

Statement About Alternate Turnout Weighting

At this stage in the election cycle, what keeps all pollsters up at night is trying to determine who will vote and who will not vote in order to produce the most accurate result possible. One approach is to use a likely voter model. These models are frequently based upon a respondent's self-description of their likelihood of voting, past vote history, and/or their interest in the election.

As the following table from 2020 illustrates, there is a strong relationship between self-described interest and voting. However, 20% of the most interested voters did not actually vote, while 44% of the least interested voters did vote.

Percent Voted in 2020 Based on Interest in the Election

Sample	Interest in Election	Percent Voted in November 2020
75%	10	80%
5%	9	81%
7%	8	79%
4%	7	75%
4%	5-6	70%
3%	1-4	44%

With this understanding, we believe a different way to represent the range of results of an election is to continue using registered voters and model a weight to the composition of the electorate that is more favorable to Democrats (younger, higher voters of color, more urban) and a composition of the electorate that is more favorable to Republicans (older, White non-college, more rural).

For our more favorable Democrat environment, we slightly changed the weights on the following:

- Gender
- Gender/age
- Race/ethnicity
- Gender/education
- Geography (4 county type)
- Self-described 2020 vote

For our more favorable Republican environment, we slightly changed the weights on the following:

- Age
- White/education
- Geography (4 county type)
- Self-described 2020 vote