

# The California Political Precinct Index (and Fiscal Index!)

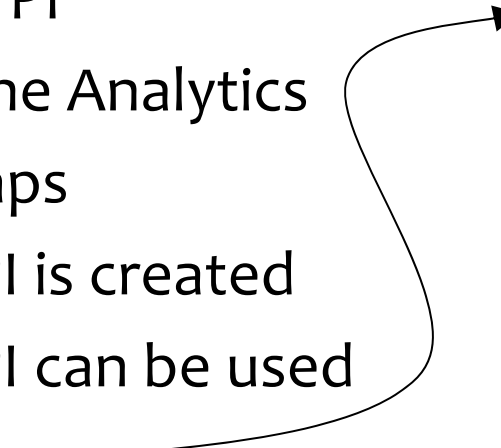
*The most detailed statewide political precinct index available*

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# About the CPPI

- The CPPI is a single-number political index that ranks almost every precinct in California on a 0-100 liberal-to-conservative scale\*
- The CPPI is very accurate and predictive for understanding how people vote, especially when combined with demographic, registration, and polling data
- There are actually **two** separate indices –
  - a ***general index*** that is useful for any issue
  - a ***specialized fiscal index*** that is extremely accurate for bond and tax measures
- The CPPI and Fall Line’s strategic consulting is available for ballot measure and candidate campaigns now, for any California political geography

\* over 19,000 precincts

# How it can be used

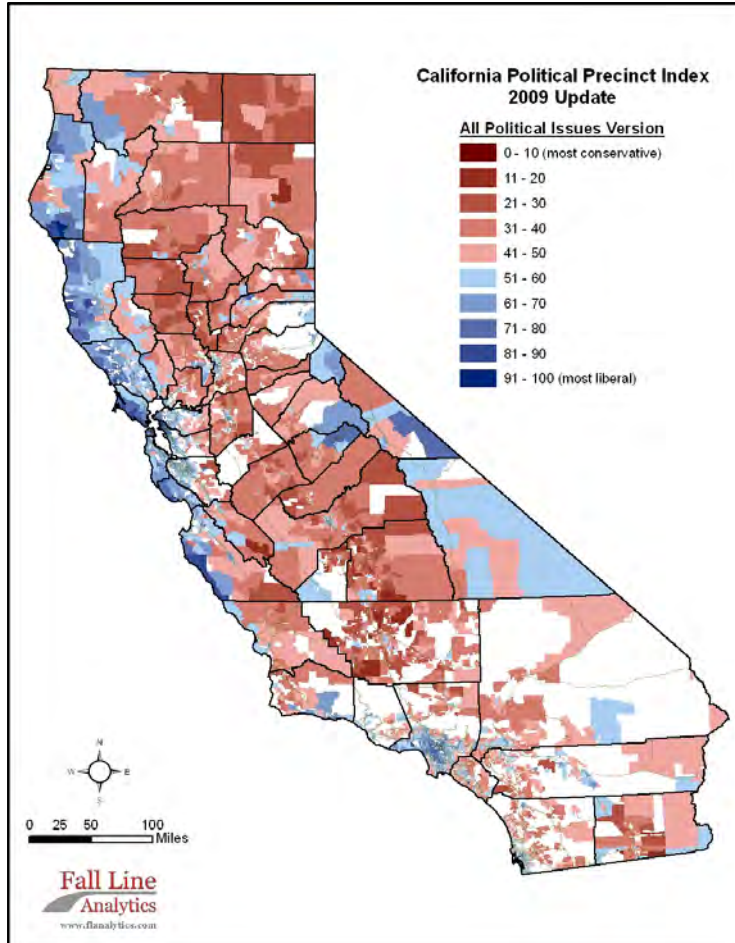
- Voter targeting in statewide races for direct mail, field outreach, and other media
  - *should we target suburban women in Orange County or San Diego?*
- Analyzing potential success of ballot measures and candidate races
  - *which of these two competing tax measures has a better shot in our State Senate district?*
- Determining “swing” areas for any candidate or measure
  - *who is in the middle for this social issue?*
- Integrated with polling
  - *let’s ask older voters in the most liberal precincts...*
- Correlated with precinct demographic, psychographic, and registration statistics
  - *a complete picture of the electorate*
- Seeing where the elected official doesn’t necessarily “fit” the electorate
  - *where can we gain seats? who has the best shot for this open seat?*
- Challenging assumptions as to who really votes how
  - *who isn’t voting the party line...?*

# About Fall Line Analytics

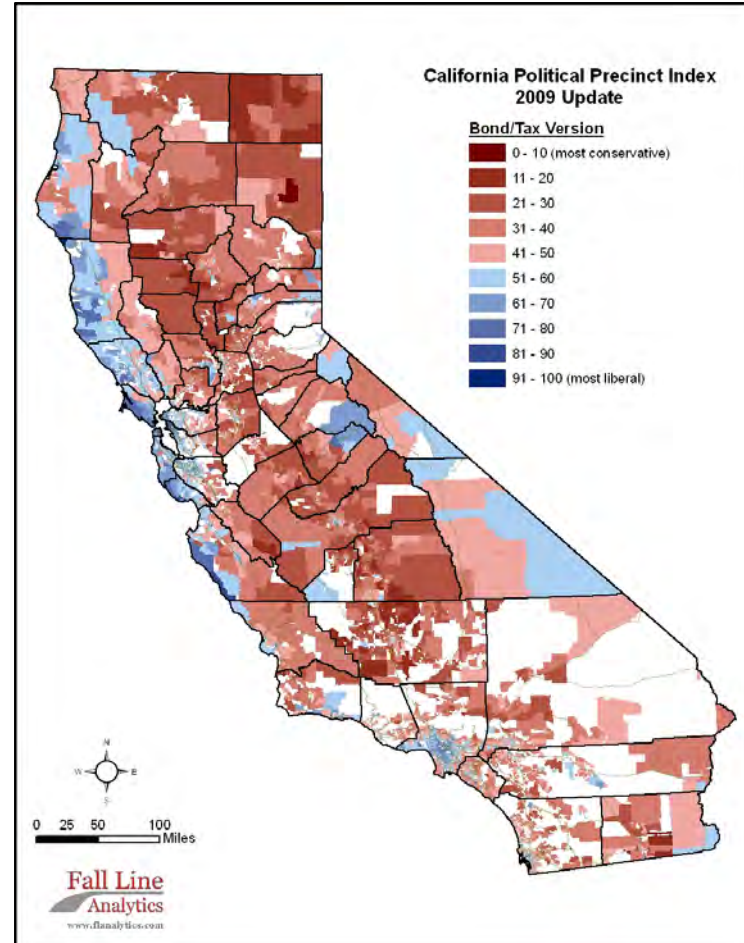
- Fall Line Analytics is an opinion research, demographic/statistical analysis, and GIS mapping research firm located in San Francisco, CA
- We provide advanced polling, voter analysis, strategic consulting, field programs, targeted walk/mail/phone lists, and district maps with data overlays
- Principal: David C. Latterman
- We serve political, organizational, municipal, and corporate clients
- We work for Democrats in partisan races; for other issues and races we're independent (but usually lean left)

# California maps showing each index

All Political Issues



Fiscal Issues



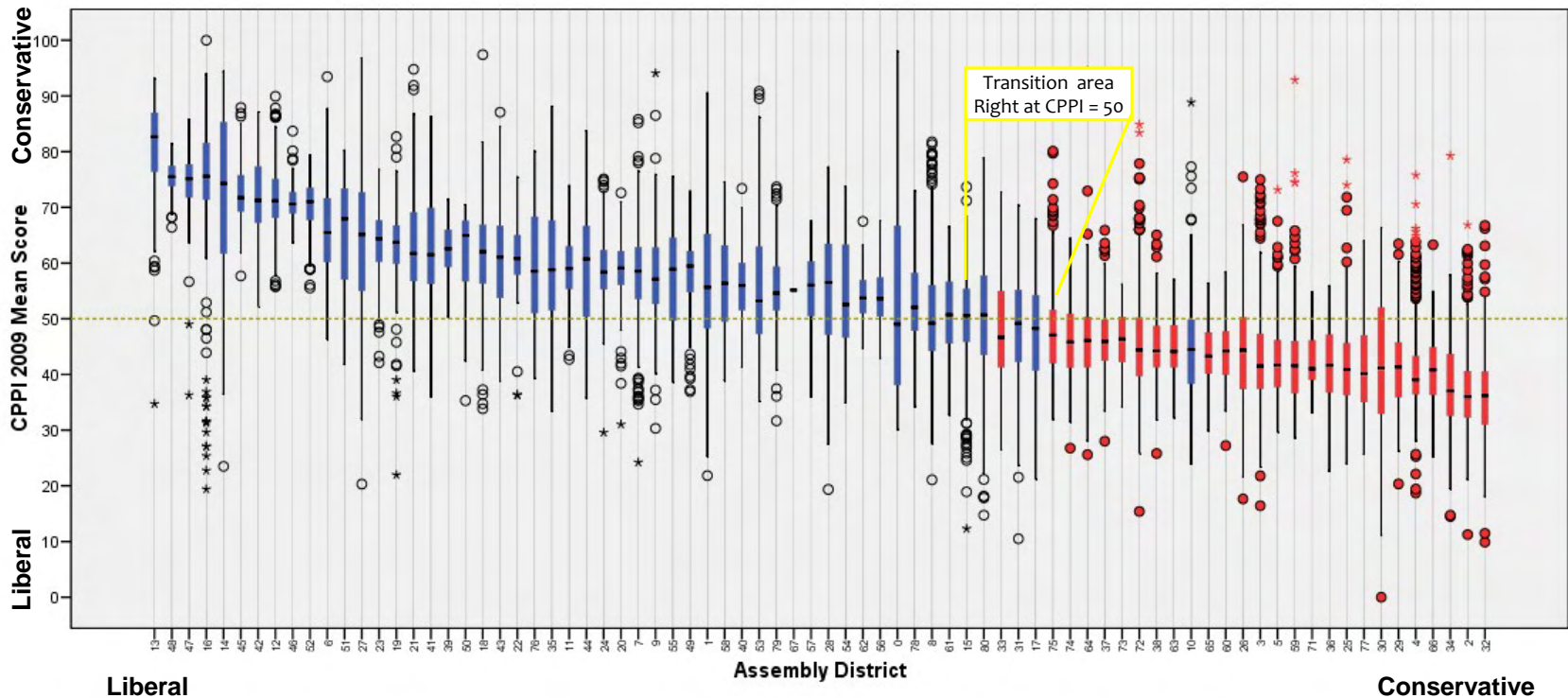
Note: nearly all precincts with over 20 registered voters are shown

# How the CPPI is created

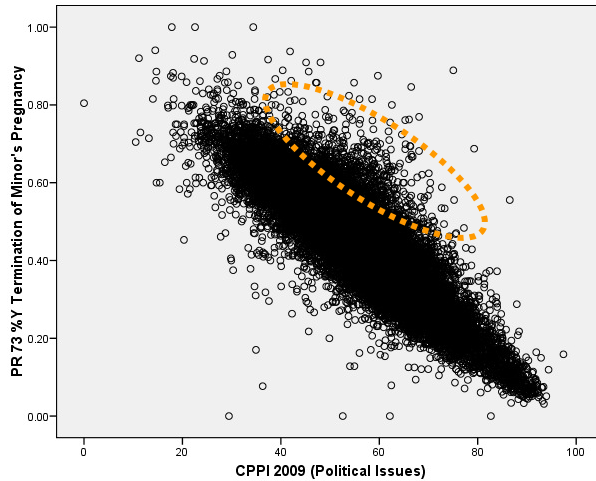
- The CPPI indices are modeled after the well-known San Francisco Progressive Voter Index, a factor analysis built from relevant ballot measures over the past several years
- Precincts across California from different years have been geographically standardized, allowing us to do direct year-to-year comparisons, and use the indices for any political geography moving forward
- The **Political** Index is made from statewide social, administrative, tax, and bond measures. The **Fiscal** index is made from bond and tax measures\*

# Case study #1: Analyzing how well Assembly members match the CPPI

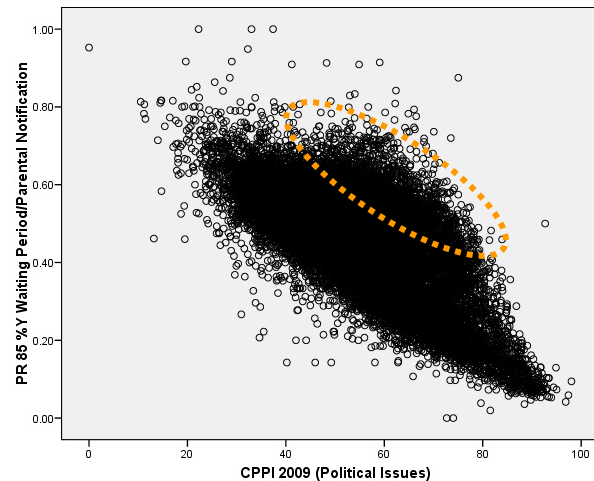
A standard boxplot of each Assembly District, shown by descending CPPI mean score, shows the accuracy of the index. The box is colored by whether the representative is a Democrat or Republican. Notice the transition area around CPPI = 50 (right in the middle), and the consistency of Democrats to the left and Republicans to the right.



# Case study #2: Parental Notification (1)



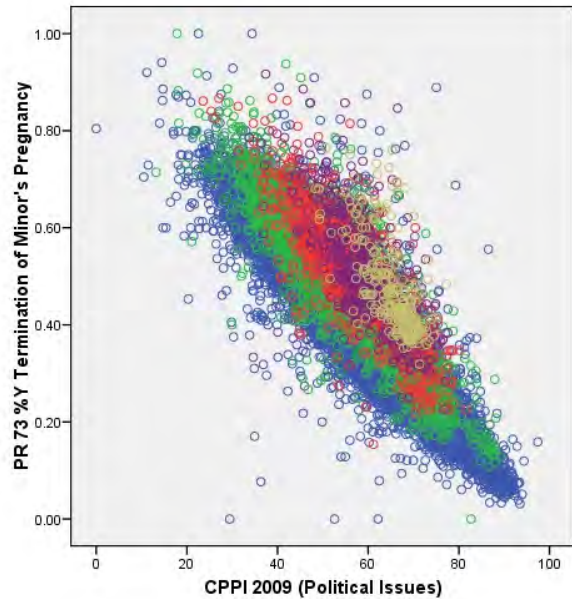
Prop 73, 11/05  
(47.2% yes)



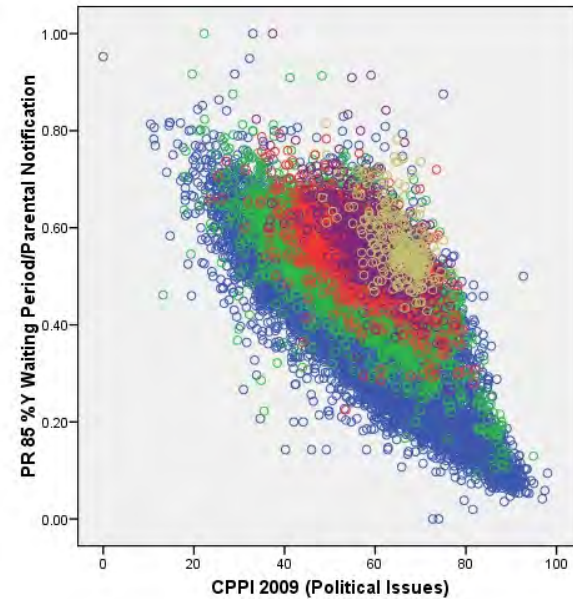
Prop 85, 11/06  
(45.8% yes)

- Very strong correlation for both years with CPPI
- Noticeable anomaly of high-CPPI precincts (liberal) that voted relatively *highly* on parental notification
- Why?...

# Case study #2: Parental Notification (2)



Prop 73, 11/05  
(47.2% yes)

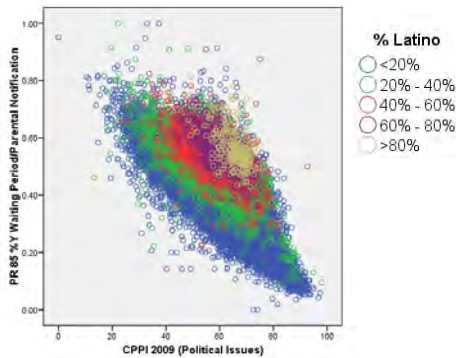


Prop 85, 11/06  
(45.8% yes)

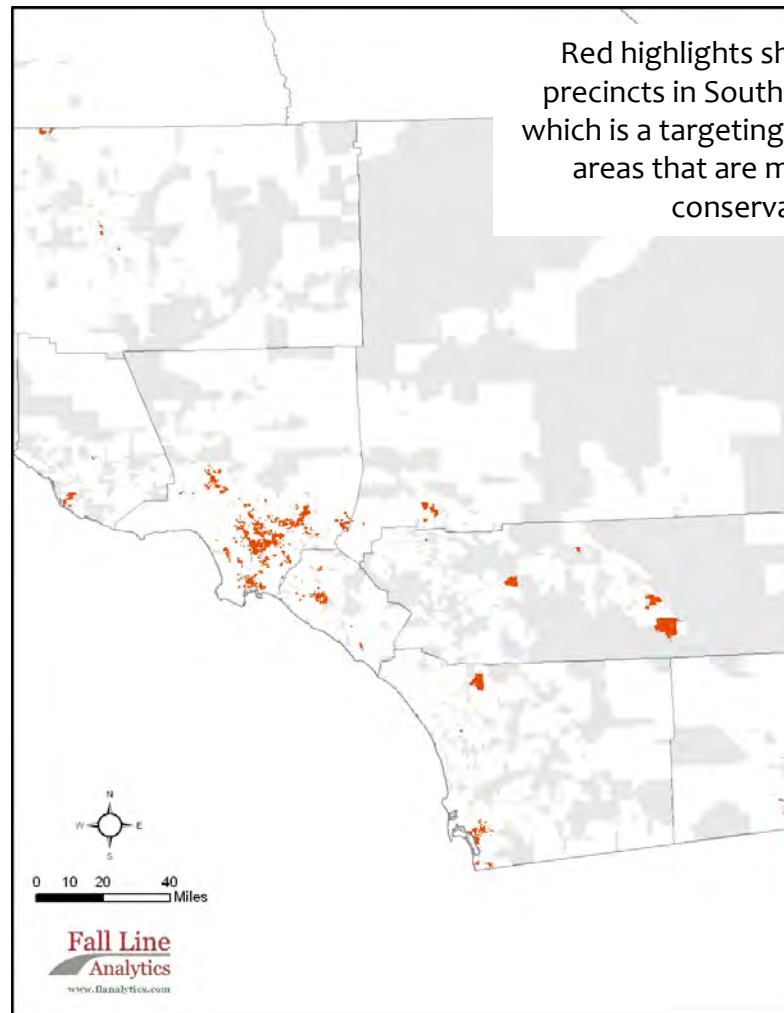
- Clear pattern of high concentration of Latino voters with yes on parental notification, despite an *otherwise liberal* voting pattern
- Crucial for future targeting efforts on similar social issues

# Case study #2: Parental Notification (3)

Here, we look at precincts that have CPPI > 60 and voted yes on 85 over 50%. In other words, we can see relatively liberal precincts that are socially conservative on these types of issues

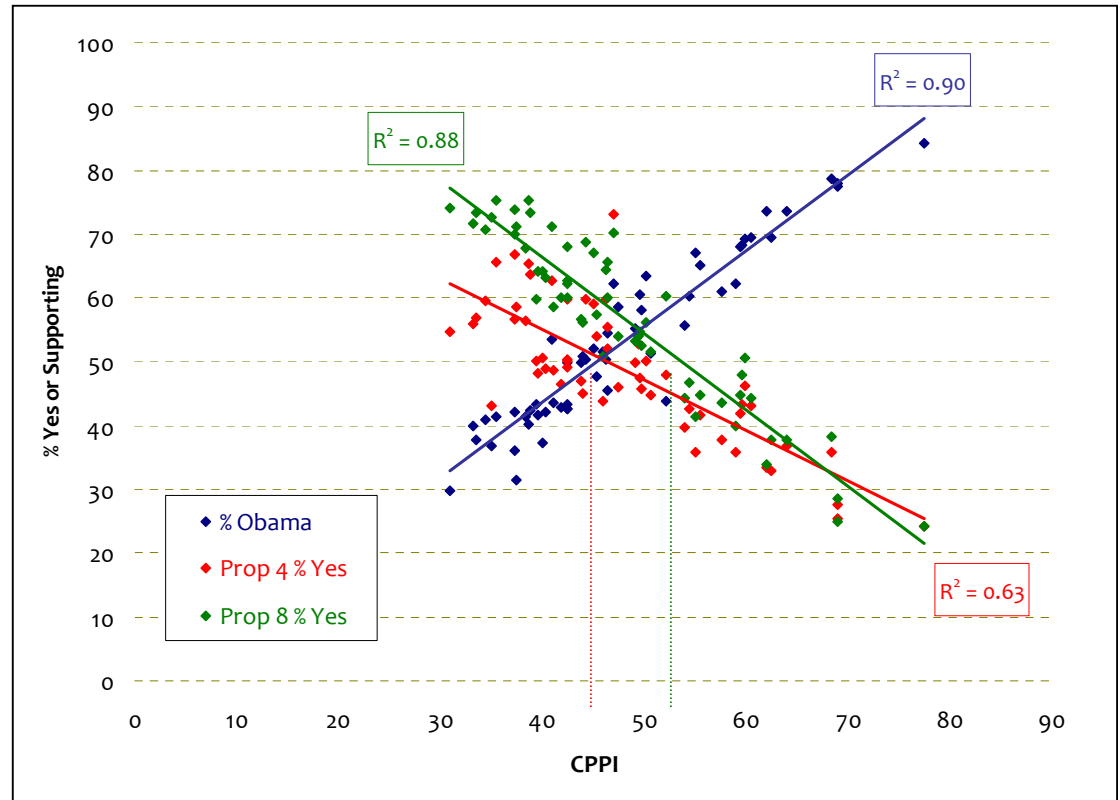


Prop 85, 11/06  
(45.8% yes)



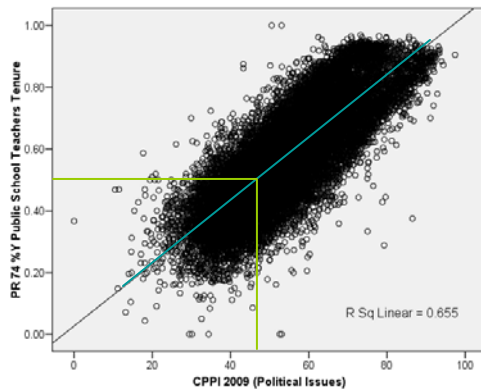
# Case study #3: A look at 2008 results

- A **county-wide** correlation with the CPPI with % Obama, Prop 4 (Parental Notification), and Prop 8 (Ban on Same-Sex Marriage) show powerful and consistent trends
- % Obama and % Prop 8 correlate extremely well ( $R^2$  of nearly 0.9). With Prop 4, we see less of a correlation, like with Props 73 and 85, due to voters who are liberal yet socially more conservative on this issue
- Notice the 50% vote mark for Prop 4 is CPPI ~ 45, and it's CPPI ~ 53 for Prop 8. This indicates the swing voter for Prop 8 was actually more liberal than that for Prop 4
- Swing precincts (and who lives in them) can be identified statewide for similar measures in the future

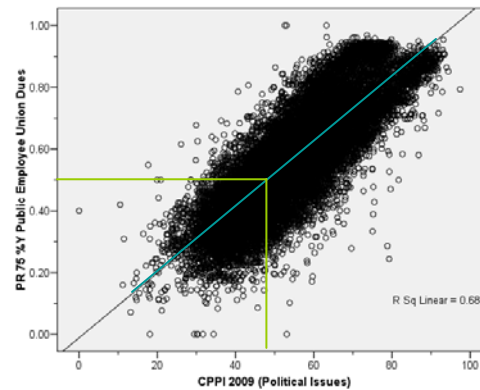


# Case Study #4: Correlation to 2005 special election

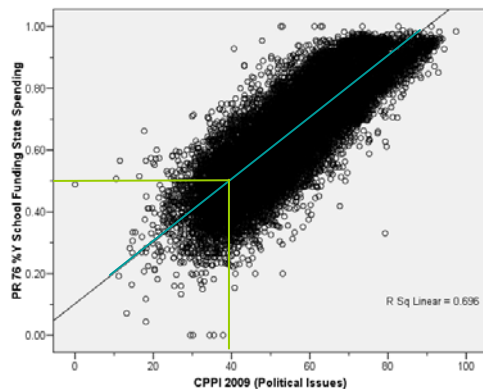
With the upcoming Special Election, the CPPI correlates extremely well to the last one in 2005. The CPPI can discern the subtle differences of the results of similar measures, and shows clearly the make-up of the swing precincts. We look to see what the CPPI is where the vote percentage is 50% - that's the "middle" for this issue. Then, we can analyze and target appropriately for the next one!



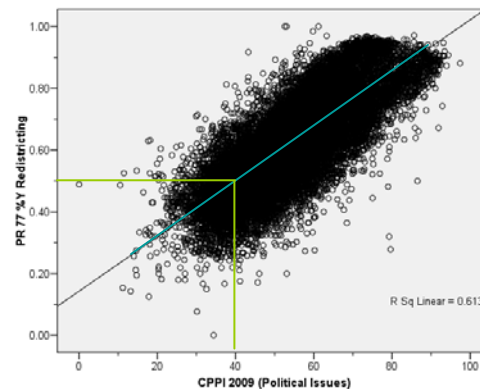
Prop 74  
(45% yes)  
Swing vote  
is CPPI = 46



Prop 75  
(47% yes)  
Swing vote  
is CPPI = 49



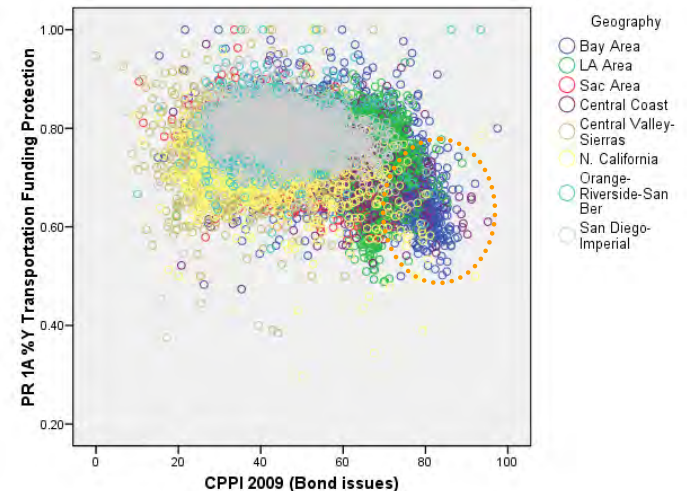
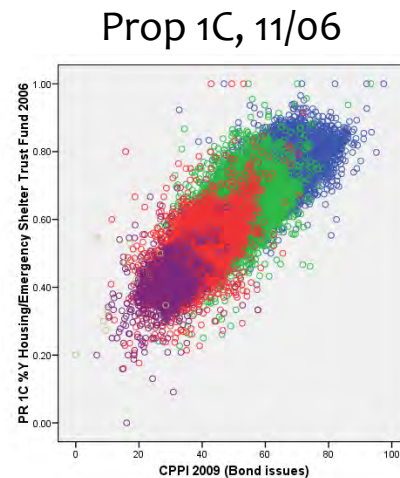
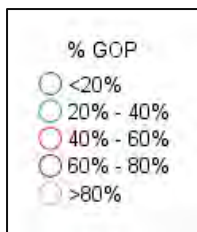
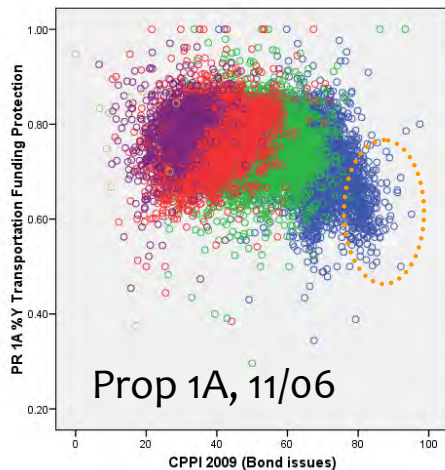
Prop 76  
(38% yes)  
Swing vote  
is CPPI = 40



Prop 77  
(40% yes)  
Swing vote  
is CPPI = 40

# Case study #5: using the fiscal index on infrastructure bonds

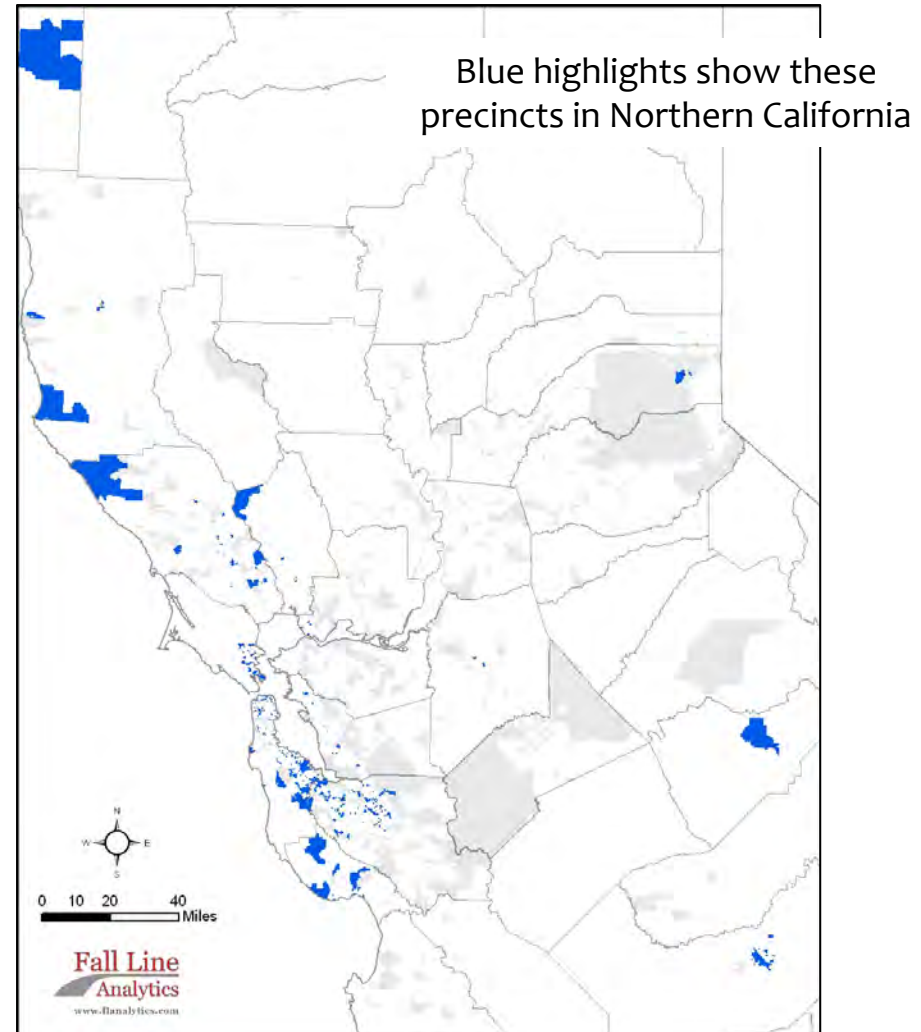
In 2006, props 1A (transportation funding) and 1C (housing/shelter fund) had different results, despite being part of the same bond package. 1A received 77% yes and 1C received 58% yes. Looking at the correlation with **Fiscal** Precinct Index, colored by precinct % GOP, we see 1C fell upon more traditional ideological lines. But 1A, which did very well overall among near all voters, has an interesting tail that showed a little less support among the most liberal precincts.



Looking at 1A by geography, we find that the very liberal Bay Area didn't approve quite as much of funding going to highways (as perceived).

# Case study #6: Angelides/Westly Dem '06 primary

- Looking at the 2006 Democratic Gubernatorial primary will help chart strategies for the 2010 primaries
- In 2006, Phil Angelides was the more liberal 'establishment' Democrat, while Steve Westly was the pro-business 'centrist'
- Angelides won the primary, but below is a map of precincts with CPPI > 60, and voted over 50% for Westly
- Therefore, we can see a map of California precincts and geographies that are liberal, yet were willing to support a more moderate Democratic candidate. Demographic study will show us who lives there
- Candidates can use this info for successfully targeting areas they may have avoided



# Summary

- The two CPPI indices are excellent predictors of how precincts (and their constituents) will vote in different kind of elections
- Used with demographic, psychographic, and registration data, they provide a clear picture of how different kinds of people are likely to perceive a race
- Can help with targeting voters, poll questions, field efforts, marketing, and overall strategy

# Use of the CPPI

- Fall Line Analytics offers use of the CPPI, and strategic consulting to maximize its use
- CPPI values have to be matched to current precincts, given yearly changes, and your specific geography
- Fall Line Analytics can produce strategic reports and based on the CPPI, polling, precinct demographics, and registration statistics. This is the most advanced analytical intelligence you can buy
- Data and consulting pricing run depends on scope of work and geographic size of the electorate