

Democratic Outreach in Southern Battlegrounds

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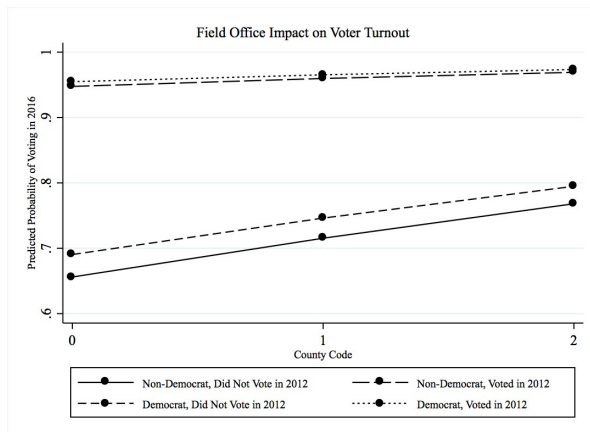
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Background: In the 2016 campaign cycle, the Clinton campaign implemented the first 50-state strategy for field operations. This included an increase in field operations in current battlegrounds North Carolina, Virginia, and Florida, as well as an increase in office presence in Tennessee, South Carolina, and Texas. The goal of the increase in field offices was to mobilize previously inactive or sporadic voting populations that the party believed would vote Democrat in the election.

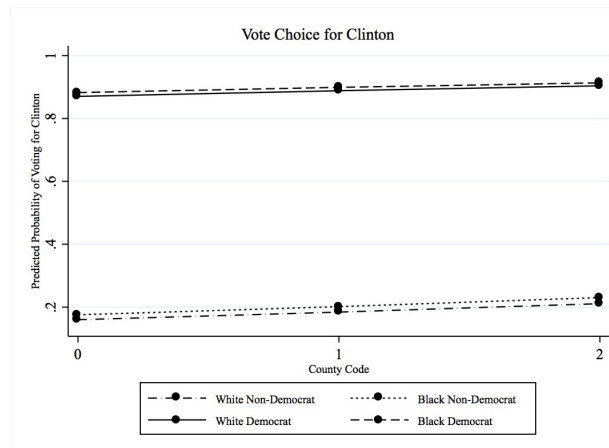
Methods: To measure impact, this study looks at a 3-point scale for proximity to field office and its impact on respondents' likelihood to vote, vote for Clinton, and be contacted by campaigns.

Data: The field office data was gathered from records from Clinton's campaign, and overlaid onto maps at the county level. The respondent data is from the 2016 CCES.

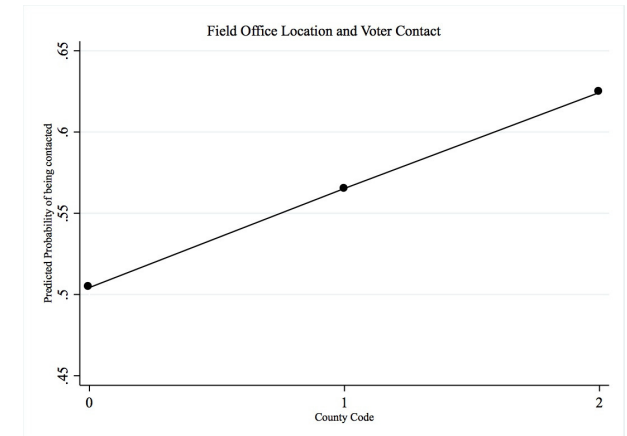
Turnout



Vote Choice



Voter Contact



Findings: There was substantial evidence of correlation between field office location and turnout among non-voters. Additionally, there is a low but positive correlation between field offices and likelihood of voting for Clinton. The most substantial evidence for impact is the substantial increase in voter contact.