

TO: Interested Parties
FROM: Southern Poverty Law Center
DATE: September 1, 2019
RE: Summary of SPLC non-partisan We Vote! Jackson GOTV program

PROGRAM SUMMARY

From November 7th to November 27th 2018, the Southern Poverty Law Center (SPLC) conducted a non-partisan Get-Out-The-Vote (GOTV) canvassing program in Jackson, MS. This “We Vote! Jackson” turnout program had an audience of 45,897 African-American voters living in 24,231 households in 40 precincts.

Over the course of the effort, We Vote! Jackson generated 52,312 canvass visits and had 18,869 personal conversations with targeted voters. GOTV literature was distributed to every targeted household that included a “Know Before You Go” voting checklist reminding voters how to identify their polling location and bring proper photo identification.

Expected Results

There is substantial evidence that canvassing programs like We Vote! Jackson can boost turnout. Analysis of similar programs in the past have been shown to increase turnout within the order of 1 percentage point compared to similar voters who were not attempted to be contacted.

Actual Results

In 2018, SPLC’s We Vote! Jackson program substantially exceeded expected results:



Among voters in SPLC’s control group who had not turned out in the 2018 general election on November 6th, only 10% voted in the runoff. SPLC was able to boost that turnout among the group targeted with the canvass program by 33% — boosting turnout by 3.3 percentage points, more than triple the expected impact.

In addition, Hinds County was the only county in Mississippi with a population over 100,000 that saw turnout go up in the runoff compared to the general election (41.6% in the general election and 43.0% in the runoff election).

The “We Vote! Jackson” program resulted in 52,312 canvass visits and 18,869 conversations with targeted voters. GOTV literature was distributed to every targeted household and over 2 million digital impressions were delivered to our digital audience