



SISTER DISTRICT SUMMIT 2022

SDAN Research Recap

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Overview

01 2021 Research Recap

02 Research Spotlights: Two Primaries Postcards and Crowding at Ballot Box

03 Research Behind the Scenes

Sister District Action Network



Win elections & support organizers

- RCTs
- Pseudo experiments
- Surveys
- Secondary research
- Political analysis



Develop legislators & educate/empower

- State Bridges
- Purple District Network
- Future Winners



2021 recap

01

RCTs and Pseudo-experiments: Personal + Mobilize reminder texts, New Voters of Color postcards, Votes and Values postcards, phonebanking pilot, fundraising email and social tests

02

Broader electoral work: Completed 4 secondary research studies and released the DEMographics report; post-election analysis and op-ed

03

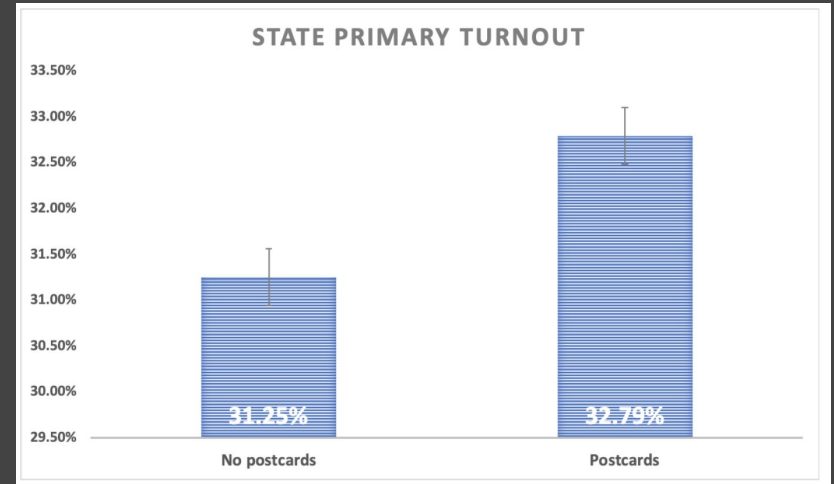
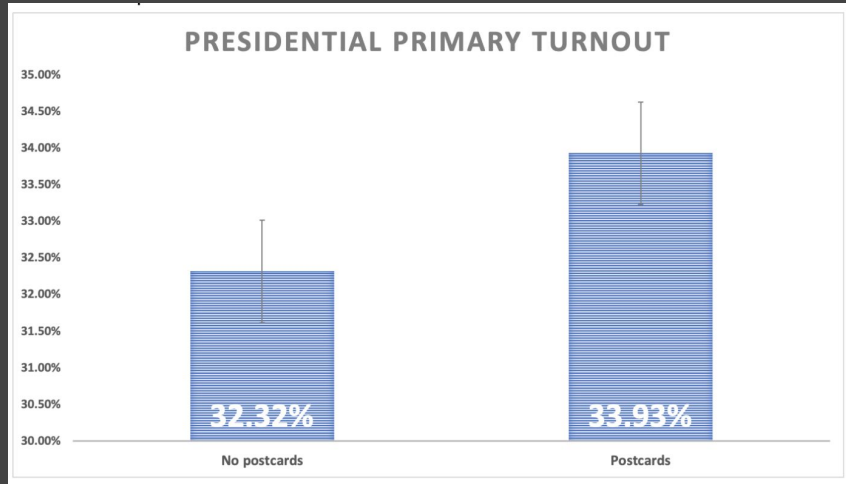
Other projects/visibility: Featured in Analyst Institute's Annual Digest, grant for Votes and Values, 2021 impact report and program evaluation, Mondays with Mallory



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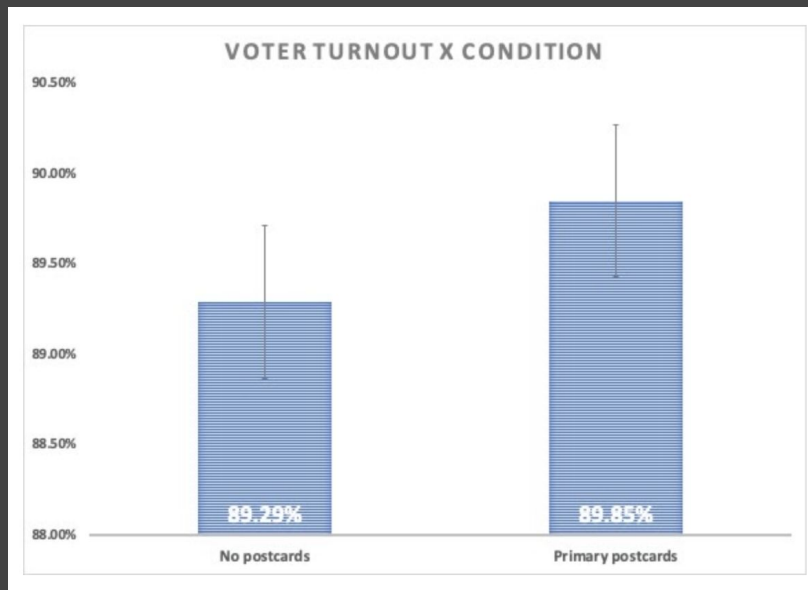
Research spotlight: 2020 Two Primaries postcards

- **Method:** We sent 20,000 postcards to 10,000 FL and MN voters (1 ahead of each primary)
- **Results**
 - We saw positive, significant results for increasing primary turnout in both primaries (ps = 0.01)
 - CPV was \$32 or less - this is very good!



Research spotlight: 2020 Two Primaries postcards

- The Two Primaries study had downstream influence in the general, though not statistically significant ($p = 0.219$)



Two Primaries downstream analysis



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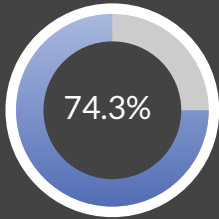
Research spotlight: Crowding at the Ballot Box

- **Method**

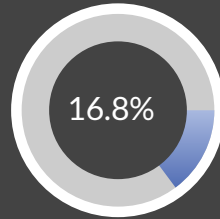
- We fielded a survey to 564 voters in CA, FL, and MI about voting preferences
- We are currently drafting an article manuscript with collaborators at University of Michigan

- **Findings**

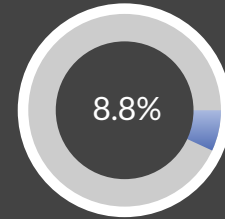
- In survey, left-leaning people more likely to support early in-person and mail voting methods
- In reality, no difference in use of these methods based on party



By mail



Polls on election day



Early in-person



Political Research Behind the Scenes

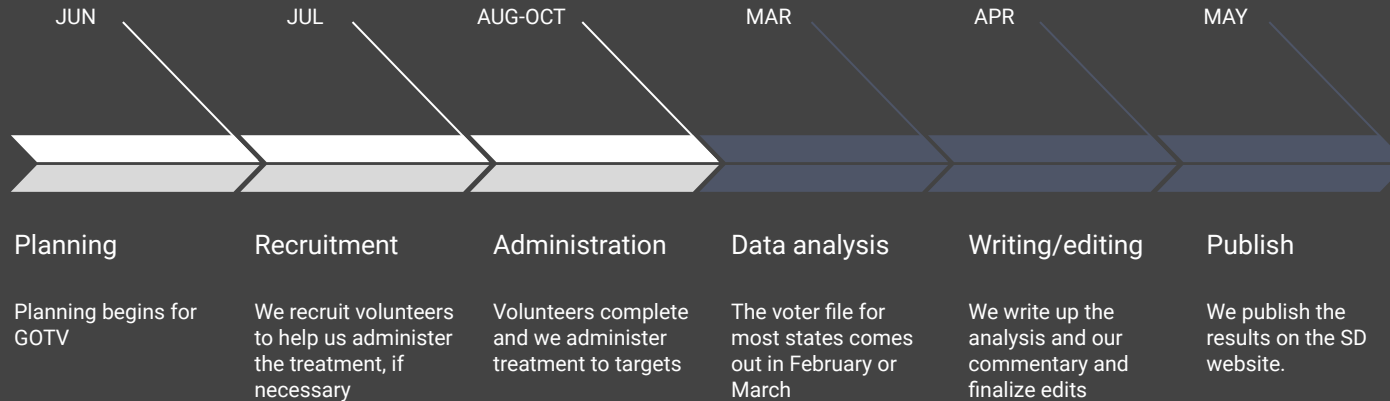


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1. It can take a long time



Typical GOTV RCT project timeline



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2. Most political research is not publicly available



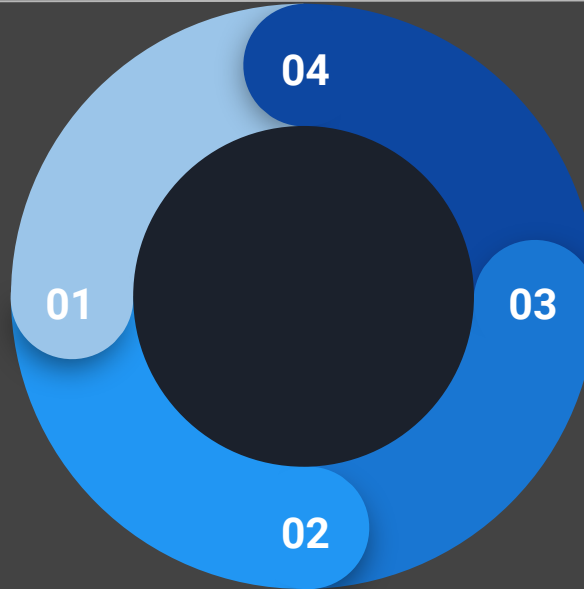
Who does political research?

Consultants

Freelance consultants
Strategy orgs
Analyst Institute

Academics

Academic journals
Popular press
Social media



Organizations

PACs
Non-profits
Volunteer orgs
Unions

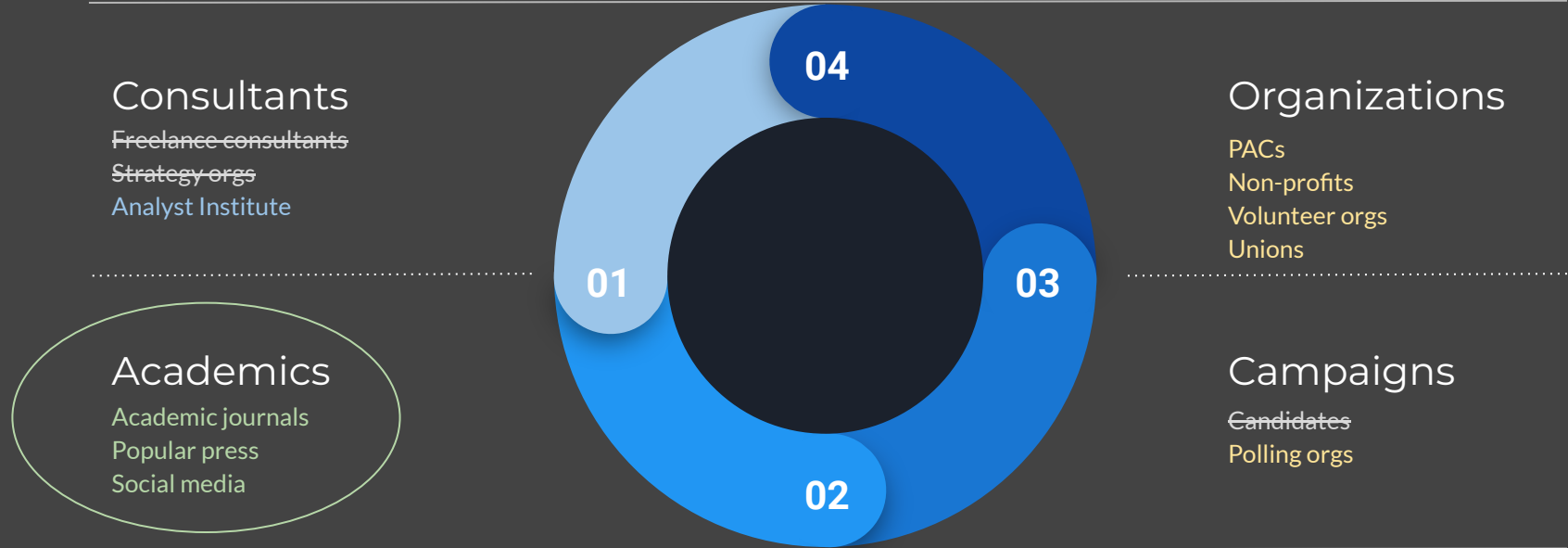
Polling orgs

Campaigns
Polling orgs



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Who does publicly available research?



3. Not all research is created equal





Assessing research

- 01 **Methods:** Is it an RCT or correlational? Does it have an appropriate sample? Were things randomized properly? Are methods clearly defined? Are relevant stats present?
- 02 **Conclusions:** Are conclusions appropriate for the data? Do conclusions make broad statements? Are conclusions overgeneralized? Are conclusions believable? Are conclusions in line with similar work?
- 03 **Messenger:** Are any conflicts of interest disclosed? Do researchers or presenters have a vested interest in positive results? Do other sources support the conclusions?



4. Voter data comes from voter file





Voter files

- 01 Catalyst and TargetSmart are 2 most popular for Dems
- 02 TargetSmart gets data from states at different times. Most states are in by March.
- 03 Why can't **SDAN** do it? A database is required to manipulate voter data due to the size of the files and the cost outweighs the utility.





Research resources

Access our resources at sisterdistrict.com/research

- 01 Research reports
- 02 White papers
- 03 Research one-pagers - updates coming soon!
- 04 Study spreadsheet



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Q&A

Thank you!

You can send any questions or comments to
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