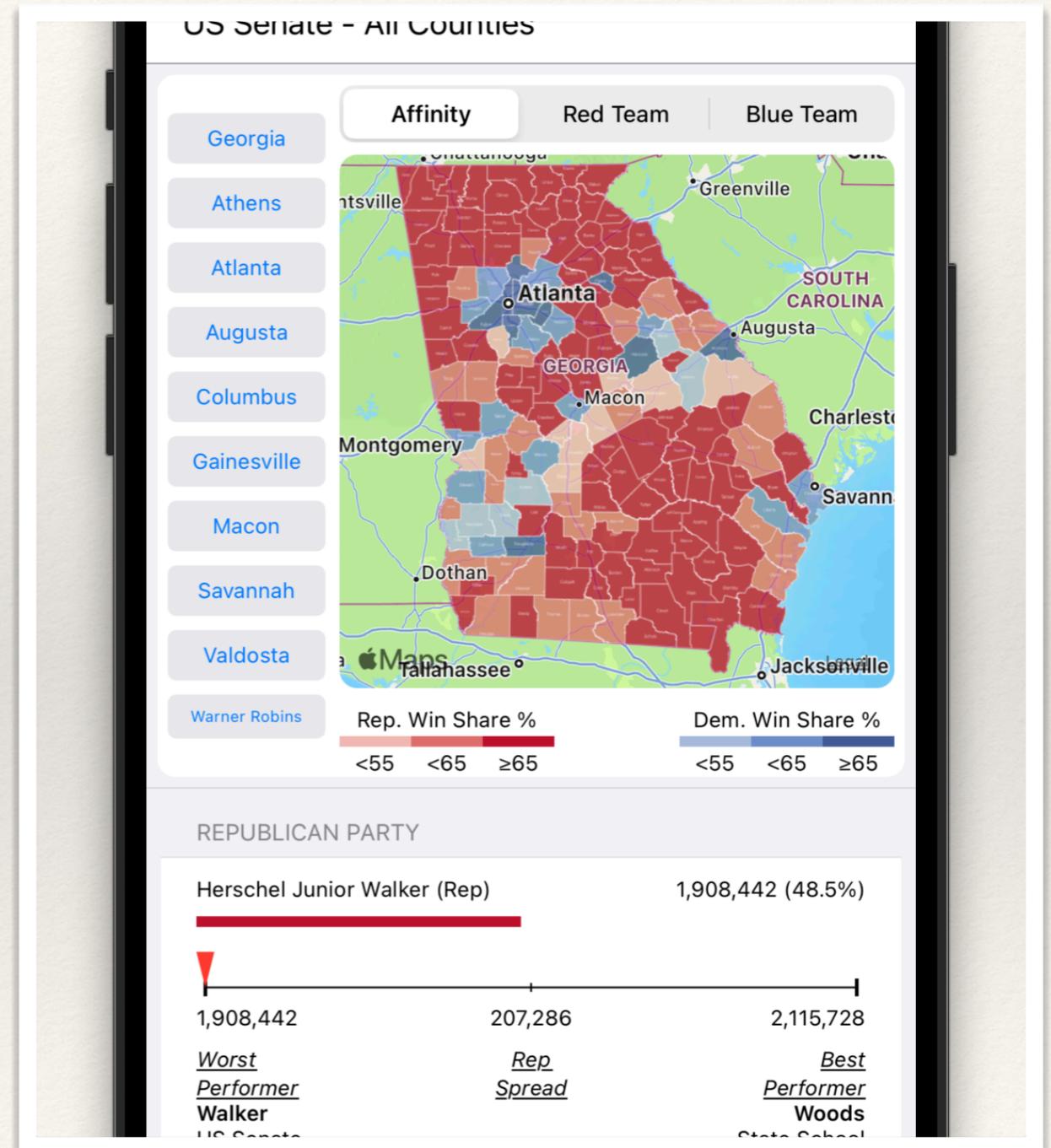
Walker-Warnock Contest

❖ The Walker-Warnock contest illustrates party vote spread

❖ Walker performed poorly

- Walker amassed 200,000 fewer votes than the Governor Kemp

- Where did those 200,000 votes go?

❖ More than 24,000 folks that cast a ballot didn't vote in the Senate contest

- the undervote for Kemp was less than 10,000

❖ More the 81,000 voted for Oliver, the Libertarian candidate

- In the Governor's race a little more than 28,000 voter for Hazel, the Libertarian candidate

❖ Senator Warnock's amassed over 130,000 more votes than Abrams

❖ The Walker-Warnock contest demonstrates the magnitude of the swing vote in Georgia

- Big races are not won based on party affiliation alone — they also hinge on the quality of the candidates
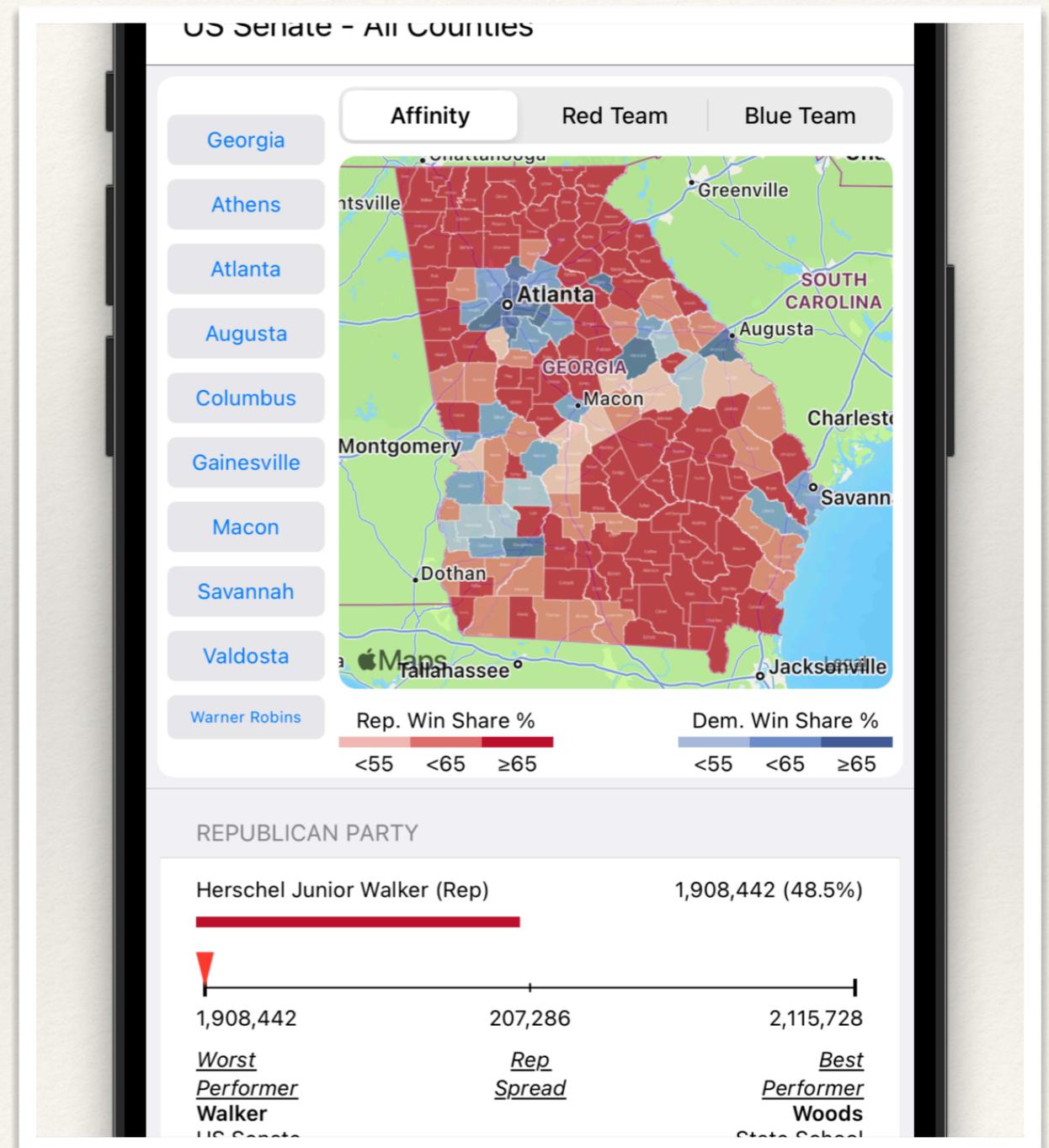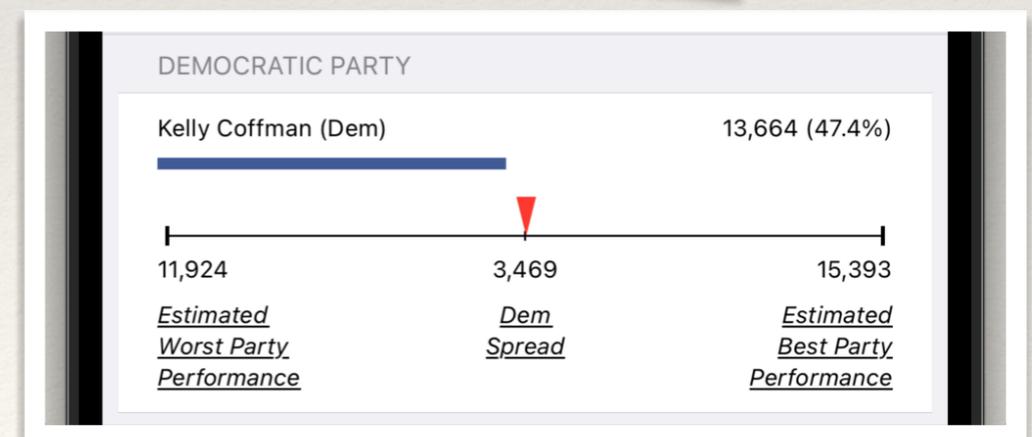
Use Case 2:
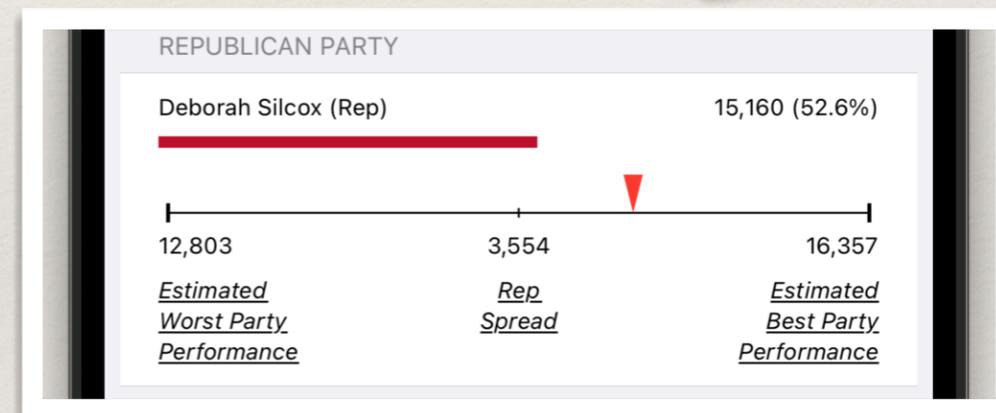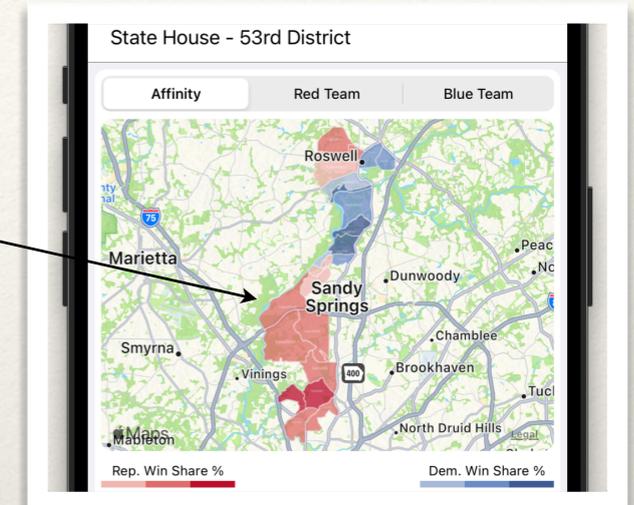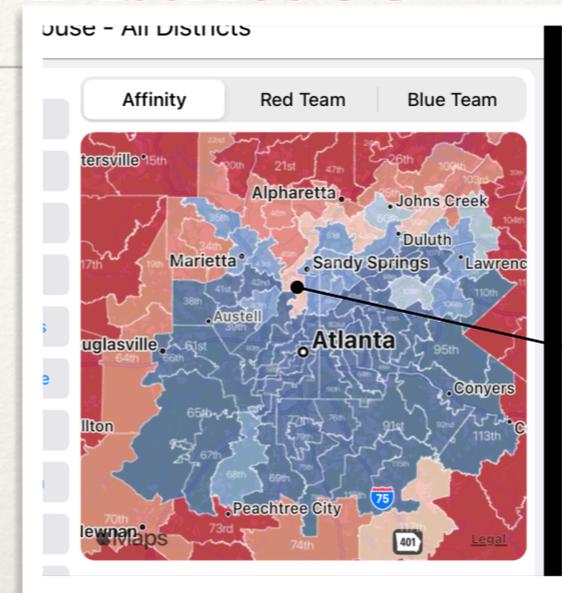## Assess the Competitiveness of a State House District

❖ The party vote spread tells us the worst and the best a candidate could do

- The worst level represents the party base — the votes attainable just because the candidate belongs to a particular party

- The best level represents the worst level plus the swing vote

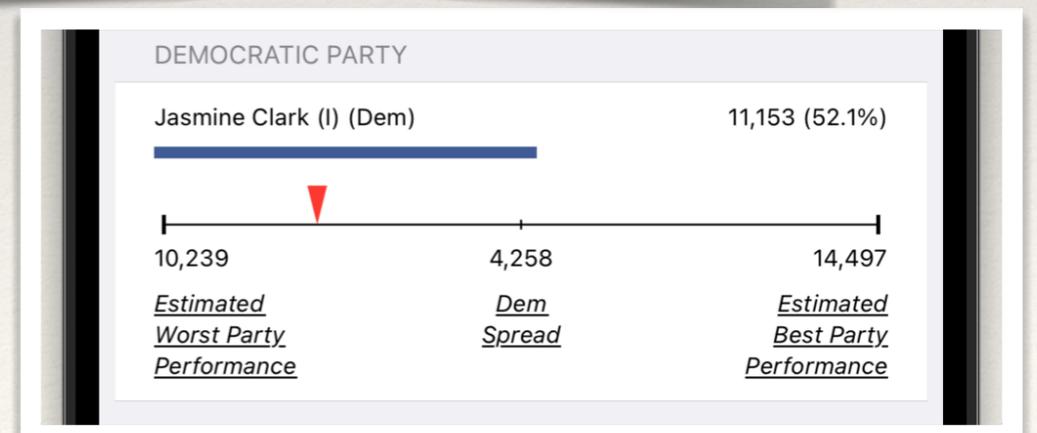❖ We can construct best and worst estimates for each contest
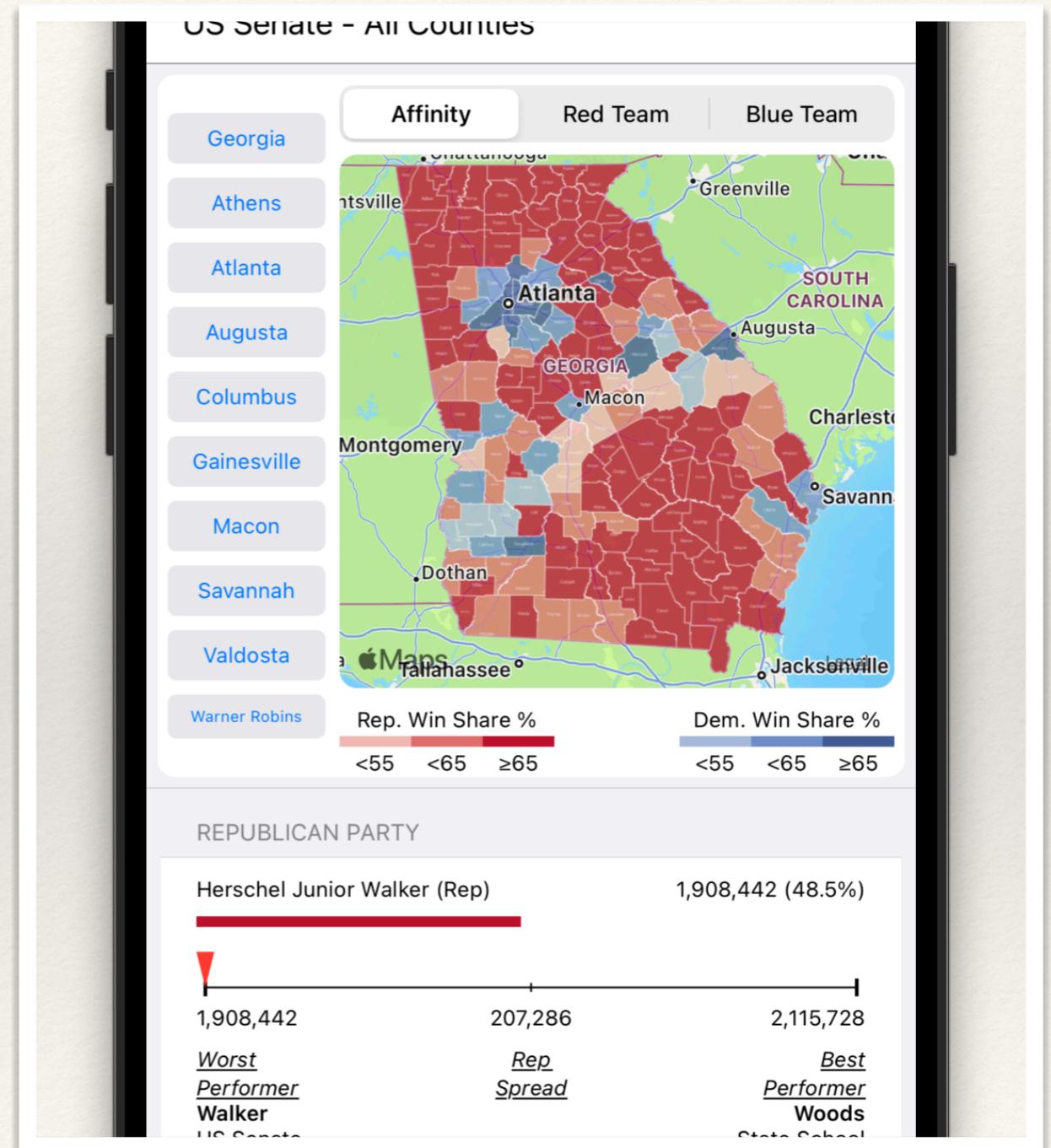
Republican Seat at Risk
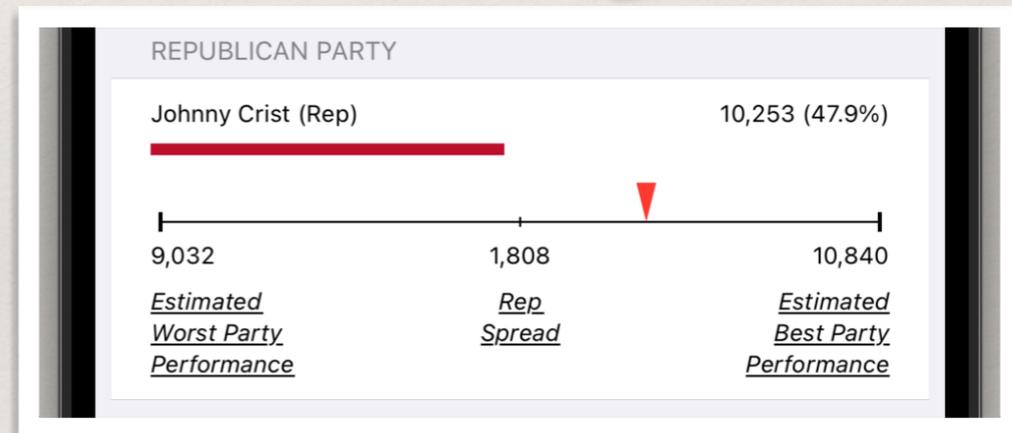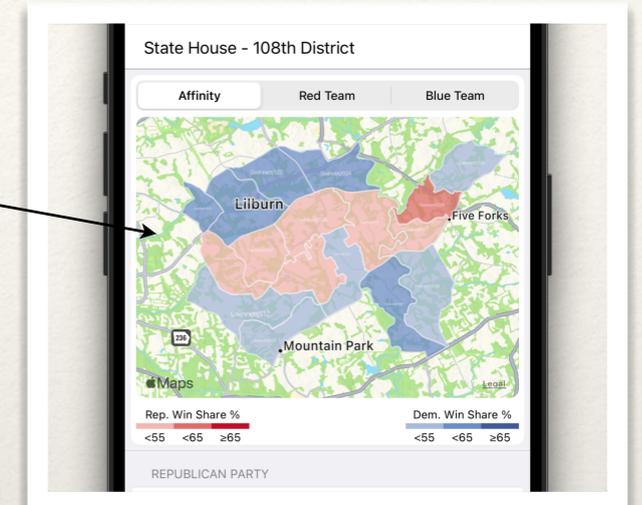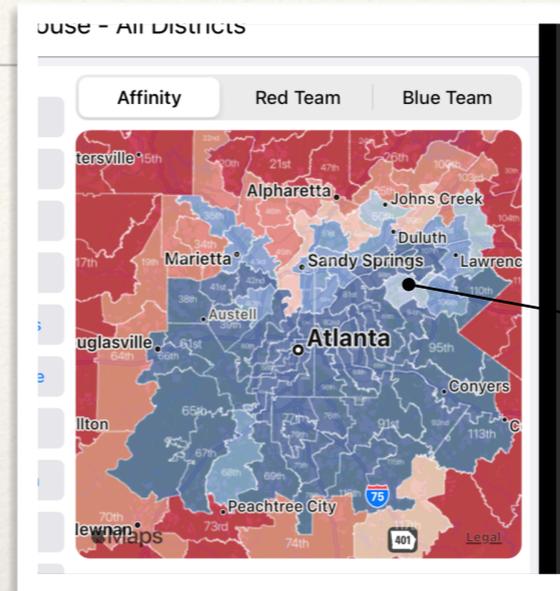# State House District 53

- ❖ Neither candidate performed as well as the best party candidate

- ❖ A Democratic candidate performance in 53 as good as the best party performers is a win

  - Best estimated Democratic performance is 15,393 — that's a pick up of 1,729 votes

  - Republican vote tally is 15,160 less 1,729 is 13,431

- ❖ The point is, though the district looks somewhat safe, the vote spread suggests a better Democratic candidate could have won

REPUBLICAN PARTY

Deborah Silcox (Rep)　　　　　15,160 (52.6%)

12,803	3,554	16,357
Estimated Worst Party Performance	*Rep Spread*	*Estimated Best Party Performance*

DEMOCRATIC PARTY

Kelly Coffman (Dem)　　　　　13,664 (47.4%)

11,924	3,469	15,393
Estimated Worst Party Performance	*Dem Spread*	*Estimated Best Party Performance*

Democratic Seat at Risk
State House District 108


❖ Clark, the incumbent, performed poorly in comparison to the best Democratic Party performer

❖ A Republican candidate performance in 108 as good as the best party performers is a win

- Best estimated Republican performance is 10,840

- Democratic vote tally is 11,153 less 577 in gains by the Republican yields a vote tally of 10,566

REPUBLICAN PARTY

Johnny Crist (Rep)   10,253 (47.9%)

9,032	1,808	10,840
Estimated Worst Party Performance	*Rep Spread*	*Estimated Best Party Performance*

DEMOCRATIC PARTY

Jasmine Clark (I) (Dem)   11,153 (52.1%)

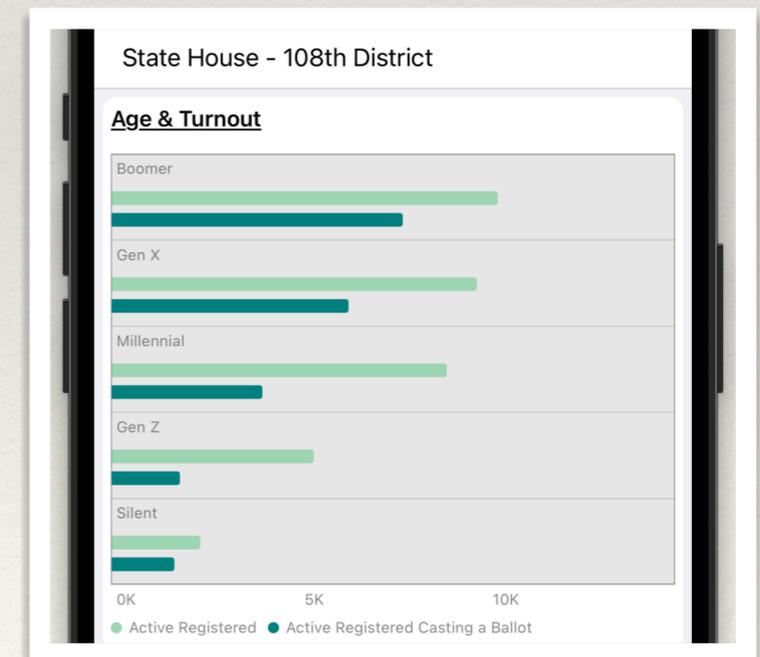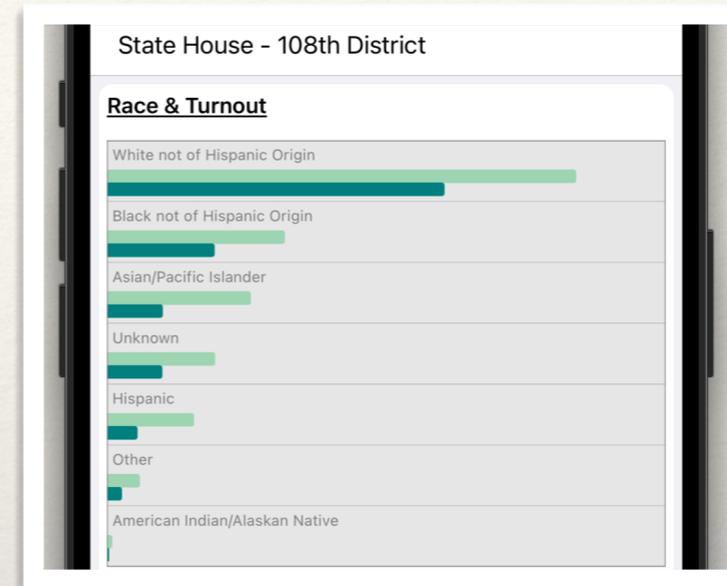| 10,239	4,258	14,497
Estimated Worst Party Performance	*Dem Spread*	*Estimated Best Party Performance*

Democratic Seat at Risk
State House District 108

- ❖ The margin of victory in terms of vote share is about the same in 53 and 108, but the vote margin is small

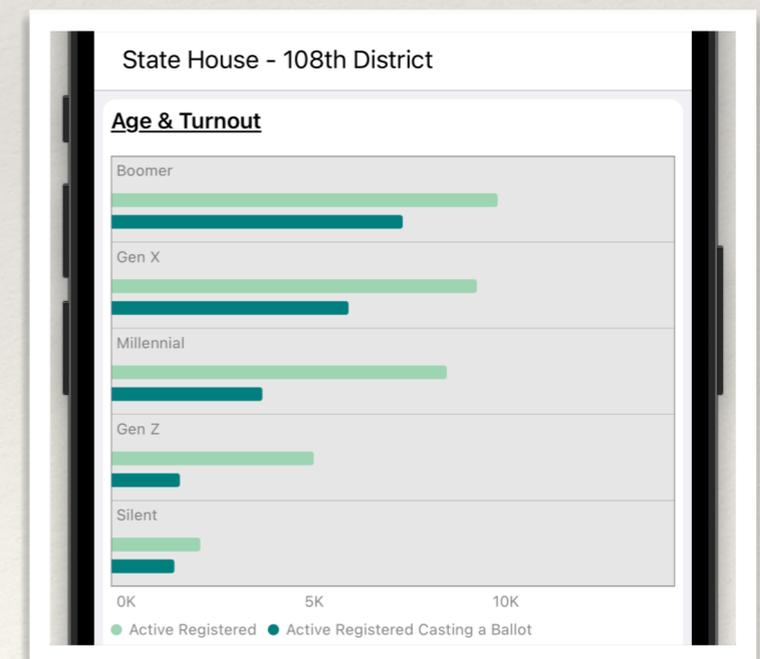- ❖ The quality of the candidate matters here, not just the party
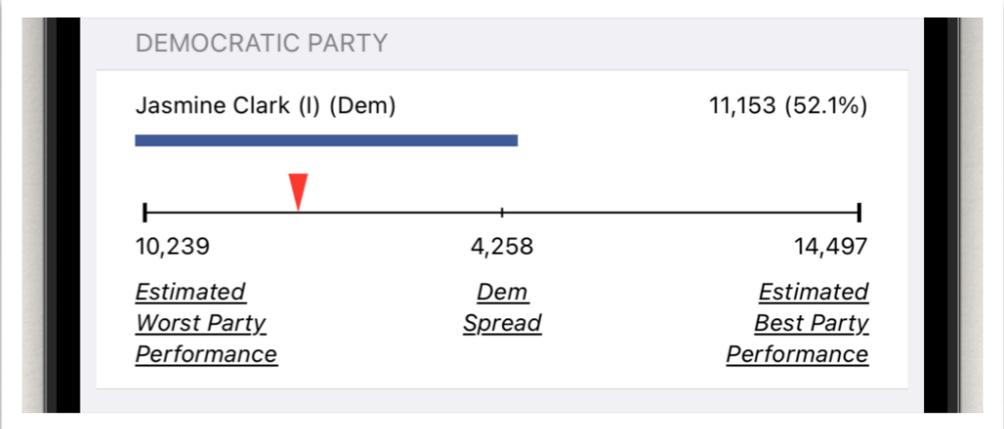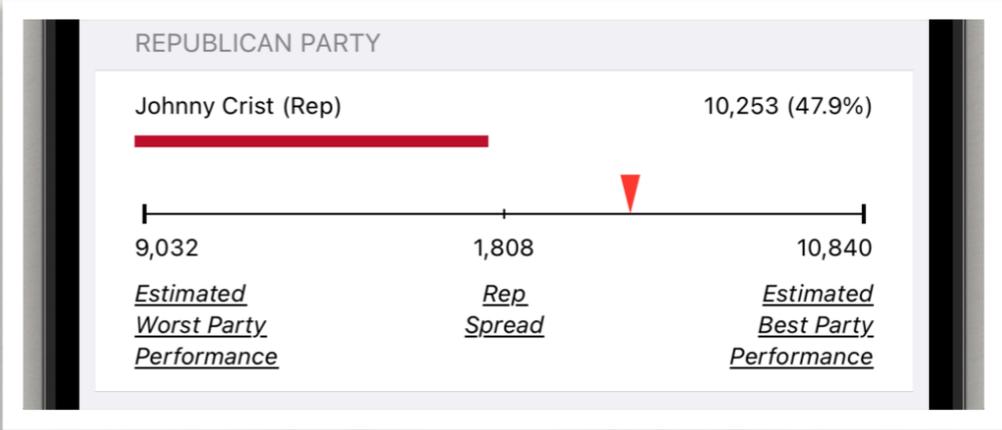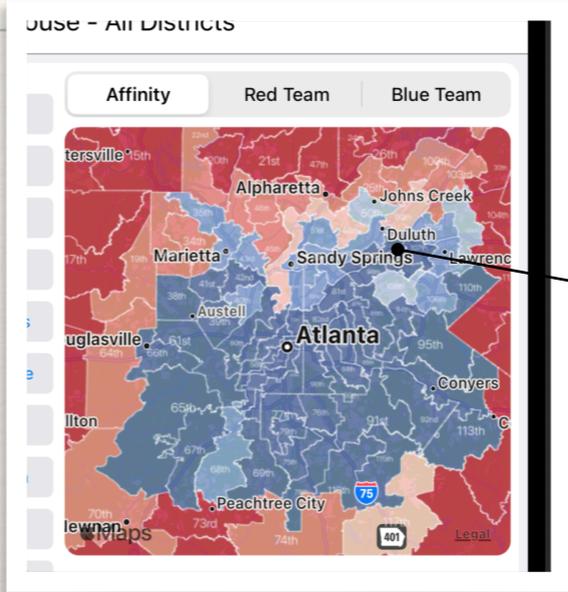
Use Case 3:
Digging into Demographics

❖ Most people don't like to be labeled, but candidates can't talk to everyone

❖ Demographics can tell us something, but not everything

❖ When we look at the race demographics of District 108, we notice a large voter population that identifies as Asian/Pacific Islander

  ❖ This is unusual, though district 50 has an even larger Asian/Pacific Islander voter population

❖ The turnout of this race demographic is pretty low — there may be an opportunity here

State House - 108th District

Race & Turnout

White not of Hispanic Origin
Black not of Hispanic Origin
Asian/Pacific Islander
Unknown
Hispanic
Other
American Indian/Alaskan Native

State House - 108th District

Age & Turnout

Boomer
Gen X
Millennial
Gen Z
Silent

0K   5K   10K

● Active Registered   ● Active Registered Casting a Ballot

Use Case 3:
# Digging into Demographics

❖ Gen X and Boomers make up the vast majority of voters

❖ Millennials have low turnout

❖ Gen X and Boomers are at different stages of life than Millennials

 - They have different priorities

❖ Millennials could disrupt the status quo if they get politically engaged

State House - 108th District

Race & Turnout

White not of Hispanic Origin
Black not of Hispanic Origin
Asian/Pacific Islander
Unknown
Hispanic
Other
American Indian/Alaskan Native

State House - 108th District

Age & Turnout

Boomer
Gen X
Millennial
Gen Z
Silent

0K   5K   10K

● Active Registered ● Active Registered Casting a Ballot
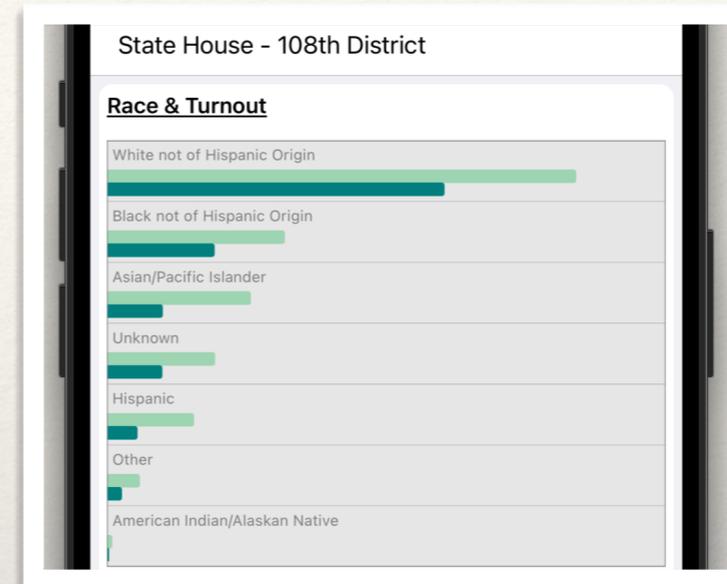
Use Case 4:
Assessing the Benefit of Engaging Millennials

❖ Millennials don't turn out

❖ They are the largest age demographic in numerous districts

❖ They are a threat to the status quo, but they are an opportunity to whoever can engage them

- They have school age kids

- They probably want to put those kids through college

- Their growing families have healthcare needs

- They care about jobs and putting food on their family's table and a roof over their head

- They care about climate change whatever its causes
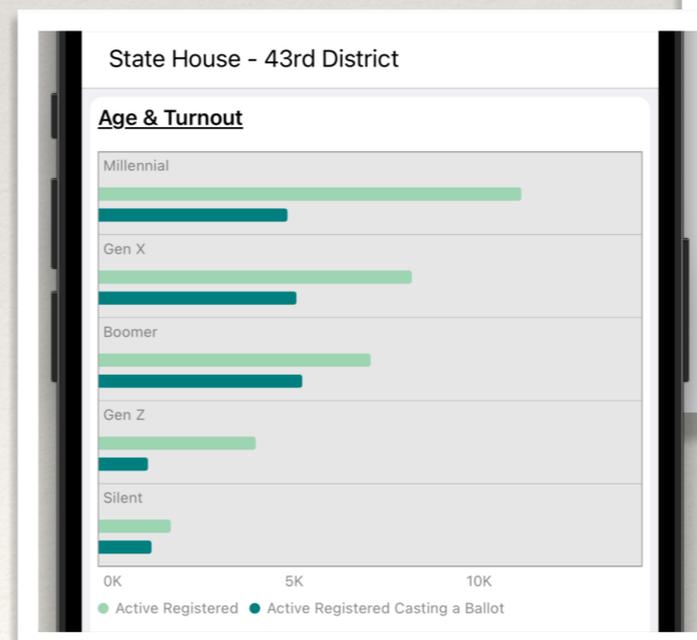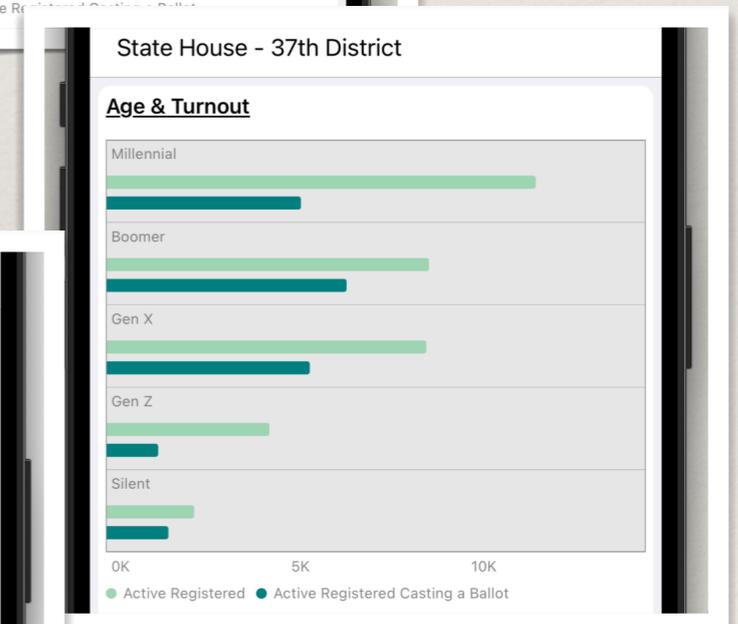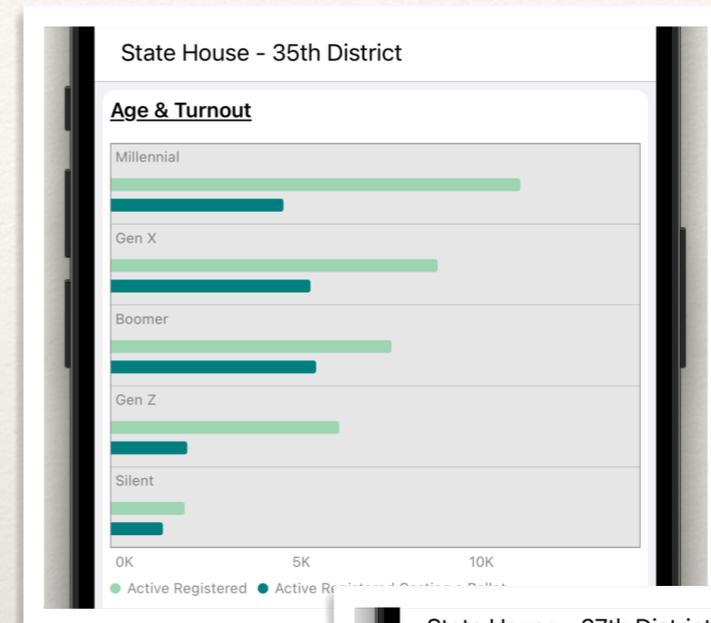
Use Case 5:
Identifying Obstacles to Engaging Millennials

❖ Gen X, Boomers, and the Silent make up the overwhelming majority of primary voters, more so in the Republican primary

❖ These older folks don't have the same priorities as millennials — they are at different stages of life

❖ Predictably, winning primary candidates often don't resonate with millennials

  ❖ Candidates align themselves with the folks that vote and those folks typically are not millennials

Governor - All Counties

Age & Turnout

0M   0M   1M   1M

● General Active Registered   ● General Ballots Cast
● Primary Ballots Cast

It is estimated that as of Apr. 25th, 2022 (29 days prior to the election), there were 6,792,025 registered active voters. Of these voters, 1,204,293 cast a ballot in the Republican Party primary. The turnout of these voters was 17.7%. An active voter is one with which the Secretary of State's Office has contact and who resides in the state. *It does* **not** *refer to a voter's prior voting history.*

Turnout by the Numbers

Generation	General Active Voters	General Ballots Cast	General Turnout	Primary Ballots Cast	Primary Turnout
Millennial	1,930,398	811,798	42%	129,052	7%

Use Case 6:
Targeting Transition Zones

❖ There is never enough time, or enough volunteers, or enough money

  - And yet much is squandered because there is no focus or the focus is wrong

❖ The charts at right represent party strength by age and race — one circle for each precinct

❖ The grid provides a sense of where each party is strongest

  - The precincts in some grid squares are firmly in your camp whereas in other grid squares they are firmly opposed

  - Yet other grid squares are neither one nor the other — they are in play

  - This is an aggregate — the voters are not necessarily different, but their is a lot of diversity that creates an opportunity to use social influence to your advantage
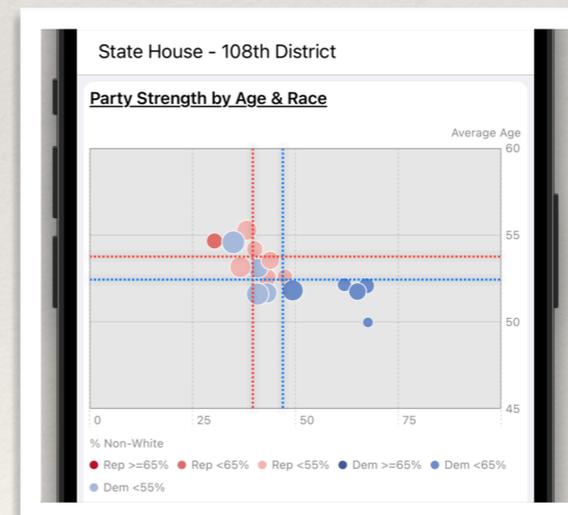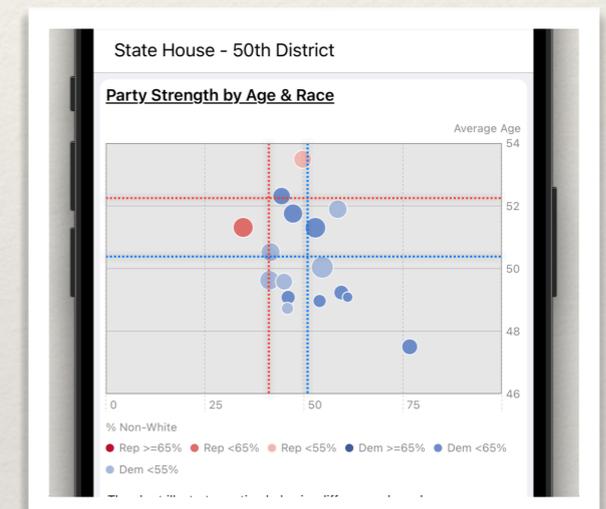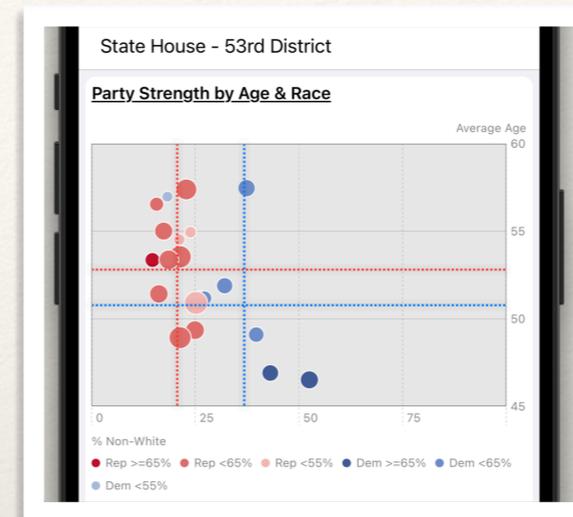
State House District 50

- ❖ It's a contest much like that in 108
- ❖ But the demographics are interesting

State House - All Districts

Affinity | Red Team | Blue Team

Johns Creek

Rep. Win Share %   Dem. Win Share %
<55 <65 ≥65   <55 <65 ≥65
Narender Reddy (Rep)   10,198 (46%)
8,740   2,433   11,173
Estimated   Rep   Estimated
Worst Party Spread   Best Party
Performance   Performance

State House - 50th District

Race & Turnout

White not of Hispanic Origin
Asian/Pacific Islander
Unknown
Black not of Hispanic Origin
Hispanic
Other
American Indian/Alaskan Native

State House - 108th District

Race & Turnout

White not of Hispanic Origin
Black not of Hispanic Origin
Asian/Pacific Islander
Unknown
Hispanic
Other
American Indian/Alaskan Native

<55 <65 ≥65   <55 <65 ≥65

Narender Reddy (Rep)   10,198 (46%)

8,740   2,433   11,173

Estimated   Rep   Estimated
Worst Party   Spread   Best Party
Performance   Performance

DEMOCRATIC PARTY

Michelle Au (Dem)   11,989 (54%)

10,582   2,412   12,994

Estimated   Dem   Estimated
Worst Party   Spread   Best Party
Performance   Performance

A Strategy Emerges

- ❖ I'm not a campaign strategist, but the numbers tell a story …

- ❖ The party that chooses to address millennial priorities and engage them in the political process gains an advantage

- ❖ Depending on the contest, candidates that perpetuate the status quo will face razor thin margins and enter office with tepid support

Q&A