

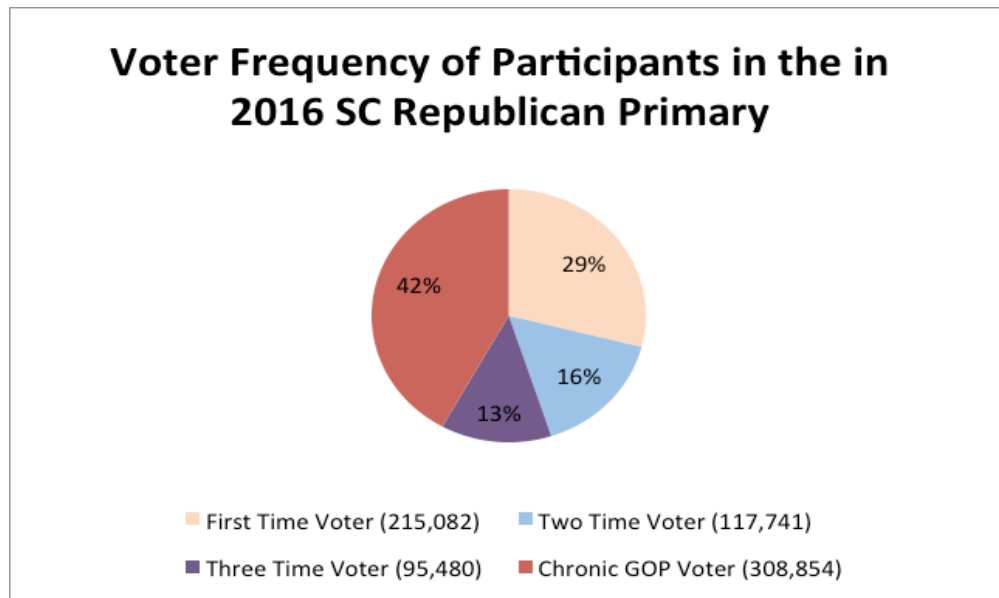
Analysis of Voter Turnout Programs in South Carolina Primary

Prior to the February 20, 2016 Republican Presidential Primary in South Carolina efforts were undertaken to model potential voters who would support Donald Trump and engage in multiple communications to increase their turnout. A model was prepared using polling on a wide range of issues and attitudes toward Trump, trade, immigration and general attitudes toward government. Market Research Foundation was asked to verify the model's efficacy and to perform a back-end analysis.

The model produced a list of 142,000 South Carolina voters who had not voted in a GOP primary in the past and predicted 70% propensity to support Trump. A 20,000 randomly selected Control was removed with the universe and held for no treatment. The following are the results of the study.

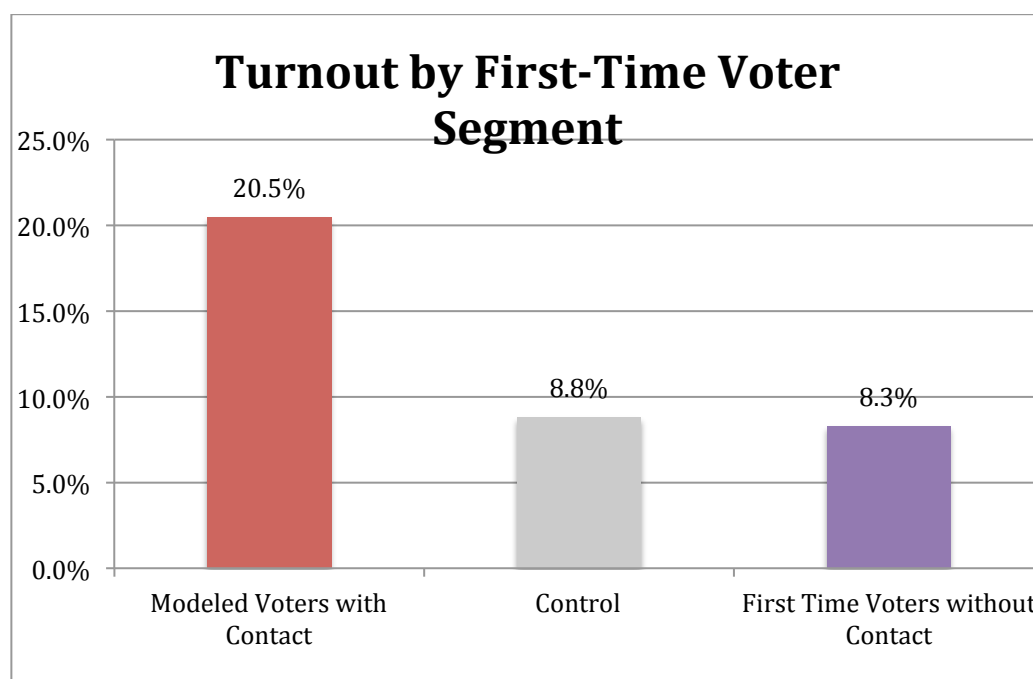
The Composition of the Electorate

A record number of people voted in the GOP Primary. A total of 737,917 voters participated, just under 150,000 more than at any time in the past. The distribution of the vote is important. As the graph below shows, 29% or 215,082 voters had not voted in a Republican primary before.



This group of first-time Republican voters is the focus of our study. Of the 122,000 modeled voters that received 7 communications from the Super PAC over the last 12 days, 25,063 voted. This is a 20.5% turnout. The Control group of 20,000 of our model voted 1,760 or 8.8%

The 188,259 remaining first time voters came from the remaining balance of voters in the state after eliminating multiple GOP voters and the test model resulting in a universe of 2,265,925, or a turnout of 8.3%



Had the treatment group of 122,000 voted at the same percentage – avg. 8.5% -- as others the Control and the general population, only 10,370 would have voted/ This leads to the conclusion that the communication **efforts resulted in a net increase of 14,693 votes.**

But, increased vote was not in and of itself the goal of the Super PAC, an increase in Trump vote was their goal. A telephone survey of 1,000 randomly selected voters of the 25,063 from the modeled group were called on April 13/14 with a brief questionnaire on their candidate preferences. Another 1,000 random sample from the un-modeled first-time GOP voters was given the same survey. The results are:

	Modeled Voters	No Treatment Voters
Trump	35.30%	35.10%
Cruz	1.10%	1.30%
Rubio	1.30%	1.00%
All Others	1.70%	1.00%
Refused to say	60.40%	61.60%

The high refusal rate is to be expected. What tends to confirm the high Trump vote of the first-time voters is the low level of support expressed for any other candidate vs. the open support for Trump expressed in the survey.

(NOTE: This was not a formal poll, but rather a telephone survey. No effort was made to speak to a specific person. Of the 1,000 voters we began with in each segment, we reached 354 in the No-Treatment segment and 325 in the modeled segment, more than enough for statistical validity)

Conclusions

- The model clearly worked, it was able to identify a supportive segment out of the larger universe of all voters. If anything, the model was too tight, demanded too high a propensity score to include a person in the treatment universe.
- It is not known what the optimal number of contacts with a voter is to get reasonable assurance of turnout. In the test, the targeted people were sent 5 email that conformed to the issue set they supported, a live-operator phone call and a text message the day of the Primary in the morning