2018 Gubernatorial Primary Text Campaign

Evanston City Clerk’s Office
Non-Primary Voters

- 47,746 of them in total
  - Evanston has 50,431 registered voters in general
- We texted 9,369
- We were unable to reach out to 38,377 of them
  - Their turnout was 23.96%
Hi {first_name}! I'm {agent_name} with the Evanston City Clerk's Office. Our election records show you typically don’t vote in Primaries. Early voting is March 5-19 at the Civic Center [http://bit.ly/2n5hOMM](http://bit.ly/2n5hOMM). Are you voting?

- We pushed for Early Voting, providing links for more voter information, how to register to vote online, where one’s voting location was, and more

- 5.86% True Conversation Rate
Early Voting Results

Early Voting Totals vs. Polling Location

- Evanston Civic Center: 5,604 votes
- Orland Township: 4,664 votes
- Oak Park Village Hall: 4,215 votes
28.52%

Turnout for Non-Primary voters we texted
Statistical Analysis

- Those we texted had a turnout rate 4.56% higher than those we didn’t
  - That’s 427 additional ballots cast due to our initiative
- We are 99% confident that the true difference in proportion of turnout for non-primary voters that we text versus don’t text is captured by the interval of (3.28%, 5.84%)
- Through Significance Tests we can say that texting voters had a significant, positive effect on increasing voter turnout for those that don’t usually vote in primaries
Looking Ahead

- There are 23,279 people who didn’t vote in the 2018 Primary and the past two Gubernatorial General elections
  - Only 4,591 of these are textable
  - That would mean almost 1,200 additional votes

- Estimated cost of $2,500 for the texting program, $900 for the missing phone numbers
  - Predicted $2.90 outlay per gained vote