The Bannock Street Project and Midterm Elections

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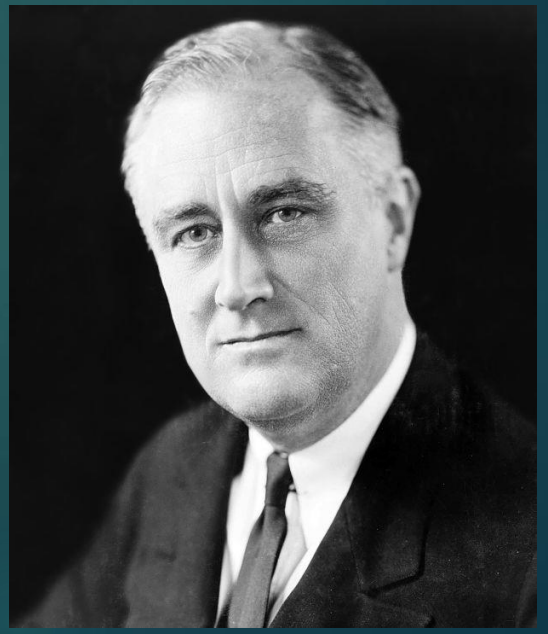
The Midterm Dilemna

- President's Party loses Congressional seats in midterm elections
- Lower Voter Turnout

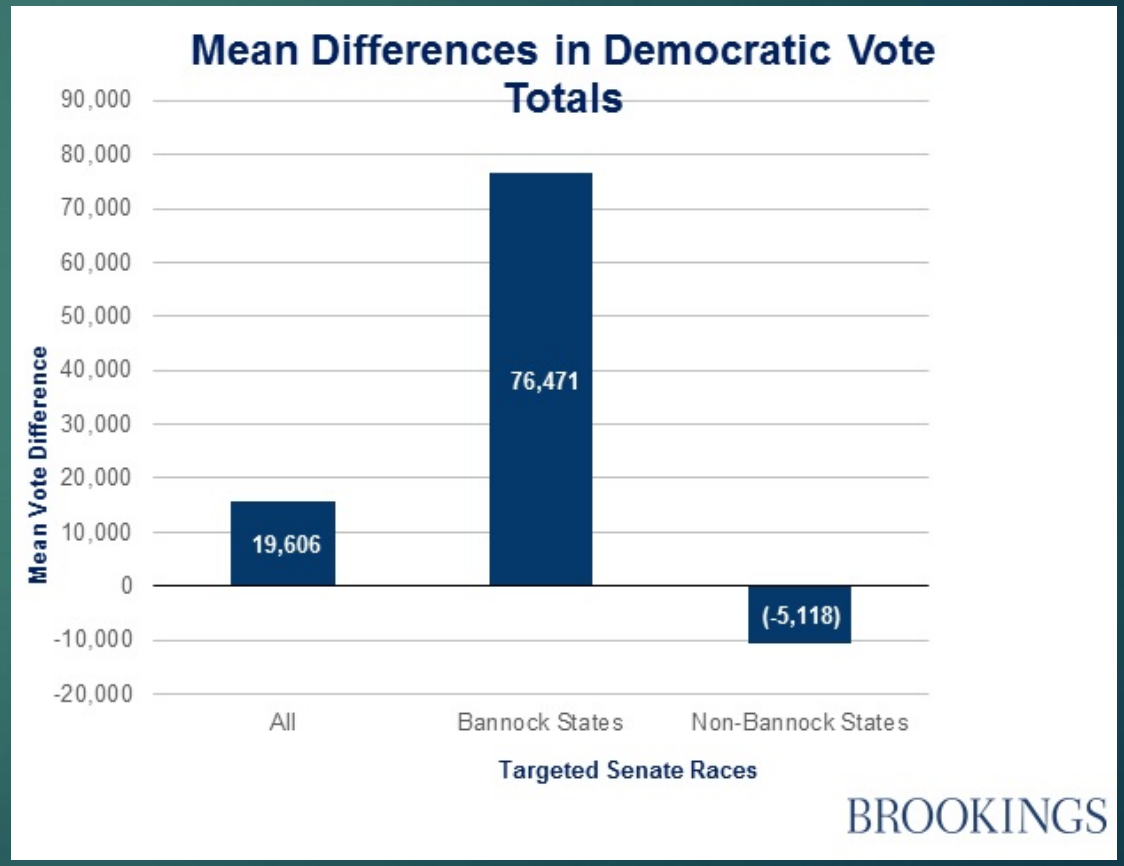


The Bannock Street Project

- Attempt to create a turnout similar to Obama 2008
  1. 56.8% voter turnout
  2. 13% African American
  3. 18% Youth Vote
- 10 Battleground States
- Reaction to 2010
  1. 37.8% voter turnout
  2. 69 Congressional Seats

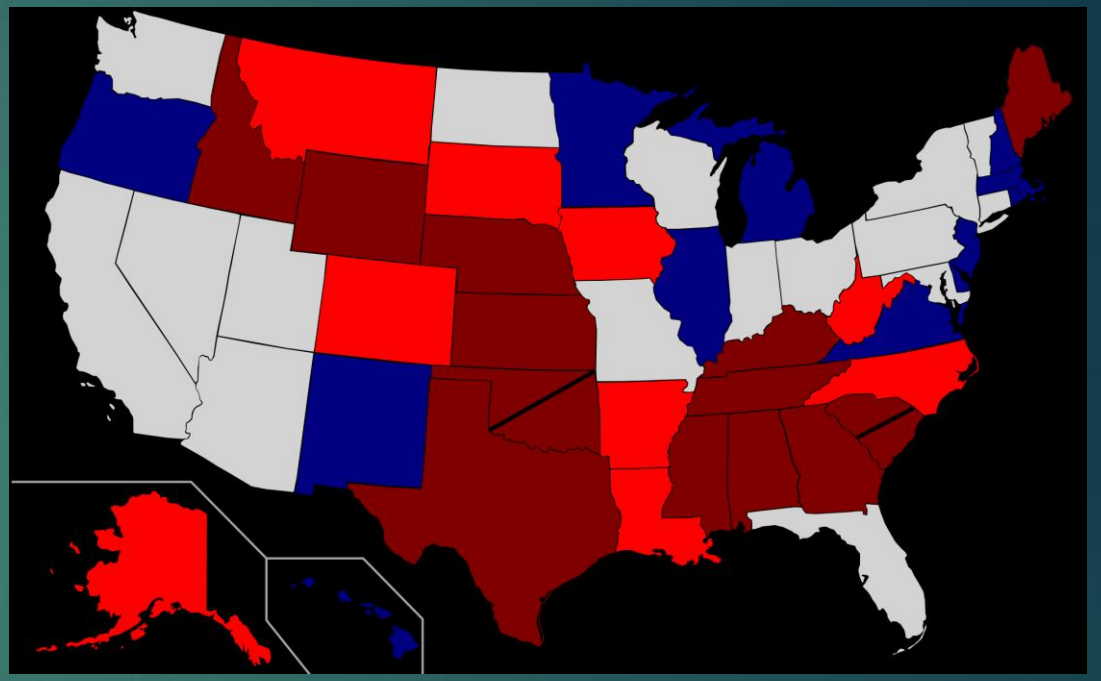
The Execution

- Increased Voter Contact by 68%
- Registered 2.3 Million Voters
- Averaged 76,000 more votes



The Result

- Alaska – R= 49% - D= 45%
- Arkansas - R= 57% - D= 39%
- Georgia – R= 53% - D= 45%
- Iowa – R= 52% - D= 44%
- Kentucky – R= 56% - D= 41%
- Louisiana* – R=56% - D= 44%
- **Michigan – R= 41% - D= 55%**
- Montana – R= 58% - D= 40%
- North Carolina – R= 49% - D= 47%
- West Virginia - R= 62% - D= 34%



Surge and Decline Theory

- Angus Campbell (James Campbell)
- High Stimulus vs. Low Stimulus
- Core Voters vs. Peripheral Voters
- Partisanship

The Negative Voting Theory

- Samuel Kernell (Atkeson & Partin)
- Presidential approval declines by midterm
- Referendum on the President
- Partisan defectors
- Independent Voters

Initial Evidence

Turnout

- Barack Obama
  1. 2014 – 36.3%
  2. 2010 – 37.8%

  → **+/- 1.5%**
- George W. Bush
  1. 2006 – 37.1%
  2. 2002 – 37%

  → **+/-.1%**
- Bill Clinton
  1. 1998 – 36.4%
  2. 1994 – 38.8%

  → **+/- 2.4%**

Approval

- Barack Obama
  1. 2014 – 42%
  2. 2010 – 45%

  → **+/- 3%**
- George W. Bush
  1. 2006 – 37%
  2. 2002 – 63%

  → **+/- 26%**
- Bill Clinton
  1. 1998 – 65%
  2. 1994 – 48%

  → **+/- 17%**

My Hypothesis

- Negative Voting was a driving force for voters in 2014
- The Bannock Street Project focused its resources on the wrong strategy.

Negative Voting Data

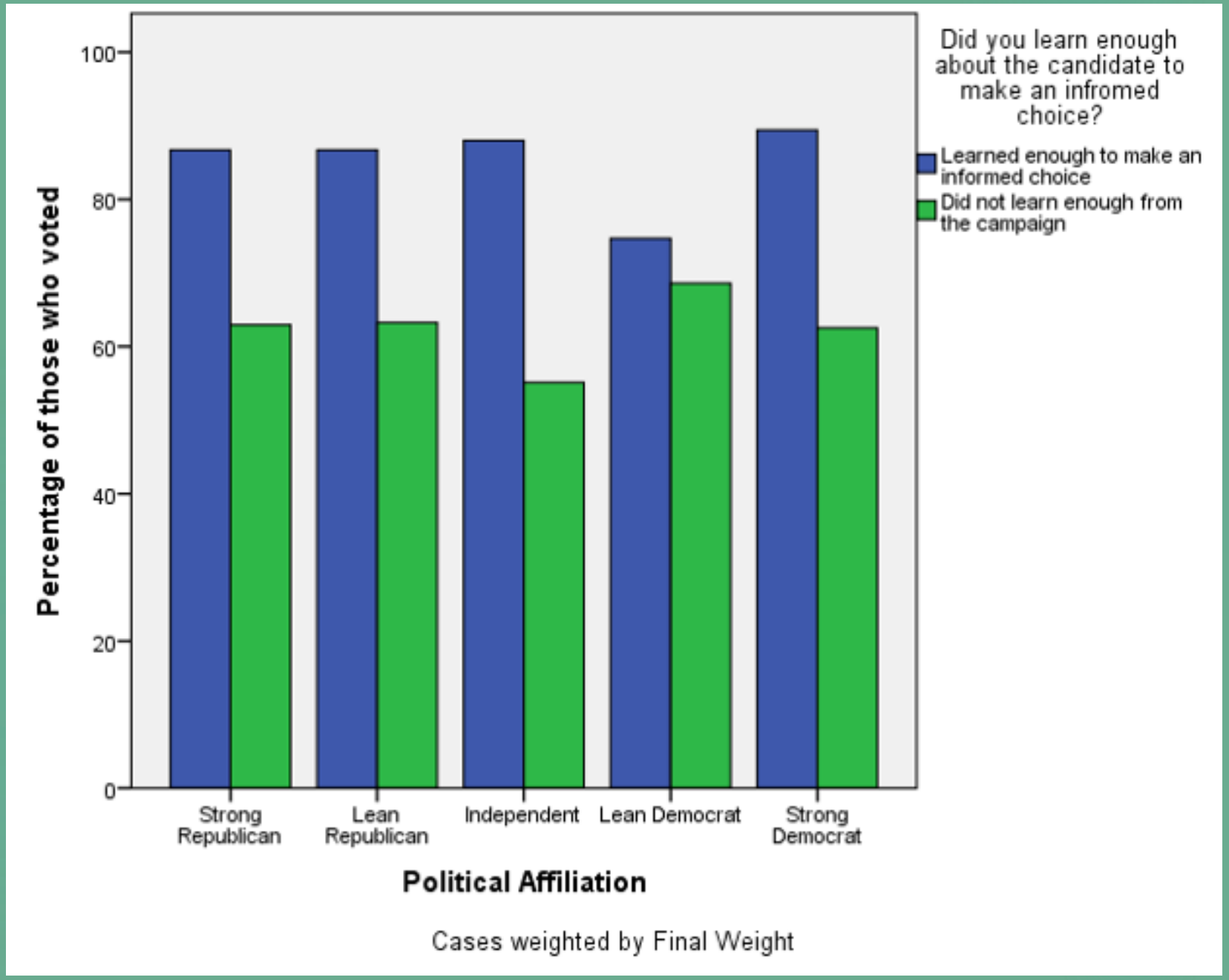
Do you approve or disapprove of the way Barack Obama is handling his job as President?			With which party do you affiliate			
			Republican	Democrat	Independent	Total
Approve	Did you vote?	Yes, Voted	30	684	221	935
			34.5%	62.0%	35.1%	51.4%
		No, Did not vote	57	419	408	884
			65.5%	38.0%	64.9%	48.6%
	Total		87	1103	629	1819
			100.0%	100.0%	100.0%	100.0%
Disapprove	Did you vote?	Yes, Voted	746	144	438	1328
			70.4%	61.8%	46.6%	59.5%
		No, Did not vote	313	89	501	903
			29.6%	38.2%	53.4%	40.5%
	Total		1059	233	939	2231
			100.0%	100.0%	100.0%	100.0%

Negative Voting Continued

Do you Approve or Disapprove of President Obama?				With which party do you affiliate? Republican	Democrat	Independent	Total
Approve	In the race for Congress did you vote for the Republican candidate or the Democratic candidate?	Republican	Count	26	17	35	78
				86.7%	2.5%	15.8%	8.3%
		Democrat	Count	2	649	149	800
				6.7%	94.9%	67.4%	85.6%
		Other candidate	Count	2	18	37	57
				6.7%	2.6%	16.7%	6.1%
	Total		Count	30	684	221	935
				100.0%	100.0%	100.0%	100.0%
Disapprove	In the race for Congress did you vote for the Republican candidate or the Democratic candidate?	Republican	Count	705	21	243	969
				94.5%	14.5%	55.5%	72.9%
		Democrat	Count	19	104	78	201
				2.5%	71.7%	17.8%	15.1%
		Other candidate	Count	22	20	117	159
				2.9%	13.8%	26.7%	12.0%
	Total		Count	746	145	438	1329
				100.0%	100.0%	100.0%	100.0%

Surge and Decline Data

Did you learn enough about the candidates to make an informed choice?			Political Affiliation					
			Strong Republican	Lean Republican	Independent	Lean Democrat	Strong Democrat	Total
Learned enough to make an informed choice	Did you vote?	Yes, voted	627	217	66	134	562	1606
			88.7%	88.8%	88.0%	74.9%	89.5%	88.6%
		No, did not vote	96	33	9	45	66	249
			13.3%	13.2%	12.0%	25.1%	10.5%	13.4%
	Total		723	250	75	179	628	1855
			100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Did not learn enough from the campaign	Did you vote?	Yes, voted	136	94	71	119	285	705
			63.0%	63.1%	55.0%	68.8%	62.5%	62.8%
		No, did not vote	80	55	58	54	171	418
			37.0%	38.9%	45.0%	31.2%	37.5%	37.2%
	Total		216	149	129	173	456	1123
			100.0%	100.0%	100.0%	100.0%	100.0%	100.0%


Percentage of those who voted
100
80
60
40
20
0
Strong Republican
Lean Republican
Independent
Lean Democrat
Strong Democrat
Political Affiliation
Did you learn enough about the candidate to make an infromed choice?
Learned enough to make an informed choice
Did not learn enough from the campaign
Cases weighted by Final Weight

In Conclusion

- Not enough data to be conclusive
- Indications towards Negative Voting Theory
- If this was a result of Negative Voting, the Bannock Street Project needed a different strategy